

Cabinet Meeting Resolution

**Executive  
Forward Plan  
Reference**

**E2696**

**Enterprise Area Masterplan**

<b>Date of Meeting</b>	12-Nov-14
<b>The Issue</b>	<i>To adopt the EA Masterplan Vision Report as Council Policy</i>
<b>The decision</b>	(1) To ENDORSE the vision, objectives and priorities set out in the Bath City Riverside Enterprise Area Masterplan.
<b>Rationale for decision</b>	<p>A co-ordinated spatial vision for the Bath City Riverside Enterprise Area is essential for the following reasons:</p> <p>(1) To facilitate delivery of B&amp;NES corporate objectives, in particular the Core Strategy targets of 9,000 new jobs and 3,400 homes within the Central Area and Enterprise Area;</p> <p>(2) To realise B&amp;NES financial income through Business Rates Uplift via the City Deal for the West of England;</p> <p>(3) Realising funding through the Local Economic Partnership, via the Economic Development Fund, Revolving Infrastructure Fund, Growth Funds, also through the Homes and Communities Agency;</p> <p>(4) Co-ordinated Strategy &amp; robust Policy Base for the realisation of corporate objectives; and</p> <p>(5) Real economic benefits for the people of B&amp;NES through GVA uplift, increase in average earnings and improved house price affordability.</p>
<b>Other options considered</b>	The Masterplan has emerged following extensive research and consultation which considered a number of options. It is based upon significant previous work, particularly by B&NES Planning Policy on the Core Strategy and associated documents.
<b>The Decision is subject to Call-In within 5 working days of publication of the decision</b>	