

# South Gloucestershire 2035: Where innovation drives opportunity for all

Economic Regeneration Strategy 2025 - 2035

# Executive Summary

**Our vision for South Gloucestershire is to be a place where innovation drives opportunity for all.**

This strategy sets out how the council will support South Gloucestershire's economy to prosper over the next decade and translate higher productivity into better living standards and wellbeing for residents and communities. Success for us is clear:

- More prosperous communities, with higher quality of life and wellbeing
- More residents in well paid, sustained employment
- More young people in work, education and training
- More businesses of all sizes and sectors that are competitive and thriving
- More businesses and economic infrastructure that are resilient to the impacts of climate change
- The highest productivity in the South West

## A new economic regeneration strategy for South Gloucestershire

The Council's Economic Regeneration Strategy sets economic direction, including where local priorities should be embedded in the delivery of West of England Combined Authority (WECA) activities. The strategy steers where the council will focus economic development activity, how it will attract funding and private investment, and informs decisions on infrastructure, planning, and skills ensuring that every action we take contributes to long-term prosperity for our residents, businesses and communities.

Productive growth, driven by inclusion, innovation and sustainability, is key to improving life in South Gloucestershire. We care about productivity because it drives the changes we want to see: higher living standards, resilient and competitive businesses, and an economy that works for everyone. When businesses become more productive, they can offer higher wages, putting more money in the pockets of our residents. This, in turn, improves quality of life, strengthens communities, and boosts local spending, which supports the broader economy.

But growth cannot come at any cost. Our approach is also centred on protecting and expanding our natural habitats. Healthy ecosystems are essential for a high quality of life, providing clean air, green spaces, and a healthy environment for future generations, while helping us build resilience against the impacts of climate change.

### **A new framework for prosperity**

Developed between January and September 2025, this strategy is underpinned by socioeconomic data collected in March 2025 and shaped by engagement with young people, businesses, and strategic partners, including workshops, interviews and a South Gloucestershire-wide survey.

This strategy is focused on the economic and regeneration levers available to the Council – such as investing in infrastructure, business premises, skills development, inclusive innovation<sup>1</sup> and transport options - which are embedded within our priorities and areas of focus.

The strategy is owned by the Council and forms part of our core strategic documents alongside the Council Plan 2024-2028, the Tackling Inequalities Plan 2024 – 2028 and the emerging Local Plan 2026-2041. It is aligned to wide Council strategies, such as the Climate Emergency Strategy, Housing Strategy and the Joint Health and Wellbeing Strategy without duplicating the priorities contained within them. The components of the strategy are shown below.



<sup>1</sup> Inclusive innovation is the development of new ideas, services, products, and processes in a way that benefits all of society and the rest of the planet. This includes all activities and processes included in the innovation process including awareness and learning to funding and resources.

The areas we will concentrate on as part of delivering each priority.



### Early actions

Expanding what works, embracing new opportunities, and piloting new solutions to stubborn challenges. Actions will evolve as part of implementation.



### Measures of success

The metrics we will track to understand progress and change for our economy, people, businesses, communities and environment.

## Our engagement and analysis

We have engaged widely to inform the priorities in this strategy and undertaken a detailed review of available economic data. Every business in South Gloucestershire was invited to respond to a survey, and we undertook workshops with 16–18-year-olds to ensure that the future workers and leaders of South Gloucestershire have their views heard.

Our analysis found that:

**South Gloucestershire is one of the most productive and dynamic local economies in the UK, the second most productive part in the South West, with wages and productivity outstripping the national average.**

*Our economic mix and assets aren't as well-known as they should be. People, particularly young people, are not aware of the full range of opportunities available locally.*

**The people of South Gloucestershire are the driving force behind our success. We have a high employment rate, highly qualified workforce, and the average resident earnings of £33,827 exceed those in Bristol and Bath. 27% of residents report very good life satisfaction in their area as a place to live. With the population projected to grow by 16% by 2035, our people will continue to be an important engine for our economy.**

*A growing and ageing population will put more pressure on housing, services, and infrastructure, making targeted local action essential. Our emerging Local Plan – a sister document to this strategy – sets out plans for 22,500 new homes and 27,500 jobs. We need to make sure there are enough jobs, infrastructure, and thriving local centres to create sustainable, great places to live and work.*

**Our productivity isn't concentrated in a single 'standout' sector: 9 out of our 15 sectors outperform national productivity benchmarks. 21% of our residents**

**are employed in professional occupations, and 96,780 residents contribute to our vital everyday economy (58% of the workforce).**

*We must support all sectors and businesses if we want to succeed. Our businesses are small, large, local, global, historic, and innovative. We need to create clear routes into local jobs, including part-time positions, volunteering, work experience, and upskilling opportunities for people looking to change careers or re-enter the workforce.*

**South Gloucestershire cannot be pigeonholed – coastal, rural, suburban, and industrial – we are distinct from Bristol and Bath with local identities that reflect our places and communities. We have successful and growing innovation space in the Bristol and Bath Science Park, large scale industrial, logistics and net zero opportunity around Severnside, premier South West retail and leisure around Cribbs Causeway, and beautiful coast and countryside, ranging from the Severn Estuary to the Cotswolds. Our economy combines world-class engineering and advanced manufacturing with a strong everyday economy of retail, care, construction, and local services – the foundation of our communities.**

*But businesses tell us they struggle to find suitable space to grow, transport can be unreliable and slow, and recruitment can be difficult. Vulnerability to climate change will disproportionately affect some of our major employment centres and sectors. Our commitment to achieving carbon neutrality will require a significant increase in investment in sustainable transport and renewable energy, driving the transition to a low-carbon, accessible future.*

**We are home to just over a quarter of the businesses and jobs in the eight priority Industrial Strategy sectors in the WECA geography; we generate nearly half (48.4%) of the total GVA in these sectors.**

*But prosperity is not shared across South Gloucestershire. The wealth of some parts of the district masks significant inequalities in others, including neighbourhoods in Patchway, Filton, Yate, Kingswood, and Staple Hill. As well as targeted action to tackle inequalities, we must protect and restore nature and biodiversity must create greener, healthier environments that are essential for our quality of life.*

## **The economy**

Our productivity growth is not a short-term spike. Over the past two decades, productivity has grown by 68%, significantly outpacing national rates and regional comparators like Bristol (60%) and Bath & North East Somerset (46%). We are an economic leader for the South West and country, driving the next wave of UK innovation and growth and are at the heart of the UK's Industrial Strategy (IS) and West of England Regional Growth Strategy.

We are home to one of UK's most powerful supercomputers. South Gloucestershire now has eight times the national average concentration of businesses in quantum technology. We contribute nearly half of the West of England's employment in aerospace and machinery, a sector which made up 80% of WECA's imports in 2021.

We have a rich cultural heritage and are home to major visitor events and experiences, ranging from Badminton Horse Trials to the South West's retail centre at Cribbs Causeway, and attractions like Bristol Aerospace and The Wave. We also have a strong everyday economy, with sectors like health and social care employing over 15,000 people, logistics and transport expanding with a 75% increase in employment from 2017 to 2022, and over 1,900 construction businesses in South Gloucestershire.<sup>2</sup>

Since the early 1900s, South Gloucestershire has been a global leader in aviation and engineering. This legacy is forging a new innovation driven path through a diverse business base, powered by nationally critical employers such as Airbus, Rolls-Royce, and the Ministry of Defence and new visitor attractions like Aerospace Bristol. These businesses continue to invest in South Gloucestershire; Hewlett Packard, Airbus and Rolls-Royce have all invested in new facilities in the last five years. We also have a proud mining heritage, with our three active quarries playing a vital role in meeting both local and national infrastructure needs. Our rural economy, driven by agriculture and food production remains integral to the fabric of our economy and provides a strong foundation for sustainable growth.

We are at the forefront of innovation; we stand as a prominent UK hub for advanced manufacturing, aerospace, and digital technology. South Gloucestershire is home to the National Composites Centre (NCC), South Gloucestershire's world-leading institution for composites research and development, which works with leading manufacturers on research into future industrial materials. Alongside this is IAAPs, a world-leading centre of excellence supporting the transport industry in the transition to net zero.

Major developments, such as the £2 billion Brabazon project will deliver transformational new housing growth, 3 million square feet of commercial space, and a 17,000-seat arena, while £400 million is being invested in the major industrial area covered by the West of England Industrial Cluster - covering Portbury, Avonmouth and Severnside - into the UK's first carbon capture and shipping hub, create a leading hub for clean growth and manufacturing. We are an area that is growing – now we must ensure that this translates into opportunity for our communities and smaller businesses.

## We set out four priorities

Our successful and innovative industries are powering the region's growth and future opportunities. But as the evidence and what we've heard from businesses, young people, and partners show, there is more we need to do to make South Gloucestershire a place where innovation drives opportunity for all.

This strategy sets out four overarching priorities that respond directly to these insights. Each is supported by key areas of focus and early actions which will be

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<sup>2</sup> ONS Business Register and Employment Survey (2022); ONS, Business Counts (2024);

reviewed and updated as part of strategy implementation. An overview of the priorities, areas of focus and actions are included in the appendix.

### **A role for everyone, with prosperity shared by all.**

Some of our places and people face challenges which prevent them from sharing in the success of our economy now and in the future. This priority is about unlocking opportunity, ensuring that everyone can benefit from South Gloucestershire's growth. In doing so we aim to have a positive impact on living standards. We will help deliver the ambitions set out in our Tackling Inequalities Plan, while supporting regional goals to improve life outcomes and reduce child poverty. Our commitments in this priority include:

- Work with WECA to improve access to reliable, affordable, and sustainable transport options
- Improving access to experiences of work, better connecting employers to schools and training providers to support young people to have a clear understanding of, and access to, the local employers and career pathways
- Supporting residents of all ages to develop new skills, return to work and progress in their careers through inclusive employment and lifelong learning opportunities
- Better connecting skills, employment, volunteering and health services
- Planning future skills provision to respond to sector growth in engineering, construction, and green skills

### **Globally competitive, where all businesses can thrive.**

We will support businesses of all sizes to adapt and remain competitive, supporting the creation of more good jobs that enable people to have a good quality of life in South Gloucestershire. In addition to supporting our high-tech, innovation-driven sectors, we are also investing in our everyday economy. Our commitments in this priority include:

- Continued support for SMEs through practical training, one-to-one advice and tailored guidance for business owners and entrepreneurs across all sectors, with a targeted package of support for sole traders and micro businesses
- Work with WECA to increase investment into the industrial strategy growth sectors, starting with the Bristol & Bath Science Park, quantum technologies, and small and medium sized manufacturers
- Support for the West Innovation Arc and the Severn Estuary to attract and retain business clusters, with growth in logistics and clean energy at Severnside and defence, manufacturing, engineering and digital in the Arc
- Collaboration with health and care employers, innovators and training providers to strengthen the sector, the careers available to residents, and ensure we embrace emerging technologies, from digital diagnostics to healthy ageing
- Expand innovation success to SMEs and more places, making South Gloucestershire the home of a world class innovation ecosystem that is open, inclusive, and deeply rooted in the local community

## **Pioneers in adapting to the impacts of a changing climate, clean energy and nature-based solutions.**

Vulnerability to climate change will disproportionately affect our people and places, impacting where we live and work and overall quality of life. Our approach will support businesses in decarbonising and collaborating with communities to prepare for heat and flood risks, tackling climate inequalities and strengthening workforce resilience. We will also support our rural economy to adapt to changing conditions, promoting sustainable farming and land management practices that enhance biodiversity, protect livelihoods and lead the regional farm to fork offer. Our commitments in this priority include:

- Explore innovative solutions - such as repurposing former mine workings for renewable heating and cooling and community ownership of energy infrastructure – alongside our innovation assets to provide us with the expertise and infrastructure to accelerate net-zero and nature-based solutions to climate adaptation and change.
- Decarbonising the industrial and logistics base, scaling low-carbon technologies, improving energy efficiency, and modernising industrial estates
- Work with farmers and food & drink producers to grow the local farm to fork offer
- Targeted climate adaptation support, around retrofit, sustainable construction and flood resilience

## **Leading destinations for enterprise, investment, culture and experiences.**

Growing our visitor economy and cultural offer, aligning investment, infrastructure, and partnerships to accelerate South Gloucestershire as a hub for creativity, investment and opportunity, including an expanded science park and more space for businesses of all sizes to grow. Our commitments in this priority include:

- Maintaining a pipeline of affordable, high-quality premises with the infrastructure and power businesses need
- Work with the visitor economy to grow the number and value of visits, attract new investment, and create new opportunities to unlock the full potential of our visitor economy
- Local high street and town centre development, including around Parkway station and delivery of the ambitions contained within the existing masterplans
- Developing a fresh approach to investment, one that strengthens the Council's capacity to support placemaking, attract capital, and unlock long-term value for our people, businesses, and communities

## **Next steps**

The Regeneration Team will lead the delivery of this strategy, overseeing its implementation through a series of action plans that will be reviewed regularly. At the local level, we will bring together stakeholders to develop innovative solutions to challenges, identifying new opportunities, and ensuring that our strategy remains agile and responsive to change.

At the regional level, we will re-align our relationships with WECA, Invest Bristol & Bath, and Visit West to ensure that South Gloucestershire’s priorities are embedded into regional strategies and that we work collaboratively to deliver projects that will support South Gloucestershire and regional growth. The Regional Growth Strategy has recently been launched. We will work with WECA to ensure that South Gloucestershire’s priorities are reflected, and we will work together with industry and local partners to input into the delivery plans and ensure that South Gloucestershire is supported and championed to deliver our vision.

At the local level, we will bring together stakeholders such as University of the West of England (UWE), City of Bristol and SGS Colleges to develop innovative solutions to challenges, identify new opportunities, and ensure that our strategy remains agile and responsive to change.

Below we outline some of our early delivery priorities.

Early delivery priorities		
Expansion of Bristol and Bath Science Park as an innovation hub - new branding & marketing, inward investment attraction, more networking & co-working space	Council led	Underway
Fresh approach to investment through a new prospectus, in collaboration with Invest Bristol and Bath to drive more Foreign Direct Investment (focusing on the IS-8 growth sectors) as well as through the Invest in Climate and Nature Scheme	Delivered in partnership	Underway
South Gloucestershire growth opportunities & propositions linked to the Industrial Strategy 8 growth sectors, such as Isambard AI and Quantum	Council led	Underway
Targeted support to sole traders and microbusinesses across all sectors	Council led	Underway
Investment partnerships to accelerate major projects, strengthening our relationship with organisations including HomesWest Registered Provider partnership for Affordable Housing; align council capacity as needed	Delivered in partnership	New
Develop the South Gloucestershire health & care cluster – evidence and growth proposition	Delivered in partnership	New
Lead the nationally pioneering mine water heating and cooling projects with partners & showcase innovative low-carbon heat networks and community	Council led	Underway

energy projects, starting with the Leigh Farm Masterplan		
Strategic partnership with Visit West to showcase South Gloucestershire destinations and cultural offer	Delivered in partnership	New
Bristol Parkway Urban Centre development	Delivered in partnership	New
Enhanced careers guidance and access to meaningful work experience opportunities, creating clear pathways into employment, including the Youth Guarantee	Delivered in partnership	New
Local innovation partnership, broadening the innovation ecosystem to include more local businesses and incubator spaces	Delivered in partnership	New
Secure funding to sustain and expand the UMBRELLA smart infrastructure programme	Council led	Underway

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# Our vision



By 2035, **workers** in South Gloucestershire will have access to well-paid jobs, with all earning at least the Real Living Wage. Employers will invest in skills, training, and lifelong learning, helping people progress in their careers and improve their quality of life. Reduced barriers to local opportunities and access to upskilling will enable everyone - regardless of background, age, or location - to shape their future and share in a thriving, forward-looking economy.



By 2035, **businesses** across South Gloucestershire will be competitive, resilient and thriving. Strong local networks, high-quality premises and a world-class enterprise support offer will enable all sectors to innovate and scale. The area will be internationally recognised for leadership in technology, engineering, and climate adaptation, driving long-term economic prosperity and global impact.

## South Gloucestershire 2035: where innovation drives opportunity for all

By 2035, **young people** in South Gloucestershire will have the skills, confidence and experience to succeed in a fast-changing economy. Guaranteed access to work experience, apprenticeships, and leading training opportunities that align with local growth sectors will help them navigate clear pathways to success. Strong partnerships between employers, educational institutions, and community organisations will ensure they have the tools they need to progress and view the area as one where ambition leads directly to opportunity.



By 2035, **our communities** will be vibrant, well-connected and climate resilient. Creative high streets with easy access to services and cultural opportunities, combined with affordable homes near jobs, schools, and transport links will create places that attract people and investment. Expansive green spaces will enhance wellbeing and strengthen connections to nature, while more transport options will have unlocked opportunity across the area.



Our vision sets the direction for our activities and clearly outlines our ambitions for our economy.

We have set ourselves an ambitious growth target: to achieve the highest productivity in the South West. But productive growth cannot be pursued at any cost. It must translate into tangible prosperity for our people, workers, businesses, and places that delivers a higher quality of life for residents. Growth must be inclusive and sustainable, ensuring that no one is left behind, that our economic infrastructure and businesses are resilient to the impacts of climate change, and that restoring nature and biodiversity is prioritised as we move forward.

Alongside these targets, we've been clear what success looks like for South Gloucestershire over the next ten years:

- More prosperous communities, with higher quality of life and wellbeing
- More residents in well paid, sustained employment
- More young people in work, education and training
- More businesses of all sizes and sectors that are competitive and thriving

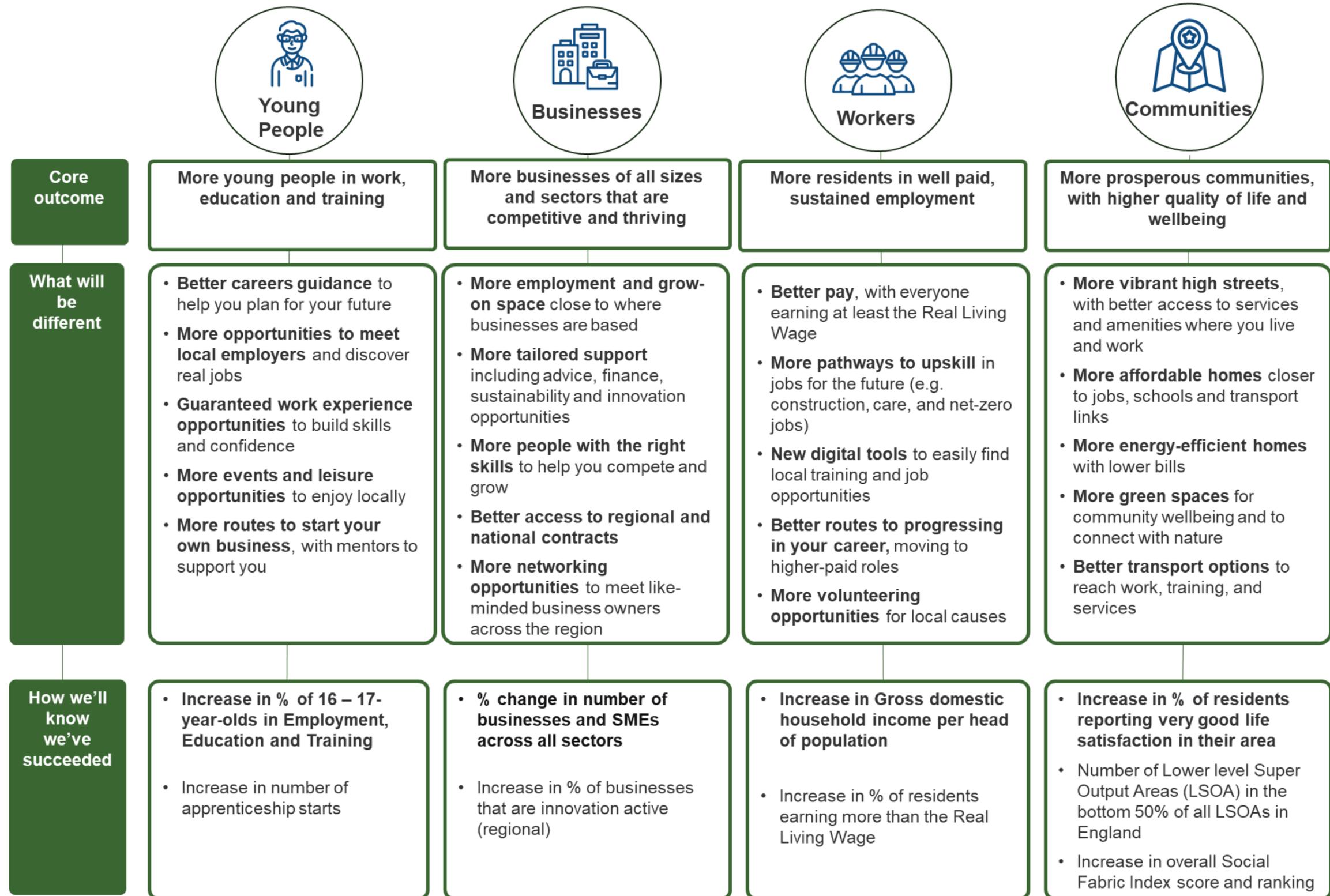
For each outcome, we have set out what success looks like and identified indicators that focus on the impacts that matter most – stronger productivity, higher wages, better access to opportunities, and a thriving natural environment. These measurable markers will track our progress and show whether we are on course to achieve our vision.

We have also defined what will look and feel different for our outcome groups, and how change will translate into the everyday economy that people experience.

The specific levers to reach these goals, such as investing in infrastructure, business premises, skills development, inclusive innovation and transport options are embedded within our priorities and areas of focus. Together, these form the roadmap to drive opportunity through innovation, ensuring prosperity for all and a future-ready economy.

This is summarised in the following graphic.

The highest productivity in the South West  
Measured by GVA per hour worked



More businesses and economic infrastructure that are resilient to the impacts of climate change  
Measured through Annual change in kilotonnes CO2 emissions by industry

# South Gloucestershire today

South Gloucestershire is one of the UK's most productive and dynamic local economies. We are distinctive in the breadth of our offer: industrial innovation, a hub of scientific excellence, natural beauty and heritage, and communities where people are proud to live, study, and work. South Gloucestershire sits at the crossroads of the South West, South Wales and the Midlands with direct access to the M4 and M5 motorways and an international port; an enviable position that provides businesses with connectivity to regional, national, and international markets.

We are a key driver of the national economy, generating 38% of the GVA covered by the West of England Combined Authority's (WECA) geography, representing 30% of its population. We outperform other local authorities in the region on key economic indicators, including higher levels of employment, above-average earnings, and the second highest productivity in the South West, behind only Swindon, and in the top 25 of all local authorities.



**£13.32bn** total  
GVA<sup>3</sup>



**£52.20** GVA per  
hour<sup>4</sup>



**85.3%** of residents  
in employment<sup>5</sup>



**£33,827** average  
annual resident  
earnings<sup>6</sup>

## Our productivity performance has grown out of decades of business investment and innovation

This productivity growth is not a short-term spike. Over the past two decades, productivity has grown by 68%, significantly outpacing national rates and regional comparators like Bristol (60%) and Bath & North East Somerset (46%). What underpins this performance is a broad-based economic mix and the strength of our talent pool. Our productivity isn't concentrated in a single 'standout' sector; 9 out of our 15 sectors outperform national productivity benchmarks and we benefit from strong links to the wider city region and its established professional services and creative industries. Proximity to Bristol facilitates cross-boundary collaboration and labour market integration. We contribute nearly half of the West of England's

<sup>3</sup> ONS, Regional gross value added (balanced) by industry: local authorities by ITL1 region (April 2024) (Table 2: Chained volume measures in 2019 money value).

<sup>4</sup> ONS, Subregional productivity: labour productivity indices by local authority district (Table A3: Current prices (smoothed) (June 2024).

<sup>5</sup> ONS, Annual Survey of Hours and Earnings (Resident analysis) (2025).

<sup>6</sup> ONS, Annual Survey of Hours and Earnings (Resident analysis) (2025).

employment in aerospace and machinery, a sector which makes up 80% of WECA's imports in 2021.

Between 2017 and 2022, our digital sector grew by 15% in GVA, with productivity rising by 57%.<sup>7</sup> South Gloucestershire now has eight times the national average concentration of businesses in quantum technology<sup>8</sup> and 531 employed in Quantum; the £225 million Isambard AI supercomputer positions us as a national leader in artificial intelligence and high-performance computing.<sup>9</sup> Connected through the UMBRELLA programme, a pioneering Industrial Internet of Things (IoT) testbed, which supports the acceleration of commercialisation and created 252 new jobs with £14.45 million in added <sup>10</sup>GVA. □

### **Our thriving everyday economy is key to the vitality and vibrancy of our places**

Our everyday economy is fundamental to the prosperity and vitality of our communities and wider economy. It provides meaningful employment to 96,780 residents, representing 58% of the workforce, in essential areas such as housing, hospitality, health services, social care, retail and transport.<sup>11</sup> Health and social care are among the largest employers, with over 15,000 residents working in the sector<sup>12</sup>, while the visitor economy supports more than 5,000 jobs locally.<sup>13</sup> Logistics and transport have experienced rapid expansion, with GVA increasing by 47% and employment rising by 75% between 2017 and 2022. Our rural economy, underpinned by agriculture and food production, contributes to the fabric of our economy and places, with growing potential in the regional food economy supported by over 520 commercial farms and food producers.

We are taking a lead role in clean growth and the future of construction. Our construction sector already includes 1,960 businesses, a concentration above the national average.<sup>14</sup> But more than this, we are evolving the sector to match the needs of a net zero future. We have twice the national employment concentration in modular construction and three times the national average in land remediation, both critical for accelerating housing delivery.

## **Productivity growth does not always translate into greater local prosperity**

Productivity and innovation are only one side of our story. South Gloucestershire is home to some amazing communities; however, we know that some of our places

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<sup>7</sup> Metro Dynamics analysis of ONS regional GVA datasets and ONS Business Register and Employment Survey (2017 and 2022).

<sup>8</sup> Metro Dynamics analysis of The Data City data (2024).

<sup>9</sup> Metro Dynamics analysis of Unscrambled data (2025).

<sup>10</sup> West of England Combined Authority, [UMBRELLA Scheme summary](#) (2019).

<sup>11</sup> Foundational Economy, Activity Classification (2025); ONS, Business Register and Employment Survey (2022).

<sup>12</sup> ONS Business Register and Employment Survey (2022).

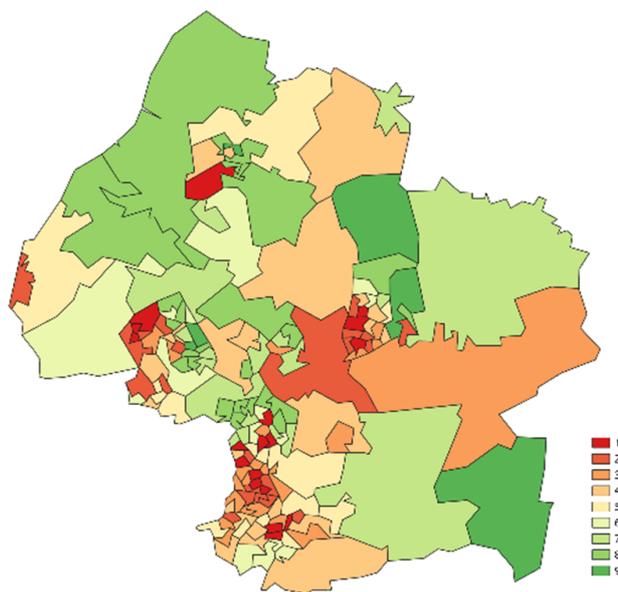
<sup>13</sup> VisitWest, The Economic Impact of South Gloucestershire's Visitor Economy 2023 (November 2024).

<sup>14</sup> ONS, UK Business Counts (2022).

and people face challenges which act as barriers to sharing in the success of our economy now and in the future.

The wealth of some parts of the district masks significant inequalities in others; Kingswood and Staple Hill contain neighbourhoods among the 20% most income-deprived in England, facing barriers to accessing well-paid, secure employment exacerbated by poor public transport links to the main employment sites.<sup>15</sup> Key employment locations such as Severnside, Aztec West, and Cribbs Causeway are poorly served, and with fewer than 30% of residents able to access key employment zones within 60 minutes using public transport.<sup>16</sup> Fragmented and unreliable transport options – a notably acute issue in our rural communities - also limit access to essential services and leisure opportunities.

Education, Skills and Training IMD2019 domain by LSOA



Education outcomes vary across South Gloucestershire, both spatially and by level of disadvantage. While early years development is strong, with 73.1% of children achieving a good level of development at the end of the Early Years Foundation Stage in 2023/24<sup>17</sup>, disadvantaged pupils fall further behind at each key stage. By the time students reach GCSE, the average attainment score at Key Stage 4 (age 16) for disadvantaged students is 30.2 compared to an average score of 46.2 for non-disadvantaged students. Overall, performance at both Key Stage 4 and Key Stage 5 remains below national standards, with lower

attainment in English, maths, and a wider range of academic, technical, and applied subjects, limiting access to apprenticeships and further education opportunities.

Inequality in outcomes extends into employment. People with learning disabilities face a 76% employment gap, and women earn just 64p for every £1 earned by men. Nearly a third (29.1%) of part-time workers earn below the Real Living Wage, while ethnic minority groups are up to 3.5 times more likely to be unemployed or concentrated in lower-paid work.

<sup>15</sup> Ministry of Housing, Communities and Local Government 2019 English Indices of Deprivation (2019).

<sup>16</sup> South Gloucestershire Council, C Accessibility Software (2025). Note: These maps use data on public transport times from TRAAC looking at a specific time period.

<sup>17</sup> Department for Education, Early years foundation stage profile results (2024).

Improving transport infrastructure and connectivity is pivotal to unlocking economic growth within South Gloucestershire, with good transport accessibility widening accessibility of employment opportunities, attracting businesses and increasing standards of living. **The West of England Combined Authority Joint Local Transport Plan** outlines a vision for a sustainable, well-connected transport network that prioritises walking, cycling, and public transport to reduce regional car dependency and enhance air quality.



### A place to work, study and innovate

A major employment hub with one of the UK's highest employment rates (85.3%) and high average wages.<sup>18</sup> Home to global employers with key employment sites including Aztec West, Severnside, and Filton. Bristol and Bath Science Park, featuring key assets like the NCC, Isambard AI supercomputer and IAAPS, forms part of the West Innovation Arc, supporting high-growth sectors such as advanced engineering, AI, health tech, and quantum. Severnside offers over 300 acres of strategic employment land, and with £400 million of planned investment into a carbon capture and shipping hub, and access via the M4, M5, and Bristol Port, making us one of the UK's most scalable locations for logistics, manufacturing, and clean growth.<sup>19</sup> SGS College is the primary FE provider in the area and has campuses in Filton and WISE. UWE is the main HE provider and has invested £300 million into modern facilities over the last 5 years.



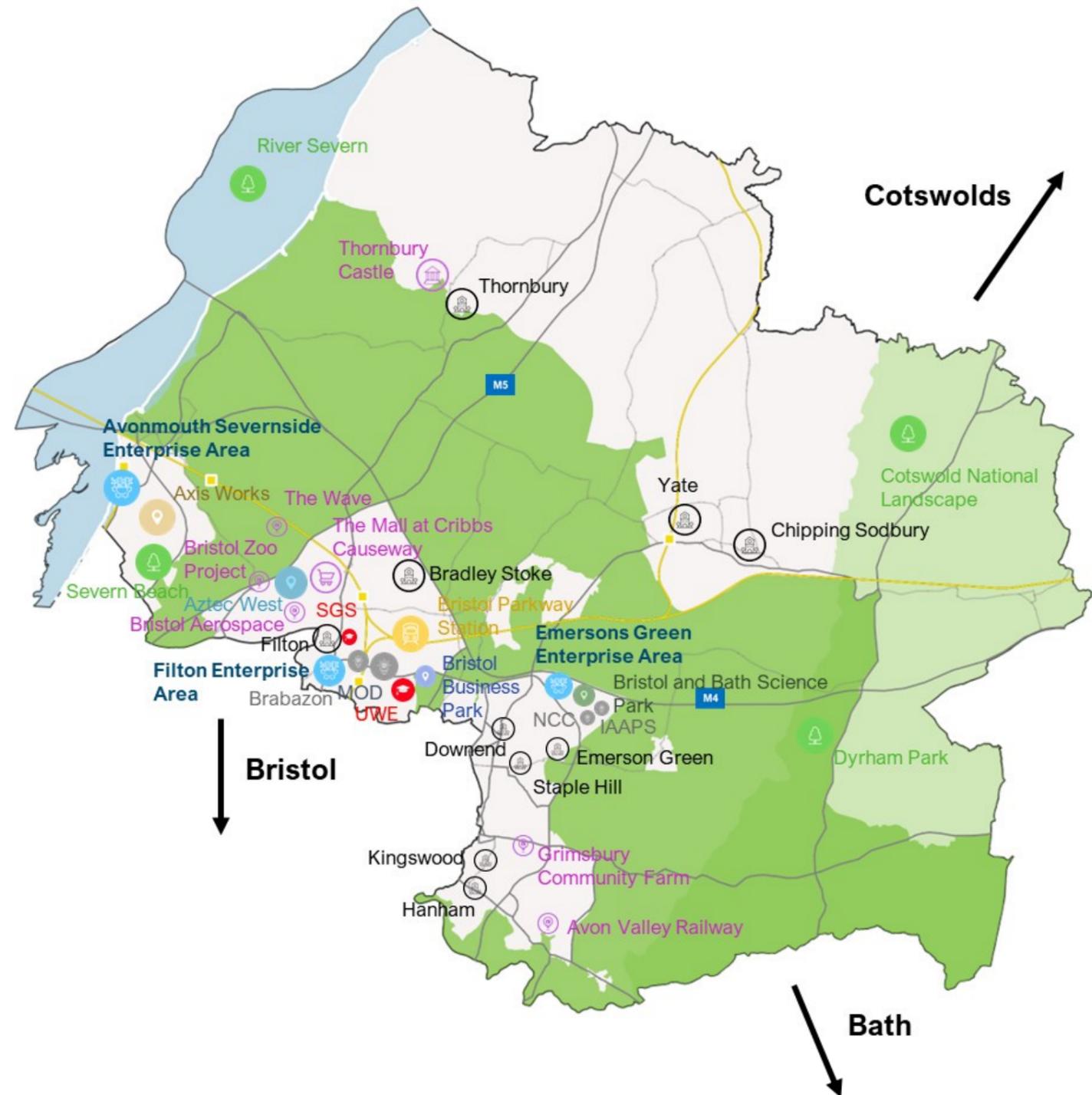
### A place to thrive

A lifestyle offer that's hard to match, from historic town of Thornbury and Chipping Sodbury to the suburbs of Emersons Green and Stoke Gifford. Areas support healthy living with easy access to nature, reflected in a population with life expectancy above the national average, 81 years for males and 85 years for females, and 72% of adults active in 2022/23.<sup>20</sup> Average house prices reached £341,000 in May 2025, surpassing regional and national averages.<sup>21</sup> New, sustainable communities like Brabazon and Lyde Green set the benchmark for modern, energy-efficient housing integrated with schools, GP surgeries, parks, and transport hubs.<sup>22</sup>



### A place to visit

A growing visitor destination, with a £348.6 million economy contributing 14% to the regional total.<sup>23</sup> Major attractions like The Wave, Aerospace Bristol, YTL Arena Bristol, and Bristol Zoo Project are transforming the visitor experience. A day-trip powerhouse, generating £346 million in 2023 from day trips, driven by a mix of retail, leisure, food and drink experiences, and major events like the Badminton Horse Trials. Diverse offerings highlight the best of the West, from the natural beauty of the Cotswold Way and Severn Estuary to the vibrant market towns of Thornbury and Chipping Sodbury.



<sup>18</sup> ONS, Annual Survey of Hours and Earnings (Resident and Workforce analysis) (2025).

<sup>19</sup> UKRI, [West of England Industrial Cluster Local Industrial Decarbonisation Plan](#) (2025).

<sup>20</sup> Department of Health & Social Care, Local Authority Health Profile (2023).

<sup>21</sup> ONS, Housing prices in South Gloucestershire (2025).

<sup>22</sup> ONS, Population Projections (2018 projections).

<sup>23</sup> Visit West, The Economic Impact of South Gloucestershire's Visitor Economy 2023 (2024).

## Our innovation assets and major projects

**Severnside:** £400m DESNZ funding for West of England Industrial Cluster to develop LIDP for Portbury, Avonmouth, Severnside.

**Oldbury Power Station:** Acquired by GBN adjacent to former power station with potential for Small Modular Reactor deployment.

**West Innovation Arc:** Hub for R&D-intensive, high-productivity businesses focused on sustainable aviation fuels, satellite climate resilience, hydrogen energy, and wind turbine recycling. Recent investments: Rolls Royce Ultrafan (£25m), GKN Global (£30m), Aerospace Integrated Research (£40m), IAAPS (£70m), Isambard 3 AI supercomputer (£225m).

**University of the West of England (UWE):** Leading HE provider and hosts Future Spaces, an innovation centre for tech businesses within health and life sciences, digital and green tech.

Home to the Bristol Robotics Laboratory (BRL), the Health Tech Hub, the Centre for Sustainable Planning and Environments and a partner in the £4.5m Brunel Centre.

**Western Forest:** A new national forest spanning the South West, planting 2,500 hectares of woodland and 20 million trees by 2050.

**Bristol and Bath Science Park:** An innovation hub designed to support the growth of science and technology businesses. The Science Park is also the site of Isambard-AI, a £225 million Artificial Intelligence Research Resource led by the University of Bristol

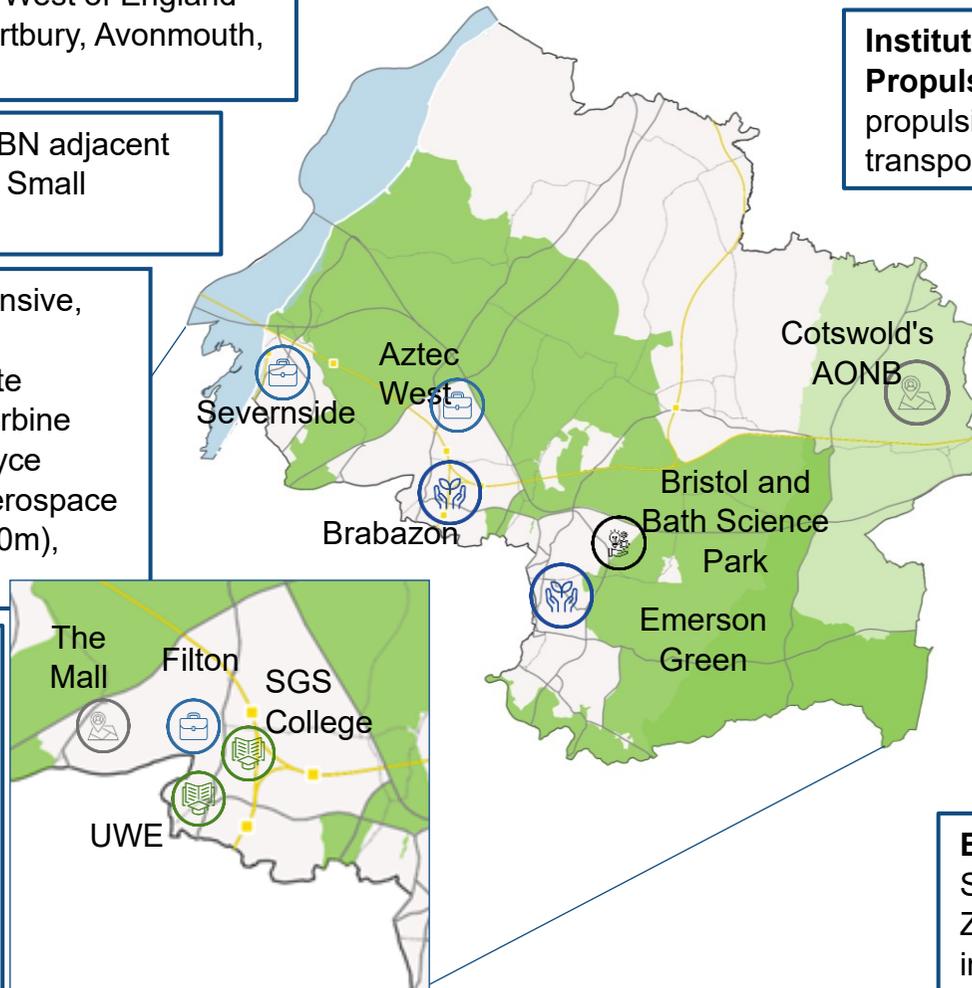
**Institute for Advanced Automotive Propulsion Systems (IAAPS):** Advancing propulsion technologies and supporting the transport industry's transition to net-zero

**UMBRELLA:** Smart city and IoT testbed supporting low-carbon tech and green infrastructure.

**Emerging new Local Plan:** Provision for 22,500 homes, including affordable homes, and 27,500 jobs forecasted.

**Axis Works:** Planning consent has been granted for 2 million sq. ft of prime logistics, distribution and industrial accommodation at Axis Works, with the capabilities to fulfil

**Bristol Zoo Project:** Bristol Zoological Society are updating their world-class Zoo, into a ground breaking new innovative visitor experience. By 2035, it is expected that the steady state visitor footfall will rise to over 800,000 generating £278m GVA for the region.



**Leigh Farm Masterplan:** exemplar hub for community energy, woodland creation, biodiversity, and potentially a heating and cooling from mines location.

**Brabazon:** 6,500 new homes, a dedicated public park, and over 3 million square feet of commercial space. At its heart will be the YTL Arena Bristol, a 17,000-capacity entertainment venue.

## Our Places

### Yate

Yate is best known as a 'new town' with rapid growth in the 1950s onwards. The town grew from a village with the arrival of the railway and growing industry. Today activity is spread east-west between the railway station and the main shopping centre, connected by station road. Yate Common is a large area of green to the southwest and there is an expanse of industrial and employment uses to the west of the railway line.

The Yate Masterplan outlines a long-term vision to enhance green infrastructure through the Green Loop, a 4.5km walkway linking green spaces. Plans for the railway station seek to transform it into a 'living station', a vibrant gateway to the town with enhanced public realm, improved sustainable transport connections, and integration with green infrastructure, including better access to Yate Common.

### The North Fringe of Bristol

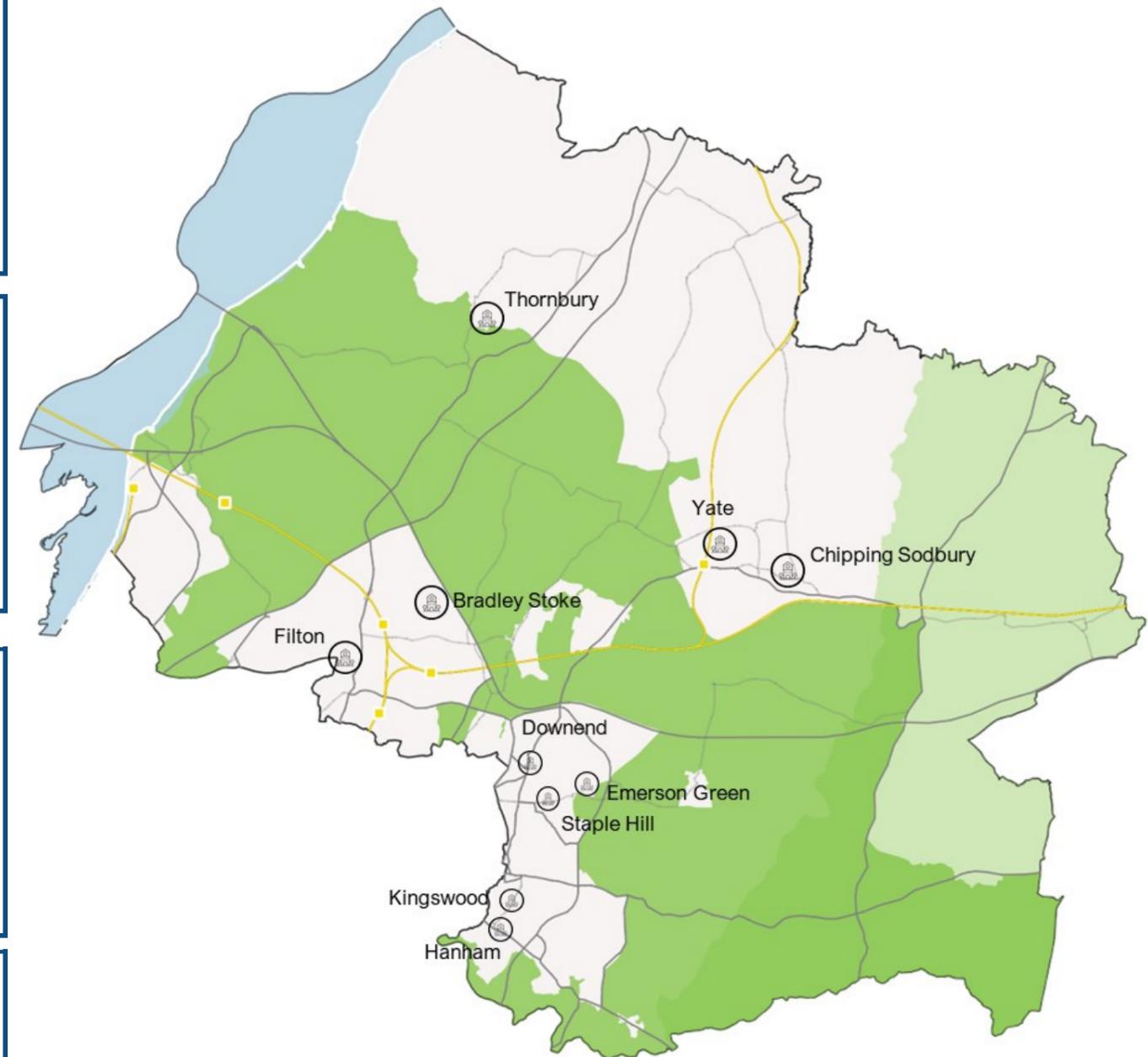
The North Fringe of Bristol is a strategically important part of South Gloucestershire, located between the northern edge of Bristol and the M4 and M5 motorways. It includes key communities such as Filton, Cribbs Causeway, Patchway, Bradley Stoke, Stoke Gifford, Little Stoke, Harry Stoke, Henbury, and Brentry. The area plays a major role in the regional economy, with global aerospace and engineering firms such as Airbus UK, Rolls-Royce, and GKN Aerospace, alongside major employment sites including Aztec West, the Brabazon development, the University of the West of England, and South Gloucestershire and Stroud College. The North Fringe of Bristol Masterplan sets a long-term vision to guide investment and growth, reinforcing the area's role as a centre for employment, education, and tourism. It forms a key element of the West Innovation Arc.

### Thornbury

Thornbury is a market town that came to prominence around St Mary's Church, which was founded in the Norman era, and Thornbury Castle, a Tudor country house. It is undergoing major investment through the Thornbury Investment Plan, which is focused a sustainable town centre that is fit for the future. A £4.6 million programme is transforming the High Street to improve walking and cycling, support local businesses with flexible trading space, improve parking, and enhance air quality. Further investment is being directed towards local infrastructure, including new sixth form facilities at Castle School and plans to redevelop the former Thornbury Hospital site.

### Kingswood

Kingswood is one of the key routes heading east out of the city of Bristol, with much of its growth occurring in the 20<sup>th</sup> century. Despite its connectivity, it faces some of the highest levels of deprivation in the district and was the only priority neighbourhood to see a decline in deprivation between 2015 and 2019. In response, the Kingswood Masterplan sets out a long-term strategy to regenerate the town centre and support inclusive, sustainable growth. Key projects include the pedestrianisation of Regent Street East, restoration of the Grade I-listed Whitfield Tabernacle and investment in Kingswood Park. Secured funding through the Future High Streets Fund and the Levelling Up Fund will support delivery.



## **Climate change and nature degradation present growing risks**

The impacts and vulnerability to climate change is already disproportionately affecting our people and places. Our growing older population, particularly those in care homes and with health conditions who are more susceptible to heat stress and flooding, face a higher risk. South Gloucestershire faces an increasing flood risk, with over 13,000 properties exposed under future climate scenarios.<sup>24</sup> Some of our major employment sites are susceptible to tidal and river flooding. Priority catchments across the district have been identified based on surface water risk, historic flood events, and the impacts of climate change.

Nature and the services it provides are at the heart of our economic prosperity and national security. From clean water and fertile soils to pollination and climate regulation, our economy and businesses depend on a healthy natural environment to operate, grow and innovate. The decline of nature poses a material risk to our prosperity and the wellbeing and resilience of our communities.

Our commitment to becoming carbon neutral and to protect and restore nature will require a significant uplift in investment in sustainable transport, renewable energy infrastructure, and nature recovery. Transport emissions in South Gloucestershire remain above average, due to dependency on car usage and inconsistent public transport access. The projected 16% increase in population by 2035 will place additional pressure on housing, services, and infrastructure, as well as on climate pressures, reinforcing the need to accelerate the transition to low-carbon, accessible transport systems.

**We need to build resilience, maintain our competitive edge, and translate productivity gains into greater local wealth. This strategy is our plan to do this.**

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<sup>24</sup> South Gloucestershire Council, South Gloucestershire Net Zero Dashboard (2024).

# From listening to action

Our Economic Regeneration Strategy is evidence-led and shaped by engagement with young people, businesses, anchor organisations, and voluntary, community, and social enterprise (VCSE) sector representatives across the area.

What we've heard in engagement...	We're responding by...
<b>We need to be bolder about our strengths and contributions</b>	<ul style="list-style-type: none"> <li>✓ Being clear about our assets in high growth sectors and our plans to drive business growth and the creation of high-quality innovation jobs</li> <li>✓ Support growth zones, the science park, and development around stations starting with Parkway</li> <li>✓ Promoting our identity and assets more clearly in investment and visitor narratives</li> </ul>
<b>Opportunities are not always visible or accessible to residents</b>	<ul style="list-style-type: none"> <li>✓ Making it easier to access support, reimagining high street hubs to collocate services embracing digital tools</li> <li>✓ Launching experiences of work initiatives to connect young people to local employers and career paths and be future ready</li> <li>✓ Delivering employability skills and community learning programmes</li> </ul>
<b>Innovation is core to our identity - but not everyone feels connected to it</b>	<ul style="list-style-type: none"> <li>✓ Establishing an Innovation Broker to link local businesses and communities to funding and partnerships</li> <li>✓ Encouraging innovation-intensive businesses and assets to open their spaces, connecting them with learners and communities to showcase local opportunities</li> </ul>
<b>Businesses want to stay and grow in South Gloucestershire, but require the right infrastructure to do it, including business premises, digital and transport connectivity and access to a skilled workforce</b>	<ul style="list-style-type: none"> <li>✓ Prioritising the delivery of quality employment land, with cutting edge digital and energy infrastructure</li> <li>✓ Development of the science park and incubator space</li> <li>✓ Upskilling and reskilling residents to meet current business demands while preparing them to be future-ready and adaptable to evolving ways of working</li> </ul>
<b>Our distinct places are a strength that require bespoke investment and support</b>	<ul style="list-style-type: none"> <li>✓ Investing in our local centres and high streets, delivering on ambitions for Kingswood, Thornbury and Yate</li> <li>✓ Growing our visitor economy to boost visitors and spend across South Gloucestershire</li> </ul>
<b>Our natural environment is vital economic infrastructure, and with a changing climate, we</b>	<ul style="list-style-type: none"> <li>✓ Supporting our businesses and communities to decarbonise and embrace nature-based solutions to heat and flooding risks</li> </ul>

**must build resilience to protect communities and businesses, and seize new market opportunities**  
**Our partners are ready to act**

- ✓ Upskilling and reskilling residents to access opportunities in a net zero economy, focusing on retrofit and sustainable construction
- ✓ Using procurement tools to deliver social value
- ✓ Drawing on our convening power more

## Process of engagement



### Business Survey

An online survey was distributed to all business ratepayers in South Gloucestershire

23% of larger businesses who responded are considering opening new sites outside South Gloucestershire

Skills shortages were the third most significant challenge reported by businesses

100% of surveyed businesses highlighted rising costs as a key barrier to growth



### Workshops with young people

57 Year 12 students from schools across South Gloucestershire took part in interactive sessions

“ All the good jobs seem to be in Bristol, and I don't really know what's out there locally. ”



### Thematic focus group

With stakeholders on the visitor economy, climate and nature-based solutions and access to opportunities

“ It's really hard to find work experience or a part-time job, and even if you do, actually getting there is just as much of a problem. ”

“ Barriers to opportunity often overlap for many residents. In our rural communities, poor transport and limited access to services make it even harder to reach the opportunities that are out there. ”



### Partner engagement

One-to-one discussions with anchor institutions, major employers, and community organisations

“ There's real strength and potential here in South Gloucestershire – we just need to be better at telling that story ”

## Priorities for prosperity

### A role for everyone, with prosperity shared by all

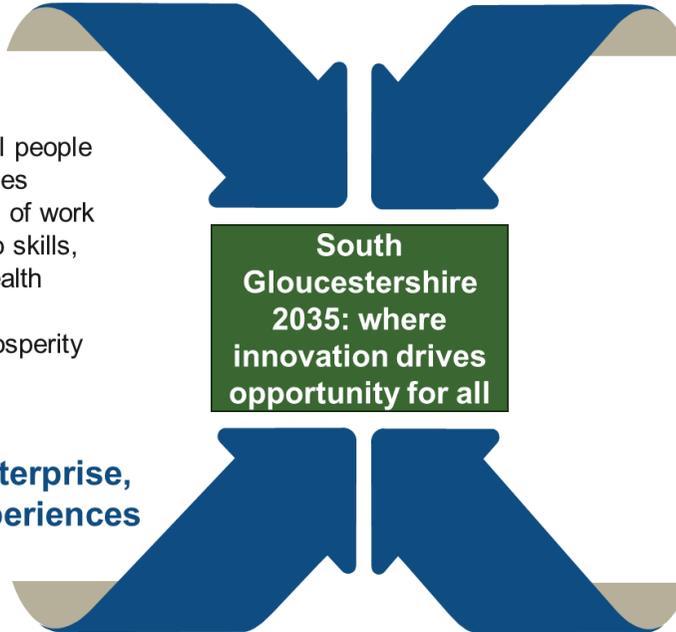
Tackle barriers to opportunity so everyone can shape, and share in, South Gloucestershire's success while driving improved wellbeing for all.

- Transport options to connect local people and visitors to jobs and experiences
- Increasing access to experiences of work
- Creating accessible front doors to skills, employment, volunteering and health services
- Pathways for progression and prosperity in work
- Skills for the future

### Leading destinations for enterprise, investment, culture and experiences

Deliver sustainable, high-quality places and experiences that draw in people, capital and creativity and strengthen our communities.

- Quality employment land
- Increasing visitor stays and boosting spend
- Vibrant local centres and high streets
- A fresh approach to investment



### Globally competitive, where all businesses can thrive

Create the conditions for enterprise and innovation to flourish so every business can start, grow and lead from South Gloucestershire.

- Supporting SMEs of all sectors to thrive
- Increasing the proportion of employment in Industrial Strategy growth driving sectors
- Growth zones - Western Innovation Arc and Severn Estuary in Regional Growth Strategy
- Health and Care Innovation Cluster
- Inclusive innovation

### Pioneers in adapting to the impact of a changing climate, clean energy and nature-based solutions

Lead climate and nature resilience to manage risk, attract investment, and grow new markets - supporting greener, healthier, and nature-rich places.

- Clean energy solutions
- Industrial decarbonisation
- West of England farm to fork offer
- Targeted climate adaptation support – a testbed for retrofit and construction
- Flood resilience

The following pages outline our priorities and areas of focus in more detail, and examples of the early actions for delivery. The actions outlined in the strategy represent a mixture of activity which can be grouped into the three broad categories:



Actions for the Council to lead, using local levers and resources to directly drive implementation



Actions for the Council to work with partners to deliver or for partners to lead directly



Actions for the regional partners to deliver on behalf of, and alongside, the Council

# Priority: A role for everyone, with prosperity shared by all



7.4% income-deprived, with 2 Lower Layer Super Output Areas (LSOAs) in the 20% most deprived and 63 in the 20% least deprived<sup>25</sup>



12% of working-age adults are economically inactive due to ill health; 9% of employed residents have accessed secondary mental health services<sup>26</sup>



Average attainment score at Key Stage 4 for disadvantaged students is 30.2 compared to 46.2 for non-disadvantaged students<sup>27</sup>

At the heart of our economic regeneration vision for 2035 is the belief in opportunity for all, whether through access to work, education, healthcare, or volunteering. Yet engagement with residents, businesses, and partners has highlighted that geographic disparities and fragmented services can limit opportunity, particularly in more rural parts of South Gloucestershire. By widening access to opportunity, this strategy will also contribute to delivering our ambitions in the Tackling Inequalities Plan, as well as regional goals to improve life outcomes and reduce child poverty.



*We struggle to recruit from further afield as bus services have been cut and people cannot afford to use a car*

*We want to take on apprentices and invest in training young people, but the financial burden makes it difficult for smaller businesses to commit*



- Business survey respondents

**We will tackle barriers to opportunity so everyone can shape, and share in, South Gloucestershire's success while driving improved wellbeing for all.**

<sup>25</sup> Ministry of Housing, Communities and Local Government, English Indices of Deprivation (2019).

<sup>26</sup> Department for Health and Social Care, Local Authority Health Profiles (March 2025).

<sup>27</sup> Education Policy Institute, [Annual Report 2024: Local Authority Gaps](#) (2024).

## Transport options to connect local people and visitors to jobs and experiences

We want transport to be a driver of opportunity, not a barrier. Whether it's helping residents reach employment and training opportunities, enabling visitors to explore and enjoy the full area, or providing seamless access to leisure, our transport system must work for everyone.



**Work with bus operators to identify solutions for improving the frequency and reliability of local routes**, prioritising access to schools, colleges, and training providers. Acknowledging current financial constraints, we will also explore innovative funding models and partnerships to ensure learners across South Gloucestershire can easily access education opportunities.



**More active travel by improving walking, cycling, and wheeling infrastructure**, leveraging regional funding allocations linked to the West of England Growth Strategy to deliver improvements to key routes, including A4174 ring road improvements.



**Better connectivity through the Regional Growth Strategy priorities** across South Gloucestershire, focusing on accessible links between communities, employment and education hubs, supporting the longer-term development of improve mass transit solutions

## Increasing access to experiences of work

From business roadshows to school talks, great work is already happening, but it's fragmented and too often dependent on individual relationships. We will create a clear, inclusive framework for accessing experiences of work in South Gloucestershire, bringing together schools, employers, training providers and the VCSE sector to unlock a wide range of opportunities.



**Enhanced careers guidance** and access to meaningful work experience opportunities, creating clear pathways into education and employment through Skills Connect.



**New approaches to experiences of work**, ensuring young people with additional needs, such as those with SEND, care-experienced, or facing transport barriers, can access meaningful, supported and tailored opportunities that build confidence and aspirations.



**Social value commitments** to actively broker work experience opportunities and use procurement, planning and employer engagement to connect residents to local employers and career pathways.

## Creating accessible front doors to skills, employment, volunteering and health services

The geographic dispersion of our places, particularly in more rural areas, can create challenges for residents accessing the services that can unlock opportunities for prosperity. We want to create clearer front doors to support and opportunities, both physical and digital.



**Pilot new local hubs**, reviewing evidence to identify priority locations and potentially using libraries as a physical space for service colocation.



**Scope a 'Skills on Wheels' initiative**, with local providers bringing modular training to areas currently underserved by further education provision, such as Kingswood, and addressing local demand for skills and training.



**South Gloucestershire Community and Voluntary Services-led volunteering platform**, signposting residents to opportunities to build confidence, develop skills, and engage with their local area. This will also involve engaging professionals and businesses to volunteer their expertise to strengthen the leadership and sustainability of local VCSE organisations.



**Culture and creativity as gateways to opportunity**, using creative and cultural programmes to engage harder-to-reach residents, build transferable skills, and promote wellbeing through participation in community-led arts, heritage and volunteering activities.

## Pathways for progression and prosperity in work

Reducing inequalities in employment and helping residents to thrive in work are central to a fair and resilient economy. We will work with employers, training providers and regional partners to expand upskilling opportunities, address skills gaps and support older residents, carers and people with health conditions to participate fully in the workforce.



**Support local businesses to provide inclusive and good quality employment and recruitment**, promoting the Real Living Wage, flexible pathways for those returning to work, aged 50 and over or with additional needs and accessible work experience opportunities for residents through initiatives such as a Work Experience Month campaign.



**Lifelong learning and upskilling**, exploring modular learning, digital platforms for career and upskilling advice and Adult Community Learning and Skills Curriculum Plans.

## Skills for the future

We want our residents to be equipped to thrive, not just for the jobs of today but for the opportunities of tomorrow. While we must remove barriers to current career pathways, we must also ensure our people have the skills needed to thrive in an evolving economy shaped by rapid technological change, AI advancements, and the transition to Net Zero.



**Centre of Excellence for clean energy and net-zero advanced engineering**, partnering with employers and education providers to create clear skills and talent pathways into these key sectors.



**Scale construction skills training**, supporting the development of facilities at SGS College and the establishment of a Technical Excellence College for Construction to meet industry demand, with a focus on green and net-zero skills.

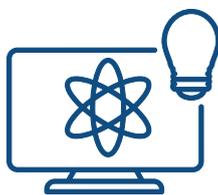


**Upskilling and reskilling opportunities** linked to industrial decarbonisation at Severnside through initiatives like the PAS Skills Academy Without Walls, Mission Net Zero, and the upcoming LIDP Skills Plan.

# Priority: Globally competitive, where all businesses can thrive



South Gloucestershire businesses secured **£59.2m of Innovate UK funding in 2023/24**



**A diverse mix of high-value productive sectors** -aerospace, advanced manufacturing, advanced engineering, digital, quantum and logistics



**13% innovation job growth**, compared to 47% in WECA<sup>28</sup>

We want to strengthen our position as a leader in UK growth industries identified in the industrial strategy, whilst also supporting the everyday economy. We want all businesses, regardless of sector or size, to be competitive, embracing innovation and creativity as a driver of productivity, employment, and inclusive and sustainable growth. The rate of innovation job growth is falling behind regional trends, suggesting a need for more coordinated approach to foster innovation-led inclusive growth and ensure that our businesses have the right support to succeed in a rapidly changing world.

**We will create the conditions for enterprise and innovation to flourish - supporting businesses to start, grow, and lead from South Gloucestershire, while attracting new investment and encouraging businesses to locate and relocate here.**



*Small businesses are central to the success of the local economy, but much of the support available is geared towards larger firms or specific sectors. Making support more accessible to all small businesses would benefit the whole region.*



*The skills pipeline needs proper investment so that there are enough people with the right expertise to drive growth in key sectors and support innovation across the region*

- Business survey respondents

<sup>28</sup> ONS Business Register and Employment Survey (2022).

## Supporting SMEs of all sectors to thrive

SMEs are the backbone of South Gloucestershire's economy, creating jobs, putting money in people's pockets, fostering innovation and driving local identity. We are dedicated to supporting all businesses - whether a builder, a creative sole trader, a small retailer, or a tech start-up - to be resilient, innovative, and successful in a rapidly changing economy.



**Increasing awareness of locally available business support**, working with partners such as the West of England Growth Hub, Business West and the Federation of Small Businesses to raise awareness of available support, expanding on the success of the South Gloucestershire Business Roadshow and engaging businesses through local forums.



**Streamlining access to business advice and resources**, exploring digital tools and platforms to help SMEs easily find the information they need, from funding and training to AI upskilling to sector-specific advice, and simplifying grant processes.



**Targeted support for sole traders and micro businesses**, working to understand support needs around financial, advisory and peer networking.

### Our support to SMEs

Our locally delivered programme of business support gives every entrepreneur and organisation - whether self-employed, part of a social enterprise, or leading an established company - access to the information, advice, and guidance needed to succeed. This includes intensive, hands-on support to bridge skills gaps, strengthen marketing, and open new supply chains, alongside sector-based ecosystem support that connects people to networks, tools, and expertise to help SMEs adopt industrial digital technologies and accelerate innovation.

We work closely with the West of England Growth Hub to ensure our businesses can access regional support tailored to local needs, helping enterprises to be sustainable, competitive and future-ready.

## Increase the proportion of employment in Industrial Strategy growth driving sectors

The government's UK Industrial Strategy identifies eight growth-driving sectors (IS-8), many of which are central to South Gloucestershire's economy – nearly 50,000 jobs currently. We will achieve this by enhancing the skills pipeline, aligning infrastructure with business needs, and providing targeted business support, while also promoting our strategic assets.



**South Gloucestershire as a leader in quantum technologies**, attracting start-ups and spinouts by providing R&D brokerage between academia and industry partners, ensuring the availability of affordable and stable workspaces and collaborating with training providers to build a skills pipeline that meets the evolving needs of the sector.



**Build on the opportunities set by Isambard AI** to grow South Gloucestershire's reputation as a centre for AI innovation, attracting AI-driven businesses and talent and support existing businesses to use AI.



**Regional Growth Strategy and National Industrial Strategy sector plans** set out opportunities that South Gloucestershire can benefit from around: funding, growth and investment catalysts, and long-term enablers to improve competitiveness.



**Advanced manufacturing**, helping South Gloucestershire businesses secure a share of national defence contracts with more 'meet the buyer' events, collaborating with stakeholders as part of a South West defence cluster to support our smaller businesses to enter supply chains.

## Growth zones - West Innovation Arc and Severn Estuary in the Regional Growth Strategy

The West Innovation Arc and the Severn Estuary are twin economic engines within South Gloucestershire, each with unique strengths and assets. Both zones have been recognised in the MCA's Regional Growth Strategy for their vital role in regional prosperity. Our goal is to ensure they continue to foster innovation, enhance competitiveness, and deliver benefits for the wider SME business base.



**Incentivising firms to start, remain, and grow in the West Innovation Arc** through tailored business support, skills development programmes, and collaborative R&D opportunities, creating a thriving environment that attracts talent, fosters innovation and drives sector growth.



**Growth of Net Zero logistics at Severnside**, working with the Department for Transport (DfT) to secure capital investment to maintain essential transport routes and bring forward developments like AxisWorks to meet the growing demand for sustainable logistics space.



**Connectivity between the West Innovation Arc and Severnside** by strengthening knowledge corridors that facilitate collaboration between businesses, research institutions, and technology spaces grouped to new market opportunities (such as clean energy).



**Live-work communities**, complementing innovation and grow on space growth with attractive, affordable housing options that bring a skilled workforce closer to innovation-driven jobs.

## The West of England Combined Authority Regional Growth Strategy

The Regional Growth Strategy is an evidence-based 10-year strategy that sets out how the West of England Mayoral Combined Authority will use its devolved powers and funding to drive growth in the region. It builds on the region's unique strengths and opportunities to support growth-driving sectors, identify wider business environment priorities, and provide a framework to focus and unlock investment.

As part of the delivery of the Regional Growth Strategy, WECA have agreed a set of priorities shared with Government that will unlock the growth potential of the region. These priorities are:

- Increase the availability and affordability of homes across the West of England, ensuring people living and working in the region have access to good quality, affordable homes that meet their needs.
- Improve transport connectivity across the West of England, ensuring people across the region have access to a safe, reliable, sustainable and affordable transport system.
- Increase the development of the commercial space to drive up capital investment in the West of England, meeting the requirements of potential investors and regional priorities for driving growth.
- Address high vacancy rates in key growth sectors across the region

## Health and care innovation cluster

A major part of our everyday economy, our ambition is to become a testbed for new models of care that embrace emerging technologies, from digital diagnostics to healthy ageing. By piloting innovations in real-world settings, we can improve outcomes for residents supporting jobs in the health and care sectors that pay above the real living wage.



**Cluster mapping** in South Gloucestershire, work with Health Innovation South West and UWE to identifying existing businesses, research activity, care providers, and assets.



**Health and Care Innovation Cluster steering group**, working with Health Innovation West of England and UWE, bringing together key stakeholders to co-develop a shared vision and delivery plan.



**Care skills escalators** with education and training providers and employers to create clear progression pathways, raise the profile of care roles, and connect residents to rewarding employment in the sector.

## Inclusive innovation

Innovation in South Gloucestershire isn't limited to major employment zones or large firms, it's also emerging around Yate, the Eastern Fringe, and across our diverse and dynamic SME base. Our businesses are among the most innovation-active in the region. We aim to build an innovation ecosystem that is not only world-class but also open, inclusive, and deeply rooted in the local community, where people, SMEs,

the everyday economy, and communities across the district can contribute to and benefit from new ideas, technologies, AI, and ways of working.



**Creative spillovers**, expanding the links between creative industries in the West of England and the wider South Gloucestershire business community as a catalyst for innovation and enterprise growth.



**Partner with innovation assets, education providers and community groups** to support the delivery of workshops and events that raise awareness of innovation, funding and entrepreneurship. We will start by using our role as co-owner of the Bristol and Bath Science Park to pilot an Apprenticeship week to showcase the range of business tenants and the roles available on site.



**Dedicated Innovation Broker role within the Council**, focused on connecting local businesses, especially SMEs and underrepresented founders, to funding, training, and collaboration opportunities across regional and national networks.

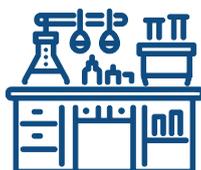


**Funding to sustain and expand the UMBRELLA smart infrastructure programme**, enabling more businesses, communities, and public services to benefit from smart infrastructure and data-driven innovation. This includes piloting new applications in flood resilience, energy efficiency, and mobility. UMBRELLA will also serve as a strategic platform for delivering innovation-led infrastructure projects, supporting our goals in climate resilience, inclusive innovation, and digital connectivity.

# Priority: Leading destinations for enterprise, investment, culture and experiences



**A distinctive mix of places**, including rural, urban fringe, town centres and market towns



Emerging draft Local Plan allocates delivery of up to **22,500 homes** and forecasted **27,500** new jobs – 6,400 of which have land requirements<sup>29</sup>



Visitor economy worth **£348.6 million**, 14% of the West of England total<sup>30</sup>

Success depends on maximising the potential of all our places. This can't be achieved with a one-size-fits-all approach. We are home to a diverse mix of places, each with unique strengths, character, and growth potential. The projected population increase, coupled with the ageing of our population, means the demand for housing, services, and infrastructure will grow and shift, placing greater pressure on our existing resources.



*I'd like to see more encouragement of mixed-use development in our centres creates more footfall and activity, which supports local shops, hospitality, and other services*

- Business survey respondent

We recognise the importance of a housing pipeline that meets local need to support economic growth, which will be addressed in our sister document, the emerging Local Plan. Alongside this, culture and creativity will play a vital role in shaping growth, acting as an economic driver, a connector between communities, and a foundation for placemaking. Through investment in our high streets, local centres, and cultural assets, we

can create vibrant, distinctive places that attract residents, businesses and visitors alike.

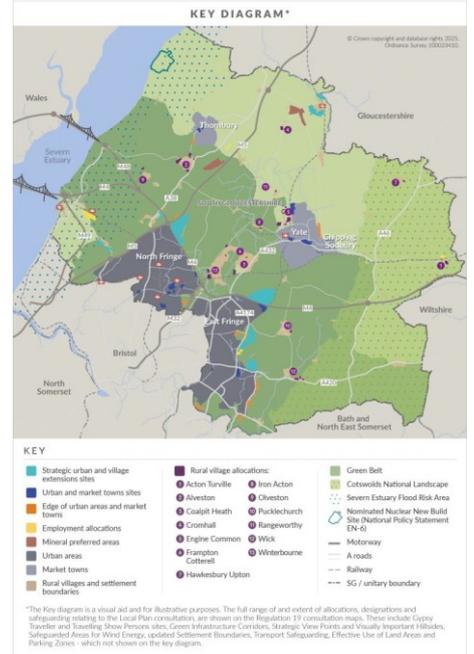
**We will deliver sustainable, high-quality places and experiences that draw in people, capital and creativity and strengthen our communities.**

<sup>29</sup> South Gloucestershire Council, New Local Plan (DRAFT) and underpinning evidence base (2025).

<sup>30</sup> Visit West, The Economic Impact of South Gloucestershire's Visitor Economy 2023 (2024).

## South Gloucestershire Council Draft New Local Plan

The emerging new Local Plan sets out a vision for up to 22,500 new homes and forecasts 27,500 jobs over the plan period, anchored by growth in strategically important locations.<sup>31</sup> By identifying suitable housing and employment land, the Local Plan ensures that we are prepared to attract a skilled workforce, support local businesses, and enhance the overall quality of life for residents supporting the delivery of this economic strategy.



## Quality employment land

The emerging Local Plan forecasts a demand for 163,000-171,000 sqm of office and R&D space, 30 hectares of industrial land, and 104-106 hectares of warehousing and logistics land in line with job growth. To remain a competitive destination for investment and enterprise, we must offer more than just space - we need to provide the infrastructure and environments that modern businesses rely on.



**Market engagement exercise to assess current and future demand for business premises**, identify sector-specific space and facility requirements, highlight gaps in provision and priorities for development in line with allocations in the emerging Local Plan. This will include consideration of spaces for creative professionals through the Culture West programme.



**Promote and expand the Science Park as a premier innovation and creative hub**, building on anchor tenants across priority sectors, including the soon-to-arrive Digital Catapult. We will ensure a diverse range of spaces for businesses at all stages of growth, while collaborating with Invest Bristol and Bath to attract inward investment.



**Mobile and digital infrastructure improvements** across employment sites, working with the WECA Digital Office and telecoms providers to target blackspots, enable 5G rollout, and ensure business parks and rural sites are investment ready.

<sup>31</sup> South Gloucestershire Council, [South Gloucestershire New Local Plan](#) (2025).



**Commercial and housing mix** that supports South Gloucestershire’s needs to be prioritised in the combined authority’s planned Spatial Development Strategy.



**Plan and deliver the energy infrastructure needed**, ensuring adequate grid capacity, low-carbon energy options, and long-term resilience are built into site delivery and investment planning

## Increasing visitor stays and boosting spend

South Gloucestershire welcomed over 6 million visitors in 2023, generating £348.6 million in direct spending and supporting more than 5,000 jobs. Our visitor offer spans historic market towns, countryside and active travel routes, aerospace heritage and future at Filton, and major destinations like Cribbs Causeway, Bristol Zoo Project and The Wave. Alongside these, our growing cultural and creative offer, from festivals and local arts to heritage attractions such as Dyrham Park, plays an increasingly important role in shaping our identity and visitor appeal. By improving how we connect, promote, and invest in our assets, we can grow the number and value of visits, attract new investment and create new opportunities.



**Visitor Economy Leadership Group**, bringing together local businesses to champion the sector and act as ambassadors for South Gloucestershire’s visitor offer.



**South Gloucestershire Visitor Economy Action Plan**, establishing a clear narrative that connects our distinctive cultural, creative and natural assets to the area’s tradition of innovation and prioritise interventions for growth, working with Visit West.



**Council communications and social media** to highlight cultural, heritage and natural tourism assets alongside nationally recognised events like the Badminton Horse Trials alongside local festivals, venues and businesses.



**Enhanced wayfinding and signage at key transport hubs** including Cribbs Causeway, Bristol Parkway and Yate, highlighting key routes to leisure destinations and connecting visitors to local assets across South Gloucestershire.

### The Western Forest

The Western Forest is a major new national forest initiative, supported by up to £7.5 million of government funding over the next five years and building on the momentum of the West of England Local Nature Recovery Strategy. Spanning Wiltshire, Gloucestershire, and the West of England, it will connect the River Avon catchment with the Cotswolds and Mendip Hills National Landscapes, creating a vast woodland network serving over 2.5 million people. With over 73% of the programme area currently in agricultural use, the forest partnership will work

closely with landowners, businesses, and local communities to plant 2,500 hectares of new woodland and other tree habitats in its first five years, with an ambition to plant 20 million trees by 2050. The Western Forest will also play a central role in developing rural skills, providing funding, training, and knowledge to land managers and local communities to support climate adaptation and business resilience.

## Vibrant local centres and high streets

From thriving towns like Yate and Thornbury to picturesque rural areas, we will embrace the opportunities that planned investments, such as the development of the new urban centre in Brabazon and ensure our existing high streets and key local centres remain vibrant and relevant, investing in the economic and social infrastructure that supports local businesses, services, and cultural life.



**Local and town centre development**, starting with the delivery of the Kingswood and Yate masterplans, ensuring sustainable development, local employment centres, enhanced local amenities, and vibrant, well-connected communities.



**Parkway Urban Centre** as a national gateway to the West Innovation Arc, driving mixed-use development, transforming public spaces to prioritise access to green and social areas and ensuring the full integration of Harry Stoke as part of regeneration activity.



**Embed culture in regeneration and placemaking**, protecting and developing local cultural assets and opportunities through masterplans and other place-based plans. This includes using culture as a catalyst for renewal, from projects like Kingswood Park and Whitfield Tabernacle to creative interventions, events and meanwhile uses that activate high streets and strengthen community identity.



**Housing development around key employment centres**, in line with Local Plan designations, providing affordable, mixed-tenure homes for the workforce near major job hubs like Filton, Emersons Green, and our Eastern Fringe.

## A fresh approach to investment

To deliver on our strategic ambitions, we need a fresh approach to investment, one that strengthens the Council's capacity to support placemaking, attract capital, and unlock long-term value for our people, businesses, and communities. By resetting our approach, we can unlock more of the area's potential, build investor confidence, and ensure prosperity is widely shared.



**Procurement framework review** to enable more flexible, partnership-based delivery models that maximise long-term social, environmental, and economic value from investment.



**New models for public-private partnerships**, including joint ventures and investment vehicles, to unlock sites and support infrastructure delivery, and strengthening our relationship with Homes England and our HomesWest partnership.



**Fresh Council approach to investment**, including reviewing the *Set for the Future* investment prospectus, refining approach to key events such as the UK's Real Estate Investment and Infrastructure Forum, and setting up the council and partner capacity needed to deliver more investment.



**Redefine the relationship with Invest Bristol & Bath** to ensure South Gloucestershire's assets, ambitions, and sector strengths are fully integrated into regional investment activity. This will include a joint investment plan, leveraging local expertise to deliver high-quality projects into South Gloucestershire.

# Priority: Pioneers in adapting to the impacts of a changing climate, clean energy and nature-based solutions



**297 GWh** renewable energy generated in 2023, covering **27%** of total consumption



**22%** of South Gloucestershire covered by the Cotswolds AONB; **22** Sites of Special Scientific Interest, **271** Sites of Natural Conservation Interest, **64** Regionally Important Geological Sites<sup>32</sup>



Estimated **38%** of existing homes with energy ratings **A-C**; **9.4%** of households in fuel poverty.

Through our delivery of the Climate and Nature Emergency Strategy, we are already leading the way in climate resilience and nature-based solutions. Initiatives like the Western Forest and the Linking of the Levels project are restoring habitats and enhancing biodiversity. The newly established South Gloucestershire Food Partnership is also strengthening our local food systems, supported by over 520 commercial farms and renowned food manufacturers, paving the way for a resilient, more circular economy. We are making significant progress in clean energy, generating 297 GWh of renewable electricity annually, covering 27% of our total consumption, and we have the potential to do even more.



*The biggest challenge we face is the cost of energy. High prices make it difficult to stay competitive, and without affordable clean energy solutions, growth in sectors like manufacturing will be held back*

- Business survey respondent

<sup>32</sup> South Gloucestershire Council, South Gloucestershire Net Zero Dashboard (2024).

**We will lead in climate and nature resilience to manage risk, attract investment, and grow new markets - supporting greener, healthier, and nature-rich places.**

## Clean energy solutions

We have the assets and expertise to strengthen our long-term energy resilience and help drive the clean energy transition. Our extensive network of former mine workings could provide low-carbon heating and cooling to up to 25,000 homes, while the Severn Estuary holds the largest share of the UK's tidal range energy potential.



**A hydrogen hub** harnessing IAAPS and Hydrogen South West to grow infrastructure, demand, and local supply chains.



**Potential rollout of mine water heating and cooling** by progressing identified viable sites and working with partners to develop pioneering low-carbon heat networks.



**Viability of tidal energy development in the Severn Estuary**, focusing on South Gloucestershire's potential role in infrastructure, supply chains and innovation.



**Potential development of Small Modular Reactors (SMRs) at Oldbury** to provide reliable power supply for our AI and other high-energy demand sectors.



**Partnership working with local housing associations**, to support the decarbonisation of existing housing stock

## Industrial decarbonisation

Decarbonising our industrial base is essential to achieving net zero while securing long-term economic competitiveness. By investing in the right infrastructure and advice, we can accelerate clean growth and support businesses to be energy efficient.



**Business awareness and uptake of existing decarbonisation support**, including the green business surveys and green business grants offered through WECA, to ensure local firms maximise available funding and advice.



**Early implementation of the West of England Industrial Cluster Local Industrial Decarbonisation Plan (WCIDP)**, creating action plans to accelerate decarbonisation in Filton and Severnside focused on low-carbon technology adoption and infrastructure upgrades.



**Investment in our strategic employment sites and infrastructure**, including energy upgrades, sustainable freight, and circular economy facilities, to enable low-carbon industrial growth

## Leading role in the West of England farm to fork rural economy

With over two-thirds of the area's land in agricultural use and a growing cluster of food producers, we have the foundations to lead a more sustainable regional food economy.<sup>33</sup> We can supply the city region's wider food and beverage sector with local produce.



**Food Partnership Action Plan**, working with regional partners, the Sustainable Food Places Partnership and award-winning community food networks to align activity, share learning, and maximise collective impact across the West of England food system.



**Rural enterprise offer**, working to better understand their enterprise support needs, addressing gaps in demand and connecting SMEs to existing provision, such as FoodWorksSW.



**Local food festivals and events** to raise the profile of South Gloucestershire's producers and connect them with retailers, wholesalers, and consumers across the region, starting with reviewing how the South Gloucestershire Food Festival is delivered.

## Targeted climate adaptation support - a testbed for retrofit and construction.

South Gloucestershire has a growing reputation for pioneering retrofit and sustainable construction, evidenced by the regeneration of Bromford's homes to net zero and UWE's sustainability centre influencing widely used national building standards. We want to become a testbed for adaptation in retrofit and construction, not only in housing but across vital infrastructure such as schools.



**West of England Retrofit Accelerator and Retrofit West offers**, increasing uptake of resident retrofit measures and supporting local contractor engagement and supply chain growth.



**Invest in Climate and Nature (iCaN) scheme expansion**, building a pipeline of investment ready projects supporting nature recovery and climate adaption in local communities.



**South Gloucestershire as a retrofit and construction testbed**, developing a roadmap to become a national demonstrator for climate-adapted developments and regeneration.

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<sup>33</sup> South Gloucestershire Food Partnership, Food Across South Gloucestershire (May 2025).



**Funding for decarbonising local schools and the public estate,** working with South West Net Zero Hub, supporting the delivery of energy efficiency, low-carbon heating, and climate adaptation measures across priority sites.

## Flood resilience

Flood risk is a growing threat to South Gloucestershire's residents, businesses and essential infrastructure. We are already responding to this challenge, with interventions such as the partnership between both Bristol City Council and the Environment Agency on the Avonmouth/Sevenside Enterprise Area Ecology Mitigation and Flood Defence project as well as nature-based solutions such as the through the Thriving Waters programme. We will build on this foundation with practical, adaptive approaches to managing flood risk.



**UMBRELLA network to pilot innovative flood resilience solutions,** linking research with real-world delivery to position South Gloucestershire as a leader in climate adaptation and environmental innovation.



**Community flood preparedness,** working with VCSE and supporting awareness campaigns, local resilience planning, and targeted support for vulnerable groups.



**Expansion of nature-based flood management interventions,** with initiatives focused on wetland creation, tree planting and land stewardship.

# Implementation

We are a key driver of the West of England economy and will play a major role in delivering the vision of the West of England Regional Growth Strategy. As the primary location of key regional growth opportunities, such as West Innovation Arc and Severnside, we will play an important role in supporting the region to increase the supply and affordability of space to attract businesses and employers to the West of England and improve the region's ability to retain high-potential start-ups and spinouts. Through developments like Brabazon, we are leading the way to increase the availability and affordability of homes in the region.

## Ownership and delivery

This strategy is owned by the Council, and forms part of our core strategic documents alongside the Council Plan 2024-2028, the emerging Local Plan and a forthcoming Sustainable Communities Strategy.

The Regeneration Team will lead the delivery of this strategy, overseeing its implementation through a series of action plans that will be reviewed regularly. However, cross-department collaboration within the Council is essential to drive the strategy forward. All teams will take ownership of relevant focus areas, ensuring these are embedded in all Council delivery plans.

Our delivery approach will align with the core principles outlined in the Council Plan:



**Open** - We will remain responsive to emerging opportunities while maintaining a strong focus on long-term resilience and sustainable prosperity



**Informed** - Our actions will be driven by evidence, local insights, and a commitment to continuous learning



**Innovative** - We will proactively seek new tools, partnerships, and approaches to add capacity and flexibility in meeting evolving economic challenges.



**Collaborative** - Above all, we will work together with partners, businesses, and VCSE organisations to turn this strategy's ambitions into meaningful change.

### Driven by partnership

At the regional level, this means re-aligning our relationships with WECA, Invest Bristol & Bath, and Visit West to ensure that South Gloucestershire's priorities are embedded into regional strategies and that regional delivery reflects local priorities. The Regional Growth Strategy will be an important vehicle for us to move forward our priorities, delivering growth and prosperity for South Gloucestershire and the wider region.

We will develop new ways of working with regional partners, agreeing collective action plans and targets to ensure that we collectively deliver better outcomes for South Gloucestershire and the wider region. With Invest Bristol and Bath we will look at how we can collaborate to maximise the value of the science park as a regional asset, and with Visit West we will look at how we can attract more visitors to South Gloucestershire.

At the local level, we will leverage our convening powers to unite stakeholders in developing innovative solutions to challenges, identifying new opportunities, and ensuring that our strategy remains agile and responsive to change. Private sector partnerships will be key to delivering the vision, ensuring that local businesses, investors, and industry leaders remain actively engaged in shaping key programmes and initiatives.

To ensure the successful implementation of this strategy, we have identified key focus areas for early delivery. By concentrating on these early actions, we can drive tangible change, build momentum and create the necessary infrastructure for shared prosperity and innovation.

## Monitoring our progress

We have defined six core outcomes, linked to our strategic vision, that articulate the impact we want to achieve over the next decade. These are underpinned by 14 indicators which will be used to understand whether we are on track to deliver the change we want to see, to be reported to the Regeneration Board on an annual basis. These measures of success are aligned to the indicators used to measure progress in the Regional Growth Strategy, enabling us to be clear about how South Gloucestershire is contributing to regional priorities.

As part of implementation, a range of Key Performance Indicators (KPIs) will be codesigned by the council teams responsible for action plan development, ensuring that monitoring reflects both strategic priorities and the practicalities of delivery. These will include a mixture of outputs – such as the number of businesses supported or events delivered – and outcomes drawn from official datasets. Action plans will be overseen by the Regeneration Team, helping us understand where progress is being made, how it is making a difference, and informing future implementation plans.

## Communicating our success

We will continue to engage with young people, businesses and communities to understand the early impact of our work, forming an important part of our broader evaluation approach.

We will produce updates for residents, businesses and partners to showcase progress, highlight successes and promote South Gloucestershire as a place of opportunity. This will demonstrate the change that people have told us they want to see, while celebrating what works and building confidence in the future.

## Strategy outcomes and measures of success

Outcome	Measure	Where we are now	Year	Source	Desired direction of travel	Monitored in the Regional Growth Strategy
<b>More young people in work, education and or training</b>	% of 16–17-year-olds in Employment Education and Training	93.1%	2024	DfE, Participation in education, training and NEET age 16-17 by local authority (Academic year 2024/25)	↑	✓
	% of 16–17-year-olds Not in Employment Education and Training	2.6%	2024		↓	✓
	% of 16–17-year-olds who status in Employment Education and Training is 'unknown'	3.7%	2024		↓	✓
	Number of apprenticeships starts	1,830	2023/24 academic year	DfE, Apprenticeship and traineeships (2024)	↑	✓
<b>More residents in well paid, sustained employment</b>	Gross domestic household income per head of population	£23,233	2022	ONS, Regional gross disposable household income at current basic prices (October 2023)	↑	✓
	% of residents earning more than the Real Living Wage	89.9% of employee jobs	2024	ONS, Number and proportion of employee jobs with hourly pay below the	↑	✓

living wage  
(November 2024)

**More businesses of all sizes and sectors that are competitive and thriving**

Increase in % of businesses that are innovation active (regional)

37.3%

2022

DBT, UK Innovation Survey 2023 (May 2024)



% change in number of businesses and SMEs across all sectors

0.15% growth in businesses and SMEs

2023-2024

ONS, UK Business Counts (2024 released)



**More prosperous communities, with higher quality of life and wellbeing**

% of residents reporting very good life satisfaction in their area as a place to live

27%

2023

South Gloucestershire Viewpoint Survey (2023)



Number of Lower level Super Output Areas (LSOA) in the bottom 50% of all LSOAs in England

21

2019

MHCLG, English indices of deprivation 2019 (September 2019)



Increase in overall Social Fabric Index score and ranking

48<sup>th</sup> highest out of 382 English local authorities

2023

Onward UK Social Fabric Index (2023)



<b>Highest productivity in the South West</b>	Gross Value Added per hour	£52.20	2022	ONS, Subregional productivity: labour productivity indices by local authority district (Table A3: Current prices (smoothed) (June 2024)		✓
<b>More businesses and economic infrastructure that are resilient to the impacts of climate change</b>	Annual change in kilo tonnes CO2 emissions by industry	-8.7%	2022-2023	DESNZ, UK local authority and regional greenhouse gas emissions statistics (August 2025)		✓

# Appendix

South Gloucestershire 2035: Where innovation drives opportunity for all			
A role for everyone, where opportunity is shared by all	Globally competitive, where all businesses can thrive	Leading destinations for enterprise, investment, culture and experiences	Pioneers in adapting to the impacts of a changing climate, clean energy and nature-based solutions
<p><b>Transport options to connect people and jobs</b></p> <ul style="list-style-type: none"> <li>• Work with bus operators to enhance frequency and reliability of local routes.</li> <li>• Deliver more active travel routes for walking, cycling and wheeling.</li> <li>• Improve connectivity between communities, employment and education hubs.</li> </ul> <p><b>Experiences of work for young people</b></p> <ul style="list-style-type: none"> <li>• Enhanced careers guidance and access to meaningful work experience opportunities.</li> <li>• Develop new approaches to experiences of work for young people with additional needs.</li> <li>• Broker work experience opportunities through social value commitments.</li> </ul> <p><b>Front doors to skills, employment and health</b></p> <ul style="list-style-type: none"> <li>• Pilot new local hubs to collocate services such as employment and health support.</li> <li>• Scope a 'Skills on Wheels' initiative to bring modular training to underserved areas.</li> <li>• Develop a volunteering platform to connect residents to opportunities and local VCSEs.</li> <li>• Culture and creativity as gateways to opportunity.</li> </ul> <p><b>Pathways for progression and prosperity in work</b></p> <ul style="list-style-type: none"> <li>• Support businesses to provide inclusive and good quality employment</li> <li>• Lifelong learning and upskilling</li> </ul> <p><b>Skills for the future</b></p> <ul style="list-style-type: none"> <li>• Establish a Centre of Excellence for clean energy and net-zero engineering.</li> <li>• Expand construction skills training through SGS College and Technical Excellence College.</li> <li>• Upskill and reskill residents through industrial decarbonisation initiatives at Severnside.</li> </ul>	<p><b>Supporting SMEs of all sectors to thrive</b></p> <ul style="list-style-type: none"> <li>• Increasing awareness and take up of business support</li> <li>• Streamlining and simplifying the business support offer</li> <li>• Targeted support for sole traders and micro businesses</li> </ul> <p><b>Increasing employment in Industrial Strategy growth driving sectors</b></p> <ul style="list-style-type: none"> <li>• South Gloucestershire as a leader in quantum technologies.</li> <li>• AI cluster development linked to opportunities set by Isambard AI.</li> <li>• Regional Growth Strategy and National Industry Strategy sector plans.</li> <li>• Support advanced manufacturing supply chains and defence sector SMEs.</li> </ul> <p><b>Growth zones – West Innovation Arc and Severn Estuary</b></p> <ul style="list-style-type: none"> <li>• Incentivise firms to start, remain and grow in the West Innovation Arc via tailored support, skills programmes, and collaborative R&amp;D.</li> <li>• Grow Net Zero logistics at Severnside; work with DfT to secure capital investment and bring forward sites such as AxisWorks.</li> <li>• Strengthen knowledge corridors and connectivity between the Arc and Severnside to link businesses, research, and tech spaces to clean-energy opportunities.</li> <li>• Enable live-work communities with affordable homes close to innovation jobs and grow-on space.</li> </ul> <p><b>Health and care innovation cluster</b></p> <ul style="list-style-type: none"> <li>• Map health and care cluster assets with UWE and Health Innovation West of England.</li> <li>• Form a Health and Care Innovation Cluster steering group to develop a shared vision.</li> <li>• Create care skills escalators with education providers and employers.</li> </ul> <p><b>Inclusive innovation ecosystem</b></p> <ul style="list-style-type: none"> <li>• Establish an Innovation Broker role to connect SMEs to funding and networks.</li> <li>• Expand creative spillovers between the creative and innovation sectors.</li> <li>• Innovation events with business, education providers and community groups starting at the Bristol and Bath Science Park.</li> <li>• Secure funding to sustain and expand the UMBRELLA smart infrastructure programme.</li> </ul>	<p><b>Quality employment land</b></p> <ul style="list-style-type: none"> <li>• Market engagement to assess demand for business premises and identify gaps.</li> <li>• Expansion of the Bristol and Bath Science Park as a premier innovation and creative hub.</li> <li>• Improve mobile, digital and energy infrastructure across employment sites.</li> <li>• Commercial and housing mix is prioritised in the regional Spatial Development Strategy</li> </ul> <p><b>Increasing visitor stays and boosting spend</b></p> <ul style="list-style-type: none"> <li>• Create a South Gloucestershire Visitor Economy Action Plan with Visit West.</li> <li>• Form a Visitor Economy Leadership Group to champion the sector.</li> <li>• Council communications and social media to highlight local assets and events.</li> <li>• Improve signage and wayfinding at key transport hubs.</li> </ul> <p><b>Vibrant local centres and high streets</b></p> <ul style="list-style-type: none"> <li>• Local and town centre development, starting with the Deliver Kingswood and Yate masterplans.</li> <li>• Develop Parkway Urban Centre as a gateway to the West Innovation Arc.</li> <li>• Embed culture in regeneration and placemaking.</li> <li>• Develop Parkway Urban Centre as a gateway to the West Innovation Arc.</li> <li>• Encourage mixed-use housing near major employment centres.</li> </ul> <p><b>Fresh approach to investment</b></p> <ul style="list-style-type: none"> <li>• Review procurement frameworks to support flexible partnership delivery models.</li> <li>• Develop joint ventures and investment vehicles to unlock major projects.</li> <li>• Update the Set for the Future investment prospectus with Invest Bristol &amp; Bath.</li> <li>• Joint investment plan for South Gloucestershire with Invest Bristol &amp; Bath.</li> </ul>	<p><b>Clean energy solutions</b></p> <ul style="list-style-type: none"> <li>• Progress mine water heating and cooling projects at viable sites.</li> <li>• Develop a hydrogen hub and explore tidal energy in the Severn Estuary.</li> <li>• Explore potential deployment of Small Modular Reactors at Oldbury.</li> <li>• Partnership working with local housing associations to decarbonise existing stock.</li> </ul> <p><b>Industrial decarbonisation</b></p> <ul style="list-style-type: none"> <li>• Increase business uptake of decarbonisation grants and advice.</li> <li>• Implement the West of England Industrial Cluster decarbonisation plan.</li> <li>• Invest in energy upgrades and circular economy facilities on industrial sites.</li> </ul> <p><b>Leading role in the West of England farm to fork rural economy</b></p> <ul style="list-style-type: none"> <li>• Deliver the Food Partnership Action Plan with regional partners.</li> <li>• Grow and support rural enterprise, understanding gaps in provision and connect SMEs with existing provision.</li> <li>• Expand local food festivals to promote South Gloucestershire produce.</li> </ul> <p><b>Targeted climate adaption support – a testbed for retrofit and construction</b></p> <ul style="list-style-type: none"> <li>• Increase uptake of retrofit through the West of England Retrofit Accelerator.</li> <li>• Expand the Invest in Climate and Nature (iCaN) scheme and pipeline of investment ready projects.</li> <li>• Develop South Gloucestershire as a national retrofit and construction testbed.</li> <li>• Fund energy efficiency and low-carbon upgrades in schools and public buildings.</li> </ul> <p><b>Flood resilience</b></p> <ul style="list-style-type: none"> <li>• Pilot flood resilience solutions through UMBRELLA.</li> <li>• Community flood preparedness and local resilience planning.</li> <li>• Nature-based flood management interventions.</li> </ul>