



Case Study

# HAVERHILL RETAIL PARK

## Quick facts



### Location

Ehringshausen Way,  
Haverhill



### Value

£8m



### Sector

Out of town retail



### Pre-lets/ pre-sales

Lidl, Pets at Home and  
Home Bargains



### Programme

Completed  
August 2017

Howard Group identified the opportunity to develop a retail park on the Ehringshausen Way site in Haverhill, which created c 150 jobs and regenerated a former factory site near Haverhill town centre.

## OBJECTIVES:

- Create institutional quality investments through pre-let development
- Attract new pre-let occupiers for high quality buildings
- Remediate and invigorate a historic brownfield site

Following extensive public consultation and discussions with key local stakeholders, Howard Group submitted a planning application for its proposed development in late 2015. The application was approved in July 2016 and development commenced in September. The pre-let commitment of three national retail chains provided a much needed boost to the existing retail offering in Haverhill, which has historically suffered from retail leakage to neighbouring towns.



The retail park offers high quality retail accommodation with large landscaped parking areas. Pre-let agreements were completed with Lidl, Pets at Home and Home Bargains, with a further retail unit marketed to national retailers. As part of the planning consent Howard Group funded a new pedestrian crossing on Ehringshausen Way as well as gifting a parcel of land to the St Edmundsbury Borough Council to extend the county wildlife site, alongside the old Haverhill railway line.

Howard Group has also secured an outline consent for employment uses on a further two acres to the rear of the retail park. This is now being actively promoted to potential occupiers in a bid to bring further jobs and investment to the town.

“  
**WE'RE DELIGHTED TO BRING FURTHER INVESTMENT TO HAVERHILL AND CREATE MORE JOB OPPORTUNITIES**  
”

Colin Brown

## NATIONAL BRANDS

Haverhill Retail Park is the latest in a number of out-of-town retail developments completed by the Howard Group and let to national retail occupiers.



## OTHER HOWARD GROUP DEVELOPMENTS:

### LEWISHAM



In 2015 Howard Group completed a 58,000 sq ft pre-let to DHL and the construction of Surrey Canal Trade Park. The developments are immediately adjacent to a major regeneration zone in New Bermondsey, one of London's most dynamic growth areas.

### ST JOHN'S BEDFORD



The land, which is now St John's Retail Park, was the original headquarters of Howard Group and home to the block-making and haulage divisions. Development of the retail park began in 1989 and the estate was sold to Schroders REIT in 2015.

### INTERCHANGE BEDFORD



Interchange Bedford is a ten-acre site, which is located south of the city centre, close to the Interchange Retail Park, Progress Park and the A421 dual carriageway between the A1 and M1. Pre-let occupiers include B&Q, M&S Simply Food, Costa Coffee and Motorvogue.



For further information contact:

**Colin Brown** Director of Portfolio Development

**T** 01223 310371 **M** 07717 896838

[C.Brown@howard-ventures.com](mailto:C.Brown@howard-ventures.com)