

# SG-11 Parkway North Business Park

## 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>Parkway North Business Park, Hunts Ground Road, Stoke Gifford, BS34 8HP</b>		
A1.2a Sub Area	Bristol North Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	5.5ha		
A1.5 Site Context	<p>The site is a designated employment area approximately 6 miles north east of Bristol City Centre, on the eastern edge of the Greater Bristol North Fringe, in a predominantly residential setting. It is a rectangular parcel of land on the junction of Great Stoke Way and Parkway, bisected by Newbrick Road. The site is made up of two office parks and a health club in the middle. The East of Harry Stoke New Neighbourhood to the east is allocated in the South Gloucestershire Core Strategy (December 2013) for mixed use development providing around 2,000 new homes and 'The Approach' is a major office development for 18,500sqm between the site and Bristol Parkway.</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 in 1993 for the development of land for residential, offices, retailing and open space ( <b>P92/2321</b> ). No significant planning applications have been received since.
A1.8 Location	Brownfield office park site is located to the west of Great Stoke Way, and north of Parkway and Hunts Ground Road. The site is bound to the north, west and south by residential dwellings and to the west by the committed East of Harry Stoke New Neighbourhood site.

<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: Professional, Scientific &amp; Technical Activities - Information &amp; Communication - Financial &amp; Insurance Activities - Other Service Activities</p> <p>Key employers within the site include: Gleeds Corporate Services Ltd - The Church Commissioners - Ministry of Defence - Bioscientifica</p> <p>The existing site contains a range of employment activity. To the east of New Brick Road there are 6 office buildings. Occupiers range across the key market sectors and include a construction company (ISG), a publisher (Bioscientifica), an insurance firm (Cunningham Lindsey), a property/construction consultant (Gleeds Bristol) and a church. To the east of the site is Great Western Court, a similar styled office park of four buildings. Occupiers include software company (Applicable Ltd) and the sales and R&amp;D function for global semi-conductor company Infineon. The central section of the site contains a standalone big box style unit occupied by Nuffield Health gym and leisure centre.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	None identified.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 14 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 730 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The offices to the east of Newbrick Road are 2-3 storey multi let buildings, with the largest being the U-shaped Building 1300 and Park House on the northern section. The buildings are slightly dated but have good quality functional specification. The environment is well maintained and landscaped. Each building has its own private parking, which appears well-utilised – suggesting possible parking pressure. The offices at Great Western Court have a slightly different cosmetic appearance, but share the same qualities including well utilised parking. Overall, the office premises are reasonably well suited to modern occupiers. The Nuffield Health building is a large two storey standalone big box unit with ample parking and well suited for modern leisure use.
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	Displays market appeal; day to day churn; attracts secondary value.
A2.3d Onsite facilities	Adequate parking and loading facilities; adequate 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>Reasonable site access for all vehicles, indirect or restricted access to major road network.</p> <ul style="list-style-type: none"> <li>• The site benefits from reasonable access to the M4 and M32 via the newly constructed Stoke Gifford Bypass.</li> <li>• Bristol Parkway is a park and ride station within walking distance from the site. It provides an hourly service on the London to South Wales and cross-country routes.</li> <li>• Bristol Port and airport are within reasonable driving distance from the site via the motorway.</li> </ul>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The site is adjacent to the Stoke Gifford Bypass, which is in good condition and links to the A4174 ring road. There is one bus stop outside the site on Parkway, served by routes 19 and Y6 – providing an hourly service between Bath, Cribbs Causeway, Southmead and Yate. The M1 Metrobus route provides a Rapid transit bus service between Hengrove Park and Cribbs Causeway. The nearest stop is adjacent to the site on Great Stoke Way.</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 however is not 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 not near a designated centre, however there is a health club and church on site. The closest site with range of local amenities and supermarkets is located in Stoke Gifford retail park and Winterbourne Village southwest and east of the site respectively.</p>
A3.4 Digital Connectivity	<p>Think Broadband UK Broadband Coverage and Speed Test Result:</p> <p>Ultrafast – download speeds up to 300mpbs.</p>
A3.5 Compatibility with neighbouring uses/character of wider area	<p>Mixed commercial area with residential nearby; mainly compatible uses</p> <p>The surrounding uses are predominantly residential, which the Nuffield Health gym is compatible with and the offices have some compatibility with. The office accommodation is compatible with Bristol Parkway station and will be compatible with the planned Approach development which will fortify the area's employment offer.</p>

A3.6 Strength of functional and/or spatial linkages	Functional linkages exist between the office activity and strategic transport infrastructure. There are limited linkages between the technology activity on site and the wider employment activity of the North Fringe, with some sectoral overlap. The current occupiers on site are varied and predominantly small-scale, and thus it is likely that synergies do not exist between businesses.
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

<b>B1. Site Potential and Opportunities – Application of market sector frameworks</b>					
B1.1 Suitability of site/cluster for key market sectors	The site is an edge of centre business park located near the motorway and Bristol Parkway Station. The existing office accommodation are multi-let good quality functional office buildings. Strategic demand exists for larger local professional services and office-based creative and digital technology activity. The Nuffield Health premises is a purpose-built big box unit, which has historically been used for health and leisure purposes.				
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 is currently occupied by professional services (particularly serving the property sector) and therefore the premises are well suited to this employment activity. Furthermore, there is an emerging cluster of high technology firms on site, which the premises meet demand for. The Nuffield Health site has historically been a leisure use and assumed to meet the needs for this sector.				
B1.3 Scale of Opportunity	There is no vacant land on site for development and only low potential for expansion over car parking in Great Western Court.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	Car parking is well utilised in Great Western Court and therefore removal of car parking could require improved public transport accessibility which would require sub regional investment.				
<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 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.		
<b>Clean Growth</b>			
B1.8 Potential to meet demand for new/emerging green industries	Existing employment activity relating to construction and semi-conductor manufacturing will have industrial application in the supply chain for green technology, although this is on a limited scale. The existing buildings and the site location would have low potential to meet demand for new/emerging green industries. The current office space could potentially accommodate professional services or creative businesses which support sustainable activities.		
B1.9 Potential to contribute to zero/low carbon growth?	There is currently limited to no potential to contribute to zero or low carbon growth on site, as this is not compatible with the existing uses and the stock is ageing office space. Significant infrastructure requirement would be required to enable such growth. The site is predominantly accessible by car, reducing opportunities for low carbon growth.		
<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 currently low potential for regenerating the existing premises in the short term, as they currently meet market demand for their uses and have limited physical space for expansion. Densification is not likely given the nature of the premises and office-based activity. Expansion of Great Western Court, at the expense of car parking, would require long term sub-regional investment.			
<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 or start-up space in the office accommodation on site with minor refurbishment, however occupiers may prefer a more prominent town centre location. The site's proximity to Bristol Parkway Station may increase demand however, particularly due to the increase in remote working due to COVID-19. The existing office premises are suitable for social enterprise occupiers.		
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	Although there are no environmental designations to act as constraints, the site is physically constrained by the surrounding residential area and road network – including Newbrick Road, which runs directly through the site. There is currently no developable land on the site, and no space for further expansion of its boundaries.		
	✓		
	<table border="1"> <tr> <td>No significant or relatively minor constraints that will not undermine development feasibility, viability or deliverability.</td> <td>Some constraints that can be addressed or mitigated through achievable infrastructure investment or other measures. Costs of doing so may reduce but not significantly diminish development viability or deliverability.</td> <td>Major or prohibitive constraints that will undermine development feasibility, viability or deliverability.  Environmental constraints sufficiently important to prevent development for employments.</td> </tr> </table>	No significant or relatively minor constraints that will not undermine development feasibility, viability or deliverability.	Some constraints that can be addressed or mitigated through achievable infrastructure investment or other measures. Costs of doing so may reduce but not significantly diminish development viability or deliverability.
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B1.15 Likely Delivery Timeframe	N/A – no significant development potential.		
<b>C1 Regional Conclusion and Recommendations</b>			
<b>C1.1 Conclusion:</b> The site has reasonable strategic potential to contribute to employment growth and key sector prioritisation across the West of England.	<b>RAG Summary</b> <b>Reasonable</b>		
<b>C1.2 Justification/rationale –</b> The Parkway North Business Park site is a modest edge of centre office park, on the periphery of the North Fringe area. The site is well located in respect of Bristol Parkway Station, the M4 and M32 which benefits it as an employment location and will be complimented by the planned Approach and East of Harry Stoke New Neighbourhood developments. The existing premises are reasonably sized functional multi-let floorplates that currently serve key market sectors in technology, housing and construction, as well as leisure through the gym. That said, employment activity is small scale, and the site also appears to be at physical capacity with little potential for growth, and therefore is unlikely to contribute significantly to key market sector growth in the long term.			
<b>C1.3 Recommendation –</b>			
<ul style="list-style-type: none"> <li>Retain and continue to safeguard for employment use.</li> </ul>			