

Bath Artists Creative Quarter



Engaging Bath's creative community on proposals for a new Creative Quarter

CLIENT

Bath and North East Somerset Council

LPA

Bath and North East Somerset Council

STATUS

Produced baseline report on Bath-wide artist engagement. Market assessment, economic value assessment and operational model.

SERVICES

Strategic Communications, Business Cases and Funding

Our role

- Working with architects BBA, our Strategic Communications team carried out a consultation with Bath's creative community to produce a baseline assessment about the current provision of creative workspaces.
- Consultation activities included hosting an online survey and running an in-person workshop to seek views of the current provision of creative workspaces in Bath, alongside existing and emerging artists' wants and requirements for future artist workspaces.
- The consultation was shared extensively within Bath's creative networks and institutions and promoted via social media advertising. The 146 survey respondents represented a statistically significant example of Bath's creative community.
- The Economics and Business Case team were instructed to provide property market and economic assessment that will inform the Business Case for the project.

Results

- Findings from the consultation were used to produce a baseline report including key Design Principles that will be used to inform the design of future creative workspaces.
- Sector Economic Assessment and Property Market Study involved analysis of recent and current trends to show the dynamics and potential of the creative sector in Bath, and report on opportunities for growth around the property offer.
- The economic model for the scheme estimated the quantitative and qualitative benefits associated with the creative space and will inform all stages of the Business Case (Strategic, Outline and Full). Finally, detailed financial and viability modelling and options will inform the Commercial and Financial Case within the Business Case.