



## **Reasons for Avtrade's support for WILD's representations on the Local Plan**

**19 February 2026**

Established in 1985 Avtrade is a leading stockist and supplier of commercial aircraft components to our worldwide customers. From our UK Headquarters and global offices in Dublin, Dubai, Kuala Lumpur, Miami and China we provide an extensive and comprehensive range of services through local support and dedicated account management to serve our global customer base.

The company employs over 350 personnel worldwide, with sales and customer support staff making up the majority of our overseas offices. Our UK Headquarters employees around 300 staff ranging from warehouse operatives who receive, inspect, store and despatch components to sales, purchasing and customer support teams, IT and security staff, facilities management, employee services and quality systems staff and accountants and finance personnel. Avtrade's annual turnover exceeds 350 million US Dollars.

Founded by our CEO Graeme Brooks, we are committed not only to the continued operation of our component supply and support business, but to the safety, development and wellbeing of our workforce who are vital to the success of Avtrade.

The land on which our HQ site in Sayers Common now stands was deliberately selected to allow for Avtrade's growth due to the site being a short distance from the then present Albourne location. Our aim was to avoid increased journey time for employees and to retain our semi-rural location. Avtrade staff are based all around the surrounding areas and reach HQ not only via car, but approximately 6 cycle to work (fewer in the winter months), two regularly travel by motorbike and a couple who live in close proximity walk to and from Avtrade HQ. We promote a car sharing scheme, offer a cycle to work scheme and offer free charging points for drivers of electric cars. On an average work day, approximately 170 cars are parked at our HQ.

Previously a derelict battery chicken farm, the site was an ideal distance from the A23 enabling easy access to all major air and sea ports. Our aim was and continues to be to integrate into the semi-rural, quiet countryside setting and provide our staff with as relaxed and peaceful a workplace as possible. The aviation after market industry is a fast paced and at times stressful one and we believe Avtrade HQ offers staff the perfect environment in which to balance their work commitments and wellbeing. With uninterrupted views across open farmland and fields to Devil's Dyke in the distance, an onsite 'Trim Trail' around which to walk and hold informal meetings, close by footpaths, outdoor exercise equipment in the local park, a well stocked and friendly community shop who also provide us with fresh fruit bowls for staff to enjoy we feel we offer staff an exceptional place to work.

Should the proposed development of c.2000 residential homes progress we feel we would no longer be able to offer staff the peaceful and calm environment they currently enjoy. The process of building hundreds of homes, plus the light pollution, the noise, increased traffic etc would all detract from the setting so carefully chosen.

However, our main concern with the proposed allocations in the area is to ensure the business can maintain unimpeded operations. Avtrade is regulated under various UK and US accreditations for our



business operation and are a Known Consignor under UK CAA regulations and as such need to observe and maintain strict security standards. It is vital that Avtrade retains these accreditations for us to meet the requirements of our worldwide customers. Should the development opposite the entrance to our HQ facility go ahead, it would increase the number of people in the vicinity of Avtrade's HQ and would likely necessitate stricter security measures for Avtrade to retain our accreditations and reduce our ability to provide secure parking, free electric car charging, bicycle and motorbike storage.

The commercial aircraft components Avtrade purchase, store and transact, range from small expendable parts such as nuts, bolts and seals, to relatively small components such as those housed in an aircraft cockpit, to large assets including engines and plane surfaces.

The majority of movements in and out of Avtrade take place between 1000 and 1700 on Monday to Friday and are handled by couriers in cars, transit sized vans and delivery trucks such as those operated by DHL and UPS. In an average day, between 30 and 50 movements take place – a mixture of collections and deliveries. Less than 5% of movements are from vehicles larger than those mentioned above.

A small number of movements take place outside of the hours of 1900 and 0700 and are in the main collections by cars or small vans.

In order to assist staff with family commitments, to best serve overseas customers and to reduce traffic in Sayers Common village and on Reeds Lane, many departments operate shift patterns of 0700 to 1530, 0900 to 1730, and 1030 to 1900. All staff are made aware of the reduction in speed limit turning right out of Reeds Lane from Avtrade through the residential area and greatly encouraged to respect the safety of villagers living on Reeds Lane, all walkers, joggers and cyclists on Reeds Lane and in the village.

To comply with planning regulations to build our HQ facility and to reduce its environmental impact, we widened a stretch of Reeds Lane to enable larger vehicles safer exit from the facility. We also dug a number of large attenuation lakes which reduce flood risk, prevent downstream erosion, and filter pollutants. These lakes have helped reduce flood risk on site and have encouraged an abundance of wild and fowl life such as mating swans, kingfisher, ducks and migrating geese. Deer regularly can be spotted in the fields surrounding Avtrade's facility. The lakes and the flora and wildlife they encourage not only is beneficial for the global and local environment but help Avtrade create an environment of calm for staff and promote our physical and mental wellbeing policies. Should the proposed building go ahead, we have concerns that flood mitigation measures to Reeds Lane and the allocation site(s) would be inadequate, which would be disastrous for local residents and businesses due to flood risk. We are also concerned (based on the mitigation works we have previously undertaken) that adequate mitigation measures for the allocation(s) would be considerably more onerous (and costly) than the Council has considered and assessed.

Flooding on Reeds Lane is a particular concern to Avtrade, and we fear that were the current plan to proceed, it would get even worse. On several occasions in recent years, we have had to rescue employees whose cars have become stuck in floodwater. Naturally, for any driver this can be a frightening occurrence, but for the numerous young people we employ, some of whom may be



inexperienced drivers, in older cars and on a rural road in the darkness of the winter months, this can be extremely dangerous. As we've said, looking after our workforce is paramount, and the increased risks to flooding on both sides of Reeds Lane cannot be ignored.

Where their particular jobs permit, we can allow office-based staff to work from home when we are aware that Reeds Lane may be flooded. However, it is not always possible to foresee, and as a 24/7 company operating 365 days per year, we must have clear access for our warehouse staff and all deliveries and collections.

In summary, Avtrade shares and endorses the concerns and objections of WILD as to the soundness of the Local Plan, in relation to the proposed allocations DPSC3-7.

*T. Keegan*

Tracy Keegan  
Chief Compliance Officer  
Avtrade Limited