# Functional Economic Market Area (FEMA) Analysis

## Employment Land Review Technical Paper

South Gloucestershire Council

January 2022

# Notice

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# Contents



## Figures

# 1. Introduction to the Paper

Atkins have prepared a series of technical papers as part of the Employment Land Review (ELR) process for South Gloucestershire, which are intended to support and provide context to the main ELR report and the West of England Employment Land Spatial Needs Assessment (ELSNA).

This technical paper has been produced to identify functional and coherent areas within South Gloucestershire (functional economic market area (FEMA) sub-areas), in order to assist the strategic planning and development priorities of the Unitary Authority. Each area is defined so as to reflect a spatial level at which local economies and markets operate. For instance, the economic role (urban, residential, rural), industrial specialisation, presence of key attractive assets, transport and mobility patterns, can all play a key role in shaping coherent and recognisable areas.

At the same time, it is important to acknowledge the relatively modest size of South Gloucestershire, and therefore the high level of socio-economic interaction between these areas within the Unitary Authority, and across various neighbouring authorities (in particular, Bristol Unitary Authority). This means that in the context of South Gloucestershire, these areas are not meant to be self-contained economic and residential zones, but rather to offer a simplified framework of socio-economic interactions in South Gloucestershire.

The work undertaken for this technical paper consisted of a series of social and economic data analysis (including job location, job specialisation, type of built space, commuting patterns, transport infrastructure) at the lowest possible geography (LSOA[1]), as well as reviewing existing strategic documents including:

- West of England Local Industrial Strategy (2019)
- West of England Employment and Skills Plan (2019)
- West of England Joint Green Infrastructure Strategy (2020)
- West of England Joint Local Transport Plan (2020)
- South Gloucestershire Core Strategy (2013)
- South Gloucestershire Policies, Sites and Places Plan (2017)

The paper is structured as follows:

- **Section 2** sets out the distribution of jobs across South Gloucestershire
- **Section 3** details the distribution and nature of commercial properties across South Gloucestershire
- **Section 4** sets out the key economic and transport assets in South Gloucestershire and their relation to the FEMA sub-areas
- **Section 5** sets out the six determined FEMA sub-areas with their rationale and area description
- **Section 6** presents employment space requirements at the FEMA sub-area level, utilising the demand assessment as part of the ELSNA.

The paper concludes with FEMA sub-area demand profiles, which provide commentary and considerations on the scale and direction of employment space demand. This utilises research and market engagement.

The FEMA sub-area demand analysis and commentary has been assessed in combination with FEMA sub-area supply analysis to assess the supply-demand balance of employment space. This is presented in Section 3 of the Core Report. The FEMA sub-area supply analysis is located in Technical Paper 2.

[1] Lower Super Output Areas: geographic areas used in the census, and other datasets, for reporting small area statistics.

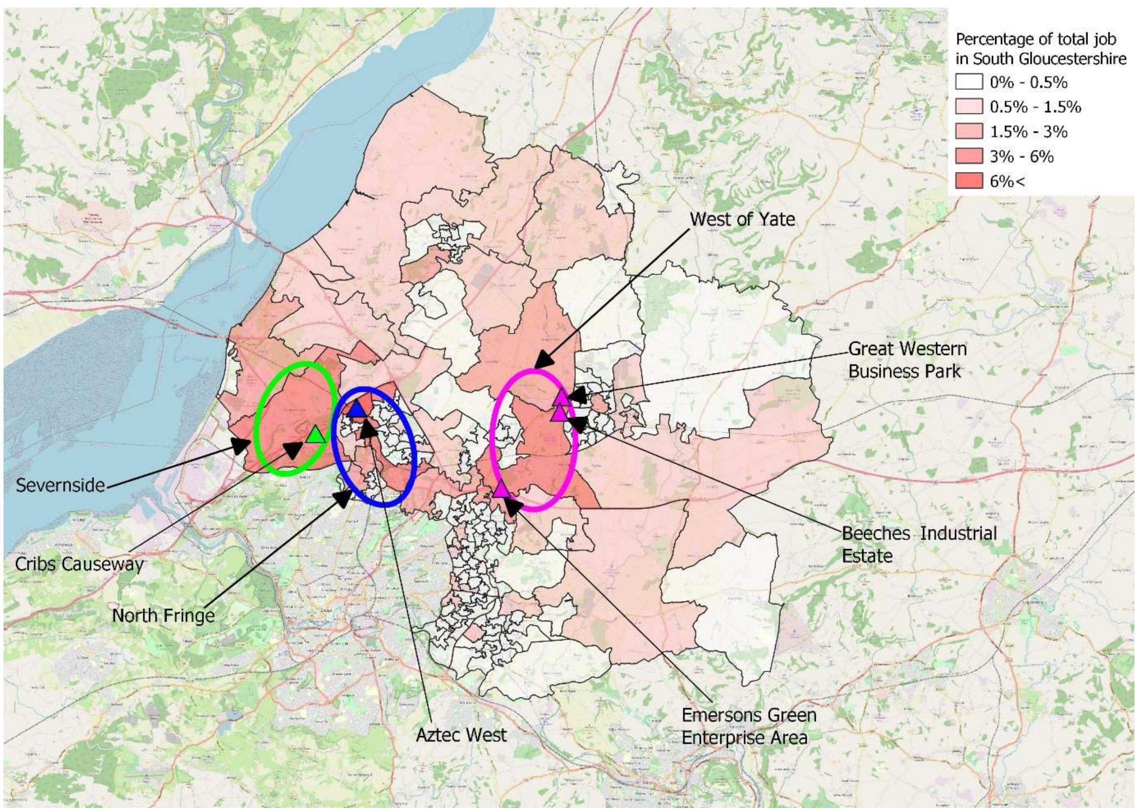
## 2. Job Distribution

In order to identify functional and coherent economic areas within South Gloucestershire, a number of elements of economic and social data require consideration. The first aspect is the spatial distribution of jobs across the Unitary Authority, which will enable clusters of business activity to be identified and further analysed.

The South Gloucestershire economy has expanded rapidly over the last twenty years, accounting for a high proportion of sub-regional growth as a result of attracting investment from outside the sub-region and from elsewhere within the West of England, notably from Central Bristol. Much of the area's growth in recent years has occurred in the Bristol North Fringe area, especially Filton, and in the strategic location of Emersons Green – home to Bristol and Bath Science Park. Furthermore, Severnside now offers strategic-scale accommodation of large-scale warehouse and distribution, industrial, energy and waste processing sectors.

Figure 2-1 maps the distribution of jobs across South Gloucestershire by Lower Super Output Area (LSOA). LSOAs are very small so they do not always constitute functional areas on their own, but they help identify areas of job concentration.

**Figure 2-1 - Job Distribution across South Gloucestershire (2018)**




*Source: ONS, Business Register and Employment Survey, 2018*

The distribution highlights three main areas:

### 2.1. Severnside

Severnside is a regionally significant employment location with strategic-scaled distribution centres, logistics, manufacturing premises, an energy centre, recycling recovery and car dealerships. This includes the major distribution parks of Central Park and Western Approach, which house major distribution centres for international firms like Amazon, Lidl, Tesco and DHL.

Severnside has a high concentration of jobs with the Avonmouth/Severnside Enterprise Area. Surrounding LSOAs also show high job concentrations, suggesting the presence of a connected network of businesses and industries. Due to its proximity to Bristol and Wales and transport assets and links, the area is specialised in transport and storage services and accommodation and food services activities.

In this area, it is also likely that a significant share of employment is related to the Cribbs Causeway Shopping Mall. The LSOA in which it is located accounts for over 5% of all jobs in South Gloucestershire alone, with The Mall reporting over 150 retail stores as well as leisure facilities[2]. Wholesale and retail trade accounts for the majority of the jobs in this area, with 23% of all wholesale and retail jobs in South Gloucestershire located here. Surrounding LSOAs also show high job concentrations, suggesting the presence of a connected network of businesses and industries.

## 2.2. The North Fringe

The area commonly known as the North Fringe of Bristol also shows high concentration of employment, with major employment areas being found around the major train station at Bristol Parkway and the local train station Patchway, at Aztec West (accounting for around 7% of all jobs) and around Filton (accounting for around 5% of all jobs). Employment in the North Fringe area is focused on manufacturing (62% of all manufacturing jobs in South Gloucestershire), information and communication (65% of all information and communication jobs) and financial and insurance activities (73% of all financial and insurance jobs)[3]. The North Fringe represents an internationally significant cluster for Aerospace and Advanced Engineering, and the UK's largest aerospace cluster. Occupiers include 14 of the world's 15 major aerospace firms, including Airbus, Rolls-Royce and GKN.

## 2.3. Central South Gloucestershire (West of Yate)

There is also a relatively high concentration of jobs in the central area of South Gloucestershire, located to the west of Yate, which is driven by business parks and industrial sites, such as Beeches Industrial Estate and Great Western Business Park. Further, this area contains Emersons Green as a major employment site and contributor of industrial floorspace for South Gloucestershire.

This employment spread across several industries including manufacturing, wholesale and retail trade, water supply, sewerage and waste management, transport and storage, and public administration and defence[4].

Beyond those three centres of employment, the proportion of jobs in the rest of South Gloucestershire is relatively low, corresponding to the rural areas to the east of the Unitary Authority.

[2] https://www.mallcribbs.com/
[3] NOMIS, 2018
[4] NOMIS, 2018

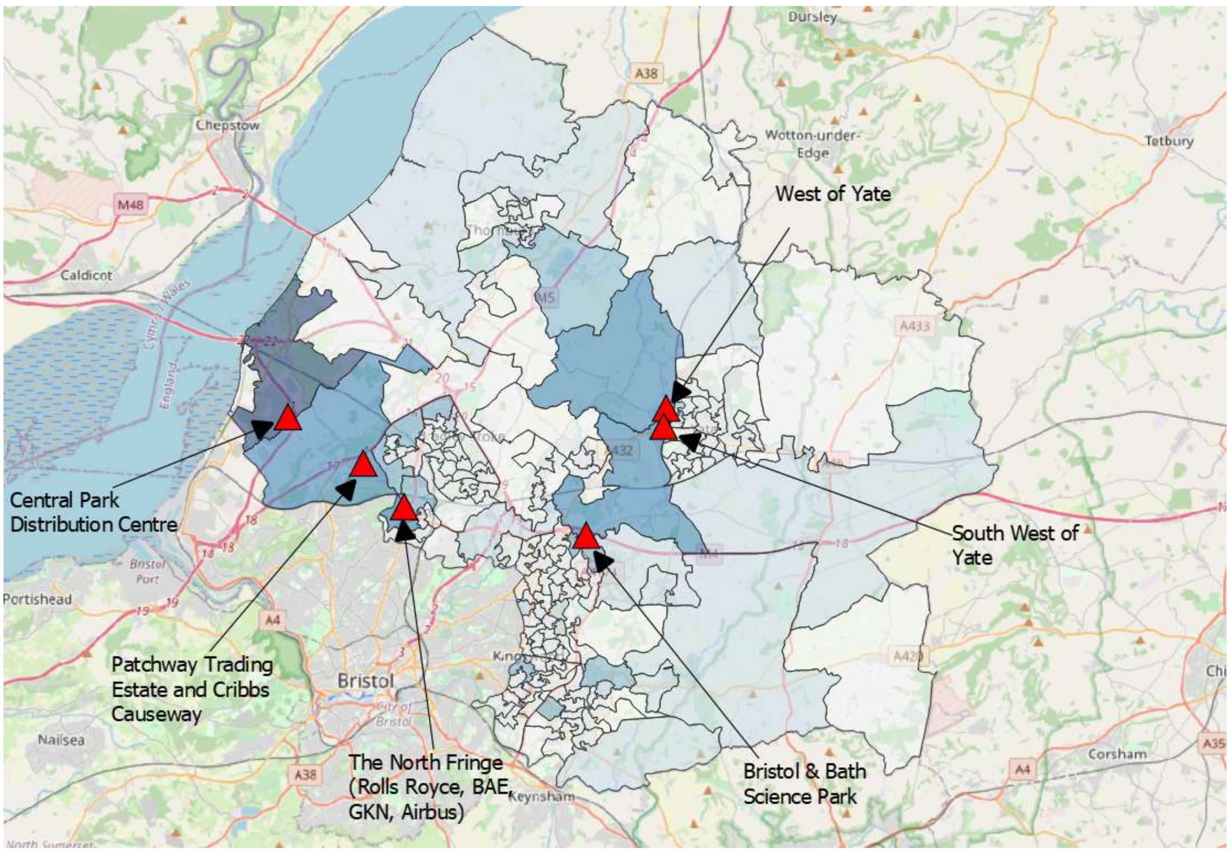
# 3. Type of Commercial Properties

Having examined the spatial distribution of employment in South Gloucestershire, the analysis will now focus on the types of business activity occurring within the Unitary Authority and the distribution of industrial, retail and office uses. This supports the identification of key economic clusters and areas of major development.

## 3.1. Industrial Concentration

Figure 3-1 maps the distribution of industrial floorspace across South Gloucestershire. Industrial floorspace tends to be concentrated in a handful of locations around the North Fringe of Bristol, Severnside, Emersons Green and Yate.

**Figure 3-1 - Industrial Floorspace Distribution across South Gloucestershire (2020)**




*Source: Valuation Office Agency, Industrial floorspace by LSOA, 2020*

Indeed, 28% of all industrial floorspace is concentrated in one LSOA in Severnside, as shown on the map, with the immediate surrounding LSOA accounting for another 5%. This corresponds to the location of the Central Park Distribution Park and Patchway Trading Estate:

- Central Park Distribution Park is a 600-acre warehouse distribution park development located in Severnside near Avonmouth. It has been designed to be the South West's largest distribution park and the site can accommodate buildings in excess of 750,000 sq ft. It is currently home to Lidl, The Range, Next, Tesco, Warburtons, Royal Mail, Farmfoods, and others[5].
- The Patchway Trading Estate is located next to Cribbs Causeway and comprises range of warehouses, which support a variety of activities. The site is home to 23 industrial units in total[6].

[5] http://www.centralparkbristol.co.uk/
[6] http://patchway.estate/

Another 20% of industrial floorspace is located in the North Fringe area, with just one LSOA making up 7% of total industrial floorspace. This area corresponds to the cluster of industrial activities in and around Filton, which tend to be focused on Aerospace and Advanced Engineering. Several international companies are located there, including Rolls Royce, BAE systems, GKN and Airbus[7]. Bristol Robotics Laboratory, one of the most comprehensive academic centres for multi-disciplinary robotics research in the UK, also contributes to the industrial presence in Filton. It is a collaborative partnership between the University of the West of England (UWE Bristol) and the University of Bristol, and home to a community of over 300 academics, researchers and industry practitioners[8].

Additional industrial areas can be noted on the map:

- The LSOA, which has been labelled as the West of Yate area, to the west of Yate town centre is home to 7% of industrial floorspace, which corresponds to Beeches Industrial Estate and Great Western Business Park. This area hosts a variety of industrial units, which support a diverse range of commercial and Industrial businesses.
- The LSOA, which has been labelled as the South West of Yate area, is to the south of this, with high industrial concentration and also interacting with Yate, incudes a large variety of industrial uses across sites including Badminton Road Trading Estate, Stover Road, North Road and Westerleigh Business Park with anchor tenants including Smurfitt Kappa.
- The LSOA which contains Emersons Green contributes around 5% of industrial floorspace, due to the Bristol and Bath Science Park being located there. This site provides the space, flexibility and support for science and technology businesses. The site cover 59 acres and, although not fully completed yet, is expected to employ around 6,000 when full developed in 2033[9]. The largest tenant is the National Composites Centre, a world-class research centre, where companies of any size and across industry sectors, can access cutting-edge technology and specialist engineers, to drive innovation in the design and manufacture of composites[10].

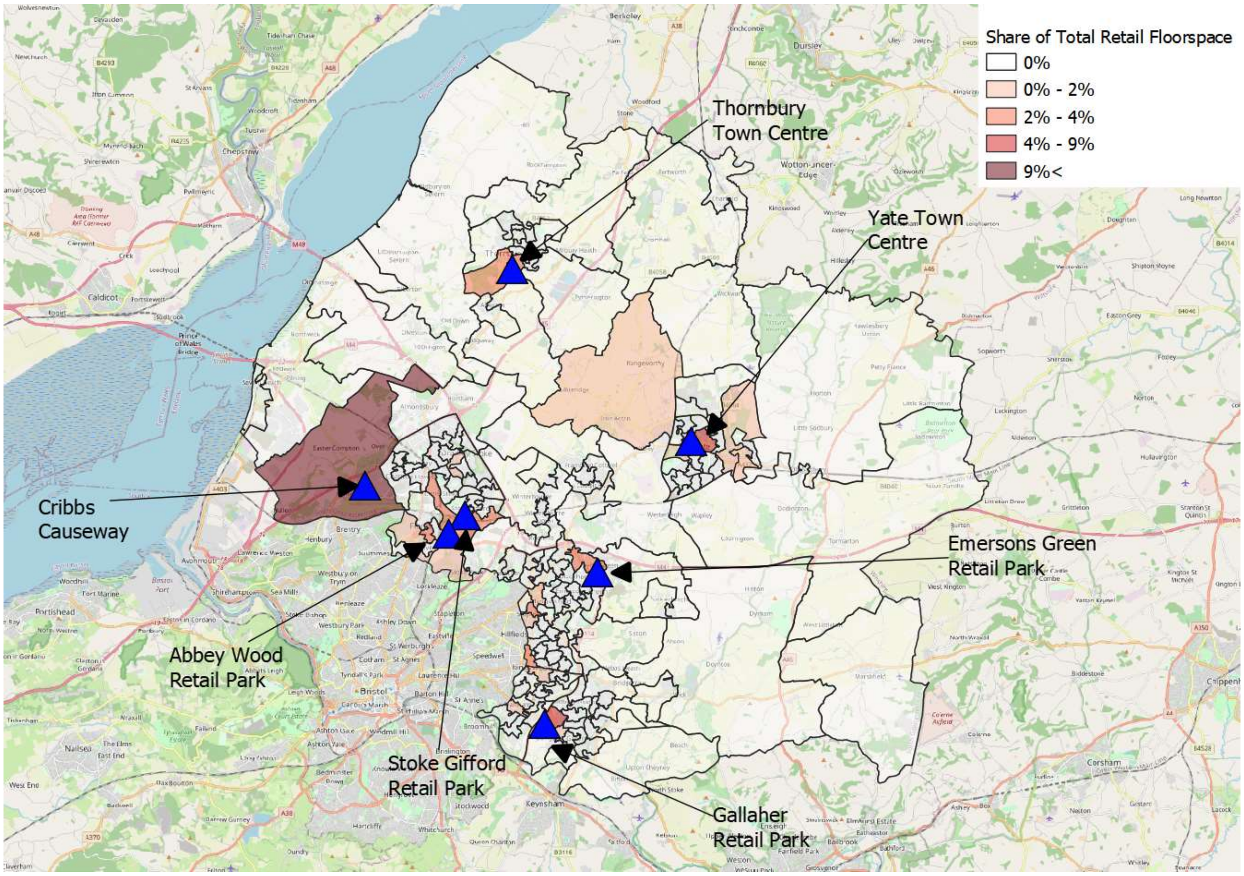
## 3.2. Retail Concentration

There is a large variety of wholesale and retail trade offerings within South Gloucestershire, located in both urban and rural areas. The urban centres provide a high street retail offering for the local community, with main locations for high street retail activities being found in the North Fringe, East Fringe, Thornbury and Yate.

Figure 3-2 maps the distribution of retail floorspace across South Gloucestershire.

[7] West of England, Skills and Employment Plan
[8] https://www.bristolroboticslab.com/
[9] https://www.bbsp.co.uk/
[10] https://www.nccuk.com/

**Figure 3-2 - Distribution of Retail Floorspace (2020)**




*Source: Valuation Office Agency, Retail Floorspace by LSOA, 2020*

As previously noted, there is a significant concentration in the North Fringe with just one LSOA accounting for a third (33%) of all retail floorspace in the Unitary Authority. This LSOA contains Cribbs Causeway, a large out-of-town shopping centre, including retail parks and an enclosed shopping centre known as The Mall. The Mall comprises 130 shops on two levels[11]. There are two retail parks, made up of warehouse style shops with entrances from outside, Cribbs Causeway Retail Park and Centaurus Retail Park. There are several standalone retail stores located in the surrounding area, as well as several car dealerships, an entertainment complex (the Venue) and a hotel[12]. Other out-of-town retail centres include:

- The Filton area (10% of total retail floorspace), which includes Abbey Wood Retail Park, Stoke Gifford district centre and Willow Brook retail centre. Abbey Wood Retail Park is a collection of 15 retail units in Filton as an out of town centre, Stoke Gifford is an allocated district centre with retail units including Sainsburys and the Range, while Willow Brook Centre contains around 45 units[13,14].
- The intersection A4174/A431 (6% of total retail floorspace), which accounts for Gallagher Retail Park and Longwell Green Retail Park, including a 26,000 sq ft Marks & Spencer and several other retail outlets
- Emersons Green Retail Park (4% of all retail floorspace), a retail park of 20 units providing a mixture of facilities, including supermarkets and restaurants[15].

Beyond those out-of-town retail areas, two town centre locations emerge from the map:

[11] https://www.mallcribbs.com/home/
[12] https://visitbristol.co.uk/shopping/the-mall-at-cribbs-causeway-p18551
[13] http://www.abbeywoodshoppingpark.com/
[14] https://www.totalbristol.com/willow-brook-centre-bristol/
[15] https://completely.property/portfolio/MandG/scheme/Emersons-Green-Retail-Park-Bristol

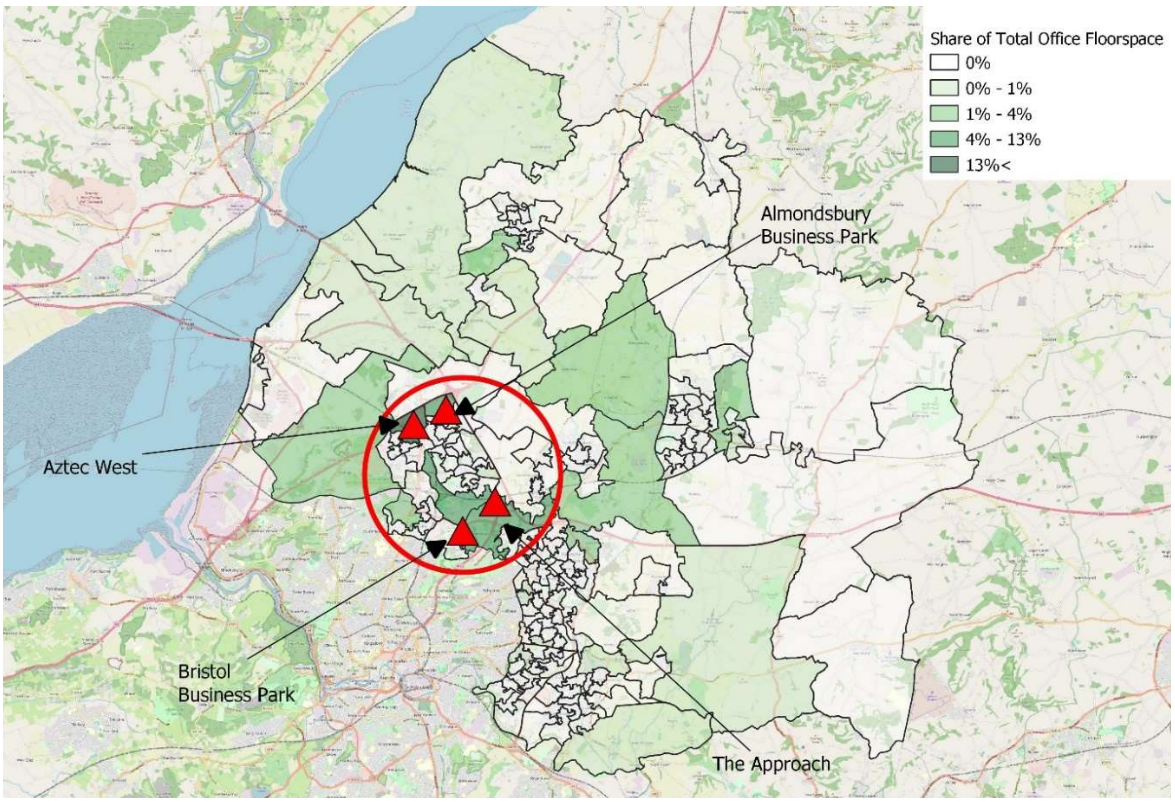
- Yate Town Centre (9% of total retail floorspace), covers the high street and Yate Shopping Centre, an outdoor mall with over 100 retail stores, ranging from large international retail outlets to local, independent stores[16].
- Thornbury high street, which contributes 4% of total retail floor space, with several retail facilities located here due to its role as a local urban centre. The high street, as well as St Mary Shopping Centre, provides customers with a variety of retail options which serve the local community.

Looking at the count of retail premises (rather than floorspace which necessarily distorts results towards larger areas), shows a higher distribution of retail across South Gloucestershire but similar trends with regards to retail concentration.

## 3.3. Office Concentration

Within South Gloucestershire there are several key sites providing office space for local, national and international companies. High concentrations of office space are found in the North Fringe, Emersons Green and Yate.

**Figure 3-3: Distribution of Office Floorspace, 2020**




*Source: Valuation Office Agency, Office Floorspace by LSOA, 2020*

As Figure 3-3 shows, the North Fringe area contributes a significate amount of floorspace, with one LSOA accounting for 24% of the total in South Gloucestershire. This LSOA corresponds to the largest business park in South Gloucestershire, Aztec West, which is home to over 120 companies, and 7,500 people work there[17]. The park includes warehouse/factory units, the four star Aztec Hotel, several office villages and a central retail area. Companies include the creative and digital sector - Nokia, EE, Aardman, Imagination Technologies, Broadcom, SmartStream Technologies Ltd, Virgin Media; professional services - Liverpool Victoria, Allianz, the Cooperative Legal Services, HSBC, Handelsbanken, Atkins, Taylor Wimpey; and development and utilities - General Electric, HSS Hire and Highways England[18].

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16 http://www.yateshoppingcentre.co.uk/
17 http://www.patchwayjournal.co.uk/aztec-west-business-park/
18 https://en.wikipedia.org/wiki/Aztec_West

Other areas in North Fringe also contribute a substantial amount for office space. Excluding Aztec West, the rest of the North Fringe is responsible for supplying 37% of total office floorspace in South Gloucestershire, which corresponds to several other business park located in this area, including:

- Bristol Business Park, home to around 30 office buildings and strategically located in the north fringe, surrounded a prominent business community19. Organisations such as Dupont, Thales, UWE, QinetiQ and Motability Finance are located there[20].
- Almondsbury Business Centre, comprising nine modern office buildings located near the intersection between the M4 and M5 motorways[21].
- Further, the Approach is noted as a development which will provide 163,000 sq ft of HQ office space, situated adjacent to Bristol Parkway railway station in Stoke Gifford, with flexible working space spread across five floors[22].

A number of smaller business parks providing office floorspace are scattered across South Gloucestershire. As the map shows, concentrations of office floorspace can also be found near Cribbs Causeway, at Emersons Green, to the west and east of Yate town centre and in Thornbury town centre.

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[19] http://bristolandengland.co.uk/home.html
[20] https://www.abstractsecurities.com/100-bristol-business-park
[21] https://www.almondsburybusinesscentre.co.uk/
[22] http://www.theapproachbristol.com/

# 4. Key Assets

Before providing a strategic definition of the FEMAs in South Gloucestershire, it will be beneficial to consider the key assets and infrastructure across the Unitary Authority and their influence upon its economic areas. Accordingly, the following section considers South Gloucestershire's enterprise areas, key supply chains, transport assets and commuting patterns.

## 4.1. Enterprise Areas

There are three enterprise areas located in South Gloucestershire[23]:

- The **Filton Enterprise Area** is home to the UK's largest aerospace cluster. Recent and new mixed-use developments are underway on Filton airfield, with a focus on high value design and technology, advanced manufacturing, defence and research;
- **Avonmouth/Severnside Enterprise Area** is currently a mix of industrial and former industrial areas and greenfield sites immediately adjacent to the M5 and M49 motorways. Warehousing and Storage, Large Scale Distribution and Logistics and Environmental technologies benefit from its infrastructure and connectivity;
- **Emersons Green Enterprise Area** home to the Bristol and Bath Science Park which includes the already highly acclaimed National Composites Centre, providing a focal point for the coming together of science, innovation, technology, creative and digital media.

## 4.2. Key Sector Organisations and Supply Chains

South Gloucestershire is home to many major international companies, as well as important local organisations and assets. Key companies situated in South Gloucestershire tend to be found in the North Fringe, Severnside, Emersons Green and West Yate. These companies and their site locations are listed below[24]:

| Broad Area | Company |
|---|---|
| North Fringe | Airbus, Rolls Royce, BAE Systems, GKN, MOD Abbey Wood, Bristol robotics laboratory |
| Severnside | Tesco, Lidl, Amazon, The Range, DHL, Royal Mail |
| Emersons Green | Sainsburys, Bristol and Bath Science Park, National Composites Centre, DPD, ALD Automotive |
| West Yate | Whirlpool, Smurfit Kappa |

## 4.3. Transport Assets

South Gloucestershire is generally a well-connected area and benefits from a variety of transportation options. This provides South Gloucestershire with ease of access to major cities, including London, Bristol, Birmingham and Cardiff, via road or rail. Despite this, there are large rural areas in South Gloucestershire with limited transportation options, which might restrict employment opportunities for residences.

### Train

South Gloucestershire benefits from having two key train lines running through it, an East to West line and a North to South line. Bristol Parkway is the main station in South Gloucestershire and is the point where the east-west and north-south lines intersect. The other stations in South Gloucestershire are Yate, Severn Beach, Filton Abbey Wood, Filton Patchway and Pilning[25].

[23] West of England, Local Industrial Strategy
[24] http://www.insouthglos.co.uk/support/networks/
[25] https://www.nationalrail.co.uk/stations_destinations/maps.aspx Note: Pilning services are limited to eastbound and twice weekly.

| Train Operators | Connects South Gloucestershire with… |
| --- | --- |
| Great Western Railway | South Wales main line: London, Reading, Cardiff and Swansea<br>Gloucester – Penzance line: Gloucester, Bristol, Exeter |
| Cross Country | Birmingham Bristol, Gloucester, Exeter |

### Road

South Gloucestershire is well connected via road and has an extensive road network, with several of the motorways and A roads within the Unitary Authority being part of the strategic road network[26]:

| Road | Connects South Gloucestershire with… |
| --- | --- |
| M4 | London, Reading, Cardiff , Swansea |
| M5 | Exeter, Gloucester, Birmingham |
| M32 | Bristol |
| M48 | Alternative route into Wales |
| M49 | Connects M4 and M5 |
| A38 | Exeter, Bristol, Gloucester, Birmingham, Derby |

## 4.4. Commuting Patterns

Analysis of travel to work (TTW) data for residents in South Gloucestershire has been undertaken using the 2011 Census data. This is recognised to be old data with the Census gap for new and comprehensive TTW data. The data, though caveated, shows the following key findings:

- The North Fringe area attracts a large proportion of residential workers (15%) across all areas in South Gloucestershire, due to key employment sites, such as Aztec West, being located here.
- South Gloucestershire experiences a high number of workers travelling into Bristol (25%) for employment, especially from Severnside, the North Fringe and the East Fringe, given proximity and connectivity with Bristol.
- The south eastern part of South Gloucestershire, mostly rural, experiences the lowest proportion of residents travelling to work within this area, due to a lack of employment sites. Therefore, the area experiences the highest proportion of residents working from home (21%) and the highest proportion of residents travelling to BANES for employment (10%). This seems to suggest that this part of South Gloucestershire is less socio-economically connected to the main centres of employment in the Unitary Authority.
- The northern part of South Gloucestershire, including Thornbury, is also widely rural and has the highest level of containment, with 40% of residents working in this area and the highest share of residents remaining in South Gloucestershire for employment (62%). The area also experienced the highest proportion of its residents travelling into Stroud for employment (3%), due to its close proximity.
- Despite having the lowest proportion of residents working from home, the North Fringe had a high-level containment (39%), due to the high supply of employment floorspace in the area.

In looking at commuting inflows to key employment locations in South Gloucestershire, the following are the key headlines:

- Outside South Gloucestershire, Bristol had the highest contribution to employment, with 28% of the workforce travelling from Bristol. The areas that contribute the highest in-flow of workers to South Gloucestershire are located in north Bristol, in LSOAs that neighbour the North Fringe and Severnside.
- Excluding Bristol, both Bath and North East Somerset and Wiltshire contribute 3% of employment in key employment areas in South Gloucestershire.

[26] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/860488/Network_management_08-01-2020.pdf

# 5. Sub-Area Determination

From the analysis of job concentration, specialisation, business premises and key assets, three functional economic areas appear to be clearly identifiable: Severnside, the North Fringe and the East Fringe. This is because each of these has been shown to display distinct economic characteristics, relatively high level of employment opportunities and some level of urbanisation.

The rest of the South Gloucestershire Unitary Authority proves more difficult to divide into well-defined employment areas. There are pockets of relatively smaller, but key urban settlements, such as Thornbury and Yate, surrounded by large areas of rural space.

One of the major existing property market trends accelerated by COVID-19 has been the notion of the '15-20-minute city'. The national and local lockdowns have highlighted the need for local neighbourhoods with a diverse range of local businesses and services, as well as increased space for pedestrians. The 15-20-minute city concept envisions thriving local areas with easily accessible jobs and services; better street space and active travel; and greener more resilient communities. This places increased interest on South Gloucestershire's smaller towns and neighbourhoods for future employment space and affordable domestic situations, such as Yate, Kingswood and Thornbury.

Detailed analysis of travel to work patterns helps to understand the socio-economic linkages of these areas with the rest of South Gloucestershire and surrounding authorities and provides a more robust delineation of their boundaries. The North Rural and Thornbury area and Yate and Surrounding Areas have been identified for the high proportion of employment containment within those areas (40% and 38% respectively), while the South and East Rural area is characterised by limited employment opportunities and a high level of working from home or commuting out of this area.

Further, there are notable developments, plans and aspirations that will further increase the functionality and distinctiveness of these areas. As such, with the noted place aspects and analysis, there is a rationale and ability to further define South Gloucestershire's economic and employment areas and add additional functional economic sub-areas.

Based on this analysis, Figure 5-1 overleaf shows a proposal for sub-area delimitation within South Gloucestershire with six functional sub-areas, and each sub-area is described in turn.

## 5.1. Severnside

Severnside is located between Bristol and the Severn Estuary, offering a strategic location adjacent to the M5 and M49 motorways, near to the Port at Avonmouth. It has strong road transport links due to the motorway network. Severnside forms part of the regionally significant Avonmouth Severnside Enterprise Area.

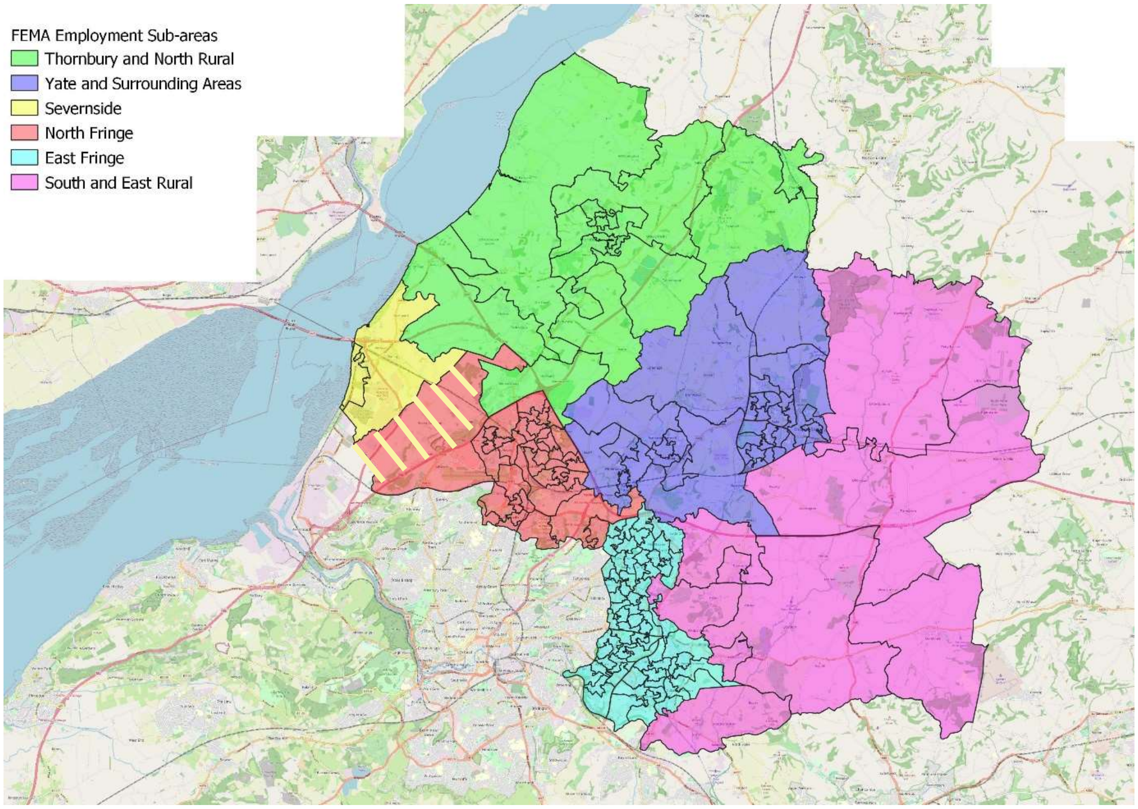
The area accounts for just 1% of South Gloucestershire population, with 3,700 inhabitants. However, it is a significant economic centre for South Gloucestershire, particularly concentrated around Central Park Distribution Park area, and covers 4,750 jobs[27]. Due to its proximity to Bristol and Wales and great transport links, the area is also specialised in transport and storage services (2,500 jobs/ 52% of the jobs) alongside 800 manufacturing jobs.

This area contains two LSOAs for a very specific sub-area. In addition to these two, LSOA E01014861 to the east of Severnside is one which covers both more rural and more urban areas and is split by the M4 and M5 motorways. The urban area of this LSOA is located to the south of the M5 motorway and contains sites of economic importance, such as Cribbs Causeway, Patchway Trading Estate and Filton Aerodrome, and is relatively well connected to Bristol city centre by road. Therefore, this area has been deemed to be better suited as a whole to the North Fringe sub-area (below). However, the more rural area of the LSOA, located to the north of the M5 motorway, shares characteristics with and is better suited to the Severnside area. This part of the LSOA is represented with the yellow hatched area on the map below.

It is recognised that better spatial linkages between Severnside and the area surrounding Cribbs Causeway would change the economic functionality of the area. Communities, including planned housing around Cribbs, would be better integrated and connected to employment opportunities in Severnside with the addressing of current transport and place barriers.

[27] NOMIS: Business Register and Employment Survey (BRES) 2019 employment data for each sub-area using LSOA data.

**Figure 5-1 - Sub-Zone Determination for South Gloucestershire**




## 5.2. The North Fringe

The North Fringe represents the northern part of Bristol's urban area, and therefore has strong socio-economic ties with the city. It benefits from easy access to Bristol city centre via road (M32) and rail (South Wales Main Line), as well to the rest of the country through the M4.

The North Fringe is both a dense employment and residential area, it is generally defined as the urban area which neighbours Bristol to the north, situated south of the M4 and M5 motorways. On the residential side, it has a population of around 71,000 inhabitants (or 25% of the unitary authority), representing the second largest residential settlement. It also has the largest share of working age residents, with 68% of them aged 16 to 64 years old (as a comparison, the average for South Gloucestershire is 63%).

The North Fringe and especially Filton has established itself as a hub for Aerospace and Advanced Engineering activities, with several international aerospace companies having sites in the area. This cluster of activity is supported by the existence of an Enterprise Zone. However, Patchway, a town within the sub-zone, has been identified as a Priority Neighbourhood, with plans to focus resources and encourage initiatives to support organisations and local people to work in partnership, Overall, the North Fringe is home to roughly 78,000 jobs, or 50% of jobs in South Gloucestershire, representing the largest concentration in the Unitary Authority.

Sector specialisation shows a strong focus on manufacturing (which account for 13% of the jobs in the area but 65% of all manufacturing jobs in the UA), wholesale and retail trade, public administration and professional, scientific and technical activities.

## 5.3. The East Fringe

Like the North Fringe, the East Fringe is a highly urban area at the outskirts of Bristol. It represents the largest residential concentration, with 38% of South Gloucestershire's inhabitants living there. It is also the second largest employment area with over 30,000 jobs (or 19% of all jobs in South Gloucestershire).

Given its relatively residential nature, a large share of jobs relates to social and human services. Three quarters of all public administration jobs in South Gloucestershire, one third (36%) of human health jobs and one fourth (24%) of education jobs are concentrated in the East Fringe. In addition, the area benefits from the presence of key strategic assets such as the Bristol and Bath Science Park and the National Composite Centre within Emersons Green Enterprise Area. However, one of the key challenges is the separation, perceived and otherwise, of Emersons Green and the wider East Fringe. The wider area has less employment opportunities, including for its residents, and the significant economic impact of Emersons Green has so far driven more limited opportunities in the area for residents and businesses.

Bristol and Bath Science Park houses approximately 40 companies from across the sectors science, innovation and technology and boasts strong university links. This is one of the major clusters of health and life sciences businesses in the West of England, with specialised facilities for occupants and tenants from fields of research and technology. The Enterprise Area also includes well established businesses at the Harlequin and Emerald Business Parks, as well as the Vertex Park, which has seen considerable take-up since opening.

These key employment sites and the majority of jobs are concentrated around Emersons Green, which is a distinctive area within the East Fringe and is not representative of the whole sub-area, whilst capturing a large share of the East Fringe employment land. This sub-area does not currently experience well dispersed employment opportunities, with some employment accessibility challenges for residents in the south of the sub-area in getting to Emersons Green which contains a significant number of jobs within the East Fringe. Staple Hill, Kingswood and Cadbury Heath are all Priority neighbourhoods within South Gloucestershire.

## 5.4. Yate and Surrounding Areas

The area is located in the centre of South Gloucestershire and has a mixture of urban and rural areas, with the town of Yate being the main urban centre[28]. Almost 50,000 people live in the area, making it the third largest residential area of South Gloucestershire, after the East Fringe (38%) and the North Fringe (28%).

Yate and the Surrounding Areas represents a notable employment area; reflecting location-specific demand. This Employment Area is split over three LSOAs, with two of these covering a large rural area. On top of this, one of the large rural areas is included as part of the East Fringe sub-zone. Most of the jobs are concentrated in the West Yate employment area, where Beeches Industrial Estate and Greater Western Business Park are located as well as other industrial estates (Westerleigh Business Park, Badminton Road Trading Estate) hosting large corporations such as Whirlpool and Smurfitt Kappa. Wholesale and retail also account for a significant part of the area's employment (21%), with Yate Town Centre representing an important retail location. There are an estimated 24,000 jobs in the area, with parts of Yate being another Priority Neighbourhood.

## 5.5. Thornbury and North Rural

This is a significantly more rural area, with a population of about 28,000 residents, or 10% of South Gloucestershire. The area also has a slightly lower share of working age population, at 58% compared to 63% on average in the Unitary Authority. There are an estimated 13,300 jobs in the area.

The local economy does not show any sign of industrial specialisation, which characterises rural areas. Findings from commuting data showed that Thornbury and the North Rural area experiences the highest level of employment containment, with a large proportion of residents in Thornbury and North Rural remaining within the local area (40% of residents) and South Gloucestershire (62% of residents) for employment.

## 5.6. South and East Rural

This area has a total population of 16,700 inhabitants, accounting for 6% of the population of the Unitary Authority. This is a largely rural area with no significant urban settlement. There are an estimated 6,500 jobs in the area.

The southern part of the area is relatively well connected to the rest of South Gloucestershire and the Bristol urban area, thanks to the M4 and A420 roads. However, developments are restricted due to Green Belt designation that covers most of that part of the area. The northern part of the area is outside of Green Belt land, but it is significantly farther from the main employment and amenities area and therefore less attractive.

Similar to Thornbury and North Rural area, the economy does not show clear specialisation. When analysing commuting patterns, the South and East Rural area saw the lowest proportion of residents commuting to this area for employment, with a high proportion of residents either working from home 21% or travelling outside the local area, due to the lack of jobs located in East and South Rural area. Approximately a third of South and East

[28] Yate employment area includes 2 LSOAs which are of a large rural areas, and a further LSOA includes part of East Fringe. This area has been deemed most suitable to capture Yate, with the west yate employment areas and industrial concentration, as well as the surrounding areas.

Rural residents travelled outside South Gloucestershire for work, with 14% commuting to Bristol and 10% to Bath and North East Somerset.

# 6. Sub-area Employment Space Requirements

From the ELSNA demand assessment, as employment space and land requirements for South Gloucestershire, potential distributions of this demand across the sub-areas are estimated. This is first done by considering the sub-area's shares of sectoral employment and current employment space density as an indicative view. Secondly, demand profiles are produced for each sub-area that further considers market engagement and insights for the potential demand levels and focuses for each area.

## 6.1. Sub-area Employment Forecasts

### 6.1.1. ELSNA demand assessment

The ELSNA undertook the demand assessment using quantitative and qualitative scenarios. The quantitative demand assessment used Oxford Economics employment forecasts of May and July 2020 for longer-term (up to 2040) and nearer term (2020-25) employment changes, which drove employment space demands by sector.

The base year for the demand assessment was 2019, as a pre-Covid level of employment space, with projections made to 2040. The economic sectors of the ELSNA were:

- Aerospace & Advanced Engineering, including broader manufacturing
- Creative and Digital Technology
- Professional Services
- Tourism
- Food and Rural Enterprise
- Transport and Logistics
- Retail, culture, leisure
- Health and Life Sciences
- Housing, Construction and Development
- Circular economy (waste)
- Public administration
- Education
- Small industrial services (not elsewhere included)
- Other non-key sector services

These sectors were mapped to traditional economics sectors, using sub-sectoral data for South Gloucestershire and professional judgement – this is presented in Appendix A.

The base employment and employment change for South Gloucestershire over the ELSNA period by sector was estimated. South Gloucestershire had an estimated 175,000 jobs in 2019, and this was forecast to increase by 7,850 by 2040. Significant declines in manufacturing-based employment were forecast by Oxford Economics, whilst in the nearer term, employment losses are estimated as a result of the Covid-19 pandemic (5,800 to 7,400 for South Gloucestershire in 2020-21) with sectors reflecting different recovery trajectories from 2020.

Table 6-1 below presents the sectoral employment and employment change for South Gloucestershire as a whole.

**Table 6-1: ELSNA period South Gloucestershire employment change – quantitative assessment**

| Sector | Current (2019) | Change to 2040 |
|---|---|---|
| Aerospace and Advanced Engineering, manufacturing | 21,700 | -5,000 |
| Creative and Digital Technology | 9,500 | 450 |
| Professional Services | 18,700 | 2,550 |
| Tourism | 3,900 | 350 |
| Food and Rural Enterprise | 1,500 | -450 |
| Transport and Logistics | 11,800 | 1,100 |
| Retail, Culture, Leisure | 32,000 | 0 |
| Health and Life Sciences | 15,500 | 4,000 |
| Housing, Construction and Development | 18,700 | 2,350 |
| Circular Economy and Low Carbon | 1,300 | -200 |
| Public Administration | 17,500 | 100 |
| Education | 13,500 | 1,150 |
| Small Industrial services (n.e.i) | 3,700 | 450 |
| Other Services | 5,800 | 900 |
| **Total employment** | **175,000** | **+7,850** |

*Source: ELSNA demand assessment, employment change to nearest 50*

### 6.1.2. Sub-area employment estimates

The employment shares by sector have been determined for the sub-areas using NOMIS BRES sectoral employment data (2019) for the respective LSOAs and applying these to the South Gloucestershire estimates.

**Table 6-2: ELSNA base year (2019) sectoral employment by sub-area – Oxford Economics basis**

| Sector | Severnside | North Fringe | East Fringe | Yate and Surrounding Areas | Thornbury & North Rural | East and South Rural |
|---|---|---|---|---|---|---|
| Aerospace and Advanced Engineering, manufacturing | 800 | 13,150 | 2,500 | 3,100 | 1500 | 600 |
| Creative and Digital Technology | 50 | 6,600 | 850 | 950 | 700 | 300 |
| Professional Services | 300 | 9,800 | 2,950 | 2,600 | 2150 | 850 |
| Tourism | 0 | 1,450 | 1,300 | 500 | 400 | 200 |
| Food and Rural Enterprise | 50 | 800 | 100 | 300 | 100 | 150 |
| Transport and Logistics | 2,750 | 4,350 | 1,650 | 1,950 | 600 | 500 |
| Retail, Culture, Leisure | 250 | 13,150 | 8,400 | 6,100 | 2700 | 1400 |
| Health and Life Sciences | 100 | 5,250 | 5,900 | 2,250 | 1600 | 400 |
| Housing, Construction and Development | 350 | 7,250 | 4,750 | 2,950 | 1650 | 1750 |
| Circular Economy and Low Carbon | 100 | 100 | 250 | 300 | 500 | 0 |
| Public Administration | 0 | 13,600 | 600 | 2,250 | 1000 | 50 |
| Education | 150 | 6,300 | 3,350 | 1,900 | 1250 | 550 |
| Small Industrial services (n.e.i) | 150 | 1,700 | 800 | 600 | 250 | 250 |
| Other Services | 200 | 2,300 | 1,400 | 1,050 | 500 | 400 |
| **Total employment** | 5,200 | 85,750 | 34,800 | 26,800 | 15,000 | 7450 |

*Source: ELSNA demand assessment, employment by sub-area to nearest 50*

The employment change over the ELSNA period for South Gloucestershire has been apportioned to each sub-area reflecting their current shares by sector.

**Table 6-3: ELSNA period employment change estimates by sub-area – quantitative assessment**

| Sector | Severnside | North Fringe | East Fringe | Yate and Surrounding Areas | Thornbury & North Rural | East and South Rural |
|---|---|---|---|---|---|---|
| Aerospace and Advanced Engineering, manufacturing | -190 | -3030 | -580 | -720 | -350 | -140 |
| Creative and Digital Technology | 0 | 310 | 40 | 50 | 30 | 20 |
| Professional Services | 40 | 1340 | 410 | 360 | 290 | 120 |
| Tourism | 0 | 130 | 120 | 50 | 30 | 20 |
| Food and Rural Enterprise | -20 | -240 | -30 | -80 | -40 | -40 |
| Transport and Logistics | 260 | 410 | 150 | 180 | 60 | 50 |
| Retail, Culture, Leisure | 0 | 0 | 0 | 0 | 0 | 0 |
| Health and Life Sciences | 20 | 1,350 | 1,520 | 580 | 420 | 100 |
| Housing, Construction and Development | 40 | 910 | 600 | 370 | 210 | 220 |
| Circular Economy and Low Carbon | -20 | -20 | -40 | -50 | -80 | 0 |
| Public Administration | 0 | 80 | 0 | 10 | 10 | 0 |
| Education | 10 | 530 | 290 | 160 | 110 | 50 |
| Small Industrial services (n.e.i) | 20 | 200 | 90 | 70 | 30 | 30 |
| Other Services | 30 | 350 | 210 | 160 | 80 | 60 |
| **Total change** | 200 | 2,340 | 2,790 | 1,140 | 810 | 480 |

*Source: ELSNA demand assessment, employment change by sub-area rounded to nearest 10*

Considering the existing employment shares by sector for the sub-areas, the greatest employment change is estimated in the East Fringe at 2,790 new jobs. The most significant current employment area of the North Fringe has a lower estimated jobs increase (2,340) driven by the forecast decline in manufacturing based jobs reflecting 3,030 jobs. The qualitative demand scenario of the ELSNA considered insights of market engagement and a drivers of change approach to test and adjust the quantitative forecasts for employment and employment space.

A key outcome of the qualitative assessment was an adjustment such that forecast employment losses in manufacturing did not feed through to a decline in employment space requirements. This adjustment is reflected below in the estimated sub-area demand for employment space.

## 6.2. Sub-area Employment Space Demand

### 6.2.1. ELSNA demand assessment

Table 6-4 below shows the ELSNA qualitatively adjusted demand to 2040 for South Gloucestershire and the West of England as a whole, as new employment space demand and replacement demand.

Replacement demand is the ongoing need over time to replace obsolete or ageing employment property stock to maintain viability and meet the needs of modern use. This includes the quality and fitness of stock in response to the Net Zero agenda and emerging trends in building and sectoral technology. It is recognised that obsolete stock can be vulnerable to loss through change of use. Replacement demand can be met through existing employment sites through significant refurbishment or new build to meet requirements of modern and fit for purpose stock. As such, this component of demand should be approached with caution and be considered in relation to existing supply and capacity of employment sites.

The ELSNA sets out the approach to assessing sectoral demand in full, including the qualitative adjustment, as well as the approach to estimating replacement demand.

South Gloucestershire was assessed to require 240,000 sqm of new employment space and 412,500 sqm of replacement demand, as a total of 652,500 sqm, in the ELSNA. This is presented in Table 6-4 below.

**Table 6-4: ELSNA period demand for employment space (Sqm) – use type – qualitative adjustment**

| Area | Office | R&D | Industrial | Storage & dist. | Retail | Total |
|---|---|---|---|---|---|---|
| Forecast driven new demand | | | | | | |
| South Gloucestershire | 45,000 | 33,000 | 81,500 | 71,500 | 9,000 | 240,000 |
| West of England | 318,500 | 201,000 | 297,000 | 229,500 | 62,500 | 1,108,000 |
| Replacement demand | | | | | | |
| South Gloucestershire | 72,000 | | 189,500 | 126,000 | 25,000 | 412,500 |
| West of England | 287,000 | | 406,000 | 270,500 | 105,500 | 1,069,000 |
| Total demand | | | | | | |
| South Gloucestershire | 117,000 | 33,000 | 271,000 | 197,500 | 34,000 | 652,500 |
| West of England | 605,500 | 201,000 | 703,000 | 500,000 | 168,000 | 2,177,000 |

*Source: Atkins analysis. Rounded to 10,000 sqm.*

This was estimated in land use requirements as 45 Ha in new demand and 76 Ha of replacement demand. This totals 121 Ha of demand for employment land.

### 6.2.2. Sub-area demand estimates

These South Gloucestershire level demand estimates have been apportioned to the sub-areas according to area shares of the ELSNA sectors and in turn their employment space requirements by use type. This is shown for new demand, which is sector-led and qualitatively adjusted, and replacement demand.

This is an indicative view, where Section 6.3 below considers wider insights and market engagement for potential employment space demand across South Gloucestershire's sub-areas. Further, it is important to acknowledge the relatively modest size of South Gloucestershire and that these areas are not meant to be self-contained economic and residential zones, but rather reflect a simplified framework of socio-economic interactions in South Gloucestershire.

#### 6.2.2.1. New demand

Employment floorspace demand is apportioned across the sub-areas as follows:

**Table 6-5: ELSNA period demand for employment space (sqm) – use type – qualitative adjustment**

| Area | Office | R&D | Industrial | Storage & dist. | Retail | Total |
|---|---|---|---|---|---|---|
| Forecast driven new demand | | | | | | |
| Severnside | 500 | 1,000 | 2,500 | 11,000 | 0 | 15,500 |
| North Fringe | 23,000 | 14,500 | 33,000 | 27,000 | 4,000 | 101,500 |
| East Fringe | 8,500 | 8,500 | 21,000 | 12,500 | 2,000 | 52,500 |
| Yate & Surrounding | 6,500 | 4,500 | 12,500 | 12,000 | 1,500 | 37,000 |
| Thornbury & North Rural | 5,000 | 3,500 | 7,000 | 4,500 | 1,000 | 20,500 |
| East & South Rural | 2,000 | 1,000 | 5,500 | 4,000 | 500 | 13,500 |
| Sub-area total | 45,500 | 33,000 | 81,500 | 71,000 | 9,000 | 240,500 |

*Source: Atkins analysis. Rounded to 500 sqm*

Demand for new employment space is particularly apportioned to the North Fringe and East Fringe, particularly reflecting a large share of industrial space demand. However, the locational advantages of Severnside for industrial space demand is recognised and discussed below (Section 6.3). Office space and retail space demand is significantly apportioned to the North Fringe, reflecting its current strengths of Bristol proximity, transport links and density. These are indicative estimates of employment floorspace requirements distribution across South Gloucestershire.

#### 6.2.2.2. Replacement Demand

The ELSNA assessed replacement needs have also been apportioned to the sub-areas by their current concentrations of industrial, office and retail space. The resultant indicative estimates of replacement need are shown below:

**Table 6-6: ELSNA period replacement demand for employment space (sqm) – use type**

| Area | Office | R&D | Industrial | Storage & dist. | Retail | Total |
|---|---|---|---|---|---|---|
| Replacement demand | | | | | | |
| Severnside | 500 | n/a | 56,000 | 37,000 | 1,000 | 94,500 |
| North Fringe | 49,500 | | 33,500 | 22,500 | 5,500 | 111,500 |
| East Fringe | 8,500 | | 28,000 | 18,500 | 4,500 | 60,000 |
| Yate & Surrounding | 8,000 | | 39,000 | 26,000 | 5,000 | 78,000 |
| Thornbury & North Rural | 5,000 | | 19,500 | 13,000 | 7,500 | 45,000 |
| East & South Rural | 1,000 | | 12,500 | 8,500 | 1,000 | 23,500 |
| Sub-area total | 72,500 | | 188,500 | 125,500 | 24,500 | 412,500 |

*Source: Atkins analysis. Rounded to 500 sqm*

Replacement demand considers that which needs extensive refurbishment or new build. It is also recognised that the replacement demand estimates need to be approached with caution as the ability to re-generate and build on existing sites to meet these needs can dramatically reduce any estimated shortfalls.

#### 6.2.2.3. Total demand

**Table 6-7: ELSNA period replacement demand for employment space (sqm) – use type**

| Area | Office | R&D | Industrial | Storage & dist. | Retail | Total |
|---|---|---|---|---|---|---|
| Total demand – new forecast driven demand plus replacement demand | | | | | | |
| Severnside | 1,000 | 1,000 | 58,500 | 48,000 | 1,000 | 110,000 |
| North Fringe | 72,500 | 14,500 | 66,500 | 49,500 | 9,500 | 213,000 |
| East Fringe | 17,000 | 8,500 | 49,000 | 31,000 | 6,500 | 112,500 |
| Yate & Surrounding | 14,500 | 4,500 | 51,500 | 38,000 | 6,500 | 115,000 |
| Thornbury & North Rural | 10,000 | 3,500 | 26,500 | 17,500 | 8,500 | 65,500 |
| East & South Rural | 3,000 | 1,000 | 18,000 | 12,500 | 1,500 | 37,000 |
| Sub-area total | 118,000 | 33,000 | 270,000 | 196,500 | 33,500 | 653,000 |

*Source: Atkins analysis. Rounded to 500 sqm*

## 6.3. Sub-area Demand Profiles

Alongside the apportioning of qualitatively adjusted forecasts of employment space requirements to the sub-areas (as above), research and engagement as part of the ELSNA and South Gloucestershire ELR have been used to determined demand profiles for each sub-area. These are set out below.

### 6.3.1. Severnside

The demand assessment, and sub-area apportioning, estimated Severnside to have demand for new employment space as:

- Limited to no office or retail space
- 3,500 sqm of R&D and industrial space
- 11,000 sqm of storage and distribution space

As well as a significant replacement demand of industrial and storage stock at 56,000 and 37,000 sqm respectively.

Overall, the demand assessment apportioning, being based on current density and use, does not at all well reflect the significant potential demand quantum and trends for Severnside. The demand apportioning exercise is judged to significantly under-estimate total demand for employment (from both new and replacement demand). For example, recent take-up including the Tesco Distribution Centre at Westgate exceeds this new demand projection of 11,000 sqm. However, key spatial integration and perception issues do need to be addressed for Severnside to support a shift to more positive market perceptions.

Severnside has significant potential for distribution depots and larger-scale manufacturing, reflecting its M5 and Port of Bristol access. Further, emerging sub-sectors that develop at Emersons Green such as next generation products could then demand space at Severnside for manufacturing and distribution facilities. Sectors including circular economy and transport and logistics would likely drive demand in this area. However, the current perception of Severnside being for ‘dirty industries’ may need to be altered as part of this.

Industrial and R&D demand may also increase toward Severnside if the spatial interactions between Severnside and the North Fringe and wider area is improved. Overcoming the transport and place barriers, including the M5 severance and public transport connectivity, will be key. This challenge (and opportunity) was detailed in Section 5.1, noting the area that relates to both Severnside (north of the M5) and the North Fringe (south of M5).

The West of England Combined Authority is promoting a rail programme with links through and to Cribbs. Two new stations are proposed as part of a metroWest project – a station close to the Bristol Arena and Henbury station adjacent to the A4018 – and these would form part of the Hendon freight line which joins to the Severn Beach line in Avonmouth[29]. Potential delivery timelines could be 2024 for the Bristol Arena station. Further, the Cribbs Patchway metrobus extension (CPME) is progressing with a temporary route to be provided in advance of metrobus services from as early as 2023 in alignment with forthcoming A38 site access. There are various dependencies for the permanent and long-term bus service offerings, including residential build and the Bristol Arena station however there is commitment for the provision of sustainable transport links for local communities.

Such schemes would help reduce the perception of Severnside as being an isolated sub-area. Linkages to the area surrounding Cribbs Causeway would change the economic functionality of the area and with planned housing around Cribbs, Severnside could offer employment opportunities with better integration.

Severnside is unlikely to experience demand in office space and for smaller units given its distance from the labour market and with accelerated trends for home working and more local working hubs.

### 6.3.2. North Fringe

The demand assessment and sub-area apportioning estimated the North Fringe to have demand for new employment space as:

- Half of South Gloucestershire’s office demand, at 23,000 sqm
- The most significant share of industrial and R&D space at nearly 48,000 sqm
- 4,000 sqm of retail, building on its current role of retail and cultural provision

Given the North Fringe’s current level of employment space, it is likely to need notable upgrade and regeneration of some of this stock to meet future needs of the sectors. This has been estimated at over 110,000 sqm across the use types with significant office and industrial replacement. However, this need should be monitored to see where replacement can happen on-site and where replacement suits current site upgrade.

Demand for industrial space is recognised by market engagement to currently be greater in the North Fringe than elsewhere, including Severnside, given its current density, proximity to Bristol and transport connectivity. This demand is likely to include that from the advanced manufacturing, engineering and aerospace sector, modern logistics and other innovative sub-sectors across health and life sciences, digital and Net Zero provisions.

The North Fringe also offers the environmental characteristics that are deemed to be becoming increasingly important for firms deciding where to locate, with an attractive place and services offer alongside accessibility to

[29] This programme is subject to change and service patterns are not yet proposed https://www.westofengland-ca.gov.uk/rail/ https://travelwest.info/projects/metrowest

residential areas. This supports office, retail and mixed-use provision for across professional, creative, cultural and digital sectors, where there is affordable supply.

### 6.3.3. East Fringe

The demand assessment and sub-area apportioning estimated the East Fringe to have demand for new employment space as:

- 8,500 sqm of office space
- 8,500 sqm of R&D and 21,000 sqm of industrial
- 12,500 sqm of storage and distribution space

The East Fringe has been estimated to likely require employment space replacement to around 60,000 sqm, with nearly half being in industrial space.

The nature of industrial demand in the East Fringe is expected to be of smaller units of light industrial and manufacturing for firms with denser employment footprints. Emersons Green's high value and technology clustering and locational advantages support demand to the sub-area that requires flexible, high specification and technologically enabled industrial and R&D space. This includes innovative sub-sectors within health and life sciences, digital technology and circular economy.

Other areas of the East Fringe are perceived to be outdated (such as Kingswood, Staple Hill, Hanham) and are less likely to attract demand for modern industry and logistics. This demand is also dampened by the area's residential setting and its levels of congestion.

Market engagement has identified the expected future demand trends for local working space, reflecting labour market demands for shorter commutes, '15-minute communities' alongside business demand for cost effective and urban periphery workspace. Addressing the perception of other areas of the East Fringe could enable this demand and utilise the area's potential advantage of having a significant residential population and workforce access.

### 6.3.4. Yate and Surrounding Areas

The demand assessment and sub-area apportioning estimated Yate and the surrounding areas to have demand for new employment space as:

- 6,500 sqm of office and 1,500sqm of retail
- 4,500 sqm of R&D space and 12,500 sqm of industrial
- 12,000 sqm of storage and distribution

Replacement demand was estimated to be higher across these uses. As elsewhere, this need should be monitored to see where replacement can happen on-site and where replacement suits current site upgrade.

The nature of industrial demand in the Yate area is expected to be smaller and light industrial and manufacturing for firms with denser employment footprints, as well as those providing important local services. This would build on current provision including the Beeches industrial estate with large corporations.

Yate is a key urban centre as the third largest residential area and as an emerging new neighbourhood for South Gloucestershire. Demand for cultural and leisure space and wholesale and retail provision, including the distributional aspects for changing nature of the sector, will be an important provision for the local and wider population. Yate Town Centre is an important retail location, whilst the change to the use class order could lead to SME demand for mixed-use and local working space in the centre. This would be supported with the emerging masterplan for Yate to improve the place offer and enhance the functionality of the sub-area. A Park and Ride scheme is also in construction for Yate with a projected opening in Autumn 2021, which will improve sustainable transport connectivity and decongest the centre and the A432 (Badminton Road) for an improved place offer.

The property trend concerning the '15-20-minute city' is one which requires local neighbourhoods to provide a diverse range of local businesses and services. This notion envisions thriving local areas with easily accessible jobs and services; better street space and active travel; and greener more resilient communities. This places increased interest on the smaller towns and neighbourhoods for future employment space and affordable housing including Yate and Thornbury (below).

### 6.3.5. Thornbury and North Rural

The demand assessment and sub-area apportioning estimated the North Fringe to have demand for new employment space as:

- 5,000 sqm of office and 1,000 sqm of retail
- 7,000 sqm of industrial, with 3,500 sqm that can be deemed R&D relevant space
- 4,500 sqm of storage and distribution

Replacement demand estimates, indicative as they are, identify there may be a requirement to upgrade or regenerate some of the industrial and storage space that currently exists in this sub-area, helping it to be fit for purpose. This will need to be monitored in relation to the emerging market enquiries and demand.

Covid-19 impacts have led to Thornbury's local high street to be one where people have spent more of their time and money. Market engagement has raised the future of high streets and of local place offers that support demand for office, retail and cultural space. Thornbury, with its residential population, and a large level of employment containment to date could attract a modest level of demand for local working space.

This would be supported with the provision of attractive local place services with amenities and public realm offer. The future introduction of appropriate cultural and leisure space may be part of this. Employment uses within the town centre will depend on place making and planning to integrate such uses into the urban fabric here. Part of the place improvements for Thornbury include bus corridor improvements on the A38 and A432, which could in turn accommodate a Metro Bus to rural fringe areas around Thornbury.

The recent market data shows a reduction in demand for periphery office locations, however engagement has also identified a future desire from the workforce and small business for working in more rural areas with lifestyle choices and supported by increased provision of fibre optics, leasing flexibility and local services offer.

Thornbury and North Rural is not expected to attract demand for industrial purposes, beyond affordable space for small local industrial services and storage and distribution requirements.

### 6.3.6. East and South Rural

The demand assessment and sub-area apportioning estimated the East and South Rural area to have demand for new employment space as:

- 2,000 sqm office and 500 sqm retail
- 5,500 sqm industrial and 1,000 sqm R&D space
- 4,000 sqm storage and distribution

Overall, demand was estimated to be limited in this area as the lowest demand share and some identified replacement needs to be monitored and looked at more closely. This is in line with wider engagement and locational characteristics where there is no significant urban settlement and Green Belt restrictions exist. The southern part of the area is relatively well connected to the rest of South Gloucestershire and the Bristol urban area, enabling residential access to current employment areas across the West of England. Indeed, the apportioned demand estimate for limited R&D and industrial space may not materialise here.

Similar to Thornbury and North Rural area, the economy does not show clear specialisation but unlike Thornbury emerging trends for local place offers for business and services is less likely to drive notable demand for employment space here. However, the sub-area is an important part of the wider eco-system of South Gloucestershire and market trends for periphery and rural workspace should be monitored and assessed for where this could be effectively located in this sub-area.

# Appendix A

The following shows the LSOAs that form each FEAMA sub-area.

**Table A1:South Gloucestershire FEMA Sub-area LSOAs**

| FEMA Sub-Area | LSOA codes | |
|---|---|---|
| Severnside | E01014953 | E01014954 |
| North Fringe | E01014861 | E01014883 |
| | E01014872 | E01014979 |
| | E01014874 | E01014980 |
| | E01014876 | E01014982 |
| | E01014877 | E01014983 |
| | E01014879 | E01014984 |
| | E01014881 | E01014978 |
| | E01014946 | E01014981 |
| | E01014947 | E01014996 |
| | E01014948 | E01033331 |
| | E01014949 | E01033333 |
| | E01014950 | E01014904 |
| | E01014951 | E01014905 |
| | E01014952 | E01014906 |
| | E01014873 | E01014907 |
| | E01014875 | E01014908 |
| | E01014878 | E01014909 |
| | E01014880 | E01014910 |
| | E01014882 | |
| East Fringe | E01033339 | E01014928 |
| | E01014901 | E01014958 |
| | E01014902 | E01014915 |
| | E01014903 | E01015003 |
| | E01014965 | E01015005 |
| | E01014964 | E01015007 |
| | E01014966 | E01015008 |
| | E01014967 | E01014943 |
| | E01014969 | E01014944 |
| | E01033334 | E01014972 |
| | E01033336 | E01015002 |
| | E01014897 | E01015004 |
| | E01014898 | E01015006 |
| | E01014899 | E01014936 |
| | E01014900 | E01014938 |
| | E01014959 | E01014939 |

| | | |
|---|---|---|
| | E01014960 | E01014940 |
| | E01014961 | E01014941 |
| | E01014968 | E01014942 |
| | E01014955 | E01014945 |
| | E01014956 | E01014916 |
| | E01014957 | E01014917 |
| | E01014974 | E01014918 |
| | E01014977 | E01014919 |
| | E01014922 | E01014920 |
| | E01014923 | E01014921 |
| | E01014924 | E01014866 |
| | E01014973 | E01014931 |
| | E01014975 | E01014932 |
| | E01014976 | E01014933 |
| | E01014925 | E01014934 |
| | E01014926 | E01014935 |
| | E01014927 | E01014937 |
| Yate and Surrounding Area | E01014929 | E01015012 |
| | E01014930 | E01015013 |
| | E01015014 | E01014911 |
| | E01015015 | E01014912 |
| | E01015016 | E01014913 |
| | E01015017 | E01014914 |
| | E01015018 | E01014892 |
| | E01015019 | E01014893 |
| | E01015020 | E01014894 |
| | E01015021 | E01014895 |
| | E01015022 | E01014896 |
| | E01014886 | E01014998 |
| | E01014887 | E01014999 |
| | E01014888 | E01015000 |
| | E01014889 | E01015001 |
| | E01015009 | E01014994 |
| | E01015010 | E01014995 |
| | E01015011 | |
| Thornbury and North Rural | E01014985 | E01014993 |
| | E01014986 | E01014884 |
| | E01014987 | E01014885 |
| | E01014988 | E01014863 |
| | E01014989 | E01014864 |
| | E01014990 | E01014962 |
| | E01014991 | E01014963 |
| | E01014992 | E01014862 |

| | | |
|---|---|---|
| South and East Rural | E01014867 | E01014870 |
| | E01014868 | E01014871 |
| | E01033338 | E01014890 |
| | E01014865 | E01014891 |
| | E01014869 | |

The following shows the South Gloucestershire mapping from forecast sectors to the ELSNA key market sectors.

**Table A2: Oxford Economics sector mapping to key market sectors – South Gloucestershire**

| Key sector mapping | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Other, 11-14 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| A : Agriculture, forestry and fishing | | | | | 100% | | | | | | |
| B : Mining and quarrying | | | | | | | | | 100% | | |
| C : Manufacturing | 94% | 2% | | | 3% | | | 1% | | | 11: Small industrial |
| D : Electricity, gas, steam and air conditioning supply | | | | | | | | | 50% | 50% | |
| E : Water supply; sewerage, waste | | | | | | | | | 17% | 83% | |
| F : Construction | | | | | | | | | 100% | | |
| G : Wholesale and retail trade; repair of motor vehicles | | | | | | | 94% | | | | 11: Small industrial |
| H : Transportation and storage | | | | | | 100% | | | | | |
| I : Accommodation and food service activities | | | | 30% | | | 70% | | | | |
| J : Information and communication | | 100% | | | | | | | | | |
| K : Financial and insurance activities | | | 100% | | | | | | | | |
| L : Real estate activities | | | 100% | | | | | | | | |
| M : Professional, scientific, technical | 37% | 3% | 46% | | | | | | 14% | | |
| N : Administrative and support services | | | 37% | 1% | | 12% | 4% | | 11% | | 11, 12 |
| O : Public administration and defence | | | | | | | | | | | 13: Public admin |
| P : Education | | | | | | | | | | | 14: Education |
| Q : Human health and social work activities | | | | | | | | 100% | | | |
| R : Arts, entertainment and recreation | | 4% | | 8% | | | 69% | | | | 12: Small services |
| S : Other service activities | | 5% | | | | | | | | | 12:Small services |

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