Waystone Limited
Statement on Commerical Interest and Residential Development on Plot D
July 2026

The outline planning permission for Shipley Lakeside envisaged a broad range of potential uses, including a garden centre. However, it was always recognised that the delivery of individual uses would be dependent upon market demand and commercial viability, factors that are inherently outside the applicant's direct control. The inclusion of a flexible mix of uses formed a deliberate planning strategy, allowing the development to respond to changing market conditions, occupier requirements, and emerging trends over the lifetime of this long-term regeneration project.

Following the grant of outline planning permission in 2016, extensive site investigation, remediation, earthworks and infrastructure works were required before development parcels could be brought forward. Progress was subsequently impacted by the Covid-19 pandemic in 2020, resulting in site closures, supply-chain disruption and challenging market conditions.

Following the approval of reserved matters in December 2020, the first residential plots became available in spring 2021, with the first homes occupied later that year. The initial delivery strategy focused on residential development to establish activity, create market confidence and generate momentum across the site, with commercial uses expected to follow as the development matured. This approach has enabled the site to make meaningful progress despite challenging market conditions. Residential development has created momentum, established a growing community and increased confidence in Shipley Lakeside, while the delivery of the LNT 66-bed residential care home in June 2025 demonstrates that commercial and community uses can continue to come forward where market demand exists. Furthermore, interest has recently been received from a healthcare provider in relation to the remaining land within Plot A, and this opportunity is currently being explored. This reinforces the fact that the site's mixed-use aspirations remain achievable where occupier demand exists, notwithstanding the absence of demand for a garden centre or leisure use on Plot D.

Throughout this period, Plot D has been actively marketed for commercial and leisure uses, including targeted marketing to national and regional garden centre operators from March 2022, citing that the plot could be made available from November 2022. Despite these efforts, the plot has not attracted any deliverable proposals for a garden centre or other leisure-led uses due to the absence of identifiable market demand in this location.

The attached Barnsdales marketing report provides a detailed account of the marketing undertaken and the market response. In summary:

- The commercial and leisure plots at Shipley Lakeside have been actively marketed over an extended period;
- Marketing has targeted a wide range of uses, including garden centres, leisure operators, pubs/restaurants, hotels, retail and community occupiers;

- No deliverable occupier interest has been secured despite both general and targeted marketing campaigns;
- Demand has been constrained by market conditions, development viability challenges, high construction costs, cautious operator expansion and limited established footfall;
- The site's relatively secluded setting and limited visibility reduce its attractiveness to commercial operators reliant on passing trade;
- Whilst enquiries have been received, none have progressed to a viable transaction.

Against this background, the promotion of Plot D for residential development now represents a logical and market-led response to prevailing circumstances. The site is suitable, available and deliverable for housing development, with clear market demand and strong interest from housebuilders. Residential development therefore represents the most viable and realistic opportunity to bring the development of the plot forward within a reasonable timeframe.

Importantly, additional housing on Plot D would not only facilitate the delivery of a currently undeveloped parcel of land but would also make a positive contribution towards the wider regeneration objectives of Shipley Lakeside. It would help sustain momentum across the development, support housing delivery, and increase the resident population, which in turn could enhance the viability of future local facilities and services elsewhere within the scheme.

This position has also been recognised through the plan-making process. The potential for additional housing beyond the 307 dwellings approved at outline stage was discussed with Amber Valley Borough Council's Policy Team during preparation of the emerging Local Plan in 2024, and formal representations were submitted by Waystone. Furthermore, a Statement of Common Ground agreed with the Council in November 2024 clearly acknowledged the potential for Plot D to accommodate further residential development.

In these circumstances, the proposed residential use of Plot D should be viewed as an appropriate and pragmatic response to demonstrable market evidence, while remaining fully aligned with the overarching regeneration objectives and mixed-use principles established through the outline planning permission.