

Clevedon Neighbourhood Plan Issues, Vision & Objectives



*Approved Clevedon Town Council, June 2017 as basis
for further community engagement and consultation*

What people like about Clevedon:

1. A coastal town with a valuable and historic sea front area, coastal walks and a distinct geographic boundary and identity
2. A safe and friendly community, good to bring up children
3. Strong community associations and organisations caring for the town and providing cultural and sporting assets
4. Independent shops and markets and a variety of supermarkets
5. The Curzon cinema
6. Open spaces

Issues facing Clevedon:

1. Clevedon is becoming a town with an ageing population; with fewer children and fewer families with dependent children. This is a risk to the town's sustainability, e.g. the maintenance of educational assets, pressure on medical and care services, under-occupancy of houses
2. Housing is expensive. Many younger adults cannot afford to buy in Clevedon. Workers increasingly needed for care and support roles may need to commute in rather than live in the town
3. Physical constraints (Channel, flood plain, Green Belt) severely limit the potential for housing development. This is recognised in the Joint Spatial Plan. Although welcome in many respects for the character and definition of Clevedon, will this lead to further population loss and demographic skew threatening community assets and viability?
4. Many people commute out of Clevedon daily, this includes many of the higher value jobs
5. The town centre (Queens Square/Triangle area) doesn't have the appearance or range of shops people would like, despite the town being fairly prosperous, near a motorway junction and potentially an attractive destination.
6. Traffic is likely to become more problematic, including traffic moving through the edge of Clevedon to the motorway junction from Yatton, Tickenham and Portishead directions. Whilst the town is generally safe for pedestrians, certain locations at certain times are more dangerous and this may get worse because of new housing in adjacent villages.
7. Public transport is insufficiently frequent and well routed to make enough people switch from cars. This limits mobility for young people, those on low incomes and the disabled.
8. Parking is regarded as difficult in parts of the town.

Give your views to clevedonneighbourhoodplan@gmail.com or on our Facebook page <https://www.facebook.com/Clevedon-Neighbourhood-Plan-1634396993544944/>

Vision:

- By 2036 Clevedon will be a thriving, prosperous, self-reliant town which provides for both its population and that of the rural hinterland, as well as a popular destination for visitors, shoppers and innovative business development.
- There will local, regional and national recognition of Clevedon's protected historic heart, cultural and environmental assets and coastal setting
- The town centre will become a thriving local retail, service and innovation centre fulfilling the needs of residents and the surrounding area, complemented by other established specialist shopping streets
- The employment base will have strengthened allowing more opportunities for residents to work locally and to maintain a sustainable demographic profile. Enterprise and innovation will have increased the number of higher value and worthwhile jobs particularly around cultural, digital and environmental industries. Increasing numbers of those who travel to work outside Clevedon will make the journey by public transport, cycle or shared car journey. Access by public transport within Clevedon and between the other towns will be improved.
- New housing will contribute to the community's sustainability by prioritising affordable housing, designed for life, meeting demographic needs and contributing to carbon reduction
- Clevedon will have increased its locally generated energy contribution through sensitive schemes within residential, community, business and agricultural premises

Plan Objectives (to be developed into policy areas):

1. 'Destination Clevedon':
 - a. Protect and enhance the character and heritage of the sea-front and coastal areas
 - b. Redevelop and transform the town centre to diversify uses, bring in more trade, improve the range of shops and businesses and reduce shop vacancies
 - c. Build on the cultural assets of the town (Cinema, Pier, Princes Hall, etc.)
 - d. Promote innovative enterprise for more good quality jobs in Clevedon
2. Secure and develop the educational, health/wellbeing assets and services of the town (including digital readiness) to maintain and increase self-reliance
3. Encourage housing that is affordable, sustainable and helps secure a viable population profile
4. Protect a network of open spaces and develop community and sports assets by:
 - a. Protecting and extending green corridors, bio-diversity, river management and developing public accessibility
 - b. Protecting and developing informal and formal open spaces including sports and recreation areas.
5. Improve movement within, to and from the town:
 - a. Improve public transport services to, from and within Clevedon
 - b. Manage traffic issues arising from surrounding developments
 - c. Make walking, cycling and public transport more practical and realistic than car use
6. Integrate climate change reduction into all new developments and promote energy generation on existing buildings and suitable land

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