

# *Keynsham High Street Heritage Action Zone*

---

*Delivery Plan*

*December 2019*

# Contents

---

1.	The High Street and its Context	5
2.	Aims and Outcomes	16
3.	Planned Projects	18
4.	Project Summary Table	26
5.	Project Outlines	26
6.	Delivery Programme	28
7.	Funding Programme	28
8.	Scheme Management	29
9.	Statement of Community Engagement	30
10.	Cultural Programme	32
11.	Monitoring and Evaluation Timetable	32
	<b>Appendices</b>	<b>34</b>
	Keynsham HS HAZ extents	
	Conservation Area	
	HS HAZ Scheme Summary Diagram	
	Logic Model	
	Showcase Shopfronts Surveys	
	GOAD Plan	
	Street Furniture Audit	
	Risk Assessment	
	Stakeholder List	

# Tables and Figures

## Tables

Table 1.1	Occupation types	7
Table 1.2	Land use mix (Upper High Street and Core High Street)	9
Table 1.3	Commercial and non commercial floor area (Upper High Street and Core High Street)	9
Table 3.1	Public Realm Improvements project team	20
Table 4.1	Summary of projects	26
Table 5.1	Public Realm Improvements project outline	26
Table 5.2	Shopfront Improvements project outline	26
Table 5.3	Engagement and Cultural Programme project outline	27
Table 6.1	Delivery programme	28
Table 7.1	Funding programme	28
Table 8.1	Officer time breakdown	29
Table 11.1	Monitoring and evaluation timetable	32

## Figures

Figure 1.1	HS HAZ context maps	3
Figure 1.2	Keynsham High Street	4
Figure 1.3	Surrounding development	8
Figure 1.4	HS HAZ areas	8
Figure 1.5	GOAD Plan	8
Figure 1.6	Aerial view of Keynsham High Street	10
Figure 1.7	View to St John’s Church	10
Figure 1.8	Aerial view of Bath Hill	10
Figure 1.9	Bath Hill	10

Figure 1.10	Cluttered signage	11
Figure 1.11	Keynsham High Street	11
Figure 1.12	Oversized highway sign	11
Figure 1.13	Damaged cycle hoop	11
Figure 1.14	Poor quality seating	11
Figure 1.15	Housing	14
Figure 2.1	Logic Model	17
Figure 3.1	Shopfront Programme plan	22
Figure 3.2	Wild About Flowers, No. 31 High Street	24
Figure 8.1	Governance structure	29
Figure 9.1	Community activities	31





# 1. The High Street and its Context

## 1.1 Introduction

Keynsham is a distinct market town located between Bristol and Bath. An important Roman settlement on the ridge of the Chew Valley, by the medieval period, Keynsham had evolved into a successful town, dominated by the Abbey and the market. Still relatively small, the construction of the railway and the relocation of Fry's chocolate factory to Keynsham saw town expand significantly in the 19th century into the 20th century. Today it is home to a population of over 15,000 residents.

The conversation area (CA) encompasses much of the historic town centre including the linear high street. Designated in 2016, the Keynsham (1997) and Dapps Hill (1896) conservation areas were consolidated to form a single conversation area. Comprising 13 character areas the high street transverses areas 1, 2 and 4; Northern High Street and Bristol Road, Southern High Street and Temple Street which form the High Street Heritage Action Zone (HS HAZ).

Whilst the high street has responded to the town changing need much of the historic fabric has deteriorated or been destroyed through unsympathetic development which has harmed the character of the CA, which has consequently been placed on the Heritage at Risk Register. The HS HAZ seeks to repair and rejuvenate Keynsham's High Street through the delivery of comprehensive public realm improvements that will attract locals back to the High Street.

Figure 1 shows the HS HAZ in the context of the CA and Keynsham Town Centre



Figure 1.1 HS HAZ Context Map



## 1.2 Identifying the issues

Keynsham is the focus of significant regeneration. The Development Plan, accompanied by the Keynsham Town Plan, sets out a comprehensive vision and agenda for the town centre and wider CA.

Recent redevelopment in the HS HAZ area has seen the delivery of a new multi-million pound civic centre, new retail floor space and over 1000 new homes. The components of successful regeneration differ from place to place, street to street and despite the investment in the town, Keynsham High Street has over the year lost out to the neighbouring cities of Bristol and Bath. The changing shopping habits bought about by the rise of internet shopping habit have exasperated the issues and as a result the Keynsham's retail offer has declined. Many businesses many face difficulties in meeting the cost associated with the maintenance and repair of buildings, including historic assists. Additionally unsympathetic shop alternations and fascias denuded the quality of the historic environment, preventing the high street from recognising its full potential.

Analysis undertaken by the Council between 2017 and 2019 has consistently shown that local people see the high street a functional place rather than somewhere to enjoy. A result dwell time is low and the average spend amounts to just £24 per trip<sup>1</sup>. To add to this, the lack of satisfaction garner from the high street has detriment impact on the overall perception of Keynsham. The following issues affecting the HAZ and the wider CA have been identified;

- Poor overall image of town, mainly due to declining town centre which is in need of revitalisation (B&NES 2018)
- Commercial land uses within the town centre are underperforming (GVA 2018)<sup>2</sup>
- Vacancy rates has increase above the national average (GVA 2018)<sup>2</sup>
- Poor turnovers reduce the ability of landlords and shop owners to repair and enhance frontages
- Loss of traditional shopfronts is detrimental to the significance of the heritage assets
- Advertising and modern shopfront designs fail to respond to the character of the conversation area
- The grain and rhythm of the historic high street is interrupted by unsympathetic interventions and development
- Surface treatment and street furniture within the HAZ is inconsistent and poorly maintained
- Highway signage and wayfinding lacks rationale
- The relationship between the high street, Memorial Park and riverside is weak

<sup>1</sup> GVA (2014) Bath & North East Somerset Retail Study 2014 - Stage 1 Interim Report  
<sup>2</sup> GVA (2018), Bath & North East Somerset Retail Study 2018



Figure 1.2 Keynsham High Street (Source Bath Newseum)

### 1.3 Baseline Analysis

This section provides overview of the social-economic and environmental factors affecting the HS HAZ . The analysis helps informs the projects outlined in this Delivery Plan and provides a baseline against which the project will be monitored and evaluation. The information included in this section represents the most up to date data available at the time of writing. There may opportunities to under further analysis in the future. These opportunities have been identified and explored in the text.

#### 1.3.1 Social – Economic Demographic

Keynsham is spilt into three wards, Keynsham North, South and East. The H SHAZ is located primarily within Keynsham North with area around Temple Street falling to the Keynsham South. For the purpose of this analysis data has been collected from all three wards.

Keynsham has a relatively well-educated population, The Community Wellbeing Index score is 60, above the national average of 52. It has lower levels of unemployment than the national average and high levels of home ownership. However, the town is home to a higher proportion of people aged over 64 years than the national average, with higher proportions of people living with a limiting long-term illness, bringing with it issues of mobility and isolation.

Keynsham contains pockets of serious deprivation, exacerbated by the high cost of living in the area. Two inner wards score 4 out of 10 in the 2015 ONS indices of multiple deprivation. Four out of the six wards in the Keynsham community area have higher proportions of people with no qualifications than the B&NES average and Keynsham contains the highest levels of recorded crime within B&NES.

##### Age – Gender Profile <sup>3</sup>

The population of Keynsham is fairly typical of the national average with a low birth rate and high life expectancy. The number children in Keynsham close to the national average, however the number young adults (16-24) is much lower than both B&NES and UK average at only 9% compared to 15.5% and 11.9% respectively. The number of adults between 25 to 64 is similar to the average found throughout B&NES but number of residents at retirement ages is significantly higher than both the LA and national average comprising nearly 25% of the total population.

The gender profile for Keynsham is 47% male and 53% female. The proportion of women to men is slightly higher than rest of the B&NES and rest of the UK. Nationally the population is made up of 49.2% males and 50.8% females.

##### Ethnicity <sup>3</sup>

The population of Keynsham lack ethnic diversity with 97 % of the population from

White British or Irish backgrounds. The remaining 3% comprise Black Caribbean, Black African, Asian and Arab.

##### Employment <sup>3</sup>

The table below illustrates the economic activity across the three separate wards and types of occupation held by the working population.

According to the 2011 census of the population at working age 29% are economically inactive. This along with the high number of residents over the aged of 64, results in a large proportion of the community without a regular income, therefore less money in the local economy and ultimately less spend on the high street.

As highlighted by Centre for Cities report ‘What’s in store?’<sup>4</sup> one of the primary reason high street are failing is because of lack of consumer spending power. The report

Table 1.1 - Occupation Types

Occupation Type	Keynsham North		Keynsham East		Keynsham South		Keynsham Total	
	#	%	#	%	#	%	#	%
1. Managers, directors and senior officials	239	9.5%	294	11.6%	187	8.1%	720	9.8%
2. Professional occupations	411	16.4%	510	20.2%	312	13.5%	1233	16.8%
3. Associate professional and technical occupations	291	11.6%	327	12.9%	270	11.7%	888	12.1%
4. Administrative and secretarial occupations	320	12.7%	437	17.3%	314	13.6%	1071	14.6%
5. Skilled trades occupations	305	12.2%	256	10.1%	296	12.8%	857	11.7%
6. Caring, leisure and other service occupations	237	9.4%	212	8.4%	240	10.4%	689	9.4%
7. Sales and customer service occupations	243	9.7%	216	8.5%	240	10.4%	699	9.5%
8. Process plant and machine operatives	187	7.5%	102	4.0%	188	8.1%	477	6.5%
9. Elementary occupations	277	11.0%	177	7.0%	263	11.4%	717	9.8%
Total	2510	100%	2531	100%	2310	100%	7351	100%

<sup>3</sup> ONS (2011), Census

<sup>4</sup> McDonald,M. , Ramuni,L. & Tan, L (2019) What’s in store? - How and why cities differ for consumers?



challenges the idea that high streets can be revived through cuts in business rates or lower rents but instead take the view that high street success is defined by those policies that create skills, jobs and quality office space for business.

The tables provided in the Built Environment section of this chapter shows that the high street has a lack of office space but however the completion of the new Civic Centre may have led to the creation higher skilled jobs and therefore has increased the spending power of the local consumers

1.3.2 Built Environment

The built environment is made up of buildings and structures and the spaces in between such as parks, streets and squares. Keynsham has a linear high street that runs north-south. As illustrated in Figure 3 the Memorial Park, the Civic Centre and the Riverside form the eastern boundary and Danes Lane leading in Ashton Way the western boundary. The HS HAZ is approximately 580m long from north to south.

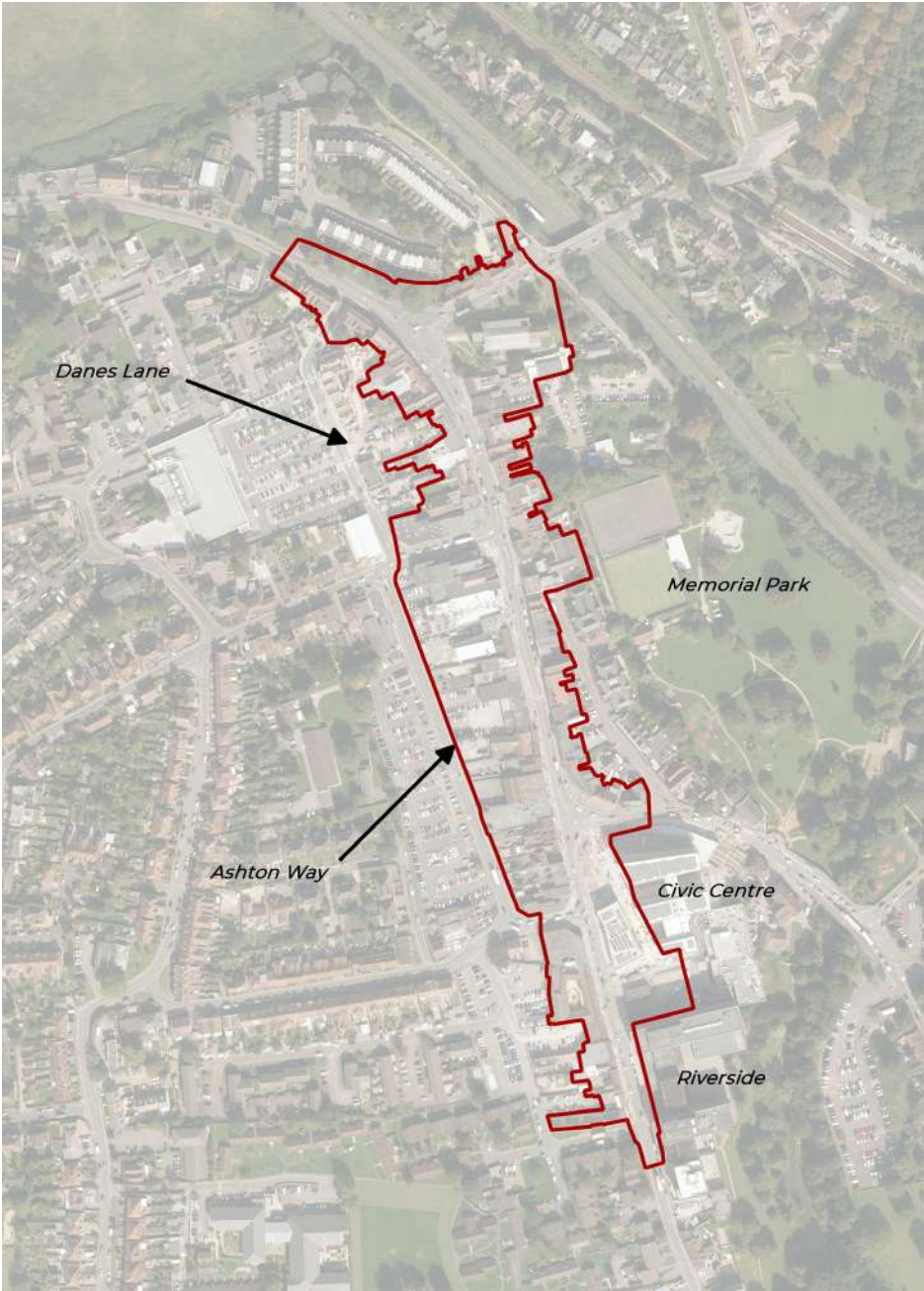


Fig 1.3 Surrounding development

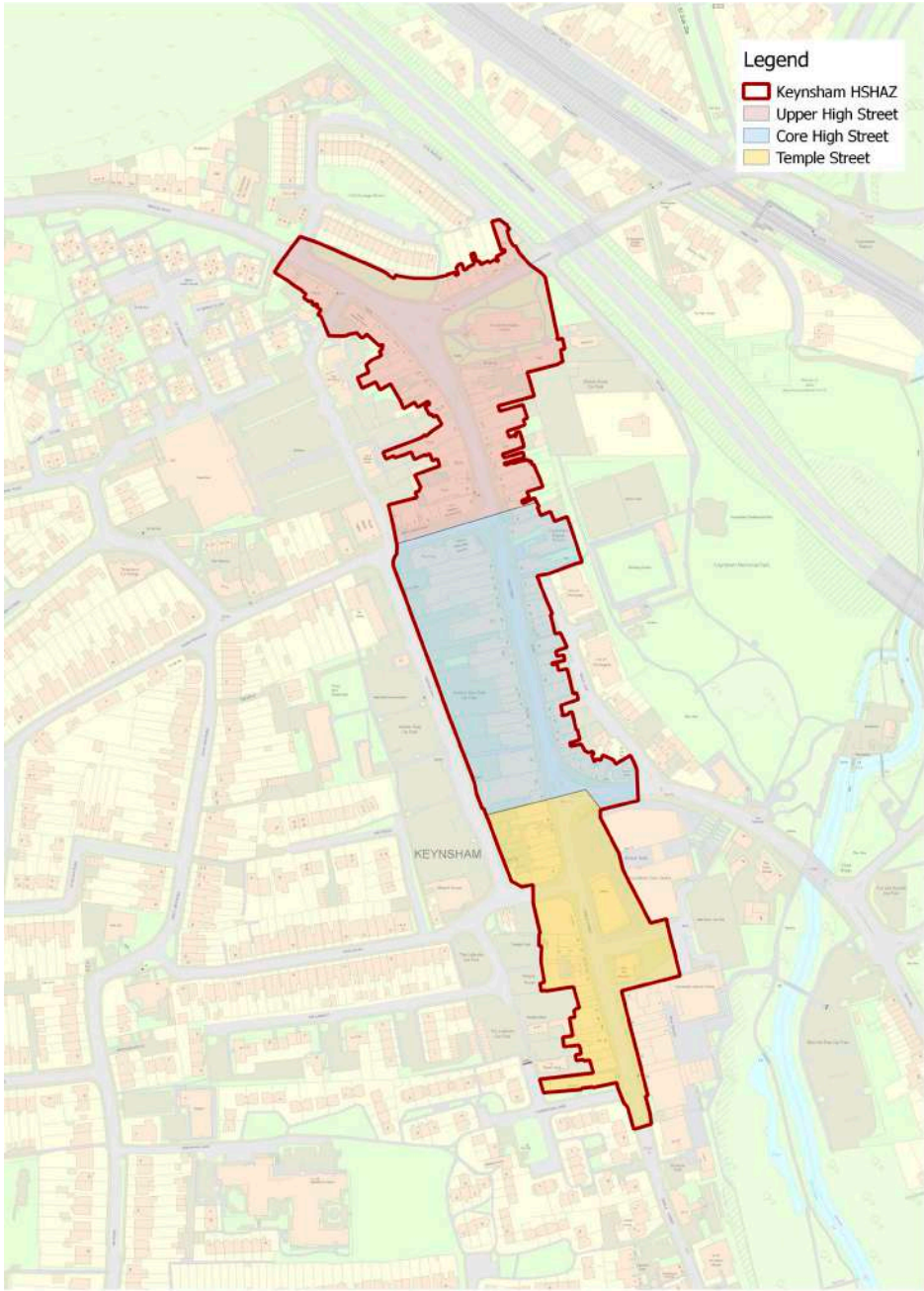


Fig 1.4 HS HAZ areas



Fig 1.5 GOAD Plan

Figure 4 shows the the three distinct areas that form the HS HAZ, the Upper High Street, Core High Street and Temple Street.

**HS HAZ Land use mix**

Table 2 depicts the land use mix that can be found within Keynsham High Street (Upper High Street and Core High Street).

74% of all uses are commercial, 103 are A1-A5 uses and 15 are B1. Residential uses account 21% the land use mix, of which all are flats. Community uses such as church and halls account for 3% and leisure and recreational uses make up the remaining.

Further survey work is required to understand the spilt between the A1 and A5 uses, however Table 3 breakdowns the floors area for all uses in the high street providing an indication of how spilt is weighted.

Table 1.2 Land use mix (Upper High Street and Core High Street)

Description	#	%
Commercial A1- A5	103	65%
Commercial B1	15	9%
Community assets D1	5	3%
Leisure and recreational assets - D2	2	1%
Residential - C3	33	21%
Total	158	100%

**Temple Street**

At the time of writing a land use mix data set was not available for Temple Street. A GOAD plan that takes in the whole extent of the HS HAZ has been provide in Figure 5. It shows the individual commercial units and as well non commercial use. A larger scale map is provided in the appendices.

**Further Analysis**

A detail survey of all uses within the high street, including Temple Street, will be undertaken along with other preliminary work once the HS HAZ funding has been secured next Spring.

Table 1.3 Commercial and non commercial floor area (Upper High Street and Core High Street)

Land Use	Gross Floor Space (m²)	Net Floor Space (m2)
Foodstore	196	157
Retail	5,774	4,595
Café	643	514
Restaurant	356	285
Hairdresser	133	106
Post office	510	408
Bank/Building Society	716	573
Residential Home	91	73
Empty	108	86
Retail Warehouse	7,781	6,225



### *Quality*

Whilst the land use mix is good the quality of shop varies significantly. There is a strong presence of independent stores, Wild About Flowers and the Wine Bar located in the Upper High Street make excellent contributions to the HS HAZ but high levels of charity stores, particularly in the Core High Street area, and low end high street chains degrades Keynsham's retail offer impacting footfall and consumer spend.

The loss of traditional shopfronts throughout the HSHAZ is detrimental to the quality of the historic environment. Modern shopfront designs and poor quality signage repeatedly fail to response to the character of the conservation area and poorly contribute to the streetscape. Unsympathetic changes and redevelopment interrupts the grain and rhythm of the historic high street with many buildings lack historic integrity.

### *Access and Movement*

Keynsham town centre is well-connected to its community and catchment. A very substantial proportion of Keynsham's 16,000 residents live within walking and cycling distance of the High Street. The town centre is within 5 minute's walk of Keynsham Railway Station and served by five buses an hour during the day. There are eight public car parks providing long and short stay spaces all within a five-minute walk of the High Street.

However, within the town centre the current quality of the streets do not offer a welcoming and comfortable experience for shopping or spending time within the

town centre. This is backed by falling footfall and dwell time figures that supported the successful bid for £1.5m WECA funding support.

Linked trips that combine shopping, food and leisure to provide a positive experience and value for mixed age groups is now recognised by town centre studies like The Timpson Report (add date) as the way high streets can fight back against the faceless internet.

Keynsham High Street is immediately neighboured by the outstanding and historic Memorial Park. However, the park and High street are virtually invisible to each other and very poorly connected. This severely restricts the town centre to promote its potential for linked trips. Investment in improved wayfinding and connecting routes will help realise this potential.

### *Public Realm*

The nature of the linear high street does not offer many opportunities to meet and dwell. Market Walk delivered as part of the Civic Centre redevelopment has attempted to create a positive space however on observation is not well used. The arrangement of the buildings has created a wind tunnel in which the majority of the street furniture has been placed. A full townscape analysis will be undertaken and robust reporting mechanisms will be put in place during each stage of the design

Elsewhere in the HS HAZ narrow footways prevent the introduction of seating within the streetscape and where seating does exist it is poorly maintained. The narrow footways are not conducive to a comfortable pedestrian environment. Bus stops, bins and signage



Fig 1.6 Aerial view of Keynsham High Street (Source Bath in Time)



Fig 1.7 View to St John's Church (Source Bath in Time)



Fig 1.8 Aerial view of Bath Hill (Source Bath in Time)



Fig 1.9 Bath Hill (Source Bath in Time)

further reduce the width creating conflicts points. There is also a lack of opportunities for food and beverage outlets to place tables and chairs in the streetscape to improve their commercial offering.

The street lighting is grossly oversize for the high street environment and doesn't positively contribute to the high street environment. Excessive highway signage interrupts the streetscape and is more in keeping with major roads than a local high street environment.

The temporary planters on placed on the highway in order to define the new cycle lane have some merit in that they attempt to lift the streetscape but the containers are of a poor material and quality. The landscaping to the front of the Baptist Church does well to soften the area around the Charlton Road junction as does the churchyard at St John's which positively contributes to the junction with Bristol Road and Station Road in the north. Additionally the trees that line northern edge of the junction create a green vista when high street is viewed from Temple Street looking north.

Figures 11 to 16 provide examples of street furniture found throughout the HS HAZ and an audit is provided in the appendices.

*Identity and sense of place*

There a three distinct areas within the HS HAZ; Upper High Street, Core High Street and Temple Street. These areas are formed around the currently highway infrastructure, with all areas bookended by junctions, however each has its own character or lack of.

The Upper High Street area benefits from a high concentration of listed buildings. Much of the historic fabric of these buildings has been retained, and whilst the quality varies, many contribute positively to the streetscape.

Temple Street is recognised with the local community as the independent quarter. Unlike the Upper High Street, much of the historic fabric has been eroded or destroy however there are still some recognisable features.

Significant redevelopment of the Core High Street in the mid to late 20th century has led to the loss of much of the historic fabric and character. The buildings are of poor quality and area lacks identity or design rationale.



Fig 1.10 Cluttered signage (Source B&NES)



Fig 1.11 Keynsham High Street (Source B&NES)



Fig 1.12 Oversized highway sign (Source B&NES)



Fig 1.13 Damaged cycle hoop (Source B&NES)



Fig 1.14 Poor quality seating (Source B&NES)



### 1.3.3 Economic Performance

The adopted local plan seeks to support the economic performance of the high street by

- enabling development which supports the town to continue to function as an independent market town
- providing larger retail units in the town centre to attract a more varied mix of retailers
- enhancing the town centre to make it a more vibrant and attractive area, enabling all members of the community to enjoy it over a longer period of the day

#### *Current Market*

List below provide an overview of the how the high street is performing in the current market

- The 2018 Retail Study update shows that Keynsham has maintained its place in the sub-regional rankings of town centres, comparable with centres such as Frome and Wells
- At 1st April 2018 a total increase of around 650sqm of retail floorspace has been built, mainly as a result of the completion of the Civic Centre scheme within the Town Centre which has delivered new, modern retail units
- The town centre now has a slightly higher percentage of convenience floorspace than the national average, but a slightly lower amount of comparison floorspace.
- The amount of vacant units (10%) is comparable, but slightly lower, than the national average of 11%
- The range of comparison goods retailers is considered to be fair
- Despite the opening of Sainsbury's in the Civic Centre and the good range of food retail in the town the 2018 Retail Study update identifies that the convenience goods sector in Keynsham appears to have lost market share between 2014 and 2018 (with increasing use of stores in east Bristol including both the Sainsbury's at Emersons Green and the ASDA at Longwell Green). The 2018 Retail Study identifies a number of retailer requirements for floorspace within Keynsham, but that overall there is no forecast quantitative capacity for additional retail floorspace
- The quality of the convenience stores in Keynsham is not in doubt and instead the leakage of convenience goods trips is influenced by the close proximity of Bath and Bristol and the opportunities of combining grocery shopping with commuting and other shopping trips
- Completion of the one-way trial of Keynsham High Street has resulted in an overall reduction of through traffic on the High Street and better air quality (reductions of 22-47% in particulates),
- The identification of North Keynsham as a Strategic Development Location and the requirement within the JSP Policy 7.1 to provide a new Local Centre to serve the new community; the 2018 Retail Study recommends a modest sized convenience store alongside a limited number of other retail units



### **Key Challenges**

- Clawing back some of the leakage in expenditure in convenience goods would benefit the town; the challenge will be how to do this when there is no identified qualitative deficiency with the existing stores.
- The challenge for comparison goods shops will be how to retain existing retailers at a time when national multiple retailers are generally reducing the number of outlets and concentrating upon large settlements
- The need to concentrate on qualitative improvements to the Town Centre and increasing its wider attractiveness to people is still important (e.g. environmental/public realm enhancement)
- Additionally, the 2018 Retail Study recommends concentrating on encouraging niche goods sectors within Keynsham (i.e. providing something different to the larger centres)
- Integration of the North Keynsham SDL that is connected to, and therefore benefits, the Town Centre
- Make appropriate provision for a new Local Centre at the North Keynsham Strategic Development Location (SDL) as identified in the West of England Joint Spatial Plan, including a modest convenience store that complements but does not compete with the nearby Waitrose store and Town Centre
- Ensure that no other retail floorspace is provided around or near to the Waitrose store (i.e. between the A4 and railway line) in order to provide the best possible conditions for the new Local Centre
- Deliver Town Centre public realm enhancement scheme which will seek to deliver qualitative improvements to the High Street, enabling a town centre for Keynsham that is lively, safe, sustainable and healthy and an enhanced retail environment

## **1.4 Policy Context**

The vision for Keynsham as set out in policy is provided below;

*Keynsham will expand to accommodate a growing population, ensuring it retains its independence and its separate identity..... It will become a more sustainable, desirable and well-connected place in which to live and work, with an enhanced town centre inspired by its heritage, cherished rivers, park and green spaces*

In summary, the strategy for the town as set out in Policy KE1 is to:

- Maintain the Green Belt surrounding Keynsham, but allowing releases of Green Belt land to the east and south west to accommodate employment and housing growth
- Make better use of the existing green and blue infrastructure running through and surrounding the town
- Make provision for around 2,150 new homes (net) around 1,600 additional jobs (net) between 2011 and 2029
- Enable development which supports the town to continue to function as an independent market town, with the scale and mix of development helping to increase self-containment and help to develop the town as a more significant business location
- Retain and extend the Broadmead / Ashmead / Pixash Industrial Estates as an area for business activity, complementing the role of the town centre Provide larger retail units in the town centre to attract a more varied mix of retailers • Retain and encourage enhancement of Queens Road and Chandag Road as local centres
- Provide for improvements to public transport and enhance connectivity between walking, cycling and public transport routes
- Implement a reviewed parking strategy
- Enable renewable energy generation opportunities, including a new district heating network within Keynsham

An overview of housing and employment policy are set out in the following pages.

### 1.4.1 Housing Policies

The current policy entails:

- Make provision for around 2,150 new homes (net) between 2011 and 2029
- 700 of which to be located within the Town Centre / Somerdale policy area
- Include affordable housing and an appropriate housing mix giving more choice of housing to meet the needs of the local community

The changes since 2011 are;

- At 1st April 2018 a total of 1,111 new homes (net) have been completed
- At 1st April 2018 an additional 1,010 new homes have planning permission
- In total, 2,121 dwellings have therefore been completed or have permission, and the current housing policy is proving to be effective and delivery is happening as expected.

Key challenges are;

- Make further provision for housing development at the North Keynsham Strategic Development Location (SDL) as identified in the West of England Joint Spatial Plan

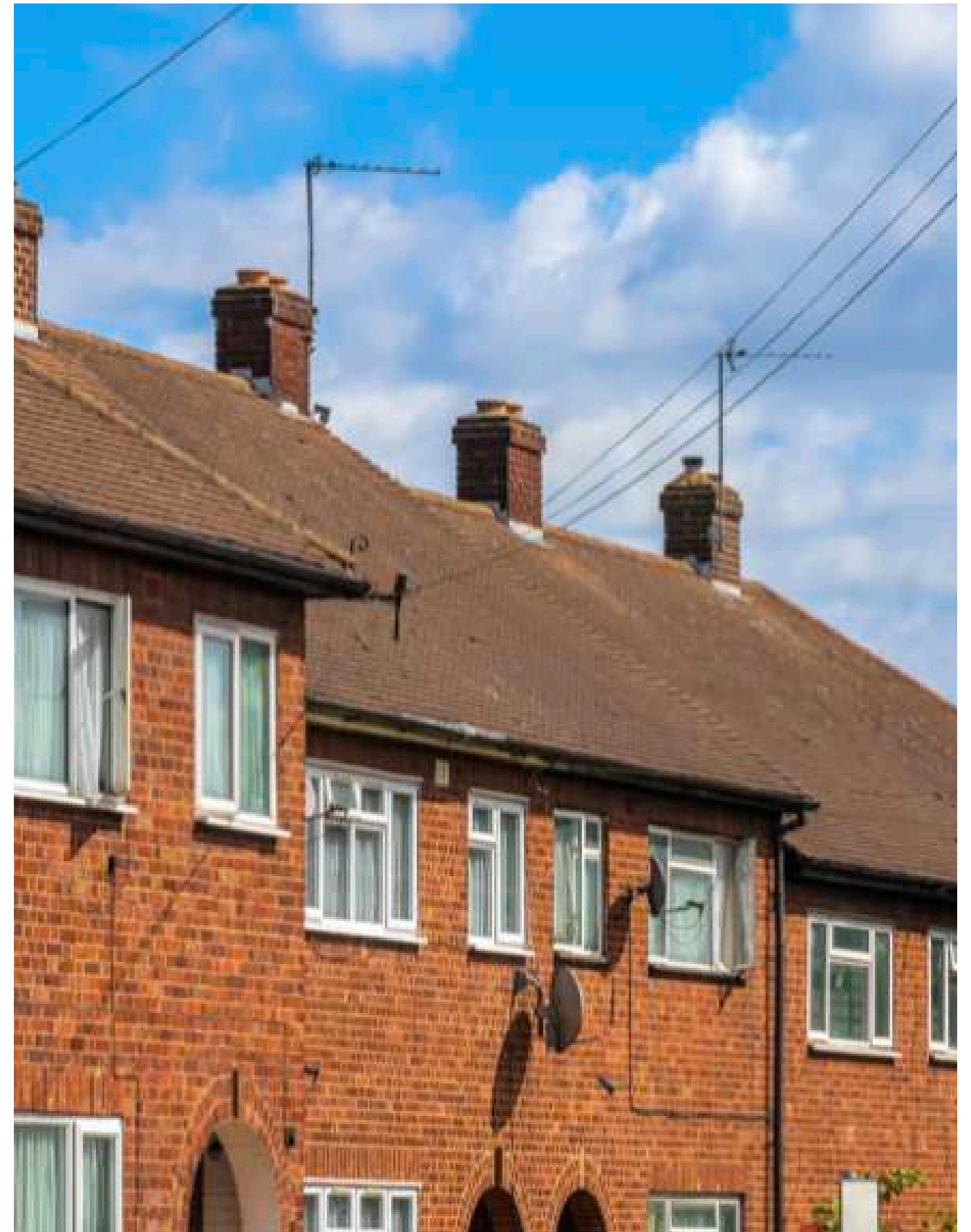


Fig 1.15 Housing (Source Unknown)

## 1.4.2 Economic and Employment Policies

The current policy entails:

- Make provision for around 1,600 additional jobs (net) between 2011 and 2029
- Make provision for a change in office floorspace from around 13,000sqm in 2011 to about 20,200sqm in 2029 (net increase of 7,200sqm)
- Make provision for a change in industrial/warehouse floorspace from around 52,000sqm in 2011 to about 60,300sqm in 2029 (net increase of 8,300sqm)
- As part of this overall requirement, deliver a new mixed-use quarter at Somerdale to provide significant employment floorspace, and the redevelopment of Riverside for a mix of uses
- Diversification of the employment base in order to offer greater opportunities for the resident population, including a focus on attracting more Higher Value Added jobs to help reduce out-commuting

Changes since 2011:

- 2016 a net increase of around 300 net additional jobs had been created
- Of the top five employment sectors in 2011, all experienced growth throughout this period except for the education sector
- 1st April 2018 a total increase of 15,000sqm of B1 floorspace has been completed, mainly as the result of the completion of the office development at the Chocolate Quarter at Somerdale (now occupied by companies such as Pukka Herbs and Independent Vetcare, as well as St Augustine's GP Surgery) and the completion of the Civic Centre
- 1st April 2018 a total loss of 2,327sqm of B2/B8 floorspace has occurred, mainly as a result of the demolition of an industrial unit at Ashmead to build a custody and criminal investigation centre for Avon and Somerset Police

Key challenges

- Deliver the Core Strategy Employment land allocation at East Keynsham as part of the North Keynsham SDL
- Make further provision for employment development at the North Keynsham Strategic Development Location (SDL) as identified in the West of England Joint Spatial Plan
- Ensuring the delivery of the employment objectives of the Economic Strategy review are achieved where possible, including delivering more Higher Value Added jobs.

## 2. Aims and Objectives

---

### 2.1 Core Aims and Objects of the HS HAZ

Heritage-led regeneration is of particular value where historic areas at risk such as Keynsham town centre have potential to be transformed into “vibrant places in which people wish to live, work and spend their money”. (‘Heritage and the Economy: Historic England 2018’)

#### 2.2.1 Rationale

Keynsham is the focus of significant regeneration but despite the investment, the market town has lost its retail position due to competition from the neighbouring cities of Bristol and Bath. The changing shopping habits brought about by the rise of internet shopping habit have exasperated the issues and as a result the Keynsham’s retail offer has declined. Many businesses many face difficulties in meeting the cost associated with the maintenance and repair of buildings, including historic assets. Additionally unsympathetic shop alterations and fascias denuded the quality of the historic environment, preventing the high street from recognising its full potential.

The primary rationale for Keynsham HS HAZ is to reverse the decline of the historic high street through a programme of projects that will transform the built environment; reduce vacant rates; increase consumer spend; footfall and dwell time and celebrate Keynsham heritage.

will help to transform the perception, identity and distinctiveness of the HS HAZ encouraging locals and visitors alike back to the town centre. The transformation will encourage wide spread appreciation and understanding of the historic environment, repairing the historic fabric and reversing the cycle of harm to heritage assets

#### 2.2.2 Economic

Investment in the high street seeks to improve the commercial appeal of the HS HAZ, reversing the decline and reaffirming Keynsham’s market town offering, through repairing historic fabric, improving shopfronts and enhancing the public realm.

#### 2.2.3 Social

Investment in the local community seeks to empower local businesses and residents to have active role in the redevelopment of the high street through community-led design, an established engagement framework and a cultural programme. The projects will strengthen the relationship between B&NES and Keynsham Town Council and the HS HAZ area steering group will introduce a new tangible resource around which economic and cultural partnerships can be built.

Improvements to the public realm along with a renewed community spirit will help to

nurture the creation of a sense of place and a new distinctive high street identity which is proud of its heritage.

#### 2.2.4 Environment

Investment in the public realm, delivered in partnership with local community groups and other B&NES departments, that responds positively to the historic environment will help to transform the perception, identity and distinctiveness of the HS HAZ encouraging locals and visitors alike back to the town centre. The transformation will encourage wide spread appreciation and understanding of the historic environment, repairing the historic fabric and reversing the cycle of harm to heritage assets

#### 2.2.5 Legacy

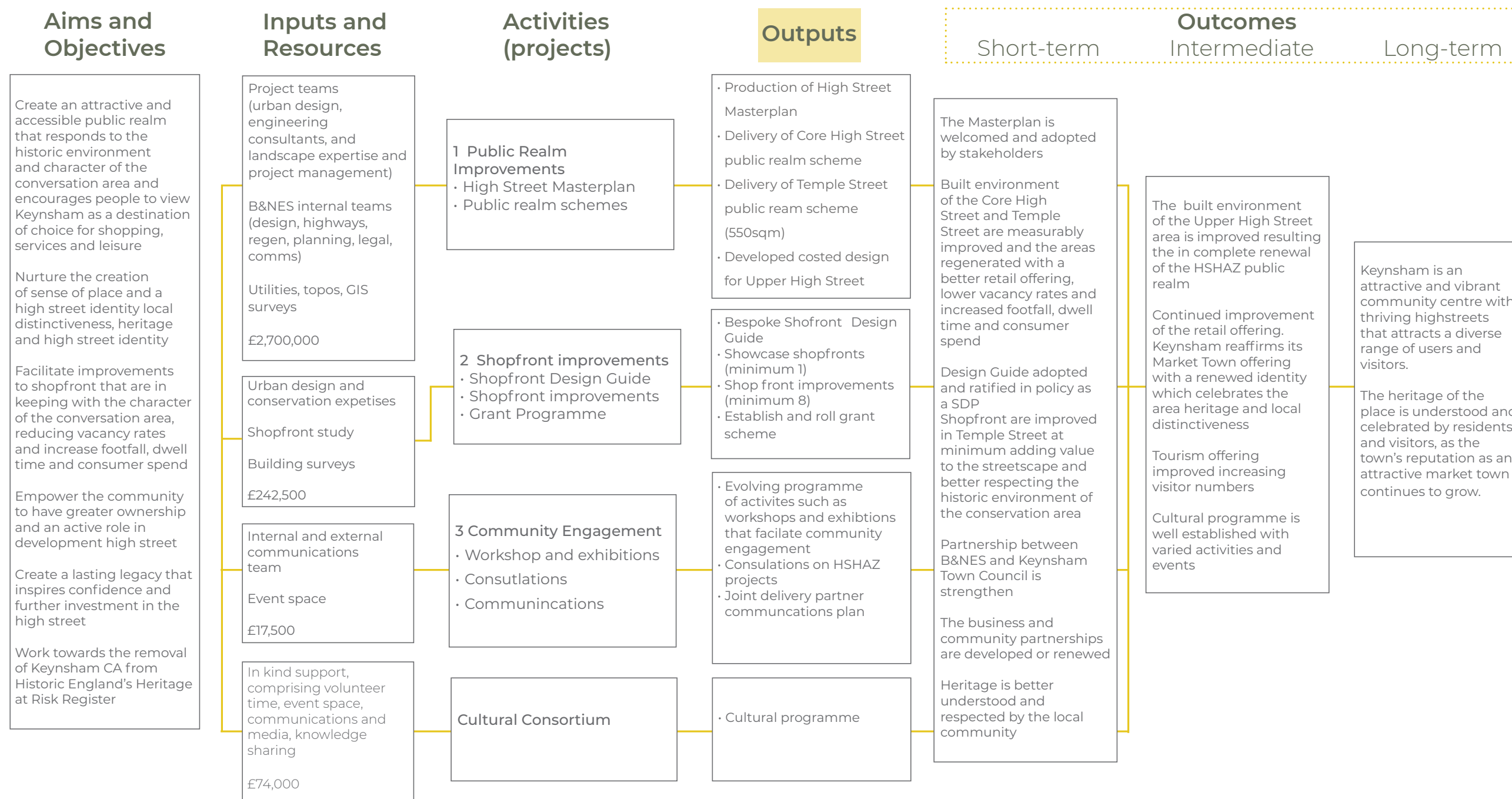
The removal of the conservation area from Historic England’s ‘At Risk’ register is a core aim of the project. The aspiration to create a lasting legacy and that inspires confidence, further investment and continued care for Keynsham’s historic assets is common to all projects included in the DP.

## Keynsham High Street Heritage Action Zone Logic Model

The primary rationale for Keynsham HSHAZ is to reverse the decline of the historic high street through a programme of projects that will transform the built environment, reduce vacant rates, increase consumers spend, footfall and dwell time and celebrate Keynsham heritage.



Bath & North East  
Somerset Council



### Assumptions:

- The overall objectives and strategy of the HSHAZ align with the needs and aspirations of the local community and other stakeholders
- Local property owners and businesses will take up the grant scheme offer to improve their shopfronts
- Local stakeholders continue to deliver a varied cultural events programme

### External factors:

- The determination of Fire Station planning application. Approval could benefit the HSHAZ through additional CIL funding
- Programme of investment for Keynsham North Strategic Development.

Fig 2.1 Logic Model



# 3. Planned Projects

## 3.1 Project 1: Public Realm Improvements

### 3.1.1 Summary

The design and maintenance of a distinctive and attractive public realm is vital to the creation of streets and spaces which people enjoy visiting (Historic England –Streets for All). The implementation of the one-way system in Keynsham High Street has shone the spotlight on the deteriorating public realm and the effects that it continues to have on the commercial viability of the market town. The historic environment has suffered greatly. The public ream improvement project puts the historic environment front and centre to create an attractive backdrop where local residents and visitors come to shop, eat, play and spend quality time together.

### 3.1.2 Aims

- Create an attractive and accessible public realm that responds to the historic environment and character of the conservation area and encourages people to view Keynsham as a destination of choice for shopping, services and leisure
- Nurture the creation of a sense of place celebrating local distinctiveness, heritage and high street identity
- Improve the northern gateway to the high street and review vehicular movement at the Station Road junction, reducing the dominance of the car in the streetscape
- Renew and strengthen Temple Street’s relationship with the High Street and the Civic Centre
- Reduce vacancy rates and increase footfall, dwell time and consumer spend
- Create a lasting legacy that inspires confidence and further investment in the high street

### 3.1.3 Scope of Works

The public realm improvement project comprises four sub-projects currently at different stages of fruition;

1. High Street Masterplan
2. Core High Street public realm scheme (phase 1)
3. Upper High Street public realm scheme (future phase)
4. Temple Street public realm scheme (future phase)

### High Street Masterplan

Keynsham is currently the focus of significant investment. The DP recognises the need for a comprehensive approach to the HS HAZ that captures the regenerative value of these wider investments but also enables the high street to realise its full potential.

The Masterplan will:

- Be comprehensive in so much that it provides an overarching vision and strategy for the high street that will deliver the project aims, unify the public realm schemes and transform the town centre
- Be aspirational but deliverable
- Clearly define the priorities for the regeneration of the high street for life of the DP
- Outline future priorities and development opportunities beyond the life of the DP
- Set the quality and design standards for the HS HAZ
- Set clear principles for the HS HAZ public realm including but not limited to form, function, placemaking, heritage, animation, character, movement, landscaping and wayfinding
- Scope and progress public realm schemes for Upper High Street and Temple Street to a developed, costed design stage

The Masterplan covers the extent of the HS HAZ. It will be delivered during year 1 of the DP through HSHAZ funding with match funding from B&NES.

### Core High Street – phase 1

The Core High Street scheme is currently in delivery stage and due to be completed by April 2021. The scheme forms phase 1 of the public realm improvement project and focuses on the enhancement of the Core High Street area to complement the one-way system between Charlton Road and Bath Hill that was instated permanently in 2018. This work is delivered primarily through WECA funding with supplementary funding secured by B&NES and KTC.

### Upper High Street – future phase

The Upper High Street formerly formed phase 2 of the public realm improvement project, however through the process of developing the DP the funding for the public realm improvements has been reallocated to Temple Street. A developed costed design will be delivered through the Masterplan in collaboration with other B&NES departments.

### Temple Street – future phase

Public realm improvements to Temple Street, previously outside of the scope of EOI, have been bought forward by the DP. A developed costed design will be delivered through the Masterplan in the first year of the DP with the public realm scheme delivered by April 2024.

### 3.1.4 Change Management

The Upper High Street previously formed phase 2 of the public realm improvement project, as outlined in the EOI, however, after further analysis of the site, there is a recognition that the reconfiguration of the Station Road junction in addition to public realm works could be greatly beneficial to the commercial appeal and distinctiveness of the Upper High Street.

Conversations have been sought with other B&NES departments and, in support of the Strategic Development Location at North Keynsham, both Highways and Regeneration teams are considering improvements to the Station Road junction and the link between the Keynsham Train Station and the High Street. Feasibility assessments are current being prepared by the respective teams and an announcement on funding associated with the Housing Infrastructure Fund (HIF) is expected in the New Year. Once secured all monies associated with the HIF must be committed by April 2024. Subject to further analysis, a completed public realm scheme in Upper High Street is therefore deliverable within the lifetime of the HS HAZ

Away from Upper Street High there is growing support from the community and Ward Councillor for improvements to Temple Street to be brought forward. Temple Street is viewed by the local community as the independent quarter of the town. The area has benefited from ongoing investment over the last few years with the opening of the new Civic Centre, ongoing redevelopment of the Riverside and the proposed development of the Fire Station into a hotel. Investment in Temple Street would complement these projects and there may be opportunities to gain further funding through CIL contributions. The planning application for the Fire Station is yet to be determined, with a decision expected in the New Year. The Environment and Design will work closely with both the Planning and Conservation team to sure that the public realm and historic environment have been fully considered. If it approved ground works will need to have commenced by 2023.

The feasibility of Temple Street has been reviewed and it is considered that the investment in the public realm would be transformative to area that has lost much of its historic fabric, and that the works could be achieved in the lifetime of the DP. It is also noted that the major landlord in this area has individually expressed support for the HS HAZ.

After weighing up the strength and weaknesses of both areas, it was felt that a greater transformative effect could be achieved in Upper High Street area if the public enhancements originally outlined in the EOI were delivered in conjunction with both the Highways and Regeneration teams. On review it was determined the scale and timeline of the works would extend beyond DP and therefore public realms work to Upper High Street are considered not to be deliverable through the HS HAZ funding and on balance Temple Street is the more viable scheme.

In light of this, as outlined in the Scope of Work, the HS HAZ funding allocated to public realm works in the Upper High Street has been reallocated to Temple Street.

3.1.5 Project Method Statements

High Street Masterplan

The Masterplan will be delivered by a commissioned landscape architect or urban design firm with input from the HS HAZ working group. The necessary B&NES project officers are expected to be design, highways, planning and regeneration. The advisory partnership will be consulted at regular intervals and public engagement exercised held.

Fee and fixed costs will be agreed before work commences. The budget has been calculated by firstly evaluating the costs of similar projects and then applying uplift to account for interest and a contingency fund.

The client will be the Environment and Design Practice and the project will be led by the HAZ Project Officer.

The Core High Street

Funding for the RIBA stage 3 to 7 (Developed Design to In Use) secured early in 2019 and is due for completion April 2021. The funding includes a replenishment stock of materials in order to maintain the highway as well a 15 year commitment with the B&NES's Parks department for the upkeep of landscaping.

The client has been recently transferred to the Environment and Design Practice and the construction of the scheme will run alongside and inform the High Street Masterplan.

Temple Street

A developed costed design will be delivered through the Masterplan in collaboration with other B&NES departments with input from the. This will be ensure that a deliverable scheme is ready to be progressed in April 2021 once phase 1 (Core High Street) has been completed.

An initial costing exercise was conducted by the Environment and Design Practice to support the DP. The area considered is approximately 550m2. The current market cost of natural materials was ascertained and the cost associated with technical design, construction and officer support was evaluated against similar projects. An uplift was then applied to account for interest using the RCIS and Bank England rates as indicators and a contingency fund was also allocated. Lastly replenishment supply fund for material was calculated to ensure the continued maintenance of the public realm scheme in the appropriate historic natural materials.

Where possible efficiency will be made between the delivery of phase 1 and future public realm schemes and the cost design will reflect this.

3.1.6 Project Team

Table 3.1 Public Realm Improvements project team

Keynsham High Street Public Realm Improvements				
Client		Environment and Design Practice, B&NES		
Delivery Partners		B&NES, Historic England, WECA		
Sub Project	Project Lead	Design Lead	Engineering Lead	Project Management
High Street Masterplan	HSHAZ Project Officer	Design Project Officer External Landscape/ Urban Design Consultant	N/A	Principal Design Project Officer
Core High Street	Georgi Tyler, Design Project Officer	Andy Carven Webb, Jacobs Vaughan Thompson, Place Studios	Andy Higginson, Jacobs	Sally Anne-Carr
Upper High Street	TBC			
Temple Street	HSHAZ Project Officer	Design Project Officer TBC, External Landscape/ Urban Design Consultant	TBC, External Engineering consultant	TBC, External Consultant



3.2 Project 2: Shopfront Improvements

3.2.1 Summary

Shopfronts are the main tool for businesses to convey the goods offered. Shopfronts should be eyecatching but also make a positive contribution to the character of the street scene. The investment in shopfronts will add value to, and repair the historic streetscape creating a more attractive retail offering. In order to deliver the optimum impact a collaborative approach has been adopted.

3.2.2 Aims

- Facilitate improvements to shopfronts that contribute to improving the character of the conservation area
- Reduce vacancy rates and increase footfall, dwell time and consumer spend
- Create a lasting legacy that inspires confidence and further investment in the high street

3.2.3 Scope of Works

The shop front improvement scheme will be delivered in three elements;

1. Shopfront Design Guide
2. Showcase Shopfronts
3. Shopfront Grant Programme

Shopfront Design Guide

The first element is the production of a comprehensive and bespoke Keynsham town centre ‘Shopfront Design Guide’. The guidance will build upon the 2017 shop front study, providing best practice advice on how to improve, alter and repair shopfronts in order to create a more attractive streetscape that is sympathetic to the historic environment and encourage locals and visitors to shop in Keynsham high street. It will be prepared in partnership with KTC and the local business community to help foster ownership of the document and encourage best practice design.

The Design Guide will:

Promote a higher quality design standard that will contribute to the improvement of the historic environment

Be community led

Be bespoke to Keynsham HS HAZ

Set clear design principles including but not limited to; fascias, signage, lighting, windows, doors, pilasters and awnings

Provide best practice advice on how to make changes and repairs to shopfronts within the setting of te Keynsham conversation area

- Provide best practice advice on how to maintain shopfronts to a high quality
- Use layman terminology and where not possible to provide definition of key terms

**Showcase Shopfronts – pilot improvements**

The second element is the pilot scheme for up to three showcase shopfronts. These showcase shopfronts will demonstrate what can be achieved through the application of the ‘Shopfront Design Guide’ and will be of the highest standard.

Nos. 56-56A, 58 & 60 have been identified as potential candidates for the showcase shopfronts. They will complement phase 1 of the public realm improvement, build momentum and help transform the Core High Street area. The group of buildings are highlighted in figure 17. Should these buildings be unviable prospects another group selected for the shopfront grant programme will be bought forward instead.

The showcase shopfronts will be delivered in tandem with the Design Guide.

**Shopfront Grant Programme**

The third element is a grant programme that will provide the landlords/shop owners with financial support to undertake improvement to their shopfronts. The grant programme will be rolled out across the HSHAZ to support the delivery of each phase of the public realm improvement project.

At minimum the DP will aim to improve at least eight shopfronts in addition to the three shop showcase shopfronts. However the number of potential shop interventions increases as the grant rate is decreased.

Before any grants are approved the following work will be undertaken to ensure robust evidence based on which to select the shopfronts and set the grant rate.

- Asset register
- Assessment of costs
- Framework

In addition, a business workshop will be arranged to inform local landlords and shop owners of the programme and the opportunities in presents. It will also help encourage early buy in to the scheme.



Fig 3.1 Shopfront programme plan

3.2.4 Project Method Statement

Shopfront Design Guide

The Shopfront Design Guide will be delivered through the governance structure in partnership by B&NES, Historic England, KTC and the local business community. It could be prepared in-house by the Environment and Design Practice with support from the Conservation and Planning teams or alternatively by a commissioned consultancy with design and heritage expertise.

Fees and fixed costs will be agreed before work commences. The budget has been calculated by firstly evaluating the costs of similar projects elsewhere and then applying uplift to account for interest and a contingency fund.

The lead client will be the Environment and Design Practice and the project will be led by the HSHAZ Project Officer.

Showcase shopfronts

In 2017 B&NES, in partnership with Historic England and KTC, commissioned SIMUL consultations to undertake a detailed condition survey and audit of historic buildings built before the mid 20th century. This work has informed the selection process of the showcase shopfronts. The three buildings are considered by the SIMUL survey to be candidates for major intervention and capable of enhancement. Additionally, it is considered that the delivery of a group rather than a building in insolation will have a greater impact on streetscape improvement. Further rationale is included in the condition appraisal opposite and the full surveys are included in the appendicies .

Following the selection of the buildings the relevant landlord and/or tenant will be approached and, should they agree that the work proceeds, a detailed measured survey of the three shopfronts will be undertaken. Concept designs and detailed drawings will be prepared and any necessary permissions or consents obtained to enable delivery.

Shopfront Grant Programme

The grant programme will be informed by SIMUL’s shopfront study and the accompanying surveys. All shopfronts selected for the grant scheme will be considered capable of making a positive contribution to the conservation area streetscape and capable of restoration, reinstatement and enhancement. The improvement of these shopfronts will help to visually enhance the streetscape and improve the retail experience.




Using the shopfront surveys, key clusters have been identified as illustrated in Figure 17. The DP seeks to deliver shopfront improvements in groups as it is considered this will have a greater transformation impact than shops front delivered in insolation. To further understand the nature of the individual buildings; their current use and their ownership, an asset register will be undertaken before any grants are approved.

The amount of grants approved is dependent on a number of variables outside the

control of the DP, these being market economics; financial stability of landlords and inaccuracies in initial SIMUL analysis. These have been explored and where possible mitigated in the risk register.

The grant intervention rate will be set following a full assessment of costs. The number of buildings that will be improved will vary according the intervention rate. At a minimum, the DP seeks to improve at least eight properties plus the three shop showcase shopfronts.

Table 5 Condition Appraisal

Street Number	Listed	Date	Condition	
56-56A	No	C16/18	Neglected but retains a lot of important fabric and character. The current shopfront would be easy to change without impacting on the historic fabric There is significant opportunity for enhancement	
58	No	C16/19	The condition and integrity of the elevation is poor with a lot of inappropriate intervention. This building is a candidate for major intervention	
60		Late C19.	The building has limited character and is perhaps the most open shopfront on the High Street. A distraction in the street scene it could be greatly enhanced through an number of positive interventions.	



### The Grants

The grants will facilitate the necessary works to the buildings in order to improve the frontages of the shops to a high quality condition and design that recognises the historic significance of the conservation area and improves the aesthetic of the streetscape. Such works include but are not limited to;

- Detailed measured survey
- Planning/listed building consents
- Title register
- Materials
- Labour
- Consultancy Fees

### Framework

A framework is necessary to ensure there is a common understanding of how the grant programme will work. The framework will evolve through workshops with the business community and by reviewing the success of other schemes, including the London Road shopfront scheme, and further afield.

#### Landlord/Shop owner buy-in

Promotion and early engagement of the business community is crucial to ensuring that landlords, shop owners and tenants are aware of the opportunities and benefits the projects will bring. Landlord and shop owners will be encouraged to put forward their buildings to be considered for the Showcase Shopfronts and contribute to the design process.

A selection process will be set out in the framework which will include an eligibility criteria that landlords/shop owners must meet before their grant can be approved. This eligibility criteria will be agreed through the governance structure.

### **3.2.5 Project Team**

Further consideration needs to be given on how the project team is formed and a decision made on whether the design lead is procured in house or commissioned externally.



Fig 3.2 Wild About Flowers, No. 31 High Street (Source unknown)

### 3.3 Project 3: Community Engagement

#### 3.3.1 Summary

Keynsham benefits from a well informed and active community. The ongoing public realm improvement scheme has provided B&NES with the opportunity to build new relationships with the community and strengthen existing ones. The Community Engagement Project seeks to build upon this and encourage the local community to play a larger role in the development of their local high street

#### 3.3.2 Aims

- Encourage and empower the community to have greater ownership of the high street and public realm through community partnerships
- Encourage the community to progress with the neighbourhood plan
- Ensure the community is well informed of the projects and opportunity to participate
- Strengthen the resilience of the high street and its community

#### 3.3.3 Scope of Works

A programme of activities that would foster collaborative working between public sector organisations and local communities will be developed through the Advisory Partnership and Working Group. An indicative programme of activities is outlined below. It is anticipated that as the projects evolve new activities may be added to the list.

- Shop window award scheme
- School projects
- Neighbourhood Plan Workshops
- Heritage Branding Workshops
- Community Led Design Workshops
- Retail marketing workshops

Informal and formal consultation on public realm improvements will be arranged as and when necessary by the assigned project team and is out of scope of the this project.

Additionally a communications plan will be prepared to support the activities delivered by the project. It will also help to ensure that the local community is well informed of the progress of the other projects delivered in the HS HAZ and what opportunities there are to participate or comment.

## 4. Project Summary Table

Table 4.1 Summary of projects

Project	Title	Start date	End date	HE funding	Match funding	Combined total
N/A	Senior Heritage Project Officer	April 2020	March 2024	£150,000	-	£150,000
1	Public Realm Improvement Scheme	April 2020	March 2024	£730,000	£1,090,000	£1,820,000
2	Shopfront Improvements	April 2020	March 2024	£210,000	£32,500	£242,500
3	Engagement Cultural programme	April 2020	March 2024	£10,000	£7,500	£17,500
Totals				£1,100,000	£1,130,000	£2,230,000
Phase 1 committed spend (April 19 – March 2020)				-	£950,000	£950,000
TOTAL VALUE OF PROJECTS						£3,180,000

## 5. Project Outlines

Table 5.1 Public Realm Improvements project outline

Project Title	1: Public Realm Improvements			
Description of Project & its objectives	<ul style="list-style-type: none"><li>• Create an attractive and accessible public realm that responds to the historic environment and character of the conversation and encourages people to choose Keynsham town centre for shopping, services and leisure.</li><li>• Develop a Masterplan that provides an aspirational overarching vision for Keynsham High Street which unifies current and future public realm schemes</li><li>• Nurture the creation of a sense of place and a high street identity</li><li>• Review the configuration of the Station Road/Bristol Road/High Junction and develop designs that reduce the dominance of vehicles in the streetscape</li><li>• Renew and strengthen Temple Street's relationship with the High Street and the Civic Centre</li><li>• Reduce vacancy rates and increase footfall, dwell time and consumer spend</li><li>• Create a lasting legacy that inspires confidence and further investment in the high street</li></ul>			
Project Category	Public realm improvements			
Estimated Outputs	<ul style="list-style-type: none"><li>• Townscape Analysis</li><li>• Keynsham High Street Masterplan</li><li>• Delivery of Core High Street public realm scheme</li><li>• Delivery of Temple Street public realm scheme</li><li>• Production of a developed, costed design for Upper High Street and Developed Design Report</li></ul>			
Project Leader	Senior Heritage Project Officer			
Project Leader's contact details	Environment&Design@bathnes.gov.uk			
Any project partner organisations' contact details	WECA KTC			
Funding Source	HE	LA	Match	Totals
SHSAZ Budget	£730,000	£340,000	£750,000	£1,820,000
Phase 1 committed spend (April 2019 – March 2020)		£200,000	£750,000	£950,000
Totals	£730,000	£540,000	£1,500,000	£2,770,000
Start Date	April 2019			
End Date	March 2024			



Table 5.2 Shopfront Improvements project outline

Project Title	2: Shopfront Improvements			
Description of Project & its objectives	<ul style="list-style-type: none"><li>Facilitate improvements to shopfront that are in keeping with the character of the conversation area</li><li>Reduce vacancy rates and increase footfall, dwell time and consumer spend</li><li>Create a lasting legacy that inspires confidence and further investment in the high street</li></ul>			
Project Category	Shop front improvements			
Estimated Outputs	<ul style="list-style-type: none"><li>Shopfront Design Guide</li><li>Pilot shopfronts showcasing best practice</li><li>Grant scheme rollout</li></ul>			
Project Leader	Senior Heritage Project Officer			
Project Leader's contact details	Environment&Design@bathnes.gov.uk			
Any project partner organisations' contact details	KTC, Keynsham Business Forum, Keynsham Independent Business Group			
Funding Source	HE	LA	Match	Total
Budget	£210,000	£0	£32,500*	£242,500
Start Date	April 2020			
End Date	April 2024			

Table 5.3 Engagement and Cultural Programme project outline

Project Title	3: Engagement and Cultural Programme			
Description of Project & its objectives	<ul style="list-style-type: none"><li>Encourage and empower the community to have greater ownership pf the high street and public realm through community partnerships</li><li>Encourage the community to progress with the neighbourhood plan</li><li>Support the community to established a thriving cultural programme that helps to transform the high street into an animated, convivial public space</li></ul>			
Project Category	Community project			
Estimated Outputs	<ul style="list-style-type: none"><li>Community workshops and exhibitions</li><li>Establish working and</li><li>Programme of activities</li></ul>			
Project Leader	HSHAZ Project Officer			
Project Leader's contact details	Environment&Design@bathnes.gov.uk			
Any project partner organisations' contact details	Cultural consortium, KTC, HAZ Steering Group			
Funding Source	HE	LA	Match	Total
Budget	£10,000	£0	£7,500	£17,500
Start Date	April 2020			
End Date	March 2024			

## 6. Delivery Programme

Table 6.1 Delivery programme

Project		HSHAZ 1 (20/21)	HSHAZ 2 (21/22)	HSHAZ 3 (22/23)	HSHAZ 4 (23/24)
1	High Street Masterplan				
	Core High Street Public Realm Scheme				
	Upper High Street Developed Design				
	Temple Street Public Realm Scheme				
2	Shopfront Design Guide				
	Showcase Shopfronts				
	Shopfront Grant Programme				
3	Programme of activities				
	Community workshops and exhibitions				
	Communication Plan				

## 7. Funding Programme

Table 7.1 Funding programme

HSHAZ Year	HSHAZ 1 (20/21)	HSHAZ 2 (21/22)	HSHAZ 3 (22/23)	HSHAZ 4 (23/24)	Totals
Senior Heritage Project Officer	£30,000	£45,000	£45,000	30,000	£150,000
Public Realm Improvements	£1,200,000	£190,000	£285,000	£145,000	£1,820,000
Shopfront Improvements	£45,000	£87,500	£75,000	£35,000	£242,500
Community Engagement Programme	£7,500	£7,000	£1,500	£1,500	£17,500
HE Funding split	£245,000	£292,500	£377,500	£185,000	£1,100,000
Annual Totals	£1,282,500	£329,500	£406,500	£211,500	£2,230,000
Phase 1 committed spend (April 2019 – March 2020)					£950,000
TOTAL VALUE OF PROJECTS					£3,180,000



# 8. Scheme Management

There is an established strong working partnership working between B&NES Council and Keynsham Town Council. These organisations have already secured match funding for the HS HAZ and will continue this partnership and resource input in the foreseeable future.

## 8.1. Senior Heritage Officer Post

Should the two B&NES Heritage Action Zones, Keynsham and Midsomer Norton, be successful in being allocated funding, both could be led by a single Senior Heritage Project Officer post which would create efficiencies in the revenue budgets. A Senior Officer post within B&NES costs £60,000 including on costs. In the second and third years of the programme, where workload will be at its highest, further 0.5 Officer support will be required.

The following details the capacity and cost of this officer time over the HS HAZ Programme;

Table 8.1 Officer time breakdown

Year	Total Officer time	Total cost	Cost per HSHAZ
1	1	£60,000	£30,000
2	1.5	£90,000	£45,000
3	1.5	£90,000	£45,000
4	1	£60,000	£30,000
		£300,000	£150,000

## 8.2 Governance Structure

The project will be led by the Senior Heritage Project Officer through the HSHAZ Working Group, which comprises the delivery partners; Historic England, Town Council and B&NES. The HS HAZ Advisory Partnership is a forum in which community representatives and stakeholders can advise and inform the delivery of the process, alongside the co-design process resulting from the full community engagement programme. The figure 8.1 illustrates how different organisations sit within the governance structure..

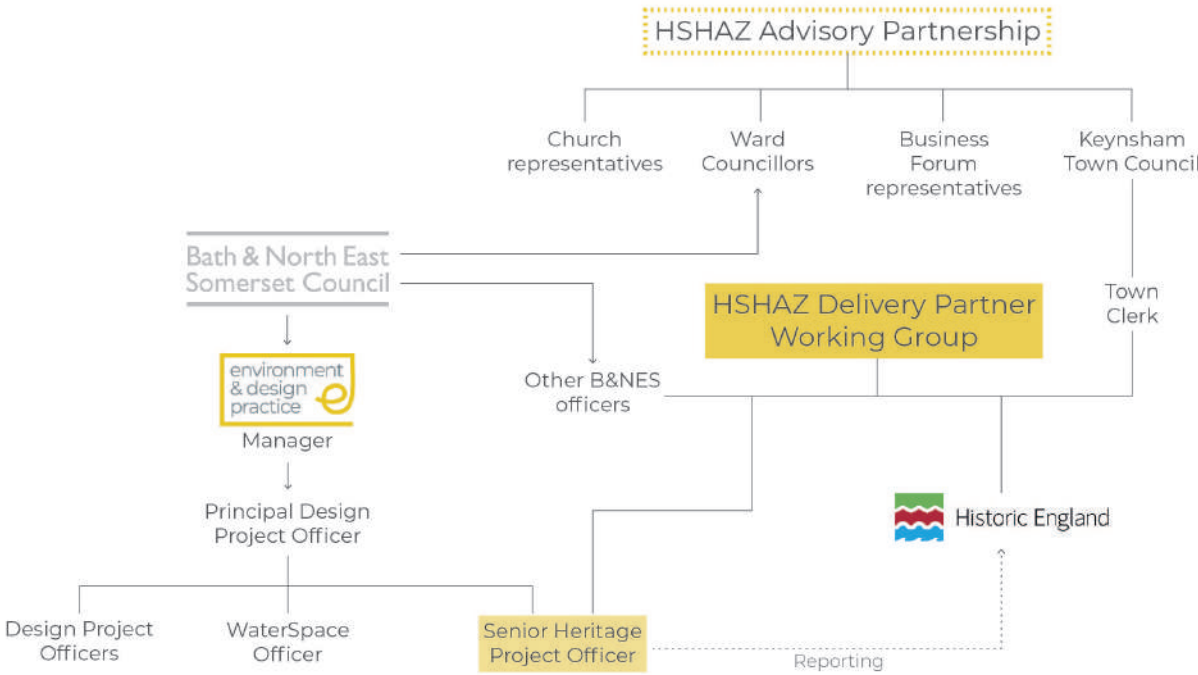


Fig 8.1 Governance Structure

## 8.3 Commitment to Management and Maintenance

There is a strong established working partnership between B&NES Council, Keynsham Town Council and community services in delivering management, maintenance and monitoring of the town centre and Memorial Park environment. These organisations will continue this partnership and resource input in the foreseeable future. The public realm scheme will thoroughly renew the street fabric, providing a robust and long lasting quality, specification and refined design. This will ensure the scheme will be capable of effective management and maintenance within existing and projected resource levels. Additionally, funding for the replenishment of materials have been incorporates

# 9. Statement of Community Engagement

## 8.4 Commitment to Managing Shopfront Quality and Continuous Enhancement

Keynsham town centre’s Conservation Area status and its designated heritage assets provide B&NES Council with increased development management and enforcement responsibilities and powers to secure the delivery of business frontage and signage schemes. These will compliment and continue the grant aided enhancements. This will be supported by the review of schemes by the Town Council Planning Committee and Keynsham which will be represented on the project Steering Group.

The previous partnership investment in shopfront surveys and guidance provide this process with a significantly enhanced quality of guidance. This will be published and promoted to all stakeholders by the scheme partners.

## 8.5 Growing Keynsham Town Centre’s Public Life

The population of the town is growing and the enhancements will make Keynsham attractive to a very significant West of England catchment area. The Town Plan estimated there are more than 300 active community groups within the Keynsham area. The Town Council already dedicates resources to community events and celebrations. Together with B&NES Connecting Communities Service, the Town Council will maintain its commitment to governance and support of events, markets and culture. It will build the vitality and community life of the town centre and working with local groups and business, to harness the enhanced public realm to increase the diversity and programme of informal, promotional and civic events. Keynsham Music Festival has noted in their letter of support the potential to expand their (and other) events into the High Street with the many benefits that would gain.

B&NES Council has invested £30m in new civic office, square, library and improved community sport and leisure facilities in the town centre and Memorial Park. It will continue to proactively support these facilities. This re-enforces a long term commitment to support Keynsham Town Centre as the market town and community hub.

## 8.6 20 Year Strategic Growth and Infrastructure Framework and Delivery

B&NES will continue to work in partnership within the West of England Combined Authority to deliver the Joint Spatial Plan, Joint Transport Strategy and Local Plan that will facilitate planned housing and employment growth and strategic transport infrastructure that will provide access to and demand for the town centre whilst working to relieve the High Street of harmful volumes of through traffic.

## 9.1 Identifying Communities

Keynsham benefits from a well informed and active community. The ongoing public realm improvement scheme has provided B&NES with the opportunity to build new relationships with the community and strengthen existing ones. There is an established communications plan which seeks to keep the local residents and businesses updated on the progress of the public realm works and the development of the HAZ scheme. In addition and the project team seek to attend community workshops and meeting as often as possible when deemed appropriate.

Local community groups who have been involved and consulted through the development of the HAZ EOI and Delivery Plan include;

- Churches together in Keynsham and Salford
- Keynsham Business Forum
- Keynsham Independent Business Group
- Keynsham In Bloom
- Keynsham & Saltford Local History Society
- Keynsham Music Festival
- Keynsham Wombles
- Keynsham Walkers are Welcome

The organisations listed above represent a diverse cross-section of local community and comprise commercial, cultural, voluntary and environmental groups with varying outlooks and priorities. Despite the variety the Environment and Design Practice recognise that there are many other communities of interest that do not appear on this list. A full stakeholder list is provided in Appendix the team and will seek to broaden the outreach programme in the new year through internal and external communication channels.



## 9.2 Encouraging Engagement

Phase 1 of the public realm project has an established engagement programme that see Project Officers regularly attend or arrange workshops and meetings with local stakeholders and community groups. A similar approach has been adopted for the HS HAZ scheme with consultations and community workshops been built into each of the projects that form the Delivery Plan. Further to this the High Street Masterplan and Shopfront Design Guide seeks to give the community greater ownership over the project through facilitating a community led design processes. A list of activities has been provide in section 3.3 .

Supplementing the workshops and meetings is the Communications. Plan. It supports the engagement programme by informing local residents, businesses and stakeholders on the progress of the public realm works, the development of the HS HAZ scheme and upcoming opportunities to get involved.

The Neighbourhood Plan, which is still in development, also provides opportunity for local communities have a greater say on how the town centre evolves. Member groups have been set up to discuss the various topics however the 'Heritage, Culture, Tourism, Marketing and Development of the Built Environment' group have yet to hold their first meeting. The Environment and Design Practice are investigating the option of holding a workshop with this group in conjunction with Historic England in the new year to help progress this section of the Neighbourhood Plan.

## 9.3 Governance

The community engagement programme will sit within the wider HSHAZ governance structure. The HSHAZ Advisory Partnership provides an arena in which community representatives can help shape the direction of the HSHAZ project and influence outcomes. These representative will include the Town Councillors responsible for the Arts, Planning and Resources and representatives of the church, business community and local residents.

The partnership will be support by the Working Group consisting of B&NES officers, Historic England and KTC. An organigram of the governance structure in figure 19



Fig 9.1 Community activities (Getty)



# 10. Cultural Programme

## 10.1 Keynsham Cultural Programme

Keynsham town centre is well-served by places to meet and hold events, with three church halls and two meeting spaces together with numerous venues. The community engages in a diverse calendar of community and cultural events organized and hosted by the Town Council, Keynsham Churches Together, community groups and the town centre’s pubs cafes and clubs.

Events range from some of the largest festivals in the region, including Keynsham’s music festival and winter festival, both attracting in excess of 10,000 people, to frequent and small scale community gatherings. These include coffee mornings at the Methodist Church, art classes at the Baptist church and yoga at the Fear Hall. “The Space” hosts the Keynsham Film Works, bringing big screen cinema to town and the town centre’s cafes and pubs lay on regular live music and performances.

This programme of existing events and the availability of public and private venues provides a great basis upon which to strengthen the public life of the town centre through investment in the HS HAZ scheme.

## 10.2 The Cultural Consortium

Subject to further discussions, the cultural consortium is likely to be led by groups that are already embedded in Keynsham’s culture events such as the Keynsham Music Festival Association.

Environment & Design Practice will be available to support the Cultural Consortium in their submission to National Lottery Heritage Fund in early 2020. The appointed Senior Heritage Project Officer will then be able to support the Cultural Consortium in the delivery of their programme throughout the 4 year programme period. The cultural programme will support the community engagement programme and such the Project Officer should take a role in coordinating the activities of the two.

Subject to ratification at the next the KTC meeting in the new year, the Cultural Consortium led be delivered by the Keynsham EATH (Event, Arts, Tourism & Heritage) Committee with other cultural organisation forming the rest of the Consortium

- Keynsham Music Festival
- Art Space Consortium
- Keynsham Radio
- Keynsham in Bloom

# 11. Monitoring & Evaluation Timetable

Table 11.1 Monitoring and evaluation timetable

Year 1 2020-21	Develop and determine individual High Streets HAZ outputs & outcomes as part of Programme Design process	Sep to Dec 2019
	Baseline profile of High Streets HAZs <ul style="list-style-type: none"><li>a. Collect indicators of baseline position</li><li>b. Distribute a survey to Local Authorities</li><li>c. Distribute a survey to Community members</li></ul>	Jan to April 2020
	Develop a detailed monitoring framework for the High Streets HAZ and agree monitoring indicators	May 2020
	Assess project proposals against the Programme logic model and monitoring framework	June 2020
	Agree monitoring framework with delivery partners including support needs, data delivery dates, output forecasts	Sep 2020
	Deliver Year 1 monitoring data (on a quarterly basis)	Sep 2020, Dec 2020 & March 2021
Year 2 2021-22	High Streets HAZ Year 1 Self Evaluations (after c.1.5 years of delivery) and develop actions based on self-evaluations	Summer 2021
	Review Y2 monitoring indicators	Nov 2021
	Deliver Y2 monitoring data (on a quarterly basis)	Sep 2021, Dec 2021 & March 2022
Year 3 2022-23	High Streets HAZ Year 2 Self Evaluations (c.2.5 years of delivery)	Summer 2022
	Review Y3 monitoring indicators	Nov 2022
	Deliver Year 3 monitoring data (on a quarterly basis)	Sep 2022, Dec 2022 & March 2023
Year 4 2023-24	High Streets HAZ Year 3 Self Evaluations (c.3.5 years of delivery)	Summer 2023
	Review Y4 monitoring indicators	November 2023
	Delivery Y4 monitoring data (on a quarterly basis)	Sep 2023, Dec 2023 & March 2024



# *Keynsham High Street Heritage Action Zone*

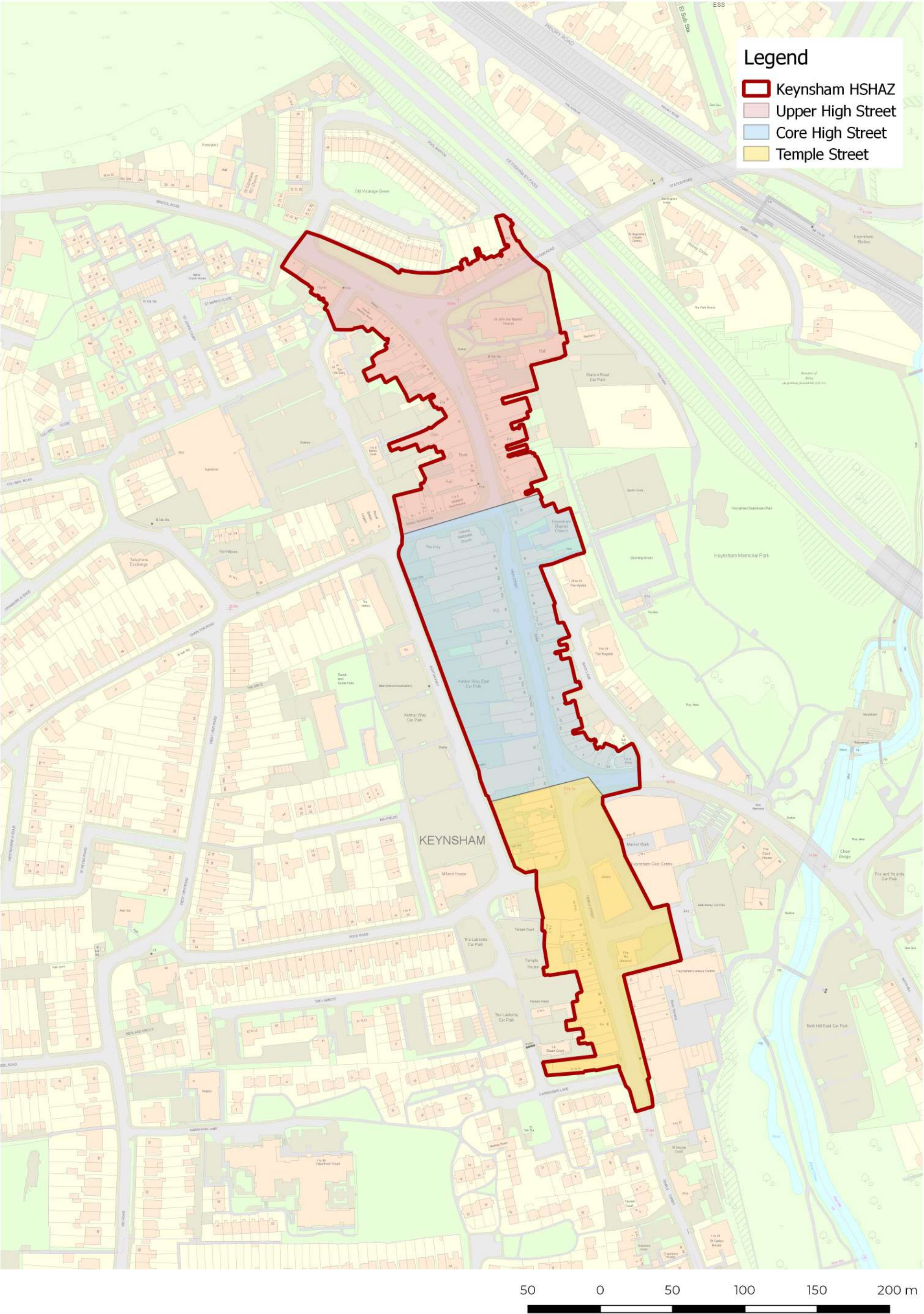
---

*Appendices*

*December 2019*

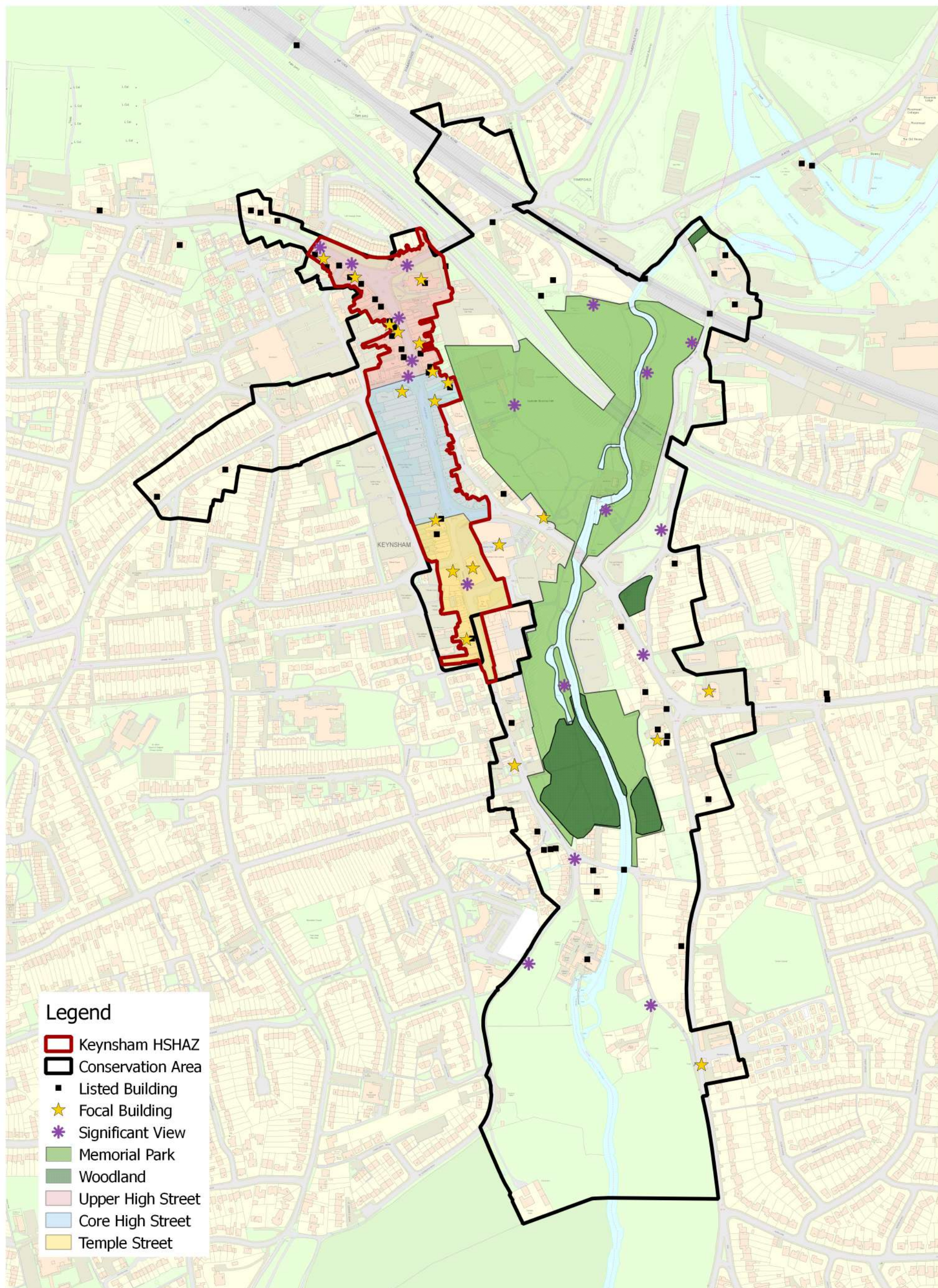


# Keynsham HSHAZ





# Keynsham Conservation Area



## Legend

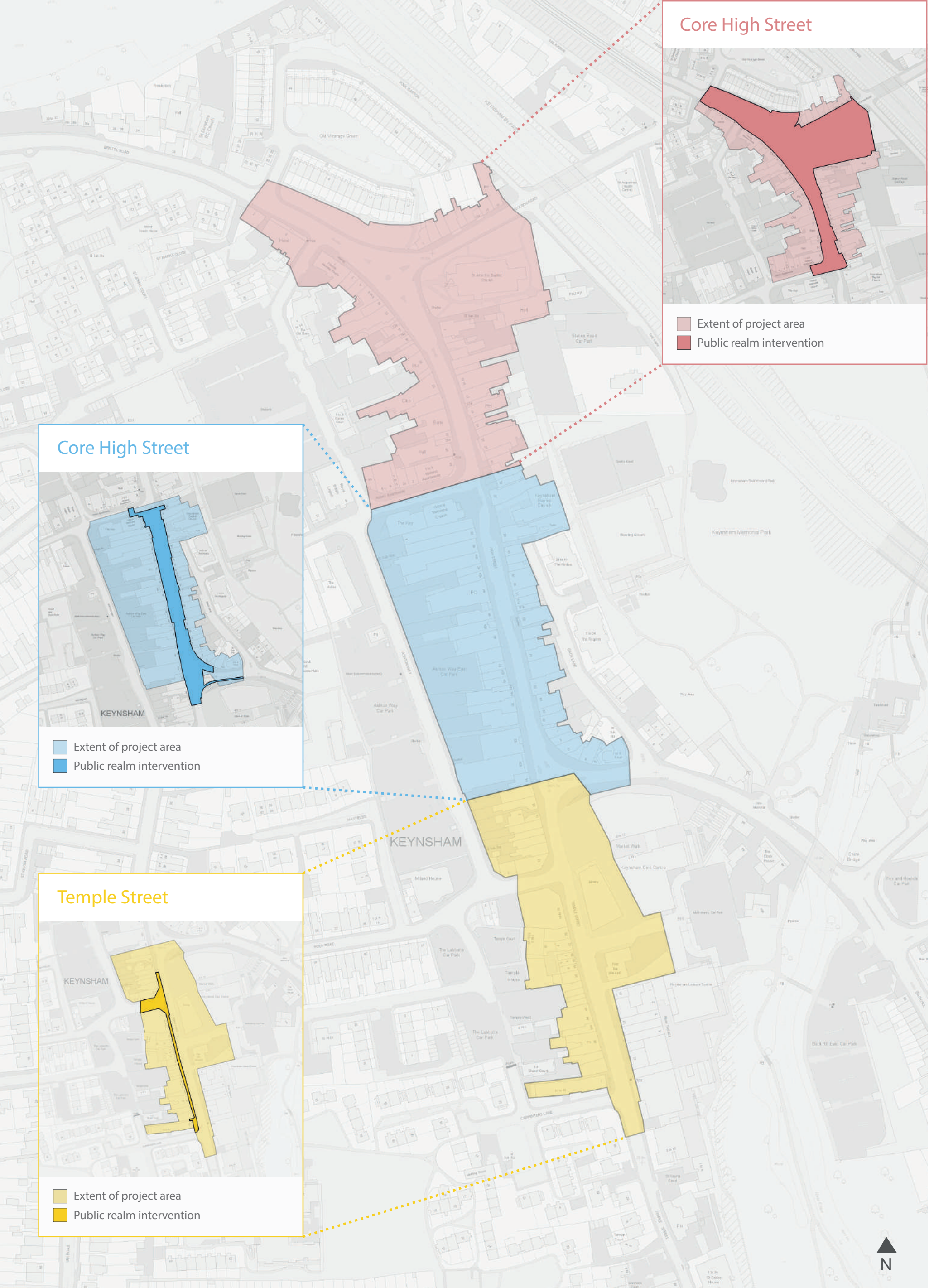
- Keynsham HSHAZ
- Conservation Area
- Listed Building
- Focal Building
- Significant View
- Memorial Park
- Woodland
- Upper High Street
- Core High Street
- Temple Street

100 0 100 200 300 400 m



High Street Heritage Action Zone Scheme Summary Diagram

Bath & North East Somerset **Keynsham Town Centre**



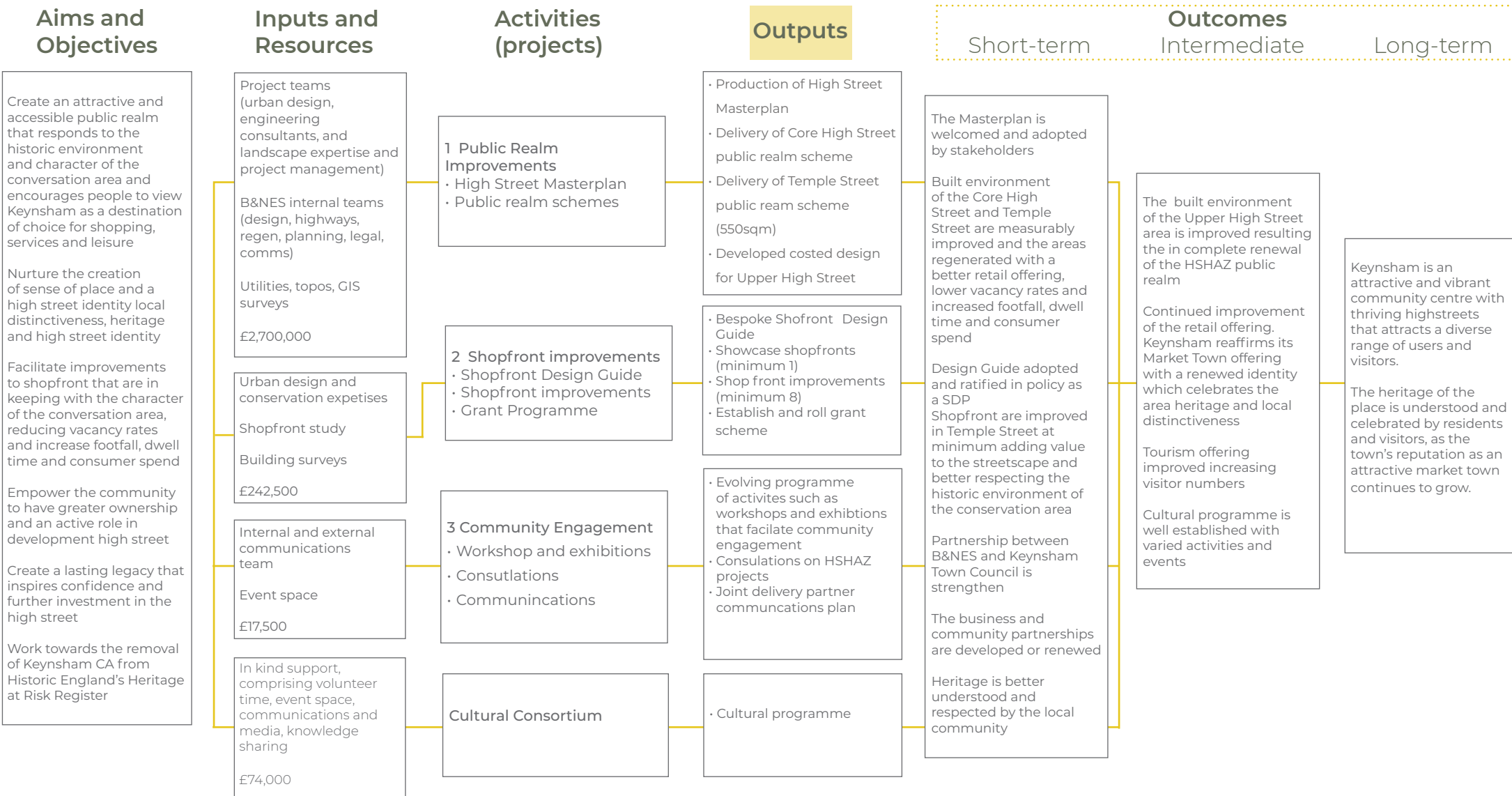


# Keynsham High Street Heritage Action Zone Logic Model

The primary rationale for Keynsham HSHAZ is to reserve the decline of the of the historic high street through a programme of projects that will transform the built environment, reduce vacant rates, increase consumers spend, footfall and dwell time and celebrate Keynsham heritage.



Bath & North East Somerset Council



## Assumptions:

- The overall objectives and strategy of the HSHAZ align with the needs and aspirations of the local community and other stakeholders
- Local property owners and businesses will take up the grant scheme offer to improve their shopfronts
- Local stakeholders continue to deliver a varied ctural events programme

## External factors:

- The determination of Fire Station planning application. Approval could benefit the HSHAZ through additional CIL funding
- Programme of investment for Keynsham North Strategic Development.





2017



1980's



1950's

STREETSCAPE AND DETAILS

DESCRIPTION

**HISTORIC DEVELOPMENT:**

56 High Street Keynsham, is 16th century but has been significantly altered in its time.. Built as a house it is unclear when shop fronts where first added but they were clearly present in the 1960's and possibly date from the 19th century.

The roof consists of half round ridge tiles over double Roman tiles discharging into a plastic gutter and cast iron downpipe. Roughcast render extends either side of the elevation down to ground level where it is terminated on the remains of a stone plinth. The upper floor retains some early 8/8 sash windows with stone cills likely to be C18th.

At ground level there are two large circa 1960's structural openings separated by a pier. The shops extend the full width of these openings. The left hand shop has a modern roller shutter box and projecting lighting and the right shop has a triple colonnade timber frontage with stall riser over set by a plastic sign. The elevation is poorly maintained and has multiple services and signage.

**DESIGNATION:**

Unlisted but falls within **Character Area 2**, Southern High Street of the Keynsham Conservation Area.

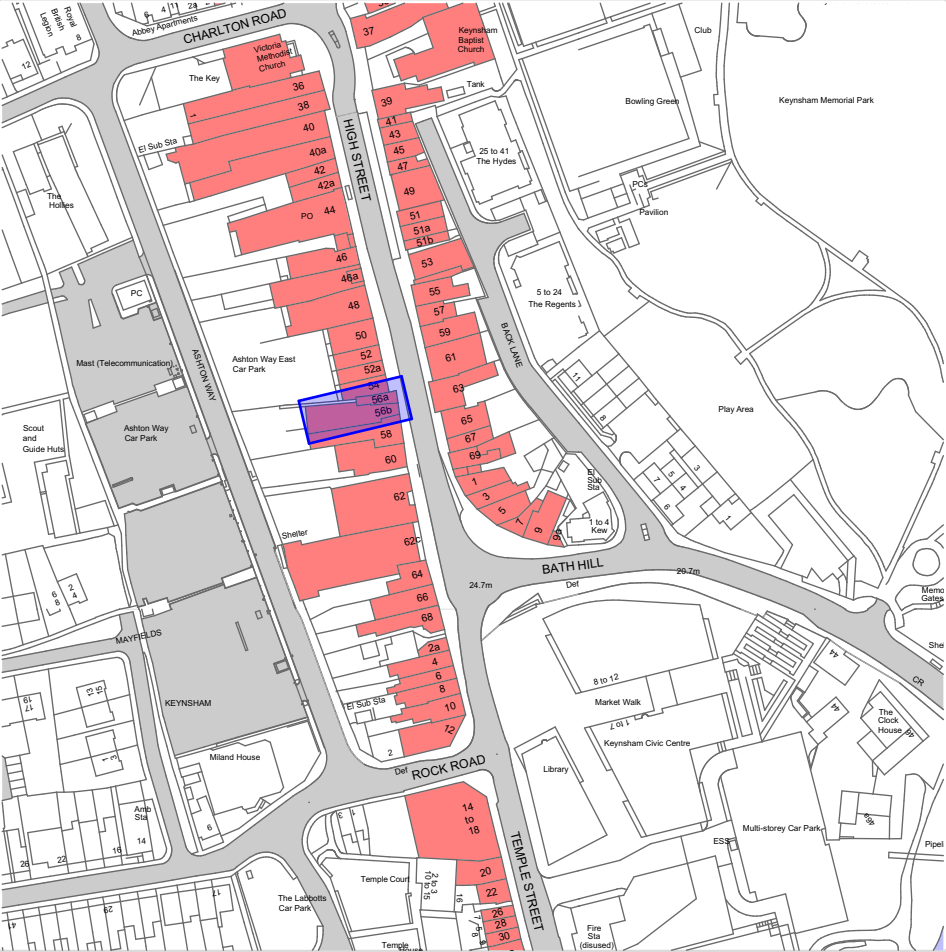
**INTEGRITY AND CONDITION:**

The maintenance condition and integrity of the elevation is poor and appears to have un-informed intervention. There is significant opportunity for enhancement of this elevation by applying new planted shopfronts, repairing and redecorating the elevation.

**ACTIONS:**

- This building having been neglected for so long, but retains a lot of important fabric and character. The current shop fronts would be easy to change without impacting on the fabric leading to major enhancement.
- Consider replacement of shopfronts with framed and planted designs
  - Repair joinery to upper windows, paint as one building
  - Replace gutters with cast metal
  - Remove surface mounted services and signage including projecting signs
  - Repair render and redecorate with lime based materials
  - Remove roller shutters and install internal shutters
  - Provide more suitable traditional painted signage

56 HIGH STREET, KEYNSHAM



EXTRACT OF STUDY AREA

Ordnance survey licence reference



HISTORIC IMAGE

Image Reference





2017



STREETScape AND DETAILS

DESCRIPTION

**HISTORIC DEVELOPMENT:**  
58 High Street Keynsham is 16th century but has been significantly altered in its time. Most likely built as a house it is unclear when shop fronts were first added but they were clearly present in the 1800's.

The building consists of half round ridge tiles over concrete double Roman tiles discharging into a plastic gutter and cast iron downpipe. Roughcast render extends either side of the elevation down to ground level where it is terminated possibly on the remains of a stone plinth. The upper floor has 3 modern plastic windows with obscured cills.

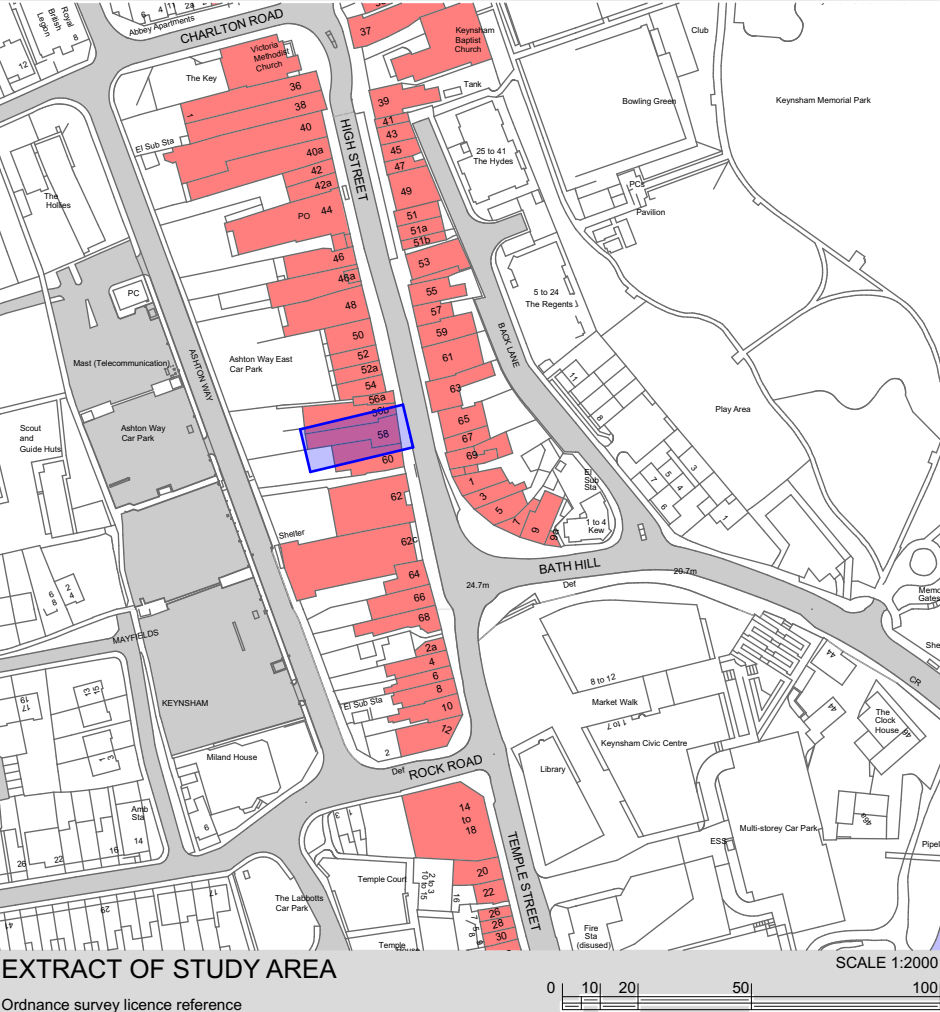
At ground level there are two large circa 1960's structural openings separated by a pier clad in plastic. The shop frontage is recessed by several feet running the combined width of the openings. The frontage is timber framed with a fielded stall riser and different widths centred double doors to each opening. The reveals and sign above which spans the entire double opening are clad in plastic with metal trims. There is continuous box housing across the top of the fascia and 2 awnings.

**DESIGNATION:**  
Unlisted but falls within **Character Area 2**, Southern High Street of the Keynsham Conservation Area.

**INTEGRITY AND CONDITION:**  
The condition and integrity of the elevation is poor with a lot of inappropriate intervention. The setting back of the frontage has not only lost retail area but has destroyed the grounding of the building. There is significant opportunity for enhancement of this elevation by installing new planted shopfronts, repairing and redecorating the elevation.

- ACTIONS:**  
This building is a candidate for major intervention
- Consider replacement of shopfronts with framed and planted designs on face of building to increase shop footprints, ground the elevation and enhance street scene.
  - Reinstate traditional windows with margin glazing to upper floors
  - Replace gutters with cast metal
  - Remove white plastic and metal trims to surfaces
  - Redecorate and repair render
  - Remove surface mounted services

58 HIGH STREET, KEYNSHAM



EXTRACT OF STUDY AREA

Ordnance survey licence reference



HISTORIC IMAGE

Image Reference





2017



Circa 1930's  
STREETScape AND DETAILS



Circa 1977

DESCRIPTION

**HISTORIC DEVELOPMENT:**  
60 High Street, Keynsham, is a brick built late Victorian frontage comprising a pair of double windows set symmetrically over a double Roman tiled roof discharging into cast iron rainwater goods. The windows originally 2/2 sashes have been replaced with uPVC. The shop frontage was originally 2/3 of the elevation with a cart door to the right now replaced with a single opening of metal framed glazing, stone clad sides and a projecting plastic fascia sign.

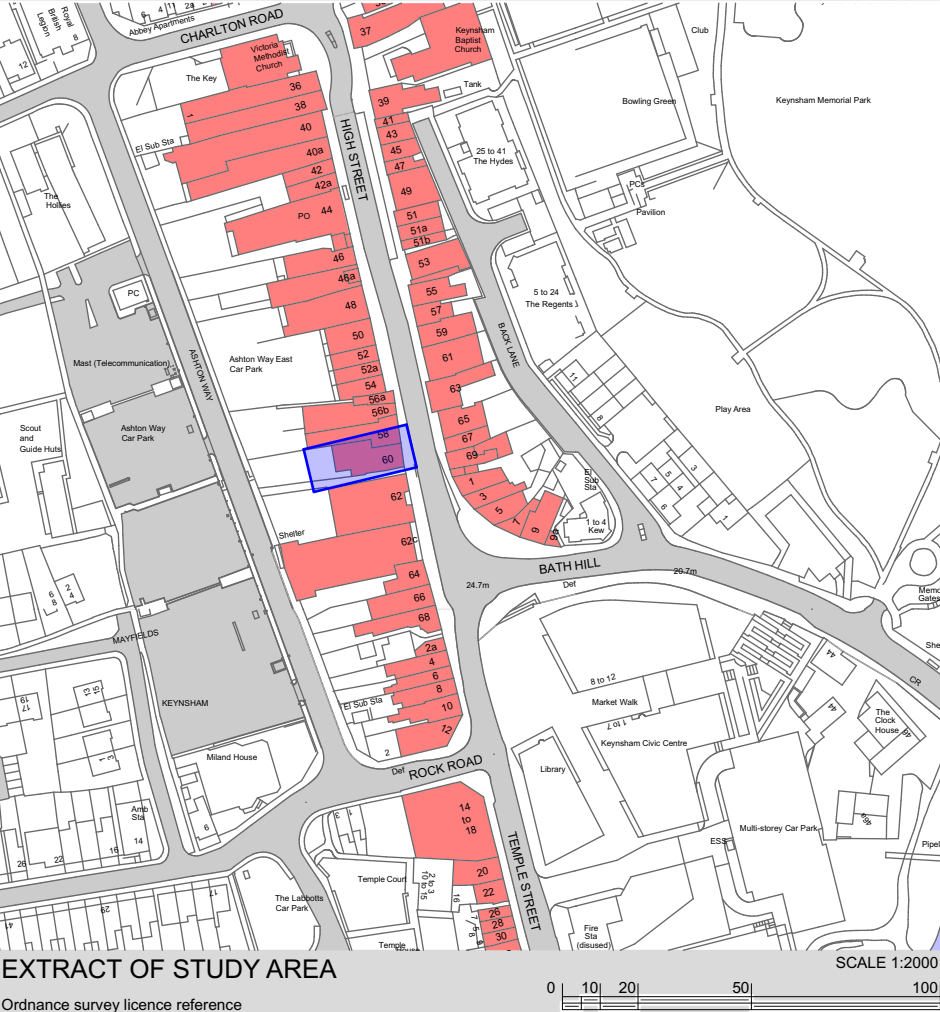
**DESIGNATION:**  
Unlisted but falls within **Character Area 2**, Southern High Street of the Keynsham Conservation Area.

**INTEGRITY AND CONDITION:**  
The building has limited character. The use of stone at low level either sides of the frontage is minimal. Similarly the openness of the front elevation which extends from floor to ceiling and from each party wall is aggressive creating a visual cavity in the street scape. This is exacerbated by the treatment of the interior which is evident from the street for the full depth of the shop.

**ACTIONS:**  
This is perhaps the most open shop front on the High Street and is distracting in the street scene. It would be greatly enhanced by:

- Replacement of uPVC windows with traditional 2 /2 sliding timber sashes at first floor level
- Remove stone cladding to sides of shopfront to reinstate brickwork to the ground
- Complete replacement of the shop front with a planted frontage with stall-riser and framed sides and traditional signage
- Reduced amount of glazing with internal security shutters
- Use traditional painted signage and traditional hanging signs
- Removal of swan neck lamps

60 HIGH STREET, KEYNSHAM



EXTRACT OF STUDY AREA  
Ordnance survey licence reference  
SCALE 1:2000  
0 10 20 50 100



Circa 1977

HISTORIC IMAGE

Image Reference





50 metres

Experian Goad Plan Created: 21/08/2017  
Created By: GVA

Copyright and confidentiality Experian, 2017. © Crown copyright and database rights 2017. OS 100019885

For more information on our products and services:  
[www.experian.co.uk/goad](http://www.experian.co.uk/goad) | [goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com) | 0845 601 6011





# Existing Signage, Street Furniture and Road Markings

413

Items audited

339

Of which are items of signage and street furniture

## Breakdown of Street Furniture Audited

**166** Signs

**115** Bollards

**16** Cycle Spaces

**8** Benches

**8** Bus Stops

**8** Benches

**7** Bins

**6** Zebra Crossings

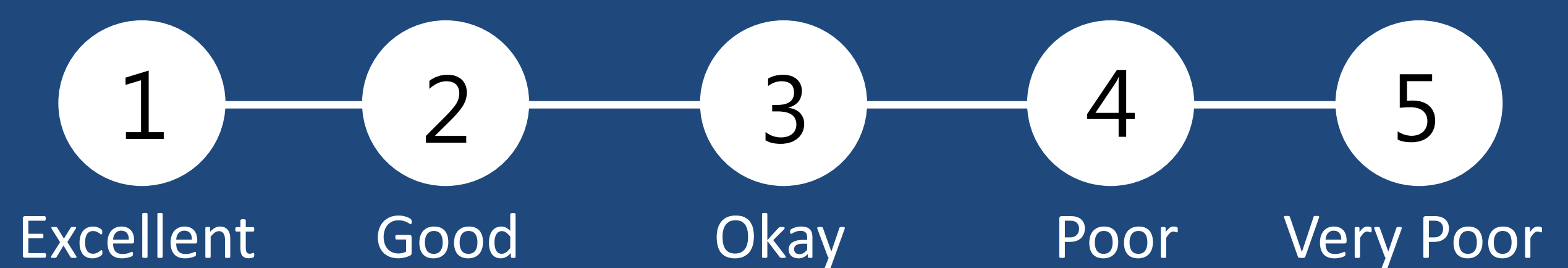
**5** Railings

**4** Finger Posts

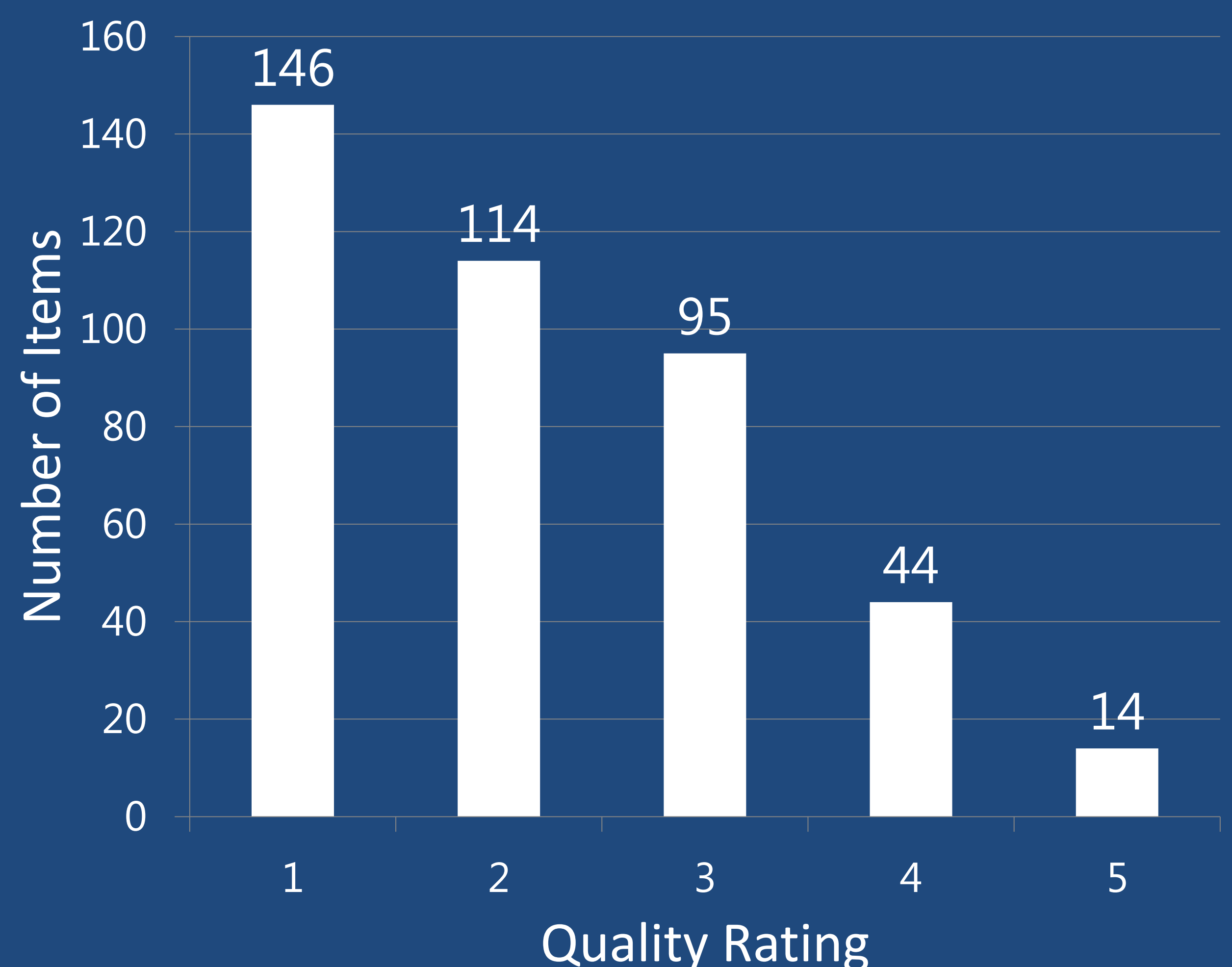
**3** CCTV Cameras

**1** Phone Box

## Quality Rating System



## Breakdown of Item Condition/Quality



## Breakdown of Items Rated 4 & 5

1 Bench

8 Bollards

1 Bus Stop

2 Cycle Spaces

22 Signs

2 Finger Posts

1 Phone Box

4 Railings

15 Road Markings

2 Zebra Crossings



# Existing Signage, Street Furniture and Road Markings

Bath & North East  
Somerset Council

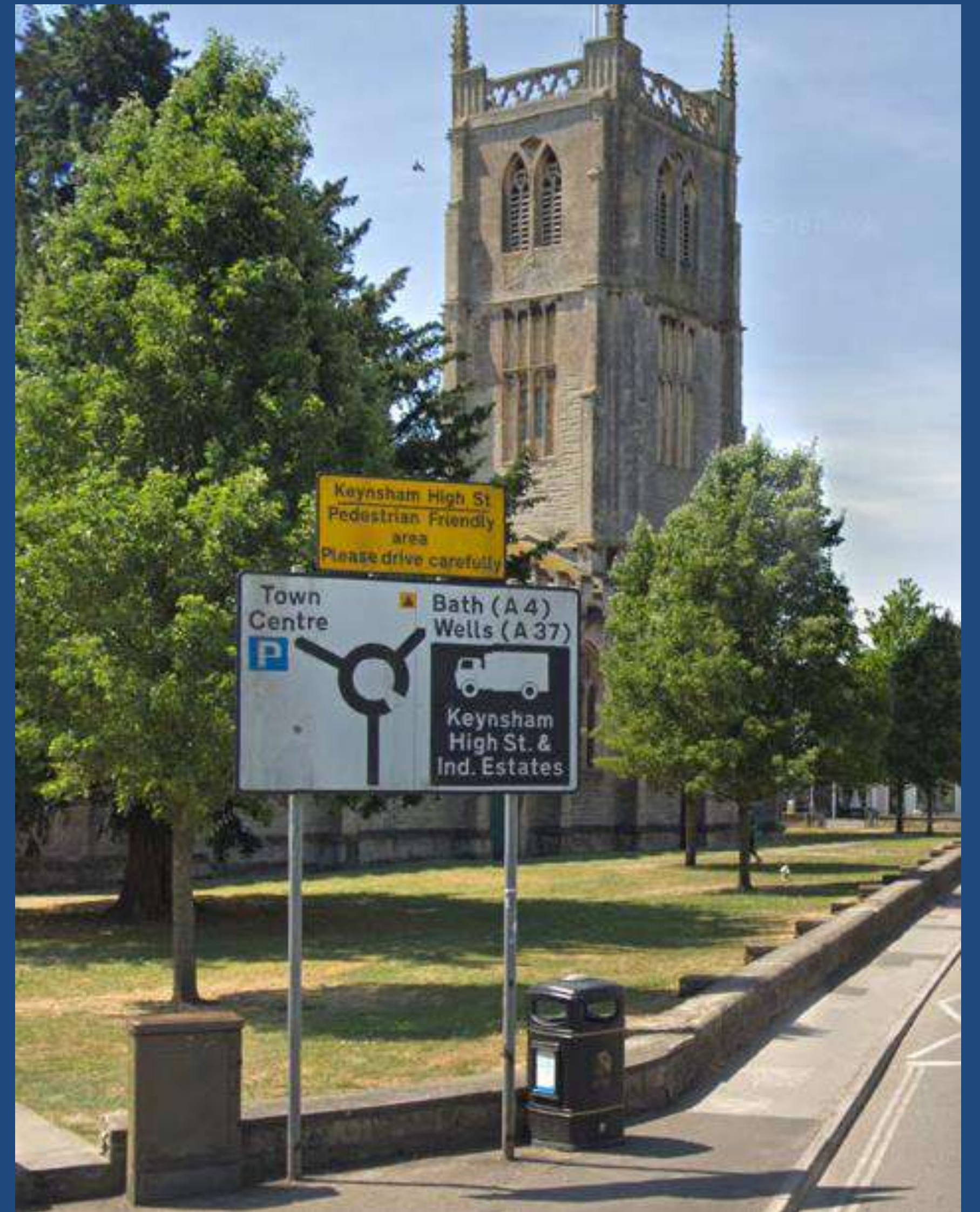
## Audit Area

Bath and North East Somerset: District Online



Date Created: 6-11-2018 | Map Centre (Easting/Northing): 365502 / 168600 | Scale: 1:1687 | © Crown copyright and database right. All rights reserved (100023334) 2018

Examples of signage and street furniture causing visual harm





ID	Risk	Consequence	Probability (H / M / L)	Impact (H / M / L)	Overall Risk Rating (R / A / G)	Actions to mitigate	Residual Probability After Mitigation (H / M / L)	Residual Impact After Mitigation (H / M / L)	Residual Overall Risk Rating After Mitigation (R / A / G)	Risk Owner
1	Failure to obtain required expertise. The project requires a skilled project officer with heritage experience these are in short supply	Lack of progress in recruitment and knock on effects on progress/implementation	M	H	A	The post will sit within a multidisciplinary team with urban design and landscape architecture skills and a track record of developing and delivering public realm projects. The broader team could offer additional skills. Secondment opportunities could also be explored as there are a number of heritage professionals within the Council (albeit their roles would need to be backfilled). EH support with recruitment will also be invaluable.	M	M	A	B&NES/Historic England
2	Cost escalation of public realm/building restoration works	Funding no longer meets full scheme costs - shortfall to deliver	M	M	A	Robust professional analysis and cost estimates for public realm work (phase 1 and 2) and scoping and cost estimates of shopfront improvement work have informed the HAZ EoI bid. Continued design work and cost planning to take place in feasibility stage. Value engineering of public realm work and phasing of shopfront scheme will allow for incremental delivery and prioritisation if costs increase from initial estimates.	L	L	G	B&NES and Project Partners
3	Scheme does not secure consents required to deliver - listed building consent, highways consent, planning consent etc.	Parts of the scheme are not implementable.	M	M	A	Main highway consents in place to deliver phase 1 public realm work. Highway Authority powers enable phase 2 improvements in principle. Ongoing work with the highways team will also facilitate an outline scheme that will have their technical approval. Frontage enhancements acceptable in principle. Close working with the conservation team will minimise this risk in relation to building related works. Further scheme development stage will address this issue further.	L	L	G	B&NES and Project Partners



4	Agreement needs to be made re future maintenance and management of new public realm	Acceptable arrangement re risks and liabilities cannot be made.	M	M	A	Collaboration Agreement to cover to include risk responsibilities and liabilities - as for recent public realm interventions in the Town centre	M	M	A	B&NES and Town Council
5	Delivery and construction risks public realm	Technical issues could delay implementation or result in a need for a partial redesign for example unforeseen issues including below ground works and servicing.	M	M	A	Full surveys to support proposals. Shallow excavation. Detailed design stage needed including evidence gathering e.g. topos and trial pits etc.	M	L	A	B&NES
6	Roles and responsibilities need clarity to deliver a comprehensive scheme, across delivery partners	Lack of progress or stalemate in delivery of scheme/design detail	M	M	A	Strong project governance will ensure roles, responsibilities and key milestones are clear. Experienced delivery team in place	L	M	G	B&NES
7	Lack of shop owner buy in	Failure to deliver shop frontage improvements and as a result fail to deliver enhancement to the Conservation Area and attractiveness of High Street.	M	M	A	The shaping of the scheme will be done in consultation with partners and stakeholders and its roll out will be actively managed and monitored.	L	L	G	B&NES

Risk Rating

Probability

Impact

	Low	Medium	High
Low	Green	Green	Amber
Medium	Green	Amber	Red
High	Amber	Red	Red

## HSHAZ Stakeholder List

Councillor Paul Crossley, Cabinet Member for Community Services	Lead Cabinet Member
Councillor Neil Butters, Cabinet Member for Transport Services (job share)	Cabinet Member
Councillor Joanna Wright, Cabinet Member for Transport Services (job share)	Cabinet Member
Councillor Vic Clarke, Keynsham North	
Councillor Brian Simmons, Keynsham North	
Councillor Alan Hale, Keynsham South	
Councillor Lisa O'Brien, Keynsham South	
Councillor Hal MacFie, Keynsham East	
Councillor Andy Wait, Keynsham East	

Councillor Andy Wait, Chair, Keynsham Town Council	
Councillor David Biddleton, Keynsham South	
Councillor Brian Simmons, Keynsham North	
Councillor David Brassington, Keynsham North	
<a href="#">Councillor Deb Cooper, Keynsham North</a>	
Councillor Andy McGuinness, Keynsham North	
Councillor Tony Crouch, Keynsham North	
Councillor Andy Halliday, Keynsham South	
Councillor Rachael King, Keynsham South	
Councillor Hal MacFie, Keynsham East	
Councillor Allan Sinclair, Keynsham South	
Councillor Jonathan Wallcroft, Keynsham South	
Councillor Alan Greenfield, Keynsham East	
Councillor Clive Fricker, Keynsham East	
Councillor Caitlin Brennan, Keynsham East	

Keynsham Independent Business Group	Philippa Paget
Keynsham NOW (Youth Council)	Cllr Andy Wait
Keynsham Independent Traders	Clinton Hiscox (Harvem)
KTC Neighbourhood development plan Business Group	Cllr Clive Fricker & Cllr Hal MacFie
KTC Neighbourhood development plan Heritage Group	Ric Davison
KTC Neighbourhood development plan Sustainability Grp	Paul Campbell & Kathleen Horvland
KTC Neighbourhood development plan	George Morgan & Jo Copland-



Recreation Group	Dando
KTC Neighbourhood development plan Transport group	Tim Davey & Clive Honeychurch
Dial a Ride/Community Transport	Terry Hopkins
Churches Together	Clarice Corfield
Age UK B&NES	Janet Dabbs
Keynsham Mencap Society	Laura Jefferies
Keynsham and Saltford Dementia Action Alliance	Cllr Alan Hale
Keynsham Youth Work	Carrie Ford
St Johns Church	Rev Dr Stephen McCaw
Keynsham Methodist Church Victoria Centre	Irene Arnold
Keynsham Baptist Church	Kevin Durrant
Girlguiding Keynsham District	Linda Pillinger
1st Keynsham Scouts	Dan Sawyer
Community @ 67	Ron Sheppard
Keynsham & Saltford Local History Society	Richard Dyson (Chairman)
Keynsham Community Town Radio	Ric Davison
Keynsham Music Festival	Ric Davison
Transition Keynsham	Mary Lambert
Butterflies Haven	
Keynsham & District Mencap	Amanda Leonard
Keynsham Friends in Need - Car Scheme	
Keynsham in Bloom group	Dawn Drury & Clare Pollock
keynsham Walkers Are Welcome	Dave Johnson
Keynsham Wombles	Erica Davies
Keynsham Rotary	Norman James
Keynsham and District Lions	Peter Dando