

Cabinet

Date: Wednesday, 23rd June, 2021

Time: 6.30 pm

Venue: Council Chamber - Guildhall, Bath

Agenda

To: All Members of the Cabinet

Councillor Kevin Guy (Leader of the Council, Liberal Democrat Group Leader), Councillor Dine Romero (Cabinet Member for Children and Young People, Communities and Culture), Councillor Tim Ball (Cabinet Member for Planning and Licensing), Councillor Richard Samuel (Deputy Council Leader (statutory) and Cabinet Member for Economic Development and Resources), Councillor Sarah Warren (Deputy Council Leader and Cabinet Member for Climate and Sustainable Travel), Councillor David Wood (Cabinet Member for Neighbourhood Services), Councillor Tom Davies (Cabinet Member for Adults and Council House Building), Councillor Alison Born (Cabinet Member for Adults and Council House Building) and Councillor Manda Rigby (Cabinet Member for Transport)

Chief Executive and other appropriate officers
Press and Public

The agenda is set out overleaf.



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NOTES:

1. **Inspection of Papers:** Papers are available for inspection as follows:

Council's website: <https://democracy.bathnes.gov.uk/ieDocHome.aspx?bcr=1>

2. **Details of decisions taken at this meeting** can be found in the minutes which will be circulated with the agenda for the next meeting. In the meantime, details can be obtained by contacting as above.

3. **Recording at Meetings:-**

The Openness of Local Government Bodies Regulations 2014 now allows filming and recording by anyone attending a meeting. This is not within the Council's control. Some of our meetings are webcast. At the start of the meeting, the Chair will confirm if all or part of the meeting is to be filmed. If you would prefer not to be filmed for the webcast, please make yourself known to the camera operators. We request that those filming/recording meetings avoid filming public seating areas, children, vulnerable people etc; however, the Council cannot guarantee this will happen.

The Council will broadcast the images and sounds live via the internet
www.bathnes.gov.uk/webcast.

The Council may also use the images/sound recordings on its social media site or share with other organisations, such as broadcasters.

4. **Public Speaking at Meetings**

**** COVID alert:** From the 6 May 2021 all formal Council meetings of whatever nature must take place physically. However, we are constrained by health & safety considerations and social distancing measures. This means that room capacities are significantly reduced, and the visiting public may be prevented from entering a meeting room if it is at capacity. In this period, we encourage people to view the meeting online if possible. Further details are available from the Democratic Services team.

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.

Further details of the scheme can be found at:

<https://democracy.bathnes.gov.uk/ecCatDisplay.aspx?sch=doc&cat=12942>

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

6. **Supplementary information for meetings**

Additional information and Protocols and procedures relating to meetings

<https://democracy.bathnes.gov.uk/ecCatDisplay.aspx?sch=doc&cat=13505>

Cabinet - Wednesday, 23rd June, 2021

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 in the Notes

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 an **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 - 12)

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 13 - 14)

A list of Cabinet Single Member decisions taken and published since the last Cabinet meeting to note (no debate).

12. BATH CHRISTMAS MARKET (Pages 15 - 162)

The Bath Christmas Market transferred from Visit Bath to the Council in January 2021. With the expected lifting of social distancing measures in June, or at some point shortly after, the Council now needs to decide whether to proceed with planning and delivery of Bath Christmas Market in 2021, with the uncertainty over the pandemic and variants of concern entering the UK.

The Bath Christmas Market provides the gateway to an annual economic uplift for multiple commercial sectors such as accommodation, retail, hospitality and tourism in the B&NES region. The market gives a platform to local charities and supports community groups through a wide range of projects and local initiatives.

13. ACTIVE TRAVEL FUND SCHEMES (Pages 163 - 338)

The council consulted on three proposed active travel schemes in February and March this year. A decision needs to be made on whether those schemes should proceed to the next stage of consultation.

Two of the three schemes would be funded from the government's Active Travel Fund. The government, in recent funding announcements, withheld funds from authorities that did not submit bids or those that were considered weak. There are potential implications on future government funding for active travel schemes if they do not go ahead or if they are not built in accordance with the latest design standards.

This report outlines the results from the consultation, provides options and potential amendments to the proposals to take account of feedback from the consultation, and recommends next steps.

14. LIVEABLE NEIGHBOURHOODS (Pages 339 - 350)

At its meeting on 10th December 2020, Cabinet adopted the three Liveable Neighbourhood strategies (Low Traffic Neighbourhoods; Residents' Parking Schemes; and On-Street Electric Vehicle Charging Strategy). This report provides an update on work undertaken since that Cabinet meeting and recommends priority areas for liveable neighbourhood schemes.

The Committee Administrator for this meeting is Jack Latkovic who can be contacted on 01225 394452.

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BATH AND NORTH EAST SOMERSET

CABINET

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

Thursday, 20th May, 2021

Present:

Councillor Kevin Guy	Leader of the Council, Liberal Democrat Group Leader
Councillor Dine Romero	Cabinet Member for Children and Young People, Communities and Culture
Councillor Tim Ball	Cabinet Member for Planning and Licensing
Councillor Richard Samuel	Deputy Council Leader (statutory) and Cabinet Member for Economic Development and Resources
Councillor Sarah Warren	Deputy Council Leader and Cabinet Member for Climate and Sustainable Travel
Councillor David Wood	Cabinet Member for Neighbourhood Services
Councillor Tom Davies	Cabinet Member for Adults and Council House Building
Councillor Alison Born	Cabinet Member for Adults and Council House Building
Councillor Manda Rigby	Cabinet Member for Transport

1 WELCOME AND INTRODUCTIONS

The Chair (Councillor Kevin Guy) welcomed everyone to the meeting.

The Chair invited all Cabinet Members to introduce themselves.

The Chair also informed the meeting that speakers will have their opportunity to address the Cabinet before questions from public and Councillors.

2 EMERGENCY EVACUATION PROCEDURE

The Senior Democratic Services Officer drew attention to the evacuation procedure and health and safety notice.

3 APOLOGIES FOR ABSENCE

There were no apologies for absence.

4 DECLARATIONS OF INTEREST

There were none.

5 TO ANNOUNCE ANY URGENT BUSINESS AGREED BY THE CHAIR

The Chair used this opportunity to read out the following statement:

'Before we start the meeting proper, I'd like to give an update on the proposal to introduce charges for certain materials at our recycling centres.

As Leader, and as a common sense guy, I know how important it is both that we listen to residents and that we respond swiftly to changes in circumstance.

Two things have happened since the decision was made to introduce charges for rubble etc at recycling centres.

First, I was elected Leader and I reaffirmed that we are a listening council. Cllr Wood and I have listened to local residents and parish councils who say they are concerned about the unintended consequences of these charges.

Second, circumstances have changed. The government have launched a consultation about consistency in recycling services in England.

Bringing in charges now, only to change them later following government instruction, would be confusing for residents and would add to our officers' administrative burdens.

It would make no sense. And I'm a common sense kind of guy

*That's why I am announcing today that we are **putting on hold** the charges for rubble, plasterboard and tyres at recycling centres.*

Charges will not be introduced next week.

We will look again at how to make alternative savings to balance the Council's budget. As Liberal Democrats we pride ourselves on being the only party that balances the Council's books every year.

I'm pleased the government is seriously looking at new rules that would mean a 'win-win' for council taxpayers and DIY-ers whilst helping us deliver our recycling and climate emergency commitments.

It's time we started thinking differently about who pays for recycling. We need new funding streams so that council taxpayers in areas such as ours which prioritise recycling of a wide range of materials don't lose out.

So, we will also be lobbying central government for new legislation so that funding to recycle these materials comes from producers rather than council taxpayers.

There is strength in listening to different views, there is wisdom in changing our mind when circumstances change, there is integrity in balancing our books, and there's common sense in the pause to charging we are announcing today'.

6 STATEMENTS, DEPUTATIONS OR PETITIONS FROM PUBLIC OR COUNCILLORS

Malcolm Baldwin read out a statement [a copy of which is attached to the Minutes as Appendix 1 and on the Council's website] where he said that Low Traffic Neighbourhoods and their effective implementation will be a reflection of the positive aspirations for a cleaner, healthier and more economically energised city, for businesses and residents alike, and asked the Cabinet to be consistent with their narrative.

John Chapman addressed the Cabinet by expressing his concerns regarding Blue Badge parking spaces in the city centre and also access for wheelchair users in respect of the City Centre Security report that would be presented to the Cabinet on 23rd June 2021.

Cllr Jess David read out a *statement [a copy of which is attached to the Minutes as Appendix 2 and on the Council's website]* where she asked the Council to revisit its way of managing weeds, in particular usage of weed killers and when the Council cut grass verges and green spaces.

Bob Goodman read out a *statement [a copy of which is attached to the Minutes as Appendix 3 and on the Council's website]* where he expressed his views about the state of the Council and environmental issues in the area.

7 QUESTIONS FROM PUBLIC AND COUNCILLORS

There were 20 questions from Councillors and 1 question from members of the public.

[Copies of the questions and responses, including supplementary questions and responses if any, have been placed on the Minute book as Appendix 4 and are available on the Council's website.]

8 MINUTES OF PREVIOUS CABINET MEETING

RESOLVED that the minutes of the meeting held on Thursday 11th February 2021 be confirmed as a correct record and signed by the Chair.

9 CONSIDERATION OF SINGLE MEMBER ITEMS REQUISITIONED TO CABINET

There were none.

10 MATTERS REFERRED BY POLICY DEVELOPMENT AND SCRUTINY BODIES

There were none.

11 SINGLE MEMBER CABINET DECISIONS TAKEN SINCE PREVIOUS CABINET MEETING

The Cabinet agreed to note the report.

12 HERITAGE SERVICES REVISED BUSINESS PLAN

Councillor Richard Samuel introduced the report by saying that it was a very difficult year for Heritage Services. Tourism has largely collapsed in many parts of the

country and has affected almost every Council. Some of the Heritage Services staff members had to be furloughed for some time, whilst others had been redeployed in helping with food parcels and at the vaccination site at the Pavilion. In so many ways the health of the Council's finances are impacted by the Heritage Services; Roman Baths had over 1 million visitors before the pandemic and other sites, like Victoria Art Gallery, had also contributed to the Council's finances. This report is about looking forward and how the Heritage Services could return to a normal level of operation. The plan details the whole concept of proper business planning, looking ahead at the investment and numbers of visitors to Council's sites. In terms of the Fashion Museum – the National Trust was always likely to exercise its option to break the lease that the Council held for the Assembly Rooms. Therefore, a new site for the Fashion Museum would need to be acquired by March 2023. Councillor Samuel expressed his hope that a tangible proposal for a new site for the Fashion Museum would be an improvement in comparison to the current location.

Councillor Richard Samuel moved the recommendations.

Councillor Dine Romero seconded the motion by saying that Heritage Services, in normal times, have been the bedrock of the Council's finances. Heritage Services provided the lifeblood for the services this Council provides, especially for the most vulnerable in our community. Due to lockdown, the sudden loss of visitors has hit the area's economy hard during the last 15 months. Councillor Romero also said that she would be looking forward to a new location for the Fashion Museum within the city, and that she would be working closely with Councillor Samuel on this matter.

The rest of the Cabinet recognised the difficult 15 months that Heritage Services endured during the pandemic and lockdown, the importance of the location for the new venue for Fashion Museum, and the aim of the proposed Heritage Services Business Plan.

RESOLVED (unanimously) that the Cabinet agreed to:

- 1) Approve the Heritage Services Business Plan 2021-2026;
- 2) Confirm that it wishes Heritage Services to continue to work to the business principles agreed by the Council Executive in 2004, as amended;
- 3) Confirm that it wishes to relocate the Fashion Museum with a supporting Collections Centre subject to a satisfactory business case being prepared.

13 MODERN SLAVERY

Councillor Richard Samuel introduced the report by saying that there were still exploitation of people taking place in our society, in all places at all times, and that the Modern Slavery Act that was passed in 2015 was an attempt to try and shift the debate towards a position where this was unacceptable in the UK and our society. The Council has a small but important part to play in that role, and the Cabinet has been asked to sign up a statement that was attached to the report, which was about highlighting Council's commitment to tackling issues. The Council, as a big public service provider in Bath and East Somerset was trying to create an environment where Council officers, who were involved in Council procurement, begin to exercise the economic power that the Council has as a procurer of services, to drive out slavery in the supply chains that provide services to the Council. The Council's commitment would be to carry out research on the high-risk supply chain areas identified and draw up a plan on how to engage with key suppliers to find out what

they were currently doing to eliminate Modern Slavery in their sub-contracts. The Council would also consider how due diligence can be continued throughout the contract as part of good contract management and not just as part of a tender process. A process of auditing of supplier contracts would be developed.

Councillor Richard Samuel moved the recommendations.

Councillor Alison Born seconded the motion by welcoming the report and the statement.

Councillor Dine Romero welcomed the report and added that not so long ago she chaired a well-attended webinar about modern slavery, which included police representatives. Some people were not aware that modern slavery was happening on our doorsteps and Bath and North East Somerset Council would continue to fight against it. Councillor Romero invited everyone to contact the Council straight away if they had any concerns on this matter.

RESOLVED (unanimously) that the Cabinet agreed to:

Sign off and publication of the Council's Modern Slavery Statement 2021/2022 by the Leader of the Council and Chief Executive and publication in a prominent location on the Council's Website.

14 CORPORATE STRATEGY AND COVID RESPONSE UPDATE

Councillor Richard Samuel introduced the report by saying that this document should have appeared at the end of each year of the current administration. This report covered a two-year period due to the pandemic. Councillor Samuel added that he hoped that this report would be presented to the Cabinet again next year and at the end of this administration's term to summaries what was achieved corporately by the Council over the four-year period. This was quite a comprehensive report covering what has been done in such difficult circumstances, over the last 18 months. The Council has gone through an enormous amount of change in the last two years including a completely new senior management team.

The general public health response to COVID, had consumed a lot of time and energy and corporate capacity over the last year, and this was a priority for this Council.

Nevertheless, all of this has been achieved within the budgets that the Council set. Despite the massive hits, and cuts that the Council had to make in year two of the budget, and despite the government's underfunding of lost income, the Council did not find itself in a position like Luton Council, which relies very heavily on income from Luton Airport, because the government didn't meet the full cost.

Councillor Samuel concluded his introduction of the report by thanking the Council staff on behalf of the Cabinet

Councillor Richard Samuel moved the recommendations.

Councillor David Wood seconded the motion by saying that the report has shown how much had been achieved in two years despite adverse circumstances, but also showed how much could be done in the next two years. Councillor Wood drew attention to environmental issues in Northeast Somerset which have been taken forward, particularly in planning a new recycling centre in Keynsham. litter picking

blitz on the A roads and B roads of Northeast Somerset, and Council's commitment on fly tipping.

Councillor Tim Ball also welcomed the report and thanked the Council staff for the great work done during the pandemic. Councillor Ball added that it looked like business was going back to normal, and this administration would continue delivering its priorities despite the negative impact from the pandemic.

Councillor Sarah Warren also welcomed the report and highlighted that, despite the pandemic, the Council have continued to act on the climate emergency. The Council had conducted a range of webinars on this matter. The Clean Air Zone had started on 15th March this year, the first in the country outside London. The Council had also secured funding for redeveloping energy efficient homes, developed partnerships with local organisations around ecological emergency and worked with key local businesses on a more localised economy.

Councillor Dine Romero also welcomed the report by saying that funding for free school meals (FSM) has been secured for FSM provision during summer holidays. Councillor Romero said that she was immensely proud of the Council on delivering services to the residents during the pandemic.

RESOLVED (unanimously) that the Cabinet agreed to note the progress on the delivery of the Corporate Strategy and the Council's response to COVID-19 during 2020/21, the details of which are highlighted in the report.

The meeting ended at 7.50 pm

Chair _____

Date Confirmed and Signed _____

Prepared by Democratic Services

Bath & North East Somerset Council

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

published from 12-May-2021 to 14-June-2021

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>

RULE 16 Appendix G to Discretionary Rates Relief Policy

Update to the Discretionary Rates Relief Policy allowing for further discounts to be applied in 2021/22 financial year

Decision Maker: Cabinet Member for Economic Development and Resources

Decision published: 08/06/2021

Effective from: 08/06/2021

Decision:

The Cabinet Member agrees to approve the proposal relating to these reliefs in the attached Appendix G.

Lead officer: Rob Brunton

RULE 15 Proposed sale of land at East Keynsham for a planned Primary School

The report covers the background to the proposed transfer, identifies the benefits arising from this and addresses key financial, legal and other considerations.

Decision Maker: Cabinet Member for Economic Development and Resources

Decision published: 08/06/2021

Effective from: 08/06/2021

Decision:

The Cabinet Members agree that authority is delegated to the Head of Estates to complete the transfer of the asset at less than best consideration.

Lead officer: Hayley Ponsford

Community Equipment Service & Minor Adaptations Service

The report provides options for the procurement of the Community Equipment Service and the Minor Adaptations Service

Decision Maker: Cabinet Member for Adults and Council House Building

Decision published: 17/05/2021

Effective from: 25/05/2021

Decision:

The Cabinet Member agrees to:

Approve option C: To bring Community Equipment Services in house and procure the Minor Adaptations Service.

Wards affected: (All Wards);

Lead officer: Alison Elliott

Supported Housing Provision

Housing services are proposing to remodel and extend an existing council owned care home into supported housing to accommodate homeless households. This is at Theobald House Dartmouth Avenue Bath. The Council has a statutory duty to accommodate certain households when homeless and this proposal is to help meet this duty. The new supported housing will be able to accommodate up to eleven households who will be able to stay locally while they prepare for permanent rehousing. This provision will reduce the need to accommodate people in Bed and Breakfast accommodation which is often outside Bath and North East Somerset.

Decision Maker: Cabinet Member for Economic Development and Resources

Decision published: 13/05/2021

Effective from: 21/05/2021

Decision:

The Cabinet Members agree with:

- The development of a supported housing scheme, at Theobald House, Bath, to provide temporary accommodation for homeless households
- The funding for the scheme, as detailed in the report.

Wards affected: (All Wards);

Lead officer: Michael Chedzoy

Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Cabinet	
MEETING/ DECISION DATE:	23 June 2021	EXECUTIVE FORWARD PLAN REFERENCE:
		E 3280
TITLE:	Bath Christmas Market: Thursday 25 th November to Sunday 12 th December 2021	
WARD:	Kingsmead	
AN OPEN PUBLIC ITEM		
<p>List of attachments to this report:</p> <p>Appendix One: Bath Christmas Market Proposal to the Safety Advisory Group for Events</p> <p>Appendix Two: Bath Christmas Market Visitor Survey 2019</p> <p>Appendix Three: Bath Christmas Market Site Plan v3.3</p> <p>Appendix Four: Bath Christmas Market Budget</p> <p>Appendix Five: Bath Christmas Market Financial Overview</p> <p>Appendix Six: Risk Assessment and Key Decision Dates – Financial/Public Health</p> <p>Appendix Seven: Bath Christmas Market Equalities Impact Assessment</p> <p>Appendix Eight: Bath Christmas Market Sustainability Policy 2021</p>		

1 THE ISSUE

- 1.1 The Bath Christmas Market transferred from Visit Bath to the Council in January 2021.
- 1.2 With the expected lifting of social distancing measures in June, or at some point shortly after, the Council now needs to decide whether to proceed with planning and delivery of Bath Christmas Market in 2021, with the uncertainty over the pandemic and variants of concern entering the UK.
- 1.3 The Bath Christmas Market provides the gateway to an annual economic uplift for multiple commercial sectors such as accommodation, retail, hospitality and tourism in the B&NES region. The market gives a platform to local charities and supports community groups through a wide range of projects and local initiatives.

2 RECOMMENDATION

The Cabinet is asked to:

- 2.1 Approve the Bath Christmas Market for 2021, from Thursday 25th November to Sunday 12th December, as set out in **Appendix one** (SAGE proposal)
- 2.2 Approve capital budget of £27,200 funded from revenue for the purpose of financing 2021/22 improvements to chalets.
- 2.3 Approve the creation of a smoothing capital replacement reserve to be funded from annual profits.
- 2.4 Delegate to the Director of Place Management in consultation with the Cabinet Member for Children & Young People, Communities & Culture, SAGE and the Director of Public Health, key gateway decision dates on whether to:
 - (1) Scale back the plans
 - (2) Cancel the event

A decision-making framework incorporating Covid-19 related indicators, national guidance on Covid-19 restrictions and risk mitigation measures is appended at **Appendix six**. Decision dates will be aligned with financial milestones. This process aims to reduce both risk to public health and pressure on council budgets.

3 THE REPORT

- 3.1 The Bath Christmas Market is in its twentieth year, having been cancelled in 2020 due to the Covid-19 pandemic.
- 3.2 Bath Christmas Market is ranked in the top 10 in Europe. It attracts 400,000 visitors per year, with an estimated spend in the City of £32.5 million (2019). As well as supporting accommodation, retail and hospitality sectors the Market provides an economic uplift to visitor attractions in the winter months. 2019 Bath Christmas Market Visitor Survey is appended at **Appendix two**
- 3.3 Express planning permission is not required this year, due to changes in legislation which allows councils to deliver market events. Councils are permitted to use land for a market for up to 28 days until 31 December 2021. The dates of the market will be from Thursday 25th November to Sunday 12th December. A residents evening will be held on Wednesday 24th November. The dates reflect the ongoing covenant the market has with the city in that it shall not operate nor cause disruption to residents in the week leading up to the 25th December on any given year.
- 3.4 The proposed footprint of the 2021 Christmas Market is shown in **Appendix three**, Bath Christmas Market Site Plan v3.2. This shows the market will encompass a similar footprint to 2018/19 with the re-introduction of the areas around Bath Abbey. There will be a significant reduction in the number of chalets proposed from 205 to 161. This will allow greater free space to give visitors increased opportunity to move through the event site during traditionally busy periods.

- 3.5 Overall consideration will be given to the general layout of the market and performance areas will be situated only where static audiences do not impede or obstruct non-market pedestrian routes. With a reduction in chalets and increased footprint it will be possible to create 'content free zones' where visitors can find space away from the market. Creating extra space will give the public better access to the incumbent retail outlets, as well as entertainment zones across the footprint.
- 3.6 Due to the nature of the event, being open-access, prevents the restriction of number of visitors attending, although measures will be put in place to disperse footfall and encourage the public to visit mid-week.
- 3.7 As well as the usual attractions and retail offer, it would incorporate the elements of the 2020 Bath at Christmas campaign and work in partnership with Bath Business Improvement District and various external organisations to support cultural activations and events, coordinated through the B&NES Cultural Events Group. These would include indoor performances, carnival style processions, lantern parades and a festive programme of Arts. Shop fronts would be animated with festive themes where required to promote the high street regeneration programme. The event would be marketed 'in full' and messaging would encourage visitors to attend from both regional and national areas. There would be no intentional international marketing of the event in 2021
- 3.8 Several UK Christmas Markets have commenced their planning process for 2021, with some already opening applications for stall holders:

York Christmas Market - Advertised and open for stallholder applications

Edinburgh Christmas Market - Council approved two thirds of the plans, but part withheld Parliament Square section due to ongoing concerns around lack of accessible parking spaces.

Birmingham Christmas Market - Planning has started but Birmingham City Council will await further government advice before making a formal public announcement.

Liverpool Christmas Market - Advertised and open for stallholder applications

3.9 Management of Coach Parking

- (1) The Council manages up to 1,000 coaches during the 3 week period of the Christmas Market to ensure passengers have a safe and controlled location to board and alight and to minimise the impact of coaches on the network at this peak time.
- (2) New charges were introduced, through a Single Member Decision (E3253) to encourage operators visiting the Market on off-peak days to reduce the impact on the City and the network. See charges below:

Visit day	£ per seat
Monday	£1.00
Tuesday	£1.00
Wednesday	£1.25
Thursday	£1.25

Friday	£1.25
Saturday	£1.50
Sunday	£1.50

- (3) With the closure of Riverside Coach Park, coach drop off was relocated to on-street locations at Pulteney Road, Royal Avenue and the existing locations of Terrace Walk, James Street West and North Parade. These locations will be managed through a pre-booking system, charged per seat, as per above. All of these locations will be staffed to ensure safe management of passengers and coaches and to prevent coaches who have not booked from occupying these spaces.
- (4) Coaches will then be directed to one of 3 layover locations, sited at Odd Down Coach Park, Lower Bristol Road and Wellsway. These locations will also be manned.
- (5) The parking will be managed through the on-line booking system – MiPermit.

4 STATUTORY CONSIDERATIONS

- 4.1 Regulation 4 amends Class BA of Part 4 of Schedule 2 of the General Permitted Development Order to allow for the additional temporary use of land from 1 January 2021 to 31 December 2021.

5 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- (1) The Christmas Market is budgeted to be self-funded for the 2021/22 Market. From 2022/23 the Market is expected to generate a surplus, which will be reinvested back into future Markets and provide a sustainable income stream to the Council.

Year	Income	Expenditure	Reserves
2021	£699,150	£699,150	Nil
2022	£700,000	£650,000	£50,000
2023	£730,000	£660,000	£70,000

- (2) During the on-going Covid-19 response, there remains a significant financial risk to the Council. The 2021/22 target revenue is £651,150 that leaves a £48,570 deficit. This is due to higher operating costs to support social distancing and preventative measures, with funding sought from the Covid Outbreak Management Fund of £48,570 to bring the budget to a breakeven position. Please refer to the Budget at **Appendix four** which outlines the expenditure and income profile of the Market from 2021 to 2023. The Risk Profile, identified in the Financial Overview at **Appendix five**, demonstrates the key dates, alongside Public Health principles, and the decision-making process to limit the financial exposure of the Council.
- (3) If the event is cancelled due to COVID and outside of the Council's control the mitigations would be to access the non-ringfenced Covid Grant Funding to minimise the financial impact on the Council.

- (4) An estimated capital budget of £27.2k in 2021/22 is required to finance improvements to the chalets and will be funded by a revenue contribution through stallholder income in the first year. Annual capital expenditure is based on a three year cycle where expenditure is highest in year one and reduces in year two and again in year three.
- (5) A smoothing capital replacement reserve is proposed to balance future annual capital requirements. The average annual capital spend on chalets is estimated to be £10,000 in 2022 and £5000.00 in 2023 which will be an annual revenue contribution to the smoothing reserve. The reverse will then provide (or receive) the balance of funding to the actual requirement in any particular future financial year. It is proposed to set aside profits resulting from the 2021/22 Christmas Market to establish the working balance for this new reserve. Please refer to the Budget at **Appendix four** which outlines the expenditure and income profile of the Market from 2021 to 2023.

6 RISK MANAGEMENT

- 6.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision-making risk management guidance. This will incorporate a public health gateway decision-making framework that supports decision-making on the continuation, scaling back and cancelling of the Bath Christmas Market. National and local Covid modelling results will be used to inform our decision gateway dates. The framework complements national guidance and powers and will be kept under regular review. This will be appended in Appendix Six.
- 6.2 In addition, a full dynamic Risk Assessment will be undertaken in the planning and operational delivery of the event, which will be scrutinised as part of the Safety Advisory Group for Events process, prior to approval for the event to go ahead and in line with the Public Health timeline for decision-making.

7 EQUALITIES

- 7.1 An equalities impact assessment has been undertaken. The Council has a public sector equality duty, under the Equality Act 2010, to have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between different people carrying out their activities. This is appended in **Appendix seven**.
- 7.2 Bath Christmas Market is a free public access event open to all members of the public and consideration has been given to those with limited mobility and/or impairments.
- 7.3 Visitors attending the market who may have limited mobility due to impaired vision, loss of hearing or require the use of a wheelchair or walking aid, the appointed security company will be asked to provide "Mobility Helpers" who will offer help to members of the public with accessibility requirements. The Mobility Helper will be able to step into a stewarding role in the event of an emergency or incident. The Mobility Helper will be briefed to be familiar with the event layout, content and general directional information as required to enhance the visitor

experience at the event and to provide a vital role in the event of an incident requiring management of members of the public with limited mobility.

8 CLIMATE CHANGE

8.1 Sustainability sits at the heart of Bath Christmas Market, and year-on-year, we look to improve its approach to economic activity, environmental responsibility and social progress, ensuring the Market is a leader in event sustainability for the Bath and North East Somerset region and to achieve carbon neutrality by 2030.

8.2 The organisers recognise that by embedding sustainability into the planning and delivery of Bath Christmas Market, we can improve efficiency as well as minimise the impact on the environment.

8.3 A copy of the Market's Sustainability Policy is attached at **Appendix eight**

9 OTHER OPTIONS CONSIDERED

9.1 Four scenarios were given consideration and presented to Renewal Board for comment. It was decided that scenario 3 would be selected. Scenarios 1, 2 and 4 are presented below:

9.2 ***Scenario 1: Repeat of 2020's 'Bath at Christmas' event.***

Detail: Small to medium scale festive event working in partnership with Bath BID, Bath Festivals and a local artisan market provider. Event would include a light trail, small artisan market, small carnival style processions with lanterns and musicians as well as some indoor cultural events curated by Bath Festivals. Christmas animation of vacant units in Milsom Quarter, working in partnership with businesses including Milsom Place and local artisan food consortiums.

Economic benefits: Low: Not enough content to encourage large ingress of visitors or overnight stays in the city. Some small-scale dispersal of footfall through the city would be achieved but the event would be incidental to the general festive atmosphere at this time of the year.

Community benefits: Medium: The event encourages some local community groups and schools to participate.

***Risk to Public Health:** The event itself will not attract large numbers of visitors from outside of the region and content is spaced out across large areas.

Financial risk: The event will not generate a profit and will require some financial backing. In 2020 the Council gave financial assistance of circa £30,000 to enable the event to go ahead (£20K events/festivals, £10K animation).

Reputational Risk: It may be felt this event does not go far enough to assist in the recovery and regeneration of the sectors who have encountered financial pressures over the last 12 months. May not compete with other cities Christmas offers.

9.3 Scenario 2: Larger Scale “Bath at Christmas” Event

Detail: Medium to large scale festive event working in partnership with, Bath BID, Bath Festivals and a local artisan market provider. Event would include introduction of music stages and entertainment areas, a light trail, medium size artisan market and larger carnival style processions as well as some larger scale indoor cultural events curated by Bath Festivals

Economic benefits: Low to medium: Well curated content may encourage a larger ingress of visitors and overnight stays into the city. Greater dispersal of footfall through the city would be achieved due to the placement of entertainment stages and increase in the retail offer.

Community benefits: Medium: The event encourages some local community groups and schools to participate.

***Risk to Public Health:** The event itself would attract a reasonable number of visitors from the B&NES area.

Financial risk: Medium: The event is unlikely to generate a profit and may require some financial backing from B&NES Council in the region £40,000. However, we would look to offset the additional £10K on 2020 with increased tickets sales for indoor events if audience capacity can be increased.

Reputational Risk: Medium: It may be felt this event does not go far enough to assist in the recovery and regeneration of the sectors who have encountered financial pressures over the last 12 months. Accommodation sector unlikely to benefit, although retail may see an upturn in footfall. May not compete with other cities Christmas offers.

9.4 Scenario 4: Full scale Christmas market/ incorporating Bath at Christmas

Detail: Using a larger Christmas market footprint and increase in chalet numbers as well as incorporating the elements of the Bath at Christmas event. This event would see a longer festive campaign running from the start of November to the end of December with activations and events bookending the Christmas Market. Additional space released from the Abby footprint and Archway projects would be used to host the increase in chalets.

Economic benefits: High: Well curated increased content will encourage a large ingress of visitors and overnight stays into the city. Dispersal of footfall through the city would be achieved due to the placement of entertainment stages and destination specific activities.

Community benefits: Medium to High: The event encourages local community groups and schools to participate as well as providing financial benefits to many local charities.

***Risk to Public Health:** Large numbers of visiting public to the city from all U.K regions including international visitors.

Financial risk: Low: Event would be profitable, estimated profit after expenditure circa £50,000. A recent weak economy may affect uptake from stallholders and caterers, public spend may be curtailed, spend on high end gift items may reduce after a period of financial insecurity. (not proven)

Reputational Risk: Low: Visitor satisfaction expected to remain at similar levels to 2019

10 CONSULTATION

10.1 Consultation has been carried out with the Council's senior responsible officers, including the Chief Executive, S151 and Monitoring Officers, the Chief Operating Officer, Director of Place Management, Director of Public Health and the Corporate Sustainability Manager as well as the Deputy Leader and Cabinet Member for Economic Development & Resources, the Cabinet Member for Children & Young People, Communities and Culture and the Ward Councillors for Kingsmead

10.2 Consultation has been carried out with Bath Business Improvement District, Visit West, Federation of Bath Residents Association, The Abbey Residents Association, Traders Associations, and the Safety Advisory Group for Events.

Contact person	Lynda Deane – 07890 382940 Mick Heath – 07800 543295
Background papers	E3245 - Future of Destination Management – December 2020 E3253 - Addressing air quality and traffic management issues through the management of parking behaviour on the highway – February 2021
Please contact the report author if you need to access this report in an alternative format	

Safety Advisory Group Events: BRIEFING DOCUMENT

18-day Bath Christmas Market Thursday 25th November to Sunday 12th December 2021

Background: In January 2021 the Bath Christmas market asset moved from Visit Bath Ltd. to Bath and North East Somerset Council. All responsibility for financing, planning and delivery of the event now sits within the Local Authority. Earlier this year, several versions of a possible event in 2021 were presented to both Renewals Board and the Strategic Leadership Team for comment. Due to its scale and city-wide impact, Will Godfrey has requested that the matter goes to cabinet for a decision as to whether the event should take place this year. The following scenario will be put forward to cabinet on the 23rd of June for consideration.

The Safety Advisory Group Events are invited to comment on the proposal and invited to ask questions ahead of the submission.

Proposal: To operate and run the Bath Christmas Market in 2021 between Thursday 25th November to Sunday 12th December a duration of 18 days. As well as the usual attractions and retail offer, it would incorporate the elements of the 2020 Bath at Christmas campaign and work in partnership with various external organisations to support cultural activations and events. These would include indoor performance, carnival style processions, lantern parades and a festive programme of Arts. Shop fronts would be animated with festive themes where required to promote the high street regeneration programme. The event would be marketed 'in full' and messaging would encourage visitors to attend from both regional and national areas. There would be no intentional international marketing of the event in 2021.

Footprint: The event site would cover most areas of the city centre including the Abbey quarter, Milsom street, Orange Grove and Stall Street. A reduction in chalets from 205 (in 2019) to 161 will create additional free space to give crowds increased opportunity to move through the event site during traditionally busy periods. Overall consideration will be given to the general layout of the market and performance areas will be situated only where static audiences do not impede or obstruct non-market participating pedestrian routes. With a reduction in chalets and an increase in footprint it will be possible to create 'content free zones' where visitors can find space away from the market. Creating extra space will give the public better access to both incumbent and temporary retail outlets as well as temporary entertainment zones across the event footprint.

Public health considerations: The event would attract large numbers of visiting public to the city. Although the event dates are several months away from the end of potential lockdown restrictions, consideration will be given to the provision of public health messaging and infrastructure. This would include sanitizing stations and additional public signage. All participants/stallholders would be advised to continue with Covid -19 hygiene practices including the wearing of face coverings and use of hand sanitizer. The council would strongly support local hospitality and accommodation providers to follow good covid-19 infection, prevention and control practice.

Headline risks: The market is an outdoor open free public event; it attracts over 400,000 visitors over 18 days. It is not possible to restrict numbers of those attending or when they attend. Once in the city, controlling crowd movement outside of a large-scale emergency evacuation could be counterintuitive with regards to public safety.

It is likely there will be increased pressure on public transport and car parking infrastructure although this is not expected to be higher than any other year.

It is likely that hotels and guest houses would see an increase in overnight stays from visitors from outside of the region who may have also recently travelled outside of the UK.

Planning: Planning permission would not be required for this event under the Government's current temporary change in planning policy. Resident and Stakeholder consultation will take place as in previous years and the event will be submitted for SAGE sign off through the usual event application and planning process.

Negative/Positive reputation risk for consideration:

- Negative:(if event proceeds) possible negative public reaction with regards to holding a large-scale event in 2021.
- Negative: Loss of confidence from retail, accommodation and tourism sectors If event is cancelled or altered significantly once advertised.
- Negative: Event making a loss due to late cancellation.
- Negative:(Event cancelled) Commercial and brand damage if other markets then take place.
- Positive: (Events proceeds) Economic boost to the city for tourism, hospitality, retail and accommodation sectors.
- Positive: (Event proceeds) Public wellbeing and feelgood factors.
- Positive: (Event Proceeds) Community and charity benefit from projects and exposure.
- Positive: (Event Proceeds) Tourism sector benefit from return visitors in other seasons.



SITE NORTH



SITE CENTRE



SITE SOUTH

Bath Christmas Market Survey 2019



Draft Report

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Produced for and on behalf of Visit Bath by
The South West Research Company Ltd.



February 2020



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Bath Christmas Market Survey 2019



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2019 Snapshot



2019 Snapshot

- This report presents the findings of a face to face survey of visitors to Bath Christmas Market conducted between the 29th November and 14th December 2019 and an additional online survey conducted amongst BTP Christmas Market information requesters between 20th December 2019 and 9th January 2020.
- At 24%, 2019 has seen a 3% points decrease in the proportion of staying visitors to the market compared to 2018 (27%), although this still represents a 5% points increase since the 2014 survey (19%). Although the same as in 2018, at 63%, the proportion of day visitors has been decreasing (67% 2017 and 70% 2014). The proportion of local residents during 2019 increased by 2% points to its highest level at 12% (10% 2018).
- 92% of visitors were in adult only groups. The proportion of adults with children groups further decreased year on year in 2019 to 8% (11% 2018) to the lowest level experienced since 2014 (6%).
- The key changes in age profile compared to 2018 were a 6% increase in visitors aged 45-54 years (20% 2019 & 14% in 2018), a 3% increase in visitors aged 35-44 years (13% 2019 & 10% in 2018), a 3% increase in visitors aged 25-34 years (20% 2019 & 17% in 2018), a 2% increase in visitors aged 16-24 years (12% 2019 & 10% in 2018), an 8% decrease in those aged 65+ years (13% 2019 & 21% in 2018) and a 5% decrease in those aged 55-64 years (18% 2019 & 23% 2018). The proportions of visitors aged 0-15 years remained the same as in 2018 at 5%.
- The largest proportion of visitors were classified in socio economic group AB, as has been the case in all previous years. At 37%, the proportion of ABs visiting the market during 2019 was 2% points lower than during 2018 (39%).
- Overall the proportions UK and overseas visitors to the market in 2019 were similar to previous years. 94% were from the UK and 6% were from overseas. Half of all visitors lived in the South West of England (same as during 2018) including 15% within a BA postcode area (13% 2018) and 45% lived elsewhere in the UK (46% 2018).
- At 2.27 nights, the average length of stay amongst those visitors staying overnight in Bath increased to its highest level to date (2.01 nights during 2018).
- Attendance at the market (amongst online survey respondents) was highest during the Friday to Sunday periods with the peak weekend being Friday 6th Dec to Sunday 8th Dec.

2019 Snapshot

- 26% of day visitors on holiday (those on a staying trip in accommodation outside of Bath) were staying in Bristol. This represents a large increase compared with 2018 (16%).
- Around 9 out of 10 staying visitors said they would consider returning to Bath for a short break at another time of the year. 75% would consider visiting in Summer and 74% in the Spring.
- Around half of all day visitors said they would consider staying overnight in Bath in the future as part of a visit to the Christmas market.
- The proportion of first time visitors to Bath at 15% remained similar to previous years (16% 2018).
- At 31%, the proportion of first time visitors to the Christmas market remained similar to previous years.
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 On average visitors had spent 4.28 hours or 4 hours 17 minutes at the Christmas Market during 2019 – just 3 minutes shorter than during 2018 (4.33 hours or 4 hours 20 minutes).
- In a similar manner to 2018, approximately half of respondents made the decision to visit within two months of the market taking place with a third visiting every year (28%) or deciding at last years market (5%).
- 79% of visitors indicated that the Christmas Market was their main reason for visiting the city, a similar proportion to previous years.
- 32% of respondents whose main reason for visiting Bath was not because of market said they were visiting as part of a leisure/holiday trip to Bath (28% in 2018) and 28% were visiting friends or relatives who lived in the city (23% in 2018).
- Car/van etc. (54%) was the most popular form of transport used to travel to Bath – a similar proportion to previous years. 42% of these respondents had used the city's park & ride facility (27% in 2018) whilst 41% had used a city centre car park (same proportion as 2018).
- 71% of visitors who had arrived at the market as part of an organised coach trip said they were dropped off at the Riverside Coach Park on Avon Street and a further 11% at Royal Avenue, Victoria Park.

2019 Snapshot

- 77% of respondents indicated that they had/or were planning to have a meal out (same proportion as 2018) whilst 75% had/or planned to do other shopping in Bath outside of the market (84% in 2018). 24% had/or were planning to visit a tourist attraction in the city (the same proportion as 2018).
- 7% had/or planned to attend an organised festive event in the city (6% 2018) including a carol service/service in the Abbey, going to the theatre, ice skating and glow in the dark crazy golf and 6% had or were planning to go to Bath Visitor Information Centre (asked about for the first time during the 2019 survey).
- The largest proportion of visitors who indicated that they had/or were planning to visit an attraction in the city cited Bath Abbey (64%, compared with 50% during 2018) and 45% said the Roman Baths (40% 2018).
- 92% of visitors who had/or were intending to go to Bath Visitor Information Centre said it was to source information and a further 11% to make a booking.
- 22% of respondents (23% during 2018) said the increased number of organised festive events on offer in Bath during the 2019 market had impacted on how long they spent in the city during their visit.
- Excluding the central area where the main market took place the most visited areas were Milsom Street/Queen Square (81%) and SouthGate (78%) compared with 86% in each case during 2018.
- 54% of visitors were prompted to visit the market from a previous visit (52% in 2018), whilst a further 25% had been recommended to visit it (24% in 2018).
- Half of all visitors who had been prompted to visit the market via the internet had used it to search for information about Bath Christmas Market only – a 3% decrease compared with 2018. 38% had used it to source information and to book their accommodation etc. online a 6% increase compared with 2018 (32%).
- Overall awareness was highest for the www.bathchristmasmarket.co.uk website homepage with 65% recognising it, a decrease compared with 2018 (73%). This was followed by 61% who recognised the www.visitbath.co.uk/christmas website (59% 2018) and 30% who recognised the

2019 Snapshot

- 82% said they had been following the market on Facebook, a significant increase compared with 25% doing so in 2018. 22% were doing the same on Instagram, again a significant increase compared with 7% during 2018. 10% were following the market on Twitter compared with 3% during 2018.
- Overall awareness was highest for the Bath Christmas Market advert with 44% recognising it, although a decrease compared with 2018 (51%). This was followed by 35% who recognised the market guide, but again a decrease compared with 2018 (50%). 24% recalled the Christmas in Bath advert produced by the BID.
- Those respondents who recognised the front cover of the 2019 guide (35% of all respondents) were also asked if they had a copy of it. 64% indicated that they did have a copy of the guide (60% 2018). 58% found the guide very useful (45% 2018). A further 35% (45% in 2018) found the guide quite useful. Only 2% (4% during 2018) said the guide had not been at all useful.
- 18% said they had been influenced to visit by the marketing/promotional materials they had seen. This was an increase of 1% point compared with 2018 (17%). Considering the large proportion of respondents visiting because of a previous visit or as the result of a recommendation, both of which are unlikely to be influenced by any marketing/promotional materials, this is a relatively good proportion of visitors being influenced.
- Average visitor spend per person per day at the Bath Christmas Market 2019 was £23.77, compared with £26.84 in 2018. In addition, visitors spent an average of £21.42 on shopping elsewhere in the city, £16.79 on eating and drinking, £1.61 on entertainment and £0.96 on travel and transport, all decreases compared with previous years with the exception of shopping elsewhere in Bath. Staying visitors spent an average of £69.17 per person per night on accommodation in Bath, the highest level to date.
- Visitor satisfaction levels with their whole Bath Christmas Market experience, on the whole, increased across the board compared with the 2018 market. The highest average scores were for the quality of the stalls (4.50), overall atmosphere (4.46), the site decoration, lighting etc. (4.42) along with the range of stalls (4.40) as was also the case during previous years. 7 of the 11 indicators explored by the survey received an average score of 4.21 or more. Just 4 indicators received an average score of less than 4.00: the number of new traders (3.70), the visitor information available on site (3.71), the ease of finding your way around/signage (3.96) and the ease of getting around the site/accessing the stalls (3.97).
- At 4.43 out of 5.00, visitors' overall rating of Bath Christmas Market increased slightly compared to 2018 (4.41) but remained lower than during 2017 (4.49).

2019 Snapshot

- The 2019 Bath Christmas Market achieved a recommendation score of +46%, a slight decrease of -5% compared with the 2018 market score.
- Bath achieved a high recommendation score of +69%, compared with +68% in 2018.
- 68% of online survey respondents who said they had not visited the market during 2019 had visited the market previously (61% in 2018), 32% had never visited. 47% of lapsed visitors had last been to the market in 2018.
- When asked why they had not visited the market during 2019, 24% said it was too crowded – an increase of 8% compared with 2018. 20% said they went to another Christmas market instead (22% in 2018) and 16% said they would visit again in the future having been before – double the proportion saying this during the 2018 survey (8%). 12% said it was the distance from home/their accommodation (22% 2018).
- 20% (5 online respondents) visited another Christmas market instead of Bath. 40% (2 online respondents) said they chose the other market in direct reference to Bath (45% in 2018). Reasons for this included the other market having won Best Christmas Market in Europe for three years running and it being much more interesting, less crowded and having better parking.
- All associated spend for those attending the market was estimated at approximately £32.5 million (an increase of 4% compared with 2018) regardless of whether those attending were influenced to visit by the presence of the market or not.
- Total business turnover derived from all associated spend as a result of the market taking place was estimated at approximately £40.5m (£39.1m 2018). The number of FTE's supported as a result of all visitor spending was 463 or 633 actual jobs (466 and 642 during 2018 respectively).
- All associated additional spend was estimated at approximately £25 million - an increase of 4% compared with 2018. This is all spend connected to those attending the market for whom it was the main reason for their staying trip to Bath or the main reason for their day visit to the city – these are classed as influenced visitors and this is spend that would not have occurred had the market not taken place.
- Total business turnover derived from all additional associated spend as a result of the market taking place was estimated at approximately £31.5m (£30.6m 2018). The number of FTE's supported as a result of all additional visitor spending was 359 or 491 actual jobs (365 and 502 during 2018 respectively).

Bath Christmas Market Survey 2019



Page 33 Key Findings & Recommendations



- Overall, approximately 403,000 people are estimated to have attended the Christmas Market in Bath over the 18 day period between Thursday 28th November and Sunday 15th December 2019. Of these, approximately 284,000 are estimated to have been 'unique' visitors to the event and when further analysed by those who said that the market was their main reason for visiting Bath (around three quarters of visitors to the market during 2019), an estimate of approximately 221,000 unique visitors was calculated. All associated additional spend as a result of the market taking place in the city during 2019 was estimated at approximately £25 million resulting in a total business turnover for Bath of approximately £31.5m, supporting 359 FTE's or 491 actual jobs in the city.
- A good proportion of visitors to the market are still choosing to stay in the city as part of their trip and are staying for longer and spending more on their accommodation. What is further encouraging is that 91% of staying visitors said they would consider returning to Bath for a short break at another time of the year including 75% during the summer, 74% in the spring and 63% in the autumn so any marketing plans in the future need to capitalise on these potential repeat visitors and ensure they promote what the city has to offer at these times of year.
- 2019 has however, seen a large increase in the proportion of day visitors on holiday who were staying overnight in Bristol compared with 2018 (26% in 2019 compared with 16% in 2018). It is possible that this is a contributing factor to the decrease in the proportion of staying visitors with people choosing to stay in Bristol and travel in to Bath for the day. A further 10% of day visitors on holiday were staying in Bradford on Avon – again, double the proportion doing so during 2018 (5%). Encouragingly, around half of day visitors to the market said they would consider staying overnight in Bath in the future as part of a visit to the Christmas market although a significant proportion (38% and including 26% of day visitors on holiday staying outside of Bath) said they wouldn't. It is recommended that any future research conducted explores the reasons for this in more detail to understand why this is the case.
- The proportion of adults with children groups visiting the market further decreased in 2019 to 8% (11% 2018) to the lowest level experienced since 2014 (6%) despite the introduction of more family orientated activities over the last couple of years so there remains a real opportunity to encourage more adults with children to visit the market. More focussed research may be necessary amongst this particular group to understand why they are not visiting the market or it may just be the case that awareness of the family orientated facilities and activities at the market is low and may need better promotion to encourage more people to visit in the future.
- Whilst visitors' satisfaction levels on the whole increased slightly compared with 2018, along with visitors' overall rating of Bath Christmas Market at 4.43 out of 5.00 during 2019, the recommendation score for the market did decrease again slightly year on year during 2019 to +46% (+51% 2018). Whilst it remains a good score it is clear that the market needs to continue to develop and adapt to continue to attract the large proportions of repeat visitors and attract new ones in an increasingly competitive marketplace.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Key event in the run up to Christmas in the South West. • Good geographical position with excellent road access from all directions along with good public transport links and the nearby airport. • Staying visitors are staying for longer in the city as part of their visit to the market. • Large proportion of SW residents but also a good spread of visitors from elsewhere in the UK. • High levels of regular repeat visitors – seen as integral part of the Christmas festivities by many. • Good levels of spend elsewhere in the city as a result of the market supporting the wider Bath visitor economy. • High levels of visitor satisfaction with all aspects of the market. 	<ul style="list-style-type: none"> • Further decrease in adults visiting with children compared with 2016, 2017 and 2018. • Increase in day visitors on holiday staying overnight in nearby Bristol rather than Bath. • Over a third of day visitors would not consider incorporating an overnight visit to Bath as part of their visit to the market in the future – consider exploring the reasons for this being the case in future research undertaken. • Over familiarity with the market amongst regular, repeat visitors so it must continue to add to the products on offer to continue to retain these visitors.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Scope to attract more families/be more family friendly with high levels of interest in increasing the range of activities and offerings at the market aimed at families in the future. • Healthy levels of interest amongst staying visitors in visiting Bath during other times of the year. • Good levels of interest amongst day visitors of incorporating an overnight visit to Bath as part of their visit to the market in the future. 	<ul style="list-style-type: none"> • Competition from more and more cities now running their own Christmas Markets – 22% of lapsed visitors said then went to another market instead of Bath during 2019. • Continuing uncertain economic climate and its' impact on visitor spending.

Bath Christmas Market Survey 2019



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Introduction



Background

This report presents the combined findings of a face to face survey of visitors to Bath Christmas Market conducted between the 28th November and 15th December 2019 and an additional online survey conducted between 20th December 2019 and 9th January 2020. It was commissioned by Visit Bath and undertaken by The South West Research Company Ltd. This is the twelfth time that research into Bath Christmas Market has been undertaken, the first survey being in 2003.

Like previous surveys years, the 2019 research was designed to provide up-to-date information on the profile, origin and perceptions of visitors to Bath Christmas Market. In addition, it was designed to enable comparisons to be made with the previous visitor surveys conducted between 2003 and 2018 in order to monitor improvements made to the Christmas Market product through local initiatives.

Research objectives

- To collect up-to-date information on the origin, profile, behaviour and opinions of visitors to help improve understanding of the impact of it and provide the basis for tourism policies.
- Where possible to make comparisons with the previous studies undertaken between 2003 and 2018 to identify any emerging trends and monitor any improvements made in order that informed decisions can continue to be made in relation to marketing initiatives and facility provision.
- To provide information on the average level and composition of visitor expenditure in the area.

Methodology

- A face to face questionnaire survey was conducted by experienced interviewers between the 28th November and 15th December 2019.
- Adults (aged 16+ yrs) were sampled on a random basis in and around the area occupied by Bath Christmas Market.
- 16 interviewing sessions, each lasting approximately 6 hours (typically between 10am and 4pm), were undertaken over the survey period.
- A total of 400 questionnaires were completed.
- In addition to the face to face survey, a link to an online version of the survey was also emailed out to all those on the Bath Christmas Market database who had requested information from Visit Bath about visiting the market.
- The email containing the survey link was sent out a few days after the market had finished on Friday 20th December 2019.
- A total of 365 useable online survey responses were submitted by the closing date including 340 respondents who had visited the 2019 market and 25 non/lapsed visitors which were included in this research.
- The two approaches above resulted in a combined survey sample of 740 respondents who had visited the 2019 Bath Christmas Market and 25 non/lapsed visitors for analysis purposes.

Analysis segments

Throughout this report results are presented for all visitors as well as a breakdown by visitor type. A number of additional analysis segments have also been derived from the survey data to aid with the interpretation of findings and the understanding gained through this research where useful and appropriate within the report.

The survey analysis segments and their associated sample sizes are shown below. The abbreviations used for each segment type throughout this report are also shown in brackets.

Survey method:

- Face to face survey (sample 400) **(F2F)**
- Online survey (sample 340) **(ONLINE)**

Visitor type:

- Local resident (Sample 92) **(LOCAL)**
- Day visitor (Sample 469) **(DAY)**
- Staying visitor in Bath (Sample 179) **(STAYING)**

Group composition:

- Adults visiting with children (Sample 33) **(ADULTS WITH CHILDREN)**
- Adults visiting without children (Sample 366) **(ADULTS ONLY)**

Previous visitors to Bath Christmas Market:

- First time visitor to Bath (Sample 94) **(FIRST TIME BATH)**
- First time visitor to Bath Christmas Market (Sample 172) **(FIRST TIME BCM)**
- Repeat visitor to Bath Christmas Market (Sample 382) **(REPEAT BCM)**

Bath Christmas Market main reason for visiting Bath:

- Market main reason for visiting Bath (Sample 581) **(MAIN REASON)**
- Market not main reason for visiting Bath (Sample 155) **(OTHER REASON)**

Statistical reliability

- All sample surveys are subject to statistical error. The size of this error varies with the sample size and also with the order of magnitude of the research findings being considered.
- The survey results in this report are presented for 'all visitors' and separately for Bath 'residents', 'day visitors' and 'staying visitors' (as well as a number of additional sub-groups identified overleaf where applicable to do so). The table below shows the samples achieved in each of these categories and gives the margins within which one can be 95% certain that the true figures will fall (assuming the sample is random).
- The figures shown are at the 95% confidence limits. Thus, for example, we can be 95% certain that, for all visitors, with a result of 50%, the true percentage is the range 46.4% to 53.6%. For the 'staying visitors' sample the confidence limits are much wider 42.7% to 57.3%.
- The margins of error shown below should be borne in mind when interpreting the results contained in this report.

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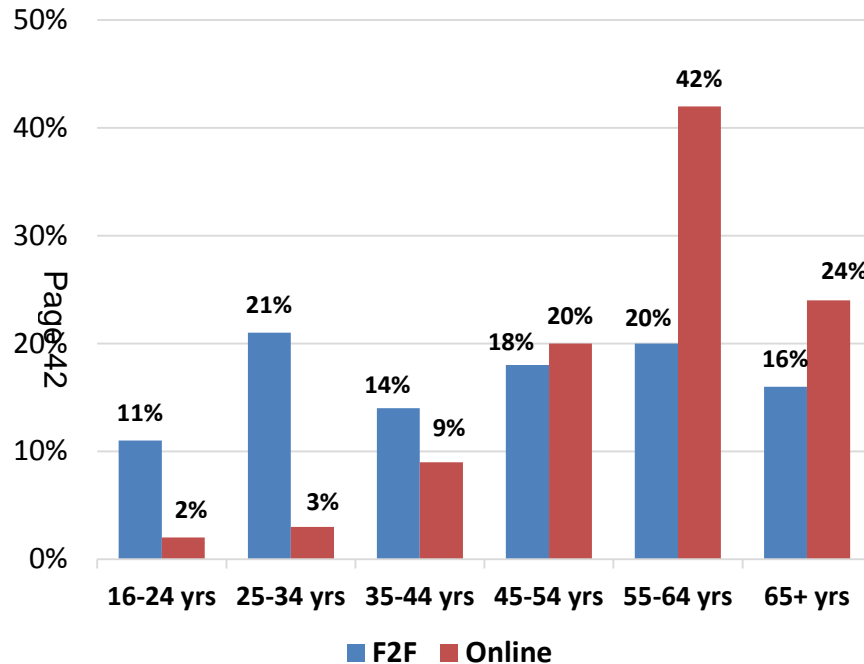
	All Visitors	Bath residents	Day visitors	Staying visitors
Research findings	Sample: 740	Sample: 92	Sample: 469	Sample: 179
10% or 90%	+/- 2.2%	+/- 6.1%	+/- 2.7%	+/- 4.4%
20% or 80%	+/- 2.9%	+/- 8.2%	+/- 3.6%	+/- 5.9%
30% or 70%	+/- 3.3%	+/- 9.4%	+/- 4.1%	+/- 6.7%
40% or 60%	+/- 3.5%	+/- 10.0%	+/- 4.4%	+/- 7.2%
50%	+/- 3.6%	+/- 10.2%	+/- 4.5%	+/- 7.3%

Trend data 2003 - 2019

- Due to the number of years that the survey has been undertaken it is becoming increasingly difficult to include a full breakdown of all the survey results by all the survey years in the main report. There was also a change in methodology from the 2014 survey onwards to include both a face to face and online survey.
- The results in the slides to follow therefore concentrate on the 2019 survey data, along with a breakdown of this data by the analysis segments identified on the previous page. Also provided is a comparison with the 2014 – 2018 survey results for all visitors only.
- For a full breakdown of the **face to face survey results only** by survey year (2003-2019) please refer to the Trend data 2003 – 2019 chapter at the back of this report.

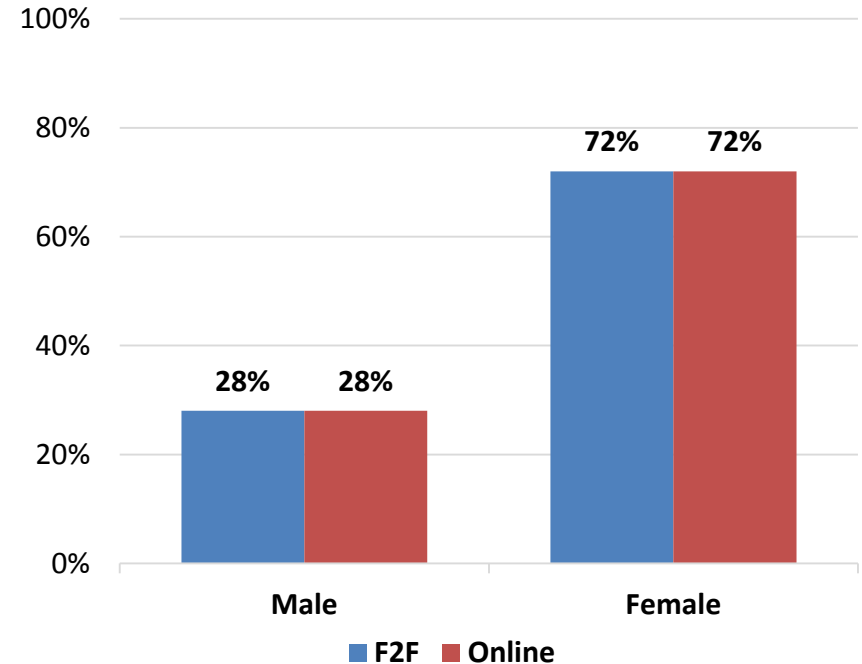
Whilst there was a good spread of survey respondents across all age groups for both survey methods the large majority of survey respondents were female.

Survey respondent age group



Lower proportions of online survey respondents were aged 16-24 years (2%), 25-34 years (3%) and 35-44 years (9%) compared with those taking part in the survey face to face at the market (11%, 21% and 14% respectively). In contrast, higher proportions of online survey respondents were aged 45-54 years (20%), 55-64 years (42%) and 65+ years (24%) compared with face to face respondents (18%, 20% and 16% respectively).

Survey respondent gender



The proportion of males and females participating in both the F2F and online surveys was the same at 28% and 72% respectively.

Bath Christmas Market Survey 2019



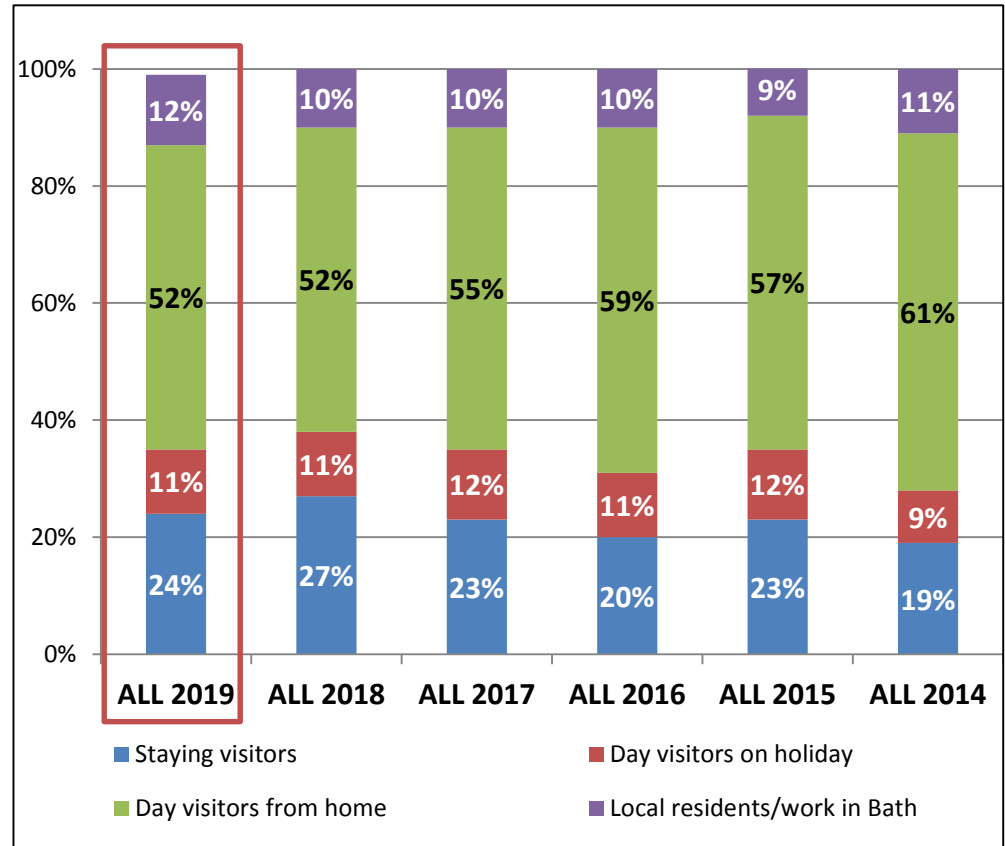
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Visitor Profile



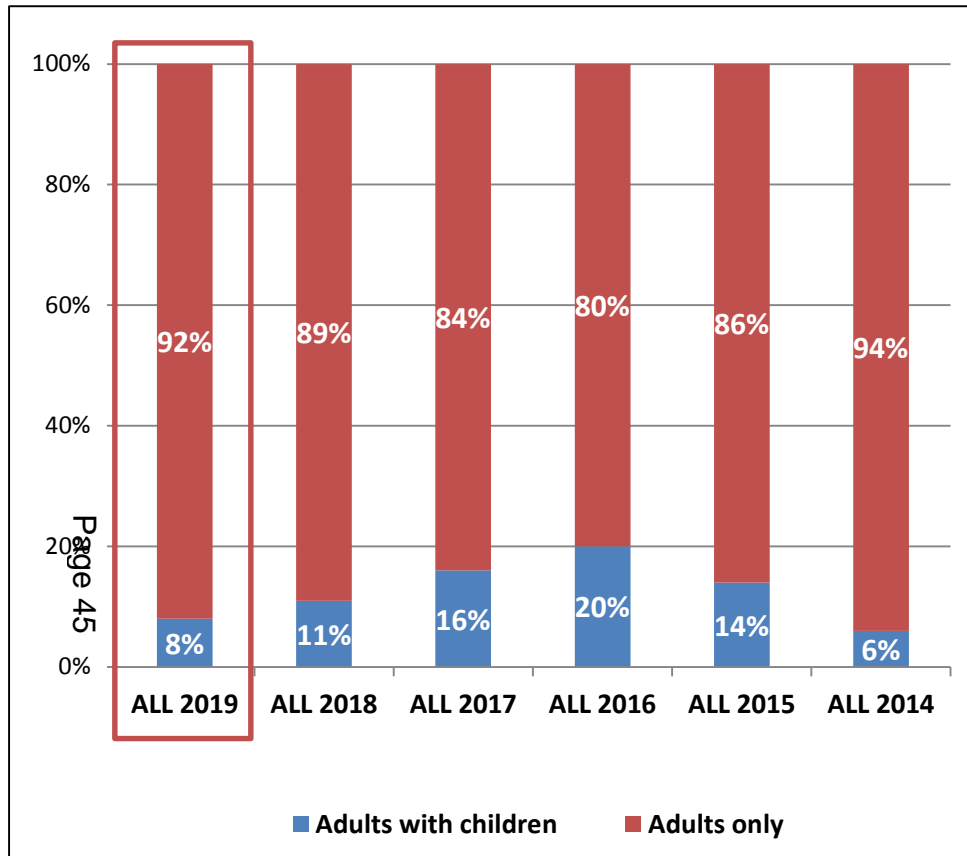
Staying visitors decreased slightly whilst local residents increased.

- At 24%, 2019 has seen a 3% points decrease in the proportion of staying visitors to the market compared to 2018 (27%), although this still represents a 5% points increase since the 2014 survey (19%). Although the same as in 2018, at 63%, the proportion of day visitors has been decreasing (67% 2017 and 70% 2014). The proportion of local residents during 2019 increased by 2% points to its highest level at 12% (10% 2018).
- Looking at the analysis segments higher proportions of first time visitors to Bath and to the Christmas market were staying overnight in the city or visiting for the day from a holiday base outside the city. A higher proportion of adults visiting with children were on a day visit from home.
- Amongst those visitors who said the market was their main reason for visiting Bath 57% were on a day visit from home compared with just 33% of respondents visiting the city for an other reason.



Visitor type	ALL 2019	F2F	ONLINE	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Staying visitors	24%	19%	31%	6%	20%	43%	34%	21%	23%	27%
Day visitors on holiday	11%	9%	15%	6%	9%	20%	19%	9%	12%	11%
Day visitors from home	52%	55%	48%	76%	53%	37%	47%	70%	57%	33%
Local residents / work in Bath	12%	18%	6%	12%	18%	-	-	-	8%	29%

Groups visiting the market with children are declining.



- The proportion of adults with children groups further decreased year on year in 2019 to 8% (11% 2018) to the lowest level experienced since 2014 (6%).
- The average group size at 2.15 people (0.11 children and 2.04 adults) was the lowest recorded over the six year period and compared with 3.42 people during 2018.

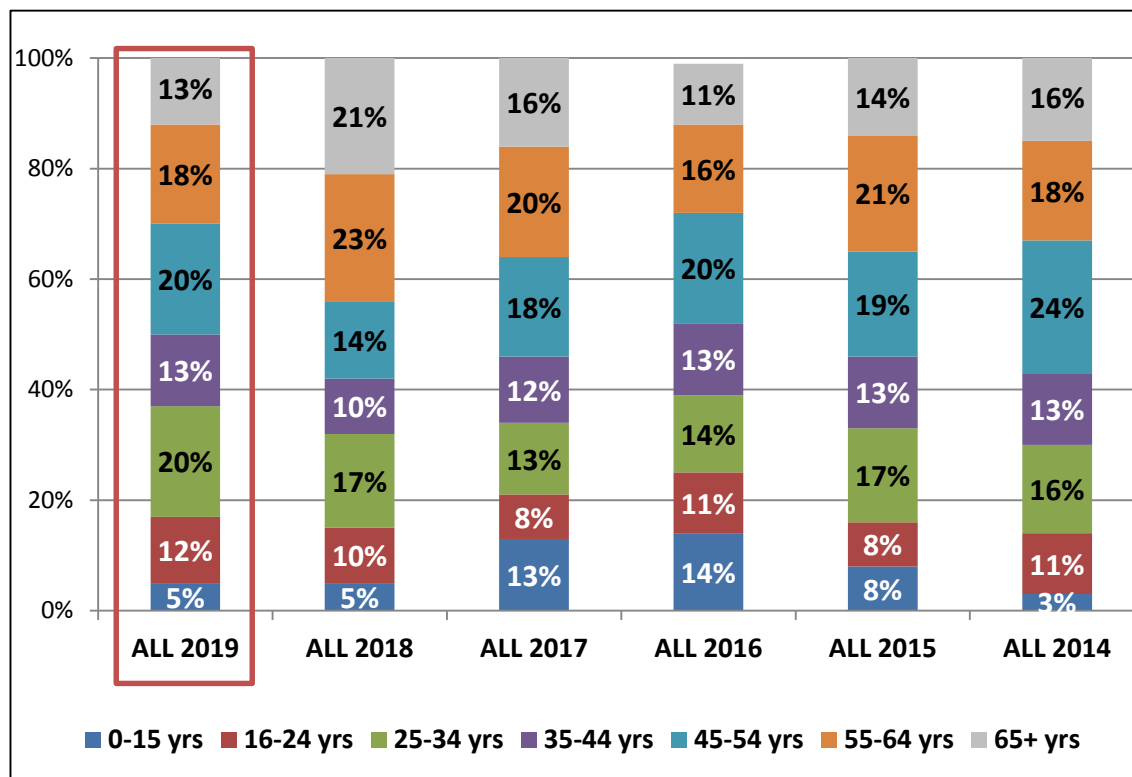
	2019	2018	2017	2016	2015	2014
Ave. children	0.11	0.18	0.42	0.50	3.15	2.33
Ave. adults	2.04	3.24	2.75	3.18		
Total ave. people	2.15	3.42	3.17	3.68		

- Looking at the analysis segments only 3% of staying visitors and 4% of first time visitors to the market were visiting with children.

Group composition	ALL 2019	F2F	LOCAL	DAY	STAYING	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Adults with children	8%	8%	6%	11%	3%	8%	4%	12%	9%	5%
Adults only	92%	92%	94%	89%	97%	92%	96%	88%	91%	95%

Increase in younger and middle-aged adult visitors in 2019.

- The key changes in age profile compared to 2018 were a 6% increase in visitors aged 45-54 years (20% 2019 & 14% in 2018), a 3% increase in visitors aged 35-44 years (13% 2019 & 10% in 2018), a 3% increase in visitors aged 25-34 years (20% 2019 & 17% in 2018), a 2% increase in visitors aged 16-24 years (12% 2019 & 10% in 2018), an 8% decrease in those aged 65+ years (13% 2019 & 21% in 2018) and a 5% decrease in those aged 55-64 years (18% 2019 & 23% 2018).
- The proportions of visitors aged 0-15 years remained the same as last year at 5%.
- Day and staying visitors showed a similar profile in terms of age and were typically older than local residents.

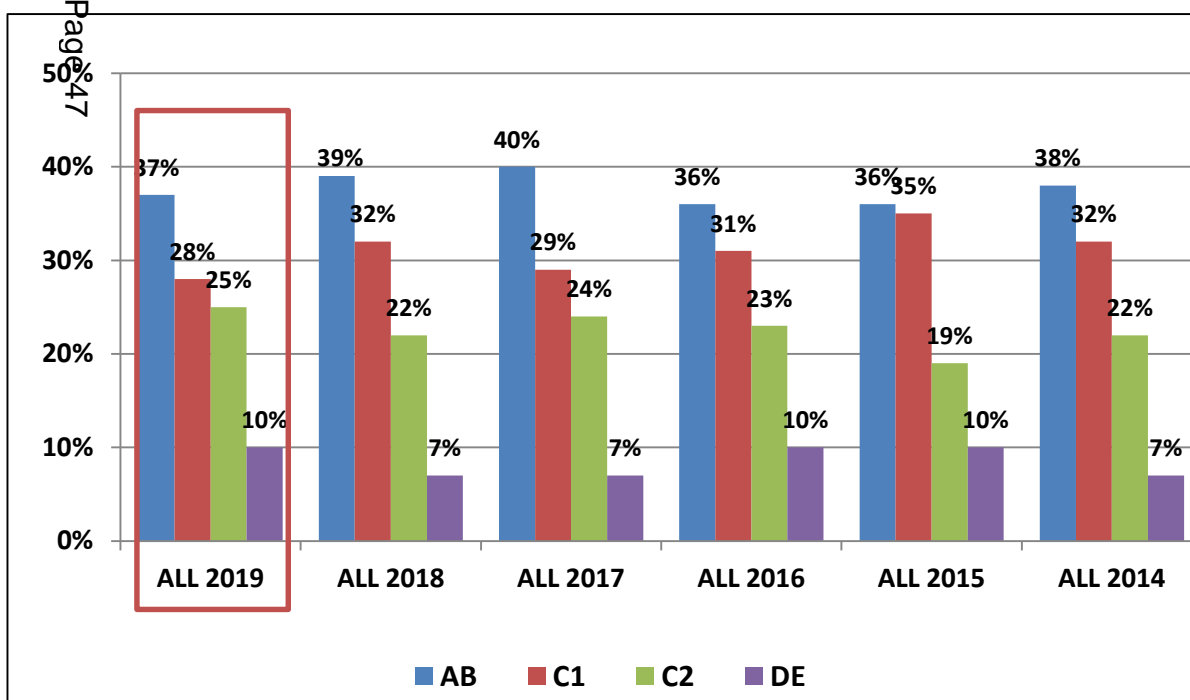
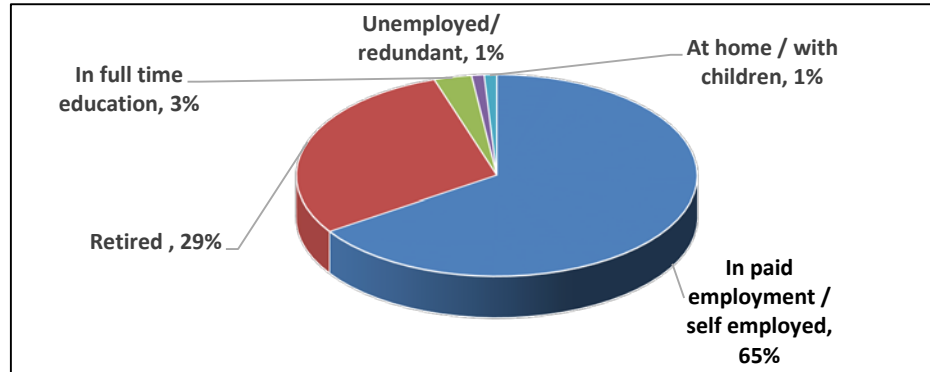


Age group of people in party / gender	ALL 2019	F2F	LOCAL	DAY	STAYING
0-15 years	5%	5%	4%	6%	2%
16-24 years	12%	12%	28%	10%	6%
25-34 years	20%	20%	20%	20%	20%
35-44 years	13%	13%	11%	13%	11%
45-54 years	20%	20%	14%	20%	21%
55-64 years	18%	18%	14%	18%	21%
65+ years	13%	13%	9%	12%	10%
Male	34%	34%	34%	34%	37%
Female	66%	66%	66%	66%	63%

The socio demographic profile of visitors remains similar to previous years.

Socio economic group AB provided 37% of visitors.

- The vast majority of visitors were either in paid employment or self employed (65%).
- The largest proportion of visitors were classified in group AB, as has been the case in all previous years. At 37%, the proportion of ABs visiting the market during 2019 was 2% points lower than during 2018 (39%) and compares with 22.17% for the UK population as a whole.



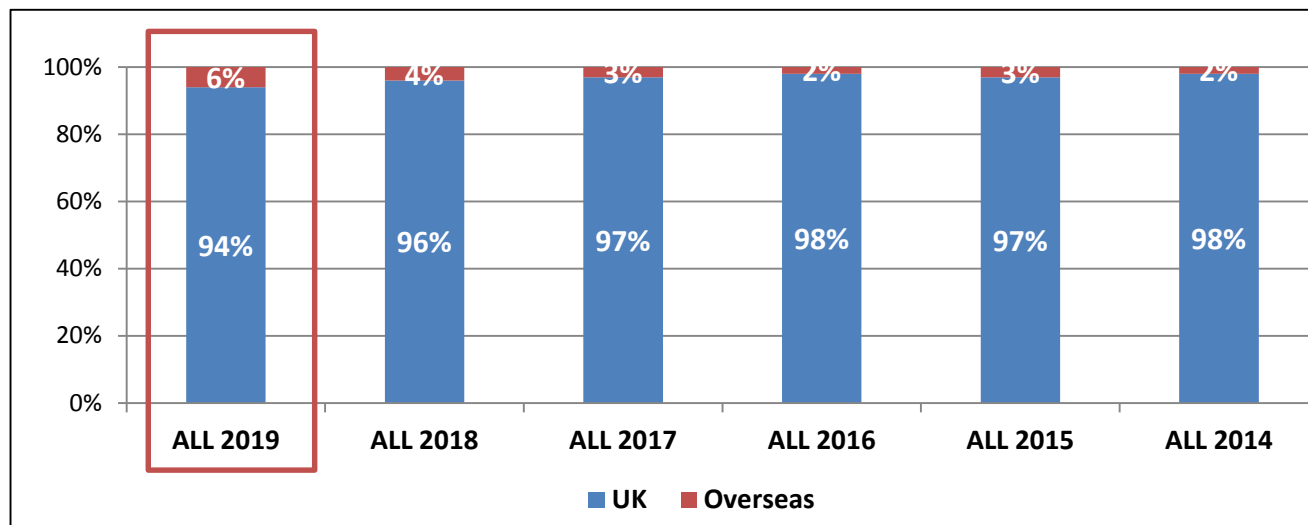
Social Grade	Description	% HRP population (UK)
AB	Higher & intermediate managerial, administrative, professional occupations	22.17
C1	Supervisory, clerical & junior managerial, administrative, professional occupations	30.84
C2	Skilled manual occupations	20.94
DE	Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations	26.05

The proportions of UK and overseas visitors remained similar to previous years. 49% of all visitors lived in the South West region.

- Overall the proportions UK and overseas visitors to the market in 2019 were similar to previous years. 94% were from the UK and 6% were from overseas. Half of all visitors lived in the South West of England (same as during 2018) including 15% within a BA postcode area (13% 2018) and 45% lived elsewhere in the UK (46% 2018). The postcodes of both day and staying visitors during 2019 have been mapped in the slides to follows.

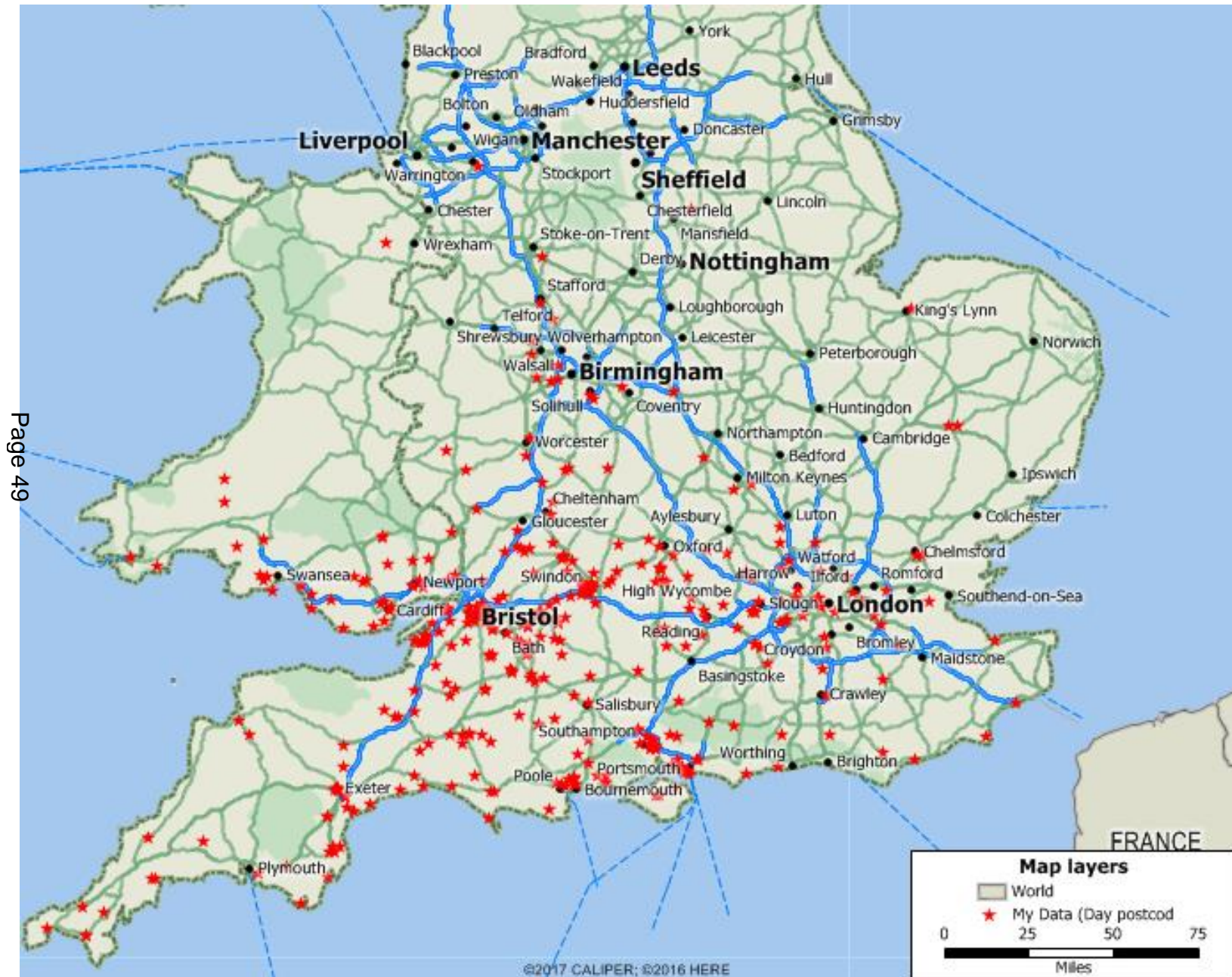


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Postcode area	% of all visitors	Postcode area	% of all visitors	Postcode area	% of all visitors
Bath	15.41%	Southampton	2.85%	Guildford	1.14%
Bristol	8.70%	Reading	2.71%	Hemel Hempstead	1.14%
Swindon	6.99%	Oxford	2.28%	Salisbury	1.14%
Cardiff	3.99%	Newport	2.14%	Torquay	1.14%
Bournemouth	3.42%	Birmingham	1.57%	Truro	1.14%
Portsmouth	3.42%	Taunton	1.57%	Tonbridge	1.00%
Exeter	3.28%	Dorchester	1.43%	Other UK (< 1% each)	18.12%
Gloucester	3.28%	Plymouth	1.28%	Overseas	6.42%
Swansea	3.14%	Redhill	1.28%		

Day visitors postcode map.



Staying visitors postcode map.

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Bath Christmas Market Survey 2019



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Characteristics of Visits



The duration of stay in Bath amongst those staying overnight in the city increased to its highest level to date.

The Friday to Sunday periods remained the peak days for visiting the market.

- At 2.27 nights, the average length of stay amongst those visitors staying overnight in Bath increased to its highest level to date (2.01 nights during 2018, 1.79 nights during 2017, 1.89 nights during 2016, 1.97 nights during 2015 and 2.17 nights during 2014).
- Attendance at the market (amongst online survey respondents) was highest during the Friday to Sunday periods with the peak weekend being Friday 6th Dec to Sunday 8th Dec. 14% of online respondents said they visited the market on Saturday 7th December, 12% on Friday 29th November, 11% in each case on Saturday 30th November and Monday 9th December and 10% in each case on Monday 2nd December, Thursday 5th December, Friday 6th December and Sunday 8th December.
- 14% of online respondents said they had visited on Saturday 7th December compared with 9% on the equivalent Saturday during 2018 (8th Dec) whilst 10% had done so on Sunday 8th Dec – double the proportion during the equivalent Sunday during 2018 (5%, 9th Dec).

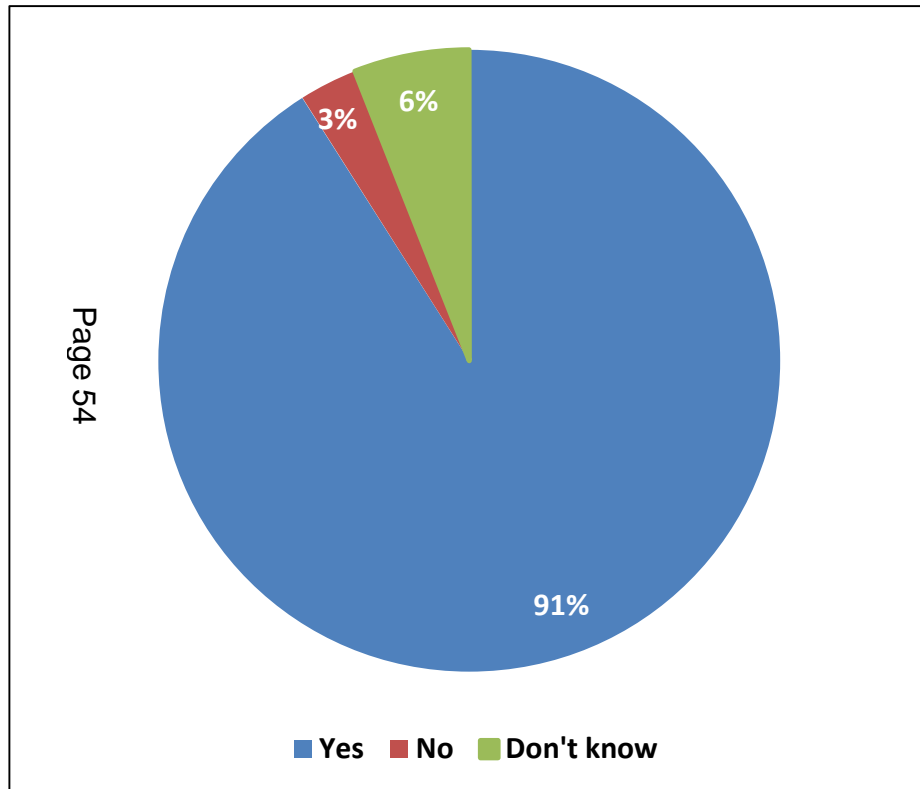
Days when visited the market (online respondents only)							
Thursday 28th Nov	7%	Tuesday 3 rd Dec	8%	Sunday 8th Dec	10%	Friday 13th Dec	8%
Friday 29 th Nov	12%	Wednesday 4 th Dec	9%	Monday 9th Dec	11%	Saturday 14th Dec	6%
Saturday 30th Nov	11%	Thursday 5 th Dec	10%	Tuesday 10th Dec	6%	Sunday 15th Dec	4%
Sunday 1 st Dec	9%	Friday 6 th Dec	10%	Wednesday 11th Dec	8%	Don't know/can't remember	1%
Monday 2 nd Dec	10%	Saturday 7th Dec	14%	Thursday 12th Dec	6%		

26% of day visitors on holiday were staying in nearby Bristol.

26% of day visitors on holiday were staying in Bristol. This represents a large increase compared with 2018 (16%) and is likely to be one of the factors contributing to the decrease in staying visitors to the market during 2019 with a large increase in days visitors on holiday staying in Bristol rather than Bath and just coming to the city and market for the day rather than staying overnight. A further 10% of day visitors on holiday were staying in Bradford on Avon (5% in 2018).

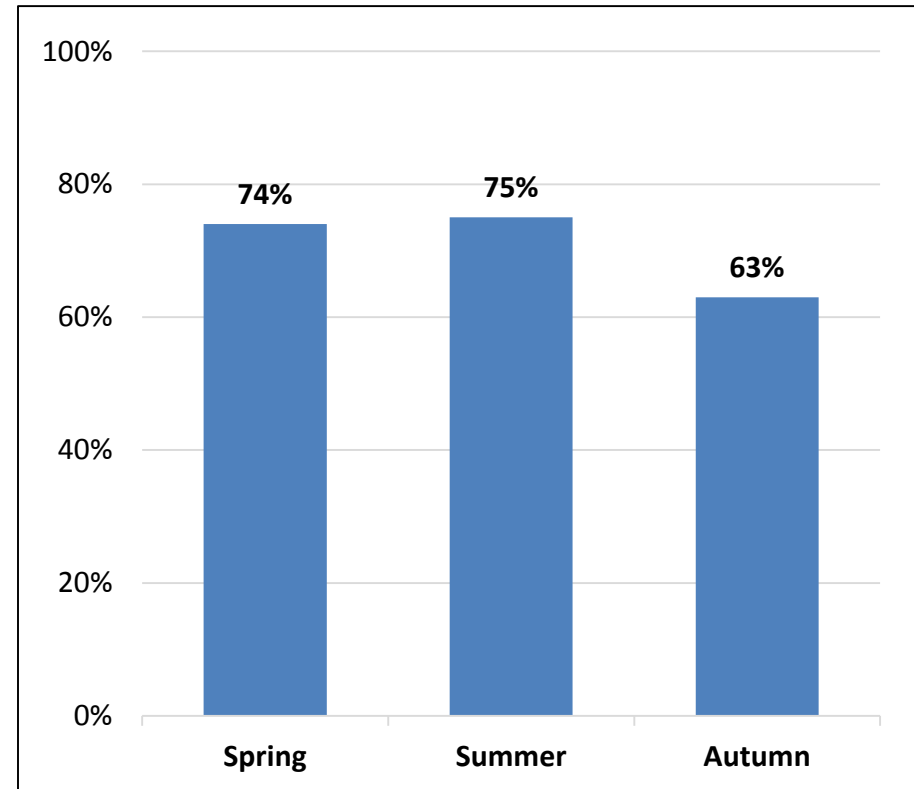
Location	% of all day visitors on holiday	Location	% of all day visitors on holiday
Bristol	26%	Frome	1%
Bradford on Avon	10%	Glastonbury	1%
Chippenham	6%	High Littleton	1%
Swindon	4%	Keevil	1%
Westbury	4%	Litton	1%
Beckington	2%	Malmesbury	1%
Castle Combe	2%	Monkton Coombe	1%
Corsham	2%	Ninlet	1%
London	2%	Peasedown	1%
Longleat	2%	Salisbury	1%
Burrington	1%	The Cotswolds	1%
Cardiff	1%	Tomaton	1%
Castle Cary	1%	Trowbridge	1%
Chard	1%	Warminster	1%
Cheddar	1%	Warmley	1%
Cheltenham	1%	Watford	1%
Clifton	1%	Weston-super-Mare	1%
Devizes	1%	Willow	1%
Dyrham	1%	Wincanton	1%
Exeter	1%	Yeovil	1%
Farnborough	1%		

Around 9 out of 10 staying visitors said they would consider returning to Bath for a short break at another time of the year. 75% would consider visiting in Summer and 74% in the Spring.



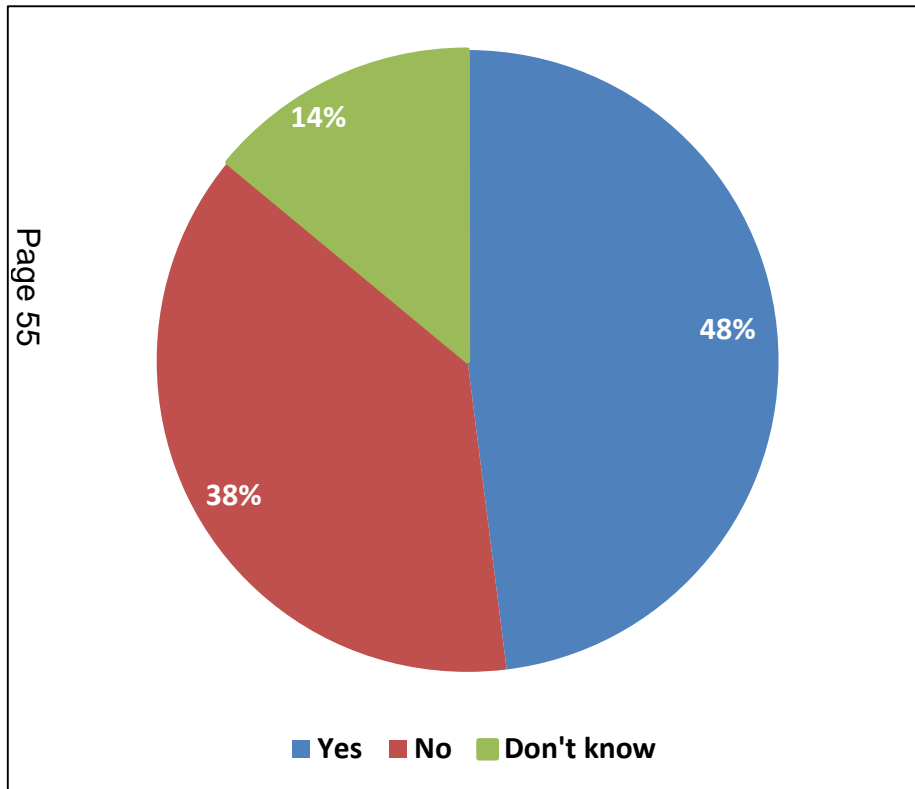
Those visitors staying overnight in the city were asked if they would consider returning to Bath for a short break at any other time of the year.

91% said they would, 6% didn't know and 3% said they wouldn't.



When asked during which other times of the year they would consider visiting Bath for a short break, 75% said in the summer, 74% in the spring and 63% in the autumn.

Around half of all day visitors said they would consider staying overnight in Bath in the future as part of a visit to the Christmas market.



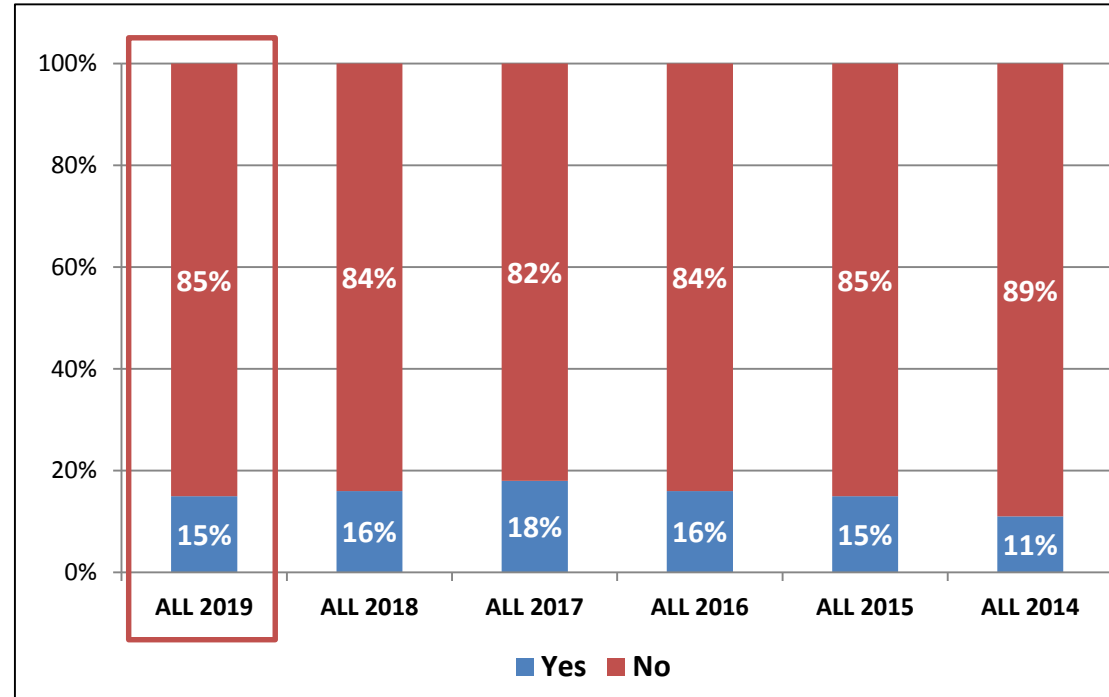
Day visitors to the market were asked if they would consider staying overnight in Bath in the future as part of a visit to the Christmas market.

48% said they would, 38% said they wouldn't and 14% didn't know.

First time visitors to Bath remains similar to previous years.

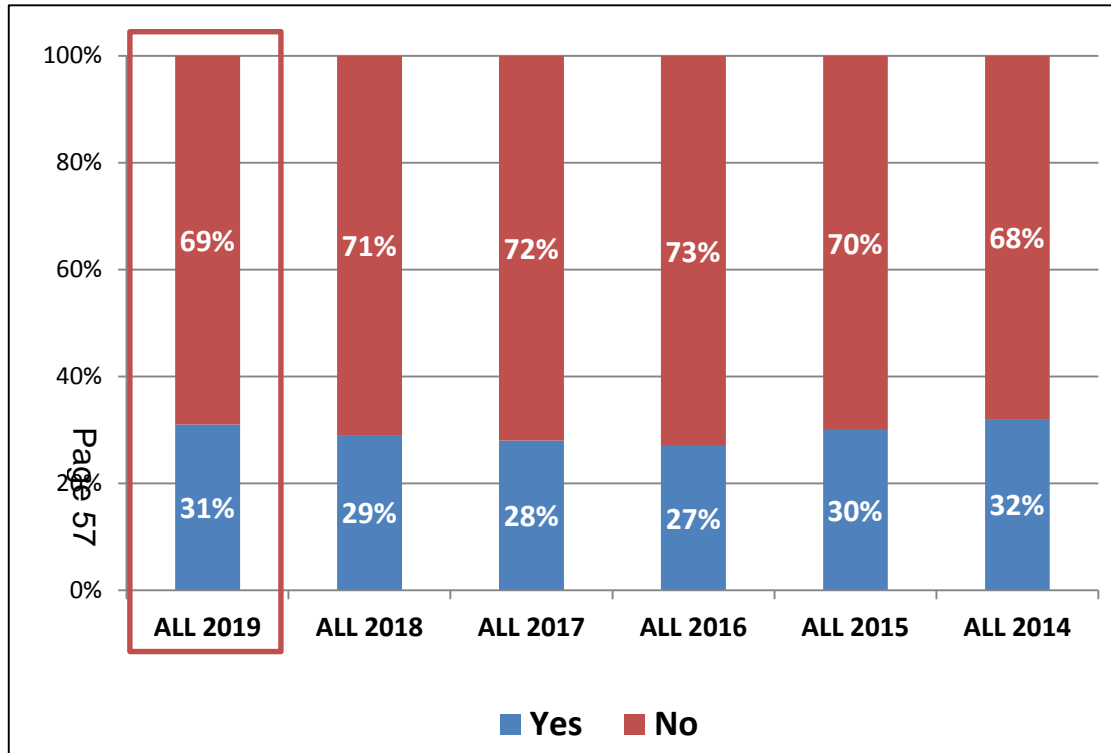
- The proportion of first time visitors to Bath at 15% remained similar to previous years (16% 2018).
- Looking at the analysis segments a higher proportion of staying were on their first ever visit to the city (22%) compared with day visitors (12%)..

There was little variation in the results for the other analysis segments.



Whether first ever visit to Bath	ALL 2019	F2F	ONLINE	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	MAIN REASON	OTHER REASON
Yes	15%	19%	9%	12%	22%	17%	20%	14%	17%
No	85%	81%	91%	88%	78%	83%	80%	86%	83%

The market continues to attract good proportions of new visitors each year.



- Survey respondents on a repeat visit to the city were also asked whether it was the first time they had visited the Bath Christmas Market.
- At 31%, the proportion of first time visitors to the Christmas market remained similar to previous years.
- 42% of staying visitors, 35% of face to face survey respondents and 37% of adult only groups were visiting the Christmas Market for the first time.

Whether first ever visit to Bath Christmas Market (repeat visitors to Bath only)	ALL 2019	F2F	ONLINE	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	MAIN REASON	OTHER REASON
Yes	31%	35%	27%	27%	42%	17%	37%	31%	30%
No	69%	65%	73%	73%	58%	83%	63%	69%	70%

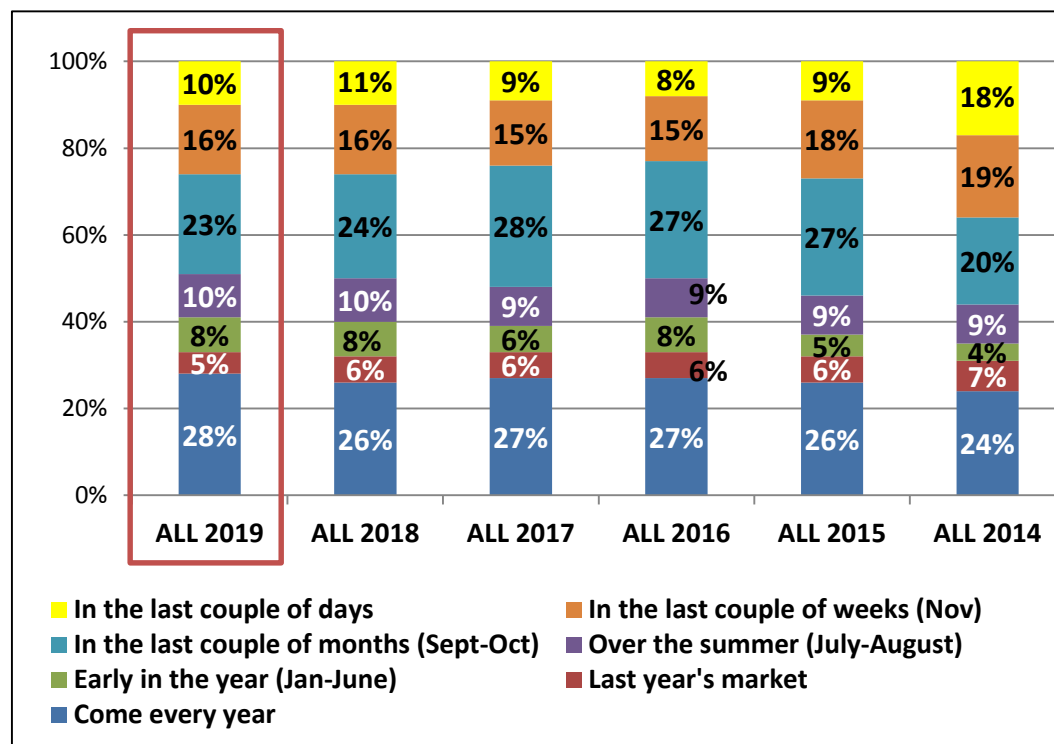
Dwell time at the market remains high.

- On average visitors had spent 4.28 hours or 4 hours 17 minutes at the Christmas Market during 2019 – just 3 minutes shorter than during 2018 (4.33 hours or 4 hours 20 minutes).
- Staying visitors had typically spent the longest amount of time at the Christmas Market – 5.12 hours or 5 hours 7 minutes compared with 4.38 hours for day visitors (4 hours and 23 minutes) and 2.29 hours for local residents/workers (2 hours 17 minutes). Online respondents, first time visitors to Bath, first time visitors to the market and those who said the market was the main reason for them visiting Bath had all spent at least 4 hours or more on site.

Average duration of stay at the market (hours)			Average duration of stay at the market (hours)		
ALL 2019	4.28	4 hours 17 minutes	ADULTS WITH CHILDREN	3.18	3 hours 11 minutes
ALL 2018	4.33	4 hours 20 minutes	ADULTS ONLY	3.81	3 hours 49 minutes
ALL 2017	4.42	4 hours 25 minutes	FIRST TIME BATH	5.20	5 hours 12 minutes
ALL 2016	4.15	4 hours 9 minutes	FIRST TIME BCM	4.65	4 hours 39 minutes
ALL 2015	4.11	4 hours 7 minutes	REPEAT BCM	4.36	4 hours 22 minutes
ALL 2014	3.92	3 hours 55 minutes	MAIN REASON	4.59	4 hours 35 minutes
F2F	3.76	3 hours 46 minutes	OTHER REASON	3.16	3 hours 10 minutes
ONLINE	4.94	4 hours 56 minutes			
LOCAL	2.29	2 hours 17 minutes			
DAY	4.38	4 hours 23 minutes			
STAYING	5.12	5 hours 7 minutes			

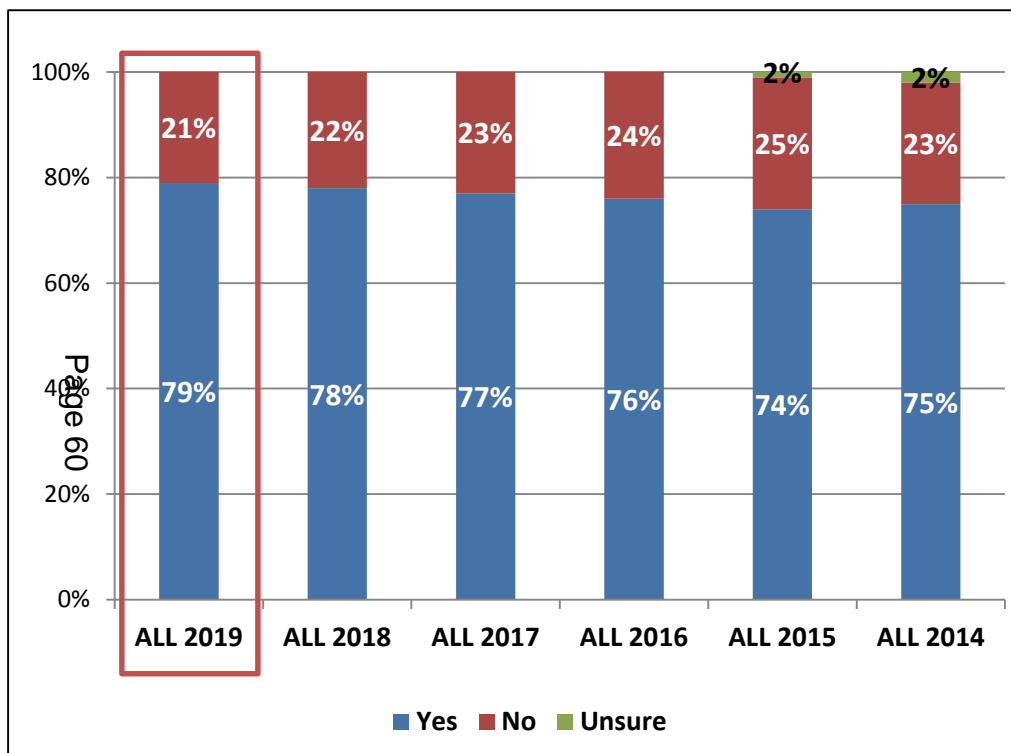
September onwards is the key period for decision making.

- In a similar manner to 2018, approximately half of respondents made the decision to visit within two months of the market taking place with a third visiting every year (28%) or deciding at last years market (5%).
- 47% of face to face survey respondents had decided to visit either a couple of months (26%) or a couple of weeks (21%) before the market took place, along with 43% of day visitors, 63% of first time visitors to Bath and 55% of first time visitors to the market.
- Staying visitors (35%), first time visitors to the market (32%) and first time visitors to Bath and the market (33% in each case) were the most likely to have planned their visit to the market further in advance (either over the summer or earlier in 2019).



When decided to visit the market	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Come every year	28%	22%	35%	53%	28%	16%	30%	22%	3%	-	41%	28%	29%
In the last couple of months (Sept-Oct)	23%	26%	19%	3%	23%	31%	12%	27%	46%	35%	16%	23%	22%
In the last couple of weeks (Nov)	16%	21%	10%	12%	20%	6%	30%	20%	17%	20%	15%	16%	14%
Over the summer (July-August)	10%	7%	15%	-	9%	19%	3%	7%	21%	17%	7%	10%	9%
In the last couple of days	10%	15%	4%	27%	9%	5%	18%	14%	1%	10%	8%	8%	16%
Early in the year (Jan-June)	8%	5%	12%	-	7%	16%	6%	5%	12%	16%	6%	9%	5%
Last year's market	5%	5%	5%	5%	5%	7%	-	6%	-	2%	8%	6%	3%

The market continues to be the main draw for the large majority of visitors to Bath.

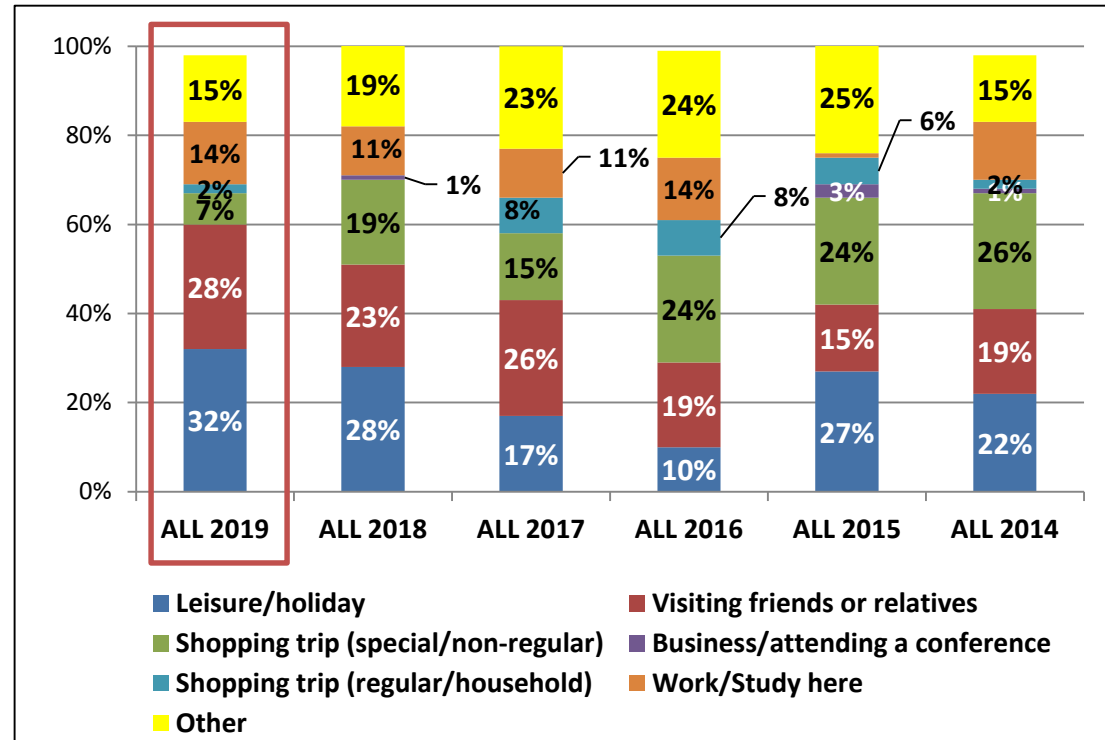


- 79% of visitors indicated that the Christmas Market was their main reason for visiting the city, a similar proportion to previous years (78%, 77%, 76%, 74% and 75% during 2018, 2017, 2016, 2015 and 2014 respectively).
- 85% of day visitors to the city, 80% of first time visitors to Bath and 84% of first time visitors to the market said it was their main reason for choosing to visit.
- Half of all local residents said the market was their main reason for choosing to visit Bath.

Whether market was main reason for visiting Bath	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM
Yes	79%	78%	80%	50%	85%	76%	88%	77%	80%	84%	83%
No	21%	22%	20%	50%	15%	24%	12%	23%	20%	16%	17%

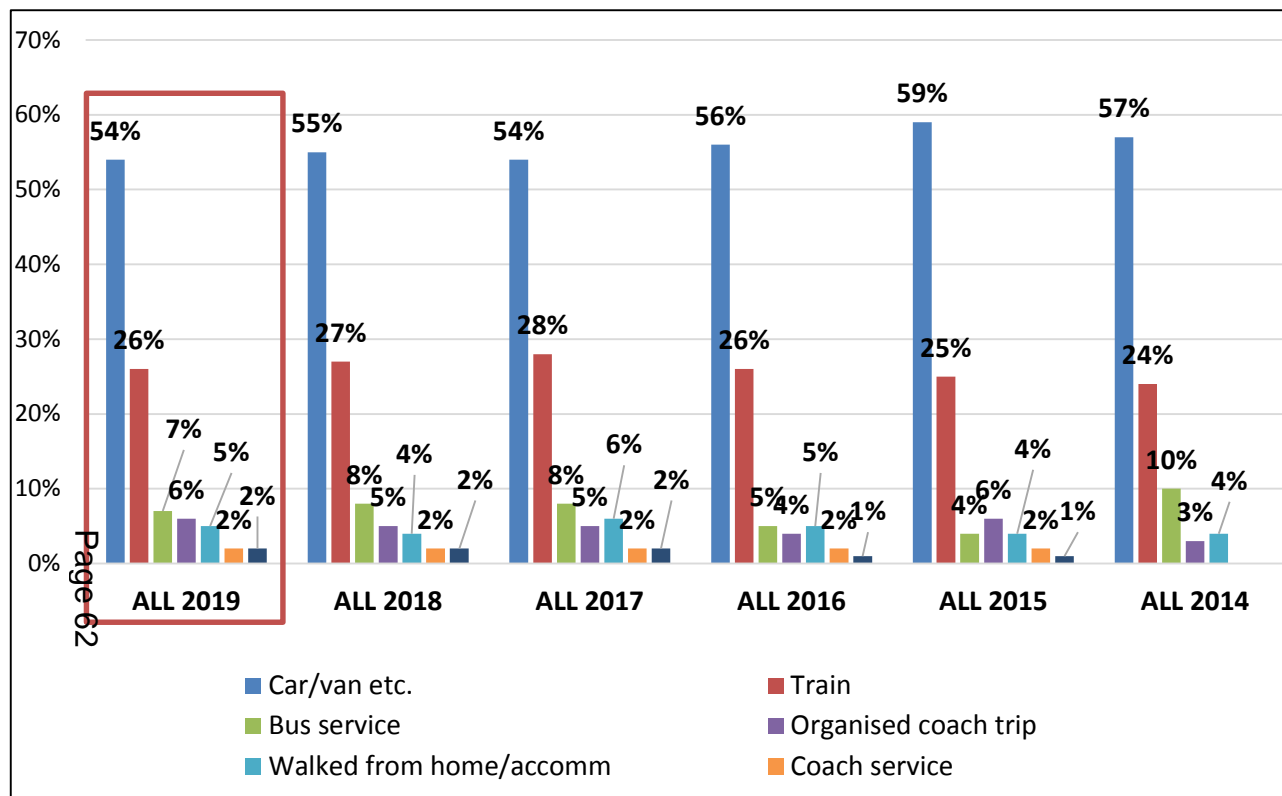
For those not visiting because of the market leisure/holiday and visiting friends/relatives are the main motivators.

- 32% of respondents whose main reason for visiting Bath was not because of market said they were visiting as part of a leisure/holiday trip to Bath (28% in 2018) and 28% were visiting friends or relatives who lived in the city (23% in 2018).
- 14% of all respondents said they worked or studied in the city, 7% were on a special shopping trip and 2% a regular/household shopping trip.
- A further breakdown of all respondents answering this question by analysis segment is shown in the table below and to see the list of 'other' reasons for visiting Bath (15% of all respondents) please refer to the appendix which accompanies this report.



Main reason for visiting Bath (those for whom the market was not the main reason for visit)	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM
Leisure/holiday	32%	34%	28%	2%	35%	62%	50%	34%	74%	43%	36%
Visiting friends or relatives	28%	26%	32%	7%	45%	27%	-	28%	21%	57%	36%
Other	15%	9%	26%	29%	9%	8%	25%	8%	5%	-	14%
Work/Study here	14%	15%	13%	43%	-	3%	25%	14%	-	-	2%
Shopping trip (Special/Non-regular)	7%	10%	2%	10%	11%	-	-	11%	-	-	12%
Shopping trip (regular/ household)	2%	3%	-	7%	-	-	-	4%	-	-	
Language student	1%	1%	-	2%	-	-	-	1%	-	-	

Road transport accounted for 69% of visits.

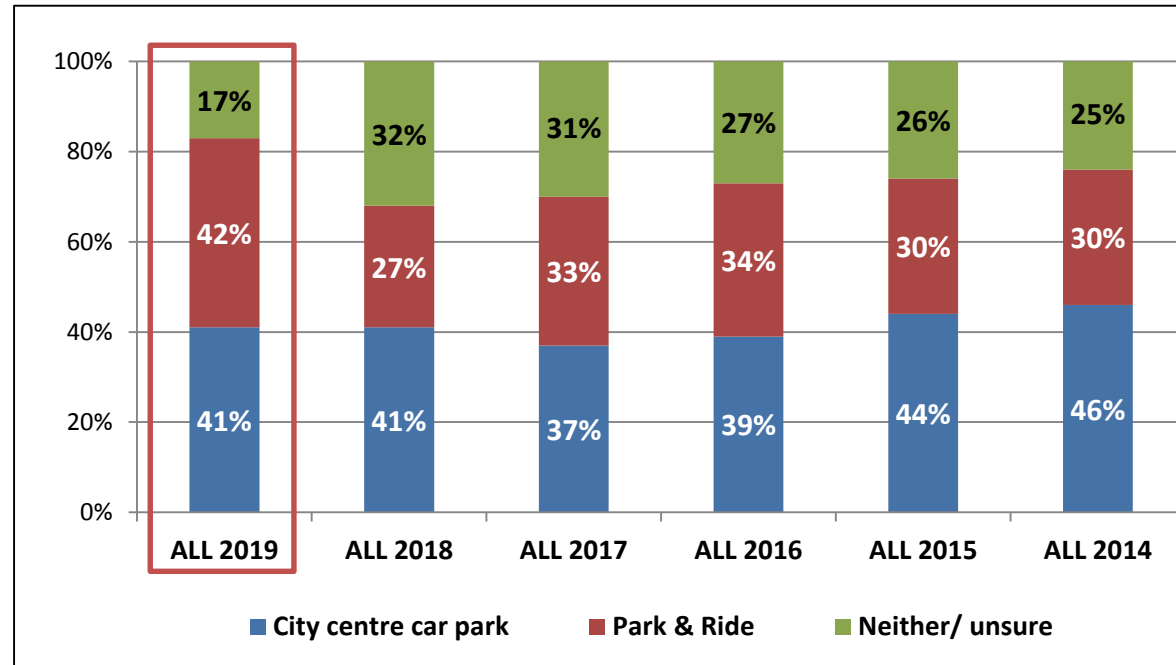


- Car/van etc. (54%) was the most popular form of transport used to travel to Bath – a similar proportion to previous years.
- A further 15% of visitors also travelled by road either as part of an organised coach tour (6%) or on a bus (7%) or coach service (2%).
- Around a quarter of visitors had travelled to Bath on the train (26%) with this proportion decreasing by 1% compared with 2018.
- A higher proportion of staying visitors (60%) and adults with children (55%) had travelled to the city by car, van etc. Around a third of day visitors (31%), 28% of first time visitors to the city and 31% of first time visitors to the market had arrived in the city by train whilst 25% of local residents had walked from their own homes.

How travelled to Bath	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Car/van etc.	54%	50%	57%	37%	54%	60%	55%	50%	48%	54%	59%	55%	47%
Train	26%	24%	29%	2%	31%	25%	27%	24%	28%	31%	29%	28%	20%
Bus service	7%	8%	5%	27%	4%	3%	3%	9%	3%	4%	4%	5%	14%
Organised coach trip	6%	8%	4%	-	8%	2%	6%	8%	14%	8%	4%	7%	3%
Walked from accommodation / home	5%	6%	4%	25%	-	7%	3%	6%	4%	1%	2%	2%	13%
Coach service	2%	2%	1%	1%	2%	1%	-	2%	3%	1%	2%	2%	1%
Bicycle	1%	1%	-	4%	-	1%	3%	1%	-	1%	-	1%	1%
Other	1%	1%	0%	3%	-	1%	3%	1%	-	1%	0%	0%	2%

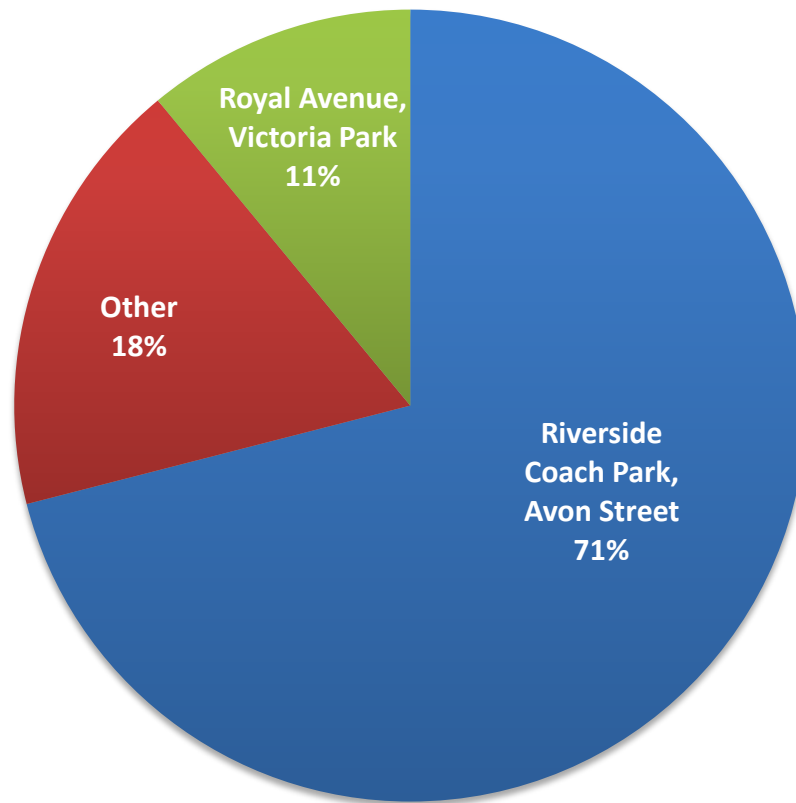
Increased park and ride usage in 2019.

- 42% of respondents who had arrived in the city by car/van etc. had used the city's park & ride facility (27% in 2018) whilst 41% had used a city centre car park (same proportion as 2018).
- 56% of day visitors had used the park and ride facility.



Car/van users etc. Which of the following was used....	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Park & Ride	42%	44%	40%	33%	53%	12%	44%	44%	39%	46%	42%	43%	34%
City centre car park	41%	37%	45%	53%	39%	40%	39%	36%	26%	36%	43%	39%	49%
Neither/ unsure	17%	19%	15%	13%	8%	48%	17%	20%	34%	18%	15%	18%	16%

Around three quarters of organised coach visitors were dropped off at the Riverside Coach Park on Avon Street.



Visitors who arrived at the market as part of an organised coach trip were asked to specify where their coach driver had dropped them off.

71% said they were dropped off at the Riverside Coach Park on Avon Street and a further 11% at Royal Avenue, Victoria Park.

18% (7 respondents) said they were dropped off at another location including; approximately 2 minutes from the Abbey, by Hay Hill, Green Park, Lansdowne Road and The Crescent. Two of the respondents did not know where the location was.

Bath Christmas Market Survey 2019

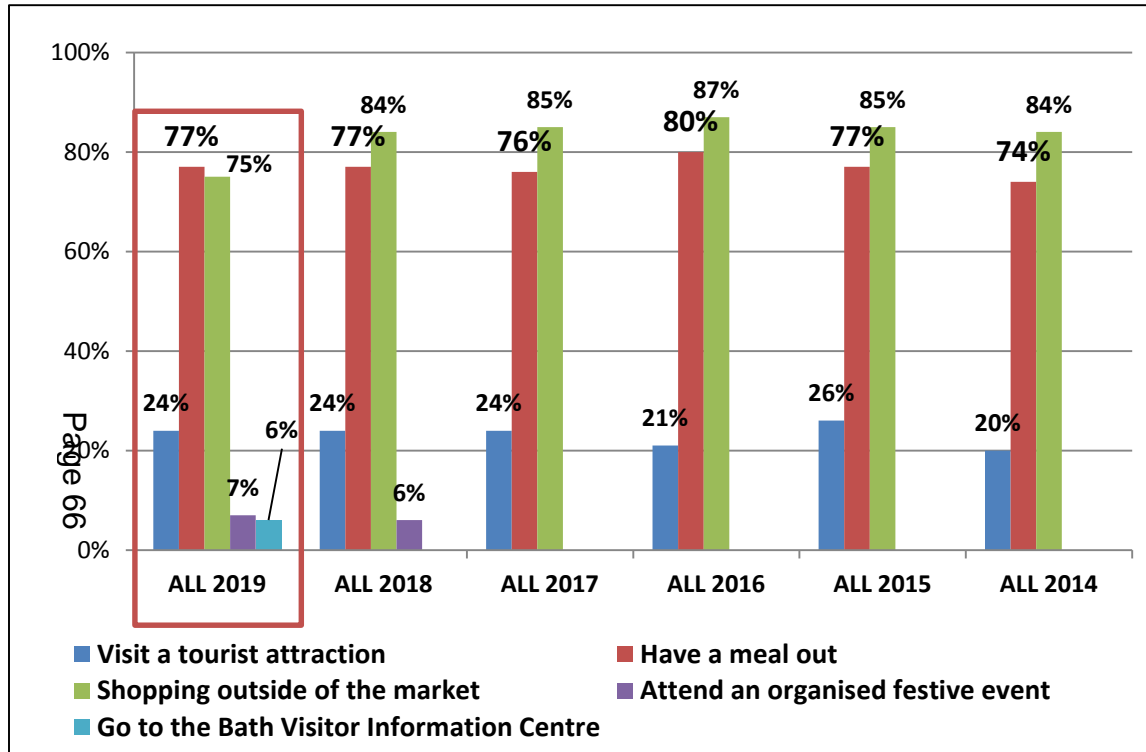


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Activity Participation



Businesses outside of the market continue to benefit from its' visitors.

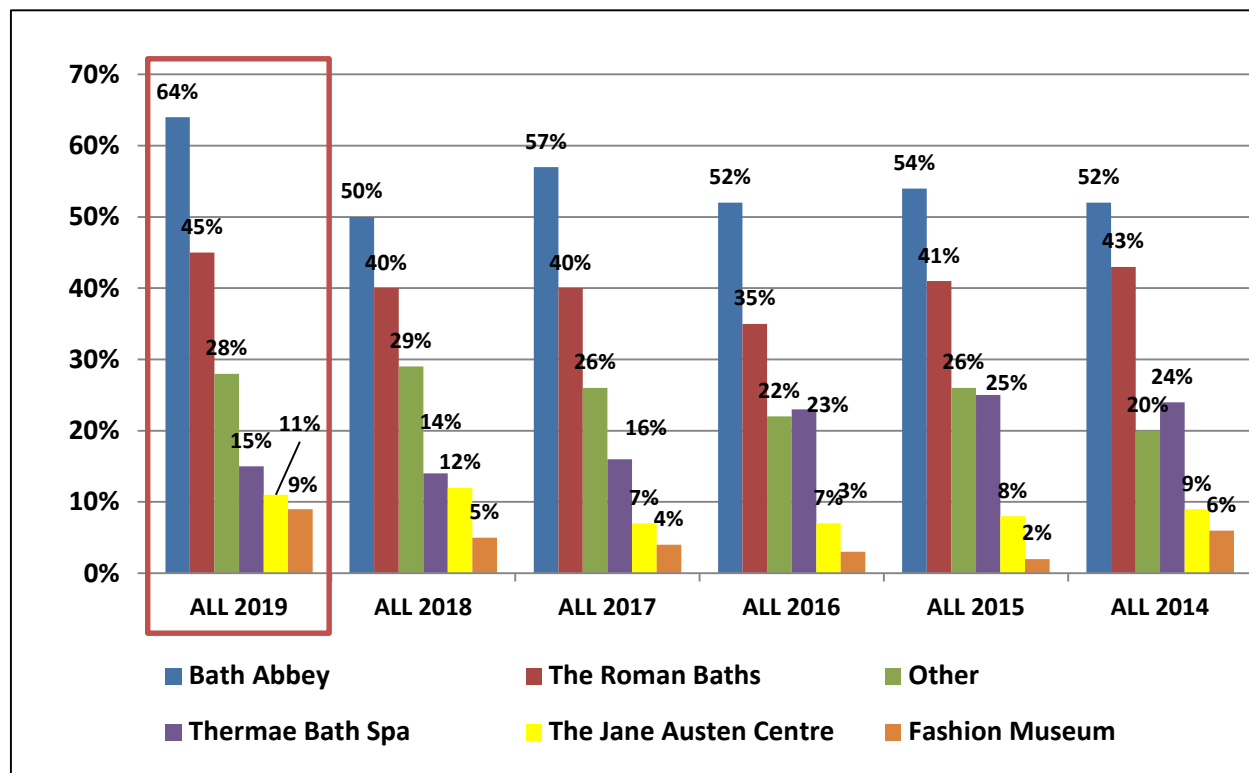


- 77% of respondents indicated that they had/or were planning to have a meal out (same proportion as 2018) whilst 75% had/or planned to do other shopping in Bath outside of the market (84% in 2018). 24% had/or were planning to visit a tourist attraction in the city (the same proportion as 2018).
- 7% had/or planned to attend an organised festive event in the city (6% 2018) including a carol/service in the Abbey, going to the theatre, ice skating and glow in the dark crazy golf and 6% had or were planning to go to Bath Visitor Information Centre (asked about for the first time during the 2019 survey).
- The results by segment are shown below.

Whether likely to do any of the following during visit....	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Have a meal out	77%	77%	76%	45%	75%	91%	56%	79%	88%	79%	78%	78%	73%
Shopping outside of the market	75%	71%	79%	73%	75%	75%	78%	70%	64%	73%	79%	74%	78%
Visit a tourist attraction	24%	26%	22%	2%	17%	50%	19%	26%	55%	34%	16%	22%	30%
Attend an organised festive event	7%	6%	7%	8%	6%	7%	4%	7%	3%	10%	6%	5%	13%
Go to the Bath Visitor Information Centre	6%	5%	8%	3%	4%	13%	7%	4%	15%	4%	6%	6%	7%

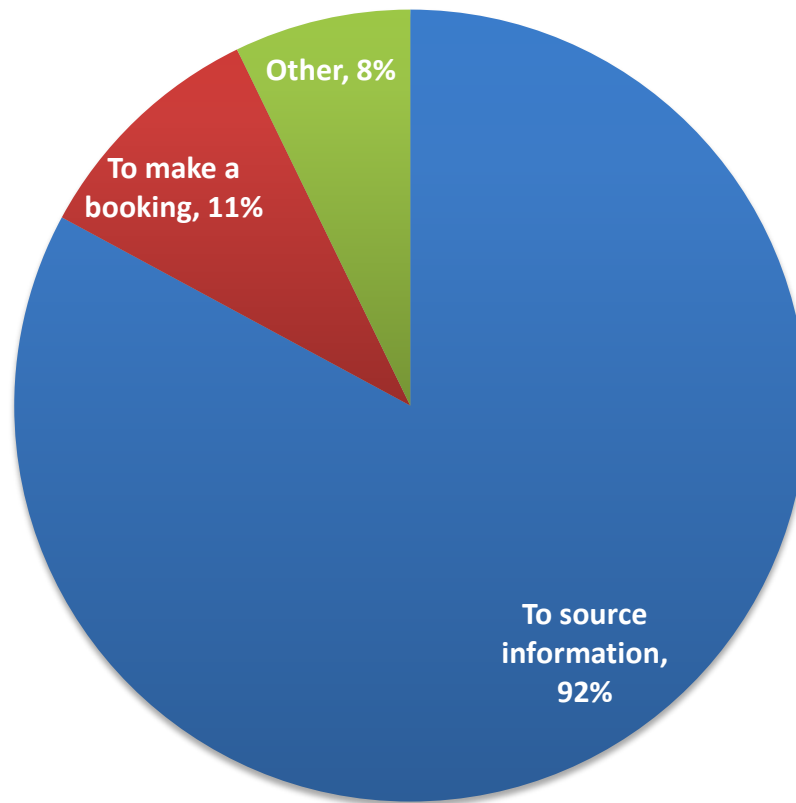
64% of all respondents visiting an attraction during their trip to Bath had or intended to visit Bath Abbey.

- The largest proportion of visitors who indicated that they had/or were planning to visit an attraction in the city cited Bath Abbey (64%, compared with 50% during 2018) and 45% said the Roman Baths (40% 2018). 15% had/or planned to visit Thermae Bath Spa (14% in 2018), 11% The Jane Austen Centre (12% in 2018) and 9% The Fashion Museum (5% in 2018).
- 28% had or planned to visit an 'other' attraction including the Pump Rooms, The Crescent and the Holburne. The full list of these can be found in the appendix which accompanies this report.
- With the exception of local residents there was little variation in the results according to analysis segment.



Attractions visited	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Bath Abbey	64%	64%	63%	100%	68%	60%	50%	65%	65%	59%	67%	59%	76%
The Roman Baths	45%	48%	42%	100%	26%	59%	75%	46%	69%	41%	25%	42%	53%
Other	28%	24%	34%	-	26%	31%	-	26%	23%	27%	35%	28%	32%
Thermae Bath Spa	15%	13%	17%	100%	8%	19%	25%	12%	19%	10%	14%	13%	21%
The Jane Austen Centre	11%	9%	12%	-	6%	14%	-	10%	10%	6%	16%	8%	16%
Fashion Museum	9%	8%	11%	100%	3%	13%	-	9%	8%	10%	8%	5%	21%

92% of visitors who had/or were intending to go to Bath Visitor Information Centre were doing so to source information.

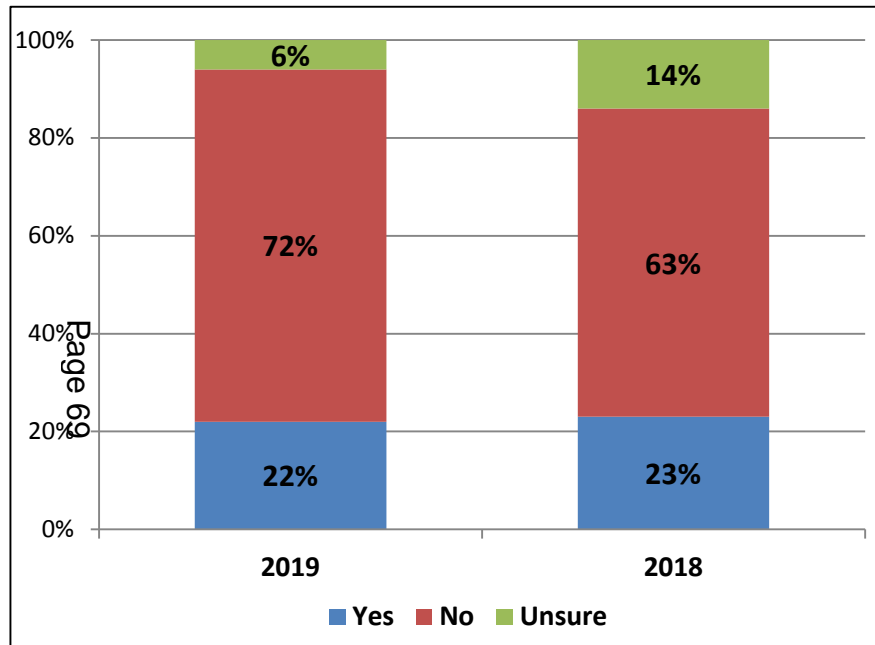


Visitors who had/or were intending to go to Bath Visitor Information Centre (6% of all visitors) were asked what they had/or were intending to go there for.

92% said it was to source information and a further 11% to make a booking.

8% (3 respondents) said they had/intended to go there for another reason including; to get some souvenirs, to look at the shop and to get a map of the market and to enquire if there were any more stalls that they had missed.

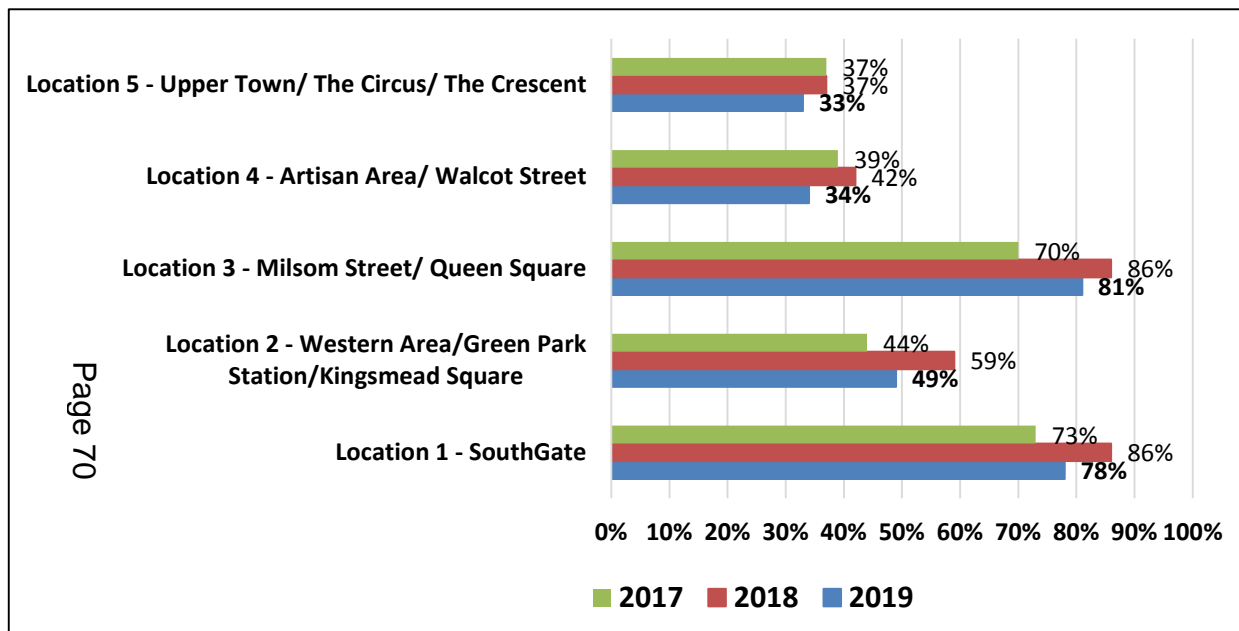
22% of respondents said the increased number of organised festive events on offer in Bath during the 2019 market had impacted on how long they spent in the city during their visit.



- Respondents were asked whether the increased number of organised festive events on offer in Bath during the 2019 market had an impact on how long you they spent in the city during their visit (asked for the first time during 2018).
- 22% said it had impacted on how long they had spent in the city (23% 2018) including 33% of local residents, whilst 72% said it hadn't – an increase of 9% compared with last year and this could have impacted on the slightly lower dwell time at the market compared with 2018 and 2017.

Has the increased number of organised festive events on offer in Bath in 2018 had an impact on how long you will spend in the city during THIS VISIT?	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	22%	13%	29%	33%	24%	17%	-	13%	-	23%	22%	27%	14%
No	72%	87%	62%	67%	71%	75%	-	87%	100%	62%	78%	64%	86%
Unsure	6%	-	10%	-	5%	8%	-	-	-	15%	-	9%	-

SouthGate and Milsom Street/Queen Square were the most popular areas of Bath visited (excluding the central area where the market took place).



- Survey respondents were shown a map of Bath and asked which areas of the city they had visited during their trip.
- Excluding the central area where the main market took place the most visited areas were Milsom Street/Queen Square (81%) and SouthGate (78%) compared with 86% in each case during 2018.
- The results by analysis segment are shown in the table below and are broadly similar.

Areas of Bath visited	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Location 1 – SouthGate	78%	75%	81%	75%	78%	80%	81%	75%	73%	75%	81%	79%	75%
Location 2 - Western Area/ Green Park Station/ Kingsmead Square	49%	44%	55%	38%	48%	58%	63%	42%	48%	56%	49%	52%	37%
Location 3 - Milsom Street/ Queen Square	81%	78%	85%	71%	81%	86%	78%	78%	69%	84%	85%	80%	88%
Location 4 - Artisan Area/ Walcot Street	34%	28%	41%	23%	31%	46%	13%	29%	49%	38%	31%	33%	40%
Location 5 - Upper Town/ The Circus/ The Crescent	33%	29%	37%	14%	31%	47%	22%	29%	40%	45%	29%	32%	36%

Bath Christmas Market Survey 2019



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Advertising & Marketing



Over half of all visitors were prompted to visit the 2019 market as the result of a previous visit. A quarter had been recommended to visit it.

- 54% of visitors were prompted to visit the market from a previous visit (52% in 2018), whilst a further 25% had been recommended to visit it (24% in 2018). The value of word of mouth advertising cannot be underestimated as customers who recommend a product/event/location to others help to drive business growth as the company/product/event/location will not need to undertake costly ad campaigns or sales promotions to retain their business.
- 13% were prompted to visit via the internet, (14% 2018), a further 7% via an E-newsletter (same proportion as 2018) and 4% via a social media site such as Facebook or Twitter etc. (a decrease of 3% compared with 2018 - 7%).
- 6% of visitors mentioned another way in which they had been prompted to visit and for a full list of these responses please see the appendices which accompany this report. A breakdown of the 2019 results by analysis segment is shown in the table overleaf.

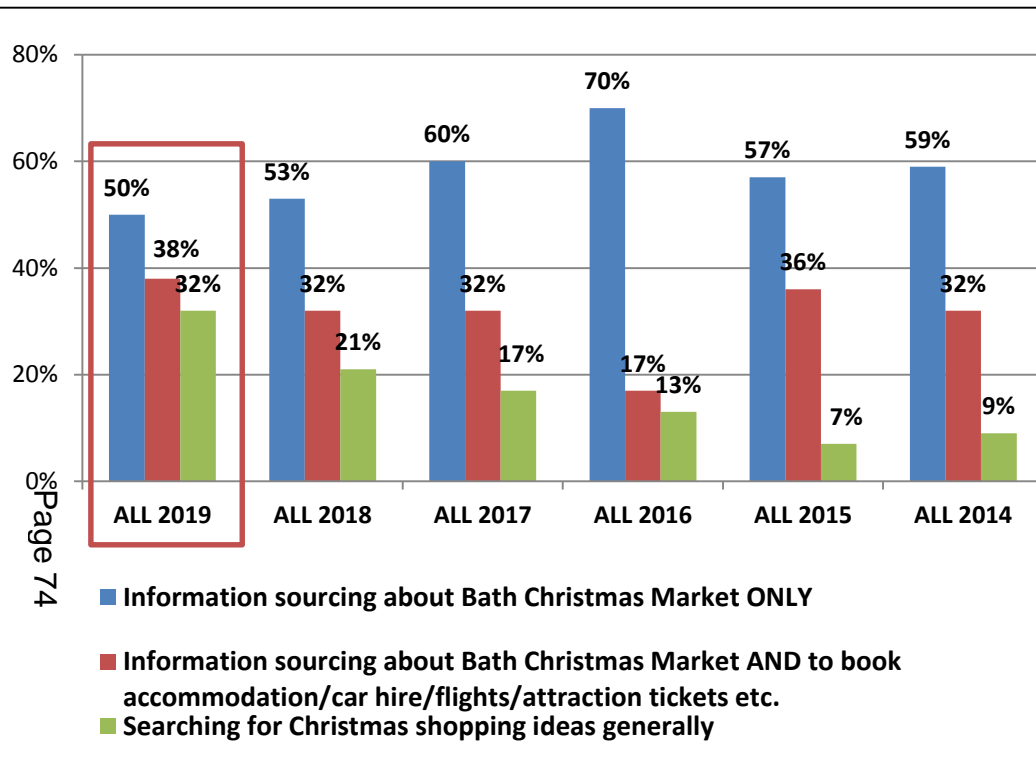
What prompted you to visit Bath Christmas Market?	ALL 2019	ALL 2018	ALL 2017	ALL 2016	ALL 2015	ALL 2014
Previous visit	54%	52%	46%	49%	52%	48%
Recommendation	25%	24%	21%	19%	22%	26%
Internet	13%	14%	12%	14%	20%	23%
E-Newsletter	7%	7%	11%	3%	3%	5%
Other	6%	12%	16%	13%	12%	10%
Social media e.g. Facebook/Twitter etc.	4%	7%	11%	12%	7%	11%
Online advertising	3%	2%	3%	4%	n/a	n/a
Residents invite	3%	2%	2%	n/a	n/a	n/a
Can't recall	3%	-	2%	3%	2%	3%
Coach operator	3%	2%	2%	2%	3%	2%
Magazine/brochure	2%	2%	1%	1%	1%	5%
Local paper	2%	1%	1%	1%	1%	2%
Radio promotion – Heart FM	-	1%	-	-	-	1%
Poster	1%	-	-	-	-	1%

51% of all first time visitors to the market were prompted to visit the market as the result of a recommendation.

- With the exception of first time visitors to the city and first time visitors to the Christmas market, the largest proportion of respondents across all analysis segments had been prompted to visit the market in 2019 as the result of a previous visit.
- 45% of first time visitors to Bath and 51% of first time visitors to the market had been prompted to visit as the result of a recommendation and 29% of first time visitors to Bath and 23% of first time visitors to the market had been prompted to visit as the result of the internet.

What prompted you to visit Bath Christmas Market?	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Previous visit	54%	48%	60%	65%	57%	39%	59%	47%	3%	7%	84%	55%	49%
Recommendation	25%	34%	13%	15%	24%	30%	16%	35%	45%	51%	11%	26%	20%
Internet	13%	15%	10%	7%	12%	19%	19%	15%	29%	23%	6%	13%	13%
E-Newsletter from Bath Christmas Market	7%	-	17%	2%	7%	10%	-	-	3%	9%	8%	7%	6%
Other	6%	11%	-	6%	7%	5%	13%	11%	9%	8%	5%	5%	10%
Social media e.g. Facebook/Twitter/Instagram etc.	4%	4%	4%	1%	4%	4%	-	4%	9%	9%	1%	4%	1%
Online advertising	3%	2%	4%	1%	2%	6%	-	2%	8%	6%	1%	3%	1%
Residents invite	3%	3%	3%	4%	3%	4%	6%	3%	6%	4%	2%	1%	8%
Can't recall	3%	4%	3%	7%	3%	2%	6%	4%	6%	3%	2%	2%	8%
Coach operator	3%	3%	2%	1%	4%	-	-	3%	3%	5%	2%	3%	2%
Magazine/brochure/flyer	2%	2%	1%	5%	0%	4%	3%	2%	1%	4%	0%	2%	1%
Local paper	2%	3%	1%	8%	1%	-	3%	3%	2%	1%	1%	1%	4%
Radio or podcast promotion	-	1%	-	2%	-	1%	3%	1%	-	-	-	-	1%
Poster	1%	1%	-	1%	-	1%	-	1%	1%	1%	-	1%	1%

The primary usage of the internet was information sourcing.



- Half of all visitors who had been prompted to visit the market via the internet had used it to search for information about Bath Christmas Market only – a 3% decrease compared with 2018 and a further decrease compared with 2017 and 2016 (60% and 70% respectively). 38% had used it to source information and to book their accommodation etc. online a 6% increase compared with 2018 (32%).
- 32% had used the internet to search for Christmas shopping ideas generally, an 11% increase compared with 2018 (21%).
- Staying visitors who were prompted to visit the market via the internet were the most likely to be using it to source information and to book their accommodation etc. (81%), along with first time visitors to the city and those visiting for an other reason (56% in each case).

What did you use the internet for?	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Information sourcing about Bath Christmas Market ONLY	50%	59%	31%	67%	67%	19%	60%	59%	44%	50%	52%	54%	33%
Information sourcing about Bath Christmas Market AND to book accommodation/car hire/flights/attraction tickets etc.	38%	34%	45%	-	16%	81%	40%	33%	56%	31%	38%	33%	56%
Searching for Christmas shopping ideas generally	32%	29%	38%	67%	29%	29%	20%	30%	32%	28%	29%	33%	28%

Awareness of the www.bathchristmasmarket.co.uk website decreased during 2019 but remained higher than during 2017.

- Those visitors who indicated that they had been prompted to visit the Christmas market via the internet (13%) were shown visual prompts of the www.bathchristmasmarket.co.uk, www.visitbath.co.uk/christmas and www.visitbath.co.uk website homepages (all three images are shown below) and asked if they recognised them.
- Overall awareness was highest for the www.bathchristmasmarket.co.uk website homepage with 65% recognising it, a decrease compared with 2018 (73%) but remaining higher than during the 2017 survey (56%). This was followed by 61% who recognised the www.visitbath.co.uk/christmas website (59% 2018, 47% 2017, 39% 2016, 44% 2015 & 29% 2014) and 30% who recognised the www.visitbath.co.uk website – a significant decrease compared with 2018 (52%) and previous years (53% 2017, 44% 2016, 44% 2015 and 29% 2014).
- Further breakdown of the 2019 results by analysis segment is shown overleaf.

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www.bathchristmasmarket.co.uk

65% visitor recall

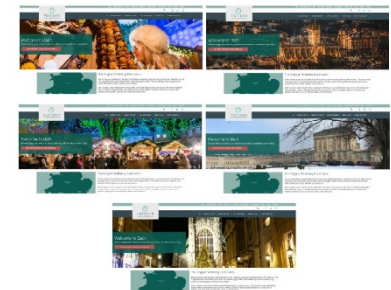
(73% 2018 / 56% 2017 / 85% 2016 /
69% 2015 / 75% 2014)



www.visitbath.co.uk/christmas

61% visitor recall

(59% 2019 / 47% 2017 / 39% 2016 /
44% 2015 / 29% 2014)



www.visitbath.co.uk

30% visitor recall

(52% 2018 / 53% 2017 / 47% 2016 /
44% 2015 / 29% 2014)

Recognition levels of the website homepages varied considerably amongst the analysis segments and is likely to be impacted by sample sizes.

www.bathchristmasmarket.co.uk website

	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	60%	76%	67%	55%	81%	33%	63%	69%	64%	62%	67%	58%
No	35%	7%	-	35%	16%	67%	31%	27%	25%	33%	23%	37%
Unsure	5%	17%	33%	10%	3%	-	6%	4%	11%	5%	10%	5%

www.visitbath.co.uk/christmas website

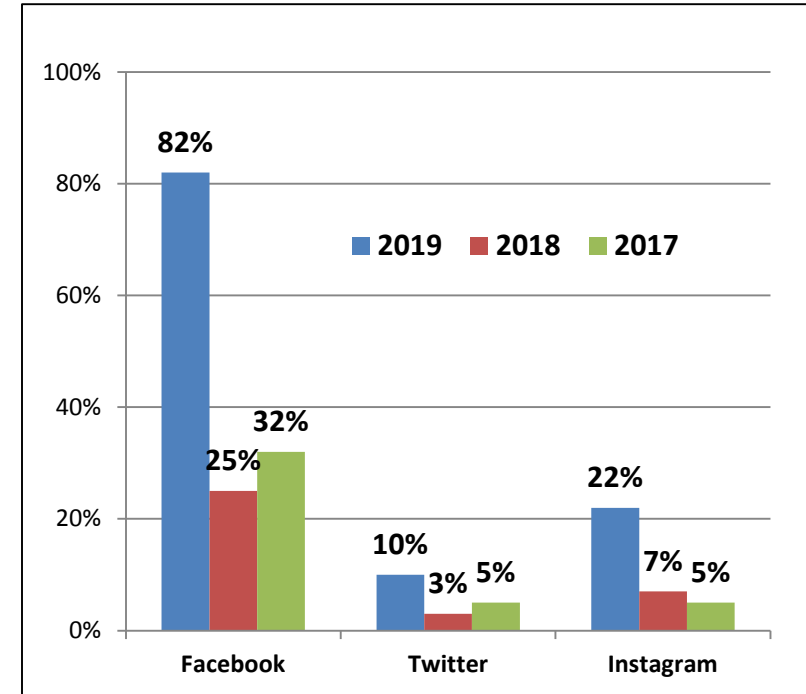
	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	51%	83%	33%	65%	59%	33%	53%	69%	59%	62%	63%	53%
No	41%	7%	17%	29%	34%	67%	38%	23%	38%	29%	30%	32%
Unsure	8%	10%	50%	6%	6%	-	9%	8%	3%	10%	7%	16%

www.visitbath.co.uk website

	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	31%	28%	67%	15%	47%	17%	33%	38%	16%	33%	31%	26%
No	59%	38%	17%	60%	47%	83%	56%	38%	65%	57%	55%	42%
Unsure	10%	34%	17%	25%	6%	-	11%	23%	19%	10%	14%	32%

Increased social media presence on all platforms but especially Facebook.

- Respondents were asked whether they were following the Bath Christmas Market on social media sites Facebook, Twitter and Instagram.
- 82% said they had been following the market on Facebook, a significant increase compared with 25% doing so in 2018 and 32% in 2017. 22% were doing the same on Instagram, again a significant increase compared with 7% and 5% during 2018 and 2017 respectively. 10% were following the market on Twitter compared with 3% during 2018 and 5% during 2017.
- 100% of adults with children followed the market on Facebook, along with 87% of day visitors, 87% on a repeat visit to the market and 85% who said it was their main reason for visiting Bath. 19% of visitors who had an other reason for visiting and 15% of first time visitors to Bath were doing so on Twitter. 37% of first time visitors to Bath and 32% of local residents were following the market on Instagram.



Whether following Bath Christmas Market on any of the following social media sites....	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Facebook	82%	83%	81%	58%	87%	78%	100%	81%	78%	80%	87%	85%	70%
Twitter	10%	8%	11%	11%	9%	12%	-	8%	15%	5%	11%	8%	19%
Instagram	22%	17%	24%	32%	19%	25%	-	19%	37%	18%	18%	21%	23%

Awareness levels of the Bath Christmas Market advert and guide both decreased during 2019.

- Respondents were also shown visual prompts of the full page press advert, BID advert and guide used to promote the 2019 market (images of which are shown below) and asked if they recognised them.
- Overall awareness was highest for the Bath Christmas Market advert with 44% recognising it, although a decrease compared with 2018 (51%). This was followed by 35% who recognised the market guide, but again a decrease compared with last year (50%) although higher than during 2017 (24%). 24% recalled the Christmas in Bath advert produced by the BID.
- A further breakdown of the 2019 results by analysis segment is shown overleaf.

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Bath Christmas Market Advert

44% visitor recall

(51% 2018 / 50% 2017 / 50% 2016 / 15% 2015 / 37% 2014)



Christmas in Bath Advert (BID)

24% visitor recall

(asked about for the first time during 2019 survey)



Bath Christmas Market Guide

35% visitor recall

(50% 2018 / 24% 2017 / 55% 2016)

Recognition levels of the adverts and guide were relatively consistent amongst the analysis segments.

Bath Christmas Market advert

	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	26%	64%	40%	41%	53%	31%	25%	37%	40%	48%	45%	40%
No	69%	22%	49%	50%	38%	59%	70%	56%	51%	43%	47%	48%
Unsure	5%	14%	11%	9%	9%	9%	5%	8%	9%	9%	9%	12%

Christmas in Bath advert (BID)

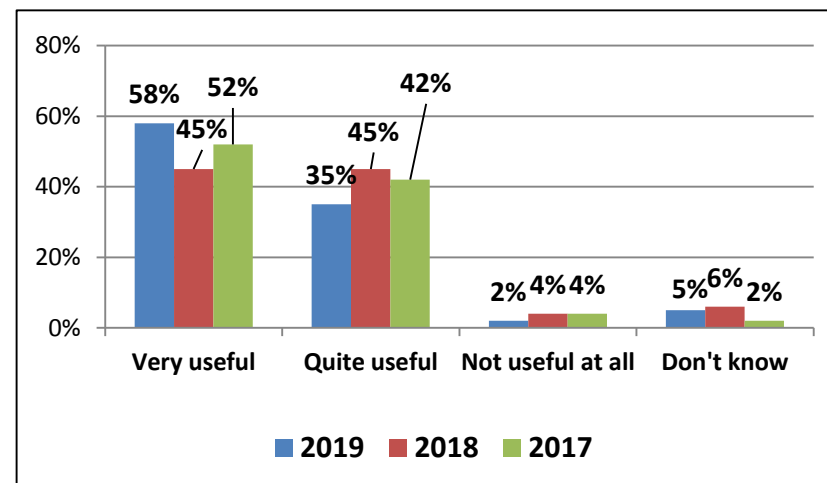
	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	24%	24%	28%	22%	27%	22%	24%	22%	23%	23%	23%	27%
No	70%	58%	60%	68%	59%	66%	70%	71%	65%	64%	66%	61%
Unsure	6%	18%	12%	11%	15%	13%	6%	8%	12%	13%	12%	12%

Guide

	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	34%	36%	31%	32%	46%	27%	35%	45%	39%	32%	36%	31%
No	64%	51%	63%	61%	48%	64%	64%	49%	52%	62%	56%	66%
Unsure	2%	13%	6%	7%	7%	9%	1%	6%	9%	7%	8%	3%

Highest rating so far for the market guide.

- Those respondents who recognised the front cover of the 2019 guide (35% of all respondents) were also asked if they had a copy of it. 64% indicated that they did have a copy of the guide (60% 2018 and 52% 2017).
- 58% found the guide very useful (45% 2018 and 52% 2017). A further 35% (45% and 42% in 2018 and 2017 respectively) found the guide quite useful. Only 2% (4% in each case during 2018 and 2017) said the guide had not been at all useful.
- The results by analysis segment are shown below.

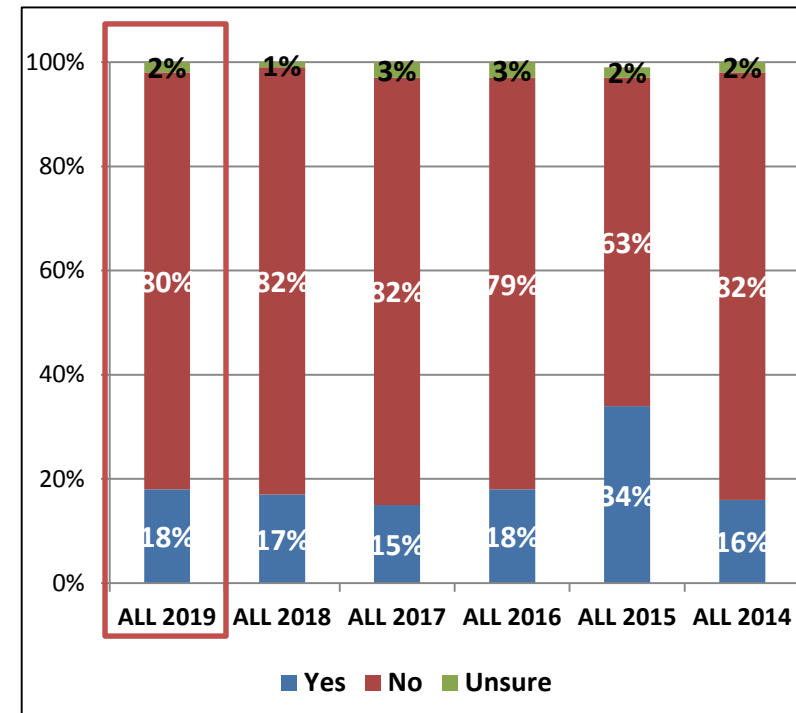


Guide	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Very useful	63%	51%	29%	62%	57%	80%	62%	71%	58%	58%	59%	48%
Quite useful	29%	41%	71%	30%	33%	20%	30%	25%	31%	34%	32%	52%
Not useful at all	-	5%	-	1%	5%	-	-	4%	2%	3%	3%	-
Don't know	8%	3%	-	7%	5%	-	8%	-	10%	6%	6%	-

- For the second time during the 2019 survey respondents were asked whether they had / or would be going to any other festive events in Bath as a result of seeing them advertised in this guide. 14% of respondents said they had or would be doing so, a decrease of 5% compared with last year when this question was asked for the first time (19%).

Marketing/promotion continues to influence good levels of visits.

- Respondents were asked whether they had made their decision to visit Bath Christmas Market after seeing the marketing/promotional materials for it.
- 18% said they had been influenced to visit by the marketing/promotional materials they had seen. This was an increase of 1% point compared with 2018 (17%) and compared with 15% during 2017, 18% during 2016, 34% during the 2015 survey and 16% during the 2014 survey. Considering the large proportion of respondents visiting because of a previous visit or as the result of a recommendation, both of which are unlikely to be influenced by any marketing/promotional materials, this is a relatively good proportion of visitors being influenced.
- Looking at analysis segments, F2F survey respondents, staying visitors, adults with children, first time visitors to Bath, first time visitors to the market and those for whom the market was their main reason for visiting were the most likely to have made their decision to visit the Christmas market after seeing some form of marketing/ promotional materials for it.



Whether made the decision to visit Bath Christmas Market after seeing the marketing/promotional materials for it	ALL 2019	F2F	ONLINE	LOCAL	DAY	STAYING	ADULTS WITH CHILDREN	ADULTS ONLY	FIRST TIME BATH	FIRST TIME BCM	REPEAT BCM	MAIN REASON	OTHER REASON
Yes	18%	20%	17%	12%	17%	25%	22%	19%	42%	29%	9%	20%	11%
No	80%	80%	79%	88%	82%	71%	78%	81%	56%	68%	89%	78%	88%
Don't know	2%	-	4%	-	2%	3%	-	-	2%	2%	2%	2%	1%

Bath Christmas Market Survey 2019



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Visitor Expenditure



Average visitor spending at the market decreased during 2019 to £23.77.

- Average visitor spend per person per day at the Bath Christmas Market 2019 was £23.77, compared with £26.84 in 2018, £37.54 in 2017, £23.31 in 2016, £31.75 in 2015 and £25.92 in 2014.
- In addition, visitors spent an average of £21.42 on shopping elsewhere in the city, £16.79 on eating and drinking, £1.61 on entertainment and £0.96 on travel and transport, all decreases compared with previous years with the exception of shopping elsewhere in Bath.
- Staying visitors spent an average of £69.17 per person per night on accommodation in Bath, the highest level to date.

VISITOR SPEND BY CATEGORY 2014-2019
(£/per person/per day) F2F SURVEY ONLY

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	All spend at Bath Christmas Market	Shopping elsewhere in Bath	Eating & drinking elsewhere in Bath	Attractions/ Entertainment	Travel & transport in Bath	Accommodation in Bath (STAYING VISITORS ONLY)
ALL 2019	£23.77	£21.42	£16.79	£1.61	£0.96	£69.17
LOCAL	£13.70	£19.05	£7.00	£0.00	£0.23	
DAY	£24.53	£19.64	£13.68	£1.04	£0.80	
STAYING	£28.07	£29.78	£35.01	£4.79	£2.19	
ALL 2018	£26.84	£18.37	£16.98	£2.04	£1.95	£51.65
ALL 2017	£37.54	£41.54	£22.09	£2.83	£0.96	£50.51
ALL 2016	£23.44	£22.07	£16.14	£1.96	£3.48	£45.91
ALL 2015	£31.75	£30.54	£19.51	£1.83	£1.33	£42.71
ALL 2014	£25.92	£29.84	£14.69	£1.89	£3.47	£31.79

Retail sales fell for the first time in 25 years last year, according to the leading UK retail industry body reporting in January 2020.

The British Retail Consortium (BRC) said total sales fell 0.1%, marking the first annual sales decline since 1995.

Sales in November and December were particularly weak, falling 0.9%, the BRC said.

Helen Dickinson, chief executive of the BRC, said: "Twice the UK faced the prospect of a no-deal Brexit, as well as political instability that concluded in a December general election - further weakening demand for the festive period. Retailers also faced challenges as consumers became both more cautious and more conscientious as they went about their Christmas shopping," she added.

Bath Christmas Market Survey 2019



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Visitors' Opinions, Likes & Dislikes



Introduction

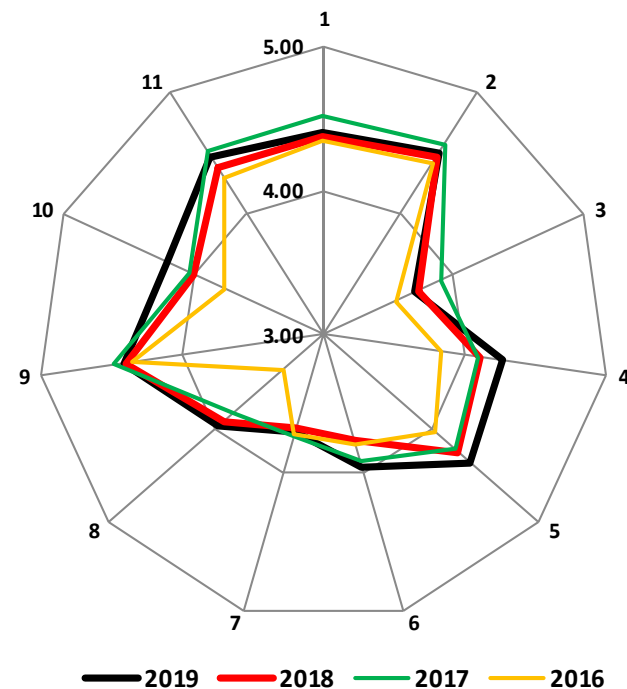
The 2019 Bath Christmas Market Survey once again obtained visitors' satisfaction levels with a wide range of factors or indicators which together comprise the 'visitor experience'. Each factor, or indicator, was rated on a range of one to five where '1' = 'very poor' (or the most negative response), '2' = 'poor', '3' = 'neutral', '4' = 'good' and '5' = 'very good' (or the most positive response), allowing a satisfaction 'score' (out of a maximum of five) to be calculated.

The areas explored in terms of satisfaction were:

- ✓ Range of stalls
- ✓ Quality of stalls
- ✓ Number of new traders (if been to market before)
- ✓ Range of catering facilities
- ✓ Quality of catering facilities
- ✓ Ease of finding your way around/signage
- ✓ Visitor information available on site
- ✓ Ease of getting around the site/accessing the stalls
- ✓ Site decoration, lighting etc.
- ✓ Quality of entertainment
- ✓ Overall atmosphere

With the exception of the number of new traders, visitor satisfaction levels increased slightly during 2019.

Visitor Satisfaction levels 2014 - 2019		2019	2018	2017	2016	2015	2014
1	Range of stalls	4.40	4.38	4.52	4.34	4.40	4.57
2	Quality of stalls	4.50	4.46	4.57	4.41	4.48	4.65
3	Number of new traders (if been before)	3.70	3.73	3.90	3.56	3.60	3.86
4	Range of catering facilities	4.27	4.11	4.09	3.83	3.98	4.10
5	Quality of catering facilities	4.36	4.25	4.22	4.03	4.14	4.28
6	Ease of finding your way around/signage	3.96	3.77	3.92	3.79	3.84	4.21
7	Visitor information available on site	3.71	3.67	3.73	3.72	3.70	3.87
8	Ease of getting around the site/accessing the stalls	3.97	3.93	3.83	3.37	3.59	3.96
9	Site decoration, lighting etc.	4.42	4.40	4.48	4.36	4.36	4.47
10	Quality of entertainment	4.21	4.00	4.03	3.76	3.76	4.03
11	Overall atmosphere	4.46	4.37	4.51	4.29	4.36	4.53



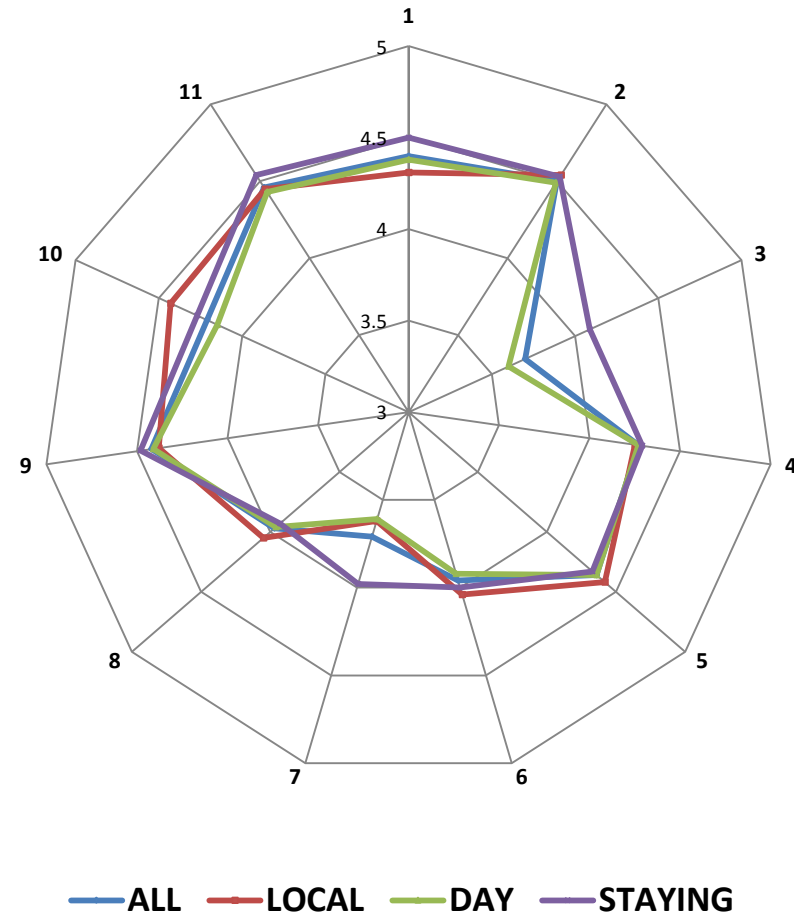
- Visitor satisfaction levels with their whole Bath Christmas Market experience, on the whole, increased across the board compared with the 2018 market. The highest average scores were for the quality of the stalls (4.50), overall atmosphere (4.46), the site decoration, lighting etc. (4.42) along with the range of stalls (4.40) as was also the case during previous years.
- 7 of the 11 indicators explored by the survey received an average score of 4.21 or more.
- Just 4 indicators including the number of new traders (3.70), the visitor information available on site (3.71), the ease of finding your way around/signage (3.96) and the ease of getting around the site/accessing the stalls (3.97) received an average score of less than 4.00.

7 of the 11 indicators received an average score of 4.00 or more

Visitor Satisfaction levels 2019	Mean Score	Very poor	Poor	Average	Good	Very good	Don't know
Quality of stalls	4.50	1%	2%	7%	28%	62%	1%
Overall atmosphere	4.46	1%	4%	8%	23%	63%	2%
Site decoration, lighting etc.	4.42	1%	2%	9%	31%	56%	1%
Range of stalls	4.40	1%	2%	10%	29%	57%	-
Quality of catering facilities	4.36	0%	1%	10%	27%	43%	19%
Range of catering facilities	4.27	1%	2%	13%	32%	43%	10%
Quality of entertainment	4.21	1%	3%	11%	27%	37%	21%
Ease of getting around the site/accessing the stalls	3.97	3%	7%	16%	33%	38%	2%
Ease of finding your way around/signage	3.96	1%	10%	17%	33%	35%	3%
Visitor information available on site	3.71	1%	11%	14%	21%	20%	32%
Number of new traders (if been before)	3.70	3%	5%	17%	24%	16%	34%

Satisfaction levels were generally highest amongst staying visitors.

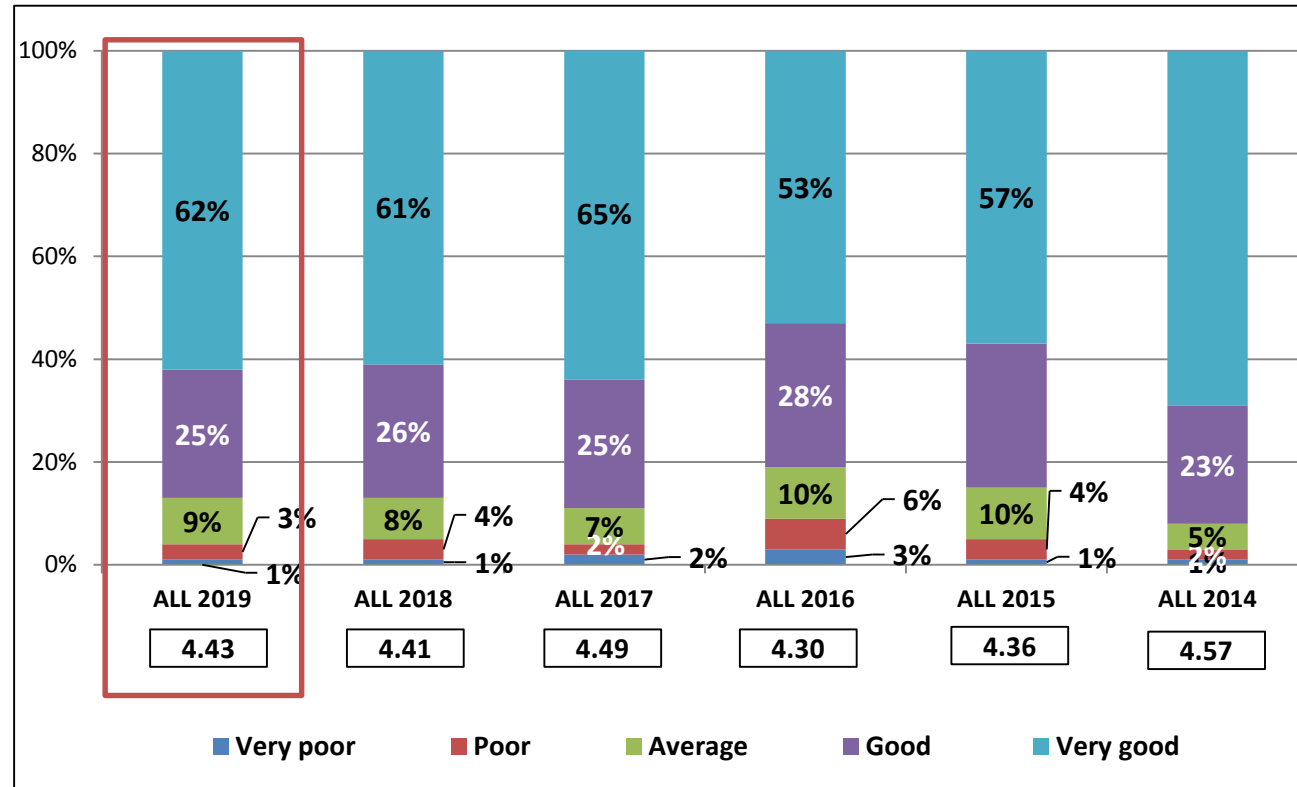
Satisfaction indicator		ALL	LOCAL	DAY	STAYING
1	Range of stalls	4.40	4.31	4.38	4.50
2	Quality of stalls	4.50	4.54	4.49	4.53
3	Number of new traders (if been before)	3.70	-	3.60	4.09
4	Range of catering facilities	4.27	4.25	4.27	4.29
5	Quality of catering facilities	4.36	4.42	4.36	4.33
6	Ease of finding your way around/signage	3.96	4.04	3.92	4.00
7	Visitor information available on site	3.71	3.62	3.61	3.98
8	Ease of getting around the site/accessing the stalls	3.97	4.05	3.96	3.93
9	Site decoration, lighting etc.	4.42	4.38	4.41	4.48
10	Quality of entertainment	4.21	4.43	4.15	4.27
11	Overall atmosphere	4.46	4.45	4.43	4.54



- Visitor satisfaction levels by visitor type are shown in the table and chart above.
- The highest levels of satisfaction were evident amongst staying visitors.

The overall rating of Bath Christmas Market increased slightly in 2019.

- At 4.43 out of 5.00, visitors' overall rating of Bath Christmas Market increased slightly compared to 2018 (4.41) but remained lower than during 2017 (4.49).
- Staying visitors had the highest overall opinion of the market (4.49) and day visitors the lowest (4.41).
- 62% of visitors rated the market overall as 'very good' and a further 25% as 'good' (61% and 26% during 2018 respectively).
- Just 4% of visitors rated the market as 'poor' (3%) or 'very poor' (1%), a 1% decrease compared with 2018.



Overall opinion of Bath Christmas Market	ALL 2019	LOCAL	DAY	STAYING
Satisfaction score	4.43	4.42	4.41	4.49

Likelihood of recommending the Christmas Market & Bath

Recommendation scores are a simple but effective new method for measuring customer loyalty invented by Bain consultant Fred Reicheld who discovered that a single question provides the ultimate measure of just how loyal customers are and that this method could then be used to accurately predict future revenue growth.

Recommendation scores are calculated by asking a sample of customers a single question “How likely is it that you would recommend xyz to a friend or colleague?”. The respondent is asked to respond on an 11 point scale from ‘0’ (not at all likely) to ‘10’ (extremely likely) depending on how positive they feel about the product/event/location. The proportion of those who think it unlikely they would recommend it (Detractors) subtracted from the proportion that are likely to recommend it (Promoters) produces a single number known as a Recommendation Score.

Based on their response to this question respondents are then divided into three distinct groups:

0-6 score are Detractors *These are customers that have generated sales but are actually bad for the company over the long haul. They are less likely to buy anything/visit the event/location again and more likely to spread bad word of mouth and more costly to serve because of their dissatisfaction.*

7-8 are Passives *These customers are generally more positive about the product/event/location but are significantly less valuable than Promoters. Many companies over estimate their success by assuming relatively high customer satisfaction will lead to future growth. In reality Passives may be satisfied but that may not be enough in the longer term.*

9-10 are Promoters *These customers drive business growth. The product/event/location has gone beyond satisfying their needs and truly delights them. As a result they will buy more from this company or visit an event or location again in the future, will recommend it to many others and therefore the company/product/event/location will not need to undertake costly ad campaigns or sales promotions to retain their business.*

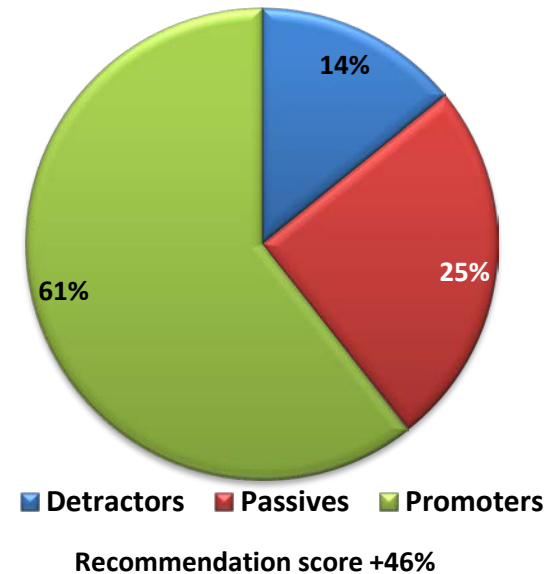
The Recommendation Score is created by calculating what percentage of the customer base are Promoters and then subtracting the percentage who are Detractors.

$$\% \text{ Promoters} - \% \text{ Detractors} = \text{RECOMMENDATION SCORE}$$

The higher or more positive the score the more satisfied the customer base.

The Bath Christmas Market achieved a good recommendation score of +46%.

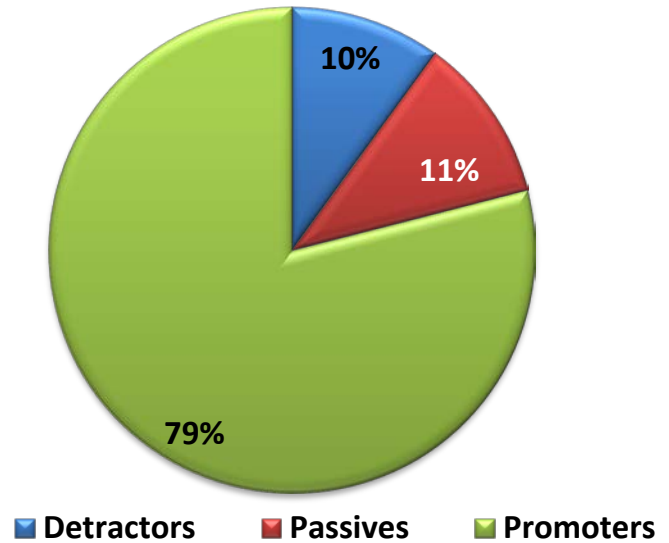
- The 2019 Bath Christmas Market achieved a recommendation score of +46%, a slight decrease of -5% compared with the 2018 market score but it remains higher than the 2016 market score (+33%). At +66% however, the score achieved during the 2014 market remains the highest achieved to date.
- Staying visitors gave the highest recommendation score at +55% and local visitors the lowest (+36%).
- 61% of Christmas Market visitors were categorised as 'Promoters' giving a score of 9 or 10 out of 10 for their likelihood of recommending the market to their friends or family (63% 2018), 25% gave a score of 7 or 8 and were categorised as 'Passives' (24% 2018), whilst 14% gave a score of 0-6 for their likelihood of recommending the market and were therefore categorised as 'Detractors' (13% 2018).



Likelihood of recommending Bath Christmas Market	Recommendation score
ALL 2019	+46%
ALL 2018	+51%
ALL 2017	+53%
ALL 2016	+33%
ALL 2015	+46%
ALL 2014	+66%
LOCAL	+36%
DAY	+45%
STAYING	+55%

Bath achieved a very high recommendation score of +69%.

- On the same scale, visitors were also asked how likely they would be to recommend a visit to Bath to their friends and family.
- Bath achieved a high recommendation score of +69%, compared with +68% in 2018, +69% in 2017, +57% in 2016, +68% in 2015 and +78% in 2014.
- 79% of visitors were categorised as 'Promoters' giving a score of 9 or 10 out of 10 for their likelihood of recommending a visit to the city to their friends or family (74% 2018), 11% gave a score of 7 or 8 and were categorised as 'Passives' (19% 2018), whilst 10% gave a score of 0-6 for their likelihood of recommending Bath and were therefore categorised as 'Detractors' (7% 2018).
- Local residents gave the highest recommendation score at +74% and day visitors the lowest (+67%).



Recommendation score +69%

Likelihood of recommending Bath	Recommendation score
ALL 2019	+69%
ALL 2018	+68%
ALL 2017	+69%
ALL 2016	+57%
ALL 2015	+68%
ALL 2014	+78%
LOCAL	+74%
DAY	+67%
STAYING	+72%

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Non-Visitors/Lapsed Visitors



47% of those not visiting the market during 2019 had last visited the event in 2018*.

- 68% of online survey respondents who said they had not visited the market during 2019 had visited the market previously (61% in 2018), 32% had never visited.
- 47% of lapsed visitors had last been to the market in 2018.

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Whether ever visited Bath Christmas Market (Online survey respondents only)	2019	2018	2017
Yes	68%	61%	65%
No	32%	37%	33%
Don't know	-	2%	1%

When last visited Bath Christmas Market (lapsed online respondents only)	2019	2018	2017
2018	47%	N/A	N/A
2017	18%	57%	N/A
2016	12%	17%	57%
2015	18%	10%	19%
2014	-	3%	13%
2012	-	3%	4%
2010	-	3%	2%
2009 or earlier	-	-	2%
Don't know/can't remember	6%	7%	4%

* Please interpret the results in this chapter with caution due to the low sample size for non/lapsed visitors of only 25.

Overcrowding and competition from other markets was the main deterrent stopping lapsed visitors from returning to Bath Christmas Market in 2019.

- When asked why they had not visited the market during 2019, 24% said it was too crowded – an increase of 8% compared with 2018. 20% said they went to another Christmas market instead (22% in 2018) and 16% said they would visit again in the future having been before – double the proportion saying this during the 2018 survey (8%). 12% said it was the distance from home/their accommodation (22% 2018).

- 28% (7 online respondents) gave another reason for not visiting in 2019 and the full list of these can be found in the appendix which accompanies this report. Many responses included the accommodation being too expensive.

- 20% (5 online respondents) visited another Christmas market instead of Bath and these are listed in the table opposite.
- 40% (2 online respondents) who visited another Christmas market instead of Bath said they chose the other market in direct preference to Bath (45% in 2018). Reasons for this included the other market having won Best Christmas Market in Europe for three years running and it being much more interesting, less crowded and having better parking.

Why didn't you visit Bath Christmas Market this year? (lapsed online respondents only)	2019	2018	2017
Other	28%	45%	47%
Too crowded	24%	16%	24%
Went to another Christmas Market instead	20%	22%	16%
I will visit again in the future having been before	16%	8%	19%
Distance from home/accommodation	12%	22%	15%
None of these	12%	10%	6%
Lack of money/available finances	8%	10%	4%
Wrong weather to visit	8%	8%	3%
Not interested	8%	2%	6%
Lack of public transport	4%	4%	1%
Lack of own transport	4%	2%	5%
I have been before and once is enough	4%	2%	6%
Children not interested	-	2%	-

Other markets visited? (those who went to another Christmas Market in 2019)
Manchester
Zagreb, Croatia
Budapest, Bratislava, Vienna
Birmingham
Salisbury

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Estimating the Economic Value of the 2019 Market



The 2019 Bath Christmas Market attracted approximately 215,000 unique visitors.

- Overall, approximately 403,000 people are estimated to have attended the Christmas Market in Bath over the 18 day period between Thursday 28th November and Sunday 15th December 2019, a very similar figure to the previous year. This figure is estimated from local data provided for transportation usage in the city alongside Bath seasonality data and survey data.
- Of the total 403,000 people visiting the market over the 18 days approximately 284,000 are estimated to have been unique visitors to the event. When this figure was further analysed by those who said that the market was their *main* reason for visiting Bath, an estimate of approximately 221,000 unique visitors was calculated.
- The unique visitor counts below shows the total number of individuals attending over the market period by visitor type. Whilst total attendance for the market is actually higher than this (403,000) it is assumed that residents visited the market only once during the course of the day but that day and staying visitors may have made more than one visit during their trip. Therefore, an average of 1.5 visits has been assumed for these visitors i.e. for every two people visiting the market one will have visited the market twice during the course of the day and hence why the unique visitors figure is smaller.

Attendee counts by type	All visitors	Average no. visits	All unique visitors	Main reason for visit to Bath	Main reason for visit to Bath Unique visitors
On staying trip (STAYING IN BATH CITY)	97,000	1.5	64,000	76%	49,000
On staying trip (STAYING OUTSIDE BATH CITY)	48,000	1.5	32,000	80%	26,000
On a day trip from home	210,000	1.5	140,000	87%	122,000
A local resident /work in Bath	48,000	1	48,000	50%	24,000
Total 2019	403,000		284,000		221,000
Total 2018	404,000		283,000		215,000
Total 2017	409,000		287,000		215,000
Total 2016	429,000		299,000		218,000
Total 2015	413,000		288,000		205,000
Total 2014	390,000		274,000		202,000

Please note that figures may not sum due to rounding

Estimating the economic impact of the market

- To establish the additional monies brought into the local economy through the Christmas Market, the face to face and online visitor surveys asked respondents if the Bath Christmas Market was the main reason for their choosing to visit Bath on this occasion.
- This report looks at visitor expenditure on two levels as shown below;
- **All associated spend** – This is all spend connected to those attending the market. So spend at the market and away from the market for all visitor types and including the full length of stay in the city for staying visitors.
- **All additional associated spend** – This is all spend connected to those attending the market for whom the Christmas Market was the main reason for their staying trip to Bath or the main reason for their day visit to the city – these are classed as influenced visitors. This covers all spend at and away from the market for all influenced visitor types.
- Further economic outputs contained within this chapter for business turnover and employment supported by visitor spend have been estimated using multipliers from the Cambridge Model.
- The Cambridge Model is a computer-based model developed to calculate estimates of the volume, value and economic impact of tourism on a County or District basis. It draws on the combined experience of PA Cambridge Economic Consultants Ltd, Geoff Broom Associates and the Regional Tourist Boards and utilises a standard methodology capable of application throughout the UK. It therefore offers the potential for direct comparisons with similar destinations throughout the country. The approach was the subject of independent validation (R.Vaughan, Bournemouth University) in December 1994. The Model was judged robust and the margins of error acceptable and in line with other modelling techniques.
- The multipliers used for this economic evaluation are the same as those used to calculate Bath & North East Somerset data for their Value of Tourism report in 2018 which was the last year that the area took part in the annual study undertaken by The South West Research Company (for further details of the Cambridge Model see Appendix 3).

Estimating the economic impact of the market

- Further economic outputs contained within this chapter for business turnover and employment supported by visitor spend refer to the following terms which are explained below;

Total business turnover	Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending
Direct employment	Employment arising as a direct result of visitor expenditure
Indirect employment	Employment arising from the purchase of supplies and services by those in receipt of direct visitor expenditure
Induced Employment	Income induced employment arises from expenditure by employees whose jobs are supported by tourism spend
FTE's	Full time equivalent jobs

All associated spend was estimated at approximately £32.5 million – an increase of 4% compared with 2018.

All associated spend

- The spend figures contained within this section relate to the total number of attendees at the Bath Christmas Market, whether influenced to visit by the presence of the market or not. This is all spend connected to those attending the event. So spend at the market and outside the market for all visitor types and including the full length of stay in the city for staying visitors.

ALL ASSOCIATED SPEND	Bath Christmas Market	Other shopping	Food & Drink	Entertainment	Travel & Transport	Total Excl. accommodation	Accommodation	TOTAL INCL. ACCOMM.
On staying trip (STAYING IN BATH CITY)	£1,832,000	£1,884,000	£2,182,000	£290,000	£133,000	£6,321,000	£10,125,000	£16,446,000
Day visitors	£4,268,000	£3,313,000	£2,273,000	£168,000	£130,000	£10,152,000	-	£10,152,000
A local resident /work in Bath	£670,000	£904,000	£327,000	£0	£10,000	£1,912,000	-	£1,912,000
ALL SPEND	£6,770,000	£6,101,000	£4,782,000	£459,000	£273,000	£18,385,000	£10,125,000	£28,510,000
Other staying visitor spend in Bath	£0	£1,167,000	£1,369,000	£612,000	£878,000	£4,026,000	£0	£4,026,000
TOTAL SPEND 2019	£6,770,000	£7,268,000	£6,151,000	£1,070,000	£1,151,000	£22,411,000	£10,125,000	£32,536,000
TOTAL SPEND 2018	£7,604,000	£7,122,000	£7,084,000	£1,345,000	£724,000	£23,879,000	£7,563,000	£31,442,000
TOTAL SPEND 2017	£10,774,000	£13,216,000	£7,875,000	£1,330,000	£391,000	£33,585,000	£5,684,000	£39,269,000
TOTAL SPEND 2016	£7,025,000	£7,939,000	£6,408,000	£1,117,000	£1,161,000	£23,651,000	£4,954,000	£28,605,000
TOTAL SPEND 2015	£9,118,000	£10,336,000	£7,460,000	£1,151,000	£522,000	£28,587,000	£5,211,000	£33,798,000
TOTAL SPEND 2014	£7,108,000	£9,690,000	£5,815,000	£1,120,000	£1,086,000	£24,819,000	£3,407,000	£28,226,000

All associated additional spend was estimated at approximately £25 million - an increase of 4% compared with 2018.

All additional associated spend

- The spend figures contained within this section relate to the total number of visitors that were influenced to visit Bath by the presence of the Christmas Market in the city. This is all spend connected to those attending the market for whom it was the main reason for their staying trip to Bath or the main reason for their day visit to the city – these are classed as influenced visitors. This covers all spend at and outside the market for all influenced visitor types.

ALL ASSOCIATED ADDITIONAL SPEND	Bath Christmas Market	Other shopping	Food & Drink	Entertainment	Travel & Transport	Total Excl. accommodation	Accommodation	TOTAL INCL. ACCOMM.
On staying trip (STAYING IN BATH CITY)	£1,355,000	£1,432,000	£1,629,000	£215,000	£98,000	£4,729,000	£7,695,000	£12,424,000
Day visitors	£3,561,000	£2,840,000	£1,913,000	£140,000	£108,000	£8,562,000	-	£8,562,000
A local resident /work in Bath	£326,000	£452,000	£161,000	£0	£5,000	£944,000	-	£944,000
ALL SPEND	£5,242,000	£4,724,000	£3,703,000	£355,000	£212,000	£14,236,000	£7,695,000	£21,931,000
Other staying visitor spend in Bath	£0	£887,000	£1,041,000	£465,000	£667,000	£3,060,000	£0	£3,060,000
TOTAL SPEND 2019	£5,242,000	£5,611,000	£4,744,000	£820,000	£879,000	£17,296,000	£7,695,000	£24,991,000
TOTAL SPEND 2018	£5,755,000	£5,435,000	£5,415,000	£1,035,000	£552,000	£18,191,000	£5,899,000	£24,090,000
TOTAL SPEND 2017	£8,066,000	£9,896,000	£5,898,000	£996,000	£293,000	£25,149,000	£4,263,000	£29,412,000
TOTAL SPEND 2016	£5,113,000	£5,805,000	£4,695,000	£823,000	£848,000	£17,284,000	£3,703,000	£20,987,000
TOTAL SPEND 2015	£6,537,000	£7,438,000	£5,380,000	£836,000	£377,000	£20,568,000	£3,824,000	£24,392,000
TOTAL SPEND 2014	£5,245,000	£7,017,000	£4,133,000	£774,000	£790,000	£17,958,000	£2,215,000	£20,173,000

Estimating business turnover & employment

In order to estimate the total business turnover and employment generated as a result of the Bath Christmas Market taking place in the city it was necessary to re-align the previous spend categories with those used within The Cambridge Model as shown in the tables on the following page. A number of adjustments and assumptions were made including:

- The re-aligned Retail category includes 'Other shopping' spend plus 66% of the Christmas Market spend which is assumed to have been spent on goods.
- The re-aligned 'Catering' category includes 'Food & Drink' spend plus 33% of the Christmas Market spend which is assumed to have been spent on food and drink.
- The calculations also assume that staying visitors only visit the market on one day.
- The day visitor spend category consists of all day visitor spending plus 33% of residents spend which is assumed to be additional with the remainder likely to have been displaced from elsewhere in the city.
- Based upon previous research it is assumed that 40% of travel and transport spend will take place at the origin of the trip rather than at the destination

Re-aligned spend input categories

ALL ASSOCIATED SPEND – CAMBRIDGE MODEL GROUPINGS	ACCOMMODATION	RETAIL	CATERING	ATTRACTIONS	TRANSPORT	TOTAL
Staying	£10,125,344	£4,271,884	£4,161,461	£902,182	£1,011,128	£20,471,999
Day	£0	£6,604,202	£3,877,638	£168,142	£133,204	£10,783,186
TOTAL ASSOCIATED SPEND 2019	£10,125,344	£10,876,087	£8,039,099	£1,070,323	£1,144,332	£31,255,185
TOTAL ASSOCIATED SPEND 2018	£7,562,637	£11,410,070	£9,119,668	£1,323,965	£696,270	£30,112,610
TOTAL ASSOCIATED SPEND 2017	£5,683,735	£19,029,005	£10,968,669	£1,325,457	£375,676	£37,382,542
TOTAL ASSOCIATED SPEND 2016	£4,953,541	£11,313,951	£8,277,413	£1,116,863	£1,135,946	£26,797,713
TOTAL ASSOCIATED SPEND 2015	£5,210,556	£15,371,259	£10,080,136	£1,138,439	£507,391	£32,307,781
TOTAL ASSOCIATED SPEND 2014	£3,407,000	£13,553,000	£7,768,000	£1,120,000	£1,052,000	£26,901,000

ALL ADDITIONAL ASSOCIATED SPEND - CAMBRIDGE MODEL GROUPINGS	ACCOMMODATION	RETAIL	CATERING	ATTRACTIONS	TRANSPORT	TOTAL
Staying	£7,695,262	£3,222,606	£3,121,178	£679,781	£765,704	£15,484,530
Day	£0	£5,434,577	£3,189,300	£140,240	£109,832	£8,873,950
TOTAL ADDITIONAL ASSOCIATED SPEND 2019	£7,695,262	£8,657,183	£6,310,478	£820,021	£875,536	£24,358,480
TOTAL ADDITIONAL ASSOCIATED SPEND 2018	£5,898,857	£8,984,033	£7,149,611	£1,027,944	£541,966	£23,602,410
TOTAL ADDITIONAL ASSOCIATED SPEND 2017	£4,262,801	£14,798,683	£8,415,732	£994,743	£287,769	£28,759,728
TOTAL ADDITIONAL ASSOCIATED SPEND 2016	£3,702,772	£8,954,578	£6,312,393	£823,324	£843,364	£20,636,431
TOTAL ADDITIONAL ASSOCIATED SPEND 2015	£3,824,027	£11,500,318	£7,441,879	£832,597	£372,576	£23,971,398
TOTAL ADDITIONAL ASSOCIATED SPEND 2014	£2,215,000	£10,114,000	£5,691,000	£774,000	£775,000	£19,568,000

Local business turnover as a result of the total additional associated spending at the market was estimated at approximately £31.5 million.

LOCAL BUSINESS TURNOVER SUPPORTED BY VISITOR SPENDING		
	ALL ASSOCIATED SPEND	ALL ADDITIONAL ASSOCIATED SPEND
Direct	£30,626,000	£23,871,000
Supplier & income induced	£9,881,000	£7,634,000
Total 2019	£40,507,000	£31,505,000
Total 2018	£39,110,000	£30,643,000
Total 2017	£47,226,000	£36,280,000
Total 2016	£34,017,000	£26,145,000
Total 2015	£41,229,000	£30,566,000
Total 2014	£33,577,000	£24,314,000

359 FTEs (491 actual jobs) were supported as a result of the total additional associated spending at the market

EMPLOYMENT SUPPORTED BY VISITOR SPENDING		
Full time equivalent	ALL ASSOCIATED SPEND	ALL ADDITIONAL ASSOCIATED SPEND
Direct	306	238
Indirect	115	89
Induced	42	33
Total 2019	463	359
Total 2018	466	365
Total 2017	533	409
Total 2016	415	317
Total 2015	514	380
Total 2014	413	297
Estimated actual	ALL ASSOCIATED SPEND	ALL ADDITIONAL ASSOCIATED SPEND
Direct	455	353
Indirect	131	101
Induced	48	37
Total 2019	633	491
Total 2018	642	502
Total 2017	739	566
Total 2016	575	440
Total 2015	715	529
Total 2014	575	413

Bath Christmas Market Survey 2019



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Trend Data 2003 - 2019



FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Visitor type 2003 - 2019	Local residents	Day visitors	Staying visitors
2003	27%	59%	14%
2004	25%	59%	16%
2006	22%	66%	12%
2008	19%	67%	14%
2010	18%	69%	13%
2012	11%	74%	16%
2014	12%	72%	16%
2015	10%	67%	23%
2016	8%	74%	18%
2017	11%	67%	23%
2018	13%	63%	24%
2019	18%	64%	19%

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Group composition 2003 - 2019	Adults only	Adults with children	Average group size
2003	95%	5%	2.17
2004	79%	21%	2.10
2006	86%	14%	2.32
2008	92%	8%	2.10
2010	92%	8%	2.06
2012	90%	10%	2.36
2014	94%	6%	2.33
2015	92%	8%	2.37
2016	92%	8%	2.43
2017	93%	7%	2.32
2018	91%	9%	2.47
2019	92%	8%	2.15

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Age group 2003 - 2019	2003	2004	2006	2008	2010	2012	2014	2015	2016	2017	2018	2019
0-15 yrs.	3%	7%	9%	6%	7%	7%	3%	4%	4%	4%	5%	5%
16-24 yrs.	7%	7%	8%	11%	9%	12%	11%	11%	8%	11%	11%	12%
25-34 yrs.	15%	12%	17%	15%	15%	13%	16%	16%	19%	19%	18%	20%
35-44 yrs.	14%	17%	16%	13%	18%	12%	13%	12%	13%	13%	11%	13%
45-54 yrs.	26%	19%	21%	19%	20%	22%	24%	18%	17%	17%	20%	20%
55-64 yrs.	21%	23%	16%	18%	16%	22%	18%	19%	18%	19%	17%	18%
65+ yrs.	14%	15%	13%	17%	15%	12%	16%	19%	21%	18%	16%	13%

Social grade 2003 - 2019	AB	C1	C2	DE	NR/DK
2003	30%	35%	16%	10%	9%
2004	28%	33%	22%	9%	8%
2006	19%	46%	23%	12%	-
2008	19%	40%	29%	12%	-
2010	23%	49%	20%	8%	-
2012	32%	36%	18%	14%	-
2014	38%	32%	22%	7%	-
2015	36%	35%	19%	10%	-
2016	36%	31%	23%	10%	-
2017	40%	29%	24%	7%	-
2018	36%	34%	20%	10%	
2019					

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Nationality 2003 – 2019	UK	Overseas
2003	93%	7%
2004	94%	6%
2006	89%	11%
2008	94%	6%
2010	94%	6%
2012	97%	3%
2014	98%	2%
2015	95%	5%
2016	96%	4%
2017	94%	6%
2018	97%	4%
2019	93%	7%

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

First time/repeat visit to Bath 2003 – 2019	First ever visit	Repeat visit	First time/repeat visit to Bath Christmas Market 2014 – 2019	First ever visit	Repeat visit
2003	20%	80%			
2004	13%	67%			
2006	18%	82%			
2008	10%	90%			
2010	8%	92%			
2012	14%	86%			
2014	15%	85%	2014	37%	63%
2015	17%	83%	2015	38%	62%
2016	16%	84%	2016	36%	64%
2017	19%	81%	2017	33%	67%
2018	19%	81%	2018	34%	66%
2019	19%	81%	2019	35%	65%

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Main form or transport 2003 – 2019	2003	2004	2006	2008	2010	2012	2014	2015	2016	2017	2018	2019
Car, van etc.	51%	56%	49%	45%	53%	52%	54%	55%	51%	44%	53%	50%
Coach tour	15%	2%	4%	6%	10%	9%	4%	10%	6%	8%	5%	8%
Bus/coach service	14%	12%	18%	18%	9%	11%	11%	5%	12%	12%	10%	10%
Walked	10%	17%	16%	14%	9%	4%	5%	4%	4%	5%	4%	6%
Train	8%	13%	13%	16%	18%	22%	25%	23%	26%	32%	28%	24%
Bicycle	1%	-	-	1%	-	-	-	-	-	-	-	1%
Other	1%	-	-	-	1%	1%	-	3%	-	1%	2%	-

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Car parking 2003 – 2019	City centre car park	Park & ride	Neither /unsure
2003	54%	24%	22%
2004	53%	29%	18%
2006	39%	31%	30%
2008	41%	34%	25%
2010	48%	33%	19%
2012	41%	31%	28%
2014	42%	28%	30%
2015	46%	29%	25%
2016	34%	35%	30%
2017	36%	31%	34%
2018	35%	25%	40%
2019	37%	44%	19%

When decided to visit the market 2014 – 2019	2014	2015	2016	2017	2018	2019
Come every year	15%	14%	16%	17%	17%	22%
Last year's market	2%	2%	4%	4%	4%	5%
Early in the year (Jan-June)	2%	4%	6%	3%	4%	5%
Over the summer (July-August)	6%	8%	5%	7%	8%	7%
In the last couple of months (Sept-Oct)	23%	32%	29%	29%	28%	26%
In the last couple of weeks (Nov)	26%	26%	25%	23%	22%	21%
In the last couple of days	28%	15%	14%	17%	18%	15%

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Whether market main reason for visit 2003 – 2019	Yes	No	Unsure
2003	42%	54%	4%
2004	45%	53%	2%
2006	60%	38%	2%
2008	66%	33%	1%
2010	64%	35%	2%
2012	73%	26%	1%
2014	71%	26%	3%
2015	70%	28%	2%
2016	75%	25%	-
2017	73%	28%	-
2018	76%	24%	-
2019	78%	22%	-

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Ave. length of stay (nights) 2003 – 2019 staying visitors	Nights
2003	2.0
2004	2.0
2006	2.2
2008	2.0
2010	2.0
2012	1.81
2014	2.17
2015	2.03
2016	2.14
2017	2.01
2018	1.75
2019	2.27

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Ave. duration of stay at the market (hours) 2003 – 2019	Ave. hours	Actual time
2003	1.82	1 hours 49 minutes
2004	1.52	1 hours 31 minutes
2006	2.90	2 hours 54 minutes
2008	2.39	2 hours 23 minutes
2010	2.54	2 hours 32 minutes
2012	3.19	3 hours 11 minutes
2014	3.92	3 hours 55 minutes
2015	3.80	3 hours 48 minutes
2016	3.54	3 hours 32 minutes
2017	4.04	4 hours 2 minutes
2018	3.93	3 hours 56 minutes
2019	3.76	3 hours 46 minutes

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Other activities 2003 – 2019	Other shopping	Visit a tourist attraction	Have a meal out	Attend an organised festive event	Go to the Bath Visitor Information Centre
2003	87%	19%	54%	n/a	n/a
2004	88%	16%	61%		
2006	90%	22%	67%		
2008	93%	21%	71%		
2010	88%	15%	74%		
2012	90%	19%	80%		
2014	85%	21%	76%		
2015	90%	32%	82%		
2016	89%	22%	83%		
2017	86%	25%	76%		
2018	83%	22%	76%	5%	5%
2019	71%	26%	77%	6%	

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Attractions visited/planned to visit 2003 - 2019	2003	2004	2006	2008	2010	2012	2014	2015	2016	2017	2018	2019
Roman Baths	54%	65%	47%	37%	44%	30%	44%	42%	44%	50%	46%	48%
The Jane Austen Centre	13%	11%	11%	15%	13%	9%	4%	7%	4%	8%	4%	9%
Fashion Museum	10%	23%	10%	5%	6%	4%	3%	3%	3%	3%	1%	8%
Other	23%	37%	21%	11%	15%	26%	16%	24%	13%	15%	28%	24%
Bath Abbey	n/a	n/a	47%	64%	56%	48%	48%	62%	58%	64%	50%	64%
Thermae Bath Spa	n/a	n/a	10%	18%	17%	28%	23%	21%	24%	13%	14%	13%

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

How found out about the Christmas Market 2003 - 2019	2003	2004	2006	2008	2010	2012	2014	2015	2016	2017	2018	2019
Previous visit	20%	32%	30%	37%	43%	38%	49%	48%	50%	47%	51%	48%
Recommendation	14%	16%	28%	25%	32%	37%	33%	33%	28%	35%	34%	34%
Local paper	13%	11%	10%	10%	5%	1%	1%	-	1%	-	2%	3%
Coach operator	11%	3%	4%	4%	5%	5%	3%	5%	2%	3%	2%	3%
Magazine/brochure/flyer	5%	6%	5%	8%	11%	7%	3%	1%	2%	2%	2%	2%
Leaflet/poster	4%	4%	4%	3%	1%	n/a	n/a	-	-	-	-	-
Can't recall	4%	3%		2%	2%	6%	1%	-	2%	2%	-	4%
Internet	3%	6%	12%	13%	12%	22%	16%	31%	25%	20%	19%	15%
Rail promotion (FGW)	-	1%	-	-	-	-	-	-	-	-	-	-
Other	29%	24%	22%	17%	7%	8%	14%	14%	19%	24%	13%	11%
Radio or podcast promotion	-	-	1%	-	1%	1%	1%	1%	-	1%	1%	1%
Social media	-	-	-	-	-	-	2%	2%	3%	8%	7%	4%
E-Newsletter	-	-	-	-	-	-	-	-	-	1%	1%	-
Residents invite	-	-	-	-	-	-	-	-	-	1%	2%	3%
Online advertising	-	-	-	-	-	-	-	-	-	1%	1%	2%
Bus advertising	-	-	-	-	-	-	-	-	-	1%	-	-

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

<u>Whether recognise www.bathchristmasmarket.co.uk website homepage 2014-2019</u>	2014	2015	2016	2017	2018	2019
Yes	66%	62%	83%	50%	75%	60%
No	27%	33%	17%	40%	15%	35%
Unsure	6%	5%	-	10%	10%	5%
<u>Whether recognise www.visitbath.co.uk website homepage 2014-2019</u>	2014	2015	2016	2017	2018	2019
Yes	39%	39%	34%	54%	27%	31%
No	52%	53%	66%	35%	56%	59%
Unsure	8%	7%	-	12%	17%	10%
<u>Whether recognise Bath Christmas Market advert 2014-2019</u>	2014	2015	2016	2017	2018	2019
Yes	7%	6%	29%	23%	31%	26%
No	91%	94%	70%	73%	66%	69%
Unsure	1%	1%	1%	4%	3%	5%
<u>Whether recognise Bath Christmas Market Guide 2014-2019</u>	2014	2015	2016	2017	2018	2019
Yes	42%	33%	36%	27%	41%	34%
No	57%	67%	63%	71%	59%	64%
Unsure	-	1%	1%	3%	1%	2%

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Whether made decision to visit the market after seeing the marketing/promotion for it 2003 – 2019	2003	2004	2006	2008	2010	2012	2014	2015	2016	2017	2018	2019
Yes	31%	25%	39%	39%	26%	15%	12%	36%	24%	10%	11%	20%
No	62%	72%	59%	60%	74%	83%	87%	63%	76%	89%	88%	80%
Don't know	7%	3%	2%	1%	-	1%	1%	1%	1%	1%	1%	-

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

VISITOR SPEND BY CATEGORY 2006-2019 (£/per person/per day)							
	Bath Christmas Market	Other shopping	Eating & drinking	Entertainment	Travel & transport	TOTAL	Accommodation (staying visitors only)
ALL VISITORS 2019	£23.77	£21.42	£16.79	£1.61	£0.96	£64.55	£69.17
ALL VISITORS 2018	£26.84	£18.37	£16.98	£2.04	£1.95	£66.18	£51.65
ALL VISITORS 2017	£37.54	£41.54	£22.09	£2.83	£0.96	£104.96	£50.51
ALL VISITORS 2016	£23.44	£22.07	£16.14	£1.96	£3.48	£67.09	£45.91
ALL VISITORS 2015	£31.75	£30.54	£19.51	£1.83	£1.33	£84.96	£42.71
ALL VISITORS 2014	£25.92	£29.84	£14.69	£1.89	£3.47	£75.81	£31.79
ALL VISITORS 2012	£22.89	£28.06	£17.39	£2.31	£8.09	£78.74	
ALL VISITORS 2010	£19.80	£24.54	£11.66	£1.56	£2.48	£60.04	
ALL VISITORS 2008	£17.53	£24.22	£12.41	£2.84	£3.02	£60.02	
ALL VISITORS 2006	£18.28	£25.81	£9.59	£1.46	£4.90	£60.04	

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Visitors' opinion scores 2014 – 2019	2014	2015	2016	2017	2018	2019
Range of stalls	4.60	4.61	4.60	4.67	4.60	4.56
Quality of stalls	4.71	4.65	4.64	4.74	4.68	4.65
Number of new traders (if been before)	3.77	3.68	3.86	3.77	3.96	4.04
Range of catering stalls	4.14	4.38	4.18	4.33	4.36	4.52
Quality of catering stalls	4.35	4.54	4.41	4.53	4.52	4.61
Ease of finding your way around/signage	4.23	4.10	4.18	4.19	3.98	4.12
Visitor information available on site	3.54	3.99	4.27	3.98	3.85	3.69
Ease of getting around the site/accessing the stalls	4.09	3.82	3.85	4.20	4.32	4.22
Site decoration, lighting etc.	4.41	4.52	4.51	4.66	4.60	4.56
Quality of entertainment	3.97	4.09	4.16	4.32	4.30	4.53
Overall atmosphere	4.44	4.57	4.59	4.74	4.65	4.68

Overall rating of the market 2003 – 2019	2003	2004	2006	2008	2010	2012	2014	2015	2016	2017	2018	2019
Very poor	1%	1%	-	-	-		1%	-	2%	1%	1%	-
Poor	2%	2%	-	-	-		1%	-	1%	-	1%	-
Average	14%	10%	8%	13%	6%	4%	2%	3%	3%	1%	2%	4%
Good	44%	37%	47%	45%	41%	37%	26%	29%	26%	24%	23%	25%
Very good	39%	50%	45%	42%	52%	58%	67%	67%	67%	74%	73%	71%
Ave. score	4.20	4.36	4.35	4.27	4.44	4.54	4.59	4.63	4.56	4.71	4.68	4.67

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Bath Christmas Market Recommendation Score 2010– 2019	Score
2010	+52%
2012	+58%
2014	+72%
2015	+70%
2016	+66%
2017	+79%
2018	+73%
2019	+59%

Bath Recommendation Score 2010– 2019	
2010	+80%
2012	+80%
2014	+87%
2015	+88%
2016	+84%
2017	+90%
2018	+89%
2019	+85%

FACE TO FACE SURVEY RESULTS ONLY (EXCLUDES COMBINED ONLINE SURVEY RESPONSES)

Economic estimates 2014– 2019	2014	2015	2016	2017	2018	2019	% change
Christmas Market visitors	390,000	413,000	429,000	409,000	404,000	403,000	-0.2%
Unique Christmas Market visitors	274,000	288,000	299,000	287,000	283,000	284,000	0.4%
All spend at market	£7,108,000	£9,118,000	£7,025,000	£10,774,000	£7,604,000	£6,770,000	-11.0%
All spend in Bath (including market spend)	£28,226,000	£33,798,000	£28,604,000	£39,269,000	£31,441,000	£32,536,000	3.5%
All associated additional spend	£20,173,000	£24,392,000	£20,987,000	£29,412,000	£24,090,000	£24,991,000	3.7%
All associated additional market spend	£5,245,000	£6,537,000	£5,113,000	£8,066,000	£5,755,000	£5,242,000	-8.9%
All associated additional spend outside of market	£15,000,000	£17,900,000	£15,900,000	£21,346,000	£18,335,000	£19,749,000	7.7%
Average market spend per person	£25.92	£31.75	£23.44	£37.54	£26.84	£23.77	-11.4%



Bath Christmas Market Survey 2019

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Appendix four: Bath Christmas Market budget v3.4 – 2021/22/23 forecast

Christmas market budget 2021

	BUDGET 2021	CAPITAL ASSETS (included within expenditure)	GRANTS AND FUNDING INCOME (Covid outbreak management fund)
INCOME	£651,150		£48,570.00
EXPENDITURE	£699,720.	£27,200.00	
PROFIT/LOSS	£0.00		
RESERVES CARRIED OVER TO 2022	£0.00		

Christmas market budget 2022

	BUDGET 2022	CAPITAL ASSETS (included within expenditure)	GRANTS AND FUNDING INCOME
INCOME	£700,000.00		
EXPENDITURE	£650,00.00	£10,000.00	
PROFIT/LOSS	£50,00.00		
RESERVES CARRIED OVER TO 2023	£50,00.00		

Christmas market budget 2023

	BUDGET 2023	CAPITAL ASSETS (included within expenditure)	GRANTS AND FUNDING INCOME
INCOME	£730,00.00		
EXPENDITURE	£660,00.00	£5,000.00	
PROFIT/LOSS	£70,000.00		
RESERVES CARRIED OVER TO 2024	£70,00.00		

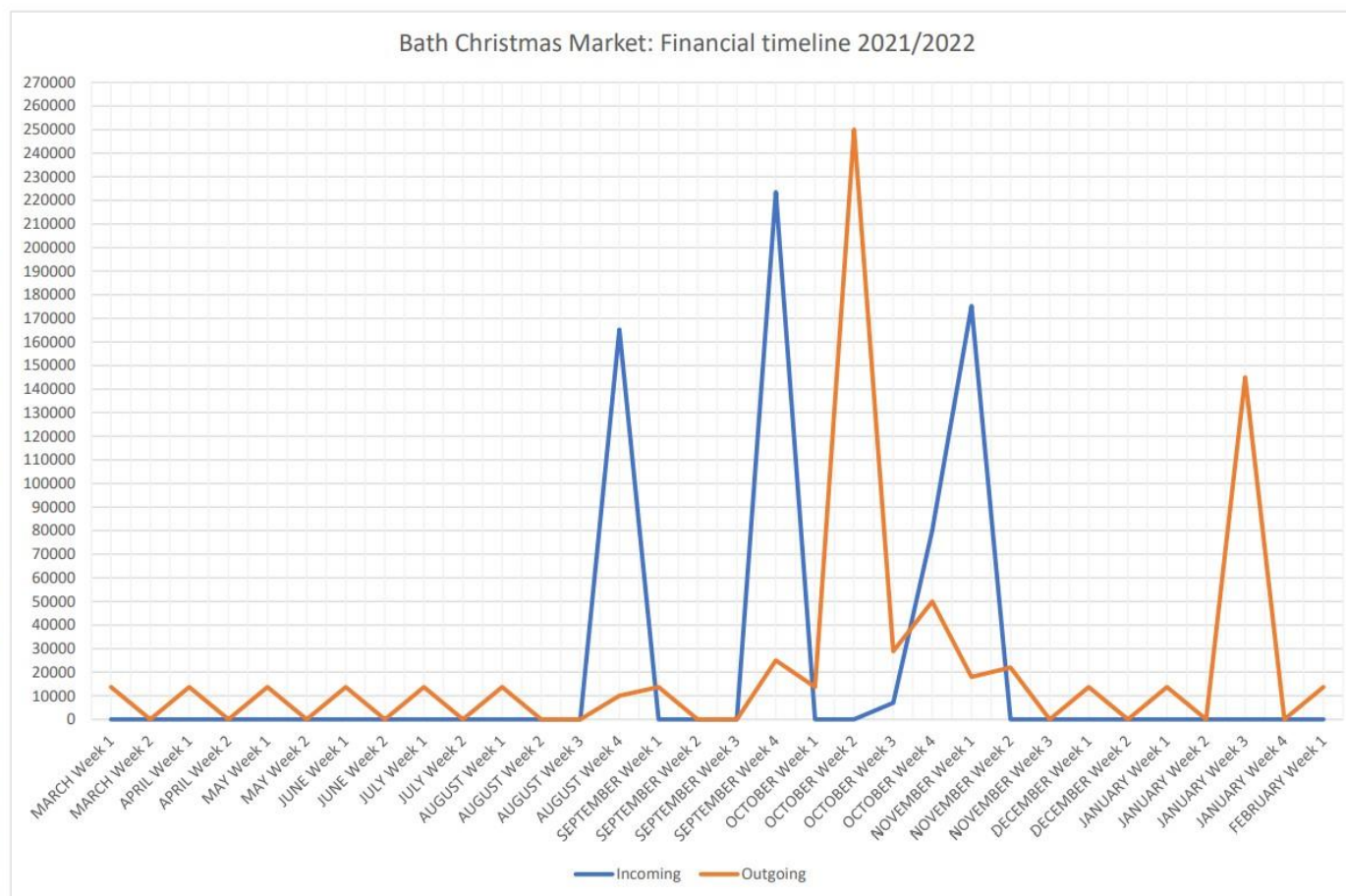
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Bath Christmas Market 2021: Financial Overview

The event currently shows a loss after expenditure of -£48,570.00, an application for Covid outbreak management funding will be made to bring the budget to a break even point. A capital expenditure of around £27,200 will be required as part of the annual investment programme although this could be delivered through revenue contributions this year. With the lowest numbers of chalets being offered to stallholders since 2016 it is envisaged that the market will move into profit after year one (2021) as the number of chalets increases over years two and three. (2022/2023)

Financial timeline 2021/22

Month	Date	Week	Incoming	Outgoing
MARCH	Week 1	MARCH Week 1	0	£13,714.16
MARCH	Week 2	MARCH Week 2	0	£0.00
APRIL	Week 1	APRIL Week 1	0	£13,714.16
APRIL	Week 2	APRIL Week 2	0	£0.00
MAY	Week 1	MAY Week 1	0	£13,714.16
MAY	Week 2	MAY Week 2	0	£0.00
JUNE	Week 1	JUNE Week 1	0	£13,714.16
JUNE	Week 2	JUNE Week 2	0	£0.00
JULY	Week 1	JULY Week 1	£0.00	£13,714.16
JULY	Week 2	JULY Week 2	£0.00	£0.00
AUGUST	Week 1	AUGUST Week 1	£0.00	£13,714.16
AUGUST	Week 2	AUGUST Week 2	£0.00	£0.00
AUGUST	Week 3	AUGUST Week 3	£0.00	£0.00
AUGUST	Week 4	AUGUST Week 4	£165,250.00	£10,000.00
SEPTEMBER	Week 1	SEPTEMBER Week 1	£0.00	£13,714.16
SEPTEMBER	Week 2	SEPTEMBER Week 2	£0.00	£0.00
SEPTEMBER	Week 3	SEPTEMBER Week 3	£0.00	£0.00
SEPTEMBER	Week 4	SEPTEMBER Week 4	£223,500.00	£25,000.00
OCTOBER	Week 1	OCTOBER Week 1	£0.00	£13,714.16
OCTOBER	Week 2	OCTOBER Week 2	£0.00	£250,000.00
OCTOBER	Week 3	OCTOBER Week 3	£7,000.00	£28,875.00
OCTOBER	Week 4	OCTOBER Week 4	£80,150.00	£50,000.00
NOVEMBER	Week 1	NOVEMBER Week 1	£175,250.00	£17,989.24
NOVEMBER	Week 2	NOVEMBER Week 2	£0.00	£22,000.00
NOVEMBER	Week 3	NOVEMBER Week 3	£0.00	£0.00
DECEMBER	Week 1	DECEMBER Week 1	£0.00	£13,714.16
DECEMBER	Week 2	DECEMBER Week 2	£0.00	£0.00
JANUARY	Week 1	JANUARY Week 1	£0.00	£13,714.16
JANUARY	Week 2	JANUARY Week 2	£0.00	£0.00
JANUARY	Week 3	JANUARY Week 3	£0.00	£145,000.00
JANUARY	Week 4	JANUARY Week 4	£0.00	£0.00
FEBRUARY	Week 1	FEBRUARY Week 1	£0.00	£13,714.16
			£651,150.00	£699,720.00
				-£48,570.00



Event Specific Expenditure and risk (excluding monthly financial commitments)

2021

AUGUST: Week four - Contractor payments and deposits due. Stallholder first payments received. Financial risk: **£10,000.00** if event cancelled after this date.

SEPTEMBER: Week four - Contractor payments and deposits due. Stallholder second payments received. Financial risk: **£35,000.00** if event cancelled after this date.

OCTOBER: Week two - Contractor payments and deposits due. Financial risk: **£285,000.00** if event cancelled after this date.

OCTOBER: Week three - Contractor payments due. Advertising revenue received. Financial risk: **£313,875.00** if event cancelled after this date.

OCTOBER: Week four - Contractor payments due. Advertising revenue received. Financial risk **£363,875.00** if event cancelled after this date.

NOVEMBER: Week one - Contractor payments due. Stallholder third payments received. Financial risk **£381,864.24** if event cancelled after this date.

NOVEMBER: Week two - Contractor payments due. Financial risk **£403,864.24** if event cancelled after this date.

2022

JANUARY: Week three - Contractor final payments due. Financial risk * **£548,864.24**

**Should the event be cancelled after the opening date has passed the amount of £548,864.24 could be subject to deductions if staff, goods, and services can be, cancelled, returned, or suspended, subject to contracts, terms, and conditions.*

Monthly financial commitments

Bath and North East Somerset council PAYE staffing costs: £12, 380.83

Storage costs (Chalets and equipment): £1,333.33

Bath Christmas Market 2021

Risk Assessment and Public Health Decision-making Framework

Purpose

- To provide a consistent public health framework which supports decision-making on the continuation, scaling back or cancelling of the Bath Christmas Market.
- To assess the risk financially for Bath and North East Somerset council, in the case of continuation, scaling back or cancelling of the Bath Christmas Market.
- To assess the impact and effect on the local economy in the case of continuation, scaling back or cancelling of the Bath Christmas Market.

Risk

- *(Public Health)* The Bath Christmas Market is a mass event occurring over an extended period of time, bringing people together from all over the country into numerous indoor (particularly accommodation and hospitality providers) and outdoor spaces and which does not have controllable entry and exit points for people through which control measures could be put in place (eg, controlling numbers, requiring symptomatic testing, collecting contact details for Test and Trace etc). Several factors contribute to the risk of COVID-19 being spread at this event which are addressed in the measures below.
- *(Funding and Finance)* All direct and associated spend to plan, deliver and operate the Bath Christmas market will be the sole responsibility of Bath and North East Somerset council.
- *(Economic impact)* Bath Christmas market provides the gateway to an annual economic uplift for multiple commercial sectors such as accommodation, retail, hospitality and tourism in the B&NES region.

Measure - Public Health

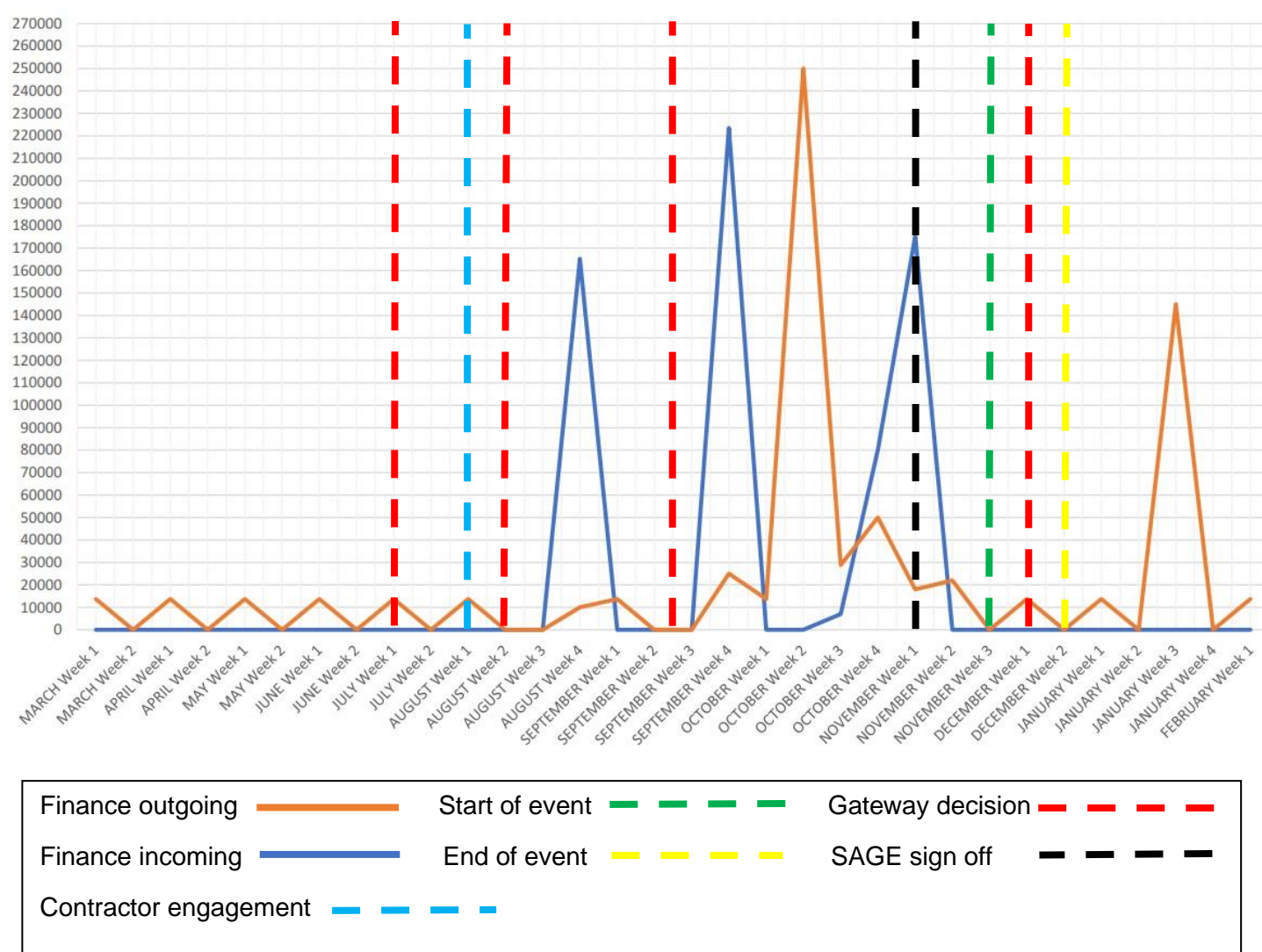
During the planning stages of Bath Christmas market, key gateway decisions will be made in alignment with financial milestones as well as local and national Covid modelling. Principles upon which the gateway decision about the continuation, scaling back or cancelling of the Bath Christmas Market are as follows:

1. **There is no significant and sustained increase in local Covid-19 related hospitalisations and death rate**, with consideration to the below, in the run up to the event.
 - a. Case detection rates in the over 60s.
 - b. Pressure on the NHS, including current and projected occupancy.
 - c. Covid-19 death rate; and
 - d. Identification of new variants (some new variants may cause vaccine inefficiency)
2. **Local and national modelling of future pandemic waves and impact on the NHS is considered**

3. **The minimum national Covid-19 measures can be met**, including social distancing, hand hygiene, enhanced cleaning, and the wearing of face coverings
4. **Vaccination rates in the likely target audience for the event are considered**. Higher rates supporting a lower risk for that target audience
5. **Legislation restrictions at the time of the event are considered**. Does the legislation allow such mass gatherings to take place irrespective of the other framework principles.

Decisions to determine the continuation, scaling back or cancelling of the Bath Christmas market will be made at key gateway points in the planning process. Principles 1 to 5 will be considered at each point on the dates shown below but may be flexed to reflect any significant changes in the national context.

Combined, contractual, financial and public health decision making framework chart



Principles 6 to 14 will be actioned as part of the operational event teams planning and delivery process in line with other safety requirements as set out by the SAGE. The principles will form part of the Event Safety Management Plan. Principles 6 to 14 are shown below:

6. **A clear, proportionate and dynamic risk assessment is produced** containing both event and Covid-secure considerations. One key consideration is the provision of suitably trained safety personnel. There must be confidence that the event organisers have the capacity and capability to successfully follow the risk assessment
7. **Sufficient local contract tracing capacity is available**
8. **Plans are in place to manage identified broader and cumulative impacts of the gathering**
9. **Arrangements are in place to manage the flow and volume of attendees**
10. **Reasonable and proportionate arrangements are in place to collect attendee data** (including promoting the importance of this amongst local businesses, hospitality and accommodation providers) in order to support national Test and Trace arrangements*
11. **Covid-secure traffic management arrangements are in place**, and, where required, Covid-secure transport capacity management plans to/from the event*
12. **Communications and engagement activity is timely** with clear, targeted messages to key stakeholders, attendees, surrounding communities, partners, the wider public and the media. Communications activity will aim to support people to make informed decisions, as well as to manage organisational reputational risk and public confidence.
13. **Where applicable, there is live monitoring of the event** to manage any issues in real time*
14. **Peri-event reviews will be scheduled along with a post-event review** to enable learning to be captured and adjustments during the running of the Christmas market and for future events

*Please note that in relation to principles 11 and 13 there is a need to understand the implications of track and trace, particularly as the event runs over multiple days. If a cluster of positive cases are identified as being associated to an event it may result in a review meeting being required.

Measure - Funding and Finance

The site and production operating costs for Bath Christmas market 2021 are estimated at £535,150.00. (*excluding monthly PAYE wages and ongoing storage costs*). The event is currently showing a loss of £48,570.00. A reduction in chalets and the associated income and larger operational area to assist with ongoing public health considerations means the event will show a year one deficit.

A smoothing capital replacement reserve is proposed to balance future annual capital requirements. The average annual capital spend on chalets is estimated to be £10,000.00 which will be an annual revenue contribution to the smoothing reserve. The reverse will then provide (or receive) the balance of funding to the actual requirement in any particular future financial year. It is proposed to set aside profits resulting from the 2021/22 Christmas Market to establish the working balance for this new reserve.

An estimated capital budget of £27.2k in 2021/22 is required to finance improvements to the chalets and will be funded by a revenue contribution to capital in the first year.

Decisions to determine the continuation, scaling back or cancelling of the Bath Christmas Market will be made in alignment with key financial and contractual milestones, drawing additional evidence from the public health decision making framework.

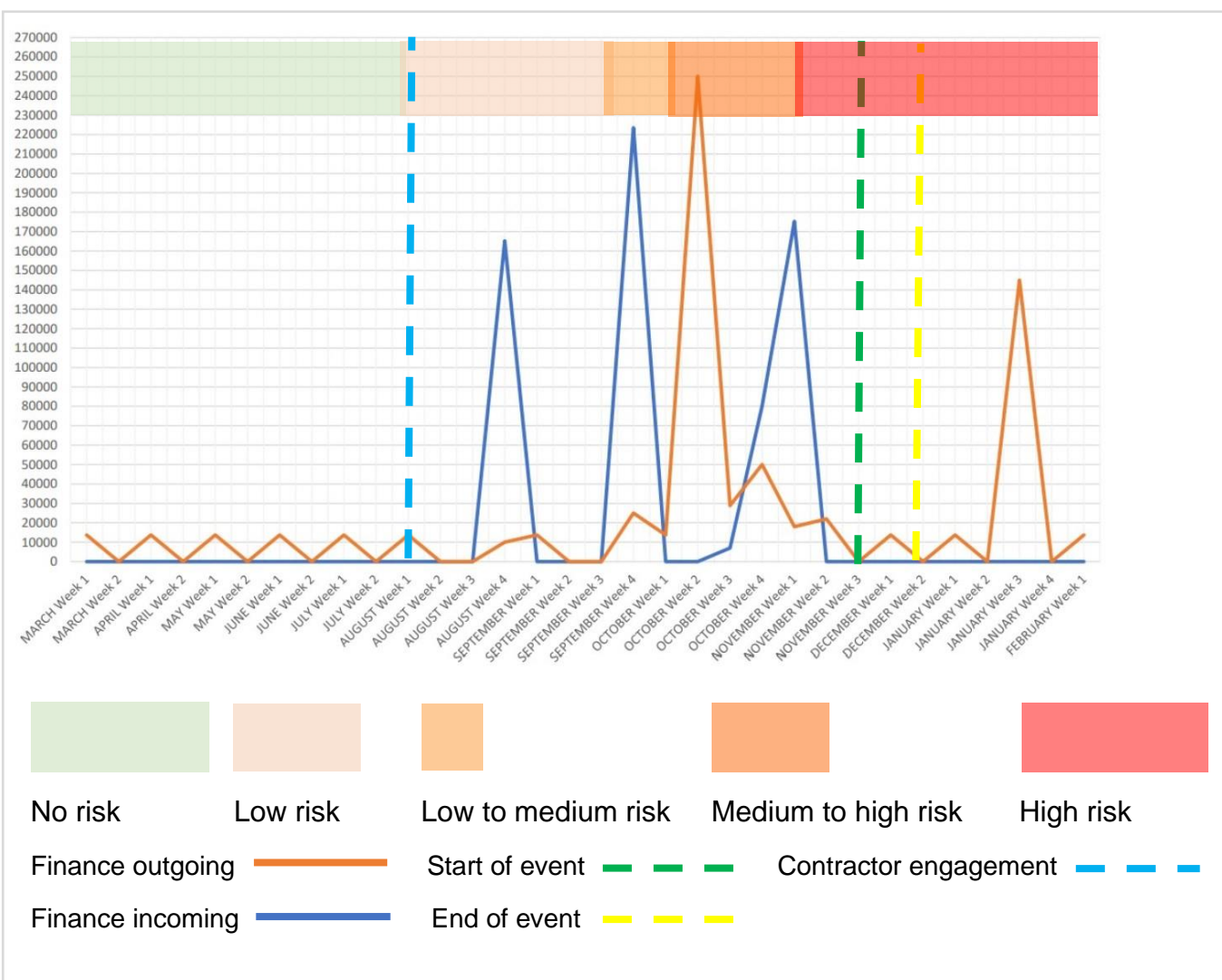
Financial risk monitoring will be carried out before each risk phase increases. The risk phases increase as exposure to revenue loss increases.

Risk is evaluated on:

- a) Non-refundable deposits for good and services acquired
- b) First, second and third payments to contractors for goods and services acquired
- c) Purchasing of materials and equipment (not classed as capital assets)
- d) Stallholder refunds
- e) Advertising and marketing costs

Financial risk monitoring stages are shown in the chart below.

Financial risk chart



Risk monitoring points

2021

Second week of July: Monitor and review in line with public health decision making framework.

AUGUST: Week four - Contractor payments and deposits due.

Financial risk: **£10,000.00** if event cancelled after this date.

Second week of September: Monitor and review in line with public health decision making framework.

SEPTEMBER: Week four - Contractor payments and deposits due.

Financial risk: **£35,000.00** if event cancelled after this date.

Fourth week of September: Monitor and review in line with public health decision making framework.

OCTOBER: Week two - Contractor payments and deposits due.

Financial risk: **£285,000.00** if event cancelled after this date.

OCTOBER: Week three - Contractor payments due.

Financial risk: **£313,875.00** if event cancelled after this date.

Fourth week of October: Monitor and review in line with public health decision making framework.

OCTOBER: Week four - Contractor payments due.

Financial risk **£363,875.00** if event cancelled after this date.

NOVEMBER: Week one - Contractor payments due.

Financial risk **£381,864.24** if event cancelled after this date.

NOVEMBER: Week two - Contractor payments due.

Financial risk **£403,864.24** if event cancelled after this date.

2022

JANUARY: Week three - Contractor final payments due.

Financial risk * **£548,864.24**

Measure - Economic value

Each year a visitor survey for Bath Christmas Market is commissioned. In 2019 a survey was conducted between the 28th November and 15th December with an additional online survey

conducted between 20th December 2019 and 9th January 2020. This is the twelfth time that research into Bath Christmas Market has been undertaken, the first survey being in 2003

The survey can be read in full as Appendix two of the cabinet report. Results from the survey from an overview of the economic benefits that the Bath Christmas market brings to the B&NES region not just over the 18 days of operation but as a marketing tool for the city and outlying areas.

The 2019 Bath Christmas Market attracted approximately 215,000 unique visitors. Overall, approximately 403,000 people are estimated to have attended the Christmas Market in Bath over the 18-day period between Thursday 28th November and Sunday 15th December 2019, a very similar figure to the previous year. This figure is estimated from local data provided for transportation usage in the city alongside Bath seasonality data and survey data.

Supporting the local economy

All associated additional spend as a result of the market taking place in the city during 2019 was estimated at approximately £25 million resulting in a total business turnover for Bath of approximately £32.5m, supporting 359 FTE's or 491 actual jobs in the city.

Supporting the accommodation sector

- The duration of stay in Bath amongst those staying overnight in the city increased to its highest level to date in 2019.
- Around half of all day visitors said they would consider staying overnight in Bath in the future as part of a visit to the Christmas market.
- Around 9 out of 10 staying visitors said they would consider returning to Bath for a short break at another time of the year. 75% would consider visiting in Summer and 74% in the Spring.
- Day visitors to the market were asked if they would consider staying overnight in Bath in the future as part of a visit to the Christmas market. 48% said they would, 38% said they wouldn't and 14% didn't know.

Supporting the tourism sector

The survey shows that 64% of all respondents visiting an attraction during their trip to Bath had or intended to visit Bath Abbey. The survey also shows that 45% of all respondents said they were planning on visiting the Roman Baths and 15% had/or planned to visit the Thermae Bath Spa. With 11% of all respondents said they were planning on or had visited The Jane Austen Centre during their visit and 9% had visited The Fashion Museum.

Conclusion

Bath Christmas market makes a year on year increasing contribution to the economic wellbeing of the city and the B&NES region. It provides a key tool in the marketing and promotion of visitor attractions and supports regional tourism.

The scale of impact will differ significantly should the event be scaled back or cancelled.

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Equality Impact Assessment / Equality Analysis

(updated May 2021)

Title of service or policy	Bath Christmas Market 2021
Name of directorate and service	Weddings and Events
Name and role of officers completing the EIA	Mick Heath: Event Operations Manager
Date of assessment	03.06.2021

Equality Impact Assessment (or ‘Equality Analysis’) is a process of systematically analysing a new or existing policy or service to identify what impact or likely impact it will have on different groups within the community. The main aim is to identify any discriminatory or negative consequences for a particular group or sector of the community, and also to identify areas where equality can be better promoted. Equality impact Assessments (EIAs) can be carried out in relation to services provided to customers and residents as well as employment policies/strategies that relate to staffing matters.

This toolkit has been developed to use as a framework when carrying out an Equality Impact Assessment (EIA) or Equality Analysis. **Not all sections will be relevant – so leave blank any that are not applicable.** It is intended that this is used as a working document throughout the process, and a final version will be published on the Council’s website.

1.	Identify the aims of the policy or service and how it is implemented.	
	Key questions	Answers / Notes
1.1	Briefly describe purpose of the service/policy e.g. <ul style="list-style-type: none"> • How the service/policy is delivered and by whom • If responsibility for its implementation is shared with other departments or organisations • Intended outcomes 	The Bath Christmas market is an annual open access free public event held in the city of Bath between Mid-November and Mid-December. It is planned and delivered primarily by the Event Operations Team. It is a council run event that normally requires full planning permission and is scrutinised as part of the Safety Advisory Group for Events process. The event provides an uplift to the tourism, accommodation, and retail sectors.
1.2	Provide brief details of the scope of the policy or service being reviewed, for example: <ul style="list-style-type: none"> • Is it a new service/policy or review of an existing one? • Is it a national requirement?). • How much room for review is there? 	The event has been operating for 20 years although this is the first year of operation through Bath and North East Somerset Council. In previous years the event was planned and delivered by Visit Bath Ltd, the Destination Management Organisation for Bath. It is not a public service or national requirement. The event is reviewed annually, and a visitor survey is carried out both online and face to face, reports and findings are shared and reviewed with any recommendations taken forward for consideration.
1.3	Do the aims of this policy link to or conflict with any other policies of the Council?	The event does not directly conflict with other council policy although its sustainability policy will be reviewed to reflect some additional messaging

around sustainable transport and temporary generation of power.

2. Consideration of available data, research and information

Monitoring data and other information should be used to help you analyse whether you are delivering a fair and equal service. Please consider the availability of the following as potential sources:

- **Demographic** data and other statistics, including census findings
- Recent **research** findings (local and national)
- Results from **consultation or engagement** you have undertaken
- Service user **monitoring data** (including ethnicity, sex, disability, religion/belief, sexual orientation and age)
- Information from **relevant groups** or agencies, for example trade unions and voluntary/community organisations
- Analysis of records of enquiries about your service, or **complaints** or **compliments** about them
- Recommendations of **external inspections** or audit reports

	Key questions	Data, research and information that you can refer to
2.1	What equalities training have staff received to enable them to understand the needs of our diverse community?	Security and stewards are briefed by a supervisor before every event with regards to their public facing roles and how to assist visitors when asked or real time situations arise.
2.2	What is the equalities profile of service users?	Mixed
2.4	Are there any recent customer satisfaction surveys to refer to? What were the results? Are there any gaps? Or differences in experience/outcomes?	<p>Yes, a visitor survey is carried out both online and face to face, reports and findings are shared and reviewed with any recommendations taken forward for consideration.</p> <p>The visitor satisfaction levels with their whole Bath Christmas Market experience, on the whole, increased across the board compared with the 2018 market. The highest average scores were for the quality of the stalls (4.50), overall atmosphere (4.46), the site decoration, lighting etc. (4.42)</p>

		along with the range of stalls (4.40) as was also the case during previous years. 7 of the 11 indicators explored by the survey received an average score of 4.21 or more. Just 4 indicators received an average score of less than 4.00: the number of new traders (3.70), the visitor information available on site (3.71), the ease of finding your way around/signage (3.96) and the ease of getting around the site/accessing the stalls (3.97)	
2.5	What engagement or consultation has been undertaken as part of this EIA and with whom? What were the results?	No engagement to date as new service.	
2.6	If you are planning to undertake any consultation in the future regarding this service or policy, how will you include equalities considerations within this?	Yes. Ongoing annual review with council departments (Corporate Equalities)	
3. Assessment of impact: 'Equality analysis'			
	Based upon any data you have considered, or the results of consultation or research, use the spaces below to demonstrate you have analysed how the service or policy: <ul style="list-style-type: none"> Meets any particular needs of equalities groups or could help promote equality in some way. Could have a negative or adverse impact for any of the equality's groups 		
		Examples of what the service has done to promote equality	Examples of actual or potential negative or adverse impact and what steps have been or could be taken to address this
3.1	Issues relating to all groups and protected characteristics	Physical changes to the event site and infrastructure have been carried out to give access to all members of the public. This includes operating a clear kerb policy and additional temporary kerbs built to enable wheelchair access to all areas. Some Chalets have been modernised with lower counters for	

		<p>wheelchair users. There is an ongoing maintenance programme to reduce the heights of all chalet counters within the next three years and to introduce open style chalets that can be accessed from all sides.</p> <p>Public information around visiting the market is on the Bath Christmas Market website. Key messaging is around the best times to visit to avoid busy periods.</p> <p>The website gives information about planning your journey and advises on travel and transport to and from the city.</p> <p>Assessable parking facilities will be highlighted and included in the market map that can be downloaded for free.</p>	
3.2	Sex – identify the impact/potential impact of the policy on women and men.	The event is open and free to all members of the public both male and female.	
3.3	Pregnancy and maternity	<p>The event is open and free to all members of the public. Additional seating has been introduced for those requiring rest and recuperation. Baby changing facilities are included in both male and female temporary WC public units.</p> <p>Physical changes to the event site have been carried out. This includes operating a clear dropped kerb policy and adding additional temporary sloped kerbs to</p>	

		enable better access for pushchairs and prams.	
3.4	Gender reassignment – identify the impact/potential impact of the policy on transgender people	The event is open and free to all members of the public.	
3.5	Disability – identify the impact/potential impact of the policy on disabled people (ensure consideration both physical, sensory and mental impairments and mental health)	<p>Physical changes to the event site have been carried out to give access to all members of the public. This includes operating a clear dropped kerb policy and additional temporary kerbs built to enable wheelchair access to all areas. Some Chalets have been modernised with lower counters for wheelchair users. Many of the chalets are of a barn door style and can be accessed by both wheelchair users and people with limited mobility.</p> <p>Accessible toilet units are located in two locations within the event footprint.</p> <p>Additional stewards are on hand to assist members of the public who may have reduced mobility or physical, sensory and mental impairments. The 'Mobility Helpers' will be on call to help, guide and assist anyone in need during the events operational period.</p> <p>Additional provision for accessible parking is created nearby to the event in Quiet Street, Terrace Walk and</p>	

		<p>Broad Street car park. Where possible accessible parking is maintained in the city centre.</p> <p>Additional security is placed at the walkway between Milson Street and Broad Street car park to ensure that those people using the assessable car parking spaces can access the car park after the normal closing times of the walkway.</p>	
3.6	<p>Age – identify the impact/potential impact of the policy on different age groups</p>	<p>The event is open and free to all members of the public. Midweek visits are promoted to those who may wish to visit during less busy periods.</p> <p>The nature of the event gives rise to the possibility of a number of young people on the site; thus a policy for dealing with lost children and other vulnerable persons will be established and communicated to all members of staff:</p> <p>1. Any steward or member of staff finding (or being presented with) a lost person or child should immediately contact Event Control (07981 136 612) and pass a description of the person, their name, location and any other relevant information. If a member of production staff makes initial contact, then Event Control shall send a steward to the location.</p> <p>2. Event Control shall alert the police, all</p>	

		<p>stewards and site personnel that a child has been found – in case the parents/guardians present themselves to another member of staff. Recommended timescale 30 minutes prior to contacting police but each case to be assessed on an individual basis according to vulnerability.</p> <p>3. The steward should remain with the child at the initial location for no less than 10 minutes. In all likelihood the child will be reunited with their family/carers within this time. Removing the child too quickly can easily escalate an otherwise minor event.</p> <p>4. If the child has not been reunited after 10 minutes, Event Control will delegate a DBS checked member of staff to collect the lost child/person who shall then be taken to the Event Control Room. Depending on circumstances a second DBS checked steward may be asked to assist.</p> <p>5. All details of any reported lost child/vulnerable person will be logged.</p> <p>6. Any public announcements will avoid using children's names. Instead a request will be made for named parents or "anyone who is missing a member of their party to visit Event Control Room.</p> <p>If a member of the public reports that they have lost a member of their family or group, this information should be immediately conveyed to Event Control. Information that should be gleaned includes name, age, what</p>	
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		<p>wearing, height, hair colour, last seen and mobile phone number of parents.</p> <p>Event Control will issue a general alert to all stewards and staff to monitor the crowd for the child. Particular attention should be paid to the main entry points (alongside the Abbey and Roman Baths – Main Square, York Street [Bog Island and Stall Street end], Abbey Gate Street) to ensure that no unaccompanied minors leave the site.</p> <p>Any child or vulnerable persons still in the facility at the end of the event shall be passed to Avon and Somerset Police</p> <p>A 'Text All' service is operated during the event operational phase; this enables the event team to contact and relay messages to all of the stallholders and caterers at the same time with one text message. This gives us the ability to increase the level of surveillance and call for assistance in the event of an incident involving a lost child or vulnerable adult.</p>	
		Examples of what the service has done to promote equality	Examples of actual or potential negative or adverse impact and what steps have been or could be taken to address this
3.7	Race – identify the impact/potential impact on across different ethnic groups	The event is open and free to all members of the public.	

3.8	Sexual orientation – identify the impact/potential impact of the policy on lesbian, gay, bisexual, heterosexual people	The event is open and free to all members of the public.	
3.9	Marriage and civil partnership – does the policy/strategy treat married and civil partnered people equally?	The event is open and free to all members of the public.	
3.10	Religion/belief – identify the impact/potential impact of the policy on people of different religious/faith groups and also upon those with no religion.	The Bath Christmas market is open to all people of all religions and faith groups. A service of thanksgiving is held in Bath Abbey on the first Wednesday of the market and welcomes people of all faiths to participate.	
3.11	Socio-economically disadvantaged* – identify the impact on people who are disadvantaged due to factors like family background, educational attainment, neighbourhood, employment status can influence life chances (this is not a legal requirement, but is a local priority).	The security teams are briefed to work closely and respectfully with groups of vulnerable people such as rough sleepers and to forge good relationships with those who earn a living through a supported work scheme such as the Big Issue vendors. The objective is not always to displace but assist and respond to those in need.	
3.12	Rural communities* identify the impact / potential impact on people living in rural communities	The event is open and free to all members of the public.	
3.13	Armed Forces Community ** serving members; reservists;	The event is open and free to all members of the public.	

	veterans and their families, including the bereaved. Public services will soon be required by law to pay due regard to the Armed Forces Community when developing policy, procedures and making decisions, particularly in the areas of public housing, education and healthcare (to remove disadvantage and consider special provision).		
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*There is no requirement within the public sector duty of the Equality Act to consider groups who may be disadvantaged due to socio economic status, or because of living in a rural area. However, these are significant issues within B&NES and have therefore been included here.

** The Equality Act does not cover armed forces community. However, when the Armed Forces Bill becomes law there will be a requirement to pay 'due regard' to make sure the Armed Forces Community are not disadvantaged when accessing public services.

4. Bath and North East Somerset Council & NHS B&NES Equality Impact Assessment Improvement Plan

Please list actions that you plan to take as a result of this assessment/analysis. These actions should be based upon the analysis of data and engagement, any gaps in the data you have identified, and any steps you will be taking to address any negative impacts or remove barriers. The actions need to be built into your service planning framework. Actions/targets should be measurable, achievable, realistic and time framed.

Issues identified	Actions required	Progress milestones	Officer responsible	By when

5. Sign off and publishing

Once you have completed this form, it needs to be ‘approved’ by your Divisional Director or their nominated officer. Following this sign off, send a copy to the Equalities Team (equality@bathnes.gov.uk), who will publish it on the Council’s and/or NHS B&NES’ website. Keep a copy for your own records.

Signed off by:

(Divisional Director or nominated senior officer)

Date:

Bath Christmas Market Sustainability Policy 2021

Appendix Seven

Author:
Mick Heath, Event Operations Manager
Bath and North East Somerset Council

Date: 01.06.2021
Document version: 3



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Introduction

Sustainability sits at the heart of Bath Christmas Market, and year-on-year, the organisers look to improve its approach to economic activity, environmental responsibility and social progress, ensuring the Market is a leader in event sustainability for the BANES region. The B&NES Council recognise that by embedding sustainability into the planning and delivery of Bath Christmas Market, we can improve efficiency as well as minimise the impact on the environment.

What Sustainability Means to Bath Christmas Market

The event team work on core objectives as set out in the four pillars of sustainability:

Economic	Environmental	Cultural	Social
Encourage innovation and promote a vibrant, diverse and dynamic economy	Protection of our natural environment and the ecology of our surroundings	Promotion of human wellbeing through enhancing both quality of life and quality of place	Raising awareness of social needs and engaging with local communities

In order to be sustainable, Bath Christmas Market needs to ensure organisers, staff, contractors, volunteers, partners and stakeholders are working together. This policy aims to ensure all staff and contractors are working to maintain, conserve, support and improve the unique surroundings, and understand what sustainability means both in terms of day-to-day activities, as well as longer term planning.

We engage with visitors, stakeholders and partner organisations to understand their views and specific requirements regarding their sustainable outcomes. We have listened to and respect the views of stakeholders, and the impact events can have on them. Bath Christmas Market operates a proactive management approach to sustainability. The organisers use the ISO 20121 environmental management system as best practice throughout the planning and operation of the Christmas market.

Aims

Bath Christmas Market's Event Operations Team have developed a Sustainability Assessment Check (SAC) that raises questions to maximise awareness of the sustainability requirements. We use the SAC to help us manage and achieve

sustainable outcomes during the planning and implementation phases of the event. The checklist has a column that asks whether we should 'consider' the action or advises that this is a 'must-do' action. (see table at end).

With growing sustainable technologies, renewed social attitudes and ever-changing localized environs, we can develop our own sustainable activities and change our 'considerations' into 'must-dos'. The SAC also ensures we do not fall below acceptable standards, with the ability to add to the list of key questions, we can keep our systems current by monitoring global advances in key areas of sustainability.

As a large-scale event, the Market aims to:

- Maximise the prevention of landfill waste and promote recycling of waste and resources
- Remove the use of fossil fuel on-site and promote sustainable energy solutions
- Reduce greenhouse gas emissions and energy consumption
- Improve the management of water
- Monitor, maintain and improve the biodiversity and biosecurity within green spaces
- Promote sustainable transport
- Embed sustainability into all suppliers and contracts
- Minimise the reliance on imported products and their effect on habitats
- Improve the physical and mental health and wellbeing of both staff and visitors

Implementation

To ensure that sustainability is embedded into the event-planning process, the following steps will be followed

- Identify... opportunities to improve sustainability
- Develop... ideas and solutions that have tangible outcomes
- Audit... Review outcomes and make recommendations
- Monitor... and record progress in real time

Communications Plan

The communications plan provides policy-driven messaging to stakeholders and formally defines who should be given specific information and when. The main principles of the plan include:

- Enhanced website and campaigns with sustainability messaging

- SEO-friendly eco-themed content, based on search volumes and trends, attracting more users to the site and the region
- Social media activity suggesting green options around the city and the region
- Print marketing literature on recycled, carbon-neutral paper
- Encourage digital alternatives to print wherever possible

Green Partnerships

In 2017, Bath Christmas Market's organisers committed to procuring viable and reliable eco-friendly temporary power for the event. Working with a contractor 'The Powerline', who introduced live telemetry with the use of Hybrid Generators, coupled with Carbon Offset programs, the team were able to achieve a high level of sustainable and eco-friendly power.

Considerations to the environment across all service platforms were part of the planning process and the team took advice on the best practices for energy efficiency. These included:

- The use of low-consumption LED fixtures
- The recycling of all waste oil, fuel and air filters
- Adherence of the Waste Electrical and Electronic Equipment Directive, along with recycling all blown lamps of all kinds
- As of 1st January 2019, our temporary power supplier now offsets all carbon emissions generated by any aspect of their daily running. This includes staff commutes and emissions generated by their hauliers, and key suppliers' haulage

Reuse and Recycle

In 2018, Bath Christmas Market briefed a designer to create decorations made from empty plastic bottles and single-use plastic bags, many of which were supplied by a local waste management company, as well as major supermarket in the city. The simple but visually stunning pieces included a giant chandelier and several wreaths. Once the Market had finished, the decorations were dismantled, repainted and reused for future events.

Actions

- We apply a sustainable approach to all our procurement, asking:
- Do we need it?
- What is it made of, who made it, where was it transported from and how is it packaged?
- How long will it last?
- Can it be reused or recycled at the end of its life?
- Have we investigated and evaluated possible alternatives and sought the most sustainable and ethical option?
- Is it good value?
- Where possible, we try to source suppliers close to the region, taking account of where staff will be travelling from
- When ordering merchandise and/or materials, we will look at where the item is produced, where it is printed (if applicable) and how it is transported at each stage
- We promote a positive working culture that recognises the contributions made by all staff
 - We assess our event for potential risks of negative impacts on local communities, such as congestion, litter or noise pollution, and implement the necessary measures to minimise these
- We communicate with all clients and suppliers about our sustainable approach to the event. Where appropriate, suppliers are required to complete a sustainability assessment
 - Where appropriate, we will include clauses in supplier contracts which hold them accountable for actions relating to sustainability
 - We develop PR plans for the event and communicate to a wider audience about how we have made it sustainable.

As part of our current sustainability policy, Bath Christmas Market follows the following protocols to minimise the social, economic and environmental impact on the local environs. These actions cover not only the event site during the operational stage, but all associated activities both pre- and post-event:

- Staff to turn off all lighting and electronic equipment when not in use, and have a strict policy for switching off and unplugging overnight

- Staff to use an eco-kettle which reduces the amount of water and power used in keeping Event team stocked with hot drinks
- Energy efficiency is a key consideration when acquiring new electrical equipment
 - We specify the use of the most energy efficient options for AV requirements, including specifying LED lighting for ALL installations
- On-site at the event, our staff are diligent in checking that non-essential equipment is turned off when not required, and we ask our suppliers to do the same
 - We aim to provide visitors and suppliers with information and encouragement to enable them to travel in sustainable manner to the event, including public transport and walking directions
 - Proximity to the event is a key factor in influencing our choice of suppliers. We remember to check the location of the warehouse or delivery centre rather than just the head office
- We look for ways to consolidate and reduce the number of deliveries required, such as asking suppliers to share loads where possible
 - We monitor and record the amount of waste produced by our event, and the proportion that is recyclable. We use this as benchmarking information, and work to reduce the amount for the next year
- We ensure that, as far as possible, all recyclable waste from the event is recycled by bringing in an external waste company
- We aim to communicate with visitors and suppliers to encourage them to think about their waste

Single-Use Plastic

Bath Christmas Market's organisers are taking steps to reduce the amount of single-use plastic (SUP) we use at the event. Together with our contractors, stallholders and caterers, we want to eliminate the plastic waste entering the ocean and potentially harming marine wildlife. By adopting a single-use plastic-free policy, we will be able to measure and audit the use of single-use plastics, set targets for reduction, and phase them out by finding alternatives. Actions we will take:

- Ensure non-reusable plastic cable ties will only be used when necessary
- Ensure plastic scrim for fence covering shall be reused when possible
- Promote the use of sustainable materials for screening, such as hessian
- A total ban on single-use plastic bags will be enforced
- No plastic straws will be permitted

- Sugar, salt and pepper, and sauces will not be available in plastic single sachets
- Promote the use of wooden cutlery – spoons, forks and knives
- Promote the use of compostable (or biodegradable) paper plates, bowls and takeaway containers and promote a 'bring your own' reusable mug to be refilled.

Localised Storage and Use of Ultra Low Emission Vehicles (ULEVs)

Stallholders and caterers rely on the ability to restock their chalets over the 18 days of the event. This requires vehicle movement to and from points where stock is being stored offsite. In some cases where food and beverages are being sold, multiple vehicle journeys can occur, especially after busy trading weekends. With the introduction of the Bath Clean Air Zone (CAZ), the organisers of Bath Christmas Market have identified a need to reduce these journeys and work towards reducing CO2 emissions

In an effort to reduce vehicle journeys to and from the event site, Bath Christmas Market will be looking towards trialling a localised storage solution that can be accessed by stallholders and caterers. SLED – Store Locally for Environmental Delivery. Stallholders and caterers who cannot contain their stock and consumables within the chalets must make multiple trips to storage locations offsite. For some, this may account for between 12 to 15 vehicle journeys over the 18 days, and with over 200 chalets at the Market some years, this is a considerable amount of vehicle movements to ensure stallholders and caterers do not run out of stock. By providing a more localised secure storage facility, stock can be stored, picked and transported to the event site efficiently and sustainably by electric vehicles, especially converted bicycles and even motorised trolleys. Post-event, we can collect data from the stallholders regarding stock movement and calculate the vehicle journeys that have been saved over the 18-day period. The trial will be operated within one zone of the Market in the first year, then developed as larger storage facilities can be sourced.

Although many of the stallholders vehicles may not be charged to enter the CAZ as they are exempt, we are actively encouraging a reduction in vehicle journeys over the operational period of the Christmas market and therefore will continue to work on ways we can reduce vehicle journeys.

Sustainability Assessment Check

Key Question	Must do or Consider?
What environmental service-level agreements do we use during the procurement of goods and services?	Must do
What environmental and social criteria do we question our suppliers on?	Must do
What do you do with construction materials after the event?	Must do
Are the materials kept for next year's event or thrown away?	Must do
What are stands, signs etc made from and what happens to them after our event?	Consider
Where is food sourced from?	Consider
Do we promote a healthy diet, active lifestyle etc?	Must do
Emergency plans are in place for spills and accidents?	Must do
Plan in place to limit or reduce the use of paper, freebies, cups, lanyards, programmes?	Must do
Consider what waste will be produced before the event and planned for its management	Must do
Have we provided the correct documentation (waste transfer notes, licenses etc) so that we can understand the recycling rate?	Must do
How are we reducing the impact of consumables? Are napkins and plates given out biodegradable? Could they be composted? Is cutlery recyclable?	Consider
Is there a stakeholder engagement plan, including local community engagement?	Consider
Have we taken measures to avoid damage to paths, buildings, monuments etc?	Must do
Is site damage being recorded and reported the appropriate authority?	Must do
Have we looked at the possibility of renewable energies on-site?	Consider
Are we using the most energy-efficient electronic equipment?	Consider
Have we ensured that we are not using any chemicals that adversely affect human health and the environment?	Must do
Have we ensured the areas around trees are kept clear to avoid soil compaction, for example, avoid installing marquees which require large steel pins to hold them up near trees?	Must do
Have we ensured that lighting is appropriate for the surroundings and positioned correctly?	Consider

Have we limited the number of consumables on-site? Are all our consumables 100% recyclable?	Consider
Have we made provisions for grey waste management?	Must do

WORKING DOCUMENT

Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Cabinet	
MEETING/ DECISION DATE:	23 June 2021	EXECUTIVE FORWARD PLAN REFERENCE:
		E 3284
TITLE:	Active Travel Fund Schemes	
WARD:	Bathwick, Kingsmead, Widcombe & Lyncombe	
AN OPEN PUBLIC ITEM		
<p>List of attachments to this report:</p> <p>Appendix 1 - Consultation Outcome Summary</p> <p>Appendix 2 - Amended scheme drawing proposals</p> <p>Appendix 3 - Equality Impact Assessment</p> <p>Note published on 17th June 2021: Two of the drawings for Upper Bristol Road have been replaced (UBR – 3 and UBR – 4) because they had mistakenly not included changes that were intended to be part of the proposals. The changes are the addition of a 0.5 metre ‘buffer’ area adjacent to a 3 car parking bay and a 0.5 metre ‘buffer’ area adjacent to a bus stop.</p>		

1 THE ISSUE

- 1.1 The council consulted on three proposed active travel schemes in February and March this year. A decision needs to be made on whether those schemes should proceed to the next stage of consultation.
- 1.2 Two of the three schemes would be funded from the government's Active Travel Fund. The government, in recent funding announcements, withheld funds from authorities that did not submit bids or those that were considered weak. There are potential implications on future government funding for active travel schemes if they do not go ahead or if they are not built in accordance with the latest design standards.
- 1.3 This report outlines the results from the consultation, provides options and potential amendments to the proposals to take account of feedback from the consultation, and recommends next steps.

2 RECOMMENDATION

The Cabinet is asked to;

- 2.1 Approve proceeding to the Traffic Regulation Order stage of consultation for the amended Upper Bristol Road scheme (as outlined within the report);
- 2.2 Approve proceeding to the Traffic Regulation Order stage of consultation for the Beckford Road cycle lane scheme;
- 2.3 Agree that, should the Upper Bristol Road and Beckford Road schemes go ahead following the Traffic Regulation Order stage, a review of both schemes should be undertaken once they have been in place for 12 months;
- 2.4 Agree that officers explore external funding streams to cover the £140,438 difference between the Active Travel Fund allocation and the cost of the Upper Bristol Road and Beckford Road proposals. If such funding cannot be secured, delegated approval will be sought to use the £150,000 funding already allocated in the 2021/22 Transport Improvement Fund for the development of walking and cycling schemes;
- 2.5 Agree that officers should commission a citizens' jury or other suitable process of deep public engagement, to determine the most appropriate safe, strategic cycle route to improve between the city centre, the University of Bath and the large employment and education sites in the Claverton Down area, which will take place before the end of this financial year;
- 2.6 Approve proceeding to the Traffic Regulation Order stage of the Combe Down to University of Bath scheme as part of the wider business case development work being undertaken to improve walking and cycling routes between Combe Down, the city centre and the University of Bath.

3 THE REPORT

The Active Travel Fund

- 3.1 In May 2020 the [Secretary of State for Transport announced](#) additional statutory guidance under the Traffic Management Act in response to Covid-19. He stated that he expected traffic authorities to make significant changes to road layouts to make more space for pedestrians and cyclists.
- 3.2 He also announced there would be funding to introduce such measures to enable social distancing and to encourage active travel. It was initially called the Emergency Active Travel Fund. The fund was split into two tranches. Tranche 1 was to help provide new temporary facilities for walking and cycling in the early months of the pandemic. The council installed temporary access restrictions and pavement widening measures using this funding.
- 3.3 Tranche 2 funding is for temporary low cost and permanent walking and cycling schemes. The Department for Transport's (DfT) fund criteria is very specific in that the schemes must provide a meaningful reallocation of road space including strategic corridors. Local authorities were invited to submit schemes with brief details of the proposals. The B&NES bid was submitted through the West of England Combined Authority (WECA) in accordance with DfT instructions. DfT confirmed WECA's Active Travel Fund allocation to WECA in November 2020. WECA split the funding in proportion to the three unitary authorities' populations.

B&NES has been allocated £560,000 for its Tranche 2 schemes. The DfT requires the schemes to be completed by the end of March 2022.

- 3.4 The DfT has confirmed that schemes which do not meaningfully alter the status quo on the road will not be funded. It is a requirement of the fund that schemes are built in accordance with the latest design standards for cycle infrastructure, [Local Transport Note 1/20](#). These new standards are a step change in how cycle infrastructure should be built. This means, other than in short sections, new cycle lanes should have some form of physical segregation from motor traffic. DfT also states “schemes which do not follow this guidance will not be funded.” The publication [Gear Change](#) outlines the government’s plan for walking and cycling.
- 3.5 In launching a new Capability Fund earlier this year, which is a revenue fund for supporting active travel measures, the DfT stated “we are withholding payment from a minority of authorities whose Active Travel Fund Tranche 2 bids last year were assessed as being the least strong, or who have indicated that they do not wish to install infrastructure to the standards set out in our previous letters, in *Gear Change*, and in the Local Transport Note published alongside it. We made clear in these documents that future funding would depend on adherence to those standards.”
- 3.6 The government is in the process of launching a new inspectorate, Active Travel England, which will enforce the new design standards and audit schemes implemented by local authorities that have been funded by the government. The DfT has advised that future funding may be reduced to authorities that do not follow the standards.
- 3.7 One of the main factors that deters people from cycling is concern about safety. [The National Travel Survey \(2020 release\)](#) found that 66% of adults over the age of 18 agreed that “it is too dangerous for me to cycle on the roads.” The figure was even higher for women, at 71%. It is clear there needs to be significantly better cycle routes across B&NES to help remove this barrier. Routes for walking need improving too.
- 3.8 The new national cycle design standards will mean that better infrastructure is provided but it will be challenging to deliver. Reallocating more road space for walking and cycling will inevitably mean it has an impact on parking and road space for motor traffic. This will affect future schemes, not just those being considered under the government’s Active Travel Fund. It is important to emphasize that as well as supporting B&NES transport strategy and our plans for tackling the climate emergency, this approach is also part of national government policy as set out in *Gear Change*. The government has set a target for half of all journeys in towns and cities to be taken by walking or cycling by 2030. In Bath, 42% of all journeys under 3km are made by private car. These are short, local journeys that could be made on foot or by bicycle, by those who are able.

The proposed schemes

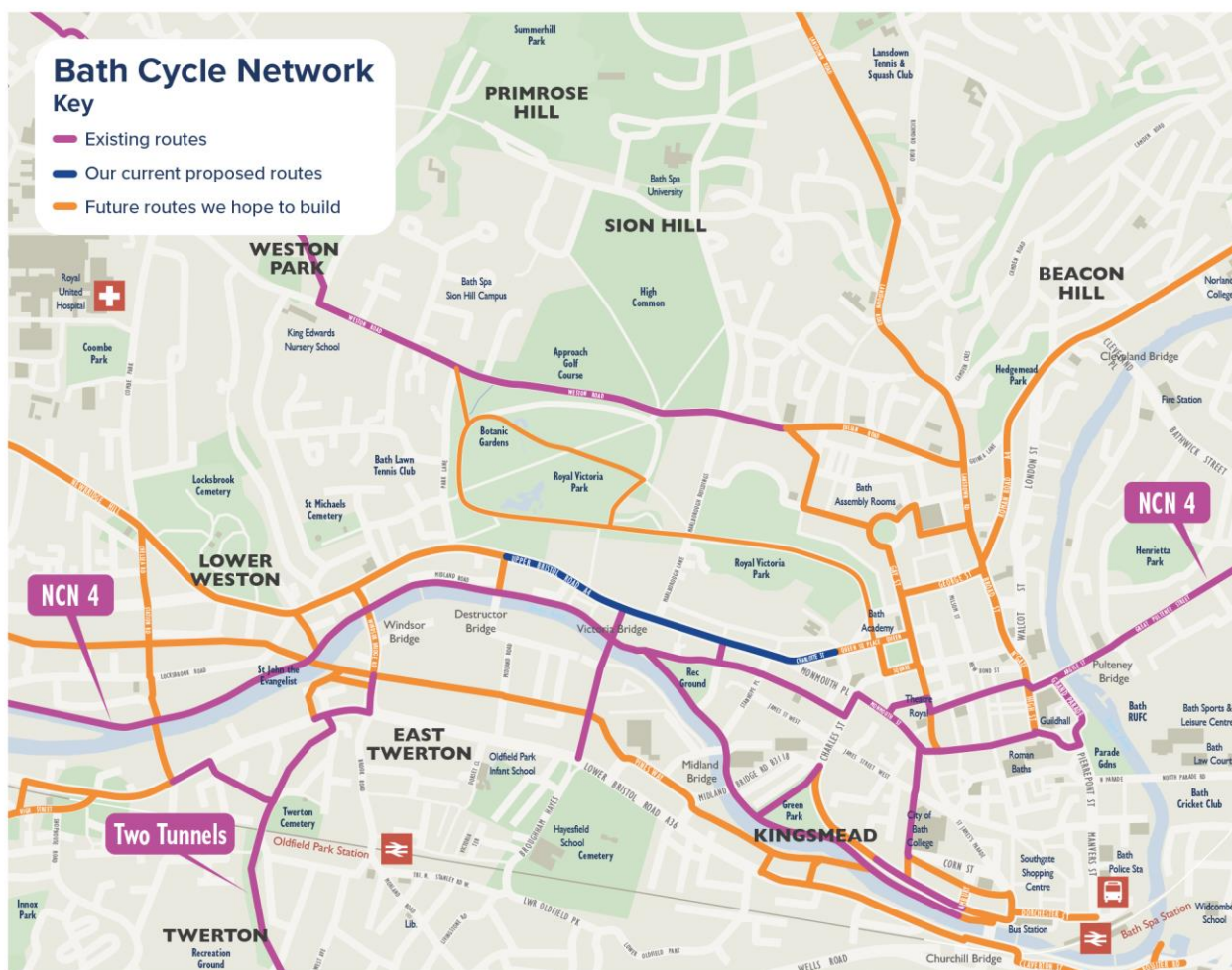
- 3.9 Details of the schemes can be found on the consultations web page www.bathnes.gov.uk/activetravelschemes A summary of the schemes consulted on are as follows:

(i) Upper Bristol Road proposals

- New cycle lanes on both sides of the road using 'light segregation' (short lengths of divider devices placed at regular intervals along the cycle lane with 'wands' in each one (a narrow bollard) to separate motor vehicles from cycle traffic. These would be between the junctions with Charlotte Street and Midland Road. This requires the removal of all 40 on-street parking in this section, a new restriction on loading in the morning and afternoon peak hours and removal of right turn lanes;
- Provision of 19 new permit holder parking spaces through removal of yellow lines in a number of other roads in Zone 6, converting 14 shared use parking bays to permit only in Marlborough Lane and converting 12 pay & display bays in Royal Avenue to permit only;
- Cycle lanes continue through bus stops so cyclists don't have to pull out around buses, using a 'floating bus stop' design;
- 'Continuous footways' at most side road junctions – raising the level of the road to the same height as the pavement and change of surfacing which makes it look like the pavement continues across the entrance of the side road. This gives pedestrians priority over traffic turning into or coming out of the side roads;
- Narrow the entry to Marlborough Lane to make it easier for people to walk across;
- New refuge island to help people cross the road near the junction with Charlotte Street;
- Speed limit reduced to 20mph (between junctions with Charlotte Street and St Michael's Road).

3.10 In its guidance on the identification of suitable schemes to submit to the Active Travel Fund, the DfT encouraged use of the [Rapid Cycleway Prioritisation Tool](#), which identified Upper Bristol Road as being one of the top routes in the West of England with greatest potential for increasing the volume of cyclists.

3.11 Although the riverside path (National Cycle Network Route 4) runs parallel to Upper Bristol Road, it is shared with pedestrians, is narrow along much of its length and cannot feasibly be widened to current standards without significant expense. At times there is no capacity for it to take any further cycle traffic. In July 2019 an average of 934 cyclists a day were recorded using this path. The actual number is likely to be higher because the current automatic counter can only count bicycles with a metal frame.



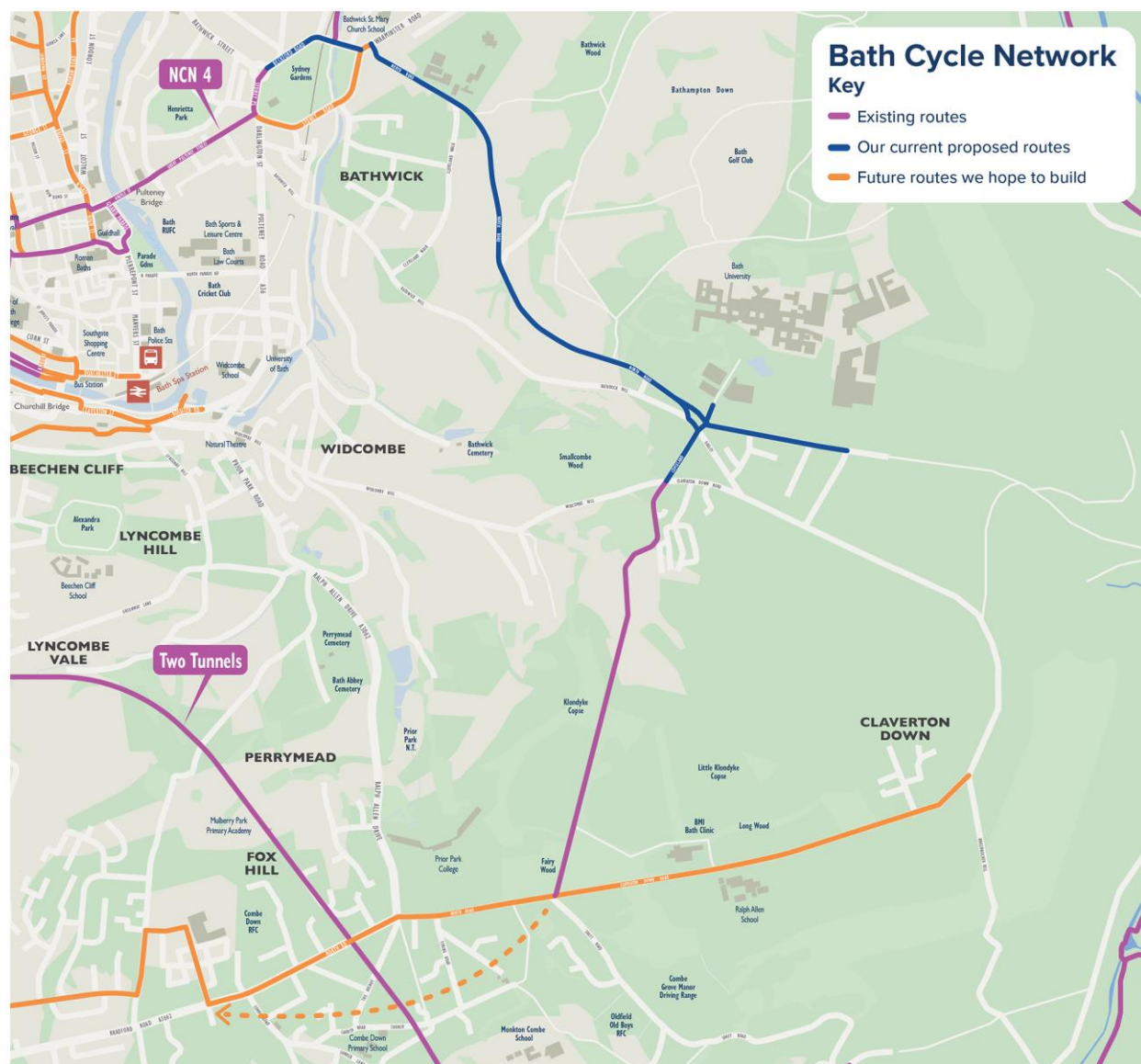
3.12 Cycle lanes on Upper Bristol Road would link with existing cycle infrastructure and routes. This includes a direct link to Victoria Bridge and the south of the city. It would also enable a link to Bath Western Riverside via Midland Road and Destructor Bridge and a new signalised junction on Upper Bristol Road with improved pedestrian and cycle facilities for crossing. The map above illustrates existing and proposed cycle routes in this part of Bath, with the current Upper Bristol Road proposal shown in dark blue.

3.13 The Bristol to Bath Mass Transit and Metrobus schemes have the potential to use this route. These schemes have to consider walking and cycling. The proposed active travel scheme will complement the mass transit/Metrobus scheme.

(ii) City Centre to University of Bath proposals

- New cycle lane on the north side of Beckford Road using 'light segregation' and cycle lane continues through the bus stop so cyclists don't have to pull out around buses. This requires the removal of 20 unrestricted parking spaces and eight time limited parking spaces;
- Provision of four permit parking spaces in Forester Road, five time limited parking spaces in Warminster Road and three in North Road by removing yellow lines;
- 'Continuous footways' at all of the side road junctions of Beckford Road;

- Experimental camera-enforced bus gate on North Road east of King Edward's School to provide a largely traffic-free route for cyclists;
- Experimental one way restriction in Cleveland Walk;
- New three metre wide cycle path on the existing closed section of The Avenue, which would not have to be shared with pedestrians.



3.14 This route was selected as a means for improving cyclist access to the university because it carries the least traffic and has the lowest gradient when compared to Bathwick Hill and Widcombe Hill. It would also provide a connection to the NCN4 canal towpath cycle route and a new signalised crossing being planned on Beckford Road near Sydney Gardens as part of another scheme.

(iii) Combe Down to University of Bath proposals

- New 'parallel' zebra crossings at the junctions either end of Copseland. These are zebra crossings which can be used by pedestrians and cyclists;

- Continuous footways at either end of Copseland;
- Realigned and improved bus stop at the top of Bathwick Hill which would allow traffic to safely pass a stationary bus and enable people boarding and alighting a bus to do so onto a hard standing rather than a verge;
- Cycle link between North Road and Soldier Down Lane/The Avenue;
- New pedestrian refuge island in North Road at its junction with Bathwick Hill.

3.15 This scheme is not being progressed under the Active Travel Fund and would be funded under the council's Transport Improvement Programme. However, we consulted on the scheme at the same time because of its strong links to the City Centre to University of Bath scheme.

3.16 It would significantly improve an existing walking and cycling route from Combe Down through Rainbow Woods to the university and forms part of the Scholar's Way route, where further improvements are being planned to link schools, places of employment and the universities.

Consultation results

3.17 The timescales of the Active Travel Fund are challenging. The funding award was only confirmed in November 2020 and the schemes have to be completed by March 2022. The council did not have schemes ready to implement and consult on which met the fund criteria and the latest design standards. This meant that when the criteria for Tranche 2 was announced in July 2020 with a deadline for submissions in August 2020, the council had only a matter of weeks to identify appropriate schemes. Whilst the council did not have to submit schemes to the fund, this was an opportunity to secure funding for important improvements, where there have been low levels of government funding available in recent years. The government expected authorities to apply for the funding and, as noted above, where it has assessed authorities' plans as being weak in terms of road space reallocation or poor with regards to design standards, it has already started to reduce other funding grants to such authorities.

3.18 Given the short timescales, the council only had details of the schemes available which were suitable to begin consulting on towards the end of 2020. The Active Travel and Accessibility Forum was consulted initially because of some of its members' expertise in walking and cycling schemes and in particular on design. Consultation was then carried out with ward members, bus operators and the emergency services prior to the public consultation, which took place between 26 February until 21 March 2021.

3.19 The Consultation Outcome Summary report in Appendix 1 provides further details of how the consultation was undertaken and provides detailed analysis of the results. This includes information on responses submitted by individuals and those submitted by organisations. The headline information is provided here.

3.20 2,380 completed questionnaires were received together with further comments sent by email and letter. 91% of responses were from residents,

students or business owners within Bath. Respondents were able to respond to just one, two or all three scheme proposals.

- 3.21 There was overwhelming support for the Upper Bristol Road and Combe Down to University schemes, although for the North Road bus gate element of the City Centre to University scheme the level of support compared to opposition was more evenly balanced.

(i) Upper Bristol Road consultation outcome

- 3.22 69% of respondents to this scheme strongly agreed and 7% agreed to the statement “I support reducing space for motor vehicles and parking to create cycle lanes on the A4 Upper Bristol Road.” 19% strongly disagreed and 4% disagreed.
- 3.23 67% strongly agreed and 10% agreed to the statement “I support separating the cycle lanes from motor traffic by using bollards, islands and cycle bypasses at bus stops.” 17% strongly disagreed and 4% disagreed.
- 3.24 For this scheme proposal and the others, the level of support for the scheme according to respondents’ postcodes can be seen on maps in figures 5-7 to 5-12 of Appendix 1. In general, the level of support for the schemes was lower from respondents with a postcode in the immediate vicinity of the schemes’ location.
- 3.25 The survey questionnaire allowed respondents to provide comments. The most common points raised in support included:
- General support for making cycling safer and reducing intimidation from motor traffic;
 - Removing on-street parking permits for guest houses;
 - Continuous footways supported;
 - Extend scheme further west.
- 3.26 Common points against the proposals:
- Removal of parking and difficulties it will cause for unloading, builders, feeling vulnerable walking back at night from parking further away, impact on parking for businesses in the road, impact on parking for allotment users, puts more pressure on rest of Zone 6;
 - Cycle lanes duplicate routes along riverside path and Royal Victoria Park;
 - Cycle bollards are dangerous;
 - Insufficient demand to justify scheme.
- 3.27 It should be noted that during the first week of the consultation an incorrect map of the parking proposals was displayed on the consultation web page. The web page text with parking information had correctly described the proposal of mitigating the impact of the removal of parking in Upper Bristol Road by removing sections of yellow line restrictions in various locations in Zone 6 which

would create 19 new permit only bays, plus 12 Pay & Display (P&D) bays in Royal Avenue would be changed to permit only and 14 'shared use' P&D/permit bays in Marlborough Lane would be changed to permit only.

3.28 The incorrect map showed 17 new permit bays through removal of yellow lines in various road and 23 P&D bays in Royal Victoria Park which would be changed to shared use with permit holders.

3.29 Whilst it is possible that some people who responded to the consultation in the first week before the correct map was displayed may have responded differently had they seen it, the likelihood is that the proposals shown in the corrected map would have been seen more favourably. However, should this proposal proceed to the next stage of consultation, the Traffic Regulation Order, people will still have the opportunity to comment.

(ii) City Centre to University of Bath consultation outcome

3.30 This scheme is split into three parts: Beckford Road segregated cycle lane, North Road bus gate and The Avenue cycle path.

3.31 49% of respondents strongly agreed and 15% agreed to the statement "I support reducing space for car parking to create a new eastbound (uphill) cycle lane on Beckford Road." 20% strongly disagreed and 7% disagreed.

3.32 In North Road, two bus gate options were presented. 40% strongly disagreed and 5% disagreed with the statement "I support the use of a two-way bus gate on North Road to restrict traffic in both directions". 37% strongly agreed and 10% agreed.

3.33 39% strongly disagreed and 8% disagreed with the statement "I support the use of a one-way bus gate in North Road, to restrict southbound (uphill) traffic only." 27% strongly agreed and 16% agreed.

3.34 An option to make part of Cleveland Walk one way in combination with the bus gate was also proposed. 37% of respondents strongly agreed and 14% agreed with "I support the proposal to restrict southbound traffic on Cleveland Walk (between junctions with Sham Castle Lane and North Road)." 34% strongly disagreed and 5% disagreed.

3.35 With respect to The Avenue between its junctions with Beech Avenue and Norwood Avenue, 49% strongly agreed and 16% agreed with the statement "I support the proposed creation of a separate cycle lane and pedestrian footpath on The Avenue." 15% strongly disagreed and 3% disagreed.

3.36 The most frequent positive comments concerning the Beckford Road proposals were:

- General support to make cycling safer and particularly noting it's a road with a high level of HGVs;
- Would be a good facility for linking to the canal towpath (cycle route NCN4);
- Will improve cycle access to Bathwick St Mary School and Cleveland Pools.

3.37 Frequently made negative comments were:

- Cycle lane not required/insufficient demand;
- Sydney Road or through Sydney Gardens would be a better route;
- Loss of on-street parking, difficulties receiving deliveries.

3.38 The most frequent supportive comments concerning the North Road proposals were:

- Will improve cycle access to the university and Ralph Allen School;
- Cycling uphill requires more support than downhill;
- Bus gate required in both directions to support safe cycling.

3.39 Common negative comments regarding North Road were:

- Traffic diverted onto other routes will cause congestion, pollution and safety problems;
- North Road is unlikely to be used by the majority of students who live in the south and west of the city;
- Traffic issues relating to King Edward's School not considered.

3.40 Regarding the proposed cycle path in The Avenue, there was general support for the improvement as a new cycle facility. Objections were mainly related to it not being needed and a waste of money and concerns about poor visibility at the junctions with Woodland Road and Beech Road.

(iii) Combe Down to University of Bath consultation outcome

3.41 74% of respondents strongly agreed and 14% agreed with the statement "I support the proposal to install zebra crossings for pedestrians and cyclists to cross Oakley and Claverton Down Road, to the north and south of Copseland." 7% strongly disagreed and 2% disagreed.

3.42 54% strongly agreed and 19% agreed "I support the proposed modification of the bus stop at the top of Bathwick Hill." 6% strongly disagreed and 2% disagreed. 19% gave no opinion.

3.43 From the comments submitted, those in support of the scheme often referred to:

- The new crossings will improve safety;
- Copseland as a suitable low traffic route.

3.44 Frequently expressed negative comments were:

- No need for the crossings or that the crossing at Oakley would cause congestion;

- Problems associated with banning left turns out/right turns in at the Widcombe Hill end of Copseland;
- Concerns about over engineering of the Widcombe Hill end and that measures to slow traffic down are needed rather than a formal crossing.

Amendments to the proposals

3.45 The DfT's fund guidance acknowledges that schemes may need to be altered following consultation and if they are still within the scope of the fund they can still go ahead. Although schemes can be removed following consultation and replaced with another (if still within the scope of the fund), in practice this is not possible because there would not be enough time to undertake feasibility, design, consultation and construction to meet the March 2022 completion deadline. If no alternative solution can be found, the DfT states it may recover funding for schemes by reducing a future grant payment to the authority.

3.46 The following sections identify potential modifications to the proposals to take into account feedback from the consultation.

(i) Upper Bristol Road – potential amendments

Add 12 parking spaces in Upper Bristol Road

3.47 The biggest concern relating to this scheme was the loss of parking spaces, where the proposal requires removal of 30 shared use permit holder/two hour spaces and 10 permit spaces. There were also concerns about difficulties unloading shopping, receiving deliveries, space for skips for building works and elderly residents or visitors who have mobility issues.

3.48 The design has been reviewed with the aim of retaining some parking but not compromising the objective of providing a direct route that separates cyclists from motor traffic. Amended proposals are shown in Appendix 2. By altering the design of bus stops and relocating the existing pelican crossing to the east of the Nile Street junction it will be possible to provide 12 parking spaces. At these points there would be short sections where there would be no physical segregation between the cycle lane and motor traffic. There would be a 'buffer' space between the edge of the parking bay and the cycle lane. There is not enough space to take the cycle lane behind the parking. It is recommended that these spaces should be limited to 30 minutes parking between 8am and 6pm each day to enable a frequent turn-around of use during the day, which would enable drop-off and delivery. Any vehicle could park in these bays without restriction between 6pm and 8am. Residents of Upper Bristol Road who are blue badge holders and keep a vehicle would be able to apply for a disabled bay to be provided in one of these spaces.

3.49 Outside of the Hop Pole public house a loading bay would be provided together with a disabled parking bay in response to comments raised. Due to the narrower width of the road at this point these bays would have to be marked across the cycle lane, but the maximum stay permitted in the loading and disabled bay would be 30 minutes. This would enable loading activities to take place and for a disabled passenger to be dropped off, but for the most part of the day it would also mean the bays would not be occupied, leaving the cycle lane clear for the majority of the time.

Other changes to increase parking

3.50 In Midland Road, parallel to the river, there is an unrestricted length of road where 20 cars can park. This could be converted to additional Zone 6 permit parking. The foliage next to the side of the road would be cut back. It is not possible to provide parking in the main section of Midland Road due to the queuing that forms for the recycling centre and as part of the forthcoming signalisation of the junction with Upper Bristol Road it will be necessary to provide a cycle link to Destructor Bridge.

3.51 The amended proposals would provide the following parking:

New permit holder parking spaces		
Nile St, Nelson Place West, Great Stanhope St, Norfolk Crescent, Marlborough Lane, New King St, James St West	17 new permit spaces (takes account of 1 space to be used for cycle hangar)	Through removal of sections of yellow line restrictions
Midland Road	20 new permit spaces	Use of current unrestricted parking space
Total	37 new permit spaces	

Other spaces prioritised for permit holders		
Royal Avenue	12 permit spaces	Conversion of 12 existing Pay & Display spaces
Marlborough Lane	14 permit spaces	Conversion of 14 existing shared use Pay & Display/permit holder bays

3.52 Zone 6 permit holders can currently park in Charlotte Street car park free of charge between 5.30pm and 10am.

3.53 The council wants to introduce two further car club vehicles within the Zone 6 area, one of which would be in Charlotte Street car park. Discussions are currently taking place with the commercial operator.

3.54 There is also a proposal, which has been consulted on separately, to change how hotel, guest house and holiday let permits operate which will remove competition for on-street residents' permits by moving these users into the council's off-street car parks. There are currently 41 such permits in Zone 6. A decision is expected to be made by Cabinet in the summer.

Improved crossing and cycle parking

3.55 In order to retain some parking on Upper Bristol Road it will be necessary to relocate the existing pelican crossing from the west to the east side of the junction with Nile Street. However, this crossing has reached the end of its serviceable life and is in need of replacement anyway. Moving the crossing not only enables parking to be provided on the south side of the road, but it also

means it can be converted into a toucan crossing, which enables cyclists to use it. This will provide a direct link from both sides of Upper Bristol Road to Nile Street and the riverside path.

- 3.56 It will be necessary for two trees within the footway on the north side of the road to be removed in order for the crossing to be moved. However, these will be replaced with three trees at the locations along the road shown in the proposal drawings.
- 3.57 The original proposals included a new pedestrian refuge island near the junction with Charlotte Street, which will remain, and the existing toucan crossing near Victoria Bridge Road is unaffected. There is a separate piece of work to this scheme for signalling the junction with Midland Road, which is required as part of the planning consent for the Bath Western Riverside development. It will include a signalised pedestrian crossing at this point of Upper Bristol Road, providing much better place to cross to Royal Victoria Park and will incorporate facilities for cyclists. It is anticipated there will be a scheme design available for the public to see towards the end of the year.
- 3.58 If the decision is made to proceed with the active travel fund scheme the council will work with local residents and ward members to provide a cycle hangar in the New King Street/Norfolk Crescent/Great Stanhope Street area, to be implemented at the same time as this scheme. The estimated £7,000 cost for the installation of the hangars would be funded through the Liveable Neighbourhoods budget (subject to approval at Cabinet on 23/6/21). Users of the hangars would pay a small annual rental to cover maintenance costs. A second hangar can be provided if there is sufficient demand.
- 3.59 Other additions to the proposals which would be implemented under this scheme include eight new cycle stands located near the junction with Nile Street, near the junction with Victoria Bridge Road, at the junction with Marlborough Lane and near Phase One Gym.

Changes to bus stop designs

- 3.60 There are four bus stops within the section of road covered by the scheme. In order to provide a direct and uninterrupted route for cyclists and to avoid them having to overtake stationary buses, which can be intimidating, the scheme consulted on included bus stop designs featuring 'floating islands'. The cycle lane would proceed up a ramp to the same level as the adjacent footway, which passengers would then cross onto the island and then to/from a bus stopped in the carriageway. In order to accommodate some parking on Upper Bristol Road it will not be possible to proceed with this design because of the space they require.
- 3.61 The revised proposal drawings in Appendix 2 show the amended bus stop design at each of the four locations. They retain the ramp and raising the cycle lane to the same level of the footway as it passes the stop, but there would be no island.
- 3.62 Although this design is included within LTN 1/20 and is being used across London, the RNIB have raised concerns nationally and do not support them. They are concerned that a blind or partially sighted bus user could inadvertently step on the raised cycle lane and that cyclists would not give way. The RNIB's

regional representative has raised similar concerns in a discussion with officers. As a result of this the design will be enhanced in order to provide 'corduroy' tactile paving between the edge of the footway and the cycle lane, which will be coloured red at this point in order to provide contrast with the footway. There will also be corduroy paving across the cycle lane as it approaches the stop, signage to tell cyclists to give way to pedestrians in the cycle lane together with give way road markings at the approach to the stop.

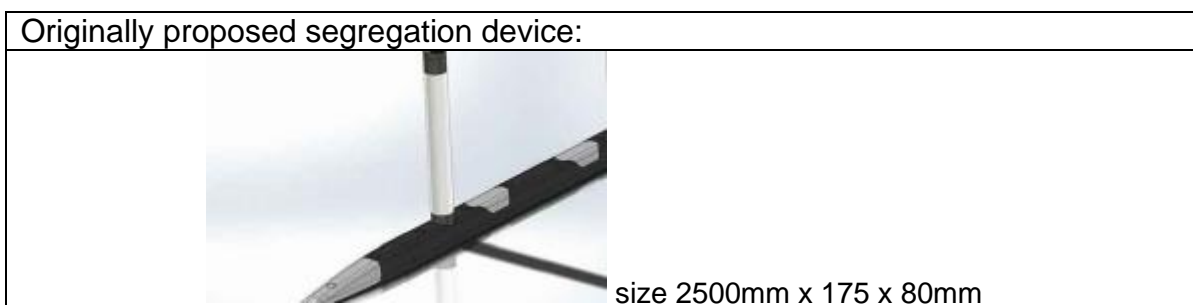
3.63 If this is implemented we will review the stops on-site with RNIB as a post-construction audit once it has been in place for several months and put a hold on the use of such designs elsewhere in B&NES until that has taken place.

3.64 All existing bus shelters would remain in place. It had been hoped that a new shelter could be provided at the relocated Comfortable Place (westbound) stop but on further investigation this has been ruled out because the shelter would obstruct visibility from a private vehicular access and pose a safety issue. However, the amended proposals do include the provision of a new electronic real time information (RTI) display on services within the bus stop flag. This stop does not currently have RTI.



Changes to the devices used to separate cyclists from motor traffic

3.65 Avon Fire & Rescue Service raised concerns that the 'light segregation' devices to be placed at regular intervals along the cycle lane to separate it from motor traffic would prevent traffic from pulling over to allow fire engines responding to an emergency to pass. A number of individual public responses also raised the same concerns. B&NES Waste Team also raised issues relating to having to stop alongside these measures when collecting household recycling and refuse. Further details can be found in section ATF2 of the Consultation Outcome Summary in Appendix 2.

3.66 The proposal consulted on included cycle lane segregation devices which were 2.5 metres long spaced at 1 metre intervals. These would have reflective 'wands' on them, a type of narrow bollard.



3.67 The scheme design can be amended to use different segregation devices. The one shown below on the left incorporating the wand would be placed so there are 15 metre gaps between each wand, allowing space for vehicles to pull over to allow an emergency vehicle to pass. It would also allow a refuse vehicle or fire engine to pull up the kerb edge. In the sections between the wands would be four of the separator devices shown on the bottom right, spaced evenly apart.

Amended proposal segregation devices:	
	
size 1000mm x 175mm x 80mm	size 720mm x 120mm x 50mm

Changes to 'continuous footway' designs

- 3.68 Further work has been progressing on the detailed design for the 'continuous footways'. The original proposal was for a design that would raise the level of carriageway in side roads where they meet Upper Bristol Road to the same level as the footway and use block paving material which extends beyond the mouth of the junction. The design has been amended so that the level of the footway would now taper down to carriageway level across side roads. It would still use block paving material. This is the most important part of the design because it is necessary for the footway to contrast with the road surface of the main road in order that the footway looks continuous. This change has been made due to concerns of the longevity of a blocked paved carriageway ramp and the need to avoid implementing a scheme that could require a significant level of ongoing maintenance.

(ii) City Centre to University of Bath – potential amendments

North Road

- 3.69 This aspect of the proposals received the least support in consultation responses, with the main concerns being whether the traffic which would be diverted onto other routes would cause congestion and questioning if this was the right route to link the city centre to the university. It is acknowledged that this proposal would cause some inconvenience to residents and those going to and from the golf club, King Edward's School and the university, which are a considerable proportion of the traffic using the road and would still need to use it.
- 3.70 The level of traffic and parking associated with the end of the day at King Edward's School presents difficulties for introducing a bus gate that were not fully understood when the proposals were drawn up. The school does not have space to accommodate cars collecting students within its grounds which means that drivers collecting students wait in their vehicles along North Road and Cleveland Walk, much of this taking place on double yellow lines. Although parking on yellow lines is not permitted, stopping on them to pick up or drop off is allowed. Whilst many of the vehicles may be stopped for ten minutes or longer, since the driver remains in the vehicle it means enforcement is challenging. This is a common situation at many schools, although the issue can be worse at those schools which have a wide catchment area where more students are brought in by car.

- 3.71 A two way bus gate (ie restricting traffic in both directions) located where the 20mph limit currently becomes 30mph would mean that drivers who have collected children would either have to turn into Cleveland Walk or make a u-turn in North Road. The option of making Cleveland Walk one way towards North Road was included in the proposals to reduce the amount of traffic that may divert there if the bus gate goes ahead. However, doing this would mean any vehicle entering North Road from Warminster Road to collect children would have to u-turn to get out. Whilst the wide junction with Cleveland Walk could be used for vehicles in North Road to turn around, it is likely that not all drivers would choose to turn around here.
- 3.72 Parking in North Road to collect students also takes place further south in North Road on what would be the other side of the bus gate. If it also restricted downhill traffic it would mean drivers who have parked there to pick up children will have to do a u-turn in what would effectively become a long cul-de-sac.
- 3.73 A considerable level of u-turning vehicles could therefore occur as a result of a two way bus gate. This could be a hazard to cyclists, particularly those coming downhill at speed. If a bus gate were to go ahead it is recommended that it should only apply in the uphill direction and that no one way restriction should be applied to Cleveland Walk. This would remove the need for u-turning.
- 3.74 The road is not wide enough to provide a cycle lane with segregation and maintain two way traffic.

Beckford Road

- 3.75 The same changes to the cycle lane segregation devices can be made in Beckford Road to enable refuse vehicles to pull up to the kerbside. The bus stop design is also the same as that in the amended proposals for Upper Bristol Road.
- 3.76 Although the cycle lane proposal will require the removal of all the on-street parking, all but four of the properties which front Beckford Road have rear access or some off-street parking. They all entitled to Zone 10 parking permits.
- 3.77 To help mitigate for some of the time limited parking bays which would need to be removed the proposals included the provision of three new time limited parking bays in North Road. King Edward's School have advised that vehicles parked here are likely to cause problems for coaches going to and from the school and therefore these bays will need to be removed from the proposals.
- 3.78 If the North Road and/or The Avenue parts of the scheme do not go ahead the cycle lane in Beckford Road would still be an important, strategic scheme on its own. It provides a link from the city centre to the canal towpath, which is part of the National Cycle Network route 4. It would also link to a new toucan signalised crossing being planned separately on Beckford Road which will provide a crossing to Sydney Gardens. Officers are confident that the cycle lane in Beckford Road as a separate scheme still meets the objectives of the Active Travel Fund.
- 3.79 A cycle lane on the other side of Beckford Road did not form part of the proposals because this would have required the removal of one of the two city-bound lanes. This in turn would have led to modifications to the layout of the

signalised junction with Sydney Place/Bathwick Street. The level of design work, traffic modelling and works required would not have been within the timescales or funding of the Active Travel Fund. An uphill cycle lane as proposed provides the greater benefit for cyclists because some cyclists can wobble when pedalling up hills, which puts them at greater risk of collision with motor traffic.

The Avenue

- 3.80 No changes to this proposal are being made other than the addition of 'give way' markings at the north end of Beech Avenue so that vehicles turning left into The Avenue have to give way to cyclists from the right, which drivers may not currently be expecting.
- 3.81 If the North Road bus gate does not go ahead this part of the scheme could not be introduced under the Active Travel Fund on its own because it does not form enough of a route to meet the fund objectives. It does, however, remain a sensible addition to the cycle network and the existing footpath is already used by cyclists. This could be taken forward as a separate scheme in future if alternative funding is identified

(iii) Combe Down to University of Bath – potential amendments

Bathwick Hill/Copseland junction

- 3.82 A number of consultation responses raised concerns that the design for this crossing, which requires the right turn lane into North Road to be removed, would cause congestion. Although it would mean that a right turning vehicle would block vehicles from behind from going straight ahead, the current right turn lane is only long enough for two vehicles to wait. In addition to this, the current bus stop arrangement itself means that when an eastbound bus is at the stop it causes vehicles behind to queue, sometimes blocking North Road. The proposed bus stop layout with the crossing would allow cars to pass a bus.
- 3.83 Vehicles do attempt to pass a bus at the stop in the current arrangement but have to drive over the hatching for the right turn lane and can come into conflict with a vehicle heading in the opposite direction intending to make a right turn.
- 3.84 No amendments to the proposed design for this location are being put forward.

Widcombe Hill/Copseland junction

- 3.85 Some of the main objections to this part of the proposals were related to people questioning a need for a formal crossing given the relatively low traffic flows and the problems that restricting turning movements at the junction would have (it would not be possible to provide a crossing here without banning left turns out and right turns into Copseland). This would be a particular issue for refuse vehicles. There were also some concerns about the speed of traffic approaching this crossroads, although officers' view from observations at this specific location is that most vehicles are travelling at a safe speed. The parked vehicles outside of Clarence Terrace act as a form of traffic calming for downhill traffic.

- 3.86 It is not difficult to find gaps in traffic on Widcombe Hill/Claverton Down Road in order to cross between Copseland and Quarry Farm, even at peak hours. For cyclists positioned at the centre of Quarry Farm and Copseland to cross over, visibility is relatively good. It is therefore considered to be unlikely that most cyclists would use a parallel zebra crossing as proposed because it is not on their direct path across the junction. Whilst very young child cyclists would be more likely to benefit from a parallel crossing here, the youngest frequent users are likely to be secondary school age students who would be confident in crossing at the junction.
- 3.87 Given the ability of cyclists to cross the junction as it is and the likelihood that they would not use the proposed parallel crossing, the proposals can be amended to remove the crossing but with other changes instead that would still provide benefits to pedestrians. The radius of the east side of the Copseland junction is large in relation to the width of the road. This means that the single side footway in Copseland leads pedestrians away from the direction of Quarry Farm and it has been observed that as a result many pedestrians crossing from Copseland into Quarry Farm step into the mouth of the Copseland junction to wait and cross Claverton Down Road.
- 3.88 The revised proposals include tightening up the kerb line of the junction to provide a new informal crossing point for pedestrians. A raised section of carriageway could also be provided at the entry to Quarry Farm in order to emphasize the pedestrian and cycle priority here. The amended proposal is shown in Appendix 2.
- 3.89 Since funding is not available to implement the Copseland schemes in 2021/22, the second stage of consultation, which involves formally advertising the proposal for the new parallel zebra crossing on Bathwick Hill/Oakley, will not be undertaken until a later date (see 3.94 below).

Next steps

Schemes to take forward to next stage of consultation

- 3.90 Whilst the level of support for the proposals was lower from consultation respondents who were from the immediate vicinity, other than for the North Road bus gate, there was a significant majority in favour of the proposals. These roads and footways are used by people from all over the city and beyond. The main aim of the proposals is to enable more people to make journeys on foot and by bike, both locally and those from further afield.
- 3.91 It is therefore recommended that the amended design for Upper Bristol Road as described in this report and shown in Appendix 2 is taken forward to the Traffic Regulation Order (TRO) stage of consultation. As well as the benefits to cyclists, the scheme will introduce a 20mph speed limit, a safer environment and better facilities for people walking.
- 3.92 It is also recommended that the proposal for a bus gate in North Road is not progressed further at this stage since there was not a majority of people responding in favour and because of the difficulties a two way bus gate could cause. The council is, however, fully committed to providing a safe, strategic cycle route from the city centre to the university and the large educational and employment sites in the Claverton Down area. The council will be commissioning

a citizens' jury or other process of deep public engagement which will take place as early as possible and before the end of this financial year, to involve the wider community in route selection and design for such active travel schemes. Once a route has been agreed design work can then be undertaken on a scheme to provide measures for cyclists and pedestrians. There is the potential that this will still result in North Road being identified as the preferred route, but alternative measures to make the road safer for cyclists would be considered.

3.93 If the North Road bus gate is not progressed it will still be possible to continue with the Beckford Road cycle lane under the Active Travel Fund, and it is recommended that this continues to the TRO consultation stage.

3.94 The improvements to the walking and cycling route at both ends of Copseland should be progressed because of the benefits they bring in providing a better link between Combe Down and the university, subject to the amendments described above. This is not funded by the Active Travel Fund and instead would be funded through the WECA Investment Fund as part of a wider project to improve walking and cycling routes between Combe Down, the city centre and the university. Work will be undertaken in 2021/22 to produce an outline business case for that project and delivery of schemes is to be undertaken in 2022/23, which is when it is anticipated the Copseland schemes can be built, subject to the outcome of the second stage of consultation, which would be undertaken as part of the business case process. This means the next stage of consultation would take place after that for Upper Bristol Road and Beckford Road. This is not being delayed and is within the timescales that had been planned.

3.95 The cycle path on The Avenue could potentially be included with the Copseland scheme and this will be considered further as part of the outline business case work.

Next stage of consultation

3.96 For Upper Bristol Road and Beckford Road, if approved for progressing further, the next stage is to advertise the TROs. This is the opportunity for anyone to formally object to proposed changes to parking and loading restrictions and speed limit changes. Legally, the council is only required to invite objections to TROs but it will also invite those who support the proposals to respond too. There is a statutory 21 day period when objections and other comments would be invited. This would commence within a few weeks of a Cabinet decision to proceed to the TRO stage of consultation.

3.97 As with the first stage of consultation, letters would be sent to all properties fronting the sections of road affected by the proposals and emails sent to those in the relevant parking zones who have permits. Notices would be displayed on the affected roads and there will be publicity in addition to raise awareness. The consultation web page would be used to enable people to submit objections or support.

3.98 Feedback from the first stage of consultation identified that some people found the proposal drawings, similar to those in the appendices to this report, difficult to understand. Improved maps will be used if this progresses to the next stage.

3.99 The approval of Traffic Regulation Orders is an officer delegated decision made by the Director of Place Management. A report will be produced with a summary of the objections and other comments received, and the Director will make a decision on whether the proposed TROs should go ahead. This will be done in consultation with the ward members and the Cabinet Members for Transport and Climate & Sustainable Travel.

3.100 Given that the Upper Bristol Road and Beckford Road schemes would be the first in B&NES to use the new LTN 1/20 design standards, it is recommended that both schemes are reviewed after being in place for 12 months if they are implemented following the TRO stage. This will help ensure a continuous improvement of design as more walking and cycling infrastructure is planned across B&NES and identify any issues which have emerged that may need resolving.

4 STATUTORY CONSIDERATIONS

4.1 The council has a statutory Network Management Duty under the Traffic Management Act 2004. In May 2020 the Secretary of State issued additional statutory guidance which all traffic authorities must regard in delivering their network management duty under the act. The additional guidance stated that authorities with high levels of public transport use should take measures to reallocate more road space to walking and cycling.

4.2 The council has powers to construct traffic islands, provide and amend crossings and introduce traffic restrictions under the Highways Act 1980 and the Road Traffic Regulation Act 1984.

4.3 It is necessary to produce Traffic Orders to introduce or amend speed limits and parking and loading restrictions. The process for doing so is governed by The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.

5 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

5.1 The council has been allocated £561,652 for its Active Travel Fund schemes. This is the council's share of a funding award made to the West of England Combined Authority (WECA) from the Department for Transport (DfT). The DfT required bids to the fund to be submitted and managed by combined authorities. The funding awarded was split between the three unitary authorities based on populations.

5.2 So far approximately £55,000 has been spent progressing the schemes which includes design fees, surveys and consultation costs. This leaves £506,562 remaining.

5.3 The original bid to the Active Travel Fund included high level cost estimates because when those bids were submitted in July 2020 there had not been enough time to undertake detailed design. At that point the Upper Bristol Road scheme was estimated to cost £283,000 and the City Centre to University scheme was estimated at £317,000.

5.4 The amended Upper Bristol Road proposal will cost an estimated £506,000 to implement. The costs have increased since the original estimate due to various

changes in the proposals such as the provision of continuous footways and other junction improvements, changes to drainage needed for the scheme, and moving and upgrading a signalised crossing.

- 5.5 Implementing the Beckford Road scheme without the North Road bus gate or The Avenue cycle path will cost an estimated £141,000.
- 5.6 The combined cost of the Upper Bristol Road and Beckford Road schemes is £647,000. After taking account of the Active Travel Fund remaining funds of £506,562 This leaves a shortfall of £140,438 for the enhancements to the Upper Bristol Road scheme. Officers are currently exploring potential external sources to fund this. If such funding cannot be confirmed it is recommended that delegated approval be sought to use £150,000 that has already been allocated in the 2021/22 Transport Improvement Programme for the development of walking and cycling schemes (TCS0014).
- 5.7 The proposals at the Copseland junctions cost an estimated £176,000. This scheme was not part of the Active Travel Fund but was consulted on at the same time due to its close links to the City Centre to University proposal. WECA has allocated £10m from its Investment Fund for walking and cycling infrastructure and has approved £250,000 of this to each of the three unitary authorities for initial development work. It has been agreed that £80,000 of the B&NES allocation will be used to develop routes from Combe Down to the city centre and the university during 2021/22. It is expected that the authorities will implement some of the schemes in 2022/23, subject to approval of a business case. The Copseland schemes form part of that route and since they are already well developed it would be possible to construct them in 2022/23.
- 5.8 The Avenue cycle path, estimated to cost £116,000 could potentially be included, depending on the outcome of the business case. If that is not possible it will be considered for funding in a future year's Transport Improvement Programme, subject to its relative priority to other transportation schemes.

6 RISK MANAGEMENT

- 6.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision-making risk management guidance.
- 6.2 The recommended amendments to the Upper Bristol Road and City Centre to University of Bath (now Beckford Road only) schemes mean that these both differ from the scheme information that WECA submitted to the DfT in its bid to the Active Travel Fund. Whilst the DfT fund guidance acknowledges that changes to schemes can be made following consultation and can progress so long as the schemes continue to meet fund objectives, there remains a risk that future grant awards from DfT could be reduced if it later decides these schemes do not meet the criteria. However, the greater risk would be not progressing with the Active Travel Fund schemes because the DfT has stated it has already reduced funding to other authorities who have not participated or whose schemes have not met the new design standards.
- 6.3 WECA is required to submit an update to DfT in June on progress with the Active Travel Fund schemes and the decision from Cabinet will be included in the B&NES update, where any changes to the proposed schemes will be reported.

- 6.4 The DfT's deadline for the completion of the Active Travel schemes is the end of March 2022. A final decision on the schemes, which will be the TRO stage, needs to be taken by the early autumn to enable this deadline to be met.

7 EQUALITIES

- 7.1 An Equality Impact Assessment was undertaken prior to the start of the public consultation. It has subsequently been reviewed and updated as shown in Appendix 3.
- 7.2 Potential adverse impacts of the proposals include the design of bus stops. Issues raised during consultation have been taken into account and will be incorporated into the design and a review will take place shortly after they have been built to determine if any other changes should be made.
- 7.3 The other potential adverse impact of the schemes includes the loss of parking space outside of people's homes. The nature of on-street parking means that residents and visitors are never guaranteed to be able to park close to where they live or are visiting. No disabled bays are being removed as part of the scheme. Neither of the schemes will prevent vehicles from stopping to enable people to get out or be picked up. However, should any resident wish to be considered for a disabled parking bay the council will consider where one can be provided in the nearest suitable location, subject to meeting its standard criteria for such bays.

8 CLIMATE CHANGE

- 8.1 Enabling more journeys to be taken on foot and by bike, which these schemes aim to help achieve, will have a positive impact on the council's target of reaching carbon neutrality by 2030 by reducing transport emissions.

9 OTHER OPTIONS CONSIDERED

- 9.1 The council could decide to proceed with all the schemes to the TRO stage of consultation without making any amendments. However, the council is required to take into account the consultation responses received when reaching its decision; not making the amendments would be in conflict with those consultation responses.
- 9.2 Alternatively, the council could decide to go ahead with only some or none of the schemes put forward. Doing so could jeopardise the funding allocated to B&NES as well as future funding grants to the council. It would also mean these important improvements, which form part of the council's wider plans for walking and cycling routes, would need a different and as yet, unidentified, source of funding in the future.

10 CONSULTATION

- 10.1 This report has been agreed by the S151 Officer and Monitoring Officer.
- 10.2 The Consultation Outcome Summary Report in Appendix 1 provides details of who was consulted and how with respect to obtaining feedback on the proposals.

Contact person	Paul Garrod, 01225 394336
Background papers	None
Please contact the report author if you need to access this report in an alternative format	

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Active Travel Fund Tranche 2 Schemes

Consultation Outcome Summary

11 June 2021

Revision 03

Revision	Description	Issued by	Date
00	Draft	NJH	23/04/2021
02	Draft	PG	07/06/2021
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Date **11/06/2021**

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APPENDIX ATF1: Survey questionnaire

APPENDIX ATF2: Summary of responses received from organisations

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1 Introduction

1.1 Background

1.1.1 The Active Travel Fund was launched in May 2020 by the Department for Transport and supports proposals to enable more journeys to be made on foot and by bicycle. The fund initially supported temporary highway schemes to aid social distancing in response to the Covid-19 pandemic (known as tranche 1). The next phase of funding (tranche 2) is for permanent schemes, focused on reallocating road space in favour of active travel. The council is combining this programme with additional funding from our transport improvement programme.

1.2 Proposed active travel schemes

1.2.1 The proposed schemes are:

- **A4 Upper Bristol Road:**
 - new cycle lanes on both sides of Upper Bristol Road between the junctions with Charlotte Street and Midland Road;
 - new bollards and splitter islands to separate cyclists from motor traffic;
 - new bus stop islands, so that bus passengers can board and alight buses from new areas of footway and cyclists can remain within a cycle lane; and
 - removal of car parking bays on Upper Bristol Road (40 spaces) to be re-provided by:
 - creating 19 additional spaces within zone 6 by removal of single and double yellow lines;
 - converting 14 shared use bays in Marlborough Lane to residents' only;
 - converting 12 pay and display bays in Royal Avenue to residents' only;
 - proposals to change how hotel, guest house and holiday let permits operate which will remove competition for on street residents' permits spaces by moving these users into Charlotte Street car park. There are currently 41 such permits in Zone 6.

- improvements to all the side road junctions within this section of Upper Bristol Road, to make it easier and safer for pedestrians to cross; and
- extension of 20mph speed limit on A4 Upper Bristol Road between Charlotte Street and A3604 Windsor Bridge Road.

A scheme to provide a new signalised junction at Midland Road/A4 Upper Bristol Road, including pedestrian and cycle crossings, is currently being developed.

- ***Bath city centre to Bath University via A36 Beckford Road & North Road:***

- An uphill (eastbound) cycle lane on Beckford Road, using bollards and splitter islands to separate cyclists from motor vehicles;
- removal of 28 car parking spaces on Beckford Road;
- removal of 4 car-lengths of double yellow lines in Forester Road;
- 4 new time limited parking bays in Warminster Road and 2 new time limited bays in North Road;
- an experimental closure of North Road to through traffic (except buses and emergency vehicles) to provide a route for cycles and electric scooters which is largely free of motor traffic;
- an off-road link for cyclists between North Road and The Avenue; and
- a new cycle path on the existing closed section of The Avenue, adjacent to the footway between Beech Avenue and Norwood Avenue. The cycle path will be separate from the pedestrian path.

- ***Bath University to Combe Down via Copseland, Quarry Farm and existing off-road path:***

- new zebra crossings for pedestrians and cycles (known as parallel crossings) on both Oakley and Widcombe Hill at their junctions with Copseland, to provide safe and convenient crossing facilities;
- a new pedestrian refuge island in North Road at its junction with Bathwick Hill to make it easier and safer to cross; and
- a scheme to upgrade the surface of the off-road path to Combe Down and improved links to Ralph Allen school are currently being investigated.

1.2.2 These schemes will contribute to reducing traffic congestion, enhance road safety, improve air quality, promote healthy lifestyles and assist in meeting our climate emergency targets.

1.3 Structure of the report

1.3.1 The following sections of this report are set out as follows:

- section 2 summarises the public consultation activities;
- section 3 provides a summary of the responses;
- section 4 sets out the respondents' characteristics;
- section 5 provides a summary of the quantitative results from the on-line survey;
- section 6 provides a summary of the free text comments made by individuals via the online survey;
- section 7 provides a summary of comments received by email and letter, plus free text comments from the on-line survey made by organisations; and
- section 8 provides a general summary.

2 Public consultation

- 2.1.1 The consultation opportunity was held between 26 February and 21 March 2021 and publicised digitally via the council's website, twitter account, press release, street posters and via a link on the West of England Employers Travel Survey. Given the proposed changes to on street parking in Upper Bristol Road and Beckford Road, resident parking permit account holders in zone 6 and 10 were alerted to the consultation. In addition, approx.1,400 letters were sent to residents and businesses adjacent to the proposed schemes.
- 2.1.2 Details, including maps and drawings of the proposals, were made available at:
<http://www.bathnes.gov.uk/activetravelschemes>
- 2.1.3 A web-based questionnaire was developed to seek views on the proposed schemes. A copy of the survey questionnaire is provided as Appendix ATF1.
- 2.1.4 Due to Covid-19 restrictions no public-facing drop-in events were held. Any queries were directed to the active travel fund email address: ActiveTravel_FundConsultation@bathnes.gov.uk, through Council Connect or through elected Members of the council. On 4th March 2021 a webinar was conducted via Zoom where officers and Members discussed the proposals and responded to questions from the public. The recording can be found online:
<https://www.youtube.com/watch?v=hvwq3UdQdxY>

3 Consultation Response

3.1 Feedback generated

- 3.1.1** The online survey generated 2,375 individual responses with 5 additional questionnaire responses sent by post, together with further comments sent by email and letter.
- 3.1.2** The consultation analysis has involved both quantitative and qualitative data. Quantitative data was gathered through multiple choice or single answer questions producing numerical results. Qualitative data was gathered through a single open-ended question for additional comments and suggestions.

3.2 Quantitative analysis

- 3.2.1** Section 4 provides a profile of respondents, whilst section 5 provide a summary of the results relating to opinion questions on the proposed schemes.

3.3 Qualitative data analysis

- 3.3.1** The more detailed, qualitative feedback generated from questions plus letters and emails is summarised in sections 6 and 7.

4 Respondents' Characteristics

4.1 General Characteristics

4.1.1 The on-line survey asked respondents to provide general information relating to their individual characteristics. The results are provided in Figures 4.1 to 4.6.

4.1.2 Respondent type

98% of respondents were replying on behalf of themselves, with 2% responding on behalf of organisations.

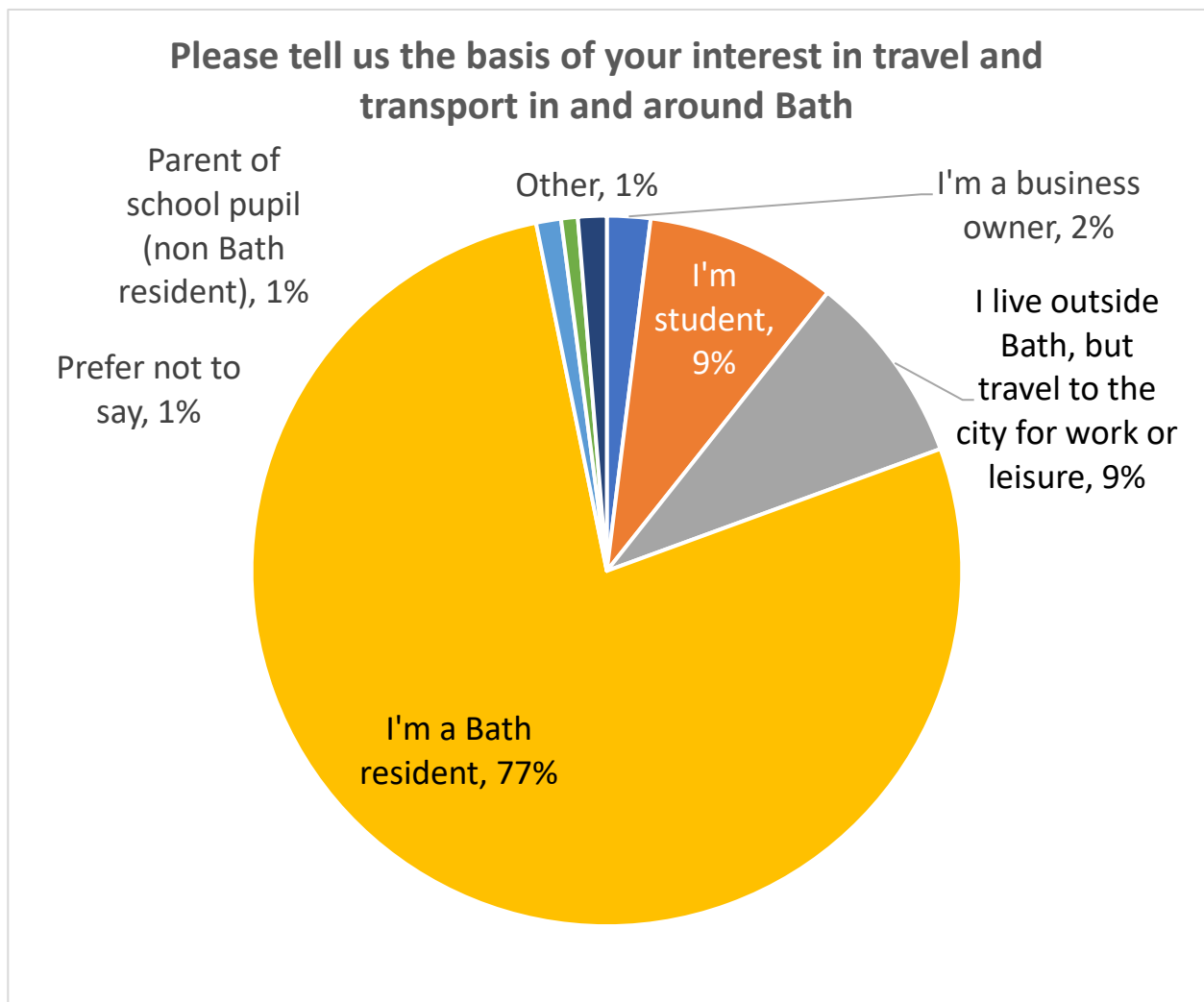


Figure 4-1: Basis of interest

What is your professional or working status?

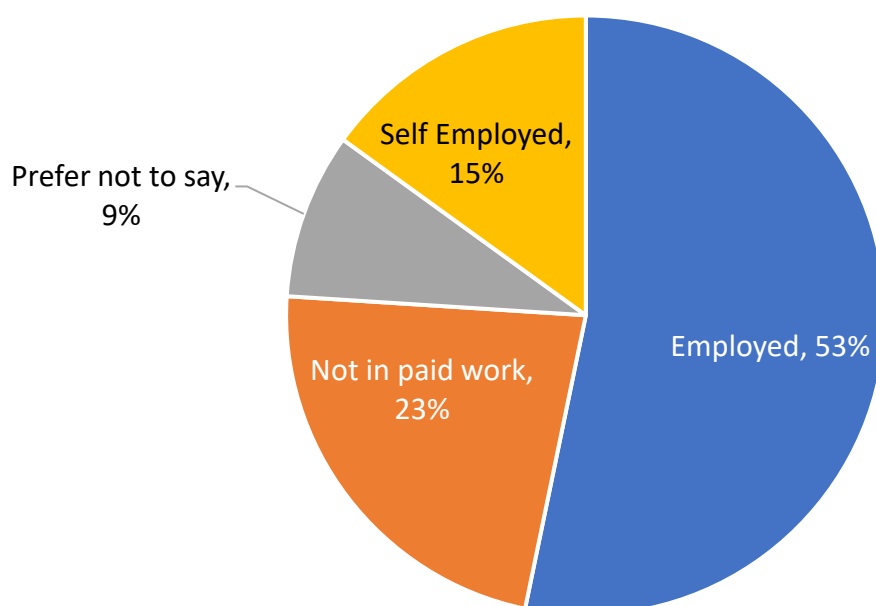


Figure 4-2: Working Status

Note: Retired people are included under 'not in paid work'. It would have been beneficial to include this classification as a separate category.

How would you describe your gender?

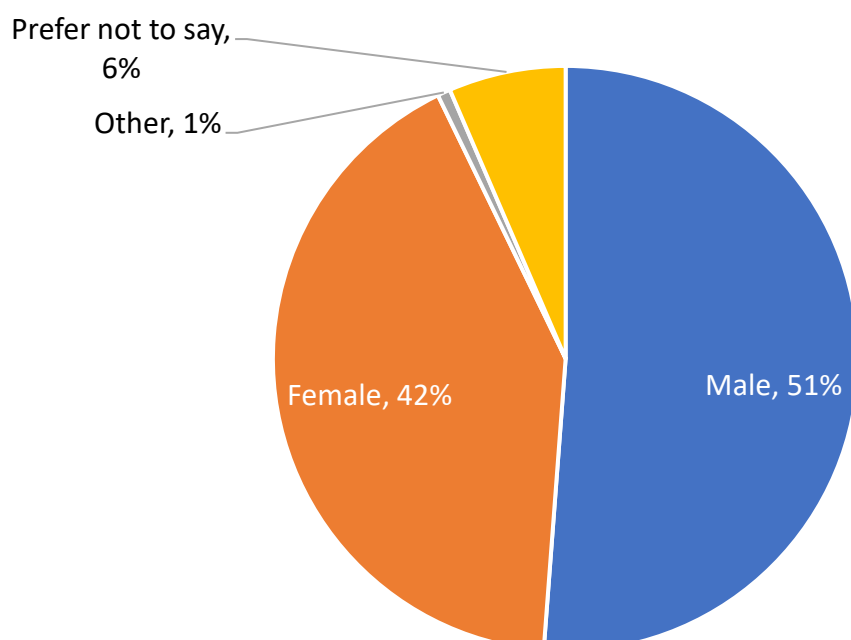


Figure 4-3 How do you describe your gender?

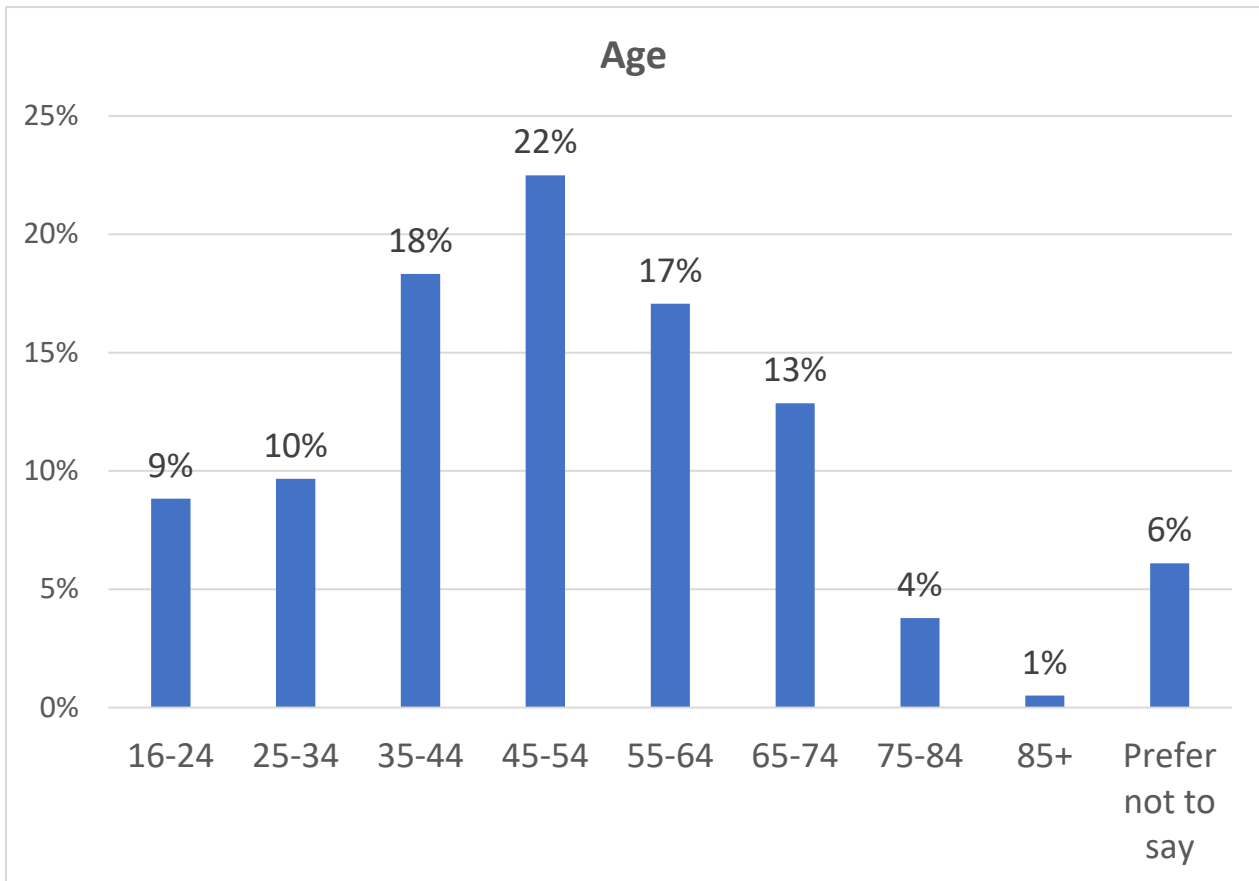


Figure 4-4: Age

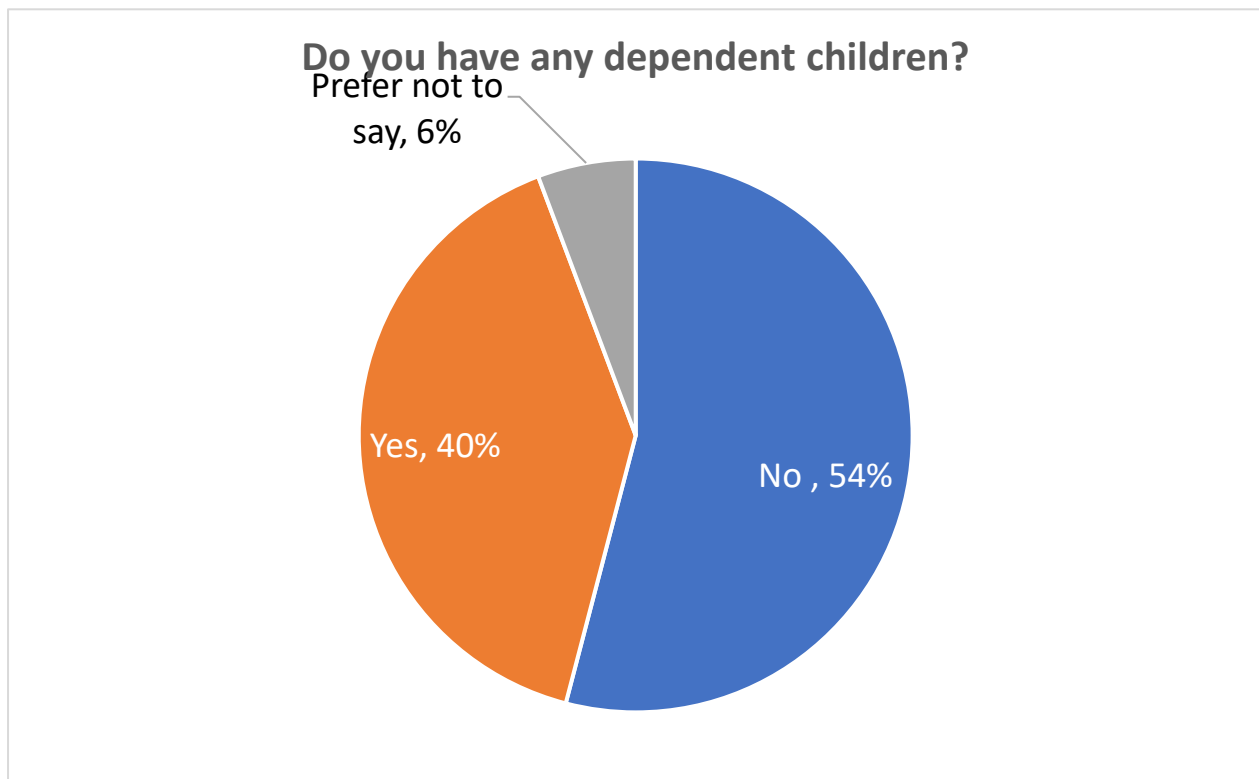


Figure 4-5: Dependent children

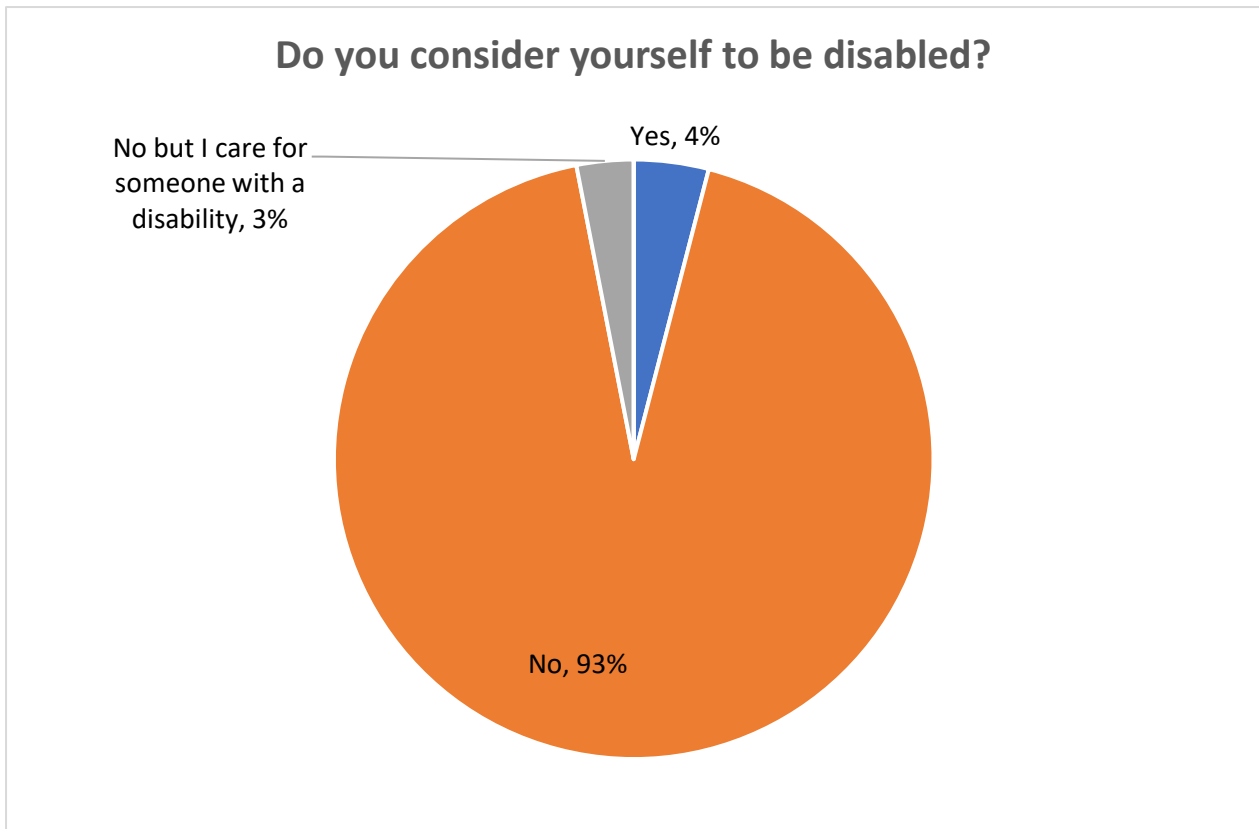


Figure 4-6: Do you consider yourself to be disabled?

4.2 Response distribution

- 4.2.1 Figure 4.1 indicates that the overwhelming number of responses were from residents, students or business owners from within Bath (91%), with only 9% living outside the city.
- 4.2.2 Figure 4.4 indicates that 57% of respondents are over the age of 45 with 35% over the age of 55. The 2011 census indicates that 54% of the B&NES adult population are over the age of 45 and 38% are over 55.
- 4.2.3 Figure 4.4 also indicates that 9% of respondents are under the age of 25. This compares with 16% of the B&NES adult population, who also have the lowest level of car availability (26% of 18-25 year olds in B&NES have no access to a car or van). The survey results should therefore be viewed in the context of some over-representation of older adults and corresponding under representation of younger adults. School and pre-school aged children were not expected to respond to the consultation, so their potential needs should also be taken into account. Previous studies of primary school children have indicated that a significant proportion would prefer to walk, scoot or cycle to/from school, if they were given the choice.

- 4.2.4 Figure 4.5 indicates that 40% of respondents have dependent children. This exactly matches the proportion of B&NES households who have dependent children (source: ONS).
- 4.2.5 Figure 4.6 indicates that 4% of responses considered themselves to be a disabled person. This is an under-representation of the population, with 16% of the B&NES population having a long-term health problem or disability (source: ONS)

4.3 Participation in future travel studies

- 4.3.1 63% of respondents stated that they would be prepared to take part in future studies of travel habits and provided email and telephone contact details.

5 Quantitative Results

5.1 Background

5.1.1 The questionnaire included a series of specific questions in a Likert format for each of the three scheme areas:

- A4 Upper Bristol Road;
- City Centre to University of Bath: A36 Beckford Rd and North Road; and
- Combe Down to University of Bath: Copseland.

5.1.2 Respondents were able to respond to questions relating to just one, two or all three areas.

5.2 Presentation of results

5.2.1 Figures 5.1 to 5.5 present the result as stacked bars with 'agree' and 'strongly agree' shown as positive percentages (in light green and dark green respectively) and 'disagree' and 'strongly disagree' shown as negative percentages (in pink and red respectively). Respondents who replied 'No opinion' are not shown in the charts, but included within the data table, provided as Table 5.1.

5.2.2 The results indicate that the overwhelming majority of respondents support the proposed schemes, except the North Road bus gate, where the responses are more evenly split. The margin of support versus against for a two-way bus gate was 1 percentage point in favour, and 4 percentage points against a one-way bus gate.

5.2.3 A separate analysis was undertaken only using responses from residents, students, businesses and organisation from within the Bath city boundary and adjacent rural areas including:

- BA1 1** to BA1 9**; and
- BA2 1** to BA2 7**.

The Bath urban area postcodes are shown in Figure 5.6.

5.2.4 The results of this analysis indicated marginal differences with the results from the 'all respondent' analysis. A data table for the Bath-only responses is provided as Table 5.2.

5.3 Postcode plots

- 5.3.1 Postcode plots of the results for 6 selected questions have been prepared for Bath residents, students, businesses and organisations where postcodes were provided. 96% of the 2,380 respondents provided a full postcode and 80% of these (1,828) were within the Bath area. These plots are provided as Figures 5.7 to 5.12 and include some with a zoomed in view of the proposed schemes. Non-Bath residents who work, visit or send children to school in Bath are therefore excluded from these plots. The postcode plots indicate the number of responses in each full postcode area. Respondents who agreed or strongly agreed with the scheme are combined and shown as green semi-circles. Respondents who disagreed or strongly disagreed are also combined and shown as red semi-circles.

A4 Upper Bristol Rd

I support raising the level of the road where side streets meet Upper Bristol Road, to create 'continuous footways' for pedestrians



I support narrowing Marlborough Lane at its junction with Upper Bristol Road to make it easier for pedestrians to cross



I support separating the cycle lanes from motor traffic by using bollards, islands and cycle bypasses at bus stops



I support reducing space for motor vehicles and parking to create cycle lanes on the A4 Upper Bristol Road

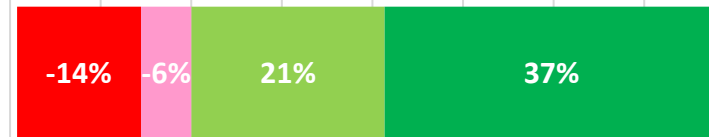


-40% -20% 0% 20% 40% 60% 80% 100%

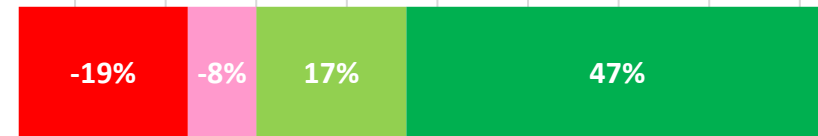
Figure 5-1: A4 Upper Bristol Road

A36 Beckford Road

I support the proposed design of the bus stop on Beckford Road



I support the design of the proposed cycle lane on Beckford Road



I support reducing space for car parking to create a new eastbound (uphill) cycle lane on Beckford Road

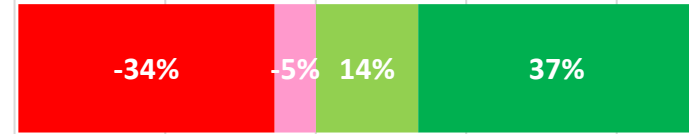


-40% -30% -20% -10% 0% 10% 20% 30% 40% 50% 60% 70%

Figure 5-2: A36 Beckford Road

North Road

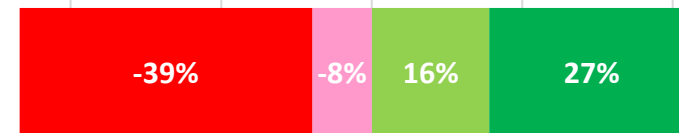
I support the proposal to restrict southbound traffic on Cleveland Walk (between junctions with Sham Castle Lane and North Road)



I support the use of a two-way 'bus gate' on North Road, to restrict traffic in BOTH directions



I support the use of a one-way 'bus gate' on North Road, to restrict southbound (uphill) traffic ONLY



-60% -40% -20% 0% 20% 40% 60%

Figure 5-3: North Road

The Avenue

I support the proposed design of the new cycle lane on The Avenue



I support the proposed creation of a separate cycle lane and pedestrian footpath on The Avenue



-30% -20% -10% 0% 10% 20% 30% 40% 50% 60% 70%

Figure 5-4: The Avenue

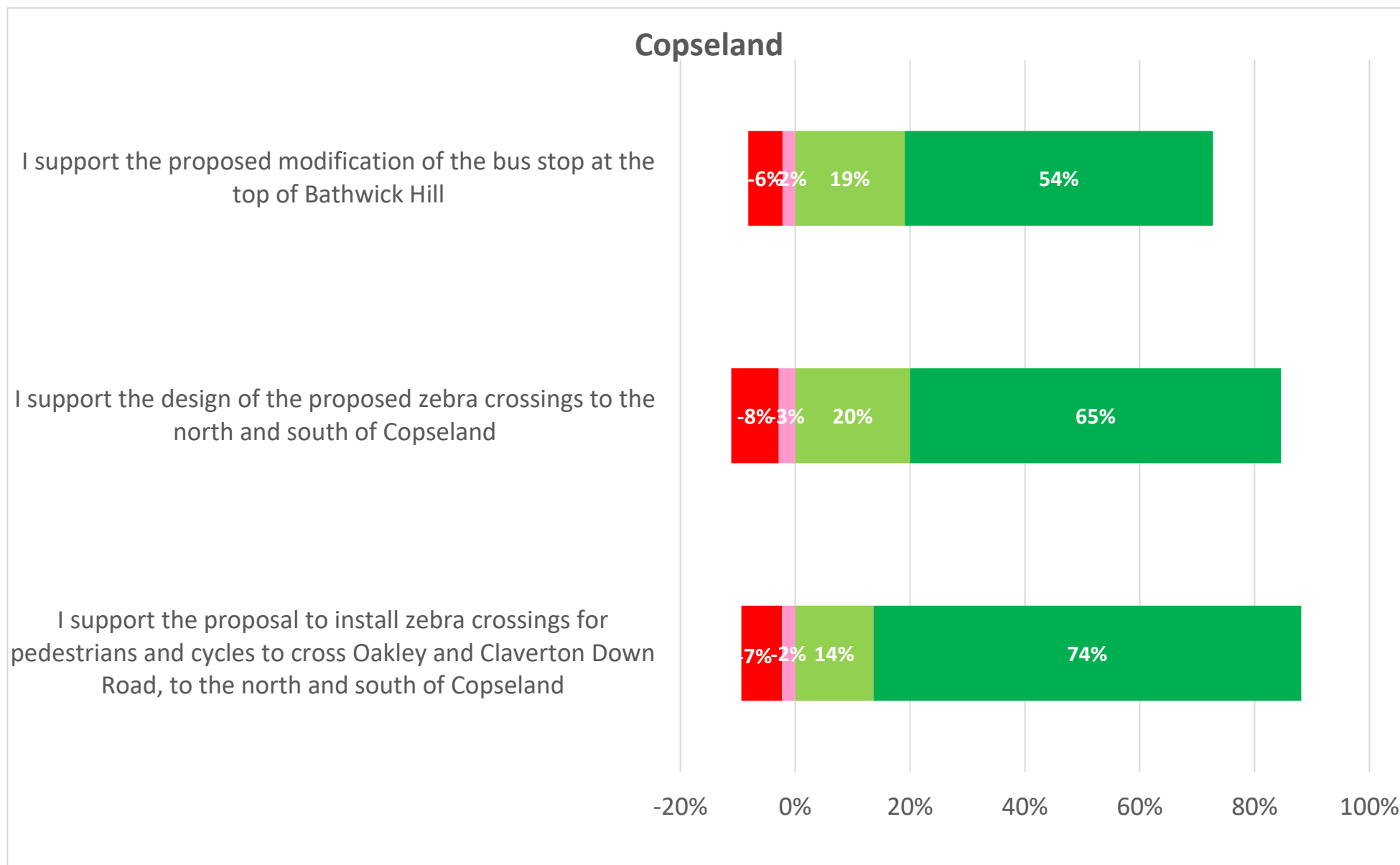


Figure 5-5: Copseland

Data table key

- a) I support reducing space for motor vehicles and parking to create cycle lanes on the A4 Upper Bristol Road
- b) I support separating the cycle lanes from motor traffic by using bollards, islands and cycle bypasses at bus stops
- c) I support narrowing Marlborough Lane at its junction with Upper Bristol Road to make it easier for pedestrians to cross
- d) I support raising the level of the road where side streets meet Upper Bristol Road, to create 'continuous footways' for pedestrians
- e) I support reducing space for car parking to create a new eastbound (uphill) cycle lane on Beckford Road
- f) I support the design of the proposed cycle lane on Beckford Road
- g) I support the proposed design of the bus stop on Beckford Road
- h) I support the use of a one-way 'bus gate' on North Road, to restrict southbound (uphill) traffic ONLY
- i) I support the use of a two-way 'bus gate' on North Road, to restrict traffic in BOTH directions
- j) I support the proposal to restrict southbound traffic on Cleveland Walk (between junctions with Sham Castle Lane and North Road)
- k) I support the proposed creation of a separate cycle lane and pedestrian footpath on The Avenue
- l) I support the proposed design of the new cycle lane on The Avenue
- m) I support the proposal to install zebra crossings for pedestrians and cycles to cross Oakley and Claverton Down Road, to the north and south of Copseland
- n) I support the design of the proposed zebra crossings to the north and south of Copseland
- o) I support the proposed modification of the bus stop at the top of Bathwick Hill

Number of responses	a)	b)	c)	d)	e)	f)	g)	h)	i)	j)	k)	l)	m)	n)	o)
Strongly agree	779	760	692	703	824	781	617	457	622	620	823	765	771	668	611
Agree	79	111	153	154	250	278	357	263	161	229	270	304	141	207	217
Neither agree or disagree	23	30	79	102	161	179	378	176	146	169	278	303	26	44	217
Disagree	40	42	47	43	120	127	93	133	91	92	57	59	24	30	25
Strongly disagree	216	192	162	131	331	313	229	654	670	573	243	244	73	85	68
Total	1137	1135	1133	1133	1686	1678	1674	1683	1690	1683	1671	1675	1035	1034	1138
Percentage of responses															
Strongly agree	69%	67%	61%	62%	49%	47%	37%	27%	37%	37%	49%	46%	74%	65%	54%
Agree	7%	10%	14%	14%	15%	17%	21%	16%	10%	14%	16%	18%	14%	20%	19%
Neither agree or disagree	2%	3%	7%	9%	10%	11%	23%	10%	9%	10%	17%	18%	3%	4%	19%
Disagree	-4%	-4%	-4%	-4%	-7%	-8%	-6%	-8%	-5%	-5%	-3%	-4%	-2%	-3%	-2%
Strongly disagree	-19%	-17%	-14%	-12%	-20%	-19%	-14%	-39%	-40%	-34%	-15%	-15%	-7%	-8%	-6%
Agree + Strongly Agree	75%	77%	75%	76%	64%	63%	58%	43%	46%	50%	65%	64%	88%	85%	73%
Disagree + Strongly Disagree	-23%	-21%	-18%	-15%	-27%	-26%	-19%	-47%	-45%	-40%	-18%	-18%	-9%	-11%	-8%
Difference	53%	56%	56%	60%	37%	37%	39%	-4%	1%	11%	47%	46%	79%	74%	65%

Table 5-1: Data Table; all respondents

Active Travel Fund: Tranche 2 Schemes Consultation Outcome Summary

Number of responses	a)	b)	c)	d)	e)	f)	g)	h)	i)	j)	k)	l)	m)	n)	o)
Strongly agree	658	641	590	598	685	652	516	375	511	519	682	637	640	562	509
Agree	70	95	120	125	201	226	293	219	135	188	231	259	119	168	181
Neither agree or disagree	17	28	66	89	129	145	311	159	126	142	227	241	24	37	181
Disagree	35	37	45	37	107	107	75	117	78	79	48	50	22	28	24
Strongly disagree	181	158	137	109	270	256	188	517	542	460	193	196	66	76	59
Total	961	959	958	958	1392	1386	1383	1387	1392	1388	1381	1383	871	871	954
Percentage of responses															
Strongly agree	68%	67%	62%	62%	49%	47%	37%	27%	37%	37%	49%	46%	73%	65%	53%
Agree	7%	10%	13%	13%	14%	16%	21%	16%	10%	14%	17%	19%	14%	19%	19%
Neither agree or disagree	2%	3%	7%	9%	9%	10%	22%	11%	9%	10%	16%	17%	3%	4%	19%
Disagree	-4%	-4%	-5%	-4%	-8%	-8%	-5%	-8%	-6%	-6%	-3%	-4%	-3%	-3%	-3%
Strongly disagree	-19%	-16%	-14%	-11%	-19%	-18%	-14%	-37%	-39%	-33%	-14%	-14%	-8%	-9%	-6%
Agree + Strongly Agree	76%	77%	74%	75%	64%	63%	58%	43%	46%	51%	66%	65%	87%	84%	72%
Disagree + Strongly Disagree	-22%	-20%	-19%	-15%	-27%	-26%	-19%	-46%	-45%	-39%	-17%	-18%	-10%	-12%	-9%
Difference	53%	56%	55%	60%	37%	37%	39%	-3%	2%	12%	49%	47%	77%	72%	64%

Table 5-2: Data Table; respondents who provided a full postcode within Bath city boundary and adjacent rural area

Active Travel Schemes Consultation (February-March 2021):

Do you agree or disagree with the following statement?: 'I support reducing space for motor vehicles and parking to create cycle lanes on the A4 Upper Bristol Road'
Number of responses by postcode, where provided.

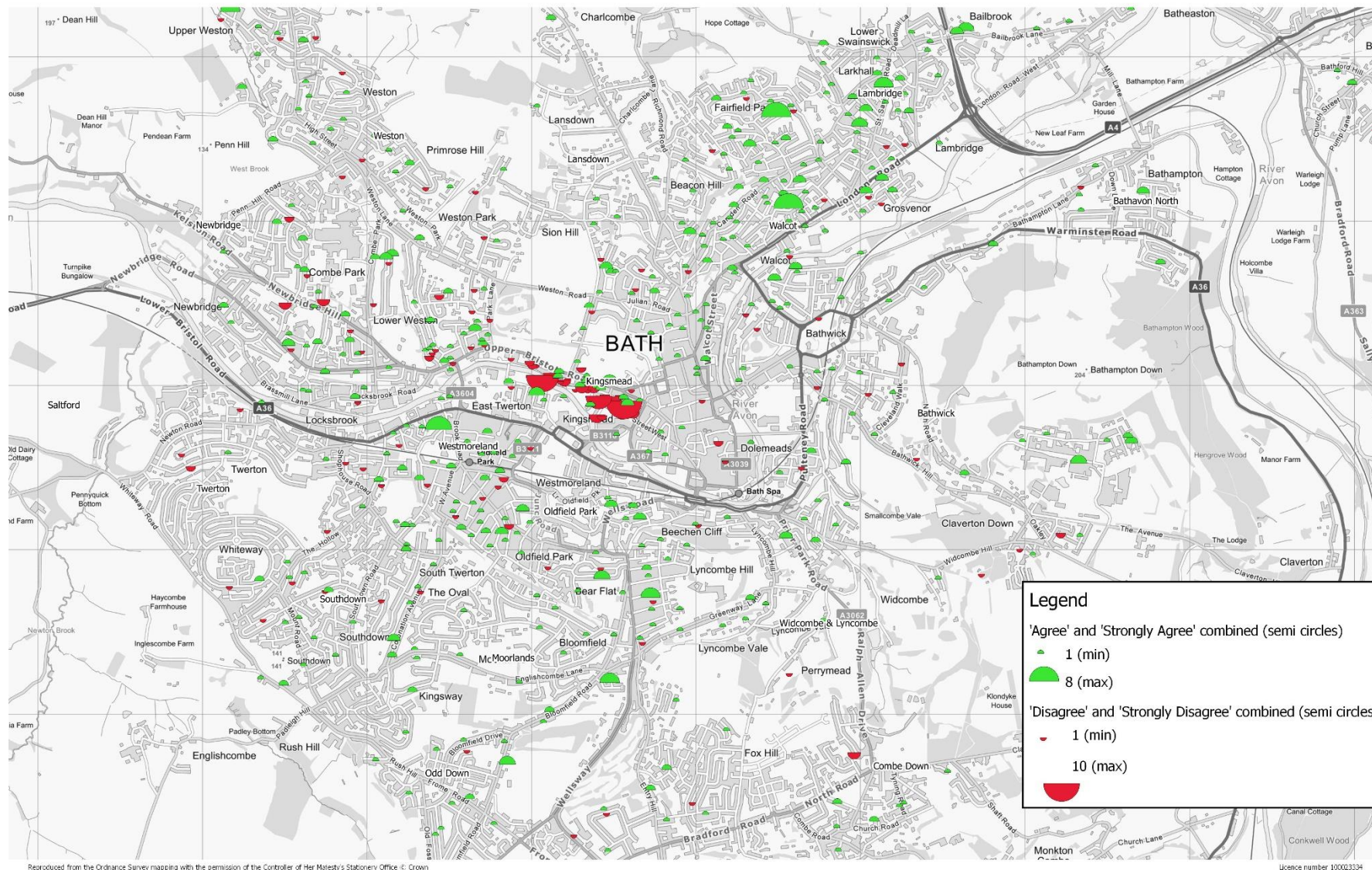


Figure 5-7: A4 Upper Bristol Rd postcode plot

Active Travel Schemes Consultation (February-March 2021):

Do you agree or disagree with the following statement?: 'I support reducing space for car parking to create a new eastbound (uphill) cycle lane on Beckford Road'
Number of responses by postcode, where provided.

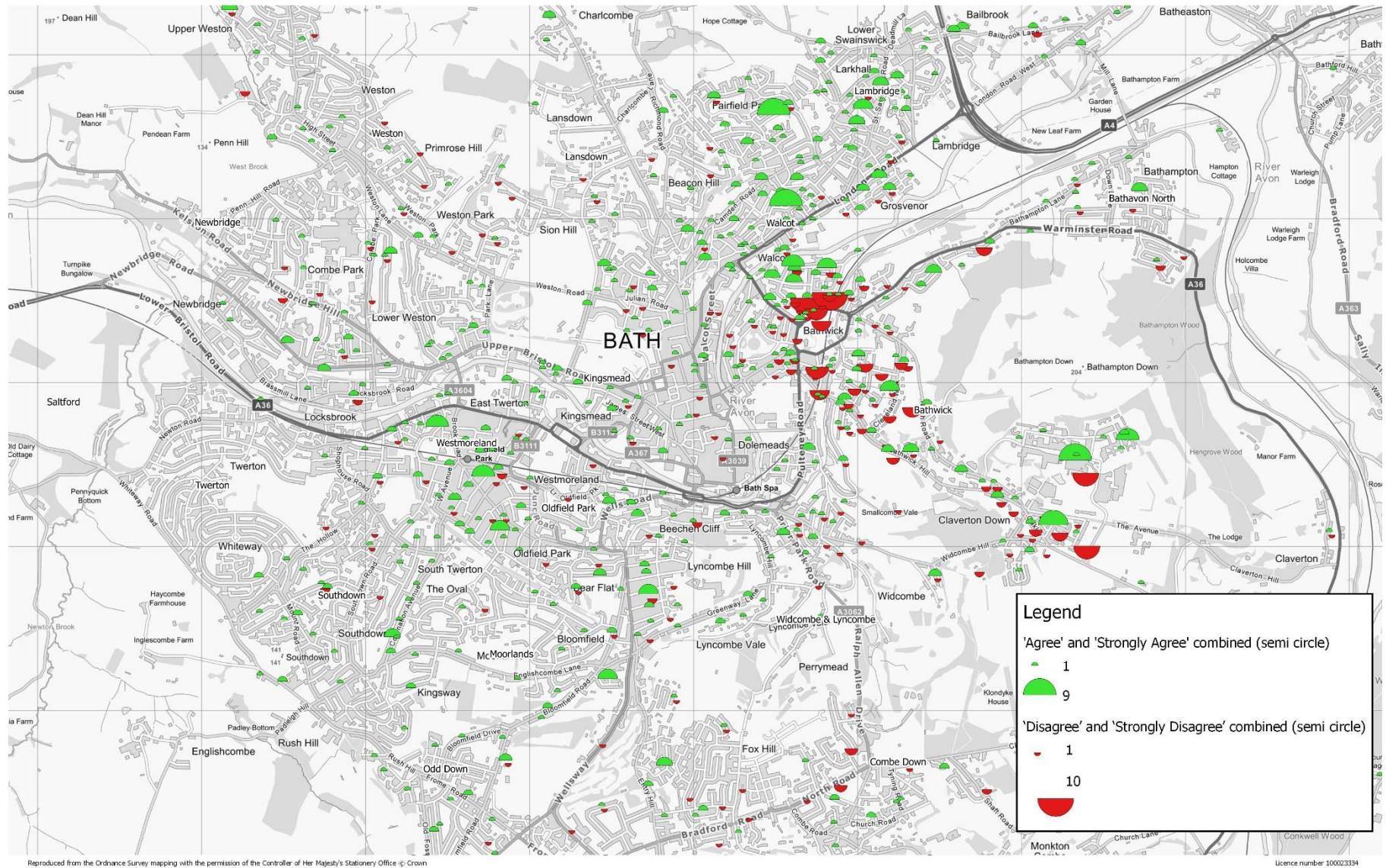


Figure 5-8: A36 Beckford Road postcode plot

Active Travel Schemes Consultation (February-March 2021):

Do you agree or disagree with the following statement?: 'I support the use of a one-way 'bus gate' on North Road, to restrict southbound (uphill) traffic ONLY'

Number of responses by postcode, where provided.

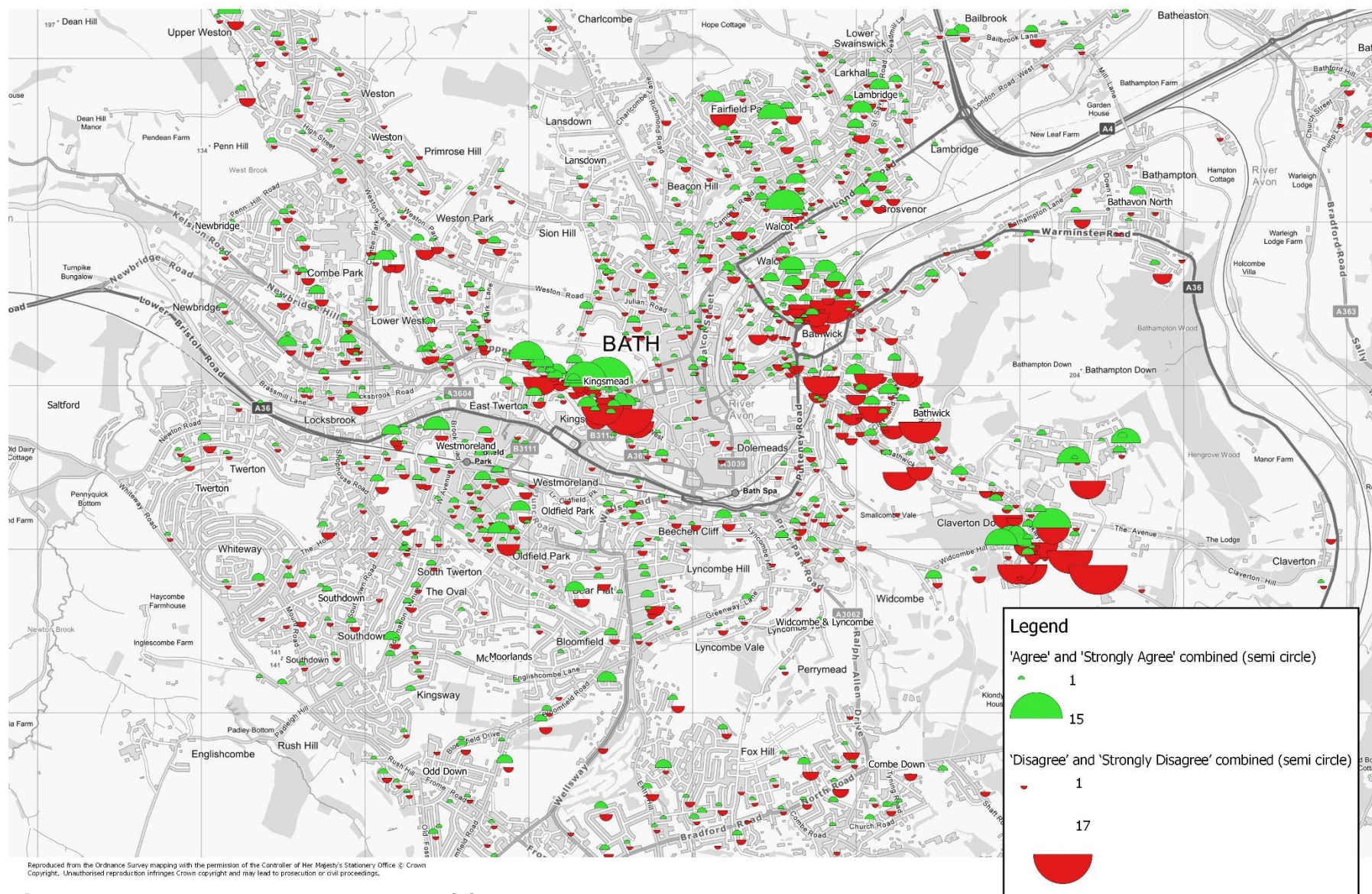


Figure 5-9: North Road postcode plot (1)

Active Travel Schemes Consultation (February-March 2021):

Do you agree or disagree with the following statement?: 'I support the use of a two-way 'bus gate' on North Road, to restrict traffic in BOTH directions'
Number of responses by postcode, where provided.

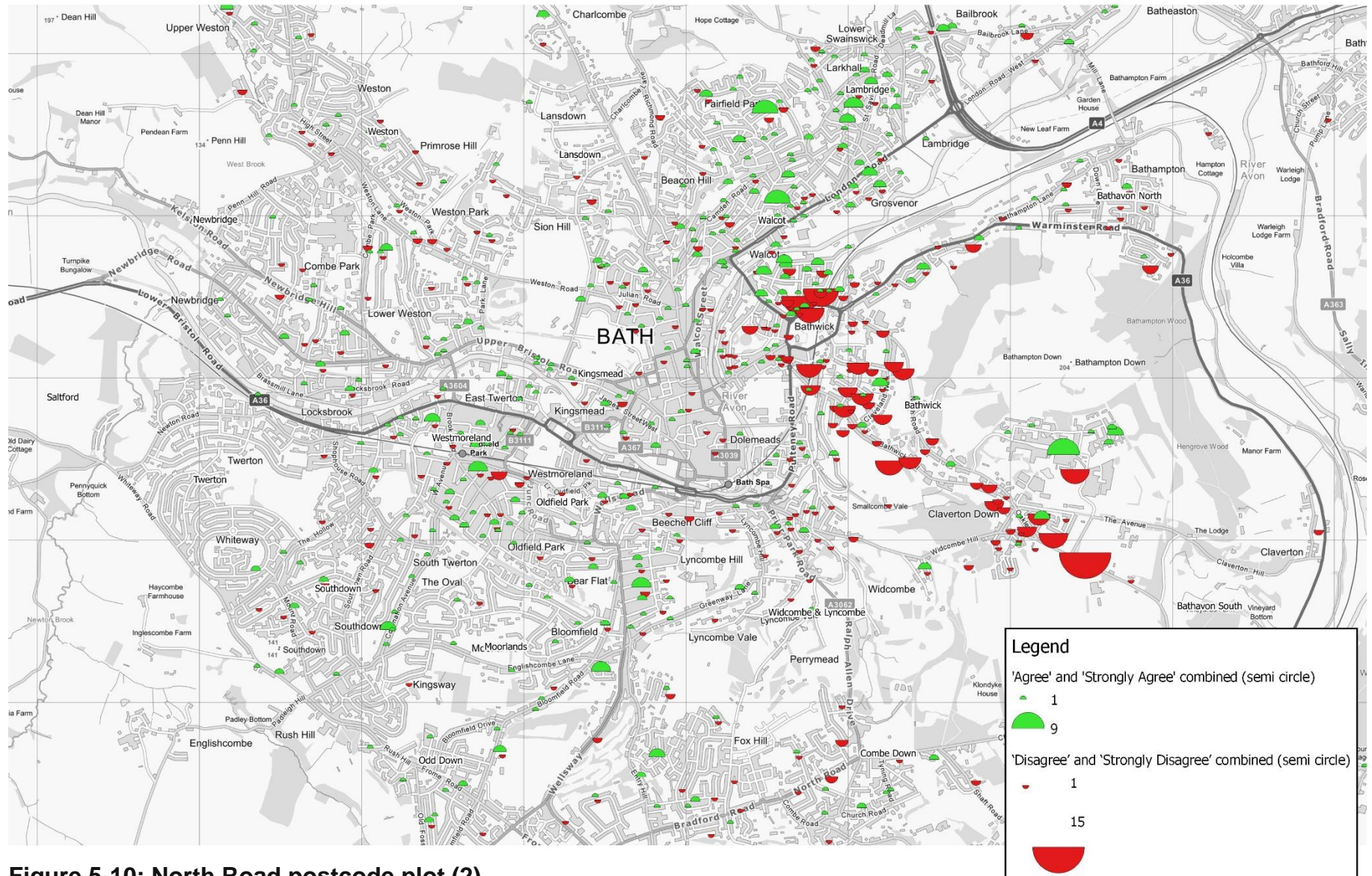


Figure 5-10: North Road postcode plot (2)

Active Travel Schemes Consultation (February-March 2021):

Do you agree or disagree with the following statement?: 'I support the proposed creation of a separate cycle lane and pedestrian footpath on The Avenue'
Number of responses by postcode, where provided.

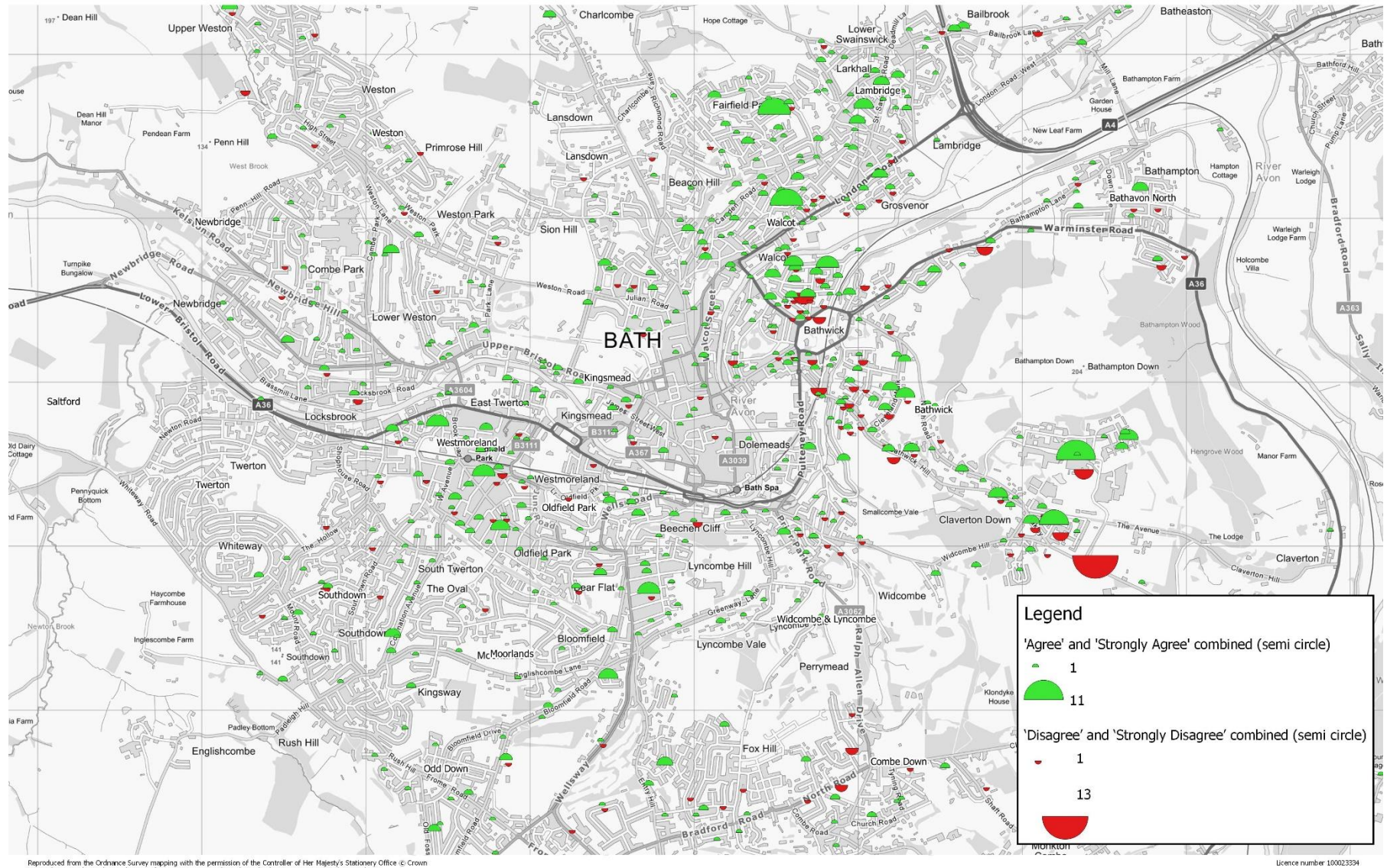


Figure 5-11: The Avenue postcode plot

Active Travel Schemes Consultation (February-March 2021):

Do you agree or disagree with the following statement?: 'I support the design of the proposed zebra crossings to the north and south of Copseland'
Number of responses by postcode, where provided.

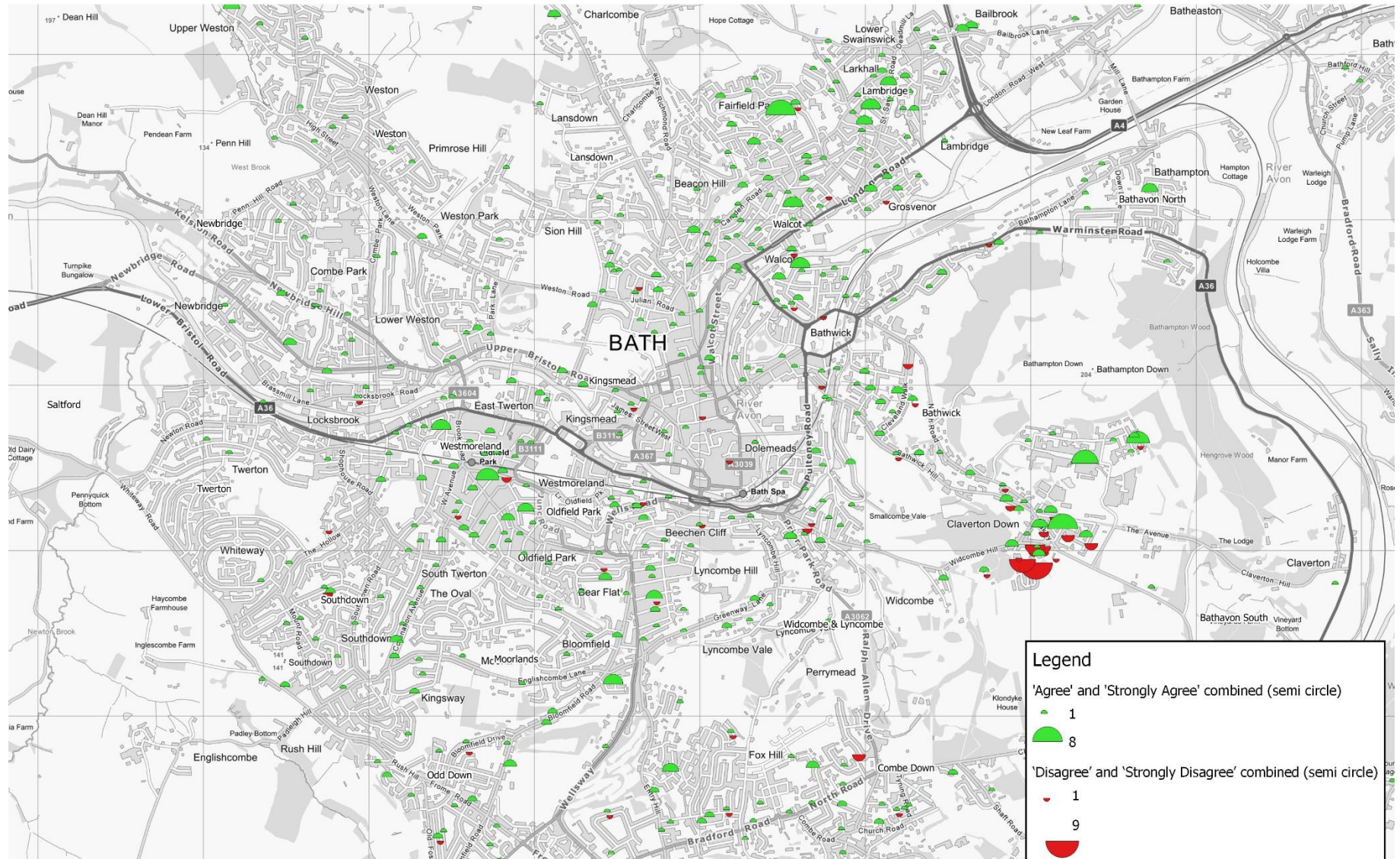


Figure 5-12: Copseland postcode plot

6 On-line survey text responses (individuals)

6.1.1 58% of respondents (1,391) included comments in the free-text box within the on line survey. No text limit was imposed and some of the responses were lengthy. The comments have been analysed and summarised for each proposed scheme and segregated into three categories:

- Supporting comments;
- Objection comments; and
- Other comments

6.1.2 Each set of comments is set out as a numbered list in order of the frequency that the issue was raised, including where only one respondent raised the issue. A selection of poignant comments are provided in italics, together with some B&NES officer comments in relation to statements of fact. Comments made by organisations are summarised separately in Section 6.

6.2 A4 Upper Bristol Road scheme

Supporting comments

- 1) General support to make cycling safer, reduce danger and intimidation from vehicles, improve air quality and support action on climate emergency; *‘Motorists need to adjust to their needs not being met first’*
- 2) Support removing guest house permits
- 3) Allow residents to use Charlotte St car park at all times
- 4) 20mph restriction supported but needs enforcement (*B&NES Note: there was no survey question about this*).
- 5) Continuous footways supported, esp. for children and disabled people; *‘Walking has not always felt safe due to fast driving and crossing roads is annoying and dangerous, having to always wait for the thousands of cars driving everywhere, the fumes are also bad’*
- 6) Extend scheme further west to Newbridge, RUH & Weston (scheme is too short) Windsor Bridge Rd and Park Lane junctions need to be addressed
- 7) Scheme will remove problem of car doors opening into cyclists and drivers crossing our path
- 8) Make cycle lanes continuous across junctions
- 9) Make wands easier to see and keep them clean
- 10) Pleased that children will be able to cycle to school on Upper Bristol Road
- 11) Support narrowing of Marlborough Lane
- 12) Scheme will reduce vehicles mounting the pavements/cutting corners *‘Vehicles regularly mount the pavements and cut corners when I am walking my children to*

school, brushing past us. Once a van mounted the pavement to beat the lights on Lower Bristol Road and actually hit my baby's pram'

- 13) Add double yellow lines to continuous footways
- 14) Widen pavements

Objection comments

- 15) General objection to removing parking; *'Unacceptable to park distant from home with bags and babies'*
- 16) Cycle lanes duplicate riverside path and Royal Victoria Park
- 17) Removal of car parking will affect my ability to load and unload; *'Tradesmen, builders, window cleaners, removal firms would all find it very difficult to service and access the properties along this section of the Upper Bristol Road.'*
- 18) Don't remove parking, I need on-street parking close to my home
- 19) I feel vulnerable walking to/from car at night (e.g. in Royal Avenue)
- 20) Cycle bollards are dangerous, especially in the dark
- 21) Cycle lanes are problematic when intermittent
- 22) Cycle lanes will cause accident with turning traffic
- 23) How will bins be collected?
- 24) Provide 2-way cycle lane on north side and retain parking on south side B&NES
note: there is insufficient width to accommodate this
- 25) How will people pick up from the Territorial Army and arts centre?
- 26) How will route be kept clear of debris?
- 27) Scheme will kill business
- 28) Removal of parking will increase pressure in remainder of zone 6
- 29) Restricts ability to operate Bath Half
- 30) Scheme will affect evening custom at Phase 1 Gym
- 31) Continuous pavements not required/dangerous for vehicles exiting accesses
- 32) Don't support 20mph/retain 30mph
- 33) Object to loss of holiday let parking
- 34) Insufficient cycle demand to justify scheme
- 35) Wands are a trip hazard and will prevent blue light vehicles from overtaking
- 36) Bus islands will block road delaying Newbridge P&R bus and cycles will endanger bus users
- 37) Waste of money
- 38) Existing cycle lanes are dangerous
- 39) Removal of eastbound right turn lane into Little Stanhope Street will delay traffic
- 40) Narrowing Marlborough Lane will make it difficult to exit and reduce capacity, increasing close passing of cyclists
- 41) Use white lines instead and allow loading/unloading
- 42) Where will allotment users park?
- 43) Bus stop islands difficult for visually impaired

Other comments

- 44) Pedestrian crossing on Upper Bristol Road required at Midland Rd junction
- 45) Drainage by Marlborough Lane is poor and ponding water freezes in Winter
- 46) Cycle lanes should be bounded by kerbs
- 47) Risk of conflict between cycles and bus passengers
- 48) Provide cycle link to RVP playground
- 49) Reduce car parking permits to one per property
- 50) Resurface section of Upper Bristol Rd near Stanhope Place
- 51) Make RPZ 6 seven days a week and extend into the evening
- 52) Enforce 7.5t HGV restriction
- 53) Remove single yellow line Norfolk place to provide more car parking
- 54) Drivers/riders at Mr D's currently park on double yellow lines and on the crossing
- 55) Stop ice cream van in RVP using diesel engine
- 56) Allow on street parking near waste site when it relocates
- 57) Use coloured asphalt on the bus islands
- 58) Make cycle lanes wide enough for cargo bikes and trikes
- 59) Segregate cycle lane with barriers
- 60) Pedestrian crossing or traffic signals required at Little Stanhope Street
- 61) Could reduce/restrict cycling on riverside path if scheme implemented
- 62) Provide car parking for disabled people at regular intervals
- 63) Cycles should be restricted to 20mph
- 64) Cycles should be banned from vehicle lane if segregated facilities provided
- 65) Fill in potholes
- 66) Buses and other vehicles can trap cyclists by pulling in after bollards
- 67) Cork St to Windsor Bridge Road footway is too narrow
- 68) Will cycles stop when bus passengers are alighting?

6.3 A36 Beckford Road scheme

Supporting comments

- 1) General support to make cycling safer (along a route with a high level of HGVs) improve air quality and support action on climate emergency; *'I have almost been squashed by HGVs when cycling on Bathwick St, Beckford Rd and North Rd'*
- 2) Beckford Road is part of National Cycle Network (NCN) Route 4 and good facility for accessing canal towpath (also NCN4)
- 3) Use Dutch kerbs at entrances to improve priority for pedestrians
- 4) Will improve cycle access to Bathwick St Mary Primary School
- 5) Would prefer a higher degree of segregation, considering number of HGVs
- 6) Will improve cycle access to Cleveland Pools

Objection comments

- 7) Cycle lane not required/insufficient demand

- 8) Sydney Road or through Sydney Gardens would be a better route
- 9) Agree with making cycling safer but not at the expense of parking
- 10) Will make it more difficult for Bathwick St Mary parents and canal visitor to park
- 11) Older people need on street parking
- 12) Won't be able to park outside our house/unload or have a removal van
- 13) Won't be able to bring disabled people to our house (*B&NES Note: vehicles will be able to drop off/pick up passengers from carriageway*).
- 14) Exiting Forester Road will be more difficult (poor existing sight lines and crossing cycle lane)
- 15) Additional parking in Forester Road will be a safety hazard as this area provides visibility
- 16) £100 residents' permits and currently difficult to find a space at times
- 17) Will restrict ability to operate the Bath Half
- 18) A36 is a trunk road (*B&NES Note: The A36 and A4 within the Bath city boundary is not a trunk road and is managed by B&NES Council*)

Other comments

- 19) Scheme should include bus stop island
- 20) Cycle lane should be separated by a kerb (wands are ugly)
- 21) Zebra crossing required to get to bus stop on other side of Beckford Rd
- 22) Extend scheme on Warminster Rd to Holburne Park and Bathampton Lane
- 23) Sydney Gardens traffic lights should be a roundabout
- 24) Extend continuous footway to Stanhope Place
- 25) Additional cycling on towpath will require capacity improvements
- 26) Move bus stop further east where footway is wider
- 27) Concerned about potential conflict between cycles and bus users at bus stop
- 28) Make Beckford Rd 20mph
- 29) Entrance to Seletar, Beckford Road makes it difficult to see pedestrians and cyclists

6.4 North Road scheme

Supporting comments

- 1) General support: will improve cycle access between the city centre and University of Bath and Ralph Allen school, improve air quality and assist in tackling the climate emergency; *'my child will be starting at Ralph Allen in September, so great for cycling to school'; 'Bathwick Hill isn't great for cycling due to buses. Widcombe Hill too steep and narrow in places'; 'Two main dangers for cycling are: schoolchild motorised delivery - which is uncontrolled and awful; and downhill traffic on the section between the Golf Club Road and the school'; 'I commute by bike to the University up North Road and the 50 metre sections where there is a series of cars parked on one side mean there isn't much space left for passing cars to pass with enough clearance. Many motorists ignore this problem and close pass me'*
- 2) Need to consider how King Edwards School (KES) drop off/pick up will work

- 3) Need a segregated cycle lane past KES *'KES parents ignore double yellow lines and put out unpredictably, blocking the road'; 'my son cycles to Ralph Allen past KES where there are too many cars in a hurry'*
- 4) Scheme should include cycle facility at A36 Warminster Rd/North Rd junction
- 5) Car parking near the Skyline crossing helps to slow down traffic but cars pass cyclists far too close
- 6) Cycling uphill needs more support than downhill
- 7) Bus gate needs to be designed so as not to cause accidents for downhill cycles
- 8) Bus gate required in both directions to provide safe cycling route

Objection comments

- 9) Traffic will divert to other routes causing congestion, pollution and safety problems
- 10) Topography in Bath discourages cycling
- 11) Route not direct for majority of students living in Oldfield Park area
- 12) KES traffic issues not considered, including U turns which will be a danger to cyclists; *'KES students living outside Bath can't walk or cycle'; 'not safe for pupils walking during the hours of darkness after attending school clubs';*
- 13) Reduces access to medical centre and golf club; *'Golfers can't cycle with their clubs'*
- 14) Local people won't benefit
- 15) No evidence that scheme will increase cycling
- 16) Extend Bathwick Hill cycle lane instead
- 17) Will cause long diversions for residents & reduces access to open space for visitors
- 18) Scheme only needed during term time; students only in Bath for 30 weeks a year
- 19) Provide cycle facilities by removing parking instead
- 20) Effects not modelled /insufficient analysis/not cost benefit analysis
- 21) Stating that money will be lost is not a justification
- 22) University open days are very congested, scheme will make it worse
- 23) One-way bus gate worse as KES parents will block the road at pick up time
- 24) Cycling is a minority interest
- 25) Traffic will increase in the CAZ; wait and see effects of CAZ
- 26) Access to university via North Road should be encouraged; scheme reduces access to Quarry Rd University entrance
- 27) If Cleveland Walk is one way, Sham Castle Lane will become a rat run
- 28) Cycling up North Road followed by a tour bus is intimidating and they can't overtake
- 29) Additional traffic on alternative routes will make cycling less safe on these routes
- 30) Should encourage EVs and hybrids instead
- 31) Cycles will travel too fast downhill/on bends with poor sight lines and speed through bus gate
- 32) Bathwick Hill/North Road junction is difficult to navigate
- 33) Promotes use by polluting tour buses
- 34) Students use buses not bikes
- 35) Improvements to technology will make Bathwick Hill an option for scooters

36) Numerous unintended consequences not considered

Other issues

- 37) Need to enforce double yellow lines outside KES and restrict school drop off/pick up
- 38) Road needs resurfacing and drainage issues resolved esp. near golf club access
'Spring water flows across the road and freezes making cycling unsafe'
- 39) Buses tend to break down on Bathwick Hill, North Rd required as an alternative route
- 40) Close Cleveland Walk at North Rd junction
- 41) Formalise existing informal one-way system for KES, via Cleveland Walk
- 42) Need pedestrian crossings on Skyline walk
- 43) Need 20mph limit on Bathwick Hill
- 44) Bus gate should be part time to reflect peak cycling times
- 45) Install a car club at University of Bath
- 46) Provide continuous footway at North Road/Woodland Place junction
- 47) Put bollards on Cleveland Walk and Sham Castle Lane to stop rat running
- 48) Any one-way restriction needs to allow for two-way cycling
- 49) B&NES should improve maintenance, gutter cleaning and pot hole treatment
- 50) Test proposal when University is open
- 51) KES should put on more school buses
- 52) Move Bathwick Hill pedestrian crossing outside The Bird
- 53) Need to reduce vehicular trips to the University
- 54) Need a direct bus from Lansdown P&R to the University
- 55) Promote Wellsway/Combe Down/Rainbow Wood for students to University
- 56) Soldier Down Lane is a better route for cycles
- 57) North Road/Bathwick bus stop should be a pull-in design or moved to a safer location
- 58) Enforce 20mph speed limits
- 59) Will residents and supermarket deliveries be able to use the bus gate? *B&NES*
Note: no plans to allow these exemptions
- 60) Students buy bus season ticket which then discourages cycling
- 61) Need new cycles lane on Bathwick Hill
- 62) Make North Road/Cleveland Walk a mini roundabout
- 63) Need to clear leaves more regularly
- 64) Consider installing 'Trondheim cycle lift' to make it attractive for cycling
- 65) Too many speeding vehicles on Widcombe Hill
- 66) The University must be mandated to resolve traffic problems it causes
- 67) Should improve pavements on Widcombe Hill & Bathwick Hill
- 68) Warminster Rd/North Road junction should be included
- 69) Put bike carriers on Uni buses and make them electric
- 70) North Road carriageway surface is in a poor state of repair

6.5 The Avenue scheme

Supporting comments

- 1) General support expressed

Objection comments

- 2) Not needed/waste of money
- 3) Poor visibility from private accesses

Other issues

- 4) Safety at junctions with Woodland Rd and Beech Rd should be addressed

6.6 Copseland scheme

Supporting comments

- 1) Crossings will improve safety
- 2) Less traffic on Copseland will better for cycling

Objection comments

- 3) No need for crossings
- 4) Need to retain left turn out, otherwise U turns generated
- 5) Cycles may speed across roads without looking
- 6) Design is dangerous/doesn't allow 2 buses to stop
- 7) Cycles will take the shortest route, not divert to a crossing
- 8) Crossings will cause congestion/delay buses
- 9) Don't move boundary stones
- 10) Scheme generates pedestrian/cycle conflict at North Rd/Soldier Down Lane

Other issues

- 11) Speed limits need to be enforced; *'cars go 50mph at night'*
- 12) Cycles have to dismount on zebra crossings (*B&NES Note: parallel crossings don't require cycles to dismount*)
- 13) Need cycle link to Ralph Allen
- 14) Cycles travel too fast on existing path to Combe Down
- 15) If left turn is prohibited, Oakley /Claverton Down Road junction needs to be improved
- 16) Improved street lighting will be required
- 17) Install speed bumps
- 18) Southern crossing needs to be more direct on a raised table
- 19) Existing footway is narrow
- 20) Copseland has a high stone wall on one side restricting visibility

7 Letters & emails plus on-line survey text response (organisations)

7.1 Background

7.1.1 The consultation generated a large number of letters and emails. These comments have been reviewed and reported in two categories:

- Residents associations, businesses and other organisations; and
- Individual respondents

7.1.2 Comments in the first category (organisations) have been summarised by scheme type with the name of the organisation retained. Comments made by organisation in the on-line survey have been added to this group. Comments in the second category (individuals) have been summarised by scheme type only.

7.2 Distribution of response type

7.2.1 42 organisations, both public and private responded to the consultation process, the breakdown of this is as follows: -

- Businesses: 10
- Education institutions: 6
- Residents Associations: 15
- Community organisations: 11

A letter was also received from two Ward Members.

7.2.2 Some organisations responded to just one scheme, whilst others referred to 2 or 3 schemes.

7.2.3 The schemes received a mixture of supporting comments and objections from the participating organisations. The distribution of supporting comments and objections is set out in Table 7.1.

Scheme Name	Number of Supporting Comments	Number of objections	Number of general comments / observations
A4 Upper Bristol Road,	3 residents associations 3 community organisations	4 business 2 residents associations	3 Business 1 Community organisation 2 ward members
North Road / Beckford Road cycle lane	4 education institutions 2 community organisations 1 residents association	3 businesses 4 residents association 3 education institutions 1 ward members	1 community organisation 2 residents association 1 education institution
Copseland	2 education institutions 2 residents association	2 residents association	2 ward members
General observations across all schemes	2 community organisations	1 community organisation	1 community organisation 2 ward members

Table 7-1 Distribution of supporting comments and objections

7.3 Summary of responses

7.3.1 A brief summary of the points raised by organisations and individuals is set out below. A more detailed summary of the comments received from organisations is provided as Appendix ATF2.

7.4 A4 Upper Bristol Road

7.4.1 The main supporting points related to:

- speed reduction; and
- a reduction in rat running

7.4.2 The main points of objection related to:

- access to properties for maintenance deliveries;
- emergency vehicle access and compromised safety;
- elderly / disable access;
- relocation of parking and safety concerns;
- current bollards on cycle lane not reflective;
- cycle lane impact on residents;
- consultation process;
- scheme design elements;
- parking removal;
- impact on business; and
- event viability.

7.5 Bath city centre to University of Bath: A36 Beckford Road and North Road

7.5.1 The main supporting points related to:

- any measure that supports safer active travel is good.

7.5.2 The main points of objection related to:

- bus gate;
- vehicle U turns;
- access to facilities;
- don't feel schemes will reduce car use;
- not a natural cycle route;
- consultation process;
- parking impact;
- disabled access;
- wrong route choice;
- proposed disruption;
- displaced traffic;
- don't understand why route was selected;
- road closure; and
- no supporting analysis.

7.6 Combe Down to University of Bath: Copseland crossings

7.6.1 The main supporting points related to:

- any measure that supports safer active travel

7.6.2 The main points of objection related to:

- over-engineered design;
- removes green space;
- makes certain turns more dangerous for cyclists;
- makes access more difficult;
- don't feel scheme will be of benefit;
- introduces hazards;
- bus stop design;
- speed of scheme development;
- crossing not necessary; and
- unintended consequences of design.

8 Summary

- 8.1.1 The importance of addressing the council's Climate Emergency, declared in March 2019, is central to the development of Active Travel Schemes. The Climate Emergency Action Plan, approved in October 2019, recommends a major shift to mass transport, walking and cycling to reduce transport emissions. Active travel schemes are an important part of the Council's plan to tackle the climate emergency and to improve health and wellbeing across the area.
- 8.1.2 Three active travel schemes were the subject of public consultation, which took place between 26 February and 21 March 2021. An online survey generated 2,380 individual responses. Additional responses were received by email and letter. Overwhelming support for the schemes was identified, except the proposed North Road bus gate where the level of support versus opposition was more finely balanced. Residents and organisations living adjacent or close to the proposed schemes indicated strong objections, mainly due to the loss of parking/space for loading/unloading, plus locally unpopular consequences of the proposed North Road bus gate. A variety of concerns were highlighted that require investigation to determine if mitigation measures can be included to reduce the negative aspects of the schemes.

Appendix ATF1: Survey Questionnaire

Appendix ATF2 : Summary of responses from organisations

A4 Upper Bristol Road

Organisation	Objection or Support	Summary of comments
Mr D's (takeaway fast-food business) 8 St George's place, Upper Bristol Rd, Bath	Objection	<p>General Concerns</p> <ul style="list-style-type: none"> • General concern about ability to receive deliveries from suppliers without blocking the road. • General concern about customers using the click and collect service / delivery platforms having the same problem. • Concern that jobs would be at risk if scheme went ahead in its present form. • General concern about consultation process. <p><i>B&NES comment: As part of the amended proposals, the existing pedestrian crossing can be relocated to the other side of Nile Street. This will free up space outside Mr D's for a new 30mins limited waiting/loading parking bay accommodating 6 cars, between 8am and 6pm.</i></p> <p>Safety Concerns</p> <ul style="list-style-type: none"> • Ambulances travelling to the RUH: nowhere for cars to pull over to let them pass. • Vehicles turning right into Marlborough Lane, where currently there is a filter lane, could easily cause a back log of traffic whilst waiting to turn right. Upper Bristol Road would become a single lane road in both directions. • No provision for supermarket food deliveries to residents other than parking against the bollards. • Elderly and disabled residents are unable to be picked up from their homes on the Upper Bristol Road. • Replacing the residents parking to Royal Avenue might sound a good idea in theory, but practically, how many residents would want to walk from there at night, given the recent events in London. • The current poles installed on part of the Upper Bristol Road are dangerous. Generally dirty and therefore not reflective. Recent incidents where cars have swerved, at the last minute, to avoid them. <p><i>B&NES comment: The proposals have been reviewed and can be amended. These include a combination of cycle divider units with and without poles. These would be spaced in such a way so that a</i></p>

		<p><i>gap of 15m is maintained between poles, allowing drivers to pull over to let emergency vehicles through.</i></p> <p><i>Removing the right turn lane at Marlborough Lane may lead to vehicles having to queue however this will also result in overall speed reduction and much needed space for cycle provision. In order to make the cycle infrastructure more prominent, traffic islands 400mm wide x 2.5m long incorporating poles at either end would be installed after every gap to the cycle lane.</i></p> <p>Alternatives</p> <ul style="list-style-type: none"> • Upgrade / expand the existing cycle track on the towpath. This does not disrupt any businesses or residents in the area. • Put a cycle lane on the Lower Bristol Road. The road is much wider, does not have any permit parking and could run from Churchill Bridge to Windsor Bridge Road. Also, there is significant student housing along the whole of the Lower Bristol Road. They would benefit from a cycle way along this road • If there were to be a cycle lane on the Upper Bristol Road, I think there would be less opposition if it were not a barriered cycle lane and just a marked one so at least vehicles could pull over to let emergency vehicles through. • As the speed limit is being reduced to 20 mph, there is no reason for barriers. • Also, create a loading bay for businesses that would be affected. There could even be an area with restricted time parking of say 20 mins max, as in Oldfield Park. There is also no need for a 24/7 cycle lane. The compromise view would be to make the existing bays a single yellow line parking restriction. That way at least residents could park there overnight from 6pm - 8am.
Barkers of Bath, Dry Cleaners, 6 Monmouth Place BA1 2AU	General concern	<p>Concern regarding collection and delivery small van that need to come and go from the shop and to park outside in the street on and off a number of times each day.</p> <p>Important to clarify whether this will still be possible.</p> <p><i>B&NES comment: These proposals do not extend as far as Monmouth Place so the existing parking restrictions outside no. 6 will remain unaffected.</i></p>
Avon Fire and Rescue	General Observations	<p>Proposal may compromise community and firefighter safety, whilst having an impact on the commuter route if an incident occurs in this area.</p>

		<ul style="list-style-type: none"> • If roads are congested with high volumes of traffic not sure there is enough room for other vehicles to create a gap for fire engines to pass and hinder its attendance to an emergency risk critical incident, this may result in AF&RS not being able to achieve its published response standards. • Multi pump attendance at any of the addresses on this route would cause significant traffic disruption to the local area and the city. • Dismounting the fire engine by our crews could see an increased risk on offside of the vehicle by dismounting into a narrower carriage way, or a risk on the nearside when the door is opened into path of cyclist if the cyclist is travelling fast and not seen by crew member due to restricted view from window when dismounting the appliance and the appliance being positioned close to the proposed segregation and road width. • With the road width being narrowed on both sides, this potentially would result in crews that have attended an incident at any property in this section needing to close the whole road to facilitate them safely getting equipment from the off side lockers to prevent the risk of firefighters being hit by vehicles travelling in the other direction or vehicles trying to pass the fire engine from behind. • Plans shows the available carriageway being 6.60m between cycle lanes, <ul style="list-style-type: none"> ○ a standard double decker bus is 2.55m ○ An LGV average 2.49m. ○ Avon Fire engine 2.52m (closed mirrors) <p>All three of the above add up to 7.56m, so a fire engine could not pass if congestion is met. I am unsure if there is enough passing places to enable progress to be made without significant hold up of risk of slow vehicle collision damage occurring. Again this depends on the proposed length of the cycle route and available pass points, but I am aware you may have already identified the road width as possibly being of concern to us.</p> <ul style="list-style-type: none"> • If traffic island and separation are black at ground level they may be a risk to our crews whilst responding to an incident in this area by creating an additional trip hazard into the carriageway whilst carrying items of equipment.
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		<ul style="list-style-type: none"> • The bus stops look like they block the carriageway and mean the public transport vehicles would stop all traffic whilst the passengers boarded the them, this again depending on numbers could impact on point 1 AF&RS's response standards. Our concern is that when someone is trapped in a fire situation every second counts in our assets getting to them. <p><i>B&NES comment: There are many main roads across Bath that are not wide enough for emergency vehicles to overtake traffic, either due to the physical width of the road or the presence of parked vehicles.</i></p> <p><i>However, the proposals have been reviewed and can be amended to include a combination of cycle divider units with and without poles. These will be spaced in such a way so that a gap of 15m is maintained between poles, allowing drivers to pull over to let emergency vehicles to pass. The revised design also allows fire engines to pull up at premises in the road outside premises in the road to attend an incident and addresses concerns over fire crews dismounting into a narrower carriageway. All proposed cycle units are black and white and include reflective markings to make them conspicuous.</i></p> <p><i>With regards to crews dismounting from fire engines, on the nearside the fire engine can overrun the cycle units and park within the cycle lane in our amended proposals. On the offside we accept that the crews will be dismounting into a narrower carriageway but this would be no different to the current situation where vehicles park on one side and reduce the effective width of the carriageway.</i></p> <p><i>It is accepted that if crews need to access lockers on the vehicles on the traffic side that they will need to cross over the divider units. However, these units are not continuous and there are frequent gaps in between them. The revised bus stop designs take up less road width than the original proposal but it remains the case that a fire engine would not be able to pass a stationary bus at one of the stops without opposing traffic giving way. However, this is already the case at one of the bus stops in Upper Bristol Road due to parked cars in the current layout, and this situation is not uncommon in many other roads in Bath.</i></p>
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<p>Bristol Disability Equality Forum</p>	<p>General Observations</p>	<p>How wide is the pavement and the bus stop island? Is there sufficient space for pedestrians including those using a wheelchair or scooter without obstructing the cycle path? <i>B&NES comment: The narrowest pavement is at Onega Terrace. This is only 1.7m wide. Due to lack of available space the design has been revised and at bus stops rather than islands it now includes widening the existing footway by 1.5m to create a bus boarder. This would be a shared space for both pedestrians and cyclists. This is in line with the DfT's guidance on cycle infrastructure design.</i></p> <p>Is there a bus shelter with room for a wheelchair or child's buggy? <i>B&NES comment: Due to lack of space not all bus stops include shelters. Where shelters are proposed wheelchairs and buggies can be accommodated.</i></p> <p>What is the lay-out of the cycle path as it goes through the bus stop? I believe there needs to be a physical / visual warning to cyclists to slow down i.e. a change of surface as soon as it meets the bus stop possibly also a colour change (red?) before getting to the raised pavement section. The change of surface should continue until the end of the bus stop to minimise the temptation to go back to full speed immediately on exiting the raised section. <i>B&NES comment: The revised design means that cyclists would not have a dedicated lane to get through at bus stops. Instead they would have to share the new bus boarder area with pedestrians. In order to raise awareness, the bus boarder area would be coloured red and corduroy warning paving would be installed at either end. Signs will also be provided on the approach to the bus boarder to warn cyclists that are entering a shared space together with road markings telling them to give way to pedestrians. Corduroy paving is also proposed between the existing footway and the new bus boarder to warn pedestrian that they are entering a shared space.</i></p> <p>There needs to be suitable tactile paving to assist those with low vision of the situation they are in. <i>B&NES comment: Corduroy paving would be installed between the existing footway and the bus boarder area to warn visually impaired people that they are entering a shared space.</i></p> <p>Warnings should be given on the bus before arriving at the stop that passengers will be alighting on a bus island and that they</p>
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		<p>will need to cross a cycle path to arrive at the pavement. <i>B&NES comment: if the scheme proceeds, we will discuss the best way of achieving this with the bus operators.</i></p> <p>Are there adjacent dropped kerbs so that wheelchair users can cross the road if necessary. <i>B&NES comment: There are two existing signalised crossings within the section of Upper Bristol Road where the cycle lanes are proposed and we would also install a new accessible refuge island near the Monmouth Place/Charlotte Street junction. Improvements are also proposed at all junctions with side streets to enhance pedestrian access.</i></p>
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South Western Ambulance Service	General comment	No objection to the scheme.
Royal National Institute of Blind People (RNIB)	General concerns	<p>Comments raised during meeting on the revised proposals for Upper Bristol Road:</p> <p>Concerns over cyclists not giving way to pedestrians at bus stops who have stepped onto the cycle lane. Could the design make it a requirement for cyclists to stop?</p> <p><i>B&NES Response: Due to lack of available space the design has been revised and at bus stops it now includes widening the existing footway by 1.5m to create a bus boarder, rather than having islands. The bus boarder will be a shared space for both pedestrians and cyclists. This is in line with the DfT's guidance on cycle infrastructure design. Signs and road markings will be used to tell cyclists they must give way to pedestrians.</i></p> <p>Could low level cycle signals be used so when bus detected at the stop it gives red signal to cyclists?</p> <p><i>B&NES Response: The cost would be significant and is beyond the scope of funding for this particular scheme. We are not aware of the use of cycle signals at bus stops anywhere else in the UK. This is only an option to explore further at very busy stops with very frequent services.</i></p> <p>Would it be possible to use some type of zebra crossing at the bus stops?</p> <p><i>B&NES Response: The revised design means that any type of crossing would not be suitable due to the limited space available. Instead, more emphasis has been given to make cyclists more aware that they are entering a shared space where pedestrians have priority.</i></p>

CLLrs Alison Born & Winston Duguid	Observation	<p>This is well outside of our ward boundary so we have not consulted residents on these proposals but we are aware of considerable disquiet about the impact the cycle lane will have on the lives of residents living along that stretch of road. They will continue to need to receive deliveries, to move house and they could require disabled parking outside their home, none of which appear to be considered in the proposals. We understand that local businesses have also raised concerns. We hope that these local views will be listened to carefully and that a detailed cost/benefit analysis will be undertaken.</p>
Concerned residents of Upper Bristol Road (Residents Association)	Objection	<p>General concerns</p> <p>Concerned the proposed cycle lane barriers, bollards and bus islands will prevent any vehicle from pulling over to provide space for emergency vehicles and the impact of these delays on journey times to and from the RUH.</p> <p><i>B&NES comment: The proposals have been reviewed and as such include a combination of cycle units with and without poles. These would be spaced in such a way so that a gap of 15m is maintained between poles, allowing drivers to pull over to let emergency vehicles to pass. The bus stop design has also been altered to free up more space in the carriageway.</i></p> <p>Personal safety concerns where provision of parking a significant distance away from our properties will lead to longer and more walks by women in the dark. The proposed extra parking is in an area which is not overlooked and is a major safety issue.</p> <p><i>B&NES comment: Zone 6 permit holders are entitled to park in Charlotte Street car park overnight, which is covered by CCTV.</i></p> <p>Elderly and disabled residents will be badly affected by the scheme with no unloading of groceries, large items or garden centre products and prescription deliveries. Parents with buggies and small children will face similar problems.</p> <p><i>B&NES comment: Every effort has been made to provide alternative parking whilst improving the existing environment for cyclists and pedestrians. Following a review of the original proposals, 12 additional on-street parking spaces are proposed along Upper Bristol Road.</i></p> <p>Concern over consultation process</p> <p>Length of consultation period not being 12 weeks. Key documentation relating to consultation being re-uploaded after 2 weeks of consultation period.</p>

		<p>Lead Cllr allegedly having insufficient time for responding to scheme queries.</p> <p>Accepting scheme funding where it has been alleged that criteria cannot be met.</p> <p>Dissatisfaction with scheme design being progressed in lockdown and insufficient resident's consultation.</p> <p>Don't feel enough FAQ's provided after webinar.</p> <p>Consultation bias & deliberately mis-representing the scheme during the consultation process.</p> <p>B&NES comment: the conditions of the funding mean that the timescales for designing, consulting on and implementing the schemes are very tight. We have aimed to consult as widely as possible and publicised the consultation.</p> <p>Concerns / observations on scheme design elements</p> <p>Removal of the right-hand filters, will reduce the flow of the road.</p> <p><i>B&NES comment: Removing the right-hand filters may lead to vehicles having to queue during busy periods however this would also result in overall speed reduction and much needed space for cycle provision.</i></p> <p>Buses and deliveries will cause blockages in the road on a regular basis and the new layout of the road will lead to more idling vehicles and worsen the air quality of this part of Bath.</p> <p><i>B&NES comment: the amended proposals would provide 12 parking spaces with a 30 minute maximum stay between 8am and 6pm. This will provide areas for people to stop and unload. Buses are only stationary at a stop for short periods of time.</i></p> <p>We are extremely concerned about safety, especially that of women. Parking our vehicles a significant distance away from our homes and walking back to our properties poses a threat</p> <p><i>B&NES comment: Zone 6 permit holders are entitled to park in Charlotte Street car park overnight, which is covered by CCTV. Following a review of the original proposal 12 additional on-street parking spaces are proposed along Upper Bristol Road which will be available for use overnight.</i></p> <p>Any essential road works will cause traffic to be contra flowed with traffic lights which again will impact traffic flow and worsen air quality.</p>
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		<p><i>B&NES comment: This is no different to the existing situation whenever roadworks are required.</i></p> <p>Impact on disabled parking and care for elderly residents Queries over long term plans for public transport to the city centre</p> <p><i>B&NES comment: there are not currently any disabled parking bays in Upper Bristol Road. We can consider requests for such bays in the nearest available parking area to a resident's home if they meet the criteria.</i></p> <p><i>All existing bus stops are to be maintained and improved as much as possible and the council is working with the West of England Combined Authority to improve bus infrastructure on the Bath – Bristol route among others</i></p> <p>The small test area of the cycle lane barriers already implemented show they are not fit for purpose</p> <p><i>B&NES comment: The revised scheme includes poles on traffic islands after each gap to make the cycle lanes more conspicuous. The remaining cycle separators include a combination of cycle units some with and others without poles, adjacent to a continuous white line guiding motor traffic away from them.</i></p> <p>Drainage problems with UBR – cycle lane filling with standing water.</p> <p><i>B&NES comment: The issue of ponding along a part of UBR is currently being investigated to establish a suitable solution as part of the scheme.</i></p> <p>We note that there is a proposed, significant, increase in parking around the Nile Street/Nelson Place junction. There will be a negative impact on the maintenance of housing stock along the UBR. Concern over removal of parking and access to businesses, specifically Phase 1 gym as well as access for families to the park</p> <p><i>B&NES comment: See comments on additional parking above.</i></p> <p>General observations Removal of parking spaces and why they cannot be replaced with EV charging points to accommodate the move the electric vehicles.</p> <p><i>B&NES comment: the council is currently investigating the provision of EV charging points across B&NES.</i></p>
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		<p>We are convinced an enforced 20mph zone would achieve the required result of the active travel schemes without the disruption.</p> <p><i>B&NES comment: The existing 20mph speed limit is proposed to be extended to cover UBR up to its junction with Windsor bridge Road. Enforcement lies with the Police, who are the sole enforcement authority. However, we know from national travel surveys (see main Cabinet report (E3284) 23/6/21) that one of the main reasons more people do not cycle is due to concerns over safety and that requires some type of measures to separate cyclists from motor traffic.</i></p>
Crescent Gardens Residents Association	Objection	<p>Do not feel appropriate consultation has been allowed for (current situation with Covid) given significant change in road system. Concern older residents have been excluded from the process – technology related.</p> <p>Completely reject the scheme plan.</p> <p>Feel it will create more congestion and more pollution to neighbourhood.</p> <p>Feel the measures will make the following impossible: -</p> <ul style="list-style-type: none"> • for large items or essential grocery deliveries; • to 'pull in' and safely drop people with mobility issues outside their home; • for builders or trades people to access buildings when undertaking essential works; • for refuse collections not to cause huge congestion as they block the carriageway whilst processing rubbish and recycling; • for every bus stopping at a 'bus island' not to grind traffic to a halt; and • for the guaranteed swift and unhindered passage of emergency vehicles - especially ambulances to the RUH. <p>The creation of a 'red route no stopping scheme' in a residential area will make normal day to day activities impossible.</p> <p>Feel removal of right turn filters will deliberately cause congestion along A4 creating more delays and pollution.</p> <p>We ask that the council should review the existing cycle path options or a route through the Royal Victoria park, and not progress this scheme.</p> <p><i>B&NES comment: - see comments above.</i></p>

		<i>With respect to creating a route through Royal Victoria Park, this would not provide important connections to existing cycle routes such as the riverside path and Victoria Bridge.</i>
Future Weston Residents Group	Support	<p>Supportive of all the proposals. Many features we wholeheartedly support and have suggested in our own Sustainable Travel Plan. These include:</p> <ul style="list-style-type: none"> • removing on street vehicle storage to provide protected cycle lanes; • continuous footways across junctions; • narrowing the splay of junctions to reduce crossing distances; • revising junction layouts to improve safety for cyclists and pedestrians; • giving roads the appearance of a 20mph road (many still look like the 30mph roads they once were e.g. Lansdown Lane/Weston Road); • providing safe crossing points to link the most direct cycle routes (with parallel crossings in this instance); • using bus gates experimentally to see the effect. We would like to see one on Weston Road (at the Bath Priory) to create a long low traffic corridor between Weston Village and Victoria Park; and • putting low carbon active travel at the centre of infrastructure planning <p>Observations on UBR scheme:</p> <ul style="list-style-type: none"> • How will the new 20mph on UBR be enforced? Elsewhere enforcement seems scant and in Weston we observe a lot of speeding on 20mph roads. Could average speed cameras be used? • B&NES comment: average speed cameras are unlikely to be suitable here because of the many side roads and bus stops along UBR, meaning the start/stop nature of traffic reduces average speeds, even if 'spot' speeds in certain sections does exceed 20mph. However, the cycle lane dividers will physically narrow the carriageway for motor vehicles, and this is likely to have a positive influence in reducing vehicle speeds. • Should Royal Avenue be closed to through traffic to deter any displacement by motor vehicles from the UBR? • Should Marlborough Lane / Park Lane have continuous footways? They are relatively minor roads made busy by rat running more than by residents

		<p><i>B&NES comment: Due to the number of vehicles using Marlborough Lane and Park Lane neither of these are currently suitable to have continuous footways.</i></p> <ul style="list-style-type: none"> • Should a bus gate on Weston Road (at Bath Priory) be explored to reduce traffic on Marlborough Lane / Park Lane. Junctions are where most cyclists/vehicle collisions occur and this measure could reduce traffic volumes. It also helps keep motorists on the UBR where this big investment in safety is being made. • Could a hedge be planted alongside the railings of Victoria Park playground to further reduce the noise and pollution from the road? • Could a contraflow cycle lane on Monmouth Place be explored to tie this scheme into the existing cycle lane on Monmouth Street? • Could 'pop up' cycle lanes be used to tie the West end of the scheme into the Bristol-Bath path/2 tunnels route until better improvements can be made? <p>Feel people will only engage with active travel if they can do it in safety. Schemes deliver improved safety and hopefully are a starting point for a robust active travel network. The councillors and officers should be commended for doing so much work in such a short timeframe.</p>
Transition Bath	Support, observations	<p>Strongly support the scheme.</p> <p>Comments from a cyclist's perspective about the existing setup and potential implications for the new scheme:</p> <ul style="list-style-type: none"> • Road needs resurfacing in places - the south side of the road near the junction with Stanhope Place has a very poor uneven surface. • Heading west the main problem with the existing cycleway is delivery vehicles (e.g. The Hop Pole) parked, blocking the inside of the road - hopefully the scheme will address this. The Argos carpark is also a hazard with cars entering the car park blocking the road, and those exiting doing so without looking because of poor sightlines, and the section between Park Lane and Windsor Bridge Road can be tricky because of backed up traffic; the need to choose lanes which might put off less confident cyclists - hopefully this will eventually be covered by the scheme. The junction with the recycling depot is also a problem with queueing cars backing up

		<p>and crossing blocking queuing traffic but I am guessing now this is moving the problem will disappear.</p> <ul style="list-style-type: none"> • <i>B&NES comment: due to the different types of properties fronting the road it is necessary to cater for loading/unloading in some places, which is reflected in the amended proposals.</i> • Heading east has been typically less problematic in the past, however removing the on-street car parking will improve sightlines and reduce any perceived hazard of cars opening doors onto you, forcing their way out in front of you.
B&NES Allotments Association	Support, with observations	<p>Representation on behalf of the plot holders on Lower East (LCE) and West (LCW) Common Allotment sites.</p> <p>The Association supports the objectives of the scheme, but would point out some detailed problems affecting the servicing of and accesses to these two large allotment sites.</p> <p>The Association has an active Trading Hut for its members, where gardening goods and equipment are sold to our members throughout B&NES. These members inevitably need to bring their cars to collect the bulky goods. This facility and the Lower West Common site is accessed off the Lower Bristol Road, through gates adjacent to the playground, right at the western end of the current parking bays. There is room on the site for a car to turn around and exit in forward gear, but not a truck.</p> <p>The consultation plans show a continuous cycle separator at this point. We are concerned that vehicle access is maintained across the proposed cycle lane to allow access to the Trading Hut and for maintenance of the LCW allotment site by the Council. B&NES comment: the cycle lane separators would not prevent vehicular access.</p> <p>The Trading Hut gets deliveries from trucks unloading by stopping on the double yellow lines to the west of the entrance. This is currently allowed and they are only parked for a few minutes. However, if the cycling lane prevented a truck doing this it would be a problem since trucks cannot enter the LCW parking area due to lack of space. A suitable double line only space on either both or to one side of the entrance would be all that's required.</p>

		<p><i>B&NES comment: the spacing of the 'wands' within the cycle separator devices would be spaced such that a lorry could pull over temporarily for such loading.</i></p> <p>Plot holders also have vehicle access to the LCE site from Marlborough Lane and the Council also brings large maintenance vehicles in at this gate. Exiting this gate is already risky and the proposed new parking bays to the north of the access gate will make turning out of the gate onto Marlborough Lane even more so. We would ask the design engineers to ensure that there is adequate visibility in both directions at this point, as drivers do tend to speed up going down Marlborough Lane. This could be done by setting back the proposed and existing bays from each side of the gate.</p> <p><i>B&NES comment: comments noted.</i></p> <p>A representative would be happy to meet an engineer at the site if that would be helpful.</p>
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MLBRA (Marlborough Lane and Buildings Residents' Association)	Support, observations	<p>MLBRA supports any scheme that seeks to stop speeding and rat running along our street: we have a 20mph which is by and large ignored, very aggressive driving and a high volume of traffic.</p> <p>Lowering of the speed limit to 20 mph on the Upper Bristol Road is welcomed. But in our experience, if the speed limit is not enforced it will not be a deterrent.</p> <p>Support the narrowing of the road/extension of pavement at the bottom of Marlborough Lane for similar reasons. Hopefully it will make pedestrian crossing safer, cut down speeds and potentially deter rat running.</p> <p>We are divided on our response to car parking changes. Some members worried about the loss of car parking spaces on the Upper Bristol Road to make way for cycle lanes. Some residents really welcome the change from pay and display in Marlborough Lane and the addition of parking spaces, while others feel these additional spaces will narrow the road and add to further congestion. Residents were not encouraged by the provision of extra overnight parking in Royal Avenue, as past experience shows that vehicles left here will be damaged in the unlit park. The suggestion for additional hotel/B&B parking in the Charlotte Street car park was welcomed, as pre-Lockdown hotel guest parking took up a disproportionate number of parking bays on ML.</p> <p>Some members support an extended, continual cycle lane and any attempt to encourage cycling in the city, others felt it was overkill and unnecessary. However, the proposed design of split cycle lanes with barriers/bollards was universally felt to be dangerous, both to car drivers and cyclists alike. Residents have noticed cyclists going round those bollards already in place making the cycle lane redundant and there have been accidents caused by the almost invisible 'orcas'. Would coloured asphalt demarcating the road as used extensively and safely in The Netherlands (surely the home of city cycling) not be a cheaper and better option?</p>
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		<p><i>B&NES comment: coloured surfacing throughout the length of the cycle lanes would be prohibitively expensive for this scheme. It will be used where the cycle lane passes bus stops and side roads though.</i></p> <p>There were also concerns about the safety of the proposed bus island. Many of our members are elderly bus users and it was felt the new bus stop design was dangerous. B&NES comment: see comments above.</p>
Phase One Gym, Upper Bristol Road	Objection	<p>As a business owner on the Upper Bristol Road, I fear that this scheme would have a severe detrimental impact. The aims maybe noble but for us, hundreds of our members use our facilities in the evenings and would be reluctant to walk or cycle in the dark/ bad weather.</p> <p>A lowering of the speed limit is a good idea, but I see few cyclists using the current cycle lane and most of the cyclists who attend, come via the cycle path along the river (running parallel to the road). Perhaps some investment in this would allow the best of both worlds?</p> <p>Being in a perilous state after various lockdowns, the news that a number of our members will have extra hurdles to attend is extremely daunting. I am very much against this scheme and would be happy to discuss the implications to the powers that be. <i>B&NES comment: comments noted.</i></p>
Running High Events Ltd	Objection	<p>The Upper Bristol Road has been part of the Bath Half Marathon route since it was first staged in 1981. Reducing the width of the carriageway will reduce the capacity of the event and the number of runners who can participate, and effect the financial viability of the event which is the largest sporting and community event in the city and the largest charity fundraiser in the South West region (£2.5m each year). <i>B&NES comment: discussion has taken place with Running High Events. No elements of the Active Travel Fund schemes will compromise the ability of the event to take place.</i></p>
South West Transport Network	Support schemes in principle but have observations / concerns	<p>In principle we support the schemes but have concerns about the design of bus stops on the Upper Bristol Road as this is metro bus route proposed by WECA under the national bus strategy.</p>

		<p><i>B&NES comment: the proposals will not prejudice a future mass transit route.</i></p> <p>Need to work in partnership with bus operators First group and Rapt Bath bus company.</p> <p>The following bus routes use the corridor: - A4 Bristol Airport; X39 Bristol bus and coach station; 18 UWE.</p> <p>Concerned about bus stop design and the need for clear crossing points with ramps to prevent cyclist running into bus passengers especially wheelchair users, parents with buggies and passengers from Bristol Bus and coach station, Temple Meads station and Bristol Airport. accessing small hotels. The bus stop will need to change tarmac from Green to red with notice warning cyclist of bus passengers blighting or Boarding buses. Castle kerbs and drop kerbs. to cross the routes.</p> <p>London Road: the cycleways are green with cross points but bus stops have not been redesigned. On the buses notices need to be placed near doorways and on real time information inside Rapt Bath buses and First Group West of England buses.</p> <p>This route is being upgraded to the Bristol bus and coach station to Bath so design of bus stop needs to be to a standard along the route with cycle way and pedestrian facilities. As this route is the main road from Bristol to Bath the level of cycling leisure travel needs to be addressed.</p> <p>We need to look at bus lanes at the Windsor Bridge junction for cycling and buses.</p> <p>Metrobus will also need bus lanes from Bristol to Bath via Keynsham. This route needs to include cycleway and pedestrian facilities along the route. We support continues pavements on the A4 in Bath on the Bath city centre to university route. We support the North Road bus gate for Bath Bus Company tour service and Scotland buses.</p>
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		<p>We have concerns about the Bathwick Hill bus stop design and the needs of cycling in front of the bus stop the bus needs to pull in to the castle kerbs to pick up wheelchair access and parents with buggies and older people. The stop requires a bus shelter. All crossing points should have drop kerbs. The bus stop outside the university needs to be designed with safety signs ramp and different colours on the tarmac red safety around the bus stop and a shelter with castle kerbs and drop kerbs bus notice with need to be on university bus service 20 c and 94 buses .</p> <p><i>B&NES comment: comments noted.</i></p>
Riverside Community Voice	Support but Concerns	<p>While we support the intention to improve facilities for pedestrians and cyclists on the Upper Bristol Road we have serious concerns about the implications for Bath Riverside of reducing car parking along the UBR. Cars displaced from UBR will seek to park on Midland Road which is already suffering from excessive parking which is not regulated. Before this Active Travel Scheme is implemented the Council needs to adopt Midland Rd and Stothert Avenue and put double yellow lines along Midland Rd.</p> <p><i>B&NES comment: the amended proposals include bringing part of Midland Road into Zone 6 permit parking.</i></p>
The Courtyard Bath, 10 Monmouth Place, Bath	Objection	<p>I have lived and worked in bath for over 30 years and feel that the plan to create more cycle lanes is clearly not been decided by residents they are aesthetically unattractive and dangerous. I feel that they are more dangerous to pedestrians as this plan is adding an extra lane each side of the road to accommodate cyclists, there are some of these lanes and bollards near the turning to Marlborough Lane they are not clearly defined either with high visible road markings or clearly marked bollards for motorist, I have seen vehicles swerve as they approach as they clearly have not noticed them until they are right on them. I will not be able to have important stock deliveries as it is not possible to book a delivery time in the suggested times,</p>

		<p>I also have some elderly clients that need to be dropped off outside my business and also for our clients with disabilities that need access directly outside, the negative affect on my business that these plans would have in what is already a very difficult time for local businesses is unexcitable. I cycle myself and feel that these lanes that are in place at the moment are a waste of tax payers money and time they would need to be continuous throughout the city not just in random arears which would be dangerous and very unattractive for the city. I feel that they are very dangerous to pedestrians as quite often cyclist are going far too fast I question if the persons that come up with these plans actually live in Bath there seems to be very little thought to local businesses as for these schemes reducing pollution by introducing speed restrictions and cycle lanes is ridiculous there will still be the same amount of pollution. Maybe a clear way to reduce pollution would be to restrict university students from bring their cars and instead use the very frequent busses provided (instant reduction in pollution). I strongly oppose this plan.</p> <p><i>B&NES comment: the amended proposals include 12 spaces that allow short stay parking during the day. With regards to the current cycle lane separator devices near the Victoria Bridge junction, these would be incorporated within the proposed scheme and as part of a longer cycle lane would not appear as an isolated feature as they do now.</i></p>
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Bath city centre to University of Bath: A36 Beckford Road and North Road

Organisation	Objection or support	Comments summary
Bath University Student's Union	Supportive (of all schemes)	<p>In favour of the three schemes proposed in the consultation, particularly North Road and Beckford Road scheme.</p> <p>Significant proportion of movements to and from Claverton Down can be attributed to the university community. Student consultation in summer 2020: almost half said they would like to develop the habit of walking or cycling to campus. One of the common barriers to this was feeling safety on the roads.</p> <p>Emphasises the desire / need for safer infrastructure for cyclists so students who choose active travel can do so in a safe way.</p>

		<p>Reference to previous accidents within the student community. Widcombe Hill, North Road and Bathwick Hill tend to be preferred options for their cyclists – although it is felt they can be unwelcoming and unsafe. Feel the proposed scheme will make North Road a safe, quiet route increasing the safety and accessibility of cycling, walking, e-biking, e-scooting for journeys to and from campus.</p> <p>Understand that no solution will suit all but conscious that tackling climate crisis won't come without some sacrifices.</p>
University of Bath Vice Chancellors Office	Support in principle	<p>Recognition of university campus location offering unique transport challenges & impact this has.</p> <p>We are absolutely committed to supporting schemes and local infrastructure which will enable active travel for our students, staff, visitors and local community, and help us to achieve our carbon targets. We therefore support the principle of the proposed active travel schemes.</p> <p>We appreciate the proposals enable walking and cycling but do not have a view on the route selected. We recognise that there are a range of opinions on the different possible routes to achieve this aim, and that it is the Local Authority's role, in consultation with the community, to determine which route offers the most beneficial solution.</p> <p>The University will work with whatever scheme is settled upon in support of our students and staff.</p>
Bath Golf Club	Objection to scheme	<p>Support concept of active travel but do not support the North Road scheme. Feel it won't achieve aim of safer cycling from Bath University to City Centre. Reasons for this are: - Northern end of North Road – U-turns by KES school drop offs to exit North Road causing danger & disruption to cyclists and motorists.</p> <p>Apart from the proposals in Beckford Road, there is no designated and independent cycle lane included in the scheme proposals.</p> <p>Vehicles entering North Road from Beckford Road with the intention of accessing Cleveland Walk will also have to U-turn – increased risk to cyclists.</p> <p>Vehicles using North road at southern end will increase making it less safe for cyclists.</p>

		<p>People using parking spaces on North Road below entrance to golf club will need to U turn to exit north road at junction with Bathwick Hill. Cyclists will have to navigate U-turning vehicles either side of intended bus gate.</p> <p>Golf club will only have access from southern section of North Road – now means that all those visiting club will have to use North Road from Bathwick Hill junction to enter and exit.</p> <p>No provision for separation of cyclists (separated cycle lane). <i>B&NES comment: North Road is not wide enough to provided segregated cycle lanes unless the road is made one way.</i></p> <p>Estimated vehicle movements of 750 2-way movements per day on a normal day. Potential for greatly increased congestion due to removal of right turn lane into North Road as a result of reconfiguration of North Road / Bathwick Hill junction.</p> <p>Difficulties for commercial vehicles access North Road from Bathwick Hill (uphill) have a very difficult left turn with new pedestrian island.</p> <p>Other comments regarding route choice to university by cyclists and use of University Bus Service.</p> <p>Concern that opinion of golf club has not been sought even though club is greatest user of North Road as a destination. <i>B&NES comment: the golf club was emailed as part of the consultation.</i></p> <p>Due to nature of equipment required for sport, most people travel by car unless they are students within walking distance.</p> <p>Potential impact on membership levels of scheme – financial impact to club. <i>B&NES response: comments noted.</i></p>
Walk Ride Bath	Support	<p>Walk Ride Bath (WRB) and its 725 members (Facebook) strongly supports the schemes.</p>

		<p>WRB feels that consideration should be made to close off Cleveland Walk to North Road, rather than make it one way south bound, as this creates an afternoon/evening rat run along Cleveland Walk to North Road and on to Warminster Road. The North Road section below Cleveland Walk would then exceed 2000 PCU/24hr which would not conform to Cycle Infrastructure Design (LTN 1/20). By doing this you also provide King Edward's School the opportunity to implement a future school street should they wish to.</p> <p>Due to sat nav apps, consideration should be made to close access from Sham Castle Lane to Vellore Lane or at least monitor traffic and be prepared to act quickly using the Experimental Traffic Regulation Order process. This will be necessary whether you close off CW or leave CW as a one-way southbound junction. The ETRO should be written in a way to cover the potential closures.</p> <p>WRB is exceptionally supportive of the schemes and particularly the use of continuous footways, protected cycle lanes, bus stop bypasses, shared bus boarders, and pinch point closures. We understand perfect is the enemy of good enough, that money could only go so far, and recognise that these schemes show a vision of Bath that simply did not exist two years ago.</p> <p>WRB supports the use of ETROs enabling community feedback to improve schemes once they have been implemented, however ETROs can have a very short shelf-life and it is important for the council to remain committed to these types of trial and at least allow them to run for 6 months and preferably the full 18 months to enable communities to take advantage of them. In particular this should enable the University and other big employers to implement policies to take advantage of the new active travel route within the coming year.</p> <p>In finishing WRB is pleased to see a council that has moved from promoting walking, wheeling, and cycling to one that is enabling. Well done."</p>
Bathwick Hill Residents Association	Opposed to North Road bus gate	<p>Opposed to the proposal for the bus gate in North Road. The impact of this proposal will be a high increase in traffic using Bathwick Hill with little increase in cycles using North Road.</p>

		<p>Do not feel the scheme is linked to any plans to reduce the use of cars overall, for example there are no proposals to reduce car parking spaces at any of these facilities which might result in a modal shift away from car travel. In addition, there are no plans to help students or other potential cyclists to purchase electric bikes.</p> <p>We do not believe that North Road will be the preferred route for students cycling to the university. Most students live to the west of the hills leading up to the university. Cyclists would have to cycle past Widcombe Hill, Bathwick Hill and Prior Park before reaching North Road.</p> <p>We do support measures to improve safety of cyclists on Bathwick Hill, with traffic calming measures and potentially a cycle lane.</p> <p>Feel that travel to the university by bus is likely to remain the most important method of transport for students given the services from Oldfield Park to campus.</p> <p><i>B&NES response: comments noted.</i></p>
PentathlonGB, Based at University of Bath	Objection	<p>I have significant concerns regarding the plans particularly those on North Road, the road is not used by cyclists, cyclists will normally use Bathwick hill due to the nature of the hill. There are large number of school children for KES which I would have significant concerns for their safety and those of the staff that support the children. The impact on the other roads around particularly Warminster Road would be significant. I would strongly recommend that on safety grounds this plan is removed, for the children and staff who are at KES, the students of Bath Uni and my staff.</p> <p><i>B&NES response: comments noted.</i></p>
King Edward's School, North Road, Bath BA2 6HU	General sustainable transport support but concerns about scheme.	<p>In addition to investing significant funds in facilitating sustainable travel, we also actively promote its uptake in our travel advice to all new parents. Other initiatives in recent years include the installation of additional cycle racks for pupils and staff and additional showers for staff to use if they cycle or run to school. There is a cycle proficiency training scheme based at the Junior School. In pre-pandemic times, we have also actively encouraged car sharing and KES was one of the first schools in Bath to adopt the HomeRun App.</p>

		<p>The fact is, however, that a significant majority of our current parents/pupils and staff do not live close enough to School to be able to consider walking or cycling as a viable travel option, with many residing in areas which are not serviced with public travel options which allows them to travel to and from the School.</p> <p>The school's catchment area extends up to 15 miles in all directions, with some number of staff and pupils travelling from even further afield, often transporting school bags, books, sports kit and equipment etc. There are approximately 1,000 pupils (including nearly 200 Primary school aged pupils) and 200 staff based at the school's North Road site.</p> <p>For those whose lack of access to public transport or to the school's coach services sees them dependent on using a car to travel to the School, we are acutely aware that any changes to the traffic management systems and road layout around the School's location, such as those proposed in this Scheme, will risk the displacement of a large number of cars to the neighbouring streets adversely impacting many of local residents, especially those on North Road, Cleveland Walk, Sham Castle Lane and Bathwick Hill.</p> <p>In some cases, the proposed scheme will also compromise the effectiveness of measures to improve traffic flow around the School site that have been introduced in recent years, such as the morning drop off system via the Lower Entrance. Furthermore, we are particularly concerned that the introduction of a bus gate and the potential restriction of the traffic flow along Cleveland Walk will lead to a significant increase in dangerous traffic movements in and around the School. In particular we envisage a number of cars undertaking U turns / three-point turns either side of the bus gate at drop-off and pick-up times.</p> <p>Any such manoeuvres will significantly increase the likelihood of incidents and injuries to users of the road most notably those pedestrians and cyclists using the North Road route not only to access the School itself but also those using the route to access the University, Ralph Allen School and Bathwick St Mary Primary School.</p>
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		<p>With these issues in mind, we would expect any proposed changes to be based on a carefully considered analysis of representative data, to include:</p> <ul style="list-style-type: none"> - An understanding of the impact of the displacement of a large number of cars, both parked and in circulation, during drop-off and pick-up times at the beginning and end of the school day, with the likely increase in traffic flow/congestion on Cleveland Walk, Sham Castle Lane and Bathwick Hill, in particular. - An understanding of the likely increase, if any, in cyclists/pedestrians using North Road to access the University as a result of the new scheme and proposals, bearing in mind that a large number of University students are based/live in the south west of the city and may well choose to keep to the existing routes/main roads (and shorter desire lines), such as Widcombe Hill and the much wider Bathwick Hill. The latter is already served by regular bus routes and indeed an existing cycle path for part of its length; for example, how many people already walk/cycle along these roads to access the University, compared with North Road? What representative data has been used during normal (non Covid) term time and what surveys have been conducted amongst likely users to indicate that a longer (in many cases) route along the A36 and up North Road will be used in preference to the existing options mentioned above?
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		<p>An understanding based on accurate scientific information of the relative steepness of the different hills that lead up to the University, to identify the extent to which one or other is more or less steep/navigable by e-scooter (bearing in mind that many e-scooters are regularly seen parked on Bathwick Hill) and whether or not this is by way of average gradient or, perhaps more helpfully, includes consideration of individual challenging sections of each road (the lowest part of North Road, emerging from the junction with the A36, which has a particularly steep gradient before quickly meeting a blind bend, would be one such example)</p> <p>The apparent absence of much of this data and the other issues raised above, leads the School to have significant concerns that:</p> <p>new proposals may not be supported by the relevant data or analysis;</p> <p>that the scheme's aims to increase significantly the number of cyclists and pedestrians using North Road in preference to other options may not be met; and</p> <p>that some aspects of the proposals may in fact lead to a more dangerous and challenging environment both for pedestrians, cyclists and car drivers as well as for a large number of local residents.</p> <p>Further comment on some of these aspects is provided below.</p> <p>1. I support reducing space for car parking to create a new eastbound (uphill) cycle lane on Beckford Road</p> <p>Comment: The School has no comment on the removal of car parking spaces on Beckford Road. However it strongly opposes the proposed additional 3 parking places on North Road, for the following reasons:</p> <p>1. This will lead to backlogs of cars and coaches leaving the site going down North Road (that section of North Road is not wide enough for cars to pass in both directions when a vehicle is also parked).</p>
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		<p>2. It will force cyclists and users of e-scooters towards oncoming traffic when travelling up North Road when these bays are occupied, making it feel less safe for them.</p> <p>3. Even without the addition of the proposed parking spaces, this section of North Road is beset by bottlenecks whenever a solitary vehicle parks downhill from the School's Lower Entrance, and we would propose consideration of introducing another length of yellow zig-zag linings below the Lower Entrance, perhaps limited to afternoon time restrictions.</p> <p>4. There is no pavement on the School side of North Road, so this would be dangerous if parents parked to drop off or pick up children.</p> <p>2. I support the design of the proposed cycle lane on Beckford Road: Neither agree nor disagree</p> <p>3. I support the proposed design of the bus stop on Beckford Road: Neither agree nor disagree</p> <p>4. I support the use of a one-way 'bus gate' on North Road, to restrict southbound (uphill) traffic ONLY: Strongly disagree</p> <p>Comment:</p> <p>1. Car drivers who need to get to the top of North Road will turn right into Cleveland Walk and at the end turn left up Bathwick Hill. This is a longer route and will therefore increase pollution and congestion along Cleveland Walk. The additional traffic movements along Cleveland Walk would undermine what the School has done to date in trying to limit our impact on our neighbours where possible.</p> <p>2. Any extra manoeuvres which cars are forced to do [in this case turning from North Road into or out of Cleveland Walk] increases the likelihood of accidents occurring. In this case we would envisage that the most likely increase in risk would be to cyclists travelling down North Road.</p> <p>3. Uphill access for school coaches and minibuses must continue to be allowed, as the former are too large to use Cleveland Walk and would have to detour to the bottom of Bathwick Hill via town, again merely displacing traffic and increasing pollution in other areas. For example, School coach services run to and from the University of Bath sports facilities throughout the week.</p> <p>4. We would support the extension of a speed restriction for uphill traffic of 20mph all way to the top of North Road to the junction of Bathwick Hill to increase the sense of safety for cyclists. We would welcome any initiatives that reinforce adherence to the speed limit in both directions.</p>
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		<p>5. I support the use of a two-way 'bus gate' on North Road, to restrict traffic in BOTH directions: Strongly disagree. Comment:</p> <p>1. This would cause serious disruption to parents who live South and South-West of Bath in KES's wider catchment area, which, as noted above, extends to a wide radius. Travelling to School, parents would most likely detour via Bathwick Hill and Cleveland Walk on drop off and return, and again use Cleveland Walk twice on collection. This will most likely result in them performing turns at the junction of Cleveland Walk and North Road (or three point turns along Cleveland Walk), which would potentially have an adverse impact on cyclist and pedestrian safety, as well as increasing danger and inconvenience to other road users</p> <p>2. Some parents may travel down North Road, drop off and then perform a U-turn/three point turn just above the bus/control gate. This would increase the danger to cyclists travelling both up and, especially, down North Road. In particular, the downhill (left hand) side of the section of North Road above the proposed bus/control gate is well used by parents collecting their children at the end of school, as well as for after school and weekend events, as it is a relatively safe area to park and wait.</p> <p>6. I support the proposal to restrict southbound traffic on Cleveland Walk (between junctions with Sham Castle Lane and North Road): Strongly disagree</p> <p>Comment:</p> <p>1. If this were in addition to the bus gate preventing uphill travel, this would mean that after drop-off the several hundred cars leaving Lower Entrance would all have to turn right to go down North Road, which we predict would likely cause a traffic backlog in the School drop off area and lead to a consequent backlog entering School that would soon back onto the A36/Warminster Road. Were these cars instead to use Sham Castle Lane, the additional volumes might create gridlock on this narrow lane, which in some areas is single lane with tight turns. At the top of Sham Castle Lane, parents would turn left and left again onto North Road, adding to the existing traffic density in that direction.</p>
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		<p>2. Some drivers going up North Road could travel past the Lower Entrance and pull over to the right-hand side to drop off for a Middle Entrance crossing. They would then pull out, travel uphill and perform a U-turn at the Cleveland Walk junction. This is dangerous for both pedestrians and cyclists travelling in both directions.</p> <p><i>B&NES comment: comments noted. If the scheme were to proceed there would be 'before' and 'after' surveys undertaken on motor and cyclist flows on this and other routes. Opinion surveys would also be undertaken.</i></p> <p><i>The revised proposals no longer include three parking spaces in North Road.</i></p>
Sydney Place Action Group	Object	<p>We are concerned at the discriminatory nature of the consultation process.</p> <p>We are concerned at the lack of rationale, evidence and impact assessment of the proposal, other than very generic statements related to climate emergency. The plan provides no evidence of reducing emissions and has the potential to impact negatively on the health and safety of residents, including the elderly, disabled and children. Disputed points: We do not believe that cyclists would have a safe travel route alongside buses travelling up and down North Road, with parking on one side that is not going to be reduced.</p> <p>The argument regarding the gradient was unsubstantiated. Local residents have observed few cyclists coping with the steep hill.</p> <p>We find it hard to understand the benefits of cycling alongside HGVs and coaches on the A36 Beckford Road when there are better and safer cycling routes that require little or no expenditure.</p> <p><i>B&NES response: The proposed cycle infrastructure will provide a segregated link for cyclists travelling between Bathwick St. and the Kennet & Avon Canal path, a popular destination for cyclists who currently have to share the existing carriageway with motor traffic.</i></p>

		<p>The traffic layout plans are convoluted and over-worked. Residents will not benefit at all. £350,000 will be spent on an experiment.</p> <p>We fail to understand the rationale to spend the majority of funding on a cycle route along a traffic-light, unpolluted road, which will have no impact on any reduction in emissions for which the funding is allocated. Areas that are currently over-used by traffic and require funding for improvements are not covered in the proposal.</p> <p>Suggestions:</p> <p>Leave North Road as it is. Cars, walkers and cyclists can all use the road safely. There are no reported problems, we believe, other than the excessive parking along lengthy stretches of road.</p> <p>Remove some of the parking. Drivers to Bath University should be able to park on the campus and, if the aim is to reduce the use of the car - now that active travel is the priority - then why facilitate so much parking along North Road?</p> <p>Cyclists on the Commonplace website asked for a better crossing at the end of Great Pulteney Street over to the Holburne Museum, and many suggested taking the NCR or a cycle route up past (New) Sydney Place and along Sydney Road (to the canal, Bath University and Warminster Road).</p> <p>Savings would be significant and displacement would be nil. Sydney Road and New Sydney Place are residential roads and not the A36 primary route.</p> <p>Funds could be spent on a scheme for Widcombe Hill (favoured by many cyclists and residents of that area) and/or a more substantial and useful Upper Bristol Road scheme, as well as improved facilities along the A36 (Old) Sydney Place and Bathwick Street crossings.</p>
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		<p>Summary</p> <p>We were impressed by the Lib Dems plans to reduce the use of the car and prioritize walkers and cyclists, and improve the public realm. However, the Council's intention to stop traffic displacement onto residential roads and to introduce a better travel plan for Bath, through a fair, listening and community-led process, has not happened. Why do we have to defend our right to a healthy and safe environment to a Council who are supposed to listen and hear us?</p>
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<p>Bristol Disability Equality Forum</p>	<p>General Observations</p>	<p>Turning now to the Beckford Road type stop (no bus island, passengers alight directly onto cycle path) :</p> <p>Many of the points raised above apply to this situation as well – particularly No 5.</p> <p>I don't see any castle kerbs and wonder how easy it will be to enter/exit the bus. <i>B&NES comment: we are intending to incorporate accessible design features at all bus stops within the extents of these schemes.</i></p> <p>Need to have instructions to cyclists to dismount whilst going through the bus stop zone – not to do so will cause problems for all passengers. Wheelchair and scooter users may be blocking the cycle path for a longer period of time than other users. As above this will need physical and visual signs as well as the standard notice to cyclists. <i>B&NES comment: instructing cyclists to dismount at the bus stops would be contrary to the purpose of providing continuous cycle lanes at bus stops and would not be consistent with the government's LTN 1/20 design standards for cycle infrastructure. However, we will provide signage for cyclists and road markings to tell them to give way to pedestrians on the approach to bus stops.</i></p> <p>Tactile paving? Including on cycle path. <i>B&NES comment: The hump and the signs/markings on the approach would be the warning for cyclists.</i></p> <p>Dropped kerbs? <i>B&NES comment: This part of Beckford Road is three lanes wide and is not a suitable place for those with or without mobility issues to cross. The nearby signalised junction includes pedestrian crossing facilities with dropped kerbs.</i></p> <p>Accessible bus shelter? <i>B&NES comment: the footway on Beckford Road is too narrow to accommodate a shelter.</i></p>
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Bathwick St Mary Church School	Concerns (taken as objection)	<p>We are concerned by the removal of parking bays on Beckford Road and the impact this will have on pick up and drop off times. It may add to congestion on Darlington Road, which is already a hazard for children. Plus any reduction in accessibility to the school will impact its ability to fill school places as future parents may be deterred from applying.</p> <p><i>B&NES response: arranging to meet the school to discuss Darlington Road further and potential mitigation measures.</i></p>
Cllrs Alison Born & Winston Duguid	Objections, concerns	<p>We are yet to find a resident who is supportive of this proposal or who thinks it will achieve the stated aim of encouraging walking and cycling to the university.</p> <p>We are aware that the cycle lobby has been working actively to "get the cycling vote out" to support this proposal and are disappointed that this has happened because that is not the purpose of the consultation. It should be a genuine attempt to listen to a range of views, particularly those of local residents who will be most affected by any proposals.</p> <p>Of the 3 potential routes to the university from the City Centre, more staff and students use Widcombe Hill for walking and cycling than North Road and Bathwick Hill combined. Three times as many people cycle on Widcombe Hill as North Road. The reason for this is because Widcombe Hill is by far the most direct route from the areas where most students live and also from the bus and train stations. People will not take a one mile plus diversion on a busy and congested road (the A36) to access North Road and will continue to use Widcombe Hill. If we are serious about encouraging active travel, resources would be better deployed to improve safety on Widcombe Hill.</p>

		<p>It is also worth noting that the considerable disruption caused by a bus gate on North Road will not stop traffic from using the road. Significant numbers of vehicles will continue to access the Quarry Road entrance to the University, Bath Golf club and King Edwards School which are all off North Road. The difference is that they will have to travel along Cleveland Walk, Sham Castle Lane or St Anne's Way to reach Bathwick Hill. They will then have to go up Bathwick Hill and back down North Road to reach their destination. This will increase traffic on these roads and will increase journey times which will result in more, not less pollution. Any cyclists or pedestrians on North Road will still need to compete for space with cars and other motorised vehicles.</p> <p>Concerns have also been expressed at the proposed disruption on Beckford Road that is required to enable cyclists to access North Road. This is unlikely to be supported by residents of the Bathwick Estate (who will no doubt be making their views known) and most cyclists would probably prefer the safer option of cutting through Sydney gardens or travelling up Sydney Road, turning into Vellore Lane, Sham Castle Lane and Cleveland Walk to access North Road just above King Edward's School. The significant engineering required at Beckford road is costly, disruptive and pointless.</p>
North Road, Bathwick, Residents Association	General concerns / observations	<p>North Road impact</p> <p>Applaud aims and objections in regard to create safer and healthier choices for travel. Concerns regarding potential unintended consequences of impact of works.</p> <p>Concerns are as follows: - Tick box approach feels too limited Residents Association has undertaken two surveys of resident's views Remain open to constructive input into design process.</p> <p>January 2021 survey Residents felt that North Road was unsuitable to carry any more buses, incompatibility with a cycle lane & emissions in relation to the school.</p>

		<p>Concerns relating to vehicles speeding -measures to reduce this would be strongly supported. Residents feel current weight restrictions and speed limits were enforced.</p> <p>Some residents were supportive of a cycle path on North Road, however some thought that the road was potentially too narrow, too steep and already dangerous for cyclists and some suggested that it would not be used.</p> <p>Those supporting a cycle route also strongly supported maintaining existing on-street parking with some noting that the parking, which is all on the downhill side, acted as a natural vehicle speed control measure for both vehicles and cyclists and was partly introduced for that reason.</p> <p>Second resident's survey</p> <p>Residents were asked to select their preferred option and why. The options residents were given are: -</p> <p>Option 1 - Seek to defer the implementation of the proposed scheme on North Road until a full traffic analysis has been done of the road including the number of cyclists that currently use it as well as the number of cars to include the University, visiting golfers, residents and others.</p> <p>Option 2 - Agree in principle with the proposal and preferred approach of the Council with the essential caveat and clarification that all residents (permit-only) on street parking remains and ideally that all on street parking remains (due to its traffic calming effect).[Note that this predated the clarification during the Council Active Travel webinar that no change in parking was planned].</p> <p>In the surveys, North Road Residents were not specifically asked to give a view on the parking changes on Beckford Road or at the bottom of North Road (2 additional spaces). However, many have indicated they would be happy to support the changes at the top of North Road to improve pedestrian safety (introduction of a pedestrian refuge island).</p>
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		<p>North Road residents are split as to whether the proposal should proceed without further studies, RA Committee is happy to work with Council officers on that on behalf of the road.</p> <p>The support shown for the proposal is based on the bus gate operating in the uphill (south/east bound) direction only with on-street parking being retained. There would be less support for a two-way bus gate.</p> <p>On-street parking is considered to be important not only for residents who rely on it but also because it acts as an important traffic calming measure reducing speed.</p> <p>To improve safety further, particularly for pedestrians but also for cyclists, there would be support for the introduction of further measures to reduce vehicle speed on the road.</p> <p><i>B&NES comment: comments noted.</i></p>
Pulteney Estate Residents Association (PERA)	Objection	<p>PERA fully support council's declaration of a climate emergency.</p> <p>Feel scheme as proposed is contrary to the above declared policies & objectives. Believe that the impact of a trial must be properly monitored & a trial should also allow adaptation or reversal reasonably easily to address problems.</p> <p>Feel there should be stronger justification for the displaced traffic from North Road & there should at least be a plausible case on carbon/CE to even consider proceeding with a trial.</p> <p>PERA is strongly opposed to the trial proposed by B&NES.</p> <p>Feel the route choice via Beckford Road & North Road seems least intuitive. Also do not feel that night- time safety has been sufficiently taken into account. The target group of students already use mass transport.</p>

		<p>Beckford Road Cycle Lane</p> <p>Feel selection of Beckford Road as part of route is misguided as involves crossing two dangerous junctions.</p> <p><i>B&NES comment: The proposed cycle lane starts at Bathwick St and ends at Warminster Road. Neither of the three roads it crosses (Forester Road, Beckford Gardens or Darlington Road) are busy or considered to be dangerous.</i></p> <p>Beckford Road route will push more traffic on to residential roads due to restricted width at the railway bridge. Feel that the extent of HGV traffic on Beckford Road has been forgotten.</p> <p><i>B&NES comment: Road capacity will not be affected by the provision of the cycle infrastructure and as such no displaced traffic is expected.</i></p> <p>North Road Bus Gate</p> <p>The closure of North Road is unjustified. The road has low traffic levels, and even more significantly much of the traffic isn't through traffic but is generated by facilities on North Road itself. If it is desired to reduce the traffic then, since it is mainly destination traffic not through traffic, the focus must be on the main North Road sources of this traffic. Also concerns over potential traffic displacement.</p> <p><i>B&NES comment: although North Road is relatively quiet for much of the day, during peak times it is busy. The purpose of a bus gate would be to make this a largely traffic-free route for cyclists.</i></p> <p>For the university student parking availability should be revised and the golf club could be made less viable as a business if it became less accessible as a result of the bus gate.</p> <p>It is also felt the impact monitoring proposals are insufficient and request that local residents groups are included in monitoring discussions.</p>
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		<p>PERA feel that the consultation process has also been insufficient and does not include all affected groups – e.g. pedestrians and disabled people. Alternative options should have been discussed with local residents – these alternative options could include non RPZ parking on North Road, having a 20mph speed limit along the entire length of North Road, explore options for reducing traffic to King Edward School.</p>
<p>The Widcombe Association Residents Association</p>	<p>Do not support</p>	<p>Struggle to understand how North Road was selected as a route as principal living areas for students are Oldfield Park and Widcombe. Widcombe Hill already more heavily used by cyclists – suspect that even with active travel route on north road there will still be more cyclists travelling to and from university using Widcombe Hill.</p> <p>Not clear how much the effects of a diversion have been considered if North Road is closed. Further information on traffic displacement should be available. (particularly Bathwick Hill impact).</p> <p>Can see benefits of Widcombe Hill being selected ahead of North Road. However accident record by Macaulay Buildings from cyclist travelling too fast downhill is a concern – warning signs and non skid surface was laid.</p> <p>Is community recognition of travel problems on Widcombe Hill and some support for measures to encourage walking and cycling. Active travel scheme could contribute towards addressing safety issues at Oakley, Copseland, bend by Macaulay Buildings, traffic speeds on the hill and congestion at White Hart junction. Some residents concerned about displacement of traffic and effects of any restrictions on Widcombe Hill.</p> <p>Widcombe Hill issues still need addressing irrespective of Active Travel Scheme. Residents believe this should be further investigated.</p> <p><i>B&NES comment: comments noted.</i></p>

<p>Beech Avenue Residents Association</p>	<p>Objection</p>	<p>BARA members consider the proposed Active Travel schemes to be flawed.</p> <p>BARA object most strongly to the proposal to construct a 3-metre wide two-way cycle track at this location, understood to be at a different level to the existing footway (hence a trip hazard), when demand does not exist and is unlikely to do so in the foreseeable future.</p> <p>Concern at proposed removal of vegetation and impact on natural landscape.</p> <p>Difficult to see where any benefit would accrue for the provision of this new cycle path. The overwhelming majority of cycle journeys in the area are in order to access the University. The Avenue is not part of that route.</p> <p><i>B&NES comment: The proposed cycle track will provide a new link from Bathwick Hill to the east part of the university and beyond towards the American Museum and Claverton. The existing footway will be improved to ease access for pedestrians and to keep them away from cyclists.</i></p> <p>Funds for this aspect of the Scheme should be diverted to improving the dangerous road junction outside Claverton Down Community Hall for pedestrians and/or undertaking pavement surface improvements, particularly Soldier Down Lane.</p> <p>Local residents have long pressed for give way markings to be painted on the road at the junctions of The Avenue with Woodland Grove and Beech Avenue, and any scheme that encourages cycling (whether effective or not) should include these.</p> <p><i>B&NES comment: these would be provided if the scheme goes ahead.</i></p> <p>BARA welcome the Council's aims and ambitions to enable safer and healthier travel choices (with emphasis on the word 'choices'), we are very concerned at the unintended consequences that a hasty decision to install a bus gate on North Road is very likely to cause.</p>
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		<p>BARA consider the proposal for North Road to become a priority cycle route to and from the University of Bath at the exclusion of most other motor traffic to be so fundamentally flawed at all levels that it should not proceed, even on an experimental or one-way basis.</p> <p>BARA believe that e-scooters should be excluded from active travel schemes as do not understand how they can be considered active travel.</p> <p><i>B&NES comment: the current national trial of e-scooters has temporarily amended legislation which means they can use the same on and off-road facilities as pedal cycles.</i></p> <p>Local topography between Claverton Down and the city precludes walking and cycling for the vast majority of local residents, many of whom are elderly without the option to change their travel habits, however much they might wish to. The vast majority of students travel to and from the university by the frequent bus service.</p> <p>Furthermore, we consider that the proposed bus gate would introduce more danger to pedestrians and cyclists alike at the junction of North Road and Cleveland Walk.</p> <p>Concerns include traffic displacement, the claim the route would promote increased active travel between the city centre and university. No definition of how 'success' would be measured at the end of any experimental period, also concerned about claims that the University of Bath supports the proposed North Road cycle route.</p> <p>RA also concerns about pressure from cycling pressure groups including WalkRideBath and the University's Cycle Users' Group, no more than 40 members of whom use the North Road route.</p>
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Running High Events Ltd	Objection	<p>Beckford Road, North Road and Cleveland Walk have been part of the principal diversion route around the north of the city on the day of the Bath Half Marathon for many years. These proposals will compromise the free flow of traffic around the city on race day, and therefore compromise the viability of the event, which is the largest sporting and community event in the City and the largest charity fundraising event in the South West Region (Approx £2.5m per year).</p> <p><i>B&NES comment: discussion has taken place with Running High Events. No elements of the Active Travel Fund schemes will compromise the ability of the event to take place.</i></p>
Bicycle Users Group at the University of Bath	Objection / observation	<p>A Southbound bus gate only on North Road would create a dangerous situation with cars speeding down the hill without any upcoming traffic to slow them down. It wouldn't offer cyclists and pedestrians a traffic-low route to the University. The Bicycle Users Group preference would be for a bus gate for both southbound and northbound traffic, to create a proper quiet and safe route to the University, to enable more people to take up walking and cycling.</p> <p>The junction from Beckford Road to North Road is highly problematic at the moment for cyclists, and might become even more dangerous with the installation of an ASL. I understand that we can't solve this junction without a lot of extra money though so am grateful for all the other improvements.</p> <p><i>B&NES comment: if the North Road scheme were to be implemented permanently we would then investigate changes to the Beckford Road/North Road/Sydney Road signalised junction. It would be a considerable cost to change the junction which is why it was beyond the scope of the Active Travel Fund.</i></p> <p>The cycle lane on The Avenue isn't particularly useful to University staff. No one wants to cycle on Convocation Avenue, which is where it leads you to. It might be useful as a link to the American Museum though.</p>

Bathwick St Mary Church School	Concerns about scheme, but generally committed to sustainable transport	<p>As a school, Bathwick St Mary's is committed to supporting a healthy lifestyle, safer routes to school and a reduction in pollution around the school and the wider community. We welcome and support initiatives that will make our city a cleaner, safer and healthier environment.</p> <p>However, having surveyed the proposed changes for Beckford Road/North Road plans we are concerned on a number of levels particularly around the Beckford Road section of the plan: -</p> <ul style="list-style-type: none"> - Removal of parking along Beckford Road, particularly after the railway bridge. These spaces are used for parking during drop off and pick up for parents not wanting to park on Darlington Road. By removing these spaces, more parents will enter Darlington Road in their cars making an already difficult situation worse both in terms of safety for the children and disturbance for local residents. As you will be aware, we have engaged multiple times with the Council on the issue of congestion on Darlington Road and this proposal will only exacerbate the situation. - The impact of the closure of North Road is likely to push traffic from King Edward's School onto the A36 causing further problems with parking specifically in the morning. There are currently no other parking spaces suggested around either school to ease this situation. - Removing the traffic island from Beckford Gardens. Many of our families use Beckford Road to walk to school including many of our Yr 5 and 6 children who may walk to school on their own. The junction between Beckford Road and Beckford Gardens is difficult at the best of times given that children must look three ways before crossing. The proposal is to provide a raised pavement giving pedestrians right of way however this is dependent on traffic stopping, could be misleading and therefore potentially dangerous. <p>As a primary school who will be directly affected by the proposal, we are disappointed not to have been invited</p>
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		<p>to collaborate on possible challenges during the planning stage, prior to the proposal going to general consultation.</p> <p><i>B&NES response: arranging to meet the school to discuss Darlington Road further and potential mitigation measures.</i></p>
Bathwick Estate Residents Association	Observation	<p>There is no analysis or evidence to support these proposals. The assertion that usage will follow provision ignores local geography and circumstances which have always been major determinants of traffic patterns in Bath.</p> <p>There has always been quite a lot of cycle traffic up Beckford Rd, most of which then heads down the canal towpath. (This is part of National Cycle Route 4) This traffic has markedly increased since covid restrictions began. The uphill section on Beckford Rd, passing parked cars, sometimes in heavy traffic, is unpleasant, and can be dangerous, for cyclists. A few cycle illegally on the pavement here, encouraged by misleading signage, making it dangerous for pedestrians instead. The second of the possible future schemes referred to would make this journey safer by directing such cyclists up the much quieter Sydney Rd route. This would meet a clear current need, and would encourage others to cycle. Why is this not being done now instead of the Beckford Rd proposal? It would make little sense to do so afterwards; they are alternatives.</p>

		<p>There is no analysis of the demand for improving North Rd for cyclists going up to the University. Motor traffic is not heavy, except at rush hours near KES, but the hill is very steep and long; that is the obvious deterrent for cyclists. Any difference in steepness with Bathwick and Widcombe Hills is marginal. The obvious potential new demand is from students, but for most of them cycling via North Rd would add a big dog-leg to their journey. This proposal seems to be driven more by the Scholar's Way slogan than by any evidence for its need.</p> <p>Remaining comments are about how the scheme should be implemented in the Bathwick Estate area, and related concerns, if the scheme nonetheless goes ahead.</p> <p>The Beckford Rd bus stop proposals are problematic (because of lack of road space) with the current position of the bus stop. The road is too narrow here for this to be practical. Why not move it up the hill to just before Beckford Gardens? The road is much wider here. There would need to be changes to the central road markings, which are currently ambiguous anyway.</p> <p>The continuous footway proposal at the end of Forester Rd could be of value on the inbound side, but this junction is dangerous for outbound cyclists and cars turning right onto Beckford Rd; they have poor sightlines for traffic coming up Beckford Rd. A raised pavement would make the required speedy exit more difficult. A slightly extended pavement on the inbound side would be a better idea.</p> <p>The proposals envisage removing double yellow lines at the end of Forester Road to free up parking for 4 cars with Zone 10 permits. This is opposite the top of Powlett Rd, and very close to the Beckford Rd junction. Who has made this assessment? This section of Forester Rd is the main entrance to an estate of 400 households. The junction is quite busy, and can easily get jammed up when Beckford Rd is busy, or deliveries or recycling trucks are there. It is also the only entrance to Powlett</p>
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		<p>Rd. Allowing cars to park there will worsen these problems, and make the junction more dangerous. B&NES comment: we have assessed that it would be safe to allow parking here.</p> <p>What is the assumed requirement for parking? The parking spaces on Beckford Rd are currently unlimited. Many have cars parked long term, and sometimes dumped. These car parking spaces are of some use for Beckford Rd residents (because they can see when spaces appear), but not for others on the Bathwick Estate.</p> <p>The proposals also envisage providing a time-limited parking bay on Beckford Rd near the railway bridge which can accommodate 8 cars. What is the requirement for this? It may encourage people to use it to visit the Cleveland Pools by car. But the CPT say people shouldn't come by car. However, the space would be a much better and safer location for the bus stop, as suggested earlier.</p> <p>The main impact for Bathwick Estate Residents of the bus gate on North Rd would be for those visiting, say the University, Golf Club, Cats and Dogs home or American Museum by car. Many of these residents are elderly and not very mobile, and therefore unlikely cycling converts. Their choice would be either substantial increases to the length of their journeys adding to car traffic and pollution elsewhere, bus plus a long walk, or not making the journey at all, causing loss of amenity to them, and of income to the businesses.</p> <p><i>B&NES comment: comments noted.</i></p>
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<p>The Sydney Place Residents Association</p>	<p>Support in general but have observations</p>	<p>First we fully support in principle the idea of Active Travel in Bath, and the Sydney Place Residents Association has been advocating for it for more than 20 years. However, the Beckford Road / North Road Active Travel Proposal has not been properly thought through and will have the opposite effect to the effect intended.</p> <p>Indeed, we are confident it would not even have been considered and would never have got to this advanced stage had local residents been consulted on it earlier.</p> <p>For it is the wrong money being spent on the wrong route, on the wrong proposal, which is likely to have a massively adverse effect on our quality of life locally. Ironically, for all of us in this immediate neighbourhood, the Beckford Rd/ North Rd proposal, if implemented against the express will of the local people, will make active travel more difficult, not easier, in this part of Bath, and it will prove a menace to local cyclists and pedestrians alike.</p> <p>For as motorists seek alternative routes, through traffic will inevitably be displaced from a rural road onto quiet residential streets including Sydney Road and New Sydney Place, roads which the Liberal Democrats have been promising us since 2001 would be barred to through traffic.</p> <p>With the full support of our local Liberal Democrat councillors, Manda and Kumar, New Sydney Place and Sydney Road are now at long last due to be made one of Bath's first Low Traffic Neighbourhoods, thus reinstating a proposal that got as far as a B&NES Second Stage Public Consultation in May 2002 only to be shot down at that time by the then all-powerful motorists lobby.</p> <p>The Pelican crossing by the Holburne Museum had originally been intended by the Council in 2002 to be a Toucan crossing, and cyclists coming down Gt Pulteney St were to be routed along the desire line across the A36, using the Toucan crossing by the Holburne Museum, and then up the quiet residential street that is</p>
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		<p>New Sydney Place and Sydney Road. This is what would have happened by 2003 had the B&NES engineers and Liberal Democrat Councillors had their way at the time.</p> <p>We must ask: Even if North Rd must be closed, what is the point of needlessly frittering away the precious, all-too-limited budget dedicated to cycle routes, deploying it to make unnecessary changes to the Primary Route A36 in Beckford Rd, thus displacing rat-running traffic onto these quiet residential streets previously popular with cyclists and pedestrians alike?</p> <p>For without spending all that money from the cycling budget, instead of going around the three upper sides of the Sydney Gardens hexagon, cyclists could leave the A36 and go around the lower three sides of Sydney Gardens for exactly the same distance to reach North Rd, using New Sydney Place and Sydney Road which will hopefully soon be closed to through traffic once the LTN comes in. Then that same money from the cycle routes budget could be deployed to put in further cycle routes elsewhere, up Widcombe Hill for example, where cyclists have been clamouring for it.</p> <p>The proposal, as far as we have been able to determine, will massively increase the damaging impact of cars on residential streets, increase rat-running, and as your own B&NES Traffic Management engineers will tell you, will make traffic management far more difficult not easier, as cars bypass the A36 primary route controlled by the computerized traffic management system to rat-run down Sydney Road and New Sydney Place, leading to increased queues and standing traffic, increasing emissions in residential streets.</p> <p>This ill-thought-through proposal will also inevitably mean (i) further traffic-induced vibration damage to some of Bath's most important built heritage (where almost every second week more ornamental masonry is lost from the facade due to traffic vibration); (ii) increased emissions adversely impacting our health, and (iii) will pose an unconscionable threat to the safety</p>
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		<p>and lives of cyclists and pedestrian, ranging from the very young and their families to the very elderly who live here, as well as threatening the safety and lives of those pedestrians who cross this road to visit Sydney Gardens. Emissions which are already at an unacceptably high level, will only get worse in consequence.</p> <p>The potentially tragic consequences of this 'experiment' make it far too high risk to be tried, and also, for the reasons we have adduced, unnecessary in this form.</p> <p>If North Rd must be shut in the view of the Council, then the only way to avoid the adverse impact is by abandoning the proposed alterations to Beckford Road and instead routing cyclists from Gt Pulteney St up New Sydney Place and Sydney Road to the junction with the A36 at the top, to access North Rd from there, and closing New Sydney Place and Sydney Road to through traffic per the LTN proposal backed by Manda and Kumar, and as promised to our Association for over two decades. This way, there will be no displacement of traffic onto local streets, and drivers will just have to be patient and stay on the A36 Primary Route.</p> <p><i>B&NES comment: there would be benefits in encouraging use of Sydney Place/Sydney Road as a cycle route, including converting the existing Puffin crossing to a Toucan. However, this would be in addition to and not instead of a route along Beckford Road, which would provide a direct link to the canal towpath from the city centre.</i></p>
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Combe Down to University of Bath: Copseland

Organisation	Objection or support	Summary of comments
Cllrs Alison Born & Winston Duguid	General Comment that consultation portal was a little tricky to navigate & webinar not as useful as anticipated	<p>Bath University to Combe Down via Copseland, Quarry Farm and existing off-road path</p> <p>Widcombe Hill end of Copseland – Local residents over riding concern is that this is an over-engineered solution which:</p> <ul style="list-style-type: none"> - Removes valuable green space from outside the houses near the Quarry Farm track. - Places a Belisha Beacon in the centre of the entrance to Copseland, creating a hazard and making access difficult for some vehicles. - Means that the residents of Rhodesia House will come out of their driveway directly on to the pedestrian crossing. - Makes the left turn into Copseland more difficult and dangerous for the cyclists who have come up Widcombe Hill. - Makes the entrance and exit to Copseland too narrow which will cause difficulties for deliveries etc. - Is likely to make the area around Clarence Terrace more dangerous, unless traffic is calmed. - Doesn't take account of the bus stop opposite Clarence Terrace (residents questioned whether the author of the plans had visited the site). - Requires the significant number of residents who live above Copseland on Widcombe Hill and are travelling from the Bathwick direction to access their homes via the Oakley junction which is much more difficult than access via Copseland. - Is unlikely to be used by Cyclists who will continue to cut directly across Widcombe hill between the Quarry Farm track and Oakley.

		<p>Residents feel that the crossing is a “sledgehammer to crack a nut” and that all that is required is effective traffic calming to slow traffic down to the 20mph limit on Widcombe Hill. They are also concerned that the proposed design is out of keeping with the semi-rural nature of the top of Widcombe Hill. If a pedestrian crossing were to be provided, it should be further towards the Oakley junction where dropped kerbs are already in place. A raised pedestrian crossing at this point would have the dual purpose of calming the traffic and providing a safe space for pedestrians to cross the road.</p> <p>Several of the residents we spoke to are keen cyclists and are supportive of measures to encourage cycling but also expressed concern about mixing cyclists with pedestrians, off lead dogs etc. This is a particular risk on the path to Rainbow Wood which is used extensively by walkers, joggers, dogs, children and cyclists and where it is essential that cyclists do not see the track as part of a cycling super highway but treat it as a mixed use facility where they will have to proceed with caution.</p> <p><i>B&NES comment: the revised proposals have removed the parallel zebra crossing but still include improvements which will make it easier to cross from Quarry Farm to Copseland.</i></p> <p>Residents are more supportive of the crossing on Bathwick Hill because they felt that the traffic volumes there require a crossing but they have identified a number of technical and safety issues with the proposed design which Peter Marsden has described in detail in his response to the consultation.</p> <p>When visiting the site to meet with residents, we observed the significant challenges caused by the narrowing of Bathwick Hill just above North Road at Oakley. Anything that forces more traffic onto this section of road (ie the proposed Widcombe Hill crossing) should be avoided.</p>
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		<p>One potential mitigation could be to remove the pavement on the opposite side to the houses on Oakley (the left hand side as you come up the hill) which would help reduce the pinch point and make the road feel safer. Several people commented that this would be a better use of public funding than that which is proposed.</p> <p>Concern was also expressed at the loss of some of the green space opposite Copseland; the impact on the historic boundary stone (located in that vegetation) and the right turn lane into North Road which will cause traffic to back up along Oakley, further exacerbating air quality problems in that location.</p>
Copseland Residents Association	Objection	<p>Do not feel it will benefit the safety of pedestrians and cyclists.</p> <p>Feel it will introduce unnecessary hazards, add to environmental harm and detract from residential amenity.</p> <p>Do not feel the pre pandemic volume of traffic on Widcombe Hill / Claverton Down Road presents a hard for those wishing to cross from Quarry Farm into Copseland and vice versa.</p> <p>Find there are few cyclists who use this route from/to Combe Down, and fewer pedestrians, most of whom are recreational and are not accessing the University.</p> <p><i>B&NES comment: one of the main objectives is to encourage more people to walk and cycle and therefore interventions do not need to be based on current levels of usage.</i></p> <p>Majority of cyclists and pedestrians who use Copseland have travelled up Widcombe Hill as the shortest, and quickest, route from the 'student quarter' in Westmoreland and Oldfield Park.</p> <p>Feel the design introduces hazards that do not currently exist and that a reduction in road width will lead to a back up of traffic.</p>

		<p>Would like the proposal for no left turn out of Copseland to be removed. Feel it is illogical for no left turn out of Copseland while a right turn out of Quarry Farm is permitted.</p> <p>Drawing of the crossing makes no mention of the bus stop situated at the top of Widcombe Hill and only makes reference to the approximate position of residential vehicular access to the property (Rhodesia House) on the corner of Quarry Farm and Claverton Down Road, whereas it appears on the ground to be situated in the very middle of the proposed parallel crossing.</p> <p><i>B&NES comment: we are aware of this bus stop and it was taken into account in the design.</i></p> <p>Feel that the concept of a crossing at this point should be abandoned as being unnecessary in the first instance. Suggestion of installing speed bumps as in Lower Oldfield Park / Hayesfield School area. Feel funding could be better spent to improve the junction of Claverton Down Road and Oakley outside the community hall.</p>
Beech Avenue Residents Association	Objection	<p>Concerned at the speed the active travel proposals have been put together and processed.</p> <p>Object to the time period available for consultation.</p> <p>Four main concerns are: -</p> <p>The proposed 'experimental' bus gate on steep North Road (which attracts no more than 40 cyclists per day for obvious reasons), with its major unintended consequences and no definition of success criteria</p> <p>Proposed parallel Zebra crossings, with associated dangerous traffic restrictions, placed over road junctions at either end of narrow Copseland, and neither of which would be placed in a position that pedestrians or cyclists are likely to use in practice.</p>

		<p><i>B&NES comment: acknowledge that at the Widcombe Hill/ Copseland crossing, most cyclists are unlikely to use the crossing. However, improvements for pedestrians in particular are still required to help them to cross, which is reflected in the amended proposals. We disagree that the crossing at the Oakley end of crossing would not be used. This can be a difficult place to cross, particularly during peak periods.</i></p> <p>A proposed 10-feet wide cycle path extension to The Avenue that would form no part of the route that students take to and from the university, and where cyclists are even more rarely seen than on North Road.</p> <p><i>B&NES comment: cyclists already use the path and providing a specific cycle path here would help facilitate that and improve safety of pedestrians due to the narrow width of the current path.</i></p>
The Widcombe Association	Support principle of safer route	<p>Support principle of safe route – for cyclists from the direction of Combe Down to the University that may also provide better access in the future to Ralph Allen school.</p> <p>Some reservations on the proposal New crossing of Widcombe Hill by junction with Copseland – just downhill of this Widcombe Hill is restricted to one lane due to parked cars by Clarence Terrace and there are poor sight lines. It is the only parking available for residents.</p> <p><i>B&NES comment: see comments above.</i></p> <p>Concerned about off road section of proposed route along paths that are heavily used by walkers. Important that route upgrade is not too urban in style.</p> <p><i>B&NES comment: noted.</i></p>

Bathwick Hill Residents Association	Generally support Combe Down to the University of Bath	<p>We do support more cyclists being encouraged to use the route from Combe Down to the university and the proposed crossing at the top of Bathwick Hill will help both cyclists and local residents. We also support the improvements for pedestrians crossing the top of North Road and crossing Copseland at its junction with Bathwick Hill. Both of these junctions are very difficult for pedestrians at present. There is currently no pavement build out at Copseland and we hope the new scheme will improve sightlines for pedestrians crossing from Bathwick Hill to Oakley across Copseland.</p>
Beech Avenue Residents Association	Objections / concerns	<p>Proposed Parallel Zebra Crossing at Junction of Copseland/Widcombe Hill/Claverton Down Road/Quarry Farm Drive</p> <p>Do not feel the proposed crossing is necessary in terms of its stated aims and will not do anything to benefit safety. Feel it will introduce unnecessary hazards, add to environmental harm and detract from residential amenity.</p> <p>The volume of traffic on Widcombe Hill/Claverton Down Road is modest and does not present any particular hazard for those wishing to cross from Quarry Farm Drive to Copseland or vice versa, with good sight lines in both directions.</p> <p>The University of Bath has consistently stated that, despite considerable efforts to encourage more to do so, no more than about 250 students cycle to/from the university, no doubt dictated by the steep hills in the area.</p> <p>RA also feel the inconvenience to local residents is disproportionate to the stated aims.</p> <p>Design of proposed crossing would introduce hazards through a substantial reduction in road width which will also mean a back up of traffic.</p>

		<p>Would like the no left turn out of Copseland proposal removed. crossing should be moved a few metres to the east to a distance of 5 metres measured from the driver's position as he/she waits at the Give Way line allowing for a widened exit from Copseland and the reinstatement of the left turn.</p> <p>Illogical that there should be no left turn out of Copseland while a right turn out of Quarry Farm is permitted.</p> <p>Believe current design may also have unintended consequences – such as longer journeys.</p> <p><i>B&NES comment: see comments above.</i></p> <p>Believe that money would be better spent on safety improvements at the nearby Claverton Down Community Hall accident black spot.</p> <p><i>B&NES comment: design work on potential improvements to this junction is currently being undertaken as a separate scheme.</i></p>
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Other matters

Organisation title	Objection / support Either general or specific items?	Comments summary
Cllrs Alison Born & Winston Duguid	General comments	It is also worth noting many comments on statements that the Active Travel Funding must be spent because it is WECA funding and we will lose it if it is not used on these schemes. Our residents do not support this view and have stated that all public money should be spent wisely, whatever the source. They do not think that statements of this sort enhance the council's credibility and they do not support them.

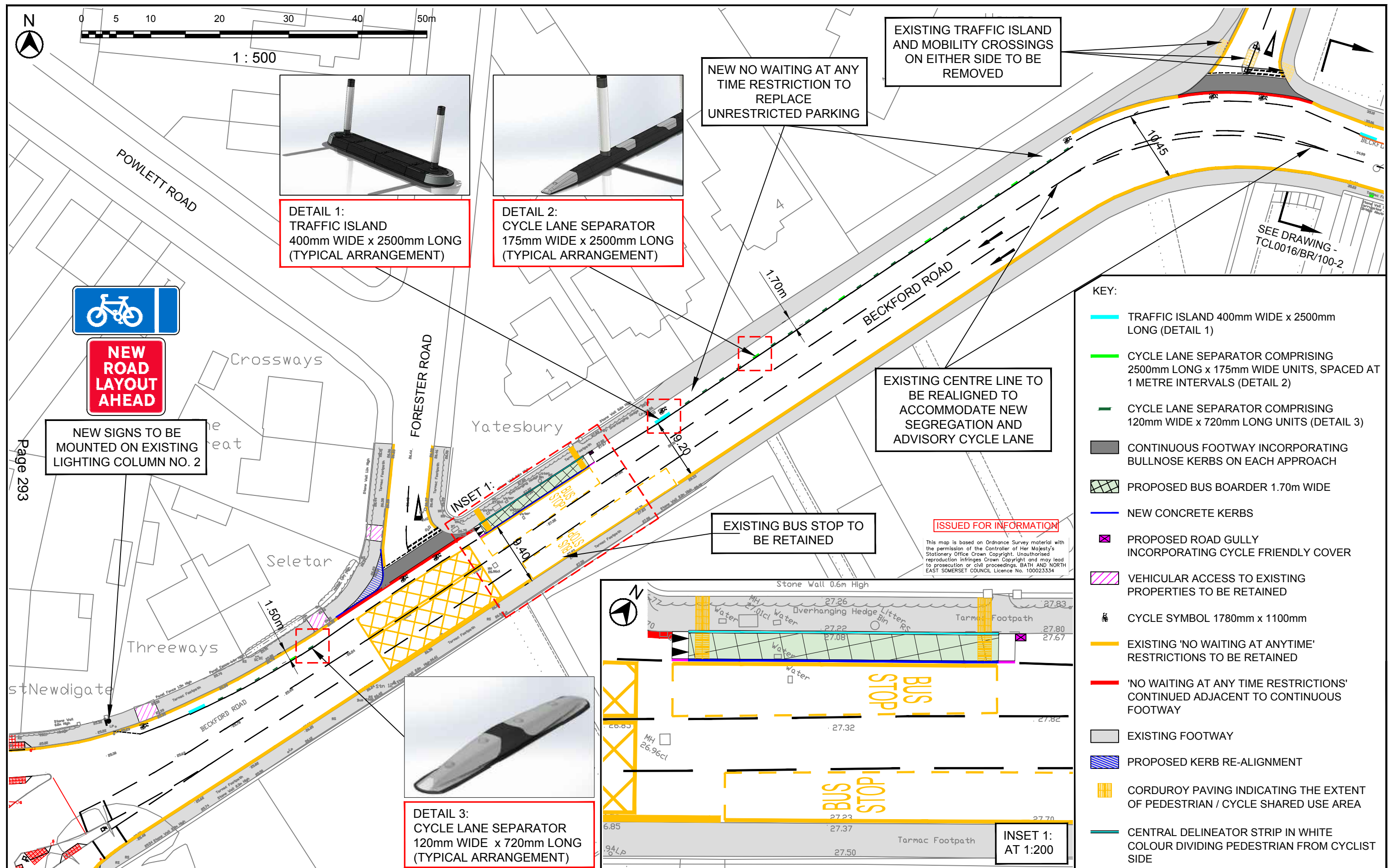
		<p>Lastly, we have some concerns about the notion of cycling as “mass transit”. This may be government policy but that does not mean it is right. London, for example, has for many years been blighted by large groups of cyclists trying to travel as quickly as they can across the city. Some are inconsiderate and do not follow the highway code. When this happens, they can be as dangerous to pedestrians as cars which can set up conflicts between walkers and cyclists.</p> <p>Many of the cycle routes in Bath such as the canal and the Rainbow Woods track are shared with pedestrians. In the same way that we are creating more 20mph roads to encourage consideration by motorists; similar messages need to be given to cyclists emphasising the need for safe rather than speedy travel.</p>
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Cycling Projects - Wheels for All Bath & West	Support, observations	<p>The proposed schemes are to be welcomed in providing a higher standard of cycling infrastructure across the City of Bath.</p> <p>As an inclusive cycling scheme using a stock of adapted cycles, handcycles and trikes our users are not able to use conventional cycles and are unlikely to use much of the existing road and cycle infrastructure. The recent Gear Change document and LTN1/20 is to be welcomed in challenging previous infrastructure to cater for all users and to accommodate users of adapted cycles: "cycle infrastructure should be accessible to everyone from 8-80 or beyond". It's also encouraging to note that this was referenced by Chris Wood in the recent webinar on the proposed Active travel schemes.</p> <p>Adequate width of cycle lanes to accommodate the additional length and width of on standard cycles, hand cycles, trikes and especially side by side tandems(e.g 113cm wide) needs to be adopted.</p> <p>Making users of cycle infrastructure feel safe is vital to increasing "non traditional groups including older and disabled people". To support this increase 'soft measures' like promotional initiatives and cycle buddy schemes' that create confidence, provision of training and skill acquisition for more marginalised and disabled users should be supported.</p> <p>The use of e-bikes and e-trikes will have a key role in enabling under-represented but potential cyclists benefit from the proposed improvements, especially given the city's hilly geography. Given the current relatively high cost of e-bike/trikes the implementation of an e-trike loan scheme could generate awareness of their benefits and create a wider use of e-bikes/trikes. Wheels for All Bath & West is supportive of the 3 proposed schemes and offers support and advice in making them accessible.</p>
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Bailbrook Lane Residents Association	Support	These are amazing plans! Let's make sure they happen.
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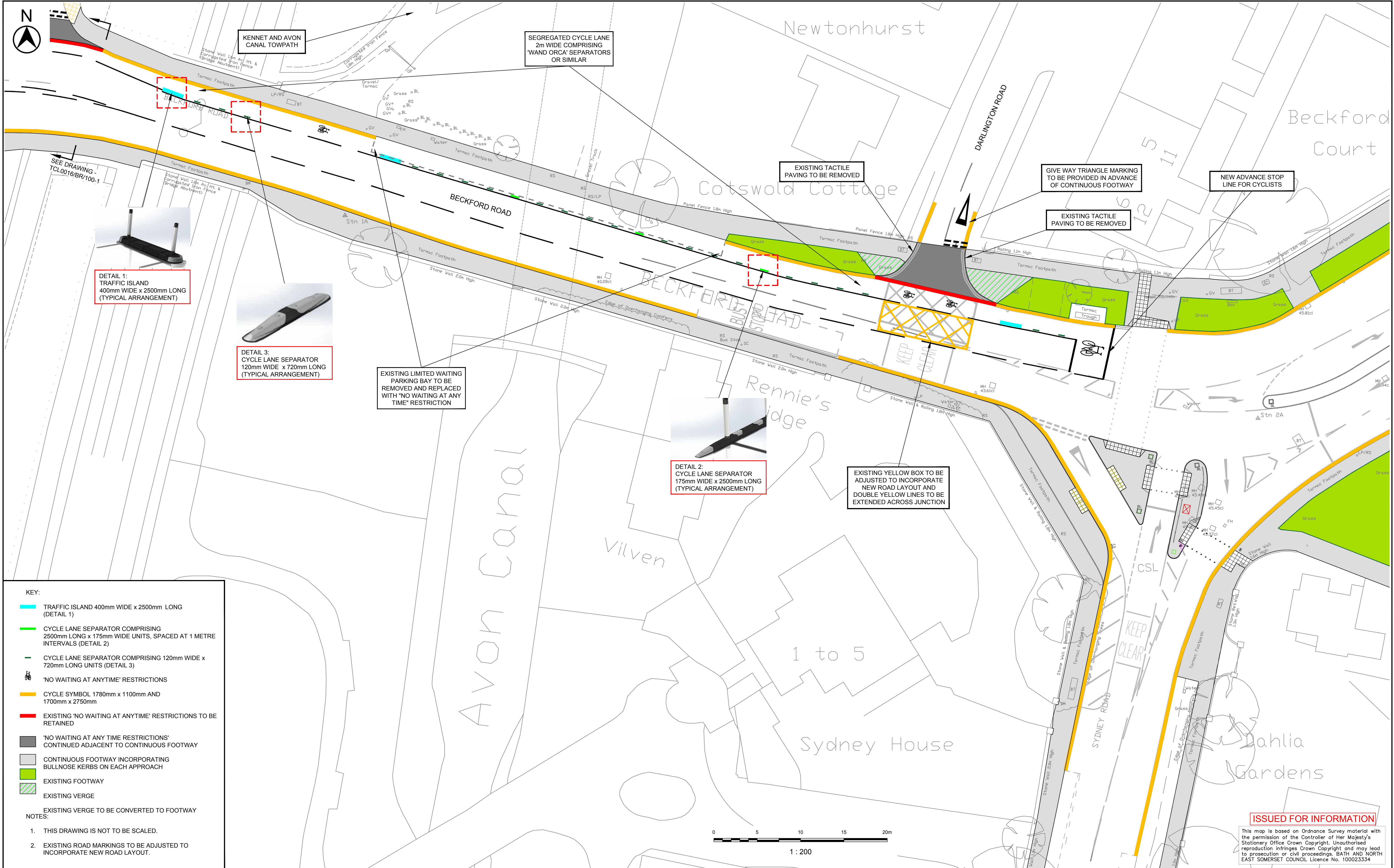
Sustainable Transport Team
Highways & Transport
Bath & North East Somerset Council

Email: ActiveTravel_FundConsultation@bathnes.gov.uk



<p>Bath & North East Somerset Council</p> <p>CHRIS MAJOR ASSISTANT DIRECTOR - HIGHWAYS AND TRANSPORT</p>	<p>PRODUCED BY</p> <p>TRAFFIC MANAGEMENT</p>	<p>SCHEME TITLE</p> <p>ACTIVE TRAVEL FUND</p>	<p>DRAWING TITLE</p> <p>BECKFORD ROAD GENERAL ARRANGEMENT</p>	<table> <tr> <td>F</td><td>28/05/2021</td><td>ORCAS AMENDED</td><td>LED</td><td>TP</td><td>NT</td></tr> <tr> <td>E</td><td>02/02/2021</td><td>MANDATORY CYCLE LANES INCLUDED</td><td>LED</td><td>TP</td><td>NT</td></tr> <tr> <td>D</td><td>21/12/2020</td><td>BUS BOARDER & CONTINUOUS FOOTWAYS INCLUDED</td><td>LED</td><td>TP</td><td>NT</td></tr> <tr> <td>C</td><td>16/12/2020</td><td>SEGREGATED CYCLE LANE BETWEEN BATHWICK ST & FORESTER RD INCLUDED</td><td>LED</td><td>TP</td><td>NT</td></tr> <tr> <td>B</td><td>16/12/2020</td><td>DRAWING BOUNDARY INCREASED</td><td>LED</td><td>TP</td><td>NT</td></tr> <tr> <td>A</td><td>10/12/2020</td><td>ISSUED TO ATAF FOR CONSULTATION</td><td>LED</td><td>TP</td><td>NT</td></tr> <tr> <td>-</td><td>08/07/2020</td><td>DRAWING FIRST CREATED</td><td>LED</td><td>TP</td><td>NT</td></tr> </table>	F	28/05/2021	ORCAS AMENDED	LED	TP	NT	E	02/02/2021	MANDATORY CYCLE LANES INCLUDED	LED	TP	NT	D	21/12/2020	BUS BOARDER & CONTINUOUS FOOTWAYS INCLUDED	LED	TP	NT	C	16/12/2020	SEGREGATED CYCLE LANE BETWEEN BATHWICK ST & FORESTER RD INCLUDED	LED	TP	NT	B	16/12/2020	DRAWING BOUNDARY INCREASED	LED	TP	NT	A	10/12/2020	ISSUED TO ATAF FOR CONSULTATION	LED	TP	NT	-	08/07/2020	DRAWING FIRST CREATED	LED	TP	NT	<table> <tr> <td>DATE</td><td>AUG 2020</td><td>DRAWN BY</td><td>LED</td><td>APPROVED BY</td><td>NT</td></tr> <tr> <td>SCALE</td><td>1:500@A3</td><td>CHECKED</td><td>TP</td><td></td><td></td></tr> <tr> <td>CLIENT REF.</td><td colspan="5">ACTIVE TRAVEL FUND BECKFORD ROAD GENERAL ARRANGEMENT</td></tr> <tr> <td>DRAWING No.</td><td colspan="5">TCL0016S02/100-1</td></tr> <tr> <td>REV.</td><td></td><td>CHKD.</td><td></td><td>APPROV.</td><td></td></tr> <tr> <td></td><td></td><td></td><td></td><td></td><td>F</td></tr> </table>	DATE	AUG 2020	DRAWN BY	LED	APPROVED BY	NT	SCALE	1:500@A3	CHECKED	TP			CLIENT REF.	ACTIVE TRAVEL FUND BECKFORD ROAD GENERAL ARRANGEMENT					DRAWING No.	TCL0016S02/100-1					REV.		CHKD.		APPROV.							F
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KEY:

TRAFFIC ISLAND 400mm WIDE x 2500mm LONG (DETAIL 1)

CYCLE LANE SEPARATOR COMPRISING 2500mm LONG x 175mm WIDE UNITS, SPACED AT 1 METRE INTERVALS (DETAIL 2)

CYCLE LANE SEPARATOR COMPRISING 120mm WIDE x 720mm LONG UNITS (DETAIL 3)

'NO WAITING AT ANYTIME' RESTRICTIONS

CYCLE SYMBOL 1780mm x 1100mm AND 1700mm x 2750mm

EXISTING 'NO WAITING AT ANYTIME' RESTRICTIONS TO BE RETAINED

'NO WAITING AT ANY TIME RESTRICTIONS' CONTINUED ADJACENT TO CONTINUOUS FOOTWAY

CONTINUOUS FOOTWAY INCORPORATING BULLNOSE KERBS ON EACH APPROACH

EXISTING FOOTWAY

EXISTING VERGE

EXISTING VERGE TO BE CONVERTED TO FOOTWAY

NOTES:

1. THIS DRAWING IS NOT TO BE SCALED.

2. EXISTING ROAD MARKINGS TO BE ADJUSTED TO INCORPORATE NEW ROAD LAYOUT.

Bath & North Somerset Council

CHRIS MAJOR
ASSISTANT DIRECTOR – HIGHWAYS AND TRANSPORT

PRODUCED BY

TRAFFIC MANAGEMENT

SCHEME TITLE

ACTIVE TRAVEL FUND

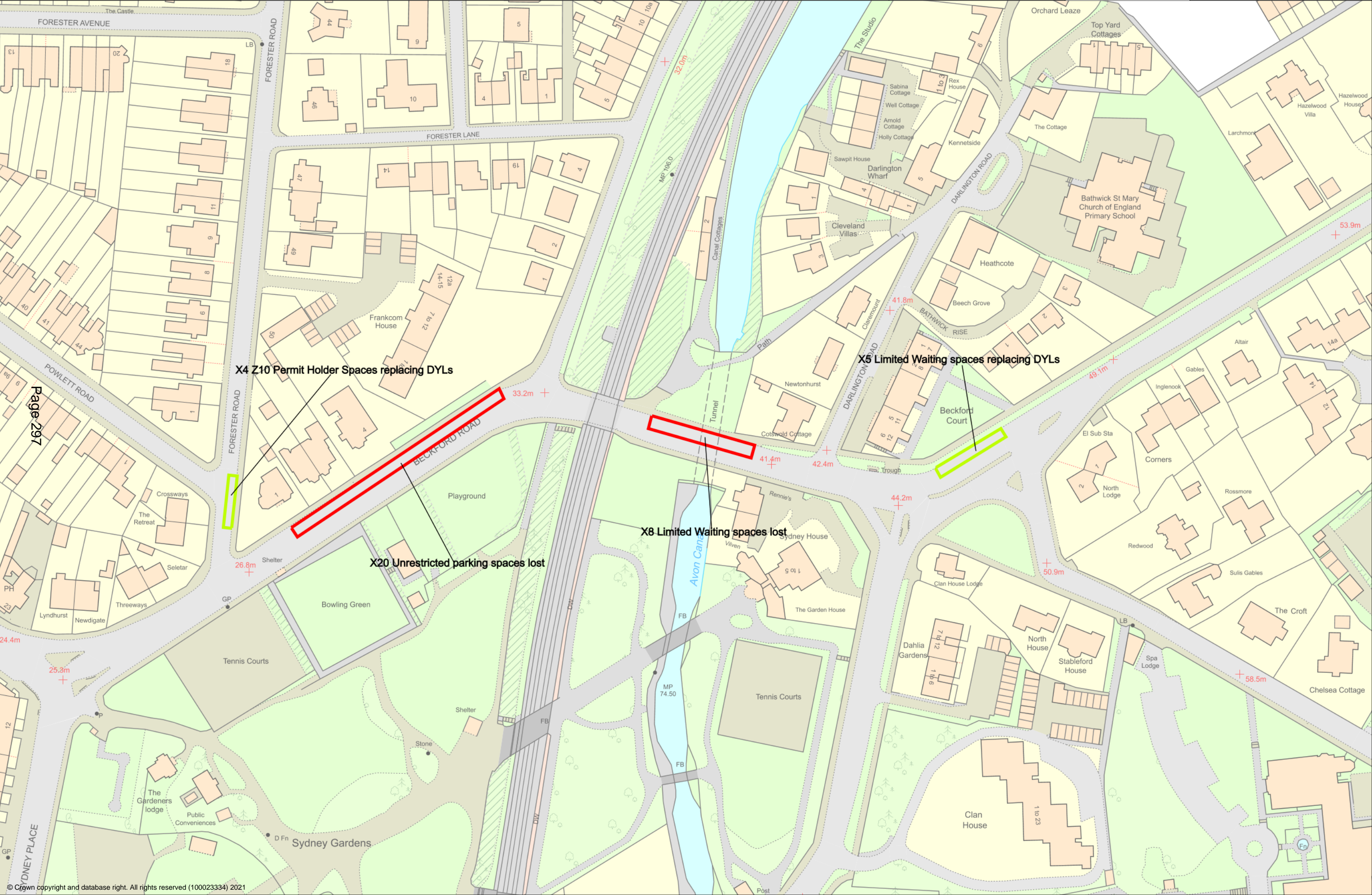
DRAWING TITLE

BECKFORD ROAD
GENERAL ARRANGEMENT

D	27.05.2021	ORCAS AMENDED	LED	TP	SRC
C	03.02.2021	ATAF MEETING COMMENTS INCLUDED	LED	TP	SRC
B	16.12.2020	TOUCAN CROSSING REMOVED & SEGREGATED CYCLE LANE EXTENDED EASTWARDS	LED	TP	SRC
A	10.12.2020	ISSUED TO ATA FOR CONSULTATION	LED	TP	SRC
-	18.10.2020	DRAWING FIRST CREATED	LED	TP	SRC
REV.	DATE	REVISIONS	DRWN.	CHKD.	APPROV.

DATE	OCT 2020	DRAWN BY	LED	APPROVED BY	NT
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Active travel schemes consultation

Why are we consulting?

The Upper Bristol Road scheme is one of a number of travel projects which we have designed to promote active travel in our area: making it easier and safer to cycle, walk or wheel for short journeys. We would like your views on our plans, to ensure that we make the most appropriate changes to our travel and transport network.

What are we consulting on?

We are asking for your views on the following topics:

- Our plan to install cycle paths
- The design of the proposed cycle paths
- Our plan to create 'continuous walkways' for pedestrians
- Our plan to alter the junction of Marlborough Road and Upper Bristol Road

Find out more

Find out more about Active travel schemes at:

<https://beta.bathnes.gov.uk/active-travel-schemes>

A4 Upper Bristol Road

This scheme involves creating cycle lanes which are separated from motor traffic and introducing safety measures to give pedestrians priority on the Upper Bristol Road, between its junctions with Midland Road and Charlotte Street.

We recommend that you read in detail about the scheme before giving us your opinion about each of the scheme proposals below. You can see online at <https://beta.bathnes.gov.uk/a4-upper-bristol-road>

Do you agree or disagree with the following statements?

I support reducing space for motor vehicles and parking to create cycle lanes on the A4 Upper Bristol Road

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support separating the cycle lanes from motor traffic by using bollards, islands and cycle bypasses at bus stops

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support narrowing Marlborough Lane at its junction with Upper Bristol Road to make it easier for pedestrians to cross

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support raising the level of the road where side streets meet Upper Bristol Road, to create 'continuous footways' for pedestrians

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



City centre to University of Bath: Beckford Road and North Road

This scheme involves creating a cycle lane and pedestrian safety improvements on Beckford Road and North Road, and adding a cycle lane next to the footpath on The Avenue, to make it easier and safer to walk or cycle from the city centre to the University of Bath.

We recommend that you read in detail about the scheme before giving us your opinion about each of the scheme proposals below. You can see online at <https://beta.bathnes.gov.uk/city-centre-university-bath-beckford-road-and-north-road>

Do you agree or disagree with the following statements?

I support reducing space for car parking to create a new eastbound (uphill) cycle lane on Beckford Road

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the design of the proposed cycle lane on Beckford Road

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the proposed design of the bus stop on Beckford Road

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the use of a one-way 'bus gate' on North Road, to restrict southbound (uphill) traffic ONLY

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the use of a two-way 'bus gate' on North Road, to restrict traffic in BOTH directions

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the proposal to restrict southbound traffic on Cleveland Walk (between junctions with Sham Castle Lane and North Road)

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the proposed creation of a separate cycle lane and pedestrian footpath on The Avenue

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the proposed design of the new cycle lane on The Avenue

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



Combe Down to the University of Bath: Copseland

This scheme involves creating zebra crossings and other safety measures at junctions at both ends of Copseland, to make it easier for people to walk and cycle between Combe Down and the University of Bath.

We recommend that you read in detail about the scheme before giving us your opinion about each of the scheme proposals below. You can see online at

<https://beta.bathnes.gov.uk/combe-down-university-bath-copseland>

Do you agree or disagree with the following statements?

I support the proposal to install zebra crossings for pedestrians and cycles to cross Oakley and Claverton Down Road, to the north and south of Copseland

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the design of the proposed zebra crossings to the north and south of Copseland

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



I support the proposed modification of the bus stop at the top of Bathwick Hill

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree



To help us to ensure that we research the opinions of a wide variety of groups and people, we would be very grateful if you could answer a few short questions about yourself.

Are you replying to this consultation for yourself, or on behalf of a group or organisation?

- ☐ Myself
- ☐ An organisation

Please tell us the basis of your interest in travel and transport in and around Bath

Please tick the FIRST category that applies to you only

- ☐ I'm a business owner
- ☐ I'm a student
- ☐ I live outside Bath, but travel to the city for work or leisure
- ☐ I'm a Bath resident
- ☐ Prefer not to say
- ☐ Other

If 'Other', Please specify

Please tell us your postcode

We will only use this for the purpose of mapping out where we receive research responses from

What is your professional or working status?

- ☐ Employed
- ☐ Self employed
- ☐ Not in paid work
- ☐ Prefer not to say

How would you describe your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Something else

How old are you?

- ☐ 16 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 74
- ☐ 75 to 84
- ☐ 85+
- ☐ Prefer not to say

Do you have any dependent children?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Do you consider yourself to be disabled?

- ☐ Yes
- ☐ No
- ☐ No, but I live with or care for someone with a disability

If you have additional comments or suggestions about any of the proposed schemes in this consultation, please submit them here

Could you help us by taking part in a follow-up study that looks at your travel and transport habits?

If you're keen to help us shape our transport and travel policy for the future, we'd love to take your contact details. We're preparing follow-up research, and will contact you when it's ready.

We will ask you about the way you use transport, and how you travel around. We will then return **12 months later** with a similar questionnaire, to see if your travel and transport habits have changed over time.

The studies should take no more than around half an hour of your time.

☐ Yes

☐ No

We will take your contact details and will be in touch about this study. Participating should only take around 15 minutes of your time.

We will not use your information for any other purpose, and you can choose to leave the study at any time.

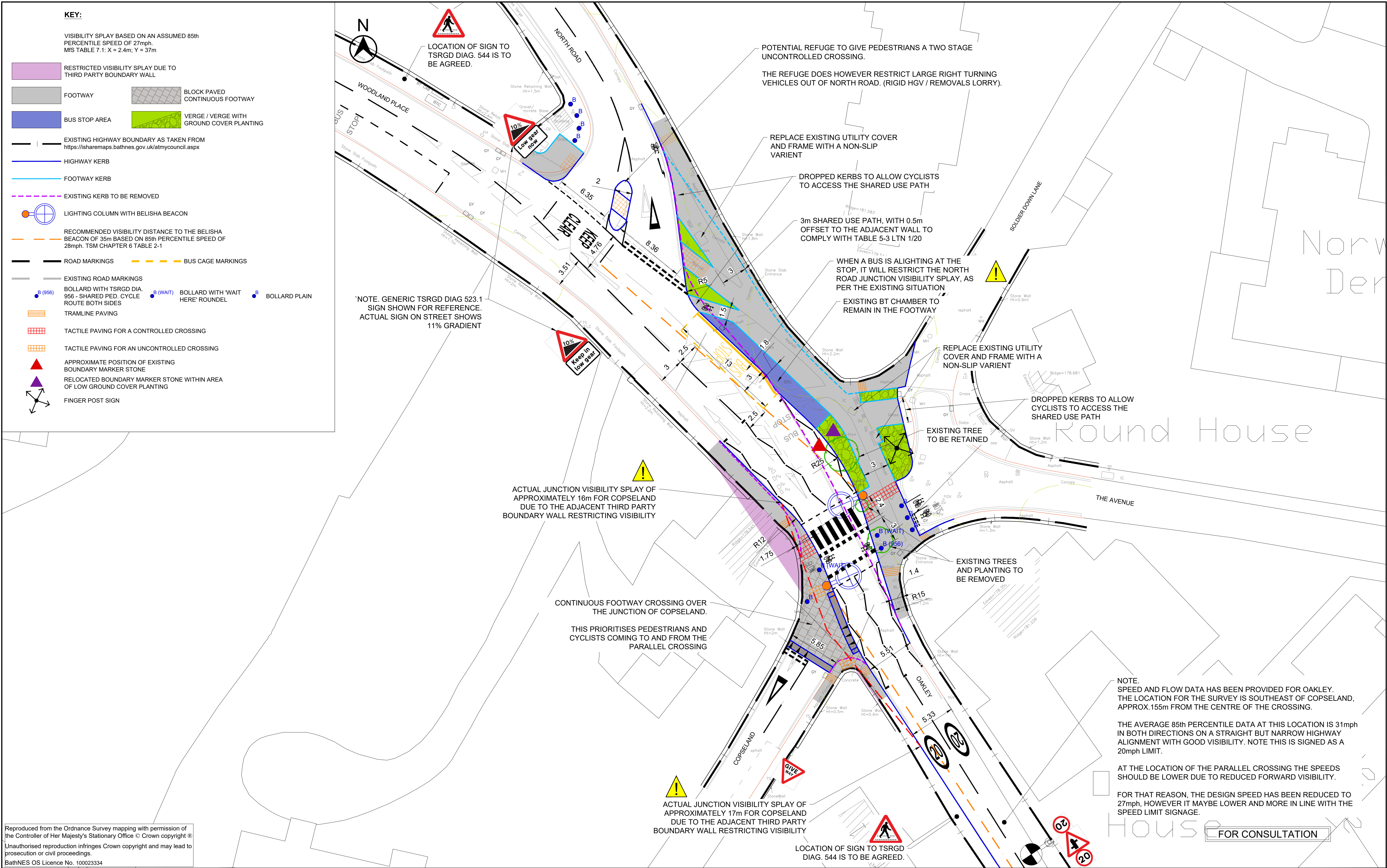
Declaration

You must read the privacy notice at <https://beta.bathnes.gov.uk/privacy-policy> and agree to this statement to take part in this consultation.

I declare that the information I have provided is true, to the best of my knowledge. I understand that the information I have provided will be used as part of the consultation process.

☐ I have read the Privacy Notice

☐ I confirm that I agree



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Bath & North East Somerset Council

CHRIS MAJOR
ASSISTANT DIRECTOR
HIGHWAYS & TRANSPORT

PRODUCED BY

TRAFFIC MANAGEMENT

SCHEME TITLE

OAKLEY (WOODLAND PLACE) / COPELAND
PARALLEL CROSSING

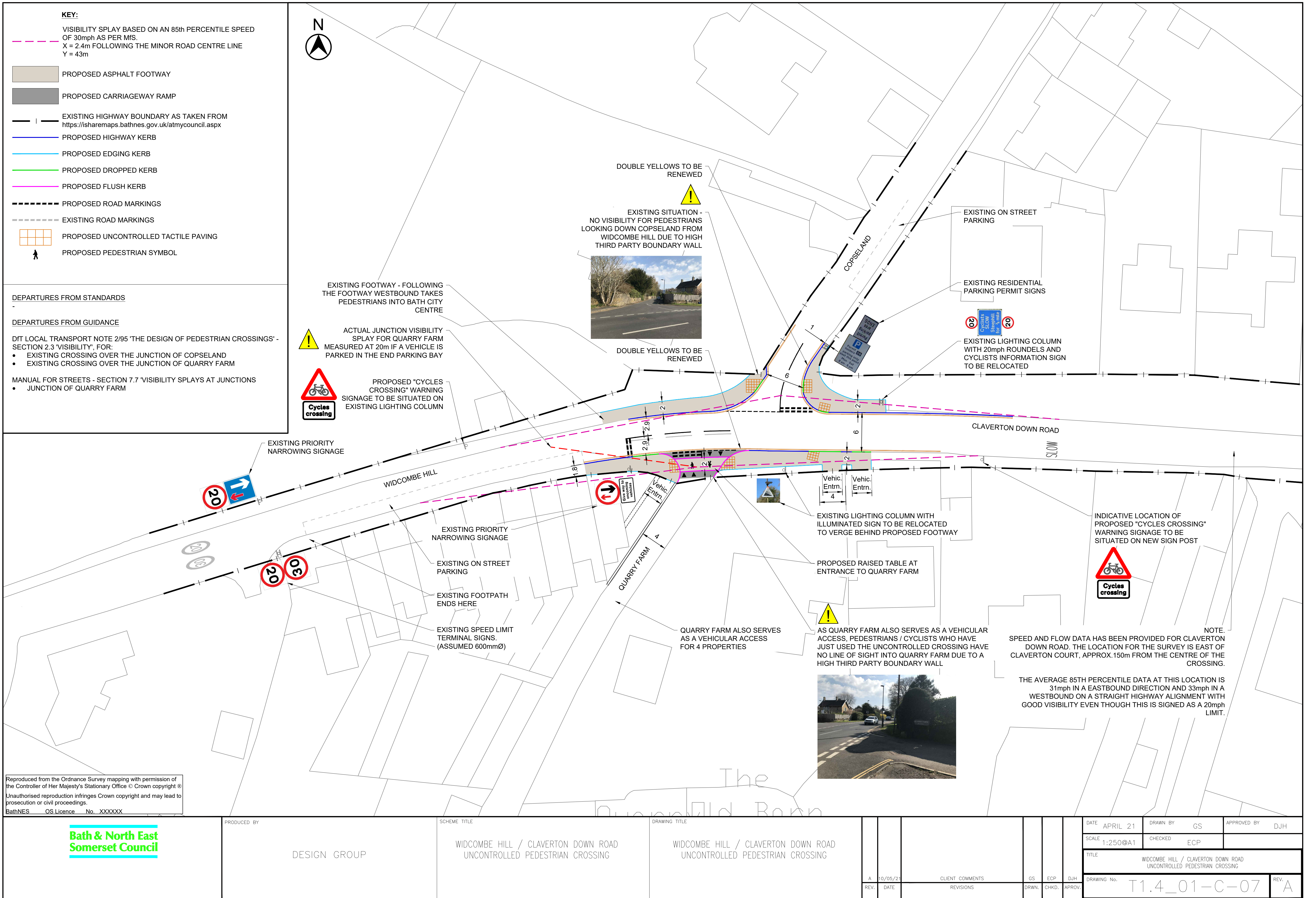
DRAWING TITLE

OAKLEY (WOODLAND PLACE) / COPELAND
PARALLEL CROSSING

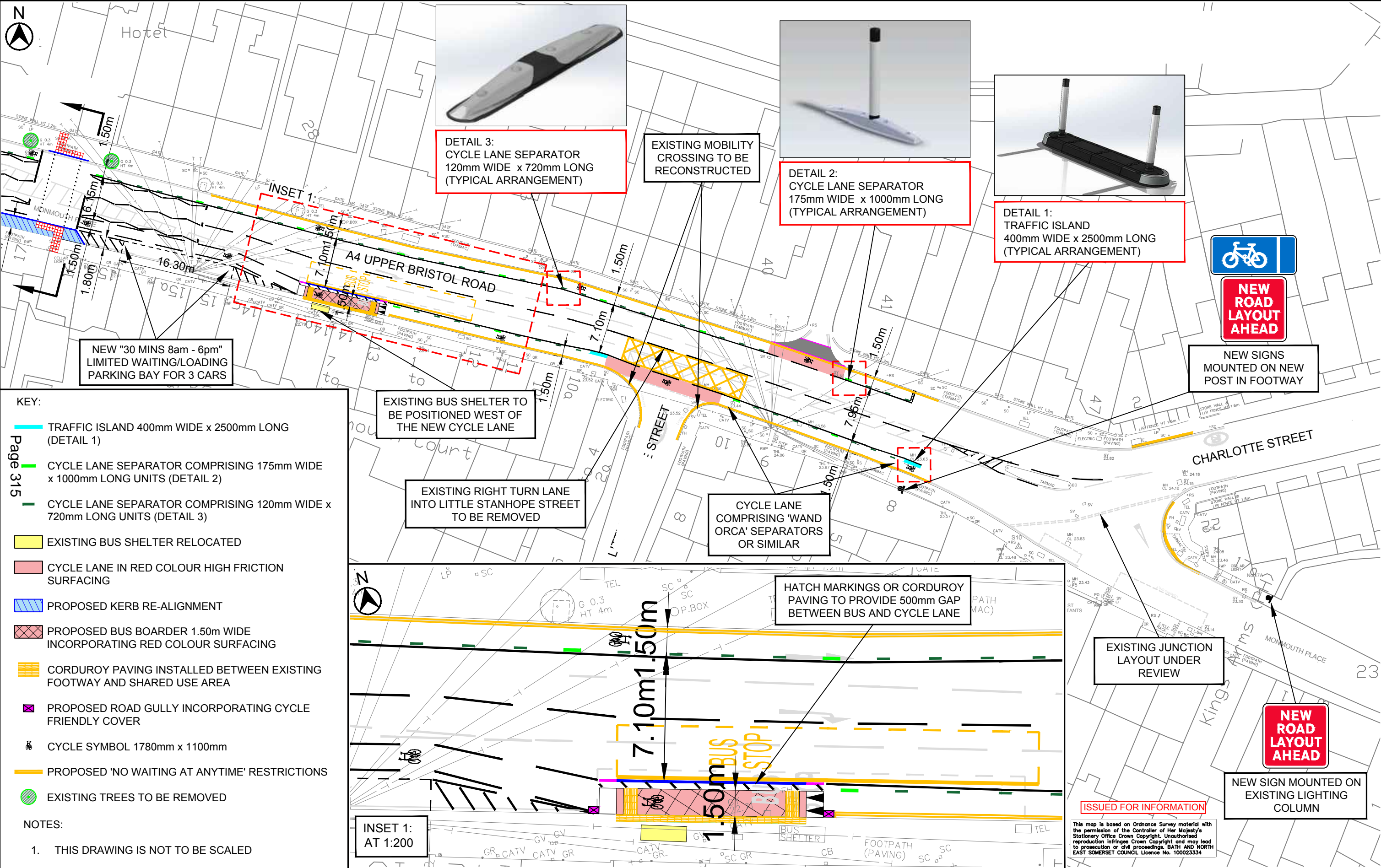
REV.	DATE	REVISIONS	DRWN.	CHKD.	APPROV.
C	11.02.21	ADJUSTED BOUNDARY STONE POSITION, TACTILE PAVING, ADDITIONAL BOLLARDS WITH SIGNS ADDED.	ADS	AS	PG
B	02.02.21	BOUNDARY STONE HIDDEN IN EXISTING VEGETATION ADDED AND RELOCATED	ADS	AS	PG
A	07.01.21	KEEP CLEAR MARKINGS ADDED ADJACENT TO NORTH RD	ADS	AS	PG

DATE	NOV 20	DRAWN BY	ADS	APPROVED BY	PG
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TITLE	OAKLEY (WOODLAND PLACE) / COPELAND PARALLEL CROSSING				
DRAWING No.	T1.4_02-C-05				REV. C

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DETAIL 3:
CYCLE LANE SEPARATOR
120mm WIDE x 720mm LONG
(TYPICAL ARRANGEMENT)



DETAIL 2:
CYCLE LANE SEPARATOR
175mm WIDE x 1000mm LONG
(TYPICAL ARRANGEMENT)



DETAIL 1:
TRAFFIC ISLAND
400mm WIDE x 2500mm LONG
(TYPICAL ARRANGEMENT)



NEW SIGNS
MOUNTED ON NEW
POST IN FOOTWAY

EXISTING BUS SHELTER TO
BE POSITIONED WEST OF
THE NEW CYCLE LANE

EXISTING RIGHT TURN LANE
INTO LITTLE STANHOPE STREET
TO BE REMOVED

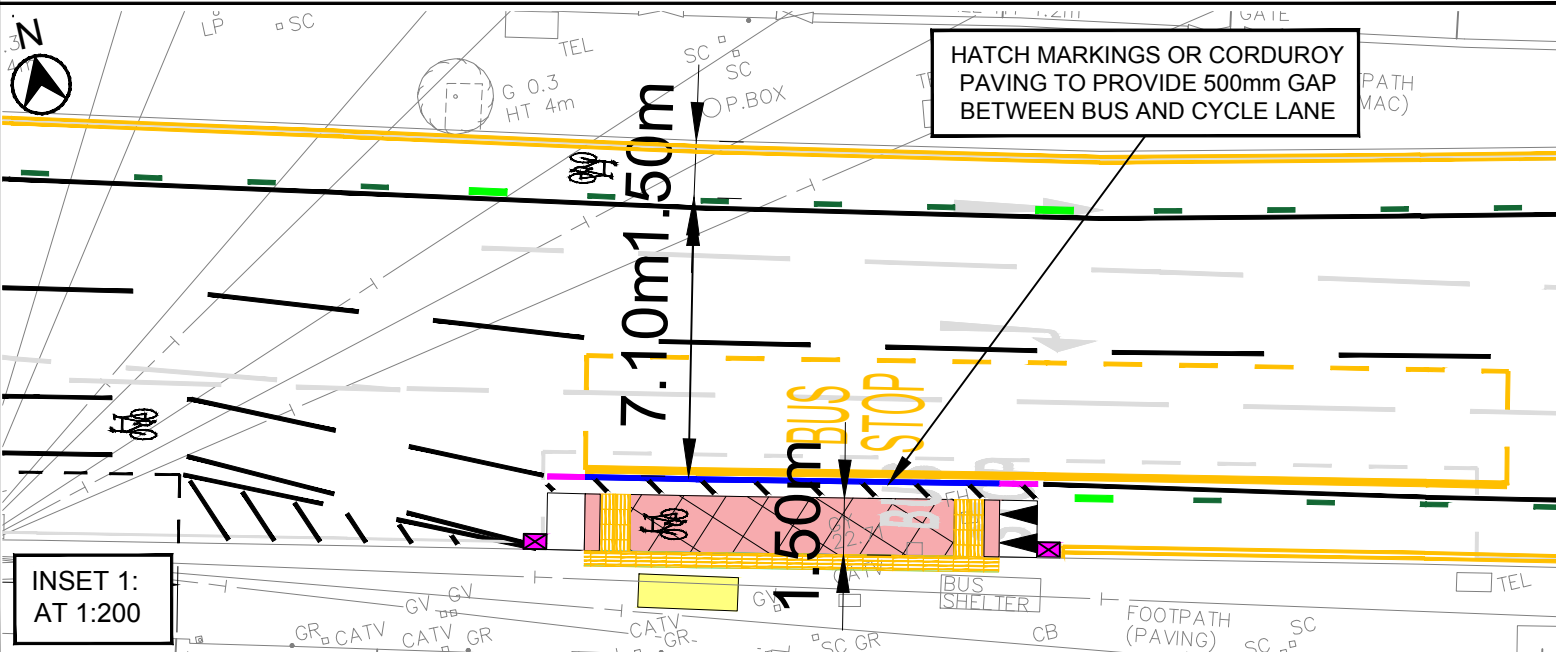
CYCLE LANE
COMPRISING 'WAND
ORCA' SEPARATORS
OR SIMILAR

HATCH MARKINGS OR CORDUROY
PAVING TO PROVIDE 500mm GAP
BETWEEN BUS AND CYCLE LANE

EXISTING JUNCTION
LAYOUT UNDER
REVIEW



NEW SIGN MOUNTED ON
EXISTING LIGHTING
COLUMN




KEY:

- TRAFFIC ISLAND 400mm WIDE x 2500mm LONG (DETAIL 1)
- CYCLE LANE SEPARATOR COMPRISING 175mm WIDE x 1000mm LONG UNITS (DETAIL 2)
- CYCLE LANE SEPARATOR COMPRISING 120mm WIDE x 720mm LONG UNITS (DETAIL 3)
- EXISTING BUS SHELTER RELOCATED
- CYCLE LANE IN RED COLOUR HIGH FRICTION SURFACING
- PROPOSED KERB RE-ALIGNMENT
- PROPOSED BUS BOARDER 1.50m WIDE INCORPORATING RED COLOUR SURFACING
- CORDUROY PAVING INSTALLED BETWEEN EXISTING FOOTWAY AND SHARED USE AREA
- PROPOSED ROAD GULLY INCORPORATING CYCLE FRIENDLY COVER
- CYCLE SYMBOL 1780mm x 1100mm
- PROPOSED 'NO WAITING AT ANYTIME' RESTRICTIONS
- EXISTING TREES TO BE REMOVED

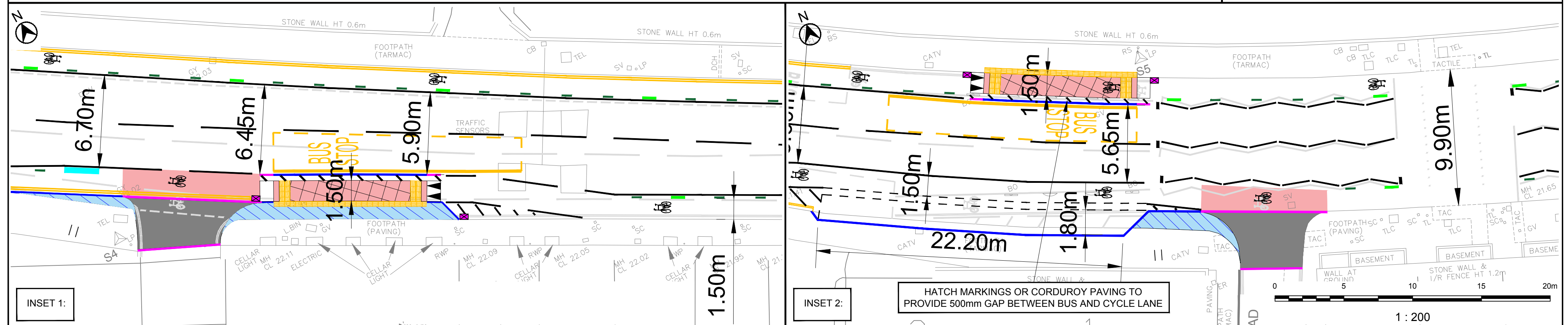
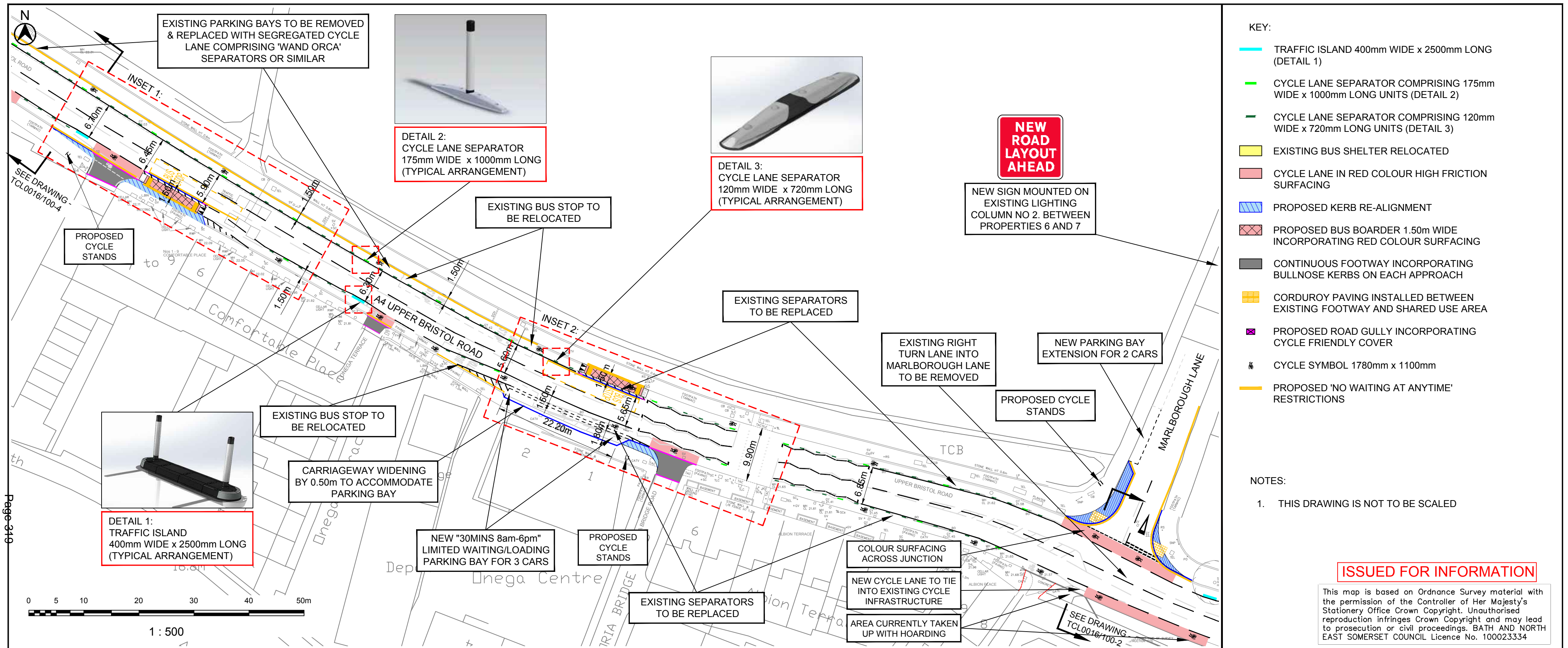
NOTES:

- THIS DRAWING IS NOT TO BE SCALED

<div></div> <div>CHRIS MAJOR ASSISTANT DIRECTOR – HIGHWAYS AND TRANSPORT</div>	PRODUCED BY	TRAFFIC MANAGEMENT	SCHEME TITLE	ACTIVE TRAVEL FUND	DRAWING TITLE	UPPER BRISTOL ROAD GENERAL ARRANGEMENT	<table><tr><td>F</td><td>27/05/2021</td><td>ADDITIONAL NOTES ADDED</td><td>LED</td><td>TP</td><td>NT</td></tr><tr><td>E</td><td>12/04/2021</td><td>ADDITIONAL PARKING</td><td>LED</td><td>TP</td><td>NT</td></tr><tr><td>D</td><td>16/02/2021</td><td>BUS SHELTER INFORMATION ADDED</td><td>LED</td><td>TP</td><td>NT</td></tr><tr><td>C</td><td>22/01/2021</td><td>TOPOGRAPHICAL DATA ADDED</td><td>LED</td><td>TP</td><td>NT</td></tr><tr><td>B</td><td>10/12/2020</td><td>ISSUED TO ATAF FOR CONSULTATION</td><td>LED</td><td>TP</td><td>NT</td></tr><tr><td>A</td><td>09/10/2020</td><td>FURTHER IMPROVEMENTS ADDED</td><td>LED</td><td>TP</td><td>NT</td></tr><tr><td>-</td><td>10/08/2020</td><td>DRAWING FIRST CREATED</td><td>LED</td><td>TP</td><td>NT</td></tr></table>	F	27/05/2021	ADDITIONAL NOTES ADDED	LED	TP	NT	E	12/04/2021	ADDITIONAL PARKING	LED	TP	NT	D	16/02/2021	BUS SHELTER INFORMATION ADDED	LED	TP	NT	C	22/01/2021	TOPOGRAPHICAL DATA ADDED	LED	TP	NT	B	10/12/2020	ISSUED TO ATAF FOR CONSULTATION	LED	TP	NT	A	09/10/2020	FURTHER IMPROVEMENTS ADDED	LED	TP	NT	-	10/08/2020	DRAWING FIRST CREATED	LED	TP	NT	<table><tr><td>DATE</td><td>AUG 2020</td><td>DRAWN BY</td><td>LED</td><td>APPROVED BY</td><td>NT</td></tr><tr><td>SCALE</td><td>1:500@A3</td><td>CHECKED</td><td>TP</td><td></td><td></td></tr><tr><td>CLIENT REF.</td><td colspan="5">ACTIVE TRAVEL FUND UPPER BRISTOL ROAD GENERAL ARRANGEMENT</td></tr><tr><td>DRAWING No.</td><td colspan="4">TCL0016S01/100–1</td><td>REV. F</td></tr></table>	DATE	AUG 2020	DRAWN BY	LED	APPROVED BY	NT	SCALE	1:500@A3	CHECKED	TP			CLIENT REF.	ACTIVE TRAVEL FUND UPPER BRISTOL ROAD GENERAL ARRANGEMENT					DRAWING No.	TCL0016S01/100–1				REV. F
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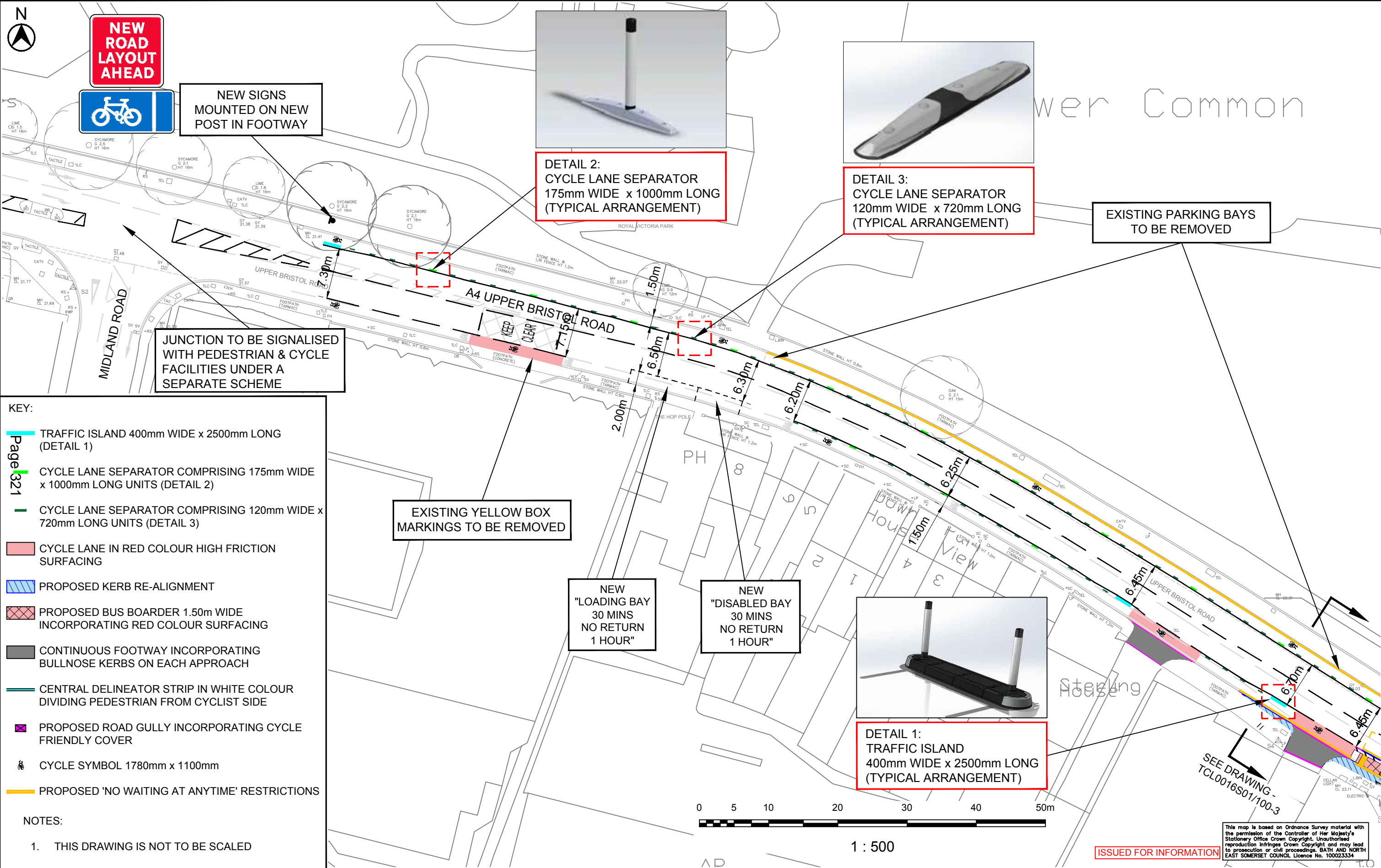
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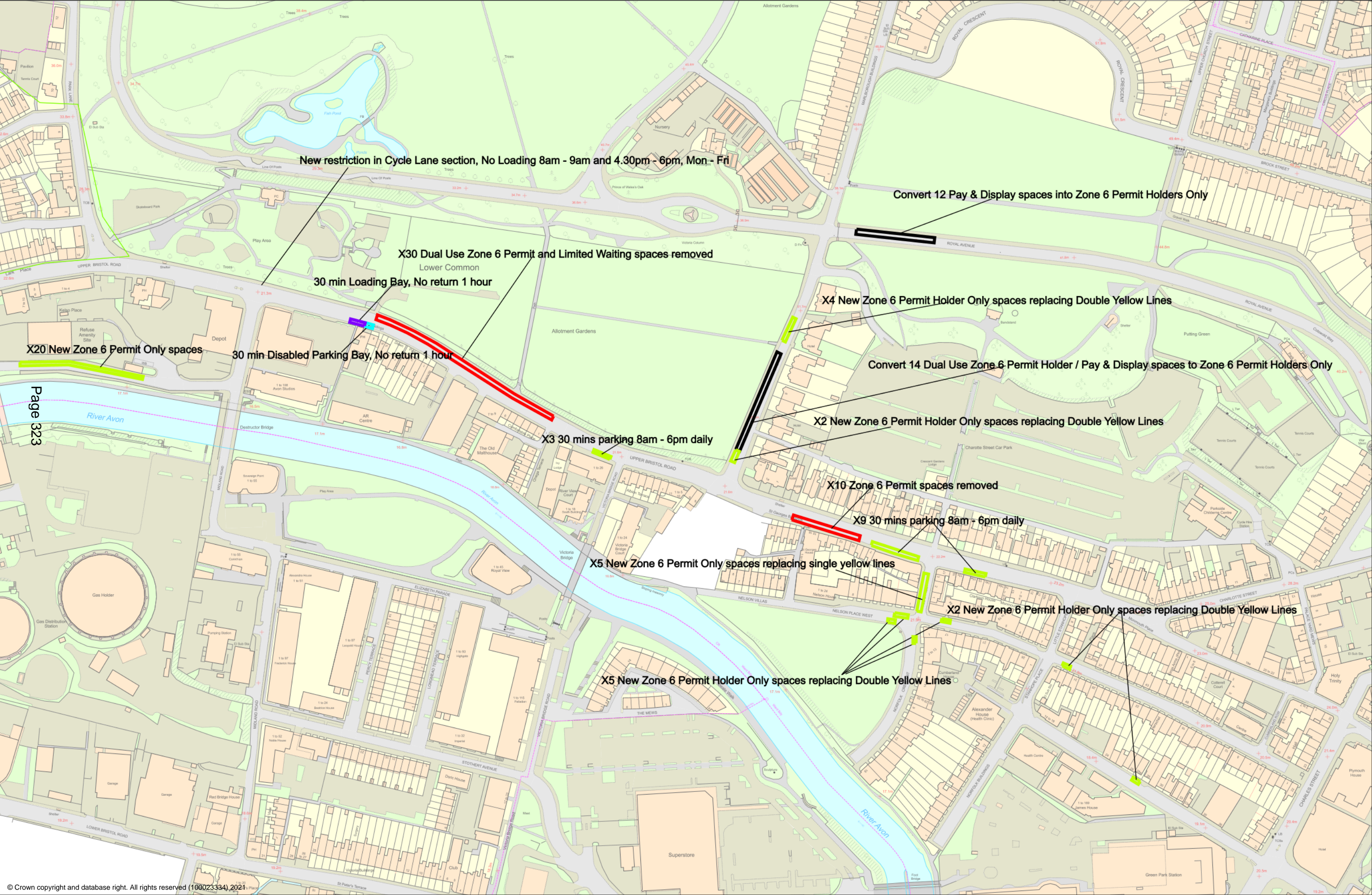
<div><div>Bath & North East Somerset Council</div><div>CHRIS MAJOR ASSISTANT DIRECTOR — HIGHWAYS AND TRANSPORT</div></div>	PRODUCED BY	SCHEME TITLE	DRAWING TITLE						DATE		DRAWN BY		APPROVED BY		
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				D	16/02/2021	BUS SHELTER INFORMATION ADDED	LED	TP	NT	AS SHOWN		NT			
				C	13/01/2021	TOPOGRAPHICAL DATA ADDED	LED	TP	NT	CLIENT REF. ACTIVE TRAVEL FUND UPPER BRISTOL ROAD GENERAL ARRANGEMENT					
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A	13/10/2020	FURTHER IMPROVEMENTS ADDED	LED	TP	NT	DRAWING No.		REV.							
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Equality Impact Assessment / Equality Analysis

Title of service or policy	Active Travel Fund Schemes
Name of directorate and service	Place Management – Highways, Traffic & Parking
Name and role of officers completing the EIA	Paul Garrod – Traffic Management & Network Manager
Date of assessment	11/06/21

Equality Impact Assessment (or ‘Equality Analysis’) is a process of systematically analysing a new or existing policy or service to identify what impact or likely impact it will have on different groups within the community. The primary concern is to identify any discriminatory or negative consequences for a particular group or sector of the community. Equality impact Assessments (EIAs) can be carried out in relation to service delivery as well as employment policies and strategies.

This toolkit has been developed to use as a framework when carrying out an Equality Impact Assessment (EIA) or Equality Analysis on a policy, service or function. It is intended that this is used as a working document throughout the process, with a final version including the action plan section being published on the Council’s and NHS Bath and North East Somerset’s websites.

1.	Identify the aims of the policy or service and how it is implemented.	
	Key questions	Answers / Notes
1.1	Briefly describe purpose of the service/policy including <ul style="list-style-type: none"> • How the service/policy is delivered and by whom • If responsibility for its implementation is shared with other departments or organisations • Intended outcomes 	<p>The Highways and Transport Group (Traffic Management Team and Sustainable Transport Team) is working to introduce active travel corridors to help increase levels of walking and cycling. This is to help encourage fewer journeys to be taken by car which will help improve air quality and improve health through enabling people to participate in active travel.</p> <p>It is noted that during the Covid-19 pandemic, those who are vulnerable or shielding, who are not able to walk or cycle, will be less likely to want to use public transport, and will therefore be more reliant upon car travel until the virus is under control.</p> <p>This is an updated EIA. The previous EIA was published in February 2021.</p>
1.2	Provide brief details of the scope of the policy or service being reviewed, for example: <ul style="list-style-type: none"> • Is it a new service/policy or review of an existing one? • Is it a national requirement? • How much room for review is there? 	<p>The schemes are funded from the council’s Transport Improvement Programme and the government’s Active Travel Fund, which was initially set up in May 2020 as part of the response to the pandemic.</p> <p>The government has also been directing local authorities to allocate more road space for walking and cycling, and has set a target relating to the proportion of local journeys in towns and cities that should be taken on foot and by bicycle.</p>

1.3	Do the aims of this policy link to or conflict with any other policies of the Council?	<p>The Council's Corporate Strategy clearly identifies the overarching purpose of improving people's lives. The Strategy commits to greater use of public transport, micro mobility, walking and cycling for some journeys to improve outcomes when preparing for the future and to focus on prevention of health inequalities. The strategy also includes the commitment to achieving climate neutrality by 2030. Transport is responsible for 29% of the carbon emissions and as such needs to make radical changes if we are to reach the target.</p> <p>The aims of the project also correspond with other policies and priorities of the council, such as the Clean Air Zone, Bath Transport Delivery Plan, Liveable Neighbourhoods and wider improvements to public transport and the highway infrastructure (walking and cycling routes).</p> <p>The proposals have some impact on these groups and steps have been taken to mitigate for these as detailed below. It is important to highlight that the current layout and use of these roads has a negative impact on different groups of people. Upper Bristol Road and Beckford Road in particular carry high volumes of motor traffic and in some sections traffic passes very close to buildings and footways. The noise and fumes from motor traffic can have a direct impact on health and the dominance of motor traffic can cause severance issues within communities and deter some people from going out. The proposals seek to rebalance the use of the roads to make them better, safer places for everyone regardless of travel choice.</p>
<h2>2. Consideration of available data, research and information</h2>		
<p>Monitoring data and other information should be used to help you analyse whether you are delivering a fair and equal service. Please consider the availability of the following as potential sources:</p> <ul style="list-style-type: none"> ● Demographic data and other statistics, including census findings ● Recent research findings (local and national) ● Results from consultation or engagement you have undertaken ● Service user monitoring data (including ethnicity, gender, disability, religion/belief, sexual orientation and age) 		

<ul style="list-style-type: none"> • Information from relevant groups or agencies, for example trade unions and voluntary/community organisations • Analysis of records of enquiries about your service, or complaints or compliments about them • Recommendations of external inspections or audit reports 		
	Key questions	Data, research and information that you can refer to
2.1	What is the equalities profile of the team delivering the service/policy?	As the project is being delivered in its entirety by teams from within the council, the equalities profile of the team is varied and reflects the profile of the wider council.
2.2	What equalities training have staff received?	All staff are encouraged to attend Equalities training (this is a prerequisite for managers and senior staff). Two members of staff working on this scheme have attended Healthy Streets training.
2.3	What is the equalities profile of service users?	The equalities profile of the users of these schemes is likely to be typical of any public highway.
2.4	What other data do you have in terms of service users or staff? (e.g results of customer satisfaction surveys, consultation findings). Are there any gaps?	None – data will be collected on users if the schemes go ahead, both before implementation and after. As well as general feedback, we will undertake surveys to gauge opinions.
2.5	What engagement or consultation has been undertaken as part of this EIA and with whom? What were the results?	<p>The council's Active Travel and Accessibility Forum was consulted in December 2019 with a draft version of the proposals. Discussions have taken place with representatives of the RNIB and Bristol Disability Equality Forum. Information on the proposals were sent to Age UK, deafPlus/visionPlus and Bath Access Group.</p> <p>Public consultation on the proposed schemes took place in February and March 2021.</p> <p>The following issues were raised with respect to equalities (steps that can be taken to address these are identified in section 3 below):</p> <p>Proposed cycle lanes remove parking which will make it difficult to drop off or pick up elderly relatives and/or disabled members of the household;</p>

		<p>Proposed locations for replacement parking in Royal Victoria Park causing concerns with regards to personal safety;</p> <p>Proposed design of bus stops, where cycle lane in the carriageway comes up a ramp to be level with the footway, causes safety concerns with regards to mobility impaired and sight impaired pedestrians.</p>	
2.6	If you are planning to undertake any consultation in the future regarding this service or policy, how will you include equalities considerations within this?	<p>Consultation guidance issued by the government specific to the Active Travel Fund has been considered as part of our consultation process. Due to consulting within the lockdown period, it was not be possible to hold public exhibitions in person as we would normally do for such a scheme. However, considerable effort was made to provide information on the council's web site in a form that is easily understood, with letters being sent to households and businesses directly affected and different formats of the consultation material being available upon request. The consultation was published as widely as possible.</p> <p>If the schemes proceed to the Traffic Regulation Order stage of consultation we will provide improved consultation drawings, based on feedback received from the first stage of consultation. These will be clearer than the original drawings.</p>	
3. Assessment of impact: 'Equality analysis'			
	<p>Based upon any data you have considered, or the results of consultation or research, use the spaces below to demonstrate you have analysed how the service or policy:</p> <ul style="list-style-type: none"> • Meets any particular needs of equalities groups or helps promote equality in some way. • Could have a negative or adverse impact for any of the equalities groups 		
		Examples of what the service has done to promote equality	Examples of actual or potential negative or adverse impact and what steps have been or could be taken to address this
3.1	Sex – identify the impact/potential impact of the policy on women and men. (Are		Removal of on-street parking bays in Upper Bristol Road and Beckford Road

	there any issues regarding pregnancy and maternity?)		<p>may mean some people have to park further away from where they live. Concerns about personal safety, particularly for women, have been raised.</p> <p>Adjacent roads for alternative parking have street lighting and for Upper Bristol Road, Charlotte Street car park can be used overnight for Zone 6 permit holders, which has CCTV.</p>
3.2	Gender Reassignment –identify the impact/potential impact of the policy on transgender people		No impact based on transgender – active travel schemes benefit all.
3.3	Disability - identify the impact/potential impact of the policy on disabled people (ensure consideration of a range of impairments including both physical and mental impairments)	<p>Some disabled people who use the footways along Upper Bristol Road will benefit from the improvements to every side road junction within the extents of the scheme, which will be easier and safer to cross through the use of continuous footways, improved tactile paving and dropped crossings, and the narrowing of the Marlborough Lane junction.</p> <p>The renewal of the signalised crossing near Nile Street will use much brighter pedestrian signals which will be better for people with sight impairments and will include tactile cones under the push buttons.</p>	<p>Removal of 40 parking bays in Upper Bristol Road could have a negative impact on the ability of disabled people to park near their homes. The proposals also require the removal of single yellow line parking restrictions which have space for approximately 23 parked vehicles. It is necessary to remove these in order to accommodate the cycle lanes, where parking cannot be permitted.</p> <p>Additional parking bays in neighbouring roads would be created through the removal of existing double yellow line restrictions which would provide 20 replacement spaces in the immediate area plus a further 17 in Midland Road.</p>

			<p>14 permit bays currently shared with Pay & Display users in Marlborough Lane would also be changed to permit only bays, giving greater priority to residents for on-street parking.</p> <p>In response to the consultation we are amending the proposed design for Upper Bristol Road to now include 12 parking spaces, which would be limited to 30 minutes parking between 8am and 6pm. These are intended to provide space where residents can be dropped off. The short daytime time limit means there will be a regular turn around of use which should lead to space being regularly available. Blue Badge Holders can park in these spaces without being subject to the time limit. At the section of Upper Bristol Road near The Hop Pole public house where a resident commented on the difficulties the removal of parking opposite would have on taking their elderly relative out, a short stay disabled bay would now be provided. This would have to be marked across the cycle lane due to the road width preventing a full time bay being provided, but it would allow for a vehicle to park and enable a passenger with walking difficulties to be assisted from their home to the car (and vice versa). There are currently no disabled parking</p>
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			<p>bays in either Upper Bristol Road or Beckford Road. Under the current parking controls there is no certainty of being able to park close to home. It is acknowledged that there will be a lower likelihood of being able to park as close to their home for some residents as they do now. Residents can apply to have a disabled parking bay provided in the nearest parking bay to their home, subject to meeting criteria. In the short term these would be advisory bays but would be changed to enforceable disabled bays should their use be abused.</p> <p>There are 6 Blue Badges registered to people in homes in the section of Upper Bristol Road affected by the proposals. 4 of these are properties on the north side of the road of which most have access to rear off-street parking. 1 is registered to a resident living on the south side south between the junctions with Nile St and Nelson Lane, which is where the amended proposals now include a parking bay. 2 are also registered to residents living on the south side between the junctions with Nile St and Little Stanhope St, where the proposals have also been amended to include a parking bay.</p>
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			<p>Within the section of Upper Bristol Road affected by the proposals there are a number of businesses with no off-street parking which may receive visitors or have staff who are disabled:</p> <ul style="list-style-type: none"> • The Hop Pole public house: current nearest parking is opposite side of road; nearest parking under amended proposals is same side 170m away (except for 30 min disabled bay outside of the pub to be provided). • Phase 1 Gym: current nearest parking space is opposite side of road; nearest parking under amended proposals is same side 60m away. • Army Reserve Centre: current nearest parking space is opposite side of road; nearest parking under amended proposals is same side 84m away. • Mr D's takeaway: current nearest parking space is same side of road 15m away; nearest parking under amended proposals is same side directly outside. • The Courtyard Hair Consultants: currently double yellow lines on both sides of road here; nearest parking under amended proposals is same side 71m away. • It is not possible to provide any other or closer parking to these properties without ending the cycle lane, which
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			<p>would not comply with the cycle design standards.</p> <p>It will still be possible for a vehicle to stop in the road to enable a passenger to get in or out in both Upper Bristol Road and Beckford Road</p> <p>Blind or partially sighted pedestrians may have difficulty using the 'continuous footways' proposed at some of the side road junctions. Following a discussion with RNIB we will use good practice identified in a design guide from another local authority on the use of tactile paving at such junctions. The new layouts will benefit pedestrians by slowing traffic approaching the areas where people want to cross.</p> <p>In Beckford Road, the proposals require the removal of 28 parking spaces. Most, but not all, properties in Beckford Road have off-street parking. There are 4 Blue Badges registered to residents living in Beckford Road. 3 of these are registered to addresses which have some off-street parking and 1 to a property with no off-street parking.</p> <p>Blind or partially sighted pedestrians may have difficulty using the new bus stop designs, where people will have to</p>
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			<p>cross a cycle lane between the bus stop waiting area and boarding/alighting from a bus. We have engaged with specific user groups about the designs and will be making changes based on their feedback. These changes include tactile paving between the footway and cycle lane where they are at the same level; signs and road markings for cyclists telling them to give way to pedestrians; use of red colour surface where the cycle lane is at the same level of the footway; corduroy tactile paving across cycle lane acting as a rumble strip as cyclists approach the bus stop; commitment to work with bus operators if the scheme goes ahead to devise publicity that can be used to advise passengers on buses about the new bus stop layouts.</p> <p>We are proposing that if the schemes go ahead, we review the bus stops with the RNIB once they have been in place a number of months to assess how they have been operating, if any problems for disabled bus users have arisen and if changes need to be made. We would not implement any more of these bus stop designs in B&NES in addition to those proposed in Upper Bristol Road and Beckford Road until such a review has taken place.</p>
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3.4	Age – identify the impact/potential impact of the policy on different age groups		<p>Older people who have difficulty walking may be affected by the removal of on-street parking. Please see comments above in relation to Disability.</p> <p>People with small children may have difficulty using the new bus stop designs, where people will have to cross a cycle lane between the bus stop waiting area and boarding/alighting from a bus.</p> <p>The design changes outlined above in relation to disabled users would also benefit people with small children.</p>
3.5	Race – identify the impact/potential impact on different black and minority ethnic groups		No impact based on race – active travel schemes benefit all.
3.6	Sexual orientation - identify the impact/potential impact of the policy on lesbians, gay, bisexual & heterosexual people		No impact based on sexual orientation – active travel schemes benefit all.
3.7	Religion/belief – identify the impact/potential impact of the policy on people of different religious/faith groups and also upon those with no religion.		No impact based on religion/beliefs – active travel schemes benefit all.
3.8	Socio-economically disadvantaged – identify the impact on people who are disadvantaged due to factors like family background, educational attainment, neighbourhood, employment status can influence life chances		<p>No impact based on social-economic disadvantage – active travel schemes benefit all.</p> <p>The cost of owning a motor vehicle can be a barrier to some people and active travel routes help those who may not be able to afford a car.</p>

3.9	Rural communities – identify the impact / potential impact on people living in rural communities.		No impact to rural communities – the scheme is in an urban area.
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4. Bath and North East Somerset Council Equality Impact Assessment Improvement Plan

Please list actions that you plan to take as a result of this assessment. These actions should be based upon the analysis of data and engagement, any gaps in the data you have identified, and any steps you will be taking to address any negative impacts or remove barriers. The actions need to be built into your service planning framework. Actions/targets should be measurable, achievable, realistic and time framed.

Issues identified	Actions required	Progress milestones	Officer responsible	By when
EIA to be reviewed following Traffic Regulation Order stage of public consultation	To review the EIA.		Paul Garrod	October 2021
Ongoing monitoring	Staff will regularly review issues raised by members of the public to identify if there are any unintended negative impacts for particular groups	Issues identified will be addressed/mitigated wherever possible. All equality issues raised will be added to the EIA.	Paul Garrod	Ongoing

5. Sign off and publishing

Once you have completed this form, it needs to be ‘approved’ by your Divisional Director or their nominated officer. Following this sign off, send a copy to the Equalities Team (equality@bathnes.gov.uk), who will publish it on the Council’s and/or NHS B&NES’ website. Keep a copy for your own records.

Signed off by:

A handwritten signature in black ink, appearing to be 'Chris Major', written in a cursive style.

Chris Major – Director of Place Management

Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Cabinet	
MEETING/ DECISION DATE:	23 June 2021	EXECUTIVE FORWARD PLAN REFERENCE:
		E 3285
TITLE:	Liveable Neighbourhoods	
WARD:	All	
AN OPEN PUBLIC ITEM/		
List of attachments to this report: Appendix 1: Liveable Neighbourhood Applications Appendix 2: Prioritisation methodology		

1 THE ISSUE

- 1.1 At its meeting on 10th December 2020, Cabinet adopted the three Liveable Neighbourhood strategies (Low Traffic Neighbourhoods; Residents' Parking Schemes; and On-Street Electric Vehicle Charging Strategy). This report provides an update on work undertaken since that Cabinet meeting and recommends priority areas for liveable neighbourhood schemes.

2 RECOMMENDATION

The Cabinet is asked to:

- 2.1 Approve the priority list of phase 1 liveable neighbourhood areas to be progressed as outlined in section 3.11 to 3.12 of this report.
- 2.2 Note schemes will be considered in consultation with other workstreams.
- 2.3 Approve expenditure of £1m from £2.2m allocation (£1,700k in 2021/22 and £500k in 2022/23) for liveable neighbourhoods within the Transportation Delivery Programme Provisional Approval. This will provide funding to support project activity outlined in 3.14 up to detailed design in 2021/22 and provide some funding to deliver priority schemes that are aligned with other portfolio priorities and capable of early implementation.
- 2.4 Full approval of balance of funding for programme delivery to be delegated for approval by the Director of Place Management in consultation with the Cabinet Member for Climate and Sustainable Travel and the Cabinet

Member for Economic Development and Resources as schemes become ready for implementation.

3 THE REPORT

- 3.1 Liveable Neighbourhoods will breathe new life into residential areas by reducing the dominance of motor vehicles. We will reconsider how road space is utilised to provide fairer access to vibrant local high streets, where people can relax outside and connect with others in pleasant, healthy outdoor spaces. The schemes will also be an important part of the wider programme of works that will aim to reduce carbon emissions, improve air quality, enhance road safety, and promote healthy lifestyles. The B&NES Climate Emergency Action Plan, approved in October 2019, recommended a major reduction in car use, and Liveable Neighbourhoods are an important element, which will not only tackle the climate emergency, but also improve health and wellbeing across the area.
- 3.2 The council has developed a structured approach to delivering Liveable Neighbourhoods through addressing the issue of traffic volumes, residents parking, electric vehicle (EV) charging, air quality and road safety. The three strategies that form the approach were issued for public consultation between 9th September to 18th October 2020 and adopted by Cabinet on 10th December 2020.
- 3.3 On 15th January 2021, the former Joint Cabinet Members for Transport invited all Ward Members to make applications for Liveable Neighbourhoods within their areas. Three deadlines for applications were set: 12th February 5th May and 5th August 2021.
- 3.4 By the second deadline (5th May 2021) 48 separate application had been received. These were divided into 6 categories (low traffic neighbourhoods; school streets/safe routes to school; other pedestrian safety/public realm schemes; enforcement schemes; residents' parking zones; and electric vehicle charging schemes). The number of applications received in each category is set out below:
- 28 low traffic neighbourhoods (LTNs – generally, but not necessarily involving vehicular access restrictions);
 - 6 safe routes to school (SRTS)/school streets;
 - 3 pedestrian safety/public realm schemes;
 - 1 HGV and speed enforcement scheme;
 - 6 residents' parking zones (without an LTN); and
 - 4 on street electric vehicle (EV) charging facilities (without an LTN).
- 3.5 Appendix 1 provides a list of all applications received.
- 3.6 Given the large number of applications, a prioritisation methodology was developed to identify priority areas for implementation. This is set out in Appendix 2 and includes the following parameters:

- Number of households
 - Alignment with LTN objectives/severity of issues
 - Potential timeframe/complexity
 - Alignment with wider strategy, including;
 - a) Proximity to schools;
 - b) Proximity to local centre or a significant recreation facility;
 - c) Within Bath CAZ or AQMA;
 - d) Area of multiple deprivation (top 30% most deprived wards in England)
 - e) Area with childhood obesity above B&NES average
- 3.7 Proposals that included low traffic neighbourhoods (LTNs) and school streets/safe routes to school (SRTS) were awarded higher priority in phase 1.
- 3.8 Many of the LTN applications, particularly in Bath, were adjacent to similar proposals. Areas were therefore linked to ensure that synergies can be identified and area-wide benefits delivered.
- 3.9 Figure 1 shows how proposed LTN/SRTS areas have been linked in Bath & Batheaston, whilst Figure 2 show linkages for the rest of North East Somerset.
- 3.10 Two areas that scored relatively well in the prioritisation process (Walcot/Lambridge/Charlcombe Lane and Westmoreland/Oldfield Park) were considered to be too complex and pose too many challenges to be included within the phase 1 programme as a complete project in phase 1. The level of through traffic in these areas is particularly high and potential schemes here will benefit from experience gained from scheme development and implementation in other parts of the district. However, it is considered that a small scale scheme could be implemented in the London Road/Snow Hill/Kensington Gardens and adjacent roads area of Walcot as part of phase 1. In addition, Westmoreland is proposed for a residents' parking zone in 2021/22, which will significantly reduce commuter parking and associated traffic within Westmorland and Oldfield Park wards.

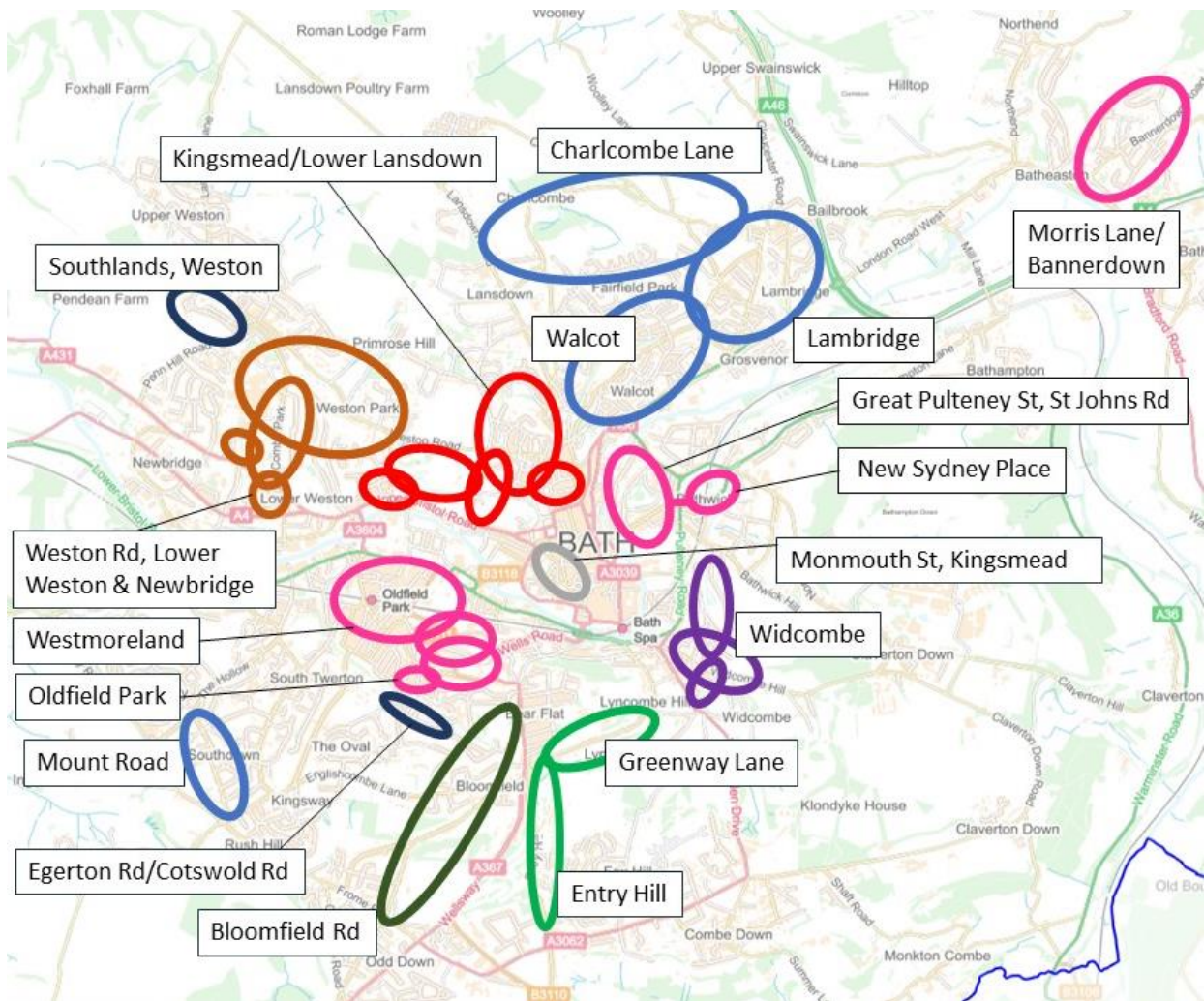


Figure 1: LTN and SRTS applications; Bath & Batheaston

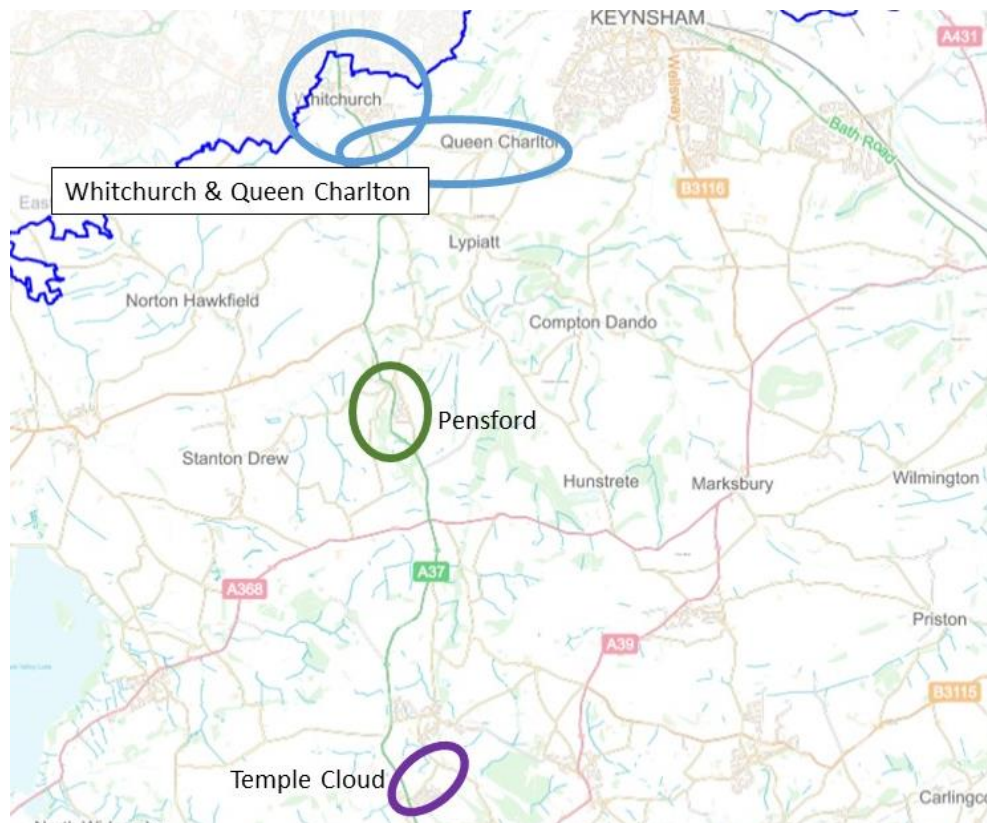
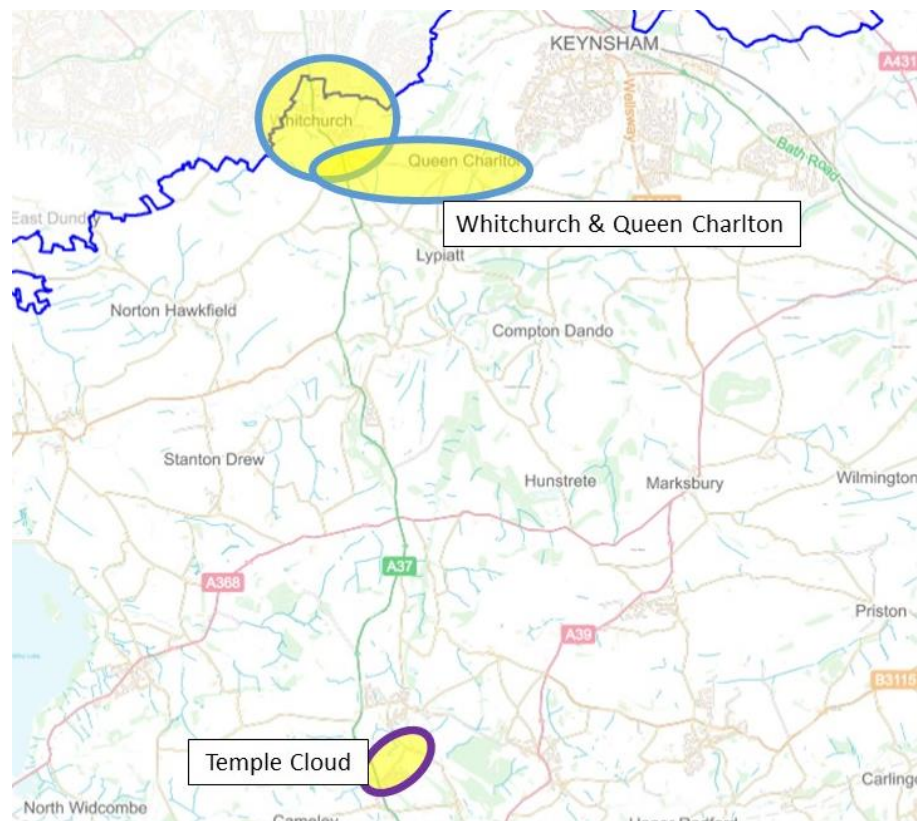
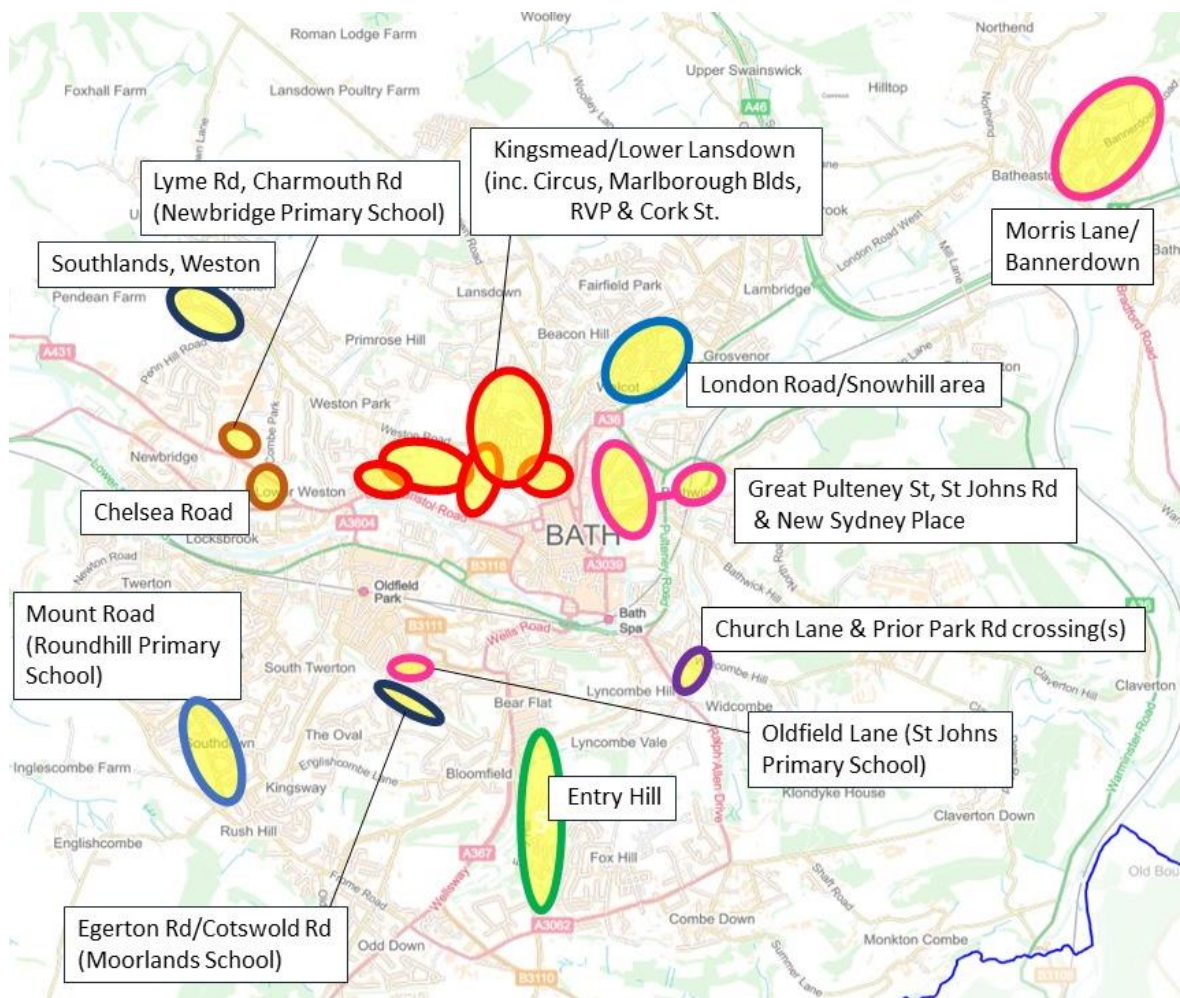


Figure 2: LTN & SRTS applications; North East Somerset

3.11 The proposed phase 1 delivery areas (with Ward location in brackets) are set out below in priority order and shown graphically in Figures 3 and 4 (for Bath/Batheaston and the remainder of North East Somerset, respectively).

1. Mount Road (Southdown);
2. Great Pulteney Street/St Johns Road area (Bathwick);
3. Whitchurch & Queen Charlton (Publow with Whitchurch and Saltford);
4. Circus/Lower Lansdown/Marlborough Building/Royal Victoria Park/Cork Street area (Kingsmead & Lansdown);
5. Oldfield Lane & First/Second/Third Avenues;
6. Walcot Phase 1: London Road, Snow Hill, Kensington Gardens and adjacent roads (Walcot);
7. Church St & Prior Park Rd (Widcombe & Lyncombe);
8. Chelsea Road (Newbridge);
9. Entry Hill (Widcombe & Lyncombe);
10. Southlands (Weston);
11. Morris Lane/Bannerdown (Bathavon North);
12. New Sydney Place (Bathwick);
13. Edgerton Road/Cotswold Road (Moorlands);
14. Temple Cloud; and
15. Lyme Road/Charmouth Road (Newbridge)

3.12 In addition, it is proposed to roll out the delivery of on-street cycle hangers to enable people living in flats to store cycles conveniently and securely. This will help to promote sustainable travel and aid the delivery of liveable neighbourhoods.



- 3.13 Liveable Neighbourhood scheme development will be informed by community engagement in collaboration with Ward members, residents' associations, business, other organisations and individual advocates in the areas concerned.
- 3.14 The next steps have been identified as:
- Issue Consultation & Engagement Plan (July 2021);
 - Consultation/co-design in selected areas (from September 2021);
 - Prepare preliminary design & costings (from October 2021);
 - Second round of public consultation (from November 2021);
 - Prepare detailed designs for implementation (Experimental traffic regulation orders - dependent on outcome of consultation);
- 3.15 Transport Steering Group will provide a governance role to monitor and review schemes to ensure delivery of the programme within the allocated budget and timescales, confirming schemes for implementation and amending the programme in accordance with priorities identified where required.
- 3.16 It is intended to implement low traffic neighbourhood schemes through use of experimental traffic regulation orders. An experimental traffic order allows schemes to be tested in a 'live' situation. Formal objections can be submitted within 6 months and if the scheme proves successful it must be made permanent within 18 months. If a scheme proves unsuccessful it can be withdrawn immediately but it is recommended that schemes are tested for at least 3 to 6 months to obtain meaningful monitoring data.

4 STATUTORY CONSIDERATIONS

- 4.1 The council has the necessary legal powers to implement the proposed schemes using existing highways legislation. The government's declared intention to enact Part 6 of the Traffic Management Act 2004 (expected in Autumn 2021) will allow the Councils enforce a broader range of moving traffic offences (rather than the police) which will provide the option to install modal filters with limited vehicular access enforced by automatic number plate recognition (ANPR) cameras, in addition to physical road closures.

5 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 5.1 Funding to implement liveable neighbourhoods is identified as follows:-

- A Provisional Allocation in the current Council Capital Programme, identified as Transportation Delivery Programme; 2021/22 £1,700k and 2022/23 £500k (Total: £2.2m)

- 5.2 A recommendation is contained within this report to seek full approval from this provisional allocation.

6 RISK MANAGEMENT

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

7 EQUALITIES

- 7.1 A series of equalities impact assessments have been undertaken for each of the three strategies. Potential impacts for disabled people and communities living in socially and/or poor localities (plus rural areas to a lesser extent) have been identified together with proposed measures to eliminate or mitigate this impact. Separate equalities impact assessments will be undertaken for each scheme based on local area impacts, which cannot be fully understood until identified during scheme design.

8 CLIMATE CHANGE

- 8.1 Liveable Neighbourhoods are cited in the corporate strategy as a mechanism to assist in meeting the Council's climate emergency targets.

9 OTHER OPTIONS CONSIDERED

- 9.1 Schemes for individual areas will be developed following engagement and co-design with Ward Members, the community and other stakeholders and no scheme details have been confirmed.

10 CONSULTATION

- 10.1 This report has been agreed by the S151 Officer and Monitoring Officer.

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Background papers	
Please contact the report author if you need to access this report in an alternative format	

Appendix 1: Liveable Neighbourhood Applications

The following applications were submitted for the February and May 2021 deadlines, listed by ward:

- Bathavon North
 - Morris Lane, Bannerdown
- Bathavon North/Lansdown
 - Charlcombe Village
- Bathwick
 - Great Pulteney St/St Johns Rd area
 - New Sydney Place
 - Sydney Buildings
- Keynsham South
 - Charlton Road Keynsham (footway)
- Kingsmead
 - Royal Victoria Park
 - Circus Area
 - Marlborough Buildings
 - 7 Dials / Monmouth Street
 - Cork Street
 - Hungerford Road (RPZ)
- Lambridge
- Lansdown
 - Lower Lansdown
 - Ensleigh (EV charging)
 - Richmond Place (RPZ)
- Moorlands
 - Bloomfield Road
 - Egerton Road/Cotswold Road
- Newbridge
 - Station Road / Ashley Avenue (RPZ)
 - Cedric Road (RPZ)
 - Chelsea Road
 - Locksbrook Road & Clarence Place (RPZ)
 - Lyme Road / Charmouth Avenue
 - Osbourne Road / Avondale Road (RPZ)
- Oldfield Park
 - Junction Road
 - Upper Oldfield Park
 - Oldfield Lane, First/Second/Third Avenues
- Peasedown St John
 - Peasedown St John (EV charging)
- Publow with Whitchurch
 - Pensford
 - Whitchurch

- Saltford
 - Queen Charlton
- Southdown
 - Mount Road
- Temple Cloud
- Walcot
 - Paragon/London Road/Snowhill /Lower Camden/Camden
- Westmoreland
- Weston
 - Southlands
- Weston and Bathavon North
 - Lansdown Lane (weight restriction and speeding enforcement)
- Widcombe and Lyncombe
 - Alexandra Park (EV charging)
 - Church Street
 - Entry Hill
 - Greenway Lane
 - Bloomfield Road / Elm Place / Hatfield / St Lukes
 - Prior Park Road Crossing
 - Wells Road (pedestrian crossing)
 - Widcombe Hill
 - Hayes Place (public realm and pedestrian improvement)

Appendix 2: Prioritisation Methodology

LTNs, safe routes to school, other pedestrian and enforcement schemes

An assessment methodology was developed for the LTNs, pedestrian schemes and enforcement schemes based on the process flow chart included within the adopted Low Traffic Neighbourhoods (LTN) Strategy (Figure 4-5 refers). The strategy proposes a scoring methodology using the scale 1 to 3 for various parameters. This has been extended to a scale of 1 to 5 to provide a more granular approach.

Given the number and scale of applications submitted, a simplified scoring approach was adopted with the following criteria:

- The number of households in the locality that could potentially benefit from the scheme. For this criteria a scale from 1 to 5 was applied as follows:
 - 50-99 households = 1
 - 100-499 households = 2
 - 500-999 households = 3
 - 1000-1999 households = 4
 - 2000+ households = 5
- The extent to which the proposal meets liveable neighbourhood strategy objectives, based on severity of issues (in the assessing officer's opinion) and the estimated proportion of through traffic. This was graded on a scale of 1 to 5 with 1 being the least severe impact and 5 being the greatest impact, as follows:
 - 5= high severity throughout the day;
 - 4= high severity for parts of the day/peak hours;
 - 3 = medium severity throughout the day;
 - 2= medium severity for parts of the day/peak hours; and
 - 1= low severity
- Potential timeframe / complexity: this criterion considered the complexity of implementing potential solutions and was also scored on a 1 to 5 scale with 1 being the most complex and 5 being the least complex. Complexity is also a proxy for timescale and cost (but without specific details). The categories are as follows:
 - 1= complex covering multiple neighbourhoods;
 - 2=complex, but covers a single neighbourhood;
 - 3 =medium complexity;
 - 4= relatively straightforward, covering several streets; and
 - 5= relatively straightforward, covering a single street <500m long
- Does the scheme fit within wider strategy remit? This was again scored on a scale of 1-5 with one point awarded for each of the categories set out below:
 - The area contains a school;

- The area contains a local/neighbourhood centre or a significant recreation facility;
- All or part of the areas is within an air quality management area (AQMA) or Bath CAZ;
- The area is within the top 30% most deprived wards in England (Indices of multiple deprivation, Ministry of Housing, Communities and Local Government, 2019); and
- The proposal is within an area where the level of obese or overweight children (year 6) is higher than the B&NES average.

The schemes were then ranked according to the assessment scores. However, it was considered that two key pieces of information that would play an important role in developing successful schemes were absent: cost and the potential level of public support. It proved difficult to assign cost to the schemes as the actual measures have not been defined and similarly, the level of public support is unknown for the same reason.

It was considered that an understanding of these two issues could be advanced by mapping the proposed LTN areas to see how they might relate. This indicates potentially strong relationships between the proposed scheme areas, particularly in Bath.

Residents' Parking Zones

A programme will be developed to invite public consultation in the proposed areas to determine public support for schemes in these areas.

Electric vehicle charging

Officers are exploring options to expand the Revive network to cover on street locations. Technical assessment work is being undertaken to identify suitable EV charging equipment that will operate within the Revive network.