

# Vision Document – Land at Junction 2 M6, Ansty Interchange, Coventry



1. Vision
2. Introduction
3. Location & Connectivity
4. Description of the Site
5. Planning Policy Context
6. Coventry & Warwickshire Employment Land Report
7. Concept Masterplan - Layout & Accommodation
8. Highways
9. Building Specification / Sustainability
10. Sustainable transport connections for the site
11. Next Steps
12. Track Record
13. Contact Us
14. Appendix 1

# 1. Vision

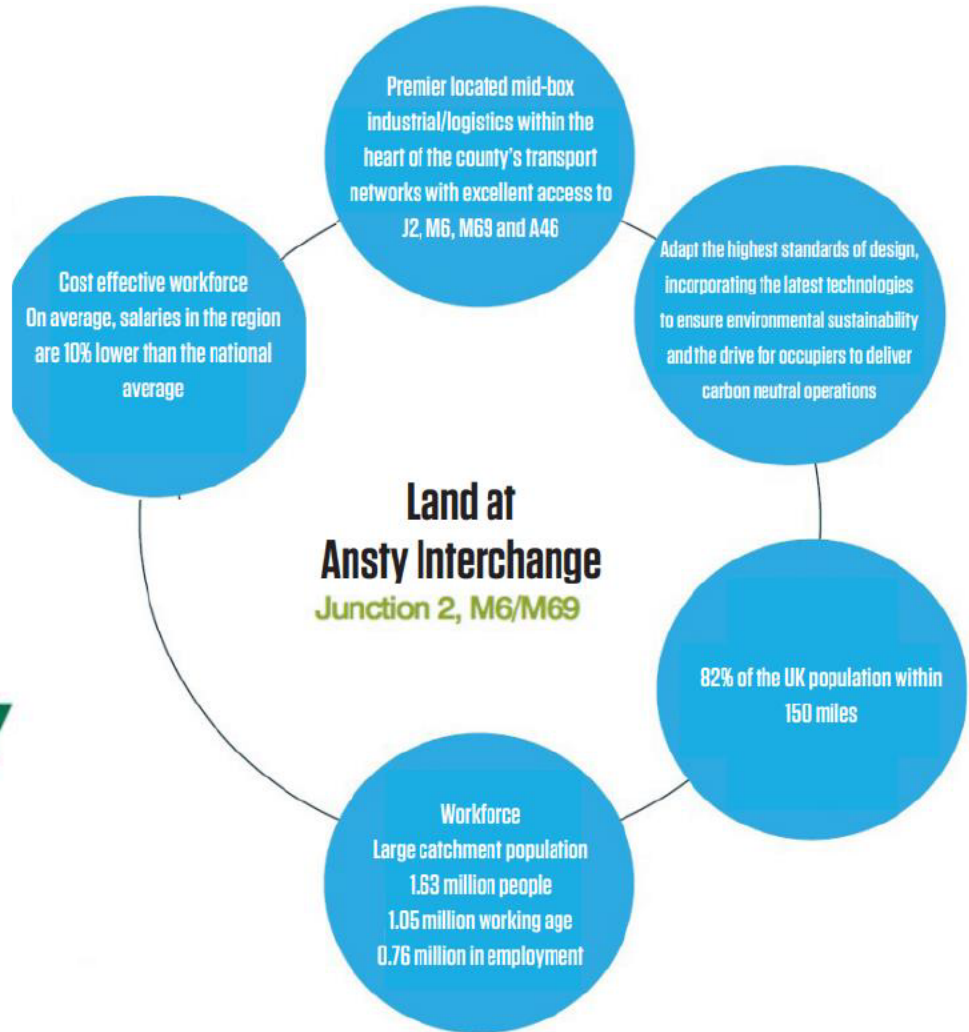
Our vision is promote / deliver the release 12.95 acres of land at Junction 2 of the M6 known as Ansty Interchange for employment uses to cater for the shortage of available employment land for both occupiers looking to expand regionally, provide opportunities to new occupiers attracted to Coventry and Warwickshire and retain existing businesses to the region (several whom we are speaking to already) whilst generating new jobs for the region and economic growth.

It is our intention to create one of the best in class Mid-Box business parks within the West Midlands catering for live occupier requirements for building sizes of circa 40,000 Sq ft – 90,000 Sq Ft.



source: [www.anstypark.co.uk](http://www.anstypark.co.uk)

## Ansty Interchange – Junction 2 M6, Coventry



# 1. Vision

The key considerations for the success of the employment land at Ansty Interchange;



**J2, M6**

Key for logistics operators junction provides access to national motorway network including M6, M69 and A46



**98%**  
of the UK market consumers and businesses are within a four-hour travel time



The area has one of the **HIGHEST RATES** of international patenting in the UK



**Over 400**  
Advanced Manufacturing and Engineering companies employing **15,000 people** and investing over **£100 million**



Each year **100,000 graduates** are produced from 15 universities all within a one-hour travel time



**10%** of all **UK AUTOMOTIVE** jobs are in the area



At the **forefront** of developing intelligent transport systems and low carbon technologies



Coventry in the **top ten** cities for business growth



On average each firm in Coventry and Warwickshire **spent £15,000** on research and development, compared to a UK average of £6,800



Coventry University and University of Warwick both topped the charts in the Times and Sunday Times Good University Guide, producing 54,000 students every year



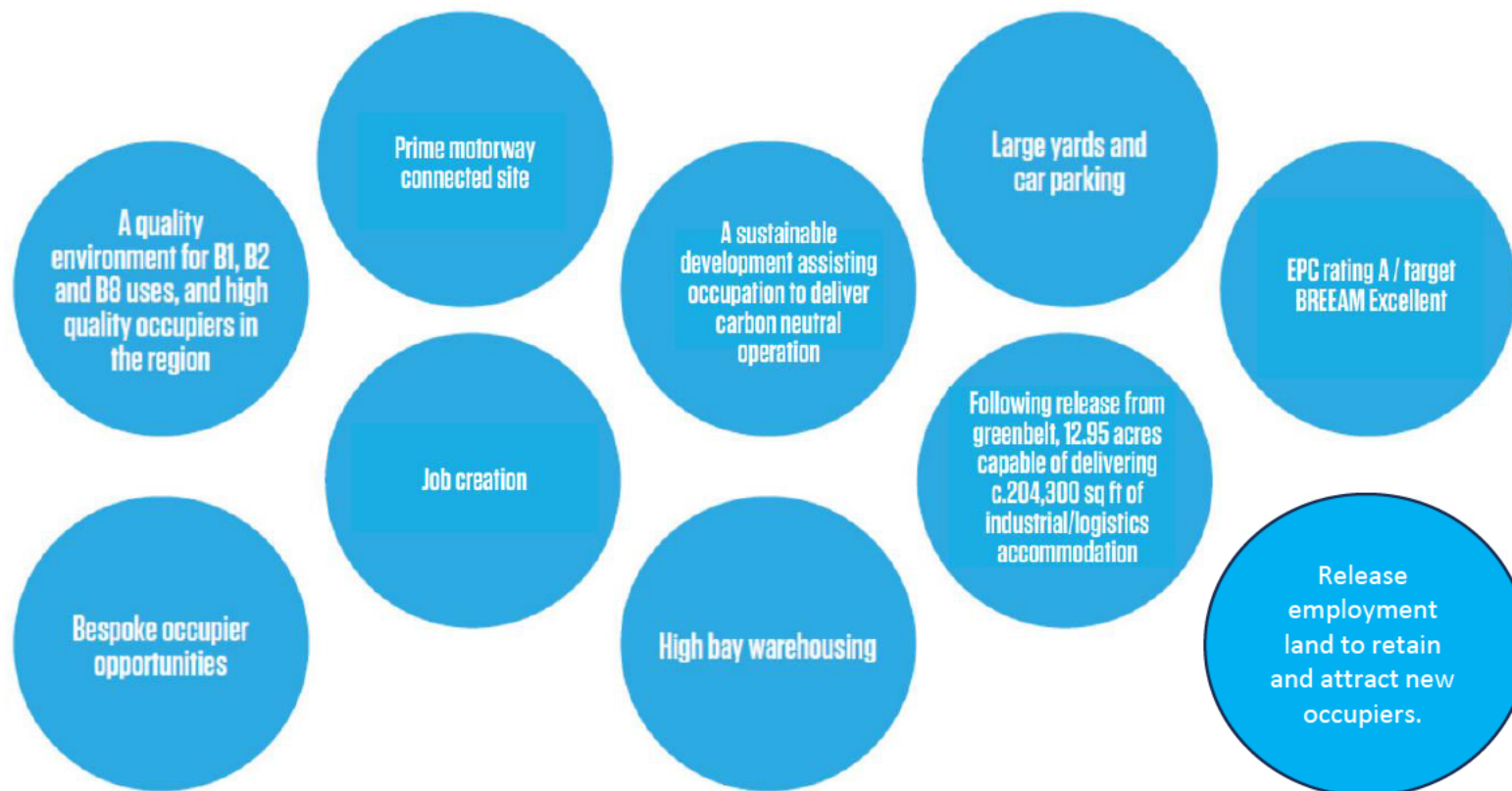
Coventry & Warwickshire is the **most successful** area outside London at attracting inward investment (per head)



# 1. Vision

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Ansty Interchange –  
Junction 2 M6,  
Coventry



# 2 Introduction

## Ansty Interchange – Junction 2 M6, Coventry

Barberry are promoting land at junction 2 of the M6 motorway for employment related development and have prepared this Vision Document to help make the case for the allocation of the site in the new Rugby Borough Council (RBC) Local Plan.

The site extends to 12.95 acres and is located on the southern side of the M6 between the roundabout junction and the A46 Coventry Eastern bypass. The site is currently in the Green Belt.

The site is located in Rugby Borough but adjoins the administrative and built up edge of Coventry City Council (CCC). In light of the issues that CCC faced when preparing its Local Plan, specifically the demand for land for housing and employment development in the City and the relative unavailability of this within Coventry, the site is viewed very much as meeting the needs of CCC, albeit that it is in RBC.

This Vision Document is submitted at this time to draw your attention to the availability of the site for employment related development and to report on the initial technical work that Barberry have undertaken in order to demonstrate that the site is free from technical, physical and environmental constraints and that it can come forward and deliver new employment development to meet the needs of both CCC and the wider sub-region over the Plan Period.

The remainder of the document provides a description of the site and its surroundings, sets out the current planning policy issues affecting both Councils, describes the proposals and sets out the way forward for the ongoing promotion of the site.





# 3. Location / Connectivity

Ansty Interchange –  
Junction 2 M6,  
Coventry



## COVENTRY

Fastest growing economic area and largest exporting area outside London



### SIZE

The city has a population of **375,000** which has been rising at an average growth rate of **1.72% p.a.** since 2011

The average age of the population is **36.2 years** - one of the youngest cities in the UK

Coventry is the **second largest city** in the Midlands



### CATCHMENT

**71,000** people commute to Coventry every day by road and rail

Over **6 million** people live within 1 hour's drive of the city

**75%** of the country (England) can be reached by road within a 2 hour drive from the city



### GROWTH

The city is the fastest expanding economic area and largest exporting area outside of London growing at **12% p.a.**

**54,000** students at the city's two world-renowned universities, attracting increased numbers of students from over 140 different countries



### INVESTMENT

**£82m** regeneration of Coventry Station to include a 644 space car park and a second station building

**£300M** city centre retail and leisure developments currently underway



FANUC



HTRC

Sainsbury's



source: www.anstypark.co.uk



## 4. Description of the Site

Ansty Interchange –  
Junction 2 M6,  
Coventry

- The site extends to 12.95 acres and is located on the southern side of the M6 motorway by junction 2 and offers a highly accessible location and is currently used as agricultural land and serves no real purpose.
- The site could provide circa 196,350 sq ft of Industrial and logistics accommodation that could retain expanding occupiers and attract new ones to the region.
- Located at Ansty Interchange the site will enhance and promote the key strategic investment corridor of the M6 / M69 and A46 while also complimenting the Advanced Manufacturing offered at Ansty Business Park.
- It is currently under arable crop production and is bound by fencing and existing hedgerows interspersed with mature trees.
- The site slopes gently from west down to the eastern boundary which is the lowest point on the site.
- Access is currently taken from a field gate directly off the south bound carriageway of the A46 approximately mid-way along the site's southern boundary.
- A rectangular area towards the south eastern corner of the site is occupied by Western Power Distribution with associated electricity transmission infrastructure on this parcel of land. This area sits outside the demise of the land that Barberry are promoting.
- The site is bound by the westward facing slip road from the M6 on its northern boundary, the A46 Coventry Eastern bypass to the west and south and the M69 motorway to the east.
- To the south of the A46 is an out of town retail and leisure complex with adjoining warehouse and distribution uses. Further to the east is the Ansty Business Park which is a mix of offices, research and development and manufacturing uses.
- The character of the surrounding area is urban in nature and defined by the presence of the strategic road network that passes in close proximity to the site encircling it.



# 5. Planning Policy Context

Ansty Interchange –  
Junction 2 M6,  
Coventry

- RBC is located within the Coventry and Warwickshire Housing Market Area (HMA). CCC, when preparing its current Local Plan, had to work with its neighbouring authorities in the HMA via the duty to cooperate in order to meet its housing and employment land requirements.
- Despite undertaking a review of its Green Belt, and releasing land from it, this was not sufficient for CCC to meet its development needs in full within its own administrative area and there remained a shortfall against its housing and employment land requirements.
- Through the duty to cooperate the HMA authorities worked collaboratively in order to accommodate the housing shortfall, with RBC agreeing to accommodate 2,800 dwellings to meet part of Coventry's unmet needs. This was formalised through the signing of a Memorandum of Understanding (MOU) between all the HMA authorities.
- In respect of employment land, CCC had a requirement of 369 hectares, but were only able to accommodate 128 hectares within the City. Of the balance (241 hectares) RBC agreed to accommodate 98 hectares, of which 41 hectares were at Ansty Park and a further 57 hectares at Prologis Ryton. A MOU was signed between the HMA authorities confirming this position. RBC have, therefore, made land available within its administrative area previously to meet the housing and employment needs of CCC.
- In light of the fact that CCC were unable to meet their housing and employment land needs in full in its current plan, despite releasing land from the Green Belt, in all likelihood CCC are not going to be able to do this again when they come to review their Local Plan. As such, it is our view that CCC will need to look to their adjoining neighbours within the HMA for them to make land available again to meet CCC's needs going forward.
- Accordingly, whilst RBC were able to allot existing employment sites in the Borough to contribute to meeting CCC's needs in the current Coventry Local Plan, these sites will nearly be developed out in full when both Councils come to review their plans and will no longer be available.

# 5. Planning Policy Context

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Ansty Interchange –  
Junction 2 M6,  
Coventry

- We, therefore, expect that CCC will ask its neighbours to accommodate some of its unmet needs going forward and that RBC will need to identify new sites that could potentially be used for this purpose. The land at junction 2, which lies on the edge of Coventry but within Rugby Borough should be one such site that could fulfil this role and should be considered accordingly. The geographic proximity of the site to Coventry would mean that it would be highly suited to meeting needs arising in Coventry City.
- Clearly, in considering the need for further sites around the edge of Coventry but in Rugby Borough, there will be a need for the Council to review the Green Belt boundaries again in order to determine whether any land is suitable to be removed from it and to be allocated for development.
- Whilst the Inspector who considered the current Rugby Local Plan did not agree that there was a need to release land from the Green Belt on the edge of Coventry to meet Coventry's needs this was largely predicated on the availability of existing opportunities at Ansty Park and Prologis Ryton. With these sites now nearly built out it is our view that they will not offer the same opportunities to meet CCC's needs when they come to review their plan and that new and additional sites will be needed to meet their needs instead. As such, a further review of the Green Belt around Coventry will now need to be undertaken as part of any plan review. A dispersed approach to identifying sites to meet Coventry's needs that looks at sites away from the edge of Coventry City and outside of the Green Belt is not in our view going to be the most sustainable option and that a more appropriate course would be to look at sites and opportunities that abut the existing built up edge of Coventry.
- Barberry, therefore, contend that there is a need to reassess potential opportunities and sites along the urban edge of Coventry City as in our view this represents the most sustainable way of meeting the future employment needs of both Coventry and wider HMA.

## 6. Coventry & Warwickshire Employment Land Report

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Ansty Interchange –  
Junction 2 M6,  
Coventry

- Coventry and Warwickshire Chamber of Commerce have published on the 19<sup>th</sup> of June 2023 a report that focuses on the provision (or in this case the lack) of employment land in the region and argues that Councils in Coventry and Warwickshire should be doing a lot more to prioritise the provision of employment land in Local Plans.
- The report reinforces our view that there is a lack of available employment land in the region and it is of note that a prominent and recognised local business network and lobbying group highlights the impacts and problems that such a scenario will have on the local economy.
- The report provides clear evidence to Rugby and Coventry of the lack of available employment land and why they should be actively considering the release of land as a result.
- Please refer to Appendix 1 for a copy of the report.

## 7. Concept Masterplan – Layout & Design

Ansty Interchange –  
Junction 2 M6,  
Coventry

To support the proposals for the land at junction 2, M6 Barberry have instructed initial technical work to assess and understand base line conditions at the site. This has informed the identification of opportunities and constraints and has been used to prepare an initial concept masterplan for the site.

Key issues that we have assessed include ecology, with a preliminary ecological appraisal having been undertaken. It confirms that the site itself is of relatively low ecological value largely due to its current arable use. Hedgerows around the site will be retained and opportunities explored on site to achieve biodiversity net gain.

The eastern extent of the site closest to the M69 is located in Flood Zones 2/3. As such, no development is proposed on this part of the site. The drainage strategy will be designed incorporating SUDS and will seek to maintain greenfield run off rates.

Access to the site is proposed to be taken from roughly the same location as the existing field gate off the south bound carriageway of the A46 and will constitute a new signalised junction. The proposals have been discussed with Highways England and they are generally supportive of the solution proposed.

The proposed masterplan shows a selection of 3 best in class Mid-Box Industrial / Logistics Units providing a total of 196,350 sq ft.

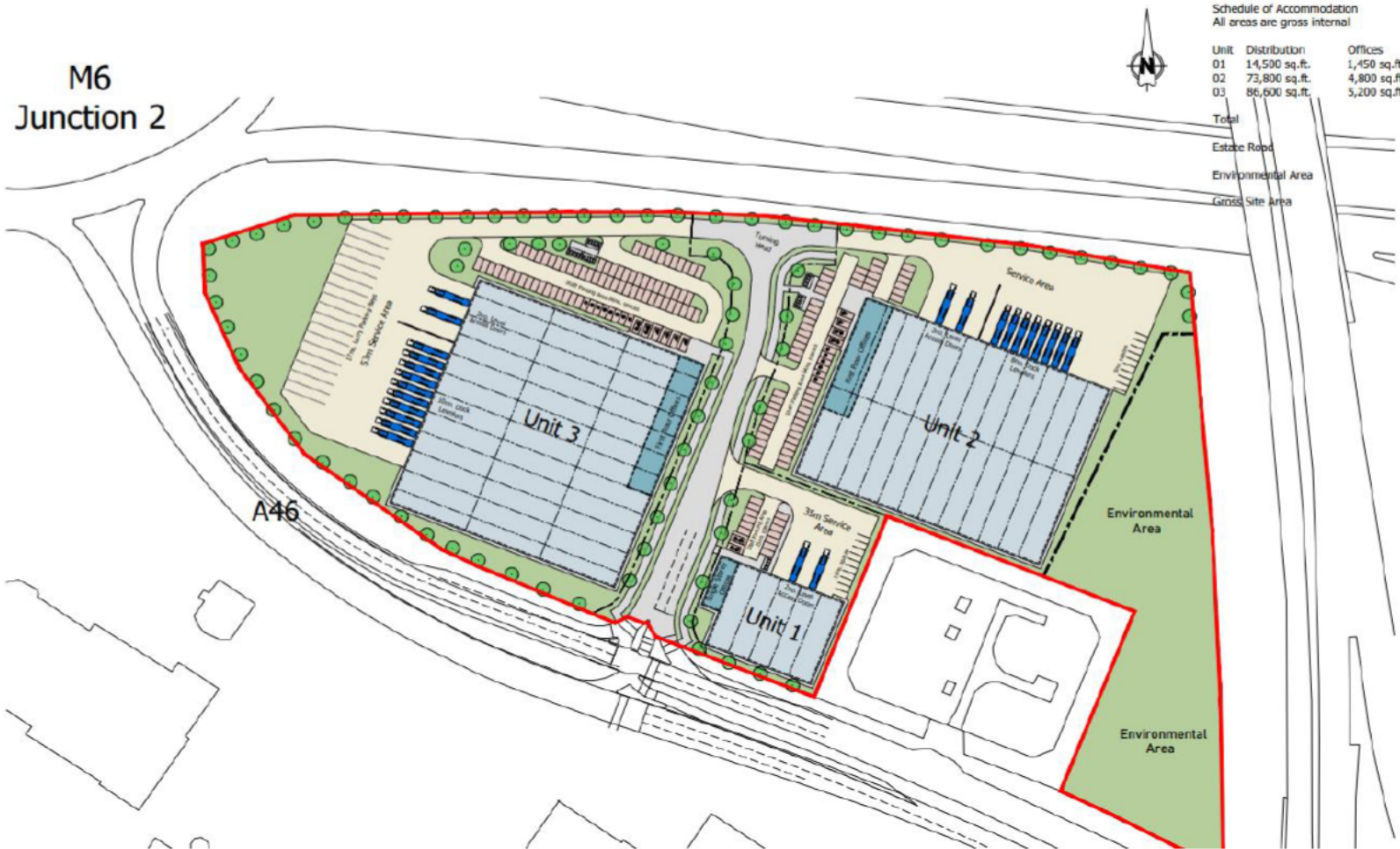
The concept masterplan is a work in progress but demonstrates that the site is capable of accommodating new employment development in a range of different unit sizes having regard to the site's location and physical features. Further work will be undertaken to further inform the masterplan and to help refine the proposals for the site as we go forward. The final configuration and mix of units on site will ultimately be largely driven by occupier demand.



# 7. Concept Masterplan – Layout & Design

Ansty Interchange –  
Junction 2 M6,  
Coventry

M6  
Junction 2



Schedule of Accommodation  
All areas are gross internal

Unit	Distribution	Offices	Total	Parking	Site Area
01	14,500 sq.ft.	1,450 sq.ft.	15,950 sq.ft.	25no.	1.14 acres
02	73,800 sq.ft.	4,800 sq.ft.	78,600 sq.ft.	73no.	3.59 acres
03	86,600 sq.ft.	3,200 sq.ft.	91,800 sq.ft.	86no.	5.19 acres
Total			186,350 sq.ft.		9.92 acres
Estate Road					0.98 acres
Environmental Area					2.02 acres
Gross Site Area					12.92 acres



aja architects llp  
1175 Bluff Court  
Meridale Avenue  
Coventry Business Park  
COVENTRY CV3 6UB  
T: 024 7625 1000  
F: 024 7625 1010  
E: info@aja-architects.com  
W: www.aja-architects.com

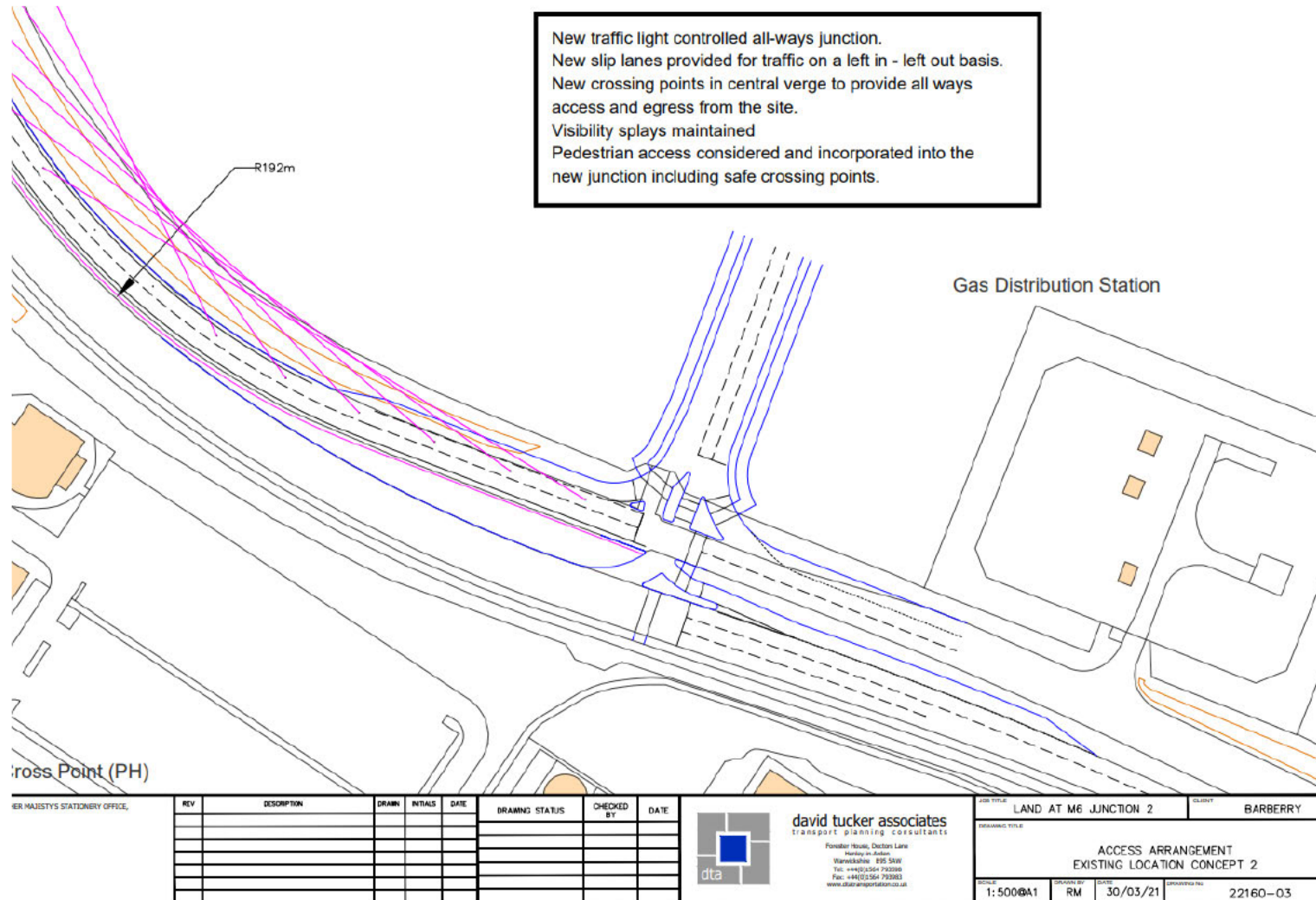
BARBERRY

Junction 2, M6  
Coventry

Preliminary Site Layout Plan

# 8. Highways

## Ansty Interchange – Junction 2 M6, Coventry



# 9. Building Specification / Sustainability

Ansty Interchange –  
Junction 2 M6,  
Coventry

Barberry have worked hard to use the latest environmentally friendly technology to minimise the dependency on fossil fuels, help reduce CO2 emissions and the costs of occupation for occupiers. Our buildings fulfil many of the environmental, social and corporate governance ratings in measuring sustainability and the social impact of our buildings. Our buildings will be delivered to a market leading specification and provide new headquarters style buildings that will attract high quality occupiers.



EPC A rating



Provision for vehicle  
charging in the office car  
park and loading yards



Upgraded roof structure to  
support additional PV cells



Target BREEAM 'Excellent



10% PV Cells



Optimum performance  
insulated cladding and  
roof materials



10% warehouse roof  
lights to increase natural  
lighting



Reduce cooling, lighting  
and heating demand



Natural ventilation



High efficiency air source  
heat pump



LED lighting

## 10. Sustainable Transport Connections for the site

Ansty Interchange –  
Junction 2 M6,  
Coventry

- The key to the delivery of a successful employment site is the ability to access it via a means of different modes of transport. In assessing the sustainability of the site we have looked at what options there are at present to get to the site by means other than private car and these are summarised below.
- Bus Services – Currently bus services run past the site along the A46 to and from Ansty Park and along Central Boulevard. As part of our development proposals, provision of new stops outside the site could be incorporated to facilitate access by bus to the site. The exact location to be determined in discussion with the Highway Authority.
- Public Footpath / Cycle Link - We also note that there is an existing footway on the southern carriageway of the A46 that runs down to Ansty Park. A new pedestrian link through the proposed signalised junction at the site entrance would create pedestrian and cycle linkages from the existing built up area.
- There is already a level of existing infrastructure available in the vicinity of the site to serve future development. This can and will be supplemented to help improve accessibility to and into the site allowing for its future development.



# 11. Next Steps

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## Ansty Interchange – Junction 2 M6, Coventry

- RBC have yet to formally commence a review of its Local Plan CCC are about to commence consultation on issues and options to help inform a review of its Local Plan.
- In light of where both authorities are with their Local Plans we would like to engage with both at the outset so that the land at junction 2 can be fully considered as a potential development opportunity to meet the needs of both Coventry and the wider HMA.
- We are proposing to discuss the opportunity with both authorities although we fully appreciate that as the site is in RBC it will be down to RBC to decide whether to allocate it or not, although in light of wider HMA/cross boundary issues we would like to try and build consensus as to its suitability for development between the two adjoining authorities.
- In conclusion, the site represents a sustainable opportunity to deliver new employment development that would meet the needs of both Coventry and the wider HMA in a highly accessible and attractive location to commercial operators. The site, whilst currently in the Green Belt, is already heavily urbanised due to the proximity of adjoining commercial, retail and leisure uses and the existing highway infrastructure that surrounds and encases it. Barberry contend that its removal from the Green Belt would not undermine the role and function of the Green Belt in this location due to the strong defensible barriers that exist which would contain development.
- We, therefore, look forward to discussing the site with Officers and exploring its development potential and suitability for allocation within the emerging Local Plan.

# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## Project Meteor – Moog Tewkesbury

- A 9.5 acre brownfield site located off Junction 9 M5 at Tewkesbury.
- 209,000 sq ft - Built to Suit / Pre-let to Moog Controls on the basis of a new 35 year lease for their new state of the art advanced manufacturing and design facility.
- A full forward fund was agreed with Uttlesford District Council for £37.75million.
- BREEAM – Excellent / EPC A+
- Carbon Neutral Building
- Practical Completion Q2 2023



# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## Barberry 50 – Viggan Way, Ansty Business Park

- A 2.7 acre site on the award winning Ansty Business Park, J2 M6
- We have secured a detailed planning consent for 50,750 sq ft B2/E(G) use
- The buildings is available on for built to suit freehold and leasehold options for advanced manufacturing / Research and Development occupiers
- Sustainability BREEAM – Excellent / EPC A+
- Carbon Neutral Building



# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## Barberry 57 – IMI Tru Flo Marine, Birmingham

- A 2.37 acre site located of Junction 6 M6, Birmingham.
- 56,800 sq ft Built to Suit pre-letting to IMI TruFlo Marine for a new 15 year lease.
- The Building will be used as a global centre of excellent for their manufacturing operations.
- BREEAM Excellent / EPC A.
- The building was forward sold to Royal & Sun Alliance (C/O BMO) For £11m.
- Practical Completion Q4 2021





# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## **Wolf Pack – Hilton Cross Business Park, Wolverhampton**

- 12 acres delivering 3 unit Mid – Box Industrial / Logistics Park located of Junction 1 M54, Wolverhampton
- 47,750 sq ft, 62,000 sq ft & 113,000 sq ft speculatively developed scheme
- Unit 1 let to Fablink on a new 15 year lease
- Unit 2 let to Metelec on new 25 year lease
- Buildings sold on a Forward commitment basis to KFIM for £33.76m
- BREEAM Excellent / EPC A
- Practical Completion Q3 2023



# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## More + Central Park, Bristol

- 40 acres, 11 unit 559,218 sq ft Mid – Box Industrial / Logistics Park located of Junction 1 M49, Bristol
- Speculatively developed scheme, occupiers include, Network Rail, Pilkington, Huboo, SIG and CVS Vets
- Sold on the basis of a forward sale to Tristian Capital Partners for £78m
- Practical Completion Q3 2022



# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## Forrest Park – Junction 59 A1(M) Newton Aycliffe

- 116 Acre site Barberry have secured an outline Planning consent for 1.75m sq ft of industrial / logistics accommodation
- Barberry have secured a further detailed planning consent for phase 1 consisting of 830,000 sq ft over 8 buildings
- The motorway connected site benefits from a completed £13m package of enabling works providing a 24 MW of power, utility connections and new signalled traffic light entrance to the park
- Forrest Park forms the extension of Aycliffe business park which when combined creates the largest industrial estate in the North East of England





# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## Barberry 55 – Wolverhampton

- A 3.5 acre site located in Wednesfield of Junction 10 M6, Wolverhampton
- 56,488 sq ft Speculative built Urban Logistics Unit
- The building was let 2 months before practical completion to Event Hire UK on a new 15 year lease term
- The building was forward sold to Carlyle Managed Funds £9,038m c/o ARA Europe
- Practical Completion Q4 2021





# 12 Track Record – Case Studies

Ansty Interchange –  
Junction 2 M6,  
Coventry

## Barberry 64 – Cannock

- A 3.54 acre site located in Kingswood Lakeside Business Park, Cannock
- 64,000 sq ft built to suit development pre-sold to Allpack Group for their new HQ
- Practical Completion Q2 2021



# 13. Contact Us

Ansty Interchange –  
Junction 2 M6,  
Coventry



Barberry House  
Bromsgrove Road  
Belbroughton  
West Midlands  
DY9 9XX

Tel: 01562 731300

[www.barberry.co.uk](http://www.barberry.co.uk)



Jonathan Robinson  
Development Director  
Mobile: [REDACTED]  
Email: [REDACTED]



Jon Mott  
Project Director  
Mobile: [REDACTED]  
Email: [REDACTED]

## Why Barberry?

- Market leading, award winning developer
- 40th year anniversary in 2023
- Track Record for delivery of Industrial and logistics schemes having delivered 26 Industrial & Logistics buildings in the UK over the last 24 months equating to circa 1.6m sq ft of accommodation
- Strong balance sheet, Barberry Group 2022 accounts demonstrate a 73.3m turnover
- Expert Knowledge of the industrial and logistics sector with in-house delivery team

# 14. Appendix 1

## Ansty Interchange – Junction 2 M6, Coventry

### Coventry & Warwickshire Employment Land Report



[cw-chamber.co.uk](http://cw-chamber.co.uk)

**Coventry and Warwickshire Chamber of Commerce has enjoyed excellent working relationships with our Local Authority partners for 120 years. Together we have laid the foundations for businesses to grow, to create jobs and to export products and services across the world.**



**Coventry and Warwickshire Chamber of Commerce has been monitoring and measuring the total employment land supply across the sub-region for the last seven years.**



As a Chamber of Commerce, we have been consulting with our members and partners on the Local Plans of our Local Authorities, District and Borough Councils.

It is vital we resolve the critical matter of employment land supply and the provision of commercial premises for all sectors of our economy. This needs to be done through a co-ordinated, cross-boundary, cross-authority approach.

This is now reaching a crucial phase because it is stifling the opportunities of businesses to expand and boost our local economy as well as attract inward investors who are choosing to locate in neighbouring counties where there is a greater supply of infrastructure-ready employment land of all types.

We have summarised our initial findings in this new report which includes proposals on a unified approach to tackling these urgent issues and suggesting ways of resolving some of the time-sensitive employment land problems that the area is currently facing.

Much more detailed information and considerations have been presented in our separate and larger response to the Coventry & Warwickshire Housing & Economic Development Needs Assessment (HEDNA) study to your officers.

This study strongly supports the Chamber's long-promoted position that the existing Plans' targets (2011-2031) are, and have been, inadequate in responding to real need and demand by significantly increasing the employment land targets for the 20-30 years to 2051. The Chamber welcomes this positive response.

This document has been produced with the help of the Chamber's Employment Land Panel which is drawn from members along with our advisers and consultants.

We would welcome an opportunity to continue to engage and input to the hugely important strategic planning of the sub-region for the 30 years to 2050. We are aware that all the C&W local authorities are now addressing development plan reviews.

As we have done in the past, the Chamber is keen to be an active partner as this work of strategic, geographical and economic planning proceeds, and we recognise that the recently published HEDNA study – which was commissioned jointly by all the Local Authority partners in Coventry and Warwickshire and carried out by consultants Icon Projects – is a hugely important 'starting point' for these discussions.

The Chamber views the HEDNA as an important document which needs to be explored further.

Once you have read this document, we would be very keen to meet to discuss a joined-up approach during the early stages as the new Local Plans are formulated throughout our sub-region to grasp the challenges and opportunities.

To arrange a meeting, please contact me at [corino@cw-chamber.co.uk](mailto:corino@cw-chamber.co.uk) and through a co-ordinated approach, we will all aim to identify land availability and infrastructure for employment use for effective delivery throughout Coventry and Warwickshire.

**Corin Crane**  
Chief Executive,  
Coventry and Warwickshire Chamber of Commerce

This wide-ranging review of infrastructure-ready employment land is vital for Coventry and Warwickshire's future prosperity.

The results – as this report reveal – are a major concern and reinforce feedback received from commercial property agents throughout Coventry and Warwickshire. Local Plans are now being prepared until 2050 which will have a massive importance and impact on the sub-region.

David Penn, Partner, Bromwich Hardy, said: 'It's been clear that we've had a chronic shortage of land for jobs for many years.

'There has been insufficient construction of factories and warehouses of all sizes and insufficient land for storage uses such as haulage, wood yards, coach companies, waste and recycling, builders' merchants, timber merchants and many others.

This is at the same time as strong demand for such uses, particularly since Covid because of higher levels of online shopping and direct delivery.

'Those sites that have been allocated through Local Authority Local Plans have inevitably been taken up in bulk for large scale logistics, leaving very little for the development of buildings for small to medium sized companies.

'Lack of construction of new units means less churn in the marketplace and less second-hand units becoming available to rent or to buy. High demand against low supply means we at Bromwich Hardy have seen rampant inflation in rents and prices which sees no sign of abating, despite current economic turmoil.

'Units become available and get snapped up very quickly. Offices are a particular problem as restricted land supply means very high land values which are unviable for the development of offices where construction costs are exceptionally high due to inflationary pressures.

**'I am delighted that the Chamber of Commerce as the leading voice of business is taking up the challenge to get policymakers to release more land as it is absolutely vital for our sub-regional economy and for jobs.'**

**David Penn**, Partner, Bromwich Hardy

'Continuous monitoring of availability and take-up is required so that we have a true picture, and local authorities need to allocate sufficient land supply, not just for 'big sheds', but also for companies of all sizes and sectors.

'Our local economy is exceptionally resilient, but a short-sighted approach to this urgent matter is a real threat to a promising future.'



# 14. Appendix 1

## Ansty Interchange – Junction 2 M6, Coventry

### Shortage of land highlighted in Coventry & Warwickshire

This table, based on a much more detailed assessment, illustrates the current pool of employment land presently available in Coventry and Warwickshire.

"Oven ready" employment sites - immediately available		Currently available land (ha) out of allocation	Status	Progress (ytd)
Radio Station Site (RSC)		12	Allocated, Not started (N/S)	
"Dropers" Solihull Regio Campus, Ansty (RSC)		5	Under construction (U/C)	10%
SW Rugby Site Employment Area (Symmetry Park) (RSC)		45	U/C Completed	N/S
Tourism and Leisure (WDC)		1	Largely complete	60% complete
Abbey Park, Business Park (WDC)		3	Allocated, Part complete, U/C	60% complete
Fringefield, Coventry (CCC)		6	Allocated, Phase 1 complete	60% complete
Warwickshire Gateway (north, and to Whitley South-SD) (WDC/CCC)		4	Allocated, adopted Plan	U/C
Whitmore Park, Holbrook (CCC)		1, Update 4	Allocated, adopted Plan	U/C
Birch Coppice (Cov-42) (NWBC)		13.3	Near complete	Near complete
Hare Hall (NWBC)		2	Allocated, Part complete, U/C	60% complete
Arden Rd, Alcester (SDC)		4	Allocated, adopted Plan	U/C, Near complete
Weyleson Tn, Moppleborough Green (nr Redditch) (SDC)		0	Committed	U/C
Fairlands Employment area (NABEC)		38	Allocated, N/S	Pre-let and housing
<b>Sub Total</b>		<b>166.5</b>		
"Intermediate sites" likely to be available to market in next 12 months				
Warwickshire Gateway (South) (WDC/CCC)		39	Allocated, U/C	
Alcester Road, Stratford (SDC)		12	U/C	
<b>Sub total (intermediate)</b>		<b>47</b>		
"Advanced" allocated Local Plan Sites - timing dependent on renewing, infrastructure and demand.				
South of Herba Tech Park (E2) (NWBC)		42	Allocated, N/S	
West of Birch Coppice (NWBC)		5	Allocated, N/S	
E Polesworth and Dordon (NWBC)		7	Allocated, N/S	
Eastern Green, Coventry (CCC)		16	Allocated, N/S	
Land east of Kenilworth-Thickthorn (WDC)		8	Allocated, N/S	
Stratford Road, Warwick (WDC)		12	Allocated, N/S	
Stoneleigh Park, Warwick (WDC)		130	Allocated, N/S	
Altherton Airfield (SDC)		10	Allocated, N/S	
Canal Quarter, Stratford (SDC)		2	Allocated, adopted plan	
Long Marston "Eco town" new settlement (SDC)		13	Allocated, N/S	
Coton Park Gas (RSC)		8	Allocated, N/S	
Thornton Way/Whitmore Lane Nuneaton (NABEC)		18	Allocated	
Bowling Green Lane, Nuneaton (NABEC)		26	Allocated, N/S	
Coventry FC, Nuneaton (NABEC)		19	Allocated, N/S	
<b>Sub total</b>		<b>317</b>		
Other strategic sites, may contribute to CVLW supply but constraints or dedicated consent so not formal part of open market.				
Coventry Airport (CCC)		124	Consent for Significance	
Walsbourne Campus - University of Warwick (WDC)		210		
JLF Works at Gaydon (SDC)		100		
Aston Martin at Gaydon (SDC)		5		
<b>Sub Total (ha)</b>		<b>249</b>		

There is only 96 hectares of "oven-ready" employment land available across the whole sub-region and only one site of strategic scale

The table highlights that there is only a further 47 hectares likely to be available in the next 12 months, with 177 hectares at the advanced stage along with 105 hectares at Coventry Airport and Walsbourne which are allocated but unlikely to proceed at this stage.

Coventry and Warwickshire is sorely lacking sufficient serviced land, both qualitatively and quantitatively, to encourage inward investment into the sub-region.

This means bringing forward the right land in the right location (e.g., future manufacturing near to renewable energy sources and logistics close to road and rail infrastructure).

### Consequences of the land supply problem

There are many knock-on effects if Coventry and Warwickshire does not resolve the current situation by planning a positive and pro-active response to the lack of suitable employment land for this and future generations of businesses.

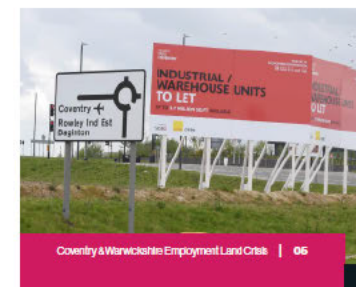
We acknowledge all the work the Local Authorities have done to bring forward reviews of their Local Plans looking ahead towards 2050 but given the nature of this problem, urgent action is required in areas where there are no good sites available for inward investors or expansion of local businesses.

Here is a summary of the Chamber's main points of concern:

1. Affecting the local labour market. Companies already based in Coventry and Warwickshire will look elsewhere to grow, which will have a detrimental effect on their employees and the local economy which, in some cases, will mean highly-skilled jobs moving to other parts of the country.
2. Discouraging inward investment. UK-wide and internationally-based businesses will be attracted to neighbouring counties and sub-regional areas because of the disincentive to move here despite our world-renowned automotive expertise and globally-recognised universities.
3. Small and medium-sized enterprises (SMEs). If there is no new land for employment uses the market doesn't function correctly. This affects SMEs since they are squeezed out of an opportunity to expand since they often can't afford high-quality land which is bought by larger businesses.
4. The sub-region is currently at a disadvantage. Apart from the major logistics and distribution site at South West Rugby called Symmetry Park there is no large-scale employment land available over 20 hectares throughout the entire sub-region. The absence of such large employment sites is putting Coventry and Warwickshire at a competitive disadvantage.
5. The number of sites which remain unavailable because of major infrastructure requirements and investment. There's a huge amount of construction currently underway at the Coventry & Warwickshire Gateway, with very strong take-up, lettings having been

agreed with DHL and Syncreon, but other employment land in Kenilworth, Stratford Road in Warwick and Eastern Green in Coventry show little signs of moving forward a number of years after allocation.

6. Pressures on new housing land across urban and built areas. Due to value differentials, there is a significant loss of employment land and premises to higher value uses, particularly housing. This removes important commercial opportunities from the marketplace which impacts on local businesses seeking premises at lower rental or being able to buy units on cost-affordable employment land.
7. Targeting particular types of employment. The broad-brush allocation of a wide range of possible employment uses leads to a shortage of industrial land as the limited space is snapped up by the warehouse and distribution sector.
8. Annual Monitoring Reports. Coventry City Council, Warwickshire County Council and the District and Borough Councils need to agree to standardise the collection of monitoring information to make it easier to compare the land that is available or could be made available across wider employment areas. A co-ordinated partnership approach could track the progress of all the major site allocations in the Local Plans for Coventry and Warwickshire.



Coventry & Warwickshire Employment Land Check | 06



# 14. Appendix 1

## Ansty Interchange – Junction 2 M6, Coventry

### Proposals to improve the provision of the right amount and types of employment land

Land has been taken up more quickly than anticipated because Coventry and Warwickshire's economy has been more successful and buoyant than was predicted since the last Local Plans were drawn up.

This is also partly due to a rise in warehouse distribution businesses which has benefited Coventry and Warwickshire more than other areas because of the 'Golden Triangle' and the sub-region's proximity to the M6, M1, M42 and A6 which is particularly attractive to this sector.

This has also spilled over into areas such as Ansty and Coventry Airport because these types of warehousing, distribution and logistics businesses are land hungry. They require access for lorries, lighting, parking, infrastructure and landscaping over a larger area compared to conventional factories. This has led to distribution hubs squeezing the value of the land since it can be sold for a similar amount to those for housing.

The Chamber's Employment Land Panel has a number of recommendations to deliver new sites.

1. Encourage more smaller business units to be built alongside large warehouses. This approach has been pioneered in neighbouring local authorities such as Hinckley and Bosworth.
2. All sub-regional Local Authorities have or are starting their Local Plan reviews but the slowness of the plan making process means more urgent action is needed. The Chamber is calling on our Local Authorities to take special measures to fast-track employment site allocation development plans and support planning application proposals wherever possible to provide more land for immediate use.
3. Improving monitoring so that there is clear and easily accessible evidence about how much land is or isn't available throughout Coventry and Warwickshire. Individual Local Authorities produce an Annual Monitoring Report which

details the granting and taking up of employment land on a local basis but there is no overview and much inconsistency in the way data is collected, hampering an opportunity to look at overall trends and performance.

4. Allocate 20 per cent more land than recommended by HEDNA calculations to provide scope for more variety in the quality and quantity of land. This will enable the market to function more efficiently and allow a vacancy rate that will assist market mechanisms in all employment sectors as well as give greater choice for businesses.
6. Develop a more disaggregated approach to the allocation of employment sites. This would include some allocations dedicated to a single-use class, or in the case of warehousing and distribution (class B8) uses the identification of both rail served and non-rail served sites. This has been suggested by Stratford and Warwick in their new joint plan where they have allocated separate designations for warehousing and distribution.
6. Introduce policies that give high levels of 'protection' to current employment land from change of use applications including a set of robust tests before changes can be introduced that might lead to the loss of employment allocations.
7. To address the problem of areas which have been allocated but have not come forward for development due to infrastructure, funding or other constraints, the Chamber is calling upon the Local Authorities to establish a public sector fund or funds and become more pro-active in bringing forward employment opportunities. This will increase the pool of serviced available sites and benefit the sub-region.

### A way forward

Employment land should be given equal priority to housing land which currently isn't a requirement. The Chamber strongly believes this needs to be introduced to support the continued growth of the local economy.

Such an approach could be delivered quickly and developed in a co-ordinated way across all local authorities to support essential economic growth in an environmentally friendly and sustainable fashion – particularly in the areas of the sub-region which need it most. The Chamber recognises that it is important to make planned new employment sites supporting the Climate Change agenda to encourage and support green technologies, and we would like to work with local industry and Local Authorities to explore this further.

Analysis of the HEDNA study indicates that insufficient employment land has been allocated in the Local Plans in Coventry and Warwickshire historically which backs up the research of our Employment Land Panel, and the land which has been allocated has been used up far faster than anticipated. Furthermore, establishing future need for employment land based on projections of suppressed past take up rates will always understate the true requirement for employment land.

The Chamber believes the next – and urgent – steps are to forensically assess all the employment sites in the existing Local Plans to determine:

- What's the real scale of readily-available land for employment now and the next five years?
- What allocated land hasn't moved forward in the last ten years and be clear about why?
- What needs to happen for this allocated but undeveloped land to be brought forward quickly? Is this a problem with planning, land ownership, infrastructure, economic viability? Then determine how and when this land will actually be developed to contribute towards the sub-region's urgent needs.

There is a 'once in a decade' opportunity to put these measures in place now since the Local Plans in Coventry and Warwickshire are being reviewed



up to 2050. This long-term view is welcome but in the short-term, urgent measures are needed alongside the reviews of the Local Plans.

The Chamber welcomes the South Warwickshire Local Plan because it has taken really positive steps to address some of the issues and we look forward to a specific discussion on the issues that have been raised.

The Chamber would like other Local Authorities, District and Borough Councils in the sub-region to talk to each other during the review of their Local Plans because a partnership approach will help to tackle the issues the area is facing.

Some of the issues are cross-boundary including a West Midlands Gigafactory at Coventry Airport which has had its outline planning application approved by Warwick District Council and Coventry City Council because there will be a wider impact in the area.

The Chamber believes it is important for a strategic land perspective right across the region and the continued cooperation created by the Memorandum of Understanding.

During and following Covid-19, the business community has demonstrated great resilience with their ways of working and the economy has shown encouraging signs but it is vital these roots of growth are not stifled.

This is an opportunity which the Local Authorities can grasp on behalf of businesses in Coventry and Warwickshire – and, therefore, their residents – by working together to produce a strong range of new employment land opportunities that meet long-term requirements and create economic growth.

**Corin Crane**  
Chief Executive,  
Coventry and Warwickshire Chamber of Commerce

Coventry and Warwickshire Employment Land Panel | 69

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