



# BATH: Retail



# BATH: Open for Business

Bath is a World Heritage Site with an international reputation for its heritage and built environment, including the Roman Baths, the Royal Crescent and the Pump Room.

The city attracts over 4 million visitors every year and boasts the UK's only natural thermal spa.

Bath has an impressive range of educational establishments, including two highly rated universities, one of which is renowned for sporting excellence.



# BATH: A Leading Retail Destination

Bath offers an exciting and vibrant shopping experience, with in excess of 90,000m<sup>2</sup> of floor space in over 600 retail units. The city has a huge variety of small independent shops and stylish boutiques, alongside familiar big name stores. The city centre has built a strong reputation for high quality independent retail offer, with approximately 45% of the retailers in Bath being independent.

The city centre is compact and easily walkable with grand Georgian streets and small picturesque passageways to explore. In the north of the city, Milsom Street Bath was voted 'Britain's Best Fashion Street' in the Google Street View Awards 2010. The retail offer has been extended with the addition of SouthGate and Milsom Place, creating greater customer choice and increasing the critical mass of retailers.



# BATH: Customer Profile

## Bath's Catchment Profile

- Well educated and enjoying good employment
- Enjoy shopping in department stores and independent retail outlets
- Spend well on electrical, leisure equipment, new products and gadgets
- Look for brands at the higher end of the market
- Concerned about social and environmental responsibility
- Spend highly on foreign travel, individual designs for furnishings, books and magazines
- Enthusiastic about organic, home produced and local produce



## Lifestyle Groups

Mosaic Group	Bath Catchment Area*	UK Average
Suburban Comfort	21%	16%
Happy Families	18%	12%
Symbols of Success	12%	11%
Ties of Community	14%	17%
Blue Collar Enterprise	11%	12%

Acorn Group	Bath Catchment Area*	UK Average
Wealthy Executives	13.2%	7.7%
Affluent Greys	8.9%	8%
Flourishing Families	8.1%	8%
Prosperous Professionals	6.6%	2.1%
Educated Urbanites	7.5%	6.9%

\* Catchment Areas differ

# BATH & NORTH EAST SOMERSET COUNCIL: Enabled Developments



Courtesy of Multi Developments

## SouthGate

SouthGate will extend Bath's offer, enhancing the critical mass of well known brands to complement existing retailers



## Kingsmead North

Mixed use leisure development, providing a multi-screen cinema and restaurant units.



## Milsom Place

Located at the north of the city, Milsom Place offers a mix of exciting independents alongside flagship stores and buzzing restaurants.



Courtesy of Komedia

## Komedia

Conversion of a dilapidated single screen cinema to a vibrant venue for music and cabaret.

**Bath & North East Somerset Council is the majority freeholder within the city centre, owning approximately 65% of the current retail stock.**

**Property Services directly manages 240 retail units, including properties located on:**

- **Milsom Street**
- **New Bond Street**
- **Burton Street**
- **Stall Street**
- **Westgate Street**
- **Cheap Street**

***Principal contacts:***

***Group Manager***

**Andrea Frow**  
(01225)477242  
Andrea\_Frow@bathnes.gov.uk

***Senior Surveyors***

**Moira Baker** BSc MRICS  
(01225) 477359  
Moira\_Baker@bathnes.gov.uk



The creation of Future Bath Plus grew out of a spirit of willingness from both the private and public sectors, represented by Bath Chambers of Commerce and Initiative and Bath and North East Somerset Council, to work together to achieve improvements that will benefit business, residents and visitors.

Greater promotion of the retail sector ([www.visitbath.co.uk/shop](http://www.visitbath.co.uk/shop)), street clean up projects, and initiatives to improve the night time economy are all examples of the partnership working in Bath's city centre.

The City Centre Management will continue to work promote the city, raise the profile of the retail sector to increase footfall and improve the economic vibrancy through events festival and partnership working.

Mr. Andrew Cooper, Bath City Centre Manager, Abbey Chambers, Abbey Church Yard, Bath BA1 1LY. Tel: 01225 396458 [andrew.cooper@futurebathplus.co.uk](mailto:andrew.cooper@futurebathplus.co.uk).





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## **Bath & North East Somerset Council**

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### **Property Services**

Lewis House  
Manvers Street  
Bath BA1 1JG

T 01225 477241

[www.bathnes.gov.uk](http://www.bathnes.gov.uk)

