

SOUTHMEAD REGENERATION

WORKING FOR THE COMMUNITY

REGENERATION

The Journey so Far

DOCUMENT PRODUCED BY



CONTENTS

Conception of regeneration	1
Architect selection	2
Project team & governance	3
Consultation strategy outline	4
Consultation events in detail	5 – 6
Summary of data collected	7
Postcodes addressed	8
Comments collected	9
Community workshops	10
Production of the masterplan	11- 12
Next steps	13
Useful links	14

Conception of regeneration

The Southmead Centre Regeneration is a community-led project which is improving the centre of Southmead so that the area can be vibrant and exciting for the people who live in it.

But why are we doing this and how did the idea come about? The journey started in 2012 when work on the Community Plan began. The Southmead Community plan is an initiative by residents and community stakeholders which was created to increase the likelihood of Southmead receiving financial investment, support community groups and residents to work together and influence decisions that will have an impact on the neighbourhood.

To create it, local residents went door knocking and had over 900 surveys filled in, which produced some invaluable data. Key points discovered were around the desperate need for more housing to allow residents who were under occupying three bedroom semi-detached houses to downsize and stay in the area, freeing up those homes for families and homes for key workers. Feasibility work that was carried out following this identified Glencoyne Square as a site that was underused and misused.

It showed that by providing a carefully considered housing strategy in the area, surpluses from the housing provision could be used to reinvest back into the area. Southmead Development Trust (SDT) are looking at improving community facilities, infrastructure and initiatives whilst providing affordable and ethical housing solutions which complement the local community needs. As a community organisation, it is important to SDT to ensure it achieves the best it can for the people SDT serves, hence the huge emphasis on the levels of community engagement throughout the process.



Architect selection

Taking the data gathered by local residents and feasibility studies, SDT created a brief for the regeneration that was submitted to 12 architects, of which 4 were shortlisted.

The engagement process began by getting the public to give their views on the 4 different concept masterplan designs which were proposed by the shortlisted group of architects.

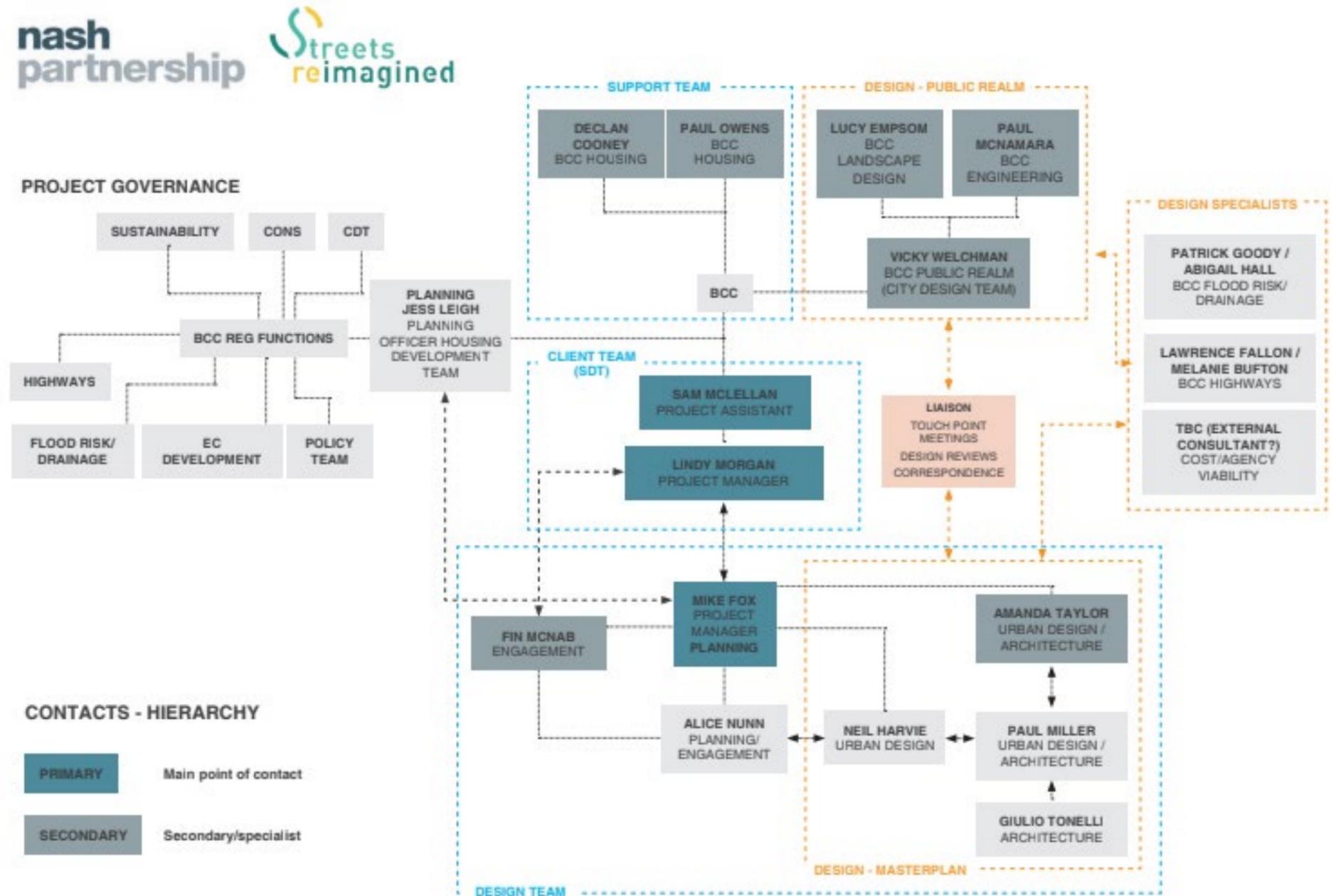
It was a valuable exercise that allowed SDT and the community to assess how well the architects had responded to the brief and how they each engaged with the community who they would ultimately be working closely with.

Nash partnership were selected because of their empathetic and human approach to understanding the rich community of Southmead as well as producing designs which demonstrated exciting promise and a sensitivity to the context.



Project team & Governance

With Nash Partnership selected, the regeneration project team was formed. SDT took the role of client working for the people of Southmead, whilst aiding Nash were the council's City Design Group and urban planning consultants, Streets Reimagined. Additionally, regular meetings were held with the Arnside and Glencoyne Regeneration Project group (AGPR) which is made up of SDT staff, Trustees, community leaders and stakeholders within the community to help guide the decisions made in the formation of the regeneration.



Consultation strategy outline

A detailed consultation plan was drawn up and followed, which would allow a varied collection of data and opinions to eventually feed into the design process. It was designed to ensure the project was community led to create an area that local residents could enjoy and be proud of. Some key events to gather local opinion were:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Communications Schedule Strategy														
TASK	2-Jul-18	9-Jul-18	16-Jul-18	23-Jul-18	30-Jul-18	6-Aug-18	13-Aug-18							
contact residents above shops														
Tweets ongoing (questioned the relevance of this based on traffic)														
meeting local groups and businesses (ongoing)														
comments slips		x												
Key messages dos and donts - sent out			x											
logo design			x											
AGRP group file sharing account			x											
Box report to 'go live'			x											
comments boxes installed			x	x										
Website up and running				x	x									
SCART and Greenway dropins + comment collections				x		x		x		x		x		x
postering					x									
Fin fly posting					x									
Street stalls					x	x								
FB updates ongoing					x	x	x	x	x	x	x	x	x	x
Articles in the mead						x					x			
questionnaire						x								
flyers in SCART						x								
Online polls active							x							
retailer event										x				
public modelling event										x				

1. The Southmead Festival
2. Pop up stall at 5 different locations around Southmead
3. 5th July to 23rd August every Thursday morning drop ins at SCART shop and evenings in the Greenway Centre
4. Team Southmead Meeting attendance
5. Consultation meeting with Southmead Health centre representatives
6. Retailers drop in event
7. 2 x modelling workshops
8. Inclusion Southmead meeting attendance
9. Attended Youth Centre session
10. Flyering the local area and collecting comment cards and online comments



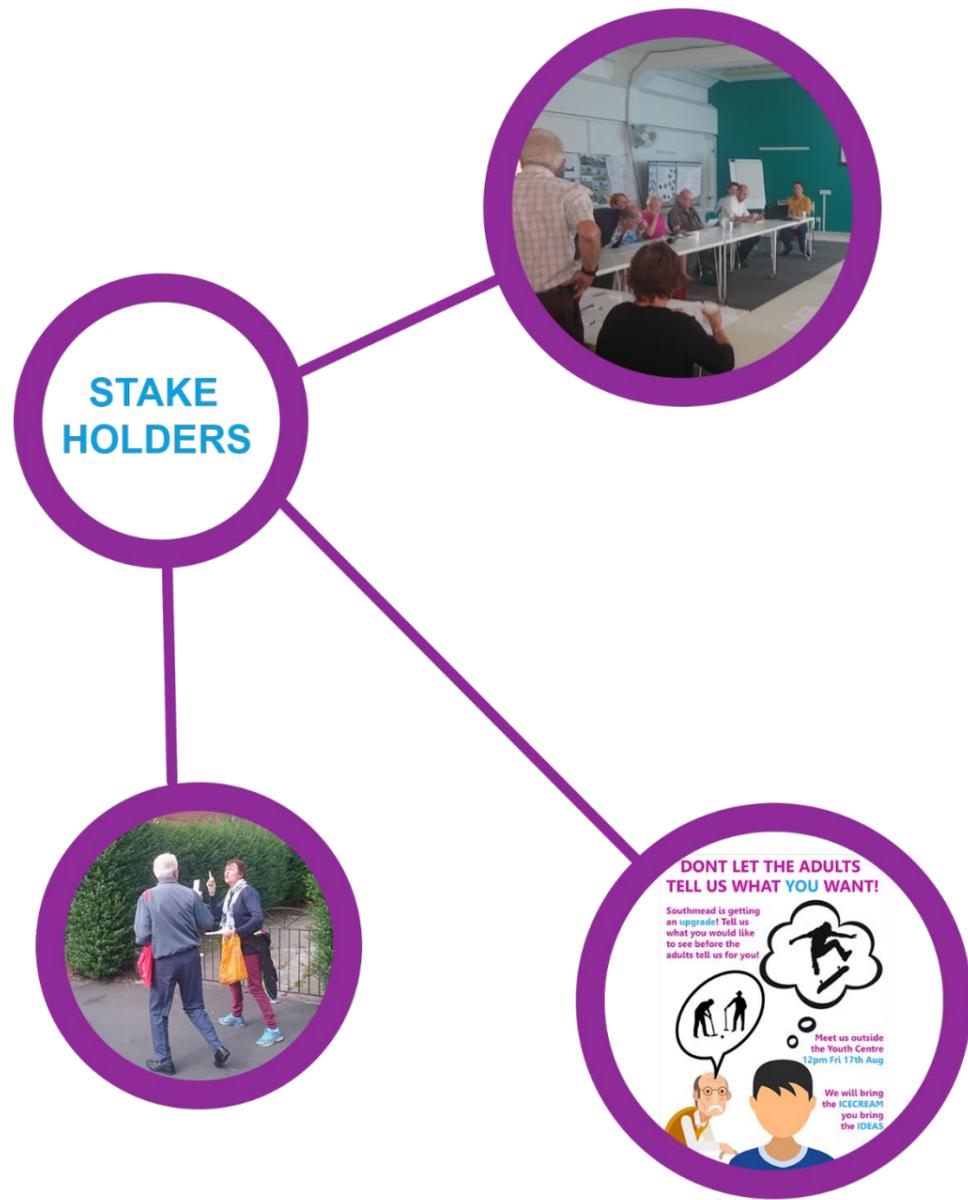
The Southmead Regeneration stall was a new addition to the Southmead festival and created a lot of interest in the community. The design team talked to the people of Southmead about how they viewed their area. Speaking to over 145 people and received over 100 comments on what the community liked, disliked and wanted to change about where they live. The information began to form the basis of the design decisions for the masterplan.

The street stalls continued to build on the information gathered at the Southmead Festival by travelling to 5 different locations around Southmead.

The team spoke to over 100 people, learning and collating thoughts and opinions that would go on to inform the themes the design team would take to the community workshops.



Consultation events in detail



During the early stages of the community engagement period, the regeneration team made certain to speak to as many people as possible and make sure that key stakeholders were involved in the decision making. With ideas for re-provision of / additional key community facilities such as the health centre, youth centre, community centre, library, local shops and parks. The team met with those who were involved in providing these services already and found out how they could be improved. By working together as a community, the regeneration aims to continuously improve on Southmead and create a solution that works for everybody.

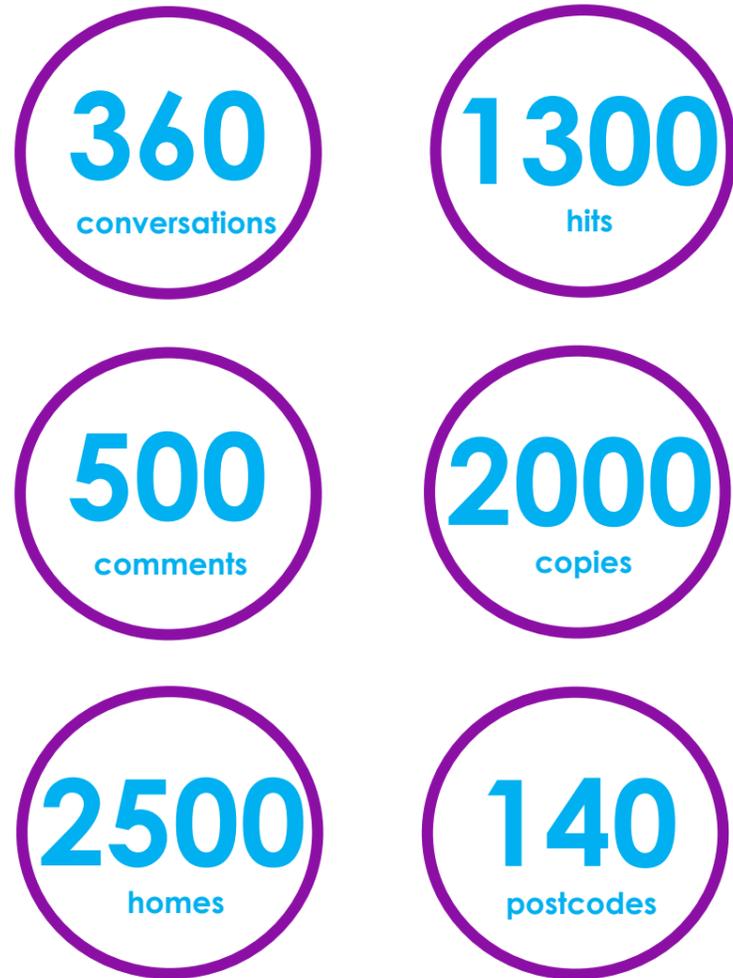
By gathering as much information as possible during the ongoing community consultation, the design team were able to analyse trends and widespread opinions that were held by the community.

These were the building blocks for addressing issues the community raised and workshops were held to allow the community to come up with design solutions for the problems.

This stage informed the outline for the first draft of the masterplan.



Summary of data collected



During the consultation period, the team had over 360 recorded, one to one conversations with the community. Ideas, opinions and information were all gathered, both positive and negative which were collated into a comments tracker which has recorded to date over 500 comments recorded on it from which we were able to identify trends and design accordingly.

Comment cards were delivered to over 2500 homes in the neighbourhood and placed in key community locations along with comment boxes that were collected weekly.

The Southmead Regeneration website has an online platform which allowed commenting digitally and served as a media update for the community to keep track on the regeneration team's progress. During the consultation period this had over 1300 hits.

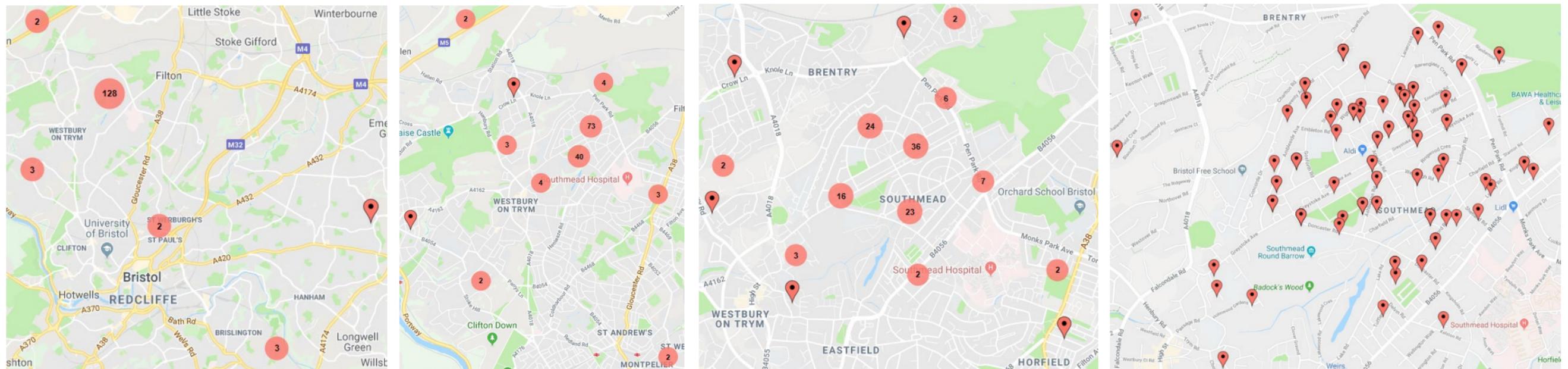
Progress updates were posted in the neighbourhood publication *The Mead* which has 2000 copies printed and distributed every month.

In this extensive consultation, care was taken to record the postcode where possible so that data could be generated to better understand how focused the consultation was. In total 140 postcodes helped us to understand how targeted the approach taken was.

Postcodes addressed

This [interactive map](#) shows how effectively the consultation targeted the local area. It was also a useful tool for understanding which areas of Southmead were already invested in the consultation events and which areas needed further attention. Based on this when delivering comment cards and consultation invitations, the Fonthill area was targeted as an additional area that needed extra focus for engaging with consultation.

Here are a collection of screenshots to illustrate the coverage.



Comments collected

There were three documents each tracking the community response to the consultation process at different points. It was important to do this to understand the differences of opinions and how they should influence the design process.

Some of the key themes to come from the initial consultation were:

Both children and adults wanted a greater variety of shops and places to eat.
Adults felt intimidated by gangs of young people hanging around the street.
Young people disliked adults being a bad influence and hanging around
They had nothing else to do.
Greystoke acts as a divide between the old and new estate.

All comments have been listed as tabs under this spreadsheet.

We need a variety of shops like a butcher and grocer

The kids need something to do so they are not hanging around

Nobody takes care of the area it needs more maintenance

It would be nice if my children could live in Southmead when they move out.

We need more QUALITY, affordable housing

Arnside road has no identity people come for the chemist then leave

The street should be something we can be proud of

The green space needs to be a better quality

We want better parks and somewhere to ride our bikes without getting into trouble

Glencoyne is the heart of the new estate

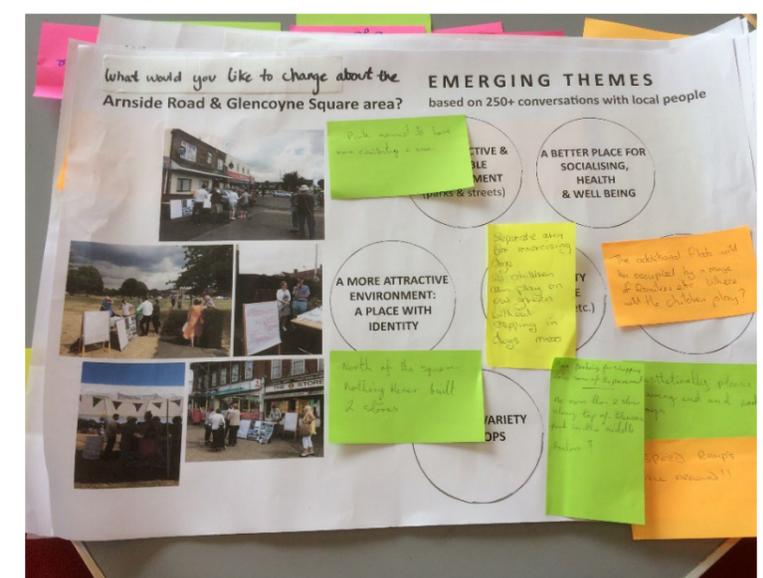
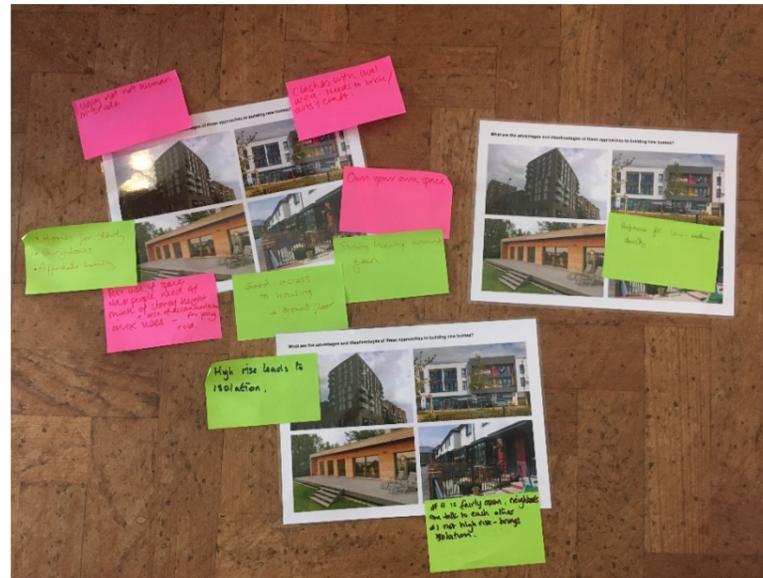
Community workshops

Comments were collated and reviewed to generate some key themes which summarised the communities positive and negative thoughts on the area. The project team hosted workshops that generated some really brilliant ideas that the designers went on to use in the Southmead Regeneration masterplan.

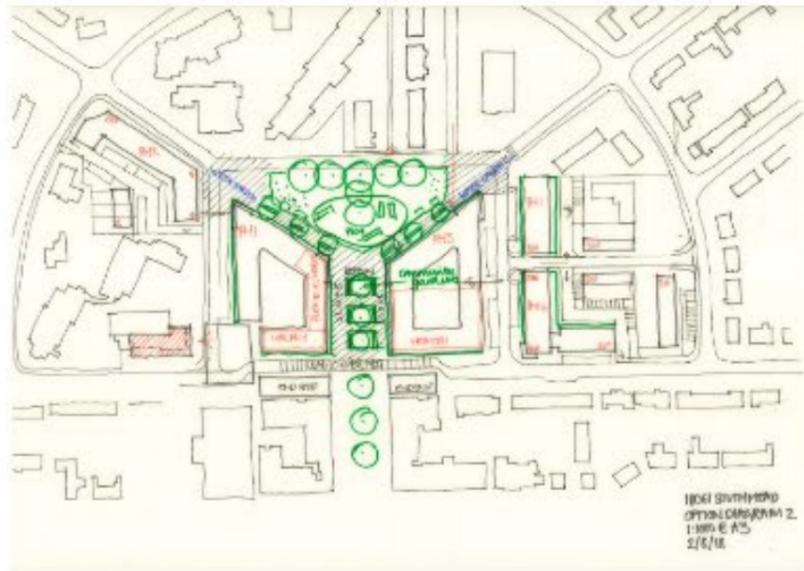
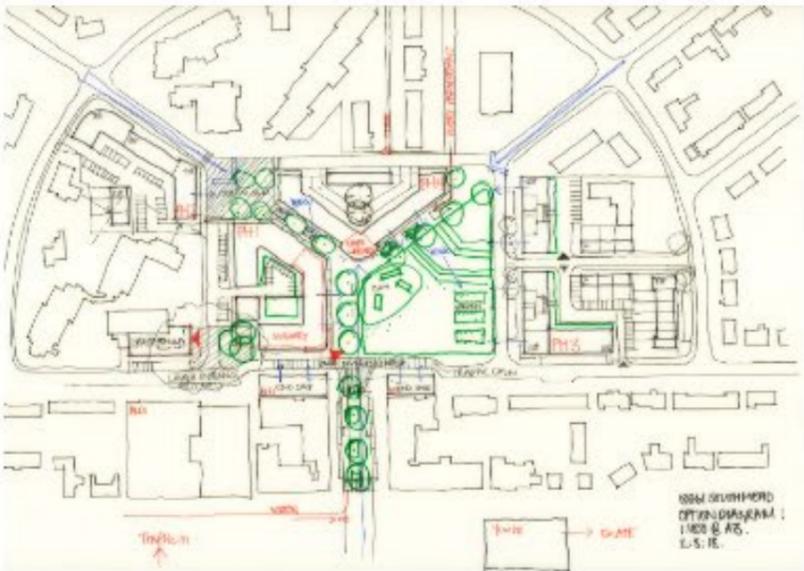
Residents started by exploring some of the key themes that were talked about in the area such as safety, access to quality green space and diverse shopping environments, then the community looked at existing examples from elsewhere which were chosen to reflect those themes.

Residents identified advantages and disadvantages with the examples and thought about how they would be appropriate (or not) in Southmead.

After the participants discussed openly with each other about design solutions, there were group modelling exercises in which several design variations were produced by using blocks and annotations to explore massing and spatial planning options for the masterplan.



The Masterplan



By working alongside the residents and taking on board their ideas, the masterplan in its current form was produced to reflect the best of all the ideas and create a plan for a truly vibrant new centre for Southmead.

This was done by studying the models produced in the community workshops and producing sketch plans to reflect what the community had instructed.

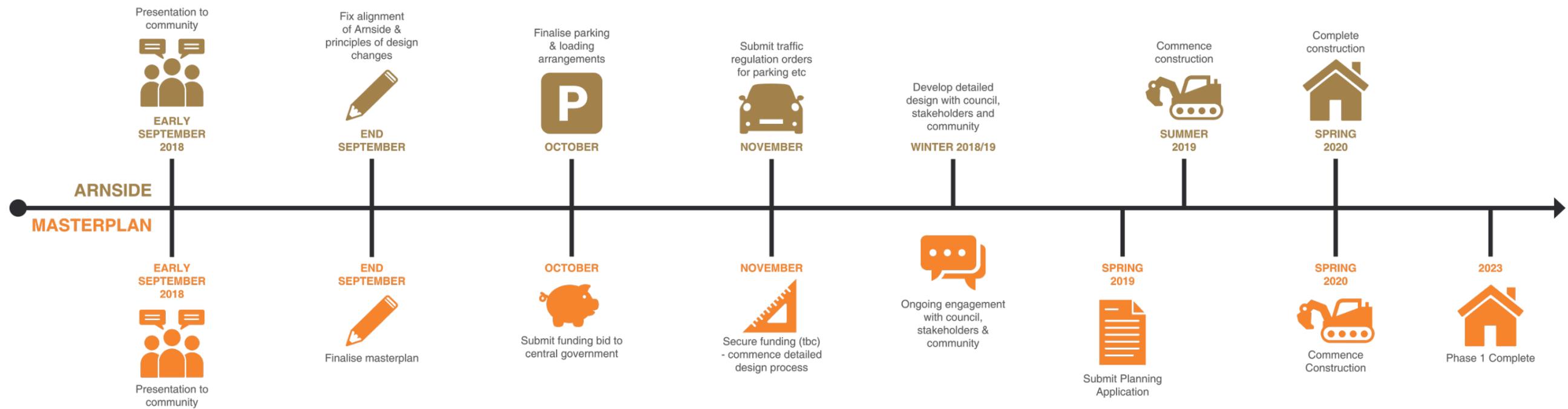
A number of these options were taken to a key stakeholder meeting for review of which a preferred option was chosen and taken forward to become the first draft of the masterplan.

During this period consultation was still happening with local groups looking to inform the next stages of the plan, which will focus on a more detailed design process.

The project team spoke to Inclusion Southmead in regards to gaining opinions on designing responsibility for disabled residents as well as young people from the youth centre to get some ideas for the play and activity area elements of the plan.



Now there is a masterplan for Southmead, work can begin to implement it. The public realm work around Arnside Road will be the first part of the plan to commence with construction planned to take place in the summer of 2019. These enabling works will be the ground work that will allow the first set of buildings around Glencoyne Square to be built whilst improving the traffic and streetscape around Southmead's centre.



For more information on the Regeneration process, if you are viewing this document online, you can follow these links to get a more in depth understanding of the work that has been taking place on the Southmead Regeneration Project.

[Southmead Regeneration: Homepage](#)

[Southmead Masterplan: Summary](#)

[Southmead Masterplan: Full Report](#)

[Southmead Masterplan: Appendices](#)

[Appointed Architects: Nash Partnership](#)

[Appointed Urban Consultants: Streets Reimagined](#)

[Bristol City Council Planners: City Design Group](#)

[Frequently Asked Questions](#)