



Evidence Base

Midsomer Norton Masterplan

Bath & North East
Somerset Council

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Report Title: Midsomer Norton Masterplan Evidence Base.

Report Client: Bath and North East Somerset

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Date: 2025.

For and on Behalf of: Avison Young (UK) Limited.

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Introduction

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Introduction

Avison Young, alongside Allies and Morrison have been commissioned by Bath & North East Somerset Council (B&NES) in partnership with Midsomer Norton Town Council (MNTC) to re-imagine the town centre and develop a vision and town centre masterplan for Midsomer Norton. Avison Young have noted that there are some gaps in the economic, demographic, commercial and residential market profile of Midsomer Norton and its catchment. This information is needed to create an overarching land use strategy as well as site specific propositions.

This evidence base report therefore provides an economic, demographic, commercial and residential market analysis to provide a robust understanding of the local context and establish a baseline against which success can be monitored. In preparation for the Delivery Strategy and Investment Plan, a mapping exercise of landownership has been completed as part of this exercise.

This document is structured around the following headings:

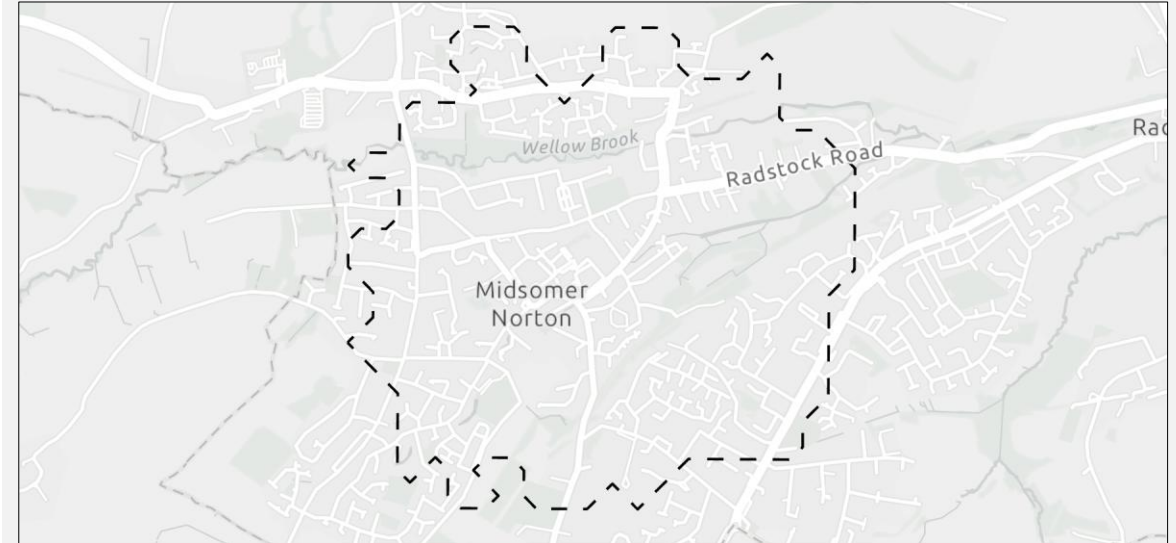
1. **Background Context:** Offers an introduction to Midsomer Norton's key assets and landownership.
2. **Economic Profile:** Sets out information on Midsomer Norton's economy and which sectors present opportunities.
3. **Demographic Profile:** Analyses the population profile of Midsomer Norton's catchment and what socio-economic challenges the area faces.
4. **Commercial Market:** Provides an overview of how Midsomer Norton's retail, office and industrial market are performing.
5. **Residential Market:** Sets out an overview on Midsomer Norton's residential market.
6. **Recommendations:** Provides a longlist of possible interventions in line with evidence base analysis.

A wide range of qualitative and quantitative data sources have been gathered, analysed and presented for the town centre's local catchment (i.e. within a 15-minute walk) and wider catchment (i.e. 20-minute drive). We will also benchmark data against other similar sized town centres in the area to help understand the area's position in the wider region.

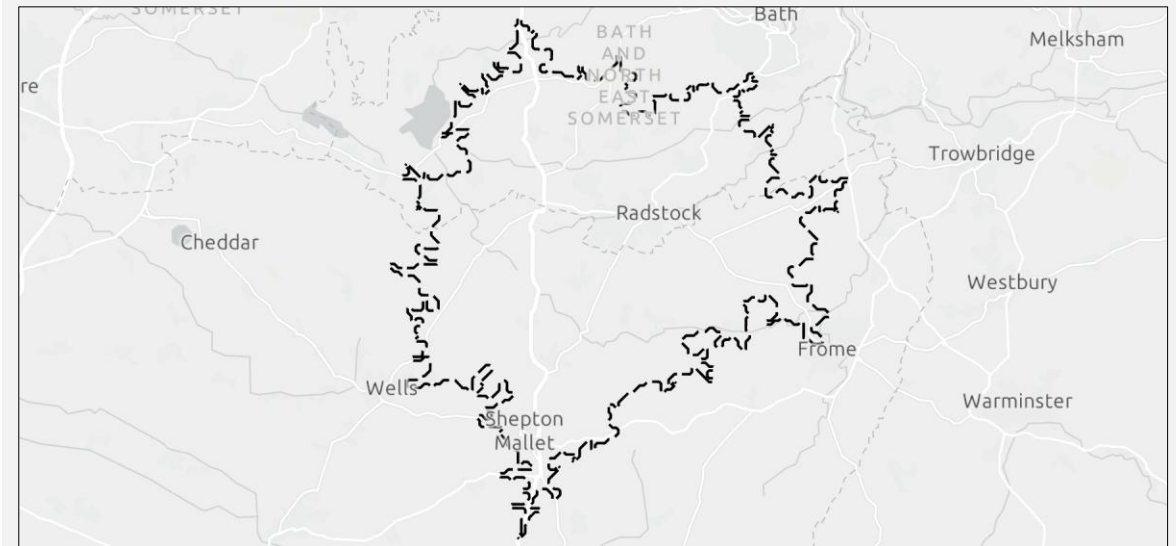
To contextualise Midsomer Norton's performance, datasets are benchmarked against the local catchment of other similar sized town centres in the area. This includes: Shepton Mallet, Keynsham, Cheddar, Frome, Radstock and Bradford-on-Avon.

The boundaries for each town centre are shown overleaf.

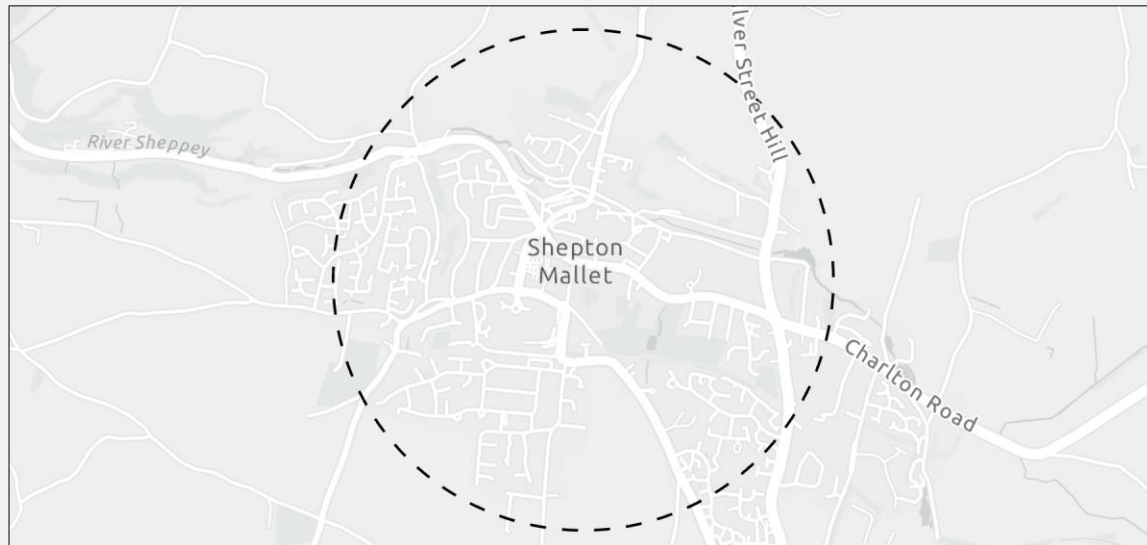
Midsomer Norton Local Catchment



Midsomer Norton Wider Catchment



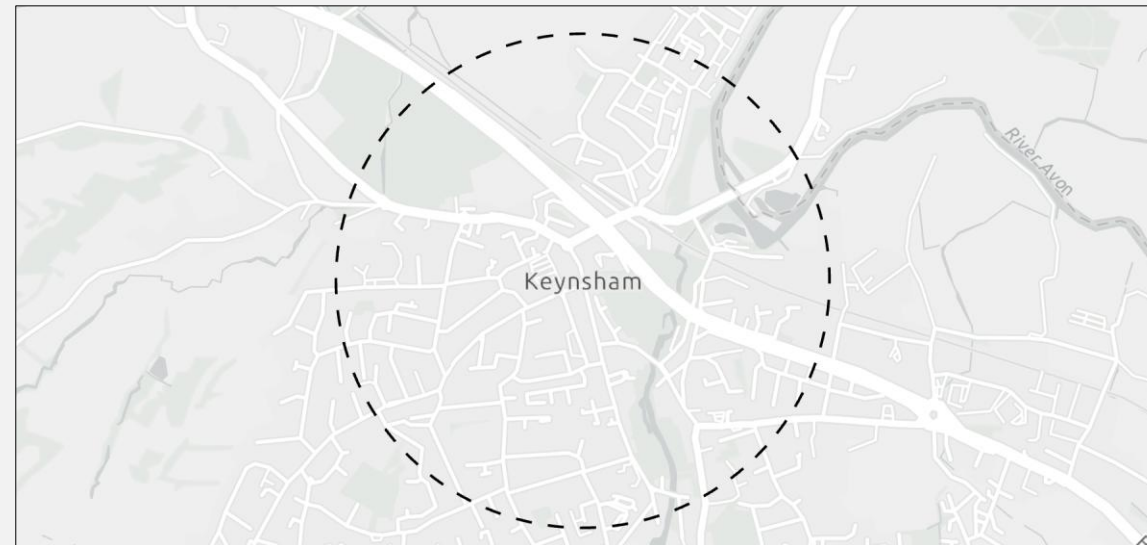
Shepton Mallet Local Catchment



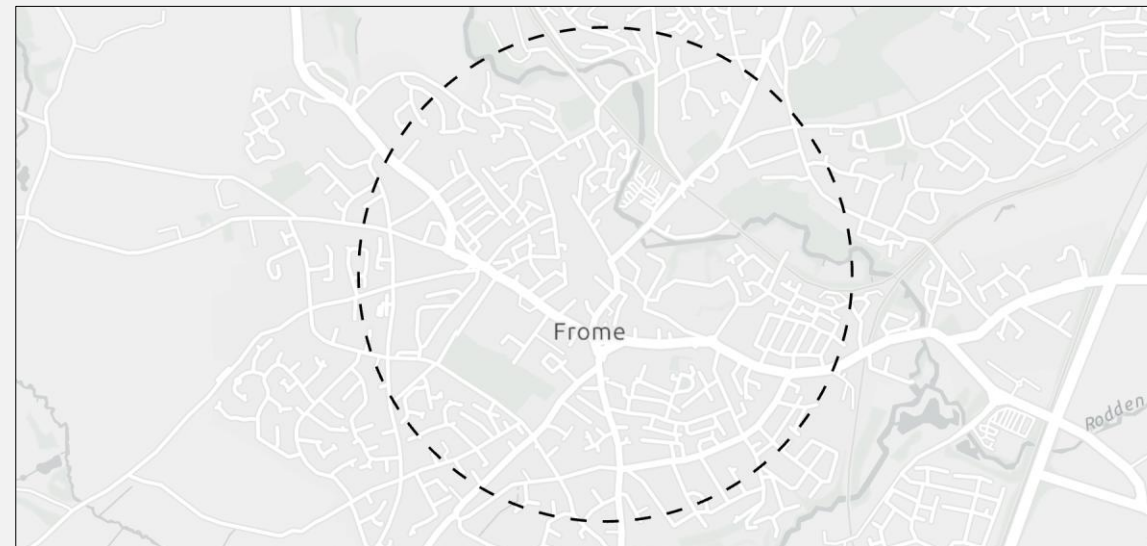
Cheddar Local Catchment



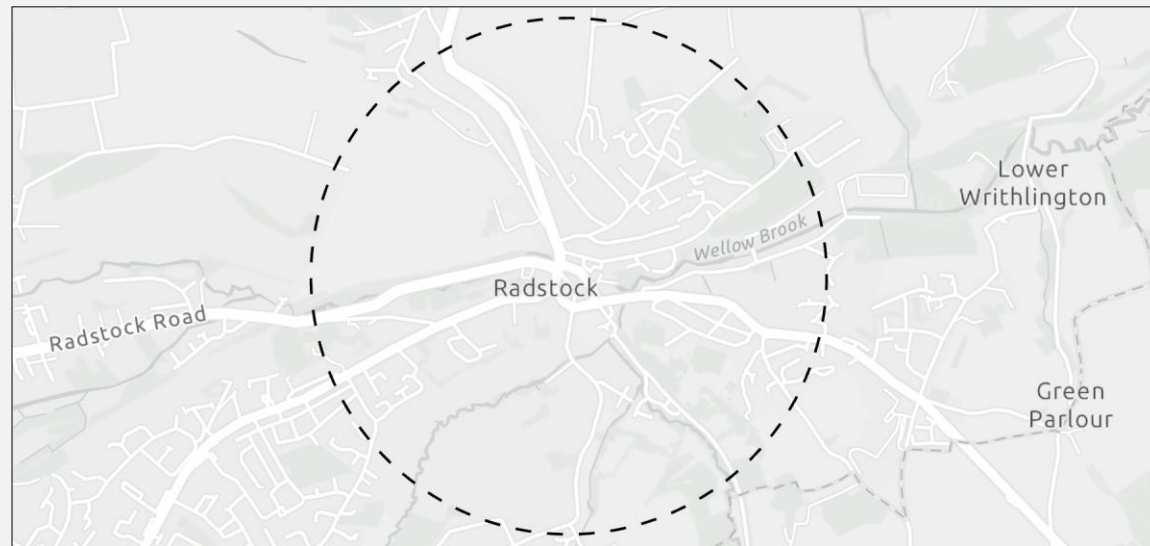
Keynsham Local Catchment



Frome Local Catchment



Radstock Local Catchment



Bradford-on-Avon Local Catchment



Summary



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Economic Profile: Key Messages

Midsomer Norton's local catchment has one of the largest economic profiles against comparators...



Midsomer Norton is made up of 5,000 jobs and 600 businesses. Only Frome (6,000 jobs and 980 businesses) and Keynsham (6,000 jobs and 685 businesses) have a bigger employment base. Shepton Mallet is similar to Midsomer Norton (5,000 jobs and 280 businesses).

Employment and business count has decreased locally...



The number of jobs in Midsomer Norton's local catchment has decreased by -10%. This is only lower than Cheddar (-17%) and Radstock (-13%). Similarly, the number of businesses has decreased by -2%. In comparison, the wider catchment's employment and businesses count has grown by +7% and +3% respectively.

Jobs in the top four largest local sectors have increased or stayed the same...



The largest sectors in the local catchment are Education, Manufacturing, Construction and Professional, Scientific and Technical Services. These industries have seen growth of +13%, 0%, +25% and +29% respectively.

Arts, Entertainment and Recreation are underperforming despite demographic alignment...



The Arts, Entertainment and recreation sector has seen a decline in the number of jobs in the local catchment (-10%). The presence of high earning professionals suggests the means and demand for these uses.

There are some specialised industrial sectors in Midsomer Norton's local catchment...



The local catchment's most specialised industries are Mining, Quarrying and Utilities, Construction, Education and Manufacturing. These sectors are 2.91, 2.18, 2.27 and 1.74x more concentrated in Midsomer Norton than the national economy respectively.

Midsomer Norton's local catchment is made up of micro businesses...



88% of businesses in the local catchment are micro businesses compared to 90% in the wider catchment. This is similar to the other town centres. Midsomer Norton (1%) and Keynsham (1%) have a small proportion of large businesses.

High street sectors have decreased over the past five years...



High street sectors such as Retail (350 jobs) and Accommodation & Food Services (300 jobs) are prominent in the local catchment. However, these industries have decreased over the past five years by -13% and -25% respectively.

Recent business and employment growth is happening outside the local catchment...



Spatial analysis shows that job and business growth is concentrated on the periphery of Midsomer Norton or in nearby towns, rather than the town centre itself. This highlights the need to reinvest in the core economy and attract businesses to central areas of Midsomer Norton.

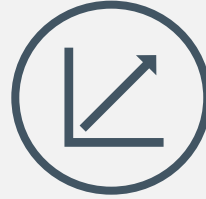
Demographic Profile: Key Messages

The local catchment has a higher proportion of older residents...



22% of Midsomer Norton's local catchment and 28% of the wider catchment are aged 65+. Those aged 50-54 and 55 to 59 make up the highest proportion of the population. On the other end, 19% of the population are aged under 15 years old.

Midsomer Norton's local catchment has a growing population...



Midsomer Norton's local catchment has grown by +13% compared to the wider catchment (+9%). Only Frome (+17%) and Keynsham (21%) have seen a higher growth in its population.

The local and wider catchments have medium to higher skilled qualification jobs...



Nearly half (43%) of the residents within the wider catchment work in higher skilled qualification occupations compared to 38% in the local catchment. This is reflected in the proportion of people with Level 4 qualifications: 31% and 24% respectively.

The town has low unemployment and high economic activity...



Midsomer Norton's local catchment has the fourth highest economic activity (62%) in the area, with a low unemployment rate of just 2%. This reflects a sizeable labour force capable of supporting employment growth and business development.

The majority of homes in Midsomer Norton are owned...



75% of homes in the local catchment are owned. This is followed by privately rented homes (12%) and social rented homes (11%). This is similar to the wider catchment which is 72% owned, 15% privately rented and 12% social rented.

The local catchment is made up of a high proportion of high earning families...



The mosaic profile shows that the local catchment has a high proportion of 'the 'Domestic Success' profile, followed by 'Senior Security' and 'Suburban Stability'. This refers to high-earners and people who own their homes.

There are some pockets of deprivation in the local catchment....



The presence of some Aspiring Homemakers, associated with lower income groups, suggests that small pockets of vulnerability do exist, particularly in relation to Education, Skills and Training, Employment and Health.

Commercial Market: Key Messages

Retail rent in Midsomer Norton is lower than some of the other town centres...



The average retail rent for Midsomer Norton is £18.05 which is lower than in Frome (£20.29) and Keynsham (£18.94). Over the past ten years, rent in Midsomer Norton has grown from £15.42, a +17% increase.

There have been some transactions for retail units...



Over the past five years, there have been 13 lease deals in Midsomer Norton. On average, take up has been 1,825 sqft of space. Lease terms range from 1-22 years, showing an ongoing need for space.

Midsomer Norton's town centre is dominated by comparison uses...



Roughly 28% of retail units in Midsomer Norton are comparison retail units such as charity shops, antique shops, crafts and fashionwear. This is slightly higher than the national average of 26%.

The retail offer does not fully reflect the town's affluent population...



The town centre currently caters to a value-driven customer base, but does not reflect the spending power and lifestyle preferences of Midsomer Norton's affluent population. The lack of artisanal cafes, restaurants and family friendly activities may impact footfall in the area.

Midsomer Norton has a very small office market...



There are only 6 office buildings located in Midsomer Norton with a total of 46,419 sqft. There have been no lease transactions in the last ten years. There has also been no change in the number of buildings and floorspace available.

Midsomer Norton commands low office rents...



The office market is small with high vacancy rates (19%). However, this is driven by a single vacancy in the Alcan Site. Midsomer Norton commands very low office rents (£12.00) which has remained the same over the past five years.

Most of the retail and office stock is dated and in average condition...



Roughly 65% of Midsomer Norton's retail stock is rated 3 stars out of 5*. The majority of the retail and office buildings were built in the mid 1900s.

*3 Star Ratings: A modest size, possibly certified green and energy efficient building with standard amenities. (Source: CoStar, 2025)

There is currently no provision of co-working or flexible workspace...



Midsomer Norton lacks any co-working or flexible workspaces. This is in contrast to nearby towns like Frome and Keynsham where operators offer desks from £113-£220 per month.

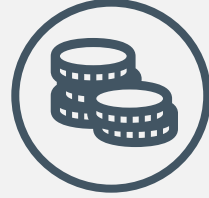
Commercial Market: Key Messages

Midsomer Norton has a large and well occupied industrial base...



Midsomer Norton has 86 properties with a total of 1,757,343 sqft of industrial floorspace. It is well occupied, with vacancy rates at 2.9% Westfield Industrial Estate is the largest estate, with 1,067,327 sqft across 24 units.

Midsomer Norton's industrial rent is modest compared to its neighbouring towns...



The average industrial rent across Midsomer Norton is £4.01 per sqft, placing it below comparators such as Frome (£7.81), Radstock (£6.15) and Keynsham (£5.46). This reflects Midsomer Norton as more affordable than neighbouring towns.

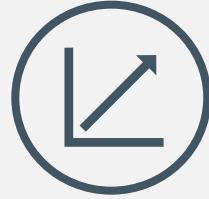
Residential Market: Key Messages

Midsomer Norton's local catchment is dominated by single-family households...



Single families make up 35% of the local catchment households. This is followed by one person households (27%). This is mirrored in the housing stock, where semi-detached (37%) and detached homes (33%) account for the majority of dwellings.

Flats make up a small part of the local catchment's housing typology...



Flats represent only a small portion of the stock (8%), highlighting limited availability of smaller, more affordable or accessible homes. It is notable that a number of schemes also aim to provide a few flats such as in Underhill Lane and Stratton-on-the-Fosse.

House prices and rents are rising but remain similar to the wider area...



The average price paid across all properties in Midsomer Norton's local catchment in 2025 is £289,596 compared to £321,893 in the wider catchment and £354,000 nationally. Detached homes command the highest prices locally at £403,182.

Developments in the pipeline are located in the periphery of the town centre...



Developments in the pipeline include a mix of 2, 3 and 4 bedroom homes and some flats. However, most of these developments are occurring on the periphery of the catchment rather than in the town centre.

Overarching Conclusions

The conclusions from this report demonstrate that while Midsomer Norton has one of the largest local economies compared to its comparators, there is scope for it to become an **even stronger and more diverse business location**. Enhancing Midsomer Norton's existing specialisms and growth sectors will help to **support existing businesses** and **maintain the area's local economic identity**, while also opening up a **broad set of opportunities** for local people and businesses to access.

To realise this opportunity, a set of **'principles'** have been identified from the overarching evidence base messages and implications to guide future masterplans, shown overleaf. It is recommended that future interventions should align with these principles to ensure that the area achieves its potential.

Overarching Messages

- Midsomer Norton has a **strong local character and community identity**. Mosaic profiles confirm that the local residents **are affluent, well established and highly skilled workers**. This helps underpin demand for high-quality services, homes and amenities. The high street is largely made up of value-led comparison retail such as charity shops and there is limited provision of higher end cafes, restaurants and cultural venues. The retail, leisure and commercial offer lacks variety and vibrancy to meet their needs.
- Core sectors such as Education, Construction and Professional Services remain resilient and present a foundation for growth. However, high street sectors such as Retail, Food and Accommodation and Arts, Entertainment and Recreation have declined. This indicates a need for **economic diversification** to ensure that the high street remains resilient.
- Midsomer Norton's commercial market is functional but there has been limited business activity, particularly in the office market. Approximately **65%** of Midsomer Norton's retail premises are rated **3 stars** and the majority of office buildings **are older stock**. This presents opportunities to provide **different types of commercial uses**, particularly in the town centre.
- Similarly, Midsomer Norton has a history of industrial sectors and some large clusters of industrial estates which are very well occupied. There is an opportunity to support and provide **smaller, light industrial uses**.
- Midsomer Norton's business profile is made up of **micro businesses** meaning that 88% of local businesses have fewer than 10 employees. There is a market for smaller, flexible commercial units that service local entrepreneurs, creatives and service providers.
- There are four medium to large residential developments in the pipeline but these are primarily on the periphery of the town. The town needs a **broad housing mix** as there is a **shortage of smaller homes and flatted stock** in the town centre.

Implications

- Proposals should focus on **locally-rooted sectors** that are the most specialized such as Manufacturing, Education and Construction. The town could benefit from programmes that **support local businesses** and improve access to higher-paying jobs.
- In response, strategic interventions should focus on creating **new typologies of workspace such as coworking hubs, creative studios, workspace and makerspaces** that offer more modern, affordable and collaborative space for freelancers and entrepreneurs.
- There may also be demand for high quality **childcare** and **education** to attract and retain professional families.
- There is a clear opportunity to **increase housing choice** through the delivery of **flatted, affordable and centrally located residential development**. This will help to activate the town centre by increasing footfall, supporting local businesses and respond to the needs of young professionals, people working from home, key workers and downsizers.
- Developments should include **affordable housing options**. In addition, there is an opportunity to provide **assisted living facilities** and accessible **healthcare centres**, particularly in the town centre.
- Some households are likely to have disposable income and expect high quality services and amenities. The town centre must transition into a more **mixed-use, experience-led environment** that includes retail, hospitality, community, workspace and cultural uses to ensure resilience.

Implications for Masterplan

Guiding Principles



Future proofing the town centre

Adapt the high street to evolving retail and leisure patterns by creating a vibrant, mixed use hub



Revitalising the local economy

Support local businesses and jobs and strengthen skills and employment opportunities



Boosting enterprise and innovation

Support small and local entrepreneurs and diversify the business mix



Enabling mixed and affordable living

Bring more homes to the town centre, especially affordable, accessible and flatted properties



Fostering local identity and community presence

Celebrate Midsomer Norton's unique character to attract visitors and support local identity



Diversifying the commercial space offer

Provide flexible workspaces and creative industrial space in the town centre



Supporting multi-generational needs

Plan for the needs of young families, working adults and an aging population



Creating a high-quality lifestyle and work opportunities

Retain and engage skilled professionals and affluent households

Background Context



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Key Assets

The Hollies

A purpose-built retail building trading as a supermarket with 6 retail units. It also includes B&NES offices and a garden which lends itself to small scale events and hosts regular farmer's market.

The Palladium Electric - JD Wetherspoon

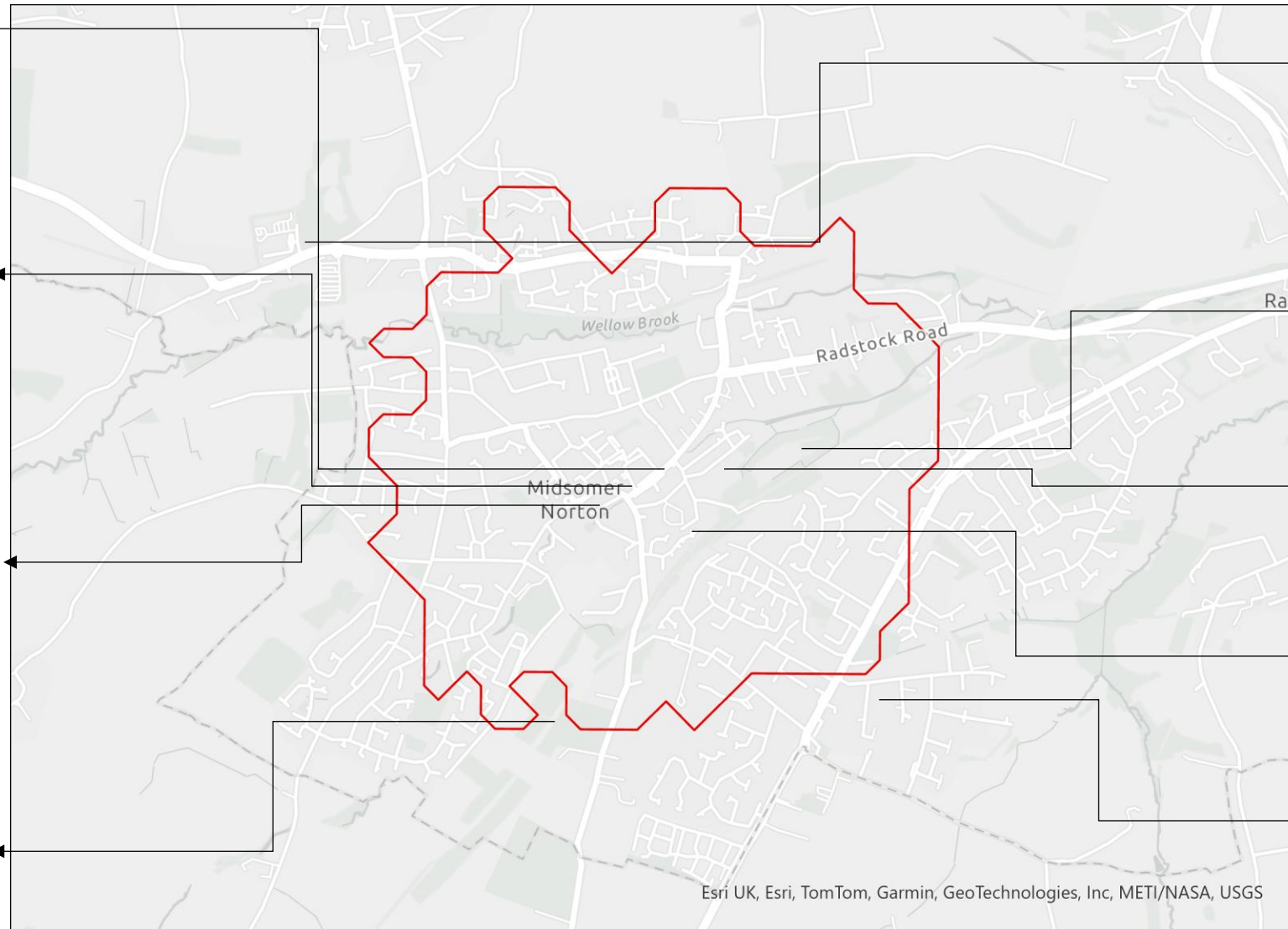
The former cinema is a town landmark. It was in operation from 1913-1993. The premises were refurbished by JD Wetherspoon (pub) and opened in 2018.

Midsomer Norton Town Hall

A meeting place for the Midsomer Norton Town Council. The town council offices are located in the town hall. It is a grade II listed building. It is currently undergoing a restoration project to reinstate the Market Hall. The building has also been converted for use as a cinema.

Silver Street Local Nature Reserve

A natural space managed by the Town Trust.



Old Mills Industrial Estate

An industrial estate and home to the proposed Somer Valley Enterprise Zone, a 13.5 hectare greenfield site. The Enterprise Zone could create around 1,300 new jobs for local people and nearly 40,000 sqft of industrial, warehousing and distribution space.

Midsomer Norton Town Park

An 8 hectare site located close to the High street. The park includes a 300 capacity amphitheatre and meadows.

The Somer Centre

A community centre and hall located near the centre of the town. It provides an events and meeting space.

Dragonfly Leisure Centre

A leisure centre offering both indoor and outdoor leisure facilities including a gym and a four lane indoor swimming pool.

Westfield Industrial Estate

An industrial estate located just outside the local catchment of Midsomer Norton. The estate is home to a range of warehousing, logistics and trading units.

Examples of Town Centre Assets



Midsomer Norton Town Hall



The Hollies



Old Mills Industrial Estate



Midsomer Norton Town Park



Palladium Electric



The Somer Centre



Dragon Fly Leisure Centre

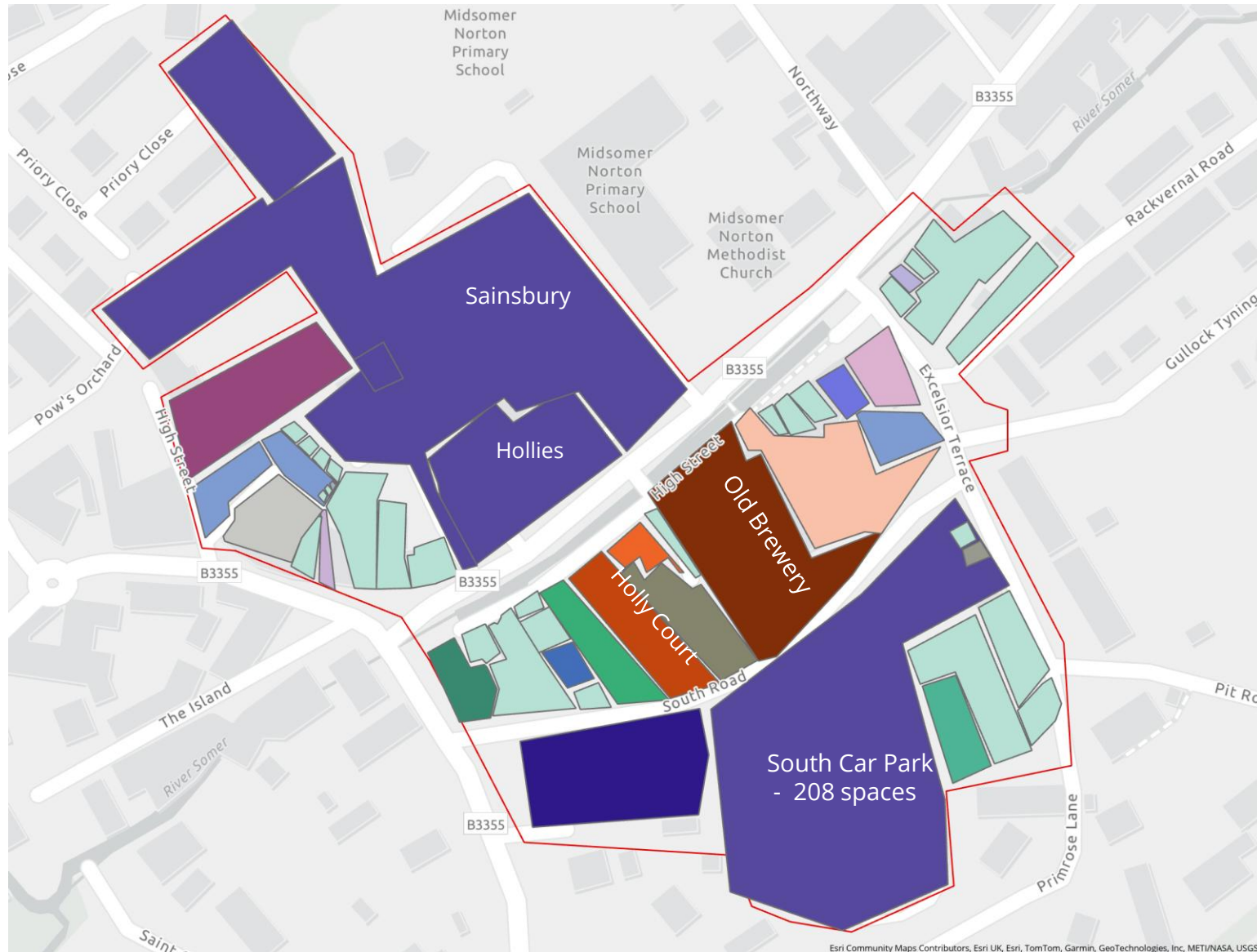


Silver Street Local Nature Reserve



Westfield Industrial Estate

Bath and North East Somerset Council own a large cluster of land within the masterplan area...



There are a large number of leasehold interests across the site...



Economic Profile



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Key Points

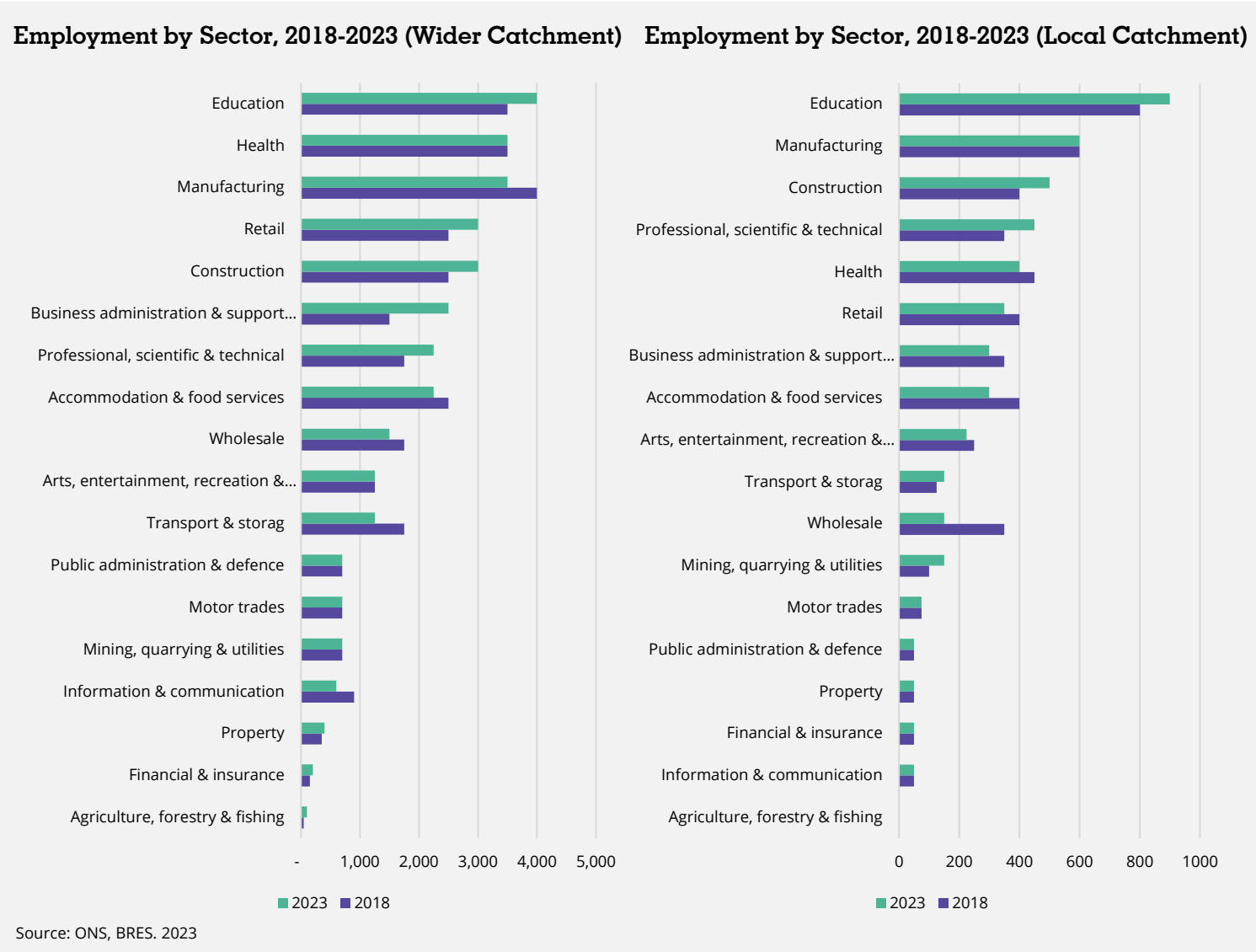
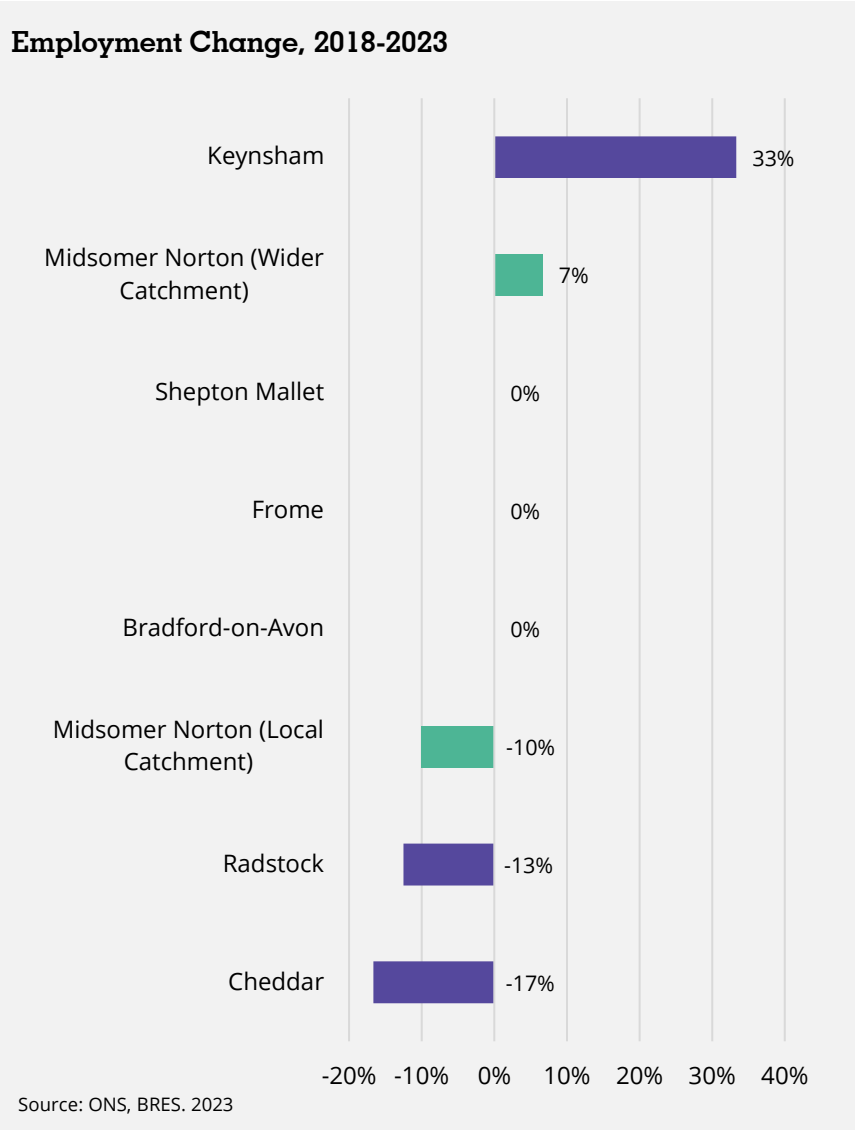
Key Points

- Midsomer Norton's local catchment is made up of **5,000 jobs and 600 businesses**. Compared to the other town centres, this is smaller than only Keynsham (8,000 jobs and 685 businesses) and Frome (6,000 jobs and 980 businesses) but similar to Shepton Mallet (5,000 jobs and 280 businesses).
- Midsomer Norton's performance is mixed, showing opportunities to stimulate renewed economic growth. Over the past five years, the local catchment has experienced a notable decline in employment, with job numbers in the local catchment falling by **-10%** and the overall business count decreasing by **-2%**. In comparison, the wider catchment has **32,000 jobs and 6,050 businesses** which have grown by **+7% (+2,000 jobs)** and **+3% (+200 businesses)** respectively.
- While some sectors have contracted, others have remained resilient or show signs of growth. Professional and technical industries such as Education, Manufacturing, Construction and Professional, Scientific and Technical have the largest number of jobs in the local catchment. These industries have grown by **+13%, 0%, +25% and +29%** respectively. These sectors are not only significant in terms of job numbers but are also more concentrated in both the local and wider catchment than the national economy. This presents a strong foundation for future economic strategies to build upon.
- The high street sectors such as Retail and Accommodation and Food Services have experienced some of the highest decline in jobs in the local catchment, representing **-13% and -25%** decreases respectively. These sectors are traditionally key components of a vibrant town centre. This decline reflects changing consumer behaviour to online shopping and tailored experiences.
- Similarly, Arts, Entertainment, Recreation and Other Services has decreased by **-10%** in the local catchment. The Arts, Entertainment and Recreation sector plays a vital role in supporting town centres, drawing footfall and improving the quality of life for residents. This trend is particularly notable given the town's evolving demographic profile, which includes a high proportion of skilled and affluent residents who typically value cultural and social amenities. Residents with a disposable income may likely be travelling elsewhere such as Bath and Bristol for access to arts and creative spaces. This is a missed opportunity as Midsomer Norton has a strong offer of music, film and theatre events.
- A defining characteristic of Midsomer Norton's economy is its high proportion of micro businesses. Approximately **88%** of businesses in the local catchment employ fewer than 10 people. This may indicate a strong culture of entrepreneurship.
- There are some spatial patterns to Midsomer Norton's economy as illustrated by the maps overleaf. The maps also suggest that growth in business count and employment is occurring on the periphery or in the neighbouring towns, rather than in the town centre. For example, Wheelers Hill has seen a decrease in jobs over the past five years. The area is home to light industrial uses and businesses services such as the Banes Recycling Centre, Bimtek Limited, Williams and Oakey Engineering Co Ltd and Sam Chivers Estate Agents.

Implications

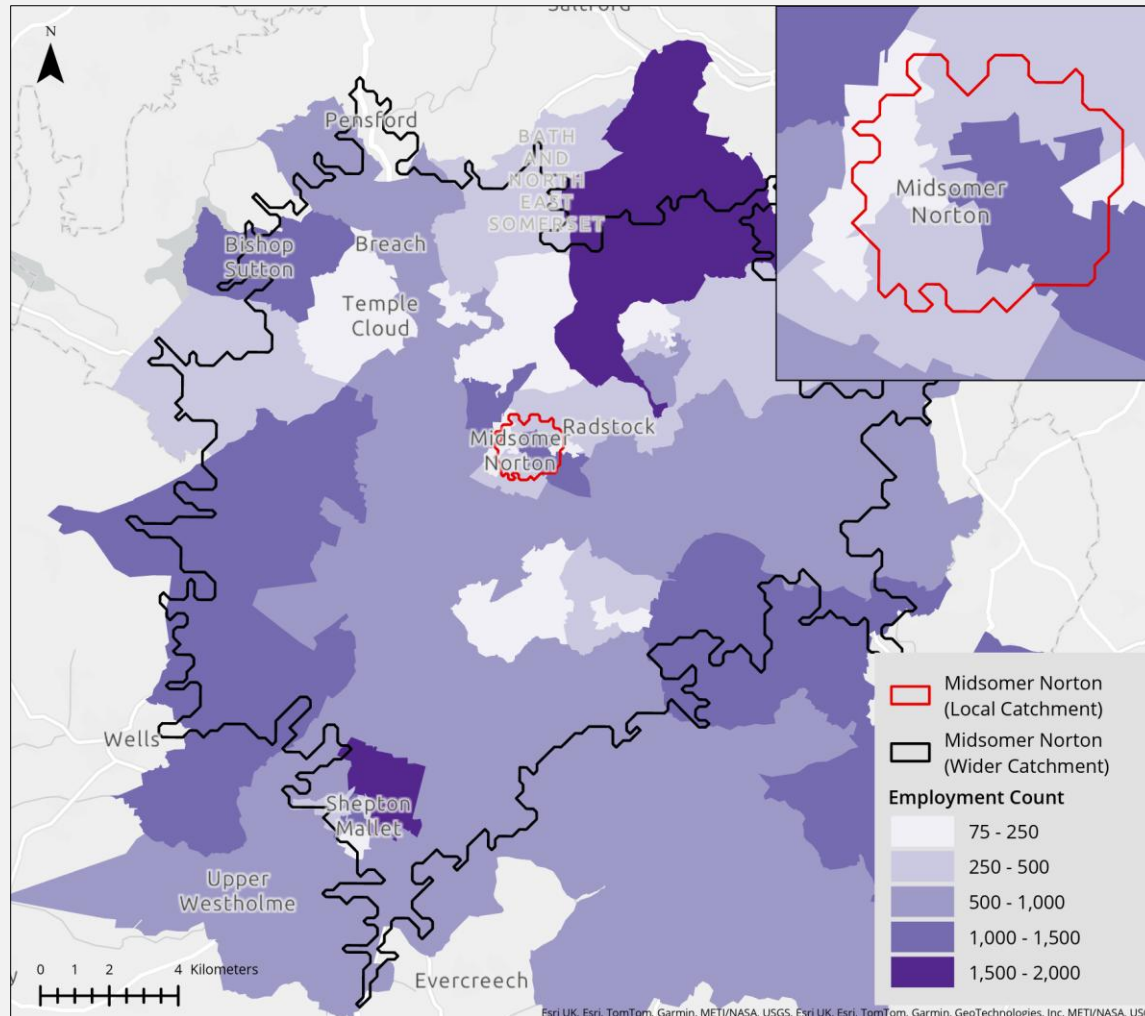
- Cultural and recreational activities may enhance the town's attractiveness, particularly as the retail and hospitality sectors in the local catchment have declined.
- Providing accessible creative and recreational workspace can provide new opportunities for employment and innovation.
- The decline of Retail and Accommodation and Food Services suggests a need for intervention to revitalise the town centre through the provision of experiential leisure and F&B options.
- Professional, scientific and technical services are typically high value sectors that require skilled labour and are less reliant on large floorspaces, making it suitable for Midsomer Norton. It's proximity to Bath and Bristol and interest among remote workers seeking to move out of larger cities makes Midsomer Norton a good location for the provision of flexible workspaces.
- The town's infrastructure and employment land supply must evolve to meet the demands of a modern economy. Ensuring that there is sufficient, well connected land for industrial and commercial use is essential to Midsomer Norton accommodating business growth and attracting new investment.
- The masterplan should provide a clear framework for supporting employment growth, revitalising the town centre and enabling business expansion.

Although the employment count in the local catchment has decreased in the last 5 years, employment in some of the top four sectors of the catchments has grown...



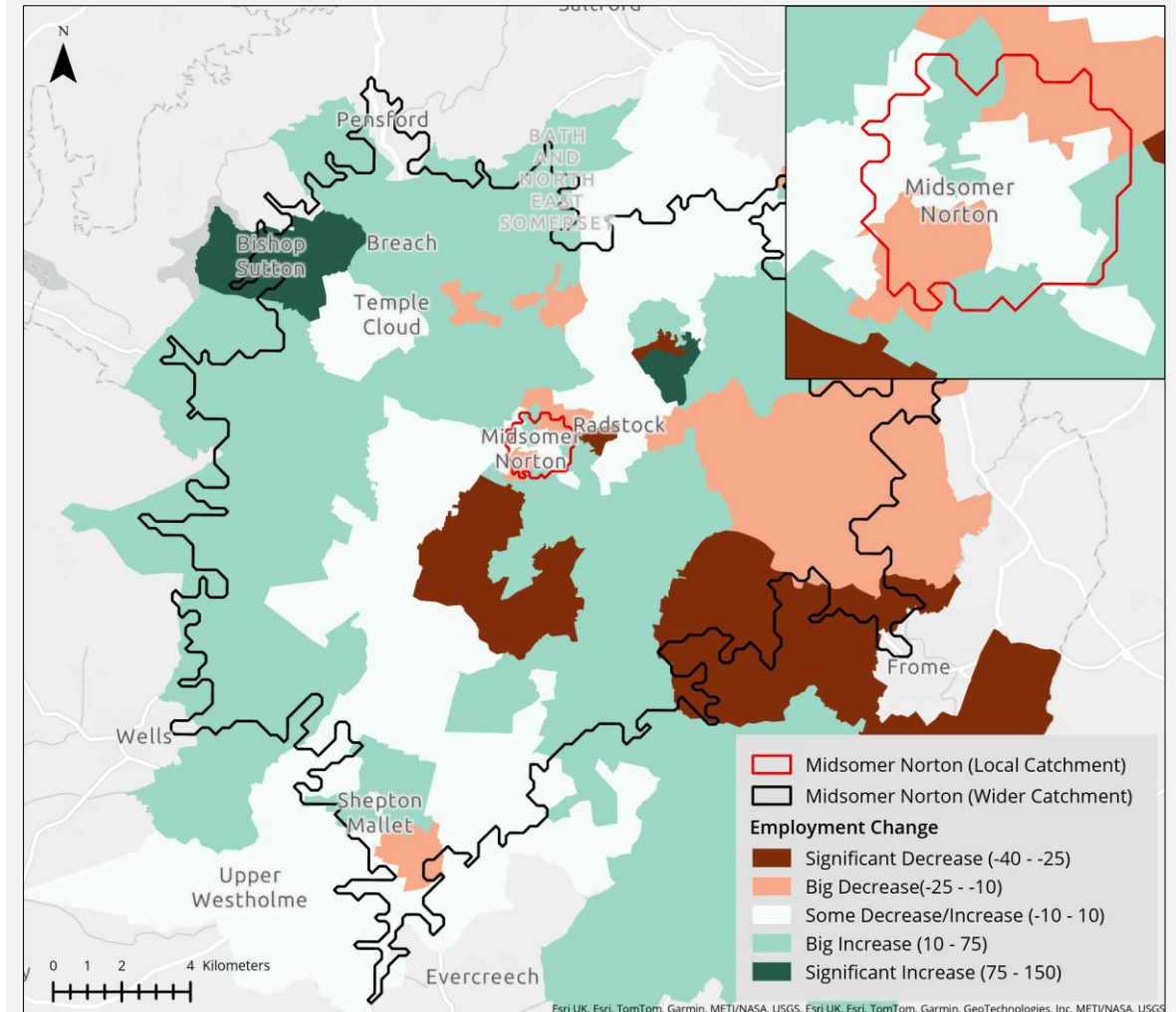
Midsomer Norton has a small employment base. There has been some employment increase near Greenhill but some decreases in Providence Place and Wheeler's Hill...

Employment Count, 2023



Source: ONS, BRES. 2023

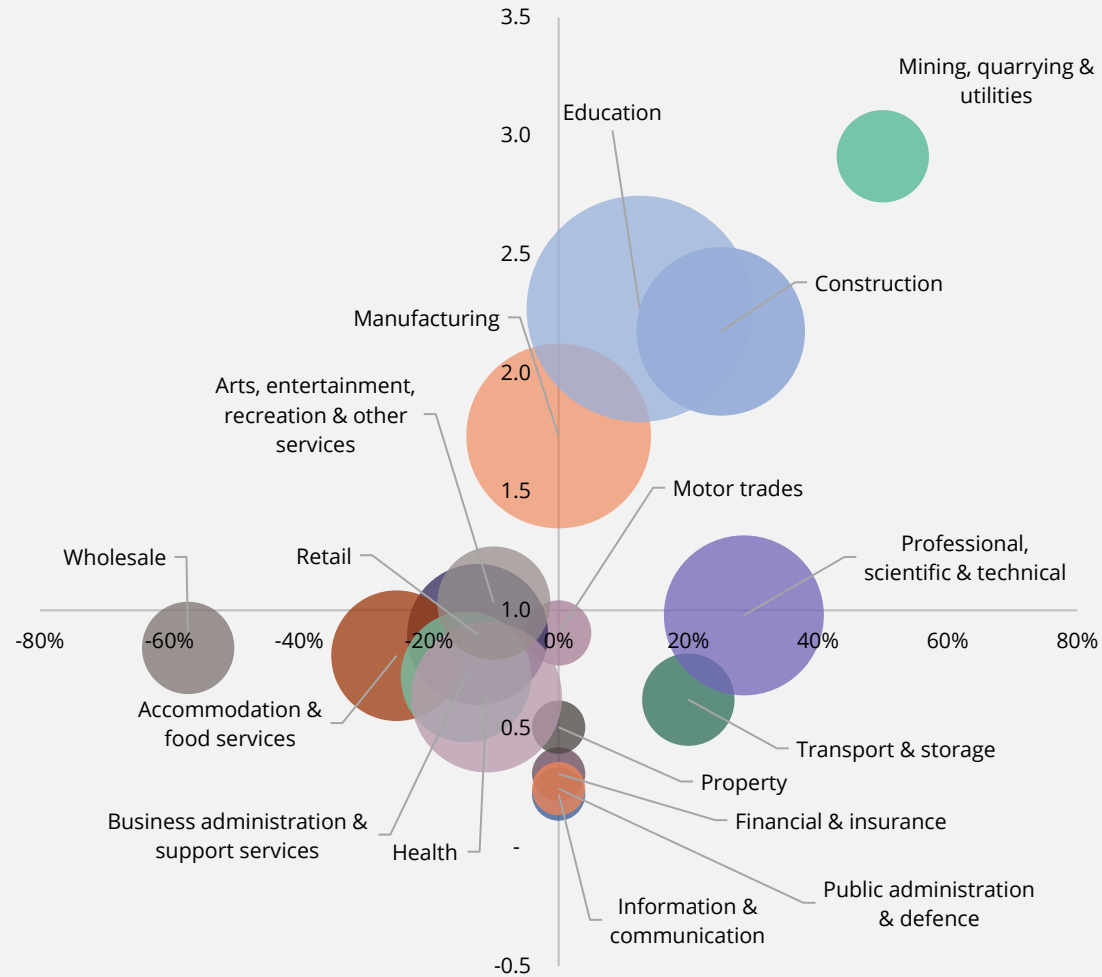
Employment Change, 2018-2023



Source: ONS, BRES. 2023

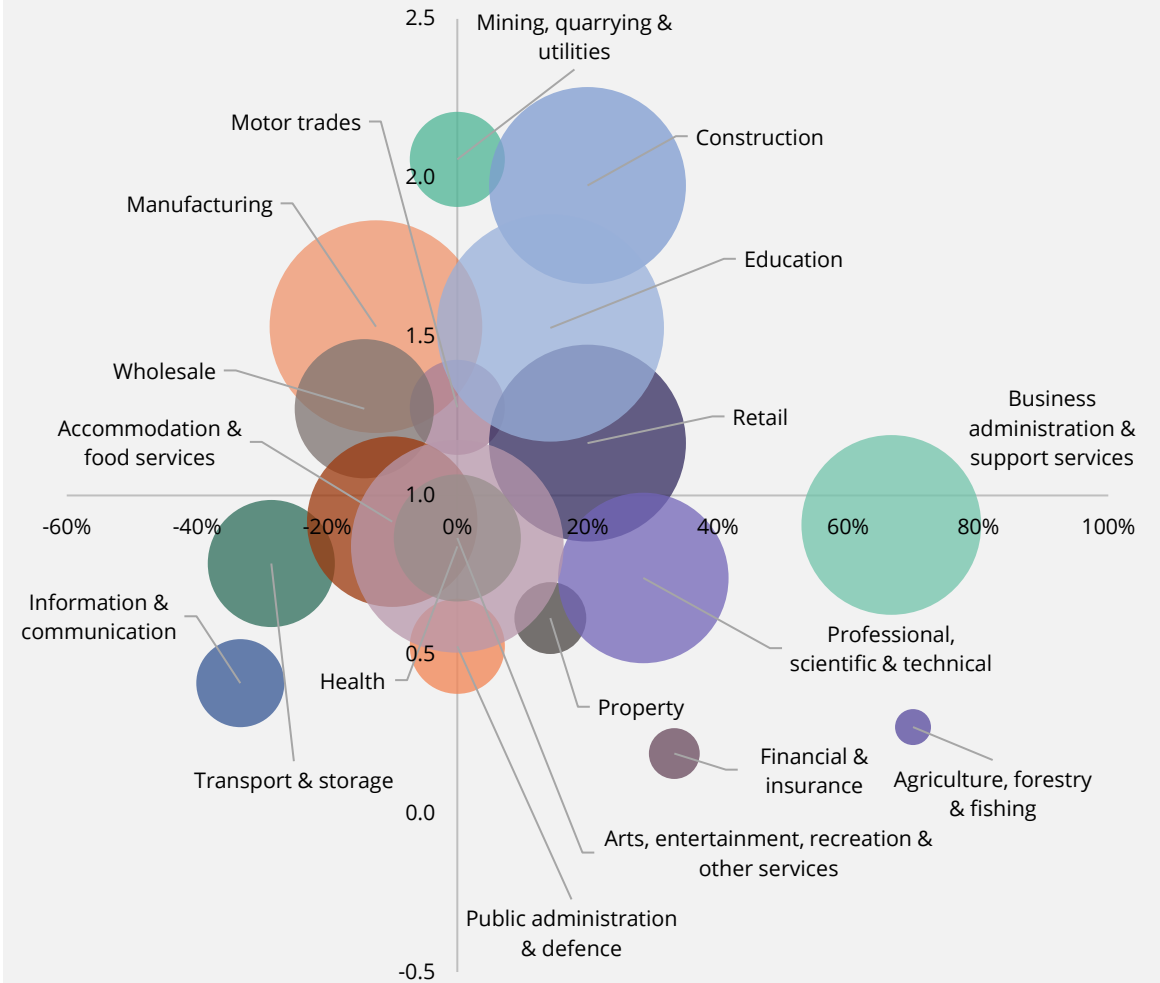
Mining, Construction and Manufacturing are specialised sectors in both the local and wider catchments...

Employment Sector Size, Growth and Specialism, 2018-2023 (Local Catchment)



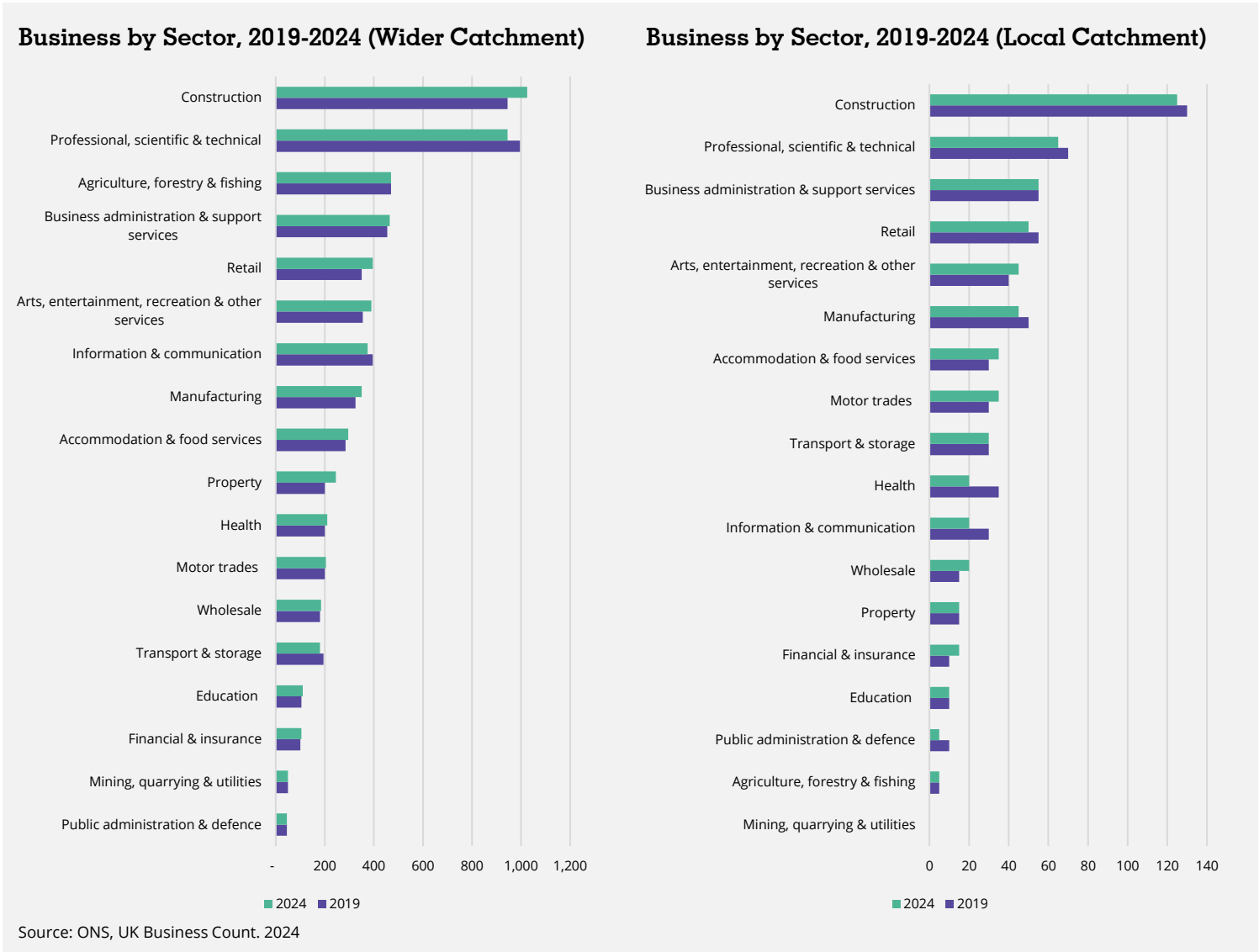
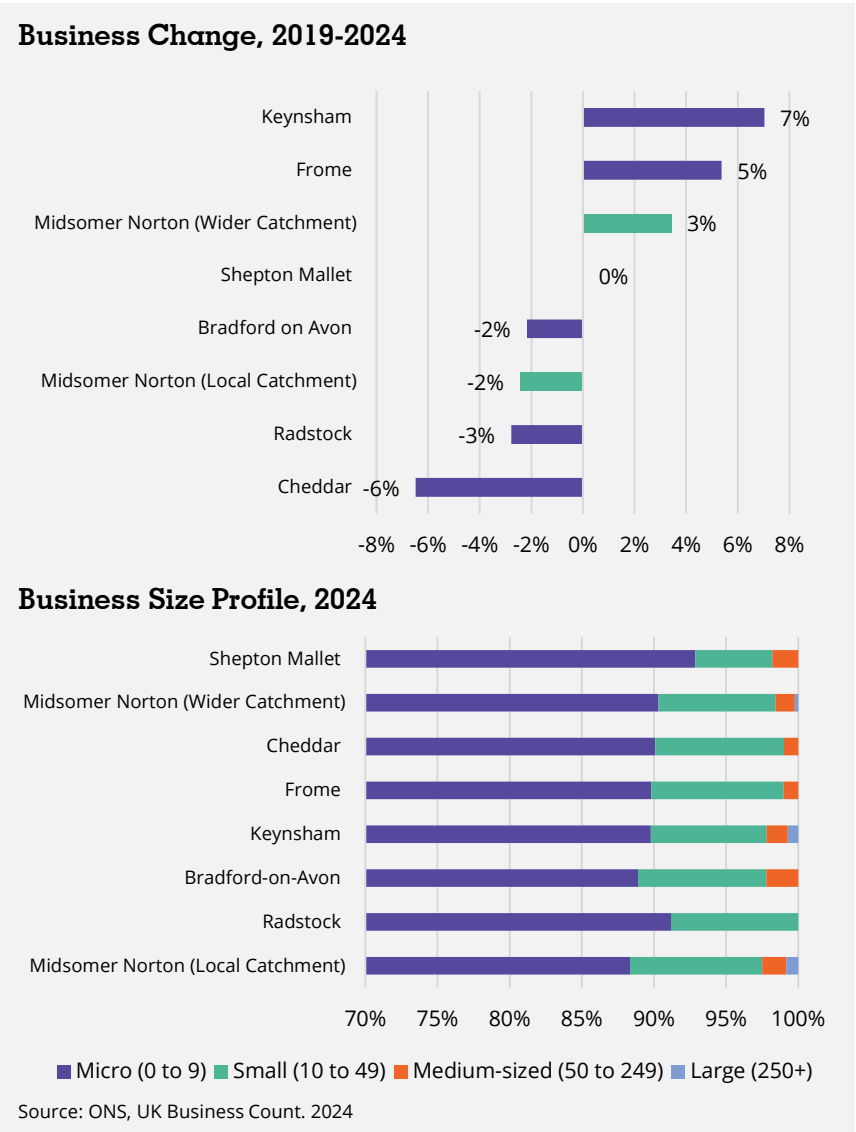
Source: ONS, BRES. 2023

Employment Sector Size, Growth and Specialism, 2018-2023 (Wider Catchment)



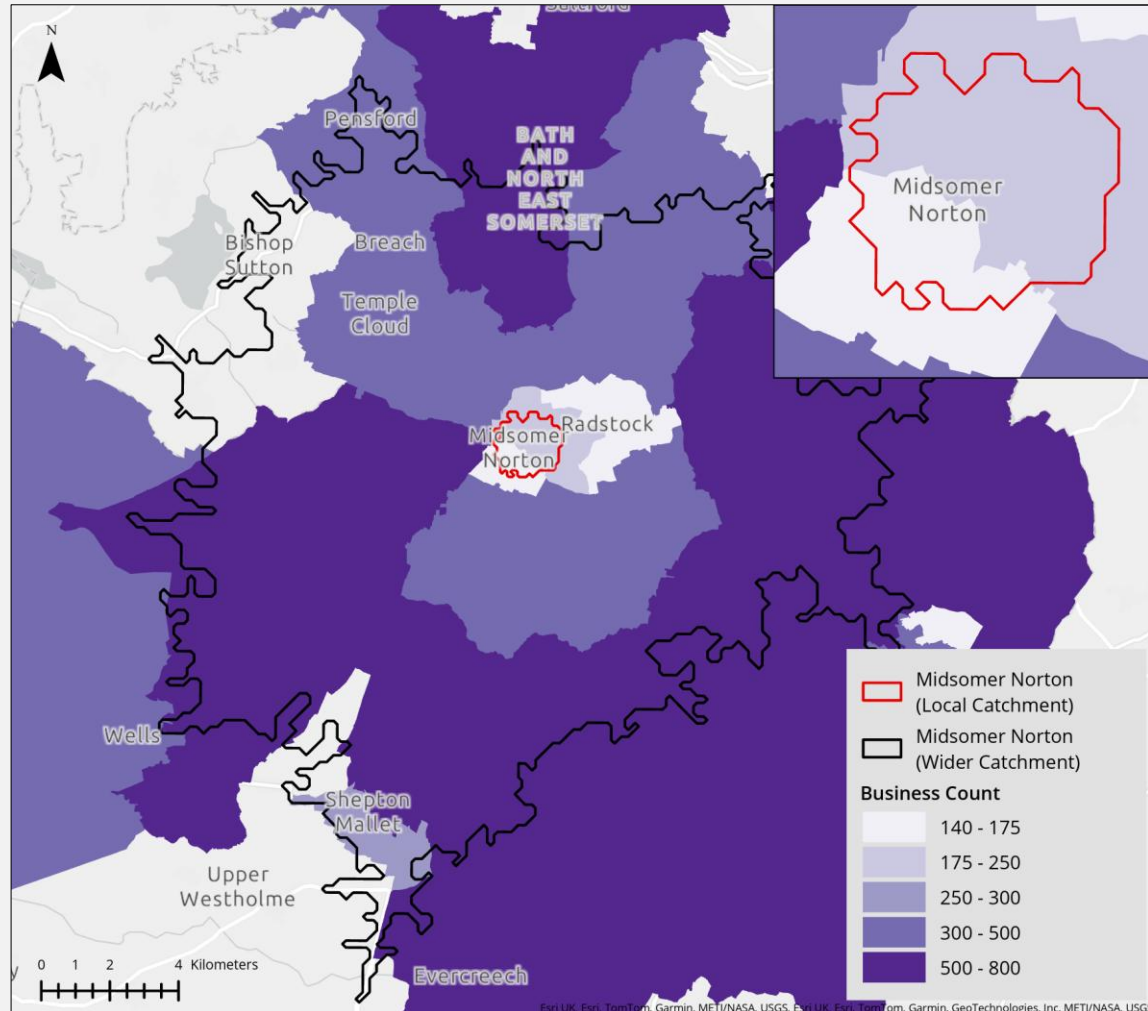
Source: ONS, BRES. 2023

The number of businesses in Midsomer Norton’s local catchment is higher than only Radstock and Shepton Mallet. This number has decreased in the last five years...



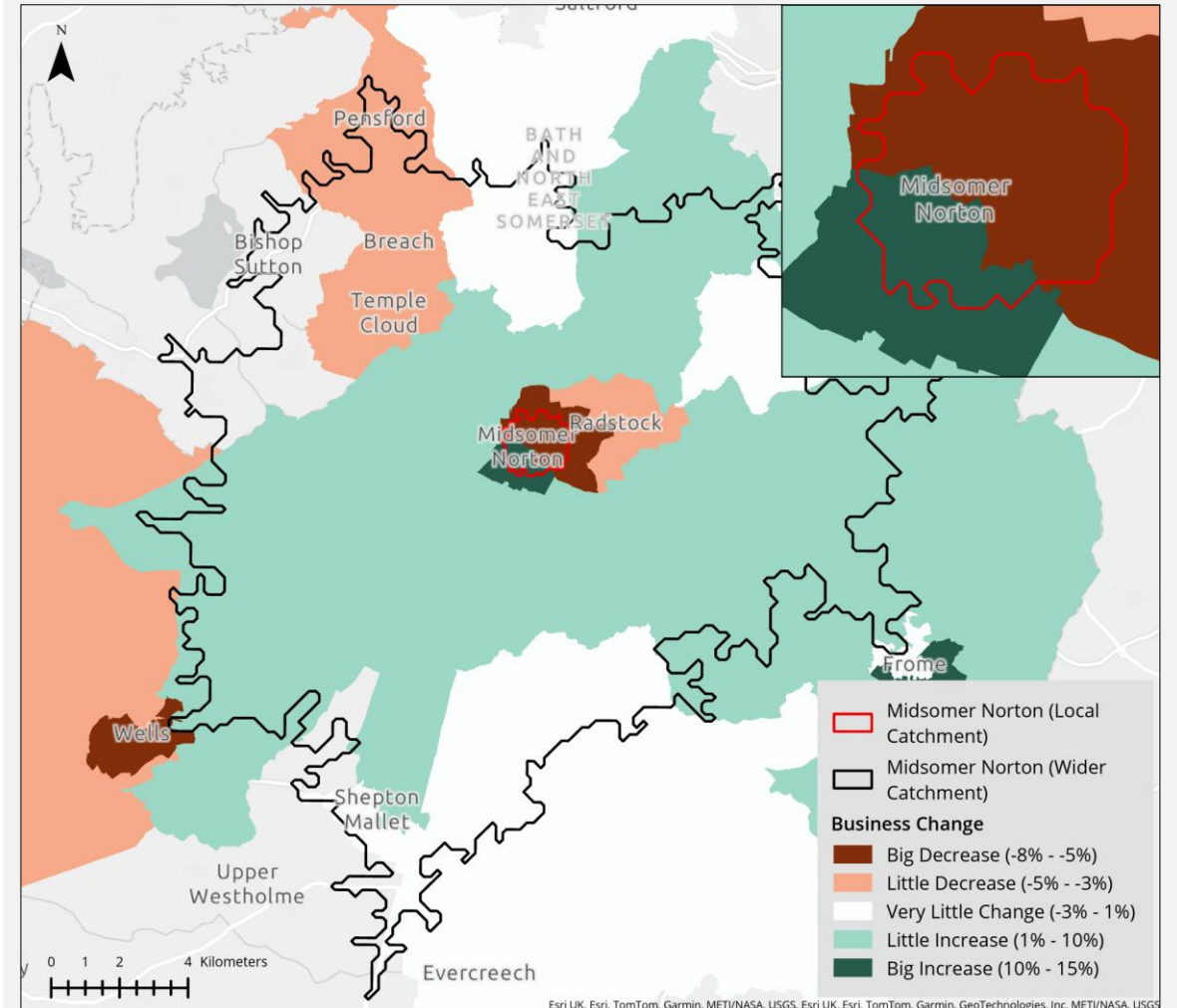
Midsomer Norton's local catchment business count is small compared to the wider catchment. The wider catchment has seen a higher number of business growth...

Business Count, 2024



Source: ONS, UK Business Count. 2024

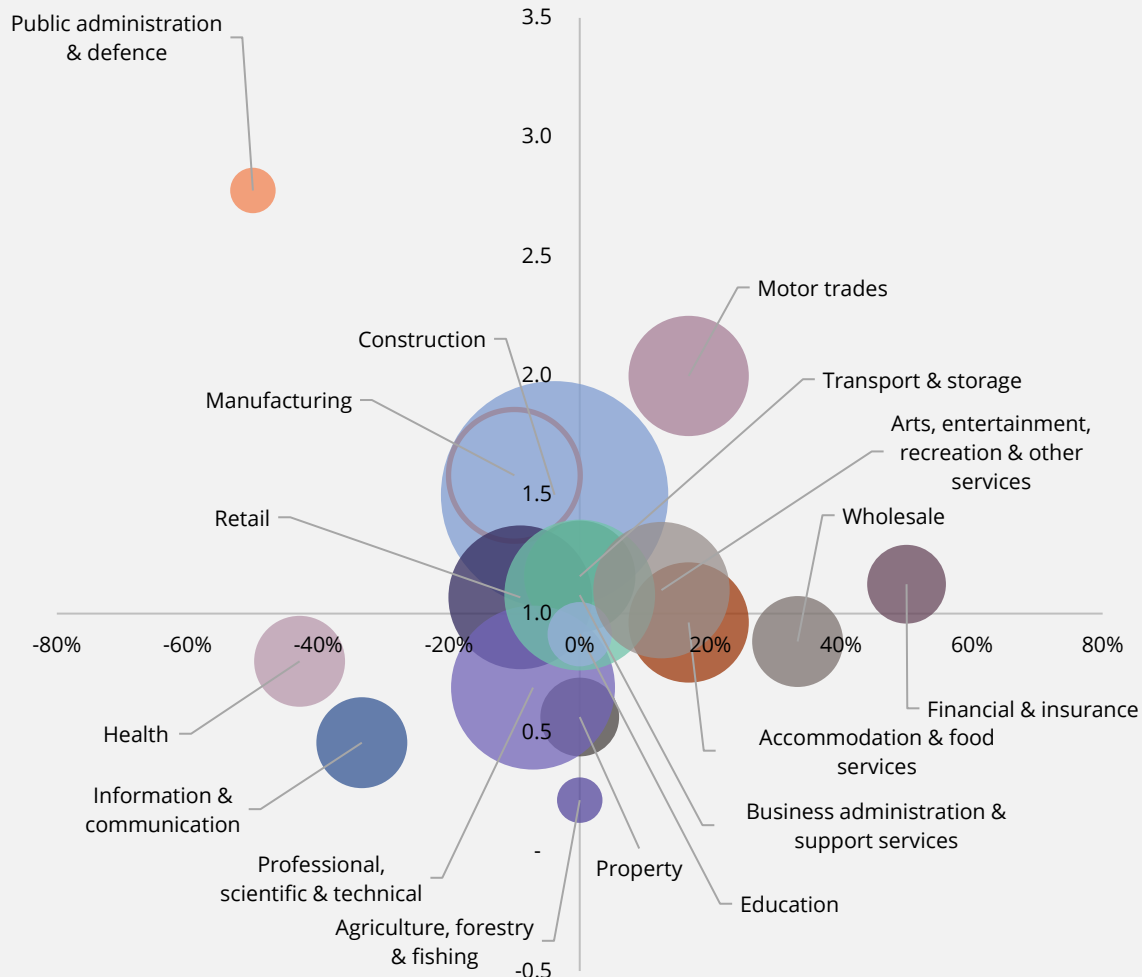
Business Change, 2019-2024



Source: ONS, UK Business Count. 2024

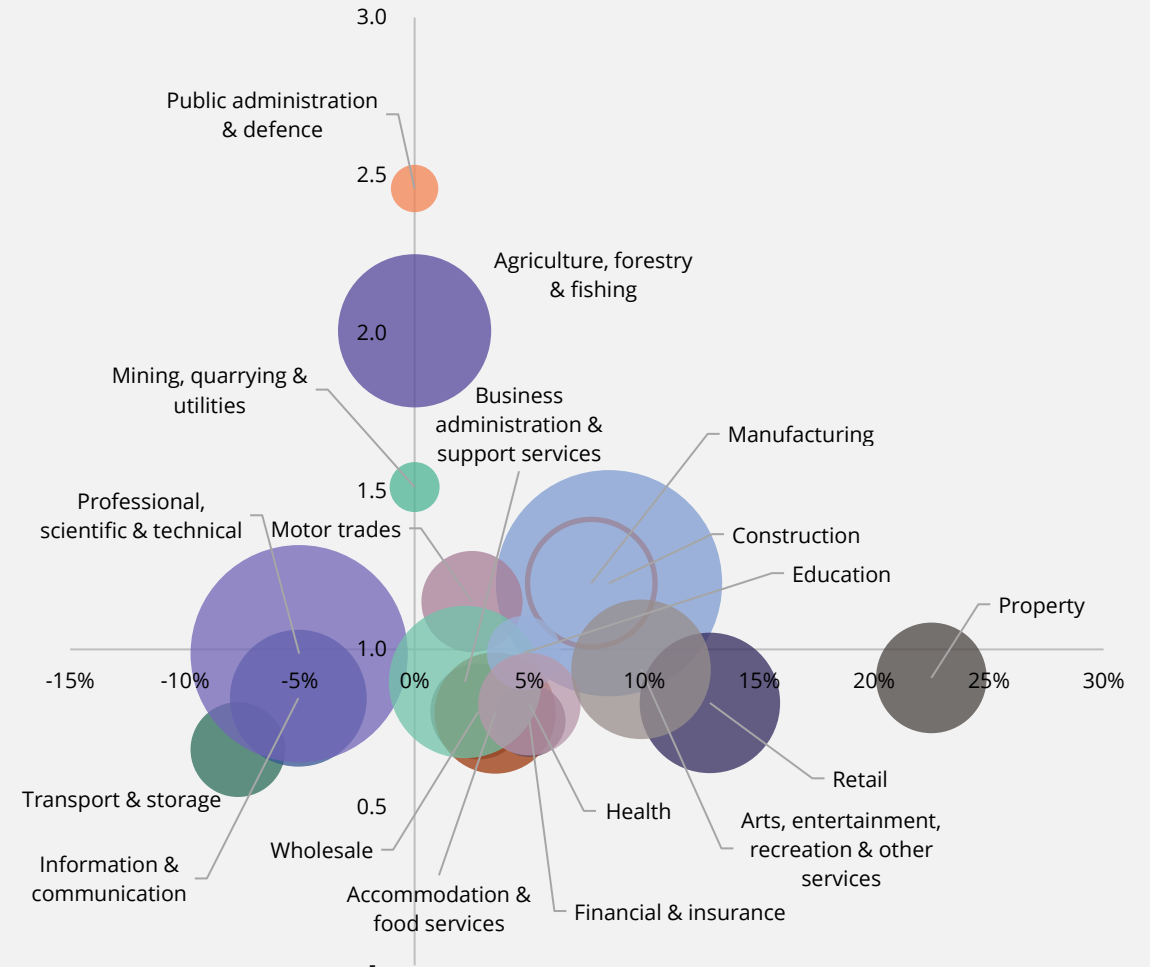
Agriculture, Mining, Manufacturing, Motor Trades and Public Administration and Defence are specialised business sectors...

Business Sector Size, Growth and Specialism, 2019-2024 (Local Catchment)



Source: ONS, Business Count. 2024

Business Sector Size, Growth and Specialism, 2019-2024 (Wider Catchment)



Source: ONS, Business Count. 2024

Demographic Profile



Key Points

Key Points

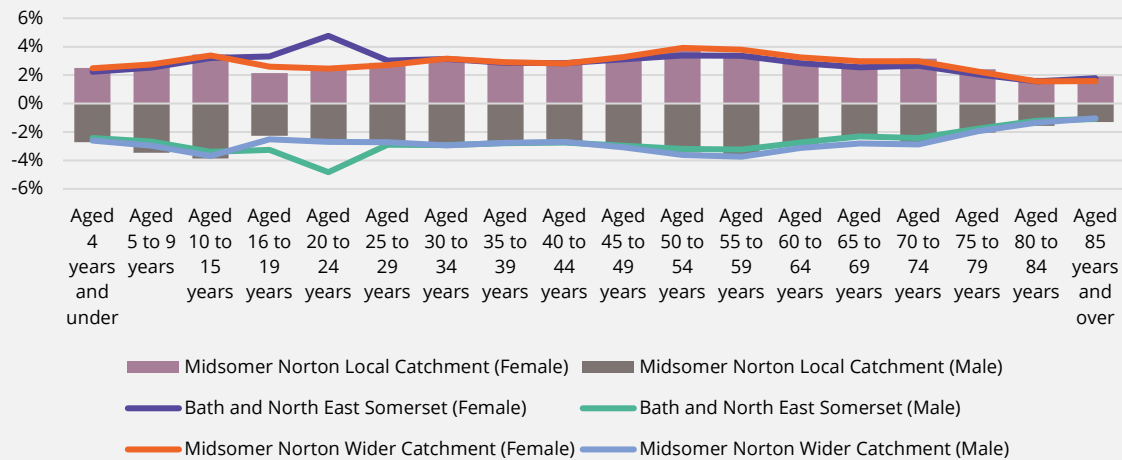
- Midsomer Norton's local catchment is characterised by a large, growing and densely populated population relative to other towns in the region. With nearly **16,000 residents**, it is the second largest catchment after Frome, highlighting its importance as a local centre.
- Between 2011 and 2021, the local catchment population grew by approximately **+13%**, with the wider catchment seeing a similar rate of growth (+9%). This increase has outpaced some neighbouring areas, including Cheddar (+11%), Bradford on Avon (+11%), Radstock (+7%) and Shepton Mallet (+2%). The area's population density is also notably higher than that of surrounding rural areas.
- The age profile of Midsomer Norton shows a relatively balanced distribution across all age groups, with a strong representation of people aged 25-64 (**59%**) and a notable proportion of retired residents (**22%**). This demographic trend is positive for the local economy, as it reflects a sizeable labour force capable of supporting employment growth and business development.
- Mosaic classification data reveals that Midsomer Norton is largely composed of groups such as Domestic Success, Senior Security and Suburban Stability, all of which are typically associated with affluent, high earning and settled households. These profiles suggest a degree of social and economic stability, consistent with low claimant counts and high levels of economic activity.
- Home ownership rates are high (**75%**), further reinforcing the area's socioeconomic stability. However, lower levels of private rental (**12%**) and social housing (**11%**) may present a barrier to younger people and lower income residents, suggesting a need for a more diverse housing mix to ensure inclusive growth.
- Similarly, the presence of smaller segments such as Aspiring Homemakers, more associated with lower income groups suggests that small pockets of vulnerability do exist, particularly in relation to Education, Skills and Training, Employment and Health.
- The occupational structure of Midsomer Norton shows a healthy representation of higher skills and qualification jobs (**43%**). However, there is also a notable share of people with no formal qualifications (**19%**). This disparity may limit access to higher paying roles and affect business productivity.
- Midsomer Norton ranks fourth highest for economic activity among the towns in the study, with high levels of participation in the labour market. This reflects a community that is economically engaged, with relatively low unemployment (**2%**), in line with most of the comparison towns.

Implications

- The local catchment of Midsomer Norton is experiencing population growth. This indicates a rising demand for housing, amenities and community services. The town should consider building more mixed-use developments. New housing could include affordable, flatted and accessible units in walkable locations to support a more inclusive community.
- The presence of young families and middle-aged professionals reinforces the demand for housing, high quality childcare, education services, recreational amenities and skilled employment.
- A large proportion of households are likely to have disposable income and expect high quality services and amenities. Midsomer Norton should consider developing premium retail, dining, cultural space and leisure facilities such as soft play centres and active leisure.
- The town has an educated and professional resident base. To support this demographic, Midsomer Norton should provide modern co-working spaces, creative studios and makerspaces to attract and retain professional families.
- Investing in education and training, especially in skills linked to growth sectors will help to address income inequality and job quality in the local catchment.

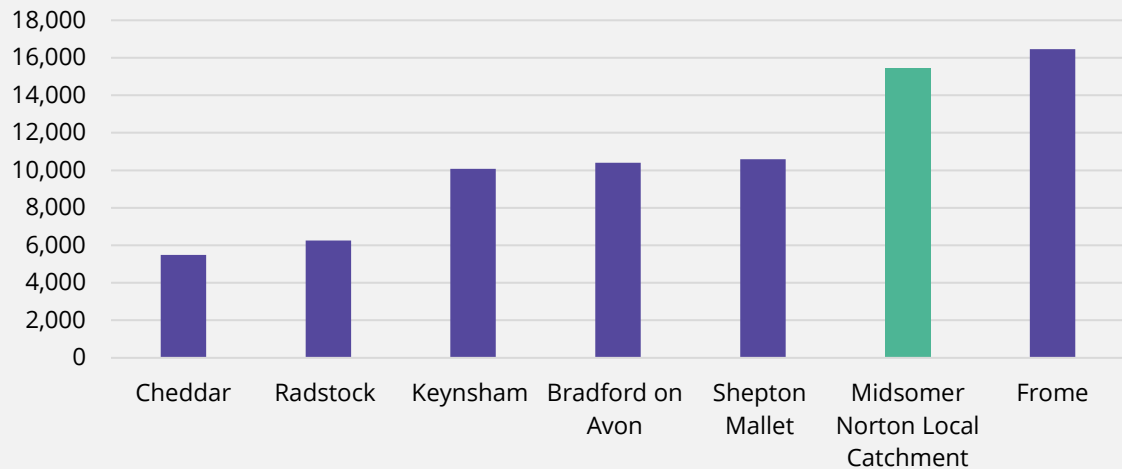
Midsomer Norton's local catchment population is large, growing and compared to the wider catchment, is densely populated...

Age Profile, 2021



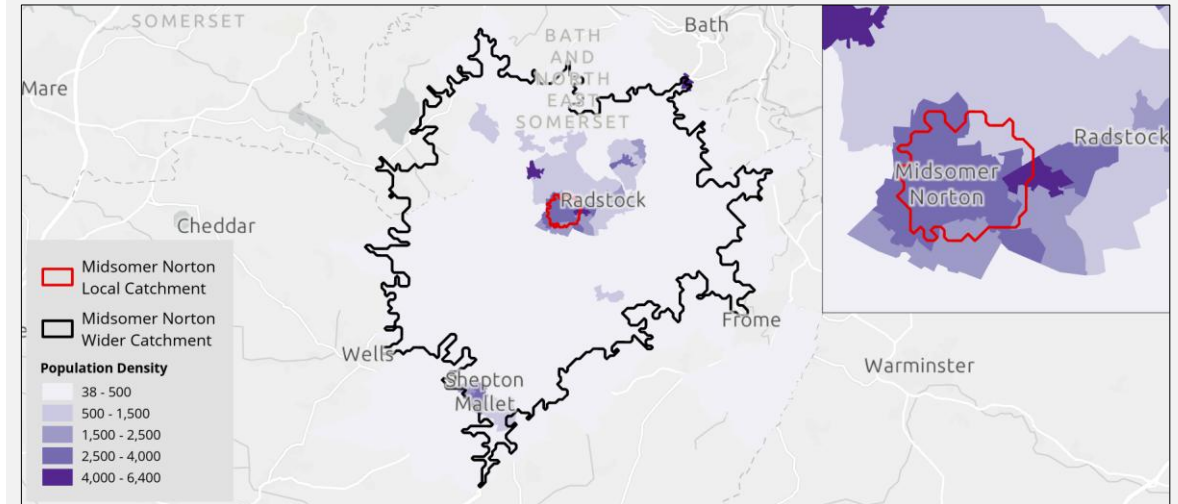
Source: Census, 2021

Catchment Size, 2021



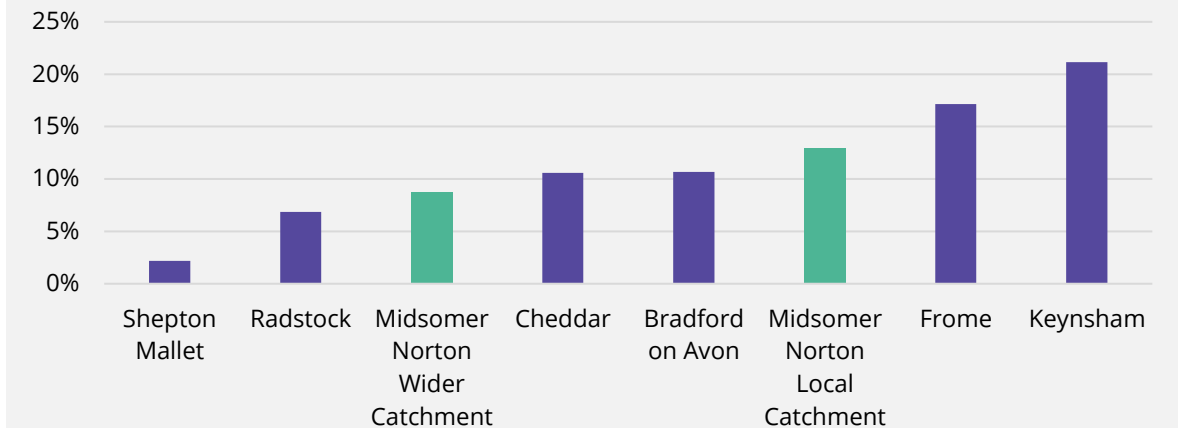
Source: Census, 2021

Population Density



Source: Census, 2021

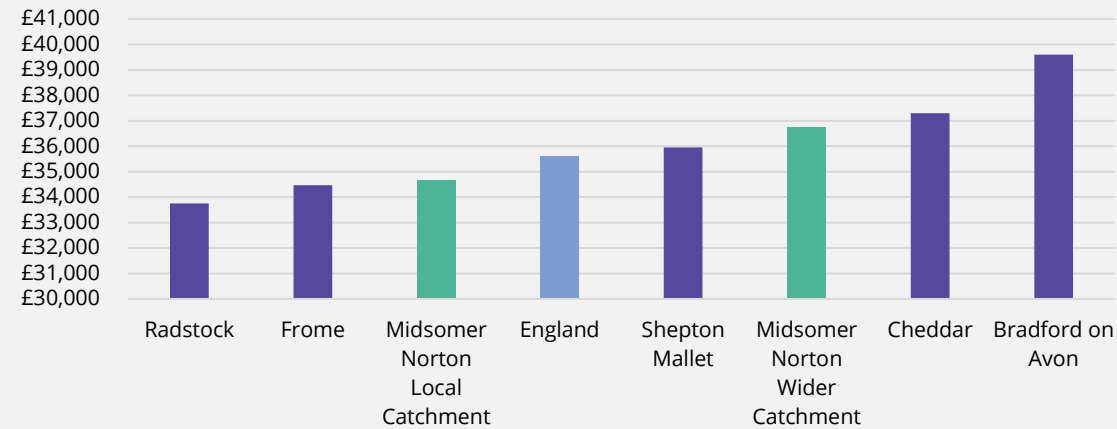
Population Growth, 2011-2021



Source: Census, 2021

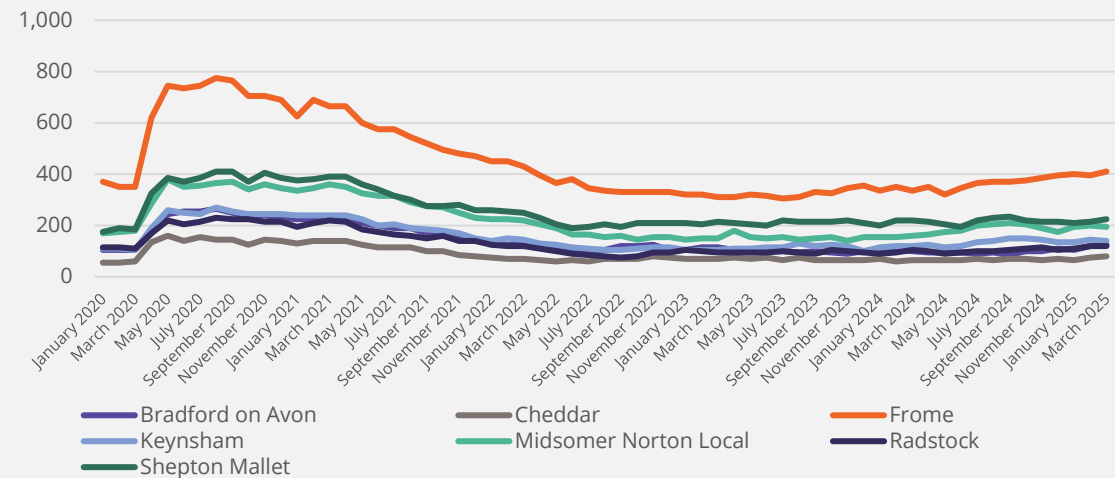
Midsomer Norton's immediate catchment has the 3rd lowest income, but has a low number of people seeking an Allowance...

Average Household Income, 2020



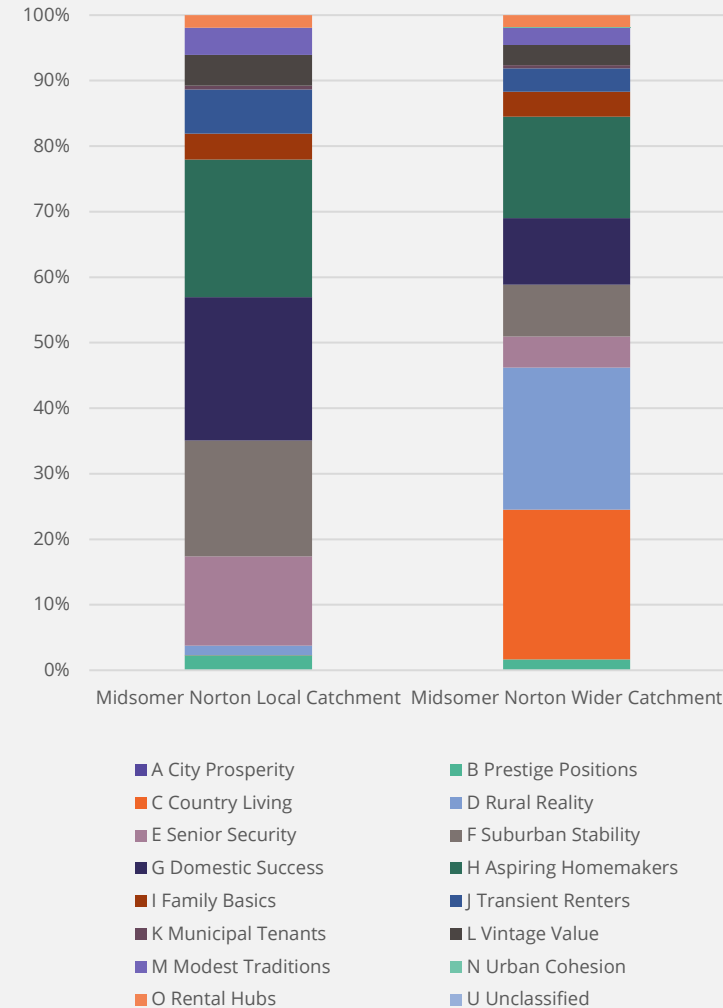
Source: ONS, Income Estimates for Small Areas, 2020

Claimant Count, 2025



Source: ONS, 2025

Mosaic Classifications, 2023

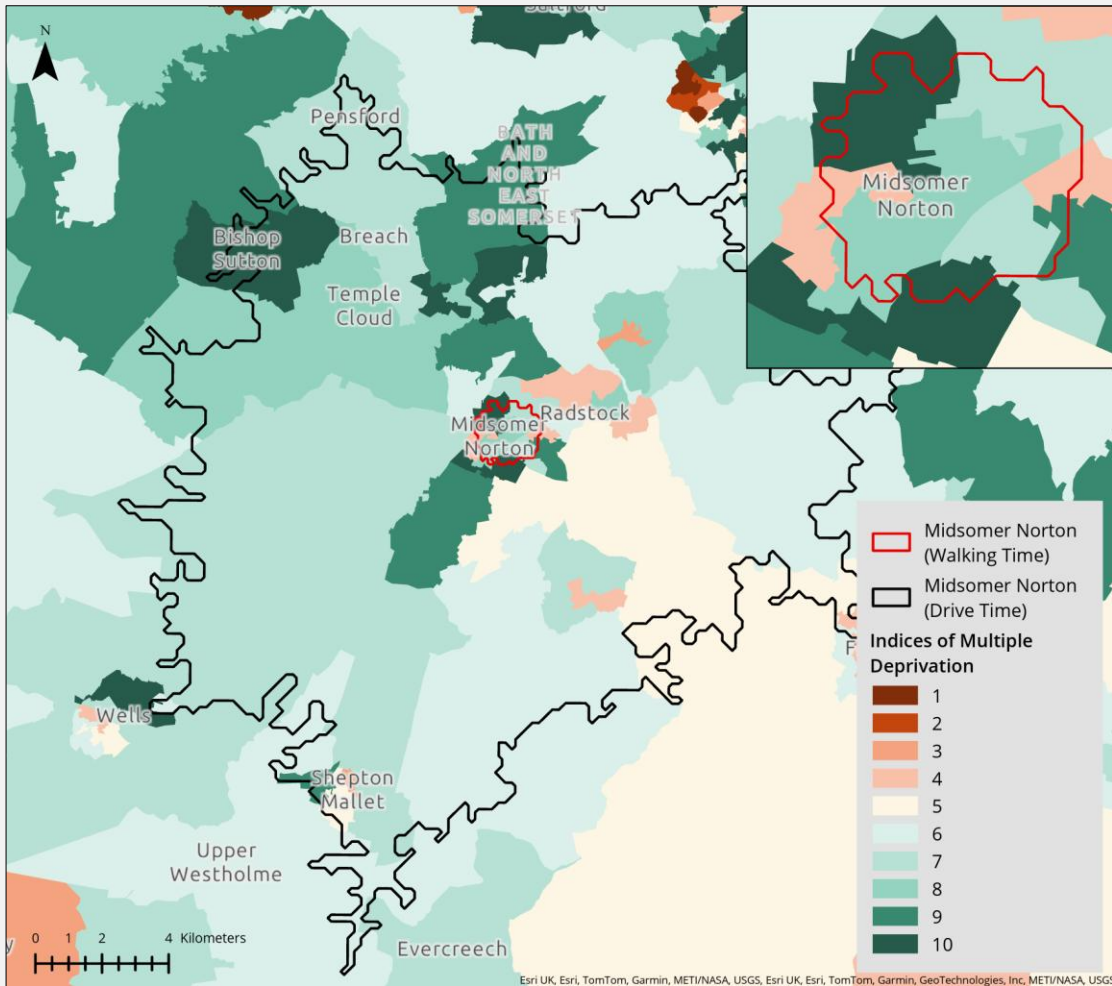


Source: Experian, 2023

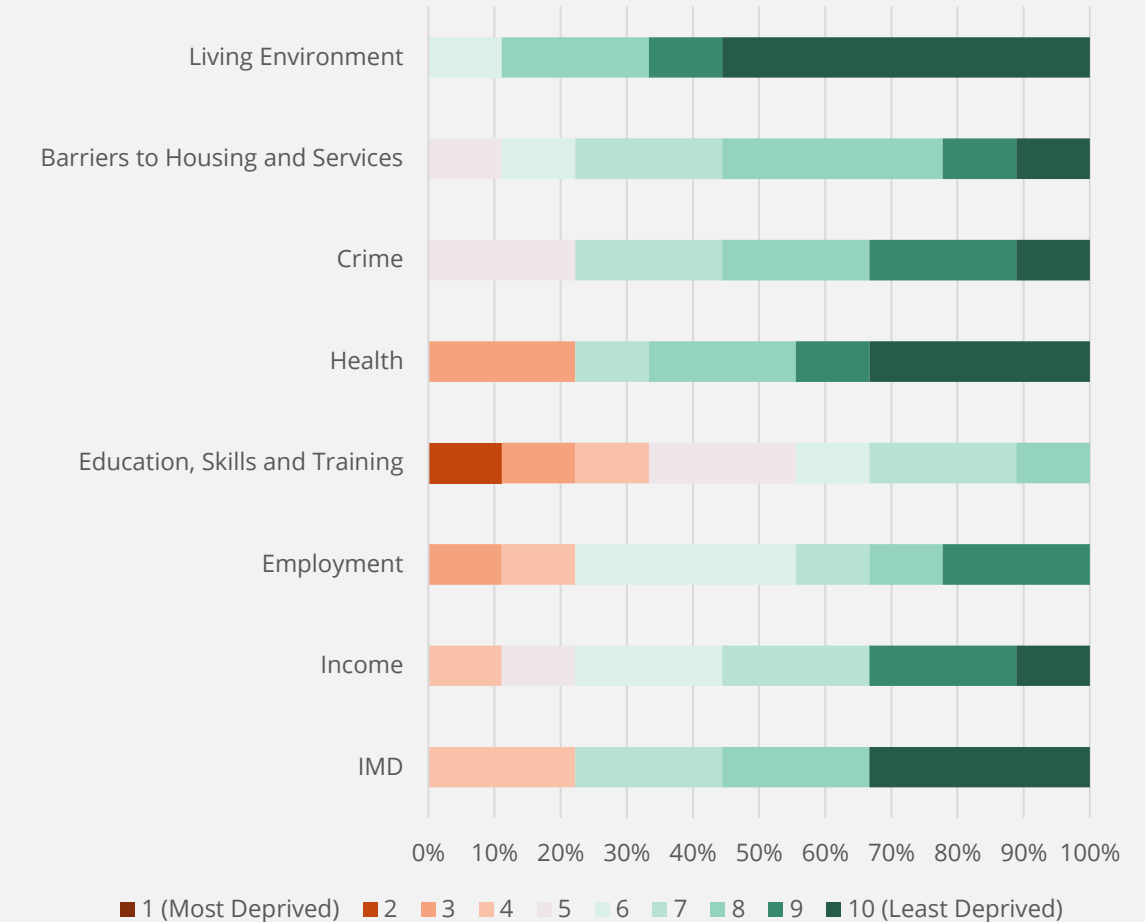
- A. **City Prosperity** – High status individuals with substantial salaries and expensive urban homes.
- B. **Prestige Positions** – Established families with financial security living upmarket lifestyles.
- C. **Country Living** – Well off homeowners in rural areas benefiting from country life.
- D. **Rural Reality** – householders living in rural communities in relatively low cost homes.
- E. **Senior Security** – elderly people living independently in their owned homes.
- F. **Suburban Stability** – Mature couples or families living settled lives in mid-range housing.
- G. **Domestic Success** – High earning families bringing up children and following careers in sought after residential areas.
- H. **Aspiring Homemakers** – Younger households who have recently set up home within a budget.
- I. **Family Basics** – Families with children with limited budgets trying to make ends meet.
- J. **Transient Renters** – Young, single people who privately rent low costs homes for the short term.
- K. **Municipal Tenants** – long term social renters living in challenging areas.
- L. **Vintage Value** – Elderly people living in purpose built homes who may require increasing amount of financial or practical support.
- M. **Modest Traditions** – Mature homeowners living in private modest homes enjoying a stable lifestyle.
- N. **Urban Cohesion** – Residents of settled multi-cultural urban communities.
- O. **Rental Hubs** – Educated young people privately renting in urban neighbourhoods.

Midsomer Norton is less deprived than comparators, however, there are some weaknesses in education, skills and training, employment and health...

Indices of Multiple Deprivation, 2019

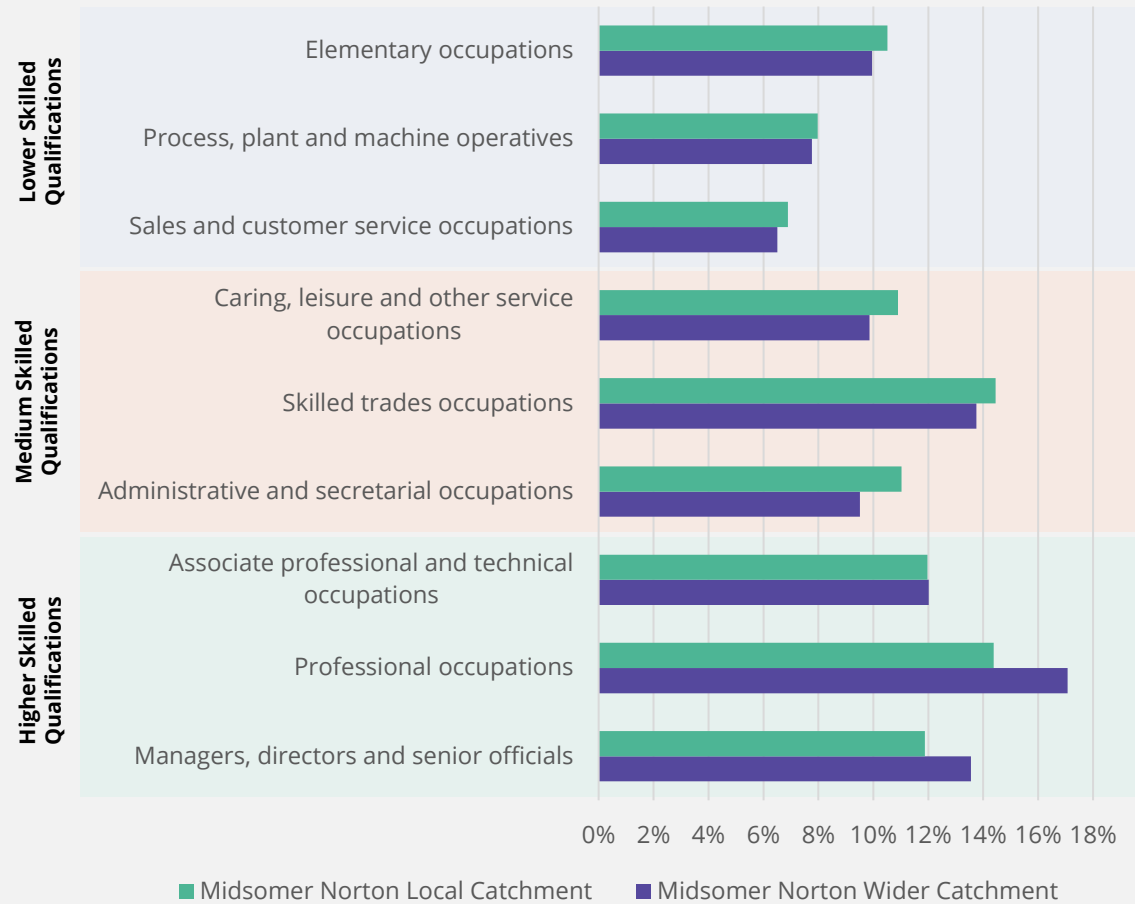


Drivers of Deprivation (Local Catchment), 2019



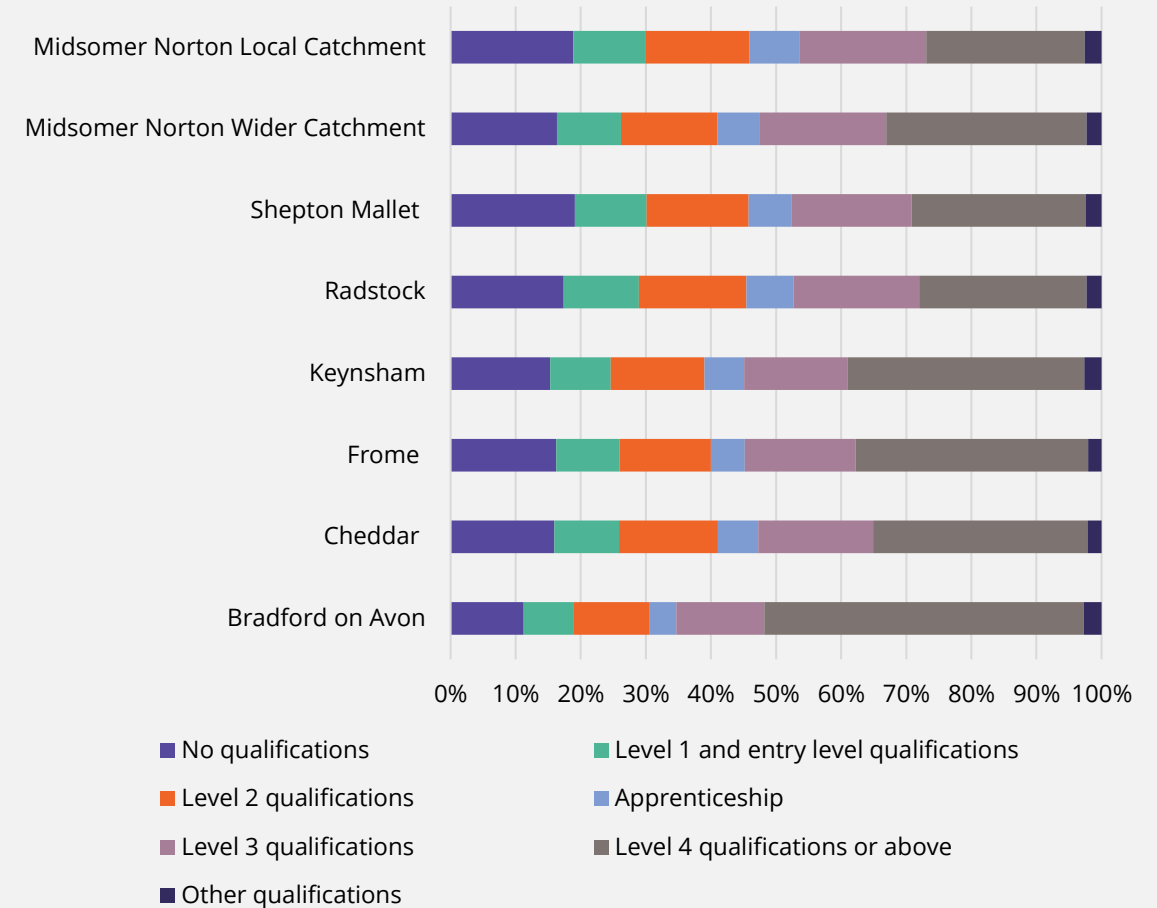
Professional and skilled trades occupations dominate the resident occupational profile. These are medium to higher skilled occupations...

Occupational Profile, 2021



Source: Census, 2021

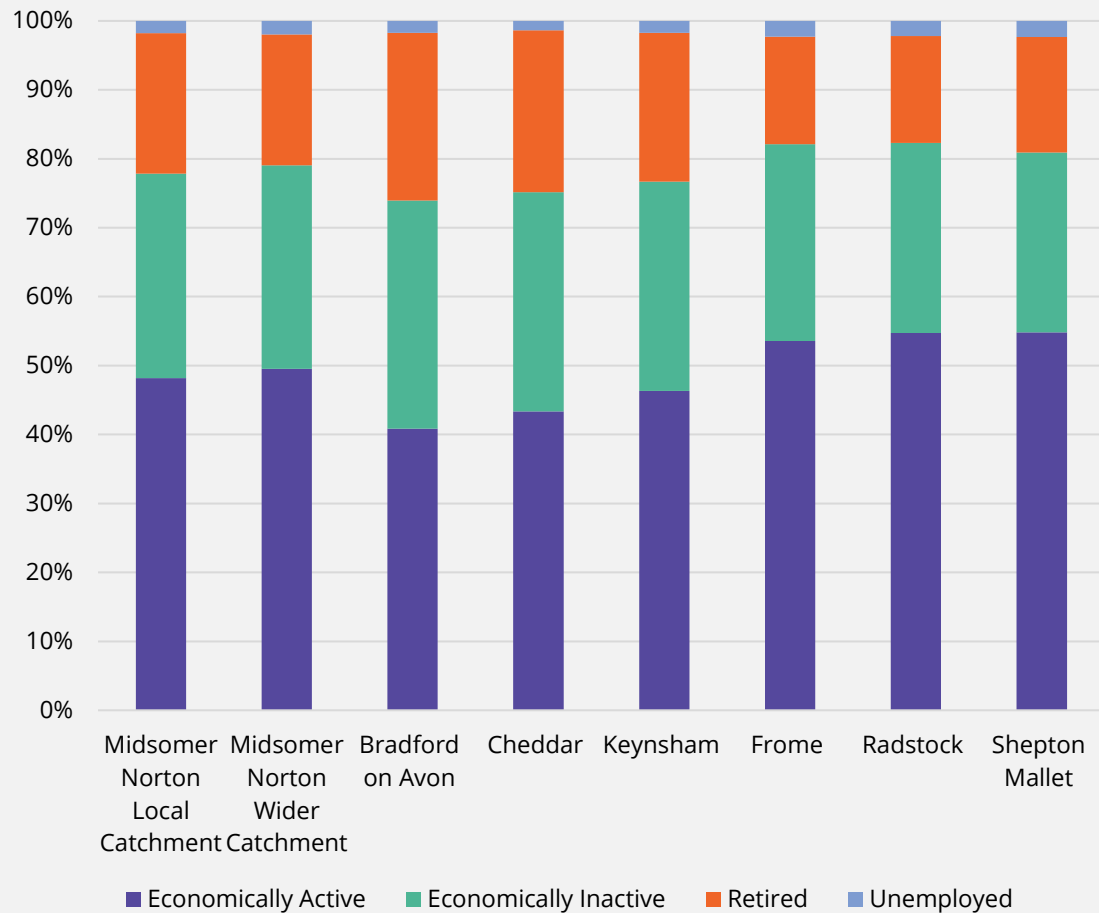
Level of Qualifications (Midsomer Norton Walking Time), 2021



Source: Census, 2021

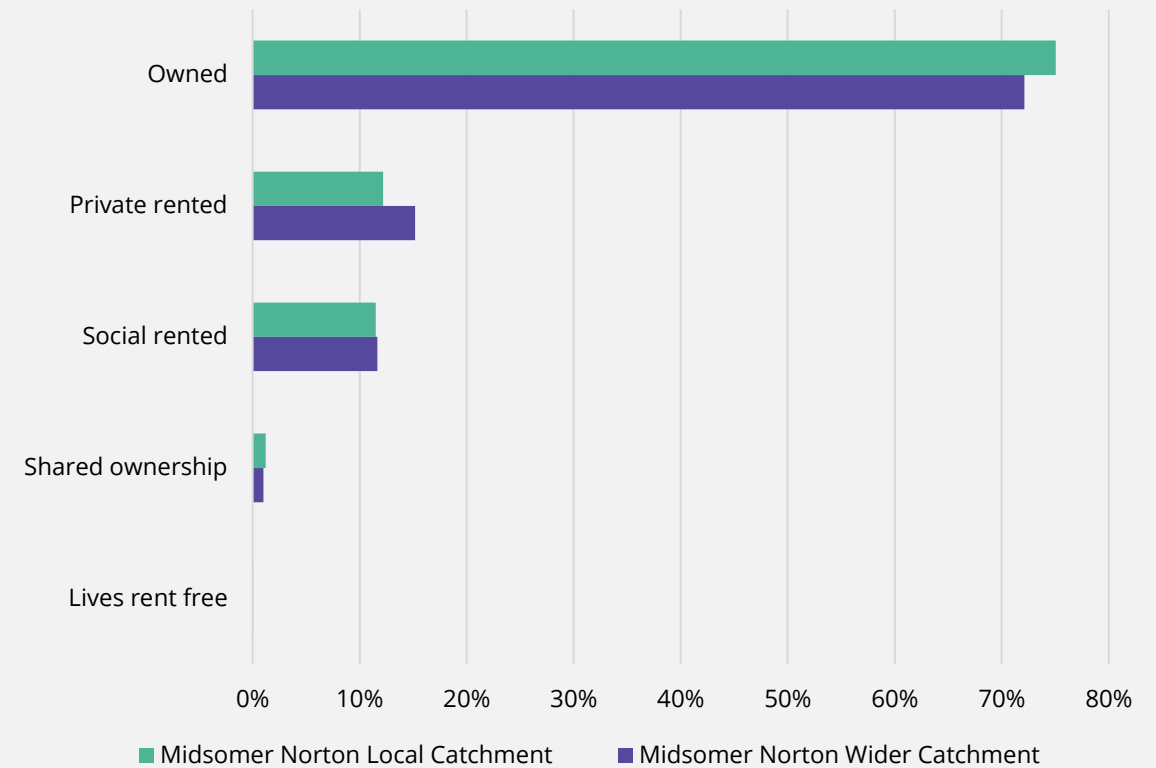
Midsomer Norton's immediate catchment has the 4th highest level of economic activity...

Economic Activity, 2021



Source: Census, 2021

Housing Mix, 2021



Source: Census, 2021

Commercial Market

AVISON
YOUNG

Key Points

Key Points

Retail Market

- Midsomer Norton's town centre is made up of **43 retail units** with a total floorspace of **192,791 sqft**, serving primarily a local population. The largest retail unit in the town is occupied by Sainsbury's, which provides an important anchor. The average rental value of retail space in the town centre is **£18.05**, lower than Frome (£20.49) and Keynsham (£18.94).
- There has been some long term take up of retail units over the past five years, but vacancy rates remain at **10.97%**, which is higher than only Keynsham (8.15%) and Frome (10.82%). Within this time, there have been 13 lease deals, indicating a need for compact, flexible retail spaces.
- The town centre has a high number of comparison shops (**~28%**) including ladies and menswear, charity shops and other comparison goods. The gap analysis also shows that there is a clear gap in provision from sectors such as food and beverage (cafes, bars and restaurants), active leisure and cultural uses. Convenience retail is also limited. This leaves gaps in the daily and experiential offer for residents and visitors.
- The town centre currently caters to a value-driven customer base, but does not reflect the spending power and lifestyle preferences of Midsomer Norton's affluent population. The lack of artisanal cafes, restaurants and family friendly activities may impact footfall in the area.

Office and Workspace Market

- Midsomer Norton has a very small office market made up of 6 units and a total of **46,418 sqft**. This figure has remained unchanged since 2015, as there has been no transactional activity. There is no provision of workspace in Midsomer Norton.
- Vacancy has decreased slightly from 24.7% in 2015 to **18.9%** in 2025. However, this is mostly driven by the derelict Alcan site that has been allocated for residential development.
- Rental values have been unchanged since 2015, at **£12.00 per sqft**. This suggests a relatively low value market with limited activity.
- The quality of office stock may be challenging for the town centre. Most buildings are rated between 2 and 3 stars, indicating functional but dated stock that may not meet the expectations of modern occupiers.
- The office market is very limited, with only a small number of office buildings. This has not changed in the last 10 years.
- Flexible office and co-working providers are operating in places like Frome, Keynsham, Bradford on Avon and Trowbridge. These facilities typically command rental rates ranging from £113-£220 per desk per month.

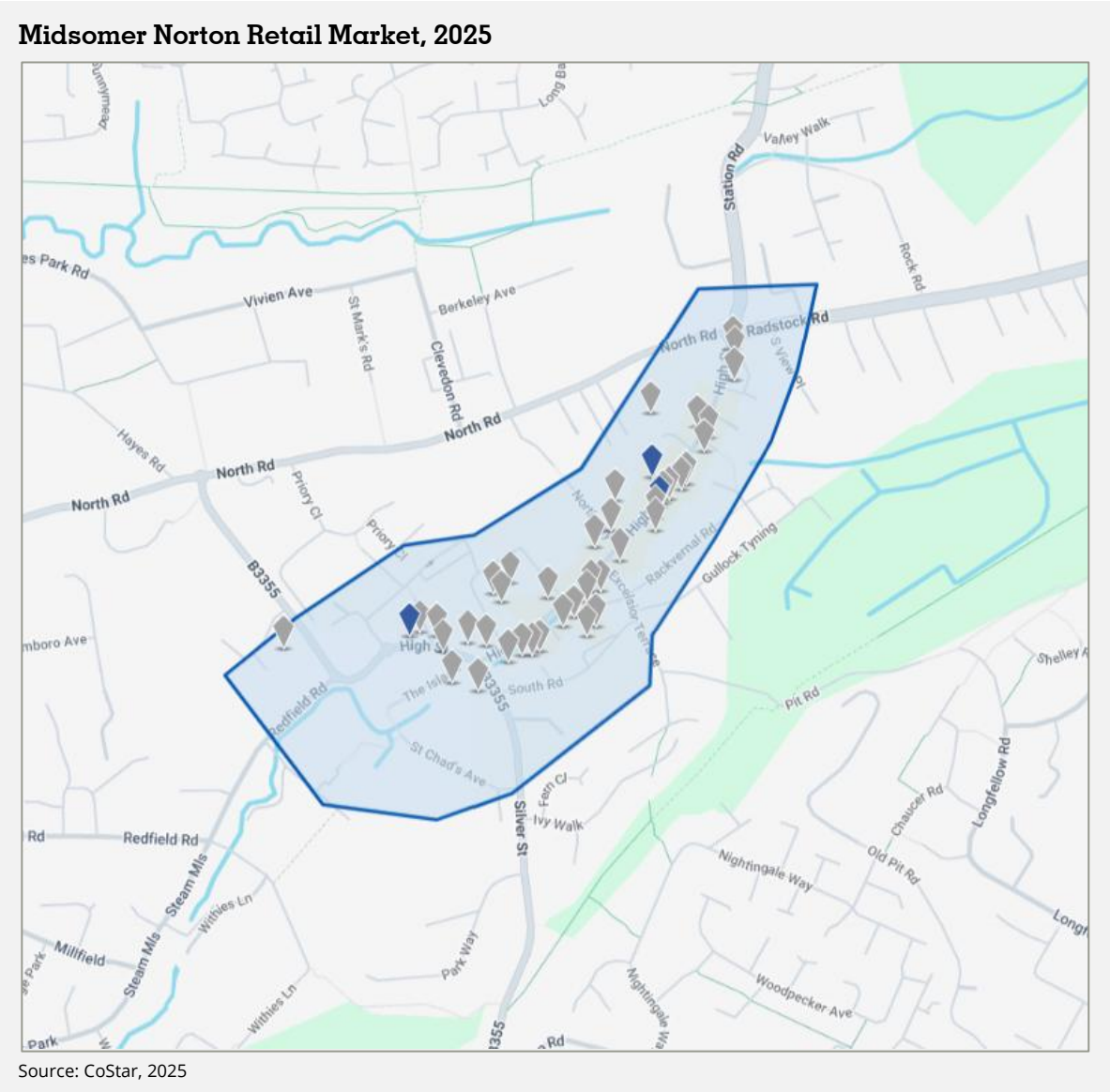
Industrial Market

- Midsomer Norton has 86 properties with a total of **1,757,343 sqft** of industrial floorspace. It is well occupied, with vacancy rates at **2.9%**. The market is supported by a number of industrial estates clustered around the local catchment, predominantly focused on light industrial, engineering, logistics, storage and trade services.
- There are four primary clusters of industrial activity: Old Mills Industrial Estate, Midsomer Enterprise Park, Westfield Industrial Estate and Haydon Industrial Estate. Westfield Industrial Estate is the largest estate, with 1,067,327 sqft across 24 units.
- The average industrial rent across Midsomer Norton is **£4.01 per sqft**, placing it below comparators such as Frome (£7.81), Radstock (£6.15) and Keynsham (£5.46).
- There have been 15 leases in the past 5 years, showing limited business activity. Demand has been for spaces ranging from 1,000-5,000 sqft.

Implications

- Future development should prioritise the delivery of smaller retail units that can accommodate independent traders, start-ups and local businesses.
- Lower retail rents can be leveraged to encourage a broader mix of retailers and service providers who may be priced out of areas like Frome and Keynsham which are located near by but are slightly more expensive.
- Future plans should aim to diversify uses by encouraging more experiential retail, in line with national trends, food and beverage and cultural and leisure spaces.
- Any future provision of office space is likely to be small in scale and flexible rather than traditional office space. This includes creative studios, workshops, and co-working hubs.
- New workspace delivery could draw on methods from neighbouring towns such as Frome and Bradford on Avon. In an area like Midsomer Norton, blending community aspects would help to increase demand.
- Priority for industrial spaces should be on providing high quality hybrid uses such as workshops and makerspaces.

Retail rents are relatively low, with the largest retail unit occupied by Sainsbury’s...



Major Retail Units, 2025

Address/Building Name	Floorspace (sqft)	Star Rating
Sainsbury's Supermarkets	36,383	3
The Palladium Electric	13,253	3
Poundland	12,572	3
Holly Court	11,405	3
38-39 High Street	11,365	3
National Westminster Bank	10,190	3
32 High Street	8,989	3
Chesterfield House	7,641	3
2 Silver Street	5,235	2

Rents Achieved Over Time, 2020-2025

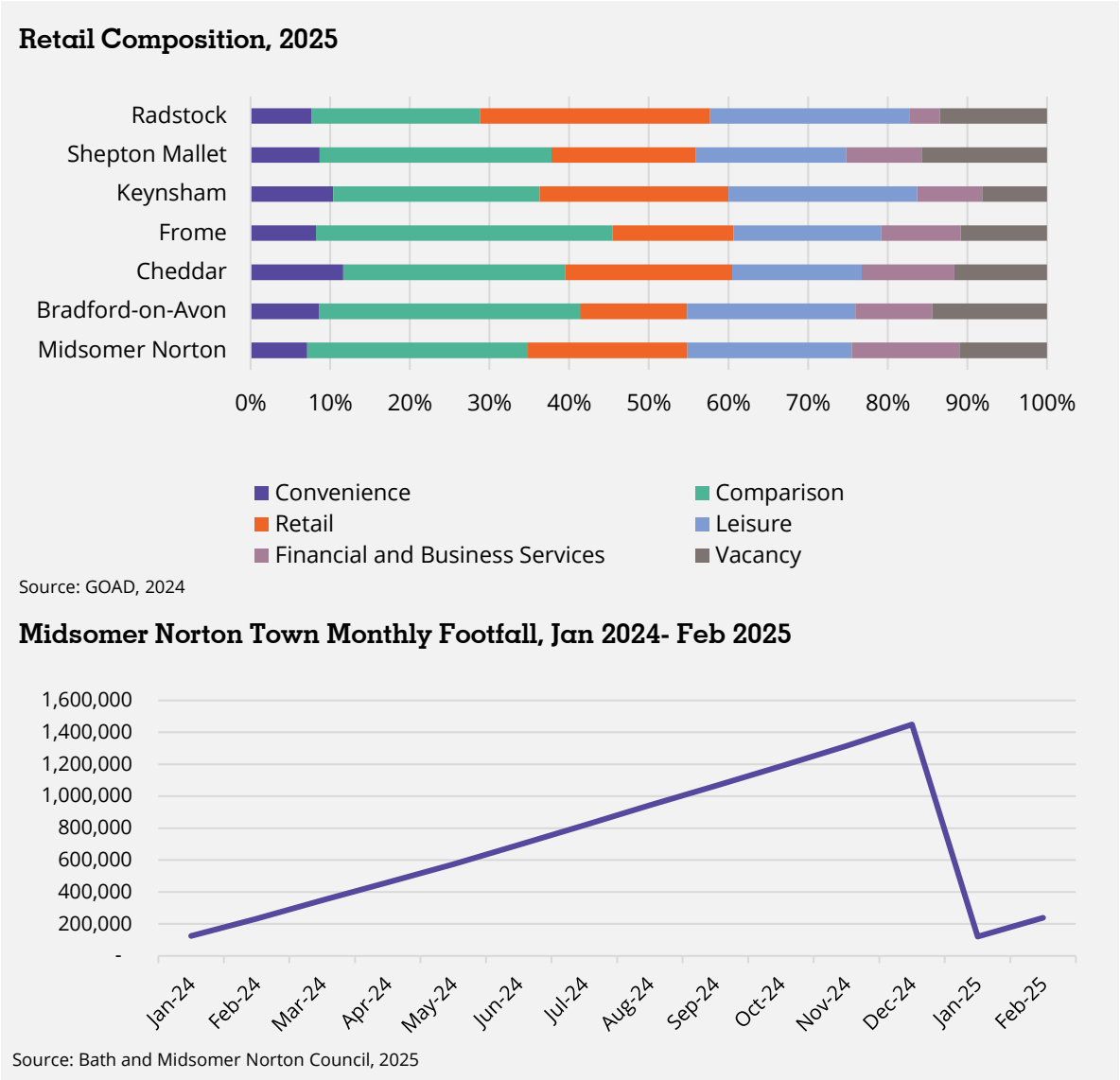
Year	Bradford on Avon	Cheddar	Frome	Keynsham	Midsomer Norton	Radstock	Shepton Mallet
2020	-	£13.50	£21.01	£22.34	£13.55	£14.62	£16.96
2021	£21.95	£21.28	£17.42	£18.72	£15.69	£11.30	£12.84
2022	£22.65	£19.15	£22.53	£23.77	£14.90	-	£9.54
2023	£20.69	£19.15	£34.70	£19.97	£14.21	-	£10.89
2024	£15.17	-	£20.49	£19.93	£17.91	-	£12.51
2025	£15.17	-	£20.49	£18.94	£18.05	-	£11.51
Average	£19.13	£18.27	£22.77	£20.61	£15.72	£12.96	£12.38

Source: CoStar, 2025

There has been some long term take up over the past five years, however vacancy remains high...

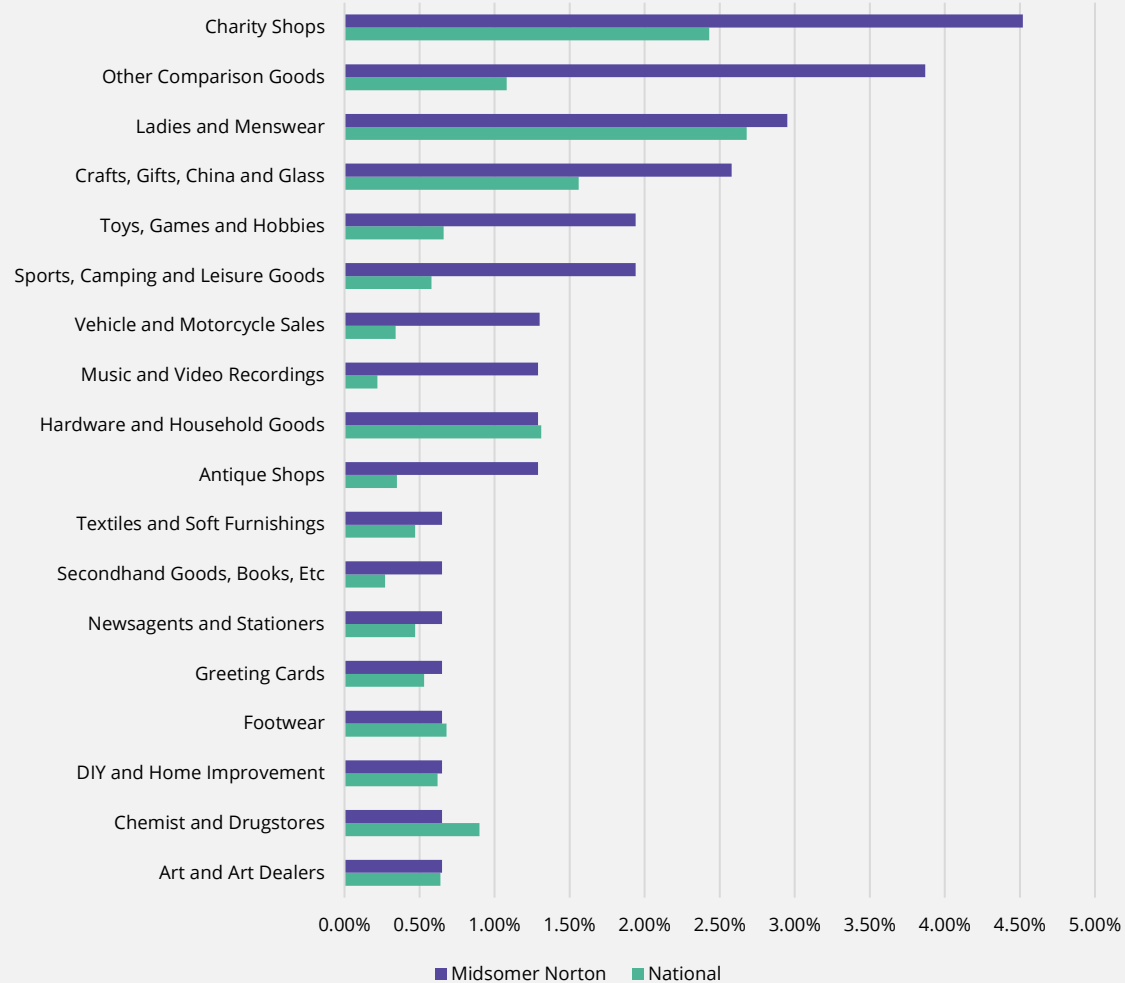
Retail Take up, 2020-2025				
Sign Date	Address	Total SF Leased	Rent/sqft	Term
01/11/2024	High St	318	£ 21.70	-
01/11/2024	High St	264	£ 15.91	-
02/06/2024	High St	264	£ 26.14	-
08/03/2024	13 High St	1,000	£ 7.20	-
18/09/2023	7-9 High St	1,032	£ 7.85	5 yrs
03/04/2023	10 South Rd	1,182	£ 10.15	9 yrs
07/01/2023	High St	1,708	£ 15.26	20 yrs
12/08/2022	125 High Street	755	£ 15.89	3 yrs
02/05/2022	The Hollies	737	£ 9.50	5 yrs
04/09/2020	High St	559	n/a	1 yr
06/08/2020	Frome Rd	3,541	£ 14.12	20 yrs
04/08/2020	38-39 High St	11,365	£ 5.54	10 yrs
10/06/2020	41-42 High Street	1,054	£ 14.80	22 yrs
Average		1,829	£12.70	11 yrs

Source: CoStar, 2024



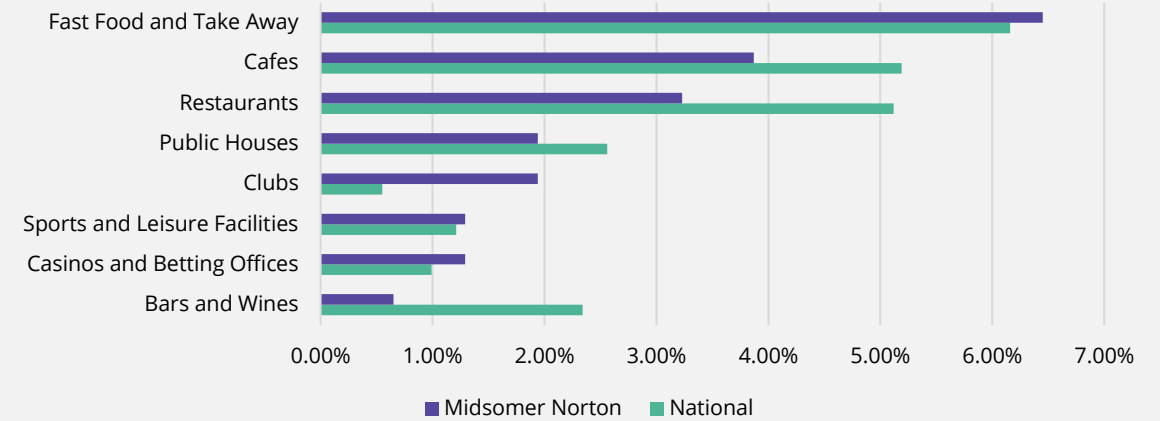
Independent shops such as charity shops, comparison goods and ladies and menswear dominate the high street...

Comparison Units, 2025

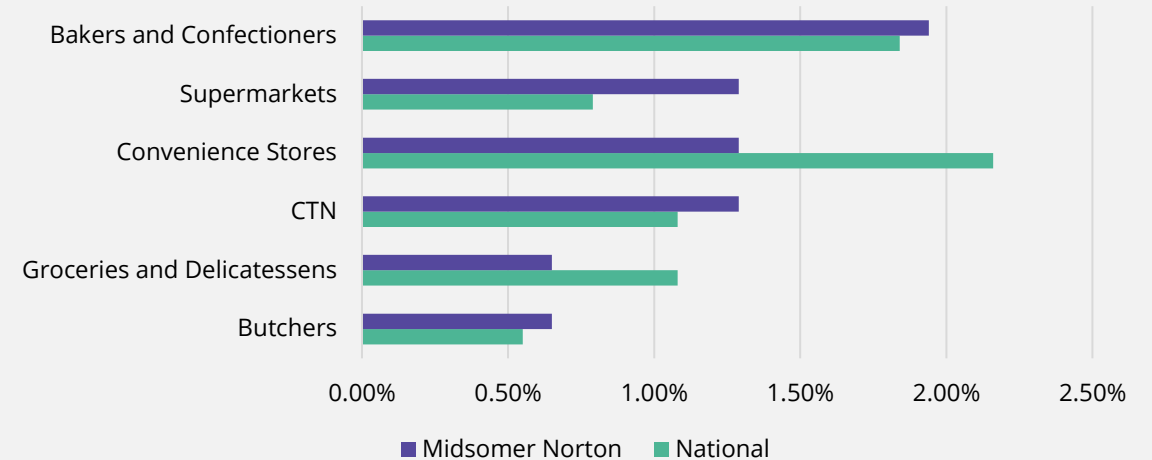


Source: Experian GOAD, 2025

Leisure Services, 2025



Convenience Units, 2025



Source: Experian GOAD, 2025

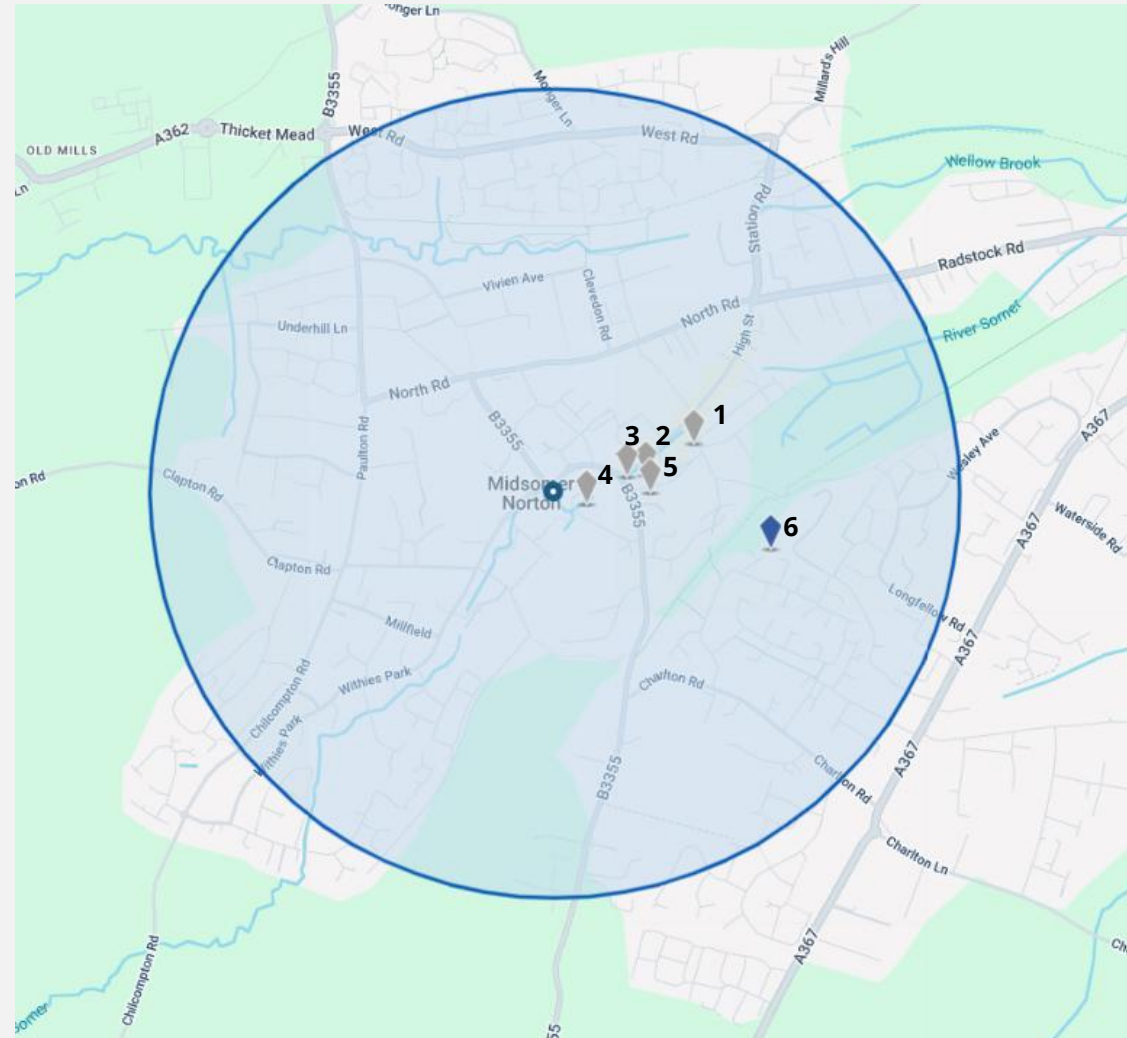
There are gaps in the offer for high quality food and beverage spaces, family leisure and dedicated cultural venues...

The area can be defined by the retail stores located along the high street. It is home to mostly independent retailers and a small number of high street multiples. There are a number of 'gaps' in the offer, particularly in relation to diversity in its food and beverage offer, family leisure, arts and culture and active leisure. Future plans should be focused on introducing and diversifying these offers. The town centre offer needs to meet the needs of those on a budget (Aspiring Homemakers) and higher earning groups (Domestic Success).

Theme	Commentary
Food and Beverage	The food and beverage provision in Midsomer Norton is good, consisting of small, independent restaurants. There are also a number of traditional high street takeaways such as Papa Johns and Dominos. There is an opportunity to introduce both high quality artisanal coffee shops and higher budget restaurants.
Active Leisure	The active leisure provision consists of a leisure centre (Dragonfly Leisure Midsomer Norton) and a sports centre (Norton Hill Sports Centre) and a cricket club (Midsomer Norton Cricket Club). Whilst the sports centre is of high quality, providing indoor and outdoor leisure facilities, a gym and indoor swimming pool. The sports centre features less facilities of lower quality. The gym, High Energy Gym has been permanently closed. There is a gap in active leisure provision for higher quality spaces that offer a variety of classes such as yoga and pilates.
Family Leisure	Family leisure activities are limited. There are a few parks and playgrounds off the high street however, there are no experiential and diverse spaces for families to spend their time. Some family leisure spaces include the cinema in the Town Hall, Shakespeare Road Play Area and Midsomer Norton Social Club.
Arts and Culture	There is very limited spaces for arts and culture provision besides the Palladium Cinema and National Theatre Live which are both located in Midsomer Norton Town Hall. However, community centres hosts music and arts festivals, workshops and activities. There is a museum in Radstock which residents can access.
Convenience Retail	Convenience retail are sparsely distributed along Midsomer Norton's high street. There are a variety of budget convenience stores such as Lidl, WHSmith, Poundland and Sainsbury's.
Personal Services	The high street has a number of personal services available such as a post office, banks, nail salons, barbers and hairdressers but lacks a dry cleaners
Professional Services	There are a small number of professional services located on the high street. These include solicitors, accountants, estate agents, recruitment agencies and business management consultants.
Community Facilities	There is a good provision of community facilities in Midsomer Norton including St Johns Church Hall, the Somer Centre, The Pantry and the Town Hall, mostly located on the periphery of the town centre. These spaces provide the opportunity for events, group activities and other social meetings which both groups can benefit from. There is, however, very limited provision of daycare services for families with children.
Health Facilities	Good provision of health services are available. This a hearing and opticians centre (Scrivens Opticians and Hearing Care), vets (Midsomer Veterinary Centre, Silva House Veterinary Centre), dental Clinics (Bowles DV, Northway Dental Practice) and GP's (Somerton House Surgery).
'Specialist' Retail	There are few specialist retail spaces located on the high street such as British Heart Foundation (Charity Shop), Cottles Sweets (sweet shop) and a wedding shop (The Bath Bunting Company). These are mostly small, independent shops.

Midsomer Norton's office market is very small, with little demand and high vacancies...

Office Locations, 2025



Source: CoStar, 2025

Office Locations, 2025

Ref	Name/Address	Floorspace (sqft)	Star Rating*
1	Gladys House	1,850	3
2	Channel House	1,145	2
3	124 High Street	2,598	3
4	St. Chads Ave.	1,000	1
5	BT Group	26,101	3
6	Alcan Site	13,725	3

Key Office Indicators, 2025

	2015	2025	Change
Number of Buildings	6	6	0%
Total Floorspace	46,419	46,419	0%
Total Vacancy	24.7%	18.9%	-4.2%
Rental Value	£12.00	£12.00	0%
Number of Leases	0		

Star Rating Definitions (CoStar)

Star 1: Practically uncompetitive with respect to the needs of a typical office tenants, may require significant renovation, possibly functionally obsolete.

Star 2: A purely functional building with minimal or no landscaping or lobby.

Star 3: A modest size, possibly certified green and energy efficient building with standard amenities.

Star 4: A very high quality building that maintains market leadership through the strength of its initial construction, continual above average maintenance and desirability for tenants and investors over time, These buildings are likely to be older than the current 5 Star set.

Star 5: Exemplary of a state-of-the-art, category defining structure that represents the latest trends and quality in design and construction. very likely a certified sustainable and energy efficient building

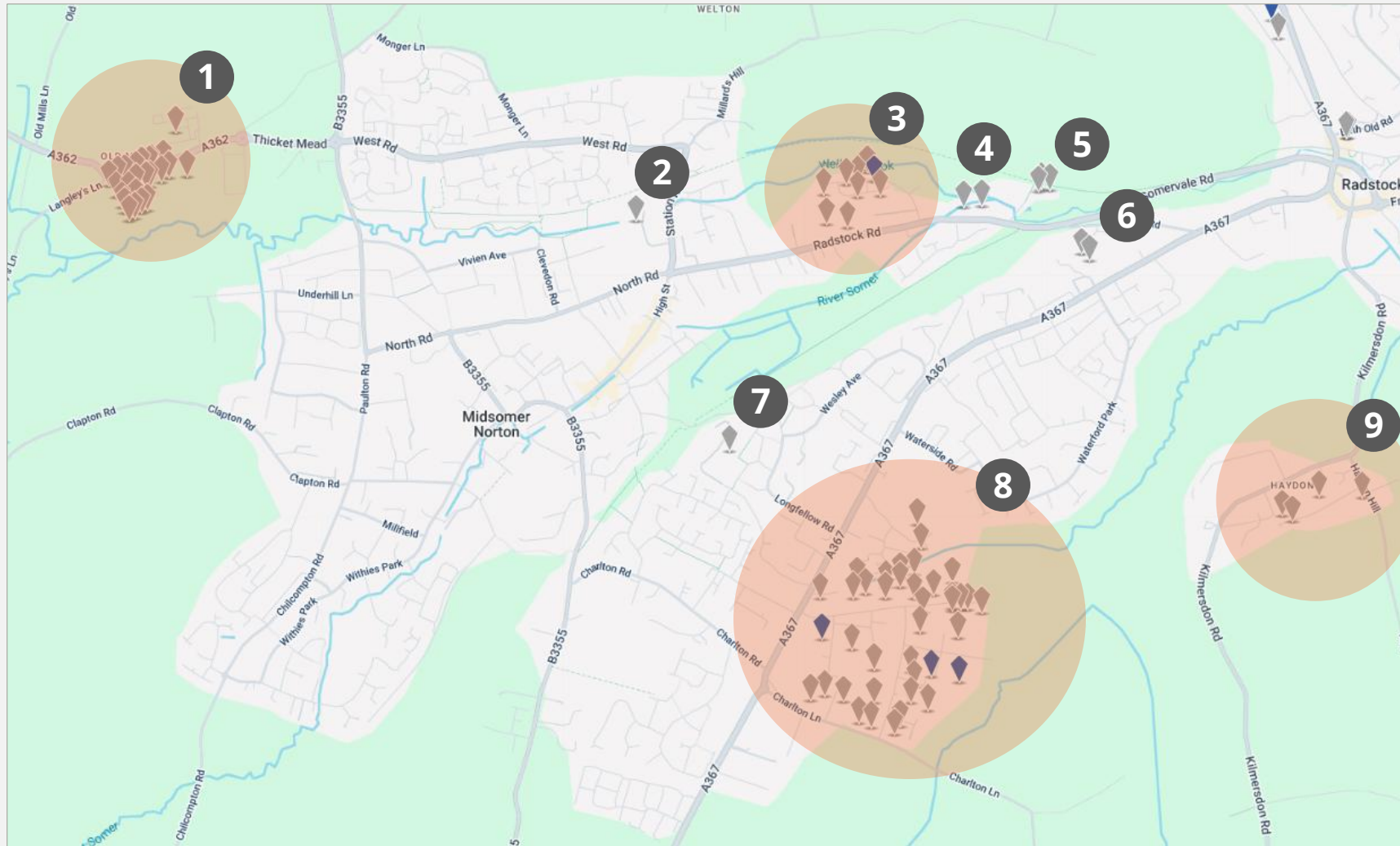
Source: CoStar, 2025

There are several flexible office and workspace facilities across smaller settlements in the region such as Keynsham, Frome and Taunton and Bradford-on-Avon

Workspaces				
Name	Location	Operator	Description	Rates From (VAT Exc.)
The Welsh Mill Hub	Frome	Eventure Frome CIC	Shared workspace and community venue. Co-working desks, studios meeting rooms and event space.	£12/£20 per hour
The Old Church School	Frome	Forward Space	Flexible workpods, studios, meeting rooms, and event space.	£150 per desk per month
Motorworks	Frome	Forward Space	Flexible workpods and studios. Nearby The Old Church School.	£125 per desk per month
Forward Space	Frome	Forward Space	Co working space offering dedicated desk spaces, shared studios and coworking areas.	£15 - £450 per desk per month
Collar Factory	Taunton	Forward Space	Flexible workpods, studios, meeting rooms and event space.	£200 per desk per person, studio
Yoke Hub	Frome	Yoke Hub	Creative workspace with desks, studios and meeting rooms.	£113 per desk per person
Studio Bacchus	Bradford on Avon	Studio Bacchus	Small co-working space targeting freelancers and creative practitioners. Informal meeting space available.	£220 per desk per month for full week usage
Glove Factory Studios	Bradford on Avon	Work Rural	1-10 person coworking and hot desk studios with meeting rooms in rural setting targeted at creative businesses.	Unknown
Grangeside Workspace	Trowbridge	Grangeside Workspace	Serviced offices, hot desks and meeting rooms in rural setting.	Unknown

There are four distinct clusters of industrial activity and several smaller industrial units within the town's catchment...

Industrial Locations, 2025



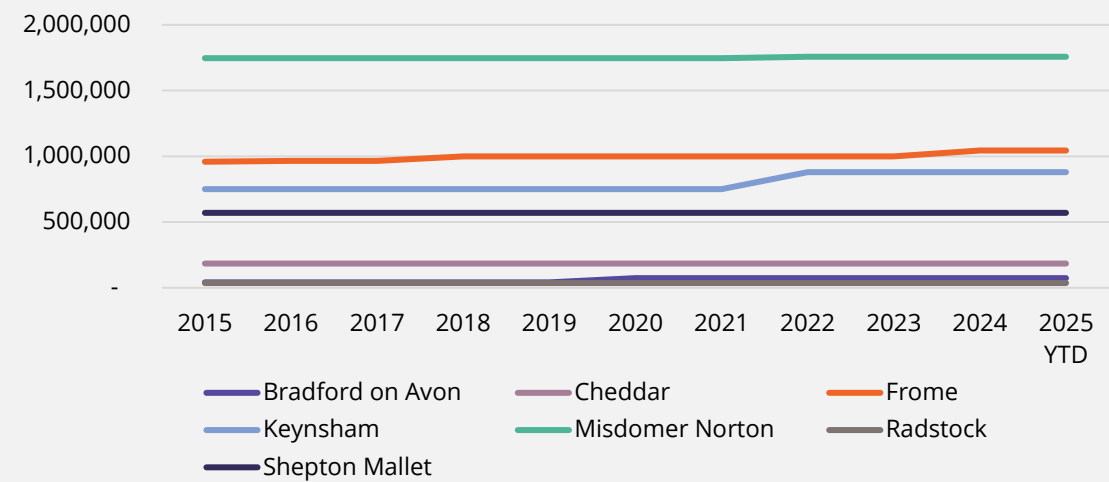
Source: CoStar, 2025

Key

1. **Old Mills Industrial Estate**
2. Former Welton Bibby and Baron
3. **Midsomer Enterprise Park**
4. Williams and Oakley and P M Hobbs
5. Five Arches
6. Wellsway Works
7. Sun Chemical Ltd
8. **Westfield Industrial Estate**
9. **Haydon Industrial Estate**

Midsomer Norton has a large, well occupied industrial market in comparison to the neighbouring towns...

Industrial Floorspace, 2015-2025



Industrial Vacancy Rates, 2020-2025

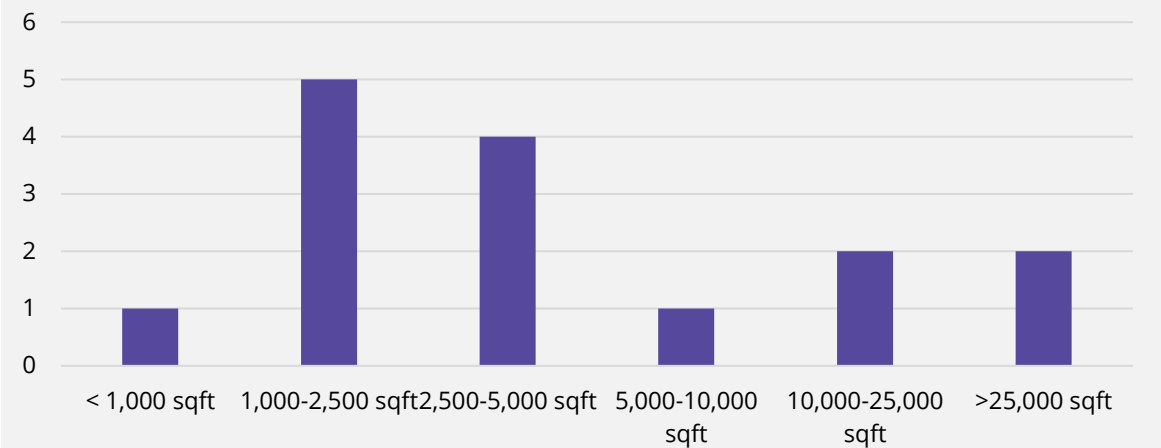
Year	Bradford on Avon	Cheddar	Frome	Keynsham	Midsomer Norton	Radstock	Shepton Mallet
2020	-	-	0.3%	1.0%	-	-	1.0%
2021	-	-	-	0.1%	-	-	1.1%
2022	-	-	3.9%	0.1%	0.9%	14.4%	0.0%
2023	-	-	4.2%	0.5%	0.2%	34.3%	1.2%
2024	-	-	12.3%	3.4%	5.4%	23.3%	-
2025	-	5.6%	10.8%	0.6%	2.9%	21.1%	-
Average	-	5.6%	6.3%	0.9%	2.35%	23.28%	0.8%

Source: CoStar, 2025

Industrial Rental Values Per Sq Ft, 2020-2025

Year	Bradford on Avon	Cheddar	Frome	Keynsham	Midsomer Norton	Radstock	Shepton Mallet
2020	£16.03	£5.22	£5.22	£4.82	£7.57	-	£6.09
2021	-	-	£4.94	£4.85	£7.43	-	£4.20
2022	-	-	£7.03	£9.79	£7.50	£12.07	£5.82
2023	-	-	£8.18	£7.56	£13.24	£5.77	-
2024	-	-	£8.09	£4.97	£3.62	£6.15	-
2025	-	-	£7.81	£5.46	£4.01	£6.15	-
Average	£16.03	£5.22	£6.88	£6.24	£7.23	£7.54	£5.37

Industrial Leases, 2020 - 2025



Source: CoStar, 2025

Focus On: Midsomer Norton's Industrial Estates



Old Mills Industrial Estate

Description: Old Mill Industrial Estate comprises of 24 industrial units of varying sizes ranging from between 1,200 – 26,100 sq ft.

Estimated Floorspace: 127,346 sqft

Space Quality: 3 stars (75%) and 2 stars (25%)

Vacancy: 0%

Average Rent: £11.07 per sqft

Mix of uses: Warehouses, storage and retail

Example Businesses: Toolstation Paulton, Trophies of Radstock, Jane Clayton and Company, Wickes Midsomer, Timpson and Paul Gunstone Mechanical Services



Midsomer Enterprise Park

Description: Midsomer Enterprise Park is a business area located on Radstock Road comprising of 9 industrial units.

Estimated Floorspace: 114,071 sqft

Space Quality: 3 stars (100%)

Vacancy: 5.4%

Average Rent: £6.91 per sqft

Mix of uses: Manufacturing, storage, offices and trade services

Example Businesses: Firenza Ltd Kitchens, Bedrooms and Bathrooms Showroom, Euro Car Parts, Somer Joinery, J B Autos and Bimtek Limited



Westfield Industrial Estate

Description: Westfield Industrial Estate is a large business area comprising of 39 industrial units.

Estimated Floorspace: 1,067,327 sqft

Space Quality: 3 stars (85%) and 2 stars (15%)

Vacancy: 4.2%

Average Rent: £9.00 per sqft

Mix of uses: Manufacturing, engineering, logistics, retail and office.

Example Businesses: Howden-Radstock, Techniglaze, Bath Potter's Supplies, HCL Fasteners, Westfield Medical, Willmotts Transport and The Sharpening Service



Haydon Industrial Estate

Description: Haydon Industrial Estate is located between Midsomer Norton and Radstock, comprising of a mix of businesses. There are 4 properties in the industrial estate.

Estimated Floorspace: 32,643 sqft

Space Quality: 3 stars (50%) and 2 stars (50%)

Vacancy: 0%

Average Rent: £9.13 per sqft

Mix of uses: Manufacturing, engineering, logistics, automotive services, design and printing

Example Businesses: Mills Engineering Services Ltd, Excel Bodyworks, Graham Cleaning Services, Stylistic Steel, Paul Slavin Fine Art and CTC Precision Engineering

Residential Market

AVISON
YOUNG

Key Points

Key Points

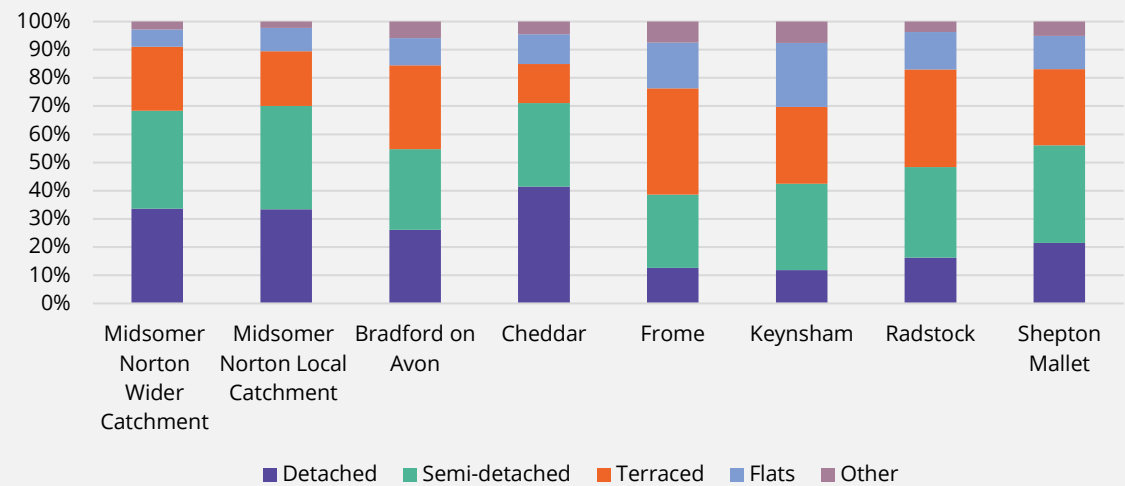
- Midsomer Norton's local catchment household composition is dominated by single-family households (**34%**), followed by one person households (**27%**), similar to the wider catchment. This is mirrored in the housing stock, where semi-detached (**37%**) and detached homes (**33%**) account for the majority of dwellings, followed by terraced houses (**19%**). Flats represent only a small portion of the stock (**8%**), highlighting limited availability of smaller, more affordable or accessible homes which could constrain housing options for young people, downsizers or some single people.
- House prices and rents are rising, but remain comparable to the wider area. The average price paid across all properties in Midsomer Norton's local catchment in 2025 is **£289,596** compared to **£321,893** in the wider catchment and **£354,000** nationally. Detached homes command the highest prices locally at **£403,182**. Over the past five years, house prices in the local catchment have increased across all house types, most notably for semi-detached (**+39%**) and detached homes (**+32%**). There has also been growth in the asking rents across both the local and wider catchment.
- There are a number of medium to large developments in the pipeline in the local area. These projects include a mix of 2,3 and 4 bedroom homes, which will likely support continued growth in the catchment. However, most of these developments are occurring on the periphery of the catchment rather than in the town centre.
- It is notable that a number of schemes also aim to provide a few flats such as in Underhill Lane and Stratton-on-the-Fosse.

Implications

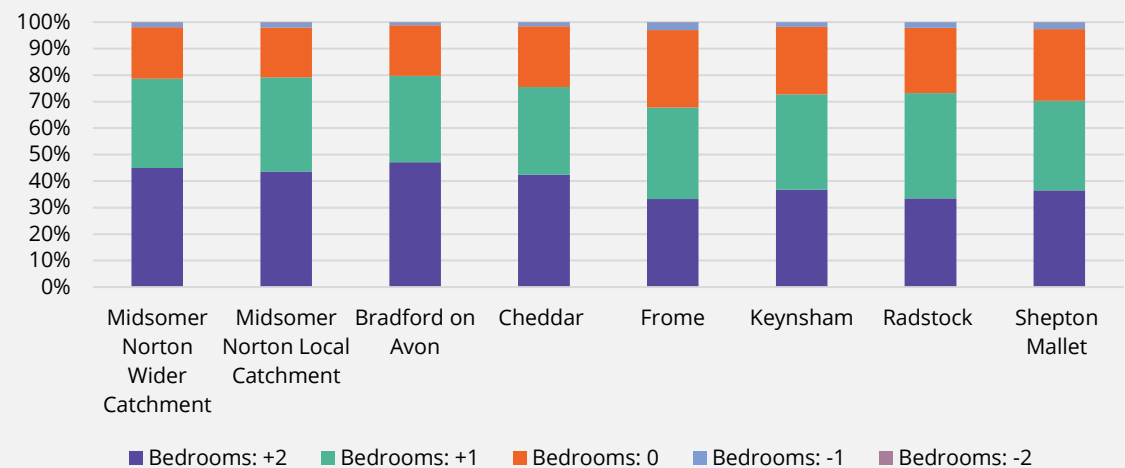
- There is a need to broaden the housing offer, particularly by increasing the supply of 1-2 bedroom homes in the town centre.
- To ensure inclusive growth, future developments should include affordable housing, including tenures such as shared ownership and social rent.
- Single person houses and flats may appeal to young professionals, single person households and downsizers. This will help to increase footfall in the town centre if provided there.

Single families make up the highest proportion of the household composition, which is reflected in the dwelling type...

Dwellings by Type, 2021

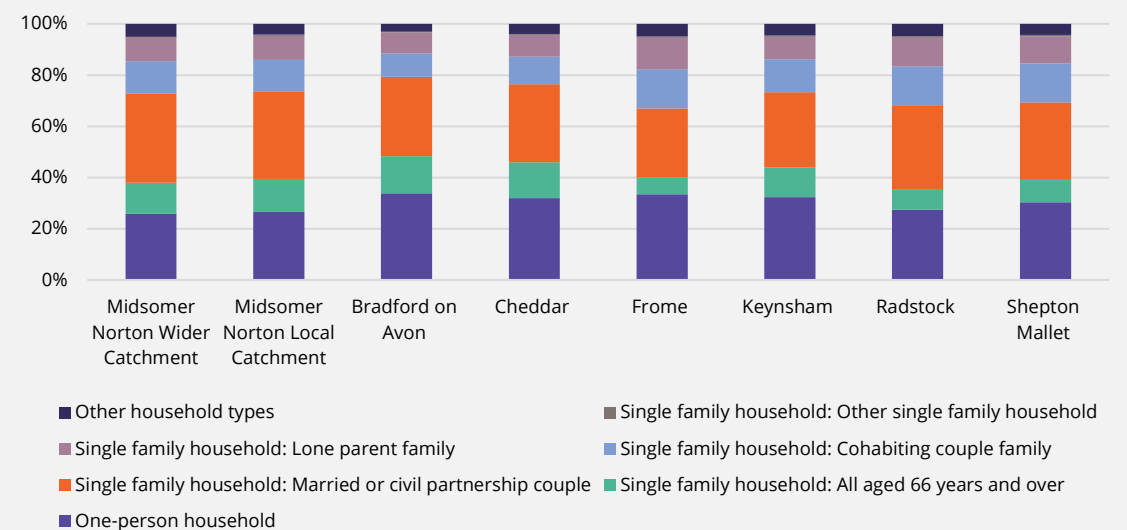


Occupancy Rating (Bedrooms) by Tenure, 2021



Source: Census, 2021

Household Composition, 2021

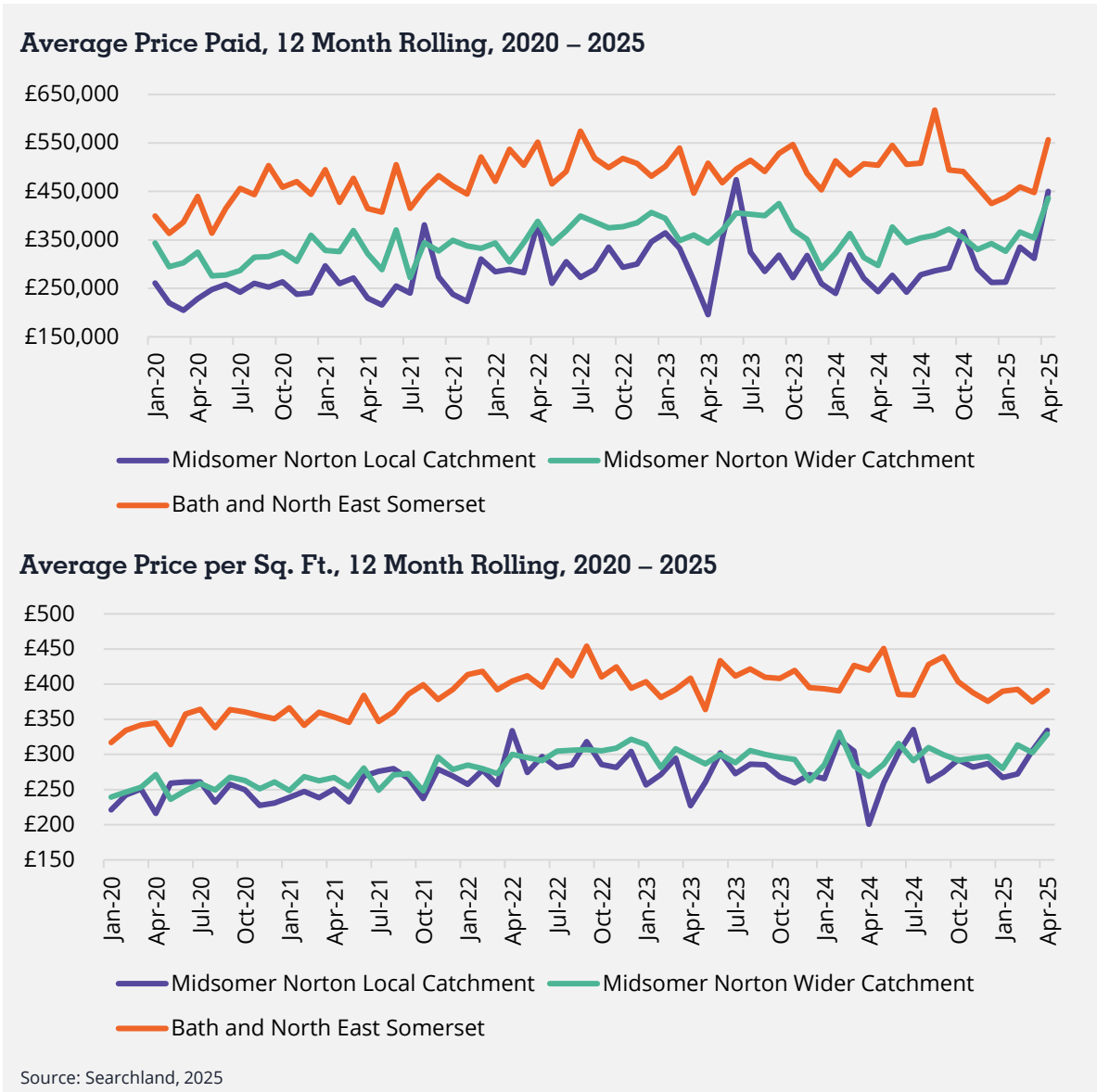
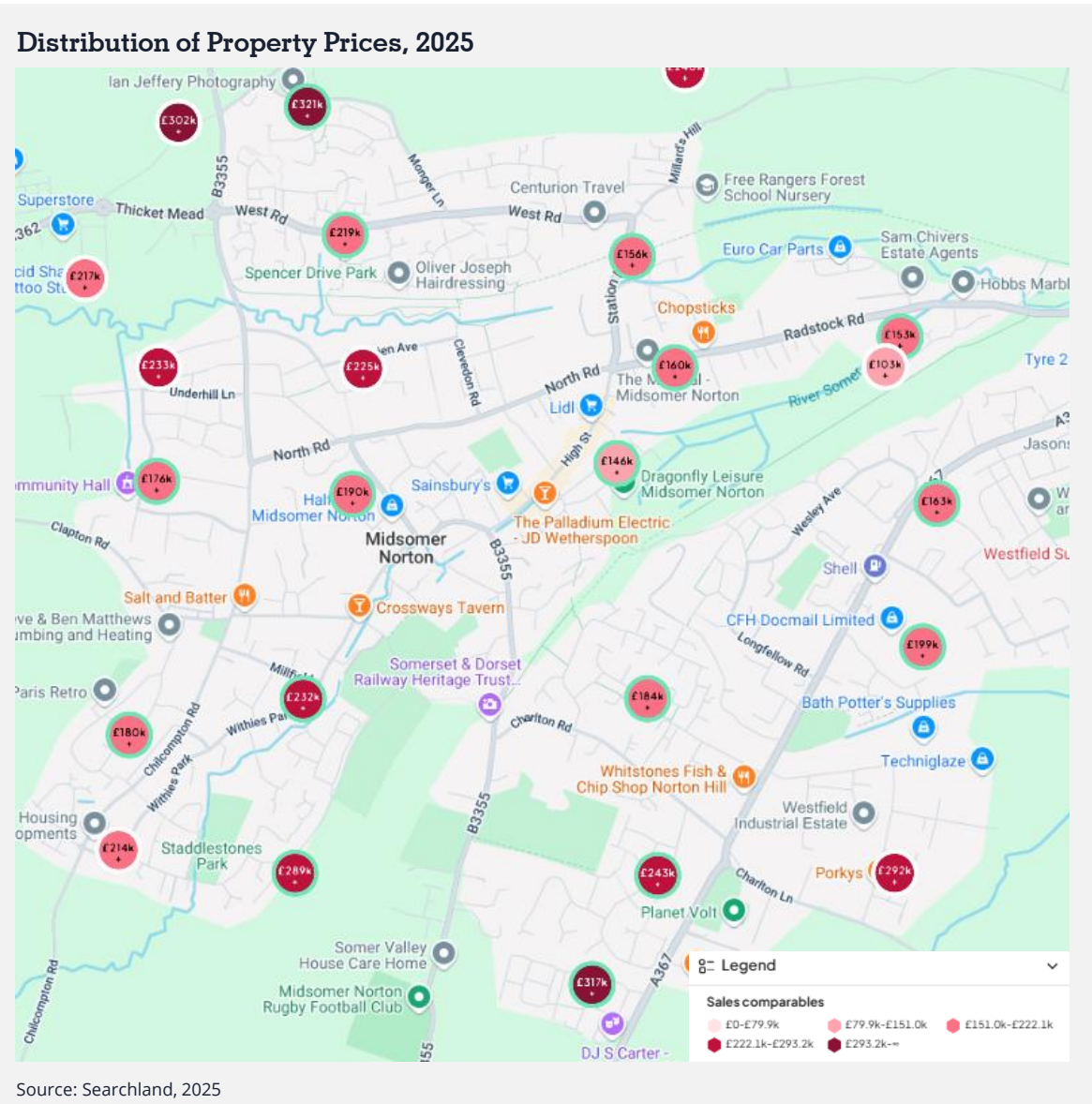


Average Price Paid by Property Type, 2025

	Average Price Paid (2025)			5 Year % Change (Price)		
	Midsomer Norton Local Catchment	Midsomer Norton Wider Catchment	England	Midsomer Norton Local Catchment	Midsomer Norton Wider Catchment	England
Flats	£168,000	£170,357	£299,147	+15%	+19%	-10%
Terraced	£243,450	£280,594	£288,463	+22%	+24%	+9%
Semi-Detached	£343,750	£321,243	£327,262	+39%	+15%	+14%
Detached	£403,182	£515,378	£501,129	+32%	+13%	+6%
Average	£289,596	£321,893	£354,000	+27%	+18%	+5%

Source: Searchland, 2025

Residential property values in the local catchment are broadly in line with those across the wider catchment area...



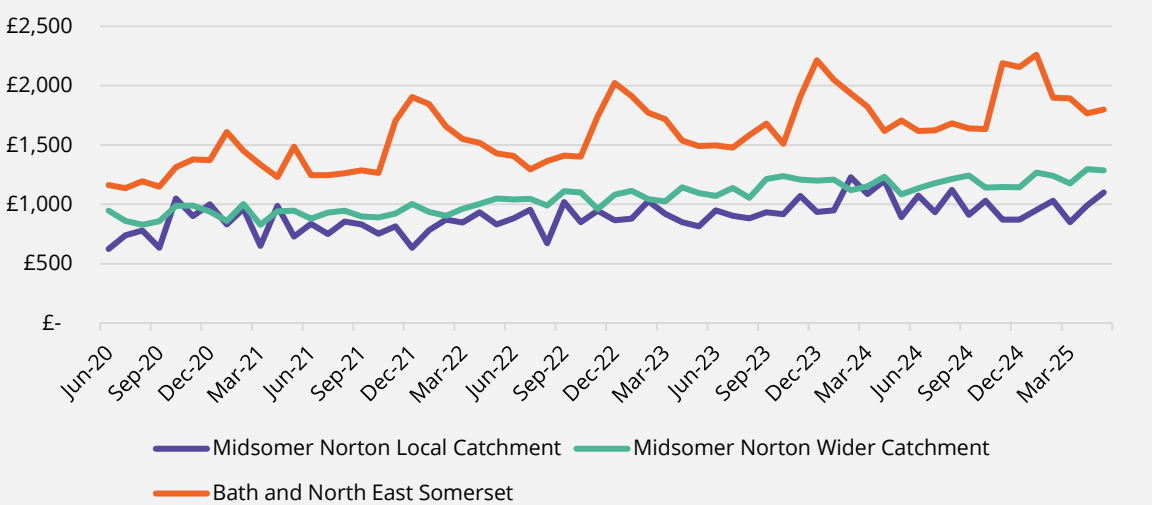
Residential rents in the local catchment have risen steadily over the past five years, with trends mirroring those across the wider catchment area...



Average Asking Rents by Property Type, 2024

	Average Price Paid (2023)			5 Year % Change (Price)		
	Midsomer Norton Local Catchment	Midsomer Norton Wider Catchment	England	Midsomer Norton Local Catchment	Midsomer Norton Wider Catchment	England
Flats	£842	£874	£1,824	+38%	+37%	+35%
Terraced	£1,053	£1,214	£1,713	+36%	+45%	+34%
Semi-Detached	£1,168	£1,285	£1,656	+35%	+35%	+38%
Detached	£1,675	£1,866	£2,397	+30%	+46%	+35%
All	£1,185	£1,310	£1,898	+35%	+41%	+36%

Average Asking Rents, 12 Month Rolling



Midsomer Norton is delivering several medium to large residential developments, particularly on the periphery of the town...

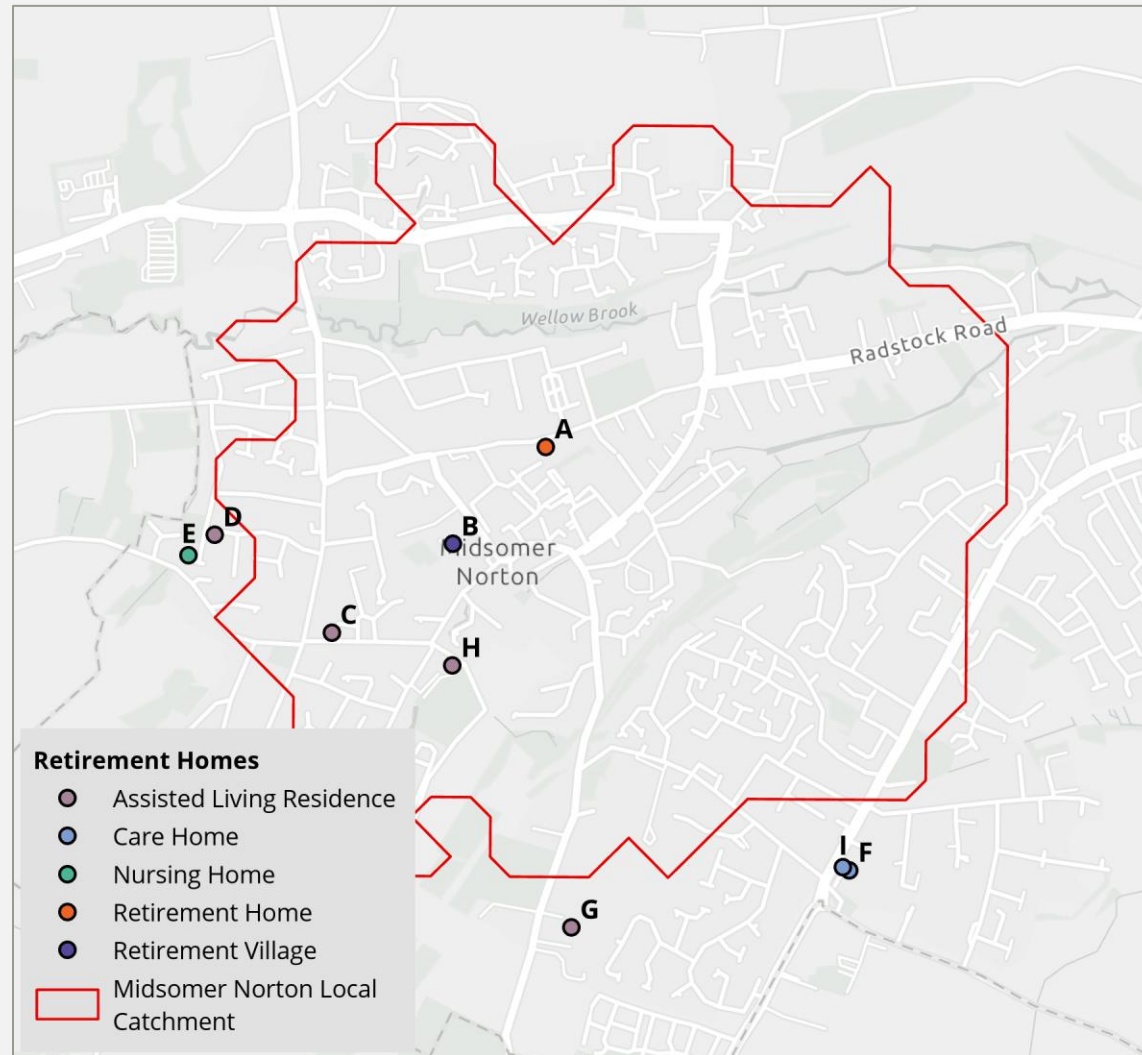


Midsomer Norton Schemes

Code	Project Name/Address	Developer	Status	Start Date	End Date	Units	Description
A	Underhill Lane	Curo Group	Under Construction	2024	2025	54	Development of 36 market housing units comprising 4 two bedroom, 21 three bedroom and 11 four bedroom and 18 market housing units (12 flats and 8 houses) comprising 6 one bedroom, 6 two bedroom, 5 three bedroom and 1 four bedroom with open space and landscaping.
B	Parcel 3700, Silver Street	David Wilson Homes	Under Construction	2023	2025	44	Provision of 44 residential units pursuant to planning permission 20/02303/out for residential development with associated mean of access, open space, landscaping, access road, footways/cycleway and associated infrastructure works.
C	Stratton-on-the-Fosse	Waddeton Park Ltd	Under Construction	2021	2026	270	Construction of up to 270 residential units comprising 247 two-four bedroom houses & 23 one bedroom flats including 81 affordable units, formation of vehicular accesses, open space and landscaping
D	Fossefield Road	Persimmon Group Plc	Planning Permission	2022	2028	163	An application for outline planning permission with some matters reserved for construction of up to 190 houses comprising 133 market houses and 57 affordable houses, formation of vehicular access, open space, areas of play, landscaping

Midsomer Norton provide a variety of living arrangements for older people...

Locations of Older Person Living



Midsomer Norton Older Person Living

Code	Name	Type	Number of bed/units	Address
A	Beechcroft	Retirement Home	20 apartments	75 North Rd, Midsomer Norton, BA3 2QE
B	MHA Church Court Retirement Living	Retirement Village	20 apartments	Church Ln, Midsomer Norton, BA3 2JA
C	Craegmoor	Assisted Living Residence	n/a	42 Redfield Rd, BA3 2JP
D	Combe Lea Residential Care Home	Assisted Living Residence	30 bedrooms	Greenacres Midsomer Norton BA3 2RD
G	Somer Valley House Care Home	Assisted Living Residence	66 bedrooms	Silver Street, Midsomer Norton BA3 2UD
H	St Chad's House	Assisted Living Residence	4 bedrooms	Withties Ln Midsomer Norton BA3 2JE
E	Greenacres Extra Care	Nursing Home	30 one bedroom flats	Greenacres Court, Midsomer Norton BA3 2FJ
F	Whitehaven Care Home	Care Home	23 single bedrooms	Fosseway Midsomer Norton, BA3 4AU
I	Proposed Development	Care Home Extension at Fosseway to provide 9 new bedrooms with ensuite facilities and a new day room	9 bedrooms	Fosseway, BA3 4AU

Recommendations

April 2025

AVISON
YOUNG

Overarching Conclusions

The conclusions from this report demonstrate that while Midsomer Norton has one of the larger local economies compared to its comparators, there is scope for it to become an **even stronger and more diverse business location**. Enhancing Midsomer Norton's existing specialisms and growth sectors will help to **support existing businesses** and **maintain the area's local economic identity**, while also opening up a **broad set of opportunities** for local people and businesses to access.

To realise this opportunity, a set of **'principles'** have been identified from the overarching evidence base messages and implications to guide future masterplans, shown overleaf. It is recommended that future interventions should align with these principles to ensure that the area achieves its potential.

Overarching Messages

- Midsomer Norton has a **strong local character and community identity**. Mosaic profiles confirm that the local residents **are affluent, well established and highly skilled workers**. This helps underpin demand for high-quality services, homes and amenities. The high street is largely made up of value-led comparison retail such as charity shops and there is limited provision of higher end cafes, restaurants and cultural venues. The retail, leisure and commercial offer lacks variety and vibrancy to meet their needs.
- Core sectors such as Education, Construction and Professional Services remain resilient and present a foundation for growth. However, high street sectors such as Retail, Food and Accommodation and Arts, Entertainment and Recreation have declined. This indicates a need for **economic diversification** to ensure that the high street remains resilient.
- Midsomer Norton's commercial market is functional but there has been limited business activity, particularly in the office market. Approximately **65%** of Midsomer Norton's retail premises are rated **3 stars** and the majority of office buildings **are older stock**. This presents opportunities to provide **different types of commercial uses**, particularly in the town centre.
- Similarly, Midsomer Norton has a history of industrial sectors and some large clusters of industrial estates which are very well occupied. There is an opportunity to support and provide **smaller, light industrial uses**.
- Midsomer Norton's business profile is made up of **micro businesses** meaning that 88% of local businesses have fewer than 10 employees. There is a market for smaller, flexible commercial units that service local entrepreneurs, creatives and service providers.
- There are four medium to large residential developments in the pipeline but these are primarily on the periphery of the town. The town needs a **broad housing mix** as there is a **shortage of smaller homes and flatted stock** in the town centre.

Implications

- Proposals should focus on **locally-rooted sectors** that are the most specialized such as Manufacturing, Education and Construction. The town could benefit from programmes that **support local businesses** and improve access to higher-paying jobs.
- In response, strategic interventions should focus on creating **new typologies of workspace such as coworking hubs, creative studios, workspace and makerspaces** that offer more modern, affordable and collaborative space for freelancers and entrepreneurs.
- There may also be demand for high quality **childcare** and **education** to attract and retain professional families.
- There is a clear opportunity to **increase housing choice** through the delivery of **flatted, affordable and centrally located residential development**. This will help to activate the town centre by increasing footfall, supporting local businesses and respond to the needs of young professionals, people working from home, key workers and downsizers.
- Developments should include **affordable housing options**. In addition, there is an opportunity to provide **assisted living facilities** and accessible **healthcare centres**, particularly in the town centre.
- Some households are likely to have disposable income and expect high quality services and amenities. The town centre must transition into a more **mixed-use, experience-led environment** that includes retail, hospitality, community, workspace and cultural uses to ensure resilience.

Implications for Masterplan

Guiding Principles



Future proofing the town centre

Adapt the high street to evolving retail and leisure patterns by creating a vibrant, mixed use hub



Revitalising the local economy

Support local businesses and jobs and strengthen skills and employment opportunities



Boosting enterprise and innovation

Support small and local entrepreneurs and diversify the business mix



Enabling mixed and affordable living

Bring more homes to the town centre, especially affordable, accessible and flatted properties



Fostering local identity and community presence

Celebrate Midsomer Norton's unique character to attract visitors and support local identity



Diversifying the commercial space offer

Provide flexible workspaces and creative industrial space in the town centre



Supporting multi-generational needs

Plan for the needs of young families, working adults and an aging population



Creating a high-quality lifestyle and work opportunities

Retain and engage skilled professionals and affluent households

Suitable types of development

The table below provides an overview of the different options that could be considered and are likely to be most suitable based on the evidence presented earlier in this deck. The following Focus On slides provides an in-depth description of some of the relevant workspaces that could be provided as part of the masterplan.

Proposition	Target Sectors	Purpose	Description
'Conventional' White Box High Street Units	- Retail - Food/Beverage - Personal Service - Active Leisure	- Future proofing the town centre - Diversifying the commercial space offer - Creating a high quality lifestyle and work opportunities - Supporting multi-generational needs	Basic white box unit with a roof, ceiling, exterior walls and concrete floors. It may also have basic electrical, plumbing, lighting and HVAC. Tenants can fit it out with their specific preferences and requirements.
'Conventional' Fitted High Street Units	- Retail - Food/Beverage - Personal Service - Active Leisure	- Future proofing the town centre - Diversifying the commercial space offer - Creating a high quality lifestyle and work opportunities - Supporting multi-generational needs	Retail or commercial spaces that come equipped with fixtures, fitting and sometimes furnishing tailored to specific types of businesses. As a result, these are often ready for occupancy by tenants.
'Unconventional' Flexible Micro Retail Units	- Retail - Food/Beverage - Personal Service - Active Leisure	- Future proofing the town centre - Diversifying the commercial space offer - Creating a high quality lifestyle and work opportunities - Boosting enterprise and innovation - Supporting multi-generational needs	These are smaller units designed to be adaptable for various uses, accommodating different businesses and activities. Micro retail units offer opportunities to small businesses, startups or independent retailers.
Creative Studios	- Creative - Cultural - Third Sector	- Fostering local identity and community presence - Boosting enterprise and innovation - Revitalising the local economy - Diversifying the commercial space offer - Creating a high quality lifestyle and work opportunities	Creative studios offer small independent units for creative professionals to create and showcase their work. These types of facilities offer a range of shared facilities, tools and equipment for small businesses to use.
Co-Working Space	- Business Administration - Professional Services	- Boosting enterprise and innovation - Revitalising the local economy - Diversifying the commercial space offer - Creating a high quality lifestyle and work opportunities	Co-working spaces provide a combination of workplace and supporting facilities with easy in-out contractual conditions. The renting of space is set up to attract users who require ad hoc and short-term access to workstations and supporting facilities such as meeting rooms.

Suitable types of development

Proposition	Target Sectors	Relevant Principle	Description
Maker Facilities	• Creative • Cultural	• Fostering local identity and community presence • Boosting enterprise and innovation • Revitalising the local economy • Diversifying the commercial space offer • Creating a high quality lifestyle and work opportunities	Maker-type facilities offer a range of shared facilities, tools and equipment for small businesses to use. The most common type is more affordable space targeted at small creative production businesses undertaking light industrial craftwork.
Workshops	• Creative • Cultural	• Fostering local identity and community presence • Boosting enterprise and innovation • Revitalising the local economy • Diversifying the commercial space offer • Creating a high quality lifestyle and work opportunities	Workshops are purpose built clean or messy spaces, typically used by small businesses where activities such as repairs or manufacturing are carried out. These spaces are typically small in scale and sit within light industrial premises.
Flatted Residential Units	• Residential	• Enabling mixed and affordable living • Creating a high quality lifestyle and work opportunities • Supporting multigenerational needs	Often located in or near town centres, flatted residential units provide higher-density housing. They are suitable for young professionals, downsizers and smaller families.

Focus On: Creative Studios

Description	Creative studios offer small independent units for creative activities. They tend to be cellular and part of a community of likeminded businesses grouped in a single location. There are two prominent types of creative studio: 1. Artist studios: These provide small spaces for art, craft and making activities. They are typically more affordable given the target market generally generates lower revenues than other types of economic activity; 2. Creative/digital studios: These provide small and open office type studios for service-based production activities such as architecture, graphic design and publishing. There are also a range of other activity-specific creative studios (e.g. music, dance, theatre) that often operate independently. There are also hybrid studios that bring together different types of creative activity in one place. These spaces can be more industrial in nature and sit within industrial locations.
Purpose	• Fostering local identity and community presence • Boosting enterprise and innovation • Revitalising the local economy • Diversifying the commercial space offer • Creating a high quality lifestyle and work opportunities
Rationale	• Midsomer Norton lacks dedicated creative workspace despite having a growing number of residents with high qualifications and skills • Affordable studios provide accessible space for local talent • Clustering creative uses can catalyse cultural activity and contribute to a more diverse and resilient town centre economy
Priority sectors	Creative and Digital Activities
Relevant precedents	• <u>Deptford Foundry, Deptford (Second Floor Studios)</u>: Deptford Foundry is a mix of ground floor makers studios, first floor visual and fine art studios, creative industry, starter studios and storage. • <u>Parkhall Business Centre, West Norwood (Workspace)</u>: Parkhall Business Centre has a range of flexible, light studios, ideal for creative companies. The property comprises a bookable meeting room, co-working space, on-site parking, bike storage, showers and Volcano Coffee House • <u>The Studios, Cheltenham</u>: The studios are a development aimed at providing start up space for new businesses using refurbished redundant garages.
Main opportunities	• Repurposing vacant or underutilised town centre retail buildings into creative studios • The studios can be used for other activities such as music and dance which can add to Midsomer Norton's cultural offer
Delivery considerations	• Well-connected secondary locations where values are low are suitable to most artists and some creatives to reduce costs to creative occupiers • Different types of contexts (e.g. town centres, mixed-used developments, industrial estates) can be suitable depending on the nature of activities being undertaken • Studios of varying sizes are helpful so that occupiers can move studios to flex their practice if needed • Places with an existing creative ecosystem and strong supporting amenity offer are most desirable though not essential given cost pressures
Minimum Unit Sizes	• 10,000 sqft

Focus On: Co-working Space

Description	Co-working spaces provide a combination of workplace and supporting facilities with easy in-out contractual conditions. The renting of space is set up to attract users who require ad hoc and short-term access to workstations and supporting facilities such as meeting rooms. The format of space is primarily open plan and of an informal setting, aimed at facilitating an interactive and creative networking environment to form a sense of community among users.
Purpose	• Boosting enterprise and innovation • Revitalising the local economy • Diversifying the commercial space offer • Creating a high quality lifestyle and work opportunities
Rationale	• Given that majority of businesses in Midsomer Norton's local catchment are classified as micro-businesses, coworking spaces offer an environment that supports their size, reducing the need for long-term leases or expensive rents associated with traditional office units. • With a skilled resident population and proximity to Bath and Bristol, high quality coworking space gives professionals the option to base themselves locally
Priority sectors	Professional, Finance and Technical Activities; Financial and Insurance Activities; information and Communication; Real Estate Activities; Administrative and Support Service Activities; Creative and Digital Activities
Relevant precedents	• <u>Tannery Studios, Guildford</u>: A vibrant create hub in a rural area outside Guildford that offers office, studio, filming and light industrial space for a range of creative occupiers at different stages of their development. • <u>Ebury Edge</u>: A creative hub providing workspace, retail units, a café, a community hall and a community garden at the back of the development. It is a hub for startups, local residents and visitors. • <u>The Old Granary, Northampton</u>: An old granary building with a modern fit out of small & medium offices and a co-work space. The co-work space provides breakout areas, meeting rooms and beautiful kitchen.
Main opportunities	• Converting or repurposing lower quality retail units into shared work environments can enhance vacant properties while diversifying the commercial mix. • Coworking spaces can complement other town centre uses and help to support surrounding shops, cafes and services. • Coworking environments can foster collaboration, networking and innovation among local entrepreneurs and creatives.
Delivery considerations	• This space can be delivered at the Old Brewery site • Placing coworking space in the town centre ensures it is easily accessible and allows users to benefit from the local offer. • Delivery should focus on repurposing existing underused buildings rather than new build development • High speed internet, meeting rooms and breakout areas should be provided as part of the offer. • desirable as many start-ups seek to locate close to where their founders live • Can be located in mixed-used neighbourhoods as they are compatible with other uses and amenities (i.e. residential, retail and F&B uses) • Large-open plan stock is preferred to support the required desk space; refurbished spaces can be suitable where done to a good standard • Work best in established business locations for networking, collaboration and co-location reasons
Minimum Unit Sizes	2,000 sqft

Focus On: Maker Facilities

Description	Maker-type facilities offer a range of shared facilities, tools and equipment for small businesses to use. The most common type is more affordable space targeted at small creative production businesses undertaking light industrial craftwork. They tend to have an 'open workshop' format and are essentially co-working spaces for manual activities. A range of tools, work stations and supporting facilities are provided on a relatively affordable basis. A more niche type are commercial makerspaces targeting higher-value and more innovative business activities. These respond to the fact that production activities have become more sophisticated in recent years, and prototyping and experimental space is now in higher demand. These spaces provide more modern and expensive equipment (e.g. laser cutting, 3D printing, electronics, heavy tools etc). Maker type facilities tend to operate on membership-based models, however some small individual units sometimes provide anchor tenants and secured income streams. These spaces can be more industrial in nature and sit within industrial locations.
Purpose	• Fostering local identity and community presence • Boosting enterprise and innovation • Revitalising the local economy • Diversifying the commercial space offer • Creating a high quality lifestyle and work opportunities
Rationale	• Midsomer Norton has a legacy of light industry and skilled trades, but lacks suitable small scale production space for new makers. • This is affordable space that can cater for Midsomer Norton's micro businesses and startups.
Priority sectors	Creative and Digital Activities
Relevant precedents	<u>Bloqs, Meridian Water (Building Bloqs)</u>: A new kind of light industrial workspace for the professional maker and maker business, that functions by providing pay-as-you-go access to workspace and industrial machinery. <u>Plusx, Brighton</u>: A 7-storey innovation hub for freelancers to corporates and encompasses tailored business innovation programmes, specialist prototyping workshops, high-spec media suites and wellbeing benefits.
Main opportunities	• Repurposing former industrial or warehouse units for affordable maker space • Offers opportunities for creative people • Can form part of a creative cluster alongside creative studios, coworking space and workshops
Delivery considerations	• Space needs to be able to accommodate the broad range of tools and equipment occupiers require as well as workbenches and stations • Proximity to residential areas and/or strong public transport connectivity desirable as many businessowners will look to work relatively close to where they live • Proximity to education, business support, engineering and design services are critical to support making activities • Industrial locations can be more suitable than mixed-used neighbourhoods for heavy production activities, but lighter activities can be suitable in more residential areas with careful mitigation • Road access and proximity to suppliers is crucial for occupiers
Minimum Unit Sizes	• 10,000 sqft

Focus On: Workshops

Description	Workshops are purpose built clean or messy spaces, typically used by small businesses where activities such as repairs or manufacturing are carried out. These spaces are typically small in scale and sit within light industrial premises.
Purpose	• Fostering local identity and community presence • Boosting enterprise and innovation • Revitalising the local economy • Diversifying the commercial space offer • Creating a high quality lifestyle and work opportunities
Rationale	• Midsomer Norton has a legacy of light industry and skilled trades, but may lack appropriately sized, affordable workshop space. • Provides alternative workspaces, diversifying the employment base and enabling workers to grow their businesses. • Enables low-rent models to support self-employment
Priority sectors	Manufacturing, Creative and Digital Activities
Relevant precedents	• <u>BizSpace, Northampton</u>: Multi-purpose business centre which provides flexible offices with 'dirtier' space for industrial uses and workshops. • <u>Vulcan Works, Northampton</u>: Workspaces catering to clean digital and creative industries, including advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, and software businesses.
Main opportunities	• Enables low-rent models to support micro businesses and startups • Attracts businesses that may be priced out of areas like Frome and Keynsham
Delivery considerations	• Proximity to public transport and commercial space preferable • Space needs to be adapted to accommodate different uses (e.g. related to sound, seating, lighting etc) • Space needs to be able to accommodate the broad range of tools and equipment occupiers require as well as workbenches and stations
Minimum Unit Sizes	200 sqft

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