



View of the Old Post Office from Northgate Street



View of the Old Post Office from the High Street



View of the Old Post Office from Broad Street

Share your views and help shape the future of Fashion Museum Bath

A new Fashion Museum will open in Bath's city centre and is expected to welcome 250,000 visitors each year. This is a rare opportunity, and your voice can help shape its future.

Fashion Museum Bath will be a welcoming and accessible space that invites everyone to explore the world of fashion. Its new home, the Grade II listed Old Post Office, will be carefully restored and reimagined as a 'Museum on the High Street' - the perfect setting to showcase the museum's internationally renowned collection.

The new museum will champion fashion's transformative power as a global industry and an expression of creativity, culture, and

identity. It will bring fashion to life for people locally and across the country, bring money into Bath, provide opportunities for local people, and support the creative industries through learning, skills development, and engagement programmes. It will be a hub for fashion lovers, culture seekers, local people, and future generations.

The Milsom Quarter Masterplan

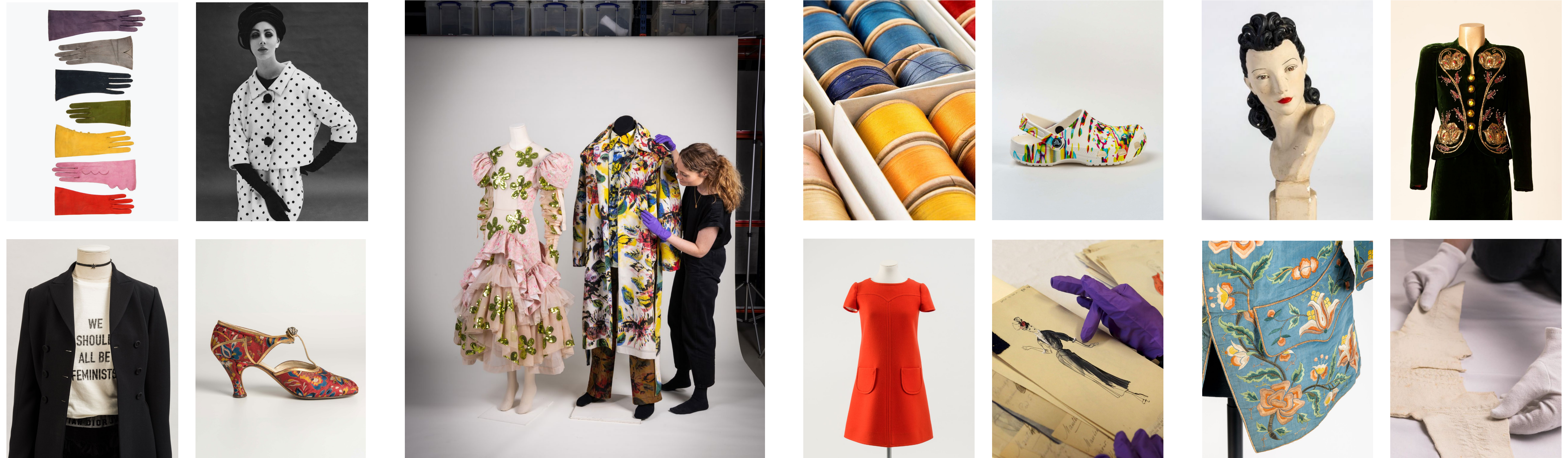
Fashion Museum Bath is central to the Milsom Quarter Masterplan, which aims to transform the area into a destination for fashion, design, culture, and community. Public spaces will be improved to support walking, cycling, accessibility, and local businesses.

Have your say

Share your views on these early ideas and help shape the best possible future for the new Museum and its surroundings.



View from New Bond Street towards the Podium



Objects from the Collection

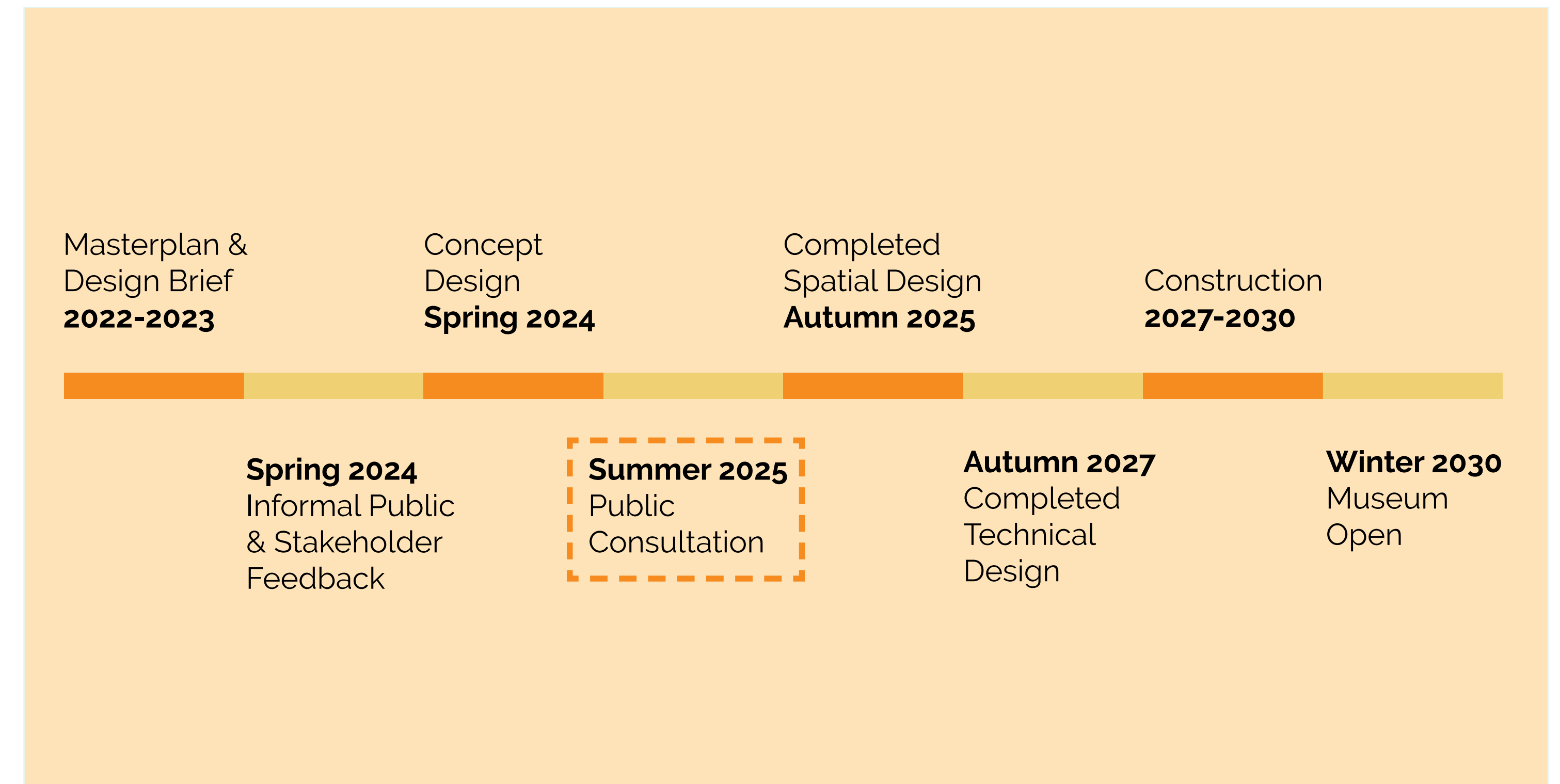
Why are we creating Fashion Museum Bath?

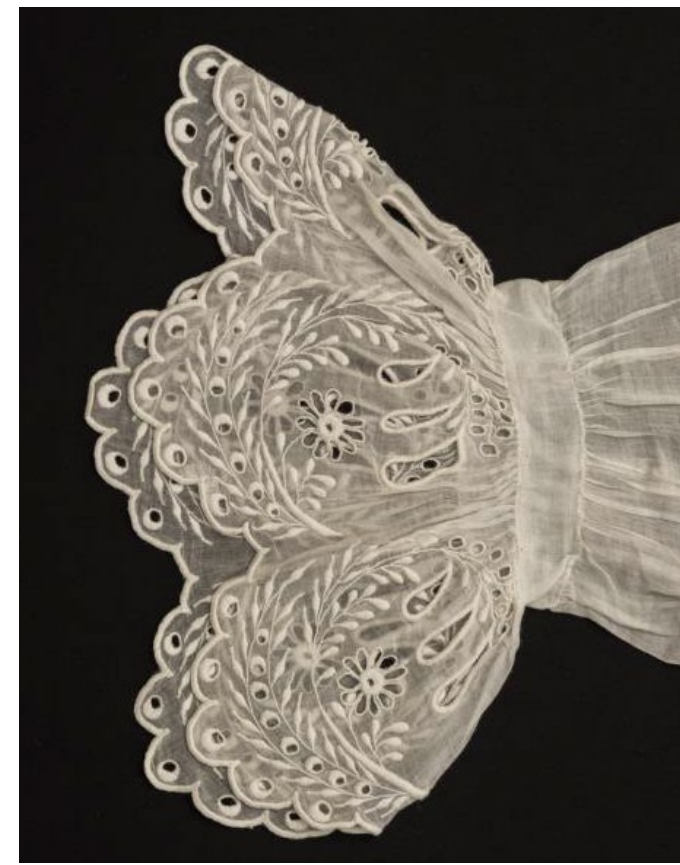
When the Fashion Museum left the Assembly Rooms in 2022, it created an opportunity to develop a new museum dedicated to the transformative power of fashion.

The new Fashion Museum Bath will:

- 1 Provide a showcase for the Council's world-class collection of fashion, widening access by displaying more of it than ever before.
- 2 Reimagine and bring back into use a Grade II listed building as an environmentally sustainable cultural hub.
- 3 Welcome 250,000 visitors each year, boosting the local economy.
- 4 Act as an anchor institution in the Milsom Quarter, supporting the wider regeneration of the city centre.
- 5 Support the creative industries by offering career pathways, talent development and partnerships. Offer dedicated and accessible spaces for an innovative learning and engagement programme.
- 6 Provide a welcoming and accessible space for all, reducing barriers for those who don't usually engage with museums and heritage.
- 7 Add a brand-new attraction to Bath and encourage visitors to stay longer in the city.
- 8 Support the local economy by creating jobs, developing skills, and helping local businesses thrive, while building a sustainable and resilient financial model.
- 9 Provide free access for Bath & North East Somerset residents and schools, ensuring everyone can benefit.

Project Timeline: Fashion Museum Bath





Objects from the Collection

Why is the collection important?

Fashion Museum Bath holds one of the world's leading collections of fashion. The Collection contains 100,000 items and spans 400 years of human creativity, from 1600 to the present day.

The Collection was founded in 1963, following a generous gift to the city by writer and dress historian Doris Langley Moore in 1959. Since then, it has grown with strengths in European—especially British—fashion and accessories.

From rare 1580s men's shirts to glamorous French haute couture, the Collection reflects the diversity and richness of fashion through the ages.

More than just beautiful garments, these pieces tell powerful stories. They reveal the skill and creativity of the people who made them, the personal and practical roles clothing plays in our lives, and the ways fashion helps us express who we are.

Silver Tissue Dress (*above*)

The collection includes rare and unique pieces, such as the Silver Tissue Dress from 1660s, probably worn by Lady Theophylla Harris one of only a handful of surviving matching bodices and skirts of this period worldwide.

Dress of the Year (*top right*)

Dress of the Year is a cornerstone of the collection. Established in 1963, each year we work with a fashion industry expert – from fashion writer Alex Fury to stylist Ib Kamara – to select a look, which encapsulates the prevailing mood of fashion.

How will it be displayed?

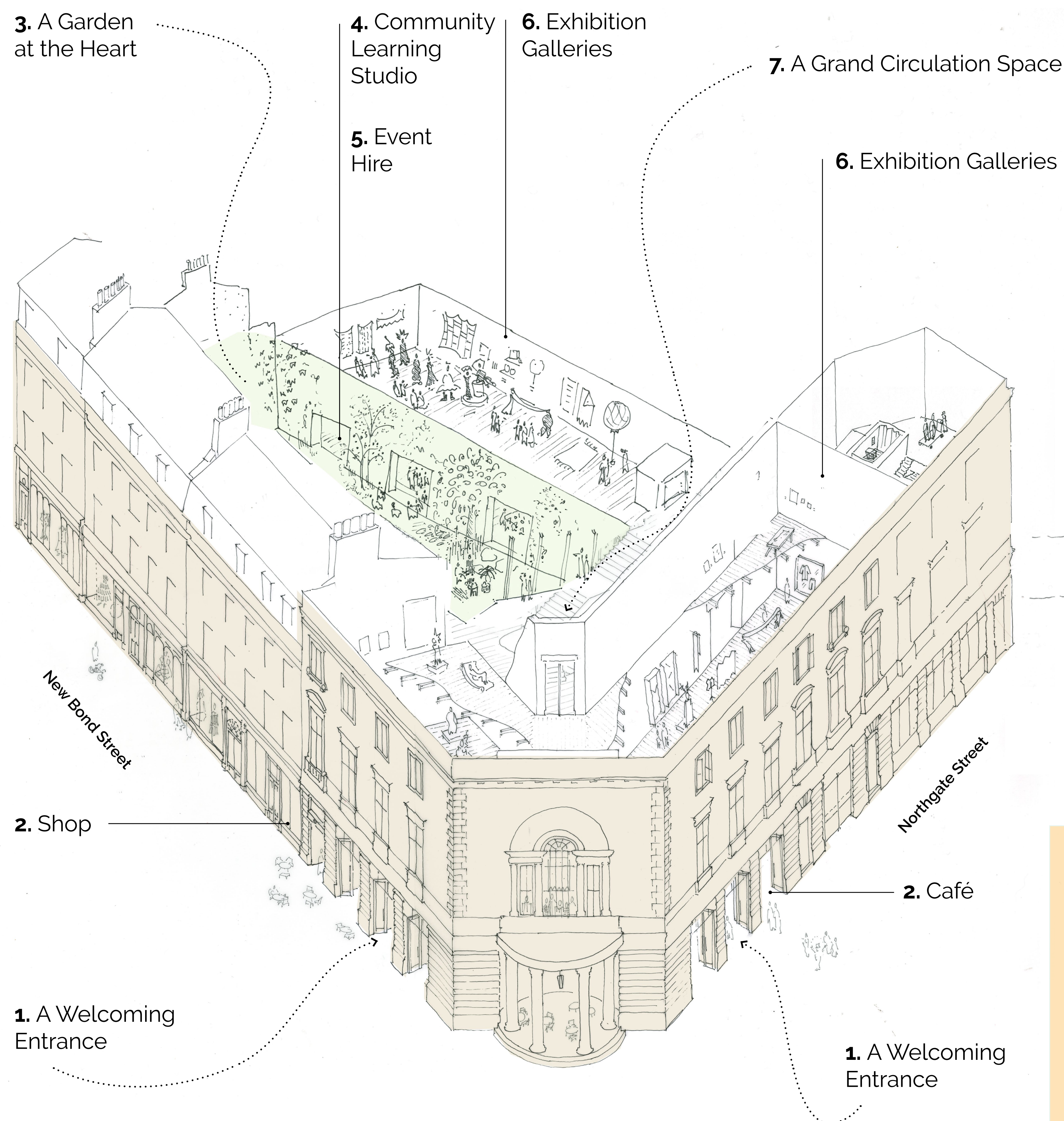
From the moment you step into the new Museum, fashion will be all around you. Two floors of dynamic exhibition spaces will showcase more of the Collection than ever before, brought to life through an exciting programme of changing exhibitions and displays.

Each space will have its own distinctive character, allowing the richness, heritage, and diversity of the Collection to be celebrated. Throughout the museum, you will be able to explore how fashion is created, discover specialist techniques, and touch and handle objects.

What will you discover?

Here's what's currently being planned:

- 1 A Welcoming Entrance:**
New entrances will lead directly into a bright, open space that will make people want to explore more.
- 2 Café and Shop:**
A welcoming café and dedicated museum shop at street level.
- 3 A Garden at the Heart:**
The former Post Office yard will become a vibrant courtyard garden, bringing in natural light and fresh air. Free and open to all, it will explore the connections between fashion and nature such as agriculture, dyeing, biodiversity, and climate change.
- 4 A Community Learning Studio:**
A hands-on learning space for all ages and abilities to explore fashion and the industry through school sessions, workshops, talks, and skills development.
- 5 Event Hire:**
Spaces available for weddings, talks, and private events outside public hours.
- 6 Exhibition Galleries:**
Two floors of galleries will showcase more of the collection than ever before, alongside exciting exhibitions from other major museums.
- 7 A Grand Circulation Space:**
A sweeping staircase and spacious lift will connect all levels.
- 8 Visitor Facilities:**
Including a Changing Places toilet and quiet areas for reflection.

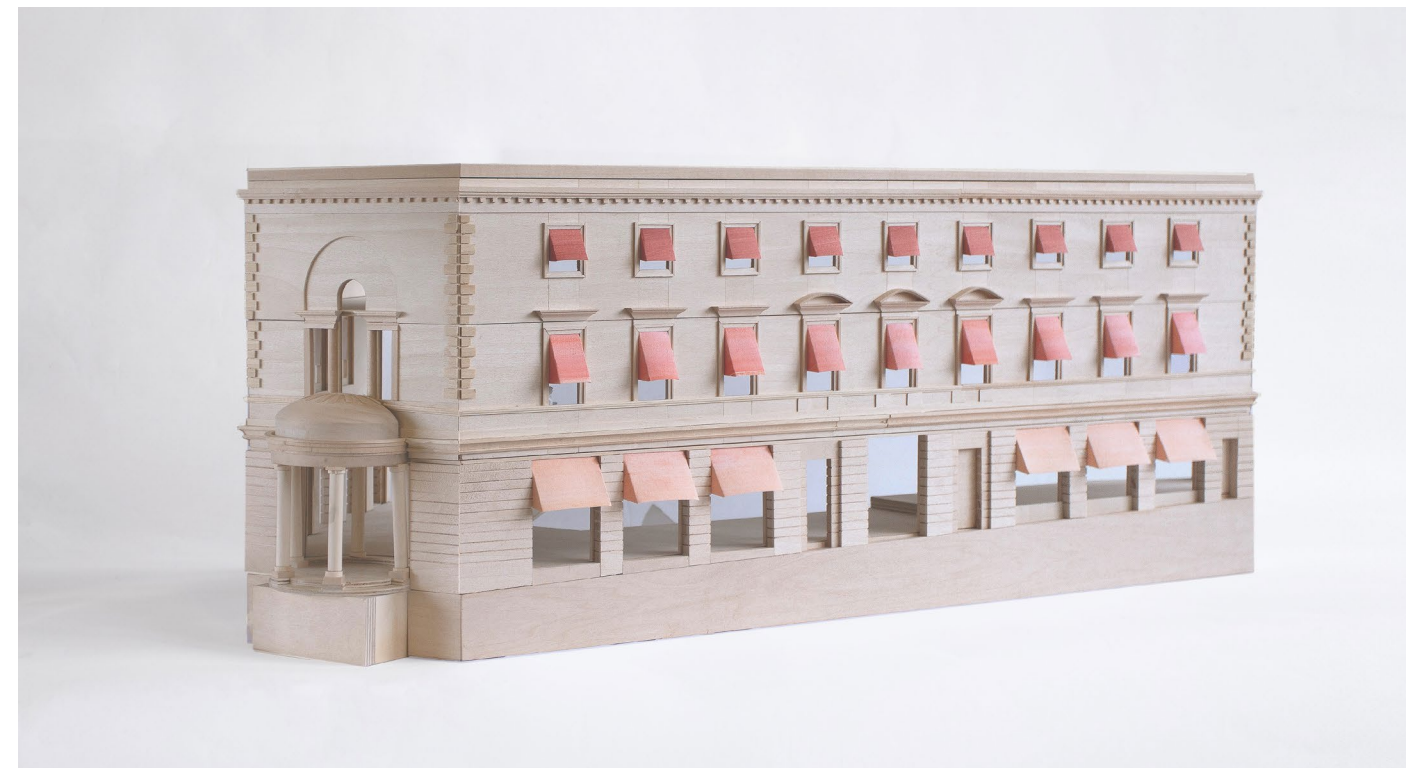


What can the museum offer you?

Share your thoughts at our events or through our online questionnaire.



View of the Old Post Office, 1943



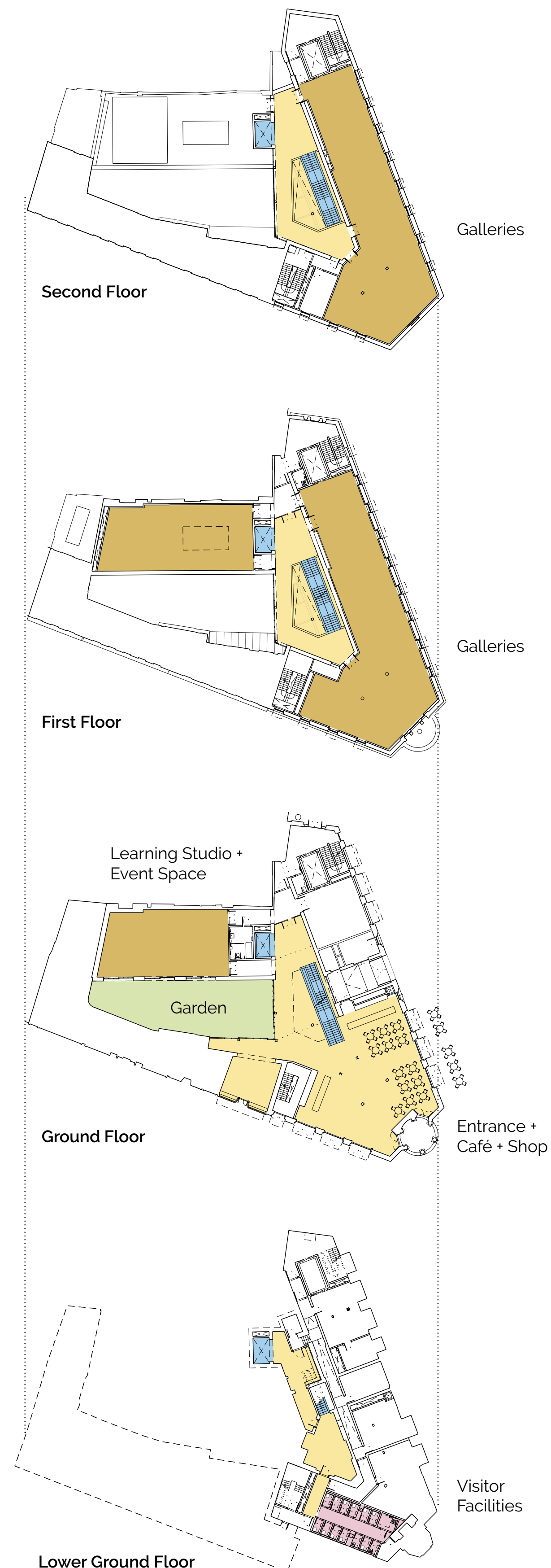
Architectural model showing the proposed scheme

The Future of the Old Post Office: From Landmark to new public space

The Old Post Office is a prominent and well-known Grade II listed building in the centre of Bath. It opened in 1927, serving the city as a Post Office until 2019, when the remaining operations on the site moved to Union Street. Fashion Museum Bath will put the historic building back into public use, and will also involve the creation of a new public square adjacent to the site.

Bath is a city of exceptional architecture, and Fashion Museum Bath will transform the Old Post Office to take its place amongst the city's great public buildings. The design team is led by 6a architects and JA Projects on exhibition display.

The proposed layout of the Fashion Museum is shown by the floorplans to the right.



Views of the new accessible entrances from Northgate Street. External awnings over windows will protect the collection, reducing heat and direct sunlight



View of the proposed public foyer with public stair leading to the first and second floor galleries



The new garden will draw inspiration from the Collection

A Sustainable Future for Fashion Museum Bath

Fashion Museum Bath is being designed with sustainability at its core – creating an environmentally conscious space that reflects the values of the Council, collection and its audiences.

In the building design, we will:

- Reuse the building to as great an extent as possible, reusing its components and materials where demolished.
- Decarbonise the building to run on low-carbon and renewable technologies, such as air source heat pumps.
- Reduce energy loss by upgrading its insulation.
- Maximise passive measures to reduce mechanical systems.
- Where needed, adopt low energy technologies, such as air source heat pumps.
- Prioritise new materials with low embodied carbon, such as timber and Bath Stone.

- Minimise mechanical plant by installing external awnings on windows to reduce solar gain and energy use.
- Explore innovative ways to adjust environmental conditions for the collection using controlled ventilation, display case design, and natural moisture absorbing materials.
- Create a garden in the centre of the building, introducing natural light, fresh air and a courtyard space to enjoy. Its plants will connect fashion with topics such as agriculture, textile production, climate change, biodiversity, botanics, dyeing, and colour.

The museum programme will:

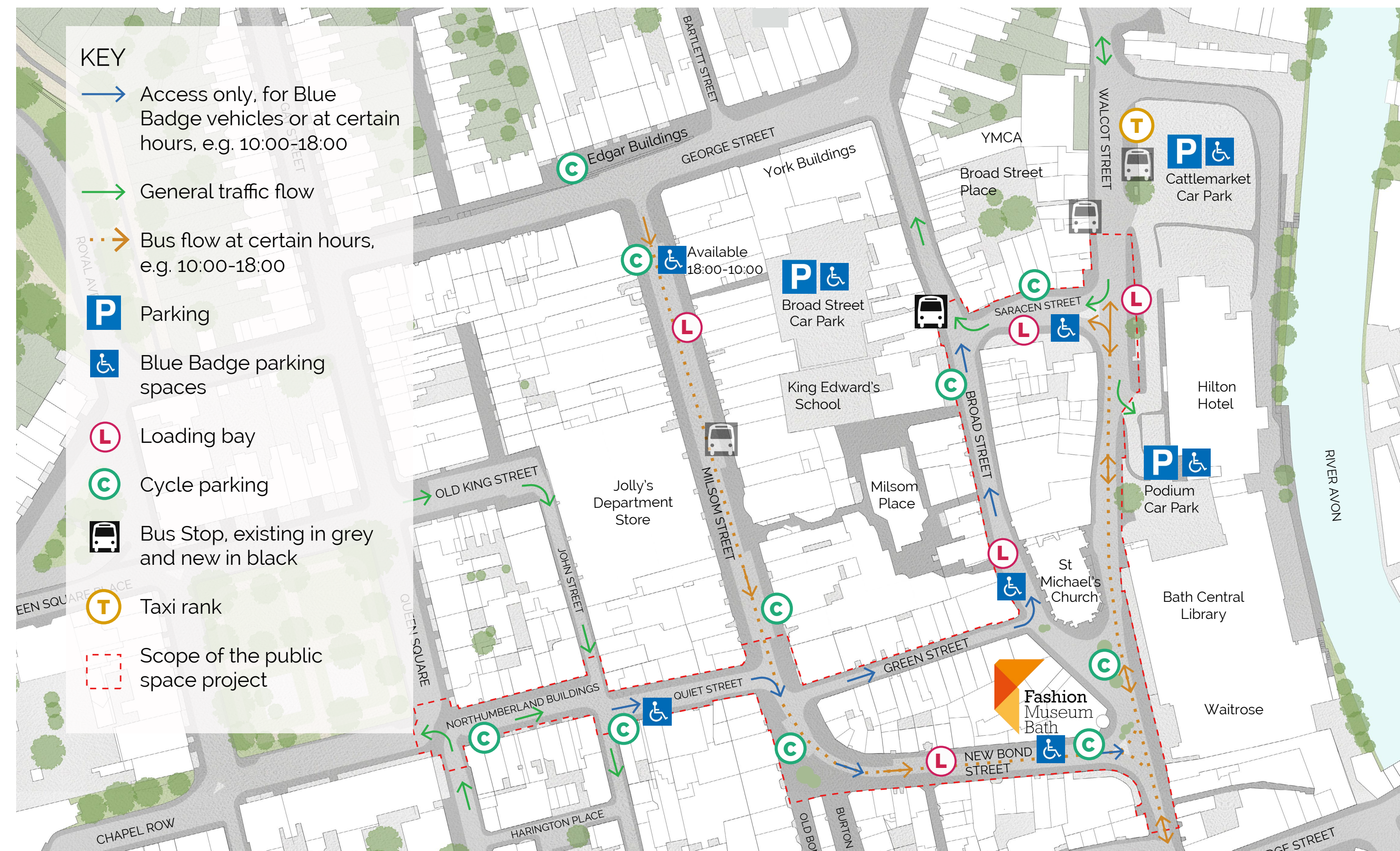
- Inspire and equip visitors to make more sustainable fashion choices through exhibitions, talks, workshops, and events that explore the environmental impact of fashion and promote more conscious consumer behaviour.



View of the courtyard and garden



Precedent ideas - A new public square



Above: Milsom Quarter Summary Proposals

What's being planned in this next design stage?

As we go into the detailed design stage we will:

- Keep at least the same number of blue badge parking bays – creating improved bays that meet modern standards and are better placed.
- Maintain the same number of bus stops and work with bus companies to improve them.
- Have at least the same amount of cycle parking, better placed, more accessible and near key places like the library and museum.
- Add more cycle lanes where appropriate – all streets within the scope of this project welcome cyclists.
- Work with local businesses and St Michael's Church to make sure there are enough loading bays appropriately located, as well as access for wedding and funeral cars.
- Make public spaces and streets safer, easier to use, and more welcoming – with no private vehicles during peak times (e.g. 10am - 6pm) on Quiet Street, Wood Street, and Green Street and lower parts of Broad Street and Walcot Street.

The Bigger Picture: Milsom Quarter Public Squares

The Milsom Quarter Master Plan was adopted in 2023, after lots of public feedback.

More concept ideas were shared in 2024, and your comments helped shape the vision for a vibrant, inclusive, and creative quarter in the heart of the city.

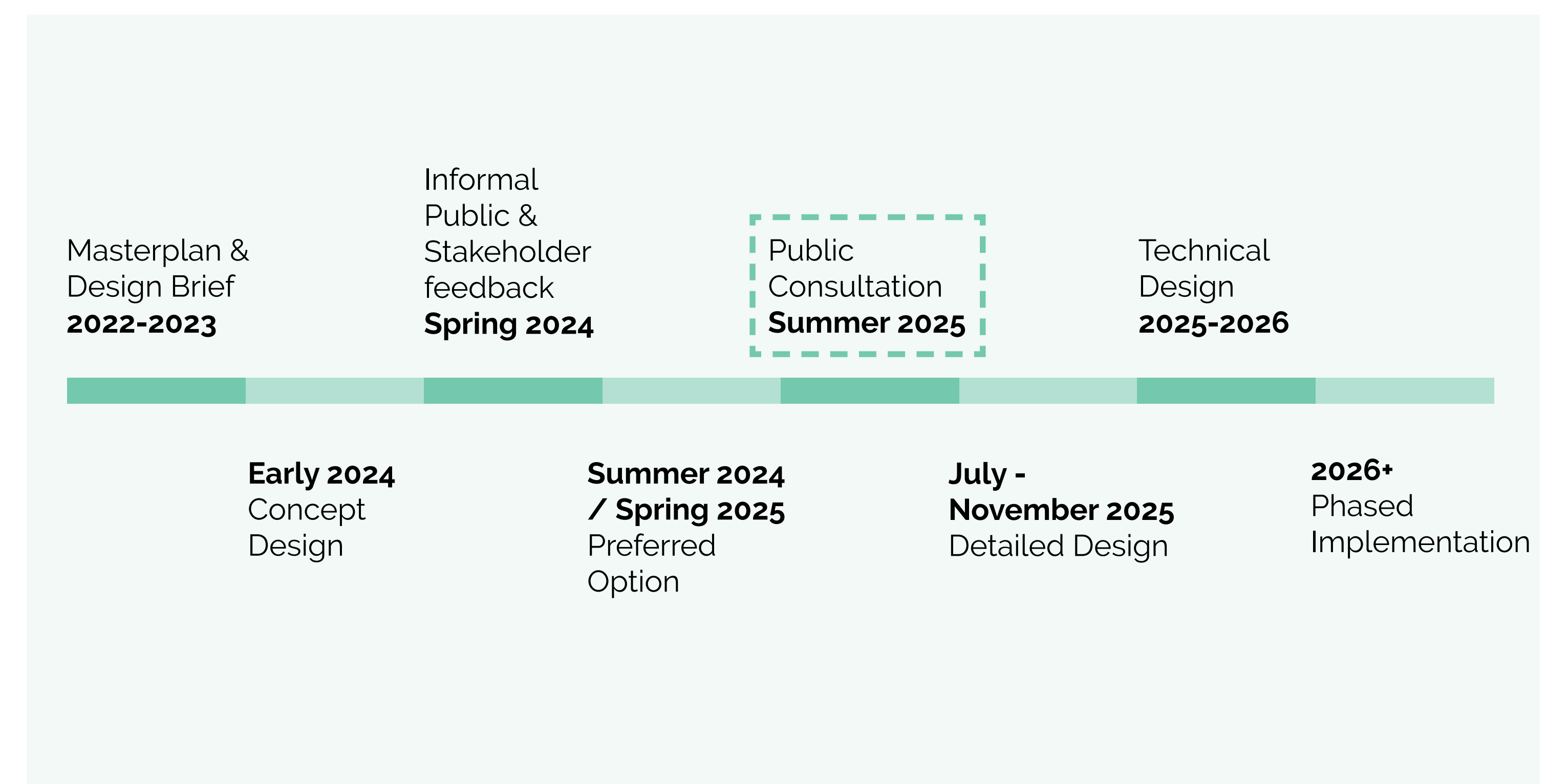
Since then, further funding has been secured, and design has moved forward. This exhibition shares the latest ideas and asks for your thoughts on the new square outside St Michael's Church and the Fashion Museum.

What are the aims of the Public Space project?

Across the area, the project will:

- Make streets more welcoming and accessible for people to use, not just cars.
- Improve walking and cycling with wider pavements, raised crossings, and new cycle parking.
- Keep access for buses and blue badge holders, with better disabled parking and business loading areas.
- Add more trees and plants to support nature, give shade and help cool the area.
- Highlight Bath's historic buildings and public spaces.
- Create flexible spaces for events, activities, and outdoor learning.

Project Timeline: Public Space





Artist's impression of flexible public space outside Old Post Office and St Michael's Church



Northgate Square Plaza Analysis - Option 1



Northgate Square Plaza Analysis - Option 2

A New Public Square - What Should It Be Like?

We're planning a new public square outside St Michael's Church and the Old Post Office. This will be a great new space to meet friends, relax, and enjoy activities, events and café culture.

What you've told us so far in consultations held in 2022 and 2024:

- You liked the idea of the square and thought it would make the area look better.
- You wanted fewer cars, cleaner air and more space for walking, meeting, and cultural activities.
- You liked designs that fit with Bath's history and style and said it's important support local businesses.

- You supported making the space accessible for everyone, especially for blue badge users, as well as having safe places to cross and cycle parking.
- You wanted clearer information on blue badge parking, public transport and cycling infrastructure.
- You wanted greener, more welcoming and inclusive spaces. And asked for trees and plants, benches, public toilets, and features that celebrate Bath.

What We're Planning Now:

We've starting to create a public space design, based on your feedback. To include;

- A single lane for buses, so there's more space for people.

- Safer crossings and shorter walking distances.
- Level, easy-to-use routes into the museum
- Trees and plants for shade, bringing in more nature, and helping keep the area cooler in summer.
- New seating for different needs and activities.
- A flexible open space for events activities, and outdoor learning.
- Better-organised cycle parking, keeping at least the same number of spaces within the Milsom Quarter area but making these spaces easier to use.
- We're also thinking about creative design details and the potential to include public art, water and lighting installations.

Tell Us

What would make this space welcoming and attractive?
What features would you like to see - and where?
How should the space feel during the day and evening?