



Two Mile Hill – high street engagement and plans

Area overview

Two Mile Hill Road sits on the border between Bristol City Council and South Gloucestershire Council and forms the western part of Kingswood Town Centre. It has historically been seen as a run through between Church Road and Kingswood, with mainly locals visiting or using the high street.

Most businesses on the high street are small independents, including some specialist retailers, and a high number of hospitality outlets.

While two thirds of businesses surveyed recorded a decrease in footfall over the past 12 months, the majority are feeling confident about their survival over the next 12 months even though some do anticipate a decrease in footfall.

Two thirds of people spoken to come to the high street to shop, often a few times a week. People visiting the high street predominantly come on foot and spend up to 60 minutes there.

Both the local people and businesses commented that the area had a general feeling of being dull and grey and needed a boost of colour and vibrancy, as well as more variety in the retail and hospitality offer, which would attract more people to the high street and the amount of time spent there.



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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 at the start of 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.

Most conversations with local people highlighted the same as recorded in the online survey with some commenting that the area had a general feeling of being dull and grey and needing a boost of colour. Greenery would be welcomed, especially hanging baskets that would not encroach on the pavement. Restoring and redecorating shop fronts would also add more colour and vibrancy to the area. Litter is an issue, but it was felt that this was largely a matter of needing more bins, particularly near takeaways.

Approximately two thirds of businesses surveyed would like to see more shops and services added to the high street with some suggesting more restaurants, but also a variety in the retail offering be included. There is already a good range of retailers and any new businesses will have to bear in mind the proximity of the much larger Kingswood High street.

In terms of events, people would welcome a Saturday market and also suggested that community events to bring people together and celebrate the diversity of the area would be welcome, especially if they brought an element of fun and could contribute to traffic calming as the road is a busy one. There are a number of community venues on the street that could host events.

It was noted that the area faces a challenge becoming a destination as it has historically been seen as a run through to Church Road and Kingswood, with mainly locals visiting or using the high street. Many people see it as intrinsically linked with Kingswood High Street and do not recognise the division between the two local authorities, Bristol and South Gloucestershire. Concerns were also raised that if Kingswood shopping area was completely pedestrianised, how this would impact the traffic flow through Two Mile Hill.

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
Area generally felt to be grey with too much concrete, add greenery	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
Litter is an issue particularly near takeaways	Install additional litter bins in identified trouble spots
Targeted events could increase a sense of community and increase footfall to local traders	Commission/grant fund organisations to deliver activities and events including family fun days, artwork, and community events
Interest in regular market either mixed or specialised e.g. crafts/artists/flea	Explore options for delivery of a market
Concern about people abandoning e-scooters carelessly	Liaise with relevant organisations to discuss scooter management and possibility of fixed scooter parking bay