

Consultation and Engagement



South Bristol Youth Zone Consultation

Consultation Report FINAL

24 February 2022

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1 South Bristol Youth Zone

The proposed £8.4 million South Bristol Youth Zone is a collaboration with delivery partners OnSide, and local charity and provider, Youth Moves.

Youth Zones can be found across the UK and are affordable, high quality spaces for children and young people (CYP) aged 8 to 19, or up to 25 for those with special educational needs and disabilities (SEND).

Youth Zones give children and young people somewhere to go, inspiring things to do and supportive people to talk to. They can get involved in a wide range of activities, develop new skills and can socialise with other young people from Bristol in a safe and accessible environment.

The development of a South Bristol Youth Zone was a manifesto pledge by the administration to improve the offer of youth provision in the south of the city. This development links to the [Belonging Strategy](#), which puts children and young people at the heart of Bristol's recovery from the pandemic by gaining the support and skills they need as they grow up to thrive and prosper in adulthood.

Features of a Youth Zone:

- Up to 250 young people can attend each Youth Zone every evening
- Dedicated youth workers help young people to look after their mental health and develop the skills they need for the future
- They are neutral, empowering, safe places for young people to socialise with peers and adult role models
- Young people have access to world class facilities such as a four-court sports hall and climbing wall
- Buildings and activities are open to all young people
- Iconic, inspiring buildings show the community the value of young people
- Just 50p per visit, £1 for a nutritious hot meal, £5 annual membership
- Inspiring individual and group activities, including boxing, martial arts, cookery and dance
- Career and mentoring schemes

The South Bristol Youth Zone would be a space to build community relationships and to bring children and young people together who may not usually meet.

From Southville to Filwood, Hartcliffe and Withywood to Windmill Hill, we want this to be an

accessible and welcoming place for young people in the area.

The South Bristol Youth Zone would sit alongside other regeneration projects for the area including youth services, housing, employment, public transport and walking and cycling routes. These will support growth in the economy in the south of our city and provide opportunities for future generations of south Bristolians to live, work and thrive.

Proposed location of the Youth Zone

Bristol City Council and OnSide carried out an extensive selection process to determine the best site for the Youth Zone, including looking at brownfield site options. The proposed site behind Inns Court and by Hengrove Way roundabout was selected as the most feasible and which best supports the aims of the Youth Zone. The site sits on the boundaries of four south Bristol wards: Filwood, Hartcliffe and Withywood, Hengrove and Whitchurch Park and Bishopsworth, making it a neutral, accessible, and welcoming location for all surrounding communities.

Figure 1: Map of Bristol with proposed Youth Zone site location

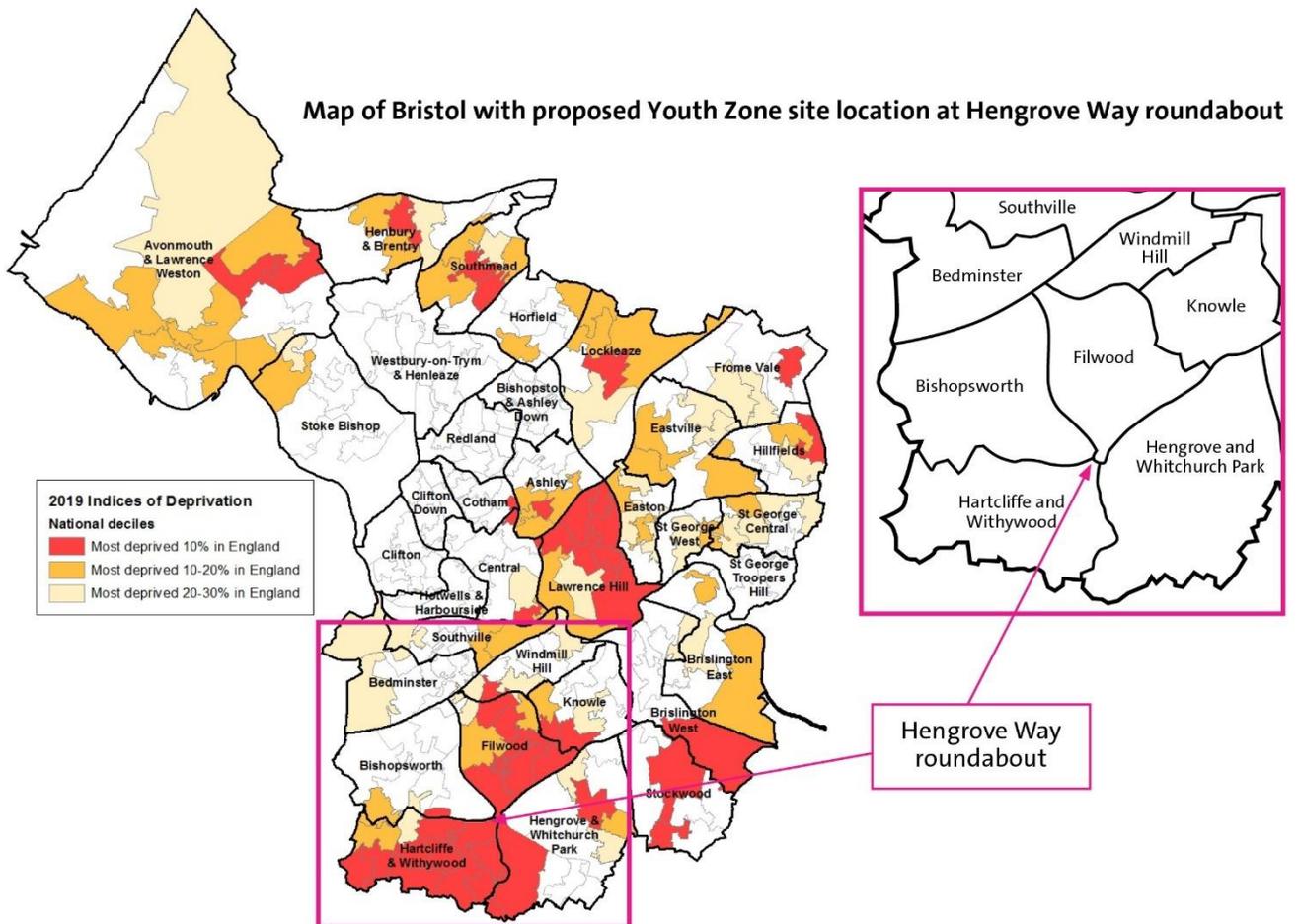
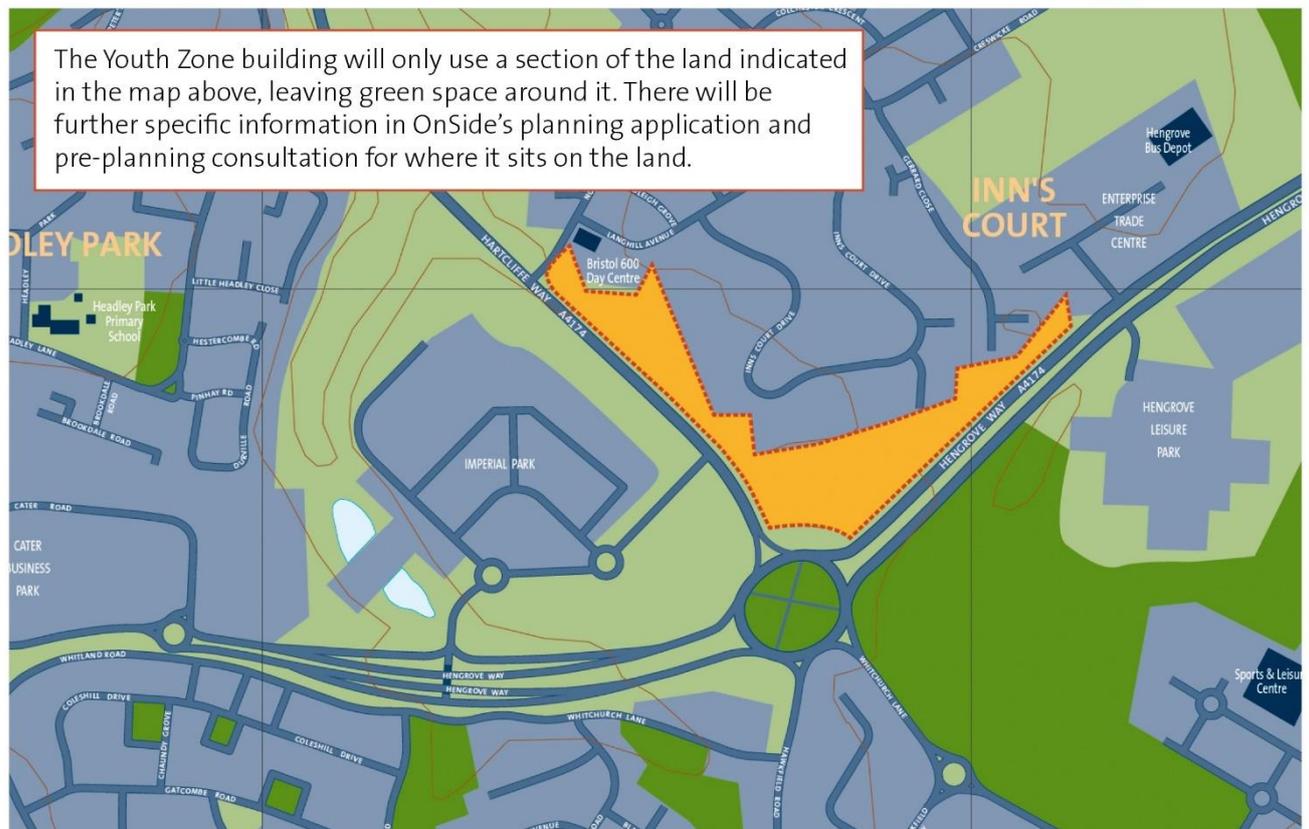


Figure 2: Map of the proposed site location at Hengrove roundabout

Map of the proposed site location at Hengrove roundabout

 Proposed site



The South Bristol Youth Zone consultation

The South Bristol Youth Zone consultation took place between 16 November 2021 and 2 January 2022 and sought views from the public on the proposed South Bristol Youth Zone.

The South Bristol Youth Zone consultation sought feedback on the following.

- Proposal for a Youth Zone to be built in South Bristol
- Proposed location of the Youth Zone
- Respondents' reasons for disagreeing with the proposal to build a Youth Zone in South Bristol or the proposed location.
- Ideas and suggestions for how young people can travel to and from the site safely.

The South Bristol Youth Zone consultation comprised information about the proposal to build a Youth Zone in South Bristol and an online survey. Paper copies of the survey were available on request. Alternative accessible formats, including language translations, were available on request.

The consultation was widely publicised through media, social media and communications with the public and other stakeholders, as described in section 2.2.

Scope and use of this report

This report describes the methodology and presents the outcome of the South Bristol Youth Zone consultation. It includes quantitative data and analysis of free text comments from the consultation survey responses.

This consultation report does not contain the council's recommendations for the proposals for a South Bristol Youth Zone, nor an assessment of the feasibility of any of the suggestions received. The consultation feedback in this report is taken into consideration by officers in developing final proposals for the South Bristol Youth Zone.

2 Methodology

2.1 Survey

2.1.1 Online survey

The South Bristol Youth Zone consultation survey was available on the council's Consultation and Engagement Hub (bristol.gov.uk/consultationhub) between 16 November 2021 and 2 January 2022.

Survey information

The survey contained the following information as context for the survey questions.

- An explanation of what a Youth Zone is and what features it will have
- Details of the proposed location of the Youth Zone

Survey questions

The survey questions sought respondents' views on the following.

- The proposal to build a Youth Zone in South Bristol.
- The proposed location of the Youth Zone in South Bristol.
- Respondents' reasons if they disagreed with the proposal to build a Youth Zone in South Bristol and/or the proposed location, and any alternative suggestions.
- Respondents' suggestions for how young people can travel to and from the site safely.
- Any further comments on the Youth Zone.

The 'About you' section requested information which helps the council to check if the responses are representative of people across the city who may have different needs.

- Respondents' postcode – this identifies if any parts of the city are under-represented in responding to the consultation and it can show if people from more deprived areas of the city have different views compared to people living in less deprived areas.

- Equalities monitoring information – this enables the council to check if people with specific protected characteristics under the Equality Act 2010 are under-represented in the responses.

Respondents could choose to answer some or all questions in any order and save and return to the survey later.

2.1.2 Alternative formats

Paper copies and alternative formats (Easy Read, braille, large print, audio, British Sign Language (BSL) and translation to other languages) were available on request.

2.2 Publicity and briefings

2.2.1 Objective

The following programme of activity was carried out to publicise and explain the Youth Zone consultation. The primary objective was to raise awareness of the project and allow stakeholders the opportunity to comment on the location of the proposed Youth Zone.

To achieve this, information was shared across a wide range of channels, reaching as broad a range of audiences as possible to maximise response rates.

2.2.2 Bristol City Council channels

Online and paper versions of the consultation document were shared via the following council and partner channels and networks:

- Headteachers' newsletter bulletin
- 50 paper copies in Central library
- Paper copies were available from Children's Services upon request
- 50 paper copies delivered to Youth Moves
- 50 paper copies delivered to Inns Court Resident Group
- School sports hall sites, leisure centres and swimming pools in South Bristol were contacted via email with a digital copy of the consultation and a digital copy of the promotional poster

2.2.3 Internal communications

Messages announcing the launch of the public consultation were sent to the following internal stakeholders:

- Cabinet
- Elected councillors who were provided with a digital engagement pack, which included assets for social media and newsletter content, to share with their contacts.

2.2.4 Letters

Letters were delivered to residents and sports clubs in the community at the start of the consultation:

- 713 letters to the residents of Inns Court
- 6,000 letters to residents of the wider community
- 67 letters to sports clubs in the community (an A4 promotional poster was included with each letter)

2.2.5 Media engagement

A press release was distributed to media contacts on 17 November 2021 outlining the consultation.

2.2.6 Social Media – posts, outreach and advertising

Regular posts on Bristol City Council’s social media channels (Twitter, Facebook, Next Door) were made for the duration of the consultation. These organic posts had a potential reach of 2 million people resulting in 205 survey link clicks.

Paid for Facebook advertising was also employed. An advertisement ran from 20 December 2021 until 2 January 2022 and was targeted at those living within 3 kilometres of Inns Court, aged 18-40. The advert reached 5,762 people and generated 67 link clicks.

2.2.7 Other methods

The following other methods were used to publicise the consultation:

- Project partners were provided with a digital engagement pack, which included assets for social media and newsletter content, to share with their contacts
- Drop-ins to local primary & secondary schools by area youth workers
- Targeted flyposting of 30 Laminated posters for community notice boards in South Bristol
- Families in Focus Bulletin (December edition)
- Head Teacher Update

3 South Bristol Youth Zone consultation - Key findings

3.1 Response rate

The South Bristol Youth Zone consultation survey received 184 responses, of which 164 (89%) were completed online and 20 (11%) were paper surveys.

135 responses (73%) were received from postcodes within the Bristol City Council area, five (3%) were from South Gloucestershire, Bath & North East Somerset (B&NES), and North Somerset. A further four (2%) were from unspecified locations within the four West of England authorities¹. 39 (21%) did not provide a postcode.

Analysis of respondents' postcodes shows that there was over-representation of responses from the most deprived 10% of the city.

A map of response rate by ward for the Bristol respondents is presented in Chapter 4 along with the details of age profile, sex and other respondent characteristics.

¹ Incomplete postcodes identified the home location as within the West of England authorities' area (Bristol, B&NES, North Somerset and South Gloucestershire), but not which authority.

3.2 Survey responses to quantitative questions

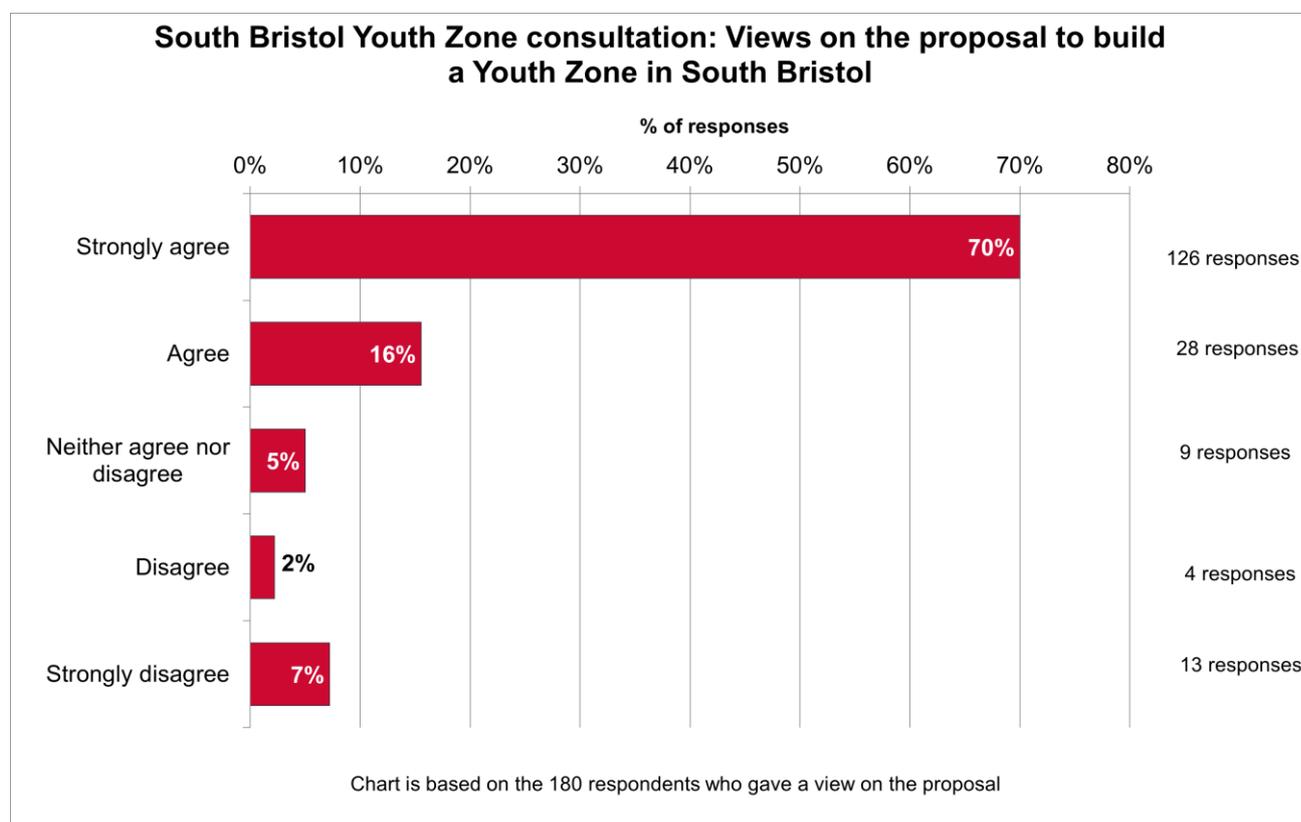
3.2.1 Views on the proposal to build a Youth Zone in South Bristol

180 (98%) of the survey respondents gave their views on the proposal to build a Youth Zone in South Bristol. They were asked whether they agree or disagree with the proposal to build a Youth Zone in South Bristol, using a five-point scale from ‘strongly agree’ to ‘strongly disagree’ (Figure 3).

Of these:

- 86% agree or strongly agree with the proposal
- 5% neither agree nor disagree
- 9% disagree or strongly disagree

Figure 3: Views on the proposal to build a Youth Zone in South Bristol



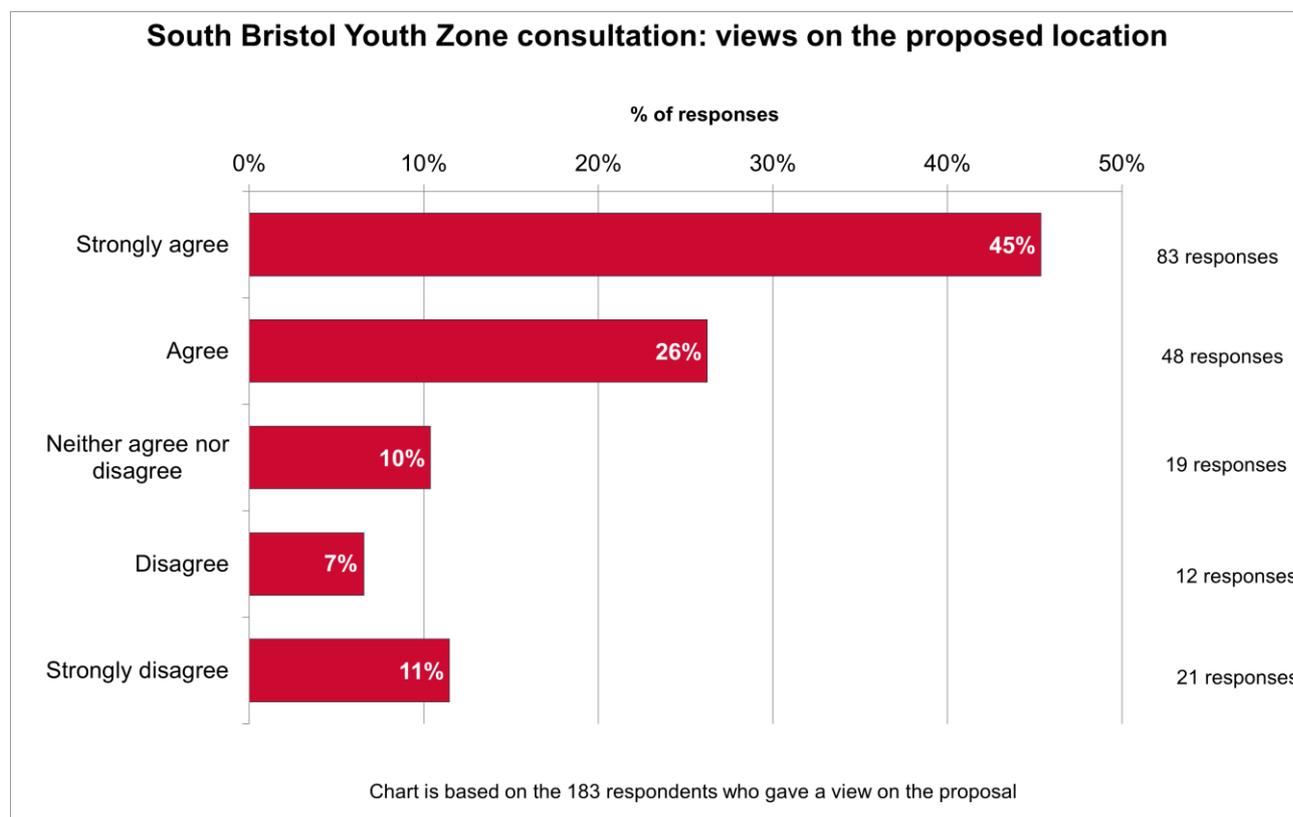
3.2.2 Views on the proposed location of the South Bristol Youth Zone

183 (99%) of respondents gave a view on the proposed location of the South Bristol Youth Zone. They were asked whether they agree or disagree with the proposed location, using a five-point scale from ‘strongly agree’ to ‘strongly disagree’ (Figure 4).

Of these:

- 72% agree or strongly agree with the proposed location
- 10% neither agree nor disagree
- 18% disagree or strongly disagree

Figure 4: Views on the proposed location of the Youth Zone in South Bristol

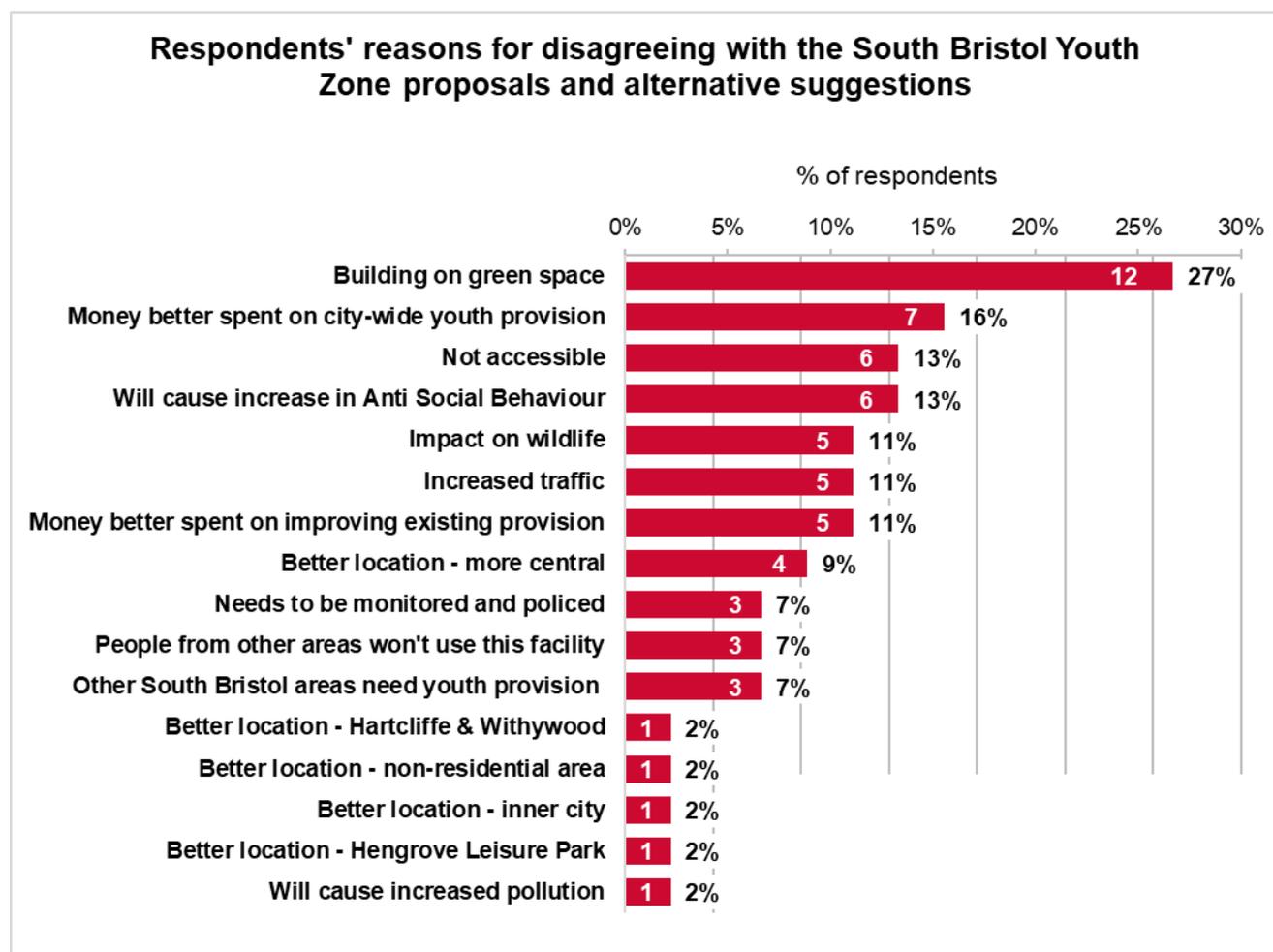


3.3 Free text comments on the South Bristol Youth Zone

3.3.1 Respondents’ reasons for disagreeing with the South Bristol Youth Zone proposals and alternative suggestions

45 (24%) of the survey respondents provided free text responses which explained their reasons for disagreeing with the South Bristol Youth Zone proposals and/or the proposed location, and their suggestions for alternative approaches. The comments were categorised into themes (Figure 5).

Figure 5: Reasons for disagreeing with the proposals and alternative suggestions



- 12 (27% of 45 respondents) disagreed with the proposed location because it would be built on green space.
- 7 (16%) suggested that the money would be better spend on city-wide youth provision rather than focusing the resources on one area.
- 6 (13%) said the site would not be accessible to children and young people.
- 6 (13%) were concerned that the Youth Zone would cause an increase in Anti-Social Behaviour in the area.
- 5 (11%) disagreed with the proposed location due to the impact that building on the site would have on wildlife.

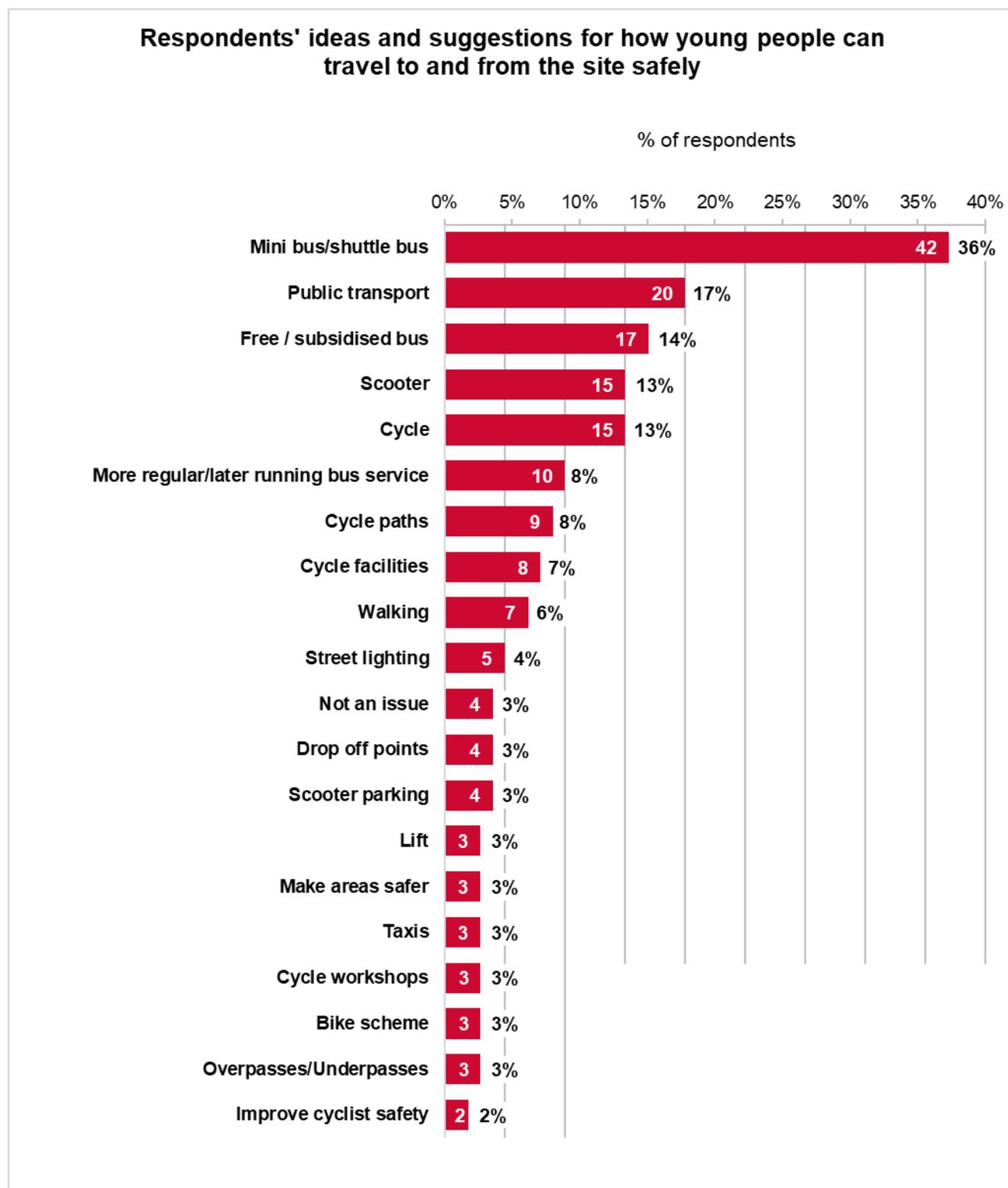
- 5 (11%) were concerned that the Youth Zone would lead to an increase traffic in the area.
- 5 (11%) suggested that money would be better spent on improving existing provision in the area.
- 8 respondents suggested alternative locations:
 - 4 (9%) suggested that a more central location for the Youth Zone would be better than the proposed one
 - 1 said that it should be in Hartcliffe and Withywood
 - 1 said that it should be in a non-residential area
 - 1 said that it should be in the inner city
 - 1 said that it should be in Hengrove Leisure Park
- 3 (7%) said that the Youth Zone would need to be monitored and policed.
- 3 (7%) were concerned that young people from other parts of South Bristol would not use the Youth Zone in its currently proposed location.
- 3 (7%) said that other areas of South Bristol needed youth provision.
- 1 respondent was concerned that the Youth Zone would cause increased pollution.

The total number of comments exceeds 45 because some respondents addressed several themes.

3.3.2 Respondents' ideas and suggestions for how young people can travel to and from the site safely

118 (64%) of the survey respondents provided free text responses giving ideas and suggestions for how young people can travel to and from the site safely. The comments were categorised into themes (Figure 6).

Figure 6: Ideas and suggestions for how young people can travel to the site safely



- 42 (36% of the 118 respondents) suggested having mini-buses/shuttle buses to provide transport to and from the Youth Zone site. 20 (17%) suggested using public transport. 17 (14%) suggested having free or subsidised bus journeys to and from the site. 10 (8%) suggested having a more regular/regular running bus service to and from the site.
- 15 (13%) said they could travel by scooter/e-scooter. 4 (3%) suggested providing scooter parking at the site to facilitate this.
- 15 (13%) said young people could cycle to the site. 9 (8%) said that cycle paths could be built or improved to enable this. 8 (7%) suggested providing cycle facilities, 3 (3%) that there should be a bike scheme offered, 3 (3%) suggested providing cycle workshops to help young people to learn how to maintain and repair their bikes, and 2 (2%) that cyclist safety would need to be improved.
- 7 (6%) said young people should walk to and from the site. 1 suggested that youth workers could run a 'walking bus' for young people.
- 5 (4%) said that improving street lighting would help make traveling to and from the site safer.
- 4 (3%) suggested having drop-off points for parents/carers at the site.
- 3 (3%) said that making the areas around the Youth Zone safer would help young people to access the site.
- 3 (3%) suggested taxis, and 3 (3%) said young people could get lifts.
- 3 (3%) said that building overpasses/underpasses would make the site more accessible.
- 4 (3%) said that this was not an issue.

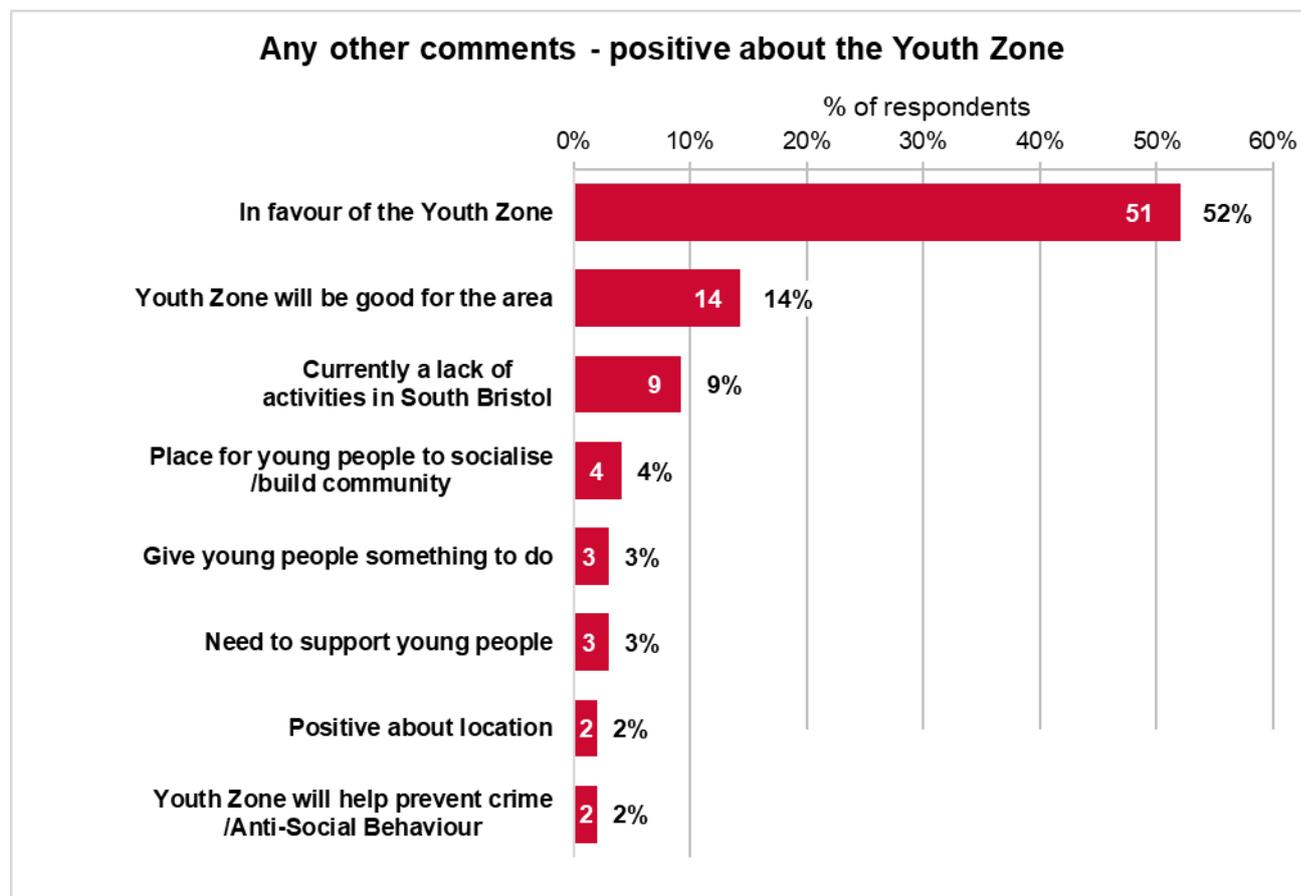
The total number of comments exceeds 118 because some respondents addressed several themes.

3.3.3 Further comments on the South Bristol Youth Zone

98 (53%) of the survey respondents provided free text responses providing further comments on the South Bristol Youth Zone.

There were a number of positive comments about the Youth Zone which have been categorised below (Figure 7).

Figure 7: Further comments – positive comments about the Youth Zone

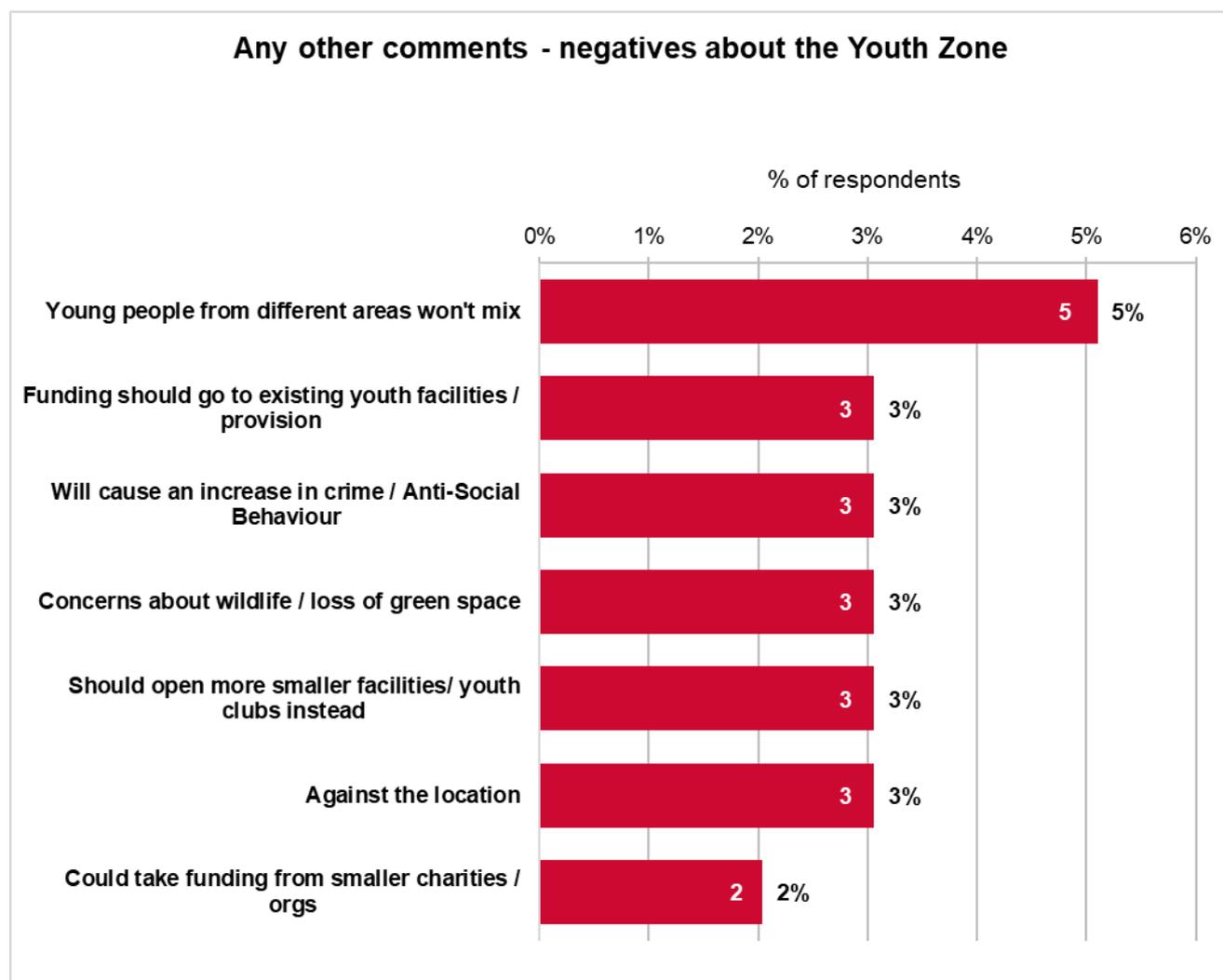


- 51 (52%) comments expressed general support for the South Bristol Youth Zone proposals.
- 14 (14%) said the Youth Zone would be good for the area of South Bristol.
- 9 (9%) said there were currently a lack of activities in South Bristol, which the Youth Zone would be able to provide.
- 4 (4%) said that it was a place for young to socialise and build a community.
- 3 (3%) said that it would give young people in the area something to do.
- 3 (3%) said that it was important to support young people.
- 2 (2%) were positive about the location
- 2 (2%) said that the Youth Zone would help prevent crime and anti-social behaviour.
- There were also the following comments from individual respondents:
 - The Youth Zone will be a safe place for young people
 - It will provide good opportunities for young people
 - The area of the site is where the most disadvantaged young people live

- In favour of the media facilities and the ability to get time in a studio.
- That there is currently not enough provision for young people in the city, which the Youth Zone would improve.
- In favour of the proposed fee.

There were a number of negative comments about the Youth Zone proposals, which have been categorised below (Figure 8).

Figure 8: Further comments – negative comments about the Youth Zone

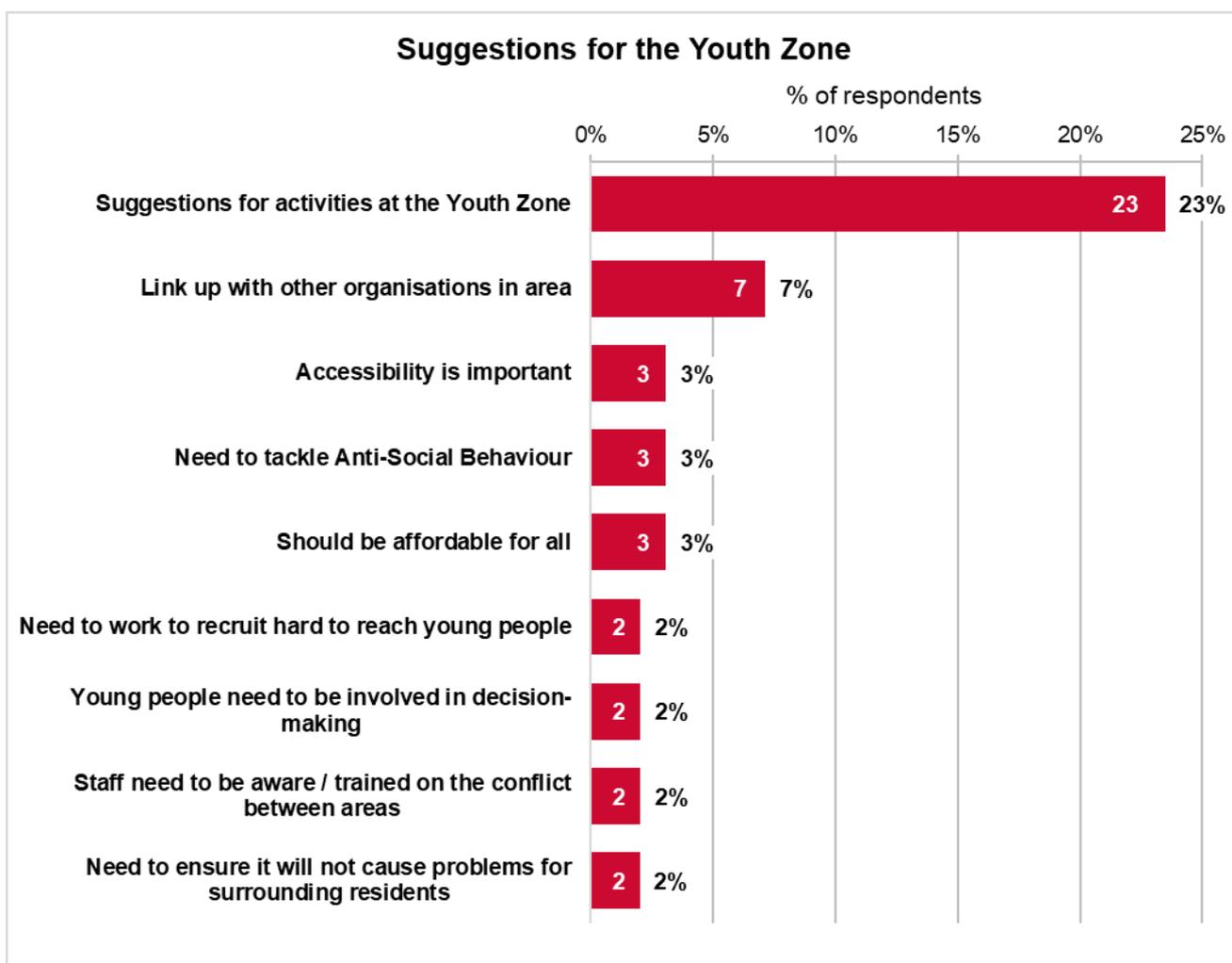


- 5 (5%) said that young people from different areas of South Bristol wouldn't mix well.
- 3 (3%) respondents thought that the funding should go to existing youth facilities and provision instead of the Youth Zone.
- 3 (3%) said it would cause an increase in crime and anti-social behaviour in and around the Youth Zone site.
- 3 (3%) were concerned about the impact on wildlife and the loss of green space.
- 3 (3%) thought that the funding should be spent on opening more smaller facilities and youth clubs instead.
- 3 (3%) were against the proposed location.

- 2 (2%) were concerned that it could take funding away from smaller charities and organisations.
- There were also the following comments from individual respondents:
 - That the construction of the Youth Zone will cause disruption.
 - That they don't understand what the Youth Zone will achieve.
 - That they feel the Youth Zone is reinventing the wheel.
 - That the proposals need to be better thought through.

There were also comments providing suggestions for the Youth Zone, which have been categorised below (Figure 9).

Figure 9: Further comments – suggestions for the Youth Zone



- 23 (23%) were suggestions for activities and facilities for the Youth Zone, as detailed below:
 - Badminton
 - Snooker
 - Table tennis
 - Climbing wall
 - Dance
 - Swimming pool
 - Board games
 - Video games/e-sports
 - Life lessons
 - First aid classes
 - Career support
 - Cooking skills classes
 - Electronics classes
 - Debate classes
 - Arts facilities
 - Meditation room
 - Sensory room
 - Room for people with mental health disabilities
 - Fish tanks
 - Scrambling site
 - Skateboard park
 - Quizzes
 - Projects to directly help the community
- 7 (7%) suggested that the Youth Zone should link up with other organisations in the area.
- 3 (3%) said that ensuring the site is accessible is important.
- 3 (3%) said that anti-social behaviour should be tackled through the Youth Zone.
- 2 (2%) suggested that the Youth Zone workers would need to work to recruit hard to reach young people.
- 2 (2%) suggested that young people needed to be involved in the decision-making for the Youth Zone.
- 2 (2%) said that the staff of the Youth Zone need to be aware of and trained to mitigate the conflict between areas in South Bristol.
- 2 (2%) said that it was important to ensure that the Youth Zone did not cause problems or disruption for the surrounding residents.

The total number of comments exceeds 98 because some respondents addressed several themes.

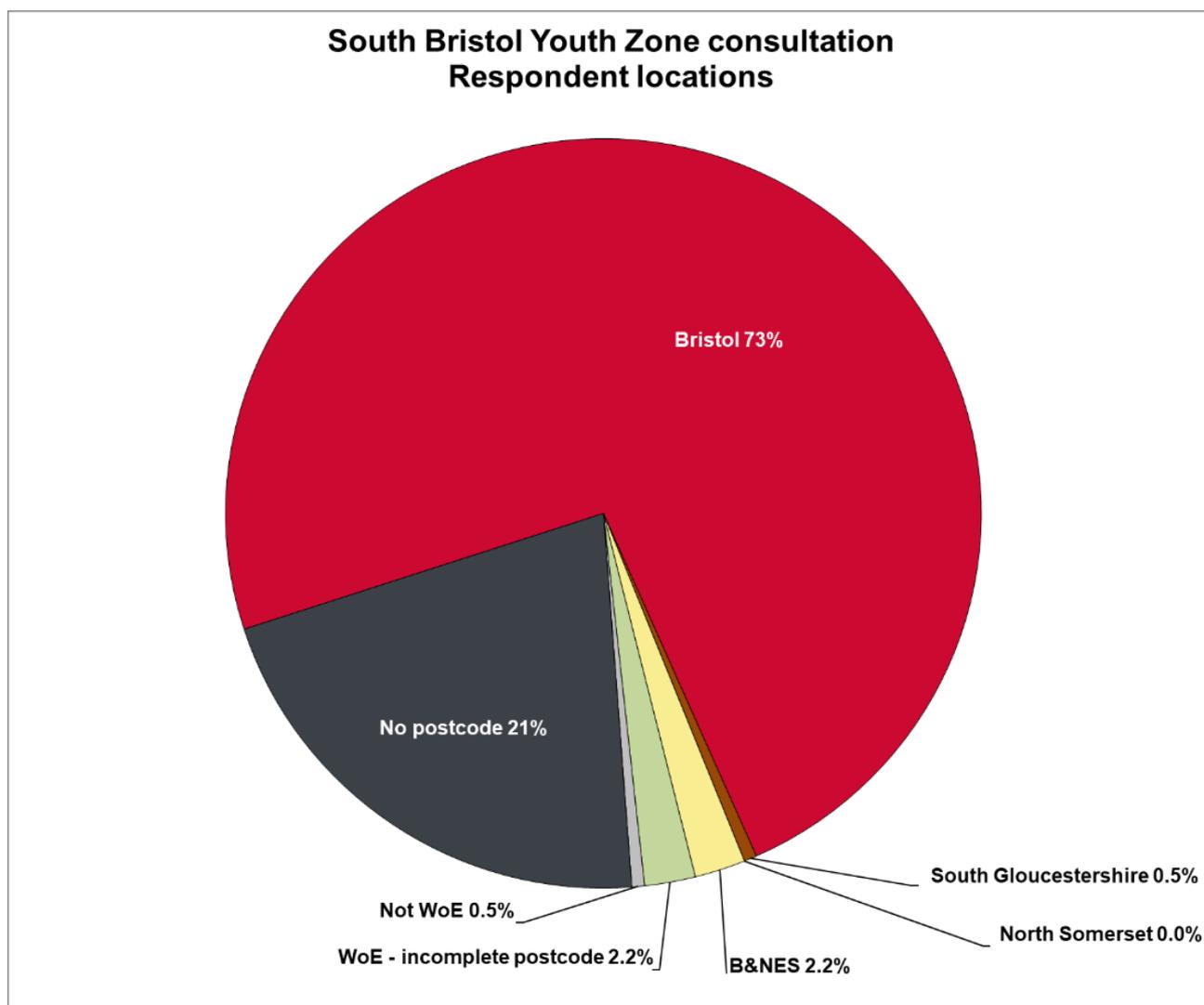
4 Respondent characteristics

4.1 Geographic distribution of responses

135 responses (73%) were received from postcodes within the Bristol City Council area, five (3%) were from South Gloucestershire, Bath & North East Somerset (B&NES), and North Somerset. A further four (2%) were from unspecified locations within the four West of England authorities². (Figure 10).

39 (21%) did not provide a postcode.

Figure 10: Geographic distribution of responses

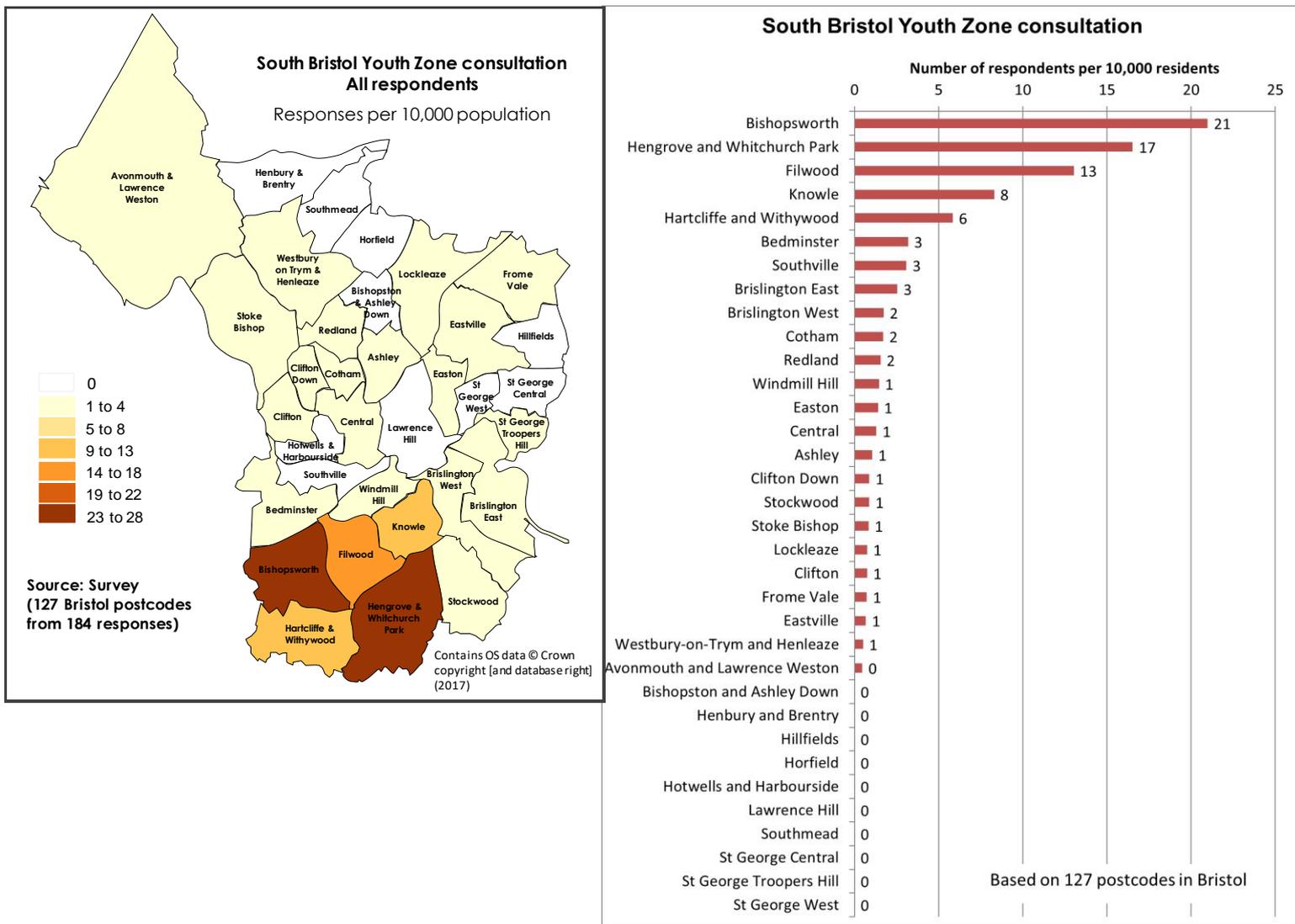


Of the 135 responses from within the Bristol City Council area, 127 provided full or partial postcodes from which the ward of origin could be identified³ (Figure 11).

² Incomplete postcodes identified the home location as within the West of England authorities' area (Bristol, B&NES, North Somerset and South Gloucestershire), but not which authority.

³ The other 8 responses included incomplete postcodes which are within Bristol but do not include enough information to identify a specific ward.

Figure 11: Geographic distribution of responses in Bristol



4.2 Response rate from areas of high and low deprivation

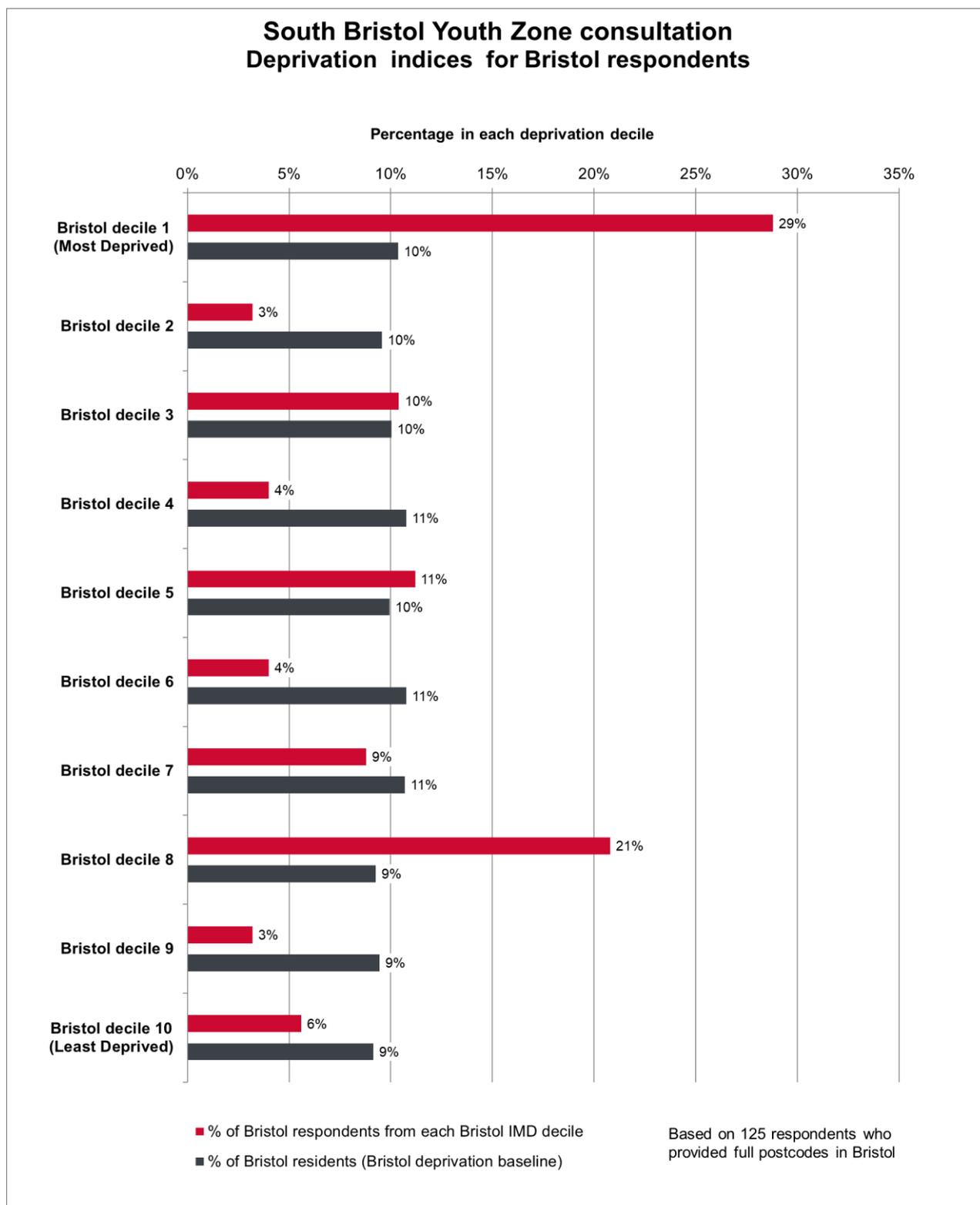
The home location of respondents in Bristol was compared with nationally published information on levels of deprivation across the city⁴ to review if the responses received include a cross-section of people living in more deprived and less deprived areas. This helps the council to know if the views of citizens in more deprived areas differ from people living in less deprived areas.

The comparison looked at levels of deprivation in 10 bands (known as ‘deciles’) from decile 1 (most deprived) to decile 10 (least deprived). Figure 12 compares the percentage of Bristol respondents⁵ living in each of the deprivation deciles (red bars) to the percentage of all Bristol citizens who live in each decile (grey bars). Figure 12 shows there was over-representation of responses from the most deprived 10% of the city (decile 1) as well as decile 8. Response rates from the least deprived 20% of the city (deciles 9 and 10) were under-represented. Deciles 2, 4 and 6 are also under-represented. Responses from deciles 3, 5 and 7 broadly match the proportion of Bristol citizens living in these deciles.

⁴ The Office for National Statistics (ONS) publishes information about deprivation for 32,844 small areas - known as ‘Lower Super Output Areas’ (LSOAs) - throughout England. For each LSOA, a measure of deprivation is published called ‘Indices of Multiple Deprivation’ (IMD), which takes account of 37 aspects of each area that cover income, employment, education, health, crime, barriers to housing and services, and living environment. The postcodes provided by respondents enabled each to be matched to one of the 263 Lower Super Output Areas in the Bristol City Council area and thus to one of the deprivation deciles. Note: postcodes provide approximate locations; they are not used to identify individuals or specific addresses.

⁵ Based on 125 respondents who provided full postcodes in the Bristol administrative area from which deprivation decile can be identified.

Figure 12: Comparison of response rate from areas of high and low deprivation



(Percentages in Figure 12 are given to the nearest integer. The length of bars in the chart reflects the unrounded percentage; hence bars shown as 10% may be slightly different in length.)

4.3 Characteristics of respondents

174 (95%) people answered one or more of the equalities monitoring questions.

Respondent characteristics are summarised below. The charts compare:

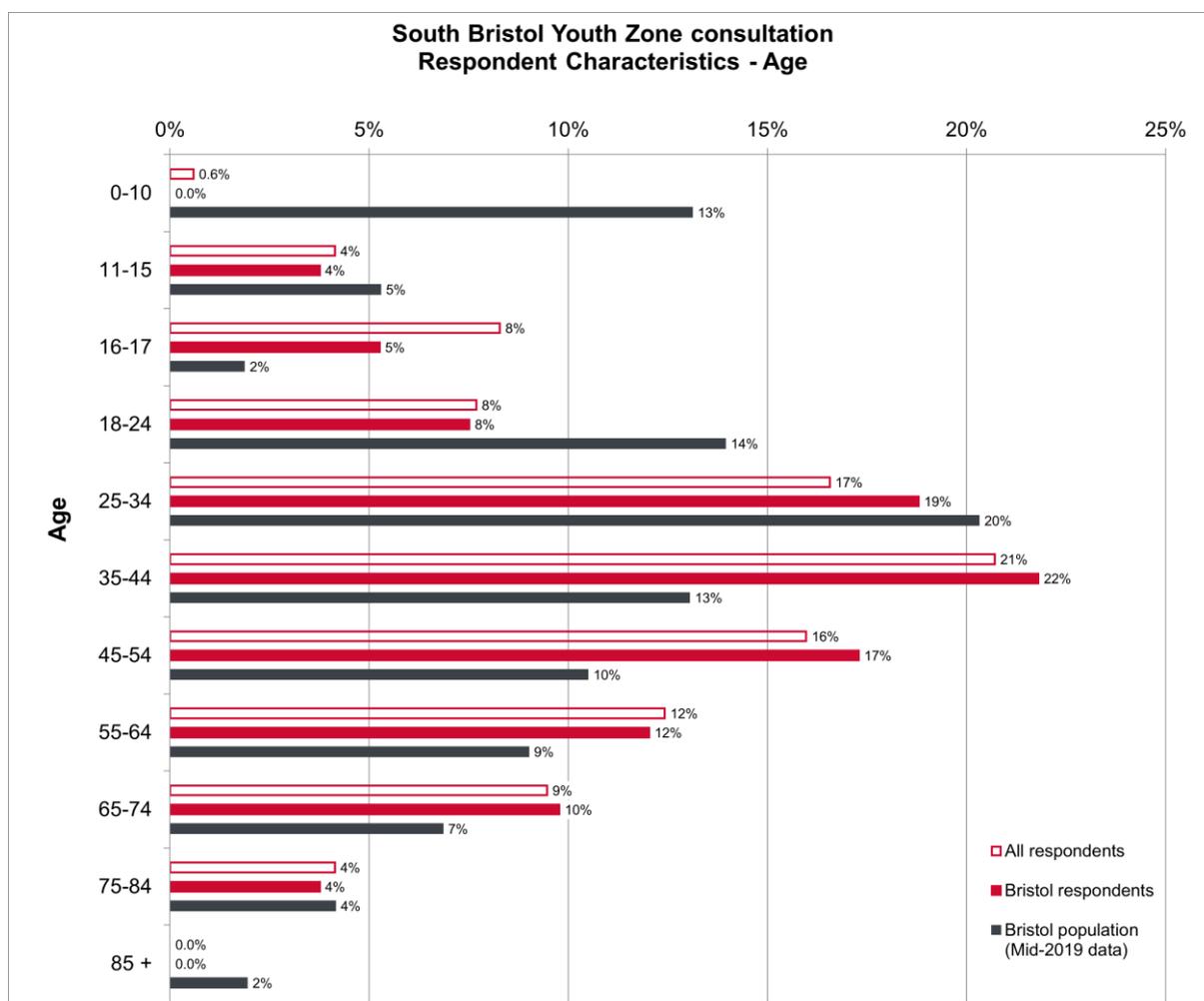
- characteristics for all respondents who answered the equalities questions;
- characteristics of respondents who provided a Bristol postcode;
- characteristics of Bristol’s citizens for five protected characteristics (age, sex, disability, ethnicity and religion/faith) for which population data are available from the 2011 Census and subsequent updates.

Note that many of the respondents who did not provide postcodes may also live in the Bristol administrative area, but are not included in figures for ‘Bristol respondents’

Age

All age groups between 35 and 74 responded in higher proportions than these ages in the population. Survey responses from 16-17 year olds were also over-represented (8% of respondents compared to 2% of the total Bristol population), while 0-10 and 18-24 age groups were underrepresented. These percentages exclude the 2% of respondents who answered ‘prefer not to say’.

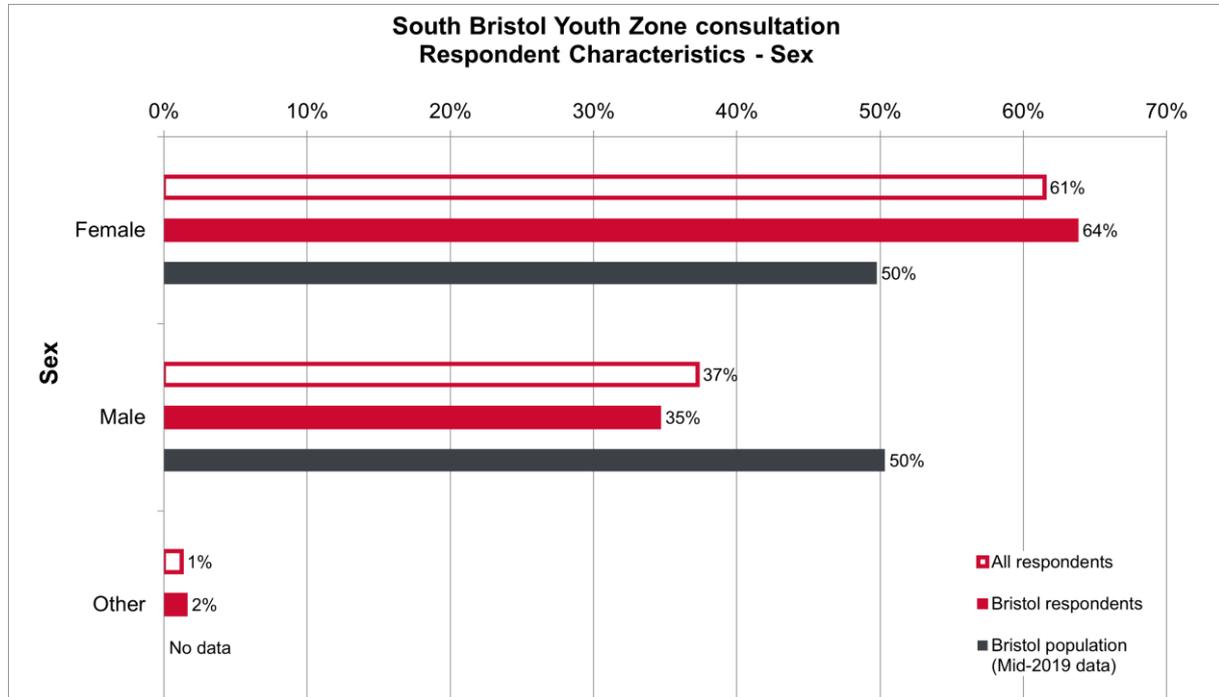
Figure 13: Age of respondents



Sex

61% of all responses were from women and 37% were from men. 1% were from people who identified as ‘other’. These percentages exclude the 4% of respondents who answered ‘prefer not to say’)

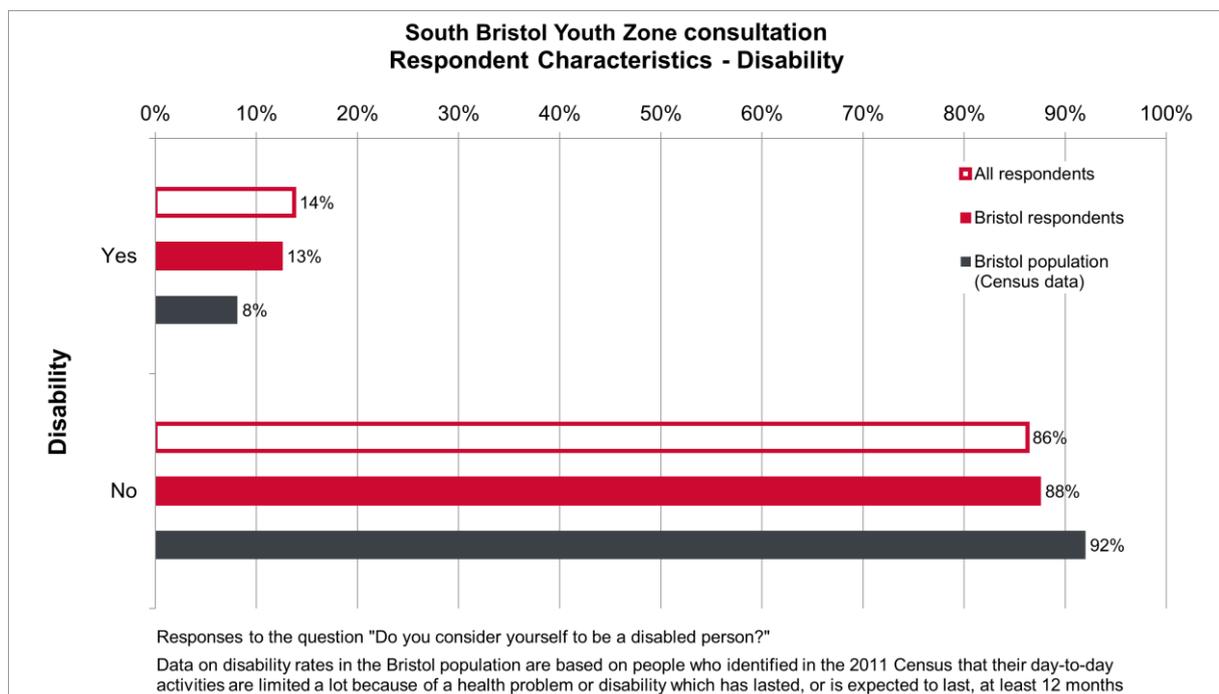
Figure 14: Sex of respondents



Disability

The proportion of disabled respondents (14% of all respondents; 13% of Bristol respondents) is higher than the proportion of disabled people living in Bristol. These percentages exclude the 7% of respondents who answered ‘prefer not to say’.

Figure 15: Disability



Ethnicity

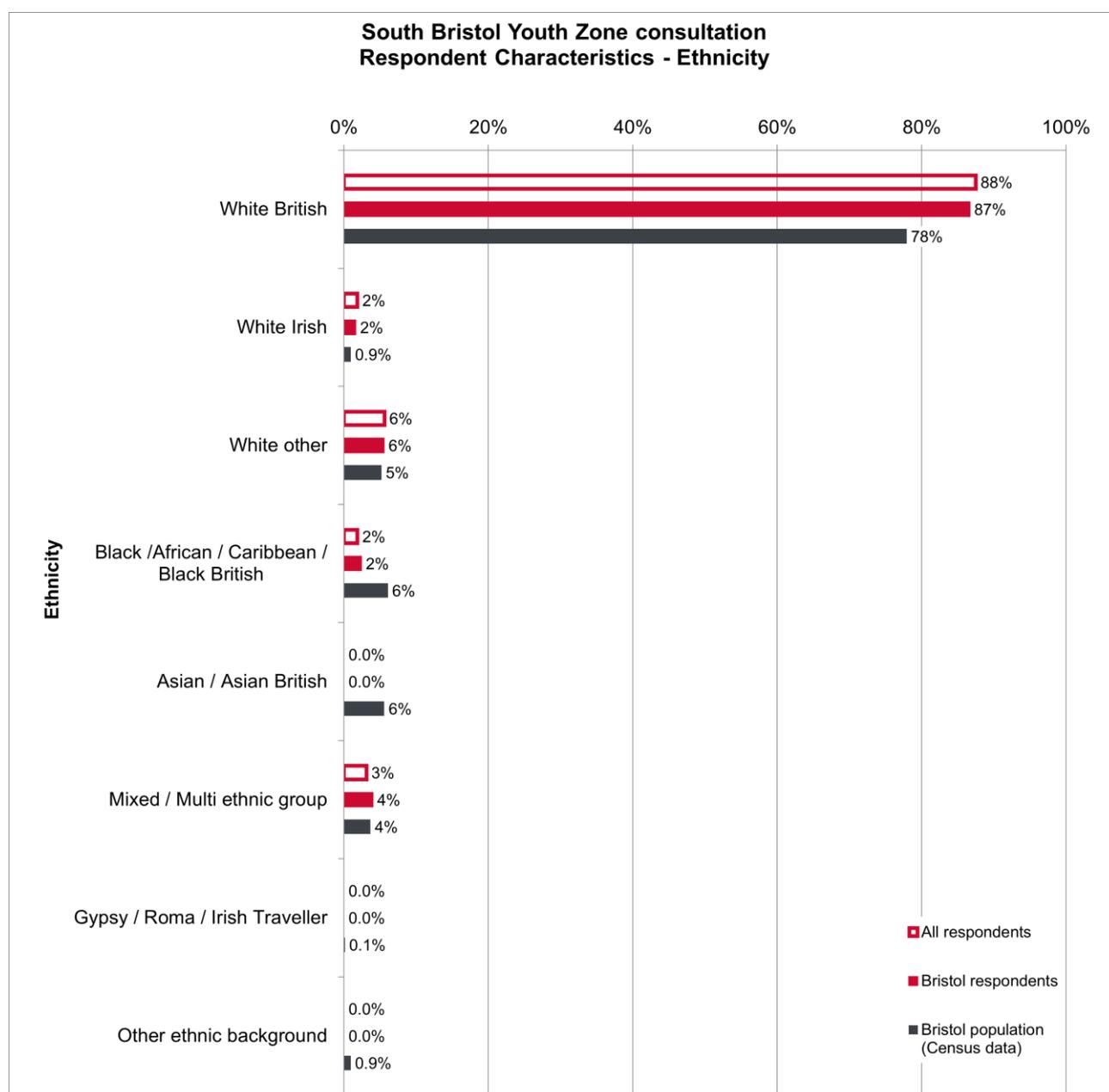
The response rate from White British respondents (88%) is higher than the proportion of these citizens in the Bristol population.

Black/African/Caribbean/Black British citizens and Asian/Asian British citizens were under-represented in the response rates compared to the proportion of people in each of these ethnic groups living in Bristol.

These percentages exclude the 4% of respondents who answered ‘prefer not to say’

Proportions of each ethnicity for all respondents closely matches respondents who provided a Bristol postcode.

Figure 16: Ethnicity of respondents



Religion/Faith

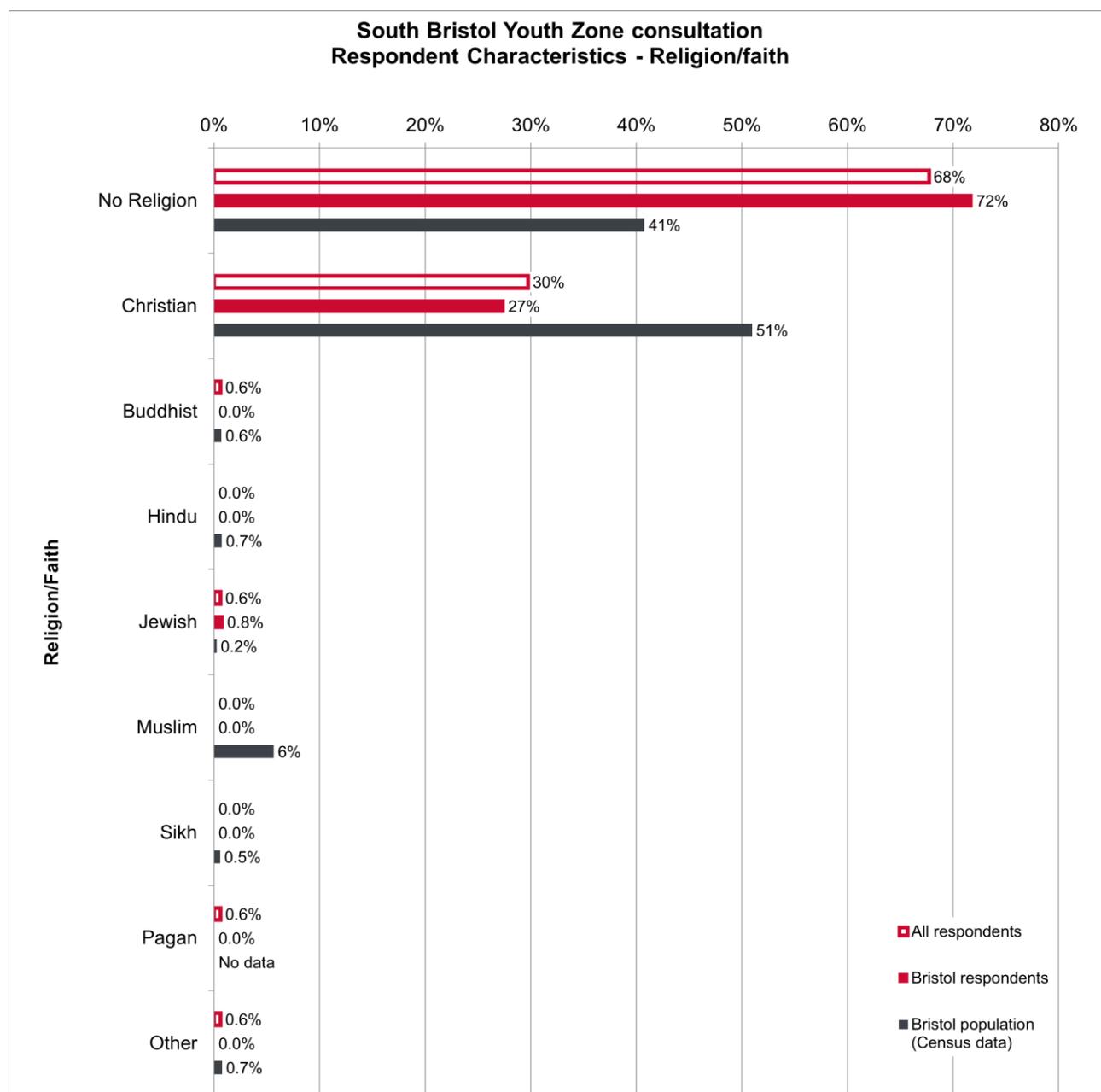
People with no religion (68% of all respondents, 72% from Bristol) responded in higher proportion than people of no religion in Bristol’s population (41%).

The proportion of Jewish respondents (0.6%) was also higher than the Bristol population.

Christians (30%), Muslims (0%), Hindus (0%) and Sikhs (0 %) were under-represented compared to the proportions of these faiths living in Bristol.

These percentages exclude the 5% of respondents who answered ‘prefer not to say’.

Figure 17: Religion/faith of respondents



Other protected characteristics and refugee/asylum status

The survey also asked respondents about three other protected characteristics (sexual orientation, gender reassignment, pregnancy and recent maternity) and if they are a refugee or asylum seeker.

Census data are not available for the proportion of people with these characteristics living in Bristol. Figures 18, 19, 20 and 21 show the proportions of all respondents and Bristol respondents for each of these characteristics.

Figure 18: Sexual orientation

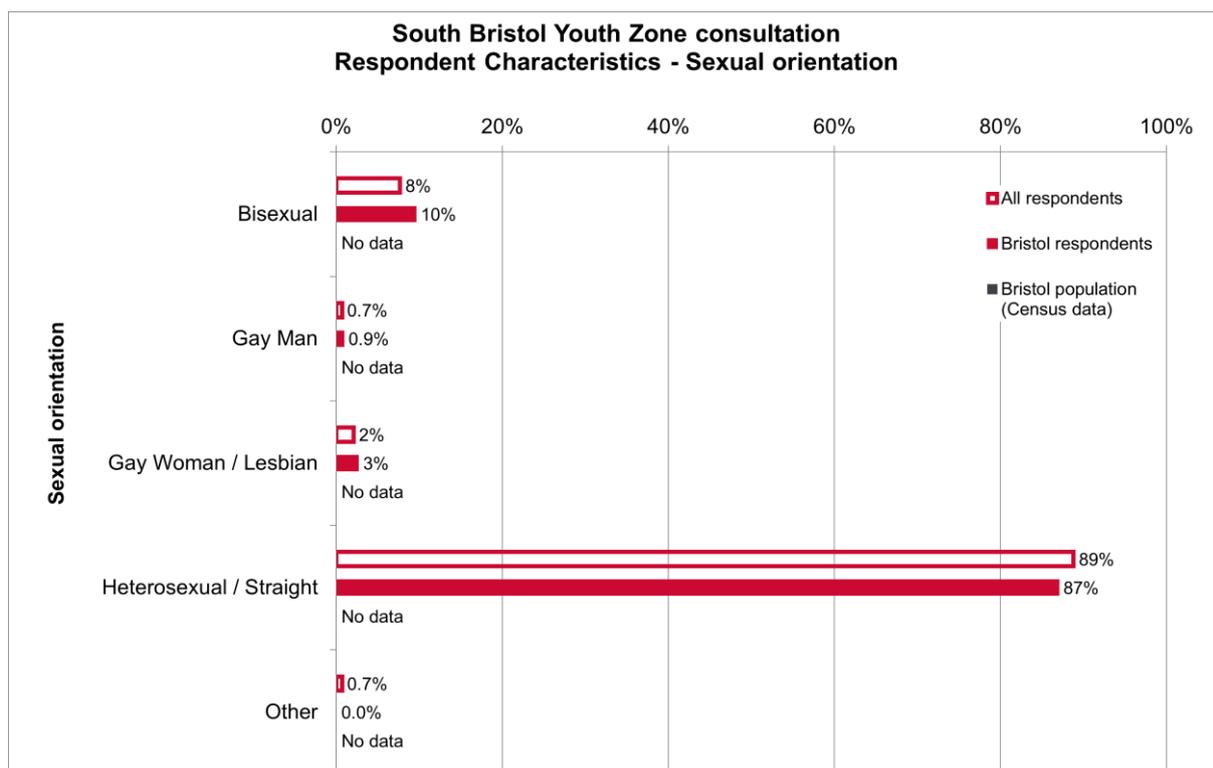


Figure 19: Gender reassignment



Figure 20: Pregnancy/Maternity

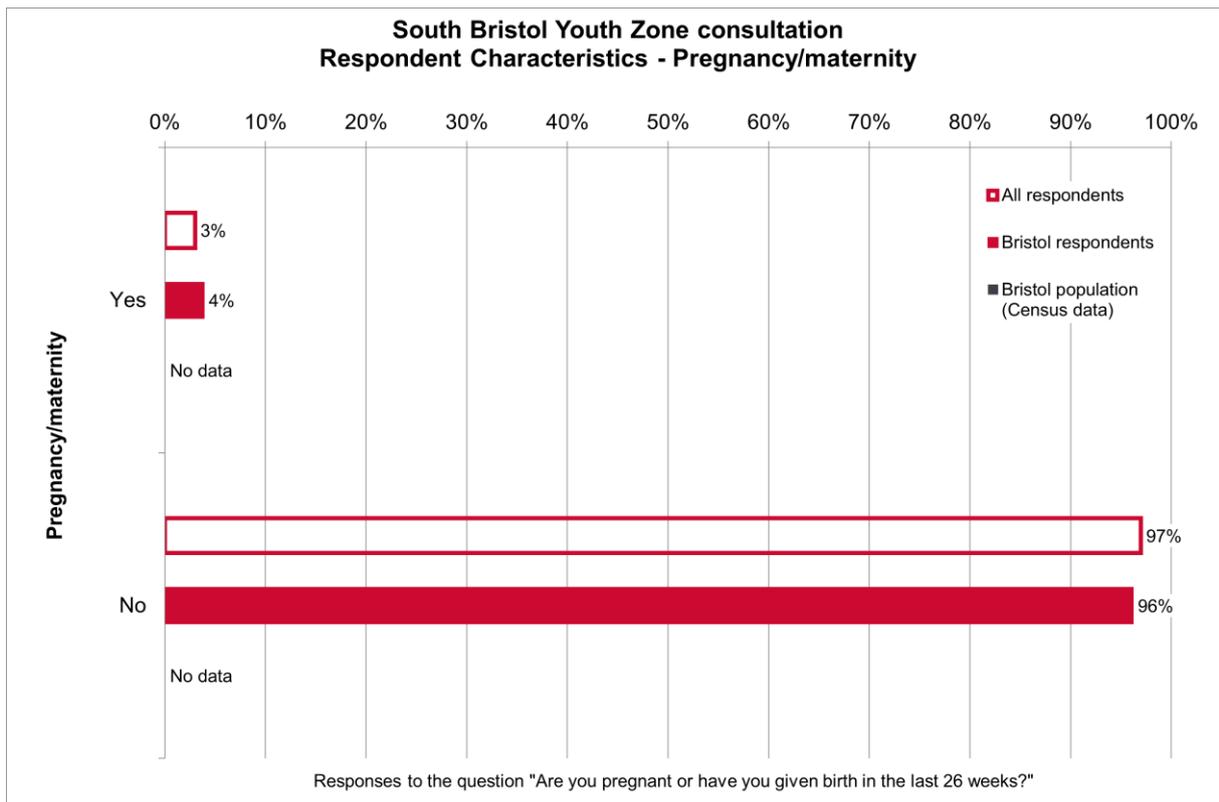
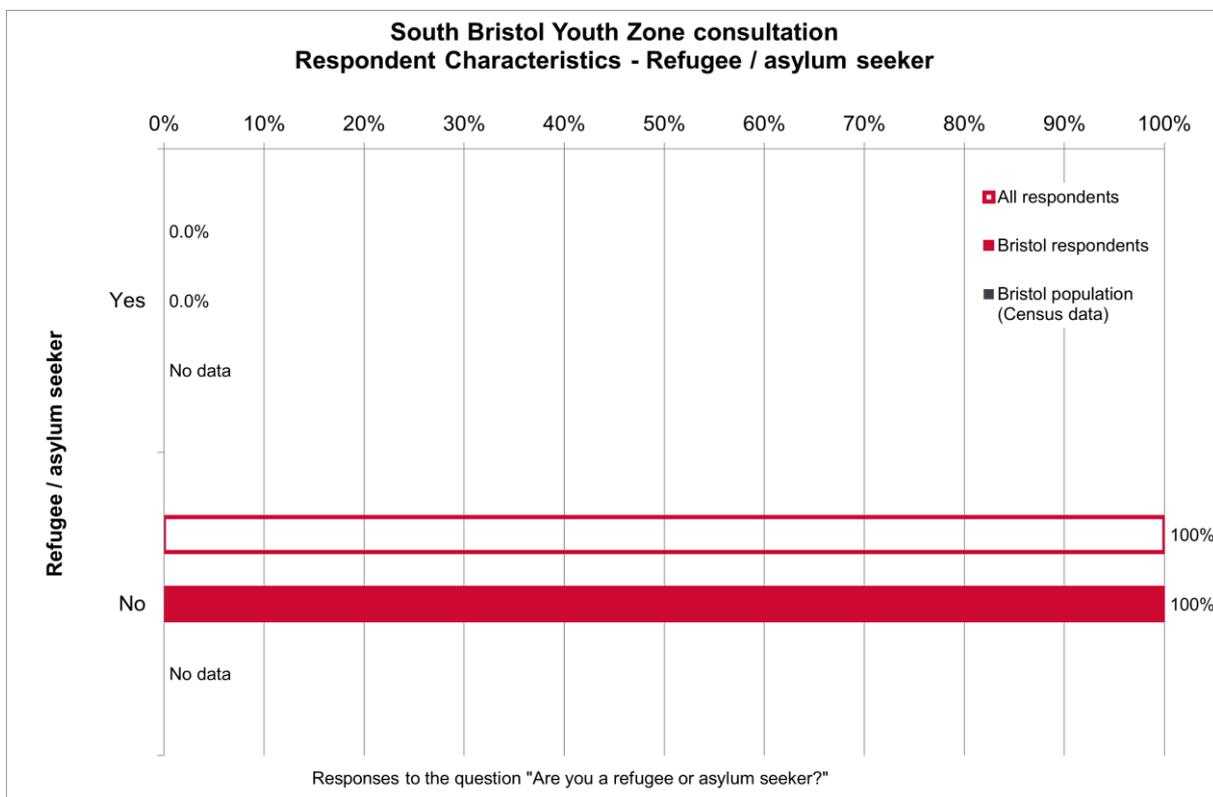


Figure 21: Refugee or asylum seeker



5 How will this report be used?

This consultation report describes the consultation methodology and the feedback received, which will be used to shape the Full Business Case which will be considered by Cabinet.

How can I keep track?

You can find the latest consultation and engagement surveys online at www.bristol.gov.uk/consultationhub where you can also sign up to receive automated email notifications about consultations and engagements.

You can find forthcoming Full Council and Cabinet meetings and their agendas at democracy.bristol.gov.uk.

Any decisions made by Full Council and Cabinet will also be shared at democracy.bristol.gov.uk.