



Independent review of the Clevedon Seafront and Hill Road scheme

AECOM were appointed in July 2023 to undertake an independent review of the Clevedon Seafront/Hill Road active travel and public realm improvement scheme following significant concerns raised by residents and businesses about the safety and impact of the scheme and a commitment in May 2023 by the new council administration to look into this.

Review approach

AECOM undertook a technical and policy review of the scheme which includes a new one-way system and 20mph zone, a range of public realm and parking changes on The Beach and Hill Road and provision of dedicated cycle lanes.

This included:

- an on-site and video evidence review of how the scheme was being used
- a six-week public and stakeholder consultation through an online questionnaire
- meetings with a range of stakeholder groups including accessibility groups, Save our Seafront, The Pier Trust, sailing and rowing clubs, local schools and bus operators.

The impact of the scheme on local business was also examined.

The review also considered:

- the outcome of the scheme inspection by Active Travel England – the original funder of the scheme.
- the outcome and recommendations of the Stage 3 post implementation road safety audit which was commissioned by the council as part of standard practice for any scheme where changes to road space are made. And undertaken in July.

The audit and scheme inspection were carried out in June and July respectively.

Over 2,700 completed questionnaires were received and analysed alongside other feedback from the consultation process including the detailed comments and concerns raised through the stakeholder meetings and focus groups.

Report conclusions

The conclusions of the report support:

- retention of the one-way system and 20mph zone and the changes to Hill Road
- implementation of the recommendations in the road safety audit to assist in managing people's behaviours and misunderstandings of the scheme.

The report does not conclude that there is a direct link between the loss of footfall experienced by some local businesses and the implemented scheme given the wider economic factors impacting on many towns and high streets.

Recommendations

There are 13 specific recommendations focussed on The Beach where the review concludes that changes have had the most impact and generated the most concerns. The most significant of these recommendations are:

- removal of the two-way cycle lane
- return to angled parking for most of the parking provision on western side of The Beach
- introduction of a contraflow cycle lane on the eastern side of The Beach
- provision of a dedicated coach pick up/drop off space and a bus layby
- provision of a formal pedestrian crossing at the northern end of The Beach
- improvements to the layout and arrangement of the mini roundabout at the junction of Alexandra Road and Marine Parade.

Estimated costs

The report sets out a high-level estimate of the costs of delivering the proposed changes to The Beach in full of circa £375k but acknowledges this is an initial estimate only and there would need to be a further detailed design and costing exercise to confirm final costs.

The report also recognises that any changes to the scheme that undermine the original active travel objectives could impact on any future local funding from Active Travel England given their support for the scheme and that this will need to be considered by the council.