

Placemaking Strategy for Clevedon Vision Workshop 1

14th September 2021

Venue: THE BARN - Clevedon Youth & Community Centre, Great Western Road, BS21 6HB

Summary of the key points that recurred across the vision workshop;

- Celebration of Clevedon's 19th century heritage including; The Curzon, The Marine Lake and Pier and how these have been restored and/or reanimated by community groups.
- A valuing of the town's strong network of community groups who continue to lead the restoration and animation of pivotal spaces.
- A recognition of the opportunity to develop the cultural dimension of the town to draw visitors at different times of the year and provide new recreational experiences for residents.
- Observation that the town could become more inclusive and better link communities across age, geography and class. For example, by creating a more community focused hub in the town centre to bring people together and by identifying opportunities for more diverse housing to be developed.
- Need to focus attention on the dated town centre improving the quality of the environment so that businesses can thrive. Take up opportunities to make this area more pedestrian friendly and healthier in keeping with the 'fresh-air' associations of the town.
- Build on the temporary curation of events and experiences that bring different elements; culture, lighting, food, performance together in creative ways.
- Develop strategies for linking the two distinct areas of the town – some may be physical but could also be social, cultural or event based.

What three words describe the town?

- community/modern/independent
- Victorian/traditional/unspoilt/heritage/classical/history
- posh/expensive/elegant
- dense/hilly
- pretty/aesthetic/beautiful/architecture/landscape
- vibrant/fresh air
- pier/beaches/mud
- peaceful/sleepy/fading/gentrified/old/elderly
- coastal destination
- coastal/wild/natural/green and blue
- arts hub/creative
- disparate/disconnected/two centres
- accessible M5
- successful/
- unequal/not diverse/conservative

What do you know about Clevedon - where are the special places building and landscapes?

- Marlen's Lake
 - Pier
 - Curzon Cinema and Teatro Lounge
 - Seafront promenade - slipway, bandstand, skate park
 - Hill Road and Alexandra Road
 - Alexandra Park
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- Old Street
 - Hill Road/Italian Spinning Wheel
 - Sunnyside centre – community centre with potential.
 - Clevedon Court, NT
 - Queens Square, Clock Tower, Library, Curzon
 - Strawberry Hill Woods
 - Dial Hill
 - Zig Zag Walk
 - Poet's Walk
 - Coastal Walks
 - Cricket pitch
 - Salthouse Pub
 - Landscape from The Pill
 - Princes Hall
 - Strode Leisure Centre and Swimming Pool
 - Green spaces and parks

Imagine a Clevedon Citizen in 2038 – who are they and how would the place support their lives?

- **Young families** – good schools, places to play, skatepark, arts centre/creative quarter, pedestrianised town, active town centre, community classes.
 - **Young professionals** – co-working spaces, late night venues (eateries/hangouts), good transport links, better connectivity (seafront), affordable housing, jobs (green economy), cycling and walking opportunities.
 - **School kids/teens** – ?
 - **Older generation** – shuttle transport, care/healthcare provision, appropriate housing – transport accessibility.
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- **Visitor** – boutique hotels, Castlewood and opportunity for housing and hotel?
 - **Mix of people needed** – needs more diverse housing (cohousing or social housing) as too expensive. Could allow older large houses to be subdivided.

What's been achieved already in terms of placemaking?

- Marine Lake and Pier restorations.
- Animating pier with sea shanty singers.
- More socialising at new outdoor terraces during pandemic improved Queens Square. Also, animation with deck chairs and Barista '67.
- Curzon and Teatro Lounge – very useful family destination with wide appeal.
- Hill Road and Alexandra Road and thriving independent shops.
- Alexandra Park – Christmas lights and extended opening hours of shops.
- Generally, role of community groups in placemaking – assets owned by the community change led by them.
- But will go on holiday to a walkable town like Ludlow without realising that could be this town also?
- Markets and Eat Festivals.
- Literature Festival.
- Open air cinema.
- Heritage Buses.
- New offices – Walton Ward.
- Better Weigh on Old Street.
- Discover Clevedon – very good maps and history trail.
- Use as film set for Broadchurch, One Direction Video etc.

If you could animate a place or street with new activity here would this be?

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- Reduce speed in centre of town to 20mph.
 - Change priority to pedestrian on Old Church Road from the Curzon Cinema to The Triangle.
 - Widen and link the pavement to the clocktower to create a new public space.
 - Queen's Square – improve as a multifunctional public space with room for play and performance - create a water rill or feature over the river to restore a water connection at the heart of the town.
 - Intensify the use of the library as a social/community hub.
 - Improve Great Western way with trees and informal parking spaces.
 - Create an enterprise spine/zone - west from the Curzon to the seafront. Develop the quarry site with GF workspaces.
 - Have a policy for preserving active shop fronts in the first 20ft?
 - Review street trading policy as too inflexible.
 - Direct CIL funding from development Castlewood into the town centre.
 - Hotel in town centre?
 - YMCA Building?
 - Strode Leisure Centre?

What are the main challenges?

What responses should the Placemaking Strategy generate?

- Making Clevedon more attractive to visitors – be investing in the seafront with flags/lights/café/toilets.
 - Attracting people off season or giving different reasons to visit - Cultural quarter and art trail
 - Lack of hotel and B&B accommodation – needs a contemporary offer. Castlewood gallery/hotel?
 - Lack of art space
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- Flagging retail along Old Church Road – improve streets and spaces around Clock Tower and Great Western Road (wider pavements – cobbles to slow traffic) – link Curzon to Clock Tower.
 - Enabling housing that will contribute to the mix of the town - diversify housing in the town centre – generate more flats.
 - Queen’s Square – climbing frame/art bench.
 - Lack of affordable housing – needs different models for younger people (co housing/housing co-op)
 - Almost two disparate towns – do you need to link is one are more functional thither more for tourism/visitors?
 - Also divided by class, geography and age – bring people together in a multipurpose community hub serving different needs/purposes – survey need for this.
 - Lack of easy public transport links – makes less attractive to families and young people?
 - Town Council blocking change – turning down well evidenced proposals.
 - Protecting natural assets and elegance.

What sites should be prioritised for development?

- Queens Square and Clock Tower Public Spaces
- B&M store
- Intensify uses around the Rugby Club
- Quarry Site, Old Church Road
- Castlewood

23 people attended the workshop
