

# Engagement summary

## Clevedon main transport hub engagement results

Date of report: June 2025

### Overview

With funding secured through central government, we are planning to create a new transport hub in Clevedon in North Somerset. This is one of three main transport hubs we're planning to deliver across our district, alongside hubs in Nailsea and Portishead, to benefit residents and communities, and enhance local connectivity. We also plan to upgrade Worle Interchange in Weston-super-Mare.

This report gives an overview of the transport hub design proposals, including the results of public engagement.

### What is a transport hub?

Transport hubs are intended to offer useful facilities that make it easier and more appealing to travel on foot, by wheel and by bus – providing a connection point between these different forms of transport. They also offer an attractive focal point for communities, helping to boost town and village centres.

While the designs vary by location, features typically include:

- High-quality bus shelters and seating
- Real-time travel information
- Cycle facilities
- Planting and seating

### About the designs in Clevedon

The design and location of the Clevedon Transport Hub has been shaped through conversations with community representatives, residents, businesses, and bus operators. Feedback from bus users highlighted that the current waiting facilities in Clevedon town centre lack adequate shelter. In response, the proposed design includes relocating some bus stops and widening pavements to provide improved shelter and enhanced facilities. Our goal is to create an attractive, practical, and environmentally sensitive design that truly reflects local needs.



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## Summary of engagement activity undertaken

We invited local people to comment on the transport hub designs, through:

- An online survey, open to the public for comment for just over three weeks (Tuesday 18 March to Monday 14 April 2025). Paper copies of the survey were also available on request. 151 online surveys were completed during this period.
- An in-person event, held on 27 March at Clevedon Farmers Market, was attended by 102 people, most of whom were Clevedon residents.

## Survey overview

- Most of the survey questions were quantitative (numeric), with 3 qualitative (free text) questions.
- A thematic analysis was conducted on open text responses, to understand the common themes across the responses.

## **! An important note on this survey**

The survey was designed to gather practical, local feedback on the transport hub designs in Clevedon. It was based on a self-selecting sample of participants, rather than a demographically representative sample. As such, the results reflect the views of those who chose to participate and may not represent the entire population or all road users in the area. Not all participants answered every question, which may also influence the interpretation of the feedback.

While the survey offers valuable insights, it is one of many sources used to inform the design and decision-making process, and it will be considered alongside other data and to inform the designs next steps.



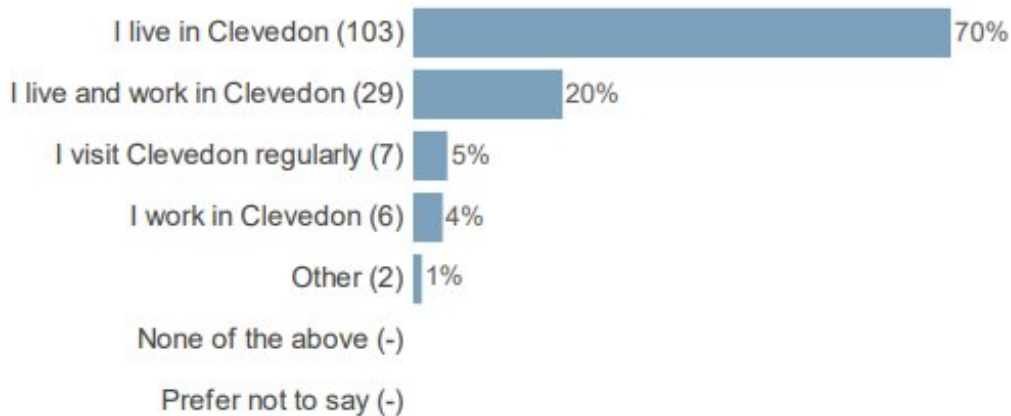
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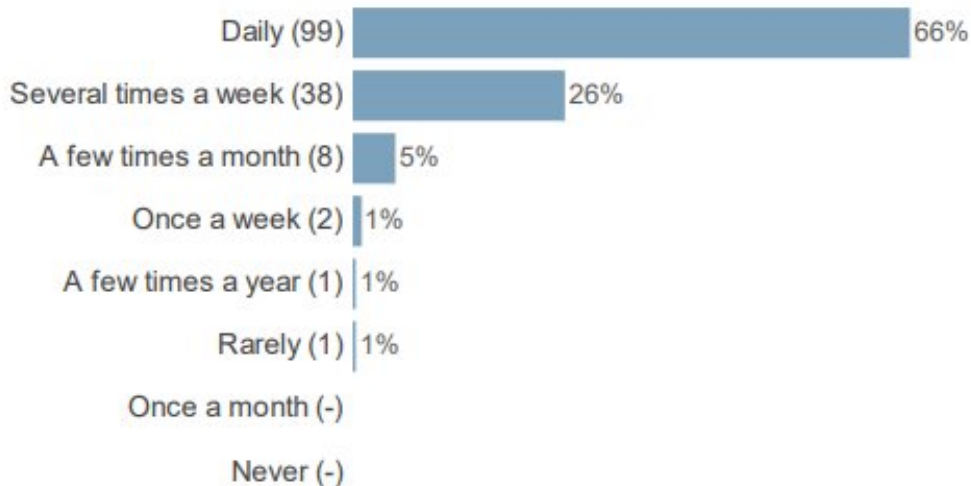
## Question: What is your connection to Clevedon?

Answered 147 times



## Question: How often have you travelled to or through Clevedon in the past 12 months?

Answered 149 times

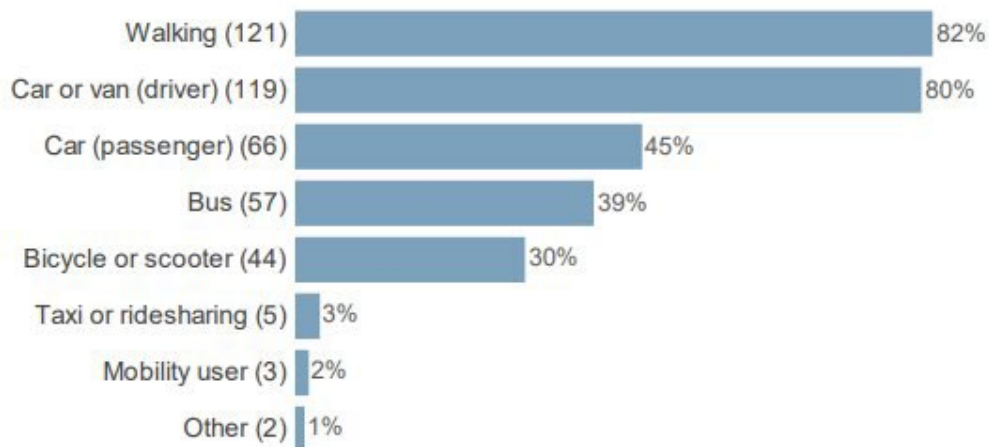


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**Question: What modes of transport do you use when travelling in and around Clevedon?**



Other (please specify)

- I walk and drive depending on daylight hours
- Running



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**Question: Which facilities would be most important to have in a new transport hub?**

	Very important	Somewhat important	Not so important
High quality bus shelters: green roofs, solar panels, digital/audio information	42% (60)	27% (39)	31% (45)
Cycle facilities: bike stands, maintenance stations	20% (28)	29% (41)	52% (74)
Secure cycle lockers	12% (17)	27% (38)	60% (84)
Seating areas	48% (68)	33% (47)	19% (27)
Planting	39% (56)	27% (39)	34% (48)
Information point	42% (60)	34% (48)	25% (35)
Wayfinding signage	33% (45)	36% (49)	32% (44)
Community notice board	21% (29)	41% (57)	38% (53)
Well-lit areas or improved lighting	63% (90)	22% (32)	15% (21)
Parcel lockers	7% (9)	26% (35)	68% (93)
Electric vehicle charging station	11% (15)	25% (35)	64% (88)
Public access defibrillator	55% (78)	31% (43)	14% (20)
Drinking water fountain	18% (25)	37% (52)	45% (63)



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**Question: The following features are part of the proposed concept design for Clevedon's main hub. Please indicate your level of support for each feature.**

	Fully support	Somewhat support	Neutral	Somewhat support	Strongly oppose
New northbound bus stop and shelter (Clock Tower)	40% (59)	14% (20)	12% (17)	6% (9)	29% (43)
New southbound bus shelter and widened footpath (Kenn Road)	38% (56)	19% (28)	13% (19)	5% (8)	25% (37)
Potential improvements to Queen's Square	44% (65)	20% (29)	22% (32)	3% (5)	11% (16)
Improved pedestrian crossing at Old Street and Chapel Hill	53% (79)	21% (31)	12% (18)	4% (6)	10% (15)
Changes to Old Street bus stop	34% (49)	13% (19)	23% (33)	8% (12)	23% (33)
Bus only lane at Clock Tower	33% (49)	10% (14)	8% (12)	7% (10)	42% (62)
Retention of northbound bus stop on Kenn Road for use of coaches	29% (43)	14% (21)	36% (54)	3% (5)	17% (26)

## Analysis of free-text survey responses

We undertook a thematic analysis of the free-text responses to understand the prominent themes across the survey comments.

The feedback regarding the transport hub designs in Clevedon revealed a range of concerns and suggestions from residents.

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**Question: You indicated that you oppose an aspect or multiple aspects of the design. Please explain what concerns you have and what changes you would suggest.**

Answered 74 times. The top themes were:

- **Opposition to bus lanes:** Many respondents feel that the proposed bus lanes in Clevedon are unnecessary and will cause more traffic congestion during rush hour. They argue that the current roads are adequate for buses and other vehicles.
- **Financial concerns:** There are concerns about the cost of the proposed changes, especially given the current financial state of the council. Some suggest that the money would be better spent on other areas, such as auditing the state of North Somerset Council finances or fixing existing infrastructure.
- **Impact on local businesses:** Some worry that the changes will disrupt local businesses and cause delays for drivers. They fear that the changes will make it more difficult for customers to access shops and services in the town.
- **Preservation of historic areas:** Many residents feel that the proposed changes will negatively impact the historic character of Clevedon, particularly the Triangle area and the Clock Tower. They argue that the modern design of the proposed bus shelters and lanes is out of place in these areas.
- **Lack of consultation:** There is a feeling among some residents that the council does not take their comments and opinions into account when making decisions. They feel that the proposed changes are a "done deal" and will happen regardless of what residents say or want.
- **Safety concerns:** Some respondents have raised concerns about the safety of the proposed changes, particularly the raised platform on Chapel Hill and the new crossing on Old Street. They worry that these changes will create hazards for both drivers and pedestrians.
- **Need for better public transport:** A few respondents argue that instead of changing road layouts, the council should focus on improving public transport services, making them more reliable and frequent. They also suggest creating secure areas for cycle storage.
- **Impact on parking:** Many residents are concerned about the impact of the proposed changes on parking in Clevedon. They worry that reducing the number of parking spaces will make it more difficult for people to visit the town and use its services.



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# Engagement summary

**Question: You indicated that you support an aspect or multiple aspects of the design. What do you like about it?**

Answered 100 times. Top themes were:

- Improved bus facilities and frequency
- Enhanced pedestrian crossings
- Reduced traffic through the town centre
- Increased parking spaces
- Better signage and landscaping
- More pedestrian-friendly areas
- Improved public transport plans
- Modernisation and improved access to public transport
- Environmental aspects and increased safety
- Better bicycle storage/parking
- Improved function and appearance of the town centre
- Accurate and functioning electronic signs at bus stops
- Refurbishment of uneven pavements
- Increased short term parking or drop off points
- Improved flow of traffic
- More sheltered bus stops
- Increased planting and seating areas
- Better facilities for bus users
- More space for people to wait at the bus stop
- Community noticeboard



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**Question: Please provide practical feedback on the transport hub design features. Let us know what works well, what could be improved, if there is anything else you would like to see included, and any other suggestions you may have.**

Answered 104 times. Top themes were:

- Concerns about parking enforcement and the impact of narrowing carriageways on traffic, particularly buses.
- Suggestions for introducing a 20mph speed limit to slow vehicle speeds.
- Requests for safer crossings for children and young people, particularly on Chapel Hill.
- Encouragement for cycling and enforcement of speed limits.
- Concerns about charging for street parking, particularly near the seafront.
- Requests for direct buses to Bristol.
- Emphasis on safety as a priority, with well-marked crossings for road users.
- Concerns about flooding and standing water on Old Church Road and Kenn Road.
- Suggestions for improved drainage and parking regulations.
- Questions about the functionality of the new bus lane and bus stop.
- Concerns about the potential for traffic clashes due to sharp turns near the clock tower.
- Requests for more priority to be given to pedestrianisation.
- Suggestions for greening around bus shelters and reducing traffic speed.
- Concerns about the impact of the proposed changes on pedestrian safety.
- Suggestions for moving the transport hub to 'Station Road'.
- Requests for improved cycle link from Clock Tower to seafront.
- Concerns about illegal parking and the need for better parking enforcement.
- Suggestions for more bins and better maintenance of bus announcement screens and road markings.
- Concerns about the impact of the proposed changes on the character of the town centre.
- Requests for better signage and real-time information at bus stops.
- Suggestions for solar-powered facilities and the introduction of green technology.



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## Design approval process

The comments and suggestions put forward by respondents have been reviewed. Updates to the transport hub design are being considered based on this feedback.

## What is the Bus Service Improvement Plan (BSIP)?

The BSIP is a UK Government-funded, time-limited programme aimed at creating more reliable, frequent and affordable bus services for residents in North Somerset.

It covers a wide-ranging package of improvements, designed to work together, to improve traffic flow and the bus travel experience along key routes and locations.

With better buses, more people can travel affordably, accessibly and sustainably to work, loved ones and services, and stay connected. It means less pressure on our roads, better use of public space, a cleaner environment – and that these vital services are protected for North Somerset.

## The BSIP includes:

- Extra bus services and routes paid for by BSIP
- New and improved crossings for pedestrians, cyclists and mobility users
- New bus lanes and smart traffic signals along the A38, A370, A369, and in Weston-super-Mare
- New transport hubs in communities offering features such as secure cycle parking, digital information displays, improved bus waiting areas and other facilities
- Cheaper fares, such as the national fare cap and free travel for care leavers
- A state-of-the-art, all-electric bus fleet, making sustainable travel available to all
- An updated modern bus stop and shelter network, with new WEST branding
- Resurfacing roads and junctions in schemes help to save money.

## Better buses benefit everyone because:

- Many of our BSIP projects include changes that benefit all road users, such as increasing or making better use of road capacity, and that help encourage healthier ways to travel, like walking and cycling.



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- Our population in North Somerset is growing – and is expected to keep growing at a rate above the national average.
- At the same time, a whopping 43% of our carbon emissions in North Somerset come from transport, at a time in our history when we need to reduce how much carbon is used to get from A to B.
- We also have a higher-than-average number of people in North Somerset aged over 65, over 75, over 85, and over 90 years old, compared with regional and national averages, who may wish and need to depend on public transport.
- Encouraging more people onto public transport results in less pressure on our roads, less congestion and less impact on the environment and air quality.
- We want to keep our buses and reduce services being cut, like the loss of a quarter of North Somerset's bus network in 2022 by bus operators. Encouraging more people onto public transport keeps services running and continuing to offer vital lifelines for communities.
- Current BSIP funding offers investment opportunities to protect, enhance and modernise our public transport, road network and public travel in North Somerset.

Learn more at: [www.n-somerset.gov.uk/bsip](http://www.n-somerset.gov.uk/bsip)



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