

The Original
Pioneers

Rochdale
Development
Agency



Danish Crown

2025-26

Overview

Danish Crown, one of the world's largest producers of pork and beef products, needed a new facility to support its growing UK operations. In 2021, the company approached the Rochdale Development Agency (RDA) to explore local expansion options. Their successful move to Monarch 330, a 330,000 sq. ft. unit at Kingsway Business Park, marked a major milestone in their UK growth strategy.

The Challenge

Danish Crown required a significant increase in operational space close to their existing site. Key considerations included:

A large, scalable facility

Strong transport infrastructure

Access to local talent

Integration with the local business ecosystem

The solution needed to go beyond a building—it had to include workforce support and business connectivity.

The Solution

The RDA worked closely with Danish Crown to identify Monarch 330, a modern facility that met both spatial and strategic needs. The process involved:

- Site identification and viewings
- Ongoing strategic consultations
- Support around recruitment, training, and logistics

Danish Crown then invested £100 million to create a state-of-the-art processing facility, providing the capacity and innovation platform needed for long-term growth.

Client Testimonial

“The collaborative approach with the RDA and local partners helped us not just find a facility but integrate fully into the region. It's allowed us to grow, hire locally, and build for the future.”

Danish Crown UK

Outcomes

- £100 million capital investment
- Relocation of UK head office from Whitefield to Rochdale (2024)
- Creation of 350–400 new jobs
- Integration into local recruitment and skills ecosystem
- Workforce Development & Recruitment

To support hiring and talent development, Danish Crown partnered with key local organisations:

Employment Links screened over 2,000 candidates, held recruitment events, and ensured rapid staffing.

Hopwood Hall College provided: Apprenticeships in food production

A production line training facility to skill future engineers and operatives

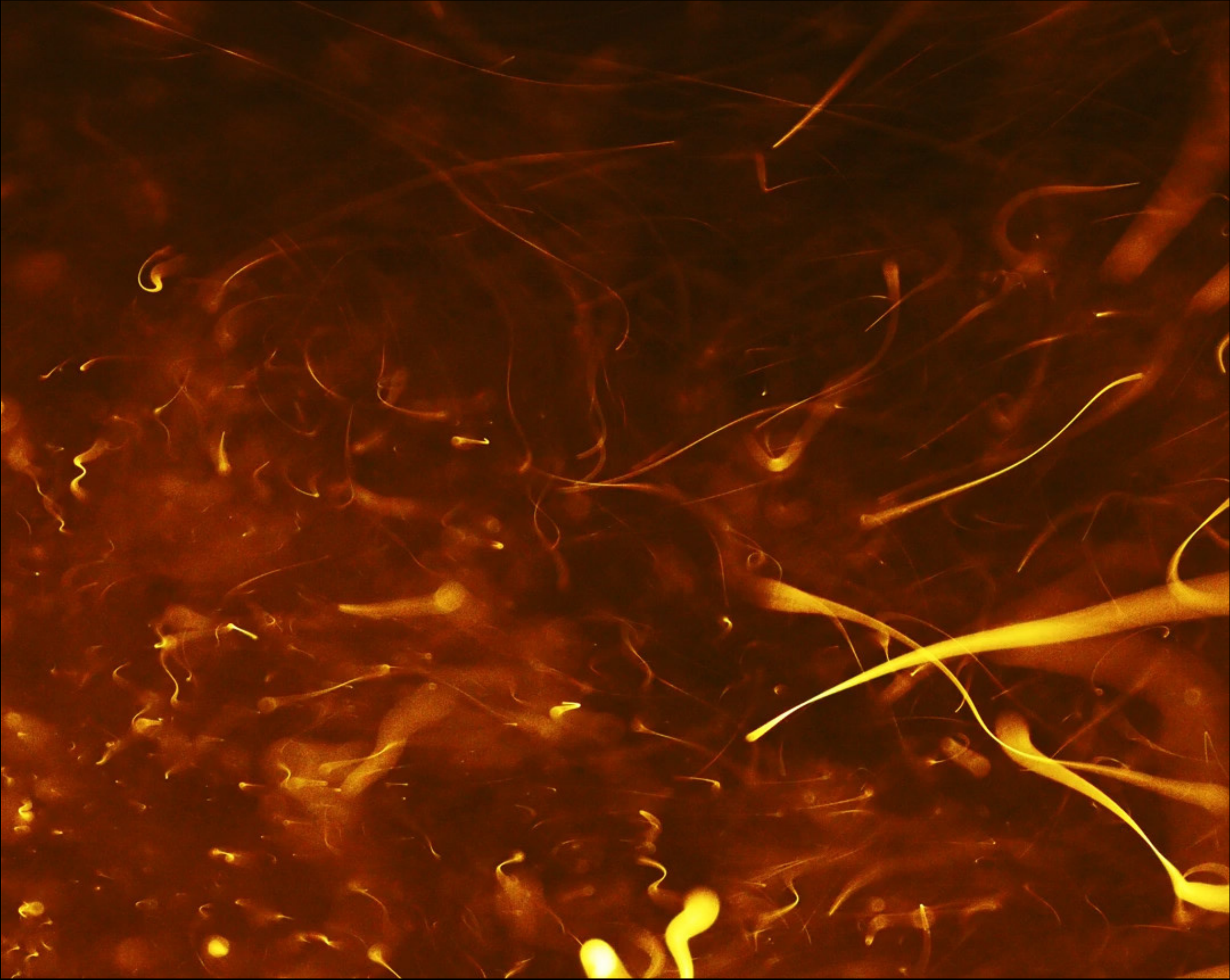
Leadership training: 22 individuals completed ILM programmes, with a second cohort in 2024

Strategic Partnerships

The company’s expansion was further supported by ongoing collaboration with:
MIDAS (Manchester’s inward investment agency)
Department for International Trade (DiT) for business support and progress tracking

Conclusion

Danish Crown’s expansion demonstrates the power of partnership-driven growth. With coordinated support from the RDA, education providers, and workforce agencies, the company has embedded itself in Rochdale’s business landscape—delivering jobs, investment, and innovation. This case illustrates how place-based solutions, combining property, people, and partnerships, can successfully support international business growth within the UK.



FIND OUT MORE

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