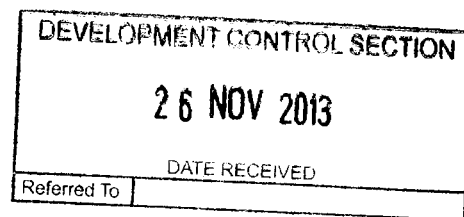


**PLANNING AND ECONOMIC CASE REPORT
FOR THE RE-PLANNING OF THE FORMER KIMBERLY CLARK
FACTORY, BARTON UPON HUMBER**

PREPARED BY JOHNSON BROOK

ON BEHALF OF

WREN KITCHENS



11TH NOVEMBER 2013

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1.0 Introduction

- 1.1 Johnson Brook have been commissioned by Wren Kitchens to act as planning advisors in relation to their proposed development of the former Kimberly Clark factory in Barton upon Humber.
- 1.2 Wren Kitchens acquired the former Kimberly Clark factory in late August 2013. The Kimberly Clark factory closed in March 2013 with the loss of 572 jobs, as part of a European restructuring programme which included the decision to discontinue manufacturing certain of their product lines in Europe.
- 1.3 The former Kimberly Clark factory will be transformed into Wren Kitchen's new headquarters. Wren Kitchens was established in 2009 in the East Riding of Yorkshire and is a rapidly expanding business currently employing 1,450 people in the UK of which 750 are in the Humber region. The Wren Kitchens operation is part of the West Retail Group who employ a total of 1,700 people of which 1,000 are in the Humber sub region. Wren Kitchens are committed to the further expansion of their manufacturing, distribution and retail operation in the UK. Wren already have a large factory at Scunthorpe and a distribution and office complex at Howden. Wren currently have some 40 retail showrooms, with a further four planned to open this year. The plan is to expand the number of retail outlets and to open at least 70 more in the short term. The rate at which new showrooms can be opened will drive the manufacturing, distribution and office job growth. Wren have recently expanded their product lines to include bedroom, dining and lounge furniture.
- 1.4 In summary, the proposals for which planning permission is sought, are for:
- Additional loading bays
 - Relocation of staff car parking from one single relatively remote location to two car parks closer to the buildings
 - New 2.5m security fencing around the existing perimeter of the site
 - A new access to the industrial complex off Barrow Road
- 1.5 The application documents required for this planning application have been discussed and agreed with North Lincolnshire Council. These are:
- Location Plan (APSS)
 - Existing Site Layout (APSS)
 - Site Masterplan (DGL Associates Limited)
 - Access Plans (Sanderson Associates)
 - Topographical Survey (Survey Operations)
 - Flood Risk & Drainage Statement (Paul Waite Associates)
 - Details of External Changes (APSS)

- Proposed Landscaping Plan Boundary Treatment (Golby and Luck Landscape Architects)
- Planning and Economic Case Report (Johnson Brook)
- Transport Assessment (Sanderson Associates)
- Travel Plan (Sanderson Associates)

1.6 This report makes the strong planning and economic case for the modification of the existing industrial complex to meet Wren Kitchen's specific requirements and expansion plans.

2.0 Site Location and Description

- 2.1 The application site is located to the east of the town of Barton upon Humber on the south bank of the Humber estuary in North Lincolnshire. It is located close to the southern end of the Humber Bridge and the site access is situated approximately 2km from the town centre and approximately 2km from the railway station. The town has a good range of local amenities and facilities including shops, banks, doctors, dentists, a park, museum, swimming pool, sports hall and primary and secondary schools. A location plan is included at appendix 1 of this report.
- 2.2 The Humber Bridge provides links to the city of Hull, the M62 and the M180. Existing vehicular access to the application site is off Falkland Way. Barton upon Humber has regular bus and rail services. There are a number of bus stops on Barrow Road providing links to the town centre, Grimsby, Scunthorpe, Goole, Immingham and other local settlements.
- 2.3 The adjacent land uses are open land to the east and north. To the south on Barrow Road is Barton School for pupils with autistic spectrum conditions. To the west, across Falkland Way, new residential development is under construction which is being built by Keigar Homes.
- 2.4 The Kimberley Clark facility is a purpose built bespoke manufacturing centre originally constructed in 1992 providing manufacturing, storage, office and amenity facilities over a gross internal area of 69,426 sq. m. The buildings are set within extensive secured grounds, including adjacent arable land, giving a total site area of 72 hectares.
- 2.5 The buildings are constructed primarily with portal steel frames and lattice roof beams over a ground bearing concrete floor slab with steel roof trusses and galvanised purlins. The main entrance to the building has a feature glazed atrium roof and asphalt covered flat roofs to the peripheral reception and office areas. The external elevations comprise of a combination of PVC and PVF2 coated site assembled profiled metal sheet cladding panels, with full height double glazed curtain walling provided to the office areas at ground floor level and staff amenity at first floor level.
- 2.6 The site includes the main manufacturing facility with extensive grounds and further areas of arable land to the east. A large car park for 400 cars is currently located to the west of the buildings. There is extensive soft landscaping across the site including two 'lakes', located within the curtilage of the site. The largest of these is designed to accept surface water runoff. The small lake is the prime water source for the fire protection system. Concrete access roads and service yard areas are provided across the site. There are additional outbuildings including plant rooms, engineering workshops, gate houses and sprinkler pump houses.

3.0 Planning History

- 3.1 There have been a number of planning applications on the site since the composite initial permission was granted in 1992. The most significant permissions are summarised below.
- 3.2 The full planning permission to erect a production facility for consumer packaged goods to comprise production areas, offices, warehouse and ancillary facilities (reference 7/838/91) was granted to Kimberly Clark in March 1992 by Glanford Borough Council. The main site was developed in 1992 with a number of extensions, additional buildings and alterations since then.
- 3.3 Planning permission to change the use of the buildings from B2 (General Industry) to use Classes B1 and/or B2 and/or B8 was granted in August 2013 (reference PA/2013/0252).
- 3.4 Planning permission to remove condition 2 on application reference 7/838/1991 (dated 05.03.1992) was granted on 22nd May 2013 (reference PA/2013/0255). Condition 2 of the permission stated that 'Except for the construction of the proposed road referred to in Condition 7 below, this permission shall not be exercised by or on behalf of any person, company, body or authority except the applicants, Kimberly-Clark Limited'.
- 3.5 The granting of these two permissions in 2013 provided more flexibility in the use of the premises and enabled Kimberly Clark to sell the site to another operator.

4.0 Planning Policy Context

4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states "if regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the development plan unless material considerations indicate otherwise."

4.2 The development plan for this application is the North Lincolnshire Local Plan (adopted May 2003) and the North Lincolnshire Core Strategy DPD (adopted June 2011).

North Lincolnshire Local Plan (adopted May 2003)

4.3 Barton upon Humber is on inset map 61 which shows that the existing factory is within the development limits of the settlement. The following saved policies are relevant to this planning application:

Policy IN3 – Industrial and Commercial Development in the Urban Area, Principal Growth

Settlements, South Humber Bank Area (including North Killingholme Airfield) and

Humberside International Airport

4.4 Proposals for B1, B2 and B8 industrial and commercial development, including extensions to buildings, limited infilling between buildings, redevelopment of existing sites and conversion of buildings in the Scunthorpe and Bottesford Urban Area, the principal growth settlements of Barton upon Humber and Brigg, the South Humber Bank Area (including North Killingholme Airfield) and the Humberside International Airport will be permitted provided that:

i) the development should respect its position and setting within the landscape and be compatible with existing and proposed surrounding uses, in particular adjoining residential areas. Landscaped buffer zones shall be provided to separate uses where appropriate. Consideration will be given to the use of other measures such as sound insulation, pollution control and restricted hours of working to minimise potential amenity problems, with the use of conditions and legally binding agreements as necessary; and

ii) sites should be planned and laid out on a comprehensive basis. Particular attention should be paid to the layout, density, design, height and materials of the development. These should be in keeping and compatible with the layout of any existing nearby or adjacent development; and

iii) outside storage areas which are open to public view from beyond the site should be screened. Open storage and handling of loose materials and refuse will not be permitted. Enclosed roofed storage areas will be required to store such materials; and

- iv) provision should be made within the curtilage of each industrial site for loading, off-loading and vehicle turning facilities; and
- v) comprehensive landscaping schemes, including suitable boundary treatment, should be submitted as part of a detailed planning application and be treated as an integral part of the development.

4.5 Chapter 17 looks at development standards and provides guidance on the general requirements that will be considered in planning applications.

DS1: General Requirements

4.6 A high standard of design is expected in all developments in both built-up areas and the countryside and proposals for poorly designed development will be refused. All proposals will be considered against the criteria set out below:

Quality of Design

- i) The design and external appearance of the proposal should reflect or enhance the character, appearance and setting of the immediate area; and
- ii) the design and layout should respect and where possible retain and/or enhance the existing landform of the site.

Amenity

- iii) No unacceptable loss of amenity to neighbouring land uses should result in terms of noise, smell, fumes, dust or other nuisance, or through the effects of overlooking or overshadowing; and;
- iv) amenity open space in the area should be retained, wherever possible; and
- v) no pollution of water, air or land should result which poses a danger or creates detrimental environmental conditions.

Where appropriate, conditions will be imposed requiring the provision of landscaping to enhance new development.

Utilities and Services

- xii) There should be no reliance on public finances being available to provide infrastructure and services; and

xiii) suitable on-site drainage should be provided and where there are off-site drainage problems the developer will be expected to overcome them.

Supplementary Planning Guidance 2 – Industrial Development (adopted May 2003)

- 4.7 This SPG is mainly aimed at new industrial developments; however it provides useful guidelines when considering the sites redevelopment. It is of importance to the Council that the living and working environment should be of a high quality. The SPG states that it is essential that proper consideration is given to the development of industrial estates in respect of matters such as site layout, servicing and parking, landscaping and building design.
- 4.8 With respect to vehicular access and parking provision the guidance sets out that loading bays should be designed as an integral part of the building, and parking provision should be adequate for the nature and intensity of the use.
- 4.9 With respect to landscaping, fencing and screening, the guidance states that continuing emphasis will be placed on the need to secure estates, which are visually pleasing. Attractive landscaping within and around industrial estates enhances their appearance and where appropriate the authority may request that applications are supported by a scheme for landscaping the site.

North Lincolnshire Core Strategy (adopted June 2011)

- 4.10 The adopted Core Strategy provides strategic spatial policies for North Lincolnshire. Set out below are extracts from the relevant policies to this planning application.
- 4.11 Spatial Objective 4: Creating Greater Economic Success – To create a strong, competitive and diverse economy by encouraging business growth and employment opportunities supported by the delivery of strategic employment sites and improvement of the range and level of skills by developing a higher education sector.
- 4.12 CS1: Spatial Strategy for North Lincolnshire – Includes support for the market town of Barton upon Humber as a thriving place to live, work and visit. The retention of existing local employment sites will be supported and where appropriate additional land will be allocated.
- 4.13 Chapter 4 Delivering Greater Economic Success in North Lincolnshire states that the Core Strategy will provide support for the long term success of existing and new businesses in the area to help encourage job creation and the diversification of the employment base.
- 4.14 CS5: Delivering Quality Design in North Lincolnshire states that all development should be well designed and appropriate for their context. A number of criteria are set out which developments should aim to achieve including:

- Create safe and secure environments, which reduce the opportunities for crime and increase the sense of security for local residents through the use of Secured by Design guidance.
- Provide flexibility in that new and existing buildings and spaces are able to respond to future social, technological, environmental and economic needs.
- Be easily accessible.
- Incorporate appropriate landscaping and planting.

National Planning Policy Framework (adopted March 2012)

- 4.15 The Framework provides the national planning policy guidance for all planning applications. Those sections of particular relevance to this planning application are set out below.
- 4.16 Paragraph 14 states that at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. For decision-taking this means:
- approving development proposals that accord with the development plan without delay; and
 - where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.
- 4.17 Paragraph 7 states that there are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles. For the economic role this means contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.
- 4.18 At paragraph 17 there are 12 Core Planning Principles; one of which is that planning should:
- proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth. Plans should take account of market signals, such as land prices and housing affordability, and set out a clear strategy for allocating sufficient land which is suitable for development in their area, taking account of the needs of the residential and business communities.

- 4.19 Section 1 of the Framework is 'Building a Strong and Competitive Economy'.
- 4.20 Paragraph 18 states that the Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths, and to meeting the twin challenges of global competition and of a low carbon future.
- 4.21 Paragraph 19 states that the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.
- 4.22 Paragraph 20 states that to help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century.
- 4.23 Paragraph 21 states that investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including a poor environment or any lack of infrastructure, services or housing. In drawing up Local Plans, local planning authorities should:
- set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth;
 - set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
 - support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances;
 - plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries;
 - identify priority areas for economic regeneration, infrastructure provision and environmental enhancement; and
 - facilitate flexible working practices such as the integration of residential and commercial uses within the same unit.

5.0 Economic Case

- 5.1 The closure of the Kimberly Clark factory in August resulted in the loss of 572 jobs and this was potentially a severe blow to the local economy and the income derived and consequent spend within the local area. The purchase of the site by Wren and their current and future plans will result in a high level of job creation/recovery thereby avoiding many of the potential negative impacts on the local economy of the Kimberly Clark closure.
- 5.2 Wren's proposed use of the complex will cover the full employment use range of B1 (office), B2 (manufacturing) and B8 (distribution) for which a change of use permission was granted earlier this year. From early October the distribution centre will be established and will receive incoming furniture goods from the Far East with subsequent distribution to Wren's retail outlets commencing later this month. Wren will also relocate a number of head office staff from Howden to Barton with a view to relocating the head office function at Barton. The company intend to establish a manufacturing facility in the southern half of the Barton complex and the introduction of this has been brought forward in the development programme with an expected start on manufacturing within approximately 12 months. The nature of the furniture range to be manufactured on the Barton site has yet to be determined in detail but it will lead to an expansion of Wren's range and retail offer through its widening showroom network.
- 5.3 The recruitment of local labour is well underway. A total of 38 new warehouse staff have been employed and 8 experienced warehouse staff have been relocated to Barton from elsewhere within the group, with their jobs replaced at their original locations. Consequently to date a total of 46 new warehouse staff have been employed at Barton. A total of 50 new jobs in the customer services operation will have been filled by the end of this month. In addition 3 new accounts/admin posts have been filled bringing the total job creation to date to just short of 100. This level of new local job creation has been achieved within a three month period from acquisition of the premises which is exactly half the anticipated time to reach this job creation target. On the 16th December 96 existing head office staff will be moving to work at the Barton premises. Consequently by the end of 2013 a total of 195 staff will be operating from the Barton site.
- 5.4 As outlined in the introduction to this report Wren plan to advance their programme for introducing manufacturing onto this site. The early grant of planning permission will facilitate this process. Subsequent to the grant of planning permission Wren will commence demolition of certain internal walls, old plant rooms and offices in order to create a large manufacturing hall. Once this is achieved the company will relocate bedroom furniture manufacture and distribution to Barton from the Scunthorpe factory. This will enable the introduction of new manufacturing lines in Scunthorpe to fit with the strategy of re-locating more manufacturing from the Far East and Europe to the UK. At present the Scunthorpe factory is full and therefore the early and full preparation of the Barton complex is key to the achievement of this

corporate growth and re-location strategy. The plan for introducing manufacturing at Barton will lead to the early realisation of at least a further 100 jobs in 2015 as well as a similar number of new jobs at Scunthorpe and Howden. Further build and expansion is likely to follow in the medium term bringing the job total at Barton to around 500.

- 5.5 Further jobs are being created in the construction/re-fitting phases of the project and wherever possible contracts are being awarded to local companies. Full time employment in the Wren complex will lead to a multiplier effect in the local economy through the use of local service companies and the additional support provided for local shops and services via local household expenditure where one or more household members become employed in the Wren complex. We recognise that much of this multiplier effect will be a replacement of expenditure lost as a result of the redundancies at Kimberly Clark. It is important to stress in this context that Wren only employ full time staff, they do not recruit agency staff and there are no zero hours contracts. This approach to recruitment strengthens the local job multiplier effect.
- 5.6 Under a separate planning application Wren will seek permission for the development of the surplus land to the east. The company will encourage service and supply companies to locate alongside wherever this is to the advantage of both parties.
- 5.7 The Wren acquisition of the Barton complex and the early plans for the development, occupation and operation of the site is a major economic boost to the locality and the North Lincolnshire District. This major investment programme is expensive and is being entirely funded by the company without any government or local authority support.

6.0 Planning Case

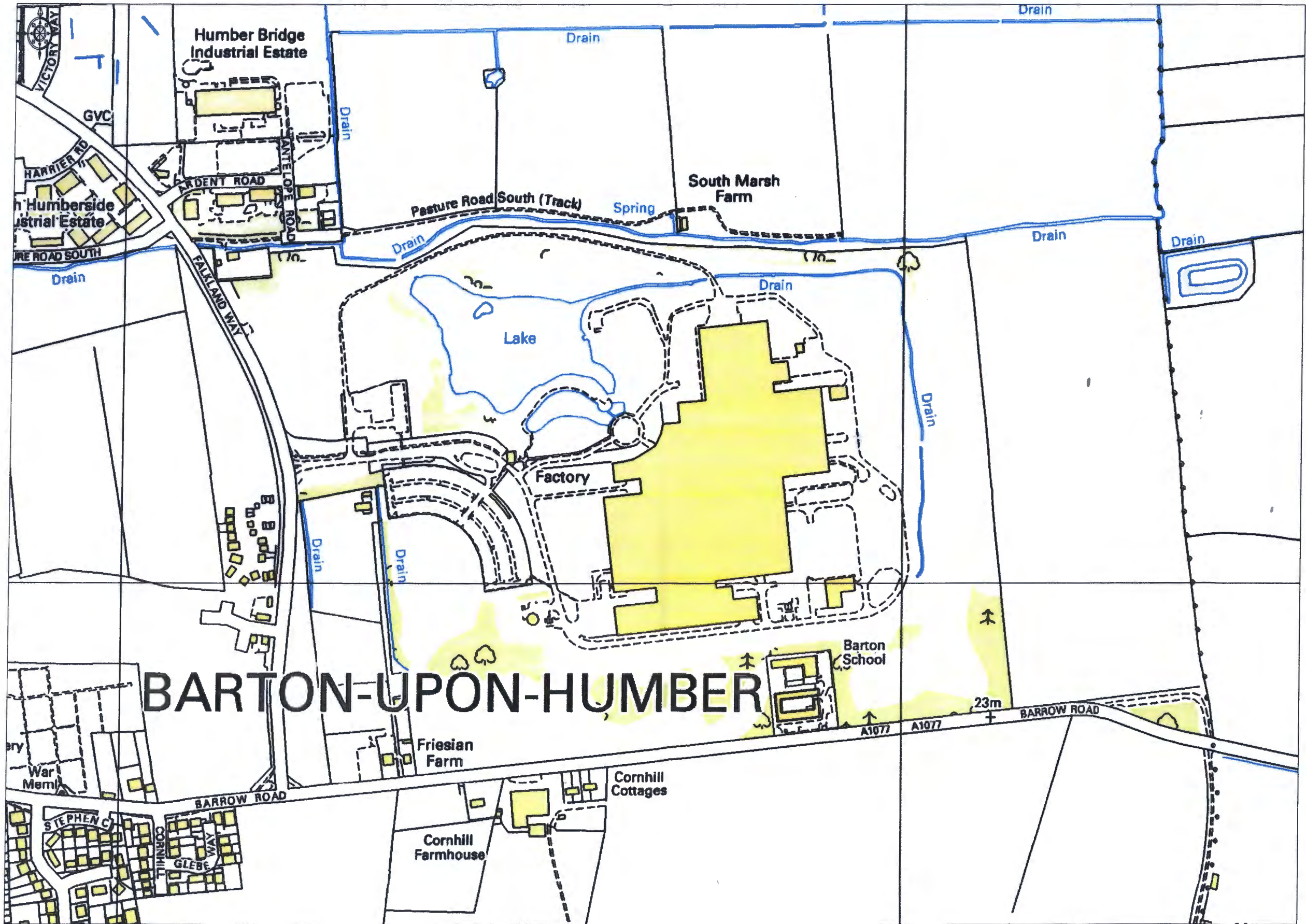
- 6.1 The redevelopment of this existing site for its use by another business fits well with national and local planning policy. The National Planning Policy Framework aims to achieve economic growth and the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Significant weight is to be placed on the need to support economic growth and the planning system should not act as an impediment to growth.
- 6.2 The re-organisation and adaptation of the site for Wren Kitchens will support job creation and a number of economic benefits as outlined in section 5 of this report. These proposals will in the short term (2 to 3 years) create additional jobs which will help to make up for the loss of employment at the former Kimberly Clark operation. In the medium term further expansion is planned which will involve the surplus land to the east of the existing building complex.
- 6.3 The proposals for this site align with the Core Strategy policies particularly in relation to delivering sustainable development. The site is brownfield and is within the development limits of the market town of Barton upon Humber, with good access to the town centre and other towns in North Lincolnshire. Barton upon Humber is in the second tier of the settlement hierarchy, and the scale of this proposal is considered wholly appropriate for this location. One of the objectives of the Core Strategy is to create greater economic success, and to support existing employment sites.
- 6.4 Policy IN3 of the North Lincolnshire Local Plan regarding the redevelopment of existing sites in the principal growth settlement of Barton upon Humber has been considered in the preparation of these proposals. The development is compatible with the surrounding uses. A landscaping scheme is included with this planning application. It is considered that all the provisions of this policy have been satisfied.
- 6.5 In relation to the specific proposals, these are essential for the operational requirements of Wren Kitchens
- The new loading docks are necessary for business expansion and to service the growth in retail outlets planned in the short term.
 - Relocation of car park to create two new car parks, one for 500 cars to the north and one for 300 cars to the south east of the industrial buildings. The proposed car parks are closer to existing manufacturing and office buildings which will increase security and improve working conditions for the employees.
 - The electrified security fence is necessary to maintain/enhance security of the site.

- The relocation of the access to the industrial complex will provide for an improved site circulation system, ensure that a link can be provided into the industrial expansion land to the east and enable a future mixed use development scheme to make the best use of surplus land to the west.

7.0 Conclusions

- 7.1 Wren Kitchens are fully committed to their investment in the Barton project and wish to achieve rapid expansion of the business. Barton will be a main contributor to this expansion.
- 7.2 A full and experienced team of consultants have been appointed to complete the necessary plans and reports for these comprehensive application proposals. The proposals adapt the site and existing building complex to fit Wren's on-going operational requirements but at the same time make best and sustainable use of the existing buildings and site infrastructure.
- 7.3 The plans and reports demonstrate how the main adaptations requiring planning permission are sited and designed to integrate within the framework provided to the existing complex.
- 7.4 These proposals are fully compliant with national and local planning policies and they will result in a sustainable development outcome which meets the requirements of the National Planning Policy Framework. This leads to a presumption in favour of granting planning permission.
- 7.5 Finally significant economic benefits will result from the development and occupation of the buildings to the benefit of the locality and the wider economy of North Lincolnshire.

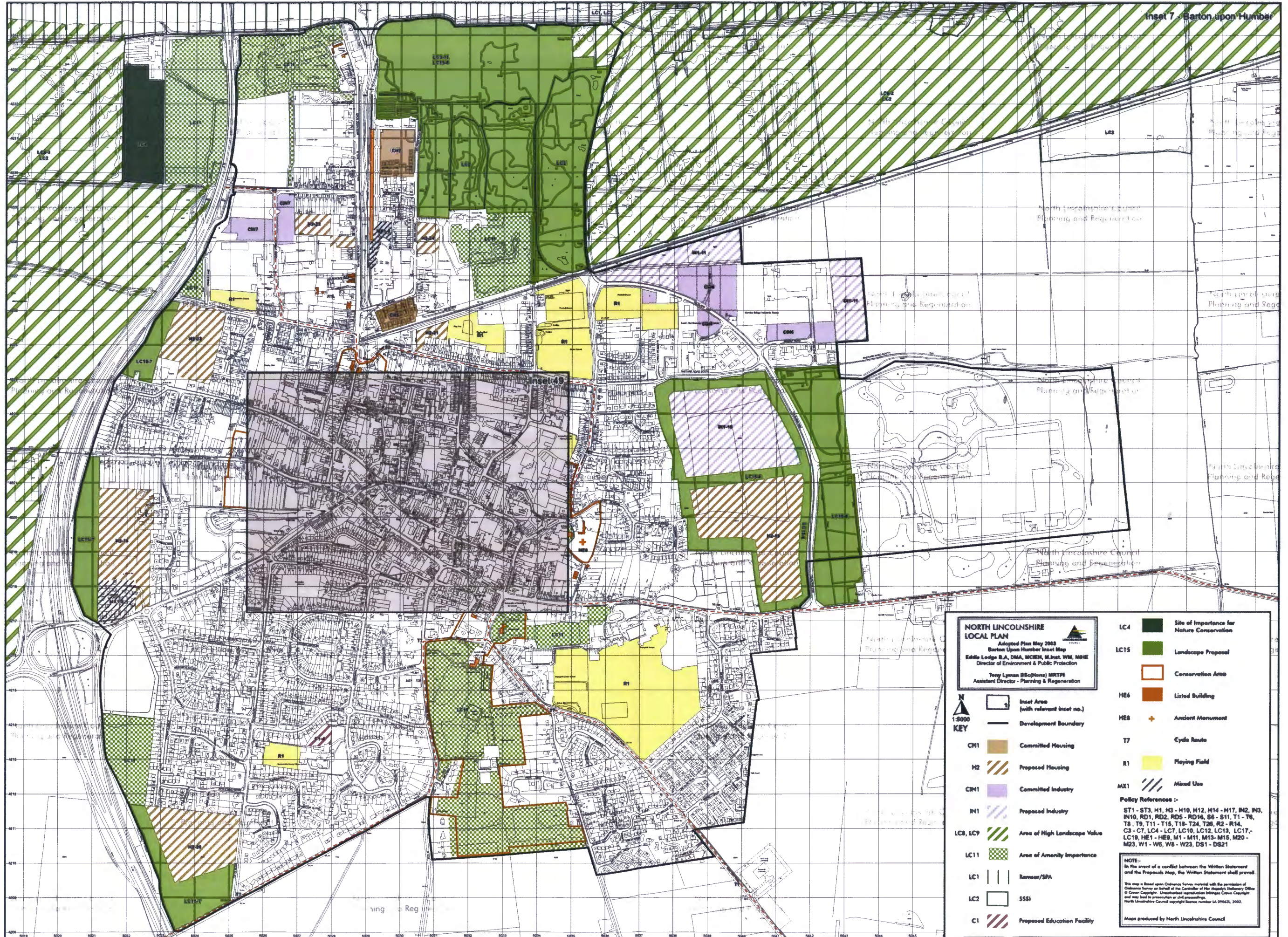
APPENDIX ONE



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APPENDIX TWO



NORTH LINCOLNSHIRE LOCAL PLAN
Adopted Plan May 2003
Barton upon Humber Inset Map
Eddie Lodge BA, DMA, MCEM, M.Lnat, WM, MINE
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Assistant Director - Planning & Regeneration

- KEY**
- 1:5000
 - Inset Area (with relevant inset no.)
 - Development Boundary
 - Committed Housing
 - Proposed Housing
 - Committed Industry
 - Proposed Industry
 - Area of High Landscape Value
 - Area of Amenity Importance
 - Ramsar/SPA
 - SSSI
 - Proposed Education Facility

- LC4 Site of Importance for Nature Conservation
 - LC15 Landscape Proposal
 - Conservation Area
 - HE6 Listed Building
 - HE8 Ancient Monument
 - T7 Cycle Route
 - R1 Playing Field
 - MX1 Mixed Use
- Policy Reference :-**
ST1 - ST3, H1, H2 - H10, H12, H14 - H17, IN2, IN3, IN10, RD1, RD2, RD5 - RD16, S6 - S11, T1 - T6, T8, T9, T11 - T15, T18- T24, T26, R2 - R14, C3 - C7, LC4 - LC7, LC10, LC12, LC13, LC17, LC19, HE1 - HE9, M1 - M11, M13- M15, M20 - M23, W1 - W6, W8 - W23, DS1 - DS21
- NOTE:-**
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