

## Brislington Hill & Bristol Hill Appendix

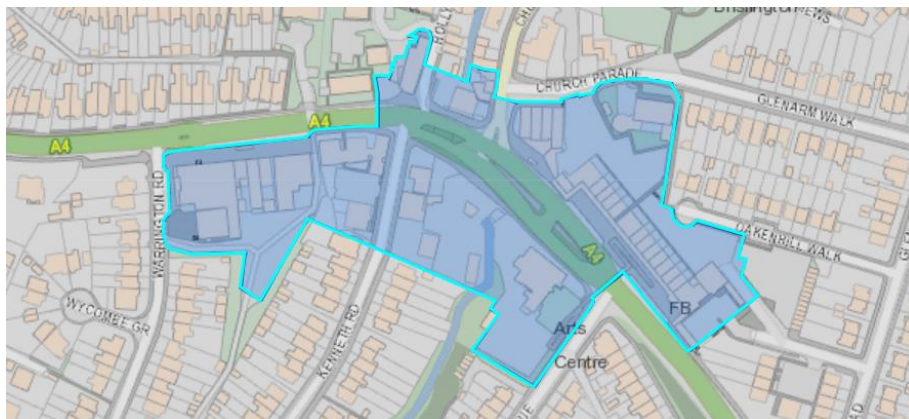
### Area overview

Located on A4 Bath Road, an important transport route, Brislington Hill has great fitness options, hair, beauty and food outlets. Adjacent to Brislington Hill is Bristol Hill, which contains a selection of mixed-retail units including hardware, a specialist motorbike shop and fast-food takeaways.

Half of the businesses surveyed recorded a decrease in footfall over the past 12 months and only half of those consulted are confident about their survival over the next 12 months. There was a mixed response as to their level of satisfaction with the high street/area, with their main areas of concern including parking issues, road noise, and poor lighting in the Concourse alleyway and to the rear of the shops, impacting the feeling of safety for staff and visitors.

40% of people visit the high street less than once a month, usually for shopping, personal services such as hairdressers/barbers and leisure, with only 29% coming more than once a week. Some people use the area as a walk-through to other shopping destinations and people commented on the poor selection of retail and that the area feels neglected and miserable, which contributes to their visits usually being less than 30 minutes. There were also a lot of complaints about the footbridge, which is generally felt to be an eyesore.

Given the large pavements outside of the shops on Brislington Hill, it is felt there is plenty of space for opportunity. New businesses continue to open on the high street, working hard to make a difference to the appearance and offering available. People are keen to see improvements to the street scene in particular more greenery or floral displays. Some people find the bridge off-putting and feel that it should be demolished or improved to make it more of a feature. It was noted that visitors and passers-by are not aware that a car park is located behind the shops on Brislington Hill. There is a strong appetite for more events in the area.



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### Engagement Feedback

We engaged with businesses and members of the public first in Autumn 2021 and again in January / February 2022 to gain further insight into issues and preferences raised during the initial engagements. This was done through a mix of face-to-face on-street engagement, on-line focus groups, and on-line surveys with a paper alternative.

The most popular options for improvements were:

- Culture/events, businesses were most interested in music events, while visitors were more interested in markets (food or mixed), closely followed by community events. The preferred day for a market was Saturday, between 9am and 1pm (trial markets took place in March & July 2022). There is a recognition that the image of the area needs to change and suggestions that reviving the historic identity of Brislington Village would provide a focus for this. While the community is aware that plans for the A4 corridor are being developed, there is an appetite for changes to the footbridge even in the meantime, perhaps through a public art commission.
- More greenery to make the pavement more appealing and to help reduce noise from traffic, and more seating. As well as floral displays managed by the traders, People felt that imaginative and mixed-use planters could make the large concourse more appealing and could help counter the noise and pollution from the A4.
- Reducing traffic pollution and noise to allow for a better shopper experience as well as improved lighting and signage advertising the free parking available (as at mid-December 2021 some of the lighting has been fixed in the Concourse alleyway and to the rear of the shops).

### **On-Street Creative Engagement (Play Disrupt)**

There is lots of opportunity and potential on Brislington Hill, great space, keen businesses, amazing traffic footfall, accessibility and free parking. The most popular intervention in Brislington was for greenery, and this was also linked with traffic sound reduction. A point of potential tension could be the need for traffic screening but without hiding shops. This would need a good design solution. The second most popular intervention was for there to be public art, incorporating the bridge, something to really stand out and brighten the grey brutalist architecture, giving the opportunity of standout placemaking. The bridge is a real feature and more could be made of it, incorporating public art to welcome people and announce the area.

There was a strong feeling that additional signage would be beneficial, particularly to indicate the free parking available. This echoed the sentiment that this precinct has a lot to offer in terms of passing footfall (albeit in cars); free parking and open space. The main issue is the noise of traffic and related concerns of safety and health. Art and greenery were often mentioned together, with planting and hanging baskets from shops an opportunity for community and businesses to come together.

Outdoor gym facilities were suggested in two different forms. There could be a link in with the gym and Stand Strong Academy, perhaps with them being custodians of machines but there were also suggestions of simple additions such as parallel bars and pull up bars in the underside of the stairs. This would work well in terms of a local identity, building out from what is there. Fitness, public art and greenery all fit and reflect the location in terms of design and style. Somewhere to sit would be welcomed but again the traffic needs consideration.

In terms of events, people would like to see things that bring people in such as markets with fresh produce and existing shops able to participate. There is a concern that it's tricky reaching young people in Brislington as there are no youth clubs, skate parks, youth friendly spaces and this should be borne in mind in developing the events programme.