

# Bath Local Centres High Street Improvement Scheme

Full Business Case - Love Our High Streets

Project Summary January 2022



Bath & North East  
Somerset Council

Improving People's Lives



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This Love our High Streets Scheme Proposal summarises the scope of the interventions sought through the WECA Full Business Case February 2022. It sits alongside this document, and other background evidence, and forms part of B&NES Council's High Street Renewal Programme.

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An engagement event in Twerton that informed this proposal

# Overview of the Project

This document provides a summary scope and indicative costs of projects within the Bath Local Centres High Street Improvement Scheme. Creative interventions have been prioritised to support improved vitality over a 2.5 year programme.

## 1. High Street, Twerton

A comprehensive high street improvement to support a struggling local High Street. The project includes meanwhile/pop-up uses in vacant units, shopfront improvements, on-street planting, cycle storage and support for place identity via wayfinding and marketing. There is a strong emphasis on community engagement and upskilling, with budgets for community arts, cultural and community activities and events and seasonal dressing included in the project scope. There is strong support from a number of local community organisations.

## 2. Moorland Road, Oldfield Park

B&NES' only District Centre, this vibrant High Street is lacking recent investment and the interventions proposed will support the transition to a greener High Street. The project includes additional street furniture and planting, cycle storage as well as marketing and branding to promote this much loved High Street which hosts many uses which can no longer be found in the city centre. Budgets to support a pop-up shop/meanwhile use, arts/events and business/community activity are included in the bid.

## 3. High Street, Weston

Situated to the far west of Bath, Weston High Street provides an important local service to residents, who are on average older and in poorer health than the B&NES average. The intervention aims to improve the visibility of the high street by focusing interventions at key gateways. Budgets are included for place branding and signage, art, events, greening, cycle storage, street furniture and shopfront improvements.

## 4. Mount Road, Southdown

This small local centre serves many local people but community engagement indicates that it currently feels unsafe and uninspiring. This project includes budgets to improve street lighting, put in place a pop-up community café, install community art, planting, street furniture, wayfinding and cycle storage.

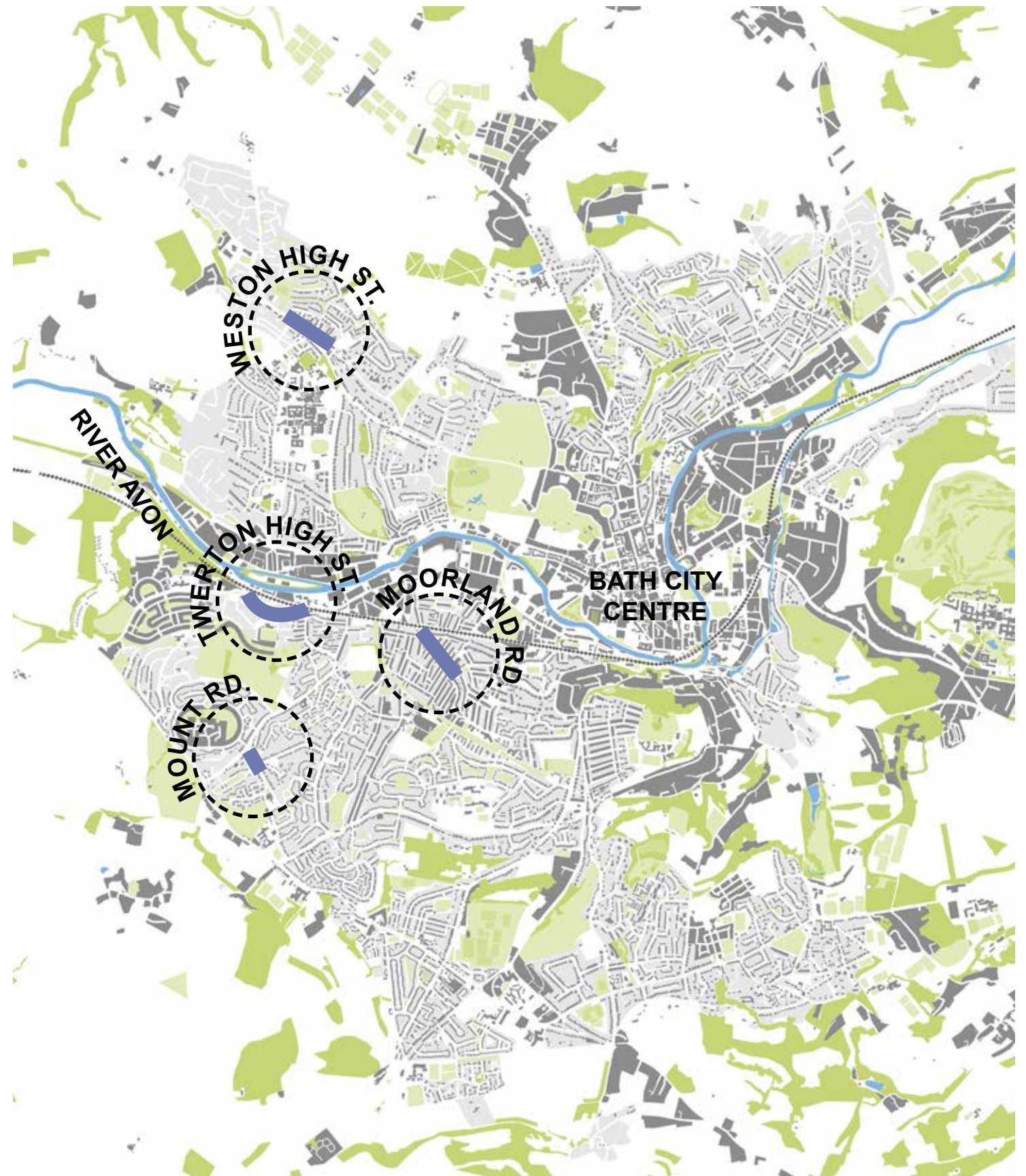


# Overview of the Project

The core objective of the LOHS Bath Local Centres High Street Improvement Scheme is to renew and improve the resilience of Local Centres through implementing projects that improve the street environment and support greater animation of public spaces.

The success of the projects will be judged in part by the degree to which they:

- Sustain footfall and occupancy
- Support improved sustainability and health outcomes
- Promote accessibility
- Empower communities



Location plan to show the focus High Streets for Improvement



# Bath Local Centres High Street Pilot Projects



## Bear Flat planting and Cafe Culture

At the pilot stage a project was delivered working with The Good Bear Cafe to provide a larger areas of external cafe seating using planters to create a parklet outside the cafe. The scheme was successful and ongoing management and maintenance has been taken on by the cafe owner.



## Twerton High Street Art Murals

At the pilot stage working with Curo Housing and their residents at the Foyer, the High Streets Team worked with UpFest and professional mural artists to create a mural on a blank elevation facing the High Street. Curo match funded the project and worked with artists to deliver murals in the internal courtyard space co-designed with residents. The scheme was successful and Curo have taken on the maintenance of the murals and there is appetite for more artistic interventions like this on Twerton High Street.



## Twerton High Street Community Pop Up Shop

At the pilot stage working with Bath Carnival and a local landlord, a pop-up studio space in a vacant former cafe space was set up as a base for costume design and community workshops for the Bath Carnival volunteer arts team. This project was successful and the Carnival have been based in the pop-up shop for the last 3 years.



## Weston High Street Planting and Cafe Culture

At the pilot stage working with a local cafe, a pilot project was delivered to support a local cafe create an external seating area, using planters and creating a small parklet. This project has highlighted support for increased greening on Weston High Street.



# Bath Local Centres High Street Vitality Audit

An audit of local High Streets in Bath was undertaken to inform the prioritisation of investment, and determine the initial focus on 4 local centres. This included the completion of a High Street checklist, prepared by the Council's High Street Renewal Team working with the Public Health team, and the Research and Intelligence team. Research was supplemented by site visits. Twerton and Moorland Road are the focus for the main interventions being areas of highest need and impact. Local scale, lower cost, interventions are proposed for Mount Road and Weston High Street.

## High Street, Twerton

- High vacancy rates
- Issues with antisocial behaviour and substance abuse
- Parts of Twerton are in the 10% of most deprived locations nationally
- A long high street with dispersed uses
- Situated close to a retail park/arts campus which is currently disconnected from the High Street
- Good accessibility and public transport
- Proactive local community organisations

## Moorland Road, Oldfield Park

- B&NES' only district centre
- Serves a broad population, with an offer that is difficult to find anywhere else in Bath
- Good Accessibility and public transport
- Upcoming additional vacant units as banking services leave the area
- Street scene dominated by cars, with little greening and public spaces to enjoy
- Close proximity to local schools with a local train station

## Mount Road, Southdown

- Parts of the surrounding area are listed in the 10% most deprived locations nationally
- Area feels unsafe, particularly in the evening/night
- Good accessibility and public transport
- Proactive local community organisations
- Situated on a school route
- Close proximity to Bath City Farm

## High Street, Weston

- Situated on the outskirts of Bath
- Predominantly serves an aging population that are more likely to be in poor health than B&NES average
- Not immediately clear that there is a High Street in this location due to topography/transport lay out
- Close proximity to Royal United Hospital and local schools
- Proactive local community organisations
- Good accessibility and public transport

# Community & Stakeholder Engagement in Scoping

Well-attended local drop-in events were held in all 4 Local Centres to support the scope of the interventions proposed, and ask local people and businesses their views.

In addition, meetings with Ward Councillors and local stakeholders were undertaken as well as further site visits and discussions with local businesses.

Events were advertised through social media, through posters and 800 local flyers to businesses and residents were distributed.

## High Street, Twerton

1st and 4th Sep 2021  
Bath City Farm and Rose Cottage

**136 comments gathered at these events**

## Moorland Road, Oldfield Park

9th Dec 2021  
Oldfield Park Baptist Church Hall

**90 comments gathered at this event**

## High Street, Weston

3rd Dec 2021  
Weston Hall, All Saints Centre

**91 comments gathered at this event**

## Mount Road, Southdown

6th Dec 2021  
Southdown Methodist Church Centre

**65 comments gathered at this event**





# Project 1: Twerton High Street Improvement Project

**Twerton High Street** is situated in a conservation area in the south-west of the city. It is a long, disjointed high street with a high vacancy rate and mixed uses, including a community cafe, a volunteer centre, a local campus of Bath college and convenience shops including a bakery, hairdressers and a pharmacy. The High Street is largely transactional, with few spaces for local people stop and enjoy. There are a number of proactive community organisations which are keen to contribute to the project.

<b>Strengths</b> <ul style="list-style-type: none"><li>• Historic high street with some high quality listed buildings</li><li>• Community assets on High Street and nearby: Rose Cottage, Village Hall, Bath College, Bath City Farm, Twerton Park Football Ground</li><li>• Strong community buy-in for improvements to High Street</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Mixed building forms lead to a disjointed high street</li><li>• High vacancy rate</li><li>• Limited mix of uses</li><li>• Proximity to Lower Bristol Road business park</li><li>• ASB and drug use/waste discourage people from using the High Street</li><li>• Limited greenery</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Vacant units could be repurposed</li><li>• Add colour and vibrancy to street with greenery (e.g. sensory garden) and art installations</li><li>• Support place identity with wayfinding/marketing</li><li>• Grants for shopfront improvements and cultural/community activities</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Continued substance abuse and ASB on the High Street discourages people from visiting</li><li>• Continued uncertainty around future of the Bath City FC leads to re-emergence of vacant units after project ends</li></ul>





# Project 1: Twerton High Street Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:



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● Wayfinding and signage

+ 2no. Hanging baskets

■ Wildflower planting

■ Sensory garden

--- Art installations

■ Planters

--- Window display/ Shopfront enhancement

○ Gateway artwork

Not included on plan:

- Additional cycle storage
- Grant schemes for shopfront improvements and cultural/community activities
- Pop-up shop / community space
- Meanwhile use: collaboration with Bath Spa University to establish a Maker Space
- Marketing to support a renewed 'place identity'
- Events programme
- Additional street cleansing



# Project 1: Twerton High Street Improvement Project

The following precedent images reflect the interventions proposed for Twerton High Street to be delivered through this scheme.



Place recognition



Shopfront enhancement



Playful bird and bat boxes



Mural artworks



Pop-up uses



Reference heritage  
in artworks



Artworks to existing features



Hanging baskets



Cycle storage



Wildflower planting



Enhanced opportunities for  
biodiversity and wildlife



Natural materials



# Project 1: Twerton High Street Improvement Project

Current view:





# Project 1: Twerton High Street Improvement Project

Proposed view:



Interventions proposed include:

- |  |  |  |   |
|--|--|--|---|
| 1. Opportunity for Mural artwork                         | 4. Raised bed planters - Community growing space | 6. Wildflower planting                                   | 9. Sensory garden planting                |
| 2. Opportunity for Shopfront enhancement/window displays | 5. Twerton on Avon Banner artwork                | 7. Bird and bat boxes                                    | 10. Painted artworks to existing features |
| 3. Hanging baskets                                       |  | 8. Natural wall artwork i.e. log wall/ insect house wall |   |



# Project 2: Moorland Road Improvement Project

**Moorland Road** is a well-used district centre in Oldfield Park which caters to those that live locally as well as to people that travel from other areas of Bath. It has a broad mix of uses and split between independent and chain businesses. However, cars dominate the street scene and there is little greenery or space to dwell which diminishes the pedestrian experience.

## Strengths

- Established district centre
- Strong footfall
- Mix of uses
- On street 'animation' already strong, with pavement licences well used
- Few vacant units

## Weaknesses

- Lack of publicly accessible street furniture leads to accessibility issues
- Domination of cars on street scene
- Lack of greenery
- Limited wayfinding on the High Street
- Unwelcoming for cyclists

## Opportunities

- Vacant units could house pop-up uses
- Existing infrastructure for hanging baskets
- Street furniture
- Cycle storage
- Arts/event/seasonal dressing inc. grants

## Threats










- Loss of other key uses on the High Street
- Increased public awareness of air pollution leads people to choose to shop in other, less car dominated, locations
- Threats to the convenience of the High Street which is one of the key reasons people choose to shop there





# Project 2: Moorland Road Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:

-  Indicative location for pop-up shop/meanwhile use
-  Pop-up window display/colour
-  2no. Hanging baskets
-  Moorland Road Banner artwork
-  Additional cycle stands
-  Raised planters
-  Proposed Bench
-  Existing trees
-  Proposed trees are indicative and would be delivered by the Forest of Avon Trees for Climate Grant.

(This forms part of the Bath & North East Somerset Council Tree and Woodland Delivery Plan and detailed design has yet to be undertaken. This element is to be funded separately and is proposed to be delivered alongside the scheme in 2022-23).

Not included on plan:

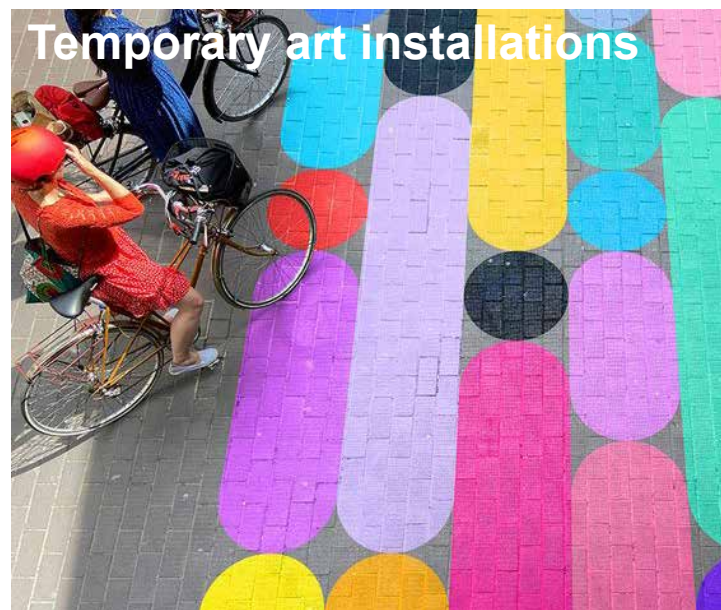
- Marketing campaign
- Small grants scheme for businesses/community organisations
- One-off deep clean/maintenance
- Events programme





# Project 2: Moorland Road Improvement Project

The following precedent images reflect the interventions proposed for Moorland Road to be delivered through this scheme.





## Project 2: Moorland Road Improvement Project

Current view:





# Project 2: Moorland Road Improvement Project

Proposed view:



Interventions proposed include:

- |   |                                 |   |
|---|---------------------------------|---|
| 1. Opportunity for shop front enhancements/window displays across Moorland Road | 3. Raised bed planters          | 6. Additional cycle stands                          |
| 2. Hanging baskets  | 4. Integrated bench             | 7. Opportunity for Pop-up uses in designated spaces |
|   | 5. Moorland Road Banner artwork | 8. Proposed trees are indicative and                |

would be delivered by the Forest of Avon Trees for Climate Grant. (This forms part of the Bath & North East Somerset Council Tree and Woodland Delivery Plan and detailed design has yet to be undertaken).



# Project 3: Weston High Street Improvement Project

**Weston High Street** is situated to the north-west of the city and predominantly serves the local community, though the Cotswold Way also runs along it in part. It is in a conservation area and has a number of listed buildings. There is a mix of independent and chain businesses, offering varied services, however some shopfronts are dilapidated and the gateways to the High Street are particularly unclear. The Future Weston Community Association has taken a particular interest in this project and have had valuable input.
















<b>Strengths</b> <ul style="list-style-type: none"><li>• In a conservation area with good quality listed buildings in sections</li><li>• Strong links with community organisations and adjacent to some of these e.g. community library, community café, All Saints Centre, local gardening club</li><li>• Proximity to RUH broadens potential user base</li><li>• Accessible with good public transport links</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Lack of visibility from Weston Lane/Crown Road</li><li>• Shops on one side of the road only, these are north facing</li><li>• Narrow footways in sections</li><li>• Cars dominate street scene</li><li>• Linear and disjointed high street</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Improve ‘gateways’ to High Street, increasing visibility</li><li>• Place branding to support local identity</li><li>• Support community events and art installations</li><li>• Accessibility: street furniture and cycle storage</li><li>• Shopfront improvement scheme</li><li>• Greening</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Loss of customers to Chelsea Road</li><li>• Loss of tenants if footfall is not improved (independent traders particularly vulnerable)</li><li>• Narrow footways and traffic dominance</li></ul>





# Project 3: Weston High Street Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:

-  Ground cover and wildflower planting
-  Existing bench
-  Proposed bench
-  Up-cycle existing bench
-  Welcome to Weston High Street signage
-  Potential location for community art
-  Additional cycle stands
-  Planters
-  Enhance the setting of the war memorial
-  Window display/ Shopfront enhancement
-  Opportunity for street trees
-  Weston High Street banner artwork
-  Pop-up markets/street theatre/ street parties in the scout hall and surrounds
-  Advertising assets and community notice board enhancement
-  External seating enhancement

Not included on plan:

- Grant schemes for shopfront improvements and community events
- Commissions to support place branding





# Project 3: Weston High Street Improvement Project

The following precedent images reflect the interventions proposed for Weston High Street to be delivered through this scheme.





# Project 4: Mount Road Improvement Project

**Mount Road** is a small local centre which serves a broad catchment area in Southdown and Whiteway. The uses in this centre are limited to food retail, hairdressing, hardware and dry cleaning and it is generally very transactional. Much of the land in the immediate curtilage of the shops is privately owned which makes cohesive management of this space difficult. There are however a number of proactive community organisations that have expressed an interest in being involved in the project.

<b>Strengths</b> <ul style="list-style-type: none"><li>•Serves a clear catchment area in Southdown and Whiteway</li><li>•Mix of uses and independent/chain businesses</li><li>•Few vacant units</li><li>•Proximity to Bath City Farm with strong volunteer base and skills in planting and greening</li><li>•Accessible with good public transport links</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>•Feels unwelcoming and unsafe, particularly in the evening, in part due to poor lighting</li><li>•Split between public/private ownership creates difficulty with space management</li><li>•Grey, uninspiring space that is poorly maintained in parts e.g uneven surface on private space</li><li>•A transactional (not experiential) local centre</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>•Work with landlord/s to improve quality of private outdoor space</li><li>•Improve street lighting</li><li>•Add vibrancy to area using art and greenery</li><li>•Pop-up community use e.g. café</li><li>•Improved signage and wayfinding to encourage linked journeys to other local assets</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>•Continued decline due to lack of both public and private sector investment</li><li>•Footfall decreases due to a perceived lack of safety</li><li>•National trend towards purely transactional high streets becoming obsolete</li></ul>





# Project 4: Mount Road Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:

- Ground cover and wildflower planting
- Wayfinding
- Additional cycle stands
- Planters with cycle signs on them
- Up-cycled bench
- Community art installations
- Pop-up community café
- Improved street lighting
- Existing trees





# Project 4: Mount Road Improvement Project

The following precedent images reflect the interventions proposed for Mount Road to be delivered through this scheme.



Pop-up community space



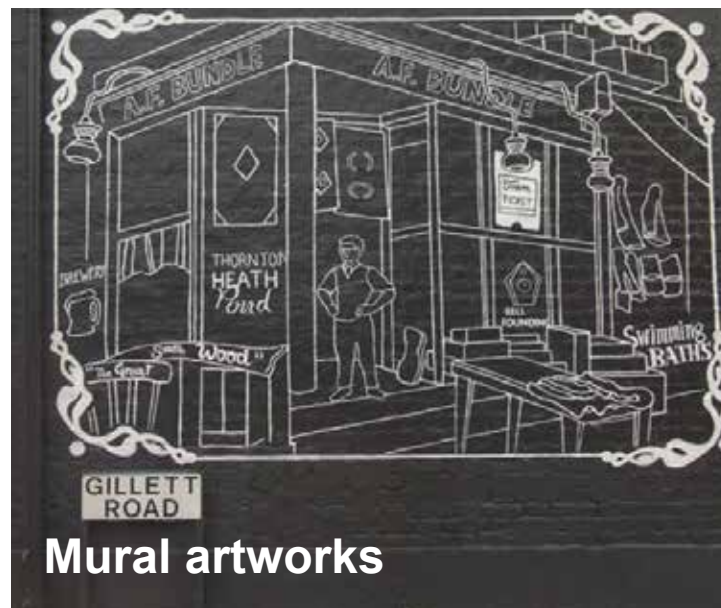
Shutter artworks



Cycle stands and Planters



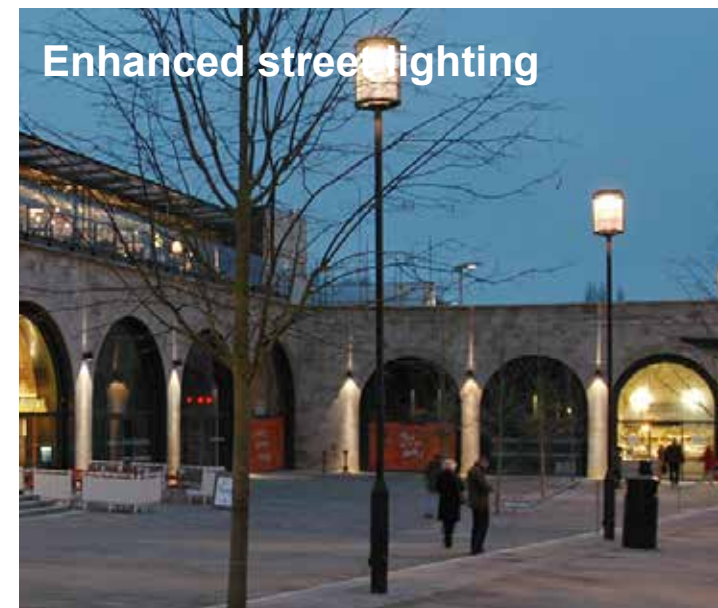
Roadside verge planting



Mural artworks



Sociable pop-up seating



Enhanced street lighting



Artworks to existing features



Additional planters



Up-cycle existing benches



Enhanced opportunities for biodiversity and wildlife



Pop-up community cafe external seating



# Project Budget

The total value of the Bath Local Centres High Street Improvement Scheme bid to WECA's Love our High Street Programme is **£309,297 to be delivered over a 2.5 year period**. The proposed budget is summarised below alongside match funding:

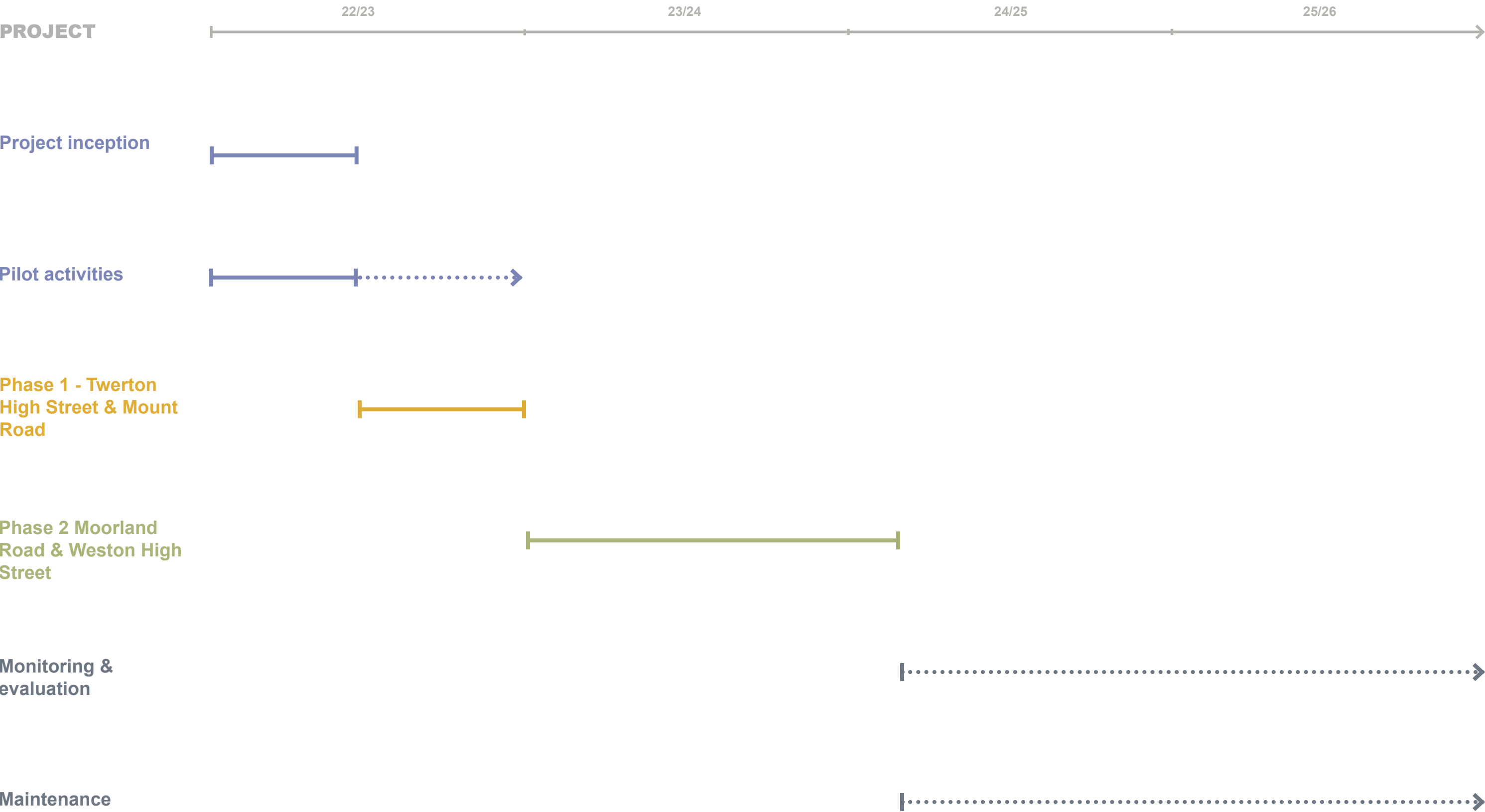
Spend Category	WECA LOHS BID amount	Bath Local Centres CIL	Other match funding
<b>Scheme Delivery, including project management, technical design, engagement, monitoring and evaluation</b>	£49,050	£56,743	-
Project 1: <b>Twerton High Street Improvement Project</b>	£192,461	-	£35,000*
Project 2: <b>Moorland Road High Street Improvement Project</b>	£67,786	-	-
Project 3: <b>Weston High Street Improvement Project</b>	-	£49,160	-
Project 4: <b>Mount Road, Southdown High Street Improvement Project</b>	-	£39,097	-
<b>TOTAL</b>	<b>£309,297</b>	<b>£145,000</b>	<b>£35,000</b>

Please see Sections 3 and 4 of the Business Case Cover Report for a full budget breakdown.

\*£5,000 confirmed WECA grant funding and £30,000 Arts Council funding provided by Bath Spa University to support temporary provision of 'Maker Space' for artists which forms part of the High Street Renewal Vacant Unit Action Project 2022-4.



# Project Plan





High Streets Renewal  
Regeneration & Housing  
Sustainable Communities Directorate  
Bath & North East Somerset Council



Bath & North East  
Somerset Council

Improving People's Lives