



Planning Policy
Shropshire Council
PO Box 4826
Shrewsbury
SY1 9LJ

Date 11 June 2024

Our Reference: 161835D

Sent via email to:
planningpolicy@shropshire.
gov.uk

Dear Sir / Madam

**Shropshire Local Plan
Consultation on Key Documents Prepared (June 2024)**

Please find enclosed representations made by tor&co on behalf of Harrow Estates.

The submission has been made electronically by email to the Shropshire Planning Policy email address on the following documents:

- Updated Additional Sustainability Appraisal.
- Updated Housing and Employment Topic Paper.
- Updated Greenbelt Topic Paper.

In line with the requirements contained within the Consultation Guidance Note a single Part A (Personal Details) form has been submitted together with 3No Part B (Your Response) forms covering the three documents noted above.

Each of these forms is accompanied by a separate Question 4 Consultation Response document covering the Sustainability, Employment, and Green Belt documents.

The Employment and Green Belt Consultation Response documents also references the 'Shifnal Delivery Statement' produced by Stoford, the Development Partner for the proposed employment allocation in Shifnal (Site Ref: SHF018b and SHF018d). A copy of which is attached to this submission.

We look to receiving confirmation of receipt of the submissions.

Yours sincerely

Will Charlton BSc(Hons) DipTP MRTPI
Technical Director

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Draft Shropshire Local Plan
Consultation Response – Updated
Housing and Employment Topic Paper

Harrow Estates
June 2024

tor
&CO

Part B: Your Response

Please complete a separate **Part B form** for each response that you wish to make. One **Part A form** must be enclosed with your **Part B form(s)**.

To assist in making a response, separate **Guidance** is available on the Council's website. Responses should be returned by **5:00pm on Tuesday 11th June 2024**.

Name and Organisation:	Harrow Estates c/o tor&co
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Q1. To which document(s) does this response relate?

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b. Updated Additional Sustainability Appraisal of the Draft Shropshire Local Plan Report.	<input type="checkbox"/>
c. Updated Housing and Employment Topic Paper.	<input checked="" type="checkbox"/>
d. Updated Green Belt Topic Paper.	<input type="checkbox"/>

Q2. To which paragraph(s) of the document(s) does this response relate?

Paragraph(s):	All paragraphs specifically including 13.5, 16.5, 16.7, 16.13, 16.15 – 16.48, 16.52, 16.57 and 16.58.
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Q3. Do you consider the document(s) are:

- A. Legally compliant Yes: No:
- B. Sound Yes: No:

Q4. Please detail your comments on the specified document(s).

Please be as precise as possible.

Question 3 answers : Legally compliant and Sound – Yes.

Question 4 answers : Please see the attached.

Question 5 answer: Yes.

(Please continue on a separate sheet if necessary)

Please succinctly provide all necessary evidence and information to support your response. After this stage, further submissions may only be made if invited by the Planning Inspectors, based on the matters and issues identified for examination.

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No, I do not wish to/consider it necessary to participate in hearing session(s)

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The Inspectors will determine the most appropriate procedure to consider comments made during this consultation.

Introduction

This document comprises representations submitted to the Shropshire Local Plan Review in relation to the consultation focusing on the additional material prepared in response to the interim findings of the Inspectors.

The representations are made on behalf of Harrow Estates, due to their interest in promoting land parcels to the east of Shifnal, which are within the ownership of Ruckley Estate. Given the sites ideal location to serve Shropshire, Staffordshire and the Black Country, Stoford have become delivery partners of Harrow Estates. Stoford have a strong track record of delivering employment floorspace within the region, including for Black Country occupiers,

The representations demonstrate support for the Shropshire Local Plan Review and the proposed employment allocations SHF018b and SHF018d.

Updated Housing and Employment Topic Paper

- 1.1 Shropshire Council's acknowledged need as identified is to progress a 'high growth' and 'urban focus' spatial strategy. This includes specific contributions of 1,500 dwellings and 30 hectares of employment land to support the unmet needs forecast to arise in the Black Country. This is strongly supported and is considered to be appropriately justified by the evidence base previously prepared together with that which forms part of the current consultation process.
- 1.2 As part of the request from the Inspectors, options for the employment land requirement have been updated and re-assessed by Shropshire Council. The Updated Housing and Employment Topic Paper notes that three options were identified as part of the Sustainability Assessment. This included the consideration of the baseline; uplifts of 0%, 10% and 15% above the baseline and all the options with and without the proposed contribution of 30 hectares of employment land to meet the forecast unmet need arising from the Black Country.
- 1.3 It is considered that the above, which accords with the Updated Additional Sustainability Appraisal, is an appropriate method which is consistent with requirements.
- 1.4 The Updated Housing and Employment Topic Paper justifies the continuation of the 'high growth' option for the employment land requirement as well as the 'urban focus' previously identified and contained in the submission version of the draft Shropshire Local Plan, together with the need to provide an uplift of 20 hectares and the continuation of the 30 hectare contribution towards the unmet employment land need forecast to arise in the Black Country.
- 1.5 Reflecting the conclusions summarised within the Topic Paper, the revised spatial strategy for the level and distribution of development across Shropshire proposed to be set out in draft Policy SP2 of the Local Plan identifies an employment land requirement of a minimum of 320ha between 2016 and 2038, of which 30ha is a contribution towards the unmet needs from the Black Country.

- 1.6 The Inspectors previously concluded that any proposal to meet the unmet need of the Black Country would need to be provided on a specific site or sites. The Updated Additional Sustainability Appraisal, which is dealt with within separate representations, appropriately concludes that this specific need can be met at the Land east of Shifnal Industrial Estate, Shifnal site (SHF018b & SHF018d).

Employment Land Need

- 1.7 Oxford Economics initially provided early forecasting of jobs growth for Shropshire Council which then formed the basis of the Economic Development Needs Assessment (EDNA). The Updated Housing and Employment Topic Paper notes that the EDNA identified scenarios including labour supply and labour demand.
- 1.8 However, Updated Housing and Employment Topic Paper notes that the assessments of employment need were lower than previous trends in Shropshire and accordingly the original Employment Topic Paper used trend data to adjust the presumptions based on previous delivery. Thus increasing the accuracy of the forecast.
- 1.9 This is considered to be an appropriate and more accurate approach to take.

Black Country Unmet Need

- 1.10 The Updated Additional Sustainability Appraisal appropriately assesses two options relating to the unmet employment needs forecast to arise in the Black Country. The first option is zero contribution; with the second option to contribute 30 hectares.
- 1.11 The conclusion reached was that a contribution of 30 hectares was the most appropriate. The reasons summarised in the Updated Housing and Employment Topic Paper at paragraph 13.5 are considered to be sound and are strongly supported:
- Positively responds to the geographic, infrastructure and commuting relationships between Shropshire and the Black Country.
 - Contributes to the unmet employment needs of the Black Country and supports the growth of the west of the region.
 - Achieves positive sustainable impacts.
 - Any potential negative sustainable impacts can be reduced through mitigation.
 - Positively responds to the Duty to Cooperate process.

Accommodating the Black Country Unmet Need

- 1.12 To inform identification of the site or sites to accommodate the proposed contribution of 30ha of employment land towards the unmet employment land need from the Black Country, Shropshire Council quite rightly undertook additional assessment work.

- 1.13 Appropriately the first consideration, as detailed at paragraph 16.5 of the Updated Housing and Employment Topic Paper, was geography to ensure that the area being considered was suitable. The considerations as listed in paragraph 16.5 are considered to be appropriate and are supported as part of the first level considerations.
- 1.14 This found that the east and central parts of Shropshire at the larger settlements were the most likely to be able to accommodate the need.
- 1.15 Following the identification of a geographical area, Shropshire Council re-assessed all available sites through the Updated Additional Sustainability Appraisal. The considerations as listed in paragraph 16.7 are considered to be appropriate and are supported, being in line with previous assessments.
- 1.16 The assessment concluded that the specific Black Country need can be met at the Land east of Shifnal Industrial Estate, Shifnal site (SHF018b & SHF018d).
- 1.17 As the site is located within the Green Belt, all other alternatives have had to be considered. Shropshire Council identify at paragraph 16.13 that this was undertaken as part of the Updated Additional Sustainability Appraisal. Comments on which are provided within separate representations.

Identification of Land east of Shifnal Industrial Estate

- 1.18 The reasoning behind the identification of the Land east of Shifnal Industrial Estate, Shifnal site as being appropriate, as detailed between paragraphs 16.15 and 16.48 of the Updated Housing and Employment Topic Paper, as listed below, are considered sound and are strongly supported:
- Role within the draft Shropshire Local Plan
 - Sustainability of the Settlement
 - Location
 - Connectivity
 - Scale of Development
 - Economic Growth Strategy
 - Proximity to Growth Sectors
 - Demand for Employment Sites
 - Opportunity to Support the Role of Shifnal
 - Supporting the Vision and Spatial Strategy of the Draft Local Plan
- 1.19 Shifnal, as an urban area, is identified as a Key Centre within the draft Shropshire Local Plan for investment, employment, housing and development in the east of the County. Due to Shifnal's role within the draft Local Plan, and its strategic location, Shropshire Council's identification that the settlement is well-suited to accommodating employment development is correct.
- 1.20 The proposal to increase employment provision in Shifnal will also help readdress the imbalance that has occurred where housing growth in the town hasn't been supported by sufficient levels of employment growth. This has resulted in the town becoming more unsustainable through outward commuting, whilst also increasing the dormitory nature of the town.

- 1.21 Shifnal is located in the east of the County in close proximity to two of the growth corridors identified and is extremely accessible with road (M54 / A5) and rail links to Shrewsbury and Shropshire to the west and to the Black Country and beyond to the east. The geographic location of Shifnal is therefore extremely important in meeting the unmet employment need for the Black Country.
- 1.22 Additionally, Shifnal being located in the east of Shropshire is will located to other strategic employment locations including the RAF Cosford; t54 at Telford; i54 at Junction 2 of the M54; and the emerging West Midlands Interchange. Shifnal, due to its location, size and potential to accommodate different scales of employment opportunities, is therefore well located / placed to meet the needs of organisations wanting employment space within Shropshire and the Black Country.
- 1.23 Due to the connectivity of the town, whether via rail or road, Shifnal provides an excellent commuting location. Whilst the existing lack of employment opportunities within the town means that an increased employment base providing a wider form and type of employment opportunities will help reduce outward commuting, thus reducing the dormitory character of the town.
- 1.24 The town of Shifnal has a range facilities, services and infrastructure which support the town. The introduction of additional employment (and additional housing) will help provide a more sustainable community, with the potential for increased facilities, services and infrastructure being delivered as part of further development.
- 1.25 A 'Shifnal Delivery Statement' produced by Stoford, the Development Partner for the proposed employment allocation in Shifnal (Site Ref: SHF018b and SHF018d) is attached to this submission.
- 1.26 This explains further at Chapter 5 why Shifnal is an appropriate location to meet local needs as well as those of unmet from the Black Country. It also includes details at Chapter 4 of Stoford's own market knowledge whilst also referencing the Local Plan evidence base. This further evidences the site's suitability, availability and deliverability for commercial development.

Assessment of Alternatives

- 1.27 Comment is not made within these representations on the appropriateness or not of the other specific sites considered within the Updated Additional Sustainability Appraisal as identified within paragraph 16.52 of the Updated Housing and Employment Topic Paper. However, the approach taken by Shropshire Council as detailed in paragraphs 16.57 and 16.58 is considered to be reasonable, justifiable and sound.

Conclusion

- 1.28 The Updated Additional Sustainability Appraisal concludes that the high growth plus Black County unmet need option is the most sustainable. Whilst the Updated Housing and Employment Topic Paper appropriately confirms that there is a local need of 250 hectares; a 15% uplift above local needs of 40hectares; and a contribution of 30 hectares towards the unmet employment land needs of the Black Country.

- 1.29 The Inspectors previously concluded that any proposal to meet the unmet need of the Black Country would need to be provided on a specific site or sites. It is considered that the identification of the 39 hectares of land at the Land east of Shifnal Industrial Estate, Shifnal site is an appropriate and justified approach which will meet not only locally arising need but also those from the Black Country.
- 1.30 Shifnal is strategically located in the east of Shropshire and is a large town able to accommodate additional employment (and housing). It is in close proximity to two of the growth corridors identified and is extremely accessible via road and rail links to Shrewsbury and Shropshire to the west and to the Black Country and beyond to the east.
- 1.31 The 'Shifnal Delivery Statement' produced by Stoford, the Development Partner for the proposed employment allocation in Shifnal (Site Ref: SHF018b and SHF018d) provides further details and explanation as to why the approach taken is appropriate and why the site at Shifnal is a positive response to the employment land requirements of Shropshire.
- 1.32 As detailed within the Shifnal Delivery Statement Land east of Shifnal Industrial Estate, Shifnal site is suitable, available and deliverable to meet the requirements of the draft Local Plan and the needs identified within the supporting evidence base.



Draft Shropshire Local Plan
Consultation Response – Updated
Green Belt Topic Paper

Harrow Estates
June 2024

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Part B: Your Response

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To assist in making a response, separate **Guidance** is available on the Council's website. Responses should be returned by **5:00pm on Tuesday 11th June 2024**.

Name and Organisation:	Harrow Estates c/o tor&co
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Q1. To which document(s) does this response relate?

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Q2. To which paragraph(s) of the document(s) does this response relate?

Paragraph(s):

Q3. Do you consider the document(s) are:

- A. Legally compliant Yes: No:
- B. Sound Yes: No:

Q4. Please detail your comments on the specified document(s). Please be as precise as possible.

Question 3 answer: Legally compliant and Sound – Yes.

Question 4 answer: Please see the attached.

Question 5 answer: Yes.

(Please continue on a separate sheet if necessary)

Please succinctly provide all necessary evidence and information to support your response. After this stage, further submissions may only be made if invited by the Planning Inspectors, based on the matters and issues identified for examination.

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Introduction

This document comprises representations submitted to the Shropshire Local Plan Review in relation to the consultation focusing on the additional material prepared in response to the interim findings of the Inspectors.

The representations are made on behalf of Harrow Estates, due to their interest in promoting land parcels to the east of Shifnal, which are within the ownership of Ruckley Estate. Given the sites ideal location to serve Shropshire, Staffordshire and the Black Country, Stoford have become delivery partners of Harrow Estates. Stoford have a strong track record of delivering employment floorspace within the region, including for Black Country occupiers,

The representations demonstrate support for the Shropshire Local Plan Review and the proposed employment allocations SHF018b and SHF018d.

Updated Green Belt Topic Paper

- 1.1 Shropshire Council's acknowledged need as identified is to progress a 'high growth' and 'urban focus' spatial strategy. This includes specific contributions of 1,500 dwellings and 30 hectares of employment land to support the unmet needs forecast to arise in the Black Country. This is strongly supported and is considered to be appropriately justified by the evidence base previously prepared together with that which forms part of the current consultation process.
- 1.2 It is recognised that the eastern section of Shropshire forms part of the West Midlands Green Belt. It forms part of the wider West Midlands Metropolitan Green Belt which surrounds the West Midlands conurbation and Coventry. Given the urban focus of development, which would mean that development is directed towards the proposed Strategic Centre of Shrewsbury, proposed Principal Centres, proposed Key Centres and proposed Strategic Settlements.
- 1.3 The Planning Inspectors concluded that there is a need to identify specific sites to accommodate any proposed contributions to unmet needs forecast to arise in the Black Country. The location of which should be informed by additional Sustainability Appraisal and site assessment work.

Shifnal

- 1.4 As part of this work and consistent with the previous approach, the Land east of Shifnal Industrial Estate, Shifnal site (SHF018b & SHF018d) has been appropriately identified to accommodate the unmet needs forecast to arise within the Black Country. The site is identified to accommodate the entirety of the 30 hectare unmet need forecast to arise within the Black Country as well as local need to accommodate local Shropshire need.
- 1.5 Given the site's location within the Green Belt exceptional circumstances have been appropriately demonstrated by Shropshire Council in relation to both Shropshire local need and contributions to the forecast unmet needs of the Black Country. These are summarised in paragraphs 9.23 and 9.24 of the Green Belt Topic Paper.

- 1.6 It is agreed that the nature and scale of development within the proposed settlement strategy will maintain and enhance Shifnal's role as a Key Centre. Moreover the site represents an excellent opportunity to ensure that Shifnal provides both a local and regionally important employment base.
- 1.7 Shifnal has an obvious locational and functional relationship with the wider Shropshire region to the west as well as the Black Country to the east. Shifnal is a key settlement, sitting in close proximity to two of the growth corridors identified, the M54 and A5 with strong road (M54 / A5) and rail (Shrewsbury to Wolverhampton) links in both directions.
- 1.8 More importantly Shifnal and the growth corridors also connect Shropshire and Shrewsbury with the Black Country; the wider West Midland conurbation and beyond.
- 1.9 The exceptional circumstances identified by Shropshire Council and summarised in the Updated Green Belt Topic Paper at paragraph 9.23, as listed below, are considered sound and are strongly supported:
- Sustainable Patterns of Development
 - Supporting the Role and Function of Shifnal
 - Supporting the Community Vitality of Shifnal
 - Improving Employment Opportunities in Shifnal
 - Changing the Dormitory Character of Shifnal
 - Improving the Investment Programme for Shifnal
 - Investment Potential and Business Needs
 - Green Belt Performance
- 1.10 The exceptional circumstances to support the Green Belt releases to accommodate the unmet employment needs forecast to arise in the Black Country as listed below and summarised in the Updated Green Belt Topic Paper at paragraph 9.24 are also considered to be sound and are strongly supported:
- Functional Relationship with the Black Country
 - Meeting the Needs of the Black Country
 - Strategic Matter for Shropshire
 - Shropshire Economic Growth Strategy
 - Premium Value for Investors
- 1.11 The identification of the Shifnal site aligns with the urban focus for development as a key driver of the draft Local Plan, ensuring that employment development would be concentrated in one of the most sustainable locations.
- 1.12 The proposal to increase employment provision in Shifnal will also help readdress the imbalance that has occurred where housing growth in the town hasn't been supported by sufficient levels of employment growth. Thus any employment development in the town would have a positive effect on the sustainability, vitality and viability of the settlement.
- 1.13 A 'Shifnal Delivery Statement' produced by Stoford, the Development Partner for the proposed employment allocation in Shifnal (Site Ref: SHF018b and SHF018d) is attached to this submission.

- 1.14 This explains further at Chapter 5 why Shifnal is an appropriate location to meet local needs as well as those of unmet from the Black Country. It also includes details at Chapter 4 of Stoford's own market knowledge whilst also referencing the Local Plan evidence base.

Conclusion

- 1.15 Shifnal, as a Key Centre containing appropriate facilities is a sustainable community, whilst the introduction of additional employment development in the town will provide increased employment opportunities for residents further strengthening its base. Additional employment opportunities which can provide a wide form and type of employment will also help reduce outward commuting, thus reducing the dormitory character of the town.
- 1.16 The proposed allocation will result in more self-containment, helping sustain existing services and facilities, improving its role, whilst also increasing new opportunities to support the vitality and viability of Shifnal.
- 1.17 As noted previously, Shifnal is located in close proximity to two of the growth corridors identified and is extremely accessible with road (M54 / A5) and rail links to Shrewsbury and Shropshire to the west and to the Black Country and beyond to the east.
- 1.18 More importantly Shifnal and the adjacent growth corridors connect Shropshire and Shrewsbury with the Black Country; the wider West Midland conurbation.
- 1.19 As such the Employment Topic Paper appropriately examined the relationship between Shropshire and the Black Country considering the geography, the Functional Economic Market Areas (FEMA), and the close proximity of strategic investment opportunities and the strategic road and rail network.
- 1.20 Shropshire have prepared their Local Plan positively taking into account the needs of the Black Country authority areas. The approach taken and the duty to cooperate to help satisfy the unmet needs in with wider region has been appropriate and effective.
- 1.21 Given the authorities close proximity, and the close proximity of Shifnal to the Black Country authorities, the proposed allocation of and location of Land east of Shifnal Industrial Estate, Shifnal (SHF018b & SHF018d) is considered to be appropriate, sustainable and fully justified.
- 1.22 The identification of the Shifnal site aligns with the urban focus for development ensuring that employment development would be concentrated in a sustainable location which would also have a positive effect on the sustainability, vitality and viability of the settlement.
- 1.23 The 'Shifnal Delivery Statement' produced by Stoford, the Development Partner for the proposed employment allocation in Shifnal (Site Ref: SHF018b and SHF018d) provides further details and explanation as to why the approach taken is appropriate. It identifies why the site at Shifnal is a positive response to the employment land requirements of Shropshire and thus why exceptional circumstances to support the Green Belt releases to accommodate the unmet employment needs forecast to arise in the Black Country exist.

- 1.24 As detailed within the Shifnal Delivery Statement Land east of Shifnal Industrial Estate, Shifnal site is suitable, available and deliverable to meet the requirements of the draft Local Plan and the needs identified within the supporting evidence base.
- 1.25 As identified by Shropshire Council, the strategy of 'high growth' and 'urban focus' coupled with the benefits which are outlined within the Updated Green Belt Topic Paper at paragraphs 9.23 and 9.24 represent exceptional circumstances which are appropriate to justify the release of land at Shifnal from the Green Belt.



Draft Shropshire Local Plan
Consultation Response – Updated
Additional Sustainability Appraisal of the
Draft Shropshire Local Plan Report

Harrow Estates
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Q2. To which paragraph(s) of the document(s) does this response relate?

Paragraph(s):	All paragraphs specifically including 7.10 to 7.21; 7.25; 7.29 & 7.30; 7.37; 9.22 to 9.79; 9.83 & 9.84; 9.87 to 9.106; 11.8 to 11.45; 11.60; 12.16 to 12.28; 12.39; and 12.47 to 12.59.
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Updated Additional Sustainability Appraisal

- 1.1 Shropshire Council's acknowledged need as identified is to progress a 'high growth' and 'urban focus' spatial strategy. This includes specific contributions of 1,500 dwellings and 30 hectares of employment land to support the unmet needs forecast to arise in the Black Country. This is strongly supported and is considered to be appropriately justified by the evidence base previously prepared together with that which forms part of the current consultation process.

Assessment of Options to the Unmet Employment Needs

- 1.2 As part of the duty to cooperate, Shropshire Council has agreed with the authorities of the Black Country to accommodate 30 hectares of employment land to help meet the unmet needs forecast to arise within the Black Country. This is noted by the Inspectors who have confirmed that Shropshire Council has met its legal requirement to cooperate but that it is necessary for the Sustainability Appraisal to appraise the reasonable alternative options.
- 1.3 Within tables 7.1 and 7.2 of the Updated Additional Sustainability Appraisal, plus the accompanying text within paragraphs 7.10 to 7.14 and 7.15 to 7.21 the two options of either no contribution or contribution of 30 hectares of land have been assessed.
- 1.4 The undertaking of the assessments and the findings are supported. With the acknowledgement that by contributing to the Black Country's identified unmet need, positive impacts on several sustainability objectives will result. These include the potential to result in a significant positive through the encouragement of a strong and sustainable economy. Conversely it is agreed that the option also has the potential to result in some limited negative impacts.
- 1.5 To assist with the comparison of the results Shropshire Council have prepared, for illustrative purposes only, and included Table 7.3 within the Updated Additional Sustainability Appraisal. Whilst only illustrative this provides an extremely useful comparison.

- 1.6 Shropshire Council rightly note within paragraph 7.25 that it isn't appropriate to simply total the scores as the three pillars of sustainable development (social, economic and environmental) need to be appropriately balanced.
- 1.7 The conclusions reached in paragraph 7.29 and 7.30 are supported. It is agreed that from the results of the additional assessment work the options for contribution to the unmet employment land needs are likely to result in any strongly negative effects that are direct, permanent, irreversible and of a major magnitude.
- 1.8 Conversely, as noted in paragraph 7.30 of the Updated Additional Sustainability Appraisal the contribution to and provision of an addition 30 hectares of employment space will result in a strong positive benefit. This will be through further labour and demand for employment provision, economic growth and labour force diversification.
- 1.9 Shropshire Council are correct in noting that the principle of sustainable development is a balance across the three pillars needs to be achieved. The identified statements at paragraph 7.37, which detail the reasons why the preferred option (Option 2) to provide a contribution to the Black Country's unmet employment needs are appropriate, are correct and are strongly supported.

Assessment of Options for Employment Land Requirements

- 1.10 Appropriately Shropshire Council have updated the original 2017 Economic Growth Options to include the contribution towards the unmet employment needs arising from the Black County and the extended plan period, which extends the life of the Plan by an additional two years to 2038.
- 1.11 The approach taken by Shropshire Council within Section 9.0 of the Updated Additional Sustainability Appraisal in relation to economic growth, the extended Plan period and the assessment of options is supported. With appropriate assumptions made and adjustments, including percentage uplifts, considered. Options include Productivity Growth; Significant Growth and High Growth both without and with the additional 30 hectares relating to the contribution to the Black Country's unmet need.
- 1.12 The assessments are contained in tables 9.1 to 9.6 and the associated following text within paragraphs 9.22 to 9.79. To assist with the comparison of the results Shropshire Council have prepared Table 9.7 within the Updated Additional Sustainability Appraisal. Shropshire Council rightly note within paragraphs 9.83 and 9.84 that it isn't appropriate to simply total the scores as the three pillars of sustainable development (social, economic and environmental) need to be appropriately balanced.
- 1.13 As previously noted, Shropshire Council are correct in their statement that the principle of sustainable development is achieved via a balance of the three pillars, with the conclusions reached in paragraphs 9.87 to 9.105 being consistent, robust and sound.

- 1.14 The identified statements at paragraph 9.106, which detail the reasons why the preferred option (Option 3b) to prepare for high growth plus a contribution to the Black Country's unmet employment needs, is the most appropriate approach, are correct and are strongly supported.

Assessment of Options for Accommodating Employment Land Uplift

- 1.15 Having completed the assessment for the options for employment land (and housing land) requirement, the Updated Additional Sustainability Appraisal considers various options for accommodating the uplift to the proposed employment land requirement. Four appropriate options have been considered including 1) utilising settlement guidelines and windfall allowances; 2) densification of allocations; 3) increasing site allocations; and 4) a combination of the previous.
- 1.16 The assessments are contained in tables 11.1 to 11.4 with the associated text within paragraphs 11.8 to 11.45. The approach to the undertaking of the assessments and the findings are supported. Utilising settlement guidelines and windfall allowances represents the most sustainable of the options for accommodating the uplift to the proposed employment land requirement, as per the identified statements set out at paragraph 11.60, which detail the reasons why option (Option 1) is preferred. The option would align with the urban focus for development, whilst additional employment development would be concentrated in the most sustainable locations. The reuse of existing land would be more likely to occur whilst such development is more likely to have a positive effect on the sustainability, vitality and viability of the settlement.
- 1.17 Whilst the evidence base and considerations are the most appropriate approach, and are correct and are supported, it is accepted and agreed with Shropshire Council that it is also inevitably a matter of planning judgement.

Site Assessments

- 1.18 Within the Updated Additional Sustainability Appraisal Shropshire Council identify the functional and geographical relationship of the county in relation to the Black Country.
- 1.19 The Updated Additional Sustainability Appraisal appropriately identifies that the geography of Shropshire is key in determining which potential sites could contribute to meeting the unmet employment land (and housing) needs of the Black Country. The approach taken, as identified in paragraph 12.16 and detailed in the following paragraphs (12.17 to 12.28), is considered to be appropriate, robust and sound.
- 1.20 The conclusion that those sites are suitable for accommodating all or part of the proposed contribution to the unmet employment land needs from the Black Country would be those associated with the urban areas (Strategic, Principal and Key Centres) where significant employment land guidelines are proposed; or potential strategic settlements / strategic sites is strongly supported. This is a robust approach which has been appropriately justified by Shropshire Council.
- 1.21 As such the reasonable options for the sites as identified in paragraph 12.39 are agreed.

- 1.22 The comprehensive scope and site assessment work includes identification of proposed allocations within the draft Shropshire Local Plan. This work included a call for sites, identification of potential sites through a Strategic Land Availability Assessment (SLAA), and consideration of sites submitted during each of the five stages of Regulation 18 (Plan Making) consultation undertaken.
- 1.23 As the above work involved an extensive review of the options it is agreed that a further call for sites, or the need to identify further sites, wasn't required. With the consideration of all the existing options, not just those proposed for allocation, being robust and sound.
- 1.24 The site assessment process, as detailed in paragraphs 12.47 to 12.59 is considered to be appropriate and sound.
- 1.25 Following completion of the assessment process several sites were identified to accommodate the unmet need of the Black Country in relation to both employment land and residential. With Land east of Shifnal Industrial Estate, Upton Lane, Shifnal (SHF018b & SHF018d) being identified.
- 1.26 As noted in the Updated Additional Sustainability Appraisal
“The proposed allocations are considered suitable and sustainable when considered specifically to meet the needs of Shropshire and when specifically considered to accommodate all or part of the proposed contribution to the unmet needs of the Black Country.” (paragraph 12.87).
- 1.27 This conclusion is justified, sound, and is strongly supported.
- 1.28 The conclusions reached in relation to the proposed allocation of Land east of Shifnal Industrial Estate, Upton Lane, Shifnal (SHF018b & SHF018d), as detailed within table 12.5, as an overview, and within Appendix 2 & 8 have been reviewed and are appropriate and sound, reflecting previous assessments. The conclusions reached with regards to the appropriateness of the proposed allocations is strongly supported.

Conclusion

- 1.29 The Updated Additional Sustainability Appraisal acknowledges the duty to cooperate between Shropshire Council and the authorities of the Black Country to accommodate 30 hectares of employment land to help meet the unmet needs forecast within the Black Country. Notwithstanding this, appropriately the Updated Additional Sustainability Appraisal contains an assessment of two options relating to meeting the unmet need, no contribution or contribution.
- 1.30 Undertaking both assessments is the correct approach, is supported and is considered to be sound. Whilst both negative and positive sustainability objectives result from both options a reasonable planning judgement is formed. The conclusions reached are balanced, appropriate, correct and are strongly supported.

- 1.31 The approach taken by Shropshire Council in relation to economic growth, the extended Plan period and the assessment of options is also supported. The identified statements, which detail the reasons why the preferred option to prepare for high growth plus a contribution to the Black Country's unmet employment needs are the most appropriate approach, are correct and are sound.
- 1.32 Likewise, the assessment of the options for accommodating the employment land uplift are also considered to be appropriate, correct and sound. With Shropshire Council understandably inevitably including a matter of planning judgement when considering the evidence base and considerations.
- 1.33 Within the Updated Additional Sustainability Appraisal Shropshire Council identify the functional and geographical relationship of the county in relation to the Black Country. The conclusions reached in relation to those sites which are considered suitable for accommodating all or part of the proposed contribution are justified, sound and are therefore strongly supported.



Draft Shropshire Local Plan
Consultation Response
Shifnal Delivery Statement (June 2024)

Harrow Estates
Produced by Stoford – Development Partner

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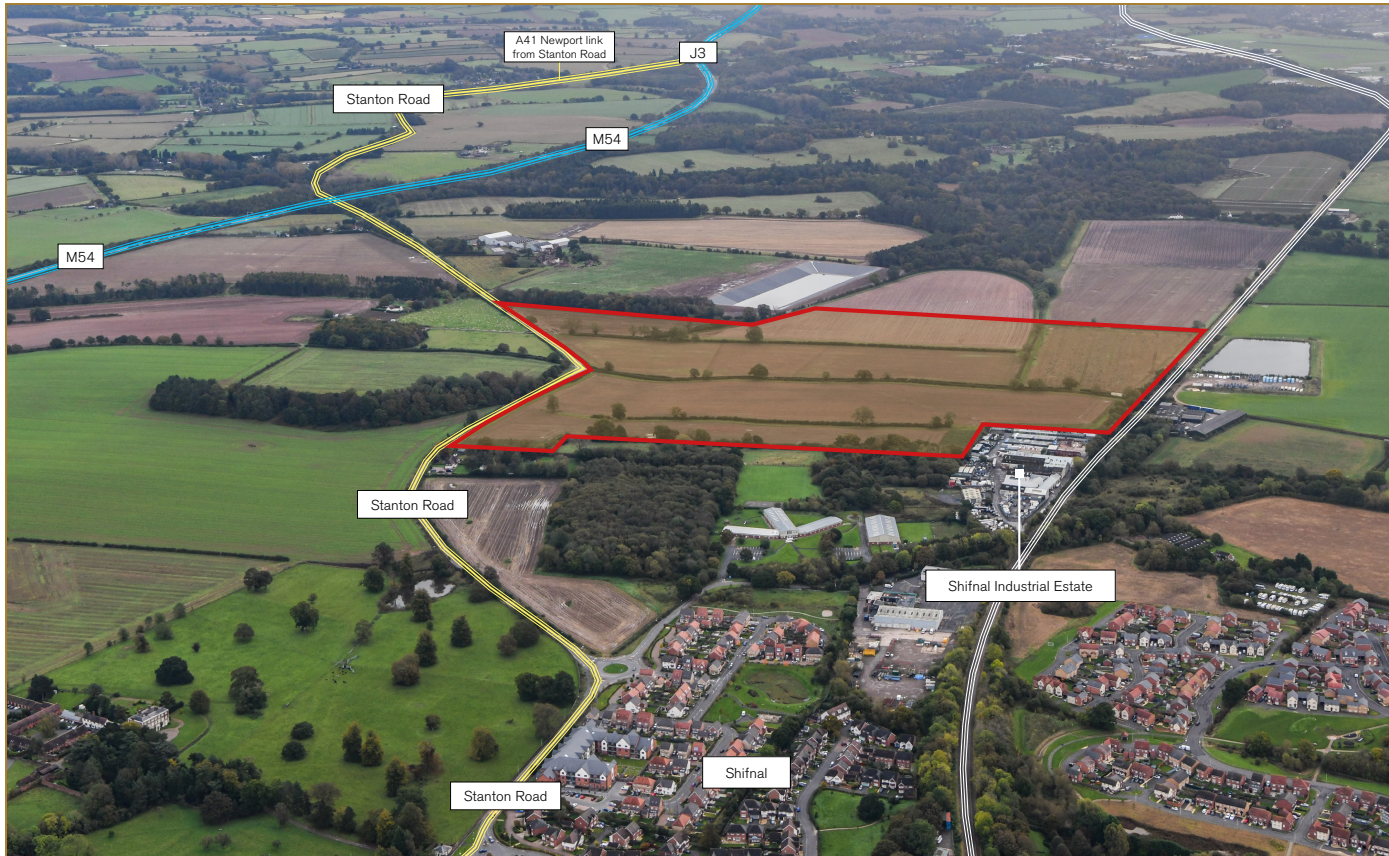
STOFORD

LAND EAST OF SHIFNAL INDUSTRIAL ESTATE | Shifnal, Shropshire

Harrow Estates

JUNE 2024

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STOFORD

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Introduction

This Delivery Statement has been prepared to support Harrow Estate's response to the consultation currently underway by Shropshire Council. This Statement provides details about Stoford as an experienced development partner. In addition, details of our featured case studies within the Black Country and Staffordshire are appended. We also comment within this statement on how this draft allocation fits into our existing portfolio of sites and development activities; how it can satisfy market requirements; and why we consider this site, and indeed Shifnal is the most appropriate location for employment land growth to meet locally arising needs and those stemming from the Black Country.

The Landowner and their promoter (Harrow) have appointed Stoford to act as their Development Partner to help promote and develop the 39ha (gross site) for a new employment park. The site will be marketed as 'S54', however to maintain consistency with the local plan, it is referred to as Land East of Shifnal Industrial Estate, within this statement. Stoford are supporting Harrow in their promotion of the site through the Local Plan review process, and subsequent submission of a hybrid planning application. Stoford's role as Development Partner includes development design and subsequent funding for the site wide infrastructure works. The parties are pooling their expertise and acting collectively to deliver the much needed land for employment land in Shropshire.

The site is currently in the Green Belt and has yet to be formally marketed, however, Stoford have already received encouraging occupier interest for a variety of buildings.



Experience

Stoford have been promoting and developing employment development schemes through the UK since the inception of the business. Our projects range significantly in terms of complexity and scale and we have been recognised at an industry level, achieving a number of prestigious awards.

We have built in excess of 20m sq ft of employment space since 1996 constructing numerous BREEAM Excellent and EPC A buildings. In the Black Country and Staffordshire / Shropshire borders we have built 2.5 million sq ft with a combined gross value in excess of £320 million. Our occupier clients include some of the UK's largest businesses, often providing full turnkey solutions including high tech manufacturing lines, office fit out, and furniture. We are recognised in the development industry as an industrial pre-let specialist and as a result we have built up a 2,000 acre pipeline of future development land. This is complimented by our speculative development schemes undertaken with our funding partners.

Our Partnership Philosophy

Stoford are passionate about our approach to working in partnership and we offer all our partners transparency and flexibility throughout the delivery of our services. Through our creative approach to problem solving and adapting our strategies we are proud to continuously achieve the tests and objectives our partners and the development process pose.

Whether we are implementing the planning and promotion of sites, undertaking the design and construction of infrastructure or building for our occupiers we always seek to optimise and drive value through every step of the process.

Working with Landowners

Stoford work for a number of Government organisations, local authorities, financial institutions, corporate companies, family trusts and estates under joint venture land promotion and development agreements. We are always keen to understand our client's requirements and goals so we can tailor our services to suit the situation.

Whether Stoford are undertaking development either on an independent basis or in a joint venture, we always hold true to our key principle of operating under an open book model.

Working with Occupiers

Stoford have an in-house delivery team which takes the project from inception to completion. We understand the vital role of the occupier in any transaction and have developed key skills to work directly with end users to produce bespoke solutions to satisfy their business and their property needs. These skills have enabled Stoford to develop an enviable reputation for working with some of the UK's largest PLC's to deliver bespoke office and warehouse solutions.

Infrastructure

Stoford have overseen the design and delivery of both on and off site infrastructure requirements totalling £100m in a variety of ways. Whether it is site-wide infrastructure or simply works required for an individual development plot, valued engineered solutions are available. Funding solutions have ranged from Local Authority grants and loans through direct investment from Stoford and/or our partners. Scheme agreements allow for an infrastructure account to be operated ensuring the phasing of works is possible, often occupier pre-let / sales can apportion value to cover associated costs.

Stoford's Unique Selling Point (USP)

We believe it is the combination of a long and successful track record in both the land promotion and occupier development sectors that provides Stoford with our USP. Landowners gain from our considerable experience in securing valuable planning consents and occupiers trust us to deliver their building requirements on budget and on programme. Often the interest from our occupier clients accelerates and assists the planning process.

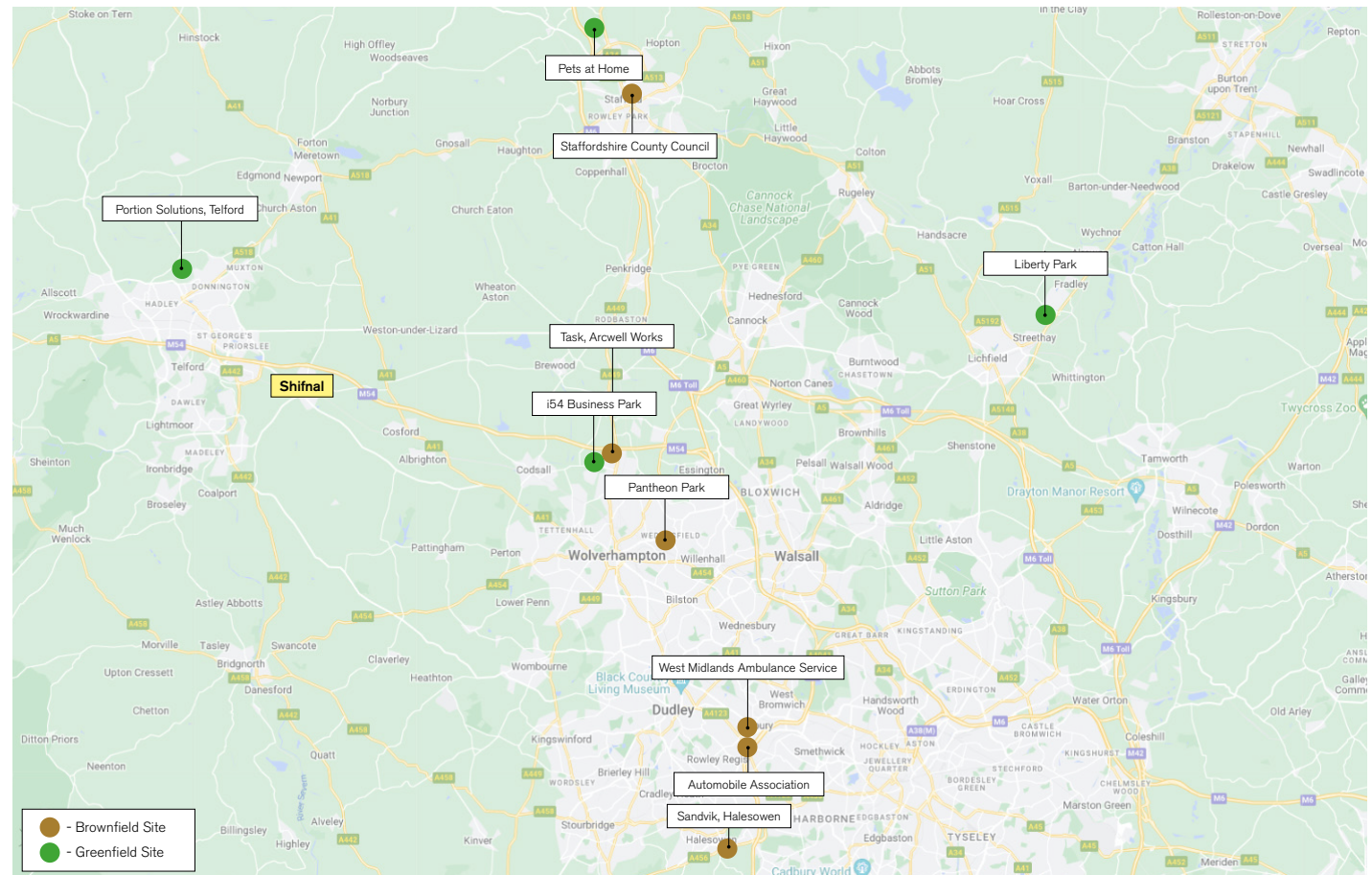
Existing Portfolio Summary

Stoford have delivered new commercial floorspace for a number of occupiers across Telford, the Black Country and within the wider Staffordshire area. Shropshire adjoins and interacts with these market locations where Stoford remain very active. Our project locations within the market around Shropshire are illustrated on the opposite image, denoting a mix of greenfield and previously developed land across a variety of employment sectors including offices, industrial and distribution sectors. Example case studies are appended to this statement.

Stoford have a strong track record of delivering floorspace for Black Country occupiers, including developments for Task, Sandvik, Moog, ERA and Arnold Clark. Our market knowledge will be pertinent in matching occupiers to the opportunities that Shifnal can offer, as Stoford believe Shifnal is ideally located to serve the Shropshire, Staffordshire and Black Country markets.

Local Track Record

- 2.5m sq ft
- £320m combined gross value



Market Knowledge

In addition to direct occupier enquiries received by Stoford, that inform our market knowledge and identify a demand for new commercial floorspace, the Shropshire Local Plan evidence base also confirms that there is a shortfall of employment land in and around Shifnal, fuelled also by the demand and unmet needs arising from the Black Country.

Shropshire Council have prepared a Housing and Employment Land Topic Paper (Updated Published April 2024). The Topic Paper confirms that there is a Local Employment Land Need of 250 ha; a 15% uplift above local needs of 40ha; and a contribution of 30 ha towards unmet Black Country employment land needs.

The Inspectors have accepted (Examination Document ID28 – 'Interim Findings') that the Council's intention to address some of the Association of Black Country Authorities (ABCA) unmet needs (1,500 homes and 30ha of employment land) is within the spirit of the Duty to Cooperate. In addition, the Sustainability Appraisal (SA) process that supports the Local Plan, concludes that a 30 ha contribution is the most sustainable option (where the other option was to make no contribution). Also, within Document ID28, the Inspectors conclude that any proposed contribution to the unmet employment land need forecast to arise from the Black Country would need to be provided for, on a specific site or sites.

The updated Shropshire SA site assessment process concludes that whilst a series of sites were considered, the allocation of land at Shifnal (39 hectares, to provide for 16ha of floorspace) should be where this need is accommodated.

Stoford agree with this approach, and consider the identification of 39ha of land at Shifnal, has a clear role in meeting locally arising needs, but also those arising from the Black Country – given the extent of the relationship between the two areas.

Offering land at Shifnal positively responds to the relationship between Shropshire and the Black Country – geographic, infrastructure links, and commuting patterns.

The plan overleaf illustrates the strategic proposals (existing and proposed) across Shropshire Functional Economic Market Area (FEMA) and Black Country/Southern Staffordshire FEMA. This illustrates that the eastern and north eastern areas of Shropshire are well related geographically, and with strong links via the M54 and A454 into the Black Country. It is within this context that the allocation at Shifnal is clearly providing the two FEMAs with a strong opening for new growth.



West Midlands Ambulance Service | Oldbury



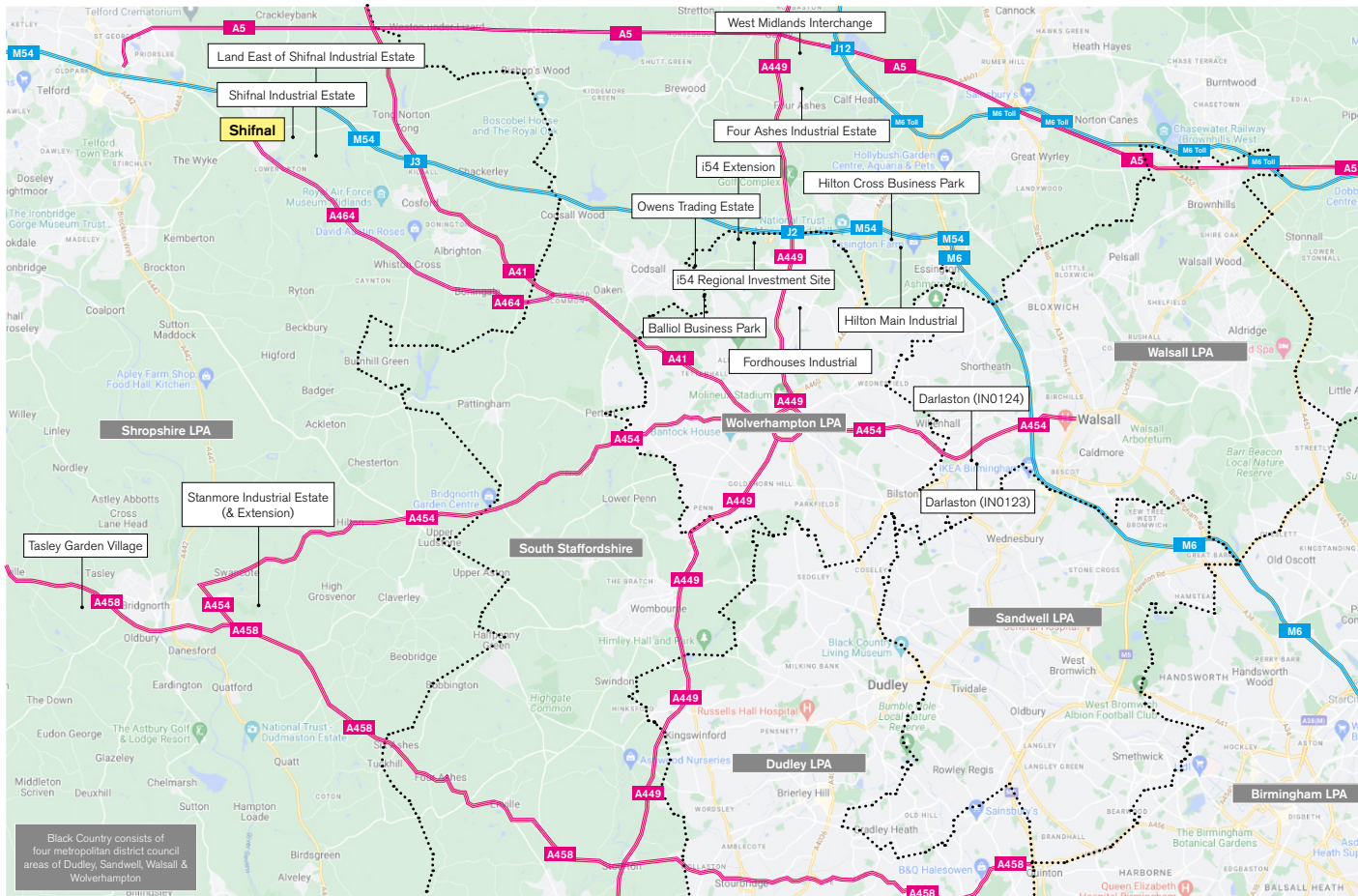
Pantheon Park | Wolverhampton

Market Knowledge

This annotated plan illustrates the location of the strategic proposals for employment land across the FEMA and eastern Shropshire. This depicts the road connections between the Black Country and Shifnal, and highlights how the draft allocation of Land East of Shifnal Industrial Estate will respond

to the needs arising from the Black Country, in addition to local needs.

Shifnal - Strategic Proposals



Market Knowledge

The Shropshire Economic Strategy spatial objectives are also relevant to the consideration of the market overview, and evidencing why the allocation of 39ha of land at Shifnal will help deliver those objectives.

Economic Strategy Objective	How an allocation at Shifnal addresses this?
Support an expanding business base to deliver an increasing range and type of investment and employment opportunities	The allocation of land is essential to increase the range and type of investment opportunities. Positioning this land within a strategic corridor – as identified on the opposite image, will assist in meeting both local and Black Country need and embrace the connectivity between the two locations.
Provide greater choice and competition for employment sites	The allocation presents a new strategic site on the edge of Shifnal, albeit with accessibility to the Black Country via strategic corridor connections. Shifnal is also located on the main rail line connection to and through the Black Country as is evidenced on the opposite image.
Provide greater efficiency in the development of employment land	Allocating a large strategic site can prove to be the most efficient way to develop employment land, because the scale of development can support the required infrastructure, and the overall quantum of floorspace delivered can be done so more cost effectively,
Modernise the commercial building stock and employment floorspace across the County	Allocating 39 hectares of employment land provides for an opportunity to deliver modern floorspace that can meet market requirements for Grade A stock, which is less available within this market area.
Deliver a 'step change' in the growth and productivity of the local economy	This can only realistically be achieved through scale, and therefore the allocation of a strategic site such as Shifnal. In addition previously developed land is not available at this scale, to otherwise meet this need.



Moog | Wolverhampton

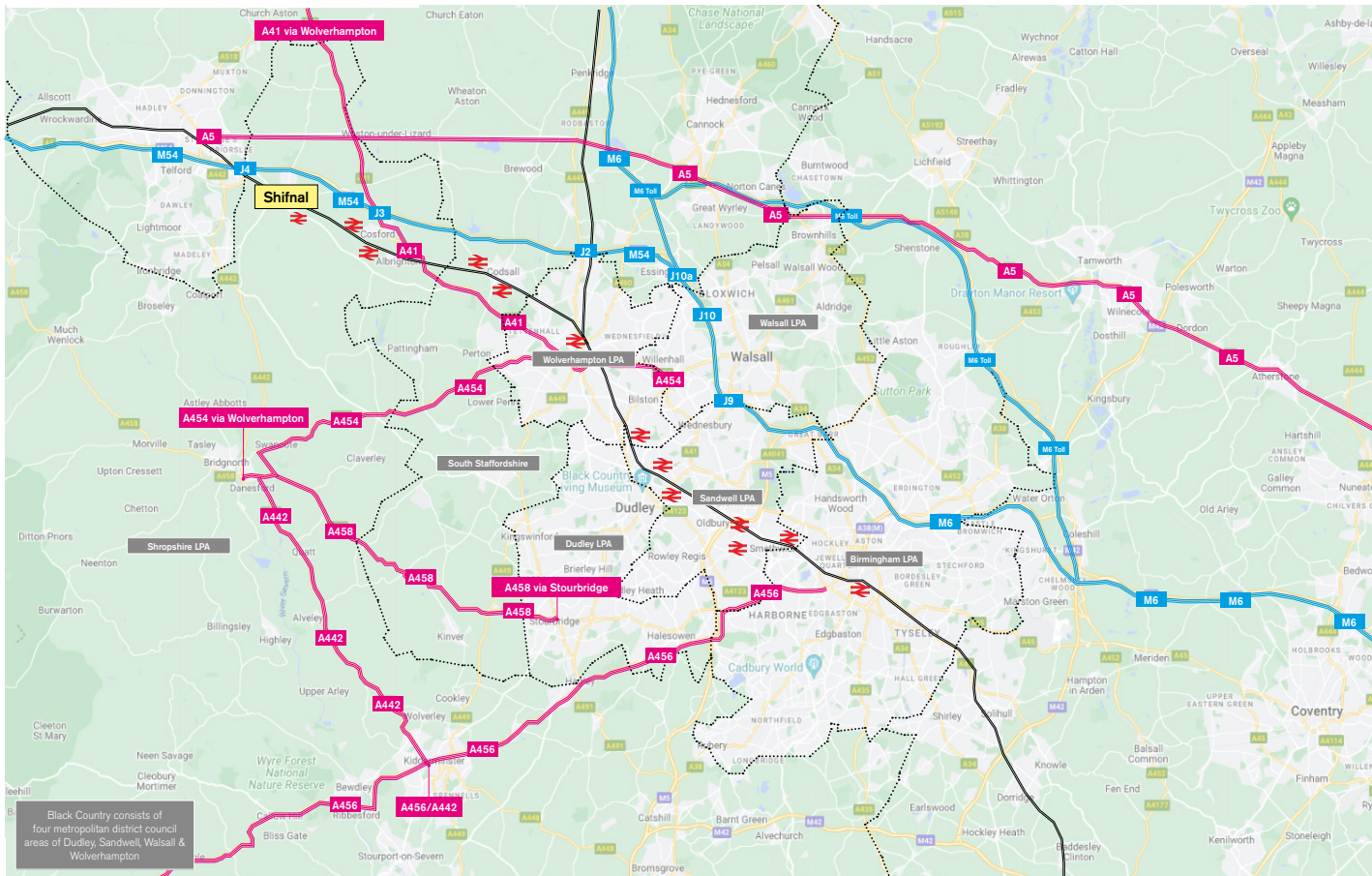


ERA | Wolverhampton

Market Knowledge

This annotated plan illustrates the location of the strategic corridors across the FEMA and eastern Shropshire. This depicts the road and rail connections between the Black Country and Shifnal, and highlights how the draft allocation of Land East of Shifnal Industrial Estate will benefit from these strategic linkages between the Black Country and Shropshire.

Shifnal - Strategic Corridor Accessibility



Why Shifnal

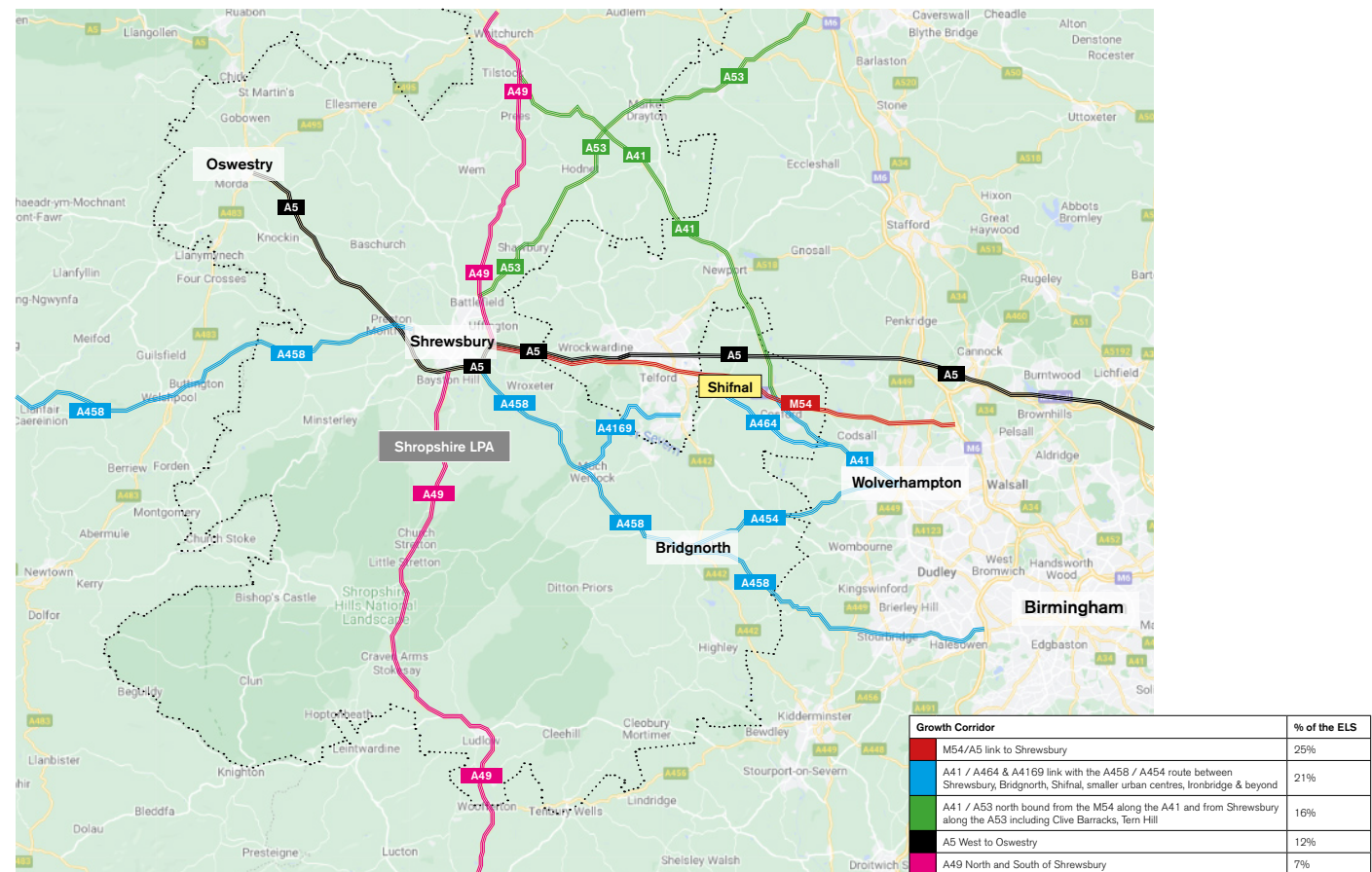
Shifnal is a key settlement within the Shropshire Local Authority Area, and forms a significant part of the spatial strategy. The Local Plan spatial strategy has identified within the Employment Land Topic Paper (ELTP) that there are growth corridors that connect settlements within Shropshire and also with the Black Country. Shifnal is located on/ adjacent to two such corridors as can be seen on the opposite image. The ELTP advises that 25% of the employment land supply is located on the M54 corridor, and a further 21% is located on the corridor that includes linkages to Wolverhampton via the A454/A41.

With almost 50% of employment land supply within Shropshire identified on growth corridors that connect Shifnal with the Black Country, it is evident why the allocation of 39ha of Land East of Shifnal Industrial Estate is a logical and justified site within the emerging Local Plan.

Other key benefits of Shifnal as a location for new employment land are

- **M54 accessibility**
- **Adjacent to the existing settlement of Shifnal**
- **Scale of development can deliver a mix of building types and sizes**
- **Attractive to small-medium sized businesses, upsizing from adjacent areas**
- **Accessible to sustainable travel modes.**

Shifnal - Growth Corridors and Employment Land Supply (ELS)



Green Infrastructure

The allocation of Land East of Shifnal Industrial Estate will require the release of Green Belt, and therefore it is imperative that the draft allocation is masterplanned comprehensively and with due regard to the Green Belt surrounding it. The integration of green infrastructure, from planting to habitat creation; the use of materials and the retention of key landscape features; can ensure that sites released from Green Belt are subsequently delivered in the most sympathetic and appropriate way. An example of our strategic masterplanning is demonstrated within this example in Worcestershire.



WORCESTER SIX



Delivering Green Infrastructure within Development



5000m² of wildflower seeding and native bulb planting



527m species poor hedgerow needed to be removed, to be replaced with + 3000m of new (species rich) hedgerow planting

500m new watercourse



100% retention: woodland, wet grassland, rough grassland and species rich hedgerow

+250 new standard trees



+3 hectares of new woodland and shrub planting

+1.4 hectare marshy grassland created alongside stream and flood alleviation pond



40% Green Infrastructure apportionment (16.57 hectares)



Vision for the Site

Stoford view Shifnal as a centrally located site within a market where we have considerable experience of delivery. The site can serve the needs of Shropshire, being located adjacent to an existing settlement that is well positioned within the spatial strategy, and the location being to the east of Shropshire, is well connected to the Black Country. The location of growth corridors and strategic accessibility routes, identified within the images in previous sections of this Statement, illustrate the key road and rail routes to the Black Country and through Shropshire, that an allocation land at Shifnal can benefit from.

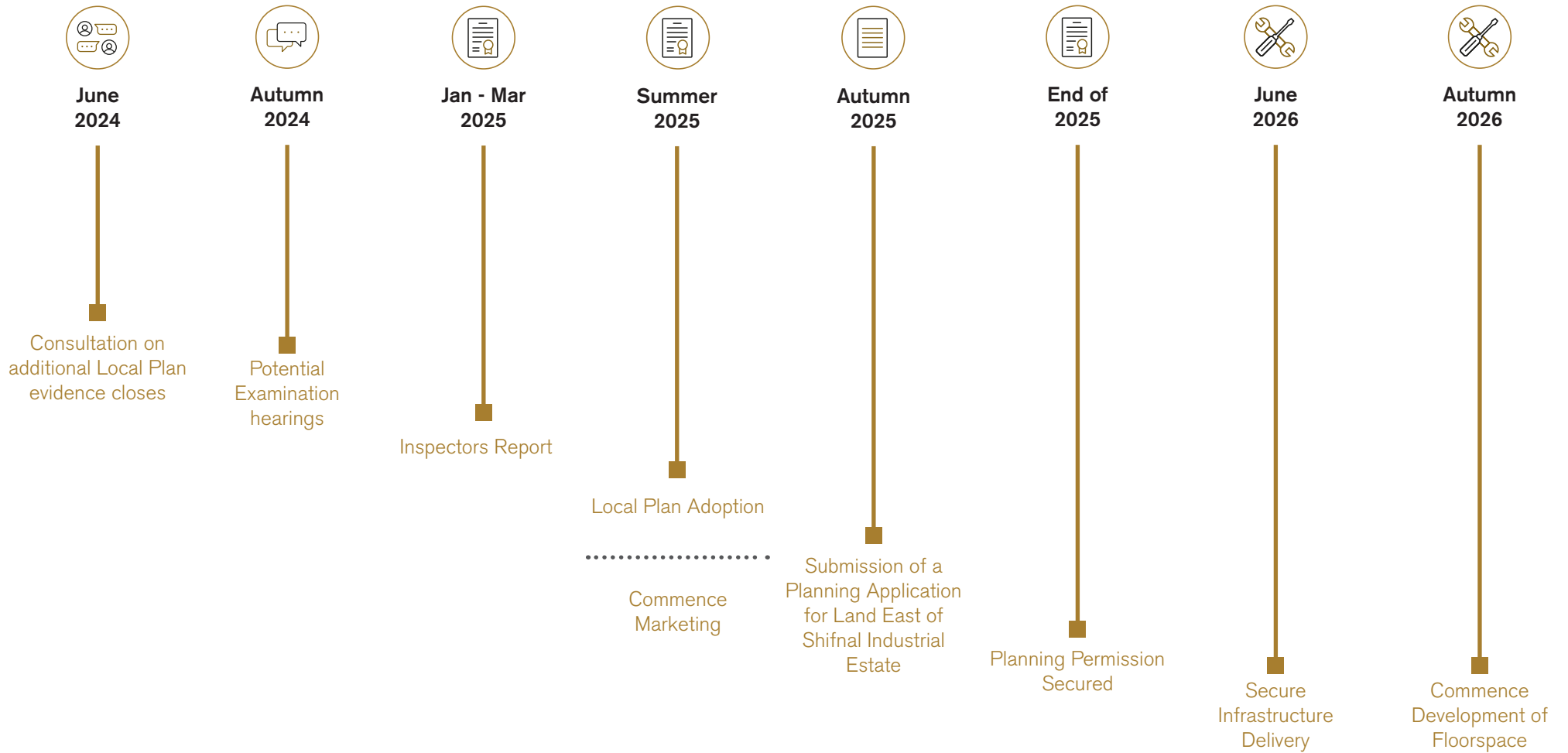
Shifnal offers a source of local labour too, and locating land adjacent to the settlement can assist in the provision of local job opportunities that are available to people by non motorised travel modes, with walking and cycling presenting themselves as attractive options for journeys to work. Shifnal also provides a range of local services and facilities, that further enhance the sustainability of Shifnal as a location for growth.

The scale of allocation, at 39 hectares lends the development to highway improvements where Stanton Lane meets the A41. Technical work will be deployed to design improvements that serve a variety of travel modes and ensure the safe and effective operation of the development. The development site is also of sufficient size that it can offer a range of unit sizes to the market, from 'move on' spaces for local businesses, to attracting new investment from companies requiring larger spaces that are not available within the Black

Country or Shifnal area. Stoford consider that an outline planning application would be prepared to secure the principles of development along with details of access, and this would serve to offer confidence in terms of delivery timescales to occupiers with whom Stoford are having early conversations, occupiers have expressed interest in buildings between 30,000 and 250,000 sq ft.



Process and Timeline



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Appendix

Development Occupier Case Study

Task Consumer, Stafford Road, Wolverhampton



Occupier - Task Consumer



Anticipated Practical Completion - July 2025



210,000 sqft



12 months including Fit Out



BREEAM "Excellent" targeting



GDV £30 million



Brownfield Site



Stoford were chosen by Task Consumer to deliver c.210,000 sq ft of industrial / distribution accommodation on an 18 acres site at Citygate Park, Stafford Road in Wolverhampton.

Task wish to expand their operations within a single location, creating purpose-built warehousing and distribution space to support existing and expanded lines of production.

Stoford have already commenced demolition of a vacant unit which will pave the way for an 83,500 sq ft extension to Task's existing premises and the construction of a new c.125,000 sq ft development on the same site. Both units are targeting BREEAM 'Excellent'. The completed units will house more than 120 full-time employees.

Nikul Patel, Director at Task said: *"This significant milestone marks a pivotal moment in our company's growth and expansion plans. The new site will provide us with the vital space needed to accommodate our increasing production demands and allow us to streamline our operations efficiently. With this development, we aim to enhance our capacity to meet the evolving needs of our customers and continue delivering high-quality products and services. We are grateful for the support from local authorities and stakeholders throughout the planning process, and we look forward to seeing our vision come to life as we embark on this exciting new chapter."*

Appendix

Development Occupier Case Study

Sandvik, Manor Way, Halesowen



Occupier - Sandvik



Practical Completion - September 2022



18,015 sqft



18 months including Fit Out



BREEAM "Very Good" achieved



GDV £7 million



Brownfield Site



Stoford were chosen by Sandvik to deliver their new UK headquarters office building in Birmingham. The role encompassed undertaking a full build procurement process, funding and delivery of the new facility on Sandvik's operational site and then subsequent demotion of the existing manufacturing building to enable a sale of the land for residential. The transaction involved 3rd party local authority funding and a triparted agreement for completion of the demolition and sale of the residential land to a house builder.

The delivery included a significant Section 278 Highways and services improvements as well as delivering Sandvik's CAT B fit out to the offices and showroom. The building achieved a BREEAM Very Good rating and included many additional sustainable features including 50% EV Charging, Rainwater Harvesting and PV provided to achieve Carbon Net Zero in Operation.

David Harbon, UK Sales Director at Sandvik Coromant, said: *"This is a state-of-the-art facility designed to advance metal cutting machining knowledge and innovation. The Sandvik Coromant Centre is a key part of our strategy and plays an important role in bringing people together, whether in-person or virtually, and connecting them with our leading offer. We are delighted to complete the first phase of this development working together with Stoford and the WMCA."*

Appendix

Development Occupier Case Study

Portion Solutions, Hortonwood, Telford



Occupier - Portion Solutions



Practical Completion - July 2022



123,835 sqft



10 months including Fit Out



BREEAM "Very Good" achieved



GDV £8.36 million



Greenfield Site



Stoford were chosen by Portion Solutions to deliver a new 123,835 sq ft manufacturing and distribution warehouse, consolidating three operations into a single building. Stoford procured the purchase of the 6.5 acre from Homes England on behalf of Portion Solutions. Following this, Stoford designed the scheme to meet Portion Solutions occupation requirement and planning was obtained for the new building. Stoford delivered the fixed price freehold turnkey development to meet the programme requirement with Portion Solutions undertaking their CAT B and CAT C fit out.

Rob Thompson, Operations Director at Portion Solutions, said: *"This is a hugely exciting project and one that doesn't come along often in your working life. To have the opportunity to relocate to a purpose built site provides a great foundation for the future business growth of Portion Solutions and is a clear message of the commitment to continuing our operations in the local area."*

Appendix

Development Occupier Case Study

West Midlands Ambulance Service, Oldbury



Occupier - West Midlands Ambulance Service



Practical Completion - June 2022



76,230 sq ft



14 months including fit out



BREEAM "Excellent" achieved



GDV £23.5 million



Brownfield Site



Stoford were selected by competitive tender by West Midlands Ambulance Service to facilitate a new building to accommodate its Operations, Hazardous Area Response Team (HART), Training and Distribution functions.

The site required remediation on a 2.82ha derelict site prior to undertaking work to provide a high quality employment floorspace. Land remediation included treating mineshafts, removal of excess surcharge material, retaining walls and piled foundations.

Two successful grant applications were made; firstly assist with viability assessments and site remediation costs with the second grant to treat the abnormal ground conditions.

Craig Cooke, WMAS Director of Strategic Operations, said: *"This is an important hub for the Service not just for the Commonwealth Games but for our ongoing ability to deliver high quality care to the people of Birmingham and the Black Country. It will also see a major upgrade in our central stores facility, which has played such a vital role during the pandemic, but also a big step forward in facilities for our Education & Training team and the Hazardous Area Response Team."*

Appendix

Development Partnership Site

Pantheon Park, Wolverhampton



Landowners - Bridges Ventures



Practical Completion - 2021



247,000 sq ft across 4 units



Phased Construction Programme



BREEAM "Very Good" achieved



GDV £35 million



Brownfield Site



Stoford purchased the site in 2014 with our joint venture partner Bridges Fund Management who are a sustainable impact investor. The site was a former steel works and included significant ground contamination. Stoford secured LEP funding to fully remediate the site and subsequently developed out the site with subsequently developed out the site with funding from Royal London for 247,000 sq ft of B2/B8 accommodation in 2020. The scheme is now fully let to Super Smart Services & Crown Works. Stoford also procured site sales to Arnold Clark and Lok'n'Store.

Guy Bowden, Acquisitions Director at Bridges Fund Management, said: *"We believe the Pantheon Park development represents a great opportunity on both fronts, by reclaiming this valuable land which has been vacant for a decade, we can help meet the clear shortfall in supply of high-quality warehouse space locally, creating hundreds of jobs and hopefully contributing to the regeneration of the area in the process."*

Appendix

Development Occupier Case Study

ERA Home Security, i54 Wolverhampton



Occupier - ERA Home Security



Practical Completion - September 2017



137,000 sq ft



12 months including fit out



BREEAM "Very Good" achieved



GDV £11.2 million



Greenfield Site



Stoford delivered a 135,625 sq ft new state of the art headquarters for ERA Security. The R&D / manufacturing and distribution unit consolidates three existing facilities in the West Midlands area.

ERA wanted a facility that displayed a class-leading quality, to enable them to showcase the entire ERA Total Security portfolio to their customers. As well as manufacturing the site is also used for testing and training. Stoford delivered both the CAT A & CAT B works to provide the occupier with a shorter overall construction period.

The scheme was delivered on a Leasehold turnkey basis with Aberdeen Standard Investments funding the £14 million unit; with the land being purchased from Staffordshire County Council.

Appendix

Development Occupier Case Study

Moog, i54, Wolverhampton



Occupier - Moog



Practical Completion - February 2012



250,000 sq ft



Phased Construction



BREEAM "Very Good" achieved



GDV £16 million



Brownfield Site



Stoford have worked in partnership with Moog to deliver a new state of the art manufacturing and Research & Development Aerospace facility at i54 in Wolverhampton of 250,000 sq ft. Stoford were chosen as part of a competitive selection process to deliver the scheme on an open book basis for Moog including both base build works (£8 million) and fit out works (£8 million) to provide a freehold turnkey solution on a bespoke basis. Stoford negotiated a site purchase from the joint land owners AWM & Wolverhampton City Council and secured a detailed planning consent for Moog within 9 weeks.

From this point Stoford worked in partnership with Moog on a completely open book basis to deliver both CAT A & CAT B allowing Moog to have a seamless transition from their facility 1 mile along Wobaston Road. The facility included provided a detailed testing and commissioning of works for the precision engineering or airline components and aircraft manufacturing.

Unique features of the fit out works included fully air conditioned production areas, specialist treatments area, a 34,000 sq ft internal office design facility including mezzanine running centrally down the facility to include viewing panels and 16,000 sq ft specialist collaboration area to allow for testing and commissioning of aircraft wings.

The facility has achieved a BREEAM 'Excellent' rating. Part of the attraction to Moog of the delivery team was the ability to secure grant funding. £3.5m of public money for the project to enable the occupier to deliver a news state of the art facility on a fully fitted out basis. The new facility has maintained 350 high tech jobs in Wolverhampton with potential for 150 additional jobs as the business expands. The scheme has been designed to allow a single bay expansion of 75,000 sq ft.

Appendix

Development Occupier Case Study

Stafford North Business Park



Occupier - Pets at Home



Practical Completion - October 2022



670,348 sqft



12 months including Fit Out



BREEAM "Excellent" achieved



GDV £98 million



Greenfield Site



Stoford were chosen by Pets at Home (PAH) to deliver their new 670,348 sq ft national storage and distribution centre in Stafford. PAH required an affordable but urgent delivery of a building to allow business growth and to meet a rapid increase in demand. The complex large-scale development was delivered within 18 months from exchange of contracts. Stoford were able to achieve a planning consent within 12 weeks to ensure the programme was maintained. The value that Stoford were able to drive through procurement of the building and forward funding of the investment to Tesco Pension Fund, provided a total incentive and overage value to PAH of over £22 million.

Stoford were able to generate significant value for the landowner by extending the planning consent to beyond the allocation area and delivering over £9 million of infrastructure works, giving a land value more than £700,000 per acre. Stoford are promoting the remaining land for the landowner which now benefits from being infrastructure for future phases.

By working in partnership with the Developer, Landowner and Tenant - all parties have obtained excellent value from the project.

Appendix

Development Partnership Site

Liberty Park, Lichfield



Landowners - Logicor



Practical Completion - December 2019



Unit 1 - 48,000 sq ft
Unit 2 - 115,000 sq ft
Planning submitted for 2 further units,
totalling 360,000 sq ft



Phased Construction Programme



BREEAM "Very Good" achieved



GDV £80 million



Greenfield Site



Stoford have promoted the site over a 15 year period and have secured an allocation for employment uses and a detailed consent for building delivery. A LEP loan of £3.5m was secured to deliver off site infrastructure including a new bridge over the West Coast mainline. Phase 1 consists of 2 units totalling 160,000 sq ft which is now fully let. Stoford are in the process of securing a detailed consent for up to 360,000 sq ft for Phase 2.

Anthony McCluskie, Director Asset Management at Logicor, said: *"With the success we had in leasing the two existing units at Liberty Park, Lichfield, we are excited to work with Stoford as our development manager on this scheme, as we submit planning proposals to bring forward the remaining land to create modern, sustainable logistics space."*

Appendix

Development Occupier Case Study

Staffordshire County Council, Stafford



Occupier - Staffordshire County Council



Practical Completion - September 2011



170,000 sq ft - offices and retail



12 months including fit out



BREEAM "Excellent" achieved



GDV £11.2 million



Brownfield Site



Stoford were chosen to deliver a new 158,000-sq ft central office for Staffordshire County Council and 13,000 sq ft of shops and cafes at Tipping Street.

It also provided a central link in a chain of future investment including the redevelopment of the town's Riverside site. With a BREEAM-'excellent' rating, delivering an A-rated performance certificate for sustainability.

Calculations show the building will generate 60% less carbon dioxide than a conventional office. This was a core requirement for Staffordshire County Council – helping to meet its commitment to reduce its CO2 emissions by 80% by the year 2050.

