

Preferred Option Consultation
Development Strategy Team,
Rugby Borough Council,
Town Hall,
Evreux Way,
Rugby,
CV21 2RR.

By Email: localplan@rugby.gov.uk

19th May 2025

Dear Sir/Madam,

Rugby Borough Council Local Plan Review – Preferred Options Consultation

Newlands Developments

Newlands Developments ('Newlands') welcome the opportunity to comment on Rugby Borough Council's (RBC's) draft Local Plan Review (LPR) Preferred Options document, and associated evidence base.

The LPR sets out RBC's strategy for guiding growth within the borough for the period up to 2045. This includes setting a settlement hierarchy to deliver growth in the form of 12,978 new homes, approx. 4.4ha of office (Use Class E(g)(i)) floorspace and approx. 284ha of other employment floorspace (B2, E(g)(ii) and (iii) and B8).

RBC aims to submit the LPR by June 2026, with a final pre-submission (Regulation 19) consultation in January 2026. Adoption is forecast by June 2027.

Background

Context

Newlands specialise in delivering, high quality, critical infrastructure that facilitates the efficient, sustainable, and effective supply of goods to businesses and consumers.

Cutting edge green credentials, and embedding our developments in the communities they serve, sit at the very heart of our company's ethos.

Newlands have made a commitment, within their 'We Go Beyond' Framework to:

- Deliver prosperity for local communities.
- Create healthy sustainable places.
- Invest in people.

More information about Newlands' philosophy can be found [here](#)¹.

Rugby

¹ <https://newlandsuk.com/beyond/default.aspx>

Newlands have a strong history within Rugby borough and are currently in the process of bringing forward new industrial floorspace at Equites Park Rugby, in the form of a single unit of 250,000sqft, following the grant of planning permission in February 2023.

This site falls within the 'Coton Park East' allocation (DS3 and DS7) within the Rugby Borough Core Strategy (2019). The Site also forms part of 'Coton Park East' in the LPR.

Newlands was founded in November 2018 by the former senior management team of Roxhill Developments. Roxhill was responsible for bringing forward Rugby Gateway at Junction 1 of the M1.

Preferred Option Consultation Response

Objectives & Key Diagram

Newlands supports the fact the first objective relates to economic growth within the borough in line with the Economic Strategy. We note that this Strategy refers to the location of Rugby within the Golden Triangle as a key asset to the Borough. This is supported and the objectives should go further to state that strengths should be built upon to achieve economic growth.

Strategy – S3 (Strategy for Employment Land)

This policy sets out how RBC seeks to meeting employment need over the Plan Period. Newlands support a positive approach, but RBC should be sure that they are planning for sufficient floorspace to come forward, considering specific operational needs.

This should also consider wider needs within the region to ensure a positive outlook is taken.

In providing approximate sq m of floorspace in the Policy RBC should be sure that the plot ratio is suitable to allow sufficient gross site areas.

In addition, Newlands support the reference to targeting specific allocations for smaller units as this avoids ambiguity. However, to ensure clarity which sites should be set out in the body of the text (in either this policy or within Policy S7), although we acknowledge they are within the allocation proformas. The policy should also not be overly rigid and an allowance for different schemes to come forward based on market need should be built in.

Climate

Policies CL1 – CL4 control the sustainability credentials of future schemes. We make the following comments:

- We welcome the reference to net zero in operation
- Whilst buildings are likely to be designed to be fossil fuel free this should be worded to allow them to be converted to fossil fuel free running in the future
- An assessment of future energy use will be difficult for outline planning applications where the end user is often unknown. This should be accounted for within the policy requirements (criterion iv. could refer to this)
- All energy efficiency requirements should be incorporated, where above Building Regulation requirements, into the viability assessment of the LPR to ensure that the viability of schemes isn't impacted

- Policy CL3 criterion B. is written in a very wide reaching way that will bring the potential for ambiguity. It is not precise. Therefore it should be deleted/refined.

Economy

Policy E1 seeks to protect existing employment land and ensure it is retained for such uses. Newlands support this approach but consider the policy should be expanded to specifically support re-development (without unit size restriction given the different site sizes available) of sites washed over by such designations for employment uses.

This would align with the current Local Plan and would help to facilitate investment and redevelopment of aging employment sites for the same use.

It would also then align with Policy E2 which supports employment development outside of these uses but within urban areas (defined by settlement boundaries).

Environment

Policy EN2 (Landscape Protection) makes no reference to mitigation or compensation that could be provided by schemes. This should be included to take into the fact harm can be mitigated.

Further, there is no reason why off-site biodiversity net gain needs to be located as close to a development as possible. The national regime has mechanisms within to apply a multiplier to deal with this scenario. This should therefore be deleted from Policy EN4 (Biodiversity Net Gain).

Finally, Policy EN5 (Canopy Cover) should clarify whether this includes existing and it should also confirm what is considered what the 'site area' is.

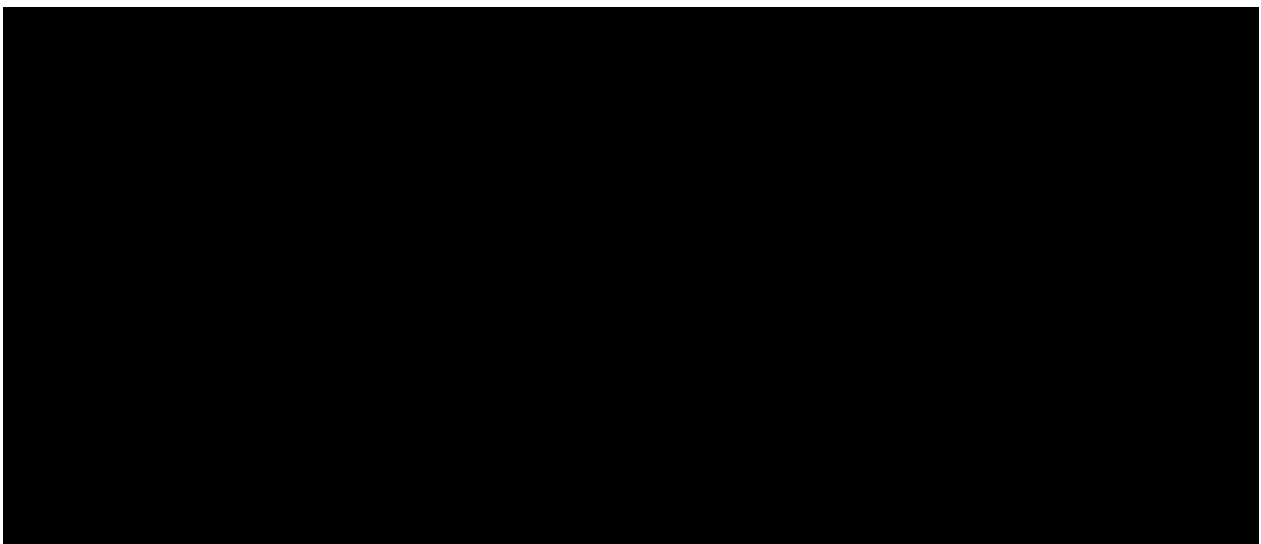
Parking Standards

RBC should clarify what they mean by 'Gross Floorspace Area'. Would this be GEA or GIA?

Conclusions

We trust the above is helpful to RBC to progress and LPR within the requirements of national policy whilst still allowing much needed development to come forward.

Notwithstanding that, if you have any further questions, please do not hesitate to contact us.



Enc.

cc.