

# Bristol Field Trip Booklet - June 2024

NAME: \_\_\_\_\_



MOUNT KELLY  
14-15 MAY 2025



*"To what extent has sports-led rebranding around Ashton Gate contributed to changes in place perception and socio-economic regeneration?"*

You'll gather evidence on:

- How the **built environment** has changed
- **Public opinion** from surveys/interviews
- **Environmental quality** and **land use**
- Signs of **economic investment**, new businesses or housing

Then, you'll evaluate whether the stadium has:

- Significantly improved the area's image and economy
- Had mixed or uneven effects, e.g. **gentrification** or **social division**
- Been just one part of broader changes happening in Bristol



## ASHTON GATE LOCATION



## ASHTON GATE AND SURROUNDING AREA



## ASHTON GATE FIELD WORK

**"To what extent has sports-led rebranding around Ashton Gate contributed to changes in place perception and socio-economic regeneration?"**

- How has Ashton Gate Stadium contributed to the physical and socio-economic rebranding of the area?
- What are local perceptions of the area before and after the redevelopment?
- How has place meaning and identity changed due to the presence of sports and associated development?
- What evidence is there of investment, gentrification, or changes in land use linked to the stadium?

### **Historic Context:**

The area around Ashton Gate in south-west Bristol has strong industrial and dockland roots. In the 19th and early 20th centuries, it was a hub for maritime trade, manufacturing, and warehousing, linked to Bristol's larger role as a port city. Working-class housing developed around these industries, and the area had a distinctly industrial identity for many decades.

### **Recent Changes:**

With the decline of traditional industries and changes in global trade, the area experienced economic decline and physical deterioration. However, over the past 20 years, parts of South Bristol—including Ashton Gate and nearby areas like North Street—have seen signs of urban regeneration, driven in part by investment in culture, food, and sport.

### **Ashton Gate Redevelopment & Bristol Sport**

Bristol Sport, owned by local businessman Steve Lansdown, manages Bristol City Football Club, Bristol Bears Rugby, and other local teams. The redevelopment of Ashton Gate Stadium, completed in 2016, transformed it into a modern, multi-use sports venue with new stands, hospitality areas, and upgraded facilities.

The stadium has become a catalyst for wider regeneration:

- Plans for new housing, a hotel, and a conference centre aim to boost the local economy.
- Investment in cafés, bars, and leisure space nearby has supported a rebranding of the area.
- The proposed "Ashton Gate Sporting Quarter", including a new arena, reflects ongoing ambitions for sports-led urban regeneration.

These changes contribute to shifting place identity and perception, offering a valuable case study of how sport can reshape urban environments.

BBC NEWS - November 2024 : A sporting development that has faced years of delays, has been given the go-ahead after a legal challenge was dismissed. Work on Bristol Sport's Ashton Gate Sporting Quarter, which will include a new basketball arena for Bristol Flyers and a hotel, will now start in 2025. A legal row between a waste company and council planners which had held-up the start of the development has now been dismissed by the High Court, with no further right to appeal. The multi-purpose 5,000-seater arena will be built next to Ashton Gate stadium, which is home to Bristol City Football Club and the Bristol Bears rugby union team.

# ASHTON GATE FIELD WORK

## **LOCATION**

Outside the stadium, and in 2–3 surrounding streets (e.g., North Street, Ashton Road).

- Photograph key locations and mark them on the map.
- Annotate: how “branded” or “rebranded” does the space feel?.

## **QUESTIONNAIRES**

Ask local residents, business owners, or visitors

- “How has the area changed since the stadium redevelopment?”
- “Do you feel this has benefited the local community?”
- “How do you perceive this area now compared to 10 years ago?”

## **EMOTION MAPPING**

Emotion mapping is a fieldwork technique where people mark how they feel at different locations on a map, using colour, symbols or words. It’s useful to explore subjective experiences and the atmosphere of a place.

## **ENVIRONMENTAL QUALITY SURVEY - ASHTON GATE**

To assess and compare the quality of the physical environment at different locations within Ashton Gate using a scoring system. This helps evaluate how environmental factors influence the perception of place.

## **RADAR GRAPH**

Three sites at varying distances from the stadium.

- Litter, noise, street furniture, safety, green space, footfall, etc.
- Score out of 5 or use a radar graph template.

## **NON-PARTICIPANT OBSERVATION SURVEY**

A Non-Participant Observation Survey is a qualitative fieldwork technique used to record and analyse human behaviour in a place, without directly interacting with the people being observed. Instead, you act like a bystander — quietly watching what happens in the space around you.

## **LAND USE SURVEY**

- On the blank outline map note the types of businesses and buildings near the stadium.
- Is there evidence of cafés, coworking spaces, or new housing?
- Categorise uses (residential, retail, leisure, vacant, etc.).

## Urban Regeneration Questionnaire - ASHTON GATE

Introduce yourself politely and explain that you are conducting a survey to help with your project on the regeneration of Bristol for your A level Geography course.

QUESTION	1	2	3	4	5	6	7	8
Do you live in this area? a. Yes b. No								
Age (estimate) a. <18 b. 18-30 c. 31-40 d. 41-50 e. 51-60 f. 60+								
Sex (estimate) a. Male b. Female								
Employment a. Full time b. Part time c. Student d. Housewife/husband e. Unemployed f. Retired								
Length of time lived in the area a. < 1 year b. -5 years c. 5-10 years d. >10 years								
How has the area changed since the stadium redevelopment? <b>Why?</b>								
"Do you feel the stadium redevelopment will benefit the local community?"								
Any other Comments?								



## **EMOTION MAPPING**

### 1. Preparation:

- On the base map of Ashton Gate at the end of the booklet Use coloured pens or stickers to represent emotions.
- Create a key for emotions (e.g. red = anxious, blue = calm, yellow = happy, grey = bored, green = relaxed, etc.).

### 2. Fieldwork Activity:

- Walk around key locations in Ashton Gate (e.g. stadium, surrounding streets, shops, pubs, residential areas, car parks).
- At each stop, record how the place makes you feel. Consider:
  - Sounds (e.g. traffic, crowds)
  - Smells (e.g. food stalls, pollution)
  - People (e.g. busy, quiet, friendly)
  - Aesthetics (e.g. clean, neglected)
  - Personal comfort/safety

### 3. Record Your Feelings:

- Mark your emotion using the colour or symbol on the map.
- Add a brief adjective next to it (e.g. “exciting”, “overwhelming”, “safe”).
- Optionally include a 1–5 intensity rating.

## **ASHTON GATE**

Emotion	At site 1	At site 2	At site 3	At site 4
Calm				
Excited				
Positive				
Nervous				

One box has been left blank for you to add your own emotion.

At each site – pick the MAIN emotion you feel and score how strongly you feel this.

Give it a score from 5 = very strong to 1= weakly felt

## ENVIRONMENTAL QUALITY SURVEY - ASHTON GATE

Name of person assessing: \_\_\_\_\_ Location: \_\_\_\_\_

What is being assessed? (housing, street, industry, offices etc.): \_\_\_\_\_

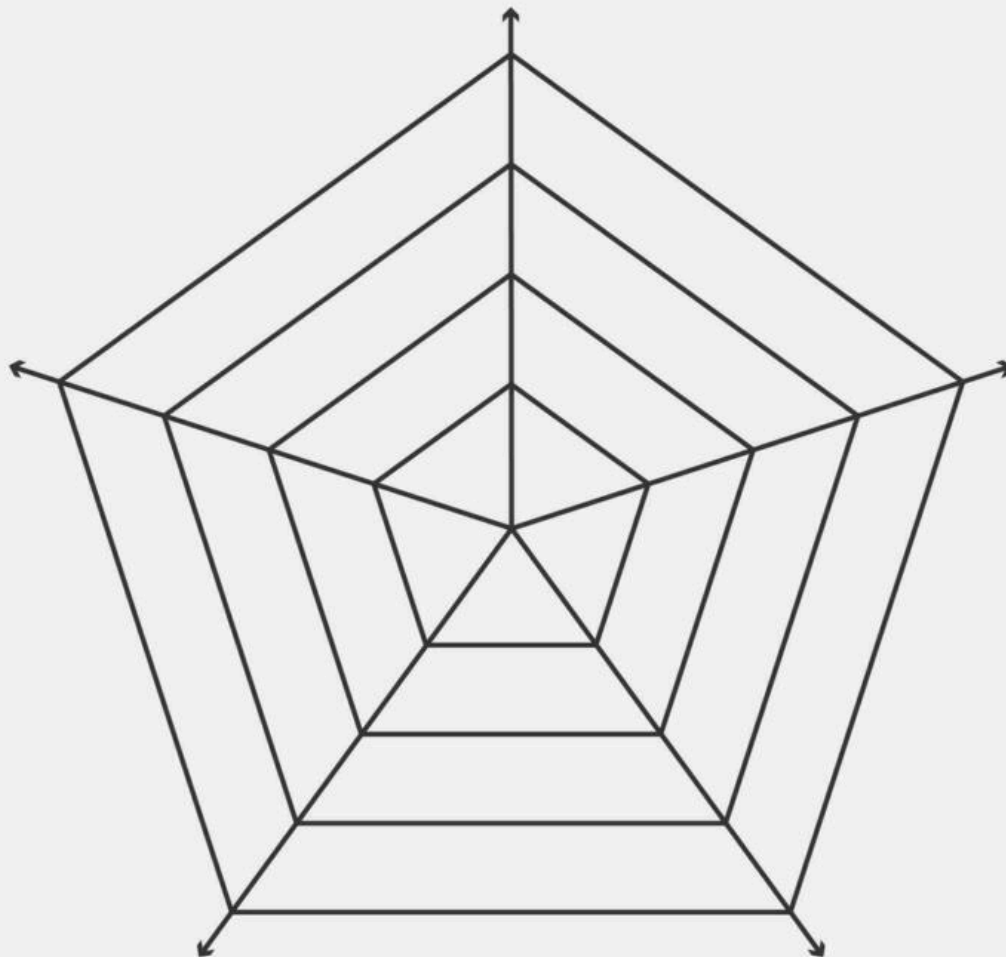
General description of area

Qualities being assessed		High + 2	Generally fine +1	Av. 0	Generally poor -1	Very poor -2	
Buildings	Well designed / pleasing to the eye						Poorly designed / ugly
	In good condition						In poor condition
	Evidence of maintenance / improvement						Poorly maintained / no improvement
	Outside – land, gardens or open space are in good condition						Outside – no gardens, or land / open space in poor condition
	No vandalism evident						Extensive vandalism
Traffic	Roads have no traffic congestion						Streets badly congested
	Parking is easy; garages or spaces provided						Parking is very difficult; no parking provision
	No traffic noise						High traffic noise
	Safe for people						Dangerous for people
	No smell from traffic or other pollution						Obvious smell from traffic or other pollution
Open space /gardens	Large gardens or open space outside house						No garden / open space – door opens to street
	Trees and shrubs visible from close by						No greenery visible from house
	Public parks within easy distance						No public parks easily accessible
General quality	No litter						Much litter
	Roads well maintained with paving etc. well kept						Roads poorly maintained with paving etc. broken
	Close to public transport						Long way from public transport
	Close to shops, amenities or services						Remote from shops, amenities / services

**TOTAL**

**/34**





### RADAR GRAPH

Litter, noise, street furniture, safety, green space, footfall, etc.

Score out of 5 or use a radar graph template.

## Non-participant survey observations ASHTON GATE

Location: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Over the next 5 minutes observe the street scene in \_\_\_\_\_.  
Record what you see in the table below:

Appearance Clothing, age, gender, physical appearance	Note down anything that might indicate membership of a group such as profession, social status, socioeconomic class, religion, or ethnicity	
Verbal behaviour and interactions	Who speaks to whom and for how long; who initiates interaction; languages or dialects spoken; tone of voice	
Physical behaviour and gestures	What people do, who does what, who interacts with whom, who is not interacting?	
Use of space	Where do they go? Which services do they use? Which routes do they take? How long do they spend in each space?	
Human traffic	Where people enter and exit; how long they stay; who they are (ethnicity, age, gender); whether they are alone or accompanied; number of people	
People who stand out	Identification of people who receive a lot of attention from others – what are their characteristics? What do they do?	

Highlight and tally the people you observe over this time? Add any additional other groups you observe in the space provided.

Young professional	Council workers	Homeless	Teenagers	
Young parent with pram	Cyclist	Tourists	Disabled person	
Young couple	Elderly couple	Family group	Police	

## **Perceptions ('Experienced Place') – Place Check for ASHTON GATE**

### **Place check analysis**

- The technique is based on the initial feelings people have about a place, and how welcoming it may be to them.
- A place check is best used upon entry into an area, where no personal perception has yet been developed. Try to come up with adjectives rather than nouns, and be succinct where possible.
- 10 words in each column is required for analysis

What do you like about this area?	What do you dislike about this area?	What can be improved?

### **Place Check Analysis – ASHTON GATE**

What do you like about this area?	What do you dislike about this area?	What can be improved?
1. Welcoming	1. Noisy	1. Cleanliness
2. Vibrant	2. Congested	2. Signage
3. Community-focused	3. Overcrowded	3. Green spaces
4. Characterful	4. Polluted	4. Public seating
5. Sporty	5. Littered	5. Traffic flow
6. Energetic	6. Inconsistent (in upkeep)	6. Lighting
7. Accessible	7. Grey	7. Cycling access
8. Creative	8. Tired	8. Aesthetic appeal
9. Friendly	9. Disjointed	9. Street maintenance
10. Distinctive	10. Neglected (in parts)	10. Community facilities

[illegible]



**LAND USE SURVEY** On the blank outline map note the types of businesses and buildings near the stadium. Is there evidence of cafés, coworking spaces, or new housing? Categorise uses (residential, retail, leisure, vacant, etc.).