

# Clevedon Seafront and Hill Road Independent Review

Final Report

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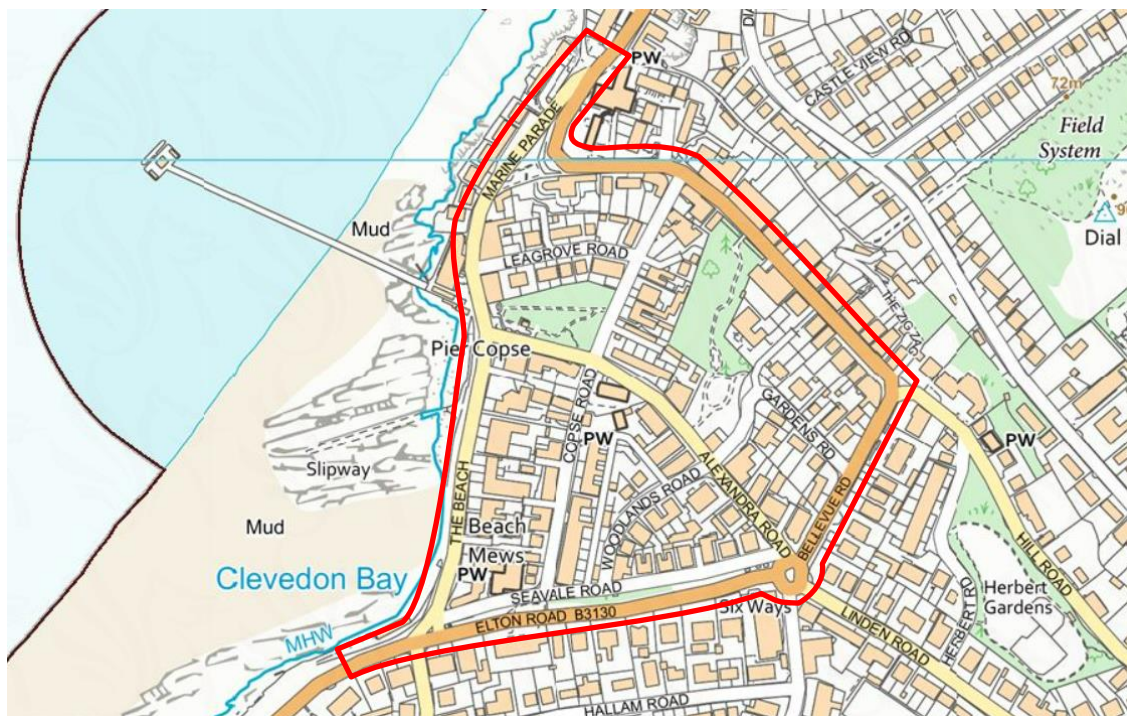
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## 1. Introduction

### 1.1 Background

AECOM was commissioned by North Somerset Council (NSC, the Client) in July 2023 to undertake an independent review of the Clevedon Seafront and Hill Road Scheme, in response to concerns raised by residents following the implementation of the scheme. The review considered the design of the implemented Clevedon Seafront and Hill Road Scheme and collected and analysed feedback from local residents, businesses and other stakeholders. The review area is shown in Figure 1.

The conclusions of the review and costed recommendations to address evidenced concerns for all users within the review area are set out in sections 9, 10 and 11 of this report.



**Figure 1 – Review Area**

**(North Somerset Council Interactive Map – Crown copyright and database rights 2023 Ordnance Survey 100023397)**

### 1.2 Objectives of the review

The objectives of the review were to:

- Establish whether the practical application of the scheme delivers against the relevant key policies for the local area.
- Review and provide independent feedback on the road safety implications of the scheme and any recommendations to improve the safety of the scheme.
- Review and provide independent feedback on the accessibility implications for the scheme and any recommendations to improve access to the area.

- Review and provide independent feedback on any data evidencing the economic implications of the scheme.
- Review and provide technical feedback on how the scheme delivered against the original aims and specifications, and how well the consulted elements were delivered.
- Review and provide technical feedback on the more controversial elements of the scheme – the coloured surfacing, roundabout feature and road markings.
- Establish at a high level whether there is a case for reversing or changing elements of the scheme to address issues and recommendations identified through the review; and what the potential costs of this might be.



## 2. Review Methodology

In order to review the scheme implemented along The Beach and Hill Road, and identify recommendations, the following process was undertaken:

- A review of the existing traffic conditions and traffic data provided by NSC as part of a technical review of the scheme to allow AECOM to identify improvements if required;
- A review of the implemented design of the scheme through a review of the as-built drawings and also observation on site;
- Consideration of the findings of the inspection by Active Travel England (the funding body) of the completed scheme, the findings and recommendations of the post construction Stage 3 Road Safety Audit; and the findings of NSC's internal audit of the scheme by their independent auditors Audit West;
- Collection of feedback from the public and stakeholders through a 6-week consultation period. This comprised use of a questionnaire, focus groups and stakeholder meetings, site observation days as well as the use of a dedicated email address;
- Analysis of the feedback received to identify and confirm the key concerns; and
- Provision of any recommendations including high level costings.

### 3. The Implemented Clevedon Scheme

#### 3.1 Scheme History

In November 2020 Active Travel tranche 2 funding (ATF2) was allocated by the Department for Transport (DfT) in order to allow cycling in particular to replace journeys previously made by public transport and was intended to play an essential role in the short term in helping avoid overcrowding on public transport systems whilst emerging from the pandemic. The funding was also intended to help lock-in some of the behaviour change that took place during the pandemic. All local authorities were required by central government to have meaningful plans to reallocate road space to pedestrians and cyclists.

The Clevedon Seafront and Hill Road scheme objectives were to:

- Enable people to safely access local attractions and shops whilst maintaining social distancing.
- Support economic recovery by enabling more people to safely visit local shops and attractions and by enhancing it as a destination.
- Enhanced public realm through reallocation of road space, parklets and enhanced street furniture.
- Enable active travel.
- Reallocation of road space for walking and cycling – to include a design that was suitable for significant numbers of cycles and non-standard cycles.
- Provide a cycle route that was coherent, direct, safe, comfortable and attractive.
- Mitigate any negative impacts on disabled people or those with protected characteristics.
- Reallocate car parking to a more appropriate location.

Early development of the scheme took place during the pandemic and NSC followed guidance set out by Active Travel England (ATE), at the time, on engagement and social distancing. Implementation of the scheme began in October 2022 and was completed in March 2023. A break was taken around the Christmas period to avoid disruption to local businesses. However, elements of the scheme, such as the enforcement of the parking restrictions, have only recently been completed.

Active travel changes were mainly made to The Beach and Hill Road. The scheme also introduced a one-way traffic system and a reduced speed limit to 20 miles per hour within the scheme area. Contra-flow cycle lanes were provided along Hill Road, Bellevue Road, Seavale Road, Woodlands Road and Gardens Road.

The Beach public realm scheme is part of the Pier to Pier Way - a 13-mile route which forms part of the central section of the North Somerset Coastal Towns Cycle Route, connecting Weston-super-Mare and Clevedon. Along The Beach, the scheme provided a new two-way cycle track, new cycle stands, a new bus stop, and updated public realm with landscaping, seating, and pedestrian crossing points. Parking spaces along The Beach were changed from angled parking to parallel parking. The number of parking spaces on The Beach was reduced but new parking spaces were

provided along Elton Road to compensate for this and the intention was also to encourage drivers to use Hawthorns Car Park which was not being fully utilised.

Along Hill Road, the scheme widened the pavements, updated pedestrian crossing points, provided disabled and loading bays, parklets, a contra-flow cycle lane and additional space for seating, trees, and cycle parking. New parking spaces were provided along Herbert Road to compensate for the reduction in parking spaces.

In terms of bus stops, the northbound bus stop on Bellevue Road and the western bus stop on Hill Road were removed due to the introduction of the one-way traffic system. A new bus stop was introduced at the northern end of The Beach outside Clevedon Pier.

### **3.2 The Beach**

The Beach is a scenic road running along the coastline. It is a popular leisure spot for drivers, walkers, and cyclists. There are residential properties, a supported living home for young people with disabilities, and local businesses including pubs, restaurants, cafes, etc. along the eastern side of The Beach. Clevedon Sailing Club, Rowing Club and Clevedon Pier and Heritage Trust are situated on the southern end and northern end of The Beach respectively.

The Beach is a one-way road with traffic flowing slightly downhill from south to north. A speed limit of 20 miles per hour applies to the road. The width of the one-way carriageway ranges from 3.4 metres to 5.7 metres wide, and on-street parallel parking is present, including 4 disabled parking spaces and 3 loading bays along the western side of the road and a section of the eastern side of the road close to the roundabout. There are three informal pedestrian crossing points along The Beach. A two-way cycle track with width ranging from 2.3 metres to 3.0 metres wide was constructed between the western footway and parking spaces (the majority of the original kerb line between the existing carriageway and promenade was not altered as part of the scheme). Cycle stands are provided and public realm with landscaping and seating are in place. The promenade does not permit cycling.

There is a bus stop outside Clevedon Pier which is served by bus routes number X6 and X7 running between Clevedon and Bristol, operated by First Bus with a service frequency of 1 bus/hour for each service.

### **3.3 Hill Road**

Hill Road is a street known for its shops, boutiques, and restaurants. There are also residential properties along both sides of the road.

Like The Beach, Hill Road is also a one-way road with traffic flowing slightly downhill from west to east and with a speed limit of 20 miles per hour. The width of carriageway is around 3.4 metres wide, and on-street parking is present along the northern side of the road including 3 disabled parking and 4 loading bays (one is outside Sainsbury's). A contra-flow cycle lane with a width of 1.5 metres wide was installed adjacent to the southern footway. Footways were widened with informal pedestrian crossing points. Cycle parking, loading bays and two parklets were provided. A bus stop near the junction with Copse Road is served by bus routes no. X6 and X7

### 3.4 Other Roads

A 20 miles per hour speed limit applies to other roads within the scheme area as presented in **Figure 2**.

Bellevue Road, Seavale Road, Woodlands Road, and Herbert Road are one-way roads. Gardens Road was a one-way road before the Clevedon Seafront and Hill Road Scheme was implemented, but the traffic direction is now reversed. Alexandra Road, Copse Road and Lea Grove Road continue to allow two-way traffic. Contra-flow cycle lanes are in place along Bellevue Road, Seavale Road, Woodlands Road, and Gardens Road.

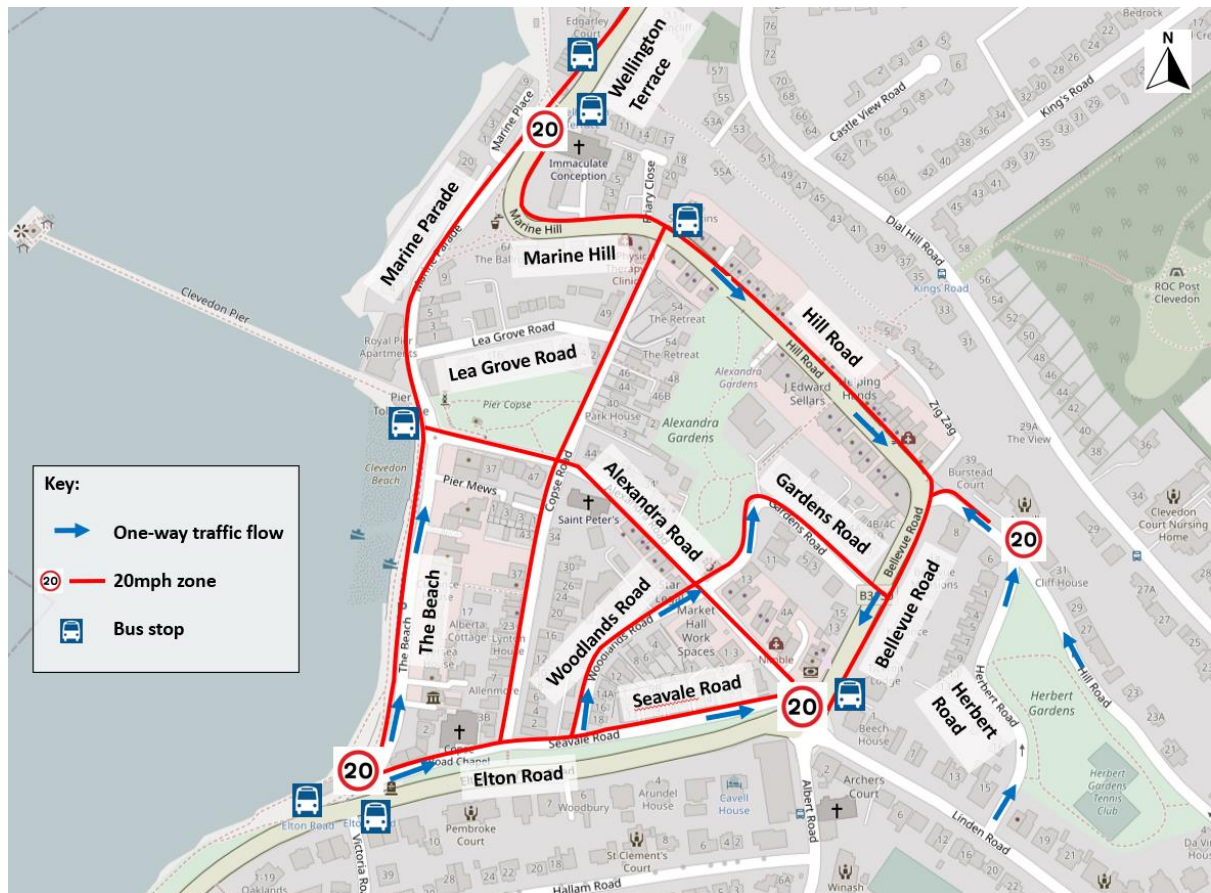


Figure 2 – Clevedon Map (OpenStreetMap)

## 4. Technical Review of the Implemented Scheme

Several sources of data and reports were requested from NSC for review and analysis. Review results are summarised in the following chapter.

### 4.1 Traffic and Parking Data Analysis

#### 4.1.1 Traffic counts and parking data

Although no traffic count or any formal parking assessment were carried out by NSC post implementation of the scheme camera footage was captured by NSC along The Beach, Hill Road and Marine Parade to observe the behaviour of all road users to provide further context for the post construction Stage 3 Road Safety Audit in August 2023 and this was provided to AECOM to review for the purposes of this study.

#### 4.1.2 Parking enforcement evidence

NSC installed five temporary cameras at the start of August 2023 to capture five key locations. This was to further inform the post construction Stage 3 Road Safety Audit and understand where there have been issues and to observe user's behaviour. The five locations are listed below.

Site 1: On The Beach capturing pedestrian crossing and the usage of the wavy line

Site 2: On The Beach capturing bi-directional cycle lane and pedestrian crossings

Site 3: On Hill Road capturing loading bay and pedestrian crossing

Site 4: On Hill Road capturing crossing point and top part of Hill Road

Site 5: Marine Parade just up from the Pier capturing blue badge holders parking

#### The Beach

Site	Day	Date	Vehicle travelling in wrong direction	Cyclists travelling in wrong direction	Vehicle on yellow lines	Car in buff	Coach in buff	On-street cyclist
Site 1	Weekday	Mon/Tues 24hr	0	2	2	25	1	2
Site 1	Saturday	12 <sup>th</sup> August 6am to 10pm	0	0	3	25	0	4
Site 1	Sunday	13 <sup>th</sup> August 5am to 10pm	3	4	1	14	0	1
Site 2	Weekday	Mon/Tues 24hr	1	0	0	5	0	0
Site 2	Saturday	12 <sup>th</sup> August 6am to 10pm	2	2	0	4	0	6

<b>Notes</b>	<ul style="list-style-type: none"> <li>Weather conditions – fair with scattered showers</li> <li>Cyclists using bi-directional cycle facility were not measured</li> </ul>
<b>Site 1 – Other issues identified</b>	<ul style="list-style-type: none"> <li>Pedestrian buff used as a drop-off point by vehicles (14x)</li> <li>Disability parks used by boat-towing vehicle, as it waits for buff to clear to access ramp</li> <li>Deliveries using footway/yellow lines opposite buff (x3)</li> <li>Vehicle parked on pedestrian buff crossing point (x3)</li> </ul>

<b>Site 2 – Other issues identified</b>	<ul style="list-style-type: none"> <li>• Some trucks too wide for carpark, infringe into buff</li> <li>• Several vehicles travelling in opposite direction, either u-turn using buff or travel entire corridor</li> </ul>
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## Hill Road

Site	Day	Date	Cyclist using facility (correct direction)	Cyclist using facility (wrong direction)	Vehicle travelling in wrong direction	Vehicle on yellow lines	Vehicle on cycle facility	On-street cyclist
Central	Weekday	Mon/Tues 24hr	26	6	1	23	5	11
Central	Saturday	12 <sup>th</sup> August 6am to 10pm	7	1	0	22	1	21
Top	Weekday	Mon/Tues 24hr	17	2	0	0	0	7
Top	Saturday	12 <sup>th</sup> August 6am to 10pm	6	1	0	0	1	10

<b>Central – Other issues identified</b>	<ul style="list-style-type: none"> <li>• Vehicle drove up street in wrong direction</li> <li>• Buses have some difficulty navigating occupied loading zone</li> <li>• Delivery van using LZ – puts cones and yellow sign on cycle facility</li> <li>• Found limited evidence that cycle facility blocked often; it was blocked once while a cyclist went past, blocked due to horse, cyclist goes onto road into oncoming traffic to avoid</li> </ul>
<b>Top – Other issues identified</b>	<ul style="list-style-type: none"> <li>• Occasional small delay, as car navigates into spaces adjacent to parklets</li> <li>• Rubbish truck park on cycleway + footpath to empty bins</li> <li>• Parked delivery vans extend slightly into traffic lane</li> </ul>

### Figure 3 – Summary of negative behaviour observed by AECOM through review of the footage

#### 4.1.2.1 The Beach

There has been a significant amount of feedback regarding the abuse of the one-way system by vehicles and bicycles. However, although it is clear that it happens, it does not occur in the numbers that AECOM expected from the comments received. There was also not an issue with speeding cyclists from the footage that was reviewed although this could have been due to the inclement weather and slippery road conditions.

There is a clear misunderstanding of the buff-coloured areas and a significant number of occurrences of use of these areas are not for the original intention.

The issues experienced by the rowing club with their area (as described in more detail in **Section 5.2.4**) were observed in the footage.

#### 4.1.2.2 Hill Road

Hill Road does seem to function well with any queuing resulting from loading outside Sainsbury's clearing relatively quickly. The reviewer of the video footage has recently moved to AECOM from Auckland, New Zealand, where there was a similar scheme that involved a one-way contraflow cycle lane, shown in **Figure 4**. In this scheme, directional repeater arrows were used:

- On the cycle facility, to aid direction compliance by cyclists, and reaffirm that they are welcome to use this corridor for cycling; and
- On the traffic lane - sharrows, in this case, used as a device to show the cycling direction, and inform motorists that on-street cycling is to be expected.



**Figure 4 – Similar scheme on Hurstmere Road, Auckland (Google Street View)**

The main problem along this stretch is parking in unauthorised locations. Parking enforcement only commenced in August 2023 so it may be that this behaviour improves over time as more regular enforcement takes place. The feedback from the bus company is demonstrated in the video footage with passage along Hill Road more difficult when this unauthorised parking takes place.

There is less bicycle use than expected along Hill Road, but this may be due to the topography surrounding Hill Road making using a manual bicycle a harder activity. Due to this, there is less concern about the number of bicycles using the contraflow in the wrong direction.

Examples of other contra flow cycle lanes that AECOM has been involved with that represent different scheme designs and lengths of time since implementation have been provided in Appendix A with hyperlinks provided to the scheme via google maps.

#### **4.1.2.3 Marine Parade**

Marine Parade was not reviewed in detail as there was clear evidence of disabled drivers almost continually parking on the yellow lines opposite the Pier creating issues when buses used the bus stop.

## **4.2 On site observations of the scheme**

A site observation day was carried out on 23 August 2023. Concerns were raised by stakeholders on that day, via questionnaires, and at the public drop-in session which was held on the 6 September 2023. The key concerns and limitations are described below.

### **4.2.1 Speed limit**

Stakeholders generally favour the change of speed limit to 20 miles per hour although there are requests for more speed enforcement. There have been a number of comments that the previous two-way system with the angled parking reduced speeds further along The Beach as vehicles reversing into the live

carriageway slowed the traffic at frequent intervals. No data has been collected to evidence whether actual speeds have reduced or increased.

#### 4.2.2 One-way system

A vehicle (dark red) approaching The Beach from the wrong direction was observed (See Error! Reference source not found.). A goods vehicle was stopping in the loading bay and parking spaces on the other side were fully occupied, so there was no room for the dark red vehicle to turn around. It had to reverse back to the mini roundabout which was dangerous. There was a potential conflict between the dark red vehicle and the vehicle leaving the parking space.

This issue was also reflected in the video footage (see **Figure 5**). It has been suggested that a number of people who are driving or cycling the wrong way along The Beach are doing so deliberately as they do not agree with the current restrictions.



**Figure 5 – Vehicle entered The Beach from the wrong direction**

Residents along The Beach have difficulty accessing their driveways after implementation of the scheme due to the narrow carriageway. Traffic cones are now in place along the wiggly lines to prevent parking in the buff area in order to maintain sufficient width of carriageway for the residents after they raise this concern to NSC. However, these cones are often moved, and residents are frequently moving the traffic cones back to the buff markings to ensure that no parking takes place on the lines as this would prevent them accessing and egressing their driveways. (See **Figure 6**)





**Figure 6 – Traffic cones moved back to buff markings**

Stakeholders who drive to Hill Road (See **Figure 7**) complained that they need to drive longer to reach Hill Road due to the one-way system which creates more traffic looping within the road network and is not environmentally friendly. There is an acceptance that short journeys should ideally be made by active modes but there are lots of stories of why this is not practical – this includes those who provide caring and those with mobility issues. No data is available to assess whether there is more traffic on the highway network.



**Figure 7 – One-way Hill Road**

The hairpin turn at the junction of Marine Parade / Marine Hill is difficult for turning, especially for large vehicles, which creates a pinch point at this junction. This has led to the bus service extending its route up Wellington Terrace (the journey time from The Beach to Hill Road is 18 minutes) (See **Figure 8**). WESTlink (a demand responsive passenger transport solution) find it difficult to undertake this manoeuvre and it would be useful to undertake a site visit to see if simple lining changes could solve this (using vehicle swept path analysis, it suggests it is possible)



**Figure 8 – Hairpin turn at junction of Marine Parade/ Marine Hill**

AECOM has been informed that there is more traffic passing the two schools after the one-way system was implemented as large vehicles cannot make the turn to Hill Road via the junction of Marine Parade / Marine Hill and more vehicles are looping around to search for parking spaces due to reduction of parking spaces.

Residents are concerned regarding the safety on Gardens Road and Seavale Road as there is a turning blind spot in Gardens Road since the traffic direction has been reversed and residents find it dangerous to encounter contra-flow cyclists along the narrow Seavale Road.

#### **4.2.3 Two-way cycle track**

It was observed that some cyclists cycle on the carriageway in both directions along The Beach instead of using the segregated cycle track (See **Figure 9**). At all stakeholder events there have also been frequent complaints about the speed that cyclists are travelling. This is assisted by the topography of The Beach and no longer having the risk of reversing vehicles out of the parking spaces to make a cyclist reduce their speed. It was not observed on site, but there have also been numerous reports of cyclists blocking the footway outside the cafes.



**Figure 9 – Cyclists on The Beach**

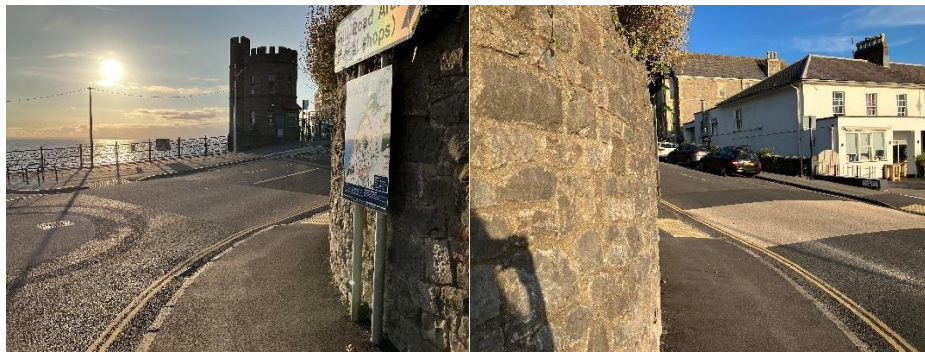
#### 4.2.4 Pedestrian crossings

Visibility to the right when pedestrians are crossing from west to east via an informal pedestrian crossing may be blocked by vehicle parking immediately next to the pedestrian crossing (See **Figure 10**) which is also a problem identified in the Stage 3 Road Safety Audit (See **Table 1**).



**Figure 10 – Limited visibility to the right at pedestrian crossing on The Beach**

Visibility is below the recommended standards at the informal pedestrian crossings on Alexandra Road and Marine Parade, which are limited by the wall. (See **Figure 11**)



**Figure 11 – Limited visibility at pedestrian crossing on Alexandra Road and Marine Parade**

#### 4.2.5 Bus stops

The bus stop on Marine Parade near the junction with Alexandra Road is located too close to the mini roundabout. Stopped buses block forward visibility and occupy one traffic lane which creates a pinch point at this junction. Congestion is worsened due to frequent parking by disabled drivers opposite the bus stop. This was not raised as an issue in the Stage 3 Road Safety Audit, but was raised in the report produced by the Pier Trust (See **Figure 12**).



**Figure 12 – Bus stop outside Clevedon Pier and vehicle parking opposite the bus stop**

Due to the implementation of the new one-way system, the westbound bus stop on Hill Road was removed. Some local residents are concerned about the inconvenience caused by the removal of the westbound bus stop as it requires them to walk a longer distance to another bus stop (i.e., the bus stop at Wellington Terrace) to complete one of their trips which is not desirable, especially to aged and disabled people. The eastbound bus stop is shown in **Figure 13**.



**Figure 13 – Bus stop on Hill Road**

#### **4.2.6 Road markings, surfacing and signage**

There is a concern that road users may not be aware that the buff-coloured surfaces across The Beach are pedestrian crossing points due to the use of them along the road as well as across the road, which may result in conflict between vehicles and pedestrians who are crossing (See **Figure 14**).



**Figure 14 – Pedestrian crossing points (buff-coloured surface)**

Vehicles parking on the coloured surface was also observed due to the lack of clarity around the significance of the buff marking and lack of formal restriction of stopping / parking in the buff area. The white vehicle in **Figure 15** could obstruct passengers from accessing vehicles parked in the disabled parking space. Also, when the passenger of the white vehicle on the side near the cycle track opens the car door, there will be potential conflict between the passenger and cyclists.

The buff-coloured surface does cause confusion to some road users with many providing the consultation with photographic evidence of parking in said areas. This surface is generally not protected by Traffic Regulation Orders which is known by some drivers. There is evidence that the same vehicles park regularly in these areas. There were recommendations in the Stage 3 Road Safety Audit to introduce additional Traffic Regulation Orders which may help this situation as they would allow enforcement to take place, though this would detract from the aesthetics that the designer was trying to create.

The designer introduced the wavy lines to create a feature inspired by the marine surroundings to minimise the need for standard highway marking and signing. It was considered that the use of double yellow lines would spoil the historical settings, and instead creating an area that is clearly not designed for parking.



**Figure 15 – Parked car on buff pavement**

The middle circle of the mini roundabout is too large and results in a narrow carriageway width surrounding the circle. Hence, vehicles running over the circle is common and there is the potential for head-on collisions between vehicles turning right from The Beach and vehicles approaching from Alexandra Road. (See **Figure 16**)



**Figure 16 – Big circle at the middle of mini roundabout**

The No Entry sign is located at the back of the eastern footway of The Beach approaching junction with Alexandra Road which may not be obvious to road users. This has been identified in the Stage 3 Road Safety Audit (See **Table 1**).



**Figure 17 – No Entry sign located at back of footway**

A directional sign showing the prohibition of the left turn to The Beach is small and there is no road marking supplementing this information to alert drivers coming down from Alexandra Road. (See **Figure 18**)



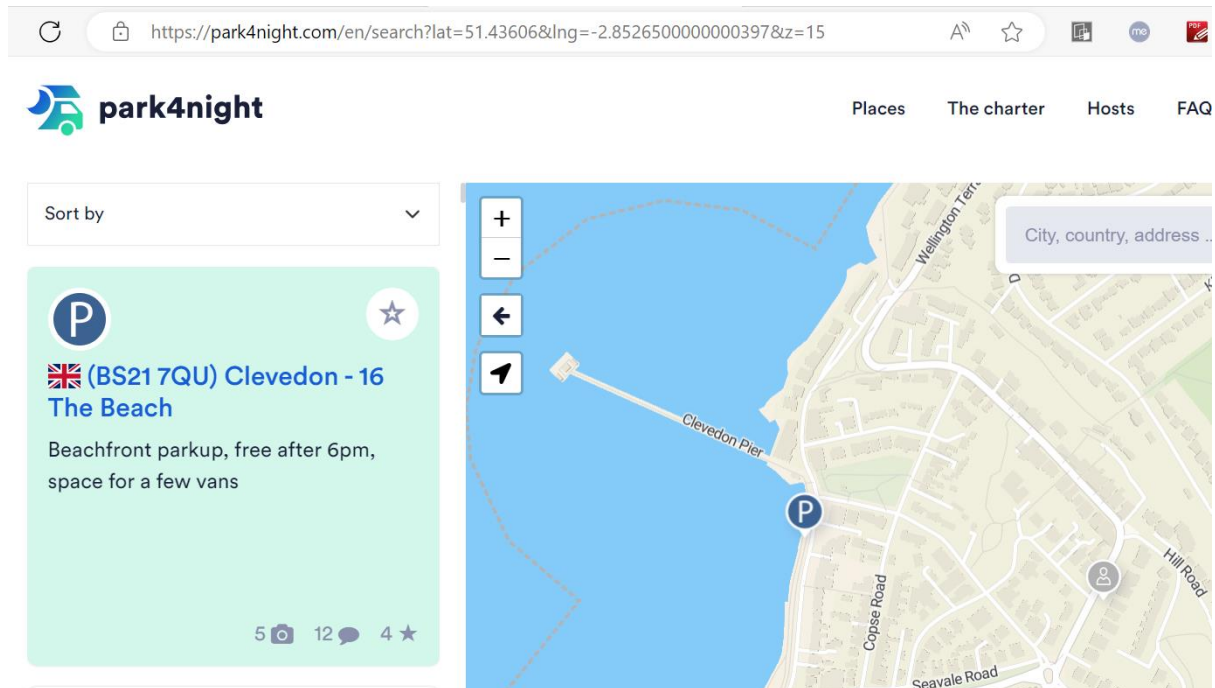
**Figure 18 – Alexandra Road close to the mini roundabout**

#### **4.2.7 Parking spaces and loading bays**

The majority of stakeholders prefer angled parking spaces in the previous setup which allowed them to view the sea directly rather than the current parallel parking spaces which are further away from the promenade and require you to turn your head (see **Figure 19**). There are also concerns about the potential conflict with vehicles and cyclists on the two sides of the parking spaces, insufficient room for loading / unloading of wheelchairs, prams, etc. and difficulties in finding a parking space due to the reduction of parking space numbers along The Beach. On AECOM's three overnight visits to The Beach, camper vans occupied parking spaces overnight because there is no parking restriction and there are many reports of camper vans taking advantage of unrestricted parking being permitted from Saturday night to Monday morning. A number of people at the surgery highlighted that The Beach is now advertised on websites as an attractive place to park a camper van overnight (see **Figure 20**).



**Figure 19 – Parallel parking spaces along The Beach**



**Figure 20 – Website advertising parking for camper vans**

There is no dedicated space for coaches to pick-up and drop-off as in the previous layout. Local residents have suggested that coaches experienced difficulties in searching for a pick-up / drop-off space, which affects local trade due to reduction of no. of tourists. Also, people standing on the cycle track in **Figure 21** had potential conflict with cyclists. There is a bus stand outside The Pier which is used by coaches to drop off.



**Figure 21 – Coach stopping in a parking space**

New parking spaces along Elton Road outside Oaklands were fully occupied (see **Figure 22**). There is no space for minibuses operated by Nailsea & District Community Transport to pick-up or drop-off passengers. Minibuses are required to stop on the opposite side which means that frail / disabled passengers must cross the road. It is recommended that the minibus parks on the double yellow lines in front of the double gates shown below (note – the road has recently been surface dressed in the photograph below so yellow lines have not been reinstated but Traffic Regulation Order has been checked).





**Figure 22 – Full of parked vehicles outside access of Oaklands flats**

Drivers found it difficult to bypass goods vehicles stopped in the loading bay outside the supermarket. (See **Figure 23**). It was observed that some goods vehicles did not use loading bays on Hill Road and instead stopped on the carriageway (see **Figure 24**), while another goods vehicle occupied the contra-flow cycle lane for loading / unloading (see **Figure 25**).



**Figure 23 – Vehicle stopping in loading bay outside supermarket**



**Figure 24 – Vehicle stopping outside loading bay**



**Figure 25 – Vehicle occupied contra flow cycle lane**

#### 4.2.8 Public realm

At the southern end of The Beach, it was observed that a planter at the corner near the junction with Elton Road was damaged (see **Figure 26**). It was not obvious how the planter was damaged.



**Figure 26 – Damaged planter at the corner of junction The Beach/ Elton Road**

Similar to the planter at the southern end of the Beach, another planter at the northern end of The Beach next to the mini roundabout was also damaged (see **Figure 27**). As the planter wall also serves as seating, there is a higher risk of injury from the damaged edges. This damage is likely to have been caused by vehicles struggling to manoeuvre around the mini roundabout.



**Figure 27 – Damaged planter next to the mini roundabout**

A significant amount of granular material was observed to have separated from the carriageway surface course. This material was dispersed across the road which presents a particular safety concern for cyclists. (See **Figure 28**)



**Figure 28 – Poor pavement condition along The Beach**

People generally like the parklets (see **Figure 29**) as it is considered to adding a 'café culture' along Hill Road. This term was mentioned numerous times to AECOM staff when they visited. However, there is negativity towards them due to the fact that they occupy spaces that could be given over to parking.

There is currently an application for a third parklet. AECOM has not considered this request explicitly as part of this review but would recommend that the video footage is reviewed to assess the parking stresses on Hill Road and whether the loss of a further parking space can be absorbed. Flexibility on the use of the Parklets by other businesses when they are not required by the licencing business would reduce the frustration towards them and it is suggested that they are of a temporary construction so they can be returned to other uses when they are not required – winter months.



**Figure 29 – Parklet on Hill Road**

### **4.3 Road Safety Review**

#### **4.3.1 Accident statistics**

It is confirmed that no recorded collision has taken place since the scheme was implemented in 2022. No accident data for 2023 can be provided by Avon and Somerset Police yet, but it was advised that there have been no deaths in the study area to date.

#### **4.3.2 Road Safety Audit 3 Report**

A post construction Road Safety Audit (RSA) Stage 3 was conducted for the whole Clevedon Scheme by an external safety audit company in July 2023. This is a standard statutory and council process following the implementation of a scheme where the alignment of the road has altered for road users.

The road safety implications of the scheme and their corresponding remedial recommendations have been reviewed by AECOM as part of this review and are presented in **Table 1**. AECOM supports the recommendations of the RSA Stage 3 but some of the recommendations will not be required if the recommendations as set out in section 10 of this report are introduced in full. This is reflected in AECOM's response to the RSA recommendations in Table 1.

**Table 1 – Summary of the Road Safety Audit Stage 3 Report**

Location	Problem	Recommendation	NSC Response	AECOM's response with implementation of recommendations in Section 11
20mph speed limit throughout the scheme	Risk of inappropriate speeds due to the lack of 20mph repeater signs or repeater signs not sited at regular intervals	Review the siting of 20 mph repeater signs, and ensure they comply with the guidance in Chapter 3 of the Traffic Signs Manual, installing extra signs if and where necessary	Accepted	Proceed
The Beach – cycle path	Risk of pedestrian/cycle collisions when passengers exit their vehicles and enter/cross the cycle lane, especially on busy days	Provide more cycle symbols on the cycle path between existing symbols to raise awareness	Accepted. Video monitoring was arranged to assess behaviour on the route and establish any conflict between pedestrians and cyclists.	Proceed
The Beach – cycle path	Risk of cycles colliding with car doors of those vehicles parking along The Beach.	Introduce individual parking bay markings to increase driver understanding of the layout	Video monitoring was arranged to monitor interaction between the vehicles and cyclists.  It should be noted that the conflict would be between the passengers in vehicles who would be facing oncoming cyclists. It is more common for 'car dooring' incidents to be	Provide individual parking bay markings in proposed arrangement

Location	Problem	Recommendation	NSC Response	AECOM's response with implementation of recommendations in Section 11
The Beach – informal pedestrian crossing points and other areas outside formal parking bays and informal pedestrian crossing point adjacent to Clarence House	Risk of vehicle/pedestrian collisions when vehicles parking in the buff areas outside formal parking bays and vehicles parking immediately to the south of the crossing point which results in limited visibility of pedestrian crossing	Introduce formal waiting and loading restrictions marked by yellow lines and kerbside ticks, and follow up with enforcement  Remove one parking bay immediately south of the crossing point and install waiting restrictions	between the driver of the vehicle and cyclists coming up behind.  Accepted  Propose to install 50mm wide double yellow (primrose) line along the currently unrestricted 'buff' median strip. Remove 5m of existing parking to improve the visibility to the pedestrian crossing supported by 300mm long double no loading kerb ticks at 3m c/c. This will require a TRO to be processed.	Proceed  Removing 5m of existing parking and installing waiting restrictions are not required with proposed recommendations
The Beach – vehicle access to Sailing Club/ ice cream van bay	Risk of vehicle/ vehicle, vehicle/ cycle and/ or vehicle/ pedestrian collisions when vehicles parking across the vehicle dropped kerb providing access to the sailing club/ ice cream van bay	Introduce formal waiting and loading restrictions marked by yellow lines and kerbside ticks, and follow up with enforcement	Accepted  Propose to install 50mm wide double yellow (primrose) line along the currently unrestricted 'buff' median strip and supported by 300mm long double no loading kerb ticks at 3m c/c. This will require a TRO to be processed.	Proceed

Location	Problem	Recommendation	NSC Response	AECOM's response with implementation of recommendations in Section 11
The Beach – eastern kerb line/in-carriageway cycle stands	Risk of northbound vehicles colliding with cycle stands in the buff area when vehicles need to swerve to their left to avoid vehicles mounting the eastern kerb to unload	Introduce formal loading restrictions marked by yellow kerbside ticks, and follow up with enforcement	Accepted  Propose to reinforce existing double yellow lines with double kerb ticks at 3m c/c. This will require a TRO to be processed.	Not required with proposed recommendations
Whole length of The Beach	Risk of head-on collisions when vehicles leaving parking space, carrying out a three-point turn and exiting The Beach in a southbound direction	Install 'Straight Ahead' arrow carriageway markings at regular intervals along The Beach traffic lane, and one-way plates on the east side lamp columns	Accepted  Propose to erect 3 one-way signs, to be supported by road marking arrows on existing lamp columns on the right-hand side of the road.	Proceed
Mini roundabout at north end of The Beach	Risk of head-on collisions when vehicles entering The Beach from the north end. No Entry signs are small and too widely spaced which is less clear especially in darkness	Provide larger No Entry signs and move the eastern sign to the western nose of the buildout to form a gateway and provide illumination to both signs. Provide turn left and turn right arrows on Marine Parade and	The signs are in accordance with the Traffic Signs Regulations and General Directions (TSRGD) which suggests that 450mm diameter sign is adequate for a 20mph speed limit. The signs also do not need to be illuminated where a 20mph speed limit applies.  Propose to increase the size of the no entry signs to 600mm diameter and introduce one-way arrows on The Beach, which should	Proceed

Location	Problem	Recommendation	NSC Response	AECOM's response with implementation of recommendations in Section 11
		Alexandra Road approaches to the mini roundabout respectively. Introduce a No Entry legend or a 20-roundel facing northbound traffic on The Beach	provide sufficient visual indicators that the road is one way. It would be undesirable to relocate the left-hand sign as it would create a conflict with the pedestrian crossing point so it is proposed to install an offset bracket to improve the 'gateway' feature.  These interventions will be monitored to ensure the proposals are having the desired effect.	
Copse Road/ Hill Road junction	Risk of head-on collisions as there is no centre line on Hill Road section to the west of Copse Road	Extend the existing centre line on Hill Road to a point opposite the centre line of Copse Road	Accepted	Proceed
Loading bay outside supermarket on Hill Road	Risk of collisions between passing buses and stationary loading vehicles due to lack of space to pass	Remove one upstream parking bay and move the loading bay a short distance westwards	Accepted  Propose to extend the loading bay westwards rather than relocate it to accommodate larger delivery vehicles. This proposal will require a TRO to implement.	Proceed
Seavale Road junction with The Beach	Risk of cycle/vehicle collisions as it is not clear to westbound cyclists emerging from	Provide a banned left turn roundel sign on the reverse of the southern 'one-way with cycle	Accepted	Proceed



Location	Problem	Recommendation	NSC Response	AECOM's response with implementation of recommendations in Section 11
	Seavale Road that The Beach is one-way northbound and will be in conflict with vehicles turning from Elton Road when cyclists turn left towards Elton Road	contraflow' sign at the west end of Seavale Road		
Seavale Road junction with The Beach	Risk of vehicles colliding with parked vehicles along The Beach when drivers not aware The Beach is a one-way road and keeping to the left to avoid potential oncoming vehicles	Introduce a 'straight ahead' arrow on the carriageway immediately north of the existing 20 roundel	Accepted	Proceed
Gardens Road junction with Bellevue Road	Risk of head-on collisions as Turn Right Only sign opposite Gardens Road is partly obscured by vegetation and No Entry signs on Gardens Road are set back a fair way which is not apparent to drivers	Remove vegetation in this area and introduce a 'Straight Ahead' arrow on Bellevue Road opposite Gardens Road	Accepted	Proceed

Location	Problem	Recommendation	NSC Response	AECOM's response with implementation of recommendations in Section 11
Alexandra Road junction with Woodlands Road	Risk of head-on collisions when vehicles are contravening the No Entry signs at the junction with Alexandra Road and No Entry sign luminaire is not operative	Install 'NO ENTRY' carriageway markings across the mouth of Woodlands Road and ensure luminaire is operative	Accepted  Issue of luminaire has been reported to relevant maintenance department to rectify.	Proceed
Bellevue Road junction with 6 ways roundabout	Risk of head-on collisions as No Entry signs are very widely spaced	Install 'NO ENTRY' carriageway markings across the mouth of Bellevue Road	Accepted	Proceed

#### **4.4 Active Travel England Inspection Report**

Active Travel England (ATE) was set up in 2021 as a government agency/inspectorate to lead the delivery of the government's strategy and vision that half of all journeys in towns and cities are walked and cycled by 2030. ATE hold the active travel budget in England which is used on new infrastructure and behaviour change initiatives. ATE inspect new active travel infrastructure to ensure schemes meet these new standards and principles and can ask for funds to be returned for any which have not been completed as promised, or not started or finished within the agreed timeframe. ATE also undertake annual Capability Assessments of local authorities to review delivery track record and local leadership commitment to active travel amongst other criteria.

The Clevedon Seafront & Hill Road scheme was part of a tranche of funding from ATE. When the application for funding was made, NSC had to make commitments in terms of modal shift aspirations, delivery timescales and not deviate too far from the concept design so it loses its Active Travel elements. ATE supplied NSC with just over £200,000 of funding for the scheme.

ATE conducted a site inspection of the completed Clevedon Seafront and Hill Road Active Travel improvements on 16 June 2023. The pilot Inspection Report was submitted to NSC on 13 October 2023 and provides a summary of the inspection outcomes, a policy check and identifies any critical issues to be addressed.

According to the report, there are no critical issues identified on the bi-directional cycle track along The Beach. The Inspector rated it as a good quality scheme enhanced by placemaking features and formalising parking. There are two ATE comments against policy principles. One is potential for conflict between cyclists and pedestrians as they are not separated for the entire length of the scheme. The other relates to the gradient at the southern end of the scheme as it may be unsuitable for some users, particularly wheelchair users who may find it physically difficult to manage and/ or lose balance.

The contraflow cycle track and placemaking along Hill Road passes all policy checks. One critical issue has been identified which is the conflict between vehicles and cyclists at the new offside loading bay on Hill Road with the potential for cyclists being hit by a door from vehicles using the loading bay.

It should be noted that if there are significant changes to the implemented Clevedon Seafront/Hill Road scheme which impact on its active travel benefits this could affect NSC's Capability Assessment scores and access to funding for future active travel schemes. As set out above ATE could also request return of funding from the implemented scheme.

#### **4.5 Audit West Report**

North Somerset Council's Internal Audit Service (Audit West) were requested to complete an independent review of the life of the Clevedon Seafront / Hill Road scheme. Audit West were tasked with carrying out a review to understand whether there are any areas that NSC can learn from when planning and undertaking similar work in the future.

Audit West were tasked with reviewing five key aspects of this scheme. These included:

- Financial planning and management
- Decision making
- Consultation and engagement
- Roles and responsibilities
- Project Management arrangements

AECOM has reviewed the Audit West report and does not consider its findings - influence the outcome of this report as it focuses mainly on internal processes and procedures rather than the technical scheme design. The Auditor's overall recommendation is that a period of time should be allowed for the scheme to 'bed-in' and for the technical reviews of the scheme to be completed before any changes are considered.

## 5. Public Consultation and Stakeholder Engagement

### 5.1 Approach and Timeline

Collection of feedback from the public and stakeholders took place over a 6-week consultation period; through the use of a questionnaire, focus groups and site observation days, as well as the use of a dedicated email address.

Before AECOM was commissioned, Leader of North Somerset Council, Councillor Mike Bell, committed to hold a public meeting to address local concerns following the completion of the scheme. The public meeting was held on 20 July 2023 at 19:00 at Clevedon Community Hall. Presenting was Councillor Bell, Councillor Hannah Young (the Executive Member for Highways and Transport) and Vicky Presland (District Director for the Streets Team in South UK). There was press coverage and BBC Points West interviewed Councillor Bell. The public meeting was an opportunity for NSC and AECOM to introduce the review and outline the timescales for community involvement. 240 people attended the first event at Clevedon Community Hall with approximately 150 people unable to enter the hall due to the capacity of the venue, so a commitment was provided on the night to hold a second public meeting. The second public meeting moved to the larger venue of Christchurch and was attended by 190 people, providing an opportunity for all residents to attend.

There was the opportunity at the first meeting to provide comments or to raise questions without having to speak in person. All of these comment sheets and questions were collated and have been analysed by the team and compared to the comments being received through the open questions in the questionnaires. There are no comments which are not reflected in the questionnaires, so the comment sheets are not separately summarised in this report to avoid duplication as it is clear from the email addresses provided that the majority of those completing the comment sheets have also completed a questionnaire.

The six-week public consultation was launched between 14 August and 25 September 2023. Timeline of the public consultation is shown in Figure 30.

Public Consultation of Clevedon Scheme 2023

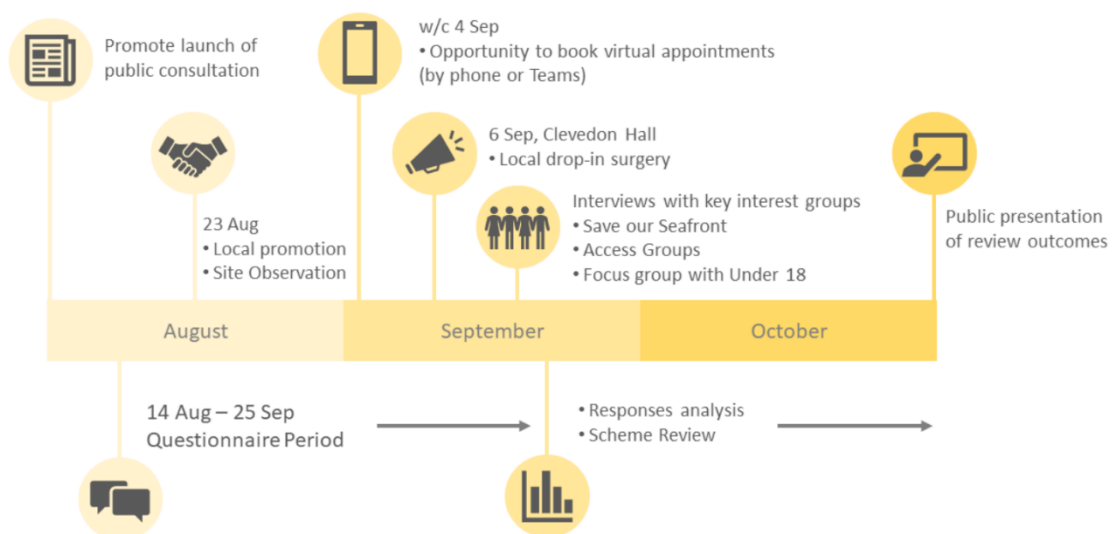


Figure 30 – Public Consultation Timeline

Stakeholders could provide their feedback by completing a questionnaire form by scanning a QR code or using a web link. They could also respond via email (clevedonreview@aecom.com) or by post. Leaflets and questionnaires were handed out to local stakeholders on a local promotion day on 23 August 2023. As part of this local promotion day every property was personally visited by an AECOM member of staff on The Beach (from Elton Road to Alexandra Road) and Hill Road (from Copse Road up to and including Kustom Floors and Furniture)

A local drop-in surgery and virtual meetings day were held on 6 September 2023 between 11:00 and 20:00 in Clevedon Community Hall to provide an opportunity for stakeholders to share their views on a one-to-one basis with the independent review team (See **Figure 31**). They could also complete the questionnaire at the event, using a tablet or by hand. 120 people attended the event.



**Figure 31 – Photographs of public consultation**

The responses collected during the public consultation period were collated and analysed.

During the initial public meetings, a commitment was made to feedback the outcome of the technical report in a public presentation to be held in October/November 2023.

## **5.2 Stakeholder consultation**

In addition to the community, a series of focus groups and meetings were held with stakeholder groups including accessibility groups, Save our Seafront (SoS), bus operators and schools were also consulted. Their feedback is summarised in Section 5.2.1 to Section 5.2.8 below.

### **5.2.1 Accessibility Groups**

The Chair of the North Somerset Accessibility Group met with Vicky Presland, the Project Director on 6 September 2023 at Clevedon Community Centre. He was joined by members of the group and Rose Hurley, a local resident who uses a mobility scooter frequently along The Beach.

The group was asked in advance to consider the following questions:

1. Do you face any new challenges when navigating the Streets after the Clevedon Seafront and Hill Road Scheme was implemented?
2. Did you use the area before and did you have any particular problems?

3. Would you have liked to have seen elements of the scheme that are not currently there? (parking, pedestrian crossings, kerbs, ramps, tactiles, signage and wayfinding information, etc. that could be better accommodate your needs?)
4. Does the change of road layout affect how you use public transport (i.e. bus)? Please explain if this was a positive or negative change.
5. Thinking wider about the area's accessibility are there any other points you would like us to consider?

Below is a summary of the responses received.

### **The Beach**

The current parallel parking causes issues for vehicles with rear ramps and a request has been made that for parallel parking that is longer (22 feet) and does not have parking behind which can compromise that space. The group are comfortable with the informal crossings along The Beach and would also not be uncomfortable with cyclists sharing the promenade with pedestrians as they feel this works successfully in Weston-super-Mare. They are supportive of the reduction in speed limit. There are considered to be a sufficient number of disabled bays, but it was observed that disabled parking provision was sometimes abused by non-blue badge holders meaning that users entitled to this parking were forced to park elsewhere. They did not see an issue with disembarking from the vehicle into a live carriageway on either The Beach or Hill Road.

There is an issue with the dropped kerb on the approach to the mini roundabout from Marine Parade junction with Alexander Road and The Beach. The camber is such that a mobility scooter cannot safely navigate the reprofiled footway and therefore a wheelchair or scooter would need to use the carriageway. *This has been checked on site by AECOM and has been confirmed as a technical issue.*

There is demand for a coach and bus stand along The Beach which could also be used by minibuses or coaches for users that are disabled.

### **Hill Road**

There have been fewer comments on Hill Road received from members. There is a need for parking enforcement to ensure that inconsiderate parking does not lead to some of the disabled parking bays becoming unusable.

There is concern about the number of obstructions on the footways on both sides of the road – both permanent (seats, bollards) and temporary (A-Boards, stray tables and chairs).

### **One-way systems/other**

The one-way systems are supported as they make it easier to cross the road. The Disabled Parking Bay on Alexandra Road is difficult to access due to the topography of the road and consideration should be given to its relocation.

There is concern over the access to the public toilets run by the Pier Trust in Pier Copse. The toilets can only be accessed via the Park's internal path from Copse Road as the path from Alexander Road is too steep.

## 5.2.2 Save our Seafront (SoS)

SoS is a campaign group set up by local residents in Clevedon trying to combat the changes proposed by the Clevedon Seafront and Hill Road Scheme. The Chair of the SoS Group met with Vicky Presland, the Project Director and Since Lau, Technical Support, on 6 September 2023 at Clevedon Community Centre. They would like the scheme to be reversed and their primary objections to the scheme are summarised below.

The segregated cycle track does not link up other cycle tracks to achieve the purpose of Pier-to-Pier Way. Cyclists are required to re-join the road after travelling along the cycle track. It was common to see cyclists cycling on the carriageway or on the footway along The Beach instead of using the cycle track.

There is no pick-up/ drop-off bay for coaches which affects the trade of businesses. Also, parking on the wavy lines and camper vans parking overnight were observed. Residents along The Beach do not have enough manoeuvring space and visibility to access their driveway.

The one-way system of Hill Road creates more traffic passing two schools and more congestion within the study area. The removal of the bus stop on Hill Road also causes inconvenience for people to reach Hill Road, especially aged and disabled people and the revised routing is less convenient for residents adding 18 minutes on a journey to Hill Road.

Gardens Road now has a blind spot for turning after its traffic direction was reversed.

Marine Parade is not properly lit, so cyclists are at risk of hitting a planter when they turn into the cycle track from Marine Parade.

There were discussions over alternatives to the current scheme including use of the Promenade, but this is not something that is supported by the majority of the group.

## 5.2.3 Clevedon Pier and Heritage Trust

Clevedon Pier and Heritage Trust is a Community Benefit Society with charitable status. The Directors of the associated company are elected on a three-year term by 1,100 shareholders, most of whom live locally. They have control of three properties on The Beach – The Pier (a major tourist attraction which attracts 100k+ visitors per year, over 50% of whom are day trippers), Waterloo House and The Pier Copse Kiosk (which offers public conveniences and a catering 'take-away' service).

The Chair of the group, met with Vicky Presland, the Project Director on 6 September 2023 at Clevedon Community Centre. The discussion focused on The Beach.

Day ticket visits are lower by 15% (year ending 31 March 2023). However, this could be attributable to the weather. Visitor numbers for May and June were on track, but July (when there was an exceptionally large number of rainy days) showed a 40% shortfall. All tourist attractions are typically showing a 25% deficit against pre-pandemic visitor numbers. There is concern that the disruption whilst work was underway, and the negative publicity has dissuaded day trippers from coming to Clevedon.

It is considered that people who have visited the Pier have had little difficulty in parking but there is evidence that some disabled and older visitors have not visited



because of a perceived problem in finding somewhere to park. Some volunteers have found the new arrangements problematic.

Operational difficulties include:

- Blue badge parking opposite the entrance to the Pier (which never happened prior to the changes) causes disruption every day.
- Coach parking was removed as part of the scheme, and this has meant fewer travel companies visiting the Pier. Private coach drivers are reluctant to use the bus stop for fear of blocking the space for scheduled bus services.
- Confusion in traffic flow caused by drivers and cyclists travelling against the flow on the beachfront carriageway. Ambiguity around parking on the 'wavy lines' and whether pedestrians have priority on the shaded crossing points.
- The raised flowerbed outside the pier entrance has been damaged and repaired four times and is clearly an obstruction. If removed, there would be more space for deliveries and an easier flow of traffic.
- Lack of spaces for disabled and / or less able drivers, generates queries and 'forces' people to park in a way which disrupts other road users.
- Fewer mixed able-bodied / disabled parties visiting the Pier. The previous 'herring bone' parking meant that less able-bodied members of a party could stay in their car and admire the view whilst other party-members visited.
- Poor publicity and signposting for the two nearby car parks means that they are not used to the extent that they should be.
- Access is often impeded by cars and delivery vehicles double parking.

Positive impacts of the scheme include:

- The one-way traffic flow on the beachfront does appear to work, and the reduced speed limit and four-hour parking are to be welcomed.
- The increased parking provision elsewhere on the seafront and on nearby roads has made life easier for day trippers.
- Better provision for public transport, and in particular the bus stop immediately outside the Pier gates, has been received well.
- The roundabout at the junction between The Beach and Alexandra Road does create a more pedestrian friendly space between the Pier and Pier Copse.

The following aspects are important to the Trust if changes are made.

- The provision and signposting of more disabled parking, closer to the Pier.
- Better publicity for the public car parks.
- Inclusion of an area where coaches can pick up and drop off.
- Encouragement for people to walk or cycle around Clevedon, rather than using cars.

- Clarity on where drivers can and cannot park, better communicated priorities (pedestrians / cars / cyclists) and more enforcement.

Cycle Lane - On the specifics of the cycle lane, it was considered it is not working as designed or connected to the Pier-to-Pier route. Suggestions on how this aspect can be improved are summarised below.

- Single one-way cycle lane running south, cyclists travelling north to use the carriageway with cars, lorries and vans.
- Relocate cycle path (one-way or contra-flow) to the eastern side of the road, adjacent to the houses and businesses.
- Put back some 'herring bone' parking.
- Force cyclists to slow down. Many cyclists are travelling too fast along The Beach.
- Complete the Pier-to-Pier cycle route by putting in a link to Salthouse Fields.

#### 5.2.4 Clevedon Rowing and Sailing Clubs

A representative from the Rowing Club met with Vicky Presland, the Project Director on 6 September 2023 at Clevedon Community Centre. The discussion focused on the scheme implemented at The Beach.

The rowing club often has to transport the rowing boats using trailers and when they are attaching the trailers to the vehicles they need to park across the promenade/access to bring the trailer up to the highway. Not only do the rowing boats have to exit to go to local rowing events but there are also occasions when there are visiting rowing boats. There have been occasions when this access has been blocked. They believe this is caused by the confusion over the buff markings and whether these are areas that can be parked on.

The rowing club is accessed every day and therefore they have observed behaviours that have been mentioned by others, including:

- Drivers not observing the one-way system;
- Cyclists travelling at speed and not using the implemented cycleway which is often obstructed by pedestrians, people waiting for coaches and those getting in and out of cars;
- Cyclists using the promenade, although they didn't feel this posed an issue; and
- The use of The Beach by camper vans.

AECOM did not speak to the Sailing Club directly but frequently made use of their Live Feed of The Beach over the course of the consultation period which we were very grateful for. They did, however, respond to the questionnaire and an extract of their comments is shown below.

*The sailing club require vehicle access to the clubhouse for emergency vehicles, deliveries, including towed boats, and maintenance vehicles. The scheme increased the dropped kerb which helped but unfortunately vehicles now park over the dropped kerb because there isn't any road marking, such as double yellow lines, to indicate*

*that they shouldn't. Originally, there was a yellow hatched box marked "coach drop off" and the vast majority of motorists respected this and did not park.*

*Members have noted that they feel unsafe parking with the cycle lane on one side and the road on the other. This is particularly acute with young children. Normally you would park next to the kerb and step out left to safety (particularly herding children that way). This is no longer the case and a number have reported nearly being hit by cyclists who are travelling in both direction on what is the inside of parked vehicles.*

*Before the seafront was made one way, most boats were towed up to Elton Road and away. They now have to be towed along the sea front and either along Marine Parade or up Alexandra Road. Marine Parade is a problem with all the parked vehicles and priority to oncoming vehicles when towing a long boat.*

*Alexandra Road is worse because it is 2-way, it is not always possible to pass oncoming traffic and has a blind summit. Alexandra Road is now very busy towards the Sea Front being the main vehicle access to Hill Road and Marine Parade. Members have noted that they often find themselves stuck facing oncoming traffic approaching around the blind bend. It is a long way to reverse with a long boat trailer and a sharp, blind bend when you get back to the sea front. It is surprising how many people are reluctant or unable to reverse their solo cars when you come face to face with them on Alexandra Road. To resolve this, Alexandra Road needs to be passable for 2 vehicles, so no parking on one side, or made one way.*

### **5.2.5 Clevedon Business Improvement District (BID)**

A representative from Clevedon BID, met with Vicky Presland, the Project Director on 6 September 2023 at Clevedon Community Centre. The BID project aims to attract people to Clevedon's town centre, Hill Road and Seafront shopping and leisure areas.

They wished to clarify their role in the project which was a conduit for information. Their input has not been summarised in this report as it focuses on the consultation process which is not part of this review.

### **5.2.6 Input from Local Councillors**

Clevedon West (Councillor Luke Smith) and Clevedon Walton (Councillor Michael Pryke) are the directly affected wards with Clevedon East (Councillor David Shopland) bordering the edge of the study area. There are two other wards – Clevedon South (Councillor Hannah Young) and Clevedon Yeo (Councillor Chris Blades).

Three local councillors - Councillor Luke Smith (Clevedon West), Councillor Michael Pryke (Clevedon Walton) and Councillor Chris Blades (Clevedon Yeo) have submitted a joint response which sets out their views and is summarised below.

They do not support the scheme and feel that it has led to Clevedon being on the national stage for the wrong reasons. They consider that the scheme breaches the Council's own policies, utilises unrecognised road markings, and is detrimental to the safety and character of the area. This policy failure has been highlighted by Audit West and they feel this is due to a lack of connection with the local community. Their position is that they want a complete reversal of the Seafront Scheme. *It is unclear whether they are simply referring to the scheme on The Beach or the wider scheme*

*as it is referred to as the Seafront scheme. The response was submitted at the end of consultation so there has not been an opportunity to clarify.*

Had the Seafront Scheme been subject to North Somerset Council's own policies, it would almost certainly have been rejected. They refer to DM32, DP1, DM47, DM60, DM61, SP4, SP5 in the 2038 Local Plan and the fact that the scheme is within the conservation area.

Other comments at a high level include:

- Inappropriate materials for the area and concern they are not salt water resistant.
- New parking is not safe for those with mobility impairments or those with children, highlighting that disabled parking often needs rear access.
- Removal of the 'view' which was a mental wellbeing asset.
- One-way system is frequently ignored, and the cycle lane is two-way, running counter to the traffic posing a significant risk.
- The road markings not recognised by the Highway Code and were described as "bizarre" by the RAC.
- Roundabout is redundant due to one-way system and insufficient clearance.
- The three crossings are not considered safe as they are unrecognised.
- 20mph limit is unenforceable.
- The wiggly lines are for comedic effect at best.
- The reduction in parking creates extra laps of the one-way system. Residential roads congested due to dislodged residents and businesses.
- Highlighted that residents are boycotting the area.

There were also comments on the previous engagement process which are not included in this report as it is focussed on a review of the implemented scheme.

AECOM is not aware of a response from Councillor Shopland and given Councillor Young's position of Executive Member for Highways and Transport, she has chosen not to provide comments as part of this review.

## 5.2.7 Bus Operators

The study area is served by bus services operated by First Bus, WESTlink, and Nailsea & District Community Transport.

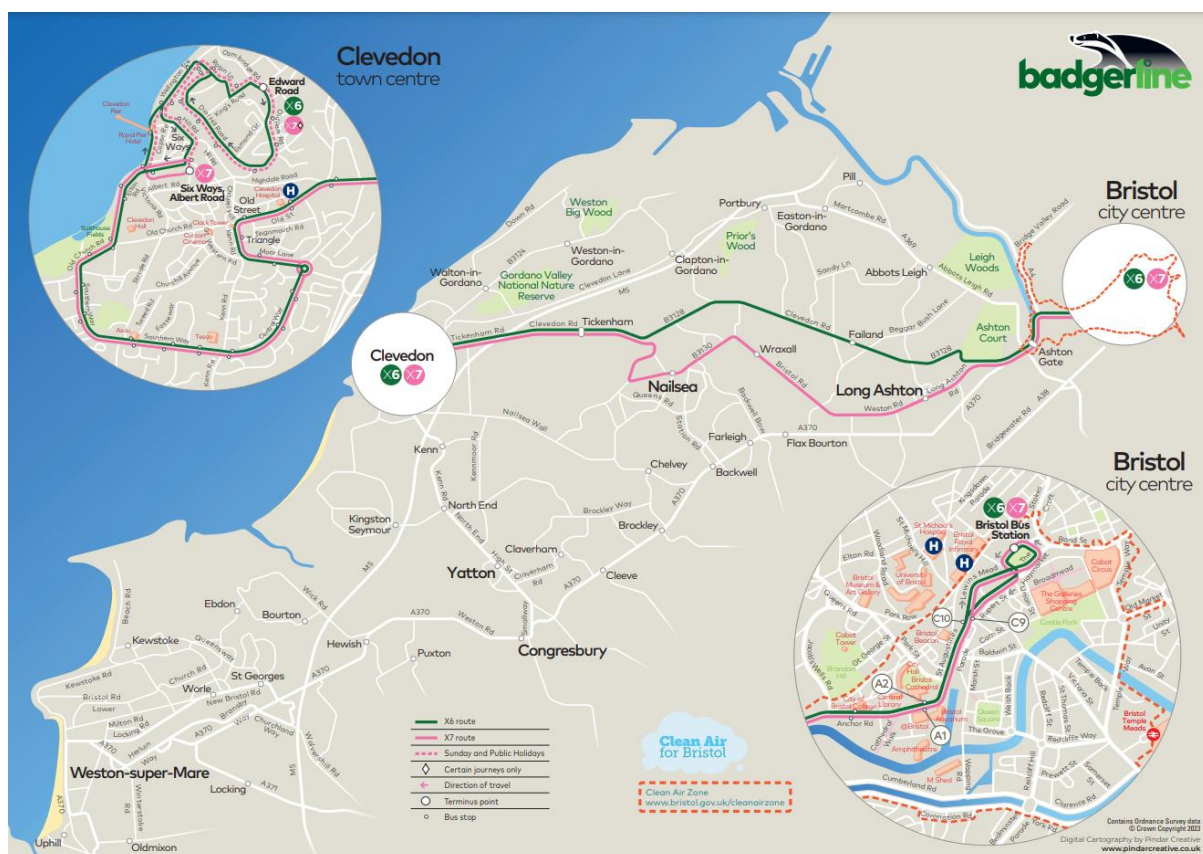
### 5.2.7.1 First Bus

First Bus operates bus route no. X6 and X7 which run through the study area. The route map is shown in **Figure 32**. Hence, First Bus was engaged to seek their view on the scheme. AECOM met a representative of First Bus, in a virtual meeting on 22 September 2023. The following comments were provided.

- Before the scheme was implemented, Hill Road and Bellevue Road were two-way roads with on-street parked cars. Buses were held up by weaving traffic

along the two-way road. Hence, bus services can operate better now in the one-way system without weaving between traffic along the roads.

- As bus stops were removed on Hill Road and Bellevue Road, it reduces connectivity of the services.
- Buses cannot make the turn from Marine Parade to Marine Hill due to the sharp turning radius (i.e. the hairpin turn), which results in less route choices for the service. As a result, buses need to go all the way up Wellington Terrace and come back down via Dial Hill Road to Hill Road which extends the journey time by 18 mins longer compared with going to Hill Road by making a turn at the hairpin junction.
- Concern that any road works on the one-way roads would affect the bus services.
- Wellington Terrace is narrow for buses (which is an existing problem, not a problem from the implemented scheme)



**Figure 32 – Route Map of Bus Route No. X6 and X7**

### 5.2.7.2 WESTlink

WESTlink is a bus service which has operated in Clevedon since April 2023. It runs without a fixed timetable or route and is booked ‘on demand’ by users through the WESTlink app or by phone. Passengers can get on or off at existing bus stops and at a number of easily accessible places.

WESTlink has confirmed that their Mercedes Traka 16-seater finds the roads in/around Clevedon very tight for their operations. They cannot easily make the manoeuvre from Marine Hill and Hill Road from Marine Parade as they take up most of the opposing carriageway. AECOM have assessed the junction using vehicle

swept path analysis, which suggests that their vehicles could undertake this manoeuvre, so it would be useful to look into this into greater detail on site to investigate if simple lining changes could alleviate their concerns as this would be an alternative for those with mobility impairments to avoid the time delay on the scheduled bus service.

### **5.2.7.3 Nailsea & District Community Transport**

Nailsea & District Community Transport operates an accessible minibus shopping service twice weekly for frail and disabled Clevedon residents, dropping people off at Tesco and Asda in the High Street of Clevedon. Passengers are typically 80 years old or older with a mobility impairment.

Minibuses have 12-13 seats and space for a wheelchair and a hydraulic wheelchair lift at the rear. The driver requires room to pull up to board and drop off passengers with mobility equipment. The driver has experienced difficulty pulling in along Elton Road to pick passengers up from Oaklands flats due to parked cars. In this case, the driver needs to pull in on the opposite side of the road from the pickup location. The passenger has to cross the road which is not ideal, desirable or advisable for the frail / disabled group.

An AECOM Engineer has undertaken a site visit to assess this situation and there are opportunities to utilise the double yellow lines which do not have loading restrictions to load and unload passengers in this situation when adjacent parking is full.

## **5.2.8 Schools**

### **5.2.8.1 Baytree School, Weston-super-Mare**

Baytree School is a Specialist School for children and young people who have Severe Learning Difficulties and/or Profound and Multiple Learning Difficulties. They support up to 72 learners aged between 3 and 19 years. Baytree School will be opening another campus shortly in Clevedon. For its older learners, the school promotes independent activities and therefore is interested in ensuring that the implemented scheme is available for their learners.

Vicky Presland met with the Headteacher on 11 September 2023 for a one-to-one meeting. The meeting focused on aspects of the current implemented scheme which would pose difficulties to their learners.

If they transported learners to The Beach or Hill Road then this would be in vehicles that have rear access and for some of their learners, they would access and egress the vehicle via the rear and their preference is for this to be via parallel parking rather than angled parking to protect the learner. Formal crossings are easier for teachers/parents to teach how to use than informal crossings. Where a formal crossing was provided then learners would be encouraged to use these facilities. Wide footways that are free from obstruction are preferable. A regular bus service is also advantageous for their older learners. The school is very keen to integrate into the local community and for the learners to make use of local facilities.

### **5.2.8.2 Clevedon School**

Clevedon School is a co-educational, comprehensive school for over 1,350 students aged 11-18.

Katrina Hoey, AECOM Stakeholder Engagement Consultant, met with five Sixth Form students aged 17 and 18 at the school on 4th October 2023 for a group

discussion on the scheme and to hear their views as younger members of the community.

## **The Beach**

The students have a varied relationship to the area with two of the students working part-time at businesses located on The Beach, four living in Clevedon itself and one living in a nearby town but often visiting to socialise with friends as well as to attend school.

They do not support the changes made to the Beach, including the one-way system and the reduction in parking. They consider that the measures have not been successful in reducing the number of people driving and congestion remains an issue. They stated the following feedback:

- Scheme was not a good use of funds, and the local community was not listened to during the initial consultation.
- For those students who work part-time at businesses on The Beach, there is a perception that the number of customers has reduced on weekends when it is raining. This may be due to the reduction in parking as people would prefer to drive in poor weather conditions rather than walking, wheeling or cycling and struggle to find a parking space. They understand that for some people, for example those with a disability, driving is necessary.
- While the new flowerbeds were liked, vehicles approaching from Elton Road have on occasion unintentionally mounted the pavement near the new flowerbeds.
- The additional crossings at The Beach are welcomed, however a formal crossing would be preferred over the current informal crossings.
- It was felt that purpose of the buff markings and wavy lines are not clear and confusing.
- Use of the colour beige makes the measures look unfinished.
- Many cyclists do not use the cycle path and continue to use the road. They also felt that the width of the pavement is big enough that it could be dual use for both pedestrians and cyclists, allowing the parking to return to its previous layout.
- They considered that the roundabout is too small and unsafe with vehicles often not giving way – a junction at the Marine Parade entrance would be preferred.

## **Hill Road**

Hill Road changes have been better received by the students with many of them supporting the one-way system and parklets. However, the loading bay and disabled spaces are often misused.

The one-way systems work well on the roads where space is limited due to parked car (with the exception of The Beach). The implementation of 20mph speed limits is also supported.

The increase in bus journey times is inconvenient however, it was recognised that in some cases it is necessary to allow narrow roads, such as Hill Road, to remain one-way.

### 5.3 Consultation questionnaire analysis and responses

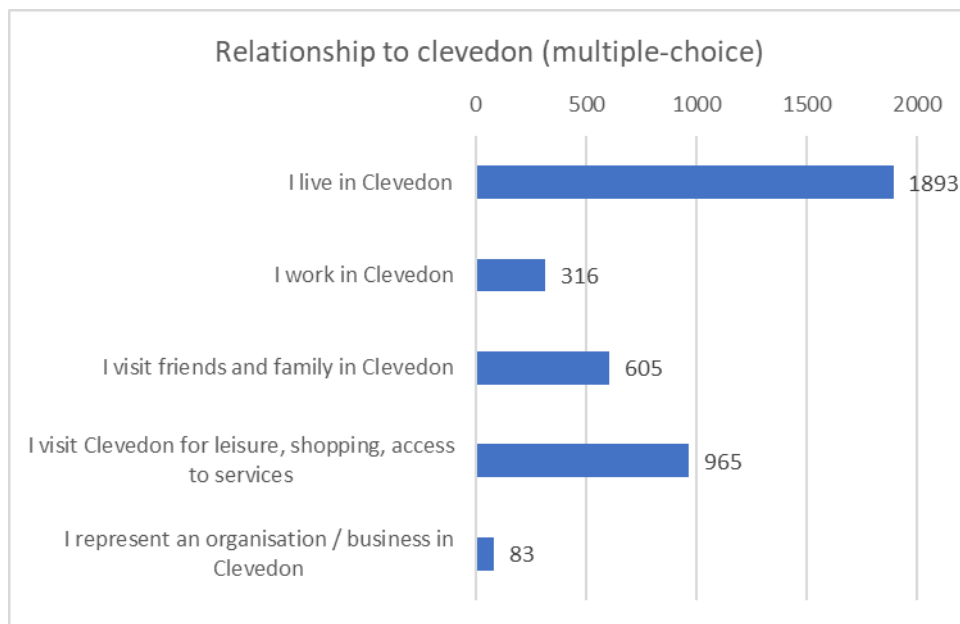
The public consultation ran from 14 August to 25 September 2023. A questionnaire was produced to gather feedback on the existing scheme, including the 20mph restrictions, one-way system, changes to bus routes, changes to The Beach, and changes to Hill Road.

The questionnaire was available to complete online, at the in-person event on 6 September 2023 at Clevedon Library, and on request via email or phone.

There were **2,790** questionnaires submitted in total. **123** of these were paper copies submitted either by post, at the in-person event, or at the deposit box in Clevedon Library.

#### 5.3.1 ‘About you’ questions

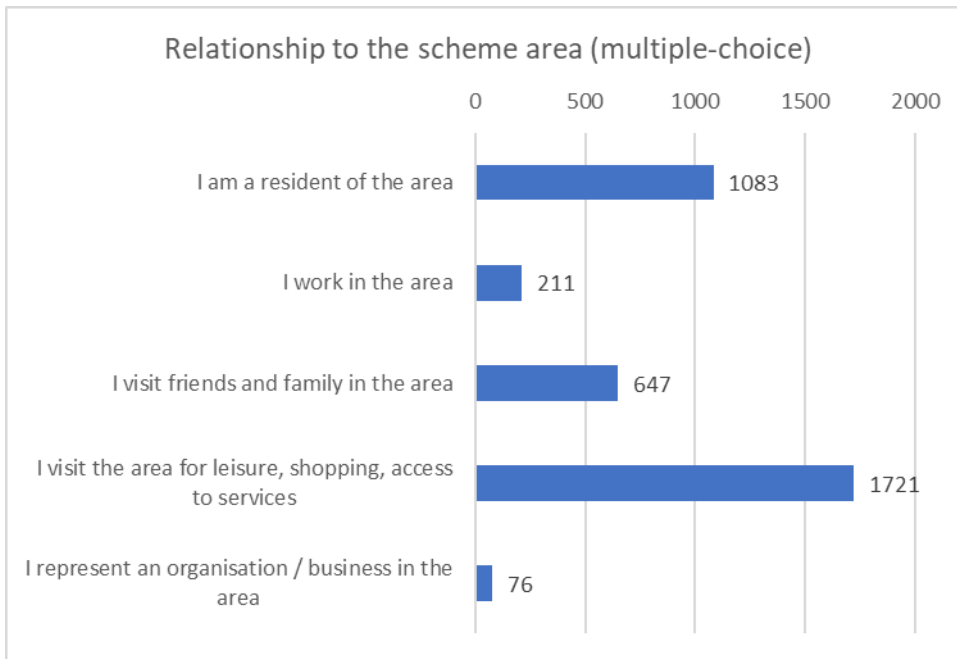
Question 1 asked what the respondent’s relationship to Clevedon is (see **Figure 33**). People could select multiple options, for example if they live or work in Clevedon.



**Figure 33 – Relationship to Clevedon**

Question 2 asked what the respondent’s relationship is to the specific area for this scheme i.e. Hill Road, The Beach, and the neighbouring roads (see **Figure 34**). People could select multiple options for this question if more than one applied.

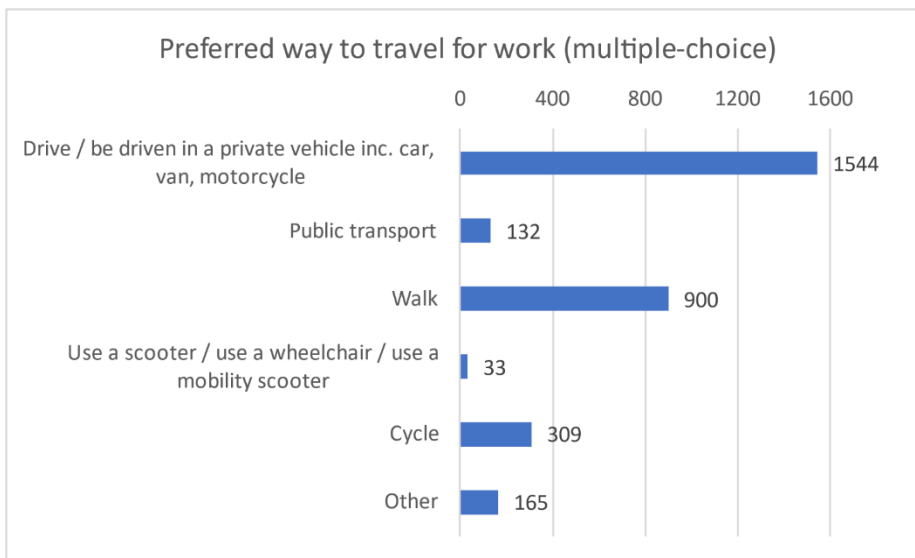




**Figure 34 – Relationship to the specific area**

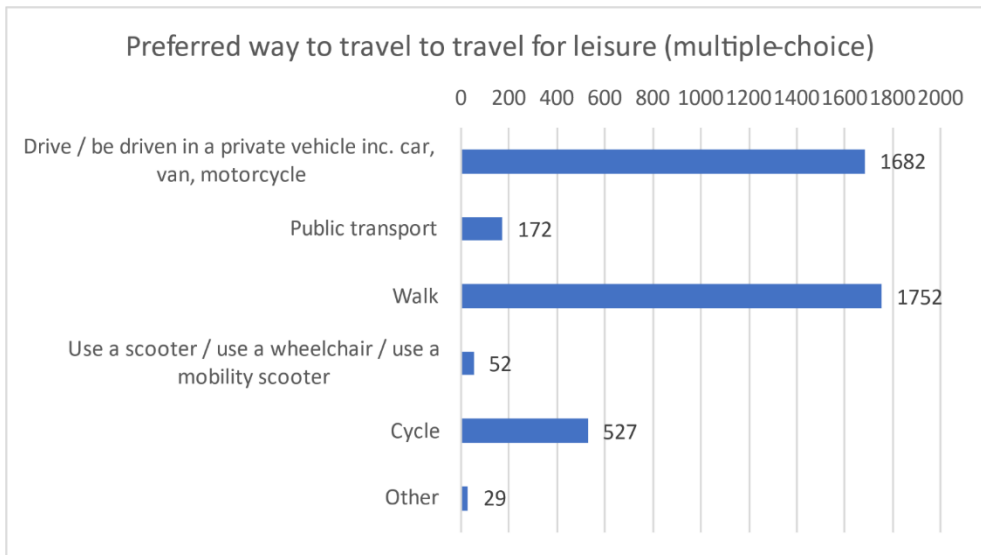
Question 3 asked for the respondent’s postcode to help understand if there are differences based on location. For data privacy, these are not included in this report.

Question 4 asked the respondent’s preferred way to travel for work in Clevedon (see **Figure 35**).



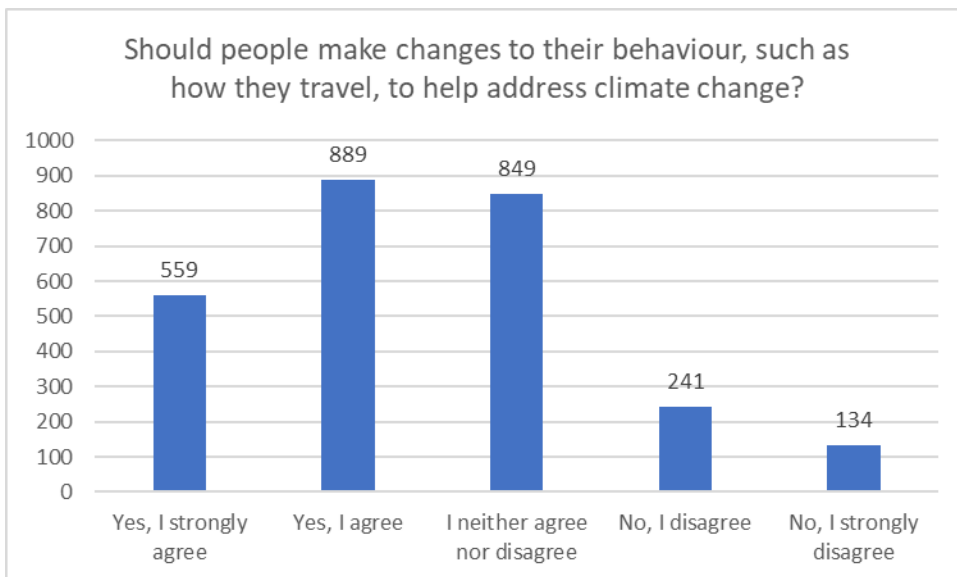
**Figure 35 – Preferred way to travel for work**

Question 5 asked the respondent’s preferred way to travel for leisure in Clevedon (see **Figure 36**).



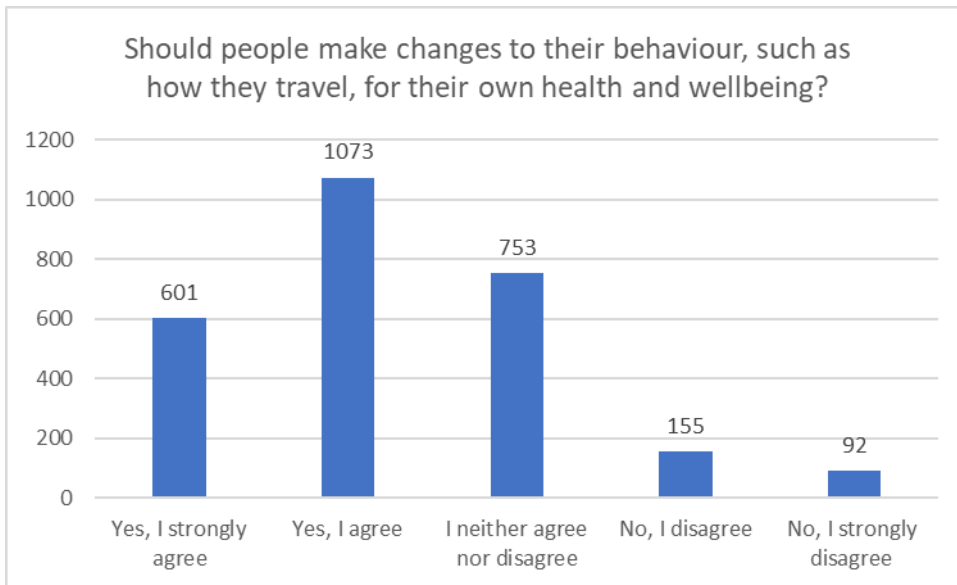
**Figure 36 – Preferred way to travel for leisure**

Question 6 asked the respondent’s opinion on whether people should make changes to their behaviour, such as how they travel, to help address climate change (see **Figure 37**). This shows that the local community do feel that there should be changes to address climate change with 54% responding positively and a further 32% maintaining a neutral position.



**Figure 37 – Behaviour change in a personal capacity to address climate change**

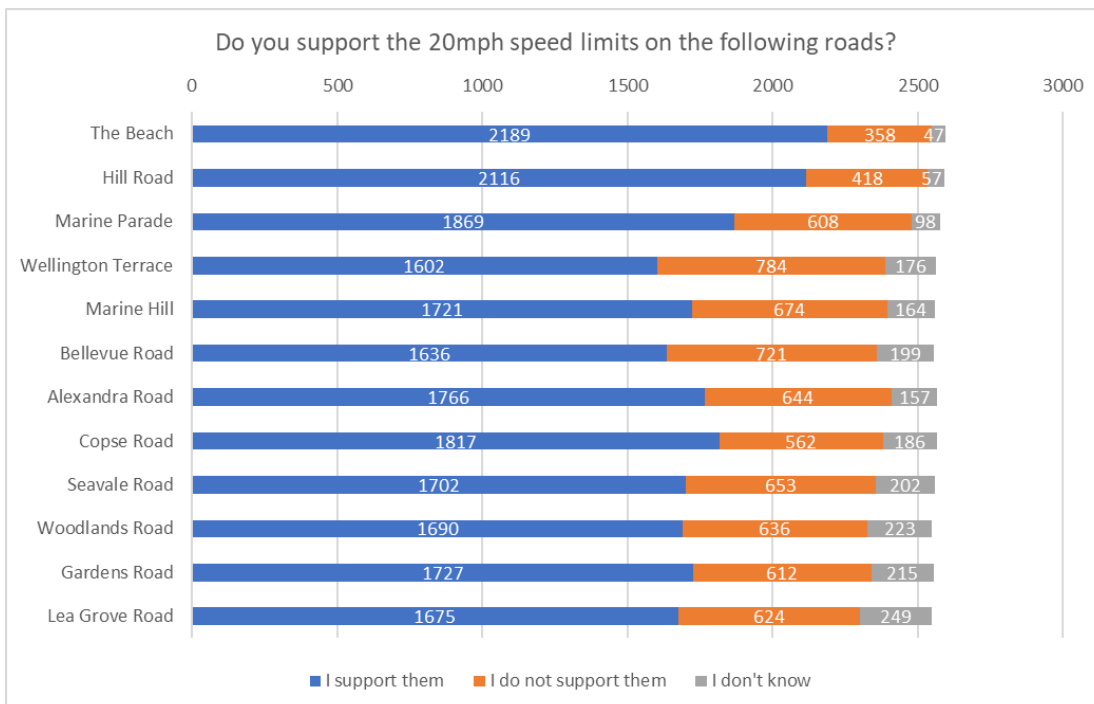
Question 7 asked the respondent’s opinion on whether people should make changes to their behaviour, such as how they travel, for their own health and wellbeing (see **Figure 38**). Again, a strong positive response with 63% responding positively to changing their behaviour for their own wellbeing and 28% answering in a neutral position.



**Figure 38 – Behaviour change for their own health and wellbeing**

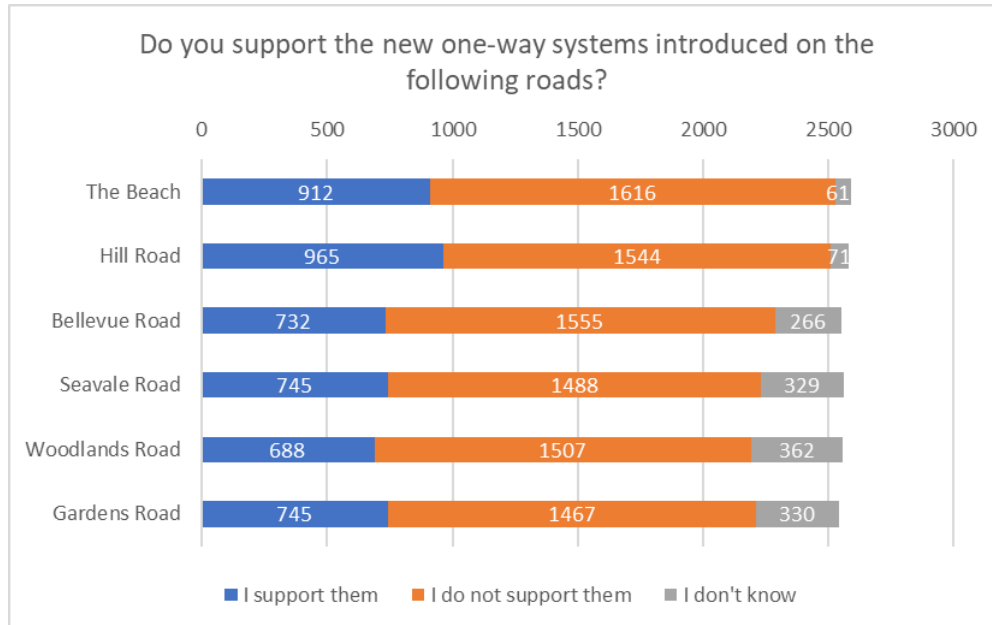
### 5.3.2 Questions about the scheme

Question 8 asked respondents to indicate whether they support the 20mph speed limits on roads in Clevedon (see **Figure 39**). The majority of respondents indicated that they do support this on all of the roads.



**Figure 39 – Support for 20mph speed limit**

Question 9 asked respondents to indicate whether they support the new one-way systems on roads in Clevedon (see **Figure 40**). The majority of respondents indicated that they do not support the one-way systems on any of the roads.



**Figure 40 – Support for one-way system**

Question 10 asked for comments about the changes to bus routes, including the new and removed bus stops. The most frequent topic of each overarching theme is shown in **Table 2**. A summary of the key themes and topics is provided in **Appendix B**.

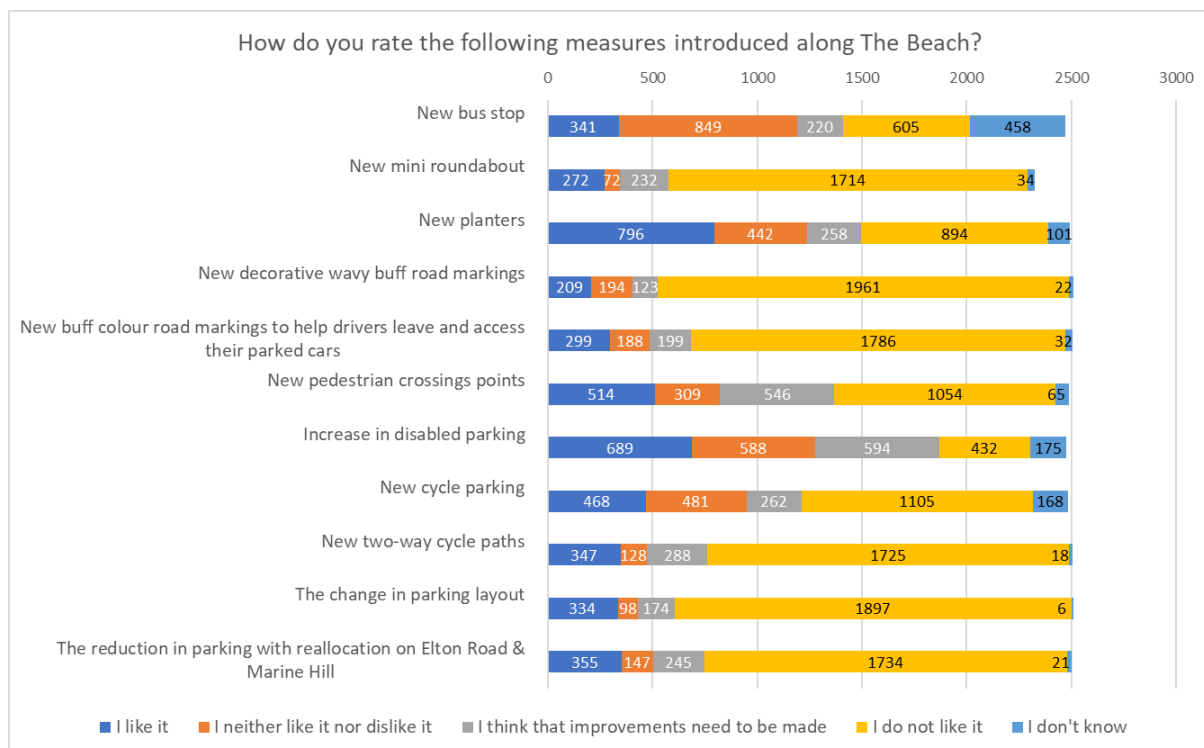
The most common theme was the request to return the bus routes to how they were previously, with the lack of accessibility for elderly residents and those with mobility issues and the suggestion to make the bus services more regular the top themes.

**Table 2 – Key themes and topics about bus route changes**

Overarching theme	Topic	Frequency
Accessibility impacts	Bus routes are no longer accessible to elderly residents	53
Consistency	Buses cannot be relied upon	36
Economic impact	Poor value for money	25
Eye sore	Double decker buses are unpleasant	8
General opposition	Request to return bus routes to how they were previously	62
General support	New bus stop location is an improvement next to pier	26
Impacts on businesses	New scheme disadvantages businesses	22

Overarching theme	Topic	Frequency
Negative environmental impact	One-way system increases pollution	32
Not relevant	General bus complaints	8
Other	Relevant data has been suggested to be reviewed	0
Relevant	Use bus less due to changes	4
Safety concerns	Pier bus stop is in a dangerous place	15
Suggestion for improvement	Make bus services more regular	48

Question 11 asked respondents to rate a number of different measures along The Beach (see **Figure 41**). The wavy road markings, the change in parking layout, the reduction in parking, the cycle paths, and the mini roundabout had the highest number of responses, indicating that respondents do not like the measures.



**Figure 41 – Sentiment for interventions along The Beach**

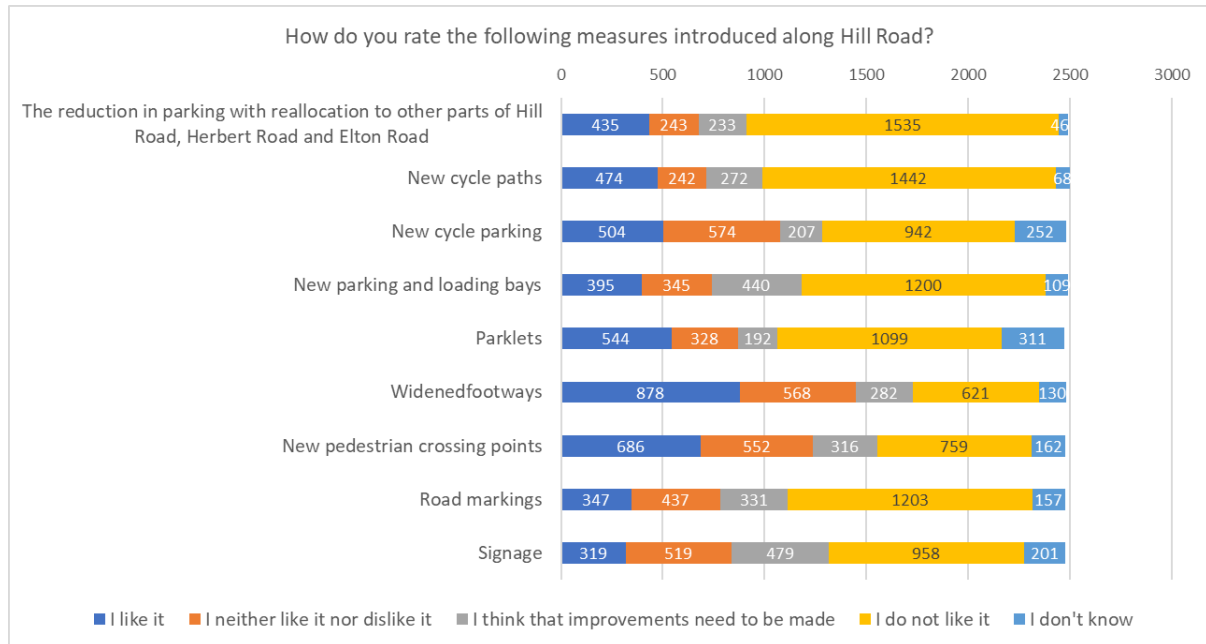
Respondents were then asked if they had any comments. The most frequent topic of each overarching theme about The Beach is shown in **Table 3**. A summary of the key themes and topics is provided in **Appendix C**.

The most common theme was that there was no issue with the layout previously, with difficulty parking, pedestrian and cyclist safety issues, and people’s inability to enjoy the seafront anymore top themes.

**Table 3 – Key themes and topics about The Beach**

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
General Opposition	There was no issue previously	364
Cost	New scheme is a poor use of money	170
General Support	New layout is an improvement	104
Parking Issues	Unable to find parking	240
Accessibility impacts	New scheme disadvantages the elderly and disabled	146
Signage	Signage is currently unclear	47
Pedestrian Issues	Pedestrian crossings should be clearer	140
Cycling / Cycle Lanes	Cyclists prefer cycling on street, not cycleway	175
Amenity	People are unable to enjoy the area anymore e.g. looking out to sea	193
Safety concerns	Pedestrian and cycle safety has decreased	202
Suggestion for improvement	New parking scheme suggested / replace old parking	46
Environmental impacts	Increases pollution	39
Consultation Issues	Scheme is not thought out and does not suit the needs of the locals	68
Aesthetic	The road maintenance will not be upkept	1
Other	No new changes should be made due to cost	10

Question 12 asked respondents to rate a number of different measures along Hill Road (see **Figure 42**). The reduction and reallocation in parking, new cycle paths, new loading bays and road markings had the highest number of responses, indicating that respondents do not like the measures.



**Figure 42 – Sentiment for measures along Hill Road**

Respondents were then asked if they had any comments. The most frequent topic of each overarching theme about Hill Road is shown in **Table 4**.

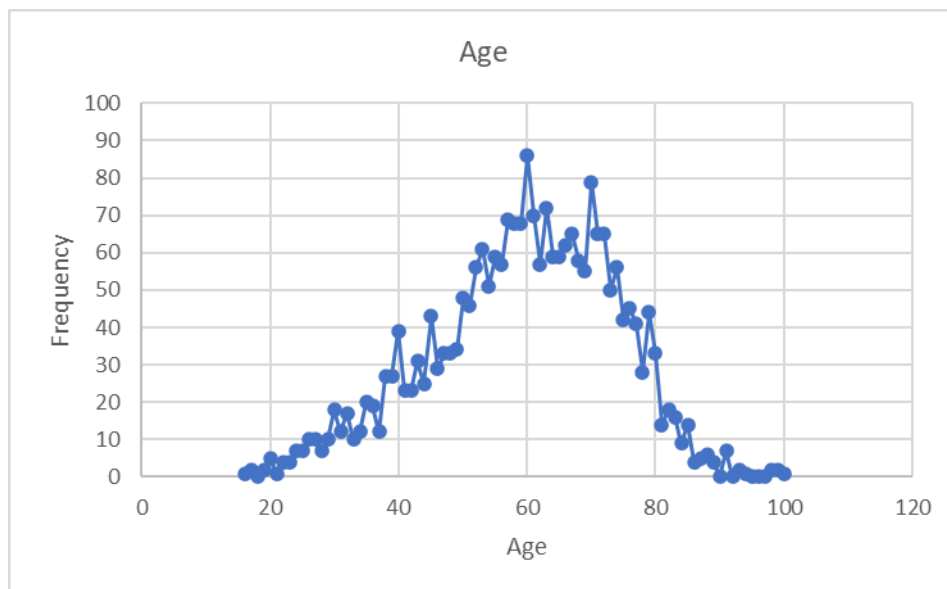
The most common theme was that the scheme is not well thought out for use by the public and businesses, with issues with car parking availability, support for the new layout, and also that there was no issue with the original layout as top themes.

**Table 4 – Key themes and topics about Hill Road**

Overarching theme	Topic	Frequency
General opposition	Scheme is not well thought out for use by the public and businesses	255
Suggestion for improvement	Improved signage/markings	45
General support	New layout is an improvement	131
Road access	Confusion due to one-way system	66
Car parking	Car parking availability has worsened	145
Access to properties	Request for resident parking permit scheme or similar	3
Loading and servicing	Congestion caused by loading	80
Cycling	General opposition to new cycle facility	81
Parklets	Oppose removal of parking spaces for parklets	88
Safety concern	Confusion surrounding pedestrian crossings and associated road markings	61
Accessibility impacts	New scheme disadvantages the elderly and disabled	56

### 5.3.3 Demographic questions

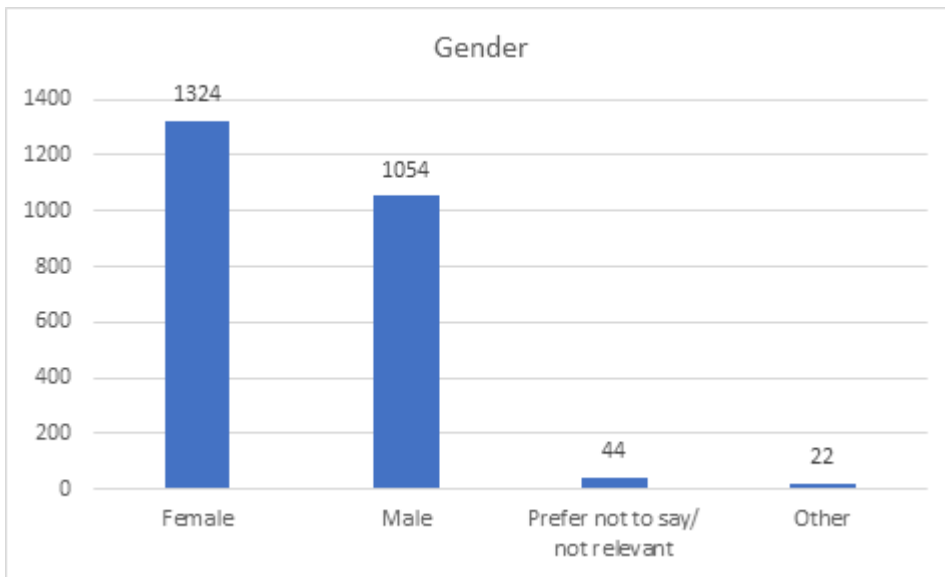
Question 13 asked for respondents' age (see **Figure 43**).



**Figure 43 – Age of respondents**



Question 14 asked for respondents' gender (see **Figure 44**).



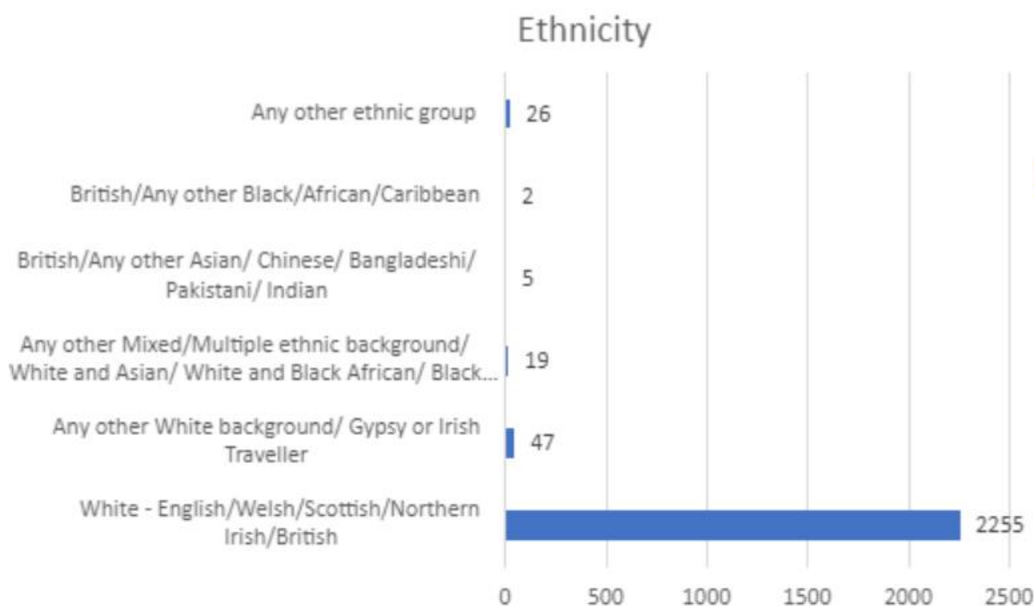
**Figure 44 – Gender of respondents**

Question 15 asked if the respondent has any physical or mental health conditions or illnesses lasting or expected to last 12 months or more.

Question 16 asked whether any conditions or illnesses reduce the respondent's ability to carry out day-to-day activities.

Question 17 asked whether the respondent looks after or gives any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age.

Question 18 asked for the respondent's ethnicity (see **Figure 45**).



**Figure 45 – Ethnicity of respondents**

During the public meetings and the drop-in surgery, there were two measures per area that were discussed the most. These were the two-way cycle path and the change in parking layout for The Beach, and the one-way system and the widened footways for Hill Road.

The average age of respondents that like / support these measures is slightly lower when compared to those who do not like / do not support them. The average age of respondents that think improvements are needed is also slightly higher when compared to those that like / support these measures.

### **The Beach - Change in parking layout**

The average age of (330) respondents that like the change in parking layout is 67, The average age of (1825) respondents that do not like the change in parking layout is 72 and the average age of (167) respondents that think improvements need to be made to the parking layout is 77.

### **The Beach - New two-way cycle paths**

The average age of (343) respondents that like the new two-way cycle paths is 67, The average age of (1654) respondents that do not like the new two-way cycle paths is 73 and the average age of (282) respondents that think improvements need to be made to the new two-way cycle paths is 71.

### **Hill Road - Widened footways**

The average age of (870) respondents that like the widened footways is 70, The average age of (588) respondents that do not like the widened footways is 73 and the average age of (271) respondents that think improvements need to be made to the widened footways 78.

### **Hill Road – One-way system**

The average age of (915) respondents that support the one-way system is 70, The average age of (1431) respondents that do not support the one-way system is 73.

## 6. Adherence with Council Policies

AECOM has been asked to review the implemented schemes against the following Council policies. This review has taken place against the high-level objectives of each policy.

### 6.1 Joint Local Transport Plan 4

The Joint Local Transport Plan 4 (JLTP4) – led by the West of England Combined Authority, working with Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire councils – sets out the vision for transport up to 2036. The strategic objectives are –

- Act against climate change and address poor air quality
- Support sustainable and inclusive economic growth
- Enable equality and improve accessibility
- Contribute to better health, wellbeing, safety and security
- Create better places

The overall aim of the plan is to ensure that transport is carbon neutral by 2030 and highlights that the transport sector is the largest single source of carbon emissions in the Southwest at 32%.

The plan discusses how existing transport corridors should have more space reallocated to buses, pedestrians, and cyclists so the implemented scheme accords with this vision.

The plan also aims to ensure that public spaces will be greener, cleaner, people focused places that are no longer dominated by vehicles. The implemented scheme again sought to achieve this although the practicality of the existing usage means that in reality this aim has also created unforeseen consequences.

On page 85 in the plan, it identifies that in progress are “further linkages from Clevedon to the strategic cycle network” which references the link from Weston-super-Mare to Clevedon (the Pier-to-Pier project). The implemented scheme was created to provide an infill for this wider project although the Pier-to-Pier project is still not complete in other sections outside this study area (due to be completed later in 2023).

The LTP4 talks about Personalised Travel Planning and a number of engagement tools to use with communities to promote behavioural change. It may have been beneficial to include these tools when the scheme was being developed to better consider behavioural change as part of the design process.

Although Clevedon is not specified, there is a section on improving the West of England’s historic streets by reducing the volume of traffic, which goes on to state that schemes should be designed sympathetically. The implemented scheme meets this objective although the material choice could have been more sympathetic in places to maintain the feature of the seafront area. Restricted budget is likely to have affected the material palette.

Wayfinding signing is also encouraged and there have been numerous reports that the signs could have been improved, especially those directing drivers to the car parking facilities.

In summary, the implemented scheme did comply with the Joint Local Transport Plan 4. Readers of this report may be surprised with this conclusion given the strategic objective to “Enable equality and improve accessibility” but this talked about access to all sectors of the community and does not focus specifically on those with protected characteristics, so on balance the implemented scheme is considered to conform with this objective.

## **6.2 West of England Local Cycling and Walking Infrastructure Plan**

The plan (LCWIP 2020-2036) proposes the capital investment into cycling and walking within the plan period (up to 2036) and can be regarded as a sub-plan of the Local Transport Plan 4. The plan identifies the types of improvements that it expects to see in the investment areas and most of the measures used in Clevedon are highlighted in this plan (with the exception of the buff markings on The Beach, which AECOM understand were installed to deal with a design issue as the scheme was being implemented).

The implemented scheme in Clevedon is not shown in the walking or cycling improvement section of the LCWIP.

## **6.3 North Somerset Council Active Travel Strategy**

NSC has four key objectives in this strategy.

- 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.

And then specifies the following outcomes as success factors.

- High-quality walking and cycling networks are delivered, enabling residents and visitors to make active journeys more frequently, with improved public realm and access to local shops, facilities and green spaces.
- Safety and perceptions of safety are addressed through improved infrastructure and suppressed demand for active travel is released through reallocated street space to improved walking and cycling facilities, as well as to public transport interchanges such as bus stops and railway stations.
- Awareness is increased, supported by a strong, consistent media campaign showing the active travel options available. Residents are supported to make changes using education, training and publicity.
- Road safety awareness will also be increased through an ongoing positive campaign that highlights the needs and safety of pedestrians and cyclists.

- Improved physical, mental health and wellbeing of residents through increased regular walking and cycling, making a healthier, happier and more resilient North Somerset.

**Commentary** – There is no doubt that the concept scheme aimed to deliver against these objectives. However, the lack of engagement on the detail of the scheme at an early stage led to many alterations and the lack of carriageway width has created an area where the active travel reallocation has been compromised by the behaviour of other road users. With The Beach, the objectives were more difficult to achieve due to having to accommodate so many user's requirements, but Hill Road has seen a more successful reallocation with many residents talking about a more vibrant area being created.

A number of the objectives are difficult to evidence due to a lack of 'before' information and the difficulty of measuring the impact of other external factors (see **section 8** - Economic evaluation)

#### **6.4 Highways and Transport Asset Management Strategy**

The Highway and Transport Asset Management Policy directs asset management to achieve the organisational Business Plan and to balance and satisfy the needs of stakeholders in respect of: -

- Public and employee safety
- Sustainable, long-term serviceability of the assets
- Optimum whole life cycle cost of providing the service
- A satisfactory efficiency gain
- Environmental impact and minimal public nuisance
- Regulatory performance

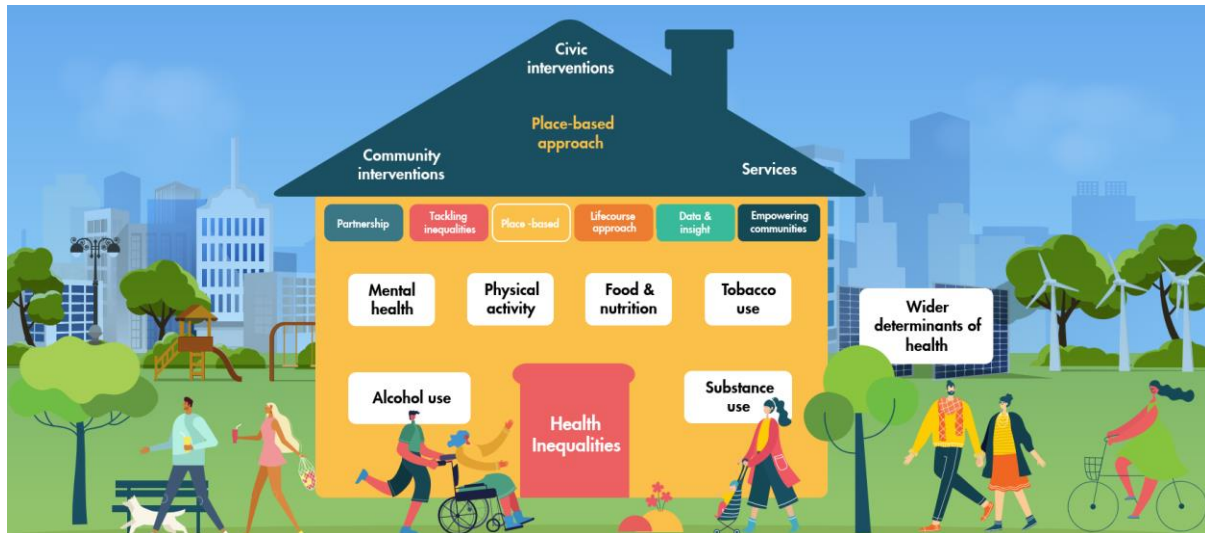
**Commentary** – There were some material choices which could be seen as not working in harmony with the policy, including the use of anti-skid surfacing (buff markings). Anti-skid surfacing in this location will be problematic due to the pattern requiring a hand laid approach in places, which makes it more susceptible to wear and tear.

The planters also will require ongoing maintenance or redesign due to their frequent damage.

There have been many comments that the scheme did not reflect the Victorian architecture, but the policy is not explicit in terms of material choice in this respect, so the implemented scheme does comply with the policy.

## 6.5 Relevant Health Policies relating to Clean Air and Active Travel

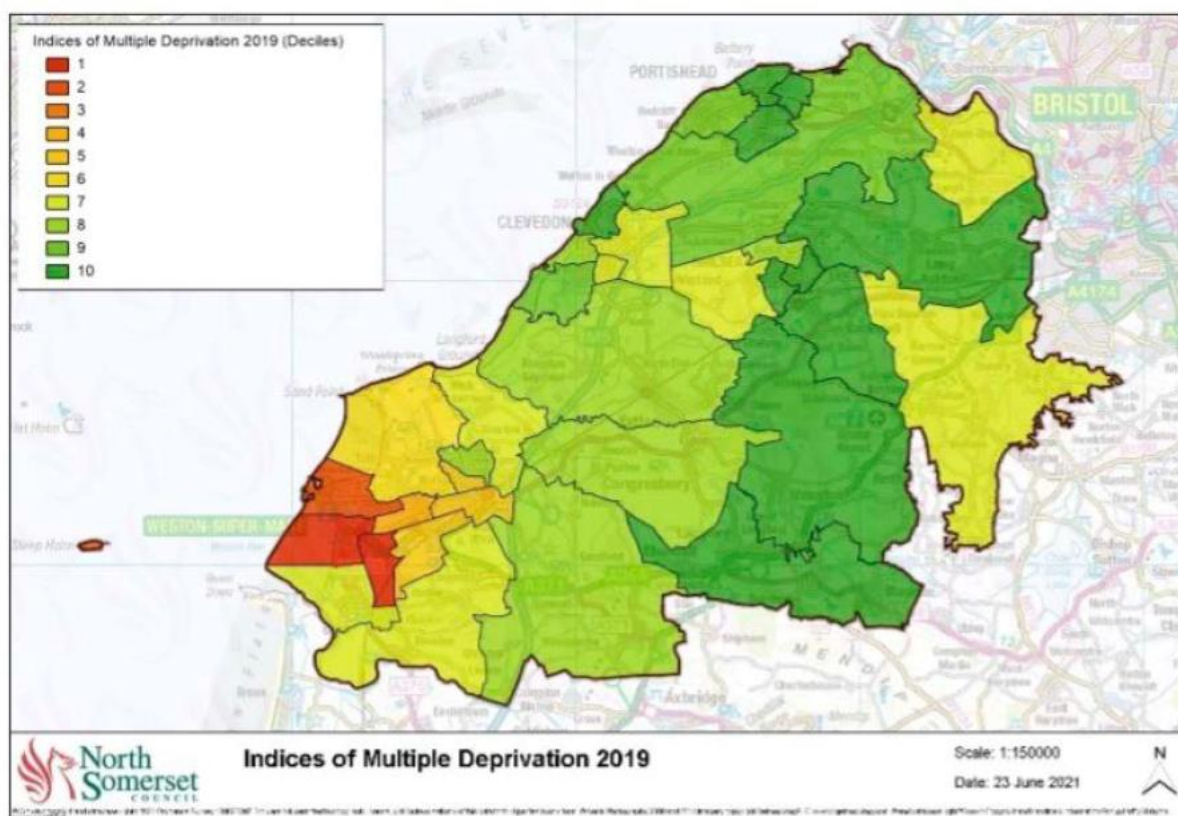
The North Somerset Joint Health and Wellbeing Strategy 2021-2024 (HWBS), sets out the vision, shared ambitions, principles and actions the council will take to improve health and wellbeing and reduce health and inequalities across North Somerset. This includes a number of policies relevant to the impacts of active travel. The below image (**Figure 46**) is a useful summary of the policies highlighting the six strands of the vision and their action areas.



**Figure 46 – NSC approach and priority areas in the Health and Wellbeing Strategy and action plan**

In the action plan contained within the HWBS there is a commitment to support the council’s Active Travel Strategy. In terms of Clevedon, it is an affluent community as illustrated by **Figure 47**. If the original driver for the scheme had been the HWBS, then it is likely that other parts of North Somerset would have been prioritised due to greater local needs.

There is an opportunity to implement a number of the behavioural change initiatives in the HWBS action plan in Clevedon. Unfortunately, this review has shown that a number of people believe their well-being has suffered due to the implementation of the scheme, particularly on The Beach. The enjoyment of so many given the previous angled parking with the associated view and the positive impact on mental health feels like it was underestimated in the original scheme and therefore this aspect does not accord with the vision in the HWBS. In contrast, other aspects have been more positively received and are likely to have positively contributed to the HWBS objectives – numerous people have cited ease of crossing with lower speeds and the one-way system.



**Figure 47 – Map of North Somerset showing indices of multiple deprivation (2019 deciles), showing the 10% most deprived**

## 6.6 North Somerset Economic Plan

The Economic Plan adopted in November 2020 has two priorities which are directly related to the Clevedon scheme.

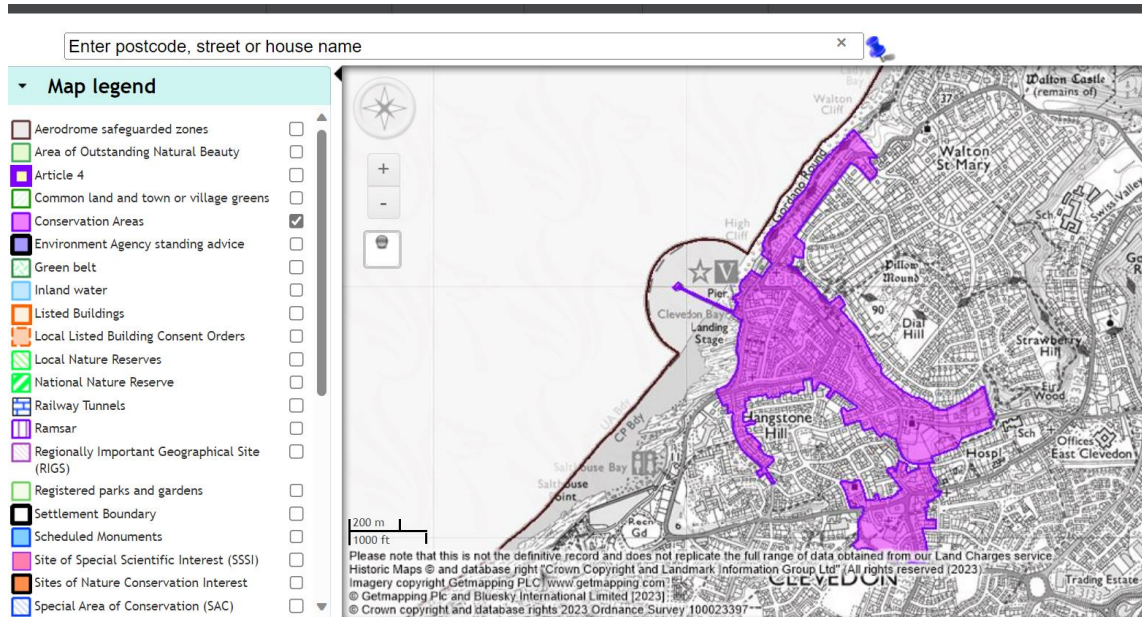
*Town centre transformation: Encourage our town centres to become thriving places to live, work and enjoy.*

*Mobility as a service: Develop wider access to on-demand transport, mobility services and carbon-efficient local delivery solutions.*

The economic impact of the scheme is discussed in **section 8**. However, considering the impact of external factors on the local economic situation, it is not believed that the implementation of the scheme has been detrimental to the priorities of this strategy.

## 6.7 Clevedon Conservation Area

It should be noted that the implemented scheme is situated within a Heritage area (see **Figure 48**).

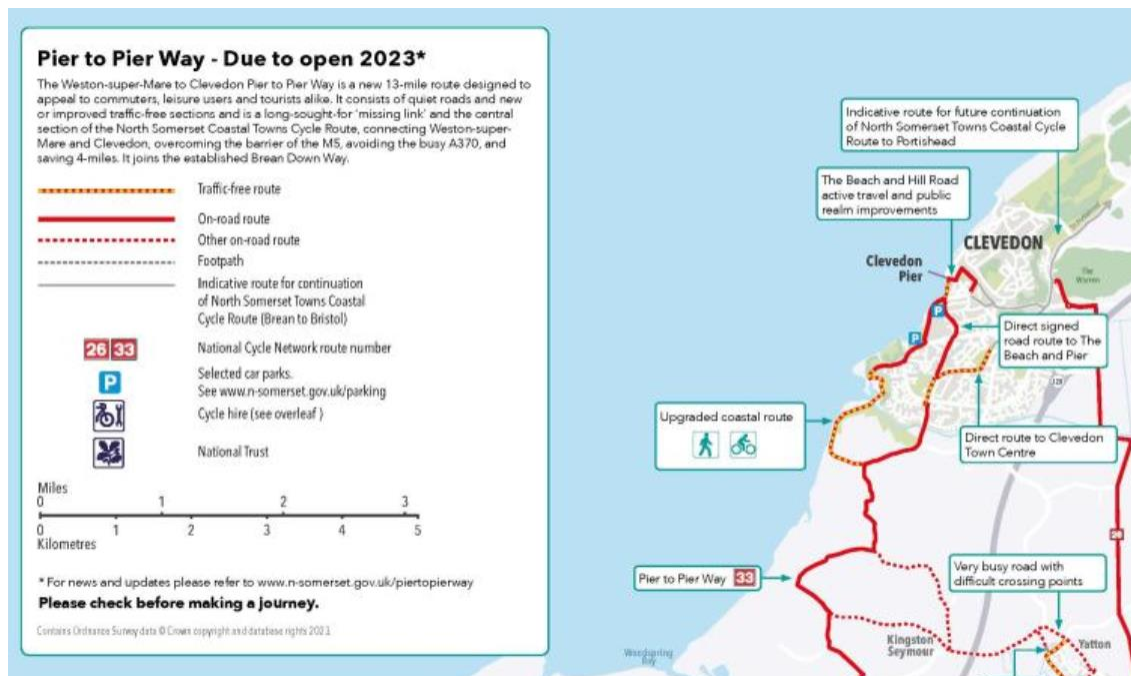


**Figure 48 – Conservation area extents of Clevedon**

AECOM is not aware of any specific policies in respect of material choices within the public highway in Clevedon for Highway led schemes.

### 6.8 Pier-to-Pier Project

One of the original drivers of the scheme was to link The Beach into the Pier-to-Pier Way, a new 13 mile cycle route linking Weston-super-Mare to Clevedon aimed at commuters, leisure users, and tourists, shown on **Figure 49**.



**Figure 49 – Extract of drawing showing Pier-to-Pier Way**

The project is long standing, and seen as a significant missing strategic cycle route, first proposed by Cyclebag / Sustrans in 1979. A 2002 report by Sustrans for North Somerset identified Clevedon Seafront as part of the future coastal route in North Somerset.



The Pier to Pier Way consists of quiet roads and new or improved traffic-free sections and is a long-sought-for 'missing link' and the central section of the North Somerset Coastal Towns Cycle Route, connecting Weston-super-Mare and Clevedon, overcoming the barrier of the M5, avoiding the A370, and saving 4-miles.

**Figure 49** shows the implemented scheme as a traffic free route with on road routes either side on Elton Road and Alexandra Road. There are no immediate plans to provide traffic free routes to connect into The Beach. The cycleway finishes at the roundabout at the junction of the B3130 / Alexandra Road / Elton Road and Linden Road.

The Pier to Pier Way is yet to open, meaning the Clevedon scheme has yet to realise the additional benefits of this wider scheme or the significant increase in walking, cycling and tourism numbers, an estimated 70,000+ individual trips per annum along the Pier to Pier Way. The route is programmed for completion in the near future.

## 7. Adherence with Original Scheme Objectives

The original scheme had a number of explicit objectives, and AECOM were asked to review each of these and determine whether the objective has been met or not based on their technical and policy reviews and the public consultation feedback.

### 7.1 Reallocation of road space for walking and cycling – to include a design that is suitable for significant numbers of cycles and non-standard cycles

Location	Commentary against scheme objectives	Objective met or not
The Beach	There was a reallocation of road space to cycling and this provided a more attractive space for pedestrians in areas.	Objective met
Hill Road	The widened footways have been supported and were a clear, positive reallocation of road space.	Objective met
Other roads	The provision of contra-flow cycle routes demonstrates a reallocation of road space.	Objective met

### 7.2 Provide a cycle route that is coherent, direct, safe, comfortable, and attractive

Location	Commentary against scheme objectives	Objective met or not
The Beach	The width of the cycle route is compromised by the bollards placed at regular intervals and at each end. Entry onto the facility can be confusing for non-residents. The behaviour of pedestrians, those waiting for coaches/buses, and those exiting parked vehicles distracts from the safety and attractiveness of the route as cyclists need to be constantly aware of unexpected activity from the periphery. This has led to the use of the road in both directions by more experienced cyclists. In turn, this has created frustration from other users as it is suggested cycle speeds have increased due to their confidence that the use of the road is direct, attractive, and has less conflict points than previously.	Objective not met
Hill Road	The cycle provision (with carriageway approximately north to south and contra-flow cycle route approximately south to north) is coherent, direct, and attractive. Safety is compromised by the frequent contravention of the waiting restrictions by vehicles loading and unloading at	Objective met

Location	Commentary against scheme objectives	Objective met or not
	<p>adjacent businesses and those visiting the businesses. This was clearly evidenced in the video footage. Enforcement of the restrictions is still very recent and it may be that these issues will naturally settle over time. The cycle route is direct, with the exception of the loading bay outside Sainsbury's. Evidence from the video analysis showed that the use of the road by cyclists was low (refer to <b>Figure 5</b>)</p>	
Other roads	<p>Other roads – The questionnaire did not have an open comment box after the question on one-way systems with the contraflow cycle route so it is difficult to drill down into the detail on what particular aspects of the one-way systems the local community do not like. However, it is fair to say that there was little discussion about the one-way systems and the contra-flow cycle routes which were not on Hill Road or The Beach at either the public meetings, our site observations, or the drop-in day.</p>	Objective met

### 7.3 Mitigate any negative impacts on disabled people or those with protected characteristics.

Location	Commentary against scheme objectives	Objective met or not
The Beach	<p>Disabled groups have been particularly affected by the new arrangements. Although it is accepted that the parking provision for disabled people has increased the bays are often not available due to inconsiderate parking by others, especially if space is needed to lower a ramp at the back of a vehicle. This may settle down with more parking enforcement.</p> <p>The Beach is a popular destination for many to enjoy the view and enjoy refreshments from a local eatery. There is significant anecdotal evidence of people with a range of disabilities visiting this area in particular.</p>	Objective not met
Hill Road	<p>For people with mobility issues or other disabilities who need to alight from public transport as close as possible to Hill Road, an increased journey time of 18 minutes represents a significant disbenefit. Conversely, the additional space created for pedestrians has assisted disabled people when they wish to use the shops. There are public transport alternatives to the scheduled</p>	Objective met

Location	Commentary against scheme objectives	Objective met or not
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services which address the increased journey time in part, including WESTlink and the Nailsea and District Community Transport. Further publicity of these options could further mitigate against any disadvantage felt by these groups in the community.

Other roads	The one-way systems are generally regarded as being easier to cross. Speeds on these roads are generally low due to the nature of the road.	Objective met
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#### 7.4 Enable people to safely access local attractions and shops whilst maintaining social distancing

Location	Commentary against scheme objectives	Objective met or not
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The Beach	<p>The environment outside The Pier has been generally well received, especially the location of the bus stop. There is a local issue with the use of the yellow lines by disabled drivers opposite the bus stop, but the introduction of loading restrictions on these lines is expected to mitigate against this. This has been reported by Clevedon Pier and Heritage Trust, and First Bus, as well as being observed on the video footage.</p> <p>There have been issues with access to the Sailing Club, Rowing Club and other clubs that use the tow path as their access, which has been blocked on occasions. Again, this was observed in analysis of the video footage and commentary provided in the questionnaire by all the local clubs who use these amenities.</p>	Objective partially met
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Hill Road	People are able to safely cross Hill Road in order to access local shops, attractions, and other amenities.	Objective met
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Other roads	It is not possible to assess from the questions asked in the questionnaire.	Unable to draw conclusion
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#### 7.5 Economic recovery by enabling more people to safely visit local shops and by making it a more attractive destination

Location	Commentary against scheme objectives	Objective met or not
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The Beach	<b>Section 8</b> of this report provides more detail about the economic situation as this is influenced by other factors than simply the implemented scheme. There are more conflict points along The Beach compared to the previous layout, although this does not pose significantly more risk due to the lower speeds in the area, so the risk profile is likely to be comparable. There is a strong body of opinion that the environment is more attractive with the new planters, renewed footways, and the new lighting has been complimented.	Objective partially met
Hill Road	There is mixed opinion on the attractiveness of Hill Road, but this is generally due to reduced direct access rather than the new environment. The widened footways have been complimented and the only negative in-person comments that have been received is that the implementation removed the two-way operation, which meant access by the private car was less direct.	Objective met

## 7.6 Enhanced public realm through reallocation of road space, parklets, and enhanced street furniture

Location	Commentary against scheme objectives	Objective met or not
The Beach	The new planters enhance the public realm although both have been damaged and it is likely that the one near Alexandra Road will need adjustment to prevent further damage. It is disappointing that there is not increased use of the cycle racks and that the eastern footway is often blocked by cycles that are propped outside the cafes.	Objective partially met
Hill Road	The public realm has been improved and there has been lots of talk about a “café culture” post scheme implementation. There has been little negativity over the parklets themselves, the comments are connected with the removal of the associated parking spaces.	Objective met

## 7.7 Encourage active travel

Location	Commentary against scheme objectives	Objective met or not
The Beach / Hill Road / Other Roads	It is difficult to comment on this objective when there is no data before and after for comparison. From the numerous people that AECOM has met and listened to over recent months, little evidence has been presented	Unable to draw conclusion

that the implemented scheme has led to a modal shift to active travel from use of the private car. It has been implied that Hill Road has seen more people access the frontages by foot.

## 7.8 Reduce dominance of the car

Location	Commentary against scheme objectives	Objective met or not
The Beach / Hill Road / Other Roads	It is difficult to comment on this objective when there is no data before and after for comparison. Many residents have talked about their reliance on their private car and their difficulty in finding a parking space means that they have increased their mileage. At the first public meeting, there was a representative of local District Nurses who stated they could evidence that their mileage had increased as they could no longer park easily for their clients and instead had to drive around looking for a parking space.	Unable to draw conclusion

## 8. Economic implications of the scheme

### 8.1 Local views

The results of the questionnaire have been analysed for evidence of economic loss suffered from local businesses. This has not been provided in the questionnaires; it was not explicitly asked as a question but there were open boxes to provide comments. The data has been sifted to try to identify those who have businesses in Hill Road and The Beach. On Hill Road, there is a mixed response to the questions on what respondents think about the changes with an even spread between those who do not like it, those who like it, and those who think improvements need to be made. At the public meeting, one restaurant owner did cite that they had lost £60,000 across their three businesses but this is anecdotal only and has not been verified. There are twelve references in the questionnaires to a loss of footfall, but no figures provided. It was felt appropriate to draw out some of the comments received from the businesses on Hill Road which reflect different perspectives.

*As a business owner and resident of Hill Road, I really like the changes made here. the wider pavements and parklets have really made it a lovely place to visit, shop and eat.*

*The perception from many residents and especially elderly is that parking is now a lot less than it ever was. They no longer can find a parking space in Hill Road so they no longer try and stay away. I can't see why we have lost even more parking to parklets, one of which is only open in the evenings. In the cooler months when weather is not so good these will not be used and take up valuable parking for the elderly and disabled. These people need support, the disabled parking bays are used almost permanently by several residents of Hill Road that treat them as their own bays. There must be more options regarding design that would allow them to be cordoned off in the evening (when drinkers don't need parking) and used as parking in the day. Many other businesses feel the same but fear to talk openly about it due to pressure from those that support the Parklet idea. There are many other spaces nearby especially with the wider pavements that could accommodate outside seating without the reduction in parking spaces.*

*As a business owner I hear many points of view from my customers many of whom come from outside of Clevedon. I don't necessarily mean visitors. These are folk from surrounding towns and villages who come to Hill Road for specific reasons. Visits to Hairdressers, Opticians, Restaurants, Chiropractors, Solicitors and of course the shops. The majority do not like the changes and become frustrated at having to drive round and round the streets trying to find somewhere to park. They have to travel by car. Buses are unreliable and of course two bus stops have been removed. I have lost custom. Right from the start I have stated that reducing the parking will cause problems for the delivery drivers and that has proved to be the case. Loading bays are full of cars so they have to stop on the cycle lane. They are on a timed route and cannot afford to return. In my view the businesses that have benefited from the wider pavements and parklets are the bars and cafes they serve.*

On The Beach, the analysis shows that there are stronger negative feelings towards the scheme that has been introduced. Again, no evidence has been provided of a loss of trade in the questionnaire results. It is difficult to extract comments from businesses along The Beach as a number of them did not leave any comments although they did answer the questions about their thoughts on the changes made on The Beach. There was generally little support apart from the more passive items

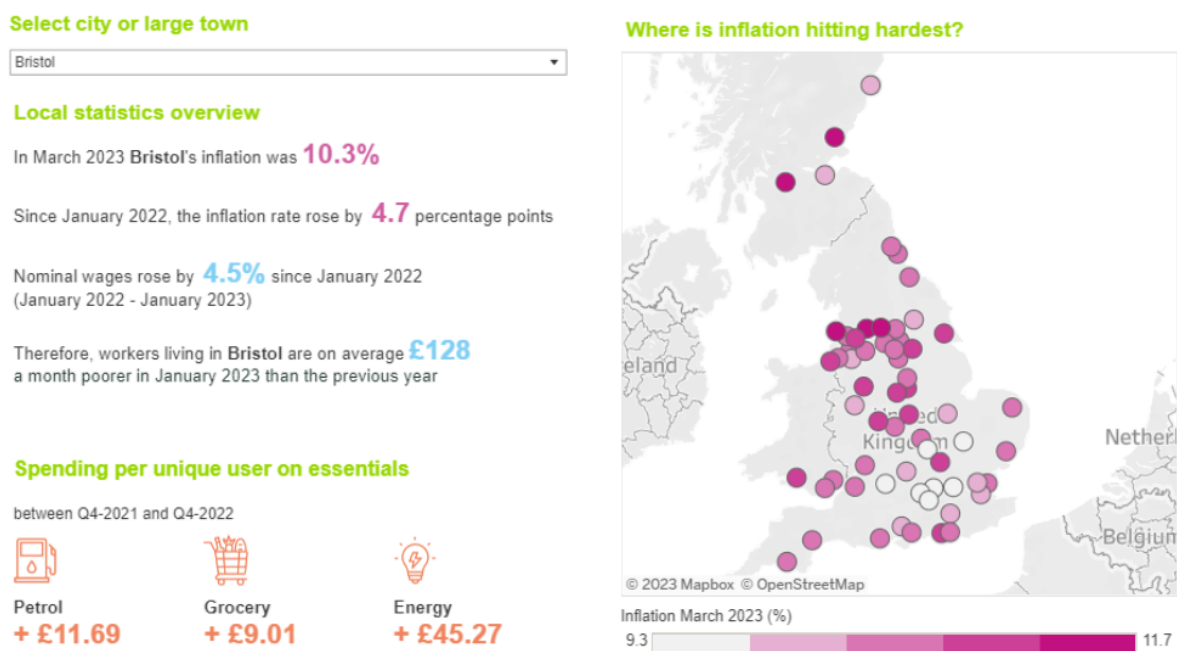
like the planters (where, generally, further improvements were requested) and cycle parking.

## 8.2 External factors

There are external factors that also influence consumer behaviour that are not related to the implemented scheme. These are summarised at a high level below. Data and research has been analysed from the Centre for Cities, a think tank dedicated to improving the economies of towns and cities.

### 8.2.1 Cost of living

Figure 50 is provided for Bristol and is not available for small towns. However, there is little research into this area of thinking and this provides the most accurate picture of the situation in an adjacent area.



**Figure 50 – How the cost of living is affecting Bristol’s Town Centre**

It provides evidence that the cost of living is having a significant impact on people’s relative take-home pay which will influence their spend on non-essential items such as leisure trips and eating out (see **Figure 51**).

### 8.2.2 Online shopping

The Centre for Cities also identifies the impact of the move to online shopping during the COVID 19 pandemic. The hospitality industry and food and drink industries, in general, have returned to pre-pandemic levels in terms of spending online versus going to a shop. Fashion has continued to suffer and there is not typically a difference between cities and non-city locations so these types of shops in Clevedon may have suffered from a switch to online shopping.

### 8.2.3 Weather

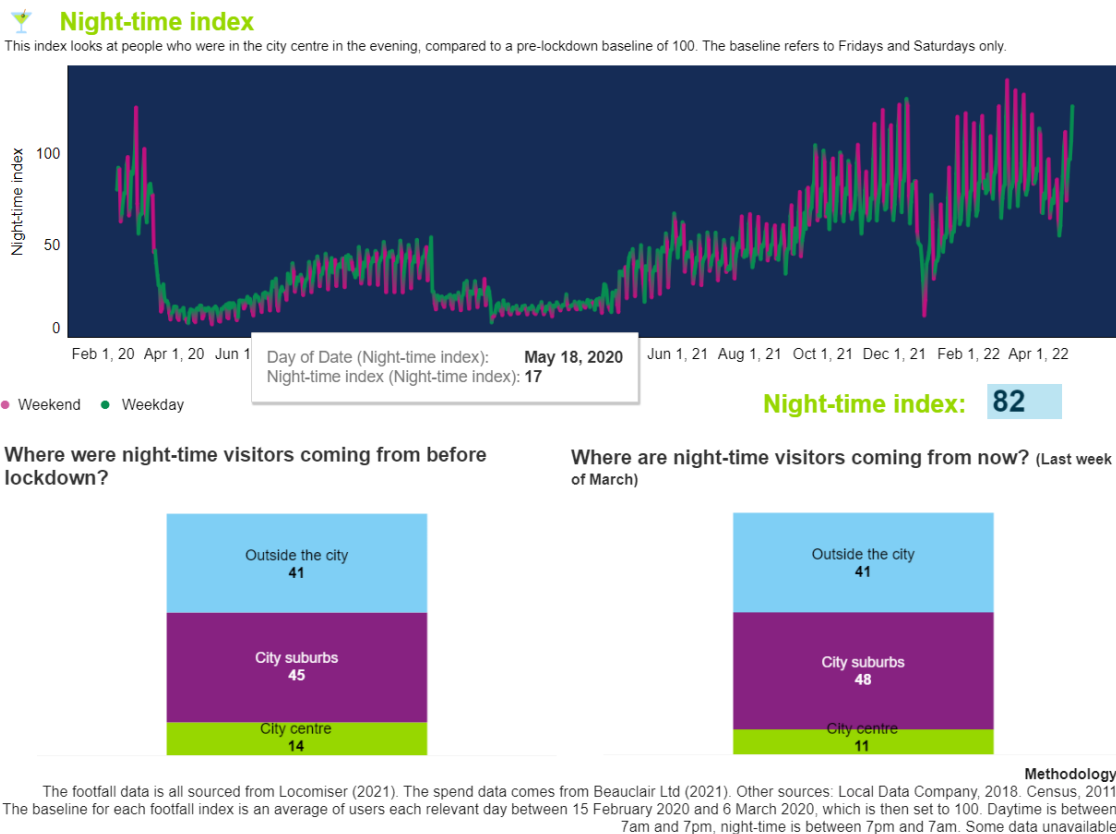
The UK had its wettest July since 2009 and the sixth wettest July on record since 1836 (Source – Met Office). This clearly had an impact on trade in Clevedon with



Clevedon Pier and Heritage Trust highlighting that they had a 40% reduction in trade in July 2023 compared to the previous year. This led to an increase in online sales and a reduction in footfall in High Streets and for Leisure facilities.

### 8.2.4 Night-time economy

Using figures again from Centre for Cities for Bristol it illustrates that the night-time economy in Bristol has not yet returned to pre-pandemic levels. It is referred to in the research that this is a similar picture across the UK and for non-city locations.



**Figure 51 – How the night-time economy has recovered in Bristol’s Town Centre**

This does re-enforce the genuine concerns of those who operate restaurants and cafes in Clevedon within the review area and any potential negative impact on their establishments. However, it indicates that this sector is being affected by external factors which is affecting the entire industry although the trend is positive and an improving external picture.

### 8.3 Summary

There is a perception that the implemented scheme has led to a reduction in footfall but examining the evidence it has not been possible to find a direct correlation, especially in the context of national external factors that are evidenced to show a reduction in footfall and spending in local shops.

## 9. Discussion (written by Vicky Presland, Project Director)

Firstly, it has been a pleasure for the team and I to spend time with the local Community who have all been very welcoming over the last couple of months. Even though many have had frustrations, these have been imparted in a balanced manner. The response to the questionnaire was testament to this with an extremely high response rate and very detailed responses provided. It has been a very difficult job to pay testament to the effort that has gone in and provide a balanced way forward that tries to step back and look at all the evidence. All the responses have been read – I can only include a fraction of them within this report, but we have attempted to give a flavour. There was some concern early in the process that more than one questionnaire could be submitted by one person and it was not possible to correct this without creating data protection issues (to avoid this situation, personal unique information would be required which was discounted to avoid the community feeling that they could not provide their honest views through the consultation). However, we have not seen widespread evidence of this in the results although there are several examples.

It is worth stating that I do not believe it was my role to look backwards so this report has focussed on the here and now and how you move forwards as a local community. It is clear that you will not agree with all the findings but the scheme is now implemented and therefore there is no way forward which everyone will agree to as some people do like all of the changes. It has been reported frequently that there have been deliberate actions taken by a small minority of people to contravene the restrictions as they do not agree with this. This has caused further conflict and always affects someone else so I would urge that the community looks at pulling together to prevent this behaviour as it will help all road users.

There is an acknowledgement within the community of the need to change in order to address climate change and to improve our own wellbeing. Both of these questions within the questionnaire were very well supported. This desire needs to be harnessed and the Pier-to-Pier project could be the ideal scheme to link behavioural change initiatives as there is widespread support for this route. It is clear from talking to so many people that there is not widespread knowledge of all the sustainable travel options available to people especially public and community transport options. I am sure the community could assist with local promotion as more sustainable travel by those who can, will help the community and wider society.

I will look at each of the four main elements of the scheme – Buses, Hill Road, One-Way system in general, and The Beach.

### 9.1 Buses

The local bus company consider that the implemented scheme is an improvement compared to the pre-existing situation and access to the Pier by bus has been welcomed by the majority. Reading through the comments there is genuine concern about the impact of the changes on those with mobility issues and there is a clear problem. This could be negated by use of WESTlink and it is suggested that local promotion takes place by all the community especially the businesses and the local town council/councillors to ensure that everyone is aware how they can access The Beach and Hill Road if they wish to use scheduled, demand responsive or community transport. The comments suggest that there is not full information of all services available. There is a good local service compared to other areas I have worked in, and its use should be encouraged.

There are some local improvements which are required to aid the passage of buses outside The Pier, but this could be resolved by installing loading restrictions on the yellow lines opposite and consider installing a bus layby as this could also assist in attracting more coaches back into the area. The loading bay outside Sainsbury's can also cause issues but the local congestion caused does clear quickly. There are already recommendations in the Stage Three (Post construction) Road Safety Audit report to address this.

## 9.2 Hill Road

I have found this particular aspect of the scheme the most difficult to determine a way forward. From speaking to many people over the last couple of months and reading everyone's comments, I have decided to recommend that the scheme is left in place, but the results of the Stage Three (Post construction) Road Safety Audit are implemented. In addition, I would suggest that the use of the current Parklets is extended and that there is a relaxation to allow their use by other businesses given there is frustration that one of the Parklets is not used during weekdays. There is again a need for some of the community to look at their behaviour as there is clearly misuse of the existing disabled parking bays which is exacerbating issues for those who require them.

I have included two comments below – one negative and one positive – but it reflects the dichotomy of the situation.

*"My family loves Hill Road now, it is a vast improvement. It is where our nearest shops are and we go there every week at least, to use the shops and cafes and park. We never have a problem parking if we take the car (my daughter is disabled) and if we walk love the wider pavements. The parklets are lovely and it is great to have more space for sitting outside the cafes. Hill Road has a real buzz about it now, it always seems busy. The only problem we have encountered is when people park in the loading bay or on the yellow lines opposite Sainsbury's which can potentially block the road. I am sure sometimes this is a genuine mistake but know from Facebook comments that some do it deliberately to try to cause problems with the changes. This occurs on the seafront too sadly.*

*I used to do all of my shopping on Hill Road, as I am 78, I go by car, I usually drive around twice, almost impossible to find anywhere to park, then off I go to TESCO. 20 miles an hour is brilliant, the rest not fit for purpose.*

Every time I have visited Clevedon, I have walked along Hill Road and stopped to observe having been there at different times. Each time it has been busy and there is a 'buzz' in the street. The scheme has been designed in line with national and local policies.

When you speak to the Local Community most of the conversation focuses on The Beach and there is much less talk about Hill Road. There has been much talk about taking the entire Clevedon scheme out but when you drill down, it is The Beach that concerns people the most and they generally do not hold such strong feelings about Hill Road.

All shopping streets have been affected by external factors especially this summer with the bad weather and it has not been possible to draw a link between a loss of revenue and the implementation of the scheme, so I am not minded recommending removing it due to loss of trade. In fact, national advice is that schemes similar to that implemented are required to rejuvenate local centres.

The cycle lane is not well used at present. However, it is a key section of the Pier to Pier Way which is yet to be fully opened and completed. Therefore, the Clevedon scheme has yet to realise the additional benefits of this wider scheme or any significant increase in walking, cycling and tourism numbers. There is an estimated 70,000+ individual trips per annum along the Pier to Pier Way.

The removal of the scheme would necessitate the removal of the widened path and the return to two-way working and the widened path is the element of Hill Road that is supported more than the other aspects.

I am conscious that this decision goes against the results of the questionnaire in regard to Hill Road, but I do believe from all the in-depth consultation undertaken that this may be supported by the local community given my other recommendations in this report.

### **9.3 One-way systems in general**

The questionnaire again returned comments that the local community did not support the one-way systems with contraflow cycle paths. There has been a lack of detailed comments regarding the general one-way system apart from the dislike of having to navigate them to find a parking space although in hindsight this has to be accepted as a drawback in the design of the current questionnaire. Again, the data analysis shows that not all of the local community are aware of what parking facilities are available – clearer sign posting and local promotion would help.

Further localised analysis would be required to draw out specific issues as the results are influenced by a significant amount of individuals not wanting any element of the scheme and therefore putting 'I do not like it' against each element whereas it is likely that some people will not have used all the roads in their travels.

At present I do not propose any changes are required to the one-way system. This may need to be reviewed in future if cycling in the area increases but given the low usage of Hill Road then this implies that there is not high usage of the contraflows on these other routes. If cycling does increase, then further lining of the contraflow cycle route may be required.

### **9.4 The Beach**

This is the most controversial aspect of the implemented scheme. The changes are not understood by everyone and therefore there are negative behaviours taking place from road users of different transport modes which create conflict and prevent aspects of the scheme working how they should. Although some of these behaviours are deliberate, this is only the minority and genuine confusion has been witnessed.

The bi-directional Cycle Lane does not offer a direct, convenient route from Elton Road to The Pier as it involves leaving on road provision to join off road provision (via a shared pedestrian/cycleway at the southern end) to re-join on road provision. The cycle lane is often obstructed by users of the Promenade, passengers from cars, bollards installed in the centre of the path or those waiting for coaches which makes continuous cycling difficult. This leads to more active cyclists using the carriageway, sometimes in both directions. Given the direction of the parking and the lack of reversing cars (compared to the previous situation), the speed of cyclists is high as they know they will not encounter any hazards.

I do not believe the bi-directional cycle facility is serving the purpose it was intended to and should be removed. There is no reason why cyclists should not be using the carriageway as the road is subject to a 20 miles per hour speed limit. I would also introduce a contra flow cycle route as there is a demand for cyclists to travel in this direction which has been witnessed in the video analysis. This also provides more space for local residents who need to access their driveways. Strategically this aligns with the Pier-to-Pier project and provides consistent messaging to cyclists along this route.

There will be comments that this recommendation is at odds with the Active Travel England inspection report. It should be borne in mind that the ATE role was to inspect the implemented scheme whereas AECOM's remit was to undertake a technical review, review all available evidence and seek the views of stakeholders providing alternatives if considered necessary. This was not the ATE role, so I do not believe the two reports conflict with each other – they simply had different remits.

The recommendations of this report are consistent with the objectives of the scheme, in line with ATE, to increase active travel and for the re-allocation of road space. Even though we recommend the removal of the two-way cycle path and the return of the angled parking, we support the provision of a contraflow cycle lane, retention of the one-way system and the 20mph speed limit; which will continue to support active travel.

Hearing and reading the stories of those who no longer use The Beach to enjoy the view with someone who is not able bodied or needs a change of scenery to improve their mental health is impactful. I would suggest it is mainly for this reason why the implemented scheme has been so discussed outside of Clevedon as although some people may have only made this trip once a year, they feel they have had this pleasure taken away. I will recommend that, where it can be, the angled parking is reintroduced.

Parallel parking will remain for Disabled Parking although they can obviously also use the angled parking. Having discussed this at length with the Accessibility Group and Baytree School, there is usage by minibuses and larger vehicles with rear ramps and it is safer for these vehicles to have space between their vehicles which are protected and not in the live carriageway. These new parking arrangements will hopefully curb the speed of cyclists as they will have to be conscious of reversing vehicles and should slow their speed accordingly. The new parking numbers will be as follows (see **Table 13**)

**Table 13 – Summary of no. of parking spaces in different periods**

	No. of Parking Spaces				Total	Remark
	Private Car	Disabled	L/UL	Coach Pick Up Point		
Historic	59	3		1	62	Parallel parking spaces estimated by measuring the length of parking spaces and divided the length by 6m
Existing	30	4	3	0	37	with MC parking spaces
Proposed	42	4	1	1	47	

There is widespread anecdotal evidence that there are less coaches visiting The Beach and to assist the local economy in both The Beach and Hill Road, it is recommended that the coach stop is reintroduced. Although there is a desire from

the Clevedon Pier and Heritage trust to have this located close to The Pier it will be easier to install close to its original location. It is strongly recommended that the businesses and organisations in The Beach are consulted before the final position of the loading bays and coach stop are determined to ensure that their needs are met. This will lead to acceptance and buy-in to the new layout avoiding unintended consequences.

I understand that the mini roundabout layout has been changed a few times, but it is still causing issues with vehicles observed not complying with the one-way system in The Beach and the planter has been hit regularly. There are recommendations for improvement in the Stage Three (Post Construction) Road Safety Audit which will improve the situation, but further recommendations are proposed to reduce the confusion. The current central island is too large which does not help the overrun issues. It is suggested that these changes are introduced before changes are made to the planter. The planter near Elton Road has also been hit although it is not obvious how this has occurred, and no further insight emerged from the analysis. Therefore, I would suggest this is left unless further information comes forward that this is as a direct result of the scheme (I suspect it is down to a speeding vehicle on Elton Road).

Lastly there are many positive comments about the new layout in front of The Pier but there is the opportunity to make further improvements. Loading restrictions do need to be introduced on the yellow lines and the bus stop would benefit from being situated in a half or full bus layby. This would have the added benefit of providing an additional facility for coaches discharging passengers. There is also an issue with the camber of the footway opposite The Pier which is too severe and unusable for those in wheelchairs and mobility vehicles.

## 9.5 Road Safety Audit – next steps

**Table 1** in **section 4.3.2** outlines the elements of the Stage 3 (post construction) road safety audit that need to be implemented if the changes outlined in this report are approved. If a comment in a safety audit is not addressed, then there is a potential liability/morality issue that passes to the designer (in this case NSC). It is accepted that recommendations in a safety audit cannot be immediately actioned as some measures require legal, technical and procurement processes to be followed.

It is likely that it would have been viewed as reasonable to wait until this review was complete to progress the outcomes of this audit. Some of the audit comments will be superfluous if the full recommendations from this review are progressed (AECOM has outlined these in Table 1) but there remains a question of how long it could take for NSC to be in a position to secure the funding and implement the full set of recommendations from this review as they will require designing, consulting upon and legal/procurement processes to be followed.

Implementation of the Stage 3 Road Safety Audit recommendations will assist in managing people's behaviours (including where these are deliberate) or misunderstanding of how the scheme should work e.g., going the wrong way down the one-way system. The road safety audit comments are addressing different levels of risk and therefore have different priorities – I would recommend those involving the roundabout at The Beach/Elton Road/Marine Parade are prioritised.

## 10. Recommendations

### 10.1 The Beach

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
1	Remove two-way cycle track	<p>RSA Audit 3 Report and ATE Report identified there is a potential risk of pedestrian/cycle collision along the cycle track.</p> <p>Objective of reallocation of road space to cycling is met, but safety and attractiveness of cycle route is lowered due to the potential collision between cyclists and pedestrians</p>	<p>It can reduce the potential pedestrian/ cyclist collision.</p> <p>By removing the cycle track, road space can be reallocated to carriageway to provide sufficient space for local residents along The Beach to access their driveway.</p> <p>Provides continuous treatment along Pier-to-Pier project (on road)</p> <p>Provides a direct and unobstructed cycle route</p>	<p>Cyclists will need to cycle on road.</p> <p>The cost of removing an Active Travel Scheme which is technically not incorrect but is not working due to behaviours of users</p>	<p>Feedback received from Public Consultation</p> <p>AECOM Technical Review</p> <p>Legal consideration as there is a right to access property</p>	High

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
2	Change parallel parking back to angled parking next to western footway, so carriageway can be wider for easy access to properties' driveways and reinstate view to sea	<p>RSA Audit 3 Report identified there is a potential risk of cycles colliding with car doors of those parallel parking and collision between pedestrian and cyclists/vehicles.</p> <p>Objective of mitigation of any negative impacts on disabled people or those with protected characteristics is not met.</p>	<p>It can reduce the potential risks of collisions and increase accessibility/safety especially for disabled people.</p> <p>By removing the cycle track and reinstating some angled parking, road space can be reallocated to carriageway to provide sufficient space for local residents along The Beach to access their driveways.</p> <p>There will be an increase in the number of parking spaces.</p> <p>People can enjoy the view from their parked vehicle.</p>	<p>There will be criticism about the cost to reverse the scheme.</p> <p>Will increase reversing manoeuvres. This did not previously cause a safety issue and the speed limit has now been reduced.</p>	Feedback received from Public Consultation	High



Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
3	Contra flow cycle lane along eastern side of The Beach. At the junction with Elton Road, alter signage and linking to reflect new arrangement	It was observed that some cyclists cycled on road or footway without using the cycle track currently due to relative attractiveness compared to existing cycle track. A contraflow cycle lane along the eastern side of kerb can provide a dedicated space and a more direct cycle route for contraflow cyclists.	<p>By installing a more direct contra flow cycle lane, it can reduce conflict between vehicle/cyclist and pedestrian/cyclist.</p> <p>Contraflow cycleways have worked successfully in many locations – see Appendix A for examples.</p> <p>Provides a link into Pier-to-Pier project</p>	<p>Loading restriction may be required to ensure that the cycle lane remains available and is not obstructed</p> <p>There is likely to be some safety concerns from the local community as this has fed through as a comment on other contraflow cycle lanes within Clevedon</p>	AECOM Technical Review	Medium
4	Straight ahead arrows along The Beach	RSA Audit 3 Report identified risk of head-on collision when vehicles leaving parking space and exiting The Beach in a southbound direction.	<p>Regular straight-ahead arrow markings can give better indication to drivers to avoid vehicles leaving The Beach in wrong direction.</p> <p>Due to the nature of The Beach there will be visitors to Clevedon who are</p>	Regular maintenance is required to maintain clear markings	RSA Audit 3 Report  AECOM Technical Review	High

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
			unfamiliar with the road network.			
5	Provide coach pick-up/drop-off space and loading bay to support local economy	<p>It was observed that coaches used parallel parking along The Beach to pick up/drop off. Passengers gathered on buff marking and also on cycle track which posed collision risk with cyclists.</p> <p>Also, some local residents mentioned that coaches had difficulty to find a place to stop.</p> <p>Anecdotal evidence that less coaches are now visiting Clevedon which is not assisting local economy</p>	<p>It provides a dedicated space for coach to stop, and passenger can board and alight on footway which reduce collision risk between pedestrian and cyclist.</p> <p>It increases attractiveness for coaches to visit the seafront when they have a designated place and it may boost the trade of local businesses.</p>	<p>There will need to be consultation with local premises to ensure that it can be sited in a space which does not compromise access for others</p> <p>This needs to be considered as a wider strategy to promote local spaces/car parks for layover</p>	<p>Feedback received from Public Consultation</p> <p>AECOM Technical Review</p>	High

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
6	Provide a formal pedestrian crossing at the northern section of The Beach to facilitate safer crossing between promenade and local businesses on the other side	<p>RSA Audit 3 Report identified risk of vehicle/pedestrian collisions when vehicles park in the buff areas.</p> <p>The informal crossing only partially met the objective of enabling people to safely access local attractions and shop due to the potential collision risk.</p> <p>Informal crossings should work in this location but there is feedback from all sections of the community that there is a clear preference for formal crossings.</p>	A formal crossing can provide a clear indication to both drivers and pedestrians to reduce conflict between vehicles and pedestrians. No vehicles should park on the crossing and pedestrians will not be confused by the buff marking.	<p>Regular maintenance is required to maintain the markings.</p> <p>Formal crossings require signing and lining which detracts from the simple layout that the original designer was looking to introduce</p> <p>Depending on the location of the formal crossing, it is likely that some people will continue to cross The Beach without using the formal crossing. However this should not be an issue along this type of road</p>	<p>Feedback received from Public Consultation</p> <p>AECOM Technical Review</p>	Medium

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
7	<p>At mini roundabout, have standard mini roundabout set up with give way line on each approach arm, appropriate size of middle circle, turning arrows around the circle. Right-turn and left-turn road marking can be provided on the approaches of Alexandra Road and Marine Parade respectively No Entry sign can be located at the edge of footway instead of back of footway (pedestrian crossing point location can be shifted southward to avoid any conflict). Footway in front of Pier Copse at mini roundabout is reprofiled to ensure that the camber is within recommended tolerances</p>	<p>RSA Audit 3 Report identified risk of head-on collisions when vehicles entering The Beach from the north end.</p> <p>Objective of enabling people to safely access local attractions is only partially met due to a steep camber which causes trip hazard to wheelchair users.</p>	<p>A formal mini roundabout with give-way road marking, an appropriately sized middle circle and turning arrows can encourage drivers to slow down before they enter the roundabout and guide drivers to make a turn without cutting corner to avoid potential head-on collisions.</p> <p>Appropriate arrow markings on the approaches of Alexandra Road and Marine Parade can prevent drivers entering The Beach from wrong direction.</p> <p>No Entry sign located at the edge of footway can make it more obvious to drivers.</p> <p>Reprofiled camber will allow those with mobility vehicles and wheelchairs to use the</p>	<p>Regular maintenance is required to maintain a clear marking which induce maintenance cost.</p> <p>Some people may dislike the road markings that are required for a mini roundabout as they find it is not suitable for the historic nature of the seafront.</p>	<p>RSA Audit 3 Report</p> <p>Feedback received from Public Consultation</p> <p>AECOM Technical Review</p>	High

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
			footway rather than the current situation which forces them to use the carriageway.			
8	To protect the damaged planter (at the northern end by the mini roundabout), provide hatch marking at turning corner to avoid vehicles turning close to the planter. If this is not sufficient, then consideration will need to be given to reducing the size of the planters.	The objective of enhancing the public realm is only partially met with the new planters as they have been frequently damaged.	Hatch marking around the corner can avoid vehicles driving too close to the planters preventing further damage to them and it is comparatively low cost compared to reducing the size of the planters.	Regular maintenance is required to maintain the markings.	AECOM Technical Review	Low
9	Footway outside Clevedon Pier is very wide (10.2m wide). Set back footway to provide bus stop layby, so stopping bus would not block visibility and occupy one lane which causes queue back problem. Can	It was observed that when there is a bus stopping at the bus stop outside the pier and vehicles parked opposite the pier, there was no sufficient space for vehicles to bypass and	After taking up a few metres to accommodate the bus layby, the footway is still wide enough for passageway of pedestrians and passenger to wait for a bus. With the bus layby, the bus will not block up the	Some people may think it is not a good use of money to change the works outside the Pier	AECOM Technical Review	Low

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
	also be used by coaches subject to an appropriate traffic regulation order	created a local congestion issue.	carriageway and cause a queue back problem.			
10	Loading restrictions opposite The Pier to stop blue badge parking.	It was observed that there are parked cars opposite The Pier which caused local safety and congestion issues.	As the vehicles parking close to the mini roundabout, the loading restriction can alleviate the vehicle collision risk and congestion problem at the junction.  Improve the journey time of public transport  Improve the environment outside The Pier as it is currently suffering from congestion issues from this pinch point	Blue badge holders may dislike this arrangement.	Feedback received from Public Consultation  AECOM Technical Review	High
11	Local publicity of all public transport options and car parking. Consider whether	It is a method to encourage people to use public transport and utilise car	It may help to reduce dominance of the car which is one of the scheme objectives.	-	AECOM Technical Review	Low

Item No.	Recommendations	Evidence base for change - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Pros	Cons	Supported by	Priority
	the signs to local car parking are sufficient	parks which are currently underused.				
12	Local publicity to encourage more positive behaviours in using the implemented scheme to avoid unintended consequences on other road users	It is a method to encourage people to use active travel.	It may increase number of active travel users and reduce dominance of the car which is one of the scheme objectives.		AECOM Technical Review	Low
13	Road to be maintained or swept because the current surface dressing treatment may pose safety hazards to pedestrians and cyclists.	The objective of enabling people to safely access local attractions and enhancing public realm is not fully met as the surface dressing treatment poses safety hazards to road users and detracts from the public realm.	<p>This type of surfacing does improve the skid resistance of the surface.</p> <p>It can provide a smoother and more comfortable surface for road users, especially pedestrians and cyclists and reduces the safety risks on both carriageway and footway.</p>	<p>To maintain the buff road surface in good condition, a regular maintenance budget will be required.</p> <p>The loose stones affect adjacent areas such as footways and cycleways.</p> <p>The location of some of the surfacing requires hand laying</p>	<p>Feedback received from Public Consultation</p> <p>AECOM Technical Review</p>	Low

Item Recommendations No.	Evidence base for change Pros - Community response, safety, Policy/Scheme Objectives, Technical (Refer detail in Section 3.2 and 5 for further detail)	Cons	Supported by	Priority
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rather than machine laying.

Proposed layout of The Beach is presented in **Appendix E**.

### 10.2 Hill Road

Implementation of the remedial measures identified through the Stage 3 (post construction) Road Safety Audit listed out in Table 1 would be sufficient to address the issues on Hill Road.

In addition, it is suggested that NSC should investigate whether other businesses could make use of the current Parklet which is not used during the day.



## 11. Cost Estimate and Next Steps

### 11.1 Cost Estimate

An initial estimate of the costs of the scheme to deliver the recommendations in section 10 in full has been calculated.

The scheme has been priced using SPONS 2022 and based on an initial design, as set out in **Appendix E**. High level estimated costs of the scheme are presented in **Table 14**. Additional uplifts including 10% preliminaries, 15% traffic management requirements, 15% design, 15% consultation, and 10% future inflation and lump sum for Traffic Regulation Order administration and advertising are included. This is an initial estimate only and there is no allowance for costs associated with optimism bias, contingency, operational management including potential night works to reduce business impact, utility diversions and maintenance repairs to the existing carriageway including any necessary resurfacing. If the scheme is to be implemented it will need to go through a detailed design and costing exercise.

In delivering this scheme it is not anticipated that a consultation would be required to the same extent as has been undertaken for this review. However, the community would need to understand the detail of the changes proposed and feed in any technical input to ensure that no post implementation alterations would be required. The consultation cost is relatively high, but this is due to the level of interest in this project and the number of residents, business, leisure attractions and clubs that use the slipway and properties adjacent to The Beach. There are entrenched views about this project on both sides and therefore objections to the necessary Traffic Regulation Orders should be expected as no recommendation will appease the whole community

**Table 14 – Summary of the Estimated Costs**

<b>Items</b>	<b>Rate</b>	<b>Amount (£)</b>
Total Works Costs		<u>£219,958.75</u>
Preliminaries	10%	£21,995.88
Traffic Management	15%	£32,993.81
Design	15%	£32,993.81
Consultation	15%	£32,993.81
Inflation	10%	£21,995.88
Traffic Regulated Orders Administration and Advertising		£10,000.00
<b>Grand Total</b>		<b><u>£372,931.94</u></b> (excluding VAT)

## 11.2 Next Steps

The Leader of North Somerset Council has committed that AECOM will present the recommendations from this report to a public meeting in late October or early November 2023. The implementation of any recommendations is not a matter for AECOM and will require a formal decision by North Somerset Council to confirm a timeline and that the necessary funding is available.

It is acknowledged that the recommended changes to the currently implemented Clevedon Seafront and Hill Road scheme will incur not only a cost to the council but could also potentially impact on access to future funding from Active Travel England.

## APPENDIX A – Examples of Contra flow Cycle Lanes

AECOM has been asked to provide examples of Contra flow cycle lanes that have been introduced. A sample of schemes has been provided which represent different designs with some schemes being recently implemented and some that were implemented 15 years ago.

### Bath

#### Light Segregated / mandatory lane

Brassmill Lane ([Link to map](#)) – since before 2009

#### On road, not segregated, with short advisory lane at the beginning

The Firs, Combe Down ([Link to map](#)) – since approx. 2011

The Avenue, Combe Down ([Link to map](#)) – since approx. 2011

### London

#### Light Segregated / mandatory lane

Horseferry Rd, Limehouse ([Link to map](#)) – since at least 2012

Ray Street Bridge, Farringdon ([Link to map](#))

#### Fully Segregated

High Path, Merton, ([Link to map](#)) – since before 2008

Upper Green West, Mitcham, ([Link to map](#)) – since 2017

Keyworth St and Southwark Bridge Rd, Elephant and Castle ([Link to map](#)) – 2019

Ray Street, Farringdon ([Link to map](#)) – 2019

Paragon Rd, Hackney ([Link to map](#)) – since at least 2008

Nuttall Street, Hackney LDN. [Link to map](#)

### Plymouth

- Admiral's Hard, Plymouth: [Link to map](#) - 2023
- Citadel Road, Plymouth: [Link to map](#) - 2023
- Elm Road / Meadfoot terrace, Plymouth: [Link to map](#), [Link to map](#) - 2023
- Prospect Street / Camden Street, Plymouth: [Link to map](#) & [Link to map](#) - 2023
- Amity Place, Plymouth: [Link to map](#) - 2023
- Crowndale Avenue, Plymouth: [Link to map](#) - 2023
- East Street, Plymouth: [Link to map](#) - 2023
- Apsley Road, Plymouth: [Link to map](#) - 2023
- Napier terrace, Plymouth: [Link to map](#) – 2023

### Sheffield

- Pinstone Street, Sheffield. [Link to map](#)

## APPENDIX B - Themes and Topics about Bus Route Changes

Overarching theme	Topic	Frequency
Accessibility impacts	Bus routes are no longer accessible to elderly residents	53
Accessibility impacts	New scheme disadvantages the elderly and disabled	39
Accessibility impacts	Travelling by bus has been made more difficult	19
Accessibility impacts	Parking is blocking buses	4
Accessibility impacts	Some people have to walk long distances to get to a bus stop	19
Accessibility impacts	New system causes confusion	16
Accessibility impacts	There is now a lack of parking at sea front	3
Accessibility impacts	Lack of parking means people cannot shop easily	7
Accessibility impacts	New scheme disadvantages people with mobility issues	43
Accessibility impacts	Buses cannot turn easy from Marine Parade to gain access to Hill Road	4
Accessibility impacts	More complicated for elderly or special needs users	2
Accessibility impacts	Bus stops should be closer to Hill Road	10
Accessibility impacts	Buses can barely fit round one way system	24
Accessibility impacts	Pier bus stop location makes it more difficult for road users	2
Accessibility impacts	X5 route no longer goes to many locations and involves a change now to access these areas	4
Accessibility impacts	X6 no longer goes to bus stop in Robin Lane in the evenings	2
Accessibility impacts	Cannot get to and from Yatton at all or Nailsea within 2 hours	1
Accessibility impacts	Not possible to get a bus from Bristol or Nailsea along Hill Road anymore	9
Accessibility impacts	No coach parking anymore	3

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Accessibility impacts	Services to Nailsea and Yatton Stations have reduced significantly	6
Accessibility impacts	Changes reduce connectivity	26
Accessibility impacts	When road was closed by pier Buses were forced to go up unsuitable roads	2
Accessibility impacts	Double yellows need to be enforced more as buses cannot get through when people park on them	1
Accessibility impacts	Need cheaper, greener buses	7
Consistency	Buses cannot be relied upon	36
Consistency	Buses have been late due to narrow loading bay not letting them get past	7
Consistency	No consistent routes for buses	6
Economic impact	Poor value for money	25
Eye sore	Double decker buses are unpleasant	8
Eye sore	Pier bus stop is eye sore	2
General opposition	Request to return bus routes to how they were previously	62
General opposition	Negative impact on businesses and people	7
General opposition	No buses running through Kenn	1
General opposition	New green bus is useless	1
General opposition	Scheme makes traveling by road harder	8
General opposition	Buses from Nailsea to Clevedon poor in the evenings	1
General opposition	Doesn't agree with changes to bus route	41
General opposition	Bus stop outside pier is not needed	3
General opposition	One way system increases journey time	23
General opposition	No information provided about changes to bus routes	17
General opposition	Cannot use buses	11
General opposition	Bus does not go both ways up Hill Road	19

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
General opposition to scheme as a whole	The development needs a rethink	26
General opposition to scheme as a whole	Get rid of scheme completely	13
General opposition to scheme as a whole	Scheme is of no benefit and is negative	23
General support	New bus stop location is an improvement next to pier	26
General support	Improvement of pavements on Hill Road	2
General support	New bus stop location is an improvement in Yatton	3
General support	X6 and X7 are ok	1
General support	Garden Road change is ok	1
General support	Westlink is good	12
General support	Happy with one way bus down Hill Road	9
General support	Some bus routes are ok	5
General support	New Speed limits are an improvement	1
General support	Bus stops are in better locations	8
General support	Bus routes are working	19
General support	Bus routes are easier to use	1
General support	X6 now more reliable due to one way system	1
General support	Roads look smarter with one bus stop on Bellevue Road	1
General support	(No comments other than they have a positive opinion on the scheme)	19
Impacts on businesses	New scheme disadvantages business deliveries	6
Impacts on businesses	New scheme disadvantages businesses	22
Negative environmental impact	One-way system increases pollution	32
Negative environmental impact	Buses are empty and cause more congestion	3

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Not relevant	General bus complaints	8
Not relevant	Will find them more useful for reasons not to do with the new redesign	1
Other	Relevant data has been suggested to be reviewed	0
Relevant	Quicker to walk	2
Relevant	Use bus less due to changes	4
Safety concerns	Concerns for pedestrian safety due to lack of crossings and parking layout on the Beach	9
Safety concerns	Dangerous for road users	10
Safety concerns	Extra dangers made by large vehicles travelling in this area	6
Safety concerns	More buses passing the schools	1
Safety concerns	Increased hazards by buses along the beach	3
Safety concerns	Bus stop outside the pier blocks the road	10
Safety concerns	Take out contraflow bike lane round blind corner	2
Safety concerns	Bus stops are in dangerous places.	6
Safety concerns	Dangerous to get out of parked cars on Beach Road	5
Safety concerns	No entry signs for one way are poorly placed meaning people go the wrong direction.	3
Safety concerns	Lack of lighting late at night when walking from bus stop	1
Safety concerns	More smaller buses over the bigger double-deckers	3
Safety concerns	Elton Road SW bound stop is dangerous	1
Safety concerns	When people are waiting at Elton Road SW bound stop people have to walk into the road to get around them	4
Safety concerns	Pier bus stop is in a dangerous place	15

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Safety concerns	Increased bus traffic is causing damage to the road	2
Suggestion for improvement	Improve publicity and signposting to promote bus use	2
Suggestion for improvement	Make bus services more regular	48
Suggestion for improvement	Long term plan to review the bus routes for potential improvements	1
Suggestion for improvement	Improvement on bus stops and bus routes	5
Suggestion for improvement	Improvements to Elton Road bus stops, improve walking link to Wellington Terrace bus stop from Hill Road.	1
Suggestion for improvement	Improve signposting to be the same as in other places at the beach	1
Suggestion for improvement	Removal of the bike lanes as they are not necessary on the beach side	2
Suggestion for improvement	Suggested bike lane on cafe side of road.	1
Suggestion for improvement	Parking should be facing out to the sea return	4
Suggestion for improvement	Zebra crossing should be stripy	2
Suggestion for improvement	Further extension beyond October 2023 for special fares	1
Suggestion for improvement	Long term plan to review the bus routes for potential improvements from users	3
Suggestion for improvement	Bus stops could be located as close as possible to Hill Road	3
Suggestion for improvement	Change parking markings to suit the change of direction of traffic. (December 2022 was meant to happen still hasn't)	3
Suggestion for improvement	Increase buses coming to upper Clevedon i.e. Cambridge and Castle Road	2
Suggestion for improvement	Replace roundabout with T junction	1



<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Suggestion for improvement	Smaller service circling within Clevedon linking up areas. Park and ride?	1
Suggestion for improvement	More bus stops	12
Suggestion for improvement	Encourage smaller vehicles in Conservation area.	1
Suggestion for improvement	Elton Road SW bound stop pavement size should be increased	1
Suggestion for improvement	Seats in Elton Road SW bound stop bus shelter	1
Suggestion for improvement	Request for bus stop closer to the pier	1
Suggestion for improvement	Put a bus stop at the top of Cleveland	1
Suggestion for improvement	Increase evening services to WSM, Clevedon and Portishead	6
Suggestion for improvement	Needs more accessible and free parking at the sea front	9
Suggestion for improvement	Provide a comprehensive service both in Clevedon and access outside of Clevedon	1
Suggestion for improvement	Smaller buses should connect with a hub at Castlewood for transfer to larger buses	1
Suggestion for improvement	All defunct bus stop signs must be removed	2
Suggestion for improvement	Add bus round route Portishead through Twickenham, Yatton, Congresbury, Wells and back through Weston, Clevedon etc	1
Suggestion for improvement	Add direct route from Hewish to Clevedon	1
Suggestion for improvement	Reverse one way system	1
Suggestion for improvement	Add late buses Bristol to Clevedon	1
Suggestion for improvement	Add bus stop outside Sainsburys	1
Suggestion for improvement	Marine Hill and Alexandra Road should be one way	1

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Suggestion for improvement	Add more shelter to stops	2
Suggestion for improvement	More bus routes	2

## APPENDIX C - Themes and Topics about The Beach

Overarching theme	Topic	Frequency
General Opposition	There was no issue previously	364
General Opposition	Reinstate original layout	100
General Opposition	Change layout of the road	6
General Opposition	Change parking placements	30
General Opposition	Wavy markings are visually unappealing	89
General Opposition	The new scheme is visually unappealing	107
General Opposition	Impacts negatively on businesses	113
General Opposition	Claims to put their houses on the market directly due to the scheme	1
General Opposition	Original scheme was not presented	4
General Opposition	One way system was not needed	8
Cost	New scheme is a poor use of money	170
General Support	One way system is a benefit to the area	22
General Support	New layout is an improvement	104
General Support	Reduced speed is a benefit to the area	5
General Support	New scheme has made the seafront more enjoyable	85
General Support	Cycleway is an improvement	5
General Support	Businesses seem as busy as before	3
General Support	Old road was congested, busy and dangerous. The scheme is an improvement	8
General Support	There are still places to park	2
General Support	Additional parking on Elton is good	1
General Support	Improved cyclist and pedestrian safety	55
Parking Issues	Unable to find parking	240
Parking Issues	Disabled parking is unclear	4

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Parking Issues	New measures should be enforced, including use of disabled bays	4
Parking Issues	Spaces are small and dangerous to manoeuvre	4
Parking Issues	New scheme disadvantages businesses delivery and performance	13
Parking Issues	Motorhomes have taken to staying at seafront due to lack of enforcement	22
Parking Issues	Resident parking has been negatively impacted	41
Parking Issues	Royal Mail take up most parking spaces, leaving few for visitors	11
Parking Issues	Accessibility to the seafront was not considered (boats)	4
Accessibility impacts	New scheme disadvantages the elderly and disabled	146
Signage	Signage is currently unclear	47
Signage	Signage needs to be clearer, and enforced	4
Pedestrian Issues	Pedestrian crossings should be clearer	140
Cycling / Cycle Lanes	Cycle way should be removed or moved	46
Cycling / Cycle Lanes	Cyclists prefer cycling on street, not cycleway	175
Cycling / Cycle Lanes	Unsafe for cyclists	17
Cycling / Cycle Lanes	Unclear what to do at end of cycleway	44
Cycling / Cycle Lanes	There was no need for a cycle lane	95
Amenity	The beach is not enjoyed directly due to the changes	4
Amenity	People are unable to enjoy the area anymore e.g. looking out to sea	193
Safety concerns	Safety is impacted due to the scheme	24
Safety concerns	Wavy lines are confusing and dangerous	38
Safety concerns	Mini roundabout is impractical and ignored	128
Safety concerns	Road is now unsafe	50

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Safety concerns	Pedestrian and cycle safety has decreased	202
Safety concerns	New layout is causing confusion	59
Safety concerns	One way system is not being followed	24
Safety concerns	The scheme has no benefit to cyclists or pedestrians	10
Safety concerns	The roundabout is not up to highway standard	11
Safety concerns	Roads are now too narrow	11
Safety concerns	Safety is impacted due to the scheme	24
Safety concerns	Reduced speed is a benefit to the area	5
Safety concerns	Increase in collisions	3
Safety concerns	Cyclists do not follow highway code, and put pedestrians at risk	4
Safety concerns	Pedestrians don't pay attention	1
Suggestion for improvement	Remove all parking	14
Suggestion for improvement	Enforce parking rules surrounding parking bays	16
Suggestion for improvement	Enforce rules on cyclists to avoid collisions	34
Suggestion for improvement	Inclusion of heritage	1
Suggestion for improvement	Enforce one way system	8
Suggestion for improvement	Parking safety improved	4
Suggestion for improvement	New parking scheme suggested / replace old parking	46
Suggestion for improvement	Improve pedestrian crossing facilities	5
Suggestion for improvement	Traffic has only been moved, not resolved	31
Suggestion for improvement	Scheme road changes suggested	9

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Suggestion for improvement	Enforce time limits or pay to park scheme / parking restrictions	17
Suggestion for improvement	Change layout of the road	6
Suggestion for improvement	Increase seating along beachfront to replace parking	1
Suggestion for improvement	Extend cycleway further into Clevedon	3
Suggestion for improvement	Change roundabout due to safety	4
Suggestion for improvement	Make all/ more spaces disabled	15
Suggestion for improvement	Remove one-way roads	6
Suggestion for improvement	Make roads resident and bus only	2
Suggestion for improvement	Improve public transport options	14
Suggestion for improvement	Additional parking is needed	4
Suggestion for improvement	Remove disabled parking	0
Suggestion for improvement	Increase planters / greenery	3
Suggestion for improvement	Park and Ride suggestion	1
Suggestion for improvement	Parking spaces need to be clearly outlined	1
Suggestion for improvement	Standardised road markings are needed	5
Suggestion for improvement	Dropped kerbs by disabled spaces are needed	1
Suggestion for improvement	Change layout of the road	6
Suggestion for improvement	Enforce new measures surrounding wavy lines	1

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Suggestion for improvement	Make the beach cycleway one way	10
Suggestion for improvement	Parklets should be removed	5
Environmental impacts	Increases pollution	39
Consultation Issues	Enforce all new rules as they're being ignored	6
Consultation Issues	Lack of consultation has led to an unsuitable scheme	6
Consultation Issues	Scheme is not thought out and does not suit the needs of the locals	68
Consultation Issues	Additional parking is needed	4
Consultation Issues	Increase seating along beachfront to replace parking	1
Aesthetic	The road maintenance will not be upkept	1
Other	No new changes should be made due to cost	10
Other	Questions about safety measurements and reasonings	3
Other	Complaint about AECOM	1

## APPENDIX D - Themes and Topics about Hill Road

Overarching theme	Topic	Frequency
General opposition	There was no issue with the original layout	117
General opposition	Poor aesthetics	37
General opposition	Scheme is not well thought out for use by the public and businesses	255
General opposition	Reinstate original layout	44
Suggestion for improvement	Make parklets permanent	2
Suggestion for improvement	More greenery	5
Suggestion for improvement	More cycle parking	10
Suggestion for improvement	More parking enforcement	33
Suggestion for improvement	Need data-driven decision-making	2
Suggestion for improvement	Greater space reallocation to walking/footway	24
Suggestion for improvement	Kerb zone reallocation to different modes across course of day/season	7
Suggestion for improvement	Improved signage/markings	45
Suggestion for improvement	Improved PT accessibility	44
Suggestion for improvement	Alter one-way network direction	10
Suggestion for improvement	Ensure ongoing maintenance	9
Suggestion for improvement	More/bigger parklets	7
Suggestion for improvement	Safer junctions	2



<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Suggestion for improvement	More speed enforcement	8
Suggestion for improvement	Physical separation between cycle facility and vehicles	1
Suggestion for improvement	Speed bumps should be introduced	1
Suggestion for improvement	Introduction of parking meters	1
Suggestion for improvement	More mobility car parking	7
Suggestion for improvement	Put car parking on one side of the road	10
General support	New layout is an improvement	131
Road access	Confusion due to one-way system	66
Road access	Traffic flows easier	6
Road access	New layout has lengthened vehicle travel distances	59
Road access	New layout has adversely affected traffic on surrounding streets	20
Road access	New layout has narrowed roads so that vehicles cannot pass each other	14
Road access	Confusion surrounding modal priorities	9
Road access	Support for slower traffic	16
Road access	Support for one-way system	35
Car parking	Car parking availability has worsened	145
Car parking	Too small for vehicles	17
Car parking	No motorbike parking	1
Access to properties	Request for resident parking permit scheme or similar	3
Loading and servicing	Delivery vehicles encroaching on footway, cycleway and/or traffic lanes	35
Loading and servicing	Non-compliance with designated loading zones	39

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Loading and servicing	Congestion caused by loading	80
Loading and servicing	Non-compliance with yellow lines	28
Cycling	General opposition to new cycle facility	81
Cycling	Vehicles parked on cycle facility	4
Cycling	Discontinuous cycle facility	25
Cycling	Cyclists still use street	22
Cycling	Safety concern over cycle facility	40
Cycling	Cyclists failing to give way to pedestrians	9
Cycling	Support for cycle facilities	15
Cycling	Public unaware of bi-directional movement	21
Parklets	Safety concern over parklets	13
Parklets	Oppose removal of parking spaces for parklets	88
Parklets	Concern regarding usability of parklet space given proximity to traffic lanes	12
Parklets	Expensive treatment	10
Parklets	Support for parklets	57
Safety concern	Hill Road is too narrow, which is dangerous	9
Safety concern	Changes have compromised emergency vehicle accessibility	4
Safety concern	Potential collisions between different modes	8
Safety concern	Visibility is compromised due to new car parking	2
Safety concern	Concerns regarding safety of road markings and signage	41
Safety concern	Confusion surrounding pedestrian crossings and associated road markings	61
Safety concern	Concerns regarding the safety of disabled people	3
Accessibility impacts	New scheme disadvantages the elderly and disabled	56
Accessibility impacts	Widened footway unnecessary	16

<b>Overarching theme</b>	<b>Topic</b>	<b>Frequency</b>
Accessibility impacts	Support for widened footways	36
Accessibility impacts	New scheme may not work contextually (demographics)	8
Accessibility impacts	New scheme has contributed to narrowed footways	7
Accessibility impacts	Street is less accessible for people who drive there	27

## APPENDIX E - Proposed Layout of The Beach

