

Engagement summary

Portishead 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 Portishead in North Somerset. This is one of three main transport hubs we're planning to deliver across our district, alongside hubs in Nailsea and Clevedon, 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 Portishead

The design and location of the Portishead Transport Hub has been shaped through conversations with community representatives, residents, businesses, and bus operators. 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 are also available on request.
- 63 online surveys were completed during this period.
- An in-person event, held on 2 April in Portishead Precinct, was attended by 45 people, most of whom were Portishead 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

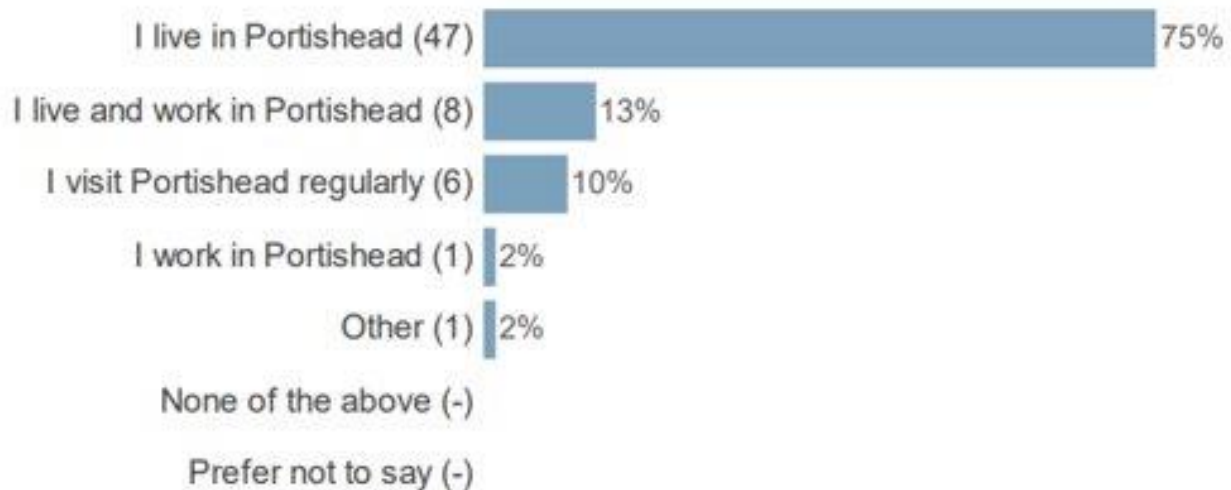
The survey was designed to gather practical, local feedback on the transport hub designs in Portishead. It was based on a self-selecting sample of participants, rather than a demographically representative sample. As such, the results reflect the views of those who chose to participate and may not represent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

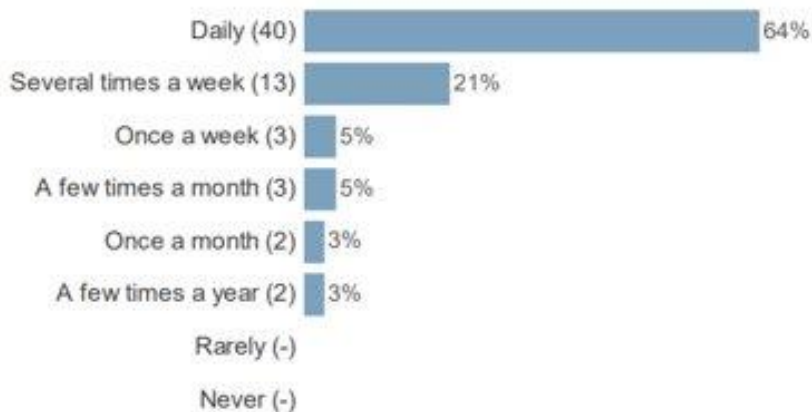
Answered 63 times



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

Answered 63 times

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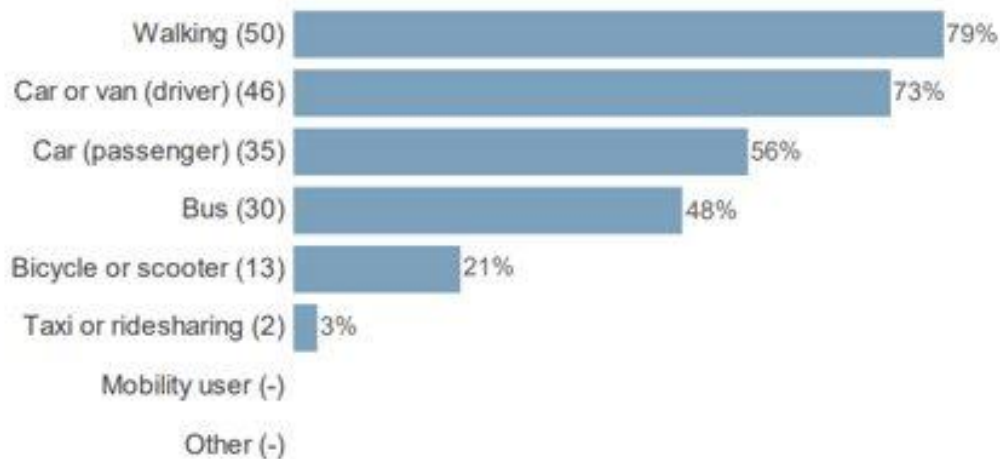
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Question: What modes of transport do you use when travelling in and around Portishead?

What modes of transport do you use when travelling in and around Portishead?
(Select all that apply)



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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	51% (30)	24% (14)	25% (15)
Cycle facilities: bike stands, maintenance stations	15% (9)	37% (22)	48% (28)
Secure cycle lockers	21% (12)	28% (16)	52% (30)
Additional seating	32% (19)	49% (29)	19% (11)
Planting	28% (16)	41% (24)	31% (18)
Information point	55% (32)	31% (18)	14% (8)
Wayfinding signage	37% (22)	36% (21)	27% (16)
Community notice board	22% (13)	41% (24)	36% (21)
Integrated lighting	53% (31)	28% (16)	19% (11)
Parcel lockers	12% (7)	35% (20)	53% (30)
Electric vehicle charging station	18% (10)	30% (17)	53% (30)
Public access defibrillator	50% (29)	38% (22)	12% (7)
Drinking water fountain	31% (18)	22% (13)	47% (27)



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

	Fully support	Somewhat support	Neutral	Somewhat support	Strongly oppose
Upgrading the existing bus shelter on Combe Road (eastbound) with a larger shelter, real-time information (RTI) and additional seating.	57% (34)	15% (9)	12% (7)	3% (2)	13% (8)
Upgrading the existing bus shelter at The Precinct with a larger shelter, RTI, and additional seating.	62%(38)	8% (5)	15% (9)	3% (2)	12% (7)
Relocating the bus shelter outside the Royal Mail further south towards Brampton Way to improve access to both directions of traffic.	37% (22)	22% (13)	22% (13)	5% (3)	15% (9)
Relocating the loading bay and taxi rank at The Precinct to allow space for two buses to stop at the same time.	46% (26)	19% (11)	11% (6)	9% (5)	16% (9)
Creating a new hub at Harbour Road, including cycle parking, a bike maintenance stand, parcel lockers, and e-mobility facilities.	40% (23)	17% (10)	16% (9)	7% (4)	21% (12)



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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 Portishead revealed a range of concerns and suggestions from residents.

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 23 times. Top themes were:

- **Concerns about unnecessary expenditure:** Many people feel that the proposed changes are unnecessary and a waste of money. They suggest that the funds could be better used elsewhere, such as fixing potholes, maintaining public areas, and improving existing bus stops and shelters.
- **Traffic and congestion issues:** There are concerns that the proposed changes could lead to increased traffic and congestion. Some suggest that Harbour Road is too narrow to accommodate buses and that the relocation of bus stops and loading bays could cause bottlenecks and disrupt traffic flow.
- **Impact on local businesses:** Some people worry that the removal of parking spaces could negatively impact local businesses. They suggest relocating these spaces elsewhere to compensate.
- **Need for secure bike parking:** There are suggestions that secure bike parking is essential to encourage people to cycle to the hub. However, there are also concerns that the proposed cycle storage on the high street would be insecure at night.
- **Concerns about the location of the transport hub:** Some people feel that the transport hub should be located at the railway station site, especially now that the railway re-opening is being considered. They argue that this would be a more logical and efficient location.
- **Issues with bus stops:** There are concerns about the number and location of bus stops, particularly on Combe Road. Some suggest that these bus stops cause too much congestion and should be removed or relocated.
- **Need for better provision for active travel:** Some people feel that the plans lack ambition for active travel. They argue that people will only use active travel options like

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bikes and scooters if they feel safe, which requires better provision for cycling and other forms of active travel.

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

Answered 38 times. Top themes were:

- **Safety and security:** Many respondents expressed concerns about safety, particularly in relation to bike theft and personal safety at bus stops. They suggested improvements such as secure bike lockups, better lighting, and CCTV.
- **Improved facilities:** Respondents were generally in favour of improved facilities at bus stops, including more seating (especially for the elderly), better live travel information, and drinking water fountains.
- **Design and aesthetics:** Some respondents felt that the designs for the proposed transport hubs were poor and did not align with their expectations. They suggested more modern and aesthetically pleasing designs, with more green space and planters to add natural beauty.
- **Environmental impact:** Some respondents noted that improvements to public transport would be beneficial for the environment.
- **Integration of transport modes:** Several respondents highlighted the importance of integrating different modes of transport, such as buses, bikes, and the proposed railway station. They suggested a central hub that seamlessly integrates public road and rail transport infrastructure.
- **Accessibility:** Respondents stressed the need for the new transport hubs to be accessible for all, including people with different abilities. They expressed concerns about the reliability of electronic bus timetables and the lack of spoken support for blind people.
- **Traffic flow:** Some respondents felt that moving buses off the roads and into segregated bus stops would help to ease traffic congestion and reduce carbon emissions.
- **Support for the concept:** Despite some criticisms, many respondents expressed support for the concept of transport hubs and saw them as a step in the right direction. They felt that the hubs would help to modernise Portishead and improve the ambience of the town centre.



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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 40 times. Top themes were:

- Concerns about traffic flow and congestion, especially around the High Street and Harbour Road.
- Suggestions for improvements to bus stops and transport hubs, including real-time displays, additional seating, and bins.
- Issues with vandalism and maintenance of public spaces.
- Questions about the location of the proposed transport hub, with some suggesting it should be near the new train station.
- Concerns about the relocation of disabled parking bays and the impact on accessibility.
- Strong opposition to the use of e-scooters in the area.
- Suggestions for better integration of different forms of transport, including cycling and walking routes.
- Concerns about the loss of parking spaces and the impact on local businesses. Criticisms of the aesthetic and execution of the proposed changes, with some viewing them as unnecessary or wasteful.
- Suggestions for improving safety and comfort at waiting points, including better wayfinding and links to other services.
- Concerns about the impact of changes on pedestrians and cyclists, with some calling for better separation of these groups.
- Suggestions for a shuttle service to improve connectivity within Portishead.
- Concerns about the management of advertising revenues.
- Suggestions for additional services at transport hubs, such as phone charging stations.

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.

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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.
- 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.

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- 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



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