



Frome Gateway Regeneration Framework

Statement of Community Involvement

January 2023





Community
conversation
this way



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Introduction and Executive Summary

Introduction

Bristol City Council (BCC) has been working to develop a Regeneration Framework for the Frome Gateway Area of Growth and Regeneration in St Jude's, Bristol. The area is currently predominantly made up of light industrial businesses owing to its planning policy designation as a Principal Industrial and Warehousing Area (PIWA) in Bristol's [Core Strategy \(2011\)](#).

Increasing the supply of new homes in Bristol is a key priority for the city. Bristol has a population of c.470,000 which is predicted to grow to 550,000 by 2050. There are over 19,000 on the housing waiting list, over 1,000 in temporary accommodation and a need to deliver 33,500 new homes by 2036. All this is placing huge demand on housing, employment space, waste and resources. At the same time, we are facing climate and ecological emergencies.

BCC is managing this change through its ambitious programme of regeneration across the city, much of which is in inner city brownfield areas like Frome Gateway, which has been allocated as an Area of Growth & Regeneration in the [draft Local Plan](#).

Frome Gateway is a key site as it is within walking distance of the city centre, well connected to transport infrastructure, brownfield and in need of rejuvenation. There are opportunities to create a high-quality mixed-use neighbourhood with a minimum of 1,000 homes alongside at least 22,000m² of employment space and new community and cultural facilities. Regeneration here can also create a well-connected, healthy neighbourhood with integrated walking and cycling links, as well as high quality public spaces that feel welcoming for all, help to adapt to a changing climate and provide space for wildlife recovery.

The Regeneration Framework provides a holistic and long-term vision for the Frome Gateway area to guide future development and investment. Diversity and inclusivity, sustainability, and health and wellbeing are the heart of this vision.

The involvement of residents, business, the wider community and city interest groups has been a priority from the outset to ensure the aspirations of the Framework reflect local needs and aspirations.

Key objectives of the engagement process include:

- To set the Frome Gateway regeneration in the context of changes taking place across the city, and in line with key One City objectives.
- To engage with the community from the very start of the project to understand their needs, aspirations and concerns for the regeneration of the area, and ensure these are embedded into the design process from the outset.
- To identify and build upon existing community assets by integrating these into the future facing vision for Frome Gateway.
- To ensure engagement and consultation opportunities were widely promoted, with a focus on local audiences to ensure the regeneration vision and objectives were shaped by the local context and needs and aspirations of the local community before being opened to city-wide consultation.
- To be respectful of cultural, religious and socio-economic differences.

- To manage expectations and build understanding about the role of and limitations of a Regeneration Framework, how it will be used in practice and by who, and the timescales, complexity and likely delivery routes of the regeneration programme.
- To be open and transparent about the community's (and project team's) 'scope of influence' and wider influencing factors on the Regeneration Framework other than community and stakeholder engagement (such as planning policy, city objectives, and technical input).
- To provide varied and multiple opportunities to discuss, ask questions and provide feedback, and build understanding, in person and online.
- To enable greater and more diverse community participation by reducing barriers to engagement (such as language barriers).
- To engage with a variety of relevant organisations and groups to participate.

Measures to help facilitate this included:

- Creating a [Scope of Community Influence](#) that explains the various influencing factors over the Regeneration Framework and the degree of community influence over different aspects of the Regeneration Framework.
- Supporting the community to shape and define local priorities for the change before any design work had begun. These were captured in the [Community Place Principles](#) which were refined throughout the process and were used as a set of guiding principles for the design team. The Community Place Principles can be found in Appendix A.
- The creation of a project website to share information about the project. This included an [online interactive map](#) to help collect information about things people like or dislike about the area, local assets and change they would like to see.
- Community and stakeholder engagement being led and co-ordinated by BCC's Frome Gateway Engagement Steering Group. This was made up of officers from the Regeneration, Economic Development, Community Development, Flood Risk, Communications, City Design and Culture teams who had different lead responsibilities for different stakeholder groups. This was at time supported by the technical and design consultant teams.
- BCC's Community Development team working to remove barriers to participation through targeted outreach and support utilising a network of 'Community Champions' and 'Community Connectors'.
- The creation of online 'Story Maps' to tell the historic story of the [Frome Gateway area](#) and [River Frome](#) to help contextualise the regeneration of Frome Gateway in its evolution of time.
- An Artist in Residence commission to create a series of creative and incidental opportunities for the community and 'passers-by' to give their views and thoughts of the area and the change they would like to see.
- A 'Live Local' study undertaken by the [TRUUD research project](#) to build a better understanding of the lived experience of local residents and their perceptions of change and regeneration.
- Promoting the consultation widely to the community via letters and postcards, posters and banners, email, community newsletters, social media, and through the network of 'Community Champions' and 'Community Connectors'.
- Adopting a multi-stage approach and involving the community at each stage, hosting a series of varied events, online and in person, from introductory briefings to more traditional exhibitions. All aimed at making it as easy as possible for people to get involved.

The process has helped to establish a range of views on the regeneration vision and objectives as they were produced, and highlighted areas for consideration within the design process, to help achieve the best outcome for the site and the community. Key themes raised were around the type and affordability of housing, employment and skills opportunities, the importance of community facilities and services (particularly for young people), health and wellbeing, the protection and enhancement of spaces, sustainability and travel.

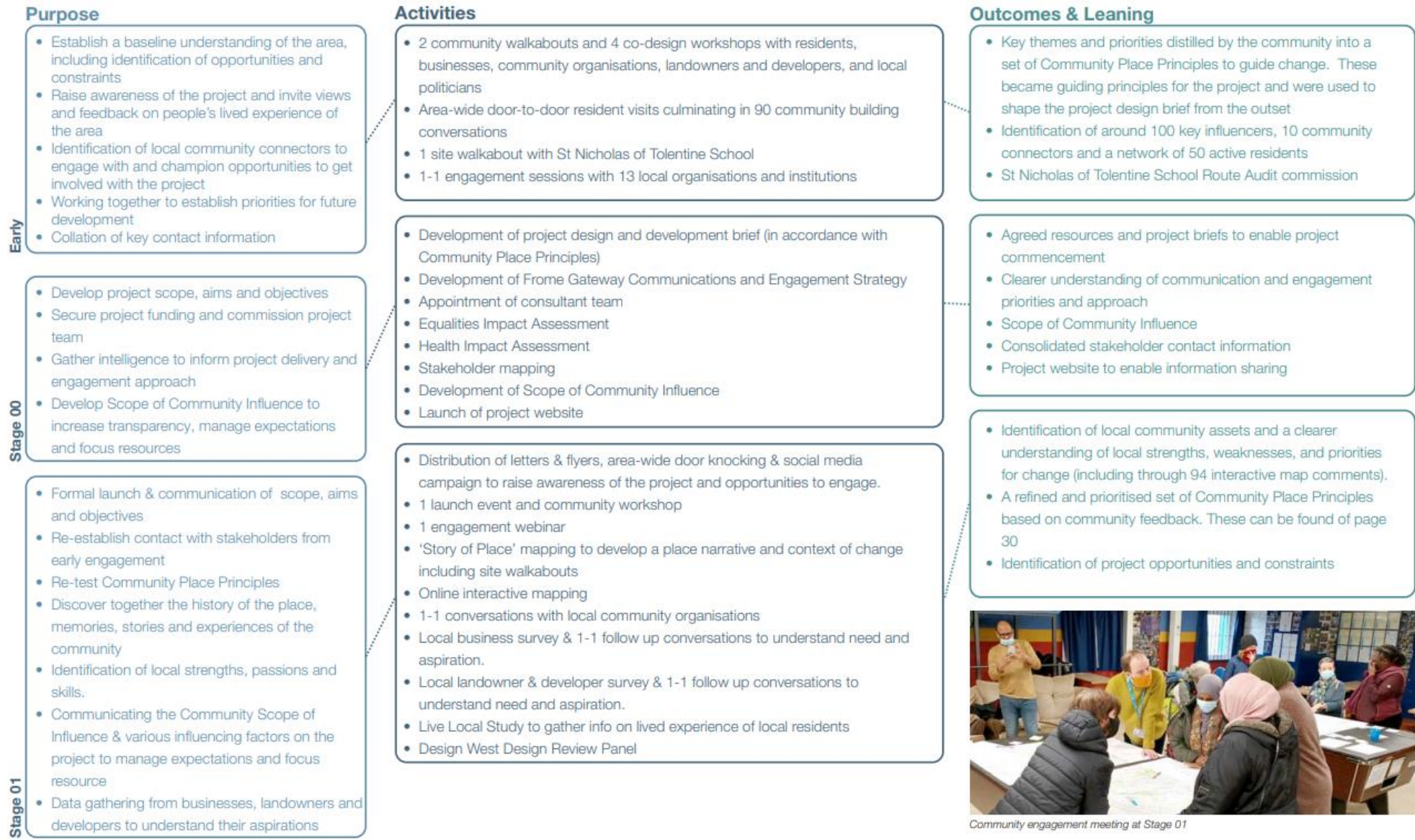
The purpose of this document is to:

- Provide details of the engagement and consultation process and detail activities undertaken to engage with local residents, businesses and community representatives.
- Provide analysis of the feedback received and the team's response to those comments.
- Detail the effort that has been made to engage with the wider community and how it has endeavoured to go above policy and planning guidance, involving a wide section of the community.

The team would like to thank everyone who has been involved in the process for their time and feedback. We hope that proposals at Frome Gateway will create the positive change the local community and city needs in order to meet the growing challenges we face now and into the future.

Overview of engagement activities

A summary of the engagement activities undertaken over the course of producing the Framework is provided below.



Community engagement meeting at Stage 01

Summary of the Frome Gateway engagement process and learnings

Frome Gateway Regeneration Framework: Statement of Community Involvement

Purpose



Community engagement meeting at Stage 03

Activities

- Stage 2 launch event in Riverside Park to communicate findings to date with all stakeholders
- Thematic community workshops to test emerging design and development proposals
- Engagement with Old Market Neighbourhood Forum to ensure alignment with Old Market Neighbourhood Plan
- Accessibility Audit undertaken by West of England Centre for Independent Living (WECIL)
- Artist-in-Residence commission to undertake creative community engagement and further develop the Story of Place
- Cultural Infrastructure session with local creative and cultural organisations
- Design West Design Review Panel
- Establishment of a Landowner & Developer Forum
- Ongoing 1-1 business, landowner & developer sessions
- Email notification to statutory stakeholders and strategic city partners to invite them to engage in the process
- Targeted engagement with the Environment Agency on the proposed flood resilience strategy

- Streets & spaces workshop
- Frome Gateway vision and development concept webinar
- Online survey to gather feedback on Frome Gateway vision and initial design and development proposals
- Bespoke engagement sessions with:
 - West of England Centre for Independent Living (WECIL)
 - Al-Baseera Mosque
 - Local Women's Group
 - Local youth organisations
 - Ongoing 1-1 business, landowner & developer sessions

- 2 project exhibitions at Al-Baseera Mosque and Lost Horizon
- Targeted outreach with local youth groups, St Nicholas of Tolentine School, Women's Group and Old Market Neighbourhood Forum
- 3 Public Regeneration Area walking tours
- Public, business and special interest webinars
- Business West presentation
- Landowner and Developer Forum presentation
- BCC political briefings
- Riverside Park 'pop-up' exhibition

Outcomes & Learning

- Engagement in this stage reinforced key themes of importance and relevance of the Community Place Principles
- WECIL Accessibility Audit developed to inform framework and future detailed detail briefs
- Greater understanding of creative and cultural potential and appetite from local organisations to increase their capacity and reach in the area.
- Refinement of flood resilience strategy
- Outputs and learning from this stage were used to shape and inform the initial Frome Gateway Vision and Development Concept

- The results of the online survey demonstrated majority support for the regeneration vision and overall development concept for Frome Gateway
- Community feedback reinforced the importance of ensuring the regeneration benefits existing community and cultural organisations, allowing them to remain and grow in the area. The importance of key themes was once again highlighted such as identity and place, safety, connectivity, greenery and nature, health and wellbeing, and community and culture
- Feedback from youth organisations highlighted the importance of safety, antisocial behaviour, and a need for improved and new indoor and outdoor multi-functional spaces for all young people (not just boys).
- Learning from this and all other stages was used to develop the full draft framework

- 327 consultation surveys complete and 11 formal representations provided, demonstrating wide-spread support for the Regeneration Framework
- Consultation findings were used to make final changes to the document it was presented to BCC Cabinet for formal endorsement

- Stage 02**
- Share findings from Stage 1 work to build a common understanding of work to date and direction of travel
 - Provide opportunities to feedback on and shape emerging design and development proposals
 - Test emerging proposals against the Community Place Principles
 - Bring strategic city partners and organisations into the project

- Stage 03**
- Testing the Frome Gateway vision and initial design and development concept
 - Building a common understanding of the proposals and communicating how engagement to date has influence them

- Stage 04**
- 6-week formal city-wide consultation on the full draft Framework to determine public support for the vision and objectives set out in the Spatial Regeneration Framework
 - The results of the consultation were used to make final changes to the document

Summary of the Frome Gateway engagement process and learnings

'You said, we did'

A summary of how the Community Place Principles were integrated into the Framework is set out below.

You said	<p>New homes, community space and leisure</p>  <ol style="list-style-type: none"> 1. Improve and increase play spaces for children 2. Need for community amenities geared towards young people 3. Local letting policy with a focus on longer tenures 4. Provide affordable social housing to meet local need, 3-4 bed family homes 	<p>Environmentally sustainable and healthy neighbourhood</p>  <ol style="list-style-type: none"> 1. Improve facilities in Riverside Park to encourage use 2. Park improvements to consider visual and acoustic screening from Newfoundland Way 3. Create a community garden 4. Improve biodiversity and ecology 5. Increase green space across the site for people to dwell and connect with nature 	<p>Diverse and inclusive communities</p>  <ol style="list-style-type: none"> 1. Youth training and apprenticeship schemes to improve skills and employment opportunities 2. Support local jobs and existing businesses by providing affordable, flexible workspace 3. Create mixed use neighbourhoods where people live and work in the same area 	<p>Better connectivity and transport</p>  <ol style="list-style-type: none"> 1. Enhance exiting and propose new crossings over Newfoundland Way 2. New bridge over the River Frome linking Eugene Street to Wellington Road 3. Improve footpath from Pennywell Road to the River Frome 4. Segregate pedestrians and cyclists 	<p>Friendly streets and spaces for all</p>  <ol style="list-style-type: none"> 1. Improve the pedestrian experience with improved street lighting, wider footways and traffic calming strategies 2. Create safer cycle infrastructure with particular focus on Pennywell Road 3. Improvements to pedestrian and cycle crossing points 4. Provide parking for residents 5. Discourage speeding and rat-running through the area 	<p>Opening up access to the River Frome</p>  <ol style="list-style-type: none"> 1. Leave the grassland in the park 2. Clean and restore the River Frome 3. Open up access to the river in a safe way, including walkways, viewing points, and opportunities for activities such as pond dipping and water sports 	<p>Establishing and celebrating identity and place</p>  <ol style="list-style-type: none"> 1. Protect cultural and music venues 2. Include space for public art 3. Support existing community uses and groups 4. Encourage pop-ups and meanwhile uses
We did	<ol style="list-style-type: none"> 1. Included provision for community space in ground floor units of new development, including dedicated space for young people 2. Included provision for new and improved children's play spaces and multi-use games areas 3. Committed to exploring Local Lettings Policy to help local residents access new social housing opportunities 4. Included target of 1,000 new homes 5. Provided further guidance on appropriate housing sizes to meet local demand (higher proportion of 3-4 bed family homes) 6. New housing delivered by the council will maximise affordable, family and accessible homes 	<ol style="list-style-type: none"> 1. Included a commitment to work with the community to develop a detailed vision for Riverside Park to encourage use and better meet the needs of the community. 2. Included need to screen noise and air pollution with trees and shrubs 3. Included provision for community growing space 4. Set requirement for enhancement of natural spaces including targets for increasing biodiversity and greening 5. Included 1 additional hectare of green space through network of new smaller 'pocket parks' 	<ol style="list-style-type: none"> 1. Set expectation that local residents are to be connected to employment and skills opportunities 2. Committed to exploring affordable workspace strategy to ensure new opportunities are accessible 3. Set a requirement for about 22,000m² of new employment space to create a wider range of training and employment opportunities. 4. Set a requirement for community and cultural space as part of new development to support community organisations to grow 	<ol style="list-style-type: none"> 1. Included provision for enhancement to existing bridge over Newfoundland Way and a new crossing 2. Included provision for two new bridges over the River Frome 3. Footpaths throughout the regeneration area will be made wider, greener and safer 4. Cycle routes will be enhanced to reduce conflict with pedestrians 5. Committed to undertaking a detailed movement study to ensure proposals have minimal impact on nearby residents and businesses 	<ol style="list-style-type: none"> 1. All streets will prioritise pedestrians, and be made safer, greener and more inviting 2. Proposed that Pennywell Rd becomes a no-through route to reduce rat-running, calm the street and improve safety 3. Parking standards are set in accordance with planning policy so will be determined through the planning process once details of specific schemes are defined 	<ol style="list-style-type: none"> 1. No building proposed on Riverside Park grassland 2. We've secured funding from central government to deliver a river restoration project to enhance the River Frome as a wildlife corridor and create more opportunities to see and enjoy the riverside 3. Included provision for a new pedestrian walking route along the riverbank opposite Riverside Park, which is currently inaccessible 	<ol style="list-style-type: none"> 1. Clearly stated the value of existing community and cultural organisations, and committed to working with them to ensure they can stay and grow in the area 2. All large-scale development will contribute to public art and we will create a cultural strategy to guide this investment 3. We'll work with landowners to take advantage of 'meanwhile use' opportunities to help trial and test new ideas

Regeneration Framework response to the Community Place Principles

Policy and planning context



The Frome Gateway area is currently predominantly made up of light industrial businesses owing to its planning policy designation as a Principal Industrial and Warehousing Area (PIWA) in Bristol's [Core Strategy \(2011\)](#). This planning policy designation is due to change to an Area of Growth and Regeneration as set out in *Policy DS5: Frome Gateway* BCC's emerging Local Plan. This change in planning policy provides the rationale for creating the Frome Gateway Regeneration Framework which seeks to set out a regeneration vision and objectives grounded in the needs and aspirations of the local community. The Framework sets out further guidance about the requirements for new development to guide and co-ordinate change over its lifetime. It is thought that it will take approximately 15 years to deliver the regeneration vision and objectives set out in the Framework. Should BCC Cabinet endorse the framework, it will become a material consideration for the individual planning applications that will follow over the coming years.

The engagement approach undertaken to inform the production of the Framework adheres to Government policy on community involvement as set out in the National Planning Policy Framework (2012, updated 2023), Planning Practice Guidance, the Localism Act (2011), and Bristol City Council's own Statement of Community Involvement (2018).

The engagement brief has sought to go beyond the expectation set out in policy, with the engagement starting before the technical work, through the establishment of a set of Community Place Principles to define local priorities for long-term change and investment in the area, and having a multi-stage engagement and consultation process to provide meaningful opportunities for the local community, businesses and stakeholders to be involved and to influence the plans.

Stakeholder audit

A stakeholder audit was undertaken to identify interested parties, including neighbours, interest groups and community representatives. This community mapping exercise was supported by BCC's internal Frome Gateway Engagement Steering Group. Identified interest groups included:

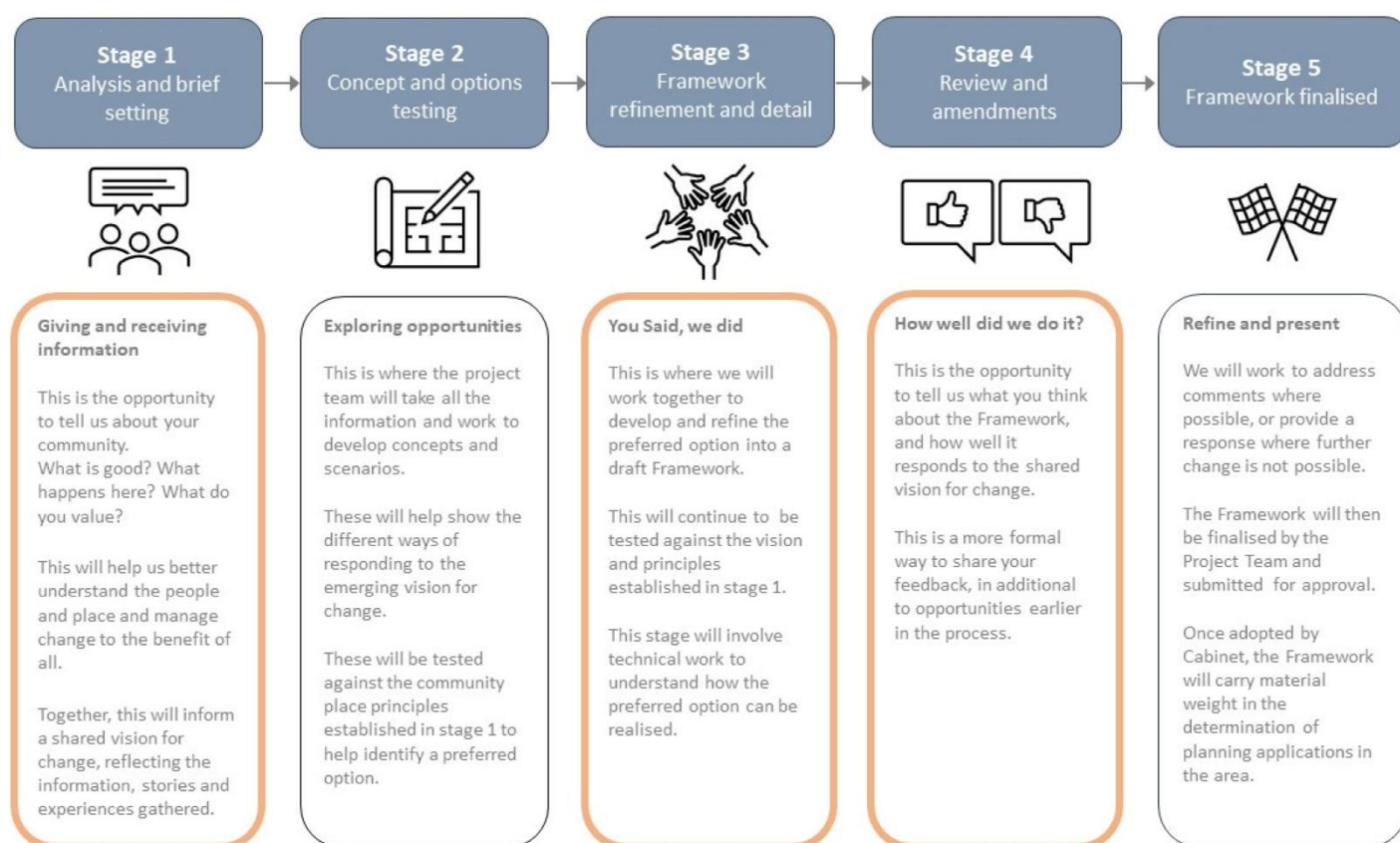
Audience	Details
<p>Residents living nearby</p>	<ul style="list-style-type: none"> Residents living nearby the regeneration area were notified via posted letters and postcards. 
<p>Businesses</p>	<ul style="list-style-type: none"> All businesses within and surrounding the regeneration area shown below. 
<p>Community and cultural organisations</p>	<ul style="list-style-type: none"> Al-Baseera Bristol Centre (mosque) Trojan's Free Fighters Jam Jar Collective (night-time venue and community arts space)

	<ul style="list-style-type: none"> • Lost Horizon (night-time venue and arts centre) • Riverside Youth Project • Pink Kitten Dance School • The Swan with Two Necks (pub) • Document (night-time venue, creative studios and co-working space)
Local interest groups	<ul style="list-style-type: none"> • Old Market Neighbourhood Forum • St Jude’s Women’s Group
City interest groups	<ul style="list-style-type: none"> • Business West
Young people and families	<ul style="list-style-type: none"> • Trojan’s Free Fighters • Horn Youth Concern • Riverside Youth Project (Young Bristol) • St Nicholas of Tolentine Catholic Primary School • Andalusia Academy
Landowners and developers	<ul style="list-style-type: none"> • There are approximately 30 landowners and developers active in the Frome Gateway area
Design, planning, transport and ecology groups	<ul style="list-style-type: none"> • Design West • Frome Reconnected • Bristol Walking Alliance • Bristol Cycling Forum • Sustrans • Bristol Civic Society • Local planning groups (such as Easton Planning Group)
Statutory and strategic stakeholder groups	<ul style="list-style-type: none"> • Statutory consultees as set out in UK planning legislation. Of particular importance to this project was continuous engagement with the Environment Agency due to the flood risk context of the site. • Strategic city stakeholders • Vattenfall (delivering and operating District Heat Networks across Bristol) • Bristol One City office • West of England Combined Authority • Avon & Somerset Police
Politicians	<ul style="list-style-type: none"> • BCC Mayor / Mayor’s Office (Planning/Regeneration Portfolio Holder) • BCC Cabinet • Local ward councillors for Lawrence Hill, Central, Ashley, and Easton wards. • Thangam Debbonaire MP (Bristol West)
Equalities and disability groups	<ul style="list-style-type: none"> • West of England Centre for Inclusive Living (WECIL) • A wide range of other equalities and disability groups
BCC officers	<ul style="list-style-type: none"> • Input across all BCC services via an internal Frome Gateway Regeneration Working Group including Housing, Economic Development, Flood Risk, Transport, Community Development, Employment, Skills and Learning, Public Health and Sustainable City and Climate Change (co-ordinated by BCC Regeneration).
Media	<ul style="list-style-type: none"> • BCC Press Office • Up our Street • Vocalise • Social media: local groups and networks via social media posts targeted in the local area

Engagement and consultation process

Overview

Ensuring the community and other stakeholders were involved in the development of the framework was a key focus from the outset. There was a period of early engagement in September 2019 to March 2020 (pre-Covid-19) which helped to define local priorities for change ('Stage 0'). There was pause in public engagement due to the Covid-19 pandemic and this didn't recommence until February 2022. The process undertaken is set out below, starting in November 2020 and ending in December 2023 with the close of the formal consultation on the draft Framework. The period of early engagement ('Stage 0') is also described below.



There were three key elements to the engagement approach:

1. **Building upon community strengths and identity:** Emphasis was placed on identifying and understanding the strengths and needs of the existing community so that these could be built upon as a foundation for change. This was understood as being a key aspect of developing and building community and celebrating and growing local character and identity.
2. **Understanding the area's history and listening to those who know the area best:** A 'Story of Place' was developed to capture the story, history and character of Frome Gateway. This has been used as a tool to initiate and frame conversations about the area's heritage and identity as attention has turned to establish a vision for the next step in its continual change and evolution.

3. **A focus on community influence:** A Scope of Community influence was created early in the process to build transparency and understanding about the various influencing factors on large scale, long-term regeneration projects like Frome Gateway. This was used to focus engagement activity and engagement resource.

Community Place Principles

A set of seven Community Place Principles were established through direct community engagement prior to project inception to set out local priorities for growth. These were refined through the process and used as guiding principles for the development of the Regeneration Framework.

New homes, community space and leisure

Environmentally sustainable and healthy neighbourhood

Diverse and inclusive communities

Friendly streets and spaces for all

Opening up access to the River Frome

Better connectivity and transport

Establishing and celebrating identity of place

Place Objectives

- A place to come together
- A vibrant mixed use community
- Rediscover lost heritage
- Protecting and raising historic assets
- Integration of art and culture

Ideas:

- More descriptive and heritage valued name of the area
- Space for public art, including positive street art and graffiti walls
- Encourage pedestrian and motorcycle use
- Protect culture and music venues
- Support existing community uses and groups
- Support the formation of a 'Friends of Riverside Park' group

Wogan coffee

"This is a lovely addition to the space. I like to walk past the house smelling the coffee roasting here."

Wesleyan Day Centre

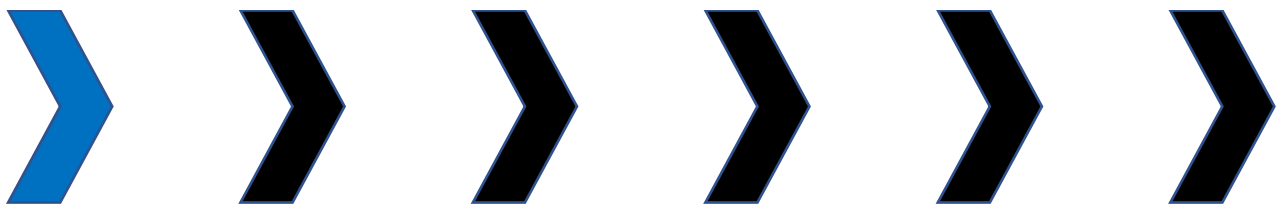
"Like the bees that were planted in the carriageway of the dead-end part of Welbyton Road - they tell a story of road use changing and improving with time."

Wesleyan Day Centre

Stage 0a

Early Engagement

September 2019 – March 2022



Purpose of Stage 0a

- Establish a baseline understanding of the area, including identification of opportunities and constraints.
- Working together to establish priorities for future development.
- Raise awareness of the project with local residents and invite views and feedback on people's experiences of using / living near to the area.
- Identify key local connectors who have an interest in the area and engage them to champion the co-design process.
- Support Community Connectors in connecting with other residents and businesses to encourage engagement with the wider process.

Activities undertaken

Date	Description
August 2020	Working with Horn Youth Concern to run 4 sessions with young people to explore opportunities and share ideas
21 st & 28 th November 2019	2 community walkabouts with residents, local businesses, developers, local councillors and other relevant organisations.
21st November 2019; 25th November 2019; 25th January 2020; 12th March 2020	4 co-design workshops with residents, businesses, community organisations, landowners and developers, and local politicians
Nov 2019 – March 2020	Engagement sessions with 13 local organisations and institutions to develop regeneration principles and themes: <ul style="list-style-type: none"> • <i>Al-Baseera Mosque</i> • <i>Up Our Street</i> • <i>Riverside Youth Project</i> • <i>Black South West Network</i> • <i>St Paul's Planning group</i> • <i>St Nicholas of Tolentine Primary School</i> • <i>Easton Planning group</i> • <i>Andalusia School</i> • <i>St Jude's Women Group</i> • <i>Old Market Planning Group</i> • <i>Bristol Horn Youth Concern</i> • <i>Cognitive Paths</i> • <i>Swan with Two Necks</i>
20th January 2020; 21st January 2020; 7th February 2020; 12th February 2020	Area-wide door-to-door resident visits (300 door knockings culminating in 90 conversations) to discuss the area and ideas for the future regeneration.
Sept 2019 – Mar 2020	Identification of 10 local 'Community Connectors' to encourage participation locally with a focus on BAME and young people
July 2020	1 site walkabout with St Nicholas of Tolentine Primary School

August 2020	Working with Horn Youth Concern to organise 4 sessions with 24 young people in constructive conversations. This was made up of predominantly young men. Similar sessions were planned for young women however these had to be cancelled due to the COVID-10 pandemic.
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Community walkabouts and co-design workshops (Nov 2019)

Two walkabouts were arranged for key residents and businesses to explore the physical area proposed for regeneration and understand opportunities, challenges and constraints within the area.

Participants had the opportunity to view the physical layout of the place, current facilities, buildings and green space within the project area.

These were followed by a series of co-design workshops where residents, landowners, developers, businesses and organisation representatives attended and worked together to explore opportunities, share ideas about the area and establish some information for further conversations.

A final engagement meeting was held for a first review of the Community Place Principles.

Purpose:

- Establish a baseline understanding of the area, including identification of opportunities and constraints.
- Working together to establish priorities for future development

Key information:

The events were well attended by local community groups and organisations, residents, businesses and developers (55 attendees across our events).

Events were promoted to 100 key community influencers and connectors with the area and adjacent neighbourhoods through direct contact from BCC Community Development.



Community walkabouts and co-design workshops

St Nicholas of Tolentine Primary School walkabout (July 2020)

During July 2020, while St Nicholas of Tolentine Primary School was open to children of key workers, BCC Community Development arranged a site walkaround.

The children walked the Frome Gateway area and were asked to note what they liked in the area, and what they might change.

Some of the key concerns from the children focussed on getting across Pennywell Road safely, and obstructions on narrow parts of pavements – forcing them out onto the road. They also commented on some of the surrounding buildings suggesting they could be housing or community buildings, and that the park could have more to do in it including improvements to cutback the scrubby the Multi-Use Games Area (MUGA).

A school route audit was commissioned following this event, and comments from the school and children contributed to evidenced provided to secure funding for Pennywell Road safety features.



Walkaround with St Nicholas of Tolentine Primary School

Stage 0a outcomes and learning

We had hundreds of conversations with local residents via walkabouts, co-design workshops and door knockings. Around 100 key influencers, 10 community connectors and a network of 50 active residents were identified to champion and encourage engagement with the project.

An online [news article](#) was published setting out the aspirations of young people in the area.

Through these many conversations, a strong picture of what is important to the community, both at a wider neighbourhood level, as well as those related to the development area, emerged. These included several key themes, ideas and suggestions for future development of Frome Gateway.

These themes and ideas were distilled by the community into a series of Community Place Principles, which set out the aspiration for change in this area and became guiding principles for the project and were used to shape the project design brief from the outset. These themes and principles are set out on the following pages:

Key themes and ideas – pages 20-26

Community Place Principles – page 27

CHILDREN, YOUNG PEOPLE & FAMILIES

Elderly people with no families

Maintained youth provision

**Factor in nursery facilities for families
that are moving into housing**

Get to a decent school

**Make this more of a 'place'. More
facilities for families and children**

**Positive impact of sport brings people
together from Easton and St Pauls**

**More spaces shops/cafes and art for
women + children - most locally are for
men**

**Need community space - children and
elderly**

**Broadplain and Riverside Youth Project
major, well-used youth resource**

Children's health - asthma

Basketball court

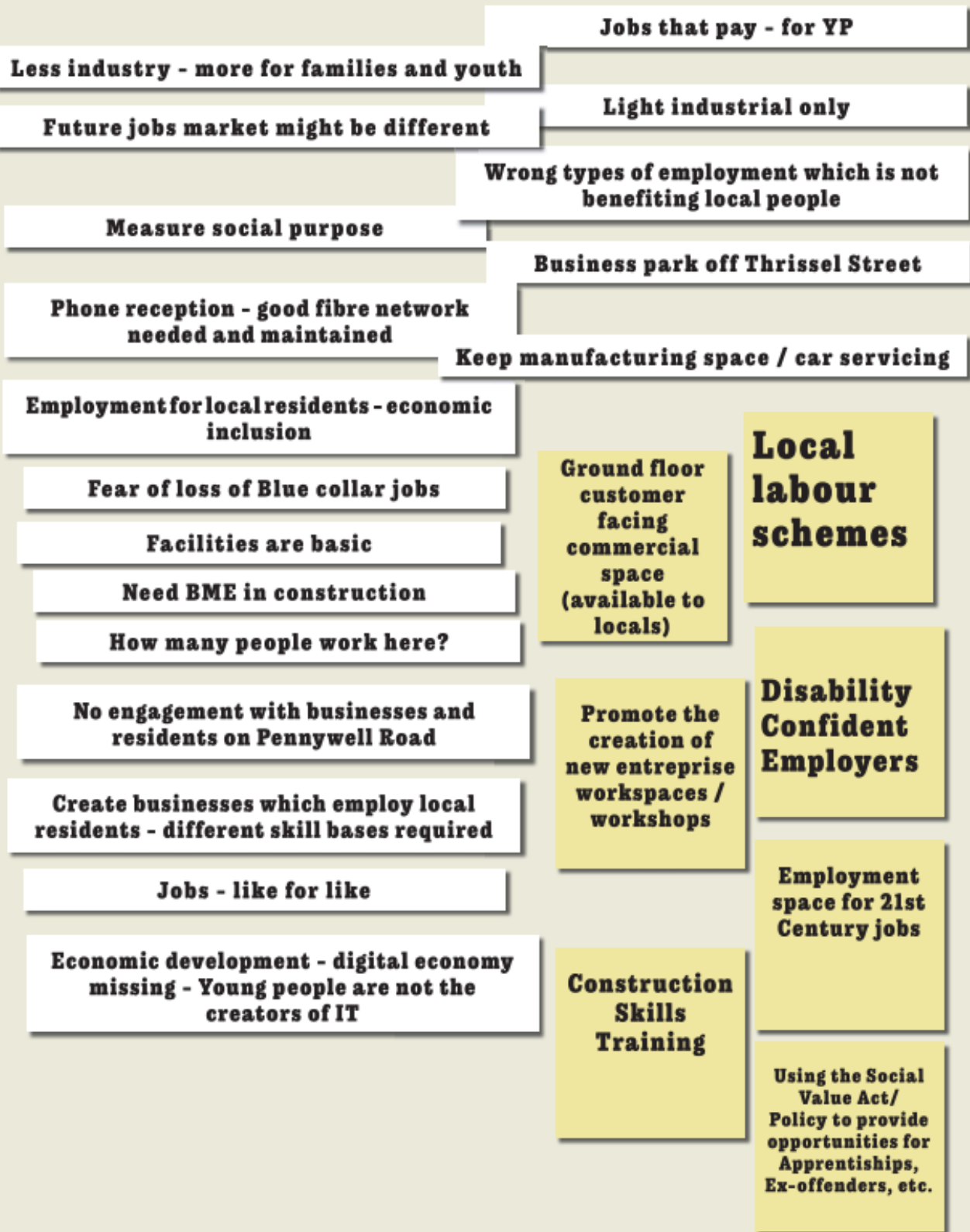
**Young people are meeting up and
organising themselves - how do we
support?**

Need after school space

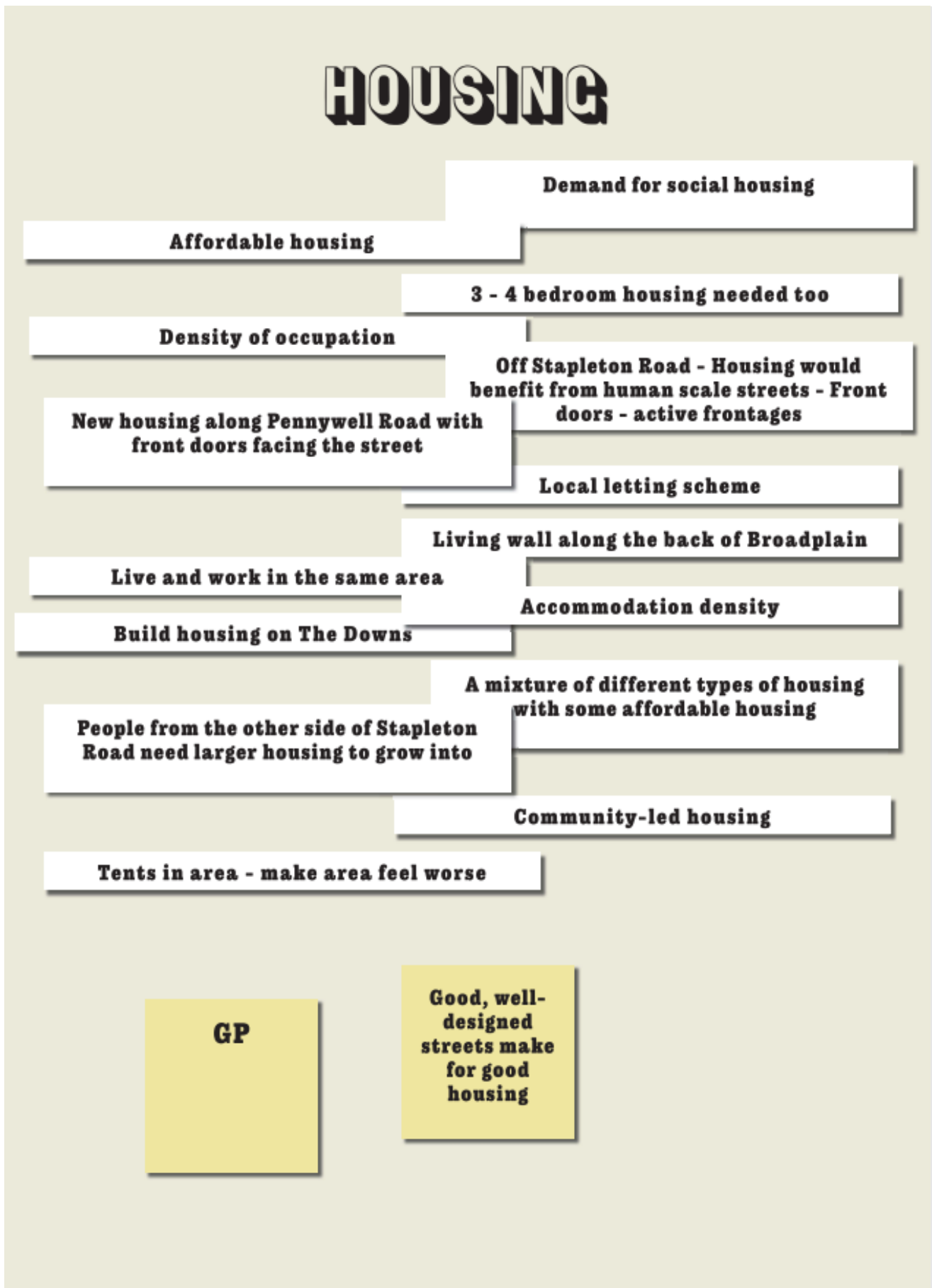
**Basketball - Floor uneven and people
stop using it**

Stage 0 key themes and ideas expressed by the community

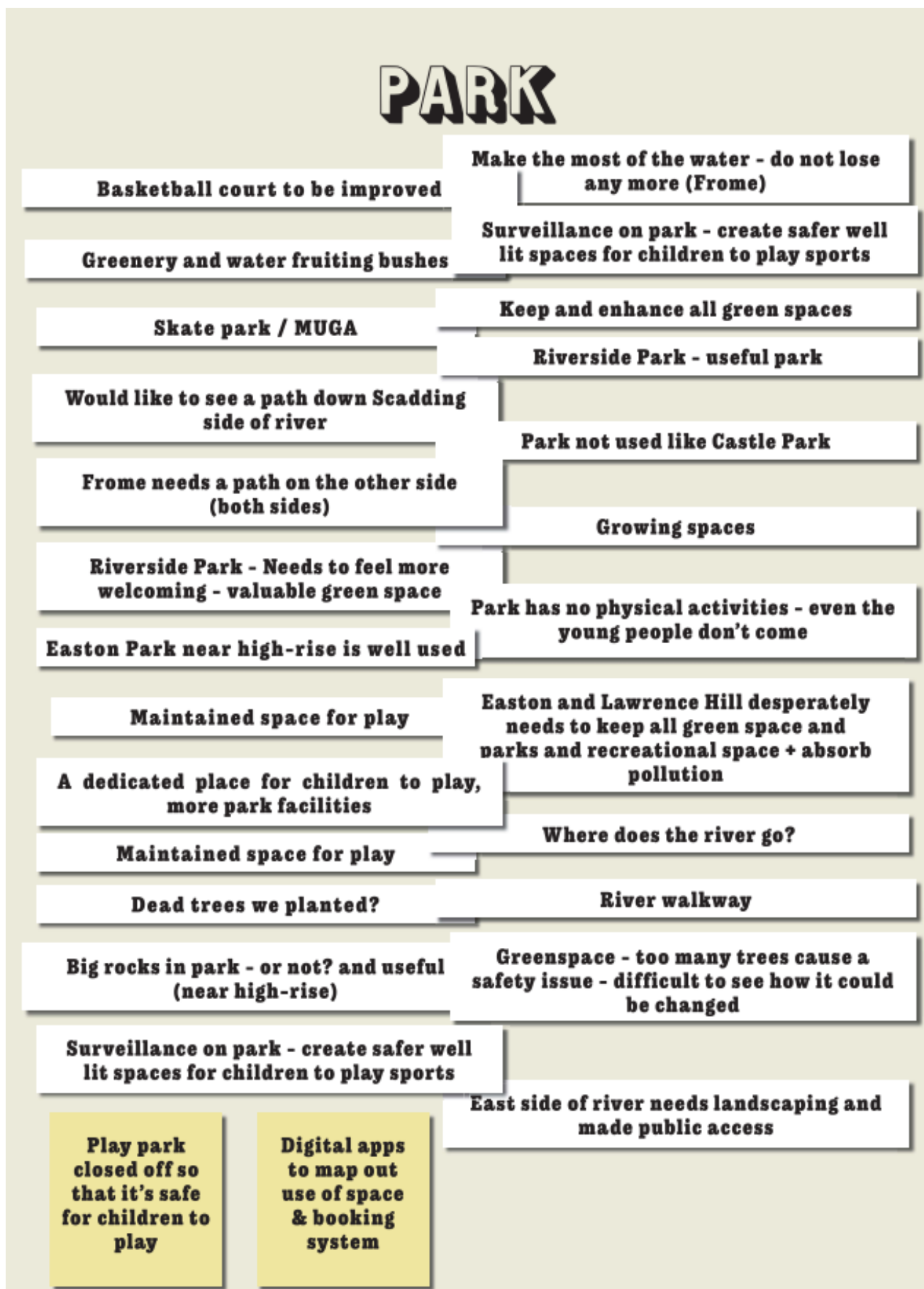
EMPLOYMENT



Stage 0 key themes and ideas expressed by the community



Stage 0 key themes and ideas expressed by the community



Stage 0 key themes and ideas expressed by the community

SPACE & PLACES

Neighbourhood plan for the area is in people's thoughts

Places in which people can develop their skills / evening classes

More lighting and friendlier

Designated parking for residents of new housing

Could do with a shared community space

Multi-use space / intergenerational space

We should be looking at how the area works with neighbouring areas

Litter issues

Air quality in relation to increased density

Look at reinstating old street patterns

Put infrastructure in first (River)

Scadding is beautifully industrial - would like to see some characteristics maintained

What was that heritage? (Past Pennywell)

A place to come together

Keep the pub

Open space improvements

More places to site and cafe Hub

Boundary - Wade Street / Stapleton Road

Vestry Hall

Praying space

Mixed-use development Commercial on ground plots with residential above

Stage 0 key themes and ideas expressed by the community

TRANSPORT

Pennywell Road - is the road too wide?

More connections from St Pauls across the M32

Make area as pedestrianised as possible, slow traffic down, particularly on Pennywell Road and Wade Street

Transport links to work

Keep the cycle / walking access

At-grade crossing of M32 (as well as existing bridge)

Pennywell Road - if pedestrianised will more traffic onto Stapleton Road

Narrow Pennywell Road

More parking spaces - free / low-cost

Could we close Pennywell Road? Stop barriers

Cycle Path for the area - should not be like Railway Path where cyclists speed

Two schools nearby - why parents don't use these paths?

Easton Way? Disabled and pram owners - difficult to cross

Pennywell Road a block to communities and businesses

Would like a zebra crossing nearer the mosque

Housten Road / Wellington Road / Wade Street - Poor connection at the moment

There should be a better connection between St Pauls and St Judes

More parking / less traffic

No MetroBus stop

No lights on cycle path and basketball

A dedicated cycle path and walking path

Need to manage the commute needs

No good cycle route to Barton Hill / Lidl

Stage 0 key themes and ideas expressed by the community

TRANSPORT

Only 1 bridge - Pennywell Road

Improving quality of routes through to Barton Hill

Developers prefer to keep river access closed

Pennywell Road road too wide

Bridges

Lorries block entrance to disabled parking

Block off level of pollution from motorway

More connections across the river i.e. bridges

Stage 0 key themes and ideas expressed by the community

New homes, community space and leisure

- Meeting local housing needs- affordable, families, young people and older generations
- Open to alternative, community and eco housing
- Protecting and providing new youth, community and cultural assets, including healthcare/ child care

Opening up access to the River Frome

- Create paths to provide waterside access and enjoyment of nature
- Access to a long walking and cycling route to Eastville Park and Snuff Mills (Frome Valley walkway)

Environmentally sustainable and healthy neighbourhood

- Retain, enhance and increase open green spaces
- Create a community garden
- Climate and flood resilient, improve air quality, carbon neutral

An attractive Entrance to Bristol

Mixing old and new

- Communities
- Jobs
- Protecting and reusing historic assets

Friendly Streets and Spaces For All

- Clean and safe streets, destination spaces and better lighting
- Better use of roads around the area, especially Pennywell Road

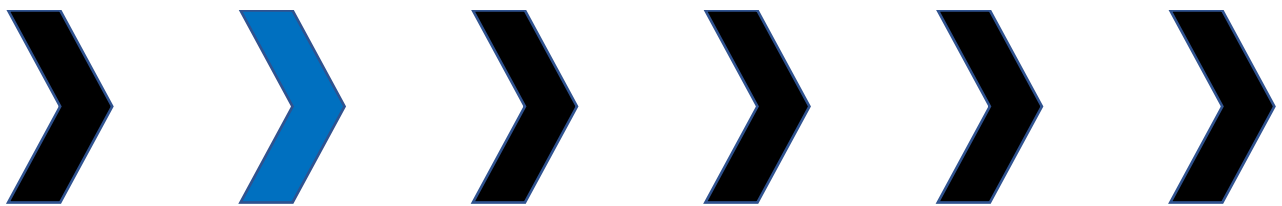
Better connectivity and transport

- Connecting the communities of St Pauls and St Judes
- Better walking, cycling routes, access to public transport

Stage 0b

Preparatory Work

August 2021 – January 2022



Purpose of Stage 0b

- Develop project scope, aims and objectives.
- Secure project funding and commission project team.
- Gather intelligence to inform project delivery and engagement approach.
- Develop Scope of Community Influence to increase transparency, manage expectations and focus resources.

Activities undertaken

- Development of project design and development brief (in accordance with Community Place Principles).
- Development of Frome Gateway Communications and Engagement Strategy
- Appointment of consultant team.
- Equalities Impact Assessment
- Health Impact Assessment
- Stakeholder mapping
- Development of [Scope of Community Influence](#)
- Launch of [project website](#)

Stage 0b outcomes and learning

- Agreed resources and project briefs to enable project commencement.
- Clearer understanding of communication and engagement priorities and approach.
- Scope of Community Influence
- Consolidated stakeholder contact information
- Project website to enable information sharing
- The Equalities Impact Assessment identified that the Frome Gateway area:
 - Has a young demographic with a higher proportion of young people than the city average;
 - Has a high percentage of community from Black and Ethnic Minority (BAME) groups.
 - Has a much higher percentage of residents who speak English as a Second language.

FROME GATEWAY – SCOPE OF COMMUNITY INFLUENCE

1 Parts of the framework which the community will be invited to develop and deliver solutions with us include:	
a. Character and identity How the place looks and feels through definition of the existing character and identity.	Explanation: The community's views will be a strong influencing factor over these design elements and opportunities will be made available during and after the development of the framework for the community to get involved in developing and delivering solutions on these aspects as much of possible
b. Public art Art in any media whose form, function and meaning are created for the general public through a public process. Public art is visually and physically accessible to the public; it is installed in public space in both outdoor and indoor settings.	
c. The name of the area How the area the area is known, what it is called, the name of any new streets or public spaces.	
d. Community and cultural assets The use, design and location of any new community and cultural spaces delivered by the project.	
e. The design and long-term management of public spaces How spaces look, what their function is and how the community uses them.	

2 Parts of the framework which the community will help to shape alongside other factors include:	
a. Overall vision, objectives and identity of the future area What the place could be and how that relates to the existing character and identity.	Explanation: The community's views will have some influence over these design elements; however, they will need to be balanced against a range of other influencing factors. Other influencing factors include: <ul style="list-style-type: none"> - Existing and emerging national and local planning policy (most notably Draft Policy D55: Frome Gateway in BCC's Local Plan Review and the Urban Living Supplementary Planning Document). - Long-term city objectives such as those set out in the One City Plan and associated strategies including the Climate Strategy and Ecological Emergency Strategy. - Local/best practice design guidance including neighbouring Conservation Area guidance, as well as neighbouring masterplan designs (e.g. City Centre Framework and Old Market Neighbourhood Plan). - Landowner objectives and constraints for their sites. - City transport objectives (such as encouraging sustainable travel) - Urban design analysis including ensuring design proposals contribute to enhancing networks beyond the immediate site boundary (such as transport and ecological networks). - Land values, commercial market assessments and development viability. - Technical, engineering and safety requirements. - Cost and maintenance considerations.
b. Streets and highways design The qualities and characteristics of new and existing streets.	
c. Land use What type and mix of uses will be in the area for example businesses, new homes, workspace.	
d. Building types and mixes The size and uniformity of buildings. Large buildings may occupy an entire block, whereas the same area could be developed with a variety of smaller buildings.	
e. Approach to density including building heights Density is a way of measuring the quantity of people or things in each area or space. Building heights express how tall a building will be.	
f. Movement and connections How people move through the space in various ways including, walking, cycling, public transport or private vehicle.	
g. Healthy living strategy	
h. Climate emergency response In November 2018 Bristol City Council declared a climate emergency. This included a pledge to make the city of Bristol carbon neutral by 2030. In 2020 the council released the One City Climate Strategy which sets out how we will work to achieve this goal.	
i. Ecological emergency response and strategy In February 2020, Bristol City Council and One City partners declared an ecological emergency in response to the decline in wildlife in Bristol. In September 2020, the One City Ecological Strategy was published which sets out how we will work to address this.	

How regeneration enables communities to thrive and supports mental and physical health and wellbeing.	Explanation: Some elements of the framework are driven primarily by specialist, technical or legal considerations or requirements, and are therefore largely outside of the control of the community (e.g., flood risk management) and/or the project team (e.g., land values). These elements can be considered as "fixed", and the community will be informed of the outcome of these elements of the framework.
j. Flood mitigation Reducing the severity and seriousness of flooding using physical measures including defences, Sustainable Urban Drainage system design, public realm and landscape design.	
k. Land ownership issues and site boundaries The person/ company/ trust that owns the land. This can be public (the council or other public body) or private (individuals, businesses, developers etc). Site boundaries are defined by landownership and are often fixed.	

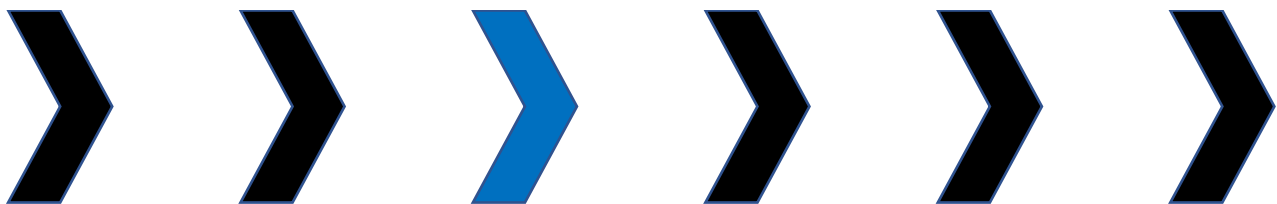
3 Parts of the framework which the community will be informed about, but have little influence over, include:	
a. Flood risk management The process of dealing with flood risk from a range of sources using measures such as defences, strategy and planning.	Explanation: Some elements of the framework are driven primarily by specialist, technical or legal considerations or requirements, and are therefore largely outside of the control of the community (e.g., flood risk management) and/or the project team (e.g., land values). These elements can be considered as "fixed", and the community will be informed of the outcome of these elements of the framework.
b. Land values, development viability and the overall quantum of development Land values refer to the cost of buying land for development. Development viability is a measure of how deliverable a development is when the overall costs and returns are weighed up against each other. The quantum is the amount of development proposed for a site, often decided by development viability.	
c. Phasing of future development	
d. Land ownership issues and site boundaries The person/ company/ trust that owns the land. This can be public (the council or other public body) or private (individuals, businesses, developers etc). Site boundaries are defined by landownership and are often fixed.	
e. Critical infrastructure and utilities The services which are required to make a site developable. This might include flood risk measures to protect the area from flooding, utilities to support new uses, and increased capacity of existing services (for example electric and energy networks).	
f. Amount of affordable housing The amount of affordable housing that is provided in a development is guided by planning policy and determined through the planning application and negotiation process (where affordable housing contributions need to be considered alongside developer contributions to local infrastructure for example).	

Frome Gateway Scope of Community Influence

Stage 1

Analysis and brief setting

February – April 2022



Purpose of Stage 1

- Formal launch of the project and communication of its scope, aims and objectives.
- Re-establish contact with stakeholders from early engagement.
- Re-testing of the Community Place Principles (after a prolonged pause in engagement activities due to the COVID-19 pandemic).
- Discover together the history of the place, memories, stories and lived experience of the community.
- Identification of local strengths, passions and skills.
- Communicating project scope, aims and objectives.
- Building transparency in the process and decision making by communicating the Community Scope of Influence and various influencing factors on the project to manage expectations and focus resource.
- Data gathering from businesses, landowners and developers to understand their aspirations for the future.
- Gather information from a broad range of stakeholders including focussed engaged with groups identified through the Equalities Impact Assessment.

Activities undertaken

Date	Description
Jan – March 2022	Distribution of letters and flyers, area-wide door knocking and social media campaign to raise awareness of the project and opportunities to engage. Letters were posted to 930 homes, 90 businesses, and 40 landowners and developers. 200 flyers were also handed out on site.
17 th Feb 2022	1 launch event and community workshop
4 th Feb 2022	Targeted engagement with the Environment Agency
March 2022	'Story of Place' mapping to develop a place narrative and context of change including site walkabouts (3 events)
Feb – Mar 2022	Online interactive mapping
Jan – March 2022	Local business survey + 1-1 follow up conversations to understand need and aspiration
Jan – March 2022	Local landowner & developer survey + 1-1 follow up conversations to understand need and aspiration
27 th April 2022	1 engagement webinar
5 th April 2022	Engagement event with St Nicholas of Tolentine Primary School
April – June 2022	Live Local Study to gather information on the lived experience of local residents
April 2022	Targeted conversations with local social housing blocks to raise awareness
23 rd April 2022	Targeted engagement with Al-Baseera Bristol Centre
Throughout	1-1 landowner and engagement sessions (facilitated by AHMM Architects)

Stage 1 launch event

The aim of these sessions was to re-introduce the project and continue conversations with the community and stakeholders, rebuilding relationships and identifying other stakeholders.

The event was planned as an interactive workshop, with an introductory presentation, themed activities, and a Story of Place talk.

The workshop activities were designed to set out and test out engagement approach and gather information about the area and peoples experience of living, working or moving through the area. We also displayed outputs from previous engagement, including the Community Place Principles.

The event was planned to maximise accessibility to encourage attendance and involvement from a range of participants, including translation during the event.

Key information:

Thursday 17th February 3 – 5.30pm
Saturday 19th February 10 – 1pm

@ Riverside Youth Project

36 attendees across both events

The event was well attended by local community groups and organisations, residents, and some businesses. There was no landowner / developer representation.

The event was promoted in local social media (Facebook and Next Door), letter drop to residents, businesses and landowners, flyers and direct contact by BCC Community Development team.



Stage 1 launch event

Story of Place Mapping (March 2022)

The aim of this workshop was to use the 'Our Place' methodology to enable the community to identify and map the character of their local area.

Building on the information gathered from the launch event, the workshop focussed on mapping routes, spaces, and community assets.

The end product represents a community derived map of the area that defines the strengths weaknesses and opportunities.

Attendees worked in two groups, with facilitating officers, covering either the north or south of the regeneration area, coming together at the end of share findings and discuss key themes / issues identified.

Key information:

Thursday 3rd March 2022 9.30 – 12pm

@Peel Street Open Space

8 attendees (+facilitating officers)

The event was promoted in local social media (Facebook and Next Door), letter drop to residents, businesses and landowners, flyers and direct contact by BCC Community Development team.



Story of Place Mapping

Story of Place – workshop agenda

- Welcome, introductory presentation and questions.
- Interactive activities
- Story of Place presentation

Activities:

1. Scope of Influence

Participants were invited to engage with a facilitator to place theme / topic cards into the relevant level of influence category.

2. Asset Mapping

Participants were invited to identify assets on a of Frome Gateway that they cherished or wished to change.

3. Opportunities and Constraints Mapping

Participants were invited to mark on the maps what opportunities there were the Frome Gateway area, and what issues exist that might limit what can be achieved.

4. Community Place Principles

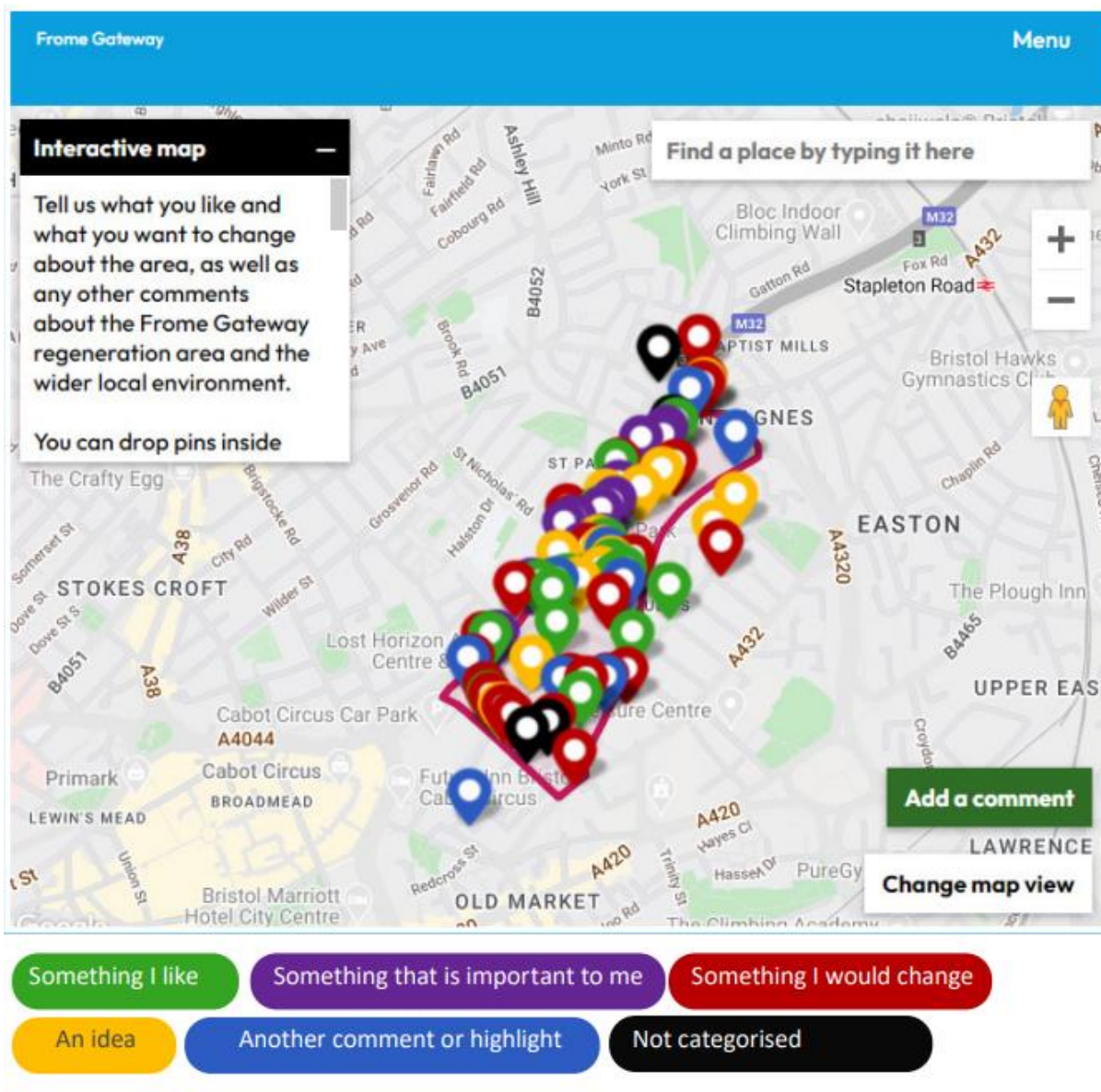
Participants were invited to vote for their 3 top priority Community Place Principles and add comments or suggestions.



Opportunities and constraints mapping with community stakeholders

Project website and interactive map

A project website at www.FromeGateway.co.uk was launched in January 2022 to provide project information and updates. This included through a mailing list function which has allowed us to update and invite users to engagement events. The website also hosted an interactive map during Stage 1 which allowed people to pin location and photographs with comments about that they cherish about the area and what change they would like to see. 94 comments made on the interactive map and were used to inform early identification of opportunities and constraints.



Online Interactive Map available at www.FromeGateway.co.uk

Girls and young women from Horn Youth Concern (23rd May 2022)

Following a session with the boys and young men from the Horn Youth Project in the early stages of engagement (2019-2020), BCC Community Development attended a site walkabout with the group, enabling them to add their voice to the conversation about regeneration the area.

Many of their comments focussed on the park, bins and rubbish, graffiti, safety, lighting, pedestrian and cycle movement through the park, benches, play spaces, and maintenance green and public spaces.



Site walkabout with Horn Youth Concern

St Nicholas of Tolentine Primary School (5th April 2022)

BCC Community Development and City Design attended a dedicated workshop with the Year 6 school children. This built on work done with the school in 2019, which ultimately led to a living streets school audit.

The children were given an overview of the historic development of the area and then taken on an accompanied walkabout along Pennywell Road to Peel Street open space and Riverside Park.



Output from engagement with St Nicholas of Tolentine Primary School

Key assets identified by the children included the river and the grass mound in Peel Street open space. Constraints and safety concerns of the walking environment along Pennywell Road were highlighted again and seen as a barrier by the children.

Al-Baseera Mosque Workshop (23rd May 2022)

BCC Community Development, Regeneration and City Design attended a dedicated workshop with members of the Al-Baseera Mosque. This followed on from 1-1 conversations with BCC Economic Development team and was intended to provide an opportunity for people to discuss the project and emerging place principles as well as the role of the Mosque in the community, and aspirations for the facility going forward.



Output from workshop with Al-Baseera Mosque

10+ members of the mosque attended, including elders, family members and young people. Key points were added to a project map (right).

Stage 1 outcomes and learning

- Identification of local community assets and a clearer understanding of local strengths, weaknesses, and priorities for change (including through 94 interactive map comments and 108 survey responses to the Live Local study).
- Identification of project opportunities and constraints.
- Key themes emerging from 1-1 business engagement included:
 - Businesses and organisations felt part of the community. In the case of the Al-Baseera Mosque, their location is the focus of their community and they would very much like to have expanded, enhanced facilities. There is an opportunity to greatly enhance its function as a community asset.
 - The Jam Jar Collective has a wide range of user groups in addition to its prime purpose as a music venue. They would happily extend some of these operations if more space was available, particularly the enterprise aspect, providing facilities for music production and commercialisation. Their principal concern is to maintain good relations (which they currently enjoy) in respect of sound from the venue. This is a critical design imperative.
 - The impact of the Clean Air Zone was widely mentioned with some residents with older vehicles having concerns.
 - Pennywell Studios and Safestore are both bases for a wide range of micro businesses.
- Themes emerging from 1-1 conversations with landowners and developers included:
 - Significant amount of developer interest across a number of sites, and landowners reviewing their land interests with redevelopment in mind.
 - Aspirations to diversify land use, including introducing more residential and student uses
 - intensifying development within the area given proximity to city centre.

- A refined and developed set of Community Place Principles based on community feedback. This included setting out Place Objectives and Place Ideas for each of the Community Place Principles. These are set out on the following pages (40-46).

Refinement of the Community Place Principles

Stage 1 activities and engagement feedback largely confirmed the relevance of the Community Place Principles established in Stage 0. Only 2 principles required further refinement to bring them more in line with the community outputs. These are the 'attractive entrance to Bristol' and 'mixing old and new'.

Attractive entrance to Bristol: Through analysis of the engagement outputs and comments, it became clear that people were referring more to the character and identity of place, as it currently is and what they thought it could be at a local, community level rather than setting this out as a broader 'entrance to the city'. This principle has been renamed '**Establishing and celebrating identity of place**'.

Mixing Old and New: This principle was adjusted so that the heading reflects the people and community-focussed comments which related to integrating new and existing communities and mixing land uses to achieve diverse activity and places to live and work. This principle has been renamed '**Diverse and inclusive communities**'. To reflect this focus, the reference to heritage assets was relocated to the 'Establishing and celebrating identity of place'

New homes, community space and leisure



Place Objectives

- Meeting local housing needs- affordable, families, young people and older generations
- Open to alternative, community and eco housing
- Protecting and providing new youth, community and cultural assets, including healthcare/ child care

Ideas:

- Provision of social housing to meet local need (i.e 3/4 bed houses with gardens, flats with balconies), and be genuinely affordable.
- Local lettings policy
- Social housing that encourages long term tenure
- Parking for homes
- Play areas for children
- Provide a new community centre including services and spaces for young people

Gym, music and art spaces:

"These venues are a great asset to the city and a good use of what was empty warehouse spaces. These venues should be protected as they add to the vibrancy of the area".

Interactive map comment

"People from the other side of Stapleton Road need larger housing to grow into".

"New housing along Pennywell Road with front doors facing the street".

Participants comments

Environmentally sustainable and healthy neighbourhood



Place Objectives

- Retain, enhance and increase open green spaces
- Climate and flood resilient, improve air quality, carbon neutral

Ideas:

- Improve facilities in Riverside Park to encourage more people to use it, including children's play, exercise and meeting spaces.
- Provide seating areas where the M32 isn't visible
- Screen views of the road from the park
- Increase green spaces across the site area for people to dwell and connect with nature
- Manage the impact of construction on the river ie. run off and contaminants such as concrete etc.
- Use sound barriers, such as trees, to improve the quality of the park
- Improve biodiversity and ecology
- Keep existing trees and add more, including fruit trees
- Create a community garden

Riverside Park

"This is an essential space for people's mental well-being and for the ecology of the Frome and the city".

"Its easily accessible and is one of the nicer features for those arriving into Bristol on the M32".

Interactive map comments

Peel Street Open Space

"It would be nice to have a children's play park in this area. There are a lot local children and the parks are all a bit of a walk away".

"Beautiful magnolia trees and crocuses in spring, shrubs recently planted give a bit of summer colour".

Interactive map comments

Diverse and inclusive communities



Place Objectives

- Integrating new and existing communities
- Retain and create new jobs
- Employment and skills training for all

Ideas:

- Provide a youth club and centre and community rooms for new and existing residents to use together
- Incorporate services: GP, schools, nurseries
- Youth training and employment skills for local people
- Employment opportunities for women
- Support local jobs and business opportunities
- Create small business space
- Affordable work space
- Better local mosque
- Playground and activities for young people
- Mixed use- live and work in the same area

"I like being able to see some industry working in the inner city. Gentrifying areas and pushing industrial jobs out of town makes ghettos. It would be great to see a range of jobs available in any redevelopment".

Interactive map comment

"Using the Social Value Act/ Policy to provide opportunities for Apprenticeships, ex-offenders etc."

"Create businesses which employ local residents- different skill bases required"

Participants comments

Friendly streets and spaces for all



Place Objectives

- Clean and safe streets and destination spaces
- Better use of roads around the area, especially Pennywell Road

Ideas:

- Better lighting
- Parking spaces for residents
- Create safe spaces for women
- Wider pavements
- Improve safety for cyclists on Pennywell Road
- Improve pedestrian and cyclist safety at crossing points along Wade Street and Pennywell Road
- Enforce parking restrictions
- Discourage speeding and rat-running through the area

Wade Street Bridge. "Parking on the footway on the bridge can make it difficult to use the zebra crossing".

Junction 3: "The subway under the roundabout...is too narrow for the number of pedestrians, cyclists and VOI riders to all happily co-exist and it is intimidating..".

Interactive map comment

Pennywell Road

"Barely any cars respect the 20mph speed limit on this road. The pavement is really narrow and it is terrifying to walk along there with children".

Interactive map comment

Opening up access to the River Frome



Place Objectives

- Create paths to provide waterside access and enjoyment of nature
- Access to a long walking and cycling route to Eastville Park and Snuff Mills (Frome Valley walkway)

Ideas:

- Clean the river
- Clearly mark cycle/ pedestrian pathways
- Leave grassland in the park
- Open up access to the river in a safe way- walkways, viewing points, and opportunities for activities such as pond dipping and water sports.

"It would be very nice to have a cafe overlooking the river. The river is currently largely hidden from view and it would be nice if it became a feature"

Interactive map comment

"The River Frome should be treated as the centrepiece of this re-development. It's currently attractive but also mostly obscured and inaccessible. A stepped bank on one or both sides would make a beautiful space to sit and relax, and enjoy the nature and wildlife"

Interactive map comment

Better connectivity and transport



Place Objectives

- Connecting the communities of St Pauls and St Judes
- Better walking, cycling routes, access to public transport

Ideas:

- More and wider footbridges over the M32
- Have a tram/ rail system along the M32
- New bridge over the Frome linking Eugene Street to Wellington Road
- Improve footpath from Pennywell Road to River Frome (between Bristol Novelty and Mazda)
- Connect into the Dove Lane development, extending the St Pauls green link
- Don't forget access by private cars- residents, carers etc.
- Improve public transport accessibility
- Segregate cyclists and pedestrians
- Improve signage and wayfinding through the area

Newfoundland Street bridge

"When going from St Pauls to Easton and Laurence Hill this is a key through-route for walking and cycling. It needs to be preserved and enhanced"

Interactive map comment

Junction 3

"It would be very useful to have signage above the tunnels and in the roundabout so people would know where to exit. I often have to help people out because they are lost and not sure where to exit".

Interactive map comment

Establishing and celebrating identity of place



Place Objectives

- A place to come together
- A vibrant mixed use community
- Rediscover lost heritage
- Protecting and reusing historic assets
- Integration of art and culture



Ideas:

- More descriptive and heritage valued name of the area
- Space for public art, including positive street art and graffiti walls
- Encourage pop-ups and meanwhile uses
- Protect culture and music venues
- Support existing community uses and groups
- Support the formation of a 'Friends of Riverside Park' group

Wogan coffee

"This is a lovely addition to the space- I like to walk past the Frome smelling the coffee roasting here"

Interactive map comment

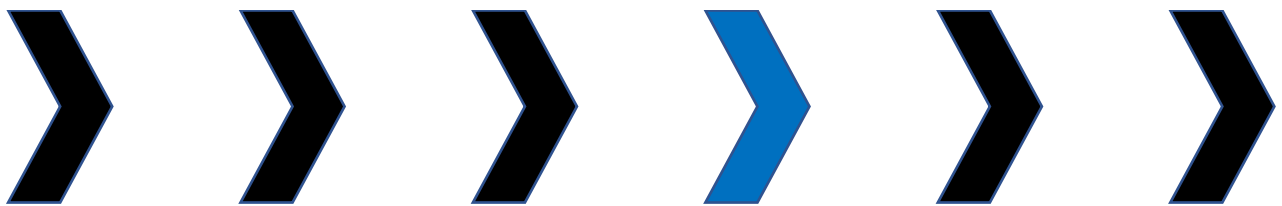
"I like the trees that were planted in the carriageway of the dead-end part of Wellington Road- they tell a story of road use changing and improving with time"

Interactive map comment

Stage 2

Concept and Option Testing

May – November 2022



Purpose of Stage 2

- Share findings from Stage 1 work to build a common understanding of work to date and direction of travel.
- Provide opportunities to feedback on and shape emerging design and development proposals.
- Test emerging proposals against the Community Place Principles.
- Bring strategic city partners and organisations into the project.

Activities undertaken

Date	Description
20 th May 2022	Targeted engagement with the Environment Agency
30 th June 2022	Stage 2 launch event in Riverside Park to communicate findings to date with all stakeholders and receive feedback
7 th July 2022	Design West site visit and Design Review Panel session #1
June - July 2022	Artist-in-Residence commission to undertake creative community engagement and further develop the Story of Place (6 events)
July 2022	Working with West of England Centre for Independent Living (WECIL) to undertake an Accessibility Audit of Frome Gateway
21 st July 2022	Targeted engagement with the Environment Agency
4 th August 2022	Targeted engagement with the Environment Agency
16 th August 2022	Thematic community workshops to test emerging design and development proposals (facilitated by AHMM Architects)
18 th August 2022	Cultural infrastructure session with local creative and cultural organisations
September 2022	Establishment of a monthly Landowner & Developer Forum
13 th September 2022	Bespoke engagement with Al-Baseera Mosque
11 th October 2022	Design West Design Review Panel session #2
18 th Oct 2022	Engagement with Old Market Neighbourhood Forum to ensure alignment with Old Market Neighbourhood Plan
Throughout	Bespoke 1-1 landowner & developer engagement sessions

Stage 2 launch event (30th June 2022)

On 30th June 2022, the Frome Gateway project team and officers from across BCC departments held a pop-up event in Riverside Park between 12-7pm.

The aim of the session was to convene all key stakeholders to allow open conversation about work to date and provide feedback on stage 1 work including:

- Engagement programme activities and what was heard from stakeholders.
- Identification of opportunities and constraints, and the development assumptions to be taken into the next stage of work.

The informal drop-in event involved topic-based discussions on key issues and conversations between stakeholders to develop a shared understanding of aspiration and priorities for change.

The event was marketed in the local area with flyers and emails to the project mailing and through social media. Businesses were invited by BCC Economic Development and landowners and developers by BCC Regeneration. A banner was also placed on Peel Street bridge marketing the event and project.

In total, it is estimated that 50-60 conversations were had with stakeholders.



Stage 2 launch event in Riverside Park

Artist in Residence (June – July 2022)

Throughout June and July 2022, BCC Culture commissioned Scott Farlow as an artist-in-residence to hold a series of creative conversations across the area and collect thoughts and ideas from local people and passers-by about the future Frome Gateway, asking key questions such as:

- What does this place mean to you?
- What stories does it hold?
- What does its future look like?

The process was intended to provide less conventional and more imaginative and creative opportunities for people to give their thoughts and reflections about the area, its importance, and its future. Activities included:

- Setting up a temporary pocket park to encourage people to stop, dwell and talk
- A walking tour (evening stroll)
- A public display of findings
- The 'artist as canvas'

The key output of the commission was a report of findings which included a 'Statement of Intentions' for the area to help decision makers and developers respond to local aspiration.

Extract from the report including emerging themes and recurring themes are set out on the following pages.



Artist in Residence

Emergent Themes

"Not to find one's way around a city does not mean much. But to lose one's way in a city, as one loses one's way in a forest, requires some schooling. Street names must speak to the urban wanderer like the snapping of dry twigs, and little streets in the heart of the city must reflect the times of day, for him, as clearly as a mountain valley."

Walter Benjamin

The creative conversations revealed 3 key themes that should be used to help guide and shape the future vision of the Frome Gateway.

These are:

1. NAVIGABILITY:

a place that is safe, easy, engaging and enriching for all users, residents, businesses and people moving and passing through.

2. LEGIBILITY:

a place that is the clear and imaginative expression of an inspiring local identity, growing cultural diversity, community connectedness and local distinctiveness.

3. CONVIVIALITY:

a place of genuine human interaction, warmth and kindness, creativity, understanding, nature connection, shared learning, celebration and neighbourliness. A place for well-being.

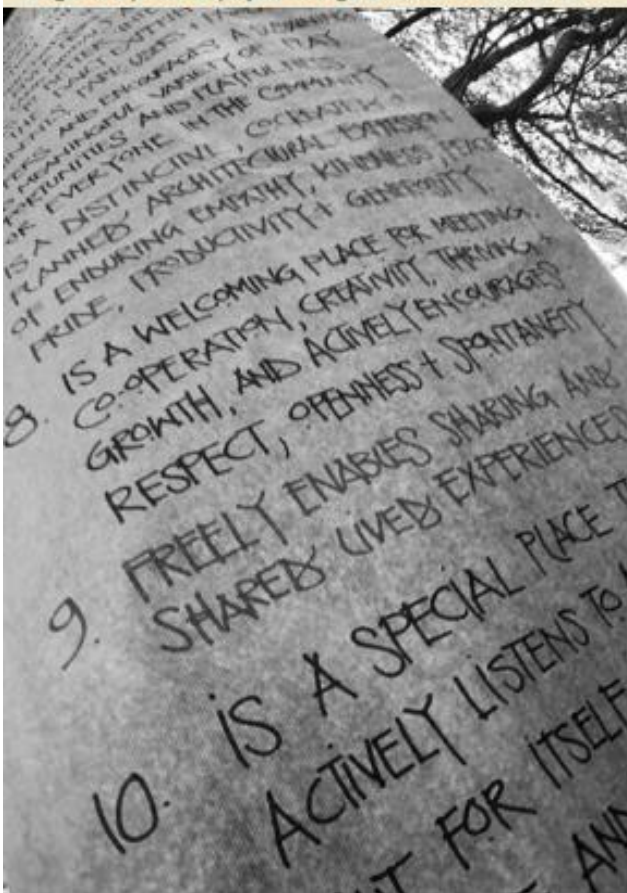
As a local resident told us during one of our conversations:

"This area gives me a sense of home; it is always somewhere I return to."

Extract from Artist in Residence report



images: the public display of findings. Riverside Park. 30.07.22



Extract from Artist in Residence report

During our conversations, participants shared a number of recurring ideas for inclusion within the future vision of the Frome Gateway.

These are combined and summarised as follows:

- A dedicated creative cultural centre comprising learning spaces, art spaces and communal buildings, including garden spaces for growing, making and sharing food.
- Distinctive cultural design expression and playfulness in the style, form, layout, rhythm, sequence and materials of new buildings, streets, parks and public spaces.
- Affordable family housing, including an integrated community room at the heart of all new development(s) together with dedicated, high quality communal spaces and gardens.
- Enhanced human connection to nature and wider access to wildlife habitats for personal and community wellbeing, learning and growing together.
- Long-term community food growing projects, private and communal gardens and productive landscapes; including allotments, orchards, and a city farm.
- Safer, colourful, pedestrian-friendly and playful streets; with particular attention to (slowing traffic down on) Pennywell Road to help the area become more welcoming and better connected.
- Safe, comfortable, navigable, connected and welcoming public realm.
- Acknowledge, open ('daylight') and celebrate the River Frome - make it accessible, allow people down to the water, to touch and interact with it.
- Ensure and sustain physical, cultural and social connections across the area and enhance connectivity with wider Bristol communities.
- Collective learning, openness and sustaining awareness programme to invigorate collective and personal responsibility e.g. in dealing with nuisance, anti-social behaviour, rubbish/fly-tipping, tagging etc.
- Ensure varied, accessible and better (formal and incidental) play opportunities for everyone; in Riverside Park and the streets and public spaces of new developments.
- Ensure that the neighbourhood really feels like home for everyone here such that it engenders a true sense of belonging, growth, equality and long-term connection.

Extract from Artist in Residence report

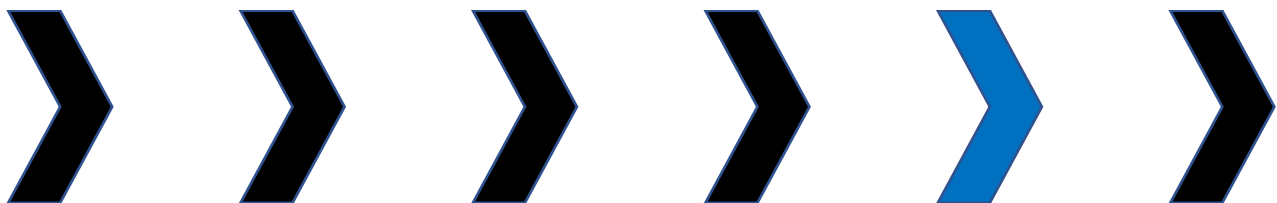
Stage 2 outcomes and learning

- Engagement in this stage reinforced key themes of importance and relevance of the Community Place Principles.
- WECIL Accessibility Audit developed to inform framework and future detailed detail briefs.
- Greater understanding of creative and cultural potential and appetite from local organisations to increase their capacity and reach in the area.
- Value of artist-led engagement in creating more creative and ad hoc opportunities for engagement.
- Refinement of flood resilience strategy
- Outputs and learning from this stage were used to shape and inform the initial Frome Gateway Vision and Development Concept.

Stage 3

Framework Refinement & Detail

December 2022 – September 2023



Purpose of Stage 3

- Testing the Frome Gateway vision and initial design and development concept.
- Building a common understanding of the proposals and communicating how engagement to date has influenced them.

Activities undertaken

Date	Description
14 th February 2023	Email notification to statutory stakeholders and strategic city partners to invite them to engage in the process
15 th Feb 2023	Active travel liaison with Sustrans
18 th Feb 2023	Stage 3 launch event to communicate regeneration vision and design and development concept (open to all)
Feb 2023	Environment Agency Discretionary Service request #1
22 nd March 2023	Frome Gateway vision and development concept public webinar
March 2023	Online survey to gather feedback on Frome Gateway vision and initial design and development proposals.
10 th March 2023	Bespoke engagement sessions with St Jude's Women's Group
April 2023	West of England Centre for Independent Living (WECIL) review of Frome Gateway vision and design and development concept.
July 2023	Targeted youth engagement with Horn Youth Concern, Riverside Youth Project and Al-Baseera Bristol Centre (facilitated by Babassa)
28 th Feb, 12 th April & 6 th July 2023	Bespoke engagement with Al-Baseera Mosque
7 th Aug 2023	Engagement session with Old Market Neighbourhood Forum
Throughout	Bespoke 1-1 landowner & developer engagement sessions

Stage 3 launch event & Streets & Spaces workshop (18th February 2023)

On 18th February the Frome Gateway project team organised a Stage 3 launch event and design focussed workshops at Trojan's Free Fighters between 11-2pm. There were roughly 45 attendees.

The aim of the session was to provide an update on work to date and how the framework has developed since the last public event. This included sharing, for the first time, the proposed vision and illustrative spatial concept for Frome Gateway. The presentation of this work was focused on how the work has been influenced by previous engagement with the community, businesses and landowners following a 'you said, we are doing' approach.

The event was planned as an interactive workshop, with introductory presentation at the start of the session, themed activities, and communicating the project and progress so far through large display boards. Following the Scope of Influence approach, the session was particularly focussed on themes which the community have significant influence over and can help shape and deliver. These included:

- Streets and Spaces
- Riverside Park and Peel Street open space
- River Frome corridor improvements

There was significant representation of the users of Trojan's Free Fighters who were concerned about the loss of this community youth space. Main issues raised related to:

- The retention of Trojan's Free Fighters within the site (focus on exactly where it would be provided).
- How funding and support would be made available to community uses across the site.
- How community views from the engagement process were being considered, with distrust of the Council being expressed.
- What is the difference between cultural and community uses?
- General concern that the plan seemed to suggest mainly new residential development, and how this would be managed to avoid displacing important local services and facilities.



Stage 3 launch event

Youth engagement (July 2023)

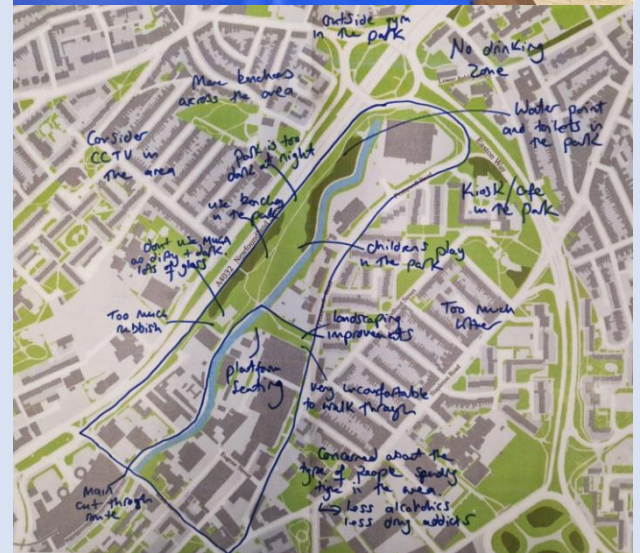
During July 2023, BCC commissioned Babassa to co-ordinate and undertake engagement with local youth organisations. The aim of these sessions were to provide young people with the opportunity to share their thoughts on the Frome Gateway area, the emerging vision for the area, and what the future of youth spaces and services in the area should look like.

A workshop with young people was hosted at Riverside Youth Project. The session was divided into sections which included an introduction before the young people were divided into groups and rotated between different facilitated activities and discussions. The session was attended by 10 boys from Bristol Horn Youth and Riverside Youth Project.

Following this event, a targeted follow up session was run with 6 girls from Al-Baseera Mosque.

Key themes raised were safety, anti-social behaviour, and the need for better quality multifunctional spaces for young people. Young people liked their multicultural community and wanted to see investment in the area so that it can be a place they feel proud to belong to. Girls from Al-Baseera Mosque noted that youth spaces in the area felt “just for boys” and that they “feel unsafe walking” around the area.

There was concern amongst the young people that the area would become gentrified and the existing community would be pushed out



Youth engagement

Direct quotes from young people:

- “When I was younger and not as covered (headscarf) I wasn’t as cautious. Now I’m not sure who would try to mug me.”
- “Riverside [Youth Project] was one of the last few places you could go to.”
- “Riverside is the only place that I see green in Bristol”
- “Are we going to feel out of place to just walk to the mosque due to gentrification?”

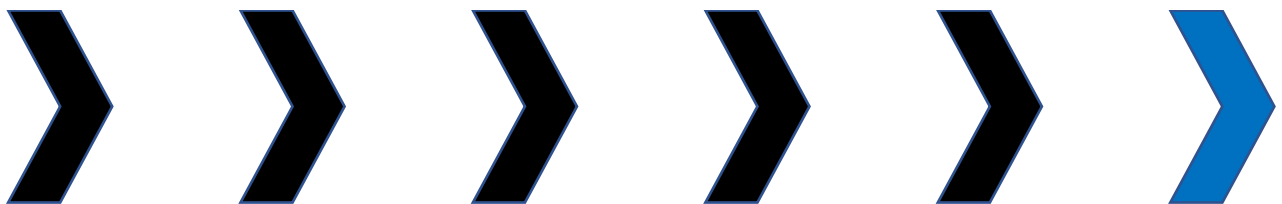
Stage 3 outcomes and learning

- The results of the online survey demonstrated majority support for the regeneration vision and overall development concept for Frome Gateway.
- Community feedback reinforced the importance of ensuring the regeneration of the area benefits existing community and cultural organisations, allowing them to remain and grow in the area. The importance of key themes was once again highlighted such as identity and place, safety, connectivity, greenery and nature, health and wellbeing, and community and culture.
- Learning from this and all other stages was used to develop the full draft framework.

Stage 4

Formal Consultation

October – December 2023



Purpose of stage engagement

- 6-week formal city-wide consultation on the full draft framework to determine public support for the vision and objectives set out in the Framework.
- The results of the consultation were used to make final changes to the document.

Activities undertaken

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 inclusively 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.

Date	Description
23 rd Oct – 3 rd Dec 2023	Online consultation survey to gather feedback on the draft Frome Gateway Regeneration Framework (supported by activities listed below)
24 th Oct 2023	Targeted outreach: Horn Youth Concern
2 nd Nov 2023	On-site door knocking with businesses
3 rd Nov 2023	Targeted outreach: St Jude's Women's Group
3 rd Nov 2023	Targeted outreach: Public exhibition at Al-Baseera Mosque
6 th Nov 2023	Riverside Park 'pop-up'
8 th Nov 2023	Project exhibition at Lost Horizon
23 rd Nov 2023	Targeted outreach: St Nicholas of Tolentine Primary School
23 rd Nov 2023	Targeted outreach: Trojan's Free Fighters
30 th Nov 2023	Targeted outreach: Old Market Neighbourhood Forum
1 st Nov, 16 th Nov & 30 th Nov 2023	3 Public regeneration area walking tours
9 th Nov 2023	Business webinar
15 th Nov 2023	Public webinar
22 nd Nov 2023	Webinar for planning, transport, placemaking and equalities interest groups
21 st Nov 2023	Business West presentation
25 th Oct & 22 nd Nov 2023	Landowner and Developer Forum presentation
31 st Nov & 2 nd Dec 2023	BCC political briefings for Cabinet members and local ward Cllrs
Nov 2023	Environment Agency Discretionary Service request #2

Collaboration with the TRUUD research project led to creation of short videos that promoted the framework consultation on social media and explained the framework.

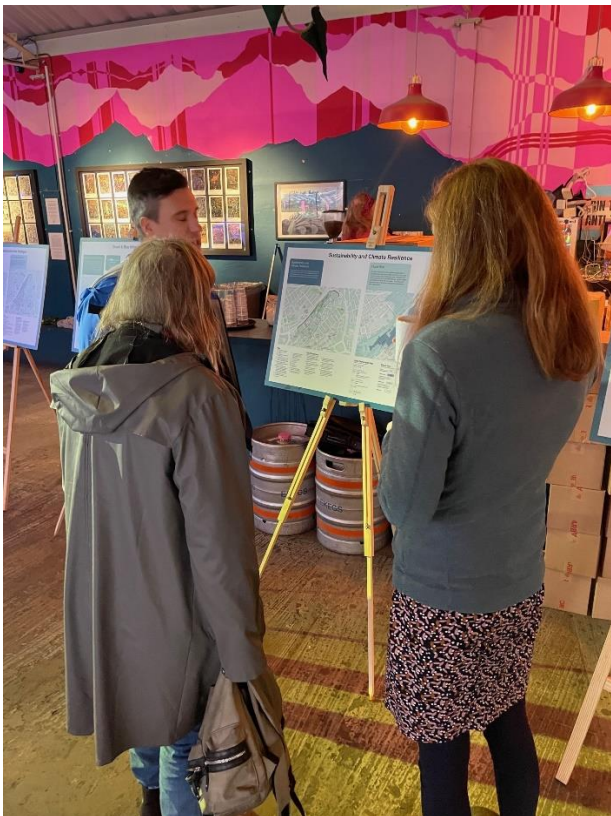
Frome Gateway Regeneration Framework: Statement of Community Involvement



Riverside Park pop-up



Exhibition at Al-Baseera Mosque



Project exhibition at Lost Horizon



Project exhibition at Lost Horizon

Stage 4 outcomes and learning

327 consultation surveys were complete during the consultation, and 11 formal representations from statutory stakeholders, landowners and developers and local organisations were received. This demonstrated wide-spread support for the Framework:

- 79% of respondents either strongly agreed or agreed with the vision for Frome Gateway.
- 77% of respondents strongly agreed or agreed with the regeneration objectives.
- 66% of respondents strongly agreed or agreed with the overall spatial concept
- 68% of respondents strongly agreed to agreed with the key approaches and main ambitions of the four character areas.
- 67.5% of respondents strongly agreed or agreed with the approach to employment.
- 77% of respondents strongly agreed or agreed with the approach to housing.
- 83% of respondents strongly agreed or agreed with the approach to community and culture.
- 70% of respondents strongly agreed or agreed with the approach to movement (pedestrian cycle and vehicular).
- 53% of respondents strongly agreed or agreed with the approach to height
- 81.5% of respondents strongly agreed or agreed with the approach to active frontages and streets.
- 80% of respondents strongly agreed or agreed with the approach to green and blue infrastructure.
- 71% of respondents strongly agreed or agreed with the 'Green Space Big Move'
- 82% of respondents strongly agreed or agreed with the approach to sustainability and climate change
- 82% of respondents strongly agreed or agreed with the approach to flood risk management.
- 55% of respondents strongly agreed or agreed with the approach to health and wellbeing (79% when the 'Avoid new hot food takeaways' principle is omitted which was changed following consultation)..

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

- 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.

For full details on the findings of the formal consultation, see the **Frome Gateway Regeneration Framework: Formal Consultation Report**.

Consultation findings were used to make final changes to the document before it was presented to BCC Cabinet for formal endorsement. For full details on how the Framework was amended following the results of the formal consultation, see the Frome **Gateway Regeneration Framework: Consultation Response Report**.

Reducing barriers to engagement and participation

Frome Gateway is much more diverse than the city average with Black, Asian and minority ethnic groups making up 59.6% in Lawrence Hill and 33.5% in neighbouring Ashley ward, compared to 16% in the city overall. English is not the main language for 29.8% of the population in Lawrence Hill and 13.8% in Ashley (10.1% in Bristol overall) with the top countries of birth outside of the UK being Somalia and Jamaica.

As such, it was important from the outset to be mindful and respectful of cultural differences and commit to reducing barriers to engagement and participation in the Frome Gateway engagement programme. Throughout the process, BCC's Frome Gateway Engagement Steering Group was advised by BCC Community Development on maximising inclusivity in engagement activities.

Key measures included:

- In the early stages of the project, key information was translated into Somali (see below). In later stages of the project, the use of Community Champions was recommended as the preferred means.
- BCC's network of Community Champions was used throughout the process to encourage participation in the Frome Gateway engagement programme. Community Champions are well trusted and respected within their communities. They are willing to work with the council to engage those harder to reach, often using different community languages. Community Champions and officers from BCC Community Development were available for most engagement sessions in order to support with translation.
- A key approach throughout the engagement programme was delivering bespoke engagement activities with key stakeholder groups on a more 1-1 basis. Over the course of the project key bespoke engagement activities were focussed on:
 - **Young people:** through targeted engagement with Riverside Youth Project, Horn Youth Concern, Trojan's Free fighters and St Nicholas of Tolentine School.
 - **Al-Baseera Mosque:** including workshops, individual meetings and a project exhibition at the Mosque between Friday prayers during the public consultation.
 - **St Jude's Women's Group:** BCC Community Development and Regeneration attended these meetings on a number of occasions during the project to encourage their participation and collect their thoughts.
 - **West of England Centre for Inclusive Living (WECIL):** WECIL were engaged in stages 2 and 3 to undertake an Accessibility Audit of the regeneration area, review early concepts, and encourage participation of Disabled people through their networks.
- The methods of public engagement for '**wishing Penny Well**' (Artist in Residence) were intentionally experimental, providing imaginatively different ways of meeting people on site and in-situ that offered playful and interactive alternatives to more formal and conventional consultation exercises
- Production of a fully accessible summary version of the framework drafted with the community as the primary audience to make the framework more discernible to the public.

Frome Gateway Regeneration Framework: Statement of Community Involvement

- During the formal consultation (stage 4), three local Community Champions were utilised (one Somali speaking, one Arabic speaking and one Polish speaking) to identify members of their local communities with more limited English and work with them to complete the consultation survey, translating where necessary. 69 surveys were completed this way.
- In a further effort to promote accessibility during the public consultation (stage 4), 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 range of engagement options were provided including in-person and online sessions.
- At the main/biggest public engagement events, children’s colouring materials were provided to encourage and enable others with young children to attend.
- We collaborated with the TRUUD research project. This involved researchers conducting focus groups with members of the public who had attended engagement events, to learn about improving public involvement in urban development projects. This led to creation of short videos to raise awareness of the framework consultation period, and explain the purpose of the framework.

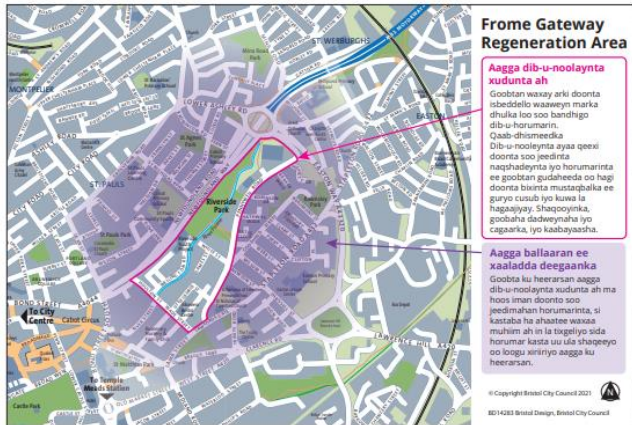


Deegaanka Qaaliga ah,

U abuurida Qaab-dhismeedka Dib-u-noolaynta ee Frome Gateway

Waxaan u qoraayaa inaan idiinku soo gudbiyo in golaha deegaanka ee Bristol uu bilaabay hawlo la iskaga kaashanayo dib-u-soo-noolaynta muddada fog ee agagaarka Wabiga Frome, ee loo yaqaano Frome Gateway, kaas oo u keeni doona isbedel la taaban karo oo mustaqbalka fog ah deegaanka. Fadlan eeg khariidaddahoose ee aagga mashruuca.

Waxaan bilaabaynaa shaqadan annagoo ka jawaabayna dhawr arrimood, sida qalalaasaha guraynta, xaaladda degdegga ah ee cimilada, beddelida siyaasadda qorsheynta iyo xiisaha sii kordhaya ee lagu horumarinayo horumar cusub ee aagaan. Waxaan rabnaa inaan hubinno in isbeddelka iyo maalgashiga aaggan loo maareeyo loona habeeyo si faa'iido u leh dadka deegaanka, ganacsiyada iyo magaalada.



Waxaan la yeelanay xoogaa wada hadalo hore ah dadka deegaanka iyo kooxaha bulshada sanadkii 2020 si aan u dhageysano waxa ay ka qabaan aagga, laakiin tani waa la hakiyay cudurka Covid-19 awgiis. Hadda waxaan dib u bilaabaynaa wadahadalkan.

Qof degan agagaarka ahaan, waa inoo muhiim inaad si toos ah u maqashid waxa ay hindisahani adiga kuu leeyihiin iyo inaad fursad u haysato inaad fikrad ka dhiibato.



Bristol City Council waxa ay qorsheynayaan in ay bedelaan dhulka labada dhinac ee wabiga Frome midkod ee St Jude’s, oo loo yaqaano Frome Gateway, si ay si wanagsan u daboolaan baahiyaha magaalada iyo bulshada deegaanka.

Wax badan ka ogow

Wax badan ka baro waxa ku saaban mashruuca oo ra'yigaaga ka dhiibo adiga oo ku biiraaya dhacdo bulsho oo aaggaaga ah.

- Aqoon-is-weydaarsiga bulshada, Khamiista 17-ka Febraayo 3:00 galabnimo - 5:30 galabnimo, Riverside Youth Centre.
- Aqoon-is-weydaarsiga bulshada, Sabtida 19-ka Febraayo 10:00 subaxnimo – 1:00 galabnimo, Riverside Youth Centre.
- Socodka, Khamiista 3-da Maajo 9:30 subaxnimo – 11:30 subaxnimo, ku kulmida Peel Street Bridge. Nagula soo biir socodka si aan gacan uga geysanno khariidaddayso waxa u gaarka ka ah aagga.
- Aqoon-is-weydaarsiga bulshada, Khamiista 10-ka Maajo, Thursday 10 March 3:00 galabnimo – 5:30 galabnimo, (goobta Waa la Xaqiijin Doonaa). Nagu soo biir si aan gacan uga geysanno qeexida ruuxa aagga oo aan u abuurno aragti ee mustaqbalka.

Isu diwaangeli dhacdooyinkan, iyo sidoo kale liistigeena boostada mashruuca ee fursadaha mustaqbalka, xaga www.fromegateway.co.uk Waxaad sidoo kale wici kartaa 07810 506964 si aad u diiwaan geliso xiisayntaada. Warbixiino kasta ee dhacdada ah (sida isbedelada iyadoo ugu wacan tahay COVID-19) waxa lagu dhejin doonaa shabakada mashruuca. Haddii aad leedahay baahiyaha gaarka ah ee gelitaanka ama isgaarsiinta, fadlan horay noogu soo sheeg.

Waxaad sidoo kale wax ku biirin kartaa onlaynka adiga oo ku daraaya faallooyinka khariidadeena is dhaxgalka: www.fromegateway.co.uk

Example of translated communications. This letter was translated into Somali.

Responses to the community feedback

This section looks at the feedback received over the last two years and provides a response from the project team. It has been structured around the Community Place Principles to provide a direct response to the community’s priorities for growth and investment in the Frome Gateway area.

Community Place Principle 1: New homes community space, places for work and leisure

<p>Comments received</p>	<p>You said:</p> <ul style="list-style-type: none"> • Provide affordable social housing to meet local need, 3-4 bed family homes. • Local letting policy with a focus on longer tenures. • Improve and increase play spaces for children. • Need for community amenities geared towards young people. • Provide parking for homes.
<p>Our response</p>	<p>The Framework:</p> <ul style="list-style-type: none"> • Includes target of 1,000 new homes including a requirement for affordable housing to be delivered in line with planning policy. • Provides further guidance on appropriate housing sizes to meet local demand (higher proportion of 3-4 bed family homes). • Commits to exploring Local Lettings Policy to help local residents access new social housing opportunities. • Includes the requirement for community space in ground floor units of new development, including dedicated space for young people. • Includes the requirement for new and improved children’s play spaces and multi-use games areas. • Sets out that parking provision will be determined on a case-by-case basis in line with planning policy. <p>More generally:</p> <ul style="list-style-type: none"> • The community will be invited to shape proposals for the design of new public spaces when spaces and funding is secured through the planning process. • The council will use the Framework to secure new and improved community spaces through the planning process, including facilities for young people. • The council will explore funding opportunities and work with developers to secure enhanced play facilities through the planning process. • New housing delivered by the council will maximise affordable, family and accessible homes. • The council will work to explore the implementation of a From Gateway Local Lettings Policy.

Community Place Principle 2: Environmentally sustainable and healthy neighbourhood

<p>Comments received</p>	<p>You said:</p> <ul style="list-style-type: none"> • Improve facilities in Riverside Park to encourage use and improve safety. • Park improvements to consider visual and acoustic screening from Newfoundland Way. • Create a community garden. • Improve biodiversity and ecology. • Keep existing trees and add more. • Increase green space across the site for people to dwell and connect with nature. • Manage the impact of construction on the river i.e. run off and contaminants such as concrete etc.
<p>Our response</p>	<p>The Framework:</p> <ul style="list-style-type: none"> • Includes a commitment to work with the community to develop a detailed vision for Riverside Park to encourage use and better meet the needs of the community. • Includes need to screen noise and air pollution with trees and shrubs. • Includes provision for community growing space. • Sets requirement for enhancement of natural spaces including targets for increasing biodiversity and greening. The framework will require development plots to make a minimum of 10% 'Biodiversity Net Gain'. • Includes 1 additional hectare of green space through network of new smaller 'pocket parks' as well as greener street, to increase space for the community and wildlife. <p>More generally:</p> <ul style="list-style-type: none"> • The community will be invited to shape more detailed proposals for green and public spaces when funding is secured for enhancements. • We have secured funding from central government to deliver a river restoration project to enhance the river Frome as a wildlife corridor. This will be delivered by the end of 2027. • Construction management is a key part of successfully delivering development in a socially and environmentally conscious way. Construction Management Plans are agreed after planning permission has been granted. • The Health Impact Assessment that was published alongside the framework includes recommendations for developers and other stakeholders to enable creation of healthy neighbourhoods.

Community Place Principle 3: Diverse and Inclusive communities

<p>Comments received</p>	<p>You said:</p> <ul style="list-style-type: none"> • Provide a youth club, centre and community rooms for new and existing residents to use together. • Provide training and employment opportunities for young people and women. • Improve local Mosque facilities. • Provide playground and activities for young people. • Support local jobs and existing businesses by providing affordable, flexible workspace. • Provide a range of affordable workspaces including small business space. • Create a mixed-use neighbourhood where people live and work in the same area. • Incorporate services: GPs, schools, nurseries.
<p>Our response</p>	<p>The Framework:</p> <ul style="list-style-type: none"> • Includes the requirement for community space in ground floor units of new development, including dedicated space for young people. • Sets out an approach to employment and skills to connect residents to employment and skills opportunities. • Sets a requirement for community and cultural spaces as part of new development to support community organisations to grow. • Notes Al-Baseera Mosque as an important community and cultural asset and sets out a commitment for BCC to work with the Mosque and landowners and developers to work together to help them achieve their aspirations. • Includes the requirement for new and improved children’s play spaces and multi-use games areas. • Sets out a requirement for 22,000sqm of new employment space at Frome Gateway, mostly across the ground floor of new development, to provide a more diverse range of workspaces in the area. • Commits to exploring affordable workspace strategy to ensure new opportunities are accessible. • Sets out a vision for mixed-use neighbourhood including new homes, workspaces, community facilities and wider infrastructure. <p>More generally:</p> <ul style="list-style-type: none"> • The council will produce a Frome Gateway Implementation Plan to provide further guidance on workspace typologies and design codes, affordability and an approach to business retention and relocation. • The council will work with landowners, developers and community and cultural organisations to enable collaboration and connect the dots between organisations who need space and new space that is being made available through new development.

	<ul style="list-style-type: none"> The council will work with local NHS Integrated Care Board and education providers and organisations to inform them of planned growth in Bristol, to assist in planning future healthcare and educational provision across the city.
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Community Place Principle 4: Better connectivity and transport

Comments received	<p>You said:</p> <ul style="list-style-type: none"> Improve signage and wayfinding through the area. Enhance exiting and propose new crossings over Newfoundland Way. Provide a new bridge over the River Frome linking Eugene Street to Wellington Road. Improve the footpath from Pennywell Road to the River Frome. Connect into the Dove Lane development, extending the St Paul’s green link. Segregate pedestrians and cyclists. Improve public transport accessibility. Retain private car access, considering the Clean Air Zone. Have a tram/ rail system along the M32.
Our response	<p>The Framework:</p> <ul style="list-style-type: none"> Includes the aspiration to replace the existing bridge over Newfoundland Way with one better for pedestrians and cyclists. Includes aspirations to enhance crossings over Newfoundland Way and Easton Way. Includes provision for two new bridges over the River Frome. Requires that footpaths throughout the regeneration area will be made wider, greener and safer. Commits to segregated cycle routes wherever possible to reduce conflict with pedestrians (though there are technical and design considerations which may mean this is not possible in all cases). Commits to undertaking a detailed movement study to ensure movement proposals including the modal filter have minimal impact on nearby residents and businesses. <p>More generally:</p> <ul style="list-style-type: none"> The council will be scoping opportunities to improve wayfinding and signage in the area. As part of a longer-term re-visioning of Newfoundland Way, the council will be exploring the potential for a new bus stop on Newfoundland Way to improve public transport connectivity for St Jude’s and St Paul’s communities.

Community Place Principle 5: Friendly and safe streets and spaces for all

<p>Comments received</p>	<p>You said:</p> <ul style="list-style-type: none"> • Improve pedestrian and cyclist experience and safety with improved street lighting, wider footways, better crossing points and traffic calming strategies. • Discourage speeding and rat-running through the area. • Create safe spaces for women. • Provide parking for residents. • Enforce parking restrictions. • Provide parking for residents.
<p>Our response</p>	<p>The Framework:</p> <ul style="list-style-type: none"> • Sets out a vision to re-prioritise the movement network to make it easier to walk and cycle while maintaining servicing access for businesses and homes. Streets will prioritise pedestrians and cyclists, and be made safer, greener and more inviting. • Across much of the regeneration area, the Framework will be requiring ‘active’ ground floor uses (such as employment and community spaces) to increase street activity to help create vibrant and safer streets. • Proposes that Pennywell Rd becomes a no-through route to reduce rat-running, calm the street and improve safety. <p>More generally:</p> <ul style="list-style-type: none"> • The framework will re-prioritise the movement network to make it easier to walk and cycle while maintaining servicing access for businesses and homes. • Parking standards are set in accordance with planning policy so will be determined through the planning process once details of specific schemes are defined.

Community Place Principle 6: Opening up access to the River Frome

<p>Comments received</p>	<p>You said:</p> <ul style="list-style-type: none"> • Leave the grassland in the park. • Clean and restore the river Frome. • Clearly mark cycle/ pedestrian pathways. • Open up access to the river in a safe way, including walkways, viewing points, and opportunities for activities such as pond dipping and water sports.
<p>Our response</p>	<p>The Framework:</p> <ul style="list-style-type: none"> • Protects Riverside Park as a public park with no development proposed here (except in the case of the ‘green space big move’ being delivered, in which case a small portion of Riverside Park would be built on in exchange for the delivery of a new publicly accessible park elsewhere in the regeneration area). • Sets out a vision to enhance the river Frome as a wildlife corridor and create more opportunities to see and enjoy the riverside. • Commits to segregated cycle routes wherever possible including along the riverside, to reduce conflict with pedestrians (though there are technical and design considerations which may mean this is not possible in all cases). • Includes provision for a new pedestrian walking route along the riverbank opposite Riverside Park, which is currently inaccessible. <p>More generally:</p> <ul style="list-style-type: none"> • As part of the Resilient Frome project, we have secured funding from central government to make the river Frome more attractive and visible and improve it as a wildlife corridor and community asset. • The council are undertaking feasibility and design work to upgrade the cycle route along the riverside.

Community Place Principle 7: Establishing and celebrating identity of place

<p>Comments received</p>	<p>You said:</p> <ul style="list-style-type: none"> • Protect cultural and music venues. • Include space for public art. • Support existing community uses and groups. • Encourage pop-ups and meanwhile uses. • Support formation of a 'Friends of Riverside Park' group. • Adopt a more descriptive and heritage valued name of the area.
<p>Our response</p>	<p>The Framework:</p> <ul style="list-style-type: none"> • Clearly states the value of existing community and cultural organisations, and commits to working with them to ensure they can stay and grow in the area. • Sets out a commitment for BCC to produce a Frome Gateway Cultural Strategy to guide investment in public art across the area. <p>More generally:</p> <ul style="list-style-type: none"> • Through further and more detailed engagement on the future of Riverside Park, the council will support the formation of a 'Friends of Riverside Park' group. • We will work with landowners to take advantage of 'meanwhile use' opportunities to help trial and test new ideas.

What happens next

The Frome Gateway Framework sets out a long-term and overarching vision and objectives to guide change in the area as sites come forward for redevelopment, and as funding is secured to deliver new projects and initiatives in the area.

Change will be delivered by multiple stakeholders. Only about 20% of the developable land at Frome Gateway is owned by Bristol City Council so most new development will be brought forward by the private sector, with the council taking a lead on enhancements to public spaces such as Riverside Park.

With the overarching vision and objectives for the whole area being established in the Framework, moving forward, progress and change will be more focussed on individual projects and initiatives within the regeneration area. There will be opportunities for the community to get involved in more detailed engagement associated with individual projects as funding is secured to move these forwards, such as a more detailed vision and design for Riverside Park, for example.

It is expected to take roughly 15 years to deliver the vision and objectives set in the Frome Gateway Framework.

Conclusion

Thanks to the extensive four and half year (albeit with a significant pause in activity due to the COVID-19 pandemic) multi-stage engagement process that was embedded at the outset and prioritised local involvement, the project team built up a good understanding of the needs of the community and wider city, and how to address them.

Many voices have fed into the engagement process. Whilst everyone's vision for the area may be slightly different, and not all feedback can be acted upon, the project team has been determined to ensure that the various resident, community and business groups have been able to raise their concerns and identify their priorities for the regeneration of Frome Gateway. The extensive feedback received throughout the process to date has helped to shape the creation of the regeneration framework.

As is set out on page 27 of the Framework, "As detailed design and development proposals are prepared for Frome Gateway, all stakeholders working in the Frome Gateway area will be expected to demonstrate how they are responding to the Community Place Principles in their proposals and projects. The local community are best placed to advise on how the Community Place Principles can be delivered in practice and it is expected that they will be given meaningful opportunities to shape detailed design and development proposals from an early stage and throughout the development process."

Overall, we were able to use the Community Place Principles and engagement feedback to create a regeneration framework that reflects the aspirations of the community.