



Action plan – Filwood Broadway

Area overview

Filwood has an active community with a positive and creative spirit. Filwood Broadway high street is located in Filwood an area in the south of Bristol that is currently undergoing major changes with new developments planned.

The high street includes a small green and a two-way road with ground floor retail units and residential units above on both sides. One unit has recently reopened after being closed for a significant amount of time, following a fire. Several units appear to be closed or vacant, however, these are being used for storage.

The high street has an overall feeling of being run down and this is reflected in the large number of comments from both businesses and residents about the generally tired and run-down appearance and issues with anti-social behaviour.

Filwood has a library, an active Community Centre hosting various events and groups and a popular market, held on the first Saturday of the month, that has been running since September 2019.

The council is working with the Filwood Broadway Working Group, a partnership that includes a range of local organisations including Knowle West resident representation, Knowle West Regeneration Residents Planning Group members, Knowle West Alliance members, local Councillors and stakeholders concerned with the future development on and around Filwood Broadway.

A large amount of development is planned for Filwood in the coming years, which will present both opportunities and issues. Any action to reinvigorate the high street should be aligned with and complement other projects and initiatives in development.



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Engagement Feedback

We engaged with businesses and members of the public in two phases: first in late 2021 to identify issues and priorities and then again in January and February 2022 to gather more in-depth ideas and suggestions relating to these. This was done through a combination of face-to-face engagement, on-line focus groups and on-line surveys with a paper alternative.

Businesses were overwhelmingly dissatisfied with Filwood Broadway and half of those surveyed recorded a decrease in footfall over the past 12 months. Confidence about the next 12 months was also limited, with several businesses expecting a fall in sales.

Comments from residents reflected the businesses' concerns, saying that the retail offer is limited, the area looks and feels derelict and depressing and the area feels unsafe. Residents also feel intimidated by anti-social behaviour from young people. There are strong feelings that the area is forgotten and only seen as an opportunity for new housing. Concerns have been raised that the cinema site will be demolished, and new developments will not provide enough services and amenities for existing and new residents.

There is a sense that the first priority is to increase the retail offering if more people are to be drawn to the high street. The top three suggestions include adding a greengrocer's, a butcher's and a supermarket or convenience store (although this would need to consider the existing offer). Other suggestions included a café, co-working/hot-desking facilities, activities for young people, and uses that would increase activity in evenings/night-time. People want to see more of the units currently being used as storage opened as retail units to create a better shopper experience.

When asked what would most improve the high street, responses from both businesses and residents were similar: improving the children's play area, adding greenery, and bringing more events into the area and there were many suggestions as to how this could be done.

Suggestions for improving the general appearance of the area included refreshing the shop fronts and shutters through a public art project so that the area becomes fresher and more colourful. In terms of greenery options, the most popular were street trees and hanging baskets, although there was concern about how to protect these from vandalism. Tackling anti-social behaviour was a major concern and this was linked to the provision of activities for young people. Litter was also a major concern and there was a call for more bins and recycling facilities.

In terms of events, there is real interest in seeing the already successful monthly market expanded, and people would also like to see a range of community events and family fun days that would help bring the community together. Frequent suggestions included events based around major festivals and also ones focused on particular skills and activities such as cooking and food.

People see a lot of potential in the area but feel that it has been neglected from a lack of investment. There is an opportunity for the various initiatives and developments planned for the area to be linked up better and take account of the interests of the existing community, who should be involved in the planning and implementation of any changes.

High street plans

Issues and Opportunities	Proposed Action
Need to support businesses and organisations	Business Development Officers to provide information, signposting and support
	Provide information to businesses on how to improve the appearance of their windows/frontages
	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 to the vacant property units.	Monitor property vacancies to identify opportunities and promote the vacant property grant scheme to potential occupiers
Improve general appearance of the high street including reducing or improving the appearance of shuttered shop units and the amount of litter/dog fouling	Engage with businesses to open units that are currently out of use and work towards getting the shutters up
	Explore possibility for art on shutters where these will remain closed
	Install more litter/recycling bins, including provision for dog waste
	Focused public education campaign around litter/recycling/dog fouling, working with Bristol Waste and enforcement teams
	Identify appropriate greenery and specific locations for placement on high street
	Work with local residents and organisations to develop a group for maintenance of greenery/plants
Integrate Public Art /realm scheme	Install new greenery/plants
Possible closure of one carriageway for market/events.	Work with other initiative/developments under way to maximise coordination and benefit for the high street
Playground on the square requires improvement	Work with other developments and BCC initiatives to explore this proposal
	Involve local children and parents in designing improvements
Interest in expanding existing community market	Incorporate seating and possible shelter into new playground design
	Engage with local market to assist with promotion and offer support for growth plans
Desire for more local events to bring the community together and offer new experiences	Engage with local groups and organisations to create a programme of local events and activities
Concern about anti-social behaviour	Engage with local officers to establish current presence and highlight local resident & business concerns
	Encourage education campaign to change attitudes towards young people 'hanging out'