



The Frome Gateway Regeneration Framework

Formal Consultation Report

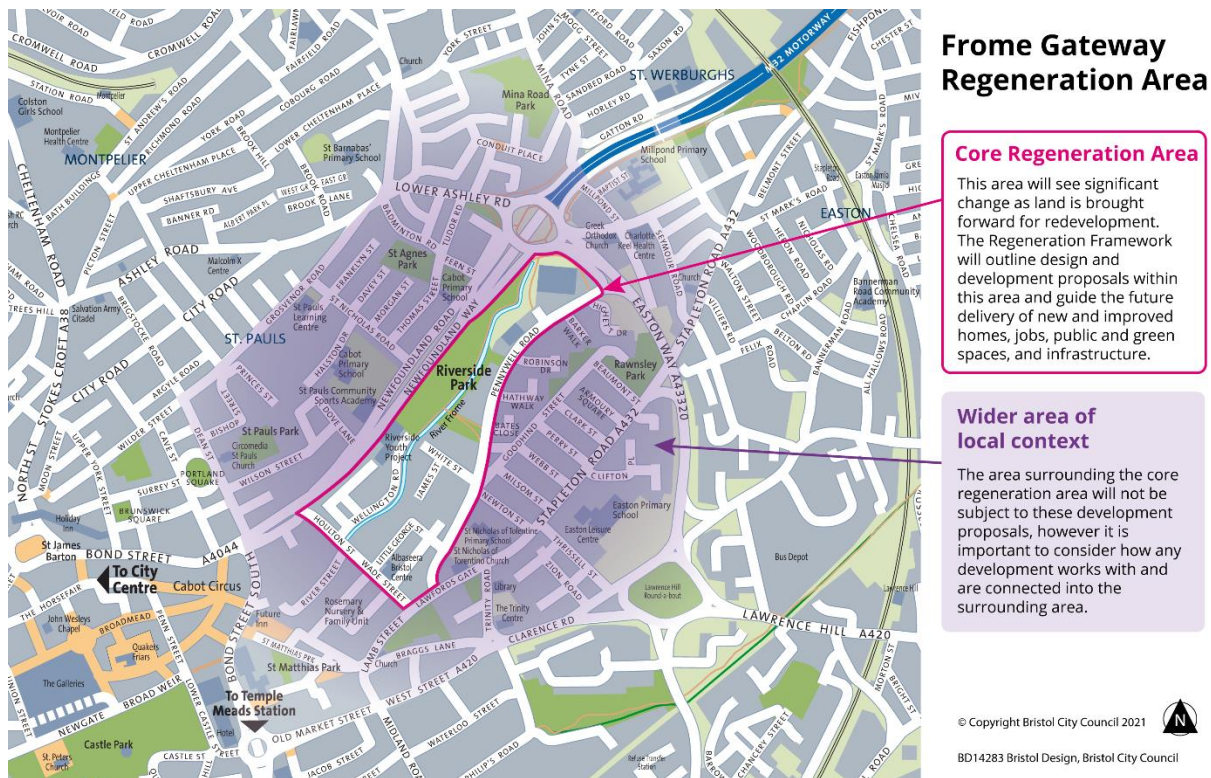
January 2024

Contents

| | |
|---|-----------|
| 1.0 Executive Summary | 3 |
| 2.0 About the Frome Gateway Regeneration Framework | 6 |
| 3.0 About the Frome Gateway Regeneration Framework formal consultation | 7 |
| 3.1 Overview | 7 |
| 3.2 Inclusivity | 8 |
| 3.3 Businesses, landowners, politicians and neighbourhood planning | 10 |
| 4.0 Data collection and analysis | 11 |
| 5.0 Consultation participants | 12 |
| 5.1 Age | 12 |
| 5.2 Disability | 13 |
| 5.3 Sex13 | |
| 5.4 Gender reassignment | 13 |
| 5.5 Sexual orientation | 13 |
| 5.6 Ethnicity | 14 |
| 5.7 Religion/faith | 15 |
| 5.8 Pregnant or given birth in the last 26 weeks | 15 |
| 5.9 Refugee or asylum seeker | 15 |
| 5.10 Carer | 15 |
| 5.11 Effect proposals may have on protected characteristics | 15 |
| 6.0 Consultation findings and recommendations | 16 |
| 6.1 Vision and objectives | 16 |
| 6.2 Spatial concept and character areas | 17 |
| 6.3 Employment, housing, community and culture | 19 |
| 6.4 Pedestrian, cycle and vehicle routes | 22 |
| 6.5 Height, massing, active frontages and streets | 25 |
| 6.5 Green/blue infrastructure and open space | 27 |
| 6.6 Sustainability, flood and health | 29 |
| 6.6 Other comments | 31 |
| 8.0 How will this report be used? | 32 |
| 9.0 How can I keep track? | 32 |
| 10.0 Appendix | 33 |
| A - Marketing and promotion | 33 |

1.0 Executive Summary

The Frome Gateway Regeneration Framework was developed by Bristol City Council and sets out a long-term vision and principles for the redevelopment of the Frome Gateway Regeneration Area, located within St Jude’s, directly north-east of Bristol’s city centre. This area is set to change from predominantly industrial and warehousing uses into a residential-led, mixed-use neighbourhood as a result of being identified as an Area of Growth and Regeneration in Bristol’s new draft Local Plan.



The framework was created with extensive input from the local community and wider stakeholders. Engagement began in 2019 and full details of the Frome Gateway engagement programme can be found within the Frome Gateway Statement of Community Involvement. The framework was also greatly informed by a range of specialist technical studies.

The formal consultation on the draft Frome Gateway Regeneration Framework ran for six weeks from Monday 23rd October 2023 until Monday 4th December 2023. A programme of 24 engagement activities were delivered as part of the consultation and were attended by 343 people. A variety of ‘open to all’ events for the general public were run across a range of formats and at various times to maximise opportunities for participation. In addition, bespoke events with targeted stakeholders were also conducted to promote accessibility and inclusivity along with other means such as using translators and an Easy Read version of the consultation survey.

The consultation survey was the primary means of data collection and asked the public for the extent of their agreement across key aspects of the draft Frome Gateway Regeneration Framework. The survey also provided opportunities for comments via free text. 327 survey responses were received along with 11 formal representations by letter from a variety of organisations. A full breakdown of consultation participants is found in section 5 of this report.

The consultation findings demonstrated substantial and broad support for almost all key elements within the framework:

- 39.41% of survey responses in agreement and 39.74% in strong agreement with the vision
- The objectives all received over 36.54% of responses in agreement and 40.06% in strong agreement
- 44.30% of responses in agreement and 21.48% in strong agreement with the spatial concept
- The key approaches and main ambitions of all four character areas each received over 45.48% of responses in agreement and over 22.48% in strong agreement
- The approaches to employment all received over 35.44% of responses in agreement and over 32.07% in strong agreement
- All but one of the housing approaches received over 32.16% of responses in agreement and over 45.20% in strong agreement
- Approaches to community and culture all received over 34.28% of responses in agreement and over 48.60% in strong agreement
- Approaches to pedestrian, cycle and vehicle routes all receiving over 28.57% of responses in agreement and 41.55% in strong agreement
- All four approaches to height and massing received each over 25.81% of responses in agreement and over 27.17% in strong agreement
- 44.20% of responses are in agreement and 37.32% in strong agreement with the approach to active frontage and streets
- Over 29.15% of responses to green and blue infrastructure approaches are in agreement and over 51.11% in strong agreement
- 37.78 % of responses in agreement and 32.96% in strong agreement with green space 'big move' concept
- Approaches to sustainability and climate change each received over 29.63% of responses in agreement and 52.22% in strong agreement
- The approach to flood risk received 82.42% of responses agreeing or strongly agreeing
- Approach to health and wellbeing received over 25.00% of responses in agreement and over 30.88% in strong agreement

Aspects of the framework that were supported to a lesser degree are:

- Provide up to 500 student bed spaces as part of the overall mix, mainly in the south of the site (in addition to the 1,000 new homes)
- Potentially allow buildings that are significantly taller (than the most commonly occurring height of existing buildings) at the north and southern gateways to the site and Newfoundland Way crossing
- Potentially allow buildings of amplified height (modestly higher than the most commonly occurring height of existing buildings) overlooking the Riverside Park and in the centre of the site
- Avoid new hot food takeaways

476 comments were received via free text and provided great insight into the rationale for the levels of agreement to the elements within the framework. They also provided valuable details that greatly informed this report's recommendations, which are listed below.

1. Consider amending vision to include references to inclusivity and accessibility
2. Evidence base for housing need in the area to be further highlighted

3. Reconsider Industrial Quarter with regard to size, mix of uses and enhancing connection with the rest of the regeneration area
4. Further detail required to set out how the council will seek to retain businesses and jobs
5. Explore whether there is scope to reconsider student bed allocation
6. Strengthen wording around affordable housing within the framework to make it clear BCC expects developers to use grant and other means to secure policy compliant affordable housing allocation
7. Explore whether there is scope to strengthen commitment to the Local Lettings Policy
8. Need for larger family homes to be further highlighted
9. Further detail required to set out how the council will seek to retain and support community groups, noting Albaseera Mosque and Trojan Free Fighters in particular
10. Make clear that disability groups and local residents will be involved in future consultations around a new modal filter on Pennywell Road to ensure that people with limited mobility are not restricted from travel, and consider other modal filter concerns (impact on residents and businesses, emergency services, traffic on Stapleton Road)
11. Consider amends to increase commitment to segregated pedestrian and cyclist movement to reduce possible conflict
12. Explore possibility of more detailed response to address issues associated with the M32/Easton Way underpass
13. Consider amends to respond to parking concerns
14. Review the height and massing strategy in light of reduced support for taller buildings
15. Consider including greater reference to design and build quality of taller buildings to address quality of life concerns
16. Explore possibility of strengthening commitments to enhance and protect biodiversity and nature
17. Highlight efforts made in the framework to promote safety
18. Provide further evidence of the public benefit of the green space 'big move' to support the rationale
19. Consider amends to make the concept of the green space 'big move' more discernible
20. Further detail required to address flooding concerns
21. Rephrase the text about no hot food takeaways to instead be about promotion of healthy food choices

2.0 About the Frome Gateway Regeneration Framework

The Frome Gateway Regeneration Area is located within St Jude's, directly north-east of Bristol's city centre. At present it is designated as a Principle Industrial and Warehousing Area. Bristol City Council is currently preparing a new draft of the Local Plan to guide future development decisions. The emerging Local Plan identifies Frome Gateway as an Area of Growth and Regeneration which could support significant new development as a new, mixed-use neighbourhood.

Since 2019 Bristol City Council has been producing the Frome Gateway Regeneration Framework, a draft of which was finalised for public consultation in October 2023. The regeneration framework was created with extensive input from the local community and wider stakeholders and sets out a long-term vision and principles for the redevelopment of Frome Gateway. It integrates the area and community's needs with city planning, transport and design thinking to inform future planning applications and projects.

Ensuring the community and other stakeholders were involved in the development of the regeneration framework was a key focus from the outset, with engagement underpinned by:

- Building on the strengths, needs and identity of the existing community
- Understanding the area's history and listen to those who know it best
- Being transparent about the scope of community influence and the wider influencing factors on projects of this scale aside from community aspirations.

Engagement began in 2019 by working with the local community to create a set of Community Place Principles. These principles were established prior to any design work and set out local priorities for growth. The Community Place Principles were refined during the process of producing the regeneration framework and directly guided its development.

In addition to the production of the Community Place Principles, a comprehensive programme of engagement ran alongside the design process targeted at the local community, businesses, landowners and developers, and wider stakeholders. Engagement activities included:

- Community walkarounds and door-to-door conversations
- An online interactive map and survey
- Workshops, exhibitions and presentations
- Focussed session with cultural venues
- 1-1 business engagement
- Bespoke engagement with specific stakeholder groups (such as Al-Baseera Mosque, St Nicholas of Tolentine Primary School and local youth organisations)
- 1-1 landowner / developer engagement and via a bespoke Landowner & Developer Forum
- Design Review Panels with Design West
- Artist in residence
- An Access Audit and further engagement with the West of England Centre for Inclusive Living (WECIL)
- Engagement with the Environment Agency

Alongside the engagement programme, a range of specialist technical studies were undertaken covering areas such as housing, employment, transport, health, flooding and infrastructure. This work greatly informed the production of the regeneration framework.

3.0 About the Frome Gateway Regeneration Framework formal consultation

3.1 Overview

The formal consultation on the draft Frome Gateway Regeneration Framework ran for six weeks from Monday 23rd October 2023 until Monday 4th December 2023. A consultation survey was used to ask the public for the extent of their agreement across key aspects of the draft Frome Gateway Regeneration Framework. The survey also provided opportunities for comments via free text. The survey was available online on Bristol City Council's Consultation Hub and via the project website (www.fromeagateway.co.uk). Paper versions of the survey and free post envelopes were available at Junction 3 Library, St Paul's Learning Centre, The Trinity Centre and St Paul's Academy Sport Centre. Paper surveys were also taken to consultation events and available via post upon request. In addition to survey responses, 11 representations were received via formal letter.

A fully accessible summary version of the draft Frome Gateway Regeneration Framework was published alongside the full framework. The Frome Gateway Health Impact Assessment was also published with the survey as a supporting document.

The consultation was widely publicised across a variety of media and formats to communicate to the public and key stakeholders that their views were sought on the regeneration framework. Full details of consultation marketing and promotion are found in Appendix A of this report.

A programme of 24 engagement activities were delivered as part of the consultation and attended by 343 people. A variety of 'open to all' events for the general public were run across a range of formats and at various times to maximise opportunities for participation. These events are set out below. In addition, bespoke events with targeted stakeholders were also conducted. Targeted events are described in subsequent sections of this report.

Riverside Park pop-up

Council officers spent a number of hours in Riverside Park in the afternoon of November 6th speaking to passers-by about the Frome Gateway regeneration and consultation.

16th November 2023 (2-4pm). Riverside Park pop-up. 14 attendees.

Public exhibition

A suite of information boards and videos were on display at Lost Horizon between 12-6pm on November 8th and a large team of council officers from a variety of departments were present including Regeneration, Economic Development, Culture, Flood Risk and Community Development.

8th November 2023 (12-6pm). Project exhibition at Lost Horizon. 31 attendees.

Walking tours

Three lunchtime walking tours were held over the course of the consultation during which council officers took members of the public around key parts of the regeneration area to discuss the proposed changes in situ and answer questions.

1st November 2023 (12.30-2pm). Regeneration area walking tour. 4 attendees.

1st November 2023 (12.30-2pm). Regeneration area walking tour. 5 attendees.

1st November 2023 (12.30-2pm). Regeneration area walking tour. 1 attendee.

Webinar

An online webinar was held to present the draft framework, answer questions and encourage those present to participate in the consultation survey.

15th November 2023 (1-2pm). Public webinar. 15 attendees.

3.2 Inclusivity

The Frome Gateway area, part of the Lawrence Hill ward, is highly diverse, with large African (specifically Somali), Caribbean, Polish and Pakistani communities. 63.5% of local school pupils have a first language other than English, and the main language is not English for 23.4% of residents. The Lawrence Hill ward is also young, with a higher proportion of children (0-15 years) than the city average and significantly lower proportion of people older than 65. The area is home to multiple community initiatives, many of which focus on specific groups (e.g. women, migrant populations, young people, the Muslim community). The consultation was designed with this context in mind and great care was taken to promote accessibility and inclusivity.

Three local 'Community Champions' were engaged in the consultation: one Somali speaking, one Arabic speaking and one Polish speaking. Community Champions are well trusted and respected residents within their communities who are willing to work with the council to engage those who experience barriers to engagement, often using different community languages. Community Champions identified members of their local communities with more limited English and worked with them to complete the consultation survey, translating where necessary. 69 surveys were completed this way.

A mid-point review was conducted to ascertain the level of participation amongst those with protected characteristics. This review identified under-representation from young people, females and those identifying as disabled. Youth engagement was undertaken in the second half of the consultation, hence the lack of young people at the mid-point review. Once delivered, the planned sessions with young people addressed their under-representation. Social media adverts targeted at women and girls were bought and ran for one week resulting in higher proportion of female survey respondents than at the mid-point review. Equalities organisations agreed to further promote the consultation raising the proportion of respondents identifying as disabled.

In a further effort to promote accessibility, the survey was produced in Easy Read format and used with specific groups, such as children and those whose main language is not English. 30 surveys were completed using the Easy Read version.

A broad range of targeted events were held with key stakeholder groups (set out below). Sessions were held in the stakeholder groups' own setting where possible.

Young people

Two walking tours of the Frome Gateway Regeneration Area were conducted, one with members of Horn Youth Concern, a local youth group, and one with year six students at St Nicholas of Tolentine Primary School. Following the walking tours, group discussions were held with the young people who were then supported to complete the consultation survey. An information session was held at Trojan Free Fighters with children and their parents. Council officers also met a trustee from Riverside Youth Project and briefed on the framework.

24th October 2023 (3-5pm). Walking tour with Horn Youth Concern. 22 attendees.

23rd November 2023 (1.30-3.30pm). Walking tour with St Nicholas of Tolentine Primary School students. 23 attendees.

Albaseera Bristol Centre

An exhibition was held at Albaseera mosque on Friday 3rd November in between Friday prayers to maximise participation. A suite of information boards and videos were on display. Videos contained Somali subtitles and Somali translators were present during the exhibition. Council officers from a range of departments were present: Regeneration, Economic Development, Planning, Flood Risk, Community Development. The council funded food and refreshments for exhibition attendees.

3rd November (1-3pm). Albaseera Bristol Centre. 103 attendees.

St Jude's Women's Group

Council officers from Regeneration and Community Development attended the St Jude's Women's Group meeting on Friday 3rd November. This group is made up of mostly Somali women whose main language is not English, and so a Community Champion was also available to translate to the group as needed. The session involved an informal roundtable discussion about the Framework and the consultation, with opportunities for free discussion and to ask questions. Council officers supported the women in completing Easy Read versions of the consultation survey.

3rd November (11-1pm). Bristol Central Quaker Meeting House. 22 attendees.

Health and homelessness

Council officers visited both Lawrence Hill Health Centre and Logos House (Salvation Army's supported homeless housing located within the regeneration area). During visits, briefings were given on key aspects of the regeneration framework and questions answered. Paper copies of the framework and survey were left with both facilities to encourage participation in the consultation.

24th October 2023 (11-11.30am). Salvation Army. 1 attendee.

16th November 2023 (11-12pm). Lawrence Hill Health Centre. 5 attendees.

Special interest group webinar

An online webinar was held for special interest and placemaking groups including active and sustainable travel, placemaking and design advocacy groups and organisations, and equalities groups. This included a presentation on the draft framework and consultation with time for free discussion and questions.

22nd November 2023 (4-5pm). Special Interest Webinar. 6 attendees.

3.3 Businesses, landowners, politicians and neighbourhood planning

A range of engagement was undertaken with businesses, landowners, politicians and Old Market Community Association:

Businesses

Three activities were targeted at business. Firstly, council officers went door to door to speak to businesses within the core regeneration area, provided paper copies of the framework summary and survey and encouraged their participation in the consultation. A business-focused webinar was held one lunchtime to present the framework and provide further opportunities for questions to be asked of council officers. Finally, the regeneration framework was presented to Business West's Planning Transport and Climate Group. All businesses were also free to join any of the 'open to all' events listed above.

2nd November 2023 (9-3pm). Door-to-door to speak to businesses.

9th November 2023 (1-2pm). Online webinar for businesses. 6 attendees.

21st November 2023 (8.30-9.30am). Online webinar for Business West. 32 attendees.

Landowners and developers

Two online events were held specifically for landowners and developers, the first of which was a webinar to present the regeneration framework. The second event took the format of a question-and-answer session after landowners and developers had had time to consider the proposals within the regeneration framework. Landowner and developers were also free to join any of the 'open to all' events listed above.

25th October 2023 (11-12pm) – online. 12 attendees.

22nd November 2023 (11-12pm) – online. 10 attendees.

Politicians

Three online briefings were held for local Ward Councillors and Cabinet members. A further online briefing was held for Bristol City Council's Development Control Committee and the Growth and Regeneration Scrutiny Commission.

- *31st October 2023 (12.30-1.30pm). Briefing for local ward counsellors and Cabinet Holders (online). 1 attendee.*
- *2nd November 2023 (5-6pm). Briefing for local ward counsellors and Cabinet Holders (online). 1 attendee.*
- *22nd November 2023 (2-3pm). Briefing for local ward counsellors and Cabinet Holders (online). 1 attendee.*
- *29th November 2023 (11-12pm). Briefing for Development Control Committee and the Growth and Regeneration Scrutiny Commission (online). 11 attendees.*

Old Market Community Association

A two-hour session was arranged with Old Market Neighbourhood Association to provide an opportunity to discuss the Framework and their thoughts and feedback.

30th November 2023 (10-12pm). 3 attendees.

4.0 Data collection and analysis

The primary means of data collection was via a consultation survey with secondary means being representation via formal letter. The consultation survey was structured across seven sections making up the core components of the regeneration framework:

- Vision and objectives
- Spatial concept and character areas
- Employment, housing, community and culture
- Pedestrian, cycle, and vehicle routes
- Height, massing, active frontages and streets
- Green/blue infrastructure and open space
- Sustainability, climate resilience, flood risk and health

The survey asked to what extent participants agreed or disagreed with key aspects within each section. Where relevant and necessary, diagrams were presented, and respondents were also signposted to pages within the regeneration framework for full details on each aspect they were being asked about (e.g character areas, employment etc). These questions provided quantitative data and the degree of agreement or disagreement for each question was then totalled and converted into percentages with all blank answers removed.

The survey also provided opportunities for free text and 185 respondents made 476 comments. The free text comments were analysed via a categorising and counting method. Comments were split (recognising that each free text entry may include multiple comments or reference multiple topics) categorised and grouped in order to provide an approximate count of the number of times each comment or topic was raised. Categories were designed to reflect the content of the comments (rather than being pre-determined), the sentiment and to align broadly with the sections of the regeneration framework. This has allowed comments to be presented as a series of key themes, albeit with narrative to explain the more specific issues and concerns. In cases where respondents mentioned issues that were not relevant to the question being answered these were manually reallocated to the correct question to avoid duplication.

The letters were analysed similarly. Comments within each letter were allocated to the corresponding survey questions and then categorised and counted. Summaries of the lengthy responses provided by letter were combined with the points raised in the survey. The process of categorising and summarising comments has been undertaken thoroughly but it should be noted that this process is subjective. The counts should therefore be considered indicative. It must also be noted that where there were a significant number of unrelated comments, these were categorised as miscellaneous 'other'.

5.0 Consultation participants

327 survey responses were received along with 11 formal representations by letter from the following organisations: National Highways, Bristol Cycling Forum, Bristol Parks Forum, The Coal Authority, Environment Agency, Bristol Walking Alliance, Natural England, Avon and Somerset Police, Royal Society for the Protection of Birds, Wessex Water, Young Bristol.

The majority of respondents were Bristol residents, with 49% of residents reporting to come from BS2 and BS5 postcodes (local to the Frome Gateway area) and 13% from other postcodes (38% of respondents did not provide postcode information).

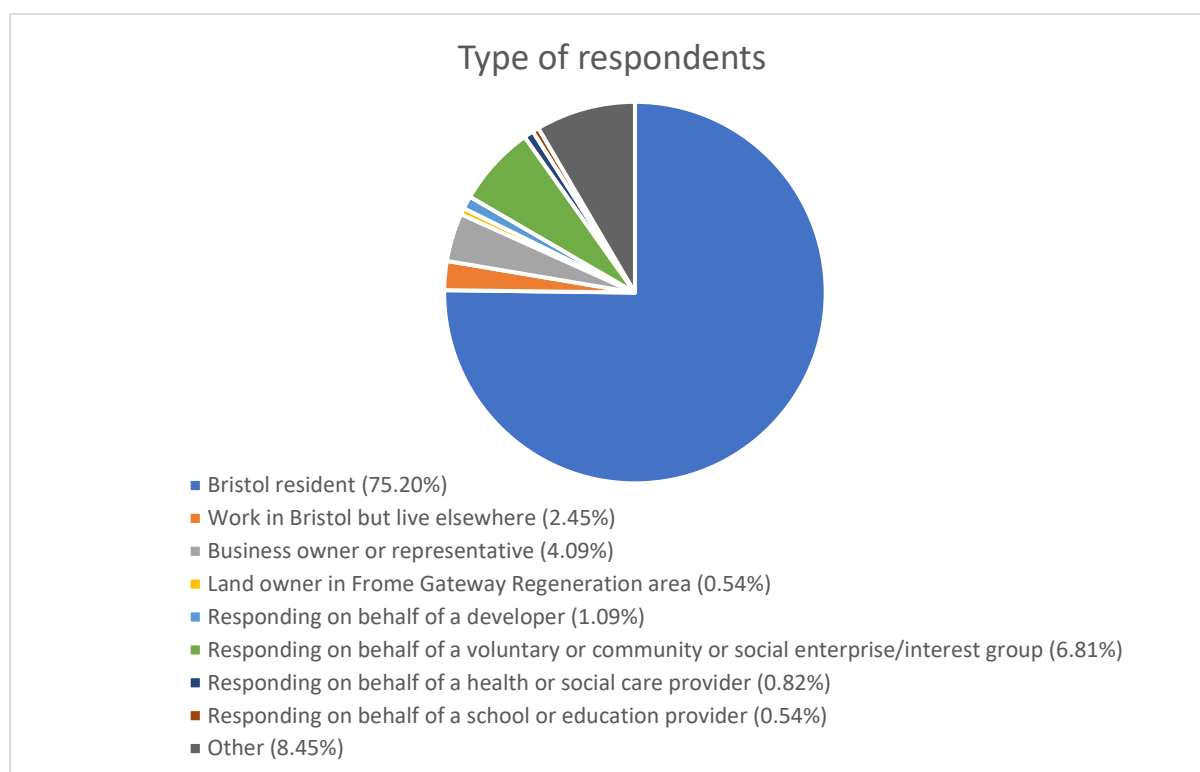


Figure 1: Type of respondents

5.1 Age

Of those respondents who provided their age, the largest groups were age 45-54 (22.18%), followed by 35-44 (20.36%) and 25-34 (16%), reflecting the young demographics of the area.

Barton Hill MSOA¹ has a high percentage of children age 0-15 (30%). 10% of survey respondents who provided their age were 0-15; 3% were 16-17.

¹ 'Middle layer Super Output Areas' (MSOAs) are one level of census statistical geography alongside 'Output Areas' (OAs) and Lower Super Output Areas (LSOAs). MSOAs are made up of usually four or five LSOAs and typically comprise of between 2,000 and 6,000 households and have a usually resident population between 5,000 and 15,000 persons. More information about census geographies can be found at <https://www.ons.gov.uk/methodology/geography/ukgeographies/censusgeographies/census2021geographies>

Barton Hill and Temple Meads MSOAs have low proportions of people older than 65 (7.2% and 3.8%). This is similar to the response rate of 5% for age 65-84.

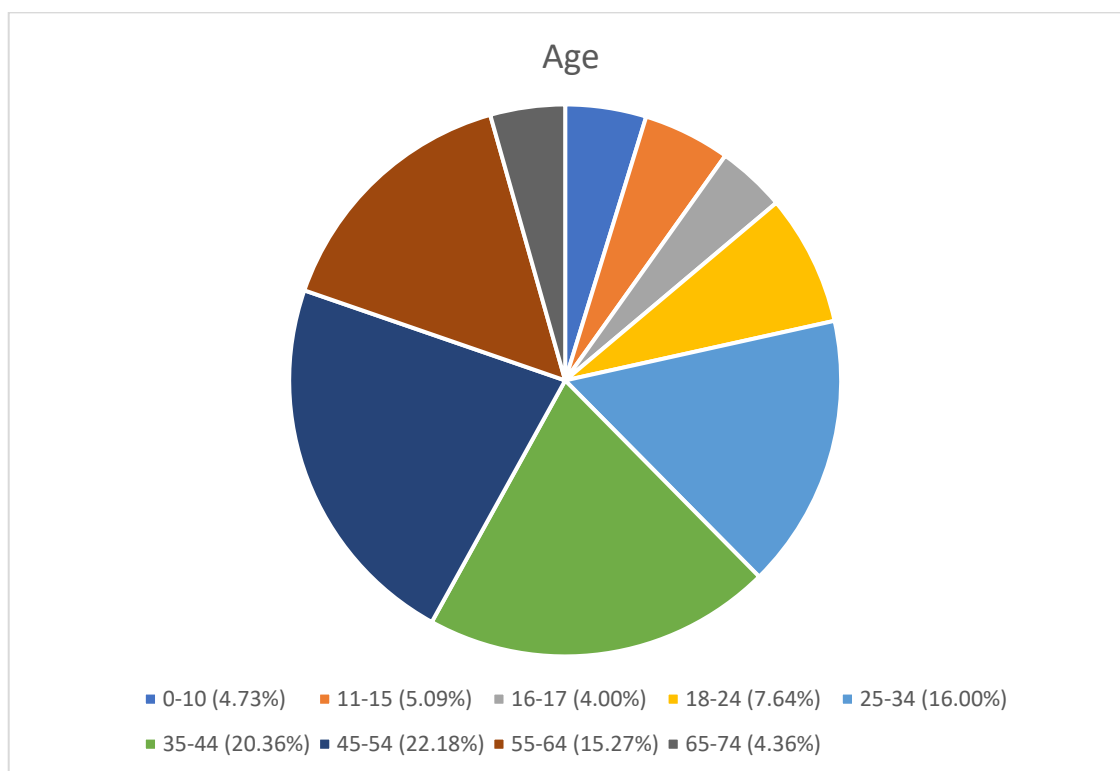


Figure 2: Age of survey respondents

5.2 Disability

5.8% of survey respondents identified as disabled which is lower than Lawrence Hill ward (16%) and the Bristol average (17.2%), however 22% did not provide a response to this question.

5.3 Sex

49.5% of respondents identified as male and 32.4% as female (15% did not answer this question and 3.1% chose 'prefer not to say').

5.4 Gender reassignment

0.3% of respondents reported having a gender identity different from their sex recorded at birth (4.6% preferred not to say; 19.6% did not answer this question). This is similar to Bristol overall, as reported in the 2021 census (0.8%).

5.5 Sexual orientation

5.5% of respondents identified as LGBT+, which is similar to the Bristol average of 6.1% (34.6% did not provide information).

5.6 Ethnicity

37.00% of respondents identified as Black, Black British, Caribbean or African and 26.91% as White British. This is similar to overall in Lawrence Hill ward: the 2021 census identified the largest ethnic groups in Lawrence Hill as White British, 33.6%, Black African, 20.2%, Other Black, 10.4%, Black Caribbean, 6.6%, Mixed, 6.5%, Other White, 6%, and Pakistani, 5.8%.

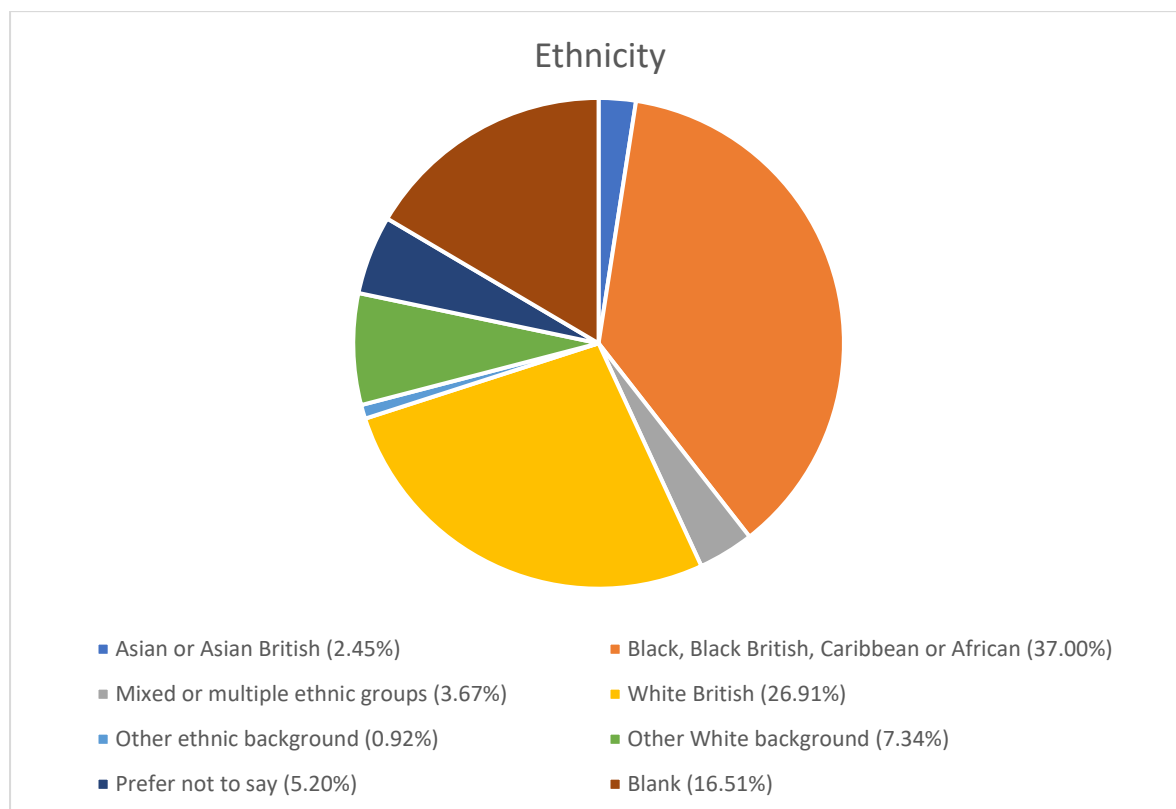


Figure 3: Ethnicity of survey respondents

5.7 Religion/faith

39% identified as Muslim, 14% as Christian and 27% as having no religion. This is similar to the population in Lawrence Hill ward where 37% of people are Muslim, 19.7% Christian and 32.5% have no religion. 20% did not respond to this question and 1% identified as Jewish. These percentages reflect the bespoke consultation sessions with the local mosque within the Frome Gateway area.

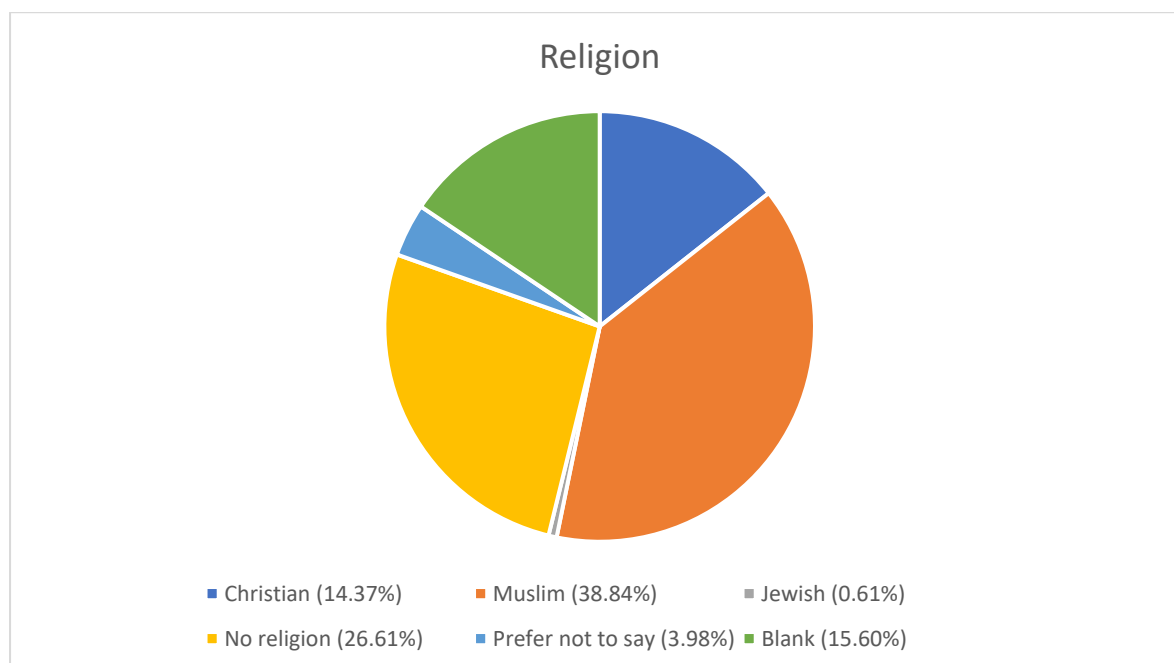


Figure 4: Religion of survey respondents

5.8 Pregnant or given birth in the last 26 weeks

4 respondents reported being pregnant or gave birth within 26 weeks of completing the consultation survey (1.2%). 22% did not answer this question or chose 'prefer not to say'.

5.9 Refugee or asylum seeker

5 respondents reported being a refugee or asylum seeker (1.5%). 23% did not answer this question or chose 'prefer not to say'.

5.10 Carer

8.6% reported being a carer. This is slightly higher than for Lawrence Hill (5.9%) and Bristol overall (7.6%).

5.11 Effect proposals may have on protected characteristics

32% of respondents did not think that the proposals would have any effect on their protected characteristics. 6% thought they may have negative effects and 8% thought they may have positive effects. 54% of survey respondents did not answer this question.

6.0 Consultation findings and recommendations

6.1 Vision and objectives

Findings

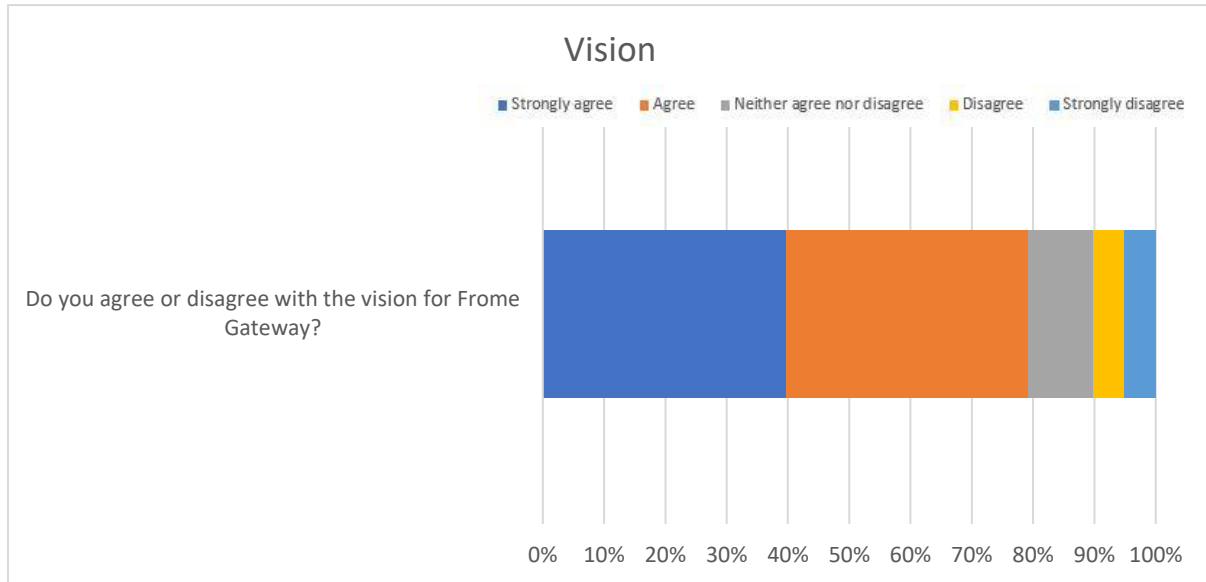


Figure 5: Agreement/disagreement with the vision

Support for the vision is significant with 39.41% of responses in agreement and 39.74% in strong agreement. There was little disagreement (4.89%) or strong disagreement (5.21%) towards the vision however those identifying as disabled were slightly less supportive (35.29% in agreement and 35.29% in strong agreement) and those identifying as female were more disagreeing (6.12%) and strongly disagreeing (8.16%).

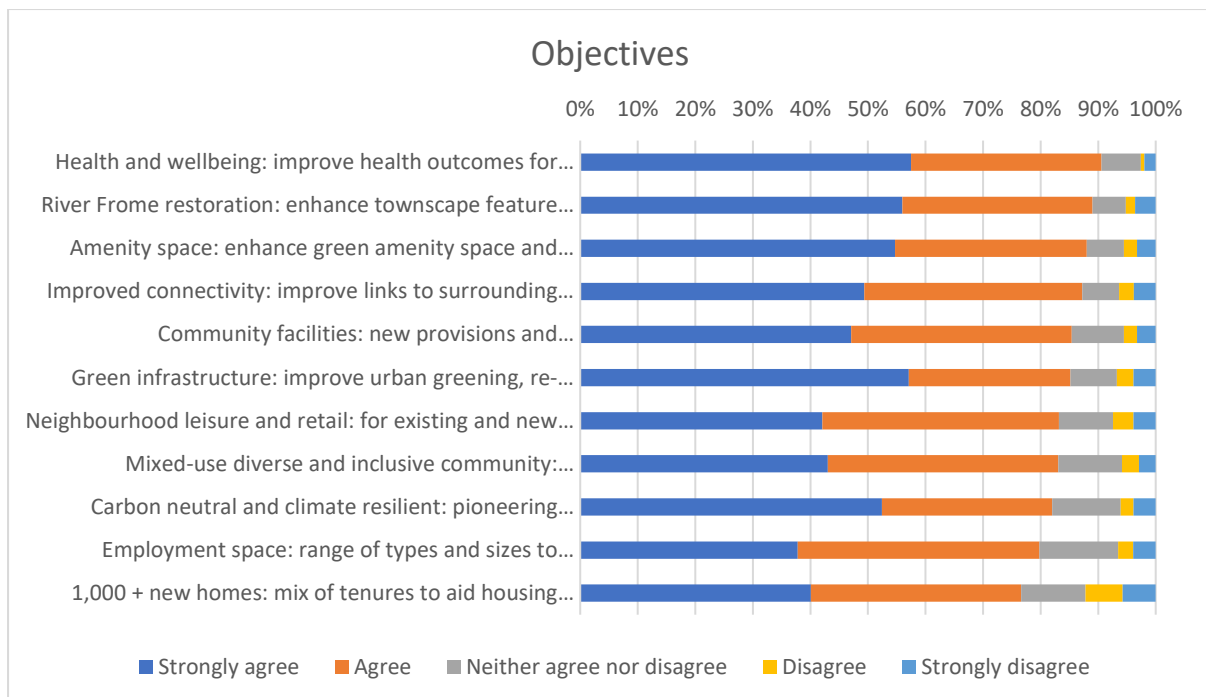


Figure 6: Agreement/disagreement with the objectives

The objectives are well supported with all receiving over 36.54% of responses in agreement and 40.06% in strong agreement. Almost all objectives received less than 3.56% of responses in disagreement and less than 3.91% in strong disagreement. Of the 11 regeneration objectives, the one which secured the least support was ‘1,000 + new homes: mix of tenures to aid housing supply and meet local housing need’ (6.41% disagree/ 5.77% strongly disagree). Those residing locally (BS2 and BS5 postcodes) were more negative about this objective with 7.64% in disagreement and 7.01% in strong disagreement.

Recommendations

1. Consider amending vision to include references to inclusivity and accessibility
2. Evidence base for housing need in the area to be further highlighted

6.2 Spatial concept and character areas

Findings

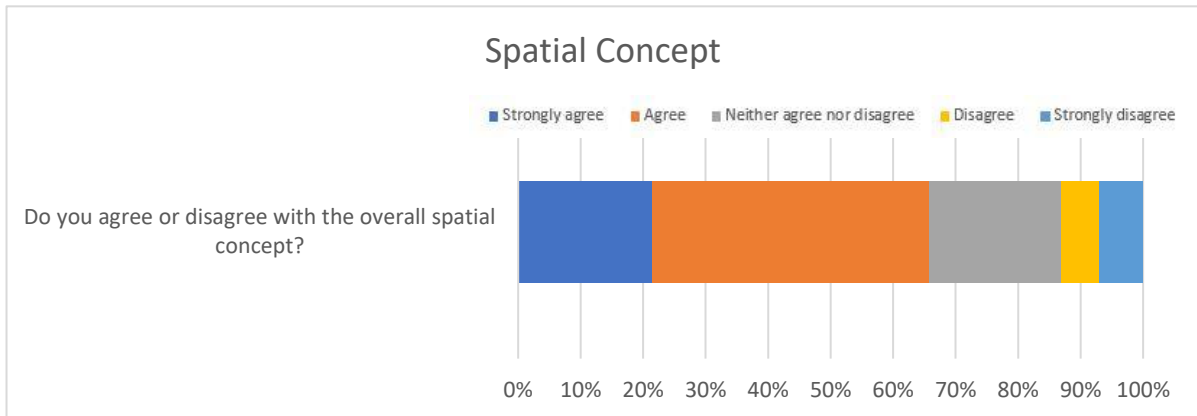


Figure 7: Agreement/disagreement with the spatial concept

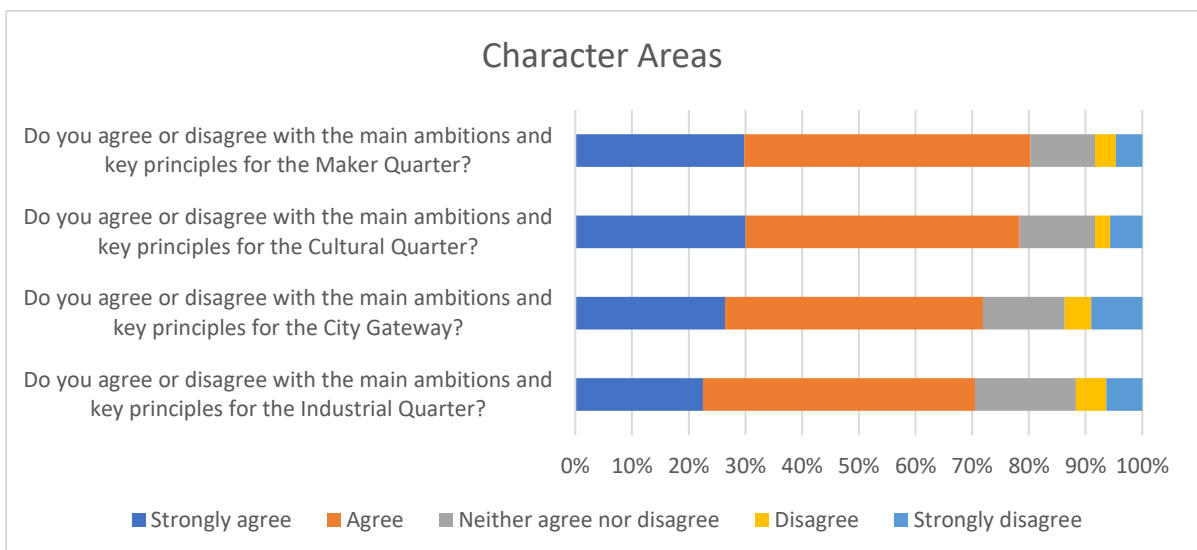


Figure 8: Agreement/disagreement with the character areas

Spatial Concept and Character Areas Free Text Comments

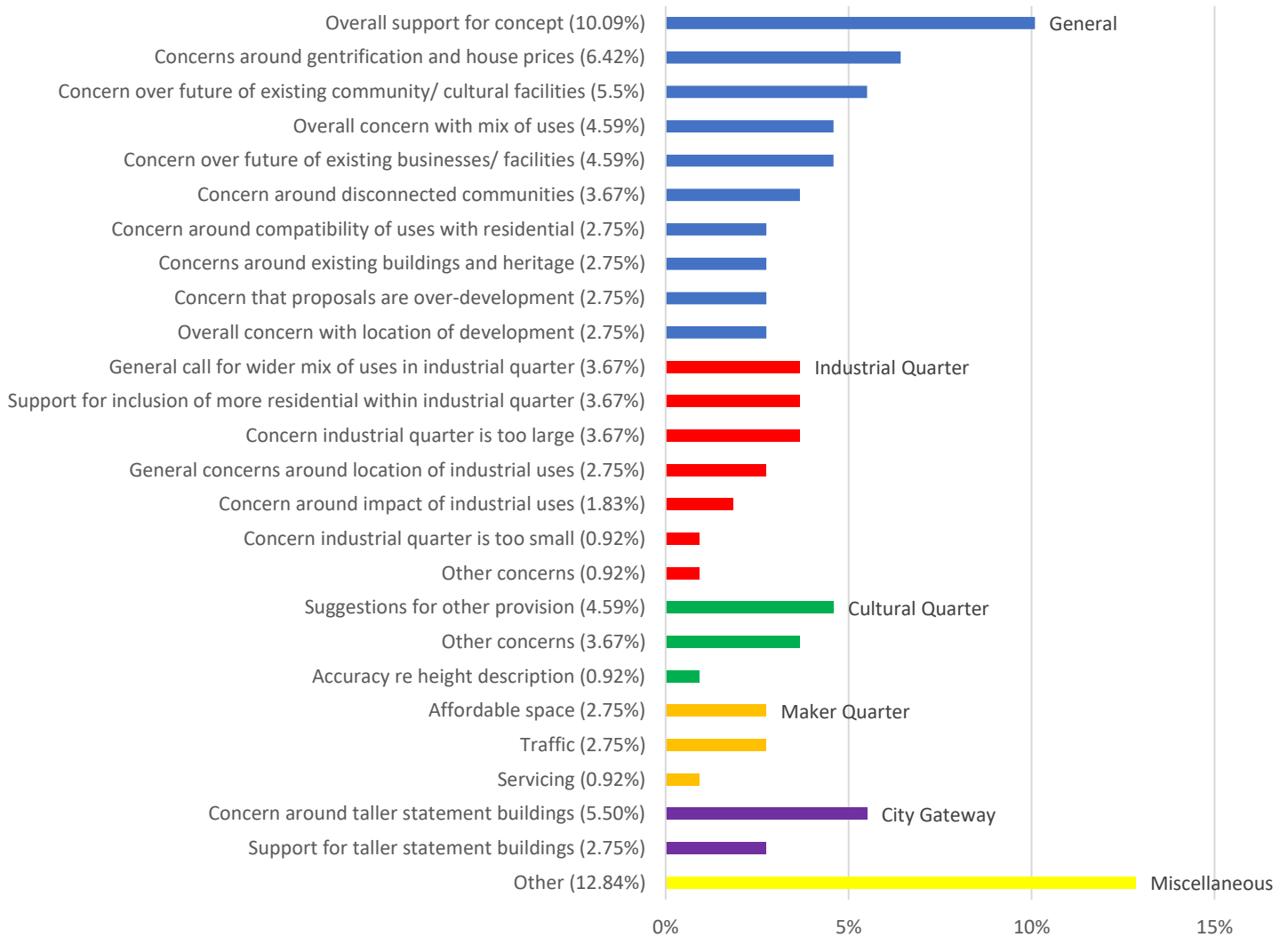


Figure 9: Spatial and character areas free text analysis

The spatial concept and proposed distribution of uses is supported with 44.30% of responses in agreement and 21.48% in strong agreement. This sentiment is emphasised through free text comments (10.09%).

15.09% of respondents either disagreed (6.04%) or strongly disagreed (7.05%) with the overall spatial concept. Levels of disagreement were higher amongst those living locally (8.00% disagree / 10.00% strongly disagree) and those identifying as female (8.08% disagree / 9.09% strongly disagree). A significant proportion of free text comments received (5.50%) express concern about the future of existing businesses, and community and cultural organisations. These aspects are covered in more detail in the 'Employment, housing, community and culture' section of this report. Concern is also expressed towards building height, which is explored further in 'Height, massing, active frontage and streets'. Just over one fifth of responses (21.14%) neither agree nor disagree with the spatial concept and proposed distribution of uses which is significant, although no rationale is easily drawn for this.

The key approaches and main ambitions across all four character areas are supported. All received over 45.48 % in agreement and over 22.48% in strong agreement. The level of disagreement with the Maker and Cultural Quarters is low with less than 3.68% in disagreement and less than 5.67% in

strong disagreement. However, the proportion of responses in disagreement towards the Industrial Quarter and City Gateway is higher.

5.37% disagree and 6.38% strongly disagree with the key approaches and main ambitions for the Industrial quarter. Free text comments relating to the Industrial Quarter express concern about locating industrial uses (2.75%) in the area and that the size of the industrial area is too large (3.67%). There are a notable number of comments expressing concern about the Industrial Quarter being almost exclusively focused on industrial provision (3.67%) with many stating there should be a wider mix of uses including more residential. There are also a number of comments suggesting the lack of a mix of uses in this area is not in-keeping with the approach across the rest of the regeneration area resulting in a sense of disconnection (3.67%). With regards to the City Gateway, 4.68% disagree and 9.03% strongly disagree with the proposals. The main area of concern expressed via free text related to heights of the buildings (see 'Height, massing, active frontage and streets').

Concern about increase in house prices and housing affordability is also expressed strongly through free text comments. This issue is covered within the 'Employment, housing, community and culture' section below.

Recommendations

3. Reconsider Industrial Quarter with regard to size, mix of uses and enhancing connection with the rest of the regeneration area

6.3 Employment, housing, community and culture

Findings

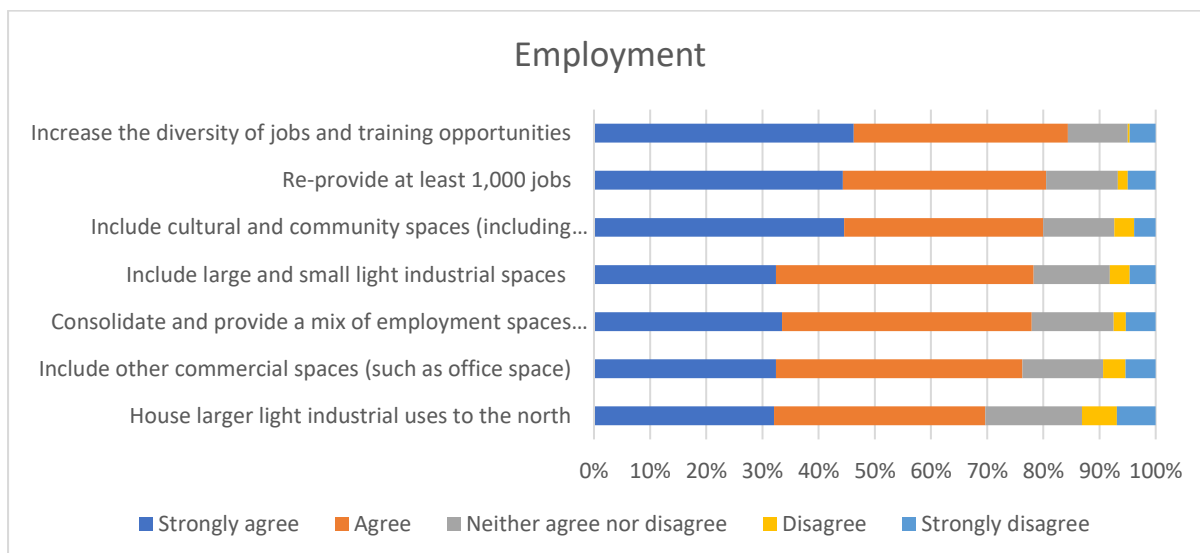


Figure 10: Agreement/disagreement with employment approaches

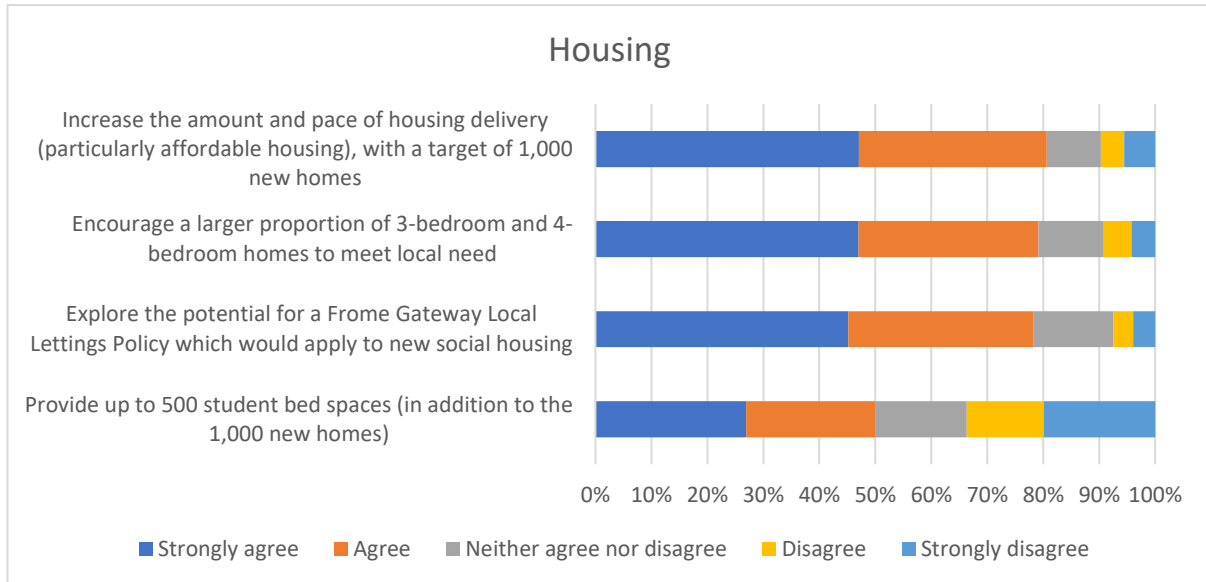


Figure 11: Agreement/disagreement with housing approaches

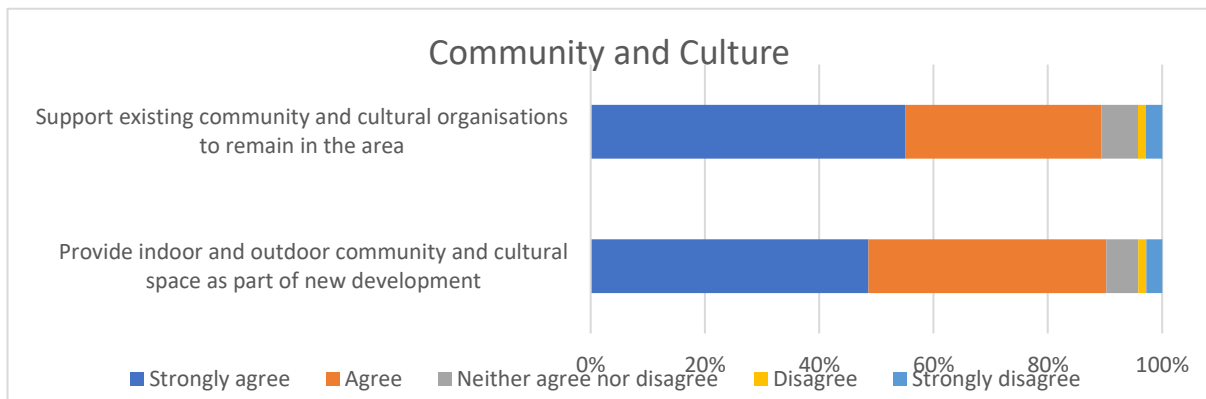


Figure 12: Agreement/disagreement with community and culture approaches

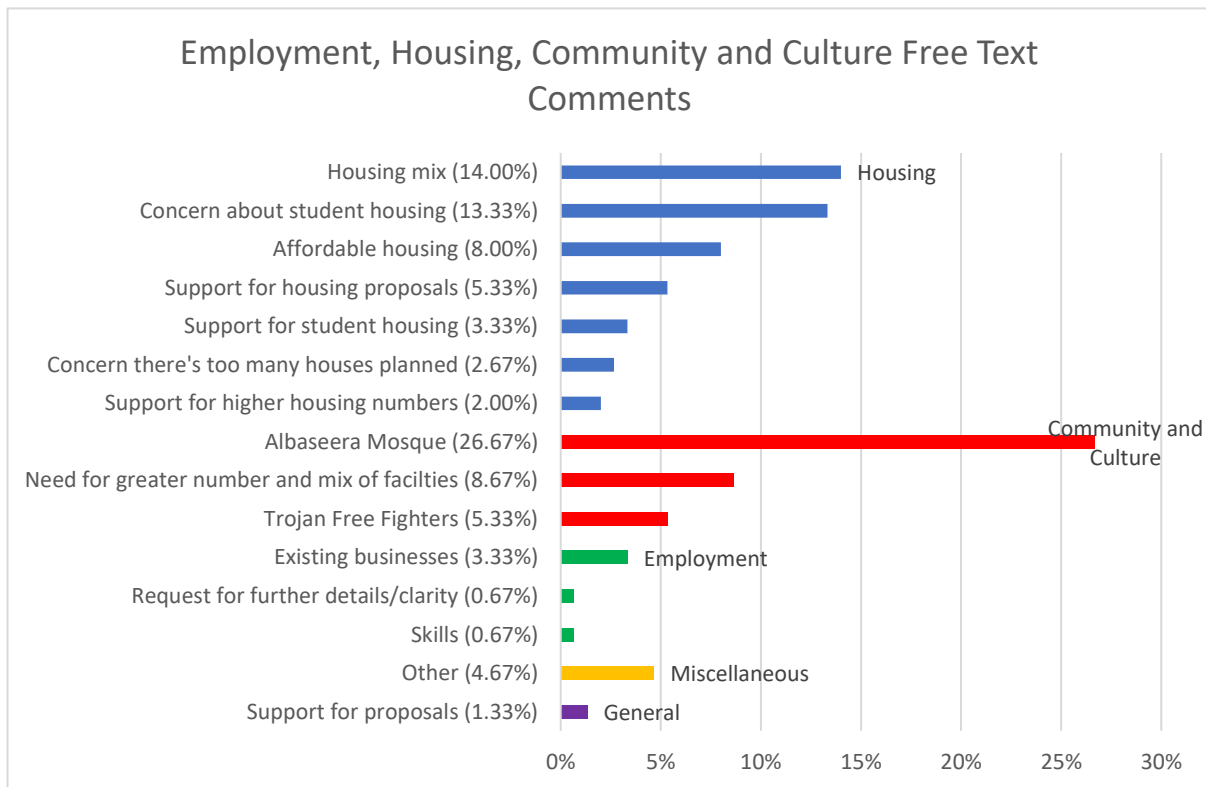


Figure 13: Employment, housing, community and culture free text analysis

Employment

The approaches to employment were supported with all receiving over 35.44% of responses in agreement and over 32.07% in strong agreement. Almost all received less than 3.96% of responses in disagreement and 5.40% in strong disagreement with the exception being 'House larger light industrial uses to the north of the regeneration area (in the Industrial Quarter)' receiving 6.21% of responses in disagreement and 6.90% in strong disagreement. This aligns with the sentiment expressed in the previous section of this report. The majority of free text comments (3.33%) expressed the importance of retaining existing businesses and jobs, again a sentiment expressed in the previous section.

Housing

Strong support is demonstrated for almost all the housing approaches with three of the four presented receiving over 32.16% of responses in agreement and over 45.20% in strong agreement. This is reflected in free text comments with 5.33% expressing support for the proposals and 2.00% even stating more than 1,000 homes should be accommodated. Disagreement with the housing approaches was low with three of the four receiving less than 4.95% of responses in disagreement and less than 5.54% in strong disagreement. Responses neither agreeing nor disagreeing was consistent across three of four housing approaches (between 9.69% and 16.31 %).

The outlier amongst the housing approaches is 'Provide up to 500 student bed spaces as part of the overall mix, mainly in the south of the site (in addition to the 1,000 new homes)' which received far less support. Responses to this approach were mixed with 23.05% in agreement and 26.95% in strong agreement and 13.83% in disagreement and 19.86% in strong disagreement. This is a significant difference with the other three housing approaches which were more supported and is reflected in free text comments. 13.33% of comments express concern about student housing stating it would change the character of the area, that a transient population would leave housing empty for periods and that provision of homes for local people is more important. A small number of free text comments from developers are in support of students housing (3.33%) stating the 500 bed cap feels arbitrary and comes from the draft Local Plan which may change and that the location is geographically well suited for students. It must also be noted that the degree of support for student beds was substantially higher amongst young people. Survey responses of those under 25 years old express strong support for student housing with 24.05% in agreement and 49.54% in strong agreement.

Other significant housing themes drawn from free text comments relate to affordable housing (8.00%) which express concern about affordability and state that social and affordable housing for the local community should be prioritised, that house prices should not price out the local community and that firmer commitment on the Local Lettings Policy is needed (the framework states this will be 'explored'). This concern regarding affordability echoes the comments received in the 'Spatial Concept and Character Areas' section. 14% of comments relate to housing mix and express a need for larger homes and state the guidance in the framework is too low.

Community and Culture

Approaches to community and culture received significant support with over 34.28% of survey responses in agreement and over 48.60% in strong agreement, and less than 1.41% in disagreement

and less than 2.83% strong disagreement. Free text comments overwhelmingly concern the need for retaining community and cultural facilities, with two particular organisations receiving notable mention. 26.67% of responses relate to Al Baseera Mosque recognising it as an important community facility, request for it to stay in the locality, express its need for larger premises and state concern about the impact of the regeneration on the mosque with parking a particular issue. The other community organisation to receive notable mention is Trojan Free Fighters (5.33% of comments). Comments state how important Trojan Free Fighters is for young people in particular and that it should be retained, and express concern for its future worrying that it may be lost.

Recommendations

4. Further detail required to set out how the council will seek to retain businesses and jobs
5. Explore whether there is scope to reconsider student bed allocation
6. Strengthen wording around affordable housing within the framework to make it clear BCC expects developers to use grant and other means to secure policy compliant affordable housing allocation
7. Explore whether there is scope to strengthen commitment to the Local Lettings Policy
8. Need for larger family homes to be further highlighted
9. Further detail required to set out how the council will seek to retain and support community groups, noting Albaseera Mosque and Trojan Free Fighters in particular

6.4 Pedestrian, cycle and vehicle routes

Findings

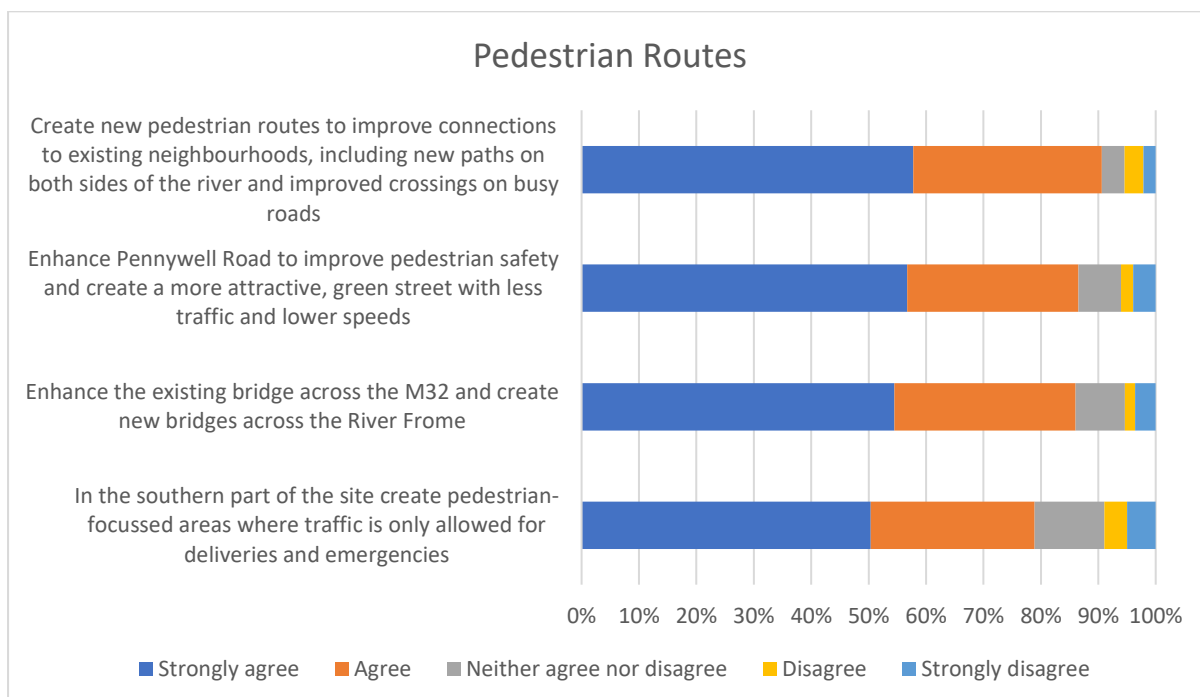


Figure 14: Agreement/disagreement with pedestrian routes approaches

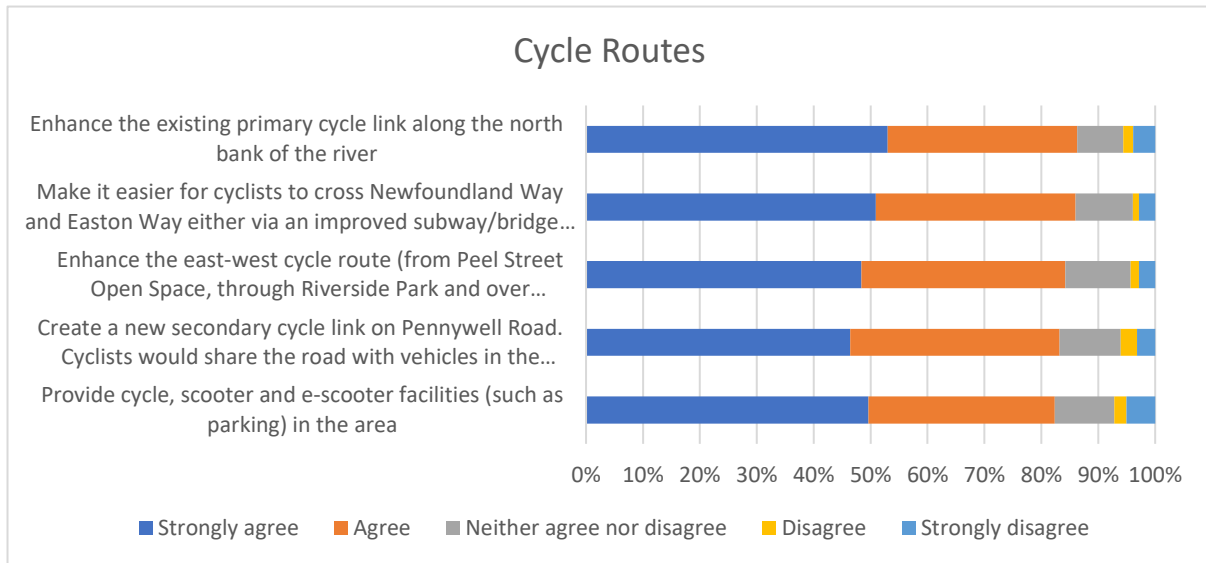


Figure 15: Agreement/disagreement with cycle routes approaches

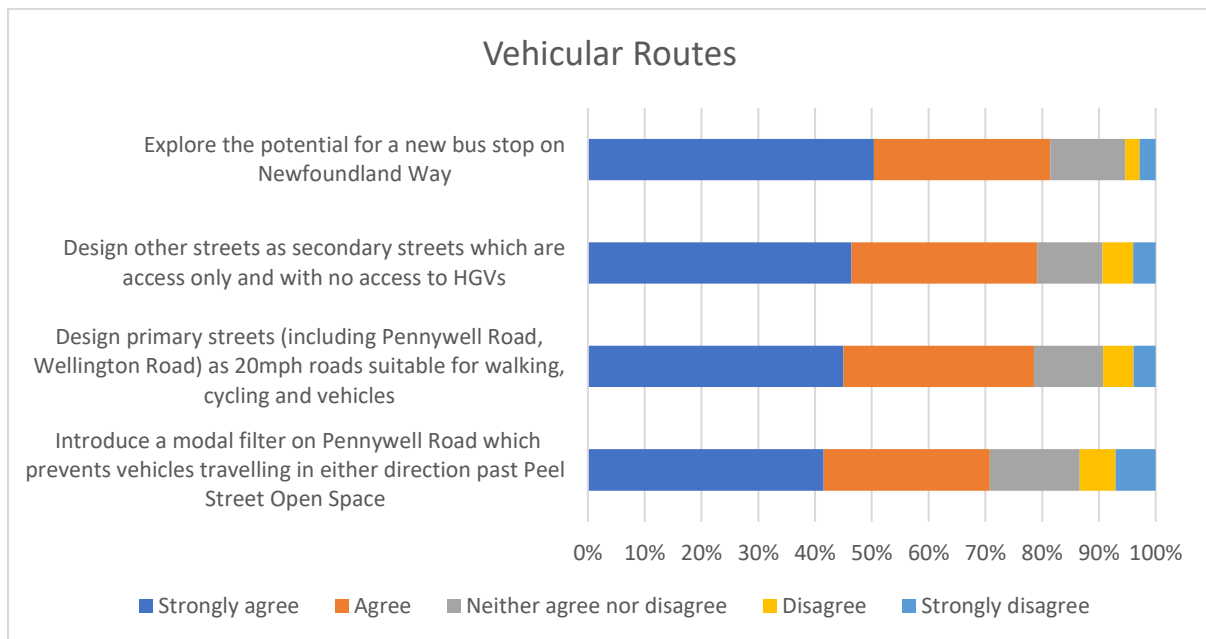


Figure 16: Agreement/disagreement with vehicular routes approaches

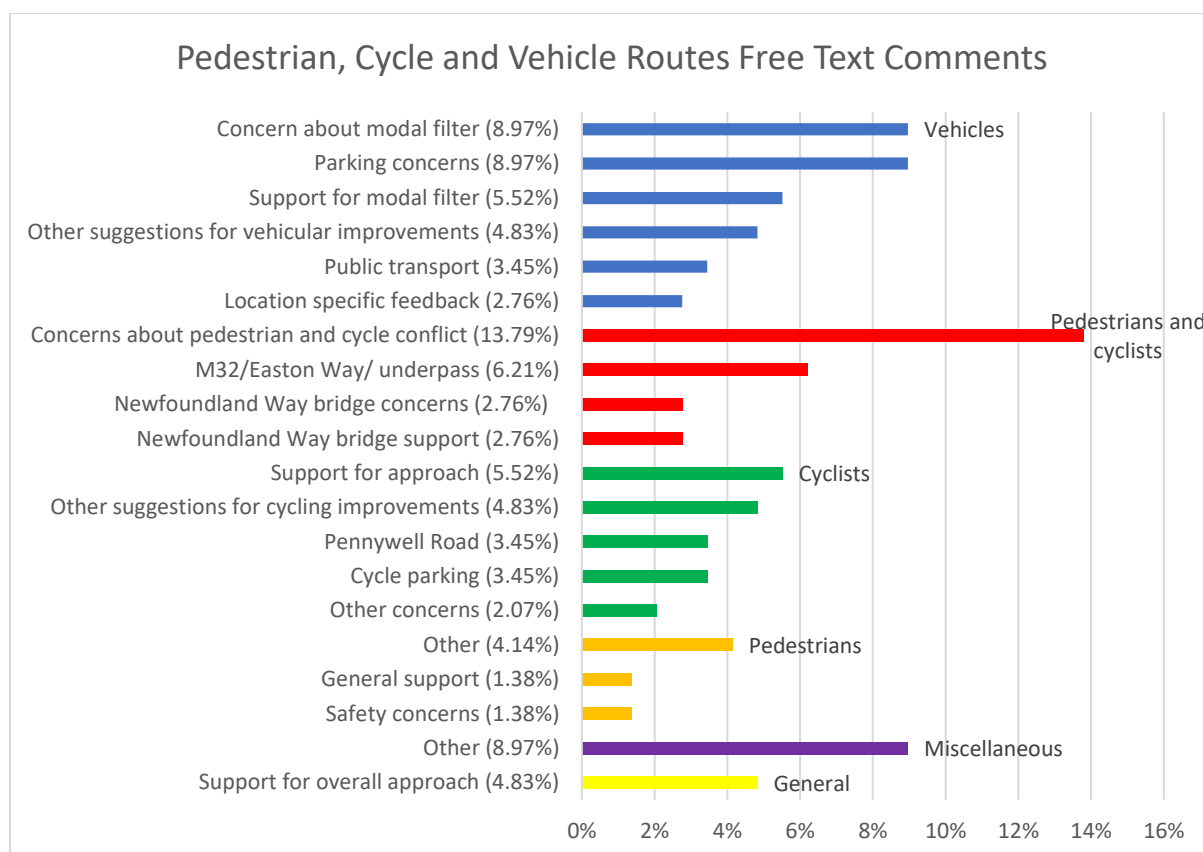


Figure 17: Pedestrian, cycle and vehicular routes free text analysis

Approaches to pedestrian, cycle and vehicle routes are well supported with all receiving over 28.57% of responses in agreement and 41.55% in strong agreement. Approaches to vehicle routes received slightly lower levels of agreement compared to the pedestrian and cycling responses. 5.52% of free text comments demonstrate support for the approaches to cycling specifically and 4.83% express support for all approaches more generally. Disagreement with approaches is low with all but one receiving less than 5.40% in disagreement and less than 3.96% in strong disagreement. The approach with slightly higher levels of disagreement (6.34%) and strong disagreement (7.04%) is 'Introduce a modal filter on Pennywell Road which prevents vehicles travelling in either direction past Peel Street Open Space, effectively making a no through road for all motor traffic and creating a more community focussed and calmer street'. There was a higher level of disagreement with the introduction of the modal filter among Disabled and older respondents, (disabled: 12.40% disagree 6.15% strongly disagree; 55+: 13.46% disagree 7.02% strongly disagree) compared to all respondents. A significant proportion of free text comments (8.97%) express concern about the impact of the modal filter on local residents, businesses, emergency services and increased traffic on Stapleton Road. It must be noted however that 5.52% of free text comments are in support for the model filter and measures to calm and minimise traffic.

A substantial proportion (13.79%) of free text comments relate to pedestrian and cyclist conflict and express the need for segregating cyclists and pedestrians. Particular areas of concern are along Riverside Walk and the intersection of Peel Street and Riverside Walk within Riverside Park.

6.21% of free text comments are about the M32/Easton Way underpass at the northern end of the regeneration area and state that it requires improvement as it is not fit for purpose and is a significant barrier to movement.

Numerous comments express concern about parking (8.97%) and request more provision for parking given the influx of new residents.

Recommendations

10. Make clear that disability groups and local residents will be involved in future consultations around a new modal filter on Pennywell Road to ensure that people with limited mobility are not restricted from travel, and consider other modal filter concerns (impact on residents and businesses, emergency services, traffic on Stapleton Road)
11. Consider amends to reduce pedestrian and cyclist conflict
12. Explore possibility of more detailed response to address issues associated with the M32/Easton Way underpass
13. Consider amends to respond to parking concerns

6.5 Height, massing, active frontages and streets

Findings

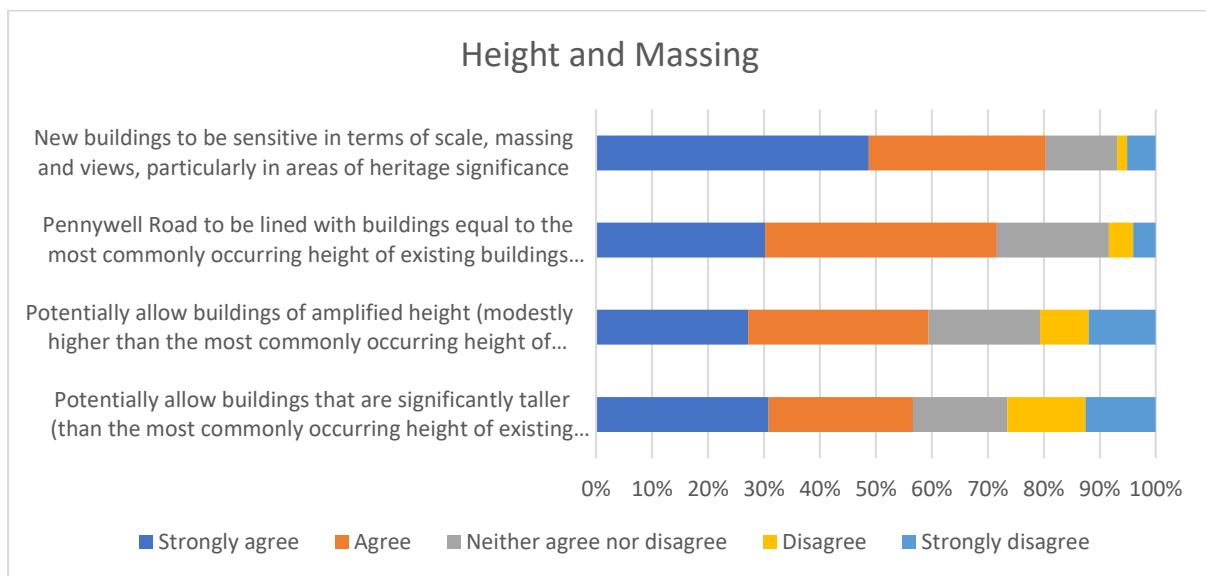


Figure 18: Agreement/disagreement with height and massing approaches

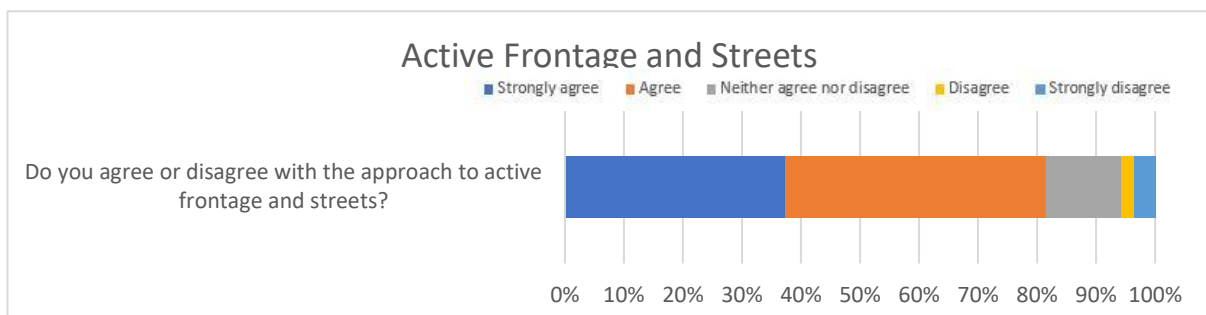


Figure 19: Agreement/disagreement with active frontage and streets approach

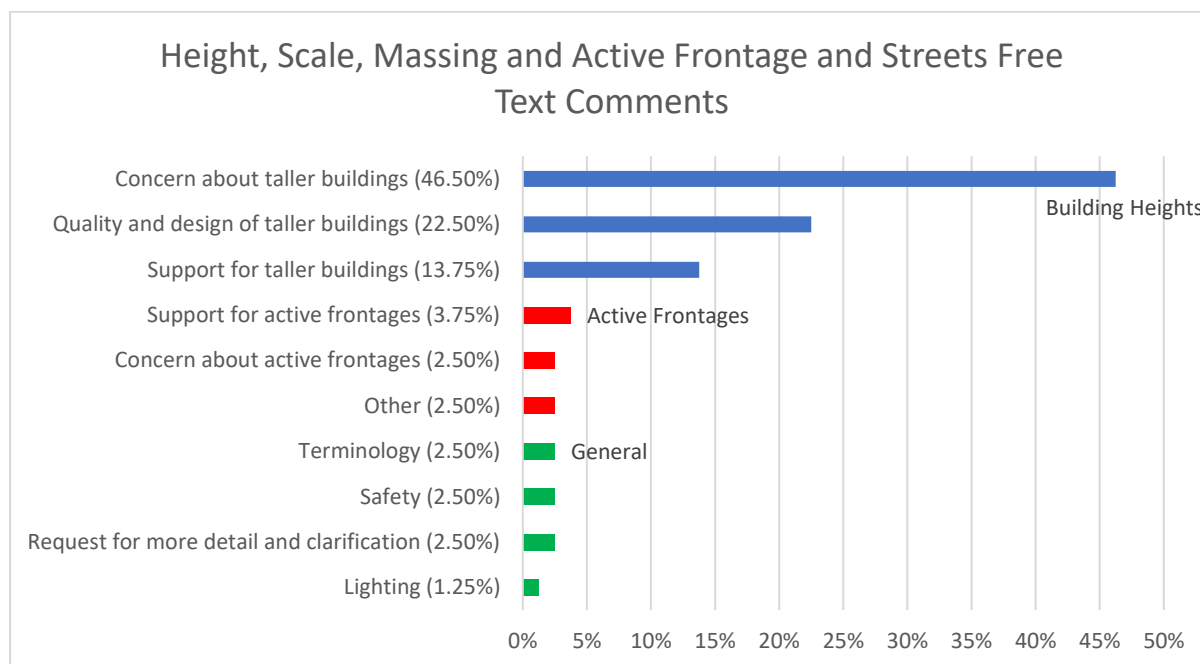


Figure 20: Height, scale, massing and active frontage and streets free text analysis

All four approaches to height and massing are supported with all receiving over 25.81% of responses in agreement and over 27.17% in strong agreement. Two of the four particularly well supported: ‘Pennywell Road to be lined with buildings equal to the most commonly occurring height of existing buildings to create a community street feel’ and ‘New buildings to be sensitive in terms of scale, massing and views, particularly in areas of heritage significance’. Both received over 31.64% of responses in agreement and over 30.18% in strong agreement and less than 4.36% in disagreement and less than 5.09% in strong disagreement.

The remaining two approaches supported to a less degree are ‘Potentially allow buildings that are significantly taller (than the most commonly occurring height of existing buildings) at the north and southern gateways to the site and Newfoundland Way crossing’ received 25.81% of responses in agreement and 30.82% in strong agreement and ‘Potentially allow buildings of amplified height (modestly higher than the most commonly occurring height of existing buildings) overlooking the Riverside Park and in the centre of the site’ received 32.25% of responses in agreement and 27.17% in strong agreement.

Free text comments echoed the sentiments indicated through qualitative data with 46.5% expressing concern about tall buildings in general stating there should be a limit to the number of storeys, that taller buildings are unsuitable for certain groups such as families and negatively impact the wellbeing of those living in them and express concern about taller building being near the park and river. 22.50% of comments express the need for taller buildings to be high quality in terms of design, provide private external space and require particularly considered ground floor use. 13.75% of comments express support for taller buildings recognising the role they can play in addressing the housing crisis and that they are appropriate in certain locations within the regeneration area.

There is strong support for the approach to active frontages and streets with 44.20% of responses in agreement and 37.32% in strong agreement.

Recommendations

- 14. Review the height and massing strategy in light of reduced support for taller buildings
- 15. Consider including greater reference to design and build quality of taller buildings to address quality of life concerns

6.5 Green/blue infrastructure and open space

Findings

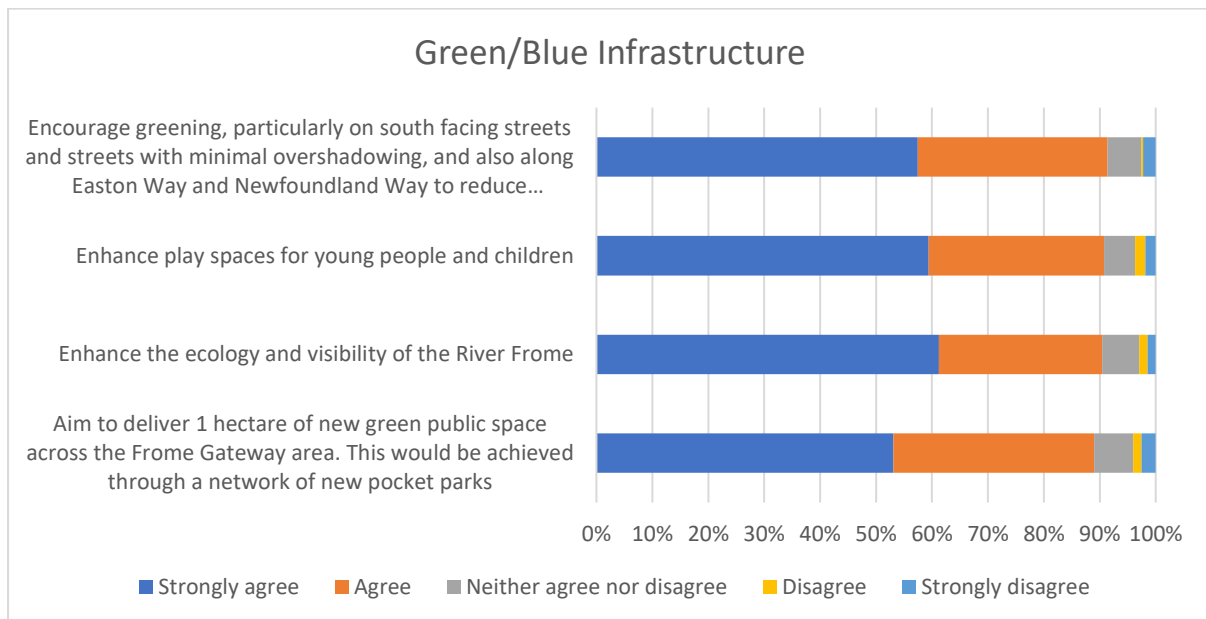


Figure 21: Agreement/disagreement with green/blue infrastructure approaches

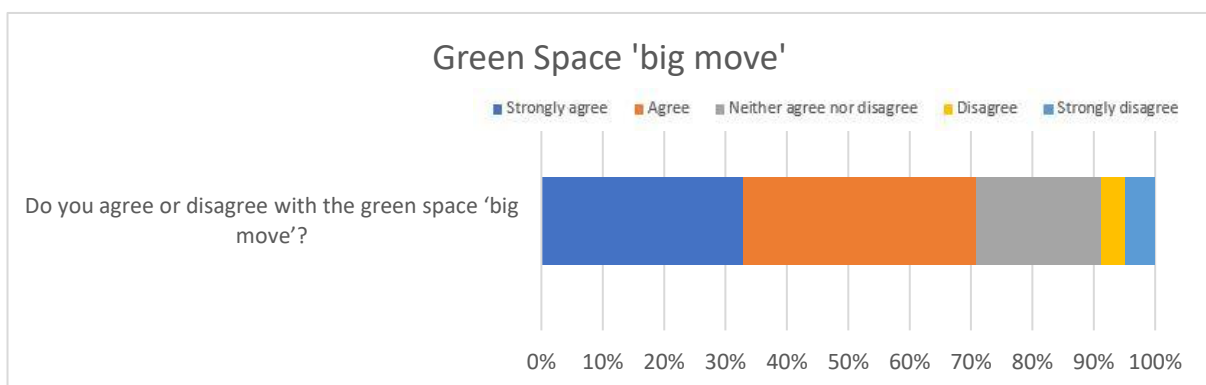


Figure 22: Agreement/disagreement with green space 'big move'

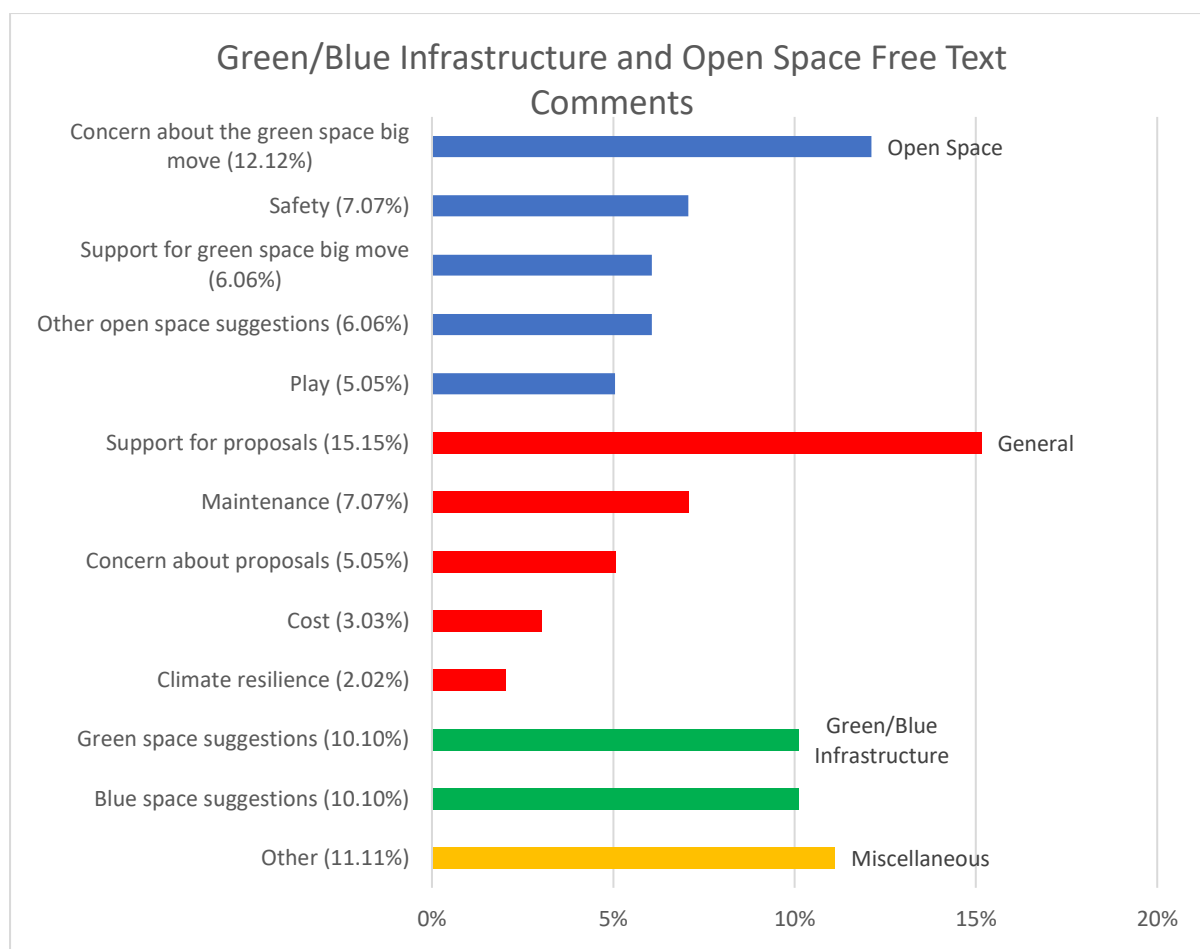


Figure 23: Green/blue infrastructure and open space free text analysis

There is considerable support for all the approaches to green and blue infrastructure with over 29.15% of responses in agreement and over 51.11% strong agreement. All approaches received less than 1.85% of responses in disagreement and 2.56% in strong disagreement. There were very few (between 5.54% and 6.96%) responses neither agreeing nor disagreeing. A substantial proportion of free text comments (15.15%) also expressed support for the green and blue infrastructure approaches.

10.10% of comments make green space suggestions and the same proportion making blue space comments with many relating to biodiversity and nature, and request greater regard should be taken to protect nature and create and connect natural habitats. The proportion of comments expressing concern about safety, crime and anti-social behaviour within Riverside Park is noteworthy (7.07%).

Whilst there is considerable support for approaches to green and blue infrastructure, responses to the green space ‘big move’ were more ambiguous. The green space ‘big move’ proposes to create a new park in the regeneration area via land swap agreements. Although there is notable support for the concept overall with 37.78 % of responses in agreement and 32.96% in strong agreement 12.12% free text comments are in disagreement with the concept of the green space ‘big move’. These comments expressed scepticism and a lack of trust of the council, suggesting the motive is to create more viable plots elsewhere in the regeneration area for the benefit of developers. Included within these comments are a number stating that the green space ‘big move’ was unclear or there was

insufficient information about it. This may explain why one fifth of survey responses (20.37%) neither agreed nor disagreed with the green space ‘big move’.

Recommendations

- 16. Explore possibility of strengthening commitments to enhance and protect bio-diversity and nature
- 17. Highlight efforts made in the framework to promote safety
- 18. Provide further evidence of the public benefit of the green space ‘big move’ to support the rationale
- 19. Consider amends to make the concept of the green space ‘big move’ more discernible

6.6 Sustainability, flood and health

Findings

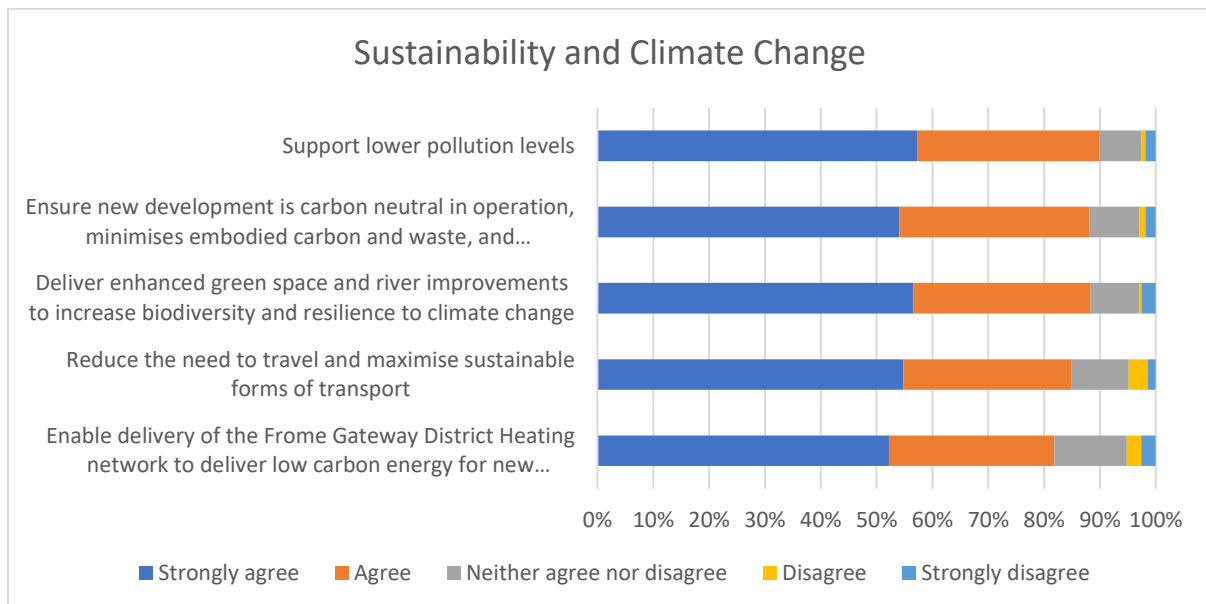


Figure 24: Agreement/disagreement with sustainability and climate change approaches

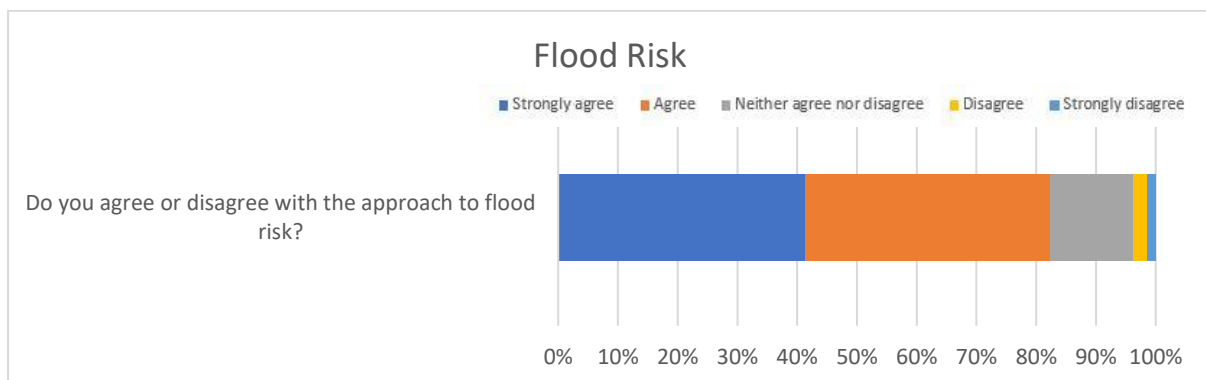


Figure 25: Agreement/disagreement with flood risk approach

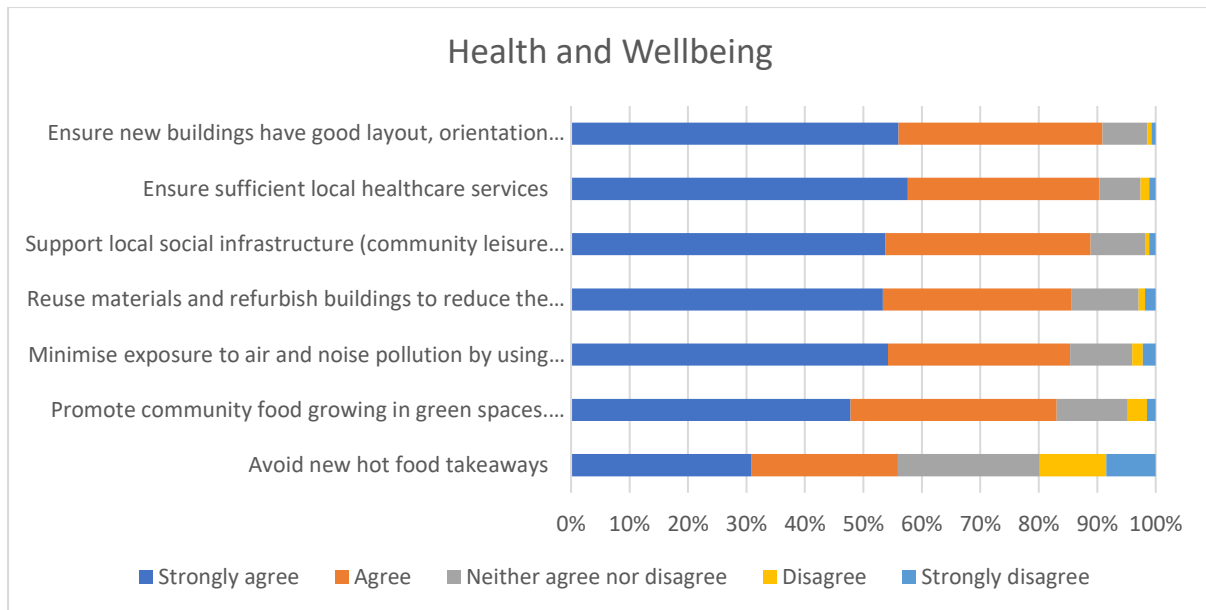


Figure 26: Agreement/disagreement with health and wellbeing approaches

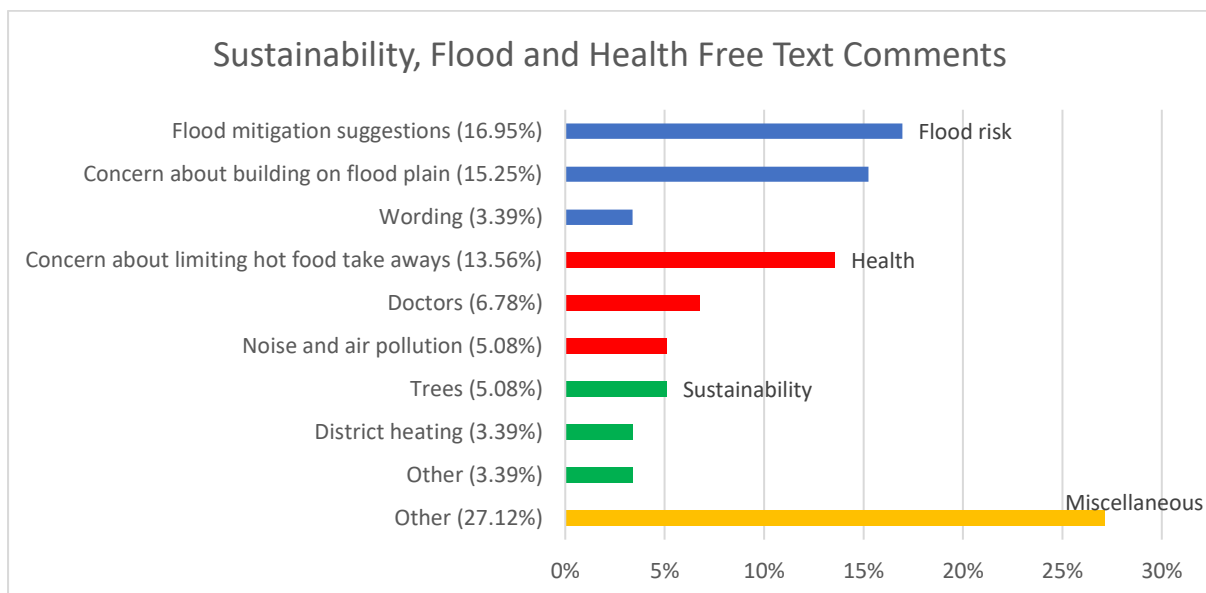


Figure 27: Sustainability, flood and health free text analysis

Approaches to sustainability and climate change are well supported with over 29.63% of responses in agreement and 52.22% in strong agreement. There are extremely low levels of negativity towards these approaches with less than 3.37% in disagreement and less than 2.59% in strong disagreement. The approach to flood risk also received good support: 82.42% of responses agree or strongly agree, with less than 3.67% of responses disagreeing or strongly disagreeing. A substantial proportion of free text comments relate to flooding with 15.25% expressing concern about building in the flood plain stating the proposals do not take a sequential approach to the location of new development with residential proposed in higher risk area and industrial in lower risk, that there is a lack of a strategic flood management solution and that restoring the River Frome is unlikely to reduce flood risk. 16.95% of comments suggested other solutions for flood mitigation such as maintenance of the river channel and local drainage system, and the use of sustainable urban drainage.

There is good support for the health and wellbeing approaches with all but one receiving over 31.14% of responses in agreement and 47.79% in strong agreement. The principle of avoiding new hot food takeaways received more mixed responses. 25.00% agreed and 30.88% strongly agreed with the approach of avoiding new hot food takeaways and a greater degree of negativity is expressed towards this approach with 11.50% disagreeing and 8.46% strongly disagreeing with this approach. This sentiment is reflected in 15.36% of free text comments. Young people (under 18) were most likely to oppose this approach (3.58% agree/23.63% strongly agree; 26.32% disagree/25.00% strongly disagree) whereas adults were more supportive (35.61% agree/26.03% strongly agree; 10.28% disagree/5.06% strongly disagree).

There is a relatively high degree of 'neither agree nor disagree' responses, ranging from 7.06% to 24.26%. Those with higher levels may reflect the broad phrasing of the question, or the technical nature of the proposals, such as for the approach to flood risk (13.92%).

Recommendations

20. Further detail required to address flooding concerns
21. Rephrase the text about no hot food takeaways to instead be about promotion of healthy food choices

6.6 Other comments

The final survey question asked for any other comments. The majority of 'any other comments' received relate to topics already covered in this report so have been reallocated and covered in the appropriate sections. The only area to receive notable mention was the engagement process with comments stating that engagement needs to be continue and must be inclusive.

8.0 How will this report be used?

The consultation feedback in this report is taken into account by officers in developing the final Frome Gateway Regeneration Framework. A Consultation Response Report will be produced to clearly document how this feedback has been used to finalise the framework.

The Frome Gateway Regeneration Framework, together with this consultation report and other supporting documentation, will be considered by Bristol City Council's Cabinet on 6 February 2024.

If Cabinet endorse the final framework, it will become a 'material consideration' in the planning process – meaning that the council's planning department will use the Frome Gateway Regeneration Framework to support determination of planning applications within the regeneration area, based on the extent to which planning applications contribute towards the overall vision and principles for change set out in the framework.

9.0 How can I keep track?

Visit the project website (www.fromegateway.co.uk) for further information about the Frome Gateway Regeneration and sign up to our email list to be kept informed and engaged.

You can find the latest consultation and engagement surveys online on the council's Consultation and Engagement Hub (www.ask.bristol.gov.uk). You can also sign up to receive automated email notifications about consultations and engagement at www.bristol.gov.uk/askbristolnewsletter.

Decisions related to the proposals in this consultation will be made publicly at the February Cabinet meeting on 6 February 2024. You can find forthcoming meetings and their agendas at www.democracy.bristol.gov.uk. Any decisions made by Full Council and Cabinet will also be shared at www.democracy.bristol.gov.uk.

10.0 Appendix

A - Marketing and promotion

The consultation was widely publicised across a variety of media and formats as detailed below.

| Item | Format | Delivery |
|----------------------------|--|--|
| Website publication | Project website | https://fromegateway.co.uk |
| | Bristol City Council website | Frome Gateway regeneration (bristol.gov.uk) |
| News release | Bristol City Council newsroom | Frome Gateway – Have Your Say on the future of St Jude’s (bristol.gov.uk) |
| | Mayor’s blog | https://thebristolmayor.com/2023/10/23/frome-gateway/ |
| Mayor’s promotional videos | YouTube | 01 the ask and why: The future of Frome Gateway in St Jude's - YouTube 02 why and how: Frome Gateway Regeneration – Have your say on the future of St Jude’s - YouTube 03 the ask and how: Frome Gateway Regeneration Framework: Come forward and share your views - YouTube |
| Briefing with Mayor | On site with Planet Radio | Consultation begins on development vision near M32 (planetradio.co.uk) |
| Postal advert | A5 postcard | Sent to 1,500 local residents and businesses |
| Posters and banner | A3 lamppost posters | 20 lamppost posters in the locality |
| | A3 and A4 paper posters | 40 paper posters distributed |
| | PVC banner | One 5x1m banner on Peel St bridge |
| Newsletters | We are Bristol (Citizens newsletter) | Over 9,000 recipients in total |
| | Ask Bristol (consultation newsletter) | |
| | Business newsletter | |
| | Head teacher’s briefing | |
| | Bristol Nights (night time economy newsletter) | |
| | Bristol City Council internal newsletter | |
| Project partner blog | TRUUD website | Highlighting the health and wellbeing impacts of urban development. Frome Gateway regeneration framework consultation launched – TRUUD |

| | | |
|-------------------------------|--|---|
| Project mailing list | Regular email notifications | Over 100 recipients on list |
| Local radio | Ujima Radio | Promotional advert played out for two weeks |
| Social media | Bristol City Council Facebook, X (Twitter), LinkedIn, Nextdoor, Instagram | 32 posts in total |
| Paid for social media adverts | Facebook | Ran for one week from Saturday 25 th November |
| Media coverage | Planet Radio | Consultation begins on development vision near M32 (planetradio.co.uk) |
| | Business Live | Bristol City Council sets out plans for Frome riverside development - Business Live (business-live.co.uk) |
| | Bristol 24/7 | Vision laid out for land around River Frome (bristol247.com) |
| | Bristol Post | New regeneration project plans to build 1,000 homes in area behind Cabot Circus - Bristol Live (bristolpost.co.uk) |
| | Bristol World | New regeneration project plans to build 1,000 homes in area behind Cabot Circus (bristolworld.com) |
| | MSN | New regeneration project plans to build 1,000 homes in area behind Cabot Circus (msn.com) |
| | The Business Desk | Consultation launched on major redevelopment in Bristol - South West (thebusinessdesk.com) |