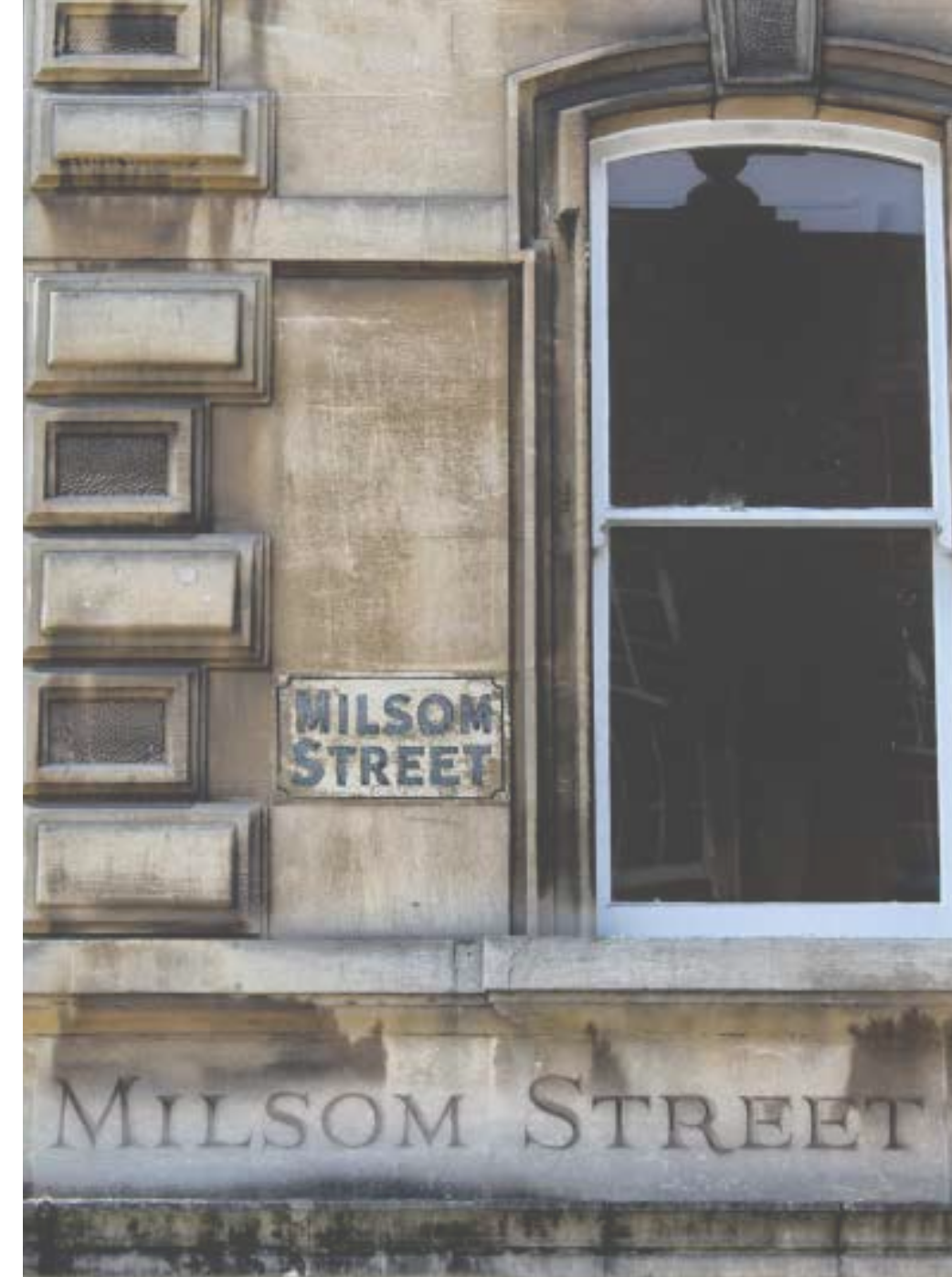


High Street Renewal Programme for the Milsom Quarter

Scheme Proposal

July 2021



LOVE OUR HIGH STREETS

Bath & North East
Somerset Council

**WEST OF
ENGLAND**
Combined Authority

Bath & North East
Somerset Council

Improving People's Lives

This Love our High Streets Scheme Proposal summarises the scope of the interventions sought through the WECA Full Business Case Feb 2021. It sits alongside this document, and other background evidence, and forms part of B&NES Council's High Street Renewal Programme.

This Scheme Proposal includes:

1	The Proposal	2
2	Proposed Project Scope	3
3	Types of Interventions	4
4	Strategic Context	5
5	Pilot Activities	6
6	Project 1: Milsom Street	10
7	Project 2: Kingsmead Square	18
8	Project 3: Outdoor Trading Strategy	22
9	FBC Logic Model	23
10	Project Budget	24
11	Project Plan	25



Community Engagement, Kingsmead Square 2018

The Proposal

A £1,235,000 funding package to support Bath High Street Renewal has been earmarked from the West of England Investment Fund's 'Love our High Street' programme, subject to Full Business Case. The initial proposal put forward by B&NES Council, which successfully ringfenced this funding, was for a project focused on the northern part of Bath City centre, combining targeted public realm interventions with support for events, animation and culture on the streets and in public spaces.

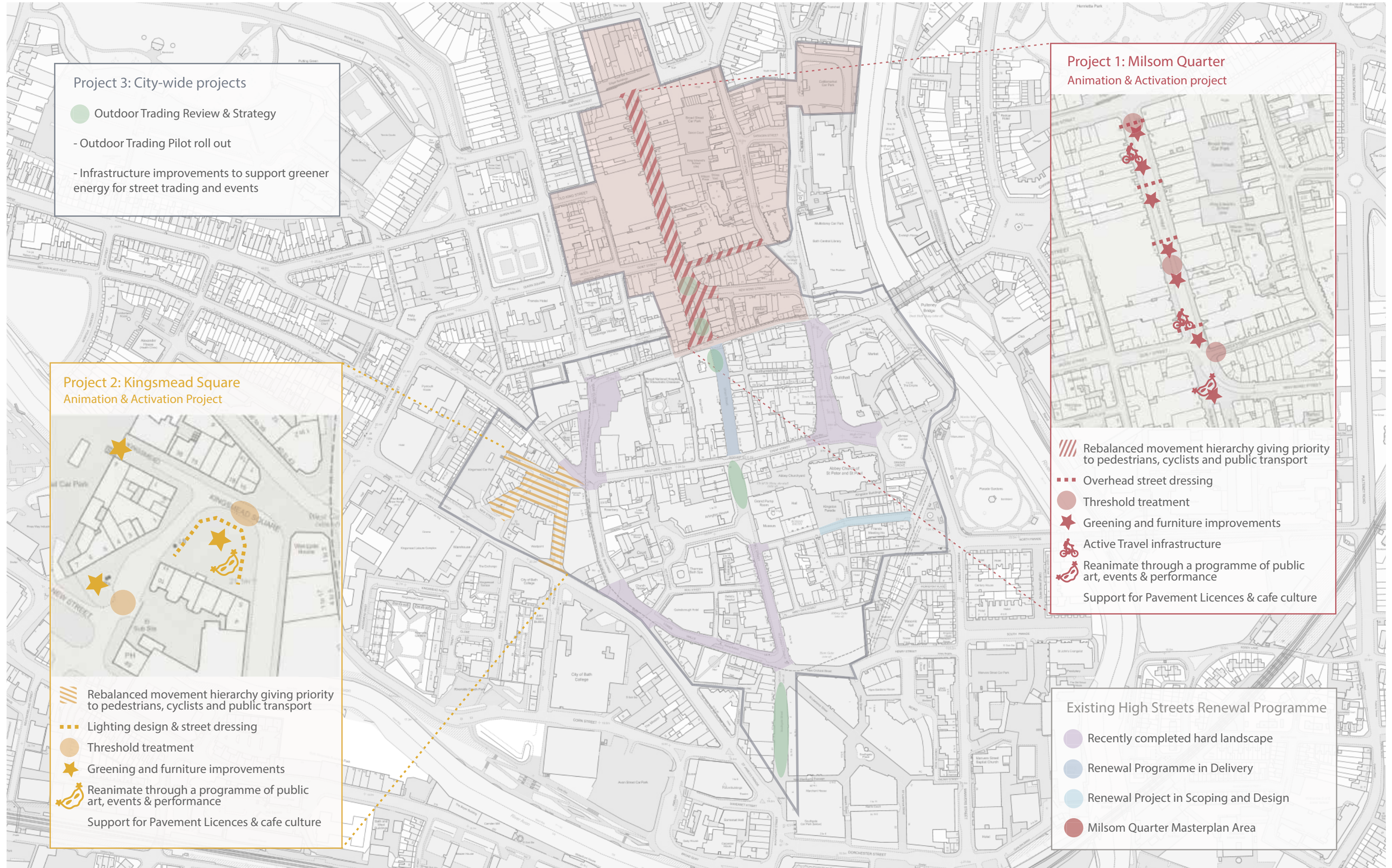
Following the delivery of various pilot projects, this Full Business Case has been prepared to support the delivery of three key projects:

- **Project 1: Milsom Quarter Animation and Activation Project**
- **Project 2: Kingsmead Square Animation and Activation Project**
- **Project 3: City centre wide projects** to support an outdoor trading strategy and supporting electrical infrastructure

Officer resource for project management, design, delivery, monitor and engage with stakeholders and set-up and run the events programme is also included within scope.

The 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.

Proposed Project Scope



Types of interventions



Parklets



Cycle racks



Street furniture



Threshold treatment



Street dressing



Events



Food & beverage pitch



Arts & performance



Planting & greening



Street Trading Strategy



Heritage repairs



Events infrastructure

Strategic Context

The project will support the Council’s Liveable Neighbourhoods agenda and seek to respond to the Climate and Ecological emergencies and the transition towards less car dominated and accessible, people friendly High Streets.

In terms of the emerging One Shared Vision, the proposals respond strongly to three of the emerging themes:



15 minute neighbourhood

The aspiration is that day-to-day activities such as going to work, food shopping, healthcare, leisure activities and going to school are all possible within 15 minutes of where we live. Creating better air quality, reduced congestion, and birds are not drowned out by traffic noise.

The focus of the project is to support local shopping areas to thrive, with diverse shopping, eating and working opportunities. The access restrictions create pedestrianised environments where walking to different services is comfortable and enjoyable.

The street furniture and environmental improvements will enhance the experience for visitors and residents and the free to access events, performance and arts activities will give people a reason to come back to these high Streets.



Climate Emergency

The focus of the project is to support the vibrancy and vitality of the High Street which will support ‘buy local’ agendas, elements of the project support outdoor events, outdoor trading and markets, which will attract local residents. The projects are also underpinned by improving the environment for pedestrians, cyclists and users of public transport and prioritise these modes. Improvements to electricity infrastructure will also help to minimise the use of polluting generators by street vendors and during events.

Procurement of street furniture and restoration works to buildings will prioritise natural materials and sustainable sourcing. The project scope also includes greening and planting which can help reduce urban heat island impacts and improve biodiversity.



Heritage of the Future

The proposal will support the move to Heritage of the Future as the interventions will support areas in transition where there have been higher vacancy rates.

Street dressing and public realm improvements will be designed to celebrate the historic environment and the distinct quality that gives the city.

Historically-sensitive public realm repairs will restore pennant slabs and setts in key locations in line with the Pattern Book.

Pilot Activities: Love Milsom Street Event 2019

Milsom Street itself is a key public space in the city historically hosting Jubilee celebrations, celebrations at the end of the WWII and other historical events.

The capacity of the street given its width and sections of wide pavement create a unique space in size and scale in the city centre for events and spectacles. In 2018, the Bath Christmas market footprint extended to include Milsom Street; in 2019 a car-free weekend celebration was held here. In 2020, an access restriction and bus gate was implemented prohibiting access by motor vehicles between 10am-6pm.

The Love Milsom Street Event was supported by the WECA Love our High Streets pilot funding, and it is proposed to build on the success of this event with a 5 year events, performance and arts programme.

40
businesses participated in the event

40,900
pedestrian movements on Milsom Street during the weekend

peak flow rate of
2,984
pedestrians

£13,000
overall spend

delivered with the support of
3
partner organisations

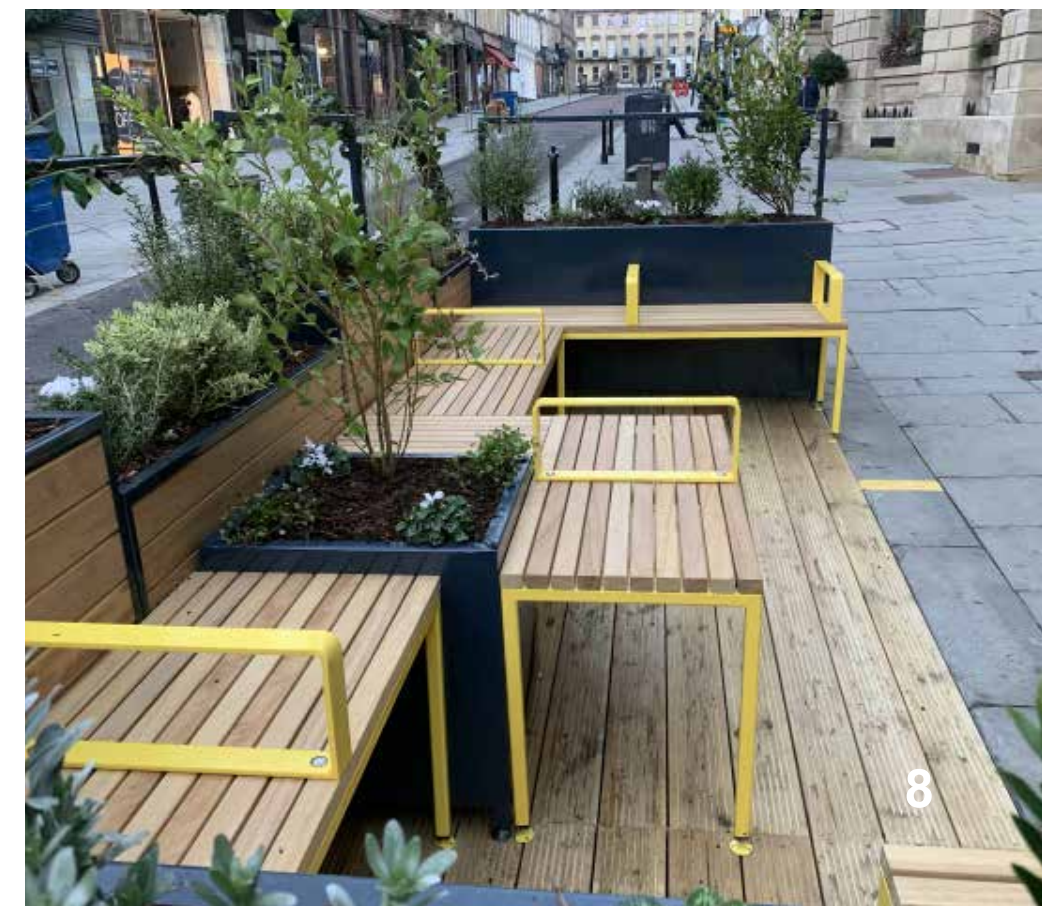
over
50,000
interactions on social media platforms



Vacant Units Action Projects 2020-2022



Pilot Activities: Parklets Pilot 2020



Pilot Activities: Union Street Animation & Outdoor Trading Pilots 2019



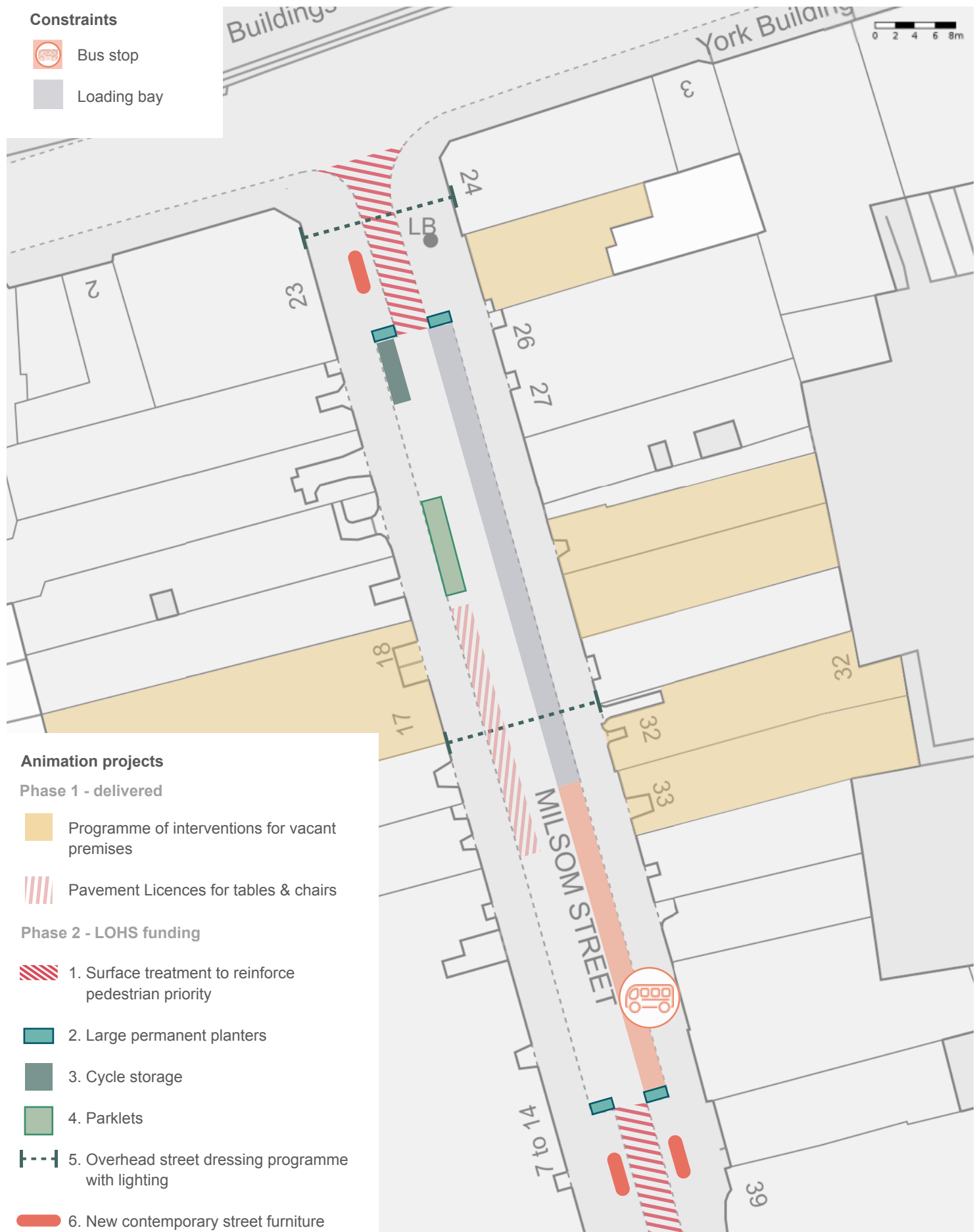
Proposed Projects

For the purposes of the Full Business Case indicative design proposals have been prepared and costed however detailed design and layout will be subject to further consultation and engagement.

Project 1: Milsom Quarter



Project 1: Milsom Quarter - North



1 Threshold treatment



2 Permanent planters



3 Cycle storage



5 Street dressing



4 Parklets



Programme of interventions in vacant properties

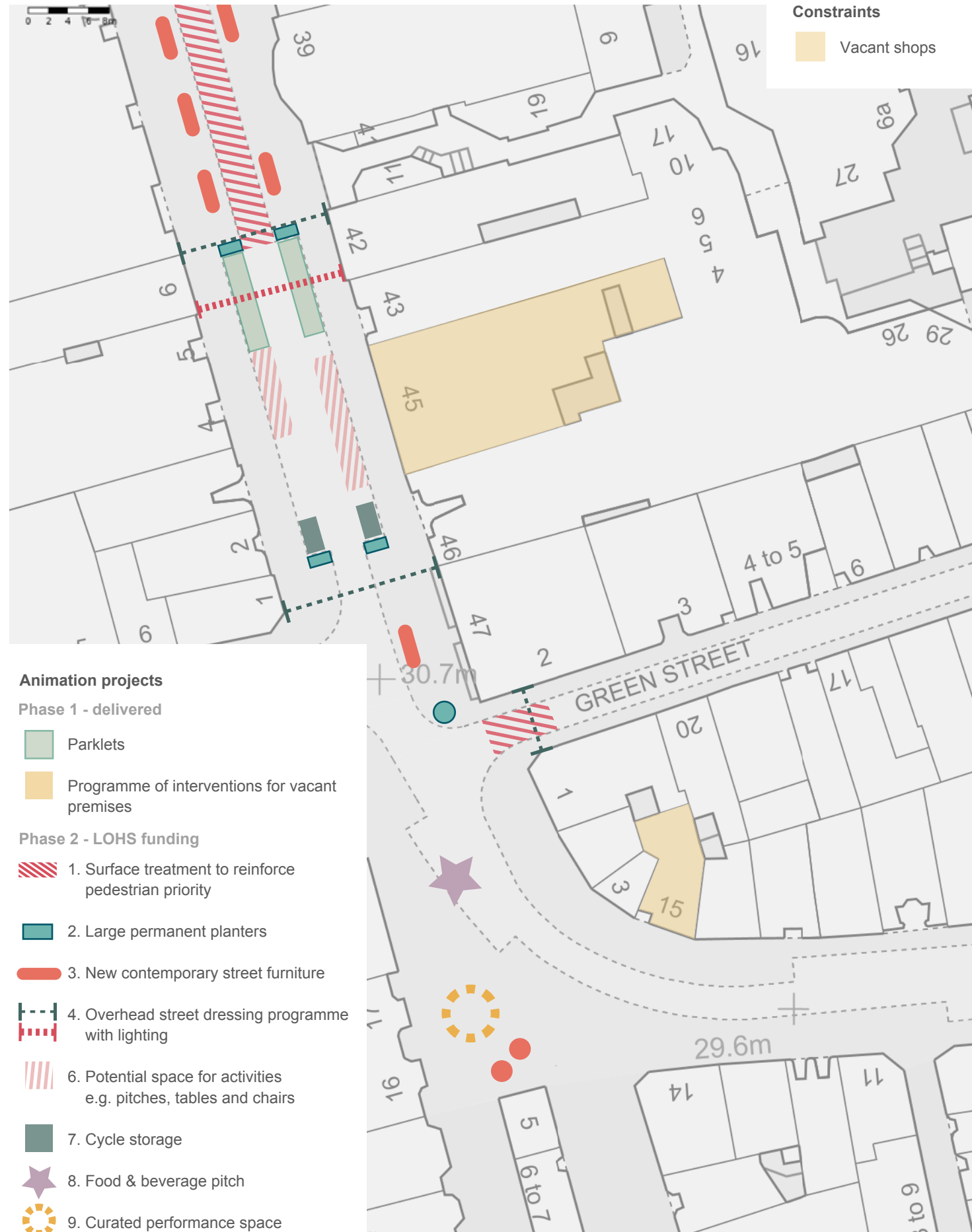


Pavement Licences for tables & chairs



6 New contemporary street furniture

Project 1: Milsom Quarter - South



Parklets



1 Threshold treatment



2 Permanent planters



3 New contemporary street furniture



4 Street dressing



8 Food & beverage pitch

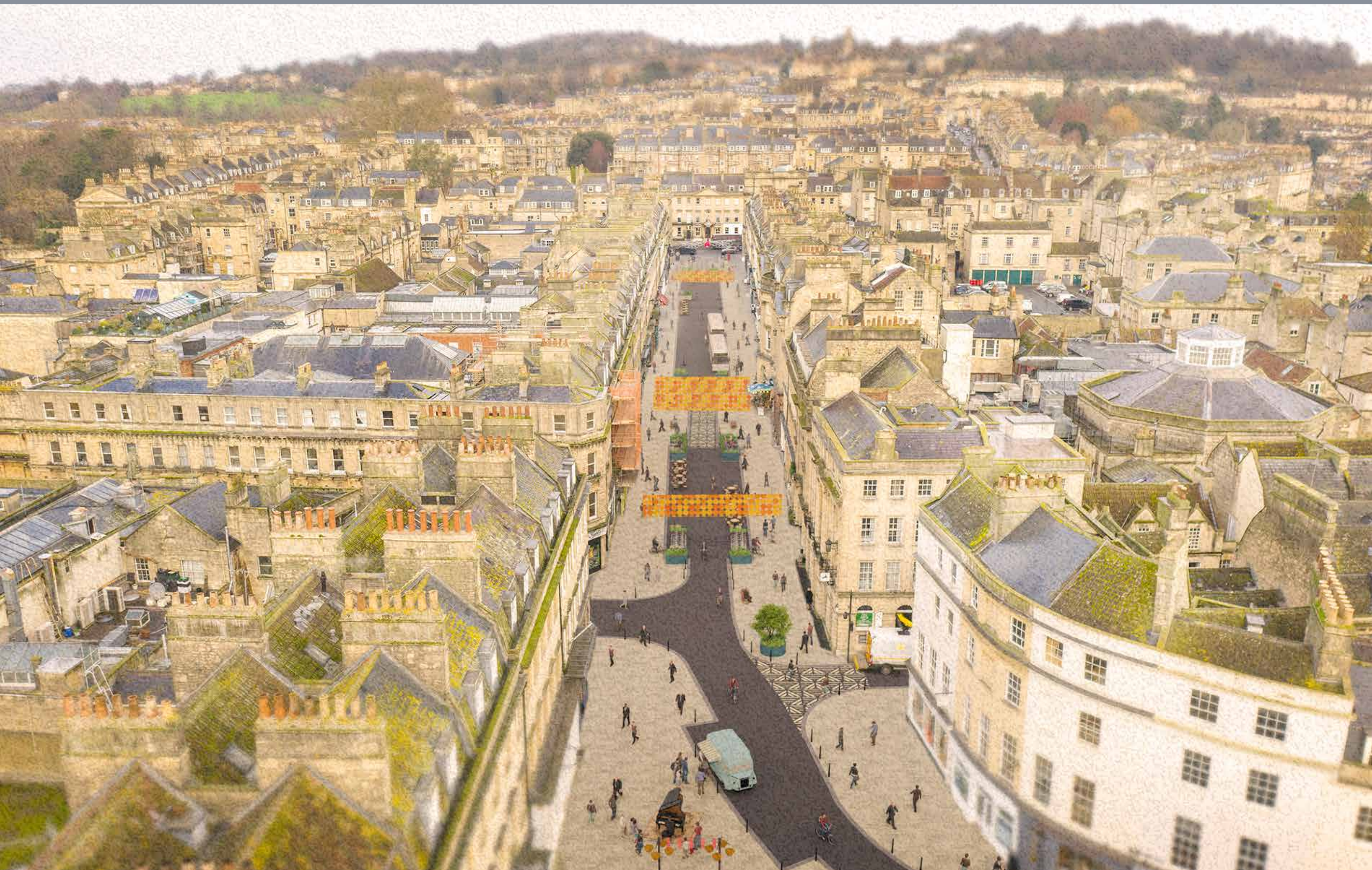


9 Curated performance space

Milsom Quarter Existing view



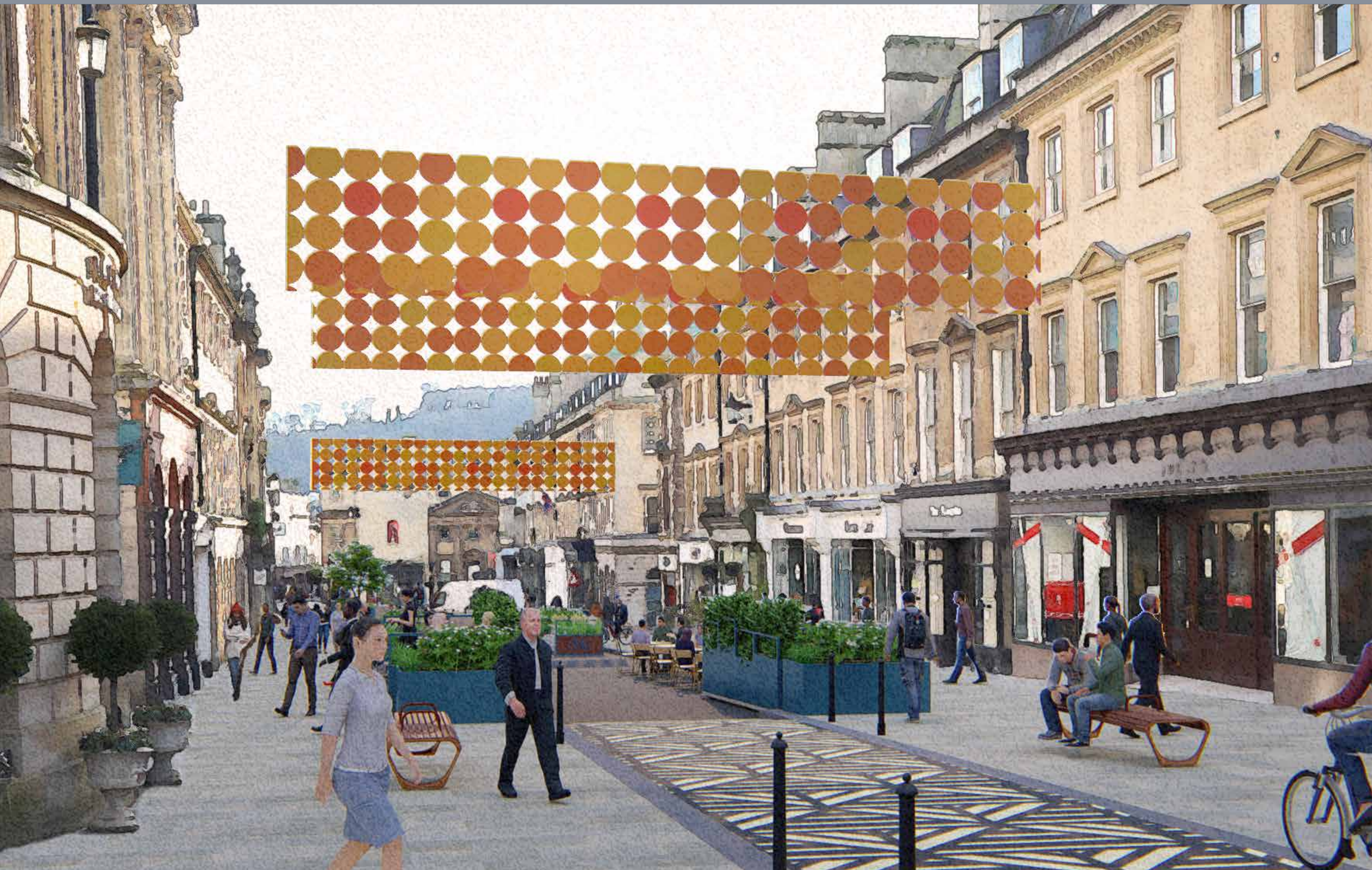
Indicative Scheme Aerial View



Indicative Scheme Perspective View



Indicative Scheme Perspective View



Project 2: Kingsmead Square



Animation projects

Phase 1 [BaNES funding] - delivered

- 1. Parklets
- 2. Cycle storage
- 3. Pavement Licences for tables & chairs

Phase 2 [BaNES funding]

- 4. New contemporary street furniture



5 Threshold treatment to reinforce pedestrian priority



6 Street lighting & dressing programme



7/8 Greening and feature furniture to celebrate green infrastructure

Phase 3 [LOHS bid & Landlord match funding]

- 5. Surface treatment to reinforce pedestrian priority
- 6. Overhead street dressing programme with lighting, including infrastructure
- 7. Green wall with planting and bench
- 8. Feature bench and tree improvements

Kingsmead Square Existing view



Indicative Scheme Aerial View



Indicative Scheme Perspective View



Project 3: Bath City Centre Outdoor Trading Project

The Bath City Centre Outdoor Trading Project aims to deliver a holistic strategy for outdoor trading across the city, include identifying destinations for different types of goods, a refined public realm layout, attractive trading stalls and electricity infrastructure to avoid the use of polluting generators.

Outdoor trading across Bath is popular with shoppers and contributes to a unique high street offer which includes local traders and goods. However, in recent years trading pitches have grown sporadically through the city with no coherent plan. This project identifies the opportunity to develop an outdoor trading strategy to best complement the city and the experience of shopping and moving through it. The project also includes bespoke, branded stalls for traders which create street 'destinations' and an attractive retail offer.

The 2013 Power Behind Festivals Guide (Green Festivals Alliance) found that Diesel Fuelled Generators are highly polluting, with carbon emissions of 2.63 Kg carbon per litre compared to mains electricity at 0.54 Kg carbon per kWh, so to address the Climate Emergency on street electricity infrastructure should be provided which can use renewable energy.

Project objectives

- The strategy and new stalls should celebrate the value of independent traders in diversifying the retail offer and animating the street
- The stalls could have an element of uniformity to make a cluster of stalls a 'destination', with scope for individuality to celebrate the uniqueness of independent traders. The design should consider the Pattern Book to ensure a positive impact on the city and support for the World Heritage status
- The project will create a more pleasant public realm and retail environment for shoppers with a diverse range of goods.
- The strategy will positively impact sight lines and pedestrian movement through the retail core.



Union Street Trading pitches have been subject to a successful pilot where street trading pitches have been reconfigured and stalls re-designed with a consistent uniform design to best support the streetscene.

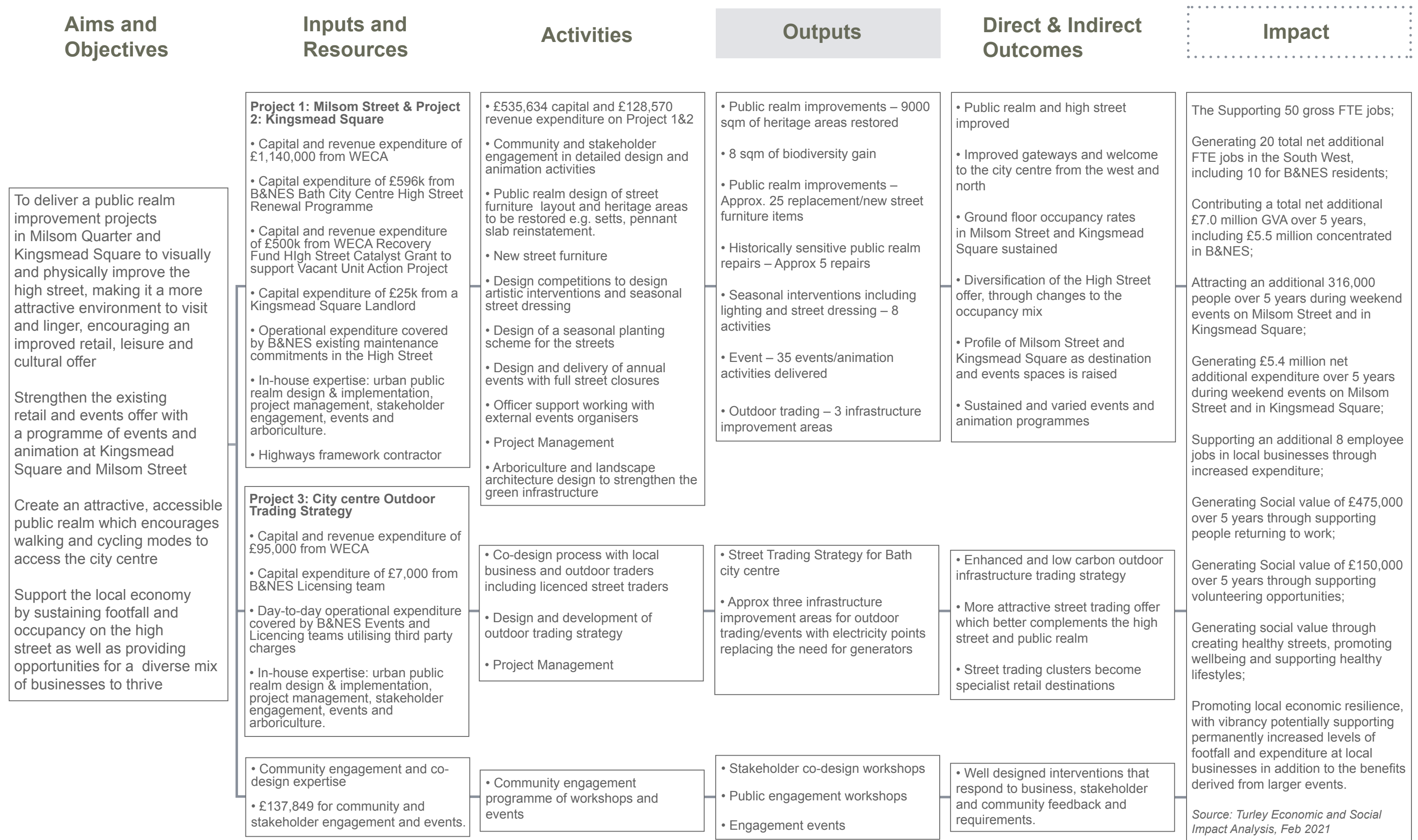


An example of a trading stall in the retail core



How the stalls could look

Full Business Case Logic Model



Project budget

The total value of the High Street Renewal for Bath City Centre bid to WECA's Love Our High Streets programme is £1,235,000, to be delivered over a 5 year period.

Project Management Including design, delivery, monitoring and bidding for match funding.	£416,046
Project 1: Milsom Quarter Animation & Activation project	£553,419
Project 2: Kingsmead Square Animation & Activation project	£113,785
Project 3: City-wide projects Including street trading strategy, pilot roll out and improvements to events infrastructure	£90,000
Contingency	£61,750
TOTAL	£1,235,000

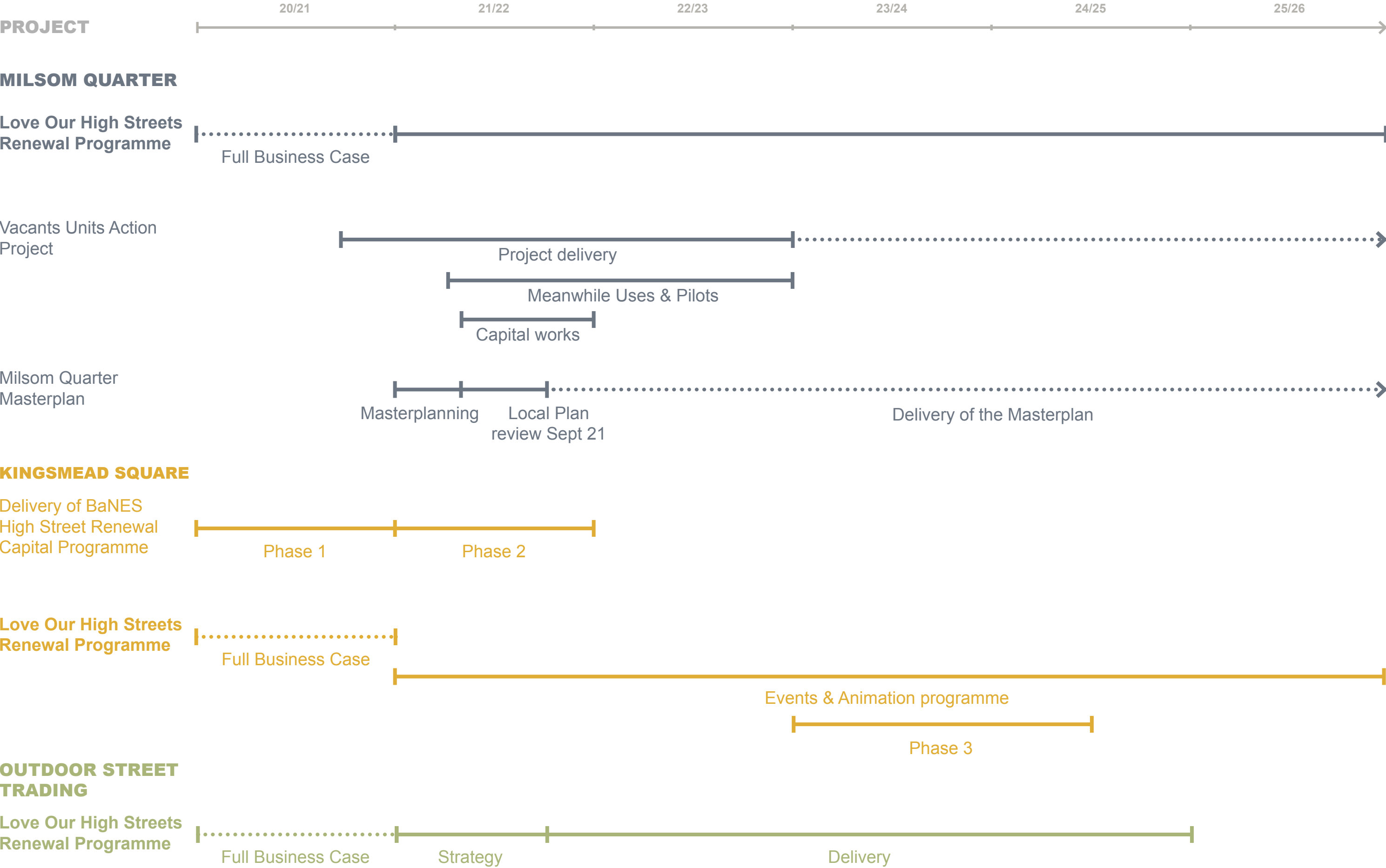
Milsom Quarter Masterplan

An aerial photograph of the Milsom Quarter in Bath, England. The image shows a dense urban area with many historic stone buildings. A blue outline is drawn on the map to delineate the specific area covered by the masterplan. The outline follows the Milsom Street corridor and extends to the east, encompassing the area around the Bath Abbey and the Milsom Quarter development.

20 week programme, to include;

- Property, Design, Heritage, Movement, Sustainability
- **Engagement** with this group **July 21**
- Final output will include a **Spatial Framework and Delivery Plan**

Project Plan



High Streets Reopening & Renewal
Economy & Growth
Bath & North East Somerset Council



Bath & North East
Somerset Council

Improving People's Lives