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Planning Statement

This planning statement has been prepared in support of an application presented by UK Greetings Ltd for an extension of their existing facility at Bretton Park Dewsbury.

The planning application proposes constructing a 30,000sq.ft commercial office extension, which will form a direct relationship with the existing distribution centre.

The site is allocated for employment development in the adopted Kirklees Local Plan (PEA 33). The distribution Centre is currently an industrial unit with ancillary offices which are predominantly used by UK Greetings creative and product team, daily to plan and build customer in store greeting card displays.

The proposed development will be a major investment by UK Greetings and will bring forward an unused allocated part of the site to encompass and improve the business model, local employment and development.

Planning History.

The Bretton Park previous planning approval indicates a phase 2 23.800 sq.ft (footprint) possible expansion zone. This zone will be utlised for the new proposal, however the proposal will have a significantly less footprint area of just 10,000 sq.ft.

Policy Analysis

We consider that that the Application complies with the relevant policies in the Adopted Plan.

The site is allocated for employment under PEA 33, an area that has been set out to meet the requirements of the safeguarding employment land premises policy.

Flood Risk Sequential Test

The site is in flood zone 2, based on the Environment Agency flood map for both Fluvial and Pluvial, the risk to the development from the potential flooding source is considered to be low. Based on the nature of the proposal the approach to develop on a lower risk site has been deemed illogical with no benefit to UK Greetings future growth of the business. The relationship to the existing site is the main reason for the proposal.

Main Town Centre Sequential Test

The increase in frequency of the cooperation required between the various business departments currently based at Bretton Park, Cannon Way and Mill Street, Dewsbury, has become the main driver for the proposed collaboration at Bretton Park. This will encompass the required departments on the same site. This approach will decrease inefficiencies, travel

operating costs and delays to the business. The relationship between the existing and proposed development has been evaluated and has proved to be pivotal for the business to evolve both economically and efficiently. Therefore, no reasonably available sites within the town centre have been considered due to the parameters of the proposal.

Benefits

The proposed development has a number of benefits which need to be considered in the overall planning balance for this application.

- Direct economic benefits
- Enable retention of a major local manufacturing operator
    - The Kirklees Economic Strategy 2019-25 identifies "*specialised advanced manufacturing assets*", as a key asset to build on- as identified as the Strategy's "*Priority 1*".
    - The strategy aims to encourage higher productivity work, recognising that manufacturing is the most pronounced high value sector in Kirklees, with the ultimate aim of producing "*good jobs*" for the people of Kirklees
- The business currently employs approximately 783 people in Kirklees. This proposal will provide operational efficiencies and allow expansion- which, in turn, will enable the business to remain in Kirklees, retaining those high value jobs.
- The rationalisation of the operation and expansion of the current site is critical to securing the future of this high value business in Kirklees.