

# West of England

## Full Business Case

### Love Our High Streets – Bath Local Centres High Street Improvement Scheme

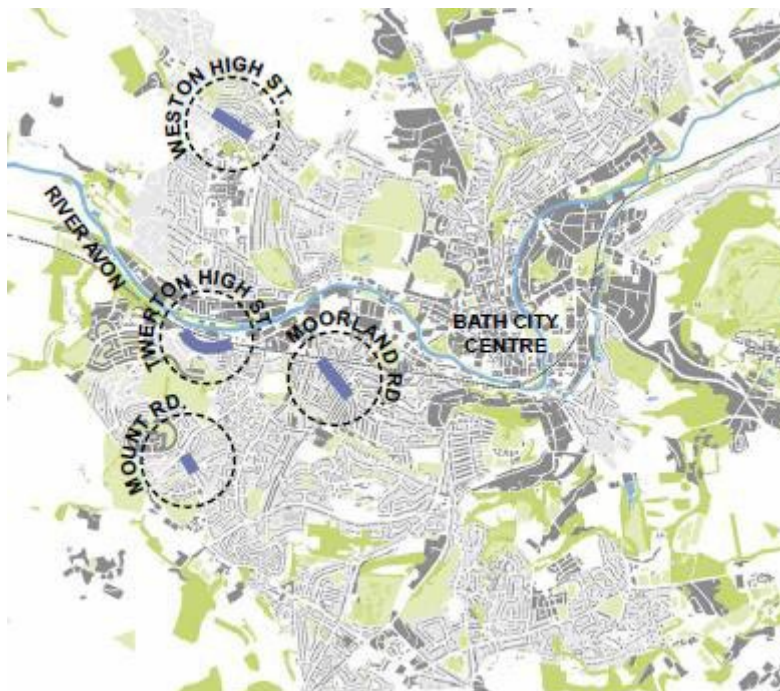
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## Executive Summary

This FBC makes the case for £309,297 of West of England Investment Fund to be released to support the LOHS Bath Local Centres High Street Improvement Scheme, which includes projects in four of Bath's Local/District Centres (see Fig. 1):

- Project 1: Twerton High Street (Local Centre)
- Project 2: Moorland Road (District Centre)
- Project 3: Weston High Street (Local Centre)
- Project 4: Mount Road (Local Centre)

WECA funding will be supplemented with £145,000 direct match funding (CIL), with an additional £35,000 linked funding from the Twerton element of the Vacant Units Action Project. The scheme budget is therefore £489,297.



*Figure 1: Bath Local Centres High Street Improvement Locations*

The projects include a combination of targeted public realm interventions with support for events, animation and culture on the streets and in public spaces. Officer resource for project management, technical design, delivery, monitoring and engagement with stakeholders is included within this scope.

Scheme delivery is programmed over 2.5 years, with maintenance and further monitoring and evaluation taking place after this, up until 5 years from scheme start date.

The scheme takes a place and people centred approach to renewal.

The key objectives are set out in Figure 2:

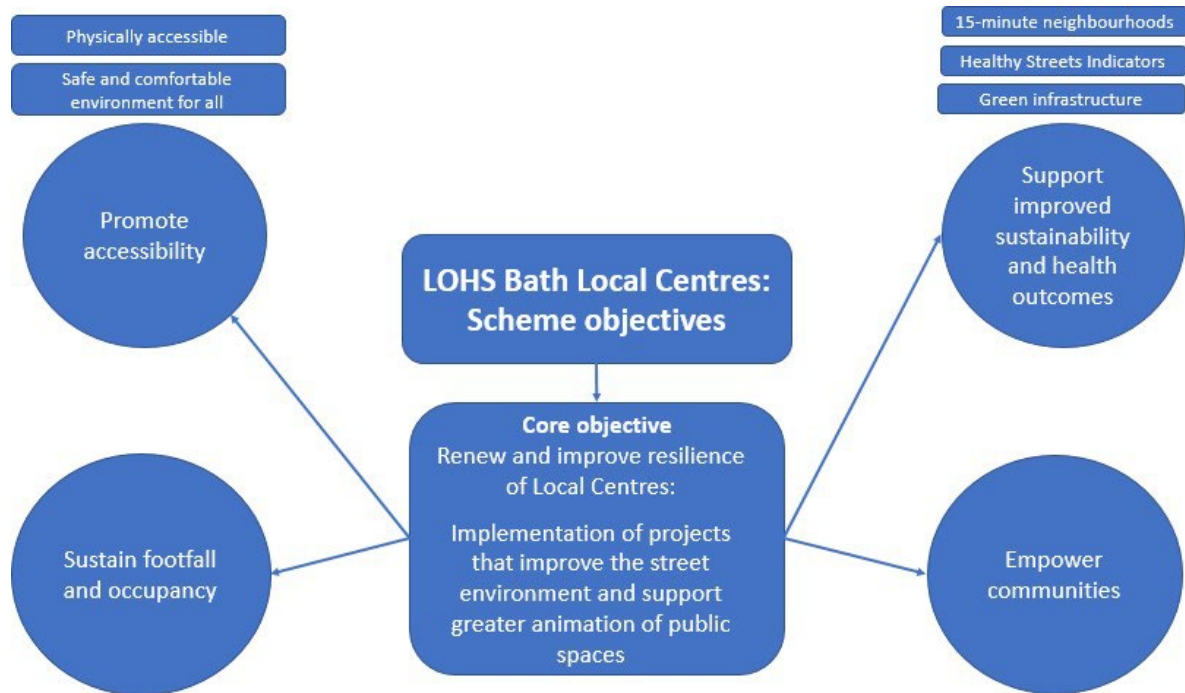


Figure 2: Bath Local Centres High Street Improvement Scheme Objectives

The scheme objectives align with concepts supported/challenges being responded to at national, regional and local levels, e.g. 15-minute city, sustainability, women’s safety, climate and nature emergency, inclusivity and supporting the healthy weight agenda.

The 15-minute walkable neighbourhoods that have been identified accommodate a combined c.51,000 people living in over 20,000 households. The locations proposed have not received significant public sector investment in decades. The impact of the proposed intervention is therefore substantial, as evidenced by the long term economic and social impacts forecast below (Turley Economics, 2022):

**Economic Impacts**

- Supporting **22** gross FTE jobs.
- Generating **19** total net additional FTE jobs for WECA residents. Of these jobs, **11** will be created through the new funding sought by the FBC for the Proposals.
- Contributing a total net additional **£2.6 million** GVA in the WECA area over the duration of the interventions. Of this economic output, **£1.4 million** will be created through the new funding sought by the FBC for the Proposals.

- Promoting **local economic resilience**, with vibrancy potentially supporting permanently increased levels of footfall and expenditure at local businesses, growing the Local Centres' employment capacity.

***Social Value Impacts***

- Generating gross social value of **£100,000** over 2.5 years through supporting people returning to work.
- Generating gross social value of **£160,000** over 2.5 years through supporting volunteering opportunities.
- Summing the above figures gives total gross social value of **£260,000** over 2.5 years.
- Generating social value through **creating healthy streets**, promoting wellbeing and supporting healthy lifestyles and **reducing local health inequalities**, including through public realm animation and enhancements, with measures including:
  - **Facilitating active travel**, promoting human and economic health.
  - **Clean and safe streets**, tackling anti-social behaviour.
  - **Community and public art**, cultivating local civic pride and attracting visitors.
  - **Urban greening**, improving mental and physical health.

## 1 Strategic Case

### 1.1 Project Description

The LOHS Bath Local Centres High Street Improvement Scheme is one strand of a broader Council High Streets Renewal programme to support the recovery of High Streets post-Covid and improve their resilience in the face of great change in the retail sector.

A £3,100,000 funding package to support High Street Renewal in Bath & North East Somerset has been earmarked from the West of England Investment Fund's 'Love our High Street' (LOHS) programme.

£2,790,703 of this funding has been awarded to projects in Bath City Centre, Keynsham and Midsomer Norton following successful FBC submissions. This bid makes the case for the remaining £309,297<sup>1</sup> to be released to support the LOHS Bath Local Centres High Street Improvement Scheme.

The Scheme focuses on supporting the following Local/District centres:

- **Project 1:** Twerton High Street (Local Centre)
- **Project 2:** Moorland Road (District Centre)
- **Project 3:** Weston High Street (Local Centre)
- **Project 4:** Mount Road (Local Centre)

WECA funding will be supplemented with £145,000 direct match funding, with an additional £35,000 linked funding from the Twerton element of the Vacant Units Action Project. The scheme budget is therefore £489,297.

The LOHS Bath Local Centres High Street Improvement Scheme has clear links with the Council's Liveable Neighbourhoods initiative and the broader movement towards '15-minute cities/20-minute neighbourhoods', where residents can find all of the local services and amenities they require within a 15 to 20 minute walk of their home, with both schemes being supported by the B&NES Public Health and Prevention Team. This scheme is using a '15-minute walkable neighbourhood' concept due to its high ambition and focus on Local Centres. This approach has many well-documented downstream impacts, including those relating to sustainability, inclusivity, accessibility and health and wellbeing.

In order to support the post-Covid recovery of Bath's Local Centres, it is important that interventions are delivered quickly. Softer interventions that improve the street environment and promote

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<sup>1</sup> £13,943 of LOHS Feasibility and Development Phase funding remains unspent and therefore it is intended that this is re-profiled into the next phase of the LOHS Bath Local Centres Scheme – this value is therefore included as part of the £309,297 total. This business case should be reviewed alongside the Change Request submitted in the same reporting window.

increased animation of public spaces are the focus of the scheme, rather than more traditional public realm schemes which are focused on hard landscaping interventions and resurfacing. This allows a short delivery programme of 2.5 years. It also provides the greatest impact with the value of funding available.

The following interventions will be delivered (approximate and subject to technical design):

<p><b>Project 1: Twerton High Street</b></p> <ul style="list-style-type: none"> <li>• ‘Greening’ interventions</li> <li>• Cycle storage</li> <li>• Community arts programme / trail</li> <li>• Support for:             <ul style="list-style-type: none"> <li>○ Cultural and community activities</li> <li>○ Shopfront improvements</li> </ul> </li> <li>• Meanwhile uses, e.g. pop-up shops, community workspace, ‘make space’</li> <li>• Wayfinding and marketing materials to support a renewed ‘place identity’</li> <li>• Events programme</li> <li>• Additional street cleansing</li> <li>• Community upskilling as necessary</li> </ul>	<p><b>Project 2: Moorland Road</b></p> <ul style="list-style-type: none"> <li>• ‘Greening’ interventions</li> <li>• Cycle storage</li> <li>• Funding support to increase animation of District Centre</li> <li>• Meanwhile use: e.g. pop-up shop/community workspace</li> <li>• Deep clean of street and other small maintenance activities</li> <li>• Street furniture</li> <li>• Marketing materials to support a renewed ‘place identity’</li> <li>• Community arts and seasonal dressing</li> <li>• Events programme</li> </ul>
<p><b>Project 3: Weston High Street</b></p> <ul style="list-style-type: none"> <li>• ‘Greening’ interventions</li> <li>• Cycle storage</li> <li>• Support for:             <ul style="list-style-type: none"> <li>○ Shopfront improvements</li> <li>○ Community events</li> </ul> </li> <li>• Community arts</li> <li>• Street furniture</li> <li>• Wayfinding and marketing materials to support a renewed ‘place identity’</li> </ul>	<p><b>Project 4: Mount Road</b></p> <ul style="list-style-type: none"> <li>• ‘Greening’ interventions</li> <li>• Cycle storage</li> <li>• Improved street lighting</li> <li>• Community arts programme/trail</li> <li>• Meanwhile use, e.g. community café</li> <li>• Wayfinding and signage</li> </ul>

Please see **Appendix 1, Bath Local Centre High Street Improvement Scheme Summary**, for further detail.

## 1.2 Project Objectives and Case for Change

The core objective of the LOHS Bath Local Centres High Street Improvement Scheme is to renew and improve the resilience of Local Centres through implementing projects that improve the street environment and support greater animation of public spaces.

The following objectives are also key:



- Sustain footfall and occupancy
- Support improved sustainability and health outcomes
- Promote accessibility
- Empower communities

The importance of an attractive street environment and animated spaces is receiving greater recognition as part of a broader move towards diversified, experiential high streets. This has been prompted by a sustained decline in the high street retail sector which has made it clear that many high streets are unsustainable in their current form. This decline has only been accelerated by the pandemic, with research by KMPG in 2021 suggesting that UK High Streets may lose 20-40% of their retail post pandemic. This scheme therefore aims to improve the resilience of the Local Centres selected.

At a national level, High Streets are facing many challenges that are undermining their socio-economic performance (as detailed in the Government's Future High Street's Fund Prospectus). Many of these trends are seeing a sharp increase in rate, exacerbated by Covid-19:

- Growth in online shopping, with a six-fold increase in online sales between 2007 and 2018, leading to a reduction in high street sales;
- Business rates for retail properties resulting in large overheads that render trading unviable;
- Lack of mixed-use development (including office and residential space) with an over-reliance on traditional retail;
- Closure of large retailers with multiple stores;
- High and increasing retail vacancy rates (11.2% in Q3 2017);
- Reduction in footfall year-on-year (-9.1% in the year up to October 2017 across the UK)

In 'Cities for People', Jan Gehl (2010) summarises that 'wanting to go into town is different from wanting or needing to shop. It is about an experience. It is about sociability and relaxation, creativity and being part of something you cannot get at home or work'. While the quote is applicable to all high street settings, the traditional role of Local Centres as a focal point for community activity (or 'being part of something you cannot get at home or work') suggests that the 'experience' is more important in Local Centres than it may be in more centralised, less personal, high street locations. Therefore, it could be argued that interventions which support an improved high street experience will have greater impact in Local Centres, due to the many positive indirect impacts which can be triggered. It is this recognition which lends the programme so well to the 15-minute walkable neighbourhoods concept.

Recently, the pandemic has highlighted the importance of local centres, with many people relying on their varied services during lockdowns when working from home. The traditional tendency is to consider only services that provide economic value, however many social and environmental services were also relied upon. A report commissioned by the Office for National Statistics, published in June 2021, suggested that 'of working adults currently homeworking, 85% wanted to use a "hybrid"

approach of both home and office working in future'<sup>2</sup>. Furthermore, the BEIS 'Making flexible working the default' report indicates the direction of travel politically. This suggests that the work from home trend is set to continue to some degree.

A report by the National Infrastructure Commission, published in May 2021, concluded that 'policymakers should consider how policy can encourage preferred shifts in behaviour'<sup>3</sup> as we move into the post-pandemic recovery phase. While this statement was made in reference to changing travel patterns, it can be applied more broadly when we consider how we can encourage positive trends from the pandemic to continue. The Economic Case explores in more detail how the interventions proposed will support a continuation of positive trends, through its focus on 15-minute walkable neighbourhoods.

The four local centres have their own specific challenges, which are explored in more detail in Appendix 2 'Vitality Audit'. Please also see the 'LOHS Bath Local Centres Scheme Summary' (Appendix 1) and the Economic and Social Value Assessment (Appendix 5).

The majority of WECA funding is allocated to Twerton High Street, a priority area for future Council regeneration investment and therefore the intervention proposed there will have a greater impact as the 'trigger event' for other improvements. Across the other three local centres, legacy value will be ensured through the capital elements of the scheme, which will remain in place, as well as revenue elements such as events, marketing, street dressing etc. The revenue elements will provide a positive example of how the high streets could function and their success will demonstrate the value of greater animation of public spaces, encouraging the private and third sectors to make similar interventions in the future. A key project objective is the empowerment of local communities who, through this process, will have the confidence and agency required to push their vision forward. The interventions will also challenge ingrained negative perceptions of some of the local centres.

### **1.3 Rationale for Public Intervention**

The project is a public realm scheme that aims to deliver several socio-economic and environmental benefits. While local businesses may benefit from the potential impact that improved public realm and greater animation can have on stemming and reversing footfall decline, the project will deliver a public good to tackle other negative economic and environmental externalities too.

The project area comprises public highway and is outside of the market, therefore by its nature it is non-excludable and non-rival. The project can therefore be described as delivering a public good.

The market failure can be seen in the decline of the high street due to structural economic issues affecting the retail sector at a national level.

As online shopping becomes increasingly prevalent, recently exacerbated by Covid-19, investment is needed to diversify the function of the high street and proactively draw in footfall, which will support

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<sup>2</sup> Business and individual attitudes towards the future of homeworking, UK: April to May 2021, ONS, June 2021

<sup>3</sup> Behaviour change and infrastructure beyond Covid-19, National Infrastructure Commission, May 2021



the retailers and broader function of the Local Centres. Mitigation is needed to halt this decline of the high street and a project such as this, which engages local stakeholders from the start, is needed to animate and draw people back to the high street.

Where a person lives and the neighbourhood in which they live or have access to locally, has the potential to positively or negatively affect the wider determinants of health. These public realm improvements are therefore a great opportunity to enhance the health and wellbeing of local residents and communities. The COVID-19 pandemic has exacerbated health inequalities and has put a spotlight on the importance of the wider determinants of health, such as where a person lives, the built environment and access to green spaces, further emphasising the need to create environments that support people to live healthier lifestyles.

All the sites within the scope of the project are fully-accessible public realm, meaning that the project not only serves ‘shoppers’ but the wider public who will benefit from an improved public realm, green infrastructure and free animation and events. Though some match funding has been secured, this type of project must be publicly funded and facilitated on public land.

Only a coordinated and collaborative approach, which involves the public, private and third sectors in design, can deliver the holistic improvements and animation which will draw visitors to the high street.

## 1.4 Subsidy Control Considerations

As the project will be delivered on public highway, it is exempt from Subsidy Control considerations.

## 1.5 Strategic Fit

### National

The ‘*Build Back Better High Streets’ Strategy* (July 2021) sets out five key priorities. The proposed scheme intends to deliver on all of these through the varied interventions proposed.

Key priority	Elements of proposed scheme that respond to this
Breathing new life into empty buildings	Meanwhile uses including pop-up shops, community spaces and ‘maker spaces’ working with local stakeholders, community groups and Bath Spa University
Supporting high street businesses	Place marketing, arts, wayfinding and community events support businesses by encouraging visits and engagement with the local High Streets
Improving the public realm	Environmental improvements are proposed that enhance the trading environment and support active travel, encouraging local residents to use their local high streets

Creating safe and clean spaces	Improved street lighting, street cleansing, measures to enhance the environment at key gateways will slow traffic as they signpost more pedestrian focused environments
Celebrating pride in local communities	Arts projects, place marketing and community engagement to deliver the projects all promote local pride in High Streets

Furthermore, the ‘Supporting our High Streets after Covid-19’ report, published by the Department for Levelling Up, Housing and Communities in December 2021 directly references a number of the concepts and interventions that are supported in this scheme proposal. These include (but are not limited to):

- Mixed use High Streets and the ‘creation of space that is the ‘intersection of human life and activity’ based primarily on social interactions rather than financial transactions’
- Importance of collaboration to build local resilience on High Streets
- 15-minute city concept which encourages local residents to visit high streets close to their homes
- ‘Meanwhile’ uses to manage vacancy rates which can impact on the vibrancy of high streets
- Support for markets and local heritage which give local high streets character and appeal
- Supporting and enabling Active travel e.g. cycle infrastructure, street furniture (to make spaces more accessible) and environmental improvements which make active travel modes more appealing.

The commissioning of the *High Streets Task Force* in 2019, alongside the number of Government funding streams that High Streets can benefit from, suggests a long-term national commitment to supporting High Streets: Town’s Fund (split into two funding streams: Future High Streets Fund and Town deals), Levelling Up Fund, UK Community Ownership Fund, UK Community Renewal Fund and the UK Shared Prosperity Fund.

The *National Planning Policy Framework* makes it clear that Councils should put policies in place that support High Streets. The identification of local and district centres in Local Plans is also encouraged so that facilities and services can be supported in planning decision making.

### Regional

The WECA *Love Our High Streets* programme was established to transform and strengthen high streets throughout the region. Learning from initial feasibility stage and pilot projects has directly informed the scope of this scheme for Local Centres (see **Appendix 1** for details of pilot projects).

The scheme proposals respond to the aims of the **West of England Recovery Plan**:

<b>Aim</b>	<b>Elements of proposed scheme that respond to this</b>
Rebuilding business	Supporting meanwhile uses to support High Streets in transition, and minimise the impact of voids on remaining businesses
Getting residents back into jobs	Jobs and volunteering opportunities created through the scheme

Strengthening inclusion	Please see detail about the broad social value provided by this scheme in <b>Appendix 5</b>
Supporting a green recovery	The scheme supports the creation of healthy high streets including measures to support active travel and introduce urban greening to improve mental and physical health
Renewing places	The scheme supports improved community pride and engagement in High Streets through community engagement and measures to reposition the high streets as more attractive places to visit

The scheme’s proposed approach to project delivery also aligns with the *West of England Recovery Plan*, which places an emphasis on partnership working and a people-centred approach.

The scheme supports the aims of the *West of England Climate Emergency Action Plan*, further information can be found in section 1.7.

### Local

Local Centres are directly referenced in *B&NES Current Core Strategy/Placemaking Plan* Strategic Objective 4 ‘Invest in our city, town and local centres’. The policy framework to support this objective is set out and at a local level this includes Core Strategy policy CP12 Centres and Retailing, as well other policies that are place-specific. Policy CP12 indicates that Local and District Centres should be localised focal points for a mix of uses. It states that ‘uses which contribute to maintaining the vitality, viability and diversity of centres within the hierarchy will be encouraged’. We can assume from this that projects which contribute to these same aims are supported. Due consideration has also been given to Conservation Area policies which relate to Twerton and Weston High Streets.

The *Bath & North East Somerset Local Plan* states that a priority should be to retain existing shops and address vacancies, whilst ensuring the shopping experience in the city is enhanced and deterioration of the public realm addressed.

The proposed scheme aligns with a key priority in the B&NES Health and Wellbeing Strategy ‘Create healthy and sustainable places’ and the outcome of ‘A built and natural environment which supports and enables people in our communities to lead healthy and sustainable lives’.

## 1.6 Options Appraisal

### Options

#### 1) Do Nothing

Data collected as part of the **Bath Local Centres High Street Vitality Audit (Appendix 2)** indicated that many Local/District Centres required intervention. The audit included the completion of a Local

Centres Vitality checklist which was prepared by the Council's High Street Renewal Team, working collaboratively with the Public Health & Prevention and the Research and Intelligence teams.

The checklists confirmed a general deterioration in High Street quality. This could be measured differently in different local centres, but many had issues prior to Covid which had only been exacerbated.

Broader evidence such as footfall decline in Bath City Centre and nationally on High Streets, suggests that if B&NES were to do nothing, we could expect the high street to continue to decline with both losses of businesses and a deterioration of the public realm.

## *2) Selection of project locations*

This phase of the B&NES High Street Renewal Programme has a focus on Bath's Local Centres due to the political commitments made to encouraging shared prosperity and inclusivity at a local and regional level. LOHS funding has already been allocated to city and town centre renewal programmes and it is therefore appropriate that the next scheme focuses on local centres.

Policy CP12 of the Placemaking Plan was used to set out the 'long-list' of locations which could be included in the bid. Policy CP12 indicates that there is 1 district centre in Bath & North East Somerset, 21 local centres in Bath. The project scope focuses on Bath as the largest urban centre in the district.

Bath Local Centres that could not realistically be classified as 'high streets' due to small scale/limited number of retail outlets and services were removed from the selection (the locations needed to meet the definition of High Streets to be eligible for investment through this funding stream).

A 'Local Centres Vitality Checklist' was prepared to consider which local centres should be prioritised for initial funding. The checklist was used to identify local centres most in need of intervention. In-person site visits were undertaken to district and local centres, with Google Street View utilised to complete the checklist where these could not be undertaken due to Cov-19 restrictions.

Officers worked with elected members and undertook community engagement to gather qualitative information about the High Streets and opportunities for improvement. Once the four local centres had been determined, Officers gathered local intelligence from stakeholders such as community organisations and businesses. Well attended engagement events followed where views were sought from the public about the types of interventions that could make the greatest impact to their Local Centre (See **Appendix 3: 'Bath Local Centres High Street Improvement Scheme: Engagement Phase 1, Summary of findings**).

The level of funding allocated to each local centre is dependent on:

- 'Need' identified as part of the checklist review
- Feedback received from public engagement events
- Status as a district/local centre
- Size of the centre
- Character of the broader locality in which the district/local centre sits

If the interventions were allocated across more local centres there would likely be a reduced impact and the objectives less measurable or impactful.

### *3) Scope of the interventions*

Due to the level of funding available and the need to make meaningful change that is also quick to deploy, the focus of the interventions proposed are smaller scale interventions to support active travel, greening, community uses, arts and events/place branding. Hard landscaping interventions and redevelopment is not prioritised as the impact would be reduced with fewer locations benefiting.

The scope of the interventions proposed seeks to mirror the types of interventions proposed through the Bath City Centre LOHS scheme and reflects evidence of what drives footfall and spend in High Streets – activity, animation and attractive environments where people want to spend leisure time as well as undertaking transactions.

### *4) Delivery Period*

A focused 2.5 year delivery period, with a maintenance period of 5 years is proposed as the scheme is aimed at being quick to deploy, while also allowing time for interventions to become established. Working across 4 locations each with its own stakeholders and communities also requires phasing to allow the project officer delivering the scheme to work across multiple locations effectively.

### **5) Preferred Option - Programme of animation and public realm improvements over 2.5 years in 4 project areas**

The proposal intends to deliver flexible, quick to implement interventions which improve and animate local High Streets. The scope of the project has been informed by pilot projects and engagement with the community, elected members and businesses.

#### **5a) Project 1: Twerton High Street (£227k – includes Bath Spa University & Vacant Units Action project linked funding)**

A comprehensive high street improvement to support a struggling local High Street. The project includes meanwhile/pop-up uses in vacant units, shopfront improvements, on-street planting, cycle storage and support for place identity via wayfinding and marketing. There is a strong emphasis on community engagement and upskilling, with budgets for community arts, cultural and community activities and events and seasonal dressing included in the project scope. There is strong support from a number of local community organisations. Parts of Twerton are in the 10% of most deprived locations nationally and is one of B&NES most deprived areas locally, so this project would play a role in reducing local health inequalities.

#### **5b) Project 2: Moorland Road (£68k)**

B&NES' only District Centre, this vibrant High Street is lacking recent investment and the interventions proposed will support the transition to a greener High Street. The project includes additional street furniture and planting, cycle storage as well as marketing and branding to promote this much-loved

High Street which hosts many uses which can no longer be found in the city centre. Budgets to support a pop-up shop/meanwhile use, arts/events and business/community activity are included in the bid.

#### **5c) Project 3: Weston High Street (£49k)**

Situated to the far west of Bath, Weston High Street provides an important local service to residents, who are on average older and in poorer health than the B&NES average. The project area is also within one of our more deprived areas locally. The intervention aims to improve the visibility of the high street by focusing interventions at key gateways. Budgets are included for place branding and signage, art, events, greening, cycle storage, street furniture and shopfront improvements.

#### **5d) Project 3: Mount Road High Street (£39k)**

This small local centre serves many local people but community engagement indicates that it currently feels unsafe and uninspiring. This project includes budgets to improve street lighting, put in place a pop-up community café, install community art, planting, street furniture, wayfinding and cycle storage. The project includes areas that are amongst the most 10% deprived nationally (Whiteway) and that are in the lowest quintile locally in terms of the Income Domain for B&NES (Southdown North and Whiteway), so this project would play a role in reducing local health inequalities.

#### **Funding Options**

Other funding options that have been tested include the following:

- £145k CIL funding earmarked to the project, included within the FBC as B&NES match funding
- The Vacant Units Action project is also prioritising arts maker space on Twerton High Street, providing a link with this scheme proposal – WECA recently awarded £5k to the Twerton element of this
- £30k of Arts Council funding, secured by Bath Spa University and included in this project as linked funding will support meanwhile arts uses in vacant shops – this links to the Twerton High Street elements of the Vacant Unit Action project
- Over the lifetime of the project we will seek additional funding where streams become available, as demonstrated through successful bids made by the team into the Historic England High Streets Heritage Action Zone schemes for Keynsham and Midsomer Norton which secured an additional £2m and bids to the High Street Cultural Programme scheme which secured £185k funding for market town's High Streets

## **1.7 Environmental Sustainability and Climate Action Considerations**

B&NES Council has declared both a Climate and Ecological Emergency and is looking to provide leadership to enable carbon neutral B&NES by 2030 and enable greater citizen engagement. These are therefore key considerations for project development, procurement and delivery.



Of the five strands of the **West of England Climate Emergency Action Plan**, the proposed Scheme supports the following to the greatest degree:

WoE Climate Emergency Action Plan strand	Elements of Scheme Proposal which support this
<p><b>Low carbon transport system</b> - Work to decarbonise the transport system and increase cycling and walking and the use of public transport; building on positive behaviour change following the covid-19 pandemic lockdown period</p>	<ul style="list-style-type: none"> <li>• Improved cycle storage, improved wayfinding</li> <li>• 15-minute walkable neighbourhoods concept which underpins all of the interventions proposed as part of this scheme proposal</li> </ul>
<p><b>The green environment</b> - Protect and enhance the environment through a proactive approach to green infrastructure</p>	<ul style="list-style-type: none"> <li>• Sensory garden</li> <li>• In ground planting including trees</li> <li>• Hanging baskets with seasonal iterations of planting</li> </ul>

However, the above does not reflect the broader environmental sustainability and climate action considerations made in the production of this Scheme Proposal:

**A focus on 15-minute walkable neighbourhoods**

The proposed interventions have been strongly influenced by the concept of 15-minute walkable neighbourhoods, which are ultimately about creating places in which the majority of people's daily needs can be met within the distance of a short walk or cycle. This concept aims to foster an urban environment which support residents to meet their everyday needs in their local area, enabling them to 'live well locally'.

Residents should be able to easily access the full range of commercial and social infrastructure which contribute to healthy and sustainable neighbourhoods (including employment centres, retail, leisure, education and healthcare services and sports facilities and public open green space).

The identified 15-minute walkable neighbourhoods accommodate a combined c.51,000 people living in over 20,000 households. These geographies have informed the Economic and Social Value Impact Assessment in terms of identifying and understanding the characteristics of the resident population who will be most impacted by the interventions' implementation and the provision of social infrastructure locally (*Turley Economics, 2022*).

**Materials and specification**

The environmental credentials of potential public realm interventions will be reviewed to ensure that they are durable and enhance biodiversity. Where possible manufacture processes that use 100%

renewable energy will be sought and sustainable delivery patterns prioritised, for example installation in condensed periods to avoid the need to travel.

The construction and embodied carbon of the interventions will be discussed with makers and manufacturers at the briefing stage to ensure this is minimised.

Where appropriate, interventions will be designed to ensure they can be reused, moved and refreshed to avoid waste.

### **Climate Change Resilience**

The proposals are unlikely to result in any net increase in surface water run off as the public realm surface is not programmed to change.

Species selection for planters and green infrastructure will be considered to catch rainwater and maximise improvements to air quality (indeed this is something that was requested by local stakeholders as part of Engagement Phase 1). There will be an overall increase in street greening and biodiversity delivered through the scheme in all 4 locations. The increased greening will also improve the urban albedo helping to mitigate against the warming effects of climate change and providing improved microclimates.

### **Sustainable procurement**

All procurement for the project will be undertaken in line with B&NES Council's 2021 procurement processes and strategies including the 'Think Climate. Think Local. Think Innovation' procurement strategy, which has been developed in response to the council's declaration of climate and ecological emergencies and reflects the core priorities of the Corporate Strategy. With the ambitious aim to achieve carbon net zero by 2030, the strategy will enable us to ensure that our procurement and commissioning spend assists us in achieving this target.

Procurement processes including tender briefs will include sustainability objectives, including environmental, social and economic benefits, which will be assessed alongside price. This will ensure opportunities for sustainable materials, low embodied carbon, local manufacture, local skills development, etc to be considered from the outset of the projects.

## **1.8 Equality and Diversity Impact Assessment**

### **Targeted intervention**

The Scheme proposed should be viewed as a 'targeted intervention' to support inclusivity and improve accessibility in local centres. Approval of funding to the scheme would be an example of alignment of

WECA investment in targeted places and communities where levels of deprivation and inequalities are high (Twerton and Mount Road) – see WECA Equality Framework 2020.

The project focuses on not only economic benefits, but supporting improved social value as well, through its consideration of ‘Healthy High Streets’ Indicators, the 15-minute walkable neighbourhood concept etc. The project will increase the attractiveness of local centres, making them more lively and welcoming and they will also put in place infrastructure for a more varied group of people to enjoy them.

### **Consultation and engagement**

The Scheme aims to provide benefits for all c51,000 people in the 15-minute walkable neighbourhoods surrounding Local Centres to enjoy. It is recognised that there is a great deal of variance within the local populations, a good example of this is age, where in Weston we have a much older population than around Moorland Road, where there is much student housing. The design of the consultation/engagement process will therefore be planned to gather views from as many varying groups as possible.

Engagement and the empowerment of local communities to impact what they see being delivered is a key concept in this project, as set out in the objectives section of this document. This will influence all project decisions.

### **Responsible procurement**

All procurement for the project will be undertaken in line with B&NES Council’s 2021 procurement processes and strategies including the ‘Think Climate. Think Local. Think Innovation’ procurement strategy, which has been developed in response to the council’s declaration of climate and ecological emergencies and reflects the core priorities of the Corporate Strategy which include a commitment to supporting equality and diversity.

Please see the **Equality and Diversity Impact Assessment and Plan** in full in **Appendix 4**.

## 2 Economic Case

### 2.1 Economic Appraisal

The impacts associated with B&NES Council's Bath Local Centres High Street Improvement Scheme will positively contribute to the local and regional economy, the Proposals generating both economic benefits and social value. The Proposals' positive impacts will provide an important source of local economic and social benefit for communities.

The key points from the Economic and Social Value Impact Assessment (Turley, January 2022) are summarised below, however the full document should be reviewed as an integral part of this FBC.

The Economic and Social Value Impact Assessment can be found at **Appendix 5**.

#### **Economic and Social Value Impact**

##### *Economic Impacts*

- Supporting **22** gross FTE jobs:

Local Centre	Gross employment estimate methodology	
Twerton High Street	<b>Pop-up shop/community use (107 High Street)</b>	
	<ul style="list-style-type: none"> <li>67 sqm gross internal area (GIA)</li> <li>Estimated employment density<sup>4</sup> of 1 FTE job per 45 sqm (GIA)<sup>i</sup></li> </ul> <p>Therefore gross employment is estimated as 1.5 FTE jobs</p>	
	<b>Meanwhile maker-space (115 High Street)</b>	
	<ul style="list-style-type: none"> <li>576 sqm net internal area (NIA)</li> <li>Estimated employment density<sup>5</sup> of 1 FTE job per 40 sqm (NIA)<sup>ii</sup></li> </ul> <p>Therefore gross employment is estimated as 14.5 FTE jobs</p>	
Moorland Road (Westmoreland)	<b>Pop-up shop/community use (10 Moorland Road)</b>	
	<ul style="list-style-type: none"> <li>61 sqm gross internal area (GIA)</li> <li>Estimated employment density<sup>6</sup> of 1 FTE job per 45 sqm (GIA)<sup>iii</sup></li> </ul> <p>Therefore gross employment is estimated as 1.5 FTE jobs</p>	
Mount Road (Southdown)	<b>Pop-up community café (102 Mount Road)</b>	
	<ul style="list-style-type: none"> <li>87 sqm net internal area (NIA)</li> <li>Estimated employment density<sup>7</sup> of 1 FTE job per 20 sqm (NIA)<sup>iv</sup></li> </ul> <p>Therefore gross employment is estimated as 4.5 FTE jobs</p>	
Local Centre	Intervention	Gross FTE Jobs
Twerton High Street	Pop-up shop/community use (107 High Street)	1.5
	Meanwhile maker-space (115 High Street)	14.5
Moorland Road (Westmoreland)	Pop-up shop/community use (10 Moorland Road)	1.5
Mount Road (Southdown)	Pop-up community café (102 Mount Road)	4.5
<b>Total</b>		<b>22</b>

After accounting for the additionality factors<sup>8</sup> of leakage<sup>v</sup> and displacement<sup>vi</sup>, it is estimated that **12** direct net additional FTE jobs will be created within the WECA area. Following the application of an allowance for economic multiplier effects<sup>vii</sup>, it is estimated that a further **6**

<sup>4</sup> Employment density for community centres (Use Class D1 under the Use Classes Order effective up to 31 August 2020). This is a conservative assumption, given the potential retail uses of the unit, and the higher average employment density for retail uses defined by the HCA (one FTE job per 15-20 sqm NIA).

<sup>5</sup> Conservative employment density for maker-spaces applied (ranges from 15-40 sqm NIA).

<sup>6</sup> As outlined for the Twerton High Street Pop-up shop / community centre (107 High Street)

<sup>7</sup> Conservative employment density for cafés applied (ranges from 15-20 sqm NIA).

<sup>8</sup> Leakage rates of 25% applied to the WECA area, in line with Census commuting patterns. Accounting for the fact that at time of publication there are 3,240 people actively seeking employment in B&NES, increasing to over 21,500 in the WECA area (ONS via Nomis [2021] Jobseeker's Allowance by Occupation: November 2021), whilst acknowledging that there is potential for some activity and expenditure to be displaced, a 'Low' displacement rate of 25% has been assumed. A multiplier of 1.5 at the sub-regional scale, in line with HCA guidance.

net additional indirect and induced FTE jobs will be generated in the WECA geography. Summing the above direct, indirect and induced employment figures, it is calculated that the Proposals will support a total of **19** net additional FTE jobs in the WECA area. Of these jobs, **11** will be created through the new funding sought by the FBC for the Proposals (please see section 3.6 to 3.8 of Appendix 5 for an explanation of how this figure has been arrived at).

- Contributing a total net additional **£2.6 million** GVA in the WECA area over the duration of the interventions. Of this economic output, **£1.4 million** will be created through the new funding sought by the FBC for the Proposals:

	Direct GVA (Annual)	Indirect GVA (Annual)	Total (Annual)	Intervention Period (Years)	Total (Intervention)
107 High Street (Twerton)	£50,000	£30,000	£80,000	1.5	<b>£120,000</b>
115 High Street (Twerton)	£220,000	£120,000	£340,000	2.5	<b>£850,000</b>
10 Moorland Road	£50,000	£30,000	£80,000	1.5	<b>£120,000</b>
102 Mount Road	£130,000	£90,000	£220,000	1.5	<b>£330,000</b>
<b>All Interventions</b>	<b>£760,000</b>	<b>£440,000</b>	<b>£1,200,000</b>	-	<b>£1,420,000</b>

- Promoting **local economic resilience**, with vibrancy potentially supporting permanently increased levels of footfall and expenditure at local businesses, growing the Local Centres’ employment capacity.

#### **Social Value Impacts**

- Generating gross social value of **£100,000** over 2.5 years through supporting people returning to work.
  - (For illustrative purposes, it has been assumed that 10% of people employed as a result of the Proposals will have been previously unemployed. This proportion aligns with benchmarks quoted in B&NES Council’s Social Value Procurement Policy<sup>viii</sup>, and could be a conservative assumption in the current economic climate, given the current high level of unemployment and the increasing need for jobs. It is therefore assumed that two of the 22 gross FTE jobs across the Local Centres could be filled by someone who was previously unemployed – please see sections 4.4 to 4.8 of Appendix 5 for further information)
- Generating gross social value of **£160,000** over 2.5 years through supporting volunteering opportunities.
  - (The various pop-up shops, community workspaces, and ‘meanwhile’ uses as well as the hosting of markets, cultural and community activities and other pop-up street events throughout the year will require the support of volunteers. It is estimated that



such events will require the input of at least as many volunteers on a rolling basis throughout the year as FTE positions created, thereby indicating that the Proposals could support 22 volunteering opportunities. Research conducted on behalf of housing charity HACT<sup>ix</sup> calculated volunteering as generating social value equivalent to £2,974 per volunteer per annum.)

- Summing the above figures gives total gross social value of **£260,000** over 2.5 years.
- Generating social value through **creating healthy streets**, promoting wellbeing and supporting healthy lifestyles and **reducing local health inequalities**, including through public realm animation and enhancements, with measures including:
  - **Facilitating active travel**, promoting human and economic health.
  - **Clean and safe streets**, tackling anti-social behaviour.
  - **Community and public art**, cultivating local civic pride and attracting visitors.
  - **Urban greening**, improving mental and physical health.

## 2.2 Value for Money Statement

*The Value for Money table considers the Economic Benefits of the scheme only.*

*As set out in section 2.1, the Scheme also delivers a number of Social Value benefits which should be provided equal weight when reviewing the value provided by the Scheme.*

<i>Total project cost</i>	<i>£454,297 (£35,000 linked funding has been deducted for the purposes of the VfM statement)</i>
<i>Grant sought (IF/EDF/LGF/RIF)</i>	<i>£309,297 LOHS</i>
<i>Net Quantified Benefits</i>	<ul style="list-style-type: none"> <li>• Supporting <b>14</b> gross FTE jobs</li> <li>• Generating <b>11</b> total net additional FTE jobs</li> <li>• Total net additional <b>£1.4million</b> GVA</li> </ul>
<i>VfM indicator*</i>	<ul style="list-style-type: none"> <li>• 1 gross FTE job supported per £32,450 spent (£454,297 / 14)</li> <li>• 1 net additional FTE job generated per £41,300 spent (£454,297 / 11)</li> <li>• £3.13 GVA generated per £1 spend (£1,420,000 / £454,297)</li> <li>• Overall, the VfM is £2.86 to £1 on the public sector cost</li> </ul>

*\* Benefit compared to total cost including direct match funding, but not including linked funding from the Twerton element of the Vacant Units Action Project*

Net ‘additionality’ refers to the final impacts attributable to a development once a number of economic considerations have been taken into account. These include ‘leakage’ (the extent to which impacts will occur outside of the target area); ‘displacement’ (the extent to which impacts will be as a result of reduced activity elsewhere, for example through accommodating existing companies or employees who have relocated activities or generating expenditure that would have occurred regardless) and ‘multiplier’ effects (further impacts generated through supply chain purchases and wage expenditure). The application of these additionality factors is outlined in more detail in the accompanying Economic and Social Value Impact Assessment of the project.

The full Economic and Social Value Impact Assessment (Turley Economics, Jan 2022) can be found at Appendix 5.

### 3 Financial Case

#### 3.1 Chief Financial Officer sign off

A letter from the Chief Financial Officer is included in Appendix 6.

#### 3.2 Scheme Cost

##### *Costs for Project Implementation*

##### *Revenue Elements*

<b>Cost Heading</b>	<b>Total projected eligible expenditure</b>	<b>Amount to be claimed (if Full Business Case)</b>
<i>Project Management</i>	<i>£39,317</i>	<i>£39,317</i>
<i>Consultation</i>	<i>£27,698</i>	<i>£9,733</i>
<i>Design</i>	<i>£27,698</i>	<i>£0</i>
<i>Monitoring and Evaluation</i>	<i>£11,079</i>	<i>£0</i>
<i>Arts and events strategy</i>	<i>£71,800</i>	<i>£53,000</i>
<i>Additional community engagement and upskilling</i>	<i>£3,000</i>	<i>£3,000</i>
<i>Delivery of shopfront, cultural and community activities</i>	<i>£53,000</i>	<i>£40,000</i>
<i>Pop-up/meanwhile uses</i>	<i>£79,000</i>	<i>£36,000</i>
<i>Public realm improvements</i>	<i>£39,842</i>	<i>£35,692</i>
<i>Replacement, repair and maintenance</i>	<i>£13,000</i>	<i>£11,000</i>
<i>Support for place identity</i>	<i>£20,445</i>	<i>£17,945</i>

<i>Contingency</i>	<i>£24,454</i>	<i>£19,620</i>
<b>Total</b>	<b>£410,333</b>	<b>£265,306</b>

### Capital Elements

<b>Cost Heading</b>	<b>Total projected eligible expenditure</b>	<b>Amount to be claimed (if Full Business Case)</b>
<i>Pop-up/meanwhile uses</i>	<i>£22,000</i>	<i>£17,000</i>
<i>Public realm improvements</i>	<i>£40,300</i>	<i>£18,000</i>
<i>Support for place identity</i>	<i>£9,500</i>	<i>£5,000</i>
<b>Contingency</b>	<i>£7,164</i>	<i>£3,991</i>
<b>Total</b>	<b>£78,964</b>	<b>£43,991</b>

### Total (Capital and Revenue)

<b>Cost Heading</b>	<b>Total projected eligible expenditure</b>	<b>Amount to be claimed (if Full Business Case)</b>
<i>Project Management</i>	<i>£39,317</i>	<i>£39,317</i>
<i>Consultation</i>	<i>£27,698</i>	<i>£9,733</i>
<i>Design</i>	<i>£27,698</i>	<i>£0</i>
<i>Monitoring &amp; evaluation</i>	<i>£11,079</i>	<i>£0</i>
<i>Arts and events strategy</i>	<i>£71,800</i>	<i>£53,000</i>
<i>Additional community engagement and upskilling</i>	<i>£3,000</i>	<i>£3,000</i>
<i>Delivery of shopfront, cultural and community activities</i>	<i>£53,000</i>	<i>£40,000</i>
<i>Pop-up/meanwhile uses</i>	<i>£101,000</i>	<i>£53,000</i>
<i>Public realm improvements</i>	<i>£80,142</i>	<i>£53,692</i>
<i>Replacement, repair and maintenance</i>	<i>£13,000</i>	<i>£11,000</i>
<i>Support for place identity</i>	<i>£29,945</i>	<i>£22,945</i>
<i>Contingency</i>	<i>£31,618</i>	<i>£23,611</i>
<b>Total</b>	<b>£489,297</b>	<b>£309,297</b>

A Detailed Elemental Cost Breakdown is included in Appendix 7.

## 3.3 Spend Profile and Funding Sources

### Costs for Project Implementation

#### Capital Spend (£000s)

	22/23	23/24	24/25	25/26	26/27	Total
<i>WECA LOHS</i>	25	17	1	0	0	44
<i>CIL</i>	18	17	0	0	0	35
<i>Bath Spa University linked funding</i>	0	0	0	0	0	0
<i>Vacant Units Action project linked funding</i>	0	0	0	0	0	0
<b>Total</b>	<b>43</b>	<b>35</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>79</b>

**Revenue Spend (£000s)**

	22/23	23/24	24/25	25/26	26/27	Total
<i>WECA LOHS</i>	103	129	18	10	5	265
<i>CIL</i>	51	43	16	0	0	110
<i>Bath Spa University linked funding</i>	30	0	0	0	0	30
<i>Vacant Units Action project linked funding</i>	5	0	0	0	0	5
<b>Total</b>	<b>189</b>	<b>172</b>	<b>34</b>	<b>10</b>	<b>5</b>	<b>410</b>

**Total Spend – Capital and Revenue (£000s)**

	22/23	23/24	24/25	25/26	26/27	Total
<i>WECA LOHS</i>	128	147	19	10	5	309
<i>CIL</i>	69	60	16	0	0	145
<i>Bath Spa University linked funding</i>	30	0	0	0	0	30
<i>Vacant Units Action project linked funding</i>	5	0	0	0	0	5
<b>Total</b>	<b>232</b>	<b>207</b>	<b>35</b>	<b>10</b>	<b>5</b>	<b>489</b>

\*Please note that £13,943 of LOHS Feasibility and Development Phase funding remains unspent and therefore it is intended that this is re-profiled into the next phase of the LOHS Bath Local Centres Scheme – this value is therefore included as part of the £309,297 total of WECA LOHS funding that remains available. This business case should be reviewed alongside the Change Request submitted in the same reporting window.

## 4 Commercial Case

### 4.1 Procurement

All procurement for the project will be undertaken in line with B&NES Council's 2022 procurement processes and strategies including the 'Think Climate. Think Local. Think Innovation' procurement strategy, which has been developed in response to the council's declaration of climate and ecological emergencies and reflects the core priorities of the Corporate Strategy. With the ambitious aim to achieve carbon net zero by 2030, the strategy will enable us to ensure that our procurement and commissioning spend assists us in achieving this target.

Framework contractors will be utilised where appropriate, within the terms of contractual agreements e.g. Highways' contractor Volker, or equivalent.

Most of the Project Management, technical design, implementation and delivery, evaluation, monitoring and engagement will be undertaken by in-house experts within B&NES.

Specific elements of the scheme will require tender processes including specialist consultants, street furniture, events delivery, artist commissions etc. These will be undertaken following B&NES Council procurement processes and with support from the Council's procurement team.

### 4.2 Operation and Financial Viability

***Describe how the project will be operated and maintained.***

The public realm project is situated on adopted highway land and therefore the Local Highway Authority (LHA) will be responsible for operation and maintenance of the scheme on this land.

With regard to the meanwhile use projects, the projects will be delivered in partnership with local organisations e.g. a community café would be run and managed by a Community Interest Company or similar, and some of the small set-up and building preparation, design/layout and other on-costs to facilitate the project will be met from the grant. This model has been successfully used to deliver other Meanwhile use projects in the B&NES area. A Service Level Agreement would be established with the project partner organisation. ***Identify source of funding required for ongoing operation (such as commuted sums) or confirm self-sustaining by providing in detail the likely revenue projections along with measures which could be taken if these revenue targets are not met.***

The funding bid includes some initial funding to support operation and maintenance over a 5 year period. In addition, the Council has established a £15,000 p.a. maintenance fund for B&NES public realm which will cover basic costs such as maintaining planting, and other general repair and maintenance. Items of street furniture selected will include warranties, inspection and care instructions.

The scheme has been designed using materials with good longevity which ensure costs associated with its ongoing operation and maintenance will deliverable within existing budgets. The scheme broadly consists of the following new elements which once completed, will result in an overall project with revenue maintenance implications, that can be met within the £15,000 annual public realm maintenance budget:

<i>Element of Design</i>	<b>How ongoing maintenance and operation has been considered</b>
Considered design	The scheme will see the High Street areas designed as a whole rather than in a piecemeal fashion ensuring that all the individual elements work together. Litter bins, wayfinding, planting, lighting, seating and cycle parking are considered and positioned as a coherent design.
<i>Street Furniture, cycle storage and wayfinding</i>	Replacement street furniture will be under warranty and there is a tried and tested maintenance programme, upgrades and replacement of existing street furniture will also be prioritised. Where bespoke pieces are required these will include materials that are low cost to repair and replace such as timber, while also aligning with aesthetic requirements.
<i>Planting and replacement tree planting</i>	Funding for establishing new planting for the first 5 years is included within project scope. Ongoing maintenance contracts will cover these costs and community capacity will be fostered to support ongoing maintenance. The maintenance of the trees at Weston will fall under the Parks Dept remit and the project team will work with the Parks team in specifying and planting the trees.
<i>Artistic interventions/Pop-up shops and Meanwhile uses</i>	Budgets include support for pop-up shops/meanwhile uses and community arts interventions. These interventions support the high streets in transition away from retail led streets and are not intended to be permanent by design.

### **4.3 Social Value Act**

This project will adhere to the recommendations of the B&NES Social Value Procurement Policy (alongside the ‘Think Climate. Think Local. Think Innovation’ procurement strategy referenced in section 4.1). This policy was developed to ensure that the Council complied with the requirements set out in the Social Value Act 2013.

The B&NES Social Value Procurement Policy recommends that 5-10% of overall tender evaluation weighting should be attributed to social value requirements. These requirements focus on targeted recruitment and training & targeted supply chain opportunities. As stated above, procurements will be via existing framework agreements where possible, which are bound by the Social Value Procurement Policy. The Highway Maintenance & Improvement Works Term Contract included a 5% social value weighting; the tender documents for this contract include a commitment to ensure that opportunities for apprentices are provided.



The Project Manager will be responsible for ensuring that the project meets its potential for social added value. The aims of the public realm and animation projects align with social value aims to secure social, economic and environmental benefits. The public realm project will deliver a more attractive space for economic and social functions and encourage increased use of sustainable methods of transport, through the improvements which make the streets more people friendly and less car dominated, such as cycle parking, interventions to slow vehicle movement and increase linger time.

Processes will also seek to add social value such as consultation and engagement, co-design and design competitions that can include public engagement or work with young people and schools, and/or other groups that may need extra effort to engage.

## **5 Management Case**

### **5.1 Promoter and Delivery Arrangements**

The project is being promoted by B&NES Council as part of their broader High Street Renewal Programme. Most activities within the Scheme are taking place on land under public ownership, with B&NES being the responsible authority owning and maintaining these assets. Where on private land such as pop-up shops, funding will be provided in exchange for the provision of goods and services and will be competitively allocated and reflect market costs.

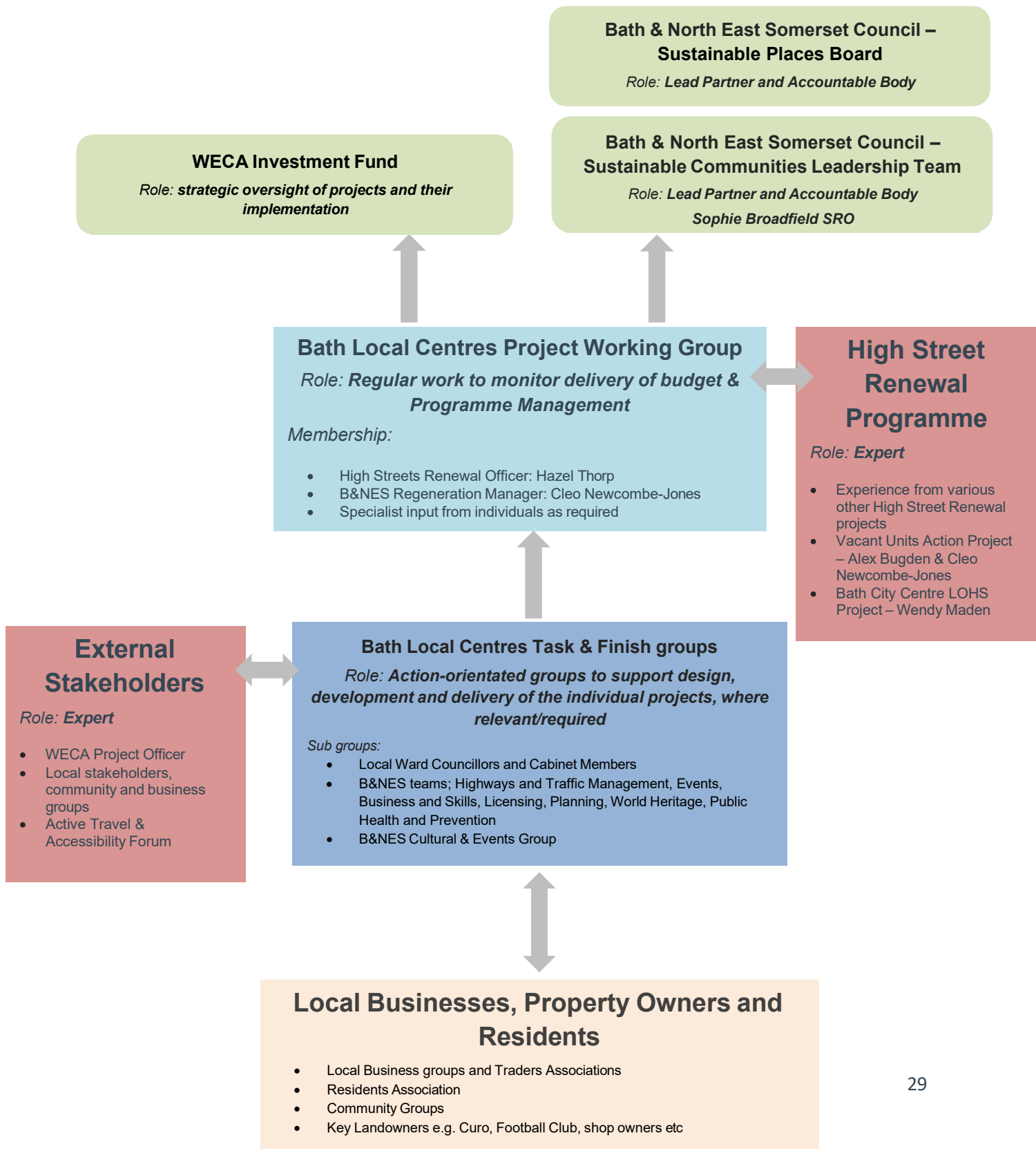
B&NES will be responsible for procuring the project via its committed framework agreements e.g. Volker Highways have been appointed as incumbent framework supplier/contractor for construction activities from financial year 2019/20 onwards. They were appointed via a framework bidding process conducted in line with UK government requirements.

The project will be managed and governed by B&NES throughout the delivery and operational phases. B&NES will utilise a project team to oversee the project, consisting of a specialist Project Manager and Officers from relevant technical and support teams. Internally, the project team will also benefit from support from B&NES' procurement and finance team.

The project team will report via the Project Manager and the Regeneration Manager, who in turn will report to the Director of Regeneration & Housing and the Director of Sustainable Communities. A project governance structure can be found below.

Community groups and businesses engaged so far are supportive of the proposed programme and have been consulted in developing the scope of these proposals.

**Project Governance Structure**



Adopting a similar project governance and delivery structure has previously allowed B&NES to implement a number of successful public realm projects, including:

- Saw Close – £1.8m to deliver a complete new public square and entertainment quarter as part of the Public Realm and Movement Strategy for Bath
- Lower Borough Walls and Stall Street: £2m scheme adjacent the Roman Baths to pedestrianize Bath’s busiest thoroughfare (same footfall as Oxford Street in London), install a rising bollard
- Keynsham High Street Renewal Programme- A project to deliver public realm improvements to the core High St area and enhance the accessibility of Keynsham High Street by alternative modes, in order to revitalise the town centre. In addition, the HSHAZ scheme will deliver further public realm, a masterplan, shop front improvements, wayfinding, community engagement and a cultural programme.
- Bath City Centre Renewal Programme- £1.9m to improve the experience for residents and visitors at two key gateways into Bath City Centre Milsom Street and Kingsmead Square
- The Local Sustainable Transport Fund (LSTF) behaviour change programme - £3.3 project run in partnership across the West of England authority areas, including cycle infrastructure, upgrading footways to shared use and a cycleway traversing the River Avon.

## 5.2 Programme Plan

The scheme will be phased, with project set up activities taking place across all four locations initially. Once the design/strategies are finalised for each of the locations and pilot activities are complete, project delivery phase 1 will commence, which focuses on Twerton and Mount Road. Once this is complete, project delivery phase 2 will commence, which focuses on Moorland Road and Weston High Street. The project has been split in this way to simplify project management and ensure that all schemes are deliverable under the guidance of the Project Manager. Certain activities, such as street cleansing are not split into the distinct project delivery phases as this would not be appropriate for this type of work. Monitoring and evaluation will take place in the six months following scheme completion.

Critical dates and milestones are provided in the table below. A more detailed **Project Plan** is provided in **Appendix 8**.

Milestone completion dates	Baseline
Approval of WECA project funding	Apr 2022
Project set-up activities complete	Sep 2022

Pilot events/initial activities complete	Sep 2022
Completion of phase 1 (Twerton and Mount Road High Streets) capital elements	Mar 2023
Completion of phase 1 (Twerton and Mount Road High Streets) revenue elements	Jun 2023
Completion of phase 2 (Moorland Road and Weston High Streets) capital elements	Sep 2023
Completion of phase (Moorland Road and Weston High Streets) capital elements	Jun 2024
Post implementation review	Sep 2024
Project evaluation completes	Sep 2025

### 5.3 Risks, Constraints and Dependencies

A risk register has been produced which identifies risks which could potentially impact the project. The risk register has been produced by the project team and will be continually reviewed and updated.

Project risks will be fed back to the funding body through quarterly highlight reports and this information will also be communicated internally. The Project Manager will work to adjust the programme, timeframes and operations to respond to potential risks, subject to appropriate approval.

Following the delivery of similar pilot projects during the feasibility phase and delivery of numerous public realm schemes in the city, the risks, constraints and dependencies of delivering schemes of this nature are well understood by the experienced project team.

A project contingency of 10% has been included in the project costs (except for staffing costs which are fixed). On this basis we are comfortable that the risk allowance is sufficient to cover the risks that may occur on the project.

A **Risk Register** can be found in **Appendix 9**.

### 5.4 Land Acquisition, Planning and Other Consents

No land acquisitions are required to deliver the scheme as the proposed works are situated on Council owned land or within the extent of the highway and as such falls within the responsibility of the Local Highways Authority (Bath and North East Somerset Council) to maintain and/or improve.

Pilot projects delivered in the feasibility phases of the Love our High Streets programme have demonstrated that these types of animation and public realm improvements are deliverable.

Elements of the projects include works which may require highways consents and Council consent processes, such as events licencing and Streetworks permits, are required. Relevant B&NES Council teams are engaged to provide advice and input into the projects. For example, events may require temporary traffic regulation orders if streets are due to have timed vehicle closures implemented and will need to go through the Council's event licence process. The installation of street furniture and planters will require streetworks permits from the highways team.

It is not proposed that the scope of work will trigger planning, advertising or listed building consents, however, this will be kept under review at technical design stage. The project delivery team and Project Manager includes Chartered Town Planners and Qualified Urban Designers that have delivery experience.

It is not proposed that the interventions will require any service diversions.

## 5.5 Engagement and Consultation

The Feasibility and Development Stage of the LOHS programme has allowed the project team to develop consultation and engagement methods with key stakeholders and the wider business and resident community. The contacts, forums and methods of engagement developed during this period provide a strong basis to deliver the scheme.

Five in-person engagement events were held between September and December 2021 to gather ideas from local stakeholders about the types of interventions they would like to see on their high streets. The events were well attended, with almost 400 ideas recorded. These were used to formulate the concept designs included in this FBC. Engagement events were drop-in, informal events to provide greater accessibility and to encourage more people to attend. All events were held at accessible venues.

Prior to the events, the Project Manager liaised with many local community organisations and Ward Councillors to gather important local knowledge which helped to ensure that conversations at the events were as productive as possible. Furthermore, the events were advertised in various ways, such as via social media, leaflets (over 800 leaflets were delivered locally) and email invitations. Officers asked people how they had heard about the event so we have a good understanding of which advertising methods were most successful.

A summary of the engagement undertaken to inform this FBC is included in **Appendix 3, Bath Local Centres High Street Improvement Scheme: Engagement Phase 1, Summary of findings.**

Moving into the next phase of the project, the programme allows six months for 'project set up' which includes a consultation process with the local community which will influence the technical design of the public realm interventions, as well as the arts and events strategies for each location. Our established links with community organisations will be utilised to ensure that even more local people are involved in this second phase of engagement.

Alongside engagement with local community organisations and businesses, the Active Travel and Accessibility Forum will also be a key external stakeholder.

Internally, all relevant teams will be engaged, e.g. highways, parks and street cleansing teams for public realm interventions and events and licensing for the events strategies.

## 5.6 Project Assurance

An initial review on the draft proposals has been undertaken by the Council's Sustainable Communities Leadership Team. Key teams within the Council including Highways, Planning, Events, Emergency Planning, Parks, Regeneration, Licencing, Property and Business and Skills have been engaged in the initial design process, and programmes have been aligned wherever possible. The B&NES Independent Equalities Advisory Group (IEAG) and Active Travel and Accessibility Forum (ATAF) will also be engaged during technical design development.

Technical Approval to the final design will be required, following B&NES Council protocols and processes.

## **5.7 Monitoring and Evaluation**



## Scheme: Love our High Streets – Bath Local Centres High Street Improvement Scheme

### 1. Scheme background and context

- *Provide a short description of the scheme, including costs, the delivery timeframe and an explanation of the wider delivery context.*
- *A summary of the key milestones should be provided with expected and actual completion dates.*

The LOHS Bath Local Centres High Street Improvement Scheme is one strand of a broader B&NES Council High Streets Renewal programme to support the recovery of High Streets post-Covid and improve their resilience in the face of great change in the retail sector.

The Scheme focuses on supporting the following Local/District centres:

- **Project 1:** Twerton High Street (Local Centre)
- **Project 2:** Moorland Road (District Centre)
- **Project 3:** Weston High Street (Local Centre)
- **Project 4:** Mount Road (Local Centre)

In order to support the post-Covid recovery of Bath's Local Centres, it is important that interventions are delivered quickly. Softer interventions that improve the street environment and promote increased animation of public spaces are the focus of the scheme, rather than more traditional public realm schemes which are focused on hard landscaping interventions and resurfacing. This allows a short delivery programme of 2.5 years, with some maintenance and monitoring and evaluation continuing after this. It also provides the greatest impact with the value of funding available.

The projects include a combination of targeted public realm interventions with support for events, animation and culture on the streets and in public spaces. Officer resource for project management, technical design, delivery, monitoring and engagement with stakeholders is included within this scope.

The FBC makes the case for the remaining £309,297 of WECA LOHS funding<sup>9</sup> to be released to support the LOHS Bath Local Centres High Street Improvement Scheme. This will be supplemented with £145,000 direct match funding, with an additional £35,000 linked funding from the Twerton element of the Vacant Units Action Project. The scheme budget is therefore **£489,297**.

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<sup>9</sup> £13,943 of LOHS Feasibility and Development Phase funding remains unspent and therefore it is intended that this is re-profiled into the next phase of the LOHS Bath Local Centres Scheme – this value is therefore included as part of the £309,297 total. This business case should be reviewed alongside the Change Request submitted in the same reporting window.

Milestone completion dates	Baseline
Approval of WECA project funding	Apr 2022
Project set-up activities complete	Sep 2022
Pilot events/initial activities complete	Sep 2022
Completion of phase 1 (Twerton and Mount Road High Streets) capital elements	Mar 2023
Completion of phase 1 (Twerton and Mount Road High Streets) revenue elements	Jun 2023
Completion of phase 2 (Moorland Road and Weston High Streets) capital elements	Sep 2023
Completion of phase (Moorland Road and Weston High Streets) capital elements	Jun 2024
Post implementation review	Sep 2024
Project evaluation completes	Sep 2025

**Context and Rationale**

The project is well aligned with local and national policy context.

At a national scale, central Government has acknowledged that structural changes within the retail sector and consumer behaviour necessitates significant investment in High Streets to allow them to continue to function as socio-economic hubs. To this end, central Government have recently announced a number of initiatives to help reverse the nationwide decline in the economic performance of High Streets. At a local level, local authority and sub-regional policy is geared towards supporting High Streets and maximising their socioeconomic contribution, whilst also providing accessible and local services and facilities that reduce the need to travel and support our response to the climate and ecological emergencies.

A wealth of case study evidence demonstrates that public realm improvements, events and animations can be utilised to achieve these goals (e.g. ‘The Pedestrian Pound’ [Living Streets, 2018] and ‘Street Appeal’ [TfL, 2018]). Within this context, investment in public realm improvements, together with events, performance and animation activities is required to enhance the viability and vitality of the Local Centres supported through this scheme. With retail nationally playing a diminishing role in the mix of uses on High Streets, and an increased emphasis on High Streets as experiential and social spaces the proposed intervention packages focus on improving the environment of these High Streets, encouraging increased linger time and drawing footfall to enjoy events or seasonal animations/street dressing/lighting.

Objectives	Resources/ Input	Activities	Outputs	Direct & Indirect Outcomes	Impact
<ul style="list-style-type: none"> <li>Renew and improve the resilience of Local Centres through implementing projects that improve the street environment and support greater animation of public spaces                             <ul style="list-style-type: none"> <li>Making it a more <b>attractive environment to spend time in</b>, encouraging an improved retail, leisure and cultural offer</li> <li>Improve <b>vitality</b> of Local/District centres through <b>events</b> and other forms of <b>activation</b> and interest</li> </ul> </li> <li>Support the local economy by <b>sustaining footfall and occupancy</b> in Local Centres</li> <li>Support improved <b>sustainability and health</b> outcomes through:                             <ul style="list-style-type: none"> <li>The creation of ‘15- minute neighbourhoods’ which <b>encourage local journeys using active travel modes</b> as all required services can be found close to home</li> <li>Improve <b>green infrastructure</b> in Local Centres</li> </ul> </li> </ul>	<p><b>Summary:</b></p> <p><b>A total of £309,297 capital and revenue expenditure is sought from WECA (this FBC bids for this funding to be released)</b></p> <p><b>Match funding:</b></p> <ul style="list-style-type: none"> <li>A total of £145k capital and revenue funding from Community Infrastructure Levy (CIL) allocations</li> </ul> <p><b>Linked funding:</b></p> <ul style="list-style-type: none"> <li>An additional £5k WECA capital funding already awarded to the Vacant Units Action Project</li> <li>£30k flexible revenue/capital funding from the Arts Council via Bath Spa University</li> </ul> <p><b>Common to all projects:</b></p> <ul style="list-style-type: none"> <li>Scheme Delivery, including project management, technical design and implementation, stakeholder engagement, monitoring and evaluation                             <ul style="list-style-type: none"> <li>£49,050 WECA funding (one element of £309,297 being bid for)</li> <li>£56,743 CIL funding (one element of £145k match funding referenced above)</li> </ul> </li> <li>Operational expenditure covered by B&amp;NES existing</li> </ul>	<p><b>Common to all projects:</b></p> <ul style="list-style-type: none"> <li>Project Management</li> <li>Community and stakeholder engagement, with some elements of the proposed interventions being co-designed with the community</li> <li>Design and delivery of additional cycle storage</li> <li>Design and delivery of ‘greening’ interventions including seasonal iterations as appropriate</li> </ul>	<p><b>The following outputs are approximate. These will be finalised as part of the technical design stage:</b></p> <ul style="list-style-type: none"> <li>Street furniture</li> <li>Cycle infrastructure – 12 additional cycle stands</li> <li>Art installations – 12, at varying scales</li> <li>Seasonal dressing – 2 Local/District Centres</li> <li>Events supported – 10</li> <li>Pop-up shops/meanwhile uses – 4</li> <li>Sensory garden – 1</li> <li>In ground planting including trees – 19 locations</li> <li>Hanging baskets with seasonal iterations of planting – 41, maintained by the Council for varying periods</li> <li>Shopfront improvement activities – to support a minimum of 6 shops</li> <li>Deep clean / maintenance - 2 Local/District Centres</li> <li>Marketing and branding exercises – 3 Local/District Centres</li> <li>Improved wayfinding – 3 Local/District Centres</li> <li>Stakeholder co-design workshops</li> <li>Engagement events</li> </ul>	<ul style="list-style-type: none"> <li>Public realm and high street improved</li> <li>Raising the profiles and visibility of Local/District Centres that benefit from the interventions</li> <li>Higher footfall, particularly from attracting more local people that live within the 15-minute walking catchments identified</li> <li>Increase in active travel to Local/District centres</li> <li>Occupancy rates sustained, with short-term pop-up uses in vacant units demonstrating how vacant units could be used in the medium-long term</li> <li>Increase in Green Infrastructure</li> <li>Sustained and varied events and animation programmes</li> <li>Improved atmosphere which feels safer for women and vulnerable groups</li> <li>Improved accessibility</li> <li>Reduction in antisocial behaviour</li> </ul>	<p><b>Economic Impacts</b></p> <ul style="list-style-type: none"> <li>Supporting <b>22</b> gross FTE jobs.</li> <li>Generating <b>19</b> total net additional FTE jobs for WECA residents. Of these jobs, <b>11</b> will be created through the new funding sought by the FBC for the Proposals.</li> <li>Contributing a total net additional <b>£2.6 million</b> GVA in the WECA area over the duration of the interventions. Of this economic output, <b>£1.4 million</b> will be created through the new funding sought by the FBC for the Proposals.</li> <li>Promoting <b>local economic resilience</b>, with vibrancy potentially supporting permanently increased levels of footfall and expenditure at local businesses, growing the Local Centres’ employment capacity.</li> </ul> <p><b>Social Value Impacts</b></p>

<ul style="list-style-type: none"> <li>○ Ensure that interventions support the <b>'healthy streets'</b> agenda</li> <li>● Promote <b>accessibility</b> through:             <ul style="list-style-type: none"> <li>○ Ensuring that public realm interventions are designed with accessibility in mind</li> <li>○ Improving both perceived and actual safety of Local Centres, improving accessibility for women (see B&amp;NES' Cross-Party Motion on Safety for Women and Girls in Public Places) and vulnerable groups e.g. through improved lighting at Mount Road</li> </ul> </li> <li>● <b>Empower communities</b> surrounding Local Centres through:             <ul style="list-style-type: none"> <li>○ Encouraging their engagement in the technical design process</li> <li>○ Clear project maintenance agreements</li> </ul> </li> </ul>	<p>maintenance commitments in the High Street</p> <ul style="list-style-type: none"> <li>● Volunteering hours: community maintenance of 'greening' public realm interventions</li> </ul>			<ul style="list-style-type: none"> <li>● Improved, clearer, relationship between the Council and local community groups which feel empowered to support their Local/District Centre</li> </ul>	<ul style="list-style-type: none"> <li>● Generating gross social value of <b>£100,000</b> over 2.5 years through supporting people returning to work.</li> <li>● Generating gross social value of <b>£160,000</b> over 2.5 years through supporting volunteering opportunities.</li> <li>● Summing the above figures gives total gross social value of <b>£260,000</b> over 2.5 years.</li> <li>● Generating social value through <b>creating healthy streets</b>, promoting wellbeing and supporting healthy lifestyles and <b>reducing local health inequalities</b>, including through public realm animation and enhancements, with measures including:             <ul style="list-style-type: none"> <li>● <b>Facilitating active travel</b>, promoting human and economic health.</li> <li>● <b>Clean and safe streets</b>, tackling anti-social behaviour.</li> <li>● <b>Community and public art</b>, cultivating local civic pride and attracting visitors.</li> <li>● <b>Urban greening</b>, improving mental and physical health.</li> </ul> </li> </ul> <p><i>Figures taken from Turley's <b>Economic and Social Value Impact Assessment, Bath &amp; North East Somerset: Love Our High Streets – Local Centres High Street Renewal Project, January 2022</b></i></p>
	<p><b>Project 1: Twerton High Street</b></p> <ul style="list-style-type: none"> <li>● Capital and revenue expenditure of £192,461 from WECA</li> <li>● Capital and revenue from the Vacant Units Action project: WECA funding of £5k and Bath Spa University funding of £30k</li> <li>● Volunteering hours: staffing of pop-up shop/community meeting spaces and meanwhile use (BSU Make Space) as well as management of community events</li> </ul>	<p><b>Project 1: Twerton High Street</b></p> <ul style="list-style-type: none"> <li>● Design and installation of a community arts programme / trail             <ul style="list-style-type: none"> <li>○ Delivery of shopfront, cultural and community activities</li> </ul> </li> <li>● Design and fit out of pop-up shop/community workspace</li> <li>● Design and fit out of Bath Spa University Make Space 'meanwhile use'</li> <li>● Design of wayfinding and marketing materials to support a renewed 'place identity'</li> <li>● Design and delivery of events programme in conjunction with local organisations</li> <li>● Additional street cleansing</li> </ul> <p>Community upskilling workshop as necessary</p>			
	<p><b>Project 2: Moorland Road</b></p> <ul style="list-style-type: none"> <li>● Capital and revenue expenditure of £67,786 from WECA</li> <li>● Volunteering hours: staffing of pop-up shop and management of community events</li> </ul>	<p><b>Project 2: Moorland Road</b></p> <ul style="list-style-type: none"> <li>● Delivery of shopfront, cultural and community activities which will support animation of District Centre</li> <li>● Design and fit out of pop-up shop/community workspace</li> <li>● Deep clean of street and other small maintenance activities</li> <li>● Public realm design of street furniture layout</li> <li>● New street furniture</li> <li>● Design and implementation of a marketing campaign for the District Centre</li> <li>● Design and installation of community arts and seasonal dressing</li> <li>● Design and delivery of events programme in conjunction with local organisations</li> </ul>			

	<p><b>Project 3: Weston High Street</b></p> <ul style="list-style-type: none"> <li>• Capital and revenue expenditure of £49,160 from Community Infrastructure Levy allocations</li> <li>• Volunteering hours: management of community events</li> </ul>	<p><b>Project 3: Weston High Street</b></p> <ul style="list-style-type: none"> <li>• Set up of grant schemes for:             <ul style="list-style-type: none"> <li>○ Shopfront improvements</li> <li>○ Community events</li> </ul> </li> <li>• Design and installation of community art</li> <li>• Public realm design of street furniture layout</li> <li>• New street furniture</li> <li>• Commissions to support place branding:             <ul style="list-style-type: none"> <li>○ Design guide</li> <li>○ Signage</li> <li>○ Advertising</li> </ul> </li> </ul>			
	<p><b>Project 4: Mount Road</b></p> <ul style="list-style-type: none"> <li>• Capital and revenue expenditure of £39,097 from Community Infrastructure Levy allocations</li> <li>• Volunteering hours: staffing of pop-up community café</li> </ul>	<p><b>Project 4: Mount Road</b></p> <ul style="list-style-type: none"> <li>• Design and installation of improved street lighting</li> <li>• Design and installation of community art</li> <li>• Design and fit out of pop-up community café</li> <li>• Design and installation of signage and wayfinding</li> </ul>			

### 3. Evaluation design and methodologies

- Describe your key evaluation questions e.g what do you want to find out?
- Referring back to the outcomes and impacts stated in the logic model (section 2), describe your evaluation methodology (ie. process, outcome or impact, or a combination).
- Identify your audiences and evaluation stakeholders, and what their evaluation needs may be.
- Are the scheme beneficiaries easily identifiable and accessible?

The key evaluation questions will include:

- Have the objectives and targets been met?
  - Have the interventions improved the street environment and animation of public space? Are the Local Centres perceived as more attractive environments to spend time in?
  - How have the footfall and occupancy rates changed as a result of the scheme?
  - Have the expected sustainability and health outcomes materialised?
  - Are the Local Centres more accessible than they were prior to the intervention?
  - Do local communities feel empowered and listened to?
- Have the economic and social impacts set out in the Economic and Social Value Statement materialised?
- Was the project delivered to agreed timescales and budget?

The outcome and impact evaluation process will involve monitoring of footfall, demographic and spend trend data, vacancy rates, job creation and the creation of volunteering and apprenticeship opportunities. This will help to establish whether new economic activity was attracted as a result of the scheme. Attribution of the new economic activity to the project will be assessed through targeted discussions with local businesses to determine business sentiment, changes in business turnover and employment.

Further, surveys and discussions will take place with key stakeholders, including high street businesses, community organisations, interest groups including those relating to accessibility, residents, visitors, property agents in regard to how the perception, attractiveness and accessibility of the Local Centre High Streets has changed. Other Council Officers, such as those responsible for public health, will also monitor change.

The evaluation process will be designed to assure the WECA that grant funding of £309,296 represents value for money and that public funds have been used efficiently and effectively. The scheme beneficiaries, including existing and new business, landlords, residents and visitors to the High Street will be identifiable and accessible through stakeholder and business engagement processes.



#### 4.1 Data collection methods

- Provide an overview of the data collection approaches including timing and frequency of data collection.
- Describe links with other monitoring activities where relevant.
- Where appropriate, provide maps showing the spatial coverage of the data collection.

Data collection will be via the following methods:

Method	Frequency	Information gathered
Manual count of infrastructure/installations/events delivered	Annual	Delivery of project outputs
Gathering financial data	Quarterly, Annual	Quarterly in relation to project expenditure, Annual in relation to % of grant funding allocated
Evaluation of jobs data	Annual	Number of FTE jobs supported through the scheme
Evaluation of volunteering/apprenticeship data provided by identified project partners	Annual	Number of volunteering/apprenticeship posts supported through the scheme
Footfall counts	At project start, project completion and one year post project completion	Change in footfall in Local Centres
Business surveys	At project start, project completion and one year post project completion	% change in expenditure, per business
Surveys of vacant units	At project start, project completion and one year post project completion	Number of vacant units and vacancy rate %
Business/community/high street surveys	At project start, project completion and one year post project completion	Qualitative, measuring – perception of place, attractiveness of place, dwell time, accessibility, likelihood to travel via active modes, incidences of antisocial behaviour
Interviews/discussions with key stakeholders and interest groups	At project start, project completion and one year post project completion	Satisfaction in the way they have been engaged, empowerment, improved accessibility



#### 4.2 Data collection and establishing the baseline

- Refer to the scheme logic model to help structure the baseline data collection and reporting activities.

<b>Metric (inc. Target)</b>	<b>Unit</b>	<b>Frequency</b>	<b>Data source (&amp; Responsibility)</b>	<b>Baseline date</b>	<b>Reporting to?</b>
<b>Inputs</b>					
WECA Expenditure	£, by source	Quarterly	Supplier invoices; Quarterly grant claims – Finance Officer	FBC Approval date	Highlight report; Project governance
B&NES CIL Expenditure	£, by source	Quarterly	Supplier invoices; Quarterly grant claims – Finance Officer	FBC Approval date	Highlight report; Project governance
Other linked funding relating to the Twerton element of the Vacant Units Action Project	To be reported to WECA via the Vacant Units Action Project Monitoring and Evaluation				
<b>Outputs</b>					
Public realm improvements – new/replacement items of street furniture and cycle storage, improved wayfinding	Number	Annual	Technical design plans – Project Manager	FBC Approval date	Highlight Report; Project governance; Annual summary evaluation report
Public realm improvements – additional green infrastructure	Number	Annual	Technical design plans – Project Manager	FBC Approval date	Highlight Report; Project governance; Annual summary evaluation report
Art installations	Number	Annual	Technical design plans – Project Manager	FBC Approval date	Highlight Report; Project governance; Annual summary evaluation report
Meanwhile uses delivered in vacant units	Number	Annual	Technical design plans – Project Manager	FBC Approval date	Highlight Report; Project governance; Annual summary evaluation report
Grant scheme allocations	% of grant scheme funding allocated	Annual	Grant scheme delivery records	FBC Approval date	Highlight Report; Project governance; Annual summary evaluation report
Community events and activities delivered	Number	Annual	Project Manager in the case of Twerton and Moorland Road, Grant scheme delivery in the case of Weston	FBC Approval date	Highlight Report; Project governance; Annual summary evaluation report
<b>Outcomes and impacts</b>					
Total net additional	Number of FTE jobs	Annual	FTE numbers recorded from meanwhile uses – Project Manager	Throughout delivery	Highlight Report; Project governance;

<i>FTE jobs for residents of the WECA area and B&amp;NES</i>					<i>Annual summary evaluation report</i>
<i>Social value generated through enhancing opportunities for volunteering and apprenticeships</i>	<i>£, community feedback</i>	<i>Annual</i>	<i>Stakeholder, business, residents and visitor feedback, targeted discussions and online responses – Project Manager</i>	<i>Throughout delivery</i>	<i>Highlight Report; Project governance; Annual summary evaluation report</i>
<i>Benefits/increased resilience for businesses and stakeholders through increased footfall and linked expenditure compared against a baseline</i>	<i>Footfall, £</i>	<i>Project start, project completion, one year post project completion</i>	<i>Footfall data from periodic counts where available. Business feedback – Project Manager</i>	<i>Q1 22/23</i>	<i>Highlight Report; Project governance; Annual summary evaluation report</i>
<i>Commercial unit vacancy rate surveys</i>	<i>Number and Vacancy Rate Percentage</i>	<i>Annual</i>	<i>Periodic surveys of the High Street, business feedback and targeted discussions with key stakeholders. Vacancy surveys – Project Manager and Vacant Units Action Project.</i>	<i>FBC Approval date (and historic data)</i>	<i>Highlight Report; Project governance; Annual summary evaluation report</i>
<i>Improved perception and attractiveness of Local Centres</i>	<i>Community feedback</i>	<i>Project start, project completion, one year post project completion</i>	<i>Periodic surveys of the High Street, business feedback and targeted discussions with key stakeholders – Project Manager</i>	<i>Q1 22/23</i>	<i>Highlight Report; Project governance; Annual summary evaluation report</i>
<i>Increase in travel to Local Centres by active modes of travel</i>	<i>Community feedback</i>	<i>Project start, project completion, one year post project completion</i>	<i>Periodic surveys of the High Street, business feedback and targeted discussions with key stakeholders – Project Manager</i>	<i>Q1 22/23</i>	<i>Highlight Report; Project governance; Annual summary evaluation report</i>
<i>Improved accessibility</i>	<i>Community feedback and statements from interest groups where possible</i>	<i>Project start, project completion, one year post project completion</i>	<i>Periodic surveys of the High Street, business feedback and targeted discussions with key stakeholders – Project Manager</i>	<i>Q1 22/23</i>	<i>Highlight Report; Project governance; Annual summary evaluation report</i>

<i>Community empowerment</i>	<i>Community feedback</i>	<i>Project start, project completion, one year post project completion</i>	<i>Interviews/statements from key local community organisations– Project Manager</i>	<i>Q1 22/23</i>	<i>Highlight Report; Project governance; Annual summary evaluation report</i>
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### 5. Delivery plan

- *Provide a project plan and timeframe for data collection and reporting of monitoring and evaluation findings (ie. when key activities will take place, including baseline work, interim and final findings).*

This scheme will be subject to the WECA performance management system and evaluation framework. The approach to evaluation will be designed to feed into wider evaluation frameworks as necessary (e.g. WECA’s five-year Gateway Review and West of England Infrastructure Fund’s Annual Assurance Framework Review).

Data collection for the budgetary element of process evaluation will occur on a quarterly basis, reviewing financial records to determine expenditure on an ongoing basis throughout the delivery stages. The findings of the evaluation will be reported on a quarterly basis through a highlight report prepared by the High Street Project Manager for WECA. Updates will be focused on progress and agreed project milestones with evidence of match funding secured and/or in-kind contributions, such as volunteer design review/community engagement time, to be recorded and provided.

Baseline data will be recorded in Q1 22/23 although historic monitoring data will also be used where required. Monitoring data will be captured at intervals throughout the scheme delivery period, as set out in sections 4.1 and 4.2 of this M&E Plan.

An Interim Evaluation will be taken after one year to assess whether the interventions are meeting the objectives and identify where lessons can be learnt in delivering the remainder of the project.

The evaluation approach will also include a post implementation review (‘PIR’) and post project evaluation review (‘PER’), which will incorporate a ‘lessons learned’ exercise to capture and disseminate key learning points, in accordance with best practice. This is scheduled to take place in Q1/2 24/25. Each evaluation will consider delivery performance, benefits realisation assessment, information management, asset performance evaluation and environmental and other long-term monitoring.

Project completion monitoring will conclude the delivery of the project in Year 3 of the scheme (one year post scheme delivery in Q1/2 25/26).

## **6. Resourcing and Governance**

- *Provide details of the monitoring and evaluation budget, including details of source and what costs/activities this will pay for.*
- *Clarify procedures for risk management and any quality checking.*
- *Describe opportunities for different stakeholders to input into the scheme evaluation process.*
- *Provide a named contact responsible for delivering the plan, including name, address, telephone and email.*

A monitoring and evaluation budget of £11,079 is including in this bid. This budget will cover baseline data collection, the development of quarterly Highlight Reports during the construction stage and the production of the annual evaluation summary report. Whilst the evaluation report may involve some consultant/survey specialist support, most of the data collection will be undertaken in-house by the Regeneration team.

Risk management and quality checking will be the responsibility of the Project Manager. When outsourcing or commissioning work, potential difficulties will be minimised by using professional services frameworks to source consultant or contractor support.

The project delivery team will be working with key stakeholders to deliver the scheme, including various community organisations, High Street businesses, landlords, residents and interested parties. Feedback will be received periodically through the delivery programme and project governance structures, both formally and informally, with evaluation findings used to monitor and improve the scheme and linked projects through the delivery phase and beyond. Key delivery and review stages are factored into the project programme and will be included within evaluation and summary reports.

The named contact for the delivery of the scheme will be: Hazel Thorp, High Street Renewal Officer, Bath & North East Somerset Council, Lewis House, Manvers Street, Bath, BA1 1JG ([hazel\\_thorp@bathnes.gov.uk](mailto:hazel_thorp@bathnes.gov.uk))

## 7. Dissemination

- *Provide details of how the findings from the evaluation will be used. What will the evaluation inform and who will be the audience?*
- *Please provide details of how the findings from the evaluation will be communicated to key stakeholders and lessons disseminated.*

The evaluation findings will be used to determine whether the project represented value for money and the efficient and effective use of public resources. The process evaluation will also highlight whether the project was delivered on time and within budget and will be designed to inform B&NES and WECA on project progress and the financial position. This could provide insight into possible budget efficiencies and process enhancements that could, in turn, be applied to future major projects including collaborative schemes.

The outcome and impact evaluation will be used to determine the impact of project implementation on the socioeconomic performance of the Bath Local Centre High Streets. Findings from the process evaluation will be presented in quarterly Highlight Reports for internal use amongst the project partners and for informing future programme and project management. Where lessons learned can be applied elsewhere, it may be the case that Highlight Reports are disseminated to a wider public sector audience.

Annual summary evaluation reports will likely be disseminated more widely including publication on social media accounts. This will allow the general public to easily access information on the economic, social and environmental impacts of the scheme. Again, any lessons learned through the evaluation reports could be shared between project partners, more widely across the West of England Combined Authority and further afield if appropriate. Members of the project delivery team also lead and participate in professional CPD and training sessions and will disseminate examples of good practice, delivered over the lifetime of the project, as part of these. Upon project completion, case studies and visual records of scheme outputs will also be produced to aid good practice and communicate lessons learned for future projects and partnerships.

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<sup>i</sup> CAG (2017) London Employment Sites Database

<sup>ii</sup> Ibid

<sup>iii</sup> Ibid

<sup>iv</sup> Ibid

<sup>v</sup> ONS via Nomis (2011) 2011 Census: WU01UK - Location of usual residence and place of work by sex.

<sup>vi</sup> Homes and Communities Agency (2014) Additionality Guide 4th Ed.

<sup>vii</sup> Ibid.

<sup>viii</sup> Bath and North East Somerset Council (2013) Procurement Strategy 2013 – 2017: Delivering Social Value for our Community

<sup>ix</sup> Fujiwara, Leach, Trotter & Vine on behalf of HACT (2014) Ideas and Innovation in Housing – ‘Measuring the Social Impact of Community Investment: A Guide to Using the Wellbeing Valuation Approach’



# Bath Local Centres High Street Improvement Scheme

Full Business Case - Love Our High Streets

Project Summary January 2022



Bath & North East  
Somerset Council

Improving People's Lives



# Contents

This Love our High Streets Scheme Proposal summarises the scope of the interventions sought through the WECA Full Business Case February 2022. It sits alongside this document, and other background evidence, and forms part of B&NES Council's High Street Renewal Programme.

This Scheme Proposal includes:

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An engagement event in Twerton that informed this proposal



# Overview of the Project

This document provides a summary scope and indicative costs of projects within the Bath Local Centres High Street Improvement Scheme. Creative interventions have been prioritised to support improved vitality over a 2.5 year programme.

## 1. High Street, Twerton

A comprehensive high street improvement to support a struggling local High Street. The project includes meanwhile/pop-up uses in vacant units, shopfront improvements, on-street planting, cycle storage and support for place identity via wayfinding and marketing. There is a strong emphasis on community engagement and upskilling, with budgets for community arts, cultural and community activities and events and seasonal dressing included in the project scope. There is strong support from a number of local community organisations.

## 2. Moorland Road, Oldfield Park

B&NES' only District Centre, this vibrant High Street is lacking recent investment and the interventions proposed will support the transition to a greener High Street. The project includes additional street furniture and planting, cycle storage as well as marketing and branding to promote this much loved High Street which hosts many uses which can no longer be found in the city centre. Budgets to support a pop-up shop/meanwhile use, arts/events and business/community activity are included in the bid.

## 3. High Street, Weston

Situated to the far west of Bath, Weston High Street provides an important local service to residents, who are on average older and in poorer health than the B&NES average. The intervention aims to improve the visibility of the high street by focusing interventions at key gateways. Budgets are included for place branding and signage, art, events, greening, cycle storage, street furniture and shopfront improvements.

## 4. Mount Road, Southdown

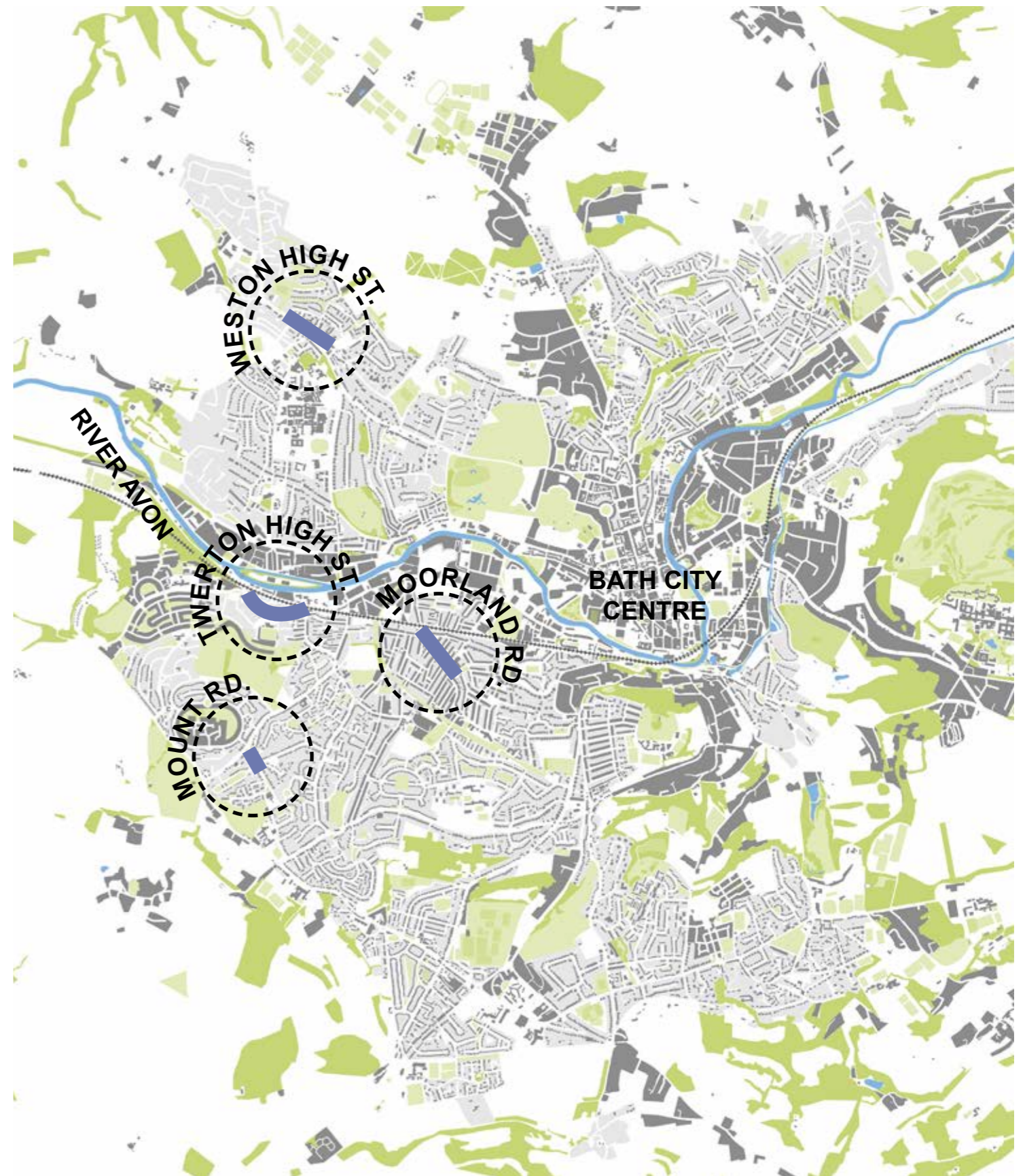
This small local centre serves many local people but community engagement indicates that it currently feels unsafe and uninspiring. This project includes budgets to improve street lighting, put in place a pop-up community café, install community art, planting, street furniture, wayfinding and cycle storage.

# Overview of the Project

The core objective of the LOHS Bath Local Centres High Street Improvement Scheme is to renew and improve the resilience of Local Centres through implementing projects that improve the street environment and support greater animation of public spaces.

The success of the projects will be judged in part by the degree to which they:

- Sustain footfall and occupancy
- Support improved sustainability and health outcomes
- Promote accessibility
- Empower communities



Location plan to show the focus High Streets for Improvement



# Bath Local Centres High Street Pilot Projects



## Bear Flat planting and Cafe Culture

At the pilot stage a project was delivered working with The Good Bear Cafe to provide a larger areas of external cafe seating using planters to create a parklet outside the cafe. The scheme was successful and ongoing management and maintenance has been taken on by the cafe owner.



## Twerton High Street Art Murals

At the pilot stage working with Curo Housing and their residents at the Foyer, the High Streets Team worked with UpFest and professional mural artists to create a mural on a blank elevation facing the High Street. Curo match funded the project and worked with artists to deliver murals in the internal courtyard space co-designed with residents. The scheme was successful and Curo have taken on the maintenance of the murals and there is appetite for more artistic interventions like this on Twerton High Street.



## Twerton High Street Community Pop Up Shop

At the pilot stage working with Bath Carnival and a local landlord, a pop-up studio space in a vacant former cafe space was set up as a base for costume design and community workshops for the Bath Carnival volunteer arts team. This project was successful and the Carnival have been based in the pop-up shop for the last 3 years.



## Weston High Street Planting and Cafe Culture

At the pilot stage working with a local cafe, a pilot project was delivered to support a local cafe create an external seating area, using planters and creating a small parklet. This project has highlighted support for increased greening on Weston High Street.



# Bath Local Centres High Street Vitality Audit

An audit of local High Streets in Bath was undertaken to inform the prioritisation of investment, and determine the initial focus on 4 local centres. This included the completion of a High Street checklist, prepared by the Council's High Street Renewal Team working with the Public Health team, and the Research and Intelligence team. Research was supplemented by site visits. Twerton and Moorland Road are the focus for the main interventions being areas of highest need and impact. Local scale, lower cost, interventions are proposed for Mount Road and Weston High Street.

## High Street, Twerton

- High vacancy rates
- Issues with antisocial behaviour and substance abuse
- Parts of Twerton are in the 10% of most deprived locations nationally
- A long high street with dispersed uses
- Situated close to a retail park/arts campus which is currently disconnected from the High Street
- Good accessibility and public transport
- Proactive local community organisations

## Moorland Road, Oldfield Park

- B&NES' only district centre
- Serves a broad population, with an offer that is difficult to find anywhere else in Bath
- Good Accessibility and public transport
- Upcoming additional vacant units as banking services leave the area
- Street scene dominated by cars, with little greening and public spaces to enjoy
- Close proximity to local schools with a local train station

## Mount Road, Southdown

- Parts of the surrounding area are listed in the 10% most deprived locations nationally
- Area feels unsafe, particularly in the evening/night
- Good accessibility and public transport
- Proactive local community organisations
- Situated on a school route
- Close proximity to Bath City Farm

## High Street, Weston

- Situated on the outskirts of Bath
- Predominantly serves an aging population that are more likely to be in poor health than B&NES average
- Not immediately clear that there is a High Street in this location due to topography/transport lay out
- Close proximity to Royal United Hospital and local schools
- Proactive local community organisations
- Good accessibility and public transport

# Community & Stakeholder Engagement in Scoping

Well-attended local drop-in events were held in all 4 Local Centres to support the scope of the interventions proposed, and ask local people and businesses their views.

In addition, meetings with Ward Councillors and local stakeholders were undertaken as well as further site visits and discussions with local businesses.

Events were advertised through social media, through posters and 800 local flyers to businesses and residents were distributed.

## High Street, Twerton

1st and 4th Sep 2021  
Bath City Farm and Rose Cottage

**136 comments gathered at these events**

## Moorland Road, Oldfield Park

9th Dec 2021  
Oldfield Park Baptist Church Hall

**90 comments gathered at this event**

## High Street, Weston

3rd Dec 2021  
Weston Hall, All Saints Centre

**91 comments gathered at this event**

## Mount Road, Southdown

6th Dec 2021  
Southdown Methodist Church Centre

**65 comments gathered at this event**





# Project 1: Twerton High Street Improvement Project

**Twerton High Street** is situated in a conservation area in the south-west of the city. It is a long, disjointed high street with a high vacancy rate and mixed uses, including a community cafe, a volunteer centre, a local campus of Bath college and convenience shops including a bakery, hairdressers and a pharmacy. The High Street is largely transactional, with few spaces for local people stop and enjoy. There are a number of proactive community organisations which are keen to contribute to the project.



<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Historic high street with some high quality listed buildings</li> <li>• Community assets on High Street and nearby: Rose Cottage, Village Hall, Bath College, Bath City Farm, Twerton Park Football Ground</li> <li>• Strong community buy-in for improvements to High Street</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Mixed building forms lead to a disjointed high street</li> <li>• High vacancy rate</li> <li>• Limited mix of uses</li> <li>• Proximity to Lower Bristol Road business park</li> <li>• ASB and drug use/waste discourage people from using the High Street</li> <li>• Limited greenery</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Vacant units could be repurposed</li> <li>• Add colour and vibrancy to street with greenery (e.g. sensory garden) and art installations</li> <li>• Support place identity with wayfinding/marketing</li> <li>• Grants for shopfront improvements and cultural/community activities</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Continued substance abuse and ASB on the High Street discourages people from visiting</li> <li>• Continued uncertainty around future of the Bath City FC leads to re-emergence of vacant units after project ends</li> </ul>













# Project 1: Twerton High Street Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:



0 10 20 30 40M SCALE 1:1500 @A3

- |                                                                                     |                        |                                                                                     |                                       |
|-------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------|---------------------------------------|
|  | Wayfinding and signage |  | Art installations                     |
|  | 2no. Hanging baskets   |  | Planters                              |
|   | Wildflower planting    |  | Window display/ Shopfront enhancement |
|   | Sensory garden         |  | Gateway artwork                       |

## Not included on plan:

- Additional cycle storage
- Grant schemes for shopfront improvements and cultural/community activities
- Pop-up shop / community space
- Meanwhile use: collaboration with Bath Spa University to establish a Maker Space
- Marketing to support a renewed 'place identity'
- Events programme
- Additional street cleansing



# Project 1: Twerton High Street Improvement Project

The following precedent images reflect the interventions proposed for Twerton High Street to be delivered through this scheme.



Place recognition



Shopfront enhancement



Playful bird and bat boxes



Mural artworks



Pop-up uses



Reference heritage in artworks



Artworks to existing features



Hanging baskets



Cycle storage



Wildflower planting



Enhanced opportunities for biodiversity and wildlife



Natural materials



# Project 1: Twerton High Street Improvement Project

Current view:





# Project 1: Twerton High Street Improvement Project

Proposed view:



Interventions proposed include:

- |                                                          |                                                          |                        |                                           |
|----------------------------------------------------------|----------------------------------------------------------|------------------------|-------------------------------------------|
| 1. Opportunity for Mural artwork                         | 4. Raised bed planters - Community growing space         | 6. Wildflower planting | 9. Sensory garden planting                |
| 2. Opportunity for Shopfront enhancement/window displays | 5. Twerton on Avon Banner artwork                        | 7. Bird and bat boxes  | 10. Painted artworks to existing features |
| 3. Hanging baskets                                       | 8. Natural wall artwork i.e. log wall/ insect house wall |                        |                                           |



# Project 2: Moorland Road Improvement Project

**Moorland Road** is a well-used district centre in Oldfield Park which caters to those that live locally as well as to people that travel from other areas of Bath. It has a broad mix of uses and split between independent and chain businesses. However, cars dominate the street scene and there is little greenery or space to dwell which diminishes the pedestrian experience.



## Strengths

- Established district centre
- Strong footfall
- Mix of uses
- On street 'animation' already strong, with pavement licences well used
- Few vacant units

## Weaknesses

- Lack of publicly accessible street furniture leads to accessibility issues
- Domination of cars on street scene
- Lack of greenery
- Limited wayfinding on the High Street
- Unwelcoming for cyclists

## Opportunities

- Vacant units could house pop-up uses
- Existing infrastructure for hanging baskets
- Street furniture
- Cycle storage
- Arts/event/seasonal dressing inc. grants










## Threats

- Loss of other key uses on the High Street
- Increased public awareness of air pollution leads people to choose to shop in other, less car dominated, locations
- Threats to the convenience of the High Street which is one of the key reasons people choose to shop there



# Project 2: Moorland Road Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:

-  Indicative location for pop-up shop/ meanwhile use
-  Pop-up window display/colour
-  2no. Hanging baskets
-  Moorland Road Banner artwork
-  Additional cycle stands
-  Raised planters
-  Proposed Bench
-  Existing trees
-  Proposed trees are indicative and would be delivered by the Forest of Avon Trees for Climate Grant.

(This forms part of the Bath & North East Somerset Council Tree and Woodland Delivery Plan and detailed design has yet to be undertaken. This element is to be funded separately and is proposed to be delivered alongside the scheme in 2022-23).

### Not included on plan:

- Marketing campaign
- Small grants scheme for businesses/community organisations
- One-off deep clean/maintenance
- Events programme





# Project 2: Moorland Road Improvement Project

The following precedent images reflect the interventions proposed for Moorland Road to be delivered through this scheme.



Pop-up uses



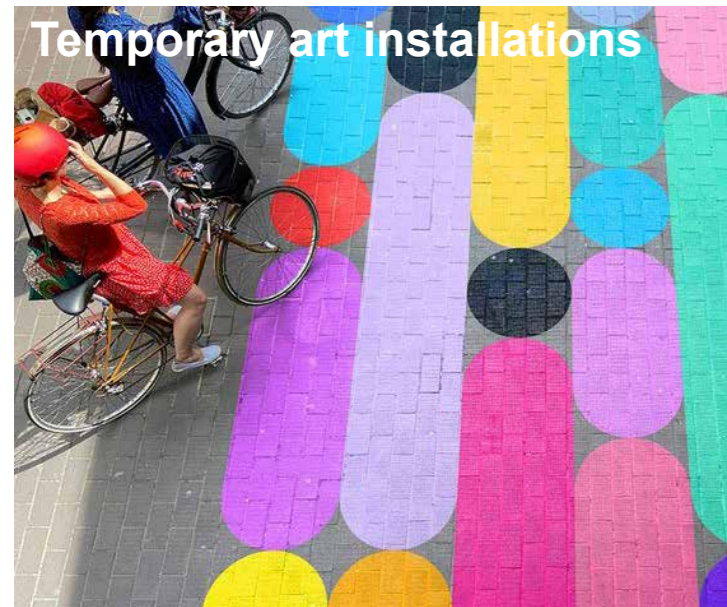
Place recognition



Street trees



Hanging baskets



Temporary art installations



Window dressing



Planters and on street greening



Enhance opportunities for biodiversity and wildlife



Cycle parking



Street dressing and event



Shop front enhancement



Place recognition



# Project 2: Moorland Road Improvement Project

Current view:





# Project 2: Moorland Road Improvement Project

Proposed view:



Interventions proposed include:

1. Opportunity for shop front enhancements/window displays across Moorland Road
2. Hanging baskets

3. Raised bed planters
4. Integrated bench
5. Moorland Road Banner artwork

6. Additional cycle stands
7. Opportunity for Pop-up uses in designated spaces
8. Proposed trees are indicative and

would be delivered by the Forest of Avon Trees for Climate Grant. (This forms part of the Bath & North East Somerset Council Tree and Woodland Delivery Plan and detailed design has yet to be undertaken).



# Project 3: Weston High Street Improvement Project

**Weston High Street** is situated to the north-west of the city and predominantly serves the local community, though the Cotswold Way also runs along it in part. It is in a conservation area and has a number of listed buildings. There is a mix of independent and chain businesses, offering varied services, however some shopfronts are dilapidated and the gateways to the High Street are particularly unclear. The Future Weston Community Association has taken a particular interest in this project and have had valuable input.



## Strengths

- In a conservation area with good quality listed buildings in sections
- Strong links with community organisations and adjacent to some of these e.g. community library, community café, All Saints Centre, local gardening club
- Proximity to RUH broadens potential user base
- Accessible with good public transport links

## Weaknesses

- Lack of visibility from Weston Lane/Crown Road
- Shops on one side of the road only, these are north facing
- Narrow footways in sections
- Cars dominate street scene
- Linear and disjointed high street



## Opportunities

- Improve 'gateways' to High Street, increasing visibility
- Place branding to support local identity
- Support community events and art installations
- Accessibility: street furniture and cycle storage
- Shopfront improvement scheme
- Greening

## Threats

- Loss of customers to Chelsea Road
- Loss of tenants if footfall is not improved (independent traders particularly vulnerable)
- Narrow footways and traffic dominance





# Project 3: Weston High Street Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:

- Ground cover and wildflower planting
  - Existing bench
  - Proposed bench
  - Up-cycle existing bench
  - Welcome to Weston High Street signage
  - Potential location for community art
  - ◆ Additional cycle stands
  - Planters
  - Enhance the setting of the war memorial
  - - - Window display/ Shopfront enhancement
  - Opportunity for street trees
  - Weston High Street banner artwork
  - ◆ Pop-up markets/street theatre/ street parties in the scout hall and surrounds
  - + Advertising assets and community notice board enhancement
  - External seating enhancement
- Not included on plan:
- Grant schemes for shopfront improvements and community events
  - Commissions to support place branding





# Project 3: Weston High Street Improvement Project

The following precedent images reflect the interventions proposed for Weston High Street to be delivered through this scheme.





# Project 4: Mount Road Improvement Project

**Mount Road** is a small local centre which serves a broad catchment area in Southdown and Whiteway. The uses in this centre are limited to food retail, hairdressing, hardware and dry cleaning and it is generally very transactional. Much of the land in the immediate curtilage of the shops is privately owned which makes cohesive management of this space difficult. There are however a number of proactive community organisations that have expressed an interest in being involved in the project.

## Strengths

- Serves a clear catchment area in Southdown and Whiteway
- Mix of uses and independent/chain businesses
- Few vacant units
- Proximity to Bath City Farm with strong volunteer base and skills in planting and greening
- Accessible with good public transport links

## Weaknesses

- Feels unwelcoming and unsafe, particularly in the evening, in part due to poor lighting
- Split between public/private ownership creates difficulty with space management
- Grey, uninspiring space that is poorly maintained in parts e.g uneven surface on private space
- A transactional (not experiential) local centre

## Opportunities

- Work with landlord/s to improve quality of private outdoor space
- Improve street lighting
- Add vibrancy to area using art and greenery
- Pop-up community use e.g. café
- Improved signage and wayfinding to encourage linked journeys to other local assets

## Threats

- Continued decline due to lack of both public and private sector investment
- Footfall decreases due to a perceived lack of safety
- National trend towards purely transactional high streets becoming obsolete

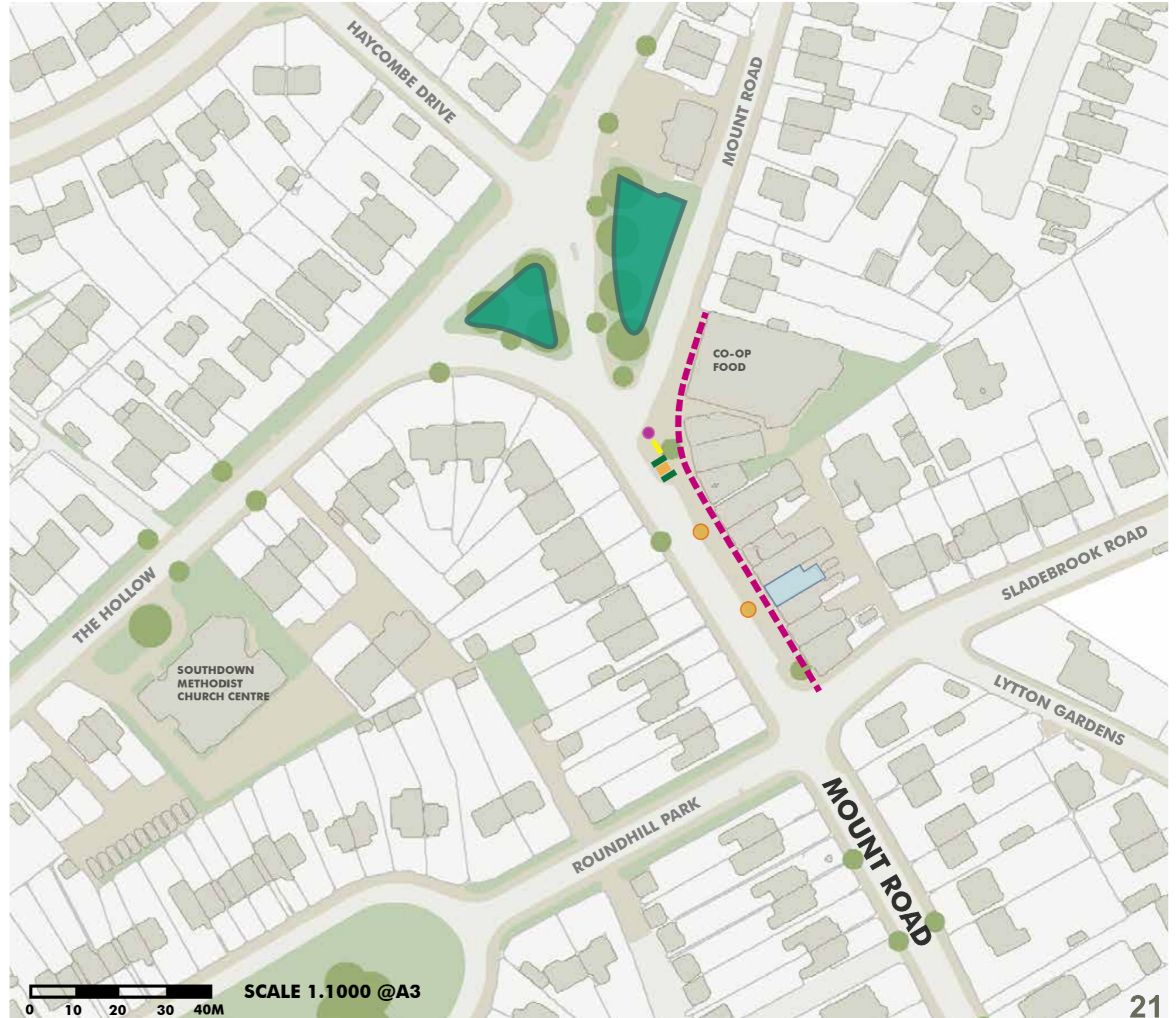




# Project 4: Mount Road Improvement Project

The proposed interventions are summarised on the plan below, though subject to technical design process and associated community engagement:

- Ground cover and wildflower planting
- Wayfinding
- Additional cycle stands
- Planters with cycle signs on them
- Up-cycled bench
- Community art installations
- Pop-up community café
- Improved street lighting
- Existing trees





# Project 4: Mount Road Improvement Project

The following precedent images reflect the interventions proposed for Mount Road to be delivered through this scheme.



Pop-up community space



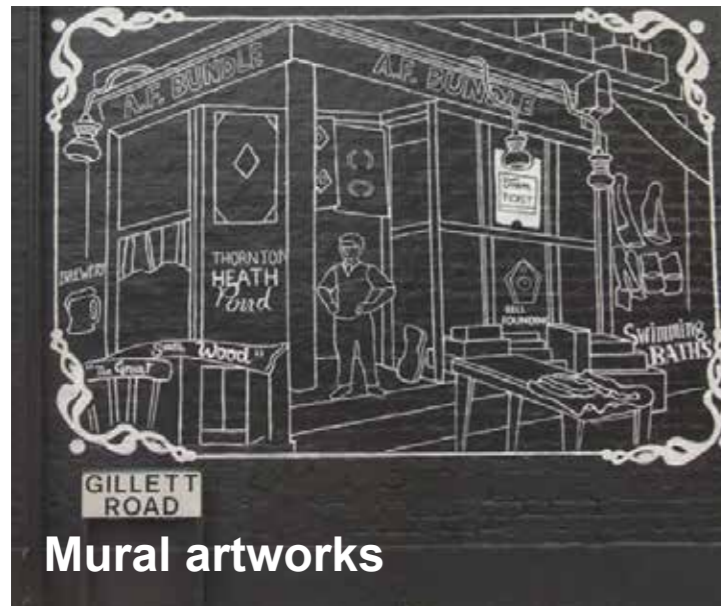
Shutter artworks



Cycle stands and Planters



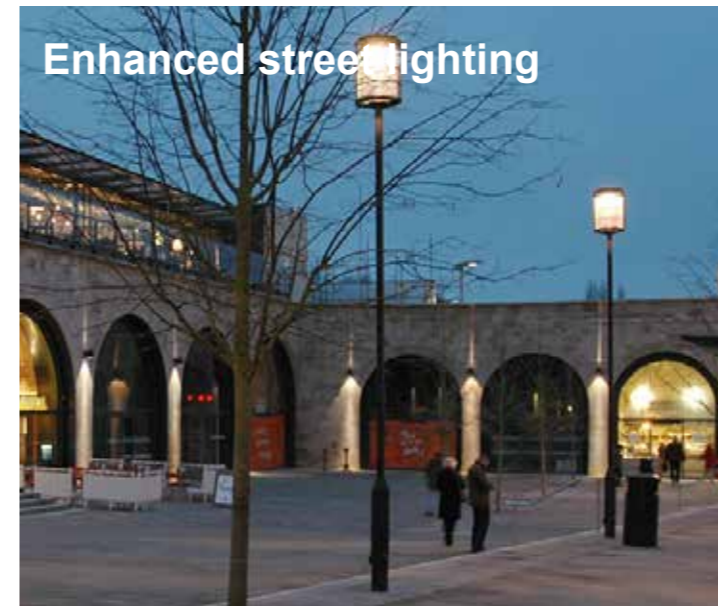
Roadside verge planting



Mural artworks



Sociable pop-up seating



Enhanced street lighting



Artworks to existing features



Additional planters



Up-cycle existing benches



Enhanced opportunities for biodiversity and wildlife



Pop-up community cafe external seating



# Project Budget

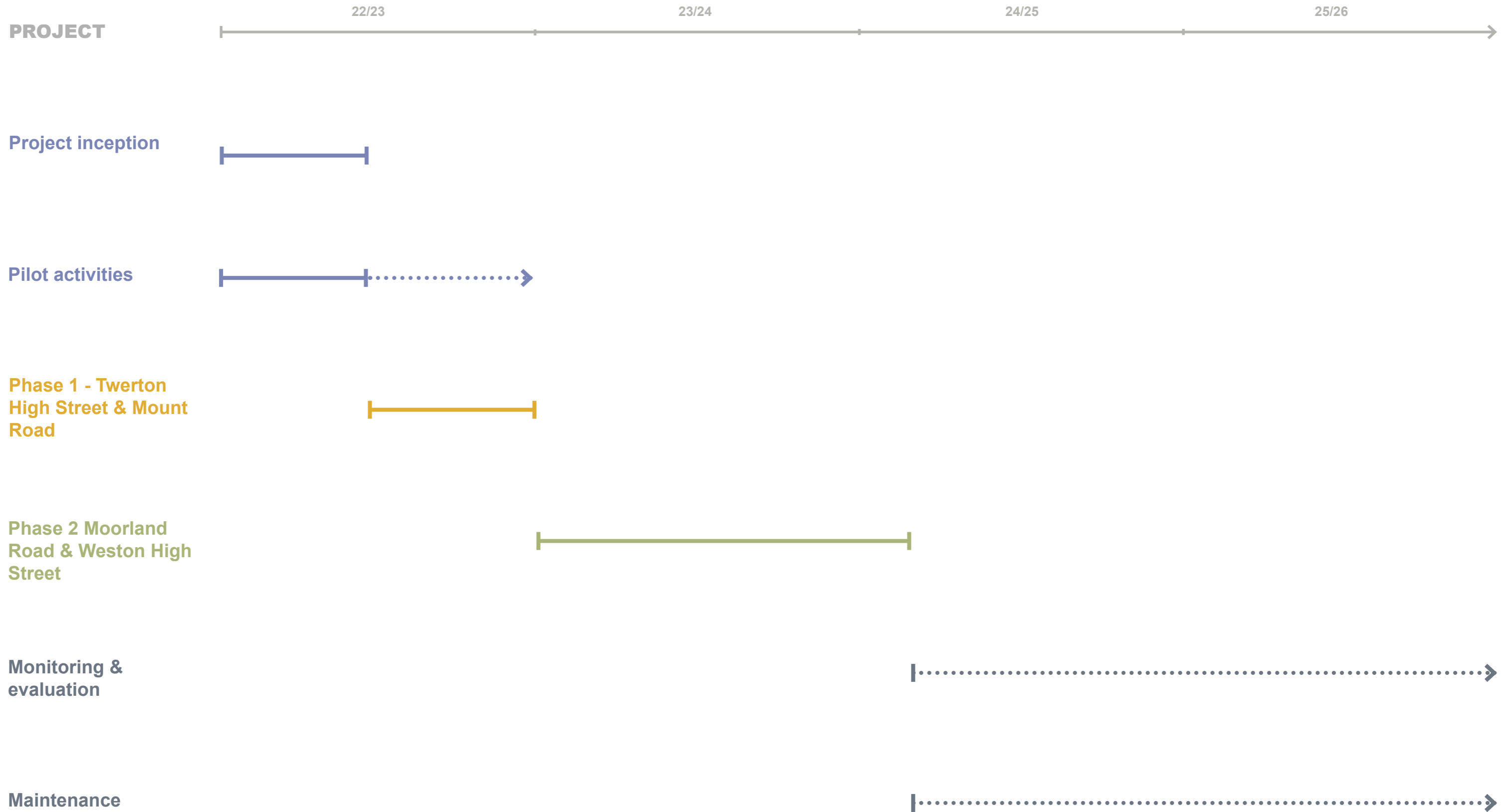
The total value of the Bath Local Centres High Street Improvement Scheme bid to WECA's Love our High Street Programme is **£309,297 to be delivered over a 2.5 year period**. The proposed budget is summarised below alongside match funding:

Spend Category	WECA LOHS BID amount	Bath Local Centres CIL	Other match funding
<b>Scheme Delivery, including project management, technical design, engagement, monitoring and evaluation</b>	£49,050	£56,743	-
Project 1: <b>Twerton High Street Improvement Project</b>	£192,461	-	£35,000*
Project 2: <b>Moorland Road High Street Improvement Project</b>	£67,786	-	-
Project 3: <b>Weston High Street Improvement Project</b>	-	£49,160	-
Project 4: <b>Mount Road, Southdown High Street Improvement Project</b>	-	£39,097	-
<b>TOTAL</b>	<b>£309,297</b>	<b>£145,000</b>	<b>£35,000</b>

Please see Sections 3 and 4 of the Business Case Cover Report for a full budget breakdown.

\*£5,000 confirmed WECA grant funding and £30,000 Arts Council funding provided by Bath Spa University to support temporary provision of 'Maker Space' for artists which forms part of the High Street Renewal Vacant Unit Action Project 2022-4.

# Project Plan





**High Streets Renewal**  
Regeneration & Housing  
Sustainable Communities Directorate  
Bath & North East Somerset Council



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**Bath & North East  
Somerset Council**

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Improving People's Lives



# Appendix 2: Bath Local Centres Vitality Audit

- An audit of local High Streets in Bath was undertaken to inform the prioritisation of investment, and determine the initial focus on 4 local centres. This included the completion of a High Street Vitality checklist, prepared by the Council's High Street Renewal Team working with the Public Health & Prevention team and the Research and Intelligence team.
- Policy CP12 of the B&NES Placemaking Plan was used to set out the 'long-list' of locations which could be included in the bid. Policy CP12 indicates that there is 1 district centre in Bath & 21 local centres, all of which were audited
- Bath Local Centres that could not realistically be classified as 'high streets' due to small scale/limited number of retail outlets and services were removed from the selection (the locations needed to meet the definition of High Streets to be eligible for investment through this funding stream)
- The level of funding allocated to each local centre is dependent on:
  - 'Need' identified as part of the checklist review
  - Feedback received from public engagement events
  - Status as a district/local centre
  - Size of the centre
  - Character of the broader locality in which the district/local centre sits



## Local Centres Vitality Health Checklist

Local centre name & no: .....

Insert MHCLG ONS High Street mapping extract here. Available from: <https://www.ordnancesurvey.co.uk/business-and-government/public-sector/britis-high-streets.html>

Please include a maximum of 3 photos/sketches per theme to demonstrate the points being made.

### Built high street

#### Land use mix

Is there a good mix of land uses on the high street? Are the retail premises multiples, independents or mixed?  
Does the local centre lack a certain land use?

1. How many Class A5 – Hot food and takeaways are there? 2. Is there access to fresh, low-cost produce including fruit and vegetables e.g. greengrocers, market? 3. Are there any mobile food units? (Please list types of food being sold e.g. kebabs) 4. What supermarkets and convenience stores are in the local centre? (Please list names e.g. Tesco Local, Co-op, Miso) 5. Is there an off-licence/s in the local centre? (confirm number) 6. Is there a tanning shop in the local centre?

#### Occupancy

Are there many vacant units? If yes, please give an approximate percentage

#### Historic environment

Are any historic buildings at risk?

#### Shopfronts

What is the quality & appropriateness of existing shopfronts?

### Accessibility & movement

#### Access

Figure 1. An excerpt from a Local Centres Vitality Health Checklist

## Built high street

**Land use mix** -Is there a good mix of land uses on the high street? Are the retail premises multiples, independents or mixed? Does the local centre lack a certain land use? How many Class A5 – Hot food and takeaways are there? Is there access to fresh, low-cost produce including fruit and vegetables e.g. greengrocers, market? Are there any mobile food units? What supermarkets and convenience stores are in the local centre?. Is there an off-licence/s in the local centre? Is there a tanning shop in the local centre?

**Occupancy** - Are there many vacant units?

**Historic environment** -Are historic buildings well maintained?

**Shopfronts** - What is the quality & appropriateness of existing shopfronts?

## Accessibility & movement

**Access** - Is the footway of adequate size and quality to support different types of user? Are there safe crossing points in key locations? Are there any level changes which would prevent some users accessing the local centre?

**Wayfinding** -Is there a wayfinding system to identify the local centre and key destinations?

**Sustainable transport modes** -Are there opportunities to take public transport/cycle/walk to the local centre? Is there adequate cycle storage?

**Traffic & parking** -Do vehicles/parking dominate the local centre? Are there vehicles idling? Is it a key through route or is this primarily local traffic? Are there traffic calming measures in place where necessary? Is there adequate parking?

# What is reviewed as part of the Vitality Audit?

## Public realm & open space

**Public spaces** - Are there spaces and opportunities to meet and dwell? Could these spaces be better equipped? Are there inactive/underused spaces? Are there areas that are enclosed/out of sight/poorly lit areas? Are there areas for people to find shade when hot/sunny? Will people find it easy to find shelter if it rains? Are there opportunities for children to play safely?

**Street furniture & quality & clutter** - Is there enough seating in the local centre? Is the seating of high quality and well maintained? Is the public realm cluttered? Do food & beverage premises have opportunities to place tables and chairs on the street? Is there litter visible? Are there recycling facilities in the local centre? Are there cigarette butt disposal facilities?

**Landscape & planting** - Does the local centre contain planting or street trees? Are there hanging basket poles/planters that are used/unused? Is there access to open green space from the local centre, such as a park or recreational ground?

## Community & sense of place

**Identity** - Does the area have a strong sense of identity? Is this evidenced in the public realm?

**Active groups** - Are there community facilities within easy access that offer activities and events for the community? Is there evidence of active local groups? Do they contribute to the vitality of the high street now/could more be done with resource? Are there key groups who should be engaged at the next stage?





## Twerton High Street

- Vacant units could house meanwhile uses
- Add colour and vibrancy to street with greenery and art installations
  - Support place identity with wayfinding/marketing
- Grants for shopfront improvements and cultural/community activities
  - Improve wayfinding
  - Create public spaces to meet

## Moorland Road

- Create a more pedestrian friendly environment
- Greening: Use existing infrastructure for hanging baskets
  - Street furniture
  - Cycle storage
- Vacant units could house meanwhile uses
  - Arts/event/seasonal dressing

### Key opportunities identified at each Local Centre through the Vitality Audit

## Weston High Street

- Improve 'gateways' to High Street, increasing visibility
  - Place branding to support local identity
- Support community events and art installations
- Accessibility: street furniture and cycle storage
  - Shopfront improvement scheme
  - Greening

## Mount Road

- Work with landlord/s to improve quality of private outdoor space
  - Improve street lighting
- Add vibrancy to area using art and greenery
  - Pop-up community use e.g. café
- Improved signage and wayfinding to encourage linked journeys to other local assets



# Appendix 3: Bath Local Centres High Street Improvement Scheme

## Engagement Phase 1, Summary of findings

### Setting up the engagement events

- Meetings were held with all ward Councillors that had one of the selected locations in their area – they shared the problems and opportunities highlighted to them by local stakeholders
- Local information shared by Councillors, as well as independent research, allowed key stakeholders lists to be compiled for each location
- Engagement events were arranged for each location and key stakeholders were invited to these. Broader advertising of these events through social media, leafleting and in-person visits to businesses also took place
- More than 800 leaflets were delivered in support of the events – both to businesses and residents in the immediate vicinity of the centre
- Events were held at venues recommended by key stakeholders locally

### High Street, Twerton

1<sup>st</sup> and 4<sup>th</sup> Sep 2021 – Events at Bath City Farm and Rose Cottage

136 comments gathered at these events

### Moorland Road, Oldfield Park

9<sup>th</sup> Dec 2021 – Event at Oldfield Park Baptist Church Hall

90 comments gathered at this event

### Mount Road, Southdown

6<sup>th</sup> Dec 2021 – Event at Southdown Methodist Church Centre

65 comments gathered at this event

### High Street, Weston

3<sup>rd</sup> Dec 2021 – Event at Weston Hall, All Saints Centre

91 comments gathered at this event

### Format of the engagement events

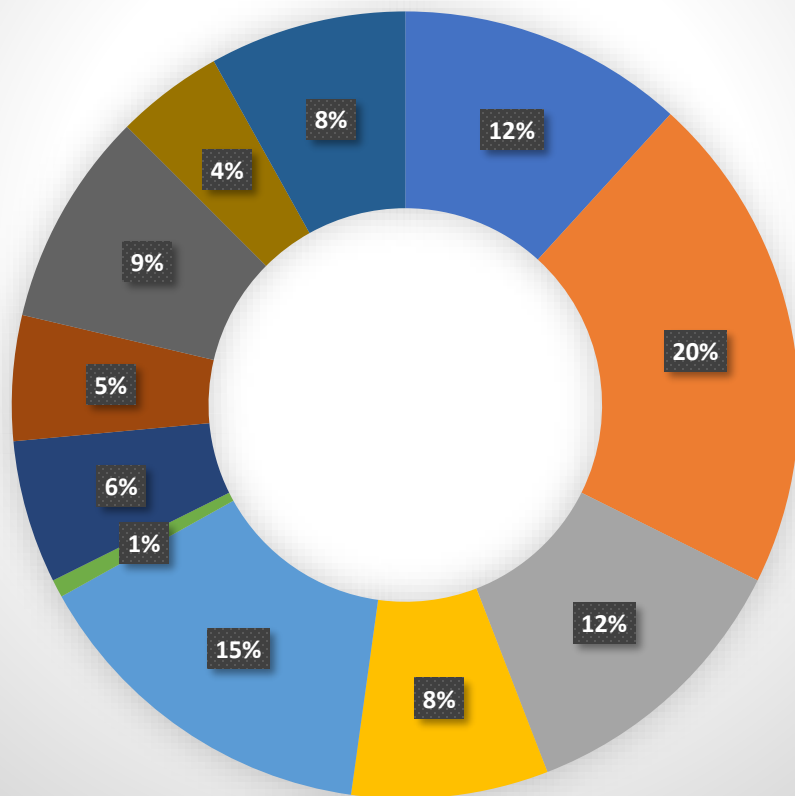
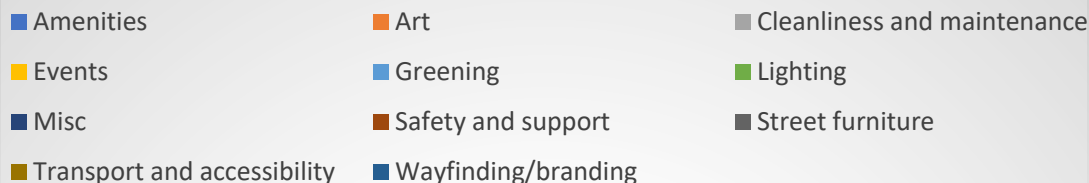
- Engagement events were drop-in, informal events to provide greater accessibility and to encourage more people to attend
- All events were held at accessible venues
- Attendees were asked to share their ideas and any comments about their local centre – either via post-it note on a board or via handwritten comments that could be provided to Officers
- These comments were gathered at the end of the session and recorded in a spreadsheet where they were split into themes



# Twerton High Street

## Engagement Phase 1, Summary of findings

### Comments made per category



### How does the project proposal respond to the findings?

Inclusion of funding for (listed in the order of most concern in chart):

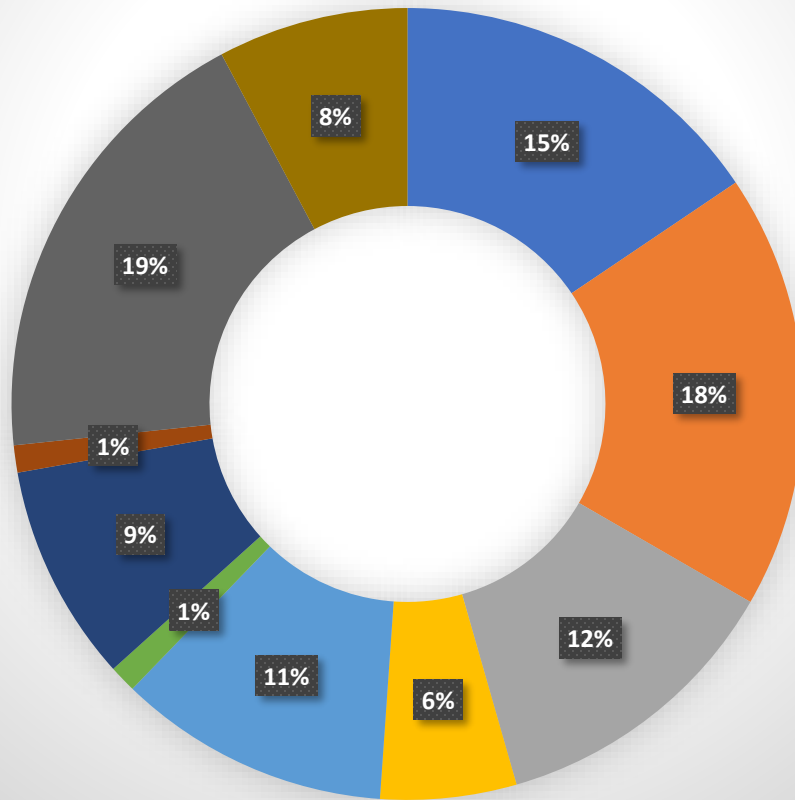
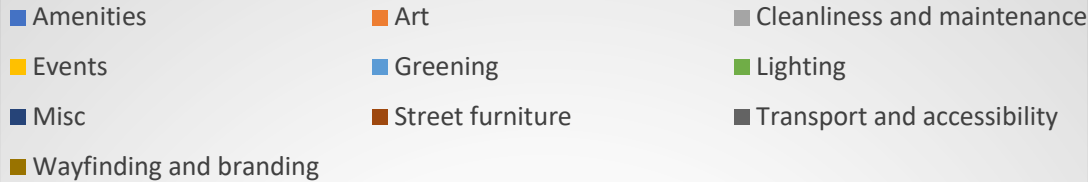
- Art installations and the creation of an 'Arts trail'
- Sensory garden, potentially with integrated street furniture
- Hanging baskets
- Other planting
- A number of meanwhile uses in vacant units
- Additional street cleansing
- Events programme
- Support for place identity through wayfinding, signage and advertising
- Cycle storage
- Grant schemes for shopfront improvements etc



# Moorland Road

## Engagement Phase 1, Summary of findings

### Comments made per category



### How does the project proposal respond to the findings?

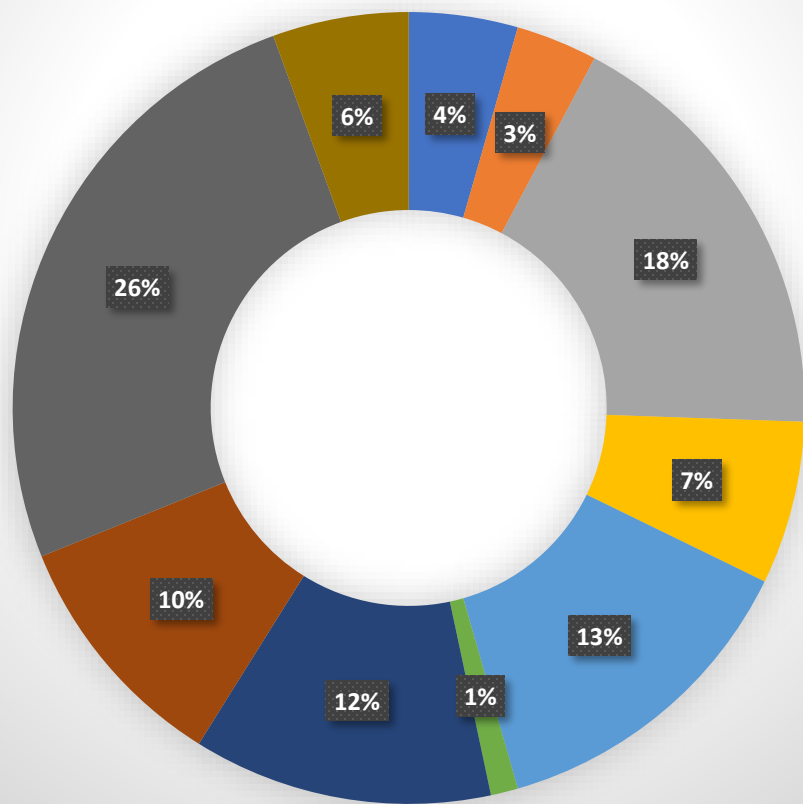
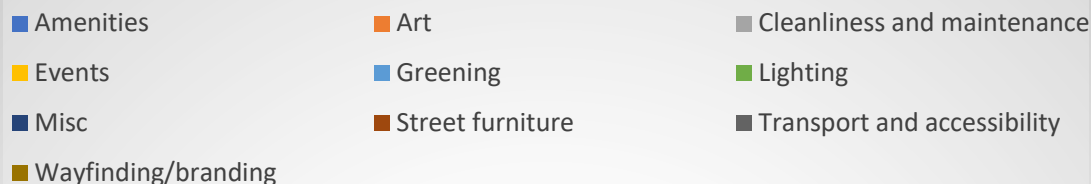
Inclusion of funding for (listed in the order of most concern in chart):

- Improved cycle storage
- Clear project focus area to reduce potential for additional street clutter
- Art, events and seasonal dressing
- Meanwhile use
- Small budget for cleaning and maintenance
- Hanging baskets and additional greening surrounding additional street furniture and cycle storage
- Advertising campaign
- Events

# Weston High Street

## Engagement Phase 1, Summary of findings

### Comments made per category



### How does the project proposal respond to the findings?

Inclusion of funding for (listed in the order of most concern in chart):

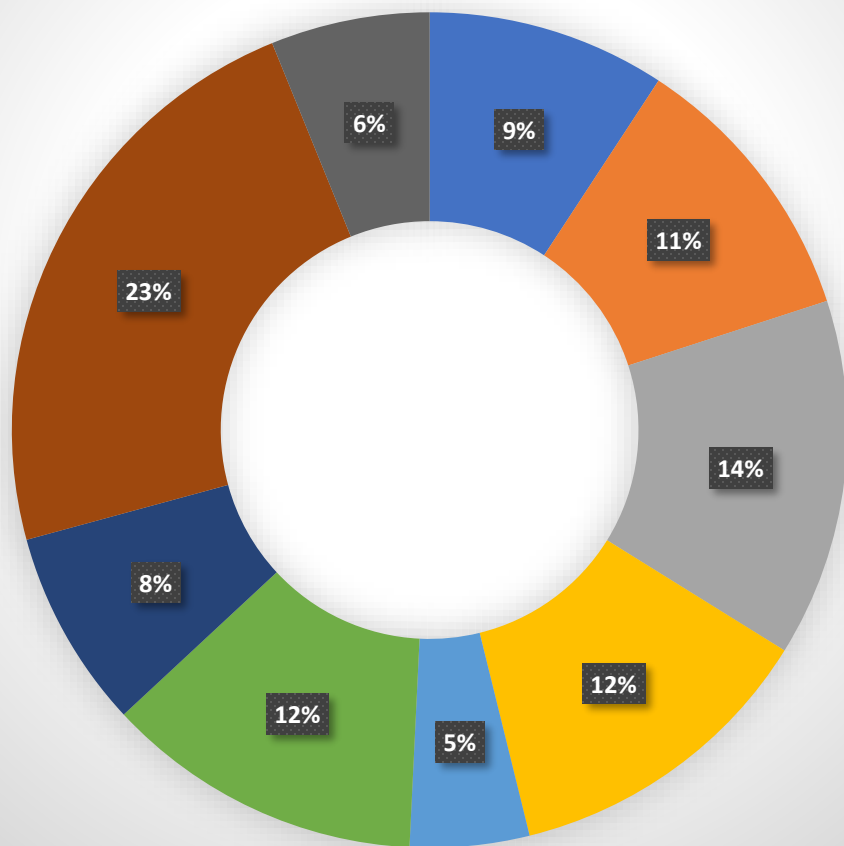
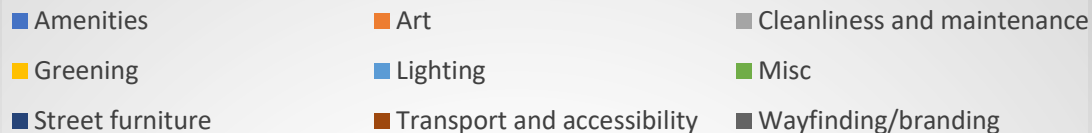
- Improved cycle storage
- Shopfront improvement scheme
- Trees, planters and in-ground planting
- Focus on key gateways to High Street
- New and upcycled street furniture
- Community events fund
- Place branding, to include signage, design guide and advertising
- Community art installations



# Mount Road

## Engagement Phase 1, Summary of findings

### Comments made per category



### How does the project proposal respond to the findings?

Inclusion of funding for (listed in the order of most concern in chart):

- Improved street lighting
- Cycle storage
- Maintenance and repair
- In ground planting and above ground planters
- Community art
- Meanwhile use
- Street furniture
- Signage/wayfinding

## Appendix 4: Equality & Diversity Impact Assessment and Plan

### Scheme - Bath Local Centres High Street Improvement Scheme SCHEME PROMOTER - Bath & North East Somerset Council

#### Step 1: What is the project / proposal?

Please briefly explain your project in Plain English, avoiding acronyms and jargon. This section should explain how the project will impact service users, staff and/or the wider community.

##### 1.1 What is the project?

A public realm improvement and animation scheme located in four Local Centres in Bath. It includes soft public realm improvements such as street furniture, urban greening, improved street lighting and cycle storage/parking. Alongside this, creative interventions that promote animation and activation of public spaces are included, e.g. events programmes, art installations, seasonal dressing, meanwhile uses in vacant units.

It will make the local centres more welcoming, attractive and accessible and inspire greater use of local centres (with a focus on those within a 15-minute walking catchment surrounding them).

Improved inclusivity is supported throughout the scheme, from concept design to completion. Inclusivity and improved civic pride are supported through the following actions (not an exhaustive list):

- Ensuring that public realm interventions are designed with accessibility in mind e.g. ensuring that appropriate walkway widths are maintained, street furniture height is appropriate etc
- Improving both perceived and actual safety of Local Centres, improving accessibility for women and vulnerable groups i.e.



recognition that places can feel unsafe and discourage certain groups from using them even if the crime rate does not reflect this

- Encouraging local engagement in the technical design process so that specific local considerations can be identified at an early stage
- Creation of grant schemes that local businesses/organisations can bid to e.g. for shopfront improvements, events etc
- Clear project maintenance agreements with local community organisations

## Step 2: What information is available?

Please use this section to demonstrate understanding of who could be affected by the project.

### 2.1 What data or evidence is there that explains who could be affected by the project?

The Economic and Social Value Impact Assessment clearly profiles the communities that are expected to be affected by the Scheme and references a number of data sources such as the Office for National Statistics and various think-tanks and academic institutions.

c51,000 people live within the 15-minute walkable neighbourhood catchments identified. With this number of people expected to use the local centres on a regular/semi-regular basis it is important that they are inclusive and accessible places for all.

The broad characteristics of the population surrounding each local centre is set out here: <https://www.bathnes.gov.uk/services/your-council-and-democracy/local-research-and-statistics/census-2011-our-local-population> , however a certain amount of transience in the

local population should be expected and therefore it is most appropriate to continue considering the scheme as providing a public good for all. *(Please note that without commissioning an entire new dataset that individually interviews each household within a 15-minute walkable threshold of the local centres, it is impossible for the characteristics to be entirely accurate and some assumptions have needed to be made)*

The publication of the first results from the Census 2021 are expected to be published in Spring 2022. The data should therefore be available in advance of the next phase of engagement and help to inform the creation of an inclusive engagement phase 2.

Alongside this data (which explains broadly who could be affected by the project), best practice guidance relating to public realm improvements like the National Design Guide is informed by a broad range of evidence from groups that represent people whose needs are less likely to be considered.

## **2.2 Are there any gaps in the data?**

Some of the data, such as that from the last census, is older than is ideal, however a partial update of this should be possible prior to the next phase of engagement and technical design.

Best practice guidance will be supplemented with guidance from local groups that represent people who are not always considered in design.



**2.3 How have communities and groups that could be affected been involved / or will be involved?**

An initial phase of community engagement was undertaken in Autumn/Winter 2021. This focused on engaging local people within the 15-minute walking catchments that were viewed as the people most likely to use the local centres. This phase included engagement with individuals that live locally, alongside local community organisations that provide vital support for the communities. This phase of engagement led to the concept designs that are presented in the FBC.

Once FBC funding is secured, a further phase of community engagement will take place which will lead to detailed design of the interventions. Organisations which have a specific interest in accessibility and inclusivity will also be invited to contribute to this phase of the engagement.

**Step 3: Who might the proposal impact?**

Analysis of impacts on people with protected characteristics must be rigorous. Please demonstrate your analysis of any impacts in this section, referring to all of the equalities groups as defined in the Equality Act 2010.

**3.1 Does the project / proposal have any potentially adverse impacts on people with protected characteristics?**

Improving accessibility and inclusivity of local centres is a key aim of the scheme proposal, therefore the scheme has been designed to enhance the high street environment for people with protected characteristics. The scheme aims to avoid all adverse impacts on people with protected characteristics.

**3.2 Can these impacts be mitigated or justified? If so, how?**

N/A

**3.3 Does the project / proposal create any benefits for people with protected characteristics?**

- Age - yes, the scheme should improve accessibility for older and younger people through providing a more pedestrian friendly environment that has space for them to dwell and infrastructure such as additional street furniture which supports this
- Disability - yes, the scheme should improve accessibility for disabled people through providing places to rest, mental health benefits from additional green space and a safer environment to spend time in
- Gender reassignment - yes, the scheme should improve accessibility by improving the ‘feel’ and safety of local centres through interventions such as improved street lighting, greater footfall and animation



- Marriage and civil partnership - yes, the scheme should improve accessibility by improving the 'feel' and safety of local centres through interventions such as improved street lighting, greater footfall and animation
- Pregnancy and maternity - yes, the scheme should improve accessibility through infrastructure such as additional street furniture. Furthermore, the scheme should improve accessibility by improving the 'feel' and safety of local centres through interventions such as improved street lighting, greater footfall and animation
- Race - yes, the scheme should improve accessibility by improving the 'feel' and safety of local centres through interventions such as improved street lighting, greater footfall and animation
- Religion or belief - yes, the scheme should improve accessibility by improving the 'feel' and safety of local centres through interventions such as improved street lighting, greater footfall and animation
- Sex - yes, the scheme should improve accessibility by improving the 'feel' and safety of local centres through interventions such as improved street lighting, greater footfall and animation
- Sexual orientation - yes, the scheme should improve accessibility by improving the 'feel' and safety of local centres through interventions such as improved street lighting, greater footfall and animation

### **3.4 Can they be maximised? If so, how?**

Yes, through:

- Ensuring that best practice guidance around accessible design is followed
- Engagement with groups that promote accessibility/represent marginalised groups and may have additional best practice guidance to provide

#### **Step 4: Impact and assessment**

This section asks how your understanding of impacts on people with protected characteristics has influenced your proposal, and how the findings can be measured going forward.

##### **4.1 How has the impact assessment informed or changed the project / proposal?**

A key aim of the project has always been to improve the accessibility and inclusivity of local centres, therefore the impact assessment has not changed the proposal.

However, it will influence how the scheme is monitored, with improved accessibility reviewed with each of the protected



characteristic groups referenced in the format of the monitoring and evaluation documentation.

**4.2 What actions have been identified going forward? Reference in Objectives and Actions table**

- Ensuring that best practice guidance around accessible design is followed
- Engagement with groups that promote accessibility/represent marginalised groups and may have additional best practice guidance to provide
- The publication of the first results from the Census 2021 will help to inform the creation of an inclusive engagement phase 2
- Monitoring - improved accessibility reviewed with each of the protected characteristic groups referenced in the format of the monitoring and evaluation documentation
- Encouraging local engagement in the technical design process so that specific local considerations can be identified at an early stage

**4.3 How will the impact of your project / proposal and actions be measured moving forward?**

As set out in the Monitoring and Evaluation Plan.

## Objectives and Actions

Please use the table below to reference the key actions identified in section 4.2. The objectives and actions will be continuously monitored in order to gauge both progress and the impact of these actions on the achievement of the project and will form part of the post project completion evaluations.

Objectives	Key Actions	Intended Impact
Ensuring that best practice guidance around accessible design is followed	<ul style="list-style-type: none"> <li>Review formal best practice guidance prior to technical design phase</li> <li>Engagement with groups that promote accessibility/represent marginalised groups and may have additional best practice guidance to provide</li> </ul>	Interventions reflect design best practice and are as accessible as they can be.
Ensure that the evidence base used is appropriate and up to date	<ul style="list-style-type: none"> <li>Review initial findings from Census 2021 and identify potential 'new' marginalised groups that do not appear so strongly in Census 2011 data</li> </ul>	Ensure that project decisions can be made with a clear understanding of the profile of the local population in mind.
Ensure that monitoring is appropriate and formatted	<ul style="list-style-type: none"> <li>Ensure that prior to implementation, the proposed scheme is assessed from the</li> </ul>	Ensure that each individual protected characteristic



<p>in a way that clearly sets out how all people have been considered</p>	<p>perspective of each of the protected characteristic groups set out in the Equality Act</p>	<p>group is considered to the same degree.</p>
<p>Ensure that specific local issues are identified and considered at an early stage</p>	<ul style="list-style-type: none"> <li>• Ensure that an Engagement Phase 2 is set up in a way that encourages inclusivity</li> </ul>	<p>Ensure that interventions are appropriate for the locality.</p>

**Economic and Social Value Impact Assessment**  
Bath & North East Somerset: Love Our High  
Streets – Bath Local Centres High Street  
Improvement Scheme

January 2022



# Contents

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1.	Introduction	3
2.	Project Interventions and Existing Local Complementary Services	7
3.	Economic Benefits	11
4.	Social Value Benefits	18
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Appendix 1: Twerton High Street

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Appendix 2: Moorland Road (Westmoreland)

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Appendix 3: Weston High Street

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Appendix 4: Mount Road (Southdown)

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## Client

Bath & North East Somerset Council

## Our reference

BATP3005

January 2022

# 1. Introduction

## Context and purpose of the report

1.1 As part of their broader High Street Renewal programme, Bath & North East Somerset (B&NES) Council propose to implement a range of high street animation and public realm improvements ('the Proposals') in four local centres within Bath. The local centres that the Proposals will benefit are:

- Twerton High Street
- Moorland Road (Westmoreland)
- Weston High Street
- Mount Road (Southdown)

1.2 Turley Economics has been instructed to assess the economic and social value of the Council's Proposals, where possible quantifying the impacts of the scheme, and also presenting qualitative benefits.

## Assessment methodology

### Geographic scope: '15-minute neighbourhoods' concept

1.3 The proposed interventions have been strongly influenced by the concept of '15-minute neighbourhoods'<sup>1</sup>, which are ultimately about creating places in which the majority of people's daily needs can be met within the distance of a short walk or cycle. This concept aims to foster an urban environment which support residents to meet their everyday needs in their local area, enabling them to 'live well locally'.

1.4 Residents should be able to easily access the full range of commercial and social infrastructure which contribute to healthy and sustainable neighbourhoods (including employment centres, retail, leisure, education and healthcare services and sports facilities and public open green space). For the purposes of this assessment, it has been considered that the appropriate geographies by which to analyse the Local Centres span areas that they are accessible from within 15-minutes travel time by foot.

1.5 The identified '15-minute' neighbourhoods accommodate a combined c. 51,000 people living in over 20,000 households<sup>2</sup>. These geographies have informed the assessment in terms of identifying and understanding the characteristics of the resident population

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<sup>1</sup> Also referred to as 'complete, compact and connected neighbourhoods', which acknowledges the fact that that different population groups will move at a different speed and therefore some (e.g. older or disabled people) may not travel as far in 15 minutes as others, and the fact that 15 minutes walking may be a challenge for some, therefore presenting another (psychological or physical) barrier. 15-minute neighbourhoods is nonetheless the term used for the purposes of this report, given that 15-minutes travel time by foot is considered a suitable geography for considering impacts at the scale of the local centres, and the fact that the term is that which is used most widely used within emerging policy at various spatial scales.

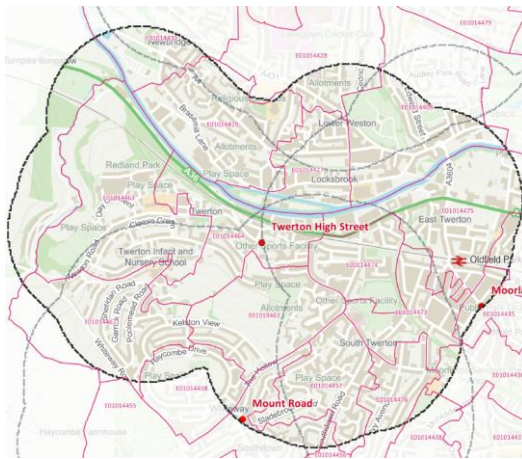
<sup>2</sup> Note that several of the neighbourhoods overlap, meaning that the resident population of each individual geography sums to greater than the identified 51,000. The 51,000 figure therefore avoids double-counting.



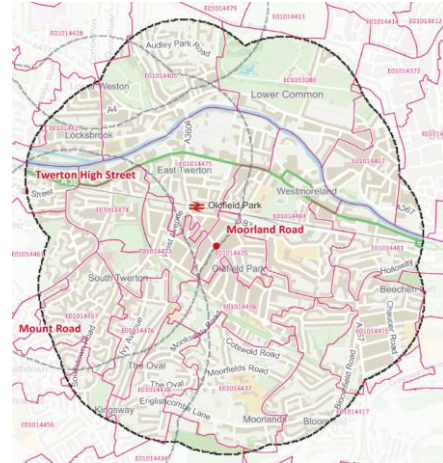
who will be most impacted by the interventions' implementation and the provision of social infrastructure locally.

1.6 These geographies are shown below, and in greater detail at **Appendices 1-4**.

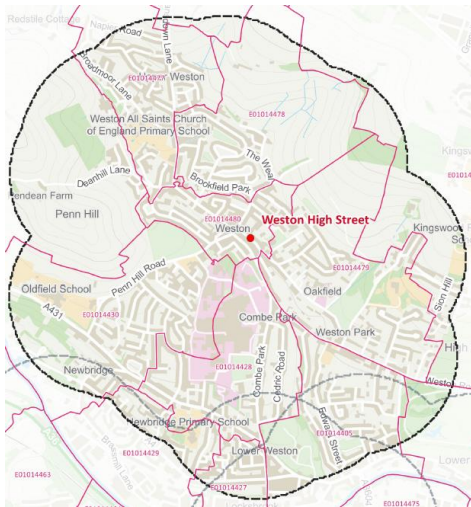
**Figure 1.1: '15-minute neighbourhoods'**  
(defined as 15-minute walking distances from the Local Centre)



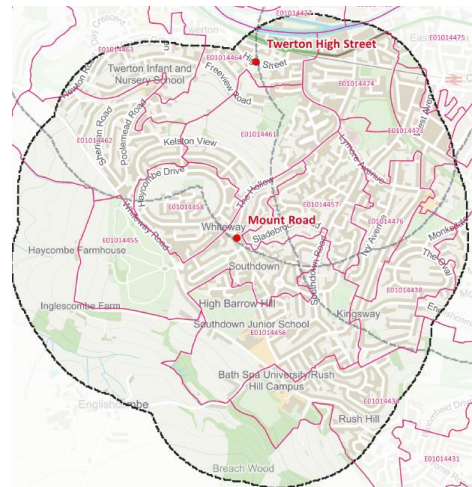
*Twerton High Street*



*Moorland Road (Westmoreland)*



*Weston High Street*



*Mount Road (Southdown)*

1.7 A wider geography (the West of England Combined Authority, WECA) is defined as the relevant impact area for the consideration of economic benefits, such as employment and economic output (as outlined below).

**Assessment of economic benefits**

1.8 The assessment of **economic benefits** is informed by the Home and Communities Agency's (HCA, now known as Homes England) *Additionality Guide*<sup>i</sup> and *Employment Density Guide*<sup>ii</sup>, drawing on information supplied by the Council and published data sources.

- 1.9 To assess and present impacts related to employment and economic output (measured in Gross Value Added<sup>3</sup>), the WECA area has been selected as the functional economic geography. This confirmed as an appropriate geography by 2011 Census data regarding labour market containment<sup>iii</sup>; the Census showed that 74% of all jobs in B&NES are taken by people residing in the combined authority, suggesting a relatively high level of containment at this scale, and that a significant majority of the socio-economic effects will therefore be concentrated therein.

#### **Assessment of social value**

- 1.10 Analysis of **social value** that will be derived from the scheme has also been undertaken. Social value refers to the effects that interventions have on the long-term wellbeing and resilience of individuals, communities and society as a whole. Social value assessment involves placing monetary values (where possible) on the assessed outcomes of the project, helping to illustrate the value of the project to society in financial terms.
- 1.11 Monetary values for different types of social outcomes have been presented through the application of published benchmark values. The Social Value Portal's National Themes, Outputs, Measures (TOMs) Framework 2021<sup>iv</sup> provides a standard for measuring economic value by attributing a monetised value to social indicators through the application of financial proxies, which provide an indication of scale and enable social value impacts to be quantified and compared by converting them to a 'pounds and pence' measure.
- 1.12 This report aims to present both quantitative and qualitative social value benefits. Whilst the deployment of the TOMs Framework is considered an appropriate and proportionate approach for the assessment of social value, it must also be recognised that certain social value indicators – for example, those associated with employment, for which detailed financial information from sources such as HM Treasury can inform analysis – lend themselves to the generation of quantitative (i.e. pounds and pence) measures of social value to far greater extent than is possible for certain other indicators. For example, the true social value impacts of placemaking which creates a healthy and sustainable urban environment, are naturally more qualitative in nature – having a social value far in excess of the capital sum invested in their implementation – and their impacts are therefore less straightforward to quantify through use of published statistical data.
- 1.13 Therefore, it should be stressed that, whilst financial sums can be presented as the value to society in relation to certain aspects of the Proposals, those other indicators of social value which are described in purely qualitative terms and/or for which lower financial values or the relevant proxies alone are presented are not necessarily of lower importance. Indeed, in many cases, quantitative and qualitative aspects of social value creation are mutually supportive; for example whilst the social value of the creation of employment opportunities can be readily quantified using financial proxies (for example, figures related to a reduction in expenditure on unemployment benefits and healthcare costs), the ability to create new jobs and a skilled workforce relies on many

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<sup>3</sup> Gross Value Added (GVA) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs) and therefore provides a key measure of economic productivity.



other, less quantifiable factors, such as the delivery of urban regeneration and placemaking projects which attract employers to an area and which also benefit the overall health and wellbeing of the population, further supporting positive socio-economic outcomes.

#### **Defining economic and social value impacts**

- 1.14 The Proposals will generate permanent economic and social benefits for those who live, work and spend time in the identified local centres over the long term.
- 1.15 Economic benefits include those generated for businesses and workers directly supported by the Proposals, driven by enhancements to the premises of existing businesses (for example, through shopfront improvement grants) and the delivery of new employment and volunteering opportunities in pop-up shops, community workspaces and meanwhile maker-space units. Temporary market stalls and other events will also result in linked uplifts in local centre footfall and expenditure at other existing local businesses, outcomes which will also be enhanced over the long-term through public realm interventions, such as new community and public artwork installations, urban greening and enhanced cycle parking and signage. Employment and socio-economic status are one of the main drivers of social gradients in health, and there is clear evidence that good work improves health and wellbeing across people's lives and protects against social exclusion. Conversely, unemployment is bad for health and wellbeing, and is associated with an increased risk of mortality and morbidity.
- 1.16 Social value will also be derived from the creation of employment opportunities and expanding access to the labour market, enhancing opportunities for volunteering and promoting healthy lifestyles and economic resilience. The interventions will provide opportunities for social interaction within local communities, contribute to fostering a healthy urban environment and will provide opportunities for growth in active travel. Public realm interventions – such as new community and public artwork installations, urban greening and enhanced cycle parking and signage – are also likely to contribute social value, as well as the cultivation of healthy streets. Many of the factors that influence health and wellbeing, and the likelihood of developing long term health conditions, are the everyday circumstances we live in. Economic, social and environmental factors influence the health of individuals and these factors are known as the social or 'wider' determinants of health. The proposals represent a significant opportunity to address a number of the wider determinants of health and support residents to meet their everyday needs in their local area.
- 1.17 These impacts are set out in subsequent sections with respect to their relevance to the applicable Local Centre. Many impacts are common to several local centres, and so this means of presentation seeks to avoid unnecessary repetition. All impacts are presented on the basis of a the relevant programme terms<sup>4</sup>, although recognising the economic and social benefits will continue (and potentially grow) after this period.

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<sup>4</sup> For example, some components of the proposals will be time-limited (e.g. pop-up shops, maker spaces and an events programme, which will be in place for a period of 1.5 or 2.5 years) whilst others (such as public realm enhancements) will be permanent fixtures.

## 2. Project Interventions and Existing Local Complementary Services

### Project interventions

2.1 An overview of the interventions planned through the Proposals for each of the Local Centres is shown below.

**Table 2.1: Project interventions**

Local Centre	Interventions
<b>Twerton High Street</b>	Pop-up shop/ community workspace, and ‘meanwhile’ maker-spaces
	Community art installations (including shop shutter art, murals and other public artworks) and other shop premises enhancements and street dressing (including seasonal decorations)
	Cultural and community activities (including Village Hall markets and other events)
	Other public realm enhancements, such as place identity markers (including wayfinding and signage); urban greening (including planters, a sensory garden and hanging baskets); cycle storage; and street cleansing and maintenance
	Support for place identity through marketing/advertising
<b>Moorland Road (Westmoreland)</b>	Pop-up shop / ‘meanwhile’ use
	Enhancements to shop premises and street dressing (including seasonal decorations)
	Other public realm enhancements, such as place identity markers (including wayfinding and signage); street furniture; urban greening (including planters and hanging baskets); cycle storage; street cleansing and maintenance
	Support for place identity through marketing/advertising
	Cultural and community activities
<b>Weston High Street</b>	Community art installations (inc. murals and other public artworks) and other enhancements to shop premises and street dressing
	Support for place identity through marketing/advertising
	Cultural and community activities (e.g. pop-up markets, street theatre and Jubilee events)
	Other public realm enhancements, such as place identity markers (including wayfinding and signage); urban greening (including trees, in-ground planting and planters); cycle storage; and street furniture
<b>Mount Road (Southdown)</b>	Pop-up community café
	Community art installations (including shop shutter art, murals and other public artworks)
	Other public realm enhancements, such as place identity markers (including wayfinding and signage); street furniture; urban greening (including planters and in-ground planting); cycle storage; and improvements to street lighting;



## Existing local complementary services

2.2 A wide range of services are required for day-to-day life in strong, healthy, vibrant and sustainable communities. For example:

- Access to **employment** is vital towards ensuring job prospects are available for local people, and **education and childcare facilities** ensure that local people have the skills for fulfilling work, which is known to be a direct factor in human health and wellbeing, personal and social development and strong communities.
- Access to **primary healthcare facilities** – including GP surgeries, dentists and pharmacies – is vital towards ensuring that health priorities can be achieved through early intervention. These are valuable assets in local centres, providing a wide range of services, advice and signposting. Their presence on the high street makes them more accessible for a wider range of people, helping to reduce health inequalities locally.
- **Well-designed public realm** ensures that spaces can be used by all in a way that effectively fosters social connections, recognising and accommodating differences in the way people use the built environment because of factors such as age and disability, whilst also helping people feel secure, **minimising the potential for crime and anti-social behaviour**.
- Access to foodstores providing **healthy, nutritious and affordable food** options can improve diets, promote healthy lifestyles and prevent chronic diseases related to obesity. This is a key factor in supporting the local healthy weight agenda and also tackling health inequalities.
- **Active travel and sustainable travel modes** – such as walking, cycling, public transport and multi-modal journeys – promote healthy and sustainable lifestyles, through facilitating physical activity and zero / low emissions transport. Active Travel has the potential to achieve major population-wide health benefits. It is one of the most cost-effective and easiest ways of embedding physical activity in people's lives, resulting in array of physical and mental health and wellbeing benefits. Furthermore, evidence shows that increased active travel will reduce air and noise pollution, help combat social isolation, ease congestion and bring economic benefits to businesses.
- Access to secure, convenient and attractive **open and green space, public amenity space and facilities for sports and leisure activities and children's play** can lead to increased levels of physical activity and reduce levels of heart disease, strokes and other ill-health problems that are associated with both sedentary occupations and stressful lifestyles. There is also a growing body of evidence that access to open spaces and facilities for exercise is important in helping to maintain and improve mental health<sup>v</sup>.

2.3 As shown at Table 2.2, the identified 15-minute neighbourhoods accessible from the chosen Local Centres can be evidenced to already offer many of the above services, with most of the necessary facilities and social infrastructure being readily accessible

from the sites where the proposed interventions will take place, highlighting the strong social base upon which to build.

2.4 Whilst the table overleaf is by no means (and is not intended to be) an exhaustive list of complementary local services, it nonetheless demonstrates the high density of public facilities in the vicinity of the chosen Local Centres and the potential for generating linked trips for residents to access the full range of social infrastructure and other services locally. Increasing the quality and number of services delivered locally and their uptake amongst local people is a key priority for engendering sustainable local centres. Growing local economic activity and employment opportunities and improving health outcomes (e.g. by prioritising active travel, facilitating physical activity and reducing pollution) are foundations on which to build strong communities.

2.5 It is worth noting, however, that there are also aspects of design and premises in the identified Local Centres which can be viewed as negative assets from a healthy high street perspective. The Public Health England (PHE, now known as The Office for Health Improvement and Disparities, OHID) publication 'Healthy High Streets: good placemaking in an urban setting'<sup>vi</sup> provides evidence-based advice on the street design principles that will have health and wellbeing benefits by making high streets more inclusive, safe and healthier, particularly in areas of high deprivation. The guidance outlines the 'features of an unhealthy high street', several of which are discussed below in relation to the Local Centres:

- **Lack of appropriate infrastructure for active travel and movement:** 2011 Census data<sup>vii</sup> shows that the rates of non-car drivers in the Twerton (53%) and Southdown (44%) wards are higher than the B&NES average (38%), highlighting the need for decent active travel infrastructure and facilities in these areas. WECA's Local Cycling and Walking Infrastructure Plan<sup>viii</sup> identifies 5 walking and cycling routes in Bath, all of which intersect the 15-minute neighbourhoods which form the basis of this assessment, again highlighting the need for local improvements. The Proposals' interventions in the form of cycle parking and enhanced signage & wayfinding will provide important supporting infrastructure to further help facilitate active travel.
- **Unhealthy food options and other less health promoting businesses:** Whilst supermarkets provide access to healthy and nutritious food and are accessible within the Local Centres, numerous hot-food takeaways are also present. These are far less likely to provide access to healthy and nutritious food but are often seen as the most 'convenient' and the easier option if families have a lack of nutrition knowledge, cooking skills, time and / or facilities to cook. The Royal Society for Public Health<sup>ix</sup> identifies other outlets present on high streets which can have a negative impact on health; several of these, such as betting shops, off-licences and tanning shops are also present in the identified Local Centres. Whilst acknowledged as having some economic value, providing employment, with some being independent traders, it is essential that such outlets do not dominate the high street. Therefore the Proposals' interventions, such as markets providing an alternative source of fresh and nutritious food for local residents and pop-up shops providing space for community-led activities and businesses, will contribute to a healthy balance of available local amenities.



**Table 2.2: Existing local complementary services**

Existing service		Twerton High Street	Moorland Road (Westmoreland)	Weston High Street	Mount Road (Southdown)
Healthcare	GP surgery	✓ St Michael's Surgery	✓ Oldfield Surgery Junction Road Surgery	✓ Weston Surgery New Bridge Surgery	✓ The Beehive Surgery
	Dentist	✓ MyDentist Twerton St Michael's Dental Surgery	✓ Bath Oldfield Dental Centre	✓ Manor Dental Practice	N/A
	Pharmacy	✓ Boots Twerton High Street	✓ John Preddy Moorland Rd	✓ Boots Weston High Street	✓ Boots Mount Road
Education	Early years	✓ First Steps Twerton The Hut Nursery	✓ Little Bambinos Nursery The Hut Nursery	✓ Caterpillar's Day Nursery Snapdragon's Nursery	✓ Little Blossoms Nursery Sunbeam Nursery
	Primary school	✓ St. Michael's Junior	✓ St John's Primary	✓ Weston All Saints CofE St Mary's Primary	✓ Roundhill Primary
	Secondary/Further /Higher Education	✓ Bath College Adult LC ✓ Bath Spa Uni, Locksbrook	✓ Norland College	✓ Oldfield School	✓ Bath Spa Uni, Culverhay
Open space & sports	Parks (with children's play)	✓ Innox Park	✓ Brickfields Park ✓ Royal Victoria Park	✓ Weston Recreation Ground	✓ Roundhill Park
	Sports facilities	✓ Genesis Lifestyles Centre	✓ PureGym Bath Spring Wharf	✓ Weston Recreation Ground	✓ Culverhay Leisure Centre
Transport	Train stations	✓ Oldfield Park	✓ Oldfield Park	N/A	N/A
	Bus routes	✓ Bus route 5	✓ Bus route 12	✓ Bus Route 4	✓ Bus Route 22
Retail	Foodstores	✓ M&S ✓ Lidl	✓ Co-op ✓ Sainsbury's Local	✓ Tesco Express	✓ Co-op
	Post offices	✓ Twerton on Avon Post Office	✓ Moorfields Post Office	✓ Weston Post Office	✓ Southdown Rd Post Office
Community	Community centres	✓ Twerton Village Hall ✓ Rose Cottage ✓ Twerton Park (Bath City FC)	✓ Hillside Hall Community Centre	✓ Haviland Park Community Centre	✓ YMCA Roundhill Centre
Employment sites	Business Parks	✓ Locksbrook Rd Trading Estate	✓ Pines Way Business Park	N/A	N/A

### 3. Economic Benefits

- 3.1 A number of quantifiable economic benefits will be generated as a result of the implementation of the Proposals' interventions, including uplifts in employment and economic output (GVA) in the local and wider economies. Further economic benefits associated with an uplift in footfall and expenditure, whilst not possible to fully quantify at this stage of the plans, are also anticipated.

#### **Pop-up shops, community workspaces, and 'meanwhile' uses**

##### ***Employment***

- 3.2 The direct operations of the Proposals' pop-up shops, community workspaces, and 'meanwhile' uses will support employment opportunities. The methodology for estimating the number of operational jobs that could be supported by the Proposals' pop-up shops, community workspaces, and 'meanwhile' uses is detailed in Table 3.1<sup>5</sup>.

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<sup>5</sup> Please note that this is indicative only, and subject to agreement with landlords, reflecting vacancies at time of implementation.



**Table 3.1: Gross employment estimate methodology**

Local Centre	Gross employment estimate methodology
Twerton High Street	<b>Pop-up shop/community use (107 High Street)</b> <ul style="list-style-type: none"> <li>67 sqm gross internal area (GIA)</li> <li>Estimated employment density<sup>6</sup> of 1 FTE job per 45 sqm (GIA)<sup>x</sup></li> </ul> <u>Therefore gross employment is estimated as 1.5 FTE jobs</u>
	<b>Meanwhile maker-space (115 High Street)</b> <ul style="list-style-type: none"> <li>576 sqm net internal area (NIA)</li> <li>Estimated employment density<sup>7</sup> of 1 FTE job per 40 sqm (NIA)<sup>xi</sup></li> </ul> <u>Therefore gross employment is estimated as 14.5 FTE jobs</u>
Moorland Road (Westmoreland)	<b>Pop-up shop/community use (10 Moorland Road)</b> <ul style="list-style-type: none"> <li>61 sqm gross internal area (GIA)</li> <li>Estimated employment density<sup>8</sup> of 1 FTE job per 45 sqm (GIA)<sup>xii</sup></li> </ul> <u>Therefore gross employment is estimated as 1.5 FTE jobs</u>
Mount Road (Southdown)	<b>Pop-up community café (102 Mount Road)</b> <ul style="list-style-type: none"> <li>87 sqm net internal area (NIA)</li> <li>Estimated employment density<sup>9</sup> of 1 FTE job per 20 sqm (NIA)<sup>xiii</sup></li> </ul> <u>Therefore gross employment is estimated as 4.5 FTE jobs</u>

Source: Turley Economics, 2022

3.3 It is therefore estimated that a total of **22 gross FTE jobs** (rounded to the nearest 0.5 FTE – i.e. a part-time job) could be supported. Following the methodology set out above, this is summarised in the below table.

**Table 3.2: Gross employment**

Local Centre	Intervention	Gross FTE Jobs
Twerton High Street	Pop-up shop/community use (107 High Street)	1.5
	Meanwhile maker-space (115 High Street)	14.5
Moorland Road (Westmoreland)	Pop-up shop/community use (10 Moorland Road)	1.5
Mount Road (Southdown)	Pop-up community café (102 Mount Road)	4.5
<b>Total</b>		<b>22</b>

Source: Turley Economics, 2022

<sup>6</sup> Employment density for community centres (Use Class D1 under the Use Classes Order effective up to 31 August 2020). This is a conservative assumption, given the potential retail uses of the unit, and the higher average employment density for retail uses defined by the HCA (one FTE job per 15-20 sqm NIA).

<sup>7</sup> Conservative employment density for maker-spaces applied (ranges from 15-40 sqm NIA).

<sup>8</sup> As outlined for the Twerton High Street Pop-up shop / community centre (107 High Street)

<sup>9</sup> Conservative employment density for cafés applied (ranges from 15-20 sqm NIA).

- 3.4 After accounting for the additionality factors<sup>10</sup> of leakage<sup>xiv</sup> and displacement<sup>xv</sup>, it is estimated that **12** direct net additional FTE jobs will be created within the WECA area. Following the application of an allowance for economic multiplier effects<sup>xvi</sup>, it is estimated that a further **6** net additional indirect and induced FTE jobs will be generated in the WECA geography.
- 3.5 Summing the above direct, indirect and induced employment figures, it is calculated that the Proposals will support a total of **19** net additional FTE jobs in the WECA area. This is set out in the below table.

**Table 3.3: Net additional employment**

Employment	WECA
Gross FTE jobs	22
Direct net additional FTE jobs	12
Indirect / induced net additional FTE jobs	6
<b>Total net additional FTE jobs</b>	<b>19</b>

Note: Some figures appear not to sum due to rounding.

Source: Turley Economics, 2022

- 3.6 It should be noted that a portion of the funding for the meanwhile maker-space to be delivered at 115 High Street in Twerton has already been subject to a previous bid for WECA funding – relating to the Vacant Units Action Project (VUAP) – for which B&NES Council have already submitted a Full Business Case (FBC).
- 3.7 Of the total £60,000 cost of this particular intervention, £35,000<sup>11</sup> (or 58%) has already been identified in the FBC for the VUAP. Therefore for the purposes of producing the Value for Money (VfM) Statement included as part of the FBC associated with the Proposals, an adjusted table presenting net additional employment which takes this into account (i.e. which accounts for a reduction in the employment impact associated with the interventions at 115 High Street by 58%) is provided at Table 3.4 overleaf.
- 3.8 Whilst Table 3.3 still represents the net additional employment impacts of the scheme being delivered, and is therefore a true reflection of the impact of the Proposals, Table 3.4 simply presents the employment generated by the ‘new’ funding which is sought by the FBC for the Proposals.

<sup>10</sup> Leakage rates of 25% applied to the WECA area, in line with Census commuting patterns. Accounting for the fact that at time of publication there are 3,240 people actively seeking employment in B&NES, increasing to over 21,500 in the WECA area (ONS via Nomis [2021] Jobseeker’s Allowance by Occupation: November 2021), whilst acknowledging that there is potential for some activity and expenditure to be displaced, a ‘Low’ displacement rate of 25% has been assumed. A multiplier of 1.5 at the sub-regional scale, in line with HCA guidance.

<sup>11</sup> Comprising £5,000 sought under the VUAP and £30,000 match funding to be contributed Bath Spa University.

**Table 3.4: Net additional employment (Proposals' FBC VfM adjusted)**

Employment	WECA
Gross FTE jobs	14
Direct net additional FTE jobs	8
Indirect / induced net additional FTE jobs	4
<b>Total net additional FTE jobs</b>	<b>11</b>

Note: Some figures appear not to sum due to rounding.

Source: Turley Economics, 2022

### **Economic output (GVA)**

- 3.9 Applying the relevant GVA per employee measures<sup>12</sup> to the net jobs that will be supported by the Proposals<sup>xvii</sup>, it is estimated that the direct employment will generate **£760,000** in GVA each year within WECA.
- 3.10 After accounting for multiplier effects as a result of indirect and induced employment it is estimated (based on the average GVA per worker in the WECA area) that the Proposals will make a further **£440,000** annual net additional GVA contribution to the WECA economy.
- 3.11 Summing the above direct, indirect and induced figures, it is therefore estimated that the proposed development will make a total annual net contribution of **£1.2 million** GVA to the WECA economy.
- 3.12 Over the assumed duration of each intervention (set out in the table), the Proposals are therefore estimated to generated a total **£2.6 million** GVA in the WECA area. This is set out in the below table.

**Table 3.5: Economic output (GVA)**

	Direct GVA (Annual)	Indirect GVA (Annual)	Total (Annual)	Intervention Period (Years)	Total (Intervention)
107 High Street (Twerton)	£50,000	£30,000	£80,000	1.5	<b>£120,000</b>
115 High Street (Twerton)	£530,000	£290,000	£820,000	2.5	<b>£2,050,000</b>
10 Moorland Road	£50,000	£30,000	£80,000	1.5	<b>£120,000</b>
102 Mount Road	£130,000	£90,000	£220,000	1.5	<b>£330,000</b>
<b>All Interventions</b>	<b>£760,000</b>	<b>£440,000</b>	<b>£1,200,000</b>	-	<b>£2,620,000</b>

Note: Figures rounded to nearest £10,000

Turley Economics, 2022

<sup>12</sup> GVA per employee figures incorporated on the basis of the Experian definitions of the assumed sectors of employment supported within each intervention, as follows: 107 High Street (Twerton) – retail [£35,700 per FTE per annum]; 115 High Street (Twerton) – recreation [£36,400]. 10 Moorland Road – retail [£35,700]. 102 Mount Road – accommodation & food services [£29,900].



- 3.13 Similarly to as outlined above in respect of employment impacts, an adjusted table presenting economic output impacts relating to the VfM analysis for the Proposals' FBC is provided at Table 3.6 below.

**Table 3.6: Economic output (GVA) (Proposals' FBC VfM adjusted)**

	Direct GVA (Annual)	Indirect GVA (Annual)	Total (Annual)	Intervention Period (Years)	Total (Intervention)
107 High Street (Twerton)	£50,000	£30,000	£80,000	1.5	<b>£120,000</b>
115 High Street (Twerton)	£220,000	£120,000	£340,000	2.5	<b>£850,000</b>
10 Moorland Road	£50,000	£30,000	£80,000	1.5	<b>£120,000</b>
102 Mount Road	£130,000	£90,000	£220,000	1.5	<b>£330,000</b>
<b>All Interventions</b>	<b>£760,000</b>	<b>£440,000</b>	<b>£1,200,000</b>	-	<b>£1,420,000</b>

*Note: Figures rounded to nearest £10,000*

Turley Economics, 2022

### **Markets, cultural and community activities and other pop-up street events**

#### ***Footfall, linked expenditure and employment***

- 3.14 It should also be noted that an important component of the Council's Proposals is the intention to **facilitate the hosting of markets, cultural and community activities and other pop-up street events on Twerton High Street, Moorland Road and Weston High Street.**
- 3.15 Whilst the details of such events have not yet been fixed, it is clear that markets and other temporary activities to animate town centres can be an effective way of raising footfall and expenditure, supporting both temporary market-stall traders and existing local businesses in local brick and mortar premises and their associated local employment. This assertion is supported by an academic study conducted by researchers at Manchester Metropolitan University, which found that town centre markets can boost total customer footfall in town centres by up to 25%<sup>xviii</sup>.
- 3.16 An example of a similar local past successful event which the Council will seek to emulate is September 2019 'Love Milsom Street' event – a pilot pedestrianisation of Milsom Street and surrounding side-streets in Bath city centre for one weekend to facilitate the hosting of markets and other on-street events. The event was considered a significant success by the Council, with footfall counters registering peak footfall respectively 17% and 35% higher than the average Saturday and Sunday peaks on regular weekends<sup>13</sup>. The Council also noted that positive impacts in terms of air quality and pollution levels were also recorded.
- 3.17 Of the 40 businesses located on Milsom Street, Milsom Place and Green Street which participated in the Love Milsom Street event:

<sup>13</sup> Average Saturday and Sunday peaks during the month of September between 2017 and 2019.

- **94%** felt that the event met or exceeded their expectations;
- **52%** felt that the increase footfall during the event had a positive effect on sales; and
- **96%** said that they would support more road closures and events on Milsom Street<sup>xix</sup>.

3.18 It is clear that markets in other nearby Local Centres such as Frome and Wells have been successful in attracting additional footfall and linked expenditure to the town centres. Figures published by the operators of The Frome Independent provide an indication of the level of expenditure that markets can generate. The Frome Independent operates one day per month over ten months (March - December), and in 2019 attracted 80,000 customers to its c. 200 stalls, whom it is estimated spent a total of £2.5 million at the market and at other town centre shops and businesses<sup>xx</sup>.

3.19 As set out in the below table, this indicates an average of 40 visitors per stall per event, each spending an average of £31.25<sup>14</sup>. Whilst some of this expenditure will have indeed occurred regardless of the market, in the context of the clear academic and case study evidence showing that markets and events can provide effective boosts to town centre footfall, it is evident that significant expenditure gains will be possible as a result of the Proposals for Twerton and Weston High Streets and Moorland Road (Westmoreland).

**Table 3.7: Economic Impact of The Frome Independent, 2019**

The Frome Independent	Per Event	Per Year (10 Events)
Stalls	200	2,000
Visitors	8,000	80,000
<b>Average Visitors per Stall</b>	<b>40</b>	
Expenditure	£250,000	£2,500,000
<b>Average Expenditure per Visitor</b>	<b>£31.25</b>	

*Source: The Frome Independent, 2021*

3.20 Whilst it is not possible to quantify the potential expenditure and employment impacts of the Proposals prior to the development of a detailed events programme, it can be reasonably assumed that additional expenditure generated within local centres by markets and other events will support their employment capacity. For example, growth in expenditure could enable local businesses to retain existing members of staff as they seek to recover from the loss of revenue during the pandemic or, indeed, hire new employees to meet an uplift in demand.

3.21 It should also be noted that retail and leisure jobs supported within Local Centres such as Twerton, Weston High Street and Moorland Road (Westmoreland) are likely to be filled by people living within locally, which would represent an effective means of

<sup>14</sup> Note that this includes expenditure both at the market stalls and at other town centre shops and businesses.

spreading economic opportunity across B&NES district, with small businesses being particular beneficiaries.

- 3.22 It will be important to ensure that the events programme is varied, catering to the full spectrum of potential visitors, and regularly refreshed in order to maintain interest and to continue to generate this uplift in footfall at the semi-regular events on an ongoing basis. B&NES Council fully recognise the significance of this as a factor in terms of the sustainability of the Proposals and are therefore in the process of developing an events programme and marketing strategies to ensure that interest in the events and the associated benefits will be maintained for the full duration for which funding is made available.
- 3.23 It is also emphasised that the permanent interventions implemented as part of the wider Proposals (most notably the public realm improvements discussed elsewhere in this report, which represent best-practice design to maximise social value) are intended to have a decades-long lifespan and will serve to create lasting improvements to the Local Centres' urban environments, growing their attractiveness for people to visit and spend time in over the long term.



## 4. Social Value Benefits

- 4.1 Several components of the Proposals are likely to lead to positive social outcomes. As outlined in the Introduction section, this report aims to present both quantitative and qualitative social value benefits, which in many cases are mutually supportive.

### **The social value of employment and volunteering**

- 4.2 Employment and volunteering opportunities are likely to be spread across all Local Centres, given that all are set to provide volunteering opportunities through the delivery of the various planned pop-up shops, community workspaces, and 'meanwhile' uses as well as the hosting of markets, cultural and community activities and other pop-up street events.
- 4.3 As outlined below, there is strong evidence suggests that such Proposals and the resultant employment and volunteering opportunities are likely to create social value for individuals and society as a whole.

### ***Returning to work following unemployment***

- 4.4 Evidence published by the Social Value Portal<sup>xxi</sup> suggests that an individual returning to full-time work and no longer being unemployed generates social value of £20,481 per person per year in reduced healthcare and benefit costs<sup>15</sup>.
- 4.5 Unemployment currently remains significantly higher than prior to the Covid-19 pandemic in B&NES (and indeed nationally), and it is therefore very likely that a proportion of the jobs supported by the Proposal will be taken by people who were previously unemployed. This is demonstrated by the fact that ONS data<sup>xxii</sup> shows that as of November 2021 3,240 people in B&NES were registered as claiming benefits principally for the reason of being unemployed, a figure which is over 50% higher than recorded in January 2020.
- 4.6 For illustrative purposes, it has been assumed that 10% of people employed as a result of the Proposals will have been previously unemployed. This proportion aligns with benchmarks quoted in B&NES Council's Social Value Procurement Policy<sup>xxiii</sup>, and could be a conservative assumption in the current economic climate, given the current high level of unemployment and the increasing need for jobs. It is therefore assumed that two of the 22 gross FTE jobs across the Local Centres could be filled by someone who was previously unemployed.
- 4.7 Total gross social value equating to c. £40,000 per annum, multiplying out to **£100,000** over 2.5 years, could be therefore delivered through people returning to work and the associated cost savings associated with this for society by interventions planned for the following relevant Local Centres (as outlined in the previous section):

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<sup>15</sup> TOMs 2021 Indicator NT3: Average annualised increase in economic benefits to the individual over the course of their lifetime, based on fiscal benefits to the NHS from a reduction in health care costs and fiscal benefits to the Department of Work and Pensions.

- Twerton High Street
- Moorland Road
- Mount Road

4.8 It should be noted that additional social value would be generated as a result of any expenditure and resultant employment created through the **hosting of markets, cultural and community activities and other pop-up street events at Twerton High Street, Moorland Road (Westmoreland) and Weston High Street**, albeit it is not possible to quantify these at this stage of the plans.

#### ***Volunteering***

4.9 The various pop-up shops, community workspaces, and ‘meanwhile’ uses as well as the hosting of markets, cultural and community activities and other pop-up street events throughout the year will require the support of volunteers. It is estimated that such events will require the input of at least as many volunteers on a rolling basis throughout the year as FTE positions created, thereby indicating that the Proposals could support 22 volunteering opportunities.

4.10 Research conducted on behalf of housing charity HACT<sup>xxiv</sup> calculated volunteering as generating social value equivalent to £2,974 per volunteer per annum, with the benefits being felt through the impacts on the volunteers themselves, in terms of increased life satisfaction, physical and mental health and overall wellbeing, as well as the results of the voluntary activity in question.

4.11 Based on engaging 22 people in voluntary activities, gross social value of £65,000 per annum could be therefore delivered through the Proposals, equating to **£160,000** over 2.5 years. This resultant social value is likely to be spread across all Local Centres, given that all are set to provide volunteering opportunities through the delivery of the various planned pop-up shops, community workspaces, and ‘meanwhile’ uses as well as the hosting of markets, cultural and community activities and other pop-up street events.

### **The social value of public realm enhancements**

#### ***Facilitating active travel – promoting and improving human and economic health***

4.12 The Proposal’s public realm improvements will enhance the urban environment for people accessing Local Centres by walking and cycling, particularly through the following interventions:

- New cycle parking (at Twerton High Street, Moorland Road, Weston High Street and Mount Road).
- Enhanced signage and wayfinding for pedestrians (at Twerton High Street, Weston High Street and Mount Road)
- New / maintenance of existing street furniture (at Moorland Road, Weston High Street and Mount Road)

- 4.13 These improvements to the Local Centres' environment will make the area attractive to access on foot and by other active travel modes, such as cycling, and – whilst also being likely to generate economic returns, as discussed above – are likely to have long-lasting health and wellbeing benefits for all those who use the town centre, through increasing levels of physical activity.
- 4.14 It is clear that there is a strong relationship between levels of physical activity and public health and wellbeing. The OHID estimate that physical inactivity is responsible for around one in six UK deaths, which is equal to smoking. This also comes at significant economic cost, with OHID estimating physical inactivity as costing the UK £7.4 billion annually (including £0.9 billion to the NHS alone)<sup>xxv</sup>. In B&NES, there are between 30,000 and 35,000 adults (aged 16+) that are estimated to be inactive, doing less than 30 minutes of physical activity a week<sup>xxvi</sup>. Data from Sport England's Active Lives Survey suggests that the percentage of inactive adults in Twerton (24%) and Southdown (also 24%) is higher than the B&NES average (21%)<sup>xxvii</sup>.
- 4.15 For most people, the easiest and most appropriate forms of physical activity are those that can be incorporated into everyday life, such as walking or cycling. Therefore, it is imperative that the built environment in B&NES is designed, created and built to support and enable people to incorporate movement, particularly walking and cycling into their daily lives. Active travel – for example, walking and cycling integrated as part of general daily activities – is highlighted by the UK Chief Medical Officers Physical Activity Guidelines<sup>xxviii</sup> as a key means of improving physical activity rates and, by extension, health and wellbeing.
- 4.16 To this end, Public Health England (PHE) has calculated that if everyone in a town of 150,000 people walked just 10 minutes more a day, 31 lives per year could be prolonged<sup>xxix</sup>. Given that the combined populations of the 15-minute neighbourhoods around the Local Centres is an estimated c. 51,000<sup>16</sup>, this would equate to prolonging the life of up to 11 people per year, demonstrating the significant benefits to local people's health that could be derived from public realm enhancements such as those included within the Proposal, which – whilst seemingly relatively small interventions – could help facilitate more physical activity.
- 4.17 Having a built environment that supports active modes of travel to increase physical activity levels and movement, will not only improve cardiovascular health and reduce cancer risk, but will also play a fundamental role in helping residents maintain a healthy weight. This aligns with B&NES Council's Healthy Weight Strategy<sup>xxx</sup>, which sets out that *"increase[ing] opportunities for physical activity in our daily lives, reducing sedentary behaviour"* is one of the 'key objectives' through which its ambitions to reduce excess weight amongst adult and child residents will be met. Inspiring people to be physically active by attracting them to a vibrant and walkable local centre is also likely to have benefits in terms of reducing feelings of isolation, with the B&NES Healthy Weight Strategy also identifying the clear links between social inclusion, wellbeing, physical activity and people not feeling fully in control of the food they eat.

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<sup>16</sup> Note that several of the neighbourhoods overlap, meaning that the resident population of each individual geography sums to greater than the identified 51,000. The 51,000 figure therefore avoids double-counting.



- 4.18 Tackling obesity is one of the greatest long-term health challenges this country faces. Over half of B&NES (55%) and nearly two thirds of the England (63%) adult populations were classified as overweight or obese in 2019/20<sup>xxxi</sup>. Overweight and obesity levels for Year 6 age children are above the England average (35%) and B&NES average (26%) in Twerton (39%) and in Southdown we also see higher rates (32%). Once established, obesity is notoriously difficult to treat, so prevention and early intervention are very important. It is estimated that overweight and obesity related conditions across the UK are costing the NHS £6.1 billion each year. Latest figures show there were nearly 900,000 obesity related hospital admissions in 2018 to 2019. If all people who are overweight or living with obesity in the population lost just 2.5kg (one-third of a stone), it could save the NHS £105 million over the next 5 years<sup>xxxii</sup>.
- 4.19 With the growth in road transport having been identified as a major factor in reduced rates of physical activity and increases in obesity<sup>xxxiii</sup>, a modal shift towards active travel is considered vital towards reversing these trends.
- 4.20 Public realm projects such as the Proposal which facilitate walking and other active travel modes do not only make a positive contribution to local health outcomes – they are also a sound economic investment and a source of wider social value. For example, replacing car journeys with walking and cycling, and making roads and public realm safer and more pleasant delivers considerable savings; it is estimated that for every £1 spent on cycling provision, the NHS recoups £4 in reduced health costs, with an additional 35p being generated in the economy for every mile travelled by bike instead of car<sup>xxxiv</sup>.
- 4.21 Indeed, a 2010 review for the South West Regional Government Office and Department of Health, found that:
- “Almost all of the studies identified (UK and beyond) report economic benefits of walking and cycling interventions which are highly significant, and these average 13:1. For UK interventions only the average figure is higher, at 19:1”<sup>xxxv</sup>.*
- 4.22 To put the above into context, as noted by a report by Sustrans<sup>xxxvi</sup>, many road schemes go ahead with benefit to cost ratios of 2:1 or even lower.
- 4.23 In addition to the above, the delivery of new and maintenance of existing street furniture will increase the attractiveness and perception of Local Centres as a place where people are welcome to – once having travelled to them via active travel modes – rest and relax.
- 4.24 The above evidence therefore indicates that through facilitating physical activity, the Proposal is highly likely to promote both human and economic health for the local population and wider society as a whole.
- Clean and safe streets – tackling anti-social behaviour***
- 4.25 Street cleansing (at Twerton High Street and Moorland Road) and improved street lighting (at Mount Road) similarly intend to improve the environment for pedestrians, but with a specific focus on tackling crime and anti-social behaviour.

- 4.26 An expert contributor (an ex-Chief Executive of a local authority) to a report published by the Government's Department for Environment, Food & Rural Affairs (DEFRA) on the issue of achieving improvements in street cleaning, highlighted that local environmental issues, such as street cleanliness, are:

*“‘touchstones’ that determine people’s happiness, their perceptions of crime and anti-social behaviour, and the extent to which they feel cared for and respected by their council and other public agencies”<sup>xxxvii</sup>*

- 4.27 The above is supported by research conducted in 2018 by Survation on behalf of the Association for Public Service Excellence (ASPE), with their Neighbourhood Services Survey showing that street cleanliness was regarded as one of the most highly regarded local public services by UK residents<sup>xxxviii</sup>. ASPE concludes that *“it is critical that service resources are targeted more effectively in those areas where cleansing demands are highest”*, and published research similarly suggests that targeted interventions in places of need such as those outlined in the Proposals can be effective in addressing the issue.

- 4.28 For example, a report published by the Joseph Rowntree Foundation<sup>xxxix</sup> examining inequalities in street cleanliness between affluent and deprived neighbourhoods highlights the importance of making:

*“a shift from providing a standard, one-size-fits-all service (e.g. all streets get the same amount of service) to approaches which aim to provide services that correspond more to local variations in the extent of problems...”*

Going on to highlight the view that:

*“environmental problems are not just the result of careless or destructive behaviours, but that local neighbourhood characteristics can present distinctive and indeed quite fundamental challenges. As a consequence, targeted service provision could be seen to improve outcomes and provide a more equal ‘playing field’ for residents in different neighbourhood contexts in terms of keeping their area clean. Indeed, it is argued that better services would create the conditions for better behaviour”*

- 4.29 Therefore, it is considered that the proposals to deliver focused attention to those places identified to be in the greatest need of extra street cleaning measures is a visible action to improve the day-to-day lives of people in local communities in a way that matters to them, increasing civic pride and addressing social inequalities we see across B&NES, with research also suggesting that such measures could also reduce further incidence of anti-social behaviour.

- 4.30 Street lighting is similarly highlighted by research as a means by which feelings of safety can be increased and incidence of crime reduced, as concluded by a Future Cities Catapult report<sup>xl</sup> into the future of street lighting:

*“Public street lighting is an essential element of urban environment. It affects residents’ sense of safety and social inclusion... and also creates an inviting environment for business and tourism after dark”*

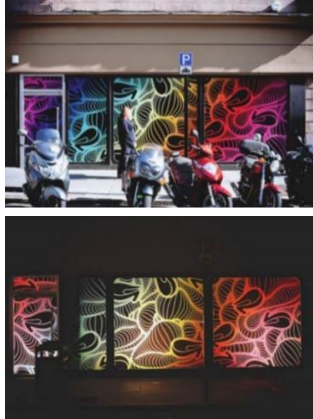


- 4.31 Research cited by PHE<sup>xli</sup> has reported a substantial and significant decrease in the incidence of all crime after improved street lighting. For example, a review of UK studies on lighting and crime noted a 30% overall reduction in reported crime.
- 4.32 Whilst not ascribing financial proxies of social value, the TOMs Framework highlights interventions seeking to reduce incidence of in crime (specifying that the lighting of public spaces is a worthwhile measure) as being key towards helping to create healthier, safer and more resilient communities. It is therefore considered that these components of the Proposals are highly likely to be effective in generating lasting social value for communities.

***Community and public art – cultivating local civic pride and attracting visitors***

- 4.33 The Proposals include a number of community and public art installations and projects, ranging from murals to shop window dressing. Such interventions can create a sense of identity for an area, both cultivating civic pride amongst residents and attracting visitors. Mosaics, murals, sculptures and other artwork can represent diverse cultural backgrounds of local communities. This can promote social cohesion, trust, and the health of protected groups.
- 4.34 Several best-practice examples (from the UK and internationally) of the use of urban public art as a means of re-vitalising areas are profiled overleaf. Whilst these case-studies can be seen to have been of varying scales, it is considered that they share many of the principles and goals behind the Proposals' ambitions to create public and community art installations in the Local Centres, and it is considered that they will prove a similarly effective means of generating social value for communities.



**Table 4.1: Public art: best-practice case-studies**

Project	
<p><b>Unit 44, Newcastle-upon-Tyne</b></p> <p>Unit 44 is a creative enterprise unit operating from the basement of a building in Newcastle upon Tyne. As the shop above the basement premises was empty, there were concerns that the premises would attract either antisocial or criminal behaviour, or not enough footfall and attention from passers-by. The installation of eye-catching art – designed to be dynamic both in the day and night – created much-needed street visibility, promoting the venture, and served as a point of interest. The results included increased footfall to the new business, as well as multiple enquiries regarding the installed artwork<sup>xlii</sup>.</p>	
<p><b>Mitcham High Street, London</b></p> <p>Whilst Mitcham High Street was once characterised by dilapidated shops and unloved public space, which was hard to navigate, a regeneration project – engaging professional designers, local craftspeople and volunteers – worked with residents to re-imagine the area. Work included 14 re-designed shop fronts, a pop-up business clinic as well as a range of art installations, such as murals, around the centre. The project was supported by a comprehensive communication strategy (including a local website and press campaigns to advertise the changes) plus market events tailored to the locality<sup>xliii</sup>.</p>	
<p><b>‘Philly Painting’, Philadelphia</b></p> <p>‘Philly Painting’, took place in Philadelphia in 2012 and described itself as a “<i>neighbourhood beautification project</i>”<sup>xliv</sup>, the initiative aiming to mobilise residents and businesses to transform an under-cared for commercial corridor by re-vitalising its appearance and attracting economic stimulus to the neighbourhood. The painting project – which has widely been considered a success – engaged the city’s Department of Commerce and Planning Commission, alongside artists and local business and community representatives, with long-term goals of the project including improved quality of life; improved local business viability and sales; and the attraction of investment and additional resources<sup>xlv</sup>.</p>	

### ***Urban greening – improving mental and physical health***

- 4.35 The Proposals will deliver a range of urban greening initiatives across all Local Centres, including planters, wildflower planting, a sensory garden and hanging baskets. There is an established and ever-growing evidence-base which strongly suggests that the inclusion of green infrastructure in urban design can create social value, increasing the health and wellbeing of those accessing spaces.
- 4.36 Poor mental health is estimated to incur an economic and social cost of £105 billion a year in England, with treatment costs expected to double in the next 20 years<sup>xlvi</sup>, and the positive impact of open and green space on mental health is well established. The World Health Organisation (WHO) cites the link between access to open space and improved mental health, such as lower levels of depression and physiological stress. Other research has linked the proportion of green and open space to self-reported levels of health and mental health<sup>xlvii</sup> for all ages and socio-economic groups<sup>xlviii</sup>. This relationship has been found to be significant in an urban context where urban green space is related strongly to increased attention and mood<sup>xlix</sup>. Those individuals that are lucky enough to live close to green space in urban areas, have been found to experience lower rates of anxiety, and having an indirect interaction with nature, such as viewing trees through windows, has been associated with lower blood pressure.
- 4.37 Research by the University of Exeter, published in 2014, was one of the first studies to consider the effects of green space on mental health over time, leading to increased validity in their findings<sup>l</sup>. Using data from over 1,000 participants, it showed that those moving to greener areas experienced an immediate improvement in mental health that was sustained for at least 3 years. The study also showed that people relocating to a more built-up area suffered a drop in mental health. Interestingly this fall occurred before they moved; returning to normal once the move was complete<sup>li</sup>. This research has been endorsed by NICE as reliable evidence for policymaking<sup>lii</sup>.
- 4.38 Physical health could also be positively impacted, given that, as concluded by a DEFRA study, urban vegetation is beneficial for air quality<sup>liii</sup>. Similar findings are reported by a 2020 publication by PHE, which cited evidence that in 2017 urban green and blue space in Britain removed 27,900 tonnes of 5 key air pollutants. The avoided health costs were estimated at £162.6 million, with 70% of the avoided costs due to the positive effects of urban woodland<sup>liv</sup>.
- 4.39 Urban greening also provides a wider range of health protection benefits. Urban street planting also provides shade and shelter and reduces the risk of ‘heat island effects’, which reduces the risk of health issues related to these environmental conditions, including heat exhaustion. Coniferous trees, planted close to streets and spaced appropriately, have been found to be the most effective in absorbing particulate matter all year round. This reduces the risk of respiratory and cardiovascular disease, cancer, asthma and pollution-related mortality.
- 4.40 Biophilia – the concept that humans have an instinctive bond to nature – is therefore growing in prominence when considering the impacts of urban greening and design. The concept in terms of economic and social value is considered by environmental planning consultants Terrapin Bright Green (TBG) in their 2015 study, ‘The Economics of Biophilia’, stating that:

*“Humans have evolved and progressed alongside nature and its systems. Because of this, the human mind and body function with improved efficiency when natural elements are present”<sup>lv</sup>.*

- 4.41 The role played by biophilia in physical and mental health outcomes is becoming progressively more understood, and biophilic design is therefore increasingly significant feature of the urban environment. Although writing in reference to green infrastructure in workplaces, it is nonetheless relevant to note that the World Green Building Council (WGBC) affirm that there is a mounting evidence-base to show that the provision of natural space and biophilic design measures can add social and economic value, through helping lower stress, improving cognitive function and enhancing creativity<sup>lvi</sup>.
- 4.42 This is supported by TBG research, which presents evidence from US studies that found that 10% of employee absences can be attributed to the propensity of architectural elements with no connection to nature, and that features such as green roofs can serve to help counteract and alleviate a lack of nature in the urban environment<sup>lvii</sup>. Conversely TBG also report that studies have shown that the economic benefits of implementation of biophilic design measures such as outdoor spaces in offices can equate to up to \$1,000 per staff member<sup>lviii</sup>, this figure being derived from reducing absenteeism, stress and fatigue and increasing performance and productivity. TBG subsequently conclude that biophilic design *“optimizes productivity, healing time, learning functions, and community cohesion”<sup>lix</sup>.*

### **Social value of healthy streets**

- 4.43 Many of the above elements of the Proposals associated with both pop-up and temporary animations and activities and the permanent public realm improvements will contribute towards meeting objectives relating to delivering social value through the promotion and delivery of healthy streets, which has been analysed through the lens of ‘Healthy Streets Indicators’.
- 4.44 The Healthy Streets Indicators is the policy initiative underpinning London’s Transport Strategy (2018) and Health Inequalities Strategy (2018) as well as the new London Plan. Whilst not having direct impact on the Proposed Development’s design (being a London-specific standard), their principles nonetheless remain relevant as a best-practice standard to consider whether a proposal will contribute positively to creating a healthy environment.
- 4.45 Drawing on the analysis outlined elsewhere in this report, the ten Healthy Streets Indicators and how they are applicable to the Proposed Development are outlined in the table overleaf.



**Table 4.2: How the Proposals will promote healthy streets**

Healthy Streets Indicator	How the Proposals will promote healthy streets
1. Pedestrians from all walks of life	The public realm enhancements – most notably the installation of street furniture and potential markets and other street events – will be for all to use and attend – not just those with money to spend. This will enhance the feeling of a street that is welcoming to pedestrians from all walks of life as a place to spend time. The pedestrian-friendly measures and new street furniture will also enhance accessibility for all pedestrians, for example providing places to stop and rest (see Point 4).
2. Easy to cross	Attracting people via active travel modes (walking and cycling) through the creation of 15-minute neighbourhoods aims to create streets that are easier to cross, particularly for older and disabled people and children.
3. Shade and shelter	The installation of trees and planters will enhance tree coverage in the street, providing shade and shelter.
4. Places to stop and rest	The installation of new street furniture will mean that there will be places for people to stop and rest.
5. Not too noisy	Any modal shift towards walking and cycling away from private car achieved through the promotion of active travel modes should mean that vehicle noise is reduced.
6. People choose to walk, cycle and use public transport	Cycle parking will promote the area as a place where it is convenient to cycle. The clustering of public services and social infrastructure within 15-minute neighbourhoods should make walking and cycling the natural choice for accessing services locally.
7. People feel safe	The animation of the streetscape, through the installation of public art, street furniture and cultural interventions, such as regular events, will mean that the street attracts more people and will increase overall vibrancy, thereby increasing natural surveillance, whilst maintenance to the public realm and street cleansing will promote civic pride in the area, potentially reducing incidence of anti-social behaviour. The promotion of active travel has the potential to create safer streets.
8. Things to see and do	New public art will create vibrancy alongside street dressing projects and the programme of interventions for vacant premises will also animate the streetscape and create new things to see and do. The installation of outdoor seating for the use of local food & beverage businesses will also create new options for spending time on the street. This of course will be maximised during the hosting of events on the streets.
9. People feel relaxed	The addition of street furniture where people can rest and socialise will enhance the feeling of the street as a place where it is pleasant to spend time and relax. The proposed planters and improvements to existing green infrastructure could also be beneficial, given that there is also a growing body of research to suggest that biophilic design – the incorporation of nature into the built environment – can have positive impacts on people’s mental wellbeing.
10. Clean Air	The promotion of active travel for local trips is intended to reduce traffic and, subsequently, emissions in the area. The addition of planters will also enhance air quality, with urban vegetation being found as beneficial for air quality by a report <sup>x</sup> published by DEFRA.

## Social Value of reducing local health inequalities

- 4.46 Research published by the Equality Trust<sup>lxvi</sup> has estimated that the overall cost of social and health inequality to the UK equates to £39 billion per annum, as a result, for example, of increased poverty, reduced life expectancy, worse mental health, higher levels of imprisonment and increased levels of violence. If broken down to an individual level, it would show that the annual impact of inequality on every man, woman and child in the UK can be valued at £622.
- 4.47 Despite B&NES having relatively low levels of deprivation overall, there are some areas where inequality is widening, and deprivation remains significant. Three out of the four local centres include Lower Super Output Areas (LSOAs)<sup>17</sup> that are in the lowest quintile locally in terms of the Income Domain for B&NES (2019). Two LSOAs are amongst the 10% most-deprived nationally (Whiteway and Twerton West) with a further LSOA being amongst the 20% most deprived nationally (Twerton). B&NES's more disadvantaged pupils often achieve lower qualifications and fewer go on to sustain education, employment or training after reaching 18.
- 4.48 Some people in B&NES's communities have worse health than others. Although some of these differences arise from chance, from genetics or individual decisions, international research shows that most health inequalities are determined by people's social and economic status over the course of their lives. These differences are seen across different levels of wealth, between men and women, different ethnic groups, people with and without disability and between other discriminated-against groups. For example, there are significant variations in life expectancy related to socio-economic inequality. Life expectancy for men varies by up to eight years between those living in our least and most deprived areas in B&NES<sup>lxvii</sup>. All-cause mortality is a fundamental measure of the health status of a population. Deaths from all causes for those aged under 75 years is higher than the England average in Twerton, Oldfield Park West, and Oldfield Park East.
- 4.49 The Government-commissioned report Fair Society, Healthy Lives ('The Marmot Review')<sup>lxviii</sup> investigated health inequalities in England and the actions needed in order to tackle them. One of the key messages emphasised was that 'Reducing health inequalities is vital for the economy'. The report stated:

*'The benefits of reducing health inequalities are economic as well as social. The cost of health inequalities can be measured in human terms, years of life lost and years of active life lost; and in economic terms, by the cost to the economy of additional illness. If everyone in England had the same death rates as the most advantaged, people who are currently dying prematurely as a result of health inequalities would, in total, have enjoyed between 1.3 and 2.5 million extra years of life. They would, in addition, have had a further 2.8 million years free of limiting illness or disability. It is estimated that inequality in illness accounts for productivity losses of £31-33 billion per year, lost taxes and higher welfare payments in the range of £20-32 billion per year, and additional*

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<sup>17</sup> LSOAs are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. LSOAs are automatically generated so to be as consistent in population size as possible, with a minimum population of 1,000 and an average 1,500.

*NHS healthcare costs associated with inequality are well in excess of £5.5 billion per year’.*

- 4.50 The Marmot Review affirms that *‘health inequalities result from social inequalities’*, stating that action on health inequalities requires action across all the social determinants of health. One of the 6 policy objectives of the review is to *‘Create and develop healthy and sustainable places and communities’*.
- 4.51 It is considered that the improvements to be made via B&NES Council’s Proposals for the identified Local Centres will play a significant role in reducing inequalities locally, which, as the evidence outlined in this section has demonstrated, will have significant beneficial impacts on the economic, physical and mental health of B&NES residents.



## 5. Conclusion and Summary

5.1 In summary, the impacts associated with B&NES Council's Bath Local Centres High Street Improvement Scheme will positively contribute to the local and regional economy, the Proposals generating both economic benefits and social value. The Proposals' positive impacts will provide an important source of local economic and social benefit for communities.

5.2 The impacts of the Proposal are summarised below:

### **Economic and Social Value Impact**

#### ***Economic Impacts***

- Supporting **22** gross FTE jobs.
- Generating **19** total net additional FTE jobs for WECA residents. Of these jobs, **11** will be created through the new funding sought by the FBC for the Proposals.
- Contributing a total net additional **£2.6 million** GVA in the WECA area over the duration of the interventions. Of this economic output, **£1.4 million** will be created through the new funding sought by the FBC for the Proposals.
- Promoting **local economic resilience**, with vibrancy potentially supporting permanently increased levels of footfall and expenditure at local businesses, growing the Local Centres' employment capacity.

#### ***Social Value Impacts***

- Generating gross social value of **£100,000** over 2.5 years through supporting people returning to work.
- Generating gross social value of **£160,000** over 2.5 years through supporting volunteering opportunities.
- Summing the above figures gives total gross social value of **£260,000** over 2.5 years.
- Generating social value through **creating healthy streets**, promoting wellbeing and supporting healthy lifestyles and **reducing local health inequalities**, including through public realm animation and enhancements, with measures including:
  - **Facilitating active travel**, promoting human and economic health.
  - **Clean and safe streets**, tackling anti-social behaviour.
  - **Community and public art**, cultivating local civic pride and attracting visitors.
  - **Urban greening**, improving mental and physical health.

## Appendix 1: Twerton High Street

## Appendix 2: Moorland Road (Westmoreland)



## Appendix 3: Weston High Street

## Appendix 4: Mount Road (Southdown)

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Malcolm Coe  
Director of Investment and  
Corporate Services  
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BS1 6ER

04 February 2022

Dear Mr Coe

**Ref: WECA Love Our High Streets Bath & North East Somerset Council Full  
Business Case for Bath Local Centres High Street Improvement Scheme**

I can confirm that I have approved the final £309,297 Full Business Case for submission to the West of England Combined Authority.

This includes:

- All relevant financial approvals are in place within the Sponsoring Body to deliver the project as set out in the Full Business Case.
- All appropriate financial due diligence has been undertaken by the Sponsoring Body in respect of the Full Business Case.
- The Council are responsible and accountable for ensuring that the project delivers good value for money in the use of public resources, that being the suitability and effectiveness of the project as well as the economic growth and wider societal outcomes achieved in return for the public resources received.
- I have reviewed and endorse the value for money statement within the Full Business Case documentation.

Yours sincerely



**Gary Adams**  
**Head of Financial Management (Deputy S151 Officer)**

**On behalf of Andy Rothery**  
**Chief Financial Officer**  
Bath and North East Somerset Council





Cleo Newcombe-Jones  
Regeneration Manager  
B&NES Council  
Lewis House  
Bath  
BA1 1JG

Date : 2<sup>nd</sup> February 2022

Dear Cleo,

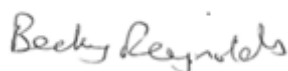
I am writing to confirm my support for the B&NES Council's submission of the Bath Local Centres High Street Improvement Scheme Full Business Case. Many of the things that influence health and wellbeing, and the likelihood of developing long term health conditions, are the everyday circumstances we live in. Where built environment or public realm improvements occur, these should therefore be used as an opportunity to enhance the health and wellbeing of our local residents.

The COVID-19 pandemic has exacerbated health inequalities and has put a spotlight on the importance of the wider determinants of health, such as where a person lives, the built environment and access to green spaces, further emphasising the need to create environments that support people to live healthier lifestyles. The proposed scheme fully supports a key priority in the B&NES Health and Wellbeing Strategy '*Create healthy and sustainable places*' and the outcome of '*A built and natural environment which supports and enables people in our communities to lead healthy and sustainable lives*'.

By creating high streets and centres across B&NES which people from all our communities want to visit and spend time in, this will in turn help support positive health and wellbeing and reduce health inequalities. Likewise, a health promoting environment (i.e. through infrastructure such as bike racks/parking) will encourage people to visit and utilise high streets and centres, supporting our renewal and recovery programme for B&NES.

We look forward to continue working with your team to develop this project further.

Yours sincerely



Becky Reynolds  
Director of Public Health and Prevention  
Bath and North East Somerset Council