

City of Bath World Heritage Site Management Plan 2003 – 2009



BATH & NORTH EAST SOMERSET



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Foreword

by The Rt Hon Tessa Jowell MP

I am delighted to present this Management Plan for the City of Bath World Heritage Site.

The city contains some of the finest Georgian buildings and urban design in the world set against a dramatic and beautiful landscape. At its heart are the unique hot springs and the best preserved Roman Baths in Britain – a major part of the city's appeal today. Fragments of the Saxon and Medieval towns also exist and there are rare survivors such as the East Gate and the St John's Hospital, which is still fulfilling its function after 800 years. In addition Bath's historical associations are endless, from Gainsborough – one of the greatest 18th century painters – to Sir William Herschel, who discovered the planet Uranus from his house in New King Street.

The Government is accountable to UNESCO and the wider international community for the future conservation and presentation of this important site. It is a responsibility we take seriously.

This Management Plan has been developed in close co-operation with the organisations responsible for the day-to-day care of the Site, together with the local community and others with a special interest in it. The Plan aims to ensure that the conservation and management of the Site is undertaken in a sensitive and appropriate manner. It highlights the key issues affecting the Site both now and in the future, and outlines how these will be addressed.

I am extremely grateful to the many bodies and individuals who have worked so hard to produce this Plan, in particular the constituent members of the Bath Steering Group. I feel sure that this document will prove to be an invaluable management tool to all those involved in the ongoing conservation and presentation of this very special place.



The Rt Hon Tessa Jowell MP
Secretary of State for Culture, Media and Sport

Preface

by Councillor Rosemary Todd

The natural resources of hot mineral spring waters, honey-coloured building stone and a beautiful, dramatic landscape are combined with architectural wonders and a rich historical story to produce the spa city of Bath, loved and highly valued by people all over the world.

This Management Plan has been prepared in collaboration with many individuals and organisations and it reflects the diverse interests present in this special city. The combined efforts of all these different people have produced a Plan that will guide us as we work together to safeguard the future of the World Heritage Site and ensure that it is enjoyed both now and in the centuries to come.

We have come a long way from the time when Bath was a blackened dull place. We have learnt from the mistakes of the 1950s, 60s and 70s when so many historic buildings were demolished and the replacements did not do justice to the earlier builders. We have been able to restore much of the beauty and integrity of the city and must continue in this work.

The challenge for us today is to conserve the World Heritage Site for future generations, whilst ensuring that the city succeeds in its role as living city for residents and businesses, and retains its pre-eminent position as a visitor attraction and regional shopping centre. Bath is a wonderful place to live and will continue to be so. We must ensure that development is appropriate, sensitive to its surroundings and that new buildings match the high quality of our historic buildings. This World Heritage Site Management Plan, and its implementation, is an important step towards this goal and is a credit to all those who have invested time and effort in its preparation.



Councillor Rosemary Todd
Executive Member for Sustainability and Environment

Long Term Vision

Bath will practise and promote sustainable management, understanding the World Heritage Site's unique qualities and its world-wide significance.

The cultural assets of the World Heritage Site, their values and significance, will be conserved and safeguarded for this and future generations.

Bath will be a centre of excellence for urban heritage management and conservation, founded on partnerships of local, national and international communities and organisations.

Bath will be accessible and enjoyable to all; a site that understands and celebrates its outstanding universal values and atmosphere.

Bath will continue to be a thriving living city and will use its status as World Heritage Site to support and further the vitality of the local community.

1 Introduction

1.1 The World Heritage Site

- 1.1.1 The city of Bath has been a World Heritage Site since 1987, recognised as a place of outstanding universal value for its architecture, town-planning, landscape, archaeological remains and its role as a setting for social history. The history of the city extends over 6 millennia, from its earliest days when the Hot Springs were a place of worship for the Britons to the modern day when Bath is an international icon of architecture and archaeology within a thriving local community.
- 1.1.2 Spread across the World Heritage Site are extensive remains from all eras of the development of the city:
- archaeological evidence of pre-Roman use of the Hot Springs;
 - archaeological remains of the Roman religious spa and settlement;
 - Saxon and medieval remains, including parts of the central city street layout, parts of the city wall, the East Gate and the Abbey church, as well as extensive archaeological deposits;
 - the Georgian city and associated villages with their dwellings, social and civic buildings, parks and gardens, streets and public open spaces;
 - the stone mines and associated works, transport systems and communities;
 - the natural landscape setting;
 - the Hot Springs, associated buildings and systems, and their continued use for health and leisure;

- Brunel's Great Western Railway Paddington to Bristol line (on the UK's tentative World Heritage Sites list) with associated buildings and structures;

- 19th and 20th century development, including presentation of the historic environment through museums; and

- extensive collections of artefacts and archives relating to the development of the city.

A living city

- 1.1.3 The World Heritage Site, as in all periods throughout its long development, is home to a living community. The city is a blend of history and modern life, continually changing, growing and adapting to modern requirements.
- 1.1.4 Bath is home to approximately 84,000 people and is a regional centre for employment, shopping and entertainment for many more. It is an international tourist destination, attracting approximately 3.7 million visitors each year, and lies on strategic road and rail transport routes. The city has a wide range of businesses and industries and there is a close relationship between the heritage and the success of the modern city. Maintaining economic stability and retaining the local community is essential for the long-term protection of the city's heritage, which in its turn gives Bath a unique and much-celebrated character, drawing in both economic and cultural vibrancy.

1.2 The Management Plan

Aims

1.2.1 The Management Plan aims to provide a framework to conserve the cultural heritage assets of the World Heritage Site of Bath. This wide remit includes protection and enhancement of the architectural, archaeological, landscape and natural assets and their urban and landscape settings, improving understanding of the Site, its interpretation and use as an educational resource, and supporting the local community in its cultural, social and economic vitality.

1.2.2 The Plan will outline the main issues that challenge the World Heritage Site and the potential opportunities of that status. These issues will be addressed through a series of objectives and actions, specifically intended to fulfil the **Main Aims** of the Plan. These are:

- Promote sustainable management of the World Heritage Site;
- Ensure that the unique qualities and outstanding universal values of the World Heritage Site are understood and are sustained in the future;
- Sustain the outstanding universal values of the World Heritage Site whilst maintaining and promoting Bath as a living and working city which benefits from the status of the World Heritage Site;
- Improve physical access and interpretation, encouraging all people to enjoy and understand the World Heritage Site;
- Improve public awareness of and interest and involvement in the heritage of Bath, achieving a common local, national and international ownership of World Heritage Site management.

Status of the Management Plan

- 1.2.3 The Management Plan is a partnership document, providing guidance for the activities of organisations and individuals operating within the World Heritage Site, with a view to achieving holistic and co-ordinated management. It meets the government's requirement for Management Plans for World Heritage Sites as set out in PPG15, paragraph 6.37.
- 1.2.4 It represents the consensual view of the members of the Steering Group and has been subject to consultation with the local community and relevant organisations and agencies. The successful implementation of the Management Plan will rely upon the participation of those who prepare and sign up to it to work in partnership to achieve its aims.
- 1.2.5 The issues and objectives in the Management Plan are expected to retain their relevance for at least five to ten years, some for much longer. In order to keep the Management Plan as relevant as possible, there should be a formal review of the issues at least every six years, with revisions to the objectives to reflect any changes in circumstances.
- 1.2.6 The City of Bath World Heritage Site derives its statutory protection from the 1997 Bath City Local Plan and emerging Bath & North East Somerset Local Plan, according to the principles laid down in PPG 15, and from statutory designations such as listed buildings, conservation areas and scheduled monuments (see 2.5.22 for more detail on the planning framework and Appendix 5 for the World Heritage Site policy of the Local Plan). In the UK, the designation of World Heritage Site by itself carries no statutory protection. The World Heritage Site also derives important protection from non-statutory

- designations, such as English Heritage’s Register of Historic Parks & Gardens.
- 1.2.7 The Local Plan is essentially a land-use document, focusing on a sustainable approach to development and the need to improve the quality of life for residents, workers and visitors. It seeks to take into consideration any social, economic and environmental implications of development and aims to maintain and enhance the distinct characters of the city and district. The Management Plan complements the Local Plan and should be used in conjunction with it, as it derives both its statutory protection from it and works with the sustainable development approach set out in the Local Plan. The Management Plan is not a development framework but is closely linked to the policies in the Local Plan on this issue.
- 1.2.8 The complexity of the Site in terms of scale, ownership and management means that there is a huge wealth of information that is relevant to the management of the World Heritage Site. The Management Plan supports, and is supported by, a large number of existing and emerging strategies and programmes of the organisations and site owners who contribute to the management of the World Heritage Site. The information in these strategies and programmes has been used to compile this Management Plan and will continue to be used in future to aid the Plan’s implementation.
- 1.2.9 Some of these documents relating to the above mentioned strategies and programmes are listed in Sections 2.5, 3 and in Appendix 1, though this list should not be considered comprehensive. They are diverse in content and format and cover areas such as traffic, transport, housing, public realm, commercial property, heritage, conservation, archaeology, tourism, education, access and planning policy.
- 1.2.10 The relationship of the Management Plan to these documents is, like the Local Plan, complementary. By having such a wide remit, the Management Plan could be seen as the document that links the information contained in these diverse documents together. They should be used in conjunction with one another, as the Management Plan will not go into the level of detail that individual strategies can.

Geographical scope of the Management Plan

- 1.2.11 Whilst the present working boundary of the World Heritage Site (see also Section 2.2) follows the municipal boundary of Bath City as it was in 1987 (see Map 1), the geographical scope of the Management Plan is not defined simply by a line on a map. The main area covered by the Management Plan is the city of Bath and its landscape setting of the countryside surrounding the city which has a visual and contextual link to the city. How far beyond that setting the influence of the Management Plan will extend, depends largely on the particular issues involved.

Need for the Management Plan

- 1.2.12 In recent years, it has been recognised that active management of World Heritage Sites is required. This is reflected in UNESCO’s current programme to revise the Operational Guidelines for the Implementation of the World Heritage Convention (2002) and in the improved nomination process. UNESCO now expects nominees to have a management plan as part of their application. The UK Government is committed to ensuring management plans are produced for all UK World Heritage Sites and through PPG15 (paragraph 6.27) encourages local planning authorities to work with site managers, owners and other agencies

to ensure management plans are in place.

- 1.2.13 The particular situation of Bath, where ownership and management responsibilities lie with many thousands of individuals, groups and organisations, renders a management plan a valuable tool for strategic co-ordination. In a city with so much heritage, managing change in a way beneficial to both the historic environment and the community is key. The Management Plan will help Bath to move forward into the 21st century, secure on its foundation as an internationally important heritage city.

Preparation of the Management Plan

- 1.2.14 The preparation of the Management Plan has been overseen by the City of Bath World Heritage Site Steering Group, a partnership committee of local and national organisations with management responsibilities, and representatives from various sectors of the city (for membership details see Appendix 8). The Steering Group is serviced by the Project Co-ordinator, and consults widely with a specific stakeholder group and the general public. The Stakeholders are a large group of interested local individuals and organisations from different sectors of city life including residents, business, transport, environmental conservation, regeneration, heritage, tourism and education.
- 1.2.15 Consultation with the Stakeholders in 2000 and 2002 has informed the project design, the significance of the World Heritage Site and identification of the management issues. Stakeholders have also contributed ideas towards the management objectives and programme of action.
- 1.2.16 The Management Plan describes the Site and sets out its special significance so that its management requirements can be understood. It then identifies the key management issues and prescribes objectives for addressing those issues. Finally, the Management Plan presents a programme of action to fulfil the objectives and ensure that the World Heritage Site is managed according to its needs.

2 Description and significance of the World Heritage Site

2.1 Location details

2.1.1 Name of the World Heritage Site

City of Bath

2.1.2 Date of inscription onto World Heritage List

1987

2.1.3 Country

England, within the United Kingdom

2.1.4 Region

South West

2.1.5 Local Authority

Bath & North East Somerset Council
(Unitary Authority)

2.1.6 Geographical Co-ordinates

British Ordnance Survey National
Grid Reference (Bath Abbey Church)
ST 751648

Longitude: 2°22'W

Latitude: 51°23'N

2.2 Boundary

2.2.1 In 1987, when Bath was inscribed on the World Heritage List, the nomination papers did not specify a boundary for the proposed site, either on a map or by description. This lack of a precise boundary was noted at the time of nomination by ICOMOS, the official advisors to UNESCO's World Heritage Committee, and was again highlighted in the 1996 *English World Heritage Sites Monitoring Reports* compiled by ICOMOS UK. There is an ambiguity in the nomination papers as to whether the proposed site was intended as the whole city, or the Conservation Area, which covers approximately two thirds of the city, though the inscription of the site as 'The City of Bath' is widely seen as an indication that it is the entire city that is inscribed.

2.2.2 In the Bath Manifesto of 1993 and the Bath Local Plan (adopted 1997), the former Bath City Council used the municipal city boundary (about 29km²) as the limit of the World Heritage Site and this has been the accepted de facto boundary ever since, though it has not been formally approved by the UNESCO World Heritage Committee. It is used to define the World Heritage Site in the adopted 1997 Bath Local Plan and the emerging Bath & North East Somerset Local Plan. The wider landscape setting of the World Heritage Site is not incorporated into this de facto boundary and there is no buffer zone (see Map 1 for the de facto boundary of the World Heritage Site and boundary of the Conservation Area). Buffer zones are designed for use in areas surrounding World Heritage Sites where protection over a wider area than the Site itself is required for its proper conservation.

2.2.3 While a boundary review is one of the medium term objectives, for the purposes of this Management Plan the de facto boundary will remain as the former municipal city limits and the setting is considered to be the landscape surrounding the city which has a visual and contextual link to the city (see Section 1.2.11 for the geographical scope of the Plan).

2.3 Description

- 2.3.1 This section comprises of a summary description of the City of Bath World Heritage Site, including its history and an outline of the type of cultural assets that now make up the site and give it its character. To complement this section, there is a fuller description of Bath's history in Appendix 2; an inventory (including individual histories and significance) of selected key elements of the Site, such as major buildings and gardens, in Appendix 3; and a description of the archaeology of Bath in Appendix 4. There is a description of the protection given to the city through the planning system and an outline of the current uses and interests of the modern city in Section 2.5, with additional information on the planning and policy framework in Appendix 5. A thorough understanding of the nature of the resource that comprises the World Heritage Site is essential to achieve comprehensive management.
- 2.3.2 Bath is situated in a valley where the River Avon cuts through the limestone plateau of the southern Cotswolds. A quarter of a million gallons of hot mineral water come to the surface here every day, forced up through the rock strata along the Pennyquick Fault, on which Bath is built. There are three main hot springs in the World Heritage Site: the King's Spring at 46°C, the Hetling Spring at 48°C and the Cross Bath Spring at 41°C. They are the only hot springs in Britain.
- 2.3.3 The city grew up on a narrow flat site in a curve of the river, where the limestone plateau provided a ford across the water and the hills were gentle enough to traverse. The encircling hills provide a dramatic backdrop to the city, which has grown out of the flat area and up the slopes, as at Lansdown and Odd Down.
- 2.3.4 When the Avon cut through these hills, the oolitic limestone was left close enough to the surface to be quarried and mined, in many places as open cast pits. Known as Bath Oolite, it is a soft freestone, suitable for use as Ashlar facing and easily carved. Bath Oolite has been mined since Roman times: it has been continually used as the principal building material of the World Heritage Site and gives Bath a strong visual homogeneity unusual in a city.
- 2.3.5 Bath has a high number of listed buildings, 4980 in total, a Conservation Area that covers two thirds of the city, and 1.4 hectares of the central area is designated as scheduled monuments (approximately 13%). The compact urban area is surrounded on all sides by the Bath & Bristol Green Belt and on the north, east and south sides by the Cotswolds Area of Outstanding Natural Beauty (AONB). The countryside stretches into the city in several places, creating large green tracts of land in the midst of the urban environment.
- 2.3.6 The city's origins and development are intimately bound up with the presence of the Hot Springs. Whilst we have very little evidence of Bath in pre-Roman times the goddess Sulis adopted by the Romans was associated with pre-Roman Iron Age religion and probably was worshipped at the Springs. Evidence of pre-Roman timber lining was found at one of the springs suggesting a more formal arrangement than previously thought.
- 2.3.7 The Hot Springs have played a central role in every stage of the development of the city, producing some outstanding architecture and creating a unique social history and continuing culture. The city has regularly used the Hot Springs as a regeneration tool, rebuilding the structures and culture of bathing and drinking the waters for health and recreation: this can be seen

- again now in the building of the new Thermae Bath Spa and the use of the waters for health and recreation for the first time in 25 years.
- 2.3.8 It was the Romans who began the tradition of building monumental architecture in Bath, with their temple to Sulis Minerva and its associated bathing complex. The temple was constructed in 60-70 AD and the bathing complex was gradually built up over the next 300 years, during which time it became an international destination for pilgrims.
- 2.3.9 A proportion of the remains of this complex are presented and interpreted by the Roman Baths Museum, which lies beneath the Reception Hall next to the Pump Room. The technology employed to capture and divert the spring waters to the various baths is still in use today. To build this complex, the Romans worked the limestone in several areas in and around the World Heritage Site, beginning a tradition of stone mining that is still continued today.
- 2.3.10 A settlement named Aquae Sulis grew up around the temple and bathing complex, the nature of which is still being determined. Archaeological finds across the modern city and over a wider area continually add to an understanding of the extent and composition of the settlement and local population and how it interacted with the temple and bath complex, and the military presence of the Roman army. For more information on the Roman Baths, see Appendix 3.
- 2.3.11 After the battle of Dyrham in 577 AD, the Saxons took over the city. The Roman complex and associated settlement fell into disuse and was gradually buried beneath the growing Saxon settlement. Bath's continued importance as a religious centre was marked in 973 AD, when Edgar was crowned first king of all England at the monastery that stood where the current Bath Abbey stands, and by the construction in the 11th century of a great cathedral, again on the site of the Abbey.
- 2.3.12 The city was also an important commercial centre, particularly for wool-production. Though neither the great 11th century cathedral nor the accompanying monastic quarter are now visible, except in the street patterns around Abbey Green, the extensive monastic history of Bath is symbolised by the 15th-16th century Abbey church (built over the site of the 11th century cathedral), an iconic image of the city and an important piece of architecture in its own right. This, together with the Roman Baths complex, is the most potent reminder of pre-Georgian Bath. For more information on the Abbey church, see Appendix 3.
- 2.3.13 Bath today is largely characterised by the surviving elements of the Georgian city and the landscape that influenced so much of the development of the city. At the end of the 17th century, Bath was a small city, confined by its walls and still largely medieval in character. It was known mainly as a regional trading centre and was reputed for its curing hot spring waters which attracted the sick and convalescing. Over the course of the next century the city was reinvented as a social centre, renowned for its architecture and curing hot spring waters, and was patronised by the highest society including royalty from across Europe. The building of the Georgian city is interpreted in the Building of Bath Museum.
- 2.3.14 Three men were responsible for initiating this reinvention: architect John Wood the Elder, patron and entrepreneur Ralph Allen and society shaper Richard 'Beau' Nash. The vision, ambition and innovation of these men fostered a unique atmosphere in Bath,

and paved the way for some of the most inspirational and influential Palladian architecture and urban design in Britain.

- 2.3.15 During the 18th and early 19th centuries, Bath grew far beyond the medieval city walls, largely through speculative development, and very few of the early buildings and urban arrangements were left unaltered. The cramped medieval centre was transformed into a spacious and beautiful classical city where architecture and natural landscape complemented one another.
- 2.3.16 Grand public buildings such as the New Assembly Rooms, designed by John Wood the Younger and built in 1771, and the Pump Room designed by John Palmer and built between 1790 and 1795, formed social cores for the transient upper classes who flocked to the city each year. These buildings were complemented by the parks and gardens such as Sydney Gardens, centres for outdoor entertainment. This transient population was housed in monumental ensembles such as Queen Square, 1729-1734 and the Circus, 1754, both designed by John Wood the Elder, and the Royal Crescent, designed by John Wood the Younger and built between 1767 and 1776. Many of these buildings were extremely innovative in design and their construction made Bath one of the most exciting centres for architecture in 18th century Britain. For more information on the above mentioned buildings and gardens, see Appendix 3.
- 2.3.17 The Hot Bath and Cross Bath were built to house the hot spring waters and provide facilities for bathing for the masses from all classes of society who came to Bath for treatment. St John's Hospital, a medieval foundation which had been using the curative spring waters to treat patients for rheumatism since the 12th century, had its city centre complex partially remodelled by John Wood the Elder in 1726-8. For more information on St John's Hospital see Appendix 3. The medieval King's Bath, attached to the Pump Room, was also remodelled into classical elegance. Bath continued to embrace her spa waters and their curative power but increasingly society came for entertainment, particularly gambling, rather than for rest and recuperation.
- 2.3.18 Bath is not merely a collection of outstanding 18th century monumental architecture but an entire city. The architectural achievements of the grander buildings are reiterated in the extensive stock of smaller housing developments and other structures such as Robert Adam's unusual Pulteney Bridge. For more information on Pulteney Bridge, see Appendix 3.
- 2.3.19 Many of the streets, walkways and open spaces date from the 1700s in fabric as well as historical association and are integral to a comprehensive understanding of the buildings and the social history of the city. Bridges, alleyways, parks and gardens, cemeteries and stone mines all combine to reveal the rich variety of city life and reflect the beliefs and ambitions of the society that created them. The vast majority of these cultural assets are still in active use today, many fulfilling their original functions.
- 2.3.20 The homogeneity of the architecture in Bath, of age, style and materials, belies the way in which most of it was created. Most of 18th century Bath evolved through speculative developments, either of individual buildings, streets or squares. There was no plan for the whole city, or even for large sections of it, and instead the new city grew according to the increasing popularity and prosperity of the society that flocked to Bath. Initially

- developments took place outside of the medieval city walls, stretching up the hill to Lansdown. Later, when the city corporation saw the benefits from the expanding city, the buildings of the old city were largely replaced or remodelled into Palladianism, with wider streets and open spaces. Use of the Palladian style continued after 1825 but new Victorian styles increasingly influenced the city architecture.
- 2.3.21 The materials for rebuilding the city came from Ralph Allen's extensive stone mines in and around the city at locations such as Odd Down and Combe Down. Allen's activities as both entrepreneurial businessman and architectural patron fuelled much of the rebuilding, particularly through his association with John Wood the Elder and culminated in buildings such as his town house in Lilliput Alley and the outstanding Prior Park, built specifically to showcase the quality of Bath Oolite.
- 2.3.22 The stone mines are accompanied by workers' settlements and the remains of industrial processes over an extensive area in and around the World Heritage Site and its setting: many of the processes Allen devised for working and transporting the stone were themselves innovative and influential and were closely connected to the nation-wide developments in transportation. The use of the stone in the city, throughout the 18th century and all other periods of development, gives it an intimate link to its landscape, and a powerful visual homogeneity.
- 2.3.23 Later developments extended the city, rather than rebuilt it, and the 19th and 20th century suburbs largely filled in the landscape between the city and its satellite villages. Many of these villages had been closely associated with the city for hundreds of years and their 18th century buildings reflect the activity in Bath at that time, forming an important element of the World Heritage Site.
- 2.3.24 Major excavations in the later 19th century led to the discovery of much of the Roman Baths complex, the first remains having been found in 1727. The Victorians were responsible for the first presentation of the Roman baths to the city and its visitors since the baths fell into disuse in the Saxon period. They became famous once more as a social centre, bathing facility and tourist attraction.
- 2.3.25 The arrival of the canal (John Rennie) and railway (Isambard Kingdom Brunel) in the 19th century brought more impressive architecture to the World Heritage Site and some of the first major structural changes to the Georgian city.
- 2.3.26 Many of the smaller Georgian artisan dwellings, in some cases entire suburbs, were lost in the WWII bombing raids of April 1942 and particularly the clearance of historic buildings by the then City Council in the 1950s and 1960s. The conservation movement that formed in response to the destruction of historic buildings, and the success it achieved in stopping that destruction, helped to influence national attitudes to historic buildings.
- 2.3.27 Despite this tragic loss of historic buildings, the city's extensive remains form a unique and outstanding ensemble that continues to support a thriving local community.
- 2.3.28 An outline history of the World Heritage Site is given in Appendix 2: a detailed reproduction of the rich history of the city in this document is not possible.

Cultural Assets

- 2.3.29 The cultural assets of the World Heritage Site loosely fall into five categories, including assets which are not of outstanding value but are part of the rich tapestry of 2000 years of change and development. A summary description of these assets follows.
- 2.3.30 The **built heritage** of Bath is extensive and spread across the city. The centre of the city is largely Georgian in character, though some of the buildings were refaced rather than rebuilt and therefore contain earlier fabric. There are a few notable buildings from the 16th and 17th centuries scattered around the city. In addition to the structural fabric of the buildings, there are many historic interiors surviving across the city from many different periods. The surviving elements of the Georgian city comprise not only buildings but also the infrastructure of the city, such as parks and gardens, streets and footways, bridges, sub-surface vaults, and cemeteries.
- 2.3.31 There are Georgian centres around the city, in suburbs such as Bathwick, Weston and Widcombe which were originally separate villages. These and other areas around the city have an unexpectedly rural feel to them, still retaining the character of the original villages. In addition to this village feel, the frequent views that can be seen from the urban area out to the surrounding countryside emphasise the compact rural feel of the city.
- 2.3.32 In the countryside surrounding the city, particularly on historic approach roads, there are Georgian buildings that were related to the city of Bath and the people who used and visited the spa.
- 2.3.33 There are extensive 19th and 20th century suburbs, built in the countryside between 18th century Bath and its surrounding villages. Amongst the later Georgian and Victorian architecture are many examples of national importance, not least the structures associated with the canal and the railway, designed and constructed respectively by John Rennie and Isambard Kingdom Brunel.
- 2.3.34 Brunel's Great Western Railway Paddington to Bristol line, dating from the 1830s, is regarded as the most complete early railway in the world and its associated structures have survived largely intact. It is included on the UK's tentative list for World Heritage Sites and is therefore of potential international importance in its own right. The main associated structures in the City of Bath World Heritage Site are the Twerton Tunnels and viaduct, Bath Spa Station, the Avon bridge crossing and the Sydney Garden cutting and bridges. The Kennet & Avon Canal opened in 1810, completing a through route from London to Bristol. The structures that John Rennie constructed along the route (including bridges and neo-classical aqueducts), some in and around Bath, are of great elegance and are considered to be exceptionally fine examples of canal architecture.
- 2.3.35 Some of the areas of historic architecture also contain post 1930s infilling, in some areas on a wide scale. Much of this is due to damage from the World War II bombing raids, and the clearance of historic buildings in the 1950s and 1960s.
- 2.3.36 The **parks, gardens and cemeteries** of Bath are numerous and are an essential feature of its character, giving the city a rural feel in the most unexpected places. Many of the principal parks and cemeteries have strong historical links such as Prior Park Landscape Gardens (begun 1730s), Sydney Gardens (1795), Royal Victoria Park (1829), Abbey Cemetery (1844) and Lansdown Cemetery (see Appendix 3). Gardens and green open spaces are also

integral to some of the architectural ensembles, such as the Royal Crescent and Lansdown Crescent, where the land in front is covenanted against development. Not only are these open spaces a valuable modern amenity, they are evidence of the historical development of the city and are important elements of the World Heritage Site. For more details on the some of the gardens and buildings mentioned above, see Appendix 3.

- 2.3.37 The **archaeology** of the city is diverse, reflecting Bath's long history and the unique presence of the Hot Springs. The remains of the Roman period are of particular importance as they represent the first major development of the Hot Springs' potential. There are remains from most periods of the city's development, although some eras are better represented than others. There is great potential for finding further archaeological remains around the city, particularly of the Roman, medieval and industrial periods. The recent discovery of evidence of Bronze Age settlement in front of the Royal Crescent highlights the significant potential that remains virtually untapped of locating evidence of pre-Roman exploitation and settlement.
- 2.3.38 Archaeology also has much to offer to an understanding of 18th and 19th century life through the study of buried deposits, demolished artisans' housing, gardens and ancillary structures, provide a much needed context within which to assess the documentary and cartographic record of Bath's more recent history.
- 2.3.39 The **natural environment** is of great importance to the status of World Heritage Site. The geology of the area gives Bath its Hot Springs and limestone. The surrounding hills have influenced and inspired the architecture and growth of the city, and were deliberately incorporated as views for some of the buildings. The immediacy of the rural countryside against the urban fringes and the closeness of the surrounding hills gives Bath a rural backdrop, which is highly valued now and was an important element of architectural design during the 18th and 19th centuries.
- 2.3.40 The river Avon, with its natural crossing in the centre of Bath, first attracted the Romans for its strategic importance and has continually influenced the development of the city. It is an important landscape element and wildlife corridor, and plays a crucial role in conveying flood waters. The flood plains that fringe the river are interesting elements in themselves with water meadows and gravel terraces, with additional implications for the development of the city.
- 2.3.41 While there are some sites of rare plants and wildlife, the majority of Bath's wildlife is commonplace. However, it is of enormous value to the city as it contributes to quality of life, providing recreation, education and a refuge from busy urban living. The majority of habitats are broadleaved woodland and unimproved calcareous grassland. The grasslands hold particular significance as, while they are fairly common in and around Bath, there are few nationwide. Trees and woodlands, including ancient woodland sites and trees, provide a significant contribution to the landscape character and local distinctiveness of the Bath skyline. They are also important in terms of biodiversity. In addition there are mixed woodlands, scrub, some marshy and some neutral grassland and some standing water. The old stone mines provide important habitats for several colonies of Horseshoe Bats, a protected species.

2.3.42 While the physical remains of Bath are outstanding and form a unique ensemble, there are also the **intangible associations and traditions** which form such an important part of Bath's significance. The culture of worship, bathing and healing associated with the Hot Springs is several thousand years old and continues today. This culture has been at the heart of forming the outstanding physical elements of the World Heritage Site. Bath also has rich associations with prominent people from all eras of society, particularly the 18th and 19th centuries: royalty, politicians, aristocracy, artists, writers, and musicians. Bath also has long held a role as a national and international place of social interaction on a large scale. In the 18th century it was central to the development of society, particularly the upper classes.

2.4 Significance

- 2.4.1 This section of the Management Plan sets out the cultural significance of the World Heritage Site through an assessment of the World Heritage values according to the UNESCO World Heritage Committee's criteria, and other values of local, regional, national and international importance.
- 2.4.2 In the case of Bath, the World Heritage Site and the city are inseparable and while some of the cultural assets of Bath are not of outstanding universal value, they contribute to the character of the city and provide important evidence for its historical evolution and the significance of Bath to this generation.
- 2.4.3 Understanding the full significance of Bath is the basis for making informed and effective management decisions and is therefore a fundamental part of this Management Plan. It will assist in ensuring that the outstanding universal

values of this World Heritage Site are protected for future generations and that the World Heritage Site is managed properly in the context of its existence as a city with wider values.

- 2.4.4 The assessment that follows is divided into three parts. The first is a summary statement of significance. The second deals with the justification for inscription as a World Heritage Site, and explains the significance of Bath against each of the criteria under which the city qualifies. The third part outlines the wider significance of the city, particularly its functions as a modern living city, all of which relate to the management of the World Heritage Site.
- 2.4.5 In addition to this assessment, Appendix 3 highlights a selection of the key elements of the World Heritage Site. It gives further details of their history, development and significance.

Summary statement of significance

- 2.4.6 Bath owes its existence to the Hot Springs, unique in Britain and of continual importance throughout the history of the city. The attraction of the Springs and the prosperity that they brought to the city at various periods throughout its history gave rise to some of the most impressive architecture in Europe of the Roman and Georgian eras.
- 2.4.7 The following list outlines the key features and characteristics that make Bath such an important and distinctive city. Individually, many of these characteristics are of outstanding importance, but it is the combination of them that produces the unique quality and character of the city. **The themes in this list are explored more thoroughly in the Justification for Inscription and Appendix 3.**

Summary of outstanding universal values

■ The Hot Springs

The Hot Springs prompted the first development of the city by the Romans and have been responsible for its regeneration on several occasions throughout its history, most notably in the 12th and 18th centuries. The presence of the Springs has given rise to periods of great activity and prosperity, leading to some of the most impressive architecture in Europe, particularly of the Roman and Georgian eras. They have been a continued focus for the healing, worship and social interaction that has been such an important part of Bath's history and identity. The Springs today are still central to Bath's local, national and international identity and reputation.

■ Roman remains

The remains of the Roman baths and temple complex form with Hadrian's Wall the most impressive architectural monuments of Roman Britain. Collectively with other Roman archaeological remains across and around Bath, the baths and temple complex form an important and highly individual reflection of the social and religious practices of Roman Britain and of Bath's role as an international place of pilgrimage.

■ 18th century architecture

The individual buildings and developments of 18th century Bath are outstanding for their architectural quality and innovative design, particularly the overall collective coherence of the buildings, the excellence of their facades, the urban spaces that they create and relate to and the harmonious integration of urban development and landscape setting. They are the work of many architects: John Wood the Elder and John Wood the Younger, and their

contemporaries such as Robert Adam and Thomas Baldwin.

■ 18th century town planning

Bath played a key role in developing new town planning techniques in the 18th century, in particular the crescent and the circus, and the arrangement of a row of individual houses into a single, monumental façade. A key characteristic of Bath's 18th century architecture is the high quality urban spaces enclosed and created by individual developments. The innovations in town planning that were seen in Bath in the 18th century quickly inspired architects and town planners across the country and the ideas were exported widely.

■ 18th century city

The outstanding value of the individual elements of Bath's 18th century architecture is multiplied by its overall collective coherence and particularly by the scale of its survival and the survival of its associated city infrastructure, setting and historical context. It is still possible, through the survival of the buildings, streets, pavements, gardens, parks, open public spaces, landscape settings, stone mines, other industrial remains, archaeology and many other structures and features, to see and experience the 18th century city very clearly in the present city, and to put it in the context of its origins, history and development.

■ Landscape

The landscape is an integral part of the architecture of the 18th century city. The organic blending of buildings and natural environment began with the Royal Crescent and was continued in developments such as Lansdown Crescent. It was the beginning of the Picturesque movement in the urban environment. The landscape – particularly the geology – is at the heart of Bath's individuality, providing both

the limestone to build the city (from Roman to present day) and the Hot Springs which are the very reason for the founding of city. The landscape also forms the wider setting of the city, particularly important for its aesthetic beauty and drama.

■ **Social setting**

During the Roman period Bath was a local, national and international destination for pilgrimage as a religious and social spa. In the 18th century, as a spa fashionable to national and international society, Bath attracted key members of the aristocracy and gentry, as well as writers and artists, and played an important part in defining the social behaviour of the upper classes, with the 'rules' for behaviour laid down by Beau Nash.

Summary of wider significance

■ **Atmosphere & Associations**

Bath is renowned as a beautiful city and the atmosphere created by the architecture, history and beauty is highly valued and is a key attraction for residents and visitors in particular.

Bath's popularity, particularly in the 18th century but not confined to it, has led to its association with numerous notable people from art, literature, the aristocracy and royalty, science and politics and more. These associations have enriched the history and development of the city.

■ **Living city**

The importance of Bath's local communities and success as a living dynamic modern city is essential for its future and must be understood to fully appreciate the nature of the city. The success of Bath as a modern city relies on combining the protection of its heritage values with encouraging the presence of a wide range of industry and business interest, to provide employment and appropriate local resources and maintain a diverse local community. The combination of history and modern living is highly valued. The city has a diverse economy, with the service and tourism industries at its core and is also extremely popular for its shopping, providing both independent and national retail outlets for the needs of both residents and visitors.

■ **Learning resource**

Bath provides a wealth of opportunity for research, education and lifelong learning on a wide variety of cultural, historical and commercial subjects.

Justification for inscription

- 2.4.8 Inscription onto the list of World Heritage Sites is based upon the site meeting one or more of six criteria measuring outstanding universal value, and fulfilling two additional tests of authenticity and the provision of adequate legislative protection. These criteria are set out in the UNESCO World Heritage Committee's 2002 *Operational Guidelines for the Implementation of the World Heritage Convention*.

Criteria for outstanding universal value:

The site must:

- i. represent a masterpiece of human creative genius; or
- ii. exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design; or
- iii. bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation which is living or which has disappeared; or
- iv. be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history; or
- v. be an outstanding example of a traditional human settlement or land-use which is representative of a culture, especially when it has become vulnerable under the impact of irreversible change; or
- vi. be directly or tangibly associated with events or living traditions, with ideas, or beliefs, with artistic and literary works of outstanding universal significance.

Two further tests:

The site must:

- i. meet the test of authenticity in design, material, workmanship or setting
- ii. have adequate legal and/or traditional protection and management mechanisms to ensure the conservation of the nominated cultural properties

- 2.4.9 Bath was inscribed as a World Heritage Site in 1987 for criteria i, ii and iv. The city also meets the two further tests of authenticity and adequate legislative protection.

Authenticity

- 2.4.10 The evolution of the city of Bath is exceptionally clear in the buildings and streets, parks and gardens that survive and it is possible to observe evidence of the city's character from its earliest origins right through to the 21st century.
- 2.4.11 The materials used to create this World Heritage Site, the workmanship of both architects and craftsmen, the adaptation of architecture and town planning to the extreme topography of the area and the opportunities of the geology and Hot Springs, are evident throughout the city, which is generally in a good state of preservation. The landscape setting is still an integral aspect of the city and retains its historical visual links with the architecture.
- 2.4.12 Despite the scale of the World Heritage Site, particularly the number of buildings involved, there is a large body of information about the origins and alterations to the buildings, townscape and landscape that supports the authenticity of Bath.

Legislative Protection

2.4.13 The UK national planning system provides adequate protection for most of the individual elements of World Heritage Sites through statutory designations such as conservation areas, listed buildings and scheduled monuments. The protection for World Heritage Sites as a whole is achieved through local development plans as advised in PPG15, which states that World Heritage Site status should be a key material consideration in the consideration of planning applications.

Criterion i. represent a masterpiece of human creative genius

2.4.14 In the 18th century, Bath prospered and the city expanded rapidly, changing its character from medieval to classical in the period of one hundred years – and providing the city with much of its outstanding universal value. Several driving forces were responsible for creating the conditions for this expansion – popularity as a spa, demand for housing, absence of local ruling autocrat amongst them – but it was also the presence of several ambitious personalities that drove this change.

2.4.15 Richard 'Beau' Nash, a gambler who came to Bath in 1705, saw an opportunity to build on the existing popularity of Bath as a spa and create a social centre unrivalled outside of London. He was largely responsible for the incredible popularity of Bath throughout the 18th century and contributed significantly to the defining of social behaviour for the upper classes with the 'rules' he devised for Bath society. Bath's position as a society city, second only to London, prompted the physical expansion of the city and enabled architects such as John Wood to attract patrons and builders to their schemes.

2.4.16 Ralph Allen (1693-1764) was an entrepreneur with exceptional foresight who bought extensive areas for mining stone, building up that industry to the point where not only was he able to supply all of Bath's stone needs at a time when the city was expanding exponentially, but he was also targeting markets in London. It is through the efforts he made to build up the stone mines, particularly at Combe Down and Odd Down, and to release money for speculative development, that much of the building in the 18th century was possible.

2.4.17 The best known and most influential architects at work in Bath in the 18th century were John Wood the Elder (1704-1754) and his son, John Wood the Younger (1728-1781). Their combined contribution to developments in architecture, landscape design and town planning is outstanding and paved the way for many other architects in Bath and Britain.

2.4.18 John Wood the Elder came to Bath in 1727 with the extraordinary vision to transform the small medieval walled city into a monumental classical city with grand public buildings and formal open social spaces, including a Forum, Circus and Imperial Gymnasium for the exhibition of sports. The plans were radical and widely rejected by the city corporation, forcing Wood to continue independently to produce speculative individual developments. The architecture that he created in pursuit of his vision was highly innovative and influential, and changed forever the character of Bath and the art of town planning in Britain.

2.4.19 Wood's main works were Queen Square (1729-36), Prior Park (1741), North and South Parades, with Pierrepont and Duke Streets (1740-43), The General (now Royal Mineral Water) Hospital 1738-42), The Circus (begun

- 1754) and Gay Street (c.1750), as well as remodelling commissions for patrons such as the Duke of Chandos, including St John's Hospital (1727-30). Wood also worked extensively around England and Wales, including Bristol's Exchange and Market, Corn Street (1741-3) and Liverpool's Exchange (now Town Hall, 1749-54).
- 2.4.20 Wood's vision for Bath was heavily influenced by ancient Roman remains, the classical architecture of the previous century and particularly the work of Andrea Palladio. Wood was something of an eccentric, producing architectural writings based heavily on the mythology and architecture of ancient Britain. He found inspiration in stone circles, particularly Stonehenge and Stanton Drew, and myths such as that of Prince Bladud, who is supposed to have discovered the Hot Springs and their curative powers whilst wandering as a swineherd and suffering from leprosy.
- 2.4.21 John Wood the Younger completed the Circus after the death of his father but was also an extraordinary architect in his own right. He was involved in all aspects of society in Bath and was instrumental in gaining the funding for the New Assembly Rooms (1769-71) on Bennett Street, constructing the building to his own design. The interior was unlike anything seen in Bath at that time and was famed for its beauty and opulence. Other examples of Woods work in Bath include Rivers Street (c.1770) and Catherine Place (c.1780) and the Hot Bath (1773-7).
- 2.4.22 John Wood the Younger's greatest achievement, however, is undoubtedly the creation of the Royal Crescent (1767-75) which is approached along Wood's Brock Street (c.1767). This massive endeavour, built like Queen Square and the Circus on green fields on the edge of the expanding city with speculative funding, became one of the most iconic and influential pieces of architecture and street design of the 18th century.
- 2.4.23 While the Woods undoubtedly produced much of the finest Palladian architecture of Bath, there were many other architects active in the 18th and 19th century. Several of these also produced work of outstanding quality and innovation: the following are a selection of these.
- 2.4.24 Robert Adam (1728-92) was responsible for Pulteney Bridge (1769-74), one of the most iconic structures in Bath. Highly individual, the bridge introduced a freer Palladian style than that used by the Woods. Adam's work in Bath particularly influenced architects such as Baldwin.
- 2.4.25 The work of Thomas Baldwin (1750-1820) can be seen all over Bath, in some of the key buildings such as the Guildhall (1776), the Bathwick estate (including Great Pulteney Street, c.1788-95) and the Pump Room colonnades (1791-2), as well as many smaller terraces. The Guildhall contains some of the finest 18th century civic building interiors of Britain. In his role as city surveyor, Baldwin also co-ordinated improvements to the bathing facilities, including the rebuilding of the Cross Bath (c.1786) and the creation of Bath Street (1791).
- 2.4.26 John Palmer (1738-1817) is best known for Lansdown Crescent (1789-93), which followed the achievements of Wood's Crescent and took it much further with its sinuous curves and harmony with the landscape.
- 2.4.27 John Pinch (1770-1827), working towards the end of the period at the beginning of the 19th century, produced a series of elegant terraces throughout the city, such as New Sydney Place (1807-8) and Sion Hill Place (1817-20). Pinch's successful application of single

monumental facades to several terraces is particularly notable for its careful treatment of sloping terraces, ensuring that the steep hills of Bath did not interfere with the flow of lines along the façade.

- 2.4.28 That Bath is acknowledged as a place of outstanding universal value is testament to the skill and creativity of the architects and visionaries of the 18th and 19th centuries who applied and developed Palladianism in response to the opportunities offered by the spa town and its physical characteristics. That these architects were working over the course of a century, with no master plan, shared vision or single patron, did not prevent them from contriving to relate each individual development to those around it and to the wider landscape, creating a city that is harmonious and logical, in concord with its natural environment and extremely beautiful.

Criterion ii. exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design

- 2.4.29 Bath exemplifies the 18th century European move away from the uniform street layouts of Renaissance cities which dominated throughout the 15th, 16th and 17th centuries. European cities were largely characterised by their medieval layouts and fortifications and the rule of state and Church. Where they were extended into Classical form, they tended to follow grand axial plans centred on palaces and other key buildings. In Bath, the confluence of Society and the growing wealth and aspirations of the middle class, the increasing opportunities available to the individual, and the absence of the threat of warfare allowed for the rules of Palladianism and the ideas of the

French Enlightenment to be interpreted freely and creatively without the constraining power of a single patron or vision. Bath is where the middle class accessed the architecture of the ruling elites.

- 2.4.30 With the Royal Crescent (1767-75) John Wood the Younger combined Palladian architecture with the emerging Romantic movement and created a dialogue between building and landscape. This follows on from the tradition established at Versailles (1620s-70s) of placing buildings in direct contact with nature. The principle of nature brought into the city and integrated into the architecture as expounded at Bath with the Royal Crescent, can also be seen at Place de la Concorde in Paris (Jacques-Ange Gabriel, 1763) and the Piazza del Popolo in Rome (Guiseppe Valadier, 1816-20).

- 2.4.31 In Britain, the Royal Crescent marks the introduction of the Picturesque into the urban environment where, in the city itself, the green landscape creates the illusion of country within the town. The Picturesque movement was to be one of the dominant aesthetic movements of 19th century Britain. The confluence of the Romantic and Picturesque movements with Palladian architecture is most fully developed in John Palmer's Lansdown Crescent where the sinuous curves of the buildings mimicking the contours of the land and the immediate and distant rural setting create the impression that the building is an integral part of the landscape.

- 2.4.32 Bath's contribution to British town planning is two-fold. The tools of Crescent and Circus, first demonstrated in Bath by the two John Woods, became with the square the mainstay of town planning until the mid-19th century. More important than the individual tools of crescent and circus was the principle of a flexible and

informal relationship between street, open space and building, so far removed from the grand axial town planning of continental Europe.

- 2.4.33 The extent of the spread of these tools and principles can be seen as far a field as Charles Bulfinch's Tontine Crescent (1793, destroyed 1858) in Boston, Massachusetts. Within Britain, the architecture and spatial arrangements of Bath were echoed in towns and cities from London to Edinburgh, Exeter to Buxton, and particularly in coastal resorts such as Brighton.
- 2.4.34 The combination of crescent, circus and square, and their interrelation with one another through connecting streets, was immediately taken up by the leading architects of the day. The ideas and principles developed in Bath were first exported by George Dance with London's America Square and its adjoining Crescent and Circus. From the 1790s to the 1810s many of architect John Nash's unexecuted plans for London show this combination and the elements can be seen in his work at Regent's Park. Here unified monumental classical terraces are sited in free contact with nature continuing the development of architectural Romanticism. In Edinburgh plans for extending the new town after 1800 made extensive use of crescents and circus though without the degree of informality of spatial arrangements shown in Bath.
- 2.4.35 Nash's development of the circus idea in his Oxford and Piccadilly Circuses marks the point at which the circus moves from being a residential arrangement to a method of traffic management. The early imitations of the Circus were not continued and relatively few examples survive today.
- 2.4.36 Conversely, the Crescent was translated into all classes of architecture from the

grand Royal Crescents at Buxton and Brighton to the softer curves of crescents at Exeter and Shrewsbury. In addition to its use in combination with other elements, it was also widely used as an individual element, increasingly in smaller developments. The crescent entered the vernacular with the terrace and the square and with them was dominant until the continuing focus on the individual dictated the popularity of villas and private space.

Criterion iv. be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

- 2.4.37 Bath is a reflection of the societies that created it and which in turn were influenced by the city. The two eras of most significance – Roman and Georgian – are made richer by the survival of so much of their historical context. The development of this extraordinary city can be traced in physical remains and documentation from its earliest origins as a late prehistoric shrine to its current position as a 21st century heritage city.
- 2.4.38 The Roman Baths and temple complex, together with the archaeological artefacts and remains of the Roman settlement, provide an opportunity to study a unique part of the Roman Empire. The importance of the temple and baths was recognised across the Empire by the pilgrims who travelled to worship here. Of all the spas in Europe, surviving or lost, Bath was one of the most renowned. The remains in Bath make a significant contribution to an understanding and appreciation of the social and religious character of Roman society in the 1st to 4th centuries AD. They are the best surviving Roman remains in the UK with Hadrian's Wall and some of the best spa remains north of the Alps.

- 2.4.39 There is considerable potential for further archaeological discoveries in Bath, particularly for the Roman era. This is an exciting prospect since knowledge of the Roman settlement is still uneven.
- 2.4.40 Individually the buildings and ensembles of 18th century Bath are of outstanding value. Taken as a whole, the city is a unique example of outstanding urban architecture, spatial arrangement and social history. Bath exemplifies the main themes of the 18th century neoclassical city; the monumentalisation of ordinary houses, the integration of landscape and town, and the creation and interlinking of urban spaces.
- 2.4.41 The extent of the surviving 18th century city including streets footways social and public buildings, domestic buildings from high status to artisan, parks, gardens, open spaces, landscape settings, stone mines, and industrial remains, represents a unique survival of outstanding value for its contribution to developments in architecture and town planning and its role in the society of the time.
- 2.4.42 There are many individual buildings and structures that, aside from their contribution to the wider cityscape, are notable for their individual merits. Buildings such as John Wood the Elder's Prior Park (1741) and Robert Adam's Pulteney Bridge (1773) particularly demonstrate the application of neoclassical architecture to suit the particular scale and topography of Bath. The great civic and social buildings such as John Wood the Younger's New Assembly Rooms (1769-71) and Thomas Baldwin's Guildhall (1776) and Pump Room (begun 1879, finished by John Palmer) are harmoniously integrated with the residential streets, open public spaces, parks and gardens, responding to Bath's prime role as a pleasure resort and health spa, and reflecting the social ambitions of the age.
- 2.4.43 The role of Bath as a Spa town is manifested in the many buildings dedicated to the taking of and bathing in the hot waters: the Pump Room, Hot Bath, Cross Bath, King's Bath and Hetling Pump Room are the main examples. However, much more important than this is the central role that the Hot Springs play in the dynamics of Bath throughout its history: they are its *raison d'être*, a source of continued revitalisation and purpose.
- 2.4.44 Queen Square (John Wood the Elder, 1729-36), following earlier attempts in London, is the first successful treatment in Britain of a block of individual houses as a monumental façade. It demonstrated to architects across the country the possibilities of composing streets in a completely unified style, at a time when streets were largely constructed house by house. This allowed for the creation of urban spaces that directly related to the buildings around them, a device which can also be seen in Wood's North and South Parades where public promenading against a suitably grand backdrop was the main purpose of the development. For more details of Queen Square, see Appendix 3.
- 2.4.45 The Circus (John Wood the Elder, begun 1754) is quite unlike anything to be found across Europe and it has never been repeated to the same degree. Its roots can be seen in Roman coliseums, developments such as Jules Hardouin-Mansart's Place des Victoires in Paris (1685) and garden designs such as rond-points, but also in Wood's interest in antiquities and, in this case, druidism and the stone circles of Britain. This combination has produced a highly individual composition that blends fine architecture with an enclosed urban space of high drama. This drama is

- greatly increased when viewed as intended after approaching up Gay Street (also by John Wood the Elder), where the incline of the hill is used to conceal the Circus until the last moment. For more details of the Circus, see Appendix 3.
- 2.4.46 Of all the developments in Bath it is perhaps the Royal Crescent (1767-75) which has had the greatest impact. Designed and executed by John Wood the Younger it harmoniously blends architecture and landscape, a forerunner to the Picturesque movement that would be so dominant in the later 18th and 19th centuries. The Royal Crescent makes the best of its situation in the landscape to increase the drama of the building and provide a monumental backdrop to the Society that promenaded before it. It was the first use of the crescent shape in British architecture and introduced the idea of a single sided street with a vista out over open countryside. The simple style of Brock Street (c.1767, connecting and Circus to the Royal Crescent) and the subtle angling of the Royal Crescent, conceals the sweep of the buildings, providing heightened drama and surprise when they are finally viewed. For more details of the Royal Crescent, see Appendix 3.
- 2.4.47 Continuing the themes of the Royal Crescent, and echoing the undulating architecture of Rome architect Francesco Borromini (1599-1667), Lansdown Crescent represents the apogee of the picturesque movement in urban architecture. One of the most beautiful terraces in the country, the buildings of the Crescent are so contiguous with the topography that they appear to be an integral part of the landscape. Because of buildings such as Lansdown Crescent, Bath exemplifies the English terrace tradition, which is quite unlike the apartment blocks and tenements of continental Europe and Scotland. For more details of Lansdown Crescent, see Appendix 3.
- 2.4.48 The building of the Georgian city is intimately bound to the development of society during that period. Through the survival of so much of the fabric of the city it is possible to trace the character of Georgian society. Bath represents the entrepreneurship and social ambitions of the age, as opportunity grew for ordinary men to make their fortunes and the rules of society were defined. Bath also captures society on the cusp of major industrialisation, after which the planning of towns was irrevocably altered, particularly by the transport revolution.
- 2.4.49 The development of increasingly grand architectural treatment for ordinary houses and the growth in the grandeur and size of social facilities is clearly illustrative of the growing expectations of the society. Improved living conditions, higher quality urban environment, better facilities for entertainment and social interaction: all of this is illustrated in Bath. Much was done throughout the 18th century, in terms of streets, footpaths and open spaces to improve the amenability and appearance of the city, following the growing integration of the themes of the French Enlightenment into the planning and architecture of cities.

Wider Significance

- 2.4.50 **Image and Atmosphere:** The high aesthetic quality of the urban and rural landscapes, the variety of elements within those landscapes and the strong visual coherence of the city of Bath is highly valued by both local people and visitors. The combination of the many diverse elements in Bath, such as the architecture, parks and gardens, public spaces, history and associations, modern amenities and entertainment produces an atmosphere that brings many people to the city, either to live, practice business or visit. Institutions such as the universities and colleges, like many businesses, benefit greatly from the city's worldwide reputation as a magnet for overseas students and staff.
- 2.4.51 **Historic Environment:** The historic environment in and around Bath contains many features of local or national significance. The variety, quality and quantity of these elements reveals the city's long and rich history and is an integral part of its appeal and importance. The individual significance of these elements (such as buildings, parks and gardens, streets, archaeological deposits, industrial sites and bridges) is recognised in various designations such as listed buildings and scheduled monuments and their combined value is recognised in designations such as conservation areas. The value assigned to the historic environment in Bath, particularly to local people, is high and is reflected in the pride people feel.
- 2.4.52 Some features have had a large impact on the city, such as the railway and the canal, and hold significance both as individual elements in their own right, and for the way in which they have been integrated into the city. The engineering achievements of the Kennet & Avon Canal and the Great Western Railway Paddington to Bristol line (also of potential international importance) are highly significant and the quality of architecture and careful attention to design to relate to Bath's existing character contributes to the richness and diversity of the city.
- 2.4.53 **Natural Environment:** The landscape surrounding the city plays the vital role of setting to the World Heritage Site and as such is highly significant. The rural landscape is very intimately connected to the city, particularly where it stretches close in to the city centre, and there are skylines, vistas and panoramas visible from many locations throughout the city. Elements such as hills, approach routes to the city, waterways, trees and woodlands are key characteristics of the setting and play an invaluable role in creating the aesthetic qualities that are so highly valued by local people and visitors.
- 2.4.54 The importance of the landscape locally and nationally is reflected in its inclusion in the Cotswolds Area of Outstanding Natural Beauty, the local plan designations such as Important Hillsides, and by the many locally and nationally recognised wildlife and geological designations. In addition to the individual importance of these features is the contribution they make to improve the quality of life for local communities in providing a high quality environment and local amenity.
- 2.4.55 **Spirituality:** There is a mysticism attached to Bath, centred on the presence of the Hot Springs. For at least 6000 years they have been the focus of worship and pilgrimage. The Springs are unique in Britain and despite being surrounded by the built up urban environment, the steaming baths are still an extraordinary and moving sight.
- 2.4.56 **Associations:** The importance and popularity of Bath during the 18th and 19th centuries attracted some of the

most notable people from all sections of society: artists, writers, actors, scientists, and Royal families from across Europe have connections to the city. Bath has been immortalised in the literature of Jane Austen (1775-1817), who lived in the city for a time, and the city has been painted by some of the finest artists in the world, such as JMW Turner (1775-1851). Bath's residents and visitors were largely recorded by Thomas Gainsborough (1727-88) who lived in the city between 1759 and 1774.

2.4.57 **Economics:** The city has a diverse economy, with the service and tourism industries at its core. The success of Bath as a modern city relies on combining the protection of the heritage values and encouraging the presence of a wide range of industry and business interests, to provide employment and appropriate local resources. The city is extremely popular for its shopping, providing both independent and national retail outlets for the needs of both residents and visitors.

2.4.58 **Tourism:** Bath is one of the UK's top destinations for both domestic and overseas visitors and has been a tourist attraction for many centuries. The city receives approximately 1 million staying visitors each year, and approximately 2.75 million day visitors. Visitors identify the heritage, museums, shopping and the special atmosphere of the city as key to their enjoyment of it. The tourism industry is worth over 195 million pounds each year and supports many thousands of jobs both directly and indirectly. The wealth that Bath draws in helps to support the whole district of Bath and North East Somerset, and the wider south-west region of England.

2.4.59 **Education and Research:** The diverse history of Bath, the quantity and quality of historical sources and the physical

remains provide a wealth of educational opportunities from schools to lifelong learning programmes. Many of the courses at the local universities and colleges use the city as a resource for teaching and the international reputation of city makes it a popular destination for international and language students. The museums and other visitor attractions have extensive educational programmes to cater for family and school visits, and the Roman Bath is one of the most popular destinations outside London for educational school visits. The status of World Heritage Site presents a further opportunity and impetus for study and research.

2.5 Ownership & Management of the World Heritage Site

2.5.1 Ownership and management are complex in Bath, given the size and nature of the Site. The vast majority of properties and land are in private individual ownership. There are a small number of organisations that hold larger amounts of property, notably the Local Authority, Housing Associations, National Trust, Universities and St John's Hospital charity.

2.5.2 There is no specific body that manages, oversees or advises on the World Heritage Site as an individual entity. Bath & North East Somerset Council is generally accepted as the steward of the Site, and it is they who have most control over its protection. The Mayor's Office and Council jointly partake in World Heritage events on behalf of the city and represent Bath at the Organisation of World Heritage Cities.

2.5.3 The UK Government through its **Department for Culture, Media and Sport** has lead responsibility for all World Heritage Sites in the UK and its overseas territories. **English Heritage** is

the government's statutory advisor on all aspects of the historic environment in England, and **ICOMOS UK** are funded by DCMS to give advice on world heritage issues.

- 2.5.4 **Bath & North East Somerset Council** owns around 60% of the city centre property, most of which is historic. However, many of these properties are leased out and the level of direct control the Council retains varies greatly. In a few cases, such as the Roman Baths and Pump Room complex and the Guildhall, the Council owns, occupies and manages the property, and therefore has complete control over everything that happens to it. In most cases, however, the Council has only minimal management responsibilities.
- 2.5.5 The Council owns no properties on Queen Square, Gay Street, the Circus or the Royal Crescent. Council owned properties are managed by Property and Legal Services as commercial ventures. The Council holds leases for some buildings, such as the Assembly Rooms which are owned by the National Trust. In this case, the Council has full responsibility for the management and conservation of the property, which houses the Museum of Costume.
- 2.5.6 The Council is responsible for the full range of local authority functions within its area, including planning and conservation, education, highways and engineering, health, leisure and recreation, economic development, tourism, museums, archives and libraries.
- 2.5.7 **Somer Housing Community Trust** was created in 1999 to take over the Council's role as social housing provider. It owns many historic properties, including 30 Grade 1 buildings.
- 2.5.8 **The National Trust** has owned the Assembly Rooms since 1931 but they are leased to Bath & North East Somerset Council who are responsible for the management and conservation of the property.
- 2.5.9 In 1993 the Prior Park Landscape Gardens were given to the National Trust by the Christian Brothers and Prior Park College. The mansion is still in the ownership of Prior Park College and the National Trust is fully responsible for the restoration and management of the gardens.
- 2.5.10 The National Trust owns and manages over 500 acres of land to the east of the city, between the A36 Warminster Road and Claverton Down Road, on which it has created the Bath Skyline, a country walk with views of the city. The land is protected as part of the setting of the city and includes Bathwick Wood, Smallcombe Wood, Rainbow Wood Farm and Fields and Prior Park Landscape Gardens.
- 2.5.11 **The Bath Preservation Trust** was formed in 1934 to protect the architectural heritage of the city. The Trust has been active in saving many historic buildings from demolition and has also fought against schemes that have threatened the wider character of the city. The Trust owns and manages a number of important historic buildings, including No1 Royal Crescent, operated as a museum, and the Countess of Huntingdon's Chapel, housing the Building of Bath Museum. The Trust also administers Beckford's Tower and Museum and the William Herschel Museum. The Trust provides grants for the repair and conservation of historic buildings in Bath.

- 2.5.12 **The University of Bath** is sited at Claverton Down, on a large site at the edge of the Green Belt. The complex is very self-contained with accommodation, shops and entertainment in addition to the educational facilities and the national Institute of Sport. The University has started a limited expansion into the city centre, for small accommodation sites such as at Pulteney Street, Bathwick Hill and a new site at Carpenter House, Southgate Street.
- 2.5.13 **St John's Hospital** and the Trustees of the Bath Municipal Charities own and manage a number of historic properties in and around the city, including the St John's Hospital complex between Westgate Buildings and Bath Street, and St Catherine's and Bellot's hospitals on Beau Street. The Trust is constructing a new complex of almshouses and residential nursing home on a site at Combe Park, Weston.
- 2.5.14 **Bath Spa University College** has two campuses, one situated around Sion Hill and Somerset Place on the northern slopes of the city, and the other at Newton Park, just to the west of the city. Several of the buildings occupied by the University College are listed and Newton Park is on English Heritage's Register of Historic Parks and Gardens.
- 2.5.15 **Network Rail (Railtrack plc)** owns and is responsible for managing the rail network that passes through the World Heritage Site. This line, the Great Western Railway Paddington to Bristol line built by Isambard Kingdom Brunel, is included on the UK government's tentative list for World Heritage Sites and is therefore of potential international importance in its own right. The main associated structures within the City of Bath World Heritage Site are the Twerton Tunnels and viaduct, Bath Spa Station, the Avon bridge crossing and the Sydney Garden cutting and bridges.
- 2.5.16 **British Waterways** owns and manages the Kennet & Avon Canal, which enters the World Heritage Site on the eastern side and joins with the River Avon in the centre of the World Heritage Site. The **Environment Agency** is responsible for the river and its floodplains. Above Pulteney Weir, the Avon is subject to the ownership of the Riparian Owners whose properties border the river.
- 2.5.17 The Cotswolds Area of Outstanding Natural Beauty (AONB) is managed by **The Cotswolds Area of Outstanding Natural Beauty Partnership**. This comprises of local, regional and national organisations representing farmers, landowners, communities, the tourism sector, government agencies, local authorities and wildlife trusts. Its remit includes managing landscape and local heritage features, implementing recreation and sustainable transport projects and raising awareness and support. Bath sits at the southern tip of the Cotswolds AONB, which surrounds the city on its north, south and east sides.
- Bath as a living city**
- 2.5.18 Bath's resident population of approximately 84,000 people is fairly static, the city having achieved 80,000 in the 1950s. There are a high proportion of retired people living in the city.
- 2.5.19 Bath is a focus for regional employment, with 60% of the jobs in the district of Bath & North East Somerset being located in the city. Unemployment is low compared to the national average. In Bath the labour market is relatively self-contained with over 70% of residents living and working in the city.
- 2.5.20 The service sector, incorporating tourism, retailing and leisure, creates most of the employment in the city, 79% of local jobs. Other significant employers are public administration and health; banking, finance and insurance;

and distribution, hotels and restaurants. In addition, Bath is a national centre for publishing. Manufacturing is not a major employer, accounting for less than 8% of the jobs in the city. Most of the businesses are small, with less than 1% employing more than 200 people – less than the average for the South West region. The economy of the district is growing, and business creation rates are high for the UK.

- 2.5.21 The success of the local economy, however, masks some pockets of high deprivation in the city and the district. The wards of Twerton, Southdown and Abbey are in the national top third most deprived wards.

Planning and policy framework

- 2.5.22 This section gives an outline of the planning and policy framework relevant to the World Heritage Site. It is supplemented with further details in Appendix 5.
- 2.5.23 On 1 April 1996 Bath City Council, Wansdyke District Council and Avon County Council ceased to exist. The area previously administered by the City Council, together with the former Wansdyke District, now comprises the new Unitary Authority of Bath & North East Somerset. This new Council has taken over the functions of the Bath and Wansdyke Councils together with those of Avon County Council, and is therefore now both the Local Planning Authority and Highway Authority for the World Heritage Site.
- 2.5.24 Together with Bristol, North Somerset and South Gloucestershire, Bath & North East Somerset Council is part of the Joint Strategic Transportation and Planning Unit. This unit is responsible for preparing the **Joint Replacement Structure Plan** on behalf of the four authorities and co-ordinates regional transport policies. The Structure Plan was adopted in September 2002. It

provides guidance for land use and transport planning decisions for c.15 years ahead, and recognises that development and transport proposals should safeguard and enhance the World Heritage Site.

- 2.5.25 Bath & North East Somerset Council adopted the **Bath Local Plan** in June 1997. The Bath & North East Somerset Local Plan, the first district-wide local plan, went on first deposit on 18 January 2002. Under its present timetable, the plan will be adopted in 2005/6.
- 2.5.26 In January 1993, when the draft Bath Local Plan was placed on deposit, a new policy was included that gave the World Heritage Site key material consideration in all planning decisions. The policy was adopted with the Bath Local Plan in June 1997. The **Bath Manifesto** was also included in the Local Plan, and was written to reaffirm the Council's commitment to conservation and acceptance of its responsibilities as steward of a World Heritage Site. The 1997 Local Plan policy and the updated policy in the 2002 deposit draft Local Plan are in Appendix 5.
- 2.5.27 The **County of Avon Act** was put together in 1982 to consolidate and update various private acts. It is therefore a wide ranging document, designed to be used in conjunction with the more comprehensive local plans. Section 33 of this Act provides protection for the Hot Springs in Bath, identifying the areas in the city where consent from the Council is required to dig or drill below the surface beyond a specified depth.
- 2.5.28 Seven **Policy Notes** were published by Bath City Council between 1993 and 1995, providing background and guidance on various policies in the (then emerging) Bath Local Plan. Policy Note One 'Bath as a World Heritage Site'

- gives background to the Site's nomination and inscription, sets out the policy in the Bath Local Plan and includes the Bath manifesto. These Policy Notes are adopted as Supplementary Planning Guidance (SPG). Some World Heritage Site Management Plans have been adopted by the relevant local authorities as SPG, and the debate as to whether this is appropriate is ongoing nationally.
- 2.5.29 Of the 25 **Planning Policy Guidance Notes** (PPG) published by the Department for Transport, Local Government and the Regions, several are relevant to the management of the World Heritage Site. In particular, PPG15 provides guidance for the historic environment and includes guidance for formulating appropriate planning policies for World Heritage Sites and PPG16 provides guidance for protection of archaeological sites and remains. PPGs 15 and 16 are presently being combined in the emerging Planning Policy Statement 15 (PPS15). Others PPGs that are particularly relevant include PPG1 (General Policy and Principles), PPG3 (Housing), PPG13 (Transport) and PPG21 (Tourism).
- 2.5.30 The **Regional Planning Policy Guidance Note 10** (RPG10), for the South West, recognises that in Bath a balance needs to be struck between preserving and enhancing the city's unique architectural, historic and landscape quality and encouraging and accommodating sustainable development.
- 2.5.31 The cultural and natural heritage of the UK is protected by a number of **statutory designations**. With the Local Plan, these form the principal statutory protection tools for the World Heritage Site which, by itself, has no statutory status.
- 2.5.32 The designations (statutory and non-statutory) for the built environment, such as listed buildings and scheduled monuments, are designed to protect the nationally important historic and archaeological fabric of buildings and structures, and – in the case of listed building and conservation area designations – their immediate context and setting. Bath's designations cover a large proportion of the city's urban fabric, reflecting the scale and importance of the historic environment in the city. For the wider landscape there are a number of designations (statutory and non-statutory), including those mainly designed for development control, such as Green Belt, and specific designations for landscape and nature conservation. Further details of these designations can be found in Appendix 5, but these are the main ones:
- One Conservation Area covering two thirds of the city
 - 4980 Listed Buildings (635 Grade I and 55 Grade II*)
 - Five Scheduled Monuments covering a 1.4 hectare area
 - One Area of Recognised Archaeological Potential covering most of the city centre protected in 1997 Local Plan
 - The Bath & Bristol Green Belt, surrounding the city on all sides
 - The Cotswolds Area of Outstanding Natural Beauty (AONB), surrounding the city on its north, east and south sides
 - 4 ancient woodland sites within the city with others on or close to the boundary
 - 9 entries in English Heritage's Register of Historic Parks and Gardens

- 23 Local Parks and Gardens of Historic Interest, protected in 2002 Draft Local Plan
- 1 entry in English Heritage’s Register of Historic Battlefields
- 7 Important Hillsides, within the urban area, protected in the Local Plan
- 2 Sites of Special Scientific Interest (SSSIs)
- Approximately 100 wildlife areas protected in the Local Plan
- 16 geological sites protected in the Local Plan

2.5.33 In addition to the designations and the Local Plan, there are a large number of documents and strategies that are relevant to the management of the World Heritage Site. The following list gives a few examples, and more can be found in Section 3 and Appendix 1:

- Bath & North East Somerset Local Transport Plan (statutory)
- Twenty Year Vision for the Principal Transportation Networks
- Bath & North East Somerset Tourism Strategy
- Bath & North East Somerset Ten Year Economic Development Plan (emerging)
- Bath & North East Somerset Roman Baths & Pump Room Conservation Statement
- Bath & North East Somerset Landscape Character Assessment
- Bath Urban Archaeological Strategy
- Bath City Council Policy Notes One to Seven 1993-5
- Bath & North East Somerset Western Riverside Supplementary Planning Guidance
- Cotswolds AONB Management Strategy
- National Trust Prior Park Landscape Gardens Conservation Plan
- National Trust Bath Skyline Conservation Plan (emerging)
- University of Bath Masterplan

3 Management issues and objectives

3.1 Introduction

- 3.1.1 This section of the Management Plan outlines 61 issues associated with the World Heritage Site, and identifies 45 objectives designed to achieve comprehensive management of the World Heritage Site. It also sets out the 3 **Overall Objectives** (see paragraph 3.1.10) that are relevant to all aspects of World Heritage Site management.
- 3.1.2 To achieve comprehensive management of the World Heritage Site, a thorough understanding of the vulnerabilities of and threats to the Site, and the opportunities arising from the status of World Heritage Site, as well as a thorough understanding of the resource that comprises the Site, is essential. This will enable the city to manage change whilst ensuring the significance of the World Heritage Site survives.
- 3.1.3 The World Heritage Site is vulnerable to change and growth, but this is both inevitable and desirable in a living city. There are threats to the fabric and character of the World Heritage Site and its setting, and uncontrolled or inappropriate change in these areas can become a threat to the very values for which Bath is inscribed as a World Heritage Site and the authenticity of the Site, as explored in Section 2.4. Conversely, appropriate change is needed to improve the condition and presentation of the World Heritage Site.
- 3.1.4 In addition to threats and vulnerabilities there are many opportunities offered by World Heritage Site status such as: improving the management and condition of the Site; improving its accessibility and use; and contributing to the cultural and economic vibrancy of local and visiting communities.

- 3.1.5 The issues presented in this section explore the vulnerabilities, threats and opportunities relevant to Bath as a World Heritage Site and address the gaps in management that relate to the responsibilities laid out in Article 4 of UNESCO's 1972 *Convention concerning the Protection of the World Cultural and Natural Heritage*: protection, conservation, presentation and transmission to future generations.

Identifying the issues

- 3.1.6 The issues have been compiled from a range of information sources such as strategies, surveys, research and consultations. The information available in these sources has been analysed for its relevance to the World Heritage Site and the issues that resulted from that analysis have been grouped:
- Managing Change
 - Conservation
 - Interpretation, Education & Research
 - Physical Access
 - Visitor Management
- 3.1.7 For each group there are main themes, set out at the beginning of each section, with a short preamble introducing the themes.
- 3.1.8 In June 2002, these issues were the subject of consultation with the World Heritage Site Stakeholders group (see paragraphs 1.2.14-15).
- 3.1.9 The information sources used in the preparation of the Management Plan, and particularly for the identification of the issues, are numerous and varied in format. Examples of the types of sources are given in the list below, though this is not comprehensive and further examples can be found in Appendix 1.

Documents

These include management strategies such as:

- *Cherishing Outdoor Places A Landscape Strategy for Bath* (Bath City Council 1993)
- *Cotswolds Area of Outstanding Natural Beauty Management Strategy* (Cotswolds AONB Joint Advisory Committee 1996)
- *Bath & North East Somerset Tourism Strategy* (2001)
- *Prior Park Landscape Garden Conservation Plan* (The National Trust 2002)
- *Ten Year Economic Plan Towards 2013 Attaining Sustainable Economy For Bath & North East Somerset: Consultation Draft* (2002).

Planning documents such as:

- *Bath Local Plan* (1997)
- *Bath & North East Somerset Local Transport Plan* (2000)
- *Bath & North East Somerset deposit draft* (2002)
- *Joint Replacement Structure Plan* (Joint Strategic Planning and Transportation Unit 2002).

Advisory documents such as:

- *British Standard Recommendations for Storage and exhibition of archival documents BS 5454:1989* (British Standards Institution 1989)
- *The Historic Environment: A Force for Our Future* (DCMS 2001)
- *Power of Place* (English Heritage 2001)
- *People and Places: Social Inclusion Policy for the Built and Historic Environment* (DCMS 2002)

Surveys

These include baseline information surveys such as:

- *Listed Building Survey* (Bath City Council 1975)
- *Buildings at Risk Survey* (Bath City Council 1989)
- *The English World Heritage Sites Monitoring Reports* (ICOMOS-UK 1995)
- *Bath Visitor Survey 2001 Final Report* (South West Tourism 2002)
- *Sites and Monuments Record Data Audit* (Bath & North East Somerset Council Planning Services January 2002).

Research

- *Bath Streetscape History* (CI:TE Team, Bath & North East Somerset Council 1998)

Consultations

- Bath & North East Somerset Council's Voicebox group (citizen's panel) (6 surveys on various topics 1999-2002)
- *Bath World Heritage Site Management Plan Internal Workshop Full Report* (2000)
- *Bath World Heritage Site Management Plan Stakeholder Seminar Full Report* (2000)
- *Consultation Paper on the Management of Sustainable Tourism for Bath & North East Somerset* (The Bath & North East Somerset Tourism Forum (2001)
- *Bath World Heritage Site Management Plan Stakeholder Seminar Full Report* (2002).

Overall Objectives

- 3.1.10 Each of the 45 objectives in the sections that follow covers a number of issues. They are intended to enable the fulfilment of the main aims given in Section 1 and protect the outstanding universal values of the Site. In addition, there are three overall objectives, relevant to every aspect of the management of the World Heritage Site. They are:
- All policies, proposals, decisions and actions should contribute to the protection and conservation of the World Heritage Site, sustaining its outstanding universal values, fabric, character and authenticity to ensure its survival for future generations;
 - All policies, proposals, decisions and actions relating to the World Heritage Site should be based on the principles of sustainability;
 - All individuals and organisations, governmental, voluntary, charitable or commercial, with an interest in the management or use of the World Heritage Site, whether resident or visiting, should have a sound understanding of the concepts of World Heritage, the values of the site and the requirements for conservation and protection of the site.

About the Issues

- 3.1.1 The issues do not generally identify particular sites in the World Heritage Site requiring work. This is because the extent of the World Heritage Site is such that any examples given could only ever cover a small percentage and could lead to a biased impression of the character and requirements of the site. The issues have therefore been designed to identify ideas rather than sites.
- 3.1.12 Similarly, inclusion of an issue or group of issues in the Management Plan is not intended as a suggestion that no work is being done to manage or improve the issue, just that there is more work to do. The numbering of the issues is in no way suggestive of a system of prioritisation.
- 3.1.13 **The issues, objectives and actions are cross-referenced in tables in Appendix 6.** The tables give an indication of which issues, objectives and actions are most closely linked and demonstrate how inter-related they are.

3.2 Managing Change

3.2.1 This section is concerned with ensuring that the mechanisms for managing change within the World Heritage Site are in place. The main themes are:

- Administration
- Funding
- Risk Management
- Information Management
- Monitoring
- Knowledge
- Boundary
- Local Community
- Statutory Development Plans
- Statutory Designations
- Non-Statutory Planning
- Assessing Change
- Development Control
- Contemporary Development

3.2.2 This section is of particular importance in Bath due to the scale and complexity of the city site. Many thousands of people are involved in ownership and management and the cultural assets of the World Heritage Site are an integral part of the modern city.

3.2.3 The protection of the World Heritage Site is primarily achieved through the statutory planning system of development plans and designations. An appropriate system of legal protection is required as part of the criteria for being inscribed as a World Heritage Site (see Section 2.4). The planning system alone, however, cannot provide all the protection that the World Heritage Site requires, and should be used in tandem with measures such as risk assessment and mitigation, identification of an appropriate boundary and awareness raising amongst those who are involved in or impact upon the condition of the World Heritage Site.

3.2.4 While it is necessary to ensure that adequate protection and management mechanisms are in place to avoid change that would be detrimental to the World Heritage Site, change also brings potential opportunities. Appropriate and high quality development can improve the condition, presentation and accessibility of the World Heritage Site and improve its ability to play an active role in the local community. Therefore, using the development control system to improve the World Heritage Site, through tools such as development briefs, design briefs, supplementary planning guidance, article 4 directions and sound urban design principles based upon a thorough analysis of the unique townscape and landscape qualities of Bath, is an important facet of managing the Site.

- 3.2.5 Monitoring is a protection and management tool considered to be of increasing importance throughout the World Heritage community. UNESCO has implemented 6-yearly Periodic Reporting, due to cover Europe for the first time in 2005/6. These Reports will assess the current condition of all World Heritage Sites and the arrangements for their management at both national and local level. However, monitoring at the local level is also required on a yearly basis, both to prevent deterioration in the condition of the World Heritage Site and to ensure the successful implementation of the Management Plan. Monitoring also increases the knowledge base for the World Heritage Site and enables a better understanding of the Site and its requirements.
- 3.2.6 The importance of the local community in enabling the protection and proper management of the World Heritage Site cannot be overestimated. The vast majority of Bath's cultural assets are in private individual ownership and each individual property or site has an impact on the condition and presentation of the World Heritage Site as a whole. Engaging with the community and ensuring that they benefit from the status of World Heritage Site as well as contribute towards its management is crucial to the success of this Management Plan and its aim to secure the ongoing survival of the World Heritage Site.
- 3.2.7 The arrangements for the preparation of this Management Plan – Steering Group, Project Officer, Local Authority Officer Working Group and Stakeholder Group – are temporary and will come to an end on completion of the production of the Management Plan. They have, however, proved effective for securing the development of the Management Plan and have illustrated the need to have both formal management and administrative arrangements and dedicated resources for the ongoing implementation of the Management Plan (see Section 4.2).

3.2.8 Managing Change Issues

Issue 1

Need to ensure the effective implementation of the Management Plan, its objectives and action plan

- The World Heritage Site would benefit greatly from a formal and comprehensive management arrangement
- The Management Plan can only be successfully and comprehensively implemented through partnership working
- Need to educate those who administer, manage and impact upon the World Heritage Site in its values, needs and opportunities
- Need to secure on-going resources for the effective implementation of the Management Plan
- Need to have processes in place for monitoring implementation and reviewing the Management Plan to ensure it retains its relevance
- Need to make full use of modern information and communication technology, particularly GIS and the Internet, to ensure an appropriate and comprehensive use and implementation of the Plan

Issue 2

The Local Authority is responsible for a large proportion of the expenditure in caring for the World Heritage Site

- There are responsibilities attached to the stewardship of a World Heritage Site over and above the regular responsibilities of a Local Authority
- There are no additional funds automatically available to a Local Authority that has a World Heritage Site within its area
- World Heritage is not a recognised indicator for qualifying for additional funding from agencies that finance Local Authority work
- Bath & North East Somerset Council does not have the resources to finance all the extra responsibilities attached to the care of the World Heritage Site

Issue 3

Risks to the World Heritage Site need to be identified and mechanisms put in place for their prevention and/or mitigation

- At present, risk within the World Heritage Site is managed for some individual elements, but there has been no comprehensive assessment of the risks to the whole Site, particularly not in relation to the outstanding universal values of the Site
- A thorough assessment of the risks to the Site, both existing and potential, could inform strategies to be actioned now to mitigate risk and others to be put in place for potential disasters.
- Risk management is the responsibility of many different organisations and individuals
- Risks to the World Heritage Site are not always physical
- Complacency, particularly concerning the condition of the World Heritage Site, can lead to a continual erosion in the condition of the Site
- Political and administrative change can pose a threat to continuing commitments to fulfil the obligations of the World Heritage Convention
- The importance of the World Heritage Site to the community (domestic and international) can be subject to fluctuations in taste and fashion

Issue 4

The World Heritage Site is a complex site, the management of which requires the co-ordination of a large number of disciplines and agencies

- There is a wide range of records relevant to the World Heritage Site with varying accessibility and compatibility, spread between many different individuals and organisations, and there could be many records which have not yet been identified
- There is a wide range of individuals and organisations involved in the management or care of the World Heritage Site who require access to a comprehensive information system to make informed decisions
- At present there is no co-ordinated system for the storage, analysis or use of these records
- There is only very limited use at present of Information and Communications Technology (particularly GIS) to store and use records relating to the World Heritage Site
- If records relating to the World Heritage Site, particularly drawn, written and photographic records of the component parts of the Site, are lost so is a large proportion of the current knowledge of the Site
- There are many people whose knowledge of the World Heritage Site has never been recorded, but would be irreplaceable if lost

Issue 5

Monitoring of both the World Heritage Site and the implementation of the Management Plan are essential to ensure the proper management and continued survival of the Site

- The existing national planning system does not incorporate regular or detailed monitoring of the condition of the World Heritage Site as required by this Management Plan and UNESCO's Periodic Reports
- There are several monitoring programmes which are not yet comprehensive, co-ordinated or compatible for analysis purposes
- The UNESCO Periodic Reports are due to be completed for Europe in 2005/6 and will require information on the state of conservation of the World Heritage Site through monitoring indicators
- Regular monitoring of the implementation of the Management Plan will allow the Plan to react to any necessary short-term alterations

Issue 6

There is much about the character and condition of the World Heritage Site that has yet to be understood

- It is difficult to manage and conserve what is not properly understood
- While there are several individuals, groups and organisations engaged in recording elements of the World Heritage Site, there is no comprehensive or co-ordinated programme
- Recording provides vital information for understanding the condition, character and value of the World Heritage Site and also for monitoring, research and archive activities
- Results of recording activities should be entered into a GIS for the World Heritage Site to inform management decisions

Issue 7

The World Heritage Site boundary should give the best protection possible to the Site, its outstanding universal values and its setting

- No boundary map was supplied to UNESCO's World Heritage Committee with the nomination papers in 1987
- The boundary as used by the Local Authority is based on the city's municipal boundary rather than on an assessment of the character, extent and setting of the World Heritage Site
- The boundary at present does not include any of the wider landscape setting of the World Heritage Site
- There is no buffer zone at present, nor has there been any assessment of whether a buffer zone is necessary

Issue 8

There is a need for awareness raising throughout the local community of the values of the World Heritage Site and the issues raised by the city's status

- There is widespread knowledge of the status but the reasons for the inscription or the responsibilities the status brings are less well known
- Greater understanding of the strengths and vulnerabilities of the World Heritage Site, and its special value to the world, should increase people's enjoyment of it and encourage their involvement in its protection and enhancement
- Local communities have collective and individual responsibilities for the care of many elements of the World Heritage Site

Issue 9

Heritage is often seen as exclusive and unengaging

- A wide variety of communities live in the World Heritage Site
- The World Heritage Site is well known for certain elements of its values or history but its relevance to the wider community is under-utilised

Issue 10

There is potential for much greater benefit to the local community from the status of World Heritage Site

- It is difficult to quantify the value (economic, social or otherwise) so far of Bath's status as a World Heritage Site
- Bath has an established international reputation as a heritage city destination, and a tourist industry of high economic value
- The status has been successfully used at other World Heritage Sites to benefit the local community economically and socially – particularly in deprived areas
- The World Heritage Site is a valuable tool for a wide range of activities (i.e. learning, culture, leisure) but is not promoted as such
- The potential for shared experiences and exchanges with other national and international World Heritage Sites is virtually untapped

Issue 11

Need to ensure appropriate statutory protection for the World Heritage Site

- The Bath Local Plan is being replaced with the B&NES Local Plan
- The Hot Springs are not adequately protected in the Bath Local Plan
- The Policy Note One 'Bath as a World Heritage Site' needs to be updated to provide adequate guidance on the World Heritage Site policy in the Local Plan
- The changes proposed to the national planning system may result in the replacement of Local Plans with local development frameworks, and therefore may impact upon the existing statutory designations which provide protection for the World Heritage Site

Issue 12

Statutory designations need to be kept accurate, relevant and robust

- The Conservation Area boundary has a number of anomalies
- There is no Conservation Area character appraisal
- The Listed Buildings are currently under review
- Scheduled Monuments will be reviewed as part of the Bath City Urban Archaeological Strategy which may result in recommendations for alterations to the Schedule
- The Bath & Bristol Green Belt may be reviewed by the Joint Structure Plan Committee
- The continuation of the AONB protection for the countryside around Bath is very important for preserving the character of that part of the setting of the World Heritage Site
- Nationally important sites are no longer automatically given a statutory designation, such as scheduled monument – but where there is no legal protection they should
- The Conservation Area alone cannot protect the whole World Heritage Site and its setting as it only covers approximately 60% of the city

Issue 13

Non-statutory planning and management mechanisms complement and extend the protection afforded to the World Heritage Site by statutory development plans and designations and improve its overall management

- Non-statutory designations such as English Heritage's Register of Historic Parks & Gardens are an essential element of the protection available to the World Heritage Site and its individual elements
- Non-statutory designations need to be kept accurate, relevant and robust
- The guiding principles laid down in Planning Policy Guidance Notes PPG15 and PPG16 need to be fully implemented to afford the best protection to the fabric and character of the World Heritage Site
- Nationally important sites are no longer automatically given a statutory designation, such as scheduled monument – but where there is no legal protection they should
- There are a number of sites (i.e. landscapes, streetscapes, buildings, parks, cemeteries) that would benefit from the preparation of individual conservation and/or management plans
- There is no obligation on private owners to produce or implement such plans
- The management of individual sites should be based on a thorough understanding of how those sites relate to the outstanding universal values of the World Heritage Site
- There is no character assessment of the urban area of the World Heritage Site

Issue 14

The World Heritage Site, as a city, is a continually evolving organism

- Change (i.e. development) is necessary to sustain the health of the city and therefore the World Heritage Site
- Change can be both an opportunity to improve the World Heritage Site and a threat to the survival of its outstanding universal values
- Managing change successfully depends on making decisions informed by a detailed understanding of the World Heritage Site and its outstanding universal values
- There are many different tools available to guide development in the World Heritage Site (such as tall buildings policy, PPG15 and 16) but there is no framework that specifically links the values of the World Heritage Site to its ability to withstand change
- There is a need for analysis and guidance as to how much change (and what kind of change) the World Heritage Site can sustain before its outstanding universal values are threatened

Issue 15

Due to the complexity of the site and the number of listed buildings, planning applications are more involved and protracted than in general

- National targets do not allow for regional variations in the type, number and complexity of planning applications
- Attempting to meet these targets may lead to lower standards of decision making
- The Policy Note One 'Bath as a World Heritage Site' needs to be updated to provide adequate guidance on the World Heritage Site policy in the Local Plan
- It is not always possible to secure an Environmental Impact Assessment (EIA) where a proposed application may have a significant impact on the World Heritage Site and its setting, despite special regulations for this purpose and the recommendation for their use in PPG15

Issue 16

The sensitivity of the fabric and character of the World Heritage Site (both as a whole and as individual elements) and its visual and contextual setting (urban and landscape) requires careful development control over a wide area in and around the city

- Developments, small or large, within and around the city may have a substantial impact on the wider character (particularly visual appearance), historic fabric and archaeology of the World Heritage Site, depending on issues such as: design, size, materials used, integration with public realm, impact of traffic volume and change in use of a building, site or area
- Developments on the outskirts of the city may physically or visually degrade the countryside setting the World Heritage Site
- Incremental developments that individually do not seriously impact upon the authenticity, historic fabric, archaeology or character of the World Heritage Site can, cumulatively, cause degradation of those aspects of the Site or its setting
- There should be a presumption in favour of preserving the historic fabric of the World Heritage Site and its setting, where it defines the character, authenticity and outstanding universal values of the Site
- There should be a presumption to preserve archaeological remains in situ
- There is scope for improving the condition and presentation of the World Heritage Site through appropriate and high quality development proposals
- Assessing impact of proposals on the World Heritage Site depends on understanding the outstanding universal values and character of the Site

Issue 17

Permitted development rights have the potential to alter the fabric, authenticity and character of the World Heritage Site

- There is no analysis as to the impact of permitted development activities on the fabric, authenticity, character and outstanding universal values of the World Heritage Site, and the ability of the Site to sustain such change
- Some elements of the World Heritage Site, such as visual appearance, archaeology, and public realm, are particularly vulnerable to potential damage from permitted development activities
- Guidance as to appropriate permitted development activities (i.e. design, materials, co-ordinated action for installation of utilities and infrastructure) would help those engaged in permitted development activities to avoid damage to the World Heritage Site
- Article 4 Directions can be used to avoid potential damaged to the World Heritage Site through permitted development rights

Issue 18

The integration of contemporary design into a historic environment can be extremely challenging

- There is no analysis or guidance as to the ability of the World Heritage Site to cope with physical change
- The standard of contemporary architecture, and its ability to stand the test of time, in recent decades has generally not matched the standard of the historic architecture of the city
- The high quality of the historic architecture in the World Heritage Site should be complemented by the highest quality in contemporary design
- There should be a presumption in favour of preserving the historic fabric of the World Heritage Site and its setting, where it supports the character, authenticity and outstanding universal values of the Site
- Assessing the impact of proposals on the World Heritage Site depends on understanding the outstanding universal values and character of the Site

Issue 19

There are a number of large developments planned within the World Heritage Site in the near future

- Large scale developments can fundamentally alter the visual appearance, structural fabric, archaeological deposits and authenticity of the World Heritage Site
- These developments are important for the continued economic prosperity, regeneration and vitality of the city
- There is scope for improving the condition and presentation of the World Heritage Site through appropriate and high quality development proposals
- These developments have the potential to substantially impact upon the traffic and transport dynamics of the World Heritage Site
- There should be a presumption in favour of preserving the historic fabric of the World Heritage Site and its setting, where it supports the character, authenticity and outstanding universal values of the Site
- Knowledge concerning the extent of the archaeology and the origins and nature of the Hot Springs is incomplete
- Assessing impact of proposals on the World Heritage Site depends on understanding the outstanding universal values and character of the Site, and on the provision of all necessary information to substantiate the proposal
- The Policy Note One 'Bath as a World Heritage Site' needs to be updated to provide adequate guidance on the World Heritage Site policy in the Local Plan
- Environmental Impact Assessments are an important tool in assessing the impact of large scale developments and are generally recommended for use in World Heritage Sites by PPG15
- Design statements should be utilised to assess the suitability of development proposals

3.2.9 Managing Change Objectives

Objective 1

Ensure that the management and administrative arrangements for the World Heritage Site are appropriate for the effective ongoing implementation of the Management Plan, encouraging active community involvement, enabling greater co-ordination between partners and securing the required funding levels

Objective 2

Make a thorough assessment of the potential risks to the survival of the World Heritage Site and all relevant archives, and the provisions of existing risk management plans, and ensure that they are comprehensive and effective

Objective 3

Ensure that all information about the World Heritage Site is collected, stored and analysed in a way that assists the implementation of the Management Plan, ensuring compatibility, accessibility and integration of information amongst partner organisations

Objective 4

Make full use of modern information and communication technology to develop an interactive database and GIS for the full implementation of the Management Plan

Objective 5

Establish an accurate picture of the current condition and vulnerability of the various elements of the World Heritage Site and develop a system to continually monitor the condition of the site

Objective 6

Develop proposals for establishing an appropriate boundary for the World Heritage Site and its setting (and if necessary a buffer zone) to protect its outstanding universal significance, and obtain approval of the World Heritage Committee for this proposal

Objective 7

Ensure that the World Heritage Site status enriches the cultural and economic activities of the local community, and encourage communities to engage with the World Heritage Site by raising awareness of the Site's values and vulnerabilities, and the opportunities the status brings

Objective 8

The World Heritage Site should be taken into account in the preparation and implementation of all planning, regulatory and policy documents (statutory and non-statutory) which might affect it and in any changes to the planning system in future

Objective 9

Statutory and non-statutory designations should be kept relevant and robust to afford the best protection possible to the World Heritage Site and its constituent elements

Objective 10

Establish detailed assessments of the character and outstanding universal values of the World Heritage Site and its ability to sustain change, and put mechanisms in place to provide a framework against which development proposals can be assessed, to protect and enhance the outstanding universal values of the World Heritage Site and encourage the economic, social and cultural life of the city

Objective 11

The Local Authority and other agencies involved in the management of the World Heritage Site should not permit any development that would be detrimental to the World Heritage Site and its setting, and developers should prepare high quality development schemes, taking into account the values of the World Heritage Site and the ability of the Site to accommodate change

Objective 12

Contemporary architecture of outstanding quality should be encouraged where appropriate, to enhance the values of the World Heritage Site and all new development should be integrated into the existing character of the location, considering and understanding the values of the wider World Heritage Site, and enhancing the presentation and use of the public realm

3.3 Conservation

- 3.3.1 This section is concerned with issues of conservation, care and maintenance for all elements of the World Heritage Site, including buildings, gardens, parks, archaeology, streets and other public spaces, waterways, natural landscape and geological features. The main themes are:
- Ownership
 - Funding
 - Historic Environment
 - Buildings
 - Landscape
 - Archaeology
 - Public Realm
- 3.3.2 Conservation of the World Heritage Site, ensuring that it survives in the best condition possible and that the reasons for its inscription are maintained, is at the core of managing the World Heritage Site.
- 3.3.3 Bath at present is generally in good condition. It has benefited greatly from a forty year historic building repair grants programme, funded jointly by central and local government, which came to an end in 1995/6. In the last decade particularly, funding for local government has decreased and the historic environment has to compete for budgets with increasingly important areas such as tackling crime, education and health.
- 3.3.4 Responsibility for maintaining and conserving the elements of the World Heritage Site primarily rests with individual owners. In Bath, where there are many thousands of individual owners, there is a need for a comprehensive and co-ordinated conservation approach for the whole World Heritage Site. Ensuring the continued conservation of both the fabric and the character of the World Heritage Site is dependent on the enthusiasm and understanding of owners, and the support and resources available to them.
- 3.3.5 Conservation in Bath is as much about education and raising awareness as ensuring the right materials and techniques are used. Equally, facilitating conservation through appropriate understanding and resources, and ensuring work is of the highest quality and is carried out in the context of the entire World Heritage Site, should be indivisible activities.
- 3.3.6 Some elements of the World Heritage Site, particularly the buildings, have benefited from substantial repairs over the last fifty years and there is an urgent need to continue this work. Other elements have been largely overlooked until recently and are undervalued as important elements of the World Heritage Site. This is particularly relevant to the geological and industrial elements, the waterways, parks and gardens and the public realm. There is a special need to improve the condition and presentation of these elements of the World Heritage Site, and to ensure that they are fully incorporated into the values and management of the Site.
- 3.3.7 The application of archaeological techniques as an aid to understanding and conserving the WHS is not as well used as it should be and the advice and guidance in PPG15 and 16 (soon to be PPS15) needs to be fully implemented. Archaeology has a lot to offer an understanding of the authenticity and integrity of the different elements of the World Heritage Site (buildings, parks, gardens, cemeteries, streets etc) as well as buried remains of all periods.

3.3.8 Conservation Issues

Issue 20

Ownership patterns in Bath are complex and responsibility for the care of the World Heritage Site therefore lies in many different hands

- Most responsible parties are not experts in conservation and would benefit from advice and guidance in the care of their properties
- Individual properties should be managed, maintained and repaired in the wider context of the World Heritage Site
- The Council, as one of the largest landowners, needs to set a standard for its own property portfolio that can become an exemplar for others to follow

Issue 21

Conservation can be seen as a negative concept, a burden on owners and an obstruction to change and growth

- Clear advice on the requirements of historic properties and sites could make conservation more approachable and manageable
- A consistent approach to conservation and its importance from those who manage and carry out work within the World Heritage Site is a fundamental necessity for encouraging owners and stewards to adopt a responsible attitude towards the historic environment

Issue 22

It is becoming increasingly difficult to secure grant funding for the historic environment

- Private owners are responsible for a significant proportion of the cost of caring for the individual elements of the World Heritage Site
- There is now no joint Local Authority / English Heritage grant scheme for historic environment in Bath
- Traditional local authority grant schemes are increasingly rare
- Alternative grant providers in the city are limited by funding to small amounts
- English Heritage is currently extremely limited in the grant funding they can offer
- Private owners are particularly limited in options for grant funding
- There is now less control over the quality of repair work to historic buildings
- There is currently inadequate baseline survey information to direct funding to the most vulnerable areas of the historic environment

Issue 23

Funding for the majority of individual historic environment and associated topic projects must be sourced on a case-by-case basis

- This requires both personnel and financial resources
- Partnerships are increasingly important for the successful financing and implementation of projects

Issue 24

There is a need to base conservation and management of individual elements in the World Heritage Site on a thorough understanding of how those sites relate to the values of the whole Site

- The character and condition of the different elements of the World Heritage Site needs to be assessed to ensure appropriate action is taken to secure the continued survival and World Heritage Site and its outstanding universal values
- Securing continued conservation and authenticity of the World Heritage Site and its different elements requires consideration of appropriate materials, techniques, workmanship, design, monitoring, recording and research, as well as a thorough understanding of the outstanding universal values of the Site
- There is a need for comprehensive analysis and guidance to identify and source appropriate materials and techniques for use in the repair and maintenance of the World Heritage Site
- There are complex relationships between the individual elements which need to be analysed and understood
- The elements that make up the World Heritage Site include those intangible values such as the strong visual homogeneity through the use of Bath Stone and pennant paving, and the integral relationships between private buildings and the public spaces around them
- Larger properties or sites benefit from individual conservation and/or management plans

Issue 25

Disused or damaged buildings, structures and sites deteriorate faster than those in use and do not contribute to the local economy

- Securing the appropriate repair and reuse of a historic structure or site can be a difficult and long process
- There is a paucity of funding available to help secure the repair and reuse of disused and damaged structures
- All disused or damaged historic structures should be identified and all efforts put into securing their repair and reuse
- The English Heritage Buildings at Risk register and the Bath & North East Somerset Buildings at Risk register highlight those Listed Buildings requiring repair or reuse, though not all buildings of value to the World Heritage Site are Listed
- To be effective these registers must be continually monitored and updated
- There are a variety of tools to ensure that buildings at risk are repaired or reused, though it can be difficult to secure the appropriate resources to do this
- Repairs to elements of the historic environment should be carried out with a full understanding of the value of those elements to the World Heritage Site and the need for appropriate materials, design and workmanship

Issue 26

There is a need to understand the buildings of the World Heritage Site in the context of their surroundings and the values of the whole Site

- The buildings have complex relationships with other elements of the World Heritage Site, particularly the streets and open spaces, and the landscape surrounding the city: these relationships are not yet fully understood
- The interiors of historic buildings, their contribution to our understanding of the World Heritage Site and their vulnerability, are often overlooked
- The materials, design and workmanship used to construct the historic buildings are essential to the visual homogeneity and authenticity of the World Heritage Site and the aesthetic values placed upon the Site by local and visiting communities and people
- Our knowledge of the historic fabric, design and workmanship of the historic buildings is incomplete and the records of this are diverse in location and compatibility
- There is a need for comprehensive analysis and guidance to identify and source appropriate materials and techniques for use in the repair and maintenance of the World Heritage Site

Issue 27

Despite their general good condition, the historic buildings and archaeological structures of Bath are vulnerable to inappropriate or inadequate maintenance

- There is limited knowledge of the detailed condition of the fabric of the World Heritage Site
- The majority of conservation work is carried out reactively (i.e. as problems occur) rather than proactively (i.e. preventative maintenance)
- It is difficult to ensure that conservation work is of the highest quality
- Application of techniques and materials suitable for modern buildings can result in damage or heightened deterioration of historic buildings
- Using specialist techniques and materials for appropriate conservation work can cost considerably more than standard techniques and materials
- Many of the properties in the World Heritage Site are now subdivided into apartments which can leave them vulnerable to loss of character, historic fabric, authenticity and inadequate maintenance, though there seems to have been a recent increase in applications to return subdivided buildings to individual homes

Issue 28

Historic buildings are a valuable resource for people's enjoyment and understanding of the World Heritage Site

- The historic buildings of the World Heritage Site are also homes and places of business and leisure, and a balance must be maintained between sustaining the values of the World Heritage Site and sustaining the activities of a living city
- All efforts must be made to find appropriate high quality solutions to the potential conflict between the need to sustain the outstanding universal values and fabric of the World Heritage Site and the need to use elements of it, particularly buildings, to sustain modern living
- The presentation of historic buildings, and the ability of people to understand and enjoy them, can easily be compromised by the presence of infrastructure from the modern city
- The presentation of historic buildings should be to the highest standard, and should relate them where appropriate to their contextual and visual setting

Issue 29

The countryside surrounding Bath and green spaces in Bath are integral to the values of the World Heritage Site and also form the wider setting of the city

- Management of the countryside surrounding Bath must take into account the values of the World Heritage Site and its role as wider setting, in particular there are some gaps in our detailed understanding of the relationship of the architecture and development of the World Heritage Site to the surrounding landscape
- The wider landscape around Bath is not included in the World Heritage Site boundary and there is no buffer zone
- Inappropriate development in the countryside surrounding Bath could impact negatively upon the setting of the World Heritage Site
- It is increasingly difficult to maintain agricultural activities on the fringes of the city, potentially leading to a loss of the character of the landscape setting
- Trees, woodlands and hedgerows make a vital contribution to the setting of the World Heritage Site, especially to the Bath skyline, and are a valued element of the urban environment; lack of funding for woodland management or replacement of skyline or urban trees threatens their long term survival
- The bio-diversity of the World Heritage Site is vulnerable and requires careful management to ensure its survival
- The countryside supports the physical approaches (historical and contemporary) to and viewpoints of the World Heritage Site, which are a part of the character of the Site and are essential for access

Issue 30

The geology of the area – both natural features and man-made – is integral to the values of the World Heritage Site

- The geology – particularly the origins of the Hot Springs – is still largely not understood
- Land instability threatens the survival of parts of the World Heritage Site
- Heritage connected with the geological aspects of the World Heritage Site (i.e. mining) has a low profile and some features and archaeological remains are extremely vulnerable
- Some features connected directly to the World Heritage Site and its values (i.e. stone mines) do not lie within the present boundary

Issue 31

Bath's parks and open spaces are both a valuable feature of the World Heritage Site and a popular amenity for the local community

- Bath's historic parks require ongoing restoration and enhancement projects to restore the quality of their environments
- Careful management is required to maintain a balance between the amenity value of the parks and open spaces, and their integrity as elements of the World Heritage Site
- Some parks have become vulnerable to the requirements of traffic, becoming isolated from pedestrian routes or used heavily for parking which can lead to a loss in the landscape character, views and tranquillity of the area
- The Gazetteer of Historic Parks & Gardens in Avon requires updating, with particular consideration given to those sites which have direct significance to the World Heritage Site and the district of Bath & North East Somerset

Issue 32

The River Avon is an underused and poorly presented resource

- The river has potential for improvement as a leisure amenity and as an integral part of the visual and contextual environment of the World Heritage Site
- The river adds to the Kennet & Avon canal to complete the route to Bristol; the canal is a growing visitor attraction and holiday resource
- The river has important value and potential as a landscape corridor through Bath
- The river is an important wildlife corridor, a protected nature Conservation Site in the Bath & North East Somerset Local Plan
- The river and its flood plains play an important role in the management of flood waters in the Avon valley
- The river is a potential transport route

Issue 33

The archaeology of Bath is not fully understood

- The extent and quality of survival of remains of all periods is not fully known
- It is difficult to manage and conserve what is not properly understood
- Archaeological deposits are fragile and highly vulnerable to development
- Whilst there should always be a presumption to preserve archaeological remains in situ there may be occasions where specialist research-led archaeological investigations will be required to enhance our knowledge of the history of Bath and the nature of archaeological deposits and structures.
- Archaeological deposits have the potential to reveal a large amount of information on Bath's history, origins and development. They can also shed light on the changing environment, health and status of its inhabitants and the day to day economic, social and religious life of the city throughout the historic period
- There is only very limited access to archaeological information and artefacts and there are large gaps in the interpretation available for the archaeology of the WHS
- Current knowledge of Georgian Bath is largely associated with the built environment and documentary histories which have tended to deal largely with a particular social elite. The lives of the majority population, including artisans, workers and paupers can sometimes only be investigated and researched through the application of archaeology particularly as much of the built environment associated with the 18th and 19th century working classes have been demolished

Issue 34

Archaeology is an important tool in the maintenance and management of the historic environment

- Detailed archaeological and historic streetscape studies can inform the development of appropriate public realm enhancements
- The use of archaeological investigative techniques and methodologies can provide much needed insights into the history and development of different elements of the historic environment such as buildings, parks, gardens, cemeteries and industrial sites and can inform the assessment of authenticity and integrity and guide the sympathetic conversion or management of the historic environment
- The relationship between buildings and their physical settings including below ground structures and deposits can also be addressed through the application of archaeology

Issue 35

The public realm is an important historic element of the World Heritage Site

- The public (and private) spaces of the WHS form the physical matrix into which the buildings are set; they are in need of understanding and conservation as historic elements, both fabric and contextual
- The complex relationships between these spaces and other elements of the World Heritage Site requires analysis and understanding
- Archaeological and historical research is needed to inform the conservation, management and enhancement of the public realm
- The public realm holds valuable information about other elements of the historic environment and should inform their conservation, management and enhancement
- The public realm is relevant to almost all aspects of the management of the World Heritage Site
- There is no comprehensive recording or monitoring of the fabric, design or workmanship of the public realm as an historic element of the World Heritage Site and our understanding of this is incomplete
- The maintenance of highways (including footways) is a particular challenge where there is in situ historic fabric and/or heavy traffic flows

Issue 36

The presentation and use of the public realm should enhance the values of the World Heritage Site and people's enjoyment of it

- The modern infrastructure (street signs, commercial signs, street furniture, road paint etc) and access requirements of the public realm are often in conflict with the historical context of the World Heritage Site
- There is inconsistency in the provision of this modern furniture in terms of siting, design, materials, quality of workmanship and quantity
- The presentation of the public realm is controlled by both public and private organisations and individuals, with limited co-ordination
- Historic environment protection in the planning system covers only a proportion of the modern infrastructure in the public realm
- The public realm should provide some information about the World Heritage Site
- Public spaces can help to interpret the historic environment that people move through, either as visitors or regular users
- At present, it is easy to move around the city without realising that it is a World Heritage Site or why
- The current street information panels are old and worn
- The public spaces of the World Heritage Site are also a living community and too much, or inappropriate, on-street interpretation can create the feel of a museum exhibit and can contribute to clutter which is detrimental to the appearance of the Site

Issue 37

The public realm should help make the World Heritage Site accessible to everyone

- At present the public realm is still largely orientated towards motorised traffic
- There is great potential for improving the public realm to encourage greater pedestrian or cycle movement around the World Heritage Site, particularly to the less well used areas
- Some public facilities, particularly toilets, are inadequate in the main shopping and visitor areas
- There is a need for improved street lighting, and a co-ordinated approach to its provision
- The pedestrian signage is coming to the end of its lifespan and requires replacement
- The World Heritage Site should be as accessible as possible to all mobility requirements
- Greater funding and investment will be required in order to achieve the necessary improvements to the public realm

Issue 38

There is much room for improvement in the maintenance of the public spaces of the World Heritage Site and there is a need for substantial capital investment to raise the quality of those spaces

- There is currently no guidance for the appropriate design, material or siting of modern interventions in the public realm of the World Heritage Site (street furniture, traffic management etc)
- There is room for improvement in the tidiness and cleanliness of the World Heritage Site (bins, litter, graffiti, chewing gum, flyposting etc)
- Private organisations and individuals have a role to play in ensuring the public spaces they impact upon and the public aspects of their private properties are well-maintained
- There is as yet no strategy for long-term investment or comprehensive management to improve the public spaces of the World Heritage Site
- Maintenance of the footways and highways in particular is challenging due to constant and/or heavy traffic flows and the requirements for traffic management infrastructure

3.3.9 Conservation Objectives

Objective 13

Owners and users of historic properties or sites within the World Heritage Site and its setting, or any property that impacts upon the World Heritage Site, should be aware of the requirements for care and enhancement, have access to appropriate guidance and advice, and should endeavour to maintain and repair their properties to a standard appropriate to their status as constituent elements of the Site

Objective 14

Ensure that adequate funding is available and is appropriately used for the conservation of the World Heritage Site

Objective 15

Any conservation work for enhancement, maintenance, repair or restoration carried out within the World Heritage Site should be of the highest standard, using materials, design and workmanship appropriate to the character of the Site and taking into account the immediate location of the work, its relationship to the rest of the World Heritage Site and its setting, and the need to protect the Site's outstanding universal values

Objective 16

Maintain a consistent and clear management approach to conservation across the World Heritage Site, taking into account the character of different areas of the city and the impact individual areas and their needs have on the wider city

Objective 17

Identify and implement positive measures for the enhancement and regeneration of the World Heritage Site and its setting, to improve the physical condition, presentation and interpretation of different elements of the Site and to sustain the character, outstanding universal values and authenticity of the whole Site

Objective 18

Assess the availability and sustainability of materials required to conserve and enhance the character, outstanding universal values and authenticity of the World Heritage Site, and secure appropriate sources for long-term use

Objective 19

Encourage the timely use of planned maintenance programmes and, where beneficial and appropriate, prepare conservation and/or management plans to avoid wherever possible the loss of historic fabric and authenticity through intermittent repair work and to ensure that properties and sites remain sympathetic to the character and authenticity of the World Heritage Site

Objective 20

Secure the repair, maintenance and appropriate sustainable use of any disused or damaged buildings or structures within the World Heritage Site

Objective 21

Ensure that the landscape and natural elements of the World Heritage Site, including any heritage sites and remains associated with them, are acknowledged and understood as integral parts of the Site's values and are managed accordingly

Objective 22

Ensure that those elements of the World Heritage Site that are vulnerable to natural or man-made instability (particularly geological sites and remains) suffer no further degradation and that the condition and stability of these features is regularly monitored

Objective 23

Increase understanding and awareness of the archaeological remains of the World Heritage Site in order to inform management decisions, and improve the comprehensiveness and accessibility of archaeological information and artefacts

Objective 24

Ensure that the public realm is regarded and understood as an historic element of the World Heritage Site, and that any alterations to it should take the historical and cultural significance of the public realm into consideration

Objective 25

Establish agreed standards for workmanship, design, materials and maintenance for work carried out in the public realm, ensuring that work is of a high quality appropriate to the international importance of the city

3.4 Interpretation, Education & Research

- 3.4.1 This section is concerned with making the World Heritage Site comprehensible to as wide a range of people as possible, and making the best use of the World Heritage Site for educational purposes, either for leisure, formal study or as a tool for raising awareness. The main themes are:
- Interpretation
 - Education
 - Research
- 3.4.2 Enabling people to understand what they see when they visit the World Heritage Site and to give access to the Site, its values and significance to those who cannot visit is a key component of managing the World Heritage Site. It is complementary to the work of protecting and conserving the Site and is intimately connected to providing physical access and managing the appearance of the public realm.
- 3.4.3 Interpretation is the means by which people can understand the values and significance of the World Heritage Site, both as a whole and as individual elements. Generally in Bath, individual elements have better and more comprehensive provision for interpretation (i.e. through museums, leaflets and books) than the World Heritage Site as a whole.
- 3.4.4 Interpretation should be available to anyone who might be interested and, particularly, should be relevant to both residents and visitors.
- 3.4.5 The World Heritage Site is a unique and invaluable resource for learning and enjoyment. The potential of the World Heritage Site to be used in a number of different educational approaches is vast. Community, outreach and lifelong learning; professional training; school curriculum; and higher education programmes are just some of the areas that could benefit from using the World Heritage Site as an educational tool. In addition, all of these areas apply equally to the UK and to other countries.
- 3.4.6 The successful management of the World Heritage Site must be based upon a comprehensive understanding of the Site. This should in part be achieved through focused and ongoing research. As well as historical, architectural and archaeological research, there is a need for greater understanding in areas such as conservation, geology, ecology, tourism, traffic and transport, property management and economic development.
- 3.4.7 Libraries, local study centres, archives, local special interest groups and organisations, statutory record keepers and museums all play a valuable role in providing resources for research, often carrying out research themselves. They are also fundamental to the protection and conservation of historical and current archives relating to the World Heritage Site and its management.

3.4.8 Interpretation, Education & Research Issues

Issue 39

Interpretation should enhance visitors' and local people's enjoyment and understanding of the World Heritage Site

- There is little representation in existing interpretation of the World Heritage Site, its extent and values, or of the wider world heritage community
- There is high potential for a co-ordinated interpretation programme for the entire World Heritage Site which highlights and emphasises both the cohesiveness of the Site and its individual areas and sites
- There are gaps in the interpretation of the city as provided by the museums and other visitor attractions, particularly for archaeology
- The growing use of web-based information could be utilised further to provide interpretation of the World Heritage Site and its values
- The range of interpretation techniques currently utilised in the World Heritage Site could be expanded, particularly to provide socially inclusive information
- Interpretation should include the appropriate presentation of individual elements and sites (i.e. archaeological deposits, buildings, parks, historical associations)

Issue 40

The World Heritage Site is underused as an educational resource

- The World Heritage Site has much to offer communities all around the world
- Individual elements (i.e. museums) have educational programmes but there is no co-ordinated approach to using the Site as a whole
- The World Heritage Site has potential for further use as a training tool for conservation and heritage management disciplines
- The World Heritage Site has potential for use as an Outreach, Lifelong Learning and community education, and awareness raising tool
- There is a need for awareness raising for both teachers and students in local schools as to the values of the World Heritage Site and the implications of the status
- Schools have a valuable role to play in encouraging children to understand the wider issues of the World Heritage Site status and the impact individuals can have on the condition and future of the site
- The National Curriculum targets only selected elements of the history of the World Heritage Site for study: in particular there is no provision for study of the 18th century

Issue 41

The successful management of the World Heritage Site should be based upon a comprehensive understanding of the site

- There is high potential for furthering knowledge and understanding of the World Heritage Site through academic research
- Professionals involved in the care of the Site and owners of the elements of the Site can contribute widely to the furthering of knowledge and understanding
- Regular publication of research can disseminate information to a wide audience, raising general knowledge and appreciation of the Site and understanding of its care requirements
- Research results can provide valuable knowledge for those involved in the management of the World Heritage Site
- Archives and collections relating to the World Heritage Site should be kept in the highest quality conditions and be accessible to the widest audience possible

3.4.9 Interpretation, Education & Research Objectives

Objective 26

Establish an accurate understanding of the current interpretation available for the World Heritage Site and ensure that there is interpretation accessible to all, presenting a comprehensive view of the values of the Site and the issues involved in its management

Objective 27

Ensure the use of the World Heritage Site as a comprehensive educational and training tool, with access to all according to the principles of Life Long Learning

Objective 28

Continually improve understanding of the World Heritage Site, its character, significance, development and use, through appropriate and co-ordinated research and the provision of high quality archive and research facilities, encouraging widespread dissemination of results to raise general awareness of the Site and to inform management decisions

3.5 Physical Access

- 3.5.1 This section is concerned with the physical accessibility of the World Heritage Site to residents, workers and visitors and the need to ensure that access arrangements take into account the sensitivity and vulnerability of the cultural assets of the World Heritage Site. The main themes are:
- Traffic
 - Parking
 - Entrance Points
 - Coaches
 - Public Transport
 - Integrated Transport
 - Pedestrians & Cycling
 - Access for All
 - Travel Planning & Awareness
- 3.5.2 This is one of the most challenging areas in the Management Plan and one of the most difficult to resolve. The traffic and transport problems faced by the city are complex and long-term and will require comprehensive solutions that are likely to take many years to implement. In addition, these problems involve an area much wider than the World Heritage Site itself.
- 3.5.3 Managing access, however, is fundamental to the comprehensive management of the whole World Heritage Site. Access has a wide impact particularly on the condition and conservation of the World Heritage Site, on people's ability to navigate, understand and enjoy the Site, and on the Site's viability as a modern residential and economically active city.
- 3.5.4 The physical ability of the city to accommodate modern traffic requirements without detriment to the historic environment is limited: Bath was not built to accommodate the size, weight or volume of modern vehicles. Additionally, the countryside surrounding the city is of outstanding quality, integral to the values of the World Heritage Site.
- 3.5.5 As both a city and a World Heritage Site, Bath needs to be accessible to a variety of transport modes. It must provide the appropriate facilities, such as car parks, coach parks, access for deliveries and traffic directional infrastructure. All of these must be integrated into the city without detracting from the values of the World Heritage Site.
- 3.5.6 At present traffic intrudes on the enjoyment of World Heritage Site, inhibits free movement of pedestrians throughout the city and causes air and noise pollution. Air pollution and the weight and vibration of the vehicles are all threats to the historic buildings, townscape and landscape.
- 3.5.7 The best way to explore and appreciate the World Heritage Site, and the many smaller details which make it so special, is on foot. Travelling on foot should be a safe and enjoyable experience but all too often the intrusion from traffic is off-putting.
- 3.5.8 The provision of improved public and integrated transport could help to alleviate the congestion problems experienced in Bath. At present, congestion inhibits public transport from running efficiently, which in turn can discourage people from changing their mode of transport from private to public. Measures are being taken, particularly through the implementation of the Local Transport Plan and studies such as the Bath/Bristol to South Coast Strategic Transport Study, to improve this situation and these efforts need to be continued and extended.

- 3.5.9 Bath is not an ideal city for those with differing mobility requirements. The steep hills, sensitive historic buildings and street environments, busy through-routes and traffic throughout the city all impede the ability of many to explore widely.
- 3.5.10 The provision of adequate facilities can conflict with the need to protect the appearance of listed buildings and sensitive streetscapes. A balance must be achieved in each alteration to ensure that the values of the World Heritage Site are not diminished but that the needs for access are met.

3.5.11 Physical Access Issues

Issue 42

Bath has a very high volume of traffic passing through and around the city

- Two major regional routes, the A36 and A46, pass through the centre of the World Heritage Site
- Traffic on route from the south coast to Bristol and the M4 travels through the centre of the World Heritage Site
- The Bristol / Bath to South Coast Strategic Transport Study is currently looking at alternatives to this route
- The majority of motorised journeys to and around the city are completed by car
- Congestion reduces the reliability of public transport (including buses and taxis)

Issue 43

The levels of traffic are impeding the management of other issues

- Enhancement projects in several areas of the city cannot go ahead until traffic levels are reduced
- Heavy vehicles may be causing physical damage to the World Heritage Site
- Traffic is interfering with the safe and enjoyable passage around the World Heritage Site by pedestrians and lowering the quality of life for residents

Issue 44

There is a high demand but a limited capacity in and around the city for parking facilities

- The majority of commuters drive into the city
- Short-stay shoppers require parking relatively close to the shopping centre
- Local communities require parking by or near their homes
- Parking is encroaching on some sensitive areas of the city
- Parking is a source of income for the Local Authority
- The design and siting of city centre car parks and their signage needs to be managed to enable the efficient routing of those cars which do come into the city and should help to disperse circulating traffic hoping to find free on-street parking
- Some of the central parking facilities (multi-storey buildings) detract visually from the World Heritage Site and could be improved without loss of parking
- The three Park & Ride sites serving the World Heritage Site are working close to capacity, particularly at the peak Christmas season

Issue 45

The quality of the main entrance points to the World Heritage Site can have a significant impact on people's ability to access and enjoy the Site

- Entrance points should be presented and maintained to the highest standards
- Entrance points and their facilities must be sensitively sited and designed to avoid potential damage to the World Heritage Site or its setting
- Entrance points should provide information on the World Heritage Site, including access details (i.e. transport and directional options) and interpretation

Issue 46

Bath is an attractive destination for coach tours and has a high number of local guided bus tours

- Bath has a higher number of coach based visitors than other historic centres
- The number of coaches in the city, particularly in the peak seasons, has a serious impact on the traffic system, and puts physical pressure on the historic sub-surface vaults
- The coach park at Avon Street is inadequate for peak times, resulting in coaches waiting in the roads around the park
- There is no control over the number of coaches using the city
- Some coach based visits are a significant contributor to the local economy
- Bath & North East Somerset Council is currently working on a coach strategy in order to address these issues
- The guided tour buses are a controversial feature of the city's tourism industry, impacting upon quality of life for residents, air quality, physical pressure to the road vaults
- The guided tour buses provide a service and interpretation of the city that is valued by a proportion of the users of the Site

Issue 47

The increased use of public transport should be encouraged and its service improved, in support of a sustainable road network

- Congestion reduces the reliability of public transport
- The cost of public transport can be discouraging and prohibitive
- The district bus service can, at times, be unreliable in journey times and coverage
- The regional rail network is working at capacity, and over-crowding and unreliability of service are regular problems
- A large proportion of the general public prefer the car as a method of transport, despite improvements to the public transport network
- There is limited integration between the various modes of transport
- The Park & Ride services are an important resource for reducing the number of cars entering into the World Heritage Site, though Park & Ride sites must be sensitively sited and designed to avoid potential damage to the World Heritage Site and its setting

Issue 48

The public transport interchange at Dorchester Street and Southgate is in need of regeneration

- At present this key entrance to the city is visually disappointing, disorientating for visitors and discouraging to pedestrians
- Sensitive and innovative redevelopment of the Southgate site, including the bus station and rail station forecourt could result in an outstanding major entrance into the World Heritage Site and an improvement in transport services
- A scheme for the redevelopment of Southgate has been formulated but planning approval is still subject to a Section 106 agreement

Issue 49

The provision of integrated transport systems is vital for the future successful management of access to the World Heritage Site

- The interface between different modes of transport should be seamless with co-ordination in areas such as ticketing, timetabling and coverage
- The introduction of new transport technologies should be considered for their potential improvement to Bath's integrated transport system and must be designed sensitively to avoid potential damage to the World Heritage Site and its values
- An assessment of the viability of a rapid transit system in certain areas of the World Heritage Site is currently underway, though this does not consider the integration of Bath into a regional rapid transit system
- Large developments have the potential to change the dynamics of the World Heritage Site's traffic and should ensure that all necessary measures are in place to provide adequate transport arrangements

Issue 50

Increased walking and cycling could help to lessen the number of short journeys completed by car, thus diminishing the amount of traffic travelling around the World Heritage Site

- Pedestrians and cyclists require safe and attractive routes to encourage them to walk and cycle more
- Redistribution of carriageway in the World Heritage Site can be difficult due to limited space and the integrity of historic fabric and context
- The central area of the World Heritage Site, which functions as a residential area, regional shopping resource and visitor destination, is orientated largely towards motorised traffic

Issue 51

Pedestrians need to be able to navigate the site easily, safely and enjoyably

- Ease of pedestrian circulation can be affected by traffic, streetworks, maintenance of highways and footways, signage, street furniture and air quality
- Pedestrian signage is at the end of its lifespan and is poorly maintained
- The welcome for visitors is mixed, especially at the bus and train stations and the coach park
- On-street information panels are untidy and worn
- At present, pedestrians use a small number of established routes to visit mainly the central core of the city, thereby missing out on the greater part of the World Heritage Site

Issue 52

The World Heritage Site should be as physically accessible to as many people as possible

- There are a high number of historic buildings in Bath, many accessed by steps and restricted by listed building or conservation area regulations
- Providing access for all to historic buildings without damaging the fabric or visual integrity of the building can be extremely challenging
- Clutter on the pavements can obstruct the safe passage of physically or visually disabled people
- Street furniture design does not always cater for physical or visual impairments
- In many areas there are high footways with few drop kerbs
- A significant proportion of the footways and highways are poorly maintained, leading to uneven and broken surfaces
- Use of appropriate materials and alterations to improve access has implications for the fabric and visual integrity of the historic areas
- It is difficult to make the landscape setting of the World Heritage Site physically accessible to all
- Additional funding, for example through the Local Transport Plan, will be required in order to address these issues to an appropriate high standard

Issue 53

Reduction of traffic congestion in the World Heritage Site will not be achieved without clear, efficient and affordable alternatives being provided and used

- Wide promotion of the ramifications for the World Heritage Site and the city of the high levels of traffic may encourage a more positive attitude towards using sustainable alternatives to car travel
- The increased use of green travel plans by both private individuals and organisations could help reduce the level of commuting by car into the World Heritage Site

3.5.12 Physical Access Objectives

Objective 29

Ensure that all traffic, transport and pedestrian management schemes enhance as much as possible the values of the World Heritage Site

Objective 30

Reduce the volume of traffic passing through and around the World Heritage Site, providing appropriate alternatives, through careful management schemes and with the co-operation of all stakeholders and members of the community (local, regional and visiting)

Objective 31

Work with coach and tour bus operators to reduce their negative impact on the local community, the historic and natural environment, and ensure they provide a positive experience for users

Objective 32

Work with public transport providers to improve services both within the city and which arrive from further a field and work to increase the share of trips using public transport

Objective 33

Ensure that the development of public transport interchanges provide high quality transport experiences with minimal environmental impact for the locality, high quality entrances for visitors to the city appropriate to the World Heritage Site status, and safe and attractive environments for pedestrians and non-motorised traffic

Objective 34

Ensure that any new developments take into account the impact of additional traffic and transport requirements on the World Heritage Site, and provide appropriate services and measures to protect and enhance the values and accessibility of the Site

Objective 35

Increase the integration between the various modes of transport available in and to the World Heritage Site to provide efficient and affordable access to the city which does not detract from the outstanding universal values of the Site or its setting

Objective 36

Increase the accessibility of the World Heritage Site for pedestrians and cyclists, giving them priority over motorised traffic, with the aim of safeguarding the physical and visual condition of the Site and providing a safer and more enjoyable environment for users of the Site

Objective 37

Seek to provide access to the World Heritage Site suitable for all mobility needs, ensuring that solutions for provision are appropriate and high quality and, where necessary, innovative so that they do not compromise the values of the World Heritage Site

Objective 38

Encourage, and where possible require, organisations and individuals operating or living within the World Heritage Site, or travelling to and within the area to formulate, implement, monitor and review travel plans that emphasise the use of sustainable transport rather than individual vehicle use

3.6 Visitor Management

- 3.6.1 This section is concerned with supporting and providing appropriate opportunities for tourism, in balance with the need to protect and conserve the World Heritage Site and the needs of Bath's residential and business communities. The main themes are:
- Visitor Facilities
 - Visitor Welcome
 - Visitor Dispersal & Travel
 - Marketing
 - Local Community
- 3.6.2 Tourism is one of the major industries of Bath and is therefore important to the local economy. There are approximately 3.7 million visitors to Bath each year, contributing around £195 million to the local economy and supporting over 6000 actual jobs. Tourism is a key way of providing access to the World Heritage Site for a wide domestic and international audience. However, tourism can also be in conflict with the needs of local communities and can be detrimental to the fabric of the World Heritage Site.
- 3.6.3 Tourism is heavily concentrated in the city centre, consisting mainly of day or overnight visits to a few major attractions and the central retail area. Visitor reception and information facilities in the central area are provided by the Tourist Information Centre but the provision at entry points and at key places throughout the city is limited.
- 3.6.4 At present, there are excellent visitor facilities and attractions for certain elements and themes within the World Heritage Site, its values and significance. However, there is a need to make other less well-understood elements of the World Heritage Site more accessible to visitors and the local community.
- 3.6.5 Similarly, the visibility of the status of World Heritage Site can be low around the city, at visitor attractions and on literature.
- 3.6.6 When providing visitor facilities and attractions, it is important to regard local communities as potential visitors to the World Heritage Site. Museums, attractions, tours, exhibitions and other visitor facilities are not solely of interest to people who travel to visit Bath from other parts of the country or world.
- 3.6.7 However, local communities also have requirements from Bath as a living modern city, such as local needs shopping (rather than souvenir or gift shopping), short stay or on-street parking, affordable properties for homes and businesses and appropriate physical access for work and residential activities. There is a need to find a balance between the provision of visitor type facilities and those specifically aimed at supporting local cultural or economic activities.

3.6.8 Visitor Management Issues

Issue 54

Bath is an international destination, competing for visitors with heritage cities around the world

- The quality of visitor facilities ranges from excellent (Tourist Information Centre) to poor (pedestrian signage, toilets)
- Investment is required to improve visitor facilities, particularly on-street facilities (such as pedestrian signage, toilets etc)

Issue 55

The welcome for visitors at entrance points to the World Heritage Site is mixed

- The quality of the environments at the train and bus stations and coach park is poor
- There is not always information available to visitors about the World Heritage Site
- Pedestrian signage is in need of replacement

Issue 56

At present the dispersal of visitors around the site is heavily concentrated on the central area

- The available tourist information does not greatly encourage visitors to explore the wider areas or aspects of the World Heritage Site, either physically or intellectually
- The majority of visitors only see and learn about a small proportion of the World Heritage Site
- Literature about the World Heritage Site is focused on the central areas and core features of the site
- A reliable, comprehensive and low-cost transport system is needed to encourage visitors to disperse more widely
- Visitors should be encouraged to use sustainable transport in and around the World Heritage Site
- It is important to assess the ability of particular areas to cope with additional visitors before they are encouraged to go there
- Additional infrastructure may be needed in some areas of the World Heritage Site, such as interpretation and signage

Issue 57

Promotion of appropriate travel to and around the World Heritage Site should be given a high priority

- Sustainable transport options could be more widely promoted on pre-visit information
- Different types of visitors (i.e. day tourists, shoppers, long-stay tourists) should be targeted with the sustainable transport options most appropriate to their needs

Issue 58

Bath successfully attracts couples for short breaks

- Bath has a very strong and successful reputation as a heritage city destination
- Short stay visitors place the same strain on resources as long stay visitors but contribute less to the local economy
- Focused marketing could target younger age groups and longer stays
- There is potential for more promotion of attractions in the surrounding area to encourage longer stays

Issue 59

There is limited co-ordination for any joint promotion of the World Heritage Sites of the UK

- Joint promotion of the UK World Heritage Sites at a national level would help to raise awareness of world heritage issues and in particular their potential as resources for education, culture and leisure activities
- Joint promotion overseas could help to attract visitors to the UK World Heritage Sites

Issue 60

Local communities can also be visitors to the World Heritage Site

- Residents, workers and regular users of the World Heritage Site also use museums, tours, and other visitor attractions
- Heritage open week is very popular, attracting significant numbers of Bath & North East Somerset residents

Issue 61

There is conflict between the interests of the visitors and those of the local residents, workers and shoppers

- Bath has a population of over 80,000 and is a local and regional resource for many more
- Local communities have need of facilities which visitors do not, such as local needs shopping, short-stay vehicular access and affordable properties for residential and business purposes
- Tourism is an essential industry for the continued economic vitality of the city and the region
- Tourism should be managed in a sensitive and sustainable way

3.6.9 Visitor Management Objectives

Objective 39

Ensure that the environment and availability of information at the main entrance points to the World Heritage Site are of the highest quality, and are appropriate for their role in welcoming visitors to the Site

Objective 40

Identify and implement opportunities to encourage visitors to explore the wider World Heritage Site, both intellectually and, where appropriate to the local environment, physically, ensuring that the necessary infrastructure is in place and managing the effects of increased visitor numbers in areas currently under-visited

Objective 41

Encourage visitors at every opportunity to use sustainable forms of transport including park and ride, buses and trains, cycling, walking and taxis in order to reduce the reliance of the visitor on the car and the number of cars entering and travelling within the World Heritage Site

Objective 42

Identify opportunities for the appropriate use of the World Heritage Site status and logo in the promotion and marketing of the city

Objective 43

Identify opportunities for encouraging longer-stay visitors, to increase the contribution made by each individual visitor to the World Heritage Site and the city, in comparison to the demands they make on the city's resources

Objective 44

Ensure that visitor facilities and information available are of the highest quality, reflecting the international status of the city

Objective 45

Ensure that, wherever possible, visitor services and facilities also benefit the local community and are managed in a sustainable and sensitive way, in balance with the requirements of the local community

4 Programme of action

4.1 Introduction

4.1.1 This section of the Management Plan explores the recommended mechanisms and resources required for successful implementation of the Plan. Following this is the Programme of Action, a range of 118 activities designed to fulfil the objectives and mitigate the issues as set out in Section 3.

4.2 Implementation

4.2.1 The objectives of the Management Plan are designed to achieve comprehensive management of the World Heritage Site. Achieving successful implementation of these objectives will require the continuing commitment and efforts of a wide variety of partners.

4.2.2 Fundamental to the success of this Management Plan will be careful co-ordination of partners. This is essential to ensure that collective efforts are possible and resources are used to their best effect.

Responsibilities and Administration

4.2.3 The major share of the responsibility for enabling the implementation of the Management Plan will rest with Bath & North East Somerset Council, either actioning or co-ordinating a high proportion of the actions themselves.

4.2.4 However, there are a large number of individuals and organisations who have the potential to contribute to the implementation of the Management Plan and their involvement, particularly that of the local community, is essential for the future of the World Heritage Site. Partnership working will be necessary for the successful implementation of many of the individual actions in the programme.

4.2.5 A clear mechanism for overseeing and co-ordinating the implementation of the Management Plan is proposed. It is made up of four main elements:

- Steering Group
- World Heritage Site Co-ordinator
- Stakeholder Group
- Topic based Working Groups

4.2.6 The existing **Steering Group** has overseen the preparation of the Management Plan to date and has achieved a good sense of ownership of the Plan. It is proposed that the Steering Group should oversee the implementation of the Management Plan and monitor its success. Membership of the Steering Group should be reviewed as soon as possible to ensure that it is most effective for the implementation and delivery of the Management Plan. The Steering Group should continue to meet regularly (3-6 months) and will, when the time comes (see Reviewing 4.2.14), oversee the revision of the Management Plan.

4.2.7 It is proposed that a **World Heritage Site Co-ordinator** is employed by the Local Authority to co-ordinate implementation of the Management Plan. Resources for this post must be secured as soon as possible to ensure that implementation can go ahead upon publication of the Management Plan. The main duties of the post would be:

- Plan the implementation of the Management Plan
- Liaise with partners, stakeholders and the local community
- Initiate and manage projects recommended in the Management Plan
- Facilitate actions and projects by other organisations which fulfil the objectives of the Management Plan

- Co-ordinate and service the Steering Group, Working Groups and Stakeholder Group
- Monitor, review and update the Management Plan
- Monitor the condition of the World Heritage Site
- Investigate and pursue sources of funding for the implementation of the Management Plan, including funding for the ongoing employment of the Co-ordinator
- Promote awareness of the World Heritage Site and its significance
- Meet the requirements for information and a state of conservation report for UNESCO's 6 yearly periodic review

4.2.8 It is proposed that the **Stakeholder Group** is maintained during implementation to act as a forum for the exchange of information on World Heritage and the implementation of the Management Plan, and to act as a pool of expertise from which members of the Working Groups (see 4.2.9) and partners to contribute to the implementation of specific themes or projects from the Management Plan can be drawn. The membership of the Stakeholder Group should be reviewed as soon as possible to ensure it reflects the individuals and organisations that will be involved in or affected by implementation of the Management Plan.

4.2.9 It is proposed that **Working Groups** are formed to facilitate the implementation of specific themes or projects from the Management Plan. Working Groups will be made up of individuals and organisations involved in or affected by specific topics, to advise on and contribute to the implementation of the themes or project. Working Groups would be formed as and when necessary according to the requirements

of the implementation programme. Possible themes for Working Groups might include the research agenda, provision of interpretation and establishing best practice for maintenance of the World Heritage Site.

4.2.10 The activities of these groups and the co-ordinator will be guided by the yearly **Implementation Plans**. These will be extracted from the Programme of Action in the Management Plan and will provide more detailed forecasts of the required resources and the relevant partner organisations who will take the individual projects forward. The Implementation Plans will also provide the basis for monitoring the progress of the Plan's implementation (see 4.2.18) and will provide baseline information for reviewing the Management Plan when the time comes (see 4.2.14).

Funding & Resources

4.2.11 The actions proposed in this Management Plan are diverse in character and will be implemented by a variety of organisations. Some actions will require little or no specific funding, but others will require substantial amounts.

4.2.12 Funding for **core activities** must be identified as soon as possible to ensure implementation can be achieved. Core activities include:

- Employing a World Heritage Site Co-ordinator
- Servicing the World Heritage Site Steering Group, Stakeholder Group and Working Groups
- Planning implementation on a yearly basis
- Monitoring the progress of implementation
- Reviewing the Management Plan

- Monitoring the condition of the World Heritage Site
 - Co-ordinating the activities of partners to achieve the objectives of the Management Plan
 - Facilitating and managing projects to achieve the objectives of the Management Plan
 - Sourcing and securing funding for projects, and having the ability to match fund grant opportunities
 - Promoting awareness of the World Heritage Site and liaising with local community
- 4.2.13 Securing additional funding from external sources will be an essential ongoing aspect of implementation. Funding opportunities exist both throughout the UK, including the Heritage Lottery Fund, and in Europe, including the European Union's cultural programme. Through partnership with other World Heritage Sites there may be additional international funding opportunities.
- ### Reviewing the Management Plan
- 4.2.14 The Management Plan has a six year lifespan, though elements of the Plan will be relevant for longer. The Vision expresses the long-term view of how the World Heritage Site will be managed. The issues and objectives in the Management Plan are expected to retain their relevance for at least six to ten years, some for much longer. The lifespan of the programme of action depends on the success of implementation.
- 4.2.15 In order to keep the Management Plan as relevant as possible, there will be a formal review of the description of the Site, statement of significance, issues and objectives every six years. Once the review is complete, an updated Management Plan will be produced with issues, objectives and a programme of action relevant to the next six to ten years.
- 4.2.16 In order to ensure that during implementation the Management Plan is kept relevant to any changing circumstances that affect the World Heritage Site, an annual review will take place, based on the yearly Implementation Plans. This will enable any short-term updates to take place to ensure the most effective management of the World Heritage Site.
- 4.2.17 The review process will be facilitated by the World Heritage Site Co-ordinator and overseen by the Steering Group and will consist of:
- **Annual reviews** based on the Implementation Plans and measuring progress against objectives to take into account any requirements for short-term alterations to the programme of action; and
 - **Six-yearly reviews** to assess progress and produce an updated Management Plan with any necessary alterations to the description, statement of significance, issues and objectives, and a new programme of action.
- ### Monitoring the Management Plan
- 4.2.18 Measuring progress is essential to be able to adapt, improve and update the Management Plan. The review process described above is in part dependant on the quality and comprehensiveness of the monitoring programme.
- 4.2.19 Monitoring is also a requirement of UNESCO, viewed as an increasingly important form of protection for World Heritage Sites. UNESCO has implemented six-yearly **Periodic Reporting**, due to cover Europe for the first time in 2005/6. These Reports will assess the current condition of all World Heritage Sites and the arrangements for their management both at a local and

national level. All individual World Heritage Sites will need to contribute information to the reporting process and the review and monitoring processes set down in the Management Plan will play an important role in providing baseline data.

4.2.20 Monitoring progress of the Management Plan is closely aligned to the review process set out above. The qualitative annual review, combined with a series of objective monitoring indicators against which the progress of the Management Plan and the condition of the World Heritage Site can be measured, should produce a balanced monitoring tool.

4.2.21 **Monitoring indicators** are an essential part of the monitoring and review process, though they cannot alone produce an accurate picture of the state of conservation or management in the World Heritage Site. Indicators need to be selected so as to measure the impact of change and intervention of the outstanding universal values of the Site. Whilst indicators will to some degree correlate between World Heritage Sites, they must be tailored according to the characteristics of each individual Site. Formulating Bath's key monitoring indicators will be one of the first actions of implementation. They are likely to cover the same five topic groups as the issues and objectives. Examples of some possible key monitoring indicators would be:

- Number of historic structures on the Buildings at Risk Register
- Number of historic buildings or sites with individual conservation or management plans
- Number and results of historic building or site condition surveys
- Number and impact of planning applications and development control decisions
- Number of visitors

- Quality of the visit – satisfaction of visitors
- Provision of interpretation
- Number of educational visits
- Amount of grant funding secured
- Level of local community involvement

Programme of Action

4.2.22 The programme of action has been compiled to achieve the objectives of the Management Plan. They are set out under the same headings as the issues and objectives.

4.2.23 These actions may be implemented by a single partner or by multiple partners. The partners listed against each action are a suggestion of possible key organisations. There will be many more partners involved in implementation than is possible to identify at this stage. Some of the actions are already being carried out. The actions have all been given a timescale as a guideline for when they should be carried out. These are:

- Short (S), up to 2 years
- Medium (M), up to 6 years
- Long (L), up to ten years or more
- Ongoing, continuous work

4.2.24 For each of the sections there is an outline of the existing situation. Due to the size of the Site and the number of organisations engaged in its care, it is not possible to list all of the relevant activities or agencies responsible. The issues and objectives relevant to each action can be found in the cross-reference tables in Appendix 6.

4.2.25 The programme is intended to be as comprehensive as possible but is not definitive as it is expected that new projects will arise and existing ones will be revised according to changes in circumstances. The actions are numbered sequentially and are not prioritised other than by timescale.

4.3 Managing Change

Administration & Funding

- 4.3.1 The administrative arrangements for co-ordination and management of the World Heritage Site are laid out in Section 4.2. Securing these arrangements is essential for the successful implementation of the Management Plan.
- 4.3.2 Many of the actions in this programme concern co-ordination of a wide range of activities and organisations. Co-ordination must come from a central point and the organisation with the widest remit in the World Heritage Site is Bath & North East Somerset Council.
- 4.3.3 The Steering Group and Stakeholder Group will create the wide partnership activity that is needed to implement the diverse actions of the Management Plan. Maintaining and developing this partnership will be a key role for the Co-ordinator.
- 4.3.4 The employment of a Co-ordinator to facilitate implementation of the Management Plan is fundamental to the ongoing management of the World Heritage Site. Funding to secure this post must be identified as soon as possible.
- 4.3.5 Securing ongoing funding for the World Heritage Site Co-ordinator and for the core activities associated with this Management Plan, such as monitoring the condition of the World Heritage Site and the implementation of the Management Plan, will be a key action for the Steering Group and the Co-ordinator over the first two years of the Management Plan.
- 4.3.6 Outside the core activities (see Section 4.2.12), the programme of action will be resourced on a project-by-project basis and funding will be sought from a wide range of options, including grant funding and help in kind. Some funding

will come from existing budgets, where the interests of organisations active in the World Heritage Site meet with the objectives and actions of this Management Plan, and sources such as the Local Transport Plan will need to apply for increased funding.

- 4.3.7 For related issues & objectives, see tables in Appendix 6.

4.3.8 Administration & Funding Actions

Action	Partners	Date
1. Submission of Plan to UNESCO	DCMS	Nov 03
2. Secure funding for long-term implementation of Plan	SG EH COUNCIL	Nov 03
3. Secure ongoing employment of WHS Co-ordinator	SG EH COUNCIL	Nov 03
4. Establish Steering Group	SG EH COUNCIL	Nov 03
5. Establish cross-service Council working group	COUNCIL WHSC	Nov 03
6. Establish and implement ongoing monitoring of Plan	WHSC	Nov 03
7. Identify and secure participants for key topic working groups	WHSC	Ongoing
8. Identify and promote sources of potential funding for improvements to WHS	WHSC COUNCIL	Ongoing
9. Seek to establish recognition of WH as a key indicator for funding	COUNCIL DCMS EH	M
10. Seek to establish central government funding for Council's caring for WHS	COUNCIL DCMS EH	L
11. Review the Management Plan and update as necessary	SG WHSC COUNCIL EH	2006-8

Key:

DCMS	Department for Culture, Media and Sport
SG	Steering Group
COUNCIL	Bath & North East Somerset Council
WHSC	World Heritage Site Co-ordinator
WHS	World Heritage Site/s
WH	World Heritage
EH	English Heritage
UNESCO	United Nations Educational, Scientific and Cultural Organisation

4.3 Managing Change continued

Risk Management, Information Management, Monitoring & Knowledge

- 4.3.9 This section is concerned with aspects of protection and management which, though they are not facilitated by the statutory planning system, are essential to the comprehensive management of the World Heritage Site.
- 4.3.10 At present, risks to the World Heritage Site are generally handled by individual organisations active within the Site and risk planning relates to individual parts or topics, such as the Bath & North East Somerset Council's City Centre Evacuation Plan and the Combe Down Stone Mines Land Stabilisation Programme, rather than the Site as a whole. In a city site, this is the most pragmatic way forward as it would not be possible to formulate one plan that accounted for all the possible risks to the Site. However, it will be important to ensure that the individual plans relate to one another where appropriate and consider the whole World Heritage Site, its needs and associated risks.
- 4.3.11 Similarly, information relating to the World Heritage Site is generated, stored and managed by individual organisations. Subjects covered include architecture, archaeology and historic landscape; natural environment; details of services and infrastructure; land uses and activities within the World Heritage Site; planning records; and data on visitor numbers and patterns. There is scope to manage this information more efficiently in order to improve its usefulness to organisations and agencies involved in managing the World Heritage Site and to individuals wishing to learn about the area.
- 4.3.12 The arrangements for monitoring are outlined in Section 4.2. Monitoring is central to the ongoing implementation of the Management Plan and successful comprehensive management of the World Heritage Site. The two branches of monitoring, namely those of the condition of the World Heritage Site and the implementation of the Management Plan, are of equal importance.
- 4.3.13 There are several bodies of data, such as the Local Authority surveys relating to stone discolouration, which have been collected in recent decades. This information will contribute to a baseline for future monitoring programmes. There are also some limited monitoring programmes in place for the historic environment, such as the national and local Buildings at Risk registers. Further baseline survey work will be needed to ensure that the condition of the World Heritage Site at present is fully understood and changes to its condition in the future can be assessed properly.
- 4.3.14 Understanding the World Heritage Site, its character, significance, condition and dynamics, is essential for successful management. Knowledge of the Site should be continually expanded and used to inform management decisions. This section is closely related to monitoring, information management and research.
- 4.3.15 Activities such as recording provide information about the condition of the World Heritage Site, changes being made to the Site, the need for conservation and generates bodies of information which will be the historical documentation of future generations. At present, records for the World Heritage Site are generated by the activities of many individuals, groups and organisations. They are stored in different locations in a variety of formats, such as the city archives, Local Authority Planning Services, museum

archives, local special interest groups
archives, private archives and the Sites
& Monuments Record and National
Monuments Record.

- 4.3.16 For related issues & objectives, see
tables in Appendix 6.

4.3.17 Risk Management, Information Management, Monitoring & Knowledge Actions

Action	Partners	Date
12. Identify potential risks to WHS and ensure appropriate plans are in place	COUNCIL	S-M
13. Identify all records relating to history and condition of WHS	WHSC COUNCIL EH	L
14. Establish system to co-ordinate collection, storage, compatibility and accessibility of these records	WHSC COUNCIL EH	L
15. Improve the comprehensiveness and accessibility of SMR and ensure it is comprehensively managed, maintained and enhanced	COUNCIL	Ongoing
16. Provide an accessible and comprehensive GIS for the WHS including all information relevant to the management of the WHS	COUNCIL	S
17. Identify baseline survey work needed to understand condition of WHS	COUNCIL EH	S
18. Carry out baseline survey work	COUNCIL EH	M-L
19. Identify key indicators for monitoring condition of WHS	WHSC	S
20. Implement ongoing programme of monitoring the WHS	WHSC COUNCIL	S / Ongoing
21. Establish and implement a programme of recording to supplement existing records of the history and condition of WHS	WHSC COUNCIL EH NT	Ongoing
22. Meet the requirements for information and a state of conservation report for UNESCO's 6-yearly Periodic Reports	WHSC COUNCIL DCMS EH ICOMOS	April 2004

Key:

WHS	World Heritage Site/s
WHSC	World Heritage Site Co-ordinator
COUNCIL	Bath & North East Somerset Council
EH	English Heritage
SMR	Sites & Monuments Record
GIS	Geographical Information System
NT	National Trust
DCMS	Department for Culture, Media and Sport
ICOMOS	International Council on Monuments and Sites
UNESCO	United Nations Educational, Scientific and Cultural Organisation

4.3 Managing Change continued

Local Community

- 4.3.18 Involvement of the local community in the management of the World Heritage Site is a fundamental theme of this Management Plan. The local community incorporates different groups, including residents, businesses and regular users (such as commuters and shoppers).
- 4.3.19 The involvement of local people in the preparation of the Management Plan, through the Stakeholders Group and consultation with the general public, has illustrated how much the local community has to offer the management of the World Heritage Site. The Stakeholder Group has contributed to all sections of the Management Plan and has the potential to contribute a great deal to the implementation of the programme of action.
- 4.3.20 There has been limited work so far in engaging with the local community on World Heritage matters and while there are many forums on other subjects designed to enable local community involvement, this is not the case with World Heritage. As the majority of the World Heritage Site is in private individual ownership, providing a forum for those owners to learn about, become responsible for it and benefit from the status of World Heritage Site is essential. There needs to be an open line of communication and interaction between people who live and work in the World Heritage Site and people who manage it.
- 4.3.21 Economically, the World Heritage Site contributes most to the local community through tourism. The most popular reason for visiting Bath is the heritage. Whilst this benefits the local and regional economy, tourism needs to be managed in a sensitive and sustainable way to ensure that the city does not become solely a visitor attraction. Using the status to extend the stay of visitors could provide further employment for local people (see Section 4.7)
- 4.3.22 There is potential for using the World Heritage Site status to benefit the local communities in other ways. Organisations associated with the World Heritage Site should provide locally sourced products and services of the highest quality which reflect the dynamics and significance of the Site. Using the World Heritage Site status to provide skills based training for local people, particularly in related fields such as conservation, archaeology and heritage management could benefit both the community and the Site (see Section 4.5).
- 4.3.23 There is a great inter-dependence between the World Heritage Site and the local community and the main work is to maintain a balance between the needs of both, to the benefit of both.
- 4.3.24 For related issues & objectives, see tables in Appendix 6.

4.3.25 Local Community Actions

Action	Partners	Date
23. Establish a regular WHS newsletter	WHSC COUNCIL	Nov 03
24. Develop and maintain an interactive WHS website	WHSC COUNCIL	M
25. Establish and implement effective fora through which local residents and groups can participate in the ongoing management of WHS	WHSC COUNCIL	S
26. Hold raising awareness campaign to highlight meaning of WH, the implications and benefits of WHS status and encourage involvement	WHSC COUNCIL	S / Ongoing
27. Use UNESCO and OWHC WH celebration days to encourage local activities in celebration of WHS	WHSC	Ongoing
28. Investigate possibility of a regular WH festival	WHSC	M
29. Investigate possibility of an accreditation scheme for WHS friendly businesses	WHSC	L

Key:

WHS	World Heritage Site
WHSC	World Heritage Site Co-ordinator
COUNCIL	Bath & North East Somerset Council
ICOMOS	International Council on Monuments and Sites
WH	World Heritage
OWHC	Organisation of World Heritage Cities
UNESCO	United Nations Educational, Scientific and Cultural Organisation

4.3 Managing Change continued

Boundary, Assessing Change, Planning & Policy

- 4.3.26 This section includes some of the most successful work done so far for the World Heritage Site. The inclusion of the World Heritage Site policy in the Bath Local Plan has secured its statutory protection as a whole site and the emerging district-wide Bath & North East Somerset Local Plan acknowledges the Management Plan as the tool for managing the Site.
- 4.3.27 The Bath Manifesto of 1993 (see Appendix 7) was an important statement of the Council's commitment to care of the World Heritage Site. The continuance and expansion of the spirit of the Manifesto and the Council's commitment to the World Heritage Site can be seen in the production and the implementation of this Management Plan.
- 4.3.28 The majority of the work still to be done in this area concerns ensuring the statutory designations, such as Conservation Areas, Listed Buildings and Scheduled Ancient Monuments, that support the protection of the World Heritage Site are kept relevant and robust.
- 4.3.29 It is also important to ensure that sufficient information on World Heritage and the World Heritage Site is supplied to Council staff and external organisations using the Local Plan and other relevant policy documents. The strength of the Local Plan policy lies in its appropriate application and improvement is needed in this area.
- 4.3.30 In addition to protection, the ability to assess development proposals for their impact on the World Heritage Site is essential to ensuring the success of the living city of Bath without detriment to the outstanding universal values of the Site. There are many existing tools available to do this within the planning system but there is a need to provide a framework for how these relate specifically to the values of the World Heritage Site.
- 4.3.31 When the World Heritage Site was inscribed, no mapped boundary was defined. Since inscription the former Bath city limits have been used as the de facto World Heritage Site Boundary, but a formal boundary now needs to be proposed to the UNESCO World Heritage Committee. There is also the need to consider whether there should be a buffer zone. Any definition of the Site boundary (and, if appropriate, a buffer zone) should be adequate to protect the Site's outstanding universal value. The Periodic Report in 2005/6 may provide an opportunity to examine this issue.
- 4.3.32 For related issues & objectives, see tables in Appendix 6.

4.3.33 Boundary, Assessing Change, Planning & Policy Actions

Action	Partners	Date
30. Establish principles for identifying an appropriate boundary for the WHS and its setting (and if necessary a buffer zone)	WHSC COUNCIL SG EH ICOMOS	S
31. Review WHS boundary, taking the setting of the Site into account, and consider the need for a buffer zone	WHSC SG COUNCIL EH DCMS ICOMOS Parish Councils	M
32. Analyse and produce guidance on the ability of the WHS to sustain change through development (to include growth, design, use of materials, workmanship, size, mass, use etc)	WHSC COUNCIL, EH ICOMOS	M
33. Ensure that the historic environment and urban and rural landscapes of the WHS and its setting are appropriately characterised and the information is entered onto a GIS system	WHSC COUNCIL EH NT BPT	M-L / Ongoing
34. Identify key views into, within and out of the WHS, including skylines and panoramas, and ensure they are protected and enhanced as needed	WHSC COUNCIL	S
35. Review WHS policy in Local Plan & ensure Management Plan is acknowledged	COUNCIL WHSC	2003
36. Protect Hot Springs in Local Plan	COUNCIL	2003
37. Prepare SPG and advice for the WH policy in the Bath & North East Somerset Local Plan (emerging), considering whether the Management Plan in its entirety is appropriate as SPG	COUNCIL	S-M
38. Review the Bath Conservation Area boundary and produce a Conservation Area Character Appraisal	COUNCIL	S
39. Investigate the use of Article 4 Directions to reduce the potential harm to the WHS of permitted development rights	COUNCIL	Ongoing
40. Ensure that WH issues are taken into account in the planning of all major developments, with EIAs used where needed to evaluate the impact on the WHS and design statements to demonstrate the suitability of the proposal	COUNCIL EH WHSC ICOMOS	Ongoing
41. Produce guidance on how to use permitted development rights and avoid detrimental change to the WHS	WHSC COUNCIL EH ODPM	M

42. Assess existing guidance for how to successfully integrate contemporary development into the historic environment and ensure that it is comprehensive and relevant, and promote its use in the WHS	WHSC COUNCIL EH ICOMOS	M / Ongoing
43. Promote inclusion of WH issues in the wider working of the Council and external agencies who work within or impact upon WHS	COUNCIL WHSC	Ongoing

Key:

WHS	World Heritage Site
COUNCIL	Bath & North East Somerset Council
SG	Steering Group
DCMS	Department for Culture, Media and Sport
WHSC	World Heritage Site Co-ordinator
SPG	Supplementary Planning Guidance
EIA	Environmental Impact Assessment
EH	English Heritage
ICOMOS	International Council on Monuments and Sites
NT	National Trust
BPT	Bath Preservation Trust
ODPM	Office of the Deputy Prime Minister
GIS	Geographical Information System

4.4 Conservation

Historic Environment

- 4.4.1 These actions are relevant to the conservation of all elements that make up the World Heritage Site. They are concerned with assessing the condition of the World Heritage Site, how to ensure quality of conservation work, and how to move from a repair to a maintenance culture.
- 4.4.2 Though much of the conservation work carried out in the World Heritage Site is of appropriate quality, the loss of the Local Authority grants system in 1995/6 has had a significant impact on these actions. Through the giving of grants, it is possible to attach conditions about the type and quality of conservation work and, to an extent, to monitor that the work is done as agreed. In addition, there is no provision within the statutory planning framework for monitoring the condition of the historic environment.
- 4.4.3 In determining a system for establishing and then improving and maintaining the condition of the World Heritage Site, it is essential to engage with the local community who own most of the Site, and the conservation professionals who carry out the work. This section of the Management Plan is not about enforcement, but is about the creation of a culture of excellence in conservation and maintenance. It needs to build on existing resources such as the advice given by the Local Authority and local and national heritage organisations.
- 4.4.4 Tools such as conservation plans are increasing in number, with sites such as Prior Park Landscape Gardens benefiting from the forward planning that these documents bring. These examples need to be followed more widely around the World Heritage Site. In addition to this, the Maintain our Heritage pilot scheme, offering a subsidised assessment of the condition of historic buildings with recommendations for future repair and maintenance, has identified a need that is not being catered for and will hopefully prove successful enough to establish a longer-term service.
- 4.4.5 With the amount of conservation work carried out around the World Heritage Site, this section has to be primarily about co-ordination. There could be a benefit from a central resource for directing people to conservation information, whether local or national, and for catering for the strategic level monitoring and quality assurance.
- 4.4.6 For related issues & objectives, see tables in Appendix 6.

4.4.7 Historic Environment Actions

Action	Partners	Date
44. Establish current state of conservation of whole WHS, with baseline surveys where needed	COUNCIL EH NT	M
45. Assess established monitoring programmes and incorporate them into a comprehensive system for monitoring the quality of conservation work	COUNCIL EH	M
46. Assess the quality of conservation work required for the WHS (including materials, techniques, workmanship and design) and produce and encourage the use of best practice guidance for both professionals and the general public, considering existing guidelines	WHSC COUNCIL EH NT ICOMOS BPT	M
47. Investigate establishment of an accreditation scheme for conservation work	COUNCIL SG	M
48. Establish an award scheme for best conservation practice in WHS	SG	M
49. Identify appropriate materials for use in conservation of WHS and investigate the availability and sustainability of sources	COUNCIL	M
50. Identify sites in need of conservation and/or management plans	COUNCIL WHSC	M
51. Identify all historic assets at risk from degradation and encourage repair and appropriate reuse to ensure their future protection and conservation	COUNCIL WHSC	M / Ongoing
52. Prepare & implement strategies for the encouragement of ongoing maintenance, rather than reactive repair, of historic properties and sites	COUNCIL WHSC MOH	M
53. Establish the current condition of stonework of the WHS & implement a system of monitoring & integration of results into the relevant management areas (i.e. air quality, traffic)	COUNCIL	M-L

Key:

WHS	World Heritage Site
COUNCIL	Bath & North East Somerset Council
EH	English Heritage
NT	National Trust
WHSC	World Heritage Site Co-ordinator
MOH	Maintain our Heritage
SG	Steering Group
ICOMOS	International Council on Monuments and Sites
BPT	Bath Preservation Trust

4.4 Conservation continued

Ownership & Funding

- 4.4.8 This section is about the role of owners in the conservation of the World Heritage Site and what support is available to them. The scale of private ownership across the World Heritage Site, and the fact that most owners are not conservation professionals, makes availability of information and support very important.
- 4.4.9 There is a wide range of resources available to individuals for conservation of the historic environment, both from local groups and organisations and from national and international conservation bodies. In Bath, the Local Authority has been able to provide periodic lectures and workshops on specific conservation topics. There are regular lecture and discussion programmes through other local organisations such as the Bath Preservation Trust, the University of Bath and the Bath Royal Literary and Scientific Institution. The expansion of these programmes, particularly the practical workshops, would be of great benefit to owners of historic parts of the World Heritage Site.
- 4.4.10 The Local Authority has worked in partnership to produce printed information on topics such as cleaning stonework and is now endeavouring to update and extend this range. There is a need for further printed information on a wider range of conservation topics, including maintenance and the relationship of individual buildings to the historic environment around them.
- 4.4.11 In tandem with information, there is sometimes a need to provide financial support to private owners for conservation work. At present, grants are available from the Bath Preservation Trust for historic building improvements, though the Trust's resources are limited.
- 4.4.12 Whilst it would be advantageous to be able to provide a fuller historic environment grant improvement programme it is possible that, in future, funding will be more accessible through project-orientated work. This is closely linked to assessing the state of conservation throughout the World Heritage Site (see section 4.4.1-7) and identifying areas in particular need of conservation work (i.e. geographical areas, parts of buildings such as roofs or cellars, or element types such as historic gardens, cemeteries or parks).
- 4.4.13 For related issues & objectives, see tables in Appendix 6.

4.4.14 Ownership & Funding Actions

Action	Partners	Date
54. Identify guidance needed for owners and users of the historic environment and produce appropriate literature	COUNCIL WHSC	S-M
55. Encourage and extend existing programmes of lectures and workshops for owners and professionals engaged in conservation or maintenance of historic environment	WHSC COUNCIL	Ongoing
56. Identify and promote grant funding opportunities for repairs to and enhancement of the historic buildings, landscapes and sites, and the wider historic environment	WHSC COUNCIL EH BPT NT	Ongoing
57. Investigate the re-establishment of a Council improvement grants programme for the historic environment	COUNCIL BPT EH	L

Key:

COUNCIL	Bath & North East Somerset Council
EH	English Heritage
WHSC	World Heritage Site Co-ordinator
BPT	Bath Preservation Trust
NT	National Trust

4.4 Conservation continued

Buildings, Landscape & Archaeology

- 4.4.15 This section is concerned with conservation actions specifically aimed at the different types of elements in the World Heritage Site. There is a need for both appropriate conservation work programmes and a clear management approach to these individual elements.
- 4.4.16 There are many local and national organisations and groups active in this area. Organisations such as Bath Preservation Trust and the Bath Society have had a huge impact on the safeguarding and improvement of the historic environment, particularly the buildings, over the last seventy years. The National Trust has secured over 500 acres of the countryside around Bath to protect the green skyline. Private owners care for their individual properties and sites.
- 4.4.17 The Local Authority is currently producing a number of strategies to improve the condition and management of the historic environment of Bath & North East Somerset. The Landscape Character Assessment will aid with planning for appropriate development and includes the setting of the World Heritage Site. The emerging Urban Archaeological Strategy will provide a framework for managing the archaeological resource of Bath. There are many more examples of work already being done to secure the future of the World Heritage Site. Work needed at individual sites within the World Heritage Site include the restoration and enhancement of Royal Victoria Park and the emerging Roman Baths Conservation Plan.
- 4.4.18 Of all the elements that make up the World Heritage Site, the historic buildings have probably received the most attention to date. They are well understood as forming an important part of the World Heritage Site. However, there are other features which are integral to the significance of the Site which are not so widely recognised as of importance to the World Heritage Site, such as the remains associated with the local stone mining industry, the wider geology of the area and the waterways. Recognition of all of the elements that contribute to the values and significance of the World Heritage Site is essential to secure standards of care appropriate to their status, and could also help to secure additional resources or support.
- 4.4.19 For related issues & objectives, see tables in Appendix 6.

4.4.20 Buildings, Landscape & Archaeology Actions

Action	Partners	Date
58. Ensure that all Council owned historic properties are exemplars of conservation best practice	COUNCIL	Ongoing
59. Ensure that the Council uses its powers and resources to remove buildings from the Buildings at Risk register	COUNCIL	Ongoing
60. Complete the Conservation Plan for the Roman Baths ensuring the document considers the site in context with the whole WHS	COUNCIL EH	S
61. Carry out an accurate and detailed survey of the Roman Baths	COUNCIL EH	S
62. Ensure that the results of the Cellars and Vaults survey are acted upon and integrated into future conservation and traffic management programmes	WHSC COUNCIL	S
63. Identify ways of promoting landscape, geological and industrial heritage as an important element of the WHS and to improve their management	WHSC COUNCIL NT	Ongoing
64. Update 'The Gazetteer of Historic Parks & Gardens in Avon'	COUNCIL EH NT BPT	M
65. Identify any parks, gardens or cemeteries that are in need of conservation and implement programmes of work	WHSC COUNCIL NT	M-L
66. Develop and implement a strategy for improved management and use of the waterways in the WHS	COUNCIL	M
67. Develop and implement strategies for woodlands, open spaces, trees and street planting (including ancient and new woodlands and trees) within the WHS	COUNCIL NT	S
68. Ensure the Bath Urban Archaeological Strategy is completed and fully implemented	COUNCIL EH	S
69. Identify and implement ways of promoting understanding of the archaeology of the WHS and improving the accessibility and management of archaeological artefacts and information	WHSC COUNCIL EH	M
70. Ensure that archaeological issues are fully taken into account and inform an understanding of, and the repair, maintenance, conversion and enhancement of historic structures and the public realm	WHSC COUNCIL EH	Ongoing

71. Ensure that facilities and methodologies are developed for providing inclusive access to archaeological information and artefacts for all aspects of the history and prehistory of the WHS

WHSC COUNCIL M-L
EH

Key:

COUNCIL	Bath & North East Somerset Council
WHS	World Heritage Site
EH	English Heritage
WHSC	World Heritage Site Co-ordinator
BPT	Bath Preservation Trust
NT	National Trust

4.4 Conservation continued

Public Realm

- 4.4.21 Management of the public realm, the streets and open spaces which form such an important element of the urban landscape, is increasingly recognised as a key issue. This section is about finding a balance between the need for a public realm that caters for Bath as a modern city and the role of the public realm as an historic element of the World Heritage Site.
- 4.4.22 The management of the public realm has links to many of the other sections of the Management Plan. This is particularly the case with the physical access section, and these two should be regarded as interrelated and managed accordingly.
- 4.4.23 At present the public realm is principally the responsibility of the Local Authority but the actions of individuals who use the World Heritage Site has a huge impact on its condition and appearance. Gaining the support and assistance of the communities of the World Heritage Site in maintaining the public realm, either through litter control, maintaining condition of properties with a face onto the public realm, or ensuring that new developments integrate into and improve the public spaces around them would be invaluable.
- 4.4.24 The public realm in Bath has suffered from under investment in recent years and although this is now beginning to change, there is a large amount of work needed.
- 4.4.25 The Local Authority is currently developing a strategy for managing the public realm throughout Bath & North East Somerset and this will include Bath. Several of the actions in this section of the programme will be a part of that strategy. The aims to provide guidance on standards of work, better maintenance and better communication between the relevant departments of the Local Authority will be of great benefit to the World Heritage Site.
- 4.4.26 In addition to the work done by the Local Authority, there is a great interest in the public realm through organisations such as the Pedestrians Association, the Civic Trust and the Bath Preservation Trust.
- 4.4.27 For related issues & objectives, see tables in Appendix 6.

4.4.28 Public Realm Actions

Action	Partners	Date
72. Agree standards and produce guidance for materials, design, workmanship and maintenance programmes for any work carried out in public realm of WHS	COUNCIL BPT EH	S
73. Review programmes of public realm maintenance and management	COUNCIL	S
74. Record and monitor the extent of historic material, workmanship and design of the public realm (including relationships with other elements such as buildings and parks) and ensure that it is adequately protected and managed	WHSC COUNCIL BPT EH Local Interest Groups	Ongoing
75. Ensure that infrastructure inserted into the WHS is in harmony with the historic environment	COUNCIL	Ongoing
76. Produce a lighting strategy (to include floodlighting, car parks, adverts, street lighting) for the WHS	COUNCIL	M
77. Support the Council's internal Public Realm Liaison Group and contribute where necessary	WHSC COUNCIL	Ongoing
78. Identify areas of WHS in need of enhancement and prepare programme of improvement	WHSC COUNCIL	S-M
79. Develop and implement integrated enhancement programmes where needed	COUNCIL	Ongoing
80. Provide clean and accessible city centre public toilets	COUNCIL	M
81. Review street cleaning programme	COUNCIL traders	S
82. Encourage users of the WHS, especially property owners / renters, to help care for the streets and public places	COUNCIL envolve	Ongoing
83. Seek to improve the impact of utilities installation upon the historic fabric and visual sensitivity of the WHS	COUNCIL Utilities ODPM	L

Key:

COUNCIL	Bath & North East Somerset Council
BPT	Bath Preservation Trust
EH	English Heritage
WHSC	World Heritage Site Co-ordinator
WHS	World Heritage Site
ODPM	Office of the Deputy Prime Minister

4.5 Interpretation, Education & Research

Interpretation

- 4.5.1 This section deals with the information that is available to enable people to understand the World Heritage Site, its elements and its significance.
- 4.5.2 There is a huge amount of information available about Bath in a wide variety of formats including museums, leaflets, books, tours, street plaques, exhibitions and websites. Some aspects of the World Heritage Site are extremely well covered; in particular there is a lot of interpretation for the high status Georgian buildings and the Roman Baths.
- 4.5.3 The role of museums in presenting the World Heritage Site is crucial and there is a wide range of attractions. Many are directly related to the values of the World Heritage Site, such as the Roman Baths Museum and the Building of Bath Museum, and others offer interpretation on some of the less well understood aspects of the World Heritage Site, such as the Bath stone exhibition at the Museum of Bath at Work. The museums are continually improving the interpretation of their collections and are very popular with both locals and visitors.
- 4.5.4 Local groups also play a role in interpreting the city and can be invaluable for their contribution to the less well recognised elements of the World Heritage Site. The Mayor of Bath's Corps of Honorary Guides is a long-established and successful group providing free walking tours. The Combe Down Heritage Group has recently produced a Heritage Trail leaflet, covering the stone mine community of Combe Down, an essential but often overlooked part of the World Heritage Site. Other similar projects would greatly enhance the range of interpretation available for the World Heritage Site. The archaeological resource of Bath is particularly poorly catered for in the interpretation currently available.
- 4.5.5 Conversely, very little of the interpretation includes information about World Heritage, or the reasons why Bath became a World Heritage Site and what it means for the city. The World Heritage logo is rarely used on interpretational literature.
- 4.5.6 This section is predominantly about filling in the gaps of the existing range of interpretation, ensuring that the different types of interpretation cater for the wide variety of visitor needs and that they illustrate the relationships between the individual parts of the World Heritage Site and the values of the whole Site.
- 4.5.7 For related issues & objectives, see tables in Appendix 6.

4.5.8 Interpretation Actions

Action	Partners	Date
84. Identify those areas, sites and elements of the WHS which require presentation and ensure that their presentation is undertaken to the highest standard	WHSC COUNCIL Owners	M / Ongoing
85. Prepare and implement a programme of works for providing comprehensive interpretation of the whole WHS as well as its component parts	WHSC COUNCIL BTP museums	M
86. Develop web-based interpretation for the WHS	WHSC COUNCIL	S
87. Assess the current use of the WH logo and implement appropriate actions to improve the profile of WH around the WHS	WHSC COUNCIL	M
88. Ensure IT kiosks and any on-street interpretation is complementary in the range and accuracy of information given	WHSC COUNCIL	M
89. Investigate the need for and viability of a study / exhibition / interpretation / archive space for the WHS	WHSC COUNCIL	M

Key:

WHS	World Heritage Site
WHSC	World Heritage Site Co-ordinator
COUNCIL	Bath & North East Somerset
BTB	Bath Tourism Plus
WH	World Heritage
IT	Information Technology

4.5 Interpretation, Education & Research *continued*

Education

- 4.5.9 This section deals with the dissemination of understanding of World Heritage through formal and informal education and the use of the World Heritage Site as an educational tool for studying other subjects.
- 4.5.10 The museums of the World Heritage Site have in place extensive educational programmes, particularly aimed at school children. They also have a wide range of activities for the local community.
- 4.5.11 The Education Service of Bath & North East Somerset Council employs an international officer, offering a range of services to encourage links with schools in countries all around the world and provide access to a wide range of funding and training for teachers. The Local Authority also provides an Adult and Community Education programme which caters for many different subjects and skills. Heritage Services have a Museums Education Manager.
- 4.5.12 Higher education institutions regularly use the World Heritage Site as a theme for skills-based learning, such as architecture and stone masonry.
- 4.5.13 The main area of work in this section is to use the systems that are in place to encourage education about World Heritage itself. There are many opportunities to do this, both in schools and at venues around the Site. This education should extend throughout the community according to the principles of lifelong learning. Not only will this provide people with the opportunity to learn about World Heritage, it should also spread the message of the importance of conservation and holistic management, improve understanding of the particular issues in Bath, and encourage the local and visiting community to engage with the process of solving those issues.
- 4.5.14 There is also potential to extend the use of the World Heritage Site as a training tool, on subjects such as conservation techniques, archaeological and heritage management, tourism, architecture, and traditional crafts.
- 4.5.15 For related issues & objectives, see tables in Appendix 6.

4.5.16 Education Actions

Action	Partners	Date
90. Investigate possibilities of promoting the WHS as a whole, as well as component parts, for use as an educational tool in schools & further education	COUNCIL WHSC museums	S
91. Promote use of UNESCO's WH Educational Pack in local schools	WHSC COUNCIL	Ongoing
92. Encourage local school and further education establishments involvement in local, national and international heritage programmes	WHSC COUNCIL	Ongoing
93. Identify and implement opportunities for use of WHS as a lifelong learning tool, particularly for local community	WHSC COUNCIL	Ongoing
94. Identify requirements for training of teachers and education officers in use of WH as an educational tool	WHSC COUNCIL museums	Ongoing
95. Establish and implement a training & awareness programme for Council staff on WH	COUNCIL WHSC	S
96. Encourage and extend existing skills training programmes that use the WHS or any of its assets	WHSC COUNCIL UB BSU CBC	Ongoing
97. Identify any areas where the WHS could be further used as a skills training tool and encourage its use in these areas	WHSC COUNCIL UB BSU	Ongoing
98. Identify need / opportunities for training companies engaged in conservation activities in WHS	COUNCIL UB BSU CBC	Ongoing
99. Investigate use of a Council accreditation scheme for professionals working in the WHS and/or encourage use of existing accreditation schemes	COUNCIL	M

Key:

WHS	World Heritage Site
COUNCIL	Bath & North East Somerset Council
WHSC	World Heritage Site Co-ordinator
WH	World Heritage
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UB	University of Bath
BSU	Bath Spa University
CBC	City of Bath College

4.5 Interpretation, Education & Research continued

Research

- 4.5.17 This section is about the co-ordination of research carried out on the World Heritage Site and its component parts, and ensuring that the results contribute to a fuller understanding of the Site. This will inform management decisions and policy formulation, and enable better interpretation and enjoyment of the Site.
- 4.5.18 Research is the process through which knowledge of the World Heritage Site is improved: it should be ongoing, continually expanding the understanding of the Site. Bath is the subject of a substantial amount of research by private individuals, students, museums, and voluntary, charitable and commercial organisations. This research is generally dictated by private interest, commercial need, education or funding opportunities.
- 4.5.19 To ensure that the World Heritage Site benefits as much as possible from the research that is carried out, a research agenda or framework is needed to identify areas where knowledge of the World Heritage Site is incomplete. This will help to direct the research activities of a large body of people to the benefit of the World Heritage Site. It should also allow for co-ordination of the research being undertaken, ensuring that the results are made available to the organisations who manage the World Heritage Site. The research agenda should include all topics relevant to the understanding of the World Heritage Site, such as history, architecture, archaeology, conservation, traffic and transport, and education.
- 4.5.20 To enable and encourage research, appropriate and high quality facilities are needed. Facilities such as local

study centres and city archives should provide the necessary storage and conservation for their collections and make them available to as wide an audience as possible. In recent years both of these resources have been improved but the city archives in particular suffer from inappropriate accommodation and insufficient resources.

- 4.5.21 For related issues & objectives, see tables in Appendix 6.

4.5.22 Research Actions

Action	Partners	Date
100. Identify gaps in our understanding of the WHS, particularly its outstanding universal values, and ensure that appropriate research is carried out to improve this	WHSC COUNCIL EH Local Interest Groups	S / Ongoing
101. Prepare and encourage use of a research agenda / register for improving and widening understanding of WHS	WHSC	M
102. Develop a method for tracking research done on WHS, encouraging publication and the widest possible dissemination, accessibility and compatibility of results	WHSC COUNCIL	M-L
103. Investigate need for an information exchange point for organisations & individuals involved in history, heritage or archaeology	WHSC	M
104. Continue to improve the condition of the city archives	COUNCIL	L

Key:

WHS	World Heritage Site
WHSC	World Heritage Site Co-ordinator
COUNCIL	Bath & North East Somerset Council
EH	English Heritage

4.6 Physical Access

Traffic, Transport & Travel Planning

- 4.6.1 This section deals with some of the larger scale problems of the World Heritage Site. It is a particularly challenging section and will require long-term vision to find appropriate solutions.
- 4.6.2 A substantial part of the challenge of managing access to the World Heritage Site is the wide range of access needs and the disparity of opinions on appropriate methods to satisfy these needs. There are many conflicting interests and the subject is continually debated. Few of the issues relating to this section, or the following section, can be dealt with in isolation and this leads to the involvement of a large number of interested organisations and often the requires large resources.
- 4.6.3 There are a number of strategies and initiatives aimed at resolving the traffic and transport issues. Bath & North East Somerset's Local Transport Plan and Twenty Year Vision for the principal Transport Networks are the principal documents providing a framework for traffic and transport management over the next two decades. There are also the Parking and (emerging) Coach Management Strategies and the Quality Bus Partnership, aimed at improving the services of local buses to attract more users away from cars.
- 4.6.4 Many of the issues addressed in this section are regional, requiring the Local Authority to work in partnership with other Authorities and regional and national transport organisations. The recent South West Region Multi-Modal Study and the emerging Bristol/Bath to South Coast Strategic Transport Study are trying to address these wider issues.
- 4.6.5 Despite the heavy through traffic problems, many of the vehicles on Bath's road network are local traffic making short trips. Reducing the number of these journeys requires a different approach. Organisations such as Sustrans, often working in partnership with the Local Authority, are engaged with projects like Bath Car Share Club and Green Travel Plans for businesses, aimed at changing people's habits by providing a wide range of alternative methods of transport.
- 4.6.6 Recent studies have highlighted the need for some radical changes to the traffic and transport network to and around Bath. Commitment is now needed from all involved organisations to ensure that these recommendations are properly implemented and integrated into existing arrangements.
- 4.6.7 For related issues & objectives, see tables in Appendix 6.

4.6.8 Traffic, Transport & Travel Planning Actions

Action	Partners	Date
105. Undertake audit of signage arrangements and accompanying traffic infrastructure (i.e. lights, poles, road paint) & minimise their numbers and their visual intrusion to the WHS	COUNCIL	S-M
106. Ensure WH issues are considered during the Bath / Bristol to South Coast Strategic Transport Study	WHSC COUNCIL	Ongoing
107. Reduce number of heavy goods vehicles entering and passing through WHS	COUNCIL	Ongoing
108. Introduce restricted freight delivery hours to central areas of WHS	COUNCIL	M
109. Investigate co-ordinated local freight delivery system	COUNCIL	M-L
110. Ensure the widespread promotion of sustainable transport options and explanation of their importance and relevance to WHS	COUNCIL Envolve	Ongoing
111. Seek to improve integration of public transport options (i.e. ticketing & timetabling)	COUNCIL FGW	L
112. Improve the physical condition, facilities and appearance of Bath Spa Rail Station	NR EH COUNCIL	M-L
113. Reduce physical and visual impact of Open Top Tour Buses on WHS	COUNCIL	M-L
114. Encourage the production and implementation of green travel plans for organisations operating in and around the WHS	COUNCIL Envolve	Ongoing
115. Encourage the use of green travel options for individuals travelling in and around WHS	COUNCIL Envolve	Ongoing

Key:

WHS	World Heritage Site
COUNCIL	Bath & North East Somerset Council
WH	World Heritage
WHSC	World Heritage Site Co-ordinator
EH	English Heritage
FGW	First Great Western
NR	National Rail

4.6 Physical Access continued

Pedestrians, Cycling & Access for All

- 4.6.9 This section is concerned with the access arrangements to the World Heritage Site for non-motorised traffic. The increased use of these methods of travel is essential for the future well-being of the World Heritage Site and people's ability to enjoy it.
- 4.6.10 Walking is a popular mode of transport in Bath. It is often the best way to explore and appreciate the World Heritage Site, and has benefits for health both from increased exercise and reduced vehicle emissions. There is capacity for higher numbers of foot passengers around the Site, but improvements in the pedestrian's environment are essential to encourage more people out of cars. The Local Authority's Walking Strategy and initiatives such as Safe Routes to School are aimed at encouraging walking but short journeys by car are still prevalent around the World Heritage Site.
- 4.6.11 Although the number of cyclists in Bath is generally lower than other UK heritage cities, the benefits to the World Heritage Site are clear: reduction of motorised traffic, congestion, noise and air pollution, and better health. Improvements are needed to the network of cycle routes through and around the city. Bath & North East Somerset's Cycling Strategy needs to be implemented to provide a better network of routes and encourage more cyclists.
- 4.6.12 Providing appropriate access for the wide range of mobility needs is increasingly necessary. The requirement of the 1995 Disability Discrimination Act is for service providers to remove physical barriers. This is relevant to many organisations across the World Heritage Site and needs to be carried out with consideration for the fabric and visual integrity of the Site. This is a challenging area of work and clear guidance on how best to overcome the physical barriers of the historic environment would be of great value to all who operate within the World Heritage Site, not just those who are required by law to provide appropriate access.
- 4.6.13 Like the previous section, making improvements in these areas will require on-going commitment, resources and long-term vision. The holistic management of the World Heritage Site in terms of traffic and transport issues is essential if the necessary changes are to be successfully achieved.
- 4.6.14 For related issues & objectives, see tables in Appendix 6.

4.6.15 Pedestrians, Cycling & Access for All Actions

Action	Partners	Date
116. Review pedestrian signage and on-street information panels	COUNCIL	S
117. Identify key pedestrian routes and assess requirements for improvement of facilities and environments, or new link routes	COUNCIL Envolve PA	Ongoing
118. Develop and implement a programme for improving the provision of cycling routes within and to the WHS designed to take into account the visual sensitivity of the WHS	COUNCIL Pedestrian Council Pedestrian & Cyclists Liaison Group	M
119. Identify ways of improving the accessibility of WHS for different mobility needs	COUNCIL	M
120. Establish best practice and guidance for making historic buildings accessible to all mobility requirements without compromising the values of the property or WHS	COUNCIL	M

Key:

COUNCIL	Bath & North East Somerset Council
PA	Pedestrians Association
WHS	World Heritage Site

4.7 Visitor Management

- 4.7.1 This section is concerned with the provision of high quality visitor facilities, the appropriate promotion of the whole World Heritage Site and the need to maximise the benefit of tourism to the local economy.
- 4.7.2 Bath is an extremely popular destination and is well established as an international heritage attraction. The city receives approximately 1 million staying visitors and 2.75 million day visitors each year. Visitors come for a variety of reasons, but the most common is the architecture and historic environment, and the special character it lends to the city. The city is therefore competing directly with other heritage cities around the world and must provide top quality visitor facilities appropriate to both its status as an international attraction and World Heritage Site. The strains placed upon the tourism industry over the last two years have shown how important it is not to become complacent about the ability of Bath to continually attract visitors.
- 4.7.3 While some areas of visitor management, such as individual museums, have received good levels of investment, there are some areas which will require substantial attention during the period of this Management Plan. Signage and on-street information and the provision of information at entrance points to the World Heritage Site are two areas which are in need of work and which are essential for the ability of visitors to navigate around and enjoy the Site.
- 4.7.4 Visitor activities are concentrated in the central areas of the World Heritage Site though many areas of interest and significance to the values of the Site lie out of the city centre or in the setting of the Site. Improving the accessibility of some of these areas would enhance the experience of visitors and improve understanding of the World Heritage Site. Properly managed, so that visitors are not encouraged into areas unable to support them, this could also distribute the economic benefits of tourism further around the local community.
- 4.7.5 Tourism forms a substantial sector in the local economy, bringing in over £195 million each year and supporting many local jobs. At present, the majority of tourists are day or short-stay visitors. The potential for using the World Heritage Site status to attract people to stay longer, to explore more widely around the city and the district and to spend more money locally, needs to be investigated.
- 4.7.6 For related issues & objectives, see tables in Appendix 6.

4.7.7 Visitor Management Actions

Action	Partners	Date
121. Encourage promotion of the WHS or its component elements to emphasise sustainable transport options	COUNCIL Envolve BTP NT	Ongoing
122. Assess the current condition of visitor facilities and draw up plans for any needed improvements	COUNCIL BTP	M
123. Assess the current condition of the main entrance points to the WHS and the information and interpretation available there, and prepare and implement plans for their improvement	WHSC COUNCIL	S
124. Assess the capacity of the wider WHS for visitors and encourage the wider dispersal of visitors around the WHS to improve understanding of the Site as a whole	COUNCIL BTP	M
125. Ensure that WH issues are included in planning for the reorganisation of Bath Tourism Bureau	WHSC BTP	S
126. Assess the need and appropriateness of including WHS status in promotional marketing of the city	WHSC BTP	S
127. Encourage visitor attractions and other producers of information for the WHS to use the WH logo on literature, in line with UNESCO's guidelines	WHSC BTP	Ongoing
128. Identify and support opportunities to encourage longer-stay tourism	COUNCIL BTP	Ongoing
129. Investigate possibility of a scheme for visitors to financially contribute directly to the conservation and management of the WHS	WHSC COUNCIL BTP	M

Key:

WHS	World Heritage Site
WHSC	World Heritage Site Co-ordinator
COUNCIL	Bath & North East Somerset Council
BTP	Bath Tourism Plus
NT	National Trust
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WH	World Heritage

City of Bath World Heritage Site Boundary

Appendix 1 – Selected Bibliography

There is a substantial number of sources which are relevant to the World Heritage Site. The following list does not attempt to be comprehensive or hierarchical but rather should be considered as a taster of what is available.

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Appendix 2 – History of the World Heritage Site

The Foundation of Bath

1. The exact date of Bath's foundation as a settlement is not known. There has been human activity in the area since c.5000 BC but it is difficult to establish what, if any, actual settlement there was. The enclosure on Bathampton Hill to the east of the city dates from the Late Iron Age but may have been used for seasonal pasture activities rather than regular or continual inhabitancy.
2. The role of the Hot Springs as sacred before the Romans monumentalised them has some supporting evidence. During excavations of the Roman reservoir in the 1970s, a gravel and boulder causeway was discovered leading to the spring head, dating to the Late Iron Age. Around the causeway were found a number of Celtic coins. It is believed the native goddess Sulis was worshipped here, with offerings cast into the spring waters. It is known that the Romans tended to build on sites of native power or religious significance in order to establish their dominance as rulers.
4. The Temple of Sulis Minerva (see below) has previously been thought of as the stimulus for the development of the town of Aquae Sulis. However, the archaeological evidence from the two main areas of continued Roman occupation – the central area and the Walcot Street / London Street area – is very different and seems to relate the largely separate development of the town and the temple area.
5. In the 60s AD, the great Temple of Sulis Minerva was built. The temple precinct, including thermal healing baths, used the Hot Springs for worship, health and social interaction. The engineering feat the Romans achieved is astonishing for until the Temple was built the Springs bubbled up out of open marshes. A lead lined reservoir was built where the Springs rose and a sluice gate arrangement was put in place to cope with the amount of sand brought to the surface by the water. The spring overflow can still be seen today in the Roman Baths Museum, stained bright orange by the oxidised iron salts. The reservoir formed the sacred pool of the temple, near to the sacrificial altar which was in the courtyard of the great Classical temple building.

Roman Bath

3. When they invaded Britain in 43 AD, the Romans moved rapidly through the country and are thought to have established a military encampment in the Bath area, traditionally supposed to be at Bathwick although substantial evidence in support of this has yet to be found. Cleveland Bridge (linking London Road to Bathwick) is the location of a natural river crossing with existing routes travelling north and south and this became the junction of four major Roman roads showing the strategic importance of the crossing.
6. The area appears to have consisted solely of the temple and baths precinct until the 2nd century when other large public buildings were built. Development continued into the 4th and possibly 5th centuries. In the 2nd century the area, about 24 acres, may have been enclosed by an earthen bank. The stone walls, which are believed to have followed the line of the bank, were built in the 3rd or 4th centuries. It is only in the 4th century that evidence for domestic or industrial activity is found and the change seems to have been on a large scale, with buildings being erected over part of the temple precinct itself.

7. Prior to the building of the temple, there was already enough activity in the Walcot Street / London Street area to suggest a settlement was developing. Finds from the area around Cleveland Bridge date from 48-63 AD, before the temple was constructed. This location would have been supported by good communications and passing trade and the presence of a military establishment would have required goods and services. The settlement included river and street frontage and contained a mixture of timber and small masonry buildings, later to be replaced by more substantial masonry structures. Activity was both domestic and industrial. There was a cemetery unusually close into area occupied by the living (these were by law kept completely separate).
10. The monastery of St. Peter was an ancient foundation, established by the mid-8th century. From the fragments of Saxon Bath that still survive, it seems that the Saxons built their religious buildings both inside and around the Roman Temple of Sulis Minerva.

Saxon Bath

8. The Romans left Britain in the early 5th century and after a battle at Dyrham in 577 AD Bath was taken over by the Saxons. The Roman buildings decayed and were gradually demolished, providing building material for the Saxon town that grew. Strategically, Bath held an important location: the city sat on the political boundary between Mercia (north) and Wessex (south), two strong Saxon powers. Originally held by Mercia, the town was transferred to Wessex in the late 9th century, in the time of King Alfred.
9. The Wessex kings set about improving the defences of Bath and repaired the Roman walls that were still standing, though probably in a poor condition. In 901 AD the Witan (Saxon parliament) was held in Bath and later a mint was established. The highlight of the Saxon era was undoubtedly on 11 May, 973 AD, when Edgar was crowned first king of all England at the monastery in Bath.
11. One cemetery, believed to belong to the monastery, has been located in the precinct of the Roman Temple where the East Baths project out beneath Kingston Parade. A second has been found to the north of the King's Spring, which may have belonged to either the monastery or the nearby Saxon church replaced by the medieval church of St Mary de Stalles. The exact location of the monastery is not known but these cemeteries suggest it was close to the existing Abbey church. Though the physical remains are elusive, the reputation of the monastery was well established in the Saxon era and in 973 AD it was considered a fitting place for the crowning of Edgar.

Norman Bath

12. Saxons stayed in the West Country until 1013, when the area surrendered to the Danish king Swein at Bath. Though the town is thought to have been largely unaffected by the arrival of the Normans in 1066, in the unsettled period that followed the death of William the Conqueror in 1088 Bath was at the centre of a plot to displace the new king William II with his brother, Robert of Normandy. The revolt was supported by the Norman bishops, whose base was at Bristol, and because Bath was largely owned by King William the town was sacked. The disruption caused by this event marked a new era in Bath's history.

The Medieval Town

13. In 1090, John of Tours (also called de Villula) was appointed as Bishop of Wells. The new bishop decided to move his seat to the monastery church of Bath and a new era in building began. The religious complex that John of Tours planned and started to build (it was finished by Bishop Robert of Lewes who died in 1166) took up an entire quarter of the Medieval walled town.
14. The new cathedral was one of the largest of its kind in England and far larger than the 16th century Abbey church that exists today. At this time the walled town covered about 24 acres, much the same as the Roman complex, of which only 3 acres belonged to the bishop, with most of the rest belonging to the king. John of Tours paid 500 pounds for all of the king's property in Bath and the church became the largest power in the city, a power that would last for 450 years.

King's Bath

15. John of Tours was probably also responsible for the renovation of the King's Bath, largely demolished and then forgotten in Saxon times. A new bath was built over the Roman reservoir (though they may not have known it was there under the surface) and it was developed into quite an extensive complex with additional baths at the two other main springs, the Cross and Hot Springs. From later drawings it is apparent that there were distinct baths for healthy and diseased bathers, with areas for undressing, sheltered alcoves around the edge of the bath for resting and privacy (the baths were open to the sky) and refreshment facilities.
16. Though it is not clear how much attention was paid to the Hot Springs during Saxon times, by the 12th century the baths were well known throughout

Europe for their healing properties and, as in Roman times, travellers came from far away to use them.

St John's Hospital

17. In about 1180, the Hospital of St John the Baptist was founded by Bishop Reginald to benefit the poor of Bath and was placed under the control of the monastery. Land was given to the hospital between the Cross and Hot Baths and the city walls for the hospital buildings, and parcels of land over a wider area were granted to them for income. It seems to have been fairly standard medieval hospital with an infirmary building and a chapel at the east end. Other buildings would have been kitchen and barn and there would have been a courtyard and garden. The hospital has had a varied history, with periods of diminished prosperity, but it has always been active since its foundation.

Late Medieval

18. With the removal of the bishopric back to Wells in 1218, the abbey church in Bath ceased to be a cathedral and returned to being a priory church for the monastery. While the town developed into a thriving wool market, the religious buildings and baths gently declined, until the town's regional market was of greater importance than either. In 1499, Bishop King decided to replace the almost ruined Norman cathedral with a new church, but by the time of the Dissolution in 1536 the church was not finished: it was gutted and left as a ruin.

The Rise of the City Corporation

19. In the 16th century, the power balance in the city changed completely. The church, which had been influential for over 400 years, was going through the unsettled period of the Dissolution and

the civic authorities, in the form of the City Corporation, were gaining strength. The Letters Patent of 1552 gave the mayor and citizens of Bath all the property owned by the priory. In 1590, Queen Elizabeth compounded this when she authorised a new charter of incorporation and finally gave all the powers of the bishop and prior to the Corporation.

20. One of the most important aspects of the charter was that it extended the boundaries of the city beyond the medieval walls, to include Barton Farm and Walcot, and gave the city the potential to expand. Also as a result of the charter the abbey church, still unfinished, was reconsecrated as the parish church of St Peter and St Paul, which it remains to this day. The new status of the church meant it was the principal place of worship for the city and as such it was gradually renovated by the city authorities.
21. The baths, traditionally Crown property, had been given to the Corporation in 1552. The 16th century saw a number of publications extolling the virtues of bathing and the Corporation, realising the potential of the baths, set about renovating them. Mostly still the medieval structure, the Corporation added the Queen's Bath (originally known as the New Bath) in 1576. There were also two other baths: the Cross Bath, mainly used by diseased bathers, and the Hot Bath. The Hot Bath in particular was improved in the 16th century to 'gentrify' it. The growing number of visitors, attracted by the improved facilities, led to a greater number (and higher quality) of lodging houses. This was the start of the mass tourist trade in Bath.
22. The 17th century saw attempts to clean up the city. Bath was still small, largely confined within its walls, but had a steadily growing population. In 1643, during the Civil War (1642-9), Parliamentary forces occupying Bath were defeated by the Royalists in a battle on Lansdown Hill, just north of the city. Though the city did not expand out into the countryside during this century, it changed greatly within the walls. The two storey thatched houses were replaced with four storey tiled buildings, filling in empty spaces and defining more than ever the differences between the poor and the wealthy. Outside the walls, the city was surrounded on most sides by orchards and market gardens.

The Beginning of Georgian Bath

23. Bath increased in popularity throughout the 1600s and in the later decades of the 17th century was established as a fashionable resort. The visits of Queen Anne in 1692 (as Princess) and then in 1702 and 1703 were seen as confirmation of the good society that was to be had in Bath and its popularity grew further. In 1700 the population was c.2000, but with the growth and popularity that followed, by 1800 this had risen to c.30,000.
24. In response to the increasing numbers of visitors, the first Pump Room was built in 1706 between the Abbey Yard and the King's Bath. As more visitors came, the city's facilities were improved which in turn brought more visitors. Pressure for land grew sharply and those who held land outside the city walls grasped the opportunity now presented to them. Trim Street (1707) was the first speculative development to breach the city walls, and areas such as Barton Farm to the north and Kingsmead to the south soon became available for expansion.
25. The arrival in Bath of Richard (Beau) Nash, Ralph Allen and John Wood hailed the city's golden era as the toast of society flocked there every year to see and be seen. Beau Nash arrived in Bath in 1704 and quickly established

himself as Master of Ceremonies, imposing on society a set of rules that carved out new standards of behaviour. Ralph Allen made his fortune in developing the Postal Service and foresaw the need for building material, buying up most of the stone mines that surrounded Bath in the 1720s. John Wood was an architect whose extraordinary vision for a new city influenced development in Bath for a hundred years.

Building the New City

26. The building of Georgian Bath took roughly 125 years, starting at the beginning of the 18th century and finishing around 1825. Initially it was a response to the increasing numbers of visitors, with the first Pump Room built in 1706 on the site of the existing building and the lower Assembly Rooms in 1708 on Terrace Walk. These modest buildings were later replaced with the current examples, much grander in both style and scale, reflecting the growth during the 18th century in numbers of visitors and expectations of facilities and status.
27. The medieval town, as Bath essentially still was in 1700, was small, confined by its walls, and the buildings were almost all in the later medieval tradition with narrow streets and overhanging facades. It is very difficult now to trace this town except in the street pattern, since the Georgian rebuilding was so comprehensive and in such a different style.

John Wood

28. Arriving in Bath in 1727, John Wood came with plans to change the face of the city forever. Though he met mixed enthusiasm and his plans were not completed, his achievements were immense, with some of the earliest and most accomplished Georgian buildings

and a town planning tradition that can be seen in virtually every development in Bath until the Victorian era. Wood's example was followed by many different architects, both during his lifetime and after his death, with the result that the town expanded very rapidly.

Bath Stone

29. Despite so many different architects working independently, Bath has a rare visual homogeneity. This is due partly to John Wood's influence but largely to the almost wholesale use of Bath stone, from the mines around the city. This oolitic limestone has been used at least since Roman times for building in Bath and the quarries and mines grew up close to the city at Combe Down and Odd Down and other places such as Box.
30. Ralph Allen's reasons for buying the stone mines in the 1720s were not so much to supply the city with building material but to promote its use in London, where he hoped to rival the pre-eminence of Portland. Allen was not successful in this plan, but after his death stone from Combe Down was used at Windsor Castle and Buckingham Palace. The availability of the stone locally has given a harmony to Bath's buildings that spans two thousand years of changing styles and techniques.

Georgian Architecture

31. The highlights of architecture in Bath must be the crescents and terraces, particularly where they were built on the hills above the old city to make use of the views and countryside setting. John Wood did not work in isolation; there were many architects active in the 18th century, the majority of them local to Bath. The topography of the city was a challenge and it dictated much of the

method of building and affected the continuous line of the terraces as they climbed up the steep hills.

32. For the bigger projects such as Queen Square and the Circus, huge amounts of earth were moved in attempts to level the sites. At Camden Crescent, the instability of Beacon Hill resulted in the collapse of the western end of the crescent and only the houses built on solid rock could be completed. Terrace design became more sophisticated throughout the century, particularly in dealing with the slopes. John Pinch's work of the 1820s, the last of the great terraces to be built, cleverly incorporated the inclines into the decorative finish of the design.
33. The impact of the 18th century on the city, both physical and visual, was enormous. The scale of the rebuild spared very few of the medieval buildings, though more material may survive behind the facades. Visually the city was transformed. The expansion of the city was rapid, climbing the slopes of Lansdown and stretching out east and west into the countryside.
34. The design of the town houses had a significant physical impact on the city. The 18th century roads are built on vaults, connected to the basements of the houses on either side of the street: the excavation of these basements and vaults has compromised much of the medieval archaeology of Bath. New roads such as Union and Bath Streets (c.1790) were cut through existing rows of buildings, altering parts of the medieval street pattern and others were widened and refronted.
35. Bath's position as a society favourite was in part due to its gambling establishments, of which Beau Nash was both a great supporter and regulator. The waters were still used for drinking and bathing but Bath's main attraction was self-perpetuating: society

gathered there to be part of fashionable society. The season lengthened from a few weeks to six months and was an essential part of high society's calendar. The city became dependant on the tourists for its wealth: the number of visitors increased by ten times during the 18th century.

The Decline in Popularity

36. Towards the end of the century, Bath's popularity with the aristocracy dwindled and the nature of the visitors changed from high society to the emerging middle classes. More people began to retire to Bath and it became safe rather than exciting. New anti-gambling laws and the death of Beau Nash added to the decline.
37. Physical expansion came to an abrupt halt in 1793 with the financial crisis brought on by the war with France. This led directly to several schemes going unfinished, most notably perhaps Great Pulteney Street, the suburbs of which were never built, leaving the main street in relative isolation. When stability returned in the 1820s, building energy was channelled into the newly popular semi-detached villas. The population continued to grow quickly and Bath's reputation became that of a quiet refined resort, in architecturally excellent surroundings.

Victorian Changes

38. One of the greatest changes the Victorians wrought on Bath was the introduction of the railway and its grandiose architecture. Isambard Kingdom Brunel constructed the Great Western Railway Paddington to Bristol line with fine viaducts, bridges and stations and southern Bath in particular was affected, though the style of these structures was carefully designed to relate to the style and grandeur of the architecture of Bath. There were many

architects who, whilst adopting Victorian architectural advances and stylistic preferences, also continued to work in harmony with the buildings of Georgian Bath, thus adding greatly to the visual homogeneity of the present city. Several architects, such as Henry Goodridge (1797-1864), were prolific and were influential in the development of the city in the mid-later 19th century. The Victorians also made many smaller alterations to the Georgian city as technology progressed, particularly with the introduction of plate glass in windows.

39. The highlight of the Victorian era was the rediscovery of the Roman Baths complex, with the remains of the Great Bath found in 1880, most of which was achieved through the determination of Major Davis, City Surveyor of Work and architect. New baths were built at the western end of this complex allowing visits to the remains which the city saw as an opportunity to prop up their flagging tourist trade. The Pump Room extension, the Concert Hall, was completed by 1897 and the same architect was then employed to extend the Guildhall and add to it the Victoria Art Gallery. The last large Victorian addition to the city was the Empire Hotel. Bath's popularity as a tourist destination did improve in the first decades of the 20th century, but it was not to recover the social status it had enjoyed throughout the 1700s.

20th Century

40. In 1930, before similar Government legislation was prepared, Bath developed a prototype Green Belt based on a Regional Plan written by Patrick Abercrombie and BF Brueton. The plan highlighted the special quality of the landscape around Bath and the need to conserve its character and prevent 'straggling development'. These restrictions were incorporated into a Bath and District Planning Scheme in 1933.

Bomb Damage

41. On 25 and 26 April 1942, Bath was hit by bombs as part of the World War II Baedeker raids. The suburbs felt most of the damage, with a few notable exceptions such as the gutted Assembly Rooms (newly refurbished by the National Trust in 1938) and the destroyed south side of Queen Square. Large swathes of artisan buildings in the west and south of the city were lost, in highly residential areas such as Oldfield Park and Kingsmead. The higher status Georgian buildings were largely restored but the artisan suburbs were generally cleared and redeveloped.

Town Planning

42. In 1945, Sir Patrick Abercrombie wrote his *Plan for Bath*, a proposal for city-wide development to replace the war damage and move into a new era of town planning. This document, in parts far sighted though largely unrealised, furthered the Green Belt concept and planned for residential developments inside the existing city boundary. It recognised the desirability of retaining Bath's visual link to surrounding countryside and promoted better standards for residential housing and the incorporation of green open spaces and community facilities.

43. Further to the early Green Belt provision, Bath saw the first jointly funded grant scheme in the country between central government and the city council, to grant aid historic building conservation. In 1955/6 the Bath Town Scheme offered grants for the cleaning of the stone facades of the Circus.
44. Planning controls, however, were altering and the emphasis on incorporating landscape design into new developments was lost. Despite its early protection of Green Belt and participation in the post-war designed landscapes, Bath fell victim to the country-wide blight of wholesale historic building destruction. 18th and 19th century suburbs were cleared in their entirety resulting in the huge loss of fine architecture. The replacement developments no longer considered landscape design as a necessary or even desirable feature. Bath lost much of its historic artisan buildings during this period. The conservation movement that formed in response to the destruction of historic buildings, and the success it achieved in stopping that destruction, helped to influence national attitudes to historic buildings.
45. By the later 1960s, changes in attitude were emerging. Studies were undertaken into the management of traffic and development specifically in historic towns. Gradually an improvement took place, and more thought was put into redevelopment showing a growing awareness of the issues involved in modern life in an historic town.

Appendix 3 – Inventory of Selected Key Elements of the World Heritage Site

1. Roman Baths and Pump Room

- 1.1 This is a fascinating site with a history that began over 7000 years ago in the Mesolithic period. It includes the Roman temple and bath complex and museum, the Pump Room and the Concert Hall.
- 1.2 Before any baths were built, a temple was erected by the King's Spring dedicated to Sulis Minerva, a combination of Roman and British goddesses. This was constructed in 65-75 AD and the spring was contained in a lead-lined reservoir, probably built out of Bath Stone. This reservoir was used for worship, much as the Springs had been used for several thousands of years, with offerings being thrown in to the Gods. The temple was a classical buildings and stood in a large precinct with other monumental buildings. In the middle of this precinct was a sacrificial altar. Many remains have been found of this precinct including the pediment and steps of the temple and the altar, found in situ.
- 1.3 Gradually the complex grew and baths were added onto the religious site. At their height the baths included: the central swimming pool, the Great Bath; two suites of rooms (East and West Baths) with plunge and immersion baths; cold, warm and hot rooms; and a smaller warm pool. Curative rooms were a part of the complex, indicating the early understanding of the potential of the waters for improving health.
- 1.4 The baths have been modified on several occasions, including the 12th century when John of Tours built a curative bath over the King's Spring reservoir and the 16th century when the city corporation built a new bath (Queen's Bath) to the south of the Spring. The Great Bath was not known of at this time, as the Roman buildings covering it had long collapsed in and been buried. Discoveries were made throughout the 18th century, beginning with the highly important find in 1727 of the head of Sulis Minerva herself, near to where the Pump Room now stands. Further discoveries were made during the building of the Pump Room in the 1790s and in the 19th century the major discoveries of the Great Bath, Roman reservoir and West Baths brought about a new dimension to the city: museum of antiquity. The 1897 extension to the Pump Rooms, the Concert Hall (now the main visitor entrance) and Terrace displayed the discoveries to the public, and they now represent a chapter of history themselves as the Victorian interpretation of Bath's Roman past.
- 1.5 The Pump Room is a very special building, both architecturally and conceptually. It remains the only place in Britain where it is possible to drink hot spring waters and from the time of its construction to the present day it has been used for its intended purpose of social interaction and entertainment and the drinking of the spa waters.
- 1.6 The first Pump Room, built in 1706, was a much simpler single storey stone building. There was the pump, supplying the spa waters, and provision for musical entertainment. In 1751 the building was extended to cater for the crowds who came to drink the waters and socialise, and in 1784 Thomas Baldwin added the north colonnade. The New Baths were built in 1788-89 (Queen's Baths) mirroring the north colonnade in its façade, also designed by Baldwin. The original impact of this southern colonnade is now slightly lost with the alterations to the Baths behind it.

- 1.7 The main block was started in 1789 by Baldwin, but it was John Palmer who finished the scheme (1799). The interior, attributed to Palmer, is not considered to be as rich as either Wood's Assembly Rooms or Baldwin's Guildhall Banqueting Hall but is nevertheless appreciated by the thousands of visitors who come each year to eat in the restaurant and drink the spa waters. The building, with its two colonnades, dominates the approach to the Abbey Church Yard and creates an atmospheric link between the Abbey Church and Bath Street area.
- 1.8 The Pump Room is one of the main expressions of Georgian social ambitions and stands as a reflection of the physical and social improvements taking place throughout the city. Socially, it stands at the centre of all that Georgian Bath was about.
- 1.9 The Roman remains are considered along with Hadrian's Wall to be the finest architectural Roman remains in Britain, and some of the best Spa remains north of the Alps. They have huge potential for education and research as well as being a popular amenity for locals and visitors. The Pump Room has both architectural and historical importance. It has been at the centre of Bath social activity for nearly three hundred years and is still used for its original functions.
- 1.10 The Pump Room (without the Concert Hall extension) is Grade I listed, and forms a group with nos 6 to 14 (consecutive) Abbey Church Yard, nos 13 & 14 Cheap Street, no 3 Stall Street, and the Abbey Church. The Roman Baths are a Scheduled Ancient Monument. They are owned by Bath & North East Somerset Council and are operated by the Council's Heritage Services.
- 2. Abbey Church**
- 2.1 The church occupies a key site adjacent to the Baths complex and Pump Room. Externally its appearance owes a great deal to 19th century restoration, including the polygonal turrets of the tower, the pinnacles added to the turrets and the hollow flying buttresses erected on both sides of the nave. Nonetheless, it remains remarkably true to its Perpendicular style both within and without.
- 2.2 The church, begun in 1499, is cruciform in plan and occupies no more than the nave area of the Norman church which preceded it, the east end corresponding to the west arch that supported the Norman tower at the crossing. Little of the earlier church survives, but there are mutilated remains and a Norman arch high up on what is now the east wall of the south aisle choir. One of the most notable architectural features, the stone vaulted nave, was constructed in 1869. Before this, the nave was roofed in timber. The church was damaged in the air raids of 1942 and all the 17th century heraldic glass that survives is now displayed in two windows in the north aisle.
- 2.3 The Abbey Church was built to replace the great Norman cathedral which fell into disrepair. The building survived the Reformation, though in an unfinished condition, and is now possibly one of the grandest parish churches in the country. Finally finished in the 19th century the church is one of the most famous images of Bath and is a focal point for both local worship and tourist visits. Its vaults are run jointly with the Local Authority as a museum and the Abbey is a popular place to go for quiet reflection.
- 2.4 The Abbey Church is a Grade I listed building and forms a group with nos 6 to 14 (consecutive) Abbey Church Yard, nos 13 & 14 Cheap Street, no 3 Stall

Street and the Pump Room. It is owned by the Parochial Church Council of St Peter and St Paul.

3. Chapel Court

- 3.1 St John's Hospital is an ancient foundation and its site has evolved over many centuries. Much of what is now visible dates from the early 18th century, when the Duke of Chandos engaged John Wood to redevelop the site. Chandos had stayed near St John's when he visited Bath in 1726 and had not found the lodgings to his liking. Seeing an opportunity to make some money he acquired several of the leases around and in the hospital and John Wood the Elder set to work.
- 3.2 The main hospital range had almshouses below and private lodgings above. Wood was asked to redevelop the upper storey without demolishing the lower floor, an arrangement that did not suit his taste for large scale developments with wide open spaces. John Wood House was the result, with its rubble stone rear elevation facing Bath Street which previously would have been rendered, and ashlar classical front overlooking the courtyard of the hospital. Wood was also commissioned to build several lodging houses for the Duke, including Chandos House and Chandos Buildings (now demolished). Chapel Court House was another reworking of a medieval building and again, not to Wood's taste.
- 3.3 The complex of Chapel Court is an important one, containing some of the first examples of John Wood's use of classicism in the city and an important element of Bath's history, the medieval hospital.
- 3.4 The buildings that make up Chapel Court are a mix of Grade I and Grade II. They are owned by St. John's Hospital.

4. Queen Square

- 4.1 Queen Square is a prime example of John Wood the Elder's high ambitions for remodelling Bath, revealing his architectural talents and innovative town planning.
- 4.2 The land was leased to Wood by Robert Gay, with each plot in turn sub-let by Wood to local builders, working to his designs. The scheme for Queen Square was grand: three sides of the square were to be built giving the impression of a palace forecourt, with the main façade on the north, and a formal garden between. The south side was to be a separate building, from which to view the palace arrangement, with a broad promenade fronting it. Building started in 1728 on the east side and took seven years to complete.
- 4.3 During the course of building, the plans were altered and while the east and north sides were built to Wood's original palace forecourt plan, the west was not. The north side was the first successful use in Britain of a single monumental façade on a row of individual domestic houses and is impressive in its execution. The east side was intended as a complementary wing is therefore somewhat simpler. The west side was built further back from the square, with a mansion façade and enclosed forecourt, and was flanked by two buildings of two houses each. The south side was built much as Wood intended, though without the formal promenade. The central area was enclosed by a low balustrade (now railings) and laid out as a formal garden. An obelisk was erected in the centre on the occasion of the visit of the Prince of Wales.
- 4.4 The main north façade is largely untouched, though some window proportions have been altered. The west side was altered by John Pinch (younger) in 1830 when he infilled the

two flanking buildings to create one long façade, in a different style. The south side was heavily damaged in the bombing raids of 1942, half of it completely destroyed, and has since been rebuilt.

4.5 Queen Square is a highly important development. It is considered to be the most successful early application of a single monumental façade to a group of individual houses and created an urban space that directly related to the domestic buildings around it. The impact of Queen Square was heightened by its early construction, at a time when there were few Georgian buildings in Bath, on previously undeveloped land outside the city walls.

4.6 The buildings of Queen Square are Grade I listed. They are individually owned and are mostly used as business premises.

5. Prior Park

5.1 The mansion of Prior Park was designed by John Wood the Elder for Ralph Allen in 1735-43, famously as an advertisement for the local Bath stone. The design was grand and extensive, but described by Wood as simple classicism. Wood had built the west wing, pavilion and mansion house before he argued with Allen in 1748 and was removed from the project. Allen's clerk of works, Richard Jones, took over and is said to have ruined Wood's classical symmetry by altering the east wing.

5.2 The situation of the mansion house, close to Allen's stone mines, at the head of a comb overlooking the city gave the building the advantage of a tremendous view, with natural terraces sloping gently away. The building and park is a prominent feature of the Bath skyline. The grounds were landscaped by Allen, with advice first from Pope and later Capability Brown, and they take

advantage of the natural topography. The Palladian Bridge, a copy of the one at Wilton, was built in 1756 as a dam for the two lakes.

5.3 Prior Park is both a lesson in architecture and history. It is one of John Wood's earliest works and is demonstrative of the application of Palladianism to the scale and topography of Bath. The mansion is also a principal element of the story of Ralph Allen and Bath stone.

5.4 Prior Park is a Grade I listed building, as is the Palladian Bridge, and the gardens are registered Grade I on the English Heritage Register of Historic Parks & Gardens. The mansion is owned by Prior Park College and the Prior Park Landscape Gardens (including Palladian Bridge) are owned and being restored by the National Trust.

6. North and South Parade

6.1 Part of John Wood the Elder's overall scheme for Bath was a *Royal Forum*, to provide a new social focus for the city. The open area would be lined by parades of buildings, each with large terraces overlooking the *Forum* and built in a grand style similar to the palace façade of Queen Square. The area chosen, Abbey Orchard, was naturally very boggy and a large drainage system had to be in place before building could begin in 1740. Though the site is bordered on the east side by the River Avon, it never seems to have been intended as a visual element of the site.

6.2 The Grand, or North Parade was the first to be constructed with South Parade, overlooking the *Forum*, started in 1743. As usual, Wood designed the facades and each individual builder undertook to comply with those designs whilst given freehand with the internal layout and rear elevations. To the north

of this quadrangle of buildings, was the Grand Parade for promenading. East and west were Pierrepont and Duke Streets, with facing blocks of houses. St James' Portico, on the west side of Pierrepont Street was constructed to give access to Orchard Street without breaking the uniformity of the street façade.

6.3 The scheme for the *Royal Forum* was abandoned and so the buildings on the eastern side were never constructed. Alterations to the Parades began even in construction when some tenants began to change proportions, particularly to the raised terraces, and this has continued into the 19th and 20th century with alterations to windows and insertion of shopfronts. The grandiose scheme was never completed, but serves to illustrate again the ambition of Wood's town planning.

6.4 As physical manifestations of John Wood's huge architectural ambitions for Bath, the Parades are very special and unusual buildings despite the fabric alterations that have taken place since their construction.

6.5 The buildings of North and South Parade, with Duke Street and Pierrepont Street, North Parade Bridge and North Parade wall and balustrade are a mix of Grade I, II* and II. The buildings are in mixed ownership and are used as homes, hotels and business premises.

7. Circus

7.1 Many believe that the Circus is the pinnacle of Wood the Elder's work, combining his talent for town planning, understanding of classical architecture and the drama of facades with his interests in Roman and native British architecture and beliefs. There appears to be much symbolism in the details of the Circus, which have been the focus for discussion for many years. Wood may have been directly influenced by

the form of Stonehenge, as there are similarities in dimensions. Wood died soon after the first stone was laid in 1754, and the Circus was completed by his son, also named John Wood.

7.2 The Circus consists of three equal segments of buildings around an open area. There are three entrance roads, none of which give vistas of anything other than the buildings of the Circus, thereby creating an enclosed space that relates only to the buildings surrounding it. The approach up Gay Street was designed so that nothing was revealed of the form of the Circus until arrival at the top of the hill. The segments contain different numbers of buildings, varying in size, but all have three principal storeys and a uniform frontage height. Three different classical orders are used crowned by a parapet for stone acorns (linking the Circus to the legend of Prince Bladud discovering the Hot Springs in ancient times). The unity of the facades is accentuated by the disparity of the rear elevations where, in the usual practice, each builder was allowed to cater to their clients personal requirements.

7.3 The central area was originally paved and left open, intended to contain a statue of King George that was never erected. Each house was given a walled garden behind, designed by John Wood the Elder as a part of the overall design. Wood specified the distance beyond which the rear elevations of the house were not permitted to stretch, in order to maintain some harmony of design and the retention of the garden space.

7.4 The Circus holds a unique place in both British architecture and town planning. It was central to Wood's designs for Bath and reflects directly his ideas on the relationship between public and private space and the importance of providing outdoor social spaces within the city.

7.5 The Circus is Grade I listed and is in mixed ownership. The buildings are mostly private homes.

8. Royal Crescent

8.1 In the great tradition of his father, John Wood the Younger contrived one of the most outstanding pieces of Georgian architecture with his Royal Crescent. The approach along Brock Street is deliberately subdued architecturally, and the magnificence of the Crescent is only apparent as the end is approached. The situation of the Crescent, the formality of the buildings, the huge front lawn and the views across the city to the rural hills beyond combine to match any of John Wood the Elder's plans.

8.2 In contrast to the Circus, the Crescent is severe in its restraint relying on scale and proportions for its elegance. The thirty houses differ in size and plan but form a uniform façade. The first house, no 1 on the eastern end, was started in 1767, with the last completed in 1775.

8.3 As with so many of the Georgian buildings, the sash windows have been altered but other than this, little has changed. Two of the houses were gutted during the bombing raids of 1942, nos 2 and 17, but the remaining interiors are largely original. The retention of green open space in front of the lawn of the Royal Crescent, now part of Royal Victoria Park, is of crucial importance for its setting and views.

8.4 There are few other crescents that have had such impact on architecture or held such an iconic reputation for so long. The Royal Crescent directly influenced architecture both in Bath and on a national and international scale. It marks the introduction in Britain of the Picturesque to urban architecture and is equal to any composition in Europe.

8.5 The Royal Crescent is Grade I listed. The buildings are in mixed ownership and are mostly used as private homes.

9. Pulteney Bridge

9.1 Built by Robert Adam in 1769-74 for Sir William Pulteney to allow development across the river in Bathwick, Pulteney Bridge is another enduring image of Bath.

9.2 Originally the bridge was part of an extensive development for the Bathwick estate, but Adam's plans were rejected and the bridge is the sole survivor of his grand scheme. The structure of the bridge is very much as built, with some alterations made in 1804 due to subsidence. The buildings, however, have been much altered, and on the north side are quite different to the original plans. The south side, more visually accessible, has been restored and the overhanging projections removed.

9.3 Architecturally, the bridge is a rare example of classical Palladianism in this form. Historically, the bridge represents the grandeur of 18th century Bath society and the spatial needs of the expanding town, requiring the development of Bathwick as a residential area.

9.4 Pulteney Bridge is Grade I listed. It is owned by Bath & North East Somerset and let out on a long-term lease. The individual units are used for mixed retail.

10. Assembly Rooms

10.1 The first assembly rooms were built in 1708 by Thomas Harrison, situated on Terrace Walk by Harrison's Walks. They were extensively remodelled throughout the century but by the 1760s, with the growth of the upper town as a residential area, a need grew for additional assembly rooms to serve this

area. Paid for by subscription, designed by John Wood the Younger, the New or Upper Assembly Rooms opened in 1771 between Bennet Street and Alfred Street.

- 10.2 The Rooms originally contained a Ballroom, Card Room and Tea Room around a central octagonal hall and were quickly the focus for social life, the magnificence of the interiors overshadowing every other public building in Bath. An early alteration was the addition of another card room, a large rectangular apartment on the east front. The Rooms are still used today for their original function of public entertainments. The chandeliers are acknowledged as the finest in-situ 18th century examples of their kind in the world.
- 10.3 Tragically, the Assembly Rooms were hit by incendiary bombs in 1942 and consequently gutted, having just been refurbished by the National Trust who acquired the buildings in 1931. Restoration was completed in 1963 and the building was reopened. The extensive fire damage is still visible in the colour of the stonework in the Tea Room.
- 10.4 The Assembly Rooms were central to Georgian society and are a physical reminder of the growing aspirations and status of the town throughout the 18th century. Architecturally, they have one of the finest interiors in the city, though sadly no longer original.
- 10.5 The Assembly Rooms are Grade I listed. They are owned by the National Trust and let on a long-lease to Bath & North East Somerset Council, who open the Rooms to the public and operate the Museum of Costume located in the basement.

11. Lansdown Crescent

- 11.1 This crescent was one of the last to be built before the financial crash of 1793, and several of the speculating builders involved with it were ruined that year. Lansdown was the work of John Palmer for Charles Spackman, a wealthy property valuer and was built between 1789 and 1793.
- 11.2 Situated in one of the most striking positions in the city, the sinuous lines of the buildings following the slopes of Lansdown sit comfortably in the landscape. Palmer's designs took the example of Royal Crescent and its landscape setting to another level. The high setting gives the houses a panoramic view of the surrounding hills and their immediate rural context is secured by the rural field sloping down the hill in front of the Crescent. This rough pasture field is protected from development, recognised as central to a full appreciation of this important episode in Bath's architectural history.
- 11.3 The classical design skilfully incorporates both the contours and slopes of the hill, with a concave central crescent and convex stepped up flanking wings. The ironwork is particularly fine on these buildings and is original. The archway between 20 Lansdown Crescent and 1 Lansdown Place West was built by William Beckford to house his library. The buildings have suffered little alteration and only some small damage during the bombing raids.
- 11.4 This development represents the height of landscape design and the terrace crescent in British architecture.
- 11.5 Lansdown Crescent is Grade I listed. The buildings are in mixed ownership and are mostly private homes.

12. Sydney Gardens

- 12.1 These pleasure grounds were opened in 1795, and represent a focus for the society of Bath towards the end of its high popularity. Originally designed in conjunction with the Tavern (known as Sydney House), as a focal point for Baldwin's Bathwick estate, Sydney Gardens are now somewhat stranded at the edge of Georgian Bath. The gardens, opened before the hotel construction was started, were a profit making enterprise built to rival the reputation of Vauxhall Gardens in London, then the height of fashion for adult entertainment venues.
- 12.2 Laid out with winding paths, pavilions for private al fresco dining, lawns, groves, and water features, the gardens were the scene of some of the best social encounters of the period. The arrival of the Kennet and Avon canal in 1800-1, cutting the gardens at the east end, did not diminish the popularity of the gardens but rather enhanced it, with the two beautiful wrought iron bridges becoming another attraction.
- 12.3 The railway was another matter. In 1840, the Great Western Railway cut through the centre of the gardens, destroying the labyrinth, perimeter walk and isolating a large section of the northern gardens from their connecting paths. By this time, Bath society had altered and the popularity of the gardens was already waning.
- 12.4 Further encroachments took place for building purposes and in the 1860s the gardens were laid out with bandstand, croquet, archery and lawn tennis, reflecting the changing tastes of the public. The transfer to municipal park was completed by 1912 when Bath City Council bought the whole site, selling the Tavern building (used by the Bath Proprietary College from 1853-1880) and a small area of gardens to the Trustees of Sir William Hobourne's art collection. The Holbourne of Menstrie Museum (now the Holbourne Museum of Art), opened in 1916. In 1995 Bath City Council began a restoration programme to remove some of the modern developments within the park and restore some of the original layout.
- 12.5 The historical importance of Sydney Gardens relates to the development of public entertainments and the sociability of the Georgians. It is an integral part of the story of Georgian Bath towards the end of the 18th century.
- 12.6 Sydney Gardens are registered Grade II on the English Heritage Register of Historic Parks & Gardens. They are owned and operated as a public park by Bath & North East Somerset.

Appendix 4 – Archaeology of the World Heritage Site

SMR

1. The Bath & North East Somerset Sites and Monuments Record contains 1086 records for the city of Bath of which 700 relate to the post-medieval and modern periods. Of the rest, over half relate to the period 1st to 4th century AD. The high number of later entries is the result of a recent study to record post-medieval monuments such as chapels, industrial buildings and other non-domestic structures. The prehistoric period is confined to a few stray finds, two Iron Age occupation sites at Lower Common Allotments and Sion Hill, timber lining of the Sacred Spring and Mesolithic activity in the alluvial deposits at Southgate.

Existing Remains

2. Characterising the archaeology of the Roman settlement of Aquae Sulis is challenging not least because the nature of Roman Bath and its status within the region between the 1st and 4th century is ambiguous. It is not readily identifiable as an administrative centre nor yet a commercial and industrial one. There is no clear market site found and the core settlement area appears to be dominated by the baths, temple and associated high status town houses.
3. Discoveries of complex urban deposits along Walcot Street and London Road north of the city walls, however, suggests that there were in fact two distinct settlement foci, the latter being more of a commercial and industrial area. A third focus lies across the river on the gravel terrace of Bathwick where discoveries over the past two hundred years indicate the presence of a number of substantial buildings.

4. Circumstantial evidence also points to the siting of a military fort in this location. In many locations in and around Bath, Roman cemeteries and individual burials indicate the locations of main roads, many of which appear to by-pass the core area. The original river crossing appears to have been around the present Cleveland Bridge further strengthening the possibility of a fort at Bathwick.
5. Whilst settlement at Bath clearly continued beyond the traditional end of the Roman period and became regionally very important in Saxon England, material evidence is sparse. Recent investigations in the basement of Bellots Hospital on Beau Street revealed well preserved 'black earth' of post-Roman date above substantial Roman deposits and it is this enigmatic material that may well provide the key to this early period. Survival is, however, very patchy.
6. In many ways the medieval archaeology is even more challenging as so much of it has been severely truncated by more recent development particularly during the late 18th and early 19th centuries. The rebuilding of the Abbey church in the 16th century has left little visible reminder of the dominance of the Saxon monastery and apart from the east gate, two sections of city wall and the present street pattern, very little appears to survive. Having said that, recent work on existing buildings indicates that some at least of the 18th and 19th century town houses in the centre and along Broad Street, a medieval suburb, may contain remains of earlier medieval and early post medieval structures. Work in the basement of Clarks shoe shop in Union Street also indicated that some at least of the 18th and 19th vaults do not extend as deep as others and medieval survival may be better in these locations. Generally it is only the bottoms of medieval rubbish pits that survive.

7. Later archaeology survives well and work at 4, Royal Crescent and at Circus Mews has produced excellent evidence for original garden layouts and stables. Recent investigations of an early 19th century row of back-to-back houses off the Lower Bristol Road, demolished in the 1960's, has also made a substantial contribution to an understanding of the lives of the working population of Bath, previously overlooked by archaeology.
8. For the Roman period the majority of archaeological deposits have been classified as potentially nationally significant, indeed major areas of the core medieval and Roman urban area benefit from being designated as scheduled ancient monuments. The significance of the medieval remains, however, is less clear though potentially high, depending on the conditions. For the prehistoric period, the alluviated gravel terraces of the River Avon presents a significant but as yet unrealised potential. It is highly likely that these river valley deposits close to the Hot Springs will have been a focus for the ritual deposition of tools and weapons for a significant period of time.

Research Questions

9. There are many major research questions relating to Bath, some of which are: the nature of pre-Roman Bath; the relationship between the temple and baths complex and the rest of the Roman settlement, and with later post-Roman and early Saxon settlements; the nature and extent of the early monastic site; the exact boundaries of the medieval abbey; the extent, nature and origins of the medieval suburbs; the location of major routeways in the Roman and medieval periods; evidence for a Roman fort; evidence for Roman wharves; the nature of working class housing of the 18th and 19th centuries; and the impact of industrialisation.

Archaeological Strategy

10. The forthcoming Archaeological Strategy for Bath will look in detail at archaeological characterisation in terms of vulnerability and value and will also develop conservation policies and methodologies for the management of the archaeology of Bath. It will also consider a research framework for Bath. At this present time, all archaeological deposits within Bath should be viewed as vulnerable. There are major archaeological challenges to be considered, particularly reconciling the sometimes conflicting needs of conservation and development.

Appendix 5 – Planning & Policy Framework

1. This appendix gives details of and extracts from some of the legislative planning framework for the World Heritage Site.

Local & Regional Plans

2. The following policy was adopted with the **Bath Local Plan** in June 1997:

Policy C1

The City Council will regard the inclusion of the City of Bath on the UNESCO list of World Heritage Sites as a key material consideration in determining planning application, and those for development affecting listed buildings and their setting in the Conservation Area.

3. The Local Plan contains many policies for the protection of the historic and natural environments, covering issues such as listed buildings and conservation areas, development within sensitive areas, archaeological remains and ancient monuments, ancient woodland, wildlife and geological sites, historic parks and gardens and many others. In addition to this, the Local Plan has extensive policies on development control and sustainability, and also covers local community facilities, transportation, tourism, housing and employment.
4. In 2002, the first deposit draft of the **Bath & North East Somerset Local Plan**, which will eventually replace the 1997 Bath Local Plan, was published. The policies contained in this draft Local Plan are now material considerations within the planning system. The draft Local Plan covers the topics listed above in paragraph 3 and has the following updated World Heritage Site policy:

Policy BH.1

Development that will have an adverse impact on the World Heritage Site of Bath or its setting will not be permitted.

5. The following policy was adopted with the **Joint Replacement Structure Plan** in September 2002:

Policy 6

In Bath, development and transport proposals will maintain and enhance the City's economic and social prosperity, and its roles as a regional centre and a focus for international tourism, whilst safeguarding and contributing to its status as a World Heritage Site.

6. There are three levels of protection for the Hot Springs in Bath under Section 33 of the 1982 **County of Avon Act**. Area A, covering the central city, limits excavation to 5m below surface level before consent is required. Area B, a long thin area stretching from Newbridge in the west to Grosvenor in the east, limits excavation to 10m below the surface. The rest of the city is covered by Area C, limiting excavation to a depth of 25m below surface before consent is required. A policy protecting the Hot Springs in the Bath & North East Somerset Local Plan is also proposed.
7. The **Regional Planning Guidance Note for the South West RPG10**, has the following policy for Bath:

Policy SS9: Bath

The local authority, developers, infrastructure and transport providers and other agencies should work together to achieve the following for Bath:

- Ensure that Bath's unique environment is conserved and enhanced;
- Encourage development for housing within the city where it can be achieved without damage to environment quality

- Recognise the need for economic development that enhances its role as a centre for business, cultural activities, retailing and tourism;
- Give a high sub-regional priority to new public transport initiatives and other measures to reduce road traffic and congestion within the city, including that arising from road traffic between the M4 and the South' review the Green Belt in accordance with Policy SS4.

National Guidance

8. The **Planning Policy Guidance Note for the Historic Environment PPG15**, sets out the Government's policies for the identification and protection of historic buildings, conservation areas, and other elements of the historic environment. It also highlights the importance of World Heritage Sites and provides guidance for formulating appropriate planning policies.

Para. 2.22

No additional statutory controls follow from the inclusion of a site in the World Heritage list. Inclusion does, however, highlight the outstanding international importance of the site as a key material consideration to be taken into account by local planning authorities in determining planning and listed building consent applications.

Para. 2.23

Each local authority concerned, taking account of World Heritage Site designation and other relevant statutory designations should formulate specific planning policies for protecting these sites and include these policies in their development plans. Policies should reflect the fact that all these sites have been designated for their outstanding universal value, and they should place great weight on the need to protect them for the benefit of future generations as well as our own.

9. PPG15 is used in conjunction with **Planning Policy Guidance Note for Archaeology and Planning PPG16**. This sets out government policies on how archaeological remains should be preserved and recorded in both urban and countryside settings, and gives advice on handling archaeological remains under the planning system. One of the key features of this guidance for the World Heritage Site regards nationally important remains.

Para 8.

Where nationally important archaeological remains, whether scheduled or not, and their settings, are affected by proposed development there should be a presumption in favour of their physical preservation.

10. The emerging Planning Policy Statement 15 'Planning for the Historic Environment' (PPS15), will combine the existing PPG15 and PPG16 and when adopted will be the main government guidance for World Heritage Sites (as PPG15 is now).

Statutory Designations

11. **Conservation Areas** are defined in the 1990 Planning Act as areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance. The Bath Conservation Area, covering two thirds of the city, was developed in four separate stages since the introduction of conservation areas in 1968. The current conservation area was fixed in 1985. The boundary can be seen on Map 1.
12. **Listed Buildings** are buildings and structures of special architectural or historic interest identified by the Secretary of State. There are 4980 individual Listed Buildings in Bath: 635 Grade I, 55 Grade II* and 4295 Grade II, though on the statutory list many of these comprise 'groups' such as the Royal Crescent, which is listed once.

13. **Scheduled Monuments** are sites designated under the Ancient Monuments and Archaeological Areas 1979 Act by the Secretary of State, as areas of national archaeological importance. There are five Scheduled Monuments in Bath:
- The Roman Baths and site of the Roman Town (Monument no. AVON82)
 - The Wansdyke, part of (Monument no. AVON93)
 - Bath City Walls, two sites (Monument no. AVON114)
 - The Eastgate (Monument no. AVON115)
 - Palladian Bridge, Prior Park (Monument no. AVON155)
14. Much of the city centre has been designated by Bath & North East Somerset Council as an **Area of Recognised Archaeological Potential**, and as such is subject to additional levels of impact assessment.
15. English Heritage maintains a national **Register of Historic Parks and Gardens** which, whilst not giving statutory protection, highlights the importance of these sites and encourages Local Authorities to provide protection for them. The sites are graded similarly to Listed Buildings: Grade 1 of exceptional interest; Grade 2* if not of exceptional interest nevertheless of great quality; and Grade 2 of special interest. There are seven sites in Bath included on the Register:
- Abbey Cemetery, Widcombe. Grade 2
 - Beckford's Ride, Lansdown. Grade 2
 - Crowe Hall, Widcombe. Grade 2
 - Prior Park, Widcombe. Grade 1
 - Royal Victoria Park, Bath. Grade 2
 - Sydney Gardens, Bathwick. Grade 2
 - Widcombe Manor, Widcombe. Grade 2
16. Bath & North East Somerset Council also maintains a Gazetteer for further sites of interest in the city and district.
17. English Heritage maintains a **Register of Historic Battlefields**, to afford recognition of and protection (non-statutory) to areas of historic significance. Battlefields are often difficult to identify and, once identified, even more difficult to protect from encroaching settlements as there is often little to see on the ground. There is one site in Bath & North East Somerset on the Register, the Lansdown Hill Battlefield, just north of Bath.
18. **Green Belt** is a means of restricting the spread of development between settlements, and has been important in preventing the coalescence of adjacent villages with Bath itself. One of the green Belt's core objectives is to protect the setting and character of historic towns. This is important to the countryside setting of the World Heritage Site. The Green Belt boundary is drawn tightly around the urban fringe and generally (though not completely) follows the line of the Cotswolds AONB.
19. Bath is surrounded on its north, east and south sides by the southern extension to the **Cotswolds Area of Outstanding Natural Beauty**. The Cotswolds AONB was created in 1966 when the value of the area as a national asset was recognised. After an enlargement in 1990 it is now the largest AONB in the country. AONBs are protected as heritage landscapes of national importance.

20. There are seven areas of open countryside within Bath highlighted in the Local Plan as **Important Hillside**s, protected as 'prominent, green hillsides within the built-up area [that] are vital to the City's landscape setting and character'. They are:
- Stirtingale Farm
 - Twerton Farm
 - The Tumps
 - Twerton Round Hill
 - Beechen Cliff
 - Lyncombe
 - Mount Beacon
21. These areas have been highlighted as crucial to the setting of the city, but not protected by the Green Belt due to their urban locations.
22. **Sites of Special Scientific Interest (SSSIs)** are designated by English Nature and are of national importance for their flora, fauna or geological interest. They exemplify rare and irreplaceable habitats. There are two SSSIs in the city:
- North Road Quarry, Bath
 - Combe Down and Bathampton Mines
23. There are a number of sites in and around the city that have been designated by Bath & North East Somerset Council as **protected sites of either wildlife or geological interest**. The wildlife areas, around 100 in number, vary in character from hedgerow and water corridors to grasslands and woodlands. Of the various nationally protected species habitats, badger and bat habitats have an importance in Bath. There are 16 geological sites including the many disused stone quarries as well as some road cuttings and landslips. These sites have been identified and protected for their educational, research, historical or aesthetic importance.

Appendix 6 – Cross Reference Tables for Management Issues, Objectives & Actions

The following three tables give an indication of which issues, objectives and actions are most closely linked. The tables should not be considered comprehensive, as the issues are highly interconnected and many of the objectives are designed to cover several different topic areas. The first table lists all the issues and gives the objectives and actions they relate to, the second table lists all the objectives and gives the issues and actions they relate to, and the third table lists all the actions and gives the issues and objectives they relate to. These tables do not incorporate the three overall objectives (see section 3.1) as they are over-arching objectives that are relevant to every issue, objective and action in the Management Plan.

Table 1: the Issues

Managing Change

Issues	Objectives	Actions
1.	1, 3, 4, 14	1, 2-7, 11, 16
2.	1, 14	8-10
3.	2-4, 20, 22	12, 51
4.	3, 4	13-16, 102, 103
5.	1, 3-5	16-20, 22, 53, 74
6.	2-5, 21-24, 28	17, 18, 21, 33, 74, 104
7.	3, 4, 6, 21, 23, 24	30, 31, 33, 34
8.	7, 10, 13	23-29, 90, 92, 93
9.	7, 10, 45	23-29, 90, 91
10.	7, 10, 45	23-29, 93, 96-98
11.	8-11	35-37
12.	3-5, 8-11	38, 40
13.	3-11, 13, 15, 16, 19, 20	33, 50, 52
14.	2-5, 7-10, 12, 13, 15, 16, 19	32, 33, 37, 40-43, 54
15.	3-5, 8-12	32, 37, 40, 42, 54
16.	2-5, 8-13, 21, 31, 34, 39	12, 32, 33, 34, 38-43
17.	2-5, 8, 10, 11, 13, 16, 23-25	12, 39, 41, 43, 83
18.	2-5, 8-13, 15, 16, 18	12, 32, 33, 37, 40, 42, 43
19.	2-5, 7-13, 15, 17, 21, 23, 24, 34-37	12, 32-34, 37, 38, 40, 42, 43, 54, 68

Conservation

Issues	Objectives	Actions
20.	3, 4, 7, 13-16, 19	26, 46, 47, 52, 54, 55, 58
21.	7, 13, 14, 16	26, 52, 54, 55
22.	3-5, 7, 13-16, 19	8, 9, 17, 18, 26, 44, 45, 51, 56, 57
23.	1, 3-5, 7, 14-16	3, 4, 8-10, 26
24.	2-5, 7, 8, 13, 15, 16, 18-20, 28	17, 18, 21, 26, 44, 46, 49, 50, 60, 61, 96-99
25.	2-5, 7, 13-15, 17, 19, 20, 22	8, 9, 17, 18, 26, 33, 44, 46, 51, 59
26.	3-5, 10, 15, 16, 18, 28	17, 18, 21, 33, 44, 49, 52, 53, 74
27.	2-5, 7, 10, 13-16, 18-20, 27, 28	8, 9, 17, 18, 44-49, 52
28.	7, 10, 13, 17, 26	26, 46, 52, 54, 75, 84, 105, 120
29.	2-8, 10, 11, 16, 18, 21, 22, 28	30, 31, 33, 34, 40, 63, 67, 100, 101, 123
30.	2-6, 10, 16, 21-23, 26, 28	12, 30, 31, 33, 51, 63
31.	2-5, 7, 10, 13, 17, 19, 21, 24, 25, 29, 37	33, 63-65, 114, 115, 117
32.	2-4, 7, 17, 21, 29, 30, 32, 43, 44	12, 33, 63, 66, 122, 128
33.	2-5, 8, 10, 11, 15, 16, 23, 24, 26, 28	15, 32, 33, 40, 68, 69, 71, 84, 85, 100, 101
34.	3, 4, 10, 28	15, 68, 70, 71, 74, 100, 101
35.	2-5, 7, 8, 10-12, 16, 17, 24, 25, 28	17, 18, 33, 44, 51, 72, 74, 77, 100, 101
36.	3-5, 7, 12, 17, 24-26, 29, 39, 40, 42	26, 39, 41, 43, 72, 73, 75, 77, 82, 83, 85, 116
37.	3-5, 12, 17, 24, 25, 29, 30, 37	8, 9, 76, 77, 80, 82, 116-119
38.	3-5, 7, 13, 17, 19, 24, 25, 29, 33, 36, 37	8, 9, 43, 44, 51, 72-74, 77-79, 81, 82

Interpretation, Education & Research

Issues	Objectives	Actions
39.	4, 7, 17, 21, 23, 24, 26-28, 39, 42, 44, 45	63, 69, 84-86, 87-89
40.	4, 7, 10, 13, 26-28, 40	26, 55, 89-99
41.	2-5, 7, 10, 13, 21, 23, 24, 26-28	15, 16, 25, 91, 100-104

Physical Access

Issues	Objectives	Actions
42.	7, 30, 32-35, 38, 41	106-109, 110, 114, 115
43.	2-5, 7, 8, 17, 22, 29, 30, 33, 36-38, 41	72, 78, 79, 107-109, 117
44.	3, 4, 7, 8, 17, 29, 32, 34-38, 41, 44	106, 112, 113, 116, 117
45.	21, 24-26, 29, 35, 39, 42, 44, 45	110, 111, 123
46.	2, 4, 5, 7, 26, 29, 31, 39, 44	62, 113, 114, 123
47.	7, 21, 25, 29, 30, 32, 33, 35, 38, 41	107, 110-112, 114, 115
48.	17, 25, 29, 32, 33, 35-39, 41	40, 72, 78, 79, 112, 123
49.	4, 30, 32-35, 38	40, 110-112, 114, 115
50.	4, 7, 17, 25, 29, 30, 33, 36-38, 41	26, 72, 78, 79, 106, 107, 117-119
51.	4, 7, 17, 25, 26, 33, 36-41	78, 79, 116, 117, 119, 124
52.	2-5, 7, 13-17, 21, 24, 25, 36, 37, 41	63, 72, 74, 75, 105, 119, 120
53.	7, 27, 30, 32, 33, 35, 38, 41	26, 110-112, 114-119

Visitor Management

Issues	Objectives	Actions
54.	17, 24-26, 29, 39, 44, 45	8, 9, 78-81, 116, 122, 125
55.	17, 25, 26, 29, 33, 36, 37, 39, 40, 44	78, 79, 85, 116, 121-123, 127
56.	2-5, 7, 10, 17, 25-28, 32, 35-37, 39-41, 44, 45	33, 85, 105, 110, 111, 116, 117, 121, 124, 125
57.	28-30, 32, 35, 38-41, 44	111, 112, 121, 123, 125
58.	7, 28, 40, 42-44	125, 126, 128
59.	26, 27, 42, 43	125-127
60.	7, 26, 45	25, 26, 124
61.	7, 10, 41, 43, 45	25, 26, 129

Table 2: the Objectives

Managing Change

Objectives	Issues	Actions
1.	1, 2, 5, 6	1-11, 16, 25, 43, 56, 57
2.	3, 6, 14, 16-19, 24, 25, 27, 29, 30, 33, 35, 41, 43, 46, 49, 52, 56	12, 51, 59, 62
3.	1, 3-7, 12, 13-20, 22-27, 29-38, 41, 43, 44, 52, 56	13-16, 21, 33, 43, 104
4.	1, 3-7, 12, 13-20, 22-27, 29-41, 43, 44, 46, 49, 50-52, 56, 61	14-16, 33, 71, 74, 86, 102
5.	5, 6, 12-19, 22-27, 29-31, 33, 35-38, 41, 43, 46, 49, 52, 56	17-22, 44, 60, 61, 74, 100
6.	7, 11, 13, 29, 30	30, 31
7.	8-10, 13, 14, 19, 20-25, 27-29, 31, 32, 35, 36, 38-44, 46, 47, 50-53, 56, 58, 60, 61	23-29, 43, 55, 89-94, 101, 103, 129
8.	11-13, 15-19, 24, 29, 30, 33, 35, 43, 44	32-37, 38-43
9.	11-16, 18, 19	33, 34, 38, 64
10.	8-19, 26-31, 33-35, 40, 41, 56, 61	17, 18, 32-34, 37, 39-42, 74, 100, 101
11.	11-13, 15-19, 29, 33, 35	32-37, 40-43
12.	14-16, 18, 19, 35-37	32, 33, 37, 40, 42, 43

Conservation

Objectives	Issues	Actions
13.	8, 13, 16, 18-22, 24, 25, 27, 28, 31, 38, 40, 41, 52	23-26, 46, 49, 54, 55, 58, 60, 61
14.	1, 2, 20-23, 25, 27, 52	8-10, 56, 57
15.	13, 14, 18-20, 22-27, 33, 52	33, 42-49, 55, 58, 72, 83, 96-99, 120
16.	13, 14, 17, 18, 20-24, 26, 27, 29, 30, 33, 35, 52	33, 45-48, 68
17.	19, 25, 28, 31, 32, 35-39, 43, 44, 48, 50-52, 54, 55, 56	17, 18, 32, 50-52, 59, 63, 65-67, 76, 78-9, 84, 110
18.	18, 24, 26, 27, 29	46, 49, 53, 72
19.	13, 14, 20, 22, 24, 25, 27, 31, 38	45, 50-52, 54, 60, 61, 65, 73
20.	3, 13, 24, 25, 27, 29	12, 51, 52, 59, 65, 70
21.	6, 7, 16, 19, 29-32, 39, 41, 45, 47, 52	30, 31, 33, 50, 52, 63-67
22.	3, 6, 25, 29, 30, 43	12, 17-20, 51, 52, 62, 63
23.	6, 7, 17, 19, 29, 30, 33, 39, 41	15, 68-71
24.	6, 7, 17, 19, 29-31, 33, 35-39, 41, 45, 54	33, 70, 72, 74, 75, 77-83
25.	17, 31, 35-38, 45, 47, 48, 50-52, 54, 55, 56	46, 49, 53, 72, 73, 75-83

Interpretation, Education & Research

Objectives	Issues	Actions
26.	28, 30, 33, 36, 39-41, 45, 46, 51, 54, 55, 56, 59, 60	26, 63, 69, 71, 84-89
27.	27, 39, 40, 41, 53, 56, 59	89-99, 101
28.	6, 24, 26, 27, 29, 30, 33-35, 39-41, 56, 58	13, 14, 16, 21, 89, 100-104

Physical Access

Objectives	Issues	Actions
29.	31, 32, 36-38, 43, 44-48, 50, 54, 55, 57	53, 62, 72, 73, 75, 105, 106, 113, 116, 123
30.	32, 37, 42, 43, 47, 49, 50, 53, 57	26, 43, 106-109, 110-112, 114, 115
31.	7, 16, 46	43, 85, 105, 113
32.	32, 42, 44, 47-49, 53, 56, 57	43, 110-112, 114, 115
33.	38, 42, 43, 47-51, 53, 55	72, 111 112, 117-119, 123
34.	16, 19, 42, 44, 49	32, 37, 40, 43, 107, 114, 117, 118
35.	19, 42, 45, 47-49, 53, 56, 57	110-112, 114, 115
36.	19, 38, 43, 44, 48, 50-52, 55, 56	107, 116-120
37.	19, 31, 37, 38, 43, 44, 48, 50-52, 55, 57	116-120
38.	42-44, 47-51, 53, 57	110, 114, 115

Visitor Management

Objectives	Issues	Actions
30.	36, 39, 45, 46, 48, 51, 54, 55, 56, 57	43, 85, 121, 123, 125
40.	36, 40, 51, 55-58	121-129
41.	42-44, 48, 50-53, 56, 57, 61	43, 110, 111, 121
42.	36, 39, 45, 58, 59	43, 124-129
43.	32, 58, 59, 61	27, 28, 85, 124, 125, 128, 129
44.	32, 39, 44, 45, 54, 55, 56-58	43, 85, 88, 122, 125
45.	9, 10, 39, 45, 54, 56, 60, 61	27, 28, 43, 124, 129

Table 3: the Actions**Managing Change**

Actions	Issues	Objectives
1.	1	1
2.	1	1
3.	1, 23	1
4.	1, 23	1
5.	1	1
6.	1	1
7.	1	1
8.	2, 22, 23, 25, 27, 37, 38, 54	1, 14
9.	2, 22, 23, 25, 27, 37, 38, 54	1, 14
10.	2, 23	1, 14
11.	1	1
12.	3, 16-19, 30, 32	2, 20, 22
13.	4, 41	3, 28
14.	4, 41	3, 4, 28
15.	4, 33, 34, 41	3, 4, 23
16.	1, 4, 5, 41	1, 3, 4, 28
17.	5, 6, 22, 24-27, 35	5, 10, 17, 22
18.	5, 6, 22, 24-27, 35	5, 10, 17, 22
19.	5	5, 22
20.	5, 26-33, 35	5, 22
21.	6, 24, 26	3, 5, 28
22.	5	5
23.	8-10, 20, 21	7, 13
24.	8-10, 20, 21	7, 13
25.	8-10, 41, 60, 61	1, 7, 13
26.	8-10, 20-25, 28, 36, 40, 50, 53, 60, 61	7, 13, 26, 30
27.	8-10, 58, 60	7, 44, 46
28.	8-10, 58, 60	7, 44, 46
29.	8-10	7

30.	7, 29, 30	6, 21
31.	7, 29, 30	6, 21
32.	14-16, 18, 19, 33	8, 10-12, 17, 35
33.	6, 7, 13, 14, 16, 18, 19, 25, 26, 29-33, 35, 36	3, 4, 8-12, 15, 16, 21, 24
34.	7, 16, 19, 29	8-11
35.	11	8
36.	11	8
37.	11, 14, 15, 18, 19	8-12, 35
38.	12, 16, 19	8, 9
39.	16, 17, 36	8, 10
40.	12, 14-16, 18, 19, 29, 33, 48, 49	8, 10-12, 35
41.	14, 16, 17, 36	8, 10, 11
42.	14-16, 18, 19	8, 10-12, 15
43.	14, 16-19, 36, 38	1, 3, 7, 8, 11, 12, 15, 30, 32, 33, 35, 40, 42, 43, 45, 46

Conservation

Actions	Issues	Objectives
44.	22, 24-27, 35, 38	5, 15
45.	21, 24, 25, 27	15, 16, 19
46.	20, 24, 25, 27, 28	13, 15, 16, 18, 25
47.	20, 24, 27	15, 16
48.	24-27	15, 16
49.	24, 26, 27	13, 15, 18, 25
50.	13, 24, 31	17, 19, 21
51.	3, 22, 25, 30, 35, 38	2, 17, 19, 20, 22
52.	13, 20, 21, 26-28	17, 19, 20-22
53.	5, 25-27, 35	18, 25, 29
54.	14, 15, 19-21, 28	13, 19
55.	8, 20, 21, 24, 40	7, 13, 15
56.	2, 21-23, 37, 38	1, 14
57.	2, 10, 21-23	1, 7, 14
58.	20, 21, 28	13, 15

59.	3, 25, 27	2, 17, 20
60.	6, 20, 24, 27	5, 13, 19
61.	6, 24, 26	5, 13, 19
62.	3, 26, 27, 35, 42, 46	2, 22, 29, 32
63.	29-32, 39, 52	17, 21, 22, 26
64.	13, 24, 31	9, 21
65.	24, 25, 27, 31	17, 19-21
66.	24, 29, 32	17, 21
67.	24, 29, 31, 32, 36	17, 21
68.	19, 33, 34	16, 23
69.	33, 35, 36, 39	23, 26
70.	24, 26, 27, 34, 35	20, 23, 24
71.	33, 34, 36, 39, 40	4, 23, 26, 27
72.	35, 36, 38, 43, 48, 50, 52	15, 18, 24, 25, 29, 34
73.	24, 36, 37, 38	19, 25, 29
74.	5, 6, 26, 34, 35, 38, 52	4, 5, 10, 24
75.	28, 36, 52	24, 25, 29
76.	36, 37, 38, 51, 52	17, 24, 25, 37
77.	35-38	24, 25, 29
78.	38, 43, 48, 50, 51, 54, 55	17, 24, 25
79.	38, 43, 48, 50, 51, 54, 55	17, 24, 25
80.	37, 38, 54	24, 25, 45
81.	37, 38, 54	24, 25, 45
82.	36-38	24, 25
83.	17, 35, 36, 38	15, 24, 25

Interpretation, Education & Research

Actions	Issues	Objectives
84.	28, 33, 39	17, 26
85.	33, 36, 39, 55, 56	26, 32, 40, 44, 45
86.	4, 8-10, 28, 39	4, 7, 17, 26
87.	8, 9, 39, 54	7, 17, 26, 43, 45
88.	36, 39, 54	26, 45
89.	8-10, 39-41	7, 17, 26, 27, 28
90.	8-10, 40, 41	7, 27, 28
91.	9, 10, 40	7, 27
92.	8, 10, 40	7, 27
93.	8, 10, 40, 41	7, 27, 28
94.	8, 40	7, 27
95.	8, 40	7, 8, 11, 27
96.	10, 24, 40	15, 27
97.	10, 24, 40	15, 27
98.	10, 24, 40	15, 27
99.	24, 40	15, 27
100.	29, 33-35, 41	5, 10, 28
101.	29, 33-35, 41	7, 10, 27, 28
102.	4, 8-10, 41	4, 7, 28
103.	4, 8-10, 41	4, 7, 28
104.	3, 4, 6, 41	2-5, 28

Physical Access

Actions	Issues	Objectives
105.	28, 44, 52, 56	29, 32
106.	42, 43, 47, 50	29, 30
107.	42, 43, 47, 50	30, 35, 37
108.	42, 43	30
109.	42, 43	30
110.	42, 44, 45, 47, 49, 53, 56, 57	30, 33, 36, 39, 42
111.	44, 45, 47, 49, 53, 56, 57	30, 33, 34, 36, 42
112.	47-49, 53	30, 33, 34, 36
113.	46, 54, 61	29, 32, 45, 46
114.	31, 42, 44, 46, 47, 49, 53	30, 33, 35, 36, 39
115.	31, 42, 44, 47, 49, 53	30, 33, 36, 39
116.	36, 37, 51, 53-55, 56	29, 37, 38
117.	31, 37, 43, 50, 51, 53, 56	34, 35, 37, 38
118.	37, 50, 53	34, 35, 37, 38
119.	37, 50-53	34, 37, 38
120.	24, 28, 52	15, 37, 38

Visitor Management

Actions	Issues	Objectives
121.	47, 53, 55, 56, 57	33, 39, 40, 41, 42
122.	28, 29, 31, 32, 36, 54, 55	17, 41, 45
123.	29, 45, 46, 48, 55, 57	17, 29, 34, 40
124.	51, 6, 60	41, 43, 44, 46
125.	54, 56-59	40, 41, 43, 44, 45
126.	8, 58, 59	7, 41, 43
127.	55, 59	41, 43
128.	32, 58, 59	41, 43, 44
129.	10, 22, 61	7, 14, 43, 44, 46

Appendix 7 – The Bath Manifesto

Extract from the Bath City Local Plan (adopted 1997)

The City's Heritage

- 3.04 In 1987, the City of Bath was inscribed on the list of World Heritage Sites. It is the only complete City in the United Kingdom to be included on the list. The UNESCO accolade means that a significant obligation rests on the City Council to maintain its policies on landscape setting and on conservation. There is provision in the UNESCO Charter for inspections to be made to ensure this continuity. However, as yet there is no extra funding forthcoming from UNESCO and other official sources to sustain the designation and its objectives.
- 3.05 The accolade is considered as an opportunity for the Council to re-affirm its conservation objectives, and to extend the philosophy of conservation to wider aspects of the life of the City. The City Council will, in particular, regard the status of the World Heritage Site as a key material consideration to be taken into account in determining planning applications, and listed building and conservation area consent applications.
- 3.06 In order to define what the World Heritage status means for the City of Bath and the City Council, a statement of commitment and intent has been prepared. This is known as the Bath Manifesto. This has greatly influenced the formulation of all sections of this Local Plan.

The Bath Manifesto

- i) This manifesto is a statement of Bath City Council's commitment to the conservation and protection of the City and the Council's acceptance of its responsibilities as guardian of a World Heritage Site. It is hoped that widespread reference will be made to it in Council reports and publications and that it will be re-affirmed at regular intervals so that the citizens of Bath and their elected representations will be conscious of this commitment at all times.
- ii) World Heritage Site
The City of Bath was inscribed on the UNESCO List of World Heritage Sites in December 1987. This means that the whole of the City has been recognised as being "of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view".
- iii) Historical Bath
Although Bath is renowned worldwide as a Georgian City, it is composed of archaeological and architectural fabric dating from most periods of its existence. Bath may be best known for its Georgian terraces, crescents and squares, but other elements such as the Roman Baths, the medieval street pattern within the old walled City and the Victorian villas play a vital part in the creation of its unique urban form. Of equal importance are the open spaces, green or paved, formal or informal, between or beyond the buildings, that contribute so much to the heritage that must be maintained.
- iii) Bath Today
Despite the widespread public acceptance of the need for conservation, Bath continues to be under considerable commercial pressure for growth and change. The main cause

is the need to provide additional and improved housing, employment and recreational facilities for the residents of Bath, and the desire to maintain the City's role as a regional shopping centre. A further source of pressure is the continued increase in tourism.

- v) The City Council is firmly of the view that Bath is not, and must not, become a museum and that the needs and aspirations of its citizens cannot be satisfied without change. The Council does, however, believe that the requirements of conservation should be taken into account and that it must seek at all times to prevent or restrain developments or activities which might threaten the City's status as a World Heritage Site. The Council recognises that if this is to be achieved, it will need to adopt and implement policies which will restrain growth more effectively than Green Belt and Conservation Area policies have in the past.

The following policy statements should act as guidelines when considering development and change:-

1. When considering any development or management proposals, the City Council will have regard to the protection of the historic fabric. All new proposals for development should respect and enhance the fabric and landscape of Bath;
2. The City Council will regard the status of the whole City of Bath as a World Heritage Site as a material consideration when considering applications for planning permission and listed building consent;
3. As far as it is able, the City Council will direct all pressure for change in such a way as to preserve and enhance the fabric and landscape of Bath;
4. The Council will define and monitor the balance between preservation and adaptation of the City for the common good of all Bath's citizens;
5. The Council will adopt policies which seek to preserve the fabric and landscape of the City, while retaining a balanced social, cultural and economic structure;
6. Consistent with its objectives and policies to secure the well being of the fabric and landscape of the City, the City Council will pursue these and other policies to secure the well being of its residents. It will apply and develop policies to promote health measures and safeguard the environment of the City in respect of hygiene, litter and waste disposal, and where appropriate, recycling waste material;
7. The manifesto will be reviewed and updated if necessary to respond to unforeseen and unpredictable pressures for change, and the appropriate commitment by the City Council to the protection of the heritage of the whole City will be reaffirmed regularly.

Appendix 8 – Membership of the City of Bath World Heritage Site Steering Group

Department for Culture, Media and Sport

English Heritage

Bath & North East Somerset Council

ICOMOS UK

National Trust

Bath Preservation Trust

Bath Society

envolve

Bath Chamber of Commerce

Bath Federation of Residents Association

Rotork plc