

# JD Sports to build landmark headquarters with space for 2,000 staff after go-ahead granted

JD Sports is to build a new landmark headquarters in Greater Manchester with space for up to 2,000 employees after the go-ahead was granted.

Land in Hollins Brook Way, Pilsworth, has been earmarked for the scheme when it submitted the proposals for consideration [last year](#).

The plans, which also include a gym and a restaurant, were voted through by Bury Council's planning committee on Tuesday, February 21.

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A creche building and outdoor sports facilities are also featured in the plans. Construction is expected to take two years.

Since the plans were put out for public consultation, amendments have been made to the scheme to address concerns raised about the height of the creche, running track, landscaping and impacts of noise and pollution during construction.



JD Sports is planning on building a new head office  
(Image: JD Sports)

A statement submitted to the authority said: “The business is seeking to work with their employees to improve staff retention and have undertaken a series of internal reviews to understand the steps the business needs to take to achieve this.

“Coupled with the Covid-19 pandemic, this has seen a shift towards more flexible ways of working with the introduction of flexi-time and working from home.

“In addition to these measures, JD recognise the need to update and improve on the benefits that the business provides for employees.

“First and foremost is the provision of childcare for employees with very young children to alleviate pressures on new parents and improve issues around annual leave over school holidays.

“Other requirements include an improved food and beverage offer onsite, gym and recreation facilities, training

environments and collaborative working spaces.”

JD Sports [recently hit the headlines](#) after it revealed plans to become the world’s “leading global sports-fashion powerhouse”.



Outdoor sports facilities have been included in the plans from JD Sports

(Image: JD Sports)

The group has drawn up a five-year plan that is being presented to analysts and investors.

In an update to the London Stock Exchange, JD Sports said it is aiming to put its JD brand first, focus on “complementary concepts” and “people, partners and communities” as well as look “beyond” physical retail.

The plan also includes double digit revenue growth, market share in “key regions” and operating margin.



JD Sports has submitted the planning application to Bury Council

(Image: JD Sports)

JD Sports is also targeting capital expenditure of between £500m and £600m every year with 50% to 60% focused on store expansion in “underpenetrated markets” with 250 to 350 new JD stores per year.

It also wants to generate £1bn every year in cash from its operating activities.

On [January 11](#), JD Sports revealed a successful Christmas trading period has put it on track to post profits of almost £1bn.

The retail giant’s revenues in its organic retail businesses “strengthened” through the second half of its financial year with total revenue growth for the 22 weeks to December 31, 2022, of more than 10%.

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and restaurant operator despite 'subdued' sales and 'staffing challenges'

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