



Part of **Accenture** Song

Bristol City Council **East Bristol Liveable Neighbourhood survey**

November 2025

Prepared for Bristol City Council



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The human understanding agency.



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Research background & objectives

The purpose of this research is to measure satisfaction and the perceived benefits of the recently installed Liveable Neighbourhood scheme in East Bristol, the first to be installed in the city.

Interviewing took place between 29th September and 3rd November 2025. We adopted an in-home face-to-face survey approach to provide robust data that will stand up to scrutiny. Data has been compared to surveys undertaken by Ipsos (2024) and Kantar (2021) on behalf of the Department for Transport.

The survey covered:

- Satisfaction with their local area
- Feelings of belonging in their local area
- How much residents feel they know about the Liveable Neighbourhood scheme
- Support and opposition of the Liveable Neighbourhood scheme
- Perceived impact of the Liveable Neighbourhood scheme

All aspects of the research were conducted in accordance with the MRS Code of Conduct as well as ISO 20252 and ISO 27001, the international standards for market research and information data security.



Methodology



Methodology

EBLN Survey	
Sample size	N=296 (N=237 inside the LN area, N=59 outside the LN area)
Sample profile	A representative sample of residents living in the East Bristol Liveable Neighbourhood area (Barton Hill and parts of Redfield and St George); and a representative sample of residents living just outside the LN area.
Quotas	Quotas were set on age, gender, ethnicity and working status (Census 2021). A maximum of 1 interview per household was permitted. No referrals were accepted.
Methodology	10-minute quantitative face-to-face survey
Fieldwork dates	29 th September to 3 rd November 2025

Interviewers received a set of briefing notes and were verbally briefed about the approach. Respondents were not aware of the topic of the survey before taking part. Survey evidence shows no difference in the response/refusal rate between LT supporters and opponents.



Understanding the report

The report:

- All data shown is for all respondents unless otherwise specified
- Subgroup analysis is shown throughout the report where there are statistically significant differences
- Comparisons have been made between this survey and the survey undertaken by Ipsos and Kantar on behalf of the Department for Transport (more information on the next slide).

Understanding the data:

- All differences noted in the report are statistically significant at 95% confidence levels. The results at the overall level are accurate to plus or minus two percentage points (+/-5.7)

Comparison data – what studies did we compare against

These surveys for the Department for Transport are referred to as ‘the benchmarking surveys’ throughout

The data from these surveys are provided for context rather than a direct comparison. Due to the difference between the length of time between the schemes being installed and fieldwork taking place, the results are not directly comparable.

Low Traffic Neighbourhoods, March 2024 | Ipsos on behalf of DfT

As part of the review undertaken by the Department for Transport (DfT) into low traffic neighbourhoods, DfT commissioned Ipsos to conduct a programme of research to build a broader evidence base around low traffic neighbourhood (LTN) schemes: their impacts, how they were engaged & consulted upon, and views of affected communities and businesses.

For the resident survey 1,852 residents aged 16+ in four LTN scheme areas completed a “push-to-web” survey during October–December 2023. The four areas were:

- Lozells, Birmingham
- Arlington Road, Camden (London)
- Worsley Mesnes, Wigan
- Navigation Road, York

The report does not state how long after the implementation of the LTN scheme the survey took place. However, consulting the relevant local authority websites shows that the schemes were implemented between 2020-2022 meaning that the schemes were in place at least 1.5 years before the surveys took place.

Comparison data from the report will be shown like this on the slide:

11%

Low Traffic Neighbourhoods Residents Survey, January 2021 | Kantar on behalf of DfT

DfT commissioned Kantar to undertake a survey amongst residents living in neighbourhoods where a low-traffic neighbourhood (LTN) schemes had been implemented. The aim was to “inform future development and investment in this type of walking and cycling scheme” (i.e., LTNs) by understanding attitudes, usage, awareness, and perceived impacts within implementation areas.

For the survey 1,001 residents aged 16+ living in the four selected LTN areas took part between November – December 2020 using face-to-face interviewing. The four areas were:

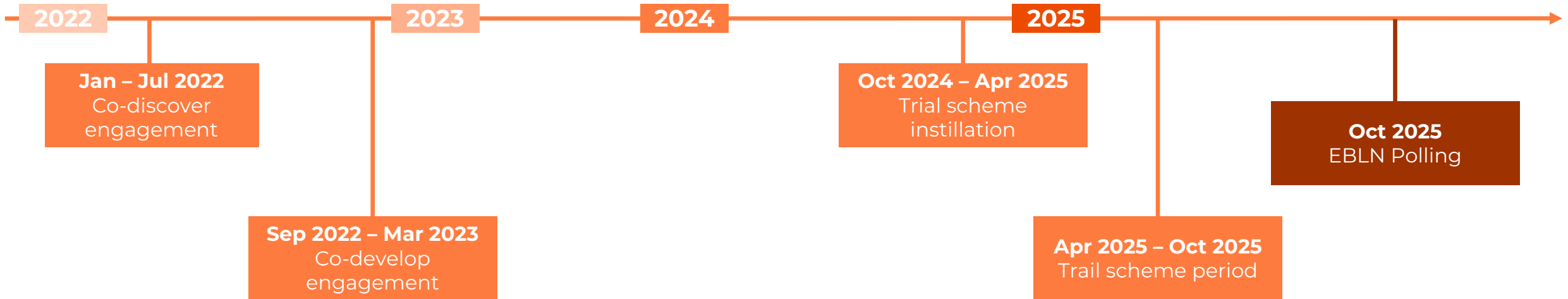
- King’s Heath, Birmingham (schemes 1 & 4)
- Birds Hill area, Bournemouth
- Westbury & Leopold Roads, Ipswich
- Trinity & Islington neighbourhoods, Salford

The report states that all schemes were implemented between May and October of 2020, meaning that all schemes were less than a year old before the survey took place.

Comparison data from the report will be shown like this on the slide:

11%

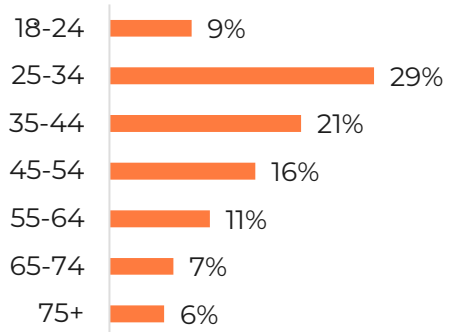
The trial scheme period was from April – October of this year



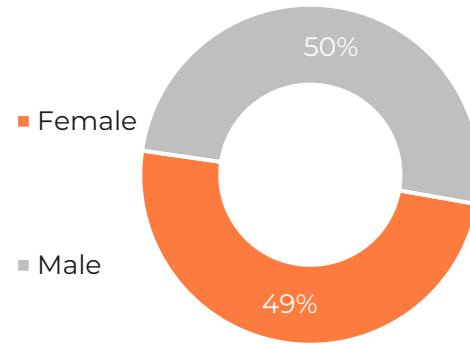
Who we spoke to: **Residents 18+**



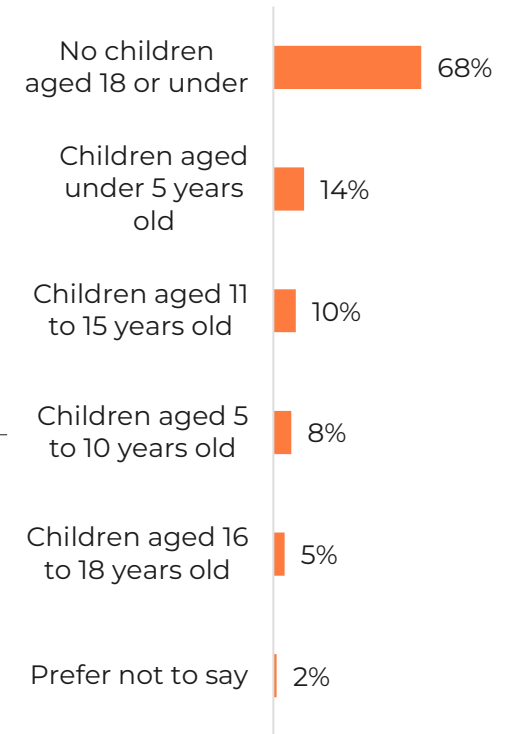
Age



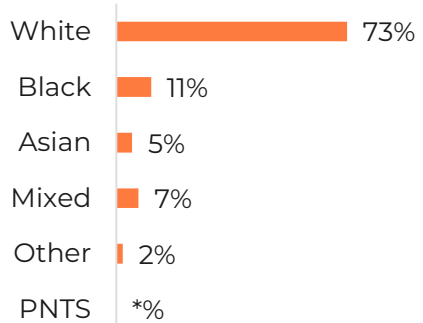
Gender



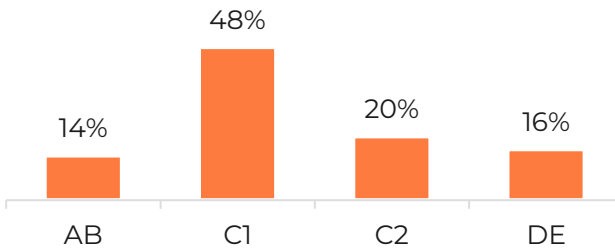
Children in household



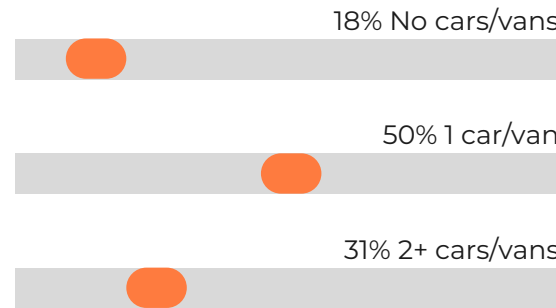
Ethnicity



Social Grade



Cars in household

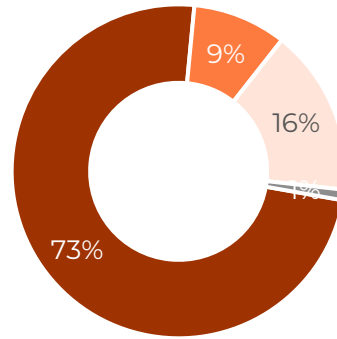


Who we spoke to: Residents 18+



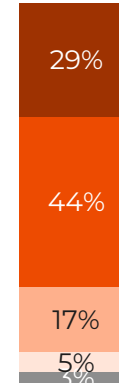
Satisfaction with local area

- Satisfied
- Neither satisfied or dissatisfied
- Dissatisfied
- Don't know/PNS



Feelings of belonging with local area

- Very strongly
- Fairly strongly
- Not very strongly
- Not at all strongly
- Don't know



Local area getting better or worse

- Got better to live in
- Got worse to live in
- Don't know/PNS



- Not changed much (hasn't got better or worse)
- Have not lived here long enough to say

There has been wide ranging coverage of the scheme



BBC
NEWS

'Element of incompetence' behind traffic plan - MP

10 November 2025

The Labour MP for East Bristol has suggested there is "an element of incompetence" in the city council's handling of the East Bristol Liveable Neighbourhood.

B24/7

YOUR SAY / TRANSPORT

'I FEAR ANY DECISION WILL BE SEEN AS ILLEGITIMATE AND DEEPEN POLARISATION'

By **KERRY MCCARTHY** Tuesday Nov 4, 2025

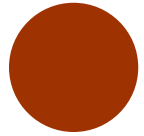
BristolLive

Consultation over controversial traffic scheme 'biased' in favour of keeping it

05:00, 06 Nov 2025

The public consultation into the controversial scheme closes on Friday

Key findings



Awareness is high

Awareness of the scheme in East Bristol is very high, with 84% of residents saying they are aware of the Liveable Neighbourhood scheme in their area. This is compared to just 34% who said they were aware in the Ipsos benchmarking survey.

This suggests there has been a lot of coverage about the scheme in both local newspapers and social media, with interviewers spotting coverage in local papers when carrying out interviews.

Greater awareness means that most residents will already have encountered information and discussions around the scheme. This could influence their opinions and views of the scheme and make views amongst residents more polarised.



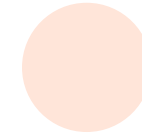
Residents' views are polarised

Views of both the scheme itself and the perceived benefits of the scheme are very polarised amongst residents.

While a third support the scheme when asked, almost half say they oppose and 18% say they neither oppose nor support the scheme.

When looking at the perceived benefits, many measures show an even split between positive and negative responses, with far fewer respondents selecting neutral compared to the benchmarking survey.

This indicates that the increased noise around the scheme is likely resulting in strong opinions amongst residents.



Some do perceive positives of the scheme

While there is negative coverage of the scheme and residents with strong opinions, there are residents who feel the scheme has benefits.

Almost 1 in 3 residents are in support for scheme, and support is especially high amongst higher social grades.

Many also see the benefits of the scheme, with 38% saying the scheme has had a positive impact on the safety of walking and cycling, and 29% on the number of vehicles travelling through.

30% also agree that it has made their neighbourhood more pleasant, and 20% that it has increased their sense of community. Both have levels of agreement in line with the Ipsos benchmarking survey.

Demographic differences



Ethnicity

Due to the sample size, we have only been able to compare those who are 'white' and 'ethnically diverse'.

Those who are ethnically diverse tend to feel more positively about the scheme. They are significantly less likely to oppose the scheme than white people and significantly less likely to say the scheme has made a negative difference to them personally.

Those who are ethnically diverse are also significantly more likely to say:

- The scheme has had a positive impact on the safety of walking and cycling
- The scheme has had a positive impact on the choice of different transport modes.

While those who are white are significantly more likely to disagree that the scheme has made their neighbourhood more pleasant and helped create a sense of community.



Cars in HH

We have analysed the data for those with and without cars in the household. Overall, there are few differences between these two groups. There are no statistically significant differences between those who do and do not have cars in their households when it comes to supporting the scheme.

Those who have cars in their household are significantly more likely to say they know a fair/great deal about the scheme however awareness levels are similar amongst both groups.

When it comes to perceived differences as a result of the scheme, those who have no cars in their household are significantly more likely to say the scheme has made a positive difference to the choice of transport modes available. Those with cars in their household are significantly more likely to disagree that the scheme has reduced traffic congestion.



Socio-economic grade

Residents belonging to the higher socio-economic grades (ABC1) are consistently more positive toward the scheme across most measures than lower groups (C2DE).

ABC1s are significantly more likely to be aware of the scheme and to know a fair/great deal about it. Support for the LN both in principle and practice is also significantly stronger amongst the higher socio-economic grades.

When looking at the perceived benefits, residents in the higher social grades are significantly more likely to say the scheme has had a positive difference on them personally, as well as having a positive impact on safety, the number of vehicles travelling through and traffic noise. ABC1s are also significantly more likely to agree that the scheme makes living in the neighbourhood more pleasant.

Demographic differences



In and outside the LN

We interviewed a small subset of respondents who lived just outside the scheme to see if there were any differences between those living in and just outside the scheme.

Overall, there are few differences between the opinions of those who live in or just outside the scheme. While those who live inside the scheme are significantly more likely to be aware of the scheme, levels of support amongst both groups are very similar.

Perceptions of benefits are also largely the same, however those who live just outside the scheme are significantly more likely to agree that the scheme has successfully improved air quality and that the scheme has made it easier to access local facilities.



East and West within the LN

For those living inside the Liveable Neighbourhood Scheme we have split the sample between those living in the East and the West of the scheme.

There are very few significant differences between the two areas. Levels of support for the scheme are similar between both East and West, as is awareness of the scheme.

Perceptions of the benefits of the scheme are also similar. There are no significant differences between the two areas on whether they felt the scheme has a positive or negative impact on them personally.

Those in the West are significantly more likely to say that the scheme has a positive impact on the choice of transport modes and to agree that the scheme helps create a sense of community.

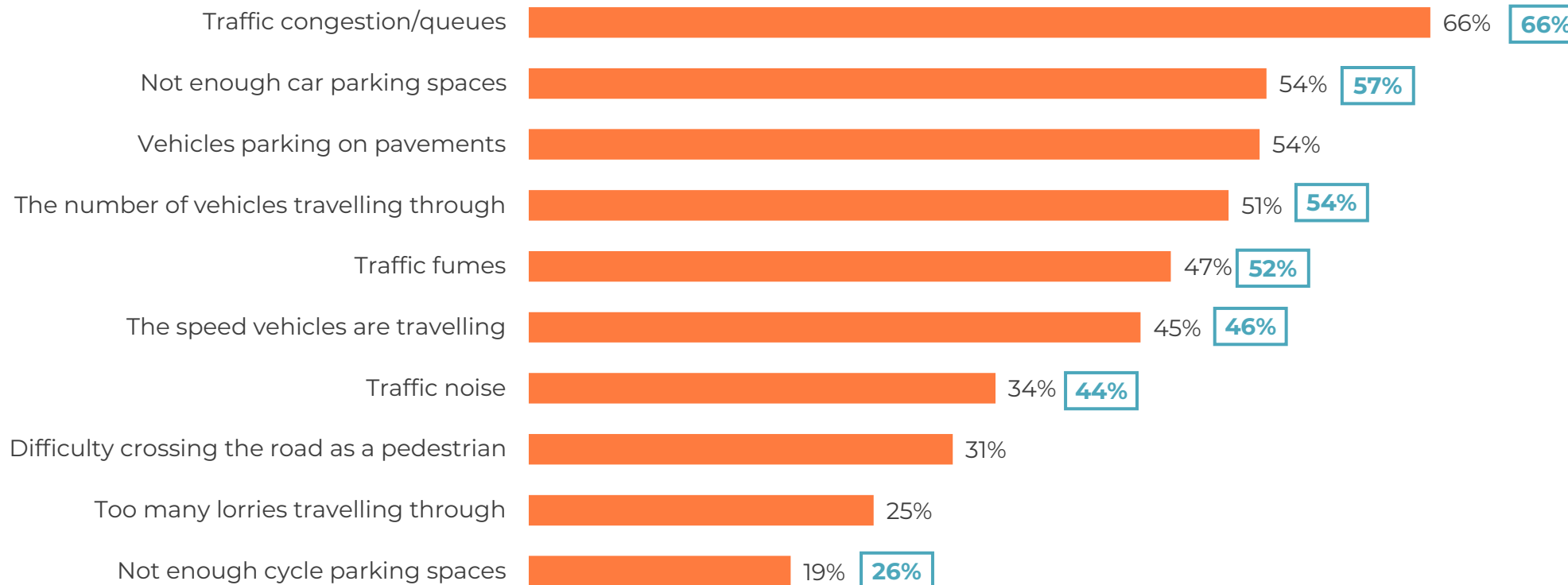


**Perceived problems within local
the area**

Traffic congestion is seen as the most serious problem in the local area, followed by lack of car parking spaces

The perception of problems in the local area is in line with the Ipsos benchmarking survey

Please indicate **how serious a problem**, if at all, you think each of the following are in the local area where you live?
%Very/fairly serious problem



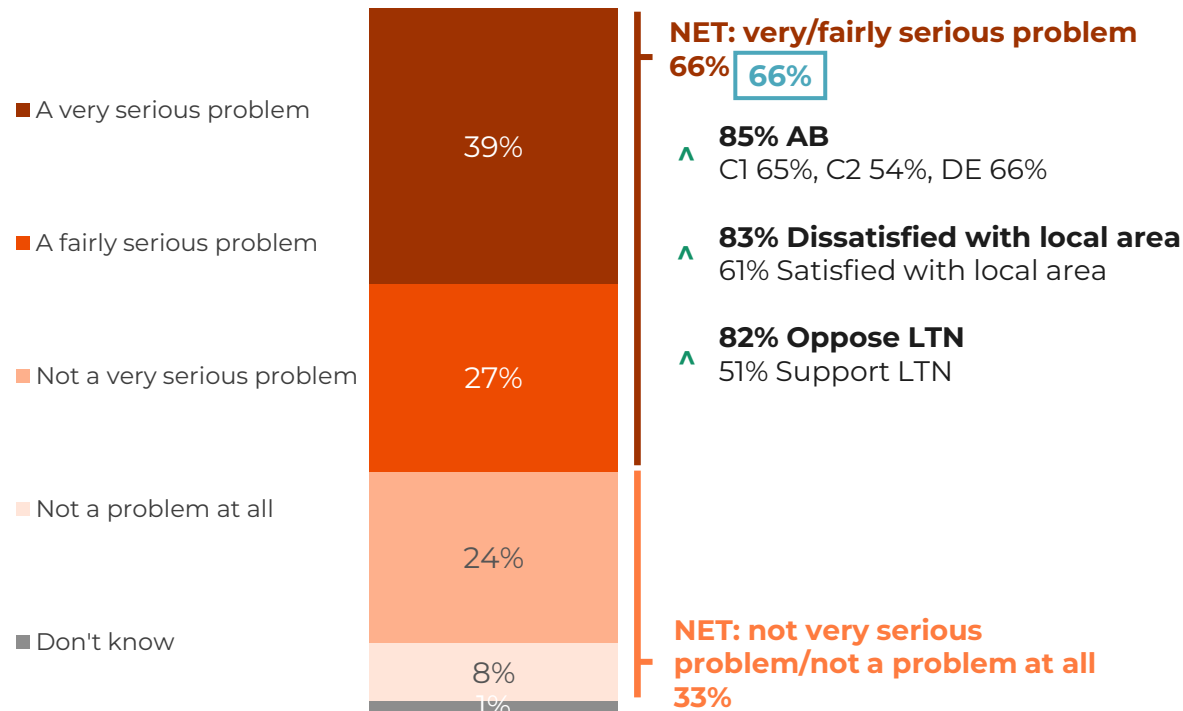
The results for all the answer codes are not publicly available

▲ ▼ Significantly higher/lower than other subgroup at 95% confidence

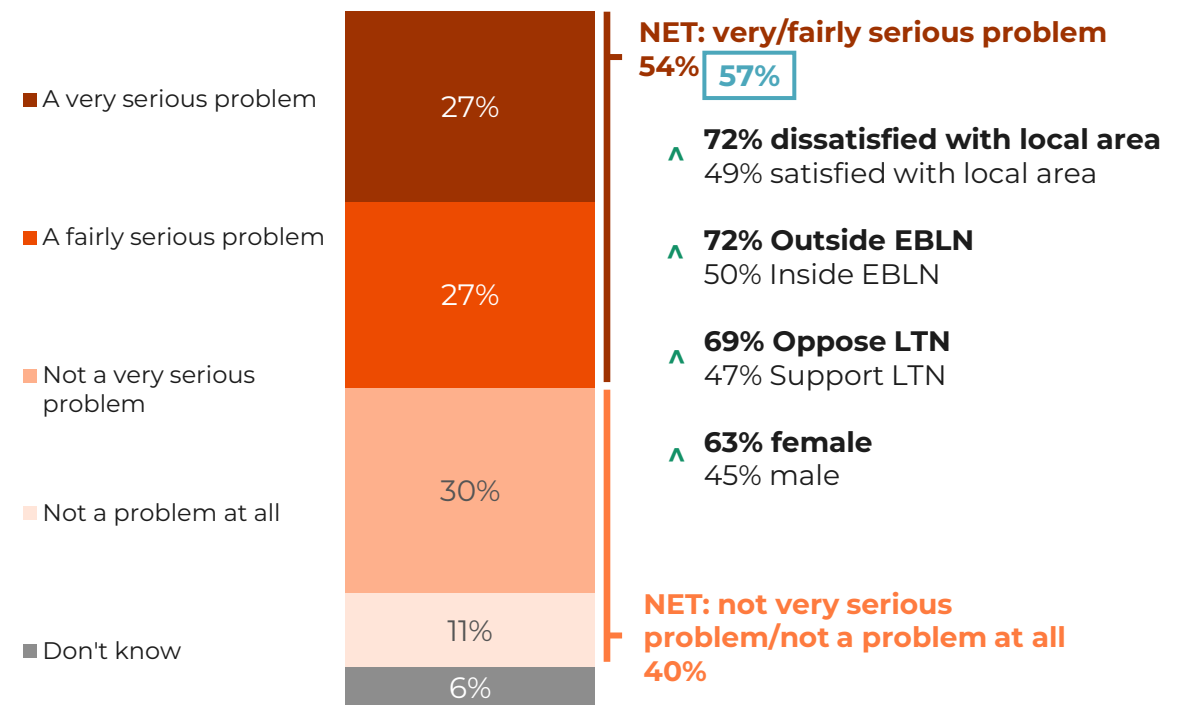
Two thirds believe that traffic congestion is a serious problem in the local area, while half believe the lack of car parking spaces is a problem

Please indicate **how serious a problem**, if at all, you think each of the following are in the local area where you live?

Traffic congestions/queues



Not enough car parking spaces

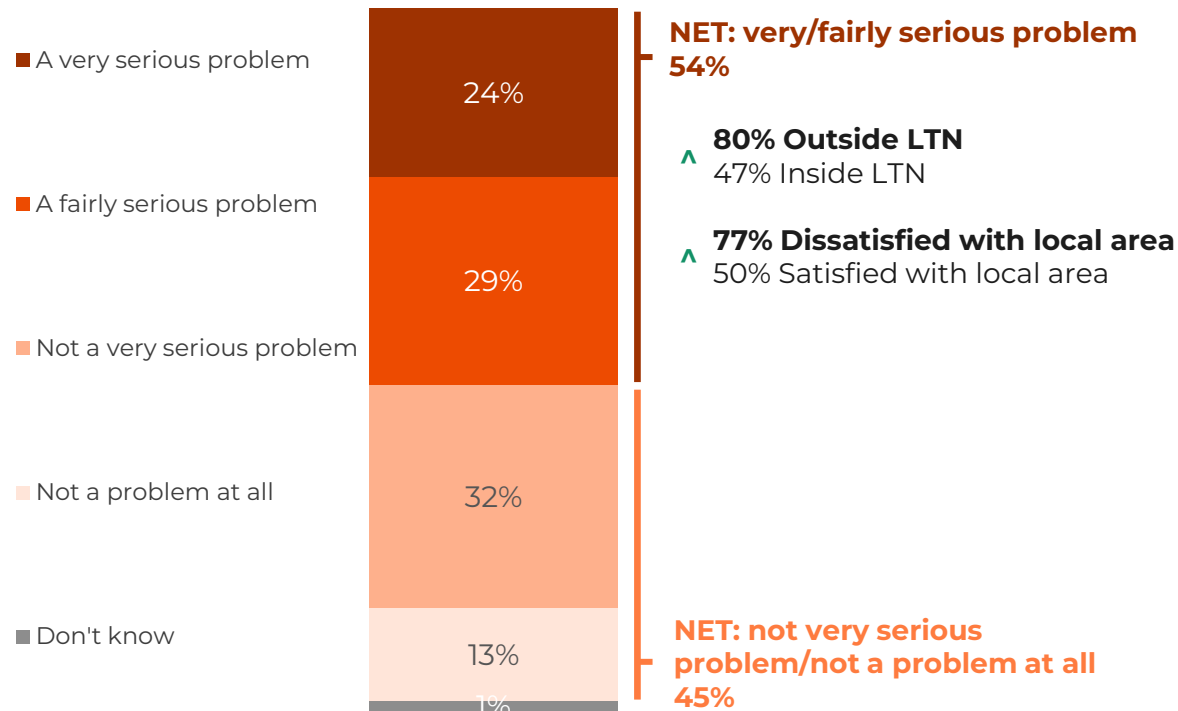


Residents are split on whether vehicles parking on pavements and the number of vehicles travelling through is a problem

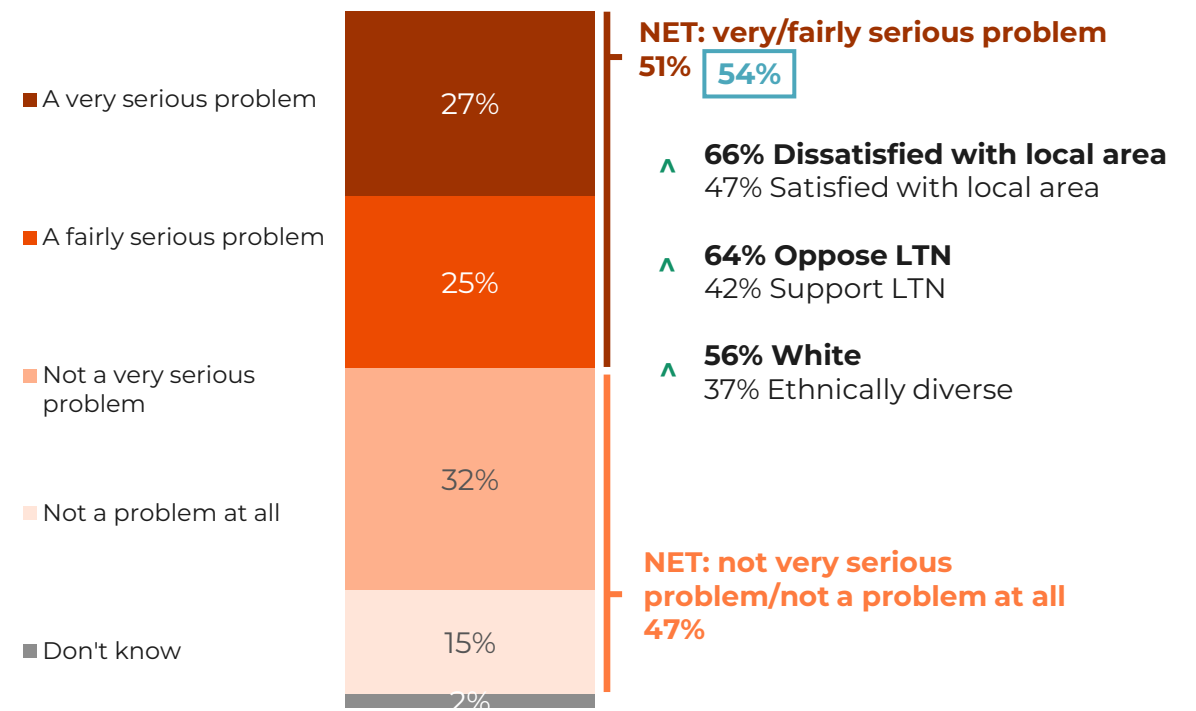
Those dissatisfied with their area are more likely to perceive these as very or fairly serious problems

Please indicate **how serious a problem**, if at all, you think each of the following are in the local area where you live?

Vehicles parking on pavements



The number of vehicles travelling through

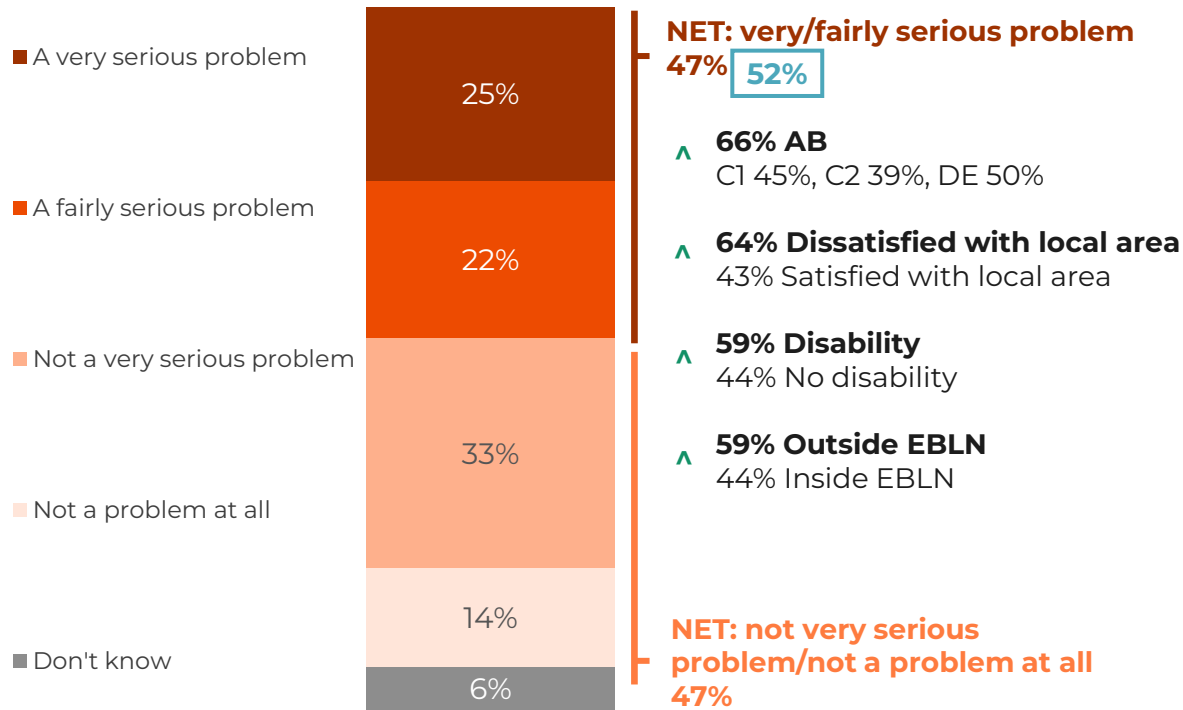


Opinion is divided on whether traffic fumes and the speed of vehicles are problems in the local area

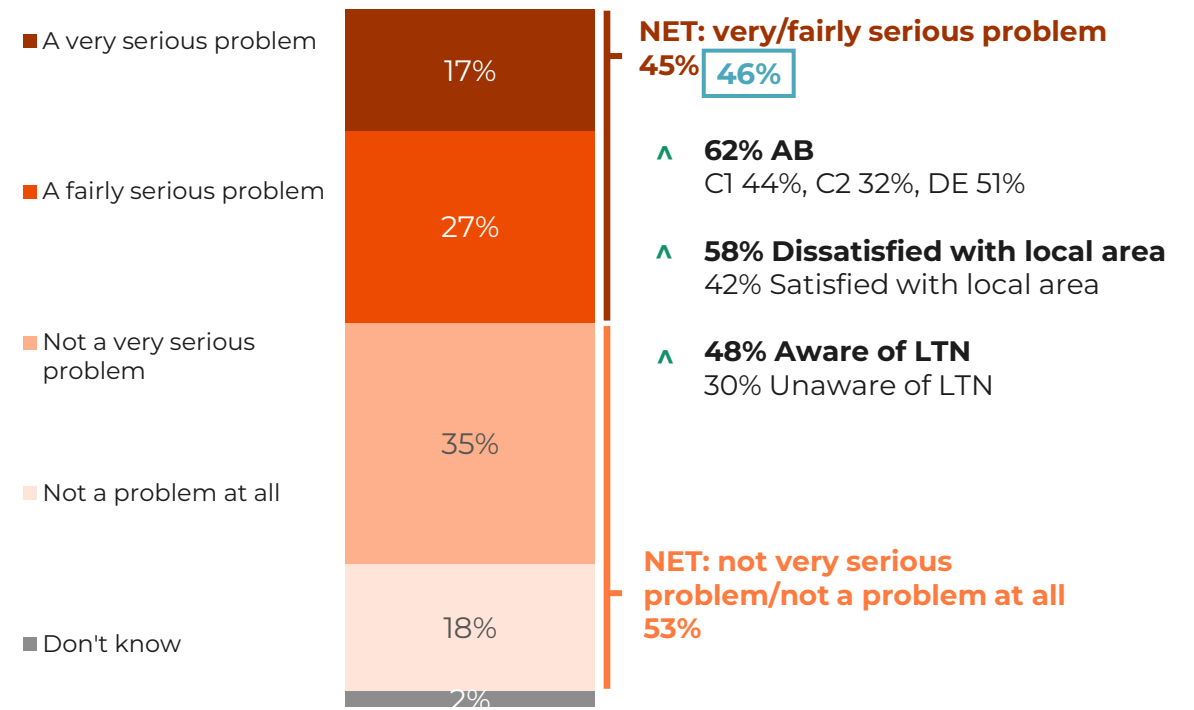
Those who are dissatisfied with their local area or of AB social grades are more likely to think these are problems

Please indicate **how serious a problem**, if at all, you think each of the following are in the local area where you live?

Traffic fumes



The speed of vehicles

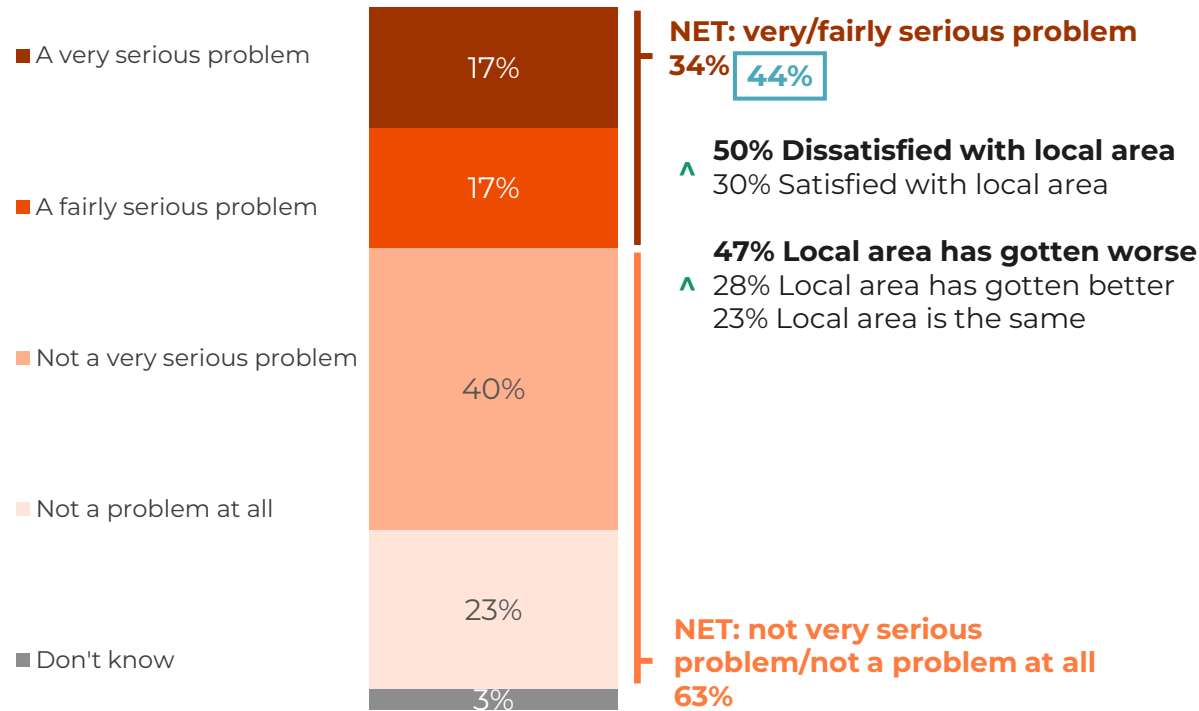


Traffic noise and difficulty crossing the road as a pedestrian are less likely to be viewed as serious problems

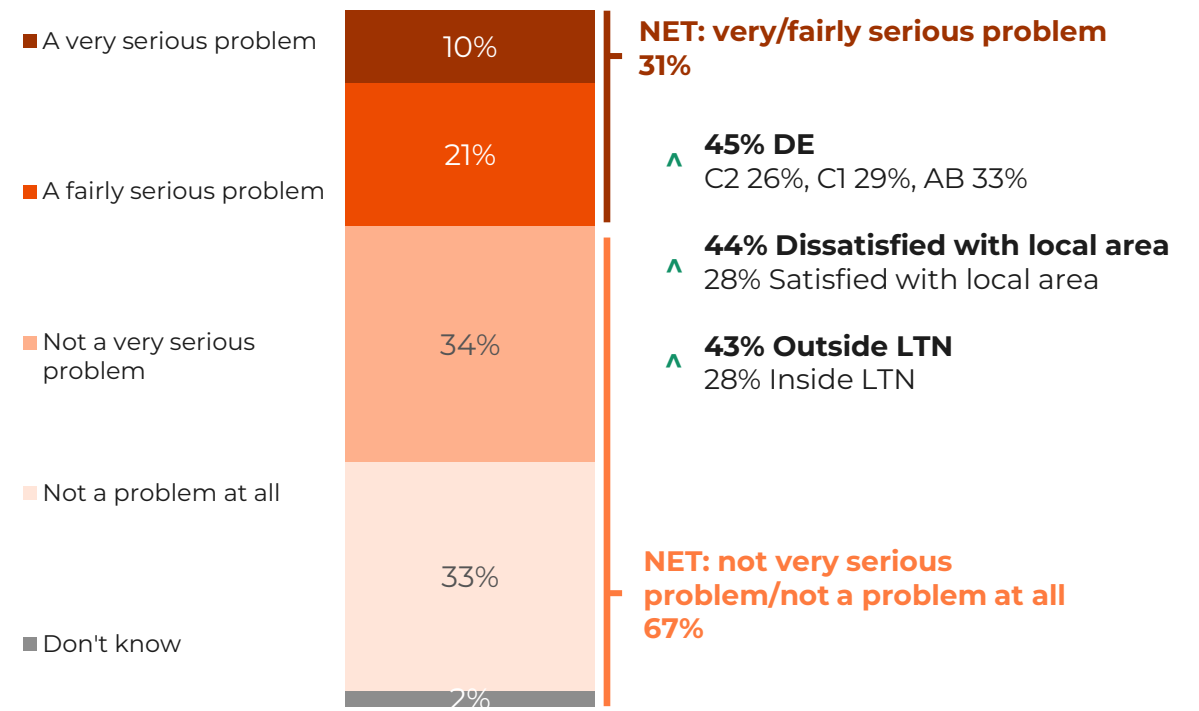
Those dissatisfied with their area are more likely to perceive these as very or fairly serious problems

Please indicate **how serious a problem**, if at all, you think each of the following are in the local area where you live?

Traffic noise



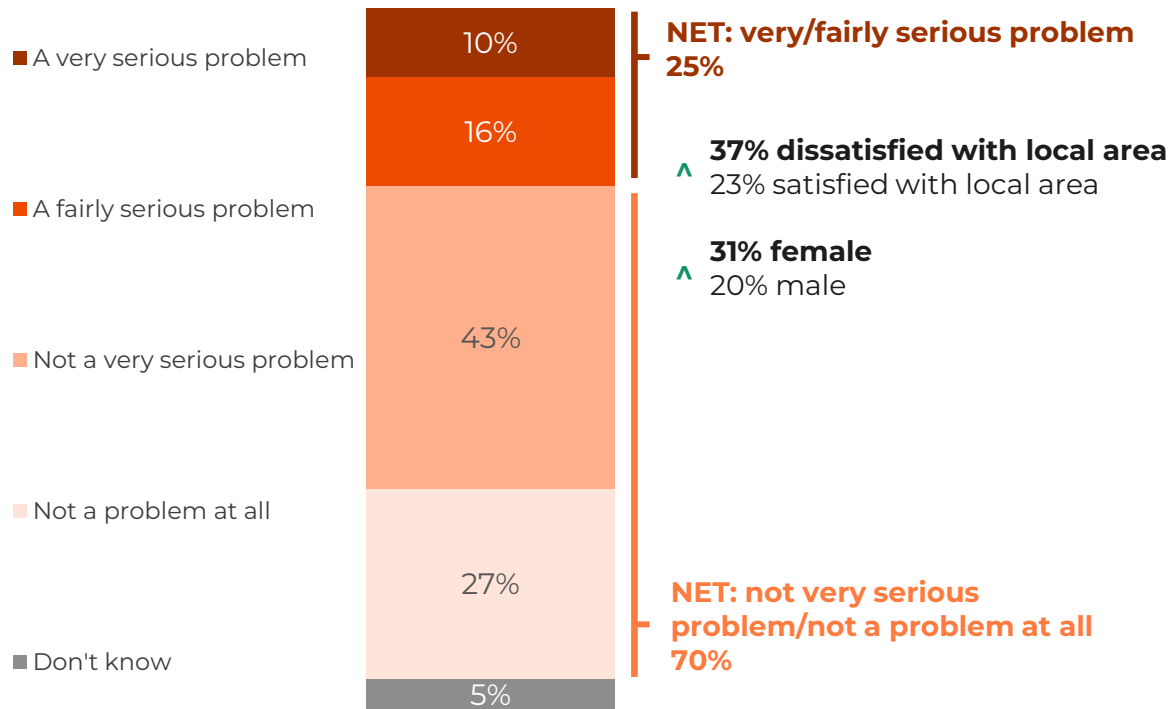
Difficulty crossing the road as a pedestrian



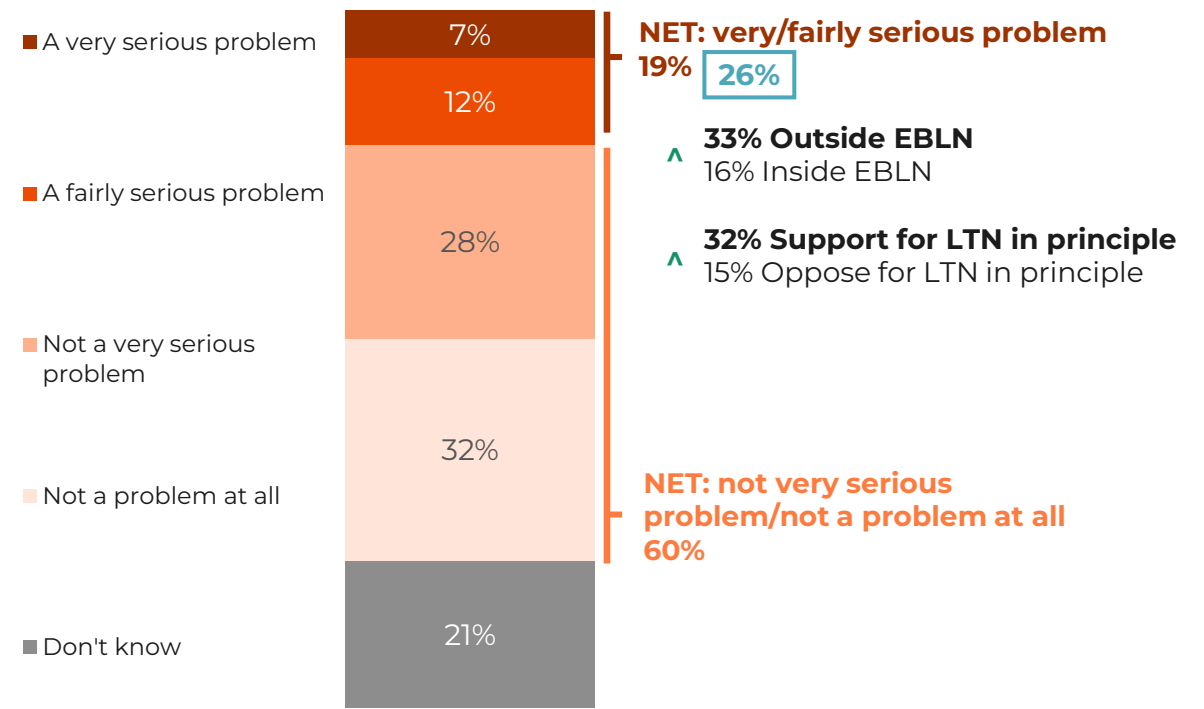
Too many lorries travelling through and lack of cycle spaces are not perceived by many as serious problems

Please indicate **how serious a problem**, if at all, you think each of the following are in the local area where you live?

Too many lorries travelling through



Not enough cycle spaces



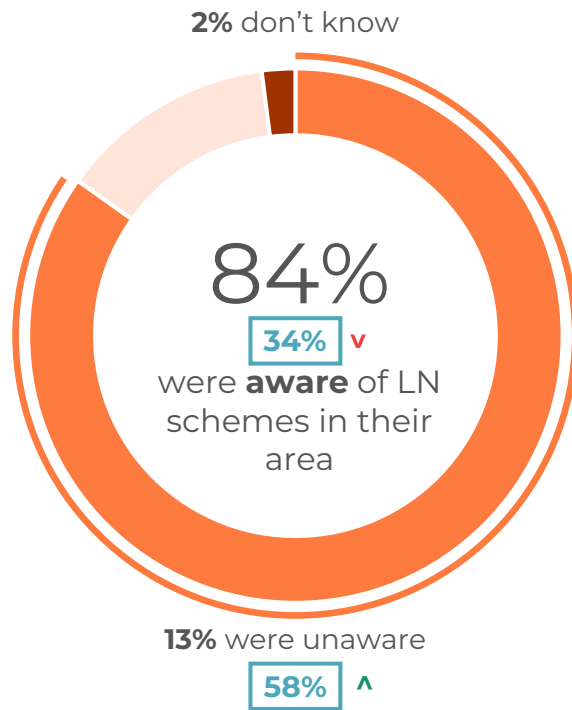


Support & knowledge of the Liveable Neighbourhood Scheme

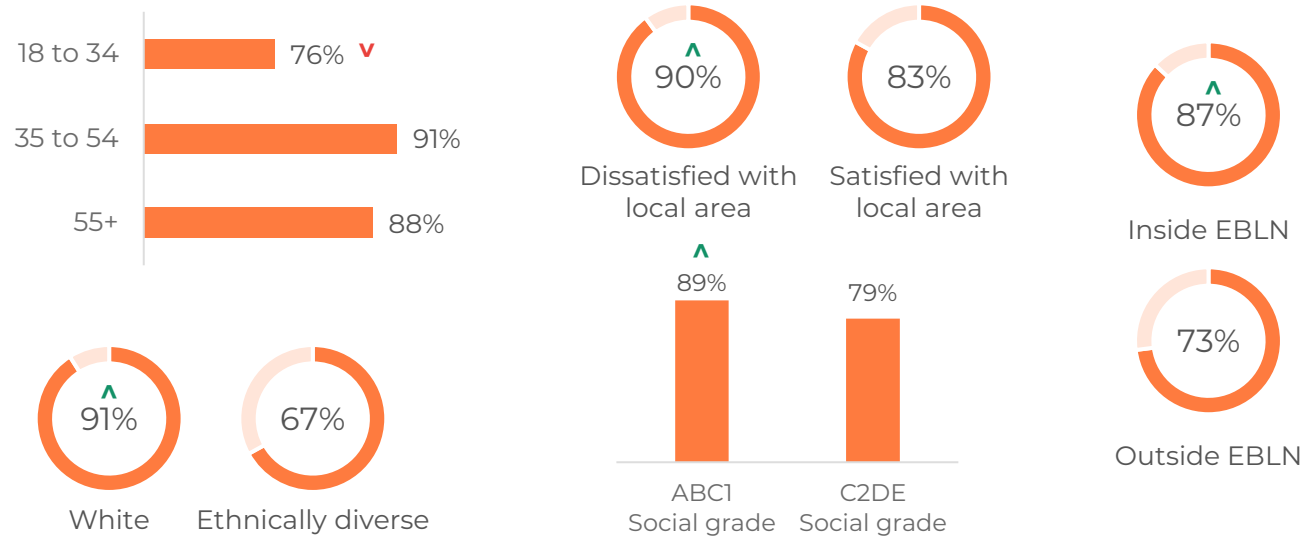
Awareness of the Liveable Neighbourhood scheme is very high, particularly in comparison with the Ipsos benchmarking survey

Older age groups, higher social grades, those dissatisfied with their local area and those who identify as white are significantly more likely to be aware of the scheme

Before today, **were you aware that there is an existing Liveable Neighbourhood scheme** in your local area, or were you not aware of this?



% who were aware of LN schemes in their neighbourhood



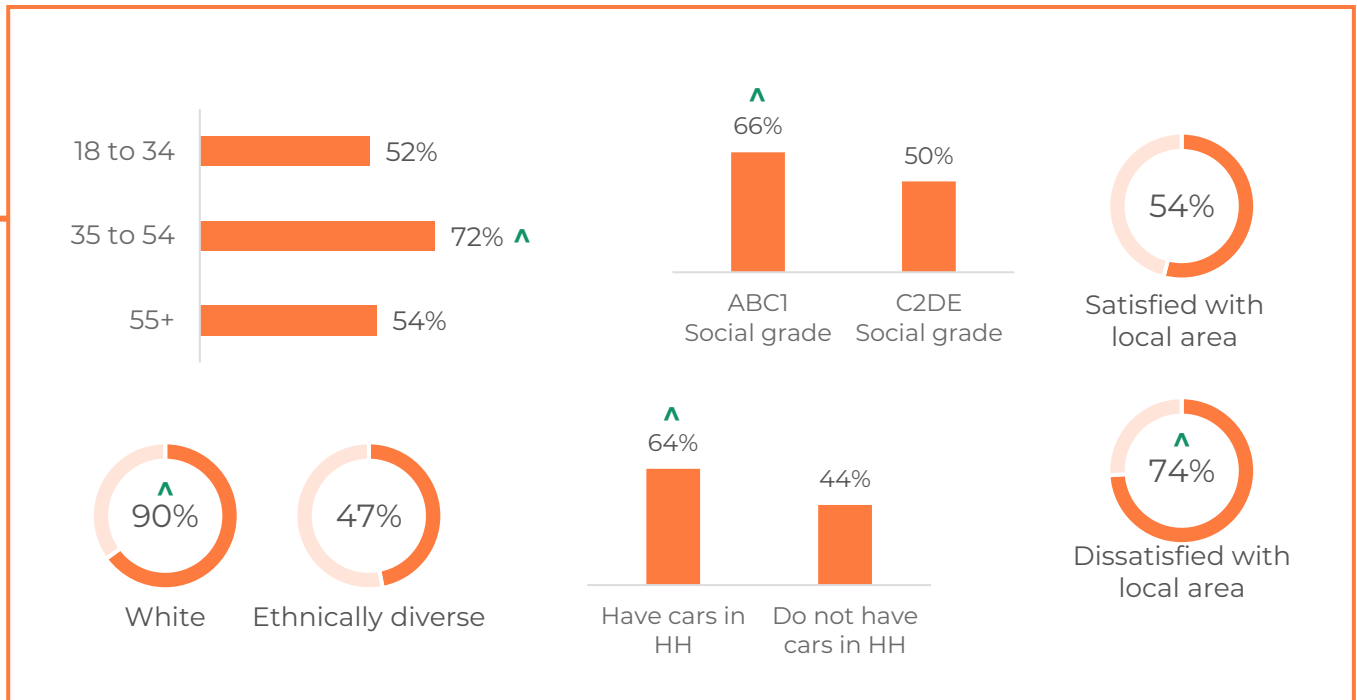
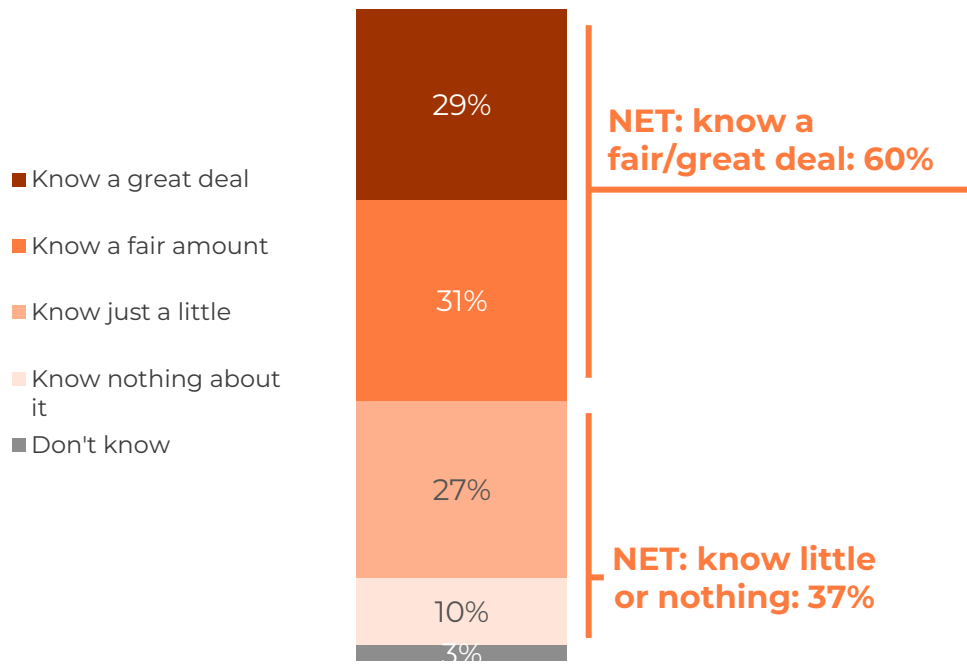
B1a. Before today, were you aware that there is an existing Liveable Neighbourhood scheme in your local area, or were you not aware of this? A Liveable neighbourhood is a type of transport scheme which aims to remove or reduce motor vehicle traffic in a residential area. These include traffic restrictions shown by traffic signs or by means of physical features such as planters. Residents and visitors can still get in and out of the area, and access their homes and businesses by motor vehicle, but they may have to change their route.
Unweighted Base: All respondents: Total Sample=296, 18-34=90, 35-54=122, 55+=81, White=239, NET: Ethnically diverse=54, ABC1=182, C2DE=110, Satisfied with local area=214, Dissatisfied with local area=53, Inside EBLN=237, Outside EBLN=59

^ v Significantly higher/lower than other subgroup at 95% confidence

Two thirds feel they know a great deal or a fair amount about the scheme, while 37% know little or nothing

Perceived knowledge is higher amongst higher social grades and those with cars in their households

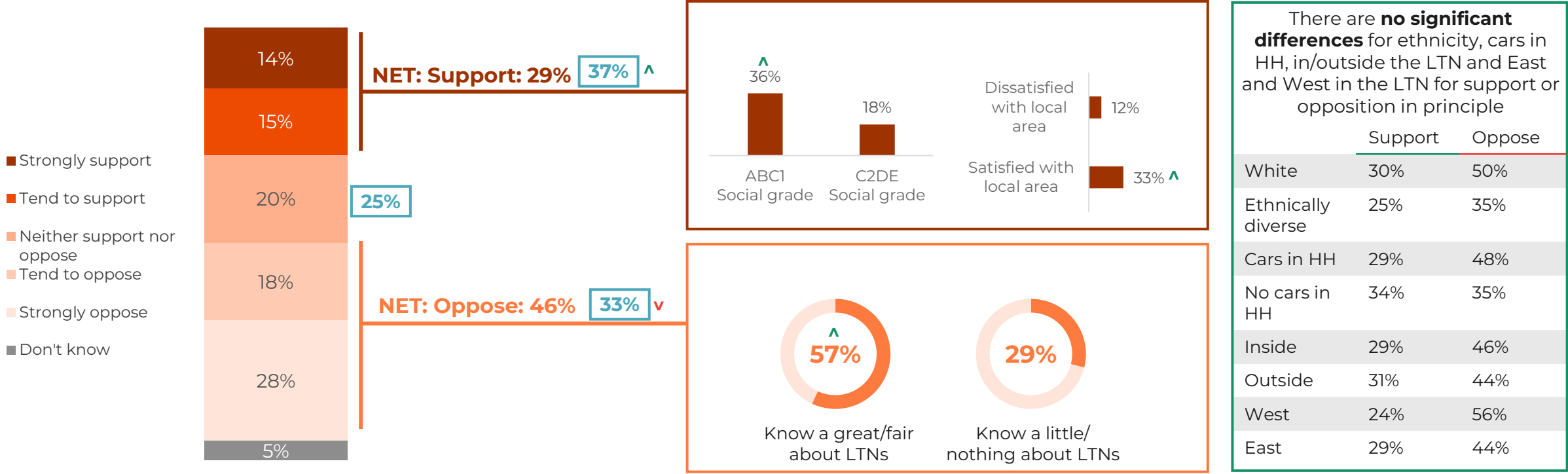
How much **do you feel you know about the existing Liveable Neighbourhood scheme** in your local area?



In principle, more oppose the idea of reallocating road space to pedestrians and cyclists than support it

When compared to the Ipsos benchmarking survey opposition is higher in East Bristol

Thinking about the local area where you live, **in principle, to what extent do you support or oppose reallocating space on roads so that it is available to pedestrians and cyclists rather than cars?**



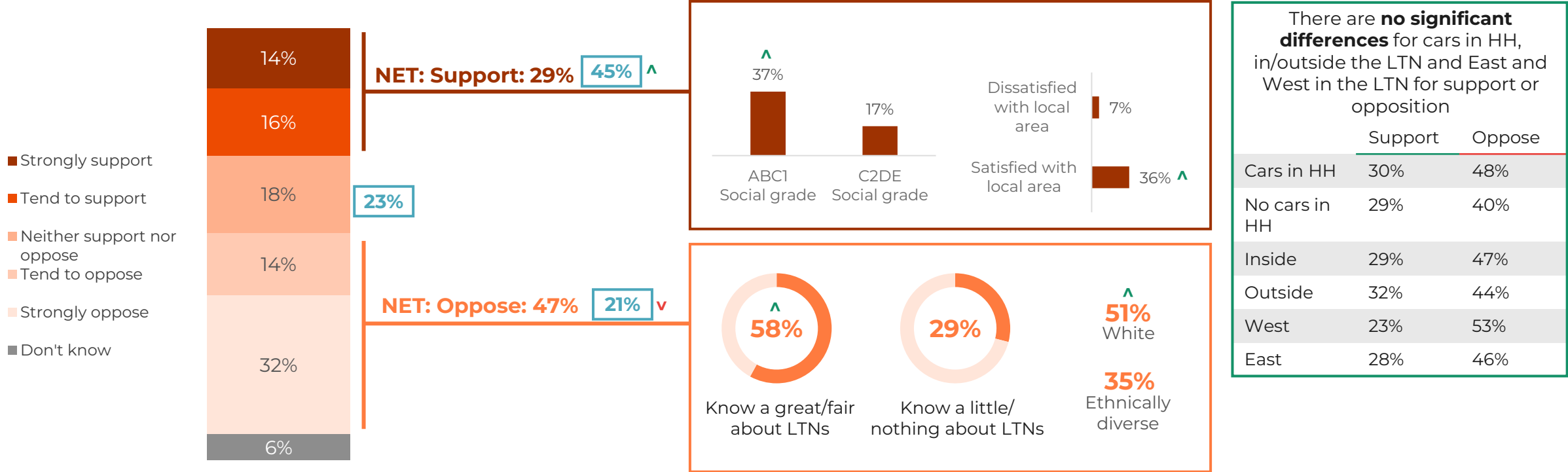
There are **no significant differences** for ethnicity, cars in HH, in/outside the LTN and East and West in the LTN for support or opposition in principle

[^] ^v Significantly higher/lower than other subgroup at 95% confidence

Nearly half say they oppose the existing Liveable Neighbourhood scheme, while almost a third support it

Support in East Bristol is lower than in the Ipsos benchmarking study

To what extent **do you support or oppose the existing Liveable Neighbourhood scheme** in your local area?



There are **no significant differences** for cars in HH, in/outside the LTN and East and West in the LTN for support or opposition

	Support	Oppose
Cars in HH	30%	48%
No cars in HH	29%	40%
Inside	29%	47%
Outside	32%	44%
West	23%	53%
East	28%	46%

B2. To what extent do you support or oppose the existing Liveable Neighbourhood scheme in your local area?
 Unweighted Base: All respondents: Total Sample=296, ABC1=182, C2DE=110, Satisfied with local area=214, Dissatisfied with local area=53, Know a great/fair amount about LTNs=183, Know little/nothing about LTNs=107, Inside EBLN=237, Outside EBLN=59 White=239, NET: Ethnically diverse=54, Cars in HH=239, No cars in HH=53, West=97, East=185

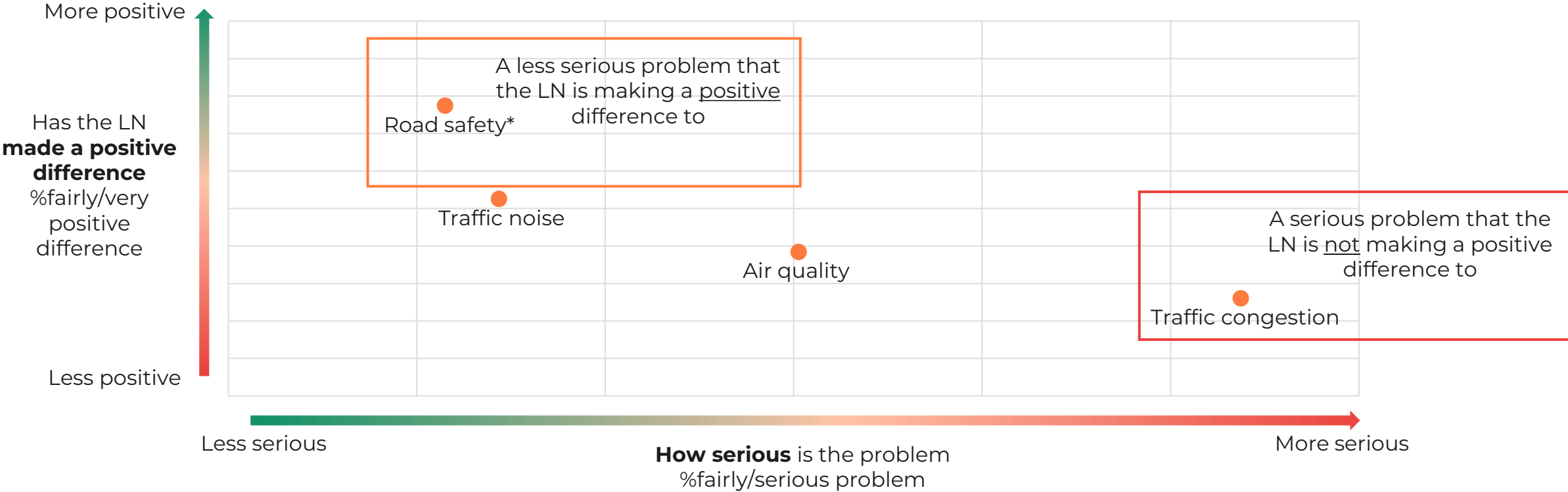
^ v Significantly higher/lower than other subgroup at 95% confidence



**Perceived impact of the Liveable
Neighbourhood Scheme**

Residents feel traffic congestion is a problem, but the scheme is not having a positive impact in this area

Residents do feel that the scheme is having a positive impact on road safety, but this is not an area that many feel is problematic

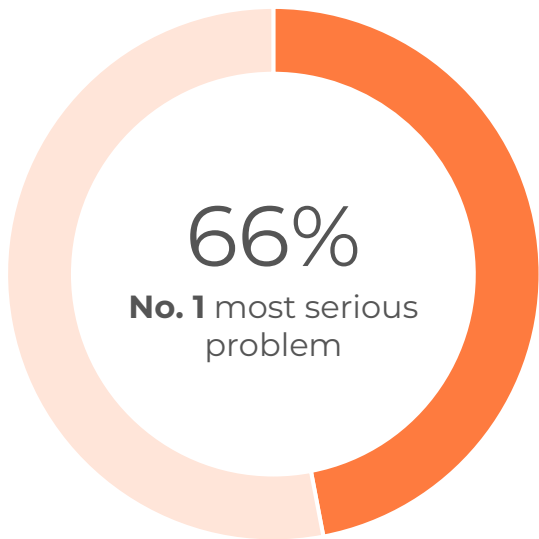


*The metrics 'Difficulty crossing the road' and 'Speed vehicles are travelling' is used for road safety

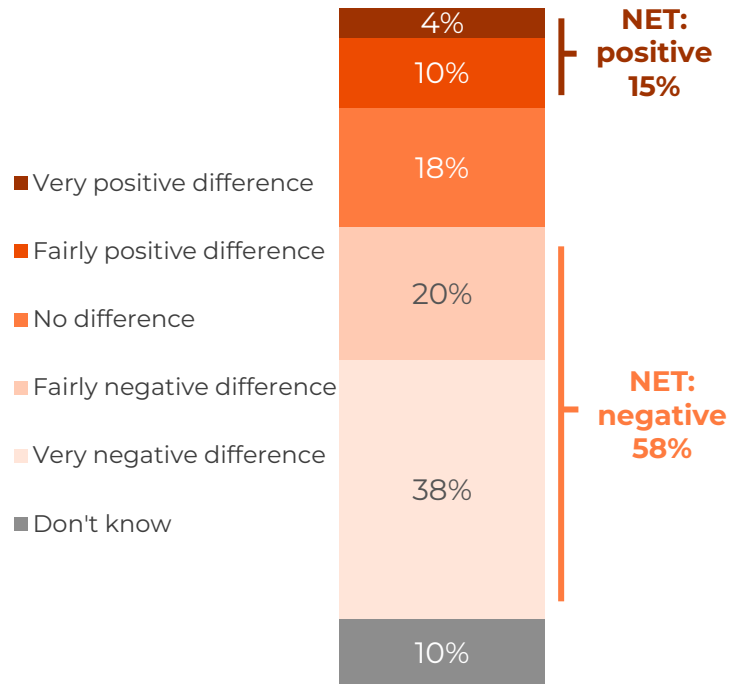
B4. Thinking about your local area, do you think the existing Liveable Neighbourhood has made a positive or negative difference to each of the following, or has it made no difference?
 Pre1. Please indicate how serious a problem, if at all, you think each of the following are in the local area where you live - that is, within about 1 mile (approximately a 3-minute drive, 20-minute walk)? (Bottom 2 Box)
 Unweighted Base: All respondents: Total Sample=296

Traffic congestion is viewed as the most serious problem, but it is the area that residents feel has had the least successful improvement

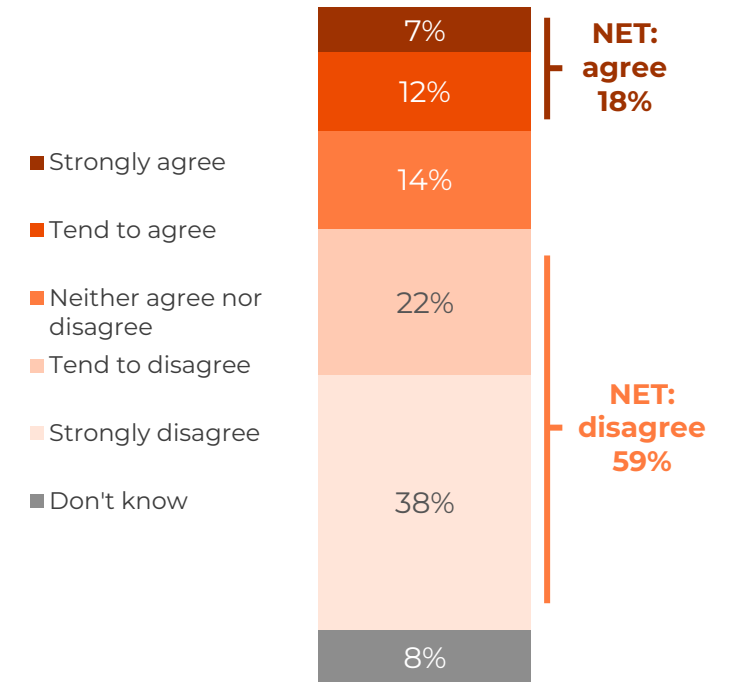
% who think **traffic congestion** is a fairly/very serious problem



Positive impact
Rated 6th/last for positive impact



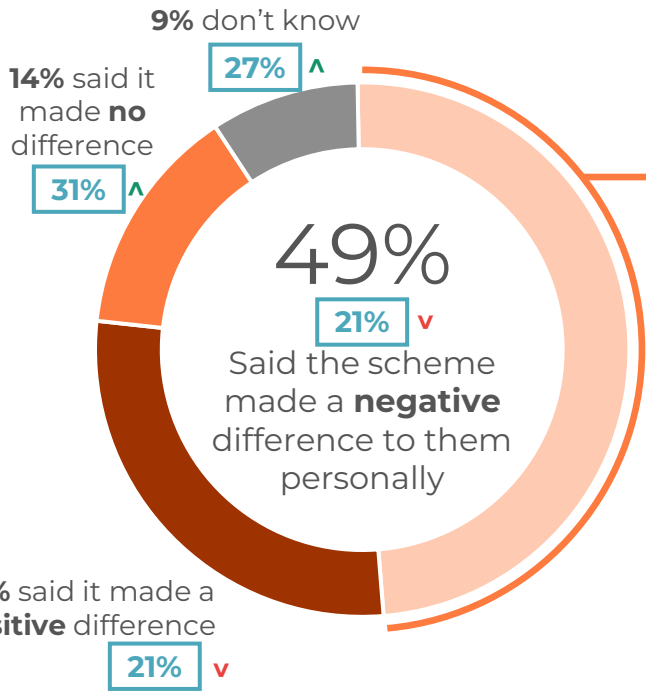
Successfully improved
Rated 4th/last for successfully improved



Half feel that the scheme has had a negative impact on them personally, and nearly a third a positive impact

Compared to the Ipsos benchmarking survey, residents are more polarised in East Bristol

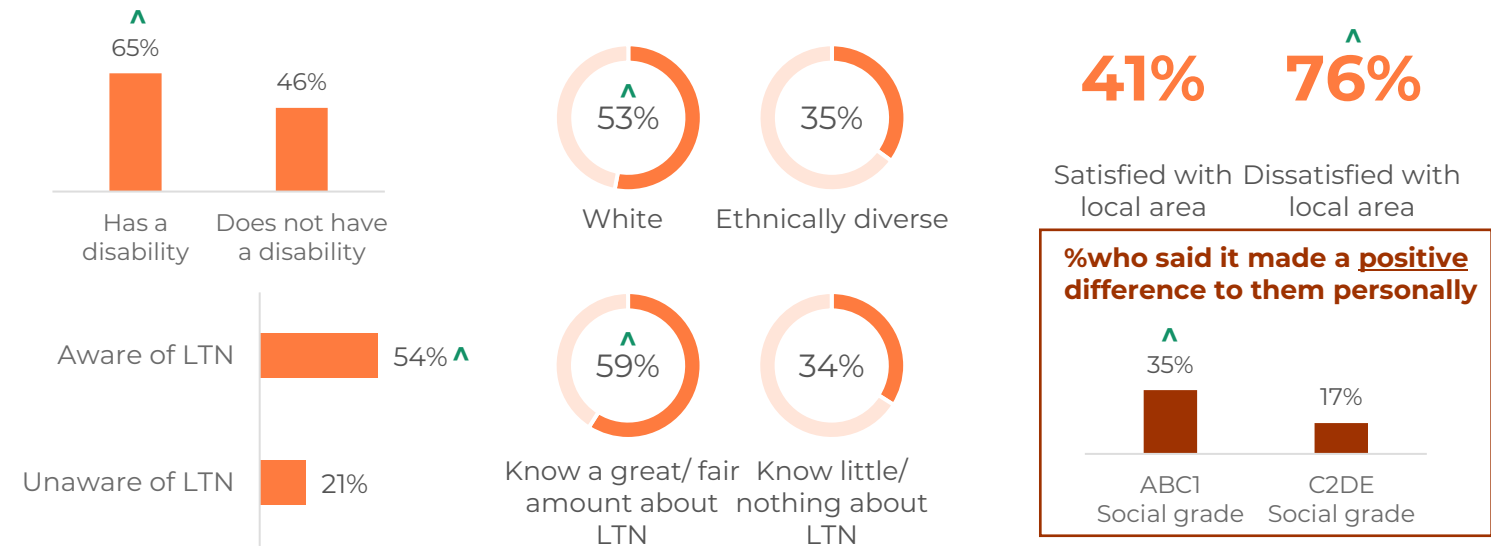
Do you think the existing Liveable Neighbourhood scheme in your local area has made a **positive difference or a negative difference to you personally?**



There are **no significant differences** for cars in HH, in/outside the LTN and East and West in the LTN for negative/positive difference

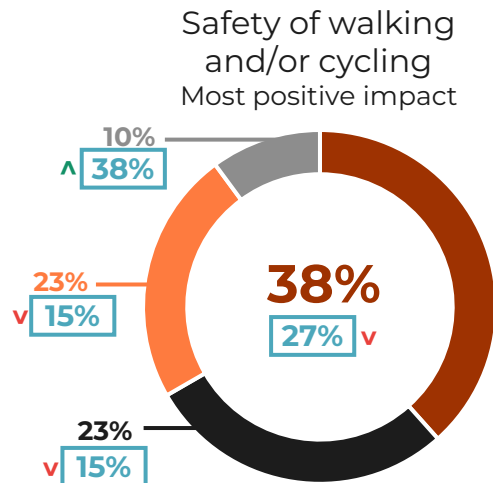
	Cars in HH	No cars in HH	Inside	Outside	West	East
Positive	30%	21%	29%	25%	24%	27%
Negative	50%	45%	48%	50%	52%	47%

%who said it made a **negative** difference to them personally



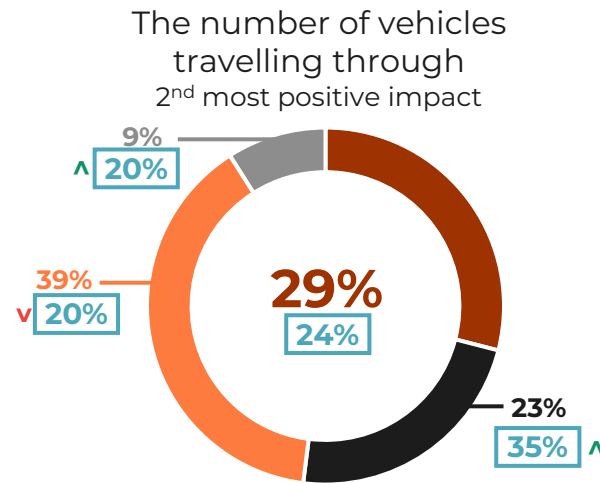
Residents feel the scheme has had the most positive impact on safety and the number of vehicles travelling through

Residents in East Bristol more likely to say the scheme has made a negative or positive difference, while the residents in the Ipsos benchmarking survey are more likely to say 'no difference' or 'don't know'



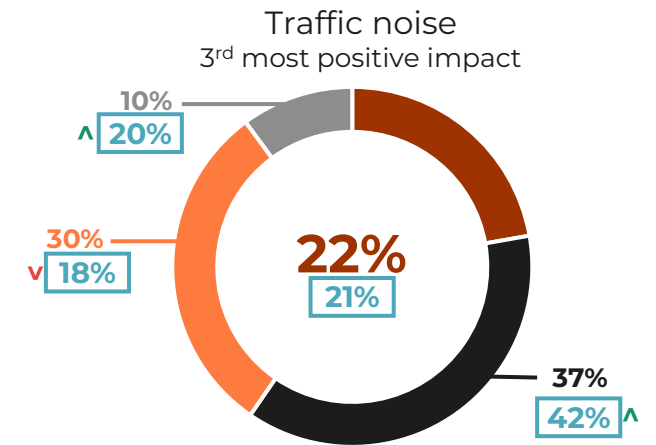
Positive difference:

- 76% Support LTN (13% Oppose LTN)
- 53% Ethnically diverse (33% White)
- 46% ABC1 (26% C2DE)
- 46% Satisfied with local area (16% Dissatisfied with local area)



Positive difference:

- 61% Support LTN (10% Oppose LTN)
- 34% ABC1 (21% C2DE)
- 35% Satisfied with local area (14% Dissatisfied with local area)



Positive difference:

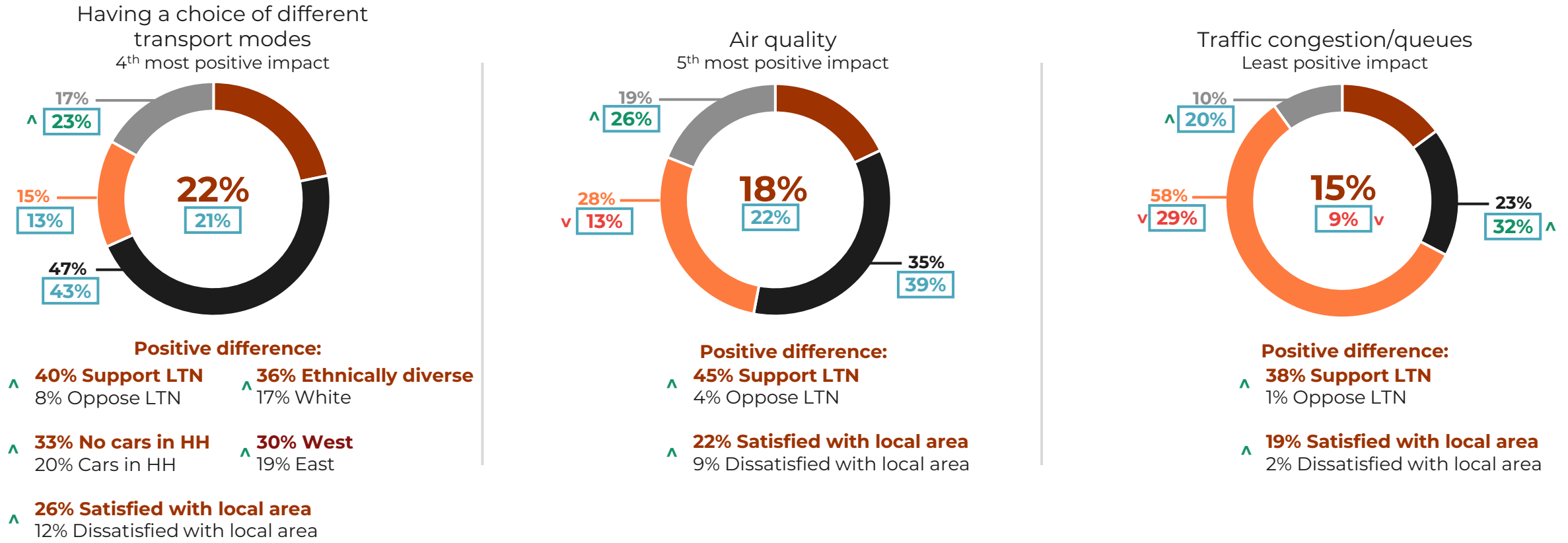
- 54% Support LTN (4% Oppose LTN)
- 30% ABC1 (9% C2DE)
- 28% Satisfied with local area (7% Dissatisfied with local area)

■ Positive difference ■ No difference ■ Negative difference ■ Don't know

^ v Significantly higher/lower than other subgroup at 95% confidence

Traffic congestion is the area residents are most likely to feel the scheme has made a negative difference

Those who do not own a car are more likely to think the scheme has made a positive difference to the choice of transport modes available



■ Positive difference ■ No difference ■ Negative difference ■ Don't know

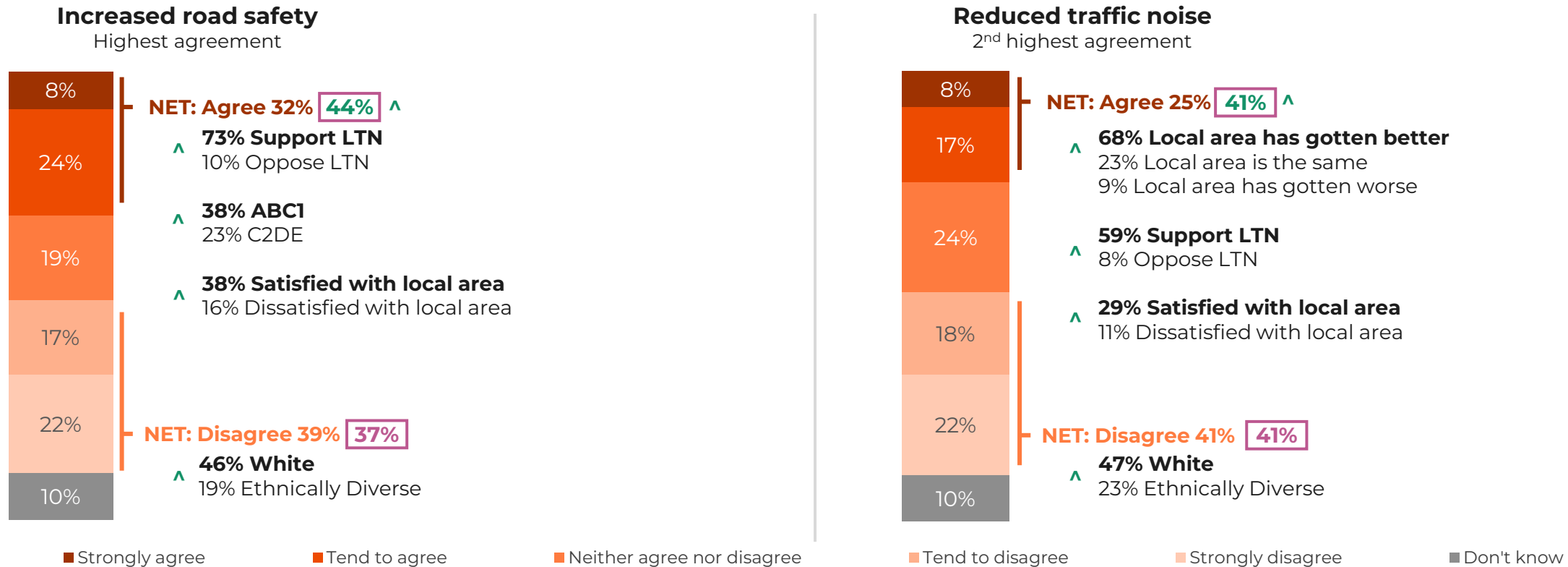
B4. Thinking about your local area, do you think the existing Liveable Neighbourhood has made a positive or negative difference to each of the following, or has it made no difference? PROBE (Top 2 Box)
Unweighted Base: All respondents: Total Sample=296, Support LTN=87, Oppose LTN=145, Satisfied with local area=214, Dissatisfied with local area=53, Cars in HH=239, No cars in HH=53, White=239, NET:
Ethnically diverse=54, West=97, East=185

▲ ▼ Significantly higher/lower than other subgroup at 95% confidence

Agreement is split on whether the scheme has increased road safety, while disagreement is higher on reducing traffic noise

Agreement levels are below the Ipsos benchmarking study

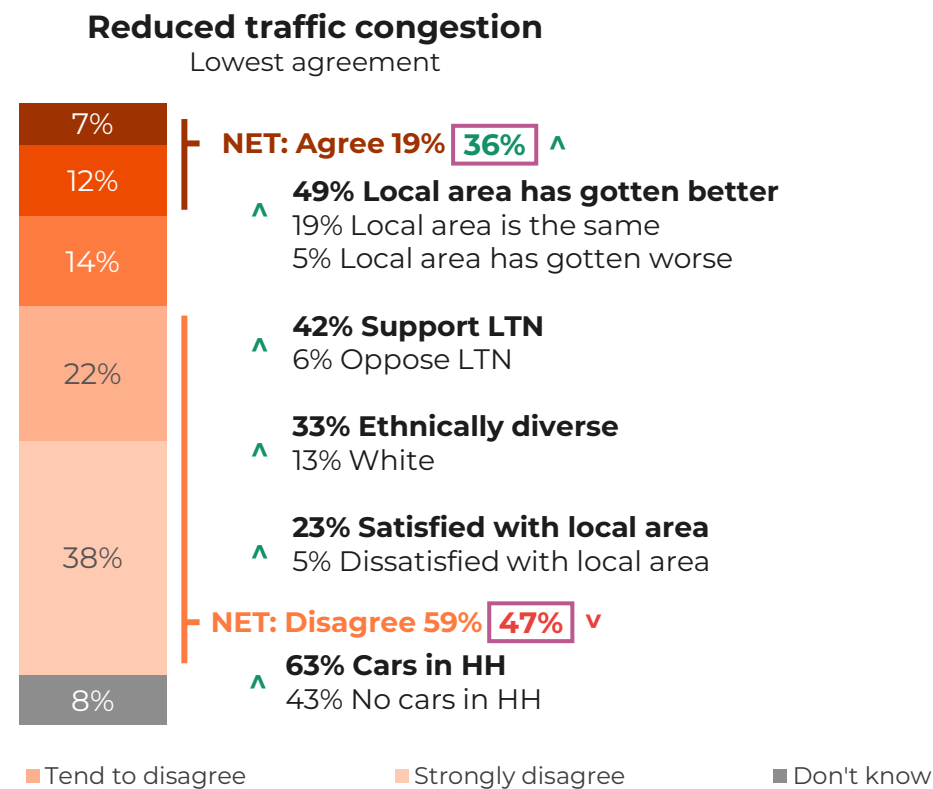
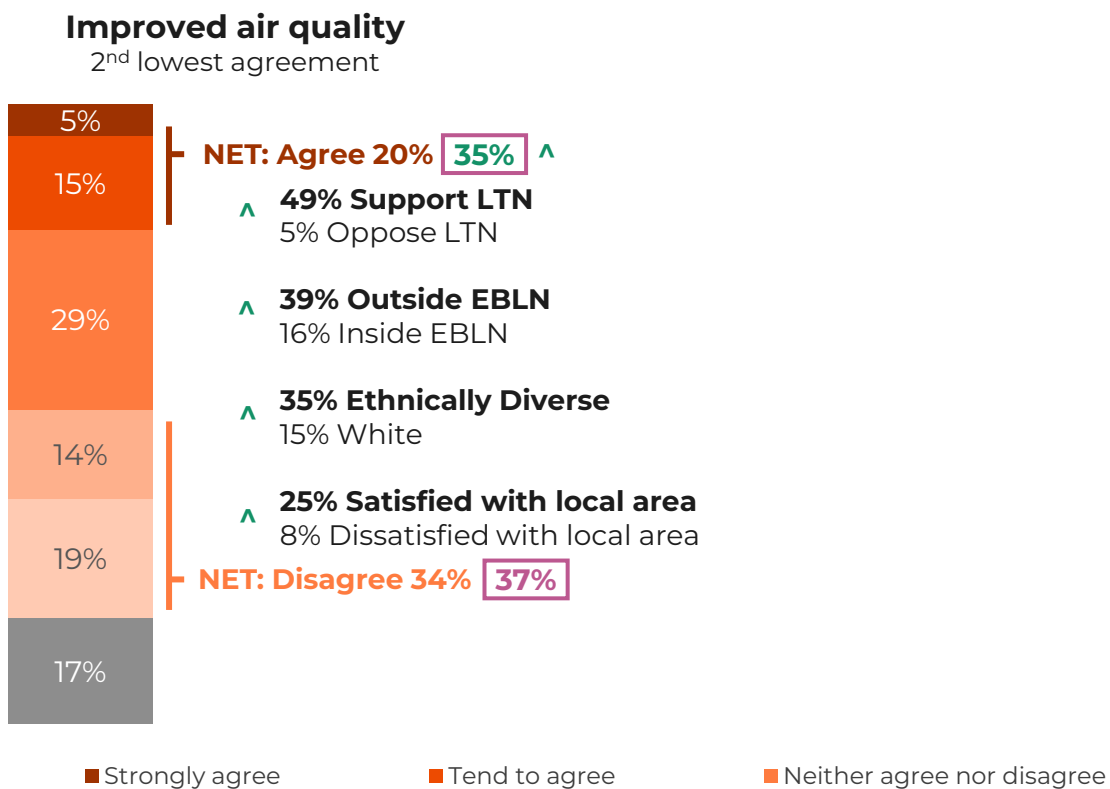
To what extent do you **agree or disagree** that the Liveable Neighbourhood changes have **successfully done each of the following in your area?**



Nearly two thirds disagree that the scheme has reduced traffic congestion

Those who are satisfied with their local area are more likely to think that the scheme has improved air quality and reduced traffic congestion

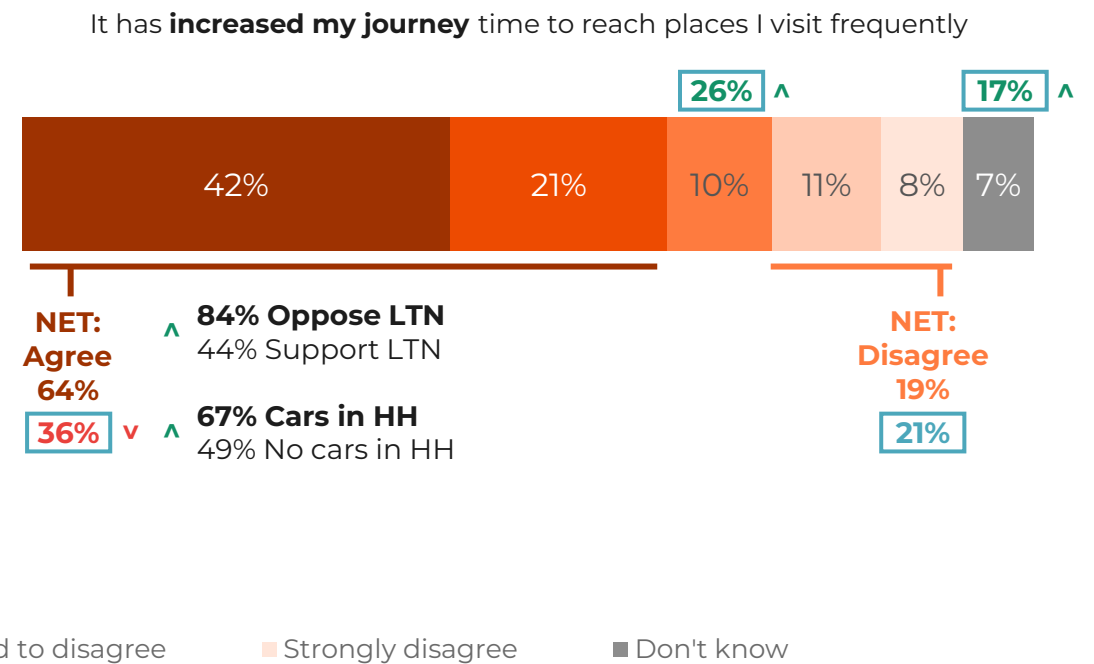
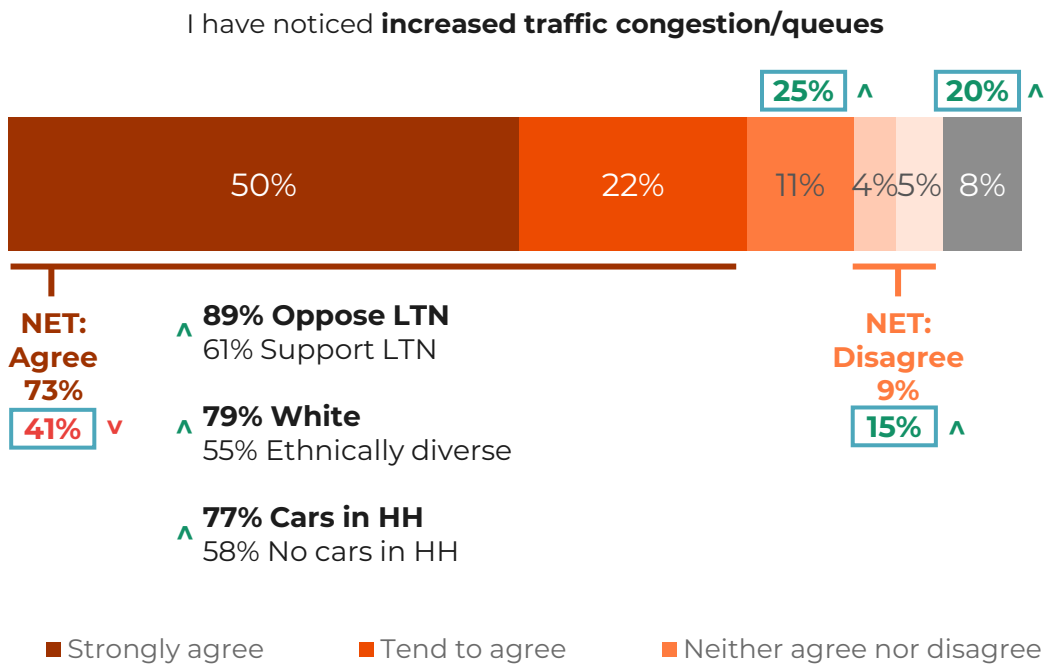
To what extent do you **agree or disagree** that the Liveable Neighbourhood changes have **successfully done each of the following in your area?**



The majority agree that the scheme has increased traffic congestion and journey times, with levels of agreement higher than the Ipsos benchmarking study

Neutral and 'don't know' responses are significantly higher in the Ipsos benchmarking study, showing that residents in East Bristol tend to be more polarised

To what extent do you **agree or disagree** with the following statements about the existing **Low Traffic Neighbourhood**?

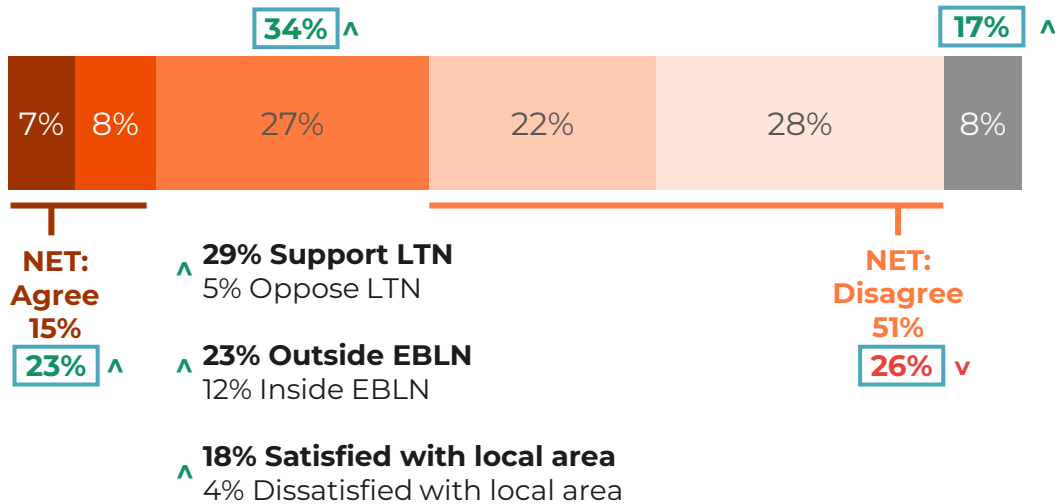


Half disagree that the scheme has made it easier to access local facilities, significantly higher than the Ipsos benchmarking study

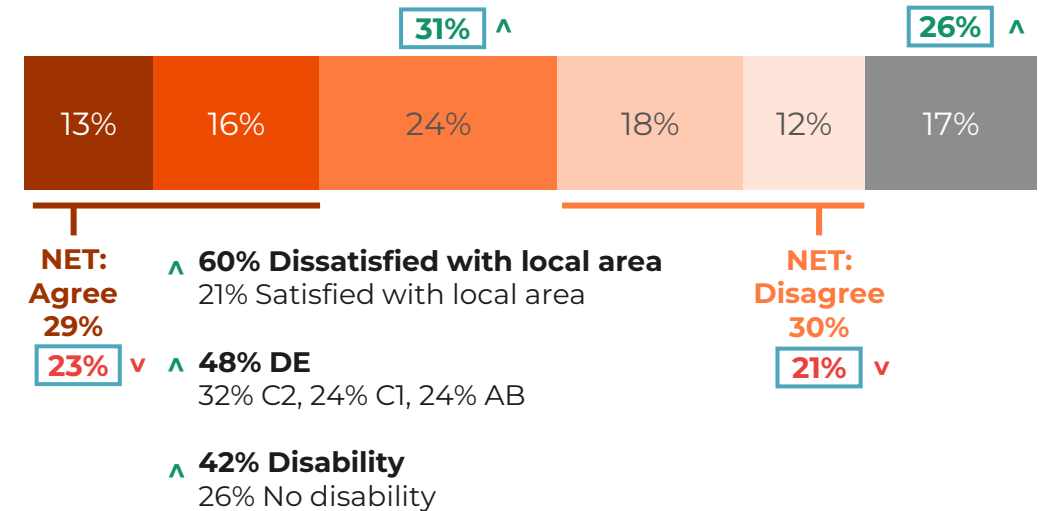
Residents are split on whether it has increased anti-social behaviour, with residents in the Ipsos benchmarking study feeling more neutral

To what extent do you **agree or disagree** with the following statements about the existing **Low Traffic Neighbourhood**?

It makes it easier for me to **access local facilities** that I need



It has **increased anti-social behaviour**, e.g. vandalism of planters

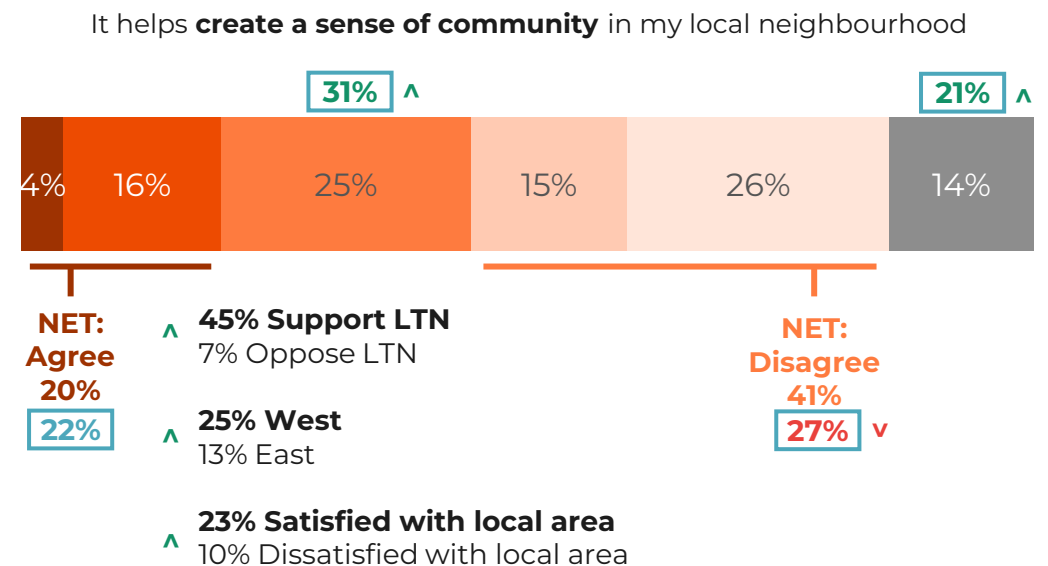
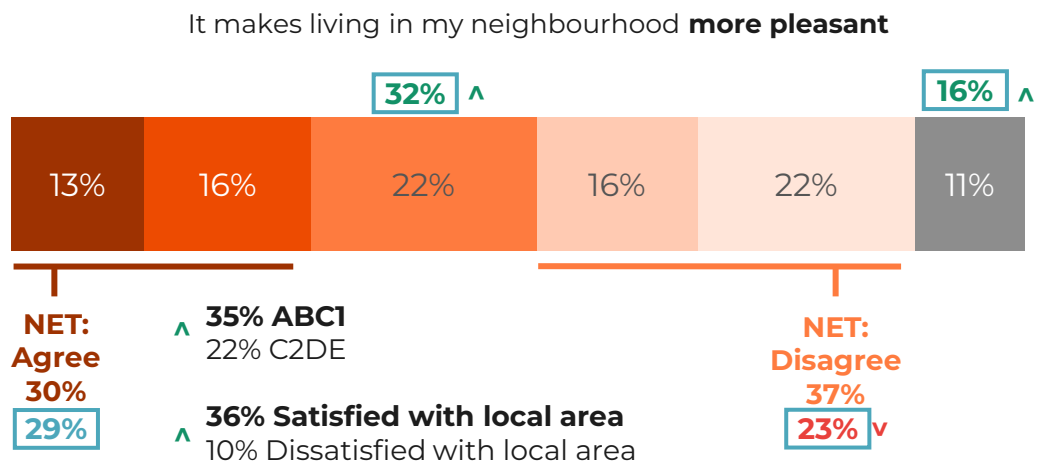


Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly disagree Don't know

Agreement with the statements that the scheme has improved their neighbourhood are in line with the Ipsos benchmarking study however disagreement is higher

The lower levels of neutral and 'don't know' responses show polarisation amongst residents in East Bristol is higher

To what extent do you **agree or disagree** with the following statements about the existing **Low Traffic Neighbourhood**?

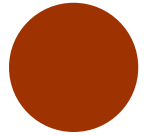


■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree ■ Don't know



Looking ahead

Looking ahead



Measurable outcomes

While this survey has explored residents' perceptions of the Liveable Neighbourhood scheme it is important to take into consideration measurable outcomes such as pollution levels and levels of active travel.

With high levels of coverage of the scheme, perceptions may be influenced by this media coverage. Measurable outcomes on things such as traffic volume could help bridge the gap between perceptions and actual impact.

The survey will allow you to know how the scheme is experienced, while measurable impacts will tell you what is actually happening. Both measures are important when evaluating the scheme.

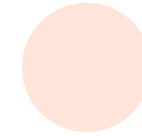


Addressing concerns

The survey has shown that the main concern of the scheme is traffic congestion. This is both seen as a serious problem by residents and is one that is not being successfully addressed by the scheme.

Measurable outcomes such as traffic volume could help dispel myths if this issue is perceived as worse than it actually is.

Addressing the congestion with targeted interventions on the route could also help, and show residents that this concern is actively being addressed.



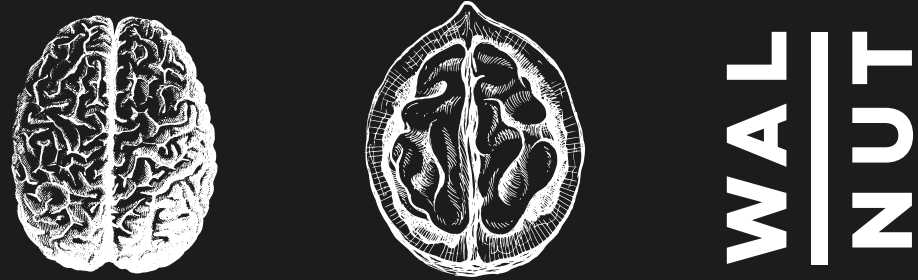
Communicating with residents

Communicating with residents effectively is key, especially given the high awareness of the scheme and polarisation amongst residents.

Make sure messaging is transparent and evidence based. Sharing measurable outcomes such as improved air quality, traffic counts or levels of active travel will demonstrate the real-world impact. Be open about where the scheme has not met goals, and what the solution is to address any issues.

Engage with residents proactively to build trust and reduce the opportunity for misinformation.

Use feedback loops to engage residents and make them feel listened to. Share results of any surveys and consultations and explain how decisions are made. Show how feedback is taken into account to make any improvements to the scheme.



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