

SG-30 Bowling Hill, Chipping Sodbury

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	<input checked="" type="checkbox"/>	<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)	<input type="checkbox"/>	
	Allocated (in Local Plan)	<input checked="" type="checkbox"/>	
	Proposed (submitted to HELAA)	<input type="checkbox"/>	
A1.2 Site Name & Address (Inc Site reference, if applicable)	Bowling Hill, Station Road, Chipping Sodbury, BS37 4AD		
A1.2a Sub Area	Yate and the Surrounding Areas		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	7.8ha		
A1.5 Site Context	The site is an industrial and office park located to the east of Yate, in the Chipping Sodbury employment area. The Bowling Hill site includes a range of manufacturing and service-based industrial uses. The office premises are located to the south of Station Road, with the industrial premises to the north.		
A1.6 Policy Status (existing/emerging)	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		

A1.7 Planning history	The site has been used for industrial purposes since before the 1970's. Since then, the site has had numerous applications on it, such as N2385/1 in 1975 for the erection of a two storey office block totalling 1107sqm has been permitted on the site, as well as P87/2726 (erection of three storey office building). throughout the past 30 years, the site has seen applications to change the boundary walls, installation of photovoltaics and boundary walls. In 2017, application PK17/5068/PNOR was submitted requesting prior notification for the change of use of offices to residential. This was approved in December 2017.
A1.8 Location	The site is located to the north of Station Road, within settlement limits, and is bounded by residential to the north, west and south. To the east is the Ridge Wood Nature Reserve.

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 - Manufacturing – Construction</p> <p>Key employers within the site include: Merlin Housing Society Ltd - Jelf Group Plc - Sharpak Yate Ltd - Ian Williams Ltd.</p> <p>Medium sized industrial site with large heavy industries to the north, including SunChemical factory (Creative and Digital Technology Professional Services), Sharpak Yate (supply chain) and more general industry and office space in the central and southern section's providing Professional services (Ian Williams property, Mercer Marsh Benefits, Merlin Housing), Advanced Engineering (COWI UK), Creative and Digital Services (Wizards Systems, IAP UK), Construction services (Drillcut) and Retail (Nichols Countryside) .</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 31 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. 6%
A2.2c Estimate of total number of jobs on site (where possible)	There are approximately 1140 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	Overall the premises are ageing and relatively dated, however could provide office or industrial space for small occupiers or as a secondary office location for a larger company. The northern section provides a more specialist area for select companies, notably SunChemical ink production. Hillside Court office is currently let, providing Grade B office space. There are good environmental conditions at the site, however there is poor provision of parking, particularly in the northern section of the site.
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 vacancies is the Hillside Court office.

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 Bowling Hill site is 5 miles from the M4 motorway, with adequate local road infrastructure in place. Yate rail station is located 2km away from the station, providing passenger transport to Bristol hourly. The site is relatively remote from any other major or strategic transport hubs, with restricted access for HGVs.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>Site is served by local buses on Station Road that allow access from large residential areas of Yate and Chipping Sodbury and Yate rail station. Good local highway conditions allow for adequate access in and out of the town and towards the M4. The site has limited pedestrian access and is remote from strategic cycle routes.</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 Yate and Chipping Sodbury town centres.</p> <p>Site is located within the centre of the Yate-Chipping Sodbury conurbation and adjacent to the town centre boundary for Yate. This provides a large level of amenities within easy walking distance – including eateries, food shops and convenience services like banks and a pharmacy.</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>Mixed commercial area with residential nearby; mainly compatible uses</p> <p>There may be compatibility concerns with the heavy industry located at the site and the historic market town centre of Chipping Sodbury. The town centre focuses on market stalls and local eateries to attract visitors, whereas the Bowling Hill site relies on heavy industry for large proportion of the site.</p>
A3.6 Strength of functional and/or spatial linkages	There are functional linkages with the town centre of Chipping Sodbury and the wider Yate area. There is a slight functional link between the Research & Development that is undertaken at other SunChemical sites within the West of England and the factory site on the estate.
A3.7 Access to Local Workforce	Site within Yate / Chipping Sodbury: broad balance between resident workers to job (job to worker ratio 0.5-1.5).

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 industrial premises are predominantly made up of ageing industrial stock. This includes low spec sheds and warehouses in a high-density configuration, with reasonable supply of open storage and relatively constrained parking provision. The existing premises on the site are suitable for regional/local manufacturing and warehouse activities. While not necessarily a prime site for manufacturing or distribution, the site offers access to the residential population of Yate. The site is therefore suitable for small-scale activity from the Aerospace and Advanced Engineering and Transport and Logistics sectors. The office premises are comprised of Grade B, multi-let office suites. Crucially, the office space contains relatively small floorplates. As a result, the site is predominantly suitable for small-scale office activity – for instance SMEs, sole traders and start-ups. This could include smaller businesses from the key market sectors of Professional Services and Creative and Digital.</p>				
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 industrial section of the Bowling Hill site performs well as a manufacturing hub for the local area. The site's location does not necessarily meet the locational demands of distribution and manufacturing uses; however, the current uses are predominantly local scale. The existing stock on the site is suitable for these current smaller scale uses; although a reconfiguration of the site and existing units would be required to deliver viable premises to meet the market and sector needs of more modern and larger-scale occupiers. The office section of the Bowling Hill site currently meets the premise and locational requirements of the small-scale office activity occurring on site, including social enterprise and minor Professional Services activities. There is currently no cohesion and synergies between the existing uses, with no evidence of clustering. The current vacancies on the site suggest that market demand may be declining for such premises in the Yate and Chipping Sodbury area. There is reasonable potential to redesign the offices to provide flexible/co-working space.</p>				
B1.3 Scale of Opportunity	<p>No significant development potential, with a lack of developable land for intensification. However, there is a reasonable opportunity to redevelop and modernise the existing facilities to meet the demands of more modern occupiers.</p>				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	<p>In order to attract demand from modern occupiers, investment will be required to rationalise the site layout and redevelop the existing ageing industrial stock. However, no investment is required to maintain the employment activity currently occurring on site.</p>				
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	There is currently no potential to meet demand for new or emerging green industries, owing to the current low-tech/low-spec stock and the unlikelihood of development of the existing site in the short to medium term.		
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 site location. The site is primarily accessible by car and serves heavy industry in parts, thus reducing opportunities to limit carbon emissions.		
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 likely to be reasonable market demand for the redevelopment of existing premises for modern occupiers, but with relatively limited physical space for redevelopment or intensification – owing to the physical constraints of the high-density site and bordering residential uses.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The existing stock on site could potentially provide space for social enterprise, however there is not likely demand for this in Chipping Sodbury. In addition, the site could be capable of providing flexible/co-working space, if the office space is refurbished accordingly to meet the spatial requirements. The site is situated in a relatively remote residential area,		

B1.12 Capable of providing flexible/co-working space / and/or facilitate remote working	although demand may increase for remote working hubs in such areas as a result of the COVID-19 pandemic. The site is not suitable for incubator or start-up hub space, due to its edge-of-town location and a subsequent lack of market demand.		
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 by the road boundaries of neighbouring Station Road, as well as the surrounding residential area and River Frome. The existing site currently has no land available for new development or intensification of existing activity, combined with a lack of market demand. The site is situated within Flood Zones 2 and 3. Redevelopment would not be undermined by these constraints.		
		✓	
	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 expected on the site.		
C1 Regional Conclusion and Recommendations			
C1.1 Conclusion: The site has reasonable strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		RAG Summary Reasonable	
C1.2 Justification/rationale – The Bowling Hill site offers provision of traditional industrial sheds for relatively small-scale industrial uses relating to manufacturing and service-based industrial uses, as well as Grade B office space. The site accommodates general industrial activity and warehousing units for a range of key market sectors. It provides much-needed employment premises in the centre of a residential area, although the majority of stock is ageing and unlikely to be suitable for all modern occupiers. The greatest issue for the site is the heavy industry which dominates the site, which limits its attractiveness to new businesses and will oppose redevelopment of the site without being supplied with suitable new premises in a similar location.			
C1.3 Recommendation –			
<ul style="list-style-type: none"> • Retain and continue to safeguard for employment use. • Limit any new heavy industry from moving into site premises. 			