

North Somerset Council

Report to the Executive

Date of Meeting: 27 March 2024

Subject of Report: Clevedon Seafront Review

Town or Parish: All

Officer/Member Presenting: Cllr Hannah Young, Executive Member for Highways and Transport

Key Decision: No

Reason: Financial values in respect of budget changes are less than £500,000 and do not impact on the multiple communities within North Somerset

Recommendations

The Executive is asked to;

- 1) note the update provided by the Director of Place in respect of developing options for funding and implementation of proposed changes to the current scheme on The Beach as described in section 3 of the report, and
- 2) approve the recommended works to be included as a new project within the council's capital programme as detailed in section 5 of the report; and updating of the programme for associated spending and funding changes.

1. Summary of Report

This is a follow up report on the independent review of changes made to Clevedon Seafront and Hill Road and provides an update on the recommendations agreed by the Executive at the meeting on 6 December 2023. The report also seeks to move things forward by approving further works at this location to address some of the issues raised.

2. Policy

The review was carried out independently and measured against the following council policies;

- Joint Local Transport Plan 4
- West of England Local Cycling and Walking Infrastructure Plan (2020 – 2036)
- Active Travel Strategy
- Highways Asset Management Strategy
- Joint Health and Wellbeing Strategy
- North Somerset Economic Plan
- Clevedon Conservation Area
- Pier to Pier Way

3. Details

3.1. Introduction and reminder of key actions

Consultants AECOM were commissioned by the council in July 2023 to undertake an independent review of the Clevedon Seafront and Hill Road Public Realm scheme and to make recommendations for any changes to the scheme to address public concerns around safety and accessibility following a technical review of the scheme and a period of public and stakeholder engagement.

The review report was published on 20 November and considered by Executive on 6 December 2023. Executive noted the report and level of public and stakeholder engagement in the review and the recommendation to retain the one-way system and changes to Hill Road. Executive agreed a number of other recommendations which are summarised below:

- To proceed with implementation of the recommendations of the Stage 3 Road Safety Audit (RSA3) to address immediate road safety issues and assist in managing people's behaviours or misunderstanding of how the scheme should work;
- To develop options for funding and implementation of the recommendations for more substantial changes to the current scheme on The Beach including technical design, stakeholder considerations and community support;
- To review the value for money of proceeding with scheme changes to The Beach and the potential impacts on the council's ability to progress with other priority schemes given there is currently no funding available for this;
- To undertake further engagement with Active Travel England on the outcome of the review to consider and confirm their position;
- To further engage with the relevant Ward members and Clevedon Town Council on the next steps;
- To bring a further report to a special Executive meeting in March 2024 with the outcome of the work and to propose a way forward.

It should be noted that an assessment of the RSA 3 recommendations was undertaken in late December 2023 and work has started on implementation with improvements to signage on The Beach and in the wider area. Works to improve or amend lining will be delivered from the spring as this requires warmer weather.

3.2. Development of the design of the revised scheme

In-house design resources were identified in December 2023 to review and develop the high level design for changes to The Beach as set out in the AECOM report. An initial assessment of the design from the road safety perspective was undertaken through a Stage 1 Road Safety Audit (RSA1) which took place in early January.

As part of the design process it is normal to check for road safety implications to all users so issues can be designed out throughout the design process and potential risks mitigated. These reviews are carried out at feasibility, final design and post implementation stages. The road safety audit was undertaken by a specialist independent company. The audit made eleven recommendations. None of these related to fundamental issues but have required minor changes to the scheme.

A review of the requirements of key stakeholders & businesses on The Beach took place during January and February 2024 with engagement led by the Executive Member for Highways and Transport Cllr Young. The outcome of this has been fed into the design process and further detail is set out in the consultation section of this report.

A costed design has been prepared taking into account road safety, technical and stakeholder considerations including from Active Travel England (ATE); and the need to contain costs. This is attached as **Appendix 1**. Alongside this an indicative delivery programme has been developed which could enable delivery from the autumn with completion before end of 2024 subject to final design sign off and availability of contractor capacity through the new Highways Delivery framework.

A comparison of the revised design to the recommendations in the AECOM review has been undertaken to give confidence that the intentions of the high level design have been responded to or further shaped through engagement and technical review; and that there is a rationale for any elements that have been excluded from the design including through the RSA 1 process. This is attached as **Appendix 2**.

An analysis of the outcomes of the proposed scheme against the original active travel funding criteria has also been undertaken and shows the revised scheme to deliver positively against these criteria when bench marked against the original layout of The Beach prior to recent investment. This is attached as **Appendix 3**.

3.3. Update from engagement with Active Travel England (ATE)

As funders of the original scheme for Clevedon Seafront and Hill Road and for other schemes across North Somerset ATE have taken an interest in the independent review of the scheme and the council's proposals for progressing the recommendations from the review. An officer led meeting was held with the ATE Director of Inspections, at the end of November 2023 to discuss the outcome of the AECOM review. ATE followed up with an offer to work with the council on addressing scheme issues through further engagement.

A series of online meetings attended by officers and Councillor Young took place during January and February which have enabled ATE to better understand the Council's response to the AECOM report and the rationale for considering making changes to the current scheme. ATE have also reviewed the design of the emerging scheme - in particular from a road safety perspective. Minor changes proposed by ATE to meet relevant road safety criteria have been taken on board in the design.

ATE have confirmed they support the scheme that is coming to this Executive meeting from a road safety perspective and if this is delivered with council funding this would not instigate a requirement for clawback of any of the original ATE funding.

Officers and Councillor Young also explored with ATE the risk that progressing the changes proposed within this paper could affect North Somerset's access to future national funding rounds (by reducing its 'capability rating'). Although this decision will be taken at a later stage, following discussion with ATE this risk is now considered to be low given that the changes affect only one part of the scheme, which is also one of a number of successfully delivered ATE-funded schemes across North Somerset.

3.4. Update from engagement with Ward members and Clevedon Town Council and TCC Scrutiny Panel

Engagement with Ward Councillors and Clevedon Town Council to review the outcome of the RSA1 and input into development of the design commenced in the latter part of January. Three meetings were held with a final meeting taking place on 8 March. Detail of the issues considered at these meetings is set out in the consultation section of this report.

It was agreed with the TCC Scrutiny Chair that the scrutiny process should include two informal sessions with the TCC panel to review the extent to which the Executive recommendations were being addressed and to seek reassurance on:

- Demonstration of value for money for scheme change and the potential impact on progression with or divestment from other council priority schemes;
- Transparency on engagement with Active Travel England and future relationships.

The first informal session was held on 11th January to review progress and planned work. Panel members confirmed support for the approach and reiterated the need for reassurance that both delivery against recommendations and demonstration of value for money were being achieved. They also asked officers to remain mindful of the Audit West report findings.

The second informal session took place on 11th March and the Panel was shown the revised scheme and talked through the value for money exercise and potential options for funding the scheme. The Panel members confirmed they were happy with the way scrutiny had been engaged in the process and noted the honest engagement in progression of the scheme. They confirmed their reassurance that both delivery against recommendations and demonstration of value for money were being achieved.

3.5. Value for Money assessment

3.5.1. Process

At its meeting of 6 December 2023, The Executive commissioned the Director of Place to develop options for funding and implementation of the recommendations in Section 10 of the report for more substantial changes to the current scheme on The Beach and to consider, in consultation with the Director of Corporate Services/ s151 officer, the value for money of proceeding with scheme changes to The Beach and the potential impacts on the council's ability to progress with other priority schemes given there is currently no funding available for this.

Given that this is a Highways scheme, the Department for Transport Value for Money Framework was selected by the s151 Officer as an appropriate methodology to review the options, in consultation with scrutiny. In carrying out the assessment, there was not sufficient information available to forecast the Impacts on the local and regional community of the options (as also reflected by AECOM in their report), and therefore this section was removed from the analysis.

Box 2.1: Logic map of a proposal with example



Stage of Logic Map	Example
Context refers to the problems the proposal aims to address.	Congestion on the A1 (single lane).
Inputs refers to the resources required to deliver the proposal. It typically includes things such as staff, engineers, consultants, materials, land.	The land, labour and machinery, and enterprise for construction of an additional lane.
Outputs refers to the tangible deliverables of the proposal. It typically includes things such as roads, railways, stations built or maintained.	New lane constructed so that the A1 is now dual- rather than single-laned.
Outcomes refers to the short- and medium-term results of the proposal which may affect public value.	Shorter journey times, lower vehicle operating costs, increased reliability.
Impacts refers to the longer term effects of the proposal on the well-being of the UK public. It is the wider public value attributable to the proposal.	Increased productivity due to reduced commute times for travellers; agglomeration if the A1 connects / creates clusters.

The results of the **value for money analysis** including a range of options are presented in **Appendices 4-7**.

3.5.2. Funding options

Further consideration was given to a variety of funding options, identified as:

- External borrowing – which comes with a borrowing cost in our revenue budget
- One off revenue and reserves resources
- Swapping for other schemes in the capital programme
- External funding – approach to Town Council

Delivering value in funding approach.

Given that new borrowing would have a 20-year revenue impact, we cannot say that borrowing for this scheme would deliver value for money as it would require savings to be made elsewhere which would directly impact on services.

Swapping for other items in the capital programme would require the cancelling or deferral of other schemes – and these are outlined further in the finance section of this paper.

Therefore, the preferred option for funding is to identify existing resources, as this will mean a shorter-term impact (within 12 months) to the council’s finances and avoids additional borrowing costs. However, the council has already reviewed all reserve funding and reprioritised any possible funds to fund in-year cost pressures, meaning that there is limited scope to release any further reserves.

Consultation

A significant consultation exercise was undertaken by AECOM to inform the independent review proposals. The review recommended specific additional engagement with businesses and community organisations based along The Beach particularly regarding access and loading arrangements and any other specific user requirements. This is outlined below together with feedback from local ward and town councillors.

Engagement with Stakeholders		
Stakeholder	Dates	Outcome
Ward Councillors	24/1/24-8/3/24	<p>3 engagements attended by Cllrs Pryke and Smith. Supportive of progressing the proposed changes (subject to below). Request for signage review – agreed.</p> <p>Request for roundabout to be removed and replaced with T-junction at Alexandra Rd. Considered but not amended for safety reasons.</p> <p>Preference for sufficient focus on quality (rather than minimal approach to resurfacing etc.) to avoid further problems.</p>
Town Council	24/1/24-8/3/24	<p>3 engagements offered to all Clevedon Town Councillors. Council Chair and Town Clerk attended. Supportive of progressing with proposed changes.</p> <p>Request for disabled spaces to be mix of front and side on -agreed that this can be accommodated in next phase of design – subject to discussion with Accessibility Group and disabled stakeholders.</p>
Community organisations and sporting clubs based along The Beach	20/1/24-2/2/24	<p>Supportive of progressing with proposed changes as most pragmatic and affordable solution.</p> <p>Concerns at current speed of cyclists travelling from Marine Parade along The Beach. Support improvements to roundabout and measures to slow cyclists (pedestrian island) at Alexandra Road corner.</p> <p>Need for vehicles with towing trailers (with boats) to turn right from The Beach to Alexandra Road – currently impaired if cars parked on double yellow lines outside Scarletts. - addressed by pedestrian island in revised design.</p> <p>Access and egress for boats/trailers to the slipway – revised design includes double yellow lines over dropdown kerb for access to slipway.</p> <p>Preference to split currently shared coach parking / loading bays with coach parking Elton Road end, loading at Pier end – feasible within current design and costings. Specific approach to be determined with stakeholder group at next stage of design.</p> <p>Preference to split disabled spaces along the parking provision rather than in single block – feasible within current design and costings. Specific approach to be determined with stakeholder group at next stage of design.</p> <p>Remove Pier-end planter and replace with something on the pavement with bench seating incorporated - agreed</p> <p>Include formal crossing at each end to slow cyclists this suggestion is difficult to accommodate at junctions with formal crossing requirements – e.g. belisha beacons and zig-zags, significantly more costly and not supported by other stakeholder groups. However, introduction of full mini-roundabout ‘give way’ markings and pedestrian crossing points will improve pedestrian crossing at these points.</p>

		<p>Requested parking restrictions to remain at 4 hrs max – any changes to parking restrictions would be subject to separate consultation.</p> <p>Remove option for disabled parking on double yellow lines opposite bus stop – incorporated within current design.</p>
Businesses on The Beach	15/1/24 - ongoing	<p>All 6 businesses approached, 5 have provided feedback. General support for progressing with the proposed changes.</p> <p>Mixed views on sharing of coach and loading bays.</p> <p>Some businesses require very large deliveries of barrels or pallets. Delivery vehicles will continue to stop on business side of road – full enforcement is challenging but carriageway is wider in this proposal because of cycle lane and allocation of sufficient space for overtaking of cycles by cars travelling north along The Beach</p> <p>Need to accommodate access to Scarlett's driveway at north end of The Beach – agreed and to be addressed at next phase of design.</p> <p>Preference to split up disabled parking spaces along The Beach – Feasible within current design and costings. Specific approach to be determined with stakeholders at next phase of design.</p> <p>Concerns at current speed of cyclists travelling from Marine Parade along The Beach. Support for improvements to roundabout and measures to slow cyclists (pedestrian island) at Alexandra Road corner.</p> <p>Keep works as simple as possible, minimise disruption, do not undertake works over the summer season (Easter-September) - a high-level timeline has been developed which avoids the summer period</p> <p>Ensure full access to driveways – attention has been paid to this in the design and further tracking checks would take place at next stage.</p> <p>Maximise parking. parking increased within the proposed changes.</p> <p>Consider whether sufficient lighting at pedestrian crossing points – to be considered.</p> <p>Concern as to general drainage and potential for slow drainage/flooding of cycle lane. Preference to avoid use of surfacing materials that wash off easily and block drains – to be considered further. Buff areas are removed from design. Cycle lane could be the same or a different colour from the rest of the road surface. To be determined at next stage of design.</p>
North Somerset Accessibility Group	15/3/24	<p>This group contributed feedback to the AECOM review which informed the current design but were approached to consider the views expressed by other stakeholders particularly on positioning of disabled parking spaces and any other wider access requirements.</p>

4. Financial Implications

4.1 Costs

The total cost of the recommended option is **£425,000** which includes the design, delivery and implementation of the proposed changes as well as an element to cover contingencies, in the event that there are changes to current assumptions.

Costs	£	
Core contract costs	228,630	Includes site clearance, fencing, footway resurfacing, road markings and traffic signs
Site survey and investigations	7,000	Includes topographical survey of current site layout to facilitate detailed design
Street lighting	4,000	Illuminated signage on junction with Alexandra Road
Legal costs	11,000	Includes Traffic Regulation Orders, statutory notices and parking suspension
Fees and supervision	49,730	Includes engineering and design (preliminary and detailed), site supervision, road safety audit, comms and evaluation
Enhancements and other changes	49,640	
Contingency	75,000	To cover changes in core assumptions, inflation and unexpected or unavoidable issues
Total costs	425,000	

4.2 Funding

The council is currently facing a lot of pressure within its existing capital programme, largely as a result of inflationary impacts which means that it does not have any unallocated monies that can be called upon to finance new investment. However, a detailed review of all existing spending plans and funding arrangements has been undertaken and the table below summarises funding which can be used for this project.

Type of funding	£		Note
Capital reserves	94,000	Held for highways related spending, linked to scheme variations	
Revenue reserves	59,000	Held for council-wide and Place related priorities	
Highways grants	85,000	Local transport plan (LTP) related grant	1
Reallocate highways grants from other schemes which can be funded by s106	116,000	Local transport plan (LTP) related grant	2
Reallocate borrowing from other schemes	71,000	Already funded within the revenue budget	3
Total funding	425,000		

Capital spending and funding decisions can be complex because there are often regulations which prescribe how and when monies must be used and also accounted for.

Explanatory notes relating to the table above;

1. Grants given by government departments are often allocated for specific purposes or to ensure that defined outcomes are achieved. It is proposed that the council allocates £85,000 of the Local Transport Plan grant as funding towards this project

Some of grant relates to funding given for highways maintenance and technical changes, and £76,000 relates to the 'One Front Door' heading which is money given to councils for highway related projects that are supported by communities as priorities within the local area, but which may not be projects that are prioritised from a

technical perspective. The funding available for these schemes will therefore be reduced in 2024-25, but this will not result in cancellation of any schemes which have been committed to/ already prioritised in council plans.

2. The existing capital programme currently includes two projects that are due to be funded by the LTP highways grant however, this was a temporary measure until such time as the council was in a position to receive specific S106 contributions to cover these costs. A review has shown that the S106 monies will be received by the end of the financial year which means that the council can release £116,000 of LTP grant and re-allocate it to this project.
3. Borrowing can only be used to fund capital expenditure if the council can demonstrate that it is affordable within the context of the annual revenue budget and can be repaid. Given the constraints of the revenue budget no new borrowing can be added however provision for existing borrowing could be reviewed and reallocated – this would mean that planned spending would have to be removed from the current programme.

The existing capital programme currently includes funding from the Great Lakes Programme allocation to Clevedon which is funded by borrowing and has not been formally committed. This includes £50,000 towards the repair to the Slipway in Clevedon and £21,000 that remains unallocated to a specific project. The Slipway project is not at the implementation stage and will require significant further funding to be generated from other sources to enable a viable project. It is proposed that the Slipway project is removed from the capital programme until such time as it can be fully implemented and that this plus the unallocated borrowing provision is reallocated to the revised Clevedon Seafront Project. The borrowing costs are fully reflected within the revenue budget and can be repaid.

5. Legal Powers and Implications

External - The Local Government Act 1972 lays down the fundamental principle by providing that every local authority shall make arrangements for the proper administration of their financial affairs including balancing their budgets each year from within their own resource allocations, although further details and requirements are contained within related legislation.

Internal - Approval of the council's capital spending plans and the allocation of resources to fund these plans are documented within Financial Regulations part of the constitution; paragraph 4.35 details how changes can be made to the approved programme during the year.

6. Climate Change and Environmental Implications

Implementation of the proposed changes to The Beach will have some limited climate and environmental implications through the need to revisit completed works. As with any highways scheme any impacts will be managed carefully eg though minimising the areas of resurfacing to reduce the amount of disposal and new surfacing required. Where disposal of excavated material is necessary, this will be sent to recycling centres rather than to landfill sites; and materials will be sourced locally where possible to reduce delivery mileages.

7. Risk Management

Any recommendations that are considered for implementation by the council will need to follow our risk management framework. At this stage the following risks and potential mitigations have been identified:

Risk	Inherent risk score	Residual Likelihood	Residual Impact	Residual Risk Score	Comments
Delay to implementing the recommendations of the Stage 3 Road Safety Audit undertaken in July 2023 could impact on the ability to address the on-going road safety issues, particularly given the evidence through the public consultation and on-site observations by AECOM of on-going misunderstanding and misuse of the scheme.	HIGH	2	3	LOW/MED	Road Safety Audit recommendations will be delivered in the proposed scheme
The ability to be clear when communicating future financial impacts of potential options with the local community and decision-makers, given that the proposals and potential changes to The Beach in Section 10 of the review report and illustrated in Appendix E are only high-level assessment of an indicative scheme, as are the associated costs that are set out in Section 11.	HIGH	2	2	LOW/MED	Value for money and funding options developed by s151 officer in consultation with scrutiny, presented via this report to aid transparency. A reasonable level of contingency has been included in the proposed scheme to mitigate further financial impacts.
There is a potential reputational risk to the council if it is not able to fund or deliver the changes recommended through the independent review, given the investment of time and money in this and the level of public interest.	HIGH	3	4	MED/HIGH	The recommendations in this report propose a way forward, to deliver a scheme which will meet with the expectations of the community. This is a contentious project, and differing views remain which may not be resolved by the revised scheme. There is a risk that, due to the overspend on the original scheme, further spend is viewed negatively by stakeholders.
Given there is no currently available capital funding to progress with wider changes to The Beach there is a risk that, in order to implement these changes (if that is the decision of the Executive in March 2024), funding may need to be reallocated from the	HIGH	3	2	LOW/MED	Funding has now been resolved and recommendations are included within this report. However, there will be impacts on specific Clevedon related projects and the wider capital programme as funding will not be available to use for other schemes.

existing capital programme which could impact on the delivery of other schemes already in the programme.					
Changes made to reverse elements of the scheme may affect the council's relationship with Active Travel England (ATE) and also the ability to secure additional funding from them and for wider cross-transport schemes in the future. This is supported by grant determination agreements.	HIGH	1	3	LOW	The Director of Place has maintained regular contact with ATE and reached agreement that the revised scheme meets requisite road safety and other ATE requirements, and therefore funding will not be clawed back.

8. Equality Implications

No new implications arising directly from this report, that were not covered within the previous report.

9. Corporate Implications

The council has a series of financial plans and monitoring processes are vital tools to help align effort across the organisation and ensure that services are all are focused on delivery to agreed community and organisational priorities. With continuing financial pressures and demands for services, it is essential that the councils' limited resources continue to be prioritised and allocated in line with the identified priorities.

10. Options Considered

This report has been focused on responding to the recommendations of the December 2023 Executive report and includes considerations relating to the design, implementation timescales, funding and value for money considerations.

Author:

Lucy Shomali, Director of Place

Appendices:

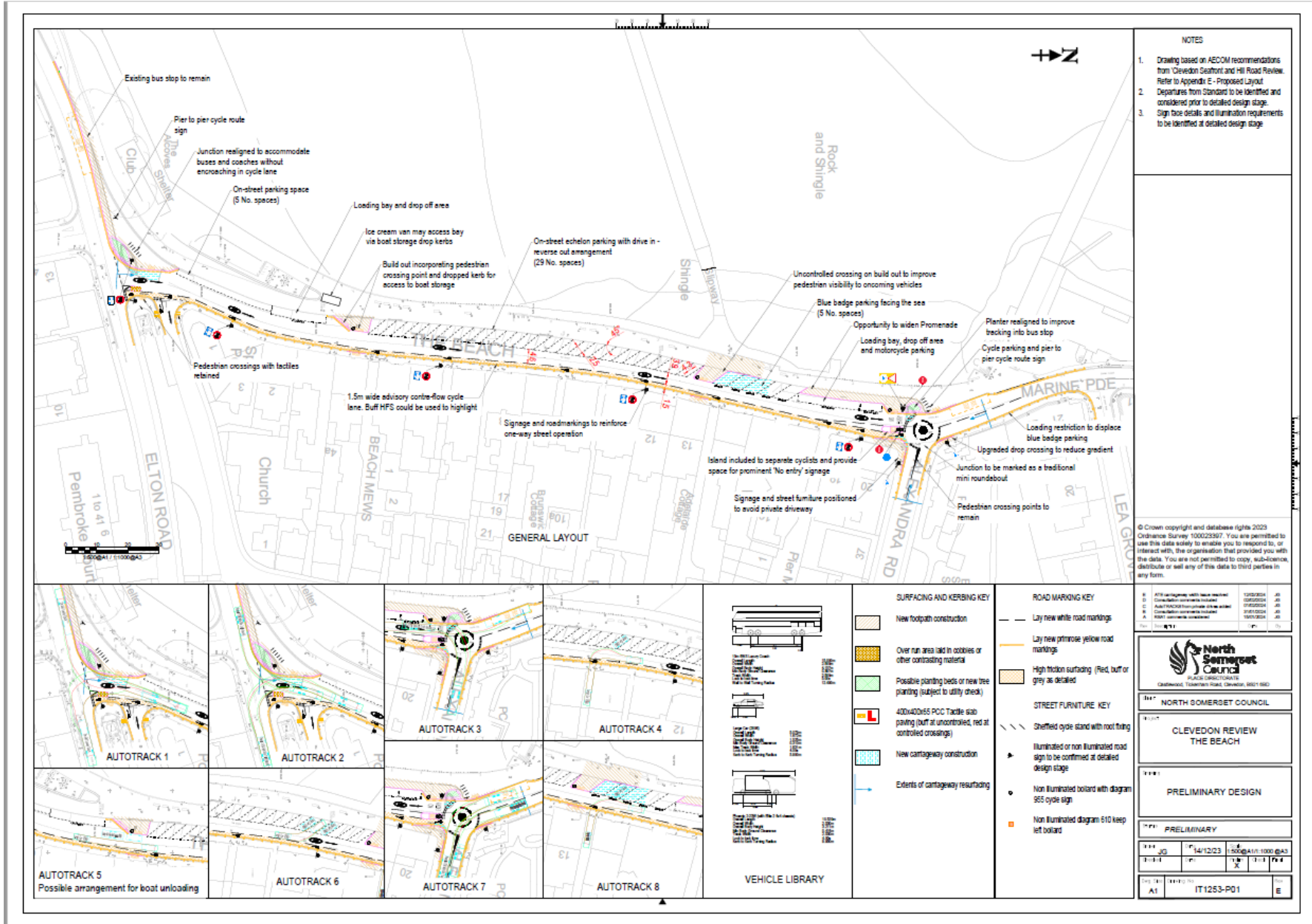
- Appendix 1 Proposed Scheme design
- Appendix 2 Comparison of the revised design to the AECOM recommendations
- Appendix 3 Comparison of revised scheme outcomes to active travel funding criteria
- Appendices 4-7 Value for money analysis of options

Background Papers:

Exec reports:

- 6 September 2023 - Independent Review of Clevedon Seafront Scheme
- 6 December 2023 - Independent Review of Clevedon Seafront Scheme

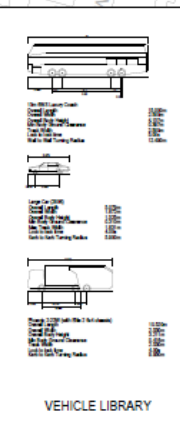
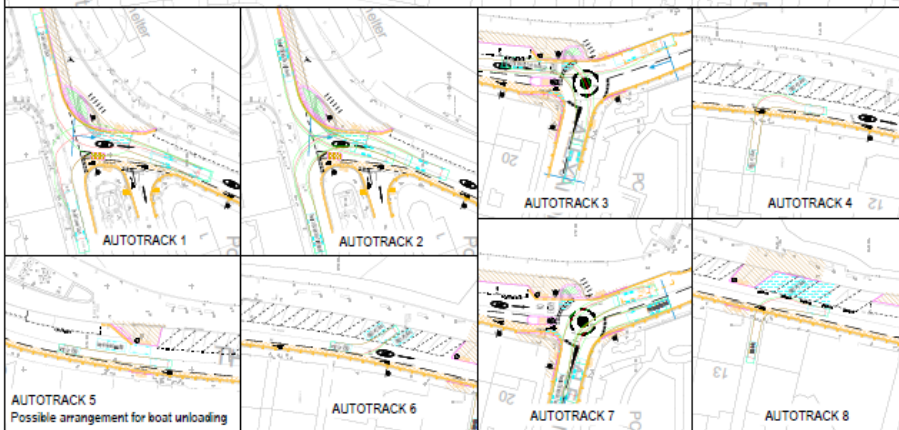
APPENDIX 1 – PROPOSED SCHEME DESIGN



- NOTES**
- Drawing based on AECOM recommendations from Clevedon Seaford and Hill Road Review. Refer to Appendix E - Proposed Layout.
 - Departures from Standard to be identified and considered prior to detailed design stage.
 - Sign face details and illumination requirements to be identified at detailed design stage.

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SURFACING AND KERBING KEY

- New footpath construction
- Over run area laid in cobble or other contrasting material
- Possible planting beds or new tree planting (subject to utility check)
- 400x400x65 PCC Tactile slab paving (buff at uncontrolled, red at controlled crossings)
- New cartway construction
- Extents of cartway resurfacing

ROAD MARKING KEY

- Lay new white road markings
- Lay new primeuse yellow road markings
- High friction surfacing (Red, buff or grey as detailed)

STREET FURNITURE KEY

- Shelved cycle stand with roof fixing
- Illuminated or non illuminated road sign to be confirmed at detailed design stage
- Non illuminated bollard with diagram 955 cycle sign
- Non illuminated diagram 610 keep left bollard

APPENDIX 2 - COMPARISON OF THE REVISED DESIGN TO THE AECOM RECOMMENDATIONS

AECOM Recommendations Analysis
(Taken from Chapter 10 of AECOM Final Report)

ITEM	RECOMMENDATION	PRIORITY	STATUS
1	Remove two-way cycle track	High	Included
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	High	Included
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	Medium	Included
4	Straight ahead arrows along The Beach	High	Included
5	Provide coach pick-up/ drop-off space and loading bay to support local economy	High	Included in part - 2 loading bays have been included which are of adequate size to be used by coaches and others such as the sailing club to drop off. This is a more flexible use of the kerb space than providing a dedicated coach loading facility.
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	Medium	Included in part - A formal (zebra crossing requires a 'controlled zone' (zig-zags) to prevent parking and improve inter-visibility (Ref. RSA1). The crossing has been taken forward as an uncontrolled crossing to remove the need for zig-zags (And intrusive flashing globes in a conservation area) and to increase the parking provision.

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. Rightturn 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>	High	<p>Included in part - The Traffic Signs Manual suggests that 'Give Way Markings' (and associated signage) is only required where deflection is poor. Therefore only The Beach requires a give way marking with supplementary plate. The signage on The Beach will also have a yellow backing (Ref RSA1). Standard mini roundabout signage and road markings are more appropriate on Marine Parade and Alexander Road as there is deflection. The proposed 'left turn' and 'right turn' arrows have not been included in Alexander Road and Marine Parade because these would not apply to cyclists and would be confusing. There is a risk that drivers pulling out of Alexander Road would pull out on cyclists travelling down Marine Parade and wanting to access The Beach if the road markings suggested that the cyclist should be turning left. A separator island has been included between the cycleway and carriageway to further improve the prominence of the No Entry signs.</p>
8	<p>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.</p>	Low	<p>Included</p>
9	<p>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 also be used by coaches subject to an appropriate traffic regulation order</p>	Low	<p>Not included - Moving the bus stop back would make it more difficult for the bus to pull up parallel to the kerb which would disadvantage passengers with mobility problems. There is sufficient space for 2 way traffic on the outside of a waiting bus if loading restrictions are implemented on the other side of the road to prevent blue badge parking. A Traffic Regulation Order is not required to implement a Bus Stop Clearway and the bus stop may currently be used by coaches as it is</p>

			not limited to 'local buses'.
10	Loading restrictions opposite The Pier to stop blue badge parking.	High	Included
11	Local publicity of all public transport options and car parking. Consider whether the signs to local car parking are sufficient	Low	Not included - Desire to reduce signage and street clutter in the conservation area. Public transport timetables are provided at the bus stops and most motorists from out of the area will have already driven past the public car parks by the time they arrive at The Beach.
12	Local publicity to encourage more positive behaviours in using the implemented scheme to avoid unintended consequences on other road users	Low	Not included - Out of scope for the introduction of an infrastructure scheme
13	Road to be maintained or swept because the current surface dressing treatment may pose safety hazards to pedestrians and cyclists	Low	Not included - Out of scope for the introduction of an infrastructure scheme. This is an ongoing maintenance issue.

APPENDIX 3 - COMPARISON OF REVISED SCHEME OUTCOMES TO THE ACTIVE TRAVEL FUNDING CRITERIA

Scheme objectives analysis Proposed scheme verses original layout.
(Taken from Chapter 7 of AECOM Final Report)

ITEM	OBJECTIVE	SCORE	COMMENT
7.1	Reallocation of road space for walking and cycling – to include a design that is suitable for significant numbers of cycles and nonstandard cycles	Good	The reallocation of road space from general traffic to the contraflow cycle lane combined with the introduction of enhanced pedestrian crossings and a reduction in speed limit will accommodate significant numbers of standard and non-standard cycles as well as improving the overall satisfaction of this user group.
7.2	Provide a cycle route that is coherent, direct, safe, comfortable, and attractive	Good	The proposed contraflow cycle lane will prioritise and encourage more cycle journeys as cycling will offer a more direct alternative to the use of the private car.
7.3	Mitigate any negative impacts on disabled people or those with protected characteristics	Neutral	The removal of blue badge holders from Marine Parade will negatively impact this user group. The additional blue badge parking allocated should however mitigate this and allow potential for end loading and side loading dependant on consultation outcomes in a convenient location to access the seafront. The re-allocation of more general parking spaces to blue badge spaces in convenient locations would improve this score to 'Good'.
7.4	Enable people to safely access local attractions and shops whilst maintaining social distancing	Good	Enhanced pedestrian crossings and kerb build outs to highlight pedestrian crossing points will improve access between the promenade and hospitality businesses. The reduction in the speed limit will also improve road safety objectives. Social distancing objectives that were identified during the pandemic are now superseded.

7.5	Economic recovery by enabling more people to safely visit local shops and by making it a more attractive destination	Good	Similar levels of parking although studies indicate that there is no correlation between parking and economic growth. Improved bus stops and enhanced active travel facilities will facilitate more trips to the area and increase footfall which has proven economic benefits.
7.6	Enhanced public realm through reallocation of road space, parklets, and enhanced street furniture	Good / Neutral	The scheme has similar allocation to vehicles and does include additional planting and improved pedestrian crossing facilities. Resurfacing of the carriageway will provide a lift to the area. Consideration could be given to reallocating more space to public realm, including the introduction of pocket parks to further enhance the pedestrian crossing facilities to improve this score to 'Good'.
7.7	Encourage active travel	Good	The proposed contraflow cycle lane will prioritise and encourage more cycle journeys as cycling will offer a more direct alternative to the use of the private car. The addition of enhanced pedestrian crossing facilities and reduction in speed limit will have a positive impact on active travel.
7.8	Reduce dominance of the car	Good	The scheme adds one way traffic with a contra-flow cycle lane combined with a 20mph speed limit will reduce the dominance of the car and enhance the overall satisfaction of those who pass through the area by walking or cycle.

APPENDIX 4 – VALUE FOR MONEY ANALYSIS OPTION 1

Department for Transport Value for Money Framework, Logic map	DO NOTHING
Context	<p>The scheme was designed to support our commitment to providing sustainable travel routes. This is to encourage more cycling and walking as well as reducing car travel.</p> <p>The scheme has been extremely controversial, generated a local 'Save our Seafront' group, was the subject of a Parliamentary debate and featured in national and local media.</p>
Inputs - additional funding to deliver the option	£0
Outputs	<ol style="list-style-type: none"> 1. One Way system on The Beach 2. Active travel changes to The Beach and Hill Road - 2 way cycle track, cycle stands, bus stop, crossing points. 3. Amend parking along The Beach and new spaces Elton Road 4. Hill Road pavement widening, pedestrian crossing points, disabled parking bays, cycle lane and space for seating, trees and cycle parking 5. Removal of 2 bus stops due to one way system and new bus stop

OUTCOMES (Taken from Chapter 7 of AECOM Final Report)

ITEM	OBJECTIVE	The Beach	Hill Road	Other Roads
7.1	Reallocation of road space for walking and cycling – to include a design that is suitable for significant numbers of cycles and nonstandard cycles	Met	Met	Met
7.2	Provide a cycle route that is coherent, direct, safe, comfortable, and attractive	Not Met	Met	Met
7.3	Mitigate any negative impacts on disabled people or those with protected characteristics	Not Met	Met	Met
7.4	Enable people to safely access local attractions and shops whilst maintaining social distancing	Partially	Met	Unable to conclude

7.5	Economic recovery by enabling more people to safely visit local shops and by making it a more attractive destination	Partially	Met	N/A
7.6	Enhanced public realm through reallocation of road space, parklets, and enhanced street furniture	Partially	Met	N/A
7.7	Encourage active travel	Unable to conclude	Unable to conclude	Unable to conclude
7.8	Reduce dominance of the car	Unable to conclude	Unable to conclude	Unable to conclude

APPENDIX 5 – VALUE FOR MONEY ANALYSIS OPTION 2

<p>Department for Transport Value for Money Framework, Logic map</p>	<p>ROAD SAFETY AUDIT RECOMMENDATIONS</p>
<p>Context</p>	<p>The Post Implementation Stage 3 Road Safety Audit involves checking any possible road safety issues that might result from road improvements or new roads.</p>
<p>Inputs - additional funding to deliver the option</p>	<p>£20,000</p>
<p>Outputs</p>	<ol style="list-style-type: none"> 1. Enhance signage to clarify one way, cycling and parking areas 2. Introduce a 'straight ahead' arrow on the carriageway 3. Establish the level of any potential conflicts, by use a video monitor to capture long periods of activity, including busy sunny weekends, when there are likely to be many more pedestrians and cyclists 4. Introduce individual parking bay markings to increase driver understanding of the layout, and encourage drivers to park away from the buffer zone 5. Removal of specific parking bays, introduce formal waiting and loading restrictions marked by yellow lines and kerbside tics, and follow up with enforcement 6.Updating of road markings
<p>Outcomes</p>	<p>As per option one, plus Improved safety and compliance</p>

APPENDIX 6 – VALUE FOR MONEY ANALYSIS OPTION 3

Department for Transport Value for Money Framework, Logic map	AECOM SCHEME
Context	Detailed design process based on recommendations from Aecom report.
Inputs - additional funding to deliver the option	£373,000 (however, this figure did not include road resurfacing or contingency)
Outputs	<ol style="list-style-type: none"> 1. Remove two-way cycle track 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 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 4. Straight ahead arrows along The Beach 5. Provide coach pick-up/ drop-off space and loading bay to support local economy 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 7. 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 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. 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 also be used by coaches subject to an appropriate traffic regulation order" 10. Loading restrictions opposite The Pier to stop blue badge parking. 11. Local publicity of all public transport options and car parking. Consider whether the signs to local car parking are sufficient 12. Local publicity to encourage more positive behaviours in using the implemented scheme to avoid unintended consequences on other road users 13. Road to be maintained or swept because the current surface dressing treatment may pose safety hazards to pedestrians and cyclists

OUTCOMES (Taken from Chapter 7 of AECOM Final Report)

ITEM	OBJECTIVE	SCORE	COMMENT
7.1	Reallocation of road space for walking and cycling – to include a design that is suitable for significant numbers of cycles and nonstandard cycles	Good	The reallocation of road space from general traffic to the contraflow cycle lane combined with the introduction of enhanced pedestrian crossings and a reduction in speed limit will accommodate significant numbers of standard and non-standard cycles as well as improving the overall satisfaction of this user group.
7.2	Provide a cycle route that is coherent, direct, safe, comfortable, and attractive	Good	The proposed contraflow cycle lane will prioritise and encourage more cycle journeys as cycling will offer a more direct alternative to the use of the private car.
7.3	Mitigate any negative impacts on disabled people or those with protected characteristics	Neutral	The removal of blue badge holders from Marine Parade will negatively impact this user group. The additional blue badge parking allocated should however mitigate this and allow potential for end loading and side loading dependant on consultation outcomes in a convenient location to access the seafront.
7.4	Enable people to safely access local attractions and shops whilst maintaining social distancing	Good	Enhanced pedestrian crossings and kerb build outs to highlight pedestrian crossing points will improve access between the promenade and hospitality businesses. The reduction in the speed limit will also improve road safety objectives. Social distancing objectives that were identified during the pandemic are now superseded.
7.5	Economic recovery by enabling more people to safely visit local shops and by making it a more attractive destination	Good	Similar levels of parking although studies indicate that there is no correlation between parking and economic growth. Improved bus stops and enhanced active travel facilities will facilitate more trips to the area and increase footfall which has proven economic benefits.
7.6	Enhanced public realm through reallocation of road space, parklets, and enhanced street furniture	Good / Neutral	The scheme has similar allocation to vehicles and does include additional planting and improved pedestrian crossing facilities. Resurfacing of the carriageway will provide a lift to the area.
7.7	Encourage active travel	Good	The proposed contraflow cycle lane will prioritise and encourage more cycle journeys as cycling will offer a more direct alternative to the use of the private car. The addition of enhanced pedestrian crossing facilities and reduction in speed limit will have a positive impact on active travel.

7.8	Reduce dominance of the car	Good	The scheme adds one way traffic with a contra-flow cycle lane combined with a 20mph speed limit will reduce the dominance of the car and enhance the overall satisfaction of those who pass through the area by walking or cycle. Aecom Proposal would remove bus from the Highway to accommodate loading stopovers.
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APPENDIX 7 – VALUE FOR MONEY ANALYSIS OPTION 4

<p>Department for Transport Value for Money Framework, Logic map</p>	<p>RECOMMENDED SCHEME BASED ON AECOM SCHEME</p>
<p>Context</p>	<p>Design to address the original scheme objectives whilst minimising the amount of changes we have to make for affordability and disruption and align with road safety recommendations.</p>
<p>Inputs - additional funding to deliver the option</p>	<p>£425,000</p>
<p>Outputs</p>	<ol style="list-style-type: none"> 1. Remove two-way cycle track 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 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 4. Straight ahead arrows along The Beach 5. IN PART: Provide coach pick-up/ drop-off space and loading bay to support local economy 6. IN PART: 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 7. IN PART: 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 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. 10. Loading restrictions opposite The Pier to stop blue badge parking.

OUTCOMES (Taken from Chapter 7 of AECOM Final Report)

ITEM	OBJECTIVE	SCORE	COMMENT
7.1	Reallocation of road space for walking and cycling – to include a design that is suitable for significant numbers of cycles and nonstandard cycles	Good	The reallocation of road space from general traffic to the contraflow cycle lane combined with the introduction of enhanced pedestrian crossings and a reduction in speed limit will accommodate significant numbers of standard and non-standard cycles as well as improving the overall satisfaction of this user group.
7.2	Provide a cycle route that is coherent, direct, safe, comfortable, and attractive	Good	The proposed contraflow cycle lane will prioritise and encourage more cycle journeys as cycling will offer a more direct alternative to the use of the private car.
7.3	Mitigate any negative impacts on disabled people or those with protected characteristics	Neutral	The removal of blue badge holders from Marine Parade will negatively impact this user group. The additional blue badge parking allocated should however mitigate this and allow potential for end loading and side loading dependant on consultation outcomes in a convenient location to access the seafront. The re-allocation of more general parking spaces to blue badge spaces in convenient locations would improve this score to 'Good'.
7.4	Enable people to safely access local attractions and shops whilst maintaining social distancing	Good	Enhanced pedestrian crossings and kerb build outs to highlight pedestrian crossing points will improve access between the promenade and hospitality businesses. The reduction in the speed limit will also improve road safety objectives. Social distancing objectives that were identified during the pandemic are now superseded.
7.5	Economic recovery by enabling more people to safely visit local shops and by making it a more attractive destination	Good	Similar levels of parking although studies indicate that there is no correlation between parking and economic growth. Improved bus stops and enhanced active travel facilities will facilitate more trips to the area and increase footfall which has proven economic benefits.

7.6	Enhanced public realm through reallocation of road space, parklets, and enhanced street furniture	Good / Neutral	The scheme has similar allocation to vehicles and does include additional planting and improved pedestrian crossing facilities. Resurfacing of the carriageway will provide a lift to the area. Consideration could be given to reallocating more space to public realm, including the introduction of pocket parks to further enhance the pedestrian crossing facilities to improve this score to 'Good'.
7.7	Encourage active travel	Good	The proposed contraflow cycle lane will prioritise and encourage more cycle journeys as cycling will offer a more direct alternative to the use of the private car. The addition of enhanced pedestrian crossing facilities and reduction in speed limit will have a positive impact on active travel.
7.8	Reduce dominance of the car	Good	The scheme adds one way traffic with a contra-flow cycle lane combined with a 20mph speed limit will reduce the dominance of the car and enhance the overall satisfaction of those who pass through the area by walking or cycle.