

# Keynsham Town Centre Regeneration Action Plan Engagement Report



## 1. Background

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 the existing Local Plan 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.

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 2026 onwards by both B&NES Council and Keynsham Town Council working together.

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.

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.

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.

Feedback was sought on the following priority project ideas:

- Improved wayfinding
- High Street greening
- Temple Street public realm improvements
- Shop front & facade improvements
- Repurposing vacant & underused units
- Active Travel
- Arts Culture & Events
- Pedestrian Priority on the High Street
- Community space

- Memorial Park & Weir improvements

## 2. Scoping and Engagement

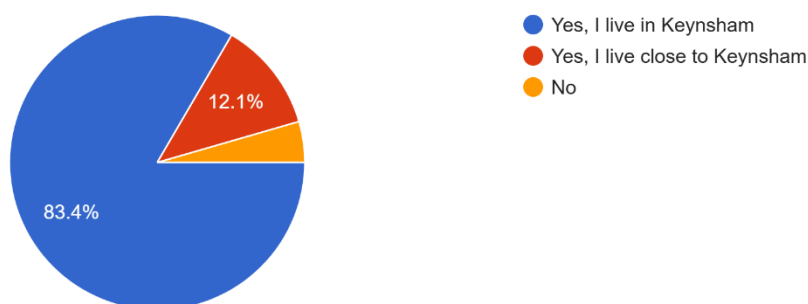
Project scoping took place in 2024 and feedback was received from B&NES teams and its project partner Keynsham Town Council. This informed the draft action plan as well as aspirations identified through the Historic England Keynsham High Street Heritage Action Zone project.

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 which had a good response with 446 people providing feedback. 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.

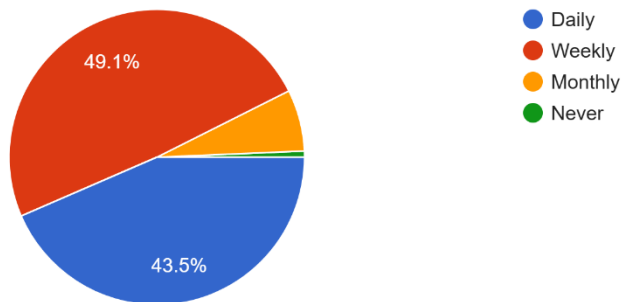
The Regeneration team worked with Planning Policy to include some additional targeted stakeholder engagement about the emerging Local Plan and the opportunities and challenges for Keynsham. It also worked with Transport, Business & Skills, Green Infrastructure & Nature Recovery & Green Transformation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

## 3. Consultation Responses

### Q1 Do you live in Keynsham?



### Q2 How often do you visit Keynsham's town centre?



### Q3 What might bring more people to Keynsham?

Retail	Number of Comments
Better variety of retail provision	115
More shops	9
More independent shops	35
Type of retailers to attract:	
Butcher	7
Greengrocers	6
Clothes shops	5
A Haberdashery	2
Bakers	4
Greengrocers	4
Bookshop	3
Supermarket	3
Pet shop, fishmonger, shoes, sportswear, school uniform, games store, newsagent, bike shop & DIY	1 for each
Attract well know retailers	2
Market hall with small shop units	1
Less charity shops	18
Less Minimarts	2
Less hairdressers/barbers	4
Less coffee shops	3

Town Centre Facilities	Number of Comments
More restaurants, cafes & bars	21
Introduce rent/rate relief	11
More banks/banking hub	3
More leisure activities	3
More activities for children	3

Environmentally conscious businesses	3
Investment in Town Centre	3
Attract younger dynamic to Town Centre	2
Town Centre base for people working from home	1
Galleries in empty premises	1

<b>Pedestrianisation</b>	<b>Number of Comments</b>
In agreement with pedestrianisation	55
Pedestrian only eating area	4
Do not pedestrianise	3
Close high Street between 10 & 4	2
Close High Street at weekends for markets	1

<b>Parking</b>	<b>Number of Comments</b>
Free parking	28
Improve parking offer	16
Cheaper parking	7
Improve parking enforcement	3
Extend free parking to 2 hours	2
More on street parking	1

<b>Events</b>	<b>Number of Comments</b>
More markets	26
Community events	22
Activities for children	7
Cultural events (music, art, theatre)	11

<b>Heritage</b>	<b>Number of Comments</b>
Promotion of Keynsham's history	3
Museum	2
New developments in keeping with Victorian style	1

<b>Community Space</b>	<b>Number of Comments</b>
Community space with larger seating capacity for all types of events	34

<b>Public Transport</b>	<b>Number of Comments</b>
Improvements to public transport including bus, trains & ebikes & scooters	22

<b>Highways</b>	<b>Number of Comments</b>
Make the High Street two way again	14
Remove the cycle lane	12
Improve road infrastructure	12

<b>Public Realm</b>	<b>Number of Comments</b>
More outdoor seating areas in the Town Centre	9
Attractive places to spend time & meet	7
Safer pavements	3
Replace outdated concrete 1960/70 structures	1
More art installations	1
Remove bollard for more pedestrian space	1
Better signs	1

<b>Access</b>	<b>Number of Comments</b>
Improve pedestrian access to town centre	3
Better access to river space	1
Improve access from Ashton Way car park to the Memorial Park	1
Improve alley way from High Street to Memorial Park	1

<b>Memorial Park</b>	<b>Number of Comments</b>
Improve the play area	23
Improve park facilities	6
Provision of a better cafe	3
Improve park & weir	1
More family activities	1
More seating	1

<b>Temple Street</b>	<b>Number of Comments</b>
Improve shops and fill empty units	3
Remove seating & planters	3
Encourage M&S to open food hall on Temple Street	1
Rethink Temple Street design	1

<b>Promotion</b>	<b>Number of Comments</b>
Strong online presence showcasing shops, events & offers	1
Information board at Ashton Way car park	1

<b>Shop Fronts</b>	<b>Number of Comments</b>
Improve and clean up shop fronts	11

<b>Active Travel</b>	<b>Number of Comments</b>
Improve walking & cycling routes in the town centre	8
Introduce a scooter scheme	1
No scooters on High Street	1
Less emphasis on cyclists	1

<b>Employment</b>	<b>Number of Comments</b>
Encourage more jobs	2

<b>Anti Social Behaviour</b>	<b>Number of Comments</b>
Tackle anti social behaviour in the town centre	6

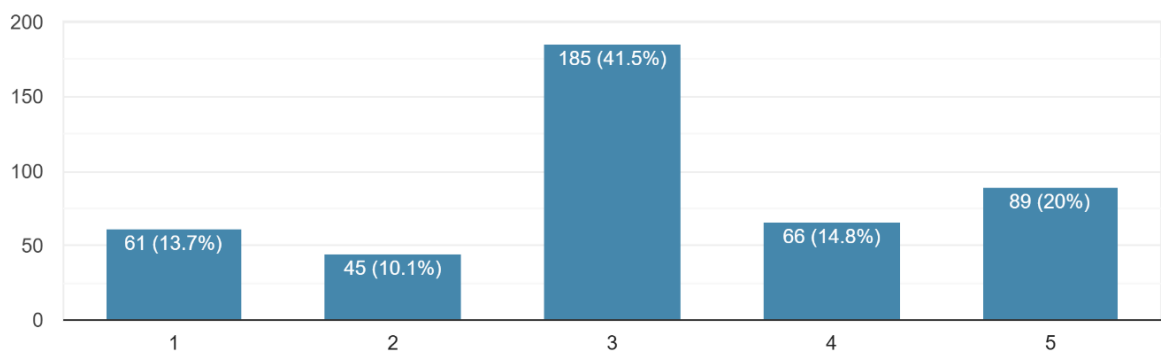
**Q4 Please indicate your views on the suggested priority projects:**

- 1 = Strongly against**
- 2 = Against**
- 3 = Neutral**
- 4 = Support**
- 5 = Strongly support**

**Improved wayfinding**

Improved Wayfinding Improving the provision of wayfinding in Keynsham town centre, with new signage, maps and improved routes, making it easier...visitors to discover new parts of the town centre.

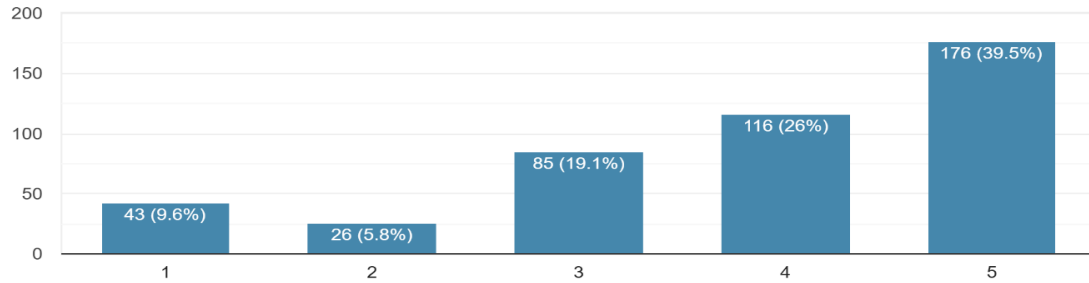
446 responses



## High Street Greening

High Street Greening Introduce new planting and trees in the town centre and establish maintenance arrangements for these as well as existing planted areas.

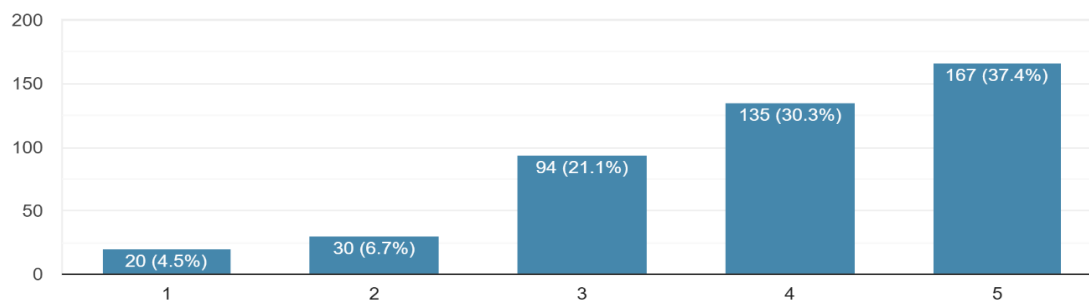
446 responses



## Shopfront Improvements

Shop Front Improvements Work with businesses to deliver more shop front improvements improving the appearance of the High Street and support local businesses.

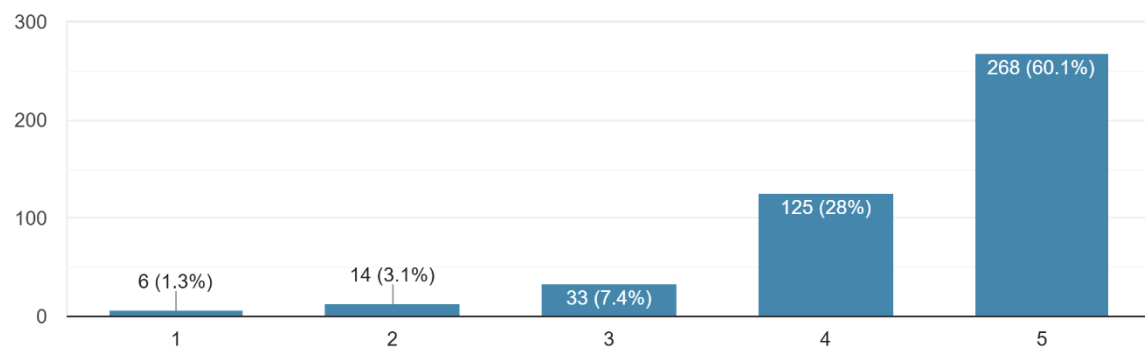
446 responses



## Repurposing Vacant Units and Underused Space

Repurposing Vacant Units and Underused Space Refurbishing and improving vacant units and underused spaces.

446 responses

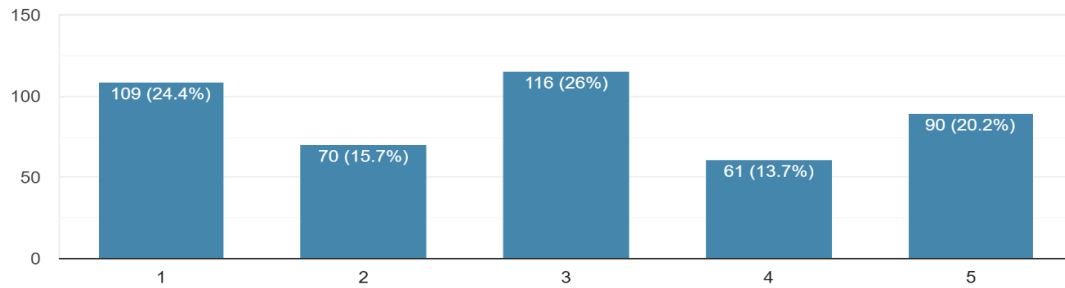




## Active Travel

Active Travel Investigate further projects including cycle repair stations, cycles routes through the park & electric bike & scooter schemes.

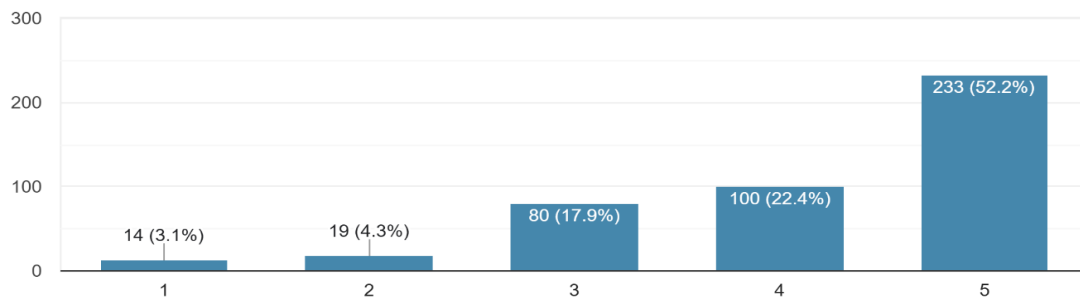
446 responses



## Arts, Culture and Events

Arts, Culture & Events Support for arts and cultural activities, festivals and events.

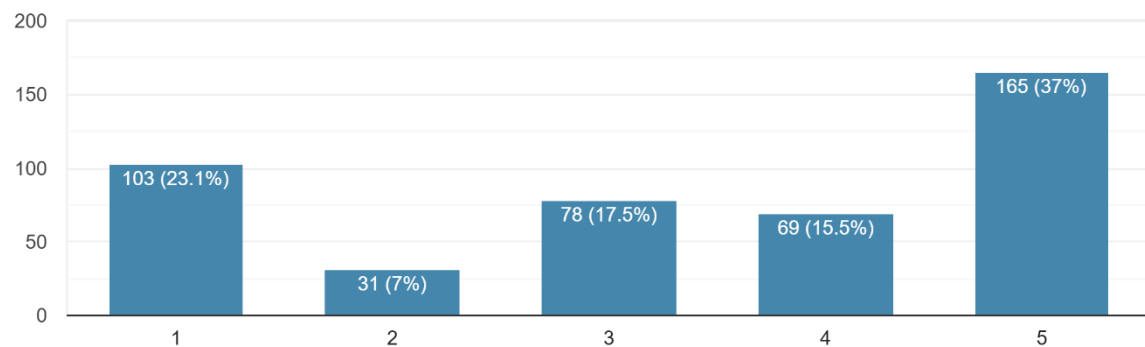
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## Pedestrian Priority

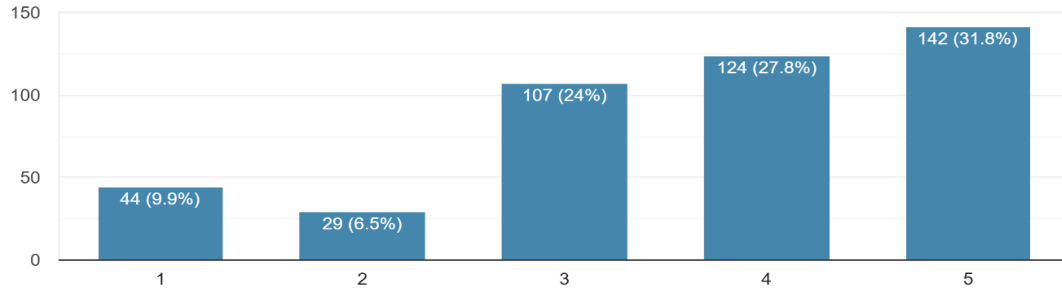
Pedestrian Priority Pedestrianisation of parts of the town centre is being considered by B&NES Transport Team linked to a new transport strategy f... in North East Somerset: The Journey to Net Zero'.

446 responses



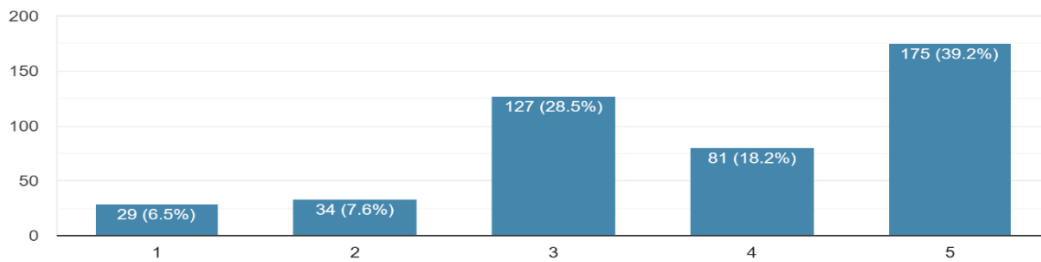
## Upper High Street Public Realm Improvements

Upper High Street Public Realm Improvements Improvements to the Upper High Street (train station end of the high street), walkway on perimeter of St...and enhancement of the gateway to the high street.  
446 responses



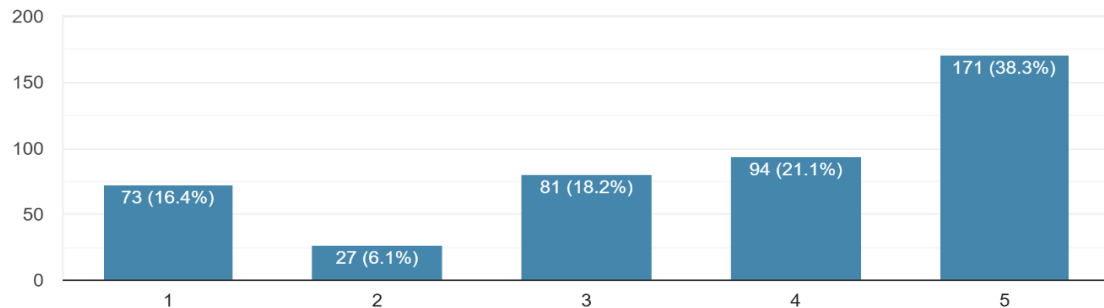
## Community Space

Community Space Map existing community space and investigate additional provision of a space that can host large audiences to meet need.  
446 responses



## Keynsham Memorial Park & Weir

Keynsham Memorial Park The council, with other partners, is exploring options for the future of the weir to improve the river for wildlife, especially within the park.  
446 responses



**Q5 Are there any other actions that you would like to see under the proposed priorities?**

<b>Improved Wayfinding</b>	<b>Number of Comments</b>
Wildlife signage	1

<b>High Street Greening</b>	<b>Number of Comments</b>
Support for High Street greening	4

<b>Temple Street Public Realm Improvements</b>	<b>Number of Comments</b>
Removal of parklets	5
Rethink Rock Rd and Temple St junction	1

<b>Shop Front Improvements</b>	<b>Number of Comments</b>
Enforcement of shop frontage / mini marts	6

<b>Repurposing Vacant Units and Underused Space</b>	<b>Number of Comments</b>
Development of Old Fire Station	1
Development of Temple St units	3
Development of Ship inn	2

<b>Active Travel</b>	<b>Number of Comments</b>
Improved and more parking	8
Remove cycle lane	13
Improved traffic management / traffic wardens	5
Improved cycle routes	4
Improve car access	4
Improved bus connections	8
Improve trains	2
Ban electric scooters, e-bikes etc.	3

<b>Arts, Culture and Events</b>	<b>Number of Comments</b>
Markets	6
Support for cultural events	3

<b>Pedestrian Priority</b>	<b>Number of Comments</b>
No pedestrian priority	7
Consideration for disabled access if pedestrianised	2
Pedestrianisation support	19
Pedestrian crossings	2
No cyclists in pedestrian areas	1
Level kerbs in High Street	6

<b>Upper High Street Public Realm Improvements</b>	<b>Number of Comments</b>
Support for public realm improvements	3
Improvements are not needed	1

<b>Community Space</b>	<b>Number of Comments</b>
Performance / theatre space	12
Support for community space	10

<b>Keynsham Memorial Park</b>	<b>Number of Comments</b>
Improve the play area	26
Keep the weir	12
Remove the weir	1
Green infrastructure improvements	2

<b>Other</b>	<b>Number of Comments</b>
Increased police presence	3
More places for young people to go	2

#### **Q6 Do you consider that we have missed any priorities?**

<b>Public Transport</b>	<b>Number of Comments</b>
Improvements to public transport	22

<b>Town Centre Business/facilities</b>	<b>Number of Comments</b>
Better variety of shops/cafes & restaurants	17
Incentives for businesses (eg cheaper rents/rates)	9
Improve public toilets	5
Better facilities for young people	4
More banking facilities	3
Consider shopping needs of the elderly	1

<b>Anti Social Behaviour</b>	<b>Number of Comments</b>
Tackle antisocial behaviour in the town centre	16

<b>Highway issues</b>	<b>Number of Comments</b>
Improve traffic flow around town	15
Improve cycle path on the High Street to stop trips	14
No pedestrianisation	3
Reinstate two-way traffic on High Street	3
New crossing after Avon Mill Lane to cross back to that side of Keynsham	4
Improve Ashton Way	2

New route for traffic from Wellsway Mead	1
Allow traffic from High Street to cross Temple Street	1
Traffic lights by Iceland too close to mini roundabout	1
Improve underside of bypass bridge	1
Resurface surrounding roads (eg Gaston Ave & Unity Rd)	1
Complete ring road from Hicks Gate to A37	1
New link road from ring road to South side of Keynsham	1
Create new link road from Charlton Road & A37 south towards Pensford	1
Creation of liveable neighbourhoods	1
Add pedestrian crossing outside park entrance on Avon Mill Lane to Fox & Hounds car park	1
Make Ashton Way a mobility hub	1
Drainage works to stop flooding in Station Road	1
Enforce 7.5 ton limit on roads	1
Temple Street/Rock Road roundabout needs a box junction to stop entry to Rock Road	1

<b>Parking</b>	<b>Number of Comments</b>
Improve parking	13
Parking enforcement	5

<b>Active Travel</b>	<b>Number of Comments</b>
Safer cycling routes	3
Better cycling connection from town centre	2
Improve accessibility standards in town centre	2
More cycle paths on High Street	1
Pedestrian bridge from Chocolate Factory Quarter to Hanham	1
Cycle route through High Street to Bristol & Bath cycle path	1
Introduce footpath on station side between lights & Avon Mill Lane	1
More walking routes around Keynsham	1
Reinstate no Cycling order on footpath from Dapps Hill alongside east of the river	1

<b>Temple Street</b>	<b>Number of Comments</b>
Remove parklets & seating from parking bays in Temple Street	5

<b>Memorial Park &amp; Weir</b>	<b>Number of Comments</b>
No cycling in park	5
Protected wildlife & green spaces	3
Improve the play park	3

Clean the river	1
Introduce assault courses, basketball court, bike & fitness trails in park	1
Improve skate park	1
Clear fallen trees from River Chew	1

<b>Events</b>	<b>Number of Comments</b>
Theatre/cinema	2
Better recognition of the arts	1
Dedicated space for 9 social clubs run by Mencap	1
Create long term strategy for Community Events	1
Publicise details of what's on	1
Create museum & art gallery	1

<b>Public Realm</b>	<b>Number of Comments</b>
More seating areas	3
Fittings for Xmas lights/flags/bunting	2
Station needs usable access ramp	1
Introduce natural paving materials in town centre	1
More attractive street lighting	1
Cleaner streets	1
Improve alley way from park by Back Lane	1
Remove graffiti	1
Improve lighting on paths from the High Street	1
Improve bus shelters	1
Reduce width of pavement outside Specsavers	1

<b>Economic Activity</b>	<b>Number of Comments</b>
Encourage employment	2
Create office hubs to facilitate economic activity	1
Encourage investment	1

<b>Environment</b>	<b>Number of Comments</b>
Improve air quality	1
Renewable energy projects	1

<b>Heritage</b>	<b>Number of Comments</b>
Preserve heritage assets	2
Make more of the town's history	1

<b>Other Issues</b>	<b>Number of Comments</b>
More housing	1
Appoint Keynsham Regeneration champion	1

## 6. Do you consider that we have missed any priorities?

<b>Public Transport</b>	<b>Number of responses</b>
Improvements to public transport	22

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Better variety of shops/cafes & restaurants	17
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Drainage works to stop flooding in Station Road	1
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<b>Parking</b>	
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<b>Active Travel</b>	
Safer cycling routes	3
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Improve accessibility standards in town centre	2
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Clean the river	1
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Create long term strategy for Community Events	1
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More seating areas	3
Fittings for Xmas lights/flags/bunting	2
Station needs usable access ramp	1
Introduce natural paving materials in town centre	1
More attractive street lighting	1



Cleaner streets	1
Improve alley way from park by Back Lane	1
Remove graffiti	1
Improve lighting on paths from the High Street	1
Improve bus shelters	1
Reduce width of pavement outside Specsavers	1

<b>Economic Activity</b>	
Encourage employment	2
Create office hubs to facilitate economic activity	1
Encourage investment	1

<b>Environment</b>	
Improve air quality	1
Renewable energy projects	1

<b>Heritage</b>	
Preserve heritage assets	2
Make more of the town's history	1

<b>Other Issues</b>	
More housing	1
Appoint Keynsham Regeneration champion	1

## Appendices

Appendix 1: Engagement Boards

Appendix 2: Consultation Communications