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Mark Pembleton
B and E Manager,

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16th December 2014

Dear Mark,

Ref: The Importance of the Greenhills/Food Enterprise Park

I am writing to you as Business and Enterprise Manager at Shropshire Council. I am writing to you so that you have a statement from the Council explaining how important this park is for inward investment, company expansion and economic growth in Shrewsbury and Shropshire.

The park forms a small but critically important part of the whole Battlefield Enterprise Park. As Battlefield Enterprise Park has developed to accommodate a wide range of uses including trade counters, enterprise centres, energy from waste plant and storage facilities; it is only Greenhills with its larger plot sizes which is now available for inward investment by larger companies or for expansion by larger local businesses for B1 B2 and B8. All other plots of this size are not immediately available in Shrewsbury.

Hence in economic development terms it is critically important that it is protected as an employment park. Especially now that the economy is picking up and we are receiving a good level of investment enquiries for this park and the remaining plots. If the remaining plots are not protected then jobs will be lost to the Shrewsbury economy and the economic plans of the Council will be set back.

Since the West Midlands Economic Strategy was developed by the West Midlands Regional Development Agency, Advantage West Midlands (AWM) in 1999 the food and drink sector has been identified as one of the key business sectors that can create high growth and high values throughout the entire supply chain in the sector. This was the reason for the designation of this part of Battlefield Enterprise Park as a Food Enterprise



park. Shropshire County Council worked in partnership with AWM not only to promote this park but also do develop a nationally significant Shropshire Food Enterprise Centre (SFEC). It is in fact one of only 10 such institutions in the country.

Over the period of time from 2003 in excess of £10M of AWM and Shropshire County Council and Shropshire Council capital funds have been spent on making this park what it is today. The Council was awarded £6M by AWM for the construction of the SFEC and contributed £1M to the project. The Council in addition has spent approximately £200,000 a year revenue budget on the SFEC. The SFEC has created 120 jobs and supported 20 businesses.

As regards the infrastructure all necessary works were undertaken by Shropshire County Council our previous Authority and AWM. All responsibility was borne by those bodies and all costs e.g. for Phase 1 of road infrastructure and Phase 2 of road infrastructure and all utilities. In order to ensure all plots were fully serviced. The Authority and AWM relied on the outline planning permission to undertake these works. The planning authority at that time was Shrewsbury and Atcham Borough Council who was informed of all works that were planned and then carried out.

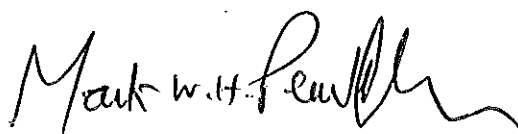
Further endorsement of the Food and Drink sector can be found in the current Shropshire Economic Growth Strategy 2012-26 which names this sector as one of our key growth sectors. It is also mentioned in the Marches LEP Strategic Economic Strategy and again this sector is named as one of the unique advantages that the Marches enjoys. It is also named in the European Strategic Investment Plan 2014-20 as one of the sectors which will enjoy substantial investment.

The decision to relax the strict food and drink designation for the park was not an easy decision to take but was due to the fact that we had not during the recession received any positive investment decisions by food and drink companies wanting to move on to the park. When a good investment with a substantial number of highly qualified jobs was in the offing it was decided to relax the designation in the interests of securing a good quality new build and a wide range of new jobs.

Even though the Greenhills Park is no longer purely designated for food and drink production and processing companies it is still available for companies in this sector. Overall I would like to state that the Greenhills Park must be protected as an important park as it consists of extremely rare large fully serviced plots ready for an inward investor. Currently this is one of the only parks in Shrewsbury that is available immediately and fully serviced and is far from any residential development hence allowing a wide range of use types.

Yours sincerely

Mark Pembleton



Business and Enterprise Manager
Shropshire Council