
Coventry & Warwickshire Local Enterprise Partnership

**Supporting the delivery of Major Employment Sites across
the Coventry and Warwickshire area**

**A report by the Major Sites Group
May 2014**

Contents

	Page
1 Introduction	3
2 Background	4
3 The approach used in this report	6
4 The Major Employment sites	9
5 Site constraints and delivery issues	14
6 How can the Local Enterprise Partnership help?	16
7 Conclusions	20
• When is support needed?	
• Which sites most closely align with the spatial strategy set out in the SEP?	
• Which sites most closely align with the key priorities that the LEP is seeking to support?	
• How frequently should this report be updated?	
 Appendices	
1 Schedule of Major Employment sites not included in this report	28
2 Schedule of Major Sites including constraints and areas of potential CWLEP support	29
 Maps	
Map 1 Major Employment Sites included in this Report	48
Map 2 Timetable for when support may be needed to deliver Major Employment Sites included in this Report	49

1. Introduction

- 1.1 The CWLEP Strategic Economic Plan (SEP), published on 31st March 2014, identified *“unlocking our growth potential”* as one of its four key investment programmes. It identified that fundamental to the task of attracting new investors, retaining local businesses and re-shoring manufacturing is the availability of employment sites.
- 1.2 The CWLEP has done some work to prioritise a portfolio of employment sites of differing sizes and readiness, and these are referred to in the SEP. The SEP went on to say that the *“CWLEP through its Major Sites Group will work with site developers and local stakeholders to identify investment priorities, freedoms and flexibilities to support future development.”*¹
- 1.3 The purpose of this report is to consider in more detail issues around the pipeline supply of major employment sites across the CWLEP area. In particular, the report considers:-
1. Which sites are available now, and which are likely to be available during the lifetime of the SEP
 2. Which sites will need support from the CWLEP to enable their delivery, and what form that support may take.
 3. The extent to which the sites will support the aims of the CWLEP and the strategy set out in the SEP, and therefore the extent to which the CWLEP may wish to intervene to assist with their delivery.
 4. How this work should be kept under review, recognising that it is a snapshot at a point in time and will need to be updated.

¹ SEP, section 1.2 (page 10)

2. Background

2.1 The background to this report is strongly linked to the wider work of the CWLEP to develop a strategy around how, where and why it should be supporting investment in key employment sites.

2.2 In 2011, the CWLEP was asked to identify a potential **Enterprise Zone** (EZ) within Coventry and Warwickshire in response to a Government prospectus which sought to identify 21 new EZs across the country. Notwithstanding the fact that the LEP was able to identify a site (the Coventry & Warwickshire Gateway site in Warwick District), it became apparent that there was not a clear view across Coventry and Warwickshire on what sites may be available and suitable. Such information that was available was sometimes historic, and included sites that were likely to be seriously constrained by issues such as mixed ownership or planning restrictions. Many furthermore were either too large or small.

2.3 In May 2013, the CWLEP agreed that it needed to put in place a coordinated view of employment sites, with information about their location, size, and offer, to inform and align with its wider strategy. These sites would be available for either direct foreign investment or for home-grown businesses. Significantly, sites would need to be available, commercially attractive and deliverable. Initially, the CWLEP undertook this exercise through a direct “**open-call for sites**” from landowners and developers. This exercise was subsequently widened with reference to the local authorities across the CWLEP area to include information about all known existing and emerging employment sites (including sites being promoted through Local Plans and Core Strategies). It is these sites that form the basis of this report. A list of all sites can be found in table 1 (pages 9-10) and more information on each is provided in appendix 2.

2.4 In March 2014, the CWLEP published its **Strategic Economic Plan** (SEP). As noted above, one of its key investment programmes is “unlocking our growth potential”. Key to this is a supply of appropriate employment sites. In order to support this growth, the SEP:-

- Reaffirmed its support for the Coventry & Warwickshire Gateway proposal and asked that the planning application for this be approved.

- Identified a need for capital investment to deliver quality employment sites, and provided an overarching framework, a “*jobs led spatial plan*”, to help identify the key infrastructure proposals that are required to facilitate, support and manage the growth.
- Identified a number of key employment sites that lie within the core area, and prioritised some as requiring specific intervention.

2.5 Also, as noted above, the SEP commits the CWLEP, through its Major Sites Group, to work with site developers and local stakeholders to identify investment priorities, freedoms and flexibilities to support future development. In order to do this, and to ensure that this report builds on the work of the SEP, this report needs to view major employment sites through one of three “lenses”. These are:-

1. The **timeframe** within which sites may come forward. Which sites are coming forward now, and which may do so in the future? When may these future sites come forward? How often should this study be reviewed to ensure that the advice is kept up to date?
2. The **location** of sites with regard to the objectives of the CWLEP, and in particular the spatial focus set out in the SEP. Which sites align most closely with this focus?
3. The match between **priorities for the CWLEP** and the range of sites that is available. To what extent does the availability of sites align with CWLEP priorities?

2.6 This report will consider each of these as part of its overall assessment.

3. The Approach used in this Report

3.1 This report has been carried out in three stages. Firstly, it seeks to identify which sites should be considered. Secondly, it seeks to identify when these sites are likely to come forward and what support they may require from the CWLEP. Thirdly, it seeks to align this understanding with the CWLEP's strategy set out in the SEP.

Stage 1: Site identification

3.2 As noted above, an initial list of sites was identified through the "open-call" for sites that was carried out by the CWLEP in September/October 2013. That exercise was targeted only at landowners, developers and other site promoters. This report has widened the scope of the site search to ask local authorities to identify sites that are either (a) available now or are (b) being promoted through Local Plans and Core Strategies. As a further element, consideration has been given to sites which lie on the edge of, or even outside, the CWLEP area and which may relate more closely to an adjacent LEP. Such sites have been considered where they may potentially have a synergy with sectors that the CWLEP is prioritising, or may create significant numbers of jobs that could be taken by people living in the CWLEP area.

3.3 It should be made clear that only sites that are proposed for B class² employment uses are considered in this report. Where a mixed use development is proposed in any location, it is only the B class element that is included here.

3.4 The criteria for site selection used in this report are as follows.

1. Sites within the CWLEP area with at least 6 hectares of developable land remaining and which comply with criterion 2 below. The minimum size of 6 hectares aligns with that set in the "open-call" exercise.
2. Sites within the CWLEP area which have (at least) outline planning consent (including sites where planning consent has been granted subject to the completion of a legal agreement) OR which are allocated in a Local Plan or Core Strategy. This latter category includes allocations in both adopted plans and those currently in preparation.

² This includes use classes B1 (offices, research & development and light industry), B2 (general industry) and B8 (warehousing).

3. Sites outside of the CWLEP area with at least 6 hectares of developable land remaining and which, in the view of the LEP, may impact within the Coventry and Warwickshire area. This may be because they create employment opportunities for Coventry and Warwickshire residents, or because they may have a synergy with, or be complementary to, priority sectors within the CWLEP area.
- 3.5 This exercise therefore explicitly excludes sites which are being promoted by landowners/developers through Local Plans or Core Strategies but which do not have the support of the local planning authority. It is significant to note that since all authorities except Rugby are currently preparing development plans (Core Strategies / Local Plans) the list of sites considered in this report may be subject to change as these Plans proceed towards adoption if sites that are currently proposed fall away or new sites emerge.
- 3.6 The sites included for this Report in accordance with these criteria are identified in section 4 below. Site that have been excluded are listed in appendix 1.

Stage 2: Timescale and site delivery issues

- 3.7 This stage seeks to understand the following questions:-
 1. What is the proposed timetable for the site promoter to bring forward the site?
 2. Are there any known constraints that would need to be resolved before the site can be developed and occupied? These might include the provision of utilities, broadband connectivity, access issues, wider problems with the highways network, improvements to public transport, remediation of contaminated land, etc.
 3. Would the site promoter wish to seek financial investment/support from the CWLEP to assist the site's delivery? If so, what form might this investment take and why might this support be necessary?
 4. Is there any other support/intervention that the CWLEP could give to assist in the delivery of the site?
- 3.8 Of particular interest to this stage is to gain an understanding of whether support from the CWLEP could bring forward the delivery of sites and the creation of jobs.

3.9 To gather the information in this stage, discussions were held with both the local authorities and site promoters. Much of this work was done by the Economic Development Forum comprising economic development officers from all of the local authorities across the CWLEP area.

3.10 The information obtained from this stage is summarised in section 5 below, and set out in detail in appendix 2.

Stage 3: Aligning site delivery with CWLEP priorities

3.11 This stage seeks to align priorities that have been established by the CWLEP with potential sites that are available. This was done at a high level by identifying key priorities within the SEP and then considering, on the basis of knowledge of the sites (including that obtained through site promoters as part of stages 1 and 2), those which do, or have the potential to, best help deliver these priorities.

3.12 There are acknowledged shortcomings with this approach, and these are discussed as part of the conclusions to the report set out in paragraph 7.17 below.

4. The Major Employment Sites

4.1 In accordance the criteria used for selecting sites set out in paragraph 3.4 above, the following major employment sites have been identified for the purposes of this report. A map showing the location of these is included as appendix 3.

Table 1: List of all major employment sites included in this report				
Site	Local authority	Available area (net developable)	Proposed use	Planning status (see below)
Whitley Business Park	Coventry	20	B1, B2, B8, A1	(1)
Lyons Park	Coventry	16.5	B1, B2	(1)
Friargate	Coventry	15	B1a	(1)
Birch Coppice (phases 2 and 3)	NWBC	37	B1c, B2, B8	(5)
Daw Mill	NWBC	44	B1, B2, B8	(4)
Holly Lane, Atherstone	NWBC	6.9	B1, B2, B8 [check]	(3)
Bermuda extension 1	NBBC	16	B1, B2, B8	(3)
Bermuda extension 2	NBBC	46	B1, B2, B8	(3)
Ansty Park	Rugby	23	B1	(1)
Prologis Park, Ryton	Rugby	9.8	B8	(1)
Prologis Central Park, Rugby	Rugby	6.7	B1, B8	(1)
Rugby Gateway	Rugby	36	B2, B8	(1)
Rugby Radio Station Sustainable Urban Extension	Rugby	31	B1, B2, B8	(1)
Wildmoor, Stratford	Stratford	20	B1, B2, B8	(3)
Bishopton, Stratford	Stratford	15	B1, sui generis	(3)
Codemaster, Southam	Stratford	6	B1, B2, B8, C1, D1	(1)
Winyates Green Triangle , Mappleborough Green	Stratford	12	B1, B2, B8	(3)
Gorcott Hill, Mappleborough Green	Stratford	7	B1, B2, B8	(3)
Gaydon / Lighthorne Heath (JLR)	Stratford	100	B1, B2, D1	(3)
Arden Road, Alcester	Stratford	11	B1, B2, B8	(3)
Fen End	Warwick	10	B1, B2	(1)

Table 1: List of all major employment sites included in this report				
Site	Local authority	Available area (net developable)	Proposed use	Planning status (see below)
Stoneleigh Park	Warwick	20	B1, C1, D1	(1)
Tournament Fields, Warwick	Warwick	15.5	B1, B2	(1)
Coventry & Warwickshire Gateway	Warwick	121	B1, B2, B8, A1, A3, A5, C1, D1	(3)
Thickthorn, Kenilworth	Warwick	8	B1, B2	(3)
Land adj. Warwick Technology Park	Warwick	8	B1, B2	(3)
Outside CWLEP area				
MIRA Technology Park	Hinckley & Bosworth	87.5	B1(b), B1(c) [check]	(1)
Peddimore	Birmingham	80	B1(b), B1(c), B2, B8	(3)
DIRFT	Daventry	9.6	B8	(1)
UK Central	Solihull	N/K	To be clarified	To be clarified
Planning status				
(1) Planning permission granted (including subject to s106 agreement)				
(2) Allocated in adopted Local Plan / Core Strategy				
(3) Allocated in emerging Local Plan / Core Strategy				
(4) Daw Mill: No formal planning status				
(5) Birch Coppice: Phase II granted planning permission. Phase III allocated in Site Allocations DPD.				

4.2 In compiling this list, a number of comments should be made about particular sites that have been included or excluded from the list.

Daw Mill

4.3 The site of the former Daw Mill Colliery has been included within this report, despite not having either a planning consent or being included within the North Warwickshire Borough Plan. The site is a former colliery which was closed following a major underground fire in February 2013. Following work undertaken with the Coal Authority to make the site safe and secure, Harworth Estates has worked with North Warwickshire Borough Council, Warwickshire County Council and other statutory regulators on a plan for the most appropriate long-term use of the site. In March 2014, Harworth Estates undertook a public consultation on a proposal to utilise the site for employment and storage uses. This will utilise some of the site’s remaining infrastructure including a high power supply, existing roads and drainage infrastructure and an operating railhead. It is estimated that once redeveloped, the site could provide for approximately 1,500 jobs.

- 4.4 The SEP identifies Daw Mill as a potential future priority sub-regional employment site, and commits to working with North Warwickshire Borough Council to assess its development and investment requirements³.

Sites at Mappleborough Green

- 4.5 Two sites have been identified on land adjacent to Redditch within Stratford district. These are at Winyates Green Triangle and Gorcott Hill. These sites are intended to serve the needs of Redditch which has identified a need to provide c27.5 hectares of new employment land but cannot identify suitable sites. It is proposed that these sites be developed for employment floorspace with a significant proportion made available for office and research & development uses (B1 a/b). Whilst these sites are intended to primarily meet the needs of the Worcestershire LEP, Stratford DC considers that they will generate additional employment and GVA benefits in neighbouring parts of Stratford district.

Ansty Park

- 4.6 The current extent of the Ansty Park site includes a remaining 93,000 sq m of floorspace (equating to c23 hectares of land) with consent for B1 development with a focus on R&D high technology occupiers. The site lies adjacent to the Rolls Royce site which currently faces onto Combe Fields Lane. There are proposals to bring these sites together, creating a new road access from Rolls Royce into Ansty Park and - eventually – redeveloping part of the RR site to provide for further expansion land at Ansty Park. It is likely to be at least three years before this expansion of Ansty Park is formally taken forward, but Ansty Park has already identified potential funding support from the CWLEP to deliver the highway connection between the two sites (see paragraph 6.5 below).

UK Central

- 4.7 UK Central lies outside the CWLEP area. It is an initiative of the Greater Birmingham & Solihull LEP and Solihull MBC. It encompasses a number of sites across Solihull MBC area including JLR, the NEC and Birmingham airport, Solihull town centre and Blythe Valley Business Park. UK Central has an ambition is to create 100,000 new jobs and has prepared a Masterplan that has identified a number of business employment growth opportunities. These include at JLR (a new manufacturing facilities in Solihull), at the NEC (a new business

³ SEP Section 1.2 (p10)

park) and through an extension to the Blythe Valley Business Park. Further liaison with the Greater Birmingham & Solihull LEP and with Solihull MBC is needed to clarify the extent of these proposals and their likely impact on major employment sites in the CWLEP.

DIRFT

- 4.8 Daventry International Rail Freight Terminal is arguably the premier distribution location in the UK. It is a Regional Logistics Site and serves a national and regional role with several units of 50,000 – 100,000 sq.m. DIRFT I was built in the 1990s and is 120 hectares in size, with the extension (DIRFT II) 54 hectares. Only 9.6 hectares of DIRFT II remains. There is also, however, planning application for DIRFT III (328 ha) being currently considered by the Infrastructure Planning Commission. If approved, this would provide 731,000 sq m of rail linked B8 floorspace.

Coventry University and the University of Warwick

- 4.9 Both universities within the CWLEP area are integral to the delivery of LEP priorities and both are keen to participate in a collaborative approach for the execution of the SEP. Although the Universities are not identified as Major Employment Sites for the purposes of this report because they do not meet the criteria set out above, they are involved in supporting the delivery of the major sites. Furthermore, the SEP is seeking £4m of Growth Deal funding on the Coventry University Technology Park to deliver business incubator / grow-on space facility to be provided by 2015/16⁴.

Hams Hall

- 4.10 Hams Hall is a major Distribution and Manufacturing Park of some 180 hectares close to Junction 9 of M42 with an Intermodal Rail Freight Terminal. It is the location of many national and international companies including BMW Hams Hall Engine Plant, Sainsbury and DHL Exel.
- 4.11 Although Hams Hall is a major employment site within the CWLEP area it is not included in this report because the site is now full with the exception of expansion land for individual occupiers. There is an additional 20 hectares (former Power Station B Site) which lies in the Green Belt and does not have the support of North Warwickshire Borough Council for expansion of the Distribution Park. For the purposes of this report therefore it is not

⁴ SEP, Section 3.4.4 (pp 34-35).

possible to include reference to the area having expansion possibilities. However individual occupiers at some stage may require the assistance and support of the CWLEP especially to ensure continue success and local people accessing the jobs.

Other excluded sites

- 4.12 A potentially large number of sites have been excluded because they do not have support at the present time from the local planning authority. As noted earlier in this report, most local authorities within the CWLEP area (and those beyond it), are currently preparing Core Strategies / Local Plans and therefore the status of these may change as these Plans progress. A schedule of the sites and areas that have been considered but not included in this Report is set out in appendix 1.

5. Site constraints and delivery issues

- 5.1 Following the discussion with site promoters and local authorities described in paragraphs 3.7 – 3.9 above, a number of site delivery issues have been identified.
- 5.2 It should be noted that in many cases, particularly where outline planning approval has been sought, there are funded proposals in place to overcome these constraints. For example, the Coventry & Warwickshire Gateway proposed including proposals to overcome all constraints. In other cases, further work needs to be undertaken to develop proposals for specific sites, and until that is done, it is not possible to say whether any of the constraints identified above would prevent sites coming forward in normal market conditions without grant or other external funding support.
- 5.3 Details of these constraints and delivery issues are set out in appendix 2 below. They can be summarised as follows.
- Not surprisingly, the main constraint faced by many sites is the need for wider **off-site highway improvements and other off-site transportation measures**. This is true for Whitley Business Park, Birch Coppice, Daw Mill, Bermuda extensions 1 and 2, Rugby Radio Station, Wildmoor at Stratford, Gaydon / Lighthorne Heath, Fen End, Stoneleigh Park, the Coventry & Warwickshire Gateway, Thickthorn at Kenilworth, land adjacent to Warwick Technology Park and Peddimore. In the case of Daw Mill, there was a specific request for support with rail, as well as road, infrastructure.
 - **Contamination and remediation** are identified as a constraint on two sites; Daw Mill and the Coventry & Warwickshire Gateway. In the case of the latter, the development has funded proposals to overcome this. In the case of Daw Mill, more work may need to be done to establish whether this is a serious development constraint.
 - Two sites identified the need for support with **upgrading Broadband capability**; Daw Mill and Fen End. (NB: The SEP includes a bid for £1.25m to provide superfast broadband (100mps via direct fibre supply) to the Fen End site.)
 - Three sites identified the need for **formal landowner agreement** to be reached where sites are in multiple ownerships; Bermuda extension 2, Thickthorn, Kenilworth and the land adjacent to Warwick Technology Park.

- The Friargate site in Coventry identified a specific constraint over the need to **relocate buses and taxis** as part of the development.
- Coventry & Warwickshire Gateway needs to **relocate a couple of existing users** within the development area (Trinity Rugby Club and the Railway Museum).

6. How can the Local Enterprise Partnership help?

6.1 The discussion with site promoters and local authorities also identified a range of types of assistance that they consider would help support delivery of sites, and ensure their longer term success.

6.2 In considering requests from site promoters for support, it is helpful to be reminded of which of the major employment sites will benefit either directly or indirectly from investment bids made in the SEP. Table 2 below sets out which sites have requested Growth Deal Funding through the SEP.

Table 2: Requests for funding contained within SEP that support specific Major Employment sites		
Site likely to directly benefit	Growth Deal Funding sought (£m)	Comment
Ansty Park	7	To provide “grow-on” space
Fen End	3	To enable utilities upgrades
Fen End	1.25	Superfast broadband connectivity.
Friargate / Bermuda extension 2	£30.99	This is total package sought for NUCKLE project and will fund 1 new station, 2 additional platforms at existing stations, 1 new multi-story car park, enabling works to support further works
MIRA, Birch Coppice	2	A5 corridor improvements including improved access to MIRA and other key employment sites
Bermuda 1 and 2	18.6	A444 corridor improvements
Bermuda 1 and 2, Friargate, Whitley, Coventry & Warwickshire Gateway	12	Cycle routes linking major employment sites with residential areas.

6.3 It should be noted that not all these bids may be successful, and the CWLEP will need to consider whether to seek to provide funding from within its own resources for any which are not successful in the SEP. The extent to which it wishes to do this will depend upon other opportunities and priorities identified in this report. In any event, the SEP will be updated annually and this will provide an opportunity for the CWLEP to refresh its prioritisation of those sites to which it wishes to direct investment.

6.4 A full schedule of the types of support that site promoters have identified as being potentially beneficial is set out in appendix 2 below. This can be summarised as follows.

Financial support to deliver on-site infrastructure

- 6.5 Three sites identified specific on-site infrastructure that would assist their development. **Ansty Park** would benefit from infrastructure to enable a physical connection to be made into the Rolls Royce site immediately to the east (currently accessed from Combe Fields Road). **Fen End** requested specific support for upgrading utilities and for providing superfast broadband connectivity. (NB: Fen End has already received £559,000 of funding for a highways upgrade through the CW City Deal. The SEP is seeking £3m funding through the local growth deal for this upgrade in utilities⁵ and a further £1.25m for support in improving superfast Broadband capability⁶.) **Stoneleigh Park** asked for support to improve access provision both from the northern and southern sides of the site.

Financial support for wider infrastructure delivery

- 6.6 Four sites identified specific wider infrastructure that will assist their initial delivery or future development. **Ansty Park** asked for improvements to junction 2 of the M6, especially if access into the Rolls Royce site is changed (see above). **Bermuda (extension 2)** in Nuneaton seeks early delivery of the Bermuda NUCKLE station to enhance the attractiveness of the site to investors. **Birch Coppice** identified investment in wider rail network to reduce journey times into the site. **Daw Mill** identified improvements to the wider road network as an aspiration, however recognised the local difficulties that this may create.

Other financial support

- 6.7 **Ansty Park** made a specific request for support for provision of “grow on” space; a 2,800 sq m incubator development. (NB: The SEP is seeking £7m funding through the local growth deal to develop this grow-on-space linked to the Manufacturing Technology Centre⁷.) Both **Lyons Park** and **Friargate** also indicated that grant /other financial assistance would be beneficial but did not indicate what form this may take. **Stoneleigh Park** asked for funding to deliver a second Rural Innovation Centre (RIC) on the site following the success of an initial RIC which is now fully occupied.

Support in improving employee access to the site

⁵ SEP, Section 3.4.3 (pp 33-34)

⁶ SEP, Section 3.7 (pp 49-50)

⁷ SEP, Section 3.4.2 (pp 32-33)

- 6.8 Two sites identified (unspecified) measures to improve employee accessibility; **Daw Mill** and **Holly Lane Industrial Estate, Atherstone**. At Daw Mill, there is recognition that whilst the developed site is likely to create fewer jobs than the colliery had at its peak (up to 1,500 new jobs against a peak of 2,400 when the colliery was operational), these workers will have different shift patterns and therefore support for employees commuting to the site would be beneficial.

Access to skills, training and wider business support

- 6.9 This was the area of support that generated the most unsolicited requests. Five sites indicated that support in this area would be beneficial; **Daw Mill, Holly Lane Industrial Estate in Atherstone, Prologis Park at Ryton, MIRA** and **Peddimore**. Daw Mill particularly recognised that whilst its B2 and B8 elements were likely to be aimed at national or multinational companies, its office component (possibly 16,000 – 25,000 sq m) is more likely to be occupied by local SMEs.

Support with site promotion and marketing

- 6.10 Five sites specifically identified that support with promotion and marketing would be helpful; **Whitley Business Park, Lyons Park, Rugby Radio Station, Friargate** and **Ansty Park**. There is no doubt, however, that other sites would welcome the opportunity for their profile to be raised through marketing as part of a wider promotion of investment opportunities across the whole of Coventry and Warwickshire.

Requests for wider support and recognition with the LEP

- 6.11 Two sites made specific requests for recognition within wider LEP in the formulation of LEP strategies. **Birch Coppice** asked that recognition be given by the LEP to the importance of rail hubs as a key strategic asset, not only for itself, but also for Hams Hall and Daw Mill. **MIRA** reaffirmed the importance of the CWLEP and Leicester & Leicestershire LEP working together, particularly on sites such as itself which abut two LEP areas.

Possible requests for future support

- 6.12 There are a number of sites for which support maybe needed in the future, however the extent and nature of this is not known at present. In most cases, the sites to which this applies are ones that have been identified in emerging Local Plans / Core Strategies but where no planning applications have been prepared to date; **Bermuda (extension 1)**,

Wildmoor at Stratford, Thickthorn at Kenilworth and the land adjacent to Warwick Technology Park. In some cases here, sites are currently being promoted by landowners and no developer has yet been identified. In all cases, promoters are unwilling to devote significant resources to bringing sites forward until they have greater certainty through an adopted development plan. Codemasters near Southam is currently considering a range of options for how it will realise its growth ambitions and the nature of any support it seeks will depend in large part on what route it eventually takes.

Other public sector support for major employment sites

- 6.13 In considering whether and how to best assist the delivery of major employment sites, it is important to be aware of other public sector funding (including from the CWLEP) that is supporting the delivery of sites. This includes:-
- Close to **Gaydon / Lighthorne Heath** site, junction 12 of the M40 has already received £15m to enable it to more effectively handle the increased traffic generated by JLR and Aston Martin. This money came from Government (£9m), Regional Growth Fund (£3m) and WCC (£3m).
 - **Friargate** was awarded £12.7m from the Regional Growth Fund in 2013. The RGF money has gone towards a new bridge deck which will span the Coventry ring road to make a pedestrian access to the heart of the city.
 - **Whitley Business Park** was awarded £6.5m RGF to improve access to this site, to include a new bridge over the A444 with direct access via a new slip road from the A444 towards Whitley. Works due to be completed here in June 2015.
- 6.14 **JLR** furthermore received £57m of Regional Growth Fund in July 2013 to increase the manufacturing capacity and enhance research and development work across the West Midlands, including in Coventry and Warwickshire.

7. Conclusions

7.1 The conclusions in this report are presented to reflect the three “lenses” through which the CWLEP may wish to consider where, why and how to prioritise any support that it gives.

They will consider, in turn:-

1. When, if at all, is support from the CWLEP needed?
2. Which sites most closely align with the spatial strategy set out in the SEP?
3. Which sites most closely align with the key priorities that the LEP is seeking to support?

7.2 Before drawing specific conclusions on these points, however, a number of general observations and conclusions can be made.

7.3 Generally, constraints and obstacles to delivering sites are well understood and have been well documented. For sites with existing planning consents, such constraints have usually been addressed. For sites which are identified in Local Plans / Core Strategies, constraints have been usually been fully considered – at least in general terms - by the local planning authorities (following consultation with infrastructure providers and other relevant consultees), and identified in Infrastructure Delivery Plans.

7.4 In terms of actively addressing delivery issues, it is generally the case that until site promoters prepare planning applications, there remains much work to be done. Where sites are split between landowners (eg: Bermuda extension 2, Thickthorn and the land adjacent to Warwick Technology Park), no consortium or other formal agreement has yet been signed. In most cases, site promoters are awaiting the adoption of the Local Plan/Core Strategy before committing significant further resources to promoting sites.

7.5 There is a wide difference between sites in terms of any potential requests for financial investment/support from the CWLEP to assist delivery. Some have clear appreciation of what support would be most beneficial; others do not yet know. There are several reasons for this:-

- As noted above, where sites are at a relatively early stage (eg: only allocated in emerging Local Plans / Core Strategies), promoters have not yet devoted resources to bringing the

sites forward to such an extent that they can articulate perceived delivery problems and suggest assistance to resolve these.

- Conversely, even where sites are at an advanced stage of delivery and delivery issues have usually been addressed, this does not necessarily mean that promoters are able to identify follow-up support from the CWLEP that would be of assistance.
- It is usually those sites that have prepared a planning application that have a clearer understanding of what any requirements for support from the CWLEP may involve.

7.6 Some of the support requested is of a very specific nature that is unique to one site; for example to deliver a key piece of infrastructure. In many cases, however, the type of support is more general, such as support with promotion and marketing of the site. Clearly this type of support could be provided across several sites at once, for example as part of a marketing campaign on employment sites across the CWLEP area (or part of it). Between these two extremes are requests for support that would benefit several sites at once. Some infrastructure improvements, for example, have a benefit that is much wider than a single site. Some of these have been addressed through Growth Fund bids in the SEP (for example the NUCKLE and A5 corridor improvements).

7.7 Some sites have been clear that they require no additional support from CWLEP. This does not mean, however, that they would not benefit from, and welcome, support from the CWLEP on matters such as marketing, promotion and business support if this was offered.

7.8 As a consequence of the above, three **general conclusions** can be drawn. Firstly, there is clearly a demand from site promoters for support in areas such as **marketing and promotion**. There may be a role for the CWLEP to consider in providing a lead in these areas, helping to shape the unique “branding” of the CWLEP and showing how individual sites can fit into, and help enhance, this brand. Secondly, there is clearly a demand for **business support** across many sites. Whilst the type of assistance may need to be tailored to meet the needs of individual sites and occupiers, there is certain to be common threads which could be applied more generically across many CWLEP sites. Thirdly, there may be links that can be made between support being sought by Major Sites and the **Growth Hub / Clearing House** proposal from the City Deal programme, where, for example, support is given to re-shoring companies.

7.9 The three specific “lenses” through which the LEP may wish to consider whether to support major employment sites will now be considered in turn.

When is support needed?

7.10 Bearing mind the above comments, an evaluation has been made of when support from the CWLEP may be required. This has been divided into three time periods as follows:-

Support needed:-

- Now** Planning approval is in place and a site promoter has clear identified needs that should be met now. (NB: Some are included as bids in the SEP – see table 2 (p16))
- 1-2 years** Site allocated in emerging Local Plan/Core Strategy. Developer in place and has identified delivery issues. In some cases, there has been a specific request for support within this timeframe in the “open-call”.
- 2-5 years (or possibly longer)** Site allocated in emerging Local Plan/Core Strategy but no developer currently in place. Possible land assembly or other issues may hold back implementation.

Table 3: When support may be needed to help deliver major employment sites

Site	Now	1-2 years	2-5 years	Comment
Whitley Business Park	✓			Regional Growth Fund awarded to improve access.
Lyons Park	✓			
Friargate	✓			RGF awarded in 2013 (see para. 6.13) Bid for support included in SEP
Birch Coppice (phases 2 and 3)		✓		
Daw Mill		✓		May change subject to progress of planning application (anticipated May/June 14).
Holly Lane, Atherstone		✓		
Bermuda extension 1			✓	
Bermuda extension 2			✓	
Ansty Park	✓			Bid for support included in SEP
Prologis Park, Ryton	✓			
Prologis Central Park, Rugby				No LEP assistance required.

Table 3: When support may be needed to help deliver major employment sites

Site	Now	1-2 years	2-5 years	Comment
Rugby Gateway				No LEP assistance required.
Rugby Radio Station SUE		✓		
Wildmoor, Stratford			✓	
Bishopton, Stratford			✓	
Codemasters, Southam		✓		This may change once Codemasters has reviewed options.
Winyates Green Triangle , Mappleborough Green				Not known at this stage.
Gorcott Hill, Mappleborough Green				Not known at this stage.
Gaydon / Lighthorne Heath (JLR)				Grants (including RGF) awarded to improve M40 junction 12 (see para. 6.13).
Arden Road, Alcester				Not known at this stage.
Fen End	✓			Bid for support included in SEP
Stoneleigh Park	✓			
Tournament Fields, Warwick				No LEP assistance required.
Coventry & Warwickshire Gateway				No LEP assistance required.
Thickthorn, Kenilworth				Not known at this stage.
land adj. Warwick Technology Park				Not known at this stage.
<i>MIRA Technology Park</i>		✓		
<i>Peddimore</i>		✓		
<i>DIRFT</i>				Not known at this stage
<i>UK Central</i>				Not known at this stage
<i>Site in italics lie outside the CWLEP area.</i>				

7.11 Within the above table, attention should be drawn to **Stoneleigh Park**. Stoneleigh Park has made a request for c£4m to fund some on and off-site highway improvements (£3.6m) and a Rural Innovation Centre (£500k), details of which can be found in appendix 2. This request was received after the submission of the SEP, however can be taken forward and considered more closely as part of any review of the SEP.

Which sites most closely align with the spatial strategy set out in the SEP?

7.12 The SEP includes a “*spatial justification for jobs led growth*”⁸. It argues that the overall jobs / housing balance hides disparities within Coventry and Warwickshire which need to be addressed through the location of new homes, new employment sites and enhanced

⁸ SEP, Section 3.3 (pp27-29)

transport connectivity. A geographical concentration is proposed within the following areas:-

- The A45 and A46 corridors⁹
- North-South public transport infrastructure (NUCKLE 1 and 2) which links Nuneaton in the north through Bedworth, Coventry, Kenilworth to Leamington Spa in the south
- The North-South corridor (which forms the principal spine of our transport network), which includes a number of strategic highway corridors (e.g. A45, A46, M69, A444 and A452)
- The redevelopment of Coventry station
- The A5

7.13 Site which do, and do not, fall within this area are therefore as follows.

Table 4: Relationship between Major Employment Sites and the CWLEP “core area”	
Sites that fall within the core CWLEP area	Sites that do not fall within this area.
Whitley Business Park	Daw Mill
Lyons Park	Prologis Central Park, Rugby
Friargate	Rugby Gateway
Birch Coppice (phases 2 and 3)	Wildmoor, Stratford
Holly Lane, Atherstone	Bishopton, Stratford
Bermuda extensions 1 and 2	Codemaster, Southam
Ansty Park	Winyates Green Triangle , Mapplethorpe Green
Prologis Park, Ryton	Gorcott Hill, Mapplethorpe Green
Rugby Radio Station Sustainable Urban Extension	Arden Road, Alcester
Tournament Fields, Warwick	Gaydon / Lighthorne Heath (JLR)
Coventry & Warwickshire Gateway	Fen End
Thickthorn, Kenilworth	<i>Peddimore</i>
Stoneleigh Park	<i>UK Central</i>
Land adjacent to Warwick Technology Park	
<i>MIRA Technology Park</i>	
<i>DIRFT</i>	
<i>Site in italics lie outside the CWLEP area.</i>	

⁹ Please note that for the purposes of this report, the A46 corridor is principally that section between the M6 (junction 2) and M40 (junction 15). This is because the SEP seeks to prioritise investment within this section. The SEP does also commit to working with the Highways Agency to develop the case for further investment in capacity on the A46 between Stratford-upon-Avon and the M5 at Ashchurch, and future SEPs may therefore review this focus of the A46 corridor.

Which sites most closely align with the key priorities that the LEP is seeking to support?

- 7.14 The key priorities of the CWLEP, as set out in the SEP, are focused around delivering key elements of growth and supporting key sectors. Briefly these are:-
- The **Coventry & Warwickshire Gateway** site as the priority employment site, helping to support the level of employment growth for which the LEP is planning.
 - Investment for **Coventry railway station**, as part of wider rail growth, to connect with HS2 and to support development in Coventry city centre.
 - Investment along the **NUCKLE route**, particularly between Nuneaton and Coventry.
 - Support for **Advanced Manufacturing and Engineering**, including through a “national re-shoring centre”.
 - Support for **business start-up and sustainability**, including through the provision of grown-on space and through links and support from universities.
- 7.15 Appendix 2 sets out further background information on all of the sites considered in this report. What is clear is that some have a direct and strong relationship with the above priorities, others have no real relationship with them at all, whilst others could potentially play a role.
- 7.16 Table 5 below sets out which sites fall into which category.

Table 5: Relationship between Major Employment sites and key priorities of the CWLEP		
Sites that clearly support the wider priorities of the CWLEP	Sites that have the potential to support wider CWLEP priorities	Sites that do not directly support the wider priorities of the CWLEP
Friargate Bermuda extensions 1 and 2 Ansty Park Coventry & Warwickshire Gateway Daw Mill Gaydon / Lighthorne Heath (JLR) Fen End <i>MIRA Technology Park</i>	Whitley Business Park Lyons Park Holly Lane, Atherstone Rugby Radio Station (SUE) Wildmoor, Stratford Codemasters, Southam Arden Road, Alcester Tournament Fields, Warwick Thickthorn, Kenilworth Stoneleigh Park Land adj. Warwick Technology Park <i>Peddimore</i> <i>UK Central</i>	Birch Coppice (phases 2 and 3) Prologis Park, Ryton Prologis Central Park, Rugby Rugby Gateway Bishopton, Stratford Winyates Green Triangle Gorcott Hill <i>DIRFT</i>
<i>Site in italics lie outside the CWLEP area.</i>		

7.17 In setting these out in such a way, it should be made clear that the relationship between CWLEP priorities and employment sites is often a multi-layered one. Some sites will play a role in meeting one priority, whilst others may meet several. Furthermore, even those sites which may not directly appear to meet a CWLEP priority will still, of course, generate significant numbers of new jobs which will help the CWLEP area meet its growth target of 76,000 new homes. The table below therefore deliberately takes a narrow view of the capability of sites to help meet LEP priorities in order to create some differentiation.

How frequently should this report be updated?

7.18 As a caveat to the above conclusions, it should, of course, be noted that this report has been prepared at a point in time, and so these conclusions will quickly date, particularly with regard to conclusions on when is support needed. **It is therefore considered that all the conclusions in this report are reviewed on at least an annual basis.** Such a review need not be too lengthy or onerous, but should consider:-

- Progress on all the sites identified in this report, particularly where these are currently included in emerging Local Plans / Core Strategies and developers have not, to date, been identified.
- Whether any new sites have emerged.
- Whether the CWLEP has issued any new guidance or strategy documents which change or refine its priorities.
- Whether any major sites in adjacent LEP area have emerged which will impact on the CWLEP area.
- Whether there has been any grant funding or other intervention (including from the CWLEP) to support the delivery of the site since the last update.

Appendix 1: Schedule of Major Employment Sites not included in this report.

See paragraph 3.5 for why these site shave not been included within the report.

	Local authority	Available area (ha)	Proposed uses	Comment
Land adjacent to Peddimore	NWBC	78	B1, B2, B8	Two sites promoted through CWLEP “open-call” by Savills / Prologis / Ashford Developments.
Land in vicinity of Birch Coppice (south of A5)	NWBC	82 (gross) C50 ha (net)	B1, B2, B8	Promoted through NWBC Core Strategy by St. Modwens
Land in vicinity of Birch Coppice (north of A5)	NWBC	74 ha (gross)	B1, B2, B8	Promoted through CWLEP “open-call” by Hodgetts Estates
Hams Hall Power station B site	NWBC	20	B8	Promoted by E-on. See comments in para. 4.11 above.
Phoenix Way	NBBC	23	B1, B2, B8	Promoted through CWLEP “open-call” by Gallagher Estates
Hillfields Farm	Rugby	N/K	B1, B2, B8,	Promoted through CWLEP “open-call” by J G Gray Ltd.
Brandon Lane Fruit farm	Rugby	N/K	B1, B2, B8	Promoted through CWLEP “open-call” by Tiger Developments Ltd.
Wellesbourne Airfield	Stratford	12	B1, B2	Promoted through CWLEP “open-call” by Barwood Developments Ltd.

Appendix 2: Schedule of constraints and areas of potential CWLEP support from all Major Employment Sites.

Site Whitley Business Park

Local authority	Coventry
Proposed uses	B1, B2, B8, A1 uses.
Promoter / Contact	St. Modwens/Savills Mark Watkins – St. Modwen (0121-647-1000)/Nick Williams – Savills (0121 634 8401)

Constraints and known delivery issues

No constraints. Site owned by St Modwen. Funding now secured for highway access so all transport infrastructure is sorted. Finding occupiers is now the priority.

Potential areas for CWLEP financial support

The site would welcome capital injection, however, St Modwen owns the site and has the funds to develop it fully and so does not need a loan.

Potential areas for other CWLEP assistance

Continuing promotion of the site, stressing the strategic location of the site and its readiness. St Modwen sometimes feels that the site is overshadowed by the Gateway project and Jaguar Land Rover whereas, the funds are in place to finish developing the site, all they need is occupiers. St Modwen is in talks with occupiers and is trying hard to convert them but would appreciate any promotion and the opportunity to talk to potential inward investors/occupiers. Inclusion in any marketing collateral would also be beneficial.

Further information

£6.5m Regional Growth Fund has been awarded to improve access to this site. Work will involve creating a new bridge over the A444 with direct access via a new slip road from the A444 towards Whitley. Works due to be completed June 2015.

Site Lyons Park

Local authority	Coventry
Proposed uses	B1, B2 uses.
Promoter	Homes & Communities Agency / Goodman Steve Holland – HCA (0121-234-9971)/Nigel Dolan – Goodman (0121-506-8100)

Constraints and known delivery issues

None

Potential areas for CWLEP financial support

The site would benefit from CWLEP financial support, similar to that of the Coventry Investment Fund or a grant. This would enable the site to come forward by around 6 months.

Potential areas for other CWLEP assistance

Working with the CWLEP and City Council’s Inward Investment Team to market the available opportunities and identify potential occupiers. Support with planning application and PR support.

Further information

None.

Site	Friargate
Local authority	Coventry
Proposed uses	B1a uses.
Promoter / Contact	Friargate Coventry LLP Rodney Pilcher (020-8940-3565)

Constraints and known delivery issues

1. Successful relocation of the buses and taxis
2. Securing occupier’s on suitable commercial terms
3. Overall financial viability

Potential areas for CWLEP financial support

Similar grant support to that already achieved. This would allow the development to come forward and be delivered quicker but it is also reliant upon the market and occupational demand.

Potential areas for other CWLEP assistance

Ongoing support promoting the scheme and Coventry City Centre to potential occupiers and inward investors.

Further information

Friargate was awarded £12.7m from the Regional Growth Fund in 2013. The RGF money has gone towards a new bridge deck which will span the Coventry ring road to make a pedestrian access to the heart of the city.

Site	Birch Coppice (phases 2 and 3)
Local authority	North Warwickshire
Proposed uses	B1c, B2, B8 uses.
Promoter / Contact	IM Properties (0121 730 8050) Kevin Ashfield - 0121 730 8050

Constraints and known delivery issues

Along the A5, a LLEP study is currently being carried out to look access issues. A further study is considering highway solutions to improve access to MIRA which should also help this site. MIRA development likely to generate more traffic, but this is perceived as more of a local problem. Majority of Birch Coppice traffic uses A5 to access M42. But if additional congestion occurs on A5 this would become an issue for Birch Coppice.

Potential areas for CWLEP financial support

Birch Coppice has sometimes lost out to sites in Birmingham (just 20mins away) where more financial grants are available.

There is the potential for further investment into the rail link to reduce journey times and this would make the service more viable for others to use.

Potential areas for other CWLEP assistance

Access to jobs & skills training

LEP recognition and understanding of the importance of rail hubs as a key strategic asset. There are hubs at Hams Hall and Birch Coppice (and a third at the proposed Daw Mill site).

The hubs are operated by RCL (Roadways Container Logistics).

Further information

Phase II: 17.8 ha

Phase III: 19 ha (NWBC resolved to grant pp. Site also in Site Allocation DPD Preferred Options)

Site	Daw Mill
Local Authority	North Warwickshire
Proposed uses	Site is c44 hectares potentially providing 82,000 sq. metres of B1, B2 and B8 uses. Likely mix B8 30-40%, B2 30-40% and B1 office 20-30%, with some land for open storage.
Promoter / Contact	Harworth Estates – Tim Love tlove@harworthestates.co.uk (Shaun Hockley is working on-site)

Constraints and known delivery issues

- Need to remove contamination from site and remediate land to create development platform for new industrial use.
- May need to upgrade existing rail hub
- drainage infrastructure to allow for open storage
- improvements to road access and local road network
- upgrading for broadband access
- rail infrastructure understood to be in good order, but may need upgrade.

Potential Areas for CWLEP financial assistance

Support for city and county residents to access to jobs – skills training, transport - may be necessary.

Most important area of support identified was help to bring the site forward. Improvements to the road network are an aspiration but it is understood that this may not be possible.

Potential Areas for CWLEP financial support

Once the site is ready to employ, help with business support, growth accelerator. Occupiers likely to be national or multinational companies, but office occupiers more likely to be local SMEs.

Further Information

Site is rail served. At height of operations the site employed 2400 people. The new uses will attract potentially around 1500 employees.

Anticipated that an outline planning application will be submitted in May/June 2014.

The SEP identifies that the “*site of Daw Mill Colliery will be considered as a future priority sub-*

regional employment site and CWLEP will work with North Warwickshire Borough Council to assess its development and investment requirements.”

This site currently lies within the Green Belt.

Site Holly Lane Industrial Estate, Atherstone

Local Authority North Warwickshire

Authority

Proposed uses B1, B2, B8 uses (range of uses to be further clarified).

Promoter / Contact Aldi - Richard Labbett (Property Director) - 01827 711800 (switchboard)

Constraints and known delivery issues

A Strategic Road Assessment identified that the Holly Lane Roundabout requires work. In addition there is a railway bridge over the West Coast Mainline which is relatively narrow. Discussions are taking place with WCC and HA over other changes that are required because this access leads to a potential housing development of up to 660 houses, potential further employment land on Aldi’s headquarters site as well as maintaining access to TNT’s national logistic sites. Aldi plan to extend the offices on the site, and may need to extend the car park.

Potential Areas for CWLEP financial assistance

Stuart indicated that given the current strong growth enjoyed by the company, they wouldn’t need help to bring the site development forward.

However, support for CWLEP residents to access to jobs – skills training, transport - may be necessary.

Some employees use bicycles to get to work, but most people drive. He didn’t think many people used the local train station at Atherstone, which is just 15 minutes away on foot.

Potential Areas for CWLEP financial support

None specified. Green travel planning to reduce the need for further parking?

Further Information

Identified as option EM2 (site ATH15) of Site Allocation DPD (preferred options – May 2013). 6.9 ha
NB: Identified as longer term development opportunity.

Holly Lane is home to the UK and Irish HQ of Aldi Stores. The site also hosts one of Aldi’s seven UK distribution centres.

TNT Express HQ is also on Holly Lane.

Site Bermuda extension 1

Local authority Nuneaton & Bedworth

Proposed uses B1, B2, B8 uses.

Promoter / Contact Arbury Estates
Contact is Adam Weaver (01676 540529) for Smiths Gore.

Constraints and known delivery issues

- Some off-site highway improvements required. Also, increase in capacity of sewerage works and electricity supply.

- (Further details of constraints contained in NBBC Infrastructure Delivery Plan)

Potential areas for CWLEP financial support

Not clear at this stage.

Potential areas for other CWLEP assistance

None. Main problem for Nuneaton is wider transport issues. Resolving these will assist delivery of this site and other elements of Borough Plan.

Further information

This site currently lies within the Green Belt.

Site	Bermuda extension 2
Local authority	Nuneaton & Bedworth
Proposed uses	B1, B2, B8 uses.
Promoter / Contact	Arbury Estates and Warwickshire County Council Contact:- <ul style="list-style-type: none"> • Adam Weaver (01676 540529) of Smiths Gore for Arbury Estates • Wendy Merchant (01926 738831) for Warwickshire County Council

Constraints and known delivery issues

- Part of site is within area at risk of flooding.
- Blast zone from adjacent employment site would restrict uses on part of site to B2/8.
- Some land remediation and off-site highway improvements required.
- Formal agreement will be needed between landowners to bring site forward.
- (Further details of constraints contained in NBBC Infrastructure Delivery Plan)

Potential areas for CWLEP financial support

Not clear at this stage. Early provision of new station at Bermuda as part of NUCKLE may support delivery.

Potential areas for other CWLEP assistance

None. Main problem for Nuneaton is wider transport issues. Resolving these will assist delivery of this site and other elements of Borough Plan.

Further information

WCC ownership extends to 1.987 hectares (4.99 acres). Former Griff School (now demolished) at northern end of site.

Site is restricted in its potential future use due to the presence of the Univar Ltd warehouse on the Bermuda Industrial Estate on other wide of railway line. Univar Ltd has a Hazardous Substances Consent for the operation of a chemical warehousing and distribution centre including storage of nitrates.

This site currently lies within the Green Belt.

Site Ansty Park

Local authority	Rugby
Proposed uses	B1
Promoter / Contact	Homes & Communities Agency Steve Holland (0121-234-9971)

Constraints and known delivery issues

None.

Potential areas for CWLEP financial support

- 1) Support towards development of “Grow on” space: 30,000 sqft incubator development. Aimed at making the best of the MTC and allowing start-ups and companies to develop using the knowledge from the MTC
- 2) Infrastructure development to enable a physical connection to be made into the Rolls Royce site at the rear. RR will retain their function on site, but would help secure more advanced manufacturing through physical links to MTC (again). And release more of that part of the site.
- 3) Allied to 2) above, possible Junction 2 improvements as the RR site would be accessed via Ansty Park
- 4) Connection to the rear of the site with Combe Fields Lane. S278 agreement with WCC (but £600 - £700k)

Potential areas for other CWLEP assistance

Working with the HCA to market the opportunities offered by the site.
 £7m in the SEP for speculative offices – due to be finished in March 2016.
 MTC expansion phase 1 and 2 and Rolls Royce/Birmingham/Aston University building (3 buildings in total) ready in June. National Composites Centre planned for next phase.

Further information

This site currently lies within the Green Belt.

Site Prologis Park, Ryton

Local authority	Rugby
Proposed uses	B8 uses.
Promoter / Contact	Prologis Alan Sarjant: (0121 224 8776)

Constraints and known delivery issues

None. Site partly built out and all major infrastructure in place.

Potential areas for CWLEP financial support

Difficult to justify financial assistance, but would value greater level of support from LEP and Inward Investment Teams for their potential customers - see below

Potential areas for other CWLEP assistance

Support for potential occupiers – eg: access to training, support for the company generally, relocation assistance, general information, a package of information and contacts for companies moving in.

Further information

This site currently lies within the Green Belt.

Site Prologis Central Park, Rugby

Local authority Rugby

Proposed uses B1, B8 uses.

Promoter /
Contact Prologis

Constraints and known delivery issues

None.

Potential areas for CWLEP financial support

No financial support is required.

Potential areas for other CWLEP assistance

No other LEP assistance is required.

Further information

Two plots remaining to be let.

Site Rugby Gateway

Local authority Rugby

Proposed uses B2, B8 uses.

Promoter /
Contact Roxhill
Contact: Graham Pardoe (Roxhill)

Constraints and known delivery issues

None

Potential areas for CWLEP financial support

None. Site is well advanced. See comments below.

Potential areas for other CWLEP assistance

None required.

Further information

Site is a 50/50 JV.

PP obtained. Infrastructure is now on site – to be completed by July 2014 (incl. power & utilities).

1st pre-let – 237,000 sq ft to H&M.

Site Rugby Radio Station (Sustainable Urban Extension)

Local authority Rugby

Proposed uses B1, B2, B8 uses as part of larger mixed-use development.

Promoter /
Contact Rugby Radio Station LLP
Contact:-

- David Keene (David Lock Associates)
- James Scott (Urban & Civic)

Constraints and known delivery issues

- Offsite highway improvements (both strategic and local)
- Other issues considered through outline planning application. Application is for comprehensive regeneration of the site including homes, jobs and commercial space, schools, green space and a whole series of supportive infrastructure.

Potential areas for CWLEP financial support

No financial support is understood to be required.

Potential areas for other CWLEP assistance

Support with marketing and promotion would be helpful.

Further information

Site allocated in adopted Rugby Core Strategy (policy S4) for mixed-use development including 5-6,000 homes.

Outline PP granted subject to s106 agreement (January 2014) – incl 6,200 homes.

Site Wildmoor, Stratford (land south of Alcester Road)

Local authority Stratford

Proposed uses B1 uses.

Promoter /
Contact TDH Estates (Mark Beeston)

Constraints and known delivery issues

Core Strategy identifies a number of infrastructure requirements:-

- access directly off Wildmoor Roundabout or proposed Western Relief Road
- improvements to Wildmoor Roundabout as required by Highways Agency
- extensive landscaping within the site and on southern and western boundaries
- appropriate treatment and management of mature hedgerows along road frontages
- protect and enhance ecological features
- frequent bus service into the development

Potential areas for CWLEP financial support

Too early to say.

Site is currently at feasibility / viability stage. No delivery issues have been identified. Experience suggests that initial deals with occupiers may leave short terms funding issue, and if so, CWLEP support would be helpful, but this not quantified yet.

Potential areas for other CWLEP assistance

None.

Further information

Proposed Submission Core Strategy (May 2014) specifies that up to 10 hectares will be released during the plan period to 2031, plus additional land to correspond with the area taken up by businesses relocating from the Canal Quarter Regeneration Zone.

Site **Bishopton, Stratford (land east of Birmingham Road)**

Local authority	Stratford
Proposed uses	B1 and sui generis uses.
Promoter / Contact	The Bird Group Planning agent: Peter Frampton

Constraints and known delivery issues

Core Strategy identifies a number of infrastructure requirements:

- access off Birmingham Road only
- improvements to Bishopton Island as required by Highways Agency
- extensive landscaping within the site and along northern and eastern boundaries
- appropriate treatment and management of mature hedgerows along road frontages
- protect and enhance ecological features
- redevelopment of buildings known as Langley Farm
- frequent bus service into the development

Potential areas for CWLEP financial support

Not known at present time.

Potential areas for other CWLEP assistance

Not known at present time.

Further information

Proposed Submission Core Strategy (May 2014) specifies that employment and commercial uses relocating from the Canal Quarter Regeneration Zone should occupy a minimum of 9 hectares, together with uses that will help facilitate the relocation process.

This site currently lies within the Green Belt.

Site **Codemasters, Southam**

Local authority	Stratford
Proposed uses	B1, B2, B8, C1 and D1 uses.

Promoter / Codemasters
Contact Contact: Paul Collins (0207 563 1790)

Constraints and known delivery issues

None. Note that site lies close to HS2 and potential threat to current operations from vibrations.

Potential areas for CWLEP financial support

Codemaster is currently reviewing options for growing its business.

- (1) concentrate development on its current site, including potentially opportunities for other computer gaming and associated businesses OR
- (2) relocate across A425 to adjacent land occupied by Dallas Burston Polo Ground and seek approval to redevelop existing site for housing.

If (1) is followed, assistance could take the form of financial support to kick-start scheme (support to replace existing “cowshed” (£2m)) to enhance deliverability of scheme. If (2) followed then nature of required support is not known.

Potential areas for other CWLEP assistance

Not known at present.

Further information

The site has approval (subject to a s106) for 15,000 sq m B1 office campus with associated leisure facilities (2,000 sq m) and the change of use of an existing building to provide 100 bed ancillary staff accommodation. The application is specifically to cater for the expansion plans of Codemasters and the company’s ambition to grow from a staffing base of 530 to c 1,000. The growth is entirely to meet the company’s own needs. Codemasters has, however, identified delivery issues associated with their expansion plans and may seek to attract other occupiers (probably also within the computer games sector) onto the site to help improve the viability and delivery of their expansion plans.

Site	Winyates Green Triangle, Mappleborough Green
Local authority	Stratford
Proposed uses	B1, B2, B8 uses
Promoter / Contact	Savills on behalf of HCA (email RWells@savills.com)

Constraints and known delivery issues

- Need to provide new vehicle access off A4023
- Traffic management measures on A435 and pedestrian/cycle links with adjacent residential areas will be required
- Traffic management and mitigation measures on 1435 as appropriate
- Protect important natural features on site
- Retain mature hedgerow along western boundary
- Protect amenity of adjacent residential properties

Potential areas for CWLEP financial support

None anticipated at present time.

Potential areas for other CWLEP assistance

None anticipated at present time.

Further information

North Worcestershire Economic Development is promoting both Redditch sites as part of the Redditch Eastern Gateway in conjunction with the landowners and Redditch BC (email jonathan.elmer@nwedr.org.uk)

Proposed Submission Core Strategy (May 2014) specifies that a minimum of 15% of total floorspace should be Class B1a/b.

Site **Gorcott Hill, Mappleborough Green**

Local authority Stratford

Proposed uses B1, B2, B8 uses.

Promoter / Contact Will Adams on behalf of Gorcott Hall Estate (email will@whitehorseestatesltd.co.uk)

Constraints and known delivery issues

- Need to provide new vehicle access off A4023
- Traffic management measures on A435 will be required
- pedestrian/cycle links across A4023 to adjacent residential areas will be required
- protect setting of Gorcott hall
- retain mature hedgerows and trees on the site

Potential areas for CWLEP financial support

None anticipated at present time.

Potential areas for other CWLEP assistance

None anticipated at present time.

Further information

North Worcestershire Economic Development is promoting both Redditch sites as part of the Redditch Eastern Gateway in conjunction with the landowners and Redditch BC (email jonathan.elmer@nwedr.org.uk)

Proposed Submission Core Strategy (May 2014) specifies that a minimum of 15% of total floorspace should be Class B1a/b.

This site currently lies within the Green Belt.

Site **Gaydon / Lighthorne Heath**

Local authority Stratford

Proposed uses B1, B2, D1 uses.

Promoter / Contact Jaguar Land Rover

Constraints and known delivery issues

Significant infrastructure as part of the comprehensive development including diversion of B4451 (immediately south of j12 of M40) to create new access.

NB: Junction 12 of the M40 has already received £15m to enable it to more effectively handle the increased traffic generated by the success of Jaguar Land Rover and Aston Martin in Gaydon. This money came from Government (£9m), RGF (£3m) and WCC (£3m).

- other highway improvements in vicinity of site and wider network
- structural landscaping
- frequent express bus services to towns and railway stations

Potential areas for CWLEP financial support

None anticipated at present time.

Potential areas for other CWLEP assistance

None anticipated at present time.

Further information

Proposed Submission Core Strategy (May 2014) specified 100 hectares to enable the expansion of JLR’s activities at Gaydon to included research, design and testing of motor vehicles, other advanced engineering technologies, offices, low volume manufacturing and assembly, event/hospitality/leisure/conference facilities, automotive education and training.

Part of a wider proposal identified in the Proposed Submission Core Strategy (May 2014) for a new settlement to include 3,000 homes, shops, services, community and leisure facilities, primary school and open space.

Site	Land north of Arden Road, Alcester
Local authority	Stratford
Proposed uses	B1, B2 and B8 uses
Promoter / Contact	None identified at present time.

Constraints and known delivery issues

There are specific requirements for:-

- extensive landscaping within the site and along northern and western boundaries
- protection of watercourse that runs along southern boundary
- undertaking of a detailed archaeological investigation of the site

Potential areas for CWLEP financial support

None anticipated at present time. (NB: No site Promoter / Contact identified to date.)

Potential areas for other CWLEP assistance

None anticipated at present time.

Further information

This site allocated in the Stratford Proposed Submission Core Strategy (May 2014) for 11 hectares of

development. Seven hectares of this land lies within the Green Belt.

Site **Fen End (former Honiley airfield)**

Local authority	Warwick
Proposed uses	B1, B2 uses.
Promoter / Contact	100 Percent ProPERTIES

Constraints and known delivery issues

- New access required as part of redevelopment (requirement of planning approval).
- Also, requirement for utilities upgrade (see below).

Potential areas for CWLEP financial support

Potential support required for funding for a utilities upgrade and for superfast broadband connectivity. Utilities upgrade could cost £750-£1m (for first phase) or up to £2m for whole site. Broadband costs yet to be established.

Utilities upgrades are currently planned in 3 phases on the assumption that they happen after build and occupation and are financed by occupiers moving on to the site. WDC is aware from talking to one occupier that one of their concerns is that ideally they would want to see the utility upgrade in place before they moved in and this might yet become a showstopper.

Potential areas for other CWLEP assistance

None identified.

Further information

This site has a consent for advanced engineering, research and development for automotive and motorsport industries. It is a major developed site in the Green Belt and its permission is therefore restricted.

Site **Stoneleigh Park**

Local authority	Warwick
Proposed uses	B1, C1, D1 uses.
Promoter / Contact	La Salle

Constraints and known delivery issues

Stoneleigh Park's development is being restricted by road access and egress and currently the existing southern Main Entrance has reached capacity. As a result, at present it has no speculative refurbishments or new builds planned to attract new tenants.

Potential areas for CWLEP financial support

Stoneleigh Park considers that financial investment from the CWLEP in the form of funding for improved access and further building refurbishment is critical and would help to break the impasse

created by the above constraints. Stoneleigh Park considers that the investment would help with three priorities:-

1. **Priority 1:** Northern access and bridge: £2.54 million. Safe, quick and reliable access to and egress from Stoneleigh Park is now at its limit and is compromising further development of the park, tenant attraction, retention and expansion and subsequent jobs created / safeguarded. Stoneleigh Park now need to improve access by opening Gate 3, which will involve a new bridge and improved road infrastructure to the north of the site. This will also ease local concerns regarding traffic congestion and wear and tear in Stoneleigh village.
2. **Priority 2:** Rural Innovation Centre (RIC) Phase 2: £500k. As part of the DEFRA RGN Pilot Project, 16 business units for rural-based SMEs were developed in a refurbished building with a potential for approximately 47 SME employee jobs to be created / safeguarded and a full time RIC member of staff created. Demand for the original RIC, has been brisk and Stoneleigh Park achieved 100% occupancy by Easter 2014. Stoneleigh Park now would like to create a second phase of a 7,000 sq ft refurbished and adjoining building with the potential for a further 75 jobs created / safeguarded. Subject to receiving planning permission work could commence in December 2014 with completion Easter 2015.

It sees these 2 innovation centres and the support they provide to start-ups as key to providing sustainable, high growth businesses for the future.

3. **Priority 3:** Main gate roundabout: £1.1 million. The Main Gate access from and egress to the road is at capacity. A roundabout is required to ensure the safety of Park tenants and visitors and ensure that congestion is eased. The absence of this is now limiting Stoneleigh Park's ability to expand the numbers of new tenants they can attract, existing tenants it can retain and help to expand and jobs that we can create / safeguard.

Potential areas for other CWLEP assistance

Support and advice on the discharge of remaining planning conditions; support for future transport plans; notification, advice and support of suitable grants for the developers and / or tenants of Stoneleigh Park where matched funding is available / required.

Further information

This has consent for 116,284 sq m of additional floorspace of which the most significant components are a science, business, technology and innovation park (B1(a+b) - 32,991 sq m) and equine facilities, livestock and agricultural facilities, education and learning (D1 - 33,064 sq m). The site therefore has a special focus on supporting the operation of Stoneleigh Park as a centre of rural excellence, and therefore has a distinctive role from other sites within the LEP area. Like Fen End above, its consent reflects its designation as a major developed site in the Green Belt.

Site	Tournament Fields, Warwick
Local authority	Warwick
Proposed uses	B1, B2, B8 uses.
Promoter / Contact	Clowes Developments (UK)

Constraints and known delivery issues

None. (Site partly built out and all major infrastructure already in place.)

Potential areas for CWLEP financial support

None.

Potential areas for other CWLEP assistance

None.

Further information

The site has been marketed as a B1 office park although there are some B1 b/c occupiers. It is anticipated that B1a office use will continue to be the main focus for this site.

Site Coventry & Warwickshire Gateway

Local authority	Warwick
Proposed uses	B1, B2, B8, A1, A3, A5, C1, D1 uses.
Promoter / Contact	Coventry and Warwickshire Development Partnership <ul style="list-style-type: none"> • Graham Pardoe (Roxhill) • John Holmes (Oxalis Planning)

Constraints and known delivery issues

A number of constraints need to be overcome as site is developed: remediation of contaminated land, major improvements to highways access, relocation of existing users (Railway museum, rugby club). All these are addressed in current planning application. Also, significant on and offsite improvements to walking, cycling and public transport are proposed.

Potential areas for CWLEP financial support

None required.

Potential areas for other CWLEP assistance

None identified. Coventry & Warwickshire Gateway already identified as a priority by CWLEP.

Further information

Both Coventry City and Warwick District Councils are minded to grant approval for this proposal, however the planning application has been called-in by the Secretary of State for determination. It is anticipated that a decision will be made before the end of 2014. The site is also allocated in the Publication Draft of the Warwick District Local Plan (approved in April 2014). This site currently lies within the Green Belt.

Site Thickthorn, Kenilworth

Local authority	Warwick
Proposed uses	B1, B2 uses.
Promoter / Contact	Various landowners: McDaid, Kenilworth Rugby Club, Kenilworth Wardens Contact: Peter Frampton

Constraints and known delivery issues

- Various off-site highways improvements required.
- Site is part of a larger mixed-use site (including housing and a primary school). Landowners have not yet agreed land equalisation.
- Formal agreement will be needed between landowners to bring site forward.

Potential areas for CWLEP financial support

Not known at this stage.

Potential areas for other CWLEP assistance

Not known at this stage.

Further information

The site is allocated in the Publication Draft of the Warwick District Local Plan (approved in April 2014).

This site currently lies within the Green Belt.

Site	Land adjacent to Warwick Technology Park
Local authority	Warwick
Proposed uses	B1, B2 uses.
Promoter / Contact	Warwickshire County Council OR Hallam Land Management (Two alternative locations currently being considered.)

Constraints and known delivery issues

- Site is part of a larger mixed-use site (including housing, local centre, 3 x primary and 1 x secondary schools). No formal consortium of landowners at present.
- Various infrastructure requirements identified in Local Plan Revised Development Strategy (June 2013) to service wider development area. These include major off-site highways works, public transport improvements, open space including a country park, local centres, etc.)
- Formal agreement will be needed between landowners to bring site forward.

Potential areas for CWLEP financial support

Not known at this stage.

Potential areas for other CWLEP assistance

Not known at this stage.

Further information

Site is allocated in Warwick District Publication Local Plan for B1 and B2 development, with particular opportunities for clustering of advanced manufacturing and research & development.

Sites outside CWLEP area

Site **MIRA / MIRA Technology Park**

Local Authority	North Warwickshire (site entrance) / Hinckley & Bosworth (main site)
Proposed uses	B1(b), B1(c) uses.
Promoter / Contact	Terry Spall, Commercial Director Andy McDonald

Constraints and known delivery issues

A5 - currently partly being done. A further study has been commissioned

Broadband

Capacity on A5 is being increased (dualling on section at MIRA and junction improvements) and a new primary sub-station has been added to increase power capacity for the area.

First two units under construction. Site has been fully let for 5 years and they have been unable to create spare capacity going forward.

Potential Areas for CWLEP financial assistance

Access to jobs – skills training, access to jobs

Potential Areas for other CWLEP support

Support for CWLEP residents to access to jobs – skills training, transport - may be necessary.

Assistance to create hosted (not on a let basis) facilities highly complementary to the site usage.

Would require capital outlay.

Critical that CWLEP and Leicester & Leicestershire LEP work together as borders are invisible to tenants of enterprise zone.

Further Information

87.5 hectare, 1.5 million square foot development will create a platform for the rapid delivery of bespoke R&D centres ranging from start-up facilities right up to major European R&D operations.

Site **Peddimore**

Local Authority	Birmingham City Council
Proposed uses	B1(b), B1(c), B2, B8 uses.
Promoter / Contact	Birmingham City Council through the Birmingham Plan Contact Ian McLeod 0121 675 7244 (Ian.MacLeod@birmingham.gov.uk)

Constraints and known delivery issues

New junction with A38 required. Estimated cost = £10-12m.

New bus links to Sutton Coldfield, and Birmingham City Centre needed.

Given planning and infrastructure required, serviced units unlikely to be unavailable until 2018.

Potential Areas for other CWLEP assistance

Joint marketing of site, particularly if Savills/Prologis site in North Warwickshire receives planning

consent. (NB: These are the two sites collectively named as “land adjacent to Peddimore” in this report. The sites are currently NOT supported by NWBC and therefore are not included within the scope of this report. They are referred to within appendix 1.)
 Link infrastructure if Savills/Prologis site gets planning consent.

Potential Areas for CWLEP financial support

Further Information

Site allocated in Birmingham Plan 2013 (pre-submission version) - Policy GA6 (Peddimore).
 Peddimore will deliver 80 ha of new employment land for B1 (b) Research and Development, B1 (c) Light Industrial, B2 General Industrial and B8 Warehousing and Distribution uses. Office development should remain ancillary to the main industrial use. 40 ha of the site should be safeguarded for B1 (c) or B2 uses.
 Peddimore considered a key site on industrial corridor between JLR Castle Bromwich and JLR i54 (10-15mins from Castle Bromwich site); proximity to HS2
 There is strong interest already visible from developers, but landlord city council will work to deliver best quality development.
 Development self-contained on Birmingham side; Prologis on North Warwickshire side have discussed link road through to M42
 This site currently lies within the Green Belt.

Site	DIRFT
------	-------

Local Authority	Daventry BC
Proposed uses	B8 uses.

Promoter / Contact	Prologis
--------------------	----------

Constraints and known delivery issues

Not known at this stage.

Potential Areas for CWLEP financial assistance

Not known at this stage.

Potential Areas for CWLEP financial support

Not known at this stage.

Further Information

DIRFT phase II totals 54 ha of which only plot (9.6 hectares) remains for B8 development.
 A planning application for DIRFT III (328 ha) being currently considered by the Infrastructure Planning Commission. If approved, it would provide 731,000 sq m of rail linked B8 floorspace.

Site	UK Central
------	------------

Local Authority	Solihull MBC
Proposed uses	To be confirmed.

Promoter / Contact Various.

Constraints and known delivery issues

Not known at this stage.

Potential Areas for CWLEP financial assistance

Not known at this stage.

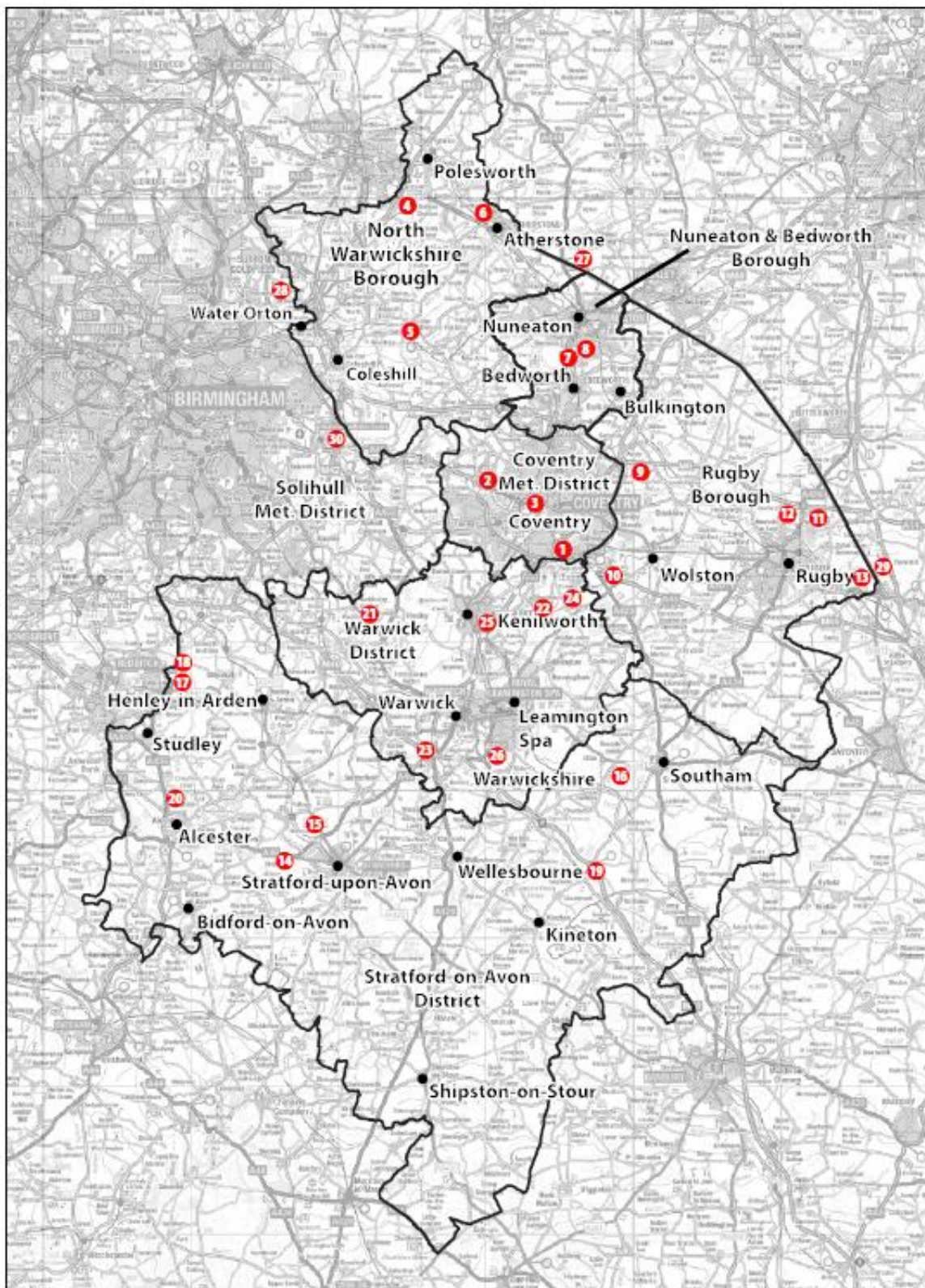
Potential Areas for CWLEP financial support

Not known at this stage.

Further Information

UK Central is an initiative of the Greater Birmingham & Solihull LEP and Solihull MBC. It encompasses a number of sites across Solihull MBC area including JLR, the NEC and Birmingham airport, Solihull town centre and Blythe Valley Business Park. Business employment growth opportunities have been identified at JLR (new manufacturing facilities in Solihull), at the NEC (a new business park) and through an extension to the Blythe Valley Business Park. The ambition across the UK Central area is to create 100,000 new jobs.

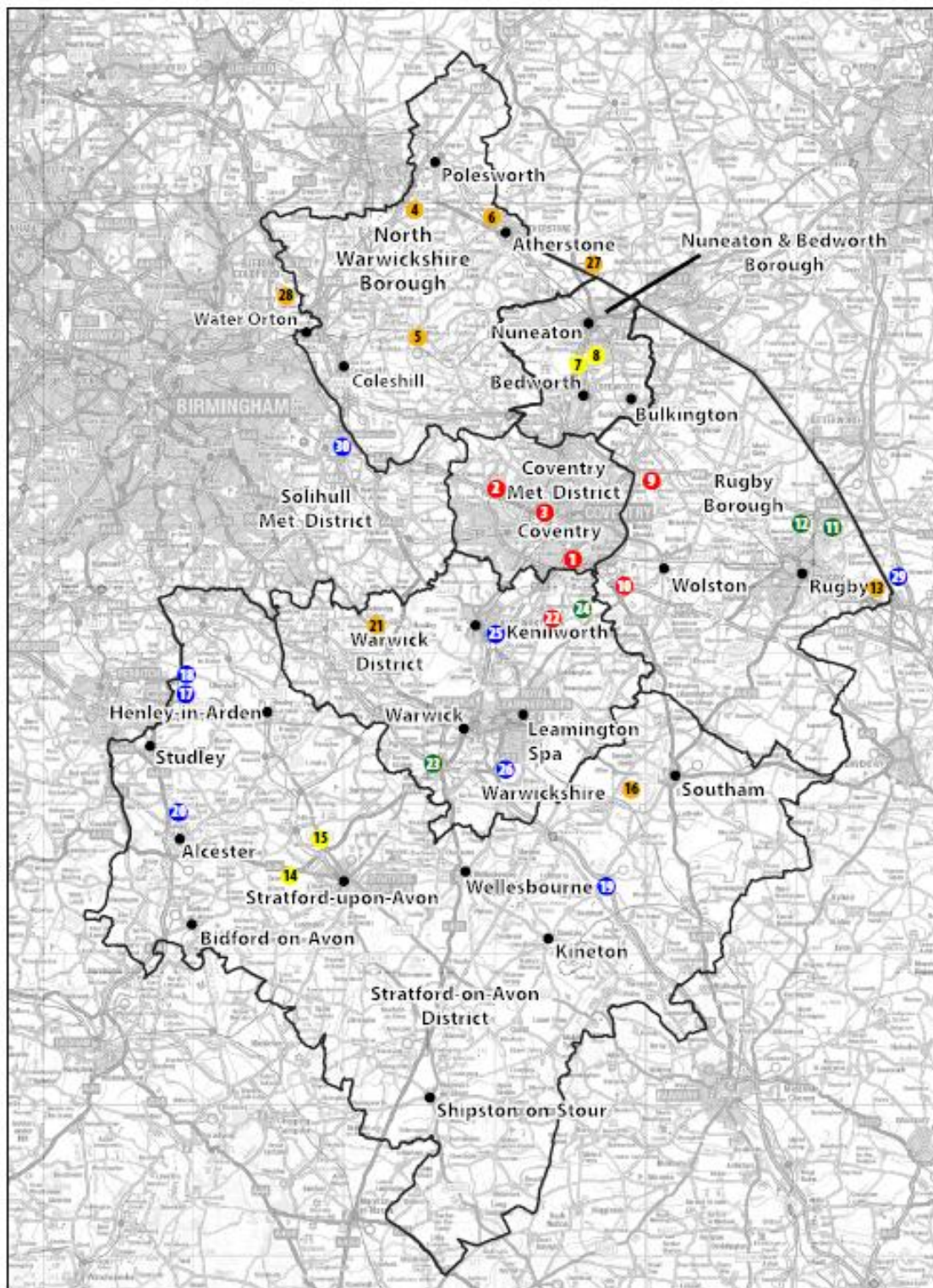
Map 1: Major Employment Sites included in this Report



© Crown copyright and database rights [2014] Ordnance Survey 100018002. Not to scale.

- | | | | |
|----------------------------------|---------------------------------|--|---|
| 1 Whitley Business Park | 9 Ansty Park | 17 Winyates Green Triangle, Mapplethorpe Green | 25 Thickthorn, Kenilworth |
| 2 Lyons Park | 10 Prologis Park, Ryton | 18 Gorcott Hill, Mappleborough Green | 26 Land adjacent to Warwick Technology Park |
| 3 Friargate | 11 Prologis Central Park, Rugby | 19 Gaydon / Lighthome Health (JLR) | 27 MIRA Technology Park |
| 4 Birch Coppice (phases 2 and 3) | 12 Rugby Gateway | 20 Arden Road, Alcester | 28 Peddimore |
| 5 Daw Mill | 13 Rugby Radio Station SUE | 21 Fen End | 29 DIRFT |
| 6 Holy Lane, Atherstone | 14 Wildmoor, Stratford | 22 Stoneleigh Park | 30 UK Central |
| 7 Bermuda extension 1 | 15 Bishopton, Stratford | 23 Tournament Fields, Warwick | |
| 8 Bermuda extension 2 | 16 Codemaster, Southam | 24 Coventry & Warwickshire Gateway | |

Map 2: Timetable for when support may be needed to deliver Major Employment Sites included in this Report



- | | | | |
|----------------------------------|---|---|--|
| 1 Whitley Business Park | 12 Rugby Gateway | 23 Tournament Fields, Warwick | ● Support from CWLEP needed now |
| 2 Lyons Park | 13 Rugby Radio Station SUE | 24 Coventry & Warwickshire Gateway | ● Support from CWLEP may be needed within next 1-2 years |
| 3 Friargate | 14 Wildmoor, Stratford | 25 Thickthorn, Kenilworth | ● Support from CWLEP may be needed within next 2-5 years |
| 4 Birch Copploe (phases 2 and 3) | 15 Bishopton, Stratford | 26 Land adjacent to Warwick Technology Park | ● Not known whether support will be needed |
| 5 Daw Mill | 16 Codemaster, Southam | 27 MIRA Technology Park | ● Support from CWLEP not needed to deliver site |
| 6 Holly Lane, Atherstone | 17 Winyates Green Triangle, Mappleborough Green | 28 Peddmore | |
| 7 Bermuda extension 1 | 18 Gorcott Hill, Mapplethorpe Green | 29 DIRFT | |
| 8 Bermuda extension 2 | 19 Gaydon / Lighthome Heath (JLR) | 30 UK Central | |
| 9 Ansty Park | 20 Arden Road, Alcester | | |
| 10 Prologis Park, Ryton | 21 Fen End | | |
| 11 Prologis Central Park, Rugby | 22 Stoneleigh Park | | |