



BATH
PRESERVATION
TRUST

Vision

A thriving, accessible, green and liveable city where first-class contemporary design is respectful and sustainable, responding positively to the unique World Heritage setting.

Enhancing the Future of Bath
A Strategy for Advocacy and Campaigns
2023 to 2028

Our Mission

Bath Preservation Trust campaigns for and promotes the conservation, sustainable enhancement and celebration of the unique historic built environment and amenity, green setting and global contributions of the City of Bath as a World Heritage Site. At our heart are the principles of informed advocacy, learning for all, and the provision of authentic heritage experiences at our four museums, through partnership working and online.

Our Vision

We believe Bath deserves excellence in design and contemporary sustainable development which is inclusive of all people, and improves social and economic opportunities without compromising our unparalleled built heritage and natural environment.

Our museums and collections provide inspiring experiences, learning and insights from the past which help people deepen their knowledge through narratives expressed appropriately, knowledgeably and equitably.

Together, we:

- Promote our commitment to sustainable development for Bath and demonstrate the value of heritage in a changing world
- Advocate and campaign for the total public realm, a healthy environment and a thriving living city
- Champion forward-thinking and appropriate sustainable architecture and design worthy of the World Heritage City of Bath
- Continue the successful innovative development of, and increased access to, our museums through careful growth and targeted promotion
- Encourage and enable Bath citizens to take an active responsibility for the future welfare of the city via membership, volunteering and support
- Provide opportunities for learning for people of all ages in all areas of our work, supporting personal wellbeing and social inclusion

Our Values

The culture and activity of Bath Preservation Trust is led by the common values we share and these demonstrate what all people can expect when they engage with our advocacy and campaigning, visit our museums, events or learning activities, or work with us.

Authentic: We convey information accurately, honestly and with care, engaging with and representing the voices and involvement of others alongside our own areas of expertise, as a reliable and trusted sectoral leader.

Engaged: We are an active leader, collaborator and contributor in the community of Bath and its rural environs, and connected to communities of interest and heritage networks across the UK and internationally.

Inclusive: We seek to engage with as wide an audience as possible, providing accessible, safe-space museums and experiences. We are advocates for growth and development in Bath which is affordable, accessible and which supports the local economy, environment and population.

Informed: We are committed to lifelong learning for all as a valuable tool to increase understanding and knowledge and to support the health and wellbeing of people. We also learn from others to gain insights and shared knowledge about the past, the present and the future, and the way we deliver our services.

Responsible: We are responsible custodians and communicators of the charitable aims of BPT, the stories contained within our museums and collections, and of our role in Bath. We advocate for positive and sustainable development of the city and its environs and to limit the impacts of climate change.

Advocacy and Campaigns

Vision

A thriving, accessible, green and liveable city where first-class contemporary design is respectful and sustainable, responding positively to the unique World Heritage setting.

Design Excellence

Objective 1: To challenge, enable or support local and national policies and processes which prioritise people-centred, appropriate sustainable development of the public realm, built and natural environment and infrastructure, which leaves Bath and its landscape in an improved condition for the next generation.

Objective 2: To work collectively and inclusively to demonstrate best practice, evidence-based solutions and to challenge homeowners, businesses, the Local Authority, developers and commissioners to achieve exemplary, sustainable world-class design in harmony with the green setting and landscape.

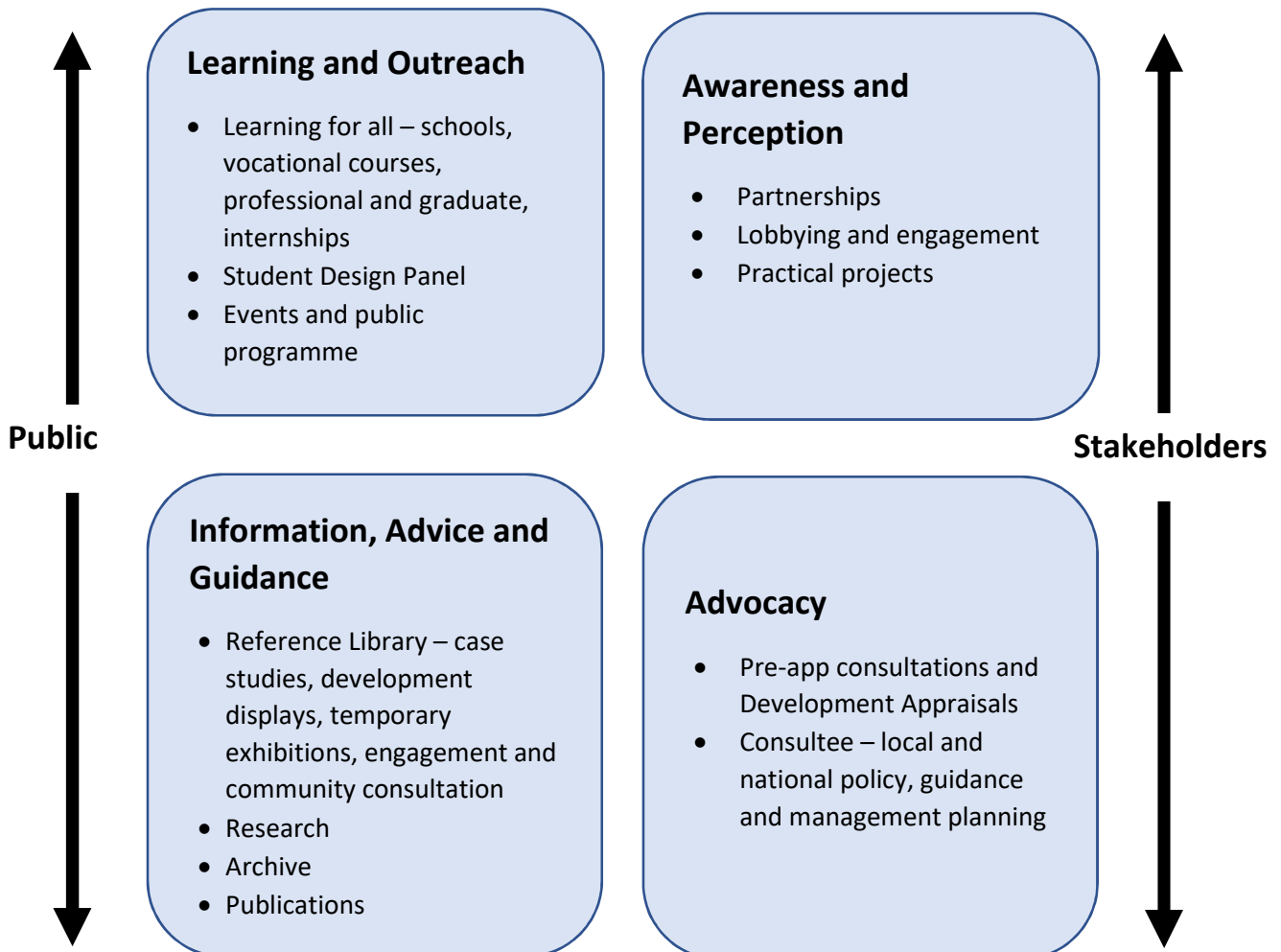
Objective 3: To use our collective knowledge, experience and resources to provide or enable learning for people of all ages, engaging them through inspiring, aspirational and insightful experiences.

Sustainability

Objective 1: To be a facilitator to provoke informed discussion and debate, appropriately challenge barriers and advocate solutions (physical and intellectual), develop practical tools and resources for people and agencies with the aim to accelerate the reduction of carbon emissions in the built environment.

Objective 2: To campaign for and prioritise holistic approaches and behaviour changes which support Bath to become and to be recognised as a sustainable, green, liveable city.

Objective 3: To lead and to learn by example, engaging learning, information sharing and collective processes to make the most of our experiences.



Advocacy and Campaigns

Vision

A thriving, accessible, green and liveable city where first-class contemporary design is respectful, and sustainable, responding positively to the unique World Heritage setting.

Mission

Through our advocacy and campaigning (A&C) activities, BPT seeks to influence positive change to facilitate a better future for the city of Bath and its rural environs and the society, environment and economy it supports.

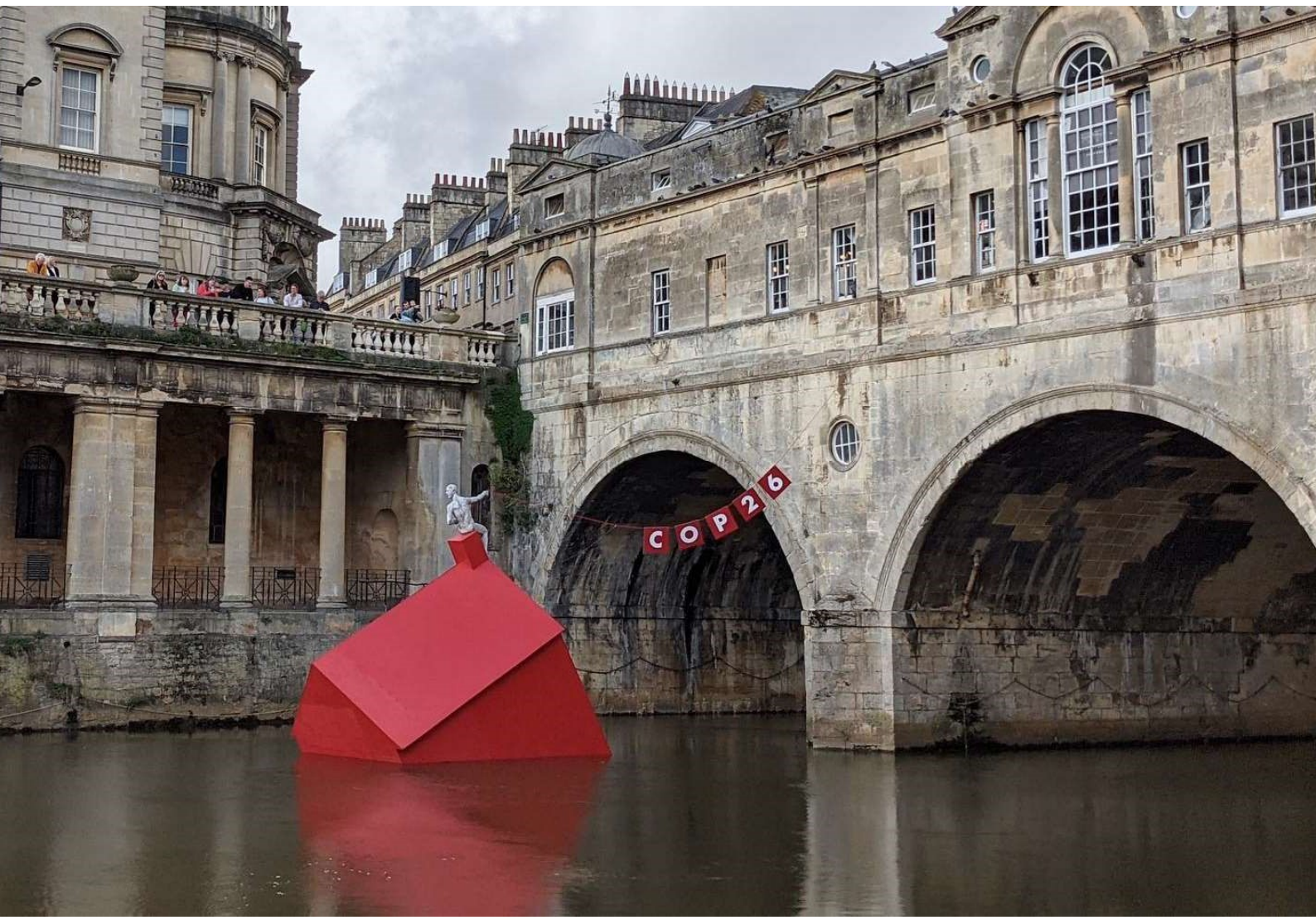
Learning will be interwoven throughout our activities, centred on the Countess of Huntingdon's Chapel ('The Chapel') and throughout the city.

The presentation and carrying out of our Advocacy and Campaigns activity as a positive, visionary change-maker will transform people's perception of BPT.

Aims

We will achieve our vision by focusing on two primary Aims which respond to the contemporary and emergent context:

- Design Excellence
- Sustainability





The Chapel

A Centre for A&C Learning and Engagement

With versatile and flexible spaces, The Chapel will provide learning and engagement activities for people of all ages, including curriculum learning (STEM, Design and Technology, art), under-graduate and post-graduate research, lifelong vocational activities and CPD. With easy access to resources, the Bath Buildings Record, and interactive technology, The Chapel will provide an accessible and attractive place to dwell and engage with permanent and temporary displays. This will be the primary focus of the site from Monday to Friday, 9.00 am to 9.00 pm.

Accredited Museum

As an Accredited Museum, The Chapel will continue to exhibit the Bath Buildings Record enabling visitors to engage with the World Heritage OUV themes of Georgian City Planning and Georgian design and architecture. With a strong focus on building fabric, and Design Excellence, the displays will dovetail with the contemporary requirement for high quality retrofit and carbon neutral energy use to ensure historic properties are adapted to mitigate climate change. This becomes important to BPT's commitment to sustainability and provides learning opportunities for all visitors as well a tangible reference point for historic homeowners.

The Home of BPT

The manse at the front of The Chapel will provide a central base for all non-front of house staff, becoming the home of Bath Preservation Trust. For the first time, staff will be unified from a single, purpose-designed central base. This will enable expanded visitor access at the other museums, particularly No. 1 Royal Crescent and make the best and most appropriate use of all spaces.

Design Excellence

Holistic, inclusive, transparent and individual approaches are necessary to achieve Design Excellence in Bath. The challenge is fascinating and important, to create contemporary, of the era design which is an active contributor to our unique World Heritage City. It encapsulates space and access, biodiversity and greening, wildlife connections to existing habitats, work and leisure, liveability and access to services, to create a place to be cherished now and in the future.

Design Excellence in historic buildings should value existing fabric for its aesthetics alongside its embodied carbon, seeking to enhance through sensitive, responsive and considered renewal and high quality, appropriate modification. Retrofit is a necessity for this generation to sustain our built heritage for the future. For this reason, it deserves investment and should complement the historic value and aesthetic as much as enable carbon neutral living.

Contemporary Design Excellence in Bath should be people focused and characterised by responsible stewardship, quality craftsmanship, a clear connection to its surroundings and start with early engagement with communities, stakeholders, the Local Authority and building conservation and heritage professionals.

The topography of the green setting, historic townscape and context is well known and researched: an exemplary city unparalleled for its Georgian architecture and organised city planning. This has been supported on the fringes by more recent additions of characteristic Victorian terraces, Edwardian housing and a proportionately shrinking number of quality developments since then.

But the relative lack of consistent Design Excellence in Bath is demonstrated by the relative abundance of Design Excellence in so many other cities with a similarly enviable heritage backdrop - London, Glasgow, Lyon, Bruges, Bergen, Gouda and many more.

BPT has an important role to play, to support striking, honourable, localised and contextual, carbon neutral design with a contemporary presence, whilst highlighting the evident shortfalls in what comes through the planning system. Our combined knowledge and expertise, derived from scores of advisers and partners, can help to demonstrate the art of what can be possible with vision, courage and a people-place-planet led approach.



Design Excellence: Objectives, Success Criteria + KPIs

Objective 1: To challenge, enable or support local and national policies and processes which prioritise people-centred, appropriate sustainable development of the public realm, built and natural environment and infrastructure, which leaves Bath, its historic and existing properties and its landscape in an improved condition for the next generation.

- More than 50% of existing central brownfield sites are subject to strong, design-led new developments, engaging BPT at pre-app stage and throughout.
Pre-app consultations, % ground cover, influence on; design, building heights, amenity and public realm space, direct engagement with LPA officers or councillors
- More brownfield sites are prioritised for development in favour of Green Belt or fringe sites.
m² brownfield sites developed vs Green Belt, Green Belt enhancements vs loss
- BPT positively influences more than 66% of development appraisals on which it comments.
Number of development appraisals responded to + outcomes, committee representation, media reach, scale of coverage, direct engagement with LPA officers or councillors

Objective 2: To work collectively and inclusively to demonstrate best practice, evidence-based solutions and to challenge homeowners, businesses, the Local Authority, developers and commissioners to achieve exemplary, sustainable world-class design in harmony with the green setting and landscape.

- BPT extends its reach, influence and engagement with networks and practices which exemplify Design Excellence, demonstrating what Bath deserves and should expect through temporary exhibitions, talks and debates and open thinktank events.
Number of partners, exhibitions and events, attendees, media reach, scale of coverage
- Biodiversity net gain exceeds the statutory 10% increase, with BPT fomenting the development of a coordinated, wildlife positive masterplan to connect the city with its environs.
Biodiversity net gain statistics, green networks masterplan, wildlife surveys, aerial imagery
- BPT provides training, CPD and a broad array of tools and practical guidance to Bath NES council and other partners, to increase consistency and set the context through which professionals may be held to account for poor design or practice.
Number of training sessions and attendees, publications and guidance

Objective 3: To use our collective knowledge, experience and resources to provide or enable learning for people of all ages, experience and background, engaging them through inspiring, aspirational and insightful experiences.

- A Learning and Outreach service is provided to ensure people of all ages and the next generation of school children and university students are engaged, informed and have an opinion and voice about Design Excellence and Placemaking.
Learning and outreach service, number of users, learning resources created, references to BPT / The Chapel in academic papers
- Student Design Panels (SDPs) engage schools with principles of design, Placemaking, citizenship.
Number of SDPs, presentation of findings, displays
- All people can access and engage with our specialist services, reference material, collections and extensive intellectual outputs, at The Chapel and online.
Number of researchers and enquiries, website users and dwell time, number of publications, Designation achieved for Bath Buildings Record, collection volume increases

Sustainability

Bath should be a World Heritage City existing in equilibrium within its luxuriant green setting. The Outstanding Universal Value (OUV) of the World Heritage Site recognises the important green setting of the city, surrounding and criss-crossing the metropolitan area.

Despite the abundance and ever-present view of the tree filled skyline and canopy, the Green Belt and immediate rural environs are estimated to provide no more than 25% absorption capacity of annual carbon emissions produced in Bath. If equilibrium is to be reached, the carbon emissions produced by Bath and its rural surrounds should be fully offset. This will only be achievable through a rapid and persistent reduction in our carbon emissions - both direct and indirect, whilst protecting and extending the green spaces. By understanding how much is absorbed by these important green spaces also makes their importance and value to us more significant.

Whilst this is a simplified summary, understanding the potential helps to understand what BPT can do to support the process. The most basic solutions make the most sense and will guide our approach to design out waste and pollution; keep products and materials in use, including existing buildings; advocate and lead behaviour change; regenerate natural systems

Our charitable objectives deal with the built environment and public realm, the green setting, society, environment and economy. For more than 10 years, BPT has been working with owners of historic homes to reduce the carbon emissions of their properties, advocating physical intervention but also behaviour change. We have challenged developers and the Local Authority to combat overheating in old and new build buildings, to embrace and enable city greening and to value the embodied carbon in existing buildings.

There is much more for all of us to do as quickly as we can, as the Climate Emergency has got far more real in recent years. Sustainable living is the best, mainstream choice for everyone and retrofit is not an option, but an essential investment to ensure the quality and integrity of our unique built heritage. As well as supporting others to make changes, BPT will lead by example and show how to decarbonise unique and challenging historic buildings and the inevitable challenge of enabling appropriate renewable energy sources in a protected urban landscape.



Sustainability: Objectives, Success Criteria + KPIs

Objective 1: To be a facilitator to provoke informed discussion and debate, appropriately challenge barriers and advocate solutions (physical and intellectual), develop practical tools and resources for people and agencies with the aim to accelerate the reduction of carbon emissions in the built environment and transport.

- BPT provides not-for-profit costed services to enable rapid change including Domestic Energy Assessment (DEA) and retrofit assessments for homeowners, referencing a recommended, preferred retrofit and alternative energy installation list prepared based on clear criteria, including thermal benefit, limiting relative harm to heritage, ease of planning / Listed Building Consent and reversibility, liveability.

Number of Environmental Performance Certificates (EPC) issued, advice given, conversion to installation, guidance downloads

- Referencing best practice examples from across the UK and other countries, temporary exhibitions and events, media, and online engagement provoke discussion about the potential future of Bath as a green, walkable, liveable city.

Number of exhibitions, Social Media reach, growth and engagement, development displays, workshops and events and attendees

- A BPT specific sustainability reference book is prepared and published to assert position statements, policies and approach - a climate emergency Corporate Social Responsibility compact.

Events to compile detail, number of downloads, references

Objective 2: To campaign for and prioritise holistic approaches and behaviour changes which support Bath to become and to be recognised as a sustainable, green, liveable city.

- Bath is benchmarked against the annually published and independent Arcadis Sustainable Cities Index to measure change against a recognised methodology.

Position of Bath in the index, events to compile data, engagement with partners and policymakers, PR and SM response

- Using the evidence and gap analysis from benchmarking, strategies for campaigns are identified to enable Bath to become more sustainable, balancing this against the aspirations of residents.

Community engagement events and attendees, campaign priority plans, metric evaluation for success, reporting

- Using metrics, data and evidence-based approaches, independent rigour is applied to local and national policy, development appraisals and initiatives to challenge or promote their ability to positively achieve net zero aspirations.

Reviews undertaken, development of tools and evaluation references, maintain a database and dashboard to evaluate proximity to net zero carbon

Objective 3: To lead and to learn by example, engaging learning, information sharing and collective processes to make the most of our experiences.

- Consistent, exemplary and forward-thinking Information, Advice and Guidance is provided to maintain BPTs position as a thought leader for sustainability in the City.

Number of enquiries and responses, engagement with sector professionals, media coverage and reach, SM campaigns and engagement

- Through Learning and Engagement, citizen science and reflective, collaborative pedagogy is used to explore and develop sustainability themes and projects for future activity, underlining BPT as a creative and inclusive, forward thinking charity.

Number of projects, sessions, analysis of engagement, sessions linked to exhibitions

- Provide practical training for trades, professionals and work experience which help to mainstream sustainability principles and practices.

Number of training sessions and attendees, partnerships to deliver programme, course list, online resources



Bath Preservation Trust

1 Royal Crescent, Bath BA1 2LR

www.bath-preservation-trust.org.uk

admin@bptrust.org.uk