

Spring 2004

Railway Station

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Keynsham Town Plan



Signpost to our future

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Contents

Introduction

A Brief History of the Town and its Geography

Environment

Community

Education Skills and Training

Health

Housing

Local Economy

Transport and Traffic

The Action Plan

Acknowledgements

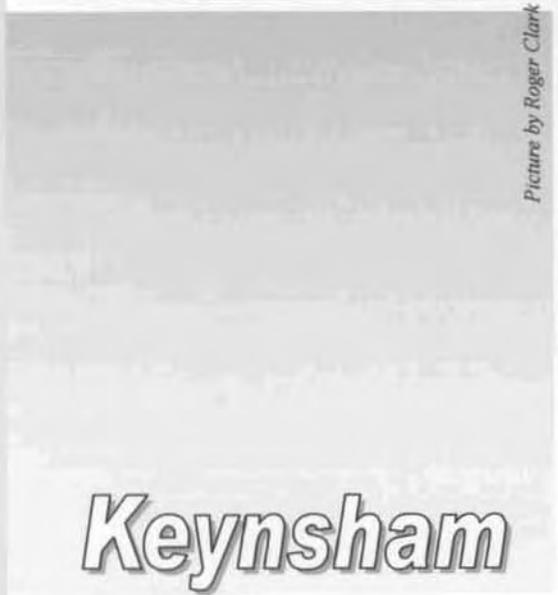
Evaluation of the Process

Appendices:

1. List of Steering Group Members
2. Time Line of Consultation and plans to reach 'hard to reach' individuals
3. Analysis of Responses to Inaugural Meeting
4. Analysis of Keynsham Town Plan questionnaire responses (Green Forms)
5. Analysis of Comments from Fun Day, including Local Economy and Transport Questionnaires
6. Copy of Draft Action Plan
7. Analysis of Responses to Draft Action Plan
8. General Population Statistics
9. Minutes of the Steering Group Meetings
10. Bibliography



Picture by Roger Clark



Picture by Roger Clark



Keynsham



Introduction

The Town Plan Steering Group's overall vision:

"Keynsham is a great place to live and work, with its attractive setting, good transport links, traditional High Street and numerous active community, church, sports and arts groups. It is also a place of great potential. We want to build on the good things and embrace the future. Our vision is for Keynsham to develop into a thriving, sustainable and safe market town.

- *By enhancing its already considerable assets and unique identity*
- *By promoting a sense of well being and community for all, generating pride in our town*
- *By ensuring that all necessary services and infrastructure are maintained and enhanced*
- *By regenerating the town centre*

This Town Plan represents a local consensus about the way forward for Keynsham over the next five to ten years.

The work arose as a direct result of the Countryside Agency's Vital Villages project – Parish and Town Plans. This is one of a whole raft of initiatives that have come directly from the Government's Rural White Paper – *Our Countryside: the future* issued in 2000. At the end of 2001 Keynsham Town Council registered its interest in producing a Town Plan with the Countryside Agency and allocated £1,000 in its 2002/3 budget towards the process. After a presentation to the Town Council in May 2002 it was agreed to go ahead with the project.

A meeting was organised for the end of July and over one hundred organisations, schools and groups were invited to a presentation. Whilst the idea of a Town Plan had the full backing of the Town Council it would only work if it was supported by the community at large. At the end of the meeting fifteen people volunteered to form the steering group chaired by a local resident and the work began.

As part of the large meeting those present had been divided into smaller groups and asked three questions;

- What three things do you like about Keynsham?
- What three things do you dislike about Keynsham?
- What three actions would you like addressed?

The complete list can be found in Appendix 3.

The next activity was to produce and distribute 3,000 questionnaires (the green form) that had one single question on it *what would you like to see in Keynsham?* The form had an age profile within it and the opportunity for people to be contacted if they wished to be more involved in the process. The forms were distributed to all primary school children in the town, copies left in the Library, the Leisure Centre, and Town Hall Reception, Somer Community Housing Office and given out to passers by on the High Street one September morning. Over 200 were returned and the analysis can be found in Appendix 4.

From the results of the first meeting and the questionnaire the steering group were beginning to develop a feel for the issues that were common, keep the green belt, improve local transport etc. The steering group endeavoured to find broad topic areas that the issues could be divided into. The final result was *Environment, Community, Transport and Traffic, Education Skills and Training, Health, Housing and Local Economy*.

For the next stage the members of the steering group took one of the topics and went out into the local community to find small focus groups with which to expand the issues raised and where necessary include new ones. These meetings were held over the winter of 2002/3 and culminated in a consultation morning on the 1st March 2003, entitled A Fun Day.

Each of the focus groups produced a display on the work that they had achieved and there was opportunity for people to comment. The fun activities included a Wishing Tree (write your wishes on a leaf and pin it to the tree), a Dirty Washing Line (write your dislikes on a 'smelly' sock and peg it to the line), a Big Brother Diary Room (where people could comment directly to camera), a clown to entertain children, performances by one of the local bands and free tea, coffee and biscuits. Prizes were presented to winners of a Town Plan Children's Competition. Over 150 people passed through in three hours and some very useful comments were made.

Over the next four weeks the stands were displayed in various venues, to allow for more comments; the Library, the foyer of the local supermarket, the Leisure Centre, the youth drop-in café (Timeout), the local housing association offices and one of the senior schools. At the same time the Chairman of the Steering Group was the guest presenter at the Annual Town Meeting and the display was on show for the evening.

Between April and June the steering group distilled all of the information received and a Draft Town Plan was printed and distributed in August 2003. This was sent to all homes and businesses in Keynsham and also given to surrounding Parish Councils. There was a three week period in which people could comment on the findings and a pre-paid tear off slip was available for return. The draft was also posted on to the Town Council's web site. Briefings were given to the local District Councillors and at the beginning of September all those who attended the inaugural meeting in July 2002 were invited back for a feedback session.

Comments from the consultation were analysed and in April 2004 the final Action Plan was again distributed to all homes and businesses in Keynsham. The Town Plan will form a review item at the Annual Town Meeting each spring. The members of the steering group will meet quarterly to assess progress on the Actions and where relevant update the Plan.

During the summer of 2002 Bath and North East Somerset Council (B&NES) was conducting an in depth survey in Keynsham South Ward based around Queens Road. The results of that survey also formed part of the information for the Town Plan, as did the survey conducted by students of Bath College given to all students at the town's two senior schools.

As well as the money allocated by the Town Council a grant of £3,250 was awarded by the Countryside Agency and £1,000 from B&NES. What should also not be overlooked is the time of all the volunteers, given free and the support of B&NES in providing analysis of data.

History



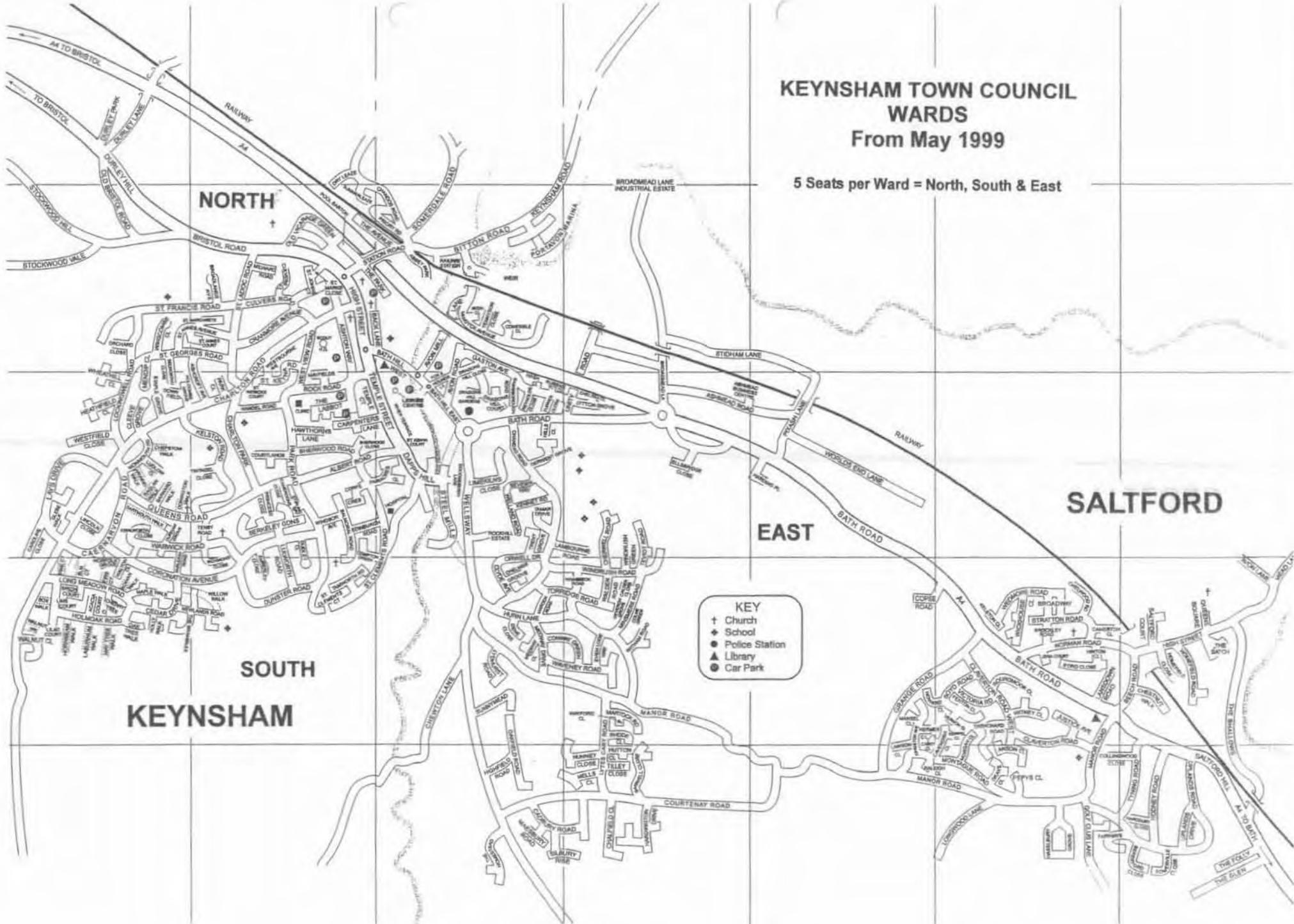
Picture by Roger Clark



KEYNSHAM TOWN COUNCIL WARDS

From May 1999

5 Seats per Ward = North, South & East



History and Geography of Keynsham

The geographical position of Keynsham, close to the confluence of the rivers Chew and Avon, with rich pastures, abundant woodland and limestone outcrops, has made it attractive to settlers from early times. Prehistoric man passed through, leaving hand axes and flint tools. The Romans constructed several villas in the area with a substantial settlement on the Hams. The largest Roman house was discovered under Keynsham Cemetery and portions may still exist under the old A4 nearby. It is believed that this property may be one of the largest in the south west. The construction of the Fry factory in the 1920's revealed a small villa, burial ground and well, and further evidence of the settlement was exposed in 1991 when the playing field was levelled.

The site of the Keynsham Saxon church is not known but Saxon artefacts and fragments of carved stone have been recovered. The once large, rich and important Abbey has been plundered since the dissolution of the monasteries in 1539, the construction of the Keynsham by-pass between 1961 and 1966 dealing the final blow. Sculpture, tiles and other artefacts were saved and it is possible that some foundation walling may survive under the Memorial Park.

In the early 19th century Keynsham had 278 houses and 1,591 inhabitants. The influence of Quaker, Baptist and Methodist movements was felt here and has left a legacy of strong church involvement in the community.

The coming of the railway had its effect on road and river transport and turned Keynsham into a stopping off point for travellers from Bath to Bristol. This led to an increase in house building and gave impetus to the quarrying industry. The abundant supply of water made Keynsham's position favourable for a cheap supply of power. There were six mills recorded in the Domesday Book. There have been fulling, corn, brass and steel mills.

Industry continued to develop throughout the nineteenth century and by the end of the century there was piped water (but no sewerage) and Keynsham was one of the first towns to have electric street lighting.

The 1896 Act of Parliament gave Keynsham its first Parish Council. By 1938 the population had grown to 5,000 and the Keynsham Urban District Council was formed from the parishes of Keynsham and Saltford. This was superseded in 1974 by Wansdyke District Council and then by the formation of Bath and North East Somerset Council in 1996. Keynsham Town Council was formed in 1991.

After the Second World War, Keynsham became a dormitory town for Bristol and latterly Bath and a building boom transformed the area. The High Street was remodelled and widened, and Temple Street largely demolished. The Town Hall, Library, Clock Tower and shops were all built in the early 1970's.

Keynsham now has a population of 15,533 and is the largest single town in Bath & North East Somerset. East Ward is mainly residential and contains the site of the Wellsway School which serves Keynsham, Saltford and nearby villages. From the top of Bath Hill there are splendid views of the town, with the River Chew winding through the Memorial Park and St John's church in the distance. The River Chew acts as a barrier between the two parts of the town.

The linear High Street runs from Temple Street in South Ward to meet the junction of Station Road and Bristol Road in North Ward. North Ward is also the site of the Cadbury

Trebor Bassett factory, known locally as Fry's. The site is surrounded by playing fields and countryside through which the River Avon flows. Opposite is the town's railway station. Many of the properties in North Ward are listed buildings and houses Broadlands School. The centre of town is generally felt to be the precinct and paved area outside the Town Hall. This complex includes shops, a building society as well as the library. Like all buildings of this age and type this area is beginning to look a little 'tired'.

Whilst there is still a good mix of shops along the High Street there is concern about the number of charity shops (currently nine) and that is declining. The High Street is well served with car parks and despite the by-pass encouraging motorists travelling along the A4 to avoid the town centre, the High Street can be congested at times. Some recent and ongoing traffic works are aiming to make the High Street more pedestrian friendly.

South Ward is the ward with the majority of ex-local authority housing (the Federated Estates). This area of the town is the site of Queens Road, the subject of a detailed residents' survey in 2002.

All three wards boast satellite shopping facilities, children's play areas and open spaces.



Picture by Roger Clark



Picture by Roger Clark

Environment

Environment

"Our vision is for a Keynsham that retains its uniqueness, is clean and safe, makes the most of its heritage and character, and keeps its green countryside setting."

Keynsham is now essentially a dormitory town. The biggest number of its residents leave the town to work, in either Bath or Bristol. At the same time 60% of the pupils at the secondary school in North Ward, Broadlands come from outside the Keynsham boundaries, mostly south Bristol. Yet Keynsham has a defined geographical boundary. It is completely surrounded by green fields and hills all of which are no more than fifteen minutes walk away.

This heading began life as The Built Environment and was steered by Cllr Keith Kirwan (Keynsham Town Councillor) and Elaine Giles (Keynsham Town Clerk). The focus group consisted of members of CPRE, Stop the 500 Houses Campaign, a local Architect Company, a member of Keynsham Community Association, a representative from one of the largest local employers' and a representative from the local community woodland friends. All of those present, except one, were Keynsham residents.

It was during the discussion that took place that it was decided to drop 'the built' part and just use the title environment. That way the green belt which rings Keynsham could be part of the discussions as well as the two community woodlands on the edges of the town. The issues that were identified were:

More affordable housing

House prices in Keynsham are rising significantly due to its good transport links with Bath and Bristol. There is concern that the prices are such that the young people of Keynsham and those in low paid work, nurses, and public sector workers cannot afford to remain in the town. Not only does this affect the demographic nature it makes it more difficult for the town to be sustainable.

So whilst there is widespread opposition to the building of large scale housing estates there is a recognised need for low cost housing preferably utilising brown field sites.

Ensure that the green belt is not breached

This is an accepted 'given' for most Keynsham residents. The fear being that once the green belt is breached Keynsham will be 'swallowed up' by Bristol.

Develop a strategy for utilising planning gain to benefit the town

What guidance can be given to the planners on what the people of Keynsham want in the way of amenities, so that these can be built into negotiations with developers; ensuring that vocal pressure groups do not dominate?

The Precinct

This is the 'heart' of the town centre. It is a classic 1970's structure which includes the Town Hall, the Library, a range of shops and a small open space, currently given over to pedestrian use. The property is owned by B&NES and whilst a complete face lift might be the preferred option this is likely to be expensive. What short term potential is there for improving its looks?

Community Building/Arts Venue/Museum

Keynsham is the home to a small but valuable and interesting collection of Roman and Medieval artefacts which are currently housed in the basement of the Town Hall. There has been a long held wish for these to be on public display. This could be linked with an arts venue and community meeting place incorporating the library, IT, one stop shop facilities (for B&NES, the Town Council and local voluntary groups) and a coffee shop. Another option is for the artefacts to be displayed in St John's Church.

Community Woodlands

These need to be sustained, supported and enlarged. Look at the possibility of having them designated as Local Nature Reserves.

Civic Pride

Look at ways of fostering pride in the town. Enhance the entrances to the High Street from the Memorial Park and the Ashton Way Car Park. Ensure that the Memorial Park is kept clean, tidy, welcoming and develop its use as a venue for community activities, such as the Music Festival.

Cinema Site

This is the subject of some debate in the town. There are those who are vocal in saying that it should be saved because it forms part of the character of Keynsham. Others, equally vocal say that it is an eyesore and should be pulled down and the site used for housing.

Environment Park

B&NES are intending to develop an environment park of the eastern edge of Keynsham. This is intended to deal with as much recyclable material as possible, including the provision of small industrial units to reprocess the waste. This should be done in conjunction with the landowners of the surrounding site who would like to develop a marina and wetland nature reserve, using the River Avon. Barges could be used to take away any material left to Avonmouth. However, what is not wanted on the site is any form of incinerator or pyrolysis plant.

Develop a Town Centre Design Statement

Much of the old shops of Keynsham High Street were lost to 'modernisation' in the late sixties and early seventies. There are however, still some original features to be found. These were protected in 1996 when the Conservation Area was extended to include the whole of the High Street. What is needed now is a Design Statement which has the power of supplementary planning guidance, to ensure future developments in the High Street are in keeping with the ethos of a market town.



Community



Community

"The community in Keynsham has a number of aspirations for increased arts and leisure facilities which can be worked on in the long term. In the meantime the priority is to support and sustain existing assets."

Keynsham is a 'divided' town, in the fact that the River Chew flows through the centre of the town, separating East Ward from North and South Wards. Add to the equation that the two secondary schools are on opposite sides of the town and there is an element of them and us, which hopefully this Action Plan will help to breakdown.

The Town Plan Community Topic group met twice between November 2002 and January 2003. The group was led by Kay Southgate, Keynsham Arts Development Worker, Roger Clarke, Keynsham Town Councillor, and Kathy Sinkins, Bath & North East Somerset Community Development Worker. Several local groups were represented at the meetings:

- Guides
- Scouts / Avon Wildlife Trust
- Broadlands School
- Keynsham Community Association
- Totally Maracas / Queen's Road Consultation
- NESAs
- Stirling Way Resident's Association

Further input was offered by:

- Keynsham Heritage Trust
- Keynsham Youth Theatre / Keynsham Theatre Action
- B&NES Youth & Community Service
- Action for Pensioners

The group focused on:

- Young people
- Older people
- Information
- The arts/leisure
- Community education and training

The group studied the green consultation forms together with existing research in these areas and collated findings. They contributed ideas for a display at the Town Plan Open Day highlighting key issues and soliciting further response. Key findings are as follows:

Young People

Many of the issues have been moved forward since original research. It is important to develop and support existing provision particularly the TimeOut Young People's Drop-In Centre. This provision should be available every day for young people and further resources to staff it should be sought, including encouraging and supporting volunteers. Young people should be involved in lobbying for and taking responsibility for improved services and facilities.

Older People

It was recognised that Keynsham has much to offer older residents. The following points were also made:

- Important to protect as far as possible the range of shops. It is felt by many that this range has been impoverished in recent years
- Transport to Bristol and Bath is expensive. The Dial-a-Ride scheme should solve some of the difficulties for people with mobility difficulties
- Lack of activities for older people. Perhaps this is a perception due to lack of co-ordinated information about what is on offer, but there is also felt to be a need for a drop-in facility (like TimeOut for young people)

Information

The need for co-ordination and dissemination of information came through strongly as the single most pressing issues in our topic area. If this were addressed, it may reduce the perceived needs in other areas: lack of activities for young people / older people; need for community hall; lack of community spirit. Achievable ways to improve communication include:

- Supporting the development of a community newsletter which has been initiated by the Queen's Road consultation group
- Collating information from the various halls and venues about their facilities, prices, contact numbers and general availability. Some of this information could be included in the Town Guide. Collating information about young people's activities into a file to be held at TimeOut
- Developing the Keynsham Website with 'What's On' information
- Increasing awareness about the opportunities for publicity that already exist i.e. files in the Library
- Some of these projects could be initiated at TimeOut centre, so involving young people and making use of the resource

The Arts / Leisure

The most pressing issue for the Arts was seen to be the provision of a community hall, or a venue capable of hosting performances and concerts as well as being a focus for community life. This is a big capital project not easily resolved, but there are ways to resolve some of the issues without a new build:

- Co-ordinate existing halls, as expressed above
- Work with Broadlands School to increase usage of their hall and to upgrade the facilities there to include Front-of-House, improved seating and changing rooms. A small exhibition space could also offer some provision for Visual Arts
- Ensure that the St John's Court development includes some provision for public/ visual art

Community Education and Training

Opportunities have increased in recent years with the provision of Keynsham Learning Centre and B6 (Norton Radstock College) at Broadlands. However, access to these is still limited for parents of young children. A crèche would allow carers to take up learning opportunities.

Education



Education, Skills and Training

"Our vision is for the excellent provision within local schools to be sustained and the community role that schools play to be extended. For young people and older adults training should be affordable and relevant and available when and where people need it, making full use of technological developments."

This topic group was lead by June Brassington who works for B&NES Library Service.

Keynsham is well served for education provision, with six primary schools, two secondary schools, and a satellite of Norton Radstock College and is within easy travelling distance of colleges of further education and universities in Bath and Bristol. There is also a thriving branch of the University of the Third Age in Bath which many Keynsham residents access.

Information needs

- There is a need for a Community Newsletter
Opportunities for learning at any age do exist but finding out what is available is not easy. Keynsham has a need for a community based information service to enable opportunities in education/lifelong learning to be freely accessible. The recently established community newsletter could fulfill this role. The Keynsham Community Development Worker, Norton Radstock College and local schools could have a key role in this
- Advertise Keynsham Town Council web site: www.keynsham-tc.gov.uk

Provide links to this site from other networks, i.e. Bath and North East Somerset Council; Norton Radstock College etc.
- Advertise facilities at the library

Free access to Internet, Word Processing – help available for people to access existing on-line information. Partnership with Adult Education and Norton Radstock to provide support to online learning, e.g. Learndirect, IT taster sessions and other IT courses

Community Facilities

A register is required to list the many facilities around Keynsham that could be booked for training.

A survey needs to be carried out first to see what is available and when. The focus group identified a need for drop-in centres

- for young people
- for unemployed – those not in work
- for parents during daytime

Addressing needs

A strategy is needed for reaching the 'hard to reach' groups/individuals that could benefit from skills training e.g. access to training for young males (20's). This is a difficult group to get back into education. Broadlands School has some connections with Keynsham Football Club and Keynsham Rugby Club, but what if they are not interested in sport?

Also how to reach and encourage residents that could benefit from home care skills, education in basic housekeeping skills including finances, parenting skills and single parent support, to join such classes? Use schools for contacts? Is there a role here for Town Council? Further partnership working between Social Services/Health/Norton Radstock College/Broadlands School/Library Service/Keynsham Town Council required.

To be noted that Broadlands has now been granted Special School status in Science and Engineering. Broadlands has funding to target three community groups: disaffected post 16 year olds; Business training; Broadlands parents/local residents. Courses may be arranged on anything with a science base e.g. gardening, cookery etc.

Removing barriers - Social inclusion issues

Cheaper courses for pensioners? Support from Town Council? Cost of childcare - lack of out of school and pre-school clubs. Suitable times for classes (for parent/carers/shift workers). Lack of available crèche facilities. Nursery initiative? Is there a need for provision of basic 'moving on' classes (e.g. starter classes for people who lack social awareness or have social problems)?



Health

AGE



Health

"Our vision is for Keynsham residents to retain and improve services, so that they are able to access a wide range of health services locally."

This focus group was led by Sharon Wilson, who represents the Civic Society and Elaine Giles, Keynsham Town Clerk. Various health professionals in the town were approached to form the focus group and one recently retired doctor and one health visitor attended the meeting.

The investigations centred on feedback from the original questionnaire sent out in 2002 (the Green Form), discussions with a focus group including two health care professionals, results from the Queens Road survey, and discussions with local residents and a local support group.

The questionnaires originally published produced little response, suggesting that Keynsham residents were generally satisfied with the health care currently available. In order to identify concerns about health issues further investigation has proved that a different approach is needed. Unlike some of the topics covered in the Steering Town Plan process, health is perhaps seen as a more personal and/or confidential subject and consequently direct questions elicit a better response.

There is a high level of car ownership within the area and there appears to be little demand for increased sports facilities. The level of car ownership would support the claim that Keynsham has become a 'commuter town' although the lack of uptake for sports facilities may be due to a general disinterest in exercise or simply indicate that town sports facilities are being used. 38% of local people take part in some form of health related activity the favourites being swimming and walking.

20% of respondents were unhappy with the combination of doctors, hospitals and dentists. The indicators show a frustration with the availability of doctors and inflexible opening times. Hospitals are criticised generally for the long waiting lists while the lack of NHS dentists in Keynsham is a bone of contention. Knowledge is a key subject; it is difficult to find adequate information in any one given place.

A holistic approach to the whole issue of health care would provide the people of Keynsham with better facilities, better information and better preventative action. There are already a number of active community groups showing a genuine concern for local affairs. There is a need for a central resource of professional healthcare workers to provide information of all available health care resources in Keynsham. This includes working with and supporting volunteer groups, who are vital to the lifeblood of any community and one of the most cost effective groups.

More information is needed to define a 'best practice health care solution'. Suggestions have included expanding the role of local surgeries and developing the local hospital to take on non-essential minor operations etc. thereby easing pressure on surrounding hospitals and A & E units.

Other local services associated with health care such as physiotherapy, hearing assessment, pharmacies, health visitors and district nurses were all well regarded.

Concern was also expressed about the environment and health problems caused or exacerbated by litter, pollution and so on, again a lack of information about who was responsible and an understanding of current legislation was needed.

- Create an advisory board of professionals, volunteers and IT specialists responsible for collecting accurate and up to date information on all the health care provisions within Keynsham
- Create a 24-hour walk-in centre and expand Keynsham Hospital
- Create and maintain a list of all volunteers, helpers and carers within the community

Encourage community, local employers and town council etc. to work together to resolve environmental health issues.

The main health problems noted were arthritis, bad knees and backs, heart problems and depression. Those who accessed or had knowledge of the Mental Health services were also critical. Concern was also raised about the lack of provision for the elderly.

The Elderly

Day care centres can be found at The Hawthorns, Stirling Way and St John's Court. This type of facility can help with both the physical and emotional health of its visitors as well as giving some respite to family or friends acting as care workers.

There is a need for recreational centres for the elderly to provide health care. Such centres could provide specific treatments in the form of exercise particularly to help them recover from operations such as knee and hip replacement. Further suggestions included a luncheon club where the elderly could meet up with and make new friends on a regular basis.

These facilities provide essential health care in the form of physical treatments such as physiotherapy, chiropody and others mentioned above and they also provide much needed companionship. It is a fact that many elderly people suffer from depression and other mental health problems. Keynsham has a high ratio of this age group and many of the people are becoming increasingly isolated either through ill health or lack of social support.

Concern was raised about the lack of information concerning the elderly; when their family move or friends and partners die they can quickly become isolated and lose touch with medical care and support. Depression is a common factor in elderly patients and Keynsham's increasing aged population is particularly vulnerable especially following any surgery. The inability of doctors to visit patients in their own home was also noted as a problem. Improving the treatment and its availability of conditions commonly associated with the elderly such as diabetes, chiropody, minor surgery, and physiotherapy and hearing loss was also noted. Action for Pensioners is a support group in Keynsham and actively encourages its members to join Action Groups to campaign on issues of particular concern to older people.

Meals on wheels are provided in the form of a lunch during the week, however this is often the only meal the elderly have. This service could be extended to ensure they also receive food for the evening as it is unacceptable that they wait literally 24 hours between each meal. It is also important they have food at weekends. It is also another service ensuring they have contact with the outside world and are encouraged to get out and about themselves.

- Provide day care centres and/or places to meet that allow elderly people to integrate with the local community
- Provide local services such as radiotherapy, cardiology and pain control. Allow easy access to chiropody, diabetic support and other treatments typically needed by the elderly
- Provide a fully staffed recreational centre for the elderly. Improve services for patients who have suffered strokes, including after-care and speech therapy
- Work with local volunteers to ensure all elderly people have access to a support network.
- Meals on wheels to be available 7 days a week with 2 meals provided
- Maintain a secure database of all elderly patients and ensure they are given all possible assistance in understanding what help is available to them
- Increase the availability of GP's to visit patients' homes
- Access to a reliable transport service should be made available – Dial-A-Ride

Mental health problems

There is a lack of professional care for people of all age groups suffering from anxiety, depression and other related conditions. The current psychiatric provision only caters for acute cases, leaving GPs to cope with the vast majority of cases. This invariably means the only help available is medication. Whilst the use of drugs is sometimes unavoidable there are other treatments available in the form of trained professionals who can help people suffering from low-level mental health problems. This again can be particularly important to elderly people who may be suffering from depression following an operation or bereavement.

An important part of health care is the community itself and more attention needs to be given to this topic. Volunteers could be recruited to help families who have dependent relatives or friends. 'Adopt a granny' type schemes, volunteer respite care workers and so on all help to build a community. These types of carers need to be recruited and trained; the community itself needs to be involved and embrace the ideology of a caring sharing community. Investment in publicising these issues and providing real support will reap benefits in the years to come.

- Provide specialist treatment for those suffering with low-level mental health problems
- Create and support a volunteer network

Drug dependency

Whilst there is a perceived 'drug problem' in Keynsham much of this is cannabis use by teenagers, however, there are a number of addicts and pharmacies are involved in methadone provision. More preventative education is necessary to safeguard our children from drugs and drug dealers. There also needs to be a provision to rehabilitate drug users in the community and support them through their crises and potentially for the rest of their lives.

A drugs satellite drop-in centre has been held at Keynsham Baptist Church on Thursday evenings giving information and advice, complementary therapies and needle exchange. A shared care worker from Bath Drugs Advisory Service has been attending 2 surgeries in Keynsham offering counselling to those referred by their GP. Home visits are available for those unable to attend. The Drug Action Team commissions a range of treatment services for people with drug and alcohol problems, as well as preventative work with young people.

- Continued support is needed along with a proactive approach to educating everyone about the dangers of drug abuse. This is particularly important for school age children
- Look at schemes such as KWADS (Knowle West Against Drugs) to see if there are transferable ideas.

Keynsham Hospital

It was also noted that the lack of affordable housing was having a detrimental impact on health. The town is in great danger of being divided into two or three areas of wealth and lower income. This impacts on the isolation of single and elderly people and more needs to be done to redress the balance.

Keynsham Hospital- User Group

Keynsham Hospital has high bed occupancy. It covers not only Keynsham but also Saltford and the Chew Valley. It is taken for granted by the people of Keynsham, to a certain extent, on the assumption it will always be there. The loss to the community for those needing 'after hospital care' (RUH/BR1) and also those that use it for respite care would be significant. It is a much loved community hospital and greatly supported by local GP's, consultants and carers. Community physiotherapy is offered along with community occupation therapy, which provides an assessment of personal and domestic activities of daily living, motor and cognitive skills and the home environment. As well as providing beds for care of the elderly it also houses the Clara Jeffery's Unit, a 13-bedded specialist unit for males and females offering intermittent rehabilitation for clients aged 16 - 65 years who have a disability.

Clara Jeffery's Respite Care Unit

This came under the spotlight in 2001 when moves were apparently being made to move the unit to Bristol General Hospital. A Users Group was set up to fight this action and subsequently the move was cancelled on the grounds that Bristol General had already been earmarked for other facilities. It is important to recognise the meaning and context of Respite Care, which is understood by the User Group to mean 'the planned provision for a disabled person to be cared for over a period of a week or two on a regular basis in order to give both the disabled person and the carer a break'. They argue that in the majority of cases the disabled person is cared for at home and has a certain degree of independency and privacy. They may be of any age and generally not critically ill rather suffering from a long-term debilitation or permanent but stable disability.

In this situation it is imperative respite care is provided in an environment that offers independence, privacy and stimulation. These conditions are not met within nursing homes or hospices; elderly and terminally ill people require dissimilar care to that of disabled people and treating them similarly in the same place is unhelpful and distressing.

The Clara Jeffery's Respite Unit provides a safe environment in beautiful surroundings. It is easily accessible and can cover a large catchment area. Staff and visitor parking is not a problem. On at least 2 days a week clients are taken out for pub lunches, shopping, garden centres and so on. The voluntary helpers are key to this success, therefore the local hospital is key to the continued support of the helpers.

- Ensure Keynsham Hospital remains fully staffed and operational and continues to provide and expand its current role within the community

Terminal care

This is a difficult and emotive subject regardless of the age of the patient. All aspects of such care must be carefully considered. Particular emphasis is placed upon the information available to people who may be in shock, bewildered, suffering great pain or stress. Carers and patients can suffer in these circumstances and need easy access to all help.

- Provide support and respite for carers of terminally ill patients
- Allow easy access to information that is available help for patients and carers
- Access to a reliable transport service should be made available
- Ensure terminally ill patients have easy access to the best available treatment and care and are allowed to live with dignity in a safe environment. This is an important and complex subject and has not received the full investigation and participation such a crucial issue warrants. The recommendations must be taken in that context and it is recommended that a further exhaustive study takes place allowing a more representative result to be obtained

Complementary health care

The demand for complementary health care is increasing as more people look for alternative remedies. Access to authoritative information and relevant treatments would assist both patients and practitioners.

- Work with complementary local groups to provide accurate information about the therapies and treatments available
- Include more treatments such as acupuncture and homeopathic remedies within mainstream clinics where appropriate
- Create a local register of complementary therapists, homeopathic doctors, healers etc.
- Provide details of qualifications and experience with sound references from patients and appropriate organisations

Housing



Housing

"Our vision is that the people of Keynsham have access to housing which meets their current and future needs."

This focus group was led by Hayley Austin of Somer Community Housing Trust and Adrian Inker, Councillor for B&NES.

Terms of Reference

The Town Plan Housing sub-group has investigated the demand for housing in Keynsham from a variety of perspectives:

- Affordable rented housing
- Private rented housing
- Purchase

The sub-group have drawn on the following information to compile its recommendations:

- Housing Need Strategy produced by B&NES in 2000
Focused on current housing need and future demand in terms of location, property type and size
- B&NES Local Plan
Identifying specific goals for housing provision in the Keynsham area
- Queens Road consultation
Information from the very recent consultation exercise which gave some clear views on housing provision in Keynsham
- Town Plan Questionnaires
Identified a need for more affordable housing whilst still wanting to maintain the green belt

Current Planned Provision

Background:

The main driver behind the planned future provision of housing is the Bath & North East Somerset Council Housing Strategy produced in 2000, "Healthy and sustainable homes for all in living communities".

This is a strategy set to run over a five year period. Not only does it set out what the Council's objectives are in relation to the provision of housing but highlights the steps that will be taken over the next five years to ensure they are met.

The strategy reports that there are 72,000 homes in the B&NES area, the distribution by tenure being:

Tenure	B&NES	National
Owner occupied	72.5%	69.3%
Private rented	10.5%	7.5%
Social housing	17%	23.2%

The Council recognises the central role that Housing has to play in the Council's strategy and so places a great emphasis on the linkages made between Social Care, Community Safety, Health, Conservation, Transport, Education and Economic Development.

Therefore the objectives for the Council over the next 5 years are to:

1. Improve the condition of the housing stock
2. Promote independent living & social inclusion
3. Provide services that meet the need of the community
4. Provide homes for the present and the future

What's Needed:

The housing needs throughout B&NES follow a common pattern:

- Affordability of accommodation is an issue, be it for ownership or private renting
- Keynsham in particular in lacking housing provision for single people
- 1998 Joint Structure Plan identified the need for 6,100 units of accommodation to be provided in the BANES area by 2011. The majority had already been accounted for but the Housing Strategy identified that this figure ought to be closer to 6, 900

What's Planned:

In 2002 the elements of the Housing Strategy were considered in more detail in the form of a Local Plan.

The Local Plan was intended to shape the way that the B&NES district would develop over the next 10 years.

For Keynsham this means that a further 500 homes were considered – of which up to 30% could be made available for affordable housing. Following intense local opposition this was removed from the Draft Local Plan.

Feedback:

- From an affordable housing point of view there is a lot of demand for additional provision in Keynsham. There are currently 300 applicants on the Council's Homeseekers waiting list looking to be re-housed in the area and over 150 of Somer's own tenants wishing to move to other properties within Keynsham
- The property types requested are single person accommodation and family housing. There is a lot of provision for sheltered accommodation but there is now more demand for ground floor homes
- Demand for properties to buy in Keynsham is also high, especially for family properties in certain school catchment areas. The real issue though is affordability, as even though prices are now slowing they still remain high. So much so that single people or first time buyers are being priced out of the market
- From a private rented perspective demand is again high but the supply is low. There are limited properties becoming available but the demand is there from people looking to move into the area and from those priced out of the open market

- Despite the issues of demand the feed-back amongst the Keynsham community still seems to be dominated by an over-riding concern for what the effect will be of increased building/traffic and what this will mean in terms of loss of any green belt areas

Recommendations:

- More housing provision is needed in the Keynsham area - primarily a mixture of affordable homes to rent and those for purchase
- Need to develop the private rented sector (deposit bond scheme/empty homes initiatives, etc)

Local Economy



ASHMEAD BUSINESS CENTRE
 VIBROPLANT PC
 Commercial West Park

1. GENERAL CARDS	10. SPECIAL VIDEOS
2. TUNE LATE AM CRAFTS	11. AUDIO
3. DIGITAL ELECTRONICS	12. DAN. SENSITIVE GLASS
4. WEST COAST RECORDS	13. T & A ACC. REAL
5. DVD STORE	14. DAN. SWIFTS
6. DVD STORE	15. S.E. TOPICALS
7. DVD STORE	16. PHOTOGRAPHY
8. DVD STORE	17. PHOTOGRAPHY
9. DVD STORE	18. PHOTOGRAPHY

DES: TURE AY

NEW C BI RIC

AVON VALLEY COUNTRY PARK

Local Economy

"Our Vision is to see business optimism restored and enhanced through the development of a foodstore at St John's Court and the redevelopment of the Centre area. Business confidence would spread throughout Keynsham to all other retail, business and leisure areas."

The Local Economy Topic Group was lead by John Paget, local businessman, and comprised members of the local business community and residents. As well as considering comments on the green consultation forms, the Group prepared a display and questionnaire for the Town Plan Fun Day.

Keynsham is situated within the Unitary Authority of Bath and North East Somerset, half-way between Bristol and Bath. With a population of 15,533, and more housing proposed under the Draft Local Plan, Keynsham is in a most enviable position for retailers, offices and commercial landlords to expand. At present, the town centre provides a good mix of retailers and services, with some national chains as well as local independent businesses. Footfall figures show an average of 11,730 people visiting the town centre during the day every week (February 2004 figures). The major issue of concern for residents is the growth in the number of charity shops. This currently stands at 9, out of approximately 120 town centre units (7.5%). However, this represents 14.5% of retail shops (excluding cafes, banks, travel agents, etc.). There is certainly not an anti-charity feeling in Keynsham, and people view charity shops as affordable and fun, but there is a strong feeling that people would like fewer charity shops and a wider variety of goods on sale in Keynsham. They feel that choice has narrowed over the past few years, and that half a dozen or so charity shops would be enough (or 10% of retail shops).

The building of a quality foodstore at St. John's Court could give a boost to shopping in the High Street. The St. John's Court/Charlton Road car park site is a key site in Keynsham. Planning permission for a foodstore was granted in 2001. Currently, 65% of Keynsham people go outside Keynsham for their food shopping, and it can be assumed that this 65% includes the larger family buyers, who look for a supermarket geared for easy trolley access to a car park. This must have a detrimental effect on the economy of the town, as well as contributing to environmental problems associated with car use. There is much frustration amongst local residents and town centre businesses at the apparent lack of progress developing the site and lack of information. Some High Street businesses are anxious about the potential effect of any new foodstore on their trade, whilst others believe that given suitable signage and the development of clear pedestrian links, that the High Street will receive a boost. The lack of progress is seen to be stagnating the economy of Keynsham and all are agreed Keynsham should no longer be kept "in limbo" about the site. The lack of progress over St. John's Court is seen as symptomatic of a unitary authority which does not give priority to the needs of Keynsham. It is felt that in making (or not making) decisions the authority needs to consider the full implications for the local economy.

The weekly market, which operated on Fridays in the Centre from October 2002 to September 2003, had a mixed reaction. While some welcomed it as a good source of affordable everyday items, some saw it as a threat to existing shops, and others would like to see Farmers' Market stalls featured. The plan is to develop a new market which complements and does not compete with most local shops.

Whilst most Keynsham residents who work do so outside Keynsham, the town centre economy is boosted by workers from the Riverside offices in Temple Street (including Bath and North East Somerset Council). There is a possibility that Council staff too will relocate out of Keynsham. If new employers did not quickly move in, this would represent a major blow to the town centre, and to the prospects of local employment.

In the long-term, the Centre represents a potential redevelopment site. It presents an opportunity to create more of a "heart" to the town, and to provide facilities currently lacking, for example, a museum for the town's Roman treasures, larger shop units, a community hall or centre, or even a supermarket or department store. A central location for a purpose built public library should be included. There would be community support for a more architecturally attractive development than the current town centre and Town Hall, which are unloved in Keynsham. The Riverside area has unused space near the Leisure Centre and is important as a site for office employment keeping local workers in Keynsham. The Town Council and Bath and North East Somerset Council should look at every opportunity to move into accessible offices, which are more open to members of the public, possibly consolidating within Riverside.

Parking is seen as a key issue by many. Whilst there is still local resentment at the introduction of parking charges, most accept these, but would not want to see charges increased disproportionately. Relatively cheap and accessible parking is a positive advantage to Keynsham as a shopping centre. However, Keynsham's key competitors as a shopping destination are Longwell Green and Brislington, both of which have plentiful free parking. One development which would have popular support and would benefit town centre shops would be the introduction of free short-term parking for example, the first hour free with charges for periods after that. Any change to free car parking should be restricted to relatively short periods as, prior to charging many people used Keynsham's car parks to leave their cars while they went to work in Bristol on public transport or by car sharing.

The balance between housing and employment is also a key one. The expansion in housing in Keynsham has not been matched by an expansion in local employment opportunities. More local jobs are needed to avoid Keynsham becoming even more of a commuter town, and to promote Keynsham as a sustainable local economy. There is perceived to be a demand from local people for local jobs, to reduce commuting by car (with its environmental problems) and to save local people time and money. It is felt that if less time is spent commuting people are better able and more willing to contribute to their local community. There is no local support for large-scale industrial development, but there would be strong support for small-scale workshops or starter units, and for office space, if appropriate sites can be found. It is felt that the Cadbury site offers some potential. There is also some evidence that local property owners are keen to upgrade or redevelop their workshop spaces.

There is thought to be unrealised potential for tourism in Keynsham. The town's location between Bristol and Bath is a strength, as is the range of tourist attractions within easy reach of the town. If the town's Roman artefacts were put on display, this would act as an extra attraction, with potentially good links to Bath's Roman Baths. If the rail station and adjacent area were improved then there is felt to be potential for a new good quality hotel to be built in Keynsham. Whilst there does not appear to be a big appetite for any large-scale tourist development, there is scope for more co-operation between existing attractions and accommodation, and a role for the internet in promoting the town as a place to visit and stay. There is a plan to extend the facilities at the Country Park to provide accommodation for visitors in caravans or cottages to be constructed nearby. There are also plans to increase the use of the Avon for pleasure.

In summary, the Local Economy Topic Group agreed it would like to see the following actions:

- That the future of the St. John's Court site is resolved as quickly as possible
- That signage and walking routes are planned carefully so that the advantages of any foodstore development at St. John's Court are shared by other businesses in the town centre
- That Bath and North East Somerset Council gives priority to promoting the economic development of Keynsham
- That Bath and North East Somerset Council takes into account the effect of any relocation of their staff on the economy of Keynsham, and works with the local community to alleviate any adverse effects
- That a healthy mix of retailers and services is maintained in Keynsham Town Centre, with all measures possible taken to encourage independent local retailers (and limit the number of charity shops to 10% of retail shops)
- That the weekly local market is developed to complement and not compete with existing retailers
- That any plans for redevelopment of the Centre and Riverside sites are developed with full consultation with the local community and that only high quality schemes which add services and facilities, and enhance the built environment are considered
- That every opportunity is taken to develop a museum or other showcase for the town's Roman artefacts
- That parking charges do not rise disproportionately and that free spaces are provided for short-term parking of up to one hour
- That more small-scale employment and office sites are developed
- That Keynsham's potential as a tourist destination is developed, including the development of information on the internet linked to other key websites

Transport



Transport and Traffic

"Our vision is for public transport services to be frequent, affordable, accessible and clean with good links within Keynsham, and to Bristol, Bath and beyond. The Town Centre should be easy to reach by car and public transport, and pleasant and safe for pedestrians."

The Town Plan Transport and Traffic Topic Group met three times between November 2002 and March 2003. The Group was chaired by Derek McCaig, a local resident and member of the Town Plan Steering Group, and was made up of local residents and town councillors:

With advice from:

- Keynsham Station Group
- Robin Spalding (Bath and North East Somerset Council, Public Transport Officer)
- Neil Terry (Bath and North East Somerset Council, Area Traffic Engineer)
- Officers of B&NES Public Transport and Area Traffic Departments

The Group considered responses to the Town Plan green forms which raised a number of key issues. They prepared a display for the Town Plan Fun Day, including a "voting slip" on which people could identify their priorities for improving transport in Keynsham. The Group were well aware (and to a certain extent regretted) that in many ways the public transport services that Keynsham experiences are not under local control, and that national government policy, and market economics play a large part. However, the Group felt that it could add its voice to those lobbying for change, and agreed the following Action Plan:

Keynsham Town Centre

- Limited pedestrianisation of part of the High Street (between Charlton Road and Bath Hill) should be considered; with trials conducted e.g. 10.30-3.30 on a quiet day of the week, or on Saturday when commuter traffic is not using the town centre
- Any development at St. John's Court should include means to provide good pedestrian links between the new foodstore and the High Street, and minimise traffic congestion, danger, and possible damage from lorries to parts of Keynsham's conservation area

Bus Services

- The frequency of services 664/665 should be restored to their previous level and to run until 5pm at least
- Fares on commercial and subsidised buses should be reduced
- Commercial services should run reliably with good quality, clean vehicles
- Travel by public transport should be free to all people aged over 60 as well as disabled (or other eligible) people
- Dial-a-Ride in Keynsham should be supported and the service expanded as necessary
- Bath and North East Somerset Council should consider bringing in free transport for those currently eligible for concessionary travel

Keynsham Rail Station

- The level of service and destinations offered to/from Keynsham rail station should be maintained and, if possible, improved to encourage use of public transport
- CCTV should be introduced at Keynsham Station and Station car park. The possibility of extending the car park should be explored
- Safer pedestrian and cycle routes should be created between the Station and the town centre (e.g. via the Park) and access for all including disabled people should be improved

Parking

- The Group agreed that cheap parking was one of the good things about transport in Keynsham, and that parking charges should not increase disproportionately

- Analysis of questionnaire responses was queried – in hindsight paying for independent analysis may have meant that the results were seen as more independent. However, this would have gone against the spirit of the project, which was for local people to be involved in influencing their own future

Opportunities

- New networks formed can continue to meet to progress Plan implementation
- Links to the Local Strategic Partnership should be developed
- Funding may be drawn into Keynsham
- Policy makers now have a clear idea on local priorities

Threats

- Refusal of Town Council to adopt the Plan may lead to some delay in implementation of identified projects
- Negative publicity of launch may harm local people's view of the Plan. However, it has also generated expressions of support within the community and may mean that people rally round to support projects which are seen to be making a positive difference

Topic groups, the Fun Day and the formal launch of the Plan enabled diverse groups and individuals to come together, to discuss the issues and promote networking.

One issue that occurred at the end of the process was that a town councillor (who had been elected after the process was begun) felt that the process was a waste of time and resources, run by a quango and called into question the results of the consultation. Unfortunately these concerns persuaded other members of the Town Council not to adopt the Plan and this was given a lot of local publicity. However, this in turn produced positive feedback from members of the community (traders, police, church leaders, Community Association etc) and it is hoped to develop a dialogue with the Town Councillors and in time, gain their support.

The Plan has hopefully helped to bring together the 'divided' community of Keynsham by concentrating on issues and actions that will benefit all residents.

Due to the fall off in numbers on the Steering Group (moving away etc.) the steering group are asking for new people to join to assist in implementing the Action Plan by way of publicity in the Community Newsletter, at the Annual Town Meeting, on the Action Plan that has been circulated and on the Town Council Website.

Keynsham Town Plan – Evaluation: SWOT Analysis

Strengths

- Plan process drew new people into community activity
- New networks were formed e.g. through the Topic Groups
- Positive exchange of ideas led to lively debate
- Process has led to an emerging consensus, drawing together a 'divided' community
- Links forged with Bath and North East Somerset Council Local Strategic Partnership

Weaknesses

- Response rate to draft Town Plan perceived to be poor (8.1% is actually very good for direct mail). Could have been boosted if door to door/ telephone canvassing employed – would have needed revised timescale and budget
- More hard to reach people could have been consulted if Inter-Agency Forum recruited as more active advocates for the Plan
- In hindsight, could have paid local disabled people's organisations to run a consultation event in Keynsham
- Town Plan Steering Group seen as a 'quango' – this is the nature of the process as set out by the Countryside Agency. Volunteers were self-selecting rather than appointed, but this meant that they were keen, active and committed
- Original timescale unrealistic e.g. not enough time allowed to analyse responses

Evaluation of the Process

The aim of the Keynsham Town Plan was to give everyone a chance to say what they think about the social, economic and environmental issues of their community and how they would like to see it improved in the future. The consultation process undertaken was designed to make contact with as many members of the community as possible not just those who are active in the community.

One of the areas that the Countryside Agency asked the steering group to address was how it was going to reach 'hard to reach' individuals, Appendix 2 gives the detailed plans on how this was tackled. In retrospect the Inter Agency Forum, which meets quarterly should have been asked to be more pro-active in the Town Plan process. The people who attend the Forum were given updates and posters to distribute/display but as many of them work/interact with hard to reach groups and individuals they should perhaps, have been asked to promote the draft plan questionnaire more actively, and assist with the completion if necessary.

With hindsight (a wonderful thing!) part of the process should have been to obtain feedback from groups, organisations and individuals as the process was evolving, including the Town Council. They could have helped evaluate and change the process itself if necessary. The group could have looked at recruiting volunteer 'market researchers', widening the consultation done in Queens Road and increasing response rates. This would probably have involved paying expenses and training, needing a revised timescale and budget.

The Steering Group underestimated the amount of time that was needed to analyse the draft plan responses. As the response rate was 8.1% it would have been extremely difficult for the officers to do the work if the response rate had been much higher. Those who did respond were largely in favour of the proposed actions.

The production of the Town Plan has resulted in a good quality document which will hopefully help promote a positive image of the town and its aspirations. At the same time the actual process that was undertaken to achieve the product has had benefits. It has increased links within the community with new individuals actively drawn in. However, the process has also raised issues that are on face value mutually incompatible e.g. keeping the green belt versus the need for more affordable housing, into the public arena.

Tentative links with the Local Strategic Partnership have been made and there is the exciting prospect of strengthening a local geographic voice within district wide fora.

The production of the Plan will enable B&NES to steer resources into Keynsham, as they are now aware of the issues and the actions that need to be made.

The original timescale of one year from inception to completion optimistic. Completion has been achieved in twenty one months which compares favourably with other areas experience.

Acknowledgements

The Steering Group would like to thank the following organisations for their support and time in assisting the development of the Keynsham Town Plan and to all the residents of Keynsham who took the time to fill in questionnaires, attended meetings, consultations days and did not object to being accosted on the High Street whilst doing their Saturday morning shopping.

Bath and North East Council

Cadbury Trebor Bassett

Community Action

gcp Architects

Keynsham Business and Traders Association

Keynsham Civic Society

Keynsham Community Association

Keynsham Heritage Trust

Keynsham Police

Keynsham and Salford Churches Together

Keynsham Station Action Group

Keynsham Town Council

Norton Radstock College

Somer Community Housing Association

The Countryside Agency

THE ISSUE	THE ACTION - HOW IT WILL BE TACKLED	PRIORITY	PARTNERS	TIMESCALE	SUGGESTED LEAD RESPONSIBILITY
TRANSPORT & TRAFFIC					
Parking - encourage more free short term parking to boost the town centre economy	To work with B&NES to achieve one hour's free parking	High	B&NES and Town Traders	Summer 2004	B&NES
Pedestrianisation - endorse the proposals for experimentation	Improvements to traffic junctions and trial short term pedestrianisation	Medium	B&NES, Traders, High Street Working Party	Spring 2004	B&NES Highways
Buses: regular, clean and reduce fares	Lobby to develop a quality bus partnership with quality routes and information	High	B&NES, Bus Operators, Town Council	Ongoing	B&NES Public Transport
Railway - make the most of Keynsham Station	Lobby to improve all aspects of train use, including safety, access, links with other forms of transport and more trains	High	Train Operators, B&NES, Station Action Group, Town Council	Ongoing	Station Action Group
LOCAL ECONOMY					
Keynsham Market	Support the development of a good quality farmers and general market that does not compete with local traders	Medium - with annual reviews	B&NES, Keynsham Town Council (KTC), Town Centre Management Steering Group, Traders	Spring 2004	B&NES Economic Development
Retail Mix - boost quality of town centre shops by strengthening town's economy	Ensure that a strategic plan is developed for the future of the Civic Centre and Riverside	High	B&NES, Town Centre Management Steering Group, Town Council	Start asap	Town Centre Management Steering Group
Development of St John's Site to a good quality food store	Support the plans to develop a food store whilst maintaining the dialogue between the owners and the Town Centre Management Steering Group	High	B&NES, Deeley Freed, Town Centre Management Steering Group	Regular meetings and a decision by March 2005	B&NES and Deeley Freed
Tourism	Develop a proper strategy for tourism and leisure by setting up a Keynsham Tourism Partnership	Medium	B&NES, Town Council, Tourism businesses	Mid 2004	Town Council and B&NES Economic Development
Employment	Encourage the development of low cost/small scale units	Medium	B&NES	2005	B&NES Economic Development
COMMUNITY					
Improve awareness about local groups and facilities	Integration of existing databases	Medium	KTC, Keynsham Community Association (KCA) and B&NES	Autumn 2004	KTC/B&NES
Improve access to community information	KTC to upgrade and improve existing site	High	KTC	Summer 2004	KTC
Litter	Have a clean up Keynsham Campaign	High	Town Council, B&NES, Civic Society, Residents Community Groups, Keynsham Community Association, Somer Housing, Community Safety Task groups	Spring/Summer 2004	Community Development Worker, Town Council
Give young people a voice	Encourage development of Youth Council	Medium	B&NES, Town Council, Young People	Ongoing	Youth Workers
Community Safety Issues	Encourage development of local community safety action groups	High	B&NES, Town Council, Police, Community Wardens	Summer 2004	Police and Ward Councillors
Arts Development	Work with Broadlands School to develop arts/performance venue	High	Broadlands School, Keynsham Arts Working Party	2006	Broadlands School
Develop sports facilities and make them accessible	Improve links between existing organisations to improve facilities	Medium	Existing clubs, Wellsway School, Leisure centre, B&NES, Fry's	Ongoing	Fry Club
HEALTH					
Care for those with low level mental health problems	Create and support a volunteer support network	Medium	Health professionals, community groups, Chew Valley Befrienders, Mind, PCT, Avon and Wilts Mental Health Trust	To be commenced in Spring 2004	Steering Group
Complementary Health Care	Create a local register of complementary therapists	Low	Health professionals, voluntary and community groups	One Year	Steering Group
Keynsham Hospital and Clinic - ensure that the services remain in Keynsham	Pressure groups talking to the PCT	High	PCT, KTC, B&NES, Health Professionals, user groups	2005	'Friends of Keynsham Hospital'
Support the development of a drop in facility for elderly/adults in need of support	Find suitable premises, partners and funding	High	B&NES, Churches, voluntary groups	Set up steering group by Spring 2004. Start facility by Spring 2005	Steering Group
ENVIRONMENT					
The Green Belt	Maintain the green belt by ensuring that it remains as part of the Local Plan	High	B&NES, Town Council and environmental groups	Annual Review	Steering Group
Environment (Waste) Park	Ensure that there is no incinerator	High	B&NES, Town Council, Developers and business on site	Ongoing	Steering Group
Keynsham's hidden artefacts	Keep working on the provision of a Heritage Centre	Low	B&NES, Town Council, Civic Society, History Group	Ongoing	Keynsham Heritage Trust
Community Woodlands	Ensure that their future is protected	Medium	B&NES, KTC, Friends of Manor Road Woodland, Avon Forest, Woodland Trust	Ongoing & B&NES	Friends of Manor Road
HOUSING					
Affordable Housing - create more homes to buy/rent	B&NES and other Registered Social Landlords in the district	High	B&NES and other Registered Social Landlords	Ongoing	Steering Group
Use of Brownfield and infill sites for housing	Ensure that consideration for affordable housing is considered when planning issues relate to brownfield or infill sites	High	B&NES, Developers and KTC	Ongoing	Steering Group
EDUCATION & LIFE LONG LEARNING					
Improving access to Education for all	By the development of a Learning and Skills forum for Keynsham	High	Norton Radstock College, B&NES, Broadlands and Wellsway Schools	Summer 2004	NRC/Broadlands



Abbey Ruins



The Park

YOUR VISION FOR OUR TOWN



The actions listed overleaf are those that the people who have been surveyed in Keynsham wish to see happening over the next few years. Since July 2002 there has been widespread consultation with the community leading to the development of this plan.

The action plan has also taken account of other recent consultations that have happened in Keynsham, the Queens' Road Consultation in the spring of 2002, Keynsham and Salford Community Safety Consultation Day in October 2002 and the Town Centre Management Steering Groups' Consultation Day in March 2002, Arts Strategy 2001, Town Plan questionnaire delivered to all homes and businesses and some neighbouring Parish Councils.



The Town Plan Steering Group have agreed to meet every six months to review the progress of the action plan, to continue to put pressure on external organisations to adopt these proposals in any of their strategic policies and update the plan where necessary. Keynsham Town Council will also take an active role in monitoring the plan. If you wish to join the steering group then please ring Keynsham Town Council Offices.



It is hoped that all organisations, both statutory and voluntary working in Keynsham will take account of the wishes of the people of Keynsham, as expressed through this document in their forward planning strategies.

The Members of the Steering Group would like to take this opportunity to thank all those who contributed to the process.

A detailed document with all the background information will be available on request in the spring of 2004.

USEFUL CONTACT NUMBERS

Action Line, B&NES Council (including refuse collection enquiries)	01225 394041
B&NES Council (Switchboard)	01225 477000
Bus Pass	01225 477681
Citizens' Advice Bureau	0117 9862345
Community Wardens	01225 395158
Dial-a-Ride, Keynsham & District	01225 395321
Dog Warden	01225 396633
Learning Centre, Keynsham	0117 9869768
Leisure Centre, Keynsham	01225 395161
Library, Keynsham	01225 394191
Keynsham Town Council	0117 9868683
Multi-Sports Facility, Memorial Park	0117 9865980
Orange Badge	01225 394147
Pixash Lane Refuse Site	0117 9868681
Planning Office, B&NES Council	01225 394100
Police (ask for Keynsham Police Station)	01275 818181
Somer Community Housing Trust, General Enquiries	01225 366000
SWAN Advice Network (Keynsham)	0117 9869732
Town Hall, Keynsham	01225 394169

PRE-SCHOOL/PLAYGROUPS

Keynsham Primary School Pre School	0117 986 2039
Queens Road Church Pre School	0117 9877753
St Francis Pre-School	07905 998936
Victoria Methodist Playgroup	0117 9860656
Treasure Island Pre School	0117 9863991
3-2-4 Playgroup	0117 9863290



This leaflet is available in large print and other accessible formats on request. Please ring 0117 9868683.

Designed and produced by Fletcher + Hazel Design, Bath



KEYNSHAM ACTION PLAN

YOUR VISION FOR OUR TOWN



Members of the Steering Group

Chairman

Mr Robert Brookes - Keynsham Resident

Rev Vaughan Rees – Keynsham and Salford Churches Together

Mr John Paget – Local Businessman

Mr Derek McCaig – Resident

Mrs Sharon Wilson – Keynsham Civic Society

Mrs Kay Southgate – Keynsham Arts Development Worker, Chair of Totally Maracas and resident

Councillor Sue Hobbs – Keynsham Town Council

Councillor Roger Clark – Keynsham Town Council

Councillor Keith Kirwan – Keynsham Town Council

Councillor Adrian Inker – B&NES Council

Ms Hayley Austin – Somer Community Housing Association

Mrs June Brassington – Keynsham Library Service and resident

Mrs Kathy Sinkins- B&NES Community Development Manager

Mr David Davies – Keynsham Area Community Development Worker (B&NES)

Mrs Rachel Ward – Keynsham Local Partnerships Coordinator (B&NES)

Ms Elaine Giles – Keynsham Town Clerk

Time Line for Consultation

2002

- July – Initial consultation meeting
- August - Inaugural meeting of the steering group
- September- Distribution of green forms – what do you like/dislike about Keynsham
- Winter - Steering group members to form topic focus groups

2003

- February – Mobile display in Library, Co-op, Somer, Time Out, Leisure Centre and Post Office
Posters and information leaflets to old people's homes etc
Children's Competition
- March – Fun Day
- April - Robert Brookes to address Annual Town Meeting
- August - Draft Action Plan Leaflets delivered
Market Stall to advertise Draft Action Plan
- September - Consultation period on draft actions

2004

- March - Launch and distribution of Keynsham Action Plan

Hard to reach individuals.

General

A mobile display board with details of the Town Plan, progress to date and the date of the next community meeting, 1st March 2003 and a suggestion box to be located in

- The library
- The Leisure Centre
- The Post Office
- The Co-op Store
- Somer Community Housing Local Office
- The elderly residential homes
- The young peoples drop in centre (when it opens in February)
- Both senior schools in the Town

Information sheets and posters to go to;

- Inter Agency Forum (for distribution) this groups includes representatives from the churches, toddler groups, health centres etc
- B&NES Carers Network

An article will be included in the Local Talking Newspaper, the Church Contact Magazine and in the West of England Coalition for Disabled People's Newsletter. West of England Coalition for Disabled People to be asked to run a consultation exercise on the Town Plan on behalf of the Steering group.

Posters to be displayed in

- Post Office
- Local Banks/Shops
- Large Employers in the Town (B&NES, Help Hire and Cadbury's)
- Sports Clubs (football, rugby, cricket)
- Town Council Notice boards
- Doctor's surgeries and Health Centre

Elderly People

An information sheet with poster to go to

- Lunch clubs
- Old peoples' homes
- To individuals via the home help scheme
- Age Concern Village Link scheme
- Bowls Club

Within the information provided will be the offer of Members of the Steering Group to go out to groups to talk about the Plan.

Young People

Information sheet and poster to

- DAFBY (Democratic Action for B&NES Youth)
- Schools
- Drop In centre

Video Diary (this is to link in with the next Community Consultation Day on 1st March 2003.

Distribution via the Youth and Community Service to all formal and informal youth groups.

A competition for young people under 11. Can be written or picture on any aspect of Keynsham (see attached poster – a copy for each child has been sent to all six primary schools)

At the moment students from Bath College, as part of their studies are currently conducting a consultation exercise with all young people in Keynsham between the ages of 11- 18. A copy of the results will be given to the steering group. There are also videos made with young people in the town, Run, Run Run and Is Billy In?

Keeping the Community Informed.

See above comments regarding posters.

The Town Council's Web Site

The Town Council's Newsletter – which is sent to every house in Keynsham. Local Press – press releases and follow up stories. The local reporter is very supportive of this project.

The Chairman of the Steering Group will be giving a presentation to the Annual Town Meeting in April.

The steering group are looking into the possibility of using an empty shop in the High Street to use for say a week as a drop in centre for displays and information on the Town Plan and its progress.

Consultation Day

This has been sent for Saturday 1st March 2003. It will take place during the morning, in the local Baptist Church, which is on the High Street. The intention will be that people can drop in, have a cup of coffee, make comments on the issues identified so far and suggest others, see attached sheet. Widespread publicity is planned.

Market Stall

In May a stall will be taken on the Friday Market which will coincide with the production of the draft action plan (see attached time line).

List of GOOD Things in KEYNSHAM

Sense of Community	2
Memorial Park	2
Transport	2
Actual Geography – Green Belt	2
Library	
Schools	2
Mix Shops – Vibrant High Street	2
Music and Arts	2
Active Churches	
Sports Facilities	2
Desirable Place to Live	2
Talking Newspaper	
Parking for Shops	
Full Employment	
Youth Service	

List of BAD Things in KEYNSHAM

Too many Charity Shops	
Lack of variety of Shops	2
High Street not exploited enough	
Litter	
Is there such a thing as 'community' in Keynsham?	
No Local Newspaper	
No Community Centre	
Condition of Public Toilets	
Traffic	2
No Youth Club	
No Museum	
Accessibility Issues	
High Street Improvements	
Pigeon Threat	
Aerials/Masts	
Derelict Cinema	
Lack of Affordable Housing	2
Facilities for the Elderly	
Lack of Employment	2
Commuter Town	
Lack of Starter Workshops	

Analysis of Keynsham Town Plan questionnaire responses

1 Introduction

1.1 Following a decision by the Steering Group in August 2002, 3000 copies of a questionnaire on the future of Keynsham were distributed throughout the area, through local community groups, the library, Somer Housing, local schools and councillors. The closing date for responses was 30th September.

1.2 219 responses were received. A full analysis of the survey was required for the Steering Group meeting to be held on Monday 11th November. The following is the analysis carried out by Emma Coats, Policy & Projects Office, Bath & NE Somerset Council, on behalf of the Steering Group and based on the Topic Groups agreed by the Steering Group at their meeting in August.

2 Built Environment

2.1 Responses relating to this topic area were limited. There were concerns about the appearance of the railway station and the railway bridge on Station Road. Derelict areas were another source of comment in some cases leading to requests for redevelopment and others to landscaping possibilities, both aiming to improve Keynsham as a pleasant environment. There are buildings where the pigeons have found a comfortable home and were a continuing problem; public toilets are in urgent need of refurbishment in terms of safety, accessibility, and hygiene. Disabled access should be made available at the railway station. Streets and lanes in the area tend to be in a scruffy state and attention should be given to pavements which are hazardous and need repairing and cleaning. Roadworks are another area of concern while efforts should be made to preserve historic Keynsham such as Steelmills Lane which is currently in need of repair. Shops and flats in one area needed refurbishment and the surrounding area improved. Street cleaning was another issue with requests for daily litter collection and more numerous litter bins and greater emphasis on recycling wherever possible.

Key issues: access, refurbishment

3 Local Economy

3.1 Many people commented on the high number of charity shops in the town and many requested that there should be fewer. There was a strong feeling that there was room for a much wider variety of shops with suggestions ranging from a new supermarket such as Tesco/Asda, to a pet food shop, a draper, a fishmonger, book shops, fast-food outlets such as MacDonaldis and Burger King. Others requested the re-introduction of a regular market – (this has just been undertaken). Rent and rates should be reduced for shops and other businesses to encourage more individual shops and businesses into the area; councillors made/be more aware of the problems and incentives for businesses and enterprises. Some points were made about parking – this could be free, or free for the first hour with more Short Term and disabled parking facilities – thereby encouraging more shoppers and visitors. At the same time more could be done to improve road crossings, and reduce the traffic in the High Street.

Key issues: charity shops, more diverse shops, parking, business incentives

4 Housing and Health

4.1 There were few comments under this topic. Where housing is concerned there were requests for more affordable housing - especially detached bungalows for pensioners. There was concern that the green belt should be preserved, that Keynsham was already big enough and should be kept to Market Town size. Plans to build houses on Charlton Road and Cadbury's should not be taken forward. Green areas in and around the town were popular and improved the environment and therefore should be retained wherever possible. There were requests for more trees and tidier hedges.

Key issues: conserve green belt, more affordable housing

5 Community Safety

5.1 The key issue here was policing – the lack of visible policing and the underlying concerns about safety. CCTV in the car parks was cited as one solution and more policemen 'on the beat'. There were worries about evident drink and drugs among the youth and concerns about safety for children and others in the parks, and elsewhere. Mugging and vandalism were also raised as issues which needed addressing. There was a request for the Fire Station to be manned on a full time basis and that 999 calls should be responded to locally rather than being dealt with at a call centre outside the area; there should be a telephone at the railway station.

Key issues: community policing, safer environment

6 Spaces and Community Life

6.1 In a sense all responses could fall under this one topic area, for all other topics have an impact on these two facets of life in the Keynsham area. For this exercise, however, we have endeavoured to provide analysis of those responses which appear to have the most direct implications for spaces and community life. There is a strong sense that people in and around Keynsham would like the area to have more of an identity of its own and a greater sense of community.

6.2 The most widely expressed 'want' was for an all-purpose community hall. This came from across all sections of the community; somewhere easily available and accessible to all members of the community, for all types of entertainment, gatherings, promotion, exhibitions, cinema and so on. The disused cinema/bingo hall was frequently suggested as a possible site for such a hall.

6.3 Another issue, particularly among the younger members of the community, is for more and better leisure facilities and high on their list is a new skateboard park to add to the existing one in the Memorial Park; there were many requests for a bigger better, all-singing/all-dancing version which would be used by a wider cross-section of the community. Similarly, leisure and sports facilities in general are limited and the sports grounds are often flooded. There is little provision for the younger members of the community – youth and holiday clubs for all ages would help to alleviate this gap; some have requested a theme park or zoo in the area. A variety of other suggestions such as a lake, a bike track, an all-weather sports field were also cited.

6.4 The High Street is still dominated by traffic and all the problems associated with it – inadequate parking, congestion, and pollution. These points have been addressed under other topics, including full pedestrianisation of the street. This could lead to a greater focus on the town centre and opportunities for pavement cafes/art/furniture, tidy shop fronts, plants/hanging baskets and so on, all mentioned in the responses to the questionnaire from a wide cross-section of the community. Keynsham's mosaics should be on permanent display – an interactive museum was suggested. Others requested noticeboards and local paper.

Key points: community hall, sports/leisure facilities, community-focused High Street

7 Transport

7.1 Most issues on this topic have been addressed elsewhere, but there were further points on road layout which were: a roadlink between Broadmead Lane and Bitton Road, a mini-roundabout at Bitton Road and Avon Mill Lane junction, a roundabout or traffic lights at the junction of St Ladoc and Bristol Road. Comments on transport related to a local bus serving all of Keynsham, improved bus services to Bristol and Bath, and more affordable transport in general.

Key points: better local services, improved transport links to Bristol and Bath

8 Education, skills and training

8.1 There was only one response under this topic which was a request for day courses in non-vocational subjects.

Summary of Responses

Total responses: 219

66 and over=	14.60%
56 - 65 =	15.06%
46 - 55 =	4.50%
36 - 45 =	10.50%
26 - 35 =	2.73%
16 - 25 =	4.50%
5 - 15 =	18.20%

No age recorded: 29.68%

Postcode analysis:

Total postcodes recorded = 113 = 51.6% of responses

BS31 = 111
BS30 = 1
BS39 = 1

BS31 Area 1 = 41.60%
Area 2 = 54.00%
Area 3,6,8 = 2.64%
BS30 & BS39 = 1.76%

Key issues per age group:

66 + : Fewer Charity Shops
Youth Centre/Clubs
Live music/practise venue

56-65: More policing
Parking charges
Fewer charity shops

46- 55: Fewer Charity shops

36-45: Fewer charity shops
More diverse shops
Skateboard park improvements

26-35: Pedestrianised High Street
Fewer charity shops
Improved leisure centre and cinema facilities

16-25: Improved skateboard park
Youth Centre/Clubs
Live music/practise venue

5 -15: Leisure centre/cinema facilities
Youth Centre/clubs
Improved skateboard park

Nos interested in further participation: five people recorded their interest in becoming more involved in the project. Their interests included: local community, local politics, tree planting schemes, helping the Library, with more events.

Emma Coats
Policy & Projects Officer
Bath & NE Somerset Council
Trim Street
Bath BA1 2DP

4 November 2002

Keynsham Town Plan Fun Day – 1st March 2003

General Comment Sheets and “Dirty Washing” (S)

Built Environment

- More loos needed (Dapps Hill area)
- Dirty loos in the Park (4) (S)
- Develop St John’s car park (2) (S)
- Litter (S)
- Dirty stables (S)

Local Economy

- Stop High Street being overrun with charity shops
- Need a bookshop (second hand)
- Need more charity shops
- Need another newsagent.
- Too many charity shops (S)

Housing

- Stop building houses – there are plenty already. Greenbelt makes Keynsham such a nice place to live.

Health

Education and Training

- Need for more nursery provision – planning application for private nursery turned down – need help or advice

Transport and Traffic

- Bring back free parking.
- More information on buses (S)
- We need an integrated transport policy (S)
- Bring in one-way traffic system or pedestrianise fully (S)
- More buses in the Chandag area (S)

Community

- Need more things for youth.
- Save the cinema – it has so much potential. Keynsham needs a community centre.
- Not enough art or sculpture in the park and shopping areas.(S)

Local Economy Questionnaire – Completed at Fun Day

Number completed: 16

1. What would encourage you to shop (or shop more) in the Town Centre/High Street?

	Yes	No
If car park was free for first 30 minutes	11	
If High Street was pedestrianised (10am-4pm)	6	1
If foodstore was developed at St. John's Court	8	
Don't know		
Other	1	

- Better shops – more variety on the High Street.
- Woolworths, better shops.
- Reduce charity shops (low rates) and give same advantage to others.

2. Do you shop at the weekly market?

Yes	8
No	7
No answer	1

What do you think of the market? What other stalls would you like to see?

- Very convenient.
- Very good.
- Market is cheap rubbish.
- Market is good – encourages people into town centre.
- Market is a bit limited in number of stalls
- It takes trade away from the shops, which are there 6 days a week and need all the support we can give them.

- Need more specialist stalls.
- Need a proper Farmers Market.
- Need more stalls that sell normal cheap things like clothes, etc. Some stalls are expensive. It is good though.

3. Town Centre Sites: If the Town Hall and/or Riverside sites were redeveloped, what would you like to see built there?

Shops	6
Offices	3
Houses	3
New library	5
Museum	8
Don't know	2
Other	1

- Better sports facilities.
- The Town Hall and Riverside provide many jobs and so support the local shops, etc. Shops could be built at the back of Riverside. The library is OK as it is.
- Develop centre to encourage centre use.
- Buildings of high quality including possibly a supermarket.

4. 60% of people living in Keynsham work outside the town. The town's population is likely to grow. Should we:

	Yes	No
Accept Keynsham as a commuter town	5	2
Build more offices	4	2
Build more small workshops	6	1
Build large industrial sites		3
Don't know	2	
Other		

- The population will only grow if more houses are built – why build more? Provide better facilities and shops to attract people in on a temporary basis.
- Build more council houses especially 2 bedroom houses.

5. Would you support Keynsham being developed to attract more tourists (holiday cottages, caravan park, etc.)?

Yes	5
No	6
Don't know	4

- Attract more day trippers rather than the above.

6. What do you think would most help the local economy and increase the prosperity of people living in Keynsham?

- Only infilling building should be allowed. Local facilities are overloaded now.
- More specialist shops on the High Street (not charity shops) – a good variety. Not a supermarket!
- Make the shops more interesting – do not let Council benefit from car park charges and rates.
- Better shops. Bookshop, gift shop. Reasonably priced restaurants. Supermarket – not too big.
- A different housing profile with more low cost housing.
- We are in an area of rich industrial heritage – make Keynsham an historical centre making use of what we have on our doorstep & complementary to Bath & Bristol.
- There are far too many charity shops.
- Reduced rates so that the High Street is not overtaken by charity shops. 20 years ago everything could be purchased in the High Street and so there was no necessity to travel to Bristol or Bath.
- If charity shops sell new items they should pay full services.

Have Your Say on TRANSPORT – Analysis of Responses at Town Plan Fun Day

Number of completed forms: 23

Respondents were asked to pick the three most important issues and write 1 against the most important, 2 against the second most important and 3 against the third most important.

Issue/Importance	1	2	3	Weighted Total
Keep the High Street as it is	*	1	2	5
Pedestrianise High Street one day a week, 10-4	3	1	3	14
Pedestrianise High Street every day	2	2		10
Have a one-way system using High St/Ashton Way	3+	3	5	21.5
Better walking routes to/from the Station	1		3	6
More trains to serve Keynsham Station	4*	3	2	21
Better access for disabled people at the Station	*	2	1	6
Bigger car park at the Station	1	3	4	13
Secure cycle parking at the Station		4	2	10
Better service on 664/665	1		3	6
Free public transport for over 60s	1	1		5
Support Dial-a-Ride	+		1	2.5
Other	1		1	4

- Improve the 337 Bath service – far too expensive, the buses are ancient & the service is unreliable.
- Security at station car park – better policing (3)
- Cycle route to join up with Bath-Bristol cycle path.
- Not easy to get to Bath from Chandag estate.
- Slow up traffic on Charlton Road between Westview and Westbourne – it is highly dangerous for pedestrians.
- Electronic information on bus arrivals at main High Street bus stops.
- Easier to read train timetable at station entrance.
- Better public transport services from/to South Bath from Keynsham.
- Pedestrian crossing at the bottom of Rock Road.
- Ticket exchange between bus companies.
- Better buses to Wells, Glastonbury – they come back too early in the day.

Notes: On table + represents ½, where two replies were given equal priority and * represents 1/3, where three replies were given equal priority.

For the weighted total, first priority choices were given the weighting of 3, second 2 and third priorities given the weighting of 1 and then these were totalled to give an overall score.