



# Gravity

A Smart Campus

## Local Development Order

Fast-track to the future, naturally

[thisisgravity.co.uk](https://thisisgravity.co.uk)



## The Team

**Gravity**

**Sedgemoor**  
District Council

**BRIDGWATER  
& TAUNTON  
COLLEGE**

**SOMERSET**  
County Council

**Stantec**

**Social**

**LD&A DESIGN**

**JLL**

**ECOLOGY SOLUTIONS**  
Part of the ES Group

**heart of the  
south west**  
local enterprise partnership

**e-on**

**therichardspartnership**

**Albion WATER**

# Introduction.

**Gravity is a once-in-a-generation opportunity to transform the economy and bring forward a new industrial revolution. It will do this by creating more than 7,500 new and high-value jobs centred on advanced manufacturing, as part of a smart campus.**

## A major opportunity

A place to work, live and play, we want to create a campus that attracts international inward investment and well-paid jobs, new supply chain opportunities, supported with world class training and education.

Gravity is not 'business as usual'. It is a trail-blazing place for a changing economy that takes fast action on climate change. This will bring local benefits and support a more sustainable future.

## Gravity aims to:

- Create an exceptional and inclusive smart campus for international business in the UK.
- Support the global move towards a zero-carbon economy.
- Attract new employers, spearheading a new era of green economic renewal in the area with 7,500 jobs.
- Enable local people and businesses to benefit from the new opportunities.
- Improve transport links, and digital connectivity.
- Put Bridgwater on the map for occupiers as a place with a genuinely sustainable future, benefiting present and future generations.



Gravity bird's eye view



# Planning consent.

**Planning consent exists for a range of uses and works on the Gravity site which means that works can commence immediately.**

## **Gravity Local Development Order**

The Gravity Local Development Order (LDO) was adopted by Sedgemoor District Council in February 2022 for the 616-acre enterprise zone site. This has established a fast-track planning regime to enable implementation, to be highly responsive to international business needs. The Gravity site has the ability to host large scale advanced manufacturing facilities (Gigafactory) for the UK, to expedite progress on transport decarbonisation.

The LDO provides a flexible planning framework to enable bespoke occupier requirements to be delivered within the strategic parameters defined by the LDO. This is supported by a proactive compliance process, and a progressive local authority development team to ensure timely decision making and a focus on the speed of delivery.

The LDO permits works necessary to enable the delivery of a smart campus comprising 1.1m square metres of commercial buildings comprising large scale advanced manufacturing, together with a supply park, technology and / or training centre if required, as well as a range of other bespoke uses including hotel, retail and support services, 750 homes and associated infrastructure, rail restoration and utilities.

The LDO documentation, including the Environmental Statement, was progressed with active engagement with statutory consultees, in addition to extensive community engagement. Adoption of the LDO confirms local commitment to the delivery of Gravity as a priority for the locality, region and for the UK as a whole.



Illustrative visual



# A delivery-led approach.

**Understanding what people, businesses and communities need is key to successful places. Gravity is the place to grasp this opportunity.**

Gravity's smart campus aims to be a new and thriving space with well paid jobs and state-of-the-art infrastructure for technology and innovation. A vibrant, inclusive place which supports work and social life as part of a community is an important part of this ambition.

A Smart Campus could include:

- Advanced manufacturing such as electric vehicle manufacturing; battery manufacturing; alternative fuel e.g. hydrogen; modular housing manufacturing; advanced engineering e.g. drone manufacturing
- or aerospace; agritech / hydroponics; and/ or automotive manufacturing.
- Hotel.
- Leisure opportunities, fitness centres and gyms.
- Offices.
- Conference facilities, linking to schools and the college.
- High quality landscape including sports facilities.
- Nursery.
- Accommodation for the future workforce of up to 750 homes.
- Food and drink outlets.



Automotive Advanced Manufacturing



Residential accommodation



Conference facilities and workspace



Food and beverage outlets



# Benefits.

**Gravity will help reshape the local economy but will also be an inclusive place with a focus on wellbeing.**

## **Inclusive growth**

We are committed to inclusive growth. Gravity will deliver local benefits, including ways for local people to access new opportunities. The team is already linking the college and universities to offer training in high value sectors to people of all ages.



## **A special place**

Health and wellbeing will be at the heart of our high-quality designed campus, with leisure opportunities and new links to the surrounding countryside. Gravity will be a special place that considers the wellbeing of people, the community, and the planet.



Illustrative view from Woolavington Road looking towards the Integral Community.

**New opportunities  
for communities and  
local businesses  
with benefits for  
people of all ages  
and backgrounds.**



### **Jobs**

**7,500 new jobs** in high value industries - advanced manufacturing, smart technology, robotics, data, energy and other highly skilled sectors.

Our **Skills Charter** sets out our commitment for local people to benefit from these opportunities.



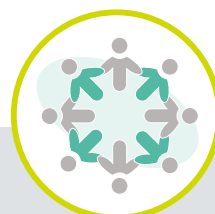
### **Skills**

Working with schools, Bridgwater & Taunton College, universities and other partners, to **build resilience, create training opportunities and inspire new careers.**



### **Local businesses**

A Business Charter to help local businesses respond to **supply chain opportunities.**



### **A great place**

A Design Guide allowing for co-design with occupiers will shape future development as part of a flexible delivery strategy that will attract **high quality inward investment.**



### **Sustainable, smart mobility\***

**Improved bus services, walking and cycling connections** and potential new passenger rail and freight links will benefit Puriton, Woolavington and the wider area.

We will create a **car-free, cycle and pedestrian path between Puriton and Woolavington.** This includes traffic calming measures within the villages.



### **Infrastructure**

**Transport, digital and sustainable energy infrastructure, and utilities.**

We are already progressing infrastructure that most large projects would not tackle until a later stage. By building **a link road at an early stage to connect Gravity to the M5** via the A39, we will minimise our impact on local villages and facilitate the delivery of our village enhancement scheme.



### **Leisure and community**

We will create **new community facilities, leisure and open spaces** to ensure green space is an important part of the campus and supports health and wellbeing.



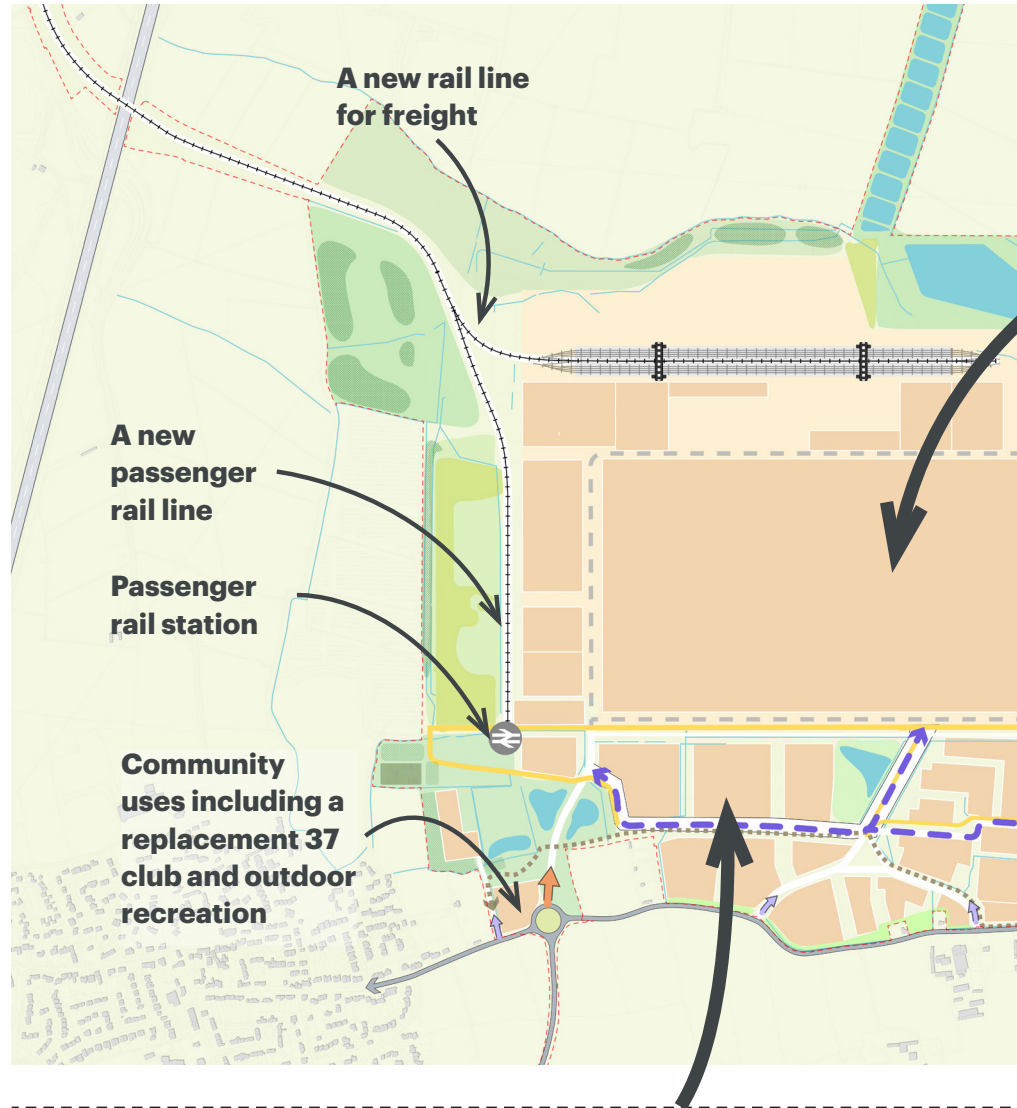
### **Integrated smart campus**

**High value employment** with integrated accommodation will reduce commuting and impacts on the housing market and support a sustainable community.



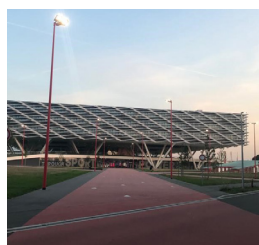
# LDO Concept Plan.

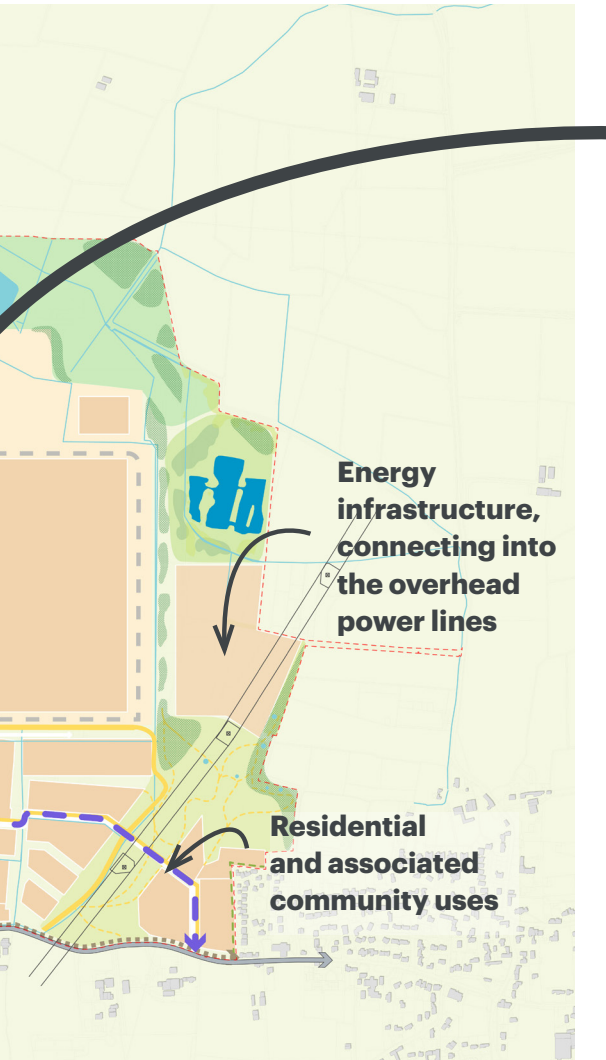
This concept plan demonstrates one way in which a scheme could be delivered under the terms of the LDO. It is a conceptual plan and is therefore not fixed. It gives an indication of the type and form of development that could be achieved within the parameters set and Description of Development.



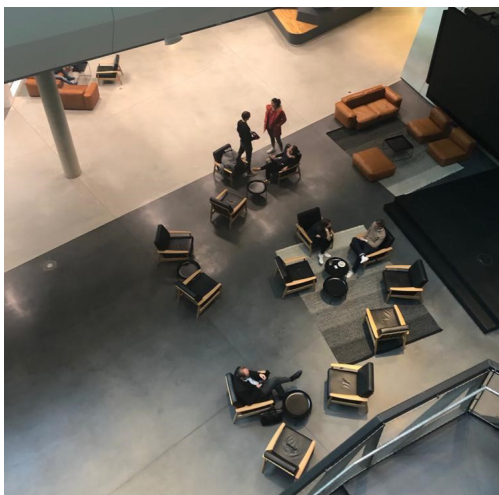
## Integral Community:

Office space, conference facilities, university and education, community facilities, nursery and residential accommodation.





leisure such as gyms, cafés,



## Advanced Manufacturing

Accommodates large scale electric vehicle manufacturing / advanced engineering such as aerospace, agritech / hydroponic manufacturing and battery manufacturing.



# Uses.

The campus is subdivided into different zones, signifying the different types of uses. While the distribution of uses is flexible and will be market driven, the Description of Development for the LDO sets out a maximum floorspace for each use class across the campus.

## Maximum floorspace

Land Use	Use Class	Area (SQM)
<b>Advanced Manufacturing</b>		
<b>Sub total</b>		<b>1000000</b>
<b>Supporting Employment Uses</b>		
R&D	E(g) (B1b)	35000
Storage & Distribution		15000
Industrial Processes	B2 (B1c)	7500
Other supporting employment space incorporating a variety of flexible working activities	E(g) (B1a)	7500
<b>Sub total</b>		<b>65000</b>
<b>Supporting Uses</b>		
Nursery		1000
Hotel/Conference		8500
Sports/Leisure (indoor courts/facilities)		8000
Gym		7500
Retail/Café		750
Health Centre		750
37-Club		2500
Various other employment across site		6000
<b>Sub total</b>		<b>35000</b>
<b>Total floorspace</b>		<b>1100000</b>
Accommodation		750 Units



# Designing a sustainable future.

**How the site is developed and used is a vital part of creating the thriving, successful place we want to see at Gravity.**

**We are developing a Design Guide that will set out the way we will shape future development.**

The approved plans for Gravity will establish key principles for the type and amount of development, but buildings, streets and spaces will not be designed in detail at this stage.

The Design Guide will create the framework for a co-design process with occupiers to arrive at solutions that achieve operational needs and which also meet high standards of design. These might include improving open spaces, creating walking and cycle connections.

Example content:

- **Flexibility to accommodate business need**, including adaptability of designs.
- **Building orientation**, including landscaping, security and boundary treatment parking / position of yards.
- **Street design**, including highway features, street trees, street lighting and design speed.
- **Opportunities**, including walking and cycling routes and biodiversity enhancement.
- **Health and wellbeing** including promoting active travel, access to open space and creating social spaces.
- **Smart mobility** including the design of mobility hubs.
- **Sustainability objectives**, including social, environmental and economic factors.



# Community feedback.

**Recent community consultation has seen us connect with thousands of people online and offline and have hundreds of conversations.**

Here are some of the key findings of the June community consultation:

- **85%** of survey respondents stated their support for Gravity's ambition to create a smart campus and host a new range of businesses where occupiers can make a difference socially, economically, and environmentally.
- **96%** of respondents said they approved of Gravity's aim to respond to the climate emergency through its sustainable design and plans for building the new campus, as well as attracting industries focused on net-zero growth and the technology of the future.
- **96%** of respondents said they supported Gravity's aim to create thousands of permanent and high-quality jobs in net-zero / advanced manufacturing sectors.
- **92%** wanted to see workforce development – providing employment and training opportunities for local people.
- **96%** chose pedestrian and cycle accessibility between villages of Puriton and Woolavington as the best way to improve sustainable travel.



Community consultation event.



# Skills and training.



“We’re already working closely with Gravity and look forward to continuing to support the young people we serve and older people we work with. The past year has been incredibly challenging for the people we teach; opportunities like this are creating a brighter future.”



Matt Tudor,  
Bridgwater  
& Taunton  
College and  
member of  
the Gravity  
Delivery  
Group

We will provide ways for local people to access new opportunities created by the 7,500 new jobs at Gravity.

Our links with the local schools, Bridgwater & Taunton College and universities will ensure people of all ages can make the most of these opportunities, while businesses can source the talent they need.

## **Bridgwater & Taunton College**

We continue to strengthen our partnership with Sedgemoor District Council and Bridgwater & Taunton College with a Local Labour Agreement called a Skills Charter that sets out ways for local people to access opportunities here.



## **Gravity Young Persons' Design Challenge**

Our team is proud to work with two national, educational charities to launch a design competition that encourages local youngsters to imagine and design what kind of a place Gravity will be.

We’ve launched the competition in partnership with:

- **Bounce Forward**, a charity dedicated to teaching young people resilience.
- **Ministry of Building Innovation and Education (MOBIE)**, a charity founded by architect and TV Presenter George Clarke. MOBIE aims to inspire young people to rethink how we design and build places, creating interest in future careers.



Visit  
[www.mobie.org.uk/  
challenges/gravity](http://www.mobie.org.uk/challenges/gravity)  
for more information.



George Clark engaging with school children.

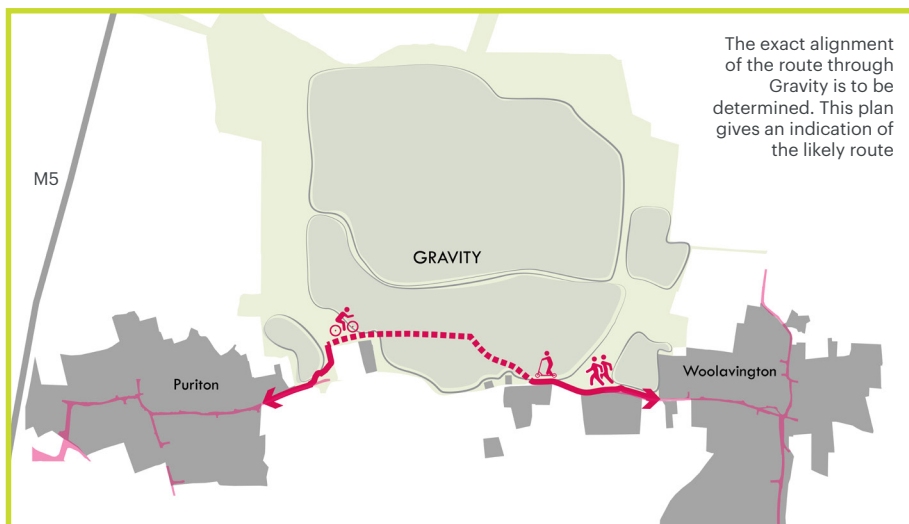
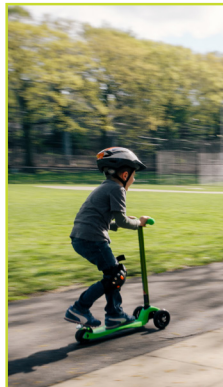


# Demonstrating delivery.

**We are already progressing infrastructure that most large projects would not tackle until a later stage.**

## Village Enhancement Scheme

A car-free, cycle and pedestrian path between Puriton and Woolavington will be created as part of our Village Enhancement Scheme. The scheme also includes local traffic calming measures within the villages.



Aerial photograph of the new link road.

## A new link road

By building a link road at an early stage to connect Gravity to the M5 via the A39, we will minimise our impact on local villages and advance our village enhancement scheme.

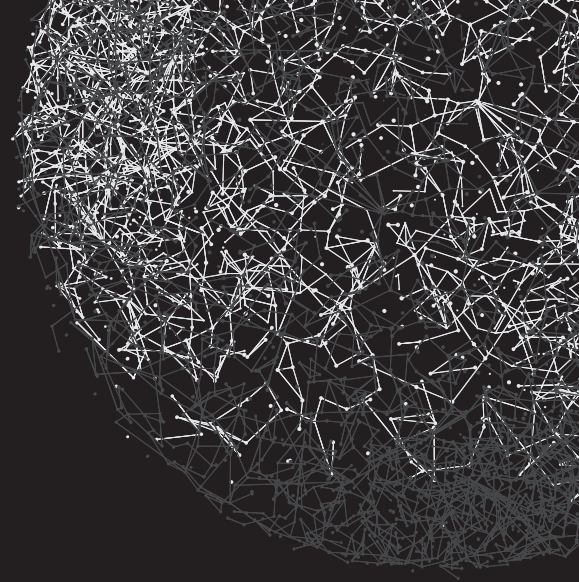


Installation of the green bridge to carry a bridleway over the new link road.





Visualisation



Fast-track to the future, naturally

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The paper in this brochure is recyclable and is part of the Woodland Carbon scheme.