

Rugby Local Plan Issues & Options Consultation

Representation – Promotion of land off Hinckley Road, Ansty

02 February 2024

Prepared by CBRE Ltd. on behalf of
BARJANE INTERNATIONAL GROUP
Ltd (in partnership with Eastwood)



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Executive Summary

Executive Summary – Hinkley Road, Ansty



A common-sense location; strategically located adjacent to a local, regional and nationally significant transport interchange at J2 of M6/M69, the area is identified by the Council as a location for future employment. The M6 Corridor is the prime opportunity for the logistics sector in the region and remains underdeveloped in the Borough.



Building on existing growth opportunities; existing and proposed developments are nearby; to the south of J2 in Coventry, and potentially the Frasers scheme to the southeast. The site provides a logical minor extension to an established and growing junction-focused economic and employment growth hub.



Addressing economic demand and maximising opportunity for growth; delivering 39,000 sqm of ideally-located B2/B8 logistics floorspace to address the strong logistics market and occupier demand in the 'golden triangle', seizing the locational and geographic opportunity available to Rugby Borough Council.



New jobs, skills and opportunities; creating up to 682 new jobs in a growing, future-facing industry with salaries 20% higher than average.



Amenity and improving resident outcomes; a sensitive location where Green Belt has limited amenity value, immediately adjacent to the strategic road network, with significant visual impact mitigation for neighbouring Ansty, providing extensive planting and opportunities for increased bio-diversity, and potentially reducing motorway impacts for nearby residents.



International investment with a trusted and responsible partner; BARJANE is a family-owned, leading European industrial and logistics developer with a track record of delivery, long-term stewardship, and a deep-rooted sense of responsibility to enhance the environments and communities where it invests.



Fit-for-the-future sustainable design; delivering an exemplar scheme designed to meet the highest sustainability credentials with a BREEAM Excellent rating and EPC A rating as a minimum, with a pathway to BREEAM Outstanding and EPC A+ rating.



Introduction

Introduction

We write on behalf of our client BARJANE to actively promote a circa 10-hectare site off Hinckley Road, Ansty (referred to hereafter as 'the Site') for employment use. This highly accessible site will provide strategic scale B2/B8 logistics floorspace and has capacity for up to 39,000 sqm of accommodation available for open market uses to meet latent demand and would create up to 682 jobs and be a circa £80m investment.

We have created this document to aid in promoting the site's inclusion in the emerging Rugby Local Plan as an allocation as part of the Issues and Options consultation, which includes a call for sites and is open until 2nd February 2024.

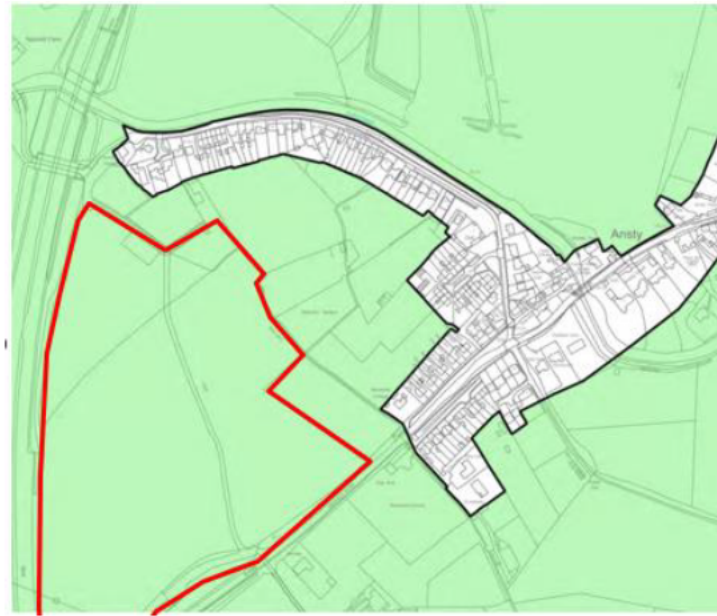
The site is located immediately north of M6 J2 which is one of the areas identified by Rugby Borough Council as a potential location for future employment land provision in the new Plan. The site is located in a strategic and accessible location adjacent to J2 of M6/M69. The site will need to be removed from the Green Belt via the Local Plan review and Rugby Borough Council acknowledge that this will be a case for a number of employment sites put forward. We evidence why the site meets the requirements for very special circumstances.

We consider the opportunity that the site provides, built and environmental mitigation (including maintaining the strategic gap between the village of Ansty), the industrial and logistics property market (which continues to show high demand and limited supply), and planning potential/justification/benefits, including access and indicative masterplan options.

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The Site

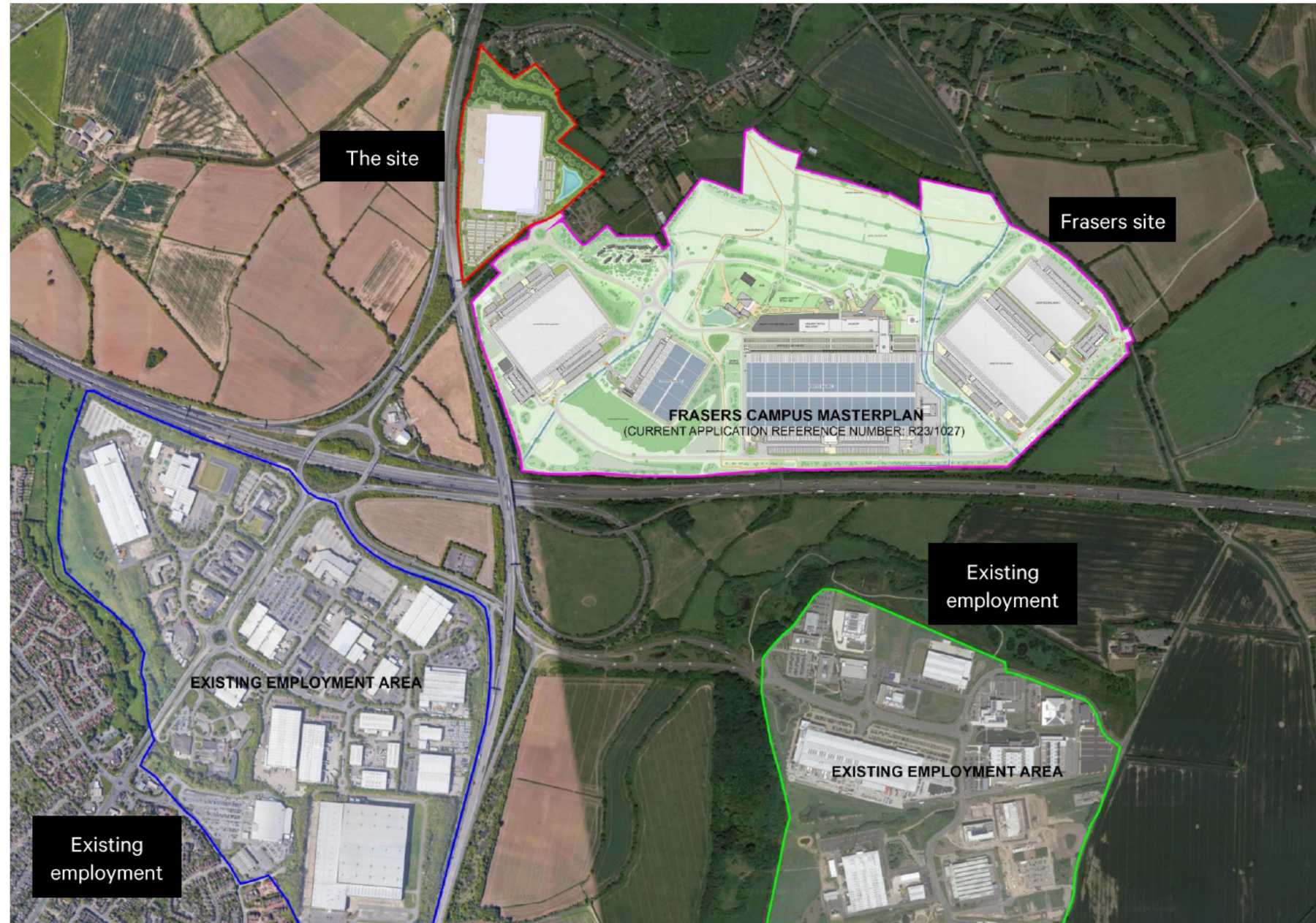
The Site



- The site comprises agricultural land adjacent to the M69, and 560m north of M6, Junction 2.
- Located in the Green Belt and part of the site within the Strategic Green Infrastructure Network. Immediately to the north of the M6, bordering the M69 to the east, directly adjacent to the north-west of the proposed Frasers scheme and south-west of the village of Ansty.
- The topography has a gentle slope decreasing in elevation from the north to the east. Located in Flood Zone 1, which has a low probability of flooding. No statutorily or locally listed buildings on or near the site.
- Logistics is the ideal use for the site due to its proximity to M6/M69 junction and poor amenity value.

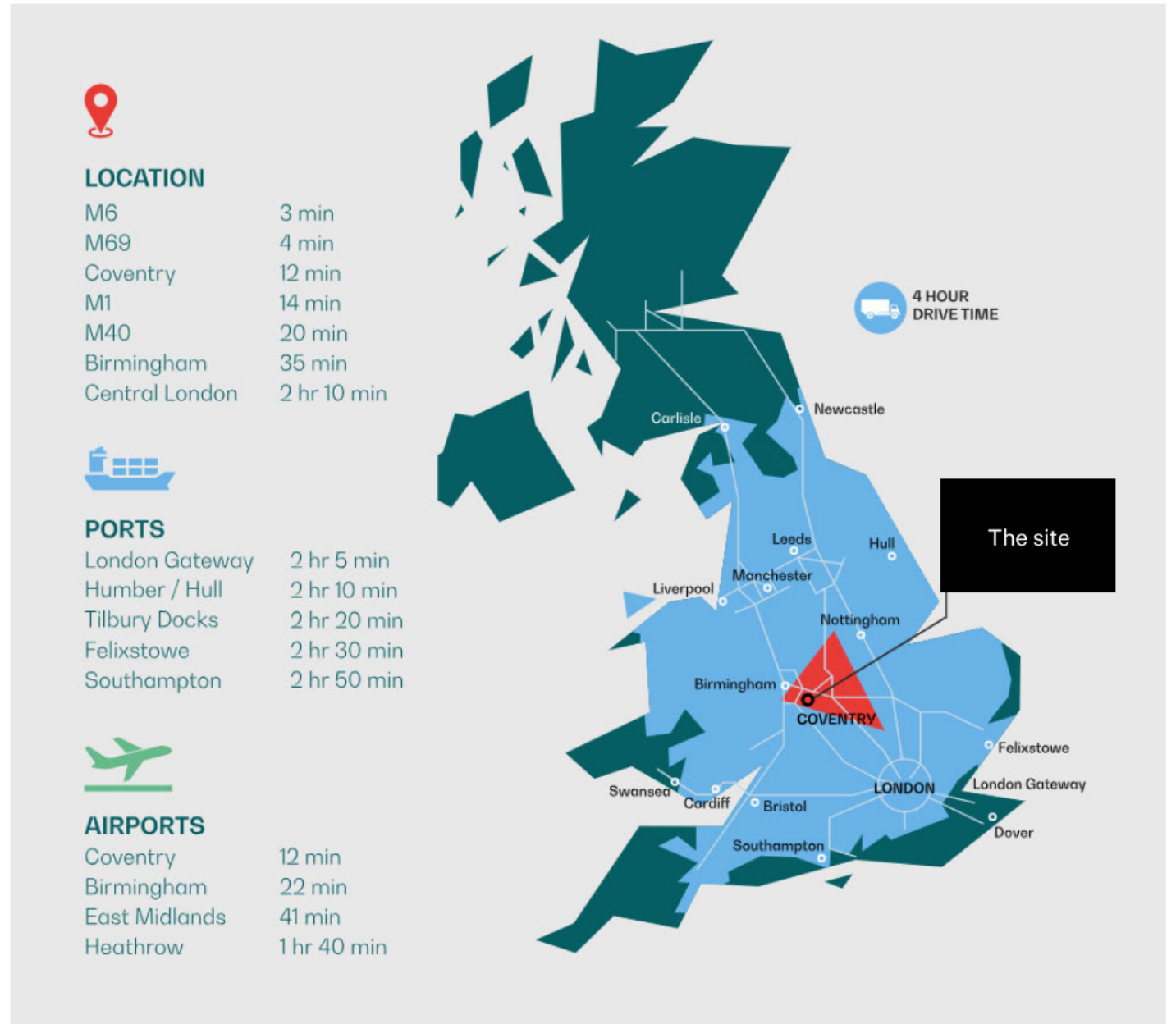
The Site – Local Context

- Opportunity to expand the existing employment hubs south of M6 Junction 2.
- Opportunity to create a new strategic employment hub north of the M6 Junction 2 alongside the Frasers campus.
- Identified location for employment growth in the emerging Local Plan consultation document.
- Accessed off the B4065 Hinckley Road for pedestrian and vehicular access.
- Located just 7km northeast of Coventry, the second-largest city in the region.



The Site – National Context

- Located at the heart of the UK's national infrastructure network, Coventry/Rugby is a strategic location for national logistics.
- Strategically accessible prime site directly adjacent to the M6 and M69 providing access to the wider central network of motorways.
- 95% of the UK population and 92% of UK businesses/markets are within four hours HGV travel-time of the West Midlands.
- HS2 will result in less than 40-minute travel time to Central London.
- Coventry Airport is one of the fastest growing airports in Europe with extensive global connectivity.
- Proximity to West Midlands Investment Zone at Coventry Airport to encourage businesses to invest in the area. The zone includes the Airport site and adjacent employment land which could be used to support the battery and automotive supply chain.





Planning
Policy

Planning Policy

- Rugby Borough's Local Plan (2011-2031) was adopted in June 2019 and sets out the long-term spatial vision for how the town and villages in the Borough are planned to develop and change through a strategy for promoting, distributing and delivering sustainable development. The Plan is currently under review via this consultation.
- The National Planning Policy Framework (NPPF) (2023) sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. Paragraph 16c of the NPPF states "Plans should be shaped by early, proportionate and effective engagement between plan-makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees. The emerging local plan has the opportunity to shape economic growth in Rugby by allocating deliverable sites within the local area to supply employment land to keep up with market demand.
- Paragraph 81 of the NPPF states that "Planning policies and decisions should help create the conditions in which businesses can invest, expand, and adapt. Significant weight should be placed on the need to support economic growth and productivity, considering both local needs and wider development opportunities. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future."
- Paragraph 81 of the NPPF is clear that Planning Policies should help create the conditions in which businesses can invest, expand and adapt. The emerging plan should focus on key locations such as around J2 of the M6 to deliver economic growth within Rugby Borough by allocating additional sites to deliver both non-strategic general industrial (Class E (g) (i) (ii) (iii)/B2/B8) employment land and strategic scale B8 units in line with the published evidence base.



Industrial
Property
Market

Industrial Property Market

- The UK industrial and logistics market has performed strongly over the past 5 years and is expected to continue to do so in all UK regions. This is due to significant demand and a considerable shortage of suitable sites. Speculative space under construction is decreasing in light of the prevailing economic environment which will restrict future supply.
- Supply remains severely limited and occupier demand remains high – CBRE are aware of 23 current requirements for circa 531,000 sqm of strategic B8 floorspace (above 9,000 sqm) with average size requirements circa 23,000 sqm which is the scale that this site can accommodate.
- Additional sites will be required to satisfy the significant latent demand and to ensure that market share is maintained in this location and investment does not go to other areas with a readily available supply of fit for purpose Grade A employment land.
- Unless additional land is brought forward there is a risk that occupiers consider other locations with a ready supply of fit for purpose employment land and that market share and local jobs are lost.
- The M6 Corridor is the prime market for industrial and logistics in the West Midlands region, situated within the 'Golden Triangle' , it boasts market-leading land values and high Prime A rents. It possesses strategic connectivity to all markets in the north and south of the UK including proximity to ports/airports and access to an extensive labour market and supply chain network.
- Successful business clusters have developed in Rugby borough, in particular the Manufacturing Technology Centre and associated manufacturing uses at Ansty Park directly to the south of J2 of the M6 and the site.

Industrial Property Market

- The 2022 HEDNA stated that the sub-region, and in particular the northern and central parts of it has a strong and dynamic and industrial market.
- The evidence points to a very significant stock of industrial floorspace at over 8.7 million sqm of space in 2023 and sustained high take-up levels since 2013. The automotive sector has influenced strong take-up in recent years, and demand for logistics/distribution space looks likely to remain buoyed by the growth in e-retailing in particular. Rents and land values have grown to record levels.
- Available industrial space remains low and the strength of demand has supported strong recent development activity together with growth in rents, with a very substantial 1.3 million sqm of space delivered since 2013 with over 1 million sqm over the 2015-20 period. Average gross take-up since 2013 has been 316,000 sqm per annum and whilst this has partly resulted from replacement of older space, net absorption of space has equally been very strong at almost 190,000 sqm per annum. New supply does appear to be coming forwards, not least as sites allocated in the last round of Local Plans start to progress, but there will be an ongoing need to replenish industrial supply to avoid restricting economic growth.
- Coventry and Warwickshire is a £26 billion economy, accounting for 19% of West Midlands GVA. Growth in GVA has slightly out-performed regional and national trends. Total employment in 2019 across Coventry and Warwickshire is estimated at 526,900 jobs. The economic participation rate in the sub-region (79.3%) is marginally above the national rate (78.8%) but considerably stronger than the region (77.5%).



Employment
Land Evidence
Base

Employment Land Position

- The 2022 Housing and Economic Development Needs Assessment (HEDNA) was completed by Icen Projects on behalf of the Coventry and Warwickshire Local Authorities. It considers employment land requirements to 2041 and 2050.
- In respect of strategic industrial floorspace (units over 9,000 sqm) it concludes that it would be appropriate to plan for future development to be in line with recent completion trends over the initial 10-year period (2021-31), with the subsequent decade then seeing potentially slower growth in line with the traffic growth and replacement demand modelling.
- On this basis, the HEDNA concludes a need across the sub-region for 606 ha of land to 2041 and 709 ha to 2050.
- B8 demand remained strong in 2022 and the HEDNA concluded that there is a need for separate allocations for E(g)(iii)/B2 where land is delineated from sites going for B8 in order to support the manufacturing sector. There is a strong manufacturing sector in the north of the sub-region which needs to be provided for with levels of land/stock critically low.
- Further work will need to be undertaken by the local authorities on the quantum of land for strategic industrial (B8) floorspace in each of the 6 local authorities but on the basis that Rugby in 2023 had over 8.7m sqft of industrial floorspace (10%) which has fallen in recent years due to high levels of take up (from the five-year average of over 14.7m sqft, 17%) with supply not keeping up. Given the strategic accessibility of Rugby Borough and the strong demand from national occupiers for employment land along the M6 corridor it would be reasonable to assume that Rugby Borough will be able to provide a significant proportion of this strategic employment land requirement.
- The only way that this quantum of land can be delivered will be through the release of land from the Green Belt by the planning authority in the next plan period and Rugby Borough Council acknowledge this within their consultation document for the emerging Local Plan and identify land north of M6 J2 as a potential location for the delivery of employment land

Employment Land Position

- The unique locational requirements of logistics operators are embedded in national planning policy in the NPPF at Paragraph 82 stating that planning policies should recognise the specific locational requirements of different sectors, including storage, distribution and logistics, which should be provided at a variety of scales and in suitably accessible locations such as the subject site. Planning Practice Guidance advises how authorities should assess need and allocate space for logistics as follows:
 1. The logistics industry plays a critical role in enabling an efficient, sustainable and effective supply of goods for consumers and businesses, as well as contributing to local employment opportunities, and has distinct locational requirements that need to be considered in formulating planning policies (separately from those relating to general industrial land).
 2. Strategic facilities serving national or regional markets are likely to require significant amounts of land, good access to strategic transport networks, sufficient power capacity and access to appropriately skilled local labour. Where a need for such facilities may exist, strategic policy-making authorities should collaborate with other authorities, infrastructure providers and other interests to identify the scale of need across the relevant market areas.
 3. Strategic policy-making authorities will then need to consider the most appropriate locations for meeting these identified needs (whether through the expansion of existing sites or development of new ones).
 4. Authorities will also need to assess the extent to which land and policy support is required for other forms of logistics requirements, including the needs of SMEs and of 'last mile' facilities serving local markets. A range of up-to-date evidence may have to be considered in establishing the appropriate amount, type and location of provision, including market signals, anticipated changes in the local population and the housing stock as well as the local business base and infrastructure availability.
- As above, the proposed 10-ha site and the surrounding Green Belt location north of M6 Junction 2 can be considered of strategic importance for national logistics use. This is substantiated by the Frasers group planning application, driven by an end user requirement, which if it receives receives planning consent, will establish the principle and set the precedence for employment uses in this location.

Employment Land Position

- Government policy is very clear about the need to identify strategic land in appropriate locations. Based on CBRE's experience, regional and national logistics operators require a very specific set of locational circumstances in order to be successful. The key location requirements of regional and national logistics operators are all fulfilled by this site and include:
 1. A nationally strategic location for regional and national distribution occupiers within 4-5 hours' drive of key UK population centres in the north and south to provide efficient access to markets, retailers, and consumers, accessible to key deep-sea ports, sea freight, and key freight hubs and directly connected to the national strategic road network of the M6/M69. The West Midlands is a prime location for national logistics development, providing access to 75% of the UK's population by road within 4 hours, with major economic centres of Birmingham under an hour by road and London only 2 hours. It is strategically located in relation to Channel Ports and the deep-sea ports at London Gateway and Southampton within 3 hours and has access to key Airports in Birmingham and the East Midlands (which is a major air freight hub) in under 1 hour.
 2. A locally strategic location for major logistics centres, in addition to being located in a strategic location nationally on the M6 which falls within the golden triangle for industrial floorspace, with direct access to the Strategic Road Network, with ready preference being for land directly adjacent to motorway junctions (J2 M6/M69) and ready access to a local pool of labour, including training and education providers who can deliver the skills and employees required to meet the modern needs of logistics operators – ranging from entry level to highly skilled jobs in Rugby, Coventry and the wider West Midlands.
 3. Suitable site/physical characteristics, appropriate and suitable to accommodate the scale and type of development to meet occupier needs. This includes A site of sufficient size and scale to deliver large scale modern logistics to Grade A standard and scale that can deliver buildings in excess of 250,000sqft in size in a single building of appropriate dimensions, a site that is deliverable and viable and not encumbered by significant constraints and has ready and immediate access to the strategic highways network with capacity to handle the development on local roads/junctions. This is a prime site given its location adjacent to the motorway junctions.
- This site is in a prime location adjacent to M6 J2, boasts strategic accessibility to all markets in the north and south of the UK including proximity to ports and airports, has a ready access to an extensive labour market and supply chains and provides sufficient capacity to provide floorspace for strategic scale industrial and logistics occupiers.



Planning
Justification

Planning Justification

- We contend that the development of this site is unlikely to substantially impact on any of the five purposes of the Green Belt (NPPF Paragraph 138) and that it will limit visual impact. A Very Special Circumstances (VSC) case will be fully developed to prove exceptional circumstances and enable removal of this site from the Green Belt and development in this location.
- We will provide technical evidence to support this in due course to inform pre-application discussions with the planning authority and our planning application and provide below our initial justification:
 1. It provides significant landscape screening between the scheme and the village thus preventing perceived and unrestricted sprawl of the built-up area.
 2. There are no neighbouring towns in this location that would merge into one another as a result of the proposals.
 3. Given the site's location immediately adjacent to the M69 it has low amenity value. The proposals would retain existing rights of way, maintain and enhancing the strategic green infrastructure network and its ecological amenity benefit and enhance the setting and environment.
 4. The setting and character of Ansty village whilst not a historic town will be protected and preserved by the significant landscape screening proposed.
 5. It will develop land with low amenity value and provide opportunity for economic growth and jobs for local people – the proposed schemes will create up to 682 jobs and will be a circa £80m investment.
- It is noted that the adjacent Frasers scheme currently under determination is also in the Green Belt and has put forward a VSC case. If this is accepted and planning consent secured this would, in part, provide the rationale and precedent for bringing forward this site given that it is situated immediately adjacent to the north-west of this scheme.

Planning Justification

- In addition, if there are impacts upon openness, or conflicts with the five purposes of the Green Belt (NPPF paragraph 138) then VSC would need to be demonstrated. Planning policy considers that if VSC exist in relation to a development proposal, then it could be considered to not be inappropriate development in the Green Belt. VSC's will only exist where the potential harm to the Green Belt, by reason of inappropriateness, and any other harm, is clearly outweighed.
- A VSC that could exist is the need and absence of alternative sites. A full assessment of alternative sites will support a planning application for the development of the site. This will identify all other available sites in the vicinity of the site and provide an assessment of their suitability. It is likely that all others will also be located within the Green Belt. To support this, and to build a robust case, a Needs Assessment, will be prepared to demonstrate to identify a need for the proposed use.
- Any harm to the Green Belt will be given significant weight in determining planning applications. A planning application for the redevelopment of this site will clearly set out the benefits of the scheme which outweigh the impacts including:
 1. Sustainability - BARJANE offers strong credentials for sustainable/green developments with a deep-rooted sense of responsibility to protect the environments and communities where it invests. It achieves the highest standards for environmental certification at a corporate level (ISO 14001, ISO 50001, B-Corp pending), and for all its development projects (BREEAM, LEED etc).
 2. Fulfilling a clearly identified need given strong demand and the lack of readily available supply of strategic employment land.
 3. Economic growth through the provision of high-quality jobs for local people and expansion of the identified economic growth hub around M6 J2.
 4. Creation of up to 682 jobs.



Masterplan



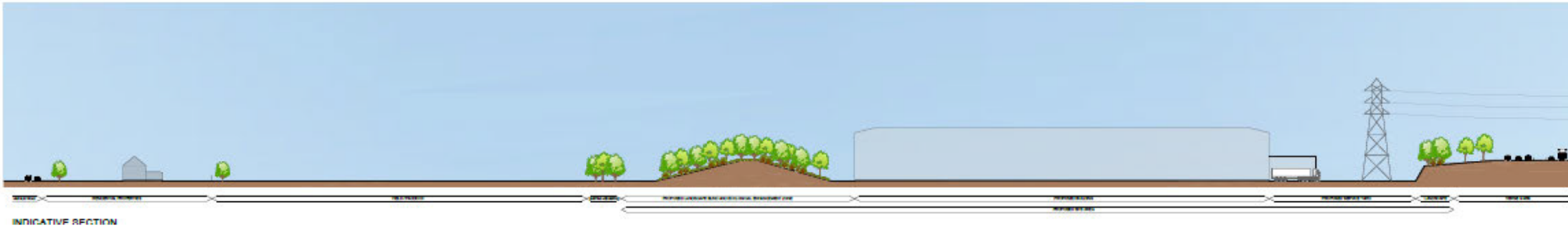
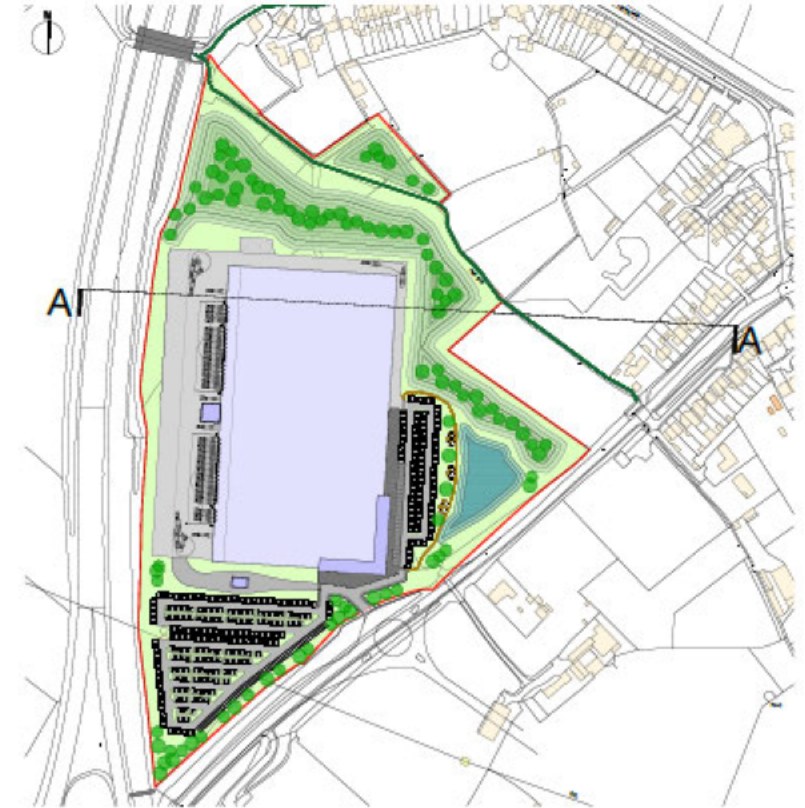
Masterplan – Option 1

- Delivery of a considered and sensitive development to local residential amenity/surroundings.
- The creation of a strategic landscaped bund that will wrap around the site. This bund will be planted with native trees and screen planting to shield the development from Ansty residents. As the trees mature, they will become a high-quality visual amenity, complementing the existing landscape buffers that separate the site from the residents.
- The proposed landscape bund and building orientation will not only screen operational activity but will provide visual and acoustic screening for residents from the busy M69 motorway.
- Extensive SUDS network incorporating swales and permeable paving.
- Green, sustainable travel will be promoted through electric vehicle charging (in excess of local authority requirements), cycle parking, end-of-journey facilities, and car sharing.
- The proposed scheme will be designed to meet the highest sustainability credentials with a BREEAM Excellent rating and EPC A rating as a minimum with a pathway to BREEAM Outstanding and EPC A+ rating.
- A significant amount of dedicated soft landscaping planted with native species to provide ecological and biodiversity enhancements.
- The proposed landscaped bund and associated planting will significantly enhance the setting and user experience of the public footpath to the east of the site.
- Office frontage located on the approach to provide a high-quality focal point.
- Access is commented on separately within the document.



Masterplan - Cross Section

- Visual amenity and noise attenuation for residents is a key consideration.
- This cross section demonstrates how these issues will be addressed.
- The top of the landscaped bund (including vegetation) will be equivalent to the height of the building, thus screening the unit.
- As the trees mature, they will become a high-quality visual amenity, complementing the existing landscape buffers that separate the site from the residents.
- BARJANE has successfully developed a similar landscaped bund solution at its Northampton site, as referenced in the case study section.



Masterplan - Option 2

- The two-unit layout demonstrates how the site could respond to market demands with smaller flexible E class/B2 & B8 use buildings.
- Opportunity to reduce unit sizes further via 'terracing' to accommodate smaller requirements.
- The buildings would provide office frontages in key locations on the approach providing high quality focal points. The buildings would be positioned to screen activity from sensitive receptors.
- The extended internal service road would ensure that vehicles are able to access service areas without impacting the road network.
- The proposal would incorporate significant landscape and biodiversity enhancements which would screen the development from residents both visually and acoustically.
- Operational activity is contained between the two building footprints.
- Access is commented on separately within the document.





Developer Case Study



About BARJANE

- BARJANE is a privately owned property group and a leading European developer of industrial and logistics real estate.
- It owns and manages 820,000 sqm of built space, with control of a further 1,250,000 sqm land bank. Its properties are located in and around major cities and at key transportation hubs in France and the UK.
- As a family-owned business, BARJANE has a long-term investment horizon and a deep-rooted sense of responsibility to enhance the environments and communities where it invests.
- BARJANE achieves the highest standards for environmental certification at a corporate level (ISO 14001, ISO 50001, B-Corp pending), and for all development projects (BREEAM, LEED etc).
- BARJANE has an extensive track record of land acquisition, master planning and build-to-suit development for its customers.
- BARJANE is the largest owner of rooftop solar power installations in France generating 22,000,000 KWH of renewable energy, equivalent to the annual consumption of 10,100 people.
- BARJANE has recently acquired a 2-hectare site at Central Park, Rugby, with the intention to redevelop to provide 10,000 sqm of high-quality sustainable employment space.



Case Study: Decathlon, Brackmills Estate, Northampton – Preserving amenity with green infrastructure



- 32,500 sqm.
- Developed in 2018, and further extended in 2022.
- This site acts as Decathlon's national UK distribution centre to service 44 retail stores in addition to its E-Commerce operation.
- BREAM Very Good Certified.
- Employee 3G sports pitches and gym.

Case Study: Decathlon, Brackmills Estate, Northampton – Preserving amenity with green infrastructure

- The top of the landscaped bund (including planting) is level with the height of the building and effectively ‘wraps’ the site.
- Noise attenuation for the residential area of Great Houghton circa 250m away has been achieved and visual amenity enhanced.



- It is proposed to deliver the same standard of landscape screening at the Ansty site to maintain residential amenity and minimise noise impacts.

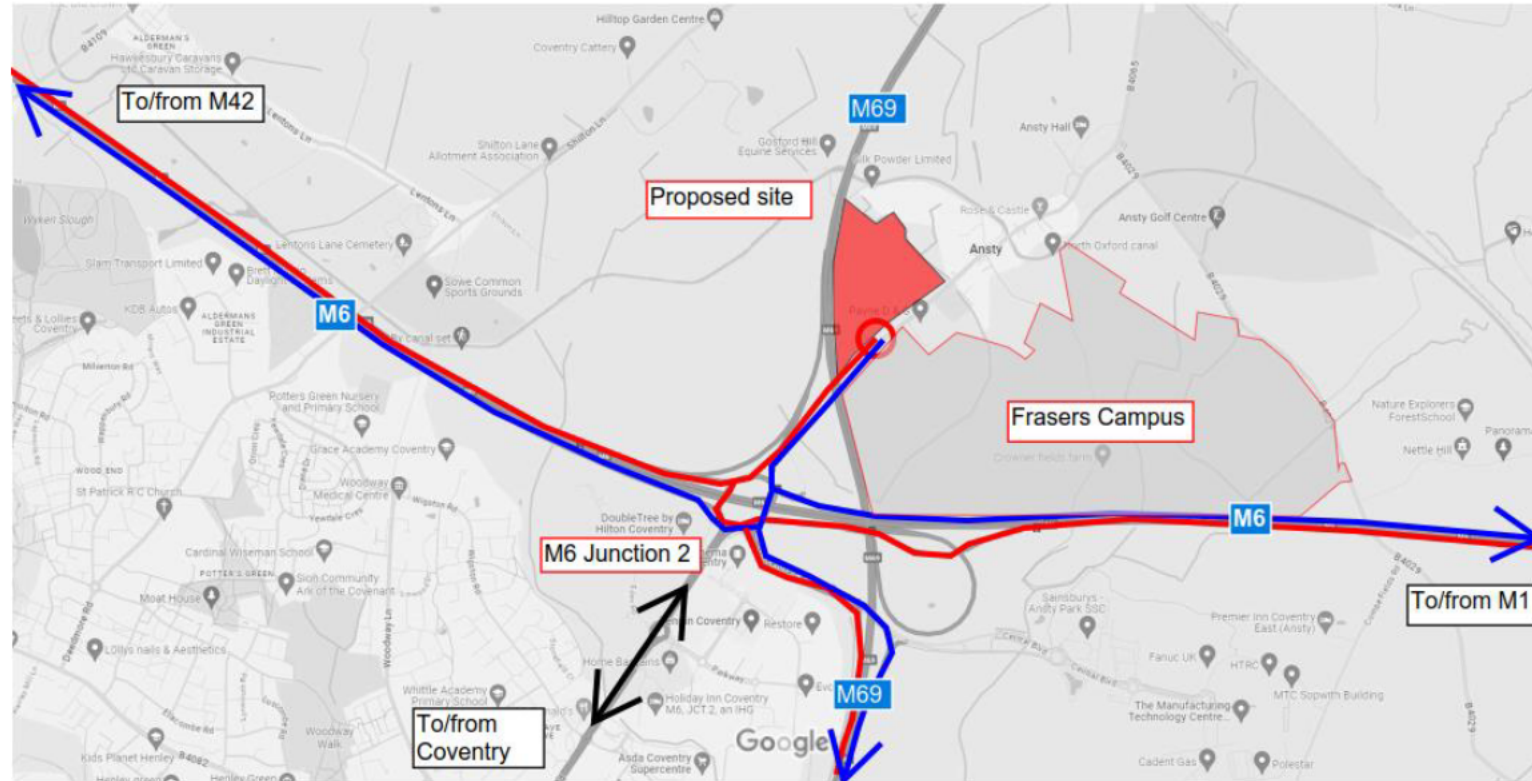


Access

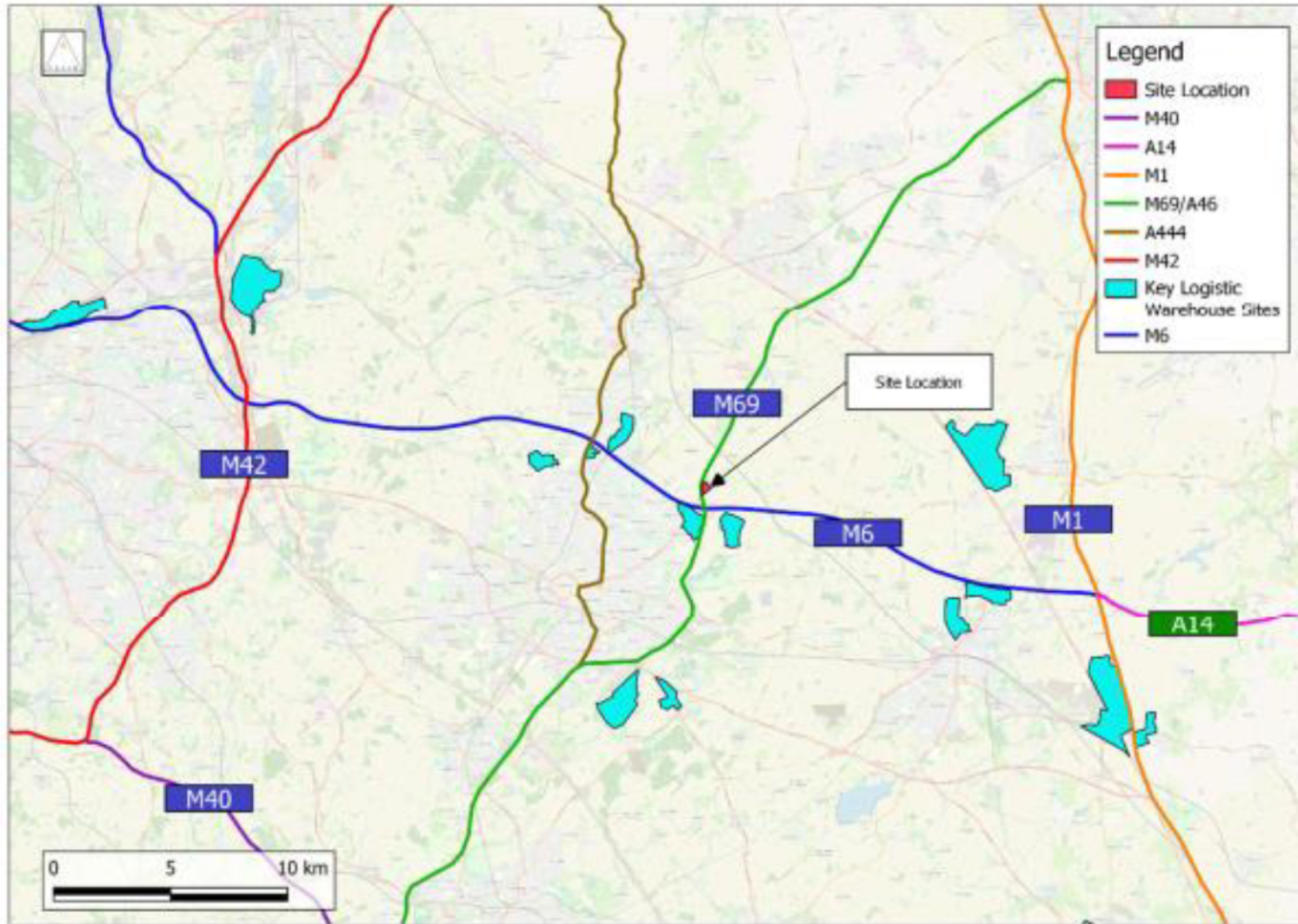


Access

- Proximity to M6 Junction 2 and access to the wider road network.
- The site will be approximately 500m from the M6 interchange via Hinkley Road.
- The existing site access onto B4065 Hinkley Road may be improved to create a suitable access to serve a new employment-based development.
- There is the opportunity to create a four-arm roundabout to tie in with the emerging new access to associated with the emerging Frasers Campus site to the west.
- All site HGV traffic will be managed to be left in and right out – avoiding Ansty village.



Access



Access to the Strategic Road Network

- M6 and M69 provide access to the wider road network.
- Similar type of location and access to the strategic network as other logistics sites.

Access

Trip Generation Review

- Commercial land use similar to Frasers Campus (Warehouse/Logistics)
- Review of expected trip demand compared with Frasers Campus trip rates:

Promoted site - Warehouse trips (39,000 sqm)				
Time	Staff car/LGV Trips		HGV Trips	
	Arr	Dep	Arr	Dep
08:00-09:00	49	0	8	4
17:00-18:00	0	49	11	10
Daily	329	330	176	173

FRASERS Campus - Warehouse trips (279,050 sqm)				
Time	Staff car/LGV Trips		HGV Trips	
	Arr	Dep	Arr	Dep
AM peak	329	0	54	28
PM peak	0	329	71	70
Daily	2198	2200	1172	1154

* Worst-case - no Travel Plan reduction

- The site would represent just 15% increase on top of the Frasers Campus traffic demand should the two sites be introduced.
- The Frasers Campus local network analysis indicates there is spare capacity at the proposed access junction, and it is feasible to add a new arm to serve the promoted site with additional development traffic without major impact.
- The M2 junction 2 signal arrangement has capacity on the key approaches in the future AM and PM peaks to accommodate the additional traffic associated with the promoted site (approximately one additional vehicle per minute in each of the peak hours).

Operational Vehicle Management

- Opportunity to manage HGV movements via Delivery and Servicing Management Plan/HGV Routing Plans and CCTV monitoring to ensure HGV drivers do not pass through Ansty village.
- Potential for regular monitoring as implemented in the Lidl Regional Distribution Centre (RDC) on Brownhill Way, Southampton. Monitoring ensured HGV drivers used direct route to the local motorway rather than access RDC through local residential areas.

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Conclusion

Conclusion

We actively promote this circa 10-hectare site off Hinckley Road, Ansty for employment use for the following strategic reasons:

- Situated in a prime and highly accessible location immediately adjacent to the M6 Junction 2, one of the areas identified by Rugby Borough Council as a potential location for future employment land provision in the new Plan.
- Excellent potential for strategic scale B8 logistics use or B2 & flexible E class uses.
- The M6 Corridor is the prime market for industrial and logistics in the West Midlands in the region, situated within the 'Golden Triangle', it possesses strategic connectivity to all markets in the north and south of the UK, including proximity to ports and airports, ready access to an extensive labour market and supply chain networks
- Fulfilling a clear identified need given strong demand and the lack of a readily available supply of strategic employment land.
- The location north of the M6 Junction 2 can be considered of strategic importance for national logistics use. This is substantiated by the Frasers group planning application, driven by an end user requirement, which if it receives receives planning consent, will establish the principle and set the precedence for employment uses in this location.
- Commitment to long term stewardship by the developer; BARJANE is a long-term owner and investor.

Conclusion

The scheme will :

- Provide capacity for up to 39,000 sqm in a single unit or smaller units as required for open market uses.
- Drive economic growth through the creation of up to 682 high-quality jobs for local people and circa £80m investment; it will expand on the success of existing strategic employment hubs south of M6 Junction 2 and contribute to a new strategic hub to the north of the junction alongside the Frasers Campus.
- Provide high-quality Grade A employment land to help address the supply/demand imbalance.
- Be a sustainability driven scheme of the highest quality with BARJANE offering strong credentials for sustainable/green developments.
- Deliver a considered and sensitive development to local residential amenity/surroundings mitigating visual impact and noise.
- Provide significant landscape screening/bund to the north-east 'wrapping' the site between the scheme and the village thus hiding the building from the views of the village – as demonstrated by BARJANE's case study example in Northampton.
- Retain existing rights of way, maintain and enhance the strategic green infrastructure network and its ecological amenity benefit and enhance the setting and environment.
- The setting and character of Ansty village will be protected and preserved by the significant landscape screening proposed.
- Latent noise from the scheme blocked via the landscape bund for residents.
- Accommodate the existing footpath running through the north of the site in a mature 'woodland walk', and opportunity for bio-diversity enhancement/swales.
- Provide access off B4065 and traffic island proposed for Fraser's scheme off an existing site access track and would utilise the proposed new roundabout to be delivered for Fraser's scheme.

