JACOBS WELLS BATHS

Support & Consultation
V2 – August 2024

TRINITY

Community Engagement 2024

- Hosted coffee mornings with residents at Watershed and Commonweath Society
- Hosted a workshop and info stand at HCCA 50th Birthday
- Worked with local Councillors to connect with residents' groups
- Attended resident association meetings with HCCA and Clifton Neighbourhood Forum

FEASIBILITY CONTEXT

- **2017 feasibility report by Vivid Regeneration, commissioned by the Neighbourhood Forum to inform the building's long-term future**
- **As part of the feasibility exercise, extensive consultation was undertaken involving 380 respondents**
- **They evidence community support for retaining and developing the building for dance, arts, and community use**
- **Findings cite the demand in the city for dance, performance, and rehearsal space**
- **The report recommends prioritising Jacobs Wells Baths as a centre dance and the arts**
- **Redevelopment options are recommended to increase income potential, providing flexible, multi-use space to ensure long-term viability**

"A vision for the building has emerged from this first stage feasibility as: **A vibrant, accessible and inclusive nationally and locally acclaimed hub for dance, performing arts, wellbeing and community development**"
Vivid Regeneration

2023 FINDINGS

- We have been overwhelmed by the support of our proposal to #SaveJWB since announcing the leasehold offer in July
- There has been a unanimous call for the building to be saved and for a wide array of activities for all age groups
- We have been extended by offers of support from arts professionals, local businesses and residents; incl £30k support from Buro Happold for sustainability consultancy
- Respondents fondly recall the role the building has played in their lives, with a focus on people's learning experiences
- The potential for arts, education, and cultural provision for citywide benefit is emphasized, alongside the need for accessible space locally that people can get to without a car
- The strong message is a desire for an inclusive and community-driven approach to the building's future, recognising its potential to be a unique and cherished cultural resource in Bristol's wider arts ecology
- Consultation will continue throughout the Development Phase

"Hats off to @BristolCouncil for enabling community orgs to secure/activate assets for local benefit." **Platform Places**

"Great news - there is so much love for this building" **Anna Farthing, CEO, New Theatre Royal, Portsmouth**

"This is terrific news for the city, great to see an organisation who makes such a difference for so many people being given opportunity to reinvigorate Jacobs Wells Baths." **Dan Feeney, Interim Head of Culture & Creative Industries, Bristol City Council**

"This is amazing! I've been loving what you have been doing with Trinity 🙏 you got my support with this project 💯% ✊🏾"
Social media comment

"This is incredibly exciting news! What a wonderful, and important, building." **Good Chemistry Brewing**

Lovely people of Trinity! This is a great idea, thank you for putting it forward. I have a pub local to Trinity and your events really benefit local businesses. My other pub is near this community centre and would love to write a letter of support." **Publican, Volunteer Tavern, Hope & Anchor**

HYPER-LOCAL NEED

- The Locality Community Needs Index identifies the hyper-local area near JWB (approx 0.5m radius) ranks in the top 10% most deprived in terms of crime, housing, and living environment indices
- 69.7% of pensioners live alone, 45.8% of residents don't have a car
- 45.6% of residents are economically inactive, and 14.9% of households are in fuel poverty
- More residents live in social and council housing compared to the national average; there are approx 270 social housing tenants living in the neighbouring tower blocks

	No Flats	Private	Council	Tenants (est)
Brandon House	90	13	77	207
St Peters House	62	8	54	108
Total	152	21	131	315
%		14%	86%	

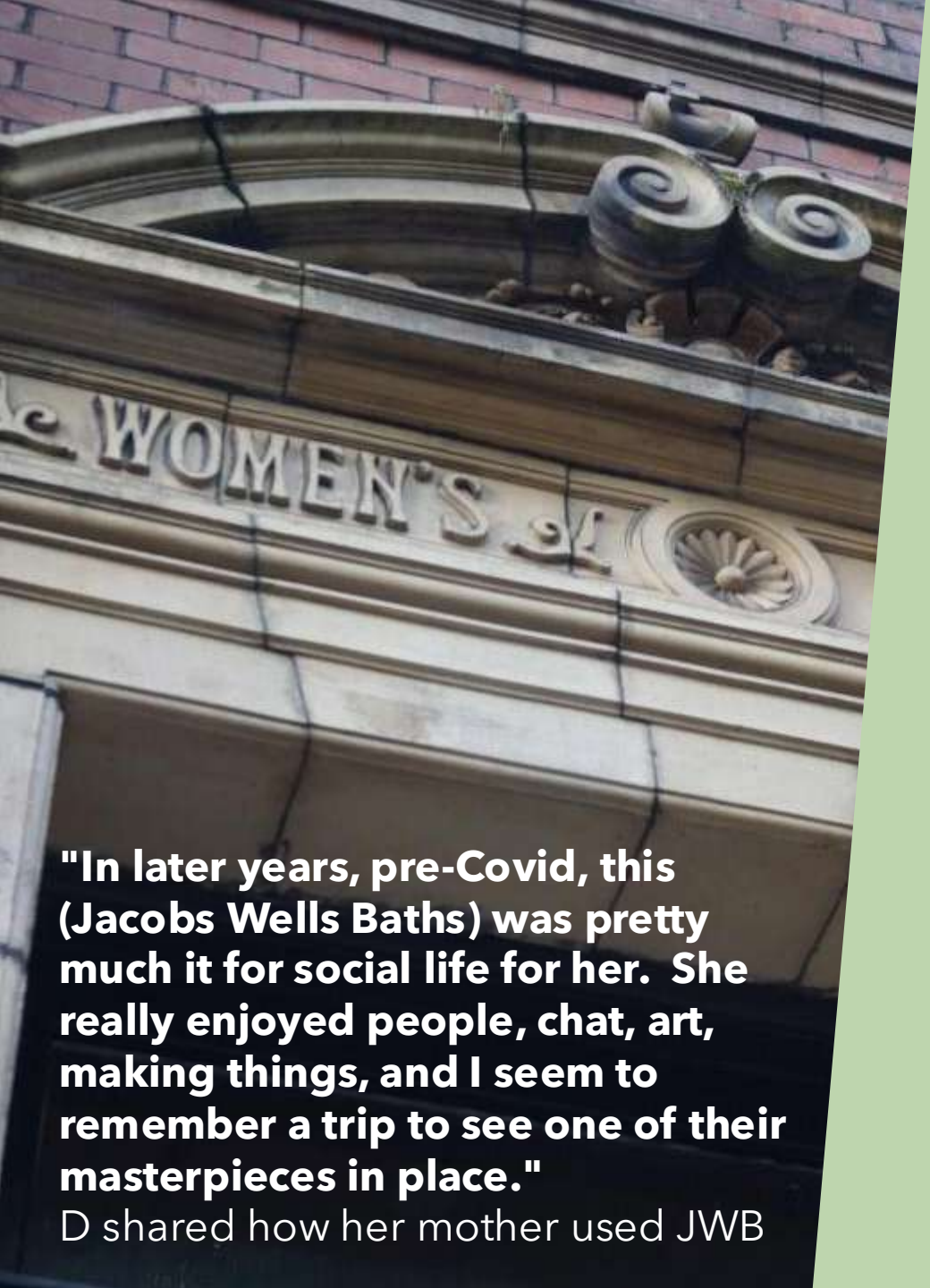
Bristol City Council housing officer data, 2023

- 41.2% of residents live in private rented accommodation, and only 33.4% are owner-occupied
- Crime rate in the area is almost 2.5 times the national average
- Evidence suggests poorer outcomes for health in social/rented housing: UK Collaborative Centre for Housing Evidence

Café & Connections

- "I think it's important to have a cafe that would draw people into the building. Having the large space for rehearsal and performance is also extremely important. Youth provision is also essential." **Survey feedback, 2023**

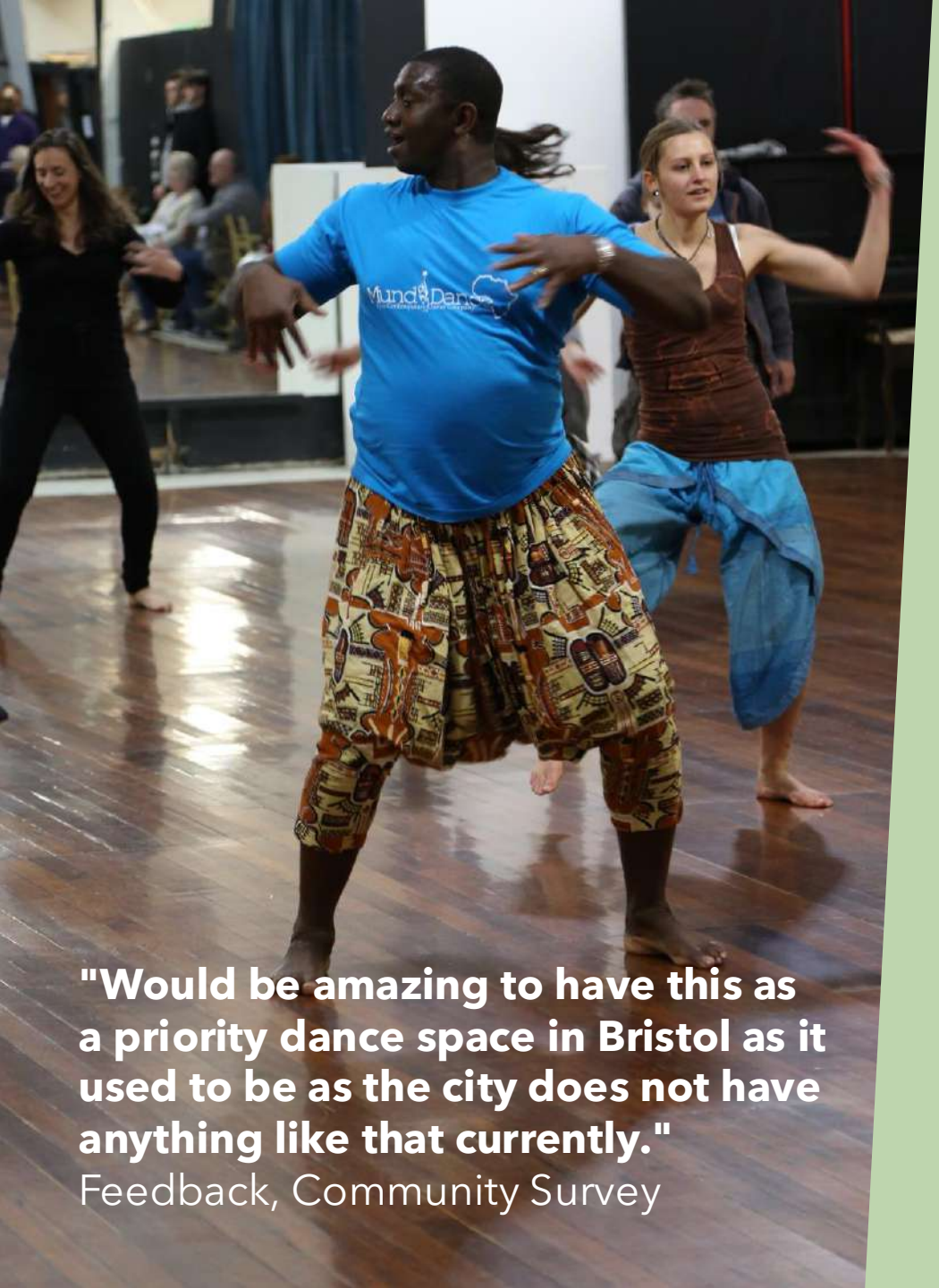
- "We need to have a community cafe where locals can come in, boil a kettle etc., and meet up with others for a chat or to do some activity." **Survey feedback**



"In later years, pre-Covid, this (Jacobs Wells Baths) was pretty much it for social life for her. She really enjoyed people, chat, art, making things, and I seem to remember a trip to see one of their masterpieces in place."
D shared how her mother used JWB

LOCAL NEED

- Locality Insights Report shows 11,342 people living in the Jacob's Wells Baths vicinity in the Hotwells, Cliftonwood and Harbourside surrounding areas
- There are at present no other available secular community spaces within the locality
- 38% of households have no car in JWB compared with 24% across England
- Evidence suggests that walkable cities contribute toward better health and wellbeing outcomes for citizens: Arup
- 90% of people agreed that Jacobs Wells Baths should **"inspire - experience - share - community - dance - arts and culture - an inter-generational space for health and wellbeing."**



"Would be amazing to have this as a priority dance space in Bristol as it used to be as the city does not have anything like that currently."
Feedback, Community Survey

CITY NEED

- Bristol is a major city with over 472,000 residents (Locality Insights)
- This is one of the only cities that has no dedicated 'home for dance'
- This leads to dance as an artform being under-resourced and sidelined – see Bristol 24/7
- Evidence suggests that dance is one of the most accessible artforms and contributes to positive health and economic outcomes for communities – Arts Council Dance Mapping
- 93% of people agreed that **"This venue is important to the whole of Bristol, which sadly lacks high quality dance spaces that are available for community use"**

Community & Education

"Great to hear you're making every effort to save this community space for future gens...one of my earliest memories of Jacobs Well Road is being under the rainbow parachute at Gym Tots when I must have only been 2. I'm now 41, and CEO of a Community Org in Worcester" **Feedback Sep 23**

"What I am looking forward to from Jacobs Wells Baths to become, is a professional dance hub, offering a wide range of professional dance activities, lectures, workshops, showings, residency space for dance artists, programs for dance artists, dance film screenings, conversations, and educational programs." **Survey feedback Aug 23**

CONSULTATION & SUPPORT

- 1,144 people supported H&CCA petition to #SaveJWB (comments wordcloud, pic right)
- Letters of support have been received from MP Thangam Debbonaire, Young Bristol, Bristol School of Acting and the Hub groups
- We have been meeting regularly with the Steering Group of Local Councillors as well as attending Clifton NHood Forum, attended by an average of 100 residents per meeting
- We have a live survey and Pol.is to capture feedback
- We have met with residents in the neighbouring housing blocks to canvas views

REACH & ENGAGEMENT

- Miriam Margolyes gave her backing recording a video for the appeal to keep the building in public ownership
- This content reached 12k people – 7k of them new audience (double engagement of our most successful previous post)
- We have shared 16 pieces of content across Instagram and Facebook; reach = 78k+
- Our appeal has been covered by the BBC, ITV, Planet Radio, Bristol Post and Bristol 24/7
- An artwork campaign, designed by local artist, Amy Hutchings will raise further awareness, engagement and support

"Would be amazing to have this as a priority dance space in Bristol as it used to be as the city does not have anything like that currently." **Survey Feedback**

"We need to have a community cafe where locals can come in, boil a kettle etc., and meet up with others for a chat or to do some activity." **Survey Feedback**

"A big dance studio with proper dance floor, mirrors and barre is very needed in Bristol to serve as a hub for dance for various members of the community. I would like to see the contemporary dance scene in Bristol evolve, especially for adults (as most classes available are dedicated to children and beginners" **Survey Feedback**

"We would be keen to use the space for a councillor ward surgery once every month, or every two months" **Survey Feedback**

"It would be great to have a new community and arts space this central to the city, It is essential that this space is accessible to disabled people including provision of well thought out disabled parking spaces outside or adjacent to the venue, The current Provision for disabled professionals and non-professionals to dance studios and Dances cultural spaces in the centre of the city is variable." **Survey Feedback**

"OMG....this could be so amazing! IF ...it gets significant investment...the last few years of the dance centre were, by all accounts, tricky in all sorts of ways, not least of which was the poor maintenance and lack of investment in the building itself. Dilapidated buildings make for depressing environments, no matter how vibrant and exciting the program, a fate for many community and arts institutions. We need to value the arts above and beyond anything, because they offer imagination, hope and possibility, and right now, we need that more than ever..." **Instagram Comment**

Dance case study

"I am a long-term citizen of Bristol who raised my son alone and on a moderately low nurse's salary. He has become a dancer thanks to inexpensive classes and training with Rise Youth Dance. He is now a professional dancer but works away due to limited rehearsal and studio space or professional classes...Many excellent dancers leave Bristol but the city's contribution to dance should be as celebrated as its contribution to music. Dance should be inclusive and available to all, professional or non, old and young. I would love to see a dance centre reinstated in Jacobs Wells Baths but would also love it to be renovated as a multi-purpose arts venue with opportunity to generate income through classes, renting space and as a mid-range performance space." **Survey respondent**

SURVEY & POLIS

In September, we launched an online survey alongside an online polling system, Pol.is. To promote, we printed and handed out 1000 flyers/posters that included a QR to the surveys/polling site

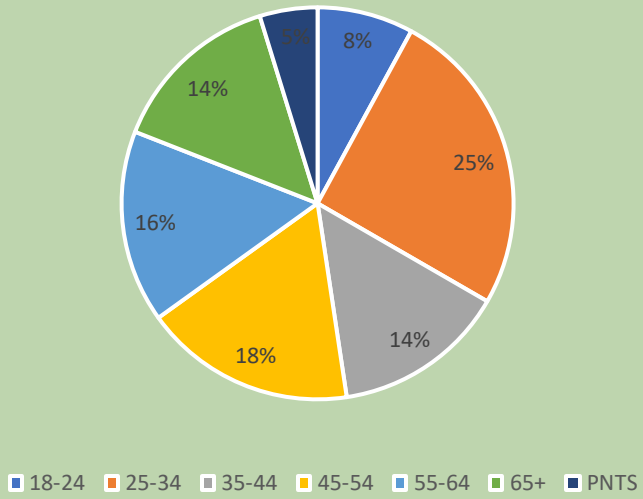
123 People have taken part so far

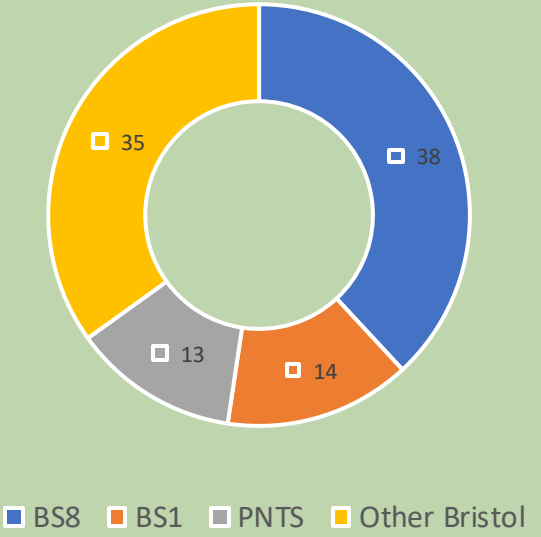
Top three activities people would like to see:

1. **Theatre and Dance**
2. **Markets & Fayres**
3. **Dance and Fitness**

Most popular rates for events & activities:
£12+ for a live music/performance
£8 for a workshop or class

Survey respondents ages %





Survey responses postcodes (%)
*PNTS= prefer not to say

FINDINGS SO FAR...

SURVEY DATA

75% agree/strongly agree with the plan to reinstate the Main Hall in its previous setup as a large hall space with sprung floor, suitable for performing arts and large community events.

76% agree/strongly agree with the plan to South Studio, Pump Room & Tank Room to renovate these spaces to create medium hall spaces suitable rehearsals, café/bar and smaller community meetings

70% agree/strongly agree with the plan to respond to critical damage on the North Wing due to water ingress, undertake further consultation to provide space for youth groups and/or artists across two floors.

POL.IS DATA

100% of people voting agree: "New Jacobs Wells: Bristol's future dance hub, offering pro dance activities, lectures, workshops, residencies, and screen dance screenings."

95% of people voting agree: "...this promises to be a first step into a chain of recovery of spaces for community ownership and benefit..."

82% of people voting agree: "It should be community focused but not tethered to the functions of its past. Making the building useable should be priority"

PRESS & PR

13 MAR 24 BBC: Jacob Wells Baths in Bristol gets £56k towards repairs

13 MAR 24 BRISTOL 24/7: Emergency repairs start at Jacob's Wells Baths

18 MAR 24 BRISTOL LIVE: Restoration works begin at Jacob Wells Baths

22 DEC 23 BRISTOL 24/7: £1m grant to help transform former baths into community arts hub

12 JUL 24 BBC: Miriam Margolyes believes new arts centre will help young people

04 JAN 24 BRISTOL LIVE: Million pound boost for project to save historic Bristol pool building

29 JUL 23 ITVX: Historic former baths set to be restored following local campaign | ITV News

28 JUL 23 BBC: Arts group awarded lease to historic Jacob's Wells Baths in Bristol

28 JUL 23 BRISTOL LIVE: Empty Jacobs Wells Baths building set to be restored after years of uncertainty

VIDEO LINKS

Historic England site visit, March 2024

Miriam Margolyes site visit, July 2024

TRINITY

Trinity Community Arts Ltd
The Trinity Centre, Trinity Road, Bristol, BS2 0NW
www.trinitybristol.org.uk | 0117 935 1200 | info@trinitybristol.org.uk

Registered Company Number 4372577 Registered Charity Number 1144770