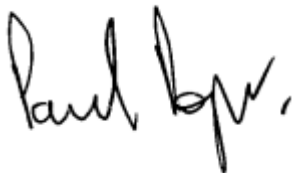


Single Member Cabinet Decision

**Executive
Forward Plan
Reference****E3658****IMAGINE Midsomer Norton Town Centre Masterplan**

Decision maker/s	Cllr Paul Roper, Cabinet Member for Economic and Cultural Sustainable Development
The Issue	Adoption of the Imagine Midsomer Norton Town Centre Masterplan
Decision Date	15th December 2025
The decision	<p>The Cabinet Member agrees:</p> <p>To endorse the Imagine Midsomer Norton Town Centre Masterplan (Appendix A) as a basis for decision making and funding bids in order to seek to deliver the priority projects, working with Midsomer Norton Town Council.</p>
Rationale for decision	<p>The <i>Imagine Midsomer Norton Town Centre Masterplan</i> has been developed in partnership with Midsomer Norton Town Council, informed by extensive community engagement and consultation, including with landowners. It sets out a long-term vision for the regeneration of Midsomer Norton town centre, identifying priority projects and opportunities for investment, and will inform the emerging Local Plan and support the delivery of the West of England Growth Strategy ambitions for the Somer Valley.</p> <p>The Masterplan builds on the successfully completed Midsomer Norton High Street Heritage Action Zone project (2020–2024) which catalysed and has delivered £3.7m investment in the Town Centre. The Masterplan aligns with the Council's Corporate Strategy, Economic Strategy, Green Infrastructure Framework, and Transport Strategies and it has been developed in a joint project with Midsomer Norton Town Council.</p>
Financial and budget implications	The full cost to the Council to prepare and design the Town Centre Masterplan, including officer time, technical work and community engagement will be recovered from the West of England Mayoral Combined Authority HREF regeneration grant.
Issues considered	Social Inclusion; Sustainability; Property; Young People; Corporate; Health & Safety;
Consultation undertaken	Ward Councillor; Town Council; Other B&NES Services; Service Users; Local Residents; Community Interest Groups;
How consultation was carried out	The key engagement and consultation phases were as follows:

	<p>(1) The DISCOVER phase took place between September and December 2024. This included an online map, six community drop-ins and focus groups with seldom heard groups. We asked people what they loved about their town, and what they would like to see in future. Over 300 comments were received in total, and these comments contributed to the creation of a Place Vision and five Place Priorities.</p> <p>(2) The DEVELOP phase took place between April and July 2025. A public Open Studio was held at the Hollies Chamber in May 2025; the exhibition, attended by 155 people over three days, allowed members of the public to feedback on masterplanning work-in-progress. This was complemented by an online survey, a project with 60 children at St John's Primary School, and art residencies which produced creative responses to the project in collaboration with 500 local people, aged 3-96.</p> <p>(3) The DESIGN phase took place from 2-30 October 2025. The consultation on the draft masterplan was hosted on www.bathnesplaces.co.uk, and was complemented by a two-day consultation event at The Island. 527 responses were received across the 10 proposed projects, indicating widespread community support for the proposals, particularly the flagship Old Brewery and Gasworks developments. Responses to the Excelsior Terrace, South Road Frontages and High Street East projects were more mixed, and comments were used to inform and revise the proposals as far as possible.</p> <p>(4) On 1st December, Midsomer Norton Town Council resolved to endorse the Masterplan as a basis for decision making and to underpin future funding bids.</p>
Other options considered	Not producing the Imagine Midsomer Norton Town Centre Masterplan would mean returning the grant secured and not reaching agreement or clarity on projects that the community would like to see in future, and would put the Council 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
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	 Councillor Paul Roper Cabinet Member for Economic and Cultural Sustainable Development Bath and North East Somerset Council
Date of Signature	15 December 2025
Subject to Call-in until 5 Working days have elapsed following publication of the decision	