

Representation Form for Local Plans



Local Plan Publication Stage Representation Form

Ref:

(For official
use only)

**Name of the Local Plan to which
this representation relates:**

Rugby Borough Council Proposed Submission
Local Plan (Regulation 19)

Please return to Rugby Borough Council by 5:00pm Friday 13th March 2026
By email to: localplan@rugby.gov.uk with **Proposed Submission Consultation in
the subject line, OR by post to:** Development Strategy, Town Hall, Evreux Way,
Rugby, CV21 2RR.

This form has two parts:

Part A – Personal Details: need only be completed once.

Part B – Your representation(s). Please fill in a separate sheet for each representation
you wish to make.

Part A

1. Personal Details*

**If an agent is appointed, please complete only the Title, Name and Organisation boxes below (if applicable)
but complete the full contact details of the agent in 2.*

Title

First Name

Last Name

Job Title
(where relevant)

Organisation
(where relevant)

Address Line 1

Line 2

Line 3

Line 4

Post Code

Telephone Number

E-mail Address

2. Agent's Details

(if applicable)

(where relevant)

Part B – Please use a separate sheet for each policy or site you wish to comment on

Name or Organisation:

Manse Opus and Sir Thomas White Charity

3. To which part of the Local Plan does this representation relate?

Paragraph	<input type="text"/>	Policy	<input type="text" value="EN6"/>	Policies Map	<input type="text"/>
Site ID	<input type="text"/>				

4. Do you consider the Local Plan:

(1) is Legally compliant

Yes

No

(2) is Sound

Yes

No

(3) complies with the Duty to co-operate

Yes

No

5. Please give details of why you consider the Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.

If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

Whilst Thomas White Land (STWC) and Manse Opus (MO) are supportive of the principle of providing additional canopy cover and recognise the benefits of high quality landscaping, including ecological benefits, it is considered that further flexibility should be allowed for within the policy wording. The supporting text already indicates that this is a sensible approach when incompatible with biodiversity net gain requirements, but needs to go further to cover other environmental constraints to achieving this e.g. flood zones, utility restrictions on planting etc. If the policy does not address these matters it would not be fully justified, nor effective and therefore not meet the required tests of soundness. However, to ensure the policy is applied wherever required, some adjustments to the draft Policy EN6 would be beneficial.

In particular, the interrelationship between Policy S7 (Employment allocations) and Policy EN6 (Canopy cover) could be further considered in terms of deliverability. Floorspace allocations set out under Policy S7, for example, were not necessarily promoted with 20% canopy cover factored into early layouts; and as such, where sites have existing constraints e.g. easements, planting at this scale may be incompatible, dependent on the location and scale of development and the site areas. The policy would benefit from re-wording which allows site layouts to reflect the site circumstances, and in such instances could be negotiated with the Local Planning Authority to lead to the best outcomes.

Specifically for Site ID 14 (North of Ansty Park) , it is considered that a planting buffer would be beneficial for the eastern boundary to buffer the impact on the open countryside and existing residents. However, additional planting will need to be compatible with a layout that is suitable for employment uses – including access,

parking and security arrangements. Planting will also need to be restricted in the flood zone areas and within buffer zones for utilities, such as the pylons to the north east of the site. It is anticipated that similar constraints would be applicable other developments delivered for employment uses.

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to cooperate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

EN6 Canopy cover

A.

All major development, excluding change of use and development in Rugby town centre, shall increase the post-development canopy cover to **approximately** 20% of the site area (excluding areas of the site that are high or very high distinctiveness habitats) unless such requirement is demonstrated to be incompatible with delivering biodiversity net gain requirements on site; **or where it is deemed not possible or desirable under individual site circumstances, an alternative level of canopy cover will be negotiated with the council.**

B.

Where the canopy cover of the site exceeds 20% before development, the proposal should ensure retention of at least the existing level of canopy cover.

C.

In meeting the requirements of this policy, existing canopy should be retained first, before considering new planting.

D.

Within Rugby town centre (as defined on the policies map) development shall maximise opportunities for canopy cover and other green infrastructure including green roofs.

Please note: In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions. **After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.**

7. If your representation is seeking a modification to the plan, do you consider it necessary to participate in examination hearing session(s)?

No, I do not wish to participate in hearing session(s)

Yes, I wish to participate in hearing session(s)

Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

8. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

As the established developer responsible for ongoing employment growth at Prospero Ansty and the promoters of the proposed site allocation, Manse Opus and the Sir Thomas White's Charity are key stakeholders in the new Local Plan. They are well placed to contribute to the Examination hearings, particularly regarding the sustainability and deliverability of this proposed employment allocation.

Please note the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.

All representations received will be submitted to the Planning Inspectorate alongside the Proposed Submission Local Plan and published on the council's website. Personal addresses and email addresses (as distinct from businesses addresses), but not names, will be redacted before representations are published.

The Rugby Borough Council Privacy Notice for Development Strategy is available here:

<https://www.rugby.gov.uk/w/privacy#development-strategy>

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you wish to make.

Part A

1. Personal Details*

2. Agent's Details

(if applicable)

**If an agent is appointed, please complete only the Title, Name and Organisation boxes below (if applicable)
but complete the full contact details of the agent in 2.*

Title

Mrs

First Name

Tanya

Last Name

Cosford

Job Title
(where relevant)

Senior Associate

Organisation
(where relevant)

David Lock Associates

Address Line 1

Line 2

Line 3

Line 4

Post Code

Telephone Number

E-mail Address

(where relevant)

Part B – Please use a separate sheet for each policy or site you wish to comment on

Name or Organisation:

Manse Opus and Sir Thomas White's Charity

3. To which part of the Local Plan does this representation relate?

Paragraph	1.26	Policy	S3	Policies Map	
Site ID					

4. Do you consider the Local Plan:

(1) is Legally compliant

Yes

X

No

(2) is Sound

Yes

No

X

(3) complies with the Duty to co-operate

Yes

X

No

5. Please give details of why you consider the Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.

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Sir Thomas White's Charity (STWC) and Manse Opus (MO) are broadly supportive of Policy S3 (Strategy for employment land) and welcome the acknowledgement of Ansty Park and Prospero Ansty being integral to RBC's employment land contribution. A letter is provided by Manse Opus at **Appendix A**, outlining the deliverability and coordinated opportunities at Ansty Park.

Whilst Policy S3 is broadly supported, the accompanying text as currently drafted renders the policy unsound. It is not positively prepared, nor justified, as no clear evidence is provided to demonstrate that additional B8 provision at Prospero Ansty and Ansty Park (and specifically the Ansty Park North draft allocation) would undermine strategic objectives.

The supporting text at paragraph 1.26 seeks to ringfence the site allocation at Ansty Park North (Policy S7). Site ID 14 has been allocated as suitable for providing smaller units for SMEs and Research and Development uses and whilst recognition of the site potential for employment is welcomed, the limitation imposed for a proposed mix of uses only including B2, E(g)(ii) and E(g)(iii) is too restrictive for this site and might inhibit effective delivery. Paragraph 86(e) of the National Planning Policy Framework, December 2024 (NPPF) requires plans to be sufficiently flexible to accommodate needs not anticipated in the plan and to enable rapid response to changes in economic circumstances. Over constraining this allocation to limited employment Use Classes could increase the risk of unmet need later in the plan period and make the plan less resilient. As such, flexibility in the proportions of use classes is requested to facilitate the delivery of the market-driven employment opportunities. Therefore, flexibility is necessary to allow use classes which range from at least 50% of the allocation site

providing for Class B2, E(g)(ii) and E(g)(iii) uses and up to 50% of the allocation site to comprise Class B8 use.

This response form should be read alongside the separate representations form for Policy S7 and proposing the addition of B8 use into Site ID: 14 under draft Policy S7 (Employment Allocations).

These representations are further supported by a letter from Atlas RE providing independent investment expert advice to STWC and MO at **Appendix B**. The letter concludes that the proposed industrial scheme at Ansty North is well located within a Midlands manufacturing and logistics corridor but the Site would be difficult to deliver and fund if it is restricted to E(g)(ii)/E(g)(iii)/B2 uses, because regional occupier demand is dominated by B8 logistics uses. It therefore recommends allowing B8 use for up to around 50% of the scheme to enable speculative investment, funding of initial infrastructure delivery and supporting the viability and phased development of the wider site.

These representations are supported by a letter from Newmark providing independent occupier expert advice to STWC and MO at **Appendix C**. This letter recommends that the Plan enables a proportion of B8 use at Northern Land, Ansty Park alongside the B2, E(g)(ii) and E(g)(iii) uses, to reflect strong and sustained demand within the Coventry-Rugby logistics corridor. It concludes that allowing B8 is necessary to support forecast employment growth, supply chain resilience and the long-term strategic role of Ansty Park as a premier Midlands logistic location.

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Deletion of paragraph 1.26 (page 14 of the Proposed Submission Local Plan)

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Appendix A

Manse Opus Letter



9th March 2026

Rugby Borough Council
Town Hall
Evreux Way
Rugby
CV21 2RR

Dear Sirs,

Ansty has long been identified by Rugby Borough Council as the borough's principal focal point for high-value employment. This has proven to be an effective strategy over many years, taking advantage of the area's connectivity and infrastructure.

Manse Opus is a proven delivery partner for Rugby Borough Council at Ansty – principally through the delivery of Prospero.

Working alongside our landowner partners, Rolls-Royce – we have brought some of the UK's most dynamic and exciting occupiers to Rugby. This includes Meggitt and Cadent. Both have established significant operations at Ansty and employed hundreds of people.

Now, by promoting *Land North of Ansty Park* (Site ID: 14) and *Ansty Park North West* (Site ID: 345) – in conjunction with Thomas White Charity and Rolls Royce respectively – we have identified an opportunity to expand the Ansty growth area with an enhanced and market-facing proposition.

Site 14 has a draft allocation for E(g)(ii), E(g)(iii) and B2 uses only, whilst Site 345 has not been allocated – but could accommodate E(g)(ii)/E(g)(iii)/B2 space as part of a landmark new gateway location for Ansty Park. Detailed representations are set out covering both sites as part of our response to Proposed Submission Local Plan.

We believe an approach which responds dynamically to market conditions is the only way to ensure Ansty remains one of the pre-eminent locations for high-value occupiers and employers. Not just regionally, but nationally and internationally.

This means providing for the right balance of E(g)(ii), E(g)(iii), B2, and B8 uses – in the right locations. We believe this balance is not reflected in the current proposed allocations.

Manse Opus (Ansty) LLP

Company number OC414412 VAT number 259479350

Registered in England and Wales at Third Floor Queensberry House, 3 Old Burlington Street, London, United Kingdom, W1S 3AE

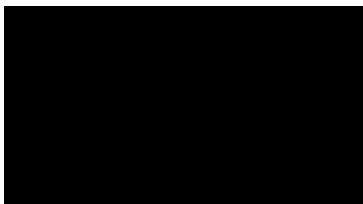
As part of our submissions, we would draw your attention to the expert review of investment agents, Atlas, and occupier agents Newmark. Both provide timely analysis of market conditions – including requirements and demand across E(g)(ii), E(g)(iii), B2, and B8.

We consider this to be critical to ensure the Local Plan enables Ansty to respond effectively to the market, is deliverable, and therefore positioned to drive value for Rugby's economy, it's businesses, and it's people.

With the right balance of uses, we are confident of funding, letting, and delivering the next phase of growth at Ansty – accelerating one of the engines of Rugby's economic success.

Manse Opus – and our landowning partners – will continue to work together with Rugby Borough Council to deliver this exceptional opportunity.

Yours sincerely,



Richard G. Smith

Appendix B

Atlas RE Letter - Marketing & Viability Report

V Turnbull
Opus Land
Opus Studios
5-7 High Street
Henley in Arcen
B95 5AA

4 March 2026

By Email

Dear Victoria

MARKETING AND VIABILITY REPORT, LAND AT ANSTY NORTH, RUGBY

Thank you for asking us to report to you with our views on the marketability and viability of the proposed development. We set out below a review of the industrial logistics market and an analysis of this in relation to the viability of the proposed scheme.

Location

Ansty Business Park is an award winning business park and is generally considered to be one of the West Midlands' premier high specification manufacturing and logistics locations. The park extends to approximately 296 acres and is strategically positioned adjacent to M6 Junction 2 and M69 Junction 1, providing excellent access to the UK's motorway network.

The proposed development site is situated to the north of Ansty Business Park. The development will essentially form an extension to the park and will be accessed from one of the parks principal estate roads, Airfield Drive.

The park is located at the centre of the logistics, manufacturing, automotive and aerospace sectors in the UK with 90% of the population reachable within a four hour drive time. The M1 is easily accessible via the M6 and M69 in less than 20 minutes, providing excellent connectivity to London and the wider UK, whilst both Daventry International Rail Freight Terminal (DIRFT) and Hams Hall Rail Freight Terminal can be reached within approximately 20 minute drive.

Coventry, as the closest conurbation, has an area population of over 930,000, which has grown by 10% in the last 10 years. The population is forecast to grow by a further 5.2% up to 2030.

Situation

The proposed development will be situated directly to the north of Ansty Business Park and will be accessed off Airfield Drive.

Ansty Park is already home to a number of national and international logistics and manufacturing operators including Jingdong Logistics, Daals, Meggitt, Cadent, Rolls Royce, Polestar, AVL, Travis Perkins, FANUC, Sainsbury's, AVL, MTC, LEVC and Staircraft.

Description

The development is to comprise an employment park with an allocation for employment use up to 75,000 sq.m (807,300 sq.ft).

The proposed development is to be set within a managed, high quality landscaped environment.

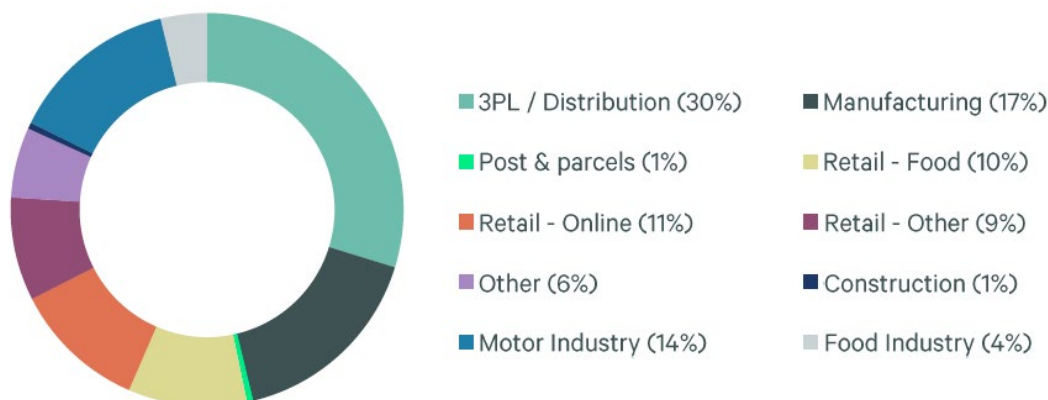
Currently the proposed uses on the park will be limited to classes B2, E(g)(ii) and E(g)(iii) of the Town and Country Planning (Use Classes) Order 1987 (as amended) with ancillary E(g)(i) uses.

UK Logistics Market

2025 saw a sustained recovery in logistics take up throughout the year with take up totalling circa 33 million sq.ft. This was an increase on both 2023 and 2024 volumes by 16% and 13% respectively year on year. Take up for 2025 was also 27% ahead of the long term, pre Covid average, signifying a turning point following a post-pandemic market correction. At the end of 2025 there was also approximately 8.5 million sq.ft of transactions under offer, which will continue this positive trend into 2026.

The largest element of take up was in units of 100,000 – 300,000 sq.ft at 52%, the largest share recorded since 2011. The third party logistics/distribution sector (B8 use) accounted for 30% of take up, retail and food sector (B8 use) was a further 30% and manufacturing (B2 use) was 17%. A summary of all the industrial and logistics sectors is set out below:

UK Logistics take-up by sector, 12 months to end Q4 2025



West Midlands Industrial Take Up

The West Midlands saw industrial take up continue 2024's positive performance, with take up totalling 5.2 million sq.ft, which is 28% ahead of the long term, pre-Covid average.

Of the 5.2 million sq.ft transacted, 45% was new build speculative development, 35% was second hand space and 20% was build to suit space. There was a 26% decrease in the amount of second hand space transacted in contrast to a 30% increase in new build space, which highlights the growing demand from occupiers for quality new build product with high levels of sustainability.

Occupier activity in the region for 2025 was primarily driven by third party logistics operators (B8 use) accounting for 56% of activity. Manufacturing (B2 use) was similar to the national average at only 18%.

Vacancy in the region also fell to 5.05% which is well below the national average of 7.08%.



Industrial Investment Market

Industrial investment volumes rebounded to £3.9 bn in Q4 2025, the strongest quarter since Q4 2021 and 56% above the 5 year average. This lifted the total annual investment volume to £8.7 billion, up 4% on 2024, although despite the strong year end, 2025 was 14% below the five year average.

With debt markets showing increasing liquidity for logistics assets and borrowing costs easing, with a further 0.50-0.75 bps of rate cuts expected in 2026, investor confidence is expected to continue to strengthen.

Speculative industrial development in 2025 has remained subdued with space under construction reducing by 65% from its peak in Q2 2022. That said with occupier demand and take up increasing both institutional and private equity investors are starting to consider the funding of speculative industrial development again. This investor demand is focused on prime locations, best in class product and unrestricted uses (B2 and B8), which when combined represent the most attractive product for occupiers, thereby significantly reducing the leasing risk.

We are currently aware of the following investors that will consider funding speculative industrial development.

- NFU Mutual
- M&G
- Blackstone
- Tristan Capital
- Clarion
- Legal & General

Viability Analysis Ansty North

When considering the viability of the proposed development the main concern we have is the current restriction to E(g)(ii), E(g)(iii) and B2 use. As you can see from the take up statistics above, Manufacturing / B2 use only represents circa 18% of industrial take up in the region, contrasting with B8 uses dominating the take up. Limiting the site to E(g)(ii), E(g)(iii) or B2 use will therefore severely restrict the demand for the proposed scheme.

This restriction will also impact the ability to speculatively fund the scheme. A restriction on use will limit investor demand given this will rule out the bulk of the occupational demand in the region. In addition B2 occupiers are increasingly demanding build to suit opportunities due to specific requirements on power provision, unit sizes and specification (including office content, loading provision, height of the building and parking). As a result speculatively developing a B2 unit will pose significant risk that it is not fit for purpose for B2 occupier demand with the propensity for the building to sit vacant and unoccupied for a considerable time.

This has been evidenced recently in Barberrry Developments proposed 4,714 sq.m (50,750 sq.ft) unit on Ansty Business Park, which is limited to B2 use. Barberrry recently instructed BNP Paribas to market the unit for speculative funding but no proposals were received from potential funding partners due to the restriction on use.

By contrast we have recently agreed terms for Manse Opus with an institutional investor to speculatively fund Plots 4 and 9 at Ansty Business Park, which benefit from B1, B2 and B8 use. The institution cited the unrestricted use alongside the location and specification of the proposed developments as the main reasons behind its decision to provide funding.

We are of the opinion that if up to 50% of the scheme benefitted from unrestricted E(g)(ii), E(g)(iii), B2 and B8 use, there would be the potential to speculatively fund all of this element, as Manse Opus achieved on the Prospero scheme at Ansty Business Park. This scale of funding would also allow for



all of the site's infrastructure to be put in place at day one (servicing, estate roads etc), which would pump prime the remaining 40% of the scheme which could be restricted to E(g)(ii), E(g)(iii) or B2 use only.

We would recommend given the weight of demand for units of 100,000 – 300,000 sq.ft that a first phase offering two units between 100,000 sq.ft and 200,000 sq.ft be designed, which we believe would receive strong interest from the investment market for speculative funding, but only if B8 use is permitted alongside E(g)(ii), E(g)(iii) and B2. The site development could be phased with Units 1 and 2 developed first, together with the access road infrastructure.

Conclusion

In analysing this potential development, we have taken into account the key occupational and funding themes which need to be considered when assessing the schemes viability, these include:

- Occupational take up in the region is dominated by B8 users with B2 users only accounting for circa 17% of the annual take up.
- B2 users predominantly require build to suit units, which are specific to the occupiers' requirements. This results in units being developed on a plot by plot basis and limits the scope for large scale speculative development of the scheme.
- Investors will only consider speculatively funding schemes with unrestricted use. A scheme which is limited to E(g)(ii)/E(g)(iii)/B2 use will not be fundable on a speculative basis, as evidenced by Barberry Developments' unit at Ansty Business Park.
- The inability to speculatively fund on a meaningful scale will impact on the viability of the scheme given the significant cost of the sites' infrastructure required.

Given the weight of occupational evidence outlined above and the requirements from investors considering speculative funding for unrestricted use, we would strongly recommend a case be put to the Local Planning Authority to lift the restriction on use to include B8 for up to 50% of the proposed scheme. This will enable the recommended first phase of the development to be funded but importantly will enable the site's infrastructure to be completed as part of the initial development, which will provide access to the remaining E(g)(ii)/E(g)(iii)/B2 only element of the scheme for future build to suit development.

I hope the above provides you with a helpful overview of our thoughts.

Should you have any queries on the above please do not hesitate to contact me.

Yours sincerely

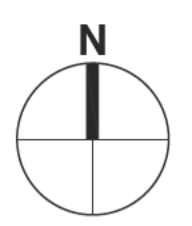


BEN BLACKWALL
Director
Atlas RE LTD





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 NOT SET TO ORDNANCE SURVEY COORDINATES. IF THIS
 INFORMATION IS REQUIRED TO BE SET TO OS
 COORDINATES, PLEASE CONTACT MSA.



LEGEND
 — SITE BOUNDARY

1 SITE LOCATION PLAN
 1:1250

REV	DATE	NOTES	PF	LP
01	01/12/2025	First Issue		

MICHAEL SPARKS ASSOCIATES

11 PLATO PLACE ST DIONIS ROAD LONDON SW6 4TU
 CHARTERED ARCHITECTS 020 7736 6162 WWW.MSA-ARCHITECTS.CO.UK

MANSE OPUS

PROJECT TITLE
LAND NORTH OF ANSTY PARK

CLIENT
MANSE OPUS

DOCUMENT TITLE
SITE LOCATION PLAN

SCALE
1:1250 @ A1

DATE 09/12/25
 DRAWN PF
 CHECKED MS

DOCUMENT NUMBER
32217-MSA-FE-00006

STATUS
FEASIBILITY

REV
01



Appendix C

Newmark Letter

9 March 2026

T Cosford
Senior Associate
David Lock Associates Limited
50 North Thirteenth Street
Central Milton Keynes
MK9 3BP

Dear **Tanya**

'Northern Land', Ansty Park, Coventry

Newmark has been asked for our professional opinion on the merits of a proportion of B8 (storage and distribution) use at the Northern Land site within Ansty Park. Newmark has extensive experience in the industrial and logistics sector, both nationally and within this location. The firm has established a strong track record at Ansty Park, having advised on the disposal and acquisition of development plots, acted on numerous lettings, and provided investment sale advice across the estate.

This direct involvement provides Newmark with detailed market knowledge and a clear understanding of occupier requirements and demand dynamics at Ansty Park. Drawing on this experience, this report sets out the compelling need to allow a proportion of B8 use at Northern Land, alongside E(g)(ii), E(g)(iii) and B2 uses, to ensure the site can respond effectively to market demand and support the continued success of Ansty Park as a premier employment and logistics location.

Introduction

We write in support of enabling Use Class B8 (storage and distribution) at the above site, in addition to the proposed E(g)(ii) (research and development), E(g)(iii) (industrial processes which can be carried out in a residential area without detriment to amenity) and B2 (general industrial) permissions.

From an occupier market perspective, the site sits within one of the UK's most strategically significant logistics corridors and is demonstrably suited to modern distribution uses. Market evidence indicates sustained and growing demand for B8 floorspace in the Rugby-Coventry corridor, driven by e-commerce growth, supply chain restructuring, and the need for resilient national distribution networks.

This letter addresses:

1. Depth of Demand for B8 Uses
2. Relative Demand for E(g)(ii), E(g)(iii) & B2 Uses
3. Rugby's Strategic Appeal to B8 Occupiers
4. Ansty Park as a Prime Logistics Location
5. Employment Evolution within B8 Sector
6. Long-Term Market Outlook for Industrial & Logistics Uses

1. Depth of Demand for B8 Uses

The UK logistics sector has experienced sustained structural growth over the past decade, driven by e-commerce expansion, inventory resilience strategies, and changing consumer expectations for rapid delivery. Nationally, online retail sales have more than doubled as a proportion of total retail since 2019, fundamentally increasing demand for distribution space (ONS retail data).

The Midlands, and particularly the Rugby corridor, has captured a disproportionate share of this demand due to its central UK location. The West Midlands region contains approximately 35% of the UK's warehouse floorspace, reinforcing its role as the country's primary logistics hub.

FORECAST EMPLOYMENT GROWTH DRIVING B8 DEMAND

Oxford Economics forecasts show sustained growth in Transportation and Storage employment across the Midlands, rising from 172,500 to 192,400 jobs in the West Midlands (+19,800) and from 150,500 to 165,800 in the East Midlands (+15,300) between 2026 and 2036 - a combined increase of approximately 35,100 logistics jobs.

Applying the Employment Density Guide benchmark of 70 sq m per FTE equates to a requirement for around 2.46 million sq m (c.26.5 million sq ft) of additional B8 floorspace across the East and West Midlands over this period. Given that strategic B8 occupiers are footloose and driven by motorway connectivity rather than local authority boundaries, this Midlands-wide context is the relevant market frame. The scale of forecast growth confirms that demand is structural and employment led.

The Council's Development Needs Topic Paper identifies a net residual industrial requirement of 529,882 sq m (2025 - 2042), including 310,711 sq m within Opportunity Area 7. However, the spatial response does not reflect the qualitative and quantitative scale of forecast B8 demand. Despite recognising through the freight-led WMSESS methodology that logistics need is regionally driven, the Plan ring-fences Ansty Park North to E(g)(ii)/(iii)/B2 uses, excluding B8 from a prime motorway-connected site. Much of the identified B8 supply is also concentrated in a limited number of large commitments, some occupier-specific, reducing flexibility for the wider market.

In this context, restricting B8 at Ansty Park North is inconsistent with forecast Midlands-wide growth, Rugby's own projected logistics employment increase, and the need for flexibility within the nationally significant Golden Triangle corridor. Allowing greater B8 provision would better align with identified demand and ensure the Plan is positively prepared and effective.

It should also be noted that employment-led forecasting methodologies can understate logistics floorspace demand, as modern distribution facilities are increasingly automated and operate at lower employment densities while requiring significantly larger buildings.

GROWTH IN LOGISTICS VALUE (GVA)

Oxford Economics forecasts show Transportation and Storage GVA increasing significantly:

- West Midlands: £7.7bn (2026) → £9.4bn (2036)
- East Midlands: £6.6bn (2026) → £7.9bn (2036)

This reflects rising productivity, increased throughput, and higher-value logistics activity, reinforcing demand for modern, efficient B8 accommodation.

Taken together, the evidence demonstrates that Midlands B8 demand is driven by both job creation and value creation, rather than short-term market cycles. It reflects a structural and enduring shift in retail, manufacturing, and supply chain models.

2. Relative Demand for E(g)ii), E(g)(iii) & B2 Uses

Demand for E(g)ii), E(g)(iii) and B2 accommodation remains strong across the West Midlands, particularly for advanced manufacturing, R&D, and SME industrial space. Coventry and Warwickshire are recognised centres for automotive innovation, electrification technologies, and high-value engineering.

However, occupier requirements increasingly integrate manufacturing, assembly, and distribution within a single operational footprint. Modern production models rely on warehousing for component storage, finished goods, and just-in-time logistics, ideally all within one building.

Restricting the site to E(g)ii)/E(g)(iii)/B2 only would risk limiting occupier flexibility and undermining the viability of integrated industrial operations. Enabling B8 alongside E(g)ii)/E(g)(iii)/B2 reflects modern business practices and supports the full lifecycle of production and distribution.

3. Rugby’s Strategic Appeal to B8 Occupiers

CENTRAL UK LOCATION AND NATIONAL REACH

Ansty Park, Coventry sits within the Rugby Borough. Rugby sits at the heart of the UK’s logistics ‘Golden Triangle’, centred on the intersection of the M1, M6, and M69 motorways. From this location, up to 90% of the UK population can be reached within a four-hour HGV drive, a key operational benchmark for national distribution.

Recent market reports consistently identify the Golden Triangle as the most sought-after location for national distribution centres, with low vacancy rates and sustained rental growth despite wider economic fluctuations. It is an extremely resilient and popular location with distribution occupiers because of these factors.

This central location enables operators to consolidate distribution into fewer, larger facilities, reducing transport costs and improving delivery times compared with peripheral locations.

Compared with other West Midlands locations, Rugby offers:

- Direct access to north–south and east–west freight corridors
- Proximity to major urban markets including Birmingham, Coventry, Leicester and Northampton
- Access to deep-sea ports via road and rail connections

This multi-modal connectivity has established Rugby as one of the UK's most significant logistics concentrations, with transport and storage representing the largest employment sector locally (ONS Business Register and Employment Survey). Given this nationally significant role, it is inconsistent for the Plan to restrict B8 use at one of the Borough's most strategically connected sites. The Development Needs Topic Paper acknowledges Rugby's logistics function but does not fully translate this strategic reality into flexible policy support at prime motorway-adjacent locations such as Ansty Park North.

4. Ansty Park as a Prime Logistics Location

STRATEGIC MOTORWAY CONNECTIVITY

The site benefits from immediate access to the strategic highway network, including the M6, M1, M69, A45 and A46, enabling efficient distribution across the Midlands and nationally.

Proximity to motorway junctions is a primary requirement for B8 occupiers, reducing travel times, fuel consumption, and congestion impacts. The site's location allows HGV movements to avoid residential areas while maintaining rapid access to strategic routes.

PROVEN TRACK RECORD OF LOGISTICS DELIVERY AT ANSTY PARK

Recent lettings at Ansty Park demonstrate the strength of demand for high-quality B8 logistics accommodation in this location. The Apollo scheme within Ansty Park has attracted major occupiers including Daals and JD Logistics, both of whom have expanded their presence following initial occupation, all within 2025.

Daals initially committed to Apollo 5 (300,039 sq ft) and occupied Apollo 4 (172,407 sq ft) on a temporary licence while fit-out works were completed. Having established operations and recognised Ansty Park's credentials as a premier logistics location, the company subsequently sought to secure Apollo 4 on a permanent basis.

JD Logistics followed a similar trajectory. After taking Apollo 7 in April 2025, the business expanded into Apollo 6, a 269,882 sq ft distribution unit, shortly after commencing operations.

Apollo 4 was the final unit to be let on the park and attracted significant interest from four separate parties, each with strong covenants, further evidencing the depth of occupier demand.

The success of this scheme demonstrates sustained occupier demand and confirms Ansty Park as a preferred logistics location.

LIVE EXPERIENCE

We are currently marketing Prospero, Ansty Park on a 'Build To Suit' basis. A substantial number of enquiries have been received for B8 use, as well as for a combination of B2 and B8 uses, demonstrating sustained and active occupier demand. As anecdotal evidence, we are tracking 26 live enquiries for Ansty Park, listed below in the table.

This live enquiry profile suggests materially stronger demand for B8 than alternative industrial formats at this location, reinforcing concerns that the current Plan may under-provide for this use class.

The table below presents the live enquiries for Ansty Park, categorised by size group:

USE CLASS	SIZE	LOCATION	OCCUPATION DATE
Below 100,000 sq ft			
B8	40,000 – 120,000	Birmingham, Rugby & Coventry	TBC
B8	80,000	Coventry	TBC
B2 & B8	50,000 – 65,000	Rugby + 10 miles	TBC
B8	50,000 – 80,000	M6 corridor	TBC
B2 & B8	90,000 – 110,000	Midlands	TBC
B2	50,000 – 100,000	West Midlands	2027
B2 & B8	60,000	West Midlands	TBC
B8	40,000 – 70,000	East & West Mids	2026
B2 & B8	35,000 – 45,000	M1	2026
Above 100,000 sq ft			
B2 & B8	100,000 – 200,000	East Midlands	2027
B8	250,000 – 350,000	East Midlands	2026
B8	90,000 – 120,000	M1	2027
B2 & B8	350,000 – 450,000	M1	2028
B8	100,000 – 350,000	Lutterworth + 25 miles	2028
B8	120,000 – 150,000	Coventry + 20 miles	
B8	125,000 – 175,000	Northampton + 20 miles	TBC
B8	150,000	Birmingham to Coventry	TBC
B8	110,000 – 140,000	Lutterworth + 20 miles	2028
B8	50,000 – 300,000	Rugby to Huntingdon to Luton	TBC
B8	150,000 – 250,000	Lichfield to Leicester to Coventry	2027
B2 & B8	100,000 – 200,000	Midlands	TBC
B8	180,000 – 220,000	Midlands	2027
B2 & B8	100,000 – 400,000	Birmingham + 20 miles	TBC
B2 & B8	100,000 – 200,000	Ansty Park	TBC

B8	150,000	Birmingham to Coventry	TBC
B2	150,000 – 300,000	Coventry & Rugby	TBC

A relevant case study to reinforce the need for B8 use is Barberry 50, a proposed 50,000 sq ft build-to-suit unit at Ansty Park with planning permission limited to E(g)(ii) and B2 uses. Since being launched to the market over two years ago, the scheme has struggled to attract occupier interest. In response, the developer, Barberry, has enhanced the building specification, sustainability credentials and marketing strategy, and introduced a 38-week fast-track delivery programme to improve appeal. However, the absence of B8 permission has materially limited the occupier pool and made securing development funding more challenging, as lenders and investors typically favour schemes with the flexibility to accommodate logistics occupiers. The experience of Barberry 50 therefore demonstrates how restricting use classes at Ansty Park can constrain occupier demand and hinder deliverability.

PRESENCE OF HIGH-VALUE OCCUPIERS

Ansty Park hosts global and national occupiers in logistics, manufacturing, and advanced engineering, reinforcing the park’s reputation as a high-value employment location. Anchored by the Manufacturing Technology Centre and the High Temperature Research Centre, and home to major occupiers including Meggitt, FANUC, AVL and the London EV Company, the park supports a cluster of aerospace, automotive, electrification, robotics, photonics and digital engineering sectors. Clustering effects provide supply chain efficiencies, shared infrastructure, and labour market depth, further enhancing the site’s attractiveness.

LABOUR MARKET SUPPLY

The site benefits from access to a substantial labour pool across Coventry, Rugby, Nuneaton, and North Warwickshire. Approximately 1.4 million working-age people live within a 30-minute drive time, providing a deep and flexible workforce suitable for shift-based logistics operations.

Labour availability is a critical factor for B8 occupiers, whose facilities often require large workforces across multiple shifts and increasingly demand technical and managerial skills.

5. Employment Evolution within B8 Sector

Modern logistics facilities are no longer characterised by low-skill, low-value employment. The sector has undergone rapid technological transformation, with roles now including.

- Automation and robotics technicians
- Data analysts and logistics planners
- Supply chain managers.
- IT and systems integration specialists

Smart warehouse technologies, including robotics, AI-driven inventory systems, and digital twin modelling, require skilled labour and offer higher wages than traditional warehousing roles. Enabling B8 uses therefore supports the creation of high-quality, future-proof employment, aligning with local economic development objectives.

The Development Need Topic Paper’s treatment of B8 use does not fully reflect this evolution in employment quality and productivity. Limiting B8 provision at prime sites risks constraining access to these higher-value employment opportunities.

6. Long-Term Market Outlook for Industrial & Logistics Uses

Demand for centrally located logistics space is expected to increase over the long term due to:

- Continued growth in e-commerce
- Supply chain resilience and reshoring trends.
- Transition to low-carbon logistics and rail freight integration
- Population growth and consumer demand

CONSUMER SPENDING AND ONLINE RETAIL GROWTH

Oxford Economics forecasts continued growth in consumer expenditure:

- West Midlands: £128bn (2026) → £146bn (2036)
- East Midlands: £110bn (2026) → £122bn (2036)

Sustained increases in consumer spending support higher retail volumes, increased stockholding requirements, and greater distribution activity.

It is forecast that 34% of retail expenditure will be transacted online, reinforcing structural shifts in consumer behaviour. Market evidence indicates that every £1 billion of online retail expenditure requires approximately 775,000 sq ft of additional warehouse space, meaning online penetration alone will continue to generate substantial additional demand for B8 accommodation.

HOUSEHOLD GROWTH AS A STRUCTURAL DRIVER

Industry research indicates that each additional dwelling generates demand for approximately 69 sq ft of warehouse space to support associated consumption.

When considered alongside:

- Employment-led demand (c.26.5 million sq ft)
- Industrial support demand (c.7.7 million sq ft)
- Rising GVA and consumer expenditure

The evidence clearly demonstrates long-term, structurally embedded demand for logistics accommodation across the Midlands.

Rugby’s central location, established infrastructure, and existing logistics ecosystem position it to remain a key national distribution hub for decades. Restricting B8 development in such a location would be inconsistent with market realities and national logistics patterns and may push blue-chip B8 occupiers to other boroughs.

CONCLUSION AND RECOMMENDATION

From an occupier and industrial market perspective, enabling a proportion of B8 use at the Northern Land, Ansty Park site is both justified and necessary.

The site's location within the Coventry-Rugby logistics corridor, exceptional motorway connectivity, proven occupier demand, strong labour supply, and alignment with long-term structural growth trends provide a strong case for B8 designation alongside E(g)ii, E(g)iii) and B2.

Forecast employment growth, rising logistics GVA, increasing consumer expenditure, online retail expansion, and household growth all point to sustained demand for well-located logistics space across the Midlands. The site is ideally positioned to meet this need.

The Council's evidence identifies substantial industrial need, yet the spatial response does not fully align with the qualitative requirements of strategic B8 occupiers nor provide sufficient flexibility in prime locations. There is a clear risk that forward demand for B8 space is understated and that the current policy approach constrains deliverable supply at one of the Borough's most suitable logistics sites.

Allowing B8 use will:

- Support regional and national supply chains.
- Enhance employment opportunities across skill levels.
- Align with market demand and economic strategy.
- Future-proof the site against evolving industrial requirements

We respectfully request that the Local Planning Authority recognise the site's strategic suitability and enable B8 use accordingly.

Yours sincerely



Charles Spicer
National Head of Industrial & Logistics Agency

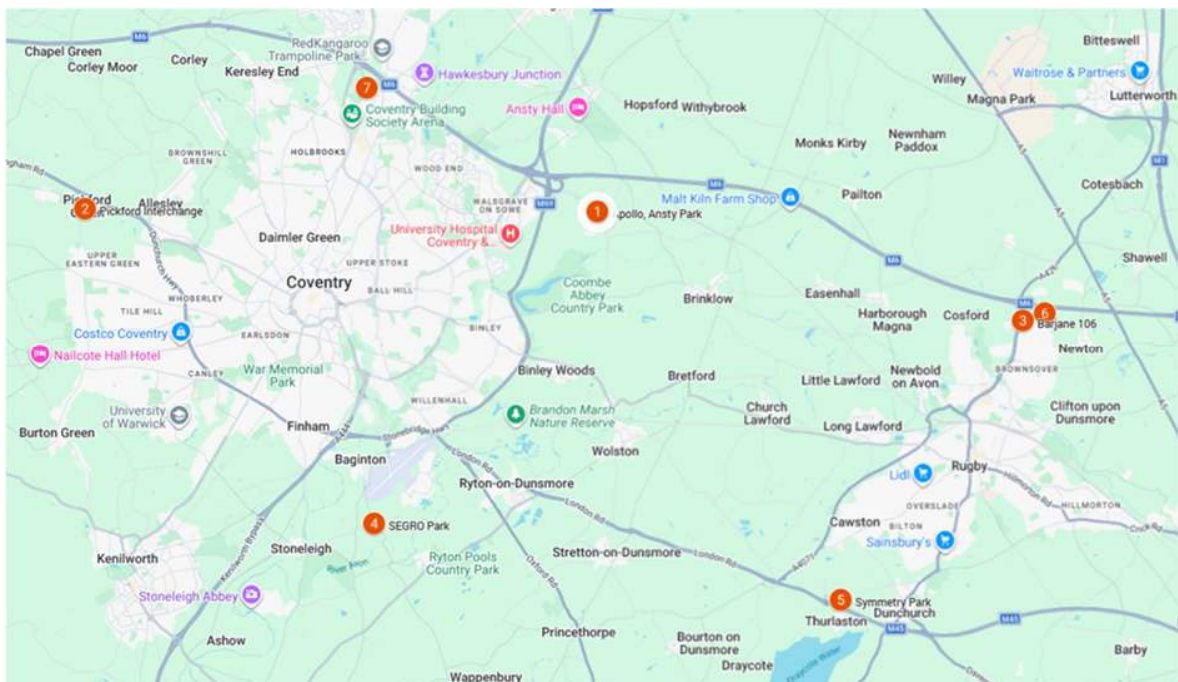
charles.spicer@nrmk.com



Appendix A

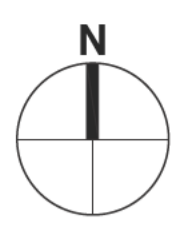
Newly Developed Logistics Units / Schemes

1. Apollo Ansty Park, Coventry CV7 9JU
2. Pickford Interchange, Coventry CV5 9AP
3. Barjane 106, Rugby CV23 0UY
4. SEGRO Park, Coventry CV8 3BB
5. Symmetry Park, Rugby CV23 9JR
6. Rugby 250 CV23 0WB
7. Panattoni Park, Coventry CV6 6HN





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LEGEND
 — SITE BOUNDARY

1 SITE LOCATION PLAN
 1:1250

REV	DATE	NOTES	PF	LP
01	01/12/2025	First Issue		

MICHAEL SPARKS ASSOCIATES **MANSE OPUS**
 11 PLATO PLACE ST DIONIS ROAD LONDON SW6 4TU
 CHARTERED ARCHITECTS 020 7736 6162 WWW.MSA-ARCHITECTS.CO.UK

PROJECT TITLE
LAND NORTH OF ANSTY PARK
 CLIENT MSA JOB No **32217**

CLIENT **MANSE OPUS**
 DOCUMENT TITLE
SITE LOCATION PLAN

SCALE
1:1250 @ A1
 DATE 09/12/25
 DRAWN PF
 CHECKED MS

DOCUMENT NUMBER
32217-MSA-FE-00006
 STATUS **FEASIBILITY** REV **01**



Representation Form for Local Plans



Local Plan Publication Stage Representation Form

Ref:

(For official
use only)

**Name of the Local Plan to which
this representation relates:**

Rugby Borough Council Proposed Submission
Local Plan (Regulation 19)

Please return to Rugby Borough Council by 5:00pm Friday 13th March 2026
By email to: localplan@rugby.gov.uk with **Proposed Submission Consultation in
the subject line, OR by post to:** Development Strategy, Town Hall, Evreux Way,
Rugby, CV21 2RR.

This form has two parts:

Part A – Personal Details: need only be completed once.

Part B – Your representation(s). Please fill in a separate sheet for each representation
you wish to make.

Part A

1. Personal Details*

2. Agent's Details

(if applicable)

**If an agent is appointed, please complete only the Title, Name and Organisation boxes below (if applicable)
but complete the full contact details of the agent in 2.*

Title

Mrs

First Name

Tanya

Last Name

Cosford

Job Title
(where relevant)

Senior Associate

Organisation
(where relevant)

David Lock Associates

Address Line 1

Line 2

Line 3

Line 4

Post Code

Telephone Number

E-mail Address

(where relevant)

Part B – Please use a separate sheet for each policy or site you wish to comment on

Name or Organisation:

Manse Opus and Sir Thomas White’s Charity

3. To which part of the Local Plan does this representation relate?

Paragraph	<input type="text"/>	Policy	<input type="text" value="S7"/>	Policies Map	<input type="text"/>
Site ID	<input type="text" value="14"/>				

4. Do you consider the Local Plan:

(1) is Legally compliant	Yes	<input type="text" value="X"/>	No	<input type="text"/>
(2) is Sound	Yes	<input type="text"/>	No	<input type="text" value="X"/>
(3) complies with the Duty to co-operate	Yes	<input type="text" value="X"/>	No	<input type="text"/>

5. Please give details of why you consider the Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.

If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

Sir Thomas White’s Charity (STWC) and Manse Opus (MO) are supportive of Policy S7 (Employment Allocations) and specifically welcome the allocation Site ID 14 (North of Ansty Park). A letter is provided by Manse Opus at **Appendix A**, outlining the deliverability and coordinated opportunities at Ansty Park.

Notwithstanding the above, it is considered that presently the Plan would not be deliverable over the plan period (effective); justified; or consistent with the National Planning Policy Framework, December 2024 (NPPF) and amendments to the policy are requested to overcome these limitations.

It is agreed that Rugby Borough requires significant employment land allocations to ensure provision which meets its assessed employment need. It is understood that Rugby Borough Council (RBC) has interpreted the evidence base in such a way that it is seeking a mix of smaller employment units to serve SMEs and support economic diversification. Site ID 14 has been allocated as suitable to provide such uses and whilst recognition of the site potential for employment is welcomed and supported by STWC and MO, there is concern that the proposed mix of uses to B2, E(g)(ii) and E(g)(iii) is too restrictive for this site and might inhibit effective delivery.

Paragraph 86(e) of the NPPF requires plans to be sufficiently flexible to accommodate needs not anticipated in the plan and to enable rapid response to changes in economic

circumstances. Over constraining this allocation to limited employment Use Classes could increase the risk of unmet need later in the plan period and make the plan less resilient. As such, flexibility in the proportions of use classes is requested to facilitate the delivery of the market-driven employment opportunities. Particularly, given the site's context forming part of Ansty Park, with its excellent transportation links and strategic West Midlands location in Opportunity Area 7, it is considered that flexibility is required to allow use classes which range from at least 50% of the allocation site providing for Class B2, E(g)(ii) and E(g)(iii) uses and up to 50% of the allocation site to comprise Class B8 use.

Presently within the Plan, there is a lack of effective planning for important and growing sectors such as manufacturing, industrial and logistics proposals, which is required by national policy. The NPPF, Section 6 (Building a strong, effective economy) directs policies to pay particular regard to facilitating development to meet the needs of a modern economy including freight and logistics (paragraph 86(c)) and requires policies to make for provision for storage and distribution operations in suitably accessible locations (paragraph 87(c)). Site ID 14 lies within a recognised strategic transport corridor associated with the M6 and wider West Midlands Functional Economic Area. Artificial restrictions on B8 uses in such a location would not reflect functional market geography.

STWC and MO have further concerns that although Crowner Fields Farm (Site ID 95) is allocated for some 275,000m² of B8 floorspace, this is a "closed site" for Frasers Group and therefore not open to meeting wider market demand, whereas Ansty Park would respond to the needs of speculative occupiers, ensuring enduring deliverability. Whilst it is acknowledged that RBC have sought to address this, by suggesting that Crowner Fields Farm has potential within the existing consent, to allow occupation by suppliers and "brand partners" of the lead occupier, Frasers Group – a site that is controlled by and intended for occupation by a corporate group does not provide the degree of market choice or flexibility required to ensure effective delivery of employment land across the plan period. The NPPF (paragraph 36(c)) requires plans to be effective and deliverable and deliverability must be assessed not merely in terms of planning consent but in terms of realistic market availability. This allocation will not provide opportunities for real choice in the market – which is driven by changing consumer and business demand, changing space requirements, increased automation, sector diversification and a new focus on sustainability. In this context, it is considered that additional sites (including flexibility at the site North of Ansty Park) would provide a buffer to ensure Class B8 need is met, outside of potentially "closed" sites. This would be advantageous to Rugby Borough, consolidating this key location and providing further significant economic benefits for the Borough.

Additional B8 floorspace at Site ID 14 is the logical "next step" for this employment area, with 'Prospero Ansty' and Ansty Park to the south, now established as a market-leading manufacturing and office site of regional and international significance. It is home to global innovators and industry leaders across manufacturing, research and development and includes Meggitt Plc, MTC, Cadent Gas, LEVC and FANUC. Rolls-Royce plc's on-going manufacturing activities in the area continue to play an active and significant role in contributing to the importance of Ansty Park as a key regional business park, in addition to its pre-existing aerospace development. The benefits of the proximity of Site ID 14 (North of Ansty Park) have been acknowledged through its allocation. The ability to connect into Airfield Drive, and Central Boulevard, is such that the site would read as an extension to Ansty Park and a mix of logistics and business uses would be compatible with uses established there.

Furthermore, it is considered that nearby landholdings located immediately to the west and controlled by Manse Opus and Rolls-Royce plc can provide additional suitable Research & Development and light and general industrial (B2, E(g)(ii) and E(g)(iii)) uses whilst forming a high quality and key gateway to Ansty Park, with it being the first site which addresses Central Boulevard when approaching from the M6 / M69 / A46 road network. In contrast, the location of Site ID 14 links well into the existing Ansty Park but without a significant frontage position, and therefore an improved, modern Research and Development facility forming a true gateway to this regionally significant employment site would be better placed on the site to the west.

These representations are supported by a letter from Newmark at **Appendix B** providing independent occupier expert advice to STWC and MO. This letter recommends that the Plan enables a proportion of B8 use at Northern Land, Ansty Park alongside the B2, E(g)(ii) and E(g)(iii) uses, to reflect strong and sustained demand within the Coventry-Rugby logistics corridor. It concludes that allowing B8 is necessary to support forecast employment growth, supply chain resilience and the long-term strategic role of Ansty Park as a premier Midlands logistic location.

These representations are further supported by a letter from Atlas RE at **Appendix C** providing independent investment expert advice to STWC and MO. The letter concludes that the proposed industrial scheme at Ansty North is well located within a Midlands manufacturing and logistics corridor but the Site would be difficult to deliver and fund if it is restricted to E(g)(ii)/E(g)(iii)/B2 uses, because regional occupier demand is dominated by B8 logistics uses. It therefore recommends allowing B8 use for up to around 50% of the scheme to enable speculative investment, funding of initial infrastructure delivery and supporting the viability and phased development of the wider site.

Whilst it is recognised that Land North of Ansty allocation forms part of a Green Belt release strategy, inclusion of a proportion of B8 use for the site ultimately allows flexibility, which strengthens the exceptional circumstances case, rather than weakens it.

Fundamentally, the site has the potential to provide the next phase of employment development to build upon the huge success of the existing Ansty Park and adjacent Rolls Royce, Meggitt and Prospero Ansty developments. It is immediately available and deliverable with no technical or land ownership constraints and therefore presents an excellent site allocation for a wide range of business uses. In support of the deliverability, a Utility Infrastructure Statement has been prepared and accompanies this representation as **Appendix D**.

In conclusion, STWC and MO are supportive of Policy S7 (Employment Allocations) and specifically welcome the allocation Site ID 14 (North of Ansty Park). There are however concerns that the restriction limiting the site to only Use Classes B2, E(g)(ii) and E(g)(iii) renders policy S7 unsound. It is not positively prepared, nor justified, as no clear evidence is provided to demonstrate that additional B8 provision in this location would undermine strategic objectives (especially in light of an additional B2 / E(g)(ii) / E(g)(iii) site to the west). The restriction is not effective as it risks constraining deliverability and market responsiveness in a key strategic employment location (area 7). It is also inconsistent with paragraph 86(e) of the NPPF which

requires plans to be flexible to accommodate needs not anticipated in the plan, and to rapidly response to changes in economic circumstances.

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to co-operate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

Annex: Development site allocations (Page 143)

Site ID: 14

Site name: North of Ansty Park

Site area: 21.2ha

Allocation: circa 75,000m² of floorspace for employment use

Development requirements:

- Vehicular access through Ansty Park.
- Employment floorspace to be ~~only~~ for uses within classes B2, E(g)(ii) and E(g)(iii) **with up to 50% of floorspace being within class B8** of the Town and County Planning (Use Classes) Order 1987 (as amended) and with ancillary E(g)(i) uses.
- Buildings to be set within a managed, high quality landscaped environment consistent with Ansty Park **and include a landscape buffer fronting Combe Fields Road.**
- Dedicated cycle and pedestrian links to be provided which connect with existing routes on Central Boulevard within Ansty Park and hotel and pub on Combe Fields Road.

Please note: In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions. **After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.**

7. If your representation is seeking a modification to the plan, do you consider it necessary to participate in examination hearing session(s)?

No, I do not wish to participate in hearing session(s)

Yes, I wish to participate in hearing session(s)

Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

8. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

As the established developer responsible for ongoing employment growth at Prospero Ansty and the promoters of the proposed site allocation, Manse Opus and the Sir Thomas White Charity are key stakeholders in the new Local Plan. They are well placed to contribute to the Examination hearings, particularly regarding the sustainability and deliverability of this proposed employment allocation.

***Please note** the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.*

All representations received will be submitted to the Planning Inspectorate alongside the Proposed Submission Local Plan and published on the council's website. Personal addresses and email addresses (as distinct from businesses addresses), but not names, will be redacted before representations are published.

The Rugby Borough Council Privacy Notice for Development Strategy is available here:

<https://www.rugby.gov.uk/w/privacy#development-strategy>

The Planning Inspectorate's privacy notice can be accessed here:

<https://www.gov.uk/government/publications/planning-inspectorate-privacy-notice>

Appendix A

Manse Opus Letter



9th March 2026

Rugby Borough Council
Town Hall
Evreux Way
Rugby
CV21 2RR

Dear Sirs,

Ansty has long been identified by Rugby Borough Council as the borough's principal focal point for high-value employment. This has proven to be an effective strategy over many years, taking advantage of the area's connectivity and infrastructure.

Manse Opus is a proven delivery partner for Rugby Borough Council at Ansty – principally through the delivery of Prospero.

Working alongside our landowner partners, Rolls-Royce – we have brought some of the UK's most dynamic and exciting occupiers to Rugby. This includes Meggitt and Cadent. Both have established significant operations at Ansty and employed hundreds of people.

Now, by promoting *Land North of Ansty Park* (Site ID: 14) and *Ansty Park North West* (Site ID: 345) – in conjunction with Thomas White Charity and Rolls Royce respectively – we have identified an opportunity to expand the Ansty growth area with an enhanced and market-facing proposition.

Site 14 has a draft allocation for E(g)(ii), E(g)(iii) and B2 uses only, whilst Site 345 has not been allocated – but could accommodate E(g)(ii)/E(g)(iii)/B2 space as part of a landmark new gateway location for Ansty Park. Detailed representations are set out covering both sites as part of our response to Proposed Submission Local Plan.

We believe an approach which responds dynamically to market conditions is the only way to ensure Ansty remains one of the pre-eminent locations for high-value occupiers and employers. Not just regionally, but nationally and internationally.

This means providing for the right balance of E(g)(ii), E(g)(iii), B2, and B8 uses – in the right locations. We believe this balance is not reflected in the current proposed allocations.

Manse Opus (Ansty) LLP

Company number OC414412 VAT number 259479350

Registered in England and Wales at Third Floor Queensberry House, 3 Old Burlington Street, London, United Kingdom, W1S 3AE

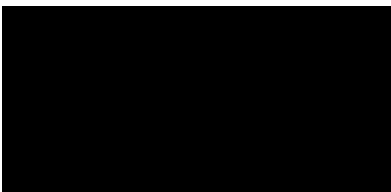
As part of our submissions, we would draw your attention to the expert review of investment agents, Atlas, and occupier agents Newmark. Both provide timely analysis of market conditions – including requirements and demand across E(g)(ii), E(g)(iii), B2, and B8.

We consider this to be critical to ensure the Local Plan enables Ansty to respond effectively to the market, is deliverable, and therefore positioned to drive value for Rugby's economy, it's businesses, and it's people.

With the right balance of uses, we are confident of funding, letting, and delivering the next phase of growth at Ansty – accelerating one of the engines of Rugby's economic success.

Manse Opus – and our landowning partners – will continue to work together with Rugby Borough Council to deliver this exceptional opportunity.

Yours sincerely,



Richard G. Smith

Appendix B

Newmark Letter

9 March 2026

T Cosford
Senior Associate
David Lock Associates Limited
50 North Thirteenth Street
Central Milton Keynes
MK9 3BP

Dear **Tanya**

'Northern Land', Ansty Park, Coventry

Newmark has been asked for our professional opinion on the merits of a proportion of B8 (storage and distribution) use at the Northern Land site within Ansty Park. Newmark has extensive experience in the industrial and logistics sector, both nationally and within this location. The firm has established a strong track record at Ansty Park, having advised on the disposal and acquisition of development plots, acted on numerous lettings, and provided investment sale advice across the estate.

This direct involvement provides Newmark with detailed market knowledge and a clear understanding of occupier requirements and demand dynamics at Ansty Park. Drawing on this experience, this report sets out the compelling need to allow a proportion of B8 use at Northern Land, alongside E(g)(ii), E(g)(iii) and B2 uses, to ensure the site can respond effectively to market demand and support the continued success of Ansty Park as a premier employment and logistics location.

Introduction

We write in support of enabling Use Class B8 (storage and distribution) at the above site, in addition to the proposed E(g)(ii) (research and development), E(g)(iii) (industrial processes which can be carried out in a residential area without detriment to amenity) and B2 (general industrial) permissions.

From an occupier market perspective, the site sits within one of the UK's most strategically significant logistics corridors and is demonstrably suited to modern distribution uses. Market evidence indicates sustained and growing demand for B8 floorspace in the Rugby-Coventry corridor, driven by e-commerce growth, supply chain restructuring, and the need for resilient national distribution networks.

This letter addresses:

1. Depth of Demand for B8 Uses
2. Relative Demand for E(g)(ii), E(g)(iii) & B2 Uses
3. Rugby's Strategic Appeal to B8 Occupiers
4. Ansty Park as a Prime Logistics Location
5. Employment Evolution within B8 Sector
6. Long-Term Market Outlook for Industrial & Logistics Uses

1. Depth of Demand for B8 Uses

The UK logistics sector has experienced sustained structural growth over the past decade, driven by e-commerce expansion, inventory resilience strategies, and changing consumer expectations for rapid delivery. Nationally, online retail sales have more than doubled as a proportion of total retail since 2019, fundamentally increasing demand for distribution space (ONS retail data).

The Midlands, and particularly the Rugby corridor, has captured a disproportionate share of this demand due to its central UK location. The West Midlands region contains approximately 35% of the UK's warehouse floorspace, reinforcing its role as the country's primary logistics hub.

FORECAST EMPLOYMENT GROWTH DRIVING B8 DEMAND

Oxford Economics forecasts show sustained growth in Transportation and Storage employment across the Midlands, rising from 172,500 to 192,400 jobs in the West Midlands (+19,800) and from 150,500 to 165,800 in the East Midlands (+15,300) between 2026 and 2036 - a combined increase of approximately 35,100 logistics jobs.

Applying the Employment Density Guide benchmark of 70 sq m per FTE equates to a requirement for around 2.46 million sq m (c.26.5 million sq ft) of additional B8 floorspace across the East and West Midlands over this period. Given that strategic B8 occupiers are footloose and driven by motorway connectivity rather than local authority boundaries, this Midlands-wide context is the relevant market frame. The scale of forecast growth confirms that demand is structural and employment led.

The Council's Development Needs Topic Paper identifies a net residual industrial requirement of 529,882 sq m (2025 - 2042), including 310,711 sq m within Opportunity Area 7. However, the spatial response does not reflect the qualitative and quantitative scale of forecast B8 demand. Despite recognising through the freight-led WMSESS methodology that logistics need is regionally driven, the Plan ring-fences Ansty Park North to E(g)(ii)/(iii)/B2 uses, excluding B8 from a prime motorway-connected site. Much of the identified B8 supply is also concentrated in a limited number of large commitments, some occupier-specific, reducing flexibility for the wider market.

In this context, restricting B8 at Ansty Park North is inconsistent with forecast Midlands-wide growth, Rugby's own projected logistics employment increase, and the need for flexibility within the nationally significant Golden Triangle corridor. Allowing greater B8 provision would better align with identified demand and ensure the Plan is positively prepared and effective.

It should also be noted that employment-led forecasting methodologies can understate logistics floorspace demand, as modern distribution facilities are increasingly automated and operate at lower employment densities while requiring significantly larger buildings.

GROWTH IN LOGISTICS VALUE (GVA)

Oxford Economics forecasts show Transportation and Storage GVA increasing significantly:

- West Midlands: £7.7bn (2026) → £9.4bn (2036)
- East Midlands: £6.6bn (2026) → £7.9bn (2036)

This reflects rising productivity, increased throughput, and higher-value logistics activity, reinforcing demand for modern, efficient B8 accommodation.

Taken together, the evidence demonstrates that Midlands B8 demand is driven by both job creation and value creation, rather than short-term market cycles. It reflects a structural and enduring shift in retail, manufacturing, and supply chain models.

2. Relative Demand for E(g)ii), E(g)(iii) & B2 Uses

Demand for E(g)ii), E(g)(iii) and B2 accommodation remains strong across the West Midlands, particularly for advanced manufacturing, R&D, and SME industrial space. Coventry and Warwickshire are recognised centres for automotive innovation, electrification technologies, and high-value engineering.

However, occupier requirements increasingly integrate manufacturing, assembly, and distribution within a single operational footprint. Modern production models rely on warehousing for component storage, finished goods, and just-in-time logistics, ideally all within one building.

Restricting the site to E(g)ii)/E(g)(iii)/B2 only would risk limiting occupier flexibility and undermining the viability of integrated industrial operations. Enabling B8 alongside E(g)ii)/E(g)(iii)/B2 reflects modern business practices and supports the full lifecycle of production and distribution.

3. Rugby’s Strategic Appeal to B8 Occupiers

CENTRAL UK LOCATION AND NATIONAL REACH

Ansty Park, Coventry sits within the Rugby Borough. Rugby sits at the heart of the UK’s logistics ‘Golden Triangle’, centred on the intersection of the M1, M6, and M69 motorways. From this location, up to 90% of the UK population can be reached within a four-hour HGV drive, a key operational benchmark for national distribution.

Recent market reports consistently identify the Golden Triangle as the most sought-after location for national distribution centres, with low vacancy rates and sustained rental growth despite wider economic fluctuations. It is an extremely resilient and popular location with distribution occupiers because of these factors.

This central location enables operators to consolidate distribution into fewer, larger facilities, reducing transport costs and improving delivery times compared with peripheral locations.

Compared with other West Midlands locations, Rugby offers:

- Direct access to north–south and east–west freight corridors
- Proximity to major urban markets including Birmingham, Coventry, Leicester and Northampton
- Access to deep-sea ports via road and rail connections

This multi-modal connectivity has established Rugby as one of the UK's most significant logistics concentrations, with transport and storage representing the largest employment sector locally (ONS Business Register and Employment Survey). Given this nationally significant role, it is inconsistent for the Plan to restrict B8 use at one of the Borough's most strategically connected sites. The Development Needs Topic Paper acknowledges Rugby's logistics function but does not fully translate this strategic reality into flexible policy support at prime motorway-adjacent locations such as Ansty Park North.

4. Ansty Park as a Prime Logistics Location

STRATEGIC MOTORWAY CONNECTIVITY

The site benefits from immediate access to the strategic highway network, including the M6, M1, M69, A45 and A46, enabling efficient distribution across the Midlands and nationally.

Proximity to motorway junctions is a primary requirement for B8 occupiers, reducing travel times, fuel consumption, and congestion impacts. The site's location allows HGV movements to avoid residential areas while maintaining rapid access to strategic routes.

PROVEN TRACK RECORD OF LOGISTICS DELIVERY AT ANSTY PARK

Recent lettings at Ansty Park demonstrate the strength of demand for high-quality B8 logistics accommodation in this location. The Apollo scheme within Ansty Park has attracted major occupiers including Daals and JD Logistics, both of whom have expanded their presence following initial occupation, all within 2025.

Daals initially committed to Apollo 5 (300,039 sq ft) and occupied Apollo 4 (172,407 sq ft) on a temporary licence while fit-out works were completed. Having established operations and recognised Ansty Park's credentials as a premier logistics location, the company subsequently sought to secure Apollo 4 on a permanent basis.

JD Logistics followed a similar trajectory. After taking Apollo 7 in April 2025, the business expanded into Apollo 6, a 269,882 sq ft distribution unit, shortly after commencing operations.

Apollo 4 was the final unit to be let on the park and attracted significant interest from four separate parties, each with strong covenants, further evidencing the depth of occupier demand.

The success of this scheme demonstrates sustained occupier demand and confirms Ansty Park as a preferred logistics location.

LIVE EXPERIENCE

We are currently marketing Prospero, Ansty Park on a 'Build To Suit' basis. A substantial number of enquiries have been received for B8 use, as well as for a combination of B2 and B8 uses, demonstrating sustained and active occupier demand. As anecdotal evidence, we are tracking 26 live enquiries for Ansty Park, listed below in the table.

This live enquiry profile suggests materially stronger demand for B8 than alternative industrial formats at this location, reinforcing concerns that the current Plan may under-provide for this use class.

The table below presents the live enquiries for Ansty Park, categorised by size group:

USE CLASS	SIZE	LOCATION	OCCUPATION DATE
Below 100,000 sq ft			
B8	40,000 – 120,000	Birmingham, Rugby & Coventry	TBC
B8	80,000	Coventry	TBC
B2 & B8	50,000 – 65,000	Rugby + 10 miles	TBC
B8	50,000 – 80,000	M6 corridor	TBC
B2 & B8	90,000 – 110,000	Midlands	TBC
B2	50,000 – 100,000	West Midlands	2027
B2 & B8	60,000	West Midlands	TBC
B8	40,000 – 70,000	East & West Mids	2026
B2 & B8	35,000 – 45,000	M1	2026
Above 100,000 sq ft			
B2 & B8	100,000 – 200,000	East Midlands	2027
B8	250,000 – 350,000	East Midlands	2026
B8	90,000 – 120,000	M1	2027
B2 & B8	350,000 – 450,000	M1	2028
B8	100,000 – 350,000	Lutterworth + 25 miles	2028
B8	120,000 – 150,000	Coventry + 20 miles	
B8	125,000 – 175,000	Northampton + 20 miles	TBC
B8	150,000	Birmingham to Coventry	TBC
B8	110,000 – 140,000	Lutterworth + 20 miles	2028
B8	50,000 – 300,000	Rugby to Huntingdon to Luton	TBC
B8	150,000 – 250,000	Lichfield to Leicester to Coventry	2027
B2 & B8	100,000 – 200,000	Midlands	TBC
B8	180,000 – 220,000	Midlands	2027
B2 & B8	100,000 – 400,000	Birmingham + 20 miles	TBC
B2 & B8	100,000 – 200,000	Ansty Park	TBC

B8	150,000	Birmingham to Coventry	TBC
B2	150,000 – 300,000	Coventry & Rugby	TBC

A relevant case study to reinforce the need for B8 use is Barberry 50, a proposed 50,000 sq ft build-to-suit unit at Ansty Park with planning permission limited to E(g)(ii) and B2 uses. Since being launched to the market over two years ago, the scheme has struggled to attract occupier interest. In response, the developer, Barberry, has enhanced the building specification, sustainability credentials and marketing strategy, and introduced a 38-week fast-track delivery programme to improve appeal. However, the absence of B8 permission has materially limited the occupier pool and made securing development funding more challenging, as lenders and investors typically favour schemes with the flexibility to accommodate logistics occupiers. The experience of Barberry 50 therefore demonstrates how restricting use classes at Ansty Park can constrain occupier demand and hinder deliverability.

PRESENCE OF HIGH-VALUE OCCUPIERS

Ansty Park hosts global and national occupiers in logistics, manufacturing, and advanced engineering, reinforcing the park’s reputation as a high-value employment location. Anchored by the Manufacturing Technology Centre and the High Temperature Research Centre, and home to major occupiers including Meggitt, FANUC, AVL and the London EV Company, the park supports a cluster of aerospace, automotive, electrification, robotics, photonics and digital engineering sectors. Clustering effects provide supply chain efficiencies, shared infrastructure, and labour market depth, further enhancing the site’s attractiveness.

LABOUR MARKET SUPPLY

The site benefits from access to a substantial labour pool across Coventry, Rugby, Nuneaton, and North Warwickshire. Approximately 1.4 million working-age people live within a 30-minute drive time, providing a deep and flexible workforce suitable for shift-based logistics operations.

Labour availability is a critical factor for B8 occupiers, whose facilities often require large workforces across multiple shifts and increasingly demand technical and managerial skills.

5. Employment Evolution within B8 Sector

Modern logistics facilities are no longer characterised by low-skill, low-value employment. The sector has undergone rapid technological transformation, with roles now including.

- Automation and robotics technicians
- Data analysts and logistics planners
- Supply chain managers.
- IT and systems integration specialists

Smart warehouse technologies, including robotics, AI-driven inventory systems, and digital twin modelling, require skilled labour and offer higher wages than traditional warehousing roles. Enabling B8 uses therefore supports the creation of high-quality, future-proof employment, aligning with local economic development objectives.

The Development Need Topic Paper's treatment of B8 use does not fully reflect this evolution in employment quality and productivity. Limiting B8 provision at prime sites risks constraining access to these higher-value employment opportunities.

6. Long-Term Market Outlook for Industrial & Logistics Uses

Demand for centrally located logistics space is expected to increase over the long term due to:

- Continued growth in e-commerce
- Supply chain resilience and reshoring trends.
- Transition to low-carbon logistics and rail freight integration
- Population growth and consumer demand

CONSUMER SPENDING AND ONLINE RETAIL GROWTH

Oxford Economics forecasts continued growth in consumer expenditure:

- West Midlands: £128bn (2026) → £146bn (2036)
- East Midlands: £110bn (2026) → £122bn (2036)

Sustained increases in consumer spending support higher retail volumes, increased stockholding requirements, and greater distribution activity.

It is forecast that 34% of retail expenditure will be transacted online, reinforcing structural shifts in consumer behaviour. Market evidence indicates that every £1 billion of online retail expenditure requires approximately 775,000 sq ft of additional warehouse space, meaning online penetration alone will continue to generate substantial additional demand for B8 accommodation.

HOUSEHOLD GROWTH AS A STRUCTURAL DRIVER

Industry research indicates that each additional dwelling generates demand for approximately 69 sq ft of warehouse space to support associated consumption.

When considered alongside:

- Employment-led demand (c.26.5 million sq ft)
- Industrial support demand (c.7.7 million sq ft)
- Rising GVA and consumer expenditure

The evidence clearly demonstrates long-term, structurally embedded demand for logistics accommodation across the Midlands.

Rugby's central location, established infrastructure, and existing logistics ecosystem position it to remain a key national distribution hub for decades. Restricting B8 development in such a location would be inconsistent with market realities and national logistics patterns and may push blue-chip B8 occupiers to other boroughs.

CONCLUSION AND RECOMMENDATION

From an occupier and industrial market perspective, enabling a proportion of B8 use at the Northern Land, Ansty Park site is both justified and necessary.

The site's location within the Coventry-Rugby logistics corridor, exceptional motorway connectivity, proven occupier demand, strong labour supply, and alignment with long-term structural growth trends provide a strong case for B8 designation alongside E(g)ii, E(g)iii and B2.

Forecast employment growth, rising logistics GVA, increasing consumer expenditure, online retail expansion, and household growth all point to sustained demand for well-located logistics space across the Midlands. The site is ideally positioned to meet this need.

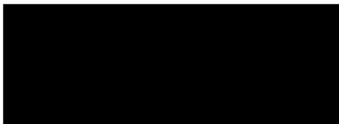
The Council's evidence identifies substantial industrial need, yet the spatial response does not fully align with the qualitative requirements of strategic B8 occupiers nor provide sufficient flexibility in prime locations. There is a clear risk that forward demand for B8 space is understated and that the current policy approach constrains deliverable supply at one of the Borough's most suitable logistics sites.

Allowing B8 use will:

- Support regional and national supply chains.
- Enhance employment opportunities across skill levels.
- Align with market demand and economic strategy.
- Future-proof the site against evolving industrial requirements

We respectfully request that the Local Planning Authority recognise the site's strategic suitability and enable B8 use accordingly.

Yours sincerely



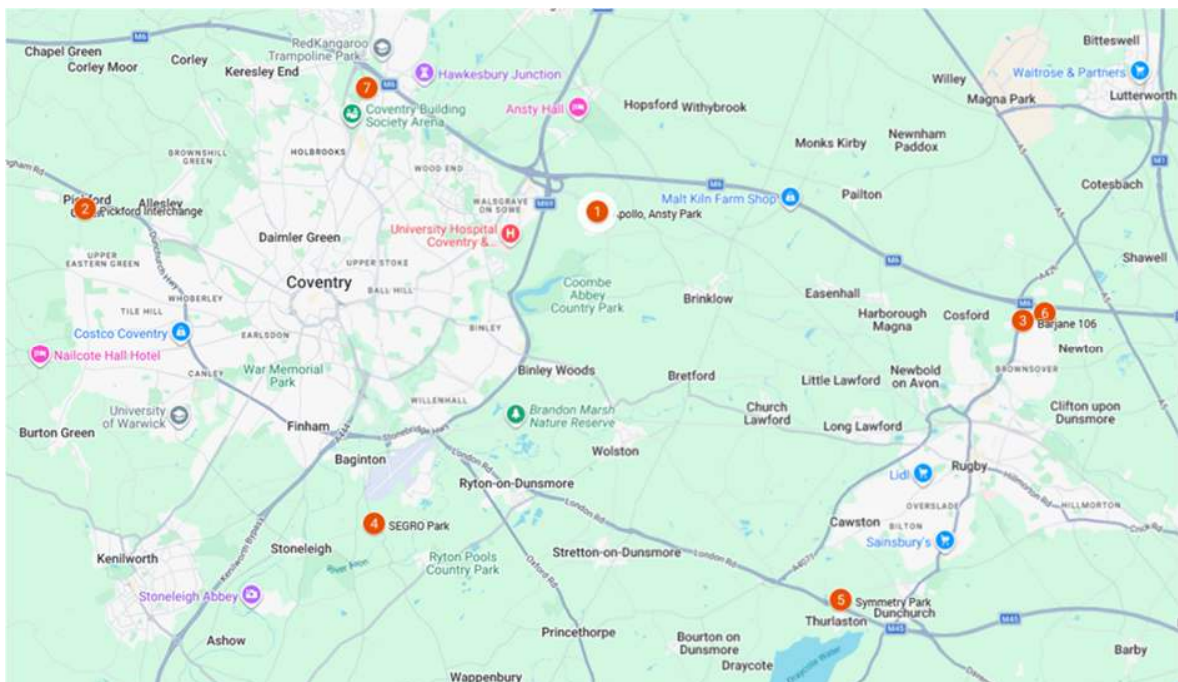
Charles Spicer
National Head of Industrial & Logistics Agency



Appendix A

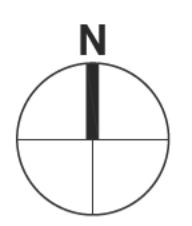
Newly Developed Logistics Units / Schemes

1. Apollo Ansty Park, Coventry CV7 9JU
2. Pickford Interchange, Coventry CV5 9AP
3. Barjane 106, Rugby CV23 0UY
4. SEGRO Park, Coventry CV8 3BB
5. Symmetry Park, Rugby CV23 9JR
6. Rugby 250 CV23 0WB
7. Panattoni Park, Coventry CV6 6HN





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LEGEND
 — SITE BOUNDARY

1 SITE LOCATION PLAN
 1:1250

REV	DATE	NOTES	PF	LP
01	01/12/2025	First Issue		

MICHAEL SPARKS ASSOCIATES
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 CHARTERED ARCHITECTS 020 7736 6162 WWW.MSA-ARCHITECTS.CO.UK

MANSE OPUS

PROJECT TITLE
LAND NORTH OF ANSTY PARK

CLIENT
MANSE OPUS

DOCUMENT TITLE
SITE LOCATION PLAN

SCALE
1:1250 @ A1

DATE 09/12/25
 DRAWN PF
 CHECKED MS

DOCUMENT NUMBER
32217-MSA-FE-00006

STATUS
FEASIBILITY

REV
01



Appendix C

Atlas RE Letter - Marketing & Viability Report

V Turnbull
Opus Land
Opus Studios
5-7 High Street
Henley in Arcen
B95 5AA

4 March 2026

By Email

Dear Victoria

MARKETING AND VIABILITY REPORT, LAND AT ANSTY NORTH, RUGBY

Thank you for asking us to report to you with our views on the marketability and viability of the proposed development. We set out below a review of the industrial logistics market and an analysis of this in relation to the viability of the proposed scheme.

Location

Ansty Business Park is an award winning business park and is generally considered to be one of the West Midlands' premier high specification manufacturing and logistics locations. The park extends to approximately 296 acres and is strategically positioned adjacent to M6 Junction 2 and M69 Junction 1, providing excellent access to the UK's motorway network.

The proposed development site is situated to the north of Ansty Business Park. The development will essentially form an extension to the park and will be accessed from one of the parks principal estate roads, Airfield Drive.

The park is located at the centre of the logistics, manufacturing, automotive and aerospace sectors in the UK with 90% of the population reachable within a four hour drive time. The M1 is easily accessible via the M6 and M69 in less than 20 minutes, providing excellent connectivity to London and the wider UK, whilst both Daventry International Rail Freight Terminal (DIRFT) and Hams Hall Rail Freight Terminal can be reached within approximately 20 minute drive.

Coventry, as the closest conurbation, has an area population of over 930,000, which has grown by 10% in the last 10 years. The population is forecast to grow by a further 5.2% up to 2030.

Situation

The proposed development will be situated directly to the north of Ansty Business Park and will be accessed off Airfield Drive.

Ansty Park is already home to a number of national and international logistics and manufacturing operators including Jingdong Logistics, Daals, Meggitt, Cadent, Rolls Royce, Polestar, AVL, Travis Perkins, FANUC, Sainsbury's, AVL, MTC, LEVC and Staircraft.

Description

The development is to comprise an employment park with an allocation for employment use up to 75,000 sq.m (807,300 sq.ft).

The proposed development is to be set within a managed, high quality landscaped environment.

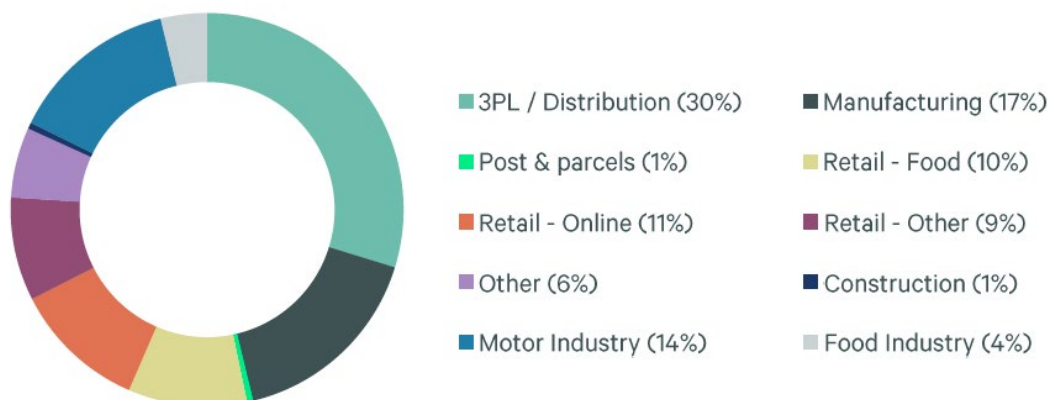
Currently the proposed uses on the park will be limited to classes B2, E(g)(ii) and E(g)(iii) of the Town and Country Planning (Use Classes) Order 1987 (as amended) with ancillary E(g)(i) uses.

UK Logistics Market

2025 saw a sustained recovery in logistics take up throughout the year with take up totalling circa 33 million sq.ft. This was an increase on both 2023 and 2024 volumes by 16% and 13% respectively year on year. Take up for 2025 was also 27% ahead of the long term, pre Covid average, signifying a turning point following a post-pandemic market correction. At the end of 2025 there was also approximately 8.5 million sq.ft of transactions under offer, which will continue this positive trend into 2026.

The largest element of take up was in units of 100,000 – 300,000 sq.ft at 52%, the largest share recorded since 2011. The third party logistics/distribution sector (B8 use) accounted for 30% of take up, retail and food sector (B8 use) was a further 30% and manufacturing (B2 use) was 17%. A summary of all the industrial and logistics sectors is set out below:

UK Logistics take-up by sector, 12 months to end Q4 2025



West Midlands Industrial Take Up

The West Midlands saw industrial take up continue 2024's positive performance, with take up totalling 5.2 million sq.ft, which is 28% ahead of the long term, pre-Covid average.

Of the 5.2 million sq.ft transacted, 45% was new build speculative development, 35% was second hand space and 20% was build to suit space. There was a 26% decrease in the amount of second hand space transacted in contrast to a 30% increase in new build space, which highlights the growing demand from occupiers for quality new build product with high levels of sustainability.

Occupier activity in the region for 2025 was primarily driven by third party logistics operators (B8 use) accounting for 56% of activity. Manufacturing (B2 use) was similar to the national average at only 18%.

Vacancy in the region also fell to 5.05% which is well below the national average of 7.08%.



Industrial Investment Market

Industrial investment volumes rebounded to £3.9 bn in Q4 2025, the strongest quarter since Q4 2021 and 56% above the 5 year average. This lifted the total annual investment volume to £8.7 billion, up 4% on 2024, although despite the strong year end, 2025 was 14% below the five year average.

With debt markets showing increasing liquidity for logistics assets and borrowing costs easing, with a further 0.50-0.75 bps of rate cuts expected in 2026, investor confidence is expected to continue to strengthen.

Speculative industrial development in 2025 has remained subdued with space under construction reducing by 65% from its peak in Q2 2022. That said with occupier demand and take up increasing both institutional and private equity investors are starting to consider the funding of speculative industrial development again. This investor demand is focused on prime locations, best in class product and unrestricted uses (B2 and B8), which when combined represent the most attractive product for occupiers, thereby significantly reducing the leasing risk.

We are currently aware of the following investors that will consider funding speculative industrial development.

- NFU Mutual
- M&G
- Blackstone
- Tristan Capital
- Clarion
- Legal & General

Viability Analysis Ansty North

When considering the viability of the proposed development the main concern we have is the current restriction to E(g)(ii), E(g)(iii) and B2 use. As you can see from the take up statistics above, Manufacturing / B2 use only represents circa 18% of industrial take up in the region, contrasting with B8 uses dominating the take up. Limiting the site to E(g)(ii), E(g)(iii) or B2 use will therefore severely restrict the demand for the proposed scheme.

This restriction will also impact the ability to speculatively fund the scheme. A restriction on use will limit investor demand given this will rule out the bulk of the occupational demand in the region. In addition B2 occupiers are increasingly demanding build to suit opportunities due to specific requirements on power provision, unit sizes and specification (including office content, loading provision, height of the building and parking). As a result speculatively developing a B2 unit will pose significant risk that it is not fit for purpose for B2 occupier demand with the propensity for the building to sit vacant and unoccupied for a considerable time.

This has been evidenced recently in Barberrry Developments proposed 4,714 sq.m (50,750 sq.ft) unit on Ansty Business Park, which is limited to B2 use. Barberrry recently instructed BNP Paribas to market the unit for speculative funding but no proposals were received from potential funding partners due to the restriction on use.

By contrast we have recently agreed terms for Manse Opus with an institutional investor to speculatively fund Plots 4 and 9 at Ansty Business Park, which benefit from B1, B2 and B8 use. The institution cited the unrestricted use alongside the location and specification of the proposed developments as the main reasons behind its decision to provide funding.

We are of the opinion that if up to 50% of the scheme benefitted from unrestricted E(g)(ii), E(g)(iii), B2 and B8 use, there would be the potential to speculatively fund all of this element, as Manse Opus achieved on the Prospero scheme at Ansty Business Park. This scale of funding would also allow for



all of the site's infrastructure to be put in place at day one (servicing, estate roads etc), which would pump prime the remaining 40% of the scheme which could be restricted to E(g)(ii), E(g)(iii) or B2 use only.

We would recommend given the weight of demand for units of 100,000 – 300,000 sq.ft that a first phase offering two units between 100,000 sq.ft and 200,000 sq.ft be designed, which we believe would receive strong interest from the investment market for speculative funding, but only if B8 use is permitted alongside E(g)(ii), E(g)(iii) and B2. The site development could be phased with Units 1 and 2 developed first, together with the access road infrastructure.

Conclusion

In analysing this potential development, we have taken into account the key occupational and funding themes which need to be considered when assessing the schemes viability, these include:


- Occupational take up in the region is dominated by B8 users with B2 users only accounting for circa 17% of the annual take up.
- B2 users predominantly require build to suit units, which are specific to the occupiers' requirements. This results in units being developed on a plot by plot basis and limits the scope for large scale speculative development of the scheme.
- Investors will only consider speculatively funding schemes with unrestricted use. A scheme which is limited to E(g)(ii)/E(g)(iii)/B2 use will not be fundable on a speculative basis, as evidenced by Barberry Developments' unit at Ansty Business Park.
- The inability to speculatively fund on a meaningful scale will impact on the viability of the scheme given the significant cost of the sites' infrastructure required.

Given the weight of occupational evidence outlined above and the requirements from investors considering speculative funding for unrestricted use, we would strongly recommend a case be put to the Local Planning Authority to lift the restriction on use to include B8 for up to 50% of the proposed scheme. This will enable the recommended first phase of the development to be funded but importantly will enable the site's infrastructure to be completed as part of the initial development, which will provide access to the remaining E(g)(ii)/E(g)(iii)/B2 only element of the scheme for future build to suit development.

I hope the above provides you with a helpful overview of our thoughts.

Should you have any queries on the above please do not hesitate to contact me.

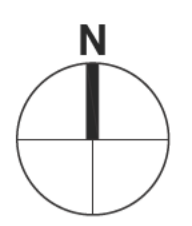
Yours sincerely


BEN BLACKWALL
Director
Atlas RE LTD





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LEGEND
 — SITE BOUNDARY

1 SITE LOCATION PLAN
 1:1250

REV	DATE	NOTES	PF	LP
01	01/12/2025	First Issue		

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PROJECT TITLE
LAND NORTH OF ANSTY PARK

CLIENT
MANSE OPUS

DOCUMENT TITLE
SITE LOCATION PLAN

SCALE
1:1250 @ A1

DOCUMENT NUMBER
32217-MSA-FE-00006

STATUS
FEASIBILITY

REV
01



Appendix D

Utility Infrastructure Statement



Where
buildings
come alive

MANSE OPUS

Site ID: 14, North of Ansty Park

251484

**Utility Infrastructure Statement
For Planning**



Sustainability at our core.

Document Revision History			Ref	254184 – North of Ansty Park	
Rev	Author	Verification By	Date	Suitability	Comments / Status
A	R. Ho	A. Cox	20/02/2026	S3	For Planning Submission
B	R. Ho	A. Cox	04/03/2026	S3	Updated per client's comments – for Planning Submission

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Utility Statement

1.0 Introduction

1.1 This project is for the development known as 'Site ID: 14, North of Ansty Park' comprising of commercial units for B2/B8/E(g)(ii)/E(g)(iii) use and associated development including drainage, earthworks, highway, landscaping and other associated works.

This utility statement has been produced on behalf of Manse Opus (Ansty) LLP with regards to the planning application. The statement has been prepared in order to appraise the natural gas, water, electricity and Openreach/Telecoms networks and their availability for the proposed development.

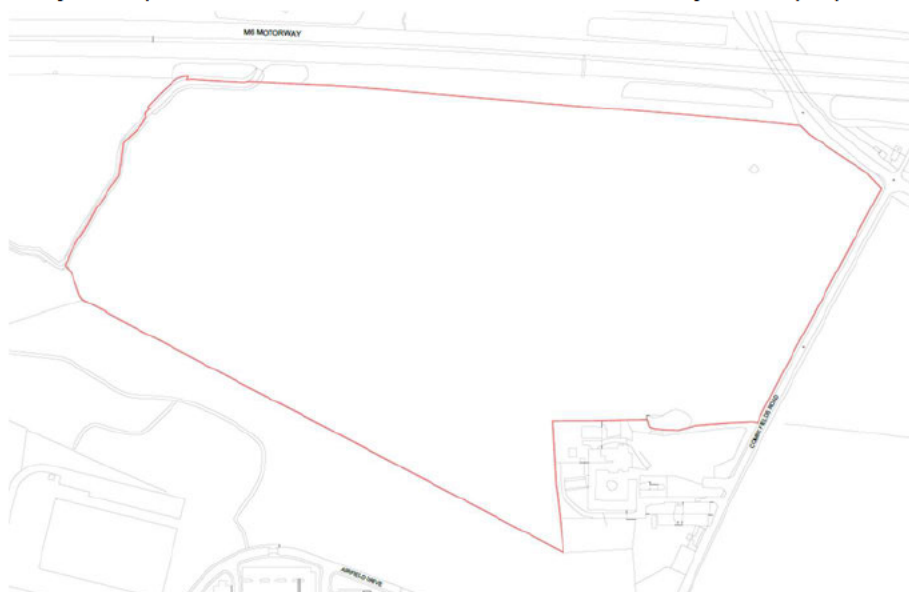


Figure 1 - Proposed Site Layout Plan

2.0 Gas (Cadent)

2.1 Record drawings show no existing gas services in the area proposed for development, therefore no diversions would be required. There is local Gas infrastructure located on the existing Ansty site to the south.

2.2 It is proposed to feed the site from the existing medium pressure gas network routed up through Airfield Drive; the gas services will terminate within the site boundary with a new pressure reducing station to provide low pressure natural gas to the facilities inclusive of a billing gas meters.

The intention being that the gas is provided for any future process loads, if required. It would not be used for general building heating.

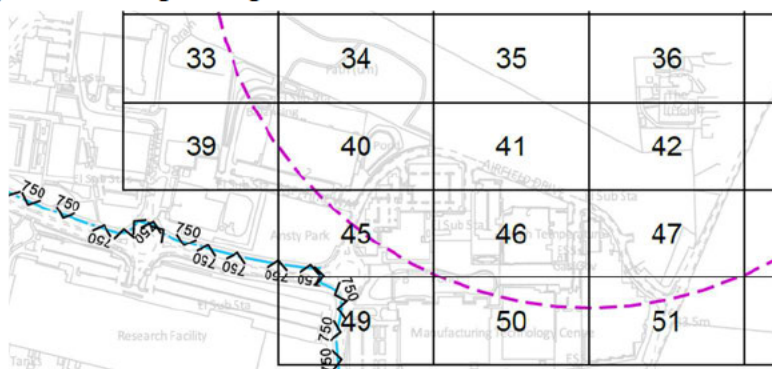


Figure 2 - Record Drawing of Cadent Gas

Utility Statement

3.0 Water (Severn Trent Water)

- 3.1 Record drawings show no existing water services in the area of the proposed for development, therefore no diversions would be required. There is local water infrastructure located on the existing Ansty site to the south of the development and Combe Fields Road to the East.
- 3.2 It is proposed that the site supplied from this existing water network via the southern boundary. The water service connection will terminate within site with a new billing water meter.

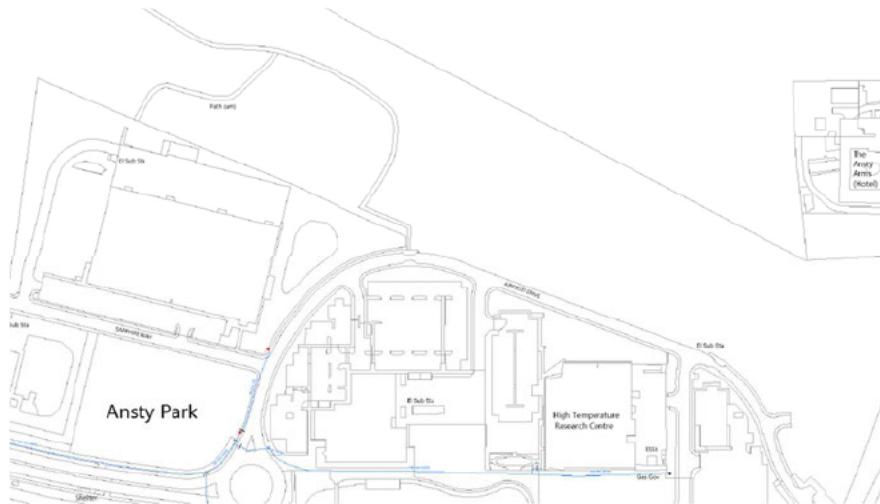


Figure 3 – Record Drawing of Severn Trent (Clean Water)

- 3.3 A drainage line crosses the top-right corner of the proposed development area. It is recorded as a combined sewer and appears to serve the nearby hotel/pub via a pump station. The Civil Engineer will assess the feasibility and implication of diverting or modifying this asset.



Figure 4 – Record Drawing of Severn Trent (Waste Water)

Utility Statement

4.0 Electricity (National Grid-NGED)

- 4.1 An existing 132kV electricity pylon is located to the north-east of the site. The buildings will be positioned to avoid the power lines with safety clearance distances between this pylon and the proposed buildings being verified with NGED.
- 4.2 33kV underground cables run along the southern boundary of the site. These cables are likely to require lowering at the site entrances and/or diverting. The final building positions and discussions with NGED will dictate whether these cables remain in place and are avoided or whether they are diverted along the new spine roads. NGED easements/wayleaves will be respected in all cases.
- 4.3 There are 11kV overhead lines crossing the site from east to west. To divert these, options include running them around the perimeter of the site or routing them through the road network to cross the development. Either solution would respect the easements/wayleaves and liaison with NGED.
- 4.4 A 33 kV to 11 kV primary substation is located to the east of Ansty Park, along Combe Fields Road. This substation currently serves buildings across the existing Ansty Park and is likely to be used to supply the proposed development.

Power to the site is expected to be supplied from existing 11 kV network cables or a new circuit run from the existing 11kV primary substation, these will feed new on-site 11 kV substations for the buildings. The new substations will be positioned along the southern boundary to allow NGED maintenance access. From the substations, private cables will be installed to serve the private transformers and buildings.

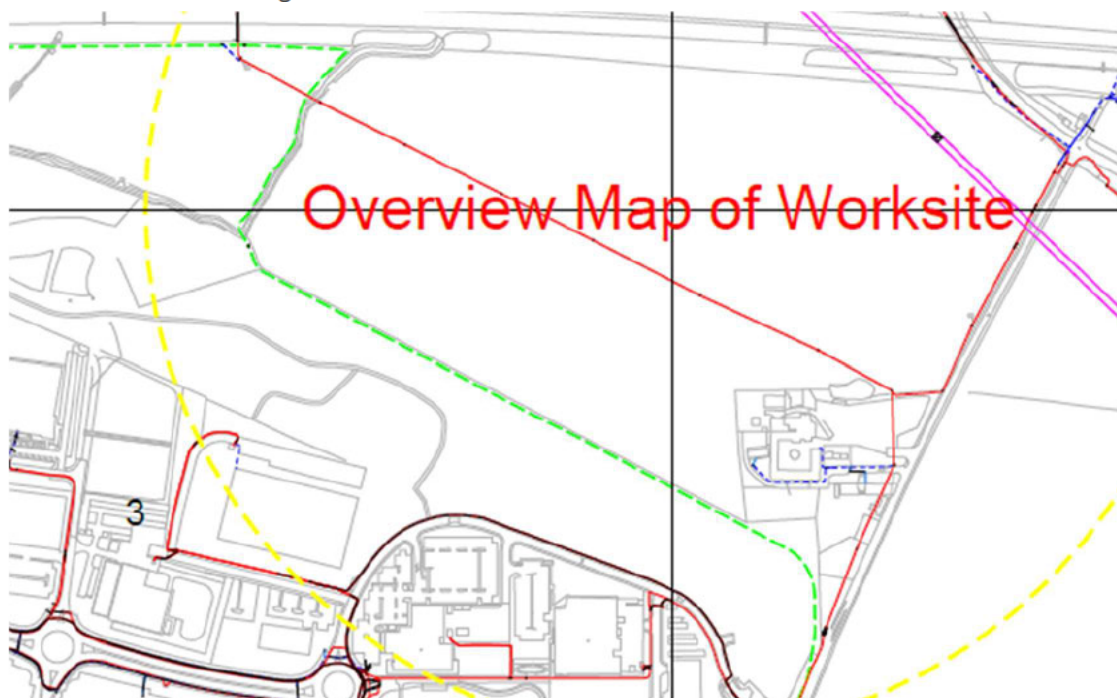


Figure 5 – Record Drawing of National Grid
 Purple – 33KV overhead, Green – 33kV underground, Red – 11kV underground

Utility Statement

5.0 Telecommunications

5.1 Record drawings show no existing BT Openreach or Virgin media services in the area of the proposed for development, therefore no diversions would be required. The closest BT Openreach telecommunication infrastructure is located beneath Combe Fields Road, as shown on the BT Openreach record drawings. Within Airfield Drive, below-ground BT and alternative cable ducts are already provided and connect into the BT network within Combe Fields Road and the wider Ansty site. This duct network will allow the proposed development to connect to the BT Openreach infrastructure, enabling high-speed fibre connectivity to the local exchange and providing the occupier with flexibility for diverse routing if required.

Additional communications ducts are also present at the north-east of the site along the B4029, allowing the occupier to obtain services from Virgin Media or another alternative telecom provider if preferred.

Telecommunications services for the proposed buildings will be arranged and ordered directly by the occupiers using the installed cable ducts.

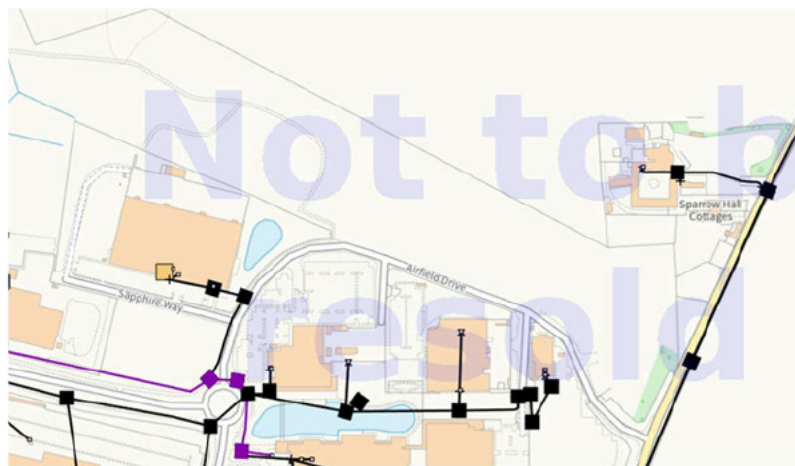
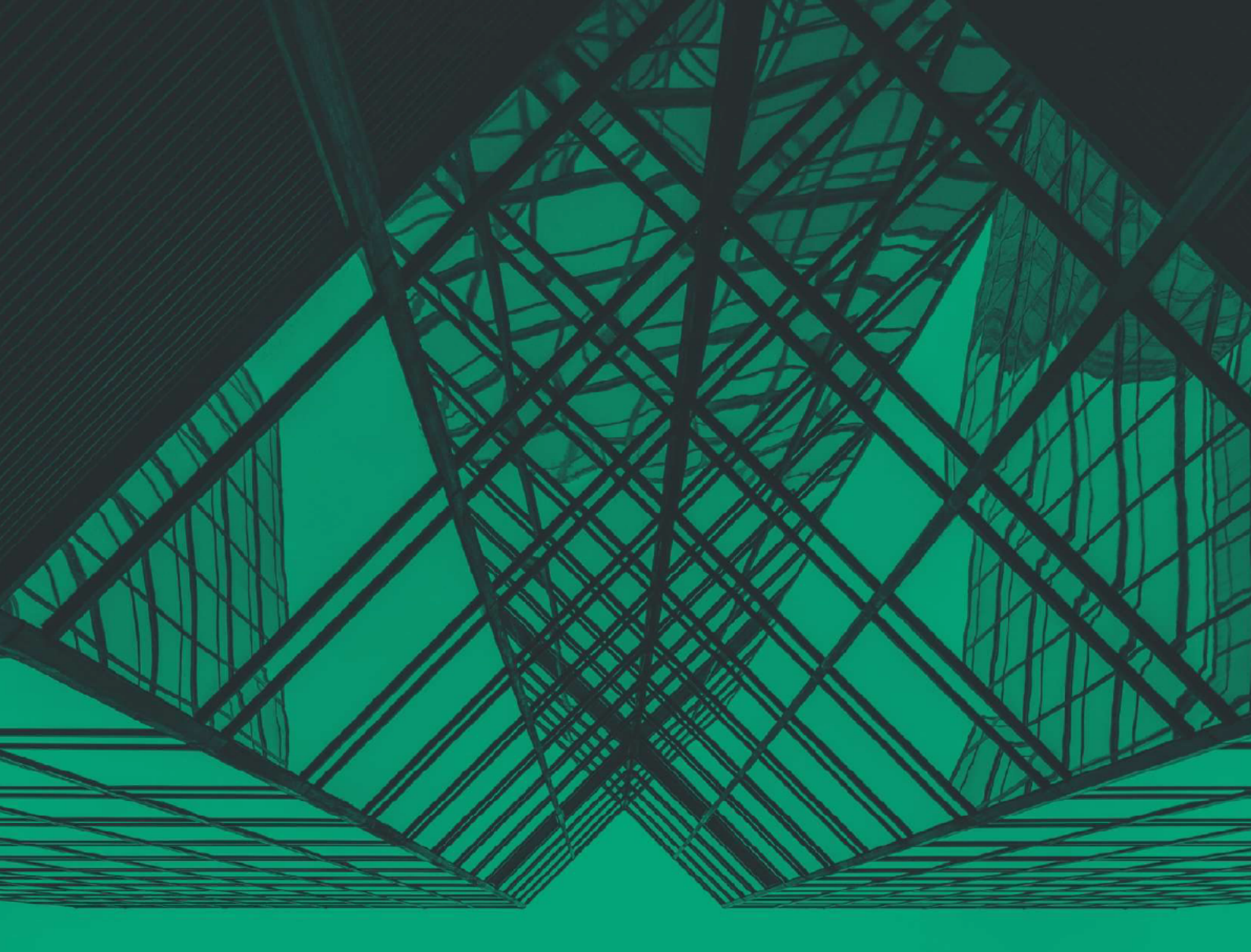


Figure 6 - Record Drawing of BT Openreach



Figure 7 - Record Drawing of Virgin Media



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