

Shirehampton Appendix

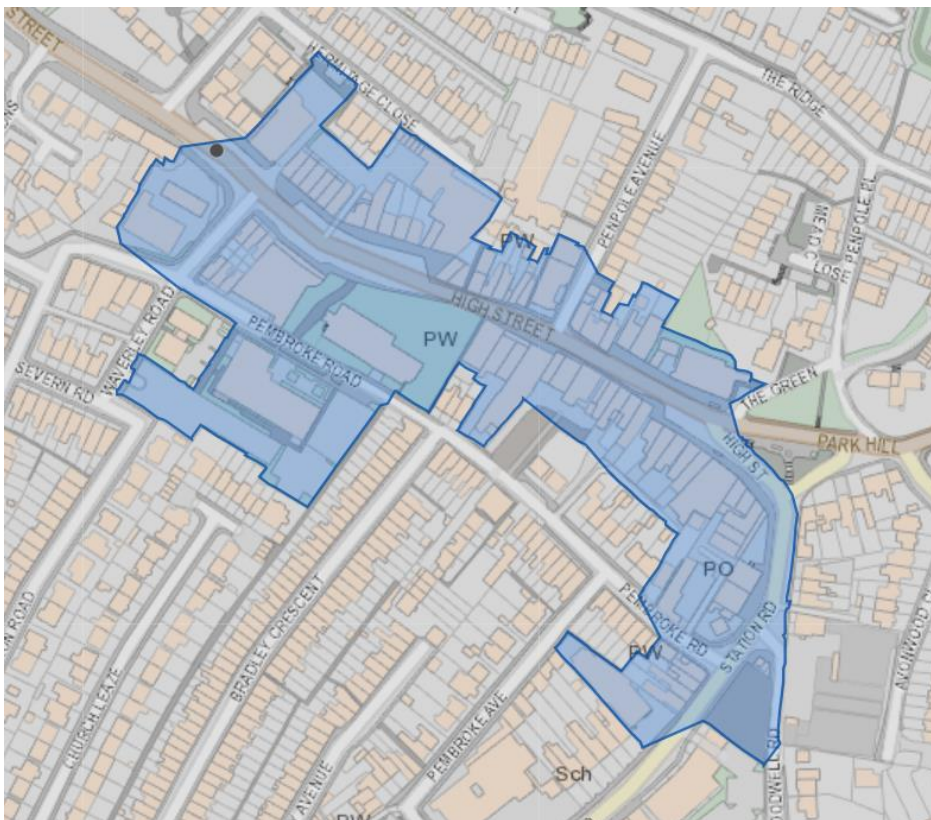


Area overview

Shirehampton High Street is relatively small and compact with a close-knit village feel to it and offers a stable suburban shopping environment serving an extensive catchment area. It has both national and independent stores, including a butchers and bakery, along with several hospitality venues.

There is a Medical Centre with a pharmacy 1 minutes' walk from the main high street, a post office, a library, a Job Centre, a Jobs, Training and Enterprise Hub, and a petrol station.

The high street is also host to community events located in the Tithe Barn and the premises of local churches (St Mary's Church of England and Shirehampton Methodist Church), as well as at the nearby public hall. There is also a well-established local community forum that supports community initiatives.



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Engagement Feedback

We engaged with businesses and members of the public in two phases: in late 2021 to identify the main priorities and then again at the beginning of 2022 to get more detailed information and ideas about these. This was done through a combination of face-to-face engagement, on-line focus groups and on-line surveys with a paper alternative.

Over half the businesses on the high street have experienced a decrease in footfall over the past 12 months and fewer than half are feeling confident about their prospects over the next 12 months. Levels of general satisfaction with the high street are also relatively low, with only 16% of businesses saying they were satisfied.

Most people (75%) visit the street to shop, coming more than once a week and many coming on foot although there is also a lot of passing trade. The main reasons given for not visiting the high street were the lack of variety in retail units and the general appearance of the area. Businesses and residents alike would like to see additional shops and services on the high street, suggestions included: greengrocer, more independent shops, clothing and footwear, zero waste / scoop shop and another supermarket to compete with Coop

People who suggested other improvements mostly commented around traffic calming measures and parking improvements. While there is a free carpark adjacent to the high street, signage is poor so that people do not always know it is there. There was some concern about cars parking on double yellow lines and due to narrow roads, sometimes on pavements.

The most popular options for improvements were:

- Culture & events, there is an appetite for building on the successful monthly market in the area (first Thursday in the Tithe Barn) and an encouraging number of people said that they would be interested in volunteering there.
- Seasonal events and festivals, potentially with a temporary road closure, to bring the community together increase footfall for local traders and enhance the village identity.
- More greenery, including floral displays, with interest in flower boxes and seasonal planting.

On-Street Creative Engagement (Play Disrupt)

Participants in the engagement sessions were enthusiastic about increasing the community activities and feel in the village, with a strong feeling that Shirehampton has lots of potential. A culture and events programme would need to cater for older people, families and young people.

A workshop was delivered at Shirehampton Market at the Tithe Barn. People felt fortunate to have the Shirehampton Market and the variety of traders it brings with it. The organisers of the market (SCAF) expressed difficulty in finding people to volunteer/help with markets and village activities. The market was well attended with a good variety of local makers and produce, with good footfall despite bad weather. Possibility of expanding the market onto the street, including fresh produce, local businesses, activities and road closure.

There were a variety of suggestions for activities in Shirehampton. Community pop-up and creative activities were popular as a way of bringing the community together and using vacant properties. Pop-up trials are taking place on the high street, supported by Woods Family Butchers.

People are keen to take part and contribute to community life, but some residents don't seem to know what is currently available in the community or be aware of spaces such as The Public Hall. There was a feeling that activities don't often lend themselves to attendance by people who are working, with calls for activities at weekends and evenings, and for younger people who are moving to Shirehampton.

Greenery, planting and seating are desired. Intergenerational planting and growing projects (garden space at the Public Hall) was a popular suggestion and felt to be fairly straightforward to put into action.

People would like to see meanwhile use of empty shop units for pop up businesses and activities and a general tidy up of the high street. A suggestion was made to explore the use of the paved area outside and to the side of Ruby Jeans with the landlord (owned by Shirehampton Village cafe).

There was a desire for a road closure and testing of community activities, playing out and markets. People also requested activities and space for youth. Ideas included a programme of artist led activities during the summer and a street party or event which is well marketed to bring people together and encourage future activity and active community. This could inspire and lead to future programming and activity.