



MARCH
2026

Employment Trajectory Note

March 2026

Iceni Projects Limited on behalf of
Stratford-on Avon and Warwick
Councils
March 2026

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LIMITED ON BEHALF
OF STRATFORD-ON
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0. Introduction

0.1 The note has been prepared to provide evidence on the trajectory of employment land need and supply within South Warwickshire to inform the emerging South Warwickshire Local Plan and decisions on relevant planning applications. It seeks to:

- Provide an assessment of the supply and deliverability of adopted employment allocations and extant planning permissions in Stratford-on-Avon District and how these factors into both strategic and non-strategic industrial employment need;
- Advise on the immediate and short-term needs for further strategic and non-strategic industrial employment land to be released in South Warwickshire; and
- Update evidence to inform the development plan as appropriate and inform the Council's consideration of current live planning applications.

0.2 This note draws on the employment demand and supply assessment within the South Warwickshire Employment Land Study Update 2026.

1. Non-Strategic Industrial Supply-Demand Phasing

1.1 This section looks to disaggregate the non-strategic employment need by time period, comparing this to delivery since 2021 to phase the need from 2025 onwards. We then derive an employment supply trajectory to identify non-strategic residual requirements by timescale.

Non-Strategic Need

1.2 As set out in the Employment Land Study Update 2026, there is a non-strategic sites requirement of 113.8ha in Warwick and 196.2ha in Stratford-on-Avon to 2050.¹

Table 1.1 Requirement for Industrial Land on Non-Strategic Sites (Ha) 2021-50

	Warwick	Stratford-on-Avon
Local Industrial Need	97.3	169.6
Big Box (Non-Strategic)	16.0	26.6
Industrial Requirement – Non-Strategic Sites	113.3	196.2

Source: South Warwickshire Employment Land Study 2026

1.3 An initial starting point to phasing employment land need is to pro-rate the annual trend over the Plan Period. A per annum requirement has been calculated and pro-rated for the 4-year 2021-25 period and then 5-year periods from there-on and is shown in the table below.

¹ This leaves aside any issues of unmet needs

Table 1.2 Indicative Phasing of Non-Strategic Need (Ha)

	2021-25	2025-30	2030-35	2035-40	2040-45	2045-50	Total Need
Warwick	15.6	19.5	19.5	19.5	19.5	19.5	113.3
Stratford-on-Avon	27.1	33.8	33.8	33.8	33.8	33.8	196.2

Source: IcenI analysis of South Warwickshire ELS 2026

- 1.4 Industrial completions data is available up to April 2025, which can be compared to the pro-rated requirement for 2021-25 to identify an indicative non-strategic industrial shortfall for the 2021-25 period. This analysis indicates **a shortfall of 7.5 ha in Warwick and 17.1ha in Stratford-on-Avon** comparing completions 2021-25 to the pro-rated need.

Table 1.3 Supply-Demand Balance for 2021-25 Period (Ha)

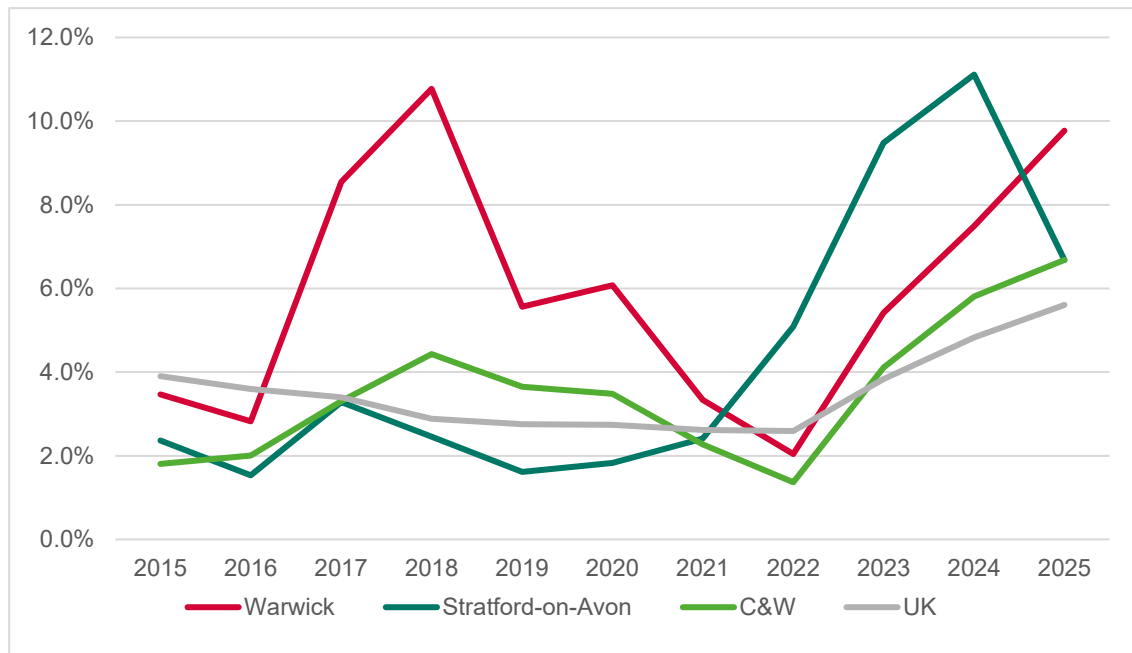
	Warwick	Stratford-on-Avon
2021-25 Need	15.6	27.1
Completions (2021/22-24/25)	8.1	10.0
Shortfall 2021-25	7.5	17.1

Source: IcenI analysis of South Warwickshire ELS 2026

- 1.5 We next consider whether the market evidence indicates that there was a shortfall in supply over the 2021-25 period; or whether the market signals point to weak demand. Delivery is influenced by macroeconomic factors such as interest rates and construction costs and industrial market demand dynamics such as vacancy rates and rental levels.
- 1.6 The 2021-25 period included a period of strong demand for I&L property nationally during Covid-19 influenced by the spike in e-commerce and increased stock holding requirements; but then with a notably weakening of market conditions from Autumn 2022. This latter period saw higher interest rates, lower business and consumer confidence and economic uncertainty which delayed decisions for occupiers taking on new space. Development was affected by these factors, as well as higher finance and construction costs.

- 1.7 Key indicators of market equilibrium are vacancy and availability rates. Vacancy is a measure of floorspace that is physically unoccupied, including recently completed units with no tenants and ready-to-occupy space. Availability includes the above, in addition to space that is still occupied but being marketed, units under construction and space that is proposed available for pre-let.
- 1.8 Both are important measures of market dynamics with the vacancy rate showing immediate market tightness and the availability rate providing a more forward-looking measure of supply. Typically a vacancy rate of 5-10% is considered healthy, allowing for occupier choice and market churn. Where vacancy is below 5% indicates a lack of market supply and an immediate need to bring new industrial stock onto the market.
- 1.9 This optimum range can also be applied to the availability rate, however comes with the nuances that availability tends to be higher and more volatile given the inclusion of proposed floorspace.
- 1.10 The figure below indicates that for the 2021-25 period, vacancy rates in Stratford-on-Avon and Warwick were below 5% until 2022 and 2023 respectively, however as of 2025 sit within the optimum market equilibrium of 5-10%. This indicates that the 2021-25 period faced an initial supply shortage, which had somewhat eased by 2024-25.

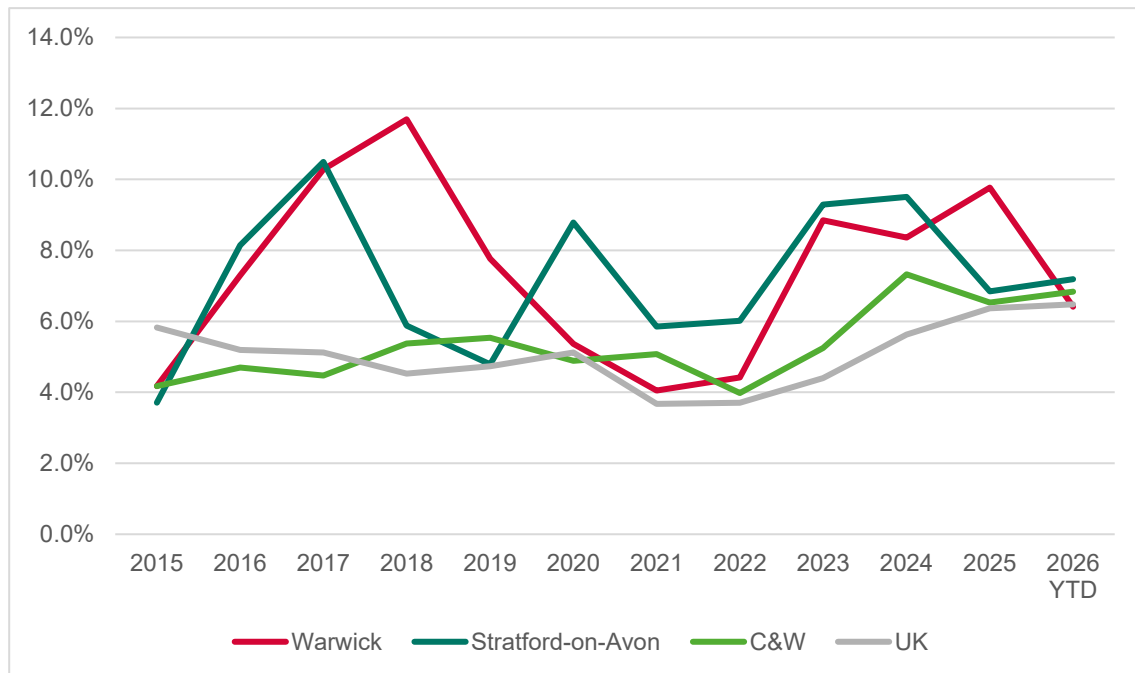
Figure 1.1 Industrial Vacancy Rates



Source: CoStar, South Warwickshire ELS 2026

- 1.11 The figure below shows the industrial availability rate. The data indicates that in Stratford-on-Avon the availability rate has remained above 5% since 2020 – when compared to the vacancy rate this implies that the space advertised as available wasn't vacant i.e. proposed or under-construction and therefore not immediately available. In Warwick, the availability rate remained below 5% for the 2021-22 period but then increased from 2023 onwards.
- 1.12 The availability as of March 2026 is 6.4% in Warwick and 7.2% in Stratford-on-Avon.

Figure 1.2 Industrial Availability Rate



Source: CoStar 2026

- 1.13 The table below shows availability by size band at the time of writing. Overall, there are a total of 90 available properties, equivalent to 762,200 sq.m, of which 17 units are proposed or under construction. A full availability schedule can be found in **Appendix 1**.
- 1.14 A majority of the available stock is within units ranging from 500 to 2,500 sq.m, typically defined as 'small-box'. Much of the advertised floorspace is within the proposed units over 10,000 sq.m located at Coventry Gateway and Coventry Airport. Two of these units are located at Stratford 46 which is advertised but under construction and not available now.

Table 1.4 Availability by Size Band

Size band	Existing		Proposed	
	Floorspace (sq.m)	No. of Properties	Floorspace (sq.m)	No. of Properties
0-100 sqm	248	3	0	-
100-500 sq.m	5,824	22	0	-
500-1,000 sqm	14,808	20	-0	-

1,000-2,500 sqm	23,791	17	3,205	2
2,500-5,000 sqm	26,292	7	8,363	2
5,000-10,000 sqm	15,581	2	16,937	2
10,000 sqm+	39,864	2	607,246	11
Total	126,409	73	635,751	17

Source: Icen analysis of CoStar 2026

- 1.15 CoStar provides a universal rating for commercial properties which measures a property's quality. The ratings range from 1 to 5 Stars, where 1 Star are the poorest quality and a 5 Star rating represents a 'best-in-class' property.
- 1.16 In South Warwickshire, availability is concentrated in the 2 Star and 3 Star categories, indicating that whilst there is a suitable level of availability within the market, it is of generally poor to average quality. There is a lack of high-quality, modern available stock.

Table 1.5 Availability by Quality

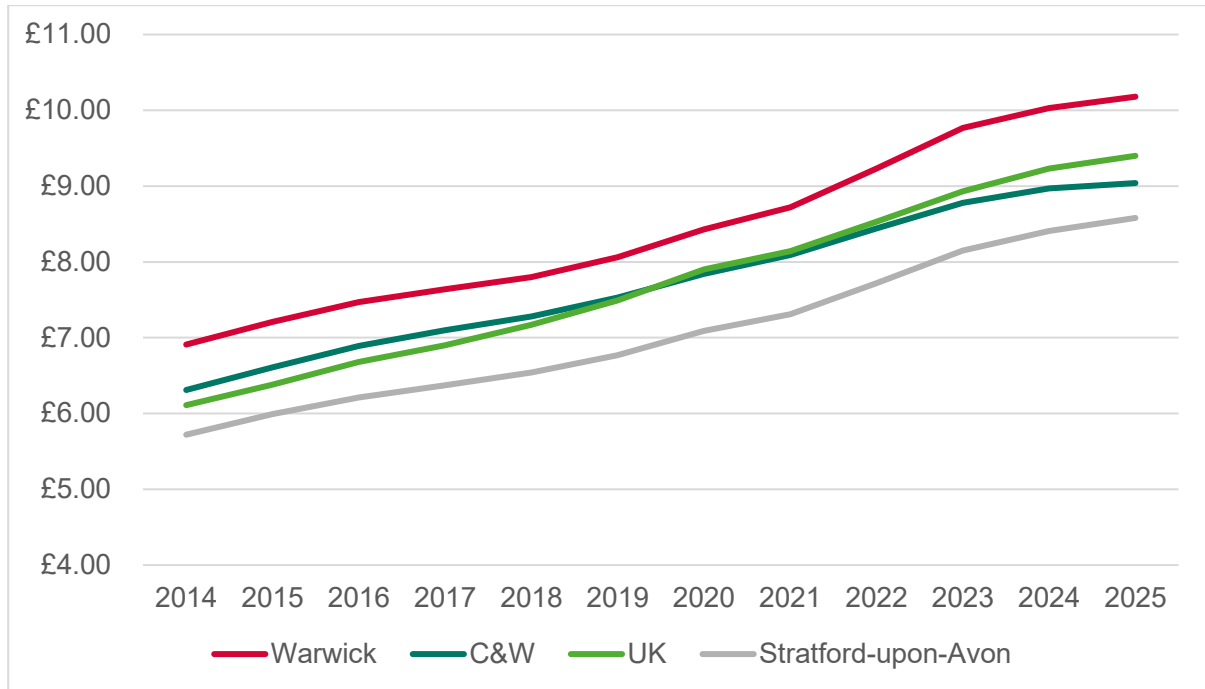
CoStar Rating	Floorspace (sq.m)	No. of Properties
1 Star	0	0
2 Star	21,719	27
3 Star	75,351	47
4 Star	221,245	9
5 Star	443,844	7

Source: CoStar 2026

- 1.17 We next consider market rents as a further market signal. The figure below sets out inflation-adjusted industrial market rents. Industrial rents have been steadily increasing, at an average annual rate of 3.8% over the past decade in Stratford-upon-Avon compared to 3.6% shown in Warwick. Rising industrial rents points to demand pressures and a supply-demand imbalance.

1.18 Warwick however performs better than Stratford-on-Avon on rents, with an average rental value of £10.19 p.s.f compared to £8.58 p.s.f in Stratford-on-Avon. This reflects geographical considerations: with core locations better located in terms of their access to the Strategic Road Network and therefore more attractive locations.

Figure 1.3 Industrial Inflation-Adjustment Rents (£/sq.ft)



Source: CoStar 2026

1.19 Drawing together the above evidence suggests that in recent years there has been a lack of industrial supply brought to the market - i.e. a degree of supply-side constraint.

Revised Non-Strategic Phasing

1.20 Based on the commentary above, we conclude that the 2021-25 shortfall should be met in full in the short-term to 2030; and consider this in the phasing analysis to follow. The table below shows the revised non-strategic phasing for the 2025-50 period, meeting the 10.4ha and 17.1ha shortfall over the 2021-25 period in the short-term to 2030.

Table 1.6 Revised Non-Strategic Industrial Need Phasing (Ha)

	2021-25 (Completed)	2025- 30	2030- 35	2035- 40	2040- 45	2045- 50	Total
Warwick	8.1	27.1	19.5	19.5	19.5	19.5	113.3
Stratford -on-Avon	10.0	50.9	33.8	33.8	33.8	33.8	196.2

Source: Icenis analysis of South Warwickshire ELS 2026, AMR data

Non-Strategic Supply Trajectory

- 1.21 The table below breaks down the non-strategic allocations and commitments by time period.
- 1.22 In Warwick, there is a short-term (2025-30) supply of 14.2ha and a medium-term supply (2030-35) of 9.8ha.
- 1.23 It is of note that a majority of commitments provide for extensions of existing units rather than new spaces in terms of development catering for new business investment or businesses seeking to move within the area. Taking this into account there is a lack of smaller unit supply, with just one new unit of sub-2,500 sq.m provided for at Land at Thickthorn.
- 1.24 In Stratford-on-Avon there is a short-term supply (2025-30) of 16.1ha and a medium-term supply (2030-35) of 34.7ha.
- 1.25 In reality, within this there are only two schemes within the supply trajectory in Stratford-on-Avon District being actively marketed as available – Arden Forest Industrial Estate in Alcester and Stratford 46, on the A46 near Stratford-upon-Avon. This provides very limited occupier choice. Plots for the next phase at Alcester are being sold on a build to suit basis and so it is unknown what unit sizes these site will yield. Stratford 46 has a focus on mid box (5,000-10,000 sq.m) and big box (10,000 sq.m) in terms of what is being actively marketed, with just one smaller (1,500 sq.m) unit available.

- 1.26 Likewise with Warwick, a majority of commitments will provide sub-2,500 sq.m stock, however many of these are extensions or for specific end users rather than available for the wider market.
- 1.27 There is no long-term supply from 2035 onwards in either District, however this is expected given the position in the Local Plan cycle and will be provided by new allocations within the New South Warwickshire Local Plan.

Table 1.7 Warwick Non-Strategic Supply Trajectory

Site	Short-term: 2025-30	Medium-term: 2030-35	Long-term: 2035+	Total	Notes	Size Band
Allocations						
E1 - Land at Thickthorn, Kenilworth	3.95	3.95		7.9	<p>Hybrid planning permission² for mixed use site containing 7.9ha of Class E / B2 granted in Dec 2021. RM application for commercial development of 6 B2 units totalling 22,0000 sq.m submitted in November 2024 and under consideration (W/24/1536) together with applications for discharge of conditions.</p> <p>Developer is Barwood Land Securities. Site well located adjoining A46 and considered deliverable.</p> <p>Units are not being actively marketed as available yet</p>	<p>One sub-2,500 sq.m unit (1,250 sq.m)</p> <p>Three 2,500-5,000 unit (2,825 sq.m; 4,600 sq.m)</p> <p>One 5,000 – 10,000 sq.m unit (5,825 sq.m)</p>

² W/20/2020

E2 - Land at Stratford Road, Leamington Spa	5.85	5.85		11.7	<p>Outline permission³ on part of the allocation for E(g)/B2/B8 development. Indicative layout shows three units ranging from 5,140 to 16,667 sq.m. No further progress. Balance of the site (3.14 ha) has outstanding allocation. Freehold for whole site was advertised as for sale for I&L development in 2025.</p> <p>Attractive site for I&L development. Likely to come forward as part of wider development including adjoining land in short/medium-term.</p> <p>Units are not being actively marketed as available yet</p>	5,000 sqm+
Commitments						
Thwaites Ltd, Welsh Road, Cubbington, Leamington Spa, CV32 7NQ	1.3			1.3	<p>W/21/1250 Extension to existing factory</p>	5,000-10,000
Land Off Berrington Road, Berrington Road, Leamington Spa, CV31 1PZ	0.1			0.1	<p>W/21/2193 B2/B8 unit</p>	Sub-2,500 sq.m
The Barn, Roundshill Farm, Rouncil Lane, Kenilworth, CV8 1NN	0.0			0.0	<p>W/21/2293 Change of use from agricultural building</p>	Sub-2,500 sq.m
Units 1 to 2, Caswell Road, Sydenham Industrial Estate, Leamington Spa, CV31 1QD	0.4			0.4	<p>W/23/0268 Extension to existing unit</p>	Sub-2,500 sq.m
Titan Self Storage, 2 Hawkes Drive, Heathcote Industrial Estate, Leamington Spa, CV34 6LX	0.5			0.5	<p>W/23/1072 Self-storage unit</p>	Sub-2,500 sq.m

³ W/22/1077, granted July 2024

Volvo Bus and Truck, Siskin Parkway East, Middlemarch Business Park, Coventry, CV3 4PW	0.1			0.1	W/24/0569 Extension of existing unit	Sub-2,500 sq.m
Tournament Fields Business Park, 1001 Edgehill Drive, Warwick, CV34 6XQ	2.0			2.0	W/24/1031 New B8 unit	5,000-10,000
Lower House Farm, Canada Lane, Norton Lindsey, Warwick, CV35 8JH	0.1			0.1	W/24/1684 Change of use from agricultural building	Sub-2,500 sq.m
Total	14.3	9.8		24.1		

Source: Icenis analysis of WDC Monitoring 2024/25

Table 1.8 Stratford-on-Avon Non-Strategic Supply Trajectory

Site	Short-term: 2025-30	Medium-term: 2030-35	Long-term: 2035+	Total	Notes	Size Band
Allocations						
Land North Of Arden Forest Industrial Estate, Arden Road, Alcester (ALC.3)	4.1			4.1	First Phases delivered (3.5ha). Phase 2 plots (4-9) are for sale on a freehold build to suit basis. Infrastructure in place. Next phase of delivery is assumed to come forwards pre-2030.	Outline allows for units of 500 to 9,300 sq.m
Long Marston Airfield, Campden Road, Lower Quinton		8		8	Allocation for new settlement proposed 13ha (no more than 8ha) for small business workshops. Pending outline application for next phase (18/01892/OUT) which proposes 5.7ha business park and further employment within village centres Not being actively marketed	Unknown – likely sub 5,000 sq.m
Land West of Banbury Road, Southam (SOU.1)		1.6		1.6	Employment component of allocation is not started. Outline permission granted (17/03753/OUT) – now expired. Units are not being actively marketed yet. Howkins & Harrison were supporting agents on application. Considered developable.	Unknown – likely sub 5,000 sq.m

South of Alcester Road, Stratford-upon-Avon (SUA.2)	4.8	4.8		9.6 ⁴	<p>Hybrid application - full planning for access and engineering operations, outline for B uses, retail and car showrooms. Reserved matters granted and conditions being discharged throughout 2024/2025.</p> <p>IM Properties have commenced construction on site – with a start on site made in Summer 2025, and construction of the first buildings due from late 2026. Marketing for Stratford 46 Business Park underway. advertising design and build opportunities. Deliverable site.</p>	1,500 to 28,000 sq.m advertised – masterplan shows max unit size of 11,400 sq.m
Atherstone Airfield, east of Shipston Road, Atherstone-on-Stour		10.0		10.0	Restriction on Canal Quarter Regeneration Zone relocation has prevented development. Considered suitable and deliverable for employment development with revised, more flexible policy; but restrictive policy position means not currently deliverable.	
Commitments						
Pitstop Café, Stretton-on-Fosse, Moreton-in-Marsh, GL56 9RE	0.1			0.1		Sub-2,500 sq.m
BBS, Waterloo Industrial Estate, Waterloo Road, Bidford-on-Avon, B50 4JH	0.1			0.1	Full application - erection of 560 sq.m unit. 23/00534/FUL, 19/03092/FUL (21/03217/VARY)	Sub-2,500 sq.m

⁴ This relates to the available land for B-class development.

Countrywide, Bearley Mill, Snitterfield Road, Bearley, CV37 0SA	0.7			0.7	Full application for employment component - 2,323 sq.m divided into smaller units 21/00973/OUT 24/00166/VARY	Sub-2,500 sq.m
3 Adams Way, Springfield Business Park, Alcester, B49 6PU	0.1			0.1	Full application 23/01235/FUL. Extension to existing unit and new small industrial unit	Sub-2,500 sq.m
Field Rear Of Napton Nurseries, Tomlow Road, Stockton	0.1			0.1	Full application 22/01653/FUL. Proposed warehouses/industrial unit for the use of the existing business on site	Sub-2,500 sq.m
Industrial Unit, The Slough, Studley, B80 7EN	0.7			0.7	Full application (22/01961/FUL). Demolition of five buildings and two bays of an existing building and the erection of two new warehouses and an extension to the existing pallet store	Sub-2,500 sq.m
Woodlands Business Centre, Malthouse Lane, Long Compton	0.2			0.2	Change of use of barn to B8 storage for cask storage of spirits. 23/03035/FUL	Sub-2,500 sq.m
Unit 1, Kineton Road, Southam, CV47 0DR	0.8			0.8	Full application 23/00250/FUL. Demolition of existing units and erection of warehouse	5,000-10,000 sq.m
Invopak, Northfield Road, Kineton Road Industrial Estate, Southam, CV47 0FJ	0.2			0.2	Full application 24/02217/FUL. New warehouse - 720 sq.m	Sub-2,500 sq.m
Unit 6, Westfield Road, Kineton Road Industrial Estate, Southam, CV47 0RA	0.1			0.1	Full application 23/01844/FUL. Warehouse extension	Sub-2,500 sq.m
Wincot Lands, Clifford Chambers, CV37 8LE	0			0	Full application 12/02296/FUL. Erection of 5 new industrial units. Stalled - extant due to demolition – excluded from supply	Sub-2,500 sq.m
The Grange, Hardwick Road, Priors Marston, CV47 7SG	0.1			0.1	Under construction 24/25 - short-term delivery 18/01777/FUL	Sub-2,500 sq.m
Land Adjacent To Severn Court, Tything Road East, Alcester	0.2			0.2	Under construction 24/25 - short-term delivery. Erection of E(g)(iii)/ B8 industrial units . 20/01462/FUL	Sub-2,500 sq.m

7 Brailes Industrial Estate, Winderton Road, Lower Brailes, Banbury, OX15 5JW	0.1			0.1	Under construction 24/25 - short-term delivery. Erection of 4 industrial buildings. 21/01858/FUL	Sub-2,500 sq.m
The Mill Industrial Park, Unit 20, Birmingham Road, Kings Coughton, B49 5QG	0.2			0.2	Extension to existing unit. Under construction 24/25 - short-term delivery. 21/01358/FUL	Sub-2,500 sq.m
Drayton Manor Farm, Alcester Road, Stratford-upon-Avon, CV37 9RQ	1.2			1.2	Under construction 24/25 - short-term delivery 21/00031/FUL (24/01873/VARY)	2,500 to 5,000 sq.m
Dickensbury Farm, Walton Lane, Pillerton Priors, CV35 0PJ	0.1			0.1	Under construction 24/25 - short-term delivery 22/00030/FUL	Sub-2,500 sq.m
Newey Young Plants Ltd, Whitehill Farm, Alderminster, CV37 8BW	1.1			1.1	Under construction 24/25 - short-term delivery 23/01625/REM, 22/03048/OUT	2,500 to 5,000 sq.m
College Farm, Lower Quinton, Stratford-upon-Avon, CV37 8SH	0.1			0.1	Under construction 24/25 - short-term delivery. 23/01750/COUR	Sub-2,500 sq.m
Vacant Plots						
Tilemans Lane, Shipton-on-Stour	0.7			0.7	Planning consent granted (2025/26 monitoring year) – 24/00154/FUL for 8 commercial units of 215 sq.m each	Sub-2,500 sq.m (units of 215 sq.m)
Bird Industrial Estate	0.1			0.1	Planning consent granted (2025/26 monitoring year) – 25/00706/FUL – erection of B8 unit	Sub-2,500 sq.m (262 sq.m unit)
Shottery Brook Business Park		0.3		0.3	No planning consent – medium term	
Total	15.9	24.7		40.8		

Source: IcenI analysis of SDC Monitoring 2024/25

Potential Short-term Pipeline

- 1.28 Data from CoStar has been used to identify potential short-term pipeline supply that is not committed (as of April 2025) or allocated but advertised as available for pre-let. These sites are detailed in the table below.
- 1.29 All identified potential supply in this category is located within Warwick District. There is no further supply within Stratford-on-Avon advertised for pre-let that is not allocated or consented.
- 1.30 It is reasonable to assume that the principle of employment development would be accepted at Opus 82, given that the site was included within the supply within the Local Plan due to a previous employment consent.
- 1.31 Greenville Business Park already has planning consent (granted within 2025/26 monitoring period) and it is therefore appropriate to include within the supply.
- 1.32 The scheme advertised at Stratford Road however is not allocated nor located within an existing employment site and therefore the current plan policy would not support the principle of employment development. The site has therefore been excluded from the short-term supply at the current time. This position could change subject to policy within the new Local Plan or if the site is allocated for employment development.
- 1.33 We note that the inclusion of these sites differs from the approach taken within the Employment Land Study Update.

Table 1.9 Pre-let Availability

Site	Floorspace (sq.m)	Land (Ha)	Notes
Warwick			
Opus 82, Lemington	7,647	1.9*	'Rear of Homebase' site which was included in Warwick Local Plan as 'available employment land', due to employment permission at time of adoption. Advertised as a 'build to suit' pre-let opportunity for single unit. No planning application
Greenville Business Park, Warwick, CV34 8DD	4,388	1.6	Units from 101 to 487 sq.m. Full planning consent granted December 2025 (W/24/1683) – 2025/26 monitoring year Units are advertised for sale ⁵
Stratford Road, Warwick, CV34 6AT	3,700	3.9	Advertised as pre-sale / pre-let interest in industrial units of up to 40,000 sq.ft (3,700 sq.m) Excluded from supply – not on existing employment site
Total		7.4	
Short-term Supply		3.5	

*Estimated using 0.4 plot ratio

Source: CoStar 2026

⁵ <https://www.wpdg.co.uk/fusiliers-way-warwick/>

Non-Strategic Supply-Demand Balance

- 1.34 The table below compares the phased non-strategic employment demand to the supply trajectory set out above. **It indicates that there is a short-term non-strategic industrial shortfall of 9.3ha in Warwick** for the 2025-30 period; and shortfall overall of 19.0 ha to 2035.

Table 1.10 Warwick Non-Strategic Industrial Supply-Demand Balance 2021-50

	2021-25 (Completed)	2025-30	2030-35	2035+	Total
Revised Phasing of Need	8.1	27.1	19.5	58.6	113.3
Supply	8.1	17.8	9.8	0	35.7
Shortfall	0	9.3	9.7	58.6	77.6

Source: IcenI analysis of South Warwickshire ELS 2026, AMR data

- 1.35 In Stratford-on-Avon there is a significant short-term non-strategic shortfall of 34.2ha for the 2025-35 period, of which the majority is a shortfall in the immediate term to 2030.

Table 1.11 Stratford-on-Avon Non-Strategic Industrial Supply-Demand Balance 2021-50

	2021-25 (Completed)	2025-30	2030-35	2035+	Total
Revised Phasing of Need	10	47	38	101	196.2
Supply	10	16.1	34.7	0	60.8
Shortfall	0	30.9	3.3	101	135.4

Source: IcenI analysis of South Warwickshire ELS 2026, AMR data

Conclusions on Non-Strategic Industrial Trajectory

- 1.36 Overall, the 2021-25 period saw an ‘under-delivery’ of industrial space with the market signals indicating that there was a lack of sufficient supply of land for industrial and logistics development. The evidence indicates that this situation will persist in the short-term.
- 1.37 Compared against the trajectory of supply, there is short-term (2025-30) land supply shortfall for industrial & logistics development on non-strategic sites of 9.3ha in Warwick and 30.9ha in Stratford-on-Avon; with a shortfall overall to 2035 of 53.2ha across South Warwickshire. The 2025-30 position is relevant in that planning consents granted in the short-term can be expect to support completions beyond 2030 into this period.

2. Area 8 - Strategic Need

- 2.1 The following section considers the phasing of the strategic sites need for Area 8 Opportunity Area.
- 2.2 The West Midlands Strategic Sites Study 2024, quantified the need for strategic sites across the West Midlands. Strategic sites are typically over 25 ha or above (or extensions to existing strategic sites of > 10 ha), can accommodate strategic sized industrial and logistics units of > 9,300 sq.m in size, and benefit from strong accessibility to the Strategic Road Network.
- 2.3 The study identified 9 opportunity areas across the region which could accommodate future growth to meet the residual requirement. One which is Area 8, which covers the M40 travelling through South Warwickshire.
- 2.4 The gross strategic site need for Area 8 is 225ha, as defined in the 2026 Employment Land Study. It consists of 100ha of existing supply at Gaydon and a residual requirement of 125ha (planning for the upper bound, as the Study recommended), of which 25ha is for B2 use and 100ha is for B8/Mixed Use. The WMSESS modelled the 2022-45 period, however by planning for the upper bound of the requirement this is considered suitable to meet South Warwickshire's needs to 2050.

Table 2.1 WMSESS Indicative Site Need – Area 8

Opportunity Area	Type of Site	Indicative additional strategic site requirement at B8/mixed c.50ha; B1/B2 dedicated c.25ha	Indicative land need 2022-45
Area 8: A46 / M40 Warwick	B8/Mixed	1-2	50-100
	B2	1	25
Residual Need		75-125	
Supply: Gaydon		100	

Gross Need	225
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Source: Icen Analysis of WMSESS 2024

Phasing of Need

- 2.5 Table 12.2 within WMSESS 2024 set out an indicative site distribution by Opportunity Area, which also provided an indicative phasing, based on notional existing supply.
- 2.6 The table, replicated below, shows a phasing rank of A for B8 / mixed use strategic sites. The Study states that this indicates a need to ‘identify pipeline sites to aid delivery in the near term before 2030’. **At the time of writing of the WMSESS, there was no B8 supply identified within this opportunity area and so a short-term requirement to identify further supply.**
- 2.7 Regarding the requirement for sites for strategic manufacturing (B1/B2), the indicative phasing of C/D indicates that the requirement for a further 25ha of strategic manufacturing supply is a longer-term requirement towards the end of the forecast period (2040s).
- 2.8 This phasing takes account of the existing 100ha JLR allocation, however it is of note that Policy GLH within the adopted Core Strategy current restricts the allocation to meet the business needs of JLR only and the site is not available for wider business use. The Preferred Options Local Plan indicates that this policy restriction will be lifted and the site will be made available for the wider market. However the restrictions in the adopted policies have some influence on strategic manufacturing availability for the wider market in the short-term, . The weight which can be given to this may be influenced by the progress of the SWLP or the determinations of applications relating to this site.⁶

⁶ Such as the live Deeley Properties application for 11.7ha of land at this site (25/01765/FUL). This is considered further in Section 3.

Table 2.2 Area 8 Strategic Site Recommendations and Phasing

Notional supply – years ( =current committed supply)					Market rank	Indicative phasing	Indicative additional strategic site requirement at B8/mixed c.50ha; B1/B2 c.25ha	Narrative – market rank / performance, scale (no. LPA), site supply, SRFIs, Green Belt
Type	0-5	5-10	10-15	15-20				
B8/ Mixed					B	A	1-2	Large OA. Existing supply is in Warwick but at Coventry, identified in Rugby/Coventry OA.
B1/B2						C/D	1	Existing JLR/AML supply concentrated for single occupier. Potential for further manufacturing agglomeration.

Source: WMSESS 2024

ea

3. Area 8 Strategic Site Supply

- 3.1 This section considers the pipeline of sites within Area 8 which could contribute towards the Area 8 strategic site need.

Existing Strategic Sites Supply – Area 8

JLR Gaydon Allocation

- 3.2 This site forms part of the existing strategic site supply. The extant allocation for 100ha in the Stratford-on-Avon Core Strategy is allocated explicitly for the expansion of the Jaguar Land Rover at Gaydon for research, design, testing and development of motor vehicles, other advanced engineering technologies and products.
- 3.3 The site has not come forward since its allocation in the 2016 Core Strategy. This has been influenced by the landownership position and the policy restriction rather than a lack of underlying demand for I&L development. A significant proportion of the allocated site is controlled by CEG Land Promotion on behalf of landowners. JLR have expressed a preference to expand onto land under their ownership.
- 3.4 The emerging Local Plan, informed by the South Warwickshire Employment Land Study, is expected to propose that the restrictions on the JLR allocations are lifted, opening the site to the wider market for strategic manufacturing (B2) and small-scale logistics (B8) units (Draft Policy Direction 12). The Policy proposed that alternative sites for JLR expansion will be identified through engagement with JLR.
- 3.5 This policy evolution does not impact the site's inclusion within the Area 8 strategic B2 supply over the longer-term; but could be an influence on the potential for development in the short-term (in advance of a change in the policy position through the SWLP). The proposed lifting of policy restrictions will support the site's delivery prospects.

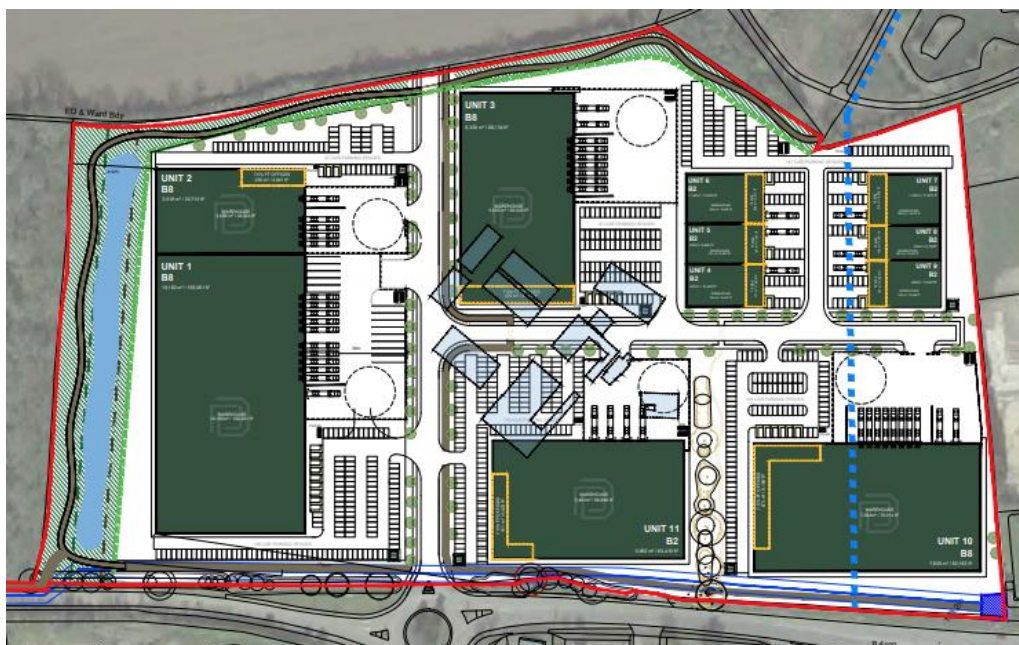
- 3.6 The site benefits from strong accessibility to M40 J12 and has existing road infrastructure. There are no major infrastructure requirements preventing the site from coming forward.

Swallowfield Farm

- 3.7 A 11.7ha section of the JLR allocation, Swallowfields Farm, has a pending planning application (25/01765/FUL). The description of development is as follows:

The demolition of all existing buildings and erection of commercial/employment units within Use Classes E(g)(iii) (Industrial Processes), B2 (General Industrial) and B8 (Storage and Distribution) with ancillary offices, together with means of access (pedestrian and vehicular), servicing of the units, car parking, landscaping and all other associated works including installation of pedestrian crossing, drainage, lighting and changes to the existing alignment of public right of way (SM80).

Figure 2.1 Site Layout



Source: Design and Access Statement, Deeley Properties

3.8 The proposed development would deliver 37,821 sq.m of gross new floorspace, across a range of unit sizes. The proposals indicate two B8 units of 4,767 sq.m and 9,290 sq.m and four flexible industrial units ranging from 4,667 sq.m to 6,870 sq.m. At the time of writing, the site does not however have planning consent.

Table 3.1 Proposed Unit Schedule – Swallowfields Farm

Unit Schedule		
Unit number	Use class	Unit Area
Unit 1	B8	9290sqm/99,998sqft
Unit 2	B8	4767sqm/51,312sqft
Unit 3	B2/B8/E(g)(iii)	6301sqm/67,824sqft
Unit 4	B2/B8/E(g)(iii)	4667sqm/50,236sqft
Unit 5	B2/B8/E(g)(iii)	6870sqm/73,949sqft
Unit 6	B2/B8/E(g)(iii)	5926sqm/63,787sqft

Source: Design and Access Statement, Deeley

3.9 Under the current Core Strategy policy GLH, the site is not policy compliant as the proposals are not specifically for the JLR expansion. As discussed above, the policy position is expected to change through the SWLP with the restriction to JLR expansion removed and the site made available for wider employment development. Nonetheless the current policy wording does affect the extent to which land without planning consent could be considered deliverable in the short-term; and in a decision-making context this would need to be taken into account by the Council. There is the potential for the Council’s decision on the live application for development of part of this site to influence consideration of this issue.

Potential Supply

-
- 3.10 The Regulation 18 Preferred Options Local Plan Policy Direction 12 presented two potential options to meet the strategic site need. These are considered in turn below, but are not currently deliverable.

Red House Farm

- 3.11 The 121ha site is located to the south of Warwick and Leamington Spa. The site is noted as an opportunity to fund and deliver a new junction to replace the two one-way junctions at J13 and J14 M40. The site is located outside of the greenbelt and is relatively unconstrained. No planning application has been submitted at this stage.
- 3.12 Given the significant infrastructure works to create a new junction on the M40, the potential delivery timescales of the site are **long-term (2040+)**. There are significant and complex infrastructure issues to resolve prior to development.

Wedgnock Park Farm

- 3.13 The 141ha is located to the northwest of Warwick on the A46, located c.3km from J15 M40. The site is located entirely within the Green Belt but otherwise is unconstrained in terms of physical and environmental constraints. The proposed site area has been revised to 71ha since the Issues and Options Reg 18 Local Plan.
- 3.14 Delivery of strategic development at this site may be impacted by capacity issues on the A46, which is currently undergoing a number of upgrades alongside the development of HS2. No planning application has been submitted at this stage.
- 3.15 Given the site's location within the Greenbelt, planning status and potential capacity issues on the A46, the potential delivery timescales are **medium to long term (2035+)**.

JLR Southern Extension

- 3.16 The 51ha site is located to the south of the existing JLR site and west of Gaydon. The site has been identified as suitable for the potential expansion of existing JLR operations.
- 3.17 The land is controlled by JLR, in contrast to the existing 100ha allocation for JLR use. The site does not have an application submitted, however a masterplan has been prepared. It is expected that this site could come forward in the **medium term (2030+)**.

Land to the South of Junction 12 – M40 Gaydon

- 3.18 A 29.5ha site to the south of the Gaydon allocation, 'Land to the South of Junction 12 – M40 Gaydon' was recently refused permission:

23/01054/OUT: Hybrid Planning Application comprising: a) Full application for the construction of commercial development comprising a site access from the B4100 together with a maintenance access off Pimple Lane...and construction of three commercial buildings (Units 4 (a-e), 5 and 6 (Flexible Use - B2/ B8/E(g)(ii)/E(g)(iii) including ancillary office accommodation...; and b) Outline application for the construction of commercial buildings Flexible Use - B2/ B8/E(g)(ii)/E(g)(iii).

- 3.19 The proposed development envisaged provision of up to 79,841 sq.m of flexible industrial development. The illustrative masterplan indicated a range of unit sizes with smaller units ranging from 1,572 to 1,929 sq.m and larger units of 7,295 sq.m to 34,962 sq.m.

Figure 3.1 Illustrative Masterplan



Source: CEG

- 3.20 The application was refused on 18th December 2025 on the grounds that the development would cause substantial and demonstrable harm to the character of the landscape and would have an unacceptable and substantial impact on the visual amenity of the landscape. The economic and social benefits were not considered to outweigh the harm. The Reasons for Refusal also noted the lack of a S106 agreement to secure contributions to infrastructure and sustainable travel.
- 3.21 It is a decision for the Council as to whether these issues can be overcome through design and whether to allocate the site within the Local Plan. We have assumed at this point that this site cannot be considered as part of the short-term supply; but the position here may need to be reviewed depending on the position the Council takes on this site.

Area 8 Supply Summary

3.22 The table below summarises the existing and potential strategic sites supply within Area 8, showing the indicative phasing.

3.23 **There is no existing strategic sites short-term strategic sites supply.**

Whilst Swallowfields Farm, which is part of the JLR Gaydon CS allocation, has a pending application and could come forward in the short-term if granted consent, the current policy position does not support wider employment development.

3.24 The potential supply position in the medium/ longer-term, if sites are allocated in the South Warwickshire Local Plan is set out below.

Table 3.2 Summary of Area 8 Pipeline – medium/ longer-term supported by SWLP Allocations

Site	Short-term: 2025-30	Medium-term: 2030-35	Long-term: 2035+	Total	Status
JLR Gaydon	0	50	50	100	Potential Swallowfields Farm parcel could come forward in short-term however current policy position does not allow.
Red House Farm	0	0	121	121	Potential Draft allocation
Wedgnock Park Farm	0	35.5	35.5	71	Potential Draft allocation
JLR South Ext.	0	51	0	51	
Land South of J12 M40	0	29.5		29.5	Potential Pending Appeal
Total Potential Supply – depending on what sites are allocated	0	130.5 - 166*	85.5 – 171*	251.5 - 301.5*	

*assumes inclusion of Red House Farm or Wedgnock Park Farm

Source: Icen analysis

Area 8 Phasing Conclusions

- 3.25 Overall, there is a gross strategic sites requirement of 225ha of which indicatively 125ha is for B2 strategic use and 100ha for B8 / mixed use.
- 3.26 The WMSESS indicates that the 100ha allocation at Gaydon is sufficient to meet strategic B2 requirements in the short and medium term, however in reality this is restricted to JLR expansion only under the current Core Strategy Policy GLH. **Overall, there is not short-term committed / allocated strategic sites supply to meet the immediate need identified in Area 8.**
- 3.27 The potential changes to the policy position (or interpretation of the current Policy GLH) could support some development at the Gaydon GLH allocation in the short/medium term (to 2030 and 2035). Wider potential allocations in the SWLP are unlikely to support development before 2030.

A1. Industrial Availability

Table A1.1 South Warwickshire Available Units – March 2026

Property Address	SQM	Size Band	Year Built	Star Rating	Submarket Name
Holly House, Queensway	77	0-100 sq.m	1950	2	Warwick
Block A , Plato Close	78	0-100 sq.m	2023	3	Warwick
Phase 2, Spartan Close	93	0-100 sq.m	2023	4	Warwick
Bath Pl	106	100-500 sq.m	1888	2	Warwick
Hawkes Dr	115	100-500 sq.m	1980	2	Warwick
Rigby Close	132	100-500 sq.m	1997	3	Warwick
Unit K9 Hollyfarm Business Park , Honiley Rd	144	100-500 sq.m	2000	3	Warwick
1-3 Moss St	165	100-500 sq.m		3	Warwick
14-24 Hurlbutt Rd	191	100-500 sq.m	1994	3	Warwick
Berrington Rd	303	100-500 sq.m	1984	2	Warwick
Lower Cape	344	100-500 sq.m	2007	3	Warwick
Lower Cape	372	100-500 sq.m	2015	2	Warwick
Units 1&2, 41 Millers Rd	445	100-500 sq.m	1990	3	Warwick
17-19 Court St	497	100-500 sq.m	2000	2	Warwick
Budbrooke Rd	576	500-1000 sq.m	1998	3	Warwick
Cape Engineering UK Ltd , Rothwell Rd	590	500-1000 sq.m	1970	3	Warwick
Berrington Rd	605	500-1000 sq.m	1975	2	Warwick
Nelson Ln	686	500-1000 sq.m	1990	2	Warwick
Titan Business Centre, Spartan Close	722	500-1000 sq.m	1990	3	Warwick
Arches 1-19, Neilston St	737	500-1000 sq.m	1861	2	Warwick
4 Tachbrook Park Dr	741	500-1000 sq.m	2010	3	Warwick
10 Welton Rd	743	500-1000 sq.m	1970	3	Warwick
Eaton Works, 1 Althorpe St	771	500-1000 sq.m	1962	2	Warwick
Budbrooke Rd	919	500-1000 sq.m	1998	2	Warwick
4020, Siskin Pky E	920	500-1000 sq.m	2007	3	Warwick
St Marys Rd	985	500-1000 sq.m	1972	2	Warwick
Squab Hall, Harbury Ln	1,008	1000-2500 sq.m	1990	2	Warwick
Spartan Close	1,058	1000-25000sq.m	1989	3	Warwick
Tachbrook Park Dr	1,058	1000-2500 sq.m	1997	3	Warwick
The Old Pie Factory, Montague Rd	1,067	1000-2500 sq.m	1990	3	Warwick
Wedgenock Industrial Estate Welton Rd	1,202	1000-25000 sq.m	1970	2	Warwick
Lock Ln	1,203	1000-2500 sq.m	2002	2	Warwick
Hermes Ct	1,351	1000-2500 sq.m	2004	3	Warwick
Jenton Rd	1,496	1000-2500 sq.m	1970	2	Warwick

Unit 2 & 3A Brandon House , Woodhams Rd	1,513	1000-2500 sq.m	1986	3	Warwick
8 Hiron Way	1,541	1000-2500 sq.m	1995	3	Warwick
Hiron Way	1,551	1000-2500 sq.m	1992	3	Warwick
15-29 Hurlbutt Rd	1,658	1000-2500 sq.m	1994	3	Warwick
Wedgnock House , Wedgnock Ln	2,099	1000-2500 sq.m	1970	2	Warwick
3040 Siskin Pky E	2,452	1000-2500 sq.m	2009	3	Warwick
15 Lock Ln	2,756	2500-5000 sq.m	2000	2	Warwick
Harrison Way	2,850	2500-5000 sq.m	2001	3	Warwick
Campbell House, Heathcote Way	3,629	2500-5000 sq.m	1988	3	Warwick
Stratford Rd	3,716	2500-5000 sq.m	Proposed	3	Warwick
Power Park Coventry, Siskin Dr	4,352	2500-5000 sq.m	1989	3	Warwick
Europa House, Heathcote Ln	4,598	2500-5000 sq.m	1990	3	Warwick
Burnt Heath Farm, Long Itchington Road	4,623	2500-5000 sq.m	2000	3	Warwick
Opus 82, Myton Rd	7,647	5000-10000 sq.m	Proposed	3	Warwick
Midbox Barberry 92, 92 Tournament Fields	8,596	5000-10000 sq.m	2025	4	Warwick
SPC 140, Bubbenhall Rd	13,038	10000 sq.m +	2024	5	Warwick
Bubbenhall Rd	17,391	10000 sq.m +	Proposed	5	Warwick
Bubbenhall Rd	22,719	10000 sq.m +	Proposed	4	Warwick
Bubbenhall Rd	29,949	10000 sq.m +	Proposed	4	Warwick
Battery Recycling Unit, Rowley Rd	46,451	10000 sq.m +	Proposed	5	Warwick
Supply Chain, Electrified Logistics Unit, Rowley Rd	65,032	10000 sq.m +	Proposed	5	Warwick
Research & Technology Park, Rowley Rd	69,677	10000 sq.m +	Proposed	5	Warwick
Bubbenhall Road	100,517	10000 sq.m +	Proposed	4	Warwick
Battery Manufacturing Unit 2, Rowley Rd	116,128	10000 sq.m +	Proposed	5	Warwick
Battery Manufacturing Unit, Rowley Rd	116,128	10000 sq.m +	Proposed	5	Warwick
Waterloo Park	116	100-500 sq.m	2001	2	Stratford-On-Avon
Smallbrook Business Centre, Wellington Rd	124	100-500 sq.m	2000	3	Stratford-On-Avon
Earlswood Trading Estate , Poolhead Ln	126	100-500 sq.m	1970	2	Stratford-On-Avon
30-30A Waterloo Rd	137	100-500 sq.m	1990	3	Stratford-On-Avon
Units 1A-10, Arden Rd	186	100-500 sq.m	2021	3	Stratford-On-Avon
Station Rd	238	100-500 sq.m	2020	3	Stratford-On-Avon
Former Oxalis House , 3 Masons Rd	384	100-500 sq.m	1984	3	Stratford-On-Avon

Fulready	390	100-500 sq.m	1970	2	Stratford-On-Avon
31-37 Timothys Bridge Rd	394	100-500 sq.m	1980	3	Stratford-On-Avon
Brookhampton Ln	454	100-500 sq.m	2005	3	Stratford-On-Avon
Masons Rd	461	100-500 sq.m	1972	2	Stratford-On-Avon
Broom Court Farm , Rush Ln	548	500-1000 sq.m	2011	2	Stratford-On-Avon
17-20 Arden Rd	583	500-1000 sq.m	1990	3	Stratford-On-Avon
111 Masons Rd	610	500-1000 sq.m	2000	2	Stratford-On-Avon
Birmingham Rd	634	500-1000 sq.m	1990	3	Stratford-On-Avon
Britannia House, 22 Tything Rd E	700	500-1000 sq.m	1980	3	Stratford-On-Avon
The Bleasdale Building, University of Warwick Innovation Campus	873	500-1000 sq.m	1950	3	Stratford-On-Avon
Sucham Park, Units 1-3, Northfield Rd	910	500-1000 sq.m	2023	3	Stratford-On-Avon
Ford Farm , Welsh Rd	955	500-1000 sq.m	1975	3	Stratford-On-Avon
The Barn, Pittern HI	1,091	1000-2500 sq.m	2024	2	Stratford-On-Avon
Western Rd	1,195	1000-2500 sq.m	1960	2	Stratford-On-Avon
New Town Printers, Brickyard Ln	1,245	1000-2500 sq.m	1965	2	Stratford-On-Avon
Oak Treet Court , 9-14 Arden Forest Way	1,307	1000-2500 sq.m	Under Construction	3	Stratford-On-Avon
220 Alcester Rd	1,898	1000-2500 sq.m	Proposed	3	Stratford-On-Avon
Unit 23 Station Rd	3,484	2500-5000 sq.m	1990	3	Stratford-On-Avon
240 Alcester Rd	4,646	2500-5000 sq.m	Proposed	3	Stratford-On-Avon
Unit 41 Alcester Rd	6,985	5000-10000 sq.m	1963	3	Stratford-On-Avon
210 Alcester Rd	9,290	5000-10000 sq.m	Proposed	4	Stratford-On-Avon
230 Alcester Rd	11,397	10000 sq.m +	Proposed	4	Stratford-On-Avon
Unit 300 Alcester Rd	11,859	10000 sq.m +	Proposed	4	Stratford-On-Avon
Redditch Gateway Birmingham Rd	26,826	10000 sq.m +	2023	4	Stratford-On-Avon