
**Placemaking Strategy for Clevedon Strategy Workshop
CONNECTIVITY, BIODIVERSITY AND HEALTH**

Friday 1st October 2021

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

Summary of the key points that recurred across the workshop. The strategy could be a framework for:

Green and blue infrastructure

- Enhancing the river corridors - making rivers more accessible and giving them more presence in the town centre.
- Creating new gardens /green spaces (library and town centre) and increasing the use of existing gardens (Sunhill Park and Marshall's Field).
- Creating new play destinations to bring young people into outdoor spaces.
- Defining small, incremental and achievable change that can be started right away – creating spaces that invite use. Link small changes to big value connections.
- Setting up a 'biodiversity partnership' to link existing community organisations and develop interpretation, ownership and maintenance of re-wilded spaces and more biodiverse gardens.

Walking, cycling and public transport

- Improving wayfinding; themes, lighting and signage of footpaths and cycleways – creating landmarks and celebrating existing. Enhancing key thresholds; promenade to green beach or town entry - Great Western Road.
 - Improving the identity and mapping of (short and long range) walking and cycling routes – making accessible digitally.
 - Setting up a community eco-bus, cheap, regular, hop on/hop off – circular.
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- Locating a [mobility hub](#) in the town centre - including bike maintenance, stores, racks and e-bike hire.
 - Building on North Somerset's existing [Active Travel Strategy](#) making cycling attractive to all, creating more traffic free or dedicated safe routes.
 - Partnering with communities and schools to encourage the take up of more walking and cycling.
 - Slowing traffic to 20 mph and exploring the long-term option of park and ride to a car free town centre.

Streets and public spaces

- Improving the quality of the environment in the town centre with increased pedestrian priority, planting seating and lighting.
- Improving public space between Curzon and Library and Old Church Road.
- Strengthening a community axis linking The Barn to the Town Centre, narrowing and greening the Great Western Road.
- Making safe places for women and girls. More 'eyes on the street' e.g. Possibly a denser town centre with more residential uses at first floor and above.

A2 - What kinds of green spaces can promote community stewardship and make new destinations for recreation and wellbeing?

- Make change small, micro – achievable engage wider stakeholders in ownership of spaces. E.g. micro additions to rugby club grounds
 - Current [rewilding](#) of public footpaths needs to be maintained more - consider ongoing fund for maintenance of green spaces and new planting. E.g. invite businesses to sponsor green spaces.
 - Work with NS [Parks and Countryside](#) department to allow community ownership of increased biodiversity and more involvement in and use of green spaces (new allotments/community gardens in places). Increase wildlife awareness with signage and interpretation.
 - Enthuse young people in green spaces by developing play destinations.
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- Involve older (care home) residents and children in community gardening. Make destinations for social prescribing.
 - A new Biodiversity Partnership – linking: Sustainable Clevedon, Clevedon Pride (ran open gardens in 2019), [Clevedon Gardeners Club](#), Jack Hazeldine Foundation, [Outdoor Orchard](#) at Strode Road and others.
 - *E.g. Dowlais Farm rewilding? (NS project but note not very easy to find out about?)*

B1 - How can walking and links between the seafront, town centre and surrounding neighbourhoods be improved?

- Footpaths and cycleways need better wayfinding; themes, lighting and signage. Highlighting existing landmarks, creating new.
- Improve the Clevedon walking/cycling map more accessible perhaps making it digital as an App?
 - See [Clevedon Town Paths Map](#) promoted by [Sustainable Clevedon](#) (possibly all lit).
 - See also [Discover Clevedon](#) for recreational walks.
- Add town centre heritage trails (and other themes) or measured/timed distance walks – walk a mile etc. Consider schools as destinations.
- Think nodes for long range cycling arrival/start point - Nailsea, Yatton, Weston (Pier to Pier) and Bristol.
- Use river [Land Yeo](#) to link coast to town centre (see Land Yeo Friends).
- Better signage from promenade towards the Marine Lake and ‘green beach’.
- Also consider public transport. A community eco-bus, cheap, regular hop on and hop off either as a new service or repurpose existing routes with a town pass for residents to make more convenient and affordable.
- A bus station or [mobility hub](#) could be located at B&M/town centre.

B2 - How can town centre roads be made into streets with more active frontages, more trees and safer cycling?

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- Improve the environment of the town centre. Make the town centre safer re-prioritising pedestrian movement, improving the quality of the environment and lighting at night.
 - Better links from the Curzon and Library to the Town Centre – narrow road to single priority lane.
 - Better links from the Barn to the town centre. Note opportunities to make visitors moving along Great Western Road aware there is a town centre by making it have a stronger presence or threshold here. Wider pavements- more planters.
 - Allow parking on the Great Western Road – reduce width.
 - Make safe places for women and girls. More ‘eyes on the street’ e.g. more residential uses at first floor and above.
 - Improve historic facades as in Weston - commission poetry and art for underused spaces/facades.
 - Long-term consider a car free centre – use (supermarket) car parks at perimeter of town to provide access for visitors and reduce congestion. See [Ponteverdra, Spain](#)

C1 - How can we overcome perceived and practical barriers to improving walking and cycling?

- Improve access between upper and lower Clevedon for cyclists and mobility scooters. The shortest/safest routes are very steep the more level routes longer and less safe.
 - Slow traffic movement generally. Make 20mph zone. Concern about road speed on Southern and Northern Way – possibility of cycle routes on these streets/roads?
 - More dedicated/separate cycle routes needed? Build on North Somerset’s existing [Active Travel Strategy](#) and the Local Cycling and Walking Infrastructure [LCWIP](#) proposals for Clevedon.
 - Electric bike (maintenance) hub - access to bikes stores, bike racks, e-bike hire, eclectic charging?
 - Improve maintenance of pavements, roads, paths.
 - More attractive routes between three nodes; Clevedon Bay, Hill Road and Queens Square.
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C2 - How can we build on Clevedon's valued sense of community in how a shift towards more active travel is enabled?

- Create and promote some traffic free safe routes – (could use filtered permeability). Greener Grange Town.
- Normalise cycling for all (women and children) work with different community groups and cycling clubs to promote. Opportunities on social media, Facebook pages etc.
- Make good links from new communities to existing.
- Be bold, don't allow parking to dominate the conversation. Reduce free parking. Pay for parking and have resident free zones.
- Increase density of town centre (beware increasing parking provision).
- Bring upper and lower Clevedon together organisationally and culturally.
- Create community organisation for eco deliveries. Encourage e-cargo bikes.
- Education and training – publicity in schools.
- Note how individuals/organisations can activate/use public spaces. E.g. Tom Bullimore – fitness trainer using the bandstand as a meeting point.

23 people attended the workshop
