



Economic and Community Statement

This Statement identifies the key economic and community benefits of our mixed-use proposals including the degree to which they support the Council's wider ambitions for economic growth, regeneration and community well-being.

Our proposals for The Battleaxes comprise the following:

- Refurbishment of the existing Grade II listed building to form a "work near home" business hub, a farm shop and community hub/meeting place,
- Licenced cafe and on the first floor, rooms for overnight accommodation.
- To the south elevation will be a new-build extension over two levels which will provide office accommodation for Studio HIVE and Architecture by Studio HIVE.
- Within the existing car park, we propose 9 no. new, 'low-energy' homes.
- Within one of the existing barns, we plan a small flexible retail space for use by local artisans.

The statement is structured as follows:

- Studio Hive Overview
- Employment Projections by use and wider economic benefits
- Delivering the Council's Economic and Creative Industries Objectives
- Delivering the Council's Community Objectives and supporting the Wraxall and Failand Neighbourhood Plan
- Conclusion – Summary of Economic and Community Benefits

1. Studio Hive – who we are and what we do.

Studio HIVE is a private property development company with a development and project management capability. We also like to design things, mainly buildings! So much so we now have our own dedicated Architectural practice.

We are currently based in Clifton but want to relocate to North Somerset where our founder and many of our staff grew up and already live. We specialise in delivering sustainable, residential-led, mixed-use developments throughout the UK but with a focus on North Somerset, Bristol and the Southwest region.

Our team of talented property professionals includes project & development managers, architects, surveyors, engineers, and sustainability & building experts.

We currently employ 12 staff in the two businesses but have plans to grow both the architectural practice and the development business, with 2 full time and 2 part time roles identified over the coming 18 months. Further to this, we will be developing new collaborations with local architectural and environmental practitioners to create a centre of design excellence in North Somerset.

The team from Studio Hive have been based in and around Bristol for 30 years, so we understand the market, we have worked and collaborated with many stakeholders and Local Authorities to find solutions and unlock difficult sites in the region.

We are committed to supporting the regeneration of Weston-super-Mare by leading the redevelopment of the WSM Rugby Football site.

We have supported the Two Towns (Clevedon and Nailsea) initiative by providing specialist urban design, financial modelling input and community engagement.

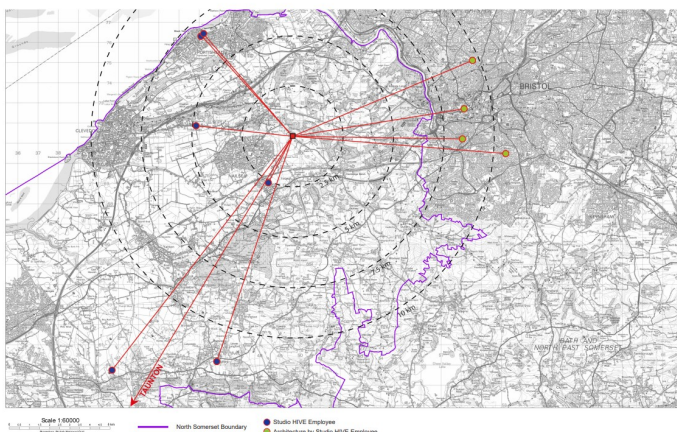
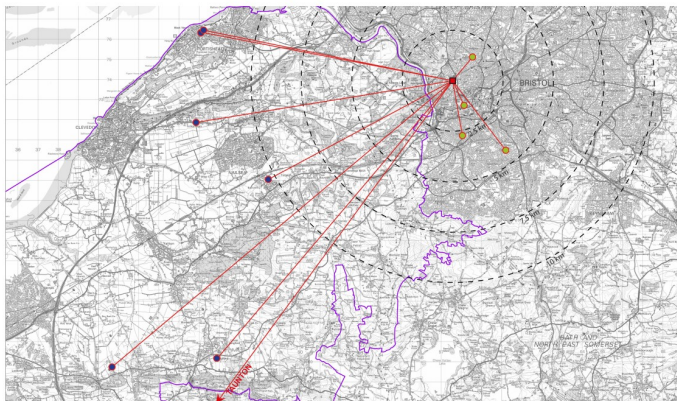
We have provided expert support to Design West including input to Design Review Panels to add value to the quality of the built form in the West of England.

We create exciting place-led award-winning sustainable buildings, developments and communities that provide long-term value and a positive legacy for all.

A business profile of the company along with its mission statement is attached as **Appendix One**.

A review of the existing staff place of residence shows how Wraxall would provide a far more sustainable workplace for the existing Studio Hive Development team workforce with reduced out commuting and greater potential to cycle to work.

The maps below show the workforce commuting patterns, current and then proposed. We estimate that the new location for the business would reduce out commuting from 54% to zero.



2. Employment Projections and wider economic benefits

We have estimated the following employment generation levels by use:

Use	Employment FTE	Employment after 3 years
Studio Hive Office & Design Office/Centre	12	18
Business Hub* *Drop in capacity	6	8
Farm Shop and Licensed Café	4	6
Craft retail	2	2
Bed and Breakfast	2	2
Community Hub* *Likely volunteer/part time	2	4
Total	28	40

The mixed-use nature of the scheme will result in a wide range of employment opportunities, including activities which will support the local economy and provide an opportunity for local people to work locally. The Business Hub, Farm Shop/Licensed Café and B&B are activities particularly suitable for flexible part time use/employment.

We hope the Community Hub will provide an incentive to volunteering and a location for existing local volunteer networks to meet and develop.

Construction Impacts

This section sets out the potential economic impacts arising from the construction phase of the Proposed Development. The key impacts relate to new employment opportunities and additional economic output that will be generated over the duration of the construction phase which is estimated to last approximately 2.5 years.

Direct Employment from Construction

The construction cost of the Proposed Development is estimated to be around £5.1 million. Using labour coefficients from the Homes and Communities Agency ('HCA') Calculating Cost per Job Best Practice Note, it is possible to estimate the number of direct construction jobs that could be supported by the Proposed Development over the course of the construction phase.

Taking account of the composition of the proposed development, the coefficient for the development of 'new housing' is considered most appropriate for calculating the number of direct construction jobs. This coefficient assumes that 19.9 person years of construction would be supported for every £1 million spend on construction (in 2011 prices).

To use the coefficient, the construction cost of £5.1 million has been deflated to 2011 prices using the UK Government GDP Deflator, resulting in an assumed construction cost of approximately £4.2 million in 2011 prices. Applying the 'new housing' coefficient to the deflated construction cost of

£4.2 million and then dividing the result by the anticipated length of the construction period (i.e., 2.5 years) suggests that the Proposed Development could support around 34 direct FTE jobs annually over its construction phase.

As construction is made up of many discrete elements of work undertaken by specialists (e.g., bricklaying, carpentry, plumbing, electrics etc.), the number of workers on site will inevitably fluctuate during different periods of the construction phase.

Indirect and Induced Employment from Construction

Construction also involves the acquisition of goods and services from across a range of suppliers, who in turn purchase similar goods and services through their own supply chain. The relationship between the initial direct spending and total economic effects is known as the 'multiplier effect', which demonstrates that an initial investment can have much greater indirect effects as this spending is diffused through the economy.

In addition, local businesses would be expected to benefit to some extent from a temporary increase in expenditure by employees whose income is supported by the demolition and construction activity (i.e., either directly and/or indirectly through supply chain expenditure). This is referred to as the induced effect, which sees expenditure being recycled within the local economy through the wage spending of workers in local shops, bars and restaurants, as well as other services and facilities.

Homes and Communities Agency (2015), Calculating Cost per Job Practice Note 41 UK Government, (2020): GDP Deflator

Research undertaken on behalf of the National Housing Federation (NHF) indicates that the construction industry has a composite (i.e., indirect and induced) employment multiplier of 2.23. Applying this to the 34 FTE direct construction jobs indicates that an additional 75 FTE indirect and induced jobs per annum could be supported by the proposed development in sectors across the UK economy, generating an overall total of around 109 FTE jobs per year through construction activity.

Economic Output from Construction

The construction phase of the Proposed Development will also contribute to local economic output, measured in terms of Gross Value Added (GVA). GVA is a measure of the difference between what is produced as output (goods and services) and the inputs (raw materials, semi-finished products etc.) used in the production of those outputs. It represents the additional value that is added through economic activity.

Based on Experian data from March 2016, the construction sector generates an average GVA of around £98,052 per FTE job, per annum in the South of England. Applying this to the direct employment impact of the scheme (as derived above), it is estimated the direct construction activity could generate around £3.3 million of direct GVA and an additional £7.35 million of indirect and induced GVA for each year of construction. This equates to around £10.65 million direct, indirect and induced GVA in total per annum. It should be noted that not all of this will be retained locally.

Construction Summary

The Proposed Development will make a significant contribution to the local and regional economy during the construction phase by supporting 109 FTE direct jobs, 201 FTE indirect and induced jobs, and by generating a total of around £10.65 million direct, indirect and induced economic output (GVA) per annum.

Expenditure Impacts

This section assesses the resident expenditure impacts generated by the Proposed Development once completed and fully occupied. For residential developments, the key economic impacts relate to the increase in local expenditure generated by the new households attracted to the area. The scale of the impacts will be determined by the expenditure patterns of the new households, and the extent to which residents of the new housing move into the area from elsewhere (i.e., rather than moving locally).

'First Occupation' Expenditure

Research suggests that the average homeowner spends £5,500 to make their house 'feel like home'. This money is generally spent on furnishing and decorating a property. This expenditure on goods and services will generate a range of economic benefits for the local economy, including supporting increased jobs within local businesses.

Applying this one-off expenditure on household goods and services, it is estimated that the residents of the 9 new dwellings delivered as part of the Proposed Development could generate around £49,500 of 'first occupation' expenditure. This injection of resident expenditure on 'first occupation' will help to support the vitality and viability of local businesses.

Ongoing Resident Expenditure

Analysis of Output Area Classification (OAC) data: published by the ONS indicates that the existing community of the local area surrounding the Proposed Development is largely populated by households in the both the higher and lower Managerial and Professional occupations as defined by the ONS socio-economic classification group.

They are more likely to own and live in either detached and semi-detached houses, or privately rent their home to provide for a flexible working opportunities. Given this and other local characteristics, it is therefore anticipated that the new households accommodated within the market housing of the Proposed Development would broadly fall within the same type of household group.

The latest ONS Family Spending Survey provides data on household spending by socio-economic classification group. It shows that UK households within the south west generate an average weekly household spend of £552.10.

Economic Competitiveness and Wider Impacts

This section considers the potential wider economic impacts of the Proposed Development and the effects it could have on local economic competitiveness.

Labour Market Flexibility

The delivery of new homes can play a major role in supporting the flexibility of the local labour market, which is an important component of local economic competitiveness. The shortage of housing and/or lack of affordability (which limits access to housing) can be a key barrier to people accessing working opportunities, often resulting in long-distance commuting with adverse transport and environmental consequences. A geographic mismatch between labour supply and demand can therefore impede local and national economic productivity levels.

The increase in housing supply enabled by the Proposed Development could allow for a better match between labour supply and employment opportunities within the local area, which could in turn help improve the overall economic competitiveness of the local economy.

Housing Delivery

The Proposed Development will assist the local planning authority in boosting housing delivery, which is a key objective of the emerging Local Plan. The Proposed Development will provide several new homes to help meet housing targets, in turn meeting future housing need.

The 9 units delivered as part of the Proposed Development will help North Somerset meet its housing requirements and ensure that affordability pressures currently influencing the local housing market do not become exacerbated (in the form of upward pressures on house prices). If affordability gets worse, this could force workers to move further afield, increasing commuting, and reducing the local labour supply. This would limit the prospects for businesses to create and/or maintain the current level of employment in the district.

Quality of Place and Sustainability

The Proposed Development site offers the opportunity to reinvigorate the site and create a new heart for Wraxall while also enriching the quality of the local environment and enhancing the supply of market housing. The creation of a green space in the heart of the site, significantly improving the setting of the listed building, will contribute towards the creation of a high-quality community environment of semi-natural greenspace and amenity greenspace, adding to the provision for the local community.

The enhanced environment will improve opportunities for social interaction between residents of Wraxall, the new homeowners and people who visit the community hub and offices created in the listed building, fostering social inclusion and community development. This can have indirect economic benefits by increasing productivity as well as being a preventative measure on demand for health and social services that can have an impact on public budgets.

The development will support a thriving exemplar of creative design and sustainable development whilst at the same time providing a focus for rural-based employment and service provision, which collectively will make a tangible contribution to economic growth within the district.



3. Delivering North Somerset's Economic and Creative Industries Support Plans and Objectives

Architecture and the role of the proposed Studio Hive Design Office / Centre

The Department for Culture, Media and Sport's (DCMS) definition of the Creative Industries Sector is 'based on individual creativity, skill and talent also, those that have the potential to create wealth and jobs through developing intellectual property.'

Architecture is specifically identified as one of the 13 sub-sectors that collectively form the Creative Industries Sector.

According to North Somerset's Creative Industries Support Plan, "North Somerset is home to an extensive range of creative enterprises, both in terms of the sectors they work in and their reach, it is estimated that most are employed in design agencies with architects being well represented".

Prior to the outbreak of Covid-19, Creative Industries were the fastest growing part of the UK economy with growth calculated by the Creative Industries Council (CIC) as being 5 times faster than the UK industry average contributing Gross Value Added (GVA) of £111.7bn and £35.6bn of service exports*.

By 2025, despite the adverse impact of the pandemic, architecture is projected to generate an additional £629m in GVA (+17%) and create 9,500 new jobs (+8%). It is therefore a significant sub-sector in leading a post-pandemic uplift in the Creative Sector as a whole, nationally, regionally, and locally. *

*Oxford Economics extract from NSC Creative Industries Support Plan

North Somerset's Creative Industries Support Plan

Vision

To establish a vibrant, competitive, and sustainable creative economy in North Somerset which ensures creative practitioners and businesses from all backgrounds can succeed.

Key priorities:

3. Develop North Somerset Council's proposition to attract new creative enterprises: encourage the market to develop sector-appropriate workspace, promote our existing assets, ensure the placemaking potential of a thriving creative sector is realised and North Somerset is well positioned to attract investment in workspace and innovation.

Creativity and culture can make a huge contribution to the creation of a vision for the future of local areas.

- Creative Industries have been the fastest growing part of the UK economy in recent years so, with appropriate support, they can lead the way in the 'bounce back' from COVID-19.
- The commercial property market in Bristol is overheating and there is an opportunity to attract creative and digital companies to North Somerset

Whilst recognising the role of Architecture as a major source of employment for North Somerset this is not reflected in the actual number of Architectural Practices registered as operating from within the district. The RIBA "List 23" of recognised Practices identifies some 60 businesses registered from a Bristol address but only 3 from within North Somerset, all of which are single-person practitioners.



Simply put, the Architectural talent base within the district (as shown in our own analysis of workforce commuting) is having to commute to Bristol for employment and whilst these firms are available to assist in place shaping and regeneration, it is our view that the lack of registered Architectural practices with five or more employees within North Somerset is a major weakness in the district's business profile and will frustrate the Council's ambitions to directly influence the sustainable growth of the Creative sector of which Architecture is a key component.

Our proposals aim in a small but significant way to reverse this trend by providing a unique opportunity to relocate a successful Clifton-based practice into North Somerset. By its very nature, Architecture by Studio Hive and its development arm, Studio Hive Properties, are driven by their direct association with heritage-led regeneration and doing things differently.

Our Architectural Practice aims to develop an annual turnover of approximately £450,000 consisting of approximately 3 major regeneration schemes and numerous smaller schemes with an estimated build value of £25million per annum. By locating within North Somerset, our plan is to become increasingly focused on unlocking development and regeneration within the district, developing further schemes exemplified by the Rugby ground in Weston-Super-Mare as well as bringing forward proposals in the district's other major settlements.

The opportunity to relocate to North Somerset is solely dependent on the ability to secure a viable redevelopment of The Battleaxes site for mixed development, including a new HQ and design studio for the Practice as well as offering the opportunity for independent architectural and design individuals and other specialists in the Business Hub to take space and become part of a centre for design excellence.

The Studio Hive office and Architectural office and '*Design Centre*' will provide a low carbon extension of circa 200m² with 12 workstations, break out rooms and showcase space. The work local business hub will provide a further 10 workstations together with the ability to utilise and share many of the administrative and design facilities within the building. We want this to be a place where local businesses can meet both formally and informally.

The proposals would directly support the Council's stated priority to attract new creative enterprises: encourage the market to develop sector-appropriate workspace, promote existing assets, ensure the placemaking potential of a thriving creative sector is realised and North Somerset is well positioned to attract investment in creative workspace and innovation.

This approach unfortunately rules out locating elsewhere in the district, including the district's larger settlements where we recognise the proposals would be more policy compliant. As identified in the Planning Statement, the proposals would support the Government's objectives for supporting business in rural areas on previously developed land as well as securing the future of an important heritage asset.

The scheme is heritage and design led and The Battleaxes provides a unique opportunity to develop the Studio Hive offer. If our proposals don't receive consent, then we will have to review our position and the likely outcome is that we will stay in Clifton and concentrate on the regeneration of central

Bristol, leaving the future of the Battleaxes in question and with no viable alternative proposals, an uncertain future and heritage asset increasingly at risk.

In addition to our Architectural Practice our core activity and business Studio HIVE maintains an annual turnover of over £1.4million in operational expenses and our projects over the next 5 years will generate a combined turnover of £430,000,000 (four hundred and thirty million pounds). This expenditure will be driven from our HQ (the Battleaxes) and the specific projects will be in North Somerset and Bristol.

By locating within North Somerset, our plan is to anchor our business, which is already rooted in North Somerset as one of the larger development companies in the district, driving change and regeneration across the region. We will focus on unlocking further development and regeneration projects within the district, developing further schemes exemplified by the redevelopment of the regeneration of the Rugby ground in Weston-Super-Mare and the regeneration of Silverthorne Lane in Bristol.

Benefits of the Mixed-Use Approach

The proposed Business Hub will provide a new accessible and flexible hot desking and supported workspace enabling local people to work locally in accordance with the Council’s policies to improve the range and location of supported workspaces across the district.

The proposed farm shop and licensed café/bar alongside the retention and development of a boutique B&B will directly support the Visitor Economy Action Plan priority contained within the North Somerset Economic Plan to improve the diversity and quality of visitor accommodation and facilities. It is our intention to develop The Battleaxes as a high quality and accessible addition to the District’s Visitor Economy.

We intend to develop The Battleaxes visitor offer alongside The National Trust so that it compliments and strengthens the wider Tyntesfield offer and interpretation of this nationally recognised cultural asset, developing further the role of heritage in defining North Somerset’s visitor offer. Dialogue with the National Trust is positive, ongoing and constructive.

Extract from the North Somerset Economic Plan

Priority	Actions	Outcomes	Mechanisms for delivery	Timescale
Visitor Economy Action Plan: Prioritise the promotion and growth of environmentally friendly holidays and targeted support to improve and diversify the visitor economy	<ul style="list-style-type: none"> Promote North Somerset as a centre for environmentally friendly holidays including increased promotion of our green assets and infrastructure. Provide targeted business support for our visitor economy businesses which improve the diversity and quality of the offer. Improve the quality of our accommodation offer to meet visitor demands. Ensure businesses know what support is available to them through Government programmes. 	<ul style="list-style-type: none"> Support for businesses = safeguarding and creating job + protecting GVA. Better quality businesses will reduce precariousness of the sector and establish a year-round offer = more jobs + GVA growth + improved wellbeing Environmentally friendly tourism offer + campaign for people to visit within local catchment = reduced carbon emissions 	Skills + Evidence & trends + Identifying appropriate support + Partners + Business	Short/ medium term: Delivery starts in 2020 but programme will span many years
Creative industries action plan: Deliver a plan which prioritises sustainability throughout the supply chain, makes the case for investment and nurtures talent	<ul style="list-style-type: none"> Establish a support network for creative businesses and freelancers. Ensure access to targeted business support. Promote funding and financial support. Encourage take up of apprenticeships and T Levels by promoting schemes to businesses and engagement with Weston College. Promote export opportunities and signpost to specialist support. Promote inclusivity and diversity across the sector. 	<ul style="list-style-type: none"> Support will safeguard and create jobs = jobs created + GVA Better quality businesses will reduce precariousness of the sector = more jobs, increased GVA and improved wellbeing Increased levels of good quality start-ups = increased jobs, growth of GVA Upskilling & reskilling = improved wellbeing Thriving businesses are more attractive to inward investors = increased GVA Culture + creativity = improved wellbeing 	Skills + Evidence & trends + Identifying appropriate support + Partners + Business	Short/ medium term: Delivery starts in 2020 but programme will span many years

4. Delivering the Councils Community Objectives and supporting the Wraxall and Failand Neighbourhood Plan

The Design and Access Statement outlines the vision we hope to achieve to create **A community hub that brings people together and to inject life into the heart of Wraxall**. This historic meeting place was always intended for use by the local community from its early origins in 1882 as a Temperance House for Tyntesfield Estate staff, to a pub and B&B in more recent years.

We recognise the inclusion of the Battleaxes site within the Wraxall and Failand Neighbourhood plan as a location which can provide an important community function. We believe our proposals accord with the requirements of Policy WF1 by safeguarding and enhancing the facility as part of a mixed redevelopment predominantly for local community use.

We have listened to the response to Community consultation and understand what local people say they would like to see available from the site. Our approach is therefore to secure many of the activities that formerly took place from the site but represent them in a form which is commercially viable. The Market statement clearly shows that continuing to seek the retention of a traditional single-use Public House has not worked and will not sustain the building.

We have therefore reimagined the offer taking account of the government's recognition of the need to provide greater flexibility in the use classes order for retail and business activities and to recognise community-based activity and the new '*work near-home*' activities providing for the local community and retaining investment in the region. Our proposals aim to retain the ancillary B&B accommodation and part retention of licenced space so that an element of the previous use, important to the community is retained.

Our mixed-use scheme is therefore based on securing a sustainable future for the former Public House and developing the site to provide a much greater range of community facilities and activities than those previously supported.

- The Licensed café/bar will provide many of the facilities to meet and relax which were previously enjoyed when the site operated solely as a Public House, but now rediscovered and delivered in a modern, commercially viable format.
- The Boutique B&B secures the overnight accommodation uses that formed part of the previous Inn, but again will be operated in a new commercially viable format.
- The Farm Shop component provides a local opportunity to buy convenience and artisan products and, together with the Craft facility, will provide a new local retail offer.

The Development of the Community Hub

The proposal is to make the building available and accessible for community-based activities, including the use of meeting rooms for local counselling and access to voluntary services. The flexible operation of the café also provides the opportunity for more informal meeting spaces.

The position of the site within the village, availability of on-site parking, access to café and convenience retailing and community services, we believe, will make this a great informal and formal community hub available on a far more extensive basis in terms of hours of opening than could be provided in a stand-alone community building.

The Community Hub has been the subject of initial discussion with the Parish Council and local organisations reflecting the status that the project is subject to obtaining planning consent and requires enabling development to be viable. Paragraph 2.62 of the Neighbourhood Plan acknowledges “Ongoing discussions to secure the future of the former Battleaxes pub for the benefit of the community.”

Paragraph 2.63 states “Together, these improvements will create sustainable “hubs” for both communities, attracting young families and benefitting the lives of those already living in the Neighbourhood Plan Area”.

The extent to which the site becomes a part of future village life and fulfils the Neighbourhood Plan objective requires more detailed engagement with the local community and the development of trust and understanding of the refurbished building and how it could potentially operate.

We are open to further dialogue with NSC and local voluntary organisations alongside the Parish Council on the ability for the site to be part of the range of more formal Community hubs in North Somerset including the extent it provides access to services.

Conclusion

This statement has established that the proposal will provide the following economic and community benefits:

Economic

- The proposals constitute a tangible statement of business investment and confidence in North Somerset by a leading regional Development Business and Architectural Practice – providing a showcase for sustainable development and design and consolidating the businesses’ focus on the long-term regeneration of the district.
- Our Architectural Practice aims to develop an annual turnover of approximately £450,000 consisting of approximately 3 major regeneration schemes and numerous smaller schemes with an estimated build value of £25million per annum.
- The proposed investment by Studio Hive and Architecture for Studio Hive would result in a significant qualitative and quantitative improvement in development, placemaking and Architectural design expertise within the District's Creative Sector - a recognised priority sector for recovery and support post-Pandemic.
- The proposals would directly support the Council's stated priority within the Creative Industries Support Plan to attract new creative enterprises: encourage the market to develop sector-appropriate workspace, promote existing assets, ensure the placemaking potential of a thriving creative sector is realised and that North Somerset is well positioned to attract investment in creative workspace and innovation.
- The mixed-use scheme will transform a currently redundant site hosting an economically unviable former Public House with no current or future employment potential into a vibrant site supporting 28 direct FTE jobs with a wide range of employment opportunities and flexible working arrangements. We estimate job creation will rise from 28 to 40 within three years of the site becoming fully functional.

- The Proposed Development will make a significant contribution to the local and regional economy during the construction phase by supporting 109 FTE direct jobs, 201 FTE indirect and induced jobs, and by generating a total of around £10.65 million direct, indirect and induced economic output (GVA) per annum.
- The cumulative growth supported by the scheme will make a tangible contribution to economic growth within the district.
- A review of existing staff place of residence shows how The Battleaxes would provide a far more sustainable workplace location for the existing Studio Hive workforce with reduced out commuting, (54% to 0%) .
- The proposed Business Hub will provide a new accessible and flexible hot desking and supported workspace enabling local people to work locally in accordance with the Council's policies to improve the range and location of supported workspaces across the district.
- The proposed farm shop and licensed café alongside the retention and development of a boutique B&B will directly support the Visitor Economy Action Plan priority contained within the North Somerset Economic Plan to improve the diversity and quality of visitor accommodation and facilities within the district.
- The proposals complement and strengthen the wider Tyntesfield offer, developing further the role of heritage in defining North Somerset's visitor offer. Dialogue with the National Trust is positive, ongoing, and constructive.
- The proposals meet Government and Local Planning Policy requirements to support appropriate rural employment opportunities and diversification.

Community

- The scheme will secure a sustainable future for the former Public House, enabling the site to provide a much greater range of community facilities and activities than those previously supported.
- The proposals support the inclusion of the Battleaxes site within the Wraxall and Failand Neighbourhood Plan as a location which can provide an important community function. The proposals accord with the requirements of Policy WF1 of the Neighbourhood Plan by safeguarding and enhancing the facility as part of a mixed redevelopment scheme with significant levels of community use and access.
- The proposals will enable the site to develop as a strong and sustainable community hub in accordance with the Neighbourhood Plan's objective for hubs to attract young families and benefit the lives of those already living in the Neighbourhood Plan Area.
- The Licensed café will provide many of the facilities to meet and relax which were previously enjoyed when the site operated solely as a Public House, but now rediscovered and delivered in a modern commercially viable format. The Boutique B&B secures the overnight accommodation uses that formed part of the previous Inn, but again operated in a new commercially viable format.
- The position of the site within the village, availability of on-site parking, access to café and convenience retailing and community services, we believe, will make this a great informal and formal community hub available on a far more extensive basis in terms of hours of operation than could be provided in a stand-alone community building.

- The building has the potential to host a wide range of community-based activities, including the use of meeting rooms for local counselling and access to voluntary services. The flexible operation of the café also provides the opportunity for more informal meeting spaces.
- The Farm Shop provides local access to convenience and artisan products and, together with the Craft facility, will provide a new local retail offer.
- Subject to further dialogue with the appropriate organisations, the scheme has the potential to significantly improve the quality of and access to community facilities, advice and support in Wraxall.

Appendix One

Studio Hive – who we are and what we do.

Studio HIVE is a private property development company with a development and project management capability. We also like to design things, mainly buildings! So much so we now have our own Architectural practice.

We are currently based in Clifton but want to relocate to North Somerset where our founder and many of our staff grew up and already live. We specialise in delivering sustainable, residential-led, mixed-use developments throughout the UK but with a focus on North Somerset, Bristol and the Southwest region.

Our team of talented property professionals includes project & development managers, architects, surveyors, engineers, and sustainability & building experts.

We currently employ 12 staff in the two businesses but have plans to grow both the architectural practice and the development business, with 2 full time and 2 part time roles identified over the coming 18 months. Further to this, we will be developing new collaborations with local architectural and environmental practitioners to create a centre of design excellence in North Somerset.

The team from Studio Hive have been based in and around Bristol for 30 years, so we understand the market, we have worked and collaborated with many stakeholders and Local Authorities to find solutions and unlock difficult sites in the region.

We are committed to supporting the regeneration of Weston-super-Mare by leading the redevelopment of the WSM Rugby Football site.

We have supported the Two Towns (Clevedon and Nailsea) initiative by providing specialist urban design, financial modelling input and community engagement.

We have provided expert support to Design West including input to Design Review Panels to add value to the quality of the built form in the West of England.

We create exciting place-led award-winning sustainable buildings, developments and communities that provide long-term value and a positive legacy for all.

Development Management & Projects

Development management is about combining vision with execution. Our vision is to create mixed-use, design-led developments that positively shape and transforms the surrounding community and brings something new and fresh to the area.

Our team care about the environment, we want to improve the places that we all live, work and relax. Creating the right atmosphere, a positive legacy whilst going on the right journey is key to a successful project. If we get all the ingredients right through our development management service, our clients' property will succeed in adding value to the community and ultimately to our clients.

Our projects, clients and partners all benefit from our collective experience and knowledge of designing, managing, and delivering high quality buildings, developments and places.

Our track record includes many great urban projects such as: Dean Street Works Bristol, Silverthorne Lane Bristol, Weston-super-Mare RFC, Lakeshore Bristol, Seven Acres Cambridge and Royal William Yard Plymouth – many of which are award winning projects.

Studio Hive Values

Habitat -The natural home or environment of an animal, plant or other organism, a person's normal environment.

Your habitat maybe the environment you are accustomed to living in, but the origins of habitat may not be what you would expect. The word goes back to the Latin 'habitare', meaning "to live or dwell", which itself goes back to 'habere', meaning "to have or own". It seems logical that if you own a place, it is your home.

At Studio HIVE, we combine location, ecology, knowledge, contemporary design, and quality to enable us to give your family or business a habitat to thrive. Location is a key factor in any property decision, but you cannot create a great place by placing a beautiful building in isolation. The space around the building is as important as the building itself.

Enhancing and linking with the landscape, be it urban or in the countryside, is vital. In creating new places, we create this linkage with the habitat, we create your new habitat, your environment:

Placemaking, in short, is the building or the strengthening of physical community to create great human habitats.

Innovation -The ability to adapt, or be adapted, to many different functions or activities.

Innovation is the crucial element of everything we do. Be that creating a new product, with a new technology or a new method, finding that solution to a difficult site or complex heritage

asset. Without this approach we would stand still, there would be no progress. Innovation drives us forward.

Over the last 30-40 years, many developers have not been innovative, they have not embraced the changing environment, planning system or occupier trends and as a result they no longer exist. *We have pushed the envelope to explore the potential in the most difficult of development sites and have looked to use the changing planning and sustainability agenda as a platform for our approach to innovation, allowing us to maximise the opportunity before us.*

Our dynamic team look at things differently. From our approach to securing the land initially, through the way we plan design, innovate, and finally put the buildings together, we challenge the design and market norms to ensure we deliver the right solution for each opportunity.

The design approach we take represents our deep ambition to find value while making use of the raw material we have. Be that a confined development site or an under-utilised building which is considered redundant by others.

We aim to break the mould in the spaces and buildings we create, upholding our core design principles. This is not vanilla housing or boring office spaces; this is space that drives value and inspires people.

Versatility-The action or process of innovating: innovation is crucial to the continuing success of any organisation, a new method, idea, or product.

Our approach to development is to explore each opportunity to the maximum. One size does not fit all. We will not roll out a standard product; there are plenty of others doing that in a crowded and mediocre development market.

In an ever-changing market, we adapt our approach. We recently purchased a site with an ambition to deliver a housing scheme but due to the market and planning constraints, we moved to a student scheme, working with Atlas Land to drive a more viable solution, adapting our offering to enhance our return. We aim to be adaptable on all our developments; our ambition is not to follow a single-use class, but to deliver the right solution to each site we apply ourselves to. We will explore all investment asset classes: mixed tenure and mixed-use.

We have been doing this for many years and our developments have stood the test of time and outperformed others. The flexibility of the spaces has allowed them to adapt to the changing market and maximise the long-term value for landowners and occupiers alike.

Environment- *The surroundings or conditions in which a person, animal, or plant lives, the natural world – the impact on the environment by human activity.*

We know that for development to be sustainable, we must address all three pillars of sustainability: social, economic and environmental.

Our aim is to create well-designed, beautiful homes workspaces and communities; allowing people to live happy, healthy, and environmentally positive lifestyles. We do not believe in having a standalone sustainability strategy. Instead, we integrate our vision of generating long-term value and creating successful sustainable places where people aspire to live.

We specialise in developing individually designed, high-quality buildings with low environmental impact.

We think that you can live sustainably without compromising on lifestyle. Our schemes are developed around the things we know people look for in a great place to live and work, high quality buildings and public realm, transport links, and access to jobs and amenities.

To us, the development should not just be energy efficient, but must engage the community to deliver buildings. Good engagement reduces conflict and, most importantly, allows communities to have an influence over the future shape of where they live.

Engagement is key to gaining support, to drive innovative and pragmatic solutions for not only homes, but also new communities and new developments, which can sustain the environment.

Complied by - Studio HIVE Ltd

Date – 1st August 2023