Pembrokeshire
FOOD PARC BWYD
Sir Penfro

> "The Food Park will provide a highly significant economic impetus to South West Wales, offering highly attractive proposals for food producers; a new dawn for South West Wales"

Pembrokeshire Food Park will transform the South West Wales economy by directly creating 1000 new jobs, make local food producers more competitive in the global market, provide a modern distribution hub with renewable energy infrastructure and create a practical research and educational base to ensure sustainable future growth.

- 1 million square feet of Food Production and Cold Storage Facilities
- Low cost and sustainable energy from Wales' first district cooling network and low carbon energy infrastructure
- Haulage and Logistics hub that can be shared by all local suppliers
- Incubator and Nursery Food Grade Units for start-up businesses
- Central Hub with Test Laboratory, Test Kitchens, Teaching and Conferencing facilities and a Visitor Centre for showcasing outstanding food producers and linked to an Emporium outlet in Haverfordwest town centre

Pembrokeshire is one of the most beautiful parts of the UK. With a coastal national park, nestling golden beaches, secret rocky coves, timeless villages, rolling fertile countryside, serene mountains, tumbledown castles and spectacular walled towns, attracting hundreds of thousands of visitors a year, it is the most recognisable tourist brand in Wales.

But Pembrokeshire is so much more than a tourist destination. It is a living land with a distinct identity and culture where people live and work in a variety of industries and professions.

Pembrokeshire has some of the most prime agricultural land in Britain and a sheltered bountiful coastline. It is a natural larder when it comes to the variety, quality and taste of its produce owing to its mild climate throughout the year, long growing season and fertile soil.

Locally produced food and drink play a key role in the economic development within the region as an employer but also in enhancing the visitor experience. Providing a strong voice and base from which to promote, source, research, produce, showcase and distribute is key to a sustainable economic future.

With a ferry terminal, the largest naturally formed harbour, an airport and good road and rail connections this most westerly region of Wales can connect easily and well beyond its borders. Haverfordwest is a natural hub geographically for the Food Park and when linked up with the business park in Cross Hands and Food Centre Wales in Horeb, this trinity becomes a powerhouse for regeneration.

The proposed Food Park also within Pembrokeshire County Council's Strategic Employment Area and the Haven Waterway Enterprise Zone, one of Welsh Government's eight Enterprise Zones, to create the best possible conditions for business to grow and thrive.

The Food Park will provide a transformative economic impetus in to the South West Wales economy. Despite having a fantastic tourist industry perceptions and appearances can be deceiving. Pembrokeshire has suffered disproportionately from large-employer closures in recent years and has one of the worst 'in work poverty' rates in Wales. Almost one in three are not earning the living wage according to the latest research carried out in 2015.

Furthermore Pembrokeshire is an area where young people have to leave to find employment. The age profile of the population shows significantly fewer 20-39 year olds than Great Britain as a whole and this outmigration is caused by a lack of good employment opportunities within the county. By providing good quality and skilled employment, The Park will not only help keep young people in the area but will also attract new talent.

The Food Park will also reinforce and create further jobs for farmers and other distributors in the wider economy. Evidence shows that for every two jobs created in the processing phase of vegetable production another one will be created on the farm. The potential of greater links to local farmers and the increase in capacity will offer better overall financial viability and drive more efficiency. Keeping the whole food production process from field to fork in the region will generate a better return per 'pound' invested.

The Food Park will not only create employment in food processing and on the farm, but will also other highly skilled employment like IT programmers, Production Planners, Operation Managers, Agronomists but also Accountants, Public Relations Marketers and others. These high skilled well paid jobs will help keep our best talent in the area and contribute to turning rural Welsh communities into economically and culturally vibrant places, supporting the aims set out in the Welsh Assembly Government rural development programme of 'achieving a balanced territorial development of rural economies and communities including the creation and maintenance of employment'.

> "The Food Park presents exciting opportunities; encouranging and nuturing start-ups, together with employment and training opportunities for our young people, is of great benefit to South West Wales"

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Food Production and Cold Storage

Pembrokeshire Food Park will provide 1 million square feet of the latest industry standard Food Grade Production and Cold Storage units targeted at both large scale vegetable product, food processing and dairy product suppliers as well as specialist smaller scale outlets and start-up businesses.

Shared Distribution Hub

A transport hub, shared distribution network, haulage provider and an IT Platform will be provided. In a report published in 2015 Pembrokeshire producers identified transportation from relatively remote Pembrokeshire to its customer as a major impairment and cost to its business. Through collaboration, costs will be reduced by the efficiency of a hub sharing transportation cost to markets and customers and will complement and act as a logistic link with the Food Park in Cross Hands. The adjoining airport, nearby ports, ferry terminal and good road and rail links all make a compelling case.

Exemplar Energy Saving

bre specific

The park will work with BRE to become Wales' first District Cooling Network, allowing it to align with Welsh Government's Zero Carbon Zones in Swansea, Carmarthen and Milford Haven. The districting cooling network will be driven by a modular tri-generation energy centre, biased for provision of coolth via absorption cooling, to run alongside the electricity generated. Distributed by ultra-high performance pipework the tri-generation's fuel sources will include 'clean air' anaerobic digestion using the site's own generated waste converted into biogas. The supply of low/zero carbon energy will be matched against low energy demand from the buildings themselves acting as power stations utilising technologies developed by SPECIFIC including PV integration into the fabric of the facades and solar heat pump technologies. Orientation, envelope design, passive design and internal process placement will enable both the minimisation of the park's energy demand and its stabilisation through the diurnal and seasonal cycles. Surplus electrical power will be exported to nearby demands such as the proposed school and electrical car charging points. It is estimated that on completion of Phase 5 the PV Coatings alone could provide 2.2GWh per annum to the school and charging points. This can be tied to tri-generation and on-site battery storage and open the potential for income generation through Enhance Frequency Response (EFR) services to the Western Power and the National Grid alongside the income from simple electricity export sales to nearby demands.

The park will be an exemplar of water efficiency, minimising its infrastructure impact through rainwater harvesting from its significant roof area via on-site filtration to provide initially pre-wash food preparation and greywater toilet flush and hose-down functions. These large scale water stores will also allow thermal buffering and internal climate control for the buildings.

The Park will work closely with the Welsh Government's Resource Efficient Wales service Wrap Cymru and sign up to the Courtauld Commitment aimed specifically at improving resource efficiency and reducing waste within the UK grocery sector affecting food waste, manufacturing waste and packaging design.

Business Start-ups

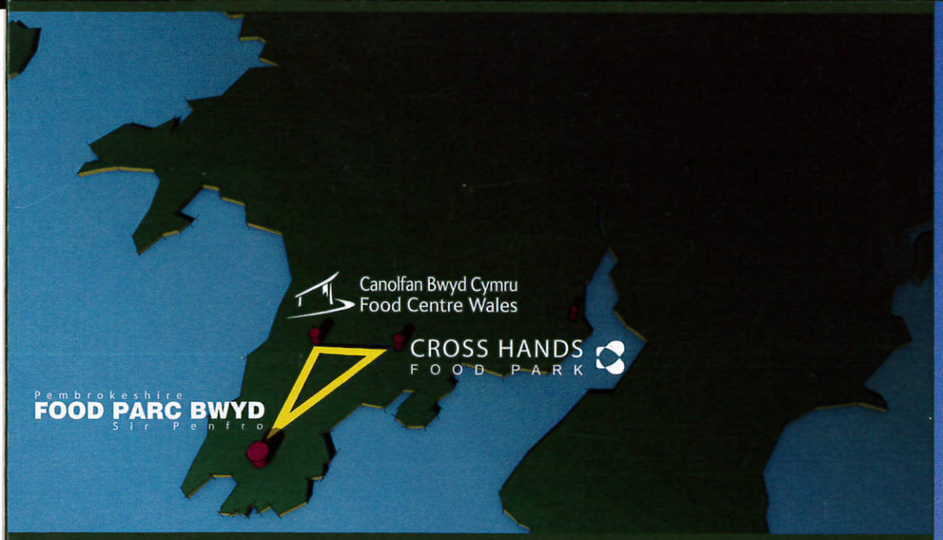
The Park aims to specifically target help for start-up businesses and provide a flexible path for them to flourish and grow to meet demand. Modular based food grade units designed with flexibility and adaptability will be offered alongside the larger food production and cold storage provision. Premium rates for rental will give a much needed leg up for new businesses and short term leases with break clauses to offer flexibility for expansion or exit as necessary. Combined with low energy costs, shared logistics, collaborative research, access to the 'Food Innovation Wales' initiative, education resources, test kitchen, laboratory and the ability to showcase new products and a networking forum, there will be every opportunity for new and existing businesses to grow and provide long term viability for the Park.

Practical Research and Education

The Park will host test kitchens, laboratories and conference space that can be used as practical and academic research space for students, scientists, experts and educators. The Park will link up with faculties in Pembrokeshire College, Aberystwyth University and the Centre of Excellence for Sustainable Food Production at Swansea University and will work closely to help deliver the strategic Health & Wellbeing targets of the ARCH project and the 'Well-being of future generations act Wales 2015'. Learning about the food production process from field to fork alongside Food Hygiene, Food Safety and importantly the benefit of Healthy Eating will all be possible thanks to both the central hub facilities created but also a proposed commitment charter.

Visitor Experience

The Park will have an on-site Visitor Centre and a showcasing presence in Haverfordwest town centre to market the outstanding food production from the Park. This town & country link through both commerce and education will help in supporting Welsh Assembly Government 'Vibrant and Viable' places initiative designed to regenerate town centres across Wales.



Location

Food Parc Bwyd is located just to the north of Haverfordwest in Pembrokeshire, South West Wales.

What the Producers think

There is strong and clear desire in the area for a food Park by businesses in Pembrokeshire. In 2015 it was established that over half of food and drink related companies in the area had a desire to grow their businesses in the near future and 40% said they would consider expansion with a move to a new Food Park at Withybush.

One of those companies is Puffin Produce Ltd, already one of the biggest employers in the area with more than 125 people at its Withybush base. Created in 1995, Puffin remains majority-owned by its Welsh growers in Pembrokeshire supplying Asda, M&S, Tesco, Morrison's, Sainsbury's and Waitrose stores with the most popular potato varieties together with daffodils, leeks, cauliflower, spring onions and cabbage. Puffin want to expand their washing, grading and distribution operation and are looking at increased food and vegetable processing with plans for a crisp production unit. Puffin believe that the establishment of a world class industry standard facility will allow them to create at least 700 new on-site jobs and a further 350 in the field.

> "The establishment of a world class facility is pivotal to the success of the region; creating jobs and supporting food entrepeneurs"

Delivery

2017	-	100,000 sq.ft.	Cold Storage facilities, Incubator Units & Energy Centre
2018	-	100,000 sq.ft.	Food Production facilities, Incubator Units & Water Treatment
2019	-	250,000 sq.ft.	Food Production facilities, Cold Storage, Central Hub, Anaerobic Digester & Incubator Units
2020	-	150,000 sq.ft.	Food Production facilities, Cold Storage, Nursery Units & Haulage Depot
2021	-	250,000 sq.ft.	Food Production facilities, Cold Storage, Nursery Units & Offices
2022	-	150,000 sq.ft.	Food Production & Cold Storage

Developer

HACER

Hacer Property Development and Investment
t. 01792 798 707
Carwyn Davies

Consultants

powelldobson ARCHITECTS

Powell Dobson Architects
t. 03333 201 001
Andrew Nixon

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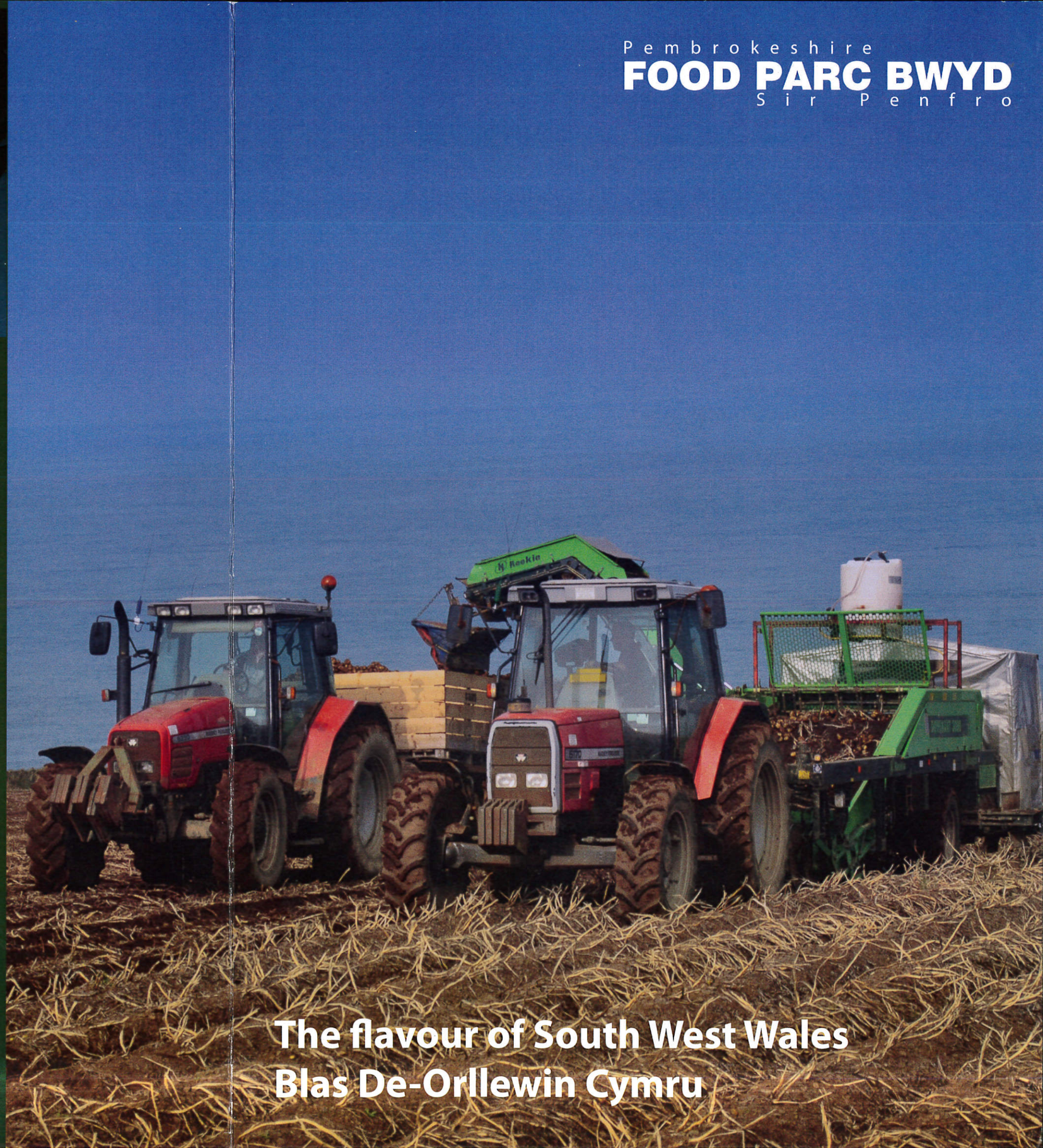


The flavour of South West Wales
Blas De-Orllewin Cymru

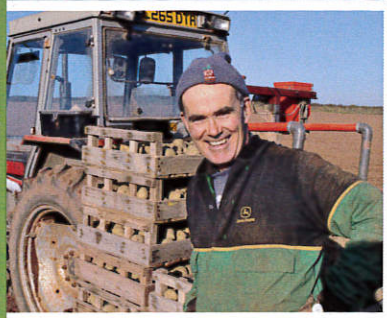
Haven Waterway
Enterprise Zone

Cyngor Sir Penfro - Pembrokeshire County Council

2025 food and drink

wrap

DINAS-RANBARTH
Bae Abertawe
Swansea Bay
CITY REGION



Arloesi Bwyd Cymru
Food Innovation Wales