

Cabinet Meeting Resolution

**Executive
Forward Plan
Reference**

E2696

Enterprise Area Masterplan

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