

Development Policy Manager
Development Services,
Warwick District Council
Riverside House
Milverton Hill
Leamington Spa
CV32 5QH

WARWICKSHIRE
DIRECT

19 JUL 2013

LEAMINGTON

9927

19 July 2013

Dear Sir,

GYPSY AND TRAVELLERS SITE OPTIONS. SITE GT02

We wish to object to the proposed site GT02 located on the Fosse Way at its junction with the A425.

It is a matter of very serious concern that Warwick District Council specifically named the Warwickshire Exhibition Centre and its business premises, the exhibition hall, whereas other sites were referred to more generally/geographically.

The actual naming of the venue and our company has made our land and its potential use as a gypsy and traveller site most public and as a result we have had significant problems arising from this clear identification.

Exhibition companies invariably book 18 months prior to an event and thereafter tie to three-year contracts to secure their specific dates and for continuity. We are facing difficulties of delays in negotiations because of the perception that possibly, in two years time, we may no longer be functioning as an exhibition centre. Equally we are presently negotiating with several new clients interested in holding exhibitions at the venue and again this is now problematic. In one instance we have actually lost business since the organiser concerned considered the possibility of the Gypsy and Travellers site to be a major drawback and he has transferred his interest to another venue.

The Exhibition Centre is enjoying steady growth attracting a number of specialist National and general/trade events and it is estimated that it will contribute in the region of £5 million to the local economy over the next three years in consumer spending, hotel accommodation, restaurants, entertainment and bus/taxi usage etc.. In 2012 total attendance at exhibitions at the Centre was 33,000 and this will rise to 40,000 this year. We provide employment for 10 permanent staff plus 30 temporary staff during events and should the Centre close this employment will be lost.

It is a strong possibility that if the proposed G & TS site goes ahead it external organisers will form the perception that the venue is no longer as secure as it once was and that their visitors will have concerns over vehicle security in the car park. We will as a result lose the support of external organisers thus, in turn, will be unable to sustain the venue just for our associate company's exhibitions. The final outcome will be that it ceases to function as an Exhibition Centre with losses not only of the business but also the reputation of Leamington Spa and Warwick district.

The further concern should be that with the lack of activity it may not be viable for the owners to remain in residence, given the large and very different type of community introduced directly adjacent to the Centre and their home, with the result that there would be difficulty in safeguarding the extensive car park from incursions by travellers separate from those on the proposed site. This would give us and Warwick District Council far greater problems than currently encountered with these communities as in all probability, as the landowners, we would be obliged to sell to the illegal occupants as the only option open to us, it being unlikely that anyone else would wish to buy. The Council would then be faced with a vast illegal site that it would be difficult to take enforcement against, given that permission had already been granted for a site immediately adjacent.

We trust that councillors and officers will very seriously consider the wider possibilities that would arise should this site be chosen or indeed a gypsy and traveller community be introduced to this locality at, as it is rumoured, GT04 land adjacent to Fosse Garage.

Yours faithfully



Chris Deith
Managing Director
Warwickshire Exhibition Centre Ltd

Economic Case against the selection of the land at Warwickshire Exhibition Centre being used for a Gypsy / Traveller Camp

Prepared on behalf of the Warwickshire Exhibition Centre

Authored By: Rowland Johnson

Nettitude Ltd

Issue Date: 15th July 2013

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2 EXECUTIVE SUMMARY

This Document comprises the formal Economic & Financial objection from the Warwickshire Exhibition Centre for the proposed development of a Gypsy & Traveller site at the GT02 location.

As part of the local plan, Warwick District Council, in conjunction with Enfusion has undertaken a review of potential Gypsy and Traveller sites in Warwickshire. During this exercise, Warwick District Council has highlighted the land at the Warwickshire Exhibition Centre (GT02) as a potential placement for a Gypsy and Traveller site.

Within the Gypsy and Traveller site assessment, Enfusion conducted an appraisal of 16 key Sustainability metrics (SAs) which formed the basis of their guidance. Despite having conducted a formal assessment of 20 possible sites, the review of GT02 was barely 65% complete. Of the 16 required SA metrics, GT02 had 4 SA metrics that were left blank. Despite the fact that GT02 is occupied by a number of trading businesses that, along with the Warwickshire Exhibition Centre, contribute, both directly and indirectly, to the local economy, the SA metric for 'Economy' was left incomplete. The Warwickshire Exhibition Centre believes that this demonstrates a lack of due diligence by both Warwick District Council and Enfusion. As a consequence, this document has been produced to quantify the Economic Impact that the Gypsy and Traveller proposal would have on the GT02 site.

Warwickshire Exhibition Centre believes that the Economic SA metric alone provides enough reason for it to make the whole site inappropriate for a Gypsy & Traveller site. During the past number of years the UK economy has suffered recession and this has had a knock on effect in the local economy. High streets across the nation have seen organisations such as Blockbuster, Woolworths, HMV and Republic enter in to administration. Leamington Spa has seen a noticeable impact on its retail sector and many national and local companies have had to cease trading.

Warwickshire Exhibition Centre believes that it provides a significant direct and indirect contribution to the local economy. Having conducted third party assessments of this contribution, the Warwickshire Exhibition Centre believes that it will contribute more than £3million to the local economy in 2013, and more than £20million to the local economy in the 4 year period, 2013-2017. If Warwick District Council were to compulsorily purchase the land required at the Exhibition Centre, it would effectively cause the organisation to go out of business. This would have a significant impact on the Exhibition Centre's employees, the directly supporting businesses and the wider Warwickshire Economy.

The Exhibition Centre urges Warwickshire Council to pay significant attention to these economic influencers. The Directors of the Exhibition Centre believes that these factors alone should be sufficient to have the site struck from consideration for a potential Gypsy and Traveller location.

3 BACKGROUND TO WARWICKSHIRE EXHIBITION CENTRE

Warwickshire Exhibition Centre has been established for 16 years and employs up to forty people during an Event/Exhibition. The Exhibition Centre is one of only two similar venues in Warwickshire competing with Stoneleigh Park for exhibition lettings.

Warwickshire Exhibition Centre has carved a niche for itself in the Event and Exhibition sector. It has become synonymous with specialist and hobbyist exhibitions, which, due to the types of exhibitions that are delivered at the location, sees visitors travel from all over the United Kingdom to attend the location.

Warwickshire Exhibition Centre is growing. Events and Exhibitions are up, year on year. The business has a strong annualised income string, with most exhibition organisers booking the venue for a minimum of 3 years plus.

Warwickshire Exhibition Centre is run by Chris Deith and Avril Spence (daughter). Collectively, over the past 20 years, the Deith family have developed the site from a rundown farm to a commercially attractive business that is a highly regarded local employer.

3.1 Key Background Information

The Warwickshire Exhibition centre employs 10 permanent staff and a further 30 during exhibition periods.

The Warwickshire Exhibition utilises 30 acres of land, and has a car park that can accommodate 800 cars.

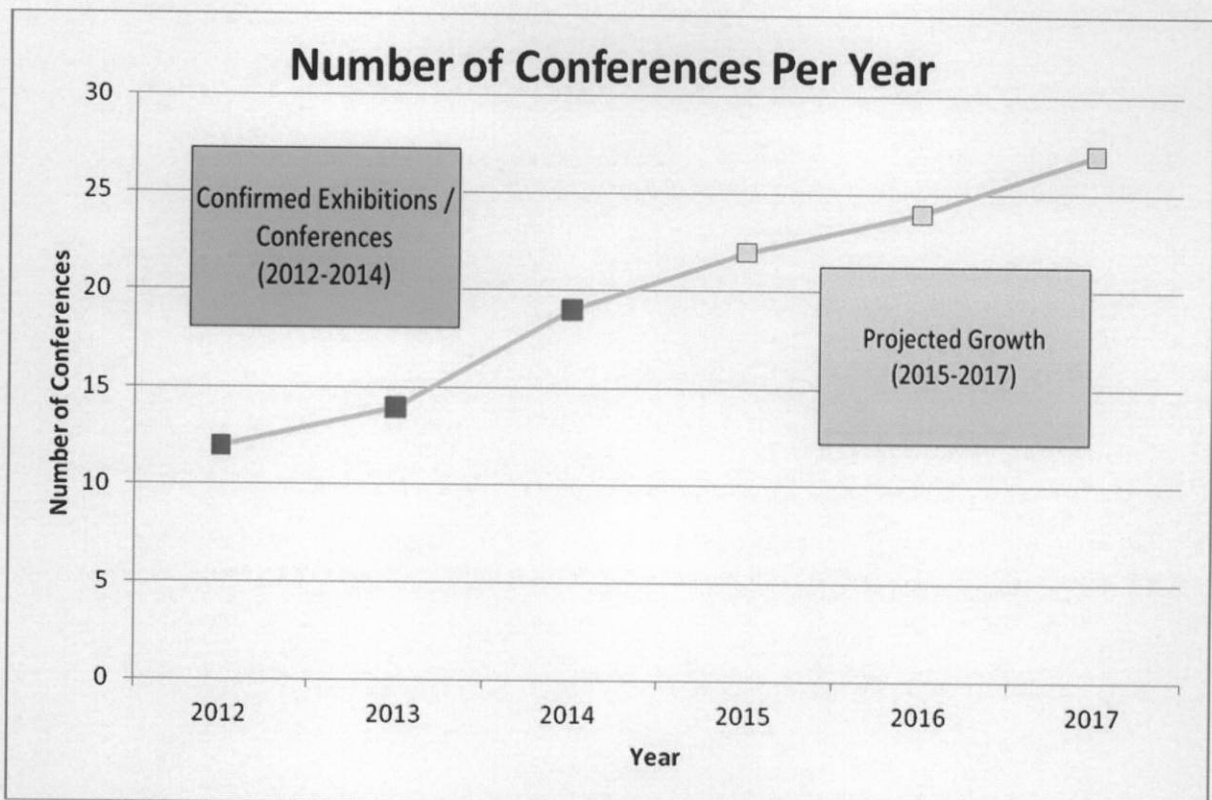
This car park is highly utilised during busy exhibition periods and the Exhibition Centre cannot function without a secure, well-managed car park.

4 EXHIBITION & VISITOR NUMBERS

4.1 Exhibition Numbers

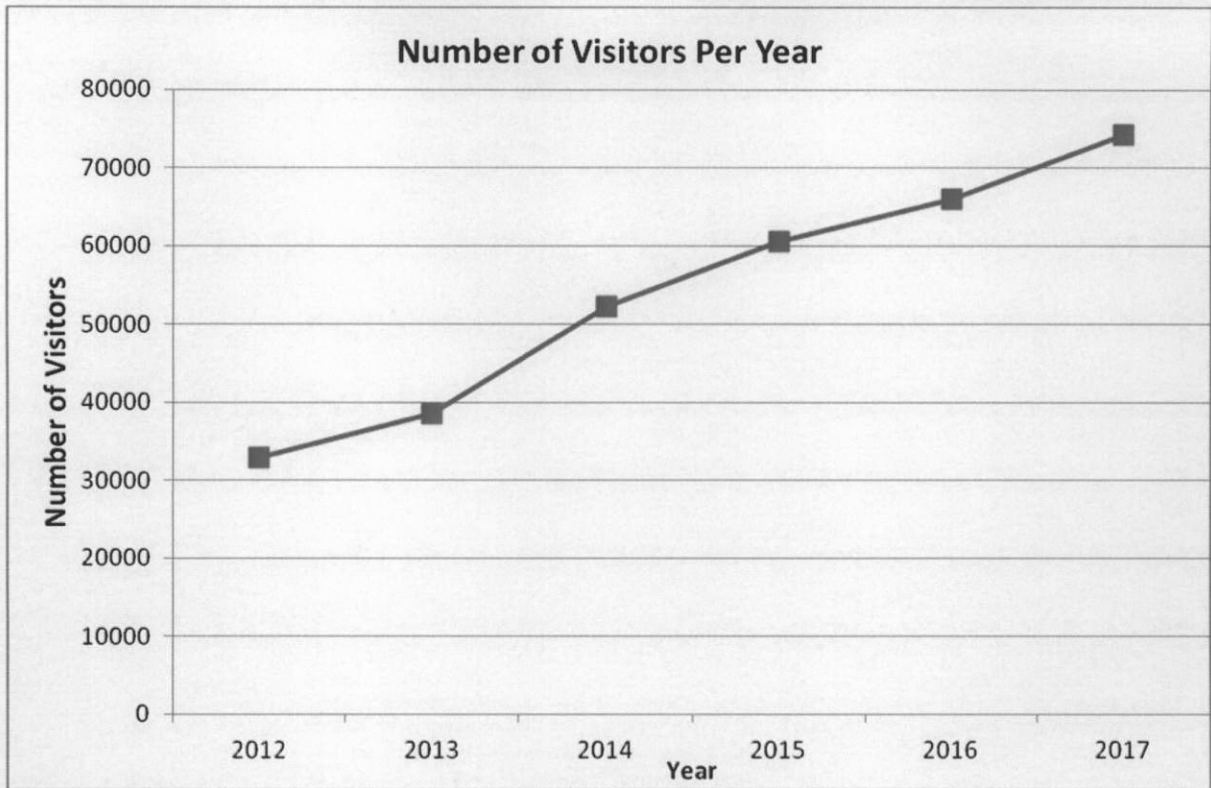
Warwickshire Exhibition Centre has experienced growth in every year for the last 3 years. The company has a sales team proactively canvassing for consumer and trade shows, and this has had a positive impact on its development.

The following chart demonstrates both confirmed growth and projected growth between 2012 to 2017.



In 2012, Warwickshire Exhibition Centre had 33,000 visitors over the course of the year. Using the data from the chart above, this provides the following actual and projected number of events for the 6 year period, 2012 through 2017.

4.2 Visitor Numbers



The graphs demonstrate in 2012, more than 33,000 visitors came to the Warwickshire Exhibition Centre. In 2013, visitors are already up, and the projected growth for visitors attending the exhibition is predicted to grow year on year.

4.3 External Influencers That Are Predicted To Facilitate Growth

In 2012, the UK government confirmed that they would go ahead with the High Speed Rail Link (HS2) between Birmingham and London. The route curves through the middle of Warwickshire, and in particular, directly affects the other venue, Stoneleigh Park. Stoneleigh Park is a slightly larger competitor to the Warwickshire Exhibition Centre, and collectively the two venues with the Ricoh Arena make up 100% of Warwickshire exhibition venues.

The Venture Capitalists involved in Stoneleigh Park are actively boycotting the rail link, and they have publicly stated that HS2 could have a negative impact on their ability to deliver Conferencing & Exhibitions in to the future. Due to the level of uncertainty surrounding HS2, Warwickshire Exhibition Centre believes they could experience enquires from local companies that had previously been using Stoneleigh Park's facilities.

The majority of events and exhibitions that Warwickshire Exhibition Centre runs are delivered over multiple days. The majority of events run in to multiple days, with 3 and 4 day events being common.

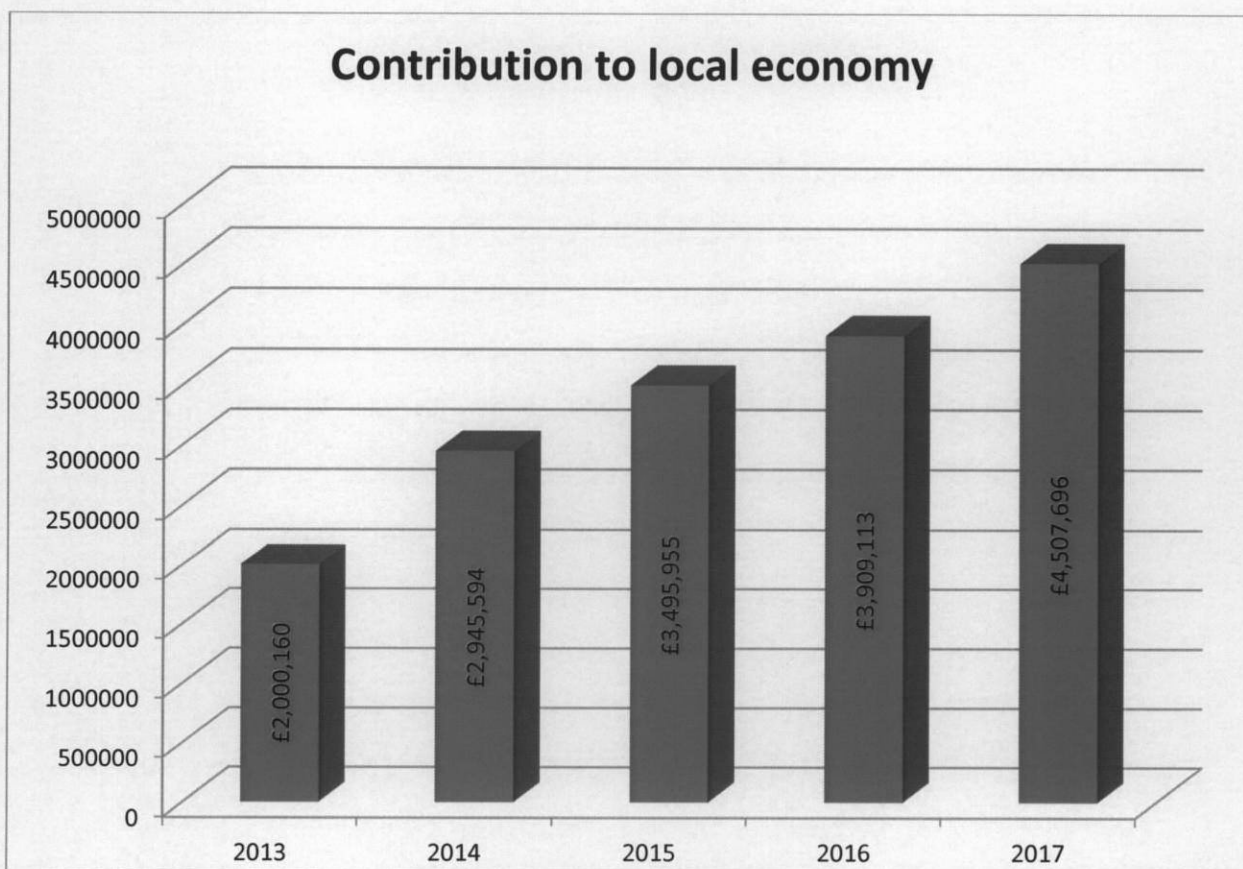
5 CONTRIBUTION TO THE LOCAL ECONOMY

The Warwickshire Exhibition Centre believes it makes a large contribution to the local economy. Although a significant contribution is made through being a rural employer of up to 40 staff during exhibition time, the greatest contribution is delivered through its exhibition services.

In 2013, nearly 40,000 visitors will travel to the Warwickshire Exhibition Centre to attend one of the 14 exhibitions they deliver every year. Due to the types of exhibitions that are catered for, the majority of all visitors travel from outside the county of Warwickshire. Many of these visitors attend multiple days at the Exhibition Centre, and many visitors choose to stay in local Hotels and Bed & Breakfasts. The contribution that these visitors make to the local economy is significant.

In an aim to quantify the contribution to the local economy and determine a sterling value, the metrics surrounding visitors and exhibition duration has been modelled. It is impossible to know with complete precision the exact contribution to the economy, however using a number of key pieces of data, models have been generated to illustrate lower, normal and upper contribution values. The detailed analysis of this contribution can be found in Appendix A.

The models suggest the following contribution to the local economy is created, based on 40,000 visitors in 2013.



This contribution has a huge relevance to the Warwickshire Economy. Hotels, Bed & Breakfast facilities, Restaurants and local Garages all feel the pull of business from the Warwickshire Exhibition Centre.

Appendix B contains a supporting document from a local business that demonstrates the impact that the Warwickshire Exhibition Centre has on the local economy.

5.1 Provision of Private (Funded) Transport in to Royal Leamington Spa

Due to the demographic of many of the Warwickshire Exhibition Centre's visitors, it is extremely common for both husbands and partners to attend the exhibition centre together. The Warwickshire Exhibition Centre recognises that it attracts a high level of enthusiasts and it is not uncommon for the enthusiast's partner to be 'dragged' along to the event.

In an attempt to do more for the local economy, and with a view to providing an enhanced exhibition experience, the Warwickshire Exhibition Centre provides buses to run from the Exhibition Centre into Royal Leamington Spa. This service has been run for more than 7 years and serves the needs of many thousands of visitors every year. (See Appendix C)

This service provides further irrefutable evidence of how the exhibition centre contributes to the local Warwickshire economy.

6 CAR PARKING AT THE WARWICKSHIRE EXHIBITION CENTRE

Warwick District Council have made it known that they are not looking to purchase the Exhibition Centre directly, (which would be valued in excess of £5Million) but rather the land within 50 metres of the Exhibition Centre.

Warwickshire Exhibition Centre invested substantially in developing the venue and its associated facilities, building, in 2007, an extensive new entrance and approach. This investment was part of a four year development plan for the Exhibition Centre, which has resulted in more than £600,000 of expenditure.

The Warwickshire Exhibition Centre cannot function without a secure venue and car park. It is completely impractical to assume otherwise. Any reduction in car parking facilities would almost inevitably result in Warwickshire Exhibition Centre losing business, losing exhibitions, losing visitors and ultimately the local economy would see a reduction of investment from visitors outside of Warwickshire.

7 BUSINESS IMPACT

7.1 Blight

The Warwickshire Exhibition Centre is one of two businesses out of the 20 locations that were named as potential sites for the Gypsy Traveller dwellings. The Warwickshire Exhibition Centre believes that Warwick District Council has made a grave mistake in naming an active and growing business as a potential site for the traveller site. By naming a commercial entity as part of the local plan, it has instantly resulted in a negative impact on the Warwickshire Exhibition Centre's business. It would have been more appropriate to name the location as the "land adjacent to the B4455" as a potential site. The Warwickshire Exhibition Centre is actively seeking legal guidance on the harm caused to the business by the Council's action.

7.2 Evidence that Blight has already occurred.

Within a week of the local plan being announced and communicated to the local community, it has had a negative impact on Warwickshire Exhibition Centre's business.

The Warwickshire Exhibition Centre has a Team of outbound Sales Executives to canvas for new events and exhibitions. At any one point in time, the team may have up to 20 active opportunities that they are working on.

During the week commencing 10th June, the Warwickshire Exhibition Centre contacted a number of its prospects with a view to signing new Exhibitions for the coming months. One of these opportunities exists within a local company. As part of the routine conversations that took place, this local company stated that they would have to look wider afield than the Warwickshire Exhibition Centre. They expressed concern that they wouldn't want to hold an event at a site connected to a Gypsy and Traveller site. They explicitly stated that the uncertainty associated with the Gypsy and Traveller site was sufficient for them to look further afield for more reliable venues.

8 CONCLUSIONS

Warwickshire Exhibition Centre's directors believe that their site should be removed from the list of potential Gypsy and Traveller sites before the end of the consultation period. The clear and unequivocal reasons for this request are as follows.

- It has had a measurable negative impact on the business, within 2 weeks of the consultation period starting. (see appendix C)
- The business cannot function without a high degree of confidence. The change from the present situation would result in a high probability of Warwickshire Exhibition Centre going out of business.
- If the site at GT02 (Land Adjacent to the Warwickshire Exhibition Centre) is selected as the preferred Gypsy and Traveller site, it will have a negative impact on the local economy of more than £15 Million in the 4 year period ending 2017.

The Directors of the Exhibition Centre have tried to approach the development plans in a constructive and objective manner. This financial objection is part of a wider objection served by the local community objecting to the development plans of GT02.

During the consultation period, Chris Deith (Managing Director at the Warwickshire Exhibition Centre) has been in contact with the local council and held a meeting with the local MP, Jeremy Wright. A comprehensive consultation meeting for the local community took place on the evening of the 25th June at the Centre and over 400 people attended. The wider planning committee responsible for the local plan were invited to this meeting so that they could observe first hand, the Exhibition Centre, its car park, and the local residents impacted by the GT02 proposal.

9 APPENDIX A

9.1 Impact on the Local Economy

Key Metrics (based on 40,000 visitors in 2013)

	2013	2014	2015	2016	2017
Visitors per year	40,000	52250	60500	66000	74250
Proportion of Visitors with overnight stay (Hotel/B&B)	25%	25%	25%	25%	25%
Number of people staying in local accommodation overnight per year	10,000	13062.5	15125	16500	18562.5
Number of People that do not stay over night	30,000	39187.5	45375	49500	55687.5
Estimated Spend in the economy (From People staying overnight)					
Visitors that stay overnight	10,000	13062.5	15125	16500	18562.5
Hotel / B&B	£60	£783,750	£907,500	£990,000	£1,113,750
Evening Meal (2 people)	£50	£653,125	£756,250	£825,000	£928,125
Fuel to and from venue: Figures based on half a tank of fuel 200 mile round trip & efficiency of 30MPG . Assumes 50% re-fuel	£40	£261,250	£302,500	£330,000	£742,500
Spend in local shops	£10	£130,625	£151,250	£165,000	£185,625
Total Spend (inflation based at 2.5%)	£160 pp	£164	£168.1	£172.30	£176.61
Contribution from 10,000 visitors staying overnight	£2,133,120	£2,142,250	£2,542,513	£2,842,991	£3,278,324
Visitors that do not stay overnight	30,000	39,188	45,375	49,500	55,688
Food / Drink in Local Coffee Shops/Restaurants (Based on £20 per person from 50% of visitors)	£10	£195,937.50	£226,875.00	£247,500.00	£278,437.50
Fuel to and from venue: Figures based on half a tank of fuel 100 mile round trip & efficiency of 30MPG. Assumes 50% of visitors refuel	£10	£195,937.5	£226,875.0	£247,500.0	£278,437.5
Spend Per Person (from people not staying overnight - assumes inflation at 2.5%)	£20 pp	£20.5	£21.012	£21.53	£22.07
Contribution from 30000 visitors (travelling back and forth in a day)	£1,333,400	£803,343.8	£953,442.2	£1,066,121.7	£1,229,371.6
Total Contribution	£2,000,160	£2,945,594	£3,495,955	£3,909,113	£4,507,696

10 APPENDIX B

Fosse Garages
(Leamington Spa) Ltd



www.fossegarage.co.uk
fossegarage@tiscali.co.uk

Fosse Way, Harbury, Nr. Leamington Spa CV33 9JW
Tel: (01926) 613260 Fax: (01926) 613260 24hr. (07850) 613260
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* MDS/MB

12 July 2013

Development Policy Manager
Warwick District Council
Riverside House
Milverton Hill
Leamington Spa
CV32 5QH

Dear Sir

* We are very concerned that the Warwickshire Exhibition Centre has been identified as a possible site for a Gipsy and Travellers Site.


We see very significant increases in our fuel sales over exhibition periods and are a recommended supplier for vehicle hire/services associated with the Centre. If the WEC site were to be approved our company would lose considerable revenue, revenue which is increasing year on year.

Yours faithfully

M D SHEPHERD MIMI
- DIRECTOR

11 APPENDIX C

Demonstration of private coaches that are provided by the Exhibition Centre. The coaches are provided to take people in to Leamington Spa so that they can shop in the local town centre.



CoachLinks Ltd
Hampden House
Langfield Road
Leamington Spa
Warwick
CV31 1RS

01992 613255
coachlinks@pcp.co.uk

Invoice				
Meridienne Exhibitions Ltd The Fosse Fosse Way Leamington Spa CV31 1XN	Invoice Number: 1871 Invoice Date: 15/05/2013 Due Date: 22/05/2013 Account: MERID1 Purchase Order: Avril Spence			
VAT Registration No: 981 0456 17				
Qty	Description	Rate	Total	VAT
1	To the provision of mini coach On Sunday May 12th <u>NVCF Shuttle</u>	245.00	245.00	0.00
Payment strictly by Due Date stated above please BACS payments to: Lloyds TSB Sort code: 90-64-03 Account no: 41001756		Total Net Amount: £245.00 Invoice Total: £245.00		

16.5.13.

Addressing the criteria it is clear that the consultant's report is inaccurate and the residents would not have good access to a GP surgery or schools. As to the location of the site itself it is very close to the junction of two major roads which at peak times see over 2000 vehicle movements per hour. Therefore the residents of the site will be subject to a higher level of noise and air pollution than desirable and increased traffic movements generated by residents would be on to already busy roads. There is clear potential for an increase in accidents and traffic delays particularly at peak times and since the community would have a high density of children being located close to such busy roads is both unsafe and unhealthy.

In respect of services and facilities the site is ill served as there is no main sewerage or gas in the area and furthermore it is on a limited rural electricity supply line which will possibly not meet the increased requirements or if it does it will affect power available to established residences and local businesses. It would therefore, contrary to the criteria, place undue pressure on the local infrastructure and services.

