



Brislington Hill and Bristol Hill – high street engagement and plans

Area overview

Brislington Hill is located on the A4 Bath Road, an important transport route in and out of the area. It has a mix of businesses including gyms and fitness options, hair and beauty, and food outlets. Bristol Hill is located right next to Brislington Hill, where you can find a selection of mixed-retail units including hardware, a specialist motorbike shop and fast-food takeaways.

Half of businesses surveyed in the area 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.

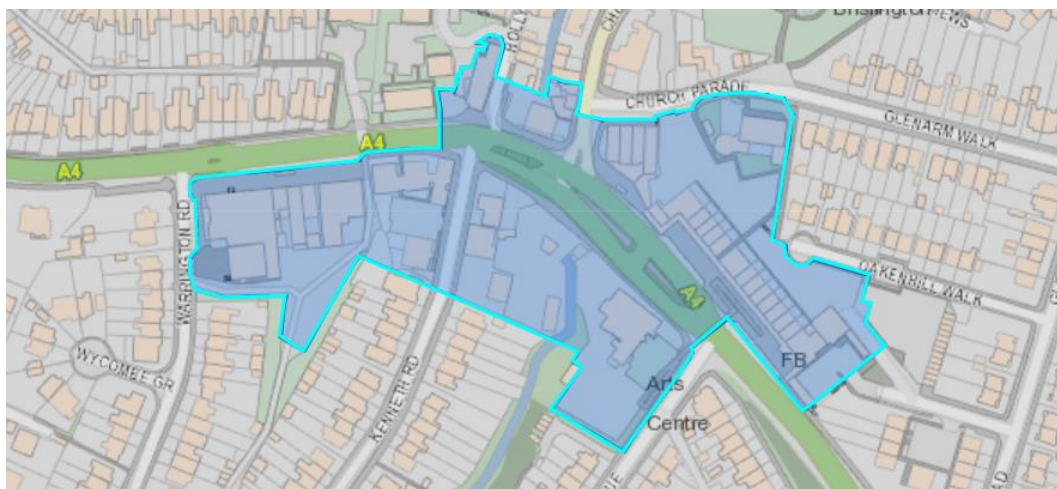
A mixed level of satisfaction was recorded with the area. The main areas of concern include parking issues, road noise, and poor lighting in the Concourse alleyway and to the rear of the shops impacting the feeling of safety for staff and visitors.

40% of people surveyed visit the high street less than once a month, usually for shopping, personal services such as going to a hairdressers or barbers, and for leisure. Only 29% visited more than once a week. The area is used by some people as a walk-through to other shopping destinations.

Comments were made on the poor selection of retail outlets and that the area feels neglected and miserable, which contributes to their visits to the high street usually being less than 30 minutes.

The footbridge was generally felt to be an eyesore. It doesn't make the area visually appealing and possibly puts people off from visiting the area. People suggested it should either be demolished or improved to make it more of a feature.

New businesses continue to open on the high street, working hard to make a difference to the appearance and range of shops available. Given the large pavements outside of the shops on Brislington Hill, it is felt there is plenty of space for opportunity. People are keen to see improvements to the street scene in particular more greenery or floral displays.



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Engagement Feedback

We engaged with businesses and members of the public first in Autumn 2021 and again in January and 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 adding 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.

Other concerns shared by businesses and residents included a better variety of shops and reducing traffic pollution and noise to allow for a better shopper experience as well as better 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). Additional services or shops suggested for the area included a post office and convenience store.

Regarding culture and events, businesses were most interested in music events, while visitors were more interested in markets (food or mixed), closely followed by community events.

To date two trials market have been delivered, and while it was generally felt that the concourse is not an appropriate venue for larger events there is interest in linking up with other spaces in the neighbourhood, particularly St Luke's Church and Victory Park.

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 project.

High street plans

Issues and Opportunities	Proposed Action
Need to support businesses and organisations	Business Development Officers to provide support, information and signposting
	Promote the area and its offer using a variety of channels, including www.wheresittobristol.com and @shoplocalbris social channels including Facebook, Twitter, Instagram
Attracting new and desirable shops and services	Monitor property vacancies to identify opportunities and promote the vacant property grant scheme to potential occupiers
Improve appearance of properties. However, whilst on Brislington Hill the Council is the freeholder, the properties are on a long lease to a private company	Contact leaseholders and landlords to request information on any planned renovations or improvement to appearance of properties
	Explore long-term solutions for the regeneration of the area
Transport - Has a free public car park behind shops on Brislington Hill, this could be better signposted/advertised	Identify appropriate locations for and install better/additional signage advertising the car park
	Work with businesses and shoppers to promote sustainable travel options
Desire for more greenery to improve environment and counter A4 pollution and noise	Identify appropriate greenery and specific locations for placement and initial designs produced
	Work with local residents and organisations to develop a group for maintenance of greenery/plants
	Install new greenery/plants
Provide more seating options for shoppers and passers by	Identify appropriate and specific locations for placement of seating and initial designs produced, including integration with planters
	Install seating
Desire for more community events/projects to bring people together and increase footfall to local traders	Commission/grant fund organisations to deliver events/projects, including family fun days and community events and artwork
	Explore use of green infrastructure or street scene to create a flexible space where events can happen, to include screening from road
	Explore possibilities of using footbridge as a potential canvas/site for green infrastructure, artwork, sound installation
Interest in regular market - food or mixed	Support the delivery of a trial market

	Explore options for delivery of future markets building upon lessons learnt form trial market
Busy road (A4 corridor) with high levels of traffic and pollution	Engage with A4 corridor project to maximise public realm improvements