


SG-34 Indesit Site, Station Road

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)	Indesit Site, Station Road, Yate BS37 5HR		
A1.2a Sub Area	Yate and Surrounding Areas		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	4.6ha		
A1.5 Site Context	<p>The site is an existing employment located in the Yate and surrounding areas FEMA subzone to the north-west of Bristol, which accommodates a range of employment uses. It forms part of a wider storage and distribution cluster and is situated on the boundary of Yate Town Centre, the largest town in South Gloucestershire. The adopted Core Strategy (2013) allocated a new neighbourhood and infrastructure investment north of Yate, with the town growing, and continuing to grow, over the Core Strategy period as these significant allocations are built out.</p>		

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. In addition, the site is located within the identified masterplan area for which the Yate Masterplan is currently being prepared.
A1.7 Planning history	The site has been used for industrial purposes for a significant number of years. Most recently, application PK12/0539/F was approved and sought to erect a storage building. This application has been implemented. There are no other applications on the site.
A1.8 Location	The site is located to the north of Badminton Road (A432) within close proximity of Yate railway station. The site is bounded by open space and residential to the north, residential to the east and south, and Badminton Road industrial Estate to the west.

A2. Current Use *(Existing employment and town centre sites only)*

A2.1 Current role and sectors served by site	<p>Main Employment Sectors within the site include: Accommodation & Food Service Activities - Manufacturing - Administrative & Support Service Activities</p> <p>Key employers within the site include: Whirlpool UK Appliances Ltd</p> <p>The site forms part of larger employment cluster extending eastwards from the railway line and town centre boundary towards which storage and distribution uses are currently being directed but serves a dual role. The site is dominated by a large purpose-built manufacturing plant (Whirlpool), serving the advanced manufacturing and engineering sector, and a range of storage and distribution sheds associated with the business in the northern part of the site.</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 was 1 business unit 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 220 (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 accommodates a large purpose-built manufacturing plant and several smaller associated units, which appear generally in good condition and fit for the purposes they serve. Across the site, there is reasonable parking provision and space for circulation.
A2.3a Age and suitability of stock	Mainly built 1980's onwards; adequate specification, more suitable to local businesses. Industrial - 5m to eaves upwards.
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	Reasonable site access for all vehicles, indirect or restricted access to major road network. The site is located about 7 miles from both the M4 and M5 motorways and Yate railways station is located 100m to the southwest within easy walking distance of the site. The premises have reasonable site access for HGVs and other vehicles.
A3.2 Local accessibility and opportunities to reduce carbon through travel Indicator compiled by the following:	Site is served by local bus routes on Station Road and there are frequent buses (6 per hour) linking the bus station, rail station, and onwards to Bristol. Easily accessible by rail, being located in close proximity to Yate railway station. However, Station Road is congested with traffic and unattractive for travel to work by walking and cycling. The Yate Master Plan is currently exploring the delivery of strategic road infrastructure around the west of the town to allow for downgrading Station Road and reallocating road space for vehicles to provide more attractive walking and cycling routes and green infrastructure.
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 stop.
A3.3 Accessibility to town centres/local amenities	The site is within 1.2km from Yate town centre The site is located on the north-eastern boundary of Yate Town Centre, which is the largest centre in South Gloucestershire and provides good access in walking distance to a broad range of local amenities, including, eateries, convenience stores, petrol station etc.
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	Mixed commercial area with residential nearby; mainly compatible uses. Compatible with the surrounding industry to the south and west of the site. However, there is a significant level of residential housing surrounding the site to the north and east – which could restrict the activity occurring on site.
A3.6 Strength of functional and/or spatial linkages	Spatial linkage with town centre and surrounding industrial sites. Reliant on strategic transport routes for trade and possibly the train station for skilled labour.
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	The existing specialist manufacturing unit is suitable to meet strategic demand from the sector in this edge of centre location. Single story, low density sheds around the edge of the site may also be suitable to meet strategic demand from larger local businesses and independent/sole traders, should the current occupier vacate. This could include affordable start-up space and storage space in the warehousing sector. In addition, the site is potentially suitable to meet strategic demand from clean industrial activities in the service-based industrial sector.				
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 performs well for the uses of its current occupier, include a purpose-built manufacturing facility. The site's location does not necessarily meet the locational demands of distribution and manufacturing uses, although it is reasonably well connected via the strategic road network. The existing stock on the site is suitable for a range of uses, with the potential to meet strategic demand from clean industrial activities in the service-based industrial sector.				
B1.3 Scale of Opportunity	The southern section of the site includes a small amount of underutilised land that provides some opportunity for redevelopment/intensification of existing activities, perhaps as part of the wider town centre regeneration.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	The Joint Local Transport Plan 2036 identifies a number of major schemes that are proposed around Yate. These include improved railway infrastructure and cycle routes, a Yate metrobus extension and a number of new highway routes including a link to the proposed M4 Junction 18a, a new Winterbourne and Frampton Cotterell bypass and Coalpit Heath and Westerleigh bypass. MetroWest phase 2 is set for delivery in 2022 and will increase the number of trains linking Yate to central Bristol to half hourly rather than hourly.				
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	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 premises to serve such industries, however it is unlikely that demand will exist in such a service-based industrial-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?	The site is located within walking distance from Yate station, where MetroWest phase 2, set for delivery in 2022, will increase the number of trains linking Yate to central Bristol to half hourly rather than hourly. Improving the station and its surrounding environment and connections is likely to further improve uptake of rail travel for journeys to and from Yate, attracting new journeys to the rail network and encouraging switch to travel to work by rail.		
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.
The site has good prospects if redevelopment occurs, which could allow for several modern occupiers on the site. However, market demand is fairly limited for current or redeveloped site. Minimal infrastructure requirements for current site. The site forms part of the emerging Yate 'Urban Living' area, which seeks to support regeneration in the wider Yate Town Centre and develop the link along Station Road between Yate Rail Station and the main retail area.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The Indesit site may be suitable for flexible or co-working space; however, this would require the significant investment to repurpose the 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 some limited potential for provision of affordable and flexible workshop/studio space for start-ups and SMEs, however the existing uses of the site means grow-on space could not be provided here and thus the range of uses would be limited.		
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	Relatively unconstrained environment if significant redevelopment was to occur. Only potential issues would be concerns from the local residents that live adjacent to the site, but this would be minimal if the premises were kept the same or replaced with a more sympathetic building.		
		✓	
	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 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 – This established site is located on boundary of Yate Town Centre, which is the largest town in South Gloucestershire and is set to grow further in response to strategic housing need and employment growth, supported by significant investment in transport infrastructure. The current occupier is a well-performing large employer in the area and provides skilled and varied work for the local residents. Trying to remove the occupier would impact upon a key market sector within the town. However, the site provides reasonable potential to contribute to employment growth, whether that through becoming a mixed use site or alternative uses. However, this becomes possible if the current occupier decides to relocate. This is due to the size of the site and the specialised manufacturing plant could be extensively redeveloped to provide high quality office space/smaller manufacturing plants that promote green industries.			
C1.3 Recommendation – <ul style="list-style-type: none"> • Retain and continue to safeguard for employment use. • Identify necessary policy and investment requirements to promote green industry manufacturing. 			