



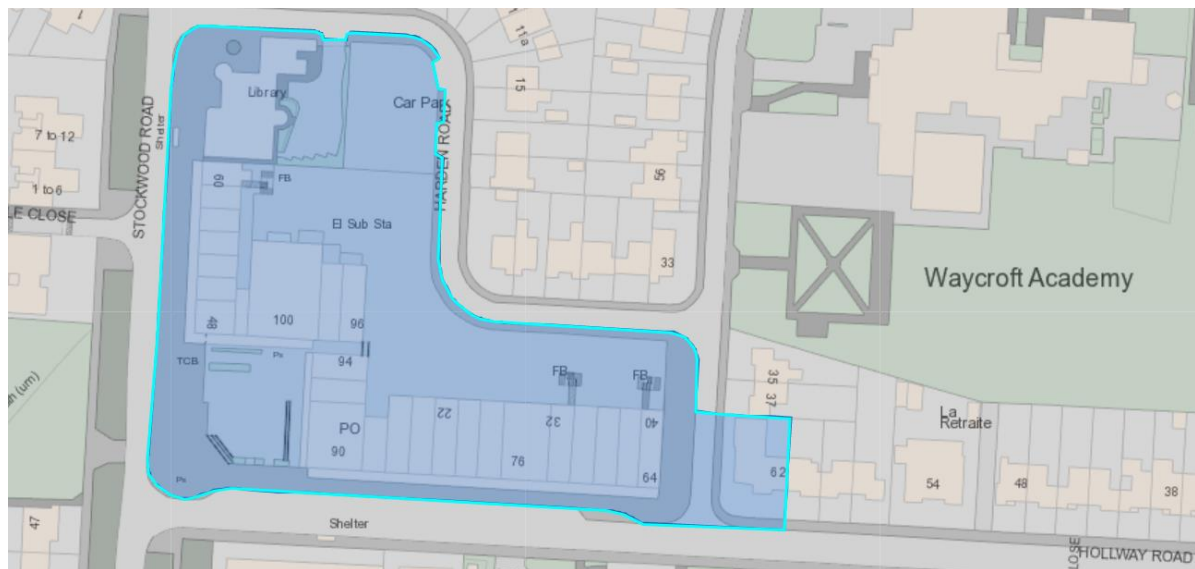
Stockwood – high street engagement and plans

Area overview

Stockwood Road/Hollway Road is made up from a shopping precinct, a large carpark to the rear, a library, a paved square to the front, a doctor, dentist, school and care home. The ground floor of the precinct contains retail units with single-storey residential above on one side (Hollway Road).

There is a reasonable range of retail and service outlets, including a supermarket, a convenience store, a café and a barber, although people said they would still like to see a wider range of both shops and services on offer.

The area is generally seen as tired and run down but it is seen to have potential with the advantage of both a car park and a large open area, which could host events and be used for additional seating. In both cases, however, there are issues with uneven paving in the central square due to tree roots, unsafe car park surface to the rear of the shops (which is in private ownership) and some complaints about anti-social behaviour.





Engagement

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 on-street engagement, on-line focus groups and on-line surveys with a paper alternative.

Most people come to the high street on foot (53%) or by car (37%) and do so several times a week, underlining the street's role as a local centre.

Businesses generally reported a decline in footfall over the last year and fewer than half feel confident about the next 12 months. They would like to see more seating, as well as improvements to the public space and to the car park.

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The area was described as tired and dilapidated yet sociable with a good variety of retail, however, both residents and businesses would like to see additional shops and services. Suggestions included a bakery, butchers, bank, a gym, clothing, greengrocers, craft/haberdashery, fishmongers, vets, discount stores, bar and opticians, as well as community/learning facilities.

In most conversations about Stockwood, we consistently hear that the pavements need repaving due to tree roots, which makes this area difficult to use, particularly for people with mobility issues.

For customers, more greenery was the most popular option for improvement, together with improving the pavements and car parks and the general appearance of the area. Concerns about the carpark are made more complicated as it is privately owned.

While there are already trees, people would like to see additional colourful planting to make the area seem more attractive, as well as more seating options.

Litter issues were largely seen as due to a lack of bins and there were also concerns about dog fouling.

The community is very keen for more activities and events to happen in the area, especially a market making use of the square. People would also like to see more provision for children's and youth activities and for events that will bring the community together and increase the sense of pride and belonging in the area.

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
Improve appearance of current properties, however these are in private ownership, not within the control of the Council	Contact private landlords to request information on any planned renovations or improvement to appearance of properties
	Explore long-term solutions for the regeneration of the area
Condition of carpark a concern for shoppers. Car park is in private ownership, so not within the control of the Council	Contact the owner of the carpark to highlight health and safety concerns and discuss future improvement plans
Established trees causing uneven pavements/square and trip hazards	Repave the square and part of Stockwood Road
Desire for more colourful seasonal planting	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
People want more seating options but stress the need for durability	Identify appropriate and specific locations for placement of seating and initial designs produced
	Install new seating
General litter and dog waste a concern	Install more litter /dog waste bins
Desire for more community events/projects to bring people together and increase footfall to local traders	Commission/grant fund organisations to deliver events including activities for children, seasonal events. Need to take into account paving works that may impact availability of space to deliver events
Interest in regular market to showcase local producers and crafts/artists	Explore options for delivery of a market