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### **London Road Regeneration Funding.**

I am addressing you today about the forthcoming vote on funding for the regeneration of the London Road, particularly the area from Morrisons to the Cleveland Bridge junction.

As a resident and business owner on the London Road since 1995, I do have a vested interest; as does the rest of Bath.

For decades, the London Road area has been the victim of confused and contradictory policies and the results are easy to see: Empty shops, shops that have become low quality flats, derelict buildings, piecemeal post-war developments as well as one of the highest air pollution factors in the UK and according to the findings of Re;generate, a high level of social deprivation and marginalisation.

Despite these disadvantages, I can tell you that the community has faith in itself, and if new businesses are anything to go by; the business community has faith in the London Road too. Compared to the 1990s, the area today is safer and the community is stronger. Small improvements such as better street lighting and CCTV have reduced crime, and contrary to perceptions; a walk along London Road or through Snow Hill, at night, is now less risky than a walk through the town centre.

Bath is a World Heritage City. It enjoys a high profile in national and international publicity with many benefits including several million high spending visitors arriving in the city each year.

In this context may I remind you that the London Road is:

- The principal route of entry into the city by road, from the motorway.
- It is a principal route for traffic passing through the city and is for some people, the only view of Bath that they get.
- Some 30,000 vehicles pass along the London Road every day.
- It has about 150 listed buildings facing the main road, of which 42 are Grade 1.
- It is an Air Quality Management Zone that is still failing to attain acceptable levels of air quality.

- More than 50 businesses trade in the London Road vicinity, providing valuable employment, goods and services.
- The residential population of London Road, the adjacent side streets and Snow Hill numbers more than 3000 persons.
- London Road and Snow Hill both suffer from an unjustified poor image in the rest of Bath.

Taking all of these factors into account, I would ask you to consider the proposed funding for regeneration of the area as essential for the future of the London Road area and for the perception of Bath's role as a heritage venue.

But, most importantly: I am asking you to treat London Road as community and not just as a road to somewhere else.

Alex Schlesinger.  
Chairman.