

New Road Tankersley – Marketing Statement

Site

The site measures approximately 2.95 acres (1.20 HA) and sits to the South of New Road in Tankersley.

The site accommodates a number of vacant industrial buildings extending to 2,547.7 sq m in total, comprising a former outlet shop, bespoke cold and freezer stores, plus ancillary offices and warehousing plus associated parking/manoeuvring areas.

Vehicular access to the site is taken from the Southern corner from New Road. To the North and East of the site is woodland and to the West is a relatively modern housing estate.

The land is allocated as Housing policy Area in the UDP and Urban Fabric within the Publication Draft of the Local Plan.

Background

The site and premises are owned by The Company Shop a proud and long established Barnsley business.

Founded by local entrepreneur, John Marren over forty years ago, Company Shop stops good food going to waste, by redistributing surplus stock from retailers, manufacturers and brands through a network of flagship stores, staff shops and click and collect sites. Today the business is the largest commercial redistributor of surplus food in the country, handling around 30,000 tonnes of food and products a year, with agreements in place to take branded stock from all of the major retailers and household names.

The Company Shop previously occupied the site at New Road as their former operational location. The company was located there for approximately 30 years. The nature of the premises on site were suited only to the food industry given that this facility was designed bespoke for The Company Shop and their storage and distribution of food requirements. Over 50% of the building was taken up with bespoke cold stores and freezer stores.

Over the period of occupation the fabric of the surrounding area changed, becoming increasingly residential in character, particularly to the south where the adjoining housing development at Thorncliffe Way was developed by Ben Bailey Homes. This significantly impacted on the site's viability for continued employment use and business growth, as a result of regular complaints from neighbours as a consequence of the hours of operation and deliveries required by such a business. This local resistance eventually led to restricted hours of operation being imposed on the site.

These constraints, combined with The Company Shop's desire and need to grow, prompted the company to look for an alternative and more suitable location but within the immediate local area. They therefore made the decision to move the business into new purpose built and larger Headquarters premises and flagship store at Wentworth Industrial Estate in Tankersley less than ½ a mile away in 2012.

The Company Shop acquired the former Mercedes site in the neighbouring Wentworth Industrial Estate and built a new Food Distribution Centre and flagship store, and renovated the former Mercedes Garage, converting it into a new Head Office.



At the time of relocation Company Shop made a deliberate investment in future-proofing for additional capacity. The Distribution Centre was designed to meet the Company's ambitious and achievable growth plans, and is currently operating at approximately 60% capacity. There is scope and capacity for the business to do so much more. The Wentworth Distribution Centre (DC) is not yet operating at capacity and it has the potential to expand its operations to create new local jobs and to support the continued growth of the business' national footprint

Company Shop is a major, growing employer in Barnsley. Current headcount nationally is 598, with 412 of those staff, nearly 70%, working within the BMBC area. Of those 412 jobs, the vast majority are based at the headquarters site on the Wentworth Way Industrial Estate, with a smaller number of staff also employed at Community Shop Goldthorpe, Community Shop Athersley and a staff shop that Company Shop operates at the Premier manufacturing site in Carlton.

Because Company Shop's headquarters is based in the Borough, nearly a third of the local jobs are skilled or semi-skilled roles, with two thirds being retail and distribution operatives. Of the staff employed within Barnsley Borough, nearly two thirds also live within BMBC postcode areas.

Since the company relocated in 2012 the former operation premises site on New Road is now surplus to requirements given this business relocation and need for expansion. The sales proceeds from the disposal of the land will be used to reinvest in the business and facilitate these growth plans which will result in more jobs in the region.

The local resistance and restricted hours of operation imposed would also apply to the suitability of the site for ongoing commercial or industrial use by an incoming company, together with the bespoke nature of the premises for the food industry.

Existing and emerging planning policies

BMBC's Core Strategy Policy 19 '*Protecting Existing Employment Land*' states;

Existing employment land, or land last used for employment purposes will be retained in order to safeguard existing or potential jobs. The redevelopment of employment land and buildings for non-employment uses will only take place if:

- *redevelopment would not result in a loss of existing jobs or employment potential; and*
- *there will still be an adequate supply of employment land in the locality*

If the above criteria can be satisfied then redevelopment will be allowed where it can be demonstrated that:

- *the buildings or land cannot satisfactorily support continued employment use.*

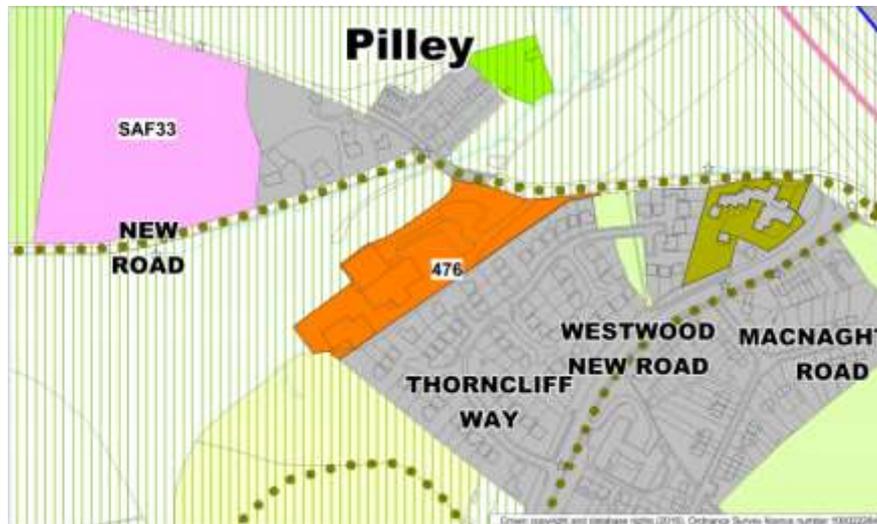
The emerging Local Plan contains Policy E6 '*Protecting Existing Employment Land*', which includes similar requirements.

When the New Road site was vacated in 2012 the buildings were then only used for storage of food due to the bespoke nature of the facility and thus would be no loss of existing jobs. The sale of the site for residential use would directly help to fund Company Shop's growth plans, which would deliver approximately 65 new jobs in the Barnsley area over the next three years (50 in the Distribution Centre and 15 in Head Office).



New Road – Site allocation within the emerging Local Plan

The New Road Depot site is proposed as a ‘Housing Allocation’ (Ref – H476) in the emerging Local Plan. Therefore, the Council’s intentions would support residential development of this site, in accordance with the Emerging Local Plan. The redevelopment of the site for housing would contribute to the housing need in accordance with Policy H1 of the Emerging Local Plan.



New Road – Site allocation within the existing Unitary Development Plan

The New Road Depot site lies within an area allocated as a Housing Policy Area, where residential development is encouraged, so long as it observes normal planning requirements aimed at safeguarding residential and visual amenity and highway safety.



The New Road site’s change of use from employment to residential accords with existing and emerging planning policy, as evidenced by the fact that there would be no loss of employment, it is no longer suitable for employment, and the sale would directly contribute to the creation of new jobs nearby. In addition there is a substantial supply of alternative employment sites in the near vicinity. This is

particularly the case, given the availability of high quality employment provision and opportunities within the nearby Wentworth Way Industrial Estate, where The Company Shop have relocated to.

It should also be noted that the Employment Land Review 2016 submitted in support of the Local Plan provides information on the Local Plan 'Replacement Allowance' which anticipates the loss of some sites over the Local Plan period. This equates to a 5ha per annum allowance to account for the anticipated loss of employment land to other uses.

Marketing

1. The site has been marketed for continued employment use for over 12 months.
2. Marketing details (copy attached) were prepared in April 2017.
3. The Marketing details were uploaded onto the website of Fox Lloyd Jones in April 2017 www.foxlloydjones.co.uk
4. A marketing board was also erected at the entrance to the site advertising 'c27,500 sq ft of Industrial Premises ALL Enquiries FLJ' (see attached) in April 2017.
5. During that marketing period there has been very little interest indeed with only 1 telephone enquiry from an interested party looking for premises for a temporary gaming facility for paintballing / laser quest activities but when it was explained that the warehouse premises have fully fitted cold stores and freezer stores in situ it was quickly established that the premises were not suitable for this use, particularly on a short term basis it wasn't cost effective to incur the cost of stripping it out for a short term tenancy. 1 other enquiry came via the website but they were looking for premises to purchase and only needed half of the space so as a consequence any offer they could make would be significantly lower than the true value of the site and not viable for either party.
6. During that marketing period we did not receive any requests to view the property or for any sets of details to be mailed or emailed out.

Conclusion

The need for business expansion together with the regular complaints and resultant constraints imposed by the proximity to the adjacent residential housing estate meant that the company had little choice but to relocate their business and vacate the subject site in 2012.

The company relocated within Tankersley when they moved to Wentworth Industrial Estate less than half a mile away and increased the size of the business 3 fold in doing so, retaining all local employees and increasing the local workforce at the same time.

The subject premises became surplus to requirements and were utilised for a period for storage only with no permanent employees retained on site. They are now vacant.

The site has a value to the company as a freehold asset that they would be looking to dispose of such as to be able to reinvest in the expansion of the HQ at Went Worth way which has expansion capacity within to grow the business and increase local employment numbers.

The bespoke nature of the buildings for the food sector having over 50% of internal cold and freezer stores meant that their suitability for re occupation would be limited.



This together with the proximity to the adjacent residential properties and the need to restrict hours of delivery and operation as a result further limits the suitability for this site for continued employment use.

Throughout the period of marketing the units (c18 months) we have received no suitable enquiries to follow up, either generated from the marketing board situated at the entrance to the site and fronting New Road or from the marketing particulars that have been uploaded onto our company website. The site owners have a preference to sell the site freehold and to use the sales proceeds to reinvest in the business's continued growth at the new HQ on Wentworth Way.

Therefore given the site's adjacencies and constraints plus other factors detailed above, we do not believe that the site is suitable for continued employment use.

