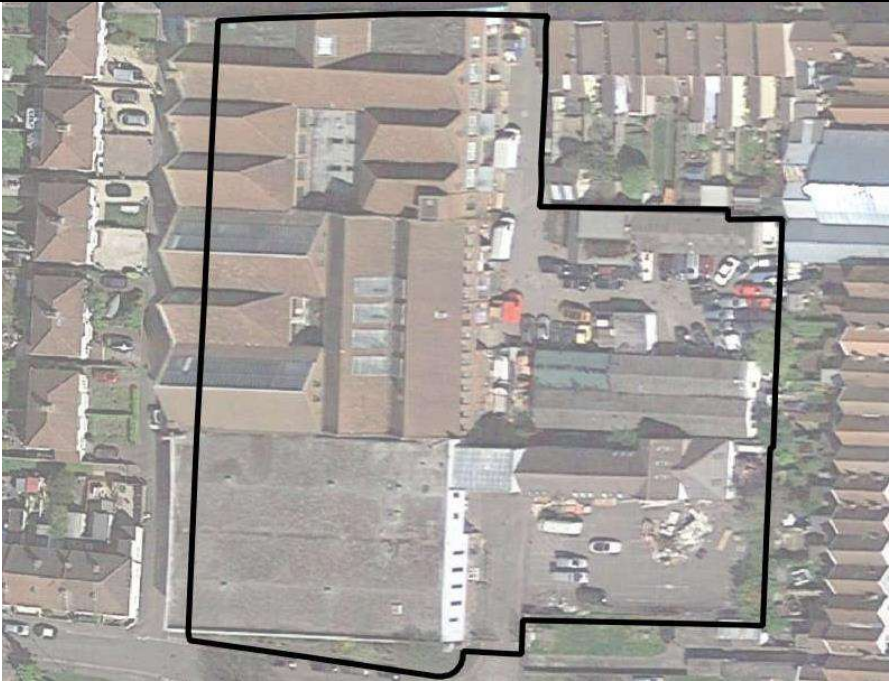


SG-27 Hayward Industrial Estate

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)	Hayward Industrial Estate, Hayward Road, Staple Hill, BS16 4NT		
A1.2a Sub Area	Bristol East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	0.8ha		
A1.5 Site Context	<p>Hayward Industrial Estate is a small cluster of office space and light industrial / manufacturing uses, located in the residential area of Soundwell. The site is located to the west of Soundwell Road (A4017), and to the east of Hayward Road and north of Portland Street. The site includes Exhibition House, which houses small-scale manufacturing businesses and creative SMEs. The traditional industrial stock also accommodates a gym and a martial arts school.</p>		
A1.6 Policy Status (existing/emerging)	<p>The 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</p>		

A1.7 Planning history	The site has been operational as industrial and warehousing predating the 1970's. More recently, application PK16/5111/F was granted which allowed the southern part of the site to be demolished, with 5 flats and 3 dwellings being developed on the site.
A1.8 Location	The Hayward Industrial Estate is located edge-of-centre in the suburb of Soundwell, approximately 5 miles north east of Bristol City Centre. The site is situated within the East Fringe FEMA, with good access to the A4017. The site is located to the west of Soundwell Road (A4017), and to the east of Hayward Road and north of Portland Street. The site is surrounded by residential properties.

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: Professional, Scientific & Technical Activities – Construction</p> <p>Key employers within the site include: Exworks Limited - Project Graphics Ltd - Vivid Content Marketing Limited</p> <p>The Hayward Industrial Estate provides for small-scale general industrial and trade counter use, with the current occupiers including CNC Bristol (fabrication engineer), Mourne Timber Solutions (timber merchant) and Rck Garage Services (vehicle repair shop). The site also includes a small fitness studio, Body Focus, which demonstrates the flexibility of the current ageing industrial structures located on the Industrial Estate.</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 11 business units operating within the site.
A2.2b Number of vacant units	According to SGC NDBR records, in June 2020 there were 2 unoccupied business units within the site - indicating that the vacancy rate is approx. 18%
A2.2c Estimate of total number of jobs on site (where possible)	There are approximately 60 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The Hayward Industrial Estate is comprised of ageing industrial stock in poor condition, with inadequate parking provision on the site for the current occupiers. The Industrial Estate would require extensive refurbishment in order to provide suitable accommodation for modern occupiers, if market demand existed to make this viable. The site is positioned in a sensitive location, in the centre of a residential area.
A2.3a Age and suitability of stock	Built before 1980; inadequate specification compared to modern units, suitable to local businesses. Industrial - 5m eaves or below; Office – cellular offices.
A2.3b Evidence of significant vacancies	There is evidence of some vacancies, potentially suggesting declining demand.
A2.3c Suitability of buildings for modern occupiers	Occupier resistance; limited market appeal; longer void rates; command below 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>Restricted access for HGVs, restricted access to major road networks</p> <p>The Hayward Industrial Estate site is located approximately 3 miles from motorway access to the M4, thus offering reasonable connectivity to the strategic road network. Bristol City Centre is situated 5 miles west (approximately 20 minutes by car via the A432) and the Port of Bristol at Avonmouth is approximately 15 miles west. The site is fairly remote from the strategic rail network, with Stapleton Road station located 3.5 miles away providing regional and interregional links. The site is served by an hourly bus service to Bath, Kingswood, Patchway and Cribbs Causeway. However, despite this relatively strong strategic connectivity, the site has restricted access for HGVs, owing to the residential location of the site and narrow entrances.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>Hayward Industrial Estate is served by an hourly bus service to Bath, Kingswood, Patchway and Cribbs Causeway. Stapleton Road rail station is located within easy driving distance, which provides infrequent services to a number of locations nationwide – including Bristol Parkway, Temple Meads, Weston-super-Mare and Weymouth. The site provides easy access to the A432, which offers links into the centre of Bristol.</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 stop.
A3.3 Accessibility to town centres/local amenities	<p>The site is within 1.2km from Staple Hill town centre.</p> <p>The site is well served by local amenities, owing to its location near to Staple Hill town centre. A range of food and drink establishments, as well as convenience services like banks, a gym and a pharmacy can be accessed in walking distance. These include a Co-op, Tesco Metro, Greggs and several coffee shops within a 10-minute walk.</p>
A3.4 Digital Connectivity	The Think Broadband UK Broadband Coverage and Speed Test Result: Ultrafast – download speeds up to 300 mpbs.
A3.5 Compatibility with neighbouring uses/character of wider area	<p>Mainly residential with few commercial uses; incompatible uses</p> <p>The immediate area surrounding the Hayward Industrial Estate is dominated by residential uses, with relatively limited screening. The residential area will limit the range of employment activity which can occur on the site. The site has limited compatibility with the employment offer in the wider area.</p>
A3.6 Strength of functional and/or spatial linkages	The existing businesses on the site mainly solely serve the local area, thus there is no evidence of existing functional linkages with other sites.
A3.7 Access to Local Workforce	Site within East Fringe: More resident workers than jobs (job to worker ratio <0.5).

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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 Hayward Road site is small ageing industrial estate in a residential area, providing for small-scale general industrial uses. The existing premises are traditional, low-spec industrial stock in ageing condition in an edge-of-centre location with restricted access. All of the stock is single storey with small floorplates, with inadequate parking provision for the current uses. The site therefore may be suitable for its existing occupiers, such as small-scale retail and a garage, but is unlikely to be able to accommodate larger businesses with more modern premise requirements.				
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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 does not meet the sector/market needs of any larger businesses, owing to the low spec and small premises available. Despite reasonable connectivity via the strategic road network, the site has poor access and is not currently suitable for modern occupiers from the Aerospace and Advanced Engineering or Transport and Logistics sectors. The existing structures are fairly flexible however, as demonstrated by the fitness studio, so may be suitable for similar small retail or leisure uses.					

B1.3 Scale of Opportunity	N/A – no significant development potential.				
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B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	N/A – no significant development expected on the site. However, the refurbishment of current premises may be required to accommodate modern occupiers if sufficient market demand exists.				
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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			✓	
	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

groups and/or areas of high deprivation.	type of employment likely to be generated	and/or provision of suitable jobs	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	There is currently limited to no potential to meet demand for emerging or new green industries, as this is not compatible with the existing uses. The site is small-scale and existing stock is ageing, therefore significant infrastructure investment would be required if demand did exist here. No major development is expected on the site in future.		
B1.9 Potential to contribute to zero/low carbon growth?	There is currently limited to no potential contribute to zero or low carbon growth on site, as this is not compatible with the existing uses. The site predominantly serves small-scale industrial activity and the existing stock is ageing, therefore significant infrastructure investment would be required to contribute to low carbon. No major redevelopment is expected on the site in future.		
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 scope for in-situ expansion of businesses or intensification, largely as a result of low market demand and the constraints posed by the neighbouring high-density residential dwellings. Refurbishment may be required to appeal to modern occupiers, however there is unlikely to be sufficient market demand to make this economically viable.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The Hayward Industrial Estate may be suitable for flexible or co-working space, however this would require the repurposing of the majority of units to create shared office space or workshops. The area may see demand increase for flexible neighbourhood working hubs as lockdown continues, particularly due to the site's proximity to residential populations and the town centre. There is reasonable potential for provision of affordable and flexible workshop/studio space for start-ups and SMEs, however the small-scale of the site means grow-on space could not be provided here and thus the range of uses would be limited. The surrounding residential area also limits the range of employment activity which can occur on site.		
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 physically constrained on all sides by the surrounding residential development which borders the site, undermining the feasibility of future development. The range of employment activity which can occur on site will therefore be limited.		
			✓
	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 limited strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		RAG Summary 	
C1.2 Justification/rationale – The Hayward Industrial Estate is small industrial estate located in the suburban area of Soundwell, on the eastern border of the City of Bristol. The site accommodates general small-scale industrial and retail activity in the current ageing stock. It may be suitable for the current SME and sole trader businesses occupying the site; however, it is unlikely to be able to accommodate more modern occupiers or larger scale uses. The site is physically constrained by the residential surroundings and poor access, although it does have strong connectivity to Bristol via the strategic road network. There is potential for the accommodation of start-up units with minor refurbishment, however the site is unlikely to be of strategic importance in the short to medium term.			
C1.3 Recommendation –			
<ul style="list-style-type: none"> • Retain and continue to safeguard to protect existing employment activity. • Alternative strategies for the employment land area should be considered, as the site does not currently contribute significantly to employment or economic growth and is unlikely to in future. 			