

Bath & North East Somerset Council

MEETING	Cabinet	
MEETING DATE:	12 November 2014	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2696
TITLE:	Bath City Riverside Enterprise Area Masterplan	
WARD:	All [or list specific wards]	
AN OPEN PUBLIC ITEM		
List of attachments to this report: Bath City Riverside Enterprise Area Masterplan – Vision Report <i>This very large document may be seen at public inspection points</i>		

1 THE ISSUE

- 1.1 The Bath City Riverside Enterprise Area Masterplan (the Masterplan) sets out an exciting and enduring vision to deliver the employment and homes growth envisaged in the endorsed Economic Strategy and the adopted Core Strategy. This will be achieved through “Bringing Bath City Riverside to Life” by rediscovering the River Avon, placing it at the heart of the city and creating opportunities for the growth of knowledge-based employment in a beautiful world heritage setting.
- 1.2 The Placemaking Plan Options Consultation, “Getting Around Bath” Transport Strategy and Enterprise Area Masterplan have been developed together as a consistent, co-ordinated and comprehensive suite of B&NES strategy and policy. Together these documents will enable positive change including economic growth, social and environmental wellbeing.

2 RECOMMENDATION

- 2.1 That Cabinet endorse the vision, objectives and priorities set out in the Bath City Riverside Enterprise Area Masterplan.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 The Masterplan will facilitate growth in employment floorspace within the Enterprise Area and the uplift in business rates generated form part of the West of England City Deal. Total projected business rate uplift was estimated at £111M for the Enterprise Area over the City Deal 25 year agreement period. It is important that the Council seeks to facilitate and enable the delivery of this.
- 3.2 The City Deal Funding itself contributes to the £500M West of England Economic Development Fund which is prioritised towards enabling infrastructure for B&NES Flagship Project within the West of England Local Enterprise Partnership – Innovation Quays. The Council will need to underwrite these projects in the event actual business rates growth in the Enterprise Area is not delivered.
- 3.3 A number of proposals are identified in the Masterplan however these will be the subject of detailed evaluation as they are progressed. Any proposals which could have resource

implications for the Council will be subject to the Council's corporate financial approval processes.

- 3.4 The cost of preparation of the Masterplan has been covered by the Revolving Development Reserve budget and has been led by the Regeneration Team. However, its preparation has required extensive cross service working and input from other Council sections. This has been covered from within existing budgets.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1 Councils have the power to address the economic, environmental and social wellbeing of their area. The Masterplan Review addresses a number of considerations including: economic prosperity, equalities, sustainability, planning, public health and natural environment. The Masterplan itself is not a statutory planning document.

5 THE REPORT

- 5.1 The Masterplan is the spatial expression and delivery mechanism for the B&NES Economic Strategy within the defined boundary of the Enterprise Area. The vision it sets out shows leadership and acknowledges that the time has come for the riverside to play a key role in the future life of the world heritage city.

Co-ordinated Strategy Development

- 5.2 The purpose of the Masterplan is to guide the redevelopment of Council owned land and provide a clear direction of travel for funders, partners, developers and investors. It forms part of the evidence base for the Placemaking Plan, and has been developed alongside the "Getting Around Bath" Transport Strategy. Together these key documents will provide certainty and deliverability to ensure that the Enterprise Area delivers strategic and community objectives for those who live, work, visit or invest in Bath.
- 5.3 The final Vision Report (see Appendix 1) provides a co-ordinated strategy & evidence base consistent with and supportive of:
 - (1) Economic Strategy – endorsed by B&NES in July 2014 and the key driver;
 - (2) Public Services Board Vision – including Health and Wellbeing Strategy;
 - (3) Adopted Core Strategy and Placemaking Plan options (also being heard at this Cabinet meeting);
 - (4) Transport Strategy – 'Getting Around Bath' (also being heard at this Cabinet meeting);
 - (5) Green Infrastructure Strategy and Community Plan;
 - (6) Emerging River Strategy; and
 - (7) Leisure Strategy.

Relationship to Placemaking Plan

- 5.4 The Masterplan is not a statutory planning document, but forms part of the evidence base for the Placemaking Plan which will set out detailed and statutory planning policy for the Enterprise Area, providing certainty, deliverability, and ensuring that key development sites meet strategic objectives.
- 5.5 The Placemaking Plan will undergo public consultation as part of the statutory Plan Making process, ensuring that options are tested and that there is a robust, evidence based policy framework for Development Management decisions.

The Vision Report

- 5.6 Bath's riverside has witnessed huge changes along its banks: the creation of amazing architecture, the rise and fall of industry, the opening and closure of railways, and the periodic effect of flooding.
- 5.7 The Masterplan aims to seize on this opportunity which now exists, through the Enterprise Area, to bring Bath's riverside to life.

- 5.8 It recognises that water is at the centre of the identity of Bath: from the thermal spa waters which rise in the city centre, to the way in which the health giving and recreational properties of water have inspired its architecture. Bath's river corridor is a wonderful resource for the city. It forms the valley floor of the World Heritage City, and is the source of potential for future development. The masterplan identifies the potential to provide spaces for new jobs, home and spaces for leisure and play.
- 5.9 It identifies 5 key themes: working life, wildlife, water life, human life and parklife, which reflect the unique character and opportunity for the future and open opportunities to explore solutions with broad appeal and engagement. These themes are expressed through Key Aspirations for 11 sites including Innovation Quays, Manvers Street, Green Park and Cattlemarket/Cornmarket.
- 5.10 The intention is not to prejudge the outcome of the Placemaking Plan testing of options, but to inform the process, whilst providing evidence of one credible route for the delivery of development within the EA.

6 RATIONALE

- 6.1 A co-ordinated spatial vision for the Bath City Riverside Enterprise Area is essential for the following reasons:
- (1) To facilitate delivery of B&NES corporate objectives, in particular the Core Strategy targets of 9,000 new jobs and 3,400 homes within the Central Area and Enterprise Area;
 - (2) To realise B&NES financial income through Business Rates Uplift via the City Deal for the West of England;
 - (3) Realising funding through the Local Economic Partnership, via the Economic Development Fund, Revolving Infrastructure Fund, Growth Funds, also through the Homes and Communities Agency;
 - (4) Co-ordinated Strategy & robust Policy Base for the realisation of corporate objectives; and
 - (5) Real economic benefits for the people of B&NES through GVA uplift, increase in average earnings and improved house price affordability.

7 OTHER OPTIONS CONSIDERED

- 7.1 The Masterplan has emerged following extensive research and consultation which considered a number of options. It is based upon significant previous work, particularly by B&NES Planning Policy on the Core Strategy and associated documents.

8 CONSULTATION

- 8.1 A stakeholder group was formed of those organisations and individuals who had been previously involved in the Public Realm and Movement Strategy: Creating the Canvas for Public Life in Bath, the Bath Quays Waterside project and other related projects.
- 8.2 A total of 63 organisations or individuals have fed into the Masterplan through the workshop process. A further 22 organisations have been involved through individual meetings/presentations and discussions. This has included key landowners, developers, property agents, Bath City College, Bath BID and the Federation of Bath Residents Associations.

Unlike the Core Strategy or Placemaking Plan (elsewhere on this agenda) the Masterplan **is not a formal planning policy document**. As such its preparation has not been required to comply with statutory consultations. However, in recognition of the importance of engaging the community from the outset in the Masterplan process, selected stakeholder engagement was undertaken at each stage as below:

STAGE	DATE	ENGAGEMENT
1. Vision and values for Enterprise Area	November 2013 – February 2014	Stakeholder workshop 1 / Stakeholder meetings

2. The “Five Lives” and key projects	February 2014 – March 2014	Stakeholder workshop 2 / Stakeholder meetings
3. Spatial Strategy Options	April 2014 – June 2014	Stakeholder meetings / Bath City Conference
4. Testing of Spatial Strategy and site specific delivery	June – August 2014	Stakeholder workshop 3 / Stakeholder meetings

8.3 Internal consultation has been extensive and included all relevant departments, Strategic Management Team, Cabinet Members, Planning Transport and Environment Policy Development and Scrutiny Panel, and individual Ward Members.

9 RISK MANAGEMENT

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

9.2 Specific risks in relation to delivery of the Masterplan are:

- (1) Market pressures to deliver uses not compliant with the Core Strategy or emerging Placemaking Plan options, to be defended through the statutory Development Management process;
- (2) Continued successful delivery of Bath Riverside as creating the conditions for growth;
- (3) Successful delivery of the Bath Quays Waterside flood conveyance and public realm project, to enable the development of Innovation Quays, Manvers Street and South Bank;
- (4) Delivery of the projects recommended in the “Getting Around Bath” Transport Strategy and the Bath Cycling Strategy.

Contact person	<i>Tim Hewitt – 01225 477552</i>
Background papers	<i>List here any background papers not included with this report, and where/how they are available for inspection.</i>
Please contact the report author if you need to access this report in an alternative format	