

Appendix 3: Key objectives of Public Realm & Movement Strategy and three main components of the Public Realm & Movement Programme

Public Realm and Movement Strategy for Bath City Centre

1. B&NES formally approved its long-term Public Realm and Movement Strategy for Bath City Centre (PRMS) entitled 'Creating the Canvas for Public Life in Bath' as Council policy in March 2010, following a comprehensive and positive public consultation process in 2009. The value of investing in high quality streets and public spaces as a means of i) stimulating economic development ii) increasing the social interaction, health and wellbeing of local people and visitors iii) enhancing cultural and community activity and iv) enhancing reputation and competitive identity is well recognised and documented through the examples of numerous leading cities across the world.

2. The need and opportunity for investment in the public realm in Bath city centre (as well as in the centres of the three market towns which are separately addressed in the regeneration and urban design studies for Keynsham, Midsomer Norton and Radstock) was originally highlighted in the Council's Future for Bath Vision. It was also identified in Bath's World Heritage Site Management Plan, and was previously raised as an issue of concern by UNESCO. A copy of the Council's approved Public Realm and Movement Strategy (PRMS) and Action Plan was formally submitted to UNESCO in February 2011.

Public Realm and Movement Programme

3. The Public Realm and Movement Programme (PRMP) has been established under the lead sponsorship of the Cabinet Member for Sustainable Development and the Strategic Director of Development and Major Projects (with the direct involvement of the Cabinet Member for Transport and the Strategic Director of Service Delivery) as the delivery vehicle for the PRMS. Working closely with a wide range of internal and external stakeholders, the Programme has implemented the following three streams of project activity, as approved in the PRMS Action Plan:

i) Preparatory Projects: which i) design and deliver bespoke street furniture, information, wayfinding and other public realm products in line with the agreed design values and ii) establish the hierarchy of spaces, design briefs, technical guidelines and specifications and materials for city centre streets and spaces, to be formally captured in the 'Bath Pattern Book' as the long-term guidance and quality control manual.

ii) Early Win Projects: which seek to make small changes as a means of generating change and momentum in preparation for the longer-term projects outlined above and below. Early Win projects to date include the upgrade of paving to Westgate Street, the four on-street Bath Cycle Corrals (which have provided 48 new cycle parking spaces in the city centre) and the forthcoming de-cluttering exercise for Bath city centre.

iii) Transforming Streets and Spaces: which transform streets and spaces across the city centre on an incremental basis in line with the Bath Pattern Book. An allocation for the initial 5 year programme of transformation projects has been made in the Council's Capital Programme.