



A NEW LEASE OF LIFE

SIDEWAY STOKE-ON-TRENT

Proposals for redevelopment March 2006



New development proposals aim to put Stoke-on-Trent on the map. Here is the background to the story.

Sideway, Stoke-on-Trent, is about to take on a new lease of life. The site, which falls inside the North Staffordshire Regeneration Zone, was a sewage works and an unlicensed tyre dump. The land is now being cleared up in preparation for an exciting new project which will bring hundreds of jobs and international recognition to Stoke-on-Trent.

This leaflet aims to explain the story behind the Sideway development. It answers some of the most obvious questions about Sideway's history, the development brief and the selected developers. It also touches on prospects for employment, education and the environment.

If you have more questions or comments you would like to make, please contact Green Issues or Stoke-on-Trent City Council. Their details can be found at the back of this leaflet.

What is the history of Sideway?

- The 64-acre development area is next to the A500 in Stoke-on-Trent and close to junction 15 of the M6
- It is a site associated with the old Hem Heath Colliery, which closed in the 1990s. Sideway has recently been used as a sewage works and an unlicensed tyre dump
- Cleaning up the site ("remediation") is being managed by the regional development agency Advantage West Midlands (AWM.) It is funded by the UK regeneration agency



Who commissioned the Sideway project?

- Advantage West Midlands (AWM) bought the site, co-ordinated its remediation and defined the development brief
- In its brief, AWM sought “a development of the highest possible quality in design and sustainable construction.” The agency demanded a scheme which would fit well into its setting and set high standards for building design and sensitivity to the landscape
- AWM wanted to set new standards in “sustainable” development. In other words, Sideway must go further than ever before in energy-saving, recycling and the preservation of plants and wildlife
- Other sustainability issues included building materials, building use over time, energy consumption, air leakage, water use and a “green” transport plan to discourage the use of private cars

“It's about respecting old habitats and creating new ones”

What is sustainability?

“Sustainable development” is the slogan of the moment, but what exactly does it mean? Simply put, “sustainability” refers to our ability to sustain life on our planet.

It's about making progress without destroying the environment for future generations. It's about respecting old habitats and creating new ones. It means taking care of native species; recycling where possible; reducing carbon emissions which pollute the atmosphere - and educating future generations to do the same.

Sustainability is about treating the world as if we intend to stay.



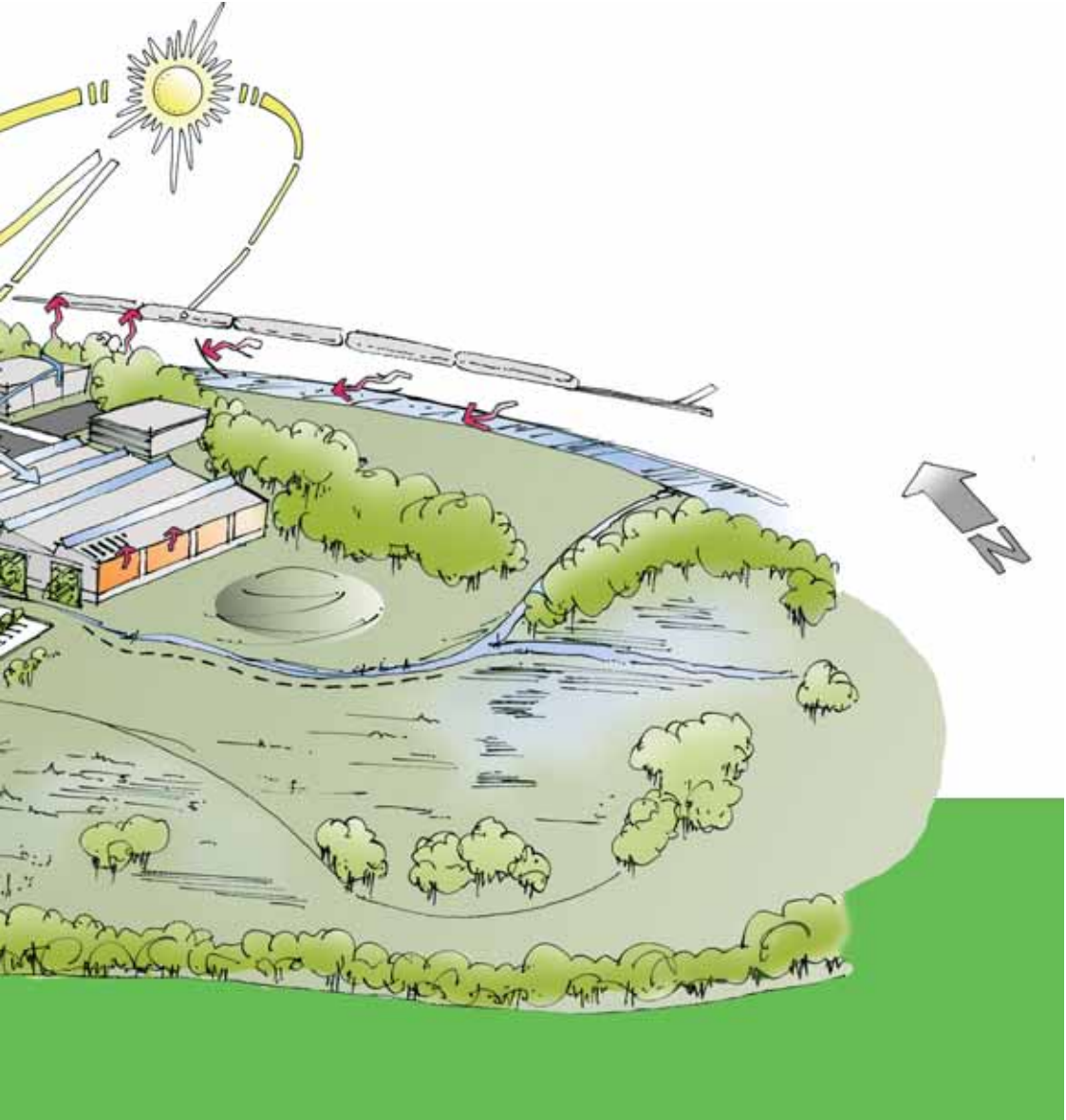
“This is a dynamic and exciting opportunity to fulfil the council’s aspirations for the region”

ALAN CURTIS, MANAGING DIRECTOR, PROLOGIS

Environmental Checklist

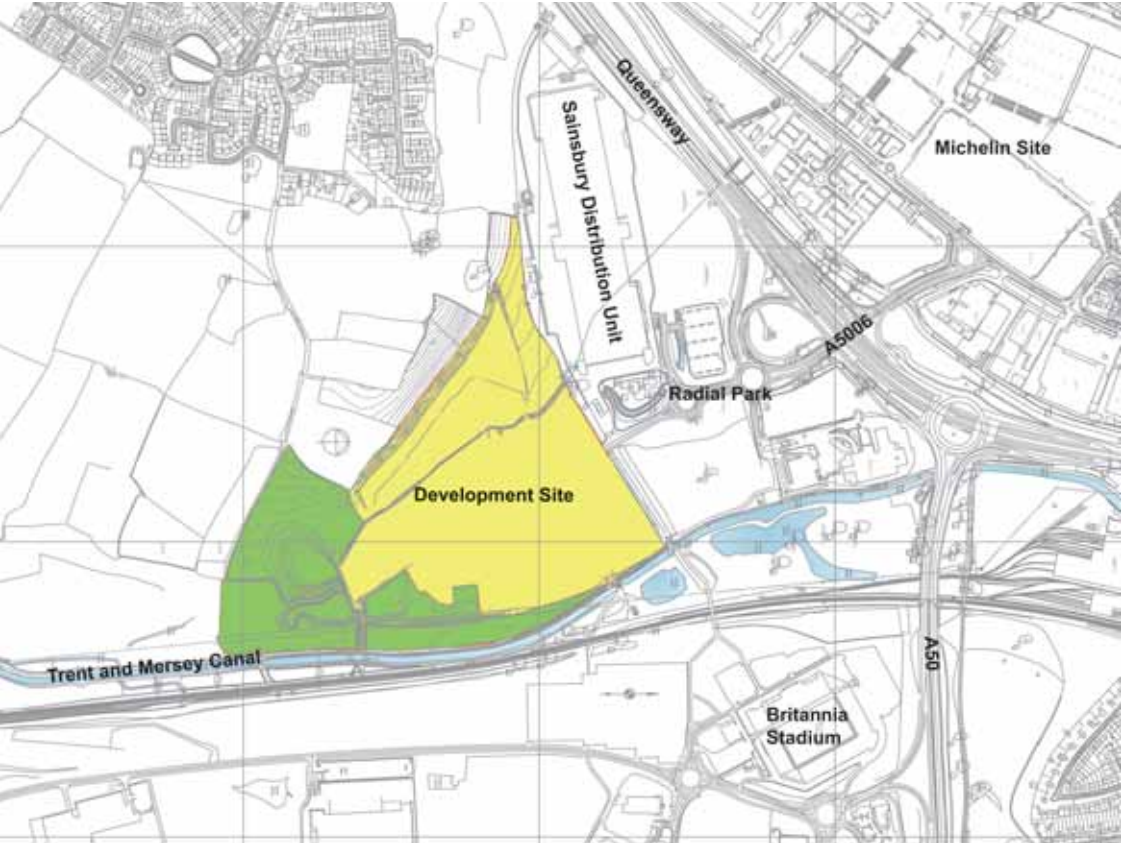
Sideway’s OneWorld buildings will feature state-of-the-art energy-saving features. This will make the warehouses a showcase of interest to industrial developers, planners and environmentalists both at home and abroad. Independent experts will test the efficiency of these measures, some of which will be unique to Sideway.

- **North Lights:** North-facing roof windows increase daylight and reduce the need for electric lighting
- **Minimised Air Leakage:** A large proportion of energy is lost through the external fabric of a building. Through careful detailing, ProLogis reduces this to a minimum
- **Solar Air Heating System:** The south-facing walls of the two large warehouses will be constructed as solar collectors, virtually eliminating the need for frost protection
- **Low Energy Fittings:** By specifying energy-efficient electric fittings, further energy savings can be achieved
- **Green Walls:** Plants will grow over trellises on the west-facing warehouse walls, increasing natural habitats and creating green layers
- **PhotoVoltaic Panels:** Panels on the roofs of the warehouses and industrial units will harness solar energy which can be used on site
- **Water Savings:** ProLogis’ high-quality, pre-fabricated methods mean less work on site and minimise wastage. Local and recycled and/or recyclable materials are used wherever possible



Why is this development important for Stoke?

- New employment opportunities are vital to the regeneration of Stoke-on-Trent. It is anticipated that more than 800 jobs will be created at ProLogis Park Sideway
- Over the past 18 months, ProLogis' UK parks have created around 5,000 jobs in 17 buildings
- Distribution warehouses are operated by all sorts of people: highly-skilled and manual; junior and management; trade and professional. ProLogis' clients are some of the country's most forward-thinking employers, offering health benefits, pensions and company perks to all their employees
- This development will benefit the community immediately and in the long-term, boosting the local economy and creating extra jobs in the surrounding area
- Sideway has the potential to become a world-class example of best environmental practice, bringing international attention to Stoke-on-Trent. This initiative will set new industry standards and become a positive focus of media interest



Who are the developers?

- AWM wanted to find a developer who was fully committed to all aspects of “sustainable” development, including building design, job creation, landscape preservation and community involvement
- In competition with 11 other industrial property developers, ProLogis Developments Ltd won the contract to develop Sideway as a flagship industrial park of the highest quality
- ProLogis’ OneWorld scheme was judged to be the most environmentally sustainable by Advantage West Midlands and English Partnerships
- ProLogis is an international company with UK headquarters in the West Midlands. It is a leading developer of industrial and distribution warehouses in the UK and 76 markets worldwide. Its industrial parks are centres of business excellence, attracting high-profile customers such as Pirelli, Honda or John Lewis
- The company retains a long-term stake in its developments and the land around them. ProLogis schemes are internally funded and built speculatively to a very high quality
- ProLogis has won many awards, including Industrial Property Company of the Year and Best European Industrial Developer, 2005
- ProLogis is committed to a streamlined and sustainable approach to all its developments

What is being built?

- ProLogis Park Sideway will be built in two phases:
- Phase One will be a large distribution warehouse of 315,000 sq ft and 60,000 sq ft of small industrial units designed for small and medium-sized enterprises (SME)
- Phase Two will be a second warehouse of 210,000 sq ft and 45,000 sq ft of SME units
- All the buildings will be designed to minimise environmental impact, including innovative features such as solar collectors, planted walls and photovoltaic panels. For more information, see the Environmental Checklist

What will happen to the natural landscape?

- The aim is to create a landscape which can be used and enjoyed by the general public and local communities as well as those who work on site
- ProLogis will shape the greenery around Sideway to preserve natural habitats and make it more attractive to wildlife
- An “ecological corridor” will be created. This will improve the look and the accessibility of the neglected Chitlings Brook, which runs through Sideway
- Chitlings Brook is currently overgrown and under-used by wildlife. It will be opened up to breathe and encourage new species to flourish
- Reed beds and a protected water meadow will be created, providing a newt habitat. They will also persuade birds and water animals to come to Sideway
- ProLogis will work with British Waterways to enhance the frontage to the canal
- ProLogis will plant an ecological zone, to be managed by a local wildlife trust and bring educational opportunities for local school children

What about transport?

- ProLogis will provide a free electric shuttle vehicle to key locations and establish an internet-based Car Sharing Scheme, available to all local businesses
- New cycle paths will link Sideway to Radial Park and the National Cycle Network. Employees will be able to use cycle parking, showers and changing rooms
- There will be a network of on-site footpaths, with seating areas, to encourage walking and access to work



“Positive outreach to schools and links to education programmes”

Will there be community involvement?

- ProLogis is committed to engaging in community consultation
- This will be a learning landscape with positive outreach to schools and links to education programmes
- ProLogis plans to work with community groups to provide training opportunities

What about the construction process?

- ProLogis will appoint a co-ordinator to make sure that less waste is produced on site. Facilities will be provided to segregate waste on site for recycling
- Deliveries will be kept to a minimum and noise levels will be reduced
- Wastage of materials will be reduced by avoiding over-ordering, supervising deliveries to avoid damage and providing appropriate storage to avoid damage, contamination or loss through theft or vandalism



What stage are we at?

- ProLogis is submitting its full, detailed planning application to Stoke-on-Trent City Council
- Construction will begin following completion of the clean-up process and as soon as a workable planning permission is received. This should be in Autumn 2006
- Once begun, the first phase of works should take around 12 months

We would like to hear your views

Please send any comments or queries to:

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