

Clevedon Public Realm Improvements

You said, we did

August 2021

Introduction

The Clevedon Public Realm Improvements are funded by Department for Transport's (DfT) Active Travel Fund. The overarching aim of the scheme is to improve The Beach and Hill Road for all users and aid economic recovery.

The public realm improvements on Hill Road and The Beach, Clevedon include:

- Pavement widening and better crossings facilities.
- More seating and planters.
- A 20mph speed limit which will help make streets safer for all.
- Additional car parking.
- Cycle lanes and cycle parking.
- One-way roads on key streets to promote simplified road layout, pedestrian priority, and better road safety.

By widening the pavement and providing more informal crossing places, along with lower traffic speeds, we hope to improve how everyone can move around the area. More outdoor seating and plants will enhance the pleasant streetscapes and aid economic recovery for local businesses. New segregated cycle lanes will aid local movements by bike and eventually form part of our aspirations for a Pier-to-Pier cycle route from Weston-super-Mare to Clevedon. To deliver these changes some road space needed to be reallocated, resulting in a one-way layout for The Beach and Hill Road and car parking relocated to Elton Road.



We have been liaising with stakeholders since September 2020 until August 2021 to inform the proposals. In March 2021 we ran a public consultation on the concept plans. We have reviewed the feedback provided and continued discussions with stakeholders, refining the designs. We have now finalised the designs and a list of changes can be found later in this document.

The recently adopted [North Somerset Active Travel Strategy](#) sets out how we will use active travel improvements to help reshape places to become healthy, vibrant and clean. Using new and improved walking and cycling infrastructure, we strive for residents and businesses to choose walking and cycling as the natural and enjoyable choice for short and medium length journeys and for the first and last mile of longer journeys. We aim for residents to take these journeys via a safe, connected network, making active travel the most attractive option wherever possible. This will be important in working towards making our transport network carbon neutral by 2030.

The provision of a high-quality, segregated cycle network will also attract visitors to North Somerset to cycle, walk and spend more within the District. This will be to the benefit of the local economy, as we work towards a green recovery from the COVID-19 pandemic.

We have four key objectives, showing what we aim to achieve for North Somerset:

- Deliver safe and frequent active travel to enable improved public health.
- Tackle the Climate Emergency.
- Drive local economic development.
- Shape active travel neighbourhoods through an active travel focused planning system.

Scheme Timeline

- June 2020 – DfT Active Travel Funding announced and NSC bid preparation and submission. Engagement with local stakeholders begins
- September 2020 – DfT award Active Travel Funding to NSC. Draft scheme developed alongside stakeholders.
- March 2021 – public consultation on draft scheme followed by analysis of feedback from the public and stakeholders.
- April-June 2021 – continuous engagement with key stakeholders and amendments made to scheme design based on feedback.
- July-August 2021 – final scheme design provided to NSC approved highway contractor for detailed design and minor amendments.
- **August 2021 – Final design and You Said, We Did published.**
- Autumn 2021 – NCS approved highway contractor carrying out scheme programming.
- Early 2022 – construction to begin.

Consultation approach

Since being awarded Government funding in September 2020 we have been gathering feedback from local councillors and stakeholders and members of the public through a six week online public consultation, letter drop, several phone calls, and on line and face to face meetings with residents, local retailers and town council members.

Key groups consulted:

- Local ward members – offering insight from the local community.
- Statutory consultees – including emergency services.
- Invested interest groups e.g. Clevedon Town Council, Clevedon BID, local accessibility groups.
- Operational e.g. local businesses, sailing club, RNLI.
- Members of the public – via public consultation, email and telephone.
- Media – website, social media, local press, posters, leaflet drop to local area.

Feedback gathered from all parties has been considered and fed back into the revised design along with the public consultation responses. Details of the feedback received can be found in the headline results below.

Post consultation design changes

We ran a public consultation on the draft designs for The Beach and Hill Road in March 2021. We received over a thousand responses with 954 responses to our online consultation.

The feedback we received, alongside stakeholder input, has been used to shape the final design.

Comments and suggestions

The free text comments from the consultation and emails and letters have been analysed and where appropriate, have fed into the design changes along with responses to the consultation questions, all of which is detailed below.

The Beach

Changes are listed from north to south for The Beach.

YOU SAID	WE DID
Provide more pedestrian space outside The Pier.	We have enlarged the pedestrian area outside The Pier.

Disabled bays not convenient on sloping grounds.	Relocated parking bays on flatter grounds and provided bus stop next to the Pier.
Cyclists approach The Beach from Marine Parade too fast.	We reviewed the layout of the junction with Alexandra Road introducing an informal roundabout and provided a sharper turn into the cycle track which will require cycles to slow down.
Improve access to Alexandra Road.	The revised junction provided two new informal pedestrian crossings towards the shopping areas in Clevedon. Local businesses will also have the opportunity to provide wayfinding.
Entrance to cycle facility not clear.	Entrance re-aligned, and clearly marked by re-surfacing, signing, and marking (in line with the local conservation environment).
Concern over cyclists not giving way to pedestrians.	Bollards with give way sign added at each crossing.
Business requires loading facility on site.	Pavement kept clear from street furniture and kerb dropped in front of their premises.
Specific loading requirements for bay near side lane near businesses.	Echelon parking turned into linear to allow the provision of a large loading bay on the eastern side of the street.
Preserve views towards the sea.	We removed the planters that were deemed hard to maintain and used cycle stands to discourage vehicles from parking, provided as many openings to the sea as possible and provided loading or disabled bays in front of businesses, as less likely to be constantly occupied. Due to loading requirements, it was not possible to maintain echelon parking bays due to the width required.
Loading and delivery requirements.	We reviewed loading requirements with all local businesses and provided ad hoc loading and widening of the carriageway. Three new loading bays (including one double) to be provided.
Access to narrow local driveways is an issue.	We widened the carriageway to provide more comfortable turning facilities for residents, with occasional parking clearance where driveways proved

	exceptionally narrow. To help keep the carriageway feeling narrow for drivers we have added 'visual narrowing' in the form of different surface material.
Additional disabled bays required.	We provided an additional disabled bay from the three originally envisaged. Four disabled bays to be provided.
Maintain access to the sailing club and space for boat drop off.	We removed planters from near the access to the sailing club to ensure sufficient width.
Maintain the historic character of the area.	Ensured engineering measures are sensitive to the environment to maintain the historic character. All changes are to the existing carriageway's newer tarmac surfaced area, which does not affect historic buildings or any local features of heritage significance.
Maintain sufficient levels of car parking in the vicinity.	We have provided new car parking spaces on Elton Road which is within easy walking distance of The Beach. Passing places will be provided. We have also identified The Hawthorns car park as under-utilised and earmarked this for rebranding and wayfinding signage.
Elton Road bus stop relocation might create congestion at the junction with Victoria Road.	Bus stops on Elton Road retained as existing.
The Beach cycle route doesn't go anywhere.	We confirmed our aspiration to link this section of cycle path to our Pier to Pier cycle route in the near future, as set out in our Active Travel Strategy . The work at Tutshill Sluice between Clevedon and W-s-M has now completed its tender stage and final legal work is being completed prior to appointment and construction at the earliest opportunity.

Hill Road

Changes are listed west to east on Hill Road.

YOU SAID	WE DID
Loading bay in front of Sainsburys too far from store.	We reviewed the location with all adjacent businesses, and provided the best compromise to suit them, including an improved gradient for trolley

	manoeuvring.
Public Right of Way between Hill Road and Gardens Road too steep for cycling and uncertain ownership.	We removed this element from the scheme.
Additional loading required.	We reviewed loading requirements with local businesses and provided additional loading bays at the eastern end of the street. We have provided three new formal loading bays on Hill Road (including two double sized bays).
Provide full sized disabled bays.	We have provided full length disabled bays throughout Hill Road, with a full-sized bay at the eastern end of Hill Road.

General changes

Car parking

We are aware that car parking is a sensitive issue in the area, and this is reflected in the consultation responses. We will provide more parking space across the area as a whole. There will be a net gain of five parking spaces including new disabled and loading bays. The Hawthorns Car Park will be made more prominent through better wayfinding signage and potential re-branding to help identify it with The Beach area.

Pedestrian crossings

We have carried out comprehensive work to track movements into and out of driveways. As a result, we have moved two informal pedestrian crossings on The Beach to aid turns into driveways.

Parklets (outside seating for businesses)

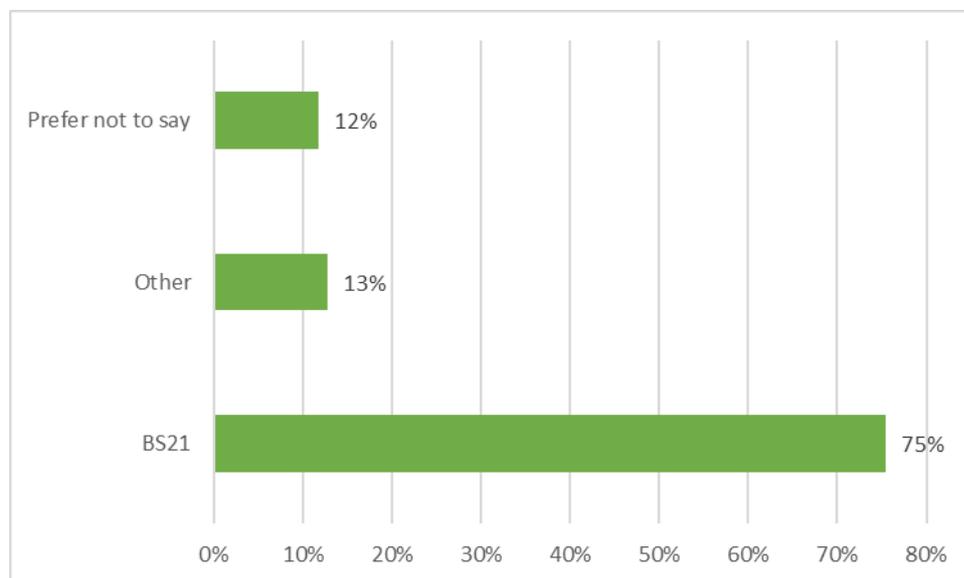
More outside seating for businesses is a popular feature of our plans, especially at Hill Road. We have continued to develop the idea of 'Parklets' with local businesses and their location will be subject to agreement with the NSC licensing team. The Parklets will take one car parking bay each.

Electric vehicle charging

We are currently working to identify suitable locations for EV charging points in the area as part of a separate scheme which will be subject to securing funding from the Office for Zero Emission Vehicles (OZEV).

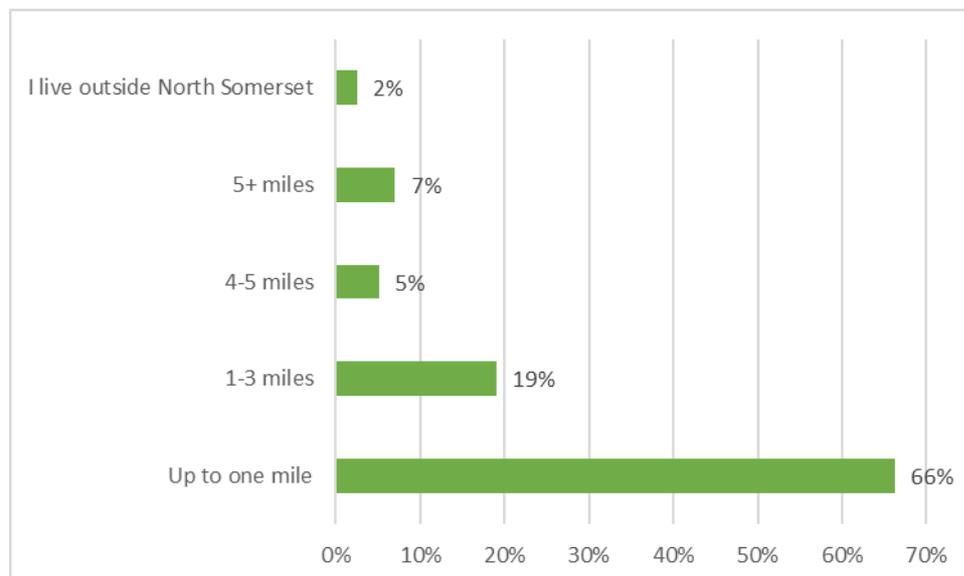
Consultation headline results

Postcode of respondents



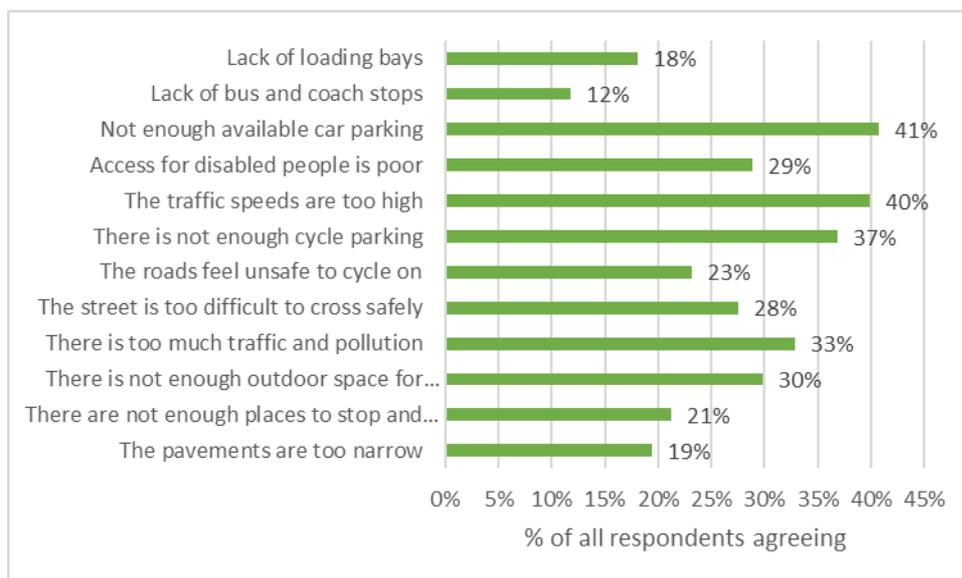
The highest number of respondents were from the Clevedon BS21 postcode area (75%).

Distance lived from proposal



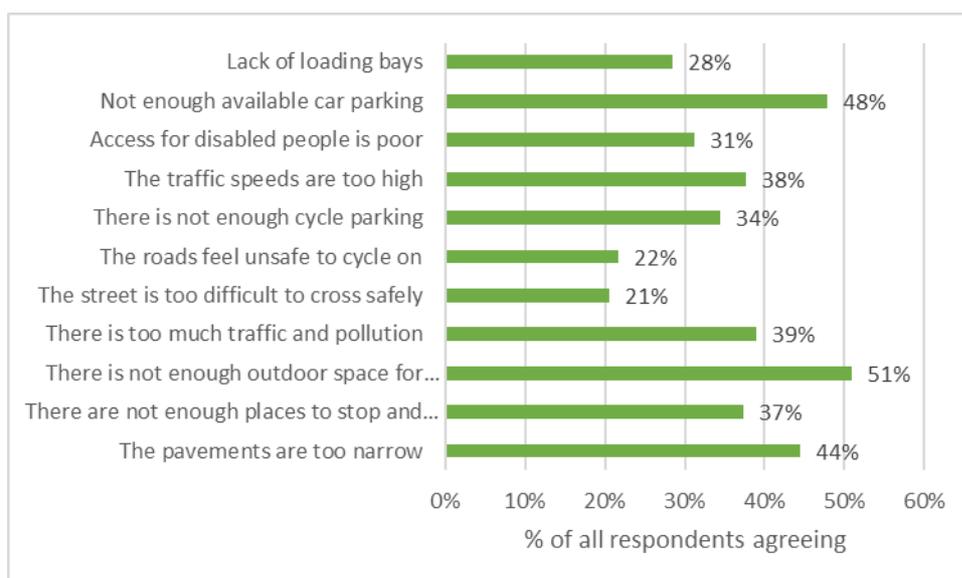
Most respondents (66%) lived within one mile of the proposed scheme, with a further 19% within 1-3 miles.

Thinking about your current experience of The Beach, Clevedon please say to what extent you agree with the following statements:



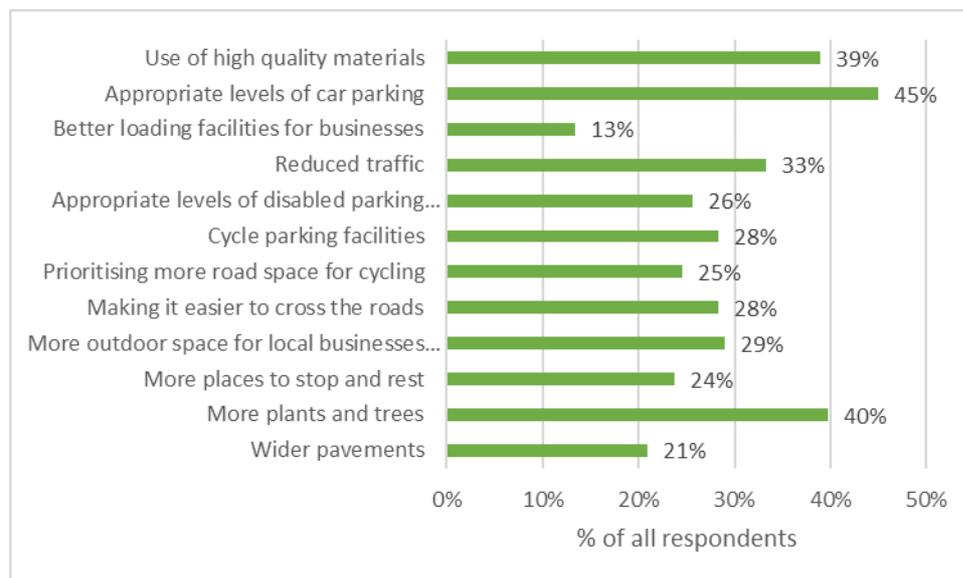
Car parking (41%) and traffic speeds (40%) were the most agreed with issues. The need for cycle parking (37%) and too much traffic and pollution (33%) were also agreed with frequently.

Thinking about your current experience of Hill Road, Clevedon please say to what extent you agree with the following statements:



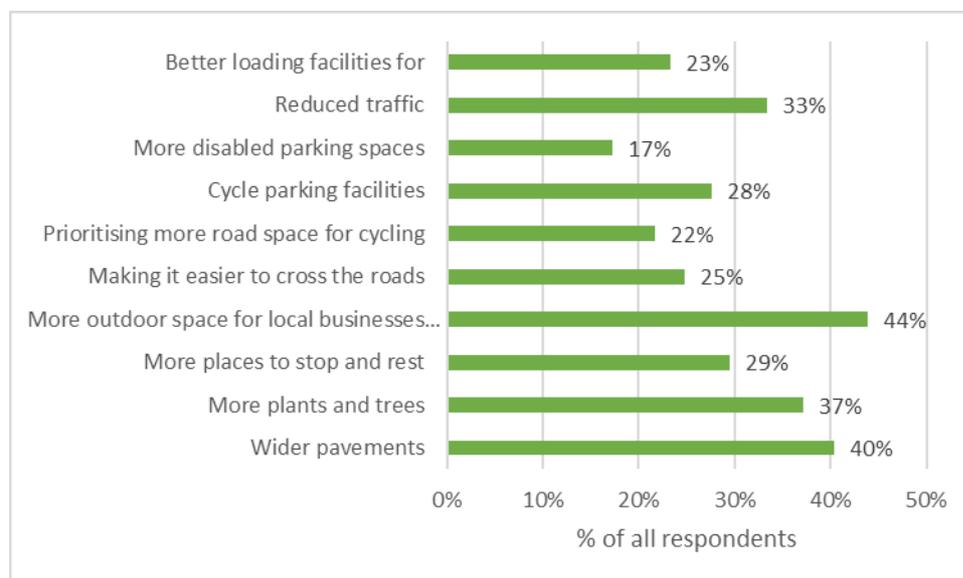
The need for outdoor seating for businesses on Hill Road was agreed with by over half of respondents (51%) and not enough car parking (48%) was the second most agreed with statement. The pavement is too narrow (44%) also scored highly.

Please tell us what you would like to see improved at The Beach, Clevedon?



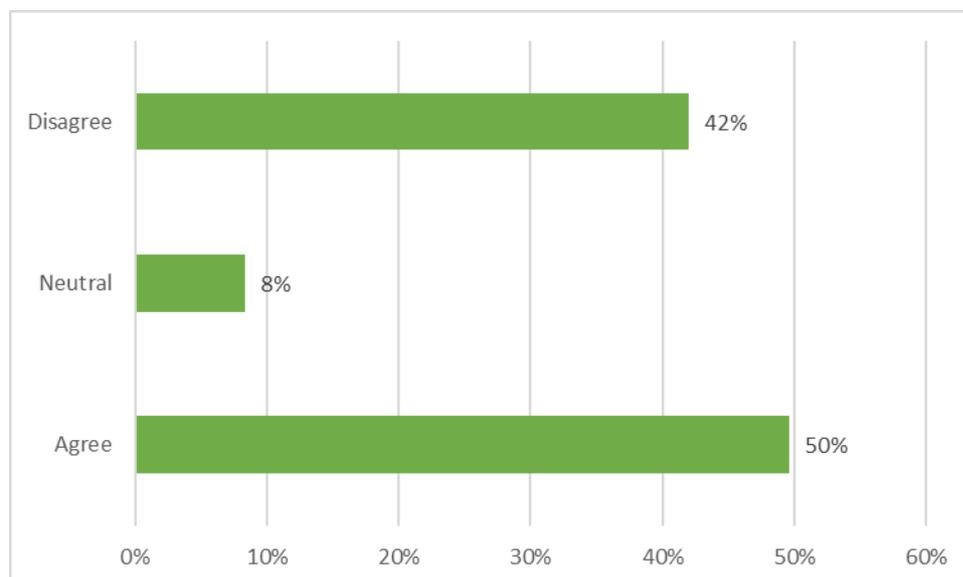
The provision of appropriate levels of car parking (45%) and more plants and trees (40%) and use of high-quality materials (39%) were the most common responses in terms of improvements at The Beach.

Please tell us what you would like to see improved at Hill Road, Clevedon?



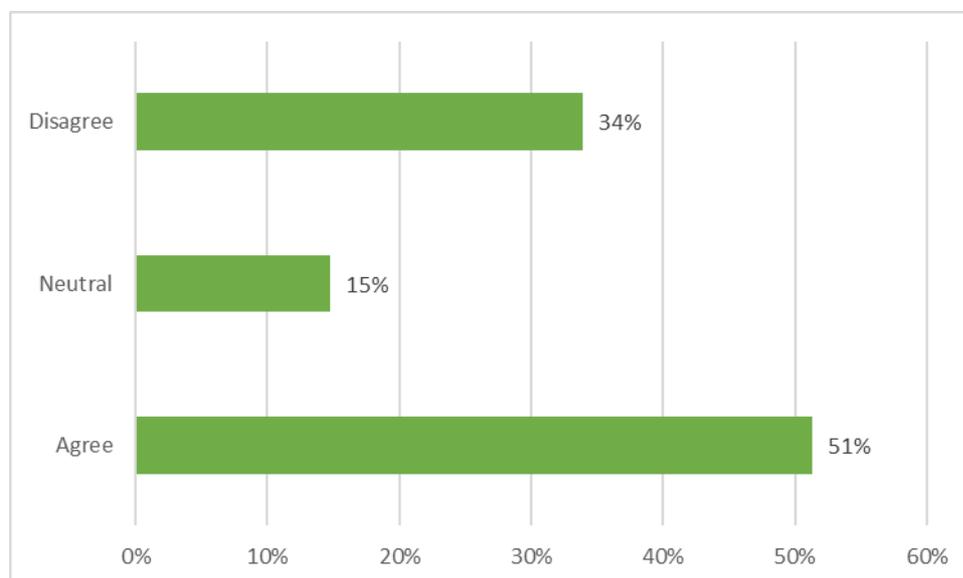
More outdoor space for local businesses to provide tables and chairs (44%) and wider pavements (40%), followed by more plants and trees (37%) were the most popular choices for improvements in Hill Road.

Support for changes at The Beach and Hill Road



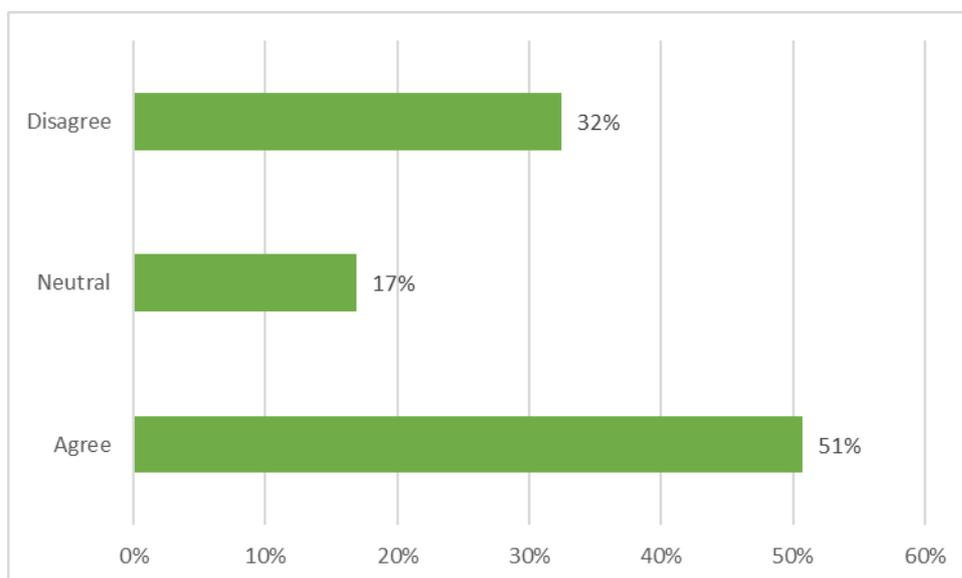
Half of respondents were in favour of the draft proposals for The Beach and Hill Road. 42% were against and 8% remained neutral.

The scheme provides a more usable and attractive space for people



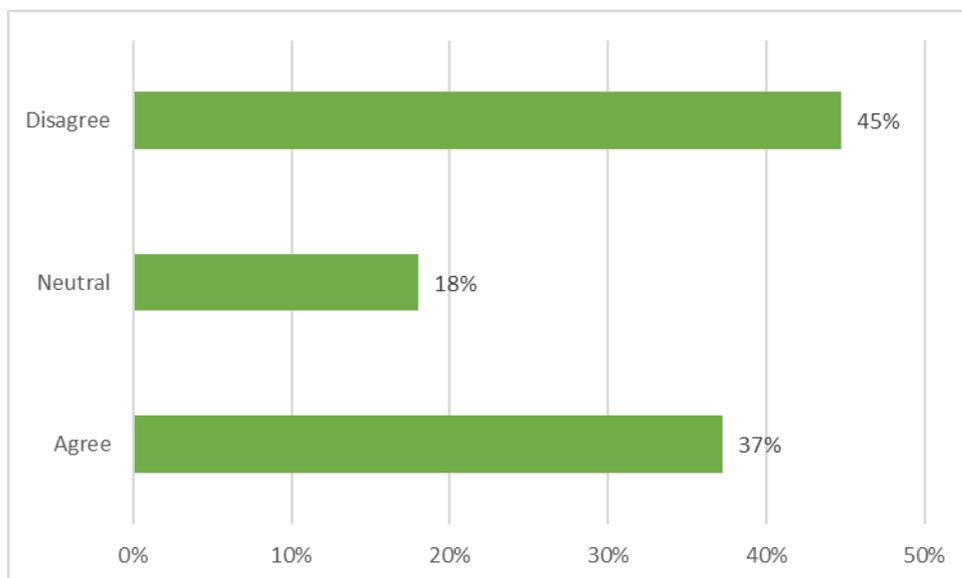
Most respondents (51%) thought that the proposed scheme would provide a more usable and attractive space for people, 34% disagreed with this statement and 15% remained neutral.

The scheme provides a safer environment for people



Over half (51%) of respondents thought that the proposal would result in a safer environment for people, whilst 32% of respondents disagreed and 17% remained neutral.

I will consider walking or cycling more following the implementation of the scheme



Over a third (37%) of respondents said they would consider walking and cycling more following the implementation of the scheme. 45% disagreed with this statement, whilst 18% remained neutral.

Next steps

The designs for The Beach and Clevedon are now finalised. Our approved highway contractor is carrying out detailed design work and assessing how and when these works will be delivered. Our intention has always been to avoid construction during the peak business periods of summer and Christmas. Our indicative timeline is for works to be carried out between January-March 2022.