



# Ni.PARK

THE PLACE FOR INNOVATION

DELIVERED BY TELFORD & WREKIN COUNCIL IN ASSOCIATION WITH HARPER ADAMS UNIVERSITY



Protect  
Care and Invest  
to create a  
better borough





# DESCRIPTION

EMPLOYMENT DEVELOPMENT LAND SOUTH OF THE A518 AND WEST OF THE A41, NEWPORT, SHROPSHIRE, TF10 7BX. A THRIVING UNIVERSITY TOWN IN THE BOROUGH OF TELFORD AND WREKIN, LOCATED IN THE HEART OF THE COUNTRY WITH EASY ACCESS TO NATIONAL AND INTERNATIONAL MARKETS.

NI.PARK COMPRISES APPROXIMATELY 25 ACRES (10 HECTARES) OF CLEARED, GREENFIELD EMPLOYMENT LAND

PHASE 1 PROVIDES A RANGE OF INDUSTRIAL UNITS RANGING FROM 66 SQM – 351 SQM (710 FT<sup>2</sup> – 3778 FT<sup>2</sup>) TO LET

FURTHER PLOTS PROVIDE AN OPPORTUNITY TO ACQUIRE EITHER FREEHOLD PARCELS OF LAND FOR DEVELOPMENT OR THE POTENTIAL DELIVERY OF TURNKEY SOLUTIONS TO SUIT OCCUPIERS' REQUIREMENTS

SUITABLE FOR EMPLOYMENT USES THAT FALL WITHIN USE CLASS E (SUBJECT TO LAND OWNERS CONSENT), B2 OR B8

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# LOCATION

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HARPER ADAMS UNIVERSITY 3.7 MILES.

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ADJACENT TO AUDLEY AVENUE ENTERPRISE PARK JUPITER MARKETING AND ALDI.

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NEW RETAIL CORRIDOR ADJACENT TO A41 LIDL, M&S FOOD, BP AND MCDONALDS.

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TELFORD INTERNATIONAL TRAIN STATION 8.3 MILES, STAFFORD TRAIN STATION 12 MILES.

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SHIFNAL AND OAKENGATES TRAIN STATIONS 8 MILES.

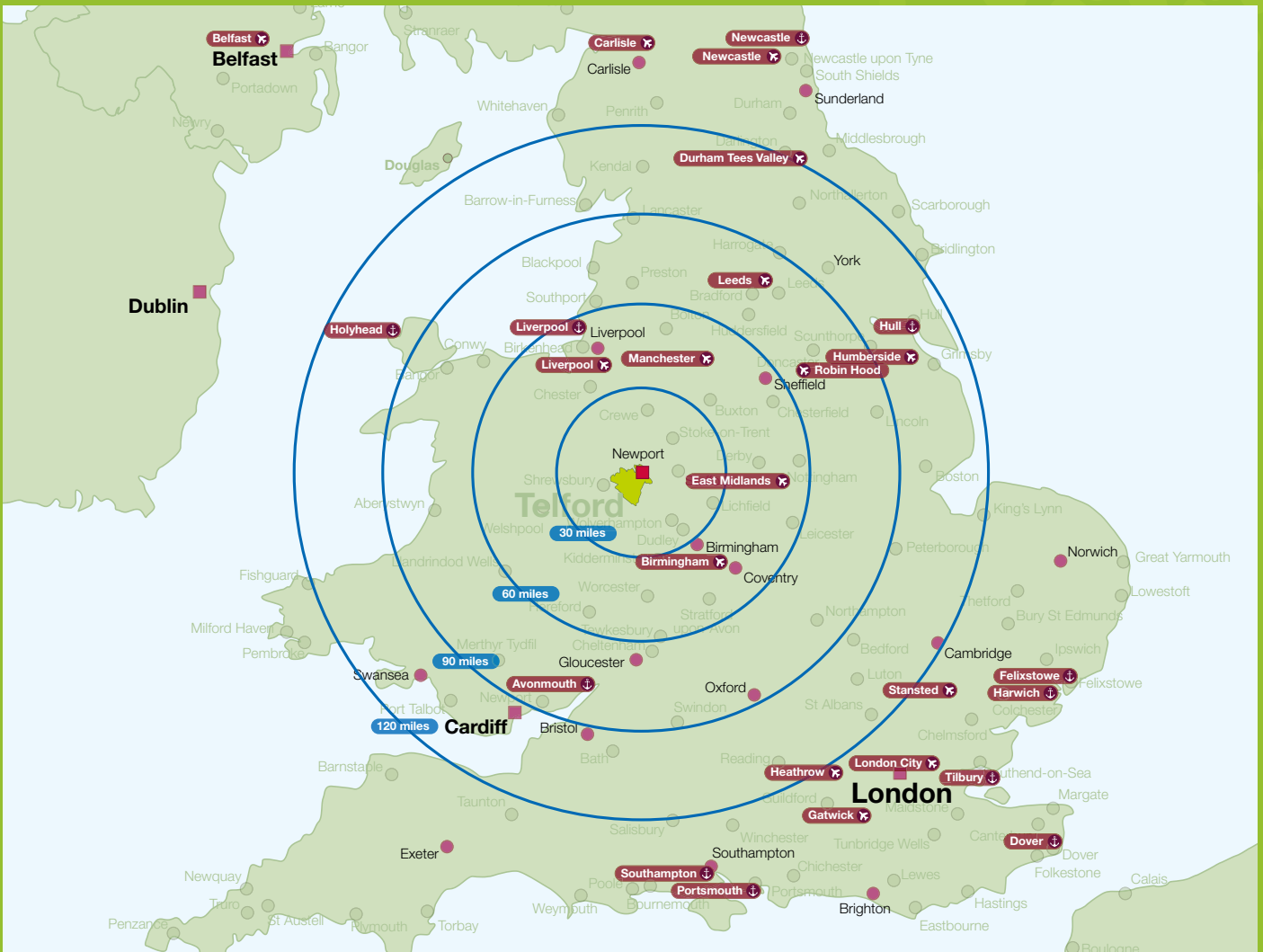
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M54 MOTORWAY, JUNCTION 3 9 MILES.

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# CONNECTIVITY

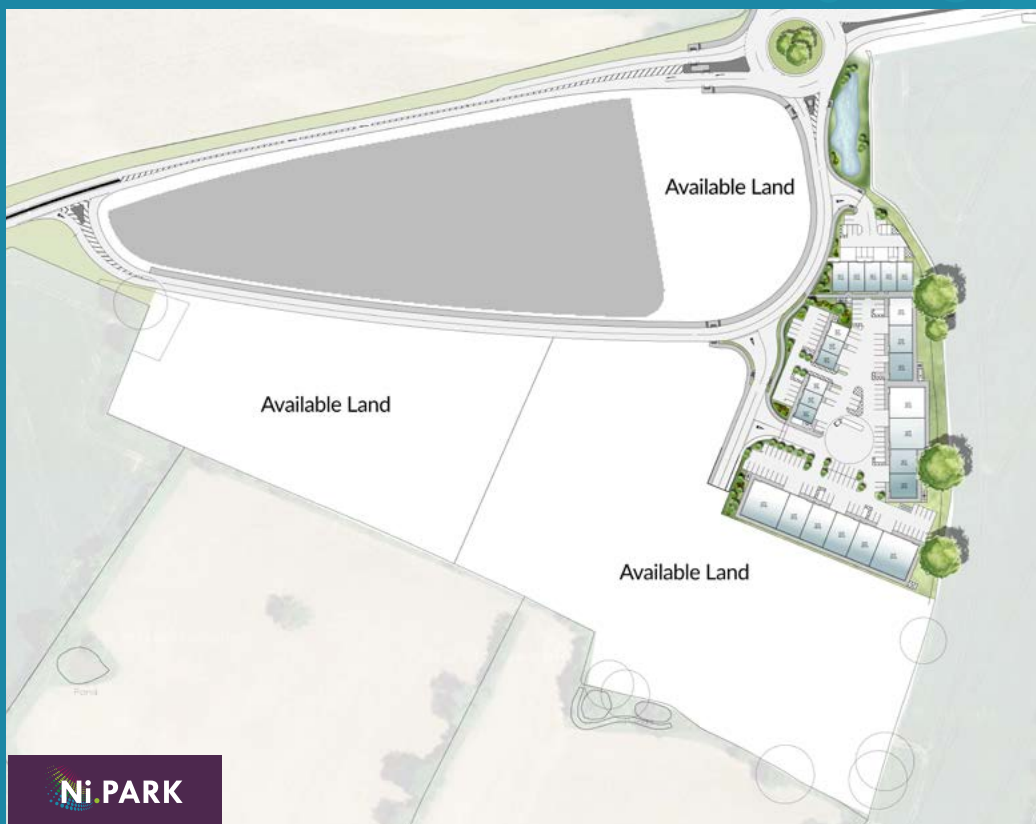






# VISION

OUR VISION IS TO CREATE THE WORLD'S LEADING AGRI-TECH RESEARCH AND INNOVATION HUB, PUTTING THE UK AT THE FOREFRONT OF HIGH EFFICIENCY AGRICULTURE.



NEW INDICATIVE SITE LAYOUT HIGHLIGHTING PHASE 1

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Ni.PARK WAS CHOSEN AS A PILOT SITE TO LAUNCH THE INTERNATIONAL TRADE SECRETARY'S NEW HIGH POTENTIAL OPPORTUNITIES SCHEME. THIS IS AIMED AT DRIVING NEW INVESTMENT INTO THE UK

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# VISION





# VISION





# HARPER ADAMS UNIVERSITY

Harper Adams University is a world class specialist university at the forefront of future food production, processing, animal sciences, engineering, land management and sustainable business; the ideal partner to deliver Ni.Park.

Named UKs Best Modern University (The Times Good University Guide 2017, 2018, 2019 and 2020) the University was also the recipient of The Queens Anniversary Prize for its work leading innovation in agricultural engineering. Close to 60% of the research by Harper Adams in Agriculture, Veterinary and Food Science is deemed to be internationally excellent or world leading according to the UKs Research Excellence Framework (REF) with teaching awarded as Gold standard in the Teaching Excellence Framework.

Harper Adams University is always looking for industry partners to work with students and graduates and has one of the highest graduate employment rates of all UK universities with 98.8% graduate employment, 15 months after graduation. (Graduate Outcomes July 2020).

The University's Agricultural Engineering Innovation Centre provides a physical base around which university/industry collaboration can be stimulated.

It is home to the National Centre of Precision Farming which researches, evaluates and promotes the technologies that provide solutions for modern farming and is a proving ground for innovations that make farming more efficient and productive.

One of the UKs four Agricultural Engineering Precision Innovation (Agri EPI) Centres is also based at the University, providing a global centre for agricultural engineering and precision farming. The centre delivers research, development, demonstration and training on precision agriculture and engineering for the livestock, arable, horticulture and aquaculture sectors. The Agri-EPI Centre is owned by a consortium of key organisations in the field of precision agriculture and engineering, bringing together expertise in research and industry. A further 69 companies support the Centre, including large supermarkets, food producers, farmers, processors and engineering and technology firms.



# HARPER ADAMS UNIVERSITY – AHEAD OF ITS FIELD FOR INNOVATION

Through its Hands Free Hectare project in 2017, the University undertook ground-breaking research and became the first in the world to plant, tend and harvest a crop with only autonomous vehicles and drones. This has now developed into 35 hectares of Hands Free Farm, with Automated machines growing crops autonomously, without operators in the driving seats or agronomists on the ground. The team are currently growing three different combinable crops.

Kit Franklin, Senior Agricultural Engineering Lecturer, said: "We want the farm to become a testbed for agricultural innovation. Once the farm's established, we'll be encouraging companies to come and test and evaluate their technologies.

"It's also great that the project will remain on the university campus, so that students will be able to learn from it, watch our progress and see how dynamic and innovative the agricultural engineering industry is."

[Play video>>](#)



# Ni.PARK KNOWLEDGE EXCHANGE HUB

Leading university expertise is at the heart of our new partnership to accelerate the use of technology in agriculture.

Through the Ni.Park Knowledge Exchange Hub you will be assigned a dedicated innovation expert who will guide you through Harper Adams' extensive suite of specialist support.

Harper Adams has agri-tech partnerships with businesses and universities across the UK and strategic collaborations with universities and industry as far afield as the Netherlands, China, India, the USA and sub-Saharan Africa. These links include the AGCO Future Farm in Zambia, the Sino-British Intelligent Agriculture Research Centre at Shandong University of Technology, China and a joint postgraduate programme in Advanced Mechatronics with China Agricultural University.

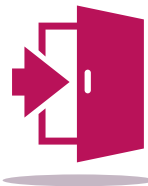
The University works right across the agri-food chain, supplying industry with contract and collaborative research, student-led projects, undergraduate industry placements for every student, graduates and taught postgraduate and PhD programmes. It has successfully integrated aspects of its agri-technology engineering work with its specialists in crop production, livestock production, agri-tech



economics and even entomology, to provide a multidisciplinary approach to its research and education.

**Your dedicated innovation expert will tailor a package of relevant support to enable you to access the right intelligence to accelerate your business through:**

- Events
- Expertise
- Facilities
- Resources
- Funding



## CASE STUDY

# AVARA FOODS

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"The great thing about working with Harper Adams University is that it's a genuine two-way relationship, with teams of people across the business interacting with many different departments and specialists. It's not just exchanging knowledge, but specialist support, idea generation, collaborating on projects and the development of people at all levels. While our immediate focus is on developing critical skills in engineering, automation and robotics, expertise at Harper Adams University spans our whole supply chain, present and future"

**Andrew Brodie** People & Communications  
Director - **Avara Foods**



Despite being a new name in their industry, Avara Foods has developed a close working relationship with Harper Adams University over many years, having previously been known as Faccenda Foods and Cargill. In that time Avara has invested in specialist skills and research as well as engaging with, and sponsoring, students at all levels. The University has developed existing Avara managers at Masters level, provided placement students each year and, more recently, are collaborating on work-based Degree Apprenticeships for Avara sites across England. Avara partners with the British Poultry Council and University's Development Trust to offer scholarships, to attract the best students into the Poultry Industry. Research collaborations are ongoing, supporting innovation within the business and to help it continually improve.



# GLOBAL EXCELLENCE

The UK is a global centre of excellence for Agri-Tech Research & Development and innovation offering overseas businesses the benefits from access to:

- a fully integrated agricultural food supply chain worth £96 billion annually
- world leading researchers across all disciplines relevant to Agri-Tech with a track record of delivering for business
- a launch location for European and global markets
- a fair and transparent regulatory environment
- an internationally competitive tax regime
- a business environment that encourages and rewards R&D through generous tax credits
- robust Intellectual Property protection and tax relief for patents developed in the UK
- Government financial support to de-risk projects
- a highly skilled and flexible workforce

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✓ High productivity food production is set to **disrupt agriculture markets** due to growing demand for food and scarce land resource.

✓ Innovation breakthroughs in **satellite imaging, remote sensing and precision farming** are ready for commercialisation.

✓ Precision agriculture alone is expected to be worth **£170bn globally by 2050** - tech firms have opportunities far beyond the automotive and aerospace sectors.

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Agriculture employs 450,000 people



Agriculture contributes £9 billion to the UK economy and underpins the UK's £26 Billion food and drink manufacturing sector

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# THE RIGHT WORKFORCE

Newport offers a pipeline of next generation skills and talent to meet business needs:

- Newport employers can draw on 1,000's of graduates from the area's nine universities including Harper Adams, Wolverhampton, Aston, Birmingham and Keele. Close to 133,000 students are enrolled at local universities, two thirds of the regional total.
- Over 1 million people live within a 45 minute peak time recruitment catchment area.
- Newport boasts a skilled workforce skewed to the AB (Professional, Managerial & Intermediate) socio-economic groups - 28% in the 2011 census compared with 18% in the Telford & Wrekin Borough and 23% across England.
- Through the Council's Enterprise Telford teams, specialist support is on hand for recruitment and workforce development.
- Local colleges and the strong local training provider network facilitate employing and developing the best workforce for your company.



# THE PERFECT HOME

In a bustling market town with a vibrant high street offering independent and individual shops and a plethora of bars, cafes and restaurants.

- **Telford is in the top 5 in the UK for housing growth** - Centre for Cities, Cities Outlook 2020 report
- **Top three performing senior schools in the Borough** - Newport is the home of Newport Girls' High and Haberdashers' Adams Grammar, both featuring in the top 100 schools in England in League Tables
- **Telford and the UK's 2nd city are on the doorstep**
- **Surrounded by beautiful rural villages** boasting an abundance of traditional and modern executive style housing and with a significant housing development programme including affordable homes
- **First UK town to win six consecutive Britain in Bloom awards**





# A GREAT PLACE TO DO BUSINESS



**Mark Tweddle, M.D.** "our multi-million pound international operation has benefited from the large pool of available skilled and semi-skilled workers who live in close proximity to our distribution centre"



**Dr David Llewellyn**, Vice-Chancellor "Harper Adams University adds to the town's amazing educational environment which includes some of the nation's top performing schools. The University is a leading provider of higher education and applied research in agri-food subjects, with strong links to industry and other universities across the UK and internationally. Newport therefore provides an ideal location, in the heart of the agri-food sector, but easily accessible to other major businesses with which we work"



**Simon Hunt**, Head of Science Technology & Open Sourcing R&D "Our brand new state of the art Saputo Dairy UK Innovation Centre on the Harper Adams University campus is a fantastic facility for Newport, Saputo Dairy UK and the students of Harper Adams University. We are already working closely with the University on several research projects as well as providing placements for students within our research and development teams. The Centre will be working on research and development for our market-leading brands: Cathedral City, Clover and Country Life as well as cutting edge research on infant formula ingredients.

"Innovation is at the heart of Saputo Dairy UK, as well as the wider food industry. I am particularly pleased that the Saputo Dairy UK Innovation Centre is at Harper Adams University – already a centre of excellence in terms of food, farming and science education."

Saputo Dairy UK (formerly Dairy Crest) is a leading dairy company, manufacturing and selling market-leading branded dairy products.





# UNITS AVAILABLE TO LET

FROM AUTUMN 2021

PHASE 1: Total Floor Area - 3840 (m<sup>2</sup>)

Unit	ft <sup>2</sup>
1A	1248
1B	1227
1C	1227
1D	1227
1E	1227
<hr/>	
2A	710
2B	710
2C	710
<hr/>	
3A	710
3B	710
3C	710

Unit	ft <sup>2</sup>
4A	1646
4B	1646
4C	1646
<hr/>	
5A	2841
5B	2820
5C	1690
5D	1700
<hr/>	
6A	3832
6B	2519
6C	2519
6D	2519
6E	2519
6F	3832



# PLOTS AVAILABLE

Lots are available to purchase on a freehold basis for development or the potential to deliver turnkey solutions to suit occupiers' requirements ranging from 0.8ha to 3.0ha with flexibility to suit varying requirements.



## CONTACT



[estates&investments@telford.gov.uk](mailto:estates&investments@telford.gov.uk)  
Office number: 01952 384333



# ESTATES & INVESTMENTS



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Telford & Wrekin Council is one of the leading and most flexible commercial landlords in the borough, and with its comprehensive property portfolio, prides itself in being able to identify suitable premises for those starting up, enlarging their business or relocating.

We understand the needs of business and take pride in assisting start-ups, those looking to expand, and organisations considering relocating to Telford and Wrekin.

Further plots within Ni.PARK provide an opportunity to acquire either freehold parcels of land for development or the potential delivery of turnkey solutions to suit occupiers' requirements.

[www.estatesandinvestments.co.uk](http://www.estatesandinvestments.co.uk)

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# biT.



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biT Group are a multi-disciplinary property development consultancy providing a full suite of professional services required to deliver solutions for new developments, refurbishments, expansions and business relocations.

Because we bring all of the disciplines together in one place, we provide a streamlined, start to finish service; from securing planning permission to providing a fully designed and project managed construction project.

[www.bit-group.co.uk](http://www.bit-group.co.uk)

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# PLANNING

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THE SITE HAS OUTLINE PLANNING CONSENT FOR THE DEVELOPMENT OF UP TO 38,720 SQ.M (416,778 FT<sup>2</sup>) OF CLASS E

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THE SITE IS ALLOCATED AS A COMMITTED EMPLOYMENT SITE IN THE LOCAL PLAN ADOPTED JANUARY 2018 AND IS CONSIDERED SUITABLE FOR USES WITHIN USE CLASSES E (SUBJECT TO LANDOWNERS CONSENT), B2 AND B8.

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OUTLINE CONSENT HAS BEEN OBTAINED HOWEVER THE PURCHASER OF ANY PLOT WILL BE RESPONSIBLE FOR OBTAINING FULL PLANNING CONSENT FOR THEIR INDIVIDUAL PROPOSALS.

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A FULL SITE INFORMATION PACK CAN BE PROVIDED ON REQUEST WHICH WILL PROVIDE FURTHER TECHNICAL INFORMATION.

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**MISREPRESENTATION ACT 1967** (i) the particulars are set out as a general outline only for the guidance of intending purchasers or lessees and do not constitute nor constitute part of an offer or contract.  
(ii) all descriptions, dimensions, references to condition and necessary permissions for use and occupation and other details are given in good faith and are believed to be correct but any intending lessees should not rely on them as statements or representations of fact, but must satisfy themselves by inspection or otherwise as to the correctness of each of them.  
(iii) no person in the employment of Telford & Wrekin Council has any authority to make or give any representation or warranty whatever in relation to this property.  
(iv) the reference to any plant, machinery, equipment, fixtures fittings at the property shall not constitute a representation (unless otherwise stated) as to its state and condition or that it is capable of fulfilling its intended function. Prospective lessees should satisfy themselves as to the fitness for their requirements.

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# CONTACT US



**VIEWINGS** | Please contact us to view the innovation park and meet your dedicated Knowledge Exchange Hub contact

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**CONTACT** | e. [elizabeth.wakeham-jones@telford.gov.uk](mailto:elizabeth.wakeham-jones@telford.gov.uk) t. 01952 567589

or [estates&investments@telford.gov.uk](mailto:estates&investments@telford.gov.uk) 01952 384333

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[WWW.ENTERPRISE-TELFORD.CO.UK](http://WWW.ENTERPRISE-TELFORD.CO.UK) OR [WWW.ESTATESANDINVESTMENTS.CO.UK](http://WWW.ESTATESANDINVESTMENTS.CO.UK)



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