




Keynsham


Town Plan

Summer 2012


Background & history




Keynsham is an historic market town with a geographical position that has made it attractive to settlers from early times. The Romans constructed several villas in the area, with a substantial settlement on The Hams and a large Roman house discovered under Keynsham Cemetery. Keynsham was listed in the Domesday Book of 1086 as Cainesham, meaning St Keyna's home. The settlement developed into a mediaeval market town.



Following the Dissolution of the Monasteries in 1539, the remains of a large 12th Century abbey were plundered over the centuries. The construction of the Keynsham by-pass in the 1960s dealt the final blow, although some foundation walls may still survive below the Memorial Park. Exquisite Romanesque and later sculpture, tiles and other artefacts were rescued.




The Domesday Book records six mills in Keynsham. The supply of water ensured the continuation of milling industries, such as corn grinding, fulling, brass and steel making and the processing of flax and dyes; some industries continuing into the 20th Century.



The advent of the Great Western Railway and the opening of Keynsham Station in 1840 gave the incentive for house construction that, in turn, gave new impetus to quarrying and limekilns. After the

Second World War, Keynsham became a town for the overspill population of Bristol and a building boom transformed the area.



The Keynsham Union Workhouse was built in 1837. In 1938 it became St. Clements Hospital and in 2009 it was rebuilt as Keynsham Health Centre.

J.S. Fry & Sons Ltd began building their model cocoa and chocolate factory in 1920. In 1967 it became known as Cadbury's. In 2010 the factory was sold to Kraft Foods, who promptly closed the factory. The last chocolate bar rolled off the line on 14th

January 2011. Thus ended 90 years of chocolate making in the town.

THE ECONOMY & LOCAL BUSINESSES

Keynsham is advantageously placed, lying centrally between the cities of Bath and Bristol and surrounded by rolling countryside that stretches into the Town Centre. Keynsham can be easily accessed by road and rail, benefiting from a railway station that offers regular services to London and the South West and is in easy walking distance of the Town Centre.

The Town Centre benefits from a mix of small independent, specialist and national retailers. The High Street is linear, with a civic space located around the 1960's style buildings and clock tower. The town hosts a monthly Farmers' Market on the second Saturday and is located outdoors, around the clock tower with live music beside the adjoining pavement cafe. Food available at the market stalls is either grown or locally produced and sold by the people who produce it.

The largest employer in the area is Bath & North East Somerset Council. There are a number of small industrial sites fringing the town. Unemployment is well below the national average.

The town has a Business Association that is active in promoting the town and what it offers to prospective employers.

THE LOCAL COMMUNITY

The town has a population of about 16,000 residents occupying approximately 7,500 households, with a high proportion of adults aged 65 and over. It has an active community with a wide range of sports, music, drama and interest groups. It is estimated that there are over 300 active groups in the Keynsham and the surrounding area.

Keynsham plays host to a multitude of arts, music and cultural organisations. A significant focus for arts activities in Keynsham is the annual Keynsham Music Festival that traditionally takes place in July in

the Memorial Park and venues throughout the town. This is an opportunity for all of Keynsham to come together and celebrate the town's creativity.

There are many churches in Keynsham catering for all denominations, many of which are participating members of Keynsham and Salford Churches Together. This organisation brings people from different traditions to find new ways to work and worship together. The Cemetery is located at the edge of the town and has a small chapel open for visitors.

In Keynsham there are two secondary schools, six primary schools, and a satellite of Norton Radstock College at the Business and Secretarial Centre at St Francis Road. In the Town Centre there is a library offering a range of services and Keynsham Leisure Centre, with a 25m pool, gym and sports halls. There are a number of church halls and Keynsham Fry Club and Conference Centre offering access to a range of activities.

WOODLANDS, PARKS & OPEN SPACES

Keynsham is surrounded by green space and open woodland, including a patchwork of arable land, grassland and meandering tree-lined rivers. Abbots Wood and Manor Road Woodlands are situated at the southern and eastern parts of the town and have been developed by the local community over the last 20 years.

Placed centrally within the town is the Memorial Park which offers a diverse mix of mature wooded areas, grassy vistas, formal planting areas and water habitats, some of which date back to the 19th century and then, later, to the Second World War when the Park, with its wide range of facilities, was formally laid out.

The two rivers, the River Avon and the River Chew, converge in the town. In 1968 the town was subject to a serious flood where large parts of the town were inundated. The Keynsham lock and sluices now control the river levels.

The area benefits from an excellent network of walking and cycling routes, including the Monarch's Way, The River Avon Trail and the Bristol and Bath Railway path.

THE FUTURE OF KEYNSHAM

Keynsham will experience significant change in the future as key development sites are

brought forward for redevelopment. There are three key development sites that are available for redevelopment. They are Somerdale, the Town Hall site and the High Street ⁽¹⁾.

A vision for the area has been developed based upon the consultation carried out with local people. These aims are:

- To enhance the town through physical development;
- Improve the economy and provide better jobs;
- Make Keynsham ready for the future;
- Help Keynsham to capitalise on its location;
- Help Keynsham remain proud and independent.

As part of the regeneration strategy for the town centre, the Council has identified three priorities that look to address local challenges and deliver the community's aspirations as set out in the Sustainable Community Strategy:

1. Improving the Shopping Experience:

- Providing larger units on the High Street to attract more national retailers;
- Provide space for existing retailers to expand;
- Manage the traffic to make the High Street more pedestrian friendly;
- Create space for markets and cafes.

2. Creating New Jobs:

The Town Hall, Riverside and Somerdale have the opportunity to be major employment destinations that can anchor each end of the High Street, attracting higher quality office occupiers and increasing the footfall on the High Street.

3. Improving the Park:

Creating a 'green' connection from Dapps Hill to the Hams to make an attractive leisure route that links the town centre.

⁽¹⁾ Redevelopment of the Town Hall is scheduled to start in the autumn 2012 and will be completed in 2014. A planning application for Somerdale is expected by the end of 2012.



SECTION 2

Why a Town Plan?

A 'Town Plan' is a statement from the community in a local area about how it sees its future, usually over a five to ten year period. The plans cover local areas and in parished areas, they are usually known as town, parish or community plans.

Acknowledgements

The following Groups were represented on the Committee at various times:

Various residents of Keynsham

Youth Groups

Keynsham South Forum

Keynsham Town Councillors

Keynsham East Community Safety Action Group

Keynsham Heritage Trust

Keynsham Civic Society

B&NES Councillors

Keynsham Business Association

Churches Together in Keynsham & Saltford

Tintagel Close Residents Association

NHS B&NES

Keynsham Town Clerks

Various local B&NES Officers

A 'Town Plan' is not a statutory (legal) document as it is not subject to the same level of scrutiny, examination and status as some of the other more formal plans such as the Council's Local Development Framework (LDF). Plans can make recommendations for consideration in shaping future statutory and non-statutory plans and in some circumstances parts of a parish plan can be considered for adoption as a Supplementary Planning Document. However, this would have to be taken forward by Bath & North East Somerset Council and would be subject to a detailed sustainability appraisal and formal consultation. This could result in the content being changed.

A 'Town Plan' is a very useful source of evidence of local needs and priorities for the community. The plans consider the key issues for the locality and highlight the concerns raised by people who live and work there. 'Town Plans' build on these community views to develop a vision for the area and to set out the specific actions that will be taken to meet the local priorities identified. They also provide an opportunity to:

- Create a greater sense of community spirit
- Provide evidence of local needs and priorities for other plans to take into account
- Give evidence for funding applications.

WHY WE DID IT?

In 2004, Keynsham produced a Town Plan that identified a number of key priorities that the community had raised. The plan was one of the very first community plans produced in the district. It was successful in identifying local residents' priorities and was used to influence decision-making, achieving most of the objectives identified.

In 2009, Keynsham Town Council and Bath & North East Somerset Council's Policy & Partnerships Team brought together local interest groups, residents and local councillors to discuss whether there was an opportunity to review the existing Town Plan. Following an initial discussion, it was felt that there were a number of significant challenges facing the future of Keynsham, and a review of the Plan was essential.

A Steering group was formed in July 2009 to undertake the process. It was apparent early on that whilst the initial decision was to review the existing plan, significant time had passed since the original plan was produced and therefore a full consultation exercise would be carried out.

HOW WE CONSULTED?

The consultation has taken place over the last two years. The initial consultation was carried out in 2009 through contacting key community groups and meeting local residents at events such as the Farmers' Market, to establish the key priorities and needs for the local area.

The initial findings of the research enable the Steering group to produce a detailed questionnaire for individual households to complete. The main topics were:

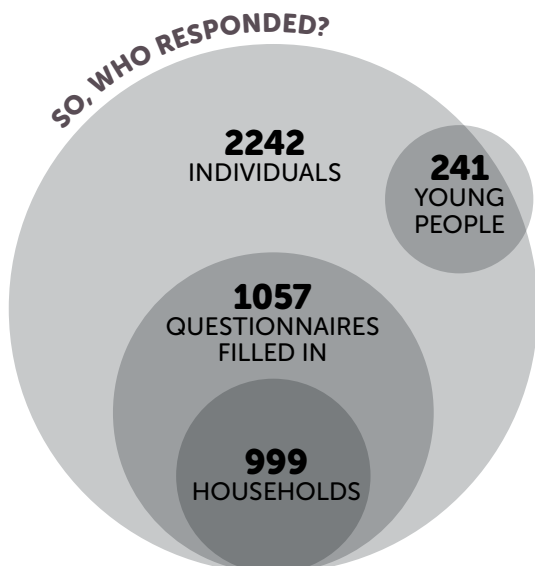
- Policing
- Town Centre Development
- Transport and Road Safety
- Economic Development
- Parking
- Shopping Experience/High Street
- Communications
- Environment
- Housing
- Health & Leisure
- Education & Learning
- Community & Neighbourhoods
- Young people

The questionnaire was distributed to 10,000 households, businesses neighbouring villages and community groups, during October 2010 and the closing date for responses was the 31st December 2010. The questionnaires to

under 16s were also distributed through Time Out, Keynsham Youth Centre, St John's Church Youth Centre and Keynsham Scout Group. There were no compulsory questions and some respondents chose not to answer every question.

The return rate from individuals was 22%. The Steering group have analysed the results and the findings of the consultation are summarised in this report. The results were considered an excellent response, as the target response rate from individuals was expected to be 7.5% to ensure the data was statistically valid.

A total of 1,057 Town Plan questionnaires were returned, covering 999 households. This equated to 2,242 individuals of which 241 of the responses were from young people. Based on the information regarding postcodes provided in the responses, there was a fairly balanced response from all three wards of Keynsham.



PROCESS FOR CONSULTATION

STAGE 1

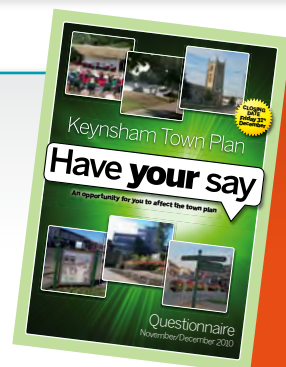
Steering group established to undertake the whole process and develop questions for the first round of consultation

STAGE 2

Consultation with key community groups and organisations as well as engaging local residents at events such as Farmers Market

STAGE 3

Steering group produced a detailed questionnaire distributed to 10k households, businesses and community groups



STAGE 4

Results were collated, compiled, interpreted and form this Town Plan

Steering Group Members

Mike Barrow
George Bennett
Jez Bridgeman* ⁽¹⁾
Roger Busby*
Dan Crouch*

Tony Crouch * ⁽²⁾
David Davies
Sara Dixon*
Elaine Giles
Judi Grant*

Kelly-Jane Heaton
Gill Hellier*
Adrian Inker
Keith Kerwin
Ken Millwood*

Richard North
Catherine Parish
Jonathan Richards
Peter Roberts
Alastair Singleton

Roy Staddon*
Jo Swift*
Rachel Ward
Sue Watkins
Patricia Webb*

* Committee members in 2012

(1) Preparation of the public documents

(2) Analysis of the questionnaires

Map of Keynsham



Contains Ordnance Survey data © Crown Copyright database rights 2011

SECTION 3 | Results & Action Points

1. About your household

This section looked at the basic employment and accommodation demographics of those people responding.

The largest number of responses was received from people between the age groups of 30 to 74 years. This was equally split between male and female and there was a considerable cross section of responses from all of the age ranges including under 16s.

Most respondents in the age range 30-59 were employed. A large number of those over 60 were retired.

Almost 80% of respondents have lived in the area for over 6 years, with half of those living in the area for over 31 years. It can be assumed from this result that a large proportion of respondents living in Keynsham would be familiar with the area and the general facilities on offer and therefore able to provide an informed opinion. 65% of respondents lived in 3+ bedroom homes and more than half of all respondents (57%) were owner-occupied. Of these almost 2 in 10 (18%) represented those people living in flats, maisonettes or bungalows. In contrast, there was a 4% response from people living in a mobile home or on a boat, and 5% of all respondents lived in accommodation with 1 or 2 bedrooms.

IMPORTANT NOTE: In this summary, the tally of results have been rounded to whole numbers and, in some areas where it was permitted, people have given more than one answer. Therefore, some totals may not appear to add up correctly.

HOW LONG HAS YOUR FAMILY LIVED IN KEYNSHAM?

0 – 5 YEARS

13%

6 – 30 YEARS

39%

31+ YEARS

40%

NO ANSWER

8%

	AGE	#	EMPL	SE	HP	FTED	LTS/DIS	CAR	RET	OTH
M	U16	201	-	-	-	129	1	-	-	20
F	U16	189	-	-	-	120	-	-	-	26
M	16-19	52	4	2	-	31	1	-	-	2
F	16-19	65	6	3	-	38	-	-	-	1
M	20-29	74	59	5	-	8	1	-	-	1
F	20-29	80	63	-	2	11	4	-	-	-
M	30-59	343	294	10	-	3	14	1	16	6
F	30-59	373	280	10	49	-	9	6	17	5
M	60-74	273	52	2	-	-	10	1	202	7
F	60-74	313	41	2	12	-	2	2	250	7
M	75+	144	-	-	-	-	1	2	143	-
F	75+	135	-	-	1	-	1	2	133	-

TOTAL 2242

NOTE: 241 OF THESE ARE YOUNG PEOPLE (11%)

KEY:

#	NUMBER OF RESPONSES
EMPL	EMPLOYED
SE	SEEKING EMPLOYMENT
HP	HOUSE PERSON
FTED	FULL TIME EDUCATION
LTS/DIS	LONG TERM SICK / DISABLED
CAR	CARER
RET	RETIRED
OTH	OTHER

2. Policing

This section could be broken down into 4 sub-sections: the desire for Police presence, the general feelings/emotions attached to safety as a result of local Policing, the ability to contact the Police by phone/internet, and the effectiveness of the PACT initiative (Partners And Communities Together).

An overwhelming majority (85%) expressed support for a Police contact point in the centre of town. The new Town Centre development was suggested as an example for the location, but there is a requirement for a central Police contact point whether this happens or not.

Replies on opening times for this facility focused on a wide time frame of 9am – 8pm. A larger number of the working population (44% of replies) favoured 5pm - 8pm. However, the largest number (58%) were in favour of working hours, i.e. 9am - 5pm.

A more visible Police presence was clearly favoured, with more than 4 out of 5 replies expressing this (81%). With reference to location and time for the visible presence, understandably, the statistics showed that people want a Police presence in their respective areas as a strong priority. That almost half selected the High Street area could be seen as a crossover with the residential areas. Since the question allowed for more than one answer, this should be expected. The top three choices on timing of a police presence were: all day (38%), evenings (39%) and late night (39%). It was noted that additional responses supported the need for a greater overall presence

“Everywhere” whilst a handful thought this should perhaps be a decision made by the Police themselves.

On an emotive level, it was noticeable that the same residents who stated they felt safe or very safe during the daytime moved to feeling unsafe or just safe during the night-time.

The general feeling on the effective policing of Keynsham was that almost half of the respondents who answered (49%) agreed or strongly agreed that the Police were dealing with Anti-social Behaviour (ASB) and crime issues compared to 17% who disagreed or strongly disagreed. 64% of replies felt the police were doing a good or very good job. It is noted that about 1 in 5 (21%) didn't know.

Of those who responded, there was a split in those who felt informed or very well informed (47%) and those that felt uninformed or very uninformed (42%) on local policing issues.

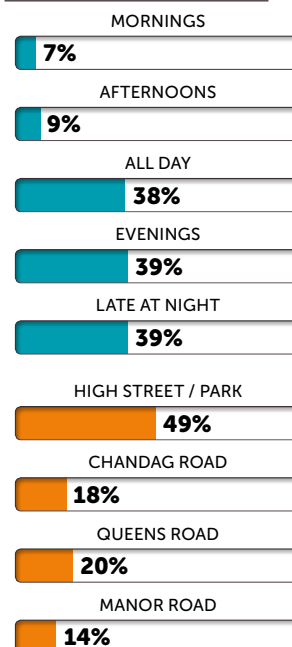
The majority of respondents had not needed to report a crime via the 0845 number. From all those who answered, a quarter (25%) said they had no difficulty reporting a crime whilst 7% said they did have difficulty reporting a crime via the 0845 number. Fewer than a quarter (24%) were aware they could report a crime via the Police website.

Over half of the respondents (55%) were not aware of the PACT process and only 11% had ever attended a PACT meeting. This was further reflected in the majority not having a strong opinion on the effectiveness of the process, with 66% saying, “don't know”. Only 22% felt local priorities were being resolved by PACT, with 7% replying that the response to this issue was ‘poor’ or ‘very poor’. There was a greater awareness of the PACT process in Keynsham East than other wards.

RECOMMENDED ACTION POINTS

- ▶ A Police contact point in the centre of town open from 9am to 8pm.
- ▶ A definite Police presence needed when the contact point is closed. i.e. evenings and late at night.
- ▶ A more visible Police presence primarily in the High St/Park during the day.
- ▶ More information on Policing issues available to the public.
- ▶ The need to improve awareness of the portals for reporting crime, i.e. 101 and website.
- ▶ Better publicity of the PACT process and how it has been effective locally in encouraging greater attendance & participation.

MORE VISIBLE POLICE PRESENCE, AT WHAT TIME AND WHERE?



3. Town Centre Development

This section looked at the forthcoming development of the Town Centre and asked specifically about what respondents feel the facility should contain.

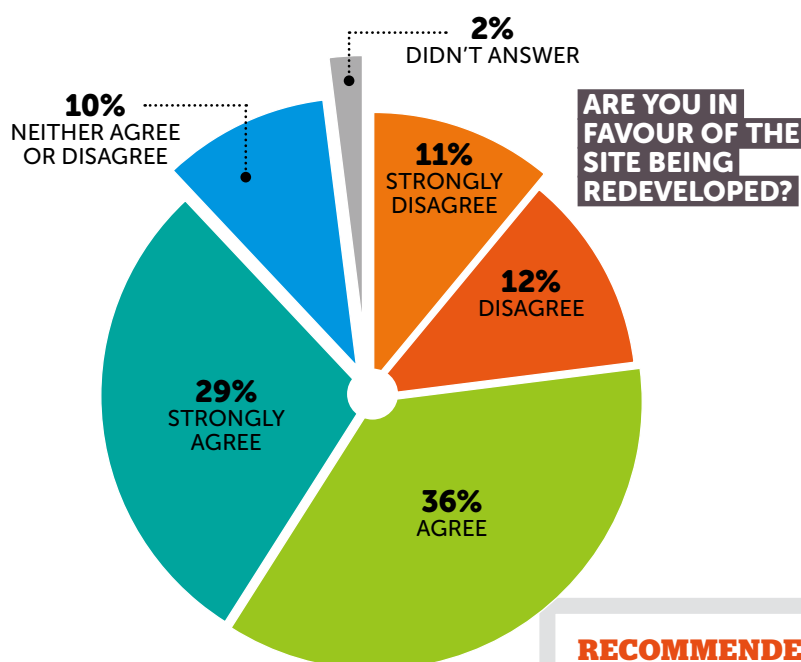
65% were in favour of the development but almost a quarter (23%) expressed disagreement with the development.

It's important to note that 1 in 10 were still undecided on whether the site should be developed, but almost everyone (95%) wanted to be consulted in some form or another; door-to-door, exhibitions and public meetings were clear favourites. Almost 1 out of 5 respondents (17%) wanted an online questionnaire. Greater consultation will no doubt aid the approximate 6-13% who are currently undecided on most of the suggestions made in this section, as well as to further inform those currently in disagreement.

Most people (68%) want the police and other public services included in a one-stop-shop. The vast majority (87%) want to see shops included in the redevelopment and a similar number (82%) want displays of historical artefacts.

When considering the new library complex, meeting rooms for local groups were clearly favoured (62%) and just over half of the respondents would like to see a garden/courtyard and study space. There was not a clear consensus about including space for oral history, although it must be noted that just over a quarter (26%) were undecided on this point, suggesting more information may be necessary to form greater opinion.

Just over 1 out of 10 respondents (14% and 10% respectively) expressed an interest in being part of a library user group or helping to collate and document artefacts in to a website based virtual museum. Details were requested and those have been passed to the organising parties.



WITHIN THE NEW LIBRARY COMPLEX WHAT WOULD YOU LIKE TO SEE?

MEETING ROOM FOR LOCAL GROUPS (SECURE ACCESS)



STUDY SPACE (GROUPS & INDIVIDUALS)



GARDEN/COURTYARD FOR STORYTELLING & PERFORMANCES



EXHIBITION AREA FOR HIRE



DON'T KNOW



RECOMMENDED ACTION POINTS

- ▶ **Redevelopment of The Town Centre should include shops, historic displays and a one-stop-shop.**
- ▶ **Consultation on the regeneration plans needs to take various forms responding to the various ways people preferred to be contacted to ensure it reaches the whole community.**
- ▶ **The proposed one-stop-shop within the new regeneration plans should include the police and other public services.**
- ▶ **Those who volunteered should be contacted to take part in helping the library or Keynsham Heritage Trust.**

4. Transport & Road Safety

This section focused on the way in which Keynsham residents travel around the town, utilise public transport and transfer to areas outside the town boundaries.

Just over 6 out of 10 respondents (61%) affirmed that they would use a circulatory bus service with frequent connections with the X39, Aspects Leisure facilities at Longwell Green, Keynsham Town Centre, rail station, health centre and the estates. 2 out of the 10 said they would not use this facility.

A hub linking bus and rail services was viewed as important (63%) but opinion was evenly split between whether this should be at Ashton Way or the railway station. Most respondents (67%) would like to see real-time information at bus stops, and almost 3 out of 4 people (73%) support the provision of safe pedestrian and cycle access to the Bristol/Bath Cycle Path.

Just under half of those asked (43%) would favour the opening up of Carpenters Lane to provide a one-way system to try to avoid traffic doing u-turns in Temple Street, although 44% had no opinion about this or failed to respond. 13% said they were not in favour of opening up Carpenters Lane.

Most people walk to locations in Keynsham (e.g. almost three quarters walk to the High Street and half walk to the rail station). However, the car is used to reach the High Street or doctors' surgeries for half of those questioned. While 1 in 10 people use the bus to reach the High Street, only 3-4% use the bus to go anywhere else within the town. Cycle use is comparably low with 6% cycling to the High Street, and only 2-3% cycling to other listed locations.

Just over a third of car users (36%) say they would use public transport if fares were cheaper and services more reliable and more frequent, but a quarter are insistent that they would carry on using their cars (23%). Similarly, a third of people asked would walk more if pedestrian access was improved, and

a quarter would cycle more if facilities were improved.

Fewer than one in five respondents (18%) indicated that they have mobility difficulties. For these people, 62% rely on lifts from friends and family with 30% using taxis. 15% use Dial-a-Ride and 11% have access to mobility scooters/wheelchairs. Improvements to pavements would encourage 13% to get out more, while 8% would be encouraged by better access into shops.

Over half (58%) are aware of Dial-a-Ride, but a quarter are not aware of the scheme, with 11% explicitly wanting more information.

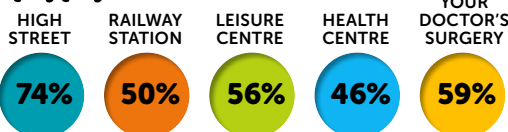
RECOMMENDED ACTION POINTS

- The introduction of a circular bus service providing frequent connections with the X39 (both ends of the town bypass), Vue Entertainment Complex, Aspects Leisure Centre Longwell Green, Keynsham Town Centre, Railway Station, Health Centre and the estates.
- The development of a transport hub in Keynsham.
- The introduction of real-time information at bus stops.
- The development of pedestrian and cycle-safe access to the Bristol/Bath cycle path.
- Further consultation on the benefits of opening of a one-way road link from Carpenters Lane to The Labott to avoid vehicles doing dangerous U-turns in Temple Street.

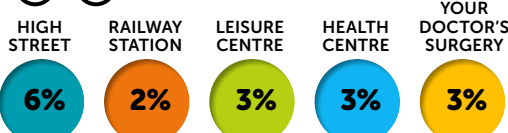
HOW DO YOU ACCESS THE FOLLOWING LOCATIONS?



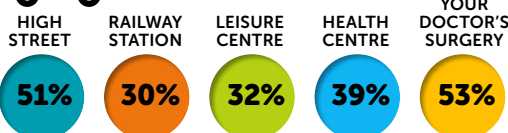
By foot



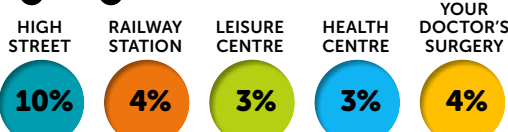
By bike



By car



By bus



5. Economic Development

This section looked at the respondent's opinions on redeveloping the Cadbury factory/ Somerdale area, thoughts on the economic incentives available from B&NES/Town Council and ways in which the Council can improve the economic viability of Keynsham.

A large majority (77%) of people support Bath & North East Somerset Council offering discretionary rate rebates to new businesses in their first year, with 6% who disagree.

At Somerdale, the majority of people want to see a mixed-use development (77%), retaining food manufacture (61%) and a greater number (87%) wanting to keep the Fry Club. Opinion is split on the future of the existing buildings, with about a third favouring keeping them (34%), another third wanting some of it kept and reused (32%) and just over 1 in 6 people (17%) favouring demolition. Around three quarters of those asked (73-83%) are strongly in favour of keeping the existing avenue of trees, the playing fields in front of the factory and the views to the surrounding countryside.

68% of people would like to see improved footway links from the Somerdale site to the Town Centre, rail station and Memorial Park. When considering the site surrounding the factory, just under half of all respondents (41%) want improvements to the entrance of the Cadbury site and slightly more (45%) supporting the idea of extension to the park and Town via The Hams, fields around the factory and the river. It is noted that 26% didn't have an opinion on these improvements and a further 8-13% chose not to answer this question. This suggests the need for more understanding of the options before more people can show support or objection to future improvements in this area.

Nearly a quarter of people who work outside Keynsham would prefer to work in the town if they could, but 11% would not. Again, it's important to note that a majority (57%)

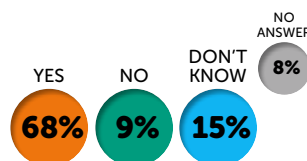
chose not to answer this question which suggests that working in Keynsham is either not possible, not a considerable factor or does not effect a majority of respondents (retired, not in work, not able to work, etc).

When considering what would enable people to work in Keynsham, suggestions ranged from the popular topic of free car parking and more jobs being available, to the relocation of certain employers and a provision for higher quality office facilities.

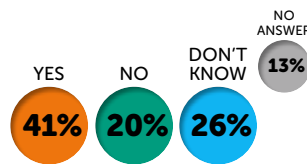
Suggestions were then made for promoting Keynsham's economic viability. Once again, free car parking was put forward as a factor to aid this as well as a need for more shops with a better mix. Lower business rates were proposed which reaffirms the majority support (77%) for discretionary rate rebates to new businesses. There were also ambitious suggestions for encouraging large employers and more redevelopment.

WOULD YOU LIKE TO SEE THE DEVELOPMENT IMPROVE LINKS TO THE TOWN CENTRE, RAILWAY STATION AND MEMORIAL PARK...

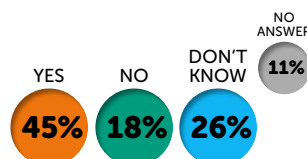
Through improvements to footways?



Through improvements to the vehicle entrance of Cadbury site?



Extension to the Town and Park via the Hams, fields around the factory and the river?



RECOMMENDED ACTION POINTS

- ▶ Sustain adequate free parking in Keynsham.
- ▶ Continue to offer discretionary rate rebates particularly to encourage new businesses.
- ▶ Support the retention of the Fry Club at Somerdale site.
- ▶ Promote a mixed-use development at Somerdale site to include homes, jobs and community use.
- ▶ The retention of, at the very least, some of the factory buildings at Somerdale site.
- ▶ The retention of the existing avenue of trees at Somerdale site, the playing fields in front of the factory and the views to the surrounding countryside.
- ▶ Investigate further and provide clearer examples of what can be made of the surrounding areas of Somerdale, including extension to the Park, The Hams and improvements to the entrance to the site.
- ▶ Promote Keynsham to larger employers and look at more ways of creating a better mix of shops that in turn would encourage more people to work in Keynsham.

6. Parking

We asked respondents to consider the availability of parking around the Town Centre, looking at how people use the current provisions and sought opinion on future ideas for handling the issue.

Attitudes seem fairly split over parking enforcement in Keynsham. Just over a third think that enforcement is adequate (38%), while just under a third disagree (32%) and the remaining third of respondents didn't have a clear opinion on this.

Understandably, most people (78%) use the Town Centre car parks in some form or another, with Ashton Way being the most popular (68%), followed by the Civic Centre car park (39%). Most people use the car parks in the morning with 7 out of 10 people staying for less than 2 hours. Almost half of the respondents (49%) consider it is easy to find a space in their chosen car park whilst, conversely, almost 3 out of 10 (27%), find it hard.

Long-term car parking is still a major problem with a significant number of people (68%) supporting the need for a 4-hour car park.

When considering proposals for more parking spaces being made available, about 4 in 10 people (41%) oppose the conversion to two levels at either Ashton Way or Bath Hill East car parks. In contrast, just under a third of people responding (29%) supported conversion of one or both existing sites and with 11% specifically supporting the conversion of Ashton Way and 6% supporting the conversion of Bath Hill East.

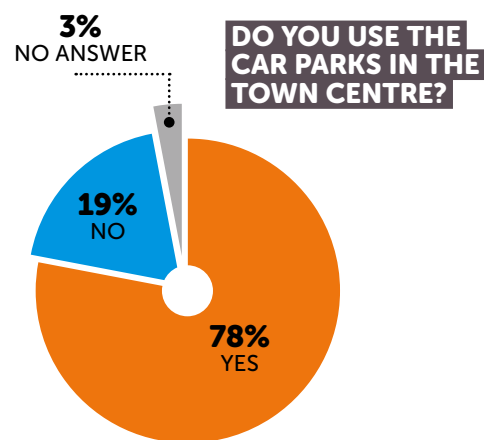
With regard to a pay-on-exit parking system, almost half (48%) do not support the introduction of such a scheme, while 31% do.

55% are against Residents' Parking permits in their street. The responses here vary considerably depending on the location of the street concerned.

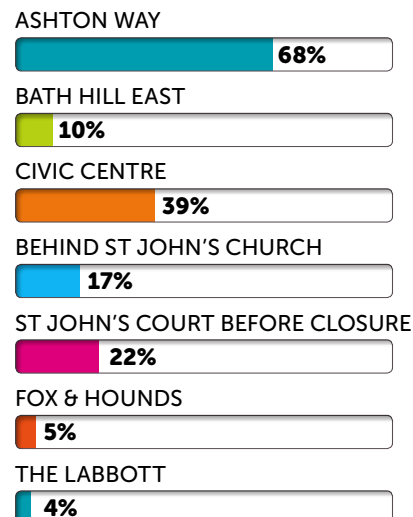
It is noted that between 20% and 30% of respondents either did not respond, or did

not have an opinion on any of the proposed solutions to parking in Keynsham.

Note: Car parking in Keynsham changed during the course of the Town Plan consultation with the opening of the Tesco store and its free 2 hour car park, which replaced the long term parking in the site. This has led the Town Plan Steering Group to have concerns about long-stay parking in the town. There are clearly also concerns about the charging regime in Keynsham. In the light of all this, the action points reflect this change.



WHICH CAR PARKS DO YOU USE?



RECOMMENDED ACTION POINTS

- ▶ A full review of parking in Keynsham is carried out, taking into account both short-stay and long-stay needs.
- ▶ Inform residents and businesses affected by parking issues on the pros and cons of proposals to gather greater opinion on the best course of action.
- ▶ The review should include the provision of an increase in free short-term parking.

7. Shopping Experience / High St

This section specifically targeted opinion on the facilities and a variety of shops in the Town Centre as well as looking at how the High Street could be altered to improve the shopping experience for both residents and visitors to Keynsham.

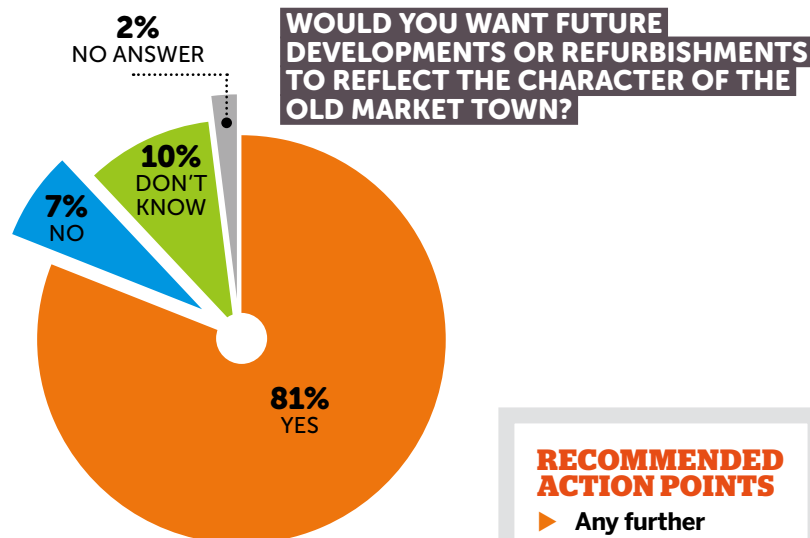
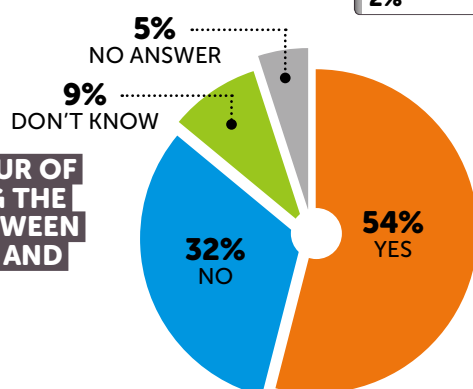
When considering a proposal to pedestrianise the High Street, 54% are in favour, whereas almost a third (32%) are opposed. However, if pedestrianisation were not viable, a greater number of people (62%) would support a one-way system utilising the High Street and Ashton Way together with having wider pavements.

Most people (78%) believe that having more independent/specialist shops would improve Keynsham's vitality and half of those asked think that national chains and clothes shops would also help. Just under a third of people (31%) would like to see more food shops and just under 1 in 5 (18%) would like more cafes or restaurants.

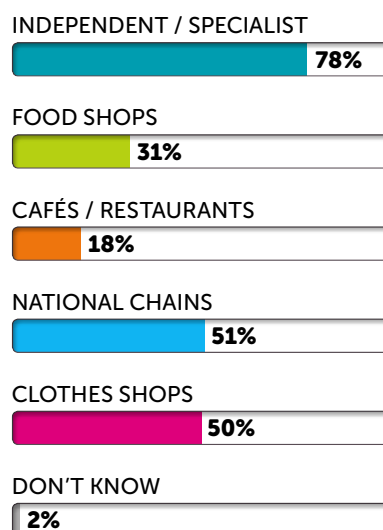
If future developments or refurbishments to Keynsham were to proceed as planned, the clear majority of people (81%) want it to reflect the nature of the old market town. 1 in 10 respondents didn't have an opinion on this.

Of those that responded, 64% stated that there were not enough public conveniences in Keynsham and when asked about funding more, just over a third (36%) would be prepared to pay for more/improved facilities. Just under half (42%) objected to having to pay.

ARE YOU IN FAVOUR OF PEDESTRIANISING THE HIGH STREET BETWEEN CHARLTON ROAD AND BATH HILL?



WHICH TYPE OF SHOP WOULD HELP KEYNSHAM IMPROVE ITS VITALITY?



RECOMMENDED ACTION POINTS

► Any further developments should reflect the character of the old market town.

► Investigate further the viability of pedestrianising the High Street.

► Pursue the introduction of a one-way traffic system in the High Street and Ashton Way if full pedestrianisation is not viable.

► The provision of more public conveniences in the Town Centre.

► Explore ways to encourage a better mix of shops and encourage more independent and specialist shops through incentives.

► Promotion of Keynsham as a place for independent shops to establish themselves.

8. Communications

This section sought to get a broad understanding of how respondents currently receive information about what is happening in Keynsham and went on to look at the preferences that people have towards having communications circulated in future. Respondents could choose more than one method.

Most people find out about what is happening in Keynsham through a wide range of information channels. The most popular methods were 'The Week In' (local free paper) with 66% of respondents, followed closely by word of mouth (52%), newsletters (40%) and the Observer (37%).

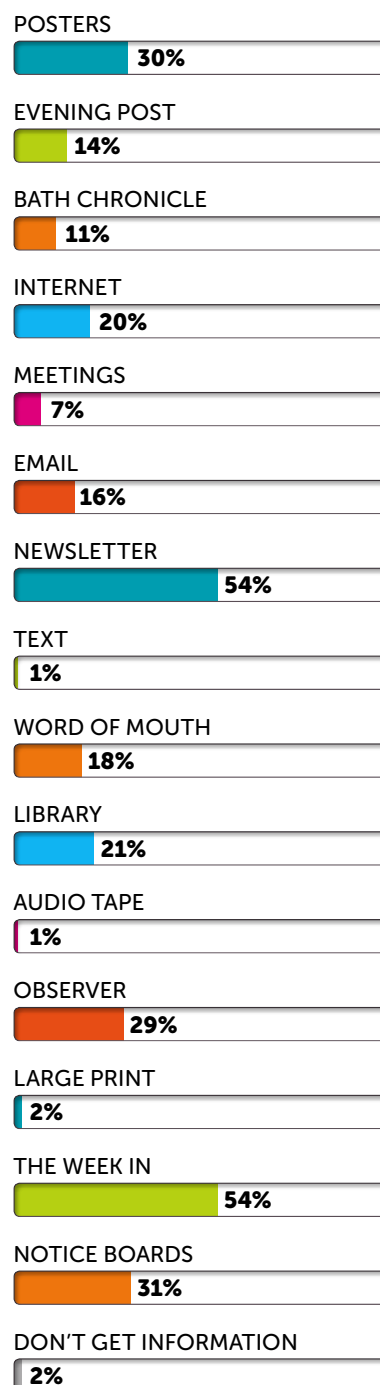
When respondents replied that they currently received information through newsletters and notice boards, it was difficult to establish which newsletters or notice boards were most effective as no further choices were available.

Even though only 4% of respondents currently got their information via email, four times more people (16%) expressed a preference for this method in future. Although only 9% currently receive local information via websites, 20% would be prepared to use this method in future.

Most notably, of more than half who currently get information via word of mouth, when asked a preference, only 18% chose to have it this way. Although reasons were not provided, it was clear that regular, established and perhaps trusted communications were the most preferred methods.

Overall, respondents commented that they wanted to continue to receive information in a variety of ways and no one single method should be seen as the primary route for wide-reaching communication.

HOW WOULD YOU PREFER INFORMATION ABOUT WHAT'S HAPPENING IN KEYNSHAM TO BE COMMUNICATED TO YOU?



RECOMMENDED ACTION POINTS

- In order to promote, consult and inform the local community, it is important that all methods of communication are used in order to reach the whole community.
- Utilise and promote local community websites such as; www.keynsham-tc.gov.uk and www.keynsham.co.uk to inform local people about what is happening.
- There is opportunity to develop a newsletter that is distributed via email and other methods.
- Continue to work with Keynsham-focused reporters to ensure news and information is reported through local newspapers.

9. Environment

This section covered understanding attitudes to environmental impact, 'Grow Your Own', energy conservation and Fairtrade.

There was overwhelming support (84%) for minimising the use of plastic bags and their damaging impact on Keynsham. Three quarters of respondents (75%) expressed support for the provision of more litterbins throughout Keynsham.

Cigarette butt disposal is clearly a problem and there is substantial support (67%) for disposal points to be provided outside all public buildings. The majority of people (63%) were unaware that ordinary litterbins may be used for bagged dog waste suggesting that this provision should be better promoted. There is overwhelming support for a scheme to "Keep Keynsham Tidy" (97%) through a number of different campaigns and specifically, 51% showed support for more recycling points in the town centre.

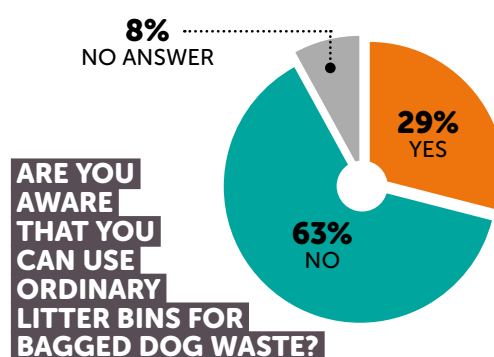
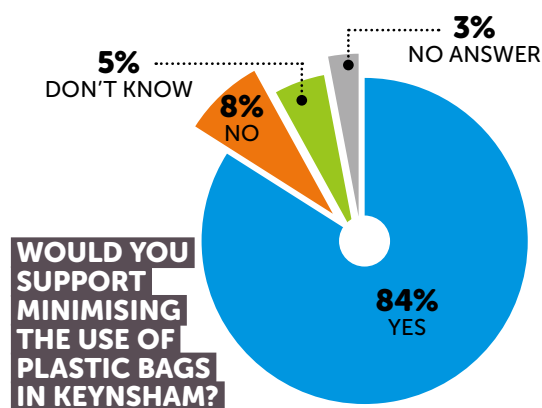
88% of respondents, when specifically asked, didn't know or were not prepared to join a local group to discuss ways of helping the environment. This suggests that smaller initiatives, requiring less commitment from individuals, will need to be considered to get a wider participation in tackling our environmental issues.

When considering provision of allotments, 43% of people would like to see more, but 35% did not have an opinion. However, 8 out of 10 respondents went on to state that they were not considering having an allotment, whereas 11% are. In addition, there is little or no support for people to share their garden with others for growing vegetables, with 84% expressing they would neither wish to share their garden nor avail themselves of somebody else's.

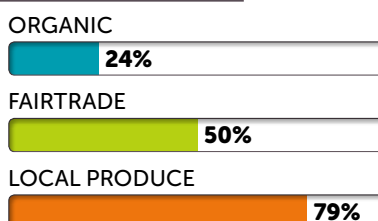
Circulated information about energy conservation has clearly been effective in Keynsham, with 9 out of 10 respondents aware of the savings possible, and 76% have already taken steps to ensure their homes are

insulated and draught-proofed, but there are still more than 1 in 10 (13%) who currently have not.

Almost 9 out of 10 people are aware Keynsham is a Fairtrade Town, with half of all respondents currently making a conscious decision to buy Fairtrade and 79% consider local produce.



DO YOU MAKE A CONSCIOUS DECISION WHEN PURCHASING FOOD ITEMS TO CHOOSE ANY OF THE FOLLOWING?



RECOMMENDED ACTION POINTS

- ▶ Keynsham should aspire to become a plastic bag free Town.
- ▶ Keynsham needs more litter bins and these should be promoted as suitable for the disposal of bagged dog waste.
- ▶ Need a 'Keep Keynsham Tidy' campaign – along with more recycling points throughout the town and more cigarette butt disposal points outside public buildings.
- ▶ Smaller initiatives that require less commitment from individuals will need to be considered to get a wider participation in tackling help for the environment.
- ▶ Continue to support the campaign for a Fairtrade Town.

10. Housing

RECOMMENDED ACTION POINTS

- ▶ Support development of 'brown-field' sites and infilling in preference to using 'green-field' sites.
- ▶ The benefits of down-sizing need to be promoted in the interest of making the existing Social Housing stock accommodate the maximum number of people.

This section looked at opinions on locating affordable housing within Keynsham and the awareness of respondents concerning the provision of incentives or benefits in downsizing, specifically through Somer Housing initiatives.

Keynsham Town Council and Bath & North East Somerset Council, as the planning authorities, should be made aware of the strong preference of the respondents for any provision for housing to be built on brown-field sites (87%) or infill (37%), as

opposed to a small minority (5%) proposing 'green-field' sites.

The benefits of downsizing need to be promoted in the interests of making the existing Somer Community Housing Trust housing stock accommodate the maximum number of people. At present (15%) of respondents were aware of the financial incentives for downsizing, the vast majority (77%) were not. Almost three quarters (74%) chose not to answer the question that asked tenants of Somer Housing if they would consider moving to accommodate other tenants with growing families. 13% said 'no' and 12% had no opinion.

RECOMMENDED ACTION POINTS

- ▶ Information about the support for carers should be actively promoted in the community.
- ▶ Continue to provide information on maintaining a healthier lifestyle for those who want it.
- ▶ Investigate ways of promoting exercise as a healthy lifestyle without approaching individuals for commitment.
- ▶ Any new facility at Wellsway School should be for the benefit of the whole community.
- ▶ The existing Leisure Centre should be retained and improved, irrespective of any future development on the Wellsway School site.

11. Health & Leisure

Whilst considering people's attitudes to health and leisure in general, this section also looked at perceived support for carers in Keynsham. There was also an area in this section that sought opinion on the sports facility at Wellsway School that, at the time, was yet to be approved.

2 out of 5 people (40%) are aware that support is available to carers, but over half (52%) are not. Only 4% want to know more and more than 8 out of 10 people (84%) declined further information, at this time.

The community appears to recognise the benefits of exercise and almost half (49%) of people believe that more exercise would help them lead a healthier lifestyle, while 17% say that cooking healthier meals would benefit them. A small minority (4%) actually highlighted smoking as a health risk for themselves. Of all respondents only 12% of people would like information to help them

get started on a healthier lifestyle and 70% declined the offer to be contacted for further information. It should be noted that a further quarter of all respondents chose not to answer this question.

When considering the proposal for the sports facility at Wellsway School, 58% were not in favour of this replacing the current Leisure Centre in the Town Centre, whilst 22% were in favour of this happening. A further 20% were either undecided or chose not to respond to this proposal.

When looking at the proposed facilities that might be provided at the Wellsway Sports College, a fitness suite, dance/aerobic studio and café were towards the top of the list, but it seems that most activities were supported by just under a third of all respondents.

When asked if a new fitness gym near the present Leisure Centre would be an attraction to the Town Centre, just over half of respondents agreed, in contrast to 16% objecting to such a proposal.

12. Education & Learning

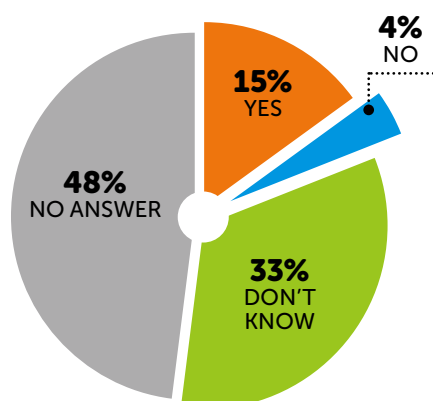
This section aimed to look at general opinion on school clubs, accessing school placements and then work-related training needs. In general, and in comparison with other sections, this topic was poorly answered with around half (between 43% and 51%) of respondents ignoring this section.

Since Keynsham has a high level of employment along with a large number of retired people, this section may have been far too specific to warrant wider response.

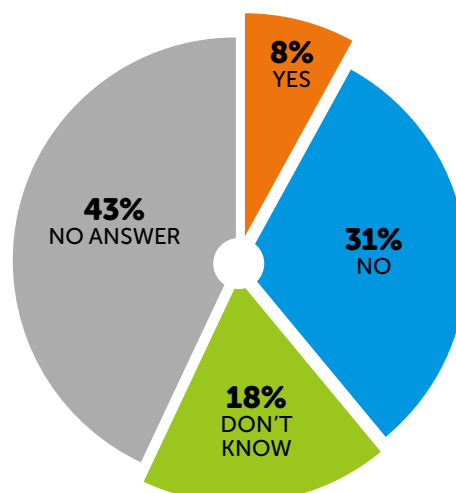
When considering those that did respond in this section, which was around half, less than 16% felt that their needs for breakfast and after-school clubs had been met. 1 in 10 felt that they had not been. Over a third (36%) of respondents did not have an opinion on this.

Fewer than 1 in 6 people (15%) said their needs for nursery and pre-school had been met and 4% of all respondents had not found

HAVE YOUR NEEDS FOR NURSERY AND PRE-SCHOOL PLACES IN KEYNSHAM BEEN MET?



WOULD YOU BE INTERESTED IN TRAINING TO IMPROVE YOUR JOB OPPORTUNITIES?



their desired placements. A third did not have a clear opinion on this and again, almost half (48%) said the question was not applicable to them.

1 in 5 had specifically stated that they had not experienced any difficulty in accessing a place for their child at the school of their choice, but a small minority (3%) had experienced some difficulty. Again, this question did not gain a definitive response from over three quarters of all respondents.

Of those that did respond, 31% would not be interested in training to improve their job opportunities, while just under 1 in 10 people (8%) would. The majority of all respondents did not have strong opinion on this or felt it was not applicable to them.

A third of people had not had any problems accessing work related training, however 5% had experienced problems. Once again, the majority of all respondents either did not have a strong opinion on this (17%) or felt it was not applicable to them (45%).

RECOMMENDED ACTION POINTS

- ▶ Encourage schools to provide clear information on the breakfast and after-school clubs available.
- ▶ Continue current methods for placement of children at the schools of their choice.
- ▶ Encourage local nursery providers to promote their services so that parents are aware of the range of options available to them.
- ▶ Particularly for those aged between 30 and 60 years, there should be promotion of the benefits and availability of training to improve job opportunities.
- ▶ Continue to make available the right information on work related training, to those who need it.

13. Community & Neighbourhoods

RECOMMENDED ACTION POINTS

- ▶ There was support for more community-based events/activities.
- ▶ The new Community Facility should have a wide remit with meeting rooms, exhibition space, performance space, learning & training areas, as well as information/ advice points.
- ▶ There is a clear need to include 'hot-desks' and a café.
- ▶ There are some people in the community who are prepared to volunteer. As well as approaching those people who supplied contact details, there is a need to create a means for people to learn about local opportunities and how to volunteer for them.
- ▶ Members of the group developing the Community Facility should look to other areas for examples, e.g. Market Towns of a similar size, Dartmouth Community Film Centre, etc.

This section aimed to understand the current support and needs for community-based events/activities. The two leading events, the Music Festival and the Victorian evening, had been well attended by roughly two thirds of respondents; the Victorian Evening having the greater attendance of the two (66%).

Through providing additional comments there were suggestions that the Victorian Evening lacked a traditional feel, whilst the concept of the Music Festival was well received with support for more concerts and live music.

Many additional suggestions for community events were supplied. Leading ideas were on the themes of a Carnival, concerts/live music/live bands, food/drink festivals, seasonal fairs (Spring, Christmas, German, etc), Theatre/Cinema events, Family & Children activities (Treasure Hunts, Family Fun Days), Church orientated (Party in the

Park, More to Life, Nativity, etc), Arts/Craft fairs, BMX competitions, and a greater presence of the Farmers' Market. A few people wanted fewer events.

When specifically considering a new Community Facility, there was wide support for it to have a meeting space (44%), exhibition space (42%), learning/training area (41%), performance space (40%), and information/ advice (40%). 1 in 5 respondents felt there was a need for 'hot-desk' facilities and over a quarter of respondents (27%) expressed a need for a café within the facility. Additional suggestions were for a Crèche, Crafts & Textiles activities, Media/Film/Arts events, and Educational talks. There was a specific mention of a comparison with the Dartmouth Community Film Centre.

Over a quarter (27%) of respondents are involved as volunteers, with a greater number of those (just over half) focused on indoor activities. 7% of those who currently do not volunteer expressed an interest in volunteering.

IF A NEW COMMUNITY FACILITY WAS AVAILABLE, WHAT TYPE OF ACTIVITIES WOULD YOU LIKE TO SEE HAPPENING THERE?

MEETING PLACE

44%

EXHIBITION SPACE

42%

PERFORMANCE SPACE

40%

INFORMATION / ADVICE

40%

CAFÉ

27%

HOT DESK FACILITIES WITH INTERNET

20%

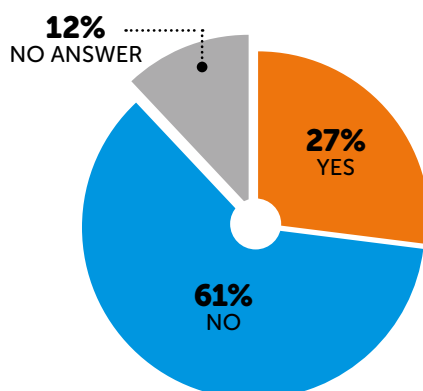
LEARNING / TRAINING

41%

DON'T KNOW

10%

DO YOU VOLUNTEER?



14. Young People

This section, recognising the desire to engage fully with young people, was specifically aimed at seeking opinion from the young people of Keynsham and provided opportunity for more than one member of the household to respond. It covered 8 sub-sections: the big issues, socialising and spending free time, youth clubs and other organised activities, transport, young people's voice, communication, guidance/ advice and bullying.

241 young people completed the survey, representing 11% of all those who responded. The breakdown by age of these young people was as follows;

- 11-13 years: 46 males
27 females
- 14-16 years: 53 males
58 females
- 17-18 years: 23 males
34 females

Half of respondents feel that the biggest issue facing young people in Keynsham is the lack of places to meet. Just over a third (36%) are concerned with employment prospects and the same number were concerned about anti-social behaviour from young people. In contrast, almost 1 in 6 young people (15%) felt affected by anti-social behaviour from adults.

Almost a quarter (23%) felt that there was a lack of sporting facilities in the town for young people.

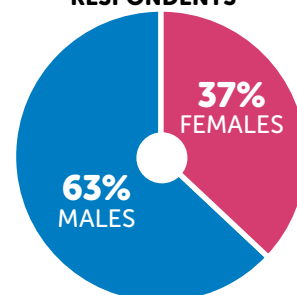
There was a wide range of responses concerning the preferred location for young people to socialise and their use of free time. With a large proportion of respondents aged under 16, it is perhaps no surprise that over half (58%) of those who responded to the survey spent most of their free time at a friend's house. Just over a third (34%) went to the High Street. This was followed by the Memorial Park (32%), then the Leisure Centre (22%). Teviot Road and Manor Road

Parks were favourite spaces for just over 1 in 5 respondents (21%). There was just a small difference between those who engaged with organised youth facilities such as Time Out (16%) and Church Club (14%).

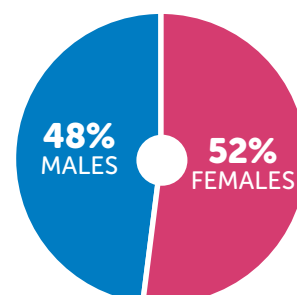
Two thirds of young people spent their free time attending a youth club or other organised activity. It should be noted that a number of questionnaires were circulated and promoted at organised youth clubs and sports clubs so this level of response is understandable. 4 out of 10 young respondents attend a youth club or other organised activity outside of Keynsham. 34% of young people would like to attend a youth club or organised activity, whilst 24% said they would not attend. The preferred location for a quarter would be in the Leisure Centre, while 17% favoured a local sports club. Of the third that do attend organised clubs and activities, 13% would prefer to do this nearer home.

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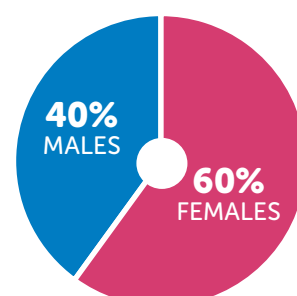
DEMOGRAPHIC OF RESPONDENTS



11 - 13 YEARS OLD



14 - 16 YEARS OLD



17 - 18 YEARS OLD

WHAT IS THE BIGGEST ISSUE FOR YOUNG PEOPLE IN KEYNSHAM?

Note: multiple answers permitted

DRUGS BEING OFFERED FOR SALE



ANTI SOCIAL BEHAVIOUR BY ADULTS



BULLYING / FIGHTING



ANTI SOCIAL BEHAVIOUR BY YOUNG PEOPLE



THEFT



LACK OF PLACES TO MEET



SPORTS FACILITIES



EMPLOYMENT PROSPECTS



DON'T KNOW



RECOMMENDED ACTION POINTS

- Identify places and venues around Keynsham where young people can meet.
- Encourage local community groups to develop their own youth activities/ programmes that could be supported in partnership with Keynsham Town Council youth service.
- Maintain the commitment to support existing youth groups and youth organisations across the town.
- Councils to develop a strategy that encourages businesses and traders into Keynsham to increase the town's employment prospects.
- Commit to create effective ways of listening to young people, gathering their opinions and responding to what has been said.
- Youth Newsletter (paper, website and email) informing young people what is going on in Keynsham.
- Develop a youth council/forum in conjunction with Keynsham Town Council.
- Create a wide and open opportunity for young people to participate in a youth council or at the least contribute to discussions on the Town's Development.

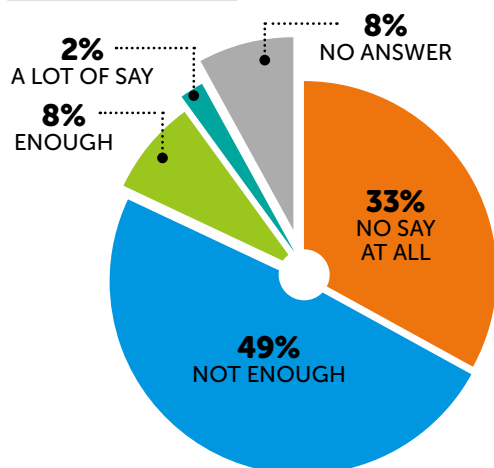
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Half of young people said that they would use transport, if it were available, to attend activities outside of Keynsham. 1 in 5 said they would not 'at this time' and 24% said that they would not use it. There is still a strong indication that transport is needed despite the fact that 4 in 10 respondents already manage to attend an organised activity outside the town. 64% of young people would use a circular bus service (return trips from Keynsham to Aspects Leisure Park) while 18% said they would not.

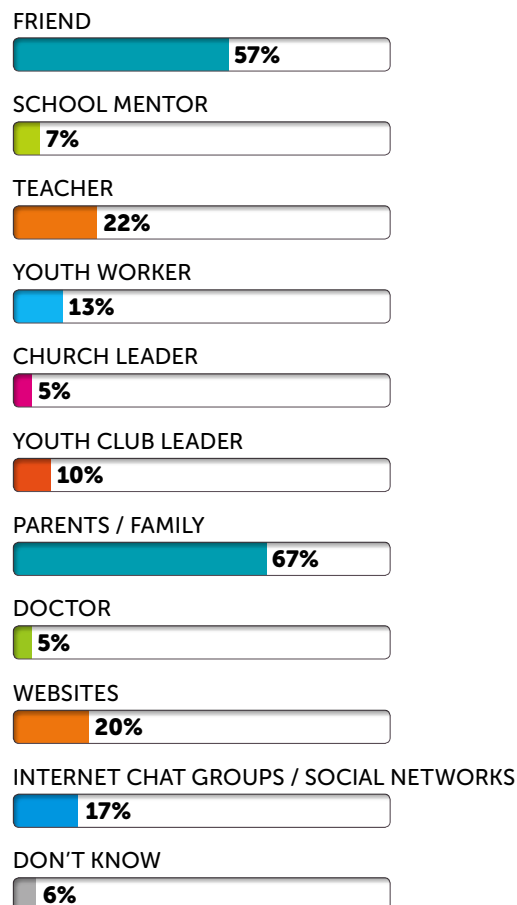
When considering the forum for input afforded to the young people of Keynsham, 49% felt they had 'little say' and 33% 'no say at all' in the Town's Development. 8% felt they had 'enough' and 2% 'a lot' of opportunity to express their opinion. 15% were interested in participating in a youth council. These people were encouraged to give their contact details. Unfortunately, not many completed the contact form.

This generation are communication aware with 2 out of 5 young people looking to be informed of local events through a local free

HOW MUCH OF A VOICE DO YOU FEEL YOUNG PEOPLE HAVE IN KEYNSHAM ABOUT THE TOWN'S DEVELOPMENT?



WHERE DO YOU TYPICALLY GO FOR GUIDANCE, ADVICE AND INFORMATION?



paper, while over a third (36%) preferred posters and notice boards. Over a quarter (28%) favoured email, and over 1 in 5 (22%) wanted to be informed by a local website or community newsletter.

Two thirds (67%) of young people would go to their parents and family for advice and information and over half (57%) looked to their friends. Over a fifth of young people said they approached a teacher and a fifth used websites and social networking. In terms of health advice, 42% felt that there was enough health advice available to them, whilst 26% felt that there was not enough and 24% didn't know.

Around a third of young people felt there was not enough being done to tackle bullying whilst just less than a third (31%) felt that enough was being done.

THE ACTION PLAN

A round up of the action points setting out the views & aspirations of the people of Keynsham to be pursued in the next 5 years.

ISSUE	RECOMMENDED ACTION	PRIORITY	PARTNERS	TARGET TIMESCALES	SUGGESTED RESPONSIBILITY
POLICING					
This section was broken down into 4 sub-sections: the desire for Police presence, the general feelings/emotions attached to safety as a result of local Policing, the ability to contact the Police by phone/internet, and the effectiveness of the PACT initiative (Partners And Communities Together).	A Police contact point in the centre of town open from 9am to 8pm.	HIGH	Police, B&NES	Autumn 2014	Police
	A definite Police presence needed outside the contact point opening times, i.e. evenings and late at night.	MED	Police, Town Centre Management Working Party	12 months	Police
	A more visible Police presence primarily in the High St/ Park during the day.	LOW	Police, Town Centre Management Working Party	12 months	Police
	More information on Policing issues available to the public.	HIGH	Police	6-12 months	Police
	The awareness of the portals for reporting crime, i.e. 101 and website.	HIGH	Police, KTC, B&NES	6-12 months and on-going	Police
	Better publicity of the PACT process and how it has been effective locally to encourage greater attendance and participation.	MED	Police, B&NES, KTC	On-going	Police
TOWN CENTRE DEVELOPMENT					
This section looked at the forthcoming development of the Town Centre and asked specifically about what respondents feel the facility should contain.	The redevelopment of The Centre to include shops, heritage and a one-stop-shop.	HIGH	B&NES, KTC	Autumn 2014	B&NES
	Consultation on the regeneration plans needs to take various forms responding to the various ways people preferred to be consulted. This is to ensure it reaches the whole community.	HIGH	B&NES, KTC, The Regeneration Focus Group	Now and on-going	B&NES
	The proposed one-stop-shop within the new regeneration plans should include the police and other public services.	HIGH	B&NES, Police, Other agencies	Autumn 2014	B&NES
	Those who volunteered should be contacted to take part in helping the library or Keynsham Heritage Trust.	HIGH	Keynsham Heritage Trust, Library Service	Now and on-going	Each receiving organisation
TRANSPORT AND ROAD SAFETY					
This section focused on the way in which Keynsham residents travel around the town, utilise public transport and transfer to areas outside the town boundaries.	The introduction of a circular bus service providing frequent connections with the X39 (both ends of the town by-pass), Vue Entertainment Complex, Aspects Leisure Centre Longwell Green, Keynsham Town Centre, Railway Station, Health Centre and the estates.	MED	B&NES, Bus Operators, KTC, Dial-a-Ride	2015	Bus Operators & B&NES
	The development of a transport hub.	MED	B&NES, Bus Operators, KTC, Dial-a-Ride	2015	Bus Operators & B&NES
	The introduction of real-time information at bus stops.	HIGH	Bus Operator, B&NES	On-going	Bus Operators & B&NES
	The development of pedestrian and cycle-safe access to the Bristol/Bath cycle path.	HIGH	B&NES, South Gloucestershire Council	2015	B&NES
	Further consultation on the benefits of a one-way road link from Carpenters Lane to The Labott to avoid vehicles doing U-turns in Temple Street.	MED	B&NES, Land owners (including Somer Community Housing Trust)	6-12 months	B&NES
ECONOMIC DEVELOPMENT					
This section looked at the respondent's opinions towards redeveloping the Cadbury factory/ Somerdale area, thoughts on the economic incentives available from B&NES/ Town Council and ways in which the Council can improve the economic viability of Keynsham.	Sustain adequate free parking	HIGH	B&NES, KBA, KTC	6-12 months	KTC & B&NES
	Continue to offer discretionary rate rebates particularly to encourage new businesses.	HIGH	B&NES, KTC, KBA	On-going	KTC & B&NES
	The retention of the Fry Club at Somerdale site.	HIGH	Lead developer, B&NES, Kraft, KTC	18 months	Lead developer
	A mixed-use development at Somerdale site to include homes, jobs and community use.	HIGH	Lead developer, B&NES, KTC, in consultation with community groups	2015	Lead developer
	The retention of some of the factory buildings at Somerdale site.	HIGH	Lead Developer, B&NES, KTC	2015	Lead developer
	The retention of the existing avenue of trees at Somerdale site, the playing fields in front of the factory and the views to the surrounding countryside.	HIGH	KTC, B&NES	6-12 months	KTC & B&NES
	Investigate further and provide clearer examples of what can be made of the surrounding areas of Somerdale, including extension to the Park, The Hams and improvements to the entrance to the site.	MED	Lead developer, B&NES, KTC	2014	Lead developer
	Promote Keynsham to larger employers and look at more ways of creating a better mix of shops that in turn would encourage more people to work in Keynsham.	HIGH	B&NES, KTC, KBA	On-going	KTC & B&NES

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ISSUE	RECOMMENDED ACTION	PRIORITY	PARTNERS	TARGET TIMESCALES	SUGGESTED RESPONSIBILITY
PARKING					
We asked respondents to consider the availability of parking around the Town Centre, looking at how people use the current provisions and sought opinion on future ideas for handling the issue.	That a full review of parking in Keynsham is carried out, taking into account both short-stay and long-stay needs.	HIGH	B&NES, KTC, KBA	6-12 months	B&NES
	Consult residents and businesses affected by parking issues on the pros and cons to decide the best course of action.	HIGH	B&NES, KTC, KBA	6-12 months	B&NES
	The review should include the provision of an increase short-term free parking.	HIGH	B&NES, KTC, KBA	6-12 months	B&NES
SHOPPING EXPERIENCE/HIGH STREET					
This section specifically targeted opinion on the facilities and a variety of shops in the Town Centre as well as looking at how the High Street could be altered to improve the shopping experience for both residents and visitors to Keynsham.	Investigate further the viability of pedestrianising the High Street.	HIGH	B&NES, KTC, KBA	On-going	KTC & B&NES
	The introduction of at least a one-way traffic system in the High Street and Ashton Way, if full pedestrianisation is not viable.	HIGH	B&NES, KTC, KBA	On-going	KTC & B&NES
	That further developments should reflect the character of the old market town.	HIGH	B&NES, KTC, KBA, Keynsham Civic Society	On-going	KTC & B&NES
	The provision of more public conveniences in the Town Centre.	LOW	B&NES, KTC	Autumn 2014	KTC & B&NES
	Explore ways to encourage a better mix of shops and encourage more independent and specialist shops through incentives.	HIGH	B&NES, KTC, KBA	On-going	KBA
	Promotion of Keynsham as a place for independent shops to thrive.	HIGH	B&NES, KTC, KBA	On-going	KBA & KTC
COMMUNICATION					
This section sought to get a broad understanding of how respondents currently receive information about what is happening in Keynsham. It then went on to look at the preferences that people have towards having communications circulated in future. Respondents could choose more than one method.	All methods of communication should be used to reach the whole community.	HIGH	B&NES, KTC, all community groups	On-going	KTC & B&NES
	Utilise and promote local community websites such as: www.keynsham-tc.gov.uk and www.keynsham.co.uk to inform local people about what is happening.	HIGH	KTC, B&NES	On-going	KTC & B&NES
	Develop a newsletter that is distributed via various methods. (both digital & print)	HIGH	KTC, all community groups	6 months	KTC
	Continue to work with the local reporters to ensure news and information is reported through local newspapers.	HIGH	B&NES, KTC, all community groups	On-going	KTC & B&NES
ENVIRONMENT					
This section covered understanding attitudes towards the town's environmental impact, 'Grow Your Own' initiatives, energy conservation and Fairtrade.	Keynsham should minimise the use of plastic bags.	MED	B&NES, KBA, Transition Keynsham	12 months	Transition Keynsham
	Provide more litter bins in Keynsham.	HIGH	B&NES and KTC	6-12 months	B&NES & KTC
	Litter bins should be promoted as suitable for the disposal of bagged dog waste.	HIGH	B&NES and KTC	6-12 months	B&NES & KTC
	Promote a 'Keep Keynsham Tidy' campaign	MED	Transition Keynsham, KTC, B&NES	On-going	KTC
	Install more recycling points throughout the town.	HIGH	B&NES	Autumn 2014	B&NES
	Provide cigarette butt disposal points outside public buildings.	HIGH	B&NES and KTC	Autumn 2014	B&NES
	Provide opportunities for smaller initiatives, that require minimal commitment from individuals, in order to get wider participation in helping the environment.	LOW	Transition Keynsham, KTC, B&NES	On-going	Transition Keynsham
	Continue to support the group involved with the initiative for a Fairtrade Town.	LOW	Fairtrade Group, KTC, local shops & businesses, B&NES, community groups	On-going	Fairtrade Group
HOUSING					
This section looked at opinions on locating affordable housing within Keynsham and the awareness of respondents concerning the provision of incentives or benefits in downsizing, specifically through Somer Housing initiatives.	Support development of 'brown-field' sites and infilling as opposed to 'green-field' sites.	HIGH	B&NES, KTC	On-going	B&NES
	Promote the benefits of down-sizing, in the interest of making the existing Social Housing stock accommodate the maximum number of people, to those that are interested.	LOW	Somer Housing Community Trust*, B&NES	On-going	Somer Housing Community Trust*

*From July 2012 Somer Housing Community Trust will be known as Curo

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ISSUE	RECOMMENDED ACTION	PRIORITY	PARTNERS	TARGET TIMESCALES	SUGGESTED RESPONSIBILITY
HEALTH & LEISURE					
Whilst considering people's attitudes to health and leisure in general, this section also looked at perceived support for carers in Keynsham. There was also an area in this section that sought opinion on the sports facility at Wellsay School that, at the time was yet to be approved.	Any new sports facility at Wellsay School should be for the benefit of the whole community.	MED	Wellsay School, KTC	6-12 months	Wellsay School
	The existing Leisure Centre should be retained and improved irrespective of any future development on the Wellsay School site.	HIGH	B&NES, KTC, Service provider	2014	B&NES
	Information about the support for carers should be actively promoted in the community.	MED	Sirona, B&NES, Community care providers	On-going	Sirona
	Investigate ways of promoting exercise as a healthy lifestyle without approaching individuals for commitment.	LOW	B&NES, GP services, Healthy Lifestyle Service	On-going	Healthy Lifestyle Service
	Provide adequate information on maintaining healthier lifestyle.	MED	B&NES, GP services, Healthy Lifestyle Service	On-going	Healthy Lifestyle Service
EDUCATION					
This section aimed to look at general opinion on school clubs, accessing school placements and then work-related training needs.	Encourage schools to provide clear information on the breakfast and after-school clubs available.	LOW	Schools, Keynsham Childrens' Centre, B&NES	On-going	Keynsham Childrens' Centre
	Continue current methods for placement of children at the schools of their choice.	LOW	B&NES	On-going	B&NES
	Encourage local nursery providers to promote their services so that parents are aware of the range of options available to them.	LOW	B&NES, Local nursery providers, Keynsham Childrens' Centre	On-going	B&NES
	Particularly for those aged between 30 and 60 years, there should be promotion of the benefits and availability of training to improve job opportunities.	MED	Job Centre, Training providers, local employers, B&NES Skills and Employability Team	On-going	B&NES Skills and Employability Team
	Continue to make available the right information on work related training, to those who need it.	MED	Job Centre, Training providers, local employers	On-going	B&NES Skills and Employability Team
COMMUNITY & NEIGHBOURHOODS					
This section aimed to understand the current support and needs for community-based events/activities.	Continue to support more community-based events/activities.	MED	KTC, KBA, Community groups	On-going	KTC
	The new Community Facility should have a wide remit with meeting rooms, exhibition space, performance space, learning & training areas, as well as information/advice points.	HIGH	B&NES, KTC, The Regeneration Focus Group	Autumn 2014	B&NES
	The new facility should also include 'hot-desks' and a café.	MED	B&NES, KTC, The Regeneration Focus Group	Autumn 2014	B&NES
	Create a means for people to learn about local volunteering opportunities and how to participate in them.	LOW	B&NES, Community groups, KTC, The Volunteer Centre (Bath and North East Somerset)	On-going	KTC & B&NES
	Members of the group developing the Community Facility should look to other areas for examples, e.g. Market Towns of a similar size, etc.	HIGH	B&NES, KTC, The Regeneration Focus Group	On-going	B&NES
YOUNG PEOPLE					
This section, recognising the desire to engage fully with young people, was specifically aimed at seeking opinion from the young people of Keynsham and provided opportunity for more than one member of the household to respond. It covered 8 sub-sections: the big issues, socialising and spending free time, youth clubs and other organised activities, transport, young people's voice, communication, guidance/advice and bullying.	Identify places and venues around Keynsham where young people can meet.	HIGH	KTC, Youth community groups	6-12 months	KTC's Young People's Liaison Group
	Encourage local community groups to develop their own youth activities/programmes that could be supported in partnership with Keynsham Town Council youth service.	HIGH	KTC, Youth community groups	On-going	KTC's Young People's Liaison Group
	Maintain the commitment to support existing youth groups and youth organisations across the town.	HIGH	KTC, Youth community groups	On-going	KTC's Young People's Liaison Group
	Councils to develop a strategy that encourages businesses and traders into Keynsham to increase the town's employment prospects.	HIGH	KTC, Connections, B&NES, Youth community groups, KBA	On-going	KTC's Young People's Liaison Group
	Commit to create effective ways of listening to young people, gathering their opinions and responding to what has been said.	HIGH	KTC, Youth workers, Community youth groups, Young People's Liaison Group	On-going	KTC's Young People's Liaison Group
	Youth Newsletter (paper, website and email) informing young people what is going on in Keynsham.	HIGH	KTC, Youth workers, Community youth groups, Young People's Liaison Group, B&NES	Now and on-going	KTC's Young People's Liaison Group
	Develop a youth council/forum in conjunction with Keynsham Town Council.	LOW	KTC, Youth workers, Community youth groups, Young People's Liaison Group	6-12 months	KTC's Young People's Liaison Group
	Create a wide and open opportunity for young people to participate in a youth council or at the least contribute to discussions on the Town's Development.	HIGH	KTC, Youth workers, Community youth groups, Young People's Liaison Group, B&NES	On-going	KTC's Young People's Liaison Group

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This Plan sets out the views and aspirations of the people of Keynsham with actions to be pursued in the next 5 years.

It is the culmination of over two years of work in which a large majority of the residents participated.

It is representative of all sections of the community both geographic and demographic.



**Bath & North East
Somerset Council**

Keynsham Town Plan

Summer 2012