

# East Bristol Liveable Neighbourhood Co-discover Engagement Report July 2022

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## 1. Background

Liveable Neighbourhoods are areas of a city where improvements are designed in partnership with local communities to achieve a better balance between how streets are used for vehicles and people.

In June 2021 Bristol's Citizens' Assembly called for our neighbourhoods to be reimagined so that they are people-centred and more 'liveable', meaning they are safe, healthy, inclusive, and attractive places where everyone can breathe clean air, have access to better quality green and play space, and feel a part of a community. Rolling out two Liveable Neighbourhood pilot projects are Mayoral priorities for Bristol, with the East Bristol Liveable Neighbourhood being the first scheme to be piloted in the city.

A strategic walking and cycling route, the Wesley Way, in east Bristol was identified along Beaufort Road through St George, Redfield and Barton Hill (Bristol/South Gloucester Route 3) in the Local Cycling and Walking Infrastructure Plan (LCWIP). The West of England Combined Authority (WECA) has provided funding to use an area-wide approach to develop a Low Traffic Neighbourhood (Liveable Neighbourhood), rather than just design linear infrastructure for route improvements.

The project area covers parts of five wards of Bristol: Lawrence Hill, Easton, St George West, St George Central and St George Troopers Hill, south of Church Road and north of the River Avon.

Liveable Neighbourhoods have been controversial in some areas of the country where they have been introduced rapidly. Therefore, it is vital for this project to be community led, with meaningful engagement at every stage in the process.

## 2. Project vision, aims and objectives

Our vision for the Liveable Neighbourhood programme is to empower local communities to transform their neighbourhoods into places which provide better access to green and play space, more seamless and convenient connections to local amenities using sustainable forms of travel, and more space for social and community activity.

### Objectives of Liveable Neighbourhood programme

The objectives of Liveable Neighbourhood programme are to:

- Improve local and citywide air quality and contribute to meeting the climate and ecological emergency.
- Improve residents' physical and mental health and wellbeing.
- Improve levels of physical and perceived safety in our communities.
- Contribute to reducing inequality and opening opportunities for all in our communities.

- Improve local accessibility and connectivity to shops, schools, services, and other amenities for everyone to move around safely and sustainably.
- Transform our neighbourhoods to places where people want to spend time, can interact with neighbours, and enjoy their unique identities.
- Reflect the needs and characteristics of the local community and increase the sense of pride and belonging.
- Increase resilience and support the economy to recover after COVID-19 by improving local centres and high streets and access to jobs, skills, and training.

### Objectives of the outreach and behaviour change approach

The outreach and behaviour change programme for the project is designed to be an iterative process with the previous stage informing and shaping the next.

The objectives of the overall outreach and behaviour change strategy are:

- To explain the scope and objectives of the wider policy.
- To seek views from key stakeholders.
- To seek views from local people living, working and visiting these local areas.
- To seek views from local businesses and community groups in these local areas.
- To seek views of underrepresented groups (such as local children and young people, people with disabilities and Black, Asian and Minority Ethnic).
- To create a constructive dialogue and environment where people can be involved throughout the process of design and implementation.
- To create a good understanding of the project and its benefits among stakeholders, local businesses, local people and commuters.
- To provide opportunities for members of the community to change travel behaviour.
- To demonstrate Bristol City Council is prioritising sustainable transport options to help Bristol become a sustainable city with a low impact on our planet and a healthy environment for all.

### The objectives of the stage 1 co-discovery early engagement are to:

- Raise awareness of the term and concept of Liveable Neighbourhood and the design process.
- Encourage people to get involved with the process.
- Understand residents' perception of the local area and what they would like to change for the better.
- Encourage uptake of behaviour change measures and support.

### Key messages

To achieve these objectives, the team agreed upon key messages for the Liveable Neighbourhood engagement and behaviour change:

- Bristol is committed to working with local people and partners to improve sustainable transport, tree planting and community spaces in local residential areas.
- The short-term measures introduced during COVID-19 pandemic were aimed at making it easier for people to choose to walk, cycle or catch the bus. This project will focus on the longer-term to provide an improved environment in terms of active travel and the urban realm.

We talked to businesses, visitors and local people living and working in the area and those people travelling the area by all modes of transport to get early thoughts on their local neighbourhood, what is important to people where they live, and what the issues are as well as how people travel in the local area.

## Stakeholders

### Key stakeholders

- Cabinet member, ward members, Members of Parliament and local community champions (such as paid professionals, community animators and connectors from local organisations as well as active residents)
- Bristol One City Transport Board such as Sustrans or Bristol Walking Alliance
- Accessibility and Equality groups such as Bristol Physical Access Chain or Older peoples' Forum, Green and Black Ambassadors and Black Seeds Environmental Social Justice Network
- Internal stakeholders/project teams

### Local stakeholders

- Local people who live in the area
- Local people who live on the boundary or just outside the area
- Under-represented groups
- Local campaign and community groups
- Local businesses, shops and local services such as waste collection
- Schools and other educational establishments

## COVID-19

As this engagement process was taking place during the COVID-19 pandemic, some restrictions applied which meant our face-to-face engagement had to be limited. The team adapted the approach to make sure everyone could have their say by:

- Putting up posters in the local area so that those using the road regularly could see there was a survey taking place.
- Posting out the survey to 6,095 residential and 442 commercial properties to raise awareness of the survey and encourage local people to have their say.
- Contacting local groups and key stakeholders and asking them to help raise awareness of the survey and offering online briefings about the project and asking how they would like to get involved.
- Online campaign with links to the survey to remind people to have their say and offering free support to encourage sustainable travel for individuals and businesses.
- Offering virtual chats and phone appointments that were advertised on the materials.

The team also provided different ways for the public to get in touch if anyone had a comment or required a survey in a different format. They could contact the Liveable Neighborhood team by email, phone or through the post. The survey also had a language template at the start noting that 'if English is not your first language and you need a translation, we can get one for you' in twelve different languages.

### 3. Executive summary

Between 31 January and 13 March 2022 Bristol City Council conducted the co-discovery stage of the East Bristol Liveable Neighbourhood pilot. This early engagement included a community perception survey (general survey), online interactive map, and in-person community events to gather feedback from residents and schools on what is important to the community and what the issues are for the pilot area, which covers Barton Hill, and parts of Redfield and St George.

Over 196 key and local stakeholders (including emergency services), 128 citywide equality, community, and faith groups, plus 6,095 households and 442 local businesses were engaged through stakeholder communications.

At the 32 community and school events organised, approximately 1,231 were given project information and 600 participated in a more meaningful way (by filling in a postcard, putting a comment on the map or completing a survey).

Responses were received through emails, phone calls and in person and over 1,554 responses were received from the public through the community survey, and 541 comments made on the interactive map.

#### Community survey

A total of 1,554 responses were received from the survey made up of 848 online and 706 paper copies. The headline findings are:

- 89% of respondents to the community survey and map said they were residents or lived inside the project area.
- The majority of respondents usually walk or cycle to the following places: community centre 83%, faith space 68%, parks and greenspaces 92%, leisure 71%, health appointments 72%, shopping and errands 67%, education 64%, work 52%.
- 55% of respondents to this question walk almost every day (6-7 days a week).

#### Demographic breakdown of respondents for map and community survey

- Slight majority of respondents were women (56%).
- 89% of people described themselves as 'a local resident'.
- 30% aged 35-44, 28% aged 25-34 and 14% aged 45-54.
- 11% of respondents considered themselves disabled.

#### What is important to people where they live?

- The majority of people stated that all of the indicators are essential or of high importance to their neighbourhood.
- The top three indicators that are essential are: everyone feels safe to walk and cycle 92%, that there is good air quality 90%, and that it's easy and convenient to walk, cycle and use public transport 89%.
- The least important indicator was places to stop and rest with 56% claiming this to be essential or of high importance.

#### What are the current issues?

- Majority of respondents stated that each of the 10 indicators were a serious or moderate problem in their neighbourhood.

- The top three problems were: poor air quality 78%, streets too noisy with traffic 68%, and the area feels unsafe for walking and cycling 59%.
- The issue that was considered to be a minor or not a problem was whether there were places to stop and rest 45%.

### School survey top three

120 children aged 5-8 answered adapted questions about what was important to them where they lived and what is a current issue.

Top three things that were important where they lived:

- Everyone feels safe to walk, scoot and cycle
- It feels good to stay and play in your street
- Easy to walk, scoot or cycle around, or to use buses

Top three things that are current issues where they live:

- It doesn't feel good to stay and play in the streets
- Not enough trees or plants on the street
- Nowhere to stop and rest

### Interactive map

On the interactive map 541 points were mapped by 225 contributors. After closing submission to the Interactive map on 14 March a total of 1,522 'agreements' were made to the point dropped on the interactive map by other visitors to the site. While no more points can be mapped after this stage of the engagement closed, they can still be viewed and 'agreed' upon via the website.

- 85% of people who commented on the map are from the area

### Top five most commented upon themes

- Walking
- Traffic
- Personal safety concern
- Street environment
- Traffic speeds

### Top five negative feelings about area

- Not pedestrian friendly
- Driver behaviour
- Too much traffic
- Street feels stressful
- Difficult to cross the street

### Top five improvements suggested

- Slow down traffic
- Improve road safety
- Reduce traffic
- Safer junction for walking and cycling
- Add crossing points

### Event postcard comments

At events, 458 postcards were filled in. The top three things that people like about their local area:

- Parks and green spaces
- Sense of belonging and community cohesion
- Local amenities and activities

What they want to improve:

- Road safety
- Parks and greenspaces
- Personal safety

## 4. Engagement methodology

### Community survey

A survey was designed to capture general perceptions of the area from the community (residents, businesses, people who commute through, and anyone who uses the local area), to help build a picture of what people feel is important to them where they lived and the level of problems. This perception survey is intended to be repeated once trials are in place and again once permanent design solutions are implemented to see how trends change over the time of this project. The survey was split into the following sections:

1. Details on who is responding and their travel habits
2. Priorities (what is important) and current problems
3. Demographic questions (about you)

The first section asked how the respondent would describe themselves, for a full postcode, and about how often they visited different places in the local area and what mode of transport they mainly used. The second section focused on how important different elements of a street were within their local area. These were based on 10 [Healthy Streets indicators](#).

They were also asked about their own experiences of the street and which of these indicators in the negative might be a problem and if so, how much of an issue they felt it to be. For both questions there were open text boxes for respondents to add additional comments. The third section asked Bristol City Council's standard demographic questions, which are asked to help make sure the survey has been responded to by a representative sample of the local population:

- What is your age?
- Do you consider yourself to be a disabled person?
- What is your sex?
- Have you gone through any part of a gender reassignment process or do you intend to?
- What is your ethnic group?
- What is your religion/fait?
- What is your sexual orientation?
- Are you pregnant or have you given birth in the last 26 weeks?
- Are you a refugee or asylum seeker?

Contributors to the online interactive map were also asked to complete the demographic questions and so the results are combined.

The community survey was launched on 31 January 2022 and closed on 13 March 2022, which allowed six weeks for comments. It was hosted on the project Commonplace website and linked from Bristol City Council's consultation hub and other pages from the city council's website and had a shortened link created: [www.bristol.gov.uk/eastbristolliveableneighbourhood](http://www.bristol.gov.uk/eastbristolliveableneighbourhood)

Paper copies of the survey were available at three community locations: both Wellspring Settlements (Ducie Road and Beam Street sites) and St George Library.

See 'Appendix A' for the paper version of the survey which reflects the online version of the survey.

### School survey

The community survey was adapted as a classroom activity where the group was asked to respond by putting their hands up to the option they agreed with. Additionally, printed copies of this adapted version were used by the local Scouts Beaver group who responded individually.

### Interactive map

An interactive map was hosted on the Commonplace website where anyone could drop a point on the map to describe a current issue.

The URL is <https://eastbristolliveableneighbourhoods.commonplace.is/map/map> and in printed materials people were directed to the [main landing page](#) where they can see an icon to the map.

The respondents were asked a series of questions about the point they had dropped on the map:

1. Whether they lived inside the project area (yes/no).
2. How what they were commenting on made them feel (sentiment measured from negative, mostly negative, neutral, mostly positive or positive) by clicking a coloured smiley faces.
3. What they were commenting on by clicking as many of the 28 pre-set categories as they felt described the issue, for example 'traffic speeds', 'footways', or by adding new categories.
4. Why they felt this way by clicking as many of the 28 pre-set categories, or by adding new categories, as they felt described why the issue made them feel this way.
5. How could we make it better by clicking as many of the 23 pre-set categories, or by adding new categories.
6. Adding a free text comment to the question 'Any other comments or issues you want to bring to our attention?'

Respondents were then asked for their consent to give further demographic information, including a home postcode.

### Events

The team organised different events to be as inclusive and appeal to as wide an audience as possible. The events were intended to raise awareness of the project, talk to people about the neighbourhood (how they travelled, what they liked and what they would like to improve) and ultimately encourage them to fill in the community survey. The events included:

- Online stakeholder briefings
- Drop-in sessions at the local library and community centre

- Door knock sessions
- Pop-up on-street informative stalls with active travel support
- Dr Bike sessions
- School assemblies
- School gate information stalls
- School classroom sessions

### Event postcard

At in-person events, the team used a postcard to open conversations and find out about what people liked about their neighbourhood and what their priorities were to improve it. They were asked two questions:

1. What do you like about your local area (within 15 minutes of where you live)
2. How would you like to make it better?

### Mapping exercise at events

Large scale printed maps were used to find out more about:

- People's travel habits (using different colour pens for journeys by foot, bike, public transport and car)
- What the area was like and current issues – using post-it notes and stickers

### Local business operations survey

The team wanted to engage with local businesses across the project area to build up a picture of the type of businesses in the area and what their operational requirements are.

We created a business operational survey to record this information, which can be split up into the following sections:

- About the business
- Transport to and from the business
- Deliveries
- Waste collections
- Any other ideas, questions and comments
- Types of active travel support offers for businesses

The first section focused on the location of the business, the type of business and number of employees etc.

The second focused on how their employees and customers travelled to the business.

The third was about their operational hours and the number of deliveries, time, and loading /unloading facilities.

The fourth section asked about waste collections and in particular the location.

The fifth asked for any other views, comments, or suggestions from a business perspective.

Finally, they were asked if they would like a sustainable travel expert to contact them with free advice for their business.

The survey was hosted on Smartsurvey (<https://www.smartsurvey.co.uk/s/BusinessOpSurveyEB/>) and embedded on the local business page of the project website (<https://eastbristolliveableneighbourhoods.commonplace.is/proposals/business-survey/step1>).

The first stage was for the team to research contact details of the businesses and to see which ones were still operating. The team sent an email to businesses with email addresses to tell them about the project, giving links to the local business survey as well as the community survey and interactive map.

Follow up phone calls were then made to ask them to fill in the local business survey over the phone.

The second stage was face-to-face engagement, visiting in-person to inform them about the project and asking the businesses to fill in the survey. The team attempted to contact the businesses twice over the phone then targeted businesses in-person. Follow up emails were sent to those who requested it by phone or in-person.

The community survey was also posted to commercial properties in the area with a pre-paid return envelope to encourage businesses to have their say.

Appendix B – Local business operations survey.

## 5. How we engaged

Before the project launched publicly, the council wanted to engage with key stakeholders, such as internal colleagues, ward members, the local MP and community groups, to ask about how best to engage with groups of the community and for opportunities to work together.

The team therefore put together a few different elements of the engagement process, which included:

- Stakeholder meetings (virtual meetings or by phone)
- Early informing emails to local organisations and groups

Project officers spoke with ward members to discuss the engagement approach and agreed a community survey would work well and provided local contacts for groups who the officers could approach.

### Supporting communications

The team created a social media plan which included images and text for use on Facebook, Twitter, Instagram, LinkedIn and Nextdoor. The team also created press releases and copy for newsletters that were used for local organisations. News updates were also posted on the website and were emailed to respondents who signed up to the mailing list via the project website.

### Project launch

We contacted stakeholders by email on the day the project website, survey and interactive map went live. The email outlined the project with links to more information, the survey and interactive map. It also offered opportunities to speak to the project team asking for their input via online briefings. The press release announced the launch of the survey.

Emails to local businesses were sent the week the project launched.

There were regular social media posts from Bristol City Council's Twitter and Facebook accounts. LinkedIn, Instagram and Nextdoor were also used. Four of the Facebook posts were boosted to target certain geographical demographics. These social media posts were also promoted by Betterbybike, St George Active Travel Group, Liveable Neighbourhoods for Bristol and other transport social media accounts.

To make sure we heard from all communities over 6,500 surveys were sent to all households and businesses in the local area. This was to let them know the engagement had started with a link to the website and with contact details if more paper copies were required or a phone appointment or meeting was requested.

A supporting letter was sent to accompany the community survey, with a tailored letter sent to addresses who would have participated in the Beaufort Road Streetspace engagement one year earlier.

### Seldom heard communities

Traditionally younger people, ethnic minority groups, and people living in the most deprived wards are under-represented and may be less likely to engage with the council.

To make sure those groups and those living in the project area were aware of the engagement process, the team sent out over 6,500 paper copies of the survey with a pre-paid envelope to all the properties in the local area. Social media posts also targeted this area and encouraged them to respond. The stakeholders contacted at the beginning and during this engagement also represented many groups within the community and were asked to help encourage and engage members to have a say.

The team worked with Bristol City Council's Community Development team and a local councillor to carry out targeted door knocking in areas that don't traditionally respond to council surveys.

Community Champions, hosted by local organisations, were also briefed about the project and worked at events to help overcome language and cultural barriers and were also tasked with helping individuals in their communities to complete the community survey.

For young people, we invited five local schools to get involved. We introduced the project at local primary school assemblies, held school-gate events and adapted the community survey to be a classroom activity and sent this to groups, such as the local Scouts and Beavers group. We also added a line to the paper copy, asking local parents to complete the survey with their children to gain their perspective.

The team held pop-up in-person events (roadshow stalls) to give information about the project and ask people to get involved and fill in the survey.

The team are very aware that not everyone has access to online resources, which is why they put up posters in local streets, the library, community centres, notice boards and shops to advertise the engagement and provided contact details in different forms. Posters in two other main languages spoken in the area were also displayed where possible.

On all the paper and online copies of the engagement outputs the team provided a language template so that people could get the survey in a different language or in a different format as noted in the engagement tool section. The materials also had a phone number which had an answerphone function. People could call and leave a message asking a question or leaving a comment and someone would get back to them. An email address was also provided along with a written address,

so people had a choice of how they wished to communicate. The team also offered phone surgeries and virtual meetings to allow people to speak to the team if they had any questions and queries.

Accessibility of online engagement platform is managed by Commonplace, which uses UserWay plug-in menu to adapt the on-screen content. The website has an icon that visitors can use to access the menu to create a view that suits their needs, such as changing the contrast, enlarging text and spacing, highlighting hyperlinks etc. Stakeholders were made aware of this function through demonstrations at online briefings.

## 6. What happens next

The responses to the first round of engagement and the traffic data clearly show the problems in the area. We are using this information to put together a range of possible solutions to tackle problems on main roads and local streets, and to develop a selection of community assets.

Our engagement also told us that people in the area would like a range of active travel support to help them shift to more sustainable ways of travelling. We will run our outreach and behaviour change programme with offers such as loan bikes, personalised journeys and cycle training.

The second round of engagement, the co-develop stage, will begin in the autumn of 2022. We will invite community members and stakeholders to a series of workshops to introduce these possible solutions and assets, to find out which ones will work well and where they could have the most benefit for the project area as a whole.

This will lead on to a trial of these solutions and further rounds of engagement before the permanent scheme is agreed.