


# SG-09 Old Gloucester Road, Hambrook

## A: BASELINE SITE INFORMATION

<b>A1. Baseline/Context – All baseline data to be provided by SGC either via AMR, GIS layers or other sources</b>			
A1.1 Site Typology	Existing	✓	<i>Tick relevant box</i> <i>Note: Subject to the type of site being considered, not all fields in this proforma will be populated.</i>
	Committed (permitted)		
	Allocated (in Local Plan)	✓	
	Proposed (submitted to HELAA)		
A1.2 Site Name & Address (Inc Site reference, if applicable)	<b>Old Gloucester Road, Hambrook, BS34 6PT</b>		
A1.2a Sub Area	Bristol North Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	8.5ha		
A1.5 Site Context	An edge of centre designated employment area located on the eastern edge of the Bristol North Fringe where the B4057 crosses under the M4 and proposed East of Harry Stoke new neighbourhood. The site accommodates a range of employment activity bisected by the B4427 Old Gloucester Road.		
A1.6 Policy Status (existing/emerging)	Site is safeguarded for economic development by Core Strategy Policy CS12. Should an application for B8 storage be sought on the site, policy PSP27 would need to be satisfied.		

A1.7 Planning history	The western part of the estate was approved around 2004 for various B1 units. Over time, one of these units has been converted into a care home, with the most recent application in 2020 for an extension to this care facility. The eastern part of the site was approved in 1991 for light warehousing. No further permissions on this part of the site have been sought.
A1.8 Location	Brownfield edge of centre bounded by the B4057 to the south, the M4 to the east, and residential properties to the north and east that are within Bradley Stoke.

<b>A2. Current Use</b> <i>(Existing employment and town centre sites only)</i>	
A2.1 Current role and sectors served by site	<p>Main Employment Sectors within the site include: Human Health &amp; Social Work Activities - Professional, Scientific &amp; Technical Activities - Administrative &amp; Support Service Activities</p> <p>Key employers within the site include: North Devon Orthodontics Centre Ltd - Amcor Flexibles Winterbourne - Health Education England - Vinci Construction UK Ltd</p> <p>The site currently occupies office and industrial manufacturers. To the west of Old Gloucester Road is Vantage Business park comprised of five, 2-3 storey office buildings occupied by smaller professional service, Edge Tax, software companies, Bupa dental surgery and Medical rehabilitation and insurance service, UMS. To the east of the B4427 is the purpose-built manufacturing facility for packing manufacturer Amcor Flexibles.</p> <p>To the north of Vantage Office Park is Cube M4 comprised of four two storey self-contained office buildings occupied by telecoms and technology companies Simwood, Mitsubishi Electric's regional office and SME invoice finance service Optimum Finance. The western corner of the site is accommodated by a longstanding Motorcycle training centre based in a single storey office and outdoor training area. On the junction of the B4057 and B4427 is chain pub and carvery establishment, Winter Stream Farm.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	There is a vacant land parcel to the north of the Amcor facility (approx. 0.65ha), without planning permission. To the west of Vantage Business Park is a large disused three storey building that obtained planning consent in 2019 (P19/14500/F) to be used for care accommodation.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 27 business units operating within the site.
A2.2b Number of vacant units	According to SGC NDBR records, in June 2020 there were 0 unoccupied business units within the site - indicating that the vacancy rate is approx. 0%
A2.2c Estimate of total number of jobs on site (where possible)	There are approximately 820 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The existing office premises in Vantage Park and CubeM4 are functional self-contained office buildings in a landscaped environment with strong parking provision on site and parking on the northbound carriageway of Old Gloucester Road. There are no significant vacancies in either office park indicating that both locations are reasonably well suited for modern occupiers. Bristol Motorcycle Training Centre is an ageing building with reasonable parking provision. The Amcor facility is a well-designed purpose-built manufacturing facility with good loading and storage areas, well suited for its use.
A2.3a Age and suitability of stock	Built 2000 onwards; quality as 'Grade A' specification to attract national/corporate occupiers; FRI or close to condition. Industrial - 6.5m plus eaves; Offices – open plan accommodation on single floor plates, air conditioning.

A2.3b Evidence of significant vacancies	There is no evidence of significant vacancies.
A2.3c Suitability of buildings for modern occupiers	Displays market appeal; day to day churn; attracts secondary value
A2.3d Onsite facilities	Good parking and loading facilities; good car parking ratio.

**A3. Description of qualitative features of site (sourced from available data, previous ELRs, GIS & other secondary sources)**

A3.1 Strategic connectivity	<p>Adjoining major trunk road or motorway junction, easy access for all vehicles, access to rail station, metrobus and other key bus routes airport or seaport</p> <ul style="list-style-type: none"> <li>• The site is adjacent to the M4 however it is accessed via the Stoke Gifford Bypass 2 miles to the south, as is the M32.</li> <li>• Bristol Parkway Station is a Park and Ride station within 1.3 miles and provides an hourly service on the London to South Wales line and cross-country routes.</li> </ul>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The B4427 and B4057 are in reasonable condition and provide access to the rural hinterland and arterial roads into Bristol. The Old Gloucester Road bus stop is located on the B4057 outside the site and served by the Y6 route, an hourly service between Yate and Chipping Sodbury. Metrobus rapid transit route M1 from Cribbs Causeway to Hengrove Park can be accessed within 1 mile from the site. The B4057 is part of the strategic active travel route.</p>
A3.2a Reducing carbon from travel to work (Walking / Cycling)	The site has pedestrian access and is within 100m of a strategic cycle route.
A3.2b Reducing carbon from travel to work (Public Transport)	The site is within 400m of a bus stop and is within 800m of a metrobus route.
A3.3 Accessibility to town centres/local amenities	<p>The site is not within close proximity to a town centre.</p> <p>The site is relatively isolated from major nearby centres. However, there are supermarkets, restaurants and local community services in Winterbourne 1 mile to the east.</p>
A3.4 Digital Connectivity	<p>Think Broadband UK Broadband Coverage and Speed Test Result:</p> <ul style="list-style-type: none"> <li>• Ultrafast – download speeds up to 300mpbs.</li> </ul>
A3.5 Compatibility with neighbouring uses/character of wider area	<p>Mixed commercial area with residential nearby; mainly compatible uses</p> <p>The site is bound to the west by residential uses and to the east by the motorway. There is no significant compatibility with the existing employment activity and wider character of the North Fringe.</p>
A3.6 Strength of functional and/or spatial linkages	<p>There are functional linkages between the site and the strategic road network, which is useful for office based and manufacturing activity. There are currently no synergies between the occupiers on site, due to the relatively broad range of sectors present.</p>

A3.7 Access to Local Workforce	Site within North Fringe: Fewer resident workers than jobs (job to worker ratio >1.5).
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## B: QUALITATIVE ASSESSMENT – SITE SUITABILITY

<b>B1. Site Potential and Opportunities – Application of market sector frameworks</b>					
B1.1 Suitability of site/cluster for key market sectors	The existing site is an edge of centre business park location located near the strategic road network. Vantage Business park and CubeM4 provide a range of functional single let Grade A/B accommodation which would meet market demand from larger local professional services. Office based technology companies would preferably seek out clustering which is evident across the two business parks. Strategic demand exists for the Amcor building's features however potential occupiers would likely seek out an established industrial estate location. The building premises for the motorcycle training centre would attract some demand for workshop creative activity.				
B1.2 Strength of existing or potential suitability and rationale			✓		
	Fully, readily and viably meets market / sector needs	Committed infrastructure or other planned investment will enable market / sector needs to be met	Potentially meets sector / market needs if uncommitted infrastructure or constraints are overcome	Only partial potential to meet needs and/or marginal viability being likely	Does not meet sector / market needs and/or demonstrates notable market failure (unviable)
	The site's existing premises and locational criteria are reasonably well suited to meet market sector demand from larger local professional services and office-based technology. The Amcor building features are well suited for advanced manufacturing, however prospective occupiers would likely prefer an established industrial park location. The motorcycle training centre building would have limited suitability for workshop based creative activity.				
B1.3 Scale of Opportunity	Opportunity to develop the vacant land parcel to the north of the Amcor facility, which is relatively unconstrained.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	There are no significant infrastructure constraints inhibiting development potential.				
<b>Short-term Recovery (COVID-19)</b>					
B1.5 Significant opportunity to provide short term job generation or supply chain support to drive short-term recovery from COVID-19 pandemic			✓		
	Likely to provide significant jobs or supply chain support within the next year  Scores to reflect scale of job opportunities			Not Likely to provide jobs or supply chain support within the next year  Scores to reflect scale of job opportunities	
<b>Inclusive Growth</b>					
B1.6 Potential to provide significant job and/or skills opportunities for priority socio-economic				✓	
	High to good degree of proximity to areas of high deprivation and scale /		Reasonable proximity to high deprivation		Very low to low degree of proximity to areas of high deprivation and poor suitability of employment likely to be generated

groups and/or areas of high deprivation.	type of employment likely to be generated	and/or provision of suitable jobs	
B1.6a Within 2km of designated Priority Neighbourhood	No – Not within 2km of Priority Neighbourhood.		
<b>Clean Growth</b>			
B1.8 Potential to meet demand for new/emerging green industries	The Amcor manufacturing site has the appropriate building specification to meet demand for emerging green industries, however occupiers would likely prefer an established industrial estate location. Therefore, the site has low potential to contribute to green industry growth.		
B1.9 Potential to contribute to zero/low carbon growth?	The site has limited potential to contribute to low carbon growth through existing employment activity or potential modal shift away from private vehicle for commuting.		
<b>Regeneration (existing sites only)</b>			
B1.10 Potential for (in-situ) expansion of businesses/ intensification/ repurposing /redevelopment to meet sectoral demand			✓
	Strong to good market demand with solid viability prospects for repurposing / redevelopment to key sector use.	Reasonable market demand with viability prospects good subject to site or wider infrastructure investment.	Very low to low market demand and/or likely viability constraints for repurposing / redevelopment to key sector use.
There is planned regeneration at the nursing home site and limited scope redevelopment of the motorcycle training centre given the size and condition of the site.			
<b>Cross-sectoral spatial needs (if not yet captured above)</b>			
B1.11 Can provide space for social enterprise	There is physical capability to accommodate flexible workspace typologies in the office accommodation on site, however occupiers would prefer a more prominent town centre location.		
B1.12 Capable of providing flexible/co-working space / and/or facilitate remote working			
B1.13 Capable of providing incubator/ accelerator/start-up hub space.			
<b>Delivery</b>			
B1.14 Ownership	No known ownership constraints.		
B1.15 Physical and/or environmental constraints	The site is physically constrained by the motorway to the south and the Green Belt to the east, however this is unlikely to undermine development viability on the vacant land parcel in the north of the site.		
		✓	
	No significant or relatively minor	Some constraints that can be	Major or prohibitive constraints that will undermine development

	constraints that will not undermine development feasibility, viability or deliverability.	addressed or mitigated through achievable infrastructure investment or other measures. Costs of doing so may reduce but not significantly diminish development viability or deliverability	feasibility, viability or deliverability.  Environmental constraints sufficiently important to prevent development for employments.
B1.15 Likely Delivery Timeframe	6-10 years.		
<b>C1 Regional Conclusion and Recommendations</b>			
<b>C1.1 Conclusion:</b> The employment site offers reasonable strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire.		<b>RAG Summary</b> <b>Reasonable</b>	
<b>C1.2 Justification/rationale –</b> The site is an edge of centre employment location well located in relation to the M4 and M32. The site contains function office buildings, a good quality advanced manufacturing. Whilst the site makes an important contribution to the local economy and provides potential for some development of vacant land or repurposing low quality building stock, there is low to medium development potential of a strategic scale that would contribute to employment growth and key sector prioritisation across South Gloucestershire.			
<b>C1.3 Recommendation –</b>			
<ul style="list-style-type: none"> <li>• Retain and continue to safeguard the land for employment use.</li> <li>• Encourage development of vacant land parcel.</li> </ul>			