



Investing in Bristol's future

Unlocking opportunity
and driving growth







Bristol

Bristol is a culturally vibrant, innovative and unique city with a huge amount to offer investors and partners who share our vision and values. This prospectus highlights some of the exciting initiatives and opportunities across the city.



Bristol is going through significant transformation from the regeneration of our city centre to the transition towards Net Zero and delivering the homes and infrastructure Bristol needs to continue to thrive. Our new Corporate Strategy 2025 – 2030 sets out our vision and ambitions for Bristol to work with partners to create a fairer and greener city in which people can thrive.

Our Economic Strategy builds upon this vision, with clear missions for how we want to shape our economic development. The Bristol missions serve as a clear statement of our ambitions for the local economy and provide a focus for how we prioritise limited resource – funding, land and staffing – to make a difference.

Our missions:

- **Fair:** equity in opportunity for residents and workforce
- **Green:** create the first Net Zero Economy
- **Thriving:** deliver the most productive economic growth of all regional cities.

There is huge opportunity to innovate, invest and deliver in Bristol from Bristol Temple Quarter, one of the largest regeneration opportunities in the country, to transitioning our economy to net zero through innovative delivery mechanisms such as Bristol City Leap and delivering and unlocking climate resilient infrastructure through the Bristol Avon Flood Strategy.

Bristol City Council and partners are looking for strategic development partners and investors who share our ambitions and values and want to unlock opportunity, drive innovation and deliver economic growth.

Vision

“If you want to invest in one of the most exciting and vibrant cities in Britain; if you want to drive inclusive and sustainable growth, if you want to innovate and collaborate, your journey starts here in Bristol. This document, therefore, is a call to action, for all our partners, businesses and investors to come work with us and deliver for Bristol’s future.”

Councillor Tony Dyer
Leader, Bristol City Council



Invest

Why Bristol?

Long recognised as an economic powerhouse, Bristol offers an unique fusion of skills, geography, ambition and independence of spirit that's driven significant growth in the past and creates ideal conditions for the city to thrive in the future.



Homes We are planning for 35,000 new homes by 2040 – delivery of housing especially affordable housing is a cross party political priority



Population Our population will grow to 550,000 by 2040



Jobs The city's workforce will increase by 13% by 2040



Regeneration 350 hectares of land in and around the city centre has been identified as having potential for regeneration



Green – meeting net zero Our Mission Net Zero programme sets out a roadmap to £5bn of green investment



Flood defences The Bristol Avon Flood Strategy provides a blueprint for £293m of investment to protect the city from flooding far into the future



Our population is young, growing and diverse:

- Bristol is the fastest growing core city in England and Wales. Our population of 479,000 has grown by 10% over the last 10 years
- The median age of Bristol residents is 32.4 years
- 89,000 of our residents have been born outside the UK; 91 languages are spoken.



We have high levels of employment and a highly skilled workforce:

- 79% of the working age population were in work as of March 2024
- 58% of the working age population are educated to degree level or equivalent
- The city has a median annual wage of £35,000, higher than the national average.



Our specialisms across a broad range of economic sectors will drive future growth:

- We are one of UNESCO's 26 global cities of film
- Bristol has the highest density of fintech start ups outside of London
- One third of the UK's quantum startups to date can be linked back to Bristol.



Bristol has a rich cultural scene and offers an excellent quality of life:

- Our visitor economy has grown by 37% in recent years
- Employment in night time industries has grown at the second highest rate of all of the UK core cities
- Urban living in Bristol is increasingly attractive – the city centre's population grew by 49% between 2011 – 21
- Consistently ranked as one of the greenest cities in England, Bristol was the first UK city to be awarded European Green Capital status.

Spotlight
on...

Bristol Temple Quarter

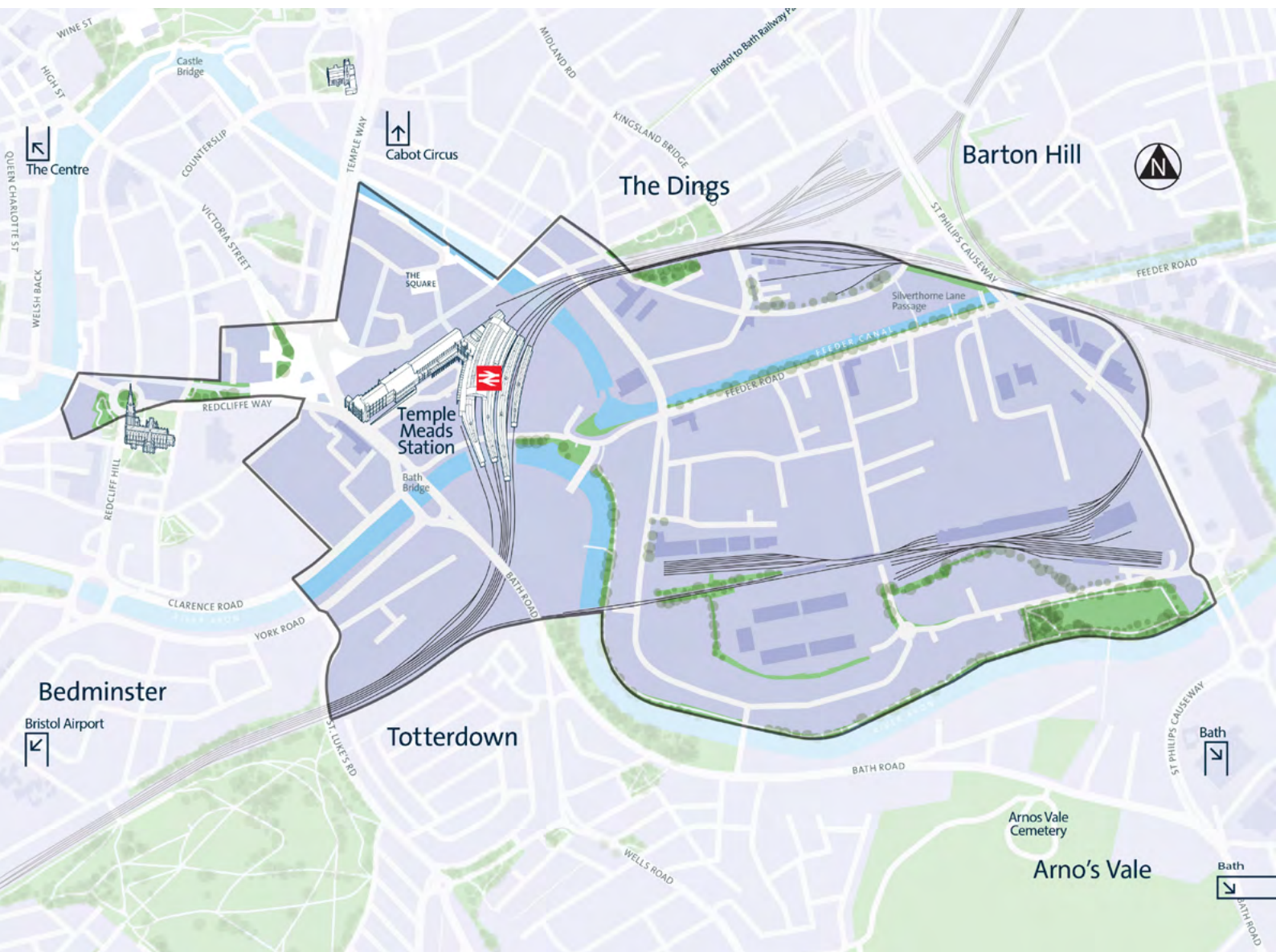
Bristol Temple Quarter (BTQ) is one of Europe's most ambitious city-centre regeneration projects. BTQ presents a unique opportunity for prospective developers and investors to work alongside committed and united public sector partners to deliver a truly transformational project for Bristol and the West of England region.

It is of strategic national and regional importance thanks to the number of homes and jobs it will create, and through its role as a gateway to the West of England.

BTQ is underpinned by the partnership between Bristol City Council, Homes England and the West of England Combined Authority. In March 2024, the Bristol Temple Quarter Limited Liability Partnership (BTQ LLP) was formed by the partners to drive the project forward as a single delivery body. The LLP works closely with Network Rail and the University of Bristol to support the comprehensive regeneration of the area.

The area is split into two principal delivery phases, Temple Meads West and St Philip's Marsh. Temple Meads West focuses on land to the west of the station. Here, early delivery sites owned by the public sector have been optioned to the LLP, which will work with an appointed private sector partner to bring forward new homes, commercial development and public spaces.

St Philip's Marsh is a longer-term opportunity to deliver thousands of new homes and a range of employment opportunities, contributing to the government's growth story and creating transformational change for the city.



The project has growing momentum:

- £94.7m grant funding for new station entrances, land assembly and enabling infrastructure awarded in June 2022.
- The establishment of BTQ LLP, with its members across local, regional and central government; committed to act as a single, coordinated interface between the public and the private sectors.
- Consolidation of publicly owned land around Bristol Temple Meads station through land option agreements.
- One entrance is substantially complete, with another, part of a new transport hub, soon to be submitted for planning.
- Rapid progress on the adjacent University of Bristol Temple Quarter Enterprise Campus, set to open in Autumn 2026: which will boost a growing innovation and technologies sector at the heart of Bristol.

“I firmly believe that Temple Quarter has the power to unlock significant investment and economic growth – not just for Bristol, but for the wider region...”

Lyn Garner Chair of the BTQ LLP Board



BTQ benefits from
£95m Grant funding



Aims to deliver at least
10,000 Homes



BTQ intends to create over
22,000 Jobs



BTQ covers
135 Hectares



BTQ will generate
£1.6bn boost to
the regional economy



Spotlight
on...

Growth and regeneration

Bristol faces the challenge of accommodating population growth and meeting demand for housing within an already densely developed area. Homes must be provided alongside employment opportunities and public spaces while retaining the unique character that Bristol's residents and visitors value so much.

The draft Bristol local plan identifies 10 Areas of Growth and Regeneration (AGRs). They provide a focus for housing led mixed use development, the nature of which to be informed by the communities who live there.

Some already benefit from having regeneration frameworks in place to guide development; others represent opportunities which need developing further.

Bristol city centre is the beating heart of our role as the regional capital of the South West of England and our ambitions as a global city. Over 120,000 people are employed here.

Changes in patterns of land use and retail provision create an opportunity for transformational renewal and growth that continues to attract residents and visitors alike.

Bristol City Council wants to work with developers and stakeholders to implement the Bristol City Centre Development and Delivery Plan, a strategy for how the area should evolve in coming years.

The DDP seeks to facilitate the delivery of:

- 3500 new homes
- A diverse retail offer and vibrant cultural facilities
- Much loved green spaces
- A thriving evening economy.

Western Harbour comprises 36 hectares of primarily highways infrastructure and former bonded warehouses on the River Avon, at the edge of both Bristol city centre and the Avon Gorge with its views of Brunel's Clifton Suspension Bridge. The highways are dated, and the need for reinvestment creates an opportunity to look afresh at the contribution the area can make to the city.

A draft master plan has been developed for the area, identifying the potential to deliver between 750 – 1200 new homes in this waterfront location while celebrating its maritime heritage and renewing key harbour and highways infrastructure.

Development will be run on green energy, built in sustainable drainage and a biodiverse built environment.

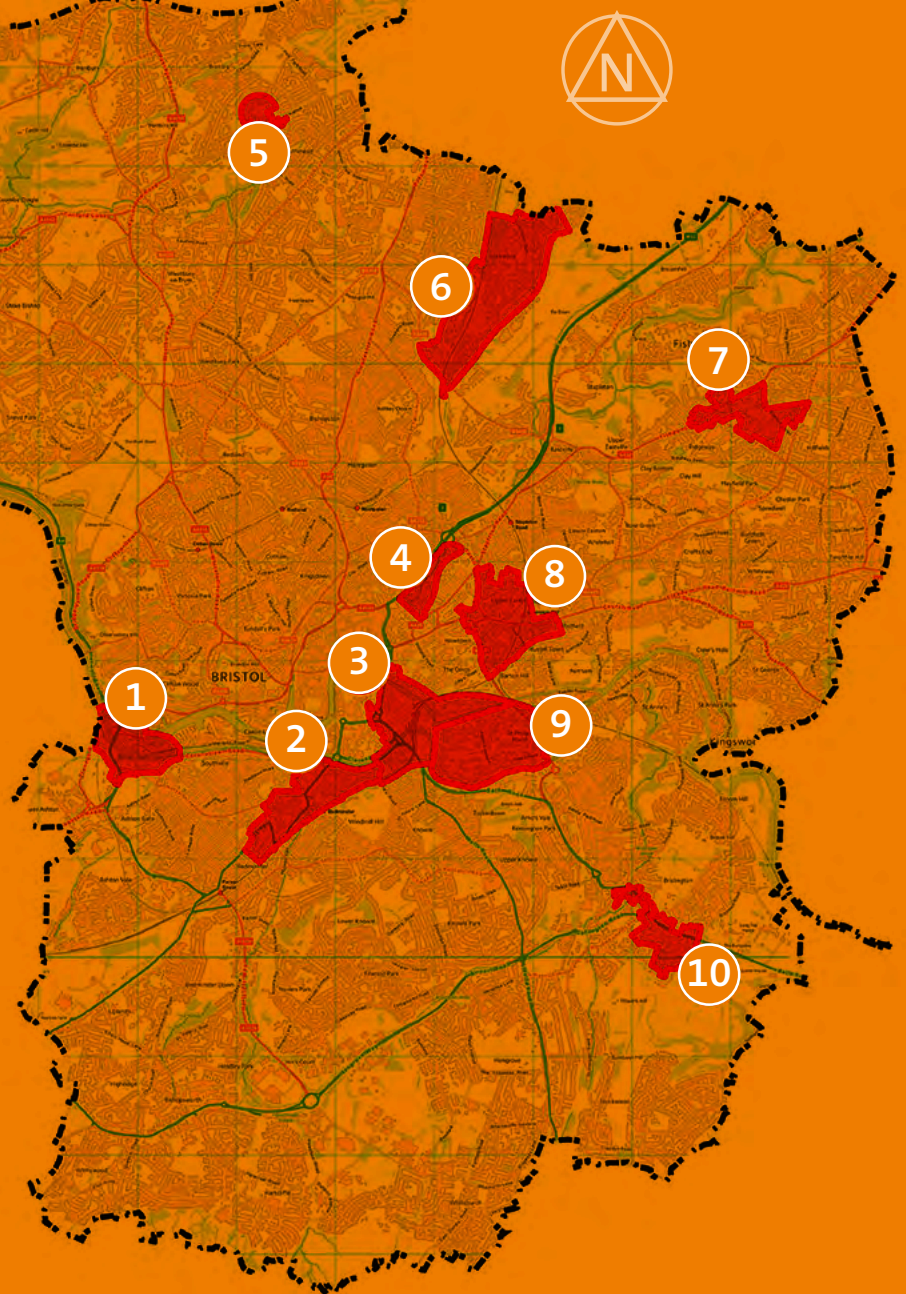
Frome Gateway and Whitehouse Street

Development frameworks have been approved for these areas, both located on the fringes of the city centre. Taken together they provide a blueprint for 3,000 new homes and over 30,000 sqm of employment floorspace. Local communities have been at the heart of developing these proposals, that also include local facilities and public spaces tailored to community needs.



Bristol's areas of growth and regeneration

- ① Western Harbour
- ② Greater Bedminster
- ③ Temple Quarter
- ④ Frome Gateway
- ⑤ Central Southmead
- ⑥ Lockleaze
- ⑦ Central Fishponds
- ⑧ Lawrence Hill
- ⑨ St Philips Marsh
- ⑩ Brislington



Industrial intensification

Industrial intensification and co-location with residential has the potential to play an important part in helping Bristol meet its employment targets and demand for new homes. Given the emerging nature of this type of delivery solution, our planning is at an early stage. Bristol City Council is eager to hear from developers, funders and managing agents who are interested in finding opportunities in the city.

Spotlight
on...

Bristol driving Net Zero

Bristol has been at the forefront of addressing climate change – we are the only UK city to win the title of European Green Capital and we were the first local authority to declare a climate emergency in 2018.

Utilising our expertise in delivery, partnership and green finance we have created several initiatives to speed up becoming a climate resilient and net zero city. Through working with communities, at local place and regional level we are driving innovative change to realise the ambition of becoming carbon neutral.



Bristol City Leap
will deliver over
£1bn
investment



In the first 5 years,
at least
£424m
will be invested



Significant investment in
**community-
owned**
renewable energy projects

Bristol City Leap

Bristol City Leap is a world first approach towards decarbonisation of a city at scale. City Leap is a twenty-year joint venture partnership between Bristol City Council and Ameresco (supported by Vattenfall), that will enable the delivery of over £1 billion of investment into Bristol's energy system and built environment.

During the first five years of the partnership, at least £424 million will be invested in a range of large infrastructure projects including the significant expansion of Bristol's award-winning heat network, renewable electricity generation and retrofit of the city's housing stock. By using Bristol City Council's corporate and social landlord estate, we have built a pipeline of projects and infrastructure ready for investment.

Mission Net Zero

Mission Net Zero is our ambitious project supported by funding from Innovate UK to make Bristol a more sustainable and inclusive city. We are speeding up Bristol and the West of England's transition to net zero by working with local people, sector experts and investors to create new mechanisms to deliver net zero projects and investment faster, better and more fairly.

We're working with the West of England Combined Authority to create a regional climate investment plan and funding mechanisms like the £100m Green Growth West Fund.

“The collaborative efforts demonstrated in creating Bristol City Leap reflect Ameresco's and Bristol City Council's collective commitment to a just transition to Net Zero in Bristol. We are not only addressing the urgent need to decarbonise but also prioritising the creation of jobs and support for local communities, with an impressive £15 million in social value generated through our projects to date.”

Mark Apsey MBE Senior Vice President at Ameresco



Spotlight
on...

Housing

We have a vision for housing in Bristol, and that is that everyone has access to a safe, warm, secure home at a price they can afford and belong to a community in which they can thrive. To do this, we are utilising a range of delivery methods, from delivering homes directly, to innovative joint ventures, to setting up a wholly owned housing company. We look to develop a range of sites; large brownfield regeneration sites such as Frome Gateway, smaller inner-city infill sites and large urban extensions such as Hengrove – we have a variety of schemes and land where we want to work with developers and investors who have similar ambitions to see the housing crisis solved.

We recognise that the economic climate is difficult for many investors and developers – inflation is creating additional financial pressures in services, skills and supply chain. We are delivering initiatives like the Housing Festival, which looks at different delivery models and Modern Methods of

Construction to unlock housing, and the City of Bristol College – Advanced Construction Skills Centre where we are investing in the skills and knowledge to address the barriers to delivery and create a workforce for the future.

“Bristol City Council have been dedicated and effective partners since we were formed in 2018. Their steadfast commitment to solving the housing crisis and working in partnership has been a constant. Bristol work flexibly with us to identify new opportunities and maximise delivery on our existing pipeline.”

Stephen Baker Managing Director Goram Homes



Bristol City Council and Legal & General have come together to bring forward the transformation of Temple Island, to the south of Bristol Temple Meads Station. Plans include two office buildings, around 500 new homes, and a hotel.

“We have a shared ambition to bring this former diesel depot back to life and create a thriving place that meets long-term social needs and delivers a commercial benefit. Bristol City Council have been excellent partners, working with us to undertake critical enabling works on the site and engage the community and business in the area.”

Pete Gladwell Group Managing Director,
Public Investment, Legal & General



Goram Homes

Goram Homes is Bristol City Council's wholly owned housing company, set up to build much needed new homes on council-owned land in our city.

It has around 3,000 homes on its pipeline of 14 development sites across Bristol, over half will be affordable housing for social rent and shared ownership. This includes Hengrove Park, a landmark development of 1,435 homes in South Bristol.

Goram Homes works in partnership with home builders and there are opportunities to work with them on future sites. Its fifth project, Baltic Wharf, will start on site this summer with The Hill Group. This striking development of 166 apartments is being built on Bristol's harbourside.



**Building
for Bristol,
together**

Goram
Homes

Vistry
Group



Spotlight
on...

Working in partnership

Bristol is fortunate in that our ambition is matched by the city's inherent potential. Bristol City Council is always willing to put in the hard yards to work with partners who share our vision of the city's future to make it happen.

Building upon work stretching back to the creation of the Temple Quarter Enterprise Zone in 2012, recognising the potential of underutilised sites and the need to review and modernise the Grade 1 listed Temple Meads Station, Bristol City Council has worked with Network Rail, Homes England and the West of England Mayoral Combined Authority to deliver catalytic development and

build a business case for resources to bring forward a comprehensive regeneration programme for the area. This relationship has now been formalised through the creation of the BTQ Limited Liability Partnership, which is using £95m of Government funding to deliver the programme's initial phases.

“Whether it's Bristol Temple Quarter, Brabazon, or much more, the West of England is primed for investment – with billions already secured. New homes and new infrastructure are crucial for our growing region, which remains ambitious for the future: including in Bristol.

“The West of England has had the strongest recent economic growth of any combined authority, testament to the innovation and efforts of our businesses and workers. Working with national government and Bristol City Council, our region is full of further opportunity which can be unlocked with the right investment.”

Helen Godwin, the new Mayor of the West of England

Invest Bristol and Bath

Invest Bristol and Bath (IBB) is the West of England's inward investment agency. IBB works with investors, developers and occupiers to support investment into Bristol. Working closely with Bristol City Council's Economic Development Service and the Bristol Property Agents Association, they provide a broad range of services dedicated to helping business, from demonstrating why Bristol is the best place for meeting their needs through to providing dedicated aftercare for new investors to the city.





Bristol Avon Flood Strategy (BAFS)

The Bristol Avon Flood Strategy is a critical response to the increased risk of flooding brought about by climate change. Bristol City Council has worked closely with the Environment Agency to identify a plan for £293m of flood defences to protect Bristol City Centre. Substantial capital funding has been committed and a full business case is being developed and near to completion.

“The Bristol Avon Flood Strategy is vital new infrastructure to protect the city of Bristol from the highest risk of flooding and enhance the riverside public realm. We are excited to be working closely in partnership with Bristol City Council on this important project and are committed to continue supporting its delivery.

Delivery of the proposals identified in the strategy dovetail reducing the risk of flooding from the River Avon for existing homes and businesses with the new development planned which is essential for the continued regeneration and growth in the city.”

Ian Withers Area Director – Wessex, Environment Agency



Planning

Bristol has taken comprehensive action to ensure the planning service provides a straightforward and responsive service to investors. By addressing issues around capacity and process, our planning department is now achieving performance comparable with the best in the country.

“The Bristol Property Agents Association represents the collective voice amongst commercial and residential property professionals across the City. We value strongly our relationship with Bristol City Council and Invest Bristol and Bath, and work closely with them to both attract inward investment and create an environment in which development can thrive. All the while making Bristol the best place to live and work.”

Hannah Waterhouse

President, Bristol Property Agents Association and Director – office agency, JLL, Bristol





Contacts

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