

Cabinet Single Member Decision**Executive
Forward Plan
Reference****E3646****Keynsham Town Centre Regeneration Action Plan**

Decision maker/s	Cllr Paul Roper, Cabinet Member for Economic and Cultural Sustainable Development
The Issue	<p>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.</p> <p>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.</p>
Decision Date	30th September 2025.
The decision	The Cabinet Member agrees 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.
Rationale for decision	<p>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.</p> <p>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.</p>
Financial and budget implications	Projects will be developed further, methods of delivery identified, and funding applications prepared from 2026 onwards.
Issues considered	Social Inclusion; Customer Focus; Sustainability; Equality (age, race, disability, religion/belief, gender, sexual orientation); Corporate; Health & Safety.

Consultation undertaken	Ward Councillor; Cabinet colleagues; Town Council; Other B&NES Services; Service Users; Local Residents; Community Interest Groups; Stakeholders/Partners; Section 151 Finance Officer; Chief Executive; Monitoring Officer
How consultation was carried out	Engagement on the Keynsham Town Centre Regeneration Action Plan took place in the library from 21 st May until 4 th June 2025, where there was an opportunity to comment on proposals. Drop-in sessions took place for businesses and stakeholders on the afternoons of 23 rd & 30 th May. An online survey ran from 21 st May until 20 th 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.
Other options considered	<ol style="list-style-type: none"> 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 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.
Declaration of interest by Cabinet Member(s) for decision:	None
Any conflict of interest declared by anyone who is consulted by a Member taking the decision:	None

Name and Signature of Decision Maker/s	Cllr Paul Roper Cabinet Member for Economic and Cultural Sustainable Development
Date of Signature	30/09/2025
Subject to Call-in until 5 Working days have elapsed following publication of the decision	