

GRAVITY SMART CAMPUS LINK ROAD



OUTCOMES

- Connecting the 616-acre campus to the A39
- Supporting up to 7,500 jobs and £500m for the local economy
- £3.94m of Growth Deal funding provided by the Heart of the South West LEP


The Gravity Smart Campus is a designated Enterprise Zone, delivering an immersive, intelligent and sustainable innovation campus focused on clean growth. The site will support a range of tenants who are focused on a cleaner global future, supporting a culture of wellbeing and innovation.

The Heart of the South West LEP supported the site's link road with £3.94m of Growth Deal funding, connecting the campus to the A39 and the wider UK motorway network.

The collective challenge has been to accelerate progress on Enterprise Zone delivery by tackling barriers to investment - in this case, poor existing access through local villages. The funding has been an important element in the delivery of a new link road, enabling strategic road infrastructure to provide confidence and certainty to prospective occupiers on highway capacity and accessibility as an integral part of a multi-modal transport strategy. The link road forms an essential component of the strategic marketing mix to target international business into Somerset, creating a new era of clean and inclusive growth, with new training and employment prospects in a future-facing sector.

Claire Pearce, Director of Planning and Economic Development, Gravity

The route provides a safe and expedient route for traffic destined for the 616-acre Enterprise Zone. The benefits of the link road, named 'Enterprise Way', will be significant in attracting large-scale innovative companies, expected to create up to 7,500 jobs and contribute c.£500m to the local economy. The road was the first privately-led transport infrastructure project to receive the LEP's Growth Deal grant funding.

 The aim of the Growth Deal programme is to fund strategic infrastructure projects that help to stimulate economic growth and increased productivity. The Gravity site is one of our area's key strategic assets with the potential to attract significant inward investment that would create high value jobs and help us on our drive for clean and inclusive growth.

This new link road will improve connectivity to the site, making it an attractive proposition for businesses, as well as relieving the pressure on local roads to benefit the surrounding communities.

Karl Tucker, Chair of the Heart of the South West LEP

ABOUT THE HOTSW LEP

The LEP is a business-led partnership between the private sector, local authorities, universities and colleges, aiming to lead and influence economic growth, job creation and prosperity.

Find out more at:

heartofswlep.co.uk

