

# Weston-super-Mare Enterprise Area Prospectus

THE Food Works  
plan | create | innovate



**WSM** | ENTERPRISE  
AREA



WsM Enterprise Area

WsM Enterprise Area is a flexible and sustainable site in the M5 opportunity corridor, offering untapped potential for businesses looking to innovate, diversify or expand. Boosted by Weston-super-Mare's creative talent, connectivity, amenities and natural assets, its 72 ha of developable land will support new jobs and deliver 6,000 new homes by 2026.

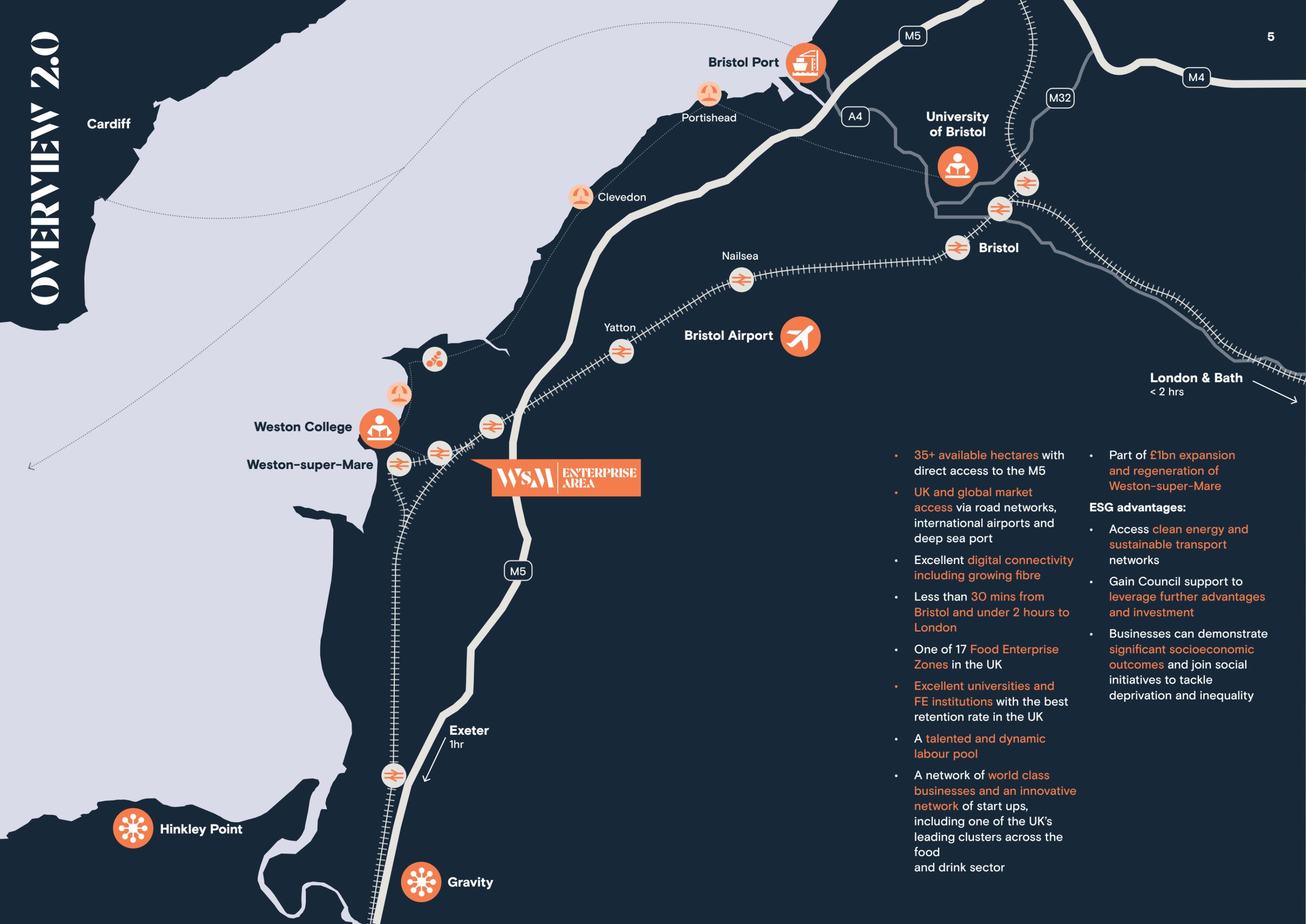
Welcome to the WsM Enterprise Area prospectus, which highlights the diverse range of investment opportunities and why this is the right time to invest. There is already a great deal happening in North Somerset, but we want to see more. As the world around us shifts into a new normal, we are ambitious, open for business and ready for new partnerships. It is only through delivering better local opportunities that support innovation and entrepreneurialism that North Somerset will achieve its full potential. In recent years, we have established the building blocks for prosperity – investing more than £90m in infrastructure and adopting policies to support and foster economic growth.

**North Somerset has exceptional conditions to support business productivity and innovation, particularly those looking for a permanent home in which to develop and expand** – our district is home to a wealth of

talent, one of the UK's best end-to-end logistics networks, as well as spectacular natural assets and award-winning coastlines. We have access to clean energy, superfast broadband and a talented and committed workforce. Our economy, already worth over £4bn, is highly entrepreneurial, with flourishing micro businesses and SMEs already adding significant value to our economy.

Plans are underway to enhance the quality of life of local residents and workers through the culture-led regeneration of Weston-super-Mare, outlined in our SuperWeston strategy. Our investment programme will bring forward ambitious, high-quality new infrastructure like the pier-to-pier cycleway to encourage a healthy zero-carbon lifestyle, a fantastic local town centre offer and new amenities at iconic venues like the Tropicana and the Grand Pier.

# OVERVIEW 2.0



**WSM** ENTERPRISE AREA

- 35+ available hectares with direct access to the M5
  - UK and global market access via road networks, international airports and deep sea port
  - Excellent digital connectivity including growing fibre
  - Less than 30 mins from Bristol and under 2 hours to London
  - One of 17 Food Enterprise Zones in the UK
  - Excellent universities and FE institutions with the best retention rate in the UK
  - A talented and dynamic labour pool
  - A network of world class businesses and an innovative network of start ups, including one of the UK's leading clusters across the food and drink sector
- Part of £1bn expansion and regeneration of Weston-super-Mare
- ESG advantages:**
- Access clean energy and sustainable transport networks
  - Gain Council support to leverage further advantages and investment
  - Businesses can demonstrate significant socioeconomic outcomes and join social initiatives to tackle deprivation and inequality

WsM | Enterprise Area is developing at pace, bolstering North Somerset's position as the gateway to enterprise and innovation in the West of England and one of the most desirable areas to live in the UK.



**A place to connect**

Access world-class talent, existing industry clusters and nearby centres for innovation like Gravity, Hinkley Point and Food WorksSW.

Get to Bristol in less than half an hour, and the Midlands and London in less than two hours. Benefit from close proximity to a global freight logistics hub and deep-sea port at Bristol Port and Bristol International Airport. Connect to the rest of the world, while enjoying our outstanding scenery and exceptional fibre digital networks.



The region is home to 1.1 million residents, four prestigious universities and over 43,000 businesses which contribute £33bn to the UK Economy.



**A place to grow**

Gain access to an outstanding talent pool, networks and spaces to enable expansion.

WsM | Enterprise Area is North Somerset's major employment, innovation and enterprise hub. It is one of six enterprise zones and areas in the West of England and home to North Somerset Enterprise Agency, the Food WorksSW and North Somerset Enterprise and Technology college. Weston Business Quarter will provide more space for businesses to grow.



**A place to innovate**

Home to a diverse economy with specialist clusters in high-value growth sectors, including food & drink, sustainable technologies, professional services and the creative sector.

Investment into state-of-the-art facilities at Food WorksSW will accelerate growth, connecting local producers to collaborate, innovate, identify new markets and create exciting jobs within the sector.



Whether you are a global manufacturer, or an SME looking to for a space to establish and grow, WsM Enterprise Area offers:

### An outstanding quality of life for all generations

- Live with clean air and cycle to award-winning beaches and picturesque countryside.
- Child friendly with excellent schools and a network of parks, spaces, and amenities for healthy and fulfilling activities.
- Exceptional natural resources including 35 miles of coastline and home to the Mendip Hills Area of Outstanding Natural Beauty.



WsM | Enterprise Area is in Weston-super-Mare, the second-largest conurbation in the West of England, offering unparalleled access to global supply chains and networks, exceptional talent and a great quality of life.

### A talented workforce

- Bristol, Exeter and Bath universities, which boast the country's best retention rate, are all on the doorstep.
- 49,100 residents holding NVQ4+ qualifications and 2,800 entry-level available workers
- Local institutions and FE colleges working with industry to identify future skill gaps, support and train the next generation of highly skilled employees.



### Access to global markets

- Less than 30 mins to Bristol deep-water port and International Airport, offering direct links into overseas markets
- Outstanding digital fibre connectivity, with planned upgrades via CityFibre's Gigabit Cities programme by 2025
- Directly on the M4, linking into the rest of the SouthWest, Bristol, Wales, the Midlands and London.



### A diverse local economy

- Established clusters in the food & drink, creative industries, professional services, green technologies and logistics industries
- On the M5 opportunity corridor, with links into Hinkley Power Station, Gravity, Bristol Port and International Airport
- Exciting plans for £1bn investments to regenerate Weston-super-Mare

To date £90m has been invested to develop c30 ha of WsM | Enterprise Area through a mix of public and private investment from Persimmon Homes, Homes England, St Modwen, Dowlas Developments Ltd, Landmore Developments, Mead Realisations, Abbey Manor Group and North Somerset Council.

Existing partnerships have been strengthened – through the formation of strategic joint marketing and delivery groups – to collaborate, share knowledge and promote growth.

The future of WsM | Enterprise Area is complemented by the vision for Weston-super-Mare, which recognises the opportunities arising from recent changes in the market, emerging areas for innovation and the needs of businesses, residents and workers.

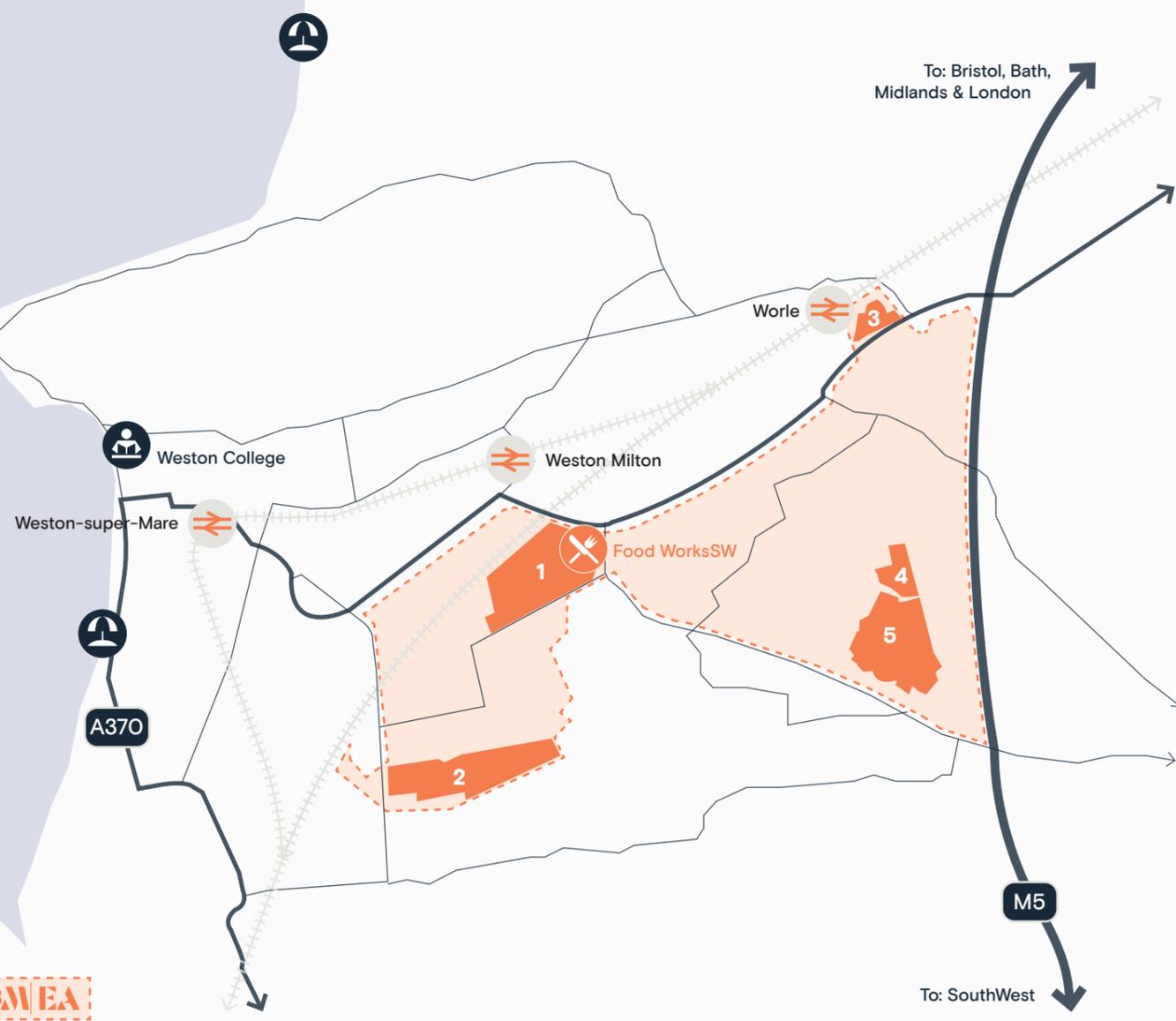
## Roadmap

- 2013: North Somerset Council establish Local Development Orders to unlock opportunity and create development space for private sector investment
- 2018: Food Enterprise Zone established
- 2020: Weston-super-Mare identified as one of the Gigabit cities as part of the CityFibre programme, with a planned £22m investment
- 2021: £2.8m from UK Community Renewal Fund
- 2022: Weston-super-Mare selected as 1 of 10 locations across UK to host See Monster flagship, national arts and culture installation
- 2022/23: North Somerset 2038 local plan adopted

## Future plans

- The growth of infrastructure to support the food sector, including expansion of Food WorksSW
- The implementation of Weston-super-Mare's placemaking strategy
- The requirement for any future development to recognise and make significant contributions toward carbon reduction, including enabling behaviour change and innovation





WSM EA

## 1. Weston Business Quarter

A 36 ha commercial site which forms part of the wider Heywood village development. A partnership between Persimmon Homes, KMW Properties, North Somerset Council and St Modwen. The site is home to a cluster of knowledge-intensive technology, media, telecoms and manufacturing businesses.

## 2. Westland Distribution Park

The site comprises of 345,200 sq ft of fully serviced industrial space across 10 ha, located on the main arterial route into Weston-Super-Mare. Includes a range of industrial land and buildings up to 50,000 sq ft for business and industrial activities.

## 3. Weston Gateway Business Park

Located close to the J21 M5 junction and comprising of 7 plots with outline permission for a range of commercial uses for 118,400 sq ft.

## 4. Parklands Village

Keepmoat Homes have partnered with North Somerset Council to deliver 425 new high-quality homes on land at Parklands Village, including 15 per cent zero carbon homes. This is the first phase with planning consent for 700 homes.

## 5. Locking Parklands

An 80 ha mixed-use scheme, comprising c1,450 new homes together with associated employment, retail and leisure space - promoted by St Modwen. 9 ha of employment land and commercial opportunities from 3,000 to 115,000 sq ft.

### Weston Business Quarter Site features

- Food WorksSW Food Innovation Centre
- The Hive – modern, flexible and affordable office space and support for start ups in the local area
- North Somerset Enterprise Agency
- The Landing Light Public House
- Travelodge Hotel
- Local shopping amenities
- Childcare facilities





## Advanced engineering & sustainable technology

Manufacturing output is 20% higher than the national average, and 30% above the West of England (WoE) economy as a whole.

Contributes more than £650m to the North Somerset economy.

Employs more than 6,000 people in North Somerset, 23,000 in WoE



## Food & Drink

The South West food and drink sector is one of the strongest regional sectors in the UK, with over 2,200 businesses and over 60,000 employees. It is home to 10.3% of food and drink businesses in the UK, the highest proportion of F&D businesses outside of London.



## Transport, storage & logistics

WsM | Enterprise Area is strategically located between key logistics hubs and other industrial areas like Avonmouth, Bristol Port, Gravity, and Hinkley Point C.

8% of North Somerset residents work in transport and storage

A £4.3bn GVA contribution to Southwest economy



## Creative industries

Creative industries are growing 5x faster than the UK average.

Weston Business Quarter is home to a cluster of technology and media businesses.

A flagship, national arts and culture installation will arrive in 2022, further strengthening the sector.



## Professional services

2nd largest skills sector in North Somerset supporting larger hubs in Bristol and Bath.

15% of the total employment in North Somerset

2,885 active businesses



## Visitor Economy

The sector accounts for 15.3% of North Somerset's economy, contributing £378m and supporting 7,300 jobs.

7.5m day visitors spend £261m per annum

1.8m overnight visits spend £106m per annum



## Sector focus

The Food WorksSW, a flagship regional Food and Drink Innovation Centre.

Food WorksSW located in the heart of WsM | Enterprise Area is situated in one of only 17 designated Food Enterprise Zones (FEZ) in the UK and has played a pivotal role in encouraging cluster growth and innovation.

The FEZ designation enables food and drink related development to be brought forward more quickly and efficiently with simplified planning. The aim of the FEZ is to improve the food supply chain by seamlessly link farmers and producers at the very start of the food chain to food manufacturing, distribution and retail.

The 18 acre Food Enterprise Zone is an exciting opportunity for businesses co-locate in a prime location on the M5 opportunity corridor.

Businesses within the FEZ gain access to a number of benefits, including:

- Local Development Orders grant automatic planning permission for certain types of development
- Business-ready infrastructure: Superfast broadband, easy access to transport links, training and access to the existing local talent pool.

- Strategic location within a food cluster and near global logistics hubs.

**The Food WorksSW offers businesses:**

- Affordable, technical and specialist support
- A regional business engagement network
- Affordable food grade premises for start-up and growing businesses
- Outstanding product development facilities to encourage innovation and knowledge transfer
- Access to an excellent logistics and distribution network

Since Phase 1 opened its doors in 2020 the Food WorksSW has reached full occupancy and is home to international and local businesses.

Further expansion of the Food WorksSW will take place over two phases:

- Phase 2: Larger grow on space with food grade business units 3,000 – 5,000 sq ft
- Phase 3: Plots available for design and build options

[www.foodworks-sw.co.uk](http://www.foodworks-sw.co.uk)

## Key facts

- A 4.04 ha DEFRA-designated Food Enterprise Zone
- £11.3m invested
- Phase 1: Completed in 2020. 28,405 sq ft, 12 food grade business units, product development facilities and business engagement hub
- Phase 2 & 3: Under development, with design and build options

The potential of WsM | Enterprise area is immense – now is the time to invest, offering a chance to shape Weston-super-Mare’s future and benefit from ongoing significant investment into local infrastructure. Through our dedicated team, we are ready to work with investors to re-shape the economy of the West of England.

## **Contact us**

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