

KEYNSHAM TOWN CENTRE REGENERATION ACTION PLAN

September 2025

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AUTHORITY



Bath & North East
Somerset Council
Improving People's Lives



We are delighted to introduce the Keynsham draft Regeneration Action Plan; a plan for regenerating Keynsham Town Centre. Keynsham is a popular commuter town for those working in Bristol and Bath, with strong rail and road links to both cities. Despite this, it retains its own strong sense of identity. It is also a growing town, with numerous housing developments built in recent years and more planned for the future. There is significant potential for increasing the vibrancy of the town centre and attracting more visitors and investment. The action plan highlights these strengths and shows areas and opportunities for improvement.

This action plan has been developed as a partnership between Keynsham Town Council and Bath & North East Somerset Council. We have identified the following key project areas:

- Greener High Street
- Supporting local shops, businesses & enterprises
- Heritage revealed and restored
- Improved streets and public spaces
- Culture, events & markets
- Connectivity & Accessibility

The action plan will form a basis for funding bids and help to prioritise town centre projects that would benefit the community and make Keynsham a more varied and welcoming place. The priority projects were informed by feedback from public consultation that took place during 2025.

We aim to deliver as many of the priority projects as we can and have high ambitions. The delivery of the projects will rely on collective action to secure funding and take forward these initiatives. There is more detailed work to be done for the projects, the action plan presents early ideas.

This is the start of a process to improve Keynsham town centre for the future, and we are excited to see this next chapter unfold. We would like to thank all of those who engaged so positively in this work so far and we thank everyone involved in the process of creating this action plan.

Foreword	2	Aerial map of Keynsham	19	Keynsham Core High Street Improvements	37
Contents	3 - 4	Action plan area of focus	20	Section 2: Proposals	38
Glossary of terms	5	2021 Census	21 - 23	Introduction	39
Introduction	6	Keynsham's history	24	Keynsham High Street Masterplanning	40
Section 1: Context	7	Keynsham Conservation Area	25	Summary of Project Proposals	41
The Big Picture	8	Conservation Area map	26	Project 1: Improved Wayfinding	42 - 43
Economic Strategy	9	Mapping Keynsham	27	Project 2: High Street Greening	44
A New Economy for B&NES	10	Keynsham's Architecture	28	Project 3: Temple Street Public Realm Improvements	45 - 47
Local Plan	11	Access & Amenities	29	Project 4: Shop Front Improvements	48
Local Plan Spatial Strategy	12	Land Use & Community Facilities	30	Project 5: Re-purposing Vacant & Underused Units	49
Local Plan Site Options & Existing Allocations	13	B&NES Land Ownership	31	Project 6: Active Travel	50
Green Infrastructure	14	Keynsham High Street Heritage Action Zone Map	32	Project 7: Arts, Culture, and Events	51 - 52
Green Infrastructure Projects	15	High Street HAZ Overview	33	Project 8: Pedestrian Priority	53
Housing	16	HAZ Shop Front Improvements	34	Project 9: Upper High Street Public Realm Improvements	54 - 55
About Keynsham	16	HAZ Temple Street Improvements	35		
Location of Keynsham within B&NES	18	Keynsham Local Cultural Programme	36		

Project 10: Community Space	56
Project 11: Memorial Park & Weir Improvements	57- 61
Community Engagement	62
Section 3: Related Projects	63
Related Project: Transport	64 - 65
Related Project: The Active Travel Masterplan	66
Related Project: The Old Fire Station	67
Related Project: Skills & Better Pathways to Employment	68
Related Project: Re-Use Shop	69
Evidence base	70

Term	Definition
B&NES	Bath & North East Somerset, a unitary authority district in Somerset. B&NES council operates within this area.
Action plan	A document that identifies challenges and opportunities in an area (in this case Keynsham High Street) and shares proposals that relate to these.
Conservation Area	An area of special architectural or historic interest with a character that people want to preserve or enhance. This is defined by the Planning (Listed Buildings and Conservation Areas) Act of 1990.
HS HAZ	Acronym for High Street Heritage Action Zone, the partnership programme between Historic England, B&NES and Keynsham Town Council that ran between 2021 and 2024. More information about the programme is on pages 32 - 35.
Placemaking	Creating places, not just in a physical way, but taking into account the multiple factors that give a place its identity, such as atmosphere, community, and culture.
Wayfinding	How people find their way through spaces, often by using information at key decision points on routes. This can be a sign, or more subtle like specific lighting.
Local plan	The document that establishes the planning framework for B&NES. It contains a vision, strategy and policies to guide and manage how the district grows and changes over a 20 year period, and how planning applications for new developments are decided.
Public realm	The outdoor areas in towns and cities which can be accessed by the public. Examples of the public realm are roads, pavements, squares, and parks.

In 2022, Bath and North East Somerset Council obtained revenue funding from the West of England Combined Authority Housing Regeneration Enabling Fund to prepare delivery plans working in partnership with landowners and stakeholders. This has facilitated delivery and access to funding to support the infrastructure needs arising in communities including in response to strategic growth.

Keynsham has also benefited from funding from Historic England's Heritage Action Zone, a partnership programme between Keynsham Town Council, Historic England (HE) and Bath and North East Somerset (B&NES). The aim of this project was to harness Keynsham's historic environment, generate economic growth and improve quality of life in the town centre. This was achieved through public realm and shop front improvements, community engagement and a cultural programme. The programme came to an end in March 2024 and was evaluated.

The Keynsham Regeneration Action Plan has been developed learning from the Heritage Action Zone project and masterplanning work that was developed and a scoping exercise and public engagement which takes place in February & March 2025. Housing and employment growth planned for the town and surrounding area means that there will be more reliance on the town centre for facilities, services, employment and entertainment.

The Action Plan has been guided by the existing Local Plan and feeds into

the development of the new Local Plan. Keynsham is a designated town centre in the B&NES Local Plan and is a focal area for the community in terms of facilities, services, employment and entertainment.

In Keynsham, focus will be on improvements to the vitality and viability of the Town Centre. There are opportunities to improve public realm in Temple Street & Upper High Street, refurbish vacant units, investigate pedestrianisation of the High Street, greening of the town centre, deliver wayfinding improvements, implement activities to tackle the ecological and climate emergency and further shop front improvements. The plan will also focus on high street renewal activities such as community & cultural events and markets.

The place we live has a large impact on our health and wellbeing. From the quality of housing we live in to our access to green space, every part of a neighbourhood can impact our health and happiness. Good town centres have the potential to be health-promoting, impacting positively on physical or mental health outcomes of local populations, and promote easy, inclusive access to facilities and services a wide range of users.

Working with key stakeholders including Keynsham Town Council, businesses and the community, the Regeneration Action Plan identifies opportunities, develops a programme of projects and includes baseline work to secure funding. Projects will be developed further, methods of delivery identified funding applications drawn up during 2025/26.



Section 1: Context

Emerging West of England Local Growth Plan

Central Government has set out an intention for Mayoral Combined Authorities to develop 10-year Local Growth Plans for their areas. These are being developed in collaboration with partners across the region and will be one of the building blocks to help deliver on the mission to kickstart growth.

It is part of a wider reform process that Government is seeking to deliver to support places to grow. This will include a new English Devolution Bill, giving Mayors the levers they need to deliver, and a multi-year Spending Review in 2025 where the case can be made to Government for the mix of funding that the West of England needs to support the delivery of the Local Growth Plan.

The West of England Local Growth Plan will be a regional growth plan driven by jobs, innovation and transition to 'green jobs', alongside regional transport and housing development. It will focus on achieving a growth of 'blue and white' collar jobs and a diverse economy, lead the path to zero carbon growth, lead behaviour change towards public transport, devolving all adult skills budget into a regional, single employment service & draw on the research and economic input of universities.

The Plan will help inform the investment and delivery decisions over the coming years and will identify the sectors of the economy and locations across the region, look to strengthen inward investment, job growth, and the infrastructure needed to unlock growth. It will focus on creating new opportunities for residents across the region – delivering new jobs, new homes, improved transport, and new support for industry and businesses to help them grow.

It is being developed with the regional net zero and nature recovery ambitions at its core and will help shape our growing green economy.

Engagement with a range of regional partners is taking place including the business community, universities and skills providers.

The Bristol to Bath Connected Corridor is emerging as a Jobs & Growth Zone prioritised in the Plan. It is centred around creative, digital & high-tech sectors and includes growth opportunities in artificial intelligence, cyber technology, quantum tech, cultural & creative industries.

It will also include areas identified for new employment development and opportunities for housing growth.



The Economic Strategy for Bath and North East Somerset 2024-2034 supports the fair, green, creative and connected Bath with North East Somerset. It provides a ten-year vision for Bath & North East Somerset to 2034, and sits alongside the council's, Corporate Strategy 2023-2027, Climate Emergency Strategy & Ecological Emergency Action Plan and the Joint Health and Wellbeing Strategy.

It identifies the need to continue to nurture and enhance strengths, while working to address the main challenges;

- High concentration of employment within 5 sectors
- Low wage economy vs high housing costs
- Low levels of industrial stock
- Employment and employees – in and out migration
- Climate change and the need to move to sustainability and green jobs.

The following broad themes have been identified:

- Infrastructure that supports a green and connected future
- Innovation that drives a creative and resilient economy.

- Opportunity unlocked for everyone so that we are fair and inclusive.

These themes will be delivered through six strategic pillars shown in the diagram on page 9.







Bath & North East Somerset Council will continue to engage with businesses of all sizes and sectors to ensure activity remains focused on the challenges.

There are a number of opportunities for businesses in Keynsham through the developments proposed within the Local Plan: there will be increased office, industrial and warehousing & logistics floorspace, proposed new transport improvements to ease congestion and increase connectivity with both Bath and Bristol. This should both support existing businesses longevity and growth and also enable new businesses to be created in Keynsham. Generally businesses are thriving and reported few problems operating in Keynsham - although there have been some instances of flooding and antisocial behaviour

[The Economic Strategy can be viewed here.](#)

Feedback from the community engagement was that people wanted to see a better variety of businesses and that it was important to create an environment to attract the right type of business to invest in the Town Centre and support them to thrive.



Bath with North East Somerset: Ambitious Together for a Fair, Green, Creative and Connected City Region						
Vision						
Pillar	 Greener Economy	 Good Work	 Resilient Businesses	 Creativity & Innovation	 Housing Affordability	 Stronger Places
Objective	Delivering net zero & nature positive and enhancing our natural assets	Supporting residents to access and thrive in good work	Building a diverse, creative and sustainable business base	Establishing B&NES as a centre for scientific and health academic excellence, inclusive innovation and creativity	Ensuring residents have access to affordable and high quality housing	Enabling all people and places to share in prosperity
Priorities that unlock infrastructure, innovation and opportunity	<ul style="list-style-type: none"> Build local energy generation capacity and demand for energy saving measures Support businesses to deliver net zero and nature positive in B&NES Create opportunities for residents to train and upskill for future green economy jobs Develop B&NES to be a broad green economy 	<ul style="list-style-type: none"> Champion good work practices Increase inclusive pathways into work Develop an inclusive lifelong learning offer Facilitate businesses to access the skills they need 	<ul style="list-style-type: none"> Invest in the infrastructure businesses need Nurture emerging sectors and specialisms, including culture & creative Promote alternative business models and community-led action Support local businesses to stay and scale in B&NES 	<ul style="list-style-type: none"> Maximise local benefits of B&NES leading innovation assets Promote B&NES as an innovation testbed Ensure all sectors and business are supported to innovate Create spaces for creativity to thrive across B&NES 	<ul style="list-style-type: none"> Develop housing offer that is accessible and attractive to all Work with partners to unlock affordable housing Deliver high quality and sustainable housing fit for future generations 	<ul style="list-style-type: none"> Promote place-based strengths to drive economic growth in urban centres and rural areas Support local food supply chains and food security Improve & invest in sustainable connectivity within B&NES and to the subregion Drive a sustainable and innovative visitor economy
Outcomes	Net zero and nature positive B&NES by 2030	Increased economic activity in residents as a proportion of the total population	Improved access to employment industrial/office/retail space across B&NES to meet demand	Increased prosperity for all, measured through Gross Disposable Household Income and healthy life expectancy	Better housing affordability, measured through housing costs as a proportion of income	Improvements in index of multiple deprivation at neighbourhood level, and raised wage levels

The Local Plan 2011-2029 comprises two separate Development Plan Documents: the Core Strategy (adopted July 2014) and the Place-making Plan (adopted July 2017) and puts in place a framework to guide development. The Local Plan Partial Update (LPPU) was adopted on 19th January 2023, which builds on the Local Plan, taking greater consideration to factors such as the climate and ecological emergencies.

Council's are required to review and prepare up-to-date Local Plans. Because the adopted Local Plan period is coming to an end, we are preparing a new Local Plan to cover the period 2025 - 2043 and responds to current government policy.

The National Planning Policy Framework (NPPF) is a set of national requirements for planning policy that guides planning decisions. Government's proposed changes to the National Planning Policy Framework (NPPF) and increased housing requirement has caused a delay with the Local Plans Options consultation. The timeline for this is likely to be as follows:

- o Options/Preferred Options Consultation– October/November 2025
- o Draft Plan consultation – Summer 2026
- o Submission of Draft Plan – Autumn/Winter 2026
- o Plan Adopted – 2027

The Local Plan sets out the spatial strategy for Keynsham. This spatial strategy is partly informed by the Keynsham Town Plan which aims to build on the town's positive characteristics and embrace the future, developing Keynsham into a thriving, sustainable and safe market town by:

- Enhancing the towns already considerable assets and unique identity;

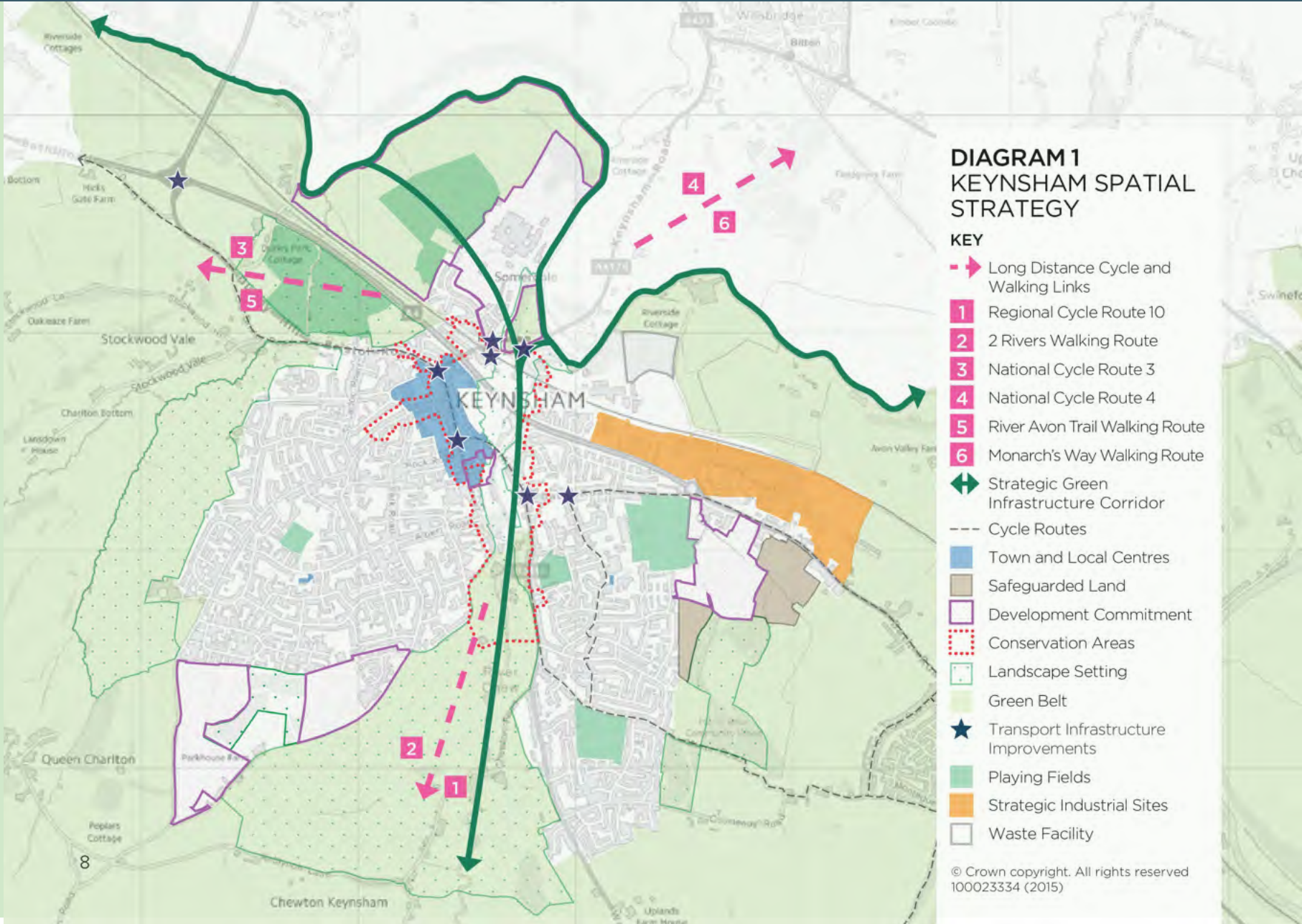
- Promoting a sense of well-being and community for all, generating pride in the town;
- Ensuring all necessary services & infrastructure are maintained & enhanced;
- Regenerating the town centre.

The spatial strategy will ensure that Keynsham continues to fulfil its traditional role as an independent market town, but one that is fit for the 21st century and attractive to businesses.

The Draft Delivery Infrastructure Plan (DIP) comprises an assessment of infrastructure needed to support the current Local Plan 2011-2029 (including Core Strategy, Placemaking Plan and Local Plan Partial Update) growth, and will also act as a baseline to inform the infrastructure requirements and a new IDP for the emerging Local Plan 2025-43.

A Viability Study will also be undertaken alongside the preparation of the draft Local Plan to ensure that the development requirements set out in the Local Plan, and planning obligations, in particular affordable housing, and community infrastructure levy (CIL), will not put at risk the viability of new development.

The current Local Plan vision is: "Keynsham is a historic town that occupies a strategically important location between Bristol and Bath and is therefore well placed to improve and attract investment. It will continue to act as a market town and service centre for the surrounding area. Keynsham will expand to accommodate a growing population, ensuring it retains its independence and its separate identity within an attractive rural setting. It will become a more sustainable, desirable and well connected place in which to live and work, with an enhanced town centre inspired by its heritage, cherished rivers, park and green spaces".

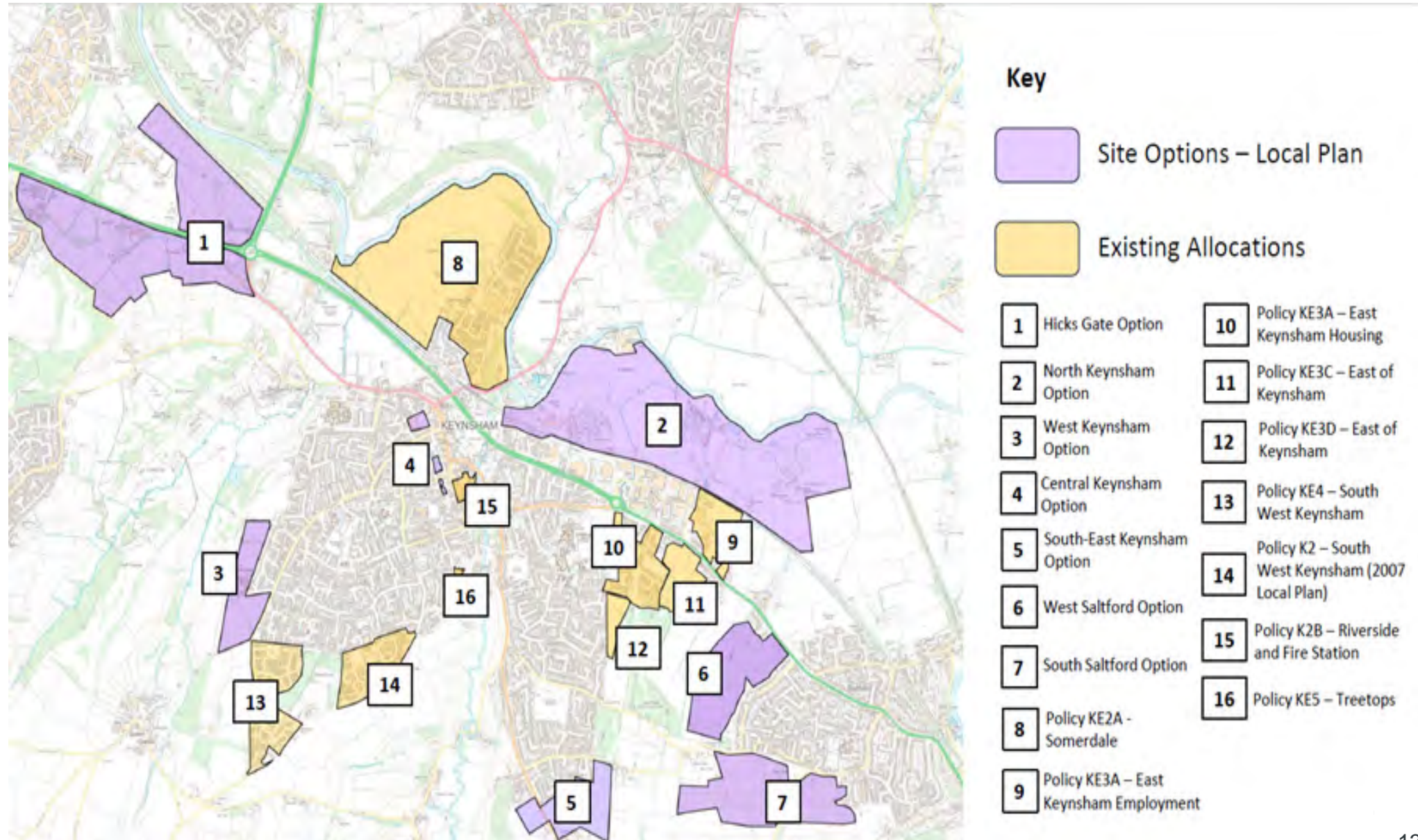


This map shows existing allocations and the options set out in the Options Consultation that took place in 2024. The likelihood is that the options will be changing in 2025 following changes to national planning policy and reset of the B&NES Local Plan.

Government's proposed changes to the National Planning Policy Framework (NPPF) and increased housing requirement has caused a delay with the Local Plans Options consultation.

The next Options Consultation is due to take place in Autumn of 2025.

This page will be updated once the consultation has taken place



Green infrastructure (GI) refers to a strategically planned network of natural and semi-natural areas, designed and managed to deliver a wide range of environmental, economic, health and wellbeing benefits for nature and people.

These benefits include:

- Supporting resilient ecosystems and biodiversity
- Mitigating and adapting the natural and built environment to climate change
- Conserving and enhancing a legible network of greenspaces
- Reducing and managing flood risks and drought
- Improving mental and physical health, and the cohesion of local communities
- Increasing the sustainability of food production
- Maintaining and enhancing cultural heritage, landscapes and natural resources
- Promoting economic growth, employment and skills improvement

Key strategies:

The **West of England Joint Green Infrastructure Strategy (JGIS)** 2020 to 2030 sets out the ambition for GI for the region, a key component of sustainable places for people and wildlife.

The **Local Nature Recovery Strategy (LNRS - 2024)** identifies spatial priorities for nature recovery, with an interactive map of the region (see image.)

The **Greener Places - Green Infrastructure Framework for Bath and North East Somerset 2025-2035** (due summer 2025), will replace the existing GI Strategy and Green Spaces Strategy. It includes an investment and delivery plan, mapping tools, revised GI policy and GI standards.

The GI Framework aims to enhance understanding of green infrastructure and makes the case for significant and coordinated investment. The Framework includes Nature Towns and Cities Accreditation. This will be used to develop Keynsham's place-shaping and will include a GI strategy for the town.



(above) Rivers are a critical piece of GI for their rich habitats.

(below) LNRS mapped measures for Keynsham and surroundings include woodland, floodplain and hedgerow enhancement.



Improving provision and connectivity of GI are key to sustainable communities and healthy places. Keynsham, situated where the River Chew joins the River Avon, holds rich natural assets and has existing, popular recreational routes such as the Two Rivers Way and the River Avon Trail.

B&NES Council is exploring options for several strategic GI projects. These projects have the potential to support nature recovery and deliver wider social and economic benefits, including improvements to human health and providing climate mitigation and resilience measures.

Three of these projects link directly to Keynsham and are:

1. **WaterSpace Connected** - aiming to create a healthy river valley along the Avon that is rich in wildlife, and an improved recreational route between Bath and Bristol, where people can access and experience nature first-hand. Phase 1 comprises the proposed bridge and wetland at Somerdale.

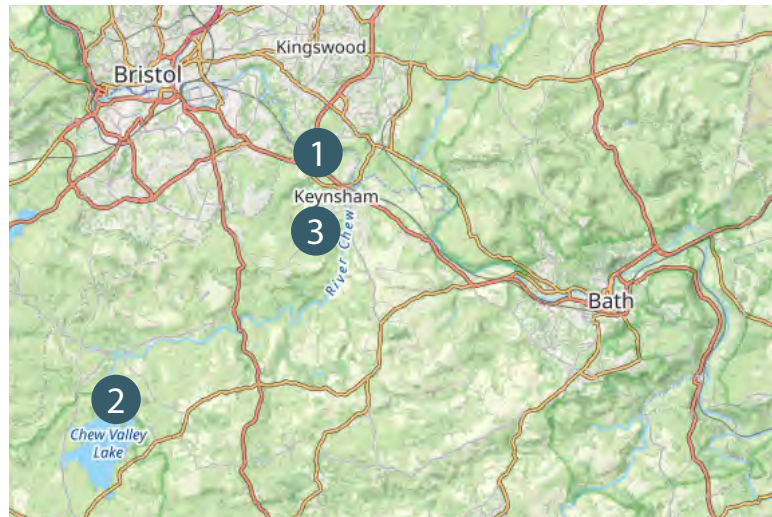
2. **Chew Valley Lake Recreational Trail** - aiming to expand multi-user recreational routes to and around

the lake, while protecting the SSSI site for wildlife and providing enhanced biodiverse habitats. The Two Rivers Way links Keynsham to Chew Valley Lake.

3. **Keynsham Memorial Park and Weir** - aiming to deliver river restoration and park-wide regeneration as part of Keynsham's place-shaping and strategic growth. Find out more on pages 57 - 59.

For more information and project updates, visit: bathnes.gov.uk/green-infrastructure-programmes

(below) A map of the location of GI projects in Keynsham and Chew Valley Lake.



(above) Design for proposed bridge at Somerdale.

(below) The northern section of the multi-user trail at Chew Valley Lake was completed in 2022 and is a popular recreational route.



The B&NES spatial strategy for Keynsham includes a goal of delivering new homes and new jobs.

Government's proposed changes to the National Planning Policy Framework (NPPF) and increased housing requirement has caused a delay with the Local Plans Options consultation.

The old Cadbury's Factory site at Somerdale has been redeveloped into a mixed-use development, comprising of 700 dwellings, known as the Chocolate Quarter. In the south-west of Keynsham, three housing developments, have been built by private sector developers and the East Keynsham Strategic site allocation allowed for a section of the Green Belt to be used for residential and employment development including Hygge Park.

Following the West of England Joint Spatial Plan, the North Keynsham Strategic Development Location was identified and the B&NES North Keynsham Strategic Planning Framework proposed a mixed-use development on the site.

It is situated to the north-east of Keynsham and is located between the town and the river Avon. It currently has a mix of agriculture, homes, employment space, a new local centre, a primary school, with the potential for

a new marina.

A planning application for the Old Fire Station was approved in November in 2024 for Erection of 21 no. apartments (Over 55's) with ground floor space for Class E use, parking, associated landscaping and public realm improvements.

The Bath & North East Somerset Housing Plan 2025 - 2030 aligns closely with the ambitions of the Corporate Strategy & responds to the economic Strategy ensuring that residents have access to affordable & high quality housing.

The Government has introduced reintroduction of mandatory housing targets for Local Authorities and an ambition to increase housing supply by building more homes.

Challenges for B&NES include a shortage of land to build on and high prices making it one of the least affordable places in the UK.

The council aims to release land to deliver housing to meet local need. There is an opportunity to address market failures in type, mix and availability by re-purposing its assets or through proactive land assembly.



Keynsham is a town in Bath and North East Somerset (B&NES), located approximately 5 miles east of central Bristol and 6 miles west of Bath. The town is located where the river Chew meets the River Avon, 12 miles north-west of the Mendip hills.

Keynsham has a long history, with evidence of settlement from prehistoric times. Functioning as a market town for much of its history, Keynsham today is a popular commuter town for those working in Bristol and Bath, with strong rail and road links to both cities. Despite this, Keynsham retains its own strong sense of identity

Keynsham's proximity and ease of access to Bristol and Bath presents a challenge to its high street, as it must compete with the cities' retail and recreational provisions. This is despite the fact that a significant proportion of Keynsham's population live a walk or cycle away from the town centre, meaning there is a real opportunity to create a vibrant high street. Keynsham is also a growing town, with numerous housing developments built in recent years and planned for the future.

Notable attractions in Keynsham include the Grade I listed remains of Keynsham Abbey, established in 1170CE. The nearby Avon Valley is popular with walkers, cyclists, and boaters.

Keynsham has numerous heritage assets, which can be enhanced and celebrated with the appropriate interventions.

Despite the work of the High Street HAZ, Keynsham Conservation Area's status is "deteriorating" and means that investment is still necessary to preserve the town's unique heritage, and can be done so in a way that enhances Keynsham High Street as a whole.





2.5km

Aerial map of Keynsham

Section 1: Context



500m



250m

□ Action plan boundary

19,600 people*
8,500 households

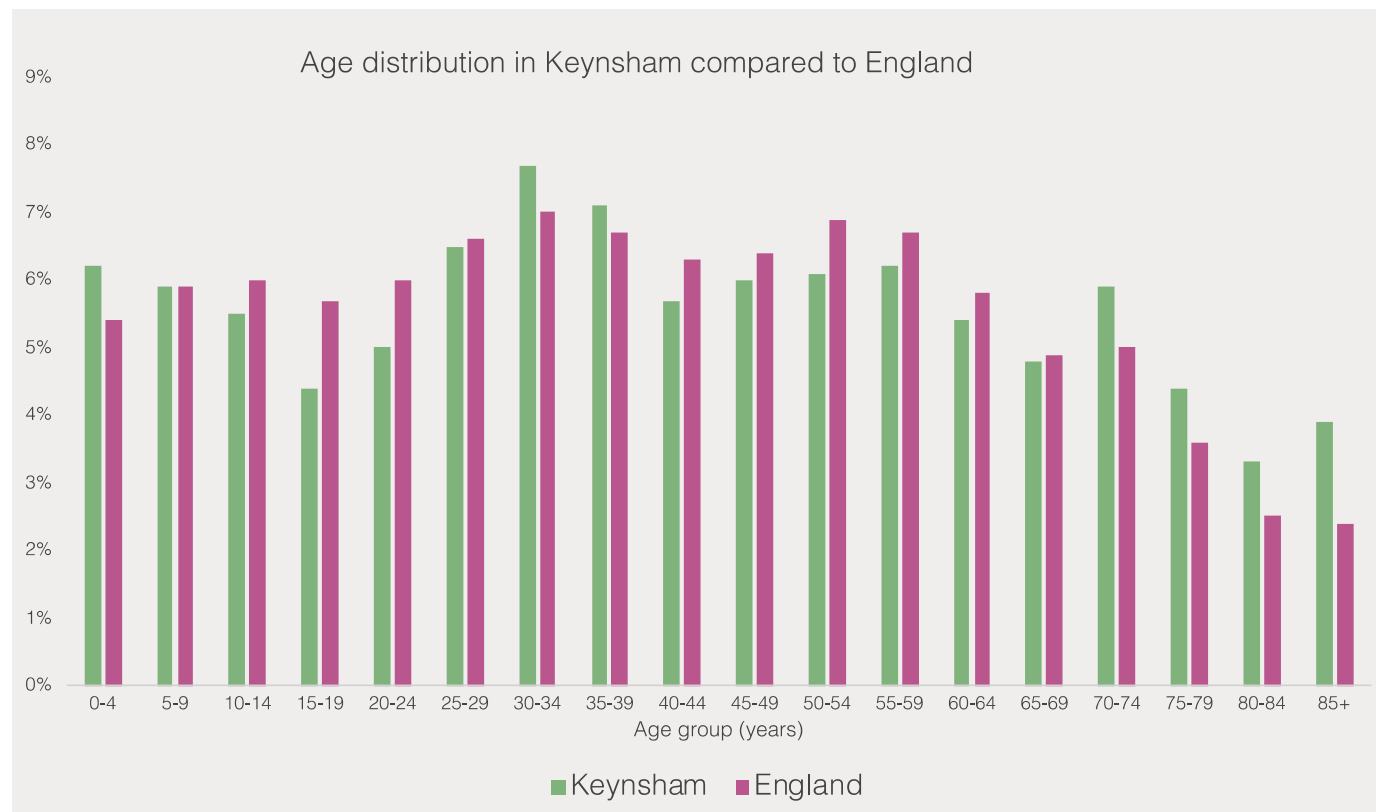
* To the nearest 100

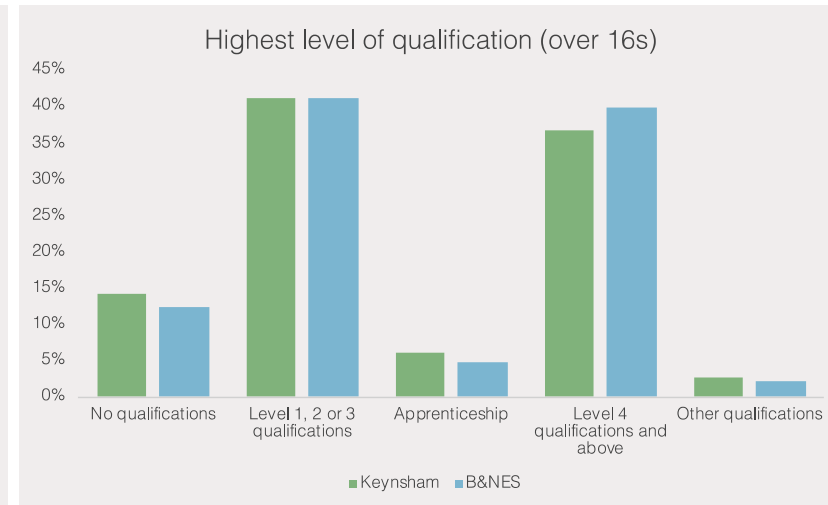
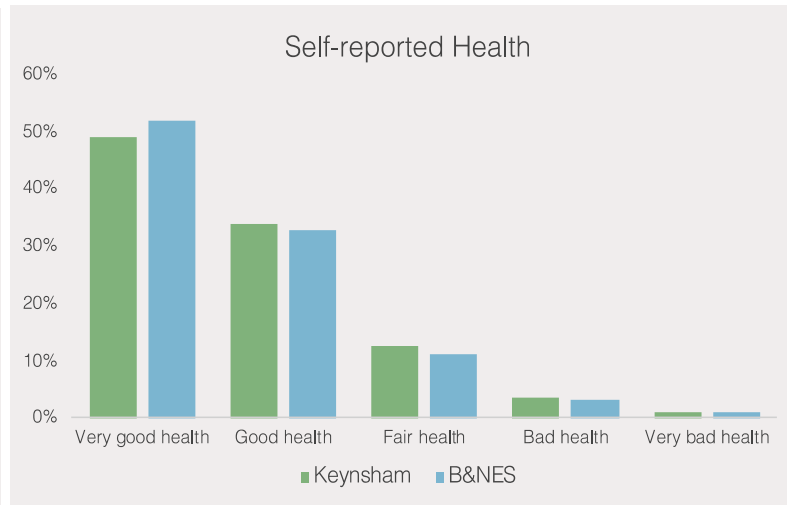
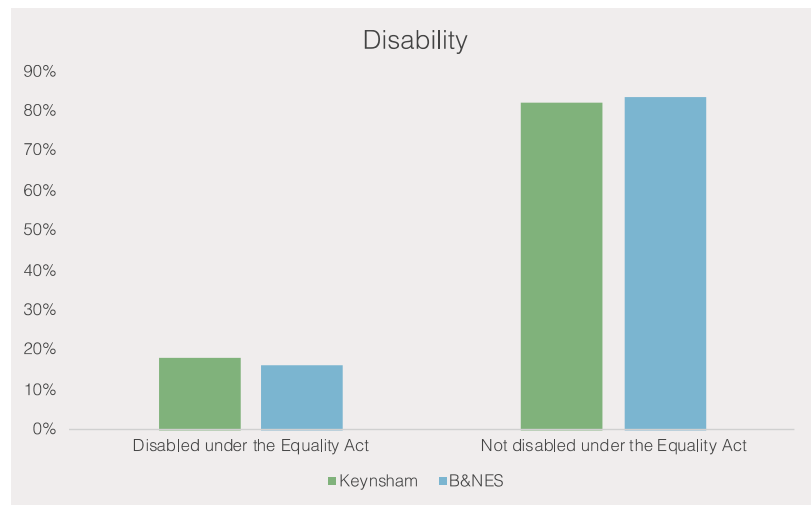
Demographics

When compared to the rest of England, Keynsham has a below average proportion of people from early adolescence to early twenties. However, Keynsham has a higher than average proportion of people in age groups 0-4, 30-34, and age groups above 70. The largest proportion of people in Keynsham come from the 30-34 age group, with 7.7% of the population falling into this group at the time of the Census. It is also worth noting that while the 85+ age group accounts for just 3.9% of the population in Keynsham, this is somewhat higher than the average proportion in England, which is 2.4%

England has been chosen as a point of comparison here due to the large student population in B&NES impacting its age distribution.

The 2021 census took place during a period of rapid and exceptional change due to the pandemic. This is reflected in the 2021 census data, particularly regarding the labour market, meaning it is difficult to extrapolate or compare to other years. The data presented for 'Keynsham' is for the area known by the Office for National Statistics as 'Keynsham Ward' in the 2021 census.





Disability and health

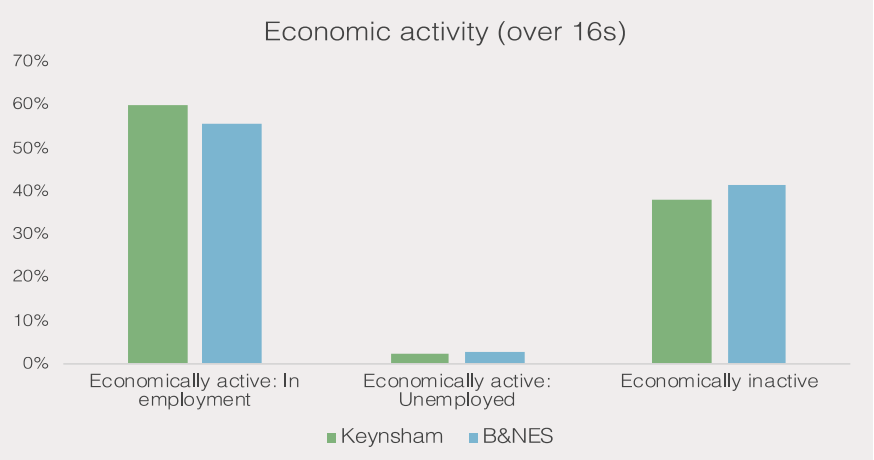
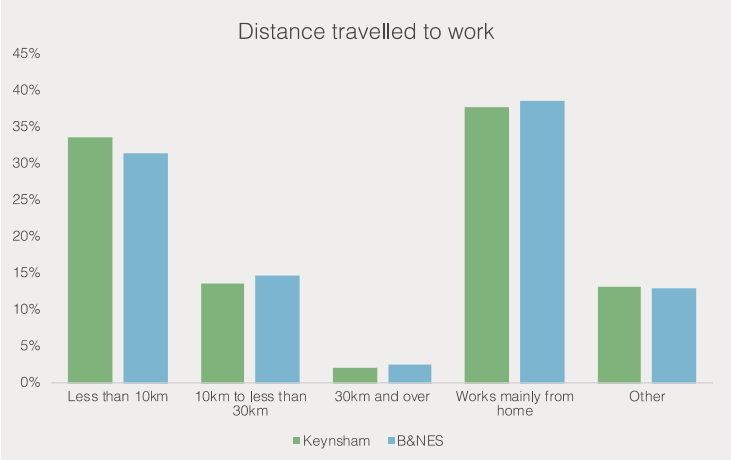
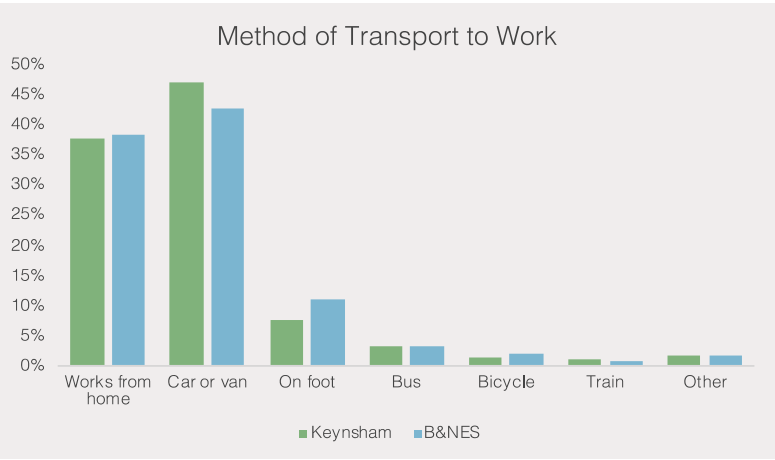
17.9% of Keynsham's population is disabled under the Equality Act. This is a slightly larger proportion than the rest of B&NES, where 16.4% are disabled under the act.

Keynsham's self-reported health is comparable to the rest of B&NES, although a smaller proportion of the population in Keynsham reports being in 'very good health' (49%) than the B&NES average (51.8%). Conversely, Keynsham has a slightly higher proportion of people reporting as being in 'fair', 'bad', or 'very bad' health than the rest of B&NES, although the difference is relatively small.

Education

Keynsham has a similar proportion of over 16s with Level 1, 2 or 3 qualifications to B&NES, with 41% and 41.1% respectively. The proportion of over 16s with no qualifications is slightly higher in Keynsham than the rest of B&NES, at 14% compared to 12.3%.

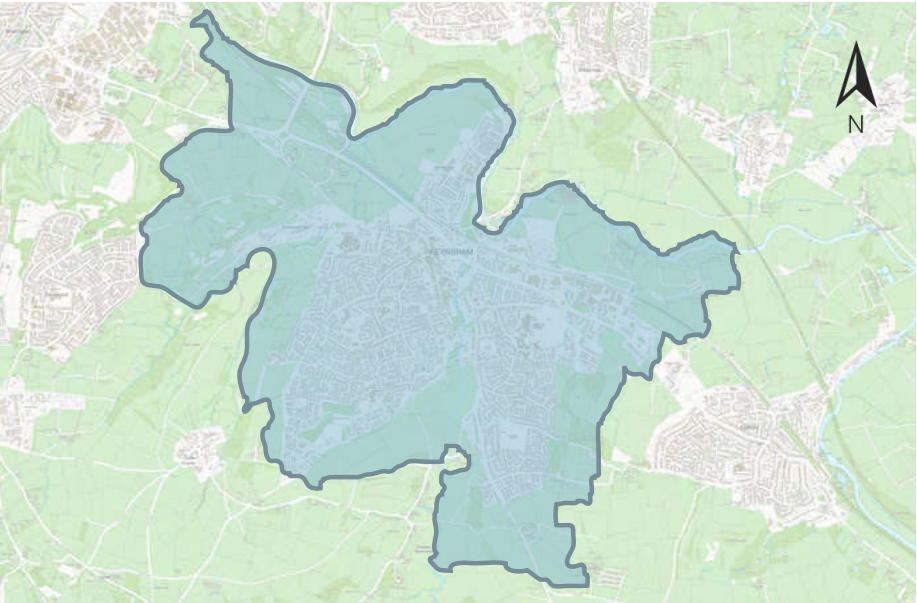
36.5% of over-16s in Keynsham have a Level 4 qualification or above, slightly lower than the average in B&NES at 39.8%. 6% have an apprenticeship qualification, slightly higher than the B&NES average of 4.7%.



Commuting and work

Whilst, due to the pandemic, the 2021 census reflects a larger proportion of the population working from home, the census still shows Keynsham to be predominantly a commuter town. 47.1% of the working population travel to work by car, either as a driver or passenger, which is higher than the BANES average of 42.7%. Other methods of transport to work are significantly less common, and Keynsham is below the BANES average in those travelling by foot.

Keynsham is slightly above the B&NES average in economic activity, with 59.8% of over 16s being economically active. In comparison, the average in B&NES is 55.6%.



Left: ONS area for 'Keynsham Parish'

Keynsham has a long and rich history, the discovery of Stone Age tools in the town suggests it has been settled since prehistoric times.

Keynsham's name is widely believed to have come from the legend of St Keyna, who lived alongside a serpent infestation on the banks of the Avon, until her prayers turned the serpents into stone, likely inspired by the abundance of ammonites in the area.

Keynsham was the site of a Romano-British settlement, with one of the largest Roman villas found in Britain discovered close by. The town appears in the Domesday book in 1086, listed as Cainesham. Keynsham Abbey was founded in 1166 and encompassed many buildings where the memorial park and A4 bypass are now located. While a limited amount is known about Medieval Keynsham, it is likely that the Augustinian Abbey was a significant driver of the local economy.

A market charter was granted to Keynsham in 1307, although trading had likely been in operation in the town some years before. Keynsham remained a small market town for hundreds of years, although it suffered economically after the dissolution of the Abbey in 1539. Keynsham's prosperity improved with

the arrival of the milling industry, especially the processing of brass in the 18th century. Keynsham mills formed part of the Bristol brass industry, which was the biggest in the country at the time.

The building of Brunel's Great Western Railway in the 19th century and Somerdale chocolate factory in 1921 resulted in considerable population growth in Keynsham. The factory, run by Fry's then Cadbury's became an economic and social focus in the town, with a workforce of around 5000 employees at its peak. In 2007, Cadbury's announced that the factory would close, to opposition from the community. Production at Somerdale factory ended in 2011 and the complex is now private housing and a retirement village.

Today, the location of Keynsham between Bristol and Bath has made it a desirable dormitory suburb for commuters.

During the RAP engagement feedback was that preservation of the town's heritage assets was important as well as promoting and celebrating the town's past.



Keynsham train station C. 18



Keynsham High Street in 1938

The Keynsham Conservation Area (mapped overleaf) was first designated in 1997 and amended in 2016 to also include the Dapps Hill Conservation Area, following an appraisal by B&NES council. The Keynsham Conservation Area consists of 5 hectares surrounding Keynsham town centre; the High Street; Temple Street; St John the Baptist's Church; the Chew River valley; and the Dapps Hill area. The Keynsham Civic Centre, which was completed in 2014, is included within the Keynsham Conservation Area as it is considered a prominent landmark which marks the boundary between Temple Street and the High Street. The purpose of the Keynsham Conservation Area is to demarcate space worthy of preservation or enhancement, and that contributes to the character of the town.

There are 57 listed buildings and structures within the Keynsham Conservation Area, 26 of which are within the town boundaries. The Conservation Area has been placed in Historic England's Heritage at Risk Register, which identifies sites that are at

risk of being lost due to factors like neglect and inappropriate development. Historic England considers the condition of the Conservation Area to be "very bad" with a "deteriorating" trend. While many historic buildings remain in the town centre, redevelopment to the High Street in the 1960s and 70s resulted in the demolition of 91 historic buildings, replaced with largely low-quality buildings that are now in poor condition.

While Keynsham High Street is still a traditionally wide market street, dating back to the 13th and 14th centuries, its buildings today are a mix of different eras and conditions. While newer developments, notably the Civic Centre, have improved its overall condition, the High Street remains predominantly functional rather than a place where people choose to spend time.

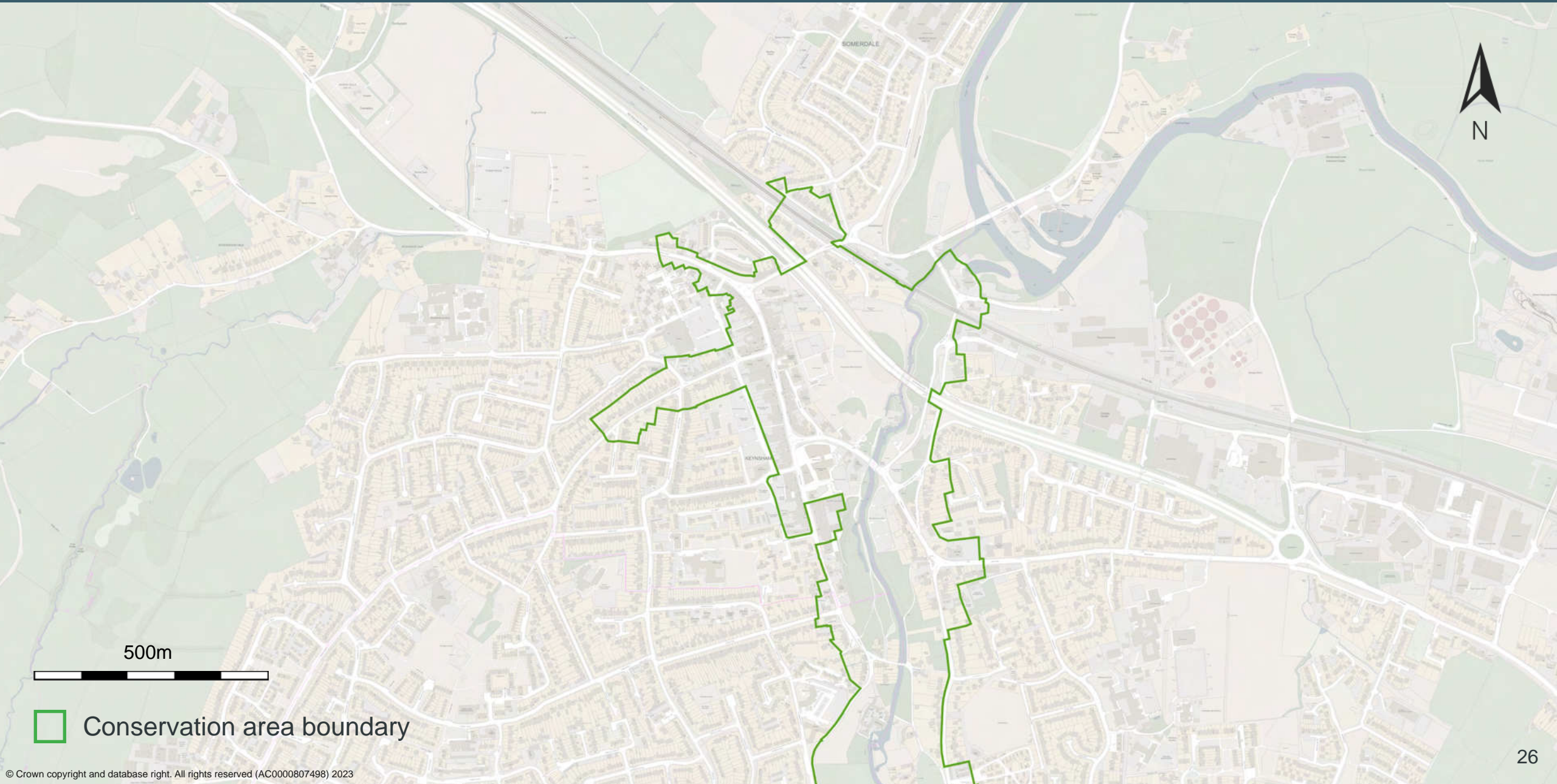
More information about Keynsham Conservation Area and its listed buildings can be found in B&NES Development's Keynsham Conservation Area Appraisal (2016).




(Above) Keynsham Baptist Church, a listed building



(Above) Example of a positive façade that adds to the character of the High Street



 Conservation area boundary

The following maps are a visualisation of different aspects of Keynsham High Street.

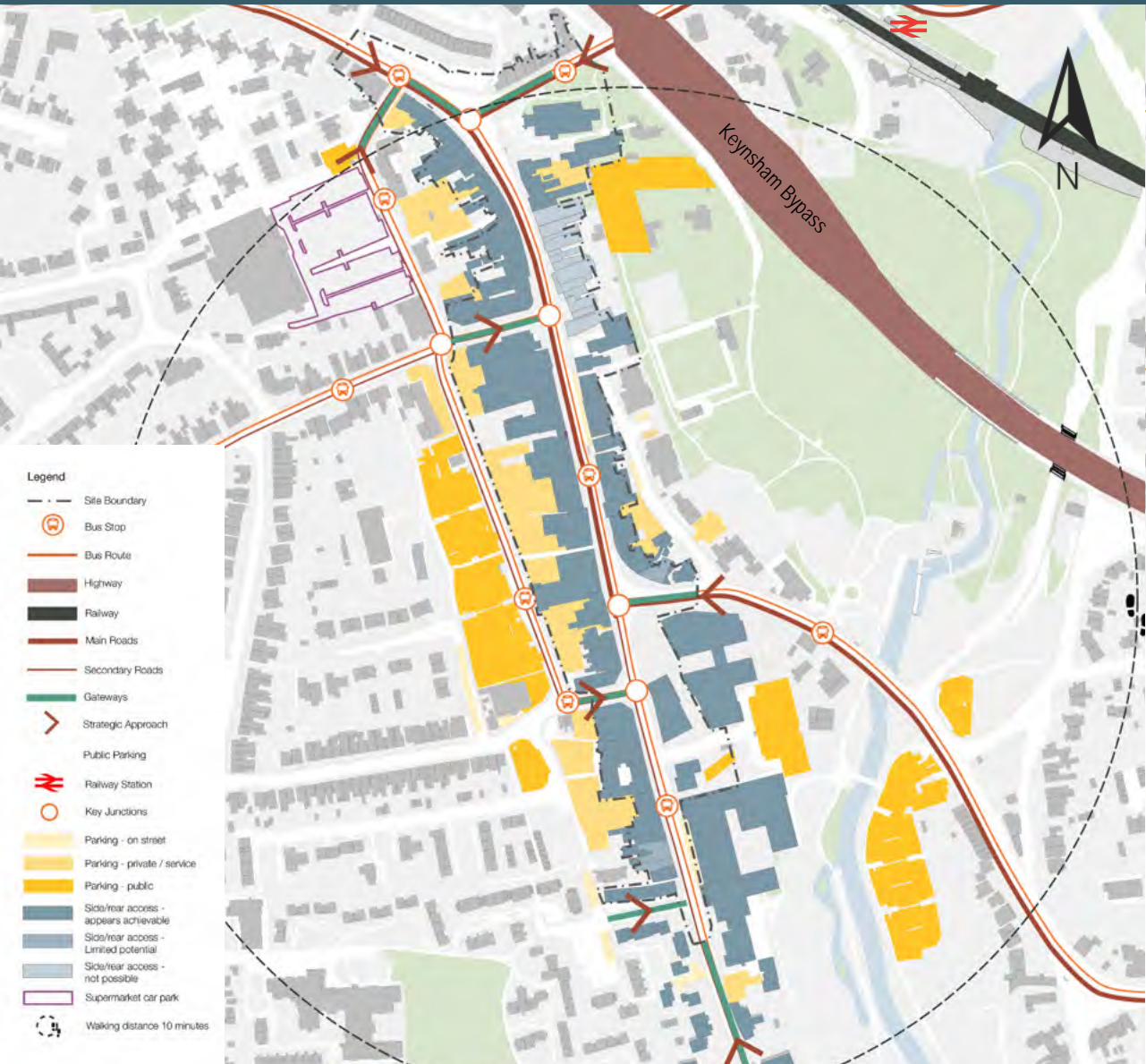




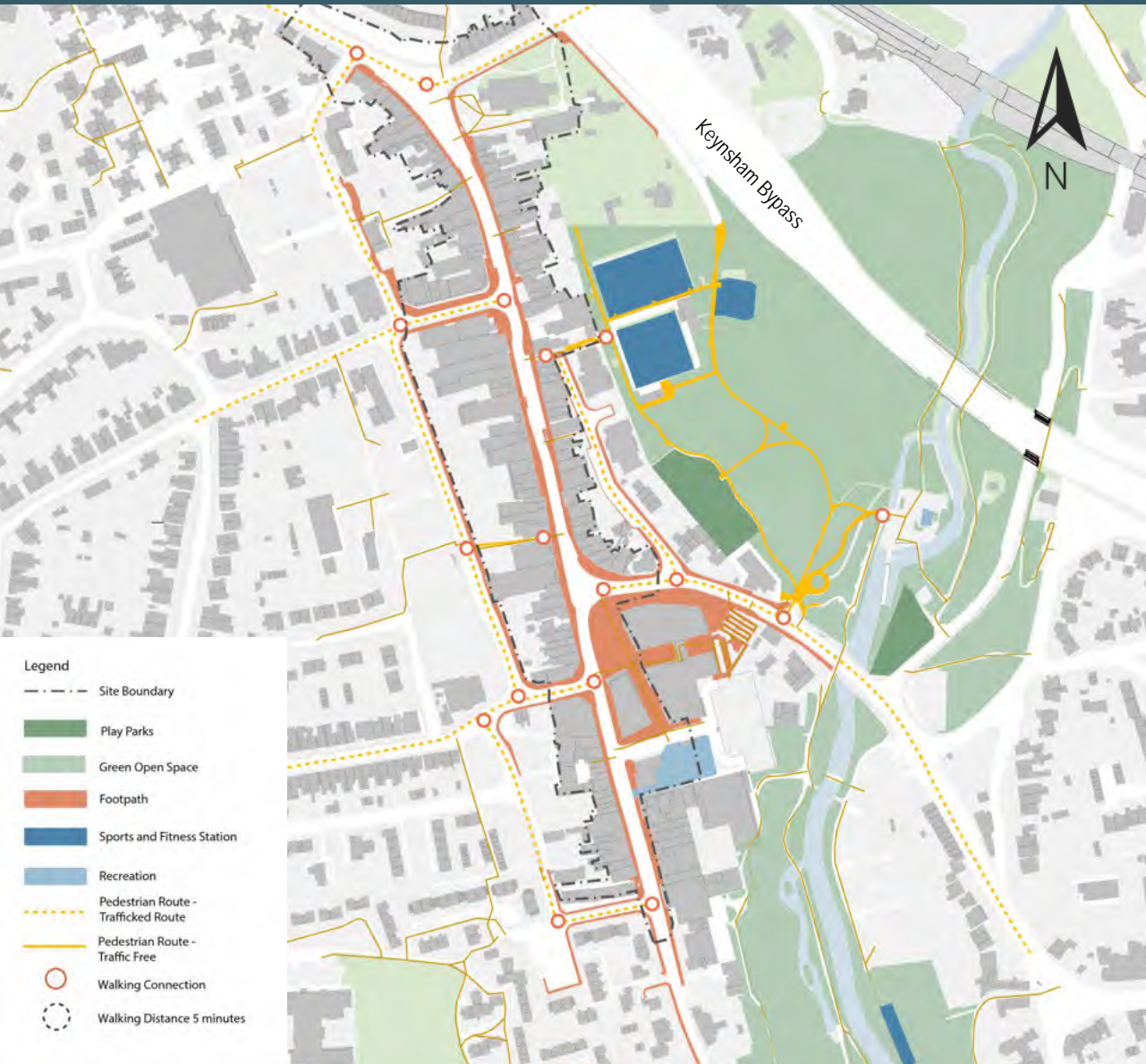
Architectural character map



Building height map



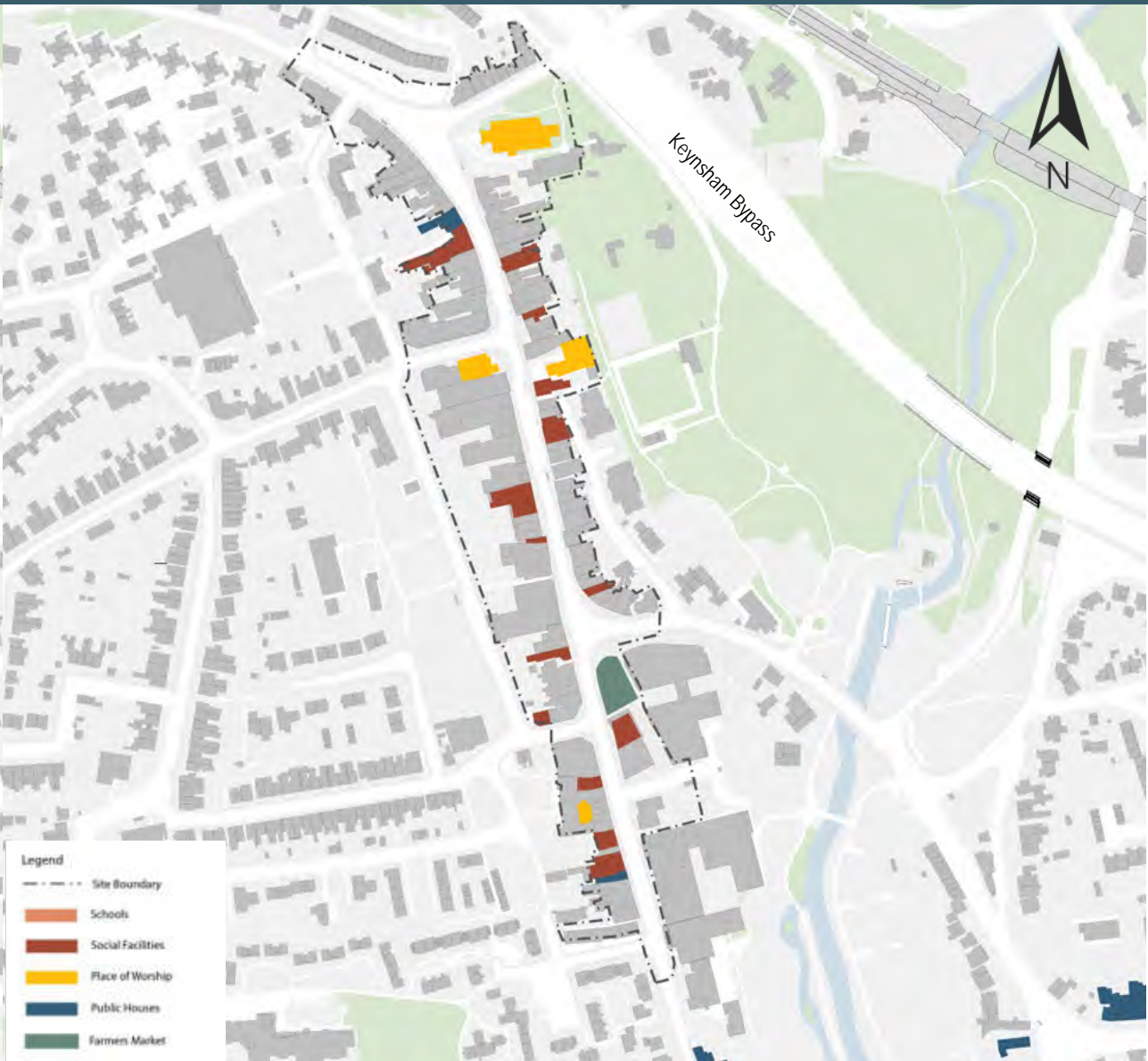
Access and mobility map



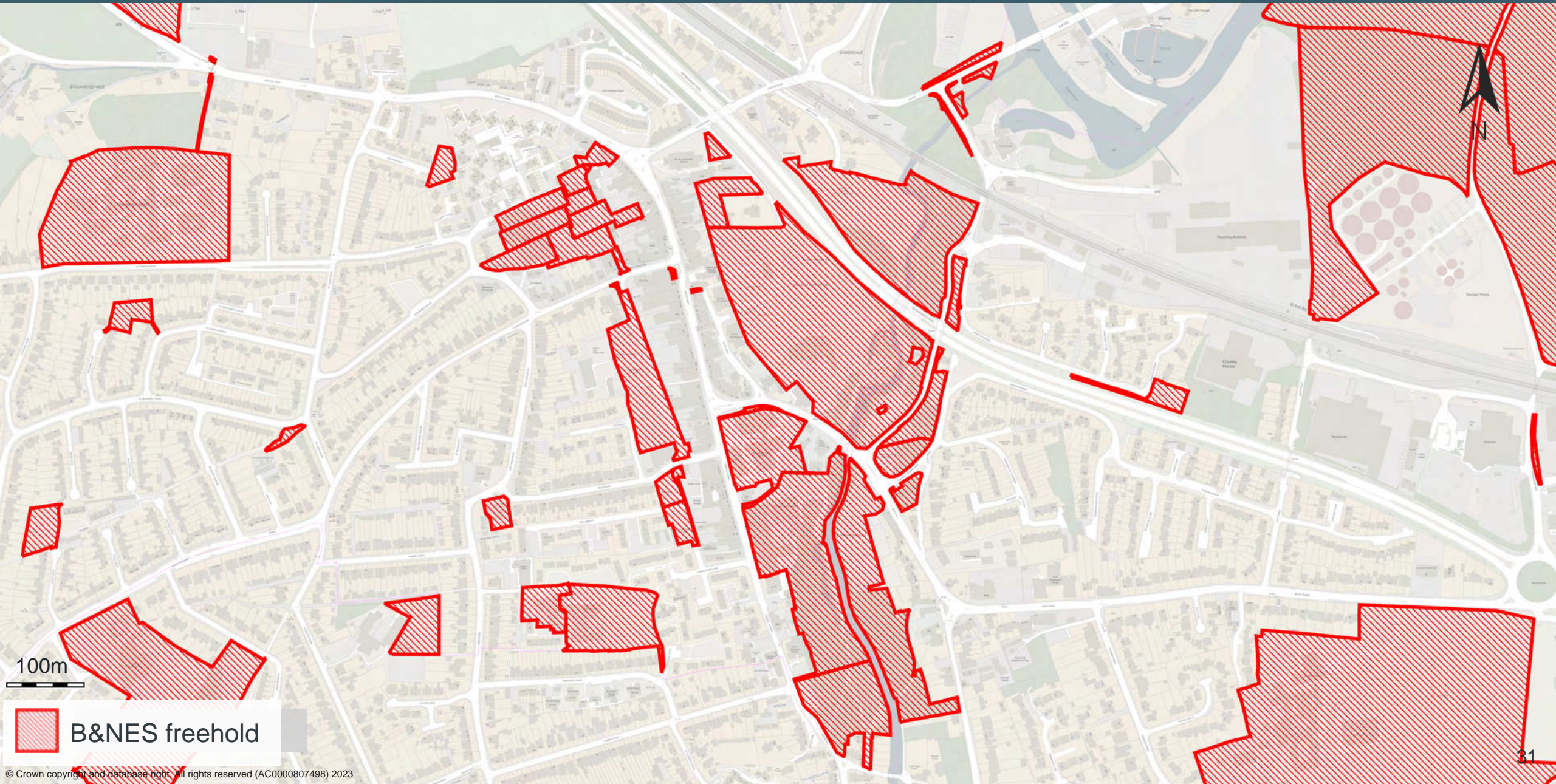
Amenities map



Land use map

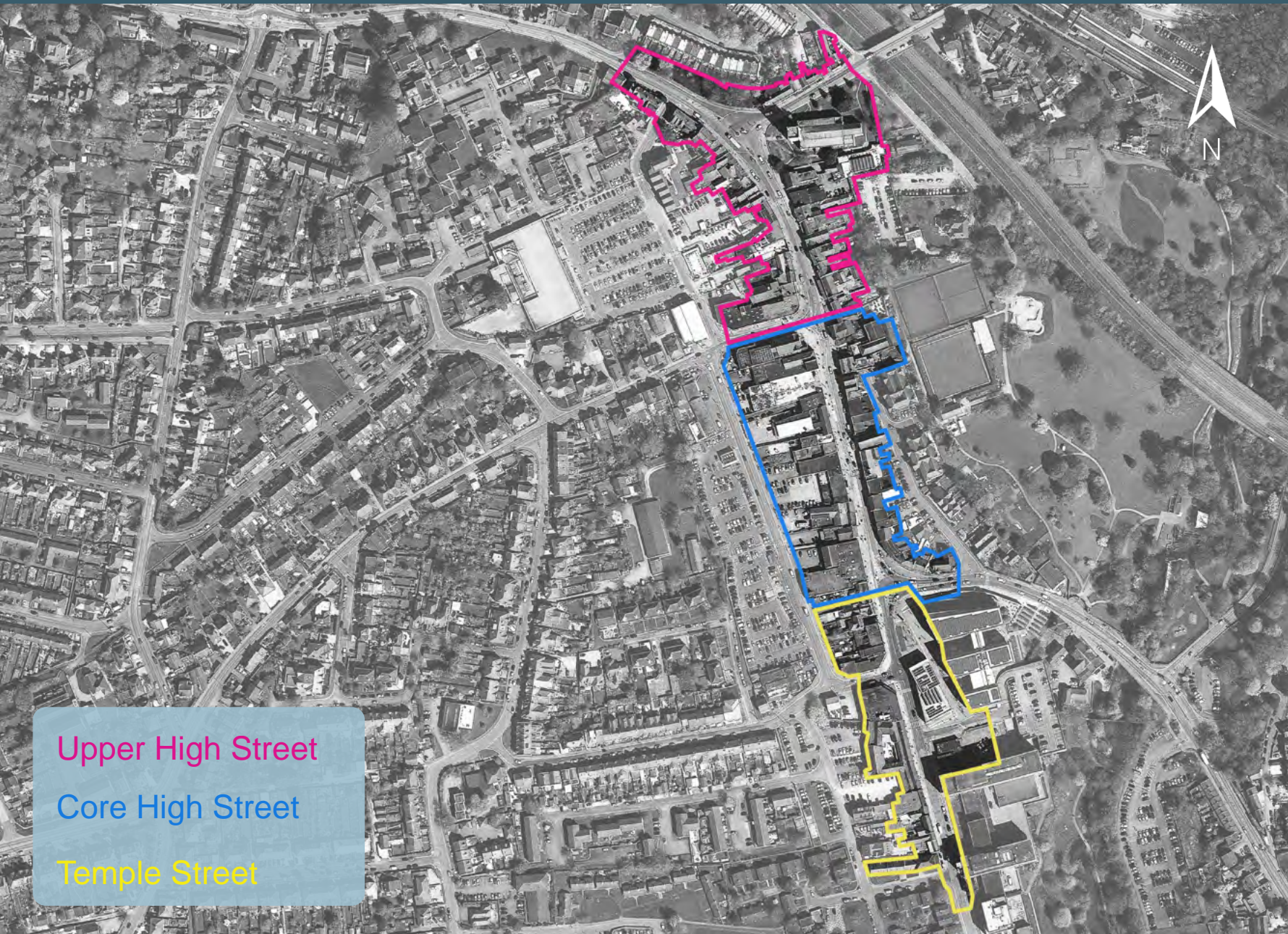


Community facilities map



Keynsham High Street Heritage Action Zone

Section 1: Context



Upper High Street Approach



Core High Street



Temple Street

Keynsham's HS HAZ was a partnership programme between Historic England, B&NES and Keynsham Town Council that ran between 2021 and 2024. While separate from the Keynsham Conservation Area, one of the goals of the HS HAZ was to 'work towards the removal of Keynsham Conservation Area from Historic England's Heritage at Risk Register'.

Keynsham is one of more than 60 high streets across the country that were successful in receiving funding from Historic England. It was awarded £1.1million as part of Historic England's High Streets Heritage Action Zone (HS HAZ) Programme (2020 - 2024) with additional match funding from Keynsham Town Council and Bath and North East Somerset Council (B&NES).

The programme aimed to highlight and celebrate the history of Keynsham, encouraging civic pride to create a more engaging, vibrant town centre. The HS HAZ focused on shop front enhancement, public realm improvements, engaging the community, and running a cultural programme.

The programme also worked towards improving community engagement surrounding Keynsham High Street, such as transforming a vacant property near the high street into a 'MakeSpace'. This allowed for flexible and affordable space for local businesses, art and community groups to utilise the space as a 'meanwhile use'.

More information about the HS HAZ can be found on the [Hi! Keynsham website](#)



Above: Keynsham 'MakeSpace', located at a previously vacant property.

Below: A performer at Keynsham Music Festival, which was put on as part of the cultural programme

The 2016 Conservation Area Appraisal noted that there was many poorly altered shop fronts on Keynsham High Street. As part of the High Street HAZ, a Keynsham Shop Front Design Guide was developed, including an analysis of the town centre, and guidance for business and shop owners. An expression of interest assessment was carried out, and 20-30 Temple Street was selected as a priority to take to technical design stages, as it was decided that this would have the greatest impact on the Town Centre with the funding available. Two shop fronts were delivered with traditional signage working with local signwriter Tozer Signs. A redesign of the guttering layout, removal of clutter, and painting of shop uppers also took place on 20-30 Temple Street, to improve the visual appearance of the street.

As some shops initially identified for shop front improvements were not able to be taken forward, a number of 'showcase shop fronts' were worked on in partnership with the Vacant Unit Action Programme (supported by WECA and B&NES funding). Attention was turned to the empty shop units on the east side of Temple Street, with dual aspects on the street and riverside. In addition, the vacant unit 2 Riverside Square became 'MakeSpace' a flexible community and arts hub.

Makespace

Makespace opening on 9th February 2023 as an open ended user space offered as an invitation to the community for activities, meeting and local interest groups. Makespace has been used as a pop-up museum; for community events, meetings, and workshops, as well as hosting a flash artist residency.



Vacant units on the east side of Temple Streets improved in partnership with the Vacant Unit Action Programme, with artwork reflecting Keynsham's history



Left: 20-30 Temple Street before and after shop front improvements

Right: Signwriter Tozer signs painting new signage in Keynsham MakeSpace

Surveys undertaken prior to the Core High Street Improvements showed that in Keynsham town centre, the quality of the streets did not offer a welcoming experience, and that footfall and dwell time figures were falling. Temple Street was identified as one of three key areas that could benefit from public realm improvements. As part of the HS HAZ, concept design proposals were created by Landscape Architects Macgregor Smith, working with the Programme Board. These were taken to consultation with the public and key stakeholders.

Due to rising costs following Brexit, the pandemic, and other international reasons, it was decided that the Temple Street improvements would take place in phases. Phase 2A and 2B have taken place as part of the HS HAZ scheme, while Phase 2C and 2D will take place as soon as additional funding is secured.

- The delivery of temporary meanwhile works was focused on the east side of the street. This area would be referred to as Phase 2A and would include; parklets, planters, cycle parking, seating and greening
- The delivery of permanent construction works was focused on the west side of the street. This area would be referred to as Phase 2B and would include; widened pavements, upgrade to high quality natural stone, improved lighting drainage and compliant disabled car parking bays.



Temple Street Improvements Phase 2A: One of the new parklets with art referencing Keynsham's archaeological history



Temple Street Improvements Phase 2B: Before and after

The Keynsham High Street Local Cultural Programme (LCP) was a four-year programme of arts and culture (2020-2024), that ran alongside the Keynsham High Street Heritage Action Zone programme.

This programme was delivered using £80,000 grant funding from Historic England and the Arts Council England with an additional £55,000 match funding and in kind support.

This programme was delivered using £80,000 grant funding from Historic England and the Arts Council England with an additional £25,000 match funding and in-kind support.

The Project Team and Cultural Consortium worked together to deliver an ambitious vision for Keynsham, partnering with a wide range of local creatives and community groups to support existing town events, deliver new immersive projects, and document the town's special but under appreciated High Street heritage.

Numerous events took place as part of the LCP. A week-long launch event entitled 'Making Space for Our Future' encouraged local people to think

imaginatively about the future of their town through creative workshops, a collaborative exhibition with Bristol Robotics Laboratory, and pop-up markets. The LCP also supported community-led events including Keynsham Christmas Festival, Keynsham Music Festival, the Eco Festival, KTC Rfm Presents, and a highly successful programme of Heritage Open Days.

Other projects included new murals in the Temple Street area; light art celebrating the history of Keynsham; a new heritage trail of the town centre; walking tours by Show of Strength theatre company; and a heritage film and augmented reality shop window trail marking the Queen's Platinum Jubilee. These projects sought to contribute to the vibrancy of Keynsham town centre and complemented the other projects that took place as part of the HS HAZ.



Above: Are We Alien? Street theatre for the Local Cultural Programme launch event. Photo by Mike May



Above: The Kings and Commoners in Keynsham walking tour

The Keynsham Core High Street improvements project took place between June 2021 and March 2022 with the goal of starting the rejuvenation of the town centre.

B&NES council was awarded £1.5 million towards implementing these improvements with the assistance of West of England Local Enterprise Partnership through the Local Growth and Getting Building Funds. This was administered by the West of England Combined Authority. The scheme also received funding from the Love Our High Streets programme, run by the Combined Authority.

The improvements included footpath widening and resurfacing, improvements to signage and bus stop facilities, a new bike line, improved street furniture, lighting and trees. Dropped curbs were added in disabled parking bays to improve accessibility and improved cycle stands make it easier for cyclists to secure bikes.

The improvements also included the greening of the High Street. New trees were planted at the top of Bath Hill, and planters were updated along the High Street, featuring natural materials.

Feedback arising from community engagement that took place in June 2025 included the provision of more seating areas in the Town Centre, removal of graffiti, cleaner streets & improvements to bus shelters. These issues will be considered during the project delivery phase.

More information about the High Street improvements can be found on the B&NES website [here](#)



(Above left) A new planter on the High Street

(Above right) New trees at the top of Bath Hill

(Below) Core High Street after the improvements



Section 2: Proposals



Section 2: Proposals



The Keynsham Regeneration Action Plan has been developed learning from the masterplanning work that was produced for the town through the Heritage Action Plan project, scoping, evidence gathering and public engagement which took place in 2025.

The action plan focuses on improvements to the vitality and viability of the Town Centre. There are opportunities to improve public realm in Temple Street & Upper High Street, refurbishment of vacant units, investigation of pedestrianisation of the High Street, greening of the High Street, wayfinding improvements, activities to tackle the ecological and climate crisis and further shop front improvements. The plan also focuses on high street renewal activities such as community & cultural events and markets.

The plan identifies opportunities, concepts and project ideas to underpin funding and grant applications for project delivery.

The first part of this section explains the Keynsham High Street Masterplanning work recommendations, B&NES Local Plan and spatial strategy, which set out the overall vision for Keynsham and its development. Subject to funding being secured, the latter pages present the projects that have been identified to support the regeneration of Keynsham Town Centre.

A Master Plan exercise was commissioned by the Keynsham High Street Heritage Action Zone Programme Board in 2021. Urban Designers MacGregor Coxall were appointed by the Town Council and B&NES Council to undertake masterplanning work to identify town centre potential. This work was carried out in collaboration with a Masterplan Working Group.

The report itself was divided into two main components: Townscape Analysis and Town Centre Masterplan with a wayfinding strategy and 3D designs presenting high level initial potential ideas for phased improvements.

A Townscape Analysis provided a baseline review of the condition, character and makeup of Keynsham Town Centre with a key focus on the High Street. This was used to identify potential future opportunities. The primary objective for this section was to provide a toolkit of ideas for future projects within the town centre; identify key priority areas and set out a framework for how these might be achieved within or beyond the HAZ initiative.



Proposed public realm improvements for Temple Street

Within the High Street Masterplan six themes were identified to guide future development and projects:

- **Greener High Street,**
- **Supporting Local Shops, Businesses and Community Enterprises - Day & Evening,**
- **Heritage Revealed & Restored,**
- **Improved Streets & Public Spaces,**
- **Keynsham Culture, Events & Markets,**
- **Better Connectivity & Accessibility for People.**

Project	Summary
1. Improved wayfinding	Improving the provision of wayfinding in Keynsham town centre, making it easier to navigate and encouraging visitors to discover new elements of the High Street
2. High Street greening	Introduce more planting and trees to the town centre and establish maintenance arrangements for these as well as existing planted areas.
3. Temple Street public realm improvements	Opportunity to complete the final phases of the Temple Street improvement project, extending public realm improvements to the east side of the street, resurfacing the road, introducing permanent planting and further improvements to the riverside square
4. Shop front improvements	Undertake more shop front improvement projects working with local businesses, improving the conservation area and making the town centre more attractive.
5. Re-purposing Vacant & Underused units	Part of Vacant Unit Action Project, B&NES is refurbishing two large ground floor units on Temple Street, with planned occupancy from December 2025. The units have been marketed for Class E use (which might include such things as a leisure or community facility).
6. Active Travel	Investigate further projects including cycle repair stations & electric bike & scooter schemes.
7. Arts, culture, and events	Access funding for continuation of the cultural programme, host cultural events in Make Space, grow the market area & improve Riverside Square
8. Pedestrian Priority	Pedestrianisation is being considered by B&NES Transport Team alongside other options and linked to a new transport strategy for Keynsham & Saltford entitled 'Creating Sustainable Communities in North East Somerset: The Journey to Net Zero' which was adopted in February 2025.
9. Upper High Street Public Realm Improvements	Improvements to the public realm at the train station end of the high street around St Johns Church and the train station where there are narrow foot ways but high footfall.
10. Community Space	Map existing space and investigate additional provision for large audiences and opportunities for investment.
11. Memorial Park & Weir Improvements	Improving the park for users, upgrading access, play areas, skate park & signage. Exploring options to improve river & weir for biodiversity.

Wayfinding tools help people find their way through spaces, often by providing information at key decision points on routes. Wayfinding can be very literal, for example through signage, or more subliminal, such as lighting and type of paving. Good wayfinding in a place means that it is easy to navigate using a range of cues, and that different aspects of a place and its identity are revealed to visitors.

Wayfinding in Keynsham presents a key opportunity for creating a sense of place, welcoming visitors while revealing and supporting seamless movement between arrival points, retail and heritage streets, and open spaces. Wayfinding interventions will help people develop a clear mental map of the High Street and its surrounding areas, making it easier to navigate and more pleasant to spend time in. Below are some suggestions for wayfinding tools for Keynsham High Street.

Mapping

Mapping tools in key locations, such as by the train station and at the approach to the High Street helps to improve navigability, as well as highlighting the range of facilities on offer on the High Street, such as shopping, leisure, heritage and green space. Maps could point visitors towards accessible routes as well as sustainable transport routes, such as longer distance walking, cycling and public transport.

Updated signage

An enhanced wayfinding strategy for Keynsham would also involve an audit of signage, where necessary replacement such as the old finger posts on the High Street. This would be integrated and coordinate with cartography elements in the wayfinding strategy. Strategically placed signs can influence visitors to discover new routes, for example directing people from the train station to take the route through Memorial Park.



Precedent imagery for wayfinding tools

Creative approaches

A wayfinding strategy for Keynsham would incorporate creative approaches, in particular working with the local artistic community. This can be through illustrative maps, murals, banners and creative signage. Creative approaches to wayfinding help to create a sense of vibrancy and place as well as aiding navigation. This could be tied in with various artist residencies which are already underway in Keynsham MakeSpace.



Above: Precedent for creative wayfinding

Digital wayfinding

Harmonious on-street and digital wayfinding services can create a more seamless experience for visitors to the High Street. Digital tools would be used to promote and market events and activities, as well as revealing aspects of the High Street. An active presence on social media or another online source that speaks of Keynsham's voice in an official way adds to its 'sense of place' and identity, that will compliment other wayfinding interventions.

Wayfinding interventions, where appropriate, should have a unique and consistent graphic identity to create a clear image and a sense of place.

Left: Proposed wayfinding on Keynsham High Street





(Above) An artist's render of a 'greened' Temple Street



(Above) Existing benches on Temple Street

Greening along the upper and core High Street. Temple Street & Ashton Way will have the benefit of softening the urban character of central Keynsham and work towards mitigating the climate emergency. A greener High Street would help mitigate the urban heat island effect, manage surface water drainage, absorb CO2 and other air quality pollutants, and contribute to urban biodiversity. High Street greening also enhances the environmental experience for street users and is pollinator friendly.

Further investment in green space and its management & improved nature habitats should be encouraged. A clear strategy for maintenance of green areas needs to be developed.

The key opportunities for greening Keynsham High Street are:

- Emphasising the green connection from Danes Lane & Ashton Way to the Memorial Park through street tree planting and gateway approaches along the High Street & Bath Hill
- Managing the surface water run off through tree planters, soft public realm treatment and

sustainable urban drainage systems.

- Establishing street trees along Upper High Street, Core High Street and Temple Street to provide shade, shelter, visual street definition and seasonal interest
- Enhancing current planters along the High Street. The current natural wood planters have proven very popular and could be extended or complemented with additional urban greening. Where appropriate, seating could be integrated, creating places to relax alongside nature.
- Support and enhance the air quality management area through clean air initiatives such as planting and reduced speeds and volume of traffic. "one-way trial of Keynsham High Street" led to "better air quality (reductions of 22-47% in particulates)" (BANES Local Plan)
- Better connectivity between places and people including significant areas of green space and recreational areas such as parks.

While phase 2A and 2B of the Temple Street public realm improvements occurred as part of the Keynsham HS HAZ. Due to rising costs, more funding is needed to complete phase 2C and 2D of the works.

The works that will comprise phase 2C and 2D include:

- Resurfacing the road
- Widening and improving the pavement on the east side of the road, along the riverside units & on the west side near the Iceland site. This would need to ensure safety for drivers
- Introducing new street furniture to the east side of the road
- Adding an additional pedestrian crossing to the road
- Replacing the parklets with permanent planters, that will contribute to the High Street greening. A maintenance plan would need to be agreed.

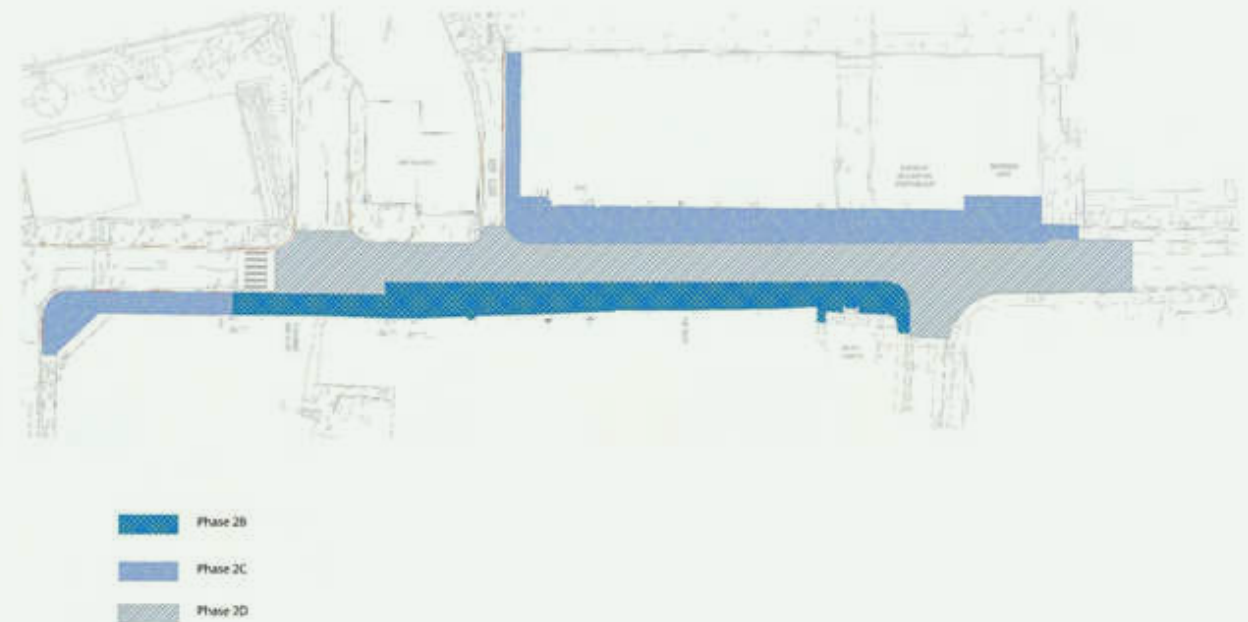


(Top left) Artist's impression of completed Temple Street project

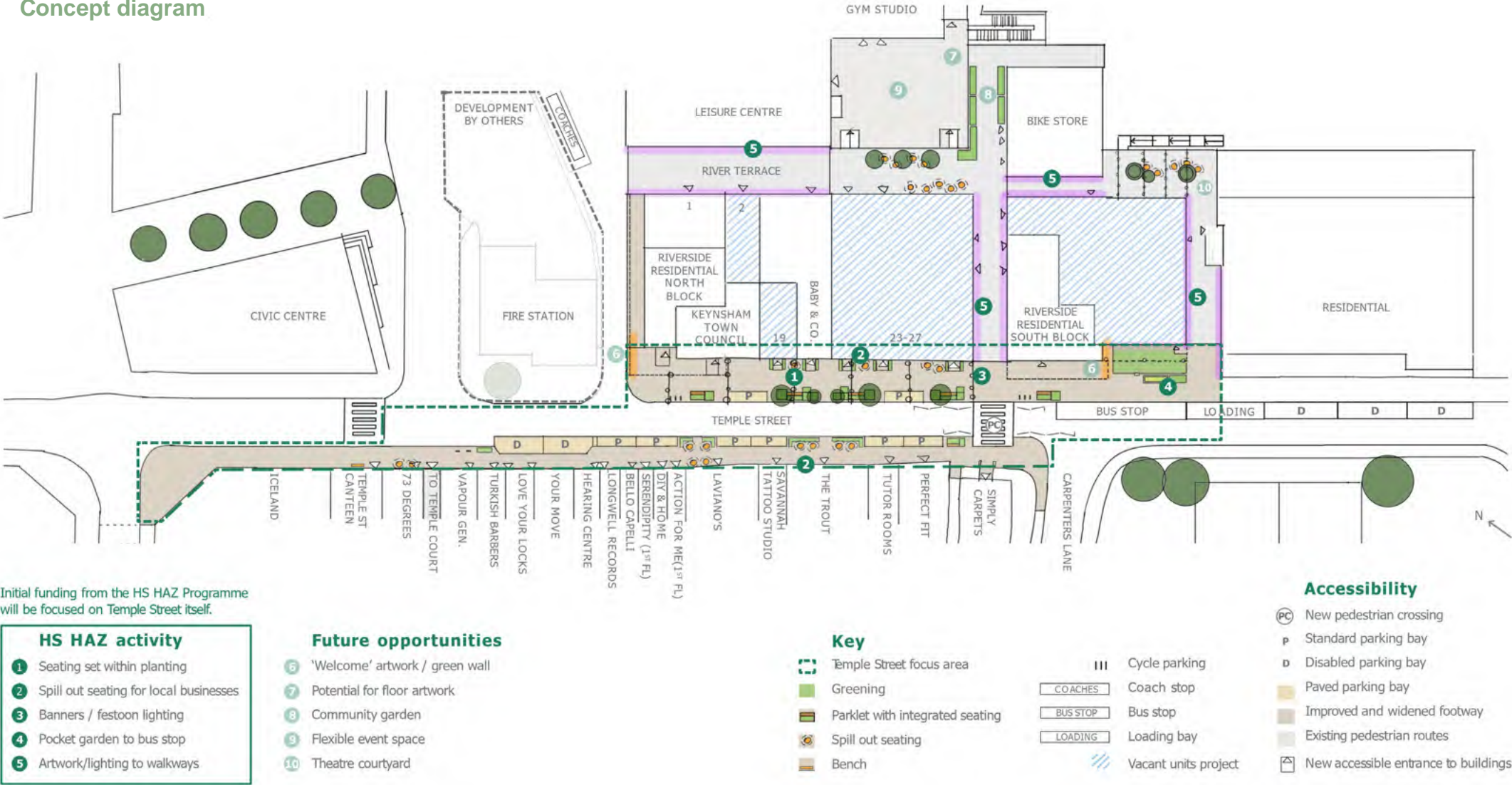


(Top right) Temple Street following the Phase 2A and 2B improvements

(Bottom right) A phasing plan for Temple Street. Note that the diagram is oriented with East at the top.



Concept diagram



Concept diagram



Shop fronts are prominent and important parts of a High Street because they are located at ground floor level, often projecting out into the street. While they must attract shoppers' attention to the business itself, they can also work together to create an appealing and attractive streetscape that everyone can enjoy and be proud of. High quality shop fronts can bring multiple economic benefits to a High Street, increasing footfall and attracting new customers. They may also enhance a buildings' heritage features, improving the condition of the Conservation Area.

Some shop front improvements have already been completed on Temple Street as part of the HS HAZ project (see page 22), but there is considerable scope to extend this scheme and improve shop fronts on the wider High Street.

An early output from the HS HAZ was the Keynsham Shop front Design Guide, produced with input from Conservation Architects Donald Insall Associates. The guide includes an analysis of the town centre and design guidance for

property and business owners. This remains an asset that can be drawn on for design guidance.

The shop front improvements that took place as part of the HS HAZ now exist as a positive precedent on Keynsham High Street, encouraging other businesses to follow suit. Additional funding would allow B&NES council to support more businesses and property owners to follow suit and reap the economic benefits, as well as improving the overall condition of the High Street.

Suggestions for shop front improvements are as follows:

- Restore and paint historic façades to ensure the High Street heritage is supported and rejuvenated.
- Update modern façades to ensure that they complement the streetscape composition and sit well next to their historic counterparts, removing all detracting elements



(Above) Example of a previous shop front transformation on Temple Street



Temple Street forms an important part of Keynsham's Historic High Street. The independent businesses along much of its ground floor frontage, contribute to the street's character, vitality and Keynsham's broader retail offer. However, its location beyond the main High Street carriageway has resulted in comparatively lower levels of footfall.

The Keynsham High Street Renewal programme has consisted of several recent interventions to support Temple Street, including public realm improvements, a new community-focussed Makers Space and a Shop front Improvements Scheme, offering grants to local businesses and landlords.

Along the Eastern side of Temple Street exists several ground floor retail units beneath a residential scheme called Keynsham Riverside. When the redevelopment took place, two of the largest spaces were left in a basic condition, stripped back to the building's fabric and services.

Mayoral Combined Authority grant funding was secured to enable the refurbishment of these two long-standing vacant units within the Riverside

block on Temple St, K. The revitalisation of these key spaces represents an opportunity to further catalyse the economic recovery and development of Temple Street.

As part of the Vacant Unit Action Project, B&NES Council has refurbished these units to be available to rent, with planned occupancy from December 2025. The units have been marketed for Class E use (which might include such things as a leisure or community facility).

Temple unit is dual aspect, with an active frontage on to Temple Street is fully flexible and comprises of 5,026 square feet of space. Adjacent is Temple unit, with a floor area of 6,232 square feet.

The objective of the scheme was to create a high-quality ground floor space with excellent energy performance. It will support the local community and economy by increasing footfall and providing opportunities for employment.

Catalysing the activation of this pedestrianised public space can support the viability of street markets, civic occasions and community events and other cultural activities.

(Above) Past examples of window animation on Temple Street and Riverside Square

The Active Travel Masterplan has now been adopted (see page 66).

Keynsham High Street has a strong potential for pedestrian and cycle infrastructure but is currently largely focused on vehicular movement with only a few locations for cycle parking. The Avon Cycleway route travels northeast from the site and there is no direct National Cycle Route connection to the town. All access points into the street are limited to pedestrians only. There is a need to provide better routes to the town centre.

The existing residential areas provide a network of footpaths and there are also a number of Public Rights of Way which provide connections for pedestrians to Keynsham. As part of the Liveable Neighbourhoods programme, a modal filter has been put in place on Queen Charlton Lane to prevent through traffic using the route. The introduction of a restriction preventing access for motorised vehicles has resulted in significantly more active travel journeys. Recent monitoring has shown that a year after launch, an average of 50 more pedestrians are walking along the lane each day.

B&NES Council has implemented 20mph speed limits along several key roads across the district within Bath, Keynsham, the Somer Valley and many villages. This is part of an ongoing effort to reduce overall traffic speeds to improve safety for all road users, including those walking, wheeling and cycling.

Mobility hubs are proposed at key locations along the A37, A362 and A367(including those outlined in the Creating Sustainable

Communities Report (Ashton Way, Keynsham High Street & the train station). These hubs are designed to bring different forms of transport together in one place, to make it easy to make more sustainable travel choices.& improve connectivity by sustainable modes.

West of England Local Cycling and Walking Infrastructure Plan 2020-2036 shows proposed improvements to walking and cycling routes throughout the West of England region. There is an LCWIP route proposed for Keynsham. There is a need to provide better routes to the town centre.

There is an opportunity to re-imagine how the public space in the centre of Keynsham operates, provide a better balance between people, vehicles and multiple transport modes. Aspirations include reduced severance for active mode users, journey time benefits for bus services and an improved public realm.

Keynsham rail station will be transformed into a hub for different transport modes as part of the Bristol to Bath Strategic Corridor project (see page 64). This includes improved cycle parking, better walking and wheeling routes between the station and town centre and the new mobility hub proposed on the A4 corridor. This will ensure the rail station is more accessible by active modes and better integrated with the town centre.& residential areas.

Cycle repair stations, cycles routes & electric bike & scooter schemes will also be investigated.





The Keynsham High Street Local Cultural Programme (LCP) was a four-year programme of arts and culture that took place from 2020-2024 as part of the Heritage Action Zone project. Continuation of this programme would reinforce and develop the already strong cultural identity of the town centre, providing support to existing events and activities through the High Street infrastructure, and supporting new and existing cultural organisations in the area.

This programme was delivered using £80,000 grant funding from Historic England and the Arts Council England with an additional £55,000 match funding and in kind support.

A cultural programme focuses on creative and entrepreneurial industries. It's based on artists, designers and makers working together with local individuals and organisations to develop strong networks, developing creative and entrepreneurial skills through knowledge transfer programmes, and delivering a series of art, craft and design led projects to help develop street identity and community pride.

Improvements to infrastructure is needed. This could include the banner and flag slots that are located in the lampposts and provision of temporary barriers that could be used for events.

Use of the highway for events such as the Winter Festival are currently hampered by sloping pavements.

Keynsham Music Festival is one of the region's largest free community events regularly welcoming 25,000+ visitors each year and has a very positive effect on the local economy. It is not for profit and run by a team of volunteers for the benefit of the community. The Festival is aiming to grow but needs more secure funding.

Keynsham Winter Festival has been running for over 25 years. The number of visitors has increased and the event itself has grown in size. Coupled with the current cost of living crisis, more families from Keynsham and surrounding areas are looking for free or inexpensive ways to spend time together.



Key opportunities for improvements are as follows:

- Establish spaces that can accommodate cultural and creative ideas on a temporary and permanent basis; drawing out Keynsham distinct and unique High Street character;
- Create flexible spaces to be used for markets and events; ensuring there is a future-proofed infrastructure to support local creative and entrepreneurial industries to flourish and activate the High Street;
- Groundscape art and lighting installations can be targeted at the key gateway arrival points to signify the street's creative character and to aid in wayfinding;
- Investigate the opportunity for focussed events and markets along the Core High Street & Temple Street.
- Improve Riverside Square for use as an event space;
- Keynsham Farmers Market currently serves as an exchange space and can accommodate

cultural and creative ideas on a permanent basis due its pedestrian nature;

- Introduce public realm elements such as furniture, lighting and shelters establishing a distinctly unique Keynsham High Street character and supporting culture and events;
- Continuation of an arts and Culture programme for Keynsham;
- Identification of premises that could house a theatre or cinema;
- Creation of a museum & art gallery;
- Provision of youth activities.

Bath & North East Somerset Council (B&NES) has developed a new transport strategy for Keynsham & Saltford entitled 'Creating Sustainable Communities (CSC) report. A public consultation took place in the summer of 2024 and the strategy was adopted in February 2025.

The CSC suggests improving the highway to give all modes a share of space, improve public realm, CCTV & street lighting and modal filters on roads approaching the town centre taking motor traffic away from priority routes. Improved connections by active modes to bus stops to improve connectivity and allow seamless journeys using active travel & public transport modes are also suggested along with reclaiming pavements from vehicle parking & an extension of short-term E-scooter & E bike rental. It also identifies direct access to Bristol Bath Railway Path via Pixash Lane & a link from Worlds End Lane over the railway bridge as well as road safety improvements such as speed reduction strategies.

The highway network in the centre of Keynsham is currently dominated by vehicles making it feel unsafe and unappealing for people walking, wheeling or cycling. At present, the High Street is one-way southbound with a contraflow cycle-lane between Charlton Road and Temple Street. Through the CSC report, the Council has responded to feedback suggesting the High Street could be made fully pedestrianised along the existing one-way section or a more comprehensive pedestrianisation along the whole length up to its junction with Station Road.

There are a number of potential benefits from pedestrianising the High Street including:

- Create a more pleasant environment and to ease movement around and through the area that people want to spend time in.

- Reducing vehicle traffic can lower the risk of accidents making it safer.
- Additional public space in key locations, including parklets.
- Support economic regeneration of the town.
- Better routes to facilitate movement and improve safety for those on cycles.
- For pedestrians, greater prioritisation of active modes of travel, through widened foot ways, improved crossings and footways.
- Reduce through traffic, continuing the improvement in air quality in sensitive areas.
- Improve bus journey time and reliability, making new services more viable for operators.

The B&NES Corporate Strategy suggests that the transport system needs to deliver more travel choices to make it easier for all people to walk, wheel and use public transport.

Pedestrianisation will be one of the options looked at alongside a number of others. This will be explored as part of a detailed transport study on Keynsham High Street. Any scheme will be subject to community engagement to ensure that local needs and preferences are taken into consideration. B&NES will also work with disability advocates, urban planners, traffic engineers and accessibility specialists to develop designs that meet high standards of safety and functionality.

The Council has submitted an initial bid for funding for a scheme to WECA under the Local Transport Grant (formerly CRSTS). There is an overall justification under LTG to improve walking, wheeling and cycling in Keynsham).



The focus of the Upper & Core High Street is retail, particularly between Rock Road and

Bath Hill junctions to the south and Charlton Road to the north. This area was within the historical Abbey Precinct and the junction in front of the church was the site of another medieval market. Road widening reduction in pavement in front of the church has reduced the public areas once used for markets; this space should be a key focus for any future public realm improvements.

The principal focus of Keynsham's historic town is its north end, where Charlton Road meets the High Street. This is where the focus of listed buildings sits and is the site of the historic medieval marketplace.

When arriving in Keynsham by Train there is a lack of wayfinding signage to point towards the Town Centre and places of interest. On street-car parking reduces visibility of the High Street 'gateway' and reduces visual appeal when arriving by car. Narrow footpaths and a wide road corridor create a highway-dominated space for those arriving on foot.

There is potential to develop a sense of arrival to the High Street through lighting, public art and subtle materiality changes to establish a pedestrian prioritised feel, whilst still catering for reduced vehicles and people with access requirements. There is also potential for enhancement of the public realm (integrating wayfinding, street furniture and waste systems) reducing clutter, widening pavements creation of pocket park spaces.

The upper High Street is full of character and history, acting as an important 'gateway' to the High Street and first impression for visitors. At present, the approach to Keynsham High Street is largely dominated by vehicle movement making crossing the road difficult and unattractive. Widening of roads has meant that a historic marketplace, once in front of St. John's Church has been lost and no longer feels like a space to stop and more of a route through.

Some of these improvements are likely to be delivered through the West of England A4 Strategic Corridor programme.

(Above) Current shop fronts on Upper High Street

(Below) Proposed public realm improvements on Upper High Street



The area would benefit from enhancement of the public space in front of St John's Church as an arrival point and restored space for the community, referencing the historical medieval marketplace and a time where people felt safe to arrive by foot or by bike. Improvements to the public realm would knit both sides of the street together both visually and from a commercial point of view.

Consideration should be made to reduce the carriageway to allow extra space for pedestrians, slow entering traffic, and create a pedestrian prioritised zone to allow the public to meet, shop and socialise in the future.

Road and public transport infrastructure would need to be reviewed in line with this, ensuring two-way traffic could be maintained.

Opportunities identified are as follows:

- Establish the street trees & on-street planting along Upper High Street to provide shade, shelter, visual street definition and seasonal interest;
- Improve High Street connections with Keynsham Memorial Park, Temple Street and the Railway Station as part of a wider town centre aspiration;
- Widen the pavement to maximise solar access, increase alfresco dining opportunities and accommodate street tree planting where possible;
- Enhance the gateway arrival points through lighting, public art and subtle materiality changes;
- Establish a unified material palette that establishes a pedestrian prioritised feel whilst still catering for

reduced vehicles and the visually impaired;

- Create a varied mix of pocket park spaces that allow play, sport, resting, social and other public uses;
- Ensure the public realm supports alfresco dining, markets, events and other street-based activation;
- Integrate bins and signage within the street furniture systems reducing clutter and enhancing wayfinding;
- Narrow vehicle corridors and vehicle dominance on the public realm, moving to being more pedestrian focussed;
- There is an opportunity to improve safety by installing lighting on the path between Keynsham High Street and Keynsham Memorial Park;
- During the engagement in June 2025, people wanted to see improvements to the accessibility of the station, St Johns Churchyard & disabled access to the High Street.

The Upper High Street was designed to concept detail as part of the HAZ scheme and can be delivered at a later point when funding allows.

The Keynsham Masterplan reported that Keynsham High Street has a good amount of community facilities for social engagement, however, feedback from community groups including the Keynsham Music Festival Association, indicates an urgent need for larger spaces that can be used by theatre, dance and stage groups and for the Keynsham Music Festival. There is currently no space that can be used for audiences of more than one hundred people.

At the heart of the community sits the civic square, where a farmers market takes place. The Space Keynsham is a community space with multiple services including library facilities and flexible events space for cinema, live music, comedy and other community events. However, groups that currently use the space above the library have raised concern regarding inadequate spaces to change, and difficulty with changing scenery.

The library allows groups to use meeting rooms and toilets as changing facilities wherever

possible but there are limitations due to the layout of the building. Large windows don't allow privacy, there are secure areas that can't be used and the library has an obligation to provide public services during opening times.

There are no other venues locally that can provide a large stage, an ability to fly scenery and provide sufficient seating for large audiences. A town such as Keynsham would benefit from larger venues for musical, choirs, acting groups and to accommodate the growing number of dance academies in the area. There is a clear demand for theatre space of equal size and value of those of other towns.

A survey was carried out by Keynsham Town Council that identified the need for a 200 seat venue.

A review of current community space and identification of additional spaces that will accommodate larger audiences should be undertaken to meet local needs.



(Above) The Space, Keynsham



(Above) Keynsham Methodist Church



(Above) Keynsham Memorial Park



(Above) Echo bridge, where a new footbridge has been built

Keynsham Memorial Park has a variety of level & sloping grassy spaces, dotted with mature trees and attractive flower beds. It is located close to Keynsham High Street and encompasses the old abbey ruins and a section of the River Chew offering a pleasant riverside walk. In 2022 & 2023 public consultation took place to gather feedback about the park to inform the Keynsham Memorial Park improvement project.

The footbridge that had been closed and this was replaced with a new safe structure and reopened in July 2023.

The Council is exploring options with partners to improve the condition of the River Chew through Keynsham Memorial Park for the benefit to people and wildlife. This project aims to improve passage to all fish species at the most downstream barrier on the River Chew, enhance river habitat throughout an important amenity space and deliver multiple benefits to the local community by creating a safer and healthier environment. The project may also deliver flood-risk benefits.

A review of the existing uses of the central area of the park was carried out in May 2024. This explored how the park could be developed to provide a broader range of leisure and play opportunities, attract new audiences to use and the space and stay longer and help to complement improvements in the High Street. It also considered existing uses and scope for active travel routes through the park including links to the proposed Keynsham Mobility Hub on the A4.

Four key areas within the park were identified for interventions:

1. Memorial Gates Entrance

- Celebrate the heritage of the park
- Improve circulation & wayfinding
- Create a welcoming arrival point

2. Mill Ruins & Bandstand

- Celebrate industrial heritage of the park with creative use of historic footprints
- Enhance space for better communal use

- Improve the relationship of this area with the rest of the park by improving legibility, sense of arrival, access & circulation

3. Play Area

- Provision of play opportunities for a wider range of ages
- Encourage Social Play for interaction between users
- Improve connectivity & circulation of this area to existing path network

4. Skate Park

- Provide better integration to the surrounding community
- Create opportunities for play & activity that allowing users to interact with the wider park users & community and vice versa
- Diversify & extend current activity & play provision
- Provide safer access & passing
- Provide sufficient social seating & shelter

Tree Trails

Keynsham Town Council is working with Bath Urban Tree-scape to produce two trails in the park in the summer of 2025.





Keynsham Weir

Keynsham Memorial Park weir is situated approximately 500 metres upstream of the confluence of the Bristol Avon; the structure is a remnant of Keynsham's industrial past; a large structure spanning the width of the channel of the River Chew. Historically, the primary function of the weir was to provide an elevated head of water to feed a mill channel. The mill is no longer present and has been replaced by a band stand.

The weir is the most downstream barrier to fish passage in the River Chew catchment, and obstructs migratory fish such as Atlantic salmon, sea trout, sea lamprey, European eel, and resident coarse fish species from travelling up the watercourse.

The weir stops water flowing naturally, creating a slow-moving section of river like a canal, which causes build-up of silt and loss of biodiversity. This has contributed to localised flooding along the riverbank in recent years.

Previous public consultation has highlighted how important the green space and wildlife of the park is to local people, and that there are existing concerns around the deep silt and regular flooding of footpaths.

The council, with other partners, is exploring options for the future of the weir to improve the river for wildlife, especially within Keynsham Memorial Park.

As part of the early stage research for this project, internal and external stakeholders were asked what constraints and opportunities they identified for the park.

The following maps summarise key themes that emerged and will form a starting point for further development work.

Opportunities

Improved events facilities to enable more and lower-carbon events



Upgraded playground and refreshments facility with space to gather



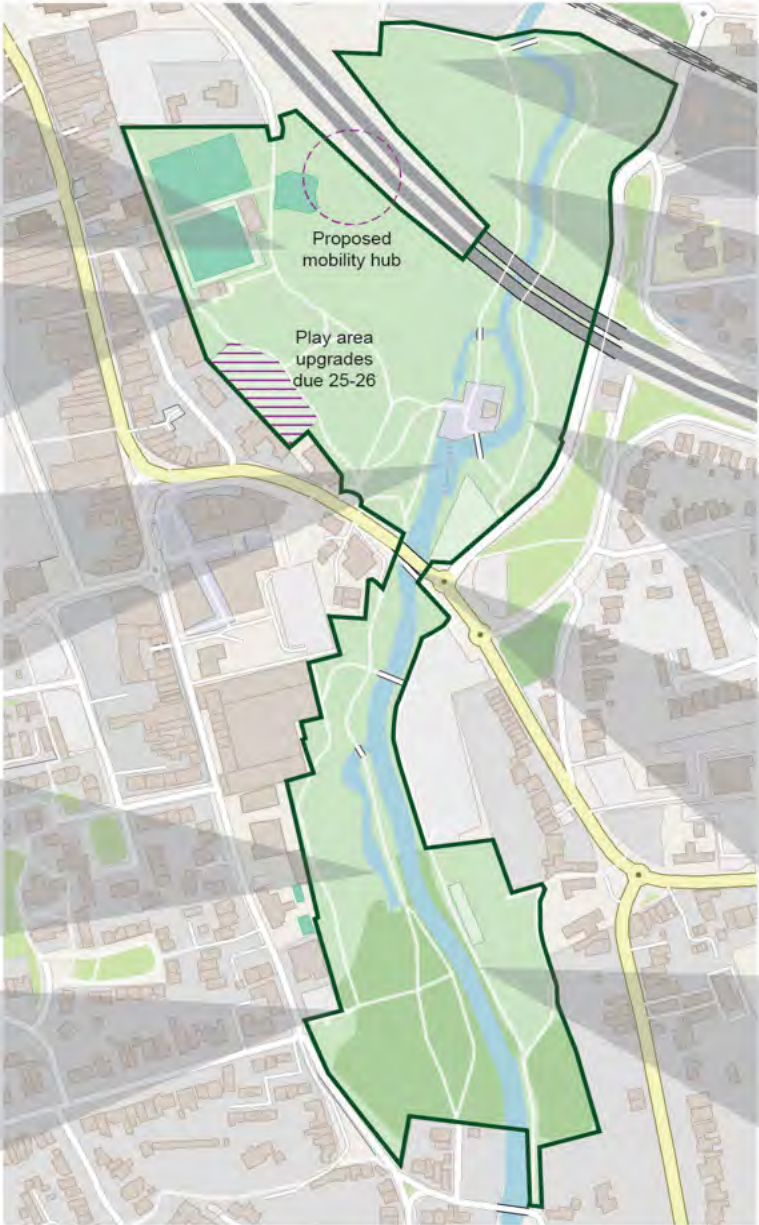
Work on weir to improve fish passage for nature recovery



Wetland board walk and nature trail enhancing nature and mitigating localised flooding



Wayfinding from high street and within park



Interpretation boards forming heritage trail from Abbey to former mills



Accessible ramped path with terraced planting, improving access from station



Stepped seating around river to improve access to riparian nature



Murals for underpass and bypass bridge



Stepping stones and paddling opportunities



Constraints

Underutilised Abbey
remains with poor
connections to rest
of park



Narrow, unlit and
crowded connection
with the high street



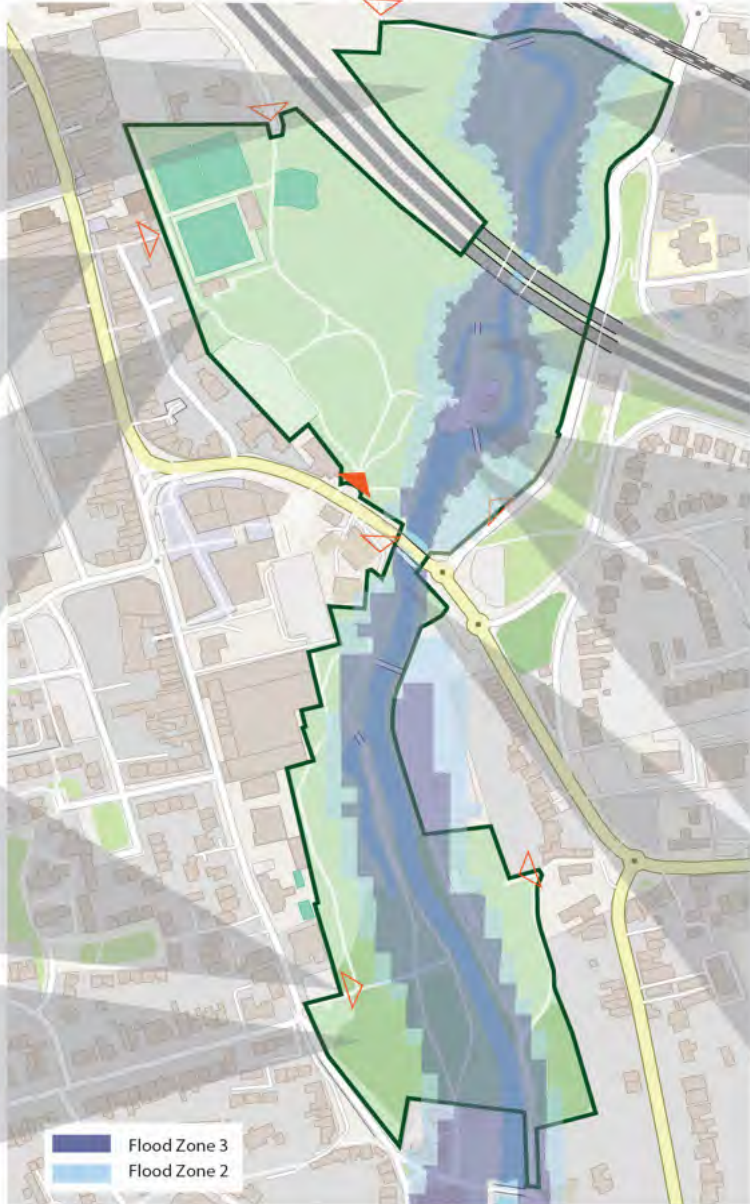
Tired café building,
recreational
facilities and play
area



Lack of signage to
park



Informal footpaths
down steep slopes



Poor visibility of
river - steep bank,
overgrown and
fenced



Lack of electricity
points requires
diesel generators
for events



Aging heritage
assets at risk of
failure



Weir preventing the
passage of critically
endangered
migratory fish
species



Frequent localised
flooding cutting off
footpaths and
requiring expensive
silt clean-up



The Keynsham Regeneration Action Plan and priority projects have been developed learning from the Heritage Action Zone project and the masterplan that was developed for the town and working in partnership with Keynsham Town Council.

Drop-in public engagement events were held in Keynsham Library in May/June 2025 and stakeholders and members of the public were invited to comment on project areas that had been highlighted in the scoping exercise.

The public were informed about the engagement events through articles published in the local media following the issue of a press release. Posters detailing the consultation were displayed in locations in the town centre and included the time, date and location of the drop-in engagement events.

Businesses and stakeholders were invited to attend manned drop in sessions in the library where they could talk to B&NES and Keynsham Town Council representatives about the plans.

An online survey was available from 21st May until 20 June 2025 with 446 people responding.

Details of the engagement were published on the B&NES and Keynsham Town Council websites.

There was support for the proposed projects but people also wanted to see a better variety of shops, cafes and restaurants in the Town Centre, pop up shops in empty premises, less anti-social behaviour, improved parking and public toilets, banking facilities and hotel provision. These issues can be addressed in the project delivery phase which will start at the end of 2025.

A banking hub is to be opened in 2025 in the old Halifax building in the town centre to meet needs of local people.

Empty properties can be advertised on Invest in Bristol & Bath website which will help to attract business to the area (www.bristolandbath.co.uk)

The action plan is due to be approved by B&NES and Keynsham Town Council in September 2025.





Section 3: Related Projects

The following section provides an overview of related projects that, while beyond the scope of this action plan, will still impact Keynsham High Street and its surrounding area.

A4 Strategic Corridor

The A4 Strategic Corridor programme could be delivered through the City Region Sustainable Transport Settlement, in close working with the West of England Combined Authority. The corridor aims to facilitate sustainable travel between Bristol, Keynsham, Saltford, and Bath. It also aims to prioritise bus movements to reduce bus travel times and improve reliability and is likely to be delivered in 2027.

The vision for the Programme is: “To connect new and existing communities along the A4 via sustainable modes of transport to places of employment, study and key services to enhance the lives of existing and future residents and those travelling to and along the corridor. This could be achieved by increasing the access to, attractiveness and availability of sustainable and active transport modes for those living, working and travelling through the area.”

The Programme focuses on improving access, reducing journey times and improving reliability for bus users, cyclists and pedestrians through the provision of:

- A high-quality, high frequency bus service between Bath and Bristol;
- A continuous segregated cycling corridor between Bath and Bristol;
- Cycling and walking connections between local communities along the A4 between Bath and Bristol and the new bus service, and strategic cycling corridor.

A new Public Transport provision is proposed at Keynsham through proposals for a Mobility Hub on the A4, accessed via Memorial Park. This would provide significantly better opportunities to access Keynsham from express bus services, as well as providing opportunities to change between modes, including cycle storage, but also closer location of express buses and WESTlink with Keynsham rail station.

Suggestions for improvements to traffic flow around the town centre that were raised in the engagement have been conveyed to B&NES Strategic Transport Team for consideration when planning for the future.



(Above) The A4, running past Keynsham



(Above) The river Chew in Keynsham

Bus Priority Measures

The new transport strategy for Keynsham & Saltford entitled 'Creating Sustainable Communities (CSC) report includes reference to bus priority measures which would be considered as part of the wider High Street/Town Centre study.

New fixed routes services could be considered including the following:

- Keynsham to Somerdale via Somerdale Road, reconnecting the northern section of Keynsham, provision of a direct link to the Town Centre, access to the railway station, the Chocolate quarter and adjacent residential areas.
- Loop services, capitalising on new mobility hubs and priority bus measures on the High Street.
- Hicks Gate, Keynsham Town Centre and Ashmead Industrial Park, utilising the North Keynsham Strategic Access link to major employment centres.

- Keynsham Town Centre to West Keynsham residential areas via Coronation Avenue.
- Installation of new, modern shelters featuring enhanced amenities, including digital real-time passenger information services.
- Zero emission buses and supporting charging infrastructure to decarbonise the bus fleet in Keynsham.
- Support utilisation of Demand Responsive Transport (DRT) services in relation to proposed Mobility Hubs within Keynsham and decarbonisation of DRT services.



The importance of walking, wheeling, and cycling, or 'active travel' as an affordable and accessible mode of transport has become increasingly apparent over recent years. Active travel includes cycles, e-cycles & cargo bikes, pushchairs, wheel chairs, walking, mobility scooters, push scooters & horse riding.

Objectives include responding to the climate emergency, enhancing safety & accessibility, promoting healthy lifestyles & wellbeing, strengthening social equity & inclusivity and boosting economic prosperity & businesses.

The adopted [Active Travel Plan](#) identifies where the improvements and measures are needed to enable those people who can make the change in their travel habits, keeping the roads clearer and improving journeys for people who have no other option than to drive. It will also establish how we can ensure that more of our roads and public spaces are able to be used by those using active travel modes.

By implementing infrastructure improvements and behaviour change campaigns, the measures identified in the Active Travel Masterplan will improve the safety, accessibility, and attractiveness of active travel options,

while contributing to a reduction in carbon emissions from vehicular transport and the health and wellbeing of residents through supporting them to change their travel habits.

Increasing the number of journeys undertaken by active modes offers personal benefits to the individual and wider benefits to society, including boosting the economy and improving the environment.

A public consultation on the strategy took place in summer 24 and funding sources and opportunities are being identified to maximise delivery and a delivery plan will be prepared outlining how the schemes will be delivered. This will be undertaken at a later stage in the project.

The next step involves close collaboration with Active Travel England, WECA and the other West of England local authorities to explore ways to incorporate the Masterplan into a new local or an updated regional Local Cycling and Walking Infrastructure Plan.

During the community engagement people were keen to see safer cycling routes with better connections to and from the Town Centre, improved footpaths & more walking routes.





A planning application was approved in November 2024 for erection of 21no. apartments (Over 55's) with ground floor space for Class E use, parking, associated landscaping and public realm improvements, to follow demolition of existing former Keynsham Fire Station building.

The developers say the site is within a “highly sustainable location” in transport terms and just two off-street car parking spaces are being proposed, along with 42 secure and covered cycle parking spaces and one secure motorcycle parking spaces for the flats. A further eight secure cycle parking spaces are planned for the commercial unit.

Landscaping and public realm improvements are also proposed for the site which is in the town's conservation area.

In 2018 a pre-application enquiry was submitted to the council to demolish the fire station and redevelop the site to create 18 apartments with retail and office space on the ground floor. The feedback from the council said the principle of residential development was acceptable, but the design was not considered appropriate, and a car-

free development had not been justified.

A planning application followed to demolish the fire station and build a boutique hotel, nine apartments, two retails units, a restaurant, office accommodation and create a new public space. This was withdrawn in 2020 as the council planners had concerns about the proposal including the design, the level to which it would preserve or enhance the conservation area and the lack of demand for a boutique hotel. They also had highway and access issues.

In 2022 a pre-application enquiry was submitted to demolish the fire station and build 24 flats, with Class E uses to the ground floor. Council planners said the scheme was acceptable in principle but had concerns about the height and scale and recommended a reconsideration of the design.

As a result, changes have been made including a reduction in height from the pre-application scheme, and commercial space has been increased. The planning reference is 24/00768/FUL



The B&NES Business Support Service

Pre-starts and self-employed residents can access free expert advice to help them start, grow and succeed. The B&NES Business Support Service offers support to business with up to 249 employees including a webinars to help build confidence in crucial business topics, including finance, marketing and business planning. More information can be found on the [Invest in Bath website](#).

Careers Hub

The [Careers Hub](#) works with secondary schools and colleges to transform careers of young people.

West of England Combined Authority Skills Bootcamp

[Free, flexible courses](#) building up sector-specific skills and fast-track to an interview with an employer.

We Work for Everyone

[We Work for Everyone](#) is for those looking for work that have a learning disability, learning difficulty or are autistic.

Workforce for the Future

[Workforce for the Future](#) helps address enterprises future skills needs through diagnostics, upskilling and retraining staff. & support.

Employment and Skills Pod

The [Employment and Skills Pod](#) is a free service that offers information, advice and guidance on work and training options if you are unemployed, aged 18 years or over & a B&NES resident.

Future Bright

[Future Bright](#) is a free careers coaching programme supporting those already in work to progress & upskill.

High Street Rental Auctions

Local leaders will be able to auction off leases on premises that have been vacant for more than a year and grant local businesses and community groups the '[right to rent](#)' empty commercial lots at market prices.

Business Rates

From November 2024, high streets across will benefit from business rates for retail, hospitality and leisure properties being cut & in the interim, a 40% rate relief.



Bath & North East Somerset Council has set up a reuse shop at Keynsham recycling centre in Worlds End Lane primarily for residents using the centre. Those who are not residents of Bath and North East Somerset are unable to drive into the recycling centre and must therefore, park locally and enter by foot. To help the initiative grow, plans are also in place to open the depot staff car park next door on Saturday's to make it easier for non-B&NES visitors to park, drop in and browse.

- In line with the national waste hierarchy, B&NES is keen to focus more on reuse, supporting the circular economy, and its core priority of Improving People's Lives.
- Many items are brought to the recycling centres because they are no longer wanted, not necessarily because they are no longer usable.
- Since opening in autumn 2023, 16,000 customers have used the shop and reused over 35 tonnes of items otherwise destined for recycling bins. The Council is currently working with local charities and internal welfare teams to divert items free of charge where most needed and is keen to expand this reach.
- Money raised goes toward the running costs of the shop and any residual income will be invested in further improvements to recycling services.

Contact via email wastecampaigns@bathnes.gov.uk

More information on the location and opening times can be found on the following website www.bathnes.gov.uk/reuse

- B&NES Local Plan, 2011-2029 Core Strategy & Placemaking Plan, 2017
- Keynsham Cameo: A Brief History of Keynsham, Keynsham & Saltford Local History Society, 2000
- Keynsham Conservation Area Appraisal, B&NES Development Management, 2016
- Keynsham Shop Front Design Guide, 2021
- Hi! Keynsham, 2023
- Historic England Heritage at Risk, 2023
- North Keynsham Strategic Planning Framework, 2017
- Office for National Statistics, Census 2021