

# Market Drayton Food Technology Park Feasibility Study

North Shropshire District Council

## Brief

North Shropshire District Council recognised that there is a cluster of food related companies in Market Drayton. The most obvious being the major employers, Muller and Palethorpe's, but also encompassing a wide range of small and medium enterprises.

They asked BE Group to investigate the feasibility of a specialist food technology business park on the town's emerging, premier business location, Sych Farm.



## Activities

- Site investigation to consider suitability of the site
- Assessment of transport issues
- Cost implications of re-use of existing buildings
- Research into best practice and comparable food parks and specialist development schemes nationwide
- Survey of food-related companies in Shropshire
- Consultation with public sector funding agencies.



## Outcome

The research found that specialist food parks have limited scope for success, unless linked to stronger research centres. Although the food cluster in Market Drayton and surrounding areas is substantial, it is not large enough to warrant a dedicated business park.

Advantage West Midlands were also reluctant, given their proposals to develop a Food Enterprise Centre in Shrewsbury.

Sych Farm was validated as an employment location and it was recommended to push ahead with development proposals. It is likely that some of the companies moving there would be food-related businesses anyway.

North Shropshire District Council recommended to signpost food companies to cluster agencies, e.g. Advantage West Midlands and Heart of England Fine Foods.

