

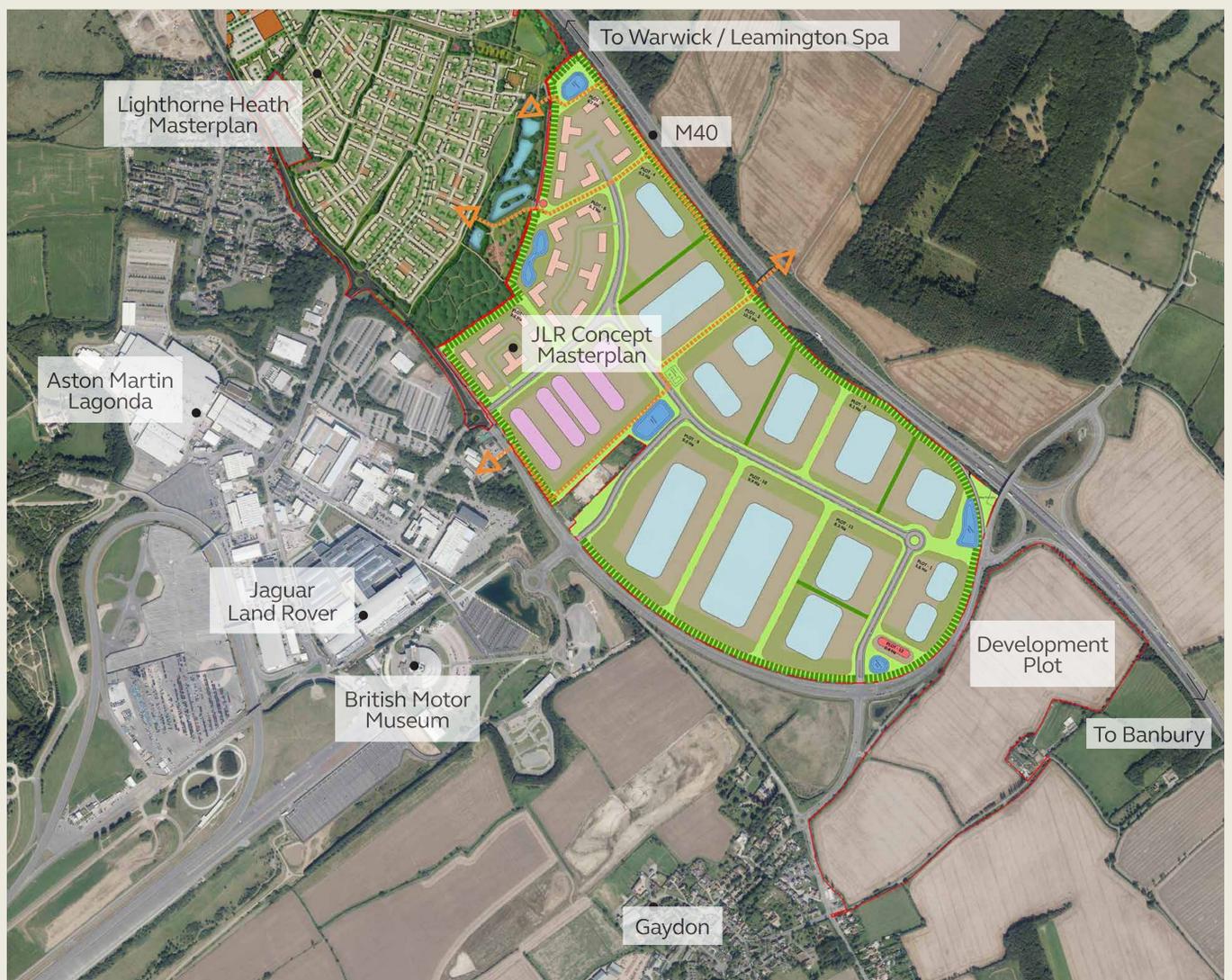
# Welcome

Welcome to today's public consultation event regarding an employment development at land south of Junction 12 of the M40.

It is organised by CEG, a property investment and development company, which manages some 5 million sq. ft of business space around the UK, home to 520 businesses.

CEG is preparing a hybrid planning application for this 29.5-hectare site which lies between the M40, Pimple Lane and the B4100 (Banbury Road) and southeast of Jaguar Land Rover's (JLR) design and engineering centre and Aston Martin Lagonda's (AML) headquarters.

To the northeast of the site, 100 hectares of land is allocated in Stratford District's Core Strategy for the expansion of JLR operations and, further north, a 3,000-home development is underway as part of the Gaydon Lighthorne Heath New Settlement, known as Upper Lighthorne.



The context plan shows the wider context of the site and how it is continuing to evolve in the context of the Jaguar Land Rover user-specific allocation and the Lighthorne Heath new settlement. This includes an indicative concept masterplan for the JLR allocation which reflects some of the masterplan principles of the adopted Gaydon/ Lighthorne Heath SPD.

# The Proposals

The proposals involve the creation of up to 96,000 sq. m of commercial space, set within areas of new landscaping and ecological enhancements.

The proposals seek to respond to the significant need for new employment floorspace within the district. The forthcoming planning application would seek permission for a range of uses including manufacturing, storage and distribution, research and development, and industrial processes. The proposed units will provide workspace from 34,000 sq. m down to smaller flexible commercial units of between 1,500 sq. m and 1,900 sq. m.

The scheme will appeal to a range of occupiers from national companies, major local employers seeking new and larger premises as well smaller and growing local businesses. Collectively, this will help to provide a variety of jobs including manufacturing, supply chain and warehousing roles, distribution and logistics design, as well as managerial positions and associated roles such as HR, health and safety, finance, IT, marketing and support services.

As well as providing much-needed employment space in the Stratford-on-Avon District, it would support local villages, including residents of the new 3,000 home settlement at Upper Lighthorne, by providing sustainable, local job opportunities accessible by walking and cycling.

Alongside the commercial development a new five-acre parkland is proposed within the southern part of the site. This parkland will provide a new amenity space for the village of Gaydon, and we are seeking residents' feedback on what they would like this space to include.



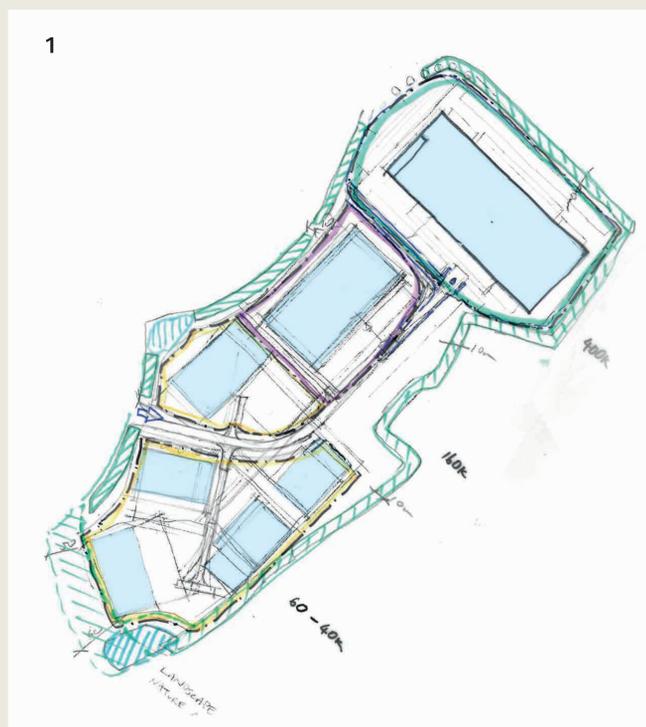
**Indicative Masterplan**

## Design evolution

As part of the pre-application process, the team has undertaken a variety of technical studies and engaged with statutory consultees. As a result of this masterplanning process, the design has been changed to mitigate the effect on Gaydon. The changes include:

- Moving the proposals further away from Gaydon, providing opportunities for additional landscaping and the creation of the proposed parkland
- Replacing the single unit in the southern area with a smaller terraced unit, providing space for smaller companies. This reduces the building height and visual effect when viewed from Gaydon
- Including a bus turn around area in the centre of the site to provide opportunities for more sustainable transport links
- Landscaped bunds were incorporated on the south and west boundaries as visual screens to the development

## The plans below show the evolution of the design:



# The need for employment space

The supply of land and employment space is not keeping pace with demand in the West Midlands.

An Employment Land and Economic Assessment of Stratford-on-Avon District has highlighted significant demand for employment space due to:

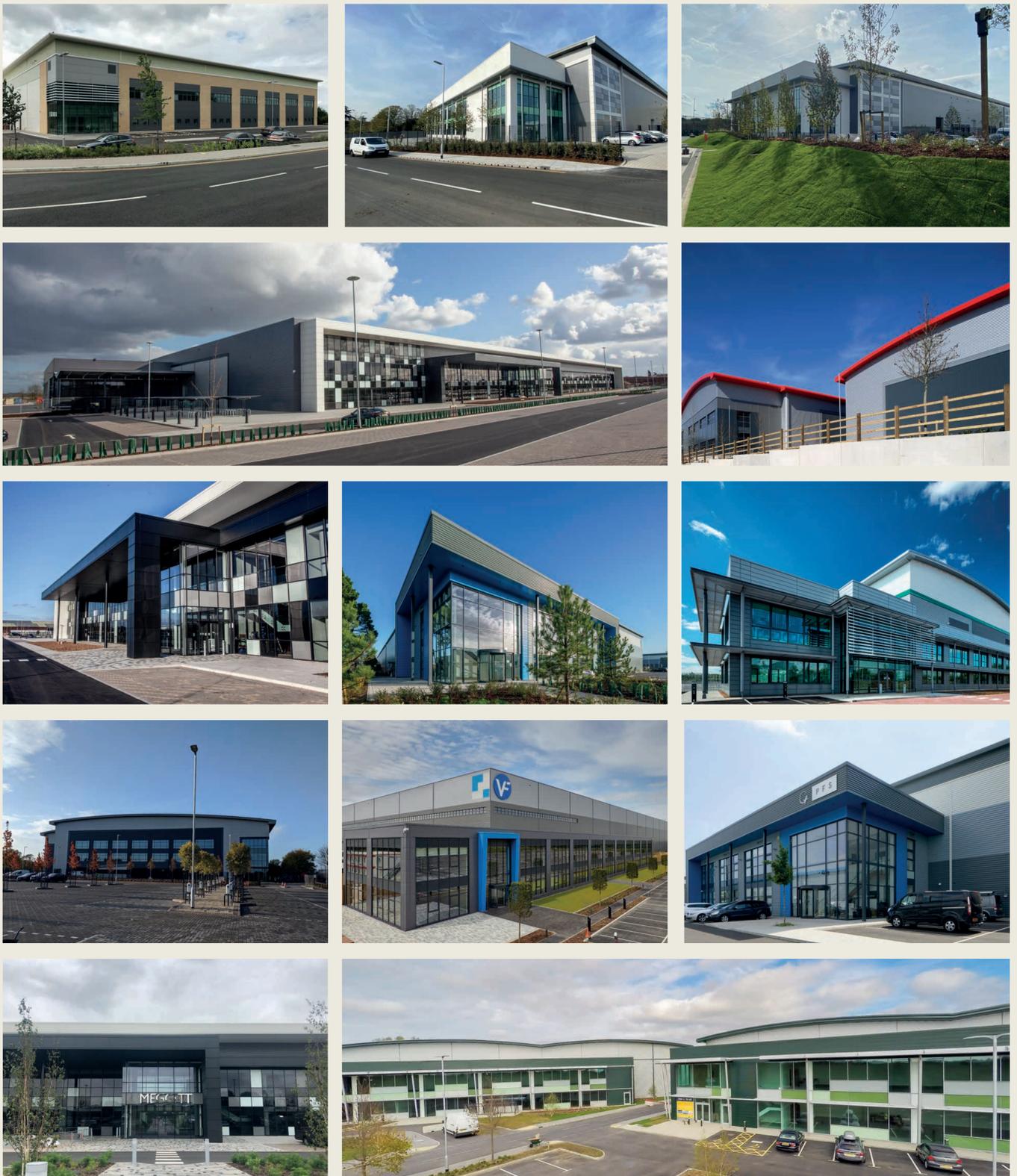
- The rise in online shopping, including 80% growth in online grocery shopping, exacerbated by the Covid-19 pandemic
- Increasing need for modern, environmentally resilient and energy efficient space, particularly given the ageing nature of industrial stock within the district
- Fast-paced adoption of new technology has led to a demand for more contemporary space
- Growth relating to the automotive and high-performance engineering cluster in the area

This demonstrates that there is an urgent and immediate need for new land to come forward for office, industrial, warehouse and distribution use to support local and regional economic growth aspirations.

The land opposite JLR has been allocated for the expansion of JLR and cannot be relied upon to meet the current need for strategic market employment space.

The forthcoming hybrid planning application will include full details of three of the units, together with associated infrastructure and landscaping. This will enable the development to come forward promptly and address the immediate need for new employment space within the district.

This site is well placed to meet this demand, adjacent to junction 12 of the M40, but also close to the existing automotive and engineering activity at JLR/AML and the new settlement. The proposed development therefore represents an opportunity for Stratford-on-Avon to positively respond to the current need and capitalise on the associated economic and social benefits in the short term.



Precedent images

# Sustainability

Driven by our commitment to sustainability, the proposals will be underpinned by CEG's Sustainability Policy and Strategy. Sustainability and energy strategies are being developed to guide and drive the design process.



The key sustainability drivers for the site are as follows:

- The aim is to build the new buildings to a BREEAM 'Very Good' rating, which exceeds the Stratford-on-Avon Core Strategy requirement to achieve a 'good' rating. This is a measure of the holistic sustainability of the built environment incorporating credits relating to energy, water, waste, pollution and others.
- A sustainable procurement plan will guide the sourcing, manufacturing and construction strategies across the masterplan to make best use of natural resources. The plans will be integral to supporting the drive to limit embodied carbon through the construction of the development.
- Low and zero carbon technologies are currently being explored as part of the detailed design process.
- Sustainable transport measures are being explored, including the infrastructure to enable bus services to the site, provision of cycle parking and changing facilities, ensuring the proposed footpaths and cycleways tie in with existing pedestrian/cycle infrastructure within the area and provision of electric vehicle (EV) charging spaces.
- Extensive landscaping, particularly within the parkland around the site, will also incorporate sustainable drainage and will provide biodiversity net gain, enhancing habitat opportunities.

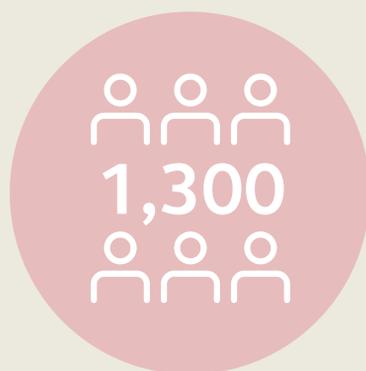
## Economic benefits



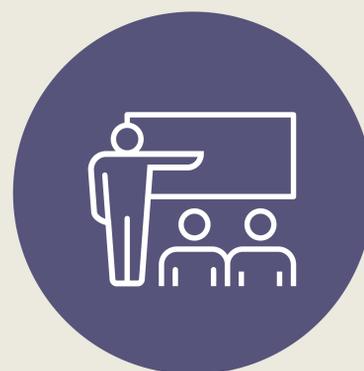
£80m private sector investment



Up to 550 construction jobs created / year



Up to 1,300 new jobs created



Opportunities for apprenticeships and training



£335m Gross Value Added / year (economic productivity metric)

# Transport & Movement

The planning application will be supported by a Transport Assessment that will be prepared by working closely with the Local Highway Authority (Warwickshire County Council) and National Highways. As well as prioritising sustainable travel modes, it will assess existing transport movements as well as future transport movements on local roads and junctions.

It will determine the mitigation measures needed and where further investment is required to ensure effective access is achieved.

In line with contemporary transport policy, the development will seek to enhance all modes of travel to the site including public transport, walking and cycling.

The proposals will also be accompanied by a Travel Plan that will include measures to encourage the use of more sustainable modes of transport and reduce car travel, especially singularly occupied car trips.

The site would be accessed off the B4100, a two-way carriageway, where it connects Gaydon and the B4451. We are liaising with the highways authorities to discuss transport movements, mitigation and road improvements.

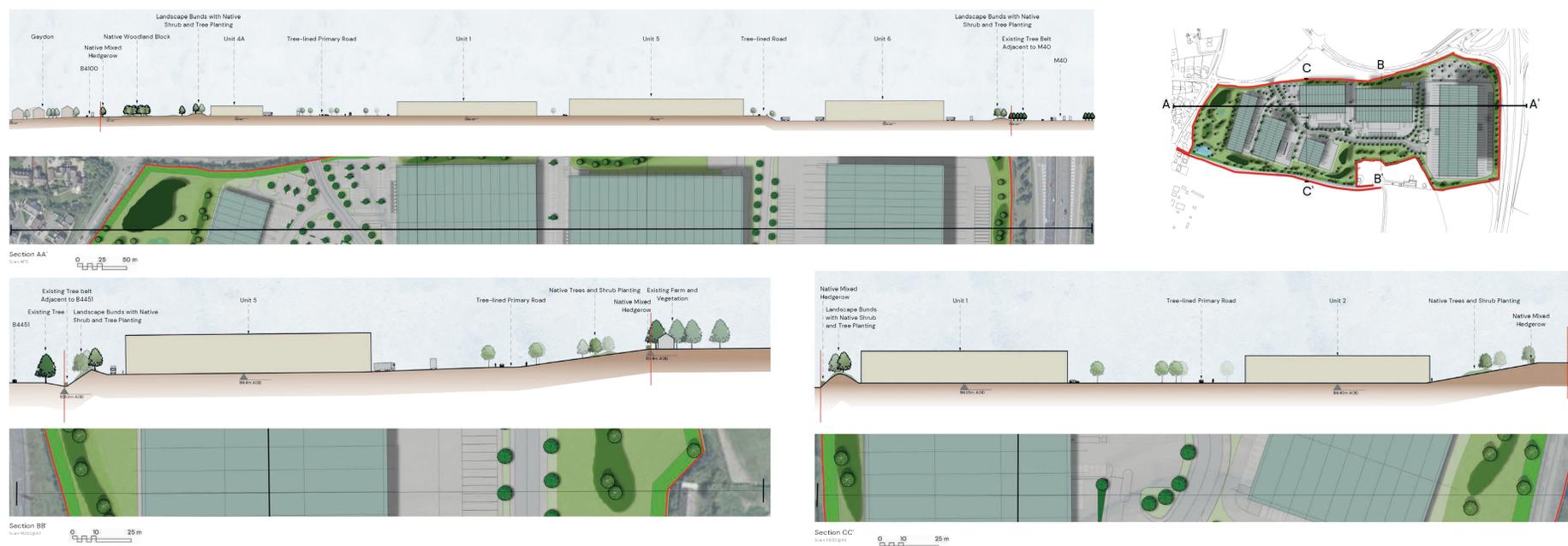


# The Planning Application

CEG is preparing a hybrid planning application which will comprise of a full application for three of the units, associated infrastructure and enabling works and landscaping and an outline application for three further development plots.

The planning submission will assess the conformity of the proposals in the context of all relevant Local Plan documents and policies. Part of the submission will include an Environmental Impact Assessment (EIA) to consider the likely effects of the proposals on the environment and aim to avoid, reduce or offset those effects. The scope of the EIA is being agreed with Stratford-on-Avon District Council and includes the following topics:

## Masterplan Proposals - Sections



## Heritage

There are no listed buildings located within the site and there are a small number of designated heritage assets within Gaydon, the closest to the site is the Grade II Listed Gaydon Inn, located approximately 30m to the south-west of the site boundary and Poplars Farmhouse/Barn, The Old House and St Giles Church to the south-west. Sensitive design and the extensive landscape parkland proposed in the south-western part of the site, combined with natural screening, will respect the setting of the listed buildings in Gaydon and heights of the proposed development will be an important consideration.

## Flood Risk and Drainage

A Flood Risk Assessment has been carried out in line with Environment Agency guidance and this identifies that the site is considered low risk of flooding. The existing site drains via a network of perimeter ditches and the proposed drainage systems will contain underground storage tanks and surface feature ponds to collect surface water during storm events. This will only be allowed to empty to the retained ditch networks at a controlled rate to mimic the existing arrangement. This will therefore not cause any negative effect on the site or surrounding areas of downstream drainage networks.

The surface water system for the new development will be integrated into the landscape design and feature as a treatment, management and recreational space while meeting strict guidelines on climate change targets.

A purpose built drainage network will be established for foul water in consultation with Severn Trent Water to ensure it doesn't cause detriment to the operation of the existing network in the area.

## Ecology

The site currently supports very little habitat structure due to being intensively farmed. Habitats of note include a pond and boundary hedgerows.

The development will mitigate and enhance areas and habitats of higher quality through a detailed landscape strategy and appropriate mitigation licencing.

We will retain existing and incorporate new features in the creation of new habitats.

Extensive parkland will connect green infrastructure around the site and out to the surrounding habitats and landscape. This will include hedgerow retention, well designed green space, creation of aquatic and wetland habitats and grassland with ecological function, and new planted scrub and wooded areas.

The habitats will be managed appropriately for wildlife gains as part of a Landscape and Ecology Management Plan.

A biodiversity net gain assessment has identified that the site can achieve above 10% net gain for habitats and hedgerows.

A sensitive lighting scheme will ensure that bats can continue to use the site. Bat and bird boxes will provide opportunities for species not currently known to be roosting or nesting onsite.

## Noise/Air Quality

As well as appropriate mitigation in terms of acoustic fencing and landscaping, we can use the fabric and layout of buildings to minimise the impact of noise sources to and from the development. By maximising the ability for occupiers to use improved public transport links, promoting car clubs, providing secure bike parking and discount vouchers for public transport, this can improve air quality.

## Landscape and Visual

There are no landscape designations relevant to the site and existing landscape components are generally restricted to the boundaries/edges of the site, save for a single section of hedgerow that separates the two agricultural land parcels. The surrounding landscape is likely to be subject to considerable change in respect of the JLR allocated land which sits immediately to the north of the site.

## Secure by Design

A dedicated management team will be charged with maintenance, landscaping and security.

The units themselves are to be designed in robust materials to limit opportunities for crime. The wider scheme has been designed with defined routes and recognisable entrances fronting onto the car parking areas. This provides for convenient movement and natural surveillance which will be complemented with controlled accesses and CCTV.

# Design of five-acre parkland

- In addition to buffer planting and structural landscaping throughout the scheme, a new five-acre parkland area is proposed to the south west of the site.
- The parkland can provide new biodiversity opportunities, as well as new amenity space for the village of Gaydon.
- Several options, with varying degrees of access, are shown below as a starting point, and, before the planning application is submitted, we would like your views regarding what should be included within this space.

## Proposed Parkland - Ecological Focus



## Proposed Parkland - Access to Nature



## Proposed Parkland - Amenity Focus



# How to Get Involved

Today's consultation provides further information about the design, landscaping, transport strategy and planning application for the proposed employment development on land south of junction 12 of the M40.

We are keen to engage further with the local community early in the process, before the planning application is finalised. We hope you take the opportunity to discuss the proposals with the team.

Today's event shares the masterplanning process and enables you to input ideas and comments so we can respond to these as the proposals evolve. Over the coming month we will respond to the feedback via our website [www.M40J12employment.co.uk](http://www.M40J12employment.co.uk) where we will answer the Frequently Asked Questions raised during this consultation.

We are in the process of preparing a planning application. Once an application is submitted, there will be further consultation which is led by the Local Planning Authority.

We welcome your feedback and would be grateful if you could complete a comment form and hand it to a member of the team today or post it back. Your comments will help to inform the forthcoming planning application.

You can also email your comments to [consultation@ceg.co.uk](mailto:consultation@ceg.co.uk)

Further information is also available on our website [www.M40J12employment.co.uk](http://www.M40J12employment.co.uk)

