



Statement by the Bear Flat Association: The Bear 21/05237/AR

The Bear has been re-instated in the application before B&NES Council. This is welcome. However, the proposal is that the Bear be finished brown instead of white 'as this makes it appear to be a polar bear and doesn't do justice to the rest of the scheme'.

BFA asks that the bear is kept as it is now. It is called 'Snowy' for a reason, it was designed to have the physique and demeanour of a polar bear not a brown bear, and it is loved by the local community as a white polar bear. The pub is The Bear Inn, and the name could be taken as a generic reference to bears – that is there could be brown bears as well as Snowy, all consistent with the overall 'The Bear'.

BFA are not experts in pub management and marketing, but it does strike us as frequent users of Wellsway on foot, by car and bus, that the prominence of Snowy owes very much to its whiteness. If brown, it would recede and almost be camouflaged by the building behind. It is the most prominent and immediate signal to passers-by that this is a pub. We would like to suggest you consider the value of such an eye-catcher in drawing business before changing its colour.

Snowy is an icon. It is Bear Flat's most distinctive feature and used by the Bear Flat Association as its logo (white, of course). It is an endearing artwork that many local folk are fond of, indeed polar bears generally evoke warm feelings. And it is a landmark: it is how you know you're at Bear Flat and used in directions e.g. 'Turn left just before the polar bear, you can't miss it!'

It is not just BFA asking for our Snowy to be kept as it is – see below.

Nick Francis, Chair, Bear Flat Association 07 January 2022
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Planning Officer, Bath and North East Somerset Council: I am concerned about the loss of the **polar** bear figure which constitutes a popular local landmark and forms a distinctive addition to the streetscape. ... I strongly encourage you to reconsider this element of the scheme

Bath Preservation Trust: ...the distinctive signage of the public house ... includes the figure of a **polar** bear over the main entrance. This has been identified within the Bear Flat & Oldfield Park CACA as an easily distinguishable and well-known local landmark which gives "the locality a significant social identity", even if "not particularly attractive in townscape terms". Consequently, it can be considered to contribute positively to local distinctiveness and the ... conservation area.

[BFA **emphasis**]