

Filton Avenue Appendix

Area overview

Filton Avenue straddles both Bristol and South Gloucestershire, but this plan is looking at the part lying within the Bristol city boundary. It has a small branch of a national supermarket chain, which also hosts an ATM, a number of other shops and a lack of sit-in hospitality venues, which probably impacts the footfall. The road is well served by multiple buses that stop directly in the centre of the high street and there is a noticeable issue with delivery trucks that tend to straddle the pavement and road, impacting the flow of traffic and presenting a danger to pedestrians.

The high street serves the surrounding areas of Horfield and Lockleaze and there is a high concentration of students due to the proximity of the University of the West of England. Engagement conversations showed a sense of community spirit and an appetite for more activities in the area.

Businesses are generally satisfied with the high street and while most had noted a decrease in footfall over the last 12 months, over half are feeling confident about their prospects/survival over the next 12 months. Most of the people spoken to visit the high street to shop, to access community venues (the library), transport or were just passing through. Visits are generally less than an hour and are most often on foot. Reasons given for not visiting the high street included the lack of variety in the retail offering alongside a feeling that the area is run down and suffers from anti-social behaviour.



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, on-line surveys with a paper alternative.

The most popular options for improvements for businesses and residents alike were

- In terms of culture, events and activities, both businesses and residents called for a market, with businesses asking for a mixed market and residents for a food one.
- Community events and family fun days were also mentioned.
- Greenery, particularly trees along the high street and the provision of more seating opportunities. There are already moves to create a pocket park next to Horfield Library, which could meet some of these needs, as well as providing a venue for smaller events and a trial market.
- A general brightening up of the area was also mentioned, through a mural and possibly colourful plantings.
- Litter/recycling was a frequent concern, with dog mess and litter from street drinking and drug use the biggest issues. There were also calls for better enforcement of parking restrictions and for improvements to the pavements, where residents were concerned about uneven paving and potholes creating hazards.

The most requested addition to the area was a café as there is currently nothing available and people also commented on the lack of public toilets.

Horfield Library is recognised as a real asset and a potential hub for community activities. There was real interest in activity already going on around the library and the potential for developing this further.

On-Street Creative Engagement (Play Disrupt)

There is a huge amount of energy and passion in and for Filton Avenue. An activated space plus organisational support and a dwelling and sitting place was felt strongly to be a need here. The library is an excellent community hub, and its recent inability to run groups within it due to COVID is a loss felt by the community. One possibility would be a pop-up temporary cafe with sitting and play support. The space could be programmed with additional activity including film screening events. The green space next to the library offers an option for this, possibly providing a temporary café, seating, awning and mobile catering unit with a range of activities programmed alongside.

With a multicultural community and food offer there is a clear invite for a food market. A trial event of outdoor seating/market activating the wide pavement areas could test possibilities. There are a few vacant shops that could be explored for a community space, perhaps with a climate theme to galvanise purpose, with a range of activities and offers. Including offers for young people is important.

People do not feel Filton Avenue is attractive, a project to paint and add colour by the community (St Marks mentioned as reference) is possible. Utilise the garden and the wide pavement to showcase positive 'activity on pavement' usage. This could link in with planting and gardening which was a clear theme in the area. Painting and sustainable planting on the avenue such as pavement/wall painting to bring colour could be possible although it would be important to involve businesses and residents in the work through community painting/planting events that include already active groups.