

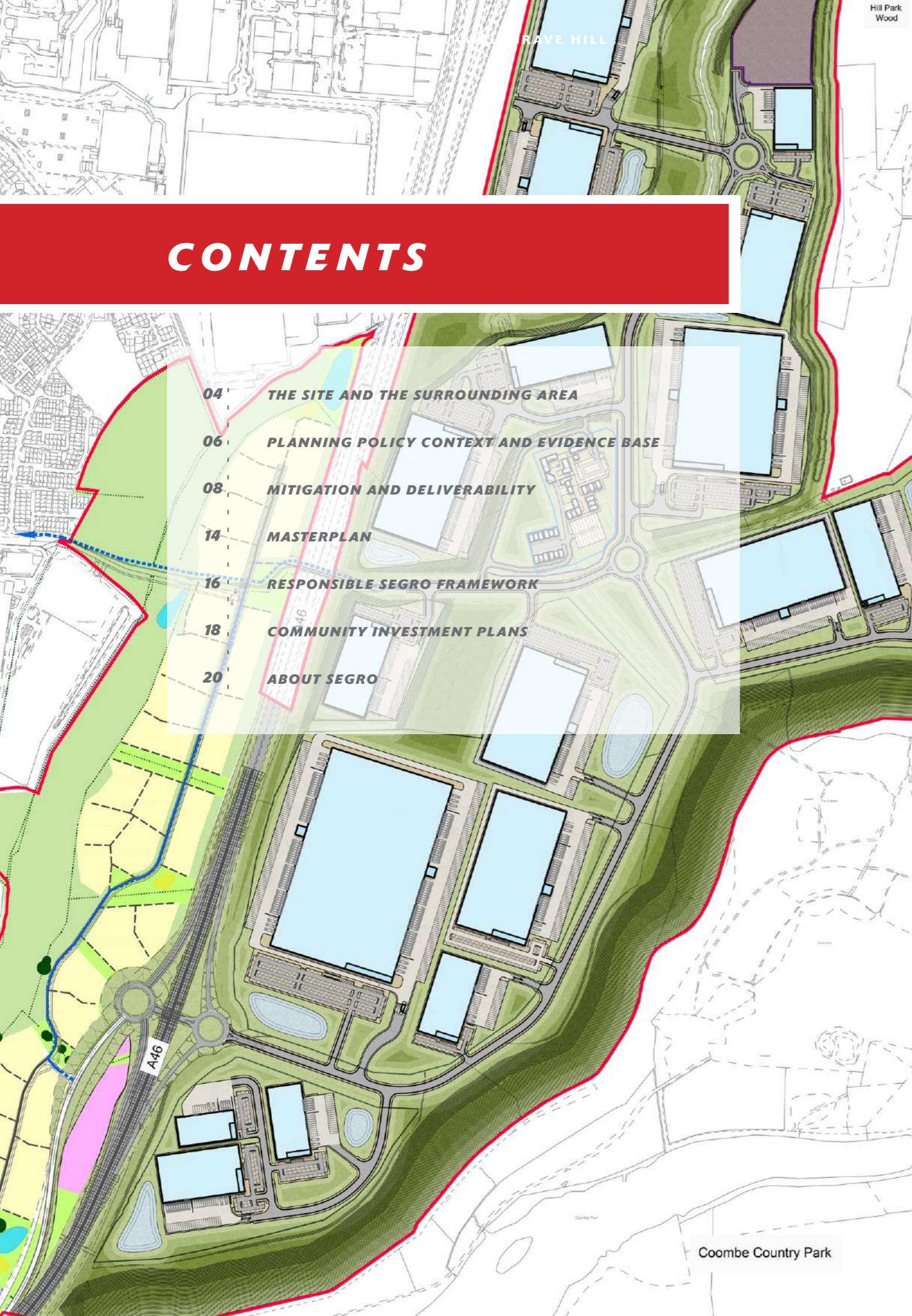
SEGRO  
**LAND AT  
WALSGRAVE HILL**

**A VISION**

ROLLS ROYCE

**SEGRO**

# CONTENTS



04	THE SITE AND THE SURROUNDING AREA
06	PLANNING POLICY CONTEXT AND EVIDENCE BASE
08	MITIGATION AND DELIVERABILITY
14	MASTERPLAN
16	RESPONSIBLE SEGRO FRAMEWORK
18	COMMUNITY INVESTMENT PLANS
20	ABOUT SEGRO

**SEGRO** is a UK Real Estate Investment Trust (REIT) and is a leading owner, manager and developer of modern warehouses and industrial property. In addition, **SEGRO** is experienced in bringing forward mixed use and residential development alongside industrial schemes.

**SEGRO** is pleased to be bringing forward the land known as Walsgrave Hill through the local plan process, to deliver a well-designed employment scheme for Rugby Borough, which provides multiple benefits and meets the needs of the local area. The scheme has been designed using a landscape led approach and benefits from the excellent connections to the strategic road network. The scheme will deliver:

## ECONOMIC

The delivery of approximately 4m sqft of high quality employment floorspace with the associated benefits and potential linkages to existing and new businesses.

## SOCIAL

A targeted package of skills/employment opportunities for existing and future residents and the ability to link with existing stakeholders and educational providers in the borough.

## ENVIRONMENTAL

The ability to provide new publicly accessible open space with associated biodiversity benefits and net gains alongside the potential to deliver the highest sustainability credentials possible with a focus on the Net-Zero Carbon agenda.



## THE SITE AND THE SURROUNDING AREA

Rugby Borough Council is preparing a new Local Plan which will confirm the spatial strategy and development requirements into the future. The Walsgrave Hill site seeks to provide employment floor space to meet the emerging needs.

Walsgrave Hill comprises 264 hectares of land and lies on the western edge of Rugby Borough. To the west is the A46 and Coventry, to the north the M6 and M69, to the east is Ansty Park and the former Rolls Royce factory (now redeveloped as Prospero Ansty Park) and to the south extensive woodland.

The Site currently comprises of agricultural fields but given the neighbouring land uses and proximity to the A46, M6 and M69, the site is considered a logical extension to the surrounding employment space.

SEGRO is also bringing forward allocated residential development on adjoining land that sits within the administrative area of Coventry City Council, however this document focuses only on land within Rugby Borough's administrative boundary.

# PLANNING POLICY CONTEXT AND EVIDENCE BASE

The Development Plan for Rugby Borough Council consists of the Rugby Local Plan 2011-2031 (adopted in June 2019).

The southern part of the site was included in an initial draft of that local plan as a residential option. It was subsequently withdrawn from the Reg 19 consultation following a review of housing provision/numbers (which were subsequently further reduced by the planning inspector following the public enquiry).

As part of the emerging Local Plan reviews being undertaken by Coventry and Rugby, a new evidence base will be created.

The Coventry & Warwickshire Housing & Economic Development Needs Assessment (HEDNA) (November 2022) forms the first part of this evidence base and looks at, *inter alia*, economic development requirements across the Coventry and Warwickshire Housing Market Area. This includes both Coventry and Rugby.

The report looks forward to both 2041 and 2050 and has reviewed non-strategic (>9,000sqm) and strategic employment requirements. The Report notes the supply constraints and sets out the following employment needs:

The report sets out some key considerations for the location of strategic employment uses, including:

- Road accessibility
- Power supply
- Labour availability
- Neighbouring activities

The report also suggests locations where strategic employment development may be suitable, including:

- Two 'corridors' that can play a greater role in providing strategic B8 development than they historically have, one of those being the 'A46 Corridor'.

Table 11.2 Employment Land Needs 2021-2041, ha

	Office	General Industrial	Sub-Total	Strategic B8
N. Warwickshire	5.3	56.1	61.4	
Nuneaton and Bedworth	2.2	45.5	47.7	
Rugby	5.2	150.5	155.7	
Stratford-on-Avon	5.2	166.1	171.3	
Warwick	11.4	56.2	67.6	
Coventry	8.5	147.6	156.1	
<b>Total</b>	<b>37.8</b>	<b>755.0</b>	<b>792.8</b>	<b>606</b>

# RUGBY CORPORATE STRATEGY

(2021 - 2024)

**The Rugby Corporate Strategy (2021-2024) seeks to shape and direct the work of the local public services in Rugby for the next three years. The Strategy is based around three outcomes:**

## OUTCOME 1: CLIMATE CHANGE

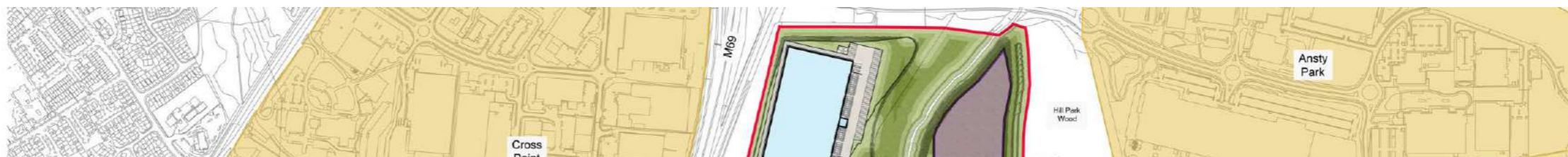
- The Council has declared a climate emergency and formed a cross party climate working group to lead on this work. We will work with residents, businesses and partners to improve the environmental sustainability of the Council and lead the borough through a green recovery and into a greener future.
- As an organisation be net zero by 2030
- Work together to further improve the Borough's connectivity and encourage greener travel
- Reduce businesses' impact on the environment
- Promote and encourage green and sustainable businesses within the Borough
- Link places together with good quality green infrastructure and improve biodiversity across the borough

## OUTCOME 2: ECONOMY

- Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. We want businesses to grow, individuals to prosper and places to thrive. We are developing an ambitious economic strategy that will define our work to help the borough recover from the economic impact of Covid-19 by investing in our businesses, by developing skills, by embracing new technology and by improving infrastructure.
- Promote the borough of Rugby as a place to do business
- Encourage and support sustainable economic growth, consistent with our social and environmental priorities
- Help businesses thrive and provide jobs for our residents
- Make sure that residents have the skills they need to meet local demand

## OUTCOME 3: HEALTH AND COMMUNITIES

- We want to ensure that Rugby Borough continues to be a good place to live, with all residents having the access to opportunities, services and the support that they need to live well
- Support residents to lead active lives, with high quality, accessible green space and recreational facilities



## MITIGATION AND DELIVERABILITY



### HIGHWAYS AND VERY LIGHT RAIL

The site is well connected in terms of vehicle access to the wider highway network, with the M6 being easily accessible from Junction 2 directly to the North and the M42 to the South.

The proposed development will connect into the A46 Coventry Eastern Bypass via a new junction, which National Highways are due to start constructing in 2026, to replace the existing Walsgrave roundabout junction with the B4082.

The access road within our proposed development will facilitate a Blue Light Route to enable ambulances to access University Hospital more quickly from the A46. Whilst the hospital is within Coventry City, the hospital serves the residents of Rugby Borough who will benefit from this improved accessibility.

A corridor of land will be safeguarded to enable the provision of Very Light Rail through the Site, to ensure the scheme benefits from the very latest modern public transport connectivity.

The proposed development will retain, enhance and add to the existing pedestrian and cycle connections through the Site for amenity and non-motorised connectivity.

### EMPLOYMENT, ECONOMY AND EDUCATION

The proposed development will provide significant employment floorspace to meet Rugby Borough's needs, as well as wider employment needs across various sectors, ranging from large scale manufacturing and warehousing occupiers to starter units and workshops.

The site is an advantageous location for the delivery of employment floorspace being along the 'A46 Corridor' as identified in the Coventry & Warwickshire HEDNA as one of the two 'corridors' that can play a greater potential role in providing strategic B8 development than they historically have. The Site is also situated in the proximity of Junction 2 of the M6, and the 'M6 Corridor' is identified in the HEDNA as a 'key potential' corridor within the sub-region to accommodate strategic B8 development.

The delivery of approximately 420,000 sqm (4,500,000 sq ft) of high-quality employment floorspace close to Ansty Park will provide associated benefits and potential linkages to existing and new employers. A close relationship with Rugby College, will link education providers and a targeted package of skills training with employment opportunities for existing and future residents.

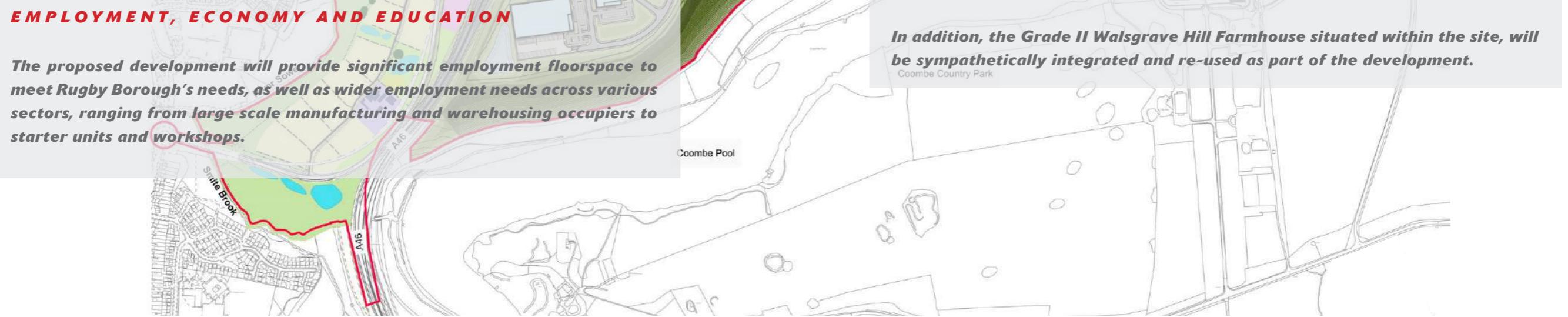
SEGRO are in communication with Rugby College to establish a close link with the proposed development creating a connection point between education and training and the occupiers and businesses that will operate on the site. The fostering of this relationship with Rugby College will be part of a wider skills and training package to be delivered via a Section 106 agreement.

### HERITAGE

The Site is located adjacent to the Grade II\* Registered Park and Garden at Coombe Abbey, which is also a Conservation Area, and encompasses a number of designated heritage assets, including the Grade I Coombe Abbey. Design work has already been completed to ensure that the proposed development will be fully screened from this important Heritage asset.

No buildings from this development will be seen from within the Coombe Abbey grounds.

In addition, the Grade II Walsgrave Hill Farmhouse situated within the site, will be sympathetically integrated and re-used as part of the development.



## FLOOD RISK AND DRAINAGE

Based on the Government's Flood Map for Planning, the Site is predominantly within Flood Zone 1 (low probability of flooding). There are pockets of the site along the Western and Northern boundaries, adjacent to the River Sowe, which fall within Flood Zone 2 (medium probability of flooding) and Flood Zone 3 (most vulnerable to flooding), however no new development, other than road infrastructure, will take place in Zones 2 and 3.

This development will comply with all relevant policies pertinent to flooding.

## LANDSCAPE AND VISUAL IMPACT

The proposed masterplan has been established through an iterative design process, using a landscape-led approach, to ensure that any such impacts on the Coombe Abbey parkland to the south-east have been removed.

A substantial landscape buffer, with a carefully considered topography, will be provided along the boundary with Coombe Abbey. This feature will consist of both landform and woodland planting to present a natural setting and backdrop and ensure no new buildings can be seen from the Coombe Country Park registered park and gardens.

Consideration will also be given to the elevational treatment of the proposed buildings, and they will be designed to minimise the visual impact of the development. A range of external materials and colour palettes are available to enhance building elevations and to soften their appearance in the landscape.

## COMMUNITY PARK

Alongside the employment floorspace, the proposed development will incorporate the delivery of a new and extensive publicly accessible Community Park. The park will provide a range of habitats including woodland, scrubland, grassland, wetland and hedgerows, increasing the biodiversity of the site. It will also include an extensive network of footpaths, cycleways and bridleways to give employees and local residents easy access to a green environment and thereby the opportunity to improve their physical and mental wellbeing.

## BIODIVERSITY

The proposed development will deliver a minimum of 10% biodiversity net gain through the provision of planting of additional trees, hedgerows and shrubs together with new and improved habitats for a variety of plant and animal species. The scope and details of the proposed ecological enhancements will be discussed before submission and confirmed through the future planning application.

## SUSTAINABILITY

SEGRO strives to achieve the highest sustainability credentials by conserving the environment, as well as improving the well-being of its customers and their employees, whilst still delivering successful and attractive industrial parks that create economic benefits for the local community.

We draw on our expertise in sustainable design, construction and operation. 'Responsible SEGRO' is our own sustainability programme. Its principals and commitments help us to meet our sustainability targets and also support customers in improving their own responsible, carbon-conscious operations.

For more information: [www.segro.com/responsible-segro](http://www.segro.com/responsible-segro)

A SEGRO development at Walsgrave Hill will meet our highest sustainability standards and will be an exemplar industrial and logistics park.



'A+' EPC



Electric Vehicle Targeting



BREEAM 'Excellent'  
Targeting Outstanding



Environmental &  
biodiversity  
improvements

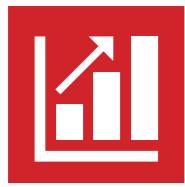


Reduce embodied carbon  
through sustainable  
construction methods



PV panels on roofs  
generating renewable  
energy for the occupiers





## ECONOMIC

**High quality job creation at both construction and occupational stages for both existing and future residents, including jobs created within the wider region**

**Creation of high quality employment floorspace at both the strategic and local scales for both existing businesses within Rugby to expand and for new businesses looking to locate into the Borough**

**The ability to start delivering this floorspace early in the Plan Period**

**Opportunities for innovation and clustering of high-value sectors, taking into account the existing businesses at Ansty and in the locality of the Site**

**Retention of Walsgrave Farm and ensuring its continued use as part of a new local centre serving the new and existing community, including the potential for:**

- Workshops/starter units
- Community business hub

**A coordinated approach to delivery of infrastructure, including the upgraded A46 Walsgrave Junction, which will benefit existing businesses and residents within the Borough by reducing congestion and journey times**

**A coordinated approach with Coventry City Council to seek to deliver the Very Light Rail system in to the Site, to allow employees within the area to access wider transport links**



## SOCIAL

**Delivery of new publicly accessible green space and recreational spaces, including new ecological areas and significant tree planting**



**A diverse range of skills/employment opportunities for existing and future residents of Rugby Borough, including building links with local stakeholders and educational providers**



**A coordinated approach to providing a blue light access to University Hospital, seeking to cut congestion and emergency response times for residents within the Borough**



**New public transport connections alongside new walking and cycling infrastructure**



## ENVIRONMENTAL



**Retention and re-use of existing listed assets**



**Ability to provide biodiversity net gain**



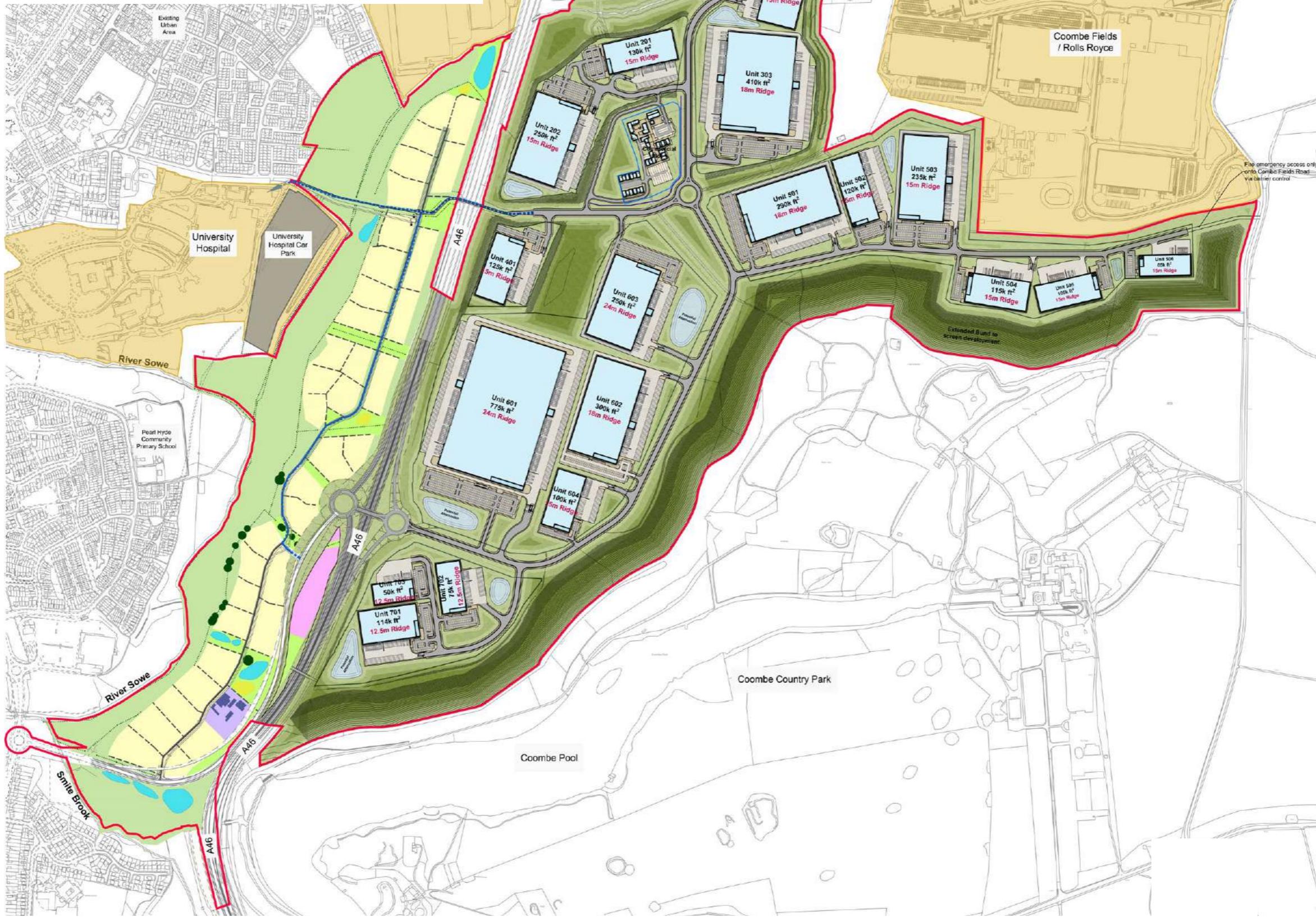
**A desire to provide the highest sustainability credentials possible, with a focus on:**

- Net zero
- Renewable energy
- EV provision
- The ability to reduce highways emissions given the advantageous location on the strategic road network



**Comprehensive screening to protect Coombe Abbey Country Park and Gardens**

## MASTERPLAN



## RESPONSIBLE SEGRO FRAMEWORK

**At the heart of SEGRO's growth strategy is our commitment to be a force for environmental and societal good. In February 2021, we re-launched our Responsible SEGRO Framework with three new long-term focus areas where we believe we can make the greatest business, environmental and social impact and where we are setting challenging and ambitious goals - Championing low-carbon growth; Investing in our local communities and environments; and Nurturing talent.**

**SEGRO has a strong track record of charity giving that spans our 101-year history. Through our Responsible SEGRO framework, we're proud to build on that success by investing in our local communities and environments.**

**Investing in our local communities and environments can be defined through the work and support we undertake in our communities in addition to our responsibilities as a long-term investor, developer, and manager of industrial and warehouse space. It is not an option or a nice to do but a crucial and integral part of our Purpose and Strategy. It is about doing the right thing and wanting to make a real and positive impact on the lives of local people, especially those facing a range of economic, social and health barriers.**

[www.segro.com/responsible-segro](http://www.segro.com/responsible-segro)



## COMMUNITY INVESTMENT PLANS

**In 2022, SEGRO launched its Community Investment Plans (CIPs), to support this framework and which aims to help young and disadvantaged people into sustainable employment, support the growth of local economies and deliver projects that enhance biodiversity and the local environment.**

The CIPs cover three core themes of Employment (including education), Economy and Environment. The plans are run in partnership with local and national charities, which focus on delivering skills programmes to support routes into employment.

The newly established Community Investment Plan in Coventry shows a commitment to ongoing community investment in the West Midlands area. Working in partnership with Groundwork West Midlands, Coventry City Council Adult Education, and local community groups such as Willenhall Community Forum enables us to draw on national expertise whilst maintaining a strong local focus.



## ABOUT SEGRO

**SEGRO is a UK Real Estate Investment Trust (REIT), listed on the London Stock Exchange and Euronext Paris, and is a leading owner, manager and developer of modern warehouses and industrial property. It owns or manages 10.3 million square metres of space (110 million square feet) valued at £21.0 billion serving customers from a wide range of industry sectors. Its properties are located in and around major cities and at key transportation hubs in the UK and in seven other European countries.**

**For over 100 years SEGRO has been creating the space that enables extraordinary things to happen. From modern big box warehouses, used primarily for regional, national and international distribution hubs, to urban warehousing located close to major population centres and business districts, it provides high-quality assets that allow its customers to thrive.**

**A commitment to be a force for societal and environmental good is integral to SEGRO's purpose and strategy. Its Responsible SEGRO framework focuses on three long-term priorities where the company believes it can make the greatest impact: Championing Low-Carbon Growth, Investing in Local Communities and Environments and Nurturing Talent.**

