

Lelystad. City of opportunities!

The city of Lelystad is becoming a logistical force to be reckoned with in the Netherlands. With plenty of space and an excellent business climate, the Lelystad city council believes that the Flevoland provincial capital forms an attractive logistics hotspot, together with Almere and Zeewolde. This is underscored by its high classification in the ranking of logistics locations. "We've risen from 12th to 4th place. The number 1, Tilburg/Waalwijk, had better watch out," says Janneke Sparreboom, the alderman responsible for Economic Affairs.

Until recently, the city of Lelystad was known as a provincial capital that was distinctive for services and healthcare. Over the last few years, the profile has shifted to that of a city with distribution, storage and trade facilities. With the establishment of the XXL distribution centre of Spanish clothing manufacturer Inditex (Zara and Pull & Bear) at Lelystad Airport Businesspark (LAB) drawing other companies to the park, as well as the major expansion of bicycle manufacturer Giant and Port of Flevokust becoming operational, this is just the start. Alderman Sparreboom from the People's Party for Freedom and Democracy (VVD) is also aware of other interesting projects in the pipeline, although understandably she regrets that she is unable to talk about them at this stage. "This is good for our economy, and good for employment - which increased grew by 900 full-time jobs in Lelystad last year," explains Jan-Nico Appelman, Provincial Executive member from the Christian Democratic Alliance (CDA).

The annual ranking of logistics hotspots, on which Lelystad-Almere-Zeewolde now surprisingly occupies fourth place, was created by 34 experts who ranked the 28 most important locations on the basis of six criteria. These six criteria are the availability of suitable personnel, sufficient development land and housing, government cooperation, the commitment and motivation of employees, the presence of good infrastructure and accessibility. Sparreboom: "If you look at the labour potential, for example, there are sufficient matches with the logistics sector in our relaxed labour market. Specific training is provided for this at the ROC regional training centre. In terms of accessibility, the widened A6 motorway, the planned airport and the high-speed railway line to Amsterdam and Zwolle are favourable aspects. Over the years, hundreds of millions of euros have been invested in Lelystad Airport, Port of Flevokust and various infrastructure projects. And, as mentioned, there is no shortage of space. We still have sufficient hectares in the various business parks."

Quality of the landscape

In addition to the responsibility for the regional economy, Flevoland administrators are also occupied with the sustainable and efficient distribution of the space in the city of Lelystad and the surrounding area. As concerns about the 'boxy' character of the landscape are increasing with the construction of large distribution centres and warehouses, the question arises as to how the city of Lelystad and the province will deal with this.

Alderman Sparreboom replies, "As space becomes scarcer, we need to look more critically at how it is used. That goes without saying. Fortunately, we have the luxury of a large municipality in which the different functions - logistics and recreation - can coexist harmoniously." Provincial Executive member Appelman adds, "I would like to stress that Flevoland, with its large-scale landscape management, is very suitable for the development locations we are discussing. In fact, Flevoland has been designed to preserve landscape quality elsewhere. Our province forms part of the solution for spatial quality elsewhere, without compromising the spatial quality of our own region. The provincial grid has been set up for that purpose."

The growth of existing companies is also continuing, the alderman emphasises. "In addition to Lelystad Airport Businesspark and Port of Flevokust, the city of Lelystad also has the industrial parks

Oostervaart and Zuiderpark, where Giant, dairy producer Farm Dairy, Marfo (meal service), coldstore logistics service provider Kloosterboer, logistics service provider St. van den Brink and potato giant McCain are working on new developments,” says Sparreboom.

Vibrant and dynamic

Looking to the future, it is important to ensure that the profile of the city and the region is future-proof. Structural employment and economic growth are important factors in this. In addition to logistics companies occupied with storage and distribution, Flevoland is also happy to welcome manufacturing and logistics companies. “We have invested a lot of energy in the business climate,” says Janneke Sparreboom, “so we obviously want to reap the benefits of those investments.”

One thing the alderman knows for sure is that the city of Lelystad is set to change even further over the next five to ten years. “The city of Lelystad is gradually developing into a dynamic and vibrant city. This will only increase when the airport opens next year. The city of Lelystad has employment opportunities, all the necessary modalities, nature and recreation. We will do everything we can to continue to shape our positive future. This will also have a powerful impact on logistics developments. I’m curious as to how high we can climb on the hotspot list!”

For more information about all possible business opportunities in the city of Lelystad:

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Where are the leading companies located in Lelystad?

Inditex (clothing manufacturer of among others Zara and Pull & Bear): Lelystad Airport Businesspark

Giant (bicycle manufacturer): Lelystad Airport Businesspark

Donkervoort Automobielen B.V. (Dutch sports car manufacturer): Lelystad Airport Businesspark

Marfo (meal service, e.g. for the aviation sector): Industrial park Oostervaart

Farm Dairy (dairy producer): Industrial park Noordersluis

Kloosterboer (coldstore logistics service provider): Industrial park Oostervaart

McCain (deep-frozen potato products): Industrial park Oostervaart

Vlint (industrial filtration, reconditioning and air distribution): Industrial park Zuiderpark