



MERCIA PARK EXPANSION

Statement of Community Engagement

Camargue
February 2025





Statement of Community Engagement

For and on behalf of IM Properties
Development Ltd

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IM Properties Development Ltd – Mercia Park Expansion: Statement of Community Engagement (SCE)

Introduction and background

Introduction

1. This Statement of Community Engagement has been prepared by Camargue on behalf of IM Properties Development Ltd ('the Applicant') in support of the submission of a hybrid planning application for the Mercia Park Expansion at land east of the A444 / north of Junction 11 of the M42, Stretton-en-le-Field, Leicestershire ('the Site').
2. It sets out the Applicant's approach to pre-application community engagement on its development proposals and details the activities undertaken, as well as the outcomes of this programme.

The site

3. The proposed 29ha site currently comprises a wedge-shaped parcel of agricultural land and is bound by hedgerows and fields to the north, the A42 to the east, Junction 11 of the M42 to the south, and the A444 to the west. Facing the site to the west, on the opposite side of A444, is Mercia Park. Immediately to the south of the site is a residential property called Hill Top Cottage.

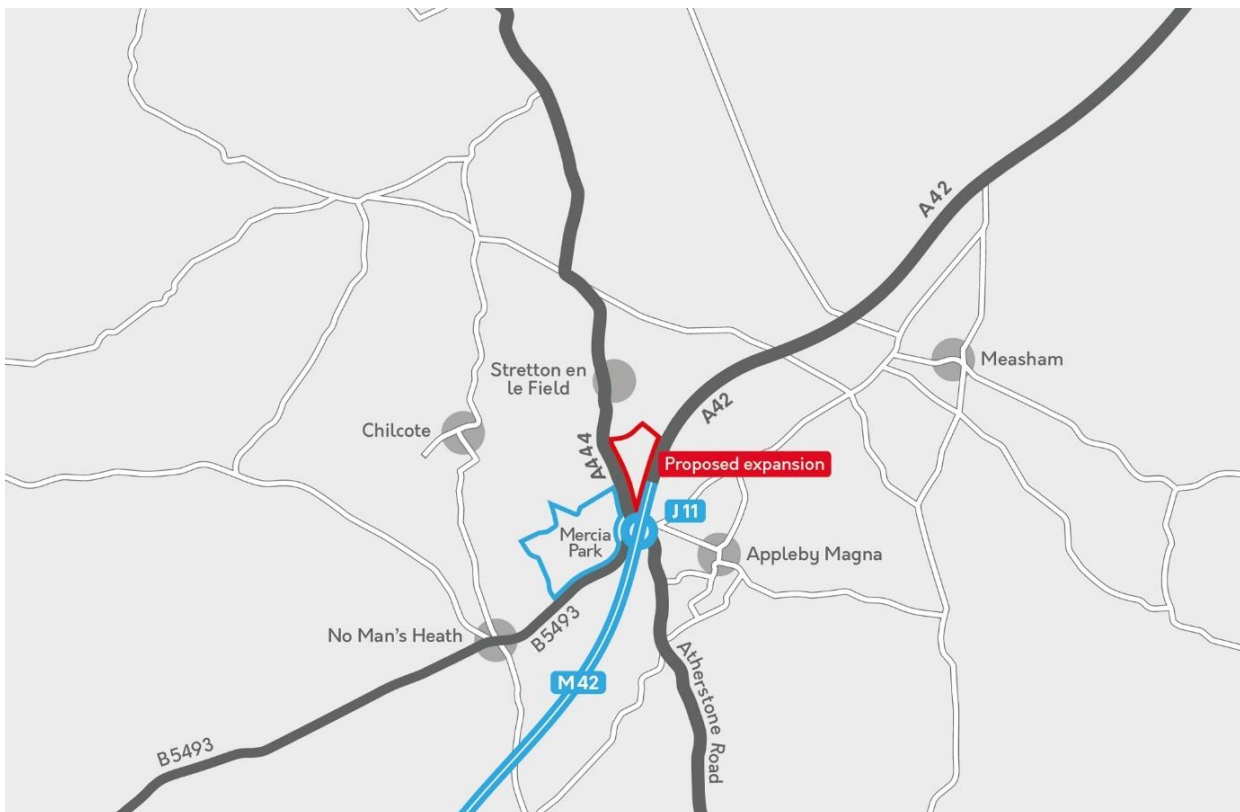


Figure 1: Illustrative map showing site location

The proposals

4. The planning application is submitted in hybrid form.

Full planning permission is sought for the following:

- A single employment unit ('Development Zone 1' – DZ1) confirming use class, floorspace (sqm), layout, scale, appearance and landscaping all in detail (including the associated car parking areas);
- Site wide infrastructure works including access from (and alterations to) the A444, internal spine road, earthworks and site level works to create all development plateaus; and
- The structural landscaping, utilities infrastructure and foul and surface water drainage infrastructure.

Outline permission is sought in principle for the remainder of the site for all above ground associated development ('Development Zone 2' (DZ2) principally the building(s) and associated parking areas and landscaping). This would be controlled through approved parameter plans to confirm uses, maximum floorspace, maximum heights, as well as provision of service yards and parking, plant, hard and soft landscaping and other associated infrastructure within the outline development plots.

Overview of public consultation methodology

5. The Applicant recognises the importance and value of involving local communities in the planning and development process and is committed to consulting communities in a way that is relevant to the location, nature and scale of its proposals. Prior to finalising the proposals, the Applicant has carefully considered the feedback it received from local stakeholders and residents during the consultation process.
6. Its tailored approach to pre-application consultation and community engagement was informed by guidance at both a national and local level. This guidance encourages proactive communication between applicants, local planning authorities and local communities to help facilitate better planning decisions and outcomes.
7. The National Planning Policy Framework (NPPF) (December 2024) encourages pro-active communication between applicants, local planning authorities and local communities. It states:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community." (ref para 40)

8. The NPPF continues by stating that:

“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”
(ref para 41)

9. It also advises that:

“The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits.” (ref para 42).

10. The North West Leicestershire District Council Statement of Community Involvement (February 2019) encourages the involvement of local stakeholders and the community in the consultation process. In paragraph 10.4 it states:

“[We] encourage applicants to undertake pre-submission consultation with neighbours and local communities prior to making an application. Pre-application discussion should also include the key consultees on the type of development proposed such as the Local Highway Authority, the Highways Agency and Environment Agency.”

11. Pre-application consultation is an effective process for informing people about policies and proposals in good time, enabling communities to comment on, and participate in, the development of planning applications.

Approach to public consultation

12. The Applicant had regard to this guidance and advice when formulating an appropriate strategy for pre-application consultation and engagement and has taken a focused and appropriate approach to engaging with stakeholders on its plans for the expansion of Mercia Park.
13. In addition, the Applicant has been able build on the strong relationships it has developed through an extensive programme of community engagement that it has undertaken previously throughout the planning, construction and operation of Mercia Park over a period of several years. This has included the creation of a dedicated Mercia Park Community Liaison Group, formed of representatives of the parish councils most local to the site during the construction phase to discuss progress, listen to and resolve issues, and help the wider community to better understand the role and operation of the wider facility. The valuable experience and knowledge gained from this engagement has helped to inform and develop a proportionate approach and strategy to the consultation on the proposals for the expansion of Mercia Park.
14. The overall consultation and engagement strategy was designed to:
 - Deliver an inclusive consultation programme to engage, inform, explain and involve stakeholders and members of the community
 - Communicate early, clearly and openly with those most likely to have an interest in the plans
 - Help inform the planning application by inviting comments and suggestions on the detailed designs and technical work
 - Identify and respond to issues / concerns before the plans were finalised and a planning application submitted to North West Leicestershire District Council
15. To realise these objectives, the Applicant was committed to maximising awareness by promoting the consultation through a range of channels and encouraging participation by making it accessible on a range of platforms.
16. The principal activities undertaken by the Applicant as part of the pre-application consultation process to achieve these aims were:
 - Holding two public exhibitions on the proposals at accessible times and locations in venues near to the site
 - Contacting stakeholders to offer briefings about the proposals and delivering presentations to those who requested these
 - Inviting local residents, stakeholders and elected members to a public exhibition on the application
 - Providing a variety of feedback mechanisms and channels of communication for enquiries
 - Responding to queries and requests for more information where appropriate

17. Various materials were prepared to promote and support the pre-application consultation, with examples included in the Appendices of this document. These consultation materials were prepared at the time with a specific named occupier for Development Zone 1 (DZ1), DSV, who are based at Mercia Park. However, following the public consultation DSV announced an agreement to acquire DB Schenker which has led it to pause its decision on DZ1. IM Properties and DSV remain in negotiations and a decision is expected shortly. With strong market interest in this location and to avoid any further programme delays, the Applicant has therefore submitted the application in 'hybrid' form. This includes full details for an institutionally acceptable B8 logistics building on DZ1 which aligns with the occupier's requirements as closely as possible, without any significant amendments to the masterplan or principles for the overall site that were presented to the community through the programme of public consultation.

Stakeholder engagement

Environmental Impact Assessment Scoping Request submission

18. In March 2024, the Applicant wrote to a number of local stakeholders and elected representatives as a first stage in consulting a wider audience. This correspondence introduced the Applicant and delivered an overview of its aspirations for delivering an expansion to Mercia Park. It advised that an Environmental Impact Assessment (EIA) Scoping Request would shortly be submitted to North West Leicestershire District Council and included an offer of a briefing (see appendix A for example letter). These letters were sent to the following:

- Leader of North West Leicestershire District Council & ward member for Appleby
- North West Leicestershire District Council portfolio holder for Infrastructure
- Andrew Bridgen, Member of Parliament for North West Leicestershire
- Craig Smith, Conservative Party prospective parliamentary candidate for North West Leicestershire
- Amanda Hack, Labour Party prospective parliamentary candidate for North West Leicestershire
- Craig Tracey, Member of Parliament for North Warwickshire
- The Leicestershire County Councillor for the Ibstock and Appleby division, in which the proposed site is located
- Councillors representing neighbouring wards around which the proposed site is located, including the members for Newton Regis & Warton, North Warwickshire Borough Council
- The clerks and administrators and nominated representatives from the Mercia Park Community Liaison Group for local Parish Councils, including:
 - Clifton Campville Parish Council
 - Newton Regis and Seckington Parish Council

- No Mans Health Parish Council
- Seckington Parish Council
- Netherseal Parish Council
- Chilcote Parish Council
- Measham Parish Council
- Stretton en le Field Parish Council
- Appleby Magna Parish Council
- Overseal Parish Council
- Oakthorpe and Donisthorpe Parish Council

19. Following its initial correspondence, the Applicant arranged briefings with a number of individuals about the proposals. The purpose of these meetings was to introduce IM Properties and its track record including the successful delivery of Mercia Park, as well as provide a high-level overview of the plans including the need for development, and present key considerations such as building design, visual impact, transport and sustainability.

Public exhibition consultation – publicity

20. Prior to hosting a public consultation, the Applicant aimed to maximise awareness of its emerging proposals to engage with residents and stakeholders local to the site. A range of communication mechanisms were used to achieve this as detailed below.

Invitation flyer

21. A double-sided A4 flyer with details and an invitation to the public drop-in events was prepared and sent to residents, site neighbours and occupiers of both residential and commercial properties in the local area.
22. This was distributed via first-class post all addresses within the boundary as shown in Figure 2 below (see appendix B for flyer). The flyers sought to ensure that local people were aware of the proposals, were invited to the public exhibition and were provided with details of the website, email and telephone contact details of the project team.
23. The flyers were printed and dispatched at the beginning of week commencing 17 June 2024 to 3,609 addresses. This distribution area was derived by including the local parishes in the immediate vicinity of the proposed site and most likely to be visually impacted by the proposals. It also included Measham, the settlement with the largest population in the immediate local area. It was not restricted by county administrative areas.



Figure 2 - Map showing flyer distribution area

News release

24. A press release was prepared and issued to a number of key local newspapers and media titles during week commencing 17 June 2024 (see appendix C for press release), with the aim of promoting the consultation events within the local community.

25. Editorial coverage appeared in local publications on the following dates:

- *Leicester Mercury* – Friday 21 June 2024
- *Insider Media (Midlands Business Insider)* – Thursday 20 June 2024
- *The Business Desk* – Wednesday 19 June 2024

Copies of these cuttings can be found in appendix D.

Stakeholder correspondence

26. Ahead of the public exhibition events, local stakeholders were once again contacted with correspondence which aimed to ensure individuals and groups were aware of the proposals and were invited to the public exhibitions. It also provided them with the website, email and telephone contact details for the project team (see appendix E for letters).

27. Project briefing and exhibition invitation letters were issued to the majority of the same stakeholders and parish councils as outlined in paragraph, in addition to:

- Councillors representing the neighbouring wards around which the proposed expansion site is located:
 - Measham South, North West Leicestershire District Council
 - Oakthorpe & Donisthorpe, North West Leicestershire District Council
 - Seales, South Derbyshire District Council (NB two councillors)
 - Mease Valley, Lichfield District Council
- County councillors representing the neighbouring divisions around which the proposed expansion site is located, including the members for:
 - Forest & Measham, Leicestershire County Council
 - Linton, Derbyshire County Council (NB two councillors)
 - Lichfield Rural East, Staffordshire County Council
 - Polesworth, Warwickshire County Council

Public exhibition

28. A public exhibition and consultation programme took place prior to the submission of the scheme's planning application. The Applicant held its series of public exhibitions on the proposals for the expansion of Mercia Park on:

- **Wednesday 26 June 2024**, 4.00pm-8.00pm, Measham Leisure Centre, 22 High St, Measham, Swadlincote DE12 7HR
- **Saturday 29 June 2024**, 10.00am-2.00pm, Sir John Moore Primary School, Appleby Magna, Top Street, Appleby Magna DE12 7AH

29. The exhibition venues were chosen because each were located at the centre of the local communities and frequently used for public events, providing straightforward access to members of the public while at the same time offering an opportunity for additional footfall. On the day of the events, the venues were all clearly marked and signposted with signage and A-frame boards.



Figure 3 - Exhibition signage and frontage outside the Sir John Moore Foundation, Appleby Magna

30. The opening times of the events covered the afternoon and early evening during the weekday session and another at a weekend, as well as being scheduled to avoid school holidays. This helped to ensure that everyone had an opportunity to attend and provide the biggest potential audience of people living and working nearby.
31. The sessions were organised in such a way as to allow interested parties to view the key materials included within proposals. Eleven exhibition boards were displayed which contained all of the most relevant information about the proposals (see appendix F). Other supporting maps and information was made available on tables tops and in A3 folders, which included maps, drawings and diagrams, as well as CGI images of the proposed site from various rendered viewpoints.
32. A television screen was also installed at each consultation venue which showed a short subtitled video about one of the existing occupiers at Mercia Park and its operations: this included interviews with members of staff and a representative from the Department for Work and Pensions combined with footage of the current facilities at Mercia Park.
33. Members of the project team were available at all times during opening hours to answer any queries and a feedback form was available at the exhibitions for attendees to provide comments on the plans.

34. The exhibition was staffed by representatives from the IM Properties team, supported by the architects, planning consultants, transport consultants, landscape consultant, ecological consultant and members of the communications team.
35. For those unable to attend the exhibition, a copy of the display boards could be downloaded from the project website and all of the same information presented at the events was made available online. The Applicant additionally created a range of accessible contact channels throughout the consultation process, including:
- A consultation telephone line
 - A project email address (info@merciaparkconstruction.co.uk)
 - A postal address for feedback forms and any other written correspondence

Project website

36. A dedicated website was set up to support the consultation process at:
<https://expansion.merciapark.co.uk/>
37. An initial holding page went live with high-level details about the project and consultation event on 17 June 2024 before the first invitations and flyers were delivered. The website was subsequently updated to include the materials and video on display at the public exhibition, together with an electronic online feedback form.
38. All materials were available on the website from Wednesday 26 June 2024. Between this date and 10 September 2024, the site has been viewed over 1,200 times by over 275 unique users. The website remains live and will be updated where necessary throughout the lifetime of the planning application. A screenshot of the homepage can be seen at appendix G.

Feedback mechanisms

39. GDPR-compliant feedback forms were available at each of the exhibition events for attendees to submit their comments, with the consultation window remaining open until Sunday 28 July 2024 (see appendix H for feedback form).
40. A postal address was provided for people to send forms to for those not wishing to submit their feedback on the days of the events. An identical online version of the form was also made available on the project website, allowing people to submit comments electronically.
41. The main questions on the form were deliberately open-ended so as not to constrain respondents to a set list of options.

Q1: Please tick one box that most accurately reflects your views:

- I/We fully support the proposals for the expansion of Mercia Park
- I/We broadly support the proposals for the expansion of Mercia Park
- I/We do not support the proposals for the expansion of Mercia Park
- I/We are undecided about the proposals for the expansion of Mercia Park

Q2: Please tell us what you think about our proposals

Q3: Do you have any comments on any specific aspects of our plans, e.g. relating to design, landscaping, traffic, local employment, training and skills or any other issue?

Q4: IM Properties is exploring opportunities to maximise community benefit and social value generated from the proposals. Are there any particular local initiatives or projects you would like to see supported?

Q5: Are there any other comments you would like to make?

Participation and feedback

42. An approximate total of 70 people attended the public exhibition across the two separate events. The majority of attendees stayed for an extended period, speaking and engaging with the project team and asking questions.



Figure 4 - Photo of the exhibition at Measham Leisure Centre (Wednesday 26 June 2024)

43. Attendees included elected representatives from North West Leicestershire District Council, North Warwickshire Borough Council, Warwickshire County Council, Appleby Magna Parish Council, Measham Parish Council, South Derbyshire District Council, Clifton Campville Parish Council, as well as members of the public, local business owners, local farmers and members of community groups.



Figure 5 - Photo of the exhibition at Sir John Moore Foundation, Appleby Magna (Saturday 29 June 2024)

Verbal feedback

44. Following each public event, the emerging common issues and themes from discussions and conversations with attendees were noted and documented by the Applicant's consultant team who were in attendance. Whilst there were some common concerns raised, in many cases these issues were mentioned both as a positive and negative consideration.
45. A significant proportion of the conversations related to the development and operations at Mercia Park, with people interested to understand how the proposed expansion would relate and connect to the existing site. A number of attendees were regular visitors to Mercia Park and very familiar with the site, making use of the publicly accessible circular walking route.
46. Generally speaking, opinions about the expansion proposals covered a wide spectrum of views, from opposition to the plans through to strong support. In other instances, attendees had no specific views but rather wanted to understand more about the proposals and how the development would be managed through construction and into operation.
47. A summary of the key themes and common issues as reported by the project team is detailed in the table below:

Common issues and themes to emerge	
A	Traffic and highways
	<ul style="list-style-type: none"> General concerns about adding more development-related traffic and congestion, including from HGVs on local roads and on the M42/A42. Some attendees referenced queuing in the mornings (from 6.30am) on the A444 southbound heading towards Junction 11, which at times stretches back towards Stretton en le Field. Issues were raised by attendees living to the north of the site about a recent increase in the volume of HGV movements on the A444 northbound through Overseal. This included concerns about noise and air pollution. A number of residents had identified that this increase in HGV traffic in Overseal had got more noticeable since the opening of the Pallet Network site in Swadlincote. Comments on the improvements to the Junction 11 roundabout, including occasions where this can become a bottleneck and that traffic signals can be ineffective without enough 'stacking' for vehicles leaving Mercia Park and blocking the circulatory carriageway. Feedback that local roads around the site have deteriorated over recent years and that issues with surfacing and patching of repairs is leading to increased noise. Interest in the current occupiers' ability to track its vehicles through GPS technology and if necessary provide feedback to drivers who fail to use correct routes. Questions about the new access roundabout on the A444, including whether the road would need to be closed off for long periods during construction and how construction traffic would be accessing the site in the meantime.

B	Sustainable transport
	<ul style="list-style-type: none"> Attendees including those in Appleby Magna asked if bus services such as the 19A could be diverted to call into the village (rather than bypassing it along the Tamworth Road). Some attendees from Appleby Magna asked if new footpaths could be introduced to the roads to east of the Junction 11 roundabout to enable better walking/cycling accessibility to Mercia Park.
C	Drainage and flooding
	<ul style="list-style-type: none"> Several attendees across the two events asked questions about whether Mercia Park had been contributing to flooding issues downstream along the River Mease on farmland to the north and west of the site – and if the expansion proposals could exacerbate these. Among the attendees were some local farmers who claimed that this has caused a loss of crops, while at Clifton Campville the local roads were often impassable during bad weather (which was also raised by a representative of the parish council). Questions were asked about the responsibility for monitoring outflows and approvals from consultees of the original scheme (including the Lead Local Flood Authority [LLFA] and the Environment Agency).
D	Principle of development
	<ul style="list-style-type: none"> Questions about whether the expansion was needed and some general concerns about an additional loss of agricultural land and open countryside, and how this would impact the area's appealing rural character. A number of local farmers who attended the events questioned the potential further loss of agricultural land, including Best and Most Versatile (BMV) land. Some concerns that approval for the expansion proposals could lead to further future phases of development, including on other sites nearby.
E	Building design, landscaping and visual impact
	<ul style="list-style-type: none"> Many comments were generally complimentary of the design of the buildings at Mercia Park, and attendees welcomed the proposals which confirmed a replication of these. Several attendees noted a strong preference for the 'pixellated' elevational treatments, noting that these blended well with the local environment. Questions about screening, with a positive number of comments praising the quality of landscaping provision and efforts to mitigate the visual impacts at Mercia Park. Reassurances were provided that the same quality would be carried across to the expansion site including significant new planting. Positive feedback that the expansion site would also be open to the public, including the incorporation of public spaces and footpaths.
F	Employment
	<ul style="list-style-type: none"> A number of attendees were positive about the impact Mercia Park had made in terms of the employment opportunities being delivered by the site's occupiers, including skills and training. Questions were asked about how many of the new jobs being provided on the site would be available for local people. A few people noted that the local area currently has very low levels of unemployment and whether additional development of this scale was necessary.

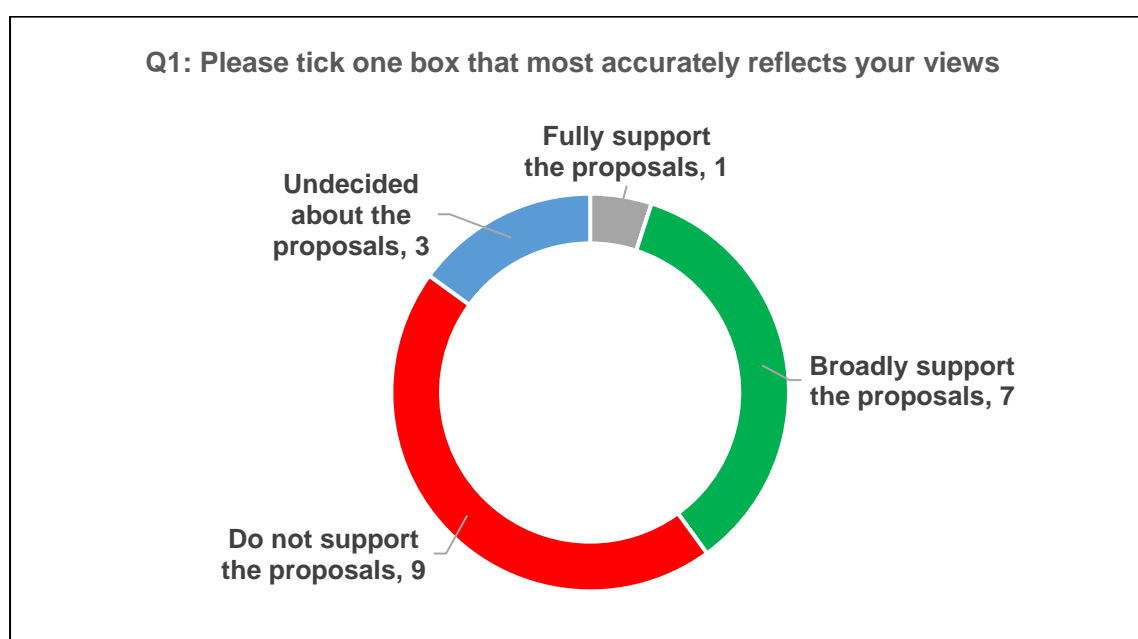
G	Environment
	<ul style="list-style-type: none"> • Discussion about how generally the site would reduce energy usage and its overall carbon impact. • Questions about EV charging spaces and whether solar panels would be included on the expansion buildings. • Discussion about the impact of lighting and the 24/7 nature of the occupiers – with reassurance provided that mitigation measures are being considered and assessed. • Comments about managing ecology and how biodiversity net gain could be achieved.
H	Community and social value
	<ul style="list-style-type: none"> • Questions asking about how the expansion would benefit local people and whether there would be any further investment or funding available for the community. Positive feedback about the social value commitments. • Comments that those outside of the immediate area of the site (e.g. villages in Derbyshire) should be able to benefit from the social value offer. • Suggestion that IM Properties should be clearer about the positive contributions it has made to date to local communities since the construction of Mercia Park.

Feedback forms

48. A total of **20 feedback forms** were submitted to the project team during the consultation window.

This comprised **six hard copy feedback forms** completed and left in the ballot box at the exhibition events, and **14 digital feedback forms** completed online via the project website. A detailed analysis of the feedback form responses is provided below.

49. In answering the first question about people's overall support for the scheme, it is evident that general sentiment about the proposals was balanced – 40% of responses were fully/broadly supportive of the proposals, 45% were not supportive and 15% remained undecided.



Q1: Please tick one box which most accurately reflects your views:

- **1 respondent** (5%) answered 'I/We fully support the proposals'
- **7 respondents** (35%) answered 'I/We broadly support the proposals'
- **9 respondents** (45%) answered 'I/We do not support the proposals'
- **3 respondents** (15%) answered 'I am/We are undecided about the proposals'

50. All 20 respondents provided an answer to question 2: **Please tell us what you think about our proposals.** Responses to this question generally provided people's overarching opinion of the scheme, whether favourable or not. The leading key themes that emerged from this qualitative question include:

Comments about traffic and transport

Eight respondents provided comments or raised concerns about traffic in the local area and the additional impact the expansion proposals would have.

Examples of comments:

"Concerns about traffic, [though] plans to improve transit through the roundabout appears to give a more fluid traffic flow, but will need monitoring."

"My primary concern is the increased amount of traffic and impact on surrounding villages. I live in Appleby Magna, and the M42 island can get very congested at times. This can only be made worse by the additional private and commercial vehicles accessing the new site."

"Concerned about the amount of lorries that will be going through the village and at speed past our property [in Overseal] and increased traffic, especially during the later evening, through the night and early morning."

Comments about the general design and development of the site

Seven comments were related to the overall design of the site and approach to development. There was a mix of sentiment, with some welcoming the proposed expansion and others more concerned about further expansion on agricultural land in the open countryside.

Examples of comments:

"On paper it looks good and well thought out, taking into consideration all aspects of the project, such as the building's construction and layout, environment, nearby historical buildings and transport."

"Very disappointed that further expansion into unspoilt countryside is being considered."

"The siting of Mercia Park is on prime agricultural land which should be used for food production and for improving our food security, not for logistical operations. This type of development should be on brownfield sites with direct access to, ideally rail transport, and/or the motorway network."

"[It's] necessary! Builds on an excellent result with phase one."

Visual impact, building design and screening

Six comments were linked to the proposals to manage and mitigate the visual impact of the buildings including through building design, landscaping and screening.

Examples of comments:

“Given all the factors, beautifully presented and explained, and beyond the fact that no village wants warehousing near it, I doubt you could have done much more to blend it in and still provide eco, generous donations and be environmentally sensitive.”

“Sensibly done plans with good consideration for aesthetic and environmental impacts.”

“I like the use of landscaping to reduce visual impact. I like that you can use the site for recreation – e.g. walking/cycling [routes] and the wildlife areas.”

51. All 20 respondents also shared responses to question 3: **Do you have any comments on any specific aspects of our plans, e.g. relating to design, landscaping, traffic, local employment, training and skills or any other issue?** In many cases people added to and included more detail to the responses provided in the key issues that emerged from this question include:

Comments about traffic and transport

16 out of the 20 respondents (80%) included specific comments about traffic, highways management and transport in their answers to this question. People covered a number of different areas as part of this, including questions about the management of the Junction 11 roundabout, HGVs passing along the A444, and a general increase in movements on local roads.

Examples of comments:

“The A444 traffic and the queues caused mostly by the increased traffic (& lights) are what concern local residents most, plus the U-turns of lorries that realise they are going the wrong way by McDonalds. The part leaving DSV is the most congested as has 3-into-1 challenges and is the ‘weak point’.”

“The existing Mercia Park development has already put the A42 island under significant strain and caused huge traffic issues at peak times, what is going to be done to alleviate this?”

“Traffic calming has been thought about.”

“The entrance/exit is on to the A444. This will negatively impact onto an already overloaded A444 which regularly tailbacks through Overseal. Recent traffic monitoring by Overseal Parish Council over 24 hours has shown a huge increase in traffic volume from local commercial developments”

Sustainability and ecology

Six people commented on sustainability and environmental issues, including how issues such as ecology and light pollution would be considered as part of the proposed expansion.

Examples of comments:

“Solar panels or other self-generation [are important]. BNG [biodiversity net gain] needs to be very positive on or near the site, would not like purchase of offset to overcome any failure on site.”

“While landscaping and other mitigating aspects are covered in the proposal, there does not appear to be any consideration of light pollution and the effect that this has on the local residents If this expansion proposal goes ahead, presumably the light pollution situation will just be exacerbated. We would really like to see some attempt to deal with this issue.”

“Note the inclusion of wildlife areas which is good.”

52. A total of 16 people provided an answer to question 4: **IM Properties is exploring opportunities to maximise community benefit and social value generated from the proposals. Are there any particular local initiatives or projects you would like to see supported?** Responses included a mix of suggestions for local initiatives that could be supported, as well as more general comments about the approach to delivering social value.

Local projects and village/community facilities

Six comments included suggestions and recommendations for supporting local projects and village/community facilities:

- *“St Charles Catholic School in Measham”*
- *“Shuttington Village Hall”*
- *“Appleby Magna ... needs a modern, decent sized, fully equipped village hall that community groups can use.”*
- *“Measham Baptist Church, Chapel Street, are currently looking for monies to expand their car parking area”*
- *“Misses Moore’s Almshouses, Appleby Magna.”*
- *“Campaign for reinstatement of the canal through Measham.”*

Active travel

Three respondents suggested opportunities to improve active travel:

- *“Would be good to have some cycle lane access / paths accessible from Appleby Magna”*
- *“Safe options for active travel”*

- *“Encouraging outdoor activities: we would like to see a multiuser (pedestrian, cyclist and horse rider) trail to prevent accidents by taking these users off the road from Overseal to Acresford and Stretton en le Field.”*

Sports/recreation

Two comments asked about supporting the creation of a multi use games area (MUGA):

- *“MUGA in local area”*
- *“This area between both NWBC and NWLDC needs a MUGA for community use”*

General comments

Five people provided general comments about the proposals to deliver social value, with examples including:

- *“Happy to see you are supporting a lot of local charities in the area, particularly in Measham and the In The Pink charity.”*
- *“Great last time – more please.”*
- *“Although the proposed development is situated in NW Leicestershire, it will have more detrimental effect in South Derbyshire so you should consider benefitting communities in this area too.”*
- *“Sadly I am very cynical about these 'initiative' and would prefer to see genuine efforts to make the project less destructive to the local environment and less disruptive to local people.”*

53. 13 people responded to the fifth and final question on the feedback form: **Are there any other comments you'd like to make?** Key themes that emerged from this qualitative question include:

Traffic and transport

Despite being a topic that had been extensively commented on in earlier questions, traffic and transport was the most commonly referenced theme with six people offering comments.

Examples of comments:

“I would recommend that you undertake a full geographical survey of any routes that vehicles using the proposed facility might travel, to ensure that the routes are capable of carrying large heavy modern vehicles to ensure the safety of drivers, pedestrians and other road users.”

“Generally worried and concerned about the amount of increased traffic through the village [Overseal]. Although we are away from the site when looking at the plans it has a huge affect on the village with traffic, pollution, speed, noise.”

“Proposals to adjust Junction 11 seems weak. The last upgrade is already disintegrating. It needs massive rework to be like Junction 13 (Ashby North).”

General comments about development proposals

Seven respondents provided overarching views about the proposals for the expansion, which included questions about whether further applications would be submitted for future phases:

“I reckon you’ve pretty much thought of everything possible, being realistic (given all elements, land ownership, needs, and local expectations)”

“How many more [schemes] are we looking at as we are by a motorway?”

“This application in my view should be accepted as we have had no issues with working alongside Mercia Park in the last 4 years and found them to be real good neighbours.”

Consultation

Three people commented on the consultation programme and process, and in some cases specific elements and details about the public exhibition and the materials presented:

“Please take note of ordinary people’s views. Do not consider our views as irrelevant or use the feedback as just another PR exercise.”

“The consultation event was both useful and informative.”

“Have to say the consultation was very professional, felt welcomed, lots of information and lots of representatives on hand to answer any questions. Went there feeling worried but came away feeling a lot better about the project. In fact I I would like to work there, looks really nice.”

Response to feedback received

54. The Applicant is appreciative of all the feedback that has been provided throughout the consultation period on its plans for the expansion of Mercia Park. The feedback has reflected a broad spectrum of views, both for and against the proposals, and a range of key interests, concerns and opportunities it raises for local people.
55. The table below outlines the Applicant's response to some of the most frequently raised questions and concerns. These are intended as a summary only. The various technical documents submitted with the planning application provide a comprehensive analysis and justification for the proposal, dealing with each of the issues and considerations that are relevant to the nature of the development in this particular location.

Principle of development, need case & employment	Response of Applicant
Questions about the need for additional industrial employment sites within the local area	<p>North West Leicestershire District Council has identified the expansion site as 'a potential location for strategic distribution' within its most recent consultation on a new Local Plan, which took place in 2024. However, as the emerging Plan is unlikely to be adopted until late 2026, the policies of the adopted Local Plan – as amended in March 2021 – continue to apply.</p> <p>Policy Ec2(2) represents a key policy in this regard. This notes that the Council will 'consider favourably' any proposals that are shown through evidence to be capable of meeting an immediate need or demand for additional employment land (B1, B2 and B8) in North West Leicestershire that cannot be met by the land that it allocated in the adopted Local Plan, provided that the site is in an accessible location and its development would not be detrimental to residential or environmental amenity.</p> <p>There also remains considerable strong demand in the market from businesses seeking larger strategic scale (>9,000 sqm) premises in the A/M42 corridor. The supply demand balance in the corridor is, however, extremely tight with less than one year's-worth of built supply remaining when benchmarked against past take up over the past five years. The supply of land for development is equally limited with just one site (G-Park Ashby) currently available for strategic distribution use. There are also currently no other sites available to accommodate build-to-suit requirements for uses other than B8, in turn creating a gap in the available supply of land in this part of the district.</p>

<p>Questions about whether the development is appropriate for the site and local area</p>	<p>The Applicant has identified the site as ideally placed to accommodate an expansion of Mercia Park, which would capitalise on its profile and success with the potential to share infrastructure. The site provides businesses with excellent links to the strategic highway network in the 'golden triangle' where a significant proportion of the country's population is within a 4^{1/2} hour drive.</p> <p>It is visually well contained due to the topography and the majority of the existing trees and hedgerows will be retained as part of the development of the site, with extensive supplemental planting proposed. There are no listed buildings on site and the site does not fall within a Conservation Area</p>
<p>Concerns about a loss of agricultural land</p>	<p>59% of the site is Grade 2 'Very Good' according to the Agricultural Land Classification, East Midlands Region, and therefore considered to be 'Best and Most Versatile' land.</p> <p>There will be some mitigation proposed such as re-use of soils for their most suitable purposes within the proposed scheme and no soil will be exported from the site. The loss of agricultural land will ultimately need to be weighed against the significant benefits of the scheme and the clear need for employment floorspace.</p>
<p>Questions asking why a brownfield site could not be developed instead</p>	<p>There is currently an insufficient supply of land, including brownfield sites, to meet the growing demand for both manufacturing and logistics. A number of recent local studies have identified the M42/A42 corridor as a key area of opportunity.</p>
<p>Questions about how many jobs would be provided and whether the workforce would be local</p>	<p>If approved, the proposals for the expansion of the site would create between an estimated 1,030-1,720 new FTE jobs in total on site, depending on the final mix of uses and type of occupiers.</p> <p>The current occupiers at Mercia Park have data showing that a significant percentage of current employees come from within a 30-minute drive time of the site.</p> <p>DSV data from November 2023 showed that between 20%-25% of their staff at the time were from North West Leicestershire postcodes, with nearly half living within a 10-mile radius of the site.</p>

	<p>During both the construction and operation of Mercia Park, IM Properties and its contractors and the site occupiers worked closely in partnership with the Department for Work and Pensions (DWP) who provided a dedicated resource to engage early with local job centres. This ensured employment opportunities were advertised locally and early, while the CVs of prospective job seekers were passed to the supply chain and site occupiers.</p>
Traffic and highways	Response of Applicant
<p>Concerns that the local road network will not cope with congestion from additional traffic</p>	<p>As part of the delivery of Mercia Park, IM Properties carried out a programme of improvement works on the road network. This included the partial signalisation and widening of the carriageway on the Junction 11 roundabout to improve capacity and reduce queuing during peak times.</p> <p>These enhancements were designed following rigorous assessments and modelling to mitigate a 'worst case' scenario based on surveys undertaken before Mercia Park was constructed.</p> <p>With the site now operational, the Applicant has been able to measure the 'actual' traffic driving to and from Mercia Park. These have revealed that the traffic flows are significantly lower than the forecasted 'worst case' scenario they were designed for, meaning the scheme has provided additional capacity on the network that will help to accommodate the expansion proposals.</p>
<p>Comments asking whether further improvements could be made to the Junction 11 roundabout to reduce queuing</p>	<p>Detailed modelling of the local network has revealed an existing issue regarding lane usage on Junction 11, where there is too much traffic in one lane that is causing some congestion at peak times.</p> <p>Amendments to the existing lane markings along with a modest extension to the two lane section on the A444N approach to Junction 11 would result in less queueing and delay than is forecast to occur without the development.</p> <p>Rebalancing the traffic flows around the roundabout is possible by changing some of the lane markings and white lining, including moving the B5493 markings to A444/Burton/A42(N) on the Tamworth Road entry and adjusting the white lining on M42(S) slip entry for M42(S) to the nearside lane.</p>

<p>Concerns that an expanded site would increase HGV and vehicle traffic on the A444 through Overseal</p>	<p>The forecast two-way traffic flows north of the site along the A444 are 35 in the peak hours, of which up to 5 could be HGVs. On average the existing two-way peak hour flows on the A444 near to the site range from 950-1200 vehicles of which 35 would be HGVs. This is around a 3% increase in traffic flows and is within the existing daily variation in traffic flow.</p> <p>Whilst it is acknowledged the A444 does cater for two-way traffic flows in excess of 1,000 vehicles per hour, the forecast development flows would not fundamentally effect junction operation or highway safety.</p> <p>Attendees to the consultation events observed a notable increase in HGV movements along the A444 corridor following the opening of “The Pallet Network” building in Swadlincote. The traffic survey data used in support of the transport assessment for the Mercia Park Expansion land was undertaken in April 2024 and therefore, includes this traffic within the baseline.</p>
<p>Concerns that local villages will see increased traffic</p>	<p>The scale of the proposed development and associated traffic generation is not forecast to have any material impact on any small villages that sit away from those main routes including the A444, B5493 and Tamworth Road.</p>
<p>Concerns that the M42/A42 will not be able to cope with increased traffic</p>	<p>Initial results of the modelling work undertaken using Leicestershire’s regional transport model (PRTM) highlights that the M42/A42 on- and off- slip roads operate within capacity, with the development demands having no notable impact.</p>
<p>Comments about sustainable travel provision including new pedestrian access and how public transport will serve the expanded site</p>	<p>Sustainable travel will be encouraged and individual operators will be required to agree and operate Travel Plans. The Applicant is committed to delivering a sustainable travel strategy to explore and identify alternative ways to reduce the use of the private car, and has submitted a Framework Travel Plan for approval with the planning application.</p> <p>As part of the travel plan for Mercia Park, the No.20 bus service from Tamworth has been extended to call at the site. Last spring, the No.19A service to Burton via Swadlincote and Measham began to serve each of the units at Mercia Park.</p>

	<p>To provide a safe connection into Mercia Park and these bus services, a new central refuge crossing will be delivered on the A444. The existing timetable provides sufficient flexibility to enable employees to get the bus to and from Mercia Park within the current/standard shift patterns.</p> <p>In addition, the network of footpaths around the Mercia Park will be extended into the proposed expansion site, as a recreational resource for pedestrians and cyclists that is free to access for members of the public.</p>
Building design, landscaping and visual impact	Response of Applicant
Questions about how the visual impact of the buildings can be minimised	<p>The Applicant is committed to ensuring that building design reduces visual impact on the landscape as much as possible.</p> <p>The designs for buildings and landscaping have been informed by a robust landscape and visual impact assessment. The Applicant has also carefully considered what type of roof form and colour of building materials would be most suitable.</p> <p>The façade cladding of Unit 300 has been carefully selected to reduce visual impact and would feature a horizontal 'pixelated' system, similar to the design of the existing Jaguar Land Rover buildings at Mercia Park. This cladding would also be adopted for the second development zone to ensure a consistent appearance.</p> <p>A comprehensive landscape strategy has also been developed that will provide extensive landscaping with well-considered planting and screening.</p> <p>Mounding would be created to the north and south to minimise the potential views of the proposed buildings. Planting will include native trees and shrubs with varying heights and sizes.</p>
Questions about landscaping, planting and green buffers	<p>The Applicant's proposals are supported by a detailed Landscape and Visual Impact Assessment, which provides an objective assessment of the likely impact of the development on the local landscape.</p> <p>The Applicant has identified appropriate mitigation measures and the proposals would maintain the development density of Mercia</p>

	<p>Park, with approximately 37% of the site area provided as enhanced and accessible green spaces and water features to create a mosaic of different habitat types, and deliver a biodiversity net gain of at least 10% on-site.</p> <p>This includes: areas of woodland planting / buffers on boundaries of the site; retaining and protecting existing scrub, hedgerows and trees; planting new species-rich native hedgerows; developing wetland and marginal habitats around drainage pools and swales.</p>
Flooding and drainage	Response of Applicant
Concerns that the proposals will contribute to local flooding issues	<p>The Applicant is mindful of Britain's changing climate and our proposals for the expansion of Mercia Park will fully incorporate industry-leading Sustainable Drainage Systems, which shall be carefully designed and need to be approved by relevant statutory consultees.</p> <p>As with the development at Mercia Park, a comprehensive flood risk assessment and drainage strategy has been prepared and submitted as part of the planning application.</p> <p>This will be subject to assessment and approval by a number of statutory consultees including the Environment Agency, Natural England and the Local Lead Flood Authority (Leicestershire County Council).</p> <p>The strategy will ensure that any surface water will be discharged at restricted "greenfield" run-off rates (QBAR).</p> <p>This means that the surface water from the new expansions proposals will not discharge at a disproportionately high rate compared to its current use as farmland.</p> <p>To achieve this a number of measures will be included such as extensive attenuation ponds, swales (ditches), permeable paving, and other water storage.</p> <p>As at Mercia Park, the drainage system is designed to have sufficient capacity to manage flows generated by up to a "1 in 100" year flood event (1% chance of occurring in any year), as well as allowing for climate change projections (40%), without causing flooding on the site or any of the surrounding land.</p>

Environment	Response of Applicant
<p>Concerns about the impact of light pollution on the surrounding area</p>	<p>The Applicant has prepared and submitted a lighting design and assessment to support the planning application. This assesses the environmental effects of external lighting that is required for the safe and secure operation of the proposed development.</p> <p>To minimise the adverse effects of light pollution that can impact upon the dark sky, a lighting strategy has been developed that looks to minimise the need to light within the proposed development.</p> <p>Where lighting is required this will implemented to the relevant standard and any obtrusive light will conform to standards published by the Institution of Lighting Professionals (ILP).</p> <p>The lighting strategy incorporates mitigation and is informed by a concept lighting design to demonstrate that the mitigation can be delivered. Mitigation measures include monitoring obtrusive light against design post completion, management of lighting through dimmers or switching off when not in use.</p> <p>The potential measures will be subject to discussion with Council officers during the determination of the application and can be secured through planning conditions if the relevant tests in the NPPF are met.</p>
<p>Concerns about increasing air pollution</p>	<p>A detailed air quality assessment of the effects of operational phase road traffic emissions from traffic associated with the Proposed Scheme have been undertaken. This uses computerised dispersion modelling to predict concentrations of NO₂, PM₁₀ and PM_{2.5} at sensitive receptors adjacent to roads affected by the Proposed Scheme. Modelling has been carried out following Government guidance and using an appropriate model software. Where impacts may be experienced, appropriate mitigation measures have been considered to minimise the impact of the road traffic emissions on nearby sensitive receptors.</p> <p>Mitigation measures include EV charge points, sustainable travel plans, cycle parking, car clubs, travel plan and co-ordinator, green infrastructure and Fleet Operator Recognition Scheme (FORS) national accreditation scheme, measures fleet performance and drives up standards of fuel efficiency, carbon</p>

	emissions and road safety. The measures will be subject to discussion with Council officers during the determination of the application and can be secured through planning conditions if the relevant tests in the NPPF are met.
Concerns about noise pollution, during both construction and operational phases	<p>The Applicant's assessments have considered the potential impacts from noise and vibration during both the construction and operation of the scheme, based on relevant UK guidelines and standards and taking account of the existing sound levels at noise-sensitive receptors around the site. The scheme will include landscaped buffer zones around the edges of the site to reduce its noise levels at surrounding sensitive receptors.</p> <p>Further mitigation to reduce any identified noise or vibration impacts include the selection of appropriate working methods and plant to minimise off-site noise and vibration during the construction of the scheme, and the design of a site layout that minimises noise emissions and the inclusion of additional acoustic barriers on individual plots within the site to reduce noise from the operation of the scheme.</p>
Questions about how the site would reduce energy usage and incorporate renewable technology	The Applicant is committed to delivering a development that is fit for the future and supports North West Leicestershire on its trajectory to net zero. The Sustainability and Energy Statement prepared to support the application sets out how development will be designed to achieve a BREEAM Excellent rating and deliver Net Zero Ready buildings in line with the methodology set out in the UK Green Building Council Net Zero Framework. These measures will reduce energy use and carbon emissions utilising low carbon renewable energy technologies including Air Source Heat Pumps and Solar PV.
Concerns about the loss of trees and habitats and the impact on wildlife	The Applicant will not be removing any veteran trees as part of these proposals. The majority of the existing trees and hedgerows will be retained as part of the development of the site, with extensive supplemental planting proposed. The proposals would create significant new habitat areas, both within the development site and the surrounding area, that would be protected, managed and monitored for a long period into the future. These new areas of habitat would provide more and better-quality feeding and sheltering habitats for species that currently use the fields.

<p>Questions about how biodiversity net gain can be achieved</p>	<p>As well as retaining some of the best habitats onsite, the Applicant will be creating several new areas of high biodiversity value habitat.</p> <p>The Applicant has measured the site's current biodiversity value using a nationally recognised method, and is using this calculation to make sure that all the habitats retained improved and created as part of the development result in a net gain in local biodiversity value.</p> <p>All these habitats will be managed, monitored and maintained to ensure that they make great areas for local wildlife. Together, they would deliver an on-site biodiversity net gain of at least 10%, meaning that the development will enhance biodiversity compared to the existing position.</p>
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Conclusion

56. Through the development of its proposals for the expansion of Mercia Park, the Applicant has demonstrated its commitment to community consultation and engagement.
57. The Applicant ran a comprehensive and effective programme of public consultation, which was appropriate to the nature and scale of the proposed development. This involved and engaged key local interested parties, including site neighbours and community groups, and ensured key stakeholders and the local community were made aware of the proposals and given access to key information through a wide range of channels.
58. The consultation programme provided appropriate opportunities to comment on and raise questions about the plans for the site, as well as opportunities to engage with the Applicant and its development team. Many stakeholders and residents took up the opportunities provided and feedback (both oral and written) gave a clear insight into their key interests and concerns, and helped to mould and shape the proposals.
59. In summary, the feedback revealed a range of comments, opinions, questions and suggestions, which were carefully considered by the Applicant as it refined and developed its plans. The feedback has been taken on board and responded to, ensuring that the issues and concerns raised are fully addressed within the suite of materials submitted with its planning application.
60. In formulating its plans, the Applicant has drawn on its considerable experience of designing, building and operating successful business parks across the Midlands to deliver proposals for a high-quality expansion at Mercia Park.
61. The Applicant will continue to engage and keep local residents, businesses and elected representatives updated during determination of the planning application and, subject to approval, during the construction phase.
62. The consultation telephone line and email address will remain active so that local people are able to communicate with the project team, while the dedicated website will be updated when appropriate to provide updates of major milestones.

Appendices

Appendix A – Letters to stakeholders

Appendix B – Invitation flyer

Appendix C – Press release

Appendix D – Press cuttings

Appendix E – Public exhibition invite letters to stakeholders

Appendix F – Public exhibition panels

Appendix G – Website homepage screenshot

Appendix H – Feedback form

Appendix A: Letters to stakeholders



VIA EMAIL

Subject: Mercia Park: proposed expansion of development on land east of A444

Dear [name]

On behalf of IM Properties (IMP) I wanted to provide you with an update regarding the proposed expansion of Mercia Park on land to the north of Junction 11 of the A42/M42 for strategic employment uses.

The site lies to the east of Mercia Park and has been proposed in North West Leicestershire District Council's draft Local Plan (February 2024) as a potential allocation for strategic distribution (Site Ref. EMP82).

A request for an Environmental Impact Assessment (EIA) Scoping Opinion for the project will be submitted to the District Council in the next few days. The purpose of this request is to confirm the scope of the Environmental Statement which will assess the potential for significant environmental impacts from the proposed development, and which will be submitted as part of a planning application.

Following the submission of the EIA Scoping Opinion Request, our technical team will be undertaking work to set out the nature of the development, its environmental implications during both its construction and operational phases, and the need for any mitigation measures, before IMP submit a planning application later this year.

We anticipate that the District Council will formally notify you of the EIA Scoping Opinion Request and invite comments from your parish and we would be happy to meet with you to discuss this and our wider proposals. Please do let us know if you would like to arrange a meeting.

Our intention is to hold formal consultation with the local community this Spring and we will notify you ahead of this date. This will provide the wider community with opportunities to review the proposals in detail and have their say at a series of in person public exhibitions and via the project website.

I hope the above is clear but please let us know if you have any queries or would like to arrange a meeting to discuss in further detail.

Yours sincerely

Matthew Fox

Planning Director
IM Properties

IM PROPERTIES PLC

The Gate, International Drive, Solihull, B90 4WA

T +44 (0) 121 730 8050 www.improperties.co.uk

REGISTERED IN ENGLAND 3456022

Appendix B: Invitation flyer

MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42



IM Properties is inviting the local community to find out more and have their say on proposals to expand Mercia Park.

Detailed plans to expand Mercia Park near Junction 11 of the M42 in North West Leicestershire are set to be unveiled at a public consultation.

Proposals for the expansion are being brought forward by leading property company, IM Properties which successfully developed Mercia Park, accommodating JLR's Global Logistics Centre (Unipart) and a flagship facility for global transport and logistics company DSV.

The proposed expansion will enable DSV to build on its success operating in this location with a new circa 600,000 sq ft building.

DSV's proposed expansion would create 420 new jobs and follows its continued growth at Mercia Park. The business, which is headquartered in Denmark, currently employs nearly 400 people at its state-of-the-art UK flagship facility serving major brands across the retail, wholesale and e-commerce sectors.

North West Leicestershire District Council's draft Local Plan has proposed the land to the north of Junction 11, M42 as a potential allocation for strategic distribution, recognising that new development at this site could capitalise on the profile and infrastructure at Mercia Park.

HAVE YOUR SAY

Join us at one of our public exhibitions to view the proposals:

- **Wednesday 26 June, 4.00pm-8.00pm, Measham Leisure Centre, 22 High St, Measham, Swadlincote DE12 7HR**
- **Saturday 29 June, 10.00am-2.00pm, Sir John Moore Primary School, Top Street, Appleby Magna DE12 7AH**

From Wednesday 26 June, updated information about the project will also be available on our project website: expansion.merciapark.co.uk



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42



The proposed expansion would build on the success of Mercia Park, which has seen the employment park become an important economic asset for the local area and wider region, employing over 2,300 people across JLR/Unipart and DSV.

The site has delivered high quality buildings set within extensive and accessible green infrastructure including woodland, wetlands and wildflower meadows.

The partnership between IM Properties and DSV at Mercia Park has delivered social and environmental benefits beyond the boundaries of the site.

IM Properties delivered a construction-phase employment scheme which benefitted over 100 individuals and supported over 80 local projects through a community

fund (over £350,000). DSV has sponsored several local projects and sports clubs, and regularly engages with local schools.

Both companies have created a sustainable travel strategy to get employees to site as sustainably as possible, including two bus services. DSV is a key partner of the Mercia Park Employment and Skills partnership, creating jobs and ensuring that any available employment opportunities benefit local communities.

HAVE YOUR SAY

Join us at one of our public exhibitions to view the proposals:

- **Wednesday 26 June,**
4.00pm-8.00pm,
Measham Leisure Centre,
22 High St, Measham,
Swadlincote DE12 7HR
- **Saturday 29 June,**
10.00am-2.00pm,
Sir John Moore Primary
School, Top Street,
Appleby Magna DE12 7AH

Any feedback received during the consultation will be taken on board before IM Properties finalises its plans and submits a planning application to North West Leicestershire District Council later this year.

CONTACT US:



For further information, visit
expansion.merciapark.co.uk



Telephone:
03308 384 199



Email:
info@merciaparkconstruction.co.uk



Write to us: **IM Properties, c/o Camargue,**
11 Waterloo Street, Birmingham, B2 5TB



Appendix C: Press release

19 June 2024

Proposals for expansion of Mercia Park to be revealed at consultation

Detailed plans to expand Mercia Park near Junction 11 of the M42 in north west Leicestershire are set to be unveiled at a public consultation.

Proposals for the expansion are being brought forward by leading property company, IM Properties which successfully developed Mercia Park, accommodating JLR's Global Logistics Centre (Unipart) and a flagship facility for global transport and logistics company DSV.

The proposed expansion will enable global transport and logistics business DSV, which is an existing occupier at Mercia Park, to build on its success operating in this location with a new circa 600,000 sq ft building.

DSV's proposed expansion would create 420 new jobs and follows its continued growth at Mercia Park. The business, which is headquartered in Denmark, currently employs nearly 400 people at its state-of-the-art UK flagship facility serving major brands across the retail, wholesale and ecommerce sectors.

North West Leicestershire District Council's draft Local Plan has proposed the land to the north of Junction 11, M42 as a potential allocation for strategic distribution, recognising that new development at this site could capitalise on the profile and infrastructure at Mercia Park.

The expansion will build on the success of Mercia Park, which has seen the employment park become an important economic asset for the local area and wider region, employing over 2,300 people across JLR/Unipart and DSV. The site has delivered high quality buildings set within extensive and accessible green infrastructure including woodland, wetlands and wildflower meadows.

Matt Fox, Planning Director at IM Properties said: "Our proposals for expansion will build upon the success of Mercia Park, underpinned by high standards of building design, extensive landscaping including biodiversity enhancement as well as accessible green space and measures to reduce visual impact.

"Working with DSV we will continue to promote sustainable travel and carefully manage traffic from the development in the local area, as well as ensure the site offers benefits to local communities as well as the people working at Mercia Park.

"While we draw on our own comprehensive experience and the specialist insight of our professional team, we know we can achieve a better outcome by working with local people."

Commenting on the importance of Mercia Park, Surinder Dubro, Executive Vice President, Solutions, UK, Ireland and Nordics, said: "Mercia Park is an excellent location which has allowed us to develop a highly skilled workforce and deliver excellent customer service, all within a sustainable and low carbon environment. Expanding our operations with a new building is an important opportunity to our expansion in the UK creating a range of new roles for local people."

The partnership between IM Properties and DSV at Mercia Park has delivered social and environmental benefits beyond the boundaries of the site. IM Properties delivered a construction-phase employment scheme which benefitted over 100 individuals and supported over 80 local projects through a community fund (over £350,000). DSV has sponsored several local projects and sports clubs, and regularly engages with local schools.

Both companies have created a sustainable travel strategy to get employees to site as sustainably as possible, including two bus services. DSV is a key partner of the Mercia Park Employment and Skills partnership, creating jobs and ensuring that any available employment opportunities benefit local communities.

The consultation on the proposed expansion will provide local people with an opportunity to input into the plans, and the community drop-in events are being held on:

- **Wednesday 26 June, 4.00pm-8.00pm, Measham Leisure Centre**
- **Saturday 29 June, 10.00am-2.00pm, Sir John Moore Primary School, Appleby Magna**

Any feedback received during the consultation will be taken on board before IM Properties finalises its plans and submits a planning application to North West Leicestershire District Council later this year.

Ends

About IM Properties

[IM Properties Plc](#) is one of the UK's largest privately owned property companies, and a significant investor in the Midlands working to create sustainable new developments.

Appendix D: Press cuttings

Publication: *The Leicester Mercury / Leicestershire Live*

Date 21/06/24

LeicestershireLive

420 new jobs if major logistics park expansion plan is approved says developer

Long-running concerns about impacts on the M42 have been raised about the Mercia Park scheme

NEWS By [Lee Garrett](#) Senior Reporter

09:44, 21 JUN 2024



 An artist's impression of what the second DSV site would look like (Image: IM Properties)

Hundreds of jobs could be created if a major [Leicestershire logistics park's expansion](#) is approved. The developer insists the site is in an "excellent location", but residents have voiced concerns over the plan.

IM Properties wants to create a 600,000 sq ft building at Mercia Park, in Appleby Magna, south of [Ashby](#). The building would be sited on land between the A444 and Junction 11 of the M42, opposite an existing 3.5 million sq ft logistics park, which is home to the likes of Jaguar Land Rover and global transport and logistics firm DSV. It would become DSV's second building at Mercia Park.

Scoping plans for the proposed new building [emerged in April](#). Residents have previously said the logistics park had "never been welcome" and a potential expansion could leave the area permanently "gridlocked".

IM Properties said it believed the new site could enhance DSV's "continued growth". The company employs nearly 400 people at its existing "state-of-the-art" Mercia Park building, while the logistics park as a whole has [2,300 workers across its DSV, Jaguar Land Rover and Unipart sites](#).

The developer said the current DSV building was "high quality" and had "accessible green infrastructure" in the form of woodlands and wildflower meadows to limit its environmental impact. That would be mirrored at the second site, which [could create 420 new jobs for the area](#), it added.



 **Developers claim the proposed expansion would 'capitalise' on Mercia Park's existing links** (Image: Google)

However, concerns run deep in the area over the proposal. Oakthorpe and Donisthorpe Parish Council has previously said the expansion would [add to existing "massive traffic issues" on the M42](#). Fears about the Appleby Magna Interchange roundabout, which serves Mercia Park, have also been raised. Some residents have also questioned the need for the expansion. IM Properties said it would work with the community to alleviate fears.

Matt Fox, planning director at IM Properties, said: "Our proposals for expansion will build upon the success of Mercia Park, underpinned by high standards of building design, extensive landscaping including biodiversity enhancement as well as accessible green space and measures to reduce visual impact."

“Working with DSV we will continue to promote sustainable travel and carefully manage traffic from the development in the local area, as well as ensure the site offers benefits to local communities as well as the people working at Mercia Park.”

Consultations on the proposal are being held at two drop-in events next week. IM Properties and DSV said the community's feedback would help shape the plan going forward.

The events are taking place at:

- Measham Leisure Centre, [Measham](#) (Wednesday, June 26 - 4pm to 8pm)
- Sir John Moore Primary School, Appleby Magna (Saturday, June 29 - 10am to 2pm)

Surinder Dubro, executive vice president, solutions, UK, Ireland and Nordics at Mercia Park, said he believed the expansion was needed. He said: “Mercia Park is an excellent location which has allowed us to develop a highly skilled workforce and deliver excellent customer service, all within a sustainable and low carbon environment. Expanding our operations with a new building is an important opportunity to our expansion in the UK, creating a range of new roles for local people.”

A formal planning application will be submitted to [North West Leicestershire District Council](#) later this year. The council will then decide at a later date.

Publication: Insider Media (Midlands Business Insider)

Date 20/06/24

insidermedia

Midlands

Detailed plans for Mercia Park's expansion to be unveiled



By Adam Beech
20 Jun 2024, 08:13



Proposals for the expansion (image credit: IM Properties)

Detailed plans to expand Leicestershire's Mercia Park, a scheme which currently accommodates JLR's Global Logistics Centre (Unipart) and a flagship facility for global transport and logistics company DSV, will soon be unveiled at a public consultation.

Proposals for the expansion are being brought forward by property company IM Properties. It will enable DSV to grow with a new approximately 600,000 sq ft building.

This is forecast to create 420 jobs, adding to the 400 already employed by the company at its flagship UK facility.

Surinder Dubro, executive vice president, solutions, UK, Ireland and Nordics, said: "Mercia Park is an excellent location which has allowed us to develop a highly skilled workforce and deliver excellent customer service, all within a sustainable and low carbon environment.

"Expanding our operations with a new building is an important opportunity for our expansion in the UK creating a range of new roles for local people."

Mercia Park currently employs more than 2,300 people across JLR/Unipart and DSV.

The consultation on the proposed expansion will provide people with an opportunity to provide input on the plans. The community drop-in events are being held on:

- Wednesday 26 June, 4.00pm-8.00pm, Measham Leisure Centre
- Saturday 29 June, 10.00am-2.00pm, Sir John Moore Primary School, Appleby Magna

Matt Fox, planning director at IM Properties, said: "Our proposals for expansion will build upon the success of Mercia Park, underpinned by high standards of building design, extensive landscaping including biodiversity enhancement, as well as accessible green space and measures to reduce visual impact.

"Working with DSV we will continue to promote sustainable travel and carefully manage traffic from the development in the local area, as well as ensure the site offers benefits to local communities as well as the people working at Mercia Park.

"While we draw on our own comprehensive experience and the specialist insight of our professional team, we know we can achieve a better outcome by working with local people."

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TheBusinessDesk.COM

Regional business news for East Midlands ▼

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Over 400 jobs could be created as developer reveals plans for Mercia Park expansion



Property
June 19 2024
Sam Metcalf



[Write a comment](#)

Over 400 jobs could be created after it was announced that plans to expand Mercia Park near Junction 11 of the M42 in north west Leicestershire are set to be unveiled at a public consultation.

Proposals for the expansion are being brought forward by developer IM Properties, the developer of Mercia Park, which includes JLR's Global Logistics Centre (Unipart) and a flagship facility for global transport and logistics company DSV.

The proposed expansion would mean that DSV would take another 600,000 sq ft building on the site.

DSV's proposed expansion would create 420 new jobs. The business, which is headquartered in Denmark, currently employs nearly 400 people at its Mercia Park facility, serving major brands across the retail, wholesale and ecommerce sectors.

North West Leicestershire District Council's draft Local Plan has proposed the land to the north of Junction 11, M42 as a potential allocation for strategic distribution/

Matt Fox, planning director at IM Properties said: "Our proposals for expansion will build upon the success of Mercia Park, underpinned by high standards of building design, extensive landscaping including biodiversity enhancement as well as accessible green space and measures to reduce visual impact.

"Working with DSV we will continue to promote sustainable travel and carefully manage traffic from the development in the local area, as well as ensure the site offers benefits to local communities as well as the people working at Mercia Park.

"While we draw on our own comprehensive experience and the specialist insight of our professional team, we know we can achieve a better outcome by working with local people."

Surinder Dubro, executive vice president, solutions, UK, Ireland and Nordics at DSV said: "Mercia Park is an excellent location which has allowed us to develop a highly skilled workforce and deliver excellent customer service, all within a sustainable and low carbon environment. Expanding our operations with a new building is an important opportunity to our expansion in the UK creating a range of new roles for local people."

IM Properties says it will submit a planning application to North West Leicestershire District Council later this year.

Appendix E: Public exhibition invite letters to stakeholders



Subject: IM Properties: proposed expansion of Mercia Park – launch of public consultation

Dear [name]

I am writing to you in your capacity as ward member for Oakthorpe and Donisthorpe, to introduce plans to expand Mercia Park on land to the north of Junction 11 of the A/M42 in North West Leicestershire and to formally invite you to our public exhibitions that will present our emerging proposals.

IM Properties is developing plans for the expansion on land to the east of Mercia Park, having successfully completed the development which is now home to JLR's Global Logistics Centre (Unipart) and a flagship facility for global transport and logistics company DSV.

The proposed expansion will enable DSV to build on its success operating in this location with a new circa 600,000 sq ft building. This would create 420 new jobs and follows its continued growth at Mercia Park. The business, which is headquartered in Denmark, already currently employs nearly 400 people at its state-of-the-art UK flagship facility at Mercia Park serving major brands across the retail, wholesale and e-commerce sectors.

North West Leicestershire District Council's draft Local Plan has proposed the land to the north of Junction 11, M42 as a potential allocation for strategic distribution, recognising that new development at this site could capitalise on the profile and infrastructure at Mercia Park.

We are keen to continue working with local stakeholders to ensure that the site plays not only an important role in the future economic success of the area but delivers a high-quality development and environment.

We are committed to a comprehensive programme of community engagement with local people, businesses and stakeholders to ensure their views on our proposals are considered. The comments and feedback we collect will help us to shape and refine our plans to develop the best possible scheme.

We will be holding public exhibitions to outline our proposals at the following times and locations and I have attached a copy of our promotional flyer:

- **Wednesday 26 June 2024, 4.00pm-8.00pm, Measham Leisure Centre**, 22 High St, Measham, Swadlincote DE12 7HR
- **Saturday 29 June 2024, 10.00am-2.00pm, Sir John Moore Primary School**, Appleby Magna, Top Street, Appleby Magna DE12 7AH

From Wednesday 26 June, updated information about the project will also be available on our project website: expansion.merciapark.co.uk

We want to work with elected members as we progress with this important project and would be pleased to welcome you to these events to view our proposed designs, answer any questions you might have and to hear your thoughts.

Please note that if you are unable to attend the events, we are open to the possibility of arranging a briefing at a date and location convenient, if you're able to advise when would be suitable.

If there is anything you would like to discuss in the meantime, please do not hesitate to contact me at matthew.fox@improperties.co.uk

Yours sincerely
Matt Fox
Planning Director

I.M. PROPERTIES PLC
I.M. House South Drive Coleshill B46 1DF

T +44 (0) 121 730 8050 F +44 (0) 121 730 8267 www.improperties.co.uk

Appendix F: Public exhibition panels

MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

Welcome to our exhibition



IM Properties is bringing forward proposals to expand Mercia Park on land to the north of Junction 11 of the A/M42.

Our vision is to deliver a high-quality expansion that builds on the success of Mercia Park, which has become an important economic asset for the local area and wider region, employing over 2,300 people across JLR/Unipart and DSV.

Our consultation explains what we are proposing and how we plan to take the project forward, and we welcome your views on our proposals.

Later this year, we will submit a planning application to North West Leicestershire District Council.

In summary, our proposals would:

- Create a high-quality expansion of Mercia Park (28ha) to support the long term economic growth of North West Leicestershire and the surrounding area
- Enable DSV to build on its success operating in this location by expanding into a new circa 600,000 sq ft building
- Create 420 new jobs at DSV and approximately 1,000 jobs across the expansion site as a whole
- Deliver a sensitive and carefully-planned development with well-designed buildings and extensive landscaping which enhances biodiversity

Committed to engagement

We are committed to working with North West Leicestershire District Council, local residents and other stakeholders to bring forward a well-designed and highly sustainable business park that makes a positive contribution to the local community.

While we draw on our own comprehensive experience and the specialist insight of our consultant team, we know we can achieve a better planning application by engaging the local community and stakeholders.

Feedback forms are available at the exhibition and you can also contact us via our website at: **expansion.merciapark.co.uk**

If you would like to comment on the plans, please complete and return your feedback form by Sunday 28 July 2024.



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

About Mercia Park



Mercia Park is a ground-breaking development which has become an important economic asset for the local area and wider region, currently employing over 2,300 people on site.

Following extensive community engagement, IM Properties secured planning permission for the site in 2019. Construction began in 2020, with approximately 3,400 different employees involved across the two and half year development phase, with the first employment use of the site beginning in 2022. The site is now effectively completed providing 3.5 million sq ft of high-quality employment floorspace.

Today Mercia Park is home to JLR's Global Logistics Centre (operated by Unipart) and a flagship facility for global transport and logistics company DSV.

The site has delivered high-quality buildings set within extensive and accessible green infrastructure including woodland, wetlands and wildflower meadows.

- 12 hectares of woodland
- Approximately 4km of amenity paths
- Over 40,000 trees planted on site

We also delivered new infrastructure including a new access roundabout on the B5493.

The partnership between IM Properties and DSV at Mercia Park has also provided social and environmental benefits beyond the site boundaries.

IM Properties delivered a construction-phase employment scheme which benefitted over 100 individuals and also supported over 80 local projects through a community fund which awarded grants totalling in excess of £350,000.

DSV is a key partner of the Mercia Park Employment and Skills partnership. It has also sponsored several local projects and sports clubs, and regularly engages with local schools.

Mercia Park demonstrates IM Properties' commitment to high-quality development to meet the needs of future occupiers and their employees, with cutting edge buildings in attractive environments and benefits delivered to local communities.



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

The opportunity to expand Mercia Park



Constraints	Opportunities
<div><div></div>Listed Buildings</div>	<div><div></div>Primary Site Access</div>
<div><div></div>Residential Buildings</div>	<div><div></div>Cycling Connections</div>
<div><div></div>Water Body</div>	<div><div></div>Pedestrian Connections</div>
<div><div></div>Existing Public Right of Way</div>	<div><div></div>Power Supply</div>
<div><div></div>Existing mature trees and hedgerows</div>	<div><div></div>Green infrastructure enhancement including BNG</div>
<div><div></div>Existing Wildlife site</div>	<div><div></div>Green infrastructure enhancement providing visual screening from A42 and A444</div>
	<div><div></div>Wetland habitat creation (SUDs)</div>

SITE OPPORTUNITIES AND CONSTRAINTS

The expansion site provides an opportunity to capitalise on the success of Mercia Park to create an employment hub at A/M42 Junction 11.

North West Leicestershire District Council’s draft Local Plan has proposed the land to the north of Junction 11, M42 as a potential allocation for strategic distribution, recognising that new development at this site could capitalise on the profile and infrastructure at Mercia Park.

The 28 hectare site is currently agricultural land and bound by hedgerows and fields to the north, the A42 to the east, Junction 11 of the M42 to the south, and the A444 to the west.

The emerging site layout has been carefully prepared to respond to site constraints and opportunities:

- Enhance existing boundary planting to help screen the development as far as possible.
- The site is within the River Mease Special Area of Conservation (SAC) catchment area, although the inclusion of appropriate mitigation will protect water quality and biodiversity here.
- There are listed buildings in the locality; the Church of St Michael at Stretton en le Field (Grade II*) to the north and Park Farmhouse (Grade II) approximately 340m to the west. Consideration of the impacts to views and setting will be assessed.
- Two nearby Local Wildlife Sites (LWS) and appropriate ecology surveys have been undertaken to ensure these habitats and ecological features are protected from future development.

Why is the site ideally placed to accommodate an expansion of Mercia Park?

- It provides businesses with excellent links to the strategic highway network in the ‘golden triangle’ where a significant proportion of the country’s population is within a 4½ hour drive
- Expansion would capitalise on the profile and success of Mercia Park with the potential to share infrastructure
- New areas of amenity within its landscape would be created for the benefit of future employees and local residents
- The site is visually well contained due to the topography
- The majority of the existing trees and hedgerows will be retained as part of the development of the site, with extensive supplemental planting proposed
- There are no listed buildings on site and the site does not fall within a Conservation Area

If approved, the proposals for the expansion of the site would:

- Create circa 420 new jobs at DSV and around 1,000 jobs in total (on site)
- Generate an estimated £2.8 million per year in business rates



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

The emerging masterplan



- A Development Zone 1 – DSV building
- B Development Zone 2 – Outline application for employment
- C Primary site access
- D Active travel links, including connectivity between Mercia Park and expansion site
- E Landscaped screening
- F Biodiversity & amenity spaces
- G Internal path network

We are drawing on our experience of successfully designing, building and managing Mercia Park to make the proposals the best they can be.

The current proposals are ‘landscape-led’, mirroring the successful approach adopted for Mercia Park.

The layout has been designed to minimise the impact within the wider landscape, limiting the removal of existing trees and hedgerows and creating large areas of new amenity for future occupiers and local residents.

The whole of the northern field will be retained as part of the proposed landscape. It retains screening trees to the north as well as the mature oaks to the west and the hedgerows that form this parcel of land. The creation of woodland blocks, shelter belts, ponds and additional native scrub planting help to provide both screening and also valuable habitat creation.

A new 3-arm roundabout on the A444 north of the motorway junction will provide vehicular access to the site. Mercia Park would be connected by new active travel crossing points over the A444 to the north and south of the site, so that future occupiers will be within a reasonable walking and cycling distance of the bus stop at Mercia Park.

New amenity areas and walking routes would be created which would connect into the already established routes within Mercia Park as well as the wider area.

The site layout includes two development zones. One will accommodate a new circa 600,000 sq ft building for DSV.

The development zone to the north will be capable of accommodating a second building to attract other occupiers. The detailed design for any building here will need to be approved by the Council through future applications for the approval of “reserved matters”, although will be controlled through “parameters” such as maximum building height.

The expansion would maintain the density of Mercia Park, with 37% of the site area provided as enhanced and accessible green and blue infrastructure.

MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

Building design and visual impact



COMPUTER GENERATED IMAGE SHOWING HOW THE NEW DSV BUILDING COULD APPEAR

Our approach includes a high-quality palette of materials to present premium buildings that would be seen from short distance views filtered by trees and hedgerows along the boundaries.

We are proposing a roof form and elevational treatment to limit the appearance of the buildings in the wider landscape.

DSV has its own detailed design requirements for its building, including space for a gym and other high-quality welfare facilities for employees. We have worked with them to meet these and deliver the best possible design solution that complements our approach to the rest of the site.

The façade cladding of the DSV building has been carefully selected to reduce visual impact and would feature a horizontal 'pixelated' system, similar to the design of the existing Jaguar Land Rover buildings at Mercia Park. This cladding would also be adopted for the second development zone to ensure a consistent appearance.

The only difference from the JLR/Unipart elevations would be the addition of windows in two of the elevations to allow more natural light to flow internally in the building. These have been carefully designed to work with the pixelated cladding.

The office component is a key focal point for the DSV building and has been developed as a two-storey building and similar in appearance to the existing DSV office at Mercia Park.



COMPUTER GENERATED IMAGE SHOWING HOW THE NEW DSV BUILDING COULD APPEAR

MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

Landscaping & ecology



NEW POND AT MERCIA PARK

Our proposals are supported by a detailed Landscape and Visual Impact Assessment, which provides an objective assessment of the likely impact of the development on the local landscape.

We have identified appropriate mitigation measures and our landscape strategy is informed by our work at Mercia Park. This proposed approach to landscape and ecology would see 37% of the site retained as green spaces and water features to create a mosaic of different habitat types:

- Areas of woodland planting / buffers on boundaries of the site
- Retaining and protecting existing scrub, hedgerows and trees
- Planting new species-rich native hedgerows
- Developing wetland and marginal habitats around drainage pools and swales

These measures will provide a variety of habitat types which offer a range of new homes for wildlife, and would deliver an on site biodiversity net gain of at least 10%, meaning that the development will enhance biodiversity compared to the existing position.



ILLUSTRATIVE VIEW FROM A444 SHOWING NEW ACCESS ROUNDABOUT AND DSV BUILDING, WITH PLANTING AT YEAR 1.



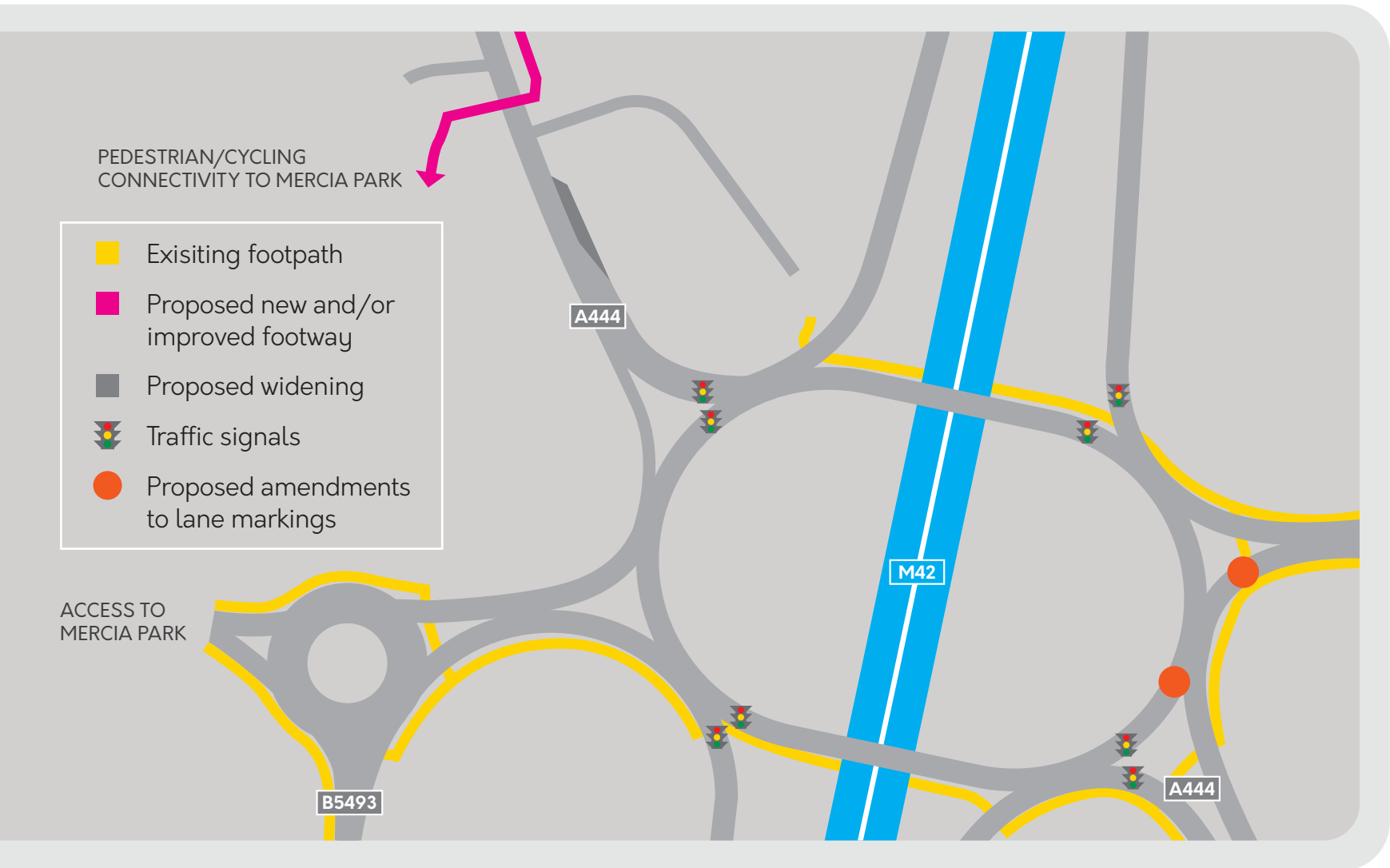
ILLUSTRATIVE VIEW FROM A42 (SOUTHBOUND), WITH PLANTING AT YEAR 1.



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

Transport



Our transport strategy will minimise impact on local roads and maximise accessibility to the site.

As part of the delivery of Mercia Park, IM Properties carried out a programme of improvement works on the road network. This included the partial signalisation and widening of the carriageway on the Junction 11 roundabout to improve capacity and reduce queuing during peak times.

These enhancements were designed following rigorous assessments and modelling to mitigate a ‘worst case’ scenario based on surveys undertaken before Mercia Park was constructed.

With the site now operational, we’ve been able to measure the ‘actual’ traffic driving to and from Mercia Park. These have revealed that the traffic flows are significantly lower than the forecasted ‘worst case’ scenario they were designed for, meaning the scheme has provided additional capacity on the network that will help to accommodate the expansion proposals.



Highways modelling

To date, the site’s highways modelling parameters have been agreed with Leicestershire County Council and National Highways. Wider strategic modelling has been undertaken which shows there are limited impacts beyond the site access and motorway junction.

More detailed modelling of the local network has revealed an existing issue regarding lane usage on Junction 11, where there is too much traffic in one lane that is causing some congestion at peak times. Amendments to the existing lane markings along with a modest extension to the two lane section on the A444N approach to Junction 11 would result in less queueing and delay than is forecast to occur without the development.

J11 white lining adjustment scheme

Rebalancing the traffic flows around the roundabout is possible by changing some of the lane markings and white lining, including moving the B5493 markings to A444/Burton/A42(N) on the Tamworth Road entry and adjusting the white lining on M42(S) slip entry for M42(S) to the nearside lane.

Sustainable transport

As part of the travel plan for Mercia Park, we have extended the No.20 bus service from Tamworth to call at the site. Last spring, the No.19A service to Burton via Swadlincote and Measham began to serve each of the units at Mercia Park.

To provide a safe connection into Mercia Park and these bus services, a new central refuge crossing will be delivered on the A444. The existing timetable provides sufficient flexibility to enable employees to get the bus to and from Mercia Park within the current/standard shift patterns.



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

Social value and community



We are committed to working with local communities and ensuring that the expansion of Mercia Park delivers direct benefits for local people that extend beyond the boundary of the site.

Our investment in the existing site to date has already generated a range of positive benefits for local communities, businesses and service providers, including more than 2,300 jobs on site, in addition to a range of education and training opportunities and funding support for local community groups via the Mercia Park Community Fund.

The expansion of Mercia Park is an important chance to build on our achievements to date and create more opportunities for local people and businesses.

Our aim is to maximise the community benefit and social value generated during construction but also through its subsequent operation, working in partnership with DSV and future tenants.

Your insights and feedback will help us develop a strategy that is tailored to local needs. We would therefore welcome your views on whether you agree with the priorities and opportunities we have identified to date.

Opportunities we have identified include:

- Continuing to work with employment agencies and local training providers to help more unemployed local people into work, including under-represented groups.
- Reviewing transport links with local providers to maintain and open-up access to employment opportunities.
- Working in collaboration with local colleges to deliver apprenticeship, training and work placements for young people, including those with special educational needs.
- Inspiring the next generation via site tours, career talks and guidance for local school and college students.
- Supporting the local economy by using sub-contractor and supplier expenditure at local businesses.
- Supporting local communities via charitable donations, sponsoring events and volunteering by employees working on the site.
- Providing more footpaths and recreational routes within new landscaped areas, whilst also hosting Council and voluntary sector health and wellbeing initiatives on-site to promote healthy lifestyles.



IM PROPERTIES' APPROACH TO SOCIAL VALUE



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

Mercia Park Community Fund



SUPPORTING THE IN THE PINK INITIATIVE AT MERCIA PARK

The £350,000 Mercia Park Community Fund has helped to fund 81 local projects.

Managed by Leicestershire and Rutland Community Foundation, the fund typically offered grants of up to £5,000 primarily to projects that strengthen communities or improve the natural environment. Independent of the planning process for the expansion of Mercia Park, we would provide a new fund of £100,000 to support projects that strengthen communities or improve the natural environment.

DELIVERING SOCIAL VALUE –
MERCIA PARK COMMUNITY FUND

- 1

Appleby Magna and Measham Scout Group
- 2

Appleby Magna Cricket Club
- 3

Appleby Village Football Club
- 4

Austrey Old School Hall Trust
- 5

Chilcote Village Hall
- 6

Coneyberry Millennium Green Trust
- 7

Donisthorpe Community Fund
- 8

Netherseal Village Hall
- 9

Newton Burgoland Wraggs Yard Charity
- 10

No Mans Heath Village Hall
- 11

Sir John Moore Primary School Fund
- 12

St Laurence Church Measham PCC
- 13

Supporting Confidence Through Exercise
- 14

The Conservation Volunteers (TCV)
- 15

The Friends of St. Mary's on the Heath
- 16

The Orchard Allotment Society
- 17

Donisthorpe and Moira Guides
- 18

3 Views News - Newsletter
- 19

Appleby Magna Allotment Society
- 20

Appleby Magna Parish Council
- 21

Clifton Campville Village Hall
- 22

Measham Community and Recreation Centre
- 23

Measham Mobility Bus
- 24

Measham Parish Council
- 25

St Charles Catholic Pre-school
- 26

1st Measham Boys Brigade
- 27

Appleby Magna Church Council
- 28

Moira Village Hall
- 29

Newton Regis, Seckington and No Man's Heath Parish Council
- 30

Norton-Juxta-Twycross Church Council
- 31

Thistles Bowls Club
- 32

St Edith of Polesworth
- 33

Oakthorpe, Donisthorpe and Acresford Parish Council
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1st Measham Girls Brigade
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Ashby Croquet Club at Moira Miners Welfare
- 36

Barberama Chorus
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Friends of Shuttington
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Heather Guides, Brownies and Rainbows
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Measham Baptist Church
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Netherseal Parish Council
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Sue Young Cancer Support in Leicester and Rutland
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West Leicestershire Community First Responders (Measham CRF)
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Falcon Support Services
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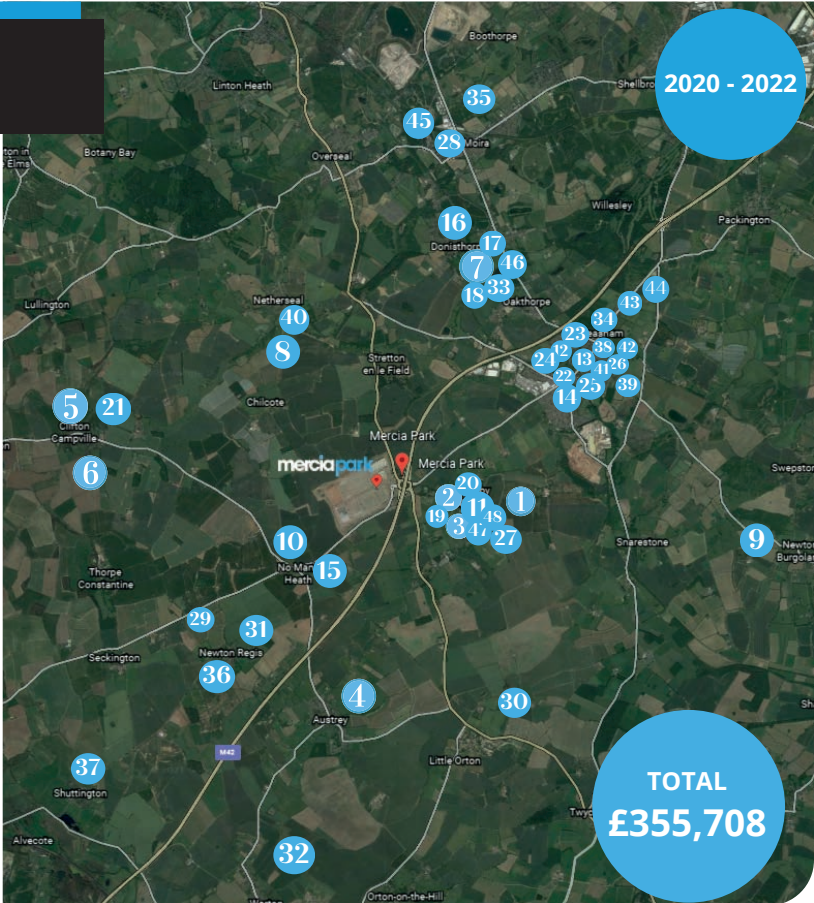
Measham and District Youth Club
- 45

Moira Replan
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St Johns Church
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St Peter's Church Hall
- 48

Sir John Moore's School and Exhibition Foundation



81 PROJECTS FUNDED

ACROSS

48 COMMUNITY ORGANISATIONS



MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

DSV



DSV

DSV is a global freight and logistics company currently present in over 80 countries and with over 75,000 employees. The company was founded in 1976 and is headquartered in Copenhagen, Denmark.

Following the launch of DSV's first building at Mercia Park in 2021, continued growth means that the business now requires additional space to meet the needs of its customers.

Mercia Park's location provides the company with important direct access to the strategic road network and it has proven to be an excellent base and environment to recruit and retain a talented workforce.

DSV originally operated at Mercia Park from a purpose-built warehouse and cross-dock terminal facility, alongside a 36,000 sq ft office. However, in 2023 it expanded into Unit 5 and now supports nearly 400 jobs at Mercia Park, occupying c.800,000 sq ft.

The site now represents DSV's Midlands regional hub and the office supports certain national functions, housing all of DSV's multimodal services: Air and Sea, Road and Solutions.

DSV has an immediate need for significant additional space to accommodate growth in its Solutions division, which will further strengthen Mercia Park as its central flagship location and create a campus environment.

The proposed new building – which would be around 600,000 sq ft – would be developed to meet the requirements for high levels of productivity and sustainable and low carbon operations. The expansion would generate circa 420 new jobs.

This would serve customers across the retail, wholesale and e-commerce sectors.

The business across its global operations is continuing to invest in systems to meet the needs of customers, which is also realising new skills, training and recruitment opportunities.

DSV is also a key partner to IM Properties' Mercia Park Employment & Skills Partnership, which has delivered tangible outcomes to beneficiaries in the construction phase, and in operation.



im
PROPERTIES

MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

About IM Properties



IM Properties, as part of the IM Group, is one of the UK's largest privately-owned companies and a significant investor in the Midlands.

Working with communities, local authorities and household-name businesses, we have a strong track record of bringing forward high-quality developments across the region.

We invest in places as well as sites. We are committed to high-quality design, sustainability and delivering social value beyond the boundaries of our sites. We will apply this same approach to our proposals for the expansion of Mercia Park.

Our sustainable vision

As one of the UK's largest privately owned property companies, we have a significant role to play in helping to decarbonise our economy and create a cleaner, greener, more responsible future, which is why we have worked hard to develop a new sustainability strategy.

We've pledged that, over the next decade and beyond – with objectives set for 2030 in line with the UN Sustainable Development Goals – sustainability will be at the heart of our work. Calling on our experience, financial strength and strategic decision-making, we aim to deliver better value, build stronger relationships with our stakeholders, and crucially leave a beneficial legacy in the communities where we work.

Our long-term sustainability strategy is based around a key purpose: to create a sustainable future together, and our vision: to be innovative in creating sustainable developments, fit for the future.

Our track record

We seek to deliver a positive legacy through our development and investment in local communities.

Peddimore

Peddimore is a new employment park being delivered by IM Properties in partnership with Birmingham City Council. The site is designed to attract national and international manufacturing and logistics businesses and, when fully operational, will create around 6,500 jobs.

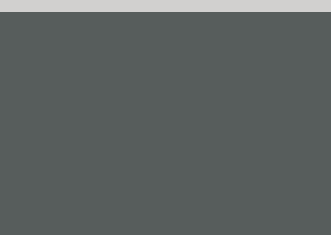
A key focus of IM Properties' work at Peddimore is a major social value programme to provide opportunities for individuals and communities in Birmingham and the Royal Town of Sutton Coldfield.

Blythe Valley Park

Located near Solihull, Blythe Valley Park is creating one of the Midlands' most ambitious new sustainable, mixed-use communities. This established master planned site is home to world class occupiers and set in a stunning 122 acre country park.

Birch Coppice

IM Properties has transformed Birch Coppice over 20 years from a disused colliery employing 1,500 people into a thriving business environment with over 6,500 jobs, having invested £350 million over three phases.



Appendix G: Website homepage



Indicative image of new DSV building



IM Properties is bringing forward proposals to expand Mercia Park on land to the north of Junction 11 of the A/M42 in North West Leicestershire.

The business is developing proposals for the expansion on land to the east of Mercia Park, having successfully completed the ground-breaking development which is now home to JLR's Global Logistics Centre (Unipart) and a flagship facility for global transport and logistics company DSV.

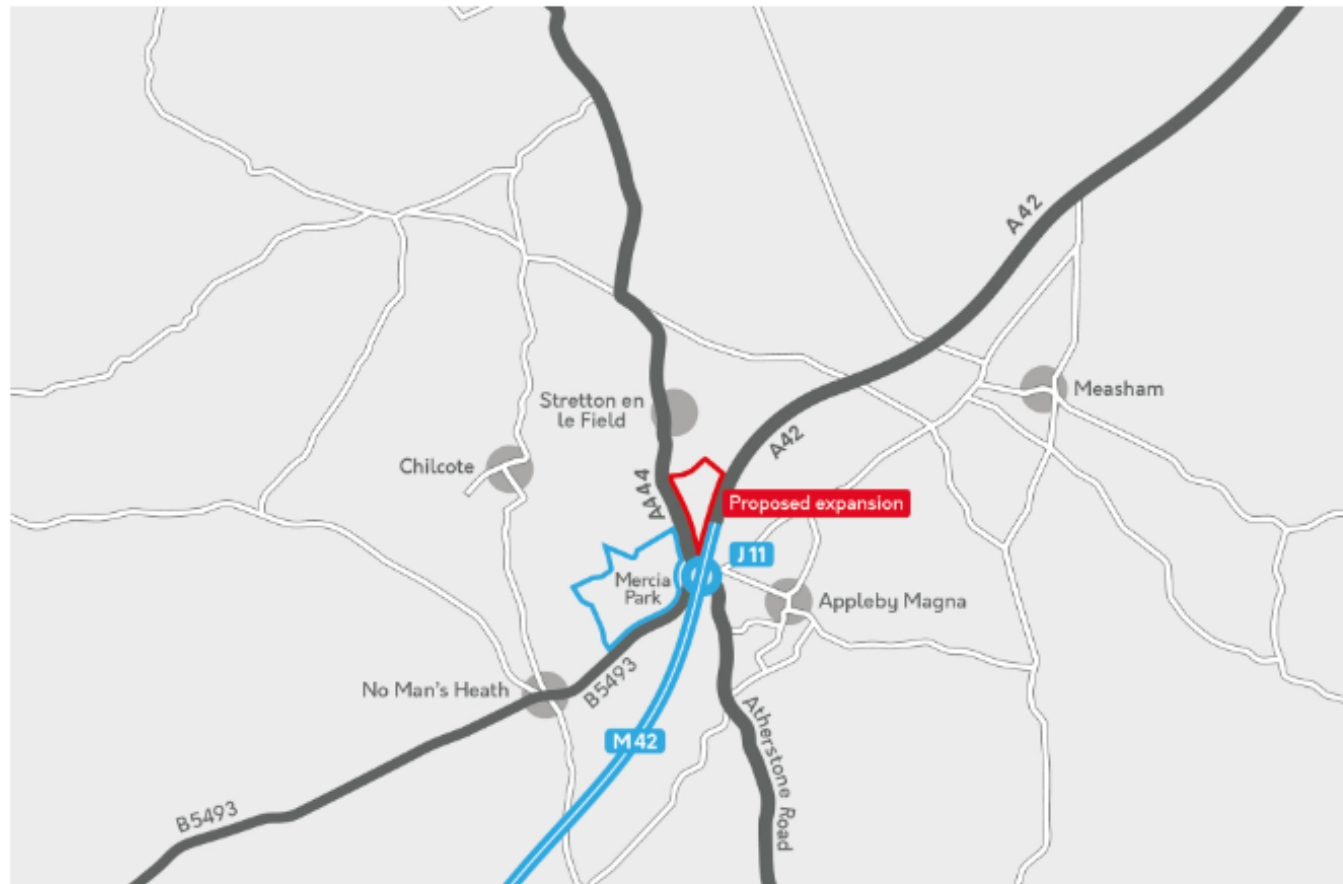
The proposed expansion will enable DSV to build on its success operating in this location with a new circa 600,000 sq ft building.


Contact us

You can [get in touch with us here](#).

DSV's proposed expansion would create 420 new jobs and follows its continued growth at Mercia Park. The business, which is headquartered in Denmark, currently employs nearly 400 people at its state-of-the-art UK flagship facility serving major brands across the retail, wholesale and ecommerce sectors.

North West Leicestershire District Council's draft Local Plan has proposed the land to the north of Junction 11, M42 as a potential allocation for strategic distribution, recognising that new development at this site could capitalise on the profile and infrastructure at Mercia Park.



 Click image to enlarge

Consulting local people

We want to hear about your aspirations for the local area so we can factor in local input and feedback into our plans, as well as answer any questions and respond to concerns.

While we draw on our own comprehensive experience and the specialist insight of our professional team, we know we can achieve a better outcome by working with local communities.

We will shortly be sharing more details about our proposals for the Mercia Park expansion – please join us at one of our consultation events we are hosting at the following dates and times:

- **Wednesday 26 June 2024, 4.00pm–8.00pm, Measham Leisure Centre, 22 High St, Measham, Swadlincote DE12 7HR**
- **Saturday 29 June 2024, 10.00am–2.00pm, Sir John Moore Primary School, Appleby Magna, Top Street, Appleby Magna DE12 7AH**

Appendix H: Feedback form

Data Privacy Notice

Camargue Group Limited (“we” or “us”) is committed to ensuring the privacy of your personal information. In this notice we explain how we hold, process and retain your personal data.

How we use your personal data

We may process information that you provide to us. This data may include the following:

- Your name;
- Your address;
- Your telephone number;
- Your email address;
- Your employer or any group on whose behalf you are authorised to respond;
- Your feedback in response to IM Properties’ Mercia Park expansion (Consultation);

We will use your personal data for the following purposes:

- To record accurately and analyse any questions you raise during the Consultation or feedback you have provided in response to the Consultation.
- To report on our consultation, detailing what issues have been raised and how we have responded to that feedback (please note that the information contained in the consultation report will be aggregated and will not identify specific individuals).
- To personalise communications with individuals we are required to contact as part of future consultation or communications

The legal basis for processing this data is that it is necessary for our legitimate interest, namely for the purpose of ensuring the consultation process, analysis and reporting are accurate and comprehensive.

In addition to the specific purposes for which we may process your personal data set out above, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject.

Providing your personal data to others

We may provide your personal data to the following recipients:

- IM Properties on whose behalf we are collecting your feedback in order to analyse and report on the responses received.
- Third party service providers and professional advisors who provide services to IM Properties in connection with the Consultation
- The Planning Inspectorate (or any successor body), the examination Inspector, the Government and/or any relevant local planning authority or council.

- Our insurers/ professional advisers. We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining and maintaining insurance cover, managing risks, obtaining professional advice and managing legal disputes.

Retaining and deleting personal data

Personal data that we process for any purpose shall not be kept for longer than is necessary for that purpose.

Unless we contact you and obtain your consent for us to retain your personal data for a longer period, we will delete your personal data as soon as practicable following the outcome of the planning application relating to the Consultation or any appeal of such decision.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject.

Your rights

The rights you have in relation to your personal information under data protection law are:

- The right to access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to object to processing;
- The right to data portability; and
- The right to complain to a supervisory authority.

You may exercise any of your rights in relation to your personal data by writing to us using the details below.

Our details

We are registered in England and Wales under registration number 3954008, and our registered office is at Eagle Tower, Montpellier Drive, Cheltenham GL50 1TA.

You can contact us:

- by post, using the postal address given above;
- using our website contact form, when it is available;
- by telephone, using the number: 03308 384 199
- by email, using the email address: info@merciaparkconstruction.co.uk

MERCIA PARK

Proposed expansion on land to north of Junction 11 A/M42

Feedback form

HAVE YOUR SAY

We would like to hear your views on our proposals for a new high-quality expansion of Mercia Park.

We would welcome any feedback you have about our proposals and would be grateful if you could take a few minutes of your time to fill in the following details.

The latest project information and consultation materials can be viewed on our website: expansion.merciapark.co.uk

The deadline for receiving feedback is Sunday 28 July 2024. Any feedback received after this may not be considered.

Please fill in this form and put it in the feedback box at one of our events or send it to: IM Properties, c/o Camargue, 11 Waterloo Street, Birmingham B2 5TB. Alternatively, you can email it to info@merciaparkconstruction.co.uk or submit feedback online at expansion.merciapark.co.uk

ABOUT YOU (PLEASE PRINT)

Title: Mr / Mrs / Ms / Other

Name:

Organisation (if applicable):

Address (including postcode):

Telephone number (optional):

Email address (optional):

Please see the back page of this form for our data privacy notice.

YOUR VIEWS

Q1: I HAVE FOUND THIS EXHIBITION:

- ☐ Very informative
- ☐ Quite informative
- ☐ Not very informative
- ☐ Not sure/Don’t know
- ☐ I didn’t attend but would like to submit a form

Q2: PLEASE TICK ONE BOX THAT MOST ACCURATELY REFLECTS YOUR VIEWS:

- ☐ I/We fully support the proposals for the expansion of Mercia Park
- ☐ I/We broadly support the proposals for the expansion of Mercia Park
- ☐ I/We do not support the proposals for the expansion of Mercia Park
- ☐ I/We are undecided about the proposals for the expansion of Mercia Park

PLEASE PLACE THIS FEEDBACK FORM IN THE BALLOT BOX PROVIDED, OR ALTERNATIVELY:



Post this form to:
IM Properties, c/o Camargue,
11 Waterloo Street, Birmingham B2 5TB



Email your comments to:
info@merciaparkconstruction.co.uk



You can also leave feedback online at:
expansion.merciapark.co.uk



Q3: PLEASE TELL US WHAT YOU THINK ABOUT OUR PROPOSALS:

Q4: DO YOU HAVE ANY COMMENTS ON ANY SPECIFIC ASPECTS OF OUR PLANS, E.G. RELATING TO DESIGN, LANDSCAPING, TRAFFIC, LOCAL EMPLOYMENT, TRAINING AND SKILLS OR ANY OTHER ISSUE?

Q5: IM PROPERTIES IS EXPLORING OPPORTUNITIES TO MAXIMISE COMMUNITY BENEFIT AND SOCIAL VALUE GENERATED FROM THE PROPOSALS. ARE THERE ANY PARTICULAR LOCAL INITIATIVES OR PROJECTS YOU WOULD LIKE TO SEE SUPPORTED?

Q6: ARE THERE ANY OTHER COMMENTS YOU WOULD LIKE TO MAKE?