

Thrive Park, North Warwickshire



Image credit: IM Properties

Delivering 3 million sq ft of employment space in North Warwickshire

CLIENT

IM Properties

LPA

North Warwickshire
Borough Council and
Birmingham City Council

STATUS

Planning application
submitted

SERVICES

Planning, Heritage,
Economics, EIA, Sustainability

Our role

- We have provided strategic planning advice and co-ordinated a complex hybrid planning application, including the formulation of a bespoke 'very special circumstances' case supported by a robust Green Belt Assessment and Alternative Site Assessment.
- The prospects for success have been enhanced by our leadership co-ordinating and evidencing economic opportunity and need, as well as optimising economic benefits and ensuring deliverable social value to local communities.
- Throughout, we have led the Environmental Impact Assessment process with an emphasis on identifying and resolving environmental issues through design and ensuring a deliverable Environmental Management Plan.
- We have applied our knowledge to shape a best-in-class sustainability strategy which can mitigate and adapt to climate change and deliver net zero.
- We have also robustly assessed heritage significance to reduce harms and create an economic place sensitive to its setting in line with bespoke engagement with heritage bodies.

Results

- Planned comprehensively within one development and through partnership working, Thrive will deliver a legacy for North Warwickshire, Birmingham and the West Midlands region, ensuring economic diversity, resilience and a breadth of employment opportunities including well-paid, high skilled jobs for local people.
- There will be a commitment through specific measures/initiatives to support education and skills; create inclusive employment opportunities; increase accessibility to opportunity through new and improved infrastructure; and improve health and well-being.
- Thrive will align with emerging Net Zero Carbon Building Standards, integrating renewable technologies, low-energy design and sustainable procurement practices to reduce climate impact.
- Placemaking: Thrive will be an exceptional environment for business to flourish, which supports the well-being of the on-site workforce and provides a range of community assets for local residents.

Turley