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AquiGen

Ipswich Borough Council  
Local Plan Examination

Hearing Statement

Matter 6 – Employment Policies & Allocations

June 2016

**AquiGen**  
**Ipswich Local Plan Examination**  
**Hearing Statement**  
**Matter 6 – Employment Policies and Allocations**

|                       |                 |
|-----------------------|-----------------|
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## 1.0 INTRODUCTION

### Background

- 1.1 We act on behalf of AquiGen, the owner of land known as Futura Park (also previously known as the Cranes Site), off Nacton Road and Ransomes Way, Ipswich. This Statement relates primarily to the proposed identification of the Site as a Strategic Employment Site under Core Strategy Policy CS13 and the protection of employment sites under Core Strategy Policy DM25. Representations to the emerging Core Strategy have been submitted by AquiGen and are enclosed in **Appendix 1** for reference.
- 1.2 Futura Park has a varied planning history, which is summarised below.

### Original 2011 Planning Permission

- 1.3 AquiGen originally secured a Hybrid Planning Permission for the redevelopment of the Site on 22 December 2011 (IBC Ref: IP/11/00763/OUTFL). A plan of the Site and Development Plots (also referred to as individual 'sites') forming part of the Application, is shown at **Appendix 2** (Drawing Ref: 514-1019). Outline Permission was granted for B Class Uses on Zones E, F, G & H (Plots 1-3 & 6-10). Zones A & C (Plots 4 and 5) were granted permission for A1 retail use which have been implemented and are now occupied by John Lewis at Home / Waitrose in a single building (Plot 4) and a retail terrace (Plot 5). The retail terrace was implemented under a separate Planning Permission granted on 5<sup>th</sup> December 2011 (IBC ref: IP/12/00615/FUL). The entire site was remediated and the structural landscaping and estate road (Zones B and D) were also delivered under the 2011 Permission.
- 1.4 The 2011 Permission remains extant, with the deadline for submission of Reserved Matters on remaining Plots expiring on 22 December 2016.

### Current Position

- 1.5 Following the grant of Planning Permission in 2011 the remaining plots were actively marketed for B Class Use. A 2015 marketing report is included at **Appendix 3** and demonstrates the marketing exercise and challenges the owner has had in attracting B Class operators to the Site. This Appendix also includes information from AquiGen detailing the current position with the site.

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- 1.6 Arising from the difficulties in attracting B Class operators to the Site, in 2015 AquiGen began pursuing alternative employment generating uses on the site. Subsequent Planning Permissions granted by IBC and current pre-application discussions for individual plots at Futura Park are summarised below:
- (i) Plot 2: Planning Permission was granted for a Marshalls Jaguar Land Rover car showroom on 21/10/2015 (IBC Ref: 15/00755/FUL) on a 1.2ha site. This scheme is currently under construction. It is expected to generate 61 jobs on opening, increasing to 82 after approximately 2 years of operation.
  - (ii) Plot 8: Planning Permission was granted for a Marriot Audi car showroom on 20/11/2015 (IBC Ref: 15/00790/FUL) on a 1.6ha site. This scheme is also currently under construction. It is expected to generate 70 jobs.
  - (iii) Plot 10: Pre-application discussions were held with IBC for a Mazda / Volvo car showroom on a 1.2ha site. A pre-application response from IBC on was received on 1<sup>st</sup> April 2016. This set out that Officer support for the scheme is likely to be forthcoming, subject to marketing evidence in relation to B Class Uses and other development management considerations. A planning application is expected to be submitted in the near future.
  - (iv) Plot 9: Pre-application discussions were also held with IBC in relation to a Pendragon car showroom on a 1ha site. A pre-application response from IBC is currently awaited.
  - (v) Remaining Plots: To date, and reflected in the evidence from Savills and AquiGen, there is been no firm interest from B Class operators at the site. There is approximately 5ha remaining and available on the market, representing circa 50% of the B Class land originally permitted.
- 1.7 The above plots / schemes are reflected on the Plan in **Appendix 2** (Drawing Ref: 514-715A – May 2016).
- 1.8 It is also recognised that since AquiGen submitted representations to the emerging Local Plan consultation in March 2015, a new Employment Needs Study has been published - The Ipswich and Waveney Economic Areas – Employment Land Needs Assessment prepared by NLP, March 2016 (hereafter referred to as the 'ELNA 2016'), Core Document Ref: PSCD10.

- 1.9 The ELNA 2016 provides an up-to-date position in respect of B Class employment needs and land requirements and, along with the position set out above, has informed AquiGen's case to the Examination. This case is outlined in Section 2 of this Statement.
- 1.10 Along with several other sites in East Anglia, Futura Park has been granted Enterprise Zone status as part of the 'New Anglia Enterprise Zone'. It should be noted that this only extends to those undeveloped / uncommitted sites at Futura Park. Specifically, it excludes Plots 2, 4, 5 and 8 and therefore only relates to circa 7.2ha of land.

## 2.0 EXAMINATION ISSUES & POLICY RECOMMENDATIONS

2.1 Our case in relation to this Matter is consistent with the submissions made on behalf of AquiGen to date (**Appendix 1**).

2.2 The present position of AquiGen is set out below under each of the Inspector's Questions in relation to Matter 6. We then outline recommended amendments to Policies CS13 and DM25 in order for the Plan to achieve soundness. The proposed amendments are presented at **Appendix 4**.

***6.1 In the light of the need for 23.5ha (net) of employment land in Ipswich (identified in the Ipswich and Waveney Economic Areas Employment Land Needs Assessment (2016)) is the provision of policy CS13 that at least 30ha of land in addition to 10ha at Futura Park will be allocated for B1, B2 and B8 uses soundly based?***

2.3 The suggested need of 40ha of land for B Class Use is not justified nor is it consistent with the evidence base.

2.4 Table 7.10 of the ELNA 2016 sets out that the net land requirement for B Class Floorspace in Ipswich is 23.5ha. This is derived from the 12,365 total jobs in Ipswich over the Plan period to 2031 and is then based on calculating the proportion of B Class jobs required and in turn converting this to floorspace and finally site area (see ELNA 2016 Tables 7.1, 7.4, 7.8 and 7.10). This is some 16.5ha below the CS13 figure.

2.5 The identification of sites for at least 40ha of land for B Class uses under Policy CS13 is not therefore justified against the evidence base and cannot be considered 'sound'. Whilst AquiGen does not wish to comment on the Site Allocations and Policies DPD, it is noted that this document allocates 49.13ha of land for B Class Use (excluding Futura Park), also greatly exceeding both the evidence base and Policy CS13 requirements. There is no justification for this approach or need to provide such a significant land buffer. Nor is such an approach and allowance encourage by National Policy and Guidance.

2.6 We comment in detail on the position in respect of Futura Park in respect of Matter 6.2, overleaf.

**6.2 Are the site allocations in connection with employment development soundly-based? If you contend that they are not how should they be modified?**

2.7 It is not considered that the allocation of Futura Park as a Strategic Employment Site is justified. In particular:

- The Site already benefits from Planning Permission which includes B Class Uses. This Permission remains extant and has fulfilled the current adopted Core Strategy requirement in terms of the delivery of the 'strategic opportunity'.
- It is clear that Futura Park is not needed to meet any strategic or identified B Class employment needs in Ipswich based on the significant surplus of land over and above the ELNA 2016 and taking into account the scale of allocations for B Class Use elsewhere in Ipswich. The ELNA 2016 also recognises that there are very few examples of inward investment in the area.
- The marketing evidence provided by Savills demonstrates the extensive marketing history of the site for B Class Use and reinforces the difficulties in attracting such operators to the site.
- AquiGen therefore began pursuing alternative, albeit employment generating, uses on the site in 2015. Plots 2 and 8, totalling 2.8ha have been granted planning permission for car showrooms which are currently under construction. These will generate up to 152 jobs. A further 2.2ha of land at Plots 9 and 10 are currently at pre-application stage and also propose car showrooms. Officer feedback to these pre-application enquiries has been positive.
- Notwithstanding that Planning Permission is yet to be granted on Plots 9 and 10, taken together with Plots 2 & 8, these four plots would reduce the available land for B Class Uses at Futura Park to circa 5ha, which is a localised scale of land and comparable with other non-strategic allocations.
- By comparison with other sites allocated for B Class Use in the Site Allocations and Policies DPD (Table 3), the residual land at Futura Park would only equate to the 5<sup>th</sup> largest site available for B Class Uses, and then would be only slightly larger than two other sites.

2.8 Arising from the above, it is not considered that there is justification for the identification of Futura Park as a 'Strategic Site'. It is no longer required to meet identified needs and the residual land available for B Class Use is not of a scale that justifies any specific reference under Policy CS13 or elsewhere in the Core Strategy. Futura Park is of no greater importance than several other sites identified in the Site



Allocations and Policies DPD for B Class Use, a position reflected in recent permissions at the Site.

- 2.9 It is therefore requested that references to Futura Park in Policy CS13 and the supporting paragraphs be deleted. The remaining Policy CS13 wording, notwithstanding the issues of soundness identified above, will allow IBC to meet identified B Class employment needs.
- 2.10 Notwithstanding this, should the Inspector consider it necessary for the residual land at Futura Park to be retained to meet 'employment' needs, Policy DM25 rather than Policy CS13, provides an appropriate level of safeguarding. We do however consider that this Policy is inflexible and would require further amendment as detailed below in respect of Matter 6.4.
- 2.11 Our proposed policy changes are in turn detailed in **Appendix 4**.

**6.3 *The plans allocate sites totalling approximately 59ha for new employment development. Is this soundly-based in the light of the identified requirement for 23ha (net) of employment land and policy CS13's provision that at least 30ha of employment land (plus 10ha at Futura Park) will be allocated?***

- 2.12 Our response to this question is set out in respect of Matter 6.1 above.

***Is there potential for some of the allocated employment sites to be allocated for alternative uses?***

- 2.13 Our response to this question in relation to Futura Park is set out in respect of Matter 6.2 above and proposed amendments to Policy DM25 set out below.

**6.4 *Is policy DM25 soundly-based? If you contend that it is not how should it be modified?***

- 2.14 Policies CS13 and DM25 seek to restrict development on employment sites to B Class Uses only. Given the position in relation to identified B Class needs and the contribution of such uses to overall job requirements identified in the ELNA 2016, this inflexible policy position is not justified. It would also not be consistent with the requirements of NPPF paragraph 22, which seeks to avoid the long term protection of employment sites where there is no reasonable prospect of being used for that purpose.

- 2.15 As set out above, it is requested that reference to Futura Park be deleted from Policy CS13 and, if the Inspector considers it should continue be safeguarded for employment use (including other non-B Class Uses), this can be appropriately achieved under a revised Policy DM25.
- 2.16 In this respect, Futura Park could be identified as an additional 'Site 17' under Policy DM25. The Policy should then should set out that acceptable uses at Futura Park would also include non-B Class Employment Generating Uses (e.g. sui generis uses of the nature already permitted and supported by IBC). This would more accurately reflect the current position on the Site, and reflect the fact that the Plan identifies sufficient other sites to meet its B Class employment needs. Importantly, this approach would not prevent B Class Uses coming forward on the Site if there were operator interest, but simply provide a more flexible approach to the Site's employment generation should this not be the case.
- 2.17 Policy DM25 could therefore be amended to either: i) remove reference to B Class Uses and replace it with 'Economic Development', or ii) refer to 'B Class Uses and Other Employment Generating Uses'. We recommend the latter approach.
- 2.18 There is also an inconsistency between criterion a) of Policy DM25 which refers to the reuse of sites for employment purposes over the plan period (i.e. 2031) and paragraph 9.156, which requires evidence of marketing over a 6 month period. The latter is a far more realistic period. The Policy should be amended to refer to the control set out in paragraph 9.156 for consistency and the avoidance of doubt. Such an approach would ensure that the Plan can adapt to changing circumstances and would also be consistent with NPPF paragraph 22.

***Summary of Recommended Changes to Policies CS13 and DM25***

- 2.19 In light of the above, it is recommended that the Plan is amended as follows in order for the Core Strategy to be found sound:
- Delete criterion d) of Policy CS13 and references to Futura Park in paragraphs 8.135, 8.139 & 8.140.
  - Include Futura Park under Policy DM25 as 'Site 17'. The Policies Map will need to be amended accordingly and in any event exclude Plots 4 and 5.
  - Amend Policy DM25 and supporting text to clarify that non-B Class employment generating uses are acceptable at Futura Park and other employment sites.

- Amend Policy DM25 criterion a. to delete reference to 'over the plan period' and if necessary refer to paragraph 9.156, relating to a six month marketing period.
- Amend paragraphs 9.155 and 9.156 to reflect the increased flexibility for non-B Class Uses on employment sites.
- Other changes to the Plan may be necessary to ensure consistency with the above.

2.20 The detailed wording of the above changes is set out in **Appendix 4**.

**APPENDIX 1**  
**MARCH 2015 REPRESENTATIONS**

19145/A3/MH

5th March 2015

**IPSWICH BOROUGH COUNCIL: PROPOSED SUBMISSION CORE STRATEGY AND POLICIES  
DEVELOPMENT PLAN DOCUMENT REVIEW (MARCH 2015)**

**REPRESENTATION ON BEHALF OF AQUIGEN**

**Introduction & Background**

1. We act on behalf of AQUIGEN who own Futura Park ("the Site") which was formerly known as the Former Crane's Site on Nacton Road, Ipswich. The extent of the site is identified on the Site Location Plan (Ref: 19145/R001) attached as **Appendix 1**.
2. The Site has now been effectively delivered under the terms of Planning Permission Ref: IP/11/00763/OUTFL) dated 22<sup>nd</sup> December 2011. Under this Permission, the Site has been completely remediated with strategic infrastructure provided including an access road, landscaping and serviceable development plots. This Permission and its principles effectively follow the terms of the adopted Core Strategy ("CS") under Policies CS2 and CS13. The Permission provides a framework for the future delivery of individual development plots as it remains extant until at least 22<sup>nd</sup> December 2016.
3. Since November 2012, the Site has been actively marketed on a national, regional and local basis for B class uses. This has included a site-specific website: <http://www.futura-park.com> and a marketing campaign undertaken by high-profile and well-respected commercial property agents. This has publicised the status and availability of the Site to all available property mediums in order to maximise publicity and letting opportunities.
4. AQUIGEN welcomes the opportunity to continue to participate in the ongoing CS and Policies Review. Following a review of the CS, AQUIGEN wishes to **object** on soundness grounds to the terms of the following specific policies:
  - (i) Policy CS13d.: Planning for Jobs Growth which safeguards the Site as a 'Strategic Employment' site. This also relates to the associated Proposals Map notation. The 'Strategic' designation is unsound as it is not justified.
  - (ii) Policies CS13: Planning for Jobs Growth and DM25 Protection of Employment generally in terms of the Definition of Employment Sectors which is contrary to the NPPF.
  - (iii) Policy DM25: Protection of Employment Land in terms of the restrictive level of control on Employment uses.
  - (iv) Extension of the Nacton Road District Centre under Policy DM21: District and Local Centres and Proposals Map.
5. AQUIGEN does not wish to comment on any specific policies arising from the Draft Site Allocations and Policies DPD.

## Representation

### *Site Allocation (Policy CS13 d. and Proposals Map notation)*

6. We note that the Site continues to be allocated as a 'Strategic' Employment Site. This is on the basis that approximately 10ha of land is safeguarded for B Class employment use (see CS paragraph 8.139). AquiGen objects to the Site's designation as 'Strategic' as this is not justified by the Evidence Base and is no longer required. The reasons for this are outlined below.

### *Evidence Base*

7. The rationale for this designation and its status as 'Strategic' is stated to be justified on the basis that there was capacity for readily serviceable regionally significant strategic sites in the Haven Gateway (see CS paragraph 8.138) as identified in the RSS. The Site was identified to serve such a purpose in Ipswich as identified in the October 2009 Employment Land Review ("ELR"). The RSS now has no status for the purposes of Development Plan policy and the ELR is over 6 years old (when consideration is given to the data sources) and has not been the subject of an update as part of this CS Review. The Evidence Base justification relating to the need for and identification of the Site as a 'Strategic' Employment Site is accordingly significantly out-of-date for the purposes of NPPF paragraphs 158/161 and the PPG (Paragraph: 014 / Reference ID: 12-014-20140306). On this basis it cannot be relied upon for plan-making purposes. In order to address this deficiency, we note that the CS seeks to place reliance on the more recent Suffolk Growth Strategy ("SGS") and New Anglia Strategic Economic Plan ("SEP") documents. In this regard, the SGS does identify the Site as a Key Development Site (see paragraph 7.11). However, the growth objectives/sector priorities identified in either of these documents do not readily align with the planning permission which already exists for the Site and which does not appear to have been recognised.
8. The regional documents cannot be relied upon for the purposes of Evidence Base as they do not offer evidence on the key requirements listed at NPPF paragraph 161 as it relates to economic development. Nor can they be relied upon in relation to Objectively Assessed Need ("OAN") for Economic Development in line with PPG (Paragraph: 001 / Reference ID: 2a-001-20140306).
9. Against this background, there is clearly no up-to-date and reliable evidence base upon which to test and formulate land use policies and requirements for Employment development. There is also no Evidence Base justification to justify the Site's identification as 'Strategic' in terms of the OAN for Economic Development.
10. We note that since the publication of the CS Review for consultation the Council has produced an Employment Topic Paper, which indicates that an Employment Land Needs Assessment is now being carried out for the Ipswich Functional Economic Market Area. We assume that this seeks to address the clear evidential deficiency which we have identified.
11. We shall clearly wish to review and comment upon this document in due course. For the moment, however, it should be noted that the Topic Paper serves to record the very significant

supply of employment land against a low take up rate and expressly acknowledges the weakness of the Ipswich industrial/ office market.

12. As far as the Site itself is concerned, the Topic Paper simply restates its status as a Strategic site and offers no evidence in support of this continued designation. Furthermore, the suggestion within the appended Job Capacity Estimates that the undeveloped portion of the site is capable of generating in excess of 2,000 jobs has clearly not been calculated with reference to the mix of uses embodied in the current Planning Permission.
13. The Topic Paper's acknowledgment of market weakness accords with Aquigen's own experience. Since the Company's involvement in the formulation and delivery of the Site extends back to 2009, it has an extensive and clear understanding of the local and sub-regional economic factors that relate to the Site. Based on its experience of monitoring schemes and tracking potential opportunities together with advice from its commercial property agents, Aquigen is aware that the uptake of industrial land in the area is indeed slow. Requirements in the Ipswich policy area for land or the re-occupation / development of industrial buildings tend to originate from localised requirements generated by local businesses or national operations which require small-scale support facilities and / or expanded operations. The local market does not attract significant and strategic inward investment or relocation which is reflected in the low level of industrial land delivery since 2009. This is not expected to change.
14. These market conditions are reflected in the level and nature of enquiries for the Site received by Aquigen. These relate to local businesses and interests that have identified the Site as a potential relocation or expansion opportunity. There have been no strategic or significant inward investment opportunity enquiries that have been received within the B Class sector. On this basis, market conditions and signals provide clear evidence that the Site does not serve a strategic function.

#### *Allocation Requirement*

15. The original CS policies CS2 and 13 provided the policy allocation basis for the Site's delivery via a planning application. This adequately fulfilled the purposes of a policy allocation against NPPF paragraph 157.
16. The development allocation has since been fulfilled under the implementation of Planning Permission Ref: IP/11/00763/OUTFL which has led to the provision of the current serviced Site. As the original policy objective of the CS has been fulfilled, there is no longer a justifiable requirement for a site-specific Allocation as there is no longer a need to promote the Site for development under the terms of NPPF paragraph 157 (fifth bullet).
17. The allocation of the Site also serves no meaningful policy purpose as any development that takes place on the remaining development plots can be assessed adequately against CS Policy DM25. This relates to 'Employment Land' and specifically B-Class uses which reflects the terms of the Planning Permission on the remaining development plots. Policy DM25 also provides the same level of policy safeguarding as Policy CS13, which renders the latter unnecessary for the purposes of designating the Site.

18. Against this background, we recommend that criterion d. of Policy CS13 is deleted. Supporting paragraphs 8.139 and 8.140 should also be deleted as they are no longer required. To retain these aspects of Policy CS13 is otherwise unsound, as the Allocation of the Site is no longer justified or necessary due to the development that has taken place to fulfil the adopted CS.

***Policy CS13: Planning for Jobs Growth and Policy DM25: Protection of Employment Land – Definition of Employment Sectors***

19. We note these policies seek to restrict development on Employment sites to B Class uses only. This is an inflexible policy approach to take given the potential for economic change during the lifetime of the CS.
20. To ensure consistency with the NPPF (see paragraph 182), there does need to be a wider acknowledgement of the role that all forms of economic development (in line with the NPPF Annex 2 definition) can play in job creation and not just those uses which are within the B Class sector. This will also provide adequate compliance with the soundness test and sufficient flexibility to conform with the NPPF whereby a Plan can adapt to changes in economic circumstances. Uses outside the B Classes are for example identified as contributors to growth in the SGS and SEP.
21. It is critical that the CS should recognise that wider forms of economic development which lie outside the B Class generate skilled employment and can make a significant contribution towards the local economy and employment rates. This is already recognised in the SGS and SEP. Whilst such uses can include Retail and 'Town Centre uses', outside the A Class there are also wider 'Sui Generis' uses which also make an important contribution to the local economy. One such use is a Car Showroom (Sui Generis) which are usually common features in Business and Industrial Park locations and can incorporate or encourage related businesses (such as car-repair workshops and trade suppliers) which locate nearby to benefit from linked trips and cross-dependency. A Car Showroom can also provide a positive and active frontage to a Business Park location encouraging confidence in a location and encouraging tenant investment. This form of development can also provide high quality buildings which will complement the existing built form.
22. We recommend Policy DM25 is amended to include reference to 'Economic Development' rather than B Class Uses. If this is unacceptable to IBC, there should instead be the inclusion of a reference to acceptable non B Class uses on Employment sites for clarity and to ensure the policy is sufficiently flexible. We would recommend that a Car Showroom is included within this list of permitted uses for the reasons outlined above.

***Policy DM25: Protection of Employment Land – Non B Class Use Control***

23. This Policy provides the basis for controlling the development of non B-class uses on Employment Sites. In addition to our comments above on the relationship of the employment definition with the NPPF, we consider the levels of control imposed in the policy to be far too strict and thus unsound.
24. A key area of concern is the requirement at criterion a. for an application to demonstrate there is no reasonable prospect of the site being re-used for employment purposes over the plan



period. This period extends to 2031. This is a significant period during which there is likely to be significant economic change. It will also lead to an excessively long period of protection contrary to advice set out at NPPF paragraph 22.

25. We note at paragraph 9.156 that in contrast to criterion a., a prospective applicant is required to provide active marketing evidence of at least six months. This is a far more realistic period for marketing and reflects our experience of other similar Development Plan policies elsewhere. To address this contradiction, we recommend criterion a. is amended to make reference to the basis of control set out under paragraph 9.156 rather than the Plan period. This will ensure an appropriate level of control in line with NPPF paragraph 22.

### ***Policy DM21 and Proposals Map – Extension of the Nacton Road District Centre***

26. We note that the Nacton Road retail centre continues to be allocated as a 'District Centre' serving the south-west / south Ipswich area and primarily the Nacton Neighbourhood. The designation is supported subject to an extension in its extent to include a portion of the Site. The rationale for such a designation is outlined below.
27. The Site falls within the 400m and 800m buffers of the District Centre as identified on Plan 3 of the CS. This diagram thereby confirms the Site is geographically well-positioned in proximity to the District Centre.
28. There is also strong linkage between the two locations. For example, existing / high-quality links are present in the form of pedestrian and cycle infrastructure linkage between the District Centre and Site via a cycle route and pedestrian controlled crossing across Nacton Road. Movement into and across the Site is then supported by estate road and footpath / cycle route infrastructure which then provides an easy link with the remainder of the site including the food and non-food retail facilities in the north-eastern part of the Site. The presence of this infrastructure supports linkage and movement between the two locations.
29. Both locations offer a strong and attractive retail destination for the immediate locality. The strength and attractiveness of the existing Centre is confirmed by its high retail occupancy rate, high levels of car parking utilisation and a range of national and local retail and service businesses. This supports the basis for expansion so that the Centre can continue to adequately serve the needs of the surrounding community.
30. There are no immediately available opportunities to the south and west of the Centre to support a viable extension. Instead, given the strong and positive linkage between the two locations, we recommend an expansion of the District Centre boundary to include the Site.
31. The Site complements the Centre by providing a main-food destination in the form of the Waitrose store and significant bulky / non-food retailers and services. These are uses which conform with the NPPF (Annex 2) definition of Town Centre uses. When combined these two locations provide a strong and attractive Centre. As the Centre is a popular destination, its success and strength should be supported by an extension in order to maintain and enhance its local role and profile. These would provide considerable benefits to the local population.
32. If the principle of this extension is acceptable, we would welcome discussions with IBC regarding the extent of the District Centre definition within the Site.

## Conclusions

33. Against this background, we recommend the following changes to the CS on soundness grounds:
- (i) Policy CS13d.: removal of the Site from the 'Strategic' Allocation.
  - (ii) Policies CS13: Planning for Jobs Growth and DM25 Protection of Employment amended to allow 'Economic Development' uses in terms of the Definition of Employment Sectors.
  - (iii) Policy DM25: Protection of Employment Land criterion a. amended to ensure a more realistic level of control on Employment uses consistent with supporting paragraph 9.156.
  - (iv) Extension of the Nacton Road District Centre under Policy DM21: District and Local Centres and Proposals Map.
34. We look forward to receiving acknowledgement of this representation marked for the attention of Mark Harris ([mark.harris@bartonwillmore.co.uk](mailto:mark.harris@bartonwillmore.co.uk)). Otherwise, we would be grateful if you could continue to keep us notified of the CS's progress.



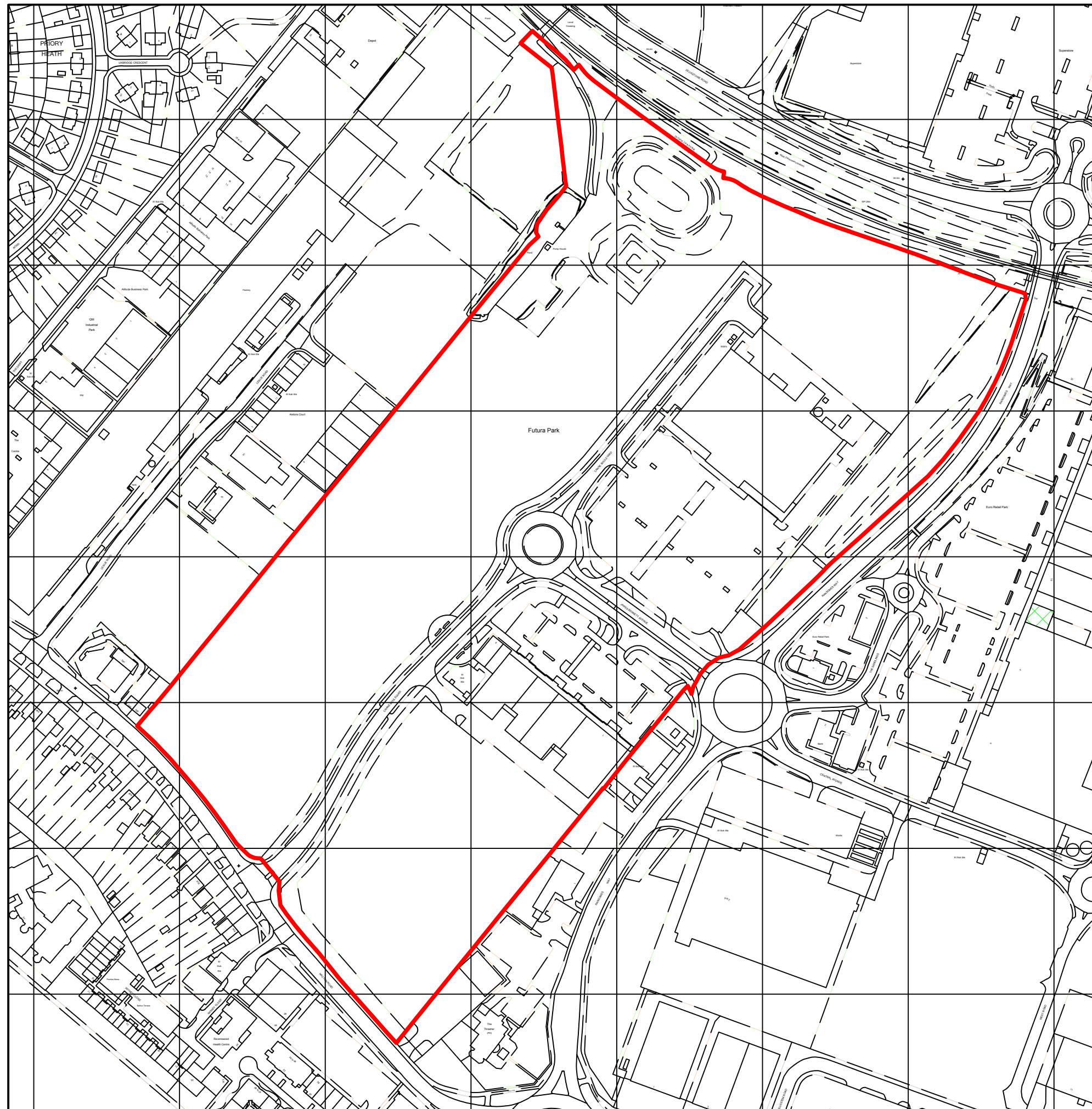
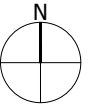
The scaling of this drawing cannot be assured

Revision

Date Drn Ckd

### LEGEND

 Site Boundary



Project  
**Futura Park, Ransome Way,  
Ipswich**

Drawing Title  
**Site Boundary Plan**

Date 10.03.2014 Scale N.T.S. @A3 Drawn by ML Check by MH

Project No 19145 Drawing No R001 Revision -



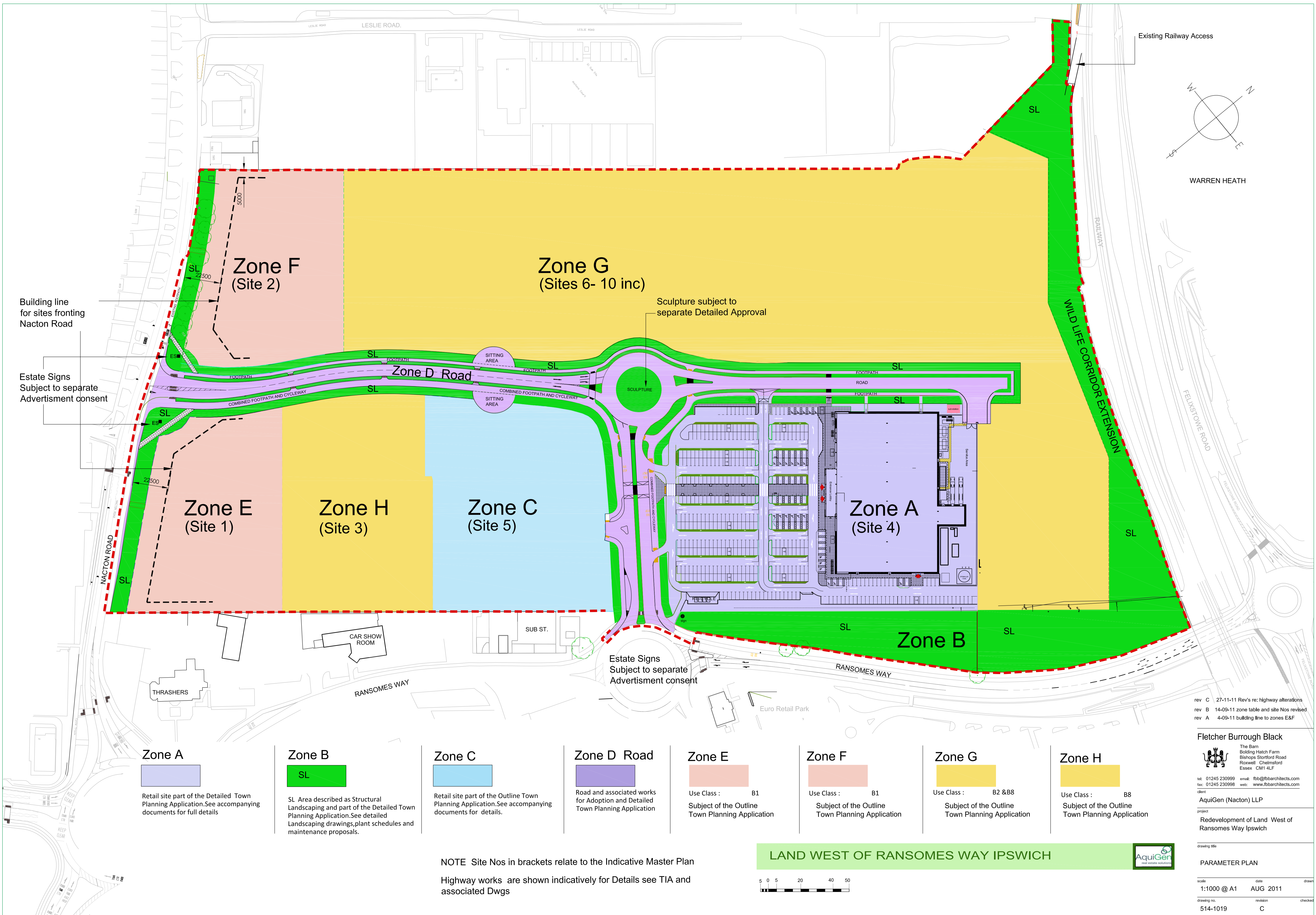
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**APPENDIX 2  
FUTURA PARK SITE PLANS**



Existing Railway Access

WARREN HEATH

Building line for sites fronting Nacton Road

Estate Signs Subject to separate Advertisement consent

Sculpture subject to separate Detailed Approval

Estate Signs Subject to separate Advertisement consent

**Zone A**

Retail site part of the Detailed Town Planning Application. See accompanying documents for full details

**Zone B**

SL Area described as Structural Landscaping and part of the Detailed Town Planning Application. See detailed Landscaping drawings, plant schedules and maintenance proposals.

**Zone C**

Retail site part of the Outline Town Planning Application. See accompanying documents for details.

**Zone D Road**

Road and associated works for Adoption and Detailed Town Planning Application

**Zone E**

Use Class : B1  
Subject of the Outline Town Planning Application

**Zone F**

Use Class : B1  
Subject of the Outline Town Planning Application

**Zone G**

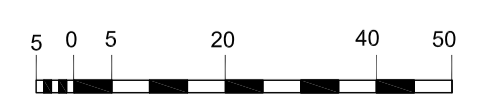
Use Class : B2 & B8  
Subject of the Outline Town Planning Application

**Zone H**

Use Class : B8  
Subject of the Outline Town Planning Application

NOTE Site Nos in brackets relate to the Indicative Master Plan  
Highway works are shown indicatively for Details see TIA and associated Dwgs

**LAND WEST OF RANSOMES WAY IPSWICH**



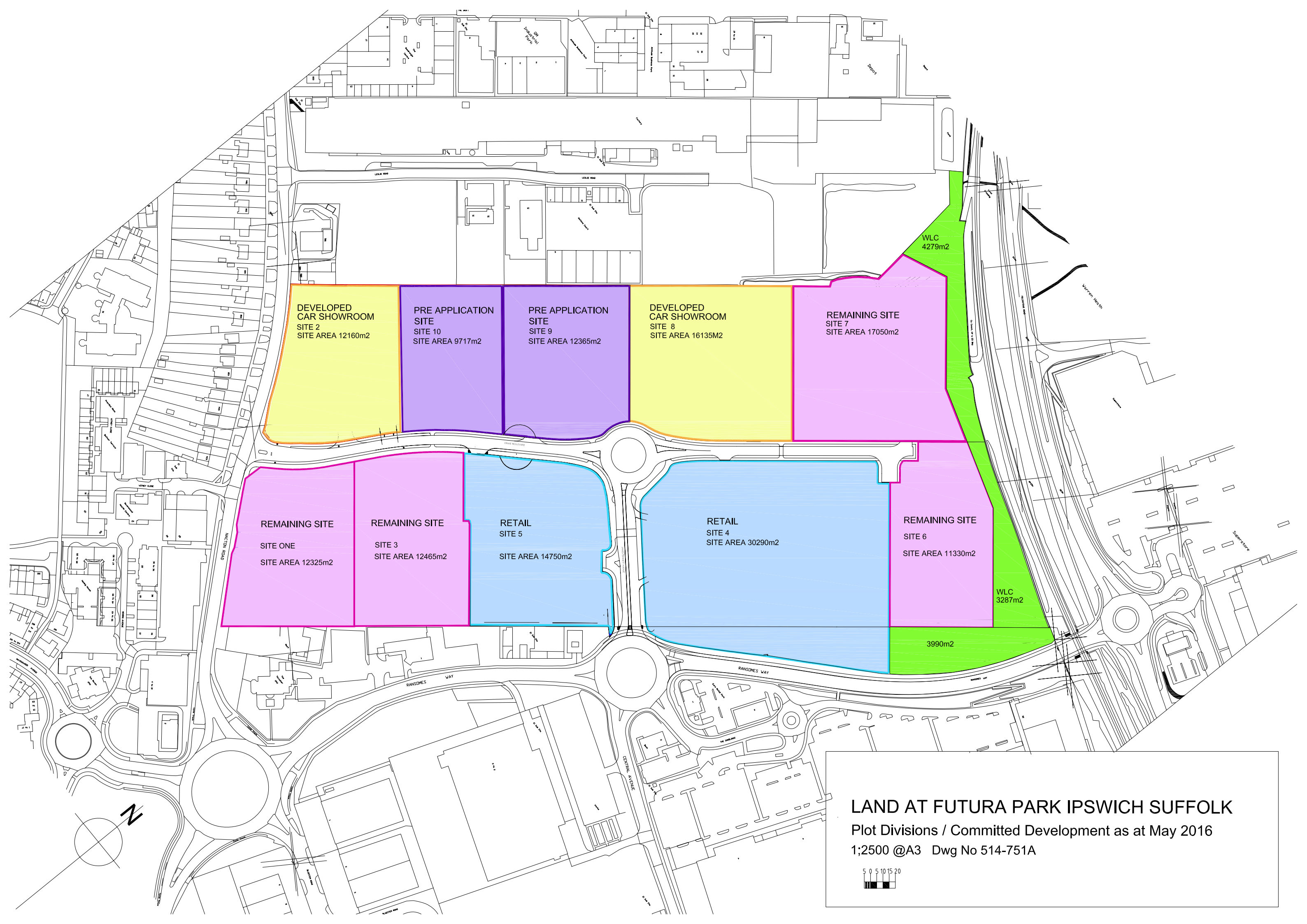
rev C 27-11-11 Rev's re: highway alterations  
rev B 14-09-11 zone table and site Nos revised  
rev A 4-09-11 building line to zones E&F

**Fletcher Burrough Black**  
The Barn  
Bolding Hatch Farm  
Blahoppe Stanford Road  
Roxwell Chelmsford  
Essex CM1 4LF  
tel: 01245 230999 email: fbb@fbbarchitects.com  
fax: 01245 230998 web: www.fbbarchitects.com

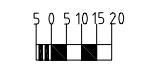
client  
**AquiGen (Nacton) LLP**  
project  
Redevelopment of Land West of Ransomes Way Ipswich

drawing title  
**PARAMETER PLAN**  
scale date drawn  
1:1000 @ A1 AUG 2011  
drawing no. revision checked  
514-1019 C





**LAND AT FUTURA PARK IPSWICH SUFFOLK**  
 Plot Divisions / Committed Development as at May 2016  
 1:2500 @A3 Dwg No 514-751A



**APPENDIX 3  
MARKETING INFORMATION**



Alistair Ingram  
Barton Willmore  
7 Soho Square  
London  
W1D 3QB

2<sup>nd</sup> June 2016

Dear Alistair

### **Futura Park Marketing**

I write, as requested, by way of marketing update on Futura Park for the benefit of the upcoming Local Plan Examination.

In this context, the marketing report which I collated in summer 2015 including Savills & Coke Gearing Enquiry records clearly provides a baseline position. It records the wide ranging marketing initiatives for the site over a period of years and clearly shows the absence not only of strategic inward investment enquires but also of B Class enquiries generally, including from local businesses.

As you will know, this position has not changed in the intervening period and the attached schedule serves to record this.

It is, of course, also necessary to make the point that the terms which had been agreed in early 2015 with the local manufacturer of refrigeration equipment regrettably did not result in a contract, with the user in question relocating elsewhere.

In marked contrast to this lack of B Class activity, the 2015 permissions for car showroom operators have been implemented and these users will be commencing trading in the near future. This commitment has generated the interest from other users in this sector which has been taken to the pre-planning Enquiry stage.

It can be noted that, as from April of this year, the site does now enjoy Enterprise Zone status as part of the portfolio of sites forming the New Anglia Enterprise Zone. We have of course ensured that our marketing details now recognise this fact, although it is worth making the point that this is in our agents' view most unlikely to generate a material change in enquiries received. It certainly has not done so to date despite the initiative being well known in advance of the formal designation date.

In any event, the simplified planning which is one of the key benefits of an EZ has in effect already been available by virtue of the outline masterplan and extant planning permission.

Against this background, I can confirm that we see no merit whatsoever in an ongoing strategic site designation for Futura and would trust that the flexibility shown to date in terms of employment generating uses will continue to apply.

Yours Sincerely



**Trevor Hollinger**

Consultant

AquiGen ( Nacton ) LLP

# Futura Park, Nacton Road, Ipswich Employment Land Enquiries



Updated 31.5.16

| DATE         | OCCUPIER                                   | SECTOR                  | REQUIREMENT   | TENURE   | OUTCOME   |
|--------------|--|-------------------------|---|----------|---|
| Pre-Aug 2011 | Self Store                                 | Self Storage            | 1.5 acres B8  | FH       | Speculative ('spec')  |
| Pre-Aug      | Collier and Catchpole                      | Local Builders Merchant | 3 acres Sui Generis                                       | FH       | Potential relocation not progressed                                     |
| Pre-Aug 2011 | Costco                                     | Wholesale               | 10 acres for B8/Sui Generis                               | FH       | Spec  |
| Pre-Aug 2011 | Care UK/Castleoak                          | Residential care        | 2 acres for Care Home                                     | FH       | Non conforming  |
| Aug 2011     | Notcutts                                   | Garden Centre           | 65-70,000 sq ft   | FH       | Non conforming  |
| Aug 2011     | Car Shop                                   | Vehicle sales           | 7-10 acres with road frontage and 70,000 sq ft shed       | FH       | Located to Norwich  |
| Aug 2011     | Brisco Metal                               | Local Industrial        | 4 acres B8  | FH       | Terms agreed on Site 7 but not progressed; relocated to Bury St Edmunds |
| Aug 2011     | Clients of J Spice, Red Dot Plc            | Technology              | 4-5 acres B8 or 100,000 sq ft                             | FH       | Spec  |
| Aug 2011     | Ocado                                      | Distribution            | 20-40,000 sq ft   | LH       | Spec  |
| Dec 2011     | Loc Store                                  | Self Storage            | 0.8 acre on frontage                                      | FH       | Spec  |
| Dec 2011     | Unidentified Clients of PNP (Paris office) | B8                      | 35,000 sq ft on 3 acres B8                                | FH or LH | Spec  |
|              |  |                         |   |          |   |
| Jan 2012     | Scottish Power                             | Offices                 | HQ offices for renewable energy project                   | FH       | Spec  |
| Feb 2012     | Universal Panels Ltd                       | Local B8                | 50,000 sq ft B8   | FH       | Potential relocation not progressed                                     |
| Feb 2012     | Landex Property                            | Offices                 | 2 acres for HQ office (part owner occupier/part investor) | FH       | Spec  |
| Mar 2012     | Green King                                 | Food & Drink            | 1.5 acres   | FH       | Non conforming  |
| Mar 2012     | Marstons                                   | Food & Drink            | 1 – 1.5 acres   | FH       | Non Conforming  |
| Mar 2012     | Foskers                                    | Local B8                | 1.5 acres 15,000 sq ft                                    | FH       | Potential expansion not pursued   |
| Mar 2012     | Nationwide Autocentres                     | Vehicle repairs         | 5,000 sq ft trade   | LH       | Spec  |

# Futura Park, Nacton Road, Ipswich

## Employment Land Enquiries



|          |                             |  |                                       |       |   |
|----------|-----------------------------|--|---------------------------------------|-------|---|
| Apr 2012 | Westminster Recliners       | Local Industrial                       | 1.5 acres 20,000 sqft design & build  | FH    | Potential relocation not pursued          |
| May 2012 | Masterlord                  | Local serviced offices                 | 3 acres                               | FH    | Potential expansion not pursued           |
| May 2012 | Ambit/Aegon                 | Trade counter                          | 2-3 acres                             | FH    | Spec                                      |
| Jun 2012 | Sally Burrows               | Local self storage                     | 1 acre – Self Storage                 | FH    | Spec                                      |
| Jun 2012 | Medite Shipping             | Open storage                           | 3-5 acres                             | FH    | Non Conforming                            |
| Jun 2012 | Bestway (D&P Holt)          | Wholesale                              | 3-5 acres B8/Sui Gen                  | FH    | Spec                                      |
| Jul 2012 | Carousel                    | Trade Counter                          | 4-5,000 trade B8                      | LH    | Spec                                      |
| Jul 2012 | Birketts                    | Legal; Offices                         | 30,000 sq ft offices                  | LH    | Potential relocation not pursued          |
| Aug 2012 | DHL                         | Regional warehousing                   | 20-30,000 B8                          | LH    | Spec                                      |
| Aug 2012 | Claire Muckelston           | Garden Centre                          | 1-1.5 acres                           | FH    | Non conforming                            |
| Aug 2012 | Corporate Property Solution | Unidentified Client                    | 25-30,000 sq ft                       | FH    | Spec                                      |
| Sep 2012 | Marquis Motor Homes         | Local Motor trade                      | 1.5 acres showroom, workshop & stores | FH    | Spec                                      |
| Sep 2012 | Suffolk County Council      | Heritage centre & public record office | 2-3 acres                             | FH    | Funding Not secured                       |
|          |                             |  |                                       |       |   |
| Feb 2013 | CINRAM                      | B8                                     | 120,000 high bay on 6 acres           | LH    | Potential relocation not progressed       |
| Feb 2013 | Deloitte Real Estate        | Unidentified Client                    | 50 – 80,000 sq ft                     | LH    | Spec                                      |
| Feb 2013 | Youngmans/Cluttons          | B1/B8                                  | 150,000 sq ft                         | FH/LH | Potential relocation not progressed       |
| Feb 2013 | Dobbies Nottcuts Wyvale     | Garden Centre                          | 4-6 acres                             | FH    | Non Conforming                            |
| Feb 2013 | Kier Group                  | Trade Counter                          | 2 acres for a Trade City              | FH    | Spec                                      |
| Feb 2013 | Clients of Douglas Stevens  | Regional oil & gas Co                  | 1.5 acres 20,000 sq ft                | FH    | Potential Expansion Not pursued           |
| Mar 2013 | Denholm                     | B8 Local                               | 6 acres or 100,000 B8 turnkey         | FH    | Potential additional Building not pursued |
| Apr 2013 | Local Manufacturer          | Refrigeration Equipment B1/B2          | 2.5 to 3 acres                        | FH    | Enquiry Resurrected in 2014: see below    |

# Futura Park, Nacton Road, Ipswich

## Employment Land Enquiries



|          |                                      |                               |  |       |                                     |
|----------|--------------------------------------|-------------------------------|--|-------|-------------------------------------|
| May 2013 | Suffolk Housing Society              |                               | 40-person office requiring c6,000 sq ft                    | FH/LH | Spec                                |
| Sep 2013 | UK Power Networks                    |                               | Offices circa 20,000 sq ft                                 | FH/LH | Spec                                |
| Jan 2014 | H Urben Ltd (Clients of Fenn Wright) | Local B8                      | 1-2 acres with 25,000 sq ft warehouse                      | FH    | Spec                                |
| Jan 2014 | Coastal Building Supplies            | Local Builders Merchants      | 1 – 15,000 shed on 1-1.5 acres                             | FH    | Potential Relocation not progressed |
| Jan 2014 | Client of Fenn Wright                | Unidentified Client           | 2-3 acres with Nacton Road frontage                        | FH/LH | Spec                                |
| Jan 2014 | Client of Equity Estates             | Unidentified Client           | 0.5-1 acre – seeking main road profile                     | FH    | Spec                                |
| Jan 2014 | Local Manufacturer                   | Refrigeration Equipment B1/B2 | 50,000 – 62,500 sq ft                                      | LH/FH | Terms Agreed – but not progressed   |
| Feb 2014 | Clients of GVA Roadside              | Unidentified Client           | Not specified  | FH    | Spec                                |
| Mar 2014 | Petro Foods (Clients of Aston Rose)  | B8                            | 60,000 sq ft (Site included in report submitted to client) | FH/LH | Spec                                |
| Apr 2014 | Brochure Holders Ltd                 | Local Printing                | 20,000 sq ft   | FH    | Potential relocation not progressed |
| Jun 2014 | JTF Wholesale                        | B8                            | 45,000-60,000 sq ft  | FH/LH | Spec                                |
| Jul 2014 | Client of Colliers International     | Unidentified Client           | 30,000-60,000 sq ft  | FH    | Spec                                |
| Aug 2014 | Client of Jones Lang LaSalle         | Unidentified Client           | 30,000 sq ft   | LH    | Spec                                |
| Aug 2014 | Client of Knight Frank               | Unidentified Client           | 60,000-90,000 sq ft on a site of 10 acres                  | LH    | Spec                                |
| Aug 2014 | Notcutts                             | Garden Centre                 | 6 acres  | FH    | Non Conforming                      |
| Nov 2014 | Branch Associates                    | Unidentified Client           | 1 acre   | FH    | Spec                                |
| Nov 2014 | Marriot Motor Group                  | Motor Trade                   | 3 acres  | FH    | Sale Completed                      |
| Jan 2015 | Client of Jones Lang LaSalle         | Unidentified Client           | 5-15,000 sq ft on up to 1 acre                             | LH    | Spec                                |
| Jan 2015 | Piers Pollard/William Pollard        | Unidentified Client           | 20-30,000 sq ft B8   | FH    | Spec                                |
| Jan 2015 | Colliers/AOS                         | Unidentified Client           | 30-40,000 B1 (c)   | FH    | Non Conforming                      |

# Futura Park, Nacton Road, Ipswich Employment Land Enquiries



|           |                             |                      |  |                       |                        |
|-----------|-----------------------------|----------------------|--|-----------------------|------------------------|
| Feb 2015  | Lidl                        | A1 Retail            | 1.5 acres!                               | LH                    | Spec                   |
| Apr 2015  | Location 3 (Developer)      | B2                   | 2 acres 30,000 sq ft B2                  | FH                    | Spec                   |
| May 2015  | Marshalls Land Rover        | Motor Trade          | 3 Acres                                  | FH                    | Sale Completed         |
| May 2015  | Turners                     | Motor Trade          | 1 Acre                                   | FH                    | Ongoing                |
| July 2015 | CBRE (unnamed clients)      | B8                   | 160 – 260k sqft                          | LH                    | Spec                   |
| July 2015 | Aytac Foods                 | B8                   | Up o 100k sqft                           | FH                    | Relocation not pursued |
| July 2015 | World of Stones             | B8 open storage      | c 2 Acres                                | FH                    | Spec                   |
| July 2015 | Itron via G L Hearn         | B1/B8                | 54,000 sqft on 3 acres FH or LH turnkey  | FH/LH                 | Relocation not pursued |
| July 2015 | Sofaworks                   | A1 Retail            | 15/15,000 sqft                           | LH Preferred          | non conforming         |
| July 2015 | Peter Riches Whybrow        | B8                   | 50,000 sqft existing B8 Ipswich          | LH                    | Relocation not pursued |
| Aug 2015  | Jim Frankis, Frankis Porter | B8 open storage      | 2/3 acres - plant yard minimal buildings | LH 10 with break at 5 | Ongoing                |
| Sept 2015 | In-n-Out                    | Trade Counter/ B2/B8 | 2 acres – trade – Chelmsford and Ipswich | FH                    | Spec                   |
| Sept 2015 | SELCO – via Colliers        | Builders Merchants   | 30/40,000 on 2 – 4 acres                 | FH or LH              | Spec                   |
| Sept 2015 | Travis Perkins              | Builders Merchants   | 15,000 on 1.5 acres                      | LH                    | Ongoing                |
| Nov 2015  | JLL on behalf of Wickes     | Builders Merchants   | 25,000 on 1.5 acres                      | LH                    | Spec                   |
|           |                             |                      |  |                       |                        |
| Jan 2016  | Donalds Garage Ltd          | Motor Trade          | 3 Acres                                  | FH                    | Terms Agreed           |
| Feb 2016  | Pendragon                   | Motor Trade          | 2.4 Acres                                | FH                    | Terms Agreed           |
| May 2016  | Low Carbon Alliance         | B2                   | 1.5 Acres power generation               | FH                    | Ongoing                |
| May 2016  | AVS Fencing                 | B8 Open Storage      | 1 Acre                                   | FH                    | Ongoing                |
| May 2016  | Marshalls                   | Motor Trade          | 1 Acre – car preparation/storage         | FH or LH              | Ongoing                |

**Futura Park Nacton Road Ipswich**

**Marketing Summary**

**July 2015**

## Futura Park: Marketing Summary

### Context

AquiGen ( Nacton) LLP contracted to acquire the former Cranes site at Nacton Rd in June 2011 and completed the purchase of the freehold interest in September 2011 .

During that period a planning application was submitted for mixed use development in compliance with IBC's Core strategy and pursuant to this on 22 December 2011 consent was granted for a hybrid scheme comprising up to 16194 sq m of retail and 46,080 sq m of B1/ B2/ B8.

The terms of this permission required that the whole site be remediated & serviced prior to occupation of all of the retail component.

Against this background the initial (John Lewis / Waitrose) phase of the scheme was completed & opened in November 2012, with the Phase 2 retail development subsequently completed in summer 2013. On the wider site, remediation, strategic landscaping and highway works were completed in parallel with this phasing.

The balance of the site has yet to be developed notwithstanding ongoing outline consent & the site preparation works which have already been undertaken.

### Marketing History

In August 2011 Coke Gearing ( Bishops Stortford ) and CBRE ( London Office) .were appointed as joint agents.

The subsequent grant of planning permission provided a major impetus for marketing and following on from this major initiatives in early mid/ 2012 included :

- The establishment of a website : [www.futura-park.com](http://www.futura-park.com)
- The placing of full page advertisements in the National Property Press & Local Newspapers (Property Week/ Estates Gazette/ East Anglian Daily Times: see sample advert at Annex 1)
- Press releases & 'Advertorials' ( see sample at Annex2)
- Mailshot to industrial/ commercial occupiers employing over 10 people across Suffolk, S Norfolk & S Essex , plus trade counter users.
- Mailing to all regional & London commercial property agents
- Signboards on Nacton Rd & Ransomes Way.

Completion of the 1<sup>st</sup> development phase underpinned a further marketing push, a key part of which was the appointment of Savills (London & Ipswich) to replace CBRE in October 2012 .

The attached summary sheet (annex 3) details marketing initiatives since that time , together with press coverage largely arising from proactive agency involvement.



It can be particularly noted that aside from widespread web exposure via both agency websites & EGI, a further comprehensive mailshot in April 2013 targeted some 2,400 industrial, warehouse and office users (see brochure & correspondence at Annex 4). Meanwhile press advertising has continued (as per sample at Annex 5) and a strong campaign has been mounted on site (Annex 6).

Against this background, it will be apparent that the site has been actively marketed for B Class uses for a significant period by high profile and well respected commercial property agents. This has resulted in national, regional and local exposure.

### **Response to Marketing**

Enquiries received by both agents during the marketing period are detailed on the attached schedule (Annex 7). Since many of these were entirely speculative and did not progress beyond initial logging, specific commentary is restricted to substantive requirements where an outcome can be recorded.

In overall terms, it will be seen that the substantive enquiries received largely relate to local businesses that have identified the site as a potential relocation or expansion opportunity. There have been no serious strategic or significant inward investment opportunity enquiries that have been received within the B Class sector and on this basis there is clear evidence that, notwithstanding the planning policy history, the site does not serve a strategic employment function.

The one B Class opportunity that has crystallised over this lengthy period is that relating to a local refrigeration equipment manufacturer relocating within Ipswich. It is anticipated that a planning application for their operation will be submitted to IBC in due course.

T Hollinger

AquiGen (Nacton) LLP

07 07 15

# Appendix 1

## Sample Advertisement

(Estates Gazette 03.03.12)

**Futura Park  
Ransomes Way  
Ipswich IP3 9SP**

New high  
quality retail &  
business park



**FuturaPark**

Ipswich



100,000 sq ft pre-let to  
John Lewis/Waitrose  
opening winter 2012/2013  
66,585 sq ft non-food retail

25 acres of B1/B2/B8  
Potential for car showrooms  
and trade counter uses  
Land sales / design & build  
/ pre-let opportunities

**CBRE**  
020 7182 2000  
[www.cbre.co.uk](http://www.cbre.co.uk)

Industrial: [richard.lord@cbre.com](mailto:richard.lord@cbre.com)  
Retail: [lawrence.earnshaw@cbre.com](mailto:lawrence.earnshaw@cbre.com)

**CokeGearing**  
commercial solutions  
[www.cokegearing.co.uk](http://www.cokegearing.co.uk)  
**01279 758758**

[richard@cokegearing.co.uk](mailto:richard@cokegearing.co.uk)  
[adam@cokegearing.co.uk](mailto:adam@cokegearing.co.uk)

[www.futura-park.com](http://www.futura-park.com)

## **Appendix 2**

### **Sample Advertorial**

(Anglia Business September/October 2012)

# Design your own business space

With technology playing a growing role in every business, demand for hi-tech commercial space is increasing. At Futura Park on Ransomes Way in Ipswich, opportunities are available to create completely bespoke business space, custom built to suit the demands of any commercial enterprise.

The landmark 44 acre business and retail destination is an important addition to the commercial hub of East Anglia and its business space is expected to be some of the region's most sought after. Plots of between 1.25 and 16 acres are available for companies looking to create new offices, industrial or warehousing premises. Businesses can either buy the land or commit to occupy new facilities built to their specific requirements.

Paul Isaacs, managing director of AquiGen Real Estate Solutions, the company developing Futura Park said: "We are offering businesses a blank canvas where they can



Build progress of John Lewis at home and Waitrose

have as much input as they want in the design process. We are also developing new roads and landscaping to create an attractive and sustainable new business community that will benefit the local economy by creating up to 1,500 new jobs."

Construction of the new site infrastructure and the 100,000 sq ft combined 'John Lewis at home'/Waitrose store is now well advanced, with the store due to open this November. A detailed planning application has now been

submitted for Phase 2, a 60,000 sq ft retail park at the Ransomes Way site entrance.

Tony Chambers, AquiGen's Chairman added: "We are hopeful for planning approval of Phase 2 before the end of this year. Our intention is to begin construction in Spring 2013 as all but one units in this phase, opposite the 'John Lewis at home'/Waitrose store, have been pre-let."

Information: [Coke Gearing 01279 758758](tel:01279758758)  
[www.futura-park.com](http://www.futura-park.com)

**Appendix 3**

**Savills Marketing History**

## HISTORY OF SAVILLS INVOLVEMENT IN THE MARKETING OF LAND AT FUTURA PARK, IPSWICH

### 2012

27 February 2012 – [www.futura-park.com](http://www.futura-park.com) launched.

18 October 2012 – details forwarded by Savills to their national industrial team (London plus 12 provincial offices) making them aware of this opportunity and inviting them to share enquiries from a national perspective which may be suited here in Ipswich.

24 October 2012 – EADT24 editorial, 5 tenants now confirmed for phase two of Futura Park.

30 October 2012 – Entry placed on Savills website/linking with EGi.

1 November 2012 – EADT24 editorial, The Mayor of Ipswich opens new roads at Futura Park.

1 November 2012 – Facebook – Mayor of Ipswich opens new roads.

1 November 2012 – IBC website news – Mayor of Ipswich opens roads.

6 November 2012 – EADT DP Sarah Chambers' article in newspaper 'Ipswich looks to the Futura as new park takes shape'

9 November 2012 – EADT24 Sarah Chambers, Aquigen hail opening of Waitrose/JL at home store a milestone.

12 November 2012 – EADT24 Sarah Chambers 'Planners are credit to Borough' say store developers

23 November 2012 – Property Week – Christine Eade, Ipswich Hybrid is first for John Lewis.

### 2013

25 January 2013 – prepared 2 page/double sided brochure in respect of the employment land together with aerial photography.

13 February 2013 – prepare some indicative layouts to show how a trade counter scheme could work within Site 3. Enquiries made by the agents suggest only limited demand and these proposals are therefore postponed – to be revisited in the future.

28 March 2013 – EADT Sarah Chambers, New roads open at Futura Park.

26 March 2013 – EADT Sarah Chambers, More jobs in store as 6 new tenants sign up for Futura Park.

March 2013 – Lloyds Banking Group, Commercial Banking advertorial

16 April 2013 – Colour advertisement appears in the East Anglian Daily Times within a quarter page block (see copy at Appendix 1).

Week ending Friday 19 April 2013 – comprehensive mailshot to:

All industrial and warehouse users with 10+ employees in all IP postcodes plus NR1 – 4 and CO1 – 4

Plus all office and high tech users with 10+ employees in all IP postcodes plus NR1 – 4 and CO1 – 4

Total Targets mailed – 2,410

21 May 2013 – full colour quarter page advertisement in the East Anglian Daily Times.

18 June 2013 – quarter page advertisement in the Business East monthly supplement of the East Anglian Daily Times.

26 June 2013 – Article in the East Anglian Daily Times commenting on the forthcoming DFS opening and the estate generally.

25 September 2013 – EADT24, Public Art unveil

2 pages in full colour in the November/December 2013 issue of Anglia Business plus half page editorial.

31 October 2013 – Suffolk Property Awards nomination for Commercial Property of the Year Award

29 November 2013 – Property Week, Christine Eade 'Ipswich Retail Park faces future with offices and industrial'

29 November 2013 – half page editorial in Property Week with a commentary on the retail and employment aspects of the scheme.

30 November 2013 – Estates Gazette, David Thame

### 2014

21 January 2014 – 2 page editorial in Business East monthly (East Anglian Daily Times) promoting opportunities for employment.

21 February 2014 – 3 family themed flyers produced; for motor retail/trade counter/B1, B2, B8 designed to tailor presentation of the site to specific end users.

Spring 2014 – full page feature and advert in Institute of Directors 'IoD' magazine commenting on future opportunities at this location.

Spring 2014 – Coke Gearing Property Matters DP editorial spread and advert

Summer 2014 – IoD inside back page full page advert

Autumn 2014 – Coke Gearing Property Matters DP editorial spread and advert



## **Appendix 4**

### **April 2013 Mailshot**



**NEWLY OPENED**  
Waitrose and John Lewis at home flagship store

**UNDER CONSTRUCTION**  
66,585 sq ft Non food retail opening summer 2013

**AVAILABLE**  
25 acres of Employment land - ie. B1/B2/B8

## Next generation high quality business park

25 acres of premium location employment land – B1/B2/B8 outline consent granted

Offering freehold or leasehold occupation subject to covenant

Fully serviced plots available tailored to meet applicants' size requirements

Potential for office space, industrial units, warehouse/storage facilities, car showrooms and trade counters



**ENQUIRE**  
about our 20 week turn-key promise



**UNDER CONSTRUCTION**  
 Non food retail opening summer 2013

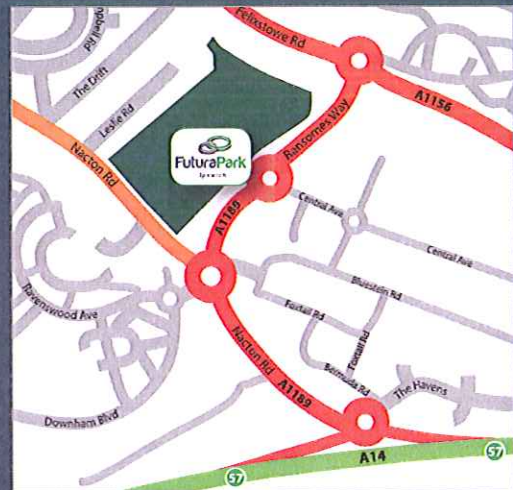
Buildings designed and constructed to occupiers requirements on either a freehold or leasehold turn-key basis

Fully experienced team able to assist with delivery of detailed planning consent, construction packages and funding

66,585 sq ft non food zone pre-let and under construction

Rare opportunity to operate alongside 100,000 sq ft newly opened John Lewis at home and Waitrose flagship store

**Location**



Futura Park, Ransomes Way, Ipswich IP3 9SP

**Agents:**

Savills Ipswich  
 savills.co.uk savills  
 01473 234 800

cmoody@savills.com

**CokeGearing**  
 chartered surveyors  
 www.cokegearing.co.uk

**01279 758758**

richard@cokegearing.co.uk  
 adam@cokegearing.co.uk



a development by



real estate solutions

Generator & Aquila in Partnership

16 April 2013  
Ind.ltr.futura.docx

«Title» «Initials» «LastName»  
«Position»  
«Company»  
«Address1»  
«Address2»  
«Town»  
«County»  
«PostCode»

Chris Moody  
E: [cmoody@savills.com](mailto:cmoody@savills.com)  
DL: +44 (0) 1473 234835  
F: +44 (0) 1473 234808

50 Princes Street  
Ipswich IP1 1RJ  
T: +44 (0) 1473 234 800  
[www.savills.co.uk](http://www.savills.co.uk)

Dear «Title» «LastName»

**BE PART OF OUR SUCCESS  
WITH COMMERCIAL/INDUSTRIAL SPACE IN IPSWICH  
AT QUALITY 'NEW GENERATION' BUSINESS PARK**

Futura Park, Ipswich has already won many accolades following the success of John Lewis and Waitrose and the current construction of an additional non-food retail terrace.

With entrances via Nacton Road and Ransomes Way, the main parcel comprising 25 acres of industrial land has now been released and offers the ability for industrial and warehouse users to either purchase land or for our clients to deliver commercial/industrial space to meet occupiers' requirements.

The site enjoys easy access to/from the A14 (A12) plus a range of staff amenities plus the flexibility of either leasehold or freehold accommodation.

Set in a pleasant landscaped environment Futura Park offers local/regional/national businesses the opportunity to secure new purpose built space in a thoroughly contemporary environment.

Futura Park – enquire about our 20 week turnkey promise.

For further details please contact either our joint agents, Coke Gearing, telephone: 01279 758758 or Chris Moody at Savills, Ipswich.

Yours sincerely



Chris Moody  
Director

*enc.*



17 April 2013  
office.ltr.futura.docx

«Title» «Initials» «LastName»  
«Position»  
«Company»  
«Address1»  
«Address2»  
«Town»  
«County»  
«PostCode»

Chris Moody  
E: [cmoody@savills.com](mailto:cmoody@savills.com)  
DL: +44 (0) 1473 234835  
F: +44 (0) 1473 234808

50 Princes Street  
Ipswich IP1 1RJ  
T: +44 (0) 1473 234 800  
[www.savills.co.uk](http://www.savills.co.uk)

Dear «Title» «LastName»

**BE PART OF OUR SUCCESS  
WITH COMMERCIAL/OFFICE SPACE IN IPSWICH  
AT QUALITY 'NEW GENERATION' BUSINESS PARK**

Futura Park has already won many accolades following the recent opening of both the John Lewis at Home flagship store and the adjacent Waitrose; an additional 66,585 sq ft of non-food retail space is now under construction.

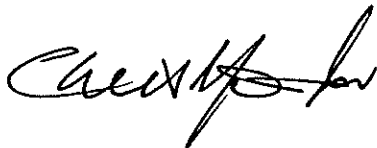
We are pleased to announce that the developers have now released the balance of the land, for employment uses, providing the opportunity for local/regional/national businesses to gain representation in a quality business park environment, accessed from landscaped boulevards, yet close to the A14 (A12) with easy access also to Ipswich town centre.

Office users have the ability to have accommodation constructed to meet their requirements, with associated car parking, upon high profile plots which benefit from a strong degree of corporate identity – plus ease of access to a range of staff amenities.

Futura Park offers a 'next generation' high quality business park.

For further information on land purchase or either leasehold or freehold facilities please contact either our joint agents Coke Gearing, telephone: 01279 758758 or Chris Moody at Savills, Ipswich.

Yours sincerely



Chris Moody  
Director

enc.



# Appendix 5

## Sample Advertisement

(IOD Suffolk Magazine Summer 2014)

# Next generation high quality business park



**NOW AVAILABLE**  
1.25 to 25 acres of **Employment Land**

- Freehold or Leasehold Design & Build packages
- 10,000 sqft to 100,000 sqft space - Warehouse/Industrial /Offices
- Land Sales
- Planning obtained to enable swift delivery to occupier
- Flexibility, on budget & on time

Savills Ipswich  
savills.co.uk savills  
**01473 234 800**  
cmoody@savills.com

**CokeGearing**  
chartered surveyors  
www.cokegearing.co.uk  
**01279 758758**  
ivan@cokegearing.co.uk



a development by  
**AquiGen**  
real estate solutions  
Generator & Aquila in Partnership

# Appendix 6

## Sample Site Boards







## **Appendix 7**

### **Enquiries List**

# Futura Park, Nacton Road, Ipswich Employment Land Enquiries



| DATE         | OCCUPIER                                   | SECTOR                  | REQUIREMENT   | TENURE   | OUTCOME   |
|--------------|--|-------------------------|---|----------|---|
| Pre-Aug 2011 | Self Store                                 | Self Storage            | 1.5 acres B8  | FH       | Speculative ('spec')  |
| Pre-Aug      | Collier and Catchpole                      | Local Builders Merchant | 3 acres Sui Generis                                       | FH       | Potential relocation not progressed                                     |
| Pre-Aug 2011 | Costco                                     | Wholesale               | 10 acres for B8/ Sui Generis                              | FH       | Spec  |
| Pre-Aug 2011 | Care UK/Castleoak                          | Residential care        | 2 acres for Care Home                                     | FH       | Non conforming  |
| Aug 2011     | Notcutts                                   | Garden Centre           | 65-70,000 sq ft   | FH       | Non conforming  |
| Aug 2011     | Car Shop                                   | Vehicle sales           | 7-10 acres with road frontage and 70,000 sq ft shed       | FH       | Located to Norwich  |
| Aug 2011     | Brisco Metal                               | Local Industrial        | 4 acres B8  | FH       | Terms agreed on Site 7 but not progressed; relocated to Bury St Edmunds |
| Aug 2011     | Clients of J Spice, Red Dot Plc            | Technology              | 4-5 acres B8 or 100,000 sq ft                             | FH       | Spec  |
| Aug 2011     | Ocado                                      | Distribution            | 20-40,000 sq ft   | LH       | Spec  |
| Dec 2011     | Loc Store                                  | Self Storage            | 0.8 acre on frontage                                      | FH       | Spec  |
| Dec 2011     | Unidentified Clients of PNP (Paris office) | B8                      | 35,000 sq ft on 3 acres B8                                | FH or LH | Spec  |
| Jan 2012     | Scottish Power                             | Offices                 | HQ offices for renewable energy project                   | FH       | Spec  |
| Feb 2012     | Universal Panels Ltd                       | Local B8                | 50,000 sq ft B8   | FH       | Potential relocation not progressed                                     |
| Feb 2012     | Landex Property                            | Offices                 | 2 acres for HQ office (part owner occupier/part investor) | FH       | Spec  |
| Mar 2012     | Green King                                 | Food & Drink            | 1.5 acres   | FH       | Non conforming  |
| Mar 2012     | Marstons                                   | Food & Drink            | 1 – 1.5 acres   | FH       | Non Conforming  |
| Mar 2012     | Foskers                                    | Local B8                | 1.5 acres 15,000 sq ft                                    | FH       | Potential expansion not pursued   |
| Mar 2012     | Nationwide Autocentres                     | Vehicle repairs         | 5,000 sq ft trade   | LH       | Spec  |
| Apr 2012     | Westminster Recliners                      | Local Industrial        | 1.5 acres 20,000 sqft design & build                      | FH       | Potential relocation not pursued  |

# Futura Park, Nacton Road, Ipswich

## Employment Land Enquiries



|          |                             |  |   |       |   |
|----------|-----------------------------|--|---|-------|---|
| May 2012 | Masterlord                  | Local serviced offices                 | 3 acres                                 | FH    | Potential expansion not pursued           |
| May 2012 | Ambit/Aegon                 | Trade counter                          | 2-3 acres                               | FH    | Spec                                      |
| Jun 2012 | Sally Burrows               | Local self storage                     | 1 acre – Self Storage                   | FH    | Spec                                      |
| Jun 2012 | Medite Shipping             | Open storage                           | 3-5 acres                               | FH    | Non Conforming                            |
| Jun 2012 | Bestway (D&P Holt)          | Wholesale                              | 3-5 acres B8/Sui Gen                    | FH    | Spec                                      |
| Jul 2012 | Carousel                    | Trade Counter                          | 4-5,000 trade B8                        | LH    | Spec                                      |
| Jul 2012 | Birketts                    | Legal; Offices                         | 30,000 sq ft offices                    | LH    | Potential relocation not pursued          |
| Aug 2012 | DHL                         | Regional warehousing                   | 20-30,000 B8                            | LH    | Spec                                      |
| Aug 2012 | Claire Muckelston           | Garden Centre                          | 1-1.5 acres                             | FH    | Non conforming                            |
| Aug 2012 | Corporate Property Solution | Unidentified Client                    | 25-30,000 sq ft                         | FH    | Spec                                      |
| Sep 2012 | Marquis Motor Homes         | Local Motor trade                      | 1.5 acres showroom, workshop & stores   | FH    | Spec                                      |
| Sep 2012 | Suffolk County Council      | Heritage centre & public record office | 2-3 acres                               | FH    | Funding Not secured                       |
|          |                             |  |   |       |   |
| Feb 2013 | CINRAM                      | B8                                     | 120,000 high bay on 6 acres             | LH    | Potential relocation not progressed       |
| Feb 2013 | Deloitte Real Estate        | Unidentified Client                    | 50 – 80,000 sq ft                       | LH    | Spec                                      |
| Feb 2013 | Youngmans/Cluttons          | B1/B8                                  | 150,000 sq ft                           | FH/LH | Potential relocation not progressed       |
| Feb 2013 | Dobies Nottcuts Wyvale      | Garden Centre                          | 4-6 acres                               | FH    | Non Conforming                            |
| Feb 2013 | Kier Group                  | Trade Counter                          | 2 acres for a Trade City                | FH    | Spec                                      |
| Feb 2013 | Clients of Douglas Stevens  | Regional oil & gas Co                  | 1.5 acres 20,000 sq ft                  | FH    | Potential Expansion Not pursued           |
| Mar 2013 | Denholm                     | B8 Local                               | 6 acres or 100,000 B8 turnkey           | FH    | Potential additional Building not pursued |
| Apr 2013 | Local Manufacturer          | Refrigeration Equipment B1/B2          | 2.5 to 3 acres                          | FH    | Enquiry Resurrected in 2014: see below    |
| May 2013 | Suffolk Housing Society     |  | 40-person office requiring c6,000 sq ft | FH/LH | Spec                                      |

# Futura Park, Nacton Road, Ipswich Employment Land Enquiries



|          |                                      |                               |  |       |                                     |
|----------|--------------------------------------|-------------------------------|--|-------|-------------------------------------|
| Sep 2013 | UK Power Networks                    |                               | Offices circa 20,000 sq ft                                 | FH/LH | Spec                                |
| Jan 2014 | H Urben Ltd (Clients of Fenn Wright) | Local B8                      | 1-2 acres with 25,000 sq ft warehouse                      | FH    | Spec                                |
| Jan 2014 | Coastal Building Supplies            | Local Builders Merchants      | 1 – 15,000 shed on 1-1.5 acres                             | FH    | Potential Relocation not progressed |
| Jan 2014 | Client of Fenn Wright                | Unidentified Client           | 2-3 acres with Nacton Road frontage                        | FH/LH | Spec                                |
| Jan 2014 | Client of Equity Estates             | Unidentified Client           | 0.5-1 acre – seeking main road profile                     | FH    | Spec                                |
| Jan 2014 | Local Manufacturer                   | Refrigeration Equipment B1/B2 | 50,000 – 62,500 sq ft                                      | LH/FH | Terms Agreed                        |
| Feb 2014 | Clients of GVA Roadside              | Unidentified Client           | Not specified  | FH    | Spec                                |
| Mar 2014 | Petro Foods (Clients of Aston Rose)  | B8                            | 60,000 sq ft (Site included in report submitted to client) | FH/LH | Spec                                |
| Apr 2014 | Brochure Holders Ltd                 | Local Printing                | 20,000 sq ft   | FH    | Potential relocation not progressed |
| Jun 2014 | JTF Wholesale                        | B8                            | 45,000-60,000 sq ft  | FH/LH | Spec                                |
| Jul 2014 | Client of Colliers International     | Unidentified Client           | 30,000-60,000 sq ft  | FH    | Spec                                |
| Aug 2014 | Client of Jones Lang LaSalle         | Unidentified Client           | 30,000 sq ft   | LH    | Spec                                |
| Aug 2014 | Client of Knight Frank               | Unidentified Client           | 60,000-90,000 sq ft on a site of 10 acres                  | LH    | Spec                                |
| Aug 2014 | Notcutts                             | Garden Centre                 | 6 acres  | FH    | Non Conforming                      |
| Nov 2014 | Branch Associates                    | Unidentified Client           | 1 acre   | FH    | Spec                                |
| Jan 2015 | Client of Jones Lang LaSalle         | Unidentified Client           | 5-15,000 sq ft on up to 1 acre                             | LH    | Spec                                |
| Jan 2015 | Piers Pollard/William Pollard        | Unidentified Client           | 20-30,000 sq ft B8   | FH    | Spec                                |
| Jan 2015 | Colliers/AOS                         | Unidentified Client           | 30-40,000 B1 (c)   | FH    | Non Conforming                      |
| Feb 2015 | Lidl                                 | A1 Retail                     | 1.5 acres!   | LH    | Spec                                |
| Apr 2015 | Location 3 (Developer)               | B2                            | 2 acres 30,000 sq ft B2                                    | FH    | Spec                                |

**APPENDIX 4  
RECOMMENDED POLICY AMENDMENTS**

## **APPENDIX 4 – RECOMMENDED POLICY AMENDMENTS**

Note: Text incorporates pre-submission main modifications made by IBC.

Proposed additions underlined

Proposed deletions ~~struck through~~

### **Policy CS13**

The Council will promote sustainable economic growth in the Ipswich Policy Area, with a focus on the delivery of jobs within the Borough. It will encourage the provision of approximately 12,500 jobs in the Borough between 2011 and 2031 by:

- a. allocating at least 30ha of land for employment development (in Use Classes B1, B2 and B8) through the Site Allocations and Policies (incorporating IP-One Area Action Plan) development plan document;
- b. protecting land for employment uses in existing employment areas defined on the policies map;
- c. allocating land for other employment-generating uses including education, leisure, tourism and hospitality, and retail, through the Site Allocations and Policies (incorporating IP-One Area Action Plan) development plan document;
- ~~d. safeguarding approximately 10ha of land at Futura Park, Nacton Road as a strategic employment site, with the principal access taken from Ransomes Way. The site will be safeguarded for B1, B2 and B8 uses;~~
- e. supporting the growth of University Campus Suffolk and Suffolk New College in order to raise skills and qualifications levels in the workforce; and
- f. taking a lead with local partners to ensure that coordinated action is taken to encourage sustainable economic growth and protect local jobs, and by drawing up a delivery plan with local partners to ensure these aims are implemented.

### **Paragraph 8.135**

8.135 The Site Allocations and Policies (incorporating IP-One Area Action Plan) development plan document will translate the overall land requirement into sites. The Council will ensure that enough land is available, including a variety of site sizes and locations to suit different employment-generating activities. ~~The 10ha of land allocated at Futura Park is additional to the 30ha specified in clause a. of the policy.~~

### **Paragraphs 8.139 & 8.140**

~~8.139 The Employment Land Review investigated both demand/need for and the possible supply of strategic employment sites in the Ipswich area. It concluded that there was capacity for a site in Ipswich, in addition to other possible sites within the Ipswich Policy Area. The former Crane's site was allocated through the 2011 Core Strategy as a strategic employment site to function as Phase II of the Ransomes Europark development and help to consolidate an important employment corridor. Now known as Futura Park, approximately 10ha of land is safeguarded for B Class employment uses through this policy. The site's location is indicated on the key diagram. A detailed site boundary is defined on the policies map.~~

~~8.140 The site is allocated for B1, B2 and B8 uses under the Use Classes Order. Office uses are directed to the town centre through the approach to the location of development set out in policy CS2. This will further be reflected in site allocations to be made in the Site Allocations and Policies (incorporating IP-One Area Action Plan) development plan document and is in accordance with the National Planning Policy Framework, which defines offices as a town centre land use. However, B1 office uses may exceptionally be considered acceptable at Futura Park if they are linked to other on-site activities such as research and development that require a large site, or are directly related to the key growth sectors identified and are therefore performing a strategic role. The site could also be suitable for the provision of some starter units to support new businesses.~~



## **Policy DM25**

The Employment Areas are defined on the policies map and the IP-One Area inset policies map and listed below:

- 1 Ipswich Business Park, north of Whitton Lane;
- 2 White House Industrial Estate, White House Road;
- 3 Knightsdale Road / Wharfedale Road;
- 4 Boss Hall Industrial Estate;
- 5 Hadleigh Road Industrial Estate, including Elton Park;
- 6 Land south of London Road / east of Scrivener Drive;
- 7 Civic Drive / Princes Street / Russell Road / Portman Road;
- 8 Felaw maltings / IP-City Centre;
- 9 Riverside Industrial Park and the West Bank area;
- 10 Cavendish Street;
- 11 Holywells Close and Holywells Road;
- 12 Cliff Quay/Sandy Hill Lane / Greenwich Business Park / Landseer Road area;
- 13 Wright Road / Cobham Road;
- 14 The Drift / Leslie Road / Nacton Road;
- 15 Ransomes Europark; and
- 16 Airport Farm Kennels, south of Ravenswood.
- 17 Futura Park, Ransomes Way / Nacton Road

Sites and premises used and/or allocated for employment uses ~~in Use Classes B1 Business, B2 General Industry or B8 Storage and Distribution, as defined by the Use Classes Order 1987 (as amended)~~ and defined Employment Areas will be safeguarded for employment uses. Permission for the conversion, change of use or redevelopment of such sites or premises to non-Class B1, B2 and B8 or other employment generating uses (except non-ancillary retail) will only be permitted where:

- a. there is no reasonable prospect of the site being re-used for employment purposes ~~over the plan period~~; and
- b. the proposed use is compatible with the surrounding uses; and
- c. it can be demonstrated to the Council's satisfaction that the alternative uses are employment-generating uses appropriate to the location with no reasonable prospect of locating elsewhere within the Borough; or
- d. it can be demonstrated to the Council's satisfaction that the proposed use is ancillary to and supports existing employment uses; or
- e. the site has been allocated for an alternative use in the Site Allocations and Policies (incorporating IP-One Area Action Plan) development plan document.

Outside the defined Employment Areas, change of use from B1, B2 or B8 to other uses may also be permissible if there is no reasonable prospect of the site being re-used for employment purposes over the plan period.

In the case of Starter Homes, these would only be permitted where:

- a) there is no demand for continued use of the site for employment or commercial purposes as demonstrated by a marketing programme;
- b) where the site is allocated for employment or commercial uses it is demonstrated that there is no reasonable prospect of the site being used for the allocated use, or other uses as detailed under the terms of criteria a-e above, during plan period; and
- c) housing would be compatible with existing and planned surrounding uses.

### **Paragraphs 9.155 and 9.156**

9.155 References to employment uses in this policy and reasoned justification refer ~~only~~ to B class uses and other employment generating uses, and unless otherwise specified, ~~and~~ exclude retail uses. Acceptable Non B Class employment generating uses on employment sites includes car showrooms.

9.156 The loss of employment land, whether in existing employment use or allocated for employment, could affect the Council's ability to achieve its employment objectives and job targets. Land and buildings in employment use may also come under pressure from other forms of development that tend to have higher values such as retail, leisure and housing. As a general principle therefore, such land needs to be protected. Retail uses will not be permitted other than as small scale retailing ancillary to the main/~~B class~~ use. To demonstrate no reasonable prospect of re-use for employment purposes ~~(B1, B2 or B8),~~ applicants will be required to produce evidence that the site has been marketed actively for a continuous period of at least six months from the date of the first advertisement for employment business ~~(B1) general industrial (B2) or storage and distribution (B8)~~ uses as appropriate to the site.

### **Policies Map**

The Policies Map should be amended in relation to Futura Park to reflect the changes above, but in any event should exclude Plots 4 and 5 as these are in Class A1 retail use.

### **Other Amendments**

Further amendments to the Plan may be required to ensure consistency with the above changes.