NUNEATON
investment prospectus
Welcome to Nuneaton; a popular 13th century market town in the heart of the midlands, with exciting and ambitious plans for the future.

With a population of over 125,000 people and more than 300,000 living within 5 miles, the town has great opportunities, using its natural assets and key development sites, to create an exciting hub for the area.

Within the Borough over 10,000 new, high quality homes and more than 50 hectares of employment land are due to be developed over the next 15 years, and with close ties to the expanding automotive R&D sector and our two internationally renowned universities, Warwick and Coventry, the area is definitely on the move.

Building on this growth the Councils are looking to develop exciting new opportunities within Nuneaton Town Centre, using publicly owned land to help support growth and work closely with private and public sector partners to ensure it meets the ambitions of the town.

Nuneaton benefits from its enviable location situated between major urban centres such as Birmingham, Coventry and Leicester providing everything you could need from a location within easy reach. Superb road and rail links both to London and Birmingham, including the newly created Grand Central / New Street Station areas, as well as the new Friargate Business District in Coventry make Nuneaton an attractive proposition.

FOREWORD

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Alan Franks
Managing Director
Nuneaton and Bedworth Borough Council

Monica Fogarty
Strategic Director
Warwickshire County Council
THE VISION FOR NUNEATON

"The Vision is for Nuneaton Town Centre to continue to be the primary local centre for shopping, leisure and business while also encouraging the highest quality mixed use, pedestrian-friendly environment."

Nuneaton Town Centre will be transformed into a vibrant, healthy, functioning space. It will contain a diverse range of uses, with retailer representation from independent, national and specialist stores within an environment where businesses want to locate and invest in. It will be a place where people spend their leisure time during the day and evening and will be attractive to people of all ages. New mixed use development will complement the existing heritage assets and will further enhance the character of the town.

There will be an emphasis on natural features such as the River Anker; using green infrastructure and the public realm to make the town a desirable place to be and complement the existing natural and historic assets helping to define the brand and identity of the town.

The town centre will be connected and accessible from all sides of the town, by all modes of transport, and provide a place where shoppers, workers and residents choose to come.

These ideas will combine to transform the town centre into an attractive and distinctive destination as the place of choice to live, work and visit.

We are encouraging developers to exercise creativity in the design of proposals that will generate the value needed to achieve investment.

Proposals may include shops, other retail or other town centre uses.

Non-town centre uses, including residential, will be considered as long as they contribute to our vision for the town centre.
STRATEGIC LOCATION

- Ideally located close to fantastic international facilities including the National Exhibition Centre, HORIBA MIRA Technology Park, Birmingham International Airport and the development of UK Central
- Excellent road links with good access to the A5, M6, M42 and M69 motorways
- London by rail in under an hour
- Approximate 25 minute drive time to Birmingham International Airport
- Approximate 1 hour drive time to East Midlands Airport
- London within a 2 hour drive-time
- Direct rail to London and Stansted Airports
- Closest mainline station for rail access to HORIBA MIRA Technology Park R&D campus
- Local rail connections to Coventry have been upgraded with new stations at Bermuda and Ricoh Arena

Nuneaton’s excellent links to the transport network largely explain its growth as an important and successful administrative centre for the sub-region.

- Future rail improvements will include direct services between Leicester and Coventry and Nottingham and Leamington Spa via Nuneaton
- Infrastructure improvements to the A444 spine are under way
- Long distance cycle ways linking HORIBA MIRA Technology Park to Coventry via Nuneaton and Bedworth
- Aspiring to be a centre of intelligent transport infrastructure and systems

Regular rail services to key destinations:

- London in 59 mins
- Coventry in 15 mins increasing in frequency from December 2017
- Birmingham in 30 mins
- Leicester in 30 mins
WIDER BOROUGH OFFER

- Excellent range of advanced engineering businesses
- Employment growth targeting 52 ha until 2031
- Potential for intelligent transport linkage between town centre and HORIBA MIRA Technology Park
- 10,040 new high quality homes planned over next 15 years
- Healthy living corridors along Coventry Canal and River Anker
- Stronger transport links between Nuneaton and Coventry
- Cultural links for 2019 (George Eliot) and 2021 (Coventry City of Culture)

GATEWAY TO HORIBA MIRA TECHNOLOGY PARK

HORIBA MIRA Technology Park is Europe’s most exciting Automotive R&D Campus. Located to the north of Nuneaton, it is the UK’s only transport technology focused Enterprise Zone, which brings with it simplified planning and tax incentives for firms locating there.

The 874 acre HORIBA MIRA Technology Park is being developed over 10 years by HORIBA MIRA, a £1bn turnover Japanese company which is creating over 2m sqft of R&D activity. The development will include a platform for the rapid delivery of bespoke R&D centres ranging from start up facilities right up to major European R&D operations and the development of an 8,000sqm hotel, leisure and retail offer, and create over 2000 new jobs in R&D roles.

Local Discount Scheme offers discounted Business Rates to businesses and start-ups either locating to or expanding in the Borough for up to 3 years.

HORIBA MIRA is a leader in intelligent mobility, technology which includes the connected car, driverless cars, driver assistance and intelligent infrastructure. It is a partner in UK Autodrive, which will see driverless vehicles on Coventry and Warwickshire’s road network.

Companies already on site include Bosch, Aston Martin, Toyota, GKN, Lockheed Martin and Haldex.
Nuneaton remains a traditional market town of walkable scale - it has a compact and well-defined shopping area which is enclosed on its outer edge by traditional housing areas.

The heart of the retail and leisure area is reinforced twice weekly by the attractive pedestrianised traditional market, which is popular with both residents and tourists. In addition, street vendors operate daily within the pedestrian precinct and include florists and food outlets.

The River Anker runs right through the town centre before leading out southwards through extensive parklands, and to the north to the planned New Station Gateway.

The Bus Station gives excellent public transport access to the whole region. The entire town centre is within an easy 5 minute walk.

A beautiful formal park stretches from the town centre to the outskirts of town hosting Nuneaton’s Museum and Art Gallery, Cafe and an innovative and exciting play area.

First chartered in 1226, Nuneaton market operates 2 days a week between 8.30 am and 4.00 pm at Market Place and Coventry Street.

There are over 150 stalls on Saturdays and over 100 stalls on Wednesdays.

The Museum and Art Gallery is set in the beautiful Riversley Park and has three galleries which house regularly changing temporary and touring art exhibitions.

There are also galleries devoted to permanent displays of local author George Eliot, local history and fine art collections.
Nuneaton Town Centre has a substantial catchment population within a 10 and 20 minute drive, generating significant retail and leisure spend. Total retail spend is forecast to increase by c. 31% between 2016 and 2026, to £ 2.5 billion.

There are over 400 retail, leisure and service outlets in Nuneaton Town Centre trading from a total floorspace of 111,455 sqm gross.

Nuneaton was ranked within the top 5% out of over 3,000 UK centres and shopping locations in VENUESCORE 2014/2015*.

The Town’s prime shopping area is located along Queen’s Road, Abbey Street, Market Place and Bridge Street, and is populated by a good choice of ‘High Street’ retailers, including Debenhams, BHS, Next, H&M, New Look and TK Maxx.

The Centre’s retail offer is anchored by two managed shopping centres, Ropewalk and Abbeygate, which create a compact shopping area enhanced by a series of pedestrianised streets.

Secondary streets such as Harefield Road, Stratford Street, Newdegate Street and Abbey Gate provide a relatively strong retail frontage with a greater emphasis on independent retailers.

Prime Zone A rents are estimated to be between £65 - 70 per sq ft.

The Town has above average provision of non-food and multiple retailers. Its’ food offer is anchored by Sainsbury’s, Asda and Aldi.

* Annual survey compiled by Javelin Group, which ranks the UK’s top retail venues.

There is a demand for branded family-friendly restaurants which typically occupy centres of Nuneaton’s size and role as a principal centre.

There is also potential for further investment in the leisure provision to improve the range of leisure options for all ages, including the potential for a new cinema.
• Strategic location on the A444
• Excellent access off the ring road (Vicarage Street) and prominent to all major town approaches
• The site is owned freehold by Nuneaton & Bedworth Borough Council (NBBC) and Warwickshire County Council (WCC)
• Adjacent privately owned land may be available for acquisition to increase the site potential
• Whole site comprising an approximate total area of 1.63 ha
• Good views over the Town Centre and parkland
• Great variety of mixed use options.
The total site comprises 1.4 ha. Currently occupied by Abbey Street parking; two smaller sites of 0.1 ha and 0.05 ha located outside the ring road.

The site is owned freehold by Nuneaton & Bedworth Borough Council (NBBC).

Adjacent privately owned land may be available for acquisition to increase the site potential.

Located within easy access to the train and bus stations and is ideal for new retail and/or leisure uses.

An opportunity to invest and develop the site with pedestrianised links to the Ropewalk Shopping Centre and primary retail area.
Located either side of the River Anker, offering a range of potential uses. Reconfiguration and rationalisation of the bus station and potential new pedestrian bridge arrangements to maximise footfall

Approximate total area of 1.16 ha

The majority of the identified site is owned freehold by Nuneaton & Bedworth Borough Council (NBBC)

The vicinity will allow a range of mixed uses including a riverside café/leisure offer as well as a Bus Station with enhanced connectivity via the Rail Station.
The Town Centre acts as an important rail junction served by the West Coast Main Line from London; the cross-country Birmingham to Peterborough line; and the upgraded Coventry service. The seven platform station is also the stepping off point for the shuttle bus to MIRA Technology Park 3 miles away on the A5.

This site is a critical part of the vision for the Town Centre, including:

- A pedestrianised station square linking directly to the new bus station with high quality public realm, street tree planting, lighting and public art
- Highways investments to prioritise cyclists and pedestrians; friendlier ring road and new footfall patterns
- Developing new retail, food & drink, potential office and industrial units (including incubation units for hi-tech start-ups).