

This is one of a series of town centre profiles which are helping to inform preparation of the Council's Policies, Sites and Places Plan (pre-submission draft published May 2015). They form part of the evidence base supporting the Plan.

Draft profiles were first published in autumn 2013 with comments invited to arrive by 31st December. Comments received were considered and revised profiles were published in June 2014 alongside and in support of the first draft of the PSP Plan. Further comments were invited and have been considered in updating the profiles. Please send any further suggestions for change to PlanningLDF@southglos.gov.uk

Initial responses were received from Yate Town Council and the Council's Urban Design officer. Comments were also received in response to the town and parish questionnaire. Following June 2014 consultation further issues were raised by Yate Town Council and on behalf of the Crestbridge who own much of the main shopping area. Comments received to date are summarised at Section 17 and are addressed in more detail at Appendices 1 and 2 to this profile.

Yate Town Centre

1. Location

The Town of Yate is located about 5 miles from the urban edge of Bristol and is separated from it by Green Belt.

The town centre is not tightly defined at present. The main retail area is central to the town on an 'island' site surrounded by Station Road, Kennedy Way and Link Road.

Town centre uses and facilities extend well beyond this area and stretch along Station Road to Yate Station in the west and to Ridgewood and Chipping Sodbury Town Centre in the east and to Poole Court (Yate Town Council office) and St Mary' Church to the north.

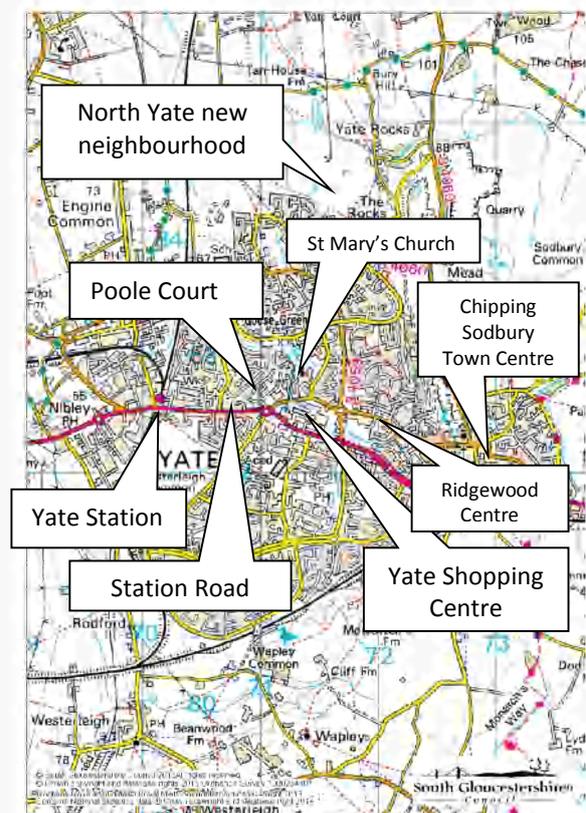
2. Origin

Yate has its foundations as a market town but developed rapidly with war time factories and military stores and then as a 'new town' between the mid-1960s and 1990s with major housing growth.

The principal employment areas are at the west and north west edges of the town.

A new neighbourhood is planned at North Yate beyond Brimsham Park.

Yate Town Centre in context



3. Character

The character of the Town Centre contrasts between the main approach roads which are of mixed-character and the main retail and service area which is based on an 'island' site surrounded by principal roads and which is more intensively developed.

Station Road is the older core of the town. It runs from the station in the west, around the northern edge of the island site and on towards Bowling Hill and Chipping Sodbury.

The western end of Station Road is of mixed character with offices, industrial, retail, residential and community uses of generally domestic (two storey) scale. Some former factory sites have been redeveloped to provide for residential development and the B+Q and Morrison Stores. There are community buildings on the south side of Station Road with the YMCA, Community Association and Parish Hall. The area is vibrant but suffers to some extent from traffic pressures. A town centre traffic study is being prepared to suggest measures to improve safety and capacity issues with a particular aim of improving provision for cyclists and pedestrians.

To the north of the island site there is a nucleus of older buildings including, on Church Road, St Mary's Church, school rooms, Yate Heritage Centre and two pubs. There are also more modern residential uses including care homes. The Town Council office at the historic Poole Court is also north of the main retail area but slightly hidden away.

At its eastern end Station Road has a slightly less open character running across the Frome bridge and towards the historic buildings at Ridgewood – (formerly the Spike House a workhouse now in community use).

Kennedy Way is of contrasting character. It is the main A432 route passing through Yate to the A46. At its western end it passes between the small green spaces at Thorns Farm and the Leisure Centre. It then passes the Magistrates Court, GP surgeries and Lidl store and sheltered housing. East of its junction with Scott Way the character is more open with green space around the Frome Corridor to the north and residential areas including the recent development of Elswick Park (former Sea Stores Site) to the south. In this area Kennedy Way merges into Cotswold Way - the Chipping Sodbury bypass. It has been one aim of the Elswick Park development to create a more distinct 'gateway' into Yate Town Centre.

The roads around the central 'island site' are completed by Link Road. The Frome passes to the east of Link Road and provides a green corridor between the main shopping centre to the west and the overflow car park and Ridgewood complex to the east. A cinema and retail development is under construction on the overflow car park site.

The island site is more intensively built-up than the rest of the town. It provides a range of retail, leisure and service needs. The main retail area was laid out as a pedestrianised core with peripheral car parks. It was originally developed in the 1960s following an American car based model with four inward looking uncovered pedestrianised 'walks' leading to a central square. The walkways and square are now partially covered but no part is fully enclosed.

The retail area is generally inward facing to the 'walks' with principal views into the centre across surface level car parking, service courts and the backs of buildings. There is no decked parking at present. Buildings have generally been two or three storeys with retail uses at ground floor and a mix of office, leisure and residential uses above.

While the original pattern of the island area remains there have been a number of changes over the past fifty years, notably, the Leisure Centre was developed at the eastern end; the walkways were partially covered; the single storey retail units at the end of West Walk were developed; and the four seasons square has been remodelled two or three times.

More recently the West Gate Centre (health uses) on West Walk and the new Tesco store and allied retail units on East walk have been developed over three floors. The older persons Pop-Inn and youth based Armadillo cafe have been developed and the library remodelled.

The emergency services sites (Fire and Ambulance) fronting Station Road remains largely unaltered and are arguably now out of character with the neighbouring more intensive retail

and leisure uses.

Yate town centre as a whole contrasts between the main approach roads which are of mixed-use and primarily two storey development and the retail centre which has larger format retail and leisure buildings. The transition between domestic use and scale and large format commercial buildings is stark in places and character is also set by the heavily trafficked roads.

Until recently the town centre has retained the feeling of a suburban centre but recent and proposed development could result in intensification and transition to a more urban form.

4. Strategies and Research

Yate Town Centre has been subject of a number of strategies over recent years. Some have been prepared by public/private community partnerships and others by successive owners of the main shopping centre (currently Crestbrigde).

The current Town Centre Steering Group has wide representation and is administered by Yate Town Council. That group considers wide ranging issues facing the town centre including development proposals and community aspirations set out in the Community Plan.

Crestbridge has recently overseen development of the new Tesco store and neighbouring retail units on East Walk and has also secured planning permission for a cinema and retail units on land east of Link Road.

Aspirations of the Community Plan include:

- Development of a venue for concerts and events, incorporating the Yate Town Council's desire to deliver a landmark building for Yate.
- Work to identify and set up allotments within or very near to Yate (currently there are none).
- Developments and improvements to Yate Station so that it can cope with more passengers and be an attractive transportation option for more people.
- Development and dissemination of a location map of green areas in Yate, capitalising on the large number of green spaces that exist within the town.
- Setting up of a Youth Café. (now complete – Armadillo at the western end of the Leisure Centre)
- Provision of a better business support for the multitude of small and medium sized businesses currently in Yate.
- Development of a Youth Gym, possibly in conjunction with the Youth Café.
- Provision of a walkway through the town incorporating and making full use of the route of the River Frome through the town.
- Setting up of traffic management schemes to improve the balance between car, bike and pedestrians in the residential areas of Yate.
- Establishment of accessible conservation areas within and immediately surrounding the town of Yate.

(See the Community Plan at: <http://www.myate.co.uk/yate/yate-community-plan>)

In September 2012 a Town Centre Health Check was published based on the recommendations of the Portas Review. This can be viewed in full at: <http://www.insouthglos.co.uk/invest/retail/>. Extracts are provided at Appendix 3 and actions relevant to land-use planning are included in Section 21 of this Profile.

5. Catchment Area and Competition

Yate is one of the District's larger centres and, in having a broad retail offer, serves the town, neighbouring areas of Chipping Sodbury and Dodington and the surrounding more rural

parishes.

Recent investment in new retail facilities would suggest confidence in both the convenience and comparison role of the centre. The shopping centre owners are seeking to consolidate the comparison role by making provision for new, generally larger units, which meet the needs of modern retailers. The town seems to compliment rather than compete with Chipping Sodbury. Strategic competition is more likely with the Emersons Green, Bradley Stoke and Cribbs Causeway.

The immediate catchment area is set to increase with development of the North Yate New Neighbourhood (3,000 new homes over the next 10-15 years). Only limited retail provision is planned within the new neighbourhood with a budget hotel, pub and service uses.

6. Retail provision – from SGC Monitoring

Yate Town Centre - Business and Community Uses- 2014

The Council monitors retail units and floorspace at August each year. The audit also includes other town centre uses at ground floor level within main shopping frontages. For Yate the survey monitors the main shopping centre and Station Road areas separately. The 2014 survey shows around 112 business and community premises within the main shopping area of which 79 (70.5%) are of retail character. Station Road has a broader mix of uses with 36 business and community uses of which 16 (44.4%) are retail.

Table 1 Yate Shopping Centre and Station Road Yate – Business and Community uses at 2014

Use Class	Description	Shopping Centre		Station Road	
		units	%	units	%
A1	Retail	79	70.5	16	44.4
A2	Financial and professional services	18	16.1	9	25.0
A3	Restaurants and Cafes (2 including takeaway (A5) option)	7	6.25	1	2.8
A4	Drinking Establishments (Three Brooks pub not included in survey)	1	0.9		0
A5	Hot Food Takeaway (Available from Cafes)	1	0.9	1	2.8
B1	Office (first floor offices not included in survey)	0	0	1	2.8
C1	Hotel/B+B	0	0	2	5.6
D1	Non-residential institutions – Chiropractor, Health Centre, Library, One stop Shop	4	3.6	3	8.3
D2	Fitness centre – Gym and Leisure Centre	2	1.8	0	0
Other	Sui generis – petrol stations/tyre centre	0	0	3	8.3
	Total	112	100.0	36	100.0
C3	Residential properties identified within the main shopping frontages.	0		14	

Source: SGC Town Centres and Retailing Audit August 2014

The above analysis is centred on the main shopping frontages and does not reflect the full extent of business and community uses within and around the town centre. For example the analysis does not include:

- Uses at first floor and above
- Market stalls within the Shopping Centre walks.
- the large free standing retail units (B+Q, Morrison's and Lidl),
- The Civic and service uses at Poole Court (Yate Town Council)
- The Church and Heritage Centre at Church Road
- The magistrates Court and GP surgeries fronting Kennedy
- The community uses at Ridgewood.

It is apparent that Yate Town Centre as a whole has a relatively large number and wide range of business and community uses.

Retail Units

The audit focusses on units within the primary and secondary shopping frontages where at 2014 there were 79 retail units providing 24,745 sq m of floorspace (Table 2).

Table 2 - Yate Shopping Centre – retail floorspace at August 2014

Yate Shopping Centre *	No Units	%	Floorspace sq m net	%
A1 Convenience	8	10.1	9465.9	38.2
A1 Comparison/Durable	48	60.8	12,629.7	51.0
A1 Service	10	12.7	944.2	3.8
A1 Occupied and Trading	66	83.5	23,039.8	93.0
A1 Vacant	13	16.5	1725.3	7.0
Total A1	79	100.0	24765.1	100.0

*Survey shows Tesco floorspace as 7,544 sq m net convenience and 2,405 sq m comparison.
Source: SGC Town Centres and Retailing Audit August 2014

It is apparent that within the shopping centre about 16.5 % of retail units were vacant at August 2014 representing about 7.0% of floorspace.

There were a further 20 retail units along Station Road with no vacancies. No accurate count is made of floorspace there. (Table 3).

Table 3 Station Road area - retail floorspace at August 2014

Station Road	No Units	%	Floorspace	%
A1 Convenience	2	10.0	No accurate figures	
A1 Comparison/Durable	12	60.0		
A1 Service	6	30.0		
A1 Occupied and Trading	20	100.0		
A1 Vacant	0	0		
Total A1	20	100.0		

Yate - Existing and Proposed Edge of Centre Stores

Outside of the main shopping centre and Station Road local shops there are three major edge of centre stores close to the town centre (totalling 7044 sq m net) (Table 4).

New shopping floorspace is planned and under construction as part of the 'cinema' development east of Link Road (see planning applications PK13/4116/F and PK14/4908/RVC). This will provide in the order of 2,750 sq m net A1 floorspace.

It follows that central Yate will, within a few months have in excess of 257,448 sq m net shopping floorspace together with existing shops along Station Road.

Table 4 Yate – Existing and Proposed Edge of Centre Stores, Catering and Leisure

		USE	Sq ft gross	Gross Sq m	Net sq m
Existing Retail	Lidl	A1 Conv		1160	1,100
	Morrisons	A1 Conv		5270	2884
	B+Q –	A1 Comp		4455	3060
	Existing Total			10885	7044
East of Link Road Proposed Retail Note : Net floorspace is assumed at 80% of gross	SU1	A1 Comp	10,000	929	743
	Next - SU2	A1 Comp	21,000	1951	1560
	SU3	A1 Comp	6,000	557	446
	East of Link Road Total	Total	36,996	3437	2750
East of Link Road Proposed Catering	R1	A3	3,500	325	
	R2	A3	3,500	325	
	R3	A3	3,500	325	
	R4	A3	3,850	357	
	R5	A3	6,814	633	
	R6	A3	7,100	660	
	R8	A3	3197	297	
	Food and Drink Total		31461	2922	
East of Link Road Proposed Leisure	Cinema	D2	29019	2,696	

Sources:

SGC Town Centres and Retailing Audit August 2014
planning applications PK13/4116/F and PK14/4908/RVC

Key – traders

Yate has a good range of multiple stores Tesco, New Look, Dorothy Perkins, Halfords, Argos, and Boots which are supported by a variety of smaller shops. Next has been announced as tenant for unit SU2 within the Link Road scheme.

Markets

- Markets Street stalls within shopping centre ‘walks’.
- Farmers market - north end of shopping centre – first Saturday and third Wednesday (9.00 - 1.30).

Retail Change

Comparison with previous years shows a huge increase in floorspace between 2011 and 2012 (Table 5). This resulted from the main Tesco store development and allied floorspace at East Walk.

There was also a small decline in the overall number of retail units between 2011 and 2014. In part this reflects the change in use of several units at North Parade and South Walk to catering uses. There have also been fluctuating vacancy rates. This might suggest that the centre is undergoing a period of modernisation and transition rather than decline.

Table 5 Yate Shopping Centre - Retail Change 2011 -2014

	2011		2012		2013		2014	
	Units	Sq m	Units	Sq m	Units	Sq m	Units	Sq m
A1 Convnce	5	1156.3	6	8700.3	7	9450.3	38.2	9465.9
A1 Comp	54	9721.5	51	11707.8	48	12461.6	48	12,629.7
A1 Service	15	1285.6	14	1209.0	12	1108.9	10	944.2
A1 Occupied	74	12,163.4	71	21617.1	67	23,020.8	66	23,039.8
A1 Vacant	14	1278.9	17	1874.2	17	2280.1	13	1725.3
Total A1	88	13,442.3	88	23491.3	84	25300.9	79	24765.1

Source: SGC Town Centres and Retailing Audit August 2011- 2014

Yate Retail Summary:

“Yate is characterised as a centre providing substantial amounts of convenience and comparison shopping. The centre comprises a compact pedestrianised town centre. There are a total of 79 units with an A1 use class. A good range of multiple stores are represented, including Poundland, New Look, Dorothy Perkins, Halfords, Argos, and Boots which are supported by a variety of smaller shops. In addition to these functions, the town centre also supports a leisure centre, library, health centres, and a One Stop Shop Council Area Office. Comparison shopping forms the majority of retailing activity with 61% of all A 1 units and 51% of the available retail floorspace. Convenience functions account for 38% of retail floorspace but only 8% of all A1 units. The Tesco Extra store accounting for some 80% of all convenience floorspace. Service functions account for 13% of all A1 units but just 4% of retail floorspace. At the time of the survey there were 13 vacant or empty A1 units representing 17% of all A1 retail units in the town/district centre. Station Road, Yate was included in the survey for the first time in 2010. The occupant and use, together with floorspace (where known) is listed. Station Road provides a total of 20 units (additional to those referred to above) with an A1 use class all of which are occupied.”

7. Retail Frontages

The South Gloucestershire Local Plan 2006 defines primary and secondary shopping frontages. The aim (of Policy RT9) is to maintain the vibrancy of shopping frontages by resisting changes of use at street level. Note that to date the Station Road area has not been identified as a secondary frontage but as a separate local centre in its own right.

In Yate Shopping Centre the defined frontages are indicated in Table 6 and monitoring within those frontages at Table 7.

Table 6 Existing Designated Primary and Secondary Shopping Frontages

Primary Frontages:		Secondary Frontages:	
East Walk	Units 1-29 odd 2a -12 even		
South Walk	Units 1-33 odd 8-16 even		
South Parade	Units 17-21	South Parade	Units 213, Job Centre, Units 1-15 and 19
West Walk	Units 1-29 odd 2-36 even	West Walk	Health Centre to Leisure Centre
North Walk	Units 1 -29 odd 2-18 even	North Walk	Units 31-33
North Parade	Units 5 & 6.	North parade	Units 1-4 and 7-12

Source: The South Gloucestershire Local Plan 2006

Table 7 – Yate Shopping Frontages at 2014

Frontages	Total m	In A1 Use	% in A1 Use	Non A1 Use	% Non A1 Use
Primary	858.3	719.0	83.8	139.3	16.2
Secondary	364.6	72.1	19.8	270.5	74.2
Total	1222.9	791.1	64.7	409.8	33.5

SGC Town Centres and Retailing Audit August 2014

The monitoring shows that the primary frontages retain a high proportion of active retail uses at around 84% across an 858 metre length. The secondary frontages have a much higher proportion of non-retail uses. This would suggest that the policy of seeking to protect the integrity of primary frontages and of allowing non retail uses into secondary frontages is being effective.

Frontage Review

As part of this policy review the desirability of designated further local frontages has been considered and the draft PSP (May 2015) indicates the new units along East Walk as being added as primary frontages.

8. Non-retail uses

While Yate may appear as a predominantly retail centre it has a significant amount of other floorspace and is in practice a very mixed-use centre.

- **Commercial floorspace –**

Within the Shopping Area there is a significant number of banks, buildings society's etc at ground and first floor.

There is also more general office floorspace in bespoke offices at Bowling Hill to the east of the town centre and to the west Station Road has a number of estate agents and similar business uses which add to overall vitality and linked trips.

To date Yate has not been a major location for offices. The industrial parks and offices (including the Council's Badminton Road Office) to the west and north of the town centre are generally just beyond convenient walking distance and so do not add much to local expenditure and vitality.

- **Community Uses –**

Within the island site are the Library, older peoples Pop-Inn and the Armadillo youth café and venue including a community cinema. The Leisure Centre has bookable meeting rooms.

Along Station Road west of the centre there are community buildings - Parish Hall, YMCA, Community Association and Gateway Church. Poole Court is also accessed via Station Road and has bookable rooms.

Off Station Road to the east of the town centre is the Ridgewood Community Centre which contains a number of community and service uses.

At Church Road are St Mary's Church, Church Room and School and Yate Heritage Centre.

At Elswick Park, south east of the centre, a site has been identified for a further community building (possible arts facility) but detailed proposals have not been brought forward.

- **Service uses –**

Poole Court provides the administrative centre for Yate Town Council and has bookable meeting rooms.

At the western end of the 'shopping' centre are the Library, Leisure Centre, two GP surgeries and Westgate Centre which provides a range of health services including X-ray, minor injury and extensive outpatient provision.

A further GP surgery and Magistrates Court south of Kennedy Way.

There are a choice of pharmacies and opticians, within the shopping centre.

The fire and ambulance services are located on the island site but are effectively service stations for vehicles serving a wider area and with few direct visitors.

- **Hotels, Pubs, etc. –** Other than two guest houses (B&B) there is limited overnight accommodation in the town centre. There is one pub within the shopping centre, two close by at the top of Church Road (White Lion and the Lawns) and one (the Railway Inn) located towards the Station.

A gym has opened in the former spirals nightclub.

A multi-screen cinema is under construction east of Link Road and should meet a long-felt need in the town and help to promote linked trips without need to travel out of the area.

- **Residential uses –** the town centre area includes and is surrounded by suburban residential areas. There is some (limited) residential accommodation within the core shopping area at first floor and above.

- **Community Activity –** Yate has many active community groups and the Town Council

provides a list of planned events <http://www.yatetowncouncil.gov.uk/yate/things-to-do/>

Summary

Yate is a major town centre and has in the past been criticised for being too retail focused. It is apparent that a stronger mix of uses is developing which should help to consolidate the town centre at the heart of this area and help to reduce the need for travel for cinema and shopping trips.

9. Evening Economy

For a major town centre Yate's evening economy has until recently been relatively undeveloped. A former night club closed and there have been just three or four pubs and the Leisure Centre within the town centre.

To an extent Yate may have looked to Chipping Sodbury as the primary location for social activities and to Bristol and its fringes for theatre, cinema and bowling etc. That position is changing with the Armadillo acting as a focal point for young people and a pub (Wetherspoons) and restaurants taking over units in the town centre.

Crestbridge (as owner of the main shopping centre) is developing a multi- screen cinema and allied restaurant uses on land east of Link Road. This will make a very significant change in Yate's leisure offer.

10. Governance

Yate has an active Town Council which supports a Town Centre Strategy Group.

Much of the main shopping area is under the single ownership and active management of Crestbridge (formerly Dominion Corporate Trustees). The west of the island is owned by South Gloucestershire Council and areas around the island are in diverse ownership.

Sodbury and Yate Business Association (<http://www.sodburyandyate.biz/>) formed in November 2009. The aims of the Association are to help local businesses, the community and the surrounding area of Yate and Chipping Sodbury.

11. Safety and Security

There is pro-active management of the main retail area including security personnel and a CCTV system. A log of incidents is maintained and reported regularly to the Town Centre Strategy Group.

Yate Safer Stronger Community Group is one of twenty such groups in the District working to improve local communities. The groups have been set up as part of the Neighbourhood Policing Model and South Gloucestershire Council's Community Engagement initiative. Their members include people who live and work in the area and representatives from Avon and Somerset Police, Avon Fire & Rescue, South Gloucestershire Council, the Town & Parish Council and other local organisations. The aim is to work together to ensure that local communities are safe and pleasant places to live, work and play

- give local people a greater voice and influence over local decisions and the priorities of the service providers
- fund and support initiatives that help overcome issues raised by SSCG attendees, for example, Community Speed Watch equipment and activities that promote community cohesion and integration.

A detailed log is maintained of issues raised throughout the area. Amongst issues raised in 2014-2015 which are relevant to the town centre are:

- Supermarket trolleys being abandoned in Cranleigh Court Road and River
- The Impact of development on residents during the construction period.
- Engagement work with young people

- Litter and alleged drug taking in the underpasses and general cleanliness and of streets
- Safety of pedestrian crossings

12. Accessibility

- **Pedestrian and cycle routes** – routes into the Town Centre are generally good. The main central retail area was developed as a large pedestrianised precinct with four ‘walks’ leading to a central square. While this works well it does mean that access to the main shopping area for cyclists and pedestrians is generally through narrow paths across car park areas. Cyclists have to dismount within the core retail area. Cross town routes for cyclists are therefore problematic. Traffic levels on Station Road detract from it being an attractive walking and cycling route.
- **Public Transport** - The centre is well served by bus routes and has both a bus station at the eastern end of the island site and a ‘necklace’ of stops around the centre. Routes from residential areas tend to pass the centre and along Station Road so linking to wider destinations. There has been discussion of a providing a local round town service.
- **Car parks** are large and distributed around the centre. Traffic congestion is perceived as both an environmental and safety issue.
- **Mobility issues** - The main retail area is level and accessible for people with impaired mobility. There is a shop mobility scheme based at Yate Library (http://www.myyate.co.uk/yate/local_organisations/shopmobility)
- More general movement around the wider town centre is not good with some potentially difficult road crossings.

13. Environmental Quality

Heritage

Yate’s heritage tends to be hidden behind more modern development. Of note are Poole Court, Stanshawes Court and the groups of buildings around Ridgewood and St Mary’s Church.

Environment

The Town Centre environment generally functions well for shopping and services but until recently has been of limited architectural interest. New development on East and West Walks including new stores, the Health Centre and remodelled library add visual interest.

14. Tourism

Yate tends not to be a tourist destination and there is limited overnight accommodation. The heritage centre is of significant local interest.

15. Health Check Summary

A health check was undertaken as part of the Roger Tyms strategic study for the Council in 2008-2010 (Summarised at Section 16) and a more recent, locally prepared, Health Check is summarised at Appendix 2.

Redevelopment has already happened with the development of the Tesco Extra store and allied East walk stores and Health Centre etc. and with the Cinema site under construction. The notes below summarise the current position.

Health Check Tests	Comments
○ Diversity of uses	Yate is a diverse centre with a good range of retail, community, service and leisure uses. This may be further extended if the proposed Cinema is developed.
○ Proportion of	13 units were recorded as vacant at August 2014. This is a potential cause

vacant street level property	<p>of concern but may reflect a period of transition following the opening of new floorspace for Tesco, Marks and Spencer and others.</p> <p>The shopping centre owners report keen interest from potential retailers. There may be a mismatch between unit sizes and retailers aspirations for generally larger format stores and floorspace which suggests need for some future remodelling.</p>
○ Commercial Yields on non-domestic property	No data available
○ Customers' views and behaviour	No data available
○ Retailer representation and intentions to change representation	<p>There is a range of retailers meeting both convenience and comparison needs. The centre appears to be concentrating on light goods – clothes etc., rather than heavier 'white goods' (cookers, fridges etc).</p> <p>The focus on national retailers reflects a strong centre but there is local concern to ensure that the independent sector is also encouraged.</p> <p>Next is planning to take a large unit within the Link Road development. A Shopping Centre press release noted:</p> <ul style="list-style-type: none"> • Potential new national tenants as a result of last year's marketing campaigns and the exposure and success Yate Shopping Centre enjoyed and received as a finalist at the British Council of Shopping Centres, Gold Awards 2013. • These Awards recognised the changes that have been put in place by the owners over recent years to expand and enhance the retailing experience. By attracting these new tenants we will be continuing to address and fill the gaps in the Centre's existing offer. They would occupy the proposed new retail units adjoining the cinema or could move into any reconfigured units within the existing Centre.
○ Commercial rents	No data available.
○ Pedestrian flows	<p>Crestbridge have provided a monitoring report which tracks footfall. This shows 11,571,145 in 2012 rising to 11,658,428 in 2013 an increase of 0.75% and a monthly average approaching 1m visitors.</p> <p>A shopping centre press release noted: Christmas trading (2013) at Yate Shopping Centre was 'excellent' with annual footfall increases of nearly 6% in November and over 5% in December.</p>
○ Accessibility	Generally accessible by a choice of travel modes and relatively good accessibility for the mobility impaired within the Core Shopping Area.
○ Perception of safety and occurrence of crime	Occasional issues of youths gathering within the main shopping centre but issues actively managed.
○ State of town centre environmental quality	<p>Generally very well maintained areas in and around the town centre but some concerns about the Frome corridor – litter etc.</p> <p>Intensification of the centre is likely to change its character. Care will be required to ensure that quality is maintained and improved not at the</p>

	expense of retail growth.
○ Health issues	The town centre has a range of health services, a leisure centre with a swimming pool and private gym. There is a more general point about the contribution which the town centre can make to healthier lifestyles -safe walking and cycling etc. Air quality is a potential issue and is monitored on Station Road.

16. Key Messages from Roger Tym Study (2008-2010)

A health check of the town centre was undertaken for the Council in 2008 by Roger Tym and Partners. Although issues identified are now clearly outdated they are reproduced below illustrating the pace of recent change.

Health check

“3.12 In summary Yate (defined as a Town Centre) has a vibrant town centre with evidence for healthy trading and strong local patronage. It is important to note that the form and role of Yate is likely to be influenced by the retail offer of nearby Chipping Sodbury, where both centres are within two minutes drive of one another. As a result Yate tends to be dominated by low value comparison retailing operated by multiples, whereas Chipping Sodbury which is a historic centre comprising a traditional market town and High Street, tends to serve the market through smaller outlets run by local independents. Local residents are likely to use both centres to serve their shopping needs.

3.13 Yate has a low vacancy rate and retail yields indicate investor confidence and profitable trading conditions for the town centre. Retail rents in the prime spots are thought to be high and compare favourably with other towns such as Chippenham and Weston-super-Mare.

3.14 Part of the reason for Yate’s successful position as a high ranking Town Centre is thought to be due to its very defined catchment, which is not affected by Bristol so much as other centres like Thornbury, which are a 15-20 minute drive from The Mall at Cribbs Causeway. In addition, Yate has a larger critical mass of shops and has been able to adapt units to meet the needs of modern national retail chains as well as having plenty of parking and expansion opportunities. Furthermore, there is a prosperous catchment living in rural areas outside the town and on the fringe of Wiltshire for which Yate is the nearest shopping centre.

3.15 The expanded Tesco store and associated extension to East Walk will deliver a mass of extra shopping space to the town centre. Convenience floorspace in the town centre is going to double and comparison floorspace provided by the Tesco store and East Walk units will increase the sales area by 80 per cent. The additional comparison floorspace has an estimated benchmark turnover of £50m per annum. For context, the existing town centre is thought to trade at £60m per annum (for comparison goods retailing). The benchmark turnover for the new convenience floorspace is thought to be £77m (current convenience turnover £79m including Morrisons).

3.16 The planned enhancements to the retail offer will certainly increase overall trading in Yate Town centre and also help to draw increased spend from other zones. Based upon the current shopping patterns, it is thought that the town will draw more trade from Chipping Sodbury, Wotton-under-Edge, Winterbourne and Frampton Cotterell. In addition it is likely that less expenditure will be leaked to other destinations, especially The Mall, Cribbs Causeway and to a lesser extent Bristol City Centre. However it is likely that some of the existing town centre retailers may lose trade as a result, particularly convenience retailers such as Iceland, Morrisons and smaller independents. Having said this, some customers will prefer smaller and quieter stores and will continue to exercise this choice. The enlarged Tesco store will also provide electrical and to a lesser extent some white goods, plus media goods (computer games, DVDs and CDs), which will boost the offer in the town centre and provide competition to Argos.

3.17 To some extent the town centre will be dominated by the Tesco store, however with a

willing developer (Tesco) this presents the most viable development opportunity to deliver enhanced retailing to Yate Town Centre in the current market. Retailing in general will be strengthened, however smaller retailers and the other food stores may suffer due to polarization of trips to the new outlets. However the potential to expand the town's catchment will be of benefit to all retailers. If performance continues to increase then other retailers may want to take up space, it is likely that these will seek to complement rather than compete with Tesco and the new operators on East Walk."

17. Consultation and feedback

The main feedback to date has been from Yate Town Council and on behalf of Crestbridge. There was also useful feedback from neighbouring parishes in response to a questionnaire circulated in Autumn 2013. Principle concerns are issues with public transport. The range of services (including health services) are viewed as positive.

Detailed comments have been addressed in updating this profile. Details at Appendices 1 and 2.

18. Policy: Role and Function

- Core Strategy Policy CS14 identifies Yate (including Station Road) as a Town Centre with its role as a market town.
- Section 14 of the Core Strategy addresses Yate and Chipping Sodbury and includes a vision to build on their distinct but complimentary heritage, character and roles to develop a coherent sense of place. Yate's evening economy will be developed and the new neighbourhood at North Yate will be developed.
- Policy CS30.4 refers to diversifying the range of town centre uses to encourage a more vibrant evening economy at Yate.
- Policy CS31 details proposals for the North Yate new neighbourhood. That is intended to have a local centre but not a free standing town or district centre or significant retail floorspace that would compete with the town centre.
- Policies also look to remodel the Western Gateway or approach to Yate around the Station and this might provide for some retail floorspace to meet bulky goods needs providing no sites closer to the town centre are available.

19. Suggested vision

- Yate will continue to expand as a major town centre providing local communities with essential retail, leisure and community services.

20. Land use and development issues

Issues include:

- Changing character from a suburban centre to a more intensive form of development and the impact that may have on both local residential areas and traffic.
- Importance of attracting and encouraging the independent sector. If independent traders are unable to compete for floor space within the prime retail areas there is a risk of the centre becoming a 'clone town' like others dominated by national chains. High values associated with the town centre island have resulted in independents operating on the more marginal frontages, e.g. along Station Road, this may lead into a policy need to promote the extended town centre as the way to encourage independents.
- The challenge of integrating secondary retail areas including Station Road to spread vitality and support local and independent retailers. Important to provide strong pedestrian access from the 'island' along Station Road. Current obstacles include the poor walkway at the west of the island and along the rear of the leisure centre. This operates

<p>as a barrier and is seen as a safety issue.</p> <ul style="list-style-type: none"> • Importance of ensuring leisure / cultural/ not for profit balance is not worsened • Providing improved pedestrian links whilst maintaining access for vehicles. • A potential risk of focusing on the core retail area at the expense of the surrounding areas. • Limited provision for bulky goods within the town – should specific provision for DIY, furniture and large electrical goods be made elsewhere in the town? • Car parking currently at the front of the sites, creating too much division between retailers • Proposals for a multi-screen cinema, restaurants and retail development east of Link Road – what impact will that have on the wider town centre? • Limited number of opportunity sites without major reconstruction of e.g. Emergency Services site or one of the ‘walks’. North Walk appears to be weakest retail arm at present. • Limited opportunities for culture and learning. Potential for an arts venue. Is the identified site at Elswick Park suitable, available and viable? Are there realistic alternatives? • Major residential expansion planned north of the town (3,000 homes) will provide new challenges and opportunities for the town centre. • Opportunities for traffic calming and better parking designs to enable intensification – output from Town Centre traffic study is awaited. 	
Strategy	<p>Various strategies have been prepared for Yate Town Centre from the mid-1990s on. The initial strategy from 1998 has largely been implemented with the expansion of Tesco and delivery of the Armadillo café.</p> <p>Crestbridge prepared a strategy soon after purchasing the site and has been working to implement that with initial visual and ‘housekeeping’ enhancements and more recent development of Tesco and the units at East Walk. Attention has subsequently focused on the Cinema site east of Link Road. Crestbridge indicates that it is still interested in re-investing in the north side of West Walk including the emergency services sites if they become available.</p> <p>This profile is not a detailed proposal but a reflection of current issues. It would be helpful for key interest groups to prepare a new strategy and action plan which builds from earlier work, the health check, Community Plan and this profile.</p> <p>The strategy should continue the current development and remodelling of Yate Town Centre but work further on the peripheral areas to address bulky goods provision and longer term town centre land-take.</p>
Development needs/ sites:	<p>Strategically Yate appears relatively well placed to accommodate further retail growth but there is a clear feeling in the town that this should be balanced with further investment in community/arts facilities and services.</p>
Retail growth	<p>Convenience – there is no fundamental need for more convenience floorspace within the town centre but a local desire to help small businesses to operate.</p> <p>Comparison – there is recognised need for in the order of 34,000 sq. m. of comparison floorspace across the District in the period to 2027. Yate is well placed to accommodate some of that growth having both retail and physical capacity. The working assumption is of a net increase of about 5,000 sq. m. (See</p>

	PSP Plan Policy PSP32). Growth will be partially met east of Link Road and potentially through redevelopment at West Walk. There also seems to be general acceptance that the town needs some large format stores for bulkier items and that there is scope either in Station Road or as part of regeneration of the 'Western Gateway' around the Station.
Markets	Historically Yate had a market near to the station but that has not operated for many years. Stalls within the main shopping centre walks add to vitality and while occasional seasonal events might be helpful it is perhaps preferable for markets to operate and help the smaller centres such as Chipping Sodbury and Thornbury rather than Yate .
Public Realm.	<p>Large areas of landscaped amenity space surround the main routes through town (with the exception of the historic Station Road) and residential areas. This contrasts with the centre, which has a notable lack of landscaping that makes any impact.</p> <p>The whole town centre has contrasting visual appearance from the domestic scale along most of Station Road to the large format of the recent Health Centre and Tesco store developments. The cinema/retail development east of Link Road will have a retail park character.</p> <p>Opportunities to enhance the public realm should be considered as part of development proposals including making better linkages to some of Yate's hidden heritage gems and perhaps making more effective use of public spaces such as that by the Leisure Centre.</p>
Public Transport	Public transport is a key issue for the centre as it may in future suffer from potential growth in car borne visits. Enhancement of rail and bus services should help to reinforce the role of the town centre.
Walking, Cycling routes	<p>Issues fall into two main groups:</p> <ul style="list-style-type: none"> • Strategic routes to the centre – even where routes are generally good they end in some difficult road crossings at the edges of the primary retail area. Station Road and Westerleigh Road routes to the centre tend to be heavily trafficked. • Routes through the centre – there are some particular routes which are difficult for example that by the Armadillo café and through the car parks. <p>A traffic management study has been commissioned and when published should identify possible priorities for improvement.</p>
Mobility:	The centre operates a successful mobility scheme although this is focused on the primary retail area.
Parking	<p>While the centre has a large number of car parking spaces in and around the main retail area parking is frequently raised as an issue.</p> <p>Previous studies have considered the scope for decked car parking to allow for more efficient use of land and that may remain an option for the future. However, there are also issues in further increasing parking if that results in greater pressure on the road network. The aim should be to encourage alternatives to and less dependence on car borne patronage.</p>
Traffic management	A traffic management study for the town centre is in course of preparation and its recommendations are not prejudged here.

Centre Management	The Shopping Centre has active on site management and security. Yate town Council together with the Town Centre Strategy Group takes an active interest in the development, maintenance and promotion of the town centre as a whole. It would help to have a more coherent strategy agreed for the continued enhancement of the centre.
Promotion	The Shopping Centre, Leisure Centre, Library, Town Council and other parties separately promote their activities and events but do try to keep each other informed and share issues where they can.
Visitors/Tourism	Although not a tourist destination the town does have the potential to attract day visitors for shopping and leisure activities and special events.
Evening economy	The evening economy, which has until recently been limited, is developing with a new pub restaurant and gym and with the prospect of a cinema and allied facilities being developed on the Link Road site.
Community	<p>Yate Town Council has highlighted aspirations for:</p> <ul style="list-style-type: none"> • a voluntary sector (not-for-profit) cultural provision to be expanded. • Scope for the site on Station Road currently comprising the YMCA, Parish Hall and Community Association building for delivering enhanced town centre community provision in an integrated fashion. • A permanent site for the Pop-Inn (for over 55s – this is currently in a temporary building). • Extra places of worship. • There is also need to consider further expansion of the library to accommodate demand from the North Yate new neighbourhood. • There is need to resolve the future of the unused Community/Town Centre land at the front of Elswick Park..

Yate Town Centre – Summary

Yate is a major town centre with the main retail area based on a pedestrianised shopping area on an 'island site' surrounded by roads and car parks. There are community, leisure and civic buildings within the wider town centre which is considered to include Station Road.

Core Strategy Policy CS4 aims to consolidate Yate as a town centre with the role of market town. It is one of the District's larger centres which serves a wide catchment and offers both convenience and comparison retail floorspace and a wide range of commercial and community services.

For the purposes of policies CS14 and PSP32 the defined town centre boundary stretches from Ridgewood and Elswick Park in the east to the Railway Station which forms part of the 'western gateway' to the town and to the town centre.

Within the town centre a primary shopping area is defined which includes the existing shopping centre and the nearby large format stores (B&Q and Morrison) off Station Road.

The approved cinema and retail scheme east of Link Road is under construction. The retail element is shown as a potential extension to the primary shopping area which could be confirmed at a future policy review and when the stores are complete. In the interim any revised proposals would continue to be considered as edge-of-centre for the purposes of the NPPF sequential test.

Primary and secondary shopping frontages are shown within the primary retail area in support of policy PSP34. These include recently developed units on East Walk as primary frontage.

The vision is that Yate town centre will continue to expand as a major town centre providing local

communities with essential retail, leisure and community services.

Yate is one of the district's larger centres and there is generally a high level of operator interest from both retail and service providers. There is also an expanding market with the new neighbourhood planned at North Yate. On this basis there is a net allocation of 5,000 sq m new comparison floorspace 2011-2021. This is expected to be met in part from the development east of Link Road. There is also some potential for new floorspace:

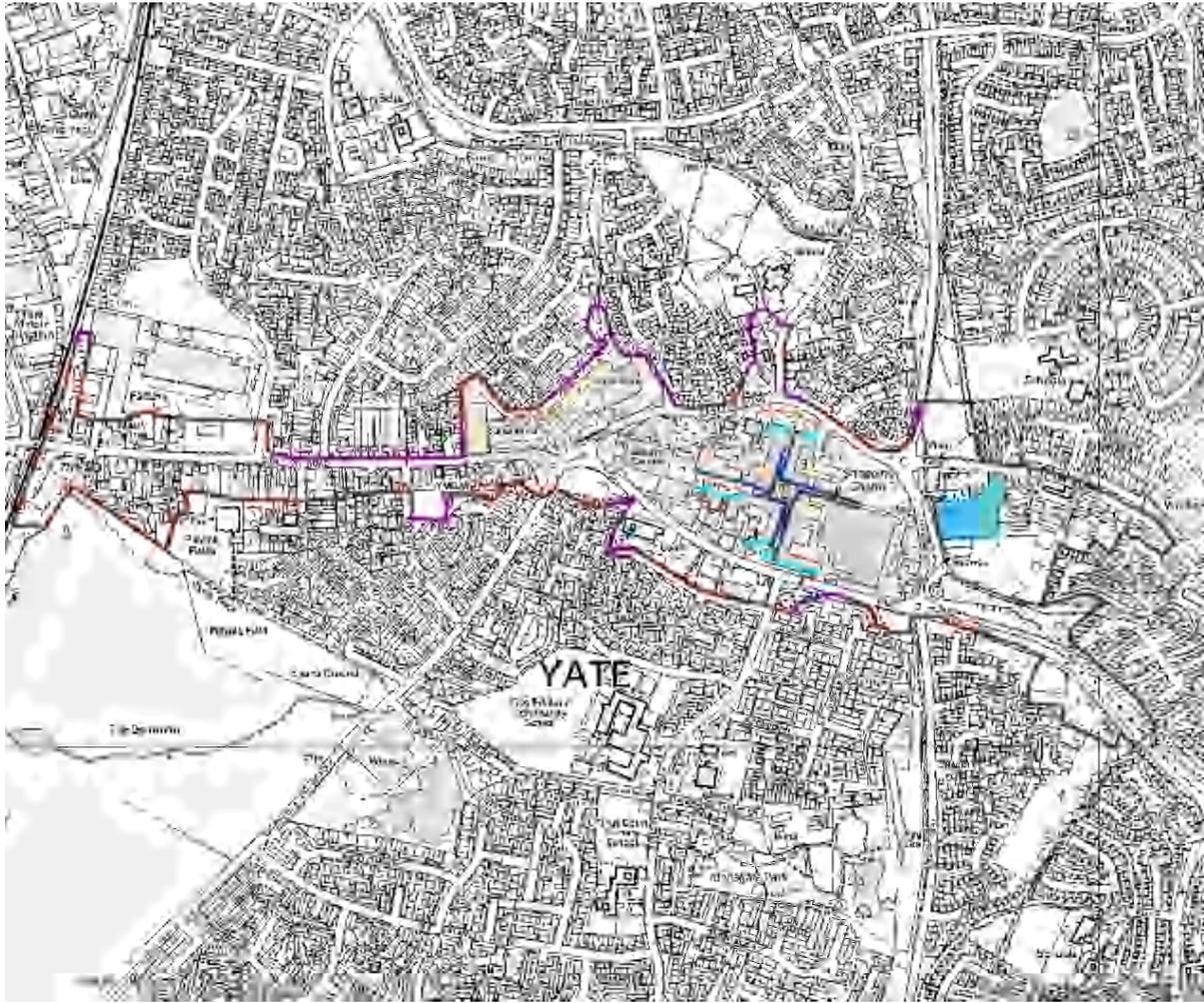
- At West Walk - which might include all or part of the emergency services sites if they can be successfully relocated.
- Through intensification (use of storage space and upper floors etc)
- For development to provide for bulky goods sales as part of the regeneration of the Western Gateway to Yate. This would be treated as out of centre and the subject of both sequential and impact tests.

Yate Town Council has identified a number of aspirations some of which are relevant to the Town Centre.

- Improvements to local highway infrastructure and public transport to improve traffic flow and links to key destinations – a town centre traffic study is ongoing.
- Protection of open spaces
- Increase opportunities for small firms, self-employed and independent retailers to establish themselves
- Identify and protect sites for community infrastructure
- Protection of important heritage and conservation sites
- Support for an arts venue at Elswick Park (formerly Sea Stores)
- Support for integrated sports facility at YOSC
- Enhance existing community buildings
- Provision of additional allotments
- Provision of facilities for older people
- Provision of large venue for worship
- Increase health provision in central location
- Increase employment opportunities in existing industrial estates by intensifying retail related manufacturing and assembly
- Improvements to facilities at Yate Station

Yate has an active Town Centre Strategy Group and there is a range of ongoing physical development, promotional and management activity. More detail is set out in the town centre profile.

Yate Town Centre Proposed Policy Diagram



Legend

	Town Centre Boundary
	Primary Shopping Area
	Primary Shopping Frontage
	Secondary Shopping Frontage
	Potential Primary Shopping Area Extension

Appendix 1 – Yate Town Centre – feedback from consultation.

a). Parish Council feedback

<p>Q3. Please list any land use/building projects that your local community consider would benefit their area and where known your preferred location. Responses relevant to the Town Centre.</p>		
Comment by	Project	Location
Yate TC	1 Not for profit arts venue	Sea stores frontage
Yate TC	2 integrated sports facility	YOSC
Yate TC	3 Enhanced community buildings	Station Road community building cluster
Yate TC	4 Allotments	Rodford school and any other site we can!
Yate TC	5. Permanent venue for older residents	Town centre
Yate TC	6 Places of worship	We have a shortfall for an additional large place of worship
Yate TC	7 Health	We continue to aspire to a more substantial local health facility in a central location, to extend beyond Westgate's scale
Yate TC	8 White goods retail	Through a redefining of the current industrial estates to provide for intensified employment opportunities
Yate TC	9 Station	A proper station with café (which could serve the trading estate) and covered waiting, ticket collection etc – as part of an intensification of the trading estate use?
<p>Q4 (a). Please indicate any significant issues/problems your community feel are present in the town centres that they most frequently use. For example do the community have good access to shops, banks, cultural and community facilities etc? (b) Please also indicate if there are positive aspects of particular town centres that the community value.</p>		
Comment by	Issue/Problem with Centre	Positive Aspects of Centre
Aust PC		<ul style="list-style-type: none"> The Yate treatment and drop in centre are well used and liked, and it would be a shame if it were closed or restricted.
Dodington PC	<ul style="list-style-type: none"> Long stay car parking is a concern. Our Council stays in 	<ul style="list-style-type: none"> There are many positive aspects of Yate Town Centre with much

	touch with Yate Shopping Centres through its membership of the Yate Town Centre Strategy Group.	investment in retail, health and leisure in recent years
Frampton Cotterell PC		<ul style="list-style-type: none"> • Free parking • Shopmobility scheme • Fresh fruit and vegetable stall – more should be encouraged
Iron Acton PC	<ul style="list-style-type: none"> • Public transport links are poor 	<ul style="list-style-type: none"> • Free parking
Pucklechurch PC	<ul style="list-style-type: none"> • Bus service in general to Pucklechurch is unreliable (delayed buses are commonly reported). 	<ul style="list-style-type: none"> • Beneficial to access a smaller town with lots of facilities, rather than just Bath and Bristol. • Retail developments in Yate have been beneficial to Pucklechurch residents.
Rangeworthy PC	<ul style="list-style-type: none"> • Public Transport needs to be improved 	
Tormarton PC	<ul style="list-style-type: none"> • The Tesco building is too large and dominates the shopping centre. • Loss of independent traders • No long term parking facility • Lack of evening entertainment • No adequate Community Centre • Shopping area dominated by concrete – needs more trees & shrubs. 	<ul style="list-style-type: none"> • Minor injuries centre • The Armadillo Social Space
Westerleigh PC	<ul style="list-style-type: none"> • Access by public transport, walking or cycling from Westerleigh Village to Yate other than in private vehicles 	<ul style="list-style-type: none"> • Good selection of services negating the need to travel further
Wickwar PC	<ul style="list-style-type: none"> • Limited range of clothing shops 	<ul style="list-style-type: none"> • Compact, pedestrianised shopping area
Yate TC Also detailed comments on draft profile	<ul style="list-style-type: none"> • There is strong local demand for a good quality department store and for white good retailing. 	
Hawkesbury PC	<ul style="list-style-type: none"> • Free 4 hour parking – therefore commuting to Bristol, Mall/Cribbs Causeway and 	<ul style="list-style-type: none"> • The problem with the frequency of the bus services to and from

	Bath using the bus service is difficult now no long stay car park.	<p>the village.</p> <ul style="list-style-type: none"> • Free parking, • Happy with shop services they supply • New Cinema
Tytherington PC	<ul style="list-style-type: none"> • Better public transport links • Maintain level of free parking 	<ul style="list-style-type: none"> • Current free parking

b) Feedback on the draft profile –

Detailed comments from Yate Town Council (made in response to first draft)	Officer Response
<p>The character description is primarily about the retail mass. It should in character mention the provision of an array of community and service buildings, including Health, Heritage Centre leisure, library and community buildings, representing a mixture of modern and reutilisation of a string of older buildings of considerable character largely towards the perimeter of the area (prefer not say tucked away, but would say towards the perimeter).</p> <p>It should mention it is outdoors and primarily low rise, with one floor of retailing (except for Tesco), no decked parking, and some vestiges of residential accommodation above some retail units.</p> <p>Curiously there is no mention of the fire and ambulance stations as disruptions to the town centre intensity of use.</p> <p>It should mention the extent to which the centre immediately interfaces with residential roads, including roads with sheltered housing, creating a sharp transition and making the interface with the surrounding area a key feature.</p> <p>We think it would be worth saying the town centre has until now retained its essential suburban town centre character, but is on the cusp of intensification transitioning it to a more urban land form.</p> <p>(Whether we do make that transition seems to me to be one of the big challenges for the next few years)</p> <p>Section 7 and the map</p> <p>We thought Station Road was a secondary retail frontage? It is surely designated as retail, it certainly should be - that is why it is included in the town centre to provide for more diversity</p> <p>We also thought the front of the sea stores site was included, as the potential arts venue location.</p>	<p>Revised text included</p> <p>Text included.</p> <p>Text included.</p> <p>Text included.</p> <p>Text included.</p> <p>To date Station Road has not been considered as secondary frontage but as a local centre in its own right and reflecting its historic role as the spine of the town.</p> <p>The unused land at Sea Stores/Elswick Park has previously been identified as having potential for community or town centre uses but detailed proposals</p>

<p>Section 8 This needs updating, for example 3.15 speaks of development in the future, which has now taken place - or at least a note explaining this has now happened.</p> <p>We were always concerned by the Roger Tym work as it focussed on the island, not the town centre, so for example, para 3.12 of the document talks about the extent to which the town centre is dominated by chains. This would discourage independents. We need to reflect the fact that the high values associated with the town centre island have resulted in independents operating on the more marginal frontages e.g. along Station Road. (which will lead into a policy need to promote the extended town centre as the way to encourage independents</p> <p>Section 9 This is slightly oddly worded, as it puts the Armadillo in Service use, rather than community use, ditto the Pop Inn Cafe (note Pop Inn not Drop Inn). We would put the Armadillo youth cafe and venue, and community cinema.</p> <p>This section needs to be a little more discursive, to explain there is limited commercial leisure currently, that there are strong community and service use, at the perimeter of the site, and to the west and south of the island, creating quite a strong community/retail division.</p> <p>It fails to include some community uses e.g. the Parish Hall on Station Road is not mentioned (although the CA and YMCA are), Westgate is NOT a 'Health Centre' it is a more substantial facility, including xray, minor injury and extensive outpatient provision, so needs renaming. There is no mention of the ambulance and fire services here.</p> <p>The gym is now open.</p> <p>There are TWO pubs close by at the top of Church Road - White Lion and Lawns.</p> <p>It is important to get that mixed use vibrancy into the document.</p> <p>Section 10 Evening economy. Again, this feels a bit dated. The evening economy is developing, with three pubs in the town centre, leisure centre, the Armadillo as a focal point for young people; plus restaurants now taking over units in the town centre. We would also mention here the relationship to Chipping Sodbury as the primary evening venue for the town.</p> <p>Section 11 Worth mentioning the west of the island is owned by South Glos; and areas around the island are in diverse ownership.</p> <p>Section 16 We would add</p> <ul style="list-style-type: none"> • lack of independent as a challenge, and delete the word ' broad' prefixing ' range of retailers' 	<p>have not yet progressed.</p> <p>The updated profile retains reference to the earlier strategic work but also highlights current issues and concerns. It is not a strategy in its own right but provides a basis around which a revised strategy can develop.</p> <p>Amendments made.</p> <p>Amendments made</p> <p>Amendments made</p> <p>Amendments made</p>
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<ul style="list-style-type: none"> • challenges of intensification to meet growing demand given constrained location • challenge of integrating secondary frontages • Accessibility - does shop mobility not exist? • Importance of strong pedestrian access from island along Station Road, current obstacles including the poor walkway along the west of the site along the rear of the leisure centre, which operates as a barrier and is seen as a safety issue <p>Section 18</p> <ul style="list-style-type: none"> • Importance of attracting independents • Better integration with Station Road as independent venue - pedestrian links • Car parking currently at the front of the sites, creating too much division between retailers • Importance of ensuring leisure / cultural/ not for profit balance is not worsened • Opportunities for traffic calming and better parking designs to enable intensification 	<p>Amendments made</p>
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<p>Comments below were made on behalf of Yate Town Council in response to specific discussion points set out in the draft profile.</p>	
<p>i. Do you wish to make any comments on the draft profile? (Please quote specific section number and add comment).</p>	<p>See the earlier email below (Detailed comments addressed in revised profile)</p>
<p>ii. If you would like to meet Officers to discuss specific issues please indicate here.</p>	<p>Yes</p>
<p>iii. Do you consider that retail units meet retailer needs? If not can they be remodelled?</p>	<p>They are too small for big retailers and too big / expensive for independents</p>
<p>iv. Can trade increase – if so how?</p>	<p>Diversification to include more small independents and to have market stalls to add to diversity possibly it should possibly be covered.</p>
<p>v. Should the retail area intensify, expand or contract in line with demand for units?</p>	<p>Intensification is the only realistic option. Without developing further massive bulk the size of Tesco there is potential for intensification including a second or third floor along the southern part of West Walk where there is no neighbour</p>

	problem
vi. Is there space for the Town Centre to grow? If so where?	No, beyond the sites identified e.g. the sea stores. In a master plan for the trading estate some bulky goods retail may become possible, and should B&Q relocate that site would offer an interesting opportunity.
vii. Should the Town centre diversify or specialise in any particular forms of retailing or services to have a unique selling point – if so what?	It needs to be primarily a local shopping centre for the town and therefore needs a diverse array of facilities; currently it lacks independents; and could do with at least some key attractions for other parts of the market. M&S has helped in that respect, but at present it does not contain stores directed to the full diversity of the local population
viii. Is there scope for additional indoor or outdoor market stalls?	Yes, this is absolutely essential to get rid of the sterility inherent in primarily large chain outlets, and to allow for local character and diversity to emerge, including local independents. This could be outdoor, but could also be facilitated through the conversion of at least some of the less prominent units e.g. north parade into a covered market hall
ix. Should tourism/visitor facilities be improved – if so how?	Yes, for visitors, the relationship between the station and the town centre is an issue.
x. Do service and community groups have any unmet needs?	Yes, there is a strong need for not for profit cultural provision to be expanded. The document has identified the unmet needs, except it could usefully mention the particular role of the site on station road currently comprising the YMCA, Parish Hall and Community Association building for delivering enhanced town centre community provision in an integrated fashion.
xi. Can access to and within the Town Centre be improved?	Yes, in particular the route from West Walk, past the back of the leisure centre to station road is a vital link but at present is dark, run down, goes past the bin stores and is a real barrier to great vitality. A scheme exists to enhance it and should be an essential feature of any further intensification of the town centre.
xii. Is car parking an issue? How could it be addressed?	At present car parking is a barrier to pedestrian access and creates an isolated/island feel to the shopping centre. We don't want less parking (the character of the area and proximity to residential property means the site has to provide enough parking on site) - but it needs to be located so as not to intrude. The covered car park at Tesco has not been a problem.
xiii. Should the evening economy be further developed – if so in what way?	By introducing a diverse array of evening activities, not just pub/food/cinema. There are strong local requests for bowling and bingo halls and a decent nightclub. In addition there is a real need for opportunities for independents to enter the leisure trade.
xiv. How else could the town centre be enhanced?	There is a real need to introduce architectural character, consistent with the local vernacular (or challenging it) to get

	<p>away from the predominantly US 1960s small town design of the primary elements of the shopping centre island. The Armadillo made a bold statement at a key location and has not been controversial, suggesting the town is willing to go with some more radical architectural statements. It is a pity that the final Tesco design was not an exciting building, given the new build in some modern town centres. To revitalise the town centre it needs to have that 'modern' feel; which means exploring new ideas in design, new materials, multi floor provision and covered provision.</p> <p>If either of the emergency service sites become available it is important that these are not wasted and a strong design makes the most use of the sites.</p>
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Respondent/Comment	Response/Actions
2) SGC Officer Response – Urban design	
<p>3. Character- add St Mary’s church and the heritage centre to the description</p> <p>Also no mention is made of Station Road and its ‘role’ as part of the town centre</p>	Amendments made
<p>Is it worth noting that Yate has a design that has been driven landscape? Large areas of landscaped amenity space surround the main routes through town (with the exception of the historic station road) and residential areas. This contrasts with the centre, which has a notable lack of landscaping that makes any impact.</p>	The main historic east- west spine through the town centre is not heavily landscaped but more recent north south routes tend to have larger areas of green.
<p>4. Also Yate town centre has a regular ‘health check’ produced by the economic dev team in conjunction with Yate TC and the business community</p> <p>Policy CS30 provisions for development of centre</p>	Now included at Appendix 2
<p>5. Local retailing in new neighbourhood with a budget hotel and pub</p>	Text included
<p>9. The floor space/layout limitations of the community buildings in Yate mean they offer limited opportunities for certain types of community activity and events. Many buildings are struggling with repair and maintenance.</p> <p>The NYNN will provide a budget hotel that may scoop up some of the potential demand</p>	Noted
<p>13. Issues of provision and of legibility of walking/cycling routes in north of the town linking to town centre. Southern links are good. The east/west central corridor between Chipping Sodbury/Yate Centre/Station Rd and the station are poor.</p> <p>The fact that the centre is an island means that pedestrians/cyclists crossing the ring road around the centre are channelled into routes that do not reflect the desire lines</p>	<p>Thrust of the argument included.</p> <p>The detail on traffic management should come through the ongoing study. The need for a new strategy for development of the centre and enhancement of the public realm is included in the profile. What is less clear at this</p>

<p>into and across the centre. The traffic around the ring is quite heavy with narrow footpaths, lots of noise and this is not a pleasant or attractive environment for pedestrians, etc. The openness of the outer area of the centre makes it rather windswept.</p> <p>Need to check, but I do not think there are 'safe routes' from the car parks to the centre that are suitable for pushchairs, wheelchair users etc.</p> <p>No mention of the mad roundabout by B&Q – try crossing that!! In fact none of the roundabouts adjacent to the centre have good crossings for pedestrians & cyclists.</p> <p>What we need is a public realm strategy to pick up the above points.</p> <p>Environment – Yate is a very landscape driven place but the landscape in the centre could be much improved to reflect the rest of the town's character.</p>	<p>stage is how that will be developed.</p>
<p>14. Station Rd and Westerleigh Rd has a modest selection of Victorian Edwardian and 1930's buildings.</p> <p>Environment – Yate is a very landscape driven place but the landscape in the centre could be much improved to reflect the rest of the town's character.</p> <p>I think we may want to touch on the corridor effect creating wind tunnels through the centre?</p> <p>Also we have not discussed energy/lighting/use of buildings to generate power – any chance of central area district heating?</p> <p>The car parks etc are not well landscaped.</p>	<p>The profile does not set out to address every issue or opportunity within the centre.</p>
<p>21 Needs public realm improvements, especially for the outer areas of the island that front onto the loop road – not inviting and attractive, barrier to movement etc.</p> <p>Shop front design – let's get some higher quality design in here.</p> <p>The centre needs more 'zing'! It needs to generate footfall by having more planned events that attract people into the centre.</p> <p>Do Yate and Sodbury offer themselves as TV and film locations?</p>	<p>While the need for physical and visual improvement is recognised the resources required to action them is not likely to be in place other than as opportunities when development occurs.</p> <p>Parts are photogenic. The Road to Nowhere and some warehouse units have been used for TV productions but there has to be a concern about disruption to trade etc.</p>
<p>23. Potential for change also through redesign of units</p>	<p>Agreed</p>
<p>24. Does the centre need more residential space above the shops?</p>	<p>Potentially yes – but the main issue is to maintain a good mix of uses not to become entirely retail driven.</p>

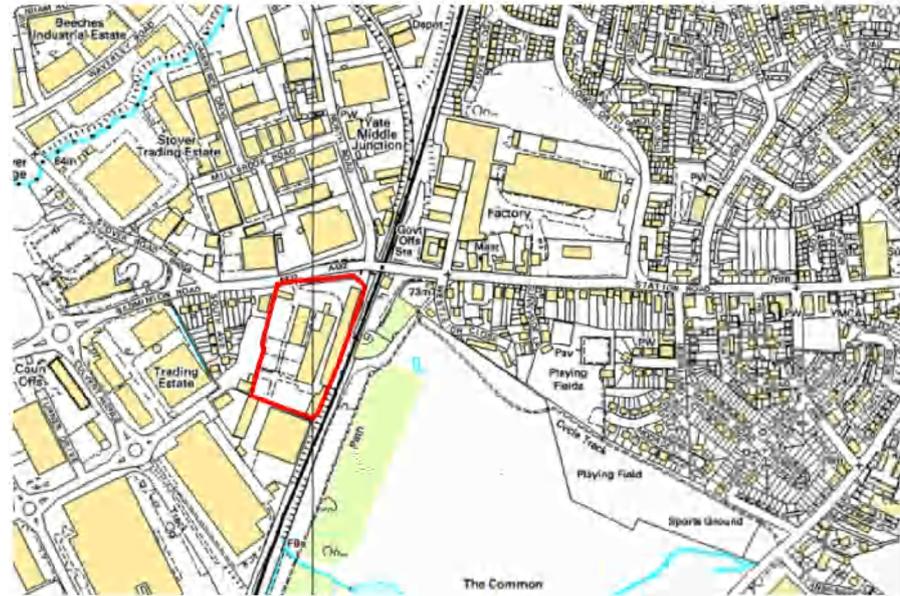
c) Response to call for sites

<p>Ref 108</p> <p>GVA for Crestbridge</p> <p>2.3 hectare site Application ref – PK13/4116/F</p> <p>Seek</p> <p>Class A – Retail</p> <p>Class D Commercial and leisure Uses</p>	<p>Link Road Site, Yate</p> 
<p>Ref 109</p> <p>GVA for Crestbridge</p> <p>1.6 hectare site.</p> <p>Current car park, Fire/Ambulance Stations, and retail units</p> <p>Seek</p> <p>Class A – Retail</p> <p>Class D Commercial and leisure Uses</p> <p>Car parking</p>	<p>Emergency Services Site and Neighbouring Land, Yate</p> 
<p>Officer response;</p> <p>The Link Road site now has planning permission subject to legal agreements but still falls outside of the primary retail area and is to be considered as an edge of centre site.</p> <p>The Emergency Services Site through to West Walk has potential for re-development but much will depend on the viability of relocating the existing occupiers or accommdoating them within a scheme. While is is appropriate to look at this area as having potential for change it is not thought appropriate to identify (in mapped form) as a specific area for expansion to the priamry retail area until the extent of the opportunity there is established in more detail i.e. whether it is practical to include the emergency services sites.</p>	

**Ref 198 Origin 3
for Anchor Society**

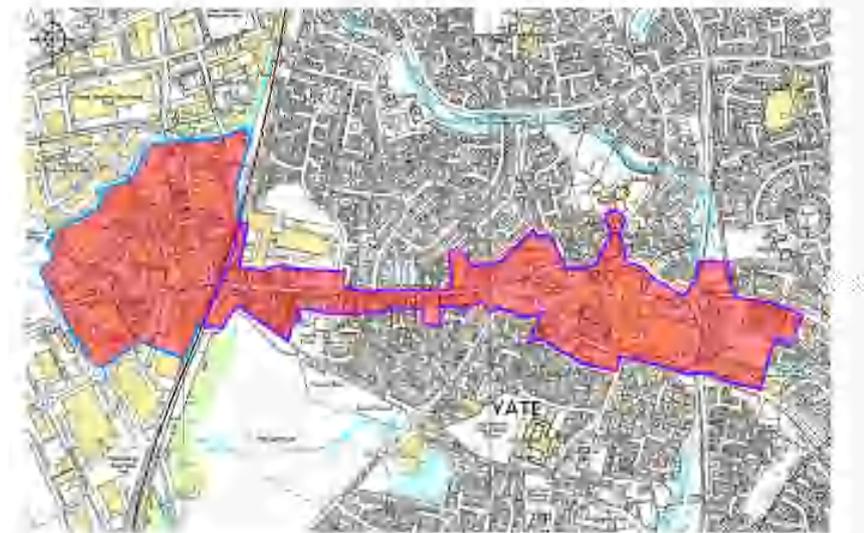
Seek allocation for future regeneration and development opportunities

Land South of Badminton Road



**Ref 199 Origin 3
for Anchor Society**

Proposed extension of Town Centre boundary to the west of Yate Station



Officer Response:

The need for regeneration in the Western Gateway to Yate is recognised in the Core Strategy and this site, if available, could form part of that change and might have potential to meet specific retail needs, e.g. for bulky goods, which it is difficult to accommodate within the primary retail area.

However the principal remains that town centre/retail uses should be directed to the Primary Retail Area if suitable sites are available there. The sequential test should be followed. To identify this site for town centre uses or to extend the town centre boundary west of the Station could undermine the rest of the town centre.

In summary Officers are sympathetic to the need for change in the Western Gateway but consider it inappropriate to extend the town centre boundary this far west.

Appendix 2 – Response to the June 2014 Consultation

Summary of issue	Officer Comment /Recommendation
<p>Yate Town Council Ref. 330593</p> <p>Strongly object to global floorspace figure for Yate. Areas should be treated as separate policy areas.</p>	<p>At the initial draft PSP Stage floorspace figures were intended as an assessment of broad retail capacity rather than a specific allocation.</p> <p>Confirm the global allocation to Yate but indicate within the Yate Town Centre summary that growth is targeted to the link road site (approved scheme), West Walk area and with some potential for Bulky Goods type development at the Western Gateway to Yate.</p>
<p>Yate Town Council Ref. 330593</p> <p>Object to retail sheds on Link Road site unless linked to cinema.</p>	<p>Noted. The cinema and retail stores now have permission and construction has started – therefore this objection would only be relevant if, for some reason, a revised scheme were brought forward</p> <p>The retail elements of the proposed development East of Link Road to be shown as a potential expansion to the primary shopping area but continue to treat as an edge of centre site until the approved floorspace is delivered..</p>
<p>Yate Town Council Ref. 330593</p> <p>Industrial estates have potential for bulky goods sales - but not mentioned.</p>	<p>The summary text to the town centre profile which is included in the Yate Section at part 2 of the PSP Plan does state: “There is considered to be some potential for new retail facilities at West walk and for the development of bulky goods as part of the regeneration of the Western gateway to Yate.” Officers would not advocate provision for bulky goods retailing more generally within industrial estates or unrelated to regeneration.</p> <p>No change in response to this representation.</p>
<p>Yate Town Council Ref. 330593</p> <p>Reword table and challenge assumptions about M+S and restaurant developments as lost comparison floorspace. These support rebalancing the town centre.</p>	<p>Officers view the M+S and restaurant developments as positive in rebalancing the town. The loss of that comparison floorspace is not viewed as an issue. The issue which arises is that in seeking to make provision for 34,000 sq m of floorspace across the District others developers would be likely to point to lost comparison space at Yate and Stoke Gifford. Therefore The PSP has been drafted to be clear that account has been taken of that.</p> <p>No change in response to this representation.</p>
<p>GVA for Crestbridge Ref: 4604737</p> <p>The proposed town centre boundary for Yate is too large and not reflective of national policy and local circumstances. The Town Centre area should be predominantly occupied by main town centre uses. In Station Road town centre uses do not predominate. Boundary should not extend beyond Moorland Road and should only include properties fronting the southern side of Station Road between B+Q and Moorland Road.</p>	<p>Officers consider that with the possible exception of the Indesit industrial site north of Station Road all of the uses within the currently proposed area fall within the definition of main town centre.</p> <p>The visual character and volume of vehicular movement etc also gives the feeling of town centre or a main approach to a town centre. This is clearly different from for example Goose Green Way.</p> <p>The boundary is not simply drawn to reflect the exiting position but the policy aspiration of a mixed-use town centre stretching west towards the Station. Previous town centre studies and visions have advocated that that approach.</p> <p>On that basis it is not accepted that the town centre boundary is drawn too widely or that only one side of Station Road should be included. That said Officers would expect a primary shopping area to be drawn more narrowly broadly as indicated in the draft PSP.</p> <p>No change in response to this representation.</p>

<p>GVA for Crestbridge Ref: 4604737</p> <p>Support primary retail area with the exception of the B+Q site which is edge of centre and should be excluded.</p>	<p>As noted above the aim is not simply to define the town centre boundary and Primary Shopping Area on the basis of the existing position but to be forward looking and offer some flexibility and choice to potential. For that reason whether the B+Q and nearby Morrisons sites function as primary retail area or not at present is immaterial. The policy seeks to integrate them better with the main retail area.</p> <p>No change in response to this representation.</p>
<p>GVA for Crestbridge Ref: 4604737</p> <p>Object to SGLP Policy RT3 being carried forward. Drafted in different circumstances - new policy required to be more positive over the potential of the site to provide retail and leisure floorspace and car parking.</p>	<p>Given that the retail and cinema scheme is now under construction it is arguable whether it is still needed. However the principles of the policy remain relevant and would help guide consideration of any revised proposals for the site. The options are therefore:</p> <ul style="list-style-type: none"> i) To retain RT3 ii) To withdraw RT3 with no replacement policy iii) To replace RT3 with a new policy. <p>Confirm intention to withdraw RT3 when the site is fully developed.</p>
<p>D Redgewell Ref 10764225</p> <p>Welcome regeneration of the Town centre. The bus station could still be improved with waiting facilities.</p>	<p>Noted.</p> <p>No change to PSP but include commentary on waiting facilities within Town Centre profile</p>
<p>D Redgewell Ref 10764225</p> <p>The Plan fails to mention the night time economy, cinema and restaurants on RT3 site.</p>	<p>At the time of drafting the position with the Link Road scheme was still emerging. More certain reference can now be made.</p> <p>Reference to evening economy amplified in PSP 28.</p> <p>Include updated position in respect of the Link Road scheme.</p>
<p>D Redgewell Ref 10764225</p> <p>Need more night clubs etc for young people and improved rail links to Bristol, Bath, Gloucester, Cheltenham.</p>	<p>Noted. These are not easily addressed through the PSP Plan.</p> <p>No change in response to this representation.</p> <p>Include commentary on leisure facilities within Town Centre profile</p>
<p>D Redgewell Ref 10764225</p> <p>A green space is required in the town centre</p>	<p>Noted. There are green spaces in and around the town centre – but less so within the Primary Retail area. This is not easily rectified but highlights the need to protect, enhance and make effective use of the green spaces which remain.</p> <p>Some areas of the Primary Shopping Area are hard landscaped at present (e.g. square by Leisure Centre).</p> <p>Opportunities to soften these areas or make them more useable should be investigated as part of any relevant redevelopment proposals e.g. For West Walk. This should also include consideration of pedestrian access routes e.g. near to the MacDonald's Drive through.</p> <p>No change in response to this representation but include commentary in Town Centre profile.</p>

Appendix 3 Yate Town Centre Health Check – September 2012

The Yate Town Centre Health Check, led by Sodbury & Yate Business Association (with support from local partners) aims to identify the work currently taking place in Yate to *improve the vibrancy and vitality of the town centre* and highlight actions that will help it continue to improve.

BACKGROUND

In 1998 Roger Evans Associates (urban design consultants) were commissioned by South Gloucestershire Council to hold planning workshops with local people. The project was administered by a steering group including Yate Town Council. From feedback collected at the workshops a *Yate Town Centre Update* was produced, which summarised a draft strategy for the future of the town centre.

The following recommendations were made:

- Consolidate Yate as the principal service centre for its immediate catchment area
- Extend the range of facilities available and
- Reduce the impact of traffic in the town centre

Twenty seven potential projects were identified in the draft strategy focussing on **community, environment and movement**. Much work has taken place in the fourteen years since the 'Update' was produced thanks to the hard work and support of Yate Town Council, community groups, Yate Shopping Precinct and the local authority. These groups have continued to work in partnership to achieve the aspirations including the new library, improvements to Yate shopping precinct, revised town centre parking layout, new town square, Pop in Café, Armadillo Youth Café and Health Centre. Following this work, and subsequently that of the South Gloucestershire Council Area Facilitators, Yate Town Council took on the lead role in coordinating a Town Centre Strategy Group to provide a framework for discussion of issues and proposals affecting the town centre.

YATE COMMUNITY PLAN

Yate Community Plan Steering Group was formed to produce and publish a visionary document reflecting the aspirations of the people of Yate for the future of the town up to 2028. In July 2008 the Yate Community Plan was published. Some issues identified in the plan (relating to the **Economy and business** and **The town centre** sections) are addressed in this health check. The plan will be updated to reflect progress made to date.

ECONOMIC CLIMATE

Following the recession, the UK has only shown signs of a modest recovery with a global economic downturn continuing. In 2009 Government bodies published reports and guides that highlighted the need for town centre partners to work together to counteract the decline of high streets and town centres. These included: *21st Century High Streets*, British Retail Consortium (2009), *Driving Economic Prosperity: a practical guide for lead members*, I&DeA (2009) and *High Noon for the High Street*, New Local Government Network (2009).

THE PORTAS REVIEW

In spring 2011, Mary Portas was hired by Government to investigate innovative ways in which the high street could fight back against low consumer spending, inflation and increased overheads. The Portas Review was published in December 2011, detailing a 28-point plan that can help the high street become the vibrant hub of the community it once used to be, in so many communities across the UK. Mary Portas' Vision is set out on the following page.

WHY A HEALTH CHECK?

Monitoring the health of a town centre was a common theme in the documents mentioned above and important to determine areas for improvement. As a result, these documents were used as the basis for writing this health check (the introductions highlighted in blue at the start of each section reflects this). The 'Key Messages' from these documents are also summarised on the next page.

In spring 2011, Sodbury & Yate Business Association (SYBA) took the initiative and with support from South Gloucestershire Council, started the health check process. The draft document was circulated to local partners for comment (including Yate Town Centre Strategy Group, Yate Town Council, Yate Safer & Stronger Community Group and Yate Community Plan group) and made available online for the public to comment.

FRAMEWORK

The health check has two primary areas of focus, which are both seen as crucial in helping to create a vibrant town centre. The first area of focus is **developing the town centre** and the second area of focus is **chamber of trade activities**. For the purpose of this health check and to be in keeping with previous studies, 'town centre' refers to the area between Yate Station and the Ridgewood Centre.

This health check will help inform South Gloucestershire Council's future plans for Yate Town Centre and will also act as guide for local partners engaged in developing the vitality and vibrancy of Yate Town Centre.

YATE TOWN HERITAGE

Yate has been on the map for over a thousand years. Both Yate and Chipping Sodbury owe their success to farming more than any other trade. Farming was at the forefront of Yate life for centuries. In the Middle Ages sheep farming and wool dominated, while dairy farming took over in the 17th century.

From 1844, new railway lines built around Yate and Chipping Sodbury had a lasting impact on Yate. The area benefited from raw materials, namely coal, limestone and Celestine. In the 19th century, businesses used railways to transport materials to Bristol. Local companies exhausted remaining local coal and Celestine stocks during the 20th century. Stone quarrying, however, remains a traditional industry that still thrives around Yate and Sodbury. In turn the area grew. New middle class families built palatial homes in Yate, new roads were developed and the population more than doubled in the late 19th century.

Victorian Yate was transformed during and after World War I. The Air Ministry's enormous Aircraft Repair Depot brought modern industry to Yate. These large industrial sites on Station Road re-shaped the old farming landscape and enabled modern industry to use the site. Parnalls, later Jackson and Creda and Newman industries, occupied the vast area and between them, employed over four thousand people during the 1960s.

In the early 1960s Yate changed dramatically. New Town development brought many newcomers to Yate from Bristol, all over Britain and beyond. The local economy boomed and the town was seen as fresh and modern. The population more than quadrupled between 1965 and 2000.

The growth of the town brought about the arrival of a brand new 'American style' shopping centre, developed between 1965 and 1970. New roads and car parks were developed to complement the new retail focus for Yate Town Centre. The centre of life for the town transferred from Station Road, which slowly declined as a result.

The extensive shopping precinct is now a draw not only for local residents but also for people from other parts of South Gloucestershire. It stands alongside the historical centre of the town, St Mary's Church, the Heritage Centre and older developments along Station Road.

Information courtesy of David Hardill, Yate Heritage Centre and Yate Community Plan Yate Town Council (2008)

YATE TOWN CENTRE TODAY

Yate is characterised as a centre providing substantial amounts of convenience and comparison shopping. Its town centre comprises a pedestrianised shopping precinct and the traditional Station Road, which links to the railway station. In 2011, there were a total of 115 retail units with A1 use class. A good range of multiple (national) stores are represented, including Tesco, Morrisons, B&Q New Look, Burtons, Halfords, Argos, and Boots, which are supported by a variety of smaller shops. In addition to its retail function, the town centre also supports a leisure centre, library, health centre One Stop Shop Council Area Office, youth café, over 50s café, job centre and bus terminal.

Convenience shopping forms the majority of retailing activity with 45% of all A1 retail floor space, the Tesco Extra store accounting for two thirds of this. Comparison functions account for 58% of all A1 units and 46% of the A1 retail floor space. Service functions account for 17% of all A1 units but just 4% of retail floor space. At the time of the survey, there were 15 vacant or empty A1 units representing 13% of all A1 retail units in the *town centre*. The occupant and use, together with floor space (where known) is listed in the Town Centres and Retailing Study 2011.

Yate town centre manages to retain footfall and spend from its local residents and those from its rural hinterland, due in part to the lack of any significant nearby out of town retail centres. As a result of three non-independent supermarkets present in the town centre, the majority of grocery spend does not remain in the local economy.

SYBA includes trading locally as a core message in its marketing and promotional material as well as facilitating innovative ways in which local businesses can trade with each other. It has fostered a close working relationship with Yate shopping precinct even though the majority of the precinct's tenants are larger, national chain stores.

These larger national chain stores however, have helped ensure there is not a significantly high vacancy rate in the shopping precinct, which would have had an adverse effect on footfall and consumer spending. Despite the current economic climate, Tesco has made significant investment in the town centre in the last year.

Information from Local Economic Assessment South Gloucestershire Council (September 2011) and Town Centres & Retailing South Gloucestershire Council (August 2011)

1. DEVELOPING THE TOWN CENTRE

A] UNIQUE SENSE OF PLACE Town centres are vital to the local community. Local people and groups should work together to maximise the advantages of the town centre's local heritage and natural surroundings whilst providing facilities for modern retailing. The town centre's local identity should be complemented by an appropriate retail mix that is marketed effectively. This will encourage shoppers to appreciate the retail experience.

CURRENT STATUS

- Joint working takes place in Yate to promote the town centre's local heritage. The Yate Community Plan provides a vision for Yate that highlights town centre issues amongst its opportunities.
- Yate has a modern shopping precinct as well as a traditional high street (Station Road) but the variety of shops on the high street is narrow. There is little natural progression between the shopping precinct and the high street, partly due to residential housing.
- The shopping precinct does market its own shops and events using local press and media, however there is no joint promotion for Yate town centre as a whole.

FUTURE ACTIONS

- Ensure there is more joined up working between existing groups and try to involve more local people in giving their views on how local heritage can be marketed effectively. *Lead Partner – Yate Heritage Centre*
- Try to encourage a better variety of shops on Station Road and look at ways to create a 'natural link' between the shopping precinct and Station Road. *Lead Partner – Yate Town Centre Strategy Group*
- Encourage all business interest groups to work together in Yate and develop a brand for Yate Town Centre. Promotional marketing activities could reflect this new brand and attract more foot fall to Yate Town Centre. *Lead Partner – Yate Town Centre Strategy Group*

B] ATTRACTIVE PUBLIC REALM A town centre should have an attractive trading environment with consistent styling, pedestrian signage and where public spaces are maintained to high standards. This should include effective deterrents against pollution. The local authority, public bodies and private interest groups need to work together to achieve such improvements.

CURRENT STATUS

- Yate Town Centre is an attractive place with a mixture of traditional and modern shops, businesses, residential and community facilities. There is scope to improve street styling and pedestrian signage at Yate Station.
- Highways and public footpaths in Yate town centre are kept clean and tidy. Green spaces are well maintained however, access to larger green space is limited around the shopping precinct due to the arrangement of car parks and surrounding roads.
- The Yate Town Centre Strategy Group meets regularly to discuss and address pertinent issues (with relevant partners) affecting Yate Town Centre.

FUTURE ACTIONS

- Ensure all street furniture in Yate Town Centre is clean and consistent and encourage the local 'in Bloom' group to install floral displays in the numerous shopping parades. *Lead Partner – Yate & Doddington in Bloom*
- Design and install town, heritage and wildlife maps in strategic locations around the town centre. *Lead Partner – Yate Heritage Centre*
- Review the present physical state of Yate Town Centre and consider making improvements where appropriate. *Lead Partner – Yate Town Centre Strategy Group*
- Encourage Yate Town Centre Strategy Group to work with other relevant partners in the area to ensure issues highlighted in this Town Centre Health Check are prioritised. *Lead Partner – Yate Town Centre Strategy Group*

C] PLANNING FOR SUCCESS Monitoring the health of the town centre should underpin any effective town centre system. A clear strategy should be established to address the increasing rates of vacancy and the accompanying decline in fortunes of town centres.

CURRENT STATUS

- Yate Town Centre Strategy Group uses meetings as a forum to discuss footfall in the shopping precinct but no other data is available for economic activity or footfall in the town centre as a whole.
- No specific, joined-up strategy has been established to promote the take-up of empty units in Yate Town Centre but individual landlords do promote their premises using agents.

FUTURE ACTIONS

- Investigate ways of accurately measuring present economic activity and footfall in Yate Town Centre to compare with *Future Actions* data (derived from this Health Check) so that informed analysis of trends can be made. This data could be used to access funding for improvements. *Lead Partner – Yate Shopping Precinct*
- Research previous audits of Yate Town Centre retail locations or conduct a new one, to analyse what sectors are not represented. This will allow a balanced mix of businesses to serve the varying needs of local residents and visitors. *Lead Partner – Yate Town Centre Strategy Group*

D] ACCESSIBILITY Parking and transport policy should reduce town centre congestion and parking demands without affecting footfall. Car parking and cycle locking facilities need to attract customers to the town centre and adequate public transport links should connect local communities to the town centre. Retail premises should be easily accessible to encourage visits from wheelchair users and buggy users.

CURRENT STATUS

- Yate shopping precinct has revised, adequate time-limited free parking but parking in and around Station Road is poor. Traffic congestion is a problem during peak hours between the Ridgewood roundabout and the South Gloucestershire Council office roundabout.
- There are some local bus routes connecting residents with Yate Town Centre. Yate shopping precinct is now served by a new bus terminal.
- The majority of retail premises in the town centre allow for easy access by wheelchair and buggy users.

FUTURE ACTIONS

- Investigate the possibility of further off-street parking in and around Station Road to encourage more foot fall to the area. Conduct an audit of local parking facilities in Yate Town Centre. *Lead Partner – Yate Town Centre Strategy Group*
- Review all bus routes connecting local villages to Yate Town Centre and look at ways to meet transport needs for people in outlying villages. *Lead Partner – Yate Town Centre Strategy Group*
- Signpost any town centre business requiring advice and guidance on accessibility issues to relevant organisations and informative, not-for-profit websites. Promote cycling as a sustainable means to access the town centre. *Lead Partner – Sodbury & Yate Business Association*

E] SAFETY & SECURITY

Retail crime and anti-social behaviour should be deterred, with damaged property and streetscape restored as quickly as possible. Meaningful deterrence can be achieved through a co-ordinated response by local retailers and businesses. Neighbourhood policing should meet the needs of the local community. The town centre should be a safe, inclusive and accessible place for people to live, work, shop and visit.

CURRENT STATUS

- There is a good uniformed security presence in the shopping precinct. The Neighbourhood Policing Team, Constables and PCSO's are regularly seen within the town centre and have an excellent relationship with the shopping precinct's security team. There is little evidence of persistent damaged property.
- Meaningful deterrence takes place in the shopping precinct and wider town centre. The town centre provides a welcoming place for members of the whole community.
- A good working relationship exists between Avon & Somerset Police and Yate Shopping Precinct, both visibly working in partnership.

FUTURE ACTIONS

- Build upon the already strong links between local police and local businesses in Yate Town Centre as well as signposting businesses to the Safer & Stronger Community Group meetings, to raise relevant issues. *Lead Partner – Avon & Somerset Police*
- Facilitate more joined-up working between Yate Safer & Stronger Community Group, Yate Town Centre Strategy Group and Avon & Somerset Police. *Lead Partner – Yate Safer & Stronger Community Group*
- Rejuvenate *Business Watch* by involving members of the Sodbury & Yate Business Association. *Lead Partner – Avon & Somerset Police*

F] CORE STRATEGY

The Core Strategy sets the strategic planning policy framework to guide future development across South Gloucestershire, including Yate. The main Core Strategy policies likely to affect Yate Town Centre are:

- A proposed New Neighbourhood of up to 3,000 homes, employment land, community facilities and a local centre at north Yate
- Yate Town Centre will be the main shopping area for the residents of this new neighbourhood – and the future residents will also look to the town centre to provide the range of facilities, services and attractions for a market town of Yate's size and function
- Diversifying the range of town centre uses to encourage a more active and vibrant evening economy
- Enhancing cultural and community opportunities, in line with the aspirations of Yate Town Council, particularly where these opportunities are well related to the town centre
- Enhancing the network of open spaces, pedestrian and cycling connections from around Yate to link with the town centre
- Making provision for and seeking contributions towards the improvements of the Yate rail services, station facilities, car park and passenger interchange
- South Gloucestershire Council has committed to work with its partners to ensure that the town centre continues to provide a range of facilities and services to support the Yate community and the communities of the surrounding hinterland and villages that rely on Yate as their local centre including making provision for further comparison floor space.

2. CHAMBER OF TRADE ACTIVITIES

Sodbury & Yate Business Association (SYBA) was formed in 2009. SYBA is a chamber of trade that encourages businesses in the Yate and Chipping Sodbury area to meet regularly, gain access to business support, trade with each other and promote the local economy. The 'Key Messages' section of this health check identifies the need for a strong and active chamber of trade to be in place, to work with local partners to undertake activities that can improve the vibrancy and vitality of the town centre. SYBA has therefore highlighted a set of ambitions and goals it believes will help contribute towards a vibrant and prosperous town centre.

	CURRENT STATUS	FUTURE ACTIONS
A] Provide a business environment in which entrepreneurship can flourish	SYBA provides environments in which entrepreneurship can flourish such as at business breakfasts, Local Expos, and exhibits at Yate library.	Arrange a calendar of business breakfasts for businesses to attend with speakers presenting business related topics. Continue to take part in local business Expos and encourage local businesses to do so as well.
B] Create and foster a spirit of goodwill, friendship and unity amongst local businesses	SYBA arranges specific events in addition to general meetings to offer opportunities for businesses to socialise, such as charity film screening, summer BBQs and restaurant meals.	There are plans for SYBA to get involved with other local groups, e.g. local Rotary clubs, to run charity events for businesses to take part in.
C] Provide facilities for the exchange of views and interaction between businesses	Networking opportunities are built into every SYBA meeting. During meetings businesses can put their own points of view across for discussion.	Continue to explore opportunities for more business interaction by inviting them to suggest ideas via the forum on the website.
D] Have an informative and up-to-date website	Enormous improvements have been made to the original website (www.sodburyandyate.biz) to both attract new and retain existing SYBA members. There is now a forum to encourage information sharing and communication in-between meetings.	Investigate ways to fund professional maintenance of the website to ensure it is kept up-to-date.
E] Communicate the views of local businesses with Parish, town and district councils	Members from local councils attend SYBA's general meetings and also receive minutes. The views of SYBA are regularly sought by local councils and committees – SYBA responds as appropriate.	Continue to be represented at other local community groups with business interests such as the Yate Town Centre Strategy Group and the Yate Safer & Stronger Community Group.
F] Keep businesses informed on important matters affecting trade, business and industry, retail and tourism	Issues of relevance are discussed at general meetings to inform members. Past examples have included the change in VAT, budget and cheque guarantee.	Continue to encourage local businesses to be actively involved with SYBA, to help improve the vibrancy and vitality of the town centre.

SUMMARY & CONTACTS

This health check provides a guide that will be used by local partners currently engaged in developing the vitality and vibrancy of Yate Town Centre. Coordinated by SYBA, the lead partners will enlist the help of relevant delivery partners and review the health check regularly to ensure the future actions identified are being achieved. For information about the progress being made with each of the future actions or to offer your support to the lead partners, please contact:

Sodbury & Yate Business Association	exec@sodburyandyate.biz
Yate Town Centre Strategy Group	info@yatetowncouncil.gov.uk
Avon & Somerset Police	John.gillman@avonandsomerset.police.uk Angharad.baynham@avonandsomerset.police.uk
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