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# 'Call for Sites'

## Warrington Borough Council Local Plan Review

### Call for Sites Registration Form

October 2016

**Please note this 'Call for Sites' is for five or more dwellings or economic development on sites of 0.25 ha (or 500sqm of floor space) and above, Gypsy, Traveller and Show People and Minerals and Waste sites.**

The identification of sites does not imply that the Council considers that the site is suitable for development, either now or in the future. It cannot be taken as representing either an intention to allocate these sites, or as a material consideration in the determination of a planning application.

Potential sites that have been identified will be further tested through the Plan-making process, including through the Spatial Distribution and Site Assessment Process, Sustainability Appraisal/Strategic Environmental Assessment, several stages of public participation and independent examination.

Please also note that all the responses and information received as part of the 'Call for Sites' will be published and made available for public viewing as part of the open and transparent Plan making process.

**NOTE:** Please read the accompanying guidance note [here](#) before completing this form and complete a **separate** form for each site that you are submitting to the Council.

***Please return your completed form and any accompanying supporting material to Planning Policy, Warrington Borough Council no later than 5.00pm on Monday 05<sup>th</sup> December 2016.***

By e-mail: [ldf@warrington.gov.uk](mailto:ldf@warrington.gov.uk)

By post: Planning Policy, Warrington Borough Council, New Town House, Buttermarket Street, Warrington, WA1 2NH

Should you require further advice and guidance on completing this form, please contact the Planning Policy Team by telephone on 01925 442841 or by e-mail to [ldf@warrington.gov.uk](mailto:ldf@warrington.gov.uk)

## (1) Your Details

Please provide your contact details  
Agent's details as our primary contact

Name	
Position	
Organisation	
Address	
Town	
Postcode	
Telephone	
Email address	

## (2) Site Details

Please provide the details of the site you are suggesting. If you are suggesting more than one site, please use a **separate** form.

Name of site /other names it's known by	Land at Cherry Lane	
Address	Lymm	
	Town	Warrington
	Postcode	WA13 0SZ
Ordnance Survey Grid Reference	Easting : 366714	Northing : 385265
Site area (hectares)	54.925 (Employment Land) / 0.928 (Residential land)	
Net developable area (hectares)	55.853	
What is your interest in the site? (please tick one)	Owner <input type="checkbox"/>	Lessee <input type="checkbox"/>
	Prospective Purchaser <input checked="" type="checkbox"/>	Neighbour <input type="checkbox"/>
	Other <input type="checkbox"/>	Please state:

**Please Note: It is essential that you provide a map showing the site's location and detailed boundaries for each submission.**

**(3a) Proposed future use(s)**

Please indicate the preferred use that you would like the site to be considered for. Please also indicate any other uses you would consider acceptable. If you wish the site to be considered for a mix of uses, please tick all uses that apply.

	Residential	Gypsy & Travellers	Employment	Retail	Leisure	Other*
Preferred future use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alternative future use(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential Capacity	houses: 35	Number of Pitches:	tbc	SqM	SqM	SqM
	or flats:					
Employment Use Class (E.g. B1)	To be confirmed by layout and design					
* If "Other", please indicate which use(s):						
Potential Density	40 dwellings per hectare for residential infill element					
	Has any design, viability, master planning work or other studies been undertaken for any proposed use?			Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

**(3b) Proposed future use(s) - Minerals and Waste**

Details:

<b>(4) Site Ownership</b>			
Please record the site owner on a separate sheet. Please		record the fourth owner, etc. on the map.	
If you do not know who owns the site			
			Owner 3
Name			
Address			
Town			
Postcode			
<u>Or</u> : I do not know who owns the site			
Has the owner (or each owner) indicated support for proposed redevelopment? Please also record these details for the 4 <sup>th</sup> and subsequent owners (where necessary).			
Yes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there any Restrictive Covenants & Ransom Strips affecting the site?	No		

<b>(5) Market Interest</b>		
Please choose the most appropriate category below to indicate what level of market interest there is in the site:		
		<i>Any comments</i>
Site is owned by a developer	<input type="checkbox"/>	
Site under option to a developer	<input type="checkbox"/>	
Enquiries received	<input checked="" type="checkbox"/>	Applicant intends to develop the employment land
Site is being marketed	<input type="checkbox"/>	
None	<input type="checkbox"/>	
Not known	<input type="checkbox"/>	

(6)

Please record the current use(s) of the site (or for vacant sites, the previous use, if known) and the neighbouring land uses.

Current use(s)	Agriculture	
Neighbouring Uses	Metway to west; residential and commercial to south; agriculture to the east and north.	
If vacant	Previous use(s)	
	Date last used	

What proportion of the site is made up of buildings, and what proportion is (open) land?

Proportion covered by buildings	5 %	Proportion not covered by buildings	95 %
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If there are buildings on the site, please answer the following questions:

How many buildings are there on the site?	6	buildings
What proportion of the buildings are currently in use?	% in use: 00	%
	% derelict:	%
	% vacant:	%
Are any existing buildings on the site proposed to be converted?	N	

For the **parts of the** site, please answer these questions:

What proportion of the land is currently in active use?	100	%
What proportion is <b>greenfield</b> (not previously developed)?	100	% (A)*
What proportion is <b>previously developed</b> and cleared?		% (B)*
What proportion is <b>previously developed</b> but not cleared? (e.g. demolition spoil, etc.)		% (C)*

\* A plus B plus C should add to 100%.

Please provide any additional comments on a separate sheet if necessary.

## (7) Constraints to Development

Please tell us about any known constraints that will affect development for the proposed use, details of what action is required, how long it will take and what progress has been made.

Please use a separate sheet where necessary to provide details. If using separate sheets, it would be helpful to make reference there to the particular constraint, e.g (7)(e) – Drainage.

	Yes, No or Don't know	Nature and severity of constraint *	Action needed, timescales and progress	Confirmed by technical study or by service provider?	
				Yes	No
a) Land contamination	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Land stability	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Mains water supply	No	Existing services to farm		<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Mains sewerage	Don't Know			<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Drainage, flood risk	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Tree Preservation Orders	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Electricity supply	No	Existing services to farm		<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Gas supply	No	Existing services to farm		<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) Telecommunications	No	Existing services to farm		<input type="checkbox"/>	<input checked="" type="checkbox"/>
j) Highways	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>
k) Ownership, leases etc.	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>
l) Ransom strips, covenants	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>
m) Other (Please provide details)	No			<input type="checkbox"/>	<input checked="" type="checkbox"/>

**(8) Availability**

*Please indicate when the site may be available*

Excluding planning policy constraints, when do you believe this site could be available for development?

Immediately available (Note: to be "immediately available", a site must be cleared, unless being considered for conversions.)

If not immediately, please state when it could be available:

If the site is not available immediately, please explain why – e.g. the main constraint(s) or delaying factor(s) and actions necessary to remove these:

**Information**

Please tell us anything else of relevance regarding this site if not already covered above that will ensure that it contributes positively to the achievement of sustainable development. Please use a separate sheet/s if necessary.

There are no known physical constraints which would prevent or delay the development of the land for employment purposes and residential dwellings on this site. The site would be available for use following release from the Green Belt by Warrington Borough Council, or could alternatively be designated as white land for phased future development.

**Planning Policy – Warrington Borough Council,  
New Town House, Buttermarket Street, Warrington, WA1 2NH**

[ldf@warrington.gov.uk](mailto:ldf@warrington.gov.uk)

01925 442841

is for this available in other formats or languages on request.



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This drawing shall be read in conjunction with all other relevant drawings, specifications and associated documentation. Any discrepancies, errors or omissions are to be reported to the originator before proceeding with work.

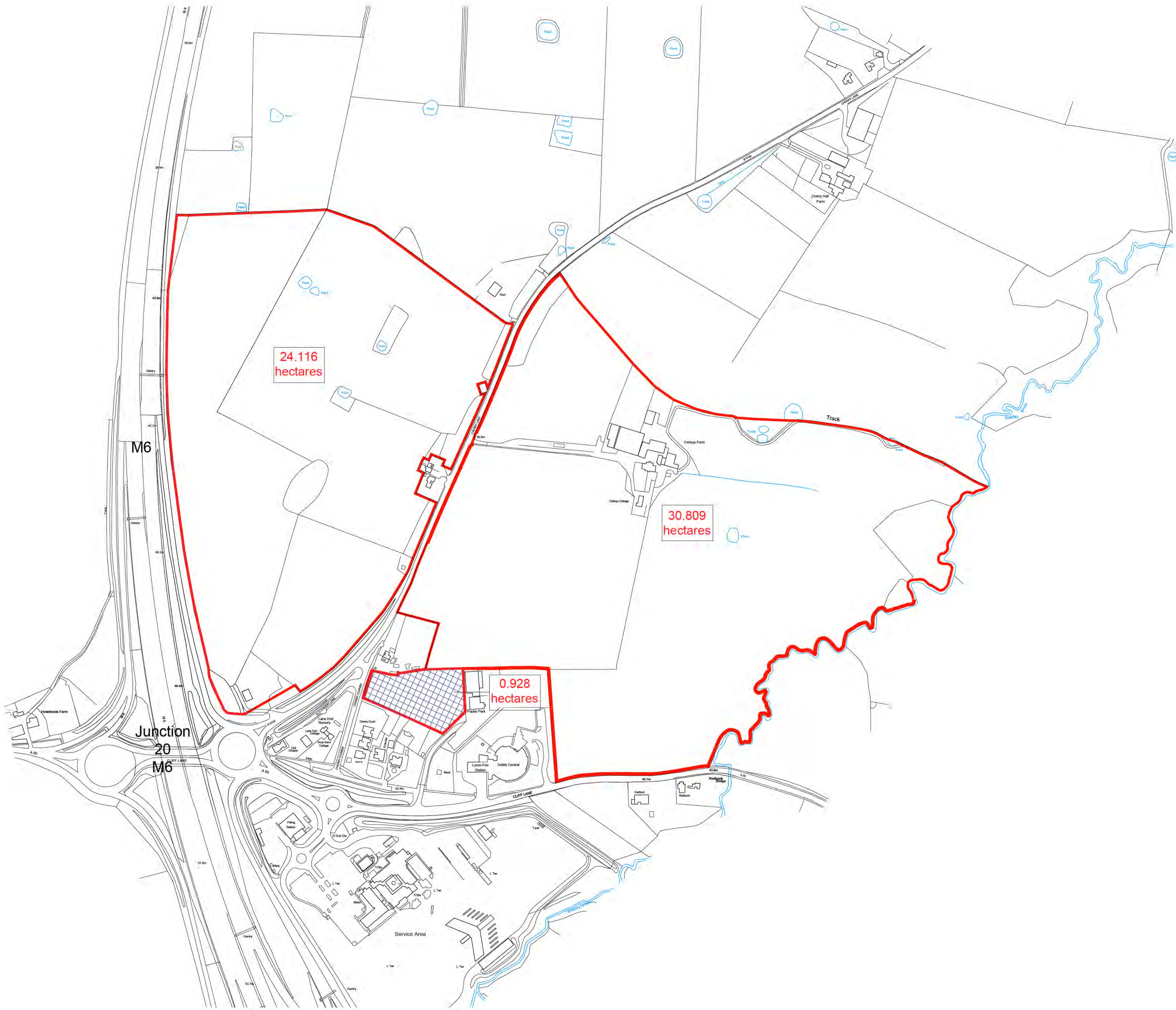
All dimensions are to be checked on site by the contractor prior to proceeding with any work.

All discrepancies are to be reported to the Architect before any work commences. When this drawing is issued in CAD, it is an uncontrolled version issued for information only, to enable the recipient to prepare their own documents/drawings for which they are solely responsible.

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**Hazard Identification**

ref	hazard	date
	AREAS TO BE CONFIRMED FOLLOWING RECEIPT OF LAND REGISTRY PLANS	25.05.18



K	AREA NOTATIONS CHANGED TO HECTARES ONLY	DC	04.07.18
J	SCALE ADJUSTED TO 1:2500@A1 AND ADDITIONAL AREAS ADDED	DC	04.07.18
H	RED LINES COMBINED	DC	29.06.18
G	AREAS ADDED	DC	27.06.18
F	BOUNDARY PLOT UPDATED TO NR COMMENTS	KS	15.06.18
D	EASTERN BOUNDARY PLOT SUBDIVIDED	JEP	25.05.18
C	ADDITIONAL BOUNDARY ADDED IN GREEN AND SCALE CHANGE TO 1:2000	DC	25.05.18
B	UPDATED FOLLOWING COMMENTS	DC	24.05.18
A	FIRST ISSUE	DC	08.05.18
REF	REVISION	BY	DATE

**C4 Consulting**

The Chapel, Old Cherry Lane,  
Lymm, Warrington  
WA13 0TA  
t: 01925 751 852  
e: info@c4consulting.co.uk  
www.c4consulting.co.uk

Building Surveys • Architectural Services • Cost Consultancy • Project Management

Client  
T.E. Norcott & Co.

Project  
Land at Cherry Lane,  
Lymm

Drawing  
Existing Site Plan

Drawn by	DC	Date	08.05.18
Checked by	XXX	Date	XX-XX-XX
Scale	1:2500		A1

Dwg no.	18044-C4C-B0-ZZ-A1-01-SK-LL-001	Revision	K
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**LAND AT CHERRY LANE, LYMM, WARRINGTON, WA13 0SZ**

**REPRESENTATION TO THE WARRINGTON LOCAL PLAN REVIEW**

**PLANNING STATEMENT**

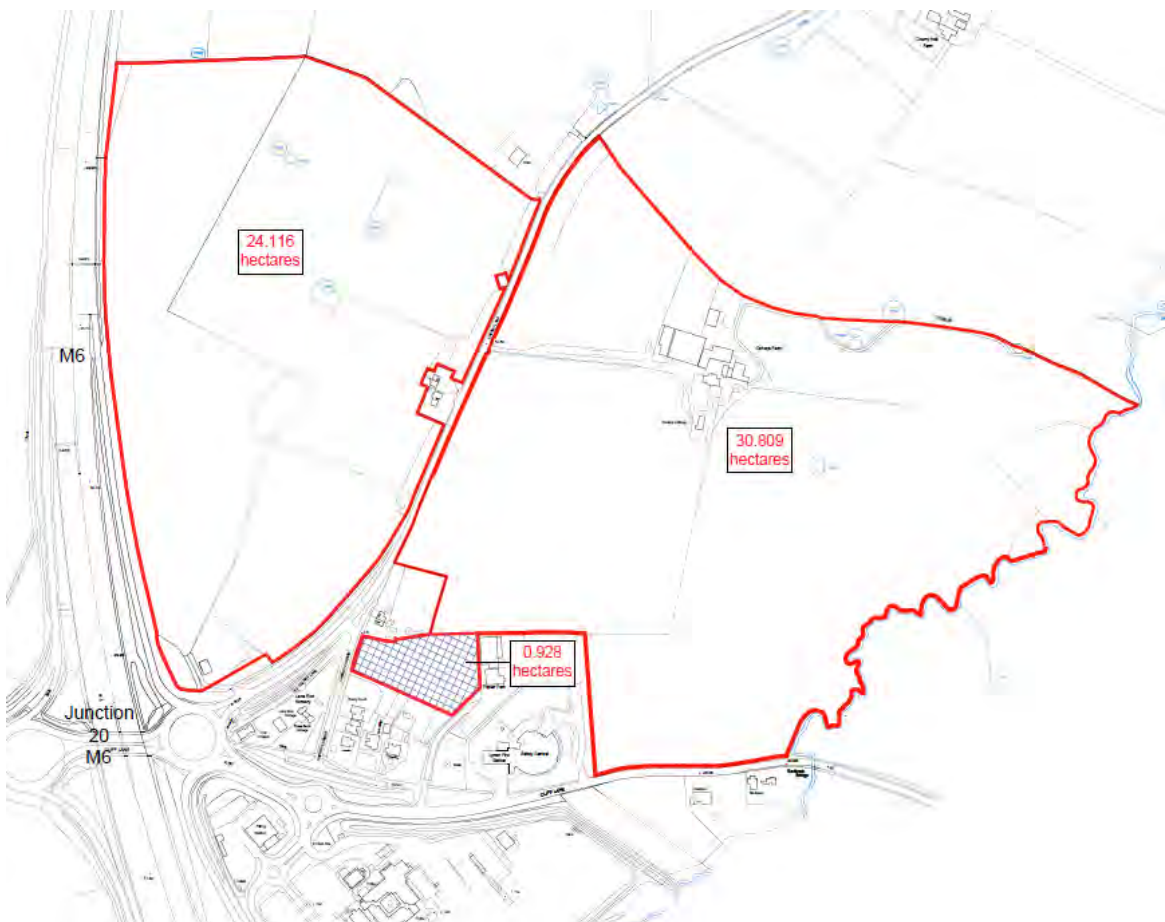
**JULY 2018**

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*GTP Ltd  
High Lane House  
148 Buxton Road  
High Lane  
Stockport  
Cheshire  
SK6 8ED*

- 1 This statement is provided on behalf of C4 Land Ltd to accompany the form and plan lodged with the Council on 6 July 2018 which seeks the allocation of the land for employment purposes along with a small area of residential infill. The land which is subject to the representation is shown edged by a red line on the cover of this document.
  
- 2 The area of land subject to the representation has a total area of 54.9 hectares, of which 24.1 hectares stands to the west of Cherry Lane adjacent to the M6 motorway and 30.8 hectares lies to the east of Cherry Lane. A small 0.9 hectares portion of the total representation is located at the southern tip of the area and is abutted by development to three/four sides which dictates its preferred land use as residential infill. These areas are indicated on the plan lodged as part of the submission, an extract from which is provided below:



- 3 The position of the site is located to the north east of Junction 20 of the M6 motorway, with the large built expanse of the service station set to the south across Macclesfield Road, and residential and commercial properties set in between including the recent Fire Station development. The land is ideally situated in respect of its connectivity and is highly accessible due to its primary road links.
- 4 The below plan denotes the location of the land by a red circle with the nearby centres of Warrington (north west) and Lymm (north east) annotated, along with the M6/M56 motorway junction to the south and the existing employment area of Appleton Thorn to the west:



- 5 The representation has been made to the emerging Local Plan as a result of initial discussions between C4 Land and the Council, where it was suggested that a Call for Sites Proforma should be completed in order to allow the Council to consider the site for development as part of its ongoing Local Plan Review process.

- 6 The Borough has expanded considerably as a hub for employment purposes primarily based on its geographical location and the road transport network which wraps around the town and its outlying commercial areas. To enable this expansion to continue to create jobs and encourage business, further land is required to allow sites to come forward in a strategic and phased manner with the land subject of this representation ideally placed to be part of this process.
- 7 It is noted that the October 2016 Council document 'Economic Development Needs Study' (EDNS) recognises the success of the borough in recent years, in particular the success of Omega which has been a key feature of the local economy. The study confirms on page 4 that with a realistic supply of 69.68 ha remaining at Omega at that time, stakeholders are now considering further strategic scale sites in the Borough, particularly in South Warrington with access to the M56. This is precisely where the land at Cherry Lane is situated, making it an ideal proposition for planned development.
- 8 The 2016 EDNS paid due regard to the requirements of the National Planning Policy Framework to encourage and deliver growth through the planning system. The key recommendation made by the study is that the Council should adopt the strategic/local land take-up scenario, which suggests that the Borough has a further land need (additional to the current realistic supply) of 276.37 ha to 2037. The 54 hectares of land put forward by the Cherry Lane representation would therefore greatly assist the Council in reaching this objective for additional land.
- 9 Provided alongside this Planning Statement is a market commentary by one of the leading chartered surveyors in the area, Mr Robert Dunston of RGD Consulting. This commentary lends further support to the land allocation as sought by evidencing the strategic location of the site with the opportunity that the future development of the land would provide. The conclusion reached by Mr Dunston is that the combination of location, scale, deliverability, lack of constraints, and access to markets and labour renders the site ideal for purpose and will be highly attractive to quality developers when it comes forward.

- 10 It is trusted that this statement coupled with the market commentary provides the necessary initial background for the Council to consider the land allocation as proposed. Further discussions on the subject will be welcomed at appropriate points during the Local Plan Review process, and if any further information is required at this stage it should be requested from GTP.



RGD Consulting  
182 Longhurst Lane  
Mellor  
Stockport  
SK65PN

**Commercial Property Consultants**

**[rgdconsulting.co.uk](http://rgdconsulting.co.uk)**

## **Market Commentary – Robert Dunston, BSc FRICS, RGD Consulting**

### **Bio: Robert Dunston**

Robert Dunston is a chartered surveyor of 34 years standing. He has practised in the private sector since 1979. Throughout his career he has specialised in industrial agency and industrial development consultancy. From 1987 to 1996 he was head of industrial at Dunlop Heywood. From 1996 until 2017, he ran GVA's industrial offer in the North of England, initially as an equity partner and latterly as a senior director. In Summer 2017, having retired from GVA, he set up his own niche consultancy RGD Consulting through which he continues to provide industrial agency and consultancy services to occupiers and developers alike.

He has an encyclopaedic knowledge of the North West region's industrial scene built up over many years, together with a detailed understanding in the industrial market hierarchy across the region. In particular, he has a comprehensive understanding of the industrial market in and around Warrington, where he has been active for many years, working with CNT/English Partnerships/HCA in respect of its land assets at Gemini and Omega, together with Eddie Stobart at Stretton Green Industrial Estate, Hawleys Lane and Kingsland Grange, and Wm Morrison at Kingsland Grange to name but a few.

Most recently he was one of two lead agents on Omega for Omega Warrington Limited and was responsible for negotiating the deals with The Hut Group, Travis Perkins, Hermes Parcelnet and Haydock Commercials. These deal alone account for 1.6 million sq ft of new build Grade A Industrial product between 2013 and 2017.

## **Market Overview**

### **Warrington: A Strategic Location**

Warrington is located at the very centre of the North West Region's economic heartland, midway between the conurbations of Greater Manchester and Merseyside. It shares the infrastructure assets of both cities, including the two international airports as well as being at the crossroads of the region's economic arteries, principally the M6, M62 and M56 motorways.

The town enjoys excellent rail connections being a mainline stop on the West Coast Main Line (London to Glasgow) and on Liverpool to Manchester Rail Line. The arrival of HS2 at Bank



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Quay Station as part of Phase 2A by the late 2020's will provide new opportunities to reinforce Warrington as a transport hub and a great place to live, work and do business. Connecting the ports of Liverpool and Manchester, The Manchester Ship Canal bisects the town to the south of the town centre. After years of decline, the canal under the stewardship of Peel Ports is enjoying a renaissance as the £50 billion Atlantic Gateway plan is gradually implemented. In time this will include the redevelopment of Port Warrington.

All of these transport links contribute to Warrington being the pre-eminent location in the region for industrial and logistics businesses, both currently and beyond the current economic horizon.

Transport links alone are not sufficient to drive the town forward economically and in recent history a step change in the local economy was triggered in 1968 by the designation of Warrington as an expanded new town. Subsequent expansion was implemented, at a rapid rate under the auspices of Commission for New Towns (CNT) and its successor organisations, with the development of Grange, Birchwood, Winwick Quay and Gemini Employment areas bringing large numbers of new jobs, industries and corporates to the town, including the knowledge based nuclear sector.

The final culmination of the New Town legacy is the ongoing development of Omega North and Omega South, which is a mixed use site of industrial, logistics, housing and a primary school with support facilities to follow on a site of 557 acres net.

## The Opportunity

As the present cycle of employment land allocations draws to a conclusion, virtually all the town's prime employment land assets have been developed out. Consequently, there is a need to secure the next generation of employment land supply to well beyond 2030 for it to remain a competitive environment within the regional market place.

This cannot be achieved by developing the few remaining infill employment allocations or by the redevelopment/refurbishment of the older stock at Grange and Birchwood. For the town to continue to prosper and grow it has to have a suite of new employment allocations that can genuinely compete at the top table for footloose and world class industries against the best sites being put forward in the spatial frameworks for Merseyside and Greater





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Manchester. The council will be well aware of many of these sites and in particular the dash for sites being propogated by St Helens along the M6, A580, M62 and A49 corridors together with Wigan along its section of the M6. These are the sites Warrington will have to directly compete against in the next 15 -25 years along with a handful of sites in the Greater Manchester area that are located on or in very close proximity to the M60/M62.

Inevitably these new allocations will need to have the following characteristics:

- Critical mass
- Proximity to motorway junctions
- Few or no physical, legal, access or topographical constraints
- Genuine deliverability prospects over the plan period
- Good access to amenities and pool of labour

## The Site

The Cherry Lane site enjoys an excellent strategic location on the south eastern edge of Warrington. Moreover it is located immediately adjacent to the M6/M56 interchange at Junction 20, M6 on the north eastern side of the junction. The A50 provides direct access to Warrington town centre some 4.8 miles distant with the centre of Lymm lying 2.1 miles to the north.

The site extends to nearly 136 acres and is bisected by the B5158, (Cherry Lane) which leads directly off the motorway junction. The western plot extends to 59.591 acres, whilst the eastern half of the site is larger at 76.133 acres. Frontage to the B5158 extends to approximately 650 m on both sides of the road and is unconstrained for the purposes of securing access points.

The location is already proven as a viable industrial area as witnessed by the success of nearby Barley Castle and Stretton Green Industrial Estates on the former Stretton Green airfield. Both these estates are accessed from Junction 20, M6, but are significantly inferior in terms of location being 1.5 and 2.0 miles respectively from the motorway.

The site benefits from the following key attributes:



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- **Critical Mass:** Both the western and eastern plots have the critical mass to have broad appeal across the industrial and logistics sector from SME sized units through to the very largest 'big box sheds'. This is further enhanced by the regular shape of the main plot boundaries combined with the extensive frontage afforded by the B5158. In turn this means both plots can be economically serviced; this is crucial to viability and subsequently deliverability
- **Constraints:** There are no substantive constraints affecting either site. Access and servicing can be economically taken from the B5158, which in turn can be upgraded the short distance back to Junction 20, if required, without any ransom issues. Topographically the plots are relatively flat with no known physical constraints. Furthermore surface water can be SUDs attenuated on both plots and fed into Bradley Brook without issue
- **Deliverability:** The combination of a motorway location, coupled with close proximity to the pool of labour in Warrington and the lack of any substantive constraints ensure that the site has every prospect of being fully delivered within the plan period.
- **Amenities:** Warrington Lymm services are located immediately off Junction 20, M6 within 200 metres of the southern boundary of the site. These facilities cater for all immediate day to day requirements and are supplement with a budget hotel. Furthermore, the site is sufficiently large and strategically located to support it's own amenity offer as an alternative and as on site solution

## Market Appeal, Deliverability and Trends

This is a strategically located site that if allocated would without doubt firmly sit within the top quartile of employment sites within the North West region. This is because the site is situated in the economic heart of the North West region and immediately adjacent to two of its primary economic arteries, the M6 and M56. These factors coupled with the critical mass afforded, the lack of substantive constraints together with excellent access to amenities and labour all combine to make the site highly desirable.

This view is evidenced by H Sinker and Sons 200 acre site on the opposite side of Junction 20, which was selectively marketed by Strutt and Parker in 2015. It attracted proposals from many of the UK's leading industrial developers including First Panattoni, who were chosen as preferred development partners and are now actively promoting the site through the planning process.

The Cherry Lane site, shares all the same attributes as the Sinker's site. Without doubt it will appeal to many of the UK's premier industrial developers and their funding partners many of whom are international pension funds. Demand from these developers would in my



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opinion be so strong that the regional industrial developers would struggle to make the final cut in the developer selection process.

The ability for any site to deliver within any given plan period is crucial, as to do otherwise is to misrepresent the true employment land supply position. Time and again it has been proven in recent years that strategically located sites with the infrastructure delivered bring a step change in employment land take up rates and to the local economy. Current exemplars include:

- **Omega North and South:** Since 2013 some 3.7 million sq ft has been delivered on approximately 200 acres. Occupiers include, The Hut Group, Travis Perkins, Brakes, Asda, Amazon, Hermes Parcelnet, Plastic Omnium and Haydock Commercials
- **Logistics North Bolton :** Approx. 2.23 million sq ft delivered since 2015 , including Aldi, Whistl, MBDA, Komatsu with Lidl to commence construction the the first phase (700,000 sq ft) of their 1.1 million sq ft RDC
- **Kingsway Business Park, Rochdale:** Approx. 2 million sq ft constructed in the past 7 years. Principal occupiers include JD Sports and Asda/Wincanton

The quality of Cherry Lane site is such that it has the attributes to enable it to mirror the take up levels seen at the above exemplars. It is also sufficiently flexible to be able to adapt to emerging trends that will evolve over time.

In this connection the industrial market operates on many levels for new build product. Currently it is primarily, but not exclusively driven by demand from the “big shed” sector and the funding institutions appetite for high end industrial product, which is forcing initial yields to record lows; in turn this is driving up both land values, rents and exit values for developers.

The funds backed up by their own and third party research, believe that the industrial and logistics sector offers the best prospects for take up together with rental and capital growth for the foreseeable future, as compared to the other traditional core markets of offices and retail. In short, the industrial sector currently hits the sweet spot as the high street migrates to on line shopping.

Currently the key drivers of industrial property demand are:



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- **Online Retail:**
  - **The Collapse of the High Street:** The hollowing out process is advancing rapidly as retail moves on line with ever growing rapidity. For traditional retailers it is a case of adapt or die.
  - **Groceries:** All the big supermarket chains continue to increase their online offer, with direct delivery to your front door, either through their own fleets or through third party providers such as Ocado
  - **Click and collect:** This sub sector is fed by rapidly growing networks of local distribution hubs which tie back to a growing network of RDCs
  - **Parcel Delivery Hubs:** Another rapidly growing sector that is growing in parallel with online retail expansion across the country
  - **1 Hour/Same Day Delivery Hubs:** Amazon is leading the development of this sector and typically around big cities they require 100,000 sq ft on low density sites
  - **Returns:** Typically, these are around 25% for fashion and footwear. This drives demand for dedicated reprocessing warehouses
  - **White Goods:** Increasingly sold online as witnessed by the demise of Comet and the rise of AO
  - **Omni Channels:** Another growing sector initially pioneered by QVC
  - **Advancements in IT and Automation:** This is a massive drive across the entire sector
- **High Street Retail Supply Chain:**
  - This is driven primarily by the big supermarkets. They continue to upgrade their network and replace the first and second generation big sheds that were built in the past 15 -25 years. In reality this is a never-ending process as each firm has multiple units at different stages of the occupational/life cycle.
  - Emerging supermarket chains such as Lidl and Aldi are rapidly growing and building an ever-increasing national network as witnessed at Logistics North where Aldi have taken buildings of 700,000 sq ft in the past 18 months
  - Brands such as John Lewis and Marks and Spencer continue to upgrade their logistics Network to take advantage of new and emerging technologies. This will continue as they move increasingly to online shopping



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- As per on line retail, advances in IT and automation are driving demand for a new generation of big sheds. The Asda building at Omega is a case in point. The land and building cost £30 million; the fitout cost nearly £70 million
- **3PLs**
  - These are the companies that provide contract warehousing services across the full spectrum of the economy, be it for retailers, manufacturers or other service industries. They are a major driver in the sector. Many of these 3PLs are multi-national or household names such as DHL, XPO, Wincanton and Eddie Stobart.
- **Manufacturing and Associated Just in Time Supply Chain**
  - Ever present as demand for better quality production standards pre-empt the market place.

## Conclusions

As a market facing opportunity the Cherry Lane site score very highly from the perspectives of location, scale, deliverability, lack of constraints, access to markets, labour pool and amenities. The combination of these factors is a potent mixture that will guarantee not only its delivery but also as a development of the highest quality and sustainability given the quality of developer it will attract.

**RGD Consulting**  
**July 2017**