



## City Centre (Broadmead, Park Street/Queen's Road, Old City, King Street) Engagement Feedback

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Bristol City Centre is spread out and falls into four main areas defined by both geography and use: Broadmead, the Old City, King Street and Park Street/Queen's Road. The main shopping area of Broadmead is a slightly tired post-WW2 development at the eastern end of the central city, bounded on one side by Castle Park and close to the Bristol Royal Infirmary and the Bristol Bus Station. It houses various national retailers as well as smaller independents, together with several banks and a cinema and has been hit in recent years by the closures of major stores. It includes a large pedestrianised area which hosts seasonal markets and events.

The Old City surrounding St Nicholas Market is the original heart of medieval Bristol and today is a mixture of smaller independent retailers and hospitality outlets ranging from national chains to small independents, many of the latter within the Glass Arcade of St Nicholas Market. The pedestrianised area outside the Corn Exchange hosts various markets including a Farmer's Market and seasonal events.

Moving towards the west is King Street, which runs from the Floating Harbour to the Centre and neighbours on the Georgian park of Queen Square. With some of the oldest pubs in Bristol, as well as the Old Vic, the oldest continually working theatre in the English-speaking world, it is a popular destination in evenings and weekends.

From the other side of the Centre, Park Street rises uphill from College Green with the Cathedral and City Hall to Queen's Road and the Triangle, which is bounded on one side by Bristol University and the Bristol Museum and Art Gallery. Retail outlets here include both leading brands and independent boutiques and there is an ever-growing number of bars and restaurants, both big names and Bristol-born independents.

People coming to the centre most often do so either on foot or by car and tend to spend at least an hour there, although there is also a lot of passing trade with people on their way to work or college. While a majority of businesses felt reasonably confident about the next twelve months, expecting footfall and sales to remain the same or to improve, over 70% said that footfall had decreased over the last 12 months, attributing some of this to the changes in road access and parking. The increased difficulty in accessing the centre by car was also the most frequently cited reason for not coming to the centre.

The two other big issues with the city centre were the streetscape and the lack of variety in shops and services on offer. There was a strong feeling that the centre, particularly Broadmead, is run down and grimy, with too much concrete, too many empty shops and increasing issues of homelessness and anti-social behaviour. In terms of the retail offer, people cited the closure of major retailers, and many complained that the shops tend to cater to the younger age groups.

When asked what improvements they would like to see, both businesses and community would like to see more greenery, with many calling for more businesses that would animate the area both by day and by night, such as cafes extending with outdoor seating or community services that would increase the reasons for coming to the area. There was lot of interest in a wider range of shops and services, with most respondents wanting to see more independents and a substantial number also calling for more high-end outlets.

In terms of events, the highest interest was in more markets, particularly food markets (outdoor or indoor) offering fresh food. Businesses also called for more artwork and community events.

A City Centre Retail & Leisure Study is in the process of being finalised and this will also inform future medium to long term actions and development. The regeneration of the City Centre will be informed by a Development & Delivery Plan focused on Broadmead, St James Barton Roundabout, Castle Park and the Old City.