

Clevedon Scheme Review

20th November 2023

Vicky Presland – Project Director

What have we done?

1. Review of Policy and other reports - Active Travel England Report, Audit West Report and Stage 3 (Post construction) safety audit
2. Technical review and examine existing data – site observations, accident data, bus companies and video analysis
3. Consultation with community - Focus Groups, 1:1s, Questionnaires, Councillors
4. Economic considerations
5. Recommendations
6. Cost Estimate

1) Review of Policy and other reports

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
2. Provide a cycle route that is coherent, direct, safe, comfortable, and attractive
3. Mitigate any negative impacts on disabled people or those with protected characteristics.
4. Enable people to safely access local attractions and shops whilst maintaining social distancing
5. Economic recovery by enabling more people to safely visit local shops and by making it a more attractive destination
6. Enhanced public realm through reallocation of road space, parklets, and enhanced street furniture
7. Encourage active travel
8. Reduce dominance of the car

Findings

Unable to draw conclusion for last two objectives for The Beach, Hill Road or Other roads

The Beach – did not meet two objectives and partially met three others. Fully met one
Hill Road – Met all other objectives

Other reports

Active Travel England (ATE)

ATE inspected the scheme on 16 June 2023. The Inspection Report was provided on 13 October 2023 and provided a summary of the inspection outcomes, a policy check and critical issues

No critical issues identified.
Rated as a good quality scheme enhanced by placemaking features and formalising parking

Audit West

Audit West were tasked with carrying out a review to understand whether there are any areas that North Somerset Council (NSC) can learn from when planning and undertaking similar work in the future

No overlapping scope

Stage 3 (Post construction) RSA

An external company undertook the audit in July 2023. This is a standard statutory and council process following the implementation of a scheme of this nature

AECOM has reviewed the safety audit and supports the recommendations. Some measures will not be required if recommendations are introduced

2. Technical review and examine existing data



- No recorded safety issue
- Site observations and review of swept paths on drawings has informed the technical section of the report. Photos sent in of observed behaviours
- Bus companies – improvement on previous situation, inconvenience for those with mobility issues (additional journey time to access Hill Road). Little knowledge about bus services including WESTlink and Community Transport. Pinch point outside The Pier
- Access issues for some residents on The Beach (although some of this is due to inconsiderate parking)

Video Analysis – The Beach

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

Site 1 - Other issues identified									
Pedestrian buff area used as a drop-off point by vehicles (x 14)									
Disabled parking used by boat-towing vehicle, as it waits for buff area to clear to access ramp									
Deliveries using footway/yellow lines opposite buff (x 3)									
Vehicle parked on pedestrian buff crossing point (x 3)									
Site 2 - Other issues identified									
Some larger vehicles too wide for car park, infringe into buff									
Several vehicles travelling in opposite direction, either u-turn using buff or travel entire corridor									

Video Analysis – Hill Road

		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
Hill Road	Central	Weekday	Mon 3pm/Tues 24hr	26	6	1	23	5	11
		Saturday	12th August 6am to 10pm	7	1	0	22	1	21
	Top	Weekday	Mon 3pm/Tues 24hr	17	2	0	0	0	7
		Saturday	12th August 6am to 10pm	6	1	0	0	1	10

Central - Other issues identified

Vehicle drove up street in wrong direction

Buses have some difficulty navigating occupied loading zone

Delivery van using Loading Bay - puts cones and yellow sign on cycle facility

Found limited evidence that cycle facility was blocked often; it was blocked once while a cyclist went past, blocked due to horse; cyclist goes onto road into oncoming traffic to avoid

Top - Other issues identified

Occasional small delay, as car navigates into spaces adjacent to parklets

Refuse vehicle parked on cycleway and footpath to empty bins

Parked delivery vans extend slightly into traffic lane

3. Consultation with Community

Save our Seafront (SoS)

Clevedon Pier and Heritage Trust

Rowing Club

Bid (Business Improvement District)

Input from Local Councillors

First Bus

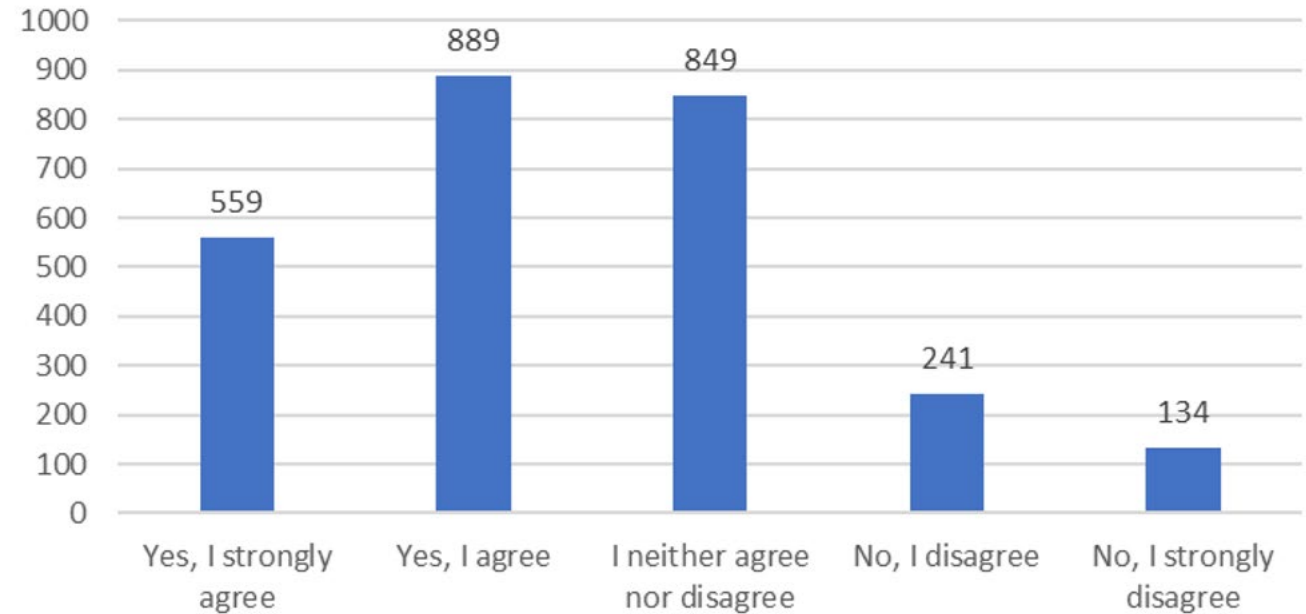
WESTlink

Nailsea & District Community Transport

Clevedon School

Behavioural change due to Climate change

Should people make changes to their behaviour, such as how they travel, to help address climate change?

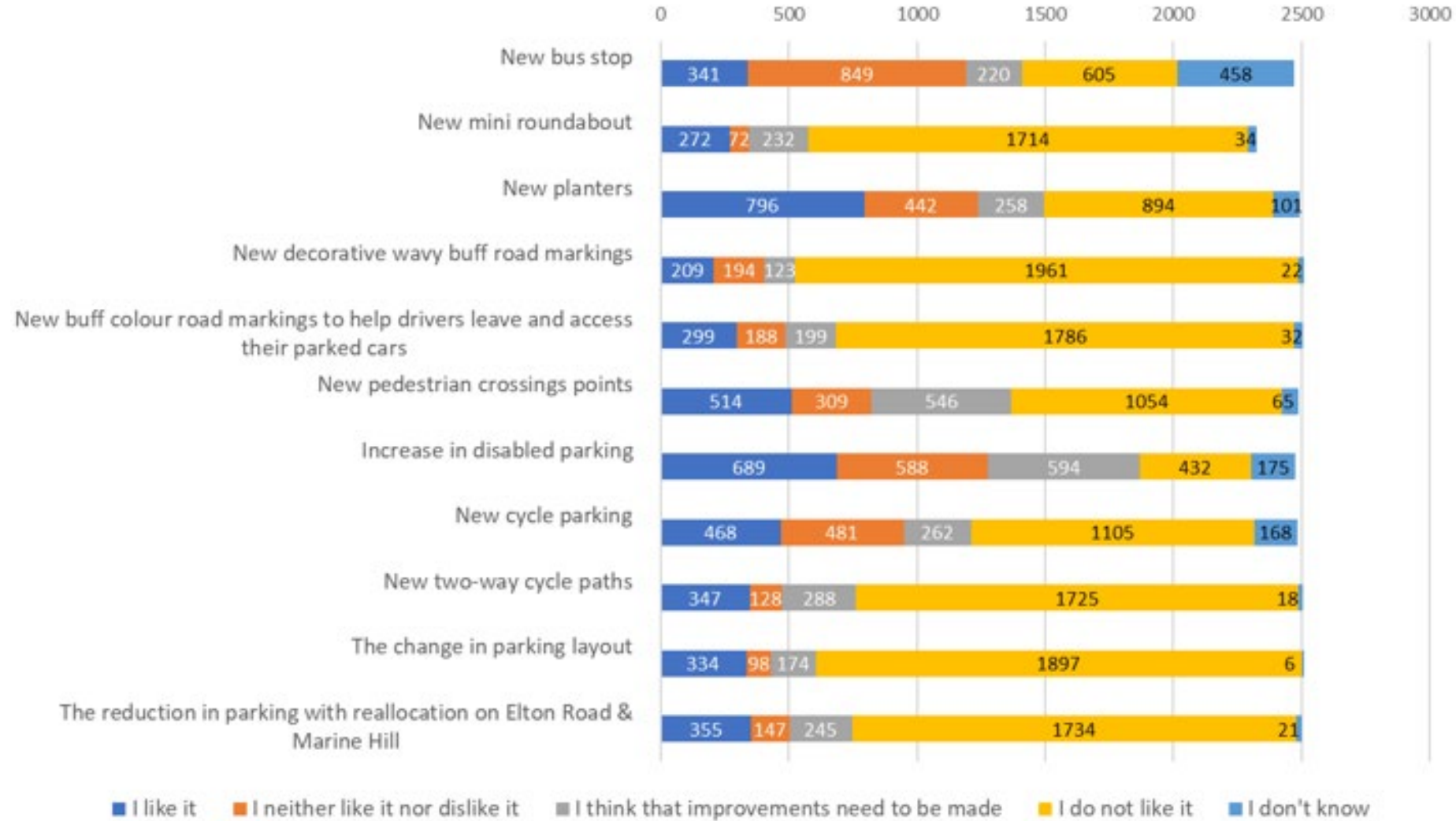


The local community do feel that there should be changes to address climate change with 54% responding positively and a further 32% maintaining a neutral position.

In total – 2,790 questionnaires returned

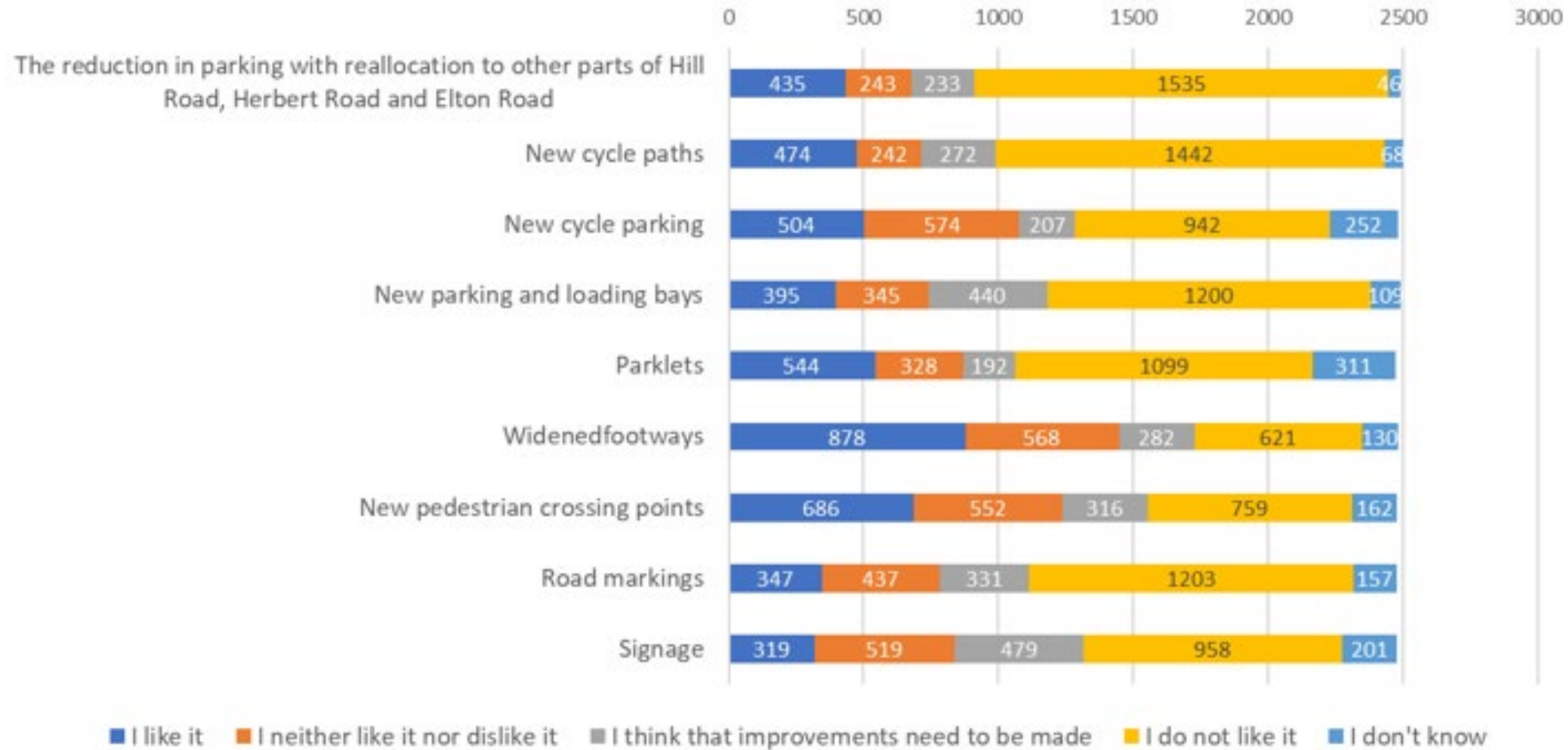
The Beach

How do you rate the following measures introduced along The Beach?



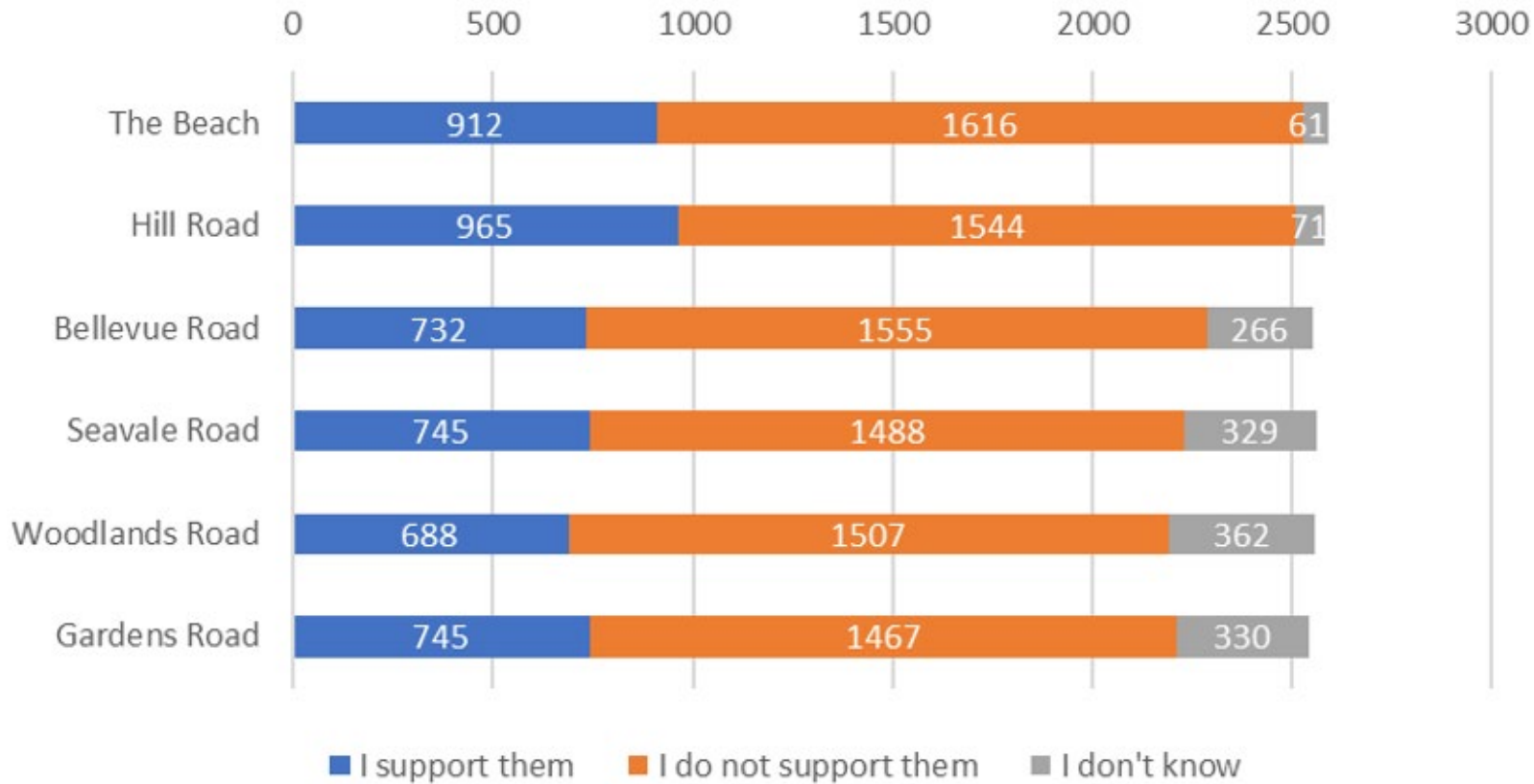
Hill Road

How do you rate the following measures introduced along Hill Road?



One Way Systems

Do you support the new one-way systems introduced on the following roads?



4. Economic considerations

Local views – no empirical evidence from consultation on reduction in trade

External factors

Cost of living – Reduction in average wages of £128.00

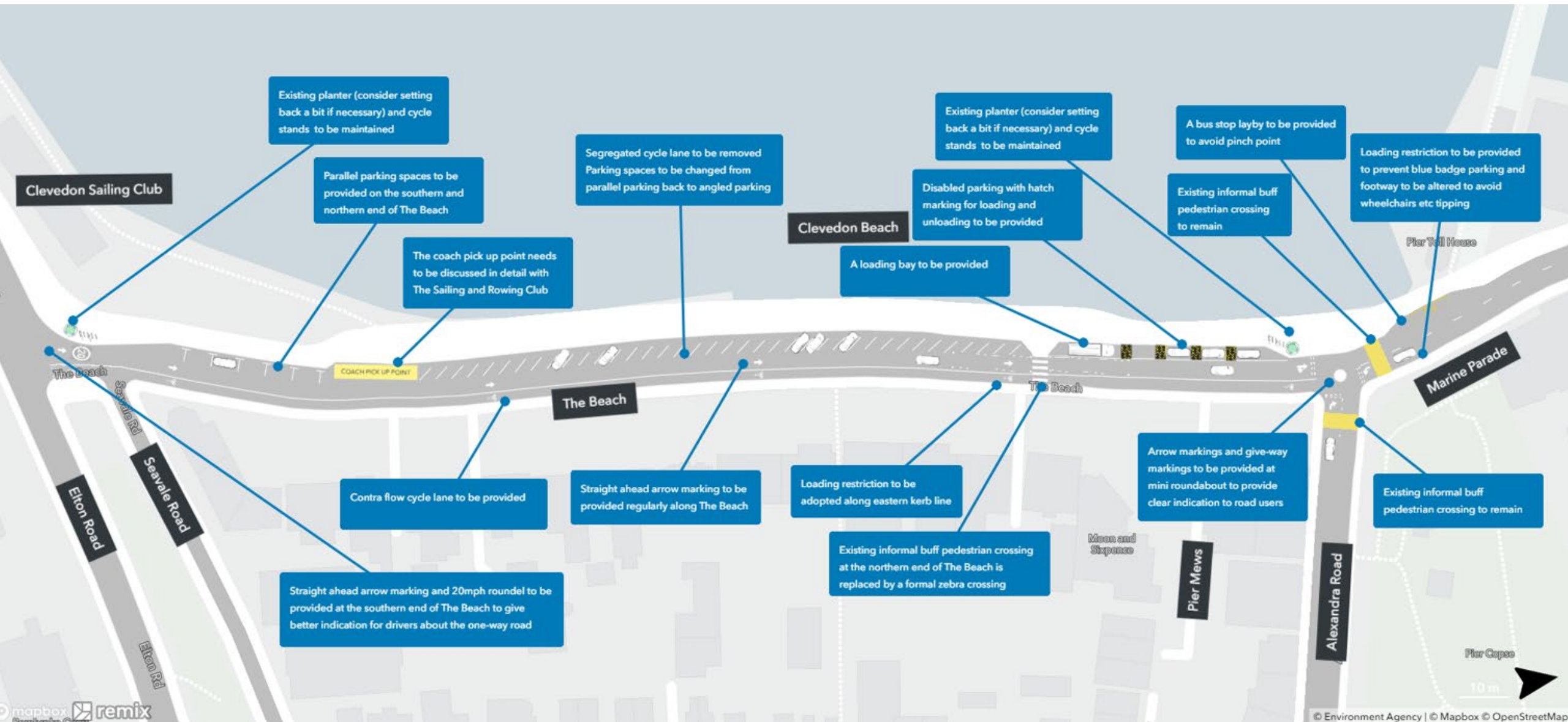
Online shopping – Hospitality, Food/drink back at pre-Covid levels, Fashion lower

Weather - wettest July since 2009. 40% reduction in ticket sales at The Pier

Night-time economy – Night-time economy has not returned to pre-Covid levels

Findings – no direct correlation between scheme implementation and reduction in trade

5. Recommendations – The Beach



Other recommendations

Hill Road

Implement safety audit recommendations

Consider widening use of Parklets by other businesses

Buses

Local promotion of WESTlink and Community Transport

One Way system

Leave in situ, may be local issues which need further investigation

Community led discussion on acceptance of scheme

6. Costings

Items	Rate	<u>Amount (£)</u>
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
Grand Total		<u>£372,931.94</u>

(excluding VAT)

There will be additional costs for the other Safety Audit recommendations

