

OUR FUTURE AMBITION



Place Prospectus
for Bath & North
East Somerset

September 2022

Bath & North East
Somerset Council

Improving People's Lives

INTRODUCTION

We are passionate about Bath & North East Somerset - our people and our place. We are proud of our diverse and vibrant communities, our strong economy, our heritage, our beautiful surroundings and the people who live and work here. We are determined that you will have a greater say on the issues that are most important to you.

Across the range of projects we are delivering with you, we aim to improve our city and town centres, provide new employment and learning spaces, create new attractions, enhance green spaces and streets and bring cultural activity and events all of which our community can be part of, enjoy and benefit from.

Bath & North East Somerset Council has a single overriding purpose of improving people's lives. This relates to everything we do from cleaning the streets, to caring for our older people. It's the foundation of our strategy and drives our commitments, spending and service delivery.

We have two core policies - tackling the climate and nature emergency and giving people a bigger say. You'll see these policies shape all projects, they are integral to what we aim to deliver.

Covid-19 has brought into sharp relief the challenges facing our area that have sometimes been hidden or ignored. Through green recovery we aim to build stronger, more diverse and resilient economy to support local jobs and business while tackling the climate and ecological emergency. We also need to work hard to reduce inequality, boost health and wellbeing and deliver more affordable homes. Fostering opportunities for our communities to come together, work, exercise, meet, learn and play is fundamental to continuing to improve our area for current and future generations.



I am delighted to introduce the Place Prospectus for Bath & North East Somerset, which is an opportunity to celebrate our beautiful area and the talents of our communities. The prospectus provides an overview of key priority projects planned and underway. We hope this will serve as an invitation to visit, live, work and invest in our fantastic area.



Cllr Kevin Guy

Leader Bath & North East Somerset Council

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This Place Prospectus for Bath & North East Somerset outlines key projects in development and delivery that help to establish our future ambition, reflecting the vision to realise the fantastic potential of our area.

Setting the context for investment and outlining the unique selling points of our beautiful district, talented residents and innovative business community, Bath & North East Somerset is truly a great place to live, work and visit.

The prospectus gives a high level introduction to current and proposed regeneration projects that seek to regenerate and revitalise our area.

This is proposed to be a living document that will be updated as new projects develop and to reflect new funding that is secured.

The audience is both our communities, residents and local businesses, as well as potential collaborators, investors and delivery partners.



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OUR FUTURE AMBITION IS FOCUSED ON

WORKING TOGETHER

Working together with our communities, and alongside investors, developers, designers and partners who share our future ambition we seek to deliver projects and services that help create great places and leave positive legacies for future generations.



CREATING BETTER PLACES

Building tomorrow's homes, workplaces, leisure spaces streets and routes, we will become a leader in advanced methods of construction placemaking, regeneration, urban renewal and housing delivery.

DELIVERING A CARBON NEUTRAL ECONOMY

Commitment to delivering a carbon neutral economy. We will champion a green and clean economy which is environmentally responsible, whilst looking for the economic opportunities within the sector which will help stimulate further growth.



With investment in enabling infrastructure, Bath & North East Somerset has the potential to make a significant contribution to the subregional economy and together with Bristol and the West of England to the recovery of the national economy.

- Use our exceptional urban and rural environment to increase value.
- To become a model and future exemplar of sustainable urban and rural living.
- Use our distinctive places - UNESCO World Heritage Site, international visitor and leading retail destination - to add value, income and attraction to key high value businesses.
- Build upon our outstanding quality of life.
- Develop an active and engaged community.
- Build upon our talented and creative workforce.
- Use our excellent educational offer - high performing schools, leading universities and further education colleges and use to increase innovative spin-out businesses.
- Create and support prosperity, opportunities and good health for all.
- Utilise our strengths in science, technological innovation, creative and low carbon industries.
- Complete significant development sites to deliver new homes, workspaces and jobs.

Our aspiration is to deliver genuinely high-quality regeneration that supports strong and socially inclusive communities. We will ensure that residents, businesses and visitors will enjoy the shared benefits, firmly establishing the region as the UK's destination of choice to live, learn, work, create and innovate.

**OUR
LIVES
SKILLS
WORK
CREATIVITY
INNOVATION
FUTURE**

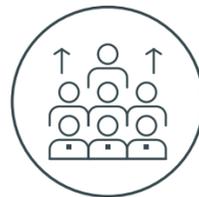
INNOVATIVE SPIRIT

OUR REGION

£4BN
A YEAR ECONOMY

1.1M
POPULATION

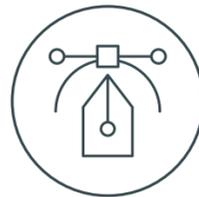
45K
BUSINESSES



Home to the UK's most qualified workforce outside of London



International reputation for academic excellence



World leader in knowledge based sectors including creative industries



Triangle of dynamic economic activity anchored by London, Bristol and Birmingham

FOREFRONT OF THE 21ST CENTURY ECONOMY

The West of England's economy is built on strong foundations with innovative and creative businesses and a highly skilled population. The economy is worth over £4bn a year. With a population of over 1.1 million people, one of the highest levels of graduates in the UK and over 45,000 businesses, the West of England competes on a global scale. It's a region where highly-skilled people work, where ideas flourish, and where businesses grow.

It's also a place that a diverse population of people call home.

The region has a highly skilled workforce, with thousands of graduates from our top universities joining the talent pool each year.

Locally, we are investing in apprenticeships and skills development to ensure that our home-grown talent have the expertise to contribute to our vibrant business economy.

The region home to the most skilled workforce of any English core city region with a higher employment rate than any other major English city.



The region home to the most skilled workforce of any English core city region



Beauty and unmatched heritage - UNESCO World Heritage site and Areas of Outstanding Natural Beauty



Diverse place with strong local identities and passionate people

BUSINESS AND INNOVATION

Our thriving economy is fuelled by businesses in high-value growth sectors including technology, creative industries and energy.

We are home to SETsquared, the world's best university incubator and have a strong track record of commercial success in bringing research and innovation to market.



Potential to become a model and future exemplar for sustainable urban and rural living



Outstanding urban and rural character



Outstanding education sector at school, FE and HE level



Excellent Quality of Life

CONNECTIONS

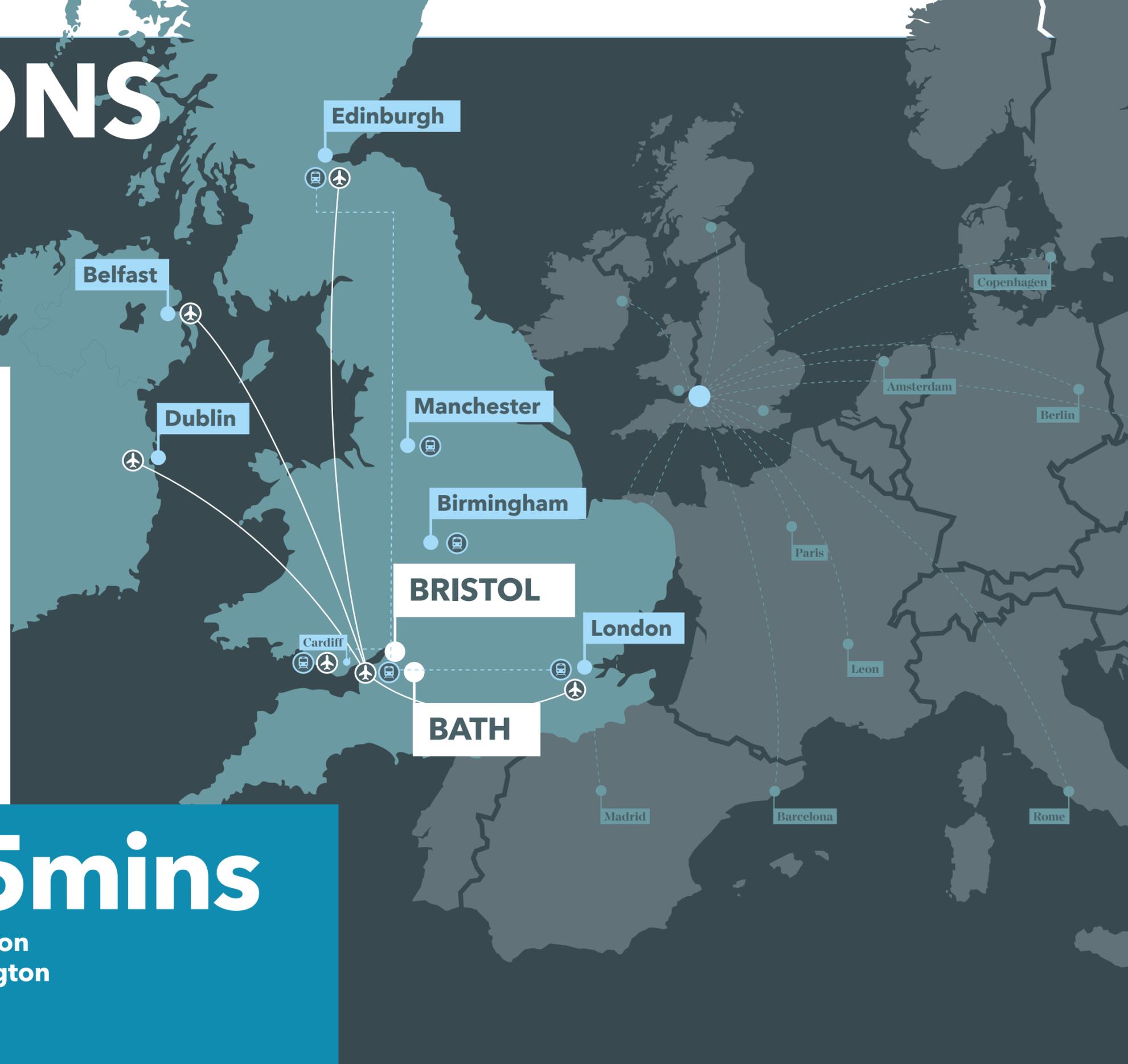


Bath & North East Somerset is Internationally known and well connected, with easy access to London, Cardiff, the Midlands and other UK regions.

Bath benefits from fast and frequent direct rail services to Bristol (12 minutes duration), operating every 30 minutes, The wider area benefits from links to Bristol Temple Meads, Bristol Parkway, Cardiff, Cheltenham, Gloucester, Great Malvern, Southampton and Weymouth. Local train services serve Oldfield Park and Keynsham and connect to a number of nearby market towns.

The district offers excellent traffic-free cycle routes including the NCN4 Bath to Bristol and Devises and the NCN24/244 Bath to Radstock and Frome, and has a number of recreational greenways.

There is also a fantastic network of frequent urban and inter-urban buses and Park and Ride facilities serving Bath.



5G

smart city and the UK's most productive tech cluster

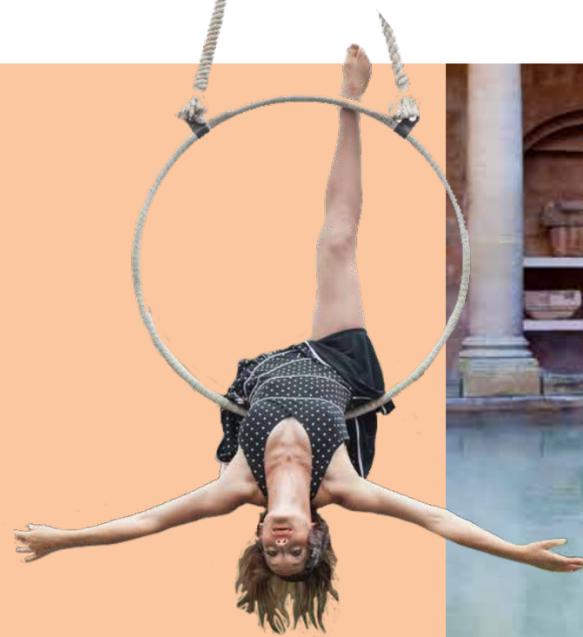
85%

of the UK within 4.5 hours of Bristol and Bath

75mins

to London Paddington

INSPIRED LIVING BATH



A Study commissioned by Bankrate identified Bath as the UK's most progressive city

Designated a World Heritage site in 1987, and again in 2021 as a 'Great Spa of Europe', the City of Bath is known globally for its heritage including: the Hot springs and Spa, Roman remains, Georgian architecture, Georgian town planning, Georgian social setting, and its Natural landscape setting.

Bath is ranked in Top 20 Best Small cities in the World Monocle's Small Cities index focusing on settlements fewer than 250,000 around the world identifies Bath as the 17th best small city globally in 2020, it was the only UK city on the list. With a population of 89,000 people, Bath scored highly on factors such as business opportunity, green ambition and being warm and welcoming.

A Study commissioned by Bankrate identified Bath as the UK's most progressive city. The study, in 2020 considered seven factors that point to locals having a forward-looking mindset: a city's search trends, gender pay gap, recycling rates, voter turnout, number of vegan and vegetarian restaurants, number of ultra-low emission vehicles and number of women in local government.



UK's only hot springs

Excellence in sports and world class arts and culture

Strong retail offer

Major riverside development including Manvers Street, Avon Street, Bath Quays and Bath Riverside

Active and engaged communities

A Study commissioned by Bankrate identified Bath as the UK's most progressive city

Strengths in knowledge, ICT, creative and low carbon industries

Thriving Rugby Club and growing sporting reputation

City of Bath World Heritage Site designation



Bath is a number one choice for Londoners looking to relocate

Invest in Bath, 2020



INCREASED OPPORTUNITY BUSINESS

Bath Unlimited, supported by B&NES council, showcases some of the amazing and differentiated companies based in the region. It includes global leaders like FUTURE plc, Rotork, Lovehoney, Buro Happold and Grant Associates.

THE BATH AREA IS HOME TO AROUND

8,500

BUSINESSES, EMPLOYING AROUND

92,000

PEOPLE

6,250,000

PEOPLE VISITED BATH IN 2018, CONTRIBUTING

£470,000,000

TO THE LOCAL ECONOMY (VISIT BATH, 2020)

With an innovation eco-system which ranges from world-class business incubation to world-changing engineering excellence

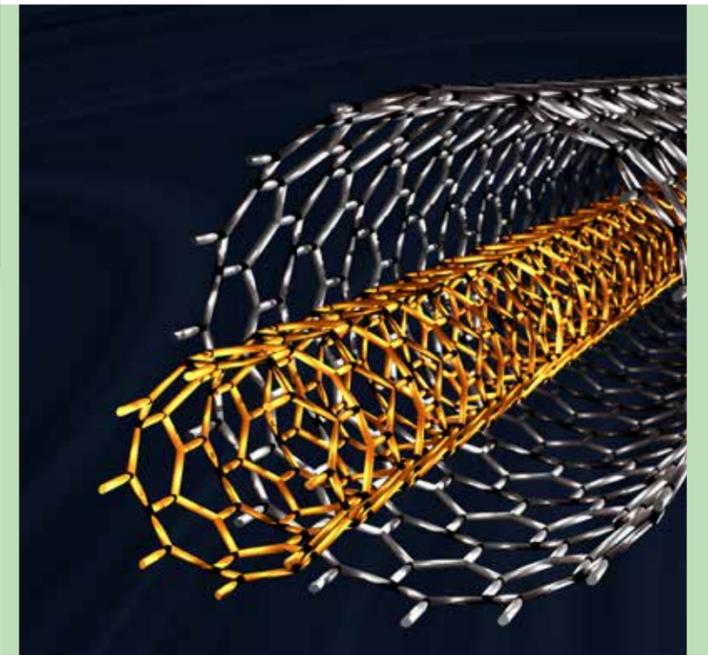
BUILT & NATURAL ENVIRONMENT

Proud global reputation for pioneering design, environmental expertise and a progressive architectural and urban design, a reputation to create new and often unexpected solutions to construction challenges



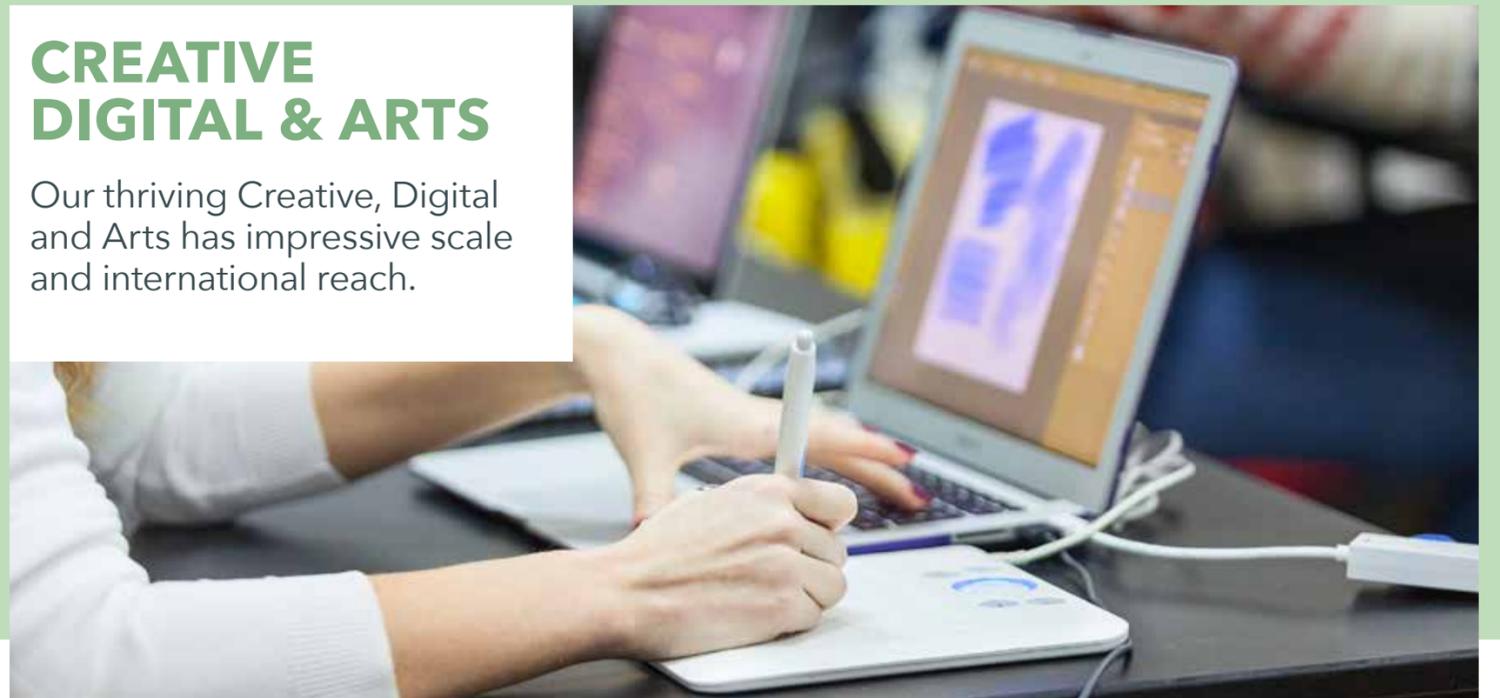
ADVANCED ENGINEERING

With historical links to the Admiralty, Bath now plays host to cutting-edge technical consultancy and manufacturing firms - helping to deliver world-class equipment and support to our Armed Forces.



CREATIVE DIGITAL & ARTS

Our thriving Creative, Digital and Arts has impressive scale and international reach.



INCREASED OPPORTUNITY

BUSINESS CONTINUED

FINANCIAL SERVICES

Harnessing digital innovation alongside financial expertise, our leading financial services providers have created a centre for exceptional customer experience.

TECH & INNOVATION

With an innovation eco-system which ranges from world-class business incubation to world-changing engineering excellence, Bath's tech sector benefits from the support of its two Universities and proximity to the Western Gateway.

Bath together with North East Somerset has one of the strongest FinTech ecosystems in the UK with a high number of fast-growing FinTech start-ups and scale-ups and established businesses including Altus, ORX and A&G Wealth.

Bath has many major national and international companies locating head office functions here. Well-known names in the legal profession include Stone King, RWK Goodman and Mogens Drewett, and firms specialising in intellectual property law (such as EIP and Abel & Imray) particularly benefit from the area's cluster of creative, scientific and technology-based businesses.

Internationally Bath has a reputation for elite Sports. Bath Rugby is well renowned, bringing in thousands of international visitors every year. The Bath University Sports Training Village hosts international teams in preparation for international events in the UK and runs an acclaimed programme - Team Bath.



In 2016, Bristol Bath was acknowledged as the most productive digital tech cluster in the UK



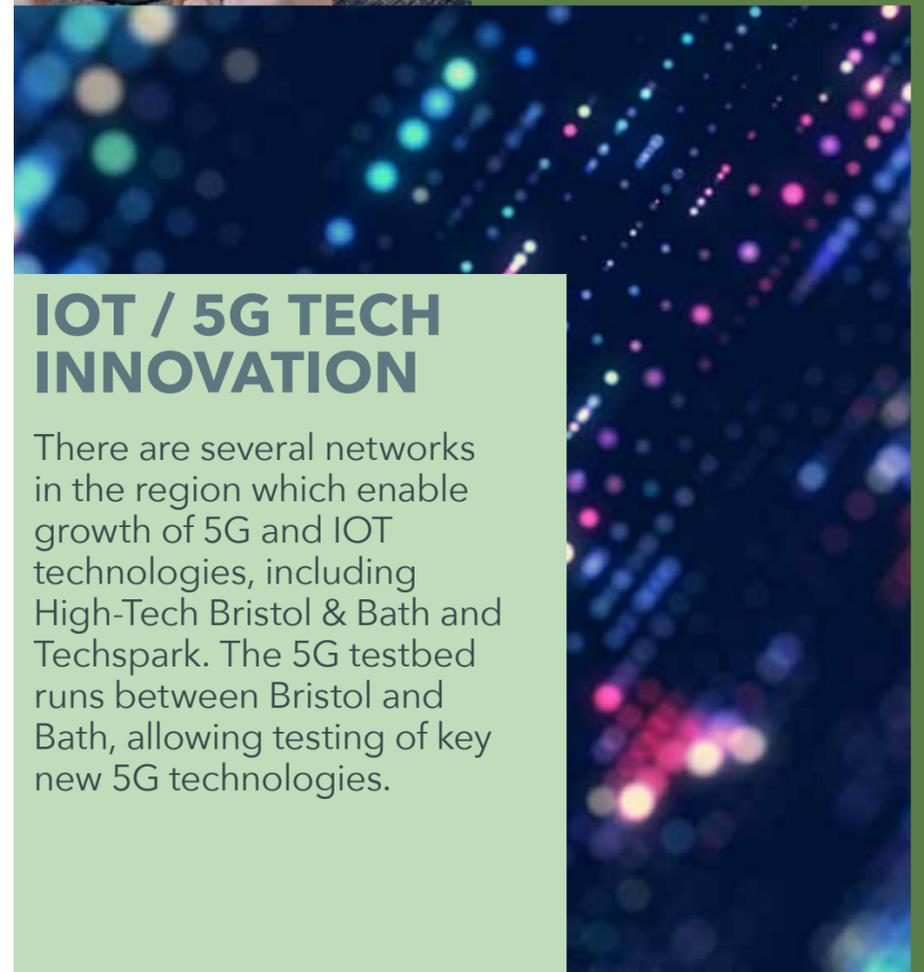
CREATIVE & DIGITAL

Bath has been named by Tech Nation being a key part of an internationally regarded Tech Cluster.

Key anchor companies such as Future Publishing have spun out innumerable successful tech start-ups including Network N, Dialect, PlaySports Network and Shift Active Media. Typically fuelling a growth in digital content production.

IOT / 5G TECH INNOVATION

There are several networks in the region which enable growth of 5G and IOT technologies, including High-Tech Bristol & Bath and Techspark. The 5G testbed runs between Bristol and Bath, allowing testing of key new 5G technologies.



TALENT & SKILLS EDUCATION



UNIVERSITY OF BATH

The University's main campus is located in Claverton Down, on the east side of Bath.

Ranked 8th in the UK by the Guardian University Guide 2022

Ranked 9th overall by the Times and the Sunday Times Good University Guide 2022

Ranked 8th overall by the Complete University Guide

Top 10 UK University with a reputation for research and teaching excellence

83.3%

for overall student satisfaction in the National Student Survey 2020

Research grants and contracts portfolio is worth **C.£150M**

18,065

students (HESA 2018/19)

89% of employed UK full-time first-degree graduates are in the top three occupational groups, compared to **74%** of employed graduates nationally.

EDUCATION

Bath & North East Somerset has one of the most highly skilled resident populations in the West of England

44%

OF RESIDENTS BEING QUALIFIED TO NVQ 4+ LEVEL

25%

OF RESIDENTS EMPLOYED IN PROFESSIONAL OCCUPATIONS



Advanced motion tracking technologies for use in the entertainment industry



UNIVERSITY BATH SPA

Teaching and researching across art, sciences, education, social science, and business.

The University employs outstanding creative professionals who support its aim to be a leading educational institution in creativity, culture and enterprise in which their research strengths and expertise are focused.

Ranked as one of the UK's best creative Universities, with courses ranging from Fine Arts to Film Production, and a number of new facilities such as a TV studios and post-production complex.

The university has a strategic focus on professional creativity, and a dedication to new practical solutions to social, environmental and cultural challenges.



Gold Mark 'Outstanding' accreditation as a Social Enterprise, one of five in the UK.

Ranking of **12th in the UK** for 'Value Added'

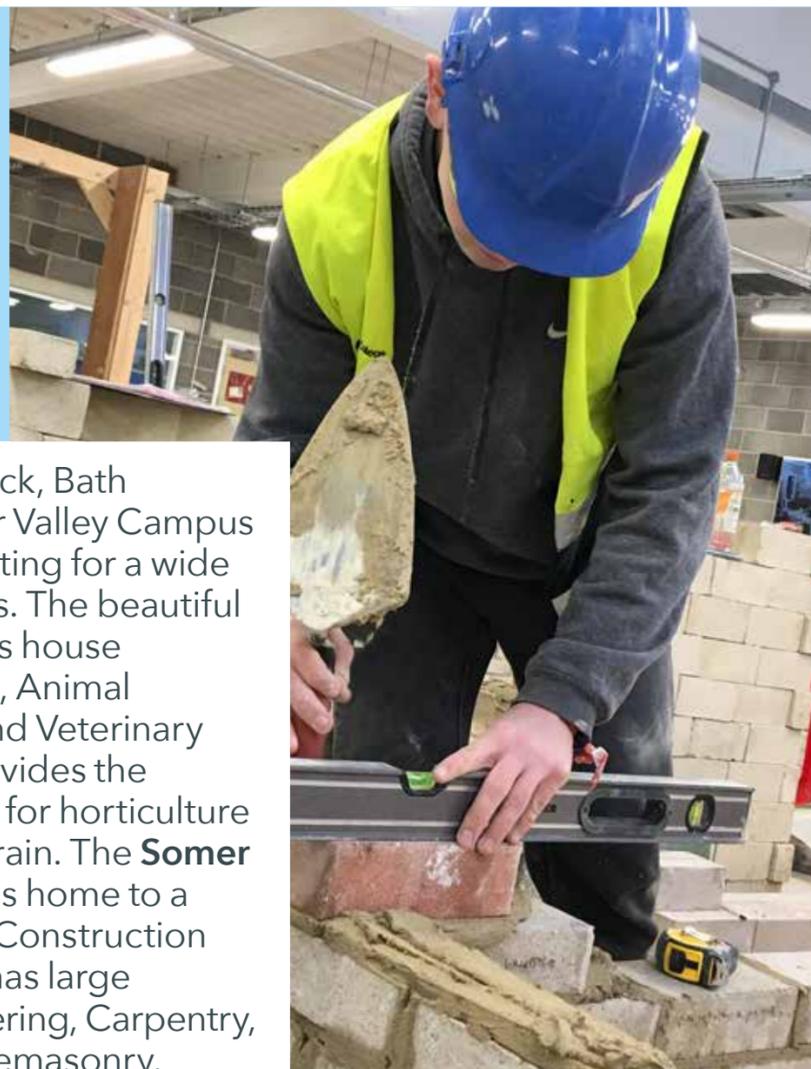
(Guardian University Guide 2022)

15th in UK for Carbon Reduction



TALENT & SKILLS

EDUCATION CONTINUED



BATH COLLEGE

- Rated **'Good'** by Ofsted
- Awarded **Silver status** in the government's Teaching Excellence Framework
- **Excellent employability** provision strong destinations
- **6350 students** (2021/22) including school leavers, adult learners and apprentices

Bath College provides vocational and academic courses in Further Education, Higher Education, Apprenticeships and Part-time qualifications, as well as leisure courses.

The College operates out of two main campuses and numerous community venues across the county, including Twerton Learning Centre in the heart of Twerton High Street.

The **City Centre Campus** gives students the opportunity to be in the middle of Bath's vibrant atmosphere, which is easily accessible from the surrounding areas. Courses available include art and design, photography, business, hospitality and catering, hairdressing, complementary therapy, health and social care, media, music, sport and IT, with higher qualifications taught in the bespoke West of England Institute of Technology.

Based in Radstock, Bath College's Somer Valley Campus offers a rural setting for a wide range of courses. The beautiful campus grounds house the Animal Care, Animal Management and Veterinary courses and provides the perfect location for horticulture apprentices to train. The **Somer Valley Campus** is home to a state-of-the-art Construction Skills Centre. It has large Electric, Engineering, Carpentry, Brickwork, Stonemasonry, Woodwork, Plumbing and Refrigeration workshops as well as a purpose-built Painting & Decorating centre and Motor Vehicle workshop.

Bath College also has popular and high performing Foundation Learning Programmes for learners with Special Educational Needs and Disabilities (SEND) and a purpose-built SEND centre at the Somer Valley Campus.



SCHOOLS

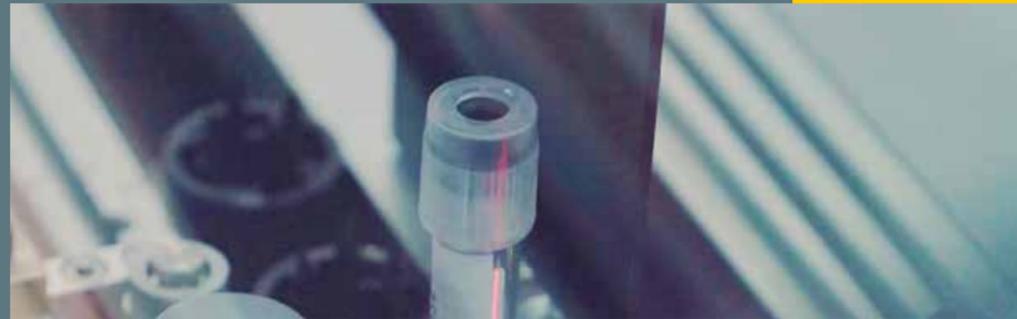
- 5 of our schools are rated as outstanding (12 primary, 1 special and 2 secondary) by OfSTED
- 99% of primary school applicants and 97.9% of secondary school applicants are resident in B&NES, received one of their overall school preferences.
- Two Rivers Primary School due to be completed in Autumn 2022 will be the first primary school in B&NES to be delivered to Passivhaus standards



RESEARCH & TECH

The two universities have been leading the way nationally to develop the skills needed in:

**BUSINESS, RESEARCH
& CARBON TARGETS.**



CAMERA

The Centre for the Analysis of Motion, Entertainment Research & Applications (CAMERA) is a £5 million RCUK-funded research centre based at the University of Bath.

CAMERA creates advanced motion tracking technologies for use in the entertainment industry, to enhance training and athlete performance.



DETI

Digital Engineering Technology and Innovation (DETI) is a strategic programme of the West of England Combined Authority, delivered by the National Composites Centre. It is in partnership with the Centre for Modelling & Simulation, Digital Catapult, the University of the West of England, the University of Bristol, and the University of Bath.



I-START

I-START has been designed to help local people gain new skills and re-train for roles in the digital, sustainability and health sectors. It is a £17 million project providing a deeply integrated approach to skills and curriculum delivery, business incubation innovation and research. A collaboration between the University of Bath, Bath Spa University and Bath College it will deliver an innovative curriculum, an innovation centre, and bring the Universities' research presence into Bath city-centre.

CDE

At the Centre for Digital Entertainment (CDE), doctoral researchers from the University of Bath are placed with businesses involved in the games, animation, VFX, simulation and cultural industries.

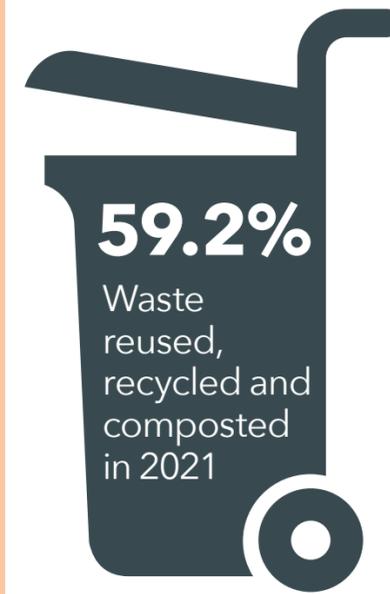


OUR ENVIRONMENT

ENERGY & CARBON

We have set ambitious targets for energy and carbon reduction for the district including:

- Retrofitting 65k homes to make them net zero and ensure that new homes are net zero or net positive
- Increase the amount of energy generated through renewable sources from the current capacity of 22MW to at least 300MW
- Reduce car use by 25% by 2030 by reducing the need to travel, shifting more journeys to active travel and shared transport - including public transport, lift sharing, car clubs and demand responsive transport



League tables for recycling

4th out of 92 unitary local authorities

15th out of all 338 local authorities



Reducing waste sent to landfill

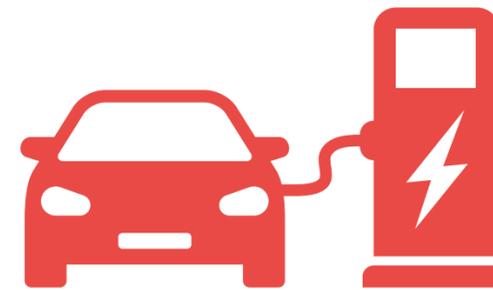
15%
2020

3%
2021



90%

of HGVs, coaches, buses and taxis entering the **CAZ** are now compliant



69
Public EV Charging Devices

831

cyclists on average used the Bristol to Bath cycle path daily in 2021



66%

Cut in carbon emissions from Council estate since 2010.

Area wide carbon emissions

1,063 ktCO₂
2005

671 ktCO₂
2019



37%

35.2K

Trees planted on Council and private land since 2020



OUR ENVIRONMENT

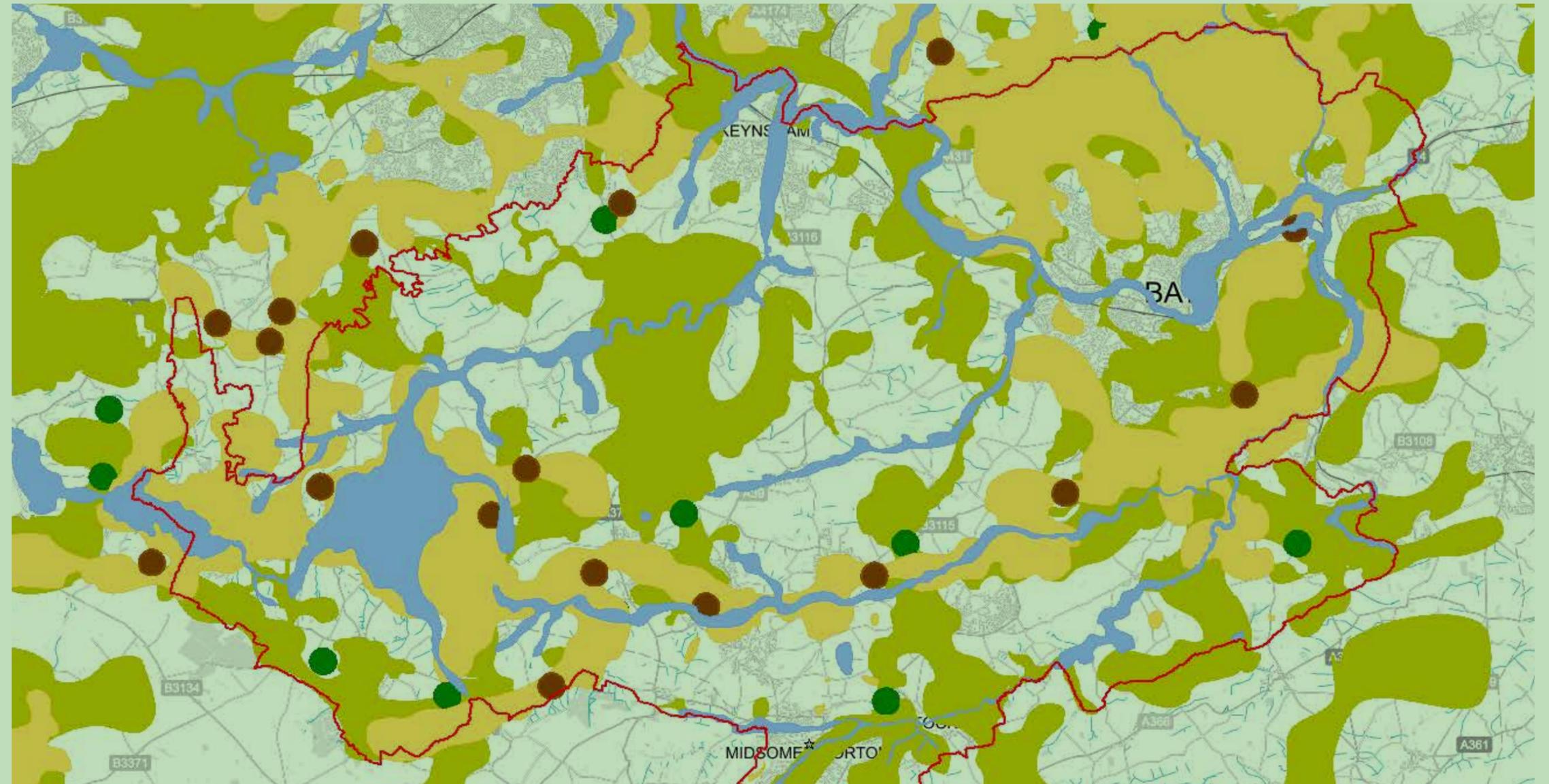
NATURE



Bath & North East Somerset has a varied landscape and rich biodiversity. Its area features a range of valleys large and small, interspersed with plateau areas, ridges and escarpments.

The natural environment of our area is outstanding and is nationally and regionally recognised for its beauty and nature value. The changing landform generates concentrations of habitat mosaics – interwoven grasslands, woodlands and waterways, which are unique to the region. Mosaic habitats are of high conservation value, and particularly under threat.

The imperative now is to restore and reconnect these habitats through good stewardship and investment, and the opportunities are significant.



CREATIVITY AND CULTURE



Bath & North East Somerset is a place where Heritage and Culture can work together in order to creatively reimagine our future.

Bath is a pivotal part of the West of England Cultural Cluster. We are a region where creative, digital and high tech meet traditional industry and heritage. We are home to some of the best cultural organisations, education providers and venues in the South West.

Our area hosts a breadth of creative and cultural organisations including national organisations like the national trust as well as local organisations such as The Holburne, Theatre Royal, and Bath Spa University alongside local artists organisations and collectives. Together these partners are coming together to co-design a new arts and cultural strategy for Bath with North East Somerset.

Key emerging ideas include:

- Supporting a levelling up of access to arts and cultural provision by connecting our arts and cultural provision with our affordable housing, sustainable transport, carbon zero, regeneration and business development strategies.
- Trialling a creating a constellation of creative incubation spaces supported and directed by the communities within which they sit and partnered by a network of arts organisations and a cultural board, to offer a chance for everyone to be able to make and experience artistic work.
- Cultural Entrepreneurship which offers non-traditional but sustainable routes out of poverty for people with creative skills crossing traditional social-economic boundaries.
- Creative workshops which support skills-based learning, particularly upskilling digital skills, and increasing access to new technologies.

BATH WITH NORTH EAST SOMERSET

OUR AREA

BATH

Bath is a prosperous and attractive city set in the stunning landscape of North East Somerset. Known internationally for its UNESCO World Heritage status, the area also benefits from a growing reputation as a great place to live, work and study.

KEYNSHAM

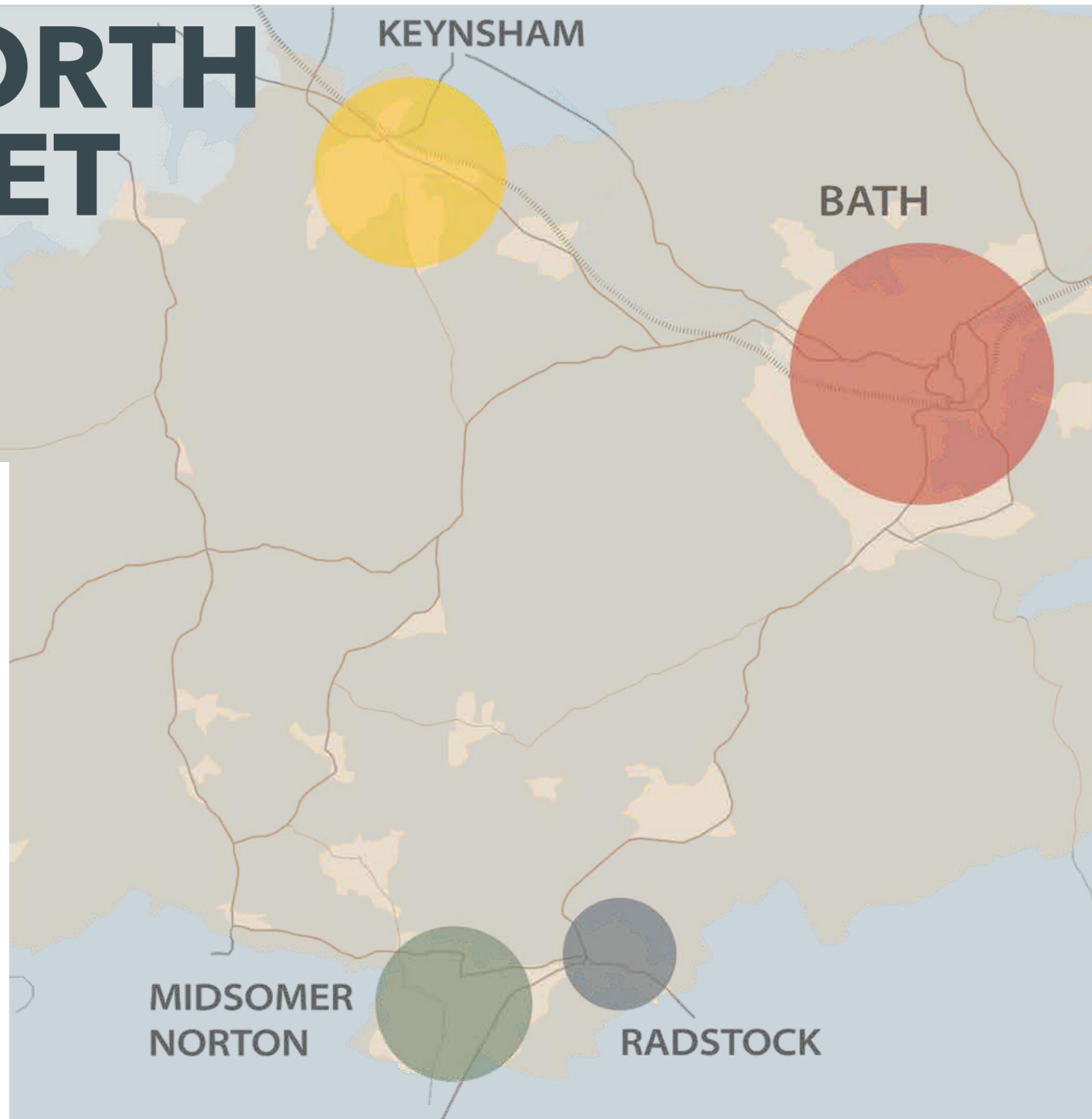
This historic market town located between Bristol and Bath, is well located and accessible. Keynsham is expanding to accommodate growing population while retaining it's attractive rural setting. A vibrant town with a lively social scene, events programme and attractive waterways and park.

MIDSOMER NORTON

A historic market town dating back to medieval times, set in the Somerset countryside. The town is a service, employment, shopping and leisure centre for the wider area. With an attractive Town Centre with a river setting, plus a new town park and leisure park. This is a friendly town with a strong community and a fascinating industrial past.

RADSTOCK

This attractive small town located on the northern edge of the Mendip Hills. One of the best preserved former coal-mining towns in England, the town has a number of distinct communities at Coombend, Clandown, Writhlington, Haydon and Radstock, located in a series of valleys.



REGENERATION PROJECTS



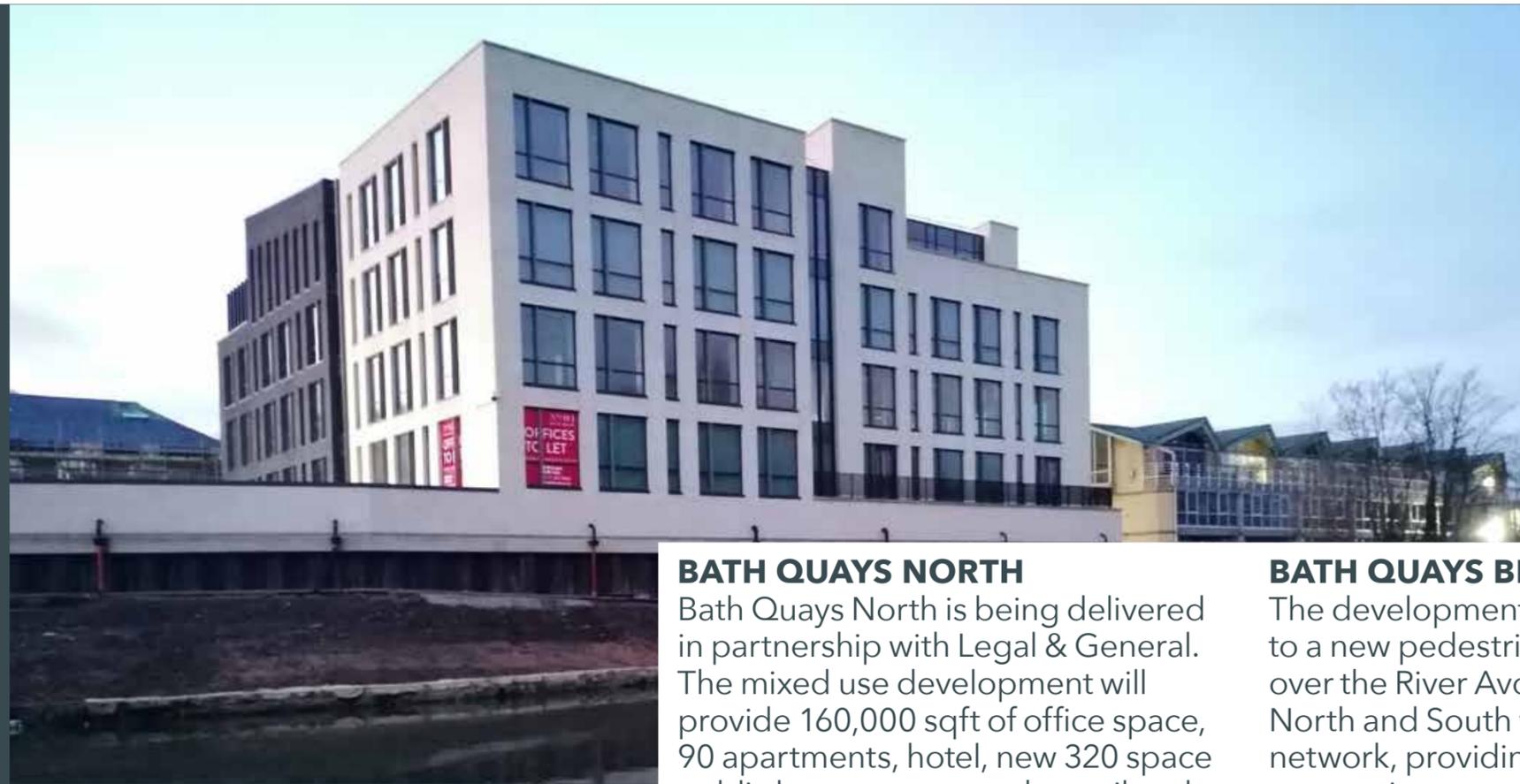
PROJECT SUMMARY

BATH QUAYS

Bath Quays is the Council's flagship redevelopment project, creating a new and vibrant quarter for Bath's businesses to flourish. It is the most significant development opportunity in a generation. It will deliver much needed Grade A offices, providing space for the city's growing businesses as well as attract quality employers to the city.

The development will enhance the City's and regions reputation as a home for business, growing Bath's economy, creating 2500 new jobs, particularly in the high tech, creative, financial and professional sectors.

All new buildings will use sustainable construction methods, reducing their environmental impact and adapting to climate change. Commercial offices will embody the design principles of WELL standards and will achieve BREEAM excellence.



BATH QUAYS NORTH

Bath Quays North is being delivered in partnership with Legal & General. The mixed use development will provide 160,000 sqft of office space, 90 apartments, hotel, new 320 space public basement carpark, retail and food & beverage units and new high quality public realm.

BATH QUAYS SOUTH

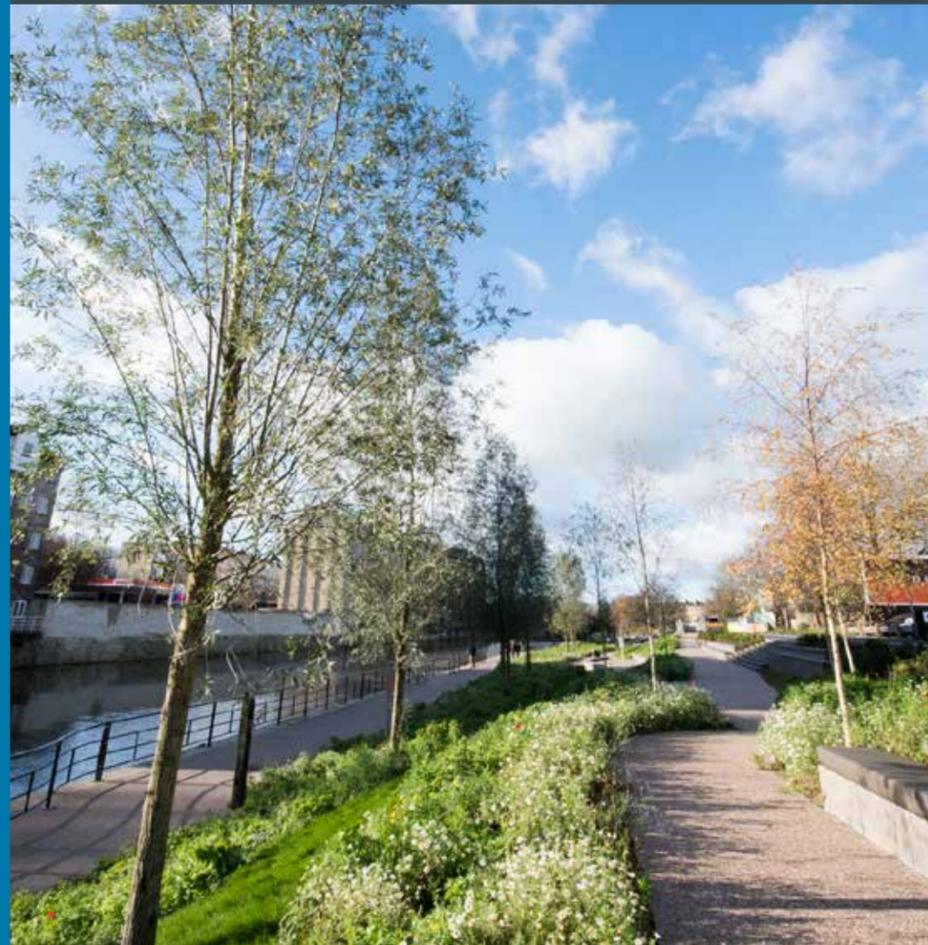
No 1 Bath Quays is the first new office building in Bath for a generation. A landmark office building located on Bath Quays South, with riverside views and within easy walking distance of the city centre and Bath Spa train station.

BATH QUAYS BRIDGE

The development will be connected to a new pedestrian and cycle bridge over the River Avon, linking Bath Quays North and South with an active travel network, providing an essential link connecting communities on the south of the river to the city centre.

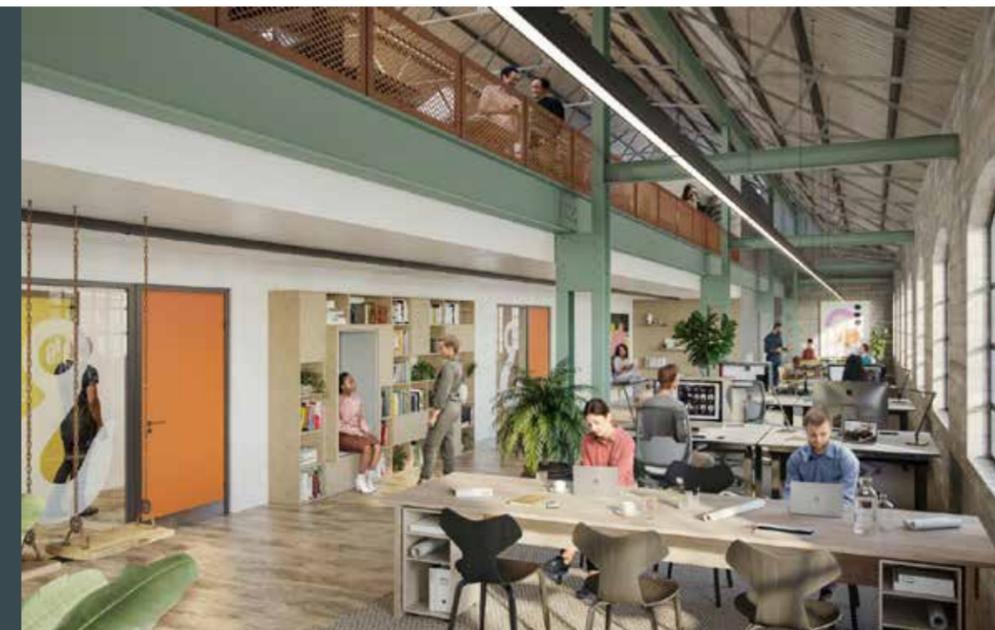
BATH QUAYS WATERSIDE

A new riverside park incorporating flood mitigation measures has been created, providing direct access to the river with upper and lower promenade, cycle routes, natural landscaping and a large riverside public space for events.



PROJECT SUMMARY

BATH QUAYS SOUTH



No 1 Bath Quays will provide the City with a new space for business, life and culture.

The 44,500 sq ft landmark office building located at Bath Quays South is within easy walking distance of Bath Spa Station, Southgate Shopping Centre and all the City's heritage, retail and creative amenities.

Bath Quays South is a blend of historic buildings with contemporary architecture and benefits from a new pedestrian and cycle bridge across the river, linking into the City.

No 1 Bath Quays offers modern Grade A office space including 24 hour access, electric car charging, PV array, superfast broadband, VRF air conditioning, bike storage, changing and drying facilities.

Neighbouring No 1 is the Grade 2 listed Newark Works, a creative hub, providing 40,000 sq ft of workspace, coworking and food and beverage.

PROJECT SUMMARY

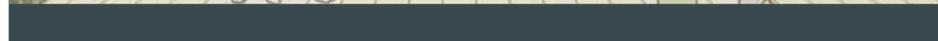
MILSOM QUARTER

The Masterplan for the Milsom Quarter identifies four key areas of change within the northern part of Bath City Centre.

Proposals include new build sites for residential development, visitor accommodation; maker space and workspace; buildings to be repurposed; public space improvements and zero carbon interventions.

We are proposing that the Milsom Quarter becomes Bath and the South West's fashion destination. The Milsom Street core will become the world class Fashion Museum's new home, will house a range of high-end fashion retailers and will host more festivals and events making it less dependent on shopping.

We will also take the opportunity to deliver more housing in the area, through new development and the conversion of underused space on upper floors of existing buildings.



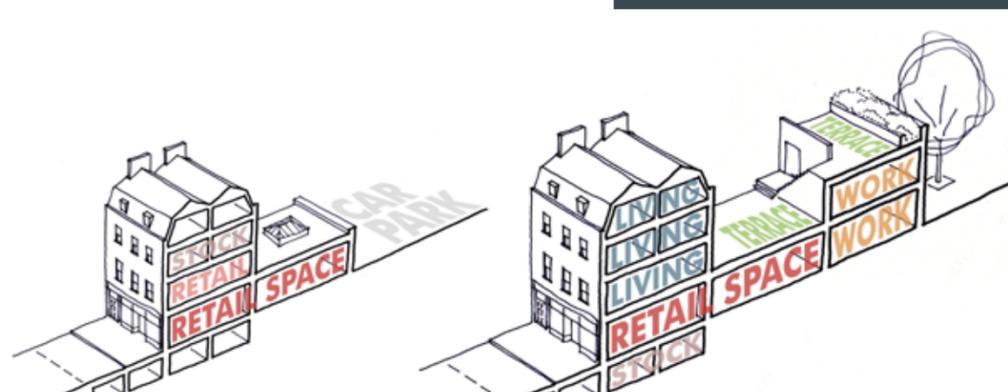
These uses will be delivered in four distinct character areas:

1. MILSOM STREET CORE retaining its character as an important location for fashion-led retail and home to an enhanced Fashion Museum. Space for events and festivals and workspace provision complemented by the food and drink offer of George Street to the north and retail to the south

2. BROAD STREET YARDS new build contemporary space, better connecting Milsom Street and Broad Street, providing opportunities for a vibrant mix of maker space, flexible workspace, retail and visitor accommodation.

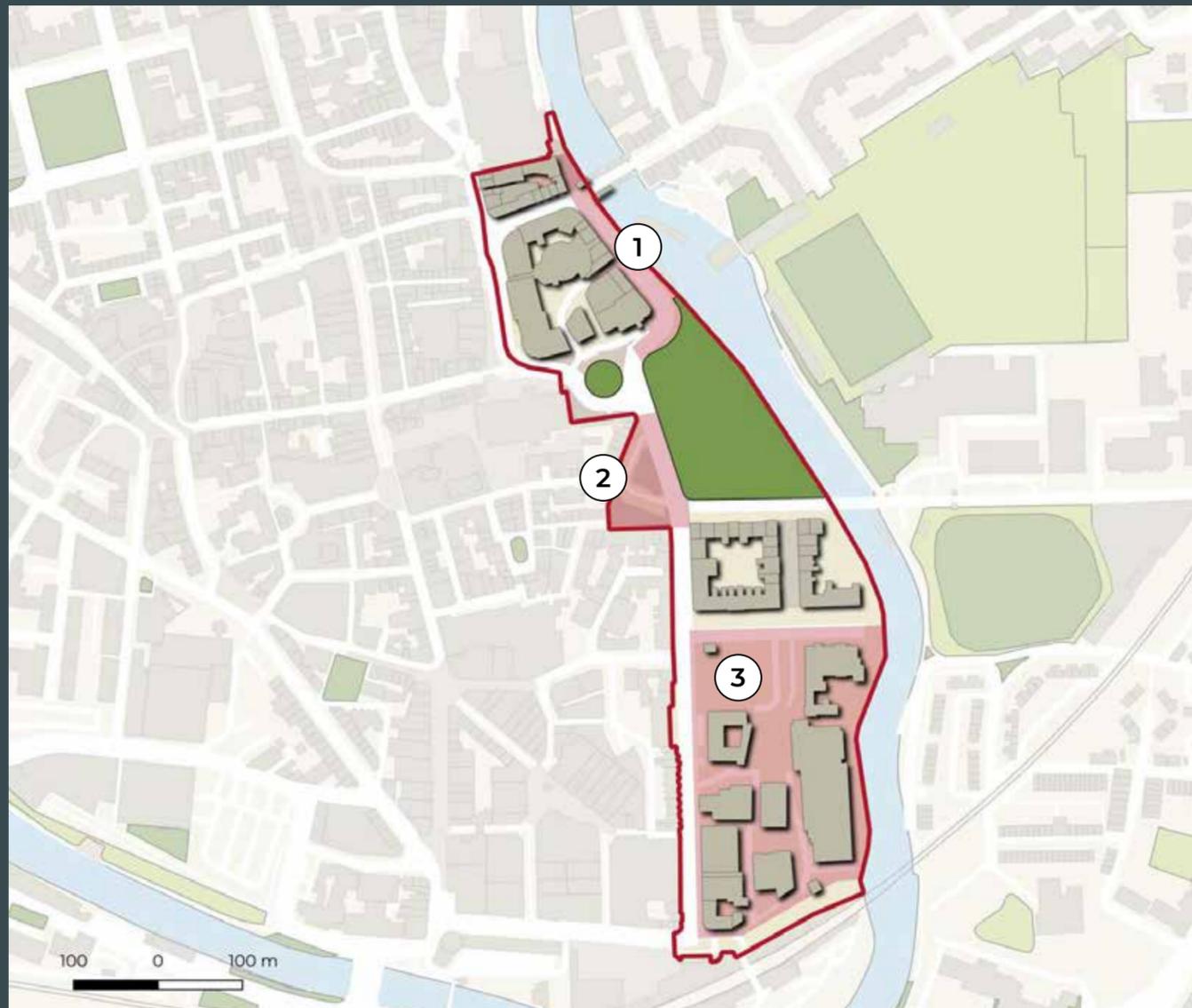
3. ST MICHAEL'S NEIGHBOURHOOD a growing residential neighbourhood for Bath with new development and conversions of upper floors supporting a range of local shopping and amenities at ground floor level with a new public square.

4. WALCOT STREET GATEWAY an improved entrance to Walcot Street through housing-led development on the Cattlemarket site and improved public spaces.



PROJECT SUMMARY

BATH CENTRAL RIVERSIDE FEASIBILITY



A feasibility and design project to consider three development areas with the Central Riverside area:

- 1. Slippery Lane and Grand Parade vaults and colonnades**
- 2. Terrace Walk**
- 3. Manvers Street site allocation**

The broad design principles and requirements of the feasibility project are to:

- Consider opportunities for the creative re-purposing of the vaults and voids under Grand Parade and Terrace Walk
- Explore opportunities for connection to Slippery Lane
- Improve the connection to the river of this part of the city centre
- Exploring the potential for a new building on Terrace Walk
- Explore options for the redevelopment of the Manvers Street site

PROJECT SUMMARY

BATH CITY CENTRE HIGH STREET RENEWAL PROGRAMME



Investment will include increased on street greening, new street furniture, seasonal arts, street dressing and entertainment including an events, markets and outdoor performance programme focused on Milsom Street, Green Street and Kingsmead Square.

The programme also includes development of an Outdoor Trading Strategy to re-imagine how spaces are used for markets and trading around the city.

The Love our High Streets project supports the Council's Liveable Neighbourhoods

agenda and seeks to respond to the Climate and Ecological emergencies and the transition towards less car dominated and more accessible, people-friendly High Streets.

Early interventions have included the introduction of parklets to provide greening, seating and cycle parking. Major street events and markets have included the Great Bath Feast and the Milsom Street Festive Lighting (2021), and experimental trials to reduce private vehicle access to streets.



Over the next five years a programme of public space investment and on-street activity and animation will bring events, entertainment and art to the Milsom Quarter and Kingsmead Square.



PROJECT SUMMARY

VACANT UNIT ACTION PROJECT

An exciting two-year project that will bring life to vacant properties as part of the High Streets Renewal programme.

Focused on Bath City Centre with satellite interventions planned in Twerton High Street, Keynsham and Midsomer Norton this Combined Authority Recovery funded project (2021-23) supports artistic interventions, meanwhile uses, pop-up and innovative business and community use projects in vacant shops and buildings on High Streets.

The project will be delivered across two phases with a total value of £500,000 from Combined Authority plus in-kind match funding from Bath Business Improvement District.

The scheme has already unlocked a further £1.2million investment in Keynsham's High Street to create additional employment space in the Temple Street area.



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1. Make Space Midsomer Norton. Transforming empty retail units into community space.

2. In The Meanwhile, Temporary Art Space on Milsom Street, Bath. Partnership with Bath Spa University.

3. Made in Bath. A series of retail pop-ups over the festive season with local independent traders.

4. Proposed Co-Working Space on Temple Street, Keynsham.

5. Supporting local charity pop-ups - Share & Repair.

6. The High Street Hub, Bath City Centre. Creating a working space supporting the Council and community partners in an otherwise vacant property.

7. Window installation bringing vibrancy to an area of Bath City Centre experiencing high vacancy rates.

8. Window Animation to breathe new life into vacant flagship retail property on Milsom Street, Bath.

PROJECT SUMMARY

YORK STREET PUBLIC REALM IMPROVEMENTS

The public realm scheme complements the opening of the World Heritage Centre and Clore Learning Centre. The state-of-the-art redevelopment of the former City Laundry, has brought back to life an important group of dilapidated buildings in city centre.

Funded by National Lottery Heritage Fund, The World Heritage Centre will serve the city by expanding the knowledge and understanding of the World Heritage Site. The Clore Learning Centre provides new purpose built education facilities for school and community groups.



KEY FACTS

Value:

£1.2M

Lead Designer: B&NES

Principal Designer: Rixon Day

Landscape Design: B&NES

Principal Contractor: Volker Highways

Sub contractors: Volker Laser, Zack Contractors

Consultants: WLP

The full public realm scheme comprises the section of York Street, between Kingston Parade and Stall Street, and the northern section of Swallow Street. Through the pedestrianisation of the area, the scheme seeks to enhance the visitor experience to this special part of the city, improving both the amenity and accessibility of the streetscape.

Along with the pedestrianisation, the scheme delivers a waterproof membrane, a level surface throughout, a new surface treatment in natural stone and new street furniture and lighting.

The scheme enhances the sense of place and ease of movement by creating an inclusive, safe and secure environment that celebrates and is sensitive to its historic setting.

Construction of the first phase works was completed in summer 2021, with second phase completing in April 2022.



PROJECT SUMMARY

SOMER VALLEY ENTERPRISE ZONE



The Somer Valley Enterprise Zone (SVEZ) is located at Old Mills, a greenfield site extending to 13.5 hectares situated on the western edge of Midsomer Norton.

SVEZ will provide a sustainable and appealing business location that contributes to a balanced mix of commercial development and other land uses within the area. The landscaping of SVEZ is intended to give a tranquil and attractive feel to the development, with generous green spaces and woodland areas. Once developed, it will be home to a vibrant mix of viable and sustainably delivered land uses, including high-quality offices, industrial and commercial spaces, as well as a hospitality offering.

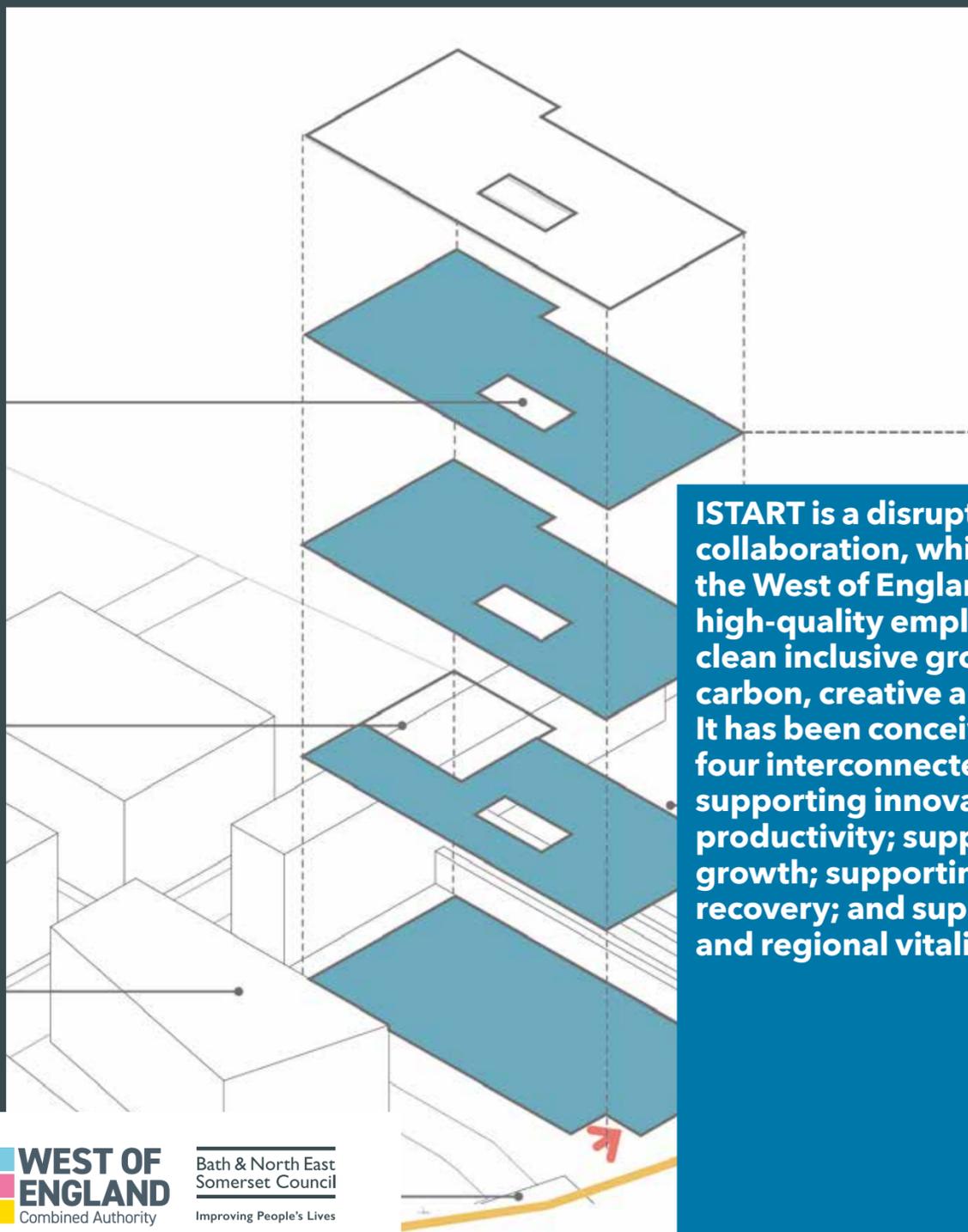
SVEZ will generate the following benefits:

- New net GIA floorspace of circa 40,000m²
- Support around 1300 net additional FTE's in the West of England. This will contribute circa £66m p/a of net additional GVA to the West of England economy
- Support local business start-ups
- Drive business rate growth
- Support the existing town centre retail offer through site employment, including the ongoing place regeneration of Midsomer Norton High Street

A masterplan is currently being prepared to bring forward the development of SVEZ. The development will be delivered by way of a Local Development Order (LDO), which will accelerate delivery and provide the flexibility needed to respond to market demand. It is planned to submit the LDO to the Local Planning Authority in August 2022, with a Full Business Case to be submitted in September 2022.

PROJECT SUMMARY

ISTART



ISTART is a disruptive collaboration, which will support the West of England to deliver high-quality employment and clean inclusive growth in a zero-carbon, creative and digital world. It has been conceived to address four interconnected challenges: supporting innovation and productivity; supporting inclusive growth; supporting the green recovery; and supporting local and regional vitality.

ISTART will provide a deeply integrated approach to skills and curriculum delivery, business incubation-based innovation and research. It will include:

- A revolutionary curriculum, delivered by Bath Spa University and Bath College, offering modules at learning levels 4-7, with signposting to linked initiatives, including those offering level 1-3 and 8 provision. The curriculum is based upon tailored personal IPATHWAYS via a modular, stackable, blended, highly flexible 'hop on/hop off' delivery model; and involves technical, personal and resilience skills, experiential learning opportunities, and curated collisions with businesses.
- The ISTART Innovation Offer, involves the globally-leading SETsquared University of Bath Innovation Centre and Bath Spa University's The Studio. ISTART will provide three Cluster Foundry Business Acceleration Hubs and will host a University of Bath Makespace (for product design and prototyping) and an Ideaspaces (for networking and collaboration).
- A collaborative University of Bath and Bath Spa University research presence in the City.

ISTART will generate the following benefits:

- **Up-skilling** of 858 learners in year 1 (phase 0), increasing to 1430 learners in year 2 (phase 1). 75% progressing into 'better jobs'
- ISTART's innovation offer will:
 - **Provide business support** to 115 businesses per annum, increasing to 120 businesses annually from year 4 onwards
 - **Support 35 start-ups** per annum (phase 0) and 25 start-ups annually from year 4 (phase 1)
 - **Create 125 jobs** per annum through ISTART's innovation and research activity
- ISTART demonstrates a net benefit of **c.£40m** to the region

A revised Outline Business Case has recently been submitted to the West of England Combined Authority. Phase 0 of ISTART is targeted to launch in September 2022, with phase 1 following in November 2023.

PROJECT SUMMARY

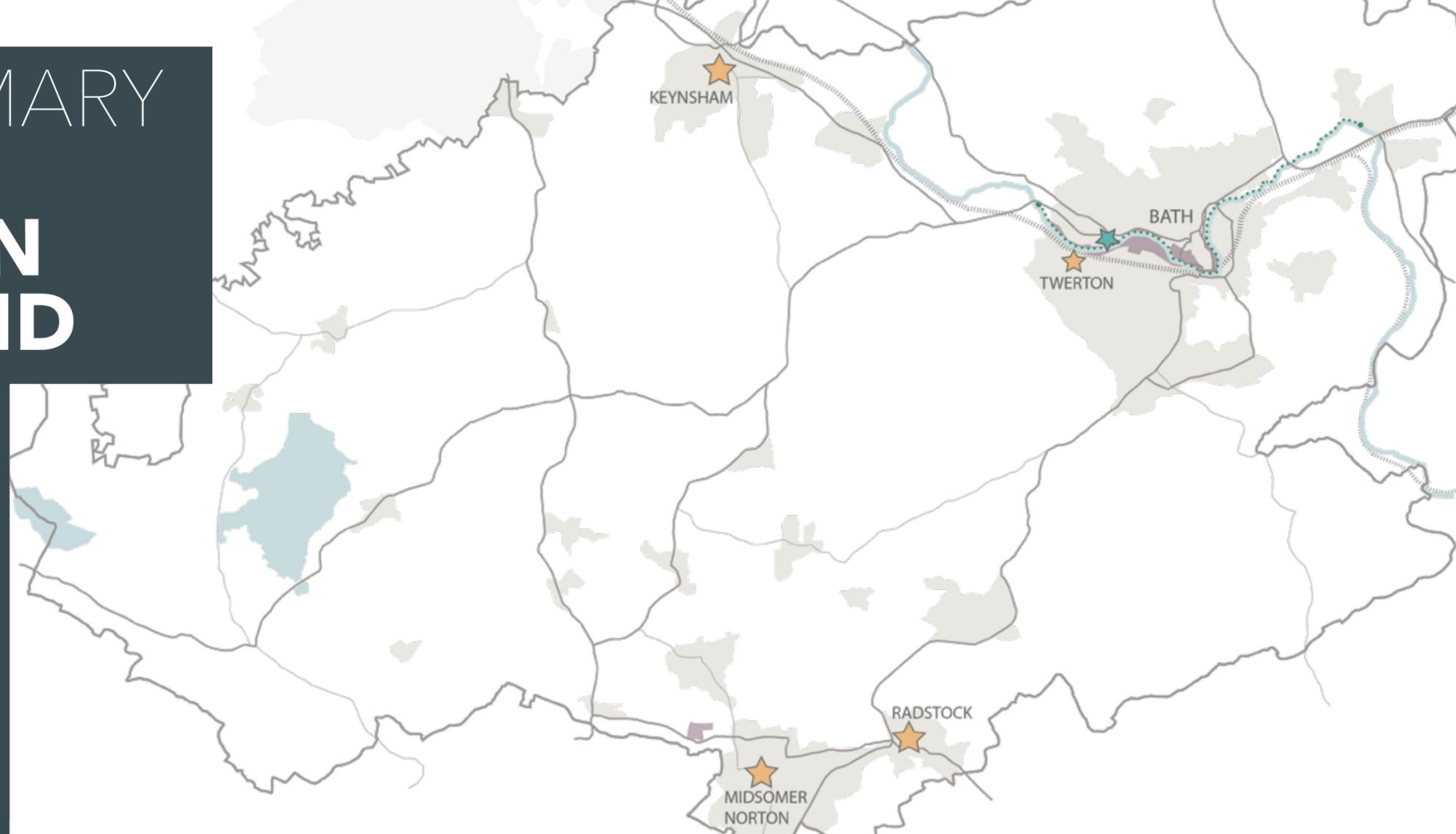
HOUSING & REGENERATION ENABLING FUND

Four projects to support regeneration in areas of strategic housing and employment growth, focused around Town Centres and High Streets which act as local service centres for residential populations. This grant funded programme will deliver the following projects:

- Twerton Masterplan (including Local Plan allocated Bath site SB14 Twerton Park)
- Keynsham Town Centre Regeneration Action Plan
- Midsomer Norton Town Centre Masterplan (including Local Plan allocated site SSV2)
- Radstock Town Centre Regeneration Action Plan and placemaking support

As part of the Masterplans there will be opportunities to identify strategic land acquisition opportunities that will unlock sites, and boost housing delivery in sustainable locations and create potential return on investment. This will not only provide housing additionality, but will also serve to improve vitality and development viability in these locations, where the public sector (including B&NES) has limited land holdings. For both Masterplans, the following will be identified:

- Viable delivery options identifying public intervention and private investment opportunity
- Soft market testing on delivery plan options, identifying routes to market
- Strategic land acquisitions that accelerate early delivery of homes and/or deliver additionality (unlocking interventions)
- Investment plan for sustainability/ renewable investment to retrofit and decarbonise Masterplan areas



KEY

- Bath & Somer Valley Enterprise Areas
- ★ HREF Regeneration Focus Areas (Radstock TC, Midsomer Norton TC, Twerton & Keynsham TC)
- Bath River Line

Regeneration Project Areas in development

- ★ Creative Quarter at Locksbook
- ▨ Milsom Quarter
- ▨ Manvers Street
- ▨ Bath Quays

PROJECT SUMMARY

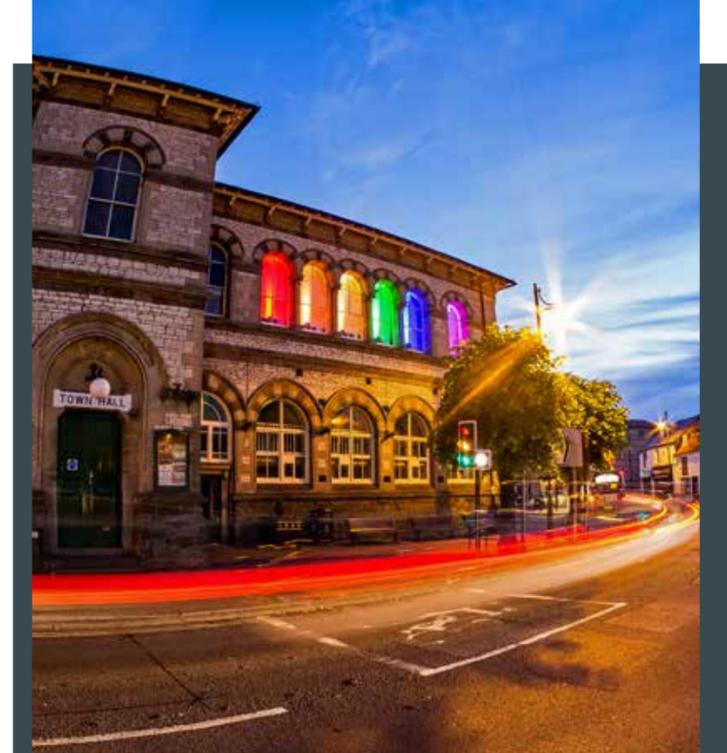
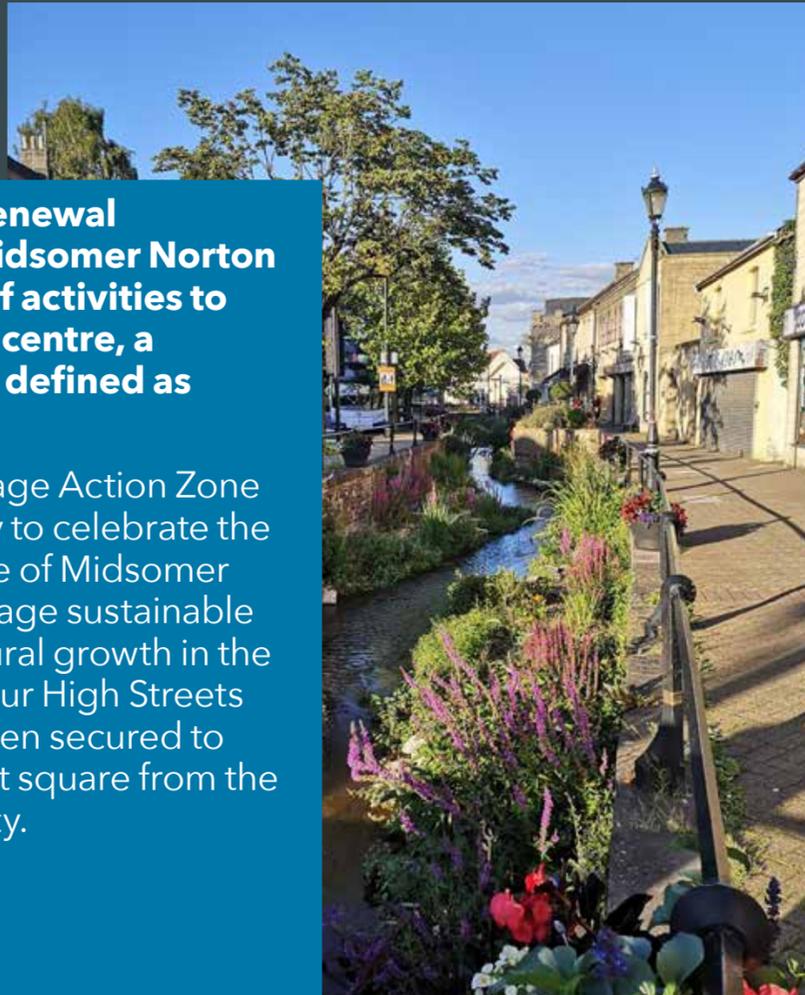
MIDSOMER NORTON HIGH STREET RENEWAL PROGRAMME

A total of £2.4m grant funding has been secured to deliver a range of improvement works and community-led projects on Midsomer Norton High Street, including:

- Creation of a new market square public space at The Island
- A reinstated market hall within the community owned Town Hall
- Improved pedestrian links between the High Street and South Road Car Park
- Repair and restoration of High Street shopfronts and signage
- Conservation Area enhancements including new street furniture and street dressing
- Community engagement and a Local High Street Cultural Programme

The High Street Renewal programme for Midsomer Norton includes a range of activities to improve the town centre, a conservation area defined as 'at risk'.

A High Street Heritage Action Zone project is underway to celebrate the history and heritage of Midsomer Norton and encourage sustainable economic and cultural growth in the town centre. Love our High Streets funding has also been secured to create a new market square from the Combined Authority.



PROJECT SUMMARY

MIDSOMER NORTON HIGH STREET CULTURAL PROGRAMME

Midsomer Norton's Local Cultural Programme has been developed to support and develop cultural activities over the next two years which showcase the town's rich and fascinating history.



Funded by Historic England's High Streets Heritage Action Zone Scheme, it is run by Midsomer Norton 'Cultural Consortium', a group led by Midsomer Norton Community Trust with representatives from local community groups, with support from Bath & North East Somerset Council.

Kicking off in February 2022 with the re-launch of the Midsomer Norton Wassail and the first Midsomer Norton Window Wanderland, the next phase of the Local Cultural Programme is set to include an animated film, High Street activities for Heritage Open Days, and the development of regular markets for the new Market Square at the Island.



PROJECT SUMMARY

KEYNSHAM HIGH STREET RENEWAL PROGRAMME



The High Street Renewal programme for Keynsham includes a range of activities to improve the town centre, a conservation area defined as 'at risk'.

A High Street Heritage Action Zone project is underway to celebrate the culture and heritage of Keynsham and encourage town centre vitality.



Funding from new development alongside Combined Authority investment has also been secured to deliver a major public realm scheme in the core High Street area.

Funding from Historic England, Keynsham Town Council and the Council will deliver further improvements to Temple Street public space and improve shopfronts.

A total of £3.8m grant funding has been secured to deliver a range of improvement works and community-led projects on Keynsham High Street, including:

- High Street Core public realm improvements have included footway widening and resurfacing, improved cycling and bus facilities, new street furniture, trees and planting and better signage (phase 1 completed March 2022)
- Improvements to Temple Street public realm (phase 2)
- Repair and restoration of High Street shopfronts and signage
- Conservation Area enhancements including new street furniture and street dressing
- Community engagement and a Local High Street Cultural Programme

- 20 TEMPLE STREET / BEFORE & AFTER STREET ELEVATION -



PROJECT SUMMARY

KEYNSHAM HIGH STREET CULTURAL PROGRAMME

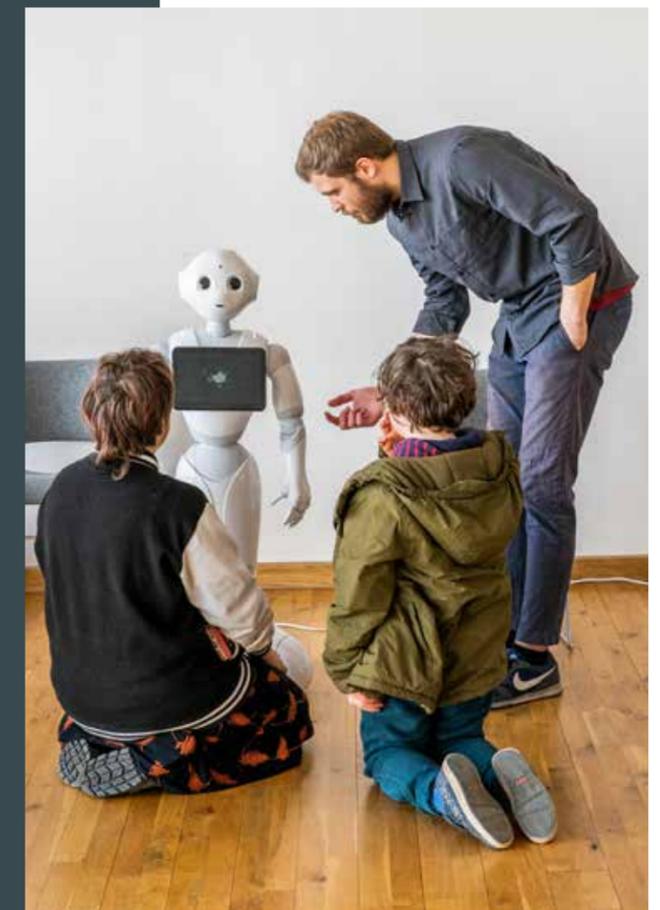
The Keynsham Local Cultural Programme aims to energise Keynsham's cultural scene and bring its distinct local heritage to life through community-led events, installations and performances over the next two years.

The programme is being led by Keynsham Town Council and Keynsham's 'Cultural Consortium', a group made up of local representatives and stakeholders, and is supported by Bath & North East Somerset Council. It is funded by Historic England via their High Streets Heritage Action Zone scheme, with match funding from the Welcome Back Fund.



The Programme launched in February 2022 with Making Space for Our Future, a free family festival celebrating the town's history of science and technology.

Forthcoming plans include two new heritage trails, a Heritage Open Days event, new market days, and an illustrated timeline of the town.



PROJECT SUMMARY

BATH LOCAL CENTRES HIGH STREET RENEWAL



3. HIGH STREET, WESTON

Situated to the far west of Bath, Weston High Street provides an important local service to residents, who are on average older and in poorer health than the B&NES average. The intervention aims to improve the visibility of the high street by focusing interventions at key gateways. Budgets are included for place branding and signage, art, events, greening, cycle storage, street furniture and shopfront improvements.

Over the next two years a programme of high street improvements and animation will bring investment to four of Bath's local centres. These projects include:

1. HIGH STREET, TWERTON

This comprehensive high street improvement project includes meanwhile/pop-up uses in vacant units, shopfront improvements, on-street planting, cycle storage and support for place identity via wayfinding and marketing. There is a strong emphasis on community engagement and upskilling, including community arts, cultural and community activities and events and seasonal dressing included.

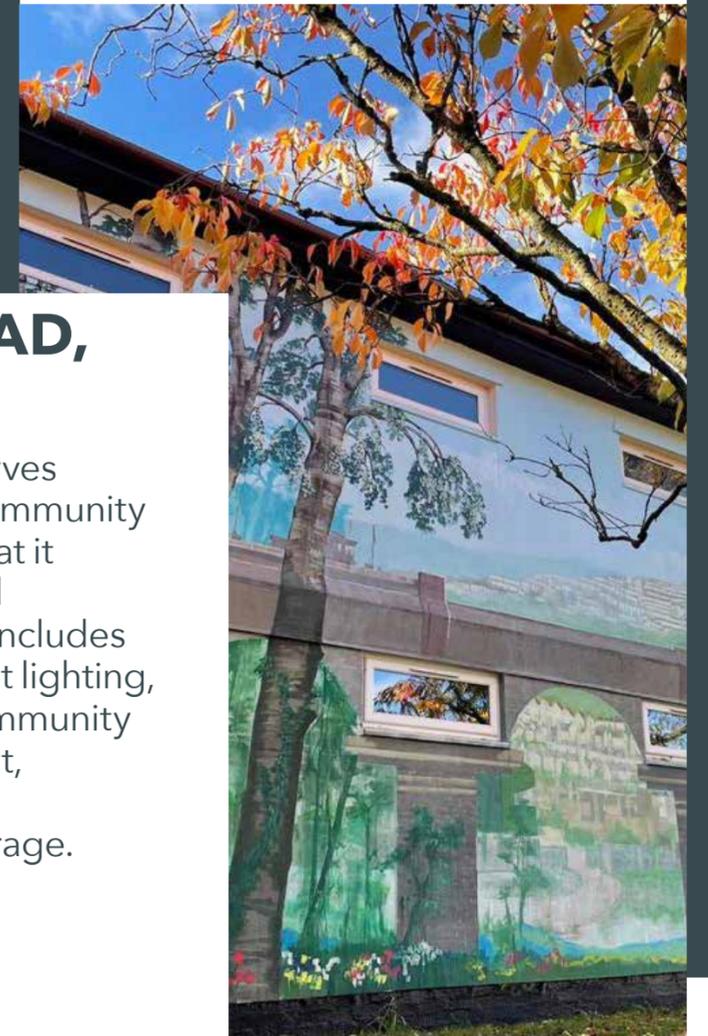
2. MOORLAND ROAD, OLDFIELD PARK

B&NES' only District Centre, this vibrant High Street is lacking recent investment and the interventions proposed will support the transition to a greener High Street. The project includes additional street furniture and planting, cycle storage as well as marketing and branding to promote this much-loved High Street. The project will include pop-up shops/meanwhile use, arts/ events and business/community activities.



4. MOUNT ROAD, SOUTHDOWN

This small local centre serves many local people but community engagement indicates that it currently feels unsafe and uninspiring. This project includes budgets to improve street lighting, put in place a pop-up community café, install community art, planting, street furniture, wayfinding and cycle storage.



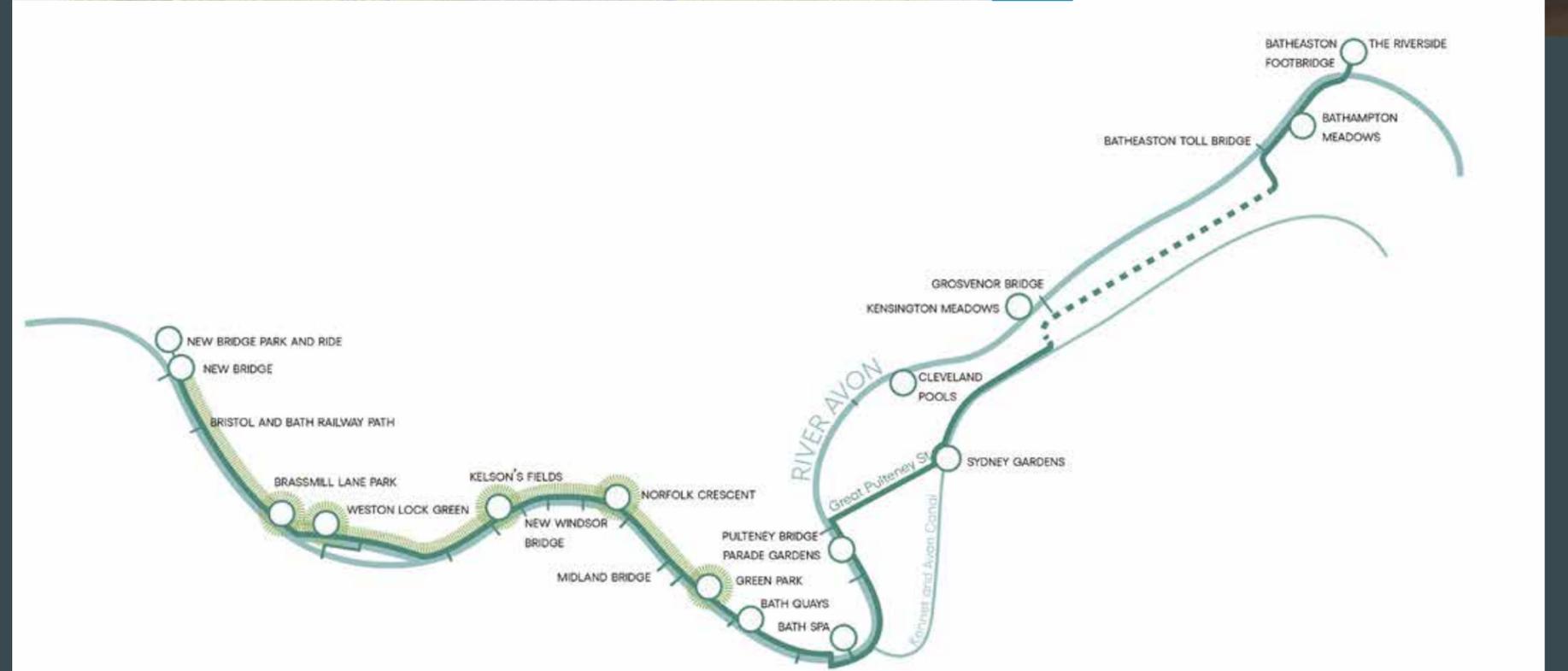
PROJECT SUMMARY

BATH RIVER LINE



The Bath River Line will form a linear park from Newbridge to Batheaston, following the route of the River Avon, connecting communities and enabling people to explore the city in a more sustainable way.

The project will enhance the natural environment through habitat restoration, supporting a biodiverse ecological network and providing greater resilience to climate change. Funding for phase 1 of the scheme has been secured.



PROJECT SUMMARY

WATERSPACE CONNECTED



Access to and along the river will be improved to create a sustainable movement corridor for commuting, recreation, and leisure, increasing the health and wellbeing benefits of spending time in nature. WaterSpace Connected will also be linked to future development, unlocking opportunities for biodiversity net gain and nature-based solutions, ensuring that future development is not only sustainable but creates healthy new communities within a thriving landscape.

WaterSpace Connected will deliver the following benefits:

- Improved access to the river and riverside, creating a sustainable movement corridor for commuting, recreation, and leisure.
- A new crossing over the river, better connecting communities.
- Improved resilience through the application of nature-based solutions.
- Biodiversity gain through habitat enhancement and creation.

WaterSpace Connected is an ambitious large-scale green and blue infrastructure project following the River Avon corridor from Bath to Bristol.

The project will deliver benefits for nature, communities, and the economy, through the creation of a multi-functional and resilient Nature Recovery Network.



PROJECT SUMMARY

BATHSCAPE



A Council-led partnership of 12 organisations with a shared interest in the green setting of the City of Bath World Heritage Site.

Currently delivering a 6 year programme of 25 projects supported by the National Lottery Heritage Funded running to autumn 2024, to ensure Bath and its setting is better recognised, managed and experienced as a landscape city, with the surrounding hills and valleys blending with the World Heritage Site and actively enjoyed by all.



Core themes are restoring habitats, improving health, enhancing access and upskilling residents, with additional links to sustainable tourism, growing green jobs and reducing inequalities in the city.

The area is internationally recognised for the quality of the landscape and importance of its wildlife, which balances the built environment and provides a valuable resource for both residents and visitors.



Bath & North East
Somerset Council
Improving People's Lives

PROJECT SUMMARY

CHEW VALLEY RECONNECTED



A truly multi-functional, landscape-scale green infrastructure partnership programme for the beautiful Chew Valley from Keynsham to the foot of the Mendip Hills.

Three integrated themes focus on nature recovery and landscape restoration; sustainable water management; and enhanced public engagement with landscape and nature especially for the growing population of the Keynsham area.

Phase 1 will start with the completion of the Chew Valley Lake Recreational trail which takes the trail around the southern half of the lake. The project also delivers habitat creation and landscape restoration to support the important bird populations of the lake as well as reinvigorating the unique farming landscape south of Herriot's Pool with its stunning oak tree-lined hedgerow network.

The Chew valley is a beautiful place to spend time and we wish it to be an exemplar of nature recovery and nature-based solutions. Inward investment to support this project will help us deliver the best we can for nature, people and climate.



PROJECT SUMMARY KEYNSHAM RECYCLING HUB



A purpose-built waste recycling hub, that will help residents to recycle more and provide a modern public re-use and recycling centre for the district. This scheme is currently in construction.

The Pixash Lane Keynsham Recycling Hub scheme includes wildlife habitats and planting that will support biodiversity net gain with 200 new trees and 500m of hedgerow planting. The facility also incorporates renewable energy generation with 3,800m² of solar panels.

The site has sustainable drainage system which includes rainwater harvesting and storage. The recycling hub buildings have a sustainable, low energy in use design, to reduce energy demand. The site is also future proofed to support the conversion to an electric fleet.



Bath & North East
Somerset Council

Improving People's Lives