

Bristol Business Improvement Districts – Bristol City Centre BID, Redcliffe & Temple BID and Broadmead BID – City Centre Transport Changes (CRSTS 1) Response, October 2024

What is a Business Improvement District (BID)?

A Business Improvement District (BID) is a defined geographical area where business rate payers vote on a business plan and agree to pay a levy into a fund for a fixed period to deliver it. Specific agreed initiatives are then delivered to improve the area for businesses.

Businesses vote on whether they would like to establish a BID. If a majority vote in favour, then the BID is established and in future ballots at five-year intervals, continued. (BID members qualify based on a threshold of Rateable Value, only businesses over a certain size are eligible to vote and pay the levy).

The three city centre BIDs in Bristol, Bristol City Centre BID, Redcliffe & Temple BID and Broadmead BID, are operated by Destination Bristol trading as Visit West, the Local Visitor Economy Partnership for the West of England: [About Us - Visit West](#)

Bristol City Centre BID

Bristol City Centre BID was established in September 2017 and was extended to a second term in September 2022. Since 2017 this BID has invested over £5m in the city centre delivering a range of projects for the benefit of our levy payers.

The vision is a better Bristol for all, a future-focused, resilient city where businesses can thrive, people want to live, work and visit, a city that is safe for all to enjoy whatever time of day or night, and a place that is welcoming and appealing to everyone. It operates with four strategic themes; Enhancing, Promoting, Protecting, Supporting.

The Business Plan can be read here: [Business Plan 2022-2027](#)

Redcliffe & Temple BID

The Redcliffe & Temple BID was established in June 2021. It will invest £4.5m in the Redcliffe and Temple area over the course of the first term.

The vision is for a Redcliffe and Temple area that is vibrant, thriving, sustainable, inspirational and welcoming. It operates with five strategic themes: Creating & maintaining quality spaces, Improving sustainability & the environment, Creating & promoting a vibrant place, Connecting & representing businesses, Building a safe & caring community.

The Business Plan is available here: [Business Plan - 2021 - 2025](#)

Broadmead BID

Established in 2005 and following a successful ballot in September 2023, Broadmead BID commenced its fifth term on 1 November 2023

This will see more than £2m invested in Broadmead over the next five years.

Broadmead BID focuses on four main themes, each with its own projects and initiatives, driven overall by the vision of making Bristol Shopping Quarter everyone's favourite destination. A vibrant place to shop, work and socialise. The BID team's mission is to support all businesses, helping to drive footfall and deliver ambitious standards in all areas.

The Business Plan is available here: [Business Plan 2023 - 2028](#)

BID Engagement

To formulate this response, we organised the following sessions to gain feedback from our business community I and relevant stakeholders with the DDP team presenting and answering questions.

21st August 2024 – Cycle Tour with Bristol Cycling Campaign and Bristol Walking Alliance

5th September 2024 - Consultation event (in person)

9th September 2024 – Consultation event (webinar)

We also asked organisations to contact us with feedback following the sharing of the consultation in our newsletters circulated to circa 1500 business contacts.

Executive Summary

Overall, we believe this is a positive scheme for Bristol. We agree that the city centre is going to undergo significant changes in the coming years and that transport needs to deliver a better service both now and, in the future, to serve our changing city centre. We recognise there are a number of constraints in land use and other factors that present challenges for this scheme and we will use each section below to make specific location comments on improvements that could be considered.

We are disappointed St James's Barton Roundabout has been withdrawn from this programme of work (following its withdrawal as the third key theme of the City Centre Design and Delivery Plan (DDP)). St James's Barton Roundabout is a key issue in this study area and shapes the way Broadmead and the Old City interacts with the rest of the city. With developments already progressing for sites directly connected to the roundabout (former Premier Inn and Debenhams), this would seem the perfect time to create an ambition for this space that these developers can work with as part of their plans. Undertaking a major review of this transport corridor without developing proposals for one of the key challenges seems a major missed opportunity and reduces the impact of this current proposal.

Without including St James Barton at this stage, there is a risk that future developments will need to be retrofitted into the DDP and transport corridor plans as opposed to being central to these proposed changes. We also question if the scheme is being compromised by not including further changes to traffic flows and the highway on Lewins Mead and Rupert Street? Improvements to these city centre streets would also aid the transformation of the city centre, including both transport provision and public realm.

A parking strategy is crucial to the success of the city centre, and we would have liked to see more detail incorporated into the DDP which would then further inform this project. The location, charges and quality (including safety) of car parks will all have a big influence on how people travel to the city centre and the traffic patterns in and around the city centre.

We note work will need to be undertaken to balance the competing demands for space around St James' Park. We support the redevelopment of this space as a key link to Bristol Bus & Coach Station and a key piece of green and public space within the city that is currently overlooked. We note however that this location also forms a key transport route for private vehicles, cycling and public buses. It is unclear how these competing aims will work together.

The same can be said of Nelson Street, which will be compromised by the current plans for it to be a key bus corridor as well as a cycling, pedestrian and green corridor.

Businesses have asked us why there are not greater changes included in these plans with the removal of the roundabouts at Redcliffe Way and St James Barton – we understand the former is not cost effective due to the number of underground services within the roundabout – this sort of information would be worth sharing in future consultations. I.e. explaining why more ambitious proposals are not going ahead.

Likewise some businesses have commented that these proposals could have greater ambition to reclaim public space and development space on Bond Street and Redcliffe Way, given that this is likely to be a ‘once in 10-20 year’ opportunity.

We would like to see the incorporation into the scheme of the three green spaces adjoining the Redcliffe Roundabout; Portwall Gardens, Quaker Burial Ground and Freshford Lane. We also request that St Thomas Street is included in the scheme, currently neither in the Victoria Street or Redcliffe Way schemes.

It would be helpful to understand the work being undertaken on the proposed (DDP) bike hub for Broadmead, this would act as a valuable resource to help reduce bike theft in the city centre.

Wider Concerns Regarding Transport Policy

While we appreciate this scheme is greater in size than those presented in previous years it is still being presented outside of a clear transport vision and plan for the city.

For example is this work in line with the [Bristol Public Transport Network Vision?](#) And the [Local Cycling Walking Infrastructure Plan?](#)

These are not referenced within the documentation?

[Joint Local Transport Plan 4 2020-2036 \(westofengland-ca.gov.uk\)](#) also sets out the plans for the region but is not widely understood.

We hope that over the coming years a clear vision and plan can be presented for the city.

This causes challenges for BCC and stakeholders such as the BIDs when communicating these schemes.

Businesses have regularly expressed that ‘driving is being made harder, but public transport isn’t improving’. The consultation documents talk about a ‘new bus route’ but doesn’t provide details on potential frequency, capacity and journey times. This sort of detail would help people understand the wider plan for this route and why restrictions on private vehicle use are needed and justifiable. Anecdotally some people associate ‘rapid transit’ with a form of rail, rather than a bus.

We feel the proposals should present further detail as to the potential frequency and typical journey times of the bus route?

For Example: What is the time difference between what a journey would take now vs with these changes?

What evidence is there that speeding up buses by ~5-15 minutes increases usage and viability?

How fast, large and frequent does a bus need to be classified as ‘rapid transport’?

As a wider point, we receive frequent comments about car parking being removed, across the city Bristol City Council will need to balance this challenge when communicating transport changes in the city; parking is clearly important for some people, but the city also needs to reduce parking to enable mode shift. It is also worth noting that car parks at The Galleries and NCPs Rupert Street and Queen

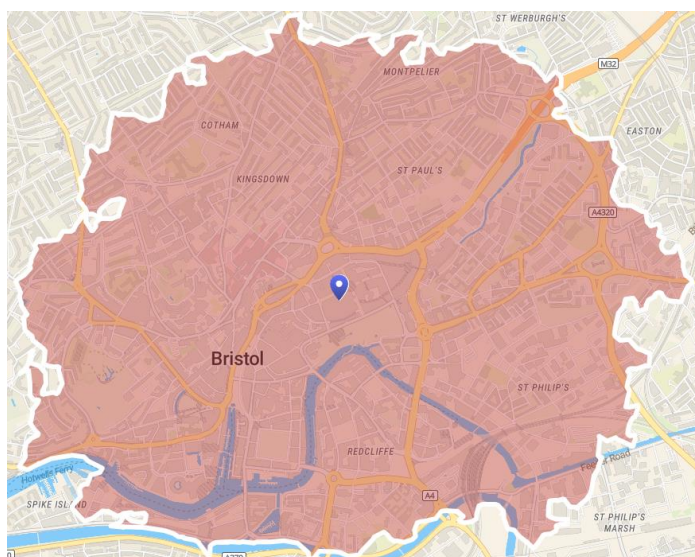
Charlotte Street are being removed by private developers, who are making a commercial decision. It is important that Bristol City Council references this in the presentation of its proposals.

People can struggle to see the links between the many different schemes taking place, and strong public communication is vital. For example, Manchester's Bee Network Project can be cited as a communication and branding success in equal measure to its funding and infrastructure success – linking together all the different walking, cycling and public transport proposals under a single name and plan: [Say yellow to the Bee Network | Bee Network | Powered by TfGM](#)

Finally in the section 'Why are we proposing changes?' further detail could be provided on the national objective, e.g. 'for 50% of trips in England's towns and cities to be walked, wheeled or cycled by 2030' as well as the great desire from Bristol residents for transport changes: Quality of Life Surveys, Citizens Assembly Recommendations, Transport Issue Reports, Collision Data – all of this data makes a strong case for changes to make Bristol an easier place to walk, cycle and take public transport and to reduce vehicle danger in the city. This could be standard document/weblink that is issued with all transport changes

We also suggest this document includes some form isochrones to emphasise the relative ease of accessing the area via various modes of transport. For example: (made with smappen.com using The Galleries as the central pin).

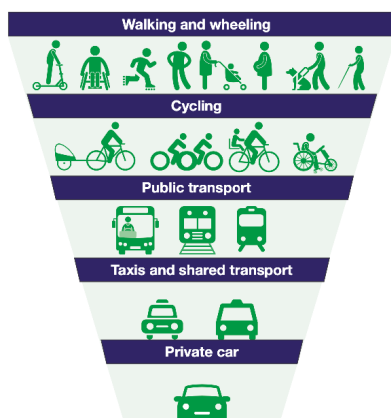
25 minute walk:



25 minute cycle:



It would also be beneficial to see the Transport Hierarchy displayed in this document setting a clear expectation of the prioritisation of transport modes for the city centre.



Scheme Wide Issues

We support the provision of new active travel infrastructure to provide easier and more direct access to the city centre, but this must be accessible for all ages and abilities. These should be safe (road danger and personal safety and security), comfortable, accessible, legible, attractive, well connected and inclusive for all. There should be more places to sit, shelter and rest.

We would encourage consideration of how areas which will have lower vehicle traffic will be managed to ensure they are well lit and that lower vehicle movement does not negatively impact on the perception of personal safety.

Cycle infrastructure should follow the principles of LTN1/20 to cater for commuting, leisure, deliveries and wide range of cycle types and abilities.

The changes will create a number of new pedestrian routes and desire lines and we would ask that these are carefully considered with drop kerbs, road crossings and continuous footways.

Signage and wayfinding is also key for all especially visitors to the city and we would expect to see high quality wayfinding as part of these changes.

Bus stops will need to be of a high standard and should include shelter, seating and information screens.

Rental scooter/bike parking should be incorporated into this scheme with scooters/bikes stored on the road in dedicated and marked zones rather than on the pavement.

We receive frequent feedback about the colour of cycle lanes in Bristol, we would encourage Bristol City Council to choose a colour for cycle lanes and ensure all new cycle lanes are of this colour and develop a programme for colouring existing lanes.

We hope high quality public realm can be incorporated into these changes with green infrastructure in various forms including tree planting, low level planting, informal play, sustainable drainage solutions and seating.

We would recommend the use of the Healthy Streets indicators to frame this plan, especially the Movement and Public Realm strategies. The creation of 'Healthy Streets' is essential to the success of this plan and therefore we would recommend the assessment of developments and streets against these criteria, see [Healthy Streets.com](https://www.healthystreets.com/).

The ten Healthy Streets Indicators are as follows:

Everyone feels welcome, Easy to cross, Shade and shelter, Places to stop and rest, Not too noisy, People choose to walk and cycle, People feel safe, Things to see and do, People feel relaxed, Clean air.

We would like to see the adoption of the Healthy Streets approach as a formal assessment of street design and transport schemes throughout the planning, design and consultation phases.

Finally, we would encourage a thorough consideration of the approach to implementation and how the changes, and accompanying highway works are communicated. Diversions can be very complicated, especially for visitors and it is important these are well advertised and communicated, along with signage to show new alternative and advised routes.

Broadmead

We support the proposals to remove buses from The Horsefair and Penn Street, this will deliver significant improvements for pedestrians in this busy location.

We echo the concerns of BWA and BCyC regarding Nelson Street, rerouting buses on this narrow corridor will significantly detract from the pedestrian, cycling opportunities on Nelson Street. The DDP also refers to the ambition for Nelson Street to become a 'Linear Garden Street'; *'a vibrant, playful Garden Route. This would include richly planted rain gardens, increased tree planting and places to sit, with outdoor café seating. (along with) playful spaces and incidental play spaces throughout public open spaces'*. It seems almost impossible that Nelson Street can successfully be all these things, whilst still acting as a key bus corridor. We request that further consideration is given to this challenge, and the potential need to involve changes to traffic flow Lewins Mead and Rupert Street.

[Nelson Street - Google Maps](#)

We acknowledge the desire to improve Fairfax Street and use this as a key city centre bus stop, however we note that many of the improvements are subject to the work of private developers both

in terms of timings and quality of for example, active frontages and lighting. We note that it can be very difficult to let ground floor uses and consideration will need to be given to this relationship if ground floor uses are seen as key to animating key pedestrian routes.

We ask that consideration is given to the relationship between Broadmead and St James's Park as part of this work, is there an opportunity to improve access to the park and make it a more accessible, enjoyable green space and link between the bus station and Broadmead. We note that the current path through the park to the Bus Station has a lot of damaged paving and is very narrow.

We note the concerns of First Bus regarding the removed right turn from Lower Mauldin Street to Rupert Street, Union Street and Bus Stop Capacity and urge further consideration of these issues.

We would encourage continued dialogue and promotion of alternative parking and blue badge parking within the wider city centre.

It would be helpful to understand the work being undertaken on the proposed (DDP) bike hub for Broadmead, this would act as a valuable resource to help reduce bike theft in the city centre. This is currently lacking and contributes towards high levels of bike theft in the city centre and suppressed cycling levels due to fear of theft. Data from Avon and Somerset Police found 154 bikes have been reported stolen in Broadmead in the last three years with a further 658 bikes reported stolen in the wider city centre in the last three years.

It is noted this is only likely to be feasible as a 'service' as opposed to viewing it as a business model that the council would like to attract to the city centre. Feedback from bike storage providers suggest it is unlikely a provider would make a profit from visitors to Bristol City Centre; i.e. despite there being demand, it is unlikely people would pay enough money for this service to make it profitable.

Bedminster Bridges Roundabout

We welcome the proposals for this location that will improve facilities for pedestrians, cycling/scooting and will speed up the route for buses.

The distances involved in crossing the roundabout on bike and foot remain a challenge and so crossing design and times will need to be designed carefully to balance crossing times and vehicle movements.

We support the proposals to fill in the subway and note that doing this will create space for public realm on the junction with Guinea Street, this may be a suitable location for informal play.

[Guinea St - Google Maps](#)

Bond Street

These proposals appear to be the least ambitious of the proposals, retaining a large carriageway width which is a significant barrier to accessing the city centre and in particular, Broadmead and Cabot Circus from the North. Whilst clearly funding and timescales remain a challenge, this feels like *the* opportunity to change this area of Bristol city centre, it seems unlikely that new plans to more significantly change this area are likely to come forward within the next 10-15 years.

We welcome the improved cycling facilities both the segregated route and the Quietway via Wilson Street however these must be well signposted in order to be visible for new users.

We welcome the improved bus shelters on Bond Street, which will fulfil an important role for those using long distance coaches (currently Megabus) as well as regular buses.

We would like to see improvements made to the crossing from Hannover Court to Gloucester Street (McDonalds to the Spectrum Building), this is a crossing with very high pedestrian and cycling numbers and is a key route into Broadmead. This is identified as a 'Super Crossing' in the Movement Strategy of the DDP, pg 44 & 56.

[64 Bond St - Google Maps](#)

As noted by Bristol Cycling Campaign the contraflow cycle lane on St Paul Street acts a useful route from North to South in this location.

[A4044 - Google Maps](#)

Redcliffe Way

We welcome the changes being proposed for Redcliff Way and Roundabout however we would question r, as with Bond Street, if these proposals are ambitious enough in terms of a complete redesign of this area. These proposals only use the existing highway and don't 'reclaim' any of the highway for public realm or development space. This could be a missed opportunity that is then needed to be remedied in 10-15 years' time. The omission of St Thomas Street is also a key issue.

We would like to see an additional crossing in on Redcliffe Way between Redcliffe roundabout and Templepoint Building - this would be in addition to the new proposed crossing outside Templepoint.

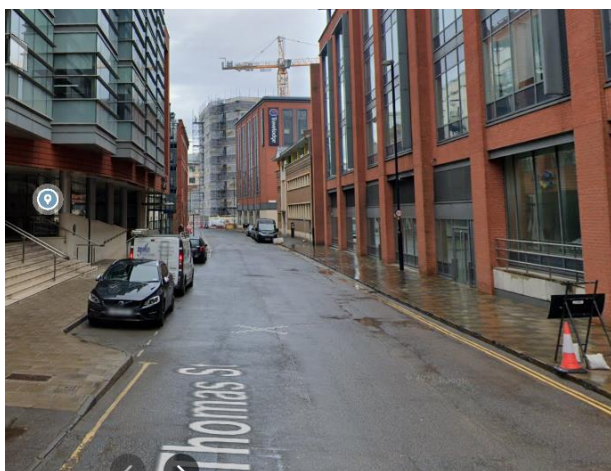
[Redcliffe Way - Google Maps](#)

We note that the pedestrian and cycling crossing of Phippin Street will be signalised, this will need to be carefully managed so does not generate long delays for pedestrians and cyclists which will either cause them to ignore the signals or remain on the road along this section.

We would like to see St Thomas Street incorporated into these proposals – St Thomas Street has not been included in either the proposals for Victoria Street or Redcliffe Way and is likely to be 'left behind' if it is not included.

[71 St Thomas St - Google Maps](#)

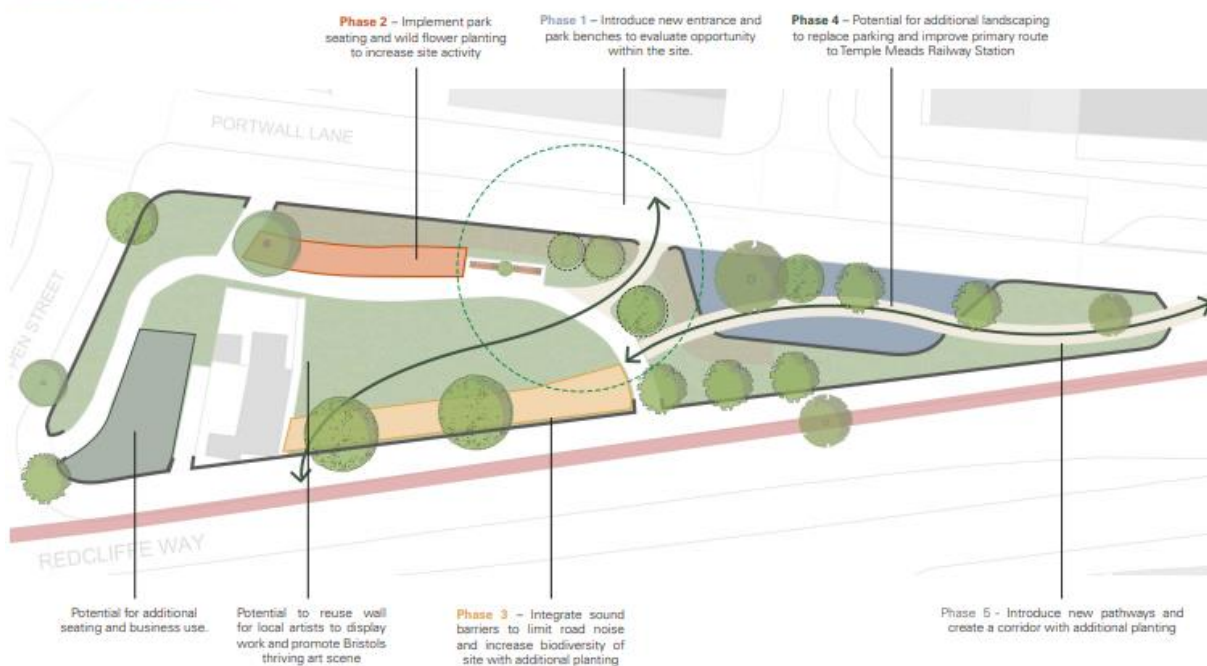
St Thomas Street is currently a very large highway space with no green infrastructure, colour, seating or pedestrian crossings. BID workshops and walking audits with city workers that we have hosted have identified this street as a priority location needing improvements to become a 'Healthy Street'.





We also request the incorporation of Portwall Gardens into these proposals, incorporating improvements to the park and the removal of the small rented out car park (Bristol City Council owned) that takes up around a quarter of the space and preventing the park from having an access point at its Eastern edge. Our vision for the park is available here: [Community-Infrastructure-Levy-Portwall-Gardens-Version-4-1.pdf](http://redcliffeandtemplebid.co.uk/Community-Infrastructure-Levy-Portwall-Gardens-Version-4-1.pdf) (redcliffeandtemplebid.co.uk)

Potential future phases



Similarly we would like to see the incorporation of the small green space on Freshford Lane into the proposals. We have had many requests from businesses on Freshford Lane to improve this space. With the path from Redcliffe Roundabout to Freshford Lane closing this presents an opportunity to improve this space at the same time. Likewise, plans are developing for Quaker Burial Ground which would make sense to incorporate into this scheme.

[Quaker Burial Grounds - Google Maps](#)

[Freshford Ln - Google Maps](#)

Temple Way

We welcome these proposals to improve facilities for buses and cyclists on this key North-South route. We also welcome the new crossing at Avon Street and request that this is delivered as soon as possible, especially given that this has replaced the pontoon that was supposed to be delivered in time for the opening of Assembly Building, 2001, as part of their S106/278/CIL contributions. Whilst the crossing is an upgrade on the proposed crossing, the time delay has been significant.

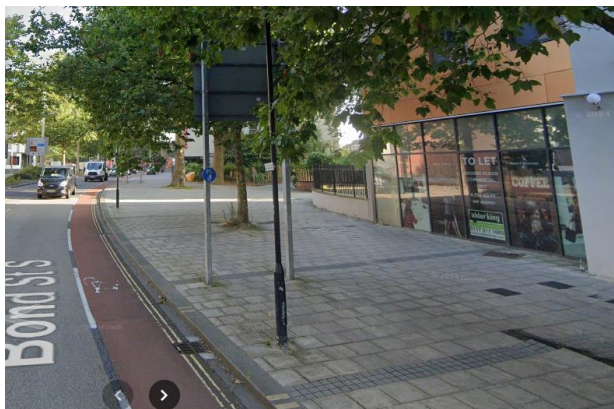
A quicker delivery of this project would also mitigate the cancellation of the proposed improvements to the underpass from Bristol Central Church to Broad Plain, the BID applied for £300k CIL funding for this project which was awarded in February 2023 but has not progressed and the project has now been cancelled due to the proposed Avon Street crossing. We would urge that consideration is given to how the underpass can be filled in once the Avon Street crossing has opened, making sure to carefully consider how the large spaces that house the stairs and ramps can be used in the future.

[Narrow Plain - Google Maps](#)

[Broad Plain - Google Maps](#)

We would urge consideration as to how the cycle lane can connect to Champion Square. This location acts as the start of the Frome Valley Greenway and Concorde Way and is a very popular route. The current connection from Champion Square to the cycle lane currently crosses shared space, between trees and lampposts and across paving where much of the paving is broken, making for an uncomfortable and potentially dangerous location.

[Bond St S - Google Maps](#)



We would urge the consideration of improvements to the crossing between Castlemead and Champion Square. This is identified as a 'Super Crossing' in the Movement Strategy of the DDP, pg 44 & 56 and will be a crucial link to the new cycle lane along Broadweir/Newgate.

End.

For any questions on this response please email tom@redcliffeandtemplebid.co.uk