Cassidy+Ashton

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Architecture + Building Surveying + Town Planning

Maelor Foods Ltd, Cross Lanes, Wrexham
Removal of Condition application - Planning Statement

Ref: C3697

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1.0 INTRODUCTION

1.1 This statement is being submitted in support of a planning application for the Removal of Condition No. 14 (P/2014/0781), Condition No. 11 (P/2015/0838) and Condition No. 11 (P/2017/0165) at the Maelor Foods site off Pickhill Lane, to the south of the village of Cross Lanes. For each permission, the relevant planning condition reads as follows:

No more than 400,000 birds shall be processed each week at the site subject to this permission. For the avoidance of doubt the site is the area edged red on approved drawing no. C3697 L01 Revision P1: Existing Location Plan.

1.2 This application seeks to remove the condition referenced on three respective planning permissions.

1.3 In recognition of widely accepted Planning guidance, when used properly, conditions can enhance the quality of development and enable development proposals to proceed where it would otherwise have been necessary to refuse planning permission, by mitigating the adverse effects of the development. The objectives of planning are best served when the power to attach conditions to a planning permission is exercised in a way that is clearly seen to be fair, reasonable and practicable. It is important to ensure that conditions are tailored to tackle specific problems, rather than standardised or used to impose broad unnecessary controls. It is submitted that the Condition in question (applied to three planning permissions applicable to the Maelor site) is not fair / reasonable in the context of the operational requirements of the site, the historical context of the operation of the site and there would be no recognised detrimental impact upon residential amenities as a result of it being removed.

1.4 The statement describes the site and its surrounds, before setting out the planning policy context under which the application should be considered. The planning merits of the proposal are then examined and the conclusion is reached that there are no material considerations which indicate that planning permission should not be granted.

1.5 This Statement is to be read in conjunction with the complete application pack, which compromises the following:

- Application Form (inclusive of Certificates)
- Location Plan
- Transport Report
- **Appendix 1** – Maelor Foods Business Statement ***PLEASE NOTE THAT THIS STATEMENT IS SUBMITTED AS A STAND-ALONE***

DOCUMENT AND IS NOT TO BE PUT ON THE PUBLIC RECORD AS IT CONTAINS COMMERCIALLY SENSITIVE FINANCIAL INFORMATION

2.0 BACKGROUND TO SITE AND APPLICANT

2.1 The applicant, Maelor Foods Ltd. (formerly Maelor Poultry), is a newly formed subsidiary company to parent company Salisbury Poultry (Midlands) Limited, who have been established for over 27 years.

2.2 The parent company, Salisbury Poultry (Midlands) Limited, established in 1989, pride themselves on family values and traditions. Currently they purchase all their raw product from independent slaughter houses and wish to invest to acquire their own prestigious facility. All to ensure full control of humane processing in a state of the art hygienic environment for the highest quality product with full traceability from 'farm to fork'.

2.3 Salisbury Poultry is a successful, progressive, caring and flexible company that works with its suppliers to provide total customer satisfaction. Using premium quality 'A' Grade chickens they have gained an enviable reputation for a dynamic service ensuring that customer needs are always achieved.

2.4 Presently, Salisbury Poultry operates from three modern sites, having grown its turnover from £5 million in 1999 to in excess of £102 million in 2016 with a workforce of 550 full time employees. After years of successful growth, the Company has continued with strong values, an excellent customer base along with financial stability and a strong and knowledgeable workforce.

HISTORY

1989 – THE BEGINNING.

2.5 Salisbury Poultry is a privately owned company that started in Darlaston, West Midlands with 10 employees, supplying both local wholesalers and restaurants. Within a short period the company had grown to 35 employees with a turnover of £5 million. In 1997, the continued growth led the company to purchase larger premises in Hare Street, Bilston. This new facility was completely refurbished to the highest standards over the next 9 months at a cost of £1.5 million and bought new customers and more employees. Continued commitment allowed the company to grow and expand.

2000 – GROWING INTO THE NEW MILLENNIUM

2.6 In 2000, the company expanded further and the second site based at Field Street, Bilston, occupying 25,000 ft., was purchased. These premises, which consist of 2 separate facilities, have been utilised to produce thigh

meat and EU products, adding further to the range of products that they are able to offer.

2008– FURTHER GROWTH AND ACQUISITION OF PREMISES AT VULCAN ROAD

2.7 With continued growth over the coming years, the company acquired its third site in 2008, at a cost of £1.3 million, sited adjacent to the existing Hare Street facility in Vulcan Road. Over the next 18 months this site was refurbished to provide production facilities including a cutting hall, cold stores, holding freezers, chillers, retail packing areas, intake and a distribution centre. In addition, the Company has heavily invested in computer controlled equipment and new technology

2010 – NEW HQ

2.8 They moved into their current offices, based in Vulcan Road in 2010, creating an advanced administration centre to serve both new and existing customers more readily.

2014 – INVESTMENT AT HARE STREET

2.9 At the start of 2014 the decision was made to close Hare Street, which had been operating since 1989, to allow the refurbishment of the site. The modernisation has been completed and the site has now reopened offering greater production capacity.

2.10 The Company's resources are built around the ability to supply their customers to meet their requirements, specification, presentation and volume at the required time.

2015 – FORMER MAELOR CREAMERY

2.11 The company purchased the former Maelor Creamery site in Wrexham with a view to expanding the business, both operationally and geographically. A view was taken that opening up the supply chain and taking full control of the operation, inclusive of slaughterhouse element was integral to the growth of the business.

2.12 In 2015 the company gained planning consent for the change of use of the entire site to a poultry processing facility (ref: P/2014/0781). A series of further consents have been obtained over the course of the last two years for a series of extensions, plant, material alterations etc.., at the facility.

2017 – MAELOR FOODS

2.13 Salisbury Poultry, has experienced a significant increase in business over the past two years. This has been as a result of significant changes in the national market and an increasing bias of the purchasing public towards 'buying British'. Salisbury Poultry's turnover has increased by over 50% in the past two years and from a supply and demand perspective the demand is continuing to outstrip supply. Hence the need to increase the number of birds at the Maelor site, to serve the operations of the company from a national perspective.

2.14 Salisbury Poultry have prepared their own 'business statement' providing comprehensive background information to the business and their strategy moving forward. This provides a solid basis and a sound argument for the required increase in numbers that need to be processed on a weekly business at the Maelor site. Refer to **Appendix 1** of this supporting Statement.

2.15 The need for these proposals has come about as a result of the need for the site operator to take their business operation forward and ensure they maintain their position in what is becoming an ever competitive market place. Investment in the business to develop a modern and efficient facility is paramount and development must be both on a comprehensive scale and on the existing site to ensure commercial viability.

ACCREDITATIONS (SALISBURY POULTRY)

2.16 Salisbury Poultry are accredited by the following organisations. They have numerous farming partners supplying 'Red Tractor' British poultry, with full traceability including HACCP. They are also able to offer EU poultry portions if required, being processed at a dedicated site.

2.17 Each of their partners are audited and are also subject to independent and regular audits so that they can ensure animal welfare and food safety.

SAI GLOBAL / AA+

SAI GLOBAL

2.18 SAi Global is the premier third party independent inspection and certification service, providing retailers, manufacturers, farmers and caterers, throughout the world. With expert inspection and certification of their operations to ensure that only the highest standards are maintained.

2.19 Salisbury Poultry are delighted to confirm that they have been awarded AA+ accreditation against the Sai Global BRC standards. Sai Global also inspect against various industry quality assurance schemes, covering an extensive range of products.

BRITISH RED TRACTOR

2.20 Red Tractor is a food assurance scheme which covers production standards developed by experts on safety, hygiene, animal welfare and the environment amongst other things. The Red Tractor logo on pack means your food or drink has met these responsible production standards and is fully traceable back to independently inspected farms in the UK.

BRC

2.21 BRC is a leading safety and quality certification program, used by over 21 000 certificated suppliers in 90 countries. The standards guarantee the standardisation of quality, safety and operational criteria and ensure that manufacturers fulfil their legal obligations and provide protection for the end consumer. BRC global standards are now often a fundamental requirement of leading retailers.

2.22 Maelor Foods Processing Division has the benefit of both Sai Global / BRC Certificates and Red Tractor approval. Maelor Foods Slaughtering Division was granted conditional FSA approval on 08 November 2017 and started commissioning week commencing 13 November 2017.

3.0 SITE CONTEXT

3.1 The site is located south of the village of Cross Lanes off Pickhill Lane, a secondary road off the main A525. The operational part of the site extends to 7.0 ha, which is principally covered with buildings and hardstanding, however the total land ownership extends to 16.89 ha, which includes a large element of landscaping and open areas The site is centred at grid reference 38621, 46710.

3.2 The site is located close to Cross Lanes and Bangor on Dee. The site itself is at the eastern side of Pickhill Lane, Wrexham and falls within the ward of Marchwiel. It is bounded on all sides by agricultural land, with a small number of dwellings opposite the site on the western side of Pickhill Lane.

3.3 There are two existing access points on Pickhill Lane; the main one being at the western end of the site. This access includes a security station and weighbridges, which is able to check vehicles in and out of the site and direct them to the appropriate area within the facility. All delivery vehicles use this entrance to enter and exit the site. All entrances and car parks have security gates, which can be closed as required. The northern exit is kept closed and is opened on demand. The site benefits from a separate weighbridge located on the vehicle circulation route within the site itself, which offers the advantage of ensuring there is no potential 'backing-up' of vehicles at the main entrance point.

3.4 The site has historically been used as a creamery but has subsequently gained planning consent for a change of use to a poultry processing facility.

PLANNING HISTORY

3.5 The sites previous owners gained planning consent for the 'demolition of existing factory buildings and construction of new cheese cutting and packing plant including offices together with chill storage warehouse' (ref: P/2011/0750).

3.6 More recently (and since purchasing the site) the application has gained planning consent for the change of use of the entire site to a poultry processing facility (ref: P/2014/0781).

3.7 Since gaining the above consent, the applicant has taken the decision to make improvements to the overall proposed operation on site, with a view to operating at greater levels of efficiency and mitigate a number of potential conflicts with local amenities, most notably in respect of the lairage (delivery of live birds) element of the facility and odour management.

3.8 All pre-commencement conditions have been discharged.

4.0 PROPOSED DEVELOPMENT

4.1 In summary, the facility at Maelor has been designed and fitted out with a view to processing in the region of 1,000,000 birds per week. The original expectation was that this would be a future-proofing exercise, however the requirement to run the facility at this number has become a necessity for the business now.

4.2 Maelor are needing to remove the current restriction placed upon the number of birds that can be processed per week (400,000), with the expectation being that circa 1 million birds need to be processed each week. . To facilitate this, a removal of a planning condition is required.

4.3 It is submitted that the site, when operational, can accommodate the processing of a figure in the region of 1,000,000 birds per week without any extension / alteration / requirement for additional plant. All elements of the site and approved management systems / operations would remain unchanged apart from vehicle numbers. This application is supplemented by a Transport Report, the recommendations of which are that the increased numbers can be accommodated at the site without impact upon highway safety.

4.4 It is submitted that the principle of the site as a poultry processing facility has been approved and the associated material considerations have been assessed as part of that determination process. A series of applications for extensions / supplemental plant / on-site facilities and applications for discharge of conditions have been determined and approved subsequent to the change of use for the site.

4.5 The key factor in the determination of this planning application is whether the operational use of the site will cause detrimental impact upon the amenities of local residents or users of the infrastructure in the locality. Should there be a potential impact, the question is whether there is any material consideration that justifies / balances that impact. It is our opinion that all matters can satisfactorily be addressed, e.g. Odour, Air Quality, Noise, Ecology, Flood Risk, Drainage (foul), Drainage (surface water), Highways.

4.6 All items will be assessed in detail for the purpose of this statement.

4.7 It must be further noted that the commercial site has been operational since the 1930's. Originally established by Cadburys, the site has seen a number of different operators across a number of commercial sectors, all principally linked to the food / retail industry.

4.8 Historically the site has experienced considerably higher levels of operational development and associated activity, namely vehicle movements to and from the site and on a highways network that was substandard in comparison to that experienced today. It must also be noted that additional traffic would have been generated by the neighbouring haulage yard (currently not in operation).

5.0 PPG - USE OF PLANNING CONDITIONS

5.1 The Department for Communities and Local Government have published guidance on the use of planning conditions in the Planning Practice Guidance (PPG). Whilst the PPG is a nationally recognised guidance portfolio, sitting alongside the National Planning Policy Framework (NPPF), in England, it is submitted that the principles of how applications are determined and such guidance should be applied in the Planning system are equally applicable to Wales.

5.2 This section of the supporting statement will assess / cross reference the PPG, more specifically the section entitled 'Use of Planning Conditions' (March 2014).

5.3 The opening paragraph of the guidance summaries the position very well. This states that, when used properly, conditions can enhance the quality of development and enable development proposals to proceed where it would otherwise have been necessary to refuse planning permission, by mitigating the adverse effects of the development. The objectives of planning are best served when the power to attach conditions to a planning permission is exercised in a way that is clearly seen to be fair, reasonable and practicable. It is important to ensure that conditions are tailored to tackle specific problems, rather than standardised or used to **impose broad unnecessary controls**. (*our use of bold for emphasis*).

APPLICATION OF THE 6 TESTS

5.4 Paragraph 206 of the National Planning Policy Framework states, Planning conditions should only be imposed where they are:

- necessary;
- relevant to planning and;
- to the development to be permitted;
- enforceable;
- precise and;
- reasonable in all other respects.

5.5 The 6 tests must all be satisfied each time a decision to grant planning permission subject to conditions is made. Any proposed condition that fails to meet any of the 6 tests should not be used. ***This approach is critical to the application that is now before you as we are of the opinion that the condition in question does not meet the 6 tests.***

5.6 Specific circumstances where conditions should not be used include, conditions which unreasonably impact on the deliverability of a development. **Conditions which place unjustifiable and disproportionate financial burdens on an applicant will fail the test of reasonableness.** In considering issues around viability, local planning authorities should consider policies in the National Planning Policy Framework and supporting guidance on viability.

5.7 Assessment against the key tests:

TEST	KEY QUESTIONS
Necessary	Will it be appropriate to refuse planning permission without the requirements imposed by the condition? • A condition must not be imposed unless there is a definite planning reason for it, ie it is needed to make the development acceptable in planning terms. • If a condition is wider in scope than is necessary to achieve the desired objective it will fail the test of necessity.
Relevant to planning	Does the condition relate to planning objectives and is it within the scope of the permission to which it is to be attached? • A condition must not be used to control matters that are subject to specific control elsewhere in planning legislation (for example, advertisement control, listed building consents, or tree preservation). • Specific controls outside planning legislation may provide an alternative means of managing certain matters (for example, works on public highways often require highways' consent).
Relevant to the development to be permitted	Does the condition fairly and reasonably relate to the development to be permitted? • It is not sufficient that a condition is related to planning objectives: it must also be justified by the nature or impact of the development permitted. • A condition cannot be imposed in order to remedy a pre-existing problem or issue not created by the proposed development.

Enforceable	Would it be practicably possible to enforce the condition? • Unenforceable conditions include those for which it would, in practice, be impossible to detect a contravention or remedy any breach of the condition, or those concerned with matters over which the applicant has no control.
Precise	Is the condition written in a way that makes it clear to the applicant and others what must be done to comply with it? • Poorly worded conditions are those that do not clearly state what is required and when must not be used.
Reasonable in all other respects	Is the condition reasonable? • Conditions which place unjustifiable and disproportionate burdens on an applicant will fail the test of reasonableness. • Unreasonable conditions cannot be used to make development that is unacceptable in planning terms acceptable.

5.8 In consideration of the above, it is submitted that the key failure of the condition is against the test of reasonableness. In that the condition:

- Would unreasonably impact on the deliverability of the development
- Would place unjustifiable and disproportionate financial burden on the business
- Has been imposed based upon unfounded assumptions of a potential future scenario

5.9 The market demand by consumers for poultry has increased significantly year on year. Poultry increasingly offers consumers value for money, serving as a source of a number of essential vitamins and high in protein provided by meat which are required for a balanced and healthy diet. Considering that price remains the number one consideration for Britons in their product choice, this is crucial, explaining the sector's sustained high demand as consumers appreciate its consistent and relative low pricing, versatility and essential health credentials.

5.10 The spend for the project has increased from £10 million to £20 million this has meant that the return on investment will not be met by the current licence of 400,000 birds slaughtered per week. In order for the Company to make a return on this size investment it will need to be slaughtering in the region of 1 million birds per week. The equipment the Company have

invested in is able to cope with the 1 million birds per week with no additional cost.

5.11 Salisbury Poultry are currently processing circa 700,000 birds per week. The implications of this growth was that when the application was submitted only 350,000 birds were being cut by SPL and this has now grown to over 700,000 birds per week. This means with the Maelor facility only having slaughtering approval of 400,000 birds per week this leaves a significant shortfall of supply of slaughtered birds to SPL and this is even before taking into account the 'Farm to Fork' opportunities and entering into the retail sector.

5.12 Following a series of food fraud, animal welfare issues and rising awareness of environmental matters, the British public have widely demanded transparency in supply chains in the meat industry. Accordingly, the market is increasingly swaying toward locally sourced, ethically and environmentally assured foods. Salisbury Poultry have benefitted from this and the demand for UK Red Tractor has been a key driver to the growth in the business.

5.13 Maelor will need to address this issue, hence the requirement for making this planning application as it will facilitate increasing the processing capacity per week from 400,000 to 1,000,000. This will enable it to take account of the significant growth of Salisbury Poultry and the potential of retail customers.

6.0 PLANNING POLICY CONTEXT

RELEVANT PLANS AND POLICIES

6.1 The statutory development plan for the application site currently consists of the saved policies of the Wrexham Unitary Development Plan (adopted February 2005). Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications must be determined in accordance with the development plan unless material considerations indicate otherwise.

6.2 Local planning authorities in Wales are required to prepare development plans and these should contain the policy of the Welsh Assembly Government. Development Plans provide certainty and consistency for decisions about developments and determination of planning applications.

6.3 The Planning and Compulsory Purchase Act 2004 requires that local planning authorities move away from the old style plans known as 'Unitary Development Plans' (UDPs) and replace them with new 'Local Development Plans' (LDPs). Policy on the LDPs is published in Local Development Plans Wales (LDPW) and practical guidance in the Local Development Plan Manual.

6.4 The Welsh Assembly Government's (WAG) land use planning policies are set out in Planning Policy Wales (PPW), plus Technical Advice Notes, Circulars and Ministerial Interim Planning Policy Statements. The need to achieve sustainable development is at the heart of the aims of the policy guidance and the four broad objectives are:

- Social progress that recognises the needs of everyone;
- Maintaining high and stable levels of economic growth and employment;
- Effective protection of the environment; and
- Prudent use of natural resources.

NATIONAL PLANNING GUIDANCE - PLANNING POLICY WALES (EDITION 9, NOV'16)

CHAPTER 4 – PLANNING FOR SUSTAINABILITY

6.5 Key policy objectives - planning policies and proposals should; support initiative and innovation and avoid placing unnecessary burdens on enterprises (especially small and medium sized firms) so as to enhance the economic success of both urban and rural areas, helping businesses to maximise their competitiveness.

6.6 Preference for the re-use of land - previously developed (or brownfield) land should, wherever possible, be used in preference to greenfield sites, particularly those of high agricultural or ecological value. The Assembly Government recognises that not all previously developed land is suitable for development. This may be, for example, because of its location, the presence of protected species or valuable habitats or industrial heritage, or because it is highly contaminated. For sites like these it may be appropriate to secure remediation for nature conservation, amenity value or to reduce risks to human health.

6.7 Many previously developed sites in built-up areas may be considered suitable for development because their re-use will promote sustainability objectives. This includes sites:

- in and around existing settlements where there is vacant or under-used land, commercial property or housing;
- in suburban areas close to public transport nodes which might support more intensive use for housing or mixed use;
- which secure land for urban extensions; and
- which facilitate the regeneration of existing communities.

6.8 If the Assembly Government's objectives for the more sustainable use of land and buildings and the re-use of previously developed sites are to be achieved, local authorities and other stakeholders will need to be more proactive.

6.9 The site is an existing commercial site and has been for over 80 years. The existing operator has financially invested heavily in the new facility, which in turn has been a major boost for the local

economy and employment market. This investment must be supported to maintain the facility for current and future generations, so supporting the fundamental principles of sustainable development.

DEFINITION OF PREVIOUSLY DEVELOPED LAND

6.10 Previously developed land is that which is or was occupied by a permanent structure (excluding agricultural or forestry buildings) and associated fixed surface infrastructure. The curtilage of the development is included, as are defence buildings, and land used for mineral extraction and waste disposal where provision for restoration has not been made through development control procedures.

6.11 Excluded from the definition are:

- land and buildings currently in use for agricultural or forestry purposes;
- land in built-up areas which has not been developed previously, for example parks, recreation grounds and allotments, even though these areas may contain certain urban features such as paths, pavilions and other buildings;
- land where the remains of any structure or activity have blended into the landscape over time so that they can reasonably be considered part of the natural surroundings;
- previously developed land the nature conservation value of which could outweigh the re-use of the site; and
- previously developed land subsequently put to an amenity use.

6.12 The site is an existing commercial site and has been for over 80 years. It represent the epitome of previously developed land with limited constraints on commercial development, however alternative uses are very limited in light of Planning policy.

6.13 The Assembly Government's objectives for economic development are to:

- enhance the economic success of both urban areas and the countryside, helping businesses to maximise their competitiveness;
- support initiative and avoid placing unnecessary burdens on enterprise;
- respect and encourage diversity in the local economy, for example in rural areas encouraging farm diversification and in urban areas promoting mixed use development;
- promote the exploitation of new technologies which can provide new opportunities; and
- ensure that development for enterprise and employment uses is in line with sustainability principles and respects the environment in its location, scale and design, especially so as to address climate change.

6.14 Local planning authorities are required to ensure that the economic benefits associated with a proposed development are understood and that these are given equal consideration with social and environmental issues in the decision-making process, and should recognise that there will be occasions when the economic benefits will outweigh social and environmental considerations.

6.15 The economic benefits of permitting the number of birds to be processed per week to be increased is paramount to this planning application. This is not only applicable to the commercial viability of the site specifically but also the wider economy and the benefits that will be gained in association with the more comprehensive operation at the facility. This is explained in more detail in the Maelor Foods statement submitted as Appendix 1 to this Planning Statement.

6.16 Supporting this removal of condition application will ensure that the site operator will not have to endure unnecessary burden and so will be able to maximise their competitiveness in what is becoming an ever more competitive marketplace.

6.17 The economic advantages associated with the increased processing capacity at the Maelor site are not specific to the site and the

operator of the site, they extend to the wider supply chain and other related businesses. This is set out in more detail in the attached business statement prepared by the site operator.

6.18 The aspirations of the site operator and associated business case is supported by Wrexham Council's Economic Development Team and Welsh Assembly Government.

DEVELOPMENT MANAGEMENT AND THE ECONOMY

6.19 Local planning authorities should adopt **a positive and constructive approach** to applications for economic development. In determining applications for economic land uses authorities should take account of the **likely economic benefits** of the development based on robust evidence. In assessing these benefits, key factors include: (our use of bold)

- the numbers and types of jobs expected to be created or retained on the site;
- whether and how far the development will help redress economic disadvantage or support regeneration priorities, for example by enhancing employment opportunities or upgrading the environment;
- a consideration of the contribution to wider spatial strategies, for example for the growth or regeneration of certain areas.

6.20 When considering planning applications which have economic development potential, local planning authorities should seek the views of all relevant local authority departments and particularly from Economic Development Officers as this can assist in the identification of economic benefits.

6.21 As raised in the previous section, the economic benefits of permitting the number of birds to be processed per week to be increased is paramount to this planning application. This is not only applicable to the commercial viability of the site specifically but also the wider economy and the benefits that will be gained in association with the more comprehensive operation at the facility. This is explained in more detail in the Maelor Foods statement submitted as Appendix 1 to this Planning Statement.

CHAPTER 8 - TRANSPORT

DEVELOPMENT MANAGEMENT AND TRANSPORT

6.22 When determining a planning application for development that has transport implications, local planning authorities should take into account:

- the impacts of the proposed development on travel demand;
- the level and nature of public transport provision;
- accessibility by a range of different transport modes;
- the willingness of a developer to promote travel by public transport, walking or cycling, or to provide infrastructure or measures to manage traffic, to overcome transport objections to the proposed development (payment for such measures will not, however, justify granting planning permission to a development for which it would not otherwise be granted);
- the environmental impact of both transport infrastructure and the traffic generated (with a particular emphasis on minimising the causes of climate change associated with transport); and
- the effects on the safety and convenience of other users of the transport network.

6.23 Transport Assessments (TA) are an important mechanism for setting out the scale of anticipated impacts a proposed development, or redevelopment, is likely to have. They assist in helping to anticipate the impacts of development so that they can be understood and catered for. The Welsh Assembly Government expects that all applications for developments (including changes of use) falling into the following categories will be accompanied by a TA:

- Use Threshold - Business > 2,500m² gross floor area

6.24 It is submitted that in our opinion the only matter that would be impacted upon through the increase in numbers of birds to be processed at the site on a weekly basis would be transport, i.e. vehicle movements to and from the facility on a daily basis. This is assessed in detail in the accompanying Transport Assessment to this planning application.

6.25 It is further submitted that the transport implications associated with the proposed increase in bird numbers must be considered in the wider context, i.e. vehicle movements associated with the supply chain in general and distance of travel of birds in the wider context. Again, this is addressed in more detail in the accompanying Transport Assessment.

CHAPTER 13 – MINIMISING AND MANAGING ENVIRONMENTAL RISKS AND POLLUTION

6.26 In determining applications for development, local planning authorities should work closely with the Natural Resource Wales, drainage bodies, sewerage undertakers, prospective developers and other relevant authorities to ensure that surface water run-off is to be controlled as near to the source as possible by the use of sustainable urban drainage systems. They should also ensure that development does not:

- increase the risk of flooding elsewhere by loss of flood storage or flood flow route; or
- increase the problem of surface water run-off.

6.27 As series of drainage conditions have been discharged in respect of the original change of use permission and the subsequent permissions at the site. Natural resource Wales have been a consultee to these applications and have supported the proposals. All information submitted has been based upon the facility as being developed and its associated capacity to operate at 1 million birds per week.

6.28 It is further submitted that, separately from the Planning process, Maelor Foods have had to go through the appropriate procedures of getting an Environmental Permit for the operation of the site. This procedure is overseen by Natural Resource Wales. The site benefits from an Environmental Permit that is based upon the facility as being developed and its associated capacity to operate at 1 million birds per week.

6.29 ***It is submitted that the poultry facility has been designed and fitted out with a longer term view on bird numbers being processed. There would be no requirement for any increase in building size or drainage system associated with the facility; surface water, foul drainage or effluent water wise, all of which have been approved through discharge of conditions and the site benefits from an Environmental permit.***

TECHNICAL ADVICE NOTES

TAN 23 – ECONOMIC DEVELOPMENT

6.30 Planning Policy Wales (PPW) defines economic development broadly so that it can include any form of development that generates wealth, jobs and income. In producing development plans or determining planning applications local planning authorities need to bear in mind that traditional business use, classes B1-B8, only account for part of the activity in the economy. It is important that the planning system recognises the economic aspects of all development and that planning decisions are made in a sustainable way which balance social, environmental and economic considerations.

6.31 In the full context of PPW, therefore:

- Economic development is development (new or change of use) where the resulting space will be occupied by economic activities;
- An economic activity, or economic land use, is an activity which directly generates wealth (output), jobs and income;
- Generating jobs includes providing or sustaining existing jobs as well as creating new jobs.

PLANNING FOR ECONOMIC DEVELOPMENT

6.32 It should not be assumed that economic objectives are necessarily in conflict with social and environmental objectives. Often these different dimensions point in the same direction. Planning should positively and imaginatively seek such 'win-win' outcomes, where development contributes to all dimensions of sustainability.

LOCAL PLANNING POLICY

6.33 The existing adopted policy document for Wrexham County Borough is the Wrexham Unitary Development Plan. The Unitary Development Plan (UDP) 1996 - 2011 was adopted by Wrexham County Borough Council on the 14th February 2005. The Plan covers the administrative area of the Wrexham County Borough Council. It supersedes previous adopted development plans, namely the Wrexham Maelor Local Plan: Forward to 2001, the Glyndwr District Local Plan, and the Clwyd Structure Plan: First Alteration.

WREXHAM UNITARY DEVELOPMENT PLAN (2005)

SOCIAL, ECONOMIC AND ENVIRONMENTAL CONCERNS

6.34 The following policies are considered of material consideration to this application:

6.35 Policy GDP1 requires that all new development should:-

a) Ensure that built development in its scale, design and layout, and in its use of materials and landscaping, accords with the character of the site and makes a positive contribution to the appearance of the nearby locality.

b) Take account of personal and community safety and security in the design and layout of development and public / private spaces.

c) Make the best use of design techniques, siting and orientation in order to conserve energy and water resources.

d) Ensure safe and convenient pedestrian and vehicular access to and from development sites, both on site and in the nearby locality.

e) Ensure that built development is located where it has convenient access to public transport facilities, and is well related to pedestrian and cycle routes wherever possible.

f) Ensure the safety and amenity of the public and safeguard the environment from the adverse effects of pollution of water, land or air, hazards from industry and quarrying, and associated noise, odour or vibration arising from development.

g) Secure public services (e.g. gas, water, electricity) to development at minimum public cost.

h) Safeguard sites and areas of nature conservation and wildlife interest, and to provide new habitats where there is an unavoidable loss of existing habitats and areas of wildlife interest.

i) Ensure that development does not result in, or is subject to, flooding, soil erosion, landslides or contamination, either on or off the site.

j) Have regard to the need to safeguard those areas that possess a strong Welsh cultural and/or linguistic identity from development that could harm this identity.

k) Secure the development of sustainable communities, through the promotion of the economic, social and environmental well-being of the area. (our bold)

6.36 Policy EC12 states that development (including the raising of land) within defined flood plains will only be permitted if it:-

a) would not be subject to an unacceptable risk of flooding on-site; and/or

b) does not result in an unacceptable risk of flooding on or off-site; and/or

c) does not adversely affect flood management or maintenance schemes.

6.37 Policy PS2 requires that development must not materially detrimentally affect landscape/townscape character, open space or the quality of the natural environment.

6.38 Policy PS3 states development should use previously developed land comprising vacant, derelict or underused land in preference to the use of Greenfield land, wherever possible. (our bold)

6.39 Policy PS4 states development should maintain the existing settlement pattern and character and be integrated with the existing transport network to help reduce the overall need to travel and encourage the use of alternatives to the car.

6.40 Policy T8 states that development granted planning permission will be required to provide vehicle parking spaces either on site or nearby, in accordance with Council's current parking standards. Special regard will be paid to the following factors, as appropriate:

- The availability of public interest of public transport nearby;
- Proximity to public car parking;
- Proximity to local services and facilities; and
- Road safety hazards and amenity considerations arising from on street parking in the vicinity of the site.

6.41 Where implementation difficulties arise in making parking provision on site or nearby, the Council will require a developer to make financial contributions for measures to assist public transport, or walking and cycling as appropriate.

EMERGING POLICY

WREXHAM COUNTY BOROUGH COUNCIL LDP (2)

6.42 Further to LDP1 being withdrawn, Wrexham County Borough Council is preparing the Local Development Plan (LDP2), which will replace the current adopted Unitary Development Plan. The LDP will be a long-term land use and development strategy focused on achieving sustainable development and will:

- guide development for housing, employment, retail and other uses;
- set out policies that will be used to decide planning applications; and
- safeguard areas of land requiring protection or enhancement.

6.43 At this juncture, there is no adopted Plan in place. The Council are currently working on a series of consultation stages, with a view to adoption in the next 18-months or so. A series of Topic Papers have been the subject of public consultation, one of which is entitled; Economy and Employment. Relevant extracts from this are set out as follows:

LDP2 TOPIC PAPER- ECONOMY AND EMPLOYMENT

6.44 Wrexham County Borough's economy has been transformed in the past twenty years from one dominated by heavy and traditional industry into a major high tech manufacturing technology and services hub. Wrexham's location, just 45 minutes' drive from major airports in Manchester and Liverpool and 90 minutes from Birmingham makes it well connected to most of the UK, through road and rail links, including train services direct to and from London. The Bidston railway corridor provides a sustainable link between Wrexham and Deeside and also provides connections with the Wirral and the wider Liverpool city. Wrexham General also provides a direct train link to Cardiff and Chester, with the Chester Station linking to Manchester and London.

6.45 Wrexham County Borough is part of the Mersey Dee Alliance (MDA), a partnership which supports strategic economic activity within the North East Wales, West Cheshire and Wirral areas. Wrexham is therefore well placed to tap into economic opportunities in both Wales and North West England.

6.46 With reference to the Economic Prosperity Strategy and Council Plan 2012 – 2017, job prospects in the County Borough are acknowledged in the Plan as in need of improvement with the following priority economic outcomes included:

- People want to live, work, learn, visit and invest here
- **Businesses can locate and grow here**
- People can prosper as individuals in their communities

6.47 The Strategy acknowledges that one of the key barriers to supporting business growth and attracting inward investment is the **poor supply of appropriate development sites and suitable buildings** and confirms the Councils commitment to securing enough of the right land or buildings to attract high quality employment opportunities.

6.48 The LDP Preferred Strategy sets out the plans objectives. The following are of relevance to this topic paper:

- ***Objective 1****: Ensuring that the role of Wrexham as a key settlement of national importance in the Wales Spatial Plan Wrexham – Deeside – Chester hub is strengthened;*

- ***Objective 2: Support a vibrant, diverse and competitive local economy that provides a range of job opportunities to enable new and existing businesses to grow in Wrexham;***

- ***Objective 3****: Regenerate Wrexham Town Centre as a multifunctional destination for retail, education, civic, amenity, employment, leisure and residential uses;*

- ***Objective 4****: Promote active travel and use of public transport by locating new development in the most sustainable locations, and seek to alleviate known highway infrastructure capacity constraints on the road network within the County Borough.*

6.49 The Preferred Strategy highlights the keys issues facing the County Borough. The following key issues and drivers are identified as having a connection with the economy and employment topic:

- Ensuring a supply of jobs to support an increased workforce in the County Borough and surrounding area by **providing economic development opportunities to allow existing businesses to expand and grow**;

- Encourage diversification of the rural economy and new rural development opportunities, where agriculture related activities are complimented by sustainable tourism;

- **Protect existing employment sites and encourage the regeneration and re-use of sites which are still suitable and needed for employment.**

7.0 PLANNING ISSUES / MERITS

PRINCIPLE OF DEVELOPMENT

7.1 In considering the acceptability of the proposed development, the starting point is determining the level of compliance with the relevant national and local planning policy guidance. If it can be demonstrated that the proposal meets this guidance then in principle, and subject to site specific considerations, the development can be supported and the planning application approved.

7.2 The basis of the development control system requires that proposed development is considered within its context and that applications are determined on a site specific basis on individual merits. It is therefore appropriate to consider the proposed development as a whole, not only the physical impact of new development within the surrounding environment, but also its impact upon socio-economic matters and commercial viability.

7.3 In this respect the existing use/development of site is of particular significance.

7.4 As an existing industrial site with a range of established buildings and structures, an extension to such facilities is considered acceptable in principle, subject to site specific considerations.

7.5 It is submitted that the principle of the site as a poultry processing facility has been approved and the associated material considerations have been assessed as part of that determination process. A series of applications for extensions / supplemental plant / on-site facilities and applications for discharge of conditions have been determined and approved subsequent to the change of use for the site.

MATERIAL CONSIDERATIONS

7.6 The key factor in the determination of this planning application is whether the operational use of the site will cause detrimental impact upon the amenities of local residents or users of the infrastructure in the locality. Should there be a potential impact, the question is whether there is any material consideration that justifies / balances that impact. It is our opinion that all matters can satisfactorily be addressed, e.g. Odour, Air Quality, Noise, Ecology, Flood Risk, Drainage (foul), Drainage (surface water), Highways.

NOISE

7.7 It is submitted that the operational site is the subject of an approved Noise Management Plan. This Plan is based on the operational capacity of the site being 1 million birds and the associated plant / machinery / buildings / vehicle movements.

7.8 Accordingly it is submitted that the proposed removal of condition being sought will cause no additional impact in respect of the material consideration of noise.

ODOUR

7.9 It is submitted that the operational site is the subject of an approved Odour Management Plan. This Plan is based on the operational capacity of the site being 1 million birds and the associated plant / machinery / buildings / vehicle movements.

7.10 Accordingly it is submitted that the proposed removal of condition being sought will cause no additional impact in respect of the material consideration of odour.

LANDSCAPE AND VISUAL IMPACT

7.11 It is submitted that the operational site is the subject of planning approval for the use of the existing buildings and subsequent approvals for extensions to the buildings. Internally the operational capacity of the site has been developed with a view to processing 1 million birds and the associated plant / machinery / buildings would remain as is.

7.12 Accordingly it is submitted that the proposed removal of condition being sought will cause no additional impact in respect of the material consideration of land and visual impact.

DOMESTIC FOUL WASTE / SURFACE WATER DRAINAGE / EFFLUENT WATER

7.13 As series of drainage conditions have been discharged in respect of the original change of use permission and the subsequent permissions at the site. Natural resource Wales have been a consultee to these applications and have supported the proposals. All information submitted has been based upon the facility as being developed and its associated capacity to operate at 1 million birds per week.

7.14 It is further submitted that, separately from the Planning process, Maelor Foods have had to go through the appropriate procedures of getting an Environmental Permit for the operation of the site. This procedure is overseen by Natural Resource Wales. The site benefits from an Environmental Permit that is based upon the facility as being developed and its associated capacity to operate at 1 million birds per week.

7.15 It is submitted that the poultry facility has been designed and fitted out with a longer term view on bird numbers being processed. There would be no requirement for any increase in building size or drainage system associated with the facility; surface water, foul drainage or effluent water wise, all of which have been approved through discharge of conditions and the site benefits from an Environmental permit.

7.16 Accordingly it is submitted that the proposed removal of condition being sought will cause no additional impact in respect of the material consideration of domestic foul waste / surface water drainage / effluent water.

TRANSPORT / HIGHWAYS

7.17 It is submitted that in our opinion the only matter that would be impacted upon through the increase in numbers of birds to be processed at the site on a weekly basis would be transport, i.e. vehicle movements to and from the facility on a daily basis. This is assessed in detail in the accompanying Transport Assessment to this planning application.

7.18 It is further submitted that the transport implications associated with the proposed increase in bird numbers must be considered in the wider context, i.e. vehicle movements associated with the supply chain in general and distance of travel of birds in the wider context. Again, this is addressed in more detail in the accompanying Transport Assessment.

8.0 WIDER SUPPORT

8.1 Acknowledgement of the economic benefits associated with a development proposal are an important consideration in the determination of an application such as this. This is supported through national guidance applicable in Wales and associated technical advice notes. This matter has been assessed in some detail in earlier sections of this Statement.

8.2 Since purchasing the site the site operator has maintained positive dialogue at both a local level, with the Council's own Business & Investment Team, and at a national level, with representatives of the Welsh Government. It is our understanding that both parties endorse the facility and the proposed level of operation that this application is seeking to achieve. This is highlighted by the recent media coverage, further to an official visit for the opening of the facility, attended by representatives of the Welsh Assembly and the Mayor of Wrexham. Refer to extracts set out in **Appendix 3** to this statement.

9.0 UK POULTRY PROCESSING AND PRECEDENT PLANNING PERMISSIONS

9.1 According to the latest DEFRA publications on UK Poultry & Poultry Meat statistics, circa 20 million birds are slaughtered per week in the UK. There are a limited number of facilities across the UK that are associated with the poultry industry, with the main operators being the 2 Sisters Food Group, Moy Park and Faccenda Foods. In consideration of the following information obtained for the key sites in England & Wales, it is evident that across the sites the average numbers being processed at each site is in the region of 1 million birds. It is submitted that the Maelor site is simply looking to operate at the national average and compete in what is a continually growing industry.

9.2 It must be further noted that the supply of birds to the industry in the UK is only 40-45% 'self-generated' in the UK. The majority is imported, principally from Thailand, Brazil and Poland. It is expected that this bias will swing towards a UK generated supply of birds in light of Brexit, hence the numbers being slaughtered in the UK will increase and existing facilities will need to cater to this

9.3 The following provides a simple summary of the numbers* of birds being processed at the main poultry processing sites across Wales and England, the operations at the sites being directly comparable to that approved at Maelor, i.e. slaughtering / cutting / packaging.

9.4 The planning history for the above sites been reviewed with a view to identifying 'restrictions' placed upon the proposals, which have been put in place to negate potential conflicts. Whilst the planning history of a number of the sites is very convoluted and a number of the sites have developed from historic commercial enterprises established in the 1960's /70's (not dissimilar to the Maelor site), in very simple terms there are no restrictions placed upon the operation of the facilities and associated bird numbers.

** please note that the numbers set out are best estimates provided by recognised industry professionals and publicly available information. Exact figures are commercial sensitive and not available in the public domain.*

Operator	Site / Location	No. of birds processed / week
WALES		
2 Sisters Food Group	Sandycroft, Flintshire	800-900,000
2 Sisters Food Group	LLangefni, Anglesey	500-600,000
Faccenda Foods	Abergavenny, Monmouthshire	800-900,000
ENGLAND		
2 Sisters Food Group	Scunthorpe, South Humberside	2.2-2.4 million
Faccenda Foods	Brackley, Northamptonshire	2.0-2.1 million
Moy Park	Anwick, Lincolnshire	1.8-2.0 million
Cargill Meats (Faccenda Foods)	Grandstand Road, Hereford	1.8-1.9 million
Moy Park	Ashbourne, Derbyshire	800-900,000
2 Sisters Food Group	Cullompton, Devon	700-800,000
Banham Poultry	Attleborough, Norfolk	650-700,000
Gafoors	Preston, Lancashire	600-700,000

9.5 In consideration of the national guidance that is applied to the use of planning conditions, most notably that, when used properly, conditions can enhance the quality of development and enable development proposals to proceed where it would otherwise have been necessary to refuse planning permission, by mitigating the adverse effects of the development, an assessment has been undertaken of planning permissions for comparable poultry processing facilities in both Wales and England.

10.0 ENVIRONMENTAL PERMIT

10.1 Separate from the permitted use of the site, as approved through the Planning process, the poultry processing facility at Maelor has had to make an application for an Environmental Permit. This is made in accordance with the Environmental Permitting (England & Wales) Regulations 2016.

10.2 Some facilities could harm the environment or human health unless they are controlled. The environmental permitting regime ('the regime') requires operators to obtain permits for some facilities, to register others as exempt and provides for ongoing supervision by regulators. The aim of the regime is to:

- protect the environment so that statutory and Government policy environmental targets and outcomes are achieved
- deliver permitting and compliance with permits and certain environmental targets effectively and efficiently in a way that provides increased clarity and minimises the administrative burden on both the regulator and the operators
- encourage regulators to promote best practice in the operation of facilities
- continue to fully implement European legislation.

10.3 The Environmental Permit is issued by Natural Resource Wales. A strict assessment applies in respect of all manner of site considerations, including emissions to water / air / land, odour, noise, etc..

10.4 A copy of the environmental permit is included as Appendix 2 to this statement. It must be noted that the permit makes reference to the 'permitted throughput being 1 million birds per week'. Endorsement that the facility has been designed and fitted out, including all associated plant / machinery, to process this number.

10.5 It is submitted that the approved planning permission and environmental permit should complement each other in respect of permitted bird numbers.

11.0 SUMMARY & CONCLUSIONS

11.1 In considering the planning merits of any development proposal, the starting point is the development plan, as required by Section 38(6) of the Planning and Compulsory Purchase Act 2004. If it can be demonstrated that the proposal accords with the policies of the development plan, or that material considerations do not indicate that the application should be determined other than in accordance with the development plan, then planning permission should be granted.

11.2 The crux of this application is that a condition was attached to an original change of permission, and subsequent applications for additional works / extensions / plant at the facility, limiting the operational capacity of the site with a view that a higher number of HGV movements to/from the site may result in the occupiers of the dwellings close to the site on Pickhill Lane experiencing higher levels of noise than if the previous use were to resume or the 2012 planning permission implemented, to the detriment of their amenity. It is submitted that the envisaged potential increase in the numbers of HGV movements is unfounded and the true position is that the limited number of additional movements will not be to a level to cause detrimental impact upon the amenities of local residents. This is evidenced by the submitted Transport Report, which assesses the future capacity of the site based on the potential of 1 million birds per week being processed.

11.3 On this basis, the key planning issues in the determination of this application are considered to be as follows:

- Conformity to the development plan;
- Impact upon the character and amenity of the area;
- Impact upon transportation and accessibility;
- Impact upon wider economy; and
- Opportunity for sustainable development.

11.4 The site is an existing commercial site and has been for over 80 years. The existing operator has financially invested heavily in the new facility, which in turn has been a major boost for the local economy and employment market. This investment must be supported to maintain the facility for current and future generations, so supporting the fundamental principles of sustainable development.

11.5 Fundamentally, in consideration of the recognised tests for the use of planning conditions, it is submitted that the key failure of the condition restricting the number of birds being processed each week at the facility is against the test of reasonableness. In that the condition:

- Would unreasonably impact on the deliverability of the development
- Would place unjustifiable and disproportionate financial burden on the business
- Has been imposed based upon unfounded assumptions of a potential future scenario

11.6 Accordingly, it is respectfully requested that the following conditions are removed from the associated planning permissions:

Condition No. 14 (P/2014/0781);

Condition No. 11 (P/2015/0838) and

Condition No. 11 (P/2017/0165)

APPENDIX 1

Business statement on behalf of

Maelor Foods Ltd.

PLEASE NOTE THAT THIS STATEMENT IS SUBMITTED AS A STAND-ALONE DOCUMENT AND IS NOT TO BE PUT ON THE PUBLIC RECORD AS IT CONTAINS COMMERCIALLY SENSITIVE FINANCIAL INFORMATION

APPENDIX 2

Environmental Permit

Maelor Poultry Processing Plant

Cyfoeth Naturiol Cymru
Natural Resources Wales

Permit with introductory note

The Environmental Permitting (England & Wales) Regulations 2016

Maelor Foods Limited

Maelor Poultry Processing Plant
Pickhill Lane
Cross Lanes
Wrexham
LL13 0UE

Permit number
EPR/AB3591ZQ

Maelor Poultry Processing Plant
Permit number EPR/AB3591ZQ

Introductory note

This introductory note does not form a part of the permit

The main features of the permit are as follows.

This installation is located approximately 4km south east from Wrexham and is permitted for the slaughtering of poultry and meat preparation as well as associated waste effluent treatment. The permitted throughput being 1 million birds per week.

Live birds are delivered to the site in "modules" on HGV lorry trailers. They are unloaded, remaining in the modules into the lairage area. They are then passed into the gas stunning area and are killed, bled, scalded, de-feathered, eviscerated and chilled.

Some birds are packaged for despatch to retail at this stage while the remaining birds pass to the meat processing part of the installation where the products are packaged for dispatch. In the meat processing part of the plant, whole birds will be cut into various portions on automated and manual processing lines, and packaged for dispatch.

The blood tank is emptied and cleaned daily to reduce odour generation. Animal by-products and feathers are stored in trailers within an enclosed building and removed daily. The air from this storage area, the blood tank and de-feathering process is passed through a scrubber to reduce odours before being released from the elevated stack.

Modules and vehicles are washed before leaving the site.

Wash down waters and process effluents flow to the on site effluent treatment plant before being treated and discharged to the River Dee (Approximately half of the treated water is returned to the installation for vehicle and module washing).

Hot water for the process is provided by small scale on site boilers.

The status log of the permit sets out the permitting history, including any changes to the permit reference number.

Status log of the permit

Description	Date	Comments
Application PAN-001271	Duly made 07/02/17	Application for poultry slaughterhouse, meat processing and effluent treatment
Additional information requested	20/03/17	
Additional information requested	07/04/17	

Permit Number EPR/AB3591ZQ Page 1

Status log of the permit		
Description	**Date**	**Comments**
Additional information received	19/04/17	Further data on odour modelling figures used, odour controls and procedures
Additional information received	26/04/17	Updated Installation plan and further applicable information
Additional information received	05/06/17	Additional information relating to containment, odour control and monitoring at the effluent treatment plant
Additional information received	14/07/17	Layout plan, details of new boilers, H1 assessment
Permit determined	29/08/17	Permit issued to Maelor Food Limited

End of introductory note

Permit Number EPR/AB3591ZQ Page 2

Permit

The Environmental Permitting (England and Wales) Regulations 2016

Permit number
EPR/AB3591ZQ

The Natural Resources Body for Wales ("Natural Resources Wales") authorises, under regulation 13 of the Environmental Permitting (England and Wales) Regulations 2016

Maelor Foods Limited ("the operator"),

whose registered office is

Salisbury House
Vulcan Road
Bilston
West Midlands
WV14 7HT

company registration number 09156025

to operate an installation at

Maelor Poultry Processing Plant
Pickhill Lane
Cross Lanes
Wrexham
LL13 0UE

to the extent authorised by and subject to the conditions of this permit.

Signed	Date
	29/08/2017

Iwan Hughes

Technical Specialist, Permitting Service (Regulated Industry)

Authorised on behalf of Natural Resources Wales

Permit Number EPR/AB3591ZQ Page 3

APPENDIX 3

Media Coverage

Updated all day, every day: **www.leaderlive.co.uk**

150 jobs being created with £20m poultry plant

A POULTRY plant which will create more than 150 jobs has been officially opened.

Welsh Government cabinet members Lesley Griffiths, AM for Wrexham and Ken Skates (Clwyd South) yesterday joined Cllr John Pritchard, the Mayor of Wrexham, at Maelor Foods in Cross Lanes.

The plant was built on the site of the former First Milk Creamery factory, which closed in 2014. After an investment of more than £20m, Maelor Foods will begin processing poultry towards the end of the year.

The new Pickhill Lane plant has already created more than 70 jobs and recruitment is ongoing for new roles including senior management, skilled jobs in engineering, technical, butchery and administrative personnel and drivers along with production operatives.

Maelor Foods will eventually employ more than 150 people. It is also supporting jobs in the supply chain with farmers as suppliers.

The Welsh Government awarded a £3.15m grant for the process centre from the Food Business Investment Scheme which is designed to provide support to businesses that are involved in first and/or second stage processing activities.

Managing director Raj Mehta said the occasion marked the culmination of an extensive refurbishment and extension programme, which has involved remodelling the buildings to create a state-of-the-art poultry production and slaughtering unit.

He added: "The support of the Welsh Assembly helped to unlock the redevelopment of the site and fill the employment gap left when First Milk closed down.

"We are actively looking for more farmers to supply us with birds as we head towards working at our operational capacity.

"As well as creating jobs for local people during the refurbishment and with the new roles we are introducing, we're very pleased to be supporting the wider supply chain in the agriculture sector.

"We are actively looking for more farmers to supply us with birds.

"We held two open days in October for farmers and received a very enthusiastic response from visitors who were very impressed with the facility and wanted to learn more about becoming suppliers."

Lesley Griffiths, cabinet secretary for energy, planning and rural Affairs, said: "Maelor Foods is an ambitious business that is set to play a leading role in the poultry industry.

"It will see the creation of 150 new jobs and is supported through our Food Business Investment Scheme.

"Our Food and Drink Action Plan has a target to grow the Welsh food and drink sector to a value of £7 billion by the year 2020 and I am confident the sector is now in a position to attain this aim.

"This has been achieved by putting business at the heart of all our plans in Wales.

"Inward investment by businesses such as Maelor Foods is a key factor in realising this target."

Cllr John Pritchard said: "It's wonderful to see the redevelopment of the old site and the creation of new job opportunities in the county corough."

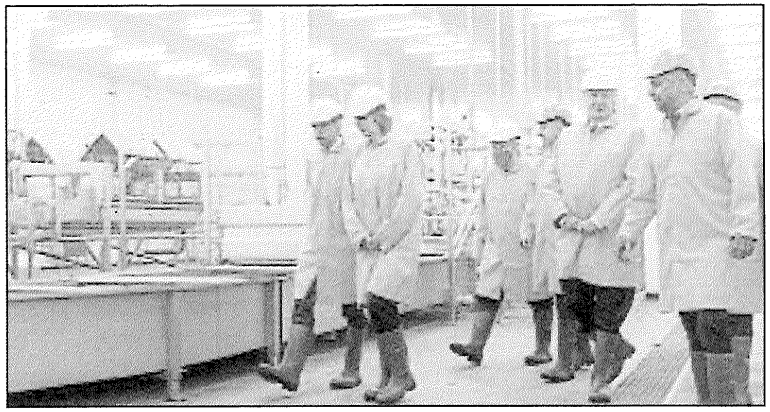
Maelor Foods is associated with Midlands-based Salisbury Poultry, one of the leaders in the UK's poultry processing sector.

MD Mr Mehta summed up: "We are very pleased the our long term vision for Maelor Foods is becoming a reality.

"We have to thank the Welsh Assembly Government and Wrexham Council for their support in helping us to reach this point and bringing much needed employment back to the area.

"With our pedigree and experience in the sector, we have been able to develop a facility that will operate with the same ethos and high standard of service that we have built our reputation on.

"We have exciting plans for future growth that will bring more economical benefits to Wrexham and the Welsh economy."



LEFT: Assembly Members Ken Skates and Lesley Griffiths with Wrexham Mayor John Pritchard at visit Maelor Foods to officially open the poultry plant.

£20M CHICKEN PLANT CREATING 150 NEW JOBS

The site near Wrexham will officially open next week

By OWEN HUGHES
Business Correspondent
owen.hughes@dailypost.co.uk

A £20m chicken processing plant – set to create 150 jobs – will officially open next week with production starting before Christmas.

Ministers from the Welsh Government and the Mayor of Wrexham will officially open the facility near Wrexham that has been built on the site of the former First Milk factory which closed down in 2014.

After an extensive period of planning, refurbishment and building, Maelor Foods will begin processing poultry towards the end of this year.

The new plant has already created more than 70 jobs and recruitment is on-going for new roles including senior management, engineering, butchery and administrative personnel.

The plant will eventually employ more than 150 people and is also supporting employment in the supply chain as it takes on local farmers as suppliers.

The Welsh Government has assisted with the funding for the processing centre by awarding it a £3.15m grant from the Food Business Investment Scheme, which is designed to provide support to businesses that are involved in first and/or second stage processing activities.

Lesley Griffiths AM, cabinet secretary for energy, planning & rural affairs and Ken Skates AM, cabinet secretary for economy & transport, together with the Mayor of Wrexham Councillor John Pritchard, will tour Maelor Foods on November 23.

The Welsh Government said this investment demonstrates the ambition of the Government to create and replace jobs within the local economy.

Maelor Foods is associated with Midlands-based Salisbury Poultry which was established in 1989 and is a leader in the UK's poultry processing sector.

The family-owned firm employs more than 600 full-time staff at its base in Bilston in the West Midlands.

Managing director Raj Mehta said: "The support of the Welsh Government helped to unlock the redevelopment of the site and fill the employment gap that was left when First Milk closed down, so it will be great to illustrate how that funding has regenerated the area.

"As well as creating jobs for local people during the refurbishment and with the new roles we are introducing, we are very pleased to be supporting the wider supply chain in the agriculture sector."

Leader Wednesday, November 15, 2017
:ated all day, every day: **www.leaderlive.co.uk**

Ministers and mayor to open £20m poultry plant

:STERS will join the mayor 'exham in opening a £20)n state of the art poultry :ssing plant.

:kham AM Lesley Griffiths, et secretary for energy, ing and rural affairs and Clwyd AM Ken Skates, cabinet ary for economy and)ort, together with the ıam mayor Cllr John Pritchard, ·ur Maelor Foods in Wrexham ursday, November 23.

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Extensive refurbishment and extension

The plant, which received a grant of more than £3 million from the Welsh Government, will eventually employ more than 150 people and is also supporting employment in the supply chain as it takes on local farmers as suppliers.

Managing director Raj Mehta said: "The visit will mark the culmination of an extensive refurbishment and extension programme, which has involved remodelling the existing buildings to create a state of the art poultry processing production and slaughtering facilities.

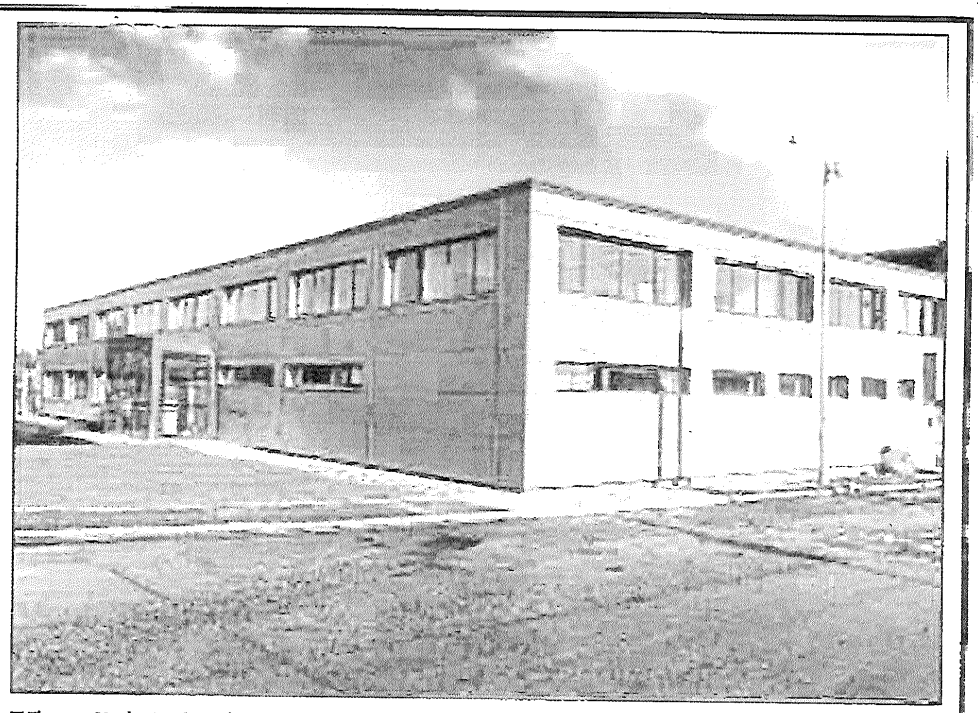
"The support of the Welsh Assembly helped to unlock the redevelopment of the site and fill the employment gap that was left when First Milk closed down so it will be great to illustrate how that funding has regenerated the area.

"As well as creating jobs for local people during the refurbishment and with the new roles we are introducing, we are very pleased to be supporting the wider supply chain in the agriculture sector.

"We are actively looking for more farmers to supply us with birds as we head towards working at our operational capacity. We held two open days in October for farmers and received a very enthusiastic response from visitors who were very impressed with the facility and wanted to learn more about becoming Maelor suppliers."

The Welsh Government awarded the processing centre a £3.15m grant from the Food Business Investment Scheme, which is designed to provide support to businesses that are involved in first and/or second stage processing activities.

Maelor Foods is associated with Midlands-based Salisbury Poultry, established in 1989, and is a leader in the UK's poultry processing sector. The family-owned firm employs more than 600 full-time staff in Bilston in the West Midlands.



The new Maelor Foods poultry processing plant.

Cassidy+Ashton

C+A

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