

Delivering for you

South Gloucestershire: An Extraordinary Place...

Our challenges, ambitions
and immediate priorities



South Gloucestershire is an extraordinary place...

...to live, visit and work.

It is a place for opportunity and innovation with so much to offer to our residents, visitors and those looking to come here to settle or invest. We are the regional economic engine with excellent connections to South Wales, the Midlands and London. This positions us well to build back better, bringing in investment in new jobs alongside research and development opportunities, whilst our proximity to beautiful countryside and coastlines provides an enhanced quality of life for our residents.

Our ambitions for place-based investment follow the goals set out in the Council Plan of closing the equality gap, addressing the climate emergency, and delivering value for money. Focusing on shaping South Gloucestershire as a place, we want to directly address the Council's priorities of delivering sustainable, inclusive communities, infrastructure, and growth whilst widening opportunities, sharing prosperity, and raising the quality of life for all our residents.

This aligns with the South Gloucestershire's Climate Emergency Vision to develop climate resilience with a thriving low carbon economy and lifestyle, where nature can flourish.

A place for opportunity and innovation...



We will meet our ambitions for place-based investment.

This is South Gloucestershire, and this is how we plan to build on our strengths to keep evolving and improving as a place where people want to be.



Leading the ambition to deliver extraordinary places

Driving regeneration through masterplans to advance investment in our infrastructure and to create high quality places.

Maximising our potential as a place for global innovation.

Boosting our tourism economy with unique visitor attractions and destinations.



Evolving innovative clean and inclusive growth

Instilling resilience into our places and communities.

Investing in clean energy solutions and approaches to enable ethical growth with minimal environmental impact.

Embedding sustainability into everything we do and developing green skills.



Putting our people at the heart of the places we create

Levelling up opportunities in our places and communities for all to thrive.

Creating safe, people focussed and sustainable communities.

Welcoming and instilling pride in our people so that they feel valued and belong.



A place to live

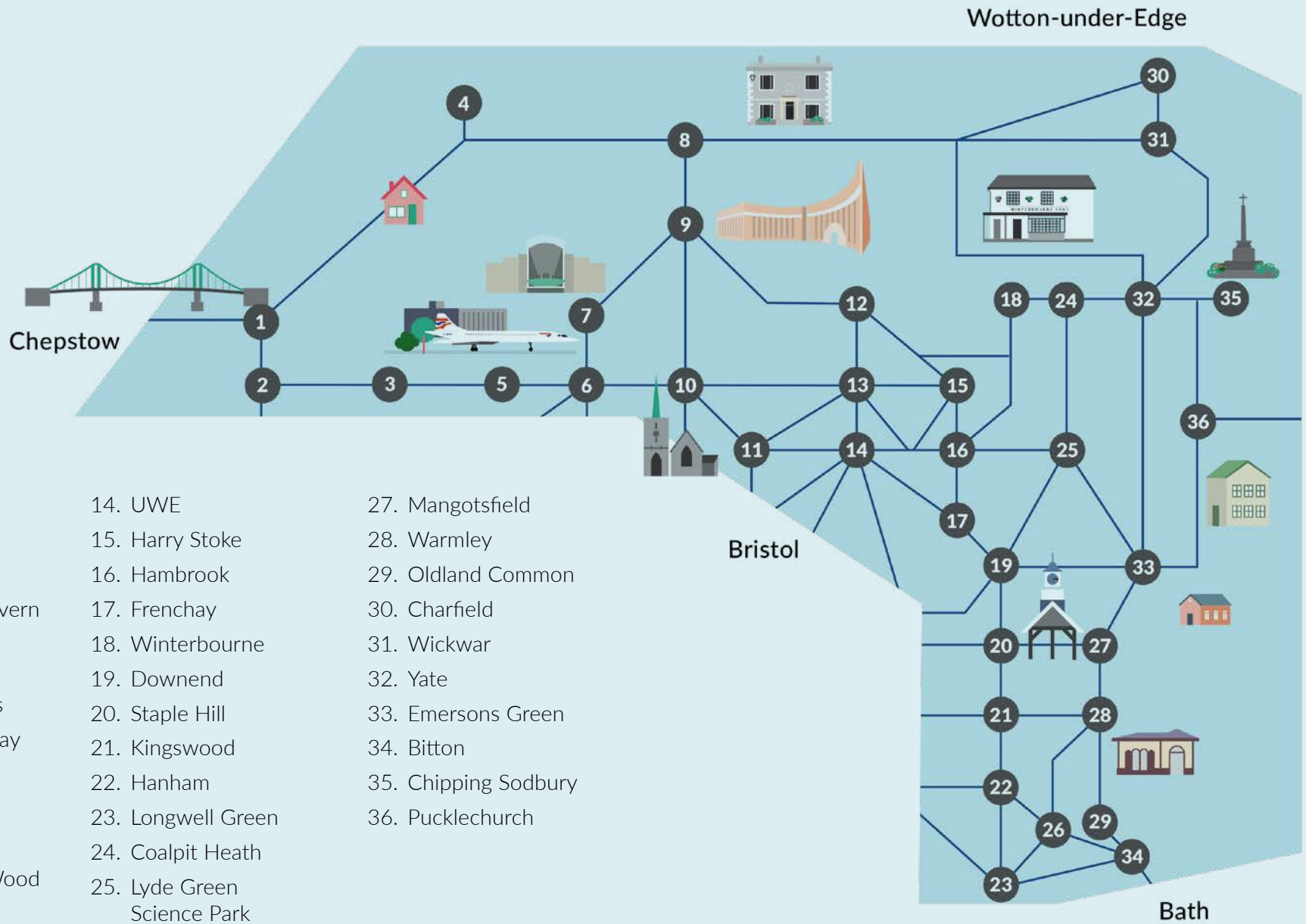
We have varied built and natural landscapes and benefits from the vibrancy and animation of urban life to the serenity and tranquillity of the countryside and everything in between.

Most people who live in South Gloucestershire are based in urban living neighbourhoods to the north and east of Bristol and the thriving markets towns of Chipping Sodbury and Thornbury, with the remainder in the rural areas. Our high streets and local centres are the heart of our communities and we are investing in them to fortify local economies and resilience.

We have a growing local rail network, local buses and high-quality walking and cycling infrastructure to connect our communities. Mainline train services (including access to London in 1 hour 15 minutes), motorways, along with access ports and airports, connect us regionally, nationally, and globally.

By 2024 we will exceed a population of 300,000 as one of the fastest growing areas to live in the UK.





- | | | |
|---------------------------------|--------------------------------|----------------------|
| 1. Severn Bridge | 14. UWE | 27. Mangotsfield |
| 2. Severn Beach | 15. Harry Stoke | 28. Warmley |
| 3. The Wave | 16. Hambrook | 29. Oldland Common |
| 4. Oldbury-on-Severn | 17. Frenchay | 30. Charfield |
| 5. Wild Place | 18. Winterbourne | 31. Wickwar |
| 6. Patchway /
Charlton Hayes | 19. Downend | 32. Yate |
| 7. Cribbs Causeway | 20. Staple Hill | 33. Emersons Green |
| 8. Thornbury | 21. Kingswood | 34. Bitton |
| 9. Aztec West | 22. Hanham | 35. Chipping Sodbury |
| 10. North Filton | 23. Longwell Green | 36. Pucklechurch |
| 11. Filton Abbey Wood | 24. Coalpit Heath | |
| 12. Bradley Stoke | 25. Lyde Green
Science Park | |
| 13. Stoke Gifford | 26. Cadbury Heath | |



Regent Street

A place for opportunity

We are committed to building the skills of our residents. We have exemplary further and higher education institutions, including the University of the West of England and South Gloucestershire and Stroud College, which benefits from internationally renowned research centres, welcoming innovation and ideas into the region and creating opportunities for our young people to learn, train and prosper in South Gloucestershire.



Our ambitions and priorities as a place to live and for opportunity

South Gloucestershire Council will play a vital part in driving regional and national economic recovery through the delivery of high-quality mixed-use communities. Our growth areas will be exemplary in zero-carbon living and working, demonstrating how we can reimagine our existing areas for climate resilience and as places where nature can flourish. We will play a leading role in shaping the quality of South Gloucestershire as a place, attracting new businesses as the economy shifts and adapts to deliver the transition to net-zero.

As we continue to grow, we recognise the need to be directly involved in place shaping and to provide the leadership to ensure we deliver extraordinary places that put people at the heart of them. Through area wide master-planning, we will lead the market to influence the shape and form of new growth ensuring it is sympathetic to character of the area, embedded into the surrounding communities and meets the future needs of our residents.

We will provide leadership and support to how our residents and businesses adapt to reducing carbon emissions and the resilience challenges of climate change in terms of extreme weather, temperature, and flood risk.

Our high streets and local centres play a key role in shaping the places we live and how we use them, particularly in terms of boosting the local economic recovery. We will focus on reimagining our high streets and local centres to reflect this role at the heart of our communities.

We want to enhance our neighbourhoods so that our communities can be healthy and prosperous, levelling up so that everyone can thrive. We are passionate in creating strong identities for our neighbourhoods, where people feel proud to call home, with good quality housing, good education and training opportunities and good employment prospects.

In the short term, we will:

- Lead and deliver place based regeneration projects at Thornbury Hospital, The Grange, Yate and Kingswood
- Invest in reimagining our High Streets
- Invest in creating opportunities for our people to develop skills, focusing on that hardest hit by economic downturns
- Invest in innovation of digital high streets, developing community hubs

In the longer term, our priority ambitions are:

- Mass transit opportunities to link people to the key destinations and areas of employment
- Developing and delivering a pipeline of place shaping and regeneration projects
- Walking and cycling improvements and bus priority corridors to improve local and strategic sustainable connectivity

A place to visit

We are increasingly recognised as a cultural and tourist destination, with the National Trust's Dyrham Park and the Cotswold Way trail, along with unique attractions such as The Wave inland surfing lake, Bristol Zoo's Wild Place Project and Aerospace Bristol Museum.

With exciting new attractions under construction, our importance regionally and nationally grows further. These include an ice rink, sky-dive centre and the UK's third largest arena, with a 17,000 capacity in the former Brabazon hangers.

We have a huge diversity and variety in our places and areas of special heritage that provide clues to our industrial past, which are told at Kingswood Heritage Museum. Our historic market towns of Thornbury and Chipping Sodbury are great places to shop and relax in a variety of cafes and restaurants. The diversity of our high streets offers a great range of retail and hospitality choices, with many thriving independent businesses.

Our ambitions and priorities as a place to visit

We want to boost our tourism economy, evolving South Gloucestershire from a place where people visit our attractions for a day trip to a place where people stay for longer to experience all South Gloucestershire has to offer.

We will:

- Invest in the promotion of our opportunities and sites to attract visitors and encourage extended stays as well as day trips
- Work in partnership with our visitor attractions to come together in new ways to represent South Gloucestershire as a collection of extraordinary urban and rural assets
- Invest in boosting visitor accommodation to enable visitors to spend more time exploring South Gloucestershire



Dyrham Park



A band in Kingswood

A spectacular environment



A designated Special Area of Conservation (SAC), Special Protection Area (SPA) and Ramsar site at the Severn Estuary



22 nationally important Sites of Special Scientific Interest (SSSI), 271 designated sites of Nature Conservation Interest (SNCI)



10 Local Nature Reserves, 75 registered commons and 8 registered parks



30 conservation areas, 2,085 listed buildings, 38 scheduled ancient monuments



Bristol Zoo's Wild Place



Filton

A place to work

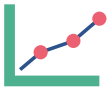
We have nationally significant and diverse employment opportunities, including:

- New nuclear opportunities at Oldbury-on-Severn
- Cribbs Causeway regional retail centre
- Advanced Manufacturing, Digital, Science and R&D at Emersons Green
- MOD Abbeywood is the largest employer in South Gloucestershire
- World-leading aerospace, engineering and defence at Filton, home to Airbus, Rolls Royce and GKN
- Strategic national distribution centres, hubs and green technology opportunities at Severnside

Powering the West of England economy

1st

Highest per capita GDP in the West of England



11th highest GDP in England outside of London



150,00 employment jobs



Over 100 large employers and 10,00 SMEs and micro businesses



Sevenside

A place that innovates

The South Gloucestershire 'Tech Arc' brings together the Bristol and Bath Science Park, the National Composites Centre, Institute for Advanced Automotive Propulsion Systems, the University of West of England and Bristol Robotics Laboratory. These organisations will be linked through the ground-breaking UMBRELLA digital test bed that will use fibre and wireless connectivity to support innovation and development of skills and knowledge across South Gloucestershire.

We are committed to investing in innovative green technology to deliver sustainable growth and develop a thriving low carbon economy. This will include investigating new nuclear fusion opportunities that are being created at Oldbury-on-Severn, boosting vital innovation in this sector. Our position on the Severn Estuary will also allow us to invest in research for tidal power to benefit from the second largest tidal range in the world.

We are committed to developing green skills in South Gloucestershire to be the place to develop a resilient workforce for the future, building on the strengths in our exemplary further and higher education establishments, to build back greener and stronger.



Bristol Robotics Lab



Suez EFW



We are committed to investing in innovative green technology to deliver sustainable growth and develop a thriving low carbon economy.



Bristol and Bath Science Park

Our ambitions and priorities as a place to work and a place that innovates

We are a hub of advancing innovative industries. We want to maximise to invest in and embed high tech design, research and development to retain the major organisations that we have and attract others, which has significant importance for the wider supply chain and SMEs in South Gloucestershire to thrive.

Our aspirations to enable innovative digital development will grow in significance and at pace, responding our changing economic needs that impact on place, in terms of location of homes and workplaces.

Our unique location places South Gloucestershire as a central conduit to development in the wider region covered by the Western Gateway and as such, we are in a key position to attract new investment.

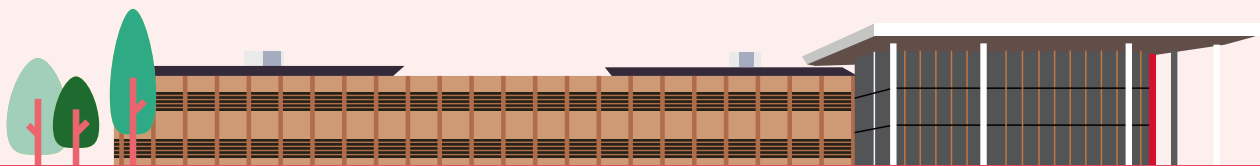
Our transport infrastructure is a key asset to connect people within South Gloucestershire, regionally, nationally and globally and is an enabler and a focus for investment to further unlock the economy by making these connections more efficient, convenient and accessible. We have aspirations to develop a mass transit network and to better distribute employment opportunities through improved strategic transport links that will unlock new sites.

In the short-term we will:

- Deliver UMBRELLA digital test bed transition and phase 2
- Deliver a programme of electric vehicle charging points
- Develop a wider energy strategy for South Gloucestershire, to include our ambitions for fusion, new nuclear and hydrogen power and researching the potential for tidal power
- Deliver skills in green technologies

In the longer term, our priority ambitions are:

- Junction 18a of the M4, to lead to regeneration opportunities for mixed use communities and better distribution of employment sites across South Gloucestershire
- Investment in green energy to ensure our growth is sustainable and with minimal environmental impact



How we will achieve our ambitions

At South Gloucestershire Council, we recognise the importance of partnership working to help us achieve our ambitions.

On a local scale, we need to work with all in our communities to collectively deliver success, including businesses, communities, health providers, voluntary, community and social enterprises.

Strategically, we need to continue our strong partnership working with neighbouring unitary authorities as part of the West of England Combined Authority (WECA), the Western Gateway and business organisations to maintain our position as an integral organisation to the wider place and economy.

The devolved funding that WECA receives from central government has benefited South Gloucestershire on a large scale to date and will continue to help us deliver our place based ambitions and in developing the skills of our people.

We are planning the development of our longer term ambitions to build on our strengths as an extraordinary place.



Emersons



southglos.gov.uk