

Case Study

Optimus Point: Boost to Economic Growth

Wilson Bowden, the commercial division of Barratt Developments, plays an important role in providing essential infrastructure for local businesses to thrive and grow.

The new Optimus Point development near Glenfield on the outskirts of Leicester, offers the ultimate logistics location. Testament to this is the retention of a major local business in the area, clothing retailer Boden.



Figure 1: Boden, Optimus Point (Glenfield, Leicester)

Boden has seen considerable growth in its internet sales, which prompted a relocation search for larger premises with improved facilities. Retaining their skilled workforce of 360 warehouse staff and 133 office and customer service staff within travelling distance from the Meridian warehouse was key to the decision.

The opportunity to move just a few miles into a bespoke, state-of-the-art warehouse with easy M1 access at Optimus Point, is a vote of confidence by the company that Blaby District is a great location for growth that will futureproof their workforce expansion plans.

An economic assessment of the Boden distribution warehouse at planning stage showed it would support an estimated 665 full time equivalent jobs, including 165 new staff,

contributing around £33m of gross value added annually to the local economy, and £17m in wages.

In addition, Boden's supply chain expenditure, direct and indirect employment is estimated to result in a further 140 off-site jobs in the local economy.

Enterprise Centre supports local business growth



Figure 2: Enterprise Centre, Optimus Point (Glenfield, Leicester)

Optimus Point also benefits from a seven unit enterprise centre offering quality affordable workspaces. This centre, constructed as part of the development's section 106 agreement, ensures that the development can cater for companies both large and small.

With a shortage of smaller business spaces on the market in the Blaby area demand has been high with all units but one now occupied by small and medium sized local companies. This was after an advertising campaign that directly targeted this specific market through direct mail, online advertising and an onsite marketing board.

The latest vacancy at the centre arose after a company outgrew their space due to business success. In this way, collaborating closely with the Economic Development team at Blaby Council, the Centre can act as an incubator for small local businesses as they find their feet and expand. The Economic Development Team, who signpost enquiries to the marketing agent, have ensured all tenants can tap into local services and networks such as regularly held Business Breakfasts, to learn from each other and the wider business community, making connections to develop their businesses.