


SG-10 Parkway Business Park

A: BASELINE SITE INFORMATION

A1. Baseline/Context – All baseline data to be provided by SGC either via AMR, GIS layers or other sources			
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)	Parkway Business Park, Great Stoke Way, Stoke Gifford, BS34 8SP		
A1.2a Sub Area	Bristol North Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	29.6ha		
A1.5 Site Context	<p>The site is a designated edge of centre employment area located in the North Fringe of Bristol and on the edge of the Filton Enterprise Area. The site bound by the Harry Stoke committed development site and City of Bristol College, in close proximity to the UWE Frenchay Campus and MOD Abbey Wood site. The Business Park contains a range of office-based employment activity over four different land parcels, with accompanying leisure activity.</p>		

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 site was granted permission over time since the late 1980's for the comprehensive redevelopment of the area to include residential, retail, office and employment uses (P87/2117, P87/3030, P89/2389, P89/3123). Additional areas have since developed (such as the south western edge) since the mid 1990's. Since construction, there have been only a few amendments to the car parking areas and a change of use of one of the units from Retail to a Dental surgery (PT13/1763/F).
A1.8 Location	The brownfield site is located in Harry Stoke in the North Fringe of the Greater Bristol urban area, approximately 5 miles north of the city centre. The site spans from Church Road, south of the Bristol Parkway rail line, to the A4174 Filton Road/ Stoke Gifford roundabout. The southern section of the site wraps around the Stoke Gifford district centre, following Fox Den Road and Great Stoke Way. To the east, the site is bound by existing residential uses and the committed development site at Harry Stoke (PT06/1001/O). To the west the site is bound by New Road and an educational cluster - including Abbeywood Community School, Bristol Institute of Performing Arts, City of Bristol College and Bristol Technology and Engineering Academy.

A2. Current Use (<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: Financial & Insurance Activities - Professional, Scientific & Technical Activities - Administrative & Support Service Activities - Accommodation & Food Service Activities</p> <p>Key employers within the site include: Aviva Plc - Diligenta Ltd - Capita L&P Regu Serv Ltd - The Office For Students - Jacobs Engineering Uk Limited</p> <p>The site accommodates a range of different office-based employment activity, as well as smaller leisure uses. In the northern section of the site is the largest building, the Axa Centre, which is the Bristol regional office for the multinational insurance company Aviva and business services provider Diligenta. To the west of Great Stoke Way are three Government office buildings, occupied by the Ministry of Defence, and a Holiday Inn hotel and public house.</p> <p>In between Great Stoke Way and the Stoke Gifford retail park is a self-contained office park, located along Lime Kiln Close, comprised of seven detached office buildings. Occupiers include national professional services in the housing, construction and development sector such as Crest Nicholson, WSP and Jacobs. This location also accommodates academic support institutions, such as Research England and the Office for Students. East of Stoke Gifford Retail Park is Gifford Court, made up of four self-contained office buildings, with occupiers including the NHS Blood and Transplant Centre and the regional office of integrated construction company BAM.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	There are no significant parcels of undeveloped land on site.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 21 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 3380 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	<p>The Axa Centre is a large purpose-built, high specification modern office in a landscaped environment with a strong parking provision, suited to modern occupiers. The Ministry of Defence premises are three, 2-3 storey purpose-built office buildings with controlled parking bays located around the perimeter of the building. The environment is well maintained and secured with a manned check point at the entrance, owing to the nature of the occupant. The Premier Inn Hotel and public house are both purpose-built and have their own private customer parking which is regulated.</p> <p>The office park off Lime Kiln Close contains a range of different sized low-density, two storey office buildings in good condition with a functional specification. Each building has off street parking which is well used and there is evidence of on street parking on Lime Kiln Close – suggesting possible pressure. Overall, the office buildings appear well suited for their occupiers. Similarly, Gifford Court has a typical office park layout with low-density, two storey buildings and well utilised parking provision. The NHS blood transplant site is noticeably larger than the rest of the buildings and secured by an electronic gate. In addition, Brook House on the western side of Fox Den Road has two loading bays and designated yellow hatched road marking on Fox Den Road to facilitate HGV parking and circulation.</p>
A2.3a Age and suitability of stock	Mainly built 1990's onwards; modern specification may attract national occupiers
A2.3b Evidence of significant vacancies	There is no evidence of significant vacancies.
A2.3c Suitability of buildings for modern occupiers	Well regarded; good market appeal; attracts close to prime values.
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"> • The site has direct access onto A4174, which leads to the M4 and M32. • The northern section of the site is 400m from Bristol Parkway Station and less than 1.5km at its furthest point. • Bristol Port is within easy driving distance from the site via the M4 and M5.
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The site is located on the A4174, the major ring road that links around the northern and eastern edge of Bristol. It is well served by local bus routes with three stops located across the site area. The bus stops are served by routes 73, 10, 11 – providing hourly services between Temple Meads, Avonmouth, Cribbs Causeway, Thornbury and Stoke Gifford. The Frome Valley Greenway and Concorde Way are segregated traffic-free links for non-motorised users between Bristol Parkway and Bristol City Centre and can be accessed along the New Road and Westfield Lane respectively. A staff shuttle service runs between the Axa Centre and Bristol City Centre every morning and afternoon.</p>

A3.2a Reducing carbon from travel to work (Walking / Cycling)	The site has pedestrian access however is not 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	The site is within 1.2km from Filton town centre and is adjacent to Stoke Gifford District Centre. There are local amenities on site, in terms of The Fox Den pub and staff amenities in the Axa Centre, such as a nursery and restaurant. Stoke Gifford is a district centre and adjacent to the site. It contains a Sainsbury's supermarket, postal facilities, cash machine, petrol station and gym, as well as other retail stores and amenities. There are several sport facilities, including five a side football and running track accessible at the educational cluster to the west of the site.
A3.4 Digital Connectivity	Think Broadband UK Broadband Coverage and Speed Test Result: <ul style="list-style-type: none"> • Ultrafast – download speeds up to 300mpbs.
A3.5 Compatibility with neighbouring uses/character of wider area	Mixed commercial area with residential nearby; mainly compatible uses The neighbouring land uses adjacent to the site are a mix of educational, residential and retail which is generally compatible with the site. Bristol Parkway to the north has strong compatibility with the site, similarly MOD Abbey Wood to the south has clear compatibility with the corresponding office on site. In the wider area, the site compliments the UWE Frenchay campus and character of the North Fringe area as a major location for skilled employment.
A3.6 Strength of functional and/or spatial linkages	Strong functional linkages with exist with nearby transport infrastructure; particularly the strategic road network and Bristol Parkway station. Clear functional linkages are present between the MOD north buildings and main MOD Abbey Wood south buildings on the other side of the A4174. Functional linkages with nearby UWE campus provides skilled labour and work placement experience.
A3.7 Access to Local Workforce	Site within North Fringe: Fewer resident workers than jobs (job to worker ratio >1.5).

B: QUALITATIVE ASSESSMENT – SITE SUITABILITY

B1. Site Potential and Opportunities – Application of market sector frameworks	
B1.1 Suitability of site/cluster for key market sectors	<p>The existing site is an edge of centre business park location, located near the strategic road network and Bristol Parkway transport interchange. The Axa Centre is a Grade A office with a large floorplate and high level of on-site amenities. Given the building features and location, there is market demand for larger national and regional professional services, however some occupiers may seek out a single let building.</p> <p>The office accommodation in Lime Kiln Close and Gifford Court is smaller and lower quality, especially when compared with the Axa Centre. Market demand exists from larger local professional services or office based creative/digital industries, although the latter would also seek some form of clustering. Brook House would likely attract market demand from a hybrid occupier seeking office accommodation with loading facilities such as civic</p>

	waste facility or retail warehousing. The MOD buildings are Grade A/B offices and would be suitable for larger professional services or office-based activity in the creative industries if the current occupier vacated the premises.				
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)
	<p>The AXA Centre and its location currently meets the market demand for a regional headquarters building. Office buildings in Lime Kiln Court and Gifford Court currently serve key market sectors, namely larger local professional services in engineering/housing and construction – benefiting from a strong location. However, future occupiers may prefer higher specification modern office accommodation in the medium to short term. Both office park locations would be suited to office-based creative and digital activity, although occupiers would seek clustering of similar activity which is not present on site.</p> <p>The MOD buildings may be too big or not well specified enough to attract potential occupiers and require refurbishment to subdivide into smaller multi let floor plates.</p>				
B1.3 Scale of Opportunity	There are no vacant land parcels on site, however there is reasonable potential for development over the existing car parks at Gifford Court and Lime Kiln Close, if demand did exist for this in future.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	The site's parking provision appears to be at capacity and therefore strategic intervention to improve public transport connectivity may support greater intensification of office development, such as integrated ticketing between modes, secure cycle parking and changing facilities. The adjacent Land at Harry Stoke development is likely to generate a significant amount of traffic but also increase the working population in the immediate vicinity.				
Short-term Recovery (COVID-19)					
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	
Inclusive Growth					
B1.6 Potential to provide significant job and/or skills opportunities for priority socio-economic groups and/or areas of high deprivation.			✓		
	High to good degree of proximity to areas of high deprivation and scale / type of employment likely to be generated	Reasonable proximity to high deprivation and/or provision of suitable jobs		Very low to low degree of proximity to areas of high deprivation and poor suitability of employment likely to be generated	
B1.6a Within 2km of designated Priority Neighbourhood	No – Not within 2km of Priority Neighbourhood.				

Clean Growth			
B1.8 Potential to meet demand for new/emerging green industries	The MOD offices have reasonable potential to contribute to green industry, through procurement and facilitating technological innovation. Current employment activity in the housing and construction professional services operates in the fields of sustainability and renewable energy. There is some potential to meet demand for emerging/new green industries through the existing relatively high-spec office premises on the site.		
B1.9 Potential to contribute to zero/low carbon growth?	The MOD offices have limited potential to contribute to low carbon growth through procurement and facilitating technological innovation. Employment activity in the housing and construction sector and professional services operate in the fields of sustainability and net zero building design. The site itself has a high vehicle mode share but strong potential to transition to active travel modes due to its location.		
Regeneration (existing sites only)			
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.
	Reasonable physical scope for intensification of the existing office buildings and expansion over existing car parking at Lime Kiln Close and Gifford Court, however this would benefit from reasonable sub-regional investment in public transport service. Market demand for expanding office accommodation is uncertain due to the COVID-19 pandemic, because occupiers may reassess their accommodation requirements. Existing occupiers, particularly in housing and construction, may require more flexible floorplates – suggesting potential for repurposing.		
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The existing office accommodation in Lime Kiln Close and Gifford Court could provide space for social enterprise or flexibly managed enterprise space, as the site is well connected by several transport modes. There is the potential to create a suitable 'spoke' or satellite office through minor refurbishment. Given the proximity to the UWE Frenchay campus, there is also limited potential for the creation of an incubator/start-up hub space to capture spill over.		
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.			
Delivery			
B1.14 Ownership	No known ownership constraints.		
B1.15 Physical and/or environmental constraints	The site is relatively environmentally unconstrained; however, it has reached maximum capacity and therefore offers a significant physical constraint. The railway line and proposed residential development at Harry Stoke also act as a constraint for the site to the north and east.		
			✓
	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	N/A – no significant development potential.		
C1 Regional Conclusion and Recommendations			
C1.1 Conclusion: The site offers reasonable strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire.		RAG Summary Reasonable	
C1.2 Justification/rationale – The Parkway Business Park is an edge of centre employment location, well located in respect of the strategic transport network and key locations in the North Fringe (particularly the UWE Frenchay campus and MOD Abbey Wood site). The site is made up of four autonomous office locations, displaying a wide range of office floorspaces with reasonable representation from professional services, housing construction and development. The Axa Centre and MOD buildings are of strategic importance, providing high quality office accommodation near Bristol Parkway station. In addition, Lime Kiln Close and Gifford Park are functional but well utilised and will likely become ageing in the medium term. There is some scope for redevelopment of office premises in the medium term, which could integrate with the district centre at Stoke Gifford and forthcoming Harry Stoke residential development.			
C1.3 Recommendation –			
<ul style="list-style-type: none"> Retain and continue to safeguard for employment use. 			