

THE JECH GALLERY

D for division or dream?

The Dings Bristol, comprising just 120 houses and in the 19th most deprived Super Output Area in England,¹ is being regenerated.² Through Civitas-Vivaldi funding,³ its seven streets are being “home-zoned”, a design concept that prioritises non-motorised road-users through imaginative engineering features.⁴



Photo 1 Giant “D” of The Dings home zone “gateway”, new complex in the background.



Photo 2 The new development’s show home patio.

Adjacent to this, a developer is building a new residential complex (photo 1), with dwellings priced £207 000–307 000 upwards. Although they have aimed to blend the communities, the new build’s likely socioeconomic market is commuting professionals, affluent, young families and buy-to-let investors. Marketers have painted a picture of sumptuous, cosmopolitan living.⁵

Only 25 feet (7.6 m) separate the show home patio (photo 2) and existing resident’s backyard (photo 3), which are on opposite sides of the street. The Dings residents are witnessing huge transformations in their direct built environment and have contrasting, evolving opinions about the developments.

In terms of integrating these two communities, will this juxtaposition of mixed tenure, microcommunities reduce or further exacerbate Bristol’s health inequalities? Will the ‘D’ of The Dings eventually stand for social Division or social Dream?

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- 4 **Department for Transport**. Home zones: challenging the future of our streets. London: DfT, 2005. http://www.dft.gov.uk/stellent/groups/dft_sustravel/documents/divisionhomepage/610453.hcsp (accessed 4 Nov 2006).
- 5 The Zone, TempleQuay2 sales literature by Barratt. Accessed from The Zone Marketing Suite, 13/12/05. See <http://www.barratthomes.co.uk/thezone/index.cfm> for further details (accessed 4 Nov 2006).



Photo 3 Existing end-of-terrace property in The Dings, opposite the new development.