



Shirehampton – high street engagement and plans

Area overview

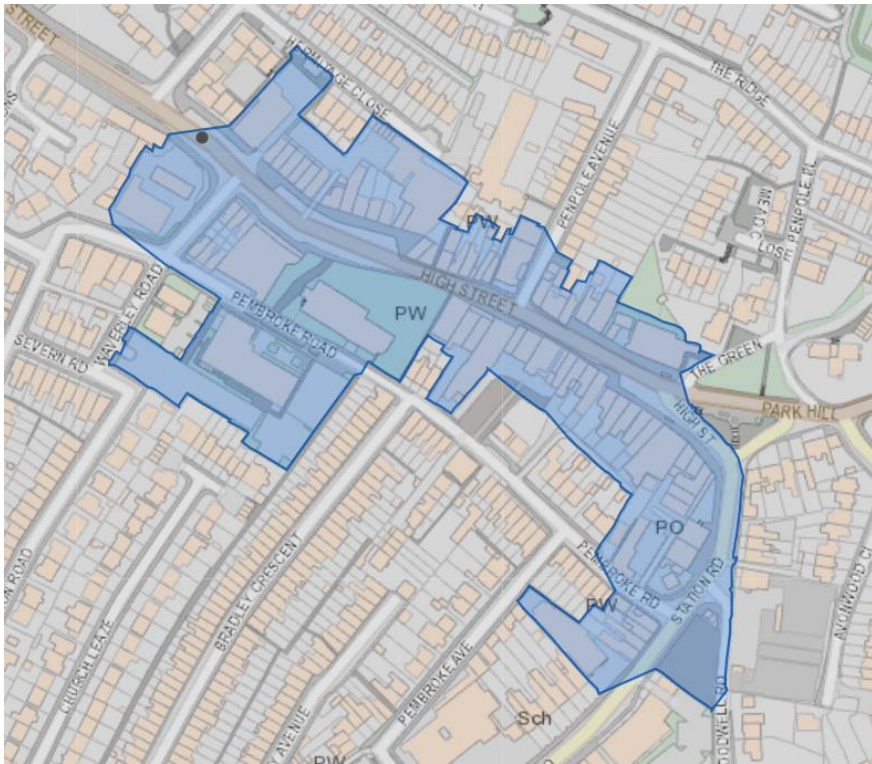
Shirehampton High Street is relatively small and compact with a close-knit village feel. It has both national and independent stores, including a butcher, bakery and several hospitality venues, providing a stable suburban shopping environment serving an extensive catchment area.

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

The high street is 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.

The established Shirehampton market runs on the first Thursday of every month, at the Tithe Barn in the High Street. There are also three seasonal community fayres at the Public Hall in Shirehampton - Spring, Summer, Autumn. All events are free to enter. Shirehampton Markets is a non-profit community organisation run by volunteers and is part of Shirehampton Community Action Forum (SCAF).





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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 in January and February 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 / variety of retail
- Clothing and footwear
- Zero waste / scoop shop
- Another supermarket to compete with Coop

For both businesses and residents, the improvements they would most like to see made on the high street were greenery/floral displays, with interest in flower boxes and seasonal planting. There have already been some moves by local organisations to install planters but they have met with issues around permissions and insurance that have been discouraging. Litter was also a common issue and there is a need for more bins for both general litter and for dog waste. There were also frequent complaints about fly tipping in the surrounding area.

In terms of 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. People were also interested in 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.

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.

High street plans

Issues and Opportunities	Proposed Action
Need to support businesses and organisations	Business Development Officers to provide information, signposting and support
	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

Desire for more greenery/seasonal planting	Identify appropriate greenery and specific locations for placement and initial designs produced. Consult with Sustrans on planned changes as part of the PCRF funding
	Work with local organisations to support maintenance of greenery/plants
	Install new greenery/plants
General litter, including dog fouling a concern	Focused public education campaign around litter/recycling/dog fouling, working with Bristol Waste and enforcement teams
Illegal parking causes obstructions	Explore possible solutions – education and enforcement
	Work with businesses and shoppers to promote sustainable travel options
Popular market already running, opportunity for its growth	Support existing market to develop and grow, including more marketing/promotion and identifying ownership of pavement neighbouring the Tithe Barn to gain consent for expansion
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, artwork and trails