

Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Cllr Paul Roper, Cabinet Member for Economic and Cultural Sustainable Development	
MEETING/ DECISION DATE:	On or after 27 th September 2025	EXECUTIVE FORWARD PLAN REFERENCE:
		E3646
TITLE:	Keynsham Town Centre Regeneration Action Plan	
WARD:	Keynsham North, East & South	
AN OPEN PUBLIC ITEM		
List of attachments to this report:		
<ul style="list-style-type: none">Appendix 1: Keynsham Town Centre Regeneration Action Plan (final draft)Appendix 2: Schedule of Amendments to the draft Keynsham Town Centre Regeneration Action Plan following joint B&NES and Keynsham Town Council consultationAppendix 3: Consultation Report		

1 THE ISSUE

- 1.1 The Keynsham Town Centre Regeneration Action Plan that has been developed in partnership with Keynsham Town Council and has been informed by feedback and community engagement that took place in May & June 2025. It is guided by existing planning policy and will feed into the development of the new Local Plan. It also links to the Corporate Strategy, Economic Strategy pillars & objectives, the Green Infrastructure Framework & Transport Strategies.
- 1.2 The Action Plan identifies opportunities, develops a programme of potential future town centre projects and includes baseline work to secure funding. Projects will be developed further, methods of delivery identified funding applications drawn up from October 2025 onwards by both B&NES Council and Keynsham Town Council working together.

2 RECOMMENDATION

The Cabinet Member is asked;

To endorse the Keynsham Town Centre Regeneration Action Plan as a basis for decision making and funding bids in order to seek to deliver the priority projects.

3 THE REPORT

- 3.1 Keynsham town centre is a designated town centre in the B&NES Local Plan. The Regeneration Action Plan is guided by the existing Local Plan and will feed into the development of the new Local Plan.
- 3.2 The Town Centre RAP is not intended to be a static document, and as new opportunities or challenges arise it can be updated and re-visited.
- 3.3 The Plan includes aspirations identified through the Historic England grant funded Keynsham High Street Heritage Action Zone project (2020-2024), and ideas that were developed with the community and it has been informed by previous engagement work and close work with the Town Council and other local landowners and stakeholders.
- 3.4 Future housing and employment growth planned for Keynsham and surrounding area means that there will be increasing reliance on the town centre for facilities, services, employment and entertainment by an increasing population. These growth plans will bring opportunities for investment in the town centre and potentially the expansion of the town centre boundary. With increased strategic growth, ambitions for the town centre are more likely to be realised and funded.
- 3.5 Similarly strategic transport interventions and future development presents opportunities for reducing through traffic in the town centre improving public transport and active travel connectivity. Officer teams are working closely to align engagement on the Bristol to Bath Strategic Transport project with the Town Centre Action Plan and projects 6, 8 and 9 link directly to this.
- 3.6 Working in partnership with Keynsham Town Council (this is a joint project with them), businesses and the community, the Keynsham Town Centre Regeneration Action Plan identifies opportunities, develops a programme of projects and includes baseline work to secure funding. The action plan was endorsed by Keynsham Town Council on 16th September 2025.
- 3.7 Projects will be developed further, methods of delivery identified, and funding applications prepared from 2026 onwards. As part of the recent revisions to the Keynsham Town Centre Action Plan, concept constraints & opportunities for Keynsham Memorial Park (Dapps Hill Bridge to Abbey Park) have been identified.

3.7 Priority Project Ideas

Project	Details
Improved wayfinding	New signage, maps and improved connections, making it easier to navigate and encouraging visitors to discover elements of the town centre.
High Street greening	Introduce more planting and trees to the town centre and establish maintenance arrangements for these as well as existing planted areas. This will improve

	the physical environment and support climate change adaptation and mitigation. Improved links to the Memorial Park and investment in the park will improve the environment for people and nature.
Temple Street public realm improvements	Opportunity to complete the final phases of the Temple Street improvement project, extending public realm improvements to the east side of the street, resurfacing the road, introducing permanent planting and further improvements to the riverside square.
Shopfront & Façade Improvements	Undertake more shopfront improvement projects working with local businesses, improving the conservation area and making the town centre more attractive
Repurposing vacant & underused units	As part of the Vacant Unit Action Project, B&NES Council is refurbishing two large ground floor units on Temple Street, to be available to rent, with planned occupancy from Spring 2026. Contractors have been appointed, and the project starts on site in October 2025.
Active travel	Investigate further projects including cargo bike parking, cycle repair stations, cycles routes through the park & electric bike & scooter schemes.
Arts Culture & events	Access funding support to provide arts cultural activities, festivals and events. There are opportunities to increase the market offer & improve Riverside Square and build on the successful events programme supported by Keynsham Town Council including the Winter Festival, the Music Festival, Heritage Open Doors etc. Investment in infrastructure would make delivering events easier.
Pedestrian priority	Pedestrianisation being considered as part of the Creating Sustainable Communities: Journey to Net Zero strategy. A detailed study of potential options for Keynsham High Street, including pedestrianisation will be carried out by the council in collaboration with the community to ensure local needs and preferences are fully understood. The council has also identified a wider package of transport measures to improve walking and cycling links in Keynsham town centre as well as improved bus services.
Upper High Street public realm improvements	Improvements to the public realm at the train station end of the high street around St Johns Church and the train station where there are narrow footways but high footfall. The Church is also keen to improve their space and facilities for the community.

Community Space	There is considerable demand for existing community space and there is potential for additional space that can host large audiences to meet current and future demand. There are opportunities for investment in revamp of existing community spaces.
Memorial Park & Weir	Including a Concept Masterplan, opportunities to improve the amenity and offer of the Memorial Park and increase its biodiversity, naturalising sections of the river and removing of the weir to enable fish passage have been identified. Improved connectivity, signage, lighting and visibility. Identification of income generation ideas that can help support the maintenance and vibrancy of the park.

4. STATUTORY CONSIDERATIONS

- 4.1 The Councils **Corporate Strategy 2023 – 2027** – The overriding purpose of the Strategy is to improve people’s lives and the two core policies that shape everything that the Council does are tackling the climate and ecological emergency and giving people a bigger say. Improvements to Keynsham Town Centre will improve the economy and people’s lives.
- 4.2 The **Local Plan 2011-2029** comprises two separate Development Plan Documents: the Core Strategy (adopted July 2014) and the Place-making Plan (adopted July 2017) and puts in place a framework to guide development. The Local Plan Partial Update (LPPU) was adopted on 19th January 2023, which builds on the Local Plan, taking greater consideration to factors such as the climate and ecological emergencies. The Local Plan sets out the spatial strategy for Keynsham. This is partly informed by the Keynsham Town Plan which aims to build on the town’s positive characteristics and embrace the future, developing Keynsham into a thriving, sustainable and safe market town.
- 4.3 The **Economic Strategy for Bath and North East Somerset 2024-2034** supports the fair, green, creative and connected Bath with North East Somerset. There are opportunities for businesses in Keynsham through the developments proposed within the Local Plan: there will be increased office, industrial and warehousing & logistics floorspace, proposed new transport improvements to ease congestion and increase connectivity with both Bath and Bristol. This should both support existing businesses longevity and growth and also enable new businesses to be created.
- 4.4 The **Greener Places -Green Infrastructure Framework for Bath and North East Somerset 2025-2028** (due Spring 2025), will replace the existing GI Strategy and Green Spaces Strategy. This will be used to develop Keynsham’s place-shaping and will include a GI strategy for the town. The overriding purpose of the GI Framework is to bring about a better understanding of GI, the sustainability issues that are impacting future growth and bring about change to how we plan and deliver GI. Data including the Local Nature Recovery Strategy will be used to help identify and prioritise future investment to meet the climate and nature targets that the council has committed to.

5. RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 5.2 The cost to the Council is officer time to prepare and design the Action Plan, funding bids and project delivery. All project staff costs are recovered from the West of England Mayoral Combined Authority HREF grant as part of the Regeneration Action Plan project.
- 5.3 Further funding will be sought from a range of sources and grants to further develop and deliver the projects that have been identified.

6. RISK MANAGEMENT

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

7. EQUALITIES

- 7.1 An Equalities Impact Assessment has been undertaken to inform the engagement planned to start on in May, discussions with the Equalities team and other specialists are undertaken as part of the design processes as and when projects are developed and delivered.

8. CLIMATE CHANGE

- 8.1 The projects proposed support adaptation and mitigation of climate change and promote nature recovery. For example, improvements for active travel, incorporating more greening and trees into the town centre, improvements to the Memorial Park and weir to benefit people and nature, refurbishment of long-term vacant spaces and existing community facilities ahead of new build etc.

9. OTHER OPTIONS CONSIDERED

- 9.1 Not producing the Keynsham Town Centre Regeneration Action Plan would mean there is no agreement or clarity on projects that the community would like to see in future and would put us on the backfoot when applying for funding. This is particularly important given that there is future growth anticipated in around the town and therefore continued investment in infrastructure is required.
- 9.2 Not developing a Regeneration Action Plan for Keynsham but relying on feedback from the Heritage Action Zone project. Whilst the feedback from this has informed this document, an action & delivery plan needs to be in place to support funding applications to deliver the projects identified. The approach of the current RAP is also much more holistic in focus.

10. CONSULTATION

- 10.1 Project scoping took place in 2024, and feedback was received from B&NES teams and partner Keynsham Town Council which has informed the draft action plan.
- 10.2 Engagement on the Keynsham Town Centre Regeneration Action Plan took place in the library from 21st May until 4th June 2025, where there was an opportunity to comment on proposals. Drop-in sessions took place for

businesses and stakeholders on the afternoons of 23rd & 30th May. An online survey ran from 21st May until 20th June. This was accompanied by press releases, social media activity and invitations were delivered to businesses to invite them to attend the staffed drop-in sessions.

10.3 The Regeneration team worked with Planning Policy to include some additional targeted stakeholder engagement about the emerging Local Plan and the opportunities and challenges for Keynsham. It also worked with Transport, Business & Skills, Green Infrastructure & Nature Recovery & Green Transformation teams on planning and delivery of the engagement.

10.4 Engagement on the Memorial Park & Weir project took place through the Action Plan engagement, discussion with Keynsham Town Council and with B&NES Teams from 20th May until 3rd September 2025.

10.5 446 responses were received via the online survey and boards in the library. There was mostly support for the priority projects. People also wanted the following issues to be considered: Improvements to pedestrian crossings, green infrastructure, public transport traffic flow, high street cycle path, parking enforcement, cycle routes, lighting on routes to the High Street & bus shelters. The also wanted to see a better variety of shops, more economic activity, renewable energy projects & promotion of the town's history & heritage.

10.5 A link to the Keynsham Town Centre Regeneration Action Plan engagement report has been provided. Amendments to the Action plan have been made following feedback from the engagement, as listed in Appendix 2.

Contact person	Caroline Lightfoot, Sustainable Places Manager – Rural Cleo Newcombe-Jones, Sustainable Places & Regeneration Service Manager
Background papers	Draft Keynsham Town Centre Regeneration Action Plan (consultation draft) https://bathnesplaces.co.uk/regen/files/Keynsham%20AP%20Draft%20250521.pdf
Please contact the report author if you need to access this report in an alternative format	