

Democratic Services

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Date: 2nd May 2014
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To: All Members of the Cabinet

Councillor Paul Crossley	Leader of the Council
Councillor David Dixon	Deputy Leader and Cabinet Member for Neighbourhoods
Councillor Simon Allen	Cabinet Member for Wellbeing
Councillor Tim Ball	Cabinet Member for Homes and Planning
Councillor David Bellotti	Cabinet Member for Community Resources
Councillor Katie Hall	Cabinet Member for Community Integration
Councillor Caroline Roberts	Cabinet Member for Transport
Councillor Dine Romero	Cabinet Member for Early Years, Children and Youth
Councillor Ben Stevens	Cabinet Member for Sustainable Development

Chief Executive and other appropriate officers
Press and Public

Dear Member

Cabinet: Wednesday, 14th May, 2014

You are invited to attend a meeting of the **Cabinet**, to be held on **Wednesday, 14th May, 2014** at **6.30pm** in the **Council Chamber - Guildhall, Bath**.

The agenda is set out overleaf.

Yours sincerely

Col Spring
for Chief Executive

The decisions taken at this meeting of the Cabinet are subject to the Council's call-in procedures. Within 5 clear working days of publication of decisions, at least 10 Councillors may signify in writing to the Chief Executive their wish for a decision to be called-in for review. If a decision is not called-in, it will be implemented after the expiry of the 5 clear working day period.

If you need to access this agenda or any of the supporting reports in an alternative accessible format please contact Democratic Services or the relevant report author whose details are listed at the end of each report.

This Agenda and all accompanying reports are printed on recycled paper

NOTES:

- 1. Inspection of Papers:** Any person wishing to inspect minutes, reports, or a list of the background papers relating to any item on this Agenda should contact Col Spring who is available by telephoning Bath 01225 394942 or by calling at the Riverside Offices Keynsham (during normal office hours).
- 2. Public Speaking at Meetings:** The Council has a scheme to encourage the public to make their views known at meetings. They may make a statement relevant to what the meeting has power to do. They may also present a petition or a deputation on behalf of a group. Advance notice is required not less than two full working days before the meeting (this means that for meetings held on Wednesdays, notice must normally be received in Democratic Services by 4.30pm the previous Friday but Bank Holidays will cause this to be brought forward).

The public may also ask a question to which a written answer will be given. Questions must be submitted in writing to Democratic Services at least two full working days in advance of the meeting (this means that for meetings held on Wednesdays, notice must normally be received in Democratic Services by 4.30pm the previous Friday but Bank Holidays will cause this to be brought forward). If an answer cannot be prepared in time for the meeting it will be sent out within five days afterwards. Further details of the scheme can be obtained by contacting Col Spring as above.

- 3. Details of Decisions taken at this meeting** can be found in the minutes which will be published as soon as possible after the meeting, and also circulated with the agenda for the next meeting. In the meantime details can be obtained by contacting Col Spring as above.

Appendices to reports are available for inspection as follows:-

Public Access points - Riverside - Keynsham, Guildhall - Bath, Hollies - Midsomer Norton, and Bath Central, Keynsham and Midsomer Norton public libraries.

For Councillors and Officers papers may be inspected via Political Group Research Assistants and Group Rooms/Members' Rooms.

- 4. Attendance Register:** Members should sign the Register which will be circulated at the meeting.
- 5. THE APPENDED SUPPORTING DOCUMENTS ARE IDENTIFIED BY AGENDA ITEM NUMBER.**
- 6. Emergency Evacuation Procedure**

When the continuous alarm sounds, you must evacuate the building by one of the designated exits and proceed to the named assembly point. The designated exits are sign-posted.

Arrangements are in place for the safe evacuation of disabled people.

- 7. Officer Support to the Cabinet**
Cabinet meetings will be supported by the Senior Management Team.
- 8. Recorded votes**
A recorded vote will be taken only when requested by a member of Cabinet.

Cabinet - Wednesday, 14th May, 2014 at 6.30pm

in the Council Chamber - Guildhall, Bath

A G E N D A

1. WELCOME AND INTRODUCTIONS

2. EMERGENCY EVACUATION PROCEDURE

The Chair will draw attention to the emergency evacuation procedure as set out under Note 6

3. APOLOGIES FOR ABSENCE

4. DECLARATIONS OF INTEREST

At this point in the meeting declarations of interest are received from Members in any of the agenda items under consideration at the meeting. Members are asked to indicate:

(a) The agenda item number in which they have an interest to declare.

(b) The nature of their interest.

*(c) Whether their interest is a **disclosable pecuniary interest or other interest** (as defined in Part 2, A and B of the Code of Conduct and Rules for Registration of Interests)*

Any Member who needs to clarify any matters relating to the declaration of interests is recommended to seek advice from the Council's Monitoring Officer or a member of his staff before the meeting to expedite dealing with the item during the meeting.

5. TO ANNOUNCE ANY URGENT BUSINESS AGREED BY THE CHAIR

6. QUESTIONS FROM PUBLIC AND COUNCILLORS

Questions submitted before the deadline will receive a reply from an appropriate Cabinet Member or a promise to respond within 5 days of the meeting. Councillors may ask one supplementary question for each question they submitted up to a maximum of two per Councillor.

7. STATEMENTS, DEPUTATIONS OR PETITIONS FROM PUBLIC OR COUNCILLORS

Councillors and members of the public may register their intention to make a statement if they notify the subject matter of their statement before the deadline. Statements are limited to 3 minutes each. The speaker may then be asked by Cabinet Members to answer factual questions arising out of their statement.

8. MINUTES OF PREVIOUS CABINET MEETING (Pages 7 - 14)

To be confirmed as a correct record and signed by the Chair

9. CONSIDERATION OF SINGLE MEMBER ITEMS REQUISITIONED TO CABINET

This is a standard agenda item to cover any reports originally placed on the Weekly List for single Member decision making, which have subsequently been the subject of a Cabinet Member requisition to the full Cabinet under the Council's procedural rules

10. MATTERS REFERRED BY POLICY DEVELOPMENT AND SCRUTINY BODIES

This is a standing agenda item (Constitution Rule 14, Part 4D – Executive Procedure Rules) for matters referred by Policy Development and Scrutiny bodies. The Chair of the relevant PDS Panel will have the right to attend and to introduce the Panel's recommendations to Cabinet.

11. SINGLE MEMBER CABINET DECISIONS TAKEN SINCE PREVIOUS CABINET MEETING (Pages 15 - 16)

This report lists Cabinet Single Member decisions taken and published since the last Cabinet meeting.

12. SCHOOL TERM AND HOLIDAY DATES 2015-16 (Pages 17 - 24)

To consider the School Term and Holiday Dates for the Academic Year 2015-16

13. ENVIRONMENTAL SERVICES CAPITAL PROJECTS 2014/15 (Pages 25 - 28)

This report sets out the Neighbourhood Environment Services projects that are identified in the Council's 2014/15 budget for provisional approval and are now ready for Cabinet approval to proceed

14. HERITAGE SERVICES BUSINESS UPDATE (Pages 29 - 50)

The report seeks Cabinet approval for: the Fashion Museum Forward Plan; further investigation into extending the VAG to contribute to the Guildhall Market redevelopment; and the capital budget for the Beau Street Hoard project in the Council's Capital Programme for 2014/15 and 2015/16

15. "GETTING AROUND BATH - A NEW TRANSPORT STRATEGY FOR BATH" PROPOSED CONSULTATION (Pages 51 - 90)

A new Transport Strategy has been prepared entitled 'Getting Around Bath' and the draft is now ready for formal consultation with stakeholders

16. AWARD OF CONTRACTS FOR SUPPORTED BUS SERVICES (Pages 91 - 128)

To agree the award of contracts for supported public transport services operating in rural parts of Bath & North East Somerset

Protocol for Decision-making

Guidance for Members when making decisions

When making decisions, the Cabinet/Committee must ensure it has regard only to relevant considerations and disregards those that are not material.

The Cabinet/Committee must ensure that it bears in mind the following legal duties when making its decisions:

- Equalities considerations
- Risk Management considerations
- Crime and Disorder considerations
- Sustainability considerations
- Natural Environment considerations
- Planning Act 2008 considerations
- Human Rights Act 1998 considerations
- Children Act 2004 considerations
- Public Health & Inequalities considerations

Whilst it is the responsibility of the report author and the Council's Monitoring Officer and Chief Financial Officer to assess the applicability of the legal requirements, decision makers should ensure they are satisfied that the information presented to them is consistent with and takes due regard of them.

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These minutes are draft until confirmed as a correct record at the next meeting.

BATH AND NORTH EAST SOMERSET

CABINET

Wednesday, 9th April, 2014

Present:

Councillor Paul Crossley	Leader of the Council
Councillor David Dixon	Deputy Leader and Cabinet Member for Neighbourhoods
Councillor Simon Allen	Cabinet Member for Wellbeing
Councillor Tim Ball	Cabinet Member for Homes and Planning
Councillor David Bellotti	Cabinet Member for Community Resources
Councillor Katie Hall	Cabinet Member for Community Integration
Councillor Caroline Roberts	Cabinet Member for Transport
Councillor Dine Romero	Cabinet Member for Early Years, Children and Youth
Councillor Ben Stevens	Cabinet Member for Sustainable Development

120 WELCOME AND INTRODUCTIONS

Councillor Paul Crossley, Leader of the Council, took the Chair and welcomed everyone to the meeting.

Before the meeting started, the Chair led a short period of contemplation in tribute to the late Gabriel Batt, a Councillor of this authority, and to Sheila Shepherd, who had once been a Mayor of Bath.

121 EMERGENCY EVACUATION PROCEDURE

The Chair drew attention to the evacuation procedure as set out in the Agenda.

122 APOLOGIES FOR ABSENCE

There were no apologies for absence.

123 DECLARATIONS OF INTEREST

There were none.

124 TO ANNOUNCE ANY URGENT BUSINESS AGREED BY THE CHAIR

There was none.

125 QUESTIONS FROM PUBLIC AND COUNCILLORS

There were 31 questions from the following Councillors: Nathan Hartley (2), Eleanor Jackson (3), John Bull, Brian Webber (3), Anthony Clarke (4), Colin Barrett, Geoff Ward (3), Patrick Anketell-Jones (3), Vic Pritchard (5), Liz Richardson (3), Charles Gerrish (3).

There were 9 questions from the following members of the public: Karen Walker (2), Lesley Mansell (2), Marian McNeir (4), Andy Stewart.

[Copies of the questions and response, including supplementary questions and responses if any, have been placed on the Minute book as Appendix 1 and are available on the Council's website.]

126 STATEMENTS, DEPUTATIONS OR PETITIONS FROM PUBLIC OR COUNCILLORS

Duncan Hounsell (Liberal Democrat Organiser, Saltford) in a statement [*a copy of which is attached to the Minutes as Appendix 2 and on the Council's website*] highlighted the work of the volunteers who support the Saltford Brass Mill. He asked Cabinet to provide funds to repair the Mill so that it could be re-opened to the public.

Councillor David Bellotti asked Duncan Hounsell if he would be delighted to know that the Council had accepted the responsibility to repair the roof and rewire the Mill so that it would be safe, to enable the friends of the Mill to continue their work. Duncan Hounsell said that he was delighted to hear this.

Sue Hamilton (Councillor, Westfield Parish Council) in a statement [*a copy of which is attached to the Minutes as Appendix 3 and on the Council's website*] asked the Cabinet to ensure that Westfield would be provided with a supermarket following the recent rejection of a planning application. She presented a petition of 736 signatures in support.

Ron Hopkins (Resident, Westfield) in a statement [*a copy of which is attached to the Minutes as Appendix 4 and on the Council's website*] supported the call for a supermarket in Westfield.

The Chair referred both statements from Sue Hamilton and Ron Hopkins to Councillor Tim Ball and asked him to provide information relating to timescales and processes.

Robert Morgan in a statement [*a copy of which is attached to the Minutes as Appendix 5 and on the Council's website*] asked for issues which he had previously raised with the Council to be addressed.

Anna Morgan in a statement [*a copy of which is attached to the Minutes as Appendix 6 and on the Council's website*] supported her husband's appeal for fairness in the Council's dealings with them as Guildhall market stallholders and presented a petition of 69 signatures in support.

The Chair assured Robert and Anna Morgan that consideration was being given to their statements and that they would receive a response within 10 working days.

Cllr Lesley Mansell (Chair, Radstock Town Council) in a statement [*a copy of which is attached to the Minutes as Appendix 7 and on the Council's website*] asked for consultation to take place about the proposals to move Radstock Library into the Radco premises.

Councillor David Dixon asked Lesley Mansell whether she had heard his previous statement that he intended to consult Radstock Town Council over this matter. Lesley Mansell said that she had heard this but she felt that consultation should have been undertaken earlier.

Cllr Lesley Mansell (Chair, Radstock Town Council) in a statement [*a copy of which is attached to the Minutes as Appendix 8 and on the Council's website*] asked for the hydrotherapy pool in the Writhlington Connections Centre to be repaired and refurbished so that it could re-open.

Councillor Simon Allen asked whether Lesley Mansell was aware that the pool had been used inappropriately for hydrotherapy, for which it was never designed. Lesley Mansell agreed, and reminded the Cabinet that she had already observed that a roof would be required.

Elizabeth Derl-Davis in a statement [*a copy of which is attached to the Minutes as Appendix 9 and on the Council's website*] asked for information about the arrangements for funding the Bronze Band alarm system for Curo residents.

Councillor Simon Allen asked Elizabeth Derl-Davis whether she was aware that the £60K alarm fund was in addition to the existing Curo fund; and that where there was financial difficulty there would be nothing to pay. Elizabeth Derl-Davis said that Curo did not have a hardship fund. The Chair observed that he understood that they did have such a fund.

Cllr Cherry Beath, the Council's Champion for Culture, in a statement [*a copy of which is attached to the Minutes as Appendix 10 and on the Council's website*] welcomed the refresh of the Economic Strategy and the incorporation of Arts and Culture into the strategy. She felt however that key local arts organisations had been weakened as a result of the new commissioning process; and asked for the process to be put on hold while new funding and commissioning arrangements were created, in partnership with the cultural sector and other strategic partners. The Chair referred the statement to Councillor Ben Stevens for a response within 5 working days.

127 MINUTES OF PREVIOUS CABINET MEETING

On a motion from Councillor Paul Crossley, seconded by Councillor David Dixon, it was

RESOLVED that the minutes of the meeting held on Wednesday 12th February 2014 be confirmed as a correct record and signed by the Chair.

128 CONSIDERATION OF SINGLE MEMBER ITEMS REQUISITIONED TO CABINET

There were none.

129 MATTERS REFERRED BY POLICY DEVELOPMENT AND SCRUTINY BODIES

There were none.

130 SINGLE MEMBER CABINET DECISIONS TAKEN SINCE PREVIOUS CABINET MEETING

The Cabinet agreed to note the report.

131 HIGHWAY STRUCTURAL MAINTENANCE CAPITAL PROGRAMME FOR 2014/2015

David Redgewell (South West Transport Network) in an *ad hoc* statement observed that no Equality Impact Assessment had been published and asked for a copy to be provided to him. The Chair referred this matter to Councillor Caroline Roberts.

Councillor Caroline Roberts, in proposing the item, explained that the programme comprised a number of funding sources: the Department for Transport grant; an additional grant for severe weather repairs; a block of an extra £2.4M contributed by the Cabinet. She referred to the extra £200K allocated to flood mitigation, particularly in Chew valley. She reminded Cabinet members that the proposals did not include the cost of repairing the extensive flood damage to Kelston Road, which would need to be considered separately.

Councillor David Dixon seconded the proposal. He noted that it was proposed to spend £6.8M on repairing pot holes and felt that local taxi drivers would welcome this. He warmly welcomed the innovative use of micro-asphalt surfaces on existing concrete roads.

Councillor Ben Stevens welcomed the street lighting programme and was particularly pleased to see the Widcombe footbridge lighting included.

Councillor Dine Romero added that she too was delighted to see that Haycombe Drive resurfacing had been included in the programme.

Councillor Paul Crossley observed that Councils across the country were facing huge challenges because of the severe weather. In this authority's area, the Kelston landslip had presented a major challenge. But he welcomed the programme which would deliver great improvements across the area and he congratulated the highways team for their hard work in preparing the programme.

Councillor Caroline Roberts summed up by pointing out that the authority had now begun to catch up on the longstanding backlog of repairs and maintenance. She assured the Cabinet that if more funds were made available from government, they would be used to make further improvements.

On a motion from Councillor Caroline Roberts, seconded by Councillor David Dixon, it was

RESOLVED (unanimously)

(1) To AGREE the Funding Allocation breakdown across Highway Assets for 2014/15;

(2) To NOTE the anticipated carry forward from 2013/14 to 2014/15;

(3) To APPROVE the Highway Structural Maintenance Programme for 2014/15, for which provisional funding approval was included within the Council's February 2014 budget report; and

(4) To DELEGATE authority to the Divisional Director, Environmental Services and the Service Manager, Highways, in consultation with the Cabinet Member for Transport, to alter the programme as may prove necessary during 2014/15. Any alterations will be within the overall budget allocation and take into account any additional funding streams that become available.

132 LEISURE STRATEGY - 2013 TO 2038

Councillor David Dixon introduced the item by welcoming to the meeting Chris Scullion and Emma Savage, who had set up two teams to engage the community in healthy activity and who were examples of the thrust of the new leisure strategy. He felt that the emphasis should be on getting people to be a little active now and then. He referred to paragraph 5.19 of the report, which explained that the four main themes of being fit for life were active lifestyle, active travel, active design and active environment. He asked Cabinet to approve the strategy for further consultation.

Councillor Simon Allen seconded the proposal. He referred to paragraph 5.17 of the report which listed the challenges people face which might prevent them from becoming or staying fit for life. He reminded Cabinet that the strategy linked into the Health and Wellbeing Board and in the area of health inequalities there was a particular common interest.

Councillor Tim Ball supported the policy and agreed that sometimes planning policies can be unhelpful in this regard. He welcomed however the emerging design of the Fox Hill development, which would have ample open space planned into the area.

Councillor Paul Crossley welcomed this very important paper, including the working with the NHS. He regretted that 26% of reception children were overweight but felt that the Council and its partners had begun to take some very positive steps to design in safety, access and facilities which would encourage healthy living.

On a motion from Councillor David Dixon, seconded by Councillor Simon Allen, it was

RESOLVED (unanimously)

(1) To APPROVE the draft 'Fit for Life' strategy for further public consultation.

133 MENDIP HILLS AND COTSWOLDS AREAS OF OUTSTANDING BEAUTY MANAGEMENT PLANS

Councillor Tim Ball, in proposing the item, welcomed the two very good management plans for the Mendips and Cotswolds areas. He said that management plans were required to protect public rights of way, landscape and habitat. He warmly recommended the plans to Cabinet.

Councillor Paul Crossley seconded the proposal and agreed that the management plans would be critically important to protect the two important local assets.

Councillor Ben Stevens observed that the outstanding surroundings were part of Bath's appeal to tourists and visitors.

Councillor Tim Ball summed up by warning however that the beauty of the area might be threatened by shale gas extraction and the Council would robustly defend its local landscape and habitats.

On a motion from Councillor Tim Ball, seconded by Councillor Paul Crossley, it was

RESOLVED (unanimously)

(1) To APPROVE the Mendip Hills AONB Management Plan 2014 – 2019 as the basis for safeguarding and managing the unique beauty and distinctive character of the AONB and to be taken into account in the preparation of the Council's Local Development documents and in the determination of planning applications; and

(2) To ENDORSE the Cotswolds AONB Management Plan 2013 – 2018 as the basis for safeguarding and managing the unique beauty and distinctive character of the AONB and to be taken into account in the preparation of the Council's Local Development documents and in the determination of planning applications.

134 SCHOOLS CAPITAL PROGRAMME 2014 -2017

Councillor Michael Evans in an *ad hoc* statement [*a copy of which is attached to the Minutes as Appendix 12 and on the Council's website*] asked Councillor Dine Romero to explain whether she was concerned about anticipated development outside of that envisaged in the Core Strategy. He also observed that there had

been an independent assessment of the Place Making process, and asked what this would cost local residents.

Councillor Dine Romero in proposing the item, promised to respond to the points raised by Councillor Evans after the meeting. She explained the points of the programme in turn and asked the Cabinet to support the 6 capital investments, including the allocation of £500K for priority improvements which might arise without notice during the year.

Councillor David Bellotti seconded the proposal. He welcomed the proposals for 3 main reasons: the £500K extra for school repairs; the £987 being held in reserve for emergencies (such as roof repairs) as they become known; and the funding from government to upgrade school kitchens to enable to provision of free hot meals to every infant child.

He responded to the question posed by Councillor Evans about the consultancy report by assuring Cabinet that consultants were only used by the Council when the skills and experience were not available from within the Council. He further observed that the number of consultants had been declining and that it was monitored by means of a regular report from Strategic Directors of all the consultants they had used.

Councillor Paul Crossley supported the programme which he felt met the dual needs to upgrade buildings in a poor condition and to accommodate rising numbers. He explained that the concern expressed by Councillor Evans about development outside the Core Strategy was not relevant because the programme was about existing school buildings; new schools were being planned to accommodate new communities but were not included in the current proposals.

Councillor Crossley felt that the provision of free hot meals to infants was a landmark policy change and he warmly welcomed it.

On a motion from Councillor Dine Romero, seconded by Councillor David Bellotti, it was

RESOLVED (unanimously)

(1) To APPROVE for inclusion in the 2014/15 Capital Programme DfE funding of £353,269 for works to school kitchens required to enable the provision of free school meals for all infant pupils from September 2014;

(2) To APPROVE for inclusion in the 2014/15 Capital Programme Basic Need development funding of £150,000 to enable feasibility studies and option appraisal for adding capacity at the schools identified in Section 5;

(3) To APPROVE for inclusion in the 2014/15 Capital Programme Basic Need funding of £400k for the provision of additional classrooms at Saltford Primary School required by September 2014;

(4) To APPROVE provisionally the principle of the allocation of Basic Need funding for school places and land as required on the MOD sites at Ensleigh and Warminster Rd subject to a further report to Cabinet when the level of contribution is identified;

(5) To AGREE an additional allocation of £500,000 from 2014/15 Capital Maintenance funding for the 2014/15 Schools Capital Maintenance Programme; and

(6) To APPROVE the allocation of £500,000 from 2014/15 Capital Maintenance funding for improvement projects in schools with priorities to be agreed with the Cabinet Member and brought forward for full approval.

135 PRIMARY AND SECONDARY SCHOOL ORGANISATION PLAN 2013-2017

Andy Stewart (Chair, Broadmoor Lane Residents Association) in a statement [*a copy of which is attached to the Minutes as Appendix 13 and on the Council's website*] expressed concern about plans to expand Weston All Saints Primary School. His group felt that there was no need for more places; a number of traffic issues would be created; and there was no call from parents for expansion. He felt that a better solution would be to make the new Ensleigh school a 2-form intake.

Councillor Dine Romero in proposing the item, thanked Andy Stewart and promised a response within 5 working days. She reminded Cabinet that it was only possible to forecast with any certainty those children who were within 4 years of entry; but there were many other factors which must be taken into account. She was aware that if there was no need for expansion, that would be a valid reason for refusal of the application. She felt however that Weston All Saints Primary School had already needed to take a bulge class for the previous 3 years so a case could be made for enlargement and the highways issues would be part of the considerations.

Councillor Romero referred to the plans for a new 210-place school at Ensleigh, whose timing was still uncertain. As a result, she felt that expanding Weston All Saints might prove to be the optimum solution but that this was still being considered and would be fully consulted before any decision was taken.

She moved the Primary and Secondary School Organisation Plan for adoption by Cabinet.

Councillor Katie Hall seconded the proposal. She felt that the Strategic Plan would give the majority of parents their first or second choice school. She warned against too much over-supply of places but acknowledged that school intakes would always be an imprecise science. She was however convinced that the numbers quoted in the report were sound.

Councillor Paul Crossley said the Cabinet believed passionately that children should be able to go to their local school if they wished - it was safer and better for community. The Cabinet had been very successful in meeting first and second preferences. He was confident that the Plan would meet the educational needs of families into the future.

On a motion from Councillor Dine Romero, seconded by Councillor Katie Hall, it was **RESOLVED** (unanimously)

- (1) To APPROVE the proposed strategy for the provision of school places within the 2013 – 2017 plan period; and
- (2) To APPROVE the proposed strategy for the provision of school places over the longer term within the Core Strategy plan period.

136 WEST OF ENGLAND LOCAL ENTERPRISE PARTNERSHIP STRATEGIC ECONOMIC PLAN 2013-2030

David Redgewell (South West Transport Network) in a statement [*a copy of which is attached to the Minutes as Appendix 11 and on the Council's website*] referred to governance issues and the openness and transparency of the decision making process of the Local Economic Partnership. He emphasised the importance of Phase I of Metro West and appealed to Cabinet to ensure that it would be properly funded. He also asked Cabinet to ensure the funding for Saltford and Corsham Stations by asking the government to secure Phase II of Metro West without delay.

Councillor Patrick Anketell-Jones in an *ad hoc* statement said that the huge investment being made was impressive. He observed that the bulk of the growth and expansion in Bath would be in the enterprise zones and asked if consideration had been given to developing a management plan to avoid gridlock.

Councillor Ben Stevens, in proposing the item, said that the economic plan asked for government investment to drive it forward. He referred to paragraph 5.7 of the report, which listed the 9 priority interventions which would directly benefit Bath & NE Somerset residents. He drew attention in particular to the £34.7M intervention being requested to enable the Bath Innovation Campus.

Councillor Stevens responded to a point made by David Redgewell by saying that scrutiny of the LEP was very important, but that during the early phases of some plans businesses can only speak confidentially. He observed that the plan made little reference to tourism but assured the Cabinet that it would remain as a very important element of Council's the economic plans.

Councillor Paul Crossley seconded the proposal and observed that the Plan was a continuation of the economic powerhouse of the region. He laid great importance on ensuring a balanced community in which to live, work and play. He particularly welcomed the emphasis on superfast broadband. He responded to David Redgewell's point about accelerating Phase II by assuring the meeting that the Council was committed to re-opening Salford station if this could be made feasible and if local people would support it. The same would apply to Corsham station.

Councillor David Bellotti was very happy with the plan. The aim was to seek to give added value by working together – not to combine Councils into some sort of combined authority. He agreed that the LEP must be transparent in its dealings and pointed out that all the financial details, including the complete record of decisions taken, were already in the public domain. He assured Cabinet that he would not ask for seed funds which the Council could not repay. He emphasised that all decision making came back to Cabinet before being agreed at the LEP. He observed that this was the only Strategic Economic Plan so far which had been agreed by all its MPs and all its constituent authorities.

On a motion from Councillor Ben Stevens, seconded by Councillor Paul Crossley, it was

RESOLVED (unanimously)

- (1) To AGREE the aspirations set out in the Strategic Economic Plan and endorse the submission of the document to Government; and
- (2) To DELEGATE authority to the Chief Executive and Strategic Director Place, in consultation with the Cabinet member for Sustainable Development, to agree any minor amendments to the document.

The meeting ended at 8.45 pm

Chair _____

Date Confirmed and Signed _____

Prepared by Democratic Services

Cabinet Single-Member Decisions and Responses to Recommendations from PDS Panels

published 4-Apr-14 to 2-May-14

Further details of each decision can be seen on the Council's Single-member Decision Register at <http://democracy.bathnes.gov.uk/mgDelegatedDecisions.aspx?&dm=3>

Date	Decision Maker
Reference	Title

05-Apr-14 Cllr Paul Crossley

E2624 Grant of Lease of Public Convenience at Alice Park

The Cabinet Member agreed to lease the Alice Park public conveniences to Healthmatic Limited, as set out in the Heads of Terms

07-Apr-14 Cllr Caroline Roberts

E2608 Parking restrictions - Weston Park East TRO

The Cabinet Member agreed the proposals, with the following exceptions: To create 3 unrestricted parking bays on the east side of Weston Park East; To extend the proposed unrestricted parking bay near Weston Park Court for a distance of 10 metres in a southerly direction

09-Apr-14 Cllrs Dine Romero, Paul Crossley

E2631 Annual Review of Fostering, Adoptive and Special Guardianship Allowances

The Cabinet Members agreed the proposed new rates

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Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Cabinet	
MEETING/ DECISION DATE:	14 May 2014	EXECUTIVE FORWARD PLAN REFERENCE: E2632
TITLE:	School Term and Holiday Dates 2015-16	
WARD:	All	
AN OPEN PUBLIC ITEM		
<p>List of attachments to this report:</p> <p>Appendix A Proposed Term Dates 190 day model</p> <p>Appendix B Proposed Term Dates 195 day model</p>		

1 THE ISSUE

- 1.1 To consider the School Term and Holiday Dates for the Academic Year 2015-16.

2 RECOMMENDATION

- 2.1 To note that the majority of local schools and academies can already set their own term and holiday dates, by virtue of being an Academy, Voluntary Aided or Foundation School and that the Deregulation Bill currently before parliament proposes to allow every school to set their own dates;
- 2.2 In order to maximise consistency of dates for the benefit of children and their parents, to recommend to all schools and academies the Council's preferred calendar of School Term and Holiday dates for the academic year 2015-16 based on a 190 day calendar, as set out in Appendix A.
- 2.3 To recommend to all school and academy governing bodies that good practice would be to consult parents and take account of their views in the event that they propose any variation from the recommended calendar.
- 2.4 As a number of schools and academies have already indicated that they may still prefer to set a 195 day calendar, to also recommend that in this event, such schools adopt the 195 day calendar at Appendix B, which most logically fits with the Council's recommended 190 day calendar.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 The standard academic year is based on 195 school days. Schools are open for 190 days and 5 days are used for in-service training. The Home to School transport budget is based on the financial year and is adjusted annually depending on the number of days which schools are open in the financial year. There will normally be 190 school days when we provide transport. However depending on when the Easter Holiday falls this can vary slightly from year to year. If the Easter holiday means the number of days increase in one year this is usually compensated by a fall in the following year and vice versa.
- 3.2 If as a result of a school adopting their own dates there is an increase in Home to School Transport costs the Council will recover the additional cost from the school.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1 The Education [Schools and Further Education] Regulations indicate that in each academic year a school shall be open to receive pupils for not less than 380 sessions or 190 days. These proposed dates satisfy those requirements.
- 4.2 Currently the Local Authority determines dates for Community and Voluntary Controlled Schools. Academy, Free, Foundation and Voluntary Aided Schools have the power to set their own dates.
- 4.3 The Draft Deregulation Bill currently progressing through the House of Commons proposes to give the Governing Body of all schools the power to set their own term dates.
- 4.4 To try and achieve consistency in dates across all schools the Local Authority will recommend a set of dates for approval by individual Governing Bodies.

5 THE REPORT

- 5.1 Before the 2014-15 Academic year the calendar was based on a 195 day model with 5 in-service days being taken within these dates.
- 5.2 For the 2014-15 Academic Year the Cabinet agreed to set a calendar based on a 190 day model with 5 in-service days being taken outside of these dates.
- 5.3 This decision has not been universally popular with schools and as a result for 2015-16 the Local authority consulted on a 190 and 195 day model. These are attached as Appendices A&B.
- 5.4 The 190 day model allows parents to know exactly which days their children will be in school. However it gives schools less flexibility in determining in-service days particularly if schools wish to send staff to other schools while they are operational and restricts schools to setting days at the beginning and end of terms. Training suppliers and visiting speakers will be restricted to those dates making it harder to book the best ones. School like the flexibility to plan days in the school year which they find most useful.
- 5.5 The 195 day model means parents will not always know the exact days their children will be in school. This can prove difficult for working parents or parents who have children in different schools. It does give schools greater

flexibility over selecting in-service days. This model has terms 4 and 5 of equal length.

5.6 A total of 11 schools responded in favour of a 195 day model. A joint response on behalf of the Norton Radstock Schools also favoured the 195 day model. A number of schools suggested bringing the holiday in the 195 day model at the end of term 4 forward a week so it follows on from the two public holidays at Easter. This will mean term 4 four is just short of 5 weeks and term 5 is 7 weeks in length. Two schools responded in favour of the 190 day model.

6 RATIONALE

6.1 The two sets of dates recommended in this report ensure where possible terms are of equal length which improves learning opportunities for children and young people.

7 OTHER OPTIONS CONSIDERED

7.1 To set a 190 and 195 day calendar where the two week holiday at the end of Term 4 follows on immediately from the Easter Monday holiday. This however will lead to terms 4 and 5 being of unequal length.

8 CONSULTATION

8.1 Consultation took place with all schools in Bath and North East Somerset during January 2014.

8.2 Consultation has also taken place with neighbouring authorities who consulted on a similar set of dates with their schools. The only authority to determine their recommended dates is North Somerset Council. They have adopted the 195 day model shown in Appendix B with one change. The Academic Year starts on Wednesday 2nd September 2015 and finishes on Friday 22nd July 2016.

8.3 Consultation took place with the Trade Unions, including the Recognised Teacher Professional Associations, via the Joint Consultative Forum on the 25th April 2014. The view of the Forum was a preference for a 195 day model.

8.4. A comment has also been received from the Bath and North East Somerset Parent Partnership Service. Preference is for term dates of equal length regardless of when the Easter holiday dates fall.

8.5 The dates were considered by the Early Years Children and Youth Policy Development & Scrutiny Panel on the 24th March 2014. The Panel opted for a 195 day model.

9 RISK MANAGEMENT

9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Contact person	Kevin Amos Tel 01225395202 E Mail: Kevin_Amos@bathnes.gov.uk
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Background papers	
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Appendix A

School Term and Holiday Dates – 2015/16

AUGUST 2015						SEPTEMBER 2015					OCTOBER 2015							
M		3	10	17	24	31	M		7	14	21	28	M		5	12	19	26
T		4	11	18	25		T	1	8	15	22	29	T		6	13	20	27
W		5	12	19	26		W	2	9	16	23	30	W		7	14	21	28
TH		6	13	20	27		TH	3	10	17	24		TH	1	8	15	22	29
F		7	14	21	28		F	4	11	18	25		F	2	9	16	23	30
S	1	8	15	22	29		S	5	12	19	26		S	3	10	17	24	31
SU	2	9	16	23	30		SU	6	13	20	27		SU	4	11	18	25	
NOVEMBER 2015						DECEMBER 2015					JANUARY 2016							
M		2	9	16	23	30	M		7	14	21	28	M		4	11	18	25
T		3	10	17	24		T	1	8	15	22	29	T		5	12	19	26
W		4	11	18	25		W	2	9	16	23	30	W		6	13	20	27
TH		5	12	19	26		TH	3	10	17	24	31	TH		7	14	21	28
F		6	13	20	27		F	4	11	18	25		F	1	8	15	22	29
S		7	14	21	28		S	5	12	19	26		S	2	9	16	23	30
SU		8	15	22	29		SU	6	13	20	27		SU	3	10	17	24	31
FEBRUARY 2016						MARCH 2016					APRIL 2016							
M	1	8	15	22	29		M		7	14	21	28	M		4	11	18	25
T	2	9	16	23			T	1	8	15	22	29	T		5	12	19	26
W	3	10	17	24			W	2	9	16	23	30	W		6	13	20	27
TH	4	11	18	25			TH	3	10	17	24	31	TH		7	14	21	28
F	5	12	19	26			F	4	11	18	25		F	1	8	15	22	29
S	6	13	20	27			S	5	12	19	26		S	2	9	16	23	30
SU	7	14	21	28			SU	6	13	20	27		SU	3	10	17	24	
MAY 2016						JUNE 2016					JULY 2016							
M	2	9	16	23	30		M		6	13	20	27	M		4	11	18	25
T	3	10	17	24	31		T		7	14	21	28	T		5	12	19	26
W	4	11	18	25			W	1	8	15	22	29	W		6	13	20	28
TH	5	12	19	26			TH	2	9	16	23	30	TH		7	14	21	30
F	6	13	20	27			F	3	10	17	24		F	1	8	15	22	29
S	7	14	21	28			S	4	11	18	25		S	2	9	16	23	30
SU	8	15	22	29			SU	5	12	19	26		SU	3	10	17	24	31

 = SCHOOL TERM DATES
 = SCHOOL HOLIDAY DATES

TERM 1

Start: Wednesday 2 September 2015 [36 days]
Finish: Wednesday 21 October 2015

TERM 2

Start: Monday 2 November 2015 [35 days]
Finish: Friday 18 December 2015

TERM 3

Start: Monday 4 January 2016 [30 days]
Finish: Friday 12 February 2016

TERM 4

Start: Monday 22 February 2016 [28 days]
Finish: Friday 1 April 2016

TERM 5

Start: Monday 18 April 2016 [29 days]
Finish: Friday 27 May 2016

TERM 6

Start: Monday 6 June 2016 [32 days]
Finish: Tuesday 19 July 2016

PUBLIC HOLIDAYS:

25 December 2015	Christmas Day
26 December 2015	Boxing Day
01 January 2016	New Year's Holiday
25 March 2016	Good Friday
28 March 2016	Easter Monday
02 May 2016	May Day Bank Holiday
30 May 2016	Spring Bank Holiday



NB

The calendar is based on 190 days. Schools need to have 5 in service days outside of these dates.

Appendix B

School Term and Holiday Dates – 2015/16

AUGUST 2015						SEPTEMBER 2015					OCTOBER 2015								
M		3	10	17	24	31	M			7	14	21	28	M		5	12	19	26
T		4	11	18	25		T	1	8	15	22	29	T		6	13	20	27	
W		5	12	19	26		W	2	9	16	23	30	W		7	14	21	28	
TH		6	13	20	27		TH	3	10	17	24		TH	1	8	15	22	29	
F		7	14	21	28		F	4	11	18	25		F	2	9	16	23	30	
S	1	8	15	22	29		S	5	12	19	26		S	3	10	17	24	31	
SU	2	9	16	23	30		SU	6	13	20	27		SU	4	11	18	25		
NOVEMBER 2015						DECEMBER 2015					JANUARY 2016								
M		2	9	16	23	30	M		7	14	21	28	M		4	11	18	25	
T		3	10	17	24		T	1	8	15	22	29	T		5	12	19	26	
W		4	11	18	25		W	2	9	16	23	30	W		6	13	20	27	
TH		5	12	19	26		TH	3	10	17	24	31	TH		7	14	21	28	
F		6	13	20	27		F	4	11	18	25		F	1	8	15	22	29	
S		7	14	21	28		S	5	12	19	26		S	2	9	16	23	30	
SU		8	15	22	29		SU	6	13	20	27		SU	3	10	17	24	31	
FEBRUARY 2016						MARCH 2016					APRIL 2016								
M	1	8	15	22	29		M		7	14	21	28	M		4	11	18	25	
T	2	9	16	23			T	1	8	15	22	29	T		5	12	19	26	
W	3	10	17	24			W	2	9	16	23	30	W		6	13	20	27	
TH	4	11	18	25			TH	3	10	17	24	31	TH		7	14	21	28	
F	5	12	19	26			F	4	11	18	25		F	1	8	15	22	29	
S	6	13	20	27			S	5	12	19	26		S	2	9	16	23	30	
SU	7	14	21	28			SU	6	13	20	27		SU	3	10	17	24		
MAY 2016						JUNE 2016					JULY 2016								
M		2	9	16	23	30	M		6	13	20	27	M		4	11	18	25	
T		3	10	17	24	31	T		7	14	21	28	T		5	12	19	26	
W		4	11	18	25		W	1	8	15	22	29	W		6	13	20	28	
TH		5	12	19	26		TH	2	9	16	23	30	TH		7	14	21	30	
F		6	13	20	27		F	3	10	17	24		F	1	8	15	22	29	
S		7	14	21	28		S	4	11	18	25		S	2	9	16	23	30	
SU		8	15	22	29		SU	5	12	19	26		SU	3	10	17	24	31	

 = SCHOOL TERM DATES
 = SCHOOL HOLIDAY DATES

TERM 1

Start: Tuesday 1 September 2015 [39 days]
Finish: Friday 23 October 2015

TERM 2

Start: Monday 2 November 2015 [35 days]
Finish: Friday 18 December 2015

TERM 3

Start: Monday 4 January 2016 [30 days]
Finish: Friday 12 February 2016

TERM 4

Start: Monday 22 February 2016 [28 days]
Finish: Friday 1 April 2016

TERM 5

Start: Monday 18 April 2016 [29 days]
Finish: Friday 27 May 2016

TERM 6

Start: Monday 6 June 2016 [34 days]
Finish: Thursday 21 July 2016

PUBLIC HOLIDAYS:

25 December 2015	Christmas Day
26 December 2015	Boxing Day
01 January 2016	New Year's Holiday
25 March 2016	Good Friday
28 March 2016	Easter Monday
02 May 2016	May Day Bank Holiday
30 May 2016	Spring Bank Holiday

NB

The calendar is based on 195 days. Schools need to have 5 in service days inside of these dates.

Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Cabinet	
MEETING DATE:	14 May 2014	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2660
TITLE:	Capital Spend approvals for Environmental Services	
WARD:	All	
AN OPEN PUBLIC ITEM		

1 THE ISSUE

1.1 This report sets out the Neighbourhood Environment Services projects that are identified in the Council's 2014/15 budget for provisional approval and are now ready for Cabinet approval to proceed

2 RECOMMENDATION

2.1 That the Cabinet give approval for the budgets for the following capital projects and for the projects to proceed:

- (1) Parks and Green Spaces Capital programme (£1,010k)
- (2) Public WC Conversions (£100k) with the Divisional Director for Environmental Services, in consultation with the Chief Property Officer and the Cabinet Member for Neighbourhoods, to have delegated authority on where the detailed spend is targeted.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

3.1 The capital budgets for each project were given provisional approval in the February 2014 budget report approved by Council.

3.2 Parks and Green Spaces Capital programme: The majority of the projects within this programme are funded through corporate borrowing; the following projects are replacement facilities and it is therefore not anticipated that there will be any additional revenue implications: Royal Victoria Park Skate Park (£250k capital); Royal Victoria Park Great Dell Walkway (£25k capital); Litter Bins (£20k capital) and Play Equipment (£100k capital).

3.3 The following projects are improvements or new facilities: the Royal Victoria Park Open Space Improvement (£50k capital) project, the Queen Square Improvements (£100k capital) project, the East of Bath Skate Park (£100k capital) and the Sandpits (£40k capital). Any arising revenue costs will be met through reprioritisation within existing budgets although replacement provisions will need to be considered in future capital programmes as equipment and facilities reach the end of their useful life.

3.4 Also within the Parks and Green Spaces programme are two project elements funded through Service Supported Borrowing: Play area equipment (£225k capital) and Bin and Bench replacement (£100k capital). The 14/15 revenue costs will be funded from corporate reserves and the on-going revenue support will be factored in to the Medium Term Service and Resources Plans item from 15/16 onwards. These are both replacement facilities and it is not anticipated that there will be any additional revenue implications.

3.5 Public Toilets Capital project: A Council resolution was passed in September 2013 which sought further work on the PCs savings/closures in the MTSRP. In addition to a one off headroom allocation in the 2014 budget to meet the 'cost of delaying the reduction in the numbers of public conveniences for up to one year to provide further time to consider opportunities for alternative provision', there is a provisional approval in the capital programme for £100k spend on Public Convenience buildings; this is funded through corporate borrowing. The project's aim is to meet the MTSRP revenue savings target from 2015/16, thus will not incur future revenue cost. This allocation is now sought in order to:

- Complete the core contract improvement programme with Healthmatic
- Continue to progress handovers and related tasks for the other locations
- Commission asset reviews with Property Services and identify specific works and costs to be incurred at each location as appropriate to a maximum of the capital budget of £100k.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

4.1 All appropriate statutory considerations will be made through the consultation, design and implementation of the proposed projects

5 THE REPORT

5.1 In its 2014/15 budget the Council made provision for the delivery of a number of projects within the services delivered by the Neighbourhood Environment Services division of Environmental Services. These projects have been taken through the Council's officer led Capital Strategy Group and are now ready for Cabinet approval to proceed

5.2 Each project will be managed individually with the overall programme being overseen by an experienced programme manager in Project Delivery.

5.3 Projects are planned to be completed by mid-December 2014.

5.4 The Queen Square Improvement project may include the preliminary work needed to assess options available to close part of the Square to support events

6 RATIONALE

6.1 Approval to proceed is required in order that the individual projects can be delivered within the timeframe available

7 OTHER OPTIONS CONSIDERED

7.1 None

8 CONSULTATION

8.1 Cabinet Member for Neighbourhoods; Staff; Other B&NES Services; Section 151 Finance Officer; Monitoring Officer

9 RISK MANAGEMENT

9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Contact person	<i>Carol Maclellan Ext 4106</i>
Background papers	<i>The Council budget 2014/15</i>
Please contact the report author if you need to access this report in an alternative format	

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Bath & North East Somerset Council		
MEETING:	Cabinet	
MEETING DATE:	14 May 2014	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2663
TITLE:	Heritage Services business update	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report: Appendix 1 – Fashion Museum Forward Plan.		

1 THE ISSUE

1.1 The report provides an update on the first year of the five-year Heritage Services Business Plan 2013-2018 agreed by Cabinet in April 2013 and describes the investment planned for the four remaining years of the Plan. It also seeks approval of the Fashion Museum Forward Plan.

2 RECOMMENDATION

The Cabinet agrees to:

2.1 Note the provisional out-turn for Heritage Services for 2013/14;

2.2 Approve the Fashion Museum Forward Plan;

2.3 Approve further investigation into extending the Victoria Art Gallery into the void behind it to enable it to make a positive contribution to the Guildhall market redevelopment project.

2.4 Fully approve the capital budget for the Beau Street Hoard project in the Council's Capital Programme for 2014/15 and 2015/16 in the amounts of £203k and £17k respectively, and note the technical adjustment made to the capital budget for this project in 2013/14 to reflect grant-funded spend.

3 FINANCIAL IMPLICATIONS

3.1 **Financial targets:** the Council's Medium Term Service and Resource Plan (MTSRP) requires Heritage Services to generate cumulative increases in annual profit in the next two financial years totalling £750k per annum. These will total:

- 2014/15: £4.56 Million;
- 2015/16: £4.81 Million.

3.2 Further increases in profit are assumed in each of the following years. The annual profit targets are challenging, and their achievement is subject to a range of sensitivities and risks, including both world events and local factors.

- 3.3 Investment in the Council's heritage assets will add pressure to the Council's VAT position. The Investment Programme will be managed with the Council's VAT advisers to minimise the risk that the Council will exceed its partial exemption limit.
- 3.4 This Authority is unique in the country in operating its museums service at a net surplus (profit). The net surplus earned for the Council by Heritage Services since the inception of this Council in 1996 has totalled c.£56 million.
- 3.5 In financial year 2014/15 the target profit of £4.56 million represents a reduction in each Council Tax bill in the district of c.£59. For example, the average Band D Council Tax bill would be £75 higher without this contribution to the Council's finances.
- 3.6 **Beau Street Hoard:** the capital budget for this project requires re-phasing and full approval following the successful application for HLF funds. The project involved expenditure of £70k in the financial year 2013/14 to acquire the hoard (agreed as a technical adjustment to the capital programme). A further £203k will be spent in 2014/15 and £17k in 2015/16 to display and improve access to the coins.
- 3.7 The project also incorporates a revenue funded programme of educational and outreach activity that will cost £199k over the same period. This sum is not currently included within the MTSRP; it is cost-neutral, and does not involve any financial commitments by the Authority beyond those already included within the MTSRP.
- 3.8 Both the capital and revenue funded elements of the project will be funded from external grants, including an award of £413k from the Heritage Lottery Fund (stage 1 and stage 2 grants), monies raised from public appeals, and a contribution by the Council of £10k from within existing budgets.

4 CORPORATE

- 4.1 Heritage Services supports the Corporate objectives in the following ways:
- 4.2 Promoting independence and positive lives for everyone:
- the Service makes its buildings and services as accessible as possible;
 - it makes concessions for seniors in its charges;
 - it ensures adequate public seating in its venues.
- 4.3 Creating neighbourhoods where people are proud to live:
- the Service participates in the Bath Business Crime Reduction Partnership;
 - it fosters pride in the district's museums and heritage through the unique residents' Discovery Card scheme;
 - it enables people to trace their families and research their houses and neighbourhoods.
- 4.4 Building a stronger economy:
- the Service levers £107 million p.a. into the local economy (University of Bath 2012);
 - it is at the heart of the area's cultural life with rich museum and archive collections which help people understand and celebrate where they live;
 - it makes a positive contribution to the Council's budget.

5 THE REPORT

- 5.1 Heritage Services generates external income for the Authority of £14 million p.a. This income is a strategic resource for the Authority, and represents a direct contribution to its finances from the local tourism economy.
- 5.2 In September 2004 the then Council Executive decided that Heritage Services should be retained as an in-house service and should operate as a business unit with substantially improved operating arrangements, focused upon:
- sustaining and improving the annual profit generated for the Council;
 - improving the visitor experience; and
 - conserving the historic assets for present and future generations to enjoy.
- 5.3 This approach has been highly successful, with annual profit growing by over 90% (£2.2 Million p.a.) in the years from 2005/06 to 2014/15.
- 5.4 The revised operating arrangements included the introduction of rolling 5-year profit targets for the Service, to be set by Council and included in the Corporate Financial Plan, with financial performance measured by fully inclusive accounts. This operating model ensures that a holistic approach is taken to decision-making and that all resources required to sustain and generate income flows are fully aligned.
- 5.5 The revised operating model also addressed historic under-investment in the Roman Baths & Pump Room, and allowed the Service to undertake the first phase of development work on the site. All such investment is subject to a detailed annual business case including prudent provision for the costs of borrowing and VAT implications. The Executive also approved the convening of an informal Advisory Board (now 'Panel') to validate the business case for the investment proposals.
- 5.6 Annual profit is calculated net of all costs including capital charges, all investment streams, including the maintenance and development of assets, and a full allocation of corporate overhead. In order to deliver the operating model, the Service carried out a restructure in January 2005 to ensure that front-of-house operational and back-of-house building-related activities are fully integrated so as to provide a high-quality experience to daytime and evening customers.
- 5.7 **Performance in 2013/14:** provisional revenue outturn figures show that the Service generated a profit of £5.2 Million in 2013/14, £1.1 Million above the planned target level. The increase in profit was due mainly to record numbers of Roman Baths' visitors, which exceeded one million for the first time. The level of increase in visitor numbers in 2013/14 was consistent with that experienced by many other leading visitor attractions. As yet, none are sure whether this is a one-off phenomenon.
- 5.8 Benchmarking with other leading UK visitor attractions demonstrated that the Roman Baths, and Heritage Services as a whole, continue to perform in the top 25% of all major attractions for income generation, profitability and productivity. Staffing costs continue to be amongst the lowest of all major attractions.
- 5.9 **Fashion Museum:** the revised Business Plan includes a forward plan specific to the Fashion Museum which requires governing body approval to enable the Museum to achieve Full Accreditation status with Arts Council England (ACE). This will enable the Council to continue to apply for grant funding that is not available to non- Designated museums.

- 5.10 The Forward Plan is included in the Heritage Services Service Plan 2014/15. A grant of £58k from the ACE Renaissance Strategic Support Fund will finance work on developing the Forward Plan. This budget is not currently included within the MTSRP; it is cost neutral, and does not involve any financial commitments by the Authority beyond those already included within the MTSRP.
- 5.11 The Fashion Museum Forward Plan has four key aims:
- to develop and sustain the Fashion Museum for local and global audiences;
 - to develop and preserve the collection and the information about it;
 - to present the collection in displays and exhibitions which are lively, entertaining, scholarly, beautiful, accessible and inclusive;
 - to extend engagement with the collection for users locally and world-wide.
- 5.12 **Victoria Art Gallery:** a feasibility study undertaken during 2013/14 demonstrated that it would be possible to extend the building into the void behind the Gallery to connect with the upgraded Market and redeveloped riverside undercroft. With new exhibition space, an expanded shop, a contemporary café and a high-level south and east facing viewing terrace, the extension would add a cultural component to the Guildhall and Market Development with the potential to drive footfall and extend dwell-time within the complex.
- 5.13 Further feasibility works in 2014/15 will be funded from the Service's revenue investment programme. Costs are anticipated to be in the region of £10k.
- 5.14 The project would be the subject of an application to the Heritage Lottery Fund, whose advice will be sought at an early stage, and the business case for the development would form the core of the application.
- 5.15 **Capital investment** will continue in four key areas:
- 1) Further Roman Baths Development to improve the 'visitor experience' and extend accessibility; this includes step-free access through the Temple Precinct, the display of the Beau Street Hoard of Roman coins and substantial improvements to the environment, presentation and interpretation of the East Baths;
 - 2) Investment in the infrastructure at the Roman Baths and Assembly Rooms;
 - 3) The development of the Archway Centre, funded mainly from grants; this is an 'emerging capital project' for which a Council contribution of £650-750k should be sufficient to satisfy the Heritage Lottery Fund;
 - 4) Further commercial hospitality facilities at the Pump Room, subject to the development of the associated business case.
- 5.16 Investment in areas 1 and 2 is reflected in the Council's full and provisional capital programme. The Temple Precinct project is fully approved and is largely completed; the infrastructure programme is reviewed annually by the Capital Strategy Group, and the expenditure planned in 2014/15 is included in the full capital programme.
- 5.17 The Beau Street Hoard project involves capital expenditure of £290k over three financial years to acquire, display and provide access to the hoard of Roman coins.
- 5.18 The Archway Centre and Pump Room hospitality suite will both be the subject of further, detailed feasibility studies during 2014/15. The business cases developed based on the results of these feasibility studies will be reviewed by the Heritage

Services Advisory Panel. These developments, along with all other capital projects, will be subject to the Council's project implementation and capital review processes, together with planning processes as appropriate, and will be considered as part of the budget process in future years.

6 RISK MANAGEMENT

- 6.1 The report author and Lead Cabinet member have fully reviewed the risk assessment related to the issue and recommendations, in compliance with the Council's decision making risk management guidance.
- 6.2 There is a risk that the MTSRP profit targets for 2014-2019 will not be achieved, both due to the sensitivity of planning assumptions and to national and international economic factors. The Robustness of Estimates statement for the Place Directorate includes provision for this risk in the financial year 2014/15.

7 EQUALITIES

- 7.1 An Equalities Impact Assessment of the Heritage Service Business Plan was undertaken as part of the wider Service equalities impact action plan that looked at all business and non-business activities across the Service.

8 RATIONALE

- 8.1 Heritage Services operates as a business unit, with annual profit targets and investment levels agreed corporately on a rolling basis. The business strategy to achieve these targets is detailed in a Business Plan ('The Plan'), reviewed and revised each year. The Plan provides a fully integrated approach to income generation and the investment necessary to achieve it, and is aligned with the Council's corporate aims and objectives.
- 8.2 During the 2002 Best Value Review of Cultural and Leisure services, in which Heritage Services received a 3 Star 'Excellent' rating, the inspectors commended this approach. The Audit Commission also commended Heritage Services in 2010 for its achievements in Value For Money and the business systems that enable these to be made as part of their assessment of the Council's "Use of Resources". A review of governance by the Council's internal Audit Service in 2013/14 rated the current arrangements as "excellent".

9 OTHER OPTIONS CONSIDERED

- 9.1 To cease functioning along the successful business lines of the past ten years and return to being a conventional local authority museum service. This will lead to a loss of focus and competitiveness and result in falling revenues and loss of reputation to the Council. This course is not recommended.

10 CONSULTATION

- 10.1 Cabinet members; Scrutiny Panel; Staff; Service Users; Local Residents; Section 151 Finance Officer; Monitoring Officer.

11 ISSUES TO CONSIDER IN REACHING THE DECISION

- 11.1 Customer Focus; Sustainability.

12 ADVICE SOUGHT

12.1 The Council's Monitoring Officer (Divisional Director, Legal and Democratic Services) and Section 151 Officer (Divisional Director, Finance) have had the opportunity to input to this report and have cleared it for publication.

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Sponsoring Cabinet Member	Councillor Ben Stevens (Sustainable Development)
Background papers	Report of the Council Executive to Full Council, 14 th October 2004 Report to Cabinet, April 10 th 2013
Please contact the report author if you need to access this report in an alternative format	

Fashion Museum 3 Year FORWARD PLAN April 2014 to March 2017**STATEMENT of PURPOSE**

The Fashion Museum in Bath holds, develops and preserves a world-class collection of historical fashionable dress, with which it presents informative and engaging exhibitions and displays, and provides opportunities for audiences locally and globally to engage with the museum collection.

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FOREWORD

The Fashion Museum is one of the world's great museum collections of historic and fashionable dress. Designated as a collection of outstanding national significance, and located in the Georgian city of Bath, the Fashion Museum draws people to our region, and is a museum of which residents of Bath and North East Somerset are justifiably proud. The Council aims to create lively and active communities, where everyone fills their potential, and the Fashion Museum has an important role to play in helping to achieve these aims.

In 2013, the year of the 50th anniversary of the Fashion Museum being founded in Bath, we started discussion and consultation to determine what the next 50 years of this magnificent museum collection might be. In Spring 2014 Arts Council England awarded the Fashion Museum two grants to undertake future and business planning for the Fashion Museum, and also to work to increase access to two little-known areas of the museum collection, the Lace-Whitework Collection and the Worth-Paquin Archive. As part of this current 3-year plan, therefore, we look forward to a period of planning and action to bring Bath and North East Somerset Council's magnificent museum collection to more and more people.

Councillor Ben Stevens, Cabinet Member for Sustainable Development

1 – INTRODUCTION

This is the Fashion Museum's 3-year Forward Plan, from April 2014 to March 2017.

The plan is an update of an original 3-Year Forward Plan, which was drawn up in 2013, as part of the Fashion Museum's application for Accreditation under the 2011 Standard. The Fashion Museum is part of Bath and North East Somerset Council and is managed by the Heritage Services division. The Fashion Museum 3-year Forward Plan has been developed in conjunction with the Heritage Services Business Plan.

- a. The Plan has been revised in March 2014, just as we receive news that the Fashion Museum has been awarded two major grants from Arts Council England to undertake two projects that will significantly affect the work of the museum in the next two years. A grant of £57,500, under the Renaissance Strategic Support Fund, will be used to undertake forward and business planning for the future of the museum. The one-year project starting April 2014 will enable engagement with key stakeholders in Bath and beyond to formulate a future plan with the working title 'The Way Forward Plan for the Fashion Museum'. A second grant of £90,000, under the Designation Development Fund, will be used to increase access to the Fashion Museum collections, and specifically to two little-known areas, the Lace-Whitework Collection and the Worth-Paquin Archive. This two-year project running from April 2014 to March 2016 will enable documentation and cataloguing, conservation and storage, photography and on-line information, as well as creating training and development opportunities for dress curators of the future.
- b. Previously, and before the Fashion Museum's first 3-year plan in 2013, the day-to-day work of the museum was outlined in a Fashion Museum Collection Management Plan and a Documentation Backlog Plan, and a synopsis of the work achieved through those plans, since 2010 is included below so as to give context to the museum's current situation in 2014.
- c. Since the award-winning exhibition *The Diana Dresses* (visited by 73,000 visitors) in 2010, the Fashion Museum has worked to set up a solid display framework in the museum galleries. Areas within a visit are now firmly established: an exhibition display space, followed by a broadly chronological progression through the galleries, with changes of display style and interpretation, pace and focus, culminating in the Dress of the Year displays, and displays of contemporary menswear.
- d. In the past three years, a sound base of positive visitor feedback and comment on the Fashion Museum displays has been established. Audiences now total in the region of 100,000 visitors each year. In addition, the Fashion Museum Study Facilities, a service which can be pre-booked, are used by a broad span of visitors, including fashion students from Bath Spa University who visit as part of their taught course. The Fashion

Museum continues to work with the School of Art and Design at Bath Spa University, along with other specialist groups and colleagues including Bath in Fashion, the South Western Federation of Museums & Art Galleries, the West of England Costume Society, the Costume Society and the Dress and Textiles Subject Specialists group. The Fashion Museum and its collections have been publicised by Heritage Services Commercial and Marketing team, who are responsible for press and marketing, as well as through programmes of lectures, conferences, publications, and loans out to other museum collections.

- e. The Fashion Museum has engaged with volunteers and placement students, and through their work has been able to tackle the documentation backlog by adding 3750 records each year to Micromusée, the collection management database. There are now inventory-level records for over 63,000 objects in the collection on the database. In this period too, the Fashion Museum completed a major Disposals project, re-situating in the region of 117 items of furniture, originally used as props for museum displays, in public collections throughout the UK.

- f. The Fashion Museum Forward Plan in 2013 built on this work and identified two key 'broad brush' aims, and a framework within which to plan and execute the work to achieve the aims. These two aims were to go 'back to basics'; and to build advocacy and support for the Fashion Museum. In terms of 'back to basics', the need was (1) to eradicate our numbering and acquisition backlog (2) to note the location of all the objects in the collection, (3) to get on top of collection care in the storage areas, and (4) in the display areas. In terms of building advocacy and support, the Fashion Museum needs to engage with key stakeholders and decision makers, and to test and pursue a vision of establishing an off-site active, engaging and superlative collections facility that will both act as a must-visit venue for collection engagement activities, while at the same time sustaining and developing locally and globally renowned exhibitions and displays. The Forward Plan recognizes too that the Fashion Museum needs to 'keep the day job going', that is creating displays and exhibitions, facilitating collection access through the Fashion Museum Study Facilities, and responding to demand and enquiries.

2 – BACKGROUND

2.1 Principles and purpose

The Fashion Museum was Designated as a collection of outstanding national significance in 2000, and in 2013 was named as one the world's Top Ten fashion museums by CNN. The museum has been in Bath since 1963, the year when it was founded by collector Doris Langley Moore and Bath City Council as the Museum of Costume, Bath (the name was changed to the Fashion Museum in 2007). The Fashion Museum is owned and managed by Bath and North East Somerset Council and forms part of the Heritage Services section of the Council. The Council's power to operate museums derives from the Public Libraries and Museums Act 1964.

The Council's vision is for Bath and North East Somerset to be an area where everyone fulfils their potential, with lively and active communities, and with unique places and beautiful surroundings. There are three objectives to realise that vision: (1) Promoting independence and positive lives for everyone; (2) creating neighbourhoods where people are proud to live, and (3) sustainable growth. Heritage Services contributes towards that vision, and those three objectives, through the following statement of purpose: Heritage Services, For Learning, Inspiration and Enjoyment.

Heritage Services has the following Service Aims:

- to enhance the quality of life for residents of Bath and North East Somerset;
- to maximise public enjoyment of the Council's world-class heritage;
- to enable people to learn from the activities and achievements of past and present societies;
- to promote understanding and appreciation of different cultures;
- to contribute to the district's economic prosperity through the Heritage Services Business Plan.

Heritage Services has the following Objectives in order to achieve these aims:

- to protect and develop the Council's unique historic collections and public buildings;
- to plan for and invest in the collections and public buildings sustainability;
- to interpret the collections and public buildings through displays, study facilities, learning programmes and special events;
- to mount the best available exhibitions from other regional and national collections;
- to sell high quality merchandise to complement the services that are offered;
- to hire out historic venues for a wide range of events and activities;
- to train and develop staff to realise their full potential;
- to consult widely with users and stakeholders on an on-going basis;
- to use information technology in accessible and imaginative ways;
- to work in partnership with others wherever appropriate.

Heritage Services operates under a rolling Business Plan aiming for ongoing sustainability in three interdependent areas:

- Conservation – preserving the heritage for present and future generations to enjoy;
- Customer Care – meeting the needs of all audiences, customers, and guests;
- Commercial success – maintaining the Service’s positive contribution to the Council’s budget.

2.2 The Collection

The Fashion Museum collection ranges from 17th century embroidered pieces to ensembles by 21st century fashion designers and makers, and includes garments worn by women, men and children, as well as archive, print, drawing and photograph collections. The collection is presented in exhibitions and displays in galleries on the lower ground of the Assembly Rooms. The display cases are unsatisfactory and the lighting system is poor. The displays are engaging with try-on replica costume proving particularly popular; however, re-thought and renewal are needed. In particular, we need to address interpretation, rotation, sustainability, and the issue of exhibitions vs. displays.

There are in the region of 100,000 objects in the collection and only 63,000 are listed to inventory level on the collection management database. We need to eradicate the documentation backlog so that there is knowledge of what is in the collection and where it is located so that we can ensure that the collection is more widely accessible. The storage of the collection is inadequate, considering its world-class status, with objects shoe-horned into inappropriate storage spaces in the Assembly Rooms attics and basements, and also on the 2nd and 3rd floor at 4 Circus Collection storage issue needs to be addressed as a priority.

The Fashion Museum blurs the traditional museum boundaries between collections on display and collections hidden from view in store. This is particularly challenging with dress; but the Fashion Museum is committed to exploring new and innovative ways to ensure that the entire collection, and not just that on display, is fully accessible. We believe that images of objects in the collection are key to further and wider engagement with the collection, and we will make action plans to achieve this as part of the future plan, which will take place following grants from Arts Council England in 2014 (see section 1.a).

We welcome the opportunities offered by the Renaissance Strategic Support Fund to explore the future solutions, and by the Designation Development Fund grant to bring two key and relatively unknown collections to greater notice. This will enable the Fashion Museum to develop a model for future work to bring the collections to greater notice and engagement.

2.3 Visitors

The Fashion Museum is visited by roughly 100,000 visitors each year, 60% of whom have purchased a Saver Ticket at the Roman Baths. This ensures that our visitor base is broad, including both those who have an in-depth interest in dress (for example, fashion students) as well as those who visit as part of a day out or on holiday, who might not necessarily have thought of visiting a museum of historic dress.

The Fashion Museum is also held in great esteem and affection by local residents and those who live in the surrounding villages and towns. The museum is very much regarded as 'part of Bath'; however, audience development work is needed to ensure that more residents visit. It is remarked time and again how many people both locally and further afield do not know of the Fashion Museum, and this needs to be addressed by commissioning audience development work and formulating marketing plans.

We need to encourage more visits both from world-wide visitors to the city – as part of a city-wide move to encourage people to stay overnight thus building a stronger local economy – and also from local educational and community groups. Work on this is being carried out through the Renaissance Strategic Support Fund "Bath Museums Project" 2013 to 2015.

The Fashion Museum lends to exhibitions in museums throughout the UK and overseas (34 venues in the past six years), which gives opportunities for new audiences and for objects in the collection to be interpreted in ways that would never be possible at the FM site (for example, a 17C embroidered waistcoat to the exhibition *In Fine Style* alongside original paintings from The Royal Collection at The Queen's Gallery, Buckingham Palace, London and at the Palace of Holyrood House, Edinburgh). Loans Out also give the opportunity for objects to be conserved, photographed and new mounts prepared, none of which would be possible from existing resources. However, Loans Out reduce our capacity, with staff spending time away in-stalling / de-installing Fashion Museum objects at borrowing venues. For that reason, the Fashion Museum will not consider Loans Out requests again until April 2017 (that is, we will not invite request letters until April 2017, for exhibitions that start at least 6 months after that date), other than in exceptional circumstances.

And finally, on-line visits: this represents a huge potential opportunity to make information about the Fashion Museum and the exceptional collections housed here to a wider audience. We need to increase our on-line visitors, so as to meet demand, from local and global audiences, in partnership with leading on-line providers.

2.4 Engagement

The Fashion Museum Study Facilities is a key method of engaging with the collection with visitors from far and wide coming to Bath to see objects in the collection up-close. Visitors to the Study Facilities are wide-ranging, from those with a general interest to academics and specialists. However, we are hard-pushed to meet demand for this popular service because of availability of space and capacity. This needs to be addressed as part of an Audience Development Plan. The Fashion Museum has a (lapsed) Memorandum of Understanding with Bath Spa University / School of Art and Design and the BA Fashion Design programme whereby students attend the Fashion Museum Study Facilities on a weekly basis as part of their taught course. In addition students from the London College of Fashion and Central Saint Martins, and other universities in the UK and in North America visit the Museum and Study Facilities. We need to review these arrangements and to explore opportunities for partnership with these and other universities. We also need to explore opportunities with specialist groups, for example The Georgian Society.

The offer to schools and colleges needs to be reviewed, as do the activities for learning and engagement for families, children, and those with a broad range of specific and special needs offered in the galleries. In addition, the Fashion Museum receives a significant number of enquiries by telephone, and e-mail. We need to review how and whether we meet this demand for information as part of an Audience Development Plan.

The Fashion Museum has over 4000 Twitter followers. We need to review how we use new media to engage users. This should include the facility for visitors to upload images during a visit and investigating how a Fashion Museum Blog can be supported and sustained. This must be well-regarded and have the ability to stand alone as one of the leading fashion blogs. The Fashion Museum is located within a building owned by the National Trust and the Trust has over 16,000 local members. We need to review how we can engage with these local members and with professional staff within the National Trust.

2.5 Building

The Fashion Museum is located in a Grade 1-listed building that is owned by the National Trust. A new 15-year lease, which runs from March 2012 to March 2027, in respect of tenancy of the building was recently drawn up between Bath and North East Somerset Council and The National Trust. The lease includes a 10-year break clause on either side.

The time has come to consider the future of the Fashion Museum in the Assembly Rooms as the museum's footprint in the Assembly Rooms is not currently fit for purpose. The award of the Renaissance Strategic Support Fund Grant will enable the Fashion Museum to undertake exploration and consultation to test and pursue the vision to exit the collection from the building. The Fashion Museum is ready, willing and excited about exploring opportunities for change, in partnership with key stakeholders including The National Trust, Bath Spa University, and Bath and North East Somerset Council's Regeneration Team.

Discussion should also address the Fashion Museum's current occupancy of 4 Circus, a building owned by the F.G Cooke (Deceased) Trust, which is currently leased to Bath Spa University, and where the BA in Fashion Design is run. Bath Spa University is keen to occupy the whole of 4 Circus and this issue needs to be progressed.

2.6 Staff

The Fashion Museum has equivalent 2.5 curatorial staff (1 x Fashion Museum Manager and 1.5 x Collections Assistants) plus 0.3 Fashion Museum Administrator. We need to review whether this is sufficient to undertake the work as planned, and whether the staff structure within Heritage Services supports the activity of the Fashion Museum.

Fashion Museum staff members are well-regarded in the field with active participation in a number of specialist bodies including the West of England Costume Society, the Costume Society, the Reviewing Committee of Export of Works of Art, Dress and Textile Subject Specialists Group etc. We need to maintain this expertise and regard.

In 2012/2013 Fashion Museum staff was assisted by 35 volunteers, working a total of 3160 hours, and additionally by a fashion writer and stylist who gave many hours of his time voluntarily to assist the Fashion Museum. Volunteer support has enabled the Fashion Museum to undertake much work. However, this number of volunteers requires considerable support and in the past year we have reviewed and cut down our volunteer activity so as to target our resources on completing core tasks and consider moving towards a programme of curatorial internships.

There are equivalent 5.5 Visitor Services Staff and 4.0 Operations staff based in the Assembly Rooms. As part of Heritage Services, the Fashion Museum draws on the assistance of the Learning and Programmes Co-ordinator, the Commercial Manager and her team, the Business & Resource Manager and a wider Finance team, the Facilities Manager and a team of Operations Assistants, the Retail Services Manager, and HR / IT support staff. There needs to be an overarching Staff Development Plan and CPD framework for the Fashion Museum to unify the different staffing areas, which will resource the Museum's development, including identifying skills gaps and areas for staff development.

2.7 Finance

The Fashion Museum is part of Heritage Services, which operates as a separate business unit within Bath and North East Somerset Council. The aim is that the costs of running the

Assembly Rooms site, which includes the Fashion Museum, should be covered by the income that the site generates from (1) admissions to the museum, (2) sales in the shop, (3) room hire, and (4) catering. Alternatives for future governance arrangements for Heritage Services are under consideration as requested by Members and, if a viable option presents itself that would be in the Council's best long-term interests, a proposal will be brought forward for discussion.

Business-planning work on the long-term financial sustainability of the Fashion Museum will take place as part of the project funded by the award from the Renaissance Strategic Support Fund. This will include work to investigate the commercial potential of the Fashion Museum collection, including licensing and image licensing. In addition, we need to investigate development capacity for the Fashion Museum.

3 – PLAN Summary

AIM 1 – SUSTAINABILITY: To develop and sustain the Fashion Museum for a global and local audience.

Key Objective 1.1 – To create a future plan for the Fashion Museum

Key Objective 1.2 – To build partnerships, advocacy and support for the Fashion Museum

Key Objective 1.3 – To ensure financial sustainability for the Fashion Museum

AIM 2 – A WORLD-CLASS COLLECTION: To develop and preserve the museum collection.

Key Objective 2.1 – To attain full Accreditation for the Fashion Museum

Key Objective 2.2 – To temporarily cease acquiring objects for the collection, other than in exceptional circumstances

Key Objective 2.3 – To undertake the planned tasks in the Collection Care Plan

Key Objective 2.4 – To undertake the planned tasks in the Documentation Plan

AIM 3 – INFORMATIVE AND ENGAGING EXHIBITIONS AND DISPLAYS: To present the Fashion Museum collection in displays and exhibitions which are lively, entertaining, scholarly, beautiful, accessible and inclusive

Key Objective 3.1 – To deliver a 5-year exhibition and display programme

Key Objective 3.2 – To loans from the collection, other than in exceptional circumstances

Key Objective 3.3 – To develop learning programmes based on exhibitions and displays

AIM 4 – OPPORTUNITIES FOR ENGAGEMENT: To extend the engagement with the Fashion Museum collection for users both world-wide and in the local area.

Key Objective 4.1 – To run and develop Fashion Museum Study Facilities

Key Objective 4.2 – To expand the use of New Media

Key Objective 4.3 – To explore options to put the Fashion Museum collection on-line

Key Objective 4.4 – To explore options for further engagement with universities, cultural bodies and specialist groups

4 – KEY Abbreviations in the 3-year Fashion Museum Forward Plan

FM - Fashion Museum

ARs - Assembly Rooms

NT - National Trust

ACE – Arts Council England

DATS – Dress and Textile Specialists

RSSF – Renaissance Strategic Support Fund

DDF – Designation Development Fund

Year 1 - April 2014 to March 2015

Year 2 - April 2015 to March 2016

Year 3 - April 2016 to March 2017

5 – REVIEW Mechanism for review of the Fashion Museum 3-year Forward Plan

The Fashion Museum 3-year Forward Plan is a planning tool, and is regularly reviewed and referenced to check actions and monitor progress in Fashion Museum team meetings, and Heritage Service meetings as appropriate. The Plan has been revised once, in March 2014, and re-formulated so that it fits in with the timing of the annual Heritage Services Service and Business Plans. This timing ensures that the Fashion Museum Forward Plan will feed into the Council's Service Planning and Business Planning Cycles via the Heritage Services Plans.

In a sense, this current revision to the Fashion Museum 3-year Forward Plan is an interim solution, coming as it does just at the time when the Fashion Museum has been awarded a grant from Arts Council England under the Renaissance Strategic Support Fund to undertake work to produce a future plan with the working title 'The Way Forward Plan for the Fashion Museum'. There will be a new over-arching future plan for the Fashion Museum from Spring 2015, which will pave the forward planning actions for the future of the Fashion Museum.

6 – CONSULTATION

Summary of consultation which informed the Fashion Museum 3-year Forward Plan

This Forward Plan is an update of the plan originally drawn up between December 2012 and June 2013 by the Fashion Museum Forward Plan Team, a group brought together specifically for the purpose of producing the first Fashion Museum Forward Plan. The Team was:

- Rosemary Harden (Fashion Museum Manager)
- Vivien Hynes (Fashion Museum Administrator)
- Janice Dunn (Visitor Services Supervisor, Fashion Museum)
- Lindsey Braidley (Heritage Services Learning and Programmes Co-ordinator)
- Iain Johnson (Heritage Services Facilities Manager)
- Stephen Clews (Public Services Team Leader)
- Jean Scott (Chairman West of England Costume Society, and Volunteer Team Leader at the Fashion Museum)
- Louise Pickles (Head of Fashion Course, Bath Spa University)
- Elizabeth Neathey (Museum Development Officer, Bath and North East Somerset, South West Museums Development)

Each team member represented and consulted with appropriate colleagues plus those stakeholders with whom they were connected at each step of the process. Team members also consulted with Heritage Services Management Team at each step of the process.

The team drew on a period of consultation between 10 December 2012 and 17 February 2013 during which a letter / questionnaire was circulated widely amongst staff, visitors, non-visitors, and stakeholders, including (but not only) the Heritage Services Focus Group, the West of England Costume Society, the Circus Area Residents Association, the fashion students

at Bath Spa University, the Dress and Textile Specialists, the Bath Museums Group, and the South Western Federation of Museums & Art Galleries.

A headline summary of the findings of this consultation include the following, suggesting that audiences want more from museum collections of historic dress:

- Displays and exhibitions - more interactivity, rapid change, and variety
- On-line access - more virtual content, information and images
- Expertise - more opportunities for dissemination of in-depth knowledge
- Specialist access – formal/continuing education and community engagement
- Loans - more objects for more temporary exhibitions at other museum venues
- Volunteers - more people and students seeking voluntary work, internships and placements
- Study facilities - people do not want to wait six weeks for a booking at the Study Facilities.

The Forward Plan will be reviewed March each year.

AIM 1 – SUSTAINABILITY

OBJECTIVE	ACTION	TIMESCALE
1.1 To create a future plan for the FM	1. Attain full Accreditation	Y1
	2. Create 'The Way Forward Plan'	Y2
	3. Appoint Project Panel & Personnel	Y1
	4. Phase 1 – Project Brief	Y1
	5. Phase 2 – Comprehensive Review	Y1
	6. Phase 3 – Proposals & Strategy	Y1
	7. Phase 4 – Delivery Programme & Business Plan	Y1
1.2 To build support, partnerships, & advocacy for the museum	1. Engage with National Trust, Bath Spa University & the Council's Regeneration Team	Y1
	2. Investigate mechanisms for on-going partnership, advocacy, & support	Y1
	3. Work with UAL / Centre for Fashion Curation	Y1 – Y2
	4. Work with DATS/ Dress Mounting course	Y1
	5. Contribute to Bath in Fashion	Y1 – Y3
	6. Contribute to Georgian marketing campaign	Y1
1.3 To ensure financial stability for the FM	1. Create a Fashion Museum Business Plan	Y1
	2. Explore a model for image license	Y1 – Y2

AIM 2 – A WORLD-CLASS COLLECTION

OBJECTIVE	ACTION	TIMESCALE
2.1 To attain Full Accreditation	1. Align Forward Plan with wider strategic plans	Y1
	2. Secure political approval for the Forward Plan	Y1
2.2 To cease acquiring objects for the FM collection, other than in these & exceptional circumstances	1. Dress of the Year 2013	Now
	2. Dress of the Year 2014	Y1
	3. Dress of the Year 2015	Y2
	4. Dress of the Year 2016	Y3
2.3 To undertake planned actions in these areas in the FM Documentation Action Plan	1. Retrospective Documentation	Y1 – Y3
	2. Location & Movement Control	Y1 – Y3
	3. Object Entry	Y1 – Y3
	4. Acquisition	Y1 – Y3
	5. Inventory Control	Y1 – Y3
	6. Loans In	Y1 – Y3
	7. Loans Out	Y1 – Y3
	8. Collection Care	Y1 – Y3
	9. Insurance	Y1 – Y3
	10. Risk Management	Y1 – Y3
	11. Disposal	Y1 – Y3
	12. Photography	Y1 – Y3
2.4 To undertake planned actions in these areas in the FM Collection Care Action Plan	1. Environmental Monitoring	Y1 – Y3
	2. Cleaning & Housekeeping	Y1 – Y3
	3. Documentation	Y1 – Y3
	4. Storage	Y1 – Y3
	5. Display	Y1 – Y3
	6. Handling	Y1 – Y3
	7. Loans In	Y1 – Y3
	8. Loans Out	Y1 – Y3
	9. Training	Y1 – Y3
	10. Emergency Plan	Y1 – Y3
	11. Conservation	Y1 – Y3

AIM 3 – INFORMATIVE & ENGAGING EXHIBITIONS & DISPLAYS

OBJECTIVE	ACTION	TIMESCALE
3.1 To deliver a 5-year exhibition & display programme at the museum	1. DOTY 2013	Y1
	2. DOTY 2014	Y1
	3. Refresh 'Behind the Scenes'	Y1
	4. Refresh 20C	Y1
	5. Replace Bellville Sassoon	Y1
	6. DOTY 2015	Y2
	7. Victorians	Y2
	8. Menswear	Y2
	9. DOTY 2016	Y3
	10. Replace 'Behind the Scenes'	Y3
	11. Replace 20C	Y3
	12. DOTY 2017	Y4
	13. Royal Women / Royal Men	Y4
	14. Menswear	Y4
3.2 To cease Loans Out, other than in these & exceptional circumstances, until 2017	1. Return – Garden Museum, London	Y1
	2. Return – Palace of Holyroodhouse, Edinburgh	Y1
	3. Out – Fitzwilliam Museum, Cambridge	Y1
	4. Return – American Museum	Y1
	5. Return – Fitzwilliam Museum, Cambridge	Y1
	6. Return – Kensington Palace, London	Y1
3.3 To offer Learning Programmes based on FM displays	1. Undertake Audience Development work	Y1

AIM 4 – OPPORTUNITIES for ENGAGEMENT

OBJECTIVE	ACTION	TIMESCALE
4.1 To explore options to put the FM collections on-line	1. Create a 'collections on-line' plan	Y1
	2. Investigate external partners	Y1
	3. Organise publication-quality images	Y1
4.2 To expand the use of new media	1. Create a 'new media' plan	Y1
	2. Consider an FM Blog	Y1
	3. Consider a DDF Project Blog	Y1 – Y2
4.3 To offer engagement opportunities in the FM Study Facilities	1. Review the current SFs offer	Y1
	2. Consider the future development of the SFs	Y1
4.4 To explore opportunities for co-working	1. Renew Memorandum of Understanding with Bath Spa University	Y1
	2. Seek contact with a wide range of organisations	Y1

Bath & North East Somerset Council		
MEETING	Cabinet	
MEETING	14th May 2014	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2650
TITLE:	“Getting Around Bath – A New Transport Strategy for Bath” proposed consultation	
WARD:	All Bath Wards	
AN OPEN PUBLIC ITEM		
List of attachments to this report:		
Getting Around Bath Launch Document – Mott MacDonald		

1 THE ISSUE

- 1.1 A new Transport Strategy has been prepared entitled ‘Getting Around Bath’ and the draft is now ready for formal consultation with stakeholders. The Strategy was launched at the Bath Conference on 30th April.

2 RECOMMENDATION

- 2.1 That the Cabinet endorse the recommendations and the Getting Around Bath Launch Document as attached for consultation.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 The Getting Around Bath Transport Strategy will support the growth proposed in the Council’s agreed Draft Core Strategy and the emerging Master Plan work for the Bath City Riverside Enterprise Area. Its implementation will draw on a number of sources of funding and decisions on individual projects will be taken through the Council’s annual budget process. In addition the development of individual sites within the Enterprise Area will be expected to contribute to the Strategy by being part of an integrated/co-ordinated development to reduce the impact of traffic on the city and where appropriate, making financial contributions to particular infrastructure needs.
- 3.2 The Getting Around Bath Transport Strategy will be delivered through a wide range of projects which will be funded from future budgets principally, but not exclusively, the Integrated Transport Capital funds (received annually from Government) and bids for additional monies from the Single Growth Fund managed by the WoE LEP. In addition there may be opportunities to bid from funding from other sources. Other Council Strategies will also support the Transport Strategy particularly the Masterplan for the Enterprise Area and the Leisure and Health and Well Being Strategies. Projects will have to be subject to the Council’s normal approval processes including its annual budget setting.

3.3 The Cabinet approved a budget of £140,000 for the development of a new Transport Strategy for Bath which will fund the consultation recommended below.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

4.1 Equalities and Sustainability.

5 THE REPORT

5.1 The Cabinet at its meeting in April 2013 agreed that a new Transport Strategy should be prepared for the city of Bath in the light of the housing and economic growth proposed in the Council's agreed Draft Core Strategy and the emerging Bath City Riverside Enterprise Area. The strategy is needed to support this growth agenda but also to improve the environment within the city itself which is damaged by the impact of traffic and congestion. The Strategy is designed to set an agreed long term vision for Transport which will have broad and enduring agreement. The longevity of the Strategy is key to providing a consistent vision for the city and to accommodate the ambitious housing and jobs targets set out in the Core Strategy.

5.2 The Strategy builds upon existing initiatives including:

- the Bath Transport Package such as the expanded Park and Ride Sites and Variable Message Signs;
- the Better Bus Area funding by introducing further bus priority measures; and
- Network Rail Electrification.

5.3 **Vision** Mott MacDonald, who were commissioned to prepare the Strategy, have developed the following vision for transport in Bath:

“Bath will enhance its unique status by adopting measures that promote sustainable transport and reduce the intrusion of vehicles, particularly in the historic core. This will enable more economic activity and growth, while enhancing its special character and environment and improving the quality of life for local people

5.4 The recommendations of the Strategy are set out in the Appendix to this report. Its main proposals are for:

- (1) A walking/cycling strategy to make Bath the UK's most walkable city
- (2) A parking strategy to support the economic growth but at the same time reducing the amount of off-street spaces within the city centre
- (3) Supporting greater use of buses and rail to reduce the number of cars entering the city.
- (4) Continue to expand our existing P&R sites, where we can, to reduce the number of parking spaces within the city.
- (5) Better management of HGVs within the city

- (6) Finding a new location for coaches to park once they have dropped off visitors in the city centre.
- 5.5 The Getting Around Bath Transport Strategy is a high level review of existing transport policies and commitments in the light of the Council's housing and economic growth agenda within the city. It looks to develop a set of policies to support this growth. The statutory considerations will be met when individual proposals are brought forward for decision. The consultation will enable us to obtain views on the main principles established within the Strategy prior to more detailed work being undertaken.
- 5.6 As proposals emerge to deliver the outcomes identified by the Strategy they will be subject to a detailed appraisal on an individual basis as each is brought forward.
- 5.7 Cabinet will see that the emphasis within the strategy is on improved walking and cycling which has highlighted a need to create a new forum for engagement with representatives of these groups and those representing disability groups to engage and seek their endorsement of the strategy. It is therefore proposed that an Access Forum is created
- 5.8 The Cabinet is asked to endorse the Strategy as attached in Appendix 2 as a basis for consultation.

6 RATIONALE

- 6.1 The draft strategy has emerged following extensive research and discussion with stakeholders last year. It has built on the representation made at the initial conference held in September 2012. The proposals are based on current policies and the approach contained within the Joint Local Transport Plan. The authority now wishes to undertake a final period of consultation to allow the strategy to inform and support both the Enterprise Area Masterplan and the Core Strategy.

7 OTHER OPTIONS CONSIDERED

- 7.1 The draft strategy has emerged following extensive research and consultation which considered a wide range of options.

8 CONSULTATION

- 8.1 Strategic Management Team, Section 151 Officer, Cabinet member for Transport, Stakeholders and the Bath Transport Commission.

9 RISK MANAGEMENT

- 9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Contact person	Peter Dawson 01225-395181
Background papers	None
Please contact the report author if you need to access this report in an alternative format	

Recommendation 1. That a strong emphasis should be given to reducing the impact of vehicles by supporting trips that are made by means other than car, particularly walking and cycling with more people using improved bus and rail networks.

Recommendation 2. That walking be given highest priority in the strategy. It creates a healthier population, an ambience to the historic core of the city and reduces the number of local car journeys. Bath should be an exemplar walking city demonstrating commitment to sustainable transport at a European level.

Recommendation 3. That consideration for the needs of people with mobility impairments is regarded as a core element of the strategy and the measures included within it.

Recommendation 4. That cycling be promoted through better cycling routes with appropriate infrastructure where needed, building a cycling culture for people of all abilities.

Recommendation 5. Vehicle movement should be better managed, particularly in those parts of the city where there is least space available.

Recommendation 6. That the Enterprise Area is developed as part of an integrated approach with strong sustainable transport links to the city centre and rail stations. The development should focus initially on office and related development at the eastern end of the site and have limited car parking. Subsequent housing development should also focus on accessibility by non-car modes.

Recommendation 7. Car parking is a central feature of the strategy, enabling other components to take effect. The policy of reducing central area public parking and expanding long stay capacity at Park and Ride sites should continue, enabling greater emphasis to be given to walking, cycling and bus services in the historic core and on key corridors.

Recommendation 8. That further work is required to establish the need for increased Park and Ride capacity as part of a wider parking strategy and to undertake a detailed assessment of sites to the East of the City

Recommendation 9. Improved bus services, with ticketing and other improvements and measures to improve reliability, will provide alternative travel options to car use, promoted through travel plans and comprehensive marketing.

Recommendation 10. Travel plans should be promoted for all main activities in the city to support a move from car use to other means of travel:

- Travel plans will be built into the planning process;
- Existing plans will be refreshed for workplaces and education establishments;
- Travel need for healthcare, particularly the Royal United Hospital will be considered;
- Access to rail stations (currently around 100 trains per day serving Oldfield Park and 340 serving Bath Spa) will be reviewed; and
- Travel plans will be developed working with transport providers: train and bus operators, cycle shops, etc.

Recommendation 11. Maintain the taxi network as part of the wider range of transport options.

Recommendation 12. The growth in rail capacity and the range of services available as part of the Great Western Main Line electrification scheme and the development of MetroWest will support significantly more rail journeys. Access to local stations will need to be improved and new stations may be appropriate. Better services should be promoted to link Bath with the west Wiltshire towns.

Recommendation 13. That coaches continue to be promoted as an important means of bringing visitors to the city. A replacement coach park should be provided at either Weston Island or Odd Down Park and Ride site. The city centre set down/pick up point should be Terrace Walk (with some adjustments).

Recommendation 14. That freight movements be considered more fully, working with businesses and operators, particularly to promote consolidation of deliveries and to better manage loading and unloading arrangements.



Getting Around Bath

A Transport Strategy for Bath
Launch Document

April 2014
Bath and North East Somerset Council

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Launch Document

April 2014

Bath and North East Somerset Council

Riverside, Temple Street, Keynsham BS31 1LA

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Foreword

Getting about is important to all of us. This document launches 'Getting Around Bath', which sets out some options for consideration in the development of a Transport Strategy for the city. It is proposed that the Strategy will be adopted by the Council later this year.

It is a high level review of existing transport policies and commitments in the light of the Council's commitment to housing and economic growth within the city. It looks to develop a set of policies to support this growth.

'Getting Around Bath' is designed to set out an agreed long term vision for transport which needs broad and enduring agreement. It will cover the period up to 2029 to reflect the period for the Council's agreed Draft Core Strategy. It will support the preparation of the Council's Placemaking Plan and the Masterplan for the Bath City Riverside Enterprise Area.

The aim of the Strategy is to support this growth agenda and also improve the environment within the city itself, both of which can be damaged by the impact of traffic and congestion. The longevity of the Strategy is key to providing a consistent vision for the city and to accommodate the ambitious housing and employment aspirations.

The Strategy will build upon existing initiatives, including those delivered through the Bath Transport Package (such as the expanded Park and Ride Sites and Variable Message Signs), the EU funded Civitas Renaissance programme (such as the Urban Freight Consolidation Project and Better Bus Area funding), whilst also recognising the importance of Network Rail's electrification programme for the Great Western Main Line.

The planned consultation will seek to gain broad agreement to the following vision:

"Bath will enhance its unique status by adopting measures that promote sustainable transport and reduce the intrusion of vehicles, particularly in the historic core. This will enable more economic activity and growth, while enhancing its special character and environment and improving the quality of life for local people".

The strategy is also driven by the Public Service Board vision which is:

"Bath and North East Somerset will be internationally renowned as a beautifully inventive and entrepreneurial 21st Century place with a strong social purpose and a spirit of wellbeing, where everyone is invited to think big – a 'connected' area ready to create an extraordinary legacy for future generations".

The reduction of the impact of vehicles is vital in this unique UNESCO World Heritage city and will require a combination of measures. These can be summarised as follows:

- A walking/cycling strategy to make Bath the UK's most walkable city;
- Improved accessibility for people with mobility impairments;

- A parking strategy to support the economic growth but at the same time reducing the amount of off-street spaces within the city centre;
- Supporting greater use of public transport to reduce the number of cars entering the city;
- Continue to expand our existing Park & Ride sites where we can to help reduce the demand for parking spaces within the city;
- Better management of Heavy Goods Vehicles within the city;
- Finding a new location for coaches to park once they have dropped visitors off in the city centre.

The Council will hold a number of events following Cabinet's consideration to engage with communities and stakeholders. All views will be important in helping the Council develop this key Strategy for the City of Bath.

1. Vision

1.1 Context

Transport is fundamental to the successful economy and wellbeing of the city, its residents and visitors. It also contributes to the unique environment of the city but the volume and impacts of vehicles are undermining the fabric of buildings and air quality. Consequently, the historic core of Bath and key arterial routes are suffering from the intrusion of cars and the quality of life throughout the city is being adversely affected.

The strategy is needed to provide the framework within which individual proposals can be considered and assessed against the objectives. A number of initiatives have been delivered including three Park and Ride sites, an ongoing parking strategy, Local Sustainable Transport Fund measures and using Better Bus Area funding. The strategy will also support delivery of the Core Strategy, enabling growth. It will also build on the policies and measures included in successive Joint Local Transport Plans.

This report outlines the proposed strategy and the evidence that lies behind the proposals is included in a separate report.

1.2 A Proposed Vision

There are some strong issues that are shared by the key stakeholders in that they all recognize the importance of transport to the local economy and the wellbeing of the city, its residents and visitors. It is also evident that inappropriate traffic levels are eroding historic buildings and adversely affecting air quality and consequently the quality of life.

In developing a vision, it is important to set it in the context of progress made to date through various initiatives promoted through successive Joint Local Transport Plans and other funding sources. In addition, the emerging Core Strategy reflects the changes in the planning system manifest through the National Planning Policy Framework that supports the principles of sustainable development.

A strategy needs a vision, in effect a statement that outlines the main aims. In this context, the proposed transport vision reflects the wider vision for a healthy, prosperous and unique city:

Bath will enhance its unique status by adopting measures that promote sustainable transport and reduce the intrusion of vehicles, particularly in the historic core.

This will enable more economic activity and growth, while enhancing its special character and environment and improving the quality of life for local people.

The strategy is also driven by the Public Service Board vision which is:

Bath and North East Somerset will be internationally renowned as a beautifully inventive and entrepreneurial 21st century place with a strong social purpose and a spirit of wellbeing, where everyone is invited to think big – a ‘connected’ area ready to create an extraordinary legacy for future generations.

1.3 Objectives

There is considerable common ground evident from the documentation available and discussion undertaken. This provides a good starting point for the strategy. There appears to be a shared view on the following which provide the objectives:

- Supporting and enabling economic growth, competitiveness and jobs;
- Promoting sustainable mobility;
- Widening travel choice;
- Widening access to opportunities: jobs/learning/training;
- Improving air quality & health, reducing vehicle carbon emissions;
- Safeguarding and enhancing the unique historic environment and World Heritage Site status; and
- Improving the quality of life in the city.

1.4 Coverage

The strategy covers the city of Bath and its immediate environs (but not the whole of the Bath and North East Somerset administrative area). For the purposes of this strategy, the central part of the city is regarded as being the area from The Circus (north) to the river (south) and from Charlotte Street (west) to London Street (east).

2. Adopting a Structured Approach

2.1 Key Issues

A number of key issues have been identified; these have complex inter-relationships but some common strands have been used as the basis for a transport strategy that will enhance the city and maintaining its attractiveness whilst supporting economic growth. Each of the key strands is set out below together with an indication of the data sources. A large amount of data has been compiled as part of the process of developing the strategy and this has been used as supporting evidence.

Bath has all the pre-conditions to be an exemplar sustainable transport city with strong public transport, a cycling culture (taking into account the topographical constraints) and a high proportion of walking trips. This, coupled with the unique built environment and development site potential, presents significant opportunities to transform the city from one where sustainable transport takes a dominant role and where traffic movement is managed more effectively. This does not mean that the strategy is anti-car but instead rebalances transport options against the economic and environmental needs of the city. Car use will continue to be important and in some cases the only option but containing the number of journeys made by car will benefit everyone in terms of health, environment and local economic activity. A range of measures are proposed which, in combination, will address the objectives of the strategy.

The strategy needs to be durable in that delivering measures will be longer than any single administration and hence it should be supported by all political interests. It is important as it enables the Core Strategy to be delivered and is vital for the Enterprise Area which is likely to take many years to complete.

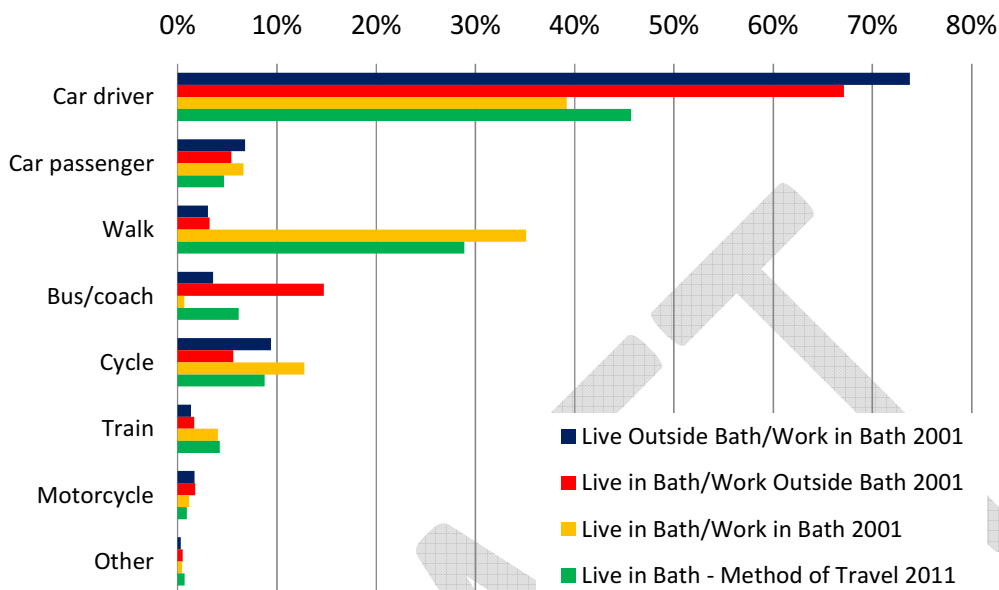
2.1.1 Reducing the Impact of Vehicles

Bath has a unique city centre environment of World Heritage status. This attracts substantial numbers of visitors but has many constraints. These constraints are accentuated by too many cars in the central area. A key strand of the strategy is to reduce the impact of vehicle movements through a combination of measures including better traffic management, comprehensive parking controls, expansion of park and ride and enabling people to walk, cycle and use trains and buses. All these contribute to reducing in car journeys and addressing the problems manifest in the Air Quality Management Area.

Parking in particular is a key issue and progressive reductions in the supply of public on- and off-street parking to support a shift to the provision of long stay parking at Park and Ride sites have been implemented in recent years. This policy needs to be strengthened and extended to create more long stay capacity at the periphery, in tandem with further constraints on parking in the central area. Some reductions in capacity will occur as a result of flood alleviation but parking policy is an essential element of delivering the Enterprise Area. The consequences are better air quality, less vehicle intrusion (noise and street impacts), maintaining the built environment, better visitor experiences, accessibility for people with mobility impairments and a healthy economy.

A good starting point is the mode share – how many people move by which means. Some data is available on this from Census journey to work figures and local monitoring as shown in Figure 2.1.

Figure 2.1: Mode Share



Source: Census data.

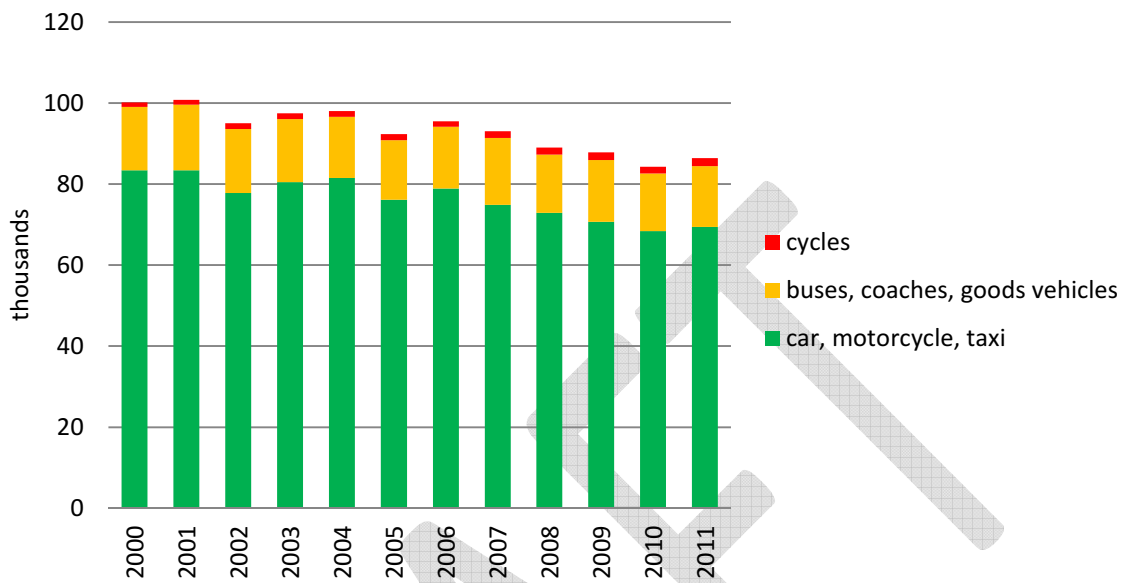
The high proportion of walking shown by mode share surveys (around 30%) indicates that this is a primary means of travel in the city, indicating that there is potential to expand and improve walking opportunities and hence substituting for some car journeys. (Determining mode share from Census data is possible for 2001 but full data sets for 2011 have yet to be published. In 2011, walking accounted for 35.1% of all journeys to work made by people living and working in Bath.)



Traffic levels have been declining consistently over a number of years, evidenced by the traffic count data collected at various locations around the city (see Figure 2.2). While some of this may be attributable to the wider economic situation, it demonstrates that traffic reductions occur and provide the opportunity to accommodate additional traffic from development sites if required. Some count data is available to show the composition of traffic, indicating that much of it is cars and that the proportion of heavy vehicles is comparatively low.

Some data on traffic distribution is also available from recent counts, indicating that around 12% of movements in the city centre are through trips i.e. do not have an origin or destination in the centre.

Figure 2.2: Inner Cordon Daily Traffic Flows 2000 to 2011



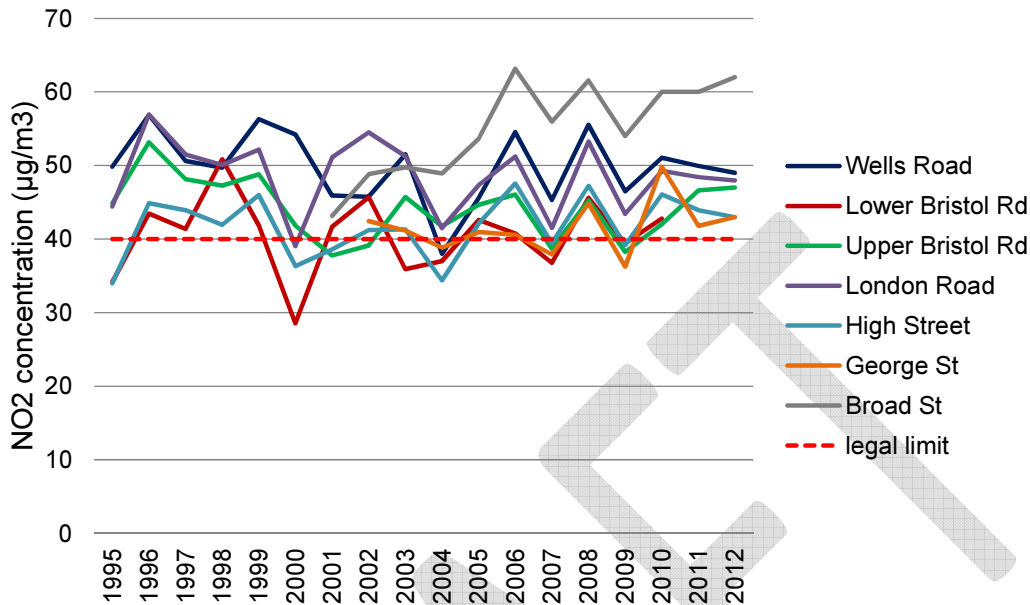
Source: B&NES count data.

Minimising the volume of vehicle movements entering the city centre will contribute to improved air quality (and therefore health) as well as reducing congestion. It will also address the intrusion of traffic in the historic setting – noise, visual intrusion and severance (particularly affecting people with mobility impairments) – all of which contribute to the visitor experience and economic vitality.

Air quality is important for health with particular impacts on respiration-related illnesses. Much of this can be attributed to vehicle emissions but also emissions from rail rolling stock and other sources. A number of locations in the city currently exceed legal nitrogen dioxide levels as shown in Figure 2.3. Particulates and other pollutants also affect the Bath stone used for much of the city’s built environment.

An Air Quality Management Area has been declared for the city centre and its approaches, reflecting the effect that road traffic has on the built and natural environment and the health of people in the city. Slow moving traffic is a particular concern while reducing the levels of traffic would help improve the problem. Air quality data is collected continuously but relating changes to traffic conditions is difficult. However, monitoring is important in relation to the AQMA, even if the designation is removed through changes in the legislative requirements, to understand how addressing transport issues can help improve community health and help preserve the fabric of the city.

Figure 2.3: Nitrogen Dioxide Levels 1995 to 2012



Source: B&NES data.

Recommendation: That a strong emphasis should be given to reducing the impact of vehicles by supporting trips that are made by means other than car, particularly walking and cycling with more people using improved bus and rail networks.

2.1.2 Walking – a Walking-Friendly City

Walking is central to the strategy. Many people choose to walk because it is relatively direct and quick and the city’s layout is conducive to good walking experiences. However, the infrastructure needs to be improved – better footways, crossings, public spaces and higher priority than at present. The scope for daytime pedestrian priority can be considered, enabling vehicle access at other times.

Walking journeys are reliable in that they have predictable journey times, promote healthier living, reduce traffic levels (many car journeys are short enough for walking to substitute) and promote social interaction and vibrant communities.

Adopting a strategy based around walking is entirely appropriate for a constrained, historic city. Promoting Bath as a highly walkable city is a radical move, delivering walking as a priority with appropriate levels of investment in infrastructure to improve the walking experience. This can include better street lighting, surfacing, road crossings, seating, signing, etc. Enabling more people to walk more often also involves an element of information to identify suitable and safe routes and to understand the options available. The health benefits are likely to be considerable both directly to individuals and also collectively, contributing to fewer car journeys and better air quality.

The Public Realm and Movement Strategy provided a helpful framework for improving the walking experience in the city centre and highlighting the importance of streets and spaces. These principles could be extended to the whole city, focusing on core walking routes and overcoming conflicts with vehicle movements, identifying pleasant and safe routes.



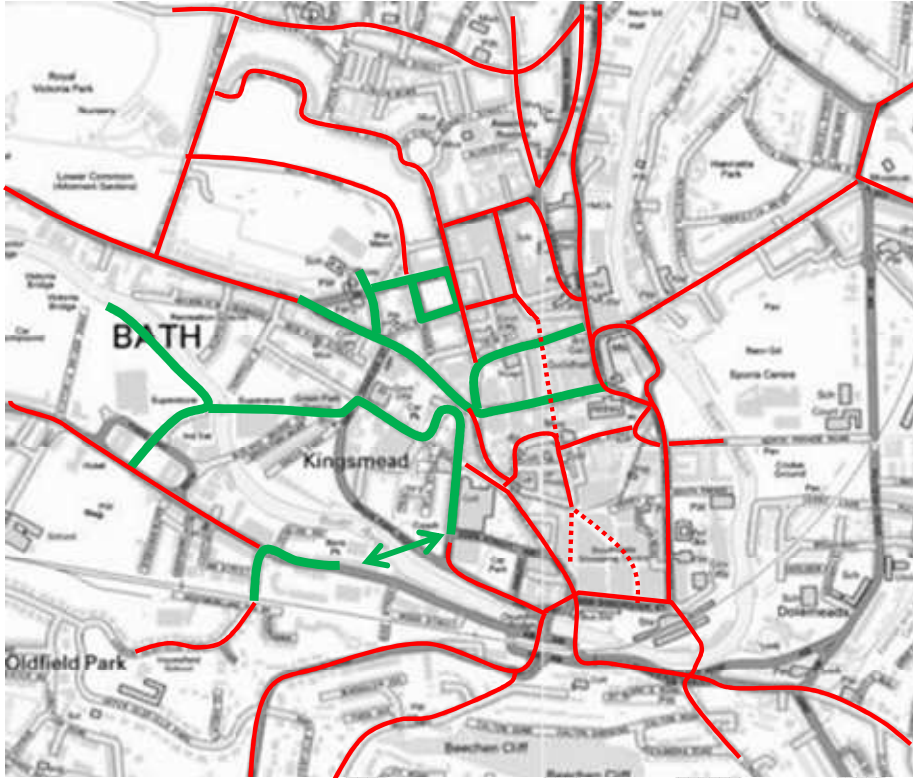
Accessibility for people with mobility impairments (walking difficulties, visual and hearing impediments) should feature when walking routes are considered. Improvements should include level surfacing, dropped kerbs at junctions, careful consideration of street furniture, effective lighting and clear crossing arrangements.

Shared use of space by walking and cycling should be encouraged. This is necessary in some locations due to the limited space available but creates a good ambiance with minimal signing and road markings. There is no evidence to suggest that sharing space generates accidents and cycle speeds will be low where pedestrian levels are high. Best practice from Europe supports shared use applications.




Walking routes are often rendered difficult by one or more specific locations, such as a road crossing, unlit route or poor surfacing. Many people do not realise that journey times can be short and routes are attractive when compared with other options. Evidence has been obtained from the Public Realm and Movement Strategy, discussions with stakeholders and on-street observations.

An improved walking network will decrease the number of pedestrian casualties recorded and support a shift towards walking from motorised modes. A plan of the key pedestrian routes in the city centre is shown below (Figure 2.4), highlighting those where improvements should be seen as a priority.

Figure 2.4: Plan of Key Walking Routes



Key:

key routes	
proposed prioritised improvement	
existing pedestrianisation	

To achieve a walking-friendly city, the strategy will:

- Enable walking to the centre and within the city;
- Define the walking network – utility and leisure routes
 - Effective maintenance;
 - New infrastructure: crossings, shared space, lighting;
 - Contribute to health and accessibility;
- Deliver the Public Realm and Movement Strategy;
- Extend the principles of the Public Realm and Movement Strategy to core routes throughout the city; and
- Engender a cultural shift to walk as the first choice for many journeys.

Recommendation: That walking be given highest priority in the strategy. It creates a healthier population, an ambience to the historic core of the city and reduces the number of local car journeys. Bath should be an exemplar walking city demonstrating commitment to sustainable transport at a European level.

2.1.3 Access for People with Mobility Impairments

A significant proportion of people have some form of mobility impairment, either some form of infirmity, visual or hearing problems and others, such as those with shopping or pre-school children, may encounter difficulties walking around the city or using other transport such as buses. Improved engagement with organisations representing these groups will be important.



Potential measures will include:

- Undertaking an access audit on key walking routes;
- Reducing street clutter.

Recommendation: That consideration for the needs of people with mobility impairments is regarded as a core element of the strategy and the measures included within it.

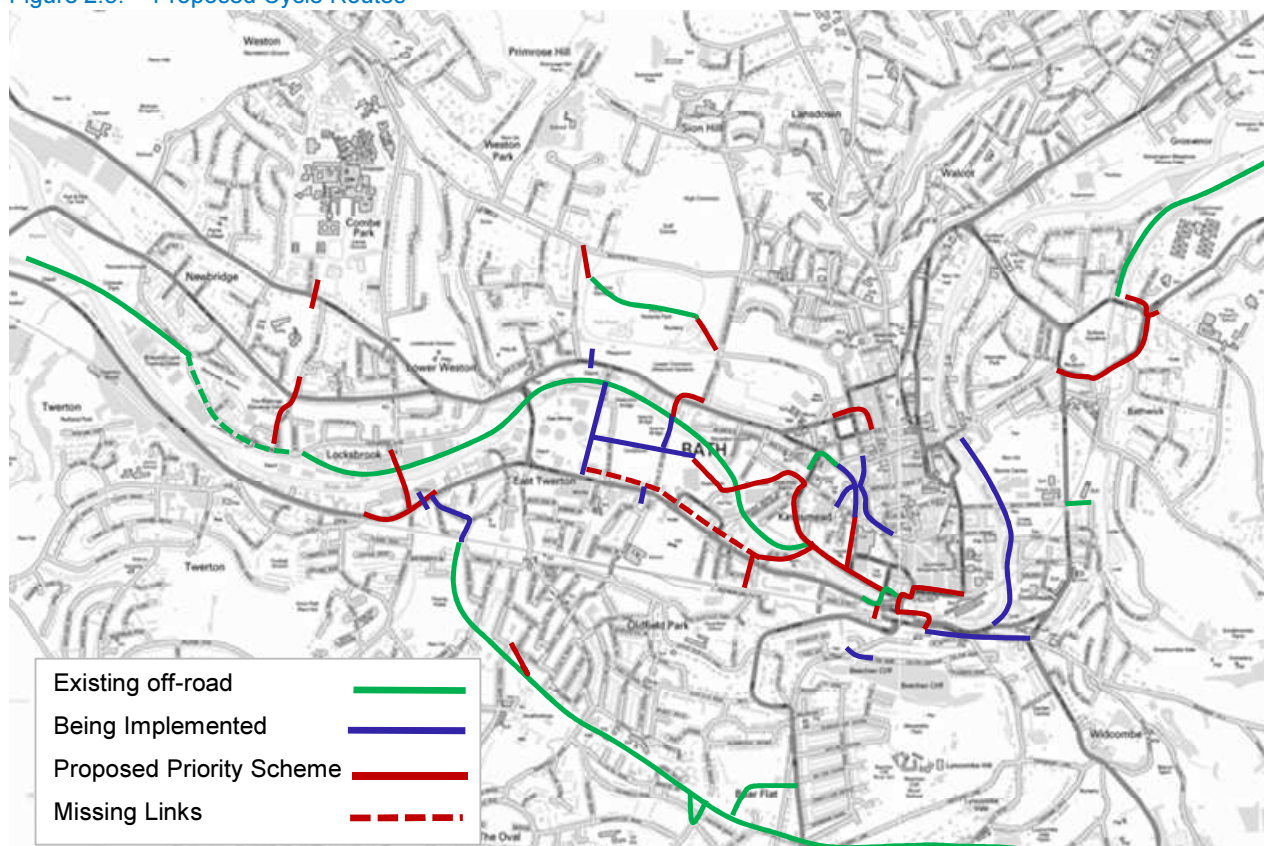
2.1.4 Cycling – Building on Potential

Cycling is having a huge resurgence across the country. There is a network of routes around the city which need to be coordinated to form a coherent network, ironing out conflicts with vehicular traffic and attracting new cyclists. The topography of parts of the city is a deterrent to some would-be cyclists but many corridors are more conducive to regular cycling. It is also a healthy means of travel which also contributes to improved air quality if cycling can substitute for car journeys. A riverside route through the Enterprise Area would be very suitable for cycling.



Figure 2.5 below shows cycle route improvements that should be considered as priorities, to complement the existing routes and those being implemented, to create a basic network of high quality routes.

Figure 2.5: Proposed Cycle Routes



Measures to increase the number of cycling trips and to improve quality of the cycling experience include schemes at specific junctions, designated routes, direction signing, secure cycle parking and training for new or returning cyclists. In addition, the provision of shower facilities at workplaces as travel plan measures will support regular cyclists. The use of cycles to access other modes is becoming increasingly important. Extensive cycle parking is available at Bath Spa station but is less evident at other stations and security is a key issue. Enabling cyclists to use secure parking at bus stops should also be considered; this would extend the journey possibilities for many who do not wish to cycle longer distances or for whom it is impractical to do so.

The number of cyclists is increasing (shown by mode share surveys) but journeys can be very individual. Improvements need to involve route audits where appropriate and local knowledge from users, building on the dialogue that is taking place and developing an extensive network of routes. Further mode share surveys, user satisfaction surveys and casualty records will indicate the effectiveness of the measures proposed.

Specific measures will include:

- Linking together existing and planned cycle schemes to give a basic network of high quality routes in the short term;
- Develop the network in the medium to long term, taking into account the recent review undertaken by Sustrans;

- Overcoming problem locations e.g. junctions where cyclists are vulnerable;
- Reducing traffic levels on certain routes to create an environment that is conducive to cycling;
- Provide additional secure cycle parking at workplaces, leisure facilities, rail stations, city centre locations;
- Workplace shower facilities; and
- An inclusive training programme.

Recommendation: That cycling be promoted through better cycling routes with appropriate infrastructure where needed, building a cycling culture for people of all abilities.

2.1.5 Traffic Management – Reducing the Intrusion of Vehicles

Traffic management does not necessarily imply more engineering. Making traffic flow more easily may involve new approaches with fewer junction controls and a subtle approach that suits the settings. However, managing traffic is also linked with where people want to go for which parking is a key determinant. Hence rearranging the supply of parking will influence the decision to drive. Additional parking in the core of the city is not really an option because space is scarce and more traffic would be undesirable. Instead, parking within walking distance of all the main destinations should be available. The Council have shown that a comprehensive approach to parking is effective and forms a sound approach for future measures.

Measures to restrict traffic, such as that using Pulteney Bridge, can be highly effective. Such measures need to be considered in the wider context to understand the implications for other parts of the city. Accordingly, a Traffic Management Plan for the city centre is proposed that will provide the context for management measures and to co-ordinate individual initiatives. The Plan will set out co-ordinated measures including traffic signal control, parking management through signing and the parking policy of reducing the supply of central area spaces, accommodating walking and cycling more conspicuously and other measures to improve traffic flow while deterring vehicle movements for which an alternative is available.

Through traffic is perceived to be a problem. This includes traffic with both an origin and destination outside the city which has no purpose in Bath and should use other routes. There is also an element of internal through traffic i.e. vehicle movements that start on one side of the city and finish on another and so use the city centre, estimated to account for 12% of all city centre traffic. These journeys contribute to congestion and some could be made by other means.



For streets to function effectively, enforcement of regulations needs to be effective. This includes loading and parking controls and ensuring that Blue Badge holders can access designated parking spaces.

Technology can be deployed to direct motorists to parking spaces (extending the existing variable message signing), to manage traffic signals in a coordinated way and to inform transport users about current conditions on trains, buses and roads. Managing information can be a useful tool, particularly when there are events such as sports fixtures.

Car sharing can be initiated through workplace travel plans. This reduces the number of vehicle movements, reduces pressures on parking and reduces travel costs for individuals.

Traffic delays occur where demand exceeds the road space available and is often associated with motorists seeking parking spaces, an obstruction or similar incidents. Some detailed junction analyses have been undertaken which show the delays incurred to traffic and other road users, particularly pedestrians. Improving options to avoid driving into the central area will help to reduce traffic levels.

In the longer term additional road links could be considered to overcome the limited options presented by the current road network. A comprehensive approach to traffic management will help make journeys more reliable, evidenced through traffic speed data and user satisfaction surveys.

Measures will include:

- Development of a city centre traffic management plan;
- Setting principles
 - Removing gyratories ;
 - Removing traffic signals where possible;
 - Creating shared spaces ;
- Addressing strategic and local 'through traffic' (around 12% of volume) especially heavy vehicle enforcement; and
- Traffic management related to development sites e.g. Enterprise Area.

Recommendation: Vehicle movement should be better managed, particularly in those parts of the city where there is least space available.

2.1.6 Development Requirements – Promoting Sustainable Development

A number of development options are being presented. The emerging Core Strategy is identifying the locations where development can take place, refining this through the Placemaking Plan to specific sites. These can be designed to add to the economic success of the city and reflect its heritage. Inevitably, there are concerns that new development will generate more traffic but this is not necessarily the case; other means of travel are available, travel demand can change and some journeys will involve relocation. New activities can be the stimulus for better transport, particularly if they make buses more viable and add to the walking and cycling options.

The Enterprise Area (EA) is a major opportunity to develop sustainable transport by design, linked to the city by walking routes, cycling routes and bus links and containing the demand for travel by car. This is likely to focus on walking as the prime means of access to employment at the city centre parts of the area, supported by new river bridges. Bus access will also be needed along the east-west axis (possibly linking to parking at the periphery) and a network of cycle routes will help people to make journeys. Containment within the site or within the city, enabling people to live and work within one community, will reduce the

demand for longer distance travel, particularly by car, although this will depend on the type of jobs available. Transport is a fundamental consideration in the delivery of the Economic Strategy. Without coherent and attractive transport links, Bath will not be an attractive location for development. Striking a balance between car use and other access will influence the design of developments and there is a strong case for proposing high quality mixed development with a strong emphasis on access by walking, rail, bus and cycling. This would be appropriate in the Bath context and offer office, retail and residential accommodation that is different in quality and experience from locations elsewhere.



The process of masterplanning for the EA is at its early stages but discussions have taken place regarding its likely form and content. Evidence from previous Transport Assessments is helpful and further technical analysis will help to define the development in terms of the number of trips that it is expected to generate, their distribution and the modes of transport that could be expected to provide access. Evidence will be obtained from traffic flows, surveys of the number of pedestrians, cyclists and bus users and the extent to which travel plans have been effective. The planned EA includes a variety of land uses including office, retail and residential. It is expected that the office component will be at the eastern end of the site nearest the city centre, enabling many journeys to be made by walking or cycling to the centre and Bath Spa rail station, adding to the walking network and becoming part of an extended central area.

As other development takes place along the river, notably housing, the creation of riverside walking and cycling opportunities and new crossings of the river will create new connectivity. A new bus service will connect those parts of the EA furthest from the centre. Developing the office and employment activities initially would help establish the area as part of the city centre and hence its timing is closely related to that of Park and Ride expansion. Determining the wider parking strategy with the creation of additional Park and Ride spaces is an essential requirement for the EA. Developing housing progressively within the EA will allow travel patterns to develop incrementally.

Specific measures will include:

- Ensuring that development sites have sustainable transport options through design, planning conditions such as travel plans and limited car parking;
- Designing for sustainable transport in the Enterprise Area: strong and attractive walking and cycle routes to the city centre and Bath Spa and Oldfield Park stations, secure cycle parking, good links to bus services;
- Integrating new sites within the city by incorporating routes that link to established routes and destinations;

- Proportionate and complementary parking provision in new developments: link to off-site P&R capacity; and
- Developing appropriate parking standards.

Recommendation: That the Enterprise Area is developed as part of an integrated approach with strong sustainable transport links to the city centre and rail stations. The development should focus initially on office and related development at the eastern end of the site and have limited car parking. Subsequent housing development should also focus on accessibility by non-car modes.

2.1.7 Car Parking – Managing Supply

Parking is a key determinant of journeys and can be managed accordingly. It is proposed to continue the progress made in Bath to relocate long stay parking at Park and Ride sites, thus reducing vehicle movements into the constrained city centre. This underlies the efforts to reduce the impact of traffic and, while Park and Ride alone will not provide the solution, it is a valuable component of the wider strategy. It enables long stay spaces to be relocated at the periphery which creates options for the central area – converting long stay to short stay spaces or reducing capacity in favour of other land uses while reducing traffic levels. This works in favour of economic activity and is a more efficient use of scarce space in the centre, presenting opportunities to improve the walking environment. The overall supply of parking can be maintained with increases in Park and Ride capacity offsetting reductions elsewhere.

A large number of parking spaces have been taken away or relocated from the city centre over the years, with complementary expansion of the Park & Ride sites. This includes over 3,000 long stay on-street spaces as part of the residents parking schemes introduced in 2000/2001 and the 320 spaces at Royal Victoria Park no longer being available for free all-day parking (introduced in 2013).

This has not been detrimental to the local economy and has helped to reduce traffic levels and shows that parking resources can be managed more effectively. It will be desirable to withdraw more off-street spaces over time in tandem with expansion of the Park and Ride offer. The closure of Avon Street car park will mean that over 600 spaces are displaced, whilst the reduction in the city centre could be higher if other car park sites are developed as part of the Enterprise Area.

The increase in parking demand in the future has been estimated based on the predicted number of additional jobs and houses that will be created in the city. The calculation of demand is outlined in Table 2.1 which is based on estimating the increase in car commuting trips into the centre.

Table 2.1: Estimated Increase in Commuter Parking Demand

	Bath Residents		External trips	Total
	Centre	Outer Area		
New housing	3,000	4,000		7,000
Employees per dwelling	0.9	1.03		
Residents who work in centre	69%	32%		
New employees in centre	1,863	1,318	3,819	7,000
Car mode share to centre	12.4%	24.6%	63.8%	
New car trips to centre	231	324	2,436	2,992
Travel to work on average day	80%	80%	80%	
Parking demand	185	259	1,949	2,393

Allowance has also been made for an increase in non-commuting parking demand in the future (retail, tourist and visitor trips). Car park surveys in 2009 showed that around 13% of vehicles using city centre car parks and 43% using Park and Ride were commuters. By applying these figures to the total transactions for each type of car park, an estimation of the number of spaces occupied by commuters was made as shown in Table 2.2 (based on interview surveys and assuming that all commuters would be parked at the time of peak occupancy).

Table 2.2: Existing Peak Weekday Occupancy (November 2011)

Location	Total Users	Spaces used by Commuters	Spaces used by Non-Commuters	Total Spaces used
City Centre	3,380	439	1,346	1,785
Park & Ride	2,496	1,073	643	1,716
Total	5,876	1,513	1,988	3,501

If a 10% increase in non-commuting demand is allowed for, this results in the demand for an additional 199 spaces, giving a total expected increase of 2,592 spaces.

However, it is expected that increased use of non-car modes will reduce the overall parking demand in the future. Allowing for a 10% reduction in the additional future demand (259 spaces) and 10% reduction in existing commuting demand (151 spaces) gives an estimated net increase in demand of 2,182 spaces.

From the November 2011 parking surveys, the maximum occupancy was higher on Saturday than on weekdays, with a total of 3,998 spaces occupied (in the centre and at Park & Ride) representing 87% of the available capacity. By comparison, the maximum weekday occupancy was 3,482 spaces. If it is considered that the figure for Saturday represents the effective capacity of the car parks, there is spare capacity of 516 spaces on a weekday (when car parks operate at over 85% of capacity, congestion starts to occur due to vehicles searching for a space).

Since 2011, increased capacity has or will be provided by expansion of the existing Park & Ride sites:

- 390 spaces at Lansdown (completed February 2013);
- 230 spaces at Odd Down (completed November 2012);
- 248 spaces at Newbridge (planning permission received November 2013);
- 868 additional spaces in total.

However, as part of the planned redevelopment of sites for the Enterprise Area some city centre parking spaces may be displaced. Their replacement in the city centre will need to be considered within the strategy as a whole.

With the possible reduction in city centre parking capacity, greater use of Park & Ride will need to be made and encouraged, particularly for those staying three hours or more. However, good provision for shorter stays should remain in the city centre, whilst aiming to reduce traffic levels in the centre itself. All car trips into the city centre requiring parking could then be directed to the nearest car park on the edge of the centre, based on their incoming route:

- Southgate for trips from the south and east;
- Podium for trips from the north; and
- Charlotte Street for trips from the west.

With the above system, the need for traffic to pass through and circulate around the city centre should be reduced.

It may also be desirable to support 'informal' Park and Ride where car users can park at peripheral locations and use existing bus services to complete their journeys. This could be developed through workplace travel plans to inform people about the options, working with the owners of potential car parks such as pubs or supermarkets where spaces may be available during the day and gaining the support of bus operators.

Other parking issues include enforcement of regulations, a necessity to avoid obstruction of streets and to ensure that spaces are available to as many users as possible. Residents' parking schemes also form part of the picture.

Car park user surveys have been used to provide origin information and also show qualitative aspects of the parking offer. These have covered both central area car parks and Park and Ride and indicate the origins of users and their views on the parking offer. This baseline data can be compared with future survey data to assess the impacts of the parking strategy, particularly in terms of user satisfaction.

Recommendation: Car parking is a central feature of the strategy, enabling other components to take effect. The policy of reducing central area public parking and expanding long stay capacity at Park and Ride sites should continue, enabling greater emphasis to be given to walking, cycling and bus services in the historic core and on key corridors.

2.1.8 Park and Ride – Providing Long Stay Parking Capacity

Park and Ride is well-established with three sites in operation for the city. These are popular as evidenced by high levels of use and help to reduce vehicle movements into the city centre. Relocating long stay parking from the centre to park and ride is achievable although there is a revenue implication if Park and Ride is priced at a lower level than central area parking and the supply of the latter declines. A site to the east would complete the picture, allowing people to choose not to drive into the centre and thus contribute to a better city environment. Data shows that many trips originate from the east and that some motorists choose to use the Park and Ride facilities at Odd Down and Lansdown in the absence of a facility to the east. A designated site will need to be adopted, enabling bus and/or rail links to serve the city centre. The

three existing park and ride sites may need to be expanded further; work has recently commenced on the expansion of the Newbridge facility. There may be scope to reassess journey patterns, for example taking account of the expanded Newbridge provision, orientating some Park and Ride services to the hospital (as the Odd Down P&R buses do) or other destination rather than or in addition to the city centre.

The established Park and Ride sites are well used and often full. Data shows that most users use the site nearest to their approach to the city but that some may divert from Lansdown and Odd Down to a new site to the east if available. Users comprise commuters and visitors/shoppers and collectively account for around 1.2 million vehicle trips every year (to and from the city centre). Evidence has been obtained from surveys of current Park and Ride users including identification of their journey origins. Traffic count data has been used to assess the effects of Park and Ride on radial routes. It is suggested that further work is needed to identify how the additional demand can be accommodated.

Recommendation: That further work is required to establish the need for increased Park and Ride capacity as part of a wider parking strategy and to undertake a detailed assessment of sites to the East of the City.



2.1.9 Bus Services – Making Better Use of Services

Bus services in and around the city are numerous and generally of good quality. The new bus station provides a focus for a wide range of services and many buses are accessible to everyone. Improving bus services is about much more than the buses themselves – it is about understanding how, when and why people travel and providing buses to meet those needs. One bus can substitute for many car journeys in the city. Working with bus operators will determine the most appropriate ways to build the market through straightforward ticketing, new information provision and services that meet the needs of local people during the day and into the evenings.

The apparently declining core market for buses is a concern which will need to be addressed given that bus is the most realistic option for many journeys beyond reasonable walking or cycling distance, or for those people who are unable or unwilling to walk or cycle. The Greater Bristol Bus Network is a concerted effort to generate growth in bus use through improved services supported by new infrastructure, the principles of which could be applied to Bath.

A number of initiatives have aimed to improve the quality of bus services in terms of journey reliability and punctuality but problems of unpredictable traffic conditions and high fare levels persist alongside negative perceptions of the bus offer which will need to be overcome if demand is to be stimulated. Measures that can help include the widespread availability of real time service information and journey planning tools. Funding from the Department for Transport's Better Bus Areas scheme is enabling the introduction of measures to help bus movements in the London Road corridor. There are also plans to introduce a bus lane on the A36 Lower Bristol Road on its approach to Windsor Bridge Junction. The recent experimental changes in Dorchester Street are designed to ensure that buses are not delayed entering and exiting the Bus Station. The widespread adoption of smartcard and other forms of easy payment will help show how bus travel can be made more attractive and also provides valuable data for operators about users' travel habits.



The number of bus users has remained relatively constant in recent years – based on data for the number of users – but the number of concessionary users has increased. This indicates that the number of regular fare-paying users has declined, despite the improvements to services and infrastructure introduced through the Bath Transport Package.

Specific measures will include:

- Bus network improvements including infrastructure e.g. evening services;
- Better multi-media service information (joint initiative between operators, the Council and users);
- Smart ticketing, as being introduced currently and mobile phone ticketing;
- Revised fares structures, especially for inter-urban services; and
- Scope for additional priority measures e.g. at junctions.

Recommendation: Improved bus services, with ticketing and other improvements and measures to improve reliability, will provide alternative travel options to car use, promoted through travel plans and comprehensive marketing.

2.1.10 Travel Plans

Travel plans can contribute to people understanding their travel options and moving towards sustainable modes. Workplace travel plans for major education and workplaces including those in the Enterprise Area will need to identify sustainable transport options. This may include better travel information to widen choice, changing the opening times of shops, offices and businesses to help spread peak demand and measures to enable the uptake of public transport use.

The impact of travel plans can be demonstrated by lasting changes in travel behaviour, supporting sustainable travel choices and reducing peak time car travel. Information has been obtained regarding existing travel plans and experience from other parts of the country indicates how travel plan initiatives can be successful in reducing car dependency. For example, the University of Bath's travel plans show a reduction of 7.5% in staff sole occupant car trips in two years.

Specific measures will include promoting travel plans through a travel forum:

- Workplaces;
- Education establishments;
- Healthcare and Royal United Hospital catchment issues;
- Rail stations/neighbourhoods.

Recommendation: Travel plans should be promoted for all main activities in the city to support a move from car use to other means of travel:

- **Travel plans will be built into the planning process;**
- **Existing plans will be refreshed for workplaces and education establishments;**
- **Travel need for healthcare, particularly the Royal United Hospital will be considered;**
- **Access to rail stations (currently around 100 trains per day serving Oldfield Park and 340 serving Bath Spa) will be reviewed; and**
- **Travel plans will be developed working with transport providers: train and bus operators, cycle shops, etc.**

2.1.11 Taxis

Taxis are important for people who cannot access buses or who are unfamiliar with the area or require specific destinations.

Recommendation: Maintain the taxi network as part of the wider range of transport options.

2.1.12 Rail – New Services and Opportunities

Options for train travel are expected to widen as changes are made to rail infrastructure and services. For journeys to Bristol, the Wiltshire towns and beyond, rail will be a more attractive option. Improved access to the local stations will become more important. Consequently existing provision within Bath will need to be reviewed to determine if it can meet potential future need and is accessible.

Given the scope of the rail network, it is possible that improvements outside the area will support more train travel such as the creation of new stations in Wiltshire (including Corsham and Royal Wootton Bassett) or the Bristol area, enabling people to access rail services more easily.

The timing of changes to the rail network is critical in that electrification of the Great Western Main Line from London to Bristol and beyond presents the opportunity for future options to be included, provision for which will not be possible subsequently. Given the high cost of rail infrastructure, plans need to be fully justified and robust. Changes to routes with two trains per hour diverted from Bristol Temple Meads to London Paddington via Bristol Parkway and two per hour via Bath Spa opens up new capacity. In addition, the proposed MetroWest network envisages the upgrading of services across a wide area with more frequent trains between Bath and the Bristol area. Rail and ride opportunities need to be considered as part of this process

Continued co-operation between local authorities will help maximize the benefits of the substantial changes to the rail network. Improved links with the Bristol area will support the growth of Bath while working with Wiltshire Council and train operators will help to improve services between Bath and Bradford on Avon, Trowbridge, Warminster, Chippenham and Westbury.

The number of rail users is at an all-time high according to station surveys and more people can be expected to use the local network when wider journey options become available, such as the West of England Metro for which some information is available. Business cases including demand and revenue forecasts will be needed to justify proposals on the rail network.

Specific measures will include:

- Improved walk/cycle/bus access to Bath Spa and Oldfield Park, including from the Enterprise Area;
- Service improvements and journey opportunities on electrified main line and MetroWest network;
- Increasing capacity of existing trains e.g. Trowbridge line;
- Further work is required to examine the potential for new stations and rail and ride options or improvements to existing stations; and
- Station capacity management e.g. event days.

Recommendation: The growth in rail capacity and the range of services available as part of the Great Western Main Line electrification scheme and the development of MetroWest will support significantly more rail journeys. Access to local stations will need to be improved and new stations may be appropriate. Better services should be promoted to link Bath with the west Wiltshire towns.

2.1.13 Coaches – Supporting the Economy

Visitor coaches are a strong contributor to the economy. The Roman Baths is a key destination with over 350,000 visitors arriving by coach each year. The need to close the Avon Street coach park requires both a short term solution and a permanent solution. This also needs to consider options for loading/unloading coaches in the city centre. Orange Grove has been altered to create a high quality public realm and accommodates some bus services including tours hence is no longer available for large numbers of coaches

The Bath Christmas Market attracts visitors in considerable numbers, many of whom arrive by coach; the summer season also sees a rise in the number of coaches visiting the city. Over 80 may arrive in a single day and accommodating this number has been difficult. With the relocation of the coach park, ample space needs to be available to accommodate peak demand or other options will need to be considered such as the suspension of on-street car parking bays in some locations to enable overflow coach parking at certain times.

Many coaches originate in London/South East as shown by survey data and all require access in the city within a short distance of the main attractions. Avon Street coach park has insufficient space for the number of coaches arriving and at least five bays are required in the city centre. Dialogue with visitor attractions indicates that coaches are a major component of their success but that an easily accessible unloading point in the city centre is essential, which is linked to a more remote coach parking facility where coaches will park up after dropping the visitors within a City Centre location.

Specific measures will include:

- Identification of City centre coach set-down/pick-up facilities;
- Identification of replacement coach parking facilities;
- Management of pre-booked arrivals;
- Peak demands for market / festivals / events may need additional capacity.

Recommendation: That coaches continue to be promoted as an important means of bringing visitors to the city. Further work is needed to identify suitable facilities for coach drop off and pick up and replacement coach parking facilities.

2.1.14 Freight Movements – Better Management

Freight movements are essential to keep the economy moving. A consolidation centre has been established for city centre retailers which has reduced vehicle movements dramatically but more businesses could be involved which would enable it to operate without subsidy. From the initial involvement of around 30 businesses, several hundred will be needed to make the scheme a commercial proposition. This could be supported through further dialogue with potential users but also an understanding of possible traffic management and enforcement changes such as restrictions on loading and unloading, emissions standards or vehicle size/weight limits. Electric delivery vehicles and cycle delivery of parcels could be promoted for the city centre.

Loading and unloading restrictions are in place but are contentious – businesses cannot always specify delivery times or incur additional costs to meet the on-streets constraints. While many businesses operate with specific delivery arrangements, problems can result from smaller delivery vehicles, notably the expansion in parcels and courier services and also one-off activities such as builders' vehicles which can cause obstructions. These are difficult to manage but a permit scheme limiting access to pre-defined times and locations may be desirable if the problem becomes widespread.



Food and other retail deliveries are becoming more popular as internet access increases. This has generated delivery van activity but not necessarily a reduction in visits to shops as people view potential purchases before the transaction is made from home, particularly for one-off purchases. However, the timing of retail visits may be changing as internet shopping becomes more widespread.

Although overall the number of heavy vehicles is small, their impact can be considerable so enabling the use of smaller vehicles has significant benefits. Evidence has been sought from city centre management, representing retail activities in particular. However, large vehicles such as those on London Road do not wish to negotiate the city's streets unless they have a particular need to be there.

Specific measures will include:

- More cycle deliveries;
- Consolidation centre used for more businesses;
- Possible out-of-hours deliveries;
- P&R retail collection points;
- Working partnership with businesses and operators;
- Press the Highways Agency to take measures to remove heavy lorries from the city and
- Restricted unloading hours with enforcement (experimental schemes).

Recommendation: That freight movements be considered more fully, working with businesses and operators, particularly to promote consolidation of deliveries and to better manage loading and unloading arrangements.

3. Delivering the Strategy

3.1 Community Engagement

The strategy will be successful only if local people are engaged in its development. This emerging strategy has involved dialogue with a number of interests but a much wider engagement programme will ensure that people understand and support the proposed strategy. This process needs to involve a wide range of stakeholders from transport operators and users, the business community, local residents and interest groups. Local employers will need to be involved as well as those already engaged as development takes place and the economy grows.

The consultation and engagement process will be aligned with the Placemaking Plan that will set out the location and type of developments that are planned for the city.

Neighbouring local authorities will need to be involved, particularly the Greater Bristol authorities and Wiltshire Council, for initiatives involving road traffic and rail options.

The initial phase is to gauge reaction to the principles contained within the strategy prior to putting forward detailed proposals that will result in their implementation.

3.2 Priorities and Programme

The strategy is intended to generate significant changes in travel behaviour and mode share. It also needs to be deliverable. Generating major benefits for the economy, community and environment is achievable in the spirit of the vision and offers the potential to make Bath an exemplar city for sustainable transport.

Walking is a major component of the strategy with widespread benefits and requires an extensive programme of works including signing, lighting, footpath and footway improvements, better lighting and improved crossings. Parking and traffic management measures will require a phased approach while development sites may take many years to complete.

Ideally all proposed measures should be progressed together. However, some proposals are easier to deliver than others and will involve more procedures such as Traffic Regulation Orders or planning consent. Some proposals may have long lead times which require extensive planning. However, some have been given a high rating for priority, reflecting their extent of their expected benefits. Detailed costings are unavailable at this stage but some schemes will have wide coverage even if the component schemes are relatively small; for example, a programme of walking route improvements may involve a large number of small schemes throughout the city.

3.3 Monitoring and Key Performance Indicators

A comprehensive set of base data will need to be collected prior to any measures being put in place in order to allow detailed before and after studies to be undertaken. The impacts of the strategy will need to be measured on a regular basis and assessed for their contribution towards the objectives. A comprehensive series of data will need to be collected on a regular basis that will indicate changes over time, although more specific assessments may be needed in response to particular measures.

Specific KPIs will include:

- Number of vehicles/delays/traffic growth;
- User satisfaction;
- Air quality;
- Modal share: shift to walk/cycle/bus/train/car share;
- Parking demand and distribution;
- Accessibility indices; and
- Successful delivery of development sites.

A Delivery Plan will be produced with a five year profile against which continuous improvement can be demonstrated. This will be subject to annual review and the complementarity of measures will also be considered.

3.4 Outcomes

Delivering this strategy will address the defined objectives through improved travel choice to reduce the number of car journeys, hence reducing the impact of traffic and improving air quality. The local economy will be enhanced through easier access on foot and cycle and to improve the visitor experience. Quality of life will be improved with a more attractive city, supporting a culture of sustainable travel enabled by a comprehensive programme of community engagement. This will enable investment and development to take place, building on sustainable travel throughout the city.

All the measures outlined above need to be delivered in combination to address the strategy objectives – there are no individual or simple solutions.

If delivered effectively, it will achieve the following:

- Improved travel choices;
- More business opportunities and higher productivity;
- Fewer car journeys, healthier lifestyles;
- Reduced carbon emissions, addressing climate change;
- Better air quality, improved safety and health;
- Sustainable development and delivery of Core Strategy – Placemaking Plan; and
- Improved experience for residents and visitors

The implementation of the measures proposed will influence Bath in a positive way over a number of years – changing the culture of the city to be a leading proponent of walking and sustainable transport is a shift requiring behavioural change. However, the effects could be transformational with a new emphasis on the historic fabric and layout of the city, enabled by a strong walking tradition supported more cycling and better use of trains and buses. The city pre-dates cars but vehicles have gradually come to dominate the streets to the detriment of the environment and the economy. Bath should be Europe's prime example of a sustainable transport culture.

3.5 Targets

Setting targets requires confidence that the measures planned will be delivered and that they are realistic ambitions. Given the apparent mode share currently, it is reasonable to assume that the mode share of walking can be increased from the 2001 recorded level of 35% for people living and working in the city to at least 40% by the target date. This will require a commensurate reduction in car driver trips to less than 30% of the total compared with the current 39%. Similarly, the proportion of rail users can be expected to increase along with cycling trips.

3.6 Next Steps

To be successful, the strategy will need to be the subject of a public engagement programme so that as many people as possible feel they have a stake in the outcomes. The emerging principles for the Enterprise Area will need to be formed around sustainable transport to ensure that it can be accommodated in an integrated way appropriate to its context in the city. Other sites included in the Core Strategy will also need to be considered with transport as a central consideration.

For the measures adopted in the strategy, refinement will be necessary both to define the technical requirements and to programme the necessary processes and approvals.

Bath & North East Somerset Council		
MEETING	Cabinet	
MEETING	14th May 2014	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2643
TITLE:	Award of Contracts for Supported Bus Services	
WARD:	All	
AN OPEN PUBLIC ITEM WITH EXEMPT MATERIAL		
List of attachments to this report:		
Appendix A – Schedule of tenders received and recommended awards (exempt)		
Appendix B – Shopper Service Consultation - Schedule of responses received		
Appendix C – Pre Tender Consultation - Schedule of responses received		

1 THE ISSUE

- 1.1 To agree the award of contracts for supported public transport services operating in rural parts of Bath & North East Somerset.

2 RECOMMENDATION

The Cabinet is asked:

- 2.1 To agree that Appendix A is an exempt item and is not for publication, by virtue of paragraph 3 of Schedule 12A of the Local Government Act 1972.
- 2.2 To confirm the changes to contract services as set out at 5.9 below.
- 2.3 To note the tender prices received as set out in Appendix A, and to agree the award of contracts as recommended in 5.10 below.

3 RESOURCE IMPLICATIONS

- 3.1 The net total budget for public transport services in 2014/15 is £956k. Included in this total are a number of contracts with a net annual value of £217,601 that expire in August 2014.
- 3.2 The service changes and contract awards detailed in sections 5.9 - 5.10 below incur a net annual cost of £196,917 and enable the 2014/15 budget to be met,
- 3.3 The changes occur part way through the year and the saving of £12,066 achieved in 2014/15 will be retained as a contingency in case of any further changes to the commercial bus network and to allow for any variation in

revenues on gross cost contracts where the Council is exposed to revenue risk on an increased number of services.

- 3.4 The recommended awards are based on the most economic and effective application of Council funds, including compliance with quality criteria.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1 The duties of the Council in respect of provision of supported services derive from Section 63 of the Transport Act 1985 which states (63.1(a)):

“....it shall be the duty of the council to secure the provision of such public passenger transport services as the council consider it appropriate to secure to meet any public transport requirements within the area which would not in their view be met apart from any action taken by them for that purpose”

Section 63.5 of the Act allows the council to enter into agreements providing for service subsidies, but this power is exercisable only where the service in question would not be provided without subsidy.

- 4.2 There is therefore no statutory obligation on the Council to provide supported bus services and they are thus a discretionary item of spend. Where provided, however, supported services must not compete with commercially operated services.
- 4.3 Local bus services are a crucial lifeline for many people, and especially for those members of the community who are older, younger, disabled, seeking a job or on a low income. Where services cannot be provided by the commercial sector, the ability of the Council to retain support contracted services enables access to employment, retains links to retail and leisure activities, reduces car dependency and protects rural communities.
- 4.4 Surveys of passengers on the daytime bus services in this tender round indicate that two thirds of passengers are female, and that nearly 60% are aged 60 or over. These groups would be disproportionately vulnerable to reductions in supported bus services.

5 THE REPORT

- 5.1 The contracts expiring in August 2014 have a current value of £217,601, representing nearly one quarter of the total spend on supported services in Bath and North East Somerset.
- 5.2 A consultation exercise was carried out in June and July 2013 to help inform a review of the days of operation of the one day a week “shopper” services (see section 10 below) that are part of this group of contracts. The results of the shopper service consultation were included in a further consultation on the whole set of services included in the tender round.
- 5.3 There were relevant changes to commercial bus services that took place at the same time as the tender round. The First 379 service, which operated hourly between Bristol and Radstock, was extended to Bath and re-routed to serve Old Mills Tesco in Midsomer Norton. In consequence, this provides a much more

frequent bus service between Clutton and Radstock and Clutton and Bath, trips which are currently also provided by the tendered 768 service.

- 5.4 This increased commercial provision, and the obligation on the council not to provide bus services in direct competition with commercial services, gave an opportunity to review the route and timings of the 768 service, and this was included in the further consultation on the whole set of services included in the tender round.
- 5.5 Surveys were undertaken on the services, and the specifications for services were drawn up in the light of the consultation responses, survey data, and other information available to the Public Transport Team
- 5.6 The contract specifications developed as a result of this exercise included a number of options that operators were requested to price. These included the enhancement of services to low floor operation where appropriate, and costs for provision of a reduced level of service where demand was observed to be low.
- 5.7 Analysis of contract revenues and patronage was undertaken to forecast future revenues and enable evaluation of gross cost bids. In all cases bidders were required to tender on a gross cost (revenue paid to the authority) and net subsidy basis (revenue retained by the operator) for each contract bid.
- 5.8 Tender documents were published on 6th December 2013, and responses required by 21st January 2014. A total of 7 operators tendered for one or more contracts each. The average number of bids per contract was 2.2, in line with the national average for bids per contract for supported services.
- 5.9 It is proposed that services shall be amended as follows:
 - 5.9.1 Service 668 (Midsomer Norton – Keynsham – Bristol). The day of operation is moved to Monday instead of Tuesday. The Tuesday journey on service 636 (Whitchurch – Keynsham) which is part of the same contract is also moved to Monday.
 - 5.9.2 Service 757 (Combe Hay – Peasedown – Midsomer Norton). The service operates on Wednesday only but will no longer provide a return trip to Bath. The bus is used to provide an additional journey on service 636 instead.
 - 5.9.3 Service 768 (Clutton - Writhlington -Timsbury – Englishcombe – Bath) is amended to remove the section of route between Clutton and Midsomer Norton (5.9.4 below refers). The service continues from Midsomer Norton to terminate at Farrington Gurney.
 - 5.9.4 Service 185 (Thursdays) will be extended to start at Clutton and service 754 (Mondays) will be re-routed through the centre of Clutton village. These measures will provide an alternative facility on two days a week for passengers who currently use service 768 from the eastern part of Clutton.
- 5.10 On the basis of the bids received (see Appendix A) it is proposed that contracts shall be awarded as follows:

- 5.10.1 A five year contract to operate service 672 (Blagdon – Chew – Bristol) during the daytime (Monday – Saturday) will be awarded to Bugler Coaches on a gross cost basis.
- 5.10.2 A five year contract to operate the service 672 (Bristol – Chew – Blagdon) 1810 departure from Bristol (Monday – Saturday) will be awarded to Bugler Coaches on a gross cost basis
- 5.10.3 A five year contract to operate service 768 (Farrington Gurney - Writhlington -Timsbury – Englishcombe – Bath) on Monday-Saturday will be awarded to Citistar on a net subsidy basis
- 5.10.4 A five year contract to operate late evening services 267 between Bath and Frome will be awarded to First on a net subsidy basis
- 5.10.5 A five year contract will be awarded to Somerbus to operate the following shopper services on a net subsidy basis
 - 5.10.5.1 Service 668 (Midsomer Norton – Keynsham – Bristol) and service 636 (Whitchurch – Keynsham) on Monday only
 - 5.10.5.2 Service 683 (Keynsham – Wells) on Tuesday only
 - 5.10.5.3 Service 757 (Combe Hay – Old Mills Tesco) and service 636 (Whitchurch – Keynsham) on Wednesday only
 - 5.10.5.4 Service 185 (Clutton - Paulton - Trowbridge) on Thursday only, and
 - 5.10.5.5 Service 640 (Bishop Sutton – Keynsham) and service 636 (Whitchurch - Keynsham) on Friday only
- 5.10.6 The following services will be operated by the Bath & North East Somerset Council in-house fleet utilising vehicles that are primarily used for home-school transport.
 - 5.10.6.1 Service 754 (Hinton Blewett – Clutton - Radstock) on Mondays only
 - 5.10.6.2 Service 752 (Hinton Blewett – Chew Magna - Corston- Bath) on Wednesdays only

5.11 The projected annual cost of the above awards is £196,917. This represents an annual saving of £20,684 compared to the current costs of the services of which £12,066 is achieved within 2014/15. This is retained as a contingency against further changes in the commercial bus network and to allow for any variation in the revenue achieved by gross cost contracts.

6 RATIONALE

6.1 The current days of operation of shopper services require more vehicles to be available on Tuesdays than other days of the week. The change to the current day of operation of service 668 detailed at 5.9.1 above allows better utilisation of a suitable sized vehicle, and therefore attracts better value bids from operators.

- 6.2 The reduction of service between Combe Hay and Bath on service 757 detailed at 5.9.2 above has arisen because of the low usage of this service. The time saved is used to provide an additional journey between Whitchurch and Keynsham on the popular service 636, further offering a longer duration stay in Keynsham as requested during the consultation. Residents of Wellow have access to the Community Bus, which operates regular services to Bath for its members, and the Shoscombe / Combe Hay / South Stoke FareCar service on 4 days per week.
- 6.3 The adoption of the revised timetable for service 768 detailed at 5.9.3 above allows the service to operate a standard daily timetable and does not require the additional vehicle that currently provides additional services on Tuesdays and Thursdays only.

The service to Bath from Clandown, Camerton, Timsbury and Englishcombe is currently restricted except on Tuesdays and Thursdays. An improved service to Bath from these villages under the new timetable will operate six days a week.

The new service will further provide 5 trips each day between Writhlington and Bath whereas currently only four trips per day operate, except on Tuesdays and Thursdays.

The new service will provide a regular Monday-Saturday daytime off-peak return journey between Farrington Gurney and Bath, a journey that is currently only possible by changing buses in Bristol.

There will, however, be a loss of some direct links to Paulton Hospital, although this will be accessible by changing to frequent 82/178/379 services at Old Mills Tesco. In some cases community transport may be a better option for door-to-door transport to the hospital and the SWAN Advice Network Volunteer Transport Scheme already provides such transport for a number of clients in the area.

Some residents of Clutton village may find the 379 service stops on the A37 more remote from their homes than the 768 service that stops in the centre of the village. The changes to services 185 and 754 (5.9.4 above) will retain a facility from the Station Road area of Clutton to Midsomer Norton and Radstock on Mondays and Thursdays.

On balance the benefits of the new link to Farrington Gurney and improved journey opportunities for large sections of the route are considered to outweigh the reductions in some aspects of the service. The new timetable operating at the same times each day is expected to be easier for passengers to remember, and there is a significant financial saving from no longer needing to contract additional services on Tuesdays and Thursdays.

7 OTHER OPTIONS CONSIDERED

- 7.1 Consideration has been given to retaining the existing timetable of 768 services, but it is considered inevitable that the re-routing of the more frequent 379 service between Clutton and Midsomer Norton Tesco and Bath will reduce patronage on the 768 service.

- 7.2 A reduced timetable was considered for the evening 267 service featuring withdrawal of the last bus from Bath to Frome at 2310. This service is largely used by residents of Somerset, but there would be only a small financial saving and therefore the current timetable of services is retained.

8 CONSULTATION

- 8.1 In June 2013, in advance of developing specifications for the tender round, details of the one day a week “shopper” services were sent to all Ward councillors and Parish Councils, as well as local bus operators and other stakeholders.
- 8.2 The consultation asked for views on the appropriate days of the week for operation of the services. Surveys were also undertaken of passengers using these services. The responses are summarised at Appendix B, together with data on patronage levels of the services.
- 8.3 Most users were happy with the existing days of week that services operated. The consultation responses did, however, include some recognition that the Council needed to be cost effective in its support for tendered bus services. Changes to operating days of certain services were therefore incorporated in the main consultation on the tender round in October 2013
- 8.4 In October 2013 in advance of developing specifications for the tender round, details of the background to the tender, service specific proposals, patronage levels, and subsidy costs were sent to all Ward councillors and Parish Councils for the areas through which the services operated, as well as local bus operators and other stakeholders.
- 8.5 The responses to this consultation process in respect of the current contract awards are summarised at Appendix C, together with a commentary on the responses.

9 RISK MANAGEMENT

- 9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.
- 9.2 The award of gross cost contracts increases the revenue risk borne by the Council. This risk is taken, however, on established contract services that have a stable pattern of usage. Service revenues are monitored throughout the year to identify any adverse trends at an early stage and to enable corrective action to be taken. A contingency is maintained to protect against loss of revenue in the future.

Contact person	Richard Smith 01225 477604
Background papers	
Please contact the report author if you need to access this report in an alternative format	

Access to Information Arrangements

Exclusion of access by the public to Council meetings

Information Compliance Ref: LGA-674-14

Meeting/Decision: Cabinet

Date: 14th May 2014

Author: Richard Smith

Report/Appendix:

Award of Contracts for Supported Bus Services

Exempt Appendix A – Schedule of tenders received and recommended awards

Appendix B – Shopper Service Consultation - Schedule of responses received

Appendix C – Pre Tender Consultation - Schedule of responses received

Appendix A to the Report contains exempt information, according to the categories set out in the Local Government Act 1972 (amended Schedule 12A). The relevant exemption is set out below.

Stating the exemption:

- 3. Information relating to the financial or business affairs of any particular person (including the authority holding that information).*

The public interest test has been applied, and it is concluded that the public interest in maintaining the exemption outweighs the public interest in disclosure at this time. It is therefore recommended that Appendix A to the Report be withheld from publication on the Council website. The paragraphs below set out the relevant public interest issues in this case.

Public Interest Test – Evaluation of Tenders

If a Decision Maker wishes to consider a Report / Appendix relating to a Single Member Decision in private, they must be satisfied on two matters.

Firstly, they must be satisfied that the information contained within the Report / Appendix falls within one of the accepted categories of exempt information under the Local Government Act 1972.

Paragraph 3 of the revised Schedule 12A of the 1972 Act exempts information which relates to the financial or business affairs of any particular person (including the authority holding that information). There is information set out in the Appendix which relates to the financial and business affairs of both the Council and the tenderers for supported bus services. The Council's Information Compliance Manager has confirmed that this information falls within the exemption under paragraph 3.

Secondly, it is necessary to weigh up the arguments for and against disclosure on public interest grounds.

Public interest factors for withholding:

The Appendix contains commercial information detailing the range of options open to the Council in respect of the supported bus services contract. It is important that the Council is able to protect its commercial position in this matter while the options are considered and progressed.

Negotiations with the various tenderers have not yet been finalised. It would prejudice the Council's commercial position to make information about the ongoing negotiations available, until such time as those negotiations are complete.

Public interest factors for disclosure:

The Council considers that most of the factors suggested by the Information Commissioner as being relevant to an assessment of public interest apply to this information. Disclosure would:-

- further public understanding of the issues involved;
- further public participation in the public debate of issues, in that disclosure would allow a more informed debate;
- promote accountability and transparency by the Council for the decisions it takes;
- promote accountability and transparency in the spending of public money;
- allow individuals and companies to understand decisions made by the Council affecting their lives and assist individuals to challenge those decisions;

Reasons why the public interest favours withholding the information:

The Council has a fiduciary duty to gain best value on behalf of tax payers in respect of its business transactions. Disclosure of this information would

prejudice the Council's bargaining position in respect of the contract and bid values, thereby introducing the possibility that the Council may not gain best value on behalf of taxpayers, and this is not in the public interest. It would also prejudice individual companies bargaining and economic positions whilst the tender process is ongoing.

The successful completion of this transaction will provide positive community outcomes. It is therefore in the public interest to ensure the Council has every chance of attaining a positive result in respect of the transaction.

The Appendix refers to unresolved issues about which the Council hasn't yet formed a final view - there is an important public interest in the Council being able to consider these issues in private.

It is important for public authorities to have some measure of 'private thinking space', and that they are able to share important information with Members tasked with representing the local community.

Once the contracts have been awarded, it is likely that this information will be less commercially sensitive than at the current time. Accordingly the Council will then be willing to consider disclosure of the information in response to any requests, and in line with its duties under Freedom of Information legislation.

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 754 (Monday only) Somərbus Hinton Blewett - Bishop Sutton - Farrington Gurney - Midsomer Norton - Radstock	Response From TravelWatch SW	Response from Citistar	Response from Stowey Sutton PC
Is Monday the best day of operation for this service?		Might be some clash with Chew Magna pensioners lunch club on Mondays Note interworked vehicle with 777	
If this service was to operate on one additional day of the week, which day would be best, and why?			Would want services to Bishop Sutton to operate on different days of the week
Other points raised by consultee	TWSW would be interested in understanding level of demand for the service	Doubts whether sufficient patronage to justify an extra day	

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754 Survey Summary (21 per day)

Patronage:

10 Passengers on inward trip, 11 Passengers on return leg; all travel to/from MSN/Radstock
largest origin/destination en route is Chew Magna

67% of passengers prefer same day of travel, varying responses for other days of week

Loadings support community transport scale of operation

Schedule L suggests 685 passengers in 12 months to June '13 = 13 pax/day

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 768 (Tuesday & Thursday) CT Coaches Clutton - Radstock - Priston - Englishcombe - Bath	Response From TravelWatch SW	Response from Citistar	Response from Emma Askew
Are Tuesday and Thursday the best days of operation for this service?		Considers a consistent daily journey pattern would be more appropriate	Not necessarily
Would an alternative pattern of service, such as Monday and Thursday be suitable?			Probably yes
Other points raised by consultee	Clutton-Radstock not required following 379 introduction. Make timetable more customer friendly. Concern over vehicle capacity on 0915 ex Writhlington	Clutton village could be served by extending 185 or 754 now 379 introduced	Particular concern over retention of core commuter travel services
	Response From Cllr Jeremy Sparks	Response from Timsbury Environment Group	Response from Englishcombe PC
Are Tuesday and Thursday the best days of operation for this service?		Ideally kept as they are because local residents familiar with timetables	Majority of parishioners prefer service to remain as it is
Would an alternative pattern of service, such as Monday and Thursday be suitable?		Would be feasible to change if timetables well publicised	Some responses indicate Tues & Fri or Mon & Thu could be acceptable
Other points raised by consultee	Noted that this is the only Clutton-Bath service at present		

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

768 Survey Summary (28 per day)

Patronage:

28 Passengers on 4 journeys.

09:15 ex Writhlington where all 10 passengers go to Bath (3 could use other services)

10:15 ex Bath has 5 passengers (1 could use other services)

11:47 ex Clandown has 9 passengers (6 could use the 379)

12:40 ex Clutton has 4 passengers (1 could use other services)

89% of passengers prefer same day of travel, varying responses for other days of week

23 of 28 passengers use concessions.

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Schedule L suggests 4155 passengers in 12 months to April '13 = 83/week or 42 pax/day

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 683 (Tuesday only) Bugler Coaches Keynsham - Whitchurch - Chew Magna - Blagdon - Wells	Response From TravelWatch SW	Response from Citistar	Response from Chew Magna PC
Is Tuesday the best day of operation for this service?		Should operate Wednesdays and divert to serve Bishop Sutton and West Harptree	
Should this service operate instead on Wednesday to serve Wells on market day? If so it would no longer connect with the Weston Super Mare service (134) at Blagdon. Is this important to you?	TWSW would support a shift to Wednesday operation if user surveys were in favour	No passengers noted as transferring from 134 on to 683. Problems with maintaining 683 connection due to poor reliability of 683	Mixed response with some parishioners preferring Wednesday, others use Tuesday trip for dentist visits. Concern over loss of connection to WsM
If this service was to operate on one additional day of the week, which day would be best, and why?		Saturday is also market day in Wells	

683 Survey Summary (34 per day)

Patronage:

21 Passengers on inward trip,
2 within Keynsham, 1 from Keynsham to Chew stoke, 2 from Ubley to Blagdon, 2 from Ubley to WsM. 14 to Wells
13 Passengers on return leg;
10 from Wells, others were returns of Chew Stoke-Keynsham (1) and Blagdon-Ubley (2)
Keynsham origin passengers using alternate services to return

50% of passengers prefer same day of travel, Wednesday or Friday are other preferred days.

Schedule L suggests 1745 passengers in last 12 months to June '13 = 39 pax/day (after adjusting for no service days at Xmas)

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 668 (Tuesday only) Somersbus Midsomer Norton – Radstock - Timsbury - Keynsham - Bristol	Response From TravelWatch SW	Response from Citistar	Response from Timsbury Environment Group
Is Tuesday the best day of operation for this service?		Should not clash with 768 extra services (Tu & Thu)	Ideally kept as they are because local residents familiar with timetables
If this service was to operate on one additional day of the week, which day would be best, and why?	Would support operation on Friday as an additional day		Would be feasible to change if timetables well publicised

668 Survey Summary (24 per day)

Patronage:

11 Passengers on inward trip (inc. 3 from Westfield to Bristol and 1 within Bristol) others travelling from villages to Keynsham & Bristol

13 Passengers on return leg; (inc. 5 within MSN/Radstock and 1 within Bristol)

75% of passengers prefer same day of travel, 25% not worried about day

Loadings support community transport scale of operation

Schedule L suggests 1401 passengers in 12 months to June '13 = 27 pax/day

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 757 (Wednesday only) Somersbus Midsomer Norton – Radstock - Peasedown - Wellow - Bath	Response From TravelWatch SW	Response from Citistar
Is Wednesday the best day of operation for this service?		
If this service was to operate on one additional day of the week, which day would be best, and why?		Friday was traditional day of operation (although benefitted from Peasedown Orchard Way passengers) Extra day should focus on Bath trips rather than MSN Tesco
Other points raised by consultee	Available time in Bath should be increased from 1.5 hours Retain a Tesco return trip for villages on Wednesday but introduce Bath shopper trips on Tues & Fri with 2.5 hrs in the city	
	Response from Cllr Neil Butters (forwarded from Wellow PC)	Response from Wellow Community Bus group
Is Wednesday the best day of operation for this service?		
If this service was to operate on one additional day of the week, which day would be best, and why?	If changed from Friday then Monday was favoured by local members	Monday or Friday would be best days
Other points raised by consultee		Notes that 757 focus on MSN & Radstock service whereas WCB focus on Bath services

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

757 Survey Summary (35 per day)

Patronage:

16 Passengers on first trip travelling to Radstock (4) and MSN (12)

17 passengers return from MSN/Radstock to villages with 1 passenger picked up at Shoscombe for Bath

Return from Bath carries 2 passengers (1 Shoscombe, 1 Bath)

Most support for an additional service on Fridays.

Loadings support community transport scale of operation for travel to/from Bath

Schedule L suggests 1756 passengers in 12 months to May '13 = 34 pax/day

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 752 (Wednesday only) B&NES ES Bishop Sutton - Chew Magna – Marksbury – Corston - Bath	Response From TravelWatch SW	Response from Citistar	Response from Stowey Sutton PC
Is Wednesday the best day of operation for this service?		If 683 moves to Wednesday this should move to Thursday	
If this service was to operate on one additional day of the week, which day would be best, and why?		Saturday – for younger people	Would want services to Bishop Sutton to operate on different days of the week
Other points raised by consultee	Available time in Bath should be reduced to 1.8 hours	Extend start to Blagdon Concern over vehicle capacity	

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752 Survey Summary (20 per day)

Patronage:

- 10 Passengers on inward trip (Pensford main point of origin (5)
- 10 Passengers on return leg; all travel to/from MSN/Radstock
- largest origin/destination en route is Chew Magna

60% of passengers prefer same day of travel, Tuesday or Thursday preferred for alternate days

Loadings support community transport scale of operation

Schedule L suggests 906 passengers in 12 months to June '13 = 17 pax/day

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 185 (Thursday only) Somersbus Paulton - Midsomer Norton - Radstock - Trowbridge	Response From TravelWatch SW	Response from Citistar	Response from Paulton PC
Is Thursday the best day of operation for this service?	Weekly Wednesday market in Trowbridge is growing	Well established, with concern over overloading	Yes
If this service was to operate on one additional day of the week, which day would be best, and why?			Once per week only is acceptable
Other points raised by consultee	Available time in Trowbridge should be reduced to 2.5 hours	Consider extending to serve Peasedown if operated on another day	

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 640 (Friday only) Somersetbus Bishop Sutton – Chew Magna – Keynsham	Response From TravelWatch SW	Response from Citistar
Is Friday the best day of operation for this service?		Yes – well established
If this service was to operate on one additional day of the week, which day would be best, and why?		
Other Issues raised	TWSW would be interested in understanding level of demand for the service	
	Responses from Compton Dando PC and Harriet Dottridge (PC member)	Response from Stowey Sutton PC
Is Friday the best day of operation for this service?	Yes but other days of week could be considered. Friday allows weekend shopping	
If this service was to operate on one additional day of the week, which day would be best, and why?	Reasonable spacing preferred – e.g Tues or Weds	Would want services to Bishop Sutton to operate on different days of the week
Other Issues raised		

640 Survey Summary (35 per day)

Patronage:

18 Passengers on inward trip, (17 to Keynsham, 1 from Chew to Woollard)

17 Passengers on return leg; (as above)

Spread of views for an extra day service.

Schedule L suggests 1726 passengers in 12 months to June '13 = 33 pax/day

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Shopper Service Consultation Responses & Survey Summary**

Service 636 (Tuesday & Friday) Somerbus Whitchurch - Keynsham	Response From TravelWatch SW	Response from Citistar	Response from Whitchurch PC
The days of operation of this service are linked to operation of the 668 (Tuesday) and 640 (Friday). If this service was to operate on one additional day of the week, which day would be best, and why?	Improved services regularly requested by users		
Other points raised by consultee	Increased time in Keynsham would be beneficial	Wednesday or Thursday through service to Bath beneficial Longer time in keynsham beneficial Alternatively link Keynsham & Whitchurch to Whitchurch Asda, Imperial Park, Hartcliffe Morrisons +/- Bedminster	Concern over any potential reduction in the 636 service

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636 Survey Summary

Tuesday (20 passengers per day)

10 Passengers on inward trip, (inc 5 from Stckwood and 2 from Hengrove)

10 Passengers on return leg; inc 2 between Hengrove and Stockwood, 4 to Stockwood

Friday (24 passengers per day)

12 Passengers on inward trip, (ave 6 from Stckwood and 2 from Hengrove)

12 Passengers on return leg; as above for returns

Thursday preferred if an extra day is available

85% of passengers prefer same day of travel,

Schedule L suggests 2236 passengers in 12 months to June '13 = 22 pax/day

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**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Responses from Elected representatives			
Service	Response from	Key Points	Comments
768	Cllr John Bull	I would like to see the 768 bus on Tuesday and Thursday retained as these services are so important to rural communities along the route	Noted. Existing service pattern tendered to assess value for money
768	Priston Parish Council	The discontinuation of the Tuesday and Thursday morning "extra" journey of the 768 (in Priston at 0944) will be much lamented. This is a very well supported service	Noted, and see above, but the facility provided by the Tue/Thu service is provided on a daily basis by the alternative timetable
768	Englishcombe Parish Council	<p>The Parish Council is delighted to see an increase in the usage of the 768 service.</p> <p>2 parishioners would like the Tuesday and Thursday additional journeys kept while another parishioner stated that they were happy with the revised timetable against a background of cuts.</p> <p>Are disappointed that there is not also a stop in town as it is a long walk to and from the bus station to the shops.</p>	<p>Noted, but see above.</p> <p>Noted, but there is no spare time in the timetable to extend journeys to High Street area. Numerous other services from Bus Station and Dorchester Street provide this facility</p>

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Responses from Elected representatives			
All	Corston Parish Council	No comment on proposals	
All	Keynsham Town Council	No comment on proposals	
267	Hinton Charterhouse Parish Council	The 267 bus is well used by a wide range of residents in the village (students, Councillors, the elderly, those going to the RUH etc.) who would not wish to see any significant decrease in services.	Noted
267	South Stoke Parish Council	<p>The Parish Council does not wish to see the last 267 trip at 23:10 from Bath discontinued. A number of our councillors live in Midford and pointed out that this trip provided them with the last opportunity to get home from Bath after an evening's entertainment. Without this trip it would become essential to drive into Bath, with all the issues associated with doing so.</p> <p>Again as residents of Midford they dispute the assertion that the service is almost exclusively used by residents of Somerset. They know from their own personal experience and from their contact with other residents, that the service is well used by both residents of Midford and Hinton Charterhouse.</p> <p>The Parish Council would also like to point out that Somerset residents using this service do so in order to use the shops and other facilities of Bath. They consequently contribute to the economic wellbeing of the City and this should be taken into account in the provision of this and other similar services.</p>	<p>Noted. Both service options tendered to assess value for money of the service</p> <p>Noted, but survey findings confirm that 80% of journeys are by Somerset residents and no B&NES residents used the last service on the day of the survey.</p>

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Responses from Elected representatives			
636	Whitchurch Parish Council	The Councillors of Whitchurch Parish Council are pleased that it is proposed to extend the 636 service from Whitchurch to Keynsham to three days per week instead of the current two.	Noted
672	Chew Magna Parish Council	Chew Magna Parish Council formally request that all bus services affecting our area are retained with no alteration. Could you also please advise if the bus services in Chew Magna will be low platform access?	All services are being tendered on the basis of low floor PSVAR 2000 compliant vehicles
338	Saltford Parish Council	Saltford Parish Council would like the late service on the 338 via Saltford to continue as there is no alternative service for Saltford.	Noted

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Operator Responses			
Service	Response from	Key Points	Comments
332	First	First wishes to operate these journeys commercially from March 2014 and will operate an almost identical timetable to present	Noted. Services removed from tender

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Operator Responses			
338	First	These journeys are becoming more commercially viable. I would welcome the opportunity for a <i>de minimis</i> payment to be paid at a similar level to the current subsidy to retain these journeys and also the new night journeys	Noted
267	First	First wishes to operate the 1820 ex Frome and 1930 ex Bath journeys commercially from March 2014 and would wish to tender for any remaining journeys	Noted, tender adjusted
All	Wessex	No specific comments to make from your documents	

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Operator Responses			
672	Citistar	<p>It would be beneficial for the tender for this service to be explicitly flexible where there is scope for operators to adapt the service to provide better coverage at lower cost. To this extent, perhaps the form of tender needs to be amended to make it clearer that revised timetables are acceptable?</p> <p>It would also be beneficial for operators to be able to submit simplified fare arrangements for the service.</p> <p>With regards to the current timetable, I believe an earlier daytime journey should leave Bristol to return to the villages as the current situation prevents shorter trips to Bristol and Bedminster.</p> <p>The city centre termini in Bristol should serve Broadmead in both directions, particularly that the service should pick up closer to Broadmead than the current stop on the Centre.</p> <p>The 0653 journey from Blagdon to Bristol on Saturdays should operate later in order to provide a more suitable arrival time in Bristol for Saturday workers , along with reduced running time between Dundry and Bristol.</p>	<p>Noted, but tender form of submission includes an option (Option C) for operators to combine tenders with other services</p> <p>Noted, the Council is open to discussion with winning bidder</p> <p>A partial return facility is provided by the 67 service, also supported by the Council</p> <p>Noted, but current routing is consistent through the day and serves commuters</p> <p>Noted but benefit of a consistent timetable is preferred</p>

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Operator Responses			
768	Citistar	<p>My comment on service 672 regarding a more flexible form of tender applies also to this service.</p> <p>I think you may be in danger of attracting criticism for the 1220 journey from Writhlington not commencing from Midsomer Norton as this does make shopping trips to MSN very lengthy from Writhlington and Clandown. This could be facilitated by looking at the running times on the 1129 journey from Bath which appear very slack (particularly Bath to Tunley), then running from Clandown to Radstock and MSN, serving Writhlington on the return journey.</p> <p>Running times at the Midsomer Norton to Farrington Gurney end look generous.</p> <p>Perhaps the service should terminate at Ham Lane / Chapel Close, Farrington Gurney in order to cover the whole village and call closer to the bungalows in this area.</p> <p>Timings on the 1708 journey from Writhlington to Bath look extremely generous.</p> <p>If the current Tuesday and Thursday journeys are withdrawn, careful thought will need to be given to the specification of the vehicle size as the current 0915 journey from Writhlington to Bath does overload on occasion.</p>	<p>Noted, see above</p> <p>Noted and agreed, timetable amended to serve MSN before Writhlington</p> <p>Not agreed</p> <p>Not agreed, involves additional time. Could be looked at in light of experience</p> <p>Noted</p> <p>Noted</p>

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Operator Responses			
757	Citistar	The section of route between Odd Down Park & Ride and Combe Hay should be retained as this is used by passengers most weeks who board at a farm along Combe Hay Lane.	Terminus is at St Gregorys School outside P&R site

Stakeholder Responses			
Service	Response from	Key Points	Comments
267	Travelwatch SW	TWSW local members claim that the last southbound journey is used by Bath and North East residents travelling to Hinton Charterhouse and Midford on Friday and Saturday evenings – if the cost of maintaining the last southbound trip on Monday to Saturday evenings is unaffordable, then consideration should be given to providing this particular facility on Friday and Saturday evenings only	Noted, but survey findings confirm that 80% of journeys are by Somerset residents and no B&NES residents used the last service on the day of the survey. Option will be considered in view of tender prices submitted
332 & 338	Travelwatch SW	TWSW local members are highly supportive of the retention of the current contracted journeys on these key inter-urban services	Noted

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Stakeholder Responses			
636	Travelwatch SW	TWSW local members are also highly supportive of the proposal to operate this direct bus service between Keynsham and Whitchurch on three days per week	Noted
757	Travelwatch SW	TWSW local members are strongly opposed to the proposal to withdraw the existing 'shopperbus' service which currently operates on Wednesday only between Combe Hay/Shoscombe/Wellow and Bath city centre. The TWSW local members would wish to see this particular facility retained between Bath city centre and Shoscombe with the service retimed to provide an arrival in Bath city centre not later than 1030hrs with the return journey departing approximately one hundred and fifty minutes later – these timings would be far more attractive to potential users than the current unsatisfactory timetable	Conflicts with objective of increasing service 636 above
768	Travelwatch SW	The proposed revised timetable is most unsatisfactory for residents of Farrington Gurney who wish to shop in Midsomer Norton or Radstock – is it possible for the Council to provide an additional journey on two days per week minimum to give residents of Farrington Gurney approximately two hours shopping time in either Midsomer Norton or Radstock, in addition to the existing journey opportunities on Monday only (excepting Public Holidays) on service 754 (Hinton Blewett – Radstock)	Noted and agreed Revised timetable developed for tender
672	Blagdon Transport Group	The 672 connection with Bristol is a real life-line for Blagdon and BTG would wish to see the service maintained and hopefully improved as soon as	

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Stakeholder Responses			
		<p>circumstances allow.</p> <p>The bus frequency on the route has reached a critically low level, making attendance at dental and GP surgeries in West Harptree and Chew Stoke or shopping in Chew Magna extremely difficult.</p> <p>BTG understands that N.Somerset contributes some revenue to the 672 service, thus helping to make it viable. We would venture to suggest that a more attractive timetable with increased bus frequency and extension of operational hours, coupled with some excellent promotional publicity, could result in passenger numbers(particularly of students and commuters) increasing significantly on this service. Indeed, BTG would be most eager to help with a publicity drive to promote the 672 service.</p>	<p>The service frequency has been unchanged since May 2009</p> <p>The support for promotion of the service is appreciated but an improved frequency would require additional vehicle workings. B&NES is unable to justify the significant extra cost that would be incurred by two buses being operated on the service. This cost would be at least £60,000 per annum extra</p>
267	Frome Public Transport Users Association	Concerned that the 2110 267 journey is too early for a last bus compared to other inter-urban services running from Bath. Note that the 2310 service is better patronised at the end of the week	Noted. Both service options tendered to assess value for money of the service

**TENDER NO. PT 1401 – Award of Contracts for Supported Bus Services
Pre tender Consultation Responses**

Public Responses			
Item	Response from	Key Points	Comments
768	Mrs R Woolley	Concern over inadequate time to shop in MSN, Radstock and Tesco for Greenvale Drive residents Concern over loss of service to Paulton for doctors and Hospital appointments	Noted and agreed - timetable amended in tender Noted, but 179 provides these services for Timsbury, although Greenvale Drive is more remote from stops.

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