

Torbay Road industrial Estate, Castle Cary

Client

Royal Canin
(Crown Pet Foods)

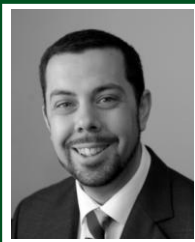
Services Provided

Development & Regeneration
Building Consultancy

Timescale

2002 - Ongoing

Alder King Contact



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The Project

Royal Canin & James Wellbeloved, trading as Crown Pet Foods in Yeovil, had no manufacturing facility in the UK and outsourced production to a subcontractor in Preston and also imported product from one of its group factories in Northern France. In order to increase production and bring the manufacturing process in-house, and to meet the business objectives of expanding into the Northern European and Scandinavian market, Alder King were appointed as lead consultancy to identify and advise on a development programme for a UK based facility and to select the other contractors required.

With a core client base in Southern England, the site needed to be located within a 30-minute drive time of the existing administration head office in Yeovil, in order to retain the current 45 strong skilled workforce, and to be of a size large enough to accommodate a 120,000 sq.

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An extensive search was undertaken by Alder King across South Somerset, Mendip and North Dorset to identify suitable sites. A 20 acre site on the unserviced part of an industrial estate in castle Cary was finally selected and Alder King negotiated on the acquisition on Royal Canin's behalf.

Once the site had been identified, Alder King's building Consultancy advised on how to service the site and the Planning Department guided the client through the planning process and also worked closely with the highways and environmental agency on issues such as upgrading the road approaching the site and various environmental issues.

The Outcome

In line with the client's business plan, it is anticipated that they will be on site in 2005 with a view to the plant being ready for production in late 2006/early 2007.