

Keynsham Town Centre: Draft Public Realm Improvements Consultation Report

21/01/2019

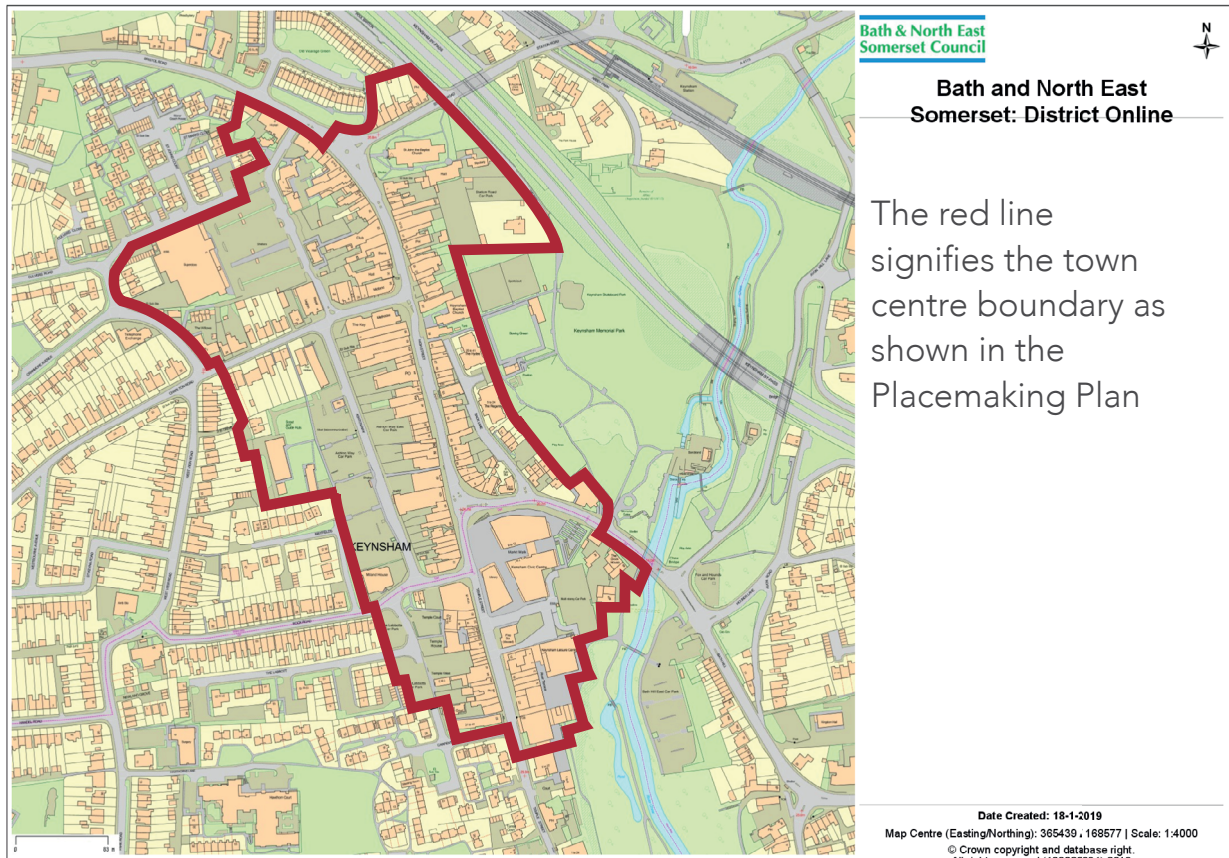


Engagement and Consultation Summary



This public survey carried out between the 22nd November 2018 and 11th January 2019 was part of a wider consultation programme that sought to gain feedback on draft proposals for public realm improvements in Keynsham Town Centre.

The public survey provided an opportunity for anyone with an opinion to share the views on the draft proposals. Bath & North East Somerset Council (B&NES) endeavoured to make the process for taking part as inclusive as possible.



B&NES will be submitting a Full Business Case (FBC) to the West of England Local Enterprise Partnership (LEP) for £1.5m for Keynsham Town Centre improvements.

The proposals to enhance the quality of Keynsham High Street public realm build on the reduced volume of traffic and improved air quality in the high street delivered by the one-way scheme.

To successfully meet the LEP funding criteria and budget available, the scheme focuses on the core one-way section of the high street. This will be underpinned by town centre wide de-cluttering and improved wayfinding.

The consultation on draft public realm improvements was launched with a well-attended public exhibition on 22nd November 2018 at The Space in Keynsham, and ran until 11th January 2019.

The draft proposals consulted on were informed by prior stakeholder engagement with Keynsham Town Councillors, representatives of Keynsham NDP Working Groups and local businesses on 6th November 2018.

Proposals were published online and displayed at Keynsham Library for community feedback. In addition, during the consultation period, the project team met;

- (i) B&NES Active Travel & Accessibility Forum; 4th December
- (ii) Keynsham Business Forum; 5th December
- (iii) Keynsham Now young peoples forum ; 12th December

It also provided information material to the local media.

The draft scheme also was the subject of an independent road safety audit and technical review by a multi-disciplinary panel of Council Officers.

Feedback from all sources will be used to produce a refined proposed scheme and application, which will be submitted to the LEP to secure the funding in March 2019.

Format

The survey was split into 6 broad sections:

- "About You"
- "Support for Improvement"
- "Key Issues"
- "Draft Improvement Proposals"
- "Longer Term Improvements"
- "Optional Equalities Questions"

B&NES wanted the survey to ask the public their views on the draft proposal improvements and what they think are the key priorities for the town centre public realm.

The public survey was made available in both electronic and paper format.

Online survey

People could access the survey through the following web page: www.bathnes.gov.uk/keynsham or via a direct weblink to Survey Monkey. The website contained all the consultation information and background documents applicable to the scheme. B&NES set up the online survey so that it would only accept one response per IP address.

Keynsham Library

Paper versions of the standard survey were made available in Keynsham Library. These could be returned to a response box in Keynsham Library which was monitored weekly. People could take their paper survey away to complete at a location that suited them, or they could also complete them in the library.



Publicity

The survey was promoted through the local press, being featured in The Week In (read by over 40,000 people each week), first being published in issue 548 on 24th October 2018. As well as this, it was also initially published in the Bath Echo on 23rd October 2018.

As noted, the project has a dedicated shortcut web page at www.bathnes.gov.uk/keynsham. This webpage was updated with the latest information throughout the consultation period and featured a dedicated link to the survey page.

As well as this, a display was set up in the Library for the duration of the consultation period, with all background information and consultation material (as seen in the image above).

Collation of results

The survey contains a mix of question types. There are closed questions, where there are a fixed set of response options for the respondent to choose from, open questions, where freeform text responses are encouraged, those that are a mix of the two.

The survey contains six closed questions. Survey Monkey creates charts and tables that display a summary of responses in an easy to understand format: this functionality was utilised for these questions.

It also contains two open questions. These could not be accurately summarised using Survey Monkey and instead were analysed using the frequency distribution method. Each of the responses was read in full and then categorised as per its content by B&NES Officers. There was no limit to the number of categories a response met and this was a fluid process, where categories were created when the content of a response demanded that. Splitting the responses into categories allows common viewpoints to be easily identifiable and is the most useful format to inform decision making. If it was not clear what was meant by a response, Officers did not make an assumption about the meaning of the comment where it was not explicit.

Three of the questions allow a freeform response if a certain fixed response option is selected. This is because that particular fixed response option requires further explanation, while the others do not. At the end of the consultation period, paper survey responses were manually input onto Survey Monkey so that all data was contained within the same system.

The equalities monitoring section at the end of the survey was clearly highlighted as being optional across all methods of responding. It was important that people understood that they did not need to share personal information if they did not feel comfortable with this.

Results of the Public Survey



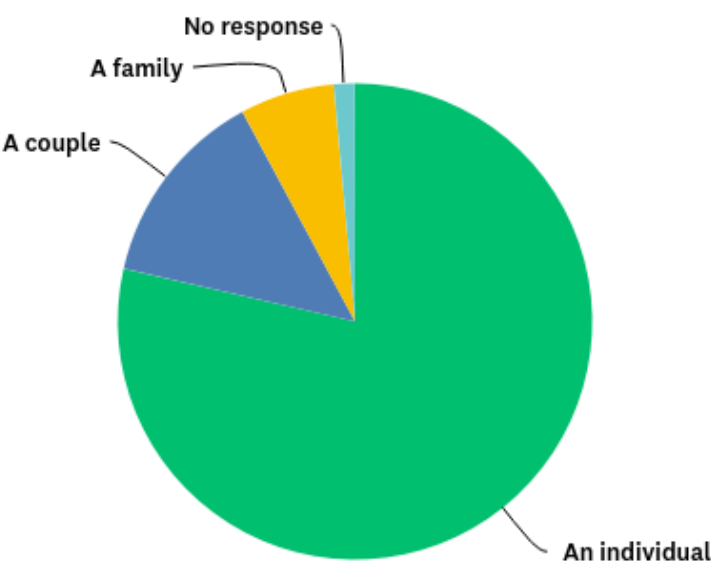
Over the following pages, results will be displayed in the same order as the survey.

Specific question wording is shown at the top of the page and written commentary and diagrammatic summaries are provided on each page where possible.

Transcripts of the open ended question responses are available on request – see contact details on our project webpage www.bathnes.gov.uk/keynsham. Any offensive or personal identifiable content has been redacted in accordance with B&NES data protection policies.

Section 1: *"About you"*

Q1: Are you responding to this survey as (select one):

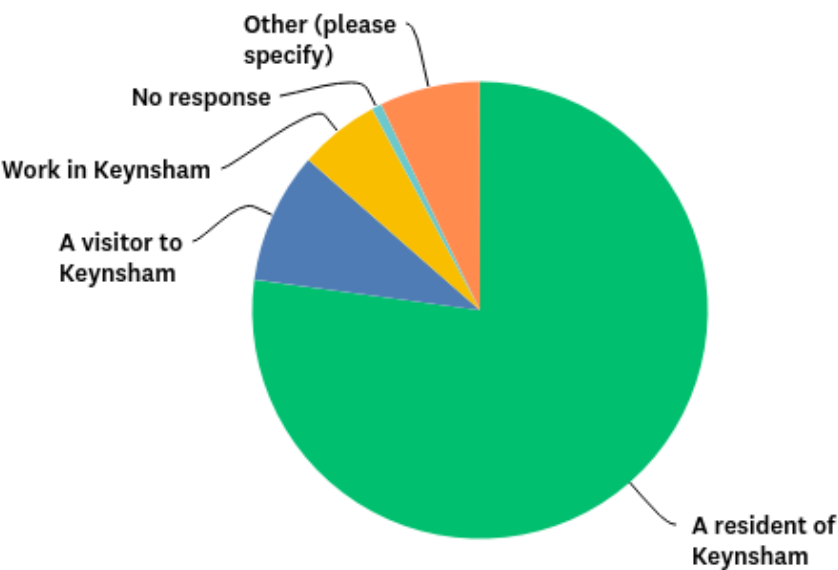


ANSWER CHOICES	RESPONSES	
An individual	79%	110
A couple	14%	19
A family	6%	9
No response	1%	2
TOTAL		140

Over 3/4 of the respondents to this survey answered as an individual, with 28 respondents answering as a couple or a family.

1% of people completing this survey did not provide a response to this question.

Q2: Which of the following most accurately describes you? (select one):



ANSWER CHOICES	RESPONSES	
A resident of Keynsham	77%	108
A visitor to Keynsham	9%	13
Work in Keynsham	6%	8
No response	1%	1
Other (please specify)	7%	10
TOTAL		140

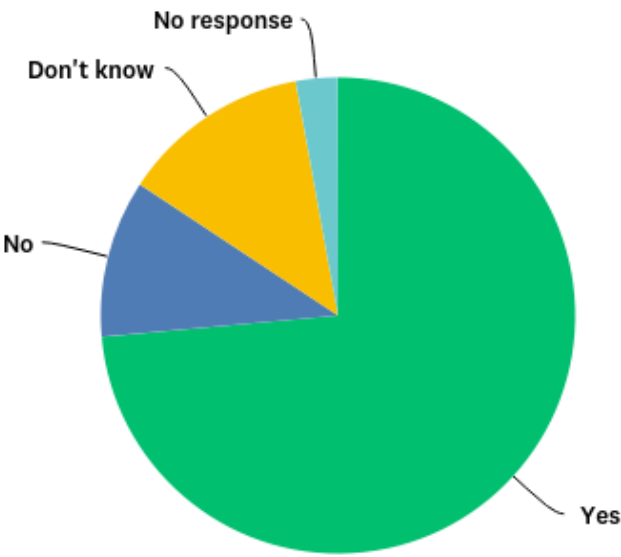
The majority of respondents (77%) described themselves as a resident of Keynsham. As well as this 9% of respondents described themselves as visitors to Keynsham and 6% of respondents work in Keynsham.

7% answered "other" and provided more detail. The majority of these more detailed responses were further deliberations or combinations of the options above.

1% of people completing this survey did not provide a response to this question.

Section 2: *"Support for improvements"*

Q3: Do you agree that improving Keynsham Town Centre's streets and spaces will contribute to strengthening its economy and its community life?



ANSWER CHOICES	RESPONSES	
Yes	74%	103
No	11%	15
Don't know	13%	18
No response	3%	4
TOTAL		140

74% of respondents answered that they agree that improving Keynsham Town Centre's streets and spaces will contribute to the strengthening of its economy and community life.

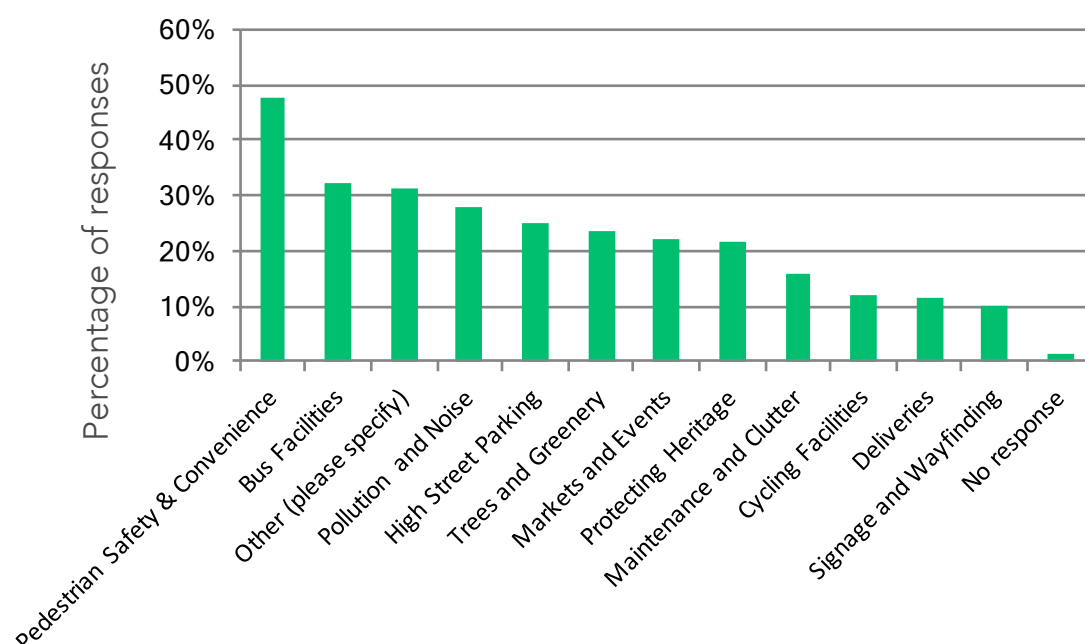
However 11% believe that improving the streets and spaces would not contribute to the strengthening of Keynsham's economy and community life.

As well as this 13% were not sure whether it would or would not.

Finally 3% of people that completed this survey did not respond to this question.

Section 3: *"Key issues"*

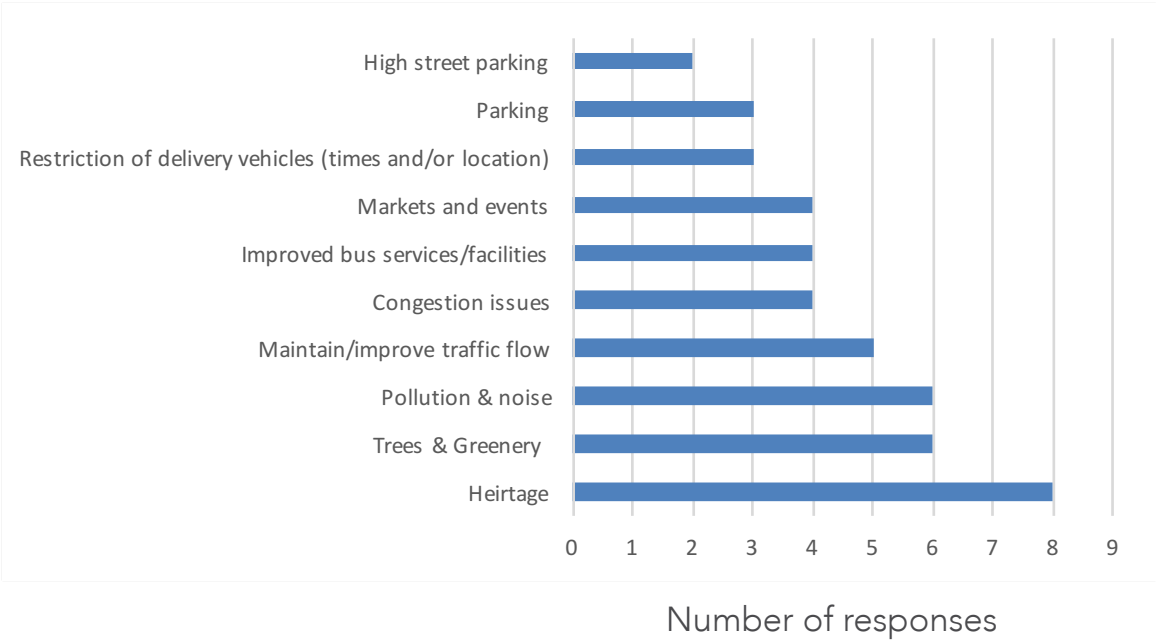
Q4: What do you think are the most important priorities for the Town Centre public realm investments? Choose your top three from the list below:



ANSWER CHOICES	RESPONSES	
Pedestrian Safety & Convenience	48%	67
Bus Facilities	32%	45
Other (please specify)	31%	44
Pollution and Noise	28%	39
High Street Parking	25%	35
Trees and Greenery	24%	33
Markets and Events	22%	31
Protecting Heritage	21%	30
Maintenance and Clutter	16%	22
Cycling Facilities	12%	17
Deliveries	11%	16
Signage and Wayfinding	10%	14
No response	1%	2
Total Respondents: 140		

The most popular answer to this question was "Pedestrian Safety & Convenience", with almost half (48%) choosing it as one of their top 3.

Q4: What do you think are the most important priorities for the Town Centre public realm investments? Choose your top three from the list below:



31% of those who answered question 4 chose “other”, making it the 3rd most popular option. This option gave respondents the opportunity to provide details of public realm investments that were not listed in the survey.

Those who selected other were asked to provide further details. The responses were analysed and sorted into themes, and out of these themes the top 10 have been listed above with the overall number of responses that fit into that group.

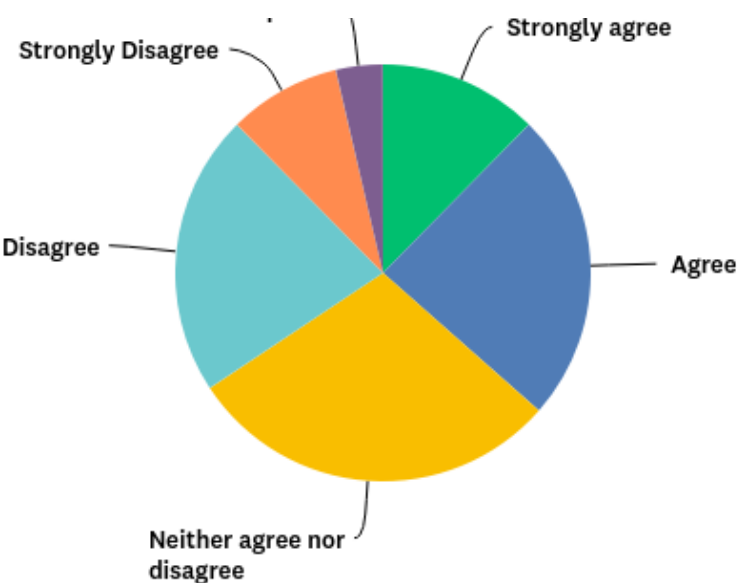
18% of those that selected other as an option made reference to the towns heritage, making it the most common theme.

Please note that responses could fit more than one category. While each individual bar chart is to scale, due to varying response rates, scaling may not be consistent throughout the report.

Section 4:

"Draft improvement proposals"

Q5: Do you agree the proposed plans successfully tackle key issues to help make the Town Centre a more attractive and convenient place to shop, work and visit?



Strongly agree	12%	17
Agree	24%	33
Neither agree nor disagree	29%	40
Disagree	22%	30
Strongly Disagree	9%	12
No response	4%	5
TOTAL		137

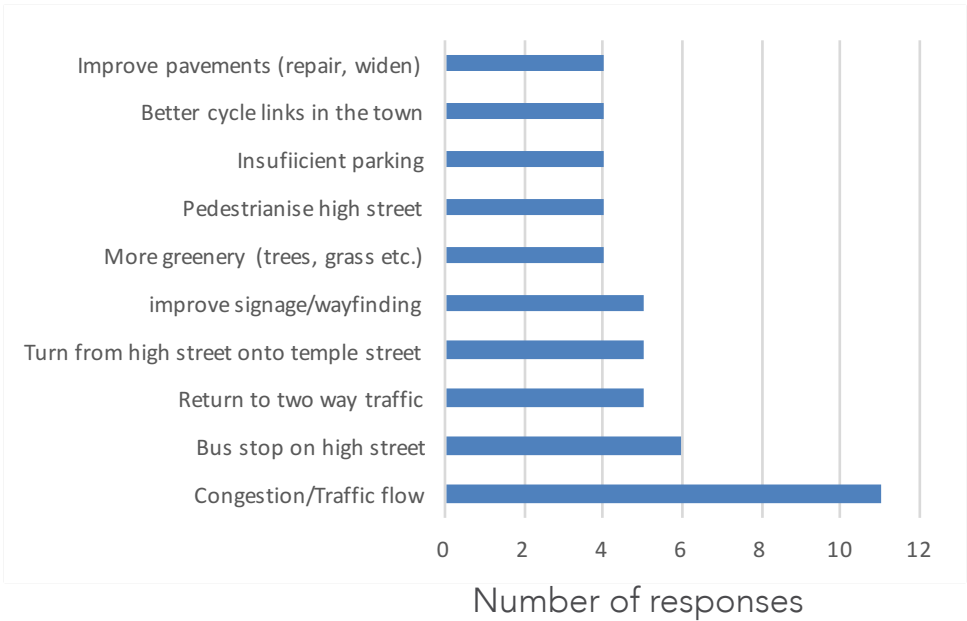
There was a fairly even split in the responses to this question. Approximately 36% responded positively to the proposed plans, either agreeing or strongly agreeing with the statement.

However, there were approximately 31% who responded that they either disagree or strongly disagree that the proposed plans successfully tackle key issues to help make the town centre a more attractive and convenient place to shop, work and visit.

As well as this 29% of respondents did neither agree nor disagree that the proposals would tackle key issues within Keynsham.

3% of people that completed this survey did not respond to this question.

Q6: If you disagree, how and where do you suggest proposals could be improved?



For this question, the people who answered disagree or strongly disagree to question 5 were asked to elaborate and suggest other improvements.

50 people in total responded to this question.

As was done in question 4, the responses were analysed and sorted into themes. Out of these themes the top 10 have been listed above with the overall number of responses that fit into that group.

22% of those who responded to this question made reference to the issues of congestion and traffic flow, making it the most popular theme.

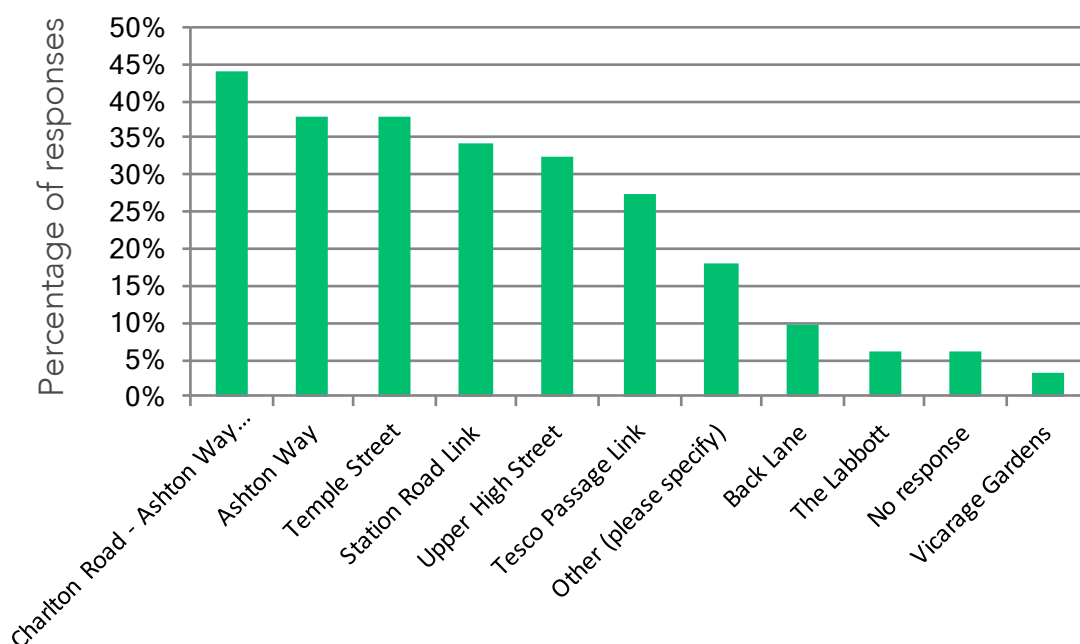
Please note that responses could fit more than one category. While each individual bar chart is to scale, due to varying response rates, scaling may not be consistent throughout the report.

Please also note that due to the nature of the survey, that people who did not answer disagree or strongly disagree to the previous question were still able to comment.

Section 5:

“Longer term improvements”

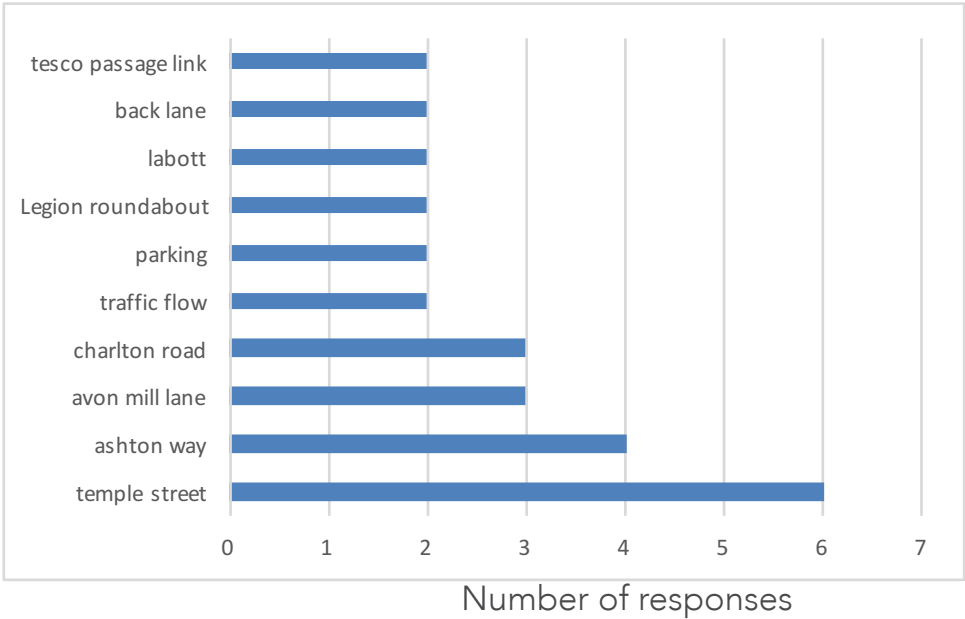
Q7: From the list below, which areas of the town centre should be a priority for longer term improvement? Tick your top 3 priority areas:



ANSWER CHOICES	RESPONSES	
Charlton Road - Ashton Way Roundabout	44%	58
Ashton Way	38%	50
Temple Street	38%	50
Station Road Link	34%	45
Upper High Street	33%	43
Tesco Passage Link	27%	36
Other (please specify)	18%	24
Back Lane	10%	13
The Labbott	6%	8
No response	6%	8
Vicarage Gardens	3%	4
Total Respondents: 132		

The most popular answer to this question was "Charlton Road - Ashton Way Roundabout", with 44% choosing it as one of their top 3.

Q7: From the list below, which areas of the town centre should be a priority for longer term improvement? Tick your top 3 priority areas:



For this question, people were given the opportunity to provide any suggestions for longer term improvement.

24 people in total responded to this question.

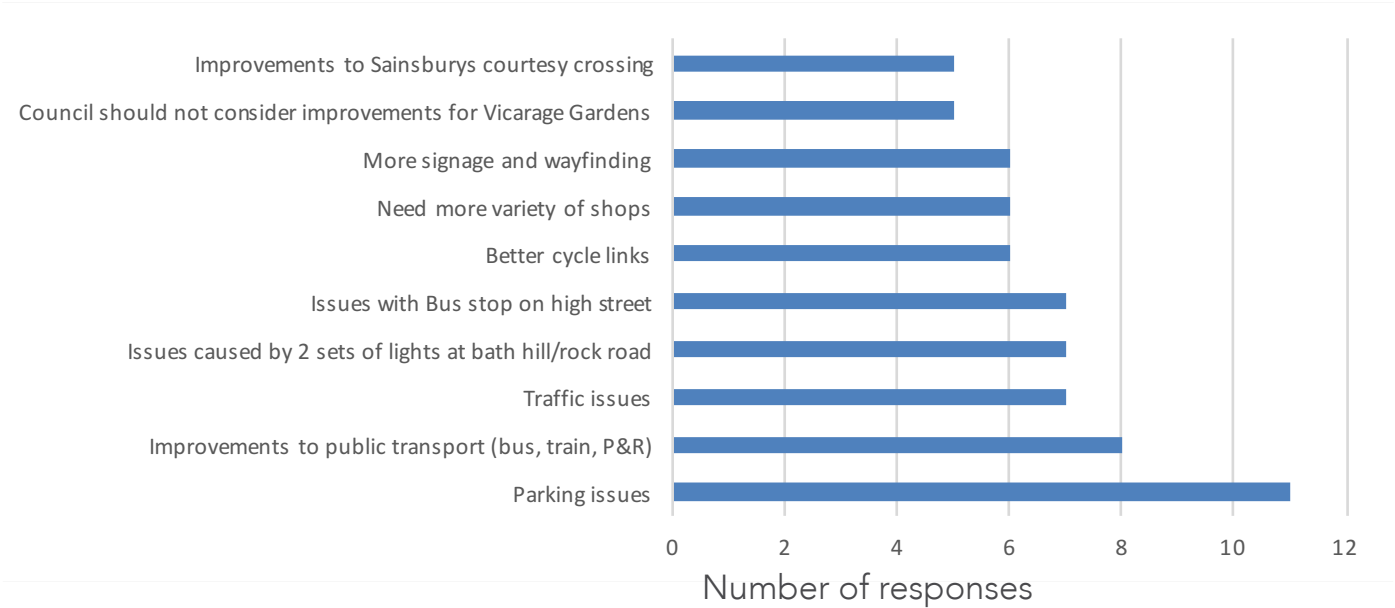
As was done in question 4 and 6, the responses were analysed and sorted into themes. Out of these themes the top 10 have been listed above with the overall number of responses that fit into that group.

1/4 of those who responded to this question made reference to the issues related to congestion and traffic flow, making it the most popular theme.

Please note that responses could fit more than one category. While each individual bar chart is to scale, due to varying response rates, scaling may not be consistent throughout the report.

Please also note that due to the nature of the survey, that people who did not answer disagree or strongly disagree to the previous question were still able to comment.

Q8: Please write any further suggestions or issues in the box below:



For this question, people were given the opportunity to provide any suggestion or raise further issues, within or outside of the scope of this project.

2/3 of all people completing the survey responded to this question.

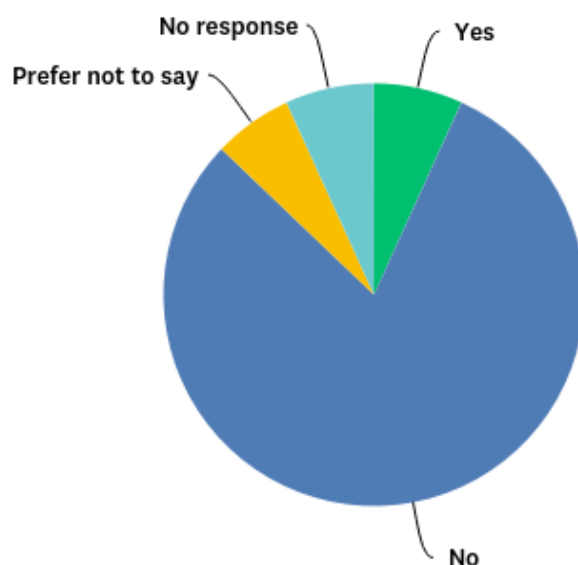
As with question 4, 6 and 7, those who selected other were asked to provide further details. The responses were analysed and sorted into themes. Out of these themes the top 10 have been listed above with the overall number of responses that fit into that group.

13% of those that responded made reference to the parking issues in Keynsham, making this the most commonly occurring theme.

Please note that responses could fit more than one category. While each individual bar chart is to scale, due to varying response rates, scaling may not be consistent throughout the report.

Section 6: "Optional equalities questions"

Q9: Do you consider yourself to have a disability?



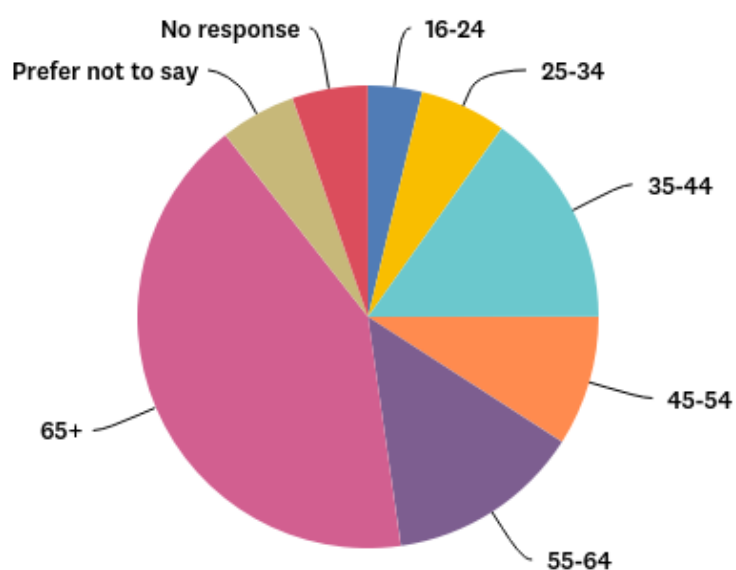
ANSWER CHOICES	RESPONSES	
Yes	7%	9
No	80%	106
Prefer not to say	6%	8
No response	7%	9
TOTAL		132

Less than 1/10 of respondents stated that they consider themselves to have a disability. Those who answered yes also had the option to provide details in a comment box attached to the question.

In broad terms, detailed responses made reference to physical disabilities, learning disabilities, mental health problems or multiple disabilities.

7% of people that completed this survey did not respond to this question, with another 6% preferring not to say.

Q10: Which is your age group?

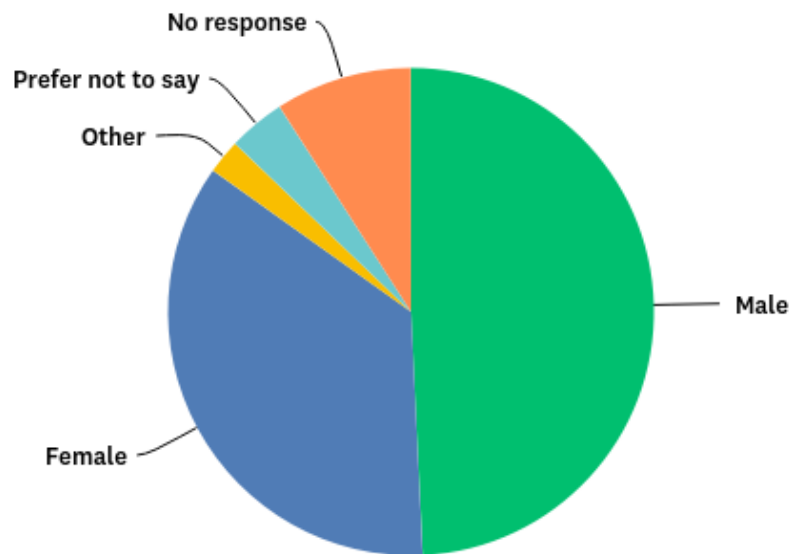


ANSWER CHOICES	RESPONSES	
Under 16	0%	0
16-24	4%	5
25-34	6%	8
35-44	15%	20
45-54	9%	12
55-64	14%	18
65+	42%	55
Prefer not to say	5%	7
No response	5%	7
TOTAL		132

The distribution of age groups that responded to this survey is shown above. The majority of respondents were aged 65 or over.

5% of people that completed this survey did not respond to this question, with another 5% preferring not to say.

Q11: To which gender identity do you most identify?

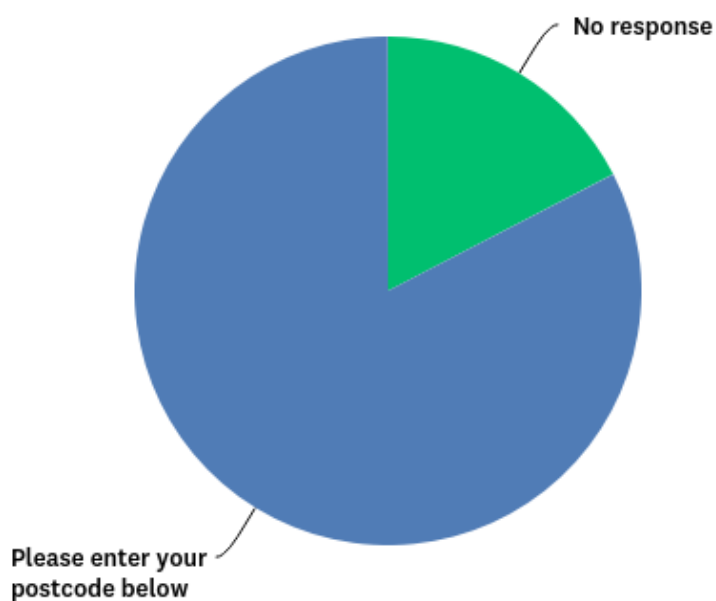


ANSWER CHOICES	RESPONSES	
Male	49%	65
Female	36%	47
Other	2%	3
Prefer not to say	4%	5
No response	9%	12
TOTAL		132

The gender split of respondents is summarised above. Almost half of the respondents to this consultation identified as male, with just over 1/3 identifying as female.

9% of people that completed this survey did not respond to this question, with another 4% preferring not to say.

Q12: What is your postcode?



ANSWER CHOICES	RESPONSES	
No response	17%	23
Please enter your postcode below	83%	109
TOTAL		132

83% of people that completed this survey provided their postcode.

B&NES has chosen not to publish this data in order to ensure that the anonymity of respondents is preserved.

Engagement Feedback

Engagement Feedback

Key Messages

The stakeholder and community communications, consultation was delivered in partnership with Keynsham Town Council. It enabled wide knowledge of the proposed scheme across Keynsham's diverse residential and business communities.

Community and stakeholder feedback from a wide range of interests, in-depth technical review and independent safety auditing has shaped a package of scheme refinements that will now be made to the funding application concept scheme and inform detailed design to follow.

The summary in the next section highlights key areas of refinement that will now be made.

Community Support for Investment

The economic benefit of investment in Keynsham Town Centre public realm was recognised local stakeholders and 76% of respondents to the public consultation.

Nearly half of all consultation respondents consider pedestrian safety and convenience of the town centre to be of primary importance. Almost 1/3 consider public transport facilities to be key.

36% of consultation respondents agreed that the scheme successfully tackles the most important public realm issues. However, 31% answered that there is scope for further improvement. Traffic congestion and car parking remains a key negative issue for many who responded.

Engagement Feedback

Keynsham Town Council Town Clerk Response to Consultation

The following is a statement from Keynsham Town Council Town Clerk in response to the consultation:

“Keynsham Town Council would like to commend B&NES on this new stakeholder engagement approach on such an important matter for Keynsham.

The Town Council and residents have been involved at a much earlier stage in the design process than previously afforded and have therefore informed the proposals that have been issued for public consultation. Therefore the Town Council felt it more appropriate to issue a further response once the outcome of the Cabinet meeting is known. Obviously it is important that the Town Council continues to be consulted on any proposed changes, especially those that might impact on the Town Council’s Christmas lights/Winter Festival arrangements.”

Scheme Refinement

Scheme Refinement

Based on the consultation feedback obtained, a series of scheme refinements have been made. These have been listed below:

1) Safe and Convenience Walking and Cycling

Pavements will be further widened and pedestrian crossing specifications will be refined to maximise safety and convenience particularly for people with disabilities.

In response to community requests, committed improvements to passageways linking the High Street to Ashton Way and Memorial Park will include new lighting.

The proposed cycle “contra-flow” lane will be given clearer segregation to aid visually impaired people. Carriageway widths will be reviewed to secure safe cycling best practice.

Signal controlled crossings on Charlton Road and at the top of Bath Hill will be upgraded for pedestrians and cyclists to safely used and linked to an extended cycle lane.

2) Enhancing Public Transport Facilities

The High Street bus stop and shelter will be enlarged and made more accessible for Dial-a-Ride passengers in wheelchairs. The stop will allow cars to pass a bus. More seating will be included adjacent to the High Street and Ashton Way stops.

3) Car Parking and Deliveries

High Street car parking spaces for disabled people will be refined to improve ease of access. The proposed segregated cycle lane will be provided with additional protection to prevent dangerous and illegal parking and deliveries.

Scheme Refinement

4) Landscape

The scheme will seek to maximise opportunities for tree planting and greenery to improve air quality, including working in partnership with church communities and the Council's property service to maximise the contribution of High Street spaces.

5) Character and Conservation

Historic England welcome the scheme which they agree will make a contribution to enhancing Keynsham Conservation Area. Future details will explore how to maximise the uplift to Keynsham's heritage.

6) Supporting Town Events

The detailed design will enable improved events in the High Street, including ensuring proposed improved street lighting will support the town's Christmas lights.

7) Affordable Long Term Maintenance

Following liaison with The Active Travel and Accessibility Forum and The Council's highway service, the palette highly accessible materials will be specified, capable of maintenance by B&NES Council within existing resources. Options for these will be brought for further public comment at the next stage in design development.

Potential Future Public Realm Improvement Priorities

Potential Future Public Realm Improvement Priorities



To help inform potential future town centre public realm priorities, the community were asked which areas beyond the scope of the current project were the highest priority.

The Ashton Way and the Charlton Road junction were considered of greatest importance by the majority of respondents, whilst improvement to Temple Street, Upper High Street and the Station Road Link were considered the next priority.

Whilst the scope of the proposed improvements are constrained by the funding criteria and amount, the feedback will be used to help set priorities for potential future funding bids.

