



## **Appendix D**

# **Masterplan Stakeholder Consultation Report**

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## Executive Summary

The Vice Chancellor's office commissioned a stakeholder engagement exercise to inform the development of the Masterplan, which will guide future developments on the University of Bath's Claverton Campus for the period 2008-2020.

The aim of engaging with all members of both the internal and external community was not only to inform the development of the Masterplan, but also to create an opportunity to develop the relationship between the University and its stakeholders. It was hoped this would help to bridge the divide between town and gown, and promote wider understanding of the University's activities.

Two main determinants guided the consultation process. Firstly, the diversity of the stakeholders, and secondly, the complexity of developing a strategic plan that will meet the needs of the University's development without compromising the quality of life for others.

Between November 2007 and November 2008, the University undertook three main consultations, along with intermittent updates on progress and feedback delivered via the University website.

The three separate phases were as follows:

Phase 1- Hilton Hotel, Bath, and the University Library, Claverton Campus, November 2007.

Phase II- University Library, Claverton Campus, 2-14 April 2008. This phase was undertaken to broaden the findings of Phase I, by using an adaptation of the more inclusive 'Planning for Real' methodology in the University context.

Full details of the results from Phase I and II can be viewed at: <http://www.bath.ac.uk/Masterplan/consultation/>.

The results of Phases I and II were then used to inform a draft Masterplan which was presented for further comment in Phase III, in the week commencing 27 October 2008. Exhibitions of the proposals were presented in the following locations.

University Library, Claverton Down Campus, 27 October- 31 October.

Guildhall, Bath, 31 October – 1st November.

University website, 27 October- 14 November.

In addition, three presentations of the draft plans were given by Professor Alan Day to the following stakeholders:

Claverton Parish Council- Claverton, 28 October, (number in attendance 30).

Internal stakeholders- University Hall, 29 October (number in attendance 85).

External invited stakeholders – Claverton Rooms, Claverton Down Campus, 29 October (number in attendance 24).

Responses to the draft proposals were invited through the following channels:

Paper copy Likert style questionnaire, available at the exhibitions and the presentations. The questionnaire contained 28 questions covering the themes of academic development, student accommodation, environmental protection and pollution, landscaping, energy, and transport & parking. A diversity monitoring form and space for further comments were also included.

An electronic version of the questionnaire was made available through the University website which followed the same format as the paper copy.

E-mailed comments and letters.

Due to the fact that both the exhibition in the Library and the website were open to view 24 hours a day, the total number of people viewing the draft plans could not be recorded. However, the number of people responding to the draft Masterplan using the aforementioned methods totalled 715.

The main interest groups were recorded to determine any correlations between specific groups. The breakdown within the sample was as follows: Undergraduate 71.2%, Postgraduate 5.1%, Staff 13.0%, Resident 5.7%, Other 3.5%, Missing 1.5%.

The areas from which the sample was drawn covered most of Bath and beyond into Wiltshire, Somerset and Gloucestershire. Those representing residents of Bath broke down as follows: Batheaston/Bathford 0.7%, Bathwick 3.5%, Bear Flat 3.4%, Central Bath 13.7%, Claverton Down 3.9%, Claverton Village 1.4%, Fairfield Park/Larkhall 2.0%, Odd Down/Combe Down 5.5%, Oldfield Park/ Twerton 28.8%, University of Bath campus 13.7%.

The diversity data acquired was compared to the B&NES census data, and with the exception of Black British, and non-students of Asian ethnic origin, a reasonable representation of diversity can be assumed.

The Likert style replies to the questions evoked the following responses: 1- Strongly Disagree, 2- Disagree, 3- Don't Mind, 4- Agree, and 5- Strongly Agree. The responses from all groups for each of the questions are presented as percentages in Table 1.

| Table 1.1 Questions and responses recorded from the questionnaire survey. | Percentage %      |          |         |       |                |
|---|-------------------|----------|---------|-------|----------------|
|   | Strongly disagree | disagree | Neutral | agree | Strongly agree |
| The University should increase the amount of space                        | 8                 | 12       | 26      | 34    | 20             |
| The number of student residences on campus should be                      | 3                 | 19       | 27      | 34    | 17             |
| The number of car parking spaces on campus should be                      | 5                 | 10       | 15      | 42    | 28             |
| Commercial activities should continue to be focused                       | 9                 | 5        | 17      | 56    | 12             |
| Additional non-commercial social space should be                          | 0                 | 3        | 10      | 27    | 59             |
| The density of development should be increased to avoid                   | 2                 | 10       | 16      | 40    | 32             |
| All new and refurbished buildings should be built to high                 | 1                 | 2        | 10      | 34    | 53             |
| Renewable energy sources should be used to provide                        | 1                 | 2        | 12      | 36    | 49             |
| Noise and light pollution should be reduced wherever                      | 1                 | 3        | 16      | 37    | 44             |
| More sustainable modes of transport should be                             | 1                 | 3        | 16      | 42    | 38             |
| A shuttle bus service should be run up and down Bathwick                  | 1                 | 3        | 13      | 29    | 54             |
| Dedicated parking for more environmentally friendly cars                  | 9                 | 21       | 33      | 24    | 13             |
| The University should negotiate with First Bus to improve                 | 0                 | 1        | 9       | 23    | 66             |
| The central parkland should be designated as the                          | 1                 | 2        | 14      | 33    | 50             |
| The landscaping around the campus should encourage                        | 0                 | 2        | 21      | 42    | 34             |
| A new perimeter footpath should be constructed around                     | 1                 | 7        | 47      | 30    | 15             |
| The landscaping on the eastern boundary of the campus                     | 1                 | 5        | 45      | 33    | 16             |
| A new general teaching building should be constructed                     | 5                 | 16       | 45      | 22    | 12             |
| The main approach from the bus stop to the Parade                         | 1                 | 6        | 25      | 37    | 31             |
| New academic buildings should be developed around the                     | 5                 | 16       | 34      | 34    | 12             |
| Undergraduate residences should be located on the site of                 | 12                | 20       | 39      | 22    | 6              |
| Postgraduate student residences should be located                         | 10                | 11       | 53      | 21    | 6              |
| A residence block should be constructed adjacent to                       | 5                 | 6        | 55      | 28    | 7              |
| A new car park should be constructed on the eastern                       | 17                | 17       | 28      | 26    | 13             |
| A new car park should be constructed on the tennis courts                 | 24                | 23       | 25      | 17    | 12             |
| New all-weather playing surfaces should be built to                       | 12                | 20       | 34      | 24    | 9              |
| The existing tennis courts near Convocation Avenue                        | 12                | 17       | 48      | 17    | 6              |
| Additional facilities should be provided by extending the                 | 6                 | 12       | 30      | 33    | 19             |

The majority of the proposals were accepted or resulted in a neutral response and therefore can be considered as reflecting general support for the proposals in the Masterplan.

The issues that provoked a relatively greater negative response have been further analysed, and simplified below to show how the participants from each group responded.

| Table 1. 2. Further breakdown of the results related to the more contentious proposals. |               |              |       |          |       |
|---|---------------|--------------|-------|----------|-------|
| A new car park should be constructed on the tennis courts near Convocation Avenue.      |               |              |       |          |       |
|   | Undergraduate | Postgraduate | Staff | Resident | Other |
| Against   | 49.5%         | 50.6%        | 27.5% | 54.8%    | 43.1% |
| Neutral   | 23.6%         | 29.9%        | 33.5% | 15.5%    | 25.5% |
| In favour   | 26.9%         | 19.5%        | 39.0% | 29.8%    | 31.4% |
| The existing tennis courts near Convocation Avenue should be moved to St John's Field.  |               |              |       |          |       |
|   | Undergraduate | Postgraduate | Staff | Resident | Other |
| Against   | 30.3%         | 33.8%        | 15.0% | 47.7%    | 24.1% |
| Neutral   | 48.5%         | 41.6%        | 55.4% | 30.7%    | 44.4% |
| In favour   | 21.2%         | 24.7%        | 29.5% | 21.6%    | 31.5% |
| Dedicated parking for more environmentally friendly cars should be introduced.          |               |              |       |          |       |
|   | Undergraduate | Postgraduate | Staff | Resident | Other |
| Against   | 31.2%         | 26.3%        | 25.1% | 24.4%    | 25.0% |
| Neutral   | 34.7%         | 30.0%        | 24.0% | 41.5%    | 10.4% |
| In favour   | 34.1%         | 43.8%        | 50.8% | 34.1%    | 64.6% |
| Undergraduate residences should be located on the site of the East Car Park.            |               |              |       |          |       |
|   | Undergraduate | Postgraduate | Staff | Resident | Other |
| Against   | 37.4%         | 38.8%        | 14.5% | 17.0%    | 18.5% |
| Neutral   | 39.8%         | 31.3%        | 43.0% | 28.4%    | 38.9% |
| In favour   | 22.8%         | 30.0%        | 42.5% | 54.5%    | 42.6% |
| A new car park should be constructed on the eastern boundary.                           |               |              |       |          |       |
|   | Undergraduate | Postgraduate | Staff | Resident | Other |

|  |               |              |       |          |       |
|--|---------------|--------------|-------|----------|-------|
| Against  | 32.8%         | 44.2%        | 30.3% | 25.6%    | 44.4% |
| Neutral  | 27.0%         | 33.8%        | 30.8% | 22.0%    | 25.9% |
| In favour  | 40.2%         | 22.1%        | 39.0% | 52.4%    | 29.6% |
|  |               |              |       |          |       |
| New all-weather playing surfaces should be built to replace grass pitches. |               |              |       |          |       |
|  | Undergraduate | Postgraduate | Staff | Resident | Other |
| Against  | 35.2%         | 41.6%        | 24.1% | 8.2%     | 31.5% |
| Neutral  | 31.4%         | 27.3%        | 47.7% | 48.2%    | 42.6% |
| In favour  | 33.5%         | 31.2%        | 28.1% | 43.5%    | 25.9% |

In addition to the questionnaire responses, 199 other comments were returned. These have been addressed and prepared for presentation on the Masterplan web page.

These give further feedback on the proposals which received a negative response. For example, the objection by the student population to the proposal to build a car park on the tennis court appears to be based more on the argument against losing sports facilities. In addition, the objection to car parking was based largely on the argument that more should be done to improve public transport. In contrast, some of the local residents living adjacent to the tennis courts made clear both in Phase II and III that they objected to any development in principle on the site of the existing tennis courts regardless of its type. In light of the comments received during the consultation, the proposal for a car park was the least contentious of all development types. The most contentious proposal was using the land for student residences, followed by academic facilities, office facilities, and finally, car parking. The most acceptable proposal was to retain the sports facilities. The results displayed in Table 2 above, show that despite a larger proportion of negative comments than the other proposals that these negative responses only totalled just over half of the residents' group.

During Phase II and Phase III, some comments were received that supported the idea of removing the tennis courts from Convocation Avenue. Some local residents noted that noise emanating from the courts led to some disturbance, especially

during the summertime and in the evening when residents used their outside space or had their windows open.

Equally, some residents raised concerns that if car parking were to be built on the site that local properties would be subjected to disturbance from car doors and light reflection on foggy evenings. It should be noted that if the proposal for a new car park are pursued, it is likely that its use will be restricted to peak times only due to its peripheral location. Were it used as an overflow car park during term time it would be quiet at the times when most residents used their outside space.

The related proposal of developing a new tennis court on St John's Field also met with some opposition. Again, when looked at in context with the other comments received, the opposition by the undergraduate and postgraduate population appears to be based on an overall objection to any reduction in sporting facilities, whereas the objection by the local residents appears to be more associated with concerns that a tennis court would devalue the amenity of St John's Field.

Less than a third of each group objected to the proposal to provide dedicated parking for more environmentally friendly cars. Of those that did object to this, many qualified this on the grounds that the University should focus on sustainable public transport use, over car use, and also on the basis that they felt that the proposals would be difficult to implement in practice.

The objections to the development of undergraduate accommodation on the East Car Park were surprising as this was a well supported proposal in Phase II. An explanation can be found through the statistically significant correlation identified between this proposal and that to lose sporting facilities on the eastern boundary. Therefore, the objections reflect respondents' opposition to the development of a car park on the eastern boundary sports pitches as opposed to the development of student accommodation on this site.

Although relative to the other proposals, the proposal to develop a new car park on the eastern boundary did receive less support, with 34% of respondents disagreeing or strongly disagreeing, this still only represents a third of the opinions received. When looked at it in detail, all groups, with the exception of the postgraduate population and those representing 'other groups', (which included business owners, charity representatives, local school representatives, sports club representatives and non-resident alumni), larger numbers of people were in favour of the proposal than against it.

The final proposal which met with relatively more objections was that to replace the existing grass pitches to the north of the Avenue with all weather pitches. The demand for this proposal had originated from the Sports Training Village (STV) management, and was based on feedback from its members. The further comments revealed the main reasons for objections were based, firstly, on the perception that sports provision was being reduced, and secondly, on the grounds that their preferred sport could not be played on all-weather pitches easily, for example lacrosse. Finally, the objections were based on a desire to retain the green appearance of the campus.

Despite some negative responses, it must be noted that the overall feeling from a cross section of the community was very positive, both in terms of support for the proposals and for the thorough consultation process.

In summary, the areas which appear to be of greatest concern to all stakeholders are the loss of sports amenities and the impact of transport and parking on the campus and surrounding road networks. The objection to a considerable increase in parking spaces, when related to the overall support for an expansion of facilities and space on campus, appears to be the issue which will have the greatest impact upon the feasibility of developing the Masterplan in its current form.

## **1. Introduction**

Stakeholder engagement has been fundamental to the development of the University of Bath's new Masterplan for the Claverton Down campus. The aim of engaging with all members of both the internal and external community was not only to inform the development of the Masterplan, but also create an opportunity for open dialogue between the University and its stakeholders, helping to bridge the divide between town and gown and gain wider support for the University's activities.

Two main determinants guided the consultation process. Firstly, the diversity of the stakeholders, and secondly, the complexity of developing a strategic plan that would meet the needs of the University's development without compromising the quality of life for others.

### **1.1 Methods**

The consultation was undertaken in three phases, between November 2007 and December 2008. Each is described in turn below, along with the purpose of undertaking the phase, the outcomes and the recommendations. The methods were informed by both observation of external consultation practise, guidance from Bath & North East Somerset Council, and directly from a selected group of representatives taken from the stakeholders' groups.

### **1.2 Stakeholders**

The University of Bath has a broad range of stakeholders, both from within the University and externally. These include: academic, technical, clerical, ancillary, and manual staff, students, student bodies, funding bodies and charities, national institutions (including the National Trust and English Heritage amongst others) local residents, residents' associations, parish councils, local authorities, Members of Parliament, local Councillors and local businesses.

At each phase of the consultation the stakeholders were identified, ensuring that all relevant parties were both aware of the University's intention to develop a new Masterplan, and of their opportunity to inform it. In total over the year, the University engaged with over 1,000 stakeholders directly and offered the opportunity to participate to many more.

## **2. Phase I - stakeholder consultation**

### **2.1. Objective**

The objective of Phase I was to determine a basic understanding of the key issues that needed to be addressed in the Masterplan, and also to generate some broad brush results of where on campus developments should be located and what the general consensus on priorities was. At this phase there were no firm proposals to comment on, and stakeholders were told their feedback would help inform the future development of the plan.

### **2.2. Method**

The consultation took place through an Information Fair, held as a staffed exhibition from 2.30pm to 8.00pm on Friday 16 November, and 10.30am to 3.00pm on Saturday 17 November 2007 in the Hilton Hotel, Bath, and as an unstaffed exhibition from Friday 16 November to Monday 19 December in the University Library on the Claverton Campus. Comment forms were available at both exhibitions. A dedicated website was an integral part of the consultation, with an electronic comment form being available.

The Information Fairs consisted of a series of panels of information, written in accessible language and supported by appropriate visual material. There were two distinct elements, with the initial panels providing the context for the consultation and the second set seeking views on a number of issues. This format was replicated on the website.

The initial section of the exhibition explained the purpose of the consultation; provided facts and figures about the University, based largely on those already published; included a short summary of the 2001 Masterplan for the University and subsequent developments in accordance with that Masterplan. There was also an explanation of the Inspector's views from the 2006 Bath & North East Somerset Local Plan Inquiry.

The second part of the exhibition sought views on a number of topics including:

- transport and car parking,
- sustainability,
- the provision of residential accommodation for students,

- accommodation for teaching and for undertaking research, and
- other facilities on the Claverton Down Campus.

Maps were included and views were sought on a number of possible development sites, whilst views were also sought on what were considered to be the best and worst features of the current campus.

Provision was made for comments to be submitted direct to the University. At the exhibitions, printed comment forms were available for submission either on the day or subsequently by post. The form was designed to encourage responses by posing a number of questions. A secure email address was utilised to receive comments submitted through the dedicated website. Responses were sought by Monday 17 December but, in fact, all comments received by Monday 7 January were included in the report on views submitted.

### **2.3. Response rate**

A Visitor's Book was available at the Hilton Hotel and also at a preview for Bath & North East Somerset Councillors. 77 names were recorded, although a few visitors declined to sign the Visitor's Book.

Response forms were received from:

29 local residents

8 staff

11 students

2 representing organisations

(NB. a handful of respondents indicated more than one category e.g. a member of staff who is also a local resident. To avoid double-counting, such forms were grouped according to what appeared to be the main interests of the respondent.)

### **2.4. Results**

#### TRANSPORT AND CAR PARKING

*Do you think the University should increase the amount of car parking on campus, to meet demand? Or would you prefer to see further improvements in public transport?*

Overwhelmingly, residents supported improvements to public transport. Opinion from residents on car parking was more divided with nine respondents advocating more

parking and an equal number stating the opposite view. A small number of residents suggested multi-storey car parks and underground parking, to either increase the overall number of parking spaces, or to retain the existing number of spaces but use the land more efficiently.

All student and staff respondents advocated improvements to public transport; a small number also sought more car parking.

*What practical improvements do you think could be made, either to provide for more car parking or to provide alternative transport solutions?*

A number of participants suggested specific improvements. Those put forward by more than one person included more buses and an enhanced bus network. Using North Road and improving the service on the 20/20A, having direct routes from where students and staff live to avoid the city centre, and more routes from outside the City including from Bradford-on-Avon and Keynsham/Saltford. Other suggestions included breaking the First Bus monopoly (possibly by the University running its own services), a bus service from the Odd Down Park and Ride site, and ensuring local residents have some priority on local services.

## SUSTAINABILITY

*What further action do you think we can take to improve the sustainability of the campus and reduce its environmental impact? What should be the University's priorities?*

No single theme dominated the responses to either question.

About a third of comments from local residents included reference in some way to the Green Belt, from improving the boundary to a concern about the impact of further building on the campus and suggestions that the University should develop elsewhere in Bath. Other comments made by more than one resident included advocacy for more intensive development of the campus, no further growth in student numbers, campaigns to reduce lighting levels and light pollution, and the use of a variety of alternative energy sources.

Students and staff advocated a number of practical measures which if implemented could, for example, reduce electricity consumption and improve recycling rates.

## RESIDENTIAL ACCOMMODATION FOR STUDENTS

*Do you think the University should be building more residential accommodation or should the private sector be encouraged to provide this accommodation? If you think the University should be building more residential accommodation, should it be built on the Claverton Down Campus, in the city, or both?*

A large majority of residents supported the provision of more residential accommodation for students, with most advocating more residences both at Claverton Down and in the city, and a smaller number suggesting development at Claverton Down only. However, a number of residents placed caveats on their support for more student residential accommodation in the city, by restricting the size of developments or limiting development to specific locations, such as Western Riverside. A number of residents commented positively about the importance of the University, and its students, to the city.

A number of residents suggested the University should work with private providers to reduce the financial impact on the University, although a smaller number did not wish to encourage private provision.

Student and staff comments supported further development of student residential accommodation, with the large majority supporting development both at Claverton Down and in the city.

## THE CLAVERTON DOWN CAMPUS

*Please indicate which areas of the campus on the map displayed at the exhibition and on the website you feel are most suitable for the following possible developments:*

(Seven areas were indicated, as identified in the text below, with respondents asked to identify each as one of “For Student Residential Accommodation”, “For Postgraduate Residential Accommodation”, “For Teaching and Research”, or “None of these”)

Two-thirds of residents indicated Area E (Eastern Car Park) as suitable for student residences, with nearly half also indicating Area A (the Western Car Park and the grass area to its south), Area B (north of the Library) and Area C (the triangular site to the north of the bus terminus). Relatively few comments identified a different approach for postgraduate students.

Area D, running parallel and to the south of the eastern end of the Parade, was the area most frequently indicated as being suitable for teaching and research accommodation by residents, with Areas A, B, C and D also suggested.

The strongest opposition, from half of the residents responding, was to any development on Area I (the tennis courts), with opposition also indicated to developments on Area F (the sports fields adjacent to the eastern boundary of the campus), Area G (the sports pitches immediately north of The Avenue) and Area H (the south car park). However, about a quarter of residents indicated Areas F, G and H might be suitable for residences, with limited support also given to appropriate development on Area H, for example, for offices.

Less than a quarter of staff and students commented on all of the Areas upon which views were sought; many responded to only one or two areas. Broadly, these responses reflected the views of residents, although Area B was more strongly supported as being suitable for teaching and research use.

Are there other sites you think the University should also consider?

Less than a quarter of respondents suggested other sites; those suggested were the Western Riverside, Bath city centre and Swindon.

#### OTHER FACILITIES ON THE CLAVERTON DOWN CAMPUS

*What additional facilities do you think should be provided on the Claverton Down Campus?*

A difference in views between residents and staff/students was apparent, with residents advocating better shops, with a lot of support for a larger supermarket and a pharmacy. The priority for staff and students was for much improved social space whilst also supporting improvements to the retail offer.

*What are the best features of the campus and what areas could be improved?*

Best features of the campus:

The landscaping and the grounds, particularly the area around the lake, were praised strongly by the large majority of residents. Residents indicated they enjoyed walking

through the campus. Sports facilities were also commended. Staff and student views echoed those of local residents, with a small number also praising The Parade.

Areas that could be improved:

The Parade, variously described as dire and old-fashioned and requiring better maintenance, attracted most adverse criticism. Students also identified arts facilities as requiring improvement.

#### OTHER COMMENTS

A small number of residents encouraged the University to continue to bear its neighbours in mind, and to improve communication with them.

### **3. Phase II- Stakeholder consultation**

#### **3.1. Objective**

The purpose of the second phase of the consultation was to further develop some of the comments and themes generated in phase 1, and also give participants a greater opportunity to comment on any aspect of the University during a three week long open consultation period.

#### **3.2. Method**

The approach adopted for phase 2 of the consultation was based on the Planning for Real methodology. Planning for Real is an established method for engaging a cross section of a community in a planning, regeneration or design issue. It adopts a 'hands on' method, unlike traditional consultation, and does not just favour the articulate and vociferous, but allows all stakeholders to have their say.

The method required that a 1:500 scale model of the campus was created, which also incorporated some of the surrounding land. The model was created using a polystyrene base, with an overlaid aerial photograph of the site extracted from Google Earth. Layered polystyrene was used to illustrate some of the topographical variations in the site, and the relative heights of the campus buildings. The model was intentionally basic, so as to allow participants to focus on it as a tool for orientation rather than a display of architectural features and designs. This avoided the potential for participants to focus on details that were not relevant.



*Photo 1: Planning for Real model of the Claverton Down Campus.*

The model was used as a tool to provoke thoughts on how the space affected the individual, directly through either working or studying on the site, or indirectly through such things as visual impacts on surrounding properties.

In accordance with the Planning for Real methodology, several key categories were devised through an initial internal stakeholder steering group meeting, and subsequent meetings with external representatives of the local residents' associations. The steering group was made up of individuals acting as representatives for all areas of the University and wider external community.

The categories were devised to reflect all likely areas of interest for participant stakeholders, and included the following:

- Sustainability
- Academic Facilities
- Campus facilities and maintenance
- Transport and parking
- Student housing
- Sports, leisure and arts
- Crime and Safety
- Wider community

During the steering group meeting, following confirmation of the main categories, the participants placed a series of hand written post-it notes under each category. The notes reflected likely comments and issues that they felt represented the views of the wider University population. These suggestions were then expanded with a further series of consultations with representatives of the local residents' associations.

The issues and suggestions were then typed up on different colour card, with each colour representing the overall category, and were presented adjacent to the model in the University library.

The consultation was open for a total of 10 days to all members of the internal and external community. The internal staff and students were informed through a posting on the main University of Bath web site, the student paper, posters and leaflets, and through wider media circulations. The external stakeholders were informed by direct e-mail and leaflet drops, through local resident association contacts, advertisements in the Bath Chronicle, and on Bath FM radio station.

On arrival at the consultation process, each participant was given a full verbal explanation of the procedure and had the following personal details recorded: gender, distance they lived from the University and whether they were staff, student, local residents, local authority representatives, voluntary sector representatives, local business owners or other.

The participants were then encouraged to familiarise themselves with the model, and to search through the various categories for issues and suggestions salient to them, which they then placed either on a specific location on the model, or in one of three boxes marked for non-location specific comments.

Participants placed as many different cards as they liked, and were encouraged to place cards even if the same card had already been put down on a specific location, as this added weight to the argument. However, they were not allowed to place several copies of the same card on the same location themselves in order to bolster their own opinion. They were not allowed to remove anyone else's cards. If the suggestion, idea or problem of an individual was not represented by one of the coloured cards then blank cards could be filled out.

The card locations and issues were recorded continuously over the 10 day period by the facilitator, and then placed back under the categories ready to be placed again. Over time this built up a picture of where key areas of interest were located on the campus, and which issues and suggestions were most salient to each of the locations.

### 3.3. Response rate

The following organisations were formally invited to participate in the consultation- Bath and North East Somerset Council; National Trust; Environment Agency; Bath Football Club, Sport England, Lawn Tennis Association, Claverton Parish Council; Campaign to Protect Rural England; First Bus; Chamber of Commerce; Cotswold Conservation Board; Avon Wildlife Trust; Bath Preservation Trust; Bathwick Hill Residents' Association; Beech Avenue Residents' Association; The Better Bath Forum; The American Museum; The Bath Cats and Dogs home; various local Councillors.

*Table 3-1. Phase II sample numbers*

|                                 | Overall target population | Actual Sample numbers |
|---------------------------------|---------------------------|-----------------------|
| Staff                           | 2,640                     | 142                   |
| Total students (all categories) | 11,965                    | 258                   |
| Local Residents                 | 1,000 (estimate)          | 111                   |
| Others                          | Unknown                   | 4                     |

### 3.4. Results

Of the 298 prepared issues and suggestion cards, 230 different ones were placed, with a further 215 hand-written suggestions for other ideas being raised (although some of these did reflect issues represented on the pre-prepared cards). Of the issues raised on the hand-written cards, the mostly frequency placed related to the reinstatement of the bridge at Quarry Road.

During the 10 days over 3,000 individual cards were placed and their exact location recorded. The results were collated and presented using an interactive program on the following webpage:

<http://www.bath.ac.uk/Masterplan/consultation/results/phase2.html>

This allowed all interested parties access to the results using the 'Flash' programme, which is available as a free download. The results were displayed on a series of maps of the campus and the individual comments were displayed with the corresponding number of times the issues was raised. Also, the various locations where the issue was raised were displayed as a series of dots on an adjacent map.

An e-mail comment option was also added which connected to a shared mailbox. This gave participants an opportunity to further add comments on any aspect of the stakeholder consultation.

Below is just a summary of the findings. As the cards were placed anonymously, the breakdown of who raised which issue was not recorded at this stage.

### Transport and Parking

Transport and parking seemed to be a key concern to all, with local residents worried about an increase in the number of cars on the local roads, and the speed with which they are being driven. Additionally, they were concerned that any reduction in parking provision on campus, or increase in campus population without adequate provision of parking would increase the numbers of cars parking in nearby residential areas. Of key concern to some was the ban on student parking on campus which has increased parking on the surrounding roads.

With regard to public transport, of key concern was the lack of adequate public transport provision from areas such as Frome, Radstock, Bradford-on-Avon, Chippenham and Trowbridge, and from less well served areas within Bath. Also the pressure on the bus service from the city to the University during term time was raised, as well as the lack of off-peak and holiday services. There were 54 votes of support given to the University running its own dedicated service. Sharing the park and ride with Wessex water and the bus service was also a popular option.

Having smaller more frequently run bus services was very popular, as respondents claimed the bendy buses take far too long to fill, and often end up leaving before they are full to ensure they run to schedule.

The problem of dangerous parking in the permit areas, and the use of the pay and display by students were also raised as concerns, and as a consequence the introduction of car park barriers was suggested on several occasions.

Multi-storey car parks were suggested as was the idea of building over existing car parks. Providing parking under any new building was a common response registering 69 votes.

Other comments raised included the need for provision to encourage cycling. The installation of showers around campus, (which gained 27 votes), under cover cycle parks; cycle hire schemes; bike lifts and/or uphill shuttle buses and well connected cycle ways from Combe Down and along the Bristol Road.

### Sustainability

Sustainability as a general category received 804 votes on varying issues. For analysis these have been broken down into the following:

*Energy* - The need for renewable energy was widely supported, especially the installation of solar panels which gained 47 votes, and some support was given for ground source heat pumps gaining 17 votes. The feeling towards wind turbines was almost evenly split with 38 votes against and 41 for. Energy conservation through the installation of motion sensor lights within departments, halls and on exterior parts of the campus including the car parks was raised. Access for the security staff to control the car park lights at times of lower demand gained a lot of support. Support was also shown for the initiative to aim for BREEAM Excellent standard for any new buildings, and the renovation of existing buildings to higher environmental standards.

*Waste* - The need for better recycling provision within departments was popular, as well as initiatives for waste reduction throughout the campus.

*Ecology* - The parkland area in the centre of the campus, and the trees around the edge near Eastwood and Westwood Halls, were important to most people. The need for a protection of existing green space, provision of more seating areas, and planting of new trees was popular, as was the protection of the newly defined Green Belt.

### *Initiatives* -

These included:

The setting of environmental objectives for all stakeholders using the campus and targets for environmental footprint reduction.

Promoting the link between sustainability and maintaining a healthy lifestyle.

Provision of more virtual communication links to encourage home working.

Cooperation between the student liaison committee and local community on environmental issues.

*Noise, Air and Light Pollution* -. The main source of noise pollution for residents came from the speaker outside the Parade bar, students coming home at night, and the public announcement system which is used during sporting events. Students complained about noise from 5W and 7W affecting them 24-hours a day. The source of the noise from 5W & 7W was not specifically identified, but is likely to have been from ventilation fans and air conditioning units. Staff also complained about noise from the student residences affecting them in the Eastwood offices.

Air pollution - was only recorded as a problem on the underdeck with a build up of exhaust fumes at busy times.

Light pollution - The main source of this problem is perceived to come from the STV and car parks, and was problematic for residents on Beech Avenue and in Claverton Village. Many of the security staff complained about the unnecessary lighting of car parks at night and requested they be given access to the controls so they could limit the lights used.

#### Academic Facilities

Wide support was given for a major expansion of research and study space. There was a demand from students for social study space as well as quiet and private study areas.

The improvement and expansion of lecture theatres and smaller sized committee and seminar rooms were all raised as a high priority.

Space for support staff and part-time academic staff gained some support.

Of key concern, particularly to those in 1W, 3W and 5W was the need for both an increase in office accommodation as well as the rationalisation of departmental locations and the provision of discipline specific research accommodation.

Improvement of the careers centre was requested by several people, especially in light of the need to present a good image to representatives of visiting companies.

### Campus Expansion and Campus amenities

The suggestion for the development of a campus in town gained 17 votes, compared to 21 for concentrating campus development at Claverton Down, and 36 for no more expansion of the campus at all.

The card displaying 'No building here', registered 119 votes. The main areas where this issue was raised were as follows: 19 votes on the tennis courts adjacent to Convocation Avenue; 12 in the open land along the southern boundary near the medical centre (42 were distributed around the site in smaller numbers). The remaining 46 were put in the non-location specific boxes (i.e. support for not expanding the campus at all). The protection of the Green Belt was very important to local residents, as was appropriate placement of student accommodation away from neighbouring residences.

Other popular suggestions were the building of a conference facility, building an accessible and obvious reception area, and development of a large live music venue/concert facility.

The need for a wider variety of catering outlets, reflecting the needs of staff and students, was raised as well as providing catering in the evenings and weekends.

The need for a wider variety of shops, including a pharmacy, bookshop and a larger supermarket was also raised.

More social space for both relaxation and group study was popular, with staff requesting 'staff only' areas, and everyone requesting non-commercial focused social areas. The provision of social areas within student residences was also a very popular request.

Noted on several occasions was the need for the refurbishment of existing toilets along with better provision and access for campus users with disabilities.

### Key wider community issues

The most popular suggestions under this category included the retention of space for open air events (e.g. firework displays and concerts) and the improvement of the open air theatre. However five objections to fireworks were also raised.

The issue of loss of community due to student housing in areas such as Oldfield Park, and a general concern about the impact of increased student numbers on the wider community, was noted. The need for a greater integration between town and gown, and support for initiatives such as student volunteers to clean up local areas was well supported, as was the suggestion to 'educate students on being more considerate to their neighbours'.

Open access to the campus for recreation space with no gates to impede access was very popular. Many residents were very upset about the signs placed around the perimeter of the campus declaring it as private University land.

Retaining close contact with local residents' associations was widely supported. The removal of the outside speakers at the Parade bar was raised by many residents from Beech Avenue.

A key area of contention was the removal of the footbridge at Quarry Road; all participants that raised this issue were informed of the plans to reinstate the bridge in August 2008, which has now been done.

The promotion of community learning, including the development of a University of the Third Age and flexible learning opportunities, was widely supported.

There were several queries over the future of the existing Sulis Club, and some support for the development or renovation of it for both community and university use.

The issue of waste disposal responsibilities was raised, particularly in the Oldfield Park area.

#### Health and Safety

The lack of pedestrian crossings, especially for the visually impaired from the south car park to the STV and from the bus stop to the east car park and STV, was a concern. The fact that the signage for these crossings, which give pedestrians right of way, is very unclear was also a concern.

Prioritising the removal of asbestos was a key concern to many participants.

The general level of maintenance of walkways and pavements around campus was raised, particularly the path from the bus stop on Bathwick Hill to the Parade.

The students were very keen on a voluntary run night time safety bus service from the campus to Oldfield Park and other parts of the city. This idea came from the example of a similar scheme at Leeds University.

### Student Accommodation

Generally, the unkempt nature of student accommodation on and off campus was a concern for residents and students alike.

With regard to location, residents were keen not to have any undergraduate accommodation located near them, or near the National Trust land at Bushey Norwood. However, they largely agreed that provision should be made on campus, with the proviso that the student car parking problem be resolved first.

Also supported was the idea of having University controlled student housing in Green Park and Western Riverside and, where possible, moving away from private sector student accommodation as this is perceived as having a negative influence on the local communities in terms of anti-social behaviour, parking, and loss of community.

Many of the international students favoured group accommodation, but some concern was raised that this would lead to less integration between international and home students.

The existing student accommodation on campus was criticised for its lack of social space, and the conversion of areas of it into offices.

### Sports, leisure and arts

An increase in space for the arts was raised by many; however, there was some concern that too much provision may duplicate what is on offer at Bath Spa University and move away from the University's central focus on science and engineering.

Generally, the provision and standard of sports facilities on campus was seen positively, although a need for more synthetic pitches and an improvement in changing facilities was noted.

The Founders Sports Hall and 25m pool were seen largely as beneficial, and any loss of facilities would need to be replaced like with like. However, some noted that the Founders Hall and 25m pool site area was large and could serve another purpose more efficiently.

Although the type of people who placed the cards was not identified officially, through observation and conversation with the participants, the following issues were of particular importance to individual groups:

*Students* - social space; catering; computer facilities; recreation space; transport - especially cycling and public transport.

*Local residents* – Green Belt; building on the tennis courts; litter; parking in residential areas; access to campus; loss of community and a feeling of being unable to influence decisions about the campus development; lack of communication between the University and local groups.

*Staff* - provision of extra space within departments and rationalisation of the locations for departments; improved public transport from the surrounding areas especially out of term time; the provision of hot food during the evening, out of term time, and at the weekend; provision of staff only social space and eating areas; the general level of maintenance around the campus.

All groups were keen to support environmental initiatives.

In the last stage of the Phase II consultations, a small number of interested parties who had asked to be involved during the main consultation were invited to view the results and have an open discussion with representatives of the University and the Masterplanning Working Group. Key areas that were raised during the main consultation were focused upon, and the participants were shown a copy of the Flash presentation which can be viewed at:

<http://www.bath.ac.uk/Masterplan/consultation/results/phase2.html>

One area that was discussed was the option of building on the tennis courts. Representatives of the local community noted that the tennis courts do result in some noise, and that this could be reduced if the courts were to be built upon. Any building however, would have to house office accommodation and be in keeping with the surrounding buildings. Some concern was raised about the impact of building on the tennis courts on the amenity of St John's Field.

With regard to sports facilities, the Students' Union raised the point that sport is a large draw for students to the University and any loss of facilities could result in a decline in student applications. Some support was given to the proposal to increase the number of all-weather pitches in order to increase the utilisation of the sports pitches. On this point, some local residents raised concerns over the loss of green fields to artificial pitches in the AONB.

A great area of concern to all parties was the cycling safety record down Bathwick Hill and North Road, although cycling was supported as the most effective means of reducing the impact on traffic and alleviating the strain on the bus service. It was suggested that the Students' Union offer safety advice to new students during Fresher's week, and encourage the wearing of cycle helmets. Another suggestion was to provide a bike park at the bottom of Bathwick Hill and a shuttle bus service to the campus, which might encourage cycling by removing the need to cycle up or down the hill.

Social space was of key concern to the Students' Union, and staff representatives. The need for social space in student residences and around the campus was highlighted. Key to this was an offer of social space of a non-commercial nature where people could relax without feeling compelled to buy food or drink. The need for e-lounges was raised, but a representative of the Students' Union, raised the point that by adding a few computer terminals to a space "you don't necessarily meet the needs for social space". Staff representatives also raised the need for 'staff only' social space, where informal meetings could take place away from student activity.

A discussion was had about the feasibility of the University taking on the contract to run the local bus service. It was pointed out that as this would be a commercial venture it would still be open to the local residents. The difference would be that the University would take the commercial risk in exchange for being able to determine the frequency of service and the types of buses being used. For example, smaller more frequent services, and shuttle services from the bottom of Bathwick Hill.

The proposition to build at a higher density was widely supported, as was the need for preserving Green Belt land and the central parkland area.

The opportunity for involvement in the process of determining the outcome of the Masterplan was supported by all. The need for good effective communication with all

stakeholders from inside the University and externally was well supported. Although there were some participants who felt that the University should not expand, the majority understood that it is necessary for the University's continued success to expand on its existing site.

### **3.5. Recommendations**

The results of the consultation highlight that many of the existing issues raised by members of the wider community are relatively easy to resolve through improvements in housekeeping. These include; removing litter, improving the management of the parking, and the general maintenance of footpaths. The perimeter 'private land' signs seemed to be an issue of great contention for most local residents, and the removal of these signs should be considered.

Internally staff and students would like to see a greater investment in environmentally sustainable initiatives and a reduction in the University's current environmental impacts. The provision of non-commercial social spaces was important to nearly all internal stakeholders, along with a greater retail and catering offer available at evenings and weekend and out of term time.

Representatives of The Better Bath Forum, Beech Road Residents Association, and the Claverton Parish Council, have requested that representatives of the University should present the new Masterplan to their members, outside the proposed public exhibitions. The general feeling gauged during the stakeholder consultation, was that the University has not been open enough in the past about their intentions, and as a consequence this has led to a negative perception of the University in general. It is proposed that by setting up regular opportunities to hear about the University's activities, including greater publicity of the benefits offered by having the University in Bath would be an effective means of improving relations with the local residents and potentially gain greater support for the University and its activities in the future.

## **4. Phase III- stakeholder consultation**

### **4.1. Objective**

The purpose of Phase III was to present a draft proposal of the Masterplan to all stakeholders for comment. Due to the constrained nature of the site, and the high level of demand for a variety of different land uses, the opportunity allowed the University to determine both where developments would be acceptable, and also in which area a compromise of opinions would and would not be acceptable and how these views were broken down between the stakeholders.

### **4.2. Method**

The draft Masterplan was presented as an exhibition at the following locations:

- University Library, 27 - 31 October
- Guildhall, Bath; 31 October – 1st November
- University website; 27 October -14 November

In addition three presentations of the draft plans were given by the University Architect, Professor Alan Day, to the following stakeholders:

- Claverton Parish Council- St Mary's Hall Claverton - 28 October (number in attendance 35).
- Internal stakeholders - University Hall - 29 October (number in attendance 85).
- External invited stakeholders – Claverton Rooms - 29 October (number in attendance 24).

Responses to the draft proposals were invited through use of a paper copy Likert-style questionnaire which was available at the exhibitions and the presentations. The questionnaire contained 28 questions under the following titles: Principles; Sustainability; Transport; Landscape and Specific Proposals. These broadly covered the themes of academic development; student accommodation; environmental protection and pollution; landscaping; sport; and transport and parking. The questionnaire also contained a diversity monitoring form and space for further comments.

An electronic version of the questionnaire was made available through the University website which followed the same format as the paper copy.

In addition respondents e-mailed comments and letters to the University to raise specific points and qualify their responses to the questionnaire.

### 4.3. Publicity

The stakeholders were informed of the opportunity to participate via a variety of media channels, including the University of Bath website and articles for two consecutive weeks (Thursday 23 & 30 October) in the Bath Chronicle newspaper. An article encouraging student support for the consultation was reported in the student paper Impact in the week commencing 21 October, and news articles were also aired on Bath FM (Monday 27 October), and an interview on the main Masterplan issues with Alan Day and the President of the Students Union (Alexandra Nicholson-Evans) was aired on Radio Bristol (Tuesday 28 October). In addition, all residents' associations and local councillors were given the details to pass on to their members and constituents.

### 4.4. Response rate

Due to the fact that both the exhibition in the Library and the website were open to view 24 hours a day, the total number of people viewing the draft plans could not be recorded. However, the number of people responding to the draft Masterplan totalled 715, which can be broken down as follows.

Table 4-1. Phase III- sample numbers

|  | Number of Responses | Totals |
|--|---------------------|--------|
| Paper copy questionnaires                    | 372                 | 715    |
| Questionnaires via web                       | 343                 |        |
| Further comments via web                     | 36                  | 199    |
| Further comments via questionnaire & letters | 158 & 5             |        |

## 4.5. Diversity monitoring

Table 4-2. Diversity monitoring

| Ethnicity                           | Sample % | B&NES census data (2001) % |
|-------------------------------------|----------|----------------------------|
| White British                       | 78.2     | 94.0                       |
| White Irish                         | 1.0      | 0.7                        |
| White Other                         | 8.0      | 2.5                        |
| Mixed White & Black Caribbean       | 0.6      | 0.4                        |
| Mixed White & Asian                 | 1.3      | 0.3                        |
| Mixed White & Black African         | 0.3      | 0.1                        |
| Mixed Other                         | 0.6      | 0.2                        |
| Asian or British Asian- Indian      | 1.8      | 0.3                        |
| Asian or British Asian- Bangladeshi | 0.1      | 0.1                        |
| Asian or British Asian- Pakistani   | 0.4      | 0.1                        |
| Asian or British Asian- Other       | 1.5      | 0.1                        |
| Black or Black British- African     | 0.3      | 0.1                        |
| Black or Black British: Caribbean   | 0.0      | 0.3                        |
| Black or Black British: Other Black | 0.0      | 0.04                       |
| Chinese                             | 1.4      | 0.5                        |
| Other Ethnic group                  | 0.6      | 0.3                        |

In comparison with the statistics on diversity monitoring from the Bath and North East Somerset census data, it can be concluded that the University of Bath did manage to engage with a representative cross-section of the community. It is important to note that the higher than average figures for those describing themselves as 'White Other', Asian or British Asian (Pakistani and Indian), Black or Black British (African), Chinese, and other ethnic groups, reflects the diversity represented by students as opposed to the wider Bath community.

Table 4-3 Sample's main interest in the University.

| Stakeholder Interest Groups             | Percent |
|---|---------|
| Staff                                   | 13.1%   |
| Undergraduate                           | 69.4%   |
| Postgraduate                            | 5.2%    |
| Local business                          | 0.1%    |
| Local resident                          | 4.9%    |
| Member of Residents' Association/ Forum | 0.4%    |
| Alumni                                  | 2.2%    |
| Charity Representative                  | 0.1%    |
| Local School Representative             | 0.1%    |
| Sports Club Representative              | 0.3%    |
| Other Interest                          | 2.4%    |
| Missing Data                            | 1.7%    |

As some of the sub-interest groups had so few representatives in the sample, i.e. 0.1%, the groups were condensed into fewer categories, giving a large enough sample of each subgroup to perform meaningful statistical assessments.

Table 4-4. Further condensed stakeholder interest groups.

| Further condensed stakeholder interest groups | Frequency | Percent |
|---|-----------|---------|
| Undergraduate                                 | 496       | 69.4    |
| Postgraduate                                  | 37        | 5.2     |
| Staff   | 94        | 13.1    |
| Resident *                                    | 49        | 6.9     |
| Other **                                      | 27        | 3.8     |
| Missing                                       | 12        | 1.7     |
| Total   | 715       | 100.0   |

\* Includes residents, resident forums, & Bath resident Alumni

\*\* Includes non Bath resident Alumni, Charity Representative, Local School Representative, Sports Club Representative, other

*In response to the question 'Which of these areas most closely indicates your current address?' the following groups were identified:*

Table 4-5. Geographical areas from which the sample was drawn

|                           | Percentage of sample |
|---------------------------|----------------------|
| Batheaston/ Bathford      | 0.7%                 |
| Bathwick                  | 3.5                  |
| Bear Flat                 | 3.4%                 |
| Central Bath              | 13.7%                |
| Claverton Down            | 3.9%                 |
| Claverton Village         | 1.4%                 |
| Fairfield Park/ Larkhall  | 2.0%                 |
| Odd Down/ Combe Down      | 5.5%                 |
| Oldfield Park/ Twerton    | 28.8%                |
| University of Bath campus | 13.7%                |
| Weston/Newbridge          | 3.9%                 |
| Widcombe                  | 5.7%                 |
| Other area                | 10.2%                |
| Missing Data              | 3.4%                 |

Figure 4-2 below, illustrates the breakdown of interests in the University relative to the respondent's addresses. For the purposes of this illustration only the areas outside of the University campus, but within a three mile circumference indicated in Figure 4-1 are included in the analysis.



Figure 4-1. Three mile circumference from Claverton Down Campus. (Source magic map.gov.uk)

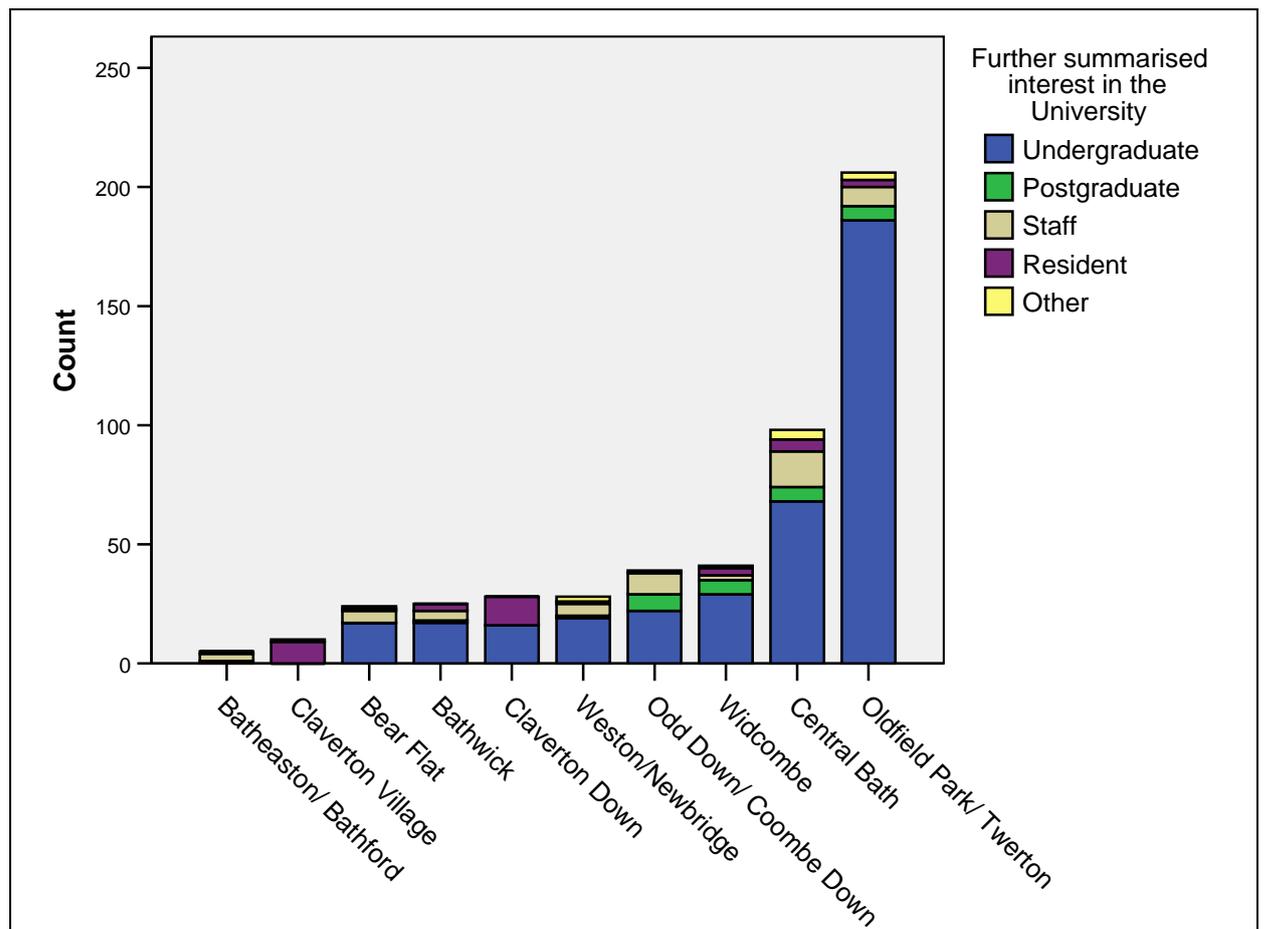


Figure 4-2. Geographical areas within Bath that the sample was drawn from, further split by interest in the University.

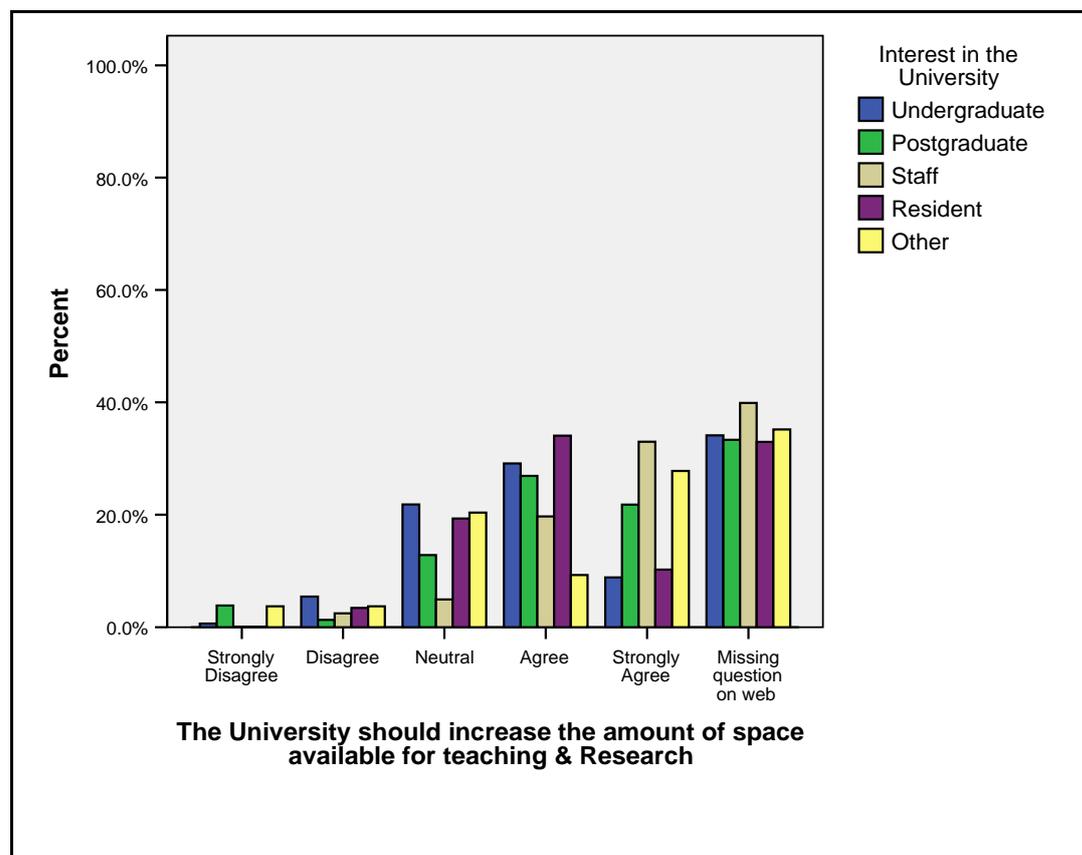
Figure 4-2 clearly shows that although residents were well represented in the areas closest to the University such as Claverton Village, Claverton Down, Bathwick, Widcombe and central Bath, those in areas containing large student populations such as Oldfield Park, Twerton, Odd Down and Combe Down are not well represented with the exception of some Alumni. It is therefore recommended that in any future consultation with the external community, greater focus should be placed on engaging with these communities. Comments placed on the Bath Chronicle website and sent directly to B&NES indicate that many residents from these areas are concerned about the activities of the University.

## 4.6. Results

The results below are presented in the order in which they were collated in the questionnaire.

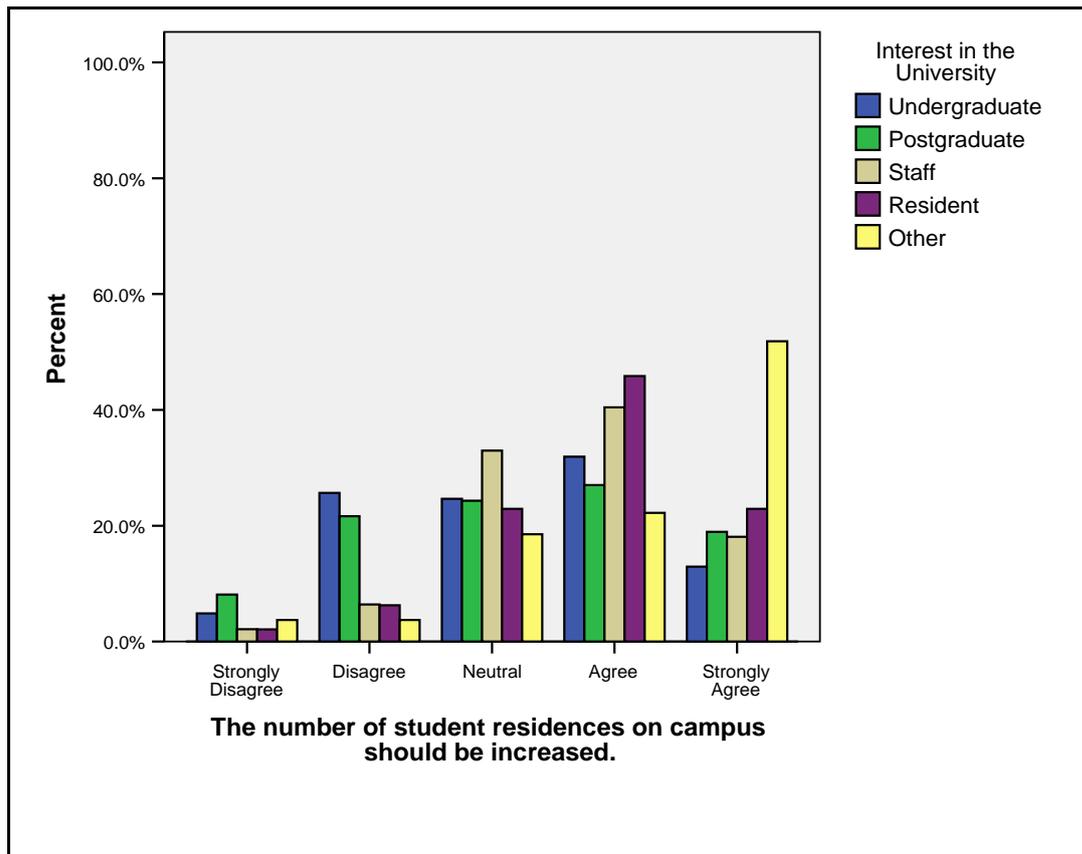
### Principles

The first group of questions relate to quite generic principles presented in the Masterplan - the purpose being to determine which of the fundamental proposals would be accepted in principle, and whether any of the results indicated a major obstruction to the Masterplan in its current form.



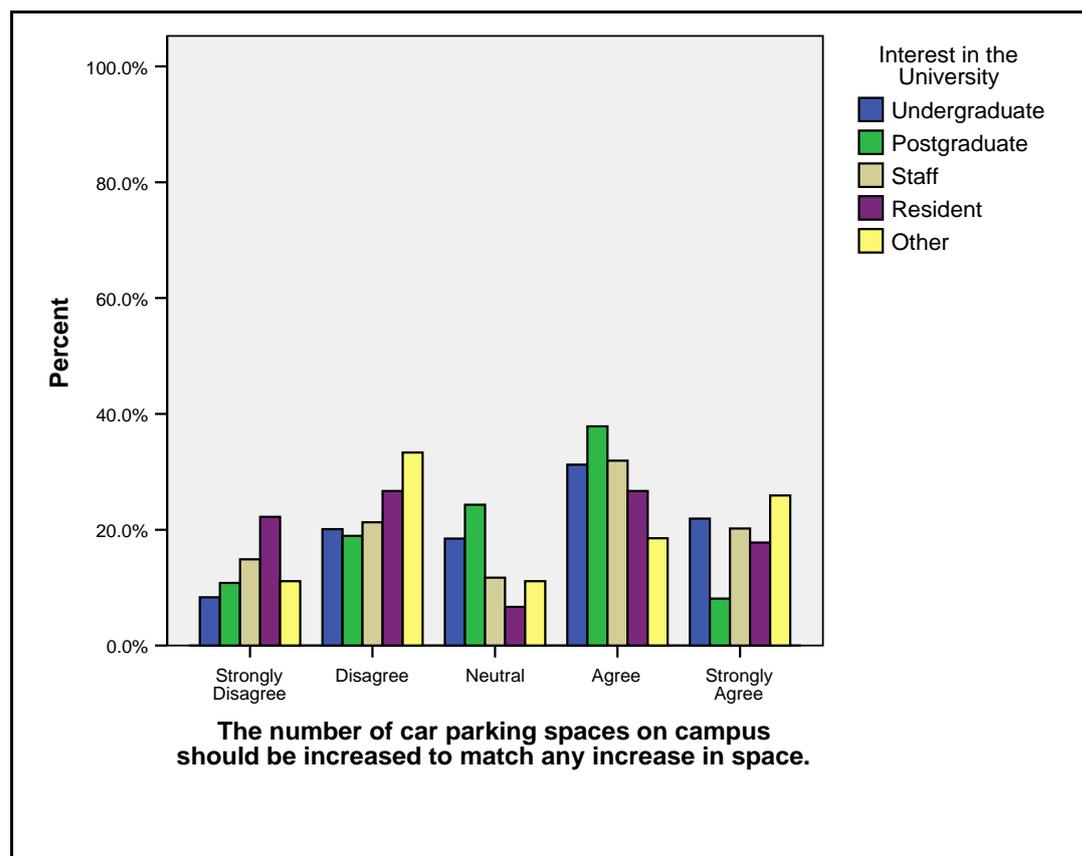
**Fig. 4-3 Clustered bar chart representing how the groups' views were split on the proposal to increase academic space on campus.**

As illustrated above (Fig 4-3) the general feeling towards expansion of the University's academic capacity was largely supported. The written comments received both formally through the questionnaire, and informally during discussions with the respondents, were mostly positive. Both internal and external stakeholders appreciated that the University is an asset to Bath in terms of jobs for the City, and in raising the profile of Bath as a successful knowledge based economy.



**Figure 4-4. Clustered bar chart representing how the groups' views were split on the proposal to accommodate a greater number of students on campus.**

Agreement was also shown for the proposal to increase the number of student residences on campus (Fig 4-4). This finding reflects previous consultation feedback, in support of moving students out of the city and providing University run accommodation on campus. However, comments were received that raised caveats for the proposals to both increase academic space and student accommodation on campus. These included that developments should neither compromise existing high quality sports fields or create greater pressure on the surrounding roads through student vehicles being parked there throughout term time. In addition, concerns were raised that the current catering and social space provision on campus does not satisfy demand, and increasing the demand further would cause a deterioration of the service.



**Figure 4-5. Clustered bar chart representing how the groups' views were split on the proposal to increase car parking proportionally with increased development.**

*( $r = -.040$ ) Not significant at the 0.01 or 0.05 level (2-tailed).*

As the proposal to increase the number of car parking spaces proportionally to any increase in space on campus resulted in a relatively large negative response, some further statistical analysis was undertaken to determine any statistical correlation between the different groups and their perception. The Spearman's Rho correlation coefficient test indicated that there was not a statistical correlation between the interest group the respondents belonged to, and their opinion on the proposal to increase car parking proportionally with increased development. However, the graph in Figure 4-5 indicates a trend that more Residents disagreed with this proposal than Undergraduates, Postgraduates or Staff, and this reflects the comments raised by many of the local residents regarding parking on surrounding roads, particularly Bathwick Hill and The Avenue.

It can be assumed that in light of the comments made in previous discussions, and informally throughout the process, that those in agreement with the proposal see it as a good means of decreasing parking pressure on surrounding roads. However, comments were also raised during the residents' meeting that any increase in

parking provision would in fact increase the pressure on the surrounding road networks, as people would be encouraged to use private cars as opposed to public transport. Added to this, many of the further comments raised concern that the University was not doing enough to discourage the use of private cars in order to reduce the negative environmental impacts generated by the campus. These types of comments were raised by external and internal stakeholders alike.

In response to this concern a full explanation has been posted on the University website describing the problems of accessing the campus for many members of staff who live in the outlying areas of Wiltshire, South Gloucestershire and Somerset which are poorly served by public transport.

As the increase in academic provision, coupled with a projected growth in student numbers, is related to an increased requirement for parking provision, some further analysis was undertaken on the data comparing the responses to question one and of question three, to see if there is a correlation between the demand for the increase in academic provision and an objection to an increase in parking provision. A non-parametric Spearman's rank correlation test was run, which indicated that there was no significant correlation ( $r=.008$ ) between the response to the provision of extra academic space and the increase in car parking, meaning that the result does not reflect an incompatibility in opinion between those that objected to the increase in car parking but supported the increase in academic space on campus.

The response to question four, illustrated in Figure 4-6 below, indicates a significant level of support for the continued concentration of commercial activities around the central Parade. This is viewed widely as the heart of the campus, and is used both by internal members of the University community as well as local residents. This was further qualified by additional comments left in both Phase I and II, which expressed a need for both a greater variety of shops and catering outlets, and also larger premises to reduce overcrowding at busy periods on campus. Furthermore, reference was made to locating catering outlets to the eastern end of the Parade to serve proposed halls of residence, and provide a suitably high standard of catering for conference delegates out of term time.

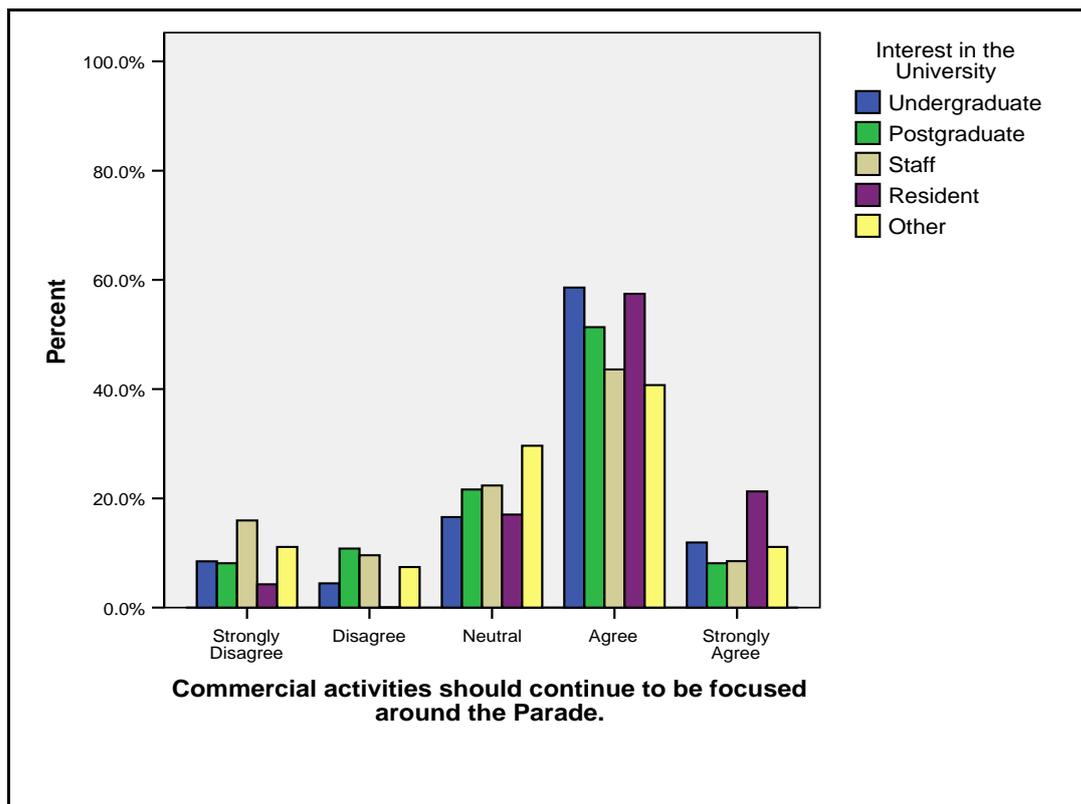


Figure 4-6. Clustered bar chart representing how the groups' views were split on the proposal to focus commercial activities around the Parade.

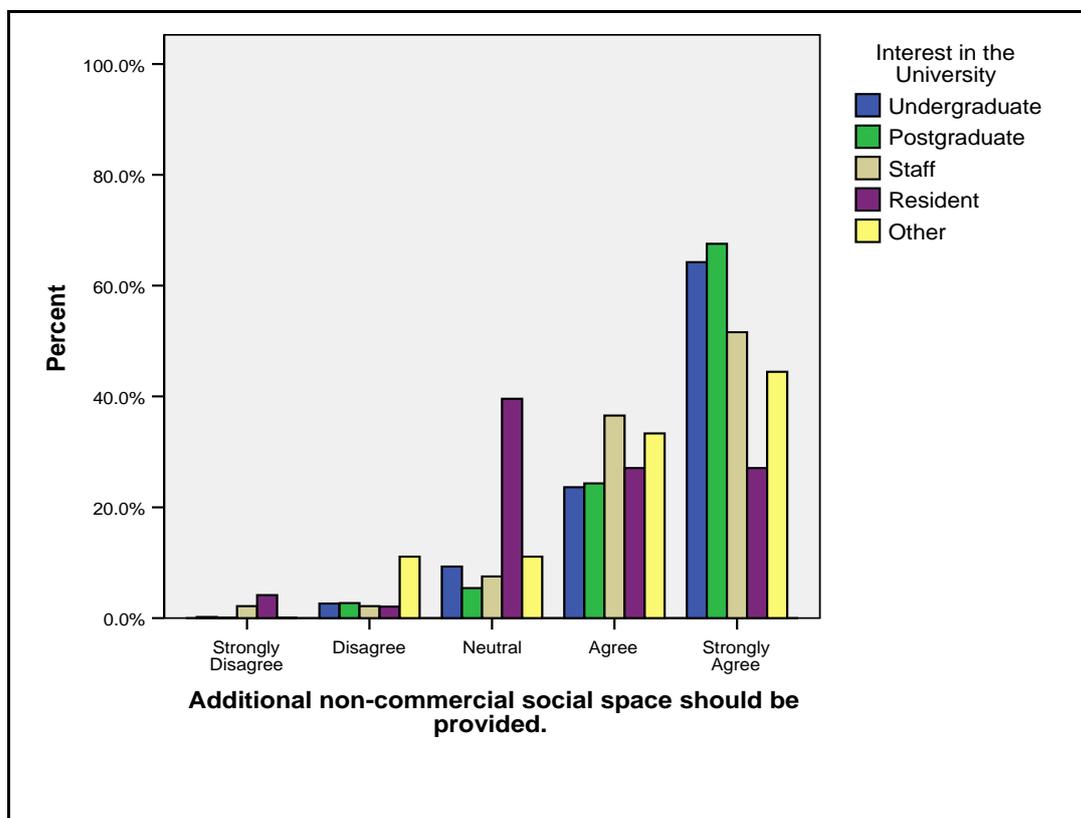


Figure 4-7. Clustered bar chart representing how the groups' views were split on the proposal to provide additional non-commercial social space.

The lack of social space of a non-commercial nature was raised as an issue right through the consultation period, and this was reinforced by the Students' Union heading a campaign for the development of a student centre. The very high level of agreement for this proposal was also supported by the further comments added to the questionnaire. Over 75 comments were raised, ranging from a straightforward demand for a student centre, to more specific complaints at the lack of specific details within the proposals for social space provision.

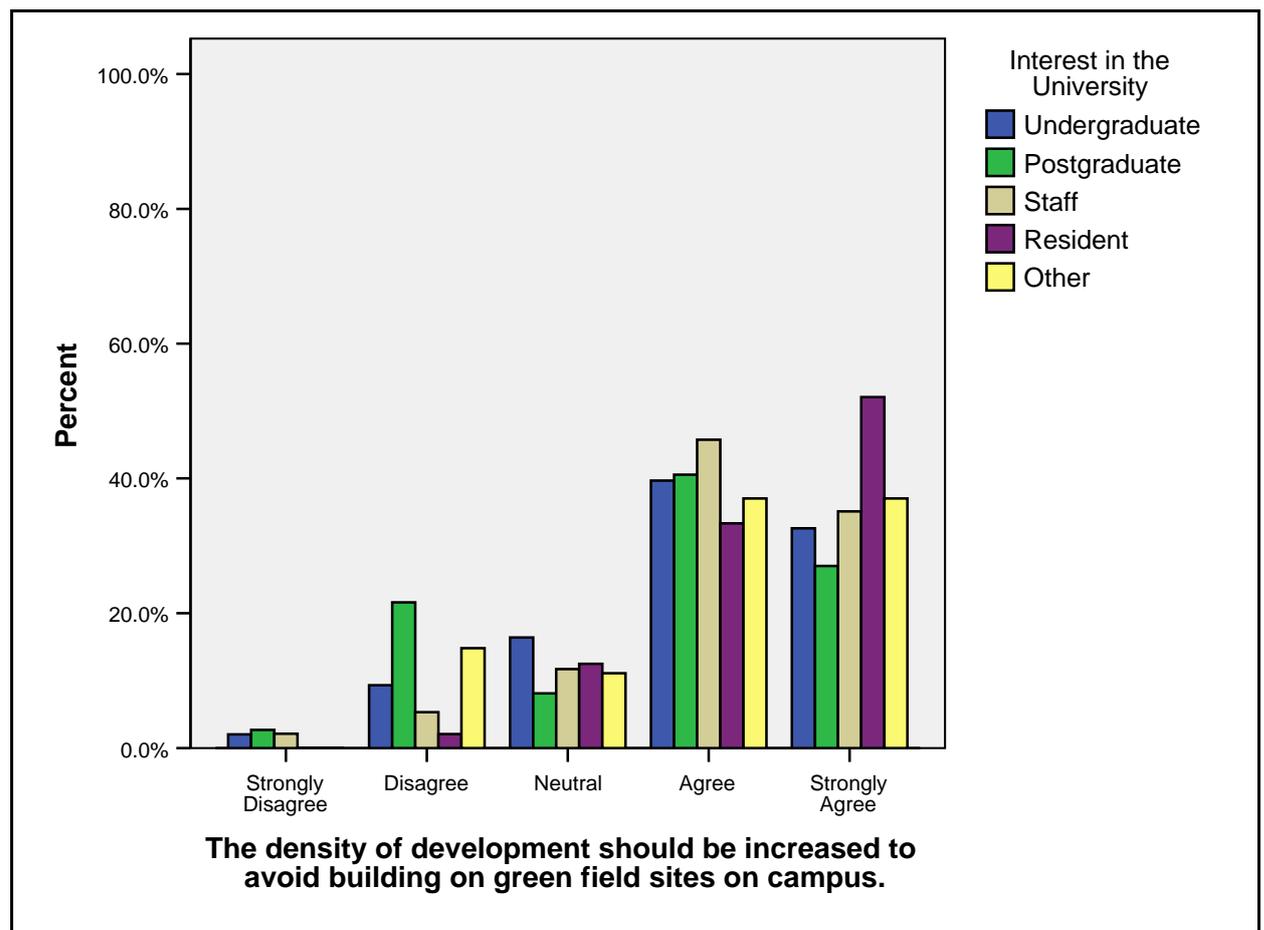


Figure 4-8. Clustered bar chart representing how the groups' opinions were split on the proposal to develop the existing site to a higher density.

The final theme in the general principles section asked whether developing at a higher density would be preferable to building on green-field sites. The significant support for this principle reflects the concern over the loss of green and sports amenity space which was prominent in the further comments. This was also endorsed during Phase II of the consultation, where 18 votes were given for raising the heights of proposed buildings. However, some comments raised concerns over

the potential impact of increased building heights on the Bath skyline and on surrounding properties.

### Sustainability

The following four proposals relating to sustainability all generated a significantly positive response. The importance of the University attaining high environmental standards was also reflected in Phase II where sustainability related issues received the greatest support of all the proposals. Of particular note was the locally based objection to renewable energy in the form of wind turbines, and the concern of local residents in the village of Claverton about the likely impact of light pollution generated by the floodlighting of several new areas in the STV. Clarification was requested by the representatives of the Better Bath Forum during the consultation on, firstly, the likelihood of the new buildings achieving the highest possible environmental standards, and secondly, the type of renewable energy that the University would consider.

In response, attention was drawn to the BREEAM Excellent standards that have already been achieved for the new accommodation completed in the autumn of 2008, and the fact that both 4West and the new East Building are both on target for achieving a BREEAM Excellent award. All future developments will be aiming to emulate this success.

With regard to the renewable energy question, reassurances were given that despite the campus providing a good opportunity to exploit wind energy, the visual impacts would make it unlikely to be a viable option in the near future. Instead energy efficiency would be achieved through further exploiting a combined heat and power type system or possibly a biomass system.

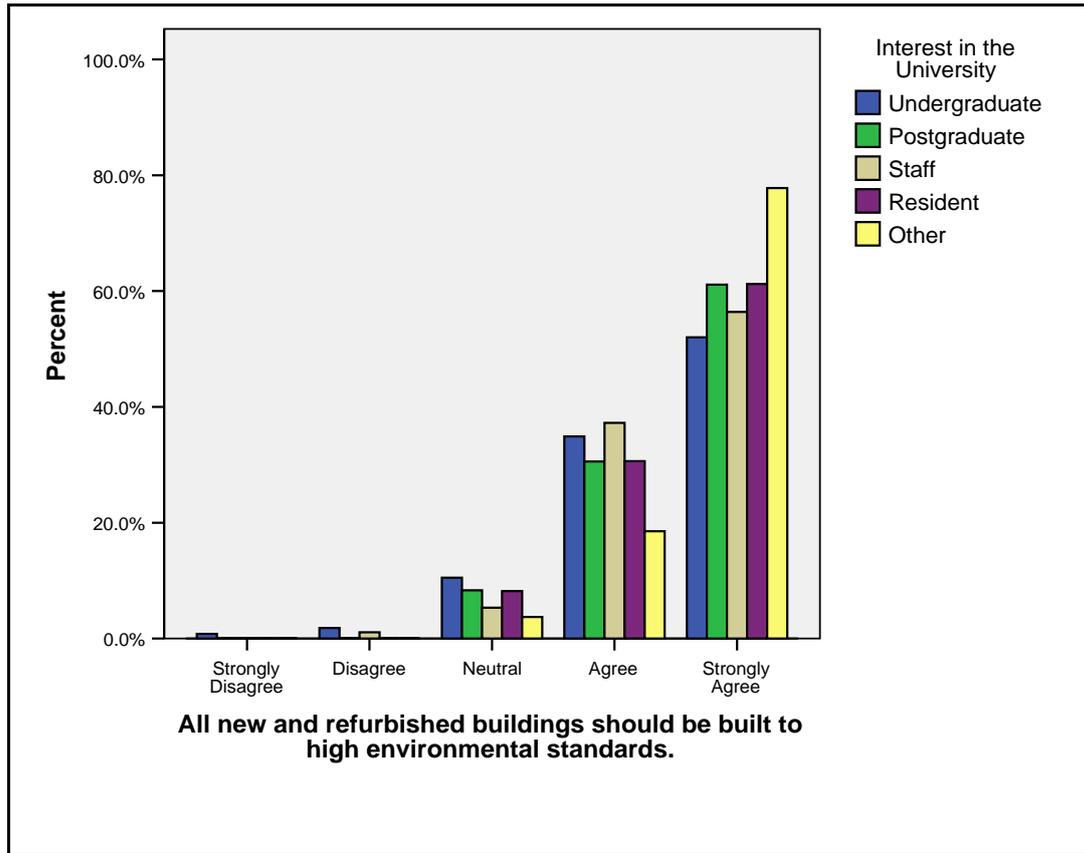


Figure 4-9. Clustered bar chart representing how the groups' opinions were split on the aim to achieve the highest environmental standards for all new build and refurbishment projects.

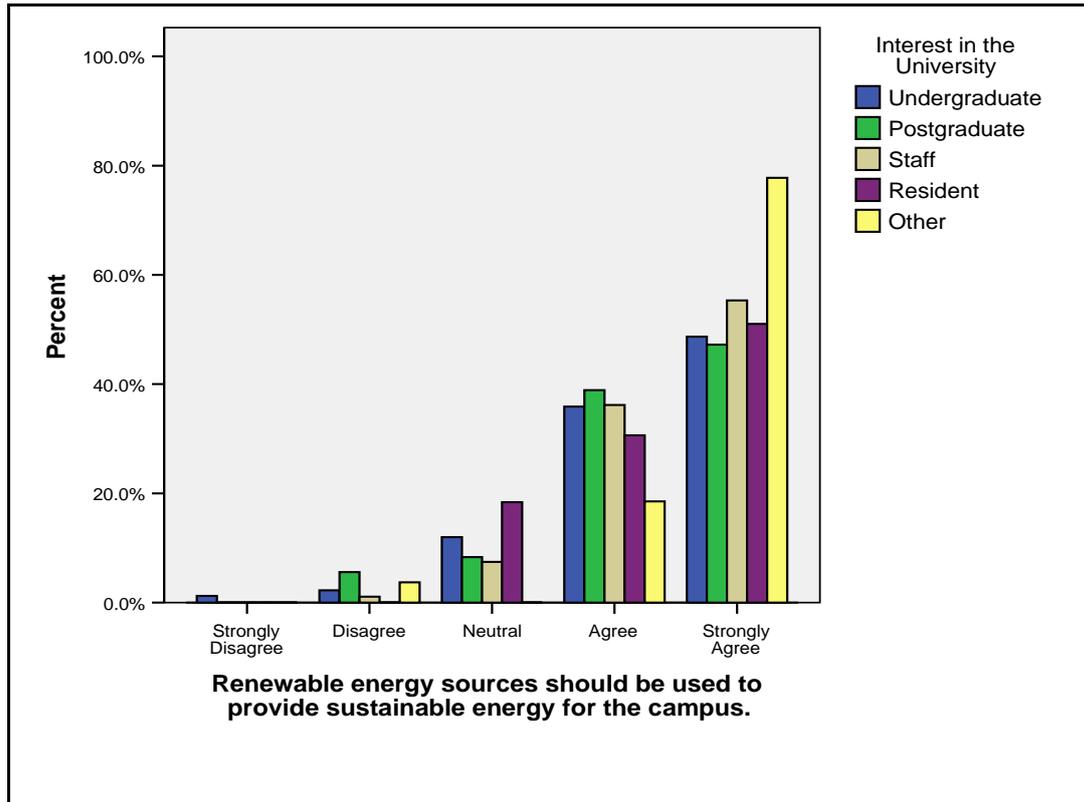


Figure 4-10. Clustered bar chart; representing proposal to adopt sustainable energy modes on campus.

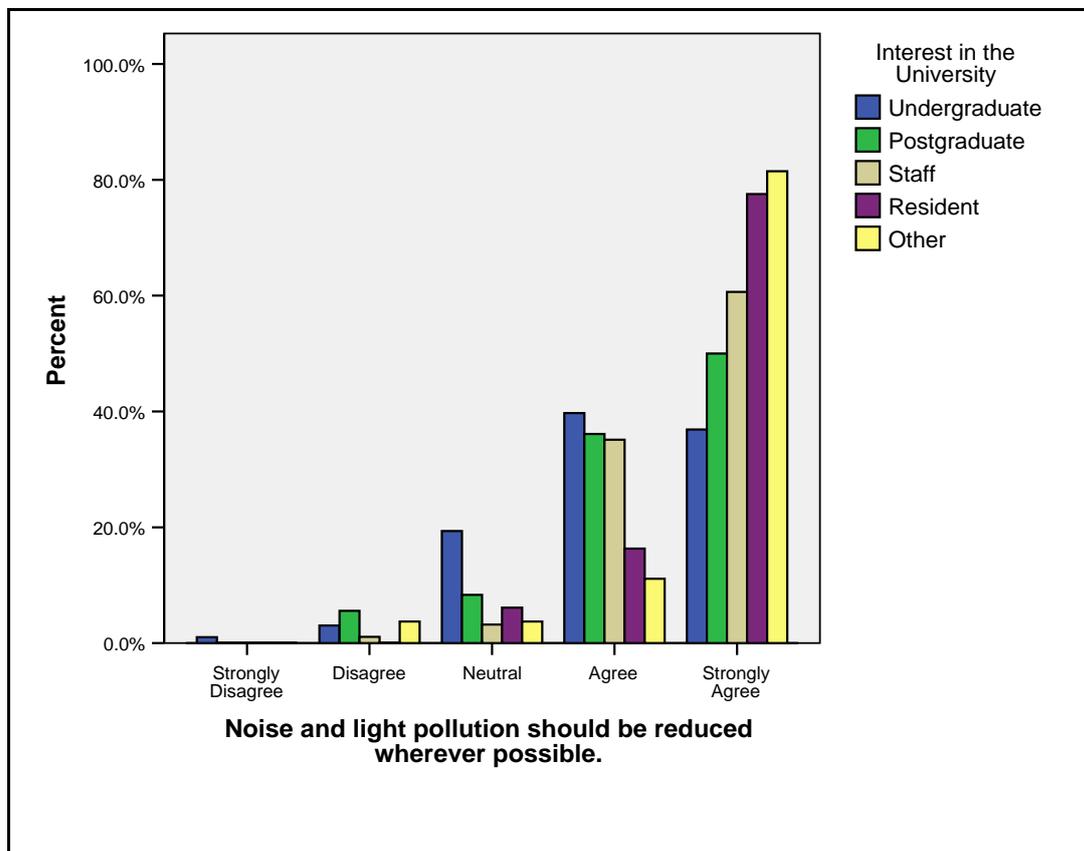


Figure 4-11. Clustered bar chart representing how the groups' opinions were split on the proposal to reduce noise and light pollution where possible.

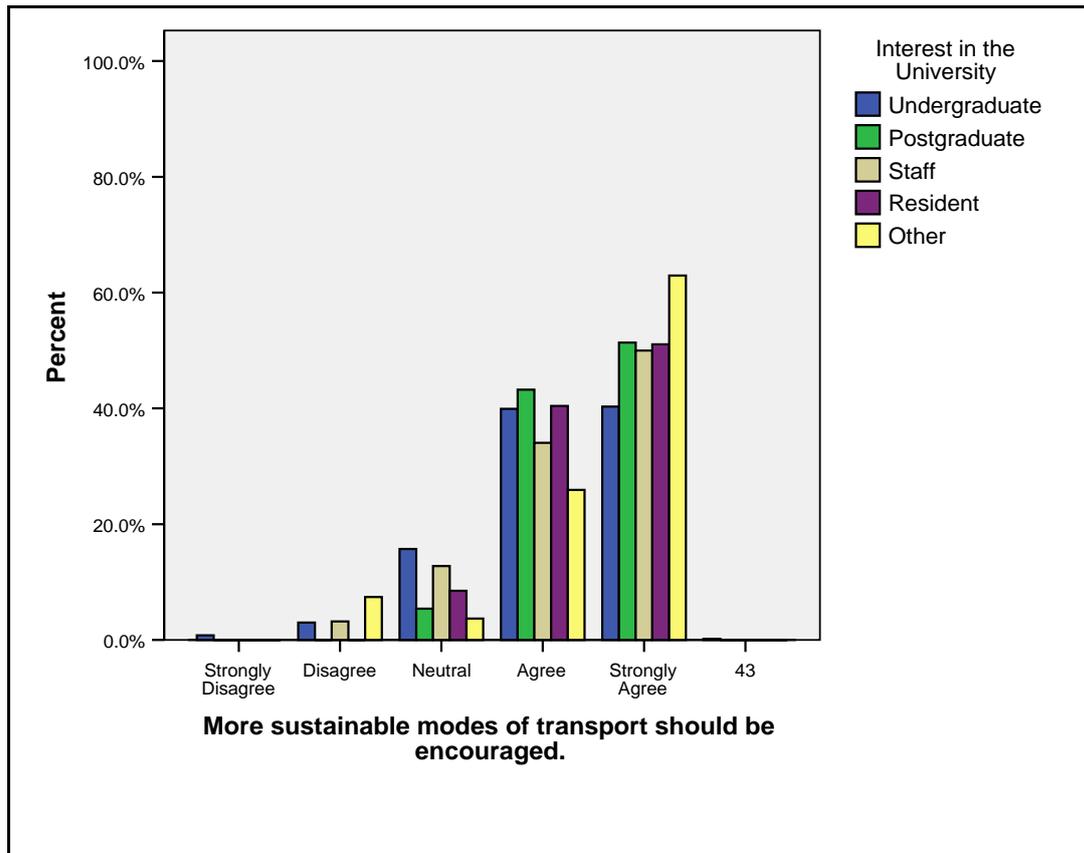
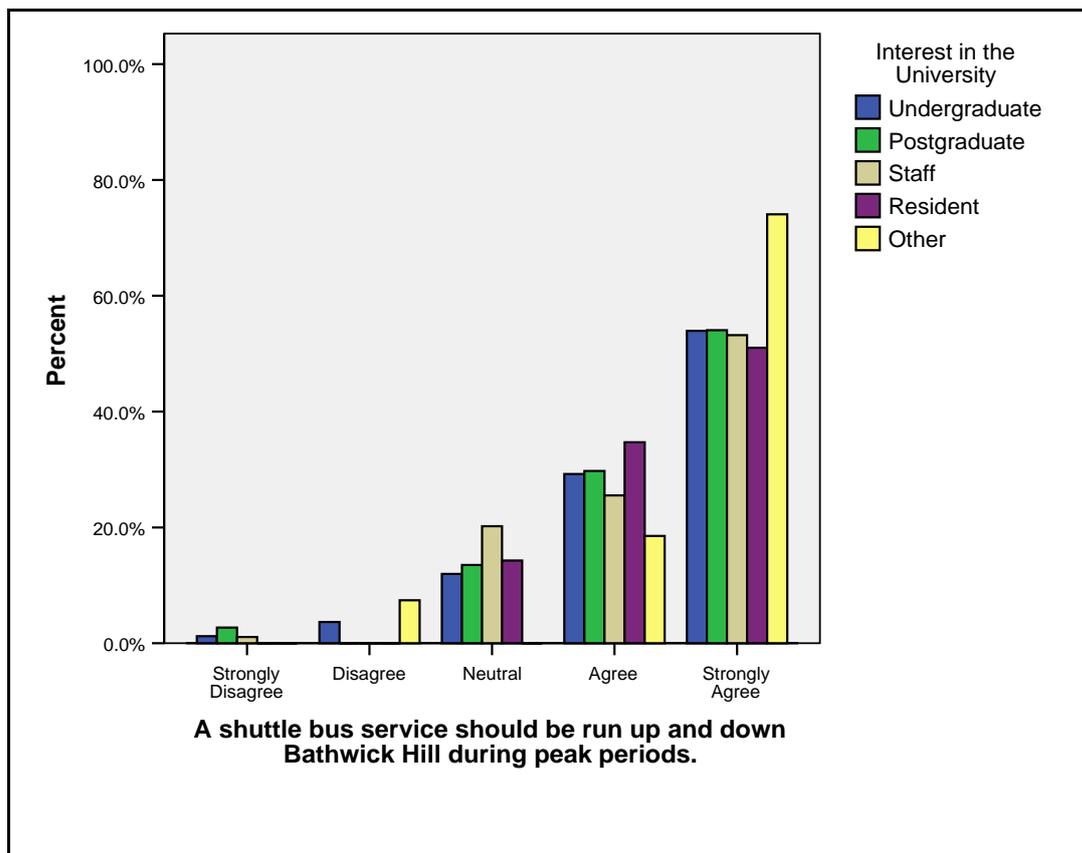


Figure 4-12. Clustered bar chart representing how the groups' opinions were split on the proposal to encourage the use of more sustainable modes of transport.

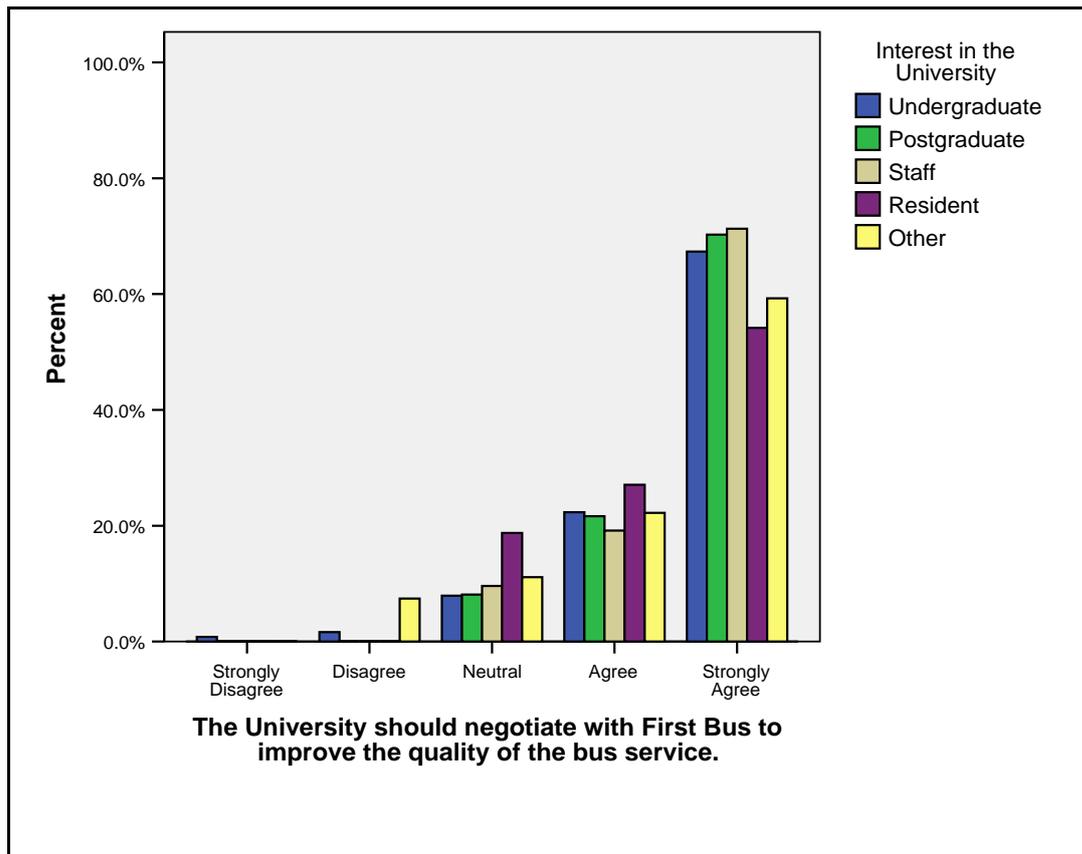
Transport

Throughout the three phases of stakeholder consultation, transport related issues were of key importance all groups. The suggestion for both a University run bus service and a shuttle bus up Bathwick Hill were supported in all phases of the consultation, as can be seen in Figure 4-13.



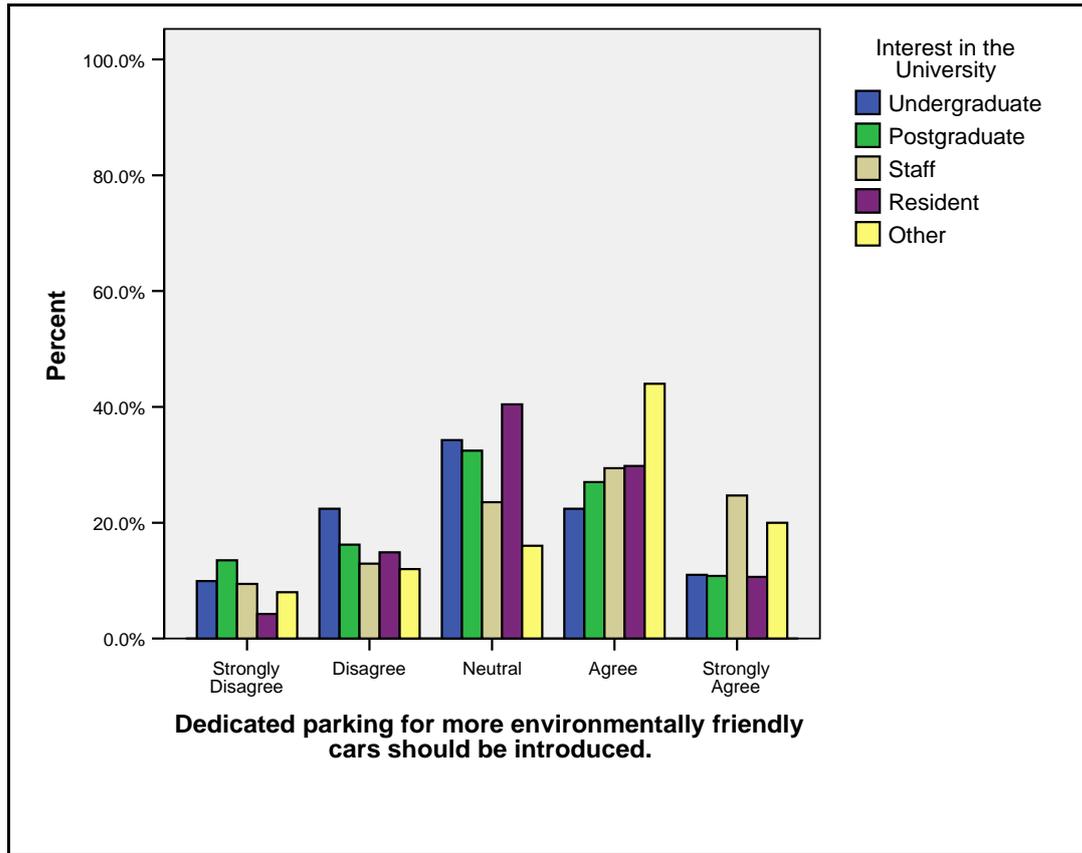
**Figure 4-13. Clustered bar chart representing how the groups’ opinions were split on the proposal to provide a shuttle bus service up Bathwick Hill.**

The University has since been in discussions with First Bus, the main provider of bus services to the University, to negotiate an improvement in service. The recent transport study undertaken by the University in May 2008 also indicated that a greater proportion of staff and students would utilise this service to if it were ‘more reliable’ and ‘less expensive’. The findings in the transport study are backed up by those in the Masterplan consultation which are presented in Figure 4-13 and 4-14. The information which has been collected during the stakeholder consultation will be made available to First Bus to assist with improvements to the service.



**Figure 4-14.** . Clustered bar chart representing how the groups' opinions were split on the proposal to negotiate with First Bus to improve the quality of the bus service.

The proposal to provide dedicated parking for more environmentally friendly cars generated a more mixed response as can be seen in Figure 4-15. The response reflects the opinions of many of the stakeholders that the University should be moving away from providing for private car users and instead concentrating on more environmentally sustainable solutions for accessing the campus. Of the individual groups, members of staff were the group which showed the greatest support for this initiative, which reflects the fact that members of staff are most directly affected by any changes to the parking strategy. Local residents held a largely neutral view on the issue as it would not directly impact upon them. A weak, but statistically significant positive correlation, was recorded between the various interest groups and how they responded to the proposal.



**Figure 4-15. Clustered bar chart representing how the groups' opinions were split on the proposal to introduce dedicated parking for more environmentally friendly cars.**

*(r (Spearman's)= .067; P<0.01(2 tailed))*

Landscape

As with the sustainability proposals, all of the proposals for the alterations and improvements to the landscape in and around the University were widely supported. The proposals presented in Figure 4-16 below, to designate the central parkland area as the University Park and protect it from further development with the exception of boundary development, is a key concept in the Masterplan which has been strongly supported.

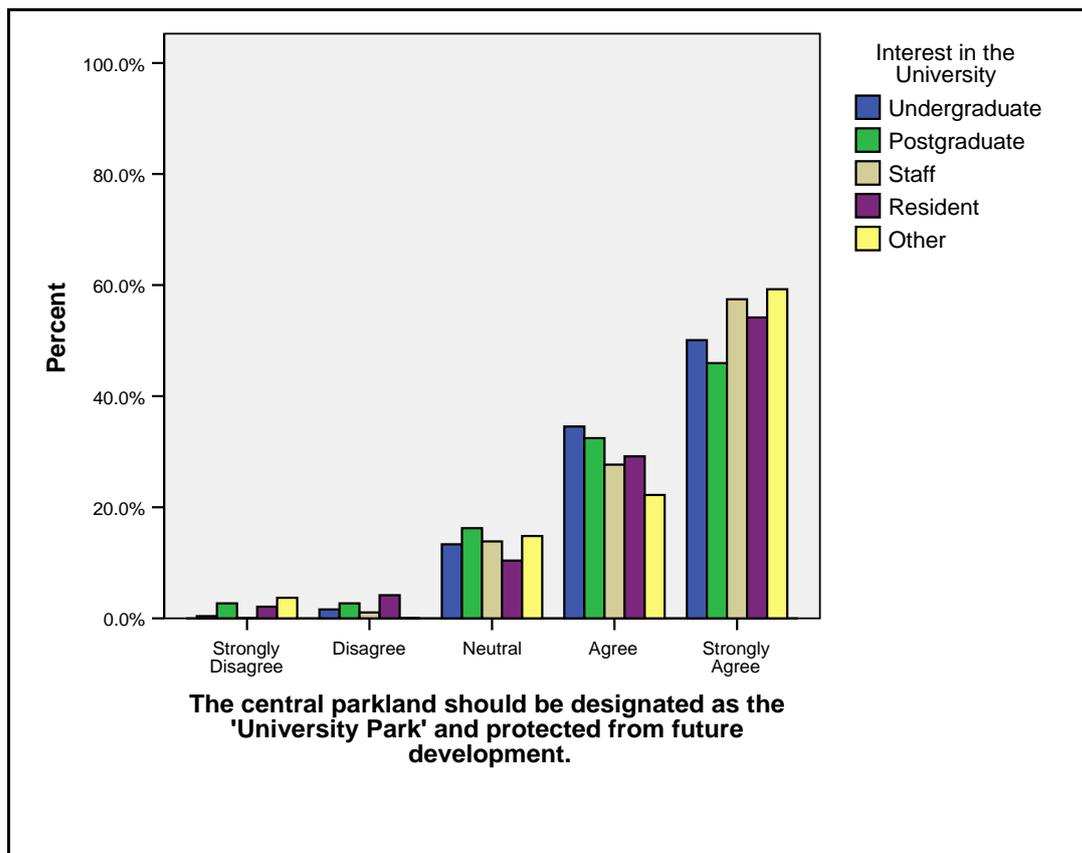


Figure 4-16. Clustered bar chart representing how the groups' opinions were split on the proposal of designating the central landscaped area as the University Park.

Figure 4-17 below, also indicates majority support for the encouragement of biodiversity through the development of the campus landscape.

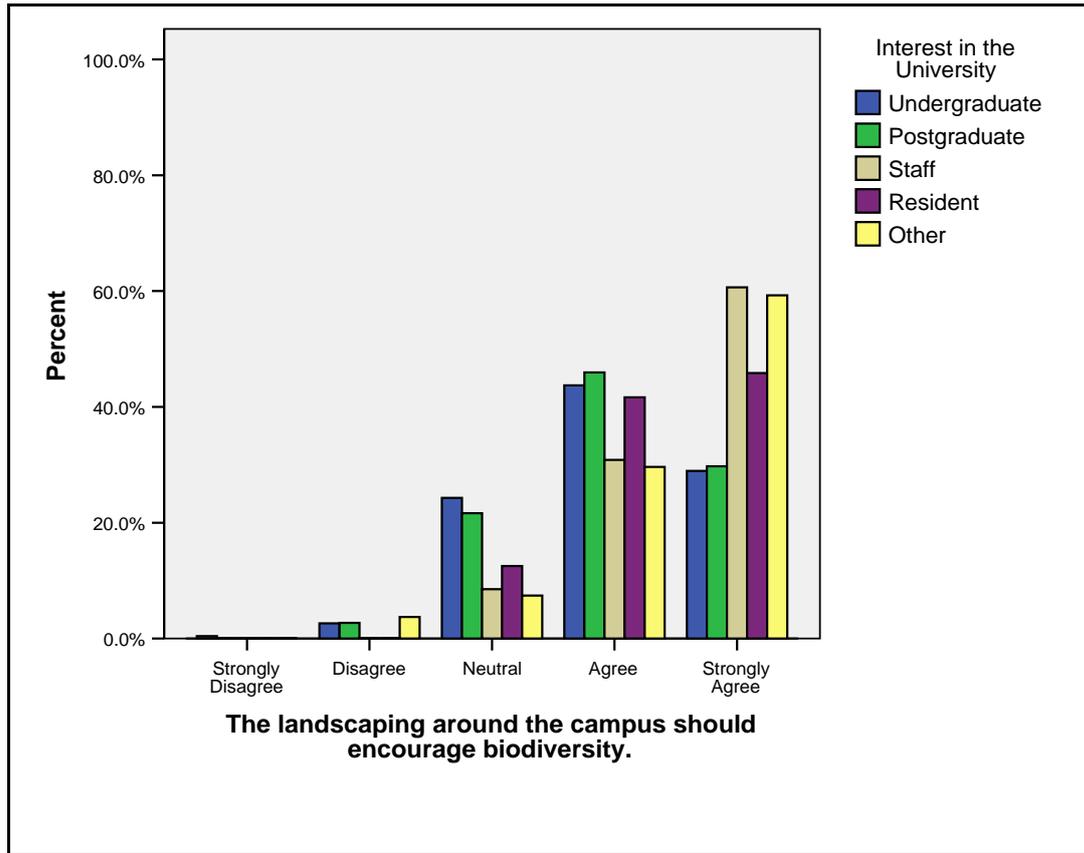
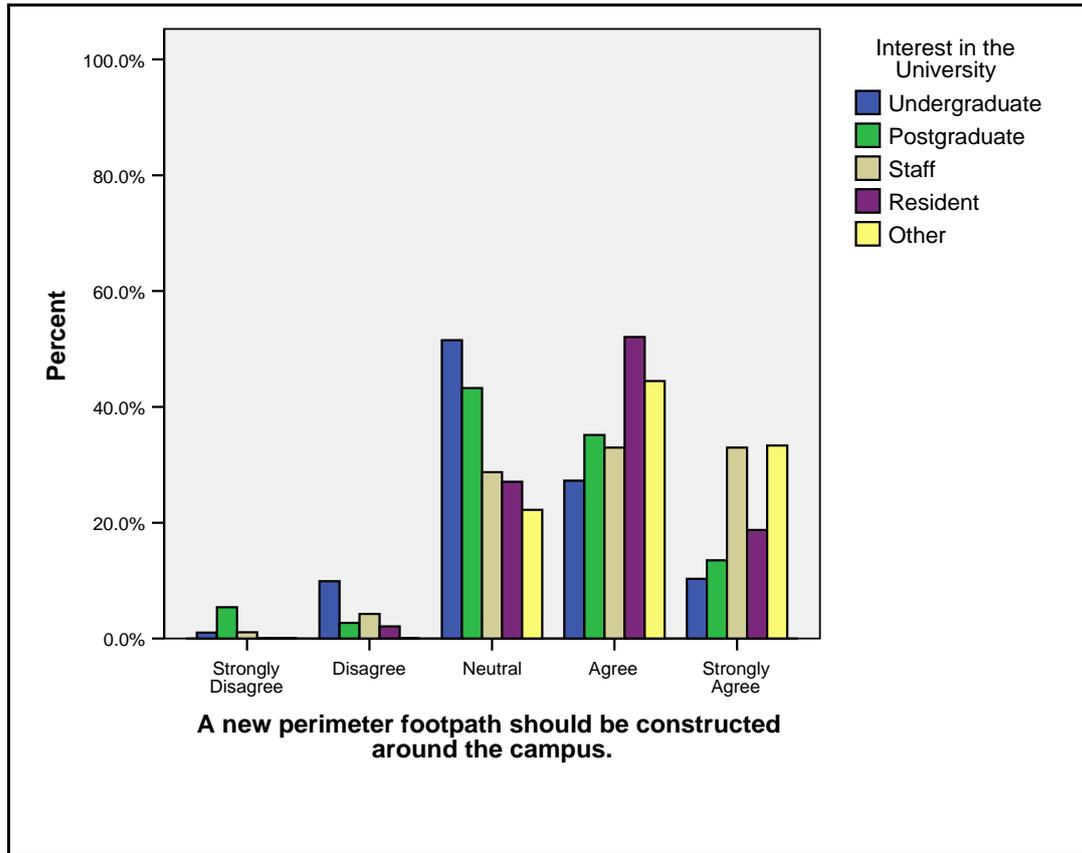


Figure 4-17. Clustered bar chart, representing support for the proposals to encourage biodiversity.



**Figure 4-18. Clustered bar chart representing how the groups' opinions were split on proposal to construct a perimeter footpath.**

The response presented in Figure 4-18 regarding opinions on the development of a new perimeter footpath, show that despite quite significant support there is also a high degree of neutral opinion.

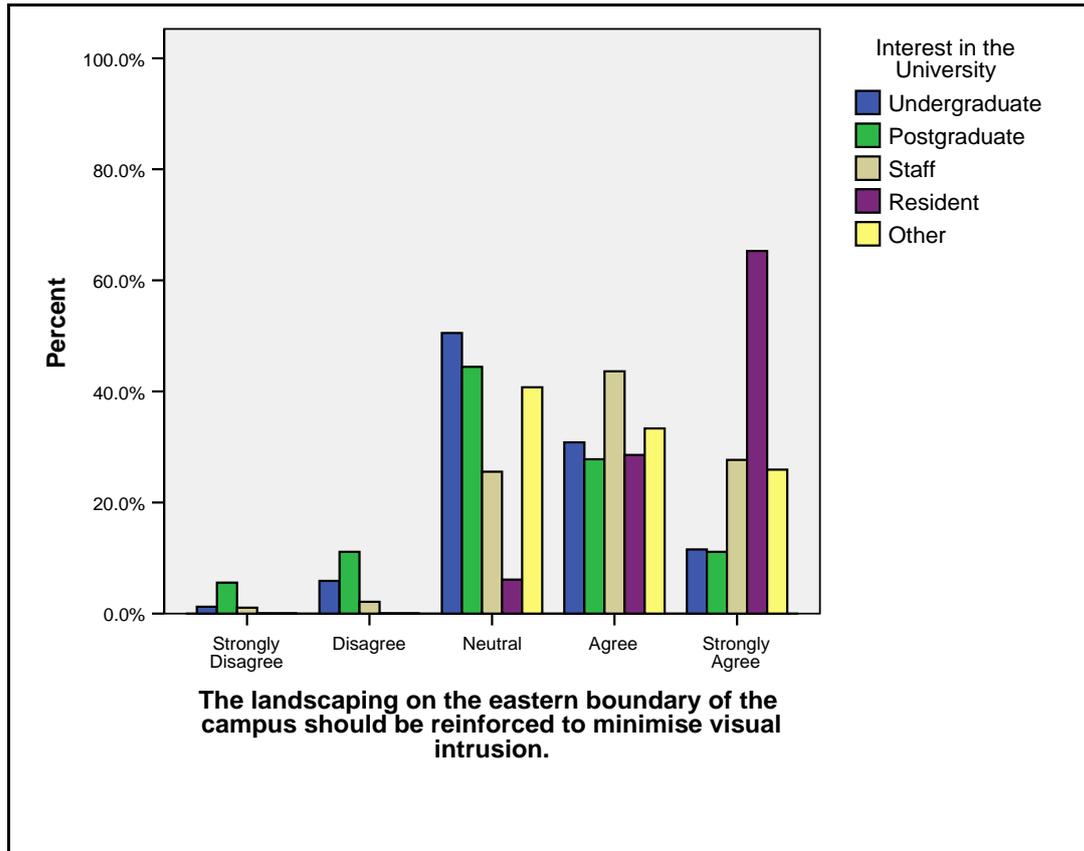
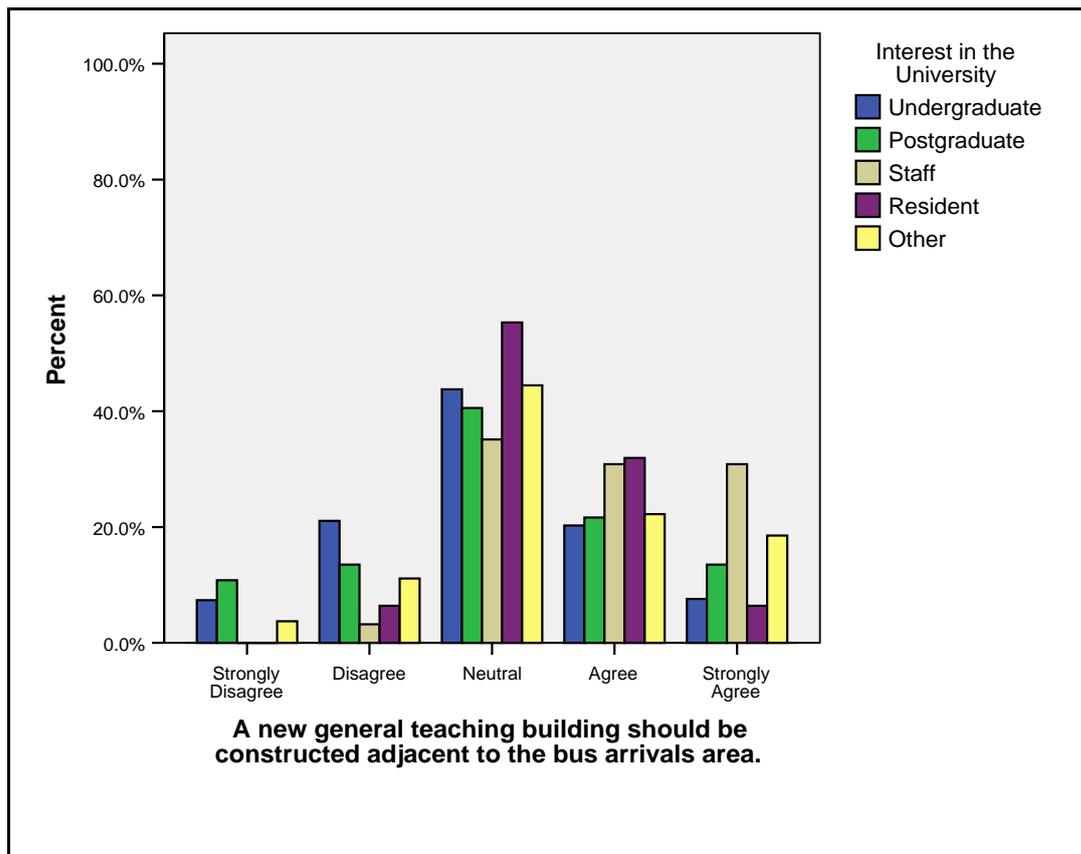


Figure 4-19. Clustered bar chart representing how the groups' opinions were split on the proposal to improve the landscaping at the eastern boundary.

The proposal for improving the landscaping at the eastern boundary, displayed in Figure 4-19, received strong support and can be accepted as an uncontroversial proposal.

Specific Proposals

Figure 4-20, below indicates a largely positive or neutral response to the development of a new general teaching building adjacent to the bus arrivals area. This area was also included in the previous Masterplan, and due to its location away from existing sports pitches and residential properties meant that it met with limited objections. The small amount of negative comments to this proposal focused on the loss of green amenity space near to the halls of residence.



**Figure 4-20. Clustered bar chart representing how the groups' opinions were split on the proposal to provide a new general teaching building adjacent to the bus arrivals area.**

The proposal to improve the entrance to the University at the eastern approach was strongly supported (Figure 4-21). In Phase II several comments were made regarding the lack of a 'front door' for the University and the problems caused for visitors making their way into the University. Other issues relating to this were the unsightly nature of the underdeck and the poor disability access, both of which would be addressed with the new proposals.

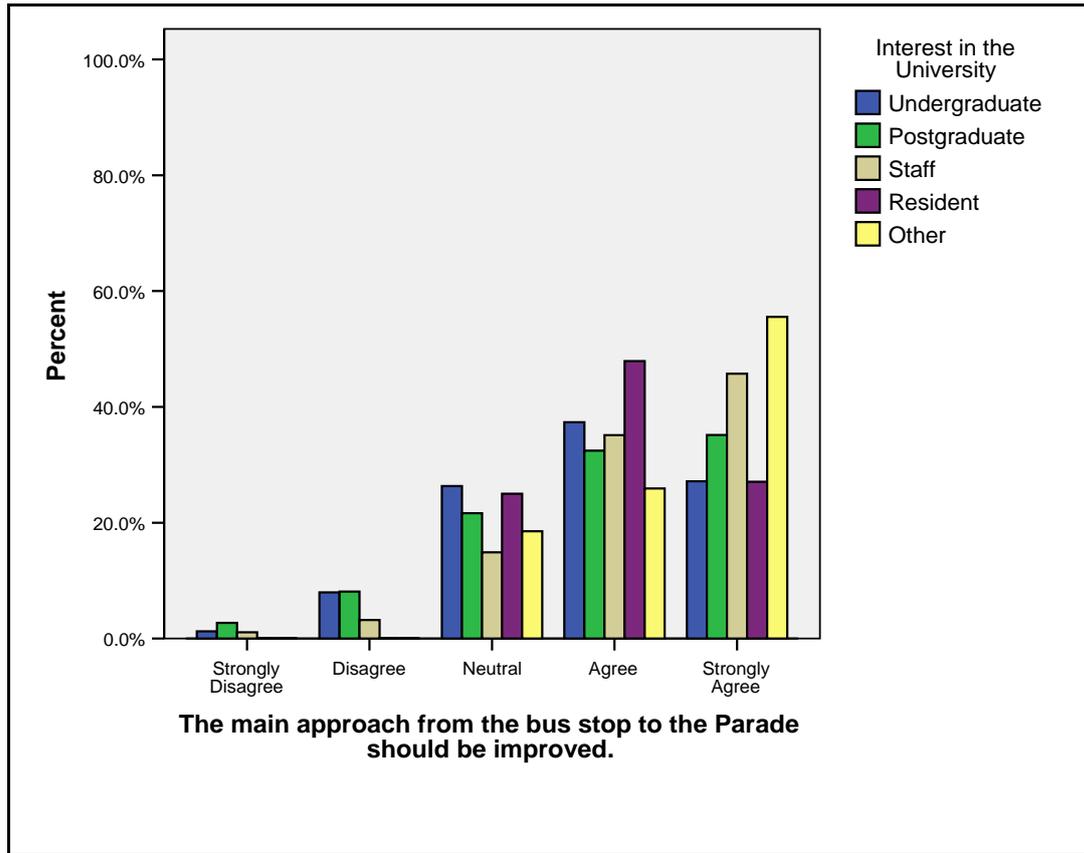
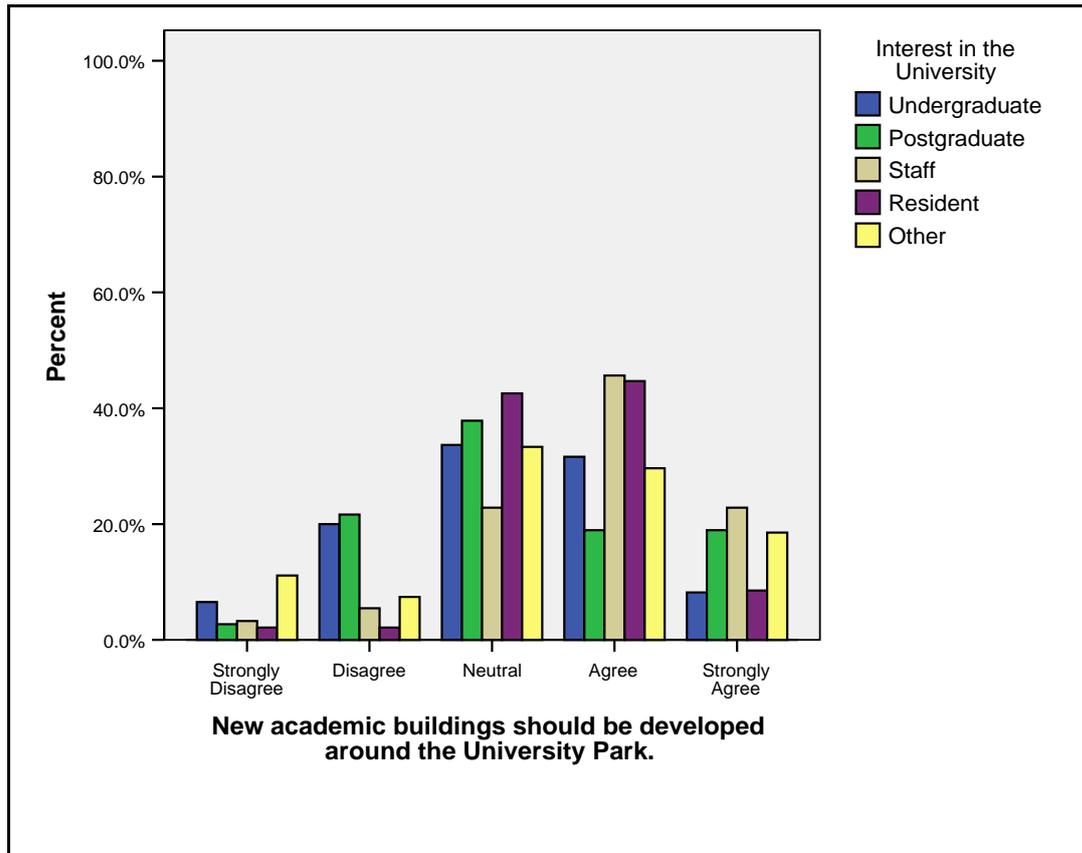


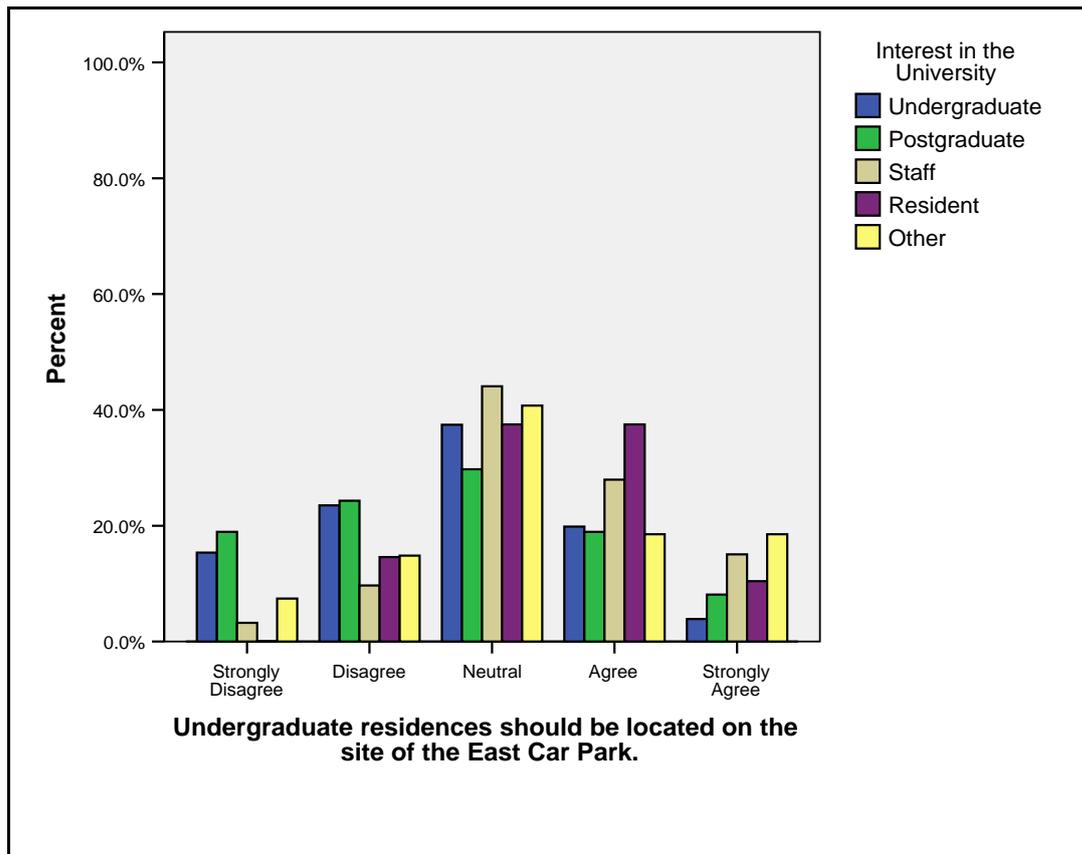
Figure 4.21. Clustered bar chart proposal representing response to the proposal to improve the arrival experience at the University.



**Figure 4-22. Clustered bar chart representing how the groups’ opinions were split on the proposal to develop new academic buildings around the perimeter of the University Park.**

Although the proposal to develop new academic buildings around the perimeter of the University Park was largely supported, some concern was raised about the heights of the buildings proposed along the southern boundary, and also with respect to moving the focal point of the University away from the Parade. However, as Figure 4-22 illustrates the proposal was largely supported or provoked a neutral response.

A negative response was recorded for the proposal to locate undergraduate residences on the site of the East Car Park as illustrated as a clustered bar chart in Figure 4-23.



**Figure 4-23. Clustered bar chart representing how the groups split on their views on the proposal for locating Undergraduate accommodation on the East car park.**

*(r (Spearman's)= .215; P<0.01(2 tailed))*

A statistically significant positive correlation was recorded between the various interest groups and how they responded to the proposal. The strong student opposition to this proposal reflects the objection to the linked proposal of moving the current East Car Park to the site of the playing fields on the eastern boundary, the results of which are presented in Figure 4-24. When these two variables were tested for a significant correlation using a Spearman's Rho statistical test, a positive correlation was displayed, thus explaining the extent of the objection. The relatively low objection by the local resident population reflects the previous two consultations, where concern was raised by this group regarding locating undergraduate accommodation in close proximity to their properties.

The proposal to locate postgraduate accommodation adjacent to the West Car Park provoked a less negative response, as postgraduate accommodation in close proximity to other residential properties is perceived as less likely to cause disturbance than undergraduate accommodation. Of the small proportion of

respondents objecting to this proposal, a significant number specifically objected to the potential loss of the lacrosse pitch which is currently at this location.

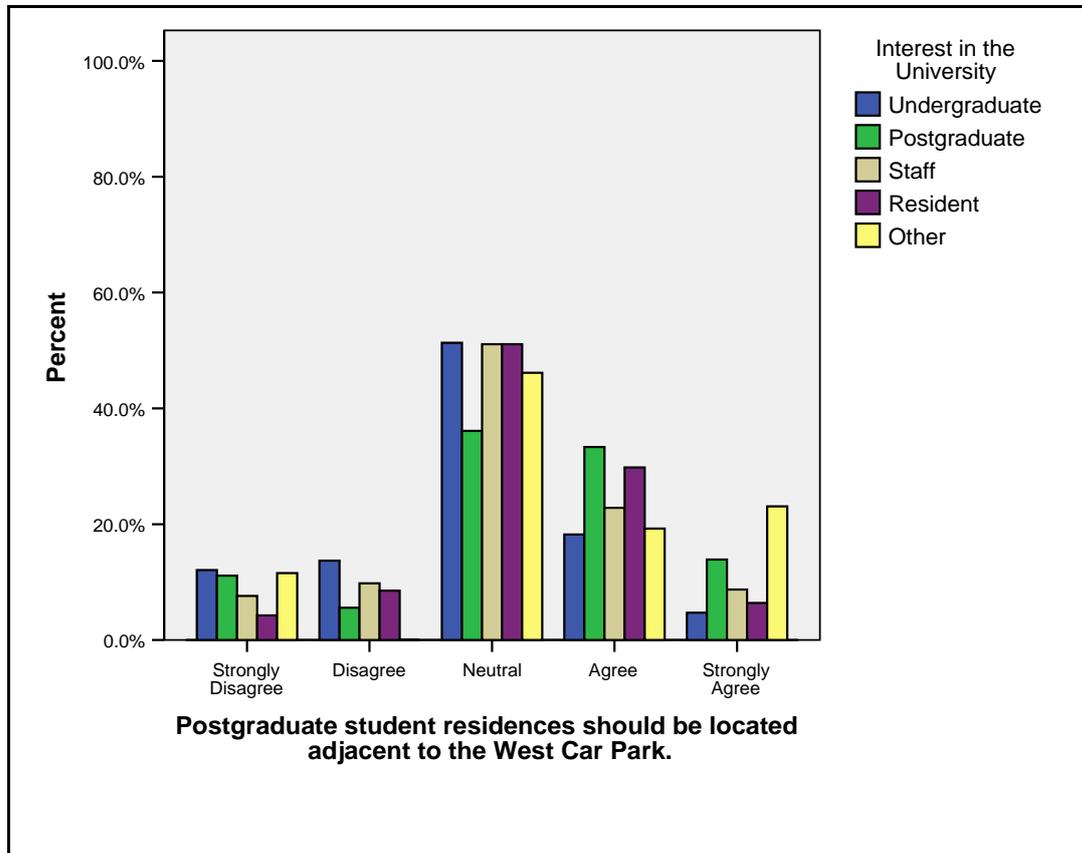
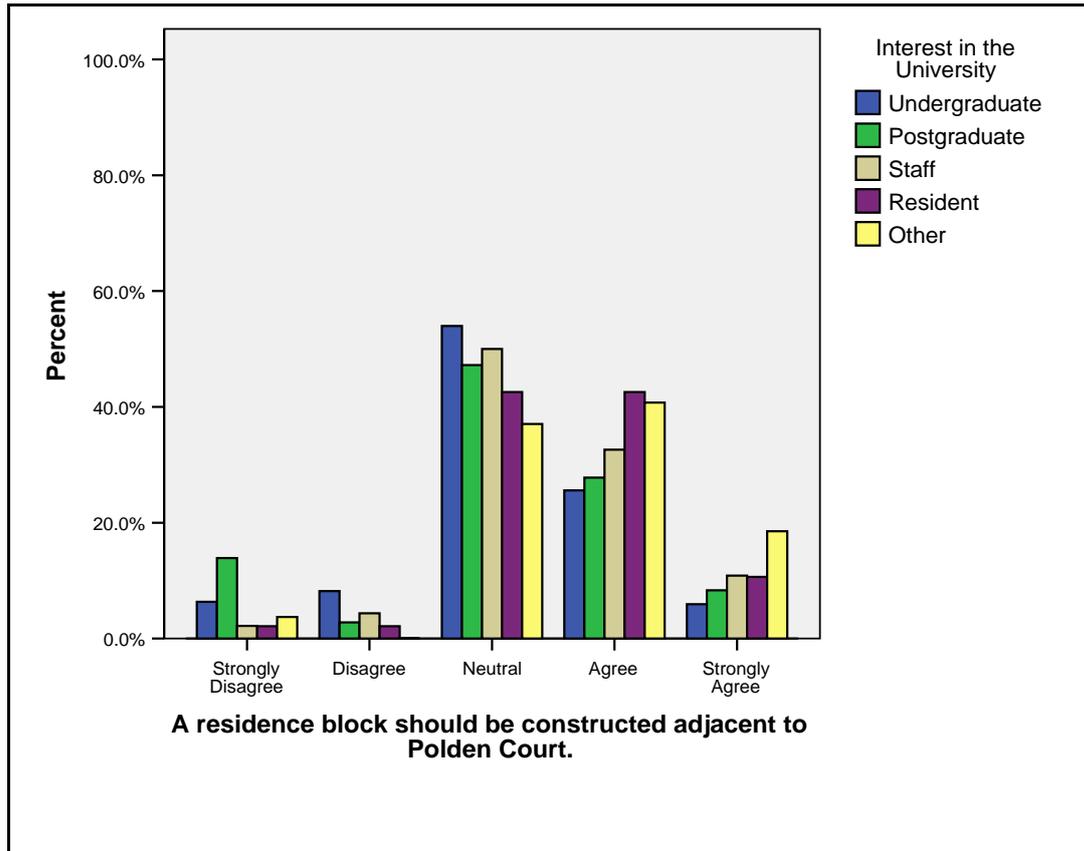
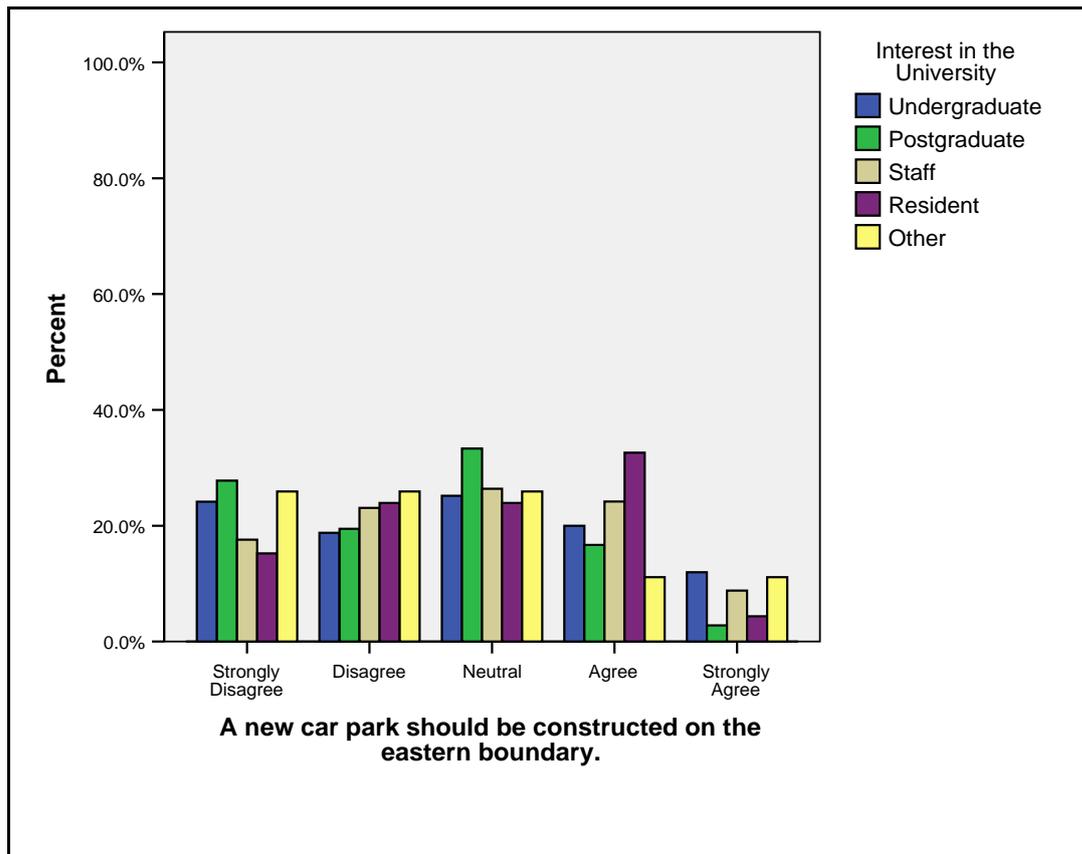


Figure 4-24. Clustered bar chart representing how the groups opinions were split on the proposal to locate Postgraduate accommodation adjacent to the West car park.



**Figure 4-25.** Clustered bar chart representing how the groups opinions were split on the proposal to locate residence blocks adjacent to Polden Court.

The proposal to develop a new residence block adjacent to Polden Court provoked a largely positive or neutral response, and thus is unlikely to cause any significant objections if taken forward.



**Figure 4-26. Clustered bar chart representing how the groups opinions were split on the proposal for locating parking facilities on the eastern boundary.**

*( $r=-.036$ ) Not significant at the 0.01 or 0.05 level (2-tailed).*

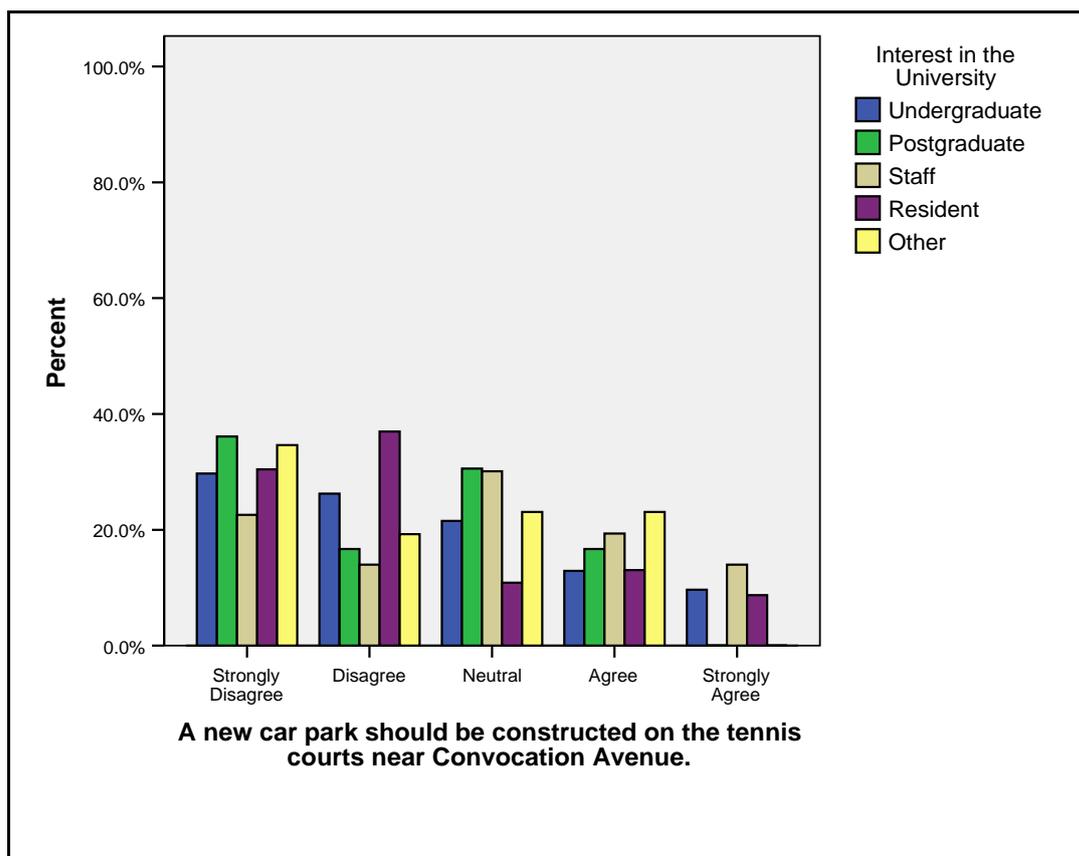
As indicated in Figure 4-26 the proposal to develop a new car park on the eastern boundary met with a considerable negative response. The graph indicates that of the respondents who disagreed or strongly disagreed, 'other groups', which included sport representatives, local school representatives, non-resident Alumni and local authority employees were most against the proposal, followed by postgraduates and undergraduates. The further comments received indicated that the objection to the car park from these groups was based on two main factors: firstly the objection to the loss of sporting facilities and, secondly, the objection to additional car parking being provided.

The large number of responses agreeing to this proposal from the local residents can be related to a desire by certain groups, such as the residents of Claverton Village and respondents from Bathwick Hill and Widcombe Hill to reduce on street parking. In fact, some residents of Claverton Village raised concerns that the additional parking facilities would not be sufficient to address the problem of parking on The Avenue. Negative comments left by other residents included a perceived loss of

green space available for walking etc, and also the likely impact on the Bath Skyline Walk. Concerns were also raised that the car park would be located too far away from the central activities of the University, making it liable to be less well used. However, the objections did not total more than 50% of the responses so should be viewed in that context.

No significant correlation could be determined between the interest groups that participated and their opinion on this proposal, as determined using the Spearman's Rho correlation coefficient.

Out of all of the questions the only one that provoked a negative response by more than 50% of the respondents was the proposal to replace the existing tennis courts adjacent to Convocation Avenue with a new car park. The responses are broken down in Figure 4-27, by the various groups that made up the sample.



**Figure 4-27. Clustered bar chart representing how opinion between the groups was split on the proposal for locating parking facilities on the tennis courts.**

( $r$  (Spearman's)= .054;  $P < 0.01$  (1- tailed))

A weak, but statistically significant positive correlation was recorded between the various interest groups and how they responded to the proposal. We can therefore state with 95% confidence that the way people responded to the proposal was influenced by their interest in the University.

The further comments gave a greater insight into the reason for the objections by each group. For example, the objection by the student population appears to be based on the loss of sports facilities, and on the desire to improve sustainable transport.

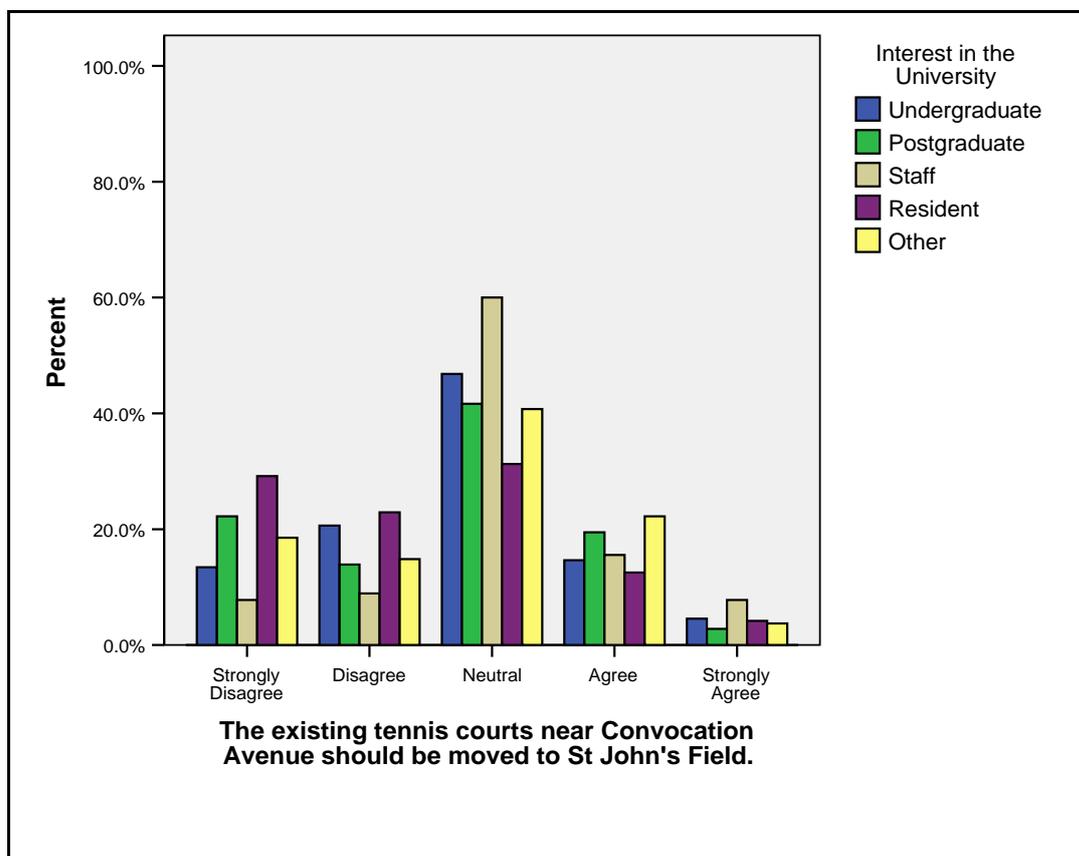
In contrast, some of the local residents living adjacent to the tennis courts made clear both in Phase II and III that they objected to any development on the site of the existing tennis courts in principle, regardless of its type. However, in light of the comments received during the consultation, the proposal for a car park on this site was the least contentious of all development types, with the most contentious being to use the land for student accommodation

During Phase II and Phase III, some comments were received that supported the idea of removing the tennis courts from Convocation Avenue. Some local residents noted that noise emanating from the courts could lead to disturbance, especially during the summer when residents use their outside space or have their windows open.

Equally, some residents raised concerns that if car parking were to be built on the site that local properties would be subjected to disturbance from car doors and light reflection on foggy evenings. It should be noted that if the proposal for a new car park are pursued, it is likely that its use will be restricted to peak times only due to its peripheral location. Were it used as an overflow car park during term time it would be quiet at the times when most residents used their outside space.

The related proposal of developing new tennis courts on St John's Field also met with some opposition. Again, when looked at in context with the further comments received, the opposition by the undergraduate and postgraduate population appears to be based on an overall objection to a perceived reduction in sporting facilities. However, the objection by the local residents appears to be more associated with

concerns that tennis courts would devalue the high quality green space that St John's field offers.



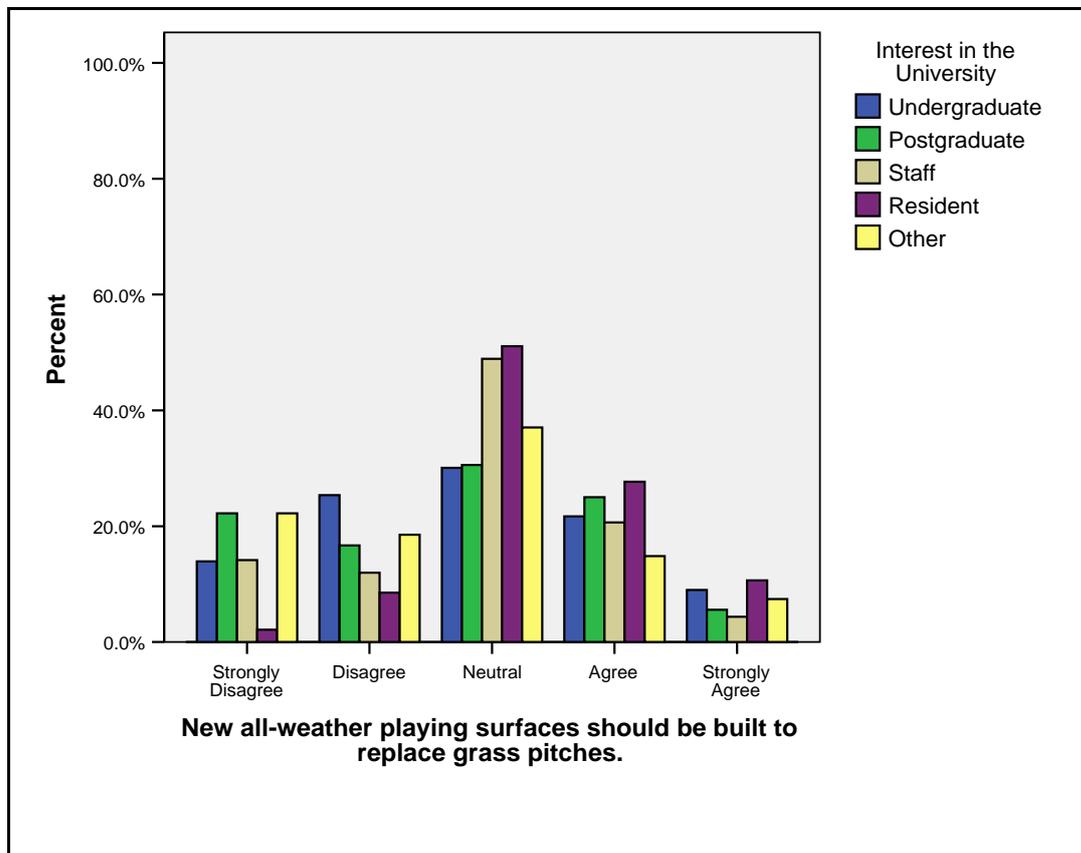
**Figure 4-28. A clustered bar chart representing how opinion between the groups was split over the proposal to move the tennis courts to St John's Field.**

*(r=-.024) Not significant at the 0.01 or 0.05 level (2-tailed).*

The final proposal which met with a relatively high number of objections was that to replace the existing grass pitches to the north of The Avenue with all-weather pitches. The further comments revealed the main reasons for objections were based, firstly, on the perception that sports provision was being reduced and, secondly, on the grounds that their preferred sport could not be played on all weather pitches easily, (e.g. lacrosse). Non specific objections were based on a desire to retain the open green appearance of the campus and a preference to see a greater focus on the academic development of the University. Others considered the STV to compound the problems of traffic and parking, as well as light and noise pollution.

The Spearman's' correlation coefficient showed that at both the 99% and 95% confidence level the differences in the way the various interest groups responded to

the proposal to move the tennis courts to St John's field was not statistically significant.



**Figure 4-29. A clustered bar chart representing how opinion between the groups was split over the proposal to replace existing grass pitched with all weather pitches**  
*( $r=-.038$ ) Not significant at the 0.01 or 0.05 level (2-tailed).*

## 5. Conclusions

In addition to the questionnaire responses 199 other comments were returned. These have been addressed and prepared for presentation on the Masterplan web page. The findings give further feedback on the proposals which received a negative response. However, it must be noted that the overall response from a cross section of the community was very positive, both in terms of support for the proposals, and for the thorough consultation process.

In summary, the areas which appear to be of greatest concern to all stakeholders are the loss of sports amenity and the impact of transport and parking on the campus and surrounding road networks. The objection to a considerable increase in parking

spaces, when related to the overall support for an expansion of facilities and space on campus, appears to be the issue which will have the greatest impact upon the feasibility of developing the Masterplan in its current form.

## **6. . *Recommendations***

Where feasible, amendments to the Masterplan should be made which take into account the significant objections to the loss of sports facilities and the increase in parking spaces proposed.

Regular meetings with local residents should be re-introduced. These could be used to inform them of forthcoming activities on campus likely to cause disturbance or disruption. There should also be and regular information postings to the wider Bath community to inform of future developments which would impact on the city as a whole.

## 7. Copy of questionnaire

| University of Bath Draft Masterplan 2008 - 2020<br>Questionnaire  | strongly disagree | disagree | don't mind | agree | strongly agree |  |
|---|-------------------|----------|------------|-------|----------------|--|
| Please refer to the map at the end of the exhibition for the locations in the text                        |                   |          |            |       |                |  |
| <b>Principles</b>   |                   |          |            |       |                |  |
| The University should increase the amount of space available for teaching and research.                   |                   |          |            |       |                |  |
| The number of student residences on campus should be increased.   |                   |          |            |       |                |  |
| The number of car parking spaces on campus should be increased to match any increase in space.            |                   |          |            |       |                |  |
| Commercial activities should continue to be focused around the Parade.                                    |                   |          |            |       |                |  |
| Additional non-commercial social space should be provided.  |                   |          |            |       |                |  |
| The density of development should be increased to avoid building on green-field sites on campus.          |                   |          |            |       |                |  |
| <b>Sustainability</b>   |                   |          |            |       |                |  |
| All new and refurbished buildings should be built to high environmental standards.                        |                   |          |            |       |                |  |
| Renewable energy sources should be used to provide sustainable energy for the campus.                     |                   |          |            |       |                |  |
| Noise and light pollution should be reduced wherever possible.  |                   |          |            |       |                |  |
| <b>Transport</b>  |                   |          |            |       |                |  |
| More sustainable modes of transport should be encouraged.   |                   |          |            |       |                |  |
| A shuttle bus service should be run up and down Bathwick Hill during peak periods.                        |                   |          |            |       |                |  |
| Dedicated parking for more environmentally friendly cars should be introduced.                            |                   |          |            |       |                |  |
| The University should negotiate with First Bus to improve the quality of the bus service.                 |                   |          |            |       |                |  |
| <b>Landscape</b>  |                   |          |            |       |                |  |
| The central parkland should be designated as the 'University Park' and protected from future development. |                   |          |            |       |                |  |
| The landscaping around the campus should encourage biodiversity.  |                   |          |            |       |                |  |
| A new perimeter footpath should be constructed around the campus.   |                   |          |            |       |                |  |
| The landscaping on the eastern boundary of the campus should be reinforced to minimise visual intrusion.  |                   |          |            |       |                |  |
| <b>Specific Proposals</b>   |                   |          |            |       |                |  |
| A new general teaching building should be constructed adjacent to the bus arrivals area (A).              |                   |          |            |       |                |  |
| The main approach from the bus stop to the Parade should be improved (B).                                 |                   |          |            |       |                |  |
| New academic buildings should be developed around the University Park (C,D,E,F)                           |                   |          |            |       |                |  |
| Undergraduate residences should be located on the site of the East Car Park (G).                          |                   |          |            |       |                |  |
| Postgraduate student residences should be located adjacent to the West Car Park (H).                      |                   |          |            |       |                |  |
| A residence block should be constructed adjacent to Polden Court (I)                                      |                   |          |            |       |                |  |
| A new car park should be constructed on the eastern boundary (J).   |                   |          |            |       |                |  |
| A new car park should be constructed on the tennis courts near Convocation Avenue (K).                    |                   |          |            |       |                |  |
| New all-weather playing surfaces should be built to replace grass pitches (L).                            |                   |          |            |       |                |  |
| The existing tennis courts near Convocation Avenue should be moved to St John's Field (M).                |                   |          |            |       |                |  |
| Additional facilities should be provided by extending the Sports Training Village (N).                    |                   |          |            |       |                |  |

Additional Comments:

## **8. Useful references**

|   |   |
|---|---|
| University of Bath Masterplan website                                 | <a href="http://www.bath.ac.uk/masterplan/">http://www.bath.ac.uk/masterplan/</a>   |
| Bath & North East Somerset Council Statement of Community Involvement | <a href="http://www.bathnes.gov.uk/BathNES/environmentandplanning/planning/localdevelopmentandscheme/StatementOfCommunityInvolvement.htm">http://www.bathnes.gov.uk/BathNES/environmentandplanning/planning/localdevelopmentandscheme/StatementOfCommunityInvolvement.htm</a> |
| UK Planning Portal.   | <a href="http://www.planningportal.gov.uk/">http://www.planningportal.gov.uk/</a>   |
| Neighbourhood Initiative Foundation – Planning for Real               | <a href="http://www.nif.co.uk/planningforreal/">http://www.nif.co.uk/planningforreal/</a>   |