

**REPORT ON THE SUITABILITY FOR EMPLOYMENT USE**

**DEVELOPMENT SITE AT BIRDWELL, BARNSELY**

**ON BEHALF OF HARTWOOD ESTATES LIMITED**

**12<sup>TH</sup> March 2015**

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## **1 INTRODUCTION**

- 1.1 This report has been prepared by Harvey Burns & Co Chartered Surveyors upon the instruction of Hartwood Estates Ltd in respect of the proposed development site at Birdwell, near Barnsley.
- 1.2 The Birdwell development site comprises of 3.4 Ha (8.2 Acres) and is currently being promoted by Hartwood Estates Limited as an employment led mixed use.
- 1.3 This report has been prepared to support an outline planning application by Hartwood Estates Limited in respect of the development of this site as an employment led mixed use scheme.
- 1.4 The development comprises of an employment led mixed use scheme comprising of office (B1), general industrial (B2), warehouse/distribution (B8), food and drink (A3/A4), hotel (C1) and petrol filling station / fast food restaurant (sui generis/A3) and associated infrastructure.
- 1.5 This report will consider a number of aspects relating to this site including the current planning allocation, the proposed wider employment scheme and the justification and benefit of the development for occupiers and the local community.

## **2 OVERVIEW OF THE SITE – EMPLOYMENT ALLOCATION**

### **2.1 LOCATION**

The site is situated just off Junction 36 of the M1 Motorway, with prominent frontage to the Dearne Valley Parkway (A6195). The site is situated adjacent to the junction of the A6195 Dearne Valley Parkway and the A61 Sheffield Road. The site is part of Birdwell Village and adjacent occupiers include Rockingham Industrial Estate, the Council Depot and the village of Birdwell. The site forms the Gateway to the Dearne Valley Parkway.

The site is located approximately 4 miles south of Barnsley and 9 miles north of Sheffield. A Location Plan is in Appendix A. The village of Birdwell sits within the Rockingham Ward and has a population of 11,062 (Source : Census 2011) and the town of Barnsley has a population of 231,221. (Source : Census 2011).

### **2.2 DESCRIPTION**

The site is triangular in shape and has frontage to the Dearne Valley Parkway (A6195). It has a site area of 3.4 Ha (8.2 Acres). The site is substantially level and currently vacant. A Site Plan is in Appendix B. Additionally, an aerial photograph of the site is in Appendix C.

### **2.3 SITE HISTORY**

We are advised that historically, this was a greenfield site, previously used for agricultural purposes. Whilst Rockingham Open Cast Mine was in operation, then this site provided land for temporary facilities relating to the mine. We understand that the mine closed in the mid 1990s and the site has been vacant since that time.

### **2.4 PLANNING ALLOCATION**

The local planning authority for the area is Barnsley Metropolitan Borough Council (BMBC). The site is allocated within the Unitary Development Plan (UDP) which was adopted on the December 2000 as being suitable for employment purposes.

### 3 JUNCTION 36 SITES

#### 3.1 ALLOCATED SITES – DEARNE VALLEY PARKWAY

At Junction 36 there is land both to the east and west of the motorway that is allocated for employment use within the present Barnsley UDP. These include the following:

Industrial Estate	Site Area (HA)	Extent of Development
Rockingham Business Park (including the subject site)	18.76 HA	No Development has taken place
Ashroyd Business Park	11.37 HA	On part of the site Nexus 36 – 19,045 sq m of high quality warehouse space has been constructed. There are additional sites available.
Shortwood Enterprise Zone	7.06 HA	Approximately 11,418 sq m of small industrial unit have been developed on site – additional land still available.
Gladman Park, Tankersley	5.26 HA	Site currently being promoted by Gladmans

Barnsley Metropolitan Borough Council is currently promoting these and additional sites adjacent to Junction 36 of the M1 Motorway for employment use. These proposals are detailed in their Draft Development Framework, Version 2, dated March 2014.

The Report states as follows:

*The M1 Junction 36 area of Hoyland offers a fantastic opportunity. It is a very strong location and is attractive to all employment uses. Large areas allow for employment with attractive natural features make it an appealing location for developers and end users.*

*The location has first class transport linkages to the M1, onwards to the M62 and M18 / A1 road network. This location lies between the city regions of Sheffield and Leeds.*

The document allocates a number of sites for both uses. It includes sites that are currently allocated for employment use (as detailed above) and also unallocated sites including those within the Green Belt. The sites within the Council's proposed larger employment area are as follows:

Site	Site Area (Ha)	Status
H1 – Land West of Sheffield Road	48	Green Belt
H2 - Rockingham	18.76	Employment Proposal
H3 – Shortwood Extension	11.81	Green Belt
H4 – Shortwood	7.06	Employment Proposal
H5 – Land south of Dearne Valley Parkway	38.2	Green Belt
H6 – Land North of Dearne Valley Parkway.	44.13	Green Belt
H7 – Ashroyd Business Park	11.37	Employment Proposal
Gladman Park, Tankersley	5.26	Employment Proposal
<b>Total</b>	<b>184.59 Ha</b>	

In addition, Sheffield City Region Local Enterprise Partnership (LEP) has as a result of government policy introduced a number of Enterprise Zones across the region. As a consequence the following sites at Junction 36 and elsewhere in Barnsley are designated Enterprise Zones:

Site	Size
Shortwood 1	1.41 HaA
Shortwood 2	Up to 8,000 sq m of accommodation
Ashroyd Park	Nexus 36 – 19,045 sq m of high quality warehouse space. Additional land also available.
Gladman Park, Tankersley	5.26 Ha
Capitol Park, Junction 37	14.56 Ha

Enterprise zone status provides some key benefits including:

- 100% Enhanced Capital Allowances for sites suitable for major capital investment for plant and machinery on selected sites
- Potential funding from Regional Growth Fund
- Business Rate Relief on selected sites
- Simplified fast track planning
- Superfast Broadband

(Source : [www.sheffieldenterprisezone.co.uk](http://www.sheffieldenterprisezone.co.uk))

### 3.2 REGIONAL CONTEXT

The last decade has seen considerable development of out of town business parks. In particular these business parks have been located close to good points of communications for example motorway junctions. Whilst there are many competing locations, we consider the following to be the principle competition to a development of this nature at Junction 36.

- a) Paragon Business Park, Junction 41, M1 Motorway – this is a Gateway site of 56.65 Hectares at the entrance to Wakefield and has access from Junction 41 via the A650, a dual carriageway. To date, this has been a principally office development.
- b) Silkwood Park, Wakefield, Junction 40, M1 Motorway – this is a mixed use scheme comprising of both offices, industrial and warehousing units on a 39.65 Hectares site. The site sits adjacent to Junction 40 of the M1 Motorway with access via the A638.
- c) Calder Park, Wakefield, Junction 39, M1 Motorway – this is a large development site of 97.12 Hectares, incorporating principally office units but also a number of bespoke units such as the Highways Agency offices, the West Yorkshire Police Forensics Laboratory as well as other uses including car showrooms. The site is prominently located adjacent to Junction 39 of the M1 Motorway with access via the A636.
- d) Capitol Park, Barnsley, Junction 37, M1 Motorway – this is a medium sized mixed use scheme of 14.56 Hectares that has been developed by Sterling Capitol. Uses on site include offices, warehouses, public houses and hotel, as well as a park and ride facility. The site is situated adjacent to Junction 37, with access via A628.
- e) Advance Manufacturing Park, Rotherham – this is a substantial scheme of 40.46 Hectares, providing high quality manufacturing sites. This site is located close to Junction 33 of the M1 Motorway and accessed via the A630.
- f) Markhamvale – this site is at the southern part of the region and provides 80.92 Hectares for B1, B2 and B8 Uses, adjacent to Junction 29a of the M1 Motorway. Plots are able to accommodate up to 1,000,000 sq ft of manufacturing / warehouse space. This site has been developed by Henry Boot.

In summary the existing allocations provide the beginnings of a substantial employment zone centred around the motorway junction. The land includes a variety sites of which some have the additional benefit of being an Enterprise Zone. Should the Council's Draft Development Framework proposals for additional employment land be adopted, then in our opinion this location will gain critical mass and compete to become a premier employment location in the region able to compete with the above sites. It is our opinion that our site forms the Gateway to remainder of the sites along this corridor.

## 4 EMPLOYMENT USE

The Birdwell site is currently allocated for employment use within the Barnsley UDP. This section of the report will consider the wider employment market (both offices and industrial), as well as the marketing that has taken place of the site and its suitability and viability for employment use.

The employment market for land and premises is in our experience, divided into 2 key sectors; offices which range from town / city centre offices to out of town office parks. The second sector is the industrial / warehousing sector which varies from small starter units to much larger, specialist warehouse premises. This report will consider each market in turn, before looking in more detail in respect of the subject site.

### 4.1 THE OFFICE MARKET

The wide office market primarily consists of town / city centre offices, as well as out of town office parks. The latter which is most appropriate in this matter, tend to have been constructed in the last 10 or 15 years, and are generally 2-storey stand-alone buildings on office park locations.

It is widely acknowledged that the office market nationally has struggled as a result of the financial crisis. This resulted in a loss of jobs, particularly in the service sector, as a consequence, the vacation of office space. The advent of empty rates on vacant property has restricted the supply of premises and further reduced rental values. However as the economy starts to improve then we are beginning to see improvements in the office market.

The regional outlook showed an increasing uptake in 2013, compared to 2012. Across the region and in particular in the key office centres of Leeds and Sheffield show a reduction in Grade A space and rents beginning to rise. In 2104 Knight Frank reported take-up in Sheffield was strong in Q2, following a prolonged period of subdued activity. Q2 take-up amounted to 110,000 sq ft, a significant improvement over Q1's 32,000 sq ft and its strongest quarterly total since Q3 2010. Most larger deals took place in the city centre and while 58% of H1 take-up were in the city centre, the out-of-town market saw a larger number of deals – 19 deals compared with 11 deals in town.

Improving occupier demand and an absence of new completions are leading to a shortage of available modern accommodation. Significantly, Sheffield now has a scheme under construction on a speculative basis for the first time since 2008. Works have commenced on the 70,000 sq ft scheme at 3 St Paul's Place, developed by CTP with completion expected in November 2015. It is anticipated that these trends will continue as the office market starts to recover in Sheffield and experience shows that this recovery is likely to spread to other parts of South Yorkshire over the next few years. (Source : BNP Paribas Real Estate Yorkshire Office Market Autumn 2013, Knight Frank Research Sheffield Offices Market Update H1 2014).

It should however be acknowledged that rents for office space in particular outside the key centres of Leeds and Sheffield have shown little or no growth over the last few years and in our experience rental levels have fallen since the start of the financial crisis. The table below shows the availability of offices within the immediate area.

Property	Floor Area (sq m)	Floor Area (sq ft)	Rent (p.a.)	Rent per sq m	Rent per sq ft	Comments
Wenworth House, Maple Court, Tankersley, S75 3DP	271.7 sq m	2,925 sq ft	£30,000 pa	£110.33	£10.25	A modern 2 storey out of town office building. Part of a business park, located to the west of J36, M1

						motorway.
Maple Park, Maple Road, Barnsley, S75	116.1 – 465.5 sq m	2,500 – 5,000 sq ft	£20,000 pa – £40,000 pa	£86.11	£8.00	Modern 2- storey office building offering a variety of different sized office suites, situated on a business park close to J36, M1
Field End Office Village, Barough Green, Barnsley, S75 9TH	120.78 – 840.9 sq m	1,300 – 9,051 sq ft	£9,750 pa – £67,882 pa	£80.73	£7.50	High quality office park providing pavilion style offices with suites of a variety of sizes with the benefit of air conditioning.

We consider that the asking rents at the above premises are indicative of the difficult office market, in particular for out of town office premises in the area. We note that there has been an increase in take-up of freehold out of town office buildings, however this has been driven by some attractively priced premises.

(Source : Lambert Smith Hampton Sheffield Office Market Report 2014).

## 4.2 THE INDUSTRIAL MARKET

Over the last few years, the industrial / logistics market has suffered as a result of the economic recession. In general demand has fallen, resulting in an increase in vacant property and a consequential fall in rental levels. A consequence of this has been a lack of speculative development. However, as detailed below this is beginning to change.

Nationally industrial / warehouse space availability figures show that in 2014 there was a record amount of grade A take-up, with 14.8m sq ft taken over the course of the year. The majority, or 47% of this take-up was through retailers, many of which have expanded logistics networks in response to the continuing growth in online retail spending. Total UK take-up reached 32.6m sq ft over 2014, the highest since 2010.

Within the wider Yorkshire and Humber region 2014 take-up totalled just less than 2.1m sq ft, 1.6m sq ft less than 2013. There was only one grade A deal in the second half of the year where Victoria Plumb took the 277,000 sq ft V277 building in Doncaster. This topped up a stronger H1 to give a total of 965,000 sq ft of grade A space taken over 2014. The downturn in take-up is attributable to the low availability of good quality space, which is stereotypical of all UK regions. Yorkshire and the Humber does in fact have the largest amount of unoccupied grade A space outside of London, South East and East, with just over 2m sq ft available. Significantly, most of this available space is in the peripheral markets, with no available grade A buildings in the region's main market – Leeds. Grade A availability has been steadily declining from 3.9m sq ft in Q3 2011, and this has kick-started some recent speculative development in the region. (Source : DTZ Research- UK Industrial H2 2014).

The South Yorkshire market showed a take-up in H1 2014 of 695,000 sq ft. This was a considerable improvement on the same period in 2013. It has been reported that incentives have hardened as a result of an increase in demand which has resulted in a change to the supply and demand dynamics. It is reported that there is a shortage of modern Grade A stock across the South Yorkshire region. (Source : Knight Frank Logic Research, South Yorkshire Logistics and Industrial Commentary, H1 2014 Review).

As the market continues to improve we are beginning to see the first signs of national speculative development of Industrial / warehouse accommodation. DTZ's Industrial Research report recently advised that 'the number of speculative development schemes has increased dramatically since the first spate of schemes in late 2013. Developers are largely building storage and distribution facilities, as well as some manufacturing, and are targeting locations with a good access to the road network'. Nationally ongoing speculative development resulted in grade A availability increasing by 941,000 sq ft in 2014.

Additional research by Knight Frank has shown that speculative development is currently financially viable only in the midlands and the south east without additional support. However they expect that as the market continues to improve there to be a 'ripple effect' across the rest of the country.

(Source: DTZ Research- UK Industrial H2 2014, Knight Frank- Logistics and Industrial capital markets update Winter 2015)

As a consequence speculative development in the Yorkshire and Humber region has been driven by the location of Enterprise zones and assistance from the public purse. As a consequence at the date of this report we are aware of the following schemes:

- Advanced Manufacturing Park, Rotherham – up to 100,000 sq ft of industrial space is being developed by Harworth Estates supported by the Sheffield City Region JESSICA fund.
- Trident Park, Normanton – A 31,350 sq ft industrial / warehouse unit is currently being developed with completion due in April 2015.
- Connex 45, East Leeds- Wilton Development supported by grant funding are building a 50,000 and a 30,000 sq ft industrial units with completion due in July 2015. The buildings are located on the Leeds City Region Enterprise Zone.

#### **4.3 MARKETING OF THE BIRDWELL DEVELOPMENT SITE**

The site has been marketed for employment use as follows:

- a) The property, as stated previously in this report, is owned by Hartwood Estates Ltd. Hartwood are a local property investor / developer with a variety of units ranging from retail to industrial use across the Barnsley region. In addition to employing commercial agents, Hartwood also market property directly to occupiers.
- b) Barnsley Development Agency – this land has been marketed by Barnsley Development Agency's website along with the other land at Rockingham Business Park. We are not aware within that time of any enquiries from the Barnsley Development Agency in respect of the subject premises.
- c) Harvey Burns & Co – acting upon the instructions of Hartwood Estates Ltd, the site has been actively marketed for employment use since January 2014. This marketing has taken on the following marketing tools:
  - A dedicated brochure has been produced and is available to download on the various websites. A copy of the brochure is in Appendix D;
  - A marketing board has been erected on site;
  - Details have been on Harvey Burns & Co's corporate website and on the national website EG Property Link; and
  - Details have been forwarded to developers and those enquiries for land such as this, on the company's in house database.

Despite these marketing activities, there has been a limited interest in this site. Details of the interested parties are to be found on Appendix E. Only 2 enquiries were received and neither interested parties progressed their interest in this site.

#### **4.4 ROCKINGHAM INDUSTRIAL ESTATE**

Adjacent to the site is the Rockingham Industrial Estate which is also owned by Hartwood Estates Ltd. This is a medium sized industrial estate, comprising of a variety of industrial / warehouse buildings, providing accommodation for a number of local and regional businesses. The total floor area of the site is 9,290 sq m (100,000 sq ft ) on a site area of 2.0 Ha (4.95 Acres). The units range in size from small to medium size unit. As at the date of this report the site is fully let. Hartwood Estates advise that generally void levels on site over the last 5 years are between 5 and 10%.

#### **4.5 EMPLOYMENT LAND SUPPLY AND DEMAND**

BMBC has an obligation to ensure sufficient provision of employment land within the borough and regularly monitor supply and demand. To this end we have considered the Barnsley Employment Land Review dated April 2010 (ELR) and also the 2012 Local Development Framework – Annual Monitoring report (AMR).

The Employment Land Review provides details of the policy context behind the requirements for employment land in the borough. In particular it identifies the need to grow the Barnsley Economy and makes reference to the Barnsley Growth Plan 2007.

The ELR further refers to the Barnsley UDP and clarifies that by April 2008 150 Ha of employment land allocated within the UDP remained undeveloped. In addition it was recommended in the Review that 128 Ha are carried forward into the Local Development Framework (LDF) Development sites and Places DPD. The Review also establishes a figure of 470 HA of employment land required for the period up to and including 2026.

The most recent AMR provided limited information on the demand and supply of employment land. The Review stated that in the period 2011/12, 1,864 sq m of new commercial floorspace (Class B uses)

were completed. There were no new plots of employment land developed in 2011/12. Further development of employment land in the previous few years was on a very limited scale with 1 Ha developed in 2010/11, 4 Ha developed in 2009/10 and 11 Ha developed in 2008/09.

The employment land policy of Barnsley MBC makes it clear that the council aspires to create a larger employment base for the borough. The lack of development over the last few years implies the need for action by both the council and developers to bring viable schemes forward for development.

#### **4.6 SUITABILITY OF THE SITE FOR EMPLOYMENT USE**

Despite the current market and rental levels, there are limited examples of premises being transacted, generally on a pre-sale or pre-let basis. Experience shows that properties likely to be developed on this basis are generally in excess of 6,000 sq m (64,584 sq ft) in size.

The site is currently vacant, generally level and access can be created onto the Dearne Valley Parkway. In our experience, sites such as this, particularly close to the M1 Motorway are attractive to warehouse operators. We have given consideration to the shape of the site and how you would fit an industrial/warehouse unit on to the site. We are of the opinion that due to the configuration of the site is not suitable for larger employment units. Based on the proposed access arrangements then you would not be able to fit a unit of 6,000 sq m (64,584 sq ft) (together with service yards, car parking, access roads and landscaping) or larger on the site.

#### **4.7 SUMMARY**

The site in our opinion requires a mixed-use development to support employment provision on site. The figure within the Annual Monitoring Report makes it clear for the need for development to be kick started in the Barnsley area. In addition the site offers a prominent gateway location making this development an important building block to build confidence in the other Junction 36 sites.

## 5 NON EMPLOYMENT USES

As part of the wider scheme, centered around Junction 36 of the M1 Motorway which has been detailed in Section 3 above, the Birdwell Development Site is being promoted by Hartwood Estates Ltd as an employment led mixed use scheme comprising of office (B1), general industrial (B2), warehouse/distribution (B8), food and drink (A3/A4), hotel (C1) and petrol filling station / fast food restaurant (sui generis/A3) and associated infrastructure.

In addition to the traditional employment uses (B1 and B2) the additional uses referred to in the proposed scheme provide a high level of employment. This is dealt with in more detail in section 5.1 below. However, not only do these uses provide employment they are also a benefit to existing and future occupiers at the various Junction 36 employment sites. The key benefits to occupiers and local residents of the uses are as follows:

**Public House** – The benefit of a public house is that it provides food and drink for employees and visitors to local business as well and local residents. It also can provide an informal meeting area for businesses and their clients.

**Hotel** – In an increasingly globalised world, many businesses require facilities to accommodate employees and visitors from other parts of their businesses located elsewhere. The availability of hotel accommodation, be it Travel Lodge type or more up market accommodation is a benefit to these parties, as well as local residents. In addition, most hotels provide conferencing facilities.

**Restaurants** – These occupiers provide food and drink, either by way of a more traditional stand alone restaurant or a fast food outlet. These provide key benefits to occupiers and local residential alike.

**Petrol Filing Station and Convenience Store** – An important facility providing fuel for motorists and also for the provision of food, sandwiches and other consumables for local residents and employees of local occupiers.

In addition to the provision of amenities it is essential for the wider Junction 36 sites to have an identity and this site has the opportunity to be a Gateway site to the wider employment zones. An enhanced level of landscaping, together with key gateway features can provide an impressive entrance to the area from Junction 36 of the M1 motorway.

The wider employment sites at Junction 36 will have to compete with other business parks located at motorway junctions, a number of which are described in Section 3 above. Occupiers tend not to be restricted to a particular town/location, but in our experience will consider competing location across a wide area. In choosing a location not only is the provision of land and buildings to the appropriate sizes and specification important but also the amenities on site. By their very nature, out of town business parks tend to be remote from town centre facilities/amenities. Therefore, occupiers in our experience require a good level of amenities in a location. Other established competing business parks offer facilities/ amenities and often make great play of these facilities within any brochure for these sites. Competing business parks and their amenities are as follows:

- Capitol Park, Junction 37, Barnsley – this mixed use scheme of 11.37Ha adjacent to the motorway junction providing offices and warehouse units has the following amenities on site; Public house and a Ramada Hotel.
- Sheffield Business Park and Advanced Manufacturing Park, J33, M1, Sheffield – this is an extensive business park, located either side of Sheffield Parkway, adjacent to the former Sheffield Airport. There are a number of amenities both sides of the Sheffield Parkway as follows:
  - Supermarket
  - Blushes Café
  - Conference room facilities

- Kids at Work Nursery
  - Dry Cleaners
  - Mercule Hotel
  - Fish & Chip Restaurant
  - HSBC Bank
- Calder Park, Junction 39, M1 Motorway, Wakefield – this is a 97.12 Ha park being developed by Peel Holdings and currently provides a number of amenities including the following:
- 2 public houses
  - Premier Inn
  - Petrol Filling Station with Starbucks and Subway

In addition, an amenity village is planned to provide restaurant and crèche facilities.

- Silkwood Park, Junction 40, M1 Motorway, Wakefield – this is a 39.65 Ha site adjacent to Junction 40 of the M1, providing office, manufacturing and warehouse units. There are a number of amenities on this site including the following:
- Days Inn Hotel
  - Total Fitness Gym
  - Public House
- Paragon Business Park, Junction 40, M1 Motorway – this is a 56.65 Ha business park, principally with office occupiers but also including the former West Yorkshire Fire Control Centre. Amenities on this site are as follows:
- Burger King Restaurant
  - Premier Travel Inn
  - Public House
  - Bannatyne Gym
  - Creche
  -
- Rockingham business Park – Harworth estates have recently obtained outline planning consent for a mixed use scheme incorporating employment (B1(b)(c)/B8 with ancillary office B1(a)), hotel (C1) and/or food and drink (A3,A4,A5) with associated infrastructure.

Appendix F contains brochures for Sheffield Business Park, Calder Park and Paragon Business Park, of which all of these schemes have marketing brochures.

In summary, successful business parks including those that are likely to be competing with the business parks at Junction 36 have a high level of amenities on site.

## 5.1 THE PROPOSED SCHEME

The proposed scheme is shown on the layout plan (Drawing No P13 4806 10 Revision C) to be found in Appendix G. The basis for this proposal is that the site as detailed above is unsuitable for medium to large industrial/warehouse units. Therefore, in order to help kick start development in the area a scheme combining small industrial and office units has been proposed. The schedule of units and sizes is shown in the table below.

<b>Unit</b>	<b>Area sq ft</b>	<b>Area sq m</b>
Class B2 Unit One	5,380	500
Class B2/B1 Unit one	10,760	1,000
Class B1 Unit One	2,700	250
Unit Two	2,700	250
Unit Three	8,070	750
Unit Four	8,070	750
Class B8 Unit one	9,980	927
Unit two	14,630	1,360
Other 50 Bed Hotel	14,000	1,300
Filling Station/ fast food restaurant (A3)	5,380	500
A3/A4 Unit	6450	600
<b>Total</b>	<b>88,125</b>	<b>8,187</b>

It is estimated that once completed, the project will provide 313.9 full time equivalent (FTE) jobs. Appendix H contains a table detailing the number of jobs. This is based on the HCA Employment Densities Guide, Second Edition Dated 2010 that has been used to provide these figures. It should be noted that based on the 2011 Census, the number of unemployed individuals within the Rockingham ward was 423 people. So the number of jobs created would go a long way to reducing unemployment locally.

## 5.2 HARTWOOD ESTATES

The property investment and development company Hartwood Estates was established in 1976 in Birdwell. It was set up by the late Allan Finlay on the back of his export company Hartwood Exports, which was set up from scratch in Barnsley on Shambles Street in the late fifties. Hartwood Exports exported from Barnsley, machinery to all over the world, including open top double decker London

buses to Texas, coaches to Mauritius, lorries to Africa and commercial engines to the Far East, where many still power the famous Chinese Junky Boats today.

Hartwood Estates is the property side of the family company, since 1976 it has invested in and developed many properties around the North of England, but more so in its hometown of Barnsley where it remains engrained. Hartwood Estates own and manage shops, pubs, offices, restaurants, warehouses and workshops within the Barnsley area including the town centre. Many tenants who lease properties from Hartwood are Barnsley companies too. Hartwood Estates are renowned for being a good landlord and it prides itself on giving new local start up companies help with business advice and the encouragement they desperately need to succeed.

Within Hartwood's property portfolio and recent developments (including the soon to be built new Birdwell Aldi), there are approximately 400 full and part time jobs within the Barnsley area alone.

It is because this local family company is, along with its current managing director, born and bred in the town; that there is a fondness to keep investing into Barnsley. Undoubtedly a good share of the profits from their proposed Rockingham development will be put back into their Barnsley properties and their future local developments.

### **5.3 INTEREST IN THE SCHEME**

The scheme detailed above has been marketed directly to a number of occupiers. It's location, adjacent to Junction 36, together with the prospect of providing services and amenities to a large employment area as well as a local resident population has proved attractive to occupiers. There are a number of occupiers interested in the scheme.

### **5.4 BENEFIT TO LOCAL RESIDENTS**

This report has considered the ability to develop the site to primarily provide jobs for local residents and the wider Barnsley population. We consider that the site also has the additional benefits to local residents:

- The site has pedestrian access from Sheffield Road, Birdwell. It is 400m from the Birdwell Club which is on the main street of Birdwell;
- Rockingham Business Park provides a buffer separating the site from the some of the residential areas;
- Provides an attractive gateway in to the town and raises the profile of Birdwell;
- Brings forward a site that has been vacant for many years;
- Delivers new services and facilities to local people; and
- Sufficient distance away from homes not to cause issues related to loss of residential amenity.

## 6 SUMMARY

This report has looked at the ability to develop the Birdwell development site for a employment led mixed use scheme. The report has looked at both the wider commercial property market and also the local market and considered how the dynamics of the market are likely to affect the viability of the site.

It is clear that a pure employment scheme is unlikely to be successful given the levels of demand and the configuration of the site. However a mixed use scheme incorporating a hotel, Petrol filling Station and a Public house / Restaurant allows the development to be kick started and will allow development of the residual part of the site for employment use. The site offers the ability to not only provides employment but also amenities to the wider Junction 36 employment sites and conveniently located for local residents. In addition Rockingham Business Park and the council deport to provide a buffer.

Finally, this is the first site that you pass as you enter the Dearne Valley Parkway. The proposal will allow the development of this site to provide not only an important Gateway for the wider area but also a confidence building development taking place.

Signature

*Simon J Croft*

Name

SIMON J CROFT

On behalf of

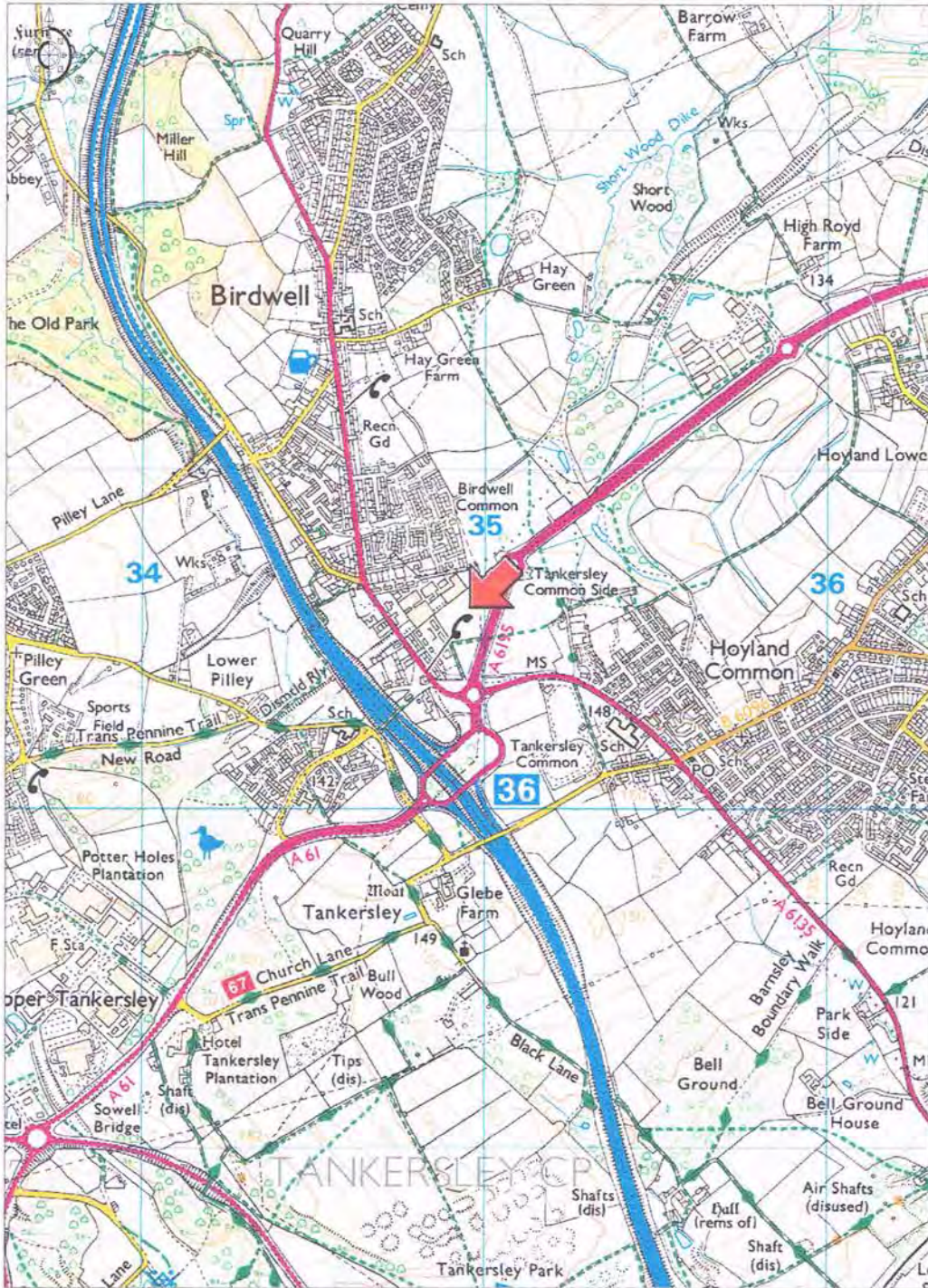
Harvey Burns & Co

Date

12th March 2015

**APPENDIX A : LOCATION PLAN**

Birdwell Development Site,  
Birdwell, Barnsley



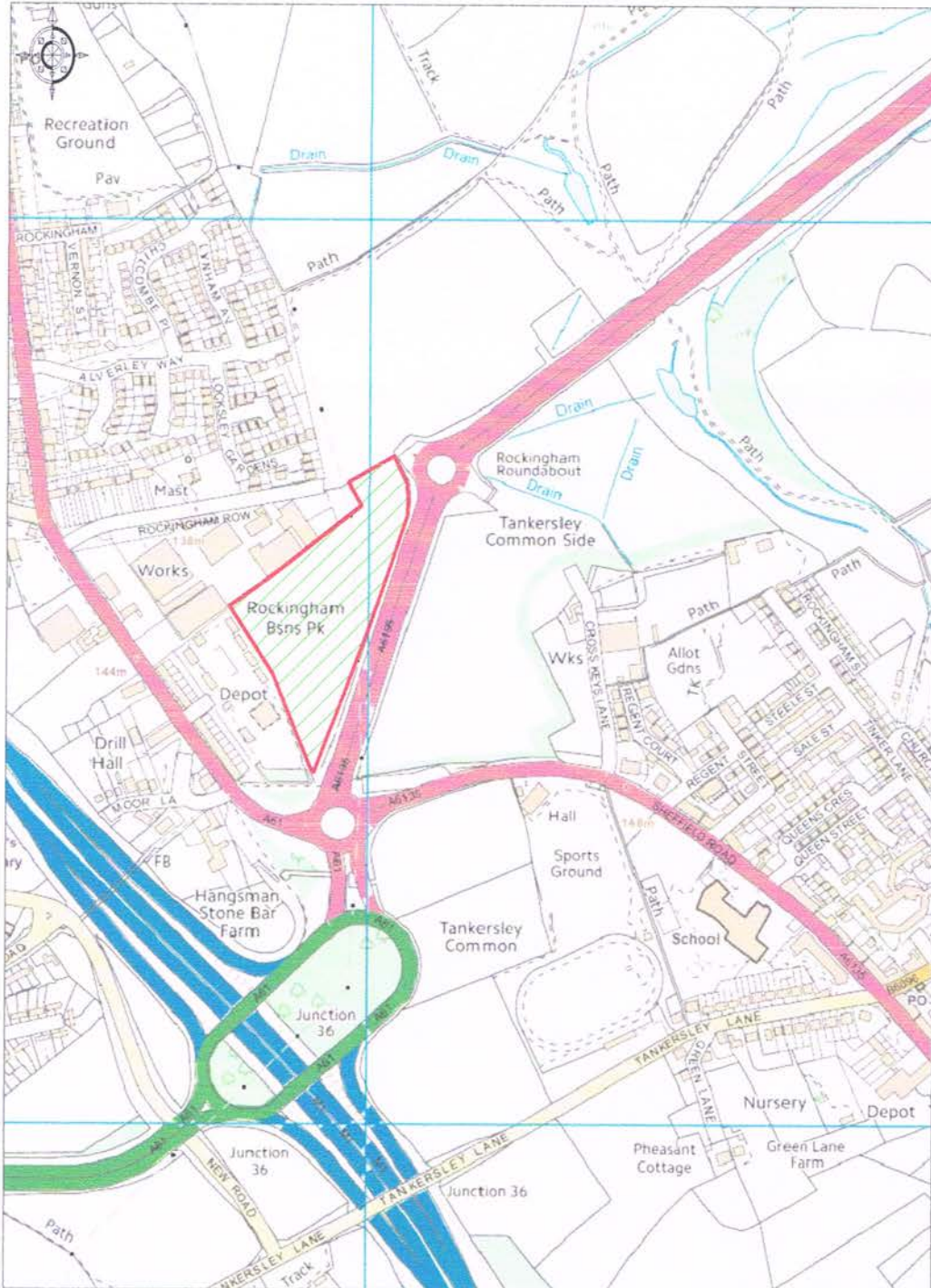
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Location Plan

**APPENDIX B : SITE PLAN**

Birdwell Development Site,  
Birdwell, Barnsley



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Site Plan - boundaries approximate

**APPENDIX C : AERIAL PHOTOGRAPH**