

South Somerset District Council

Settlement Profile: Yeovil

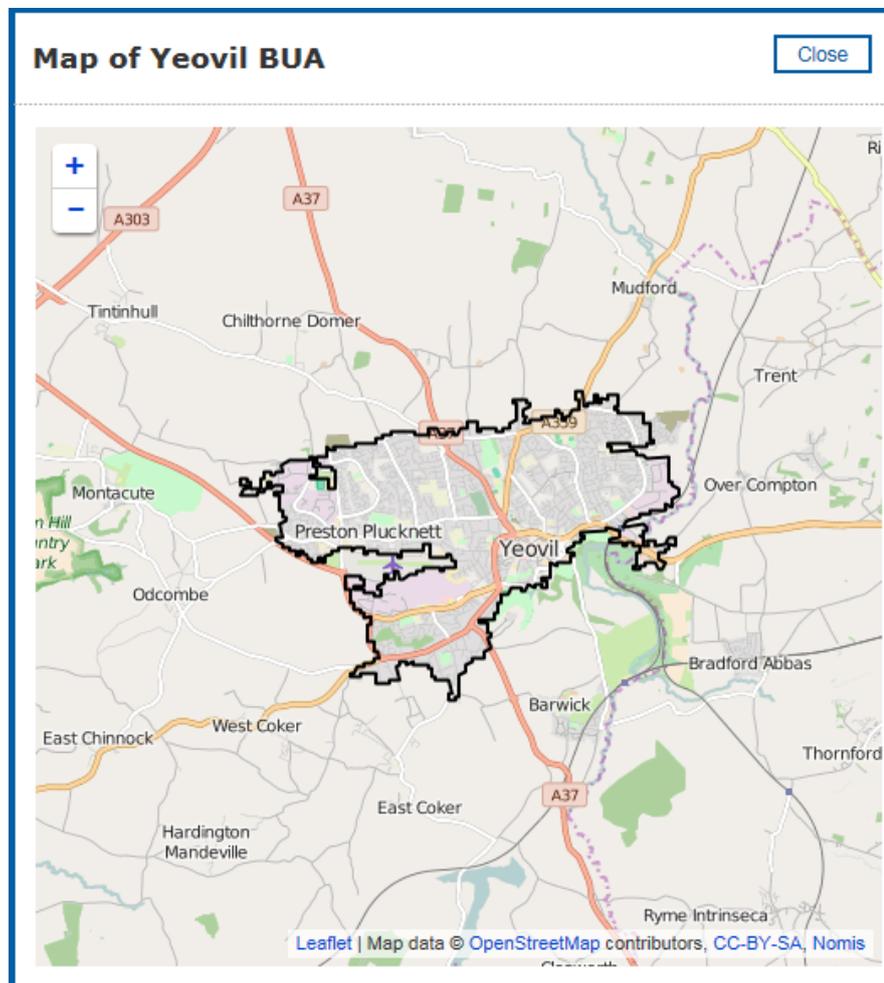


October 2017

1. INTRODUCTION

- 1.1. The Settlement Profile has been produced using 2011 Census data for the 'Built-up Area' (BUA) of Yeovil (Figure 1.1) unless stated otherwise.

Figure 1.1: Map of Yeovil BUA



Source: Partnership Intelligence Unit, Somerset County Council

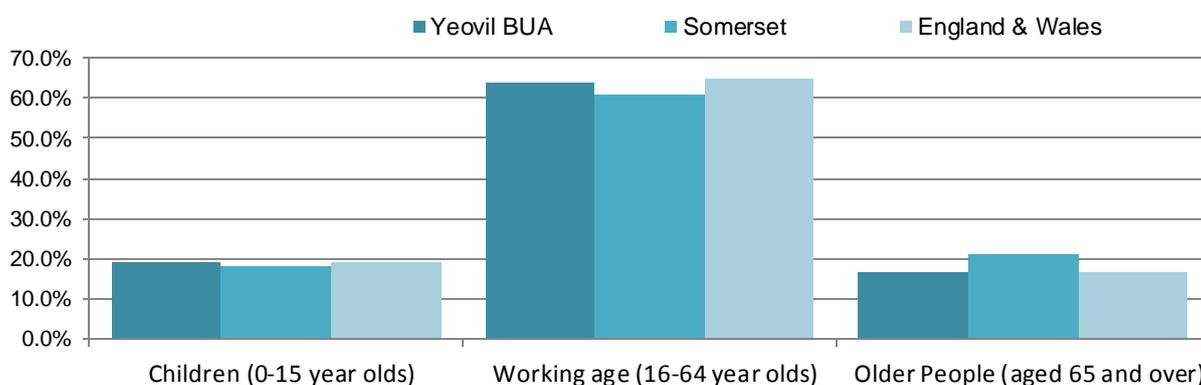
- 1.2. Yeovil is by far the largest settlement in the District, and is the focus for employment, retail, services and housing in South Somerset. Yeovil is located on the south eastern boundary of Somerset, adjacent to the Dorset border, and is surrounded by a large rural hinterland of smaller market towns and villages that extends across South Somerset and into northern Dorset. Taunton is the nearest larger settlement, around 28 miles away to the west.
- 1.3. Yeovil is an historic town with evidence of pre-Roman settlement, steady medieval growth, and a local economy based on cloth and leather manufacturing (with gloving a speciality) that promoted modest expansion into the 19th century. Increased growth came in the 20th century, with aerospace and its associated engineering becoming the town's main industry; and rapid housing development over the last 40 years.

2. POPULATION

2.1 Figure 2.1 shows the age profile of Yeovil's resident population, with the number and percentage of residents in each of the following groups: children; working age; and older people. It then compares the percentages against those for Somerset, and England & Wales.

Figure 2.1 Yeovil's Age Profile Compared to Somerset, and England & Wales

	Yeovil BUA		Somerset	England & Wales
		%	%	%
Total usually resident population	45,784	100.0	100.0	100.0
Children (0-15 year olds)	8,840	19.3	17.8	18.9
Working age (16-64 year olds)	29,270	63.9	61.1	64.7
Older People (aged 65 and over)	7,674	16.8	21.1	16.4



Source: Partnership Intelligence Unit, Somerset County Council, using 2011 Census statistics from ONS

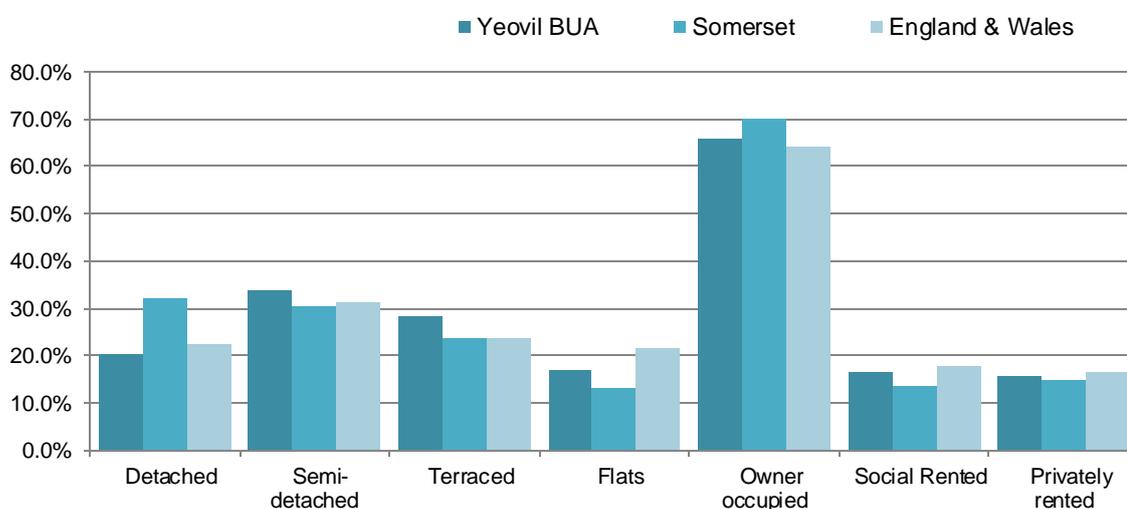
2.2 Yeovil has a resident population of 45,784, comprising over 28% of the total population of the District. Its demographic profile is very similar to that of England and Wales; but with a greater proportion of children and people of working age than Somerset as a whole. The numbers in its elderly population are relatively small compared to the rest of Somerset, although also similar to those in England and Wales.

3. HOUSING

3.1 Figure 3.1 shows the number and percentage of dwellings by dwelling type and households by tenure. It also presents a comparison of dwelling types and tenure profiles for Yeovil, Somerset, and England & Wales.

Figure 3.1: Yeovil's Accommodation and Household Profiles

	Yeovil BUA		Somerset	England & Wales
		%	%	%
Total number of dwellings	20,433	100.0	100.0	100.0
Detached	4,152	20.3	32.3	22.6
Semi-detached	6,912	33.8	30.4	31.1
Terraced	5,808	28.4	23.7	23.6
Flats	3,458	16.9	13.0	21.6
Tenure				
Total number of households	19,581	100.0	100.0	100.0
Owner occupied	12,910	65.9	70.2	64.3
Social Rented	3,198	16.3%	13.5%	17.6%
Privately rented	3,093	15.8%	14.7%	16.7%



Source: Partnership Intelligence Unit, Somerset County Council, using 2011 Census statistics from ONS

- 3.2 Figure 3.1 suggests that Yeovil has relatively fewer detached dwellings than in Somerset as a whole, with correspondingly more of other types of dwelling. There are relatively fewer flats than is the case in England and Wales. There is a lower proportion of owner-occupier households than across Somerset, although the pattern of tenure is not dissimilar to that nationally.
- 3.3 The Local Plan¹ states that 7,441 new homes should be provided in Yeovil; 1,565 located within the Sustainable Urban Extensions and the remainder in the Urban Framework. (Policy YV1- Urban Framework and Greenfield Housing for Yeovil).
- 3.4 In accordance with Local Plan Policy YV2 (Yeovil Sustainable Urban Extensions - SUEs), outline planning applications have been submitted for 800 dwellings, land for economic development and associated infrastructure at Keyford (south area); and for 765 dwellings, land for economic development and associated infrastructure at Upper Mudford, Primrose Lane (north area)². Council officers are working closely with developers and local communities to achieve high quality sustainable schemes.

¹ Policy SS5

² Upper Mudford, Primrose Lane: 14/02554/OUT and Keyford: 15/01000/OUT

3.5 Monitoring³ shows that delivery has been below the annualised housing target in Yeovil, with 2,385 completions to March 2017. This leaves a shortfall of 1,335; however there is a total 1,361 dwellings in committed schemes. If these are all implemented, Yeovil could be considered to be on course to meet its housing delivery target.

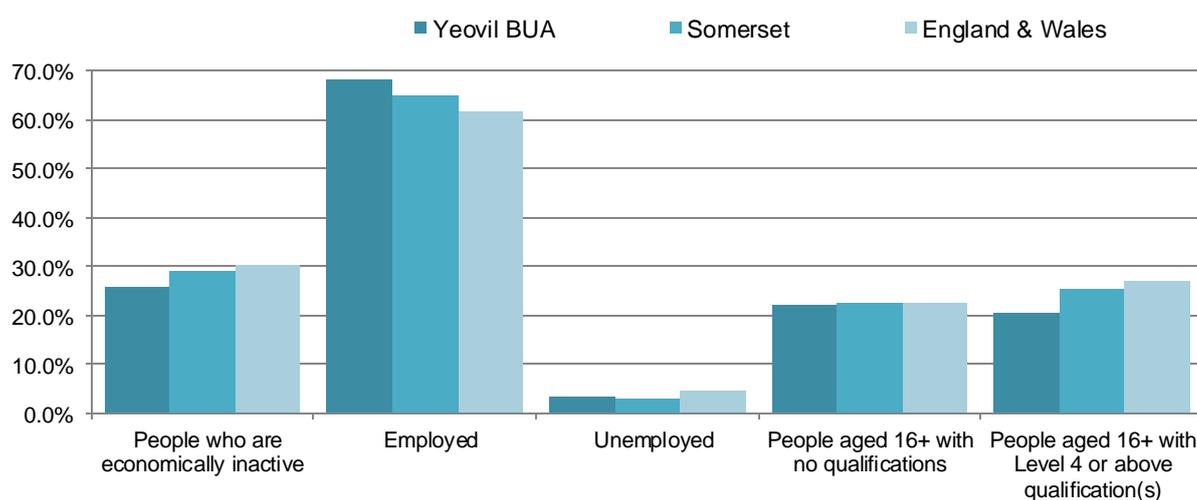
4. ECONOMY

The Economy in General

4.1 Employment rates are much higher in Yeovil than is the case nationally; the ratio seeking jobs is marginally higher than in Somerset as a whole, although this appears to be only because the proportion of those people who are economically inactive in Somerset is higher (See Figure 4.1). The percentage of people in Yeovil with no qualifications is broadly in line with the average elsewhere, but levels of qualifications of NVQ Level 4 or above are still much lower than across Somerset or nationally.

Figure 4.1: Yeovil's Economic Activity

	Yeovil BUA		Somerset	England & Wales
		%	%	%
Total number of people aged 16 to 74	33,101	100	100.0	100.0%
People who are economically inactive	8,539	25.8	29.2	30.3%
Employed	22,606	68.3	65.2	61.9%
Unemployed	1,080	3.3	3.0	4.4%
People aged 16+ with no qualifications	8,120	22.0	22.4	22.7%
People aged 16+ with Level 4 or above qualification(s)	7,645	20.7	25.6	27.2%



Source: Partnership Intelligence Unit, Somerset County Council, using 2011 Census statistics from ONS

4.2 The occupation profile in Yeovil (shown in Figure 4.2) is similar to that across Somerset as a whole, although the presence of Yeovil District Hospital explains the relatively high numbers of people working in the health sector. The town's status as

³ SSSC Monitoring Database

the Strategically Significant Town is also reflected in the high numbers of people working in retail and wholesale. It is perhaps surprising though, given the perception of large amounts of manufacturing in the town and particularly the technical activities related to the aerospace industry, that the ratios in these sectors are not higher compared to the District average.

Figure 4.2: Employment Provision in Yeovil 2015

Sector	Yeovil		South Somerset
	No of Jobs	%	%
1 : Agriculture, forestry & fishing (A)	n/a*	n/a	n/a
2 : Mining, quarrying & utilities (B,D and E)	255	0.87	0.9
3 : Manufacturing (C)	4925	16.8	20.3
4 : Construction (F)	1575	5.4	5.5
5 : Motor trades (Part G)	1235	4.2	18.8
6 : Wholesale (Part G)	1080	3.7	
7 : Retail (Part G)	3625	12.4	
8 : Transport & storage (inc postal) (H)	925	3.2	3.5
9 : Accommodation & food services (I)	1300	4.4	6.2
10 : Information & communication (J)	685	2.3	2
11 : Financial & insurance (K)	290	1.0	0.9
12 : Property (L)	565	1.9	1.4
13 : Professional, scientific & technical (M)	2015	6.9	7
14 : Business administration & support services (N)	1715	5.9	5.5
15 : Public administration & defence (O)	775	2.6	2.3
16 : Education (P)	1800	6.1	7.8
17 : Health (Q)	5425	18.5	14.1
18 : Arts, entertainment, recreation & other services (R,S,T and U)	1230	4.2	3.9
Total	29250	100	100

Source: Business Register and Employment Survey, NOMIS, 2015

The BRES data does not include farm agriculture (SIC subclass 01000).data at settlement level; it is only available at region and country level. This is Open Access data that has been rounded to make it publishable; as such, the figures do not tally to an exact 100%. Somerton is comprised of Super Output Areas E01029225 and E01029226.

- 4.3 The most employment land in gross terms (12.58 hectares) has been provided in Yeovil of all the settlements in the District but once losses have been taken into account (9.73 hectares) this figure falls to just 2.85 hectares. Policy SS3 of the Local Plan is focused on net, new employment land delivery, and so the 1.1 hectares is somewhat off the target for Yeovil. However, the gross land delivery figure should be borne in mind when reflecting on what is happening in the settlement, and it demonstrates that the town is clearly capable of realising a reasonable level of new employment land. But, what the data is also showing is that other changes are occurring in the town, with high levels of existing employment land being lost to other uses, and changes of use generating net additional floorspace but without necessarily requiring new land.

4.4 A significant recent new commercial development in Yeovil is the Innovation Centre; and infrastructure vital to the delivery of the Lufton 2000 site has been provided. Planning permission has also been granted for a major extension to Yeovil District Hospital and for an Aerospace Industry Hub.

The Town Centre

4.2 In retail terms, Yeovil is designated as the Principal Town Centre at the top of the settlement hierarchy. Policy SS1 states that Yeovil is a strategically significant town and the prime focus for development in South Somerset.

4.3 The diversity of Class A uses present in the centre is set out in Figure 4.3 and these are compared with the national average.

Figure 4.3: Yeovil Use Class Mix by Unit

Type of Unit	Number of Units 2010	Number of Units 2017	% of Total Number of Units	
			Yeovil	UK Average
A1 Comparison	156	127	34.0	33.4
A1 Convenience	27	26	7.0	10.4
A1 Service	121	40	10.7	13.0
A2 Service		47	12.6	11.8
A3 (Restaurants and Cafes)		33	8.8	9.5
A5 (Hot Food Takeaways)		25	6.7	6.0
A4 (Pubs/Bars)		12	3.2	4.6
Vacant		43	63	16.9
Total	352	373	100	100

Source: South Somerset Retail and Main Town Centre Uses Study; Lichfields 2017

- 4.4 Yeovil has a good selection of retail and service uses and its key roles include:
- **Convenience shopping** – Within the town centre boundary exists a Tesco Extra (11,572 sq. m gross), M&S food hall (592 sq. m), Iceland (596 sq. m) and several smaller operators. A Farmfoods store (812 sq. m) is situated at Sherborne Road which is just outside the town centre boundary. Outside the town centre there is an Asda (Preston Road), Morrison’s (Lysander Road) and two Lidl stores (West Hendford and Lyde Road).
 - **Comparison shopping** – The main comparison units are found on Middle Street and within the Quedam Shopping Centre. There is a high number of multiples (chain stores) including Argos, Animal, Primark, Peacocks, Wilkinsons, Marks & Spencer, Monsoon, WH Smith and HMV. Beales Department Store (formerly Denners) is also present in two locations.
 - **Services** – There is good range of banks with most of the national banks represented (Barclays, HSBC, Natwest, Halifax and Santander). There is a good range of travel agents and estate agents. There is a reasonable range of chain and independent cafes/restaurants within the centre. Chains restaurants include Prezzo, Subway, Ask, Burger King and Frankie & Benny’s.

- **Entertainment/leisure** – Town centre entertainment includes a Cineworld cinema, the Swan Theatre, a Mega Bowl bowling alley as well as numerous public houses, bars and clubs.
 - **Other** – The centre provides a wide range of other (non A Class) town centre uses such as tattoo parlours, nail/beauty salons, tanning studios, dry cleaners, dentists, doctors surgery, hotels and a library. These attract footfall and provide valuable services to local people.
- 4.6 Yeovil market takes place on Lower Middle Street every Tuesday and Friday (between 9am and 3pm) with additional markets around Christmas. The market provides a wide selection of goods. The market bring footfall into the town centre which in turn assists in providing spin off trade to the wider shops.
- 4.7 The Retail and Main Town Centre Uses Study⁴ estimates that Yeovil will have the capacity to accommodate the further retail and food/beverage floorspace shown in Figure 4.4. In the medium term, the requirement for additional convenience floorspace is almost nil; and is limited even in the longer term. There is however, considerable scope to provide for additional comparison shopping.

Figure 4.4: Projected Retail Floorspace Capacity in Yeovil

Type	Additional Floorspace (Square Metres) (Gross)		
	By 2024	By 2029	By 2034
Convenience	14	555	1,078
Comparison	5,755	13,561	21,508
Food and Beverage	502	1,489	2,452
Total	6,271	15,605	25,038

Source: South Somerset Retail and Main Town Centre Uses Study, 2017

- 4.8 It may be the case that the re-use of units currently vacant could assist in fulfilling the above needs. Vacant units are dispersed throughout the centre but there is a pocket of vacant units in the Glovers Walk area of the town as well as on Vicarage Walk. The number of vacant units within the Quedam Centre is a concern given that it is designated as primary shopping frontage; there are a total of 14 vacant units here, including the large former BHS Store. There is a concern over the harm to the centre that could be caused by further expansion of the Babylon Retail Park outside but adjacent to the District boundary in West Dorset.
- 4.9 The Yeovil Refresh project is currently underway. The regeneration projects in the Yeovil Urban Development Framework (2005) are being reviewed as part of this project. It focuses on investment and regeneration of development opportunities in the town centre including the Cattle Market, Stars Lane and Box Factory sites.
- 4.10 At the time of writing, part of the town centre called 'Glovers Walk' is up for sale, which may offer additional opportunities for regeneration and a greater town centre offer.

⁴ South Somerset Retail and Main Town Centres Uses Study 2017

5. INFRASTRUCTURE

5.1 Yeovil is the principal town in the District with significant growth planned; and the Infrastructure Delivery Plan Update 2015/16⁵ identifies a number of associated infrastructure projects which will require substantial investment. These include the following:

- The Yeovil Eastern Corridor project proposes several highway improvements through the town centre and eastwards;
- The Yeovil Western Corridor aims to increase the capacity of key junctions to the west of the town, as well as enhancing walking and cycling links, with secured funding of £11 million;
- Lyde Road / Sherborne Road – the conversion of the existing junction to a traffic light signal controlled junction has now been completed;
- An upgrade to the existing Lyde Road / Mudford Road junction, to a traffic light signal controlled junction;
- The creation of a roundabout at the Combe Street Lane/ Mudford Road junction;
- A new roundabout is needed on Primrose Lane to allow access in to the west of the Northern SUE; and for the Southern SUE, a new fifth arm for the Keyford roundabout is required, also with improvements to Little Tarratt Lane/ A37 junction;
- The creation of a new cycle route along Lyde Road (route between Howard Road and Camborne Street);
- Improved access to key regeneration sites in the town centre, such as the Cattle Market, Stars Lane/Box Factory, Glovers Walk, and the Quedam Extension;
- There is a long term aspiration to create a short rail link between Yeovil Junction and the line running south towards Dorchester, allowing direct routes between Weymouth and Exeter/ Plymouth;
- New sewers will be required at the Brimsmore and Lufton key sites; the Pen Mill Sewage Treatment Works requires a detailed Strategic Enhancement Plan; and off-site electrical and gas reinforcement works will be required for the South SUE;
- One new primary school has been completed at the Wyndham Park site; and another is under construction at Lufton. Two further new primary schools are required in the medium term, one at the Brimsmore Key Site, and one associated with the South SUE;
- The Local Plan creates the opportunity for a new health centre in each of the two SUEs; and opportunities to provide integrated health care are being considered including Yeovil District Hospitals ‘Symphony’ project; and
- New housing generates a need for additional open space and outdoor play space, sports, community and cultural facilities.

⁵ South Somerset Infrastructure Delivery Plan Update 2015/16, Part One – Spatial Summary, January 2016: https://www.southsomerset.gov.uk/media/814403/idp_2015_16_part_1_issue.pdf

6. TRAVEL

6.1 Yeovil is closely linked to the A303 trunk road which runs east-west through the District. The A30 and A37 run through the town. There are two mainline railway stations, Yeovil Pen Mill and Yeovil Junction. Neither station is ideally located as Pen Mill is on the eastern edge of the settlement and Yeovil Junction is located two miles to the south. However, there is a regular bus service from the stations to the town centre and Pen Mill has good pedestrian and cycle links with the town centre via an off road path. Bus and train routes available in Yeovil are shown in Figure 6.1.

Figure 6.1: Public Transport Provision in Yeovil

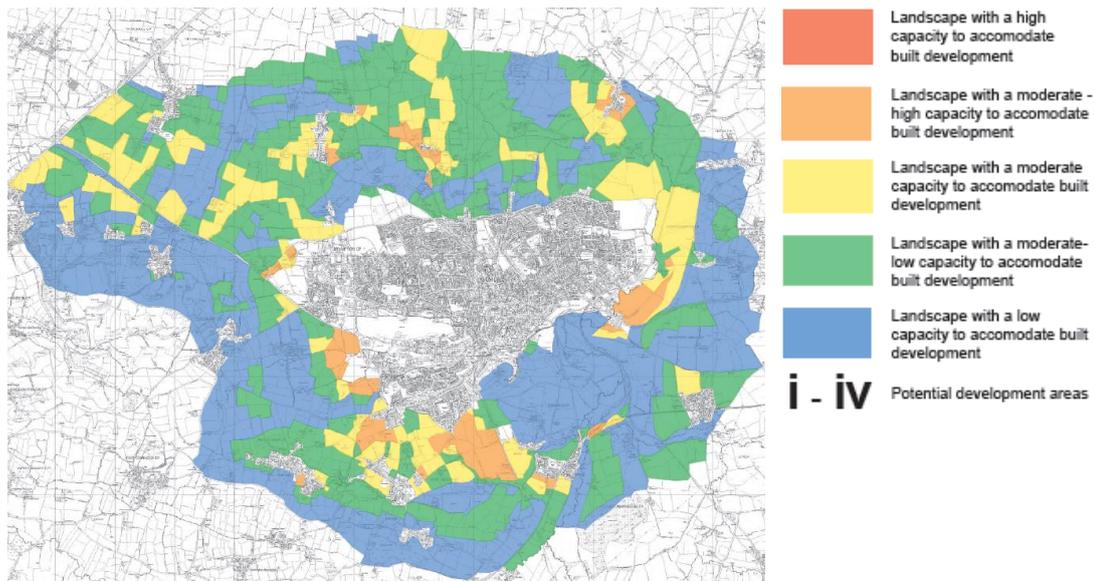
Buses		
Operator	Principal Destinations	Frequency (approx.)
Buses of Somerset	51 Yeovil Town Service (Abbey Manor/Cavalier Way)	20 mins.
	53 Yeovil Town Service (Monks Dale/Wessex Road – Lyde Road)	30 mins.
	54. Taunton – Langport – Somerton – Ilchester - Yeovil	Hourly
	57. Yeovil - Sherborne	Hourly
	58/ 58A. Yeovil – Sherborne – Milborne Port - Wincanton	2-hourly
	59. Yeovil – Sherborne - Milborne Port – Stalbridge - Marnhull	2-hourly
	77. Yeovil – Ilchester – Somerton – Street – Glastonbury - Wells	Hourly
South West Coaches	1/1A/1B/1C Shepton Mallet – Castle Cary - Yeovil	Mltip. daily
	11 Yeovil Town Service (Abbey Manor/Lyde Road)	30 mins.
	5. Babcary – Yeovil	Weds only
	8. Pilton - Yeovil	Fri. only
	19. Bruton – Yeovil	Fri. only
	68 Town Centre to Yeovil Junction & Pen Mill Stations – Barwick – Stoford – Lyde Road Area	30 mins.
	81 South Petherton – Stoke-sub-Hamdon – Yeovil	Hourly
	96/96A Chard – Crewkerne – Yeovil	Mltip. daily
	X10 Blandford – Sturminster Newton – Yeovil	Mltip. Daily
	X11 Dorchester – Sherborne – Yeovil	Mltip. Daily
	658/659 Shaftesbury - Wincanton – Yeovil	Col.Days

First Wessex	40 Bridport – Beaminster – Crewkerne - Yeovil	3 x daily
Nippy Bus	16. Ilminster – Yeovil College	Col. Days
	612 Fairmead – Lyde Rd to Pen Mill, St Guildas & Reckleford Infants schools	Sch. Days
	N8. Yeovil – Forest Hill - West Coker & Demand Responsive (DRT) from Various villages between Merriott and Yeovil	Hourly
	N9/N9A Martock – Tintinhull – Ash - Beechwood – Yeovil. Links with N6 DRT from Villages around the Martock / Ilminster Area	Hourly
	N11 –Yeovil – Fleet Air Arm Museum & DRT from various villages between Yeovilton and Keinton Mandeville	Tues & Fri only
Berry's Coaches	London Superfast	2 x daily
National Express	333 Blackpool - Bournemouth	Daily
Train Services		
Operator	Service	Frequency (approx.)
Yeovil Junction		
South Western Railway	London Waterloo to Exeter (serves Yeovil Junction Station) via Basingstoke, Andover, Salisbury, Gillingham, Templecombe, Sherborne, Crewkerne, Axminster & Honiton	Hourly
Yeovil Pen Mill		
Great Western Railway	Weymouth – Bristol (serves Yeovil Pen Mill Station) via Dorchester, Castle Cary, Westbury, & Bath	2-hourly

7. ENVIRONMENT

- 7.1 The Peripheral Landscape Study⁶ shows that there is land to accommodate growth, taking into account landscape character and sensitivity; and historic, wildlife or environmental constraints, with the potential major urban extension options (up to 5000 houses – black dotted outlined); secondary urban extension options (1000 - 1500 houses) (i – iii); and those discounted (iv – vi) identified (Figure 7.1).

Figure 7.1: Yeovil Landscape Capacity



Source: Peripheral Landscape Study (2008)

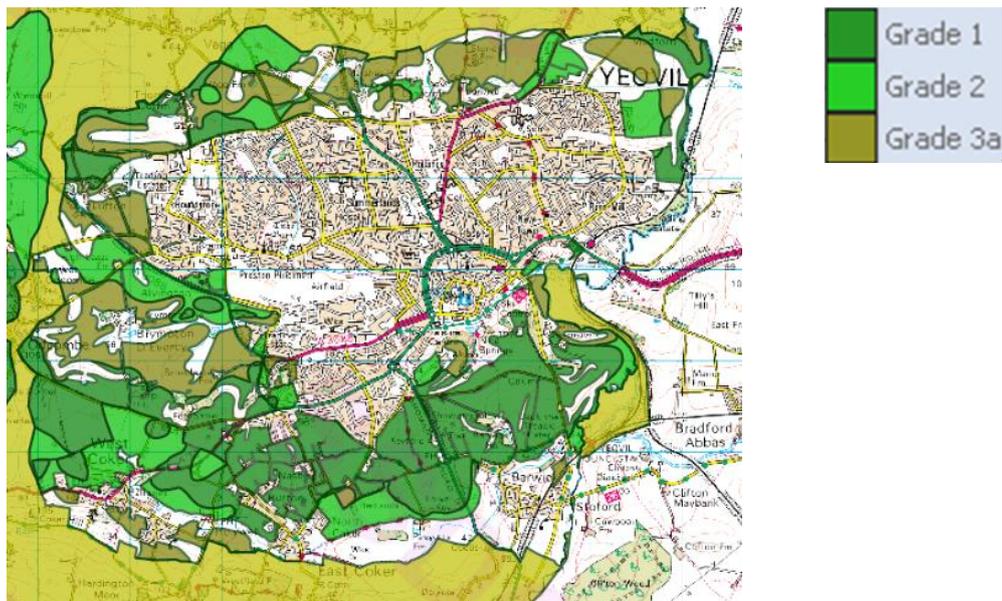
- 7.2 Best and Most Versatile (BMV) agricultural land (Grades 1, 2 & 3a)⁷ is a key environmental constraint according to the National Planning Policy Framework (NPPF⁸). As Figure 7.2 shows, large bands of Grade 1, 2 and 3a land surround Yeovil.

⁶ Peripheral Landscape Assessment, March 2008

⁷ Defined in the NPPF, (DCLG) 2012 – Annex 2

⁸ DCLG, 2012

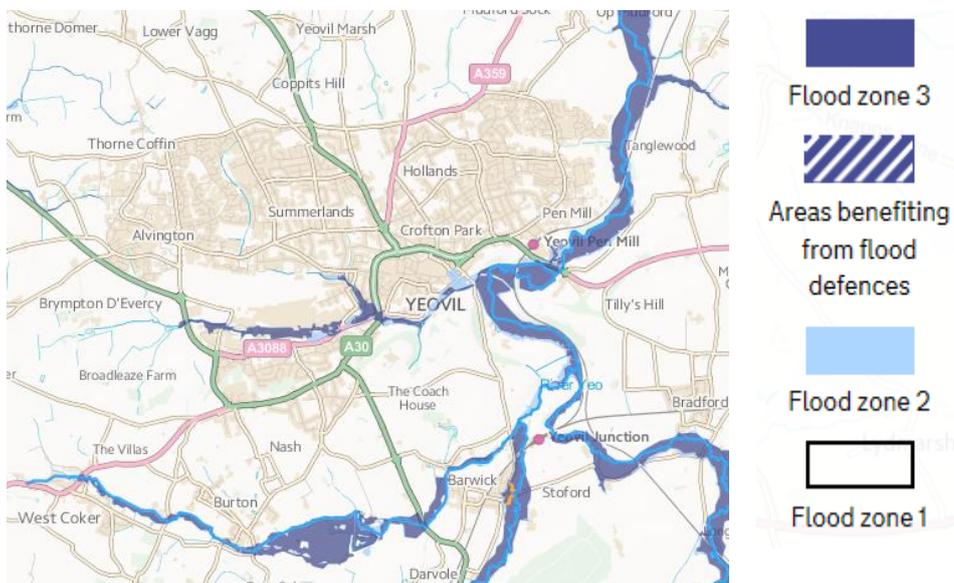
Figure 7.2: BMV Land around Yeovil



Source: WebMap, Ministry of Agriculture, Fisheries and Food

7.3 Another environmental constraint to be taken into account in Yeovil’s growth is flood risk, shown below in Figure 7.3.

Figure 7.3: Yeovil Flood Map



Source: GOV.UK Flood Map for Planning

7.4 The River Yeo, Coker Stream and Welhams Brook, plus associated headwater streams, have areas prone to flooding in immediate proximity (identified as flood zones 2 and 3 by the EA) particularly the low-lying meadows alongside the Yeo between Mudford and Barwick, and the Coker Stream in the vicinity of Coker Moor. Whilst only a partial constraint to development in the past, it is recognised that floodplain is regarded as an undesirable area for development, and without associated attenuation and balancing features being built into any development, its form, extent and type will be constrained by flood risk.

8. CONCLUSION

- 8.1 Yeovil is the principal town in the District; it is the largest; provides most jobs; and has the most substantial town centre with its wide range of shops, bars, restaurants, leisure provision and services.
- 8.3 The town can deliver further development sustainably and promote a better balance between jobs growth and where people choose to live. A critical mass, economies of scale and better use of existing infrastructure can be secured through Yeovil's continued designation as the primary focus for growth.
- 8.4 There are potential options for the growth of the town beyond the present Local Plan allocations for the two Sustainable Urban Extensions. However, the town is constrained by: landscape sensitivity to the north; heritage and landscape sensitivities to the south; a listed park and gardens to the west; and the Dorset border to the east.

Key Issues

- 8.5 The key issues that will need to be taken into account in the future planning of Yeovil include:
- The town's population as a whole is generally younger than is the case across much of Somerset. Employment levels are high, although levels of qualifications achieved are relatively low.
 - The manufacturing and health sectors dominate the employment profile of the town, perhaps reflecting the town's long association with engineering and in particular the aerospace industry; and the presence of Yeovil District Hospital. A large number of people also work in the retail sector, with Yeovil being the Principal Town Centre in the District.
 - Yeovil is capable of delivering large areas of new employment land, but much of what has been identified as appropriate has not been brought forward, possibly because of high associated infrastructure costs and lack of occupier demand.
 - The Town Centre is performing reasonably well, but there are concerns about the number of vacant units; and there is a potential threat to the town centre if the Babylon Retail Park is permitted to grow further. The Yeovil Refresh project is aiming to regenerate several vacant and high profile sites.
 - In the medium term, the requirement for additional convenience floorspace is almost nil, and is limited even in the longer term.