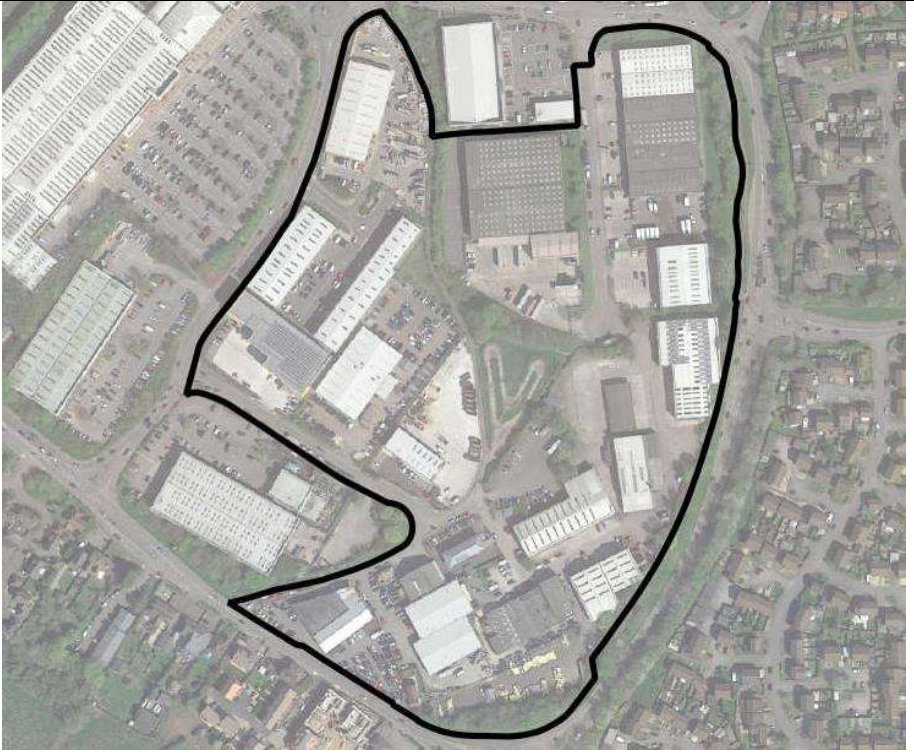


SG-22 Longwell Green Industrial Estate

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)	Longwell Green Industrial Estate, Aldermore Way, Longwell Green, BS30 7DA		
A1.2a Sub Area	Bristol East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	9.8a		
A1.5 Site Context	<p>The Longwell Green Industrial Estate is an industrial and retail park in the East Fringe, accommodating occupiers from a range of key market sectors – including trade counters, out-of-town retail, automobile repair shops, service-based industrial and leisure uses. The site is bound by Marsham Way to the east and by the A431 to the south. Residential units are located to the east, south and west. There is a BMX track situated in the centre of site.</p>		

A1.6 Policy Status (existing/emerging)	Site is a safeguarded area for economic development in 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 approved for industrial uses around 1978 and development in the area has continued since. Application PK11/2398/F was approved and developed for the erection of 7 units of B1c, B2 and B8. Application PK14/4805/F for the erection of offices, workshop and open storage was also approved and developed. The site has seen a number of change of use applications over the last few years. For example, such as applications PK15/1926/F and PK13/4743/F were for the change of use from industrial (B1 and B8 respectively) to D2 (leisure).
A1.8 Location	The site is located in Longwell Green, within the East Fringe of Bristol, in an out-of-centre location. The Industrial Estate/Trade Park has road frontage onto the major A4174 ring road into Central Bristol, Filton and the wider sub-region. It is bound by major roads and residential development to the east and south, with an Asda superstore to the north. Aldermoor Way runs through the centre of the site.

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: Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles - Administrative & Support Service Activities – Construction</p> <p>Key employers within the site include: Direct Line Insurance Group Plc - Nks Contracts Ltd - Reynolds Catering Supplies Ltd - Arcadia Group Ltd - Wpc Software Ltd - Qtac Solutions Limited -</p> <p>Longwell Green Industrial Estate accommodates a wide range of large out-of-town 'big box' retail/trade counters and smaller service-based industrial units. Current major occupiers from the Retail sector in the western section of the site include B&Q, Wickes, Screwfix and Next. The southern section of the site is focused on service-based industrial, particularly focused on the automobile industry, whilst the northern section includes larger premises for manufacturing and engineering (such as Mechanical Engineering Services and Precision Engineering). Key market sectors include Retail, Aerospace and Advanced Engineering, Housing, Construction and Development and Transport and Logistics.</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 40 business units operating within the site.
A2.2b Number of vacant units	According to SGC NDBR records, in June 2020 there were 1 unoccupied business units within the site - indicating that the vacancy rate is approx. 3%
A2.2c Estimate of total number of jobs on site (where possible)	There are approximately 620 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The site is characterised by new build stock to the west and older stock to the east of the site. The site includes low density industrial sheds with large footprints, with a variety of sizes and condition of stock. There is currently limited parking provision for the current occupiers, with open storage and circulation evident on site.

A2.3a Age and suitability of stock	Mainly built 1980's onwards; adequate specification, more suitable to local businesses.
A2.3b Evidence of significant vacancies	There is evidence of some vacancies, although not significant.
A2.3c Suitability of buildings for modern occupiers	Displays market appeal; day to day churn; attracts secondary value
A2.3d Onsite facilities	Poor loading and parking; minimal parking and basic fit out.

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> <p>The site is situated in an out of centre location, with access to the M4 situated approximately 10km away. The site is located with good access to the A4174, providing routes into Bristol City Centre and Filton in under 20 minutes by road. Although the site does possess relatively good access to the strategic road network, it lacks strong connectivity via rail. Keynsham station is located 2.5 miles south by road, which is realistically not within walking distance for the working population. The site has limited pedestrian access.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The site is served by bus routes linking the site to Bristol City Centre, Bath and Cadbury Heath. The site is also located adjacent to the A4174 ring road and has links to Bath Road. It is primarily accessible by car, with limited opportunities for public transport.</p>
A3.2a Reducing carbon from travel to work (Walking / Cycling)	The site has pedestrian access and is also 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 within 1.2km from Hanham town centre. It is also adjacent to Longwell Green out-of-town retail area.</p> <p>The site is well supplied with local amenities within a short walking distance, which make up the wider retail/leisure parks of the area. There are several local amenities both within and adjacent to the site – including supermarkets and other stores, as well as various restaurants, a cinema and a pharmacy. Gallagher Retail Park bounds the site to the north, including a Marks & Spencer, Boots and Caffe Nero.</p>
A3.4 Digital Connectivity	The Think Broadband UK Broadband Coverage and Speed Test Result: Superfast – download speeds up to 24 mpbs

A3.5 Compatibility with neighbouring uses/character of wider area	Mixed commercial area with residential nearby; mainly compatible uses The site is generally compatible with the surrounding uses, particularly the retail park adjacent to the site. Although there are extensive residential uses in proximity to the site, the site is well contained from the wider residential area.
A3.6 Strength of functional and/or spatial linkages	The site mainly serves the local area but there are functional links with the neighbouring retail park. The distribution premises on the site will have links with the wider sub-region, as will the retail stores. The site provides employment opportunities to the sub-region, however remoteness from large transport hubs and poor access to motorway and strategic road network provides a key constraint.
A3.7 Access to Local Workforce	Site within East Fringe: More resident workers than jobs (job to worker ratio <0.5).

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	The site offers a range of ‘big box’ retail and small-scale manufacturing options, which are relatively modern and remain in good condition for a range of occupiers. This includes prime, purpose-built premises for low density retail warehouses and trade counters, as well as sui generis sites. These provide good circulation and strong parking provision, with beneficial access options. The site is therefore suitable for retail and distribution uses, in line with the existing occupiers and stock on the site. The Industrial Estate is a prime location for such uses, offering strategic links into Avonmouth and Bristol, and beyond into the West of England area via a highway network suitable for HGV movements.				
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 Longwell Green Industrial Estate site is important for out-of-town retail uses, including purpose-built single storey and low-density options for a range of occupiers. The site’s location offers strong connectivity, which benefits the sector, as well as strong parking provision. The existing industrial stock on the site is suitable for the current smaller scale uses; however, the redevelopment of units would be required to deliver viable premises to meet the market and sector needs of more modern occupiers.				
B1.3 Scale of Opportunity	N/A – no significant development potential.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	There are no requirements for infrastructure investment if the existing activity on site is to be maintained, however refurbishment might be required if demand from occupiers seeking more high-spec and high-tech spaces increases in out-of-centre locations to capture this demand.				
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	Yes – Within 2km of Priority Neighbourhood		
Clean Growth			
B1.8 Potential to meet demand for new/emerging green industries	Currently limited potential to meet demand for emerging green industries, as this is not compatible with the existing trade offer and there is limited opportunity for new development expected on the site. There is a small opportunity to redevelop the industrial and warehouse premises to serve such industries, however it is unlikely that demand will exist in such a retail-focused location. The largely residential uses surrounding the site also limited the range of employment activity which can occur on the site.		
B1.9 Potential to contribute to zero/low carbon growth?	Currently limited potential to contribute to zero or low carbon growth, as this is not compatible with the existing uses and supply chain. There is limited opportunity expected for new development or redevelopment expected on the site. The trade counters and retail uses which dominate the site are unlikely to contribute towards low carbon growth without significant investment in redevelopment.		
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.
There is currently limited viability for the in-situ expansion of businesses within the Industrial Estate, owing to the physical constraints of the site and the lack of market demand for retail space due to COVID-19. The significant investment required to redevelop the existing premises would not be considered proportionate to the market positioning of the site. Refurbishment may be required in the long term to maintain demand.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The Longwell Green Industrial Estate is arguably not currently capable of providing flexible/co-working space or start-up hub space, due to the traditional industrial and retail uses which currently reside in the location.		

	Significant refurbishment and redevelopment would be required to accommodate such uses, whilst demand is likely to be limited due to the out-of-town location and lack of access to public transport. The existing retail occupiers are unlikely to vacate the site in the short to medium term, thus there is no viable space to redevelop the site to accommodate such uses.		
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 constrained by the residential and retail uses that neighbour the Industrial Estate, as well as the bounding road frontage to the A4174 and Marsham Way, and Aldermoor Way which runs through the site. Therefore, it is unlikely that the site could develop beyond the boundaries of the existing allocation. There is currently no surplus developable land located on the site in addition.		
			✓
	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.	Major or prohibitive constraints that will undermine development 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 has strong potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		RAG Summary Strong	
C1.2 Justification/rationale – The existing use on the site performs well as an out-of-town retail and industrial location, which serves the key sectors of Retail and service-based industrial well. This includes leading trade counters and smaller industrial uses (such as automobile services), with reasonable potential to contribute to employment growth. The Industrial Estate is a prime location for such uses, offering strategic links into Bristol and Avonmouth, and beyond into the West of England area via a highway network suitable for HGV movements. The site is constrained by the bordering uses of the site, including the residential developments and major road network, as well as limited available land for development. There is reasonable scope to redevelop the general industrial premises in the south of the site, if market demand exists for this.			
C1.3 Recommendation –			
<ul style="list-style-type: none"> Retain and continue to safeguard for employment use. 			

