



MARCH
2026

South Warwickshire New Settlements Employment Note

March 2026

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

ICENI PROJECTS
LIMITED ON BEHALF
OF STRATFORD-ON
AVON AND WARWICK
COUNCILS

Iceni Projects

Birmingham: The Colmore Building, 20 Colmore Circus Queensway, Birmingham B4 6AT
Edinburgh: 7 Alva Street, Edinburgh, EH2 4PH
Glasgow: 177 West George Street, Glasgow, G2 2LB
London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH
Manchester: WeWork, Dalton Place, 29 John Dalton Street, Manchester, M26FW

t: 020 3640 8508 | w: [iceniprojects.com](https://www.iceniprojects.com) | e: mail@iceniprojects.com
linkedin: [linkedin.com/company/iceni-projects](https://www.linkedin.com/company/iceni-projects) | twitter: [@iceniprojects](https://twitter.com/iceniprojects)

South Warwickshire New Settlements
Employment Note
MARCH 2026

1. New Settlements Note

- 1.0 Icenii prepared a note entitled 'South Warwickshire – New Settlements Employment Note' in November 2024 to inform and support development of the South Warwickshire Local Plan. That note was however prepared in a context whereby, as it sets out, the preferred spatial option and site specific allocations had yet to be identified and it was not therefore possible to provide definitive advice on the quantum of employment to be delivered at individual specific locations (Para 1.5).
- 1.1 The Note set out that relevant consideration in whether and what scale of employment land provision might be appropriate as part of new settlements would be influenced by:
- The supply/demand position for employment overall
 - The location and accessibility of new settlement locations
 - The spatial relationship between new settlement locations and other employment sites within the Plan.
- 1.2 Whilst it provided a high-level analysis of one way in which employment land provision could be equated to the scale of new settlements (Table 1), this was indicative and the note made clear that the quantum of employment provision which might be appropriate would be highly sensitive to location – with the market attractiveness of different potential new settlement locations being a key consideration influencing their ability to support employment development (Paras 2.6- 2.7).
- 1.3 Section 3 of the note then went on to consider the commercial attractiveness of a number of potential new settlement locations. This was however a high level assessment undertaken in the absence of any emerging masterplan for individual strategic developments.
- 1.4 We have therefore sought to update the analysis in this note in and have provided some more detailed commentary on a number of the prospective new settlement allocations in the Plan and it should be

noted that there are other prospective new settlements being considered.

Long Marston

- 1.5 Strategic scenarios for growth at Long Marston envisage potential for between 8,200 – 10,400 residential dwellings. A number of separate parcels of employment development are shown, generally located to the west and to the east of B4632 Campden Road.
- 1.6 Overall, Long Marston is not a particularly attractive location for further employment development beyond that which is already allocated. It is a relatively rural location away from the motorway (SRN) and A-road network and c. 5 miles from Stratford-on-Avon.
- 1.7 As identified in the South Warwickshire Economic Strategy, we would also note that the new settlement proposals sit immediately to the north of the Long Marston Rail Innovation Centre. This site, which was acquired by Porterbrook in 2021 is 135 acres in size and provides a focus for R&D for the rail sector – including testing of hybrid and hydrogen powered trains. It also provides an Asset Management Facility to support the maintenance and upgrading of existing train fleets. It provides further potential for growth on site, relating to this rail R&D and maintenance facility – linked to the specific infrastructure which exists including the test track and rail yards.
- 1.8 The existing allocation makes provision for c.13ha of employment land (no more than 8ha by 2031) of which no less than 10% should be in the form of small business workshops. The pending application (18/018992/OUT) proposes a business park of 5.7ha and further employment space / land within mixed-use areas.
- 1.9 In addition, the Long Marston area includes the Meon Vale Business Park which is managed by Indurent and provides older industrial space, with limited eaves heights; as well as extensive land which is used for

vehicle storage. There are a number of units available and marketed¹ on site at the time of writing and we understand from engagement with local agents that the site consistently attracts lettings, but for 'budget' space at c. £5 psf; with market interest for new-build development limited by its distance from the motorway and larger population centres.

1.10 We consider that the policy framework within the Local Plan should therefore:

- Seek to retain and support investment and intensification of the existing employment land at Long Marston – the Meon Vale Business Park and Long Marston Rail Innovation Centre;
- Include modest provision for further employment development as part of the further new settlement development, focused at providing modern floorspace for SME businesses which is not currently offered at the above two sites. We consider that provision of up to 15 ha of employment land provision would be appropriate to facilitate new employment development over 25+ year timescale for the delivery of the site. Employment development could be expected to be brought forwards on a phased basis over time.
- Opportunities for the delivery of small scale flexible office space, including managed workspace provision, should be explored as part of the delivery of local centres.

1.11 Icenii would comment that the emerging masterplan for the site shows a number of small, separate employment parcels. Consideration should be given to consolidating these to provide larger employment parcels which can attract interest from regional / local commercial developers. Whilst this may impact on values, it should be possible to address this through a land equalisation arrangement between the different landowners/ promoters.

¹ <https://www.indurent.com/industrial-estates/meon-vale-business-park/>

Hatton

- 1.12 Strategic scenarios for growth at Hatton, to the west of Warwick, envisage development of up to 5,300 dwellings. This includes land to the north and south of the railway line, with development envisaged to come forwards on a phased basis.
- 1.13 Initial masterplanning work undertaken by the site promoters envisages the potential growth of the Hatton Technology Park; as well as workspace provision within local centres, one of which adjoins the railway station.
- 1.14 This location is not as commercially attractive as other locations in Warwick District for employment development; as it is located away from the main M40 and A46 road corridors. This influences the scale of potential employment development which is suitable.
- 1.15 Similar to our commentary on Long Marston, we would envisage some demand being generated by the residential growth – but with a demand profile at this location focused more on local SME businesses, including trade counter and construction-related activities. Given the accessibility to wider employment development at Warwick/Leamington, provision of up to 10ha of employment land provision would be appropriate. However this form of commercial development is not as commercially attractive or viable as other forms of employment land provision, potentially impacting on delivery timings.
- 1.16 The most attractive location for this would be on land which adjoins or is easily accessible from the A4177 Birmingham Road. The Councils might consider this further as part of the Plan's development but would need to consider any associated traffic impacts on the A4177 / A46 Junction.
- 1.17** Alongside this there is some potential for small scale flexible office space, including managed workspace provision, to be provided as part of the local centres – in particular that which adjoins the rail station. The

potential for modest office space provision in such centres should be explored as part of detailed masterplanning.

Danseey Green

- 1.18 The third new settlement option being considered is the development of between 4,000 – 6,000 homes at Dansey Green, which lies to the south of the M40 / M42 and to the east of Redditch. The proposed development here lies both to the west of and to the north-east of the existing settlement.
- 1.19 This proposed location relates poorly to existing A-road corridors and is largely a rural location. However we would envisage that highways improvements are necessary to provide connectivity to the A435 to the west; and to M40 Junction 16 to the north.
- 1.20 If this is brought forwards as a growth location, consideration might be given to allocating other, better-located employment sites which are in proximity to it, such as land around M42 Junction 3.
- 1.21 The most attractive locations for new employment development within the area being considered for the new settlement itself would be in the SW of the site, close to Ullenhall Lane, assuming that improved connectivity to the A435 corridor is provided. Alternatively consideration could be given to development in the NE of the site if accessibility to the A3400 is achieved, providing connectivity to M40 Junction 16. However this provides access only to the west.
- 1.22 A minimum of 6ha of employment land provision, and potentially up to 20 ha could be provided (either as part of this development or in relative proximity to it) – with higher levels of provision envisaged only if infrastructure improvements result in improved connectivity to the SRN. This provision could be achieved through development adjoining M42 Junction 3 if a strategic employment site is brought forwards at this location.

1.23 Alongside this there is some potential for small scale flexible office space, including managed workspace provision, to be provided as part of the local centres – in particular that which adjoins the rail station. The potential for modest office space provision in such centres should be explored as part of detailed masterplanning.