

WELCOME

Welcome to this public information event, where you will be able to learn more about SineQN's revised proposals for a sustainable, urban hyper-scale data centre at for the former EMR Scrap Metal Recycling site at Bidder Street in Canning Town.

The project, when completed, will be the first hyper-scale data centre in Newham and will be a catalyst for the new Digital Quarter in the Cody Triangle, and specifically a new Data Corridor, which is being proposed for Bidder Street.

The data centre will generate £198 million GVA for Newham's economy and hundreds of jobs a year during the six-year construction phase. Once operational it will provide hundreds more jobs across the local workforce and further significant investment into the Newham economy – up to £750m.

The development will provide significant environmental and public realm improvements, both along Bidder Street and by opening up the River Lea to complete the river walk from Canning Town to Stratford.



It will contribute to London's net zero target, through the opportunity of exporting recycled heat from the computer servers, capable of heating approximately 13,000 local homes.

The site is allocated for industrial use in the Newham Local Plan and is located on Strategic Industrial Land (London's main reservoirs of industrial and related capacity). It is bordered by the Crown Wharf site to the south-east, for which Barratt Homes have submitted proposals for a residential-led scheme (approximately 900 homes).

The Bidder Street data centre has been designed collaboratively with the Crown Wharf project and will seek to integrate with the buildings and public realm strategy that may come forward on this site.

Since our first round of consultation in November 2022, we've been busy engaging with politicians and council officers to perfect the design of the data centre before we submit a planning application.

We've also been hard at work coordinating the remediation of the site to make it suitable for development, after being used as a metal recycling facility for many years. In the room today, you will be able to read further information about the proposals on boards like this one.

You can offer feedback, and read the same information available here, on our consultation website at www.bidderstreetdatacentre.com, or by emailing the project team directly at info@bidderstreetdatacentre.com

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THE SITE AND OUR PROPOSALS

The data centre site faces Bidder Street to the north-east, the River Lea to the south-west, and by industrial land on either side along the Bidder Street frontage. To the north-west along Bidder Street lies SEGRO Park warehouse estate, while in the opposite direction towards Canning Town, a planning application has been submitted by Barratts for a new residential-led scheme at the Crown Wharf site.

Bidder Street is currently occupied predominantly by industrial/warehouse uses. At present, the public area is characterised by tall walls and fences on the road frontages and car parking with no visibility to the river or through routes, making it inhospitable to local residents.



The site is located in a part of Canning Town which is rapidly transitioning. A large number of developments are transforming what the area looks like, and this process will continue for a number of years to come. Schemes at City Island or in the centre of Canning Town (Hallsville Quarter) have already been completed. Some, such as Manor Road Quarter and Poplar Riverside, are consented and under construction.

The EMR Scrap Metal Recycling operation vacated the site 2022. They have since moved to a new site within the borough in order to retain the existing facility's capacity to process waste. Over the past 12 months, we have coordinated the remediation of the site, making it suitable for data centre development. With the remediation having been successfully completed, we are ready to press on with the development of the site, pending the outcome of the planning process.

The Bidder Street proposals are for a hyper-scale data centre capable of meeting the needs of a major global technology company. The proposed data centre will help to realise the vision for Newham's new Digital Quarter around the Cody Triangle area.

The site is 1.88ha in size. The data centre will comprise of two blocks, with a maximum height of 72m, providing a floorspace of approximately 77,000m². One of the blocks will contain plant, while the other contains the data halls. A third building will be the energy centre accommodating heat recovery and water processing.



The data centre will primarily occupy the northern part of the site. As well as data halls, the data centre building will include approximately 2,365m² of hub workspace for technological and operational activity located on the Bidder Street frontage of the building. Pending the granting of planning permission, construction work on the data centre is anticipated to commence in 2024, with the building becoming operational in 2026 and at full capacity in 2029.

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UPDATED DESIGN

We first consulted local politicians, council officers and Canning Town residents about the proposed data centre in 2022. Following feedback from each of these groups, we have made changes to the proposals which will better integrate the development into the surrounding context.



As part of these changes, we have reduced the overall height of the development, from 93.1m AOD to 72.3m AOD (Above Ordnance Datum). The shoulder height of the updated scheme will be 58.3m AOD, with everything above this height to be plant.

Rather than a single block containing both plant and data halls, we have split the development into two separate blocks in response to feedback. While the blocks will be of the same height, there will be space between them which together with the façade design breaks up the massing. The narrower building to the north of the site will contain plant, while the broader block to the south will contain the data halls. The hub workspace is now part of the data centre building and creates a central feature to the Bidder Street frontage.

Alongside changes to the blocks themselves, we have updated the way that the building will be serviced, so as to minimise any impact on our neighbours. The loading bay for the data centre is now located between the two blocks, away from the boundary with the proposed Crown Wharf development.

Circulation on site has been reduced to a more minor primary route around the plant building, which utilises the existing access point from Bidder Street. Meanwhile, the former service yard will include additional landscaping to the operational areas, which will improve the views from the neighbouring residential units.

The riverside footpath and landscaped area remain as previously proposed but the Bidder Street public realm area has been amended to create a scheme to aid direction and fluidity.

The other major change to the proposals has been to change the façade and massing. Where originally the proposals were for a brick façade which linked back to the industrial heritage of the area, in response to feedback we are now proposing a material treatment which speaks more to the 'Digital Age', with a lighter, reflective surface than the original proposals.

In keeping with the Digital Age aesthetic, and similar to many other landmark data centres across the world, materials used will include reflective metal facades, glass bridges, and metal recessive louvers.

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PUBLIC REALM BENEFITS

The design team have considered how the scheme may set a precedent for future development within the Cody Triangle. The objectives of the resulting public realm and landscape strategy are to integrate the development within its setting whilst creating a new public realm that will interface well with the proposed Crown Wharf residential estate adjacent, the River Lea and Bidder Street. The external landscape design includes both private and public amenity areas surrounding the data centre proposals.



The landscape strategy for the site ties in with that of Crown Wharf to ensure that there is continuity in the movement experience along both boundaries. While it has been ensured that there are consistent elements across both adjacent sites, there are subtle differences in each key space which give them their own identities.

The design of the public realm areas provides a varied character of spaces introducing urban greening measures to maximise site biodiversity and an integrated public arts strategy will reflect the digital technology narrative. Accessibility for walkers, non-walkers and cyclists has been considered across the site.



Urban Greening and Biodiversity

The proposals will deliver a significant uplift to the site's Urban Greening Factor and will result in the planting of over 144 new trees.

There will be a 200% biodiversity net gain on site as a result of the development.








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JOBS AND INVESTMENT FOR NEWHAM

Benefits during construction

- **£495 million investment in the UK**
£247 million of construction related activity in Newham
- **£127 million in tax revenues**
£49 million from direct activity
- **£468 million GVA contribution to GDP**
£115 million of GVA in Newham
- **470 job years in skilled trades**
Over a third of employment generated across Newham
- **7,300 job years, or 1040 jobs per year**
1,580 job years in Newham, averaging 230 jobs per year
- **Half of job years require NQF Level 4+**
Job opportunities created across a mix of qualification levels
- **£199 million in wages**
£42 million earned by Newham workforce

Benefits during operation

- **77MW of capacity**
A substantial investment in London's digital infrastructure
- **£7 million in tax revenues**
£7 million from direct activity
- **£101 million GVA contribution to GDP**
£88 million in Newham, or a 1.2% uplift in 2029
- **200 managerial and professional jobs**
Three-quarters of employment generated across Newham
- **480 jobs across the UK workforce**
290 jobs in Newham, or a 0.2% uplift in 2029
- **Two-thirds of jobs require NQF Level 4+**
Creating highly-skilled jobs across the Newham workforce
- **£19 million in wages**
£12 million at the proposed development, or £70,400 per job

Wider economic benefits

- **500 additional businesses in Newham**
Agglomeration effects stimulate new businesses in the local area
- **£800 in extra earnings in 2031**
Increase in the average annual earnings of local residents
- **850 additional Newham residents in jobs**
A sustained decrease in the local unemployment rate
- **£900 increase in household income in 2031**
Increase in the average annual households disposable income

The data centre at Bidder Street represents a £750 million investment in the UK economy.

Pending the granting of planning permission, construction on the data centre is currently anticipated to commence in 2024. Following the construction of the building, the tenant fit-out process will take a number of years, with the building finally becoming fully operational in 2029. The construction phase of the project is a £4895 million investment in the UK economy which will generate additional economic activity and employment across a range of sectors.

A Draft Employment, Skills and Training strategy will be submitted with the planning application. This will set out how the Applicant aims to improve access to work and support regeneration/economic growth benefits for Newham residents.

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NEXT STEPS

Thank you for taking the time to engage with the updated proposals at today's event. We hope you have found the information helpful. If you have any questions about the proposed data centre, a number of members of the project team are available in the room today who would be happy to speak with you.

We look forward to receiving your feedback on the proposed development. You will find printed forms in the room at this event which invite you to give your view on the updated proposals.

Alternatively, the same form is available on our website at www.bidderstreetdatacentre.com.

In the coming weeks, we will be submitting a planning application to Newham Council. We hope to receive planning permission for the Bidder Street data centre by 2024, with construction to start soon after.

If you have any questions about either the planning process or the data centre project more generally, please email info@bidderstreetdatacentre.com, or reach us by post at

Freepost – CRATUS COMMUNICATIONS.

Thank you for your time.



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