

CIPFA REGENERATION CONFERENCE 2019

Britain's Infrastructure
Winsford Industrial Estate



 Cheshire West
and Chester

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 Public
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Plc™

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WINSFORD INDUSTRIAL ESTATE

Background

- Partnership with Cheshire West and Chester Council established with Public Sector Plc
- Undeveloped, allocated land adjacent to established, but dated, industrial estate
- Existing occupiers reached capacity and needed modern space to accommodate growth plans
- Speed of delivery a key factor in the development plans
- Creative solution to the final employment site in the locality identified
- Partnership engaged to develop strategy for the industrial estate

WINSFORD INDUSTRIAL ESTATE

Catalyst for development

- Tiger Trailers requirement identified in 2017 – Urgent need to act to retain employment in town
 - Land sale for construction of turnkey industrial facility for expansion of business
 - 125,000 sq ft new build on 17 acres of land
 - Time critical due to lease event with current premises
 - Occupied in January 2019
 - Substantial job retention and new job creation - £20 million investment and 300 jobs
 - Catalyst for development of the remainder of the site

WINSFORD INDUSTRIAL ESTATE

Developing the infrastructure

- Use of LLP allowed working to accelerated timescales to secure planning and grant funding
- Following Tiger Trailers in 2018 Partnership secured £5 million of LEP grant funding to unlock scheme
 - £3.8 million of investment was secured from the Cheshire and Warrington Local Enterprise Partnership to fund access infrastructure to open up 50 acres of employment land
 - £1.2 million match funding from the Council to complete the £5 million grant funding
- Partnership secured detailed and outline planning consent
- Partnership designed and tendered infrastructure works
- Enabling infrastructure commenced Spring 2019

WINSFORD INDUSTRIAL ESTATE

67-acre industrial estate

- First phase delivered 17 acre HQ manufacturing facility for Tiger Trailers (Occupied Jan 2019)
- The remaining 50 acres received planning consent Nov 2018 (onsite development starts 2020):
 - Industrial space (B2/B8) 31,635 m²
 - Pub 568 m²
 - Hotel 1347 m²
 - 2 x Café/drive thru 467 m²
 - Petrol Station 348 m²
 - Convenience Retail 316 m²





WINSFORD INDUSTRIAL ESTATE

Expansion, Job Creation, Rejuvenation

- The investment is reaping rewards with new employment opportunities and associated expenditure in the local economy
- On completion 1,500 jobs will be created on the estate enabling new skill and training opportunities
- Future of the Tiger Trailers secured with a further 50 acres of land available for future expansion
- Winsford positioned to attract further investment and development
- Partnership delivered a significant scheme which has been widely celebrated by the community

WINSFORD INDUSTRIAL ESTATE

In the press

insider
MEDIA LIMITED

**WINSFORD REGENERATION SET
TO CONTINUE AFTER LAND
DEAL**

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Winsford and Middlewich
Guardian

2nd January

**1,500 new jobs coming as Winsford Industrial Estate
expands**

NORTH WEST
Place

CWAC pushes on with Winsford
Industrial Estate expansion

31 Oct 2018, 09:50

CheshireLive

**Winsford firm creating dozens of jobs as it expands
into new premises**

Tiger Trailers will move to a bigger unit on the Winsford Industrial Estate in the new year

WINSFORD INDUSTRIAL ESTATE

Benefits of use of Partnership

- Close and active engagement with the market
- Identified users and developer to accelerate plot development
- Secured retention of local company and jobs in the town
- Moved at pace to meet timescales that would have been impossible for the Council achieve alone
- Invested seedcorn funding to kickstart scheme; funding professional team to prepare and submit planning application for the project
- Recycled funds to reduce capital requirement for future phases

PUBLIC SECTOR PLC

USING THE POWER OF PARTNERSHIPS TO ACHIEVE EXCEPTIONAL OUTCOMES

- Originated in the public sector and works exclusively with property and land
- Establishes Limited Liability Partnerships (LLP) with councils
- 19 partnerships with councils across England
- Unique Relational Partnering in-source model
- Emphasis on delivering socio-economic benefits for council partners
- Robust governance structure and framework including a four-stage gateway delivery mechanism known as the 4e process
- Additional 'fourth option' - does not take away ability to use other methods

STRATEGIC PORTFOLIO MANAGEMENT

- Delivering sustainable finances, development, regeneration and socio-economic benefits
- Supporting commercialisation strategies
- Facilitates a broad range of property projects with the public sector including:
 1. Land promotion and regeneration (Commercial, residential, land assembly)
 2. Strategic asset management (Income producing estates)
 3. Housing model (Low carbon housing for rent to generate income)
 4. Adult care and health opportunities (Develop a new model and proposition)

ANY QUESTIONS?