



Sedgemoor District Council LUF

Cheddar Accessibility Strategy

On behalf of **Sedgemoor District Council**



Project Ref: 332310609 | Rev: DD | Date: November 2022

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Document Control Sheet

Project Name: Sedgemoor District Council LUF

Project Ref: 332310609

Report Title: Cheddar Accessibility Strategy

Doc Ref: DD

Date: November 2022

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For and on behalf of Stantec UK Limited				

Revision	Date	Description	Prepared	Reviewed	Approved
AA	31/03/2022	Draft for Client Comment	PS/DS	SH	AS
BB	11/04/2022	Client comment revisions	DS	SH	AS
CC	23/06/2022	Client comment revisions	DS	SH	AS
DD	17/11/2022	Revisions for Client Adoption	DS	SH	SH

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1 Introduction

- 1.1.1 Sedgemoor District Council (SDC) is currently undertaking a re-imagining of the approach to sustainable tourism throughout the district to encourage sustainable future economic growth through the delivery of a Cheddar Accessibility Strategy and Cheddar Gorge Public Realm Regeneration Strategy. Sedgemoor District Council has targeted Cheddar as priority location, which accommodated some 500,000 visitors per year¹, but now has a tourism offer that is in decline.
- 1.1.2 This decline has been further exacerbated by the Covid-19 pandemic that has had a profound impact on the tourist economy as lockdowns and travel restrictions have affected the public's willingness to spend money on accommodation, hospitality and visiting attractions. Although Covid-19 restrictions have been fully removed in England, the impacts remain, and Cheddar has suffered disproportionately from the absence of tourist spend.
- 1.1.3 In addition, the area has a range of accessibility issues, due in part to the built environment, the topology, and the dominance of road traffic, particularly within the village centre and gorge. Recent anti-social car usage in the Gorge coupled with perceptions of poor public realm are impeding Cheddar's ability to do so in a sustainable, active, and healthy way.
- 1.1.4 The Accessibility Strategy will aim to establish where improvements to Cheddar can be made in order to encourage safe and sustainable access between key leisure and tourism spots within the village and to wider communities. The Strategy will identify a number of interventions that can improve user connectivity within the village which in turn will ensure the leisure and tourism capability of Cheddar is maximised. The interventions are split into two categories known as Step 1, for targeted interventions and Step 2 that sets out a wider ambition requiring further works.
- 1.1.5 The Accessibility Strategy sets the high-level framework of measures that seeks to maximise Cheddar's visitor economy. These can then be taken forward and progressed to delivery via current or emerging funding opportunities in the short term, such as the 'Levelling Up Fund'.
- 1.1.6 The Strategy has been informed by the local consultation undertaken in support of the submitted Wells Constituency Levelling Up Fund bid and the consultation statement is included in **Appendix J**. The Strategy should be read in conjunction with the Cheddar Gorge Public Realm Strategy that sets out in more detail, interventions within the gorge area itself.
- 1.1.7 The Cheddar Accessibility Strategy has been locally adopted by Sedgemoor District Council and will be a material planning consideration.

¹ Cheddar Gorge – Technical Briefing Note, 2021.

2 Policy Context and Guidance

2.1 Introduction

2.1.1 A review of the national, regional, and local policy documents has been undertaken in order to inform the context of the area and the proposals outlined within the strategy.

2.2 National Planning Policy

National Planning Policy Framework (2021)

2.2.1 The National Planning Policy Framework (NPPF, 2021) sets out the Government's economic, environmental and social planning policies for England and how these are expected to be applied. A presumption in favour of sustainable development remains the core objective of the NPPF. Paragraph 10 states *"So that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development"*.

2.2.2 One of the core principles of the NPPF is to *'actively manage patterns of growth to make fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be sustainable.'*

2.2.3 Section 8 of the NPPF outlines the importance of promoting healthy and safe communities. Of relevance is open space and recreation paragraph 100 which states.

"Planning policies and decisions should protect and enhance public rights of way and access, including taking opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails."

2.2.4 In section 6, "Building a strong, competitive economy" paragraph 84(c) of "Supporting a prosperous rural economy" states that planning policies and decisions should enable.

2.2.5 *"Sustainable rural tourism and leisure developments which respect the character of the countryside."*

2.2.6 In Section 9 'Promoting sustainable transport', paragraph 104 states that *"Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:*

- a. *The potential impacts of development on transport networks can be assessed;*
- b. *Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c. *Opportunities from existing or proposed transport use are identified and pursued;*
- d. *The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e. *Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places."*

2.2.7 Furthermore, paragraph 110 states that *'In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

- a. *Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- b. *Safe and suitable access to the site can be achieved for all users;*
- c. *The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code²;*
- d. *Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

Manual for Streets Guidance (DfT, 2007)

- 2.2.8 Manual for Streets provides guidance on the design of lightly trafficked residential streets, although many of the key principles contained within Manual for Streets may also be applicable to other types of streets, but consideration should be given for local forecasts and committed developments and potential growth within the study area. Manual for Streets does not apply to the trunk road network. The Design requirements for trunk roads are set out in Design Manual for Roads and Bridges (DMRB).
- 2.2.9 Manual for Streets 2 – Wider Applications of the Principles, a companion guide to Manual for Streets, was published by the Chartered Institute of Highways and Transport, on 29th September 2010. Manual for Streets 2 builds on the philosophies set out in the Manual for Streets and demonstrates through the guidance and case studies how they can be extended beyond the residential streets to encompass both urban and rural situations. It fills the perceived gap in design advice that lies between Manual for Streets and the design standards for trunk roads as set out in DMRB.

Gear Change: a bold vision for cycling and walking 2020

- 2.2.10 Gear Change’s primary aim is to deliver a step-change uplift in cycling and walking within the UK. Improving walking and cycling environments have numerous benefits particularly on health and wellbeing where inactivity directly costs the NHS £1bn per annum. Encouraging walking and cycling and providing better facilities for such activities also has positive impacts for local economies with up to 40% increases in footfall as a result of well-planned improvements. Gear Change’s vision aims to support:
- Healthier, happier, and greener communities,
 - Safer Streets,
 - Convenient and accessible travel
 - Be at the heart of transport decision-making.

LTN 1/20

- 2.2.11 LTN 1/20 provides national guidance for highway authorities and designers. The document aims to help cycling become a form of mass transit in many more places and move away from being treated as marginal or an afterthought. Cycling must not be seen as only a leisure activity but as a means of everyday transport, meaning it should be placed at the heart of the

² Policies and decisions should not make use of or reflect the former Design Bulletin 32, which was withdrawn in 2007.

transport network. The guidance delivers on Government's commitment to boost design standards and improve safety and sets out the much higher standards expected.

Working together to Promote Active Travel – A briefing for local authorities.

- 2.2.12 The briefing document focuses on how we can build active travel into everyday life and realise a range of benefits for health, the environment, and the economy. Walking and cycling are the accepted easiest forms of physical activity that could be built into everyday life. Transport systems and the wider built environment play a crucial role by either promoting or hindering physical activity. Investment in walking and cycling infrastructure or behaviour change programmes can be expected to deliver low cost, high-value dividends for individual health, the NHS, the transport system, and the economy as a whole.

2.3 Local Planning Policy

Sedgemoor Local Plan 2011-2032

- 2.3.1 The Sedgemoor Local Plan was adopted in February 2019 and sets out the vision, objectives and strategy for Sedgemoor District up to 2032. It outlines how Sedgemoor District will grow and develop into the future, with an emphasis on sustainable development that will help to support the District Council's priority for new housing, boosting the economy and creating new jobs.
- 2.3.2 The Strategic policy S4, outlines the following objectives that are regarded as relevant to the Cheddar Accessibility policy. These objectives are outlined below.

“Policy S4 – Sustainable Development Principles.

Development proposals will be supported where they contribute to meeting the relevant following objectives:

- ***Minimising the need to travel and encourage any journeys by alternative modes of travel by maximising opportunities for walking, cycling and the use of public transport.***
- ***Creating locally distinctive, well designed, healthy, safe and accessible neighbourhoods empowering and supporting inclusive and vibrant communities.***
- ***Supporting a vibrant, diverse and responsive local economy that drives investment and regeneration of towns and rural settlements.***
- ***Protecting and enhancing the quality of the natural, built and historic environment improving their understanding, appreciation and sustainable use.***

- 2.3.3 With regard to transport policies, the Local Plan provides Policy C5 which is relevant to this Accessibility Strategy and is outlined below.

“Policy C5 – Transport

The following specific schemes will be prioritised:

- ***Improvements to the junction of A371 / B3135 / Shipham Road;***
- ***Improvements to pedestrian footpaths and crossings on A371 Upper New Road;***
- ***Improvements and extension to the Strawberry Line;***

- **Improvements and extension to existing pedestrian links; and**
- **Improvements to the junction of A38 / A371 and Cross Lane.”**

2.3.4 With regard to policies engaging with urban realm enhancement, the following policies provide guidance that are relevant to improving the urban realm facilities throughout Cheddar.

“Policy C6 – Village Centre

Proposals that contribute to the regeneration of the centre, enhance its role as a District Centre and provide for the needs of the local community will be supported. In particular proposals to improve the existing public realm and provide enhanced facilities for pedestrians will be encouraged. The District Centre boundary is defined on the Policies Map”.

“Policy C7 - Cheddar Gorge

Within the identified Cheddar Gorge Commercial area (as defined on the Policies Map) and new retail or commercial proposal should be associated with the tourism function of the area. The loss of existing retail or tourist facilities will be resisted unless it can be demonstrated that there will be no significant adverse impact on the vitality of the commercial area as a whole.

Proposals for the enhancement of the existing area including improvements to pedestrian facilities, traffic management or enhancement of existing public realm will be supported provided there is no adverse effect on horseshoe or other bat species that cannot adequately addressed under Policy D20”.

2.3.5 With regard to leisure and tourism and economy, the following policies and objectives are relevant to the Cheddar Accessibility Strategy.

“Policy D17 – Tourism

Proposals for tourism related initiatives including accommodation will be supported where they contribute to the following objectives where relevant to the proposed development:

- **Improving the quality and diversity of the tourism offer and enhancing the image of the area as a tourism location.**
- **Improving the resilience of the local economy through the provision of higher quality local job opportunities and extending the tourism season.**
- **Promoting sustainable tourism taking into account the impacts and effects of climate change, the production of waste and the consumption of natural resources.**
- **Increase accessibility to the district’s tourist assets, facilities and accommodation through sustainable modes of travel including safe cycling and walking.”**

Sedgemoor Transport Investment Strategy 2050

2.3.6 The Sedgemoor Transport Investment Strategy to 2050 recognises Cheddar as a key visitor destination for nature lovers and outdoor enthusiasts including cyclists and walkers. The Strategy has identified four transport proposals for Cheddar;

“Cheddar Car Parking and Traffic Management Improvements (PT3).

Cheddar currently struggles to accommodate the traffic associated with tourists visiting Cheddar Gorge, particularly in summer. To relieve this pressure, Sedgemoor District Council will work with local partners to identify options and a suitable car park site, from which visitors could walk or use a shuttle bus service to access the town and gorge.”

“Axbridge – Cheddar Walking and Cycling Improvements (WC6)

The existing Strawberry line route provides a high-quality, off-road link between Axbridge and Cheddar. However, segregated infrastructure is not provided at either end of the line and pedestrians and cyclists must return to the carriageway to continue journeys into either village.”

“Re-alignment of the A371/B3135 Axbridge Road ‘Magic Roundabout’ (HW16).

There is a need for improvements at this complex junction to improve the traffic flow and safety.”

“Improvements at the A371/B3135 Lower New Road Junction (HW17).

Enhancements to improve traffic flow and road safety at this junction.”

Sedgemoor District Council – Economic Development Strategy 2020-2050

- 2.3.7 The Economic Development Strategy sets out the ambitions for the district’s economy over the next 30 years. Sedgemoor aims to develop its capabilities supporting the clean energy sector, the digital revolution and the knowledge economy whilst creating a great place to do business, live and work by capitalising on its position

Somerset Future Transport Plan

- 2.3.8 Somerset Future Transport Plan sets out Somerset County Council’s long-term strategy over the next 15 years’ to encourage economic, urban and employment growth without compromising Somerset’s aim to reduce carbon emissions and impacts on the environment.
- 2.3.9 Somerset’s Future Transport Plan sets out the following policies that are particularly relevant to this Accessibility Strategy.

“SUS 3 – Smarter Choices

We will help people make smarter travel choices. We will provide high quality transport information and encourage organisations to develop ‘Travel Plans’”

“SUS 4 – Cycling

We will encourage people to cycle more by helping them to make smarter travel choices and get better cycling skills. We will support the provision of appropriate and well-connected cycling facilities”

“SUS 5 – Walking

We will help people to make more trips on foot and help people see the benefits of walking”

“SUS 8 – Emerging Technologies

We will consider how electric vehicles, responsibly sourced biofuels and other new technologies could help us meet our goals and challenges”

Cheddar Neighbourhood Plan (2011-2027)

- 2.3.10 Cheddar Neighbourhood Plan was adopted by Cheddar Parish Council in October 2018 and set out a series of policies which aimed to maintain the vision for the village in which *“Cheddar will retain its identity as a village, within an attractive setting of surrounding rural landscape and hamlets. Its distinctive local character will be maintained and enhanced. Cheddar will be a sustainable place, providing an outstanding quality of life for current and future generations and will continue to be a visitor destination of regional, national and wider significance”*.
- 2.3.11 The policies outlined within the Neighbourhood Plan have been designed in line with Sedgemoor District Council’s Core Strategy and with the National Planning Policy Framework.
- 2.3.12 With regard to leisure, tourism, and economy the following policy is relevant to the Cheddar Accessibility Strategy.

“Employment & Economy Policy 2 (EE2)

We will look to support, protect, and enhance existing and proposed tourist-based activities.

We will support the sympathetic re-development of Cox’s Mill Hotel, be this as a quality hotel or other appropriate use due to its unique location in the centre of the tourist area of Cheddar Gorge. Considering the site already has most of the infrastructure to allow hydroelectric power production, we will encourage this to be incorporated in any future design proposals.”

- 2.3.13 With regard to transport policy, the Neighbourhood Plan states that the following policies should be incorporated in future development throughout Cheddar:

“Transport Policy 1 (T1)

Where transport related infrastructure improvements are conditioned, these infrastructure improvements should be completed where practical prior to the development being commenced but must be fully completed prior to occupation of development.”

“Transport Policy 2 (T2)

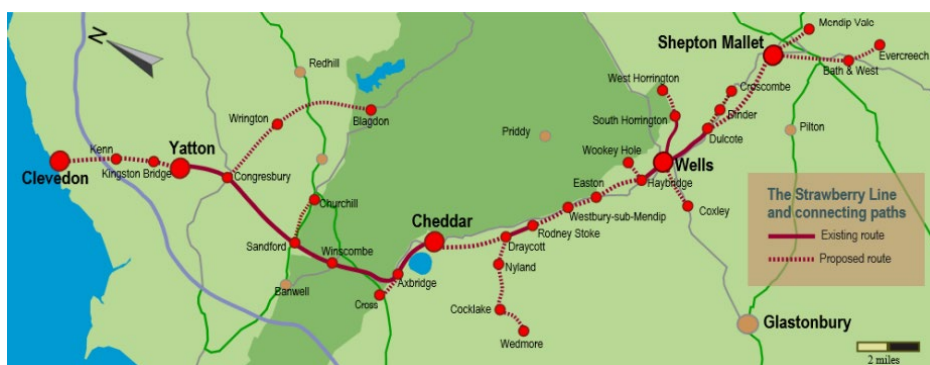


Figure 2-1 Indicative Strawberry Line extension – Cheddar Neighbourhood Plan (2011-2027)

The corridor shown on the above map is indicative of an extension of the Strawberry Line cycling and walking route. Any development plans which may impact on the corridor the Strawberry Line is likely to use will be expected to safeguard land for this purpose and no other forms of development on this route will be permitted. Development of a walking and cycling route within the outlined corridor and improvements to the established route will be permitted subject to safeguarding of habitat and design detail appropriate to the rural setting.”

“Transport Policy 3 (T3)

Proposals to enhance and expand pedestrian space within the centre of Cheddar and elsewhere will be supported provided that they form part of the master plan that has been subject of public consultation and formal approval by the relevant authorities.”

“Transport Policy 4 (T4)

Proposals to reduce the impact of car parking upon the natural beauty of Cheddar Gorge through alternative provision will be supported if they achieve net overall benefit in terms of landscape and visual impact and do not result in unacceptable adverse impacts on habitat or the highway network.”

Strawberry Line – Technical Briefing Note (2021)

2.3.14 The Strawberry Line Technical Briefing note was commissioned by Sedgemoor District Council in an attempt to refresh the understanding of the priorities of the Strawberry Line, and to re-assess the potential for the line in light of new guidance “*Cycling Infrastructure Design LTN 1/20*” issued by the Department for Transport (2020), and recent transport strategies “*Gear Change: A bold vision for walking and cycling*” (DfT, 2020) and “*Decarbonising Transport: a better, greener Britain*” (DfT, 2021).

2.3.15 The technical note sets out the key recommendations for progression, which the Accessibility Strategy will address. The Key recommendations are as follows:

1. Extend the Strawberry Line from Cheddar to Wells:

- a) ***Develop the Strawberry Line as an active economic corridor, a destination in itself as well as a rural transport service.***
- b) ***Adopt gold standard design principles for high-capacity walking and cycling which future-proofs for everyday uptake of e-cycling and inclusive cycles.***
- c) ***Explore two alignment options on the historic track bed (Option A) or alternately using a cycle priority approach on the droves and other rural lanes (Option B). Seek opportunities to widen to achieve the gold standard.***
- d) ***Develop a phased delivery plan, which identifies high impact “quick wins” which contribute to overall connectivity and quality.***

2. Develop “active” public transport interfaces which enable walking and cycling:

- a) ***Explore the concept of mobility hubs along the route including a main hub in Cheddar, with alignment options on the Strawberry Line (Option C) or on the A371 (Option D).***
- b) ***Identify walking and cycling improvements (e.g., crossings) to the A371 as well as access routes to the Strawberry Line.***

3. Undertake improvement works on existing Strawberry Line from Cheddar to Yatton:

- a) **Upgrade road danger hotspots including the Shute Shelve A38 crossing, and A371 crossing to and from Axbridge.**
- b) **Improve walking and cycling connectivity within Cheddar and Axbridge.**
- c) **Review critical pinch points.**

4. Secure dedicated maintenance programme and budget for existing Strawberry Line, and the extension to Wells, and other future extensions westwards to Clevedon and eastwards to the train station in Frome.”

Routing Option	Strengths	Weakness	Risks	Mitigation/ Opportunities
A - Existing Strawberry Line trackbed	Existing historic infrastructure e.g. bridges. Relative proximity to A371 (200 to 600m) for access to/from villages, and (future) public transport connections.	Building encroachments along track bed, pinch points and blockages.	Landowner agreements can delay project progress and/or limit width. Historic infrastructure may be costly to futureproof.	Where required, offset new alignment gaining desirable width.
B - New alignment using cycle priority on droves and other lanes	Existing droves in relatively close proximity to Strawberry trackbed. 600 – 900 m to A371. Highly scenic route through countryside.	The droves are historic, from 3.5 m to 6 m lane width, some raised, potential for widening may be limited. New infrastructure may be required, e.g. new bridge over Cheddar Yeo. No obvious route east of Westbury-sub-Mendip to Wells.	There are no PRoW on the droves, and they are privately owned, and used for animal/farm vehicles. The droves are reported to be regularly used by the public.	Widening the droves could be an opportunity to improve flood resilience.
C – Mobility hubs/PT on Strawberry Line	High connectivity with walking and cycling, exceptional tourism and transport value.	Microrail could run on cycle path, requires wider overall dimensions, lessens cycling experience.	Limitations of dimensions of historic bridges, albeit these pinchpoints can be managed with priority approaches.	Strawberry Hubs could offer “park & ride” and micro-commercial and/or service access opportunities.
D – Mobility hubs/PT on A371	High connectivity local communities, with high potential walking and cycling connectivity and excellent tourism and transport value.	Requires improved crossings and potentially traffic calming on A371. Micro-rail/PT would be vulnerable to A371 congestion.	Time delay to deliver road crossing improvements, although this is desirable in all options.	Strawberry Hubs could offer “park & ride” and micro-commercial and/or service access opportunities.

Figure 2.2 Trade-off Matrix of main design approaches to Strawberry Line extension – The Strawberry Line Technical Briefing Note 2021

2.4 Summary

- 2.4.1 The Accessibility Strategy takes account of the planning and transport policies identified above. This assessment has identified that there is a strong policy backing for accessibility improvements within Cheddar to support improvements for active travel for residents and tourists within the village and to assist in reversing the decline of the village in terms of its visitor offer.

3 Existing Accessibility Provision

3.1 Introduction

3.1.1 This section of the Accessibility Strategy provides a description of the existing provision for active modes in the area, including opportunities for walking, cycling, and using public transport. **Figure 3-1** below visualises the walking, cycle and public transport services outlined in this section.

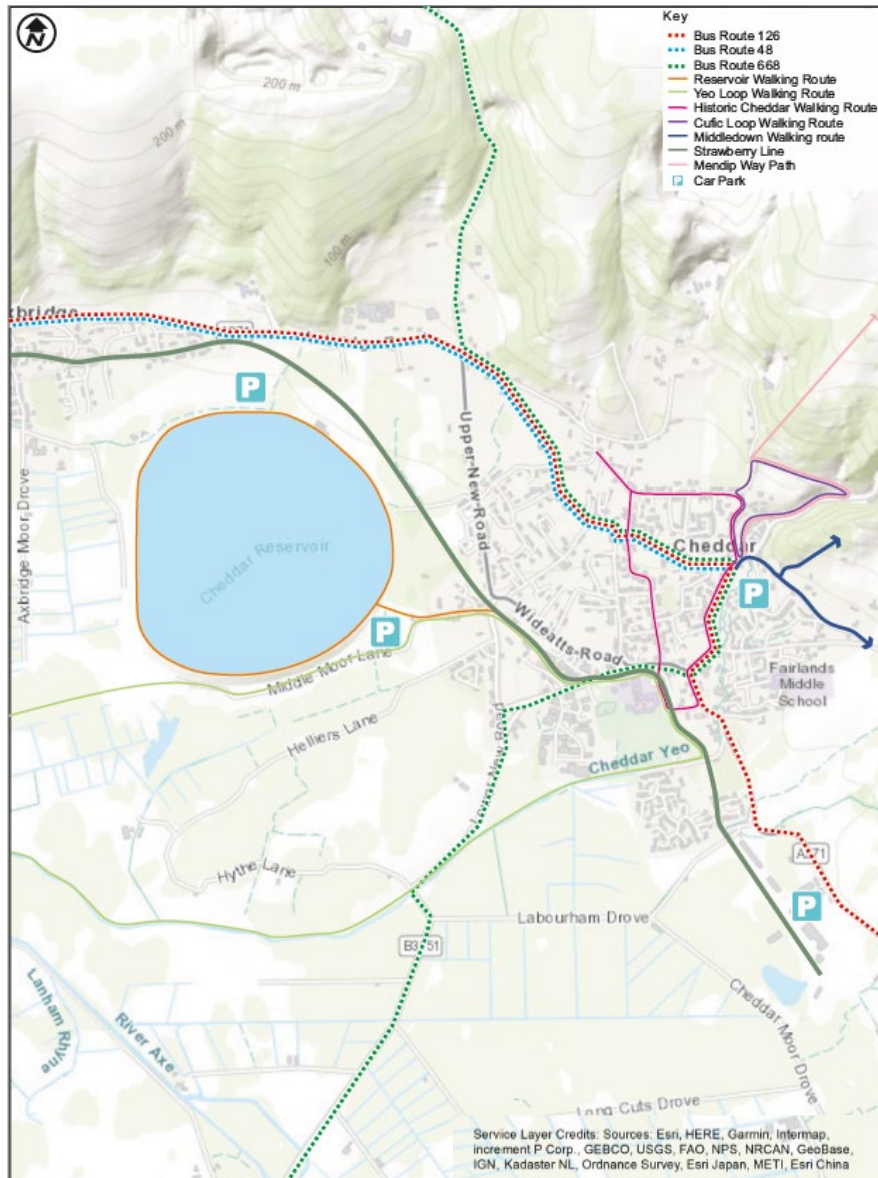


Figure 3-1 Cheddar Context Plan

3.2 Walking and Cycling

Walking

Cheddar Reservoir

- 3.2.1 Cheddar Reservoir lies west of Cheddar and southeast of Axbridge and accommodates a variety of water sport activities. The Reservoir has two public car parks; a northern one located off of Axe Lane and a second one located off of Sharpham Road to the southeast. The Strawberry Line can be accessed from Sharpham Road which allows walking and cycling connections to the wider village offering.
- 3.2.2 From Cheddar there is further access to the reservoir via Holwell Lane, although the condition of the route is currently unsurfaced for a distance of circa 150m east of the reservoir. The remainder of the lane to its junction with the A371 is metalled but of varying quality. There is a committed development within proximity to Holwell Lane that seeks to improve the quality of this route between the Strawberry Line, which runs north-south between the development site and the reservoir, and the A371. This strategy will seek to provide further improvements.
- 3.2.3 The reservoir is a recognised tourist attraction, and in addition to the water sports there are leisure walking routes around its perimeter with the start point from the Sharpham Road car park area. The quality of the footpath around the reservoir is good and able to accommodate a wide range of users, particularly those with mobility impairments, wheelchairs users and users with young children and push buggies.

Historic Cheddar Village

- 3.2.4 The Historic Cheddar Village route is a 3.5km circular walking route through Cheddar's sites of historic or special interest. It provides residents and visitors with a good, surfaced walking route with footways being provided throughout although there are points where some footways narrow.
- 3.2.5 Historic Cheddar's walking route provides access to key facilities throughout Cheddar including retail options, banks, pubs and cafes. The following streets through Cheddar are included in the Historic Cheddar route:
- Kent Street to Silver Street
 - Silver Street to The Bays
 - The Bays to Cliff Street
 - Cliff Street to Union Street
 - Union Street to Bath Street
 - Bath Street to Parsons Pen
 - Parsons Pen to Lower North Street and Upper North Street.

Cufic Loop

- 3.2.6 Cufic Lane Loop is a circa 2.4km circular walking route that provides residents and visitors with views across Cheddar and the Somerset levels and access to facilities including the main Cheddar Gorge area and the northern section of Cheddar Village.

- 3.2.7 The walking route starts at the mini roundabout outside of the Riverside Inn, which is located within the vicinity of the Tweentown bus stops and the Cliff Street car park. From this location pedestrians will continue onto The Bays for circa 45m before heading west onto Daghole. From the end of Daghole, a path is provided eastbound which in turn leads to a path that routes north towards Cufic Lane.
- 3.2.8 From Cufic Lane, pedestrians will walk north westbound up the hill until they reach Tuttors Hill. From Tuttors Hill, pedestrians will walk southbound accessing Birch Hill that eventually takes pedestrians back onto Cliff Street after circa 300m.

Middledown

- 3.2.9 Middledown is characterised by 'Cheddar Walking' as a walk that "*climbs steadily up on to the hills to the east of Cheddar, through open farmland and nature reserves, descending back to the village with stunning views across Glastonbury Tor and beyond*". The walking distance for the complete route measures circa 6.8km in length and starts in the vicinity of the mini roundabout outside the Riverside Inn.

Mendip Way

- 3.2.10 Cheddar Gorge provides access to the West Mendip Way walking route which forms part of the 49-mile Mendip Way walking route from Weston-Super-Mare to Frome.

Cycling

- 3.2.11 There are two options available for cyclists within Cheddar. The first option for cyclists in Cheddar is to use the Strawberry Line which is a dedicated pedestrian / cycle route between Clevedon and Cheddar, with the second option being to cycle within the highway. The following sections detail the characteristics that each option provides cyclists.

Strawberry Line

- 3.2.12 The Strawberry Line, also designated as National Cycle Route (NCR) 26, is an ambitious project that has the core aim to create a continuous 30-mile traffic free pedestrian / cycle path between Clevedon in the west to Shepton Mallet in the East of Somerset. Currently the line terminates in Cheddar. Once the project is complete the Strawberry Line connects "*70,000 people across Somerset*"³ in a sustainable way and provide a key section of the Somerset Circle Scheme.
- 3.2.13 Within the context of Cheddar, the Strawberry Line provides a continuous pedestrian / cycle path from Yatton to Cheddar, following a southwestern alignment from Cheddar Road in Axbridge and terminating at Station Road at the southwestern point in Cheddar. Along the 2km length of the pedestrian cycle path within Cheddar the path measures approximately 3.0m in width, with localised narrowing's to avoid pinch points
- The current ambition of the local Strawberry Line group is outlined on the Strawberry Line website and states that "the local Strawberry line Group is active in trying to find an acceptable route through Cheddar to join the existing cycle path through Winchester Farm housing development to Labourham Drove". **Appendix A** provides an outline of the routing of the Strawberry Line from Clevedon to Cheddar.

Cycling within the Highway

- 3.2.14 Whilst there are no dedicated cycle lanes within the local highway in Cheddar, the local roads (including A371 and B3135) are subject to 30mph speed limits, are generally street lit and

³ <https://www.thestrawberrylines.org.uk/index.php?section=>

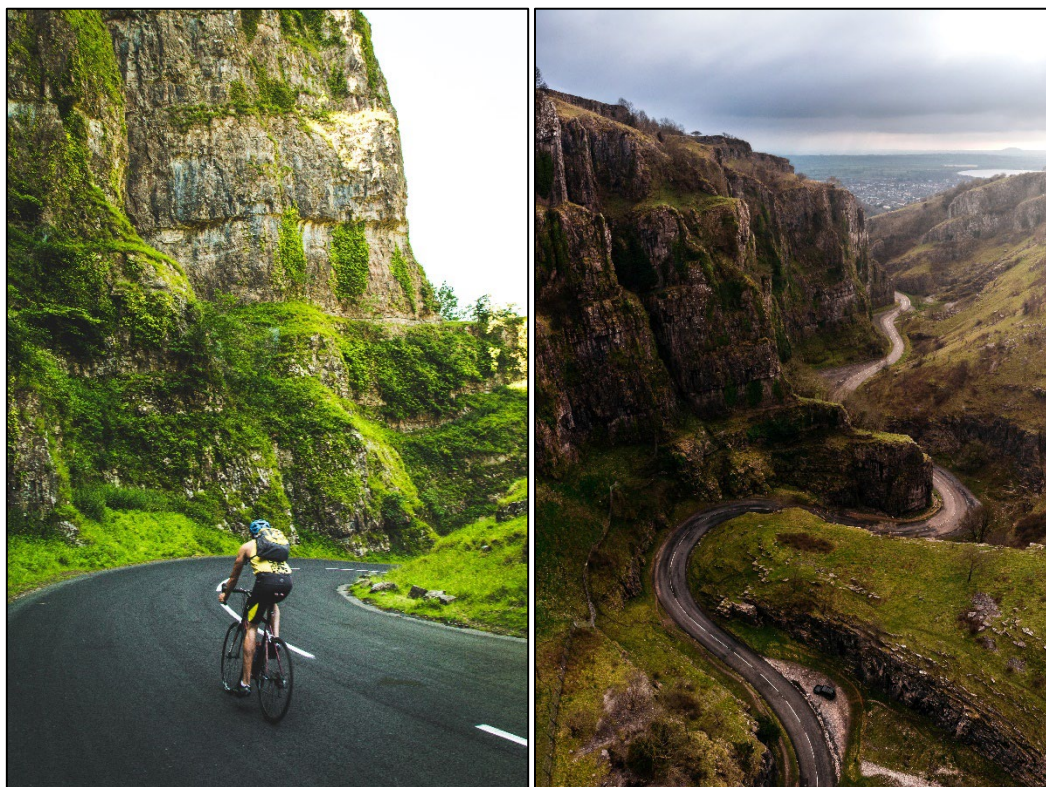
provide a good level of forward visibility for both cyclists and drivers. Therefore, these characteristics serve to make the road conducive to cycling within the highway.

Cycling in Cheddar Gorge

3.2.15 Cheddar Gorge features in many local cyclo-sportives so is a popular destination for organised cycling events as well as leisure cyclists, and Cheddar Gorge's popularity with cyclists is supported by its regular inclusion in the 'Top 100 Climbs' on Strava (a physical exercise social network).

3.2.16 The following outlines some of the popular organised cycle events that utilise Cheddar Gorge:

- Ride Across Britain – national cycling event that covers the 980 miles between Land's End to John O'Groats. The event takes place between 10th-18th September 2022 and Stage 2 of the designated route includes passage through Cheddar Gorge as the cycling route exhibits the best that the UK has to offer. Further information can be found on [Ride Across Britain](#) website.
- Beyond Somerset Sportive (Sunday) – is a regional annual cycling event open to 500 cyclists that provides a stunning tour around the Somerset levels including through Cheddar Gorge. Further information can be found on [Beyond Somerset Sportive \(Sunday\)](#) website.



Barriers for Walking and Cycling

3.2.17 Whilst it is acknowledged cycling and walking within Cheddar is a viable option for both residents and visitors, the local characteristics outlined above do create some barriers for active travel use.

3.2.18 One key barrier is the current split in the Strawberry Line, whereby pedestrians and cyclists are forced to re-enter the highway network in the vicinity of Station Road. The Strawberry Line

provides pedestrians and cyclists with an alternative traffic-free route away from the A371. However, the requirement to then re-enter the highway network interrupts the continuous traffic-free route with little provision upon entry. Focus should be put on converting the Strawberry line into a continuous, undisrupted traffic-free cycle route.

3.2.19 Furthermore, the lack of wayfinding and signage indicating walking and cycling routes within Cheddar does not create a user-friendly experience. To encourage walking and cycling as the dominant active travel options within Cheddar, wayfinding and signage should be considered as a short-term targeted intervention.

3.2.20 In response to these barriers, Stage 1 and stage 2 interventions set out later in this Strategy will aim to mitigate the barriers, thus proposing more favourable conditions to encourage active travel options.

3.3 Public Transport

3.3.1 Four key bus interchange points have been identified within Cheddar that provide access to key bus service linkages within Cheddar and throughout the surrounding area. These bus stops include Tweentown, Greenhill House, The Barrows and Round Oak Road / Hannay Road Turn.

3.3.2 **Table 3-1** below outlines the facilities at each bus stop which users will use.

Bus Stop	Side of Carriageway	Bus Stop Facilities				
		Bus Flag	Timetable Information	Bus Shelter	Seating	Raised Kerb
Tweentown	North	✓	✓	✓	✓	✓
	South	✓	✓	✓	✓	✓
Greenhill House	North	✓	✓	x	x	✓
	South	x	x	x	x	✓
The Barrows	North	x	x	x	x	x
	South	✓	✓	x	x	✓
Round Oak Road / Hannay Road Turn	East	✓	✓	x	x	x
	West	x	x	x	x	x

Table 3-1 Bus Stop Facilities

3.3.3 As identified in **Table 3-1**, the bus stops throughout Cheddar provide a variety of facilities, with Tweentown arguably being the primary bus stop in the centre of Cheddar with access to bus flag, timetable information, bus Shelter, Seating and raised kerb provision.

3.3.4 The bus service summary offered from these bus stops are provided in Table 3-2 below.

Bus Stop Location	Bus Service	Route	Frequency		
			Monday- Friday	Saturday	Sunday
Tweentown	66	Axbridge - Cheddar - Wedmore - Mark - Bridgwater College	School Service	-	-
The Barrows	48	Burnham-on-Sea - Cheddar	Three services on Tuesdays and Fridays.	-	-
Greenhill House	126	Weston-Super-Mare - Wells	Hourly Service	Two Hourly Service	-
Round Oak Road / Hannay Road Turn	668	Shipham - Street	Eight Services per day	-	-

Table 3-2 Bus service summary (March 2022)

3.3.5 Table 3-2 demonstrates that there are regular bus services located throughout one of Cheddars main arterial roads. Destinations include Axbridge (approx. 8 minutes), Winscombe (approx. 17 minutes), Wells (approx. 20 minutes) and Weston-Super-Mare (approx. 50 minutes). The frequency and journey times of the bus services to/from key destinations provide a reasonable sustainable alternative to private cars although improvements are being explored as part of Somerset’s Bus Back Better.

3.3.6 These bus stops are spread across Cheddar, with walking distances varying to local destinations and facilities depending on the location on each stop. The historic standard for walking distances to / from bus stops was set at 400m, however it has been identified that the 400m range was limited and outdated with regards to planning practice. Therefore, the report titled “How far do people walk” (July 2015) was prepared as updated guidance on walking distances.

3.3.7 Prior to this report, recommended walking distances were based on the CIHT report entitled ‘Guidelines for Providing for Journeys on Foot’ (2000), as the Government’s Planning Policy Guidance 13; Transport (PPG, withdrawn in 2021) and the National Planning Policy Framework (NPPF) which replaced it, did not provide any specific guidance on walking distances. The report therefore sought to use more recent data (based on data from the National Travel Survey) to suggest recommended walking distances, as the CIHT reports conclusions no longer represented the current situation.

3.3.8 Within ‘How far do people walk’ (July 2015), it is recommended that “When assessing the accessibility of a new development on foot... the 85th percentile distance should be used to estimate the distance up to which people are prepared to walk”. In terms of walking distance to a bus stop, the report shows that for the South West region, the average 85th percentile walk distances are 640m and 1,290m. although it is acknowledged that those who are walking as part of a leisure activity often accept longer distances or time spent walking according to the National Travel Survey (2018).

3.3.9 Paragraph 4.8 of the report states that “The contribution that the access distance to public transport has on the uptake of the mode is not clear and further research is needed. What is clear from our assessment is that the average walking distance to a bus stop is well above 400m and the average walking distance to bus stops and railway stations, outside London, is

well above 800m. Therefore, average walking distances to bus stops and railway stations based on revealed behaviour recorded in the NTS should be used for planning purposes in preference to the 400m and 800m distances recommended in IHT (1999)". The report recommends that "When considering the potential walking catchment of a new development, to bus stop or railway stations, the 85th percentile distance should be used".

- 3.3.10 Therefore, the distances to/from bus stops within Cheddar to local destinations and facilities fall within the 85th percentile distance of 1,290m and should therefore be considered acceptable distances for existing and future users.

3.4 Local Highway Characteristics

Local Highway Network

- 3.4.1 A review of the local highway network has been undertaken outlining the characteristics of the key routes through Cheddar. Two arterial roads have been identified within Cheddar and include:
- A371 – Which is the primary route providing access to Cheddar from the A38 to the west, routing in a south-eastern alignment through Cheddar and provides access to / from destinations including Wells and Shepton Mallet to the southwest.
 - B3135 – Is the secondary route through Cheddar, providing access from the A371 to the west, through the northern section of Cheddar, through Cheddar Gorge towards the A39 to the east.
- 3.4.2 Other key local roads have been identified through Cheddar including Round Oak Road, Barrows Road, The Hayes and Lower North Street. **Table 3-3** below outlines each roads characteristics in detail.

Primary Road	Sub-section	Highway Conditions
A371	Axbridge Road	<p>The A371 Axbridge Road is a single carriageway road that measures circa 7.0m-9.0m in width and is the main arterial road that provides a west-east corridor to Cheddar from the A38.</p> <p>The road is street lit with footway provision present on the northern side of the carriageway and has a set speed limit of 40mph, which reduces to 30mph within the vicinity of Yeo Valley vehicle access.</p>
	Upper New Road	<p>A371 Upper New Road is a single carriageway road that measures circa 4.7m-6.0m in width and borders Cheddar to the west.</p> <p>The carriageway is street lit with footway provision continuously on the eastern side of the carriageway and intermittently on the western side. The Road is subject to a 30mph speed limit.</p>
	Wideatts Road	<p>A371 Wideatts Road connects to Upper New Road to the north and is characterised as a single carriageway road that measures circa 6.0m-6.5m in width.</p> <p>The road routes southwest bound, is street lit and has footway provision on both sides of the carriageway. A371 Wideatts Road has a set speed limit of 30mph which reduces to 20mph within the junction with The Hayes and A371 Station Road.</p>
	Station Road	<p>A371 Station Road is a single carriageway road which measures 6.0m-8.5m in width, is street lit and has footway provision on both sides of the carriageway.</p> <p>Within the vicinity of The Kings of Wessex Academy the speed limit is set to 20mph, increasing to 30mph in the vicinity of Lower North Street.</p>
	Bath Street	<p>A371 Bath Street is a single carriageway road that measures circa 6.5m-7.0m in width, is street lit and has footway provisions on both sides of the carriageway. The road has a set speed limit of 30mph.</p>
	Church Street	<p>A371 Church Street is a single carriageway road that measures circa 5.5m-8.0m in width, is street lit and has footway provisions on both sides of the carriageway. The road has a set speed limit of 30mph.</p>
	Draycott Road	<p>A371 Draycott Road is a single carriageway road that measures circa 5.5m-6.5m in width. A371 Draycott Road has a set speed limit in the vicinity of Cheddar of 30mph, increasing to 40mph 290m south of Labourham Way junction.</p>
B3135	Axbridge Road	<p>B3135 Axbridge Road is a single carriageway road without central white line to delineate both sides of the carriageway. The carriageway measures approximately 6.0m-7.0m in width along wider sections, reducing to 4.5m in width at pitch points. B3135 Axbridge Road has a set speed limit of 30mph.</p>
	The Barrows	<p>B3135 The Barrows is a single carriageway road that measures circa 5.5m in width is residential in nature, is street lit and footway provision is provided intermittently on both sides of the carriageway. The Barrows has a set speed limit of 30mph.</p>
	Tweentown	<p>B3135 Tweentown is a single carriageway road that measures circa 6.0m in width. The carriageway is subject to a 30mph speed limit has footway provision on both sides of the carriageway and is street lit.</p>
	Cliff Street	<p>B3135 Cliff Street is a single carriageway road that measures circa 6.5m in width, narrowing to minimum of circa 4.8m in width. The road has a set speed limit of circa 30mph, is street lit and has continuous footway provision on both sides of the carriageway.</p>

	Union Street	B3135 Union Street is a single carriageway road that measures circa 6.5m in width, narrowing to minimum of circa 4.35m in width. The road has a set speed limit of circa 30mph, is street lit and has continuous footway provision on both sides of the carriageway.
	The Cliffs	B3135 The Cliffs is a single carriageway road that measures approximately 5.5m in width along the duration of the route, narrowing to 3.8m in the vicinity of the ticket information office. The carriageway has a set speed limit of 30mph initially, reducing to 20mph in the vicinity of the ticket information office. The road is Street lit and has footway provision on the eastern side of the carriageway which routes north towards the gorge.
	Cliff Road	B3135 Cliff Road is a single carriageway road measuring circa 5.5m – 6.5m in width in the vicinity of Goughs Gave and increases to 7.5m in width through the gorge. Cliff Road is subject to a 20mph speed limit through the tourist section of the road and increases to 30mph through the Gorge. Partially street lit footways are provided along each side of the carriageway in the vicinity of Goughs Cave.
Other Routes	Round Oak Road	Round Oak Road is a single carriageway rural lane without a central white line to delineate lanes. Round Oak Road provides a link between A371 Upper New Road to the south and B3135 Axbridge Road to the north. The road has a set speed limit of 30mph, measures circa 5.5m in width – narrowing to 4.5m at pinch point.
	Barrows Road	Barrows Road is a single carriageway residential county street without a central white line to delineate lanes which connects A371 Wideatts Road to the south with the B3135 The Barrows to the north. The carriageway measures circa 4.5m-5.5m in width, has a set speed limit of 30mph, has footway provision and is partially street lit.
	The Hayes	The Hayes is a single carriageway road that measures circa 5.5m-7.5m in width – narrowing to 4.0m along the northern section of the road. The Hayes connects A371 Wideatts Road to the south with B3135 The Barrows to the north. The Hayes has a set speed limit of 30mph which reduces to 20mph in the vicinity of Cheddar First School, has footway provision on both sides of the carriageway and is street lit.
	Lower North Street	Lower North Street is a single carriageway country residential road that has a carriageway width of circa 4.5m-6.5m in width – narrowing to 4.0m in sections. The carriageway has a set speed limit of 30mph and connects B3135 Tweentown to the north with A371 Station Road to the south.

Table 3-3 Local Highway Characteristics

Observed and Anticipated Traffic Flows

- 3.4.3 Traffic Survey data has been sourced from local committed development applications within the vicinity of Cheddar. This data was sourced from the Land at Holwell Lane Application (ref:17/19/00005) submitted in 2019.
- 3.4.4 In order to ‘growth’ the observed traffic data in 2018 to a 2022 baseline, growth rates have been calculated using TEMPRO (v7.2c) for the mid-layer super output area (MSOA) “Sedgemoor 001” in order to ‘growth’ observed traffic levels up to a 2022 Baseline. Using 2018 data as a source is deemed robust given this data was collected pre-COVID 19 where traffic levels were typical. These growth rates are provided in **Table 3-4** below.

Year	AM Peak Hour	PM Peak Hour
2018-2022	1.0399	1.0386

Table 3-4 2018-2022 Growth Rates

3.4.5 Whilst traffic data could not be sourced for the entirety of Cheddar, the key vehicular approach into Cheddar from the Northwest can be identified along the following roads and is illustrated in **Figure 3-2**:

- Location 1 A371 Upper New Road (Northwest of Cheddar)
- Location 2 A371 Upper New Road (South Towards Cheddar Centre)
- Location 3 Round Oak Road onto A371
- Location 4 Lower New Road
- Location 5 B3135 Axbridge Road (Towards Cheddar).

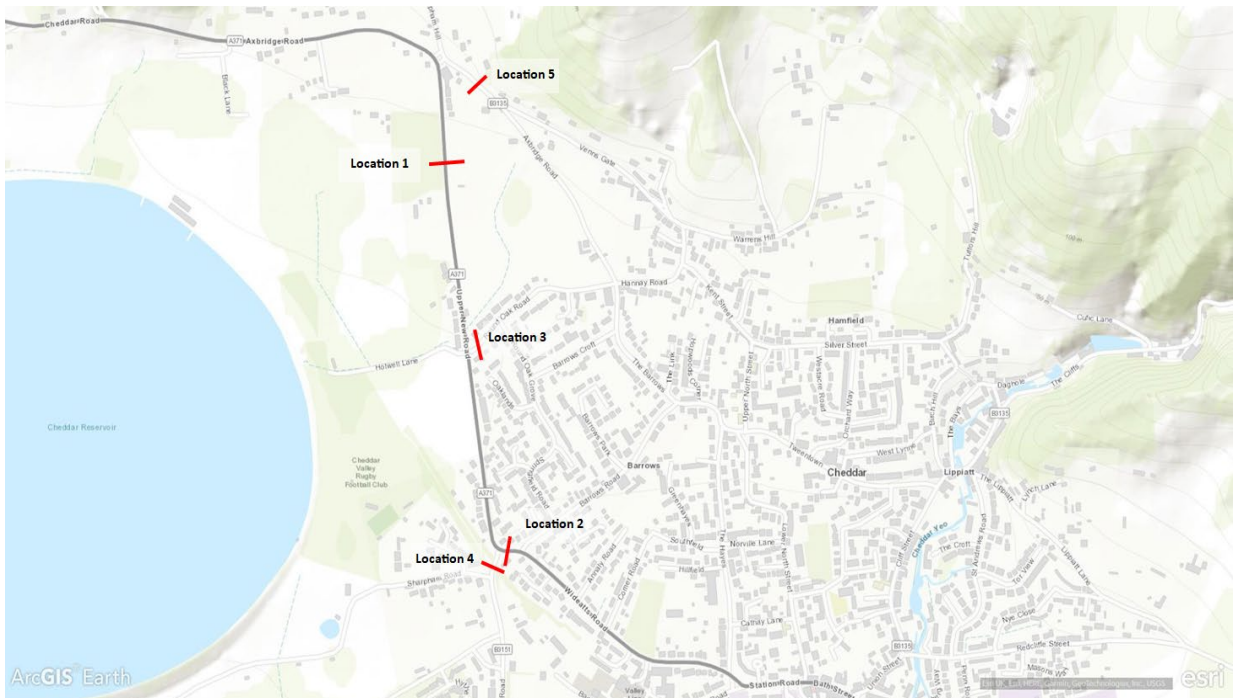


Figure 3-2 2018 Observed Traffic Count Locations

3.4.6 **Table 3-5** below identifies the observed traffic flows in 2018 and the growth baseline to 2022.

Location	AM Peak Hour Traffic Flows		PM Peak Hour Traffic Flows	
	Northbound / Eastbound	Southbound / Westbound	Northbound / Eastbound	Southbound / Westbound
2018 Observed (Application Reference: 17/19/00005)				
1. A371 Upper New Road (Northwest of Cheddar)	503	522	520	511
2. A371 Upper New Road (South Towards Cheddar)	385	499	393	521
3. Round Oak Road	10	26	32	20
4. Lower New Road	230	307	315	285
5. B3135 Axbridge Road (Towards Cheddar)	236	257	283	215
2022 Current Baseline				
1. A371 Upper New Road (Northwest of Cheddar)	523	543	540	531
2. A371 Upper New Road (South Towards Cheddar)	400	519	408	541
3. Round Oak Road	10	27	33	21
4. Lower New Road	239	319	327	296
5. B3135 Axbridge Road (Towards Cheddar)	245	267	294	223

Table 3-5 Observed and Current Baseline Traffic Flows

3.4.7 As demonstrated in **Table 3-5** above, the two-way traffic demand estimated through Cheddar from the direction of the northwest is expected to be:

- A371 Towards/From Cheddar (AM Peak Hour) – 1,066 Vehicle Trips.
- A371 Towards/From Cheddar (PM Peak Hour) – 1,071 Vehicle Trips.
- B3135 Towards/From Cheddar (AM Peak Hour) - 512 Vehicle Trips.
- B3135 Towards/From Cheddar (PM Peak Hour) - 517 Vehicle Trips.

3.4.8 Whilst it is acknowledged that these figures have been calculated using data from 2018, given the impact of COVID-19 on traffic flows, especially with regards to how this had impacted the tourist demand of Cheddar and Cheddar Gorge, this approach is deemed to be a robust assessment of the two-way traffic demand into Cheddar. However, this data will be reviewed and compared with outputs from the new Sedgemoor Traffic Model that is currently being validated.

3.4.9 A barrier identified from these traffic flows is the high level of two-way traffic flow present on both the A371 and B3135 and the unsuitable perception this may have on active travel users who use these routes. Whilst it is not surprising that both roads receive relatively high levels of

traffic flow, given that they are two arterial roads that serve Cheddar, it does present the importance of focusing on key urban realm proposals to mitigate the dominance of cars on the local highway network.

3.4.10 Stage 1 and stage 2 interventions set out later in this Strategy will aim to mitigate the barriers, thus proposing more favourable conditions to encourage active travel options.

Personal Injury Accident Data

3.4.11 Personal Injury Accident Data (PIA) has been obtained from Somerset County Council for the local highway network within the vicinity of Cheddar between 2016-2020 (most recently available 5-year period). The data has been analysed and the summary of the collisions is provided in **Table 3-6** below, along with the study area shown in **Figure 3-3**.

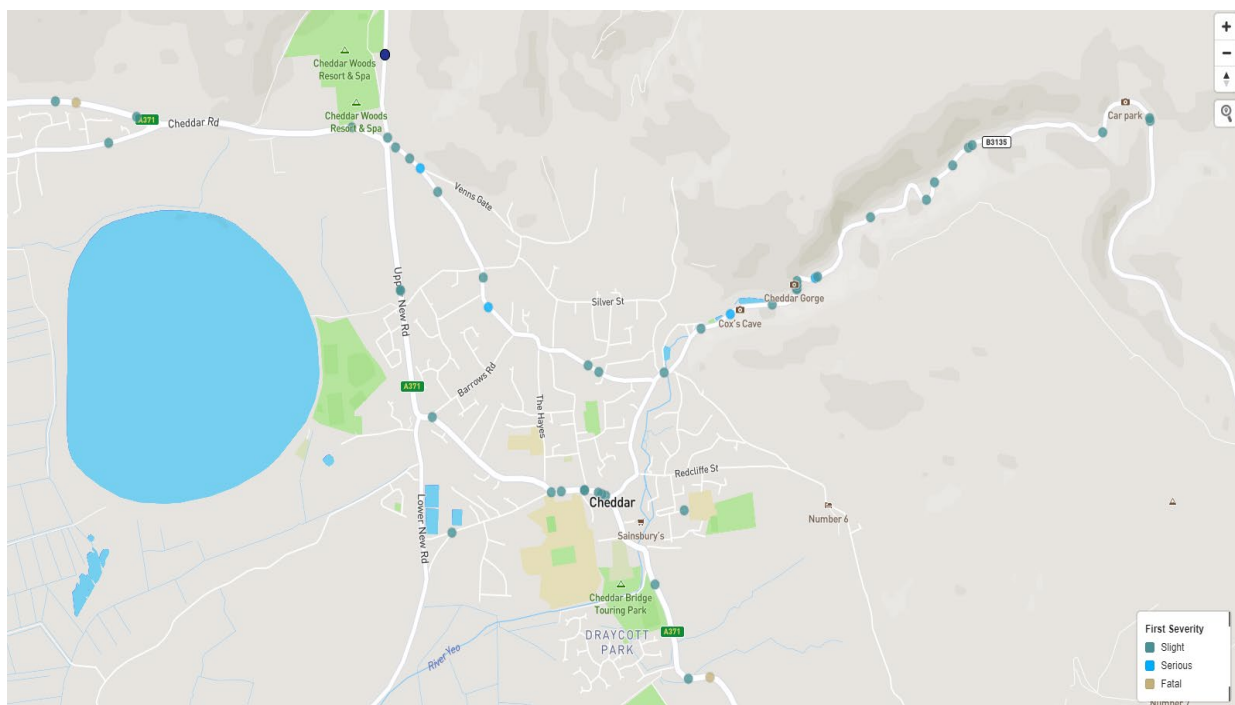


Figure 3-3 Personal Injury Accident Study Area

Location	Number of Motor vehicle Incidents			Number of Pedestrian / Cyclists Incidents			Total
	Slight	Serious	Fatal	Slight	Serious	Fatal	
A371	2						2
A371 Bath Street				4			4
A371 Cheddar Road	2		1				3
A371 Cheddar Road / B3135 Axbridge Road	1						1
A371 Cheddar Road / Cheddar Wood Resort Access	1						1
A371 Draycott Road			1	2			3
A371 Wideatts Road	1						1
A371 Wideatts Road / Barrows Road	1						1
A371 Wideatts Road / Station Road	1						1
B3135 Axbridge Road				3			3
B3135 Axbridge Road / Venns Gate		1					1
B3135 Cliff Road (Cheddar Gorge)	12	1		2			15
B3135 Cliff Street	1						1
B3135 The Barrows	1				1		2
B3135 The Cliffs	1			1	1		3
B3135 Tweentown				1			1
B3135 Tweentown / Orchard Way	1						1
Cheddar Road				1			1
Fairlands Way				1			1
Lower North Street				1			1
Shipham Road		1					1
Wedmore Road Junction	1						1
Total	26	3	2	16	2	0	49

Table 3-6 Personal Injury Accident Data Summary

3.4.12 In total 49 accidents occurred within the study area during the most recently available five-year period, with 42 being recorded as 'slight' in nature (16 involving cyclists/pedestrians), 5 recorded as 'serious' in nature (2 involving cyclist/pedestrians) and 2 were recorded as 'fatal' in nature.

3.4.13 **Appendix B** provides a detailed summary of the accidents that occurred at locations which experienced clusters of three or more accidents during the most recently available five-year period and accidents that involved pedestrians and cyclists.

Summary

3.4.14 Without lessening the seriousness of any accident involving injury, especially where someone has been seriously hurt or killed, the overall number and patterns of accidents is low and not unusual for an existing rural area. There is not a common theme or link in the factors that caused these accidents to suggest a particular safety issue within the existing local highway network.

3.4.15 Notwithstanding this, the stage 1 and stage 2 strategies outlined in section 5 and 6 of this Accessibility Strategy will serve to increase the safety within the existing network, especially with regards to walking and cycling facilities and the urban realm within Cheddar Gorge.

3.5 Local Facilities

3.5.1 Cheddar provides a range of local facilities and services which residents and visitors to Cheddar are likely to visit on a day-to-day basis. **Figure 3-4** illustrates the key facilities within Cheddar that will be of particular interest to residents and tourists.

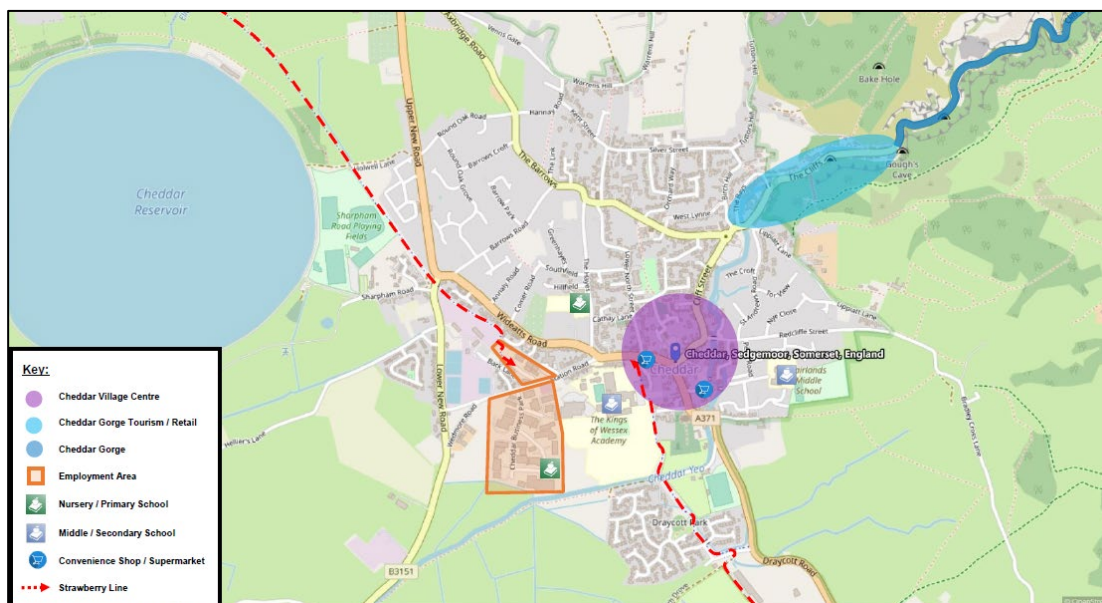


Figure 3-4 Local Facilities Summary within Cheddar and Cheddar Gorge

3.5.2 There are two main areas of activity within Cheddar and consist of Cheddar village centre (shown in purple) and Cheddar Gorge (shown in light and dark blue).

3.5.3 Cheddar village centre provides many facilities associated with the day-to-day function of the village. Notable facilities include:

- Tesco Express, Sainsburys Supermarket and Cheddar Post Office
- Local shops including Cobbs of Cheddar and Parsons Bakery

- Cheddar First School, The Kings of Wessex Academy and Fairlands Middle School
 - Cheddar Village Hall, Library and Doctors Surgery.
- 3.5.4 Cheddar Gorge provides a tourism and retail area, mainly focused on the large proportion of tourism the Gorge receives annually. Key facilities within this area include:
- Cheddar Gorge Caves and Car Park (including Gough's Cave and Cox's Cave)
 - National Trust designated walks
 - Cafes and eateries (other tourist attractions and shops).
- 3.5.5 Both Cheddar Village Centre and Cheddar Gorge provide a wide range of everyday facilities for residents and future visitors, including education, convenience retail, healthcare, a range of leisure facilities and employment opportunities. All services are considered to be within a reasonable walking and cycling distance of the centre of Cheddar.

3.6 Summary

- 3.6.1 Cheddar benefits from good quality pedestrian and cycle provisions which accommodate trips to a range of local facilities and services, with key infrastructure including the Strawberry Line serving as a springboard for sustainable travel within the area.
- 3.6.2 For non-car journeys beyond Cheddar, there are local bus stops and services located throughout the village that provide a key connective node between Cheddar and further afield destinations including Weston-Super-Mare, Wells and Street.
- 3.6.3 A review of the local highway network demonstrates that the local highway provides residents and visitors with two primary arterial routes through Cheddar. These routes make up the majority of the local highway. These routes are outlined below.
- A371 – Which is the primary route providing access to Cheddar from the A38 to the west, routing in a south-eastern alignment through Cheddar and provides access to / **from destinations including Wells and Shepton Mallet to the southwest.**
 - B3135 – Is the secondary route through Cheddar, providing access from the A371 to the west, through the northern section of Cheddar, through Cheddar Gorge towards the A39 to the east.
- 3.6.4 Within the vicinity of the village, speed limits rarely exceed 30mph with speed limits reducing to 20mph in the vicinity of local schools. Most roads are street lit and provide standard carriageway widths for a single lane carriageway.
- 3.6.5 2018 traffic survey data has been sourced from local committed development 'Land at Holwell Lane' Application (ref:17/19/00005) that was submitted to Somerset County Council in 2019. A growth factor has been applied to this data in order to provide an estimated 2022 baseline year for two-way traffic flows to/from Cheddar.
- 3.6.6 The two-way traffic demand estimated through Cheddar from the direction of the northwest is expected to be:
- A371 Towards/From Cheddar (AM Peak Hour) – 1,066 Vehicle Trips
 - A371 Towards/From Cheddar (PM Peak Hour) – 1,071 Vehicle Trips
 - B3135 Towards/From Cheddar (AM Peak Hour) - 512 Vehicle Trips.

- B3135 Towards/From Cheddar (PM Peak Hour) - 517 Vehicle Trips.
- 3.6.7 With regard to personal injury accidents, the overall number and patterns of accidents in the vicinity of Cheddar is low and not unusual for an existing rural area. There is not a common theme or link in the factors that caused these accidents to suggest a particular safety issue within the existing local highway network.
- 3.6.8 In summary, Cheddar has a range of good quality existing facilities for local residents and future visitors that can be accessed via sustainable forms of transport. The stage 1 and 2 interventions set out in later sections of this accessibility strategy will serve to enhance the existing facilities within Cheddar, addressing the notable barriers, to further encourage modal shifts in travel behaviour that will benefit current residents of Cheddar as well as the envisaged rise in tourism as we emerge from the COVID-19 pandemic.

4 Constraints and Opportunities

4.1 Introduction

4.1.1 The Constraints and Opportunities which have been considered include accessibility through Cheddar village centre and into Cheddar Gorge as indicated by **Figure 4-1**. Details of the observed Constraints and potential Opportunities have been outlined in **Table 4-1**. These have been used as a guide to develop Stage 1 interventions. Locations 1-4 align with the Cheddar Gorge Public Realm Regeneration Strategy.

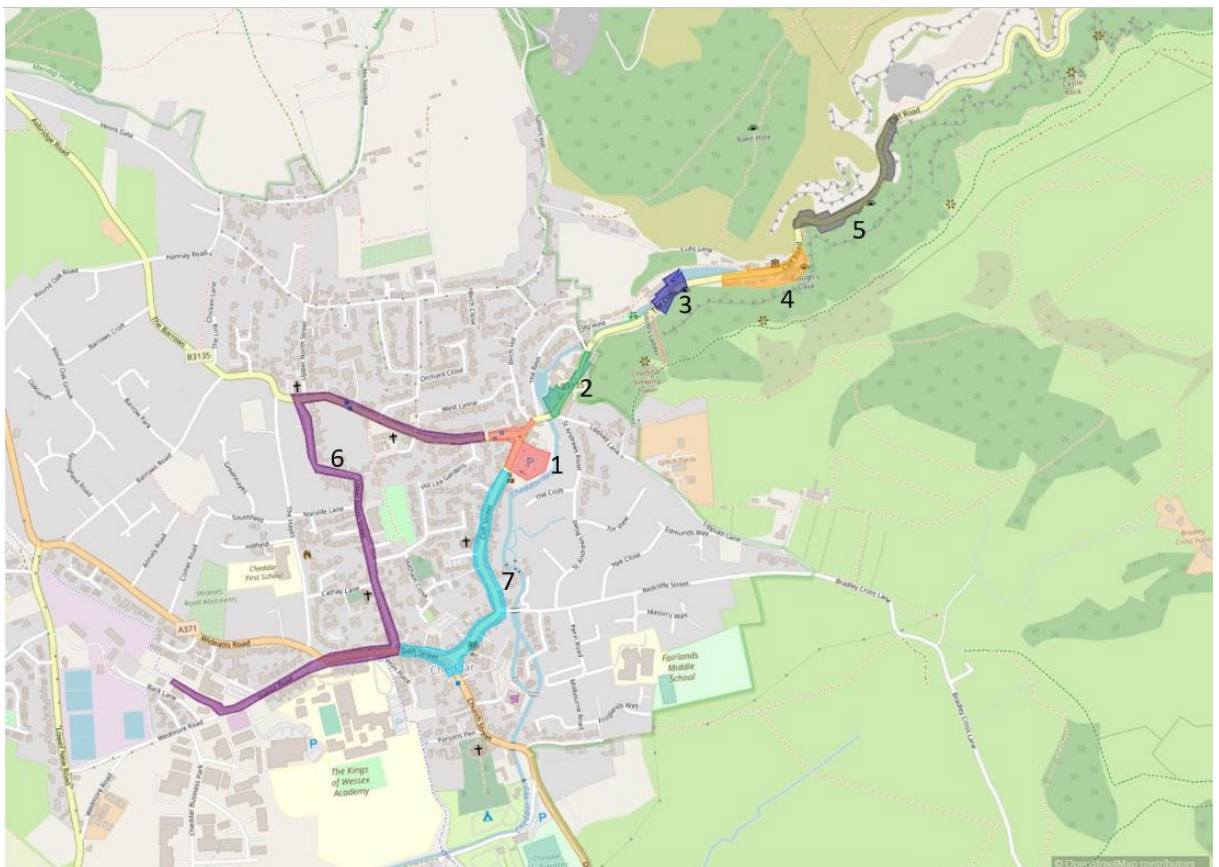


Figure 4-1 Constraints and Opportunities study area.

Node	Location (Node / Direction)	Constraints	Opportunities
1.	Tweentown & Cliff Street car park	<ul style="list-style-type: none"> • There are limited crossing facilities located at the Tweentown roundabout. • There is a lack of continuous footways towards the Gorge. • Lack of pedestrian legibility, particularly for vulnerable users. • Pinch point over the Cheddar Yeo River for traffic and pedestrians. • Pedestrian route funnels users into the car park 	<ul style="list-style-type: none"> • Cliff Street / Tweentown car park is located within 400m of a large majority of Cheddar Gorge attractions and could provide a good base for a travel hub. • There is a potential to provide enhanced signage and wayfinding along key desire routes for pedestrians and cyclists. Pedestrian crossing improvements would be provided along the identified routes. • Improved cycle parking and micro-mobility provision and electric vehicle charging provision. • Improved tourist information • Improved bus stop facilities including real time passenger information (RTPI). • Gateway features on approach and surfacing treatments.
2.	Cheddar Gorge and Caves Car Park	<ul style="list-style-type: none"> • Commercial units lie close to the carriageway limiting the ability to provide footway enhancements. • Road pinch point reducing traffic to single working. • Intermittent footways in front of shops but these are stepped and not accessible for all users. 	<ul style="list-style-type: none"> • Surface treatments to raise driver awareness to the presence of pedestrians. • Permanent build outs to improve pedestrian spill areas and dwell space.
3.	Cheddar Gorge and Cox's Mill Hotel	<ul style="list-style-type: none"> • Carriageway widens encouraging increased speeds. • Retail is separated from tourist office by the car park and road. There would be a high demand to cross the road but there is a lack of crossing facilities. • Footway is almost at grade with the carriageway which could encourage users to reverse into parking spaces from the carriageway. • Lack of user legibility in the wider area. 	<ul style="list-style-type: none"> • Create public realm enhancements to improve the setting and safer pedestrian environment. • Consider the reduction of car parking in the area. • Surface treatment could remove road dominance. • Possible scope to create a 'square' with improved circulation and improved access between retail units and the tourist information office. • Provision of cycle storage, and other micro-mobility provision is possible.

		<ul style="list-style-type: none"> • Lack of cycle storage / electric vehicle charging provision. • Improvements to car park may require third party land consent. 	<ul style="list-style-type: none"> • Electric vehicle charging provision. • Potential to create a 'mini travel hub'.
4.	Cheddar Gorge – Gough's Cave	<ul style="list-style-type: none"> • Narrow footway on one side and intermittent footway on the other that is subject to footway parking. • Narrow corridor to work in and constrained by the topography of the Gorge. • Limited cycle storage provision at the tourist information office. Vegetation creep suggests these are under-utilised. 	<ul style="list-style-type: none"> • Surface treatments could help raise driver awareness of increased pedestrian activity in this area. • Footway enhancement to improve legibility to disabled / coach parking. • Improve cycle storage facilities.
5.	Wider Cheddar Gorge	<ul style="list-style-type: none"> • No pedestrian provision beyond coach parking. • Pedestrian footway ends into car parking, legibility is difficult. • Limited pedestrian refuges except parking areas or verge. • Topography limits the ability to improve facilities. • Damage to pedestrian barriers could suggest high vehicle speeds on approach. 	<ul style="list-style-type: none"> • Permanent build outs to reduce anti-social behaviour and provide refuge for pedestrian users. • Could encourage more pedestrian users and help reduce speeds. • Improved crossing or legibility between existing footway and disabled / coach parking and parking on the opposite side of the carriageway. • Continuous footway to reorder focus on pedestrian priority. • Creation of small pocket parks or additional seating / picnic nodes in place of parking for visitors to pause and enjoy the surroundings. • Floor art or floor signage to demarcate routes and create a new pedestrian ribbon. Routes could be marked via kerbs or coloured routes. • Celebrating the natural setting through detail – rock, water and natural elements.

6.	Tweentown – Station Road – Strawberry Line	<ul style="list-style-type: none"> • Limited crossing facilities at Tweentown roundabout. • Narrow footways on Tweentown • Services / utilities within the footway add complexity in improvements. • Minor road junctions with large bell-mouth's disrupt pedestrian priority. • Poor wayfinding and signage throughout the route. • Limited signage directing uses to the National Cycle Network. • No signage from the National Cycle Network towards the Gorge. • No Signing towards south bound 'Strawberry Line' travel by the school. • Areas of the footway are in poor repair. • No footway provision on lower North Street • On-street parking reduces space for pedestrians / cyclists • Blind bends with limited visibility and space for improvements due to third party. • Pinch point on approach to Station Road. • Limited space for footway improvements due to third party land. 	<ul style="list-style-type: none"> • Improve way finding to / from the national cycle network to / from Cheddar Gorge. • Minor Road junctions / accesses converted to continuous footways. • Lower North Street seems lightly trafficked even at school closing time. • Improvements to this walking route could support out of town park and interchange. • Interchange would be walk / cycle in the short term but could accommodate micro-mobility / bus services in the future. • Improvements to the pedestrian / cycle route to the south. • Possible surface treatments or gateway features on approach to bends / junctions to raise driver awareness to pedestrians. • Added benefit for pedestrian movements to the primary school, playground and church. • Gateway features and surface treatments to Lower North Street pinch point near Station Road.
7.	Strawberry Line – Station Road – Cliff Street	<ul style="list-style-type: none"> • Narrow footways and poor crossing facilities along pedestrian desire line • Multiple pinch points along the footways. • Short sections with do not contain any footway provision. • Segregation results in increased vehicle speeds. • High vehicle flows as it is the most direct route to the Gorge from the A371. • Limited scope to improve footways due to third part land constraints. • Intimidating environment for non-motorised users. 	<ul style="list-style-type: none"> • Possible gateway features on the A371 Station Road and Church Street. • Surface treatments to help reduce vehicle speeds. • Out of town parking area could help reduce vehicle flows. • Most direct walk / cycle route to the Gorge • Enhancing Cheddar Market Cross with road space reallocation and public realm improvements

Table 4-1 Constraints and Opportunities

5 Vision and Objectives

5.1 Vision context

- 5.1.1 To help set the accessibility strategy's vision, a review of the Sedgemoor Local Plan, Sedgemoor Transport Investment Strategy, and Cheddar Neighbourhood Plan have been undertaken to understand local aspirations and ambitions for Cheddar.
- 5.1.2 Sedgemoor District Council Local Plan key objectives are outlined below:
- Living sustainably – to ensure reduced greenhouse gas emissions through high quality design which includes providing sustainable transport options that will allow communities to more contained.
 - Ensuring economic wellbeing – through a diverse and resilient economy including through sustainable tourism.
 - Enjoying and achieving – enabling the natural beauty, biodiversity, and heritage of Sedgemoor to be protected by 2032.
 - Being Healthy – ensuring walking or cycling is the first choice for local trips, encouraged by attractive, safe, and convenient district wide green network links.
- 5.1.3 The Sedgemoor Local Plan also sets out specific objectives for Cheddar that recognise its role as a local centre and its position as a nationally important tourist destination. To support and enable Cheddar, the Local Plan has set out the importance of making the village centre an attractive and active place with a wide range of local services to support the community. This in turn will support and complement Cheddar Gorge through new investment raising the quality and attractiveness of the visitor offer.
- 5.1.4 The Sedgemoor Infrastructure Delivery Plan's vision aligns with the Local Plan and has identified several proposals to support Cheddar whilst acknowledging its unique context.
- Cheddar Car Parking and Traffic Management Improvements.
 - Axbridge – Cheddar Walking and Cycling Improvements
 - Re-alignment of the A371/B3135 Axbridge Road 'Magic Roundabout'.
 - Improvements at the A371/B3135 Lower New Road Junction.
- 5.1.5 The 'Magic Roundabout' will be partially improved as part of a committed scheme delivered through approved growth at the Yeo Valley Farm site. The scheme will deliver improved pedestrian accessibility. The magic roundabout will remain as an area of importance and further improvements to the vehicle flow and routing as well as accessibility for non-motorised users will be considered as part of the Stage 2 interventions.
- 5.1.6 The Cheddar Neighbourhood Plan (NDP) also recognises the constraints facing Cheddar, many of which align with those identified in Section 4. The NDP has sought to address these issues by seeking to improve the transport infrastructure of roads, pavements, parking and investigate the possibility of a village bypass, and to address the issues associated with through traffic.

5.2 Cheddar Accessibility Vision.

5.2.1 The accessibility strategy vision and objectives have taken inspiration from the Local Plan, Transport Infrastructure Plan and NDP, which in turn have helped to influence the interventions identified in Section 6.

“Supporting and enabling the safe, inclusive and sustainable movements of Cheddar’s residents and visitors so as to facilitate active and healthy options and to maximise the Leisure and Tourism potential of the village.”

5.2.2 This vision is supported by a set of objectives that will aim to improve the attractiveness and safety of key routes within the village to encourage increased active travel while providing enhanced access to key tourist destination.

- **Objective 1: Improving signage and wayfinding for key leisure walking and cycling routes to promote and enhance the visitor experience.**
- **Objective 2: Delivering opportunities to increase awareness of the presence of pedestrians and cyclists along key walking routes through improved pedestrian provision.**
- **Objective 3: Delivering accessibility improvements to the Strawberry line within Cheddar and its extension towards Draycott to enhance wider leisure and tourism connectivity.**
- **Objective 4: Encouraging sustainable travel as the first choice to and between key leisure and tourism destinations through the provision of travel hubs and active travel measures.**
- **Objective 5: To overcome parking constraints, eliminating anti-social car usage, and improving pedestrian provision within the Gorge to raise the quality and attractiveness of the visitor offer.**

5.2.3 **Table 5-1** sets out the measures that can contribute to achieving the objectives. The interventions outlined in Section 6 have been determined from a review of the current transport context of Cheddar, the observed constraints and opportunities within the village and determining measures that will contribute to the achieving the objectives set out above.

Objective	Description	Measures to achieve objective
1	Improving signage and wayfinding for key leisure walking and cycling routes to promote and enhance the visitor experience.	<ul style="list-style-type: none"> ▪ New signage/wayfinding measures on identified Cheddar Walking Routes. ▪ New and improved signage for the Strawberry Line. ▪ Aligning the wayfinding and signage measures with Somerset County Council's wayfinding strategy.
2	Delivering opportunities to increase awareness of the presence of pedestrians and cyclists along key walking routes through improved pedestrian provision.	<ul style="list-style-type: none"> ▪ New/improved pedestrian crossings. ▪ Surface treatments. ▪ Gateway features. ▪ Priority measures at junctions.
3	Delivering accessibility improvements to the Strawberry line within Cheddar and its extension towards Draycott to enhance wider leisure and tourism connectivity.	<ul style="list-style-type: none"> ▪ Creation of a new dedicated cycle track between Station Road and Old Bridge Lane. ▪ Surface improvements. ▪ Lighting and signing improvements. ▪ Provision for wider connectivity to the levels via Droves and Green Lane infrastructure.
4	Encouraging sustainable travel as the first choice to and between key leisure and tourism destinations through the provision of travel hubs and active travel measures.	<ul style="list-style-type: none"> ▪ Out of town car parking expansions. ▪ Public Transport interchange ▪ Cycle/e-cycle storage, hire, charging. ▪ Micro-mobility provisions ▪ Tourist information, wayfinding, and signage. ▪ Review of bus stop provision and routing.
5	To overcome parking constraints, eliminating anti-social car usage, and improving pedestrian provision within the Gorge to raise the quality and attractiveness of the visitor offer.	<ul style="list-style-type: none"> ▪ Review of parking provision ▪ Out of town car parking provision and expansion of existing facilities. ▪ Creation of physical build outs, providing pedestrian refuge, planting, seating, and preventing anti-social car usage. ▪ Surface treatments, gateway features.

Table 5-1 Objectives and achievable measures.

6 Stage 1 - Priority Interventions

- 6.1.1 The measures outlined in the following section are to be known as ‘Stage 1 Interventions’. These interventions are determined to be quick to implement within the extents of the Highway Boundary or where landownership is regarded as less of a constraint. These interventions are considered deliverable through current and emerging funding streams and will provide a clear benefit over the existing situation.
- 6.1.2 **Figure 6-1** demonstrates the locations of the Stage 1 interventions within Cheddar. A higher resolution plan is provided in **Appendix D**.

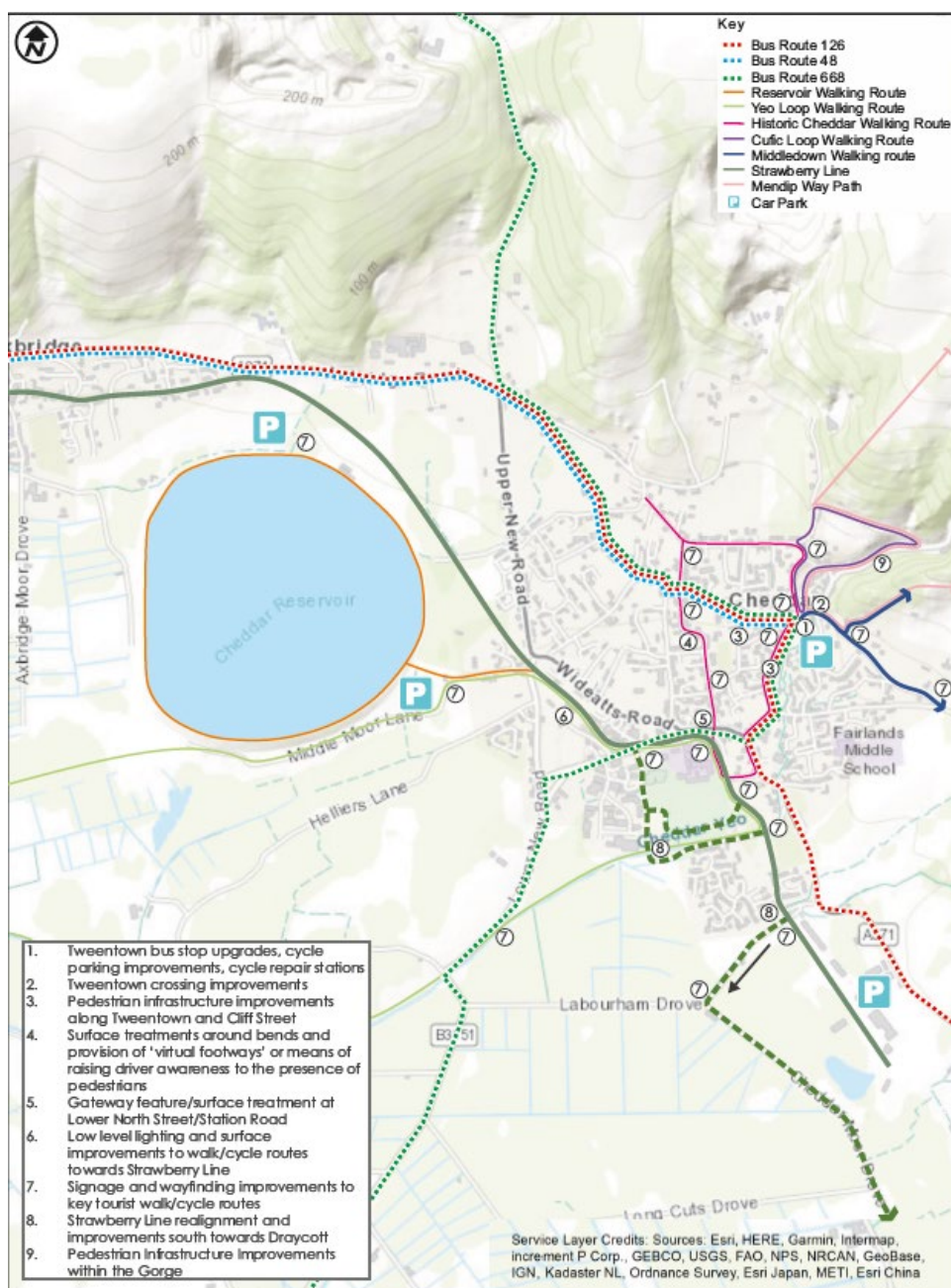


Figure 6-1 Cheddar short-term interventions.

6.1.3 Nine Stage 1 intervention themes have been identified in **Table 6-1**, with each intervention theme consisting of a number of elements. These interventions can be developed further for delivery with current and emerging funding opportunities.

Intervention	Description
1	Cliff Street 'Travel Hub'
2	Tweentown Roundabout crossing improvements
3	Tweentown and Cliff Street pedestrian infrastructure improvements
4	Surface treatments and 'Virtual' footways
5	Gateway features
6	Low level lighting and surfacing improvements
7	Wayfinding and signage
8	Strawberry Line south to Draycott Improvements
9	Cheddar Gorge pedestrian infrastructure improvements

Table 6-1 Stage 1 Interventions.

1. Cliff 'Travel hub'

6.1.4 There are two existing bus stops located on Tweentown which are served by the three key services outlined previously in the strategy. These stops are approximately 50-80m from the Cliff Street car park and contain seating and limited cycle parking facilities in place. This provides a good opportunity to improve existing provision and provide additional provisions that make up the key principles of a 'travel hub'. This is also the 'entry' point to the Gorge and will provide a prime opportunity for interchange between cars and sustainable travel modes for use into the Gorge and wider Cheddar village area and will align with the ambitions demonstrated within the Cheddar Public Realm Regeneration Project.

6.1.5 **Figure 6-2** demonstrates the walking distance from Tweentown to key locations in the village. 1,200m is recognised as an appropriate walking distance for leisure purposes as stated in Section 3, although according to the National Travel Survey, walking for leisure purposes are often over greater distances and timescales which suggests that all key leisure destinations are easily accessible on foot within Cheddar.



Figure 6-2 Twentown bus stop walking distances

6.1.6 A Travel Hub is defined as “a recognisable place with an offer of different connected transport modes supplemented with enhanced facilities and information features to both attract and benefit the traveller.”⁴ The role of a travel hub is detailed below.

- Reduce car dominance.

⁴ CoMoUK 2019

- Facilitate multi-modal trips and the seamless switching between modes.
- Facilitate first and last mile travel connections.
- Raise the profile of sustainable travel modes.
- Create new community focal points
- Enable positive health gains through active travel opportunities, and
- Provide the grounds for reduced car parking provision.

6.1.7 The Tweentown area therefore has the basis in place to develop a Travel hub, of which a concept of a Travel Hub is shown by **Figure 6-3**. It is proposed that this can be delivered through.

- Upgraded bus stops with Real Time Passenger Information (RTPI).
- Improved and increased cycle storage.
- Provision of a bicycle repair station including bike pump.
- Improved community and visitor information points.
- Enhanced meeting/community space and public convenience facilities to increase social value.
- Wayfinding signage/Totem pole, seating and planting to encourage biodiversity net gain.

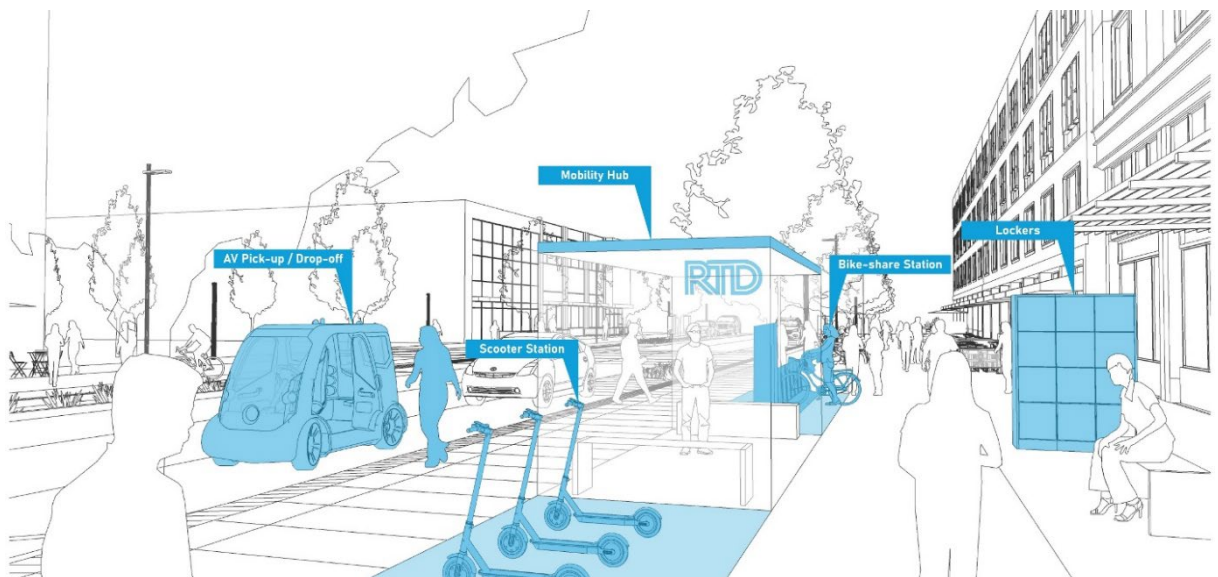


Figure 6-3 Visualisation of a Travel Hub. Image Source: Stantec.

2. Tweentown Roundabout crossing improvements.

6.1.8 Tweentown roundabout is a three-arm mini-roundabout that lacks adequate pedestrian crossing facilities. There are dropped kerbs present but they are not supported by tactile paving which impacts upon the ease of access for those with impaired vision. Moving away

from the roundabout towards the gorge, the footway ends at the Birch Hill junction remaining at grade until the crossing of the River Yeo. This lacks legibility for non-motorised users, particularly vulnerable pedestrian users and lends to a car dominated appearance and environment. This is not conducive with the ambitions to encourage sustainable travel to and within the gorge area. This intervention will therefore seek to.

- Improve crossing facilities, including tactile paving.
- Improve the legibility for users towards the gorge, reducing car dominance.

6.1.9 These measures can be provided as quick wins but can also be provided to complement improvements proposed in the Cheddar Gorge Public Realm Regeneration.

3. Tweentown and Cliff Street pedestrian infrastructure improvements.

6.1.10 Tweentown is key route through the centre of the village that provides access to the gorge as well as links to recognised leisure walking routes within the village. It is proposed to provide improved pedestrian facilities along Tweentown to Lower North Street to connect with the Historic Cheddar walking route. The improvements will consist of continuous footways over side road junctions and footway widening where possible ensuring priority for pedestrian users. **Figure 6-4** provides an example of a continuous footway as inspiration of how they will look when delivered. **Appendix E** provides a series of plans that detail the proposed improvements to Tweentown, Lower North Street and Cliff Street.



Figure 6-4 Continuous footways examples. Image source:

4. Surface treatments and 'Virtual' footways.

6.1.11 Lower North Street forms part of the recognised Historic Cheddar walking route. It is therefore popular with both walkers and cyclists. However, as outlined in constraints table in Section 5 it features limited pedestrian facilities and constrained carriageway widths, although an opportunity is provided by relatively low traffic flows.

6.1.12 Improvements can be made so as to raise driver awareness of the presence of pedestrians and cyclists with the provision of surface treatments on the approach to and around bends containing limited visibility. This can be supported by the provision of 'Virtual Footways'. A visualisation of such facility is provided in **Figure 6-5** below with **Figure 6-1** showing areas where such facilities are to be delivered.

6.1.13 Virtual footways have been used in other rural areas in Somerset with such provision provided in Creech St Michael as show in **Figure 6-5** below.



Figure 6-5 Visualisation example of a virtual footway (left) and virtual footway in Creech St Michael (right).

5. Gateway features.

6.1.14 The junction of Lower North Street and Station Road is constrained in terms of widths with limited scope within the highway for the provision of footways. It is therefore proposed that this junction will be improved through provision of new surface treatments in order to create a gateway feature acting as a means of raising driver awareness of the presence of pedestrians and cyclists and to act as a means of slowing the speeds of approaching vehicles.

6.1.15 Similar Gateway features can be provided on the southern approach to Cheddar Village in proximity to St Andrew's Church on Church Street. In addition, a further gateway feature could be provided at Cheddar Market Cross, supported by enhanced public realm which will create an early gateway point on the approach to the gorge and entry to the village for traffic approaching from the gorge.

6.1.16 The benefits of such features are that they help to re-prioritise road space towards different users, in this case pedestrians and cyclists, and they are effective measures in creating a better sense of place.

6.1.17 Gateways can be provided through a change in surface materials and appearance with additional signage, entry portals, raised crossings or speed cushions and curb-line extensions. **Figure 6-6** provides visualisations of some measures that could be provided to raise the awareness of the presence of pedestrians and cyclists and form gateway features.



Figure 6-6 Measures to raise awareness of pedestrians and cyclists.

6. Strawberry Line - Low Level Lighting, Surface Improvements and enhanced link to the village.

6.1.18 The Strawberry Line passes under Lower New Road and abuts the rear boundaries of Fiveways Close and Old Station Close before joining a local access road that leads to Station Road. The route topography is flat with a gravel surface. It is proposed that surface treatments will be applied to improve the quality of the route so that it is suitable for all users. There is also a lack of lighting along this section of the route which creates a safety and security constraint for users. It is proposed that low level lighting is provided along this section which will improve accessibility between the reservoir and Cheddar village centre. Low level lighting will provide sufficient lighting to improve the environment and increase security without impacting upon the convenience and comfort of residents who have properties abutting the route. These improvements will benefit both tourists and locals by providing an all year round off-carriageway alternative route which avoids the overbridge across Lower New Road which has no pedestrian provision.

6.1.19 According to Sustrans⁵, the benefits of lighting traffic-free routes are;

- Improving user navigability.
- Enabling users to identify each other.
- Detection of hazards.
- Discouraging anti-social behaviour.
- Increases the perception of security.

6.1.20 This short-term intervention targets the area as shown on **Figure 6-1** but does allow scope for extension northwest towards Holwell Lane which is identified in the Long-term interventions below. **Figure 6-7** provides an inspiration of the types of lighting that could be provided.

⁵ [Sustrans traffic free routes and greenways design guide 2019](#)

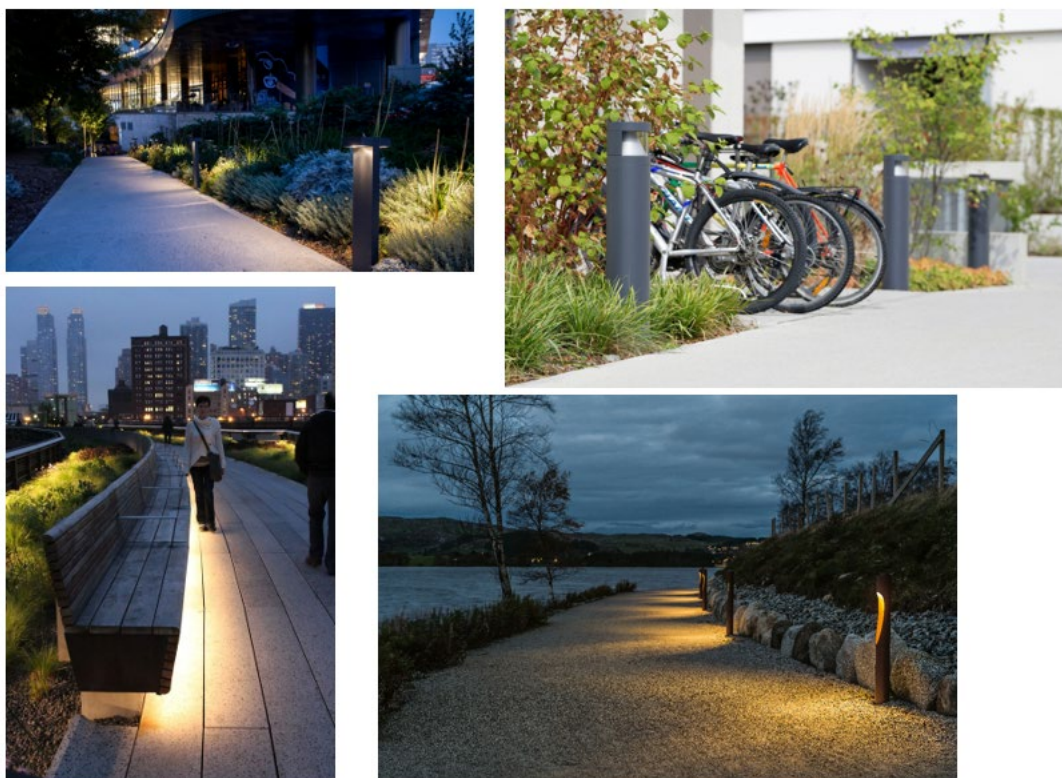


Figure 6-7 Low level lighting inspiration

7. Signage and wayfinding.

- 6.1.21 **Figure 6-1** point 7 shows the indicative locations where new signage and wayfinding measures will be provided. These will highlight key leisure walking routes, the reservoir, and Strawberry Line to encourage increased footfall and cycle trips within the village and to and between key leisure and tourism destinations. The signage measures will be sympathetic to the unique characteristics of Cheddar so as to not become obtrusive or create clutter.
- 6.1.22 Signage will also be provided at Wellington Place and Hill Lea Gardens directing users from Cheddar Gorge and Station Road. Although this is not part of a recognised leisure walking route it will act as an alternative walk and cycle route for Union Street and Cliff Street which are constrained in footway and carriageway widths with noticeable pinch points exacerbated by high traffic flows which create an intimidating user experience.
- 6.1.23 The signage and wayfinding will also align with the emerging wayfinding and active travel strategy that is being development by Somerset County Council enabling user familiarisation across the County.
- 6.1.24 Wayfinding can be an enabler of greater wellbeing. Wayfinding through signage or public art provides improved user navigation and can support placemaking. This in turn enables social connections, green connections and active connections which will lead to healthier more active lifestyles for visitors and residents of Cheddar.

8. Strawberry Line improvements.

- **Creation of a new link to the west and south of The Kings of Wessex Academy.**

6.1.25 The Strawberry line to the south is poorly way marked from Station Road. Currently there is a footpath that traverses the eastern boundary of The Kings of Wessex Academy. However, this route is only permissive for pedestrians and there is limited scope to improve the widths and quality of the path to accommodate cyclists, prohibiting the ease of movement southbound for those users.

6.1.26 There are two proposals, as shown by **Figure 6-1**, also attached at **Appendix F**, to overcome this constraint through the creation of a new route that links to the foot/cycleway in proximity to Old Bridge Lane. The proposals are detailed below.

- Option 1: Seeks to create a new dedicated route that links to the Strawberry Line at Station Road. This will make use of a local cul-de-sac that provides access to the Kings Fitness and Leisure centre and follows the boundary perimeter of The King's of Wessex Academy and linking to the existing path some 85m north of Old Bridge Lane.
- Option 2: This option will make use of the route safeguarded within the SDC Local Plan. This route will involve the extension south wards of the Kings Fitness and Leisure Centre and abuts the eastern boundary of Cheddar Business Park. This route will cross the Cheddar Yeo, requiring a new bridge, and head east along Public Right of Way AX13/55 that lies north of the Thynne Close estate towards Old Bridge Lane. The PRow would require a classification upgrade in order to accommodate cyclists.

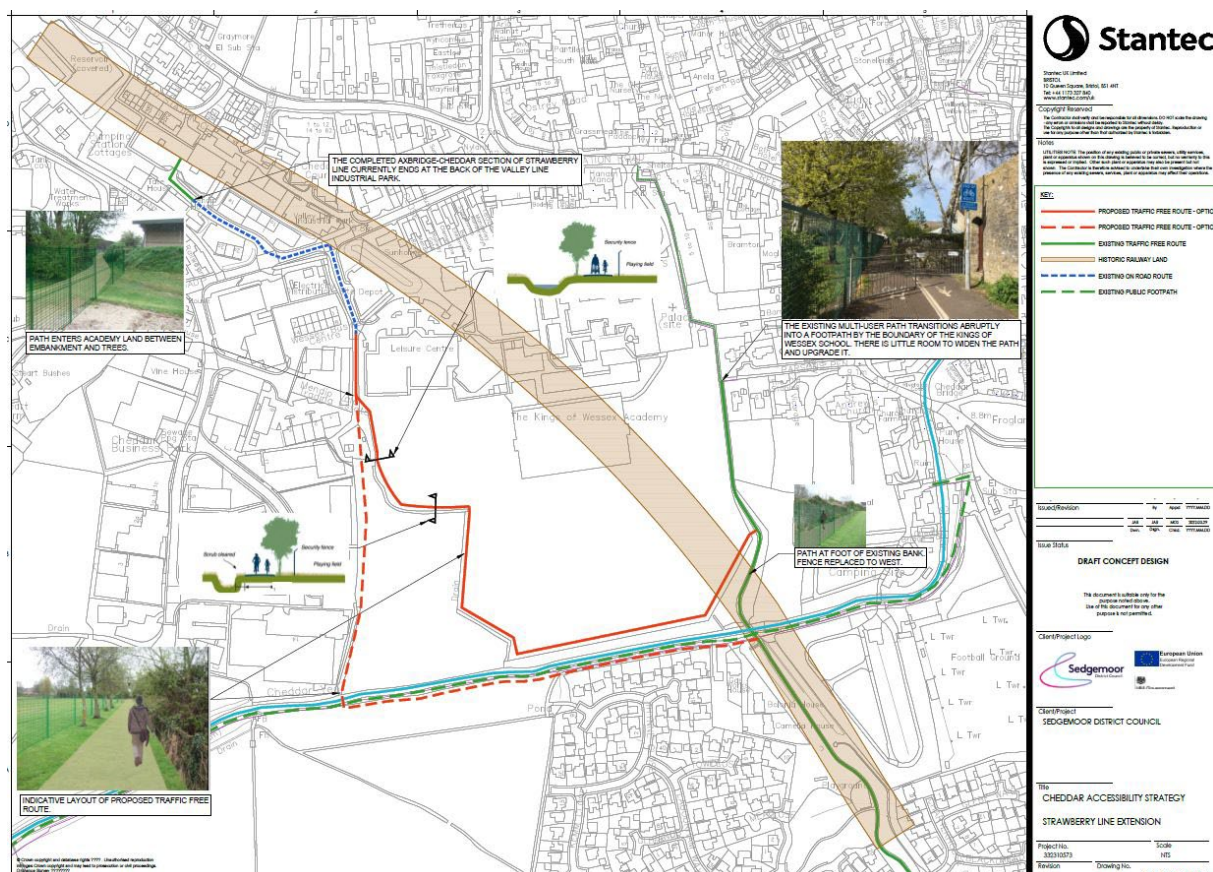


Figure 6-8 Strawberry Line extensions options.

- **Wayfinding and surface improvements from Labourham Drive to Draycott.**

6.1.27 The Strawberry Line's original alignment is located between the A371 and Cheddar Moor Drive. There remains an aspiration to reinstate this route with a foot/cycle path to connect Draycott with Cheddar. However, there are numerous constraints with the route as a result of infill development. This could be overcome in the long term but improving access between

Cheddar and Draycott and allowing onward connectivity to the Strawberry line north and south of those locations is a key priority for Sedgemoor District Council. This has therefore informed the option proposed in this strategy which will seek to enable a short-term solution as outlined below.

- This option proposes to make use of Drove Networks between Cheddar and Draycott subject to agreement/permission from landowners on the droves that are private. This option will link with the existing foot/cycleway at Labourham Way which connects with Labourham Drove, the route will then travel south along Cheddar Moor Drove to its junction with Latches Lane. Access to Draycott is then available via Latches Lane and Westfields Lane. It is proposed that this option will consist of signing and wayfinding measures and improvements to the surfacing, where necessary. The general condition of the droves is good which will support walk and cycle trips for all users. **Figure 6-9** demonstrates the proposed route.



Figure 6-9 Cheddar to Draycott southern extension route alignment.

- Strawberry Line to Village improvements.**

- 6.1.28 This scheme would see improvements made to Station Road and the A371 to provide improved cycle facilities to the village centre and Gorge beyond. This will be achieved with the existing zebra crossing being upgraded to a parallel crossing leading to a shared off carriageway foot/cycleway which will tie into the gateway feature at Lower North Street. A Dutch Style continuous footway will be provided at the access to the King's of Wessex Academy to provide better pedestrian priority.
- 6.1.29 These improvements will result in the realignment of the Station Road/A371 junction to allow for the improved cycle access through the junction. There are two options that can be progressed as show by **Figure 6-10**.
- Option 1 removes the southern arm of the junction and provides a Standard T-junction arrangement. This has been subject to vehicle tracking to ensure movements by the largest HGV are still achievable. The southern arm becomes a dedicated cycle lane.
 - Option 2 creates an in-out arrangement where the southern arm is inbounds only with space provided for a dedicated cycle lane. The northern arm supports outbound left and right turn movements. This arrangement has also been subjected to vehicle tracking to ensure the largest HGV can still manoeuvre through the junction satisfactorily.

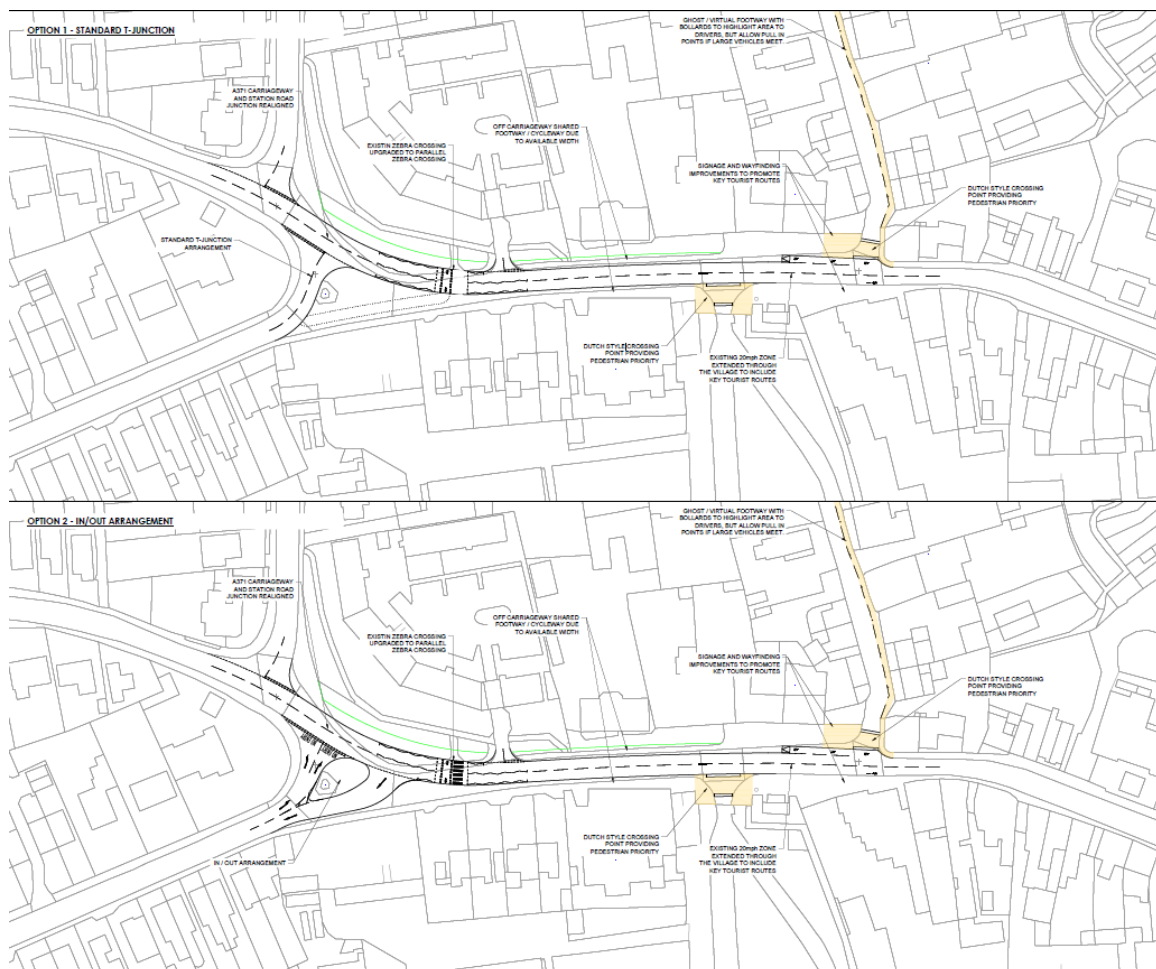


Figure 6-10 Strawberry Line access to village improvements.

9. Cheddar Gorge Pedestrian infrastructure improvements.

6.1.30 The Cheddar Public Realm Regeneration Strategy focuses upon 4 key nodes within the gorge that will be subject to public realm improvements. The measures outlined for the gorge in this strategy will focus upon the areas in between the nodes and will aim to give priority to pedestrian and cyclists within the Gorge area. This intervention will therefore see the removal of pedestrian barriers and bollards that prohibit non-motorised user movements and the widening of footways and provision of new and improved pedestrian crossing facilities. This intervention will therefore shift priority to non-motorised users and thus reducing vehicle speeds and creating an attractive environment that enhances the visitor offer but which also improves safety within the Gorge, with the intention of helping to address some of the potential reasons for the higher incidences of accidents in the Gorge. **Figure 6-11 and 6-12** demonstrates the proposed interventions within the gorge.

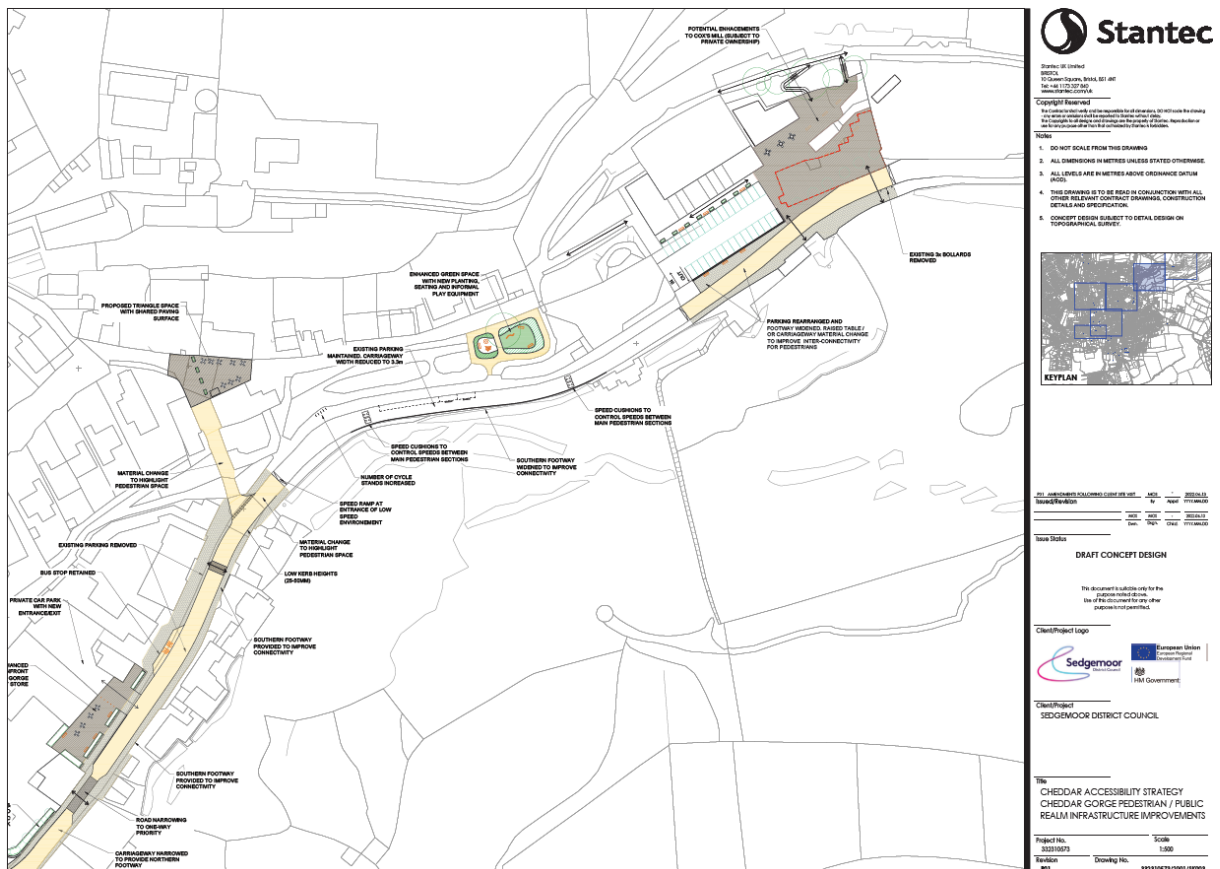


Figure 6-11 Pedestrian Infrastructure Improvements at Cliff Street – The Cliffs

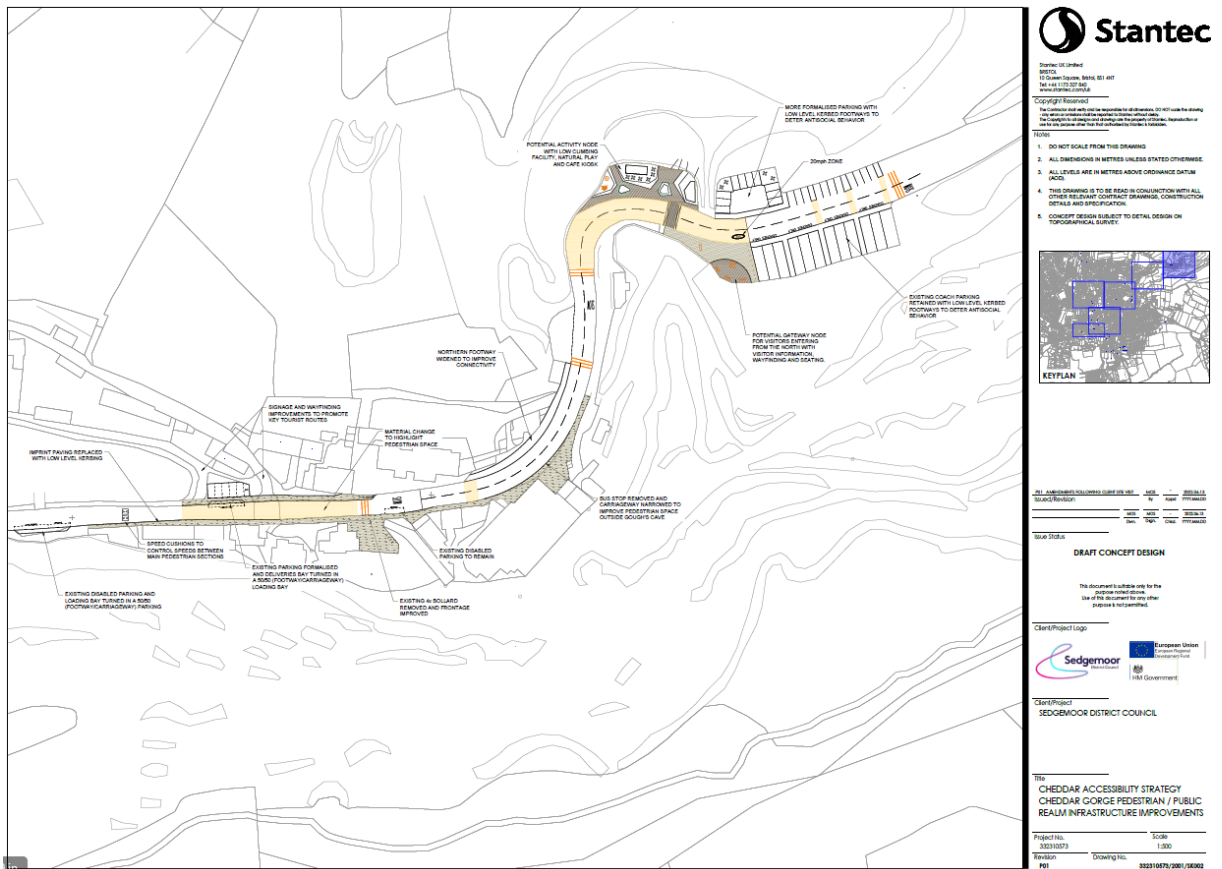


Figure 6-12 Pedestrian Infrastructure Improvements Cox's Hotel – Gough's Cave.

7 Stage 2 - Interventions

- 7.1.1 The Stage 2 interventions are the longer-term ambitions for delivering a step change in accessibility within Cheddar. These interventions are provided at a high-level and would require further investigative works, including stakeholder and landowner engagement in order to support their further development. To support the development of these interventions, the strategy sets a brief qualitative assessment of the ambition and highlights, as a guide, the potential measures that are required to develop each proposal further.
- 7.1.2 As stated, these measures aim to create a step-change in how visitors access Cheddar with a shift away from the car dominated approach of today with a sustainable and active approach in future to enable and support healthy tourism and maximise the attractiveness of the tourist offer.
- 7.1.3 These measures will provide greater pedestrian and cycle linkages between the reservoir, village, and gorge and set the aspiration for edge of village travel hubs that will capture inbound users and encourage them to travel within the village and to the tourist destinations sustainably so as to dissuade vehicle users driving to and within the gorge for leisure purposes.
- 7.1.4 **Figure 7-1** details the locations of the interventions identified in this section.

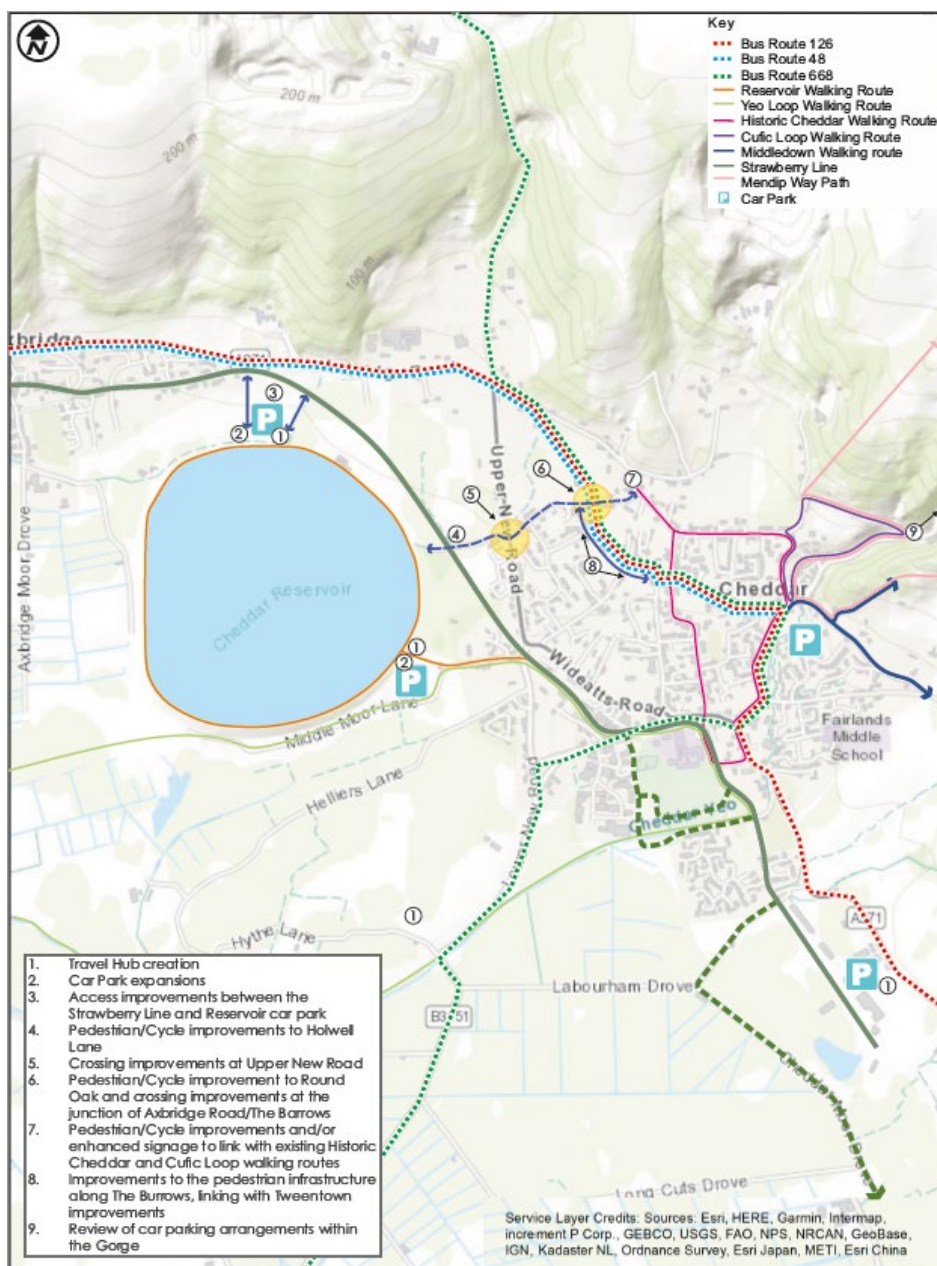


Figure 7-1 Cheddar Stage 2 Interventions.

1 & 2. Travel Hubs & car park expansions.

7.1.5 It is an ambition of Sedgemoor District Council to encourage sustainable travel to and from Cheddar and where possible to reduce the volume of tourist traffic travelling through the village to the Gorge whilst supporting increased overall tourist visits. There is scope to provide out of town Travel Hubs towards the north and south of Cheddar, capturing inbound traffic from the A371. The reservoir car park to the north and the car boot (when car boots are not in operation) area to the south offer potential options for Travel Hub development (subject to landowner engagement), although other sites might also be suitable.

7.1.6 Both locations have the potential to support access to the Strawberry line, via existing links with pedestrian and cycle user improvements or creation of new links. Both locations are also within convenient walking distances of bus services that provide access to Tweentown bus stops. Investigations can be made through engagement with service providers as to whether

the routes can be diverted to serve the Travel hubs or the provision of new bus stop facilities and wayfinding on the existing routes in proximity to the Travel Hub.

- 7.1.7 A further Travel Hub could possibly be provided at the south-eastern reservoir car park accessed from Sharpham Road which can capture inbound traffic from the B3135.
- 7.1.8 Subject to landownership, the Travel Hubs can be complemented by increased car parking capacities, particularly at the two reservoir car parks, as it is assumed the Car Boot location already contains sufficient parking capacity for this type of provision. This will ensure that there is sufficient capacity to accommodate users, particularly in peak season, reducing the need for visitors to drive into the village and seek parking located closer to the gorge. Further detailed work will be required to establish the practicality of expanding the reservoir car parks, including necessary access improvements, the impact on the existing reservoir users and availability of additional land.
- 7.1.9 The Travel Hubs and car parking expansions will provide scope to capture significant volumes of inbound traffic and reduce their need to travel through Cheddar to the gorge itself. This will improve the attractiveness of the visitor offer with priority given to pedestrian and cyclists and reduce risks of conflict within the village and the gorge. This would also address challenges local residents face when making essential journeys during peak tourism season, freeing up capacity for those journeys.
- 7.1.10 The Travel hubs will provide scope to deliver transformational benefits in the user experience of Cheddar which will help promote an attractive tourist offer with active and healthy means of travel within the village and gorge.

3. Access improvements to Reservoir north car park.

- 7.1.11 This proposal will complement the Travel Hub at the Reservoir north car park. Access to this car park is provided along Axe Lane, which is accessed from Cheddar Road. Axe Lane is also a recognised PRow with route code AX1/8. The lane is single width with passing lanes but does contain a wide footprint which can provide scope for a dedicated foot/cycleway. These improvements will provide enhanced pedestrian and cycle environments for users wanting to access bus services on Cheddar Road as well as the Strawberry Line for travel towards Yatton and Cheddar.

4. Pedestrian and Cycle improvements to Holwell Lane.

- 7.1.12 Holwell Lane has the potential to accommodate a new link to the Reservoir subject to land ownership constraints, which in combination with the measures outlined below, could create a new walking and cycling route to the north of Cheddar linking to the Gorge.
- 7.1.13 Holwell Lane between the Strawberry Line and the A371 is subject to improvements as part of a committed residential housing development. This housing development will create new accesses from the A371 which will result in reduced vehicular traffic along Holwell Lane itself.
- 7.1.14 This proposal will seek to create a new circa 150m dedicated pedestrian and cycle link from the Cheddar Reservoir walking route and Strawberry Line and tie in with the improvements delivered by the committed development. Currently the link between the reservoir and Holwell Lane is a mixture of gravel track and surfaced road, but of varied quality and condition.
- 7.1.15 This will therefore provide access to the reservoir travel hub to the north, the Water Sports facilities at the reservoir and allow access to the Strawberry Line southbound as well as access to the gorge via the newly identified north Cheddar route. This link therefore creates increased user options and widens the tourist offer.

5. Pedestrian Crossing Improvements to Upper New Road

- 7.1.16 Improvements to Holwell Lane will require users to cross Upper New Road to access Round Oak Road. Currently there is no dedicated crossing facilities in this location. Subject to further investigations it is proposed that a new crossing facility should be provided in this location, at the preferred crossing point for those utilising the Holwell Lane route.

6. Round Oak Pedestrian and Cycle Improvements and Axbridge Road Crossing.

- 7.1.17 Road Oak Road provides a link between the A371 and Axbridge Road. The route is similar in nature to that of Lower North Street, whereby the existing pedestrian infrastructure provision consists of intermittent footways with residential driveways acting as pedestrian refuge areas. However, unlike Lower North Street, the carriageway footprint is less constrained in terms of width which could support the provision of improved pedestrian infrastructure through new footway delivery. This would be subject to a review of highway boundary data and land ownership constraints.
- 7.1.18 Round Oak Road adjoins Axbridge Road at a crossroad junction with Hannay Road, which forms the eastern approach arm. Hannay Road provides access to the recognised Historic Cheddar Walking route at Kent Street. Hannay Road has footway provision on the southern/eastern side of the carriageway and is not proposed to be included in this intervention.
- 7.1.19 There are currently no pedestrian crossing facilities at the crossroad junction. However, the northern sides of Round Oak Road and Hannay Road have relatively wide verges which could accommodate a suitable crossing facility. This would be subject to further investigative works to review highway boundary extent, visibility, and land ownership constraints.

7. Pedestrian and Cycle infrastructure and signage improvements linking existing walk routes.

- 7.1.20 The north Cheddar walking route will be subject to new signage and wayfinding measures, complementary to those delivered as part of the short-term interventions. The north Cheddar walking route will adjoin the Historic Cheddar walking route at Kent Street. The nature of Kent Street and the adjoining Silver Street is similar to that of Lower North Street with a constrained highway boundary with intermittent footway provision. Improvements will be provided in-line with those proposed for Lower North Street with surface treatments, gateway features and other measures to raise driver awareness to the presence of pedestrians and cyclists.

8. Improvements to pedestrian infrastructure along The Barrows

- 7.1.21 The provision of the north Cheddar Walking route will provide improved access to recognised leisure walking routes such as the Historic Cheddar walking route. However, the Barrows and Tweentown do provide a more direct alternative for users to access the gorge who do not wish to utilise the leisure routes.
- 7.1.22 The Barrows, subject to a highway boundary and land ownership constraints review, will be subjected to similar pedestrian and cycle infrastructure improvements to those proposed for Tweentown in section 6.1. This is likely to be crossing improvements, footway width widening and the provision of continuous footways over sideroad junctions to ensure non-motorised user priority.
- 7.1.23 These improvements will also support the sustainable onward movements of users arriving or departing Cheddar from the bus stops that are located along The Barrows. **Figures 7-2 and 7-**

3 identifies the leisure facilities that can be accessed from bus stops in this location which will be supported by the improvements proposed for The Barrows, Tweentown and the wider area.

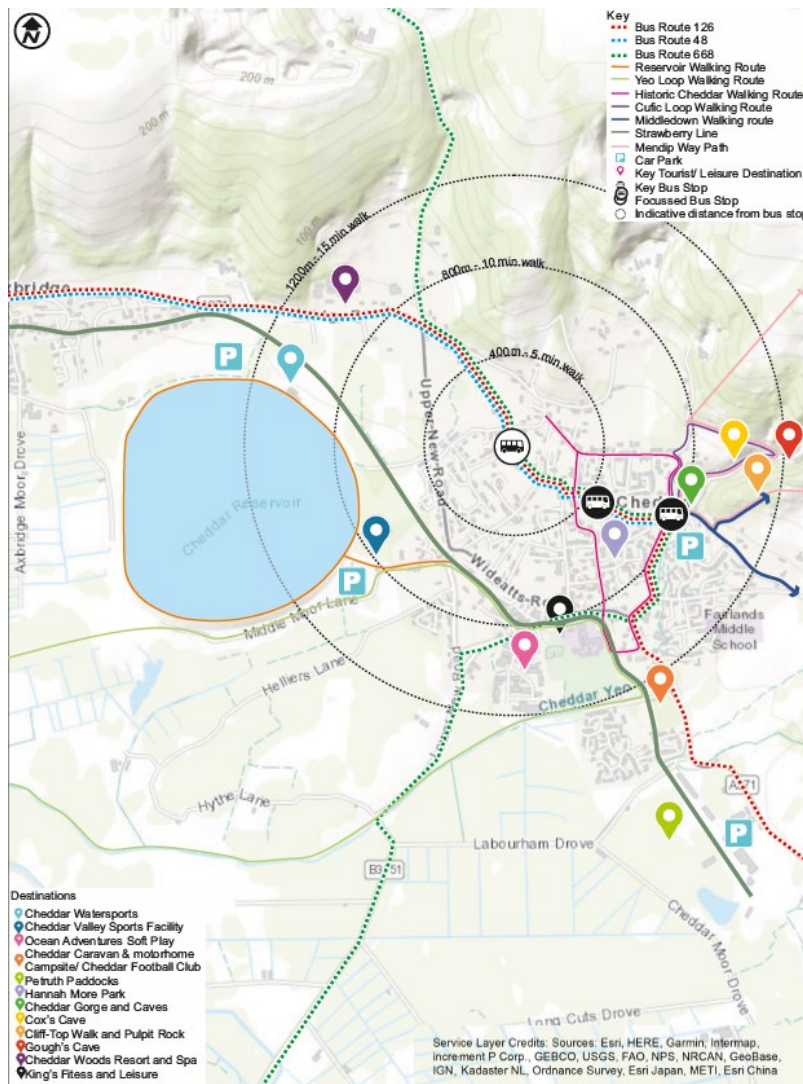


Figure 7-2 The Barrows bus stop near Round Oak Road.

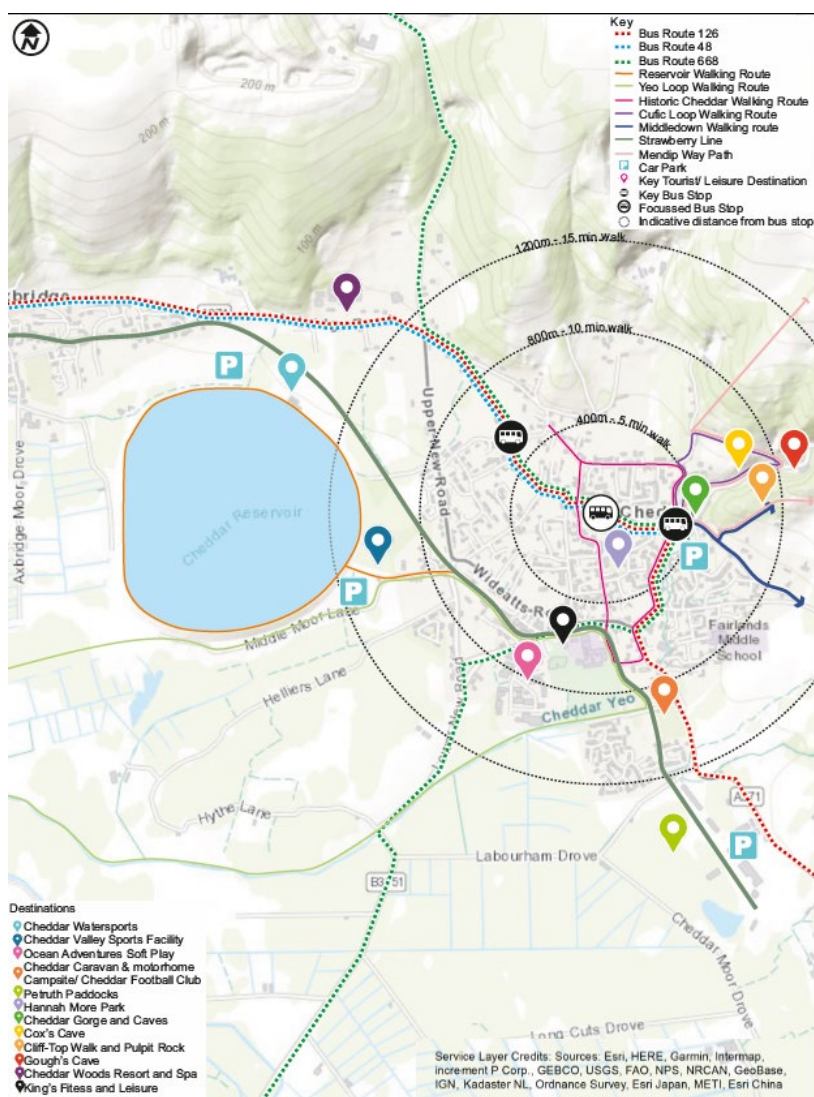


Figure 7-3 Greenhill House Bus Stop.

9. Review of car parking arrangements within the Gorge.

- 7.1.24 The Gorge is a popular destination with walkers and cyclists but is also utilised by car users to access the parking areas within the gorge itself. This creates increased risk of conflict and detracts from the tourist offer.
- 7.1.25 There are also perceived issues of anti-social car use within the gorge and the car parking areas negatively impact upon the attractiveness of the gorge as a tourist hot spot.
- 7.1.26 To address these issues, and to create a positive environment for walkers and cyclists, it is recommended that a review or audit of the car parking arrangements within the gorge is undertaken. The review can analyse car parking demand and provision across Cheddar, linked to the proposed interchange facilities at the gateways to the village, and help to determine whether some parking could be removed or repurposed.
- 7.1.27 Furthermore, parking provision could be rationalised to create areas for pedestrian refuge, seating, or other forms of build outs. This could 'formalise' the rock gabions that the Cheddar Anti-Social Driving Review Group placed to combat the anti-social behaviour issue. The build outs would be off sufficient scale to prevent car users from undertaking anti-social manoeuvres but also helps create a positive environment that is more inclined with the natural

surrounds rather than the current amass of road surfacing. More 'active' uses could also be introduced to improve enjoyment of the gorge, increase opportunities for interpretation or to allow wider enjoyment of the gorge's unique character.

- 7.1.28 A review of the car parking arrangements in the gorge would therefore focus on reducing user conflict and reducing anti-social behaviour but also encourage behaviour change towards accessing the gorge using sustainable and active methods. This review would align with the Travel Hub concepts which could accommodate the parking provision removed in the gorge. This review would require discussions with relevant stakeholders and landowners, particularly Longleat.

10. Review of bus stops, bus routings and travel hub shuttle viability.

- 7.1.29 It is recommended that a review of the current bus service routing is undertaken to determine whether existing bus services can be re-routed to accommodate access to the Travel Hubs as identified in **Figure 7-1**. The review should consider the bus stop provision within proximity to the travel hubs with bus stop upgrades provided where necessary. Bus stop upgrades should also be considered for the stops identified in **Figure 7-2** and **Figure 7-3**.
- 7.1.30 The review should also consider, as an option, a shuttle service that operates between each of the identified Travel Hubs to determine the viability of such services. This will ensure access is available between all key destinations within Cheddar such as the gorge, reservoir, and Strawberry Line.

11. Review of traffic flow and routing within the village and gorge.

- 7.1.31 Reviewing traffic access to the gorge may also help enforce behaviour change for visitors accessing the gorge. It is recommended that a detailed up-to-date review of traffic flow within Cheddar and the gorge is undertaken via ATC Count surveys to understand access demand and to establish whether users are travelling through the gorge or seeking to access it as part of their visit.
- 7.1.32 Local access restrictions are one possible method of reducing traffic flow towards the gorge with it limited to residents and businesses (in terms of servicing and deliveries). Such methods would help to reinforce the Travel Hub concepts and encourage users to park 'out of town' and complete their 'last mile' travel sustainably.
- 7.1.33 Further improvements to the 'magic roundabout' will also be investigated as part of Stage 2 project 11 works.

Images References

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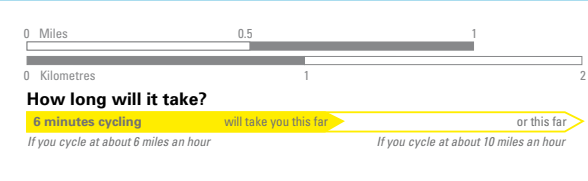
Appendix A Strawberry Line

The Strawberry Line



- Featured route On-road/Traffic-free
- National Cycle Network On-road / Traffic-free
- Linking route
- Footpath
- Railway (station)
- Take care / Access point
- Public house / Café
- Shop / Farm shop / Post office
- Toilets / Visitor attraction / Golf course
- Bike hire / Bike shop / Car parking
- Camp site / Caravan site
- Visitor information / Signalled crossing
- Natural attraction / Historic attraction / Public transport
- Accommodation / Viewpoint
- National Cycle Network Route number
- 1 mile distance marker
- AONB Boundary

When you are on the National Cycle Network you will see these signs





The Strawberry Line Heritage Trail is a 10 mile traffic-free route through the heart of North Somerset linking the Levels to the Mendip Hills.

Part of the Great Western Railway, the Strawberry Line was completed in 1869. It became an important line for passengers and freight carrying dairy produce, stone, and, of course, the famous Cheddar strawberries from which it takes its name.

The line was busy for nearly a century until it was closed in 1965. Since then the line has been reclaimed by nature and is managed to protect and enhance a rich variety of wildlife habitats from ponds and wetlands to limestone grassland and dense scrub.

Work began converting the line to a walking and cycling route in 1983 by volunteers from the Cheddar Valley Walk Society. Improvements are still being made to the route 25 years later and more exciting projects are planned for the future including extending the route. The Strawberry Line project would not be possible without the ongoing support of a variety of volunteers and organisations.

Find out more about the Strawberry Line at www.thestrawberryline.org.uk



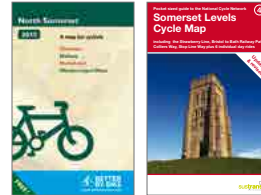
This map has been produced by North Somerset Council.

This project is supported by Mendip Hills AONB



For all your information about cycling in North Somerset and the West of England visit www.betterbybike.info

More maps and guides for this area



North Somerset Council's Sustainable Travel Team and Road Safety Team

Within the Highways and Transportation Service group this team provides guidance on the most appropriate and safe travel choices according to your journey to work, the daily commute, local and leisure trips. This guidance highlights walking and cycling, public transport and car sharing options through local information and leaflets with various training opportunities for children and young people.

Contact details for the Sustainable Travel and Road Safety team; **Email:** sustainable.travel@n-somerset.gov.uk and roadsafety@n-somerset.gov.uk

Sustrans and the National Cycle Network

The Strawberry Line forms part of the National Cycle Network, more than 14,000 miles of traffic-free paths, quiet lanes and on-road walking and cycling routes in the UK.

The Network is coordinated by Sustrans, the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day. Our work makes it possible for people to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

It's time we all began making smarter travel choices.
Make your move and support Sustrans today.
www.sustrans.org.uk



Registered Charity No. 326550 (England and Wales) SCO39263 (Scotland)
Cover: istockphoto.com



The Strawberry Line

Yatton to Cheddar 10 mile route



ROUTE MAP

NORTH SOMERSET

Attractions along the route

Clevedon is situated on the Bristol Channel Coast and was once a hillside settlement. It can be reached by using mainly quiet lanes being only 4 miles to the north of Yatton. Clevedon became a very popular Victorian seaside resort and has many fine examples of architecture from that era, including the only Grade 1 listed pier in the country.

Yatton Station is a mainline station with local trains running to Weston-super-Mare and Bristol as well as direct trains to London. From Yatton a branch line used to head north to Clevedon and south to Cheddar.

Biddle Street Site of Special Scientific Interest is drained by a network of ditches that act as 'wet fences' between the fields. These ditches and their banks are rich in wild flowers and home to dragonflies and reed and sedge warblers.

Congresbury Station was once the junction with the Wrington Vale Light Railway.

Silver Springs Fish Farm Café

Thatchers Cider is made in Sandford from apples that are grown locally. The path passes through some of their orchards near Sandford, and you can try or buy their products at the Thatchers Farm Shop in the village. Shute Shelve Tunnel takes the line through the heart of the Mendip Hills and contains several limestone formations.

Winscombe Station has been restored and you can walk a timeline along the platform which ends at the Millennium Green.

The Pantry Café Woodborough Road Winscombe

Axbridge has changed little over the centuries and visitors can still wander around the charming medieval streets and soak up hundreds of years of history.

Cheddar Reservoir was opened in 1938 and was designed to pump water from underground springs and rivers to serve the population of Bristol.

Cheddar Gorge reaches 500 feet and the sides of the ravine boast the highest inland cliffs in the country. Cheddar Caves were inhabited by our early ancestors 40,000 years ago and Britain's oldest complete skeleton, Cheddar Man, is on display.

Contacts for further information

Clevedon Visitor Information Centre and Library
37 Old Church Road
Clevedon BS21 6NN
Tel: 01934 426 020
Email: clevedon.library@n-somerset.gov.uk

Weston-super-Mare Tourist Information Centre
www.n-somerset.gov.uk/Leisure/tourism
www.loveston.com
www.visitsomerset.com

Other places to walk or cycle

Forest of Avon Trail
Ashton Court Visitor Centre, Bristol BS41 9JN
Tel: 0117 963 9174
Email: ashton.court@bristol.gov.uk
www.ashtoncourtestate.co.uk

Festival Way connects the town of Nailsea to the heart of Bristol linking through nearby towns and villages and travelling through the Grade II* listed grounds of Ashton Court Estate and nearby Leigh Woods

Puxton Park - Family Park & Adventure Centre
www.puxton.co.uk

Mendip Hills
AONB Unit, Charterhouse Centre, Blagdon, Bristol BS40 7XR
Tel: 01761 462 338
Email: mendiphills@somerset.gov.uk
www.mendiphillsaonb.org.uk

For more information about cycling in the South West visit www.betterbybike.info



Travel information

For help planning your journey use www.travelwest.info journey planner tool

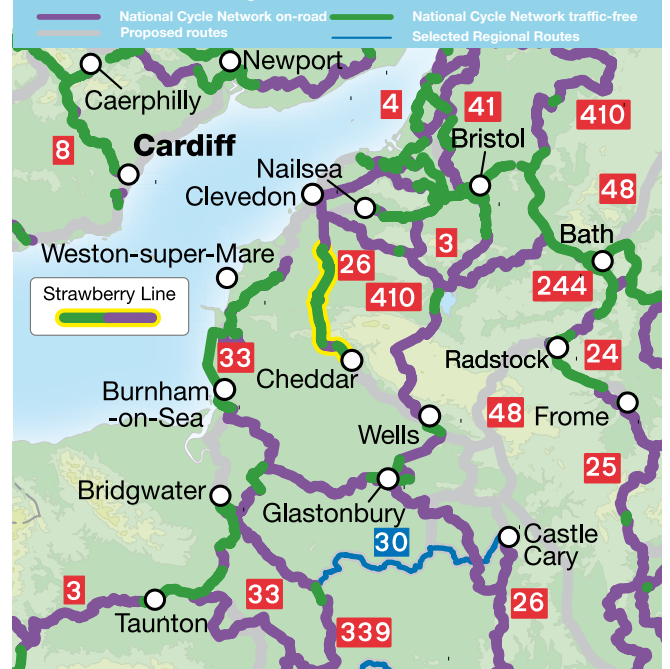
Details of train services to Yatton and bus services to towns are available from Traveline.



Cycle hire

Cheddar Cycle Store
1E Valley Line Industrial Park, Wedmore Road, Cheddar, Somerset, BS27 3EE
Tel: 01934 741 300
Email: info@cheddarcyclestore.co.uk
www.cheddarcyclestore.co.uk

Other National Cycle Network routes in the area



Appendix B Accident Summary

Appendix B – Personal Injury Accident Data Summary

Appendix B provides a detailed summary of the accidents that occurred at locations which experienced clusters of three or more accidents during the most recently available five-year period and accidents that involved pedestrians and cyclists. These accidents are as follows:

A371 Bath Street

Four injury accidents occurred along A371 Bath Street during the most recently available five-year period. All four accidents were recorded as 'slight' in nature and occurred when:

- A pedestrian fell from the pavement onto the ground and came into contact with a vehicle traveling eastbound.
- A pedestrian ran across the road suddenly and was hit by an oncoming vehicle travelling eastbound.
- A vehicle travelling south eastbound collided with a pedestrian crossing the carriageway.
- A vehicle travelling northwest overtook a cyclist too close and caused the cyclist to fall from their bicycle.

A371 Cheddar Road

Three accidents occurred along A371 Cheddar Road during the most recently available five-year period. Of the three accidents, two were recorded as 'slight' in nature whilst one was reported as 'fatal'. These injury accidents occurred when:

- A vehicle travelling west on A371 Cheddar Road failed to stop in time for a slowing vehicle causing a rear end shunt.
- A vehicle traveling eastbound lost control, left the carriageway and collided with a tree causing fatal injuries.
- A vehicle failed to slow in time for temporary traffic lights and rear end shunted the waiting vehicle.

A371 Draycott Road

Three accidents occurred along A371 Draycott during the most recently available five-year period. Of the three accidents, two were recorded as 'slight' in nature whilst one was reported as 'fatal'. These injury accidents occurred when:

- A vehicle traveling northwest bound pulled into the path a cyclist traveling in the same direction causing the cyclist to collide with the rear of the vehicle.
- A vehicle traveling eastbound slowly collided with a pedestrian who has turned into the path of the vehicle.
- A vehicle travelling northwest bound lost control of their vehicle whilst negotiating the left-hand bend. The vehicle left the carriageway and collided with multiple trees causing fatal injuries.

A3135 Axbridge Road

Three accidents occurred along A3135 Axbridge Road during the most recently available five-year period. All three accidents were recorded as 'slight' in nature and occurred when:

- A vehicle traveling northwest turned into the path of an oncoming cyclist causing a collision.
- A vehicle traveling northwest bound made contact with a pedestrian walking in the carriageway.
- A vehicle travelling southeast bound made contact with a pedestrian walking in the same direction.

B3135 Cliff Road (Cheddar Gorge)

Fifteen accidents occurred along B3135 Cliff Road through Cheddar Gorge during the most recently available five-year period. Of the fifteen accidents, fourteen were recorded as 'slight' in nature whilst one was reported as 'serious. These injury accidents occurred when:

- A vehicle traveling south pulled into the path of an oncoming motorcyclist causing said motorcyclist to fall from their vehicle.
- A motorcyclist performed a U-turn within the carpark on Cliff Road and pulled into the path of an oncoming vehicle.
- Four instances of vehicles traveling through the gorge lost control of their vehicles and collided with the side of the gorge.
- A vehicle performing a U-turn in the coach car park pulled into the path of an oncoming vehicle causing a collision and serious injuries.
- A vehicle travelling northeast collided with the rear of a cyclist travelling in the same direction.
- A vehicle travelling on the wrong side of the road collided with a cyclist travelling on the correct side of the carriageway.
- A vehicle traveling east through the gorge was allegedly racing and lost control of their vehicle causing a collision.
- A motorcyclist traveling northeast lost control of their vehicle can skidded into an oncoming vehicle.
- A vehicle pulled into the path of an oncoming motorcyclist.
- A vehicle travelling southwest overtook a cyclist traveling in the same direction, performed an emergency stop causing the cyclist to collide with the rear of the vehicle.
- A vehicle travelling northbound crossed the central white line of the carriageway and collided with an oncoming vehicle.
- A vehicle traveling northbound failed to negotiate the left-hand bend and collided with an oncoming vehicle.

B3135 The Barrows

Two injury accidents occurred along the B3135 The Barrows during the most recently available five-year period. One was recorded as 'slight' in nature, whilst the other was recorded as 'serious' in nature. These accidents occurred when:

- A vehicle travelling northbound lost control of their vehicle whilst negotiating a bend, causing the vehicle to leave the carriageway and collide with a wall.
- A vehicle travelling southeast bound collided with a pedestrian walking in the same direction causing serious injuries.

B3135 The Cliffs

Three injury accidents occurred along the B3135 The Cliffs during the most recently available five-year period. Two were recorded as 'slight' in nature, whilst the other was recorded as 'serious' in nature. These accidents occurred when:

- A vehicle travelling northeast bound clipped the side of the kerb and stuck the side of the stone embankment.
- A pedestrian fell in front of an oncoming vehicle causing a collision and serious injuries.
- When a vehicle pulled into the path of a passing cyclist causing a collision.

B3135 Tweentown

One accident occurred along B3135 Tweentown during the most recently available five-year period. This accident occurred when a pedestrian was knocked to the ground by an unmanned vehicle causing 'slight' injuries.

Cheddar Road

One accident occurred along Cheddar Road during the most recently available five-year period. This accident was recorded as 'slight' in nature and occurred when a vehicle failed to stop in time for a crossing pedestrian and has caused a collision.

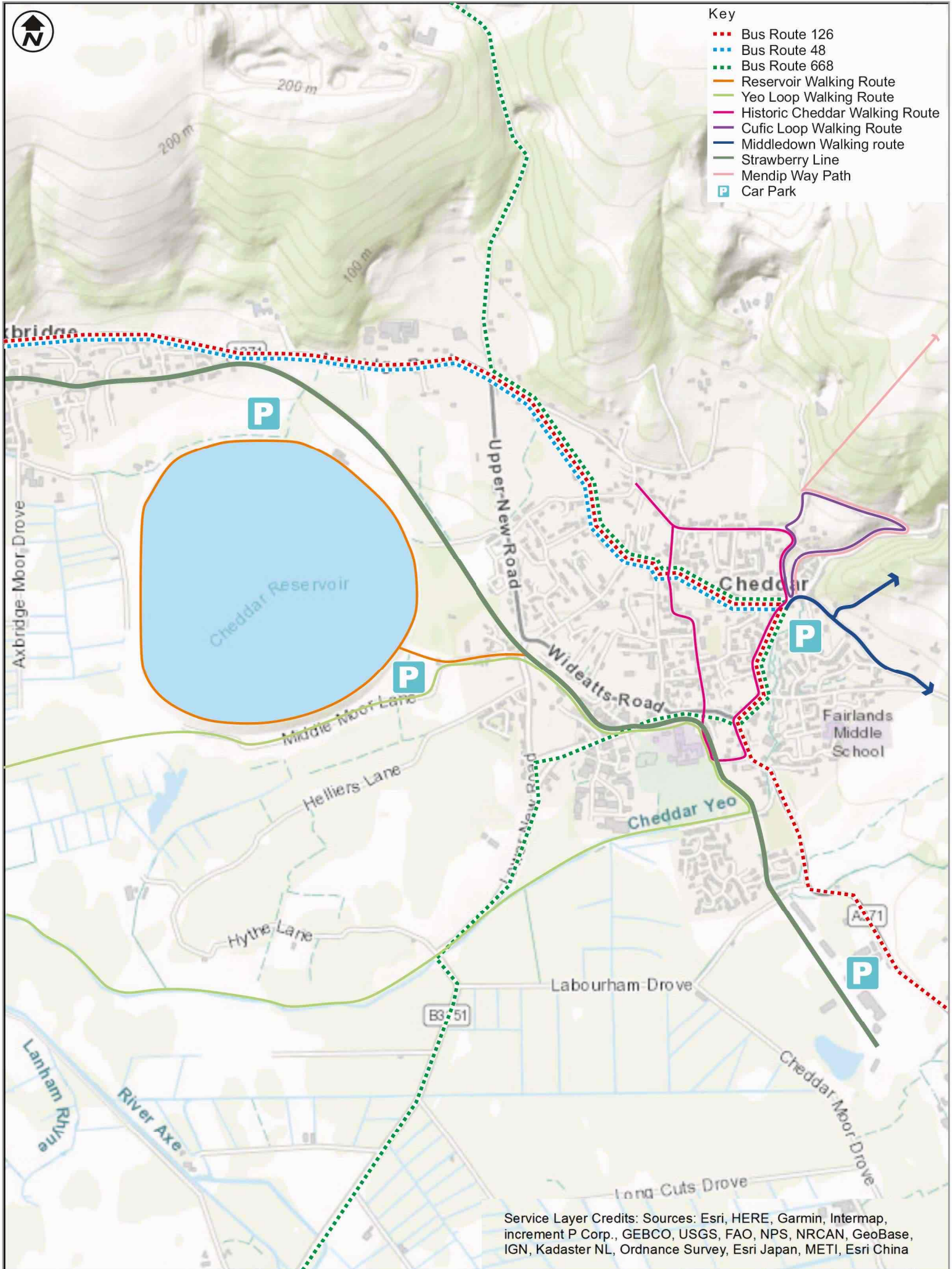
Fairlands Way

One injury accident occurred along Fairlands Way during the most recently available five-year period. This accident was recorded as 'slight' in nature and occurred when a school bus was forced to brake suddenly for a pedestrian in the road, causing one of the passengers to hit their face against the seat in front of them.

Lower North Street

One injury accident occurred along Lower North Street during the most recently available five-year period. This accident was recorded as 'slight' in nature and occurred when a vehicle moved off from a pedestrian crossing too soon and collided with a pedestrian in the carriageway.

Appendix C Cheddar Context Plan



Key

- ⋯ Bus Route 126
- ⋯ Bus Route 48
- ⋯ Bus Route 668
- Reservoir Walking Route
- Yeo Loop Walking Route
- Historic Cheddar Walking Route
- Cufic Loop Walking Route
- Middledown Walking route
- Strawberry Line
- Mendip Way Path
- P Car Park

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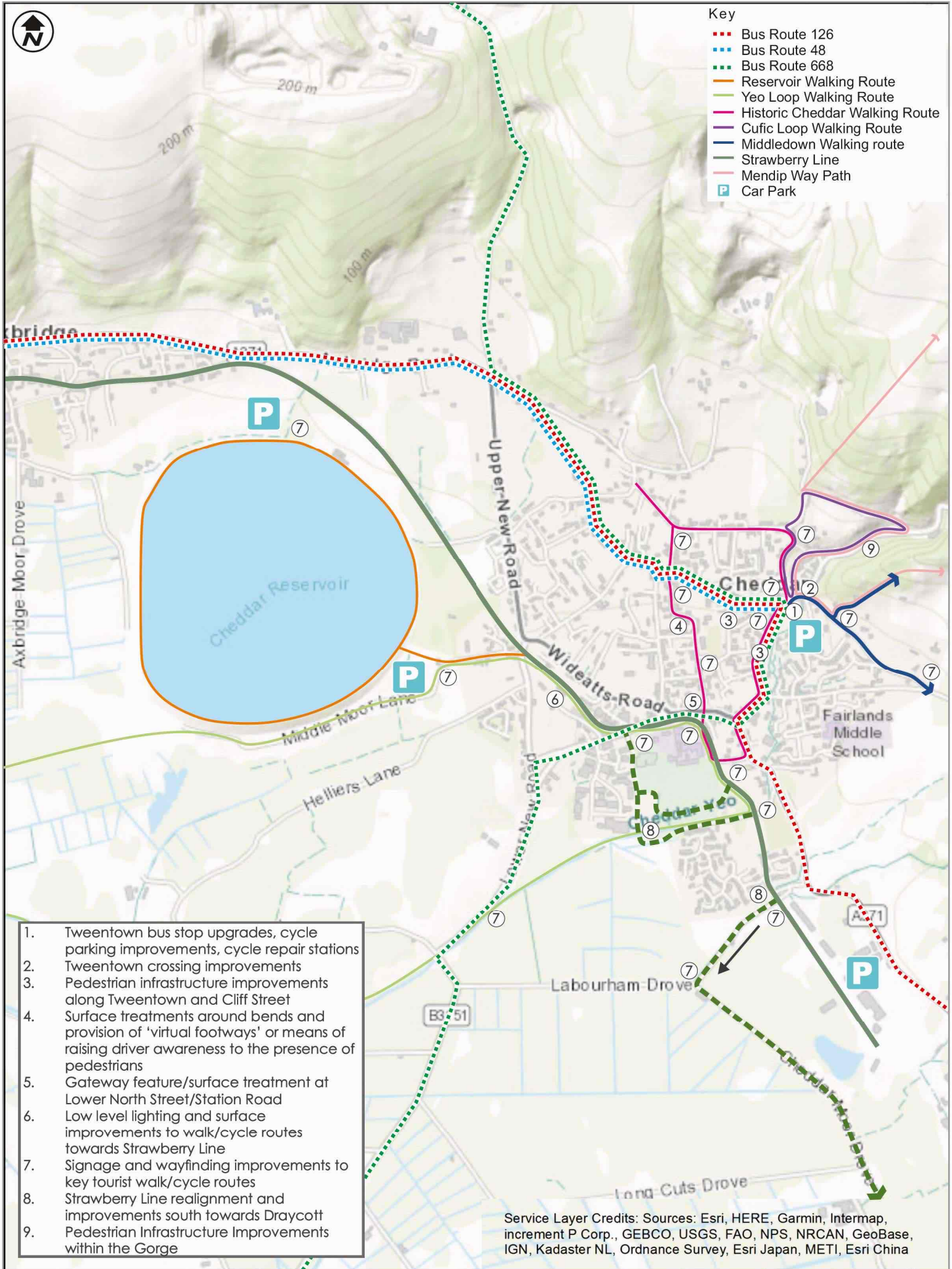
Cheddar Accessibility Strategy
Context Plan
Figure 1

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Date: 09/03/2022
Drawn by: JC
Checked by: DS



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Appendix D Stage 1 Interventions



1. Tweentown bus stop upgrades, cycle parking improvements, cycle repair stations
2. Tweentown crossing improvements
3. Pedestrian infrastructure improvements along Tweentown and Cliff Street
4. Surface treatments around bends and provision of 'virtual footways' or means of raising driver awareness to the presence of pedestrians
5. Gateway feature/surface treatment at Lower North Street/Station Road
6. Low level lighting and surface improvements to walk/cycle routes towards Strawberry Line
7. Signage and wayfinding improvements to key tourist walk/cycle routes
8. Strawberry Line realignment and improvements south towards Draycott
9. Pedestrian Infrastructure Improvements within the Gorge

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Cheddar Accessibility Strategy
 Stage One Interventions
 Figure 2

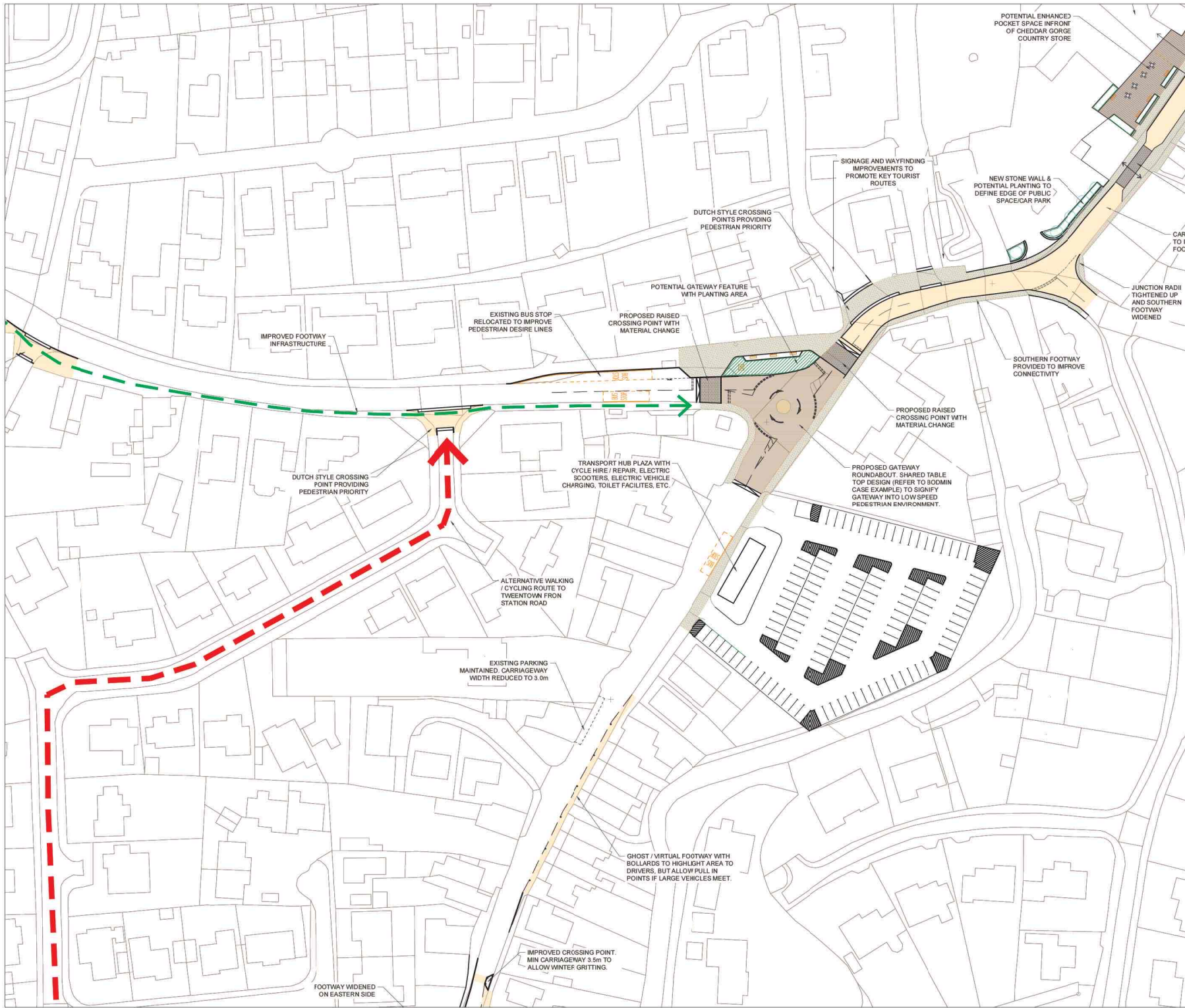
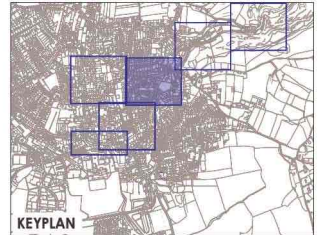
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Appendix E Tweentown, Lower North Street & Cliff Street Improvements

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Issued/Revision						YYYY-MM-DD
			MCS	MOS		2022.06.13
			Dwn	Dgn	Chk	YYYY-MM-DD

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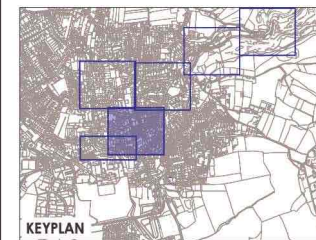
Title
 CHEDDAR ACCESSIBILITY STRATEGY
 CHEDDAR GORGE, CLIFF STREET,
 TWEENTOWN PEDESTRIAN / PUBLIC REALM
 INFRASTRUCTURE IMPROVEMENTS

Project No. 332310573 Scale 1:500
 Revision Drawing No. P01 332310573/2001/SK004

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		Dwn	Dgn	Chk	2022.06.13

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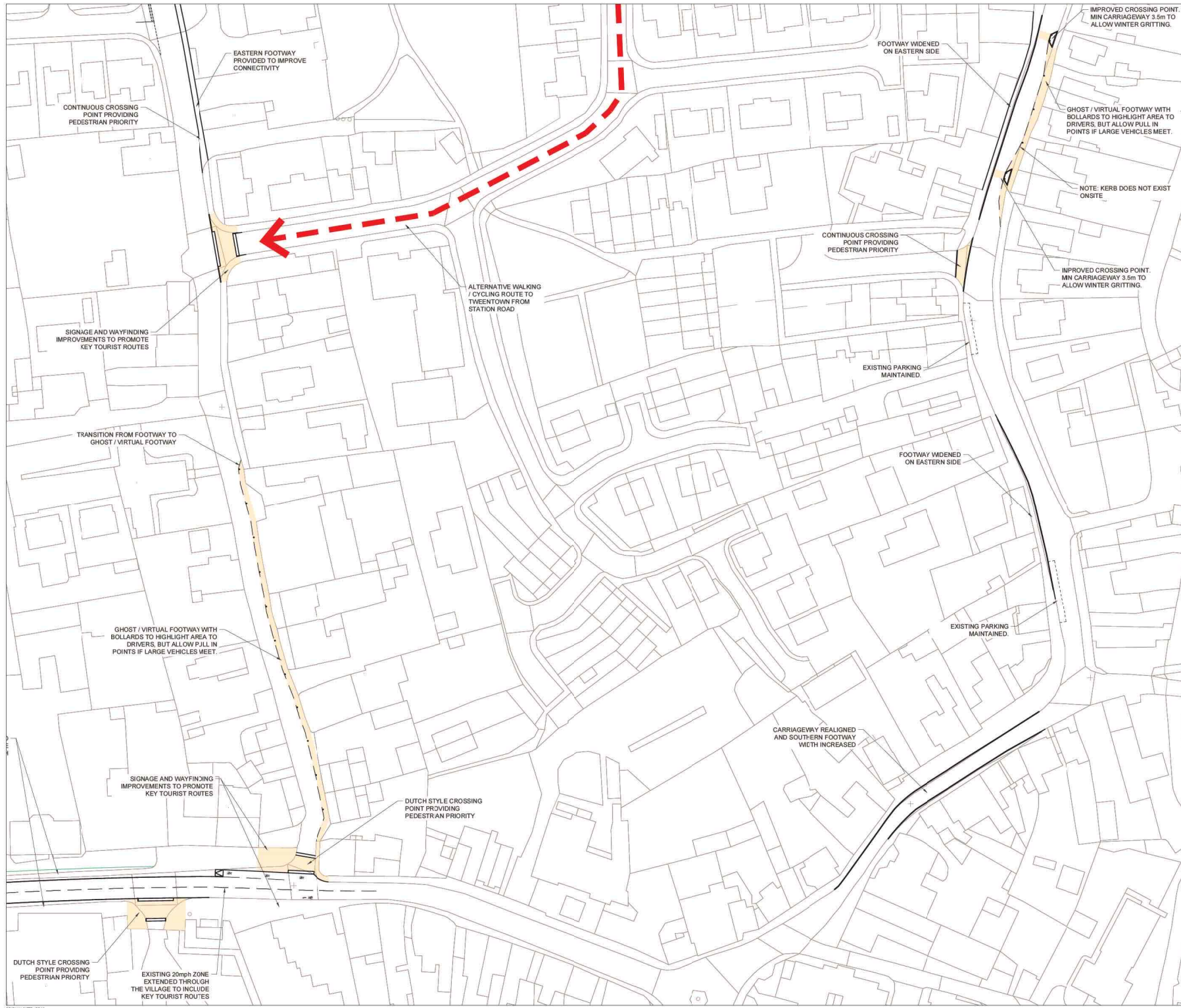
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Title
 CHEDDAR ACCESSIBILITY STRATEGY
 A371, TWEENTOWN, LOWER NORTH STREET
 PEDESTRIAN / PUBLIC REALM
 INFRASTRUCTURE IMPROVEMENTS

Project No. 332310573
 Scale 1:500
 Revision P01
 Drawing No. 332310573/2001/SK005



ORIGINAL SHEET: S001

Appendix F Strawberry Line Improvements

- KEY:
- PROPOSED TRAFFIC FREE ROUTE - OPTION 1
 - PROPOSED TRAFFIC FREE ROUTE - OPTION 2
 - EXISTING TRAFFIC FREE ROUTE
 - HISTORIC RAILWAY LAND
 - EXISTING ON ROAD ROUTE
 - EXISTING PUBLIC FOOTPATH

THE COMPLETED AXBRIDGE-CHEDDAR SECTION OF STRAWBERRY LINE CURRENTLY ENDS AT THE BACK OF THE VALLEY LINE INDUSTRIAL PARK.

PATH ENTERS ACADEMY LAND BETWEEN EMBANKMENT AND TREES.

THE EXISTING MULTI-USER PATH TRANSITIONS ABRUPTLY INTO A FOOTPATH BY THE BOUNDARY OF THE KINGS OF WESSEX SCHOOL. THERE IS LITTLE ROOM TO WIDEN THE PATH AND UPGRADE IT.

PATH AT FOOT OF EXISTING BANK FENCE REPLACED TO WEST.



INDICATIVE LAYOUT OF PROPOSED TRAFFIC FREE ROUTE.

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Dwn:	Dign:	CHK:	YYYY-MM-DD

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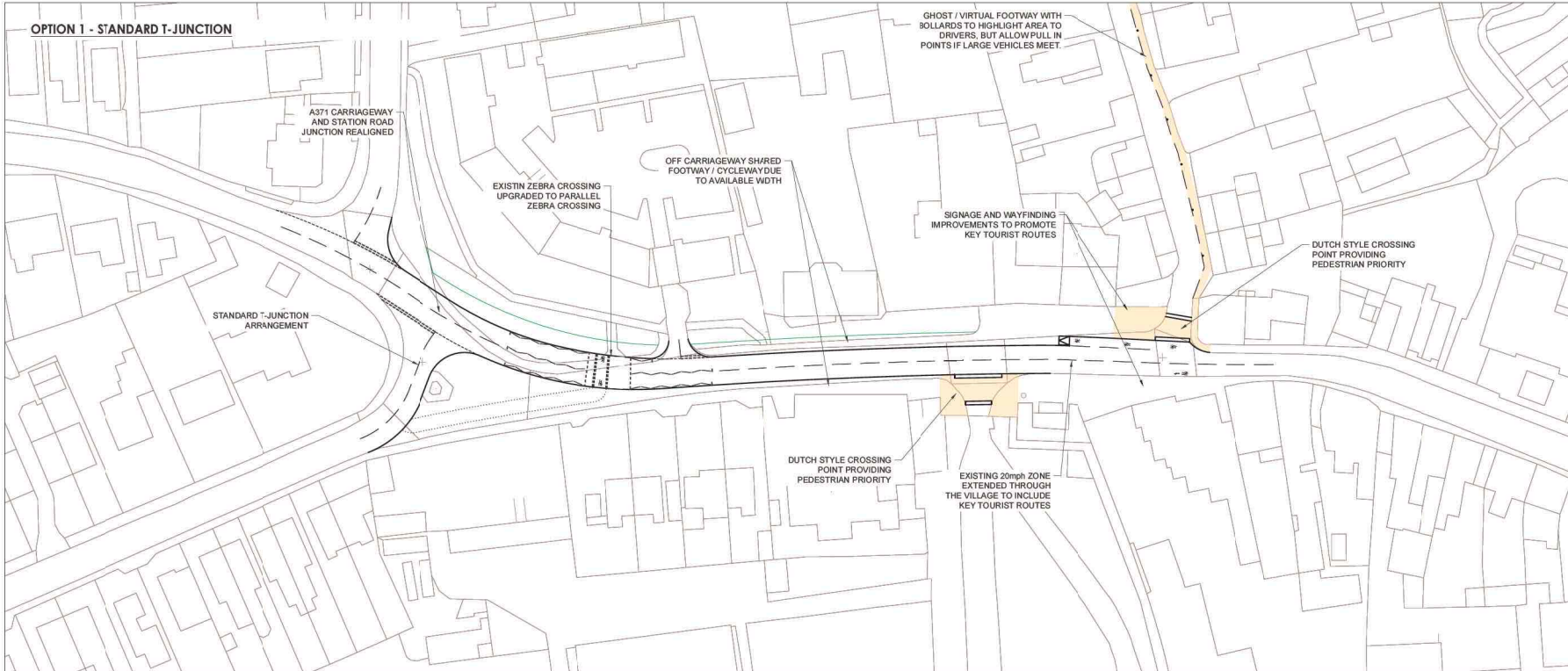
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Title
**CHEDDAR ACCESSIBILITY STRATEGY
 STRAWBERRY LINE EXTENSION**

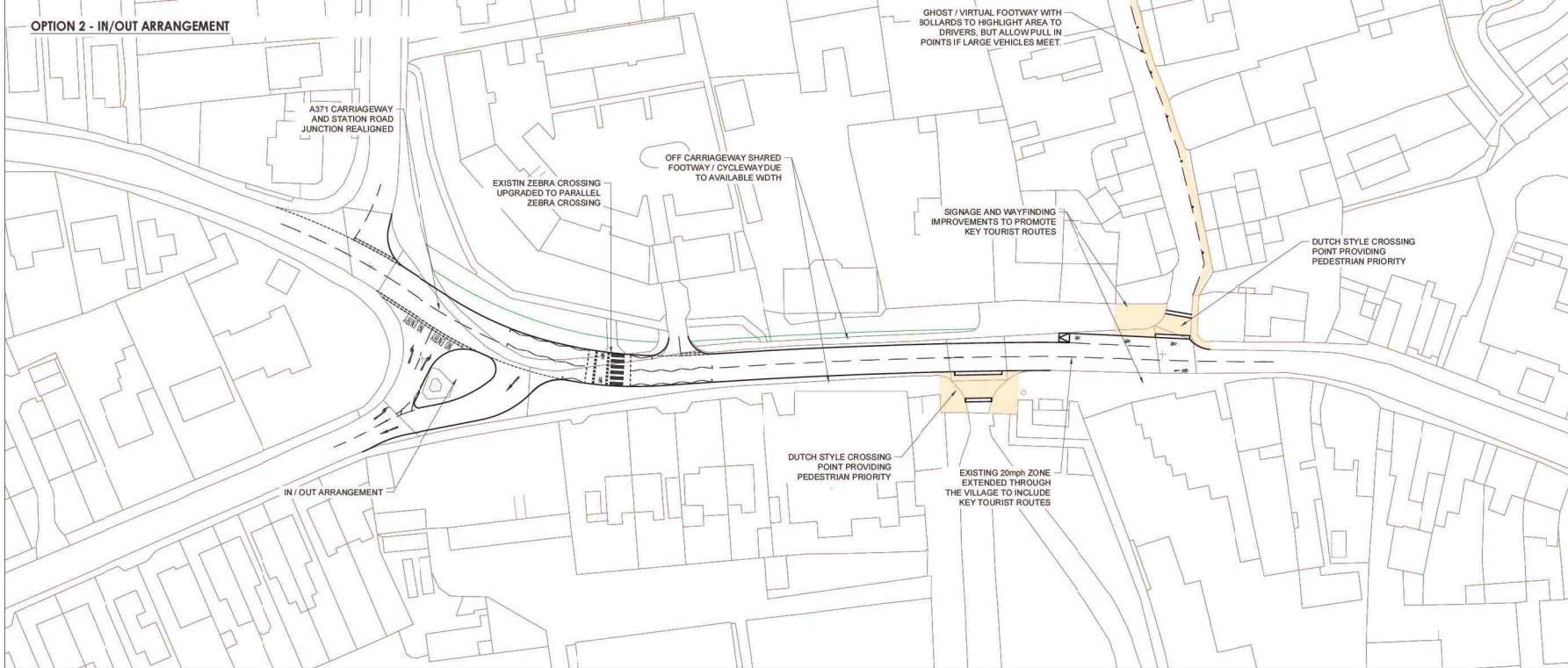
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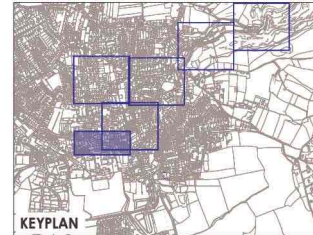
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Issued/Revision		By	Appd		2022.06.13
		Dwn	Dign	CHKD	2022.06.13

Issue Status
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Client/Project
SEDGEMOOR DISTRICT COUNCIL

Title
**CHEDDAR ACCESSIBILITY STRATEGY
A371, STATION ROAD PEDESTRIAN / PUBLIC
REALM INFRASTRUCTURE IMPROVEMENTS**

Project No. 332310573	Scale 1:500
Revision P01	Drawing No. 332310573/2001/SK007

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Cheddar Accessibility Strategy

Cheddar to Draycott Southern Extension Route Alignment

Figure 6.9

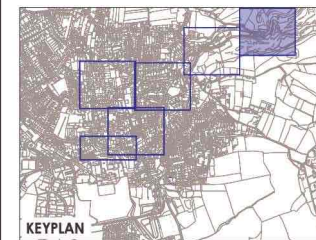
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Appendix G Cheddar Gorge Pedestrian Improvements

Notes

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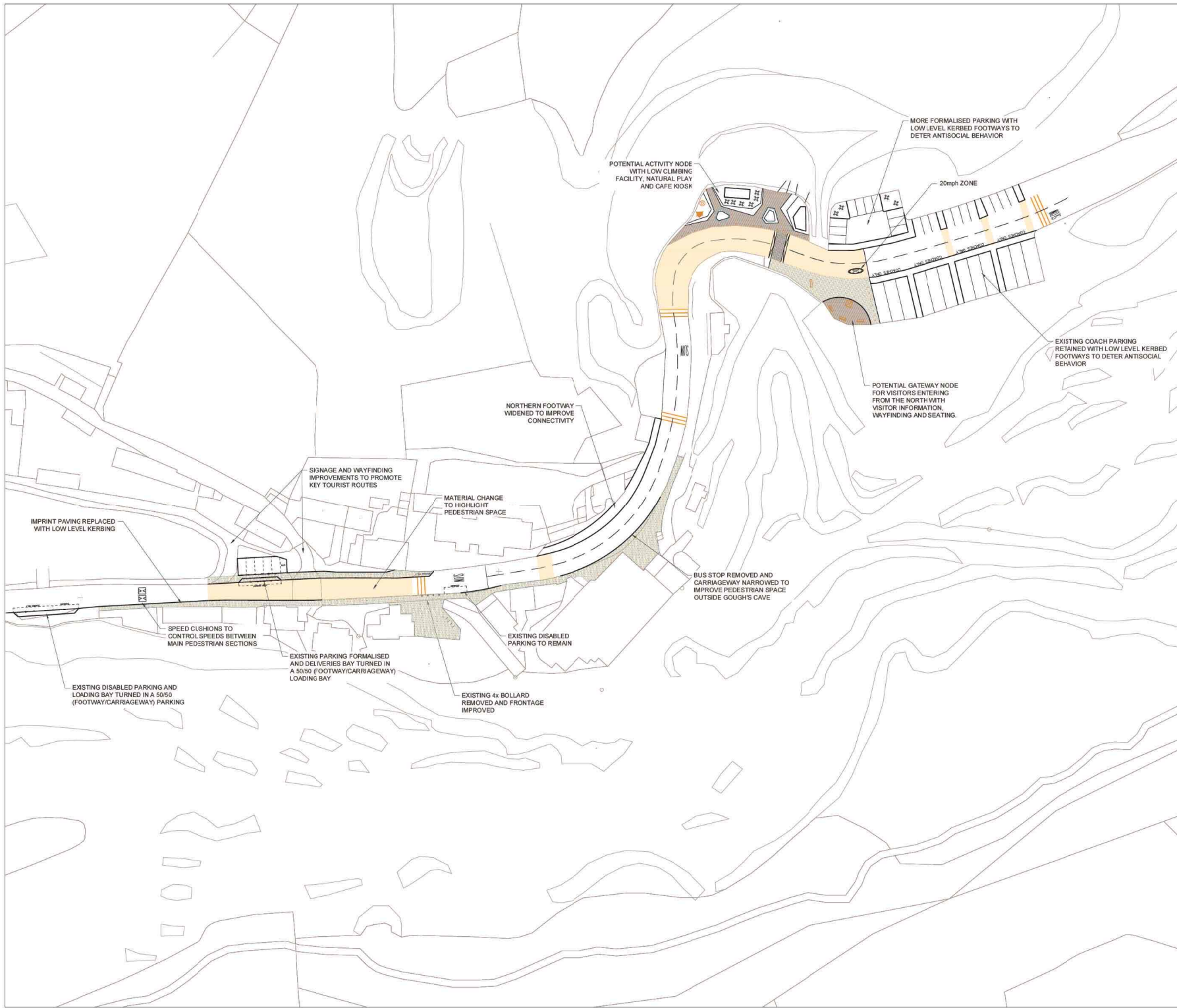
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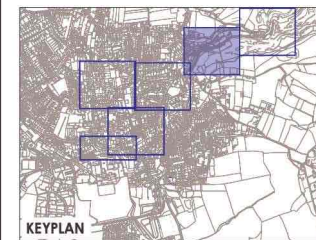
Title
**CHEDDAR ACCESSIBILITY STRATEGY
 CHEDDAR GORGE PEDESTRIAN / PUBLIC
 REALM INFRASTRUCTURE IMPROVEMENTS**

Project No. 332310573 Scale 1:500
 Revision Drawing No. P01 332310573/2001/SK002



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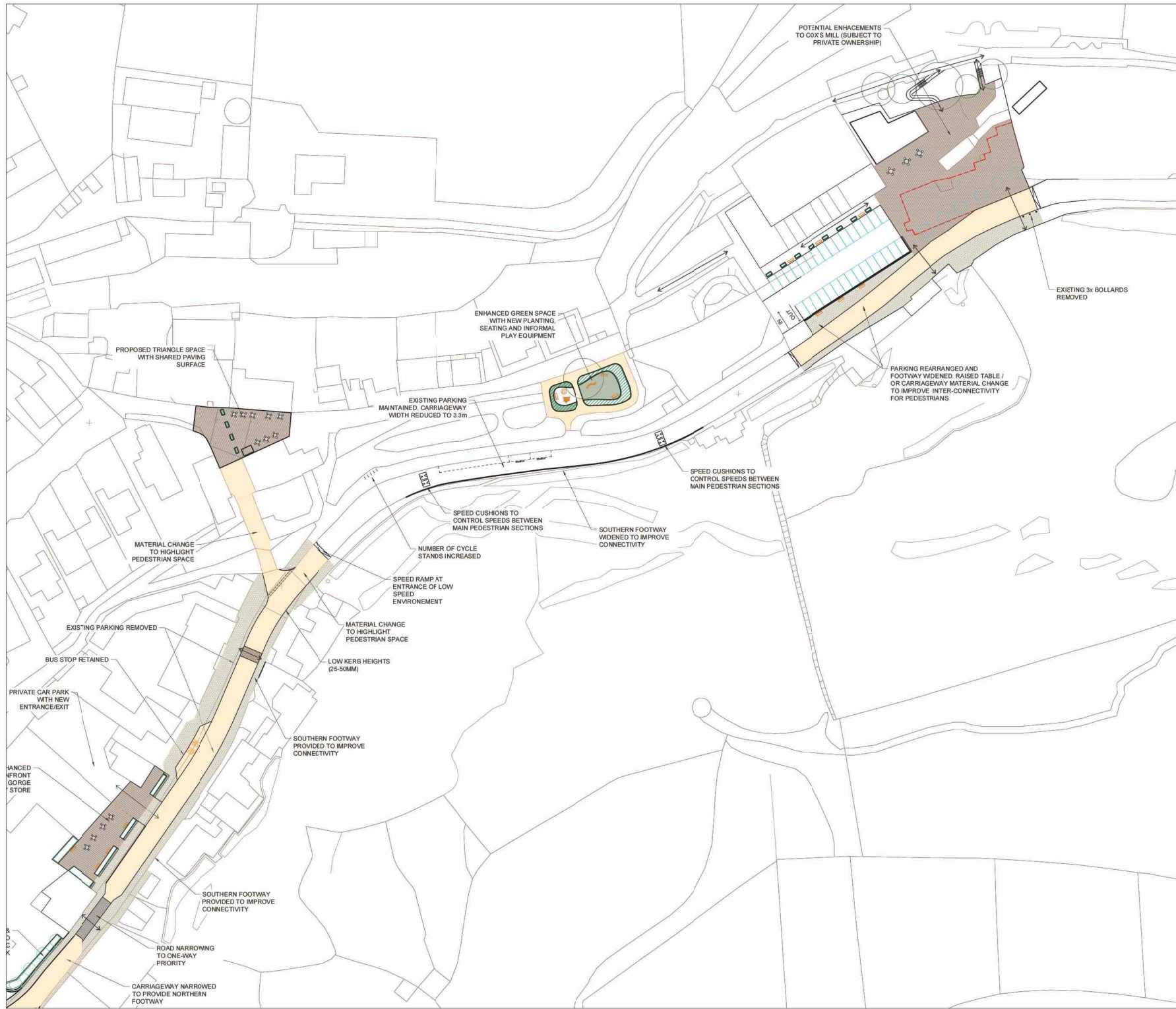
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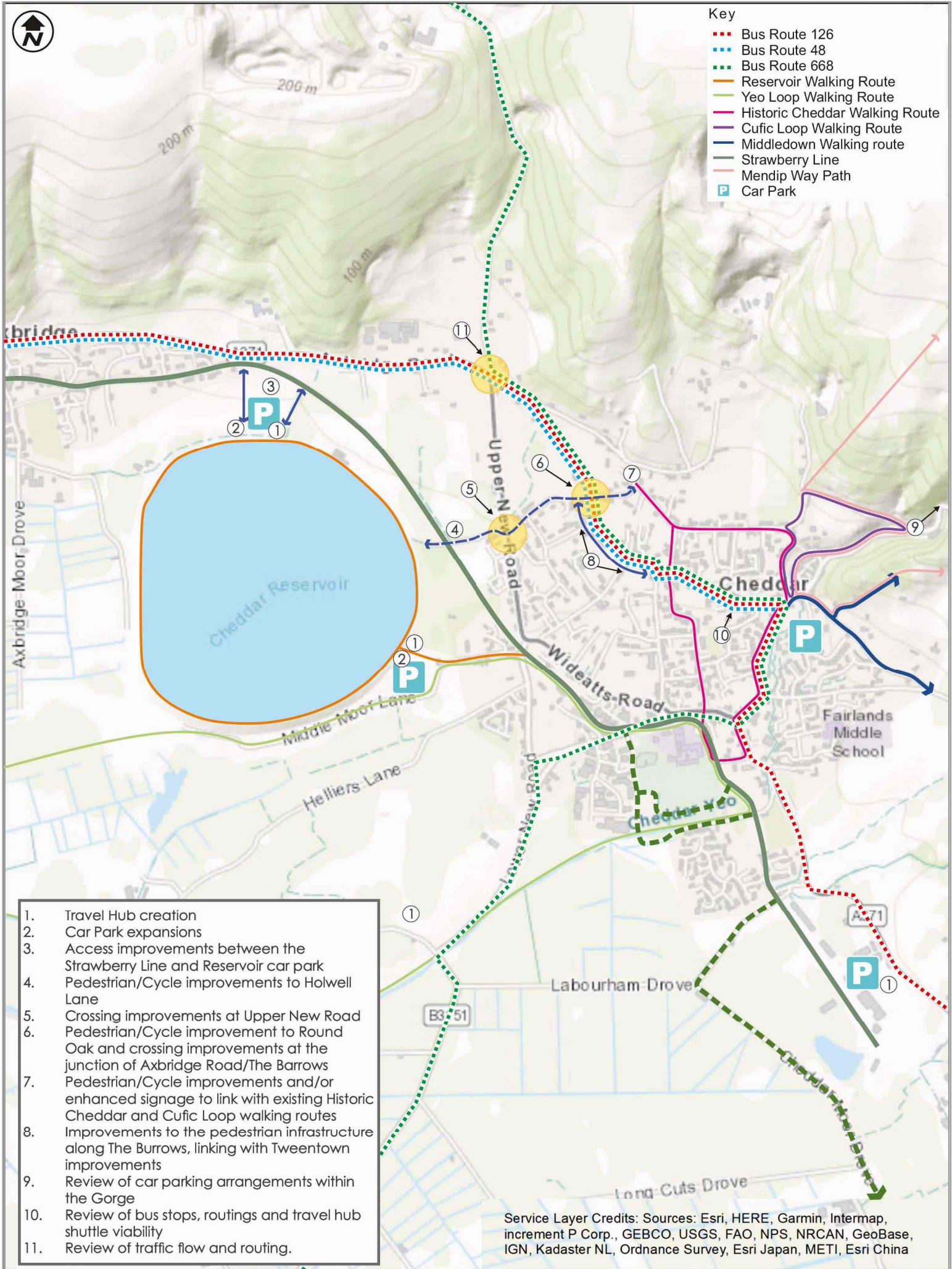
CHEDDAR ACCESSIBILITY STRATEGY
 CHEDDAR GORGE PEDESTRIAN / PUBLIC REALM INFRASTRUCTURE IMPROVEMENTS

Project No. 332310573	Scale 1:500
Revision P01	Drawing No. 332310573/2001/SK003



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Appendix H Stage 2 Interventions



- Key**
- Bus Route 126
 - Bus Route 48
 - Bus Route 668
 - Reservoir Walking Route
 - Yeo Loop Walking Route
 - Historic Cheddar Walking Route
 - Cufic Loop Walking Route
 - Middledown Walking route
 - Strawberry Line
 - Mendip Way Path
 - P Car Park

1. Travel Hub creation
2. Car Park expansions
3. Access improvements between the Strawberry Line and Reservoir car park
4. Pedestrian/Cycle improvements to Holwell Lane
5. Crossing improvements at Upper New Road
6. Pedestrian/Cycle improvement to Round Oak and crossing improvements at the junction of Axbridge Road/The Barrows
7. Pedestrian/Cycle improvements and/or enhanced signage to link with existing Historic Cheddar and Cufic Loop walking routes
8. Improvements to the pedestrian infrastructure along The Barrows, linking with Tween town improvements
9. Review of car parking arrangements within the Gorge
10. Review of bus stops, routings and travel hub shuttle viability
11. Review of traffic flow and routing.

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Cheddar Accessibility Strategy

Stage Two Interventions

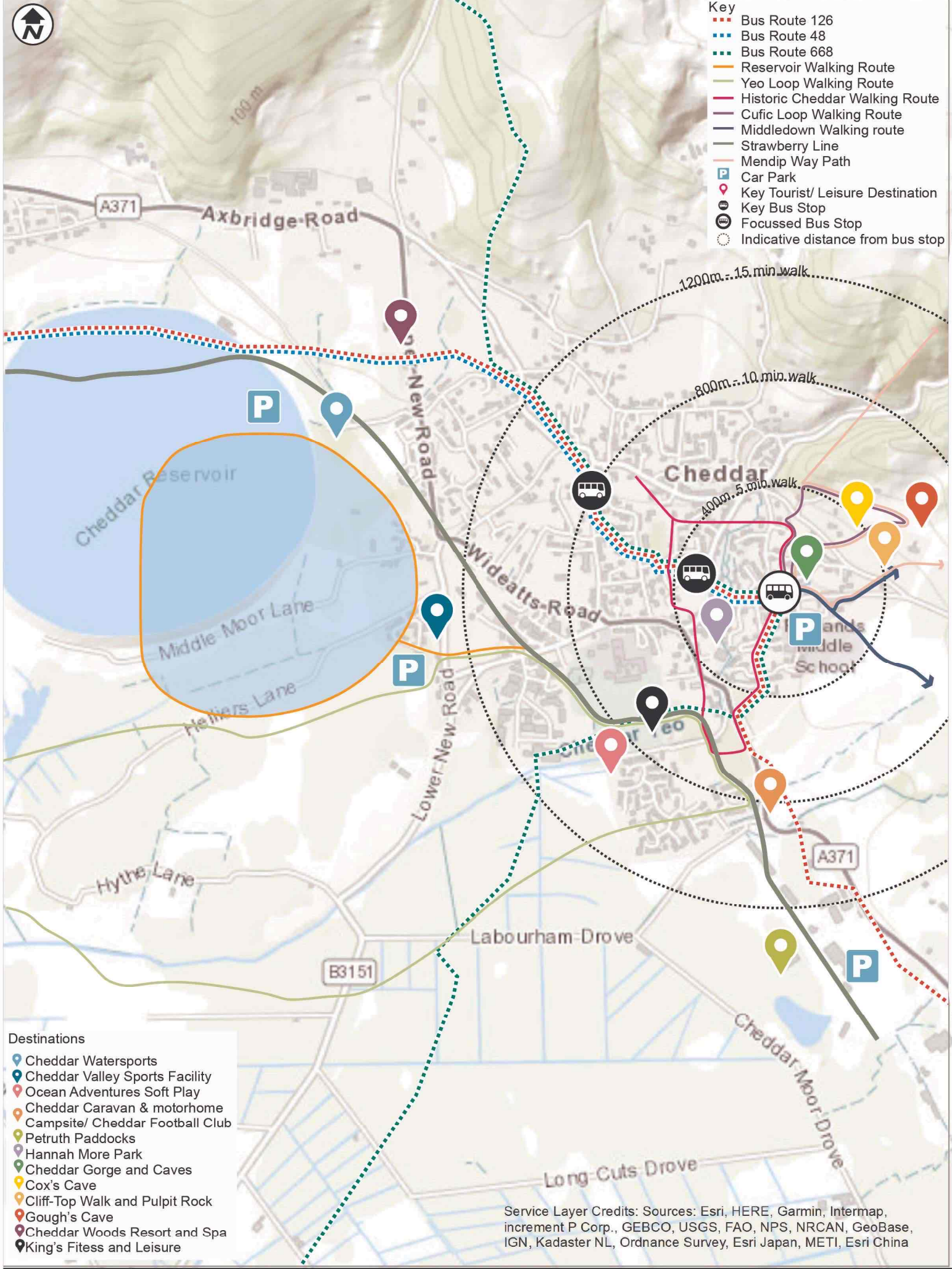
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Appendix I Bus Stop Catchment Plans



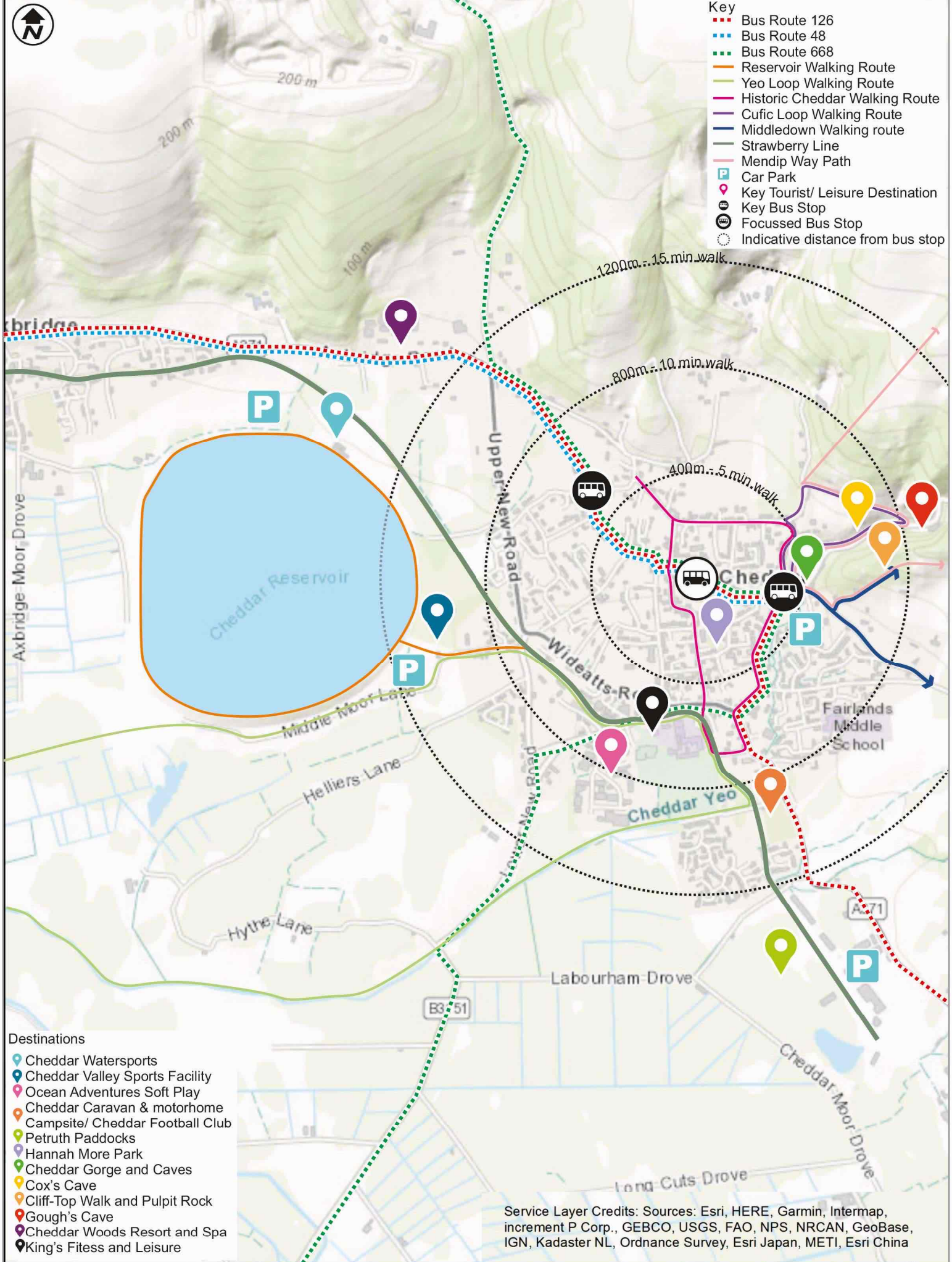
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Cheddar Accessibility Strategy
Context Plan
Figure 1

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Cheddar Accessibility Strategy

Context Plan

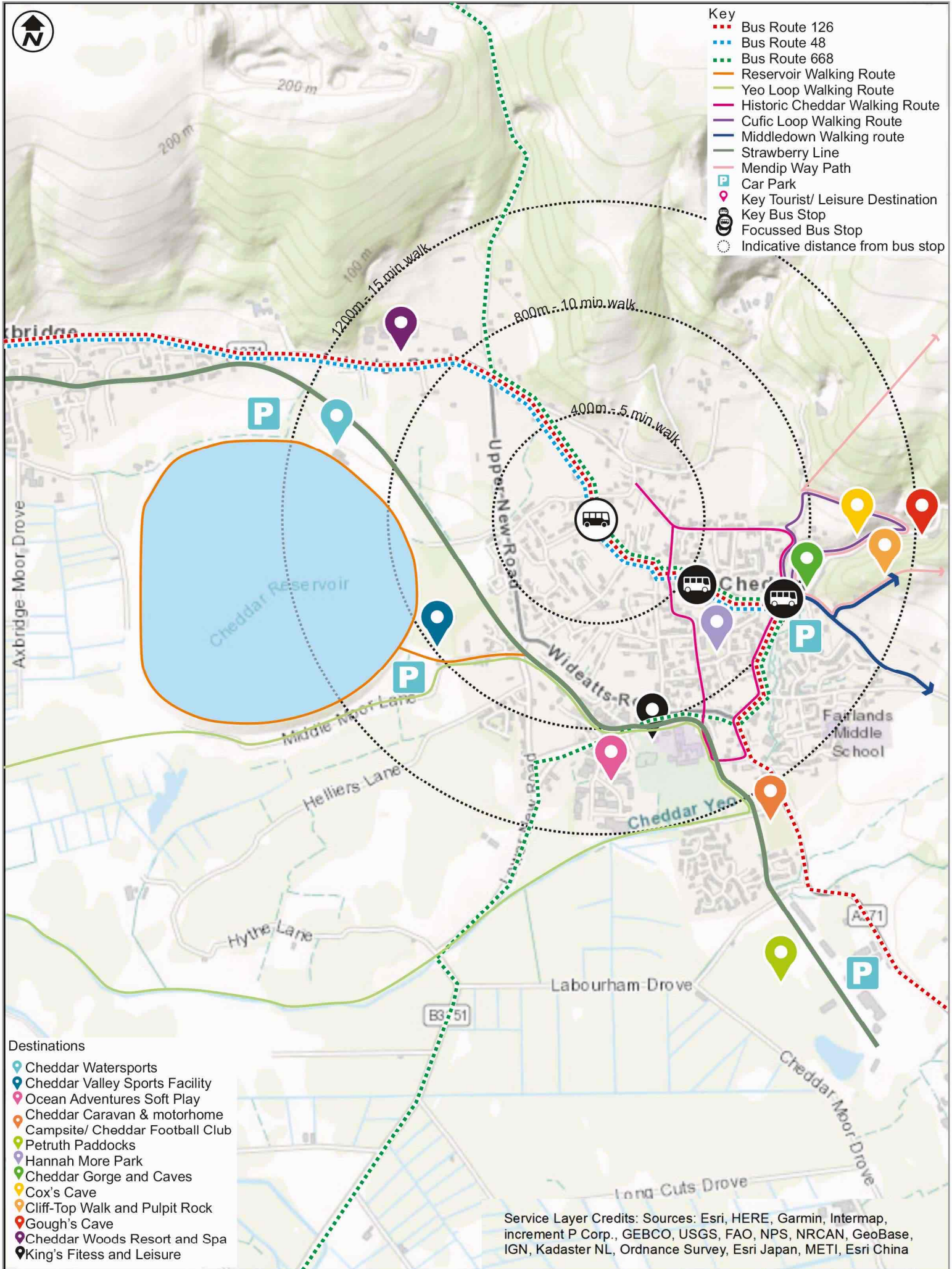
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Context Plan
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Appendix J Cheddar Engagement Report

Wells Constituency Levelling Up Fund bid - Improve Cheddar Consultation

Statement of Stakeholder Engagement and Support

1. Executive summary

Sedgemoor District Council has been working with key stakeholders to consider the priorities for investment in Cheddar, in order to support the council's bid to the Levelling Up Fund for the Wells Parliamentary Constituency. The Levelling Up Fund provides support for local transportation projects that have a positive impact on the town centre and high street regeneration schemes, and maintaining and expanding cultural and heritage assets.

The council has identified a number of projects within Cheddar which meet the aims of the Levelling Up Fund and which we believe would have a positive impact, including:

- Exploring the creation of a travel hub at Cliff Street/Tweentown car park, with better pedestrian links to the Gorge, improved cycle parking, electric vehicle charging and improved bus stops, as well as visitor information
- Examining opportunities for improved pedestrian accessibility, electric vehicle charging and cycle parking throughout the Gorge, as well as improving interfaces with other pedestrian routes such as the Mendip Way
- Introducing traffic calming measures to slow traffic speeds and prioritise pedestrians and cyclists, as part of improvements to pavements in the Gorge
- Identifying opportunities to declutter streetscapes and provide consistent street furniture (for benches, bins, signs, bollards) and surface treatments, and will provide improved separation between various Gorge car parks and pedestrian areas.

Sedgemoor District Council ran a consultation from 20 – 30 June 2022 seeking feedback on priorities for investment in Cheddar. Of the 153 people who responded to the consultation, 98% agreed that investment in Cheddar was needed. There was broad support for many of the projects set out above, with those prioritising safe pedestrian and cycle routes proving particularly popular.

This report outlines the engagement process that was undertaken by the project team in order to ensure that the framework and associated bid to the Levelling Up Fund meet the needs of local residents and stakeholders.

2. Stakeholders and consultees

Our Cheddar-focussed consultation activity in connection with the Levelling Up Fund bid was tailored to reach a wide range of audiences, of various ages and backgrounds. We focused on those with a connection to Cheddar, either due to their place of residence or place of work being in the local area, but also engaged with a range of stakeholders based elsewhere with a particular interest in the town.

3. Approach and methodology

In Cheddar, Sedgemoor District Council held a ten-day consultation in June 2022, targeting businesses, residents and key stakeholders in the Cheddar area and seeking their feedback on improvements that could be made in Cheddar if funding was secured via the Levelling Up Fund.

Businesses were contacted directly, with leaflets hand-delivered to premises across the Cheddar village and Cheddar Gorge areas during the consultation period. The consultation was also publicised via the Somerset County Gazette, Burnham-on-Sea.com and Somerset Live. The consultation produced 153 responses.

The community consultation included the methods detailed below:

3a. Website

The details of the Improve Cheddar consultation were launched via a special page on the Sedgemoor District Council website on 20 June 2022.



You are here: [Sedgemoor District Council Home](#) > [Latest news & announcements](#) > [Current consultations and advice services](#) > [Improve Cheddar Gorge](#)



Latest news & announcements

Hot Weather Warning

Support for Ukraine

Sedgemoor District Council News

Current consultations and advice services

Old Bridgewater Hospital Consultation

Improve Cheddar Gorge

Public Notices

Travel and Transport News

Improve Cheddar Gorge

Sedgemoor District Council seeks feedback on proposals to improve Cheddar Gorge.

Sedgemoor District Council has ambitious plans to make Cheddar the very best that it can be by putting in a bid to the Government's Levelling Up Fund. The plans include the village and Gorge well connected and welcoming for everyone who spends time in Cheddar; support businesses and create more opportunities for people who live and work there.

The council has put together a short survey, listing the ideas that have already come forward such as new transport hubs, attractive public spaces and ways to make it easier to visit and spend time in Cheddar. The survey runs until 30 June and can be found here: [Improve Cheddar questionnaire](#)

The initial ideas were recently presented to the Cheddar Vision Group - a local stakeholder organisation which works to identify opportunities for investment to regenerate the economy of Cheddar:

There will also be leaflet in and around Cheddar to explain the proposals with the following aims:

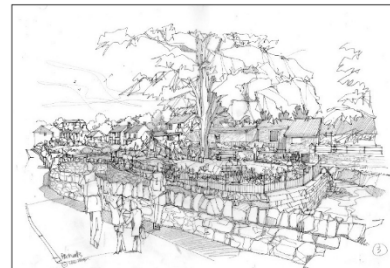
- Create an improved destination for visitors, with attractive public spaces
- Enable alternatives to car use, including park and ride, cycling and walking routes
- Improve pedestrian footways within Cheddar Gorge, slow traffic speeds and tackle anti-social behaviour.

Potential areas already identified for consideration include:

- Exploring the creation of a transport hub at Cliff Street/Twenton car park, with better pedestrian links to the gorge, improved cycle parking, electric vehicle charging and improved bus stops, as well as visitor information.
- Examining opportunities for improved pedestrian routes, electric vehicle charging and cycle parking throughout the gorge, as well as improving interfaces with other pedestrian routes such as the Mendip Way.
- Introducing traffic calming measures to slow traffic speeds and promote pedestrians and cyclists, as part of improvements to pavements in the gorge.
- Identifying opportunities to decolour streetscapes and provide consistent street furniture (for benches, bins, signs, bollards) and will produce a better link between Cheddar Gorge Car Park and other areas.

Sedgemoor District Council's Portfolio Holder for Inward Investment and Growth, Gill Slocum said: "Cheddar is a great place to live, work and visit, but we want it to be the very best that it can be. That is why we have been looking at how long and short term improvements like creating new transport hubs, enhancing public spaces could make walking and spending time locally easier and more enjoyable. Making Cheddar more attractive and encouraging visitors would benefit the local economy and support businesses, creating more opportunities for people who live and work in the area."

For more information, or to share views on the proposals for improvements, local people are encouraged to contact the council's consultation project partners, [Deductive](#), via cheddardeductive@becomm.co.uk, or complete our online [Improve Cheddar questionnaire](#).



3b. Media

A [media announcement](#) was issued to the local press and key stakeholders by the Sedgemoor District Council press office to launch the consultation on Monday 20 June 2022, with the content simultaneously uploaded to the council's website. The release highlighted the consultation and encouraged all those who live and work in Cheddar to respond.

The consultation was covered in the local media as follows:

- 21 June – Somerset County Gazette – Levelling Up Fund bid to make Cheddar 'the best it can be' – <https://www.somersetcountygazette.co.uk/news/20223165.levelling-fund-bid-make-cheddar-the-best-can-be/>
- 21 June – Burnham-on-Sea.com – Sedgemoor District Council seeks feedback on proposals to improve Cheddar Gorge – <https://www.burnham-on-sea.com/news/sedgemoor-district-council-seeks-feedback-on-proposals-to-improve-cheddar-gorge/>
- 21 June – Somerset Live – Bid to tackle 'reckless driving' at Cheddar Gorge – <https://www.somersetlive.co.uk/news/somerset-news/bid-tackle-reckless-driving-cheddar-7232532?>
- 22 June – Somerset Live – Have your say on plans to regenerate Cheddar through the levelling up fund – <https://www.somersetlive.co.uk/news/somerset-news/your-say-plans-regenerate-cheddar-7232443>
- 22 June - Somerset County Gazette - Have your say on plans to regenerate Cheddar - <https://www.somersetcountygazette.co.uk/news/20228059.say-plans-regenerate-cheddar/>

3c. Social media

The Cheddar consultation was a popular topic of discussion for residents on social media, both on local Facebook groups and content was promoted via the Mendip Hills AONB, Sedgemoor District Council, Sedgemoor District Council.

3d. Direct contact with businesses in Cheddar

Given their particular interest in the subject matter, the project team contacted as many of the readily-identifiable businesses with a public-facing presence in central Cheddar as possible both via email and by hand-delivering leaflets about the consultation to them.

3e. Emails and telephone conversations

A dedicated project email address (cheddar@distinctivecomms.co.uk) gave people direct access to the project team to ask any questions throughout the project so far. We received a number of enquiries from the community regarding the consultation and responded accordingly.

4. Schedule of activity

Activity type	Date
Media and stakeholder launch	20 June 2022
Website and survey launch	20 June 2022
Email outreach to Cheddar businesses	21 June 2022
In person visit / leaflet drop to Cheddar businesses	23 June 2022
Closure of consultation	30 June 2022

5. Feedback

This section details the feedback that the project team received through the “Improve Cheddar” feedback form from 20 - 30 June 2022. In total, 153 people chose to provide written feedback. The feedback form contained a mix of multiple-choice questions, and an open response for comments, which are summarised below.

5a. Questions 1 and 2

These questions asked for information about the individual responding.

5b. Question 3 – Do you agree investment in Cheddar is needed?

- Yes - 98% (150)
- No - 2% (3)
- Any other comments?

Feedback in response to our invitation for further comments here focussed on the significance of Cheddar as a destination and gateway to outdoor pursuits, noting the lack of investment in infrastructure and managing traffic issues as the village has grown. A number of comments highlighted the current dominance of cars in Cheddar and appealed for more safe pedestrian routes.

5c. Question 4 - The project team have identified the following projects for consideration as part of a Levelling Up Fund bid. Which of the following do you think should be included? (you may select more than one option)

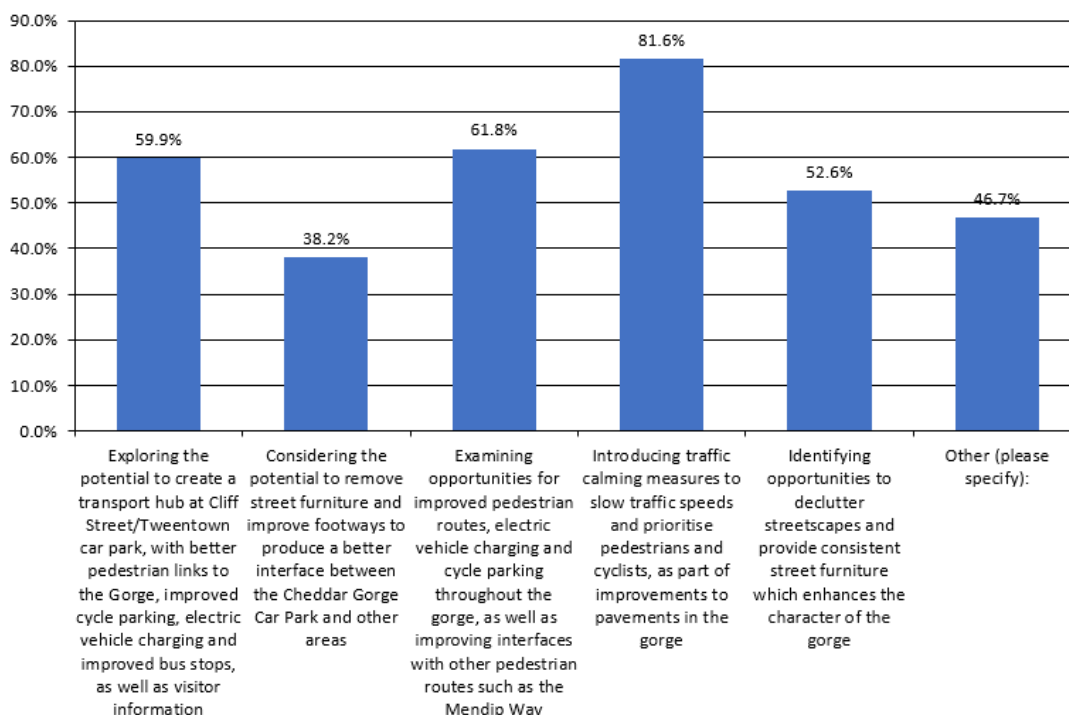
Whilst there was broad support for many of the projects suggested, those that prioritised safe pedestrian routes and measures to manage traffic scored best in the responses to this question. A

need to address car dominance in Cheddar was once again a theme in comments received, but those who responded were careful to note that any changes should not demonise drivers and recognise that a lack of alternatives has led to reliance on car use in the village. Others noted that a significant proportion of those who visit Cheddar do so by car, so proper car parking and provision for these visitors is vital to support the local visitor economy.

- Responses to individual questions:

Project	Number of responses	Percentage
Introducing traffic calming measures to slow traffic speeds and prioritise pedestrians and cyclists, as part of improvements to pavements in the Gorge	124	81.6%
Examining opportunities for improved pedestrian routes, electric vehicle charging and cycle parking throughout the Gorge, as well as improving interfaces with other pedestrian routes such as the Mendip Way	94	61.8%
Exploring the potential to create a travel hub at Cliff Street/Tweentown car park, with better pedestrian links to the Gorge, improved cycle parking, electric vehicle charging and improved bus stops, as well as visitor information	91	59.9%
Identifying opportunities to declutter streetscapes and provide consistent street furniture which enhances the character of the Gorge	80	52.6%
Considering the potential to remove street furniture and improve footways to produce a better interface between the Cheddar Gorge Car Park and other areas	58	38.2%
Other (please specify)	71	46.7%

- Bar chart visualisation of responses to question 4



5d. Question 5 - Are there any other short-term projects that could be delivered by the 31 March 2025 deadline for this round of Levelling Up funding which you would like us to consider? (We will ask for your longer term priorities in the next question)

Along similar lines to responses to question four, many answers to this question included projects which would seek to address traffic and parking related issues in the village, and improve walking and cycling links. A need to address issues of dilapidation in existing building stock (e.g. Cox's Mill) was raised in a number of comments, whilst others called for support to allow owners to upgrade shopfronts in the village. One theme which was reproduced in a number of comments – inspired by the closures that took place during the COVID-19 lockdowns - was the potential of closing the Gorge to traffic, either occasionally or on a more permanent basis. A suggestion to close on one Sunday a month appeared more than once, whilst others called for weekly closures or even permanent pedestrianisation. Other commenters suggested removing parking spaces within the Gorge.

5e. Question 6 - Thinking about the longer term, which are the other parts of Cheddar where you would like to see investment in significant public realm or regeneration projects?

Feedback in response to this question focussed largely on longstanding issues which have been much-debated in the village, including the future of the old Cox's Mill / Cliff Hotel buildings and the issues at the A371 - B3135 'magic roundabout' junction. Other responses focussed on traffic issues and the need for traffic calming, and also the need for more parking / a park and ride facility. Improvements to bus and cycle routes also proved popular among those responding.

5f. Question 7. Any other comments?

Further feedback in response to this question noted the need for further measures to address antisocial driving in the Gorge, and to prioritise the needs of those undertaking natural pursuits within the Gorge and surrounding area over vehicles. Many responses also noted the significance and uniqueness of the Gorge, as well as its natural importance and situation within the Mendip Hills Area of Outstanding Natural Beauty.

The need for connectivity and extension of the Strawberry Line making the Gorge more pedestrian and cycle friendly was also a key theme alongside enhancing community and green space, areas for picnics, to sit, for events. Other responses requested further consultation if the bid is successful, whilst some were keen to ensure that investment included the whole village and not just the Gorge.

6. Conclusion

The consultation exercise demonstrated a good level of engagement among those who live and work in Cheddar for investment in Cheddar via the Levelling Up Fund. Of the 153 local people who responded to the consultation, 98% agreed that investment in Cheddar was needed. There was broad support for many of the projects set out above, with those prioritising safe pedestrian and cycle routes proving particularly popular.

Appendix I – Full list of feedback received

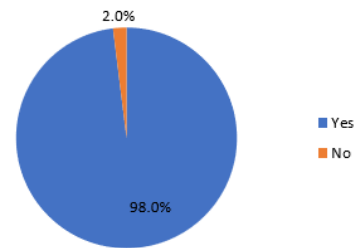
Included below is a full list of written responses received as part of the Improve Cheddar Regeneration consultation, broken down by question. Where miscellaneous contributions were received outside the parameters of the questionnaire, they have been added to the final ‘any other comments’ section.

Question 3 – Do you agree investment in Cheddar is needed?

- Yes - 98% (150)
- No - 2% (3)

Any other comments?

Do you agree that investment in Cheddar is needed?



Comments
It is a place of national and international importance and has not been given due respect by councils and landowners for many years.
Too many people, too much house building, no environmental investment to balance out the impact.
Not sure
Cheddar sits in an amazing location but doesn't seem to utilise the breadth of its appeal for multiple user groups as other locations seem to do. The gorge feels so run down with the terrible stone cages and empty shops.
I blame the lack of investment from Longleat
It has a world famous name, it should try to be a destination that can hold the crowds it generate for more than a few hours but also make use of its country side to teach children climbing, hiking, biking etc.
The area around the gorge and approaching need Maintenance and improvement , extra benches for picnics
The vision of Cheddar becoming the outdoor capital of the south west is where a place and brand such as cheddar deserves. The whole village and gorge feels tired around the edges, dated details, poor cohesion between village and gorge and disjointed accessibility throughout frustrate tourists and locals alike.
For too long we have been reliant on Longleat, we need to be more of community and run social enterprises and co-op.
In particular the road through from the Cliff Street car park through to the gorge. It isn't friendly for anyone, let alone cars, because it is so narrow. When the gorge was closed during lockdown it was fantastic to walk up and down the gorge without fear of being run over. To see the steepness from the bottom was just fantastic. So yes, what you propose is great.
Idiot/noisy drivers, you and the police are working hard on this. Keep up the good work ... thank you.
Repurposing vacant run down buildings and better public transport
Cheddar has suffered from a lack of investment in its infrastructure for a number of years.

Cheddar seems to be getting left behind, and Longleat's closing of the Cox's Mill Hotel is very detrimental to the lower gorge area
Cheddar has grown hugely in the last 20 years and the infrastructure has not increased/improved with the pace of growth. Pavement availability is 19th century and there are difficult areas for pedestrians to navigate
Antisocial behaviour is increasing, as is the amount of dog mess.
The Gorge area looks run down, the Cliff Hotel is an eyesore.
As a tourist destination its behind the times.
Much needs to be done to improve footpaths for push chairs and the disabled and improve the street furniture
Yes it had one of the most incredible views and walks in the gorge which is now a car park and not safe for pedestrians and no longer an AONB
For the longevity of the village for locals, as well as visitors. Villagers need to have more things in the gorge that will support businesses all year round.
The Gorge is an iconic UK holiday, natural and cultural attraction. Many parts of it look run down and old fashioned and disjointed
There have been many houses built recently in Cheddar but little done to improve the infrastructure. More could be done to improve pavements, traffic flow and leisure facilities.
Better car parks, EV charging points in the vicinity, more benches to allow visitors & residents to enjoy the natural beauty.
There are areas of the gorge and large buildings that are falling apart and being left to rot. It's tragic.
Coxes Mill Hotel needs to be renovated
Definitely! For too long the gorge has been neglected. The long closure of the caves due to the pandemic only made things worse for locals.
We used to holiday and visit Cheddar but now it's so run down (especially the former hotel which is the main issue). Lack of parking, empty shops, Cheddar has lost its identity and world status. Very sad.
The gorge is iconic and investment is needed to ensure it can be appreciated long term and meet demands of modern day travel and tourism
I visit Cheddar Gorge often and it's a beautiful place apart from the obvious derelict buildings which should be compulsory purchased and refurbished for community use. Another blight on the Gorge is the amount of illegal motor vehicles and speeding motorists that endanger life of peaceful and respectful users of this natural place.
Cheddar should be *the* Outdoor Destination of the South West, but it is mired with anti-social driving and noise nuisance. Closing the Gorge some weekend evenings to replace cars with people at specific organised events like food festivals and film nights would help community cohesion. Better traffic enforcement would disperse anti-social drivers and help to make Cheddar a better place to live, work and visit.
Looking very dated. Need to prioritise and encourage walking and cycling in the gorge
So much housing has been created around Cheddar and investment in infrastructure is sorely needed.
Footpaths, lighting and more to do up the gorge for people other than pubs
This area is an area that must see continued investment- it is an area of beauty!

Much needed but to benefit the community not just for a small group of individuals who think they know what is best for Cheddar without community consultation.

Cheddar is a growing community that has to offer a variety of interest and activities.

With Covid 19 pandemic and also the current economic crisis isolation is in every family.

I believe the Arts is more important than ever in bringing community together, helping mental health and well as an active go to hub for tourism and locals.

The Arts Quarter situated in the bottom of the gorge has started this but further support is required. It links the gorge and the village with activities.

Arts links all ages and all wealths and needs to be encouraged

As someone who has lived in the village all my life, it is clear that Cheddar is behind the times in regards to external investment and requires more infrastructure to cope with the rising population and Cheddar Gorge is in major need of investment to modernise, boost tourism and continue to attract people from afar.

Cheddar definitely needs investment now that everything is back open again it could do with freshening up and empty shops been put back into use.

Cheddar attracts many visitors and the local population is growing fast too. Both groups would benefit significantly from improvements to amenities

The gorge needs to be modernised and be more inviting to tourists.

There should be a much better visitor experience. Is there an information centre?? I don't know. The Gorge is dangerous for pedestrians. No proper pavements or footpaths at the side of the road. I drive up & down the Gorge regularly to visit my mother near Trowbridge.

You will find the Cliff St car park is already at capacity through the summer season, more car parks are needed to give our visitors a better and safer experience. Could we not look at the them park approach larger car parks out of the village then a tractor/train ride into the Gorge.

The george is massively underinvested. The potential to use the george as a centre for outdoor activities, business conferences and more is huge and should be the centre of commerce for the village. Job creation and tourism would increase if the hotel was bough back up to spec.

Cheddar Gorge is a natural visitor hotspot and always will be, but it does need some investment to keep it up to date and the best it can be.

I think that investment is required in Cheddar especially within the Gorge area to reduce ASB

The unique natural beauty of the Gorge is spoiled by the tatty buildings, derelict hotel and by the car cruisers who take over on a Sunday evening. It is tastelessly presented.

Yes! It has the potential to be a national outdoor sports hub, yet too many vehicles throughout the village make it too dangerous for it to be that and so few footways.

Cheddar Village has become a rat race. It no longer is a Tourist Village with closed shops, a cafe that never seems open and huge huge lorries going through one after the other with narrow dangerous pavements

The Gorge is run down. Speeding around the village is a big problem, it's not just the weekend boy racers. Traffic noise is another big problem, packs of motorbike can sound like a 747 taking off. This also is all the time

Yes, investment is needed. Particularly traffic calming measures to stop speeding and unsafe driving within the gorge and village of Cheddar. The water ways up the gorge look unkempt and uncared for with excess weeds growing and litter. This does not create a welcoming environment for both locals and visitors. Local businesses need support to ensure that there is footfall within Cheddar all year round. I think the creation of a transport hub at Cliff Street/Tweentown car park will need consultation with residents of Cliff Street. Consultation will need to take place particularly with those residents that require access to their parking and property through the tweentown car park and I happen to be one of those residents.

The rivers/ponds are not well maintained. Often overgrown with pond weeds. Traffic cones, rubbish etc in the water for long periods of time. Regular cleaning would be better than new infrastructure.

Traffic calming in Gorge and elsewhere in the village prohibit Gorge road to non local traffic after hours.

Cheddar gorge is a wonderful landscape that has sadly been left to become a slightly naff tourist trap. The town feels a bit run down, but has the potential to be a great asset to the local area.

The village park for children is shameful compared to other smaller villages in the area, Cheddar is expanding and needs much better regardless of its size.

As a visitor attraction, Gorge currently a lost opportunity. Car park is a mess, gorge itself is dominated by cars, detracting from landscape, creating significant noise pollution as well as persistent anti-social behaviour. If possible, Gorge should be entirely closed to cars, deterring volume of drivers who travel into Cheddar from local area. Make Gorge easily accessible by pedestrians

Especially the anti social driving and car meets in the beautifully natural gorge.

It not just boy racer that are the issue. The traffic in the gorge is awful at the weekends. So loud you can't hear yourself think. Pavements are narrow, traffic is impatient. You can't cross the street to buy an ice-cream.

Cheddar is an iconic place and outstandingly beautiful and should be an asset to the county and the UK as well as a source of enjoyment for local people. In reality it is down at heel, destroyed by traffic and inconsiderate car/motor bike use and I imagine grim for the people who live there.

The village and surrounding area has so much to offer yet the village, public and commercial areas have not been maintained and nor improved for far too long. If the village is to attract / increase tourism in the future, both local and further afield, then it needs to offer something worth visiting beyond a few tacky shops. Decent parks, walks, cafes, etc. Get rid of the derelict eye sores, clean up what is already available and build on that.

Investment needed to combat the serious problem of anti social behaviour of cars in the Gorge. This is a major priority, as its off putting to visitors and locals alike.

Cheddar is in much need of investment in making it an enjoyable and safe place to visit

To improve the range of shops and provide more facilities for visitors while protecting the integrity of the gorge

All the options appear to be related to Cheddar Gorge and seem to ignore Cheddar Village.

Need to reduce the conflict between local residents regular use of roads and the influx of visitors. Inadequate car parking in the centre of the village as well as at the Gorge.

Cheddar generally has seen a lack of investment in general and tourist facilities over the past 10-15 years, not necessarily the responsibility of any one group or organisation. There is a clear lack of joined up thinking with many 'splinter' groups which do not fully and fairly have the representation of public and businesses in Cheddar, often operating purely with their own agenda, making a cohesive move forward difficult

Decline in tourism within area. Little effort made to expand upon existing services and facilities. Decent set of public loos for tourists would be a good start. The whole point of visiting the gorge is to experience the natural habitat that it provides. With this being the case, why does anyone think that we need more buses? It's a 10 minute walk from most touristy parts. You could consider making Holiday park that used to be Broadway offer a shuttle service into town as part of their offering? Street furniture is important as older people represent a significant proportion of visitors, there should be a place for them to sit (I'm 25). You shouldn't be installing electric car chargers within the gorge itself, it's an aonb, put some in Cliff Street car park but not the Gorge itself. It's pointless installing pavement in Gorge as most areas would narrow the road down to single carriageway (good luck getting tourist busses through!) And wouldn't be able to be installed in the most dangerous areas such as horse-shoe bend where it's single file for cars Pedestrians would still face a choke point at this location. So to recap, install public loos, transport from bucklegrove to town (preferably paid by Owners not county), install furniture for elderly, and consider what activities you could encourage outside of the gorge that would draw different kinds of tourists in (watersports on reservoir, more access to paragliding etc from top of mendips, zip lining maybe?) Bottom line: Diversify.

on footpaths signage, the first sign for black rock is in the village, but as you follow it the signs do not tell you where you are going, just says public footpath, if you carry on straight the signposts disappear, we did not know what way we should be going, we came to a dead end road where the road was gated and padlocked even though our sat nav said it was a public footpath, we was very disappointed

Yes, improvements are desperately needed for pedestrians and cyclists as well as slowing traffic in some areas.

It definitely needs improvements as pore pathways and wheel chair access around cheddar.

The unsafe use of the gorge by vehicles in the evening could be monitored by camera's

There are no safe ways of walking along the side of road in the gorge - no pathway, two way traffic, narrow road, no clear walking routes for people who can't or don't want to undertake an energetic cliff top walk, but would like to look at the gorge - not to mention the boy racers increasing the perceived risks. Parking is a real issue during the holiday periods. Public toilet facilities need to be upgraded and maintained to a higher standard all year round. Are additional locations needed? The decaying Mill Hotel is an eyesore in the middle of the route up the gorge. All of this gives a really poor impression. How many visitors think -never again? Instead of - wow what an amazing, stunning natural site. Got to tell everyone about it.

As a resident the anti social driving is a real issue ; annoying noise pollution and worse than that a negative impact on my safety and anxiety levels. I worry that I will meet a vehicle racing round a narrow bend when driving home ... and end up injured or dead.

Noise pollution (loud cars driven by youths)
Empty Hotel on main road. Develop or knock down - eyesore!
More car parking out on edge of village

The Gorge needs to be brought up to date...the Cliff Hotel is an eyesore.
More could be done with the spaces in the Gorge..music playing and events etc.
More for locals.
Traffic calming in the Gorge and surrounding roads..Cliff St and Tweentown.
Stop boy Racers.
Enhance the streets of Cheddar.
Park and Ride to the Gorge.

Funding is needed to discourage anti-social behaviour in cars and youths who are destroying the area.

All your ideals are to do with tourism and not actually benefit anyone who lives here or works in the village. There's no mention of doing anything for the youth of Cheddar except clamping down on antisocial behaviour and not helping them with doing stuff. There's no mention of more supermarkets, doctors or dentists and schools for such a large growing population. Electric car chargers are not needed in my opinion. You shut the public toilets and turned them into a hairdresser and have no plans to build more. You could make more free parking in the village centre to help out the shops.

The lower gorge in particular is very car dominated and is not an attractive welcome to visitors or residents alike. Any pedestrian taking a walk from the village centre to and up the gorge area needs to cross a busy road several times, and in several places there is no footway on either side of the road. The impression anyone gets is that the car is king, and pedestrians must be made to dodge the cars at every step of the way.

The investment should be in Cheddar Village not the Gorge. Clheddar Caves is a private business which benefits the company and stakeholders and does little to enhance Cheddar Village other than offer some employment, which, as I understand, is not very well paid.

High street looks a bit run down, traffic issues at and en route to the gorge

The gorge often looks rundown and the village centre is dangerous for pedestrians.

Increased levels of traffic mean improvements for pedestrians are necessary. Additionally, car meets in the gorge are causing speed and noise issues on roads to and within Cheddar.

Cheddar is rapidly expanding, but the services and facilities in the village are not being developed alongside this expansion. There is extremely poor public transport and few services for young people in particular

Increased housing in the area = Increased residents = Infrastructure being pushed to limits

Especially in the village area

Money wisely spent would be more effective than a "quick-fix" approach. To look at a bigger picture of Cheddar rather than just the tourist market.

Fill the empty shops space by encouraging new and diverse businesses and NOT turn them into housing.

Yes, Cheddar has been grossly overlooked over the years, the residents feel we are very much down the list when compared with Bridgewater, Highbridge and Burnham. There are clear initiatives that have been totally ignored or overlooked that fit perfectly with the statement in this report e.g. continuation of the Strawberry Line, Gorge improvements which are only now being considered after many years.

Enhance built environment of lower gorge, consider making a Conservation Area. In gorge, traffic calm lower gorge, create footways, improve access for pushchairs and disabled.

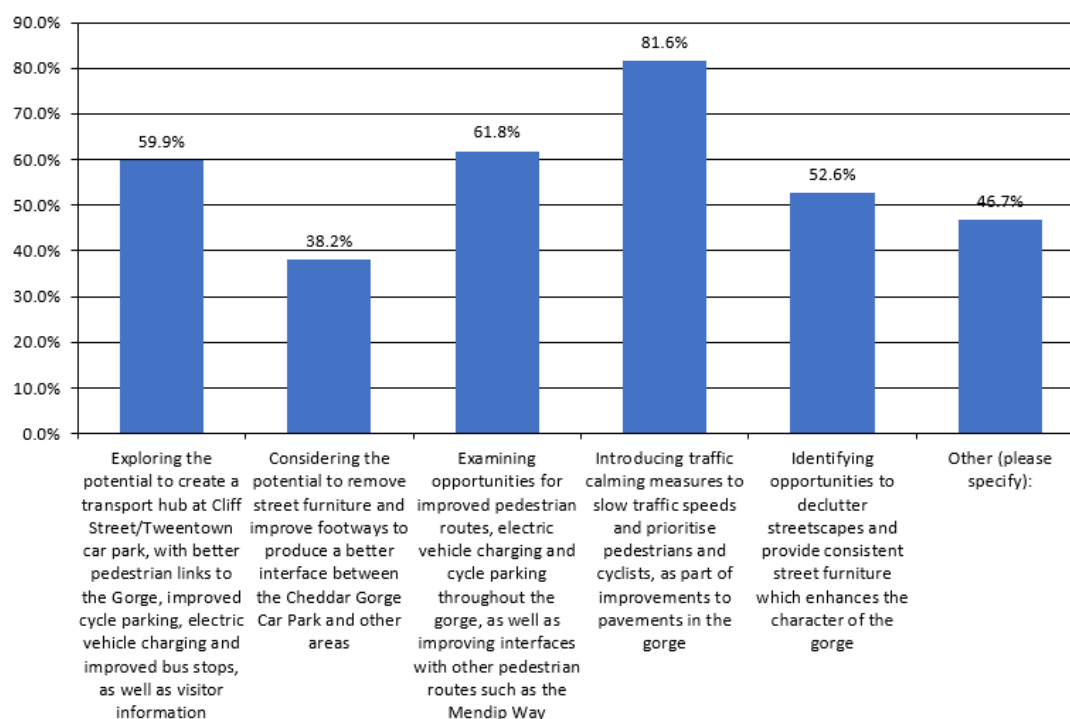
Question 4. The project team have identified the following projects for consideration as part of a Levelling UP Fund bid. Which of the following do you think should be included? (you may select more than one option)

Table of responses received.

Project	Number of responses	Percentage
Introducing traffic calming measures to slow traffic speeds and prioritise pedestrians and cyclists, as part of improvements to pavements in the gorge	124	81.6%

Examining opportunities for improved pedestrian routes, electric vehicle charging and cycle parking throughout the gorge, as well as improving interfaces with other pedestrian routes such as the Mendip Way	94	61.8%
Exploring the potential to create a travel hub at Cliff Street/Tweentown car park, with better pedestrian links to the Gorge, improved cycle parking, electric vehicle charging and improved bus stops, as well as visitor information	91	59.9%
Identifying opportunities to declutter streetscapes and provide consistent street furniture which enhances the character of the gorge	80	52.6%
Considering the potential to remove street furniture and improve footways to produce a better interface between the Cheddar Gorge Car Park and other areas	58	38.2%
Other (please specify)	71	46.7%

Bar chart visualisation of responses received



- Other (please specify): - 47% (71) ...

A table of comments received in response to this question is below.

Other comments
Getting rid of the derelict ex-hotel building and putting the space to much more constructive use such as those mentioned above

Depends on what "transport hub" means - there is a carpark.. people can park and they can walk
Improve public transport links and safe pedestrian access on the draycott side between cheddar and the football club
Improved landscaping of car parks and communal areas. Many of the areas just feel like tarmac with no trees or shrubs.
Sorting out the pub that is vacant and run down should be the main priority. Also trying to fill the empty shops so there is enough to attract tourists.
More benches and picnic area , safer route for visitors from cheddar woods (no pathway from cheddar woods to gorge or transport .
Social enterprises and community hubs.
It really is improving the pedestrian links. The fast drivers and cyclists just Barrell on through.
Attracting investment in vacant buildings such as coxs mill
Get the shops and businesses open so the place has life again.
Street lighting is very poor in the Cliff Street/gorge area coupled with poor pavement walkways makes it a dangerous place with all the car racers
Please don't demonise car users. Many of us who live on the area and pay council tax need them for work. Cyclists and walkers already have enough priority in the village.
Pedestrianise the gorge
Drivers still need ease of passage through the gorge. Some of the other suggestions seems to override this.
Cheddar should be an outdoor mecca. Improve climbing access, walking, mountain and road cycling, kyacking, sailing opportunities
Measures to improve cross rds garage junction to reduce congestion and numerous accidents
Replace the magic roundabout with a proper one.
Remove parking in the gorge.pedestrianise the road on regular occasions or 11-4
Short term parking, meaning higher footfall for shops, rather than all day parking only.
Improved traffic flow through the village as traffic increases
I am not sure what you mean by 'streetscapes'. But the park area by the public toilets at Daghole needs development and new seating. A lot of the plants and trees in that area and up through the gorge by the river are over grown and not maintained.
Reinstate train line for better transport links to cheddar.
Improved access for wheel chairs and push chairs
Get rid of the stupid anti parking cages full of rocks in all the car parks
Knock down derelict hotel and replace with public open space
Widening the road and including a cycle lane to avoid the constant close passes and abuse from car drivers - this mostly only applies to cycling uphill.
Cycle route / lane up the Gorge
All above sound as they're saying the same thing - keep it simple. Main issue is parking - park and ride best option but promote it.
Make the road through the Gorge traffic free so that Pedestrians and cyclists can use it and experience the peace and tranquillity.

Enhance the water features of the Gorge with more natural park/picnic areas, that can also be used for community festivals. Maybe a man made beach area for water bathing/paddling and small leisure boats.
Traffic data collection and subsequent enforcement of anti-social driving
Cycle Lane up the gorge
Introduce a greater number of disabled parking at Cliff Street/Tweentown and along the route up through the gorge.
Footpath to cheddar woods
Whilst it is nice to drive through the gorge it is best experiences on foot and on bike.
Encoring creativity
Taking more consideration as to the retail offering in the Gorge which is woeful
Extending the Strawberryline through the village from Valley Line business Park towards Draycott
Examining the potential to pedestrianise the gorge.
Knock down or renovate the derelict hotel. If you don't then anything else is a waste of time and money.
Sorting out the boy racers in the goege by put speed bumps in the road from horse shoe bend to the bottom of first cave.
A park and ride would be ideal, possibly at yeo valley site although now earmarked for more housing? Tourists staying at the axbridge side of cheddar eg at cheddar woods struggle to walk to the gorge as there are few pathways leading there i.e. axbridge rd, venns gate leading to Hannay road where they are then met with a footway, until then though they are often in a hedge jumping out of the way of the trucks
Keep the village as it is
You are only mentioning The Gorge. Why? We have a tourist Village too with 3 Schools and children trying to get across even on crossings it's become dangerous with huge lorries and boy racers using the roads like a race track. Please consider the Village too not just The Gorge.
Improve pedestrian access between Gas Works Lane and Froglands Lane. This is used by approx 100 people daily. Main walkway between camp sites the Gorge and the hills. No pave and a lot of speeding traffic
Regular maintenance of water ways through the Gorge.
It's not just in the gorge that traffic calming is needed. There is frequent anti social/speeding driving through the village as well as the gorge. We live on the main road through the village and people drive like it's a race track.
To protect the ecological and geological fabric and recognise this location as an ecological park.
anti social driving and car meets in the gorge.
Clear the parking out of the gorge. Traffic free days..
Put speed cams and speed bumps throughout the gorge.
Close the gorge to all traffic and make it pedestrians and cyclists only.
The Cliffs and the Gorge need to be made more accessible for people with mobility vehicles
Improving the strawberry line - widen between leisure centre and reservoir. Extend connections

Limit on street car parking up to the gorge and find an alternative/ other parking site. Plus a park and ride on the village edge, perhaps on the old Yeo Valley site. a
traffic calming and pedestrian access should apply to the gorge in general not just the commercialised section nearer to Cheddar
Install public loos, transport from bucklegrove to town (preferably paid by Owners not county), install furniture for elderly, and consider what activities you could encourage outside of the gorge that would draw different kinds of tourists in (watersports on reservoir, more access to paragliding etc from top of mendips, zip lining maybe?) Bottom line: Diversify.
Explore 'the last mile' option for locals who have limited mobility and find it difficult to reach the gorge.
Possible use or demolition of old Mill Hotel site for use more in keeping with character and needs of visitors and residents. Increase information to make sure people have a good experience in the village. Increase public toilets. Local volunteers guides . Support development of existing and new local businesses . Improve signage to businesses.
Getting Longleat to do something with Cliff Hotel.
These all sound terrible.
Improve pedestrian access from the village centre to the gorge.
Update shops and use empty shops
Better public toilet facilities. One set of public toilets was sold off and is now a hairdressers!
Tidy up gorge. Lower pond always looks a mess.
improved parking for residents
More parking. More public toilets.
Maintain/create wild corridor throughout gorge to allow wildlife to move up and down gorge.
Better bus services, longer timetables.
Good information e.g. interpretative boards, improve public transport. No Sunday buses, needs connection to Bristol. Falcon Coach A38. Restore free evening car parking for eating places, takeaways etc, improve signs e.g. public toilet, Daghole, not obvious from road sign safe footpath behind top lake, avoids road.

Question 5. Are there any other short-term projects that could be delivered by the 31 March 2025 deadline for this round of Levelling Up funding which you would like us to consider? (We will ask for your longer term priorities in the next question)

A table of comments received in response to this question is below.

Comments
Sort out the mess of parking / loading / access in Saxon Place to provide a central transport / parking / loading hub that is adjacent to shops and Kings of Wessex School. Encouragement for independent businesses to fill empty shop premises. Much much more secure cycle parking provision throughout the village. 20mph zone extended to cover all the village centre.
Provision of parking which will prevent visitors from destroying the natural landscape as they park on verges or wherever they think they can fit

Traffic calming should be a priority - speed bumps.
Short term environmental enhancement: more bird / bat boxes...
More N HS Dentists, if levelling up is about wealthy v poor then the poor not being able to afford dental care is critical
Some of the buildings/business facades are looking rather tired. They could do with a face-lift. Locals parking permits. We love to visit the Gorge for an ice cream after school, so a local parking pass would make us visit more often. Unfortunately it's not feasible for us to walk from Draycott to the Gorge, so we would need to drive.
Give free gorge parking to local residents off peak season (so that we can patronise the local amenities and add to the local economy)
Official mountain biking routes to access the gorge from the west side via the area near batts Combe quarry.
I think the parish and county council should explore the possibility of closing the Gorge to vehicles on certain days of the year. IE make it pedestrian / cycle friendly. I'm not suggesting this be permanent but maybe every 4th Sunday throughout the summer months. This would make it a much improved experience for all residents and visitors
Improve bridleway links in/out of Gorge to other cycle networks (strawberry line), blackdown (Charterhouse/mineries) and south Gorge to Cheddar Head.
Bring back the tourist bus
As above - 1. Sorting out the pub that has been empty for many many years. It makes the gorge look really bad and could be a good space for something else. 2. Support to shop keepers so any vacant dwellings are filled.
During the pandemic the road was closed to cars on a number of occasions, making cycling and walking up the gorge much more appealing. My children are desperate to cycle up the classic climb that is Cheddar gorge, but with present traffic levels it is just not safe enough for them. To make the most of the hill I suggest the road is closed for one or two days a month and advertised to bring the crowds in
Yes picnic benches ,weeding around the river running through the gorge general tidy up ohf this area , repair to fence damaged when tree branch fell in storm . Tidy up of the lane behind the old coxs mill picnic benches in this area and more planting of flowers similar to garden project in Lyme Regis ? Could have a small wooded walk with accessible wheelchair access so visitors with less mobility have somewhere pleasant to enjoy away from the road . Have Cox mill repaired , use of the hydro pump to keep its cost down , locals have always asked for this

Promote the experience for walkers, climbers and drivers(?) in to, out of and around the village. Make it more exciting and welcoming. First and last impressions really count.

Celebrate US!!!

Connectivity, accessibility and interactions between the each of these groups to gorge, mendips, levels, the reservoir and strawberry line. We need to entice, excite and show that we have the most incredible cliffs, caves, walking and cycling routes, views, nature reserves, cream tea & ice cream, strawberries, pubs, dining and adventure. Here in cheddar.

Tell people what they can do in 2, 3, & 4 days in Cheddar. Not send them to Wells and Bath.

Permitted and safe access to routes for cyclists and walkers in every direction (like the strawberry line) as well as throughout the village.

Set up a local pantry in the community. Have a place for club and social groups. Look at local food and local business owner to help you. Get the teenagers involved.

Traffic calming in gorge, Cliff St & Tweentown is very urgently needed to deter the constant stream of "boy racers".

No, I think you have got it about right really. Getting it right for pedestrians whilst still enabling those who can't walk to access is priority. It should be said tho, due to the anti social behaviour at the bottom of the gorge and all the way up, it is off putting for all of us. Only other thought, the entrance uk Gough caves is all very concrete ... can that be "softened" somehow? It isn't a welcoming area.

Investment in coxs mill which connects the upper and lower gorge areas

Traffic calming and CCTV installations to address antisocial driving in the village.

A lick of paint and a general tidy up of the existing lower gorge area, and the use of clean modern street furniture

There is great need for improvement in Cheddar, anything that could be done as listed above would make a huge difference. Your teams will be best placed to work this out to ensure the short term and the long term improvements match.

Ways to reduce antisocial behaviour.

Pedestrianise the gorge

Group organised to keep clean and tidy the Gorge and the Cliffs. Longleat need to be invoked as their car park at the bays is really untidy. Likewise the grounds in front of Daghole.

Stop building houses every where or no one will want to visit the next urban Highbridge

Refresh of the facades of the concrete buildings at the top of the gorge

Replace the magic roundabout with a proper one.

Increase bus routes and times

Develop the strawberry line to wells to integrate the tourist trails

Remove parking in the Gorge itself

Create parking at the top out of sight

Creat a place to walk dogs away from the childrens playing fields

Some more tourist features up gorge other than the caves

Traffic calming in the barrows / tween town - speeding occurring at school pick up times reguksrly

More bins.

Bigger variety of shops.

Short term parking to increase footfall, giving locals an opportunity to park quickly to support local businesses, and taking the parking issues away from local residents.

Plant rows of trees along the main road into Cheddar.

Park and ride

Close the road to cars at weekends

Please please please do something to stop the cars and motorbikes racing up & down the gorge - including past the shops and restaurants.

The old Cox's mill remains an eye sore yet should be a highlight of the gorge.

Improved traffic flow around Cheddar Woods.

Strawberry line being extended in the Wells direction.

Improved parking near Tesco's.

Improved link between the town and gorge.

Upgraded play areas at Sharpham and Tweentown.

Full fibre broadband for all residents rather than just some.

EV charging point for visitor use in Cliff Street car park, not the car parks owed by The Caves, unless they pay for installation.

Look at signage & road information as if you don't know the area, lots of confusion with signs near to Esso garage.

Landscape the park and surrounding area at Daghole to include new seating and planting.

Renovate and upgrade public toilets at Daghole

Clean pond and maintain trees and plants and pathways surrounding it.

Renovate and re open the public toilets at the top by the caves

Improved access for disabled users, including wheelchairs. Also to make it easier for pushchairs. It would be amazing to get access to the top of Jacobs ladder for every one - not just able bodied people.

Cycle track to fairlands school to link to strawberry line

Finally demolishing Cox's Mill, it's a blemish on the landscape and spoils the look of the gorge.

Providing a cycle lane to parts of the gorge where the road is already wide enough to facilitate this.

Keep the place clean and attractive. Some people like to go just for the environment.

Making safer pedestrian access around "the cliffs", so widening pavements and giving more obvious priority to pedestrians. Road surface around the gorge area also needs making more aesthetically pleasing.

Declutter streetscapes and provide consistent street furniture which enhances the character of the gorge
Complete closure of the Gorge to motorised traffic on some weekends and outdoor event days
Noise cameras in the Gorge itself and on surrounding roads.
Cycle Lane up the gorge
Yes
Disabled parking improvements De-clutter paths
The west mendip way signage should be reviewed as it becomes more difficult to follow when navigating the gorge. I ran the route a couple of years ago.
Arts
Reinstate the open top bus tour to include other areas of the mendips
I think there needs to be a well researched and well considered strategy towards the retail offering in the Gorge which is tacky. I also feel that the Gorge's major asset is not being taken advantage of as a destination for climbing. The overly aggressive bolcks of stone to deter cars is also awfull.
I think the top section of Cliff Street where the cave entrance and costa formerly sat requires a bit of TLC as the 60s architecture has not aged well and damages the character of the gorge. As a short term fix, I think this area should be repainted and potentially redesigned to be more aesthetically pleasing.
Traffic calming and regular dvla/police speed/noise checks in Cheddar village and Gorge to deter anti social driving. A noise camera in Cheddar Gorge would be very welcome.
Urgently need to tackle the anti social driving both in the gorge and around the village, this has been needed for years and years and each year sees a progressively larger amount of idiots driving anti socially around cheddar and through the gorge, at the moment its certainly not safe to walk or drive through at night.
Improved footpath signposting through the village (conservation area) as well as the gorge
Provide a sign posted map of the gorge/cheddar (depending upon location) of all of the areas you can visit. With shop/attractions that can be easily updated using a list of business to numbers.
There should be better protected pedestrian access to the three schools for school children in Cheddar - many of the routes have very narrow pavements or none at all and the roads are very busy. Pedestrians in the village should have priority over traffic.
Don't know

Could we incorporate extra measures to reduce the noise and speed problems in the village, Cliff St carpark should have a barrier system that will restrict access after a certain time at night to stop the regular idiots doing skids at night and general antisocial behaviour. Traffic calming must remain a top priority as we run a holiday business we receive constant complaints from visitors about the speed and wreckless drivers in the village which they feel makes the area seem run down and less attractive for visitors.

Better bus services

Better footpath connections to the centre of the village via union Street.

I would welcome anything to calm the anti social driving within the Gorge. A suggestion could be to close off the Gorge at night or CCTV at key points in the Gorge that does not disturb the beauty of it but can capture registration plates to pass on to Police

1. Knock down or renovate the hotel.
2. Present the Gorge as if it were owned by the National Trust (i.e. tastefully done with clean loos and decent dining options with local produce) and less like Weston Super Mare (tacky tourist tat).
3. Ban cars in the Gorge on Sundays (to remove the cruisers and make it more accessible for walkers and cyclists).

Consistent signage around the village to help visitors get to places of interest.

Cheddar is a tourist destination - how about a land train to move people between accommodation/camping to the Gorge, the village shops, the reservoir etc each summer season.

Traffic calming measures for the approach into Cheddar especially from axbridge bypass and Shipham hill would slow the speeding cars and that's not just limited to boy racers. Slowing their speed from these roads then sets the tone for how people should drive through the village but atm they continue at the speed they were doing downhill (shipham hill onto axbridge road leading to barrows road then the gorge) or a flat large road (bypass) and continue on Cheddars narrow lanes/roads at the unsuitable speed. Controlling speed on these 2 roads would also decrease the accident rate at the magic roundabout which also needs improving as tourists can't figure it out. The brown attraction sign to the gorge could be taken down to reduce the number of people using the magic roundabout when they are clueless as to how it works, plus the sign takes both pedestrians mainly from cheddar woods and vehicles onto axbridge road in cheddar head on into the Hanson trucks leaving the quarry yet there is not a footway for their safety, they are often squeezed into a hedge to get out of the way of the trucks.

There are tall large hedges in The Hayes that encroach onto the road where Mums and children walk to the First School. No wonder children are brought to school in cars, walking is dangerous. Also - at the top of Lower North Street facing the Catholic Church on the right the yellow lines for no parking should be brought down into Lower North Street. With two businesses on the next corner parking both sides wouldn't allow the Fire Engine to squeeze through and it would help the two top houses to get their cars out.

Better speed limit signs around village. Most villages and A roads will have signs every 100 meters. If you go from Shipham (30 sign at the bottom of Shipham Hill) via Tweentown, Market Cross, Church Street, Draycott Road the next sign is 40 past Draycott Park. Better use of flashing signs where speeding is a problem. Bus stops near the camp sites at Draycott Road by Cheddar FC.

Management of water ways and littering. Providing consistent street furniture. Continuing to crack down on anti-social behaviour.

Support for the Arts Quarter which is currently fund raising to improve its offering.

Also a safe path to walk down the gorge, along the road as sometimes you only walk half the as cars scream past at high speeds

Get cctv back in the gorge and village.

More cycle parking needed throughout village.
Speed cameras and traffic calming measures are long overdue on Axbridge road and upper new road.

Ban traffic from using the gorge at certain times - ie to stop boy racers mainly, but also to allow pedestrians to walk up and down the gorge road safely.

Improve the (non public buildings) in the gorge, consider compulsory purchase of these unsightly properties that are unoccupied or in poor condition.

Trial car free weekends in the Gorge.
Activity days in Gorge on car free days - (eg Climbing festival/Cycling festival/10k run etc)
Renovation of Cox's Mill Hotel.

the safety of pedestrians and traffic calming is urgent, whilst allowing for the traffic to have access to the local businesses in the gorge, which is paramount to the success of these businesses.

More bins to be put up the gorge to encourage youngsters to use them,
Remove the stone cages from car parks as they don't stop boy racers they just drift up the road instead , speed bumps would be an eyesore and a pain for cyclists, motorcycles and the law abiding public.

Improve bus and cycle links into Cheddar. Significant tree planting, especially around new housing developments. These appear to have been agreed with no thought for blending into local landscape, particularly those on road into Cheddar from Axbridge. Resolve ongoing problem with junction by petrol station. Decide which will be main shopping area, reclassify current vacant premises for housing.

Anti social driving and car meets in the beautifully natural gorge.

Better connected cycle routes. When you come off the strawberry line into cheddar high street . Very high levels of traffic. Lots of kids cycle to school traffic free routes to school s would be amazing.

Creating a fully segregated cycle/walk route to link the Strawberry line and Mendip Way to Cheddar.
Put working speed cams and noise detection the entire length of the gorge to limit speeds to 20mph - if illegally noisy and speeding drivers get a fine they will stop speeding. There is no need for any vehicle to top 20mph through the gorge at any time.

Improve and maintain public areas and parks. For instance, the gorge has 3 small park areas which have been neglected and not very inviting. Frist impression as a visitor would be underwhelming!
Address the traffic issue with a proper round about as you enter the village. There is nothing "magic" about the current junction! It causes confusing, frustration, accidents and long delays.

Create better pedestrians and cyclists routes from ANOB areas such as Rowberrow and Black Down in the direction of Cheddar/Cheddar Gorge. Improve the appeal and signage the strawberry line at the Cheddar end. Improve signage for walking and cycling options in and around the village.

Provide public lockers in the carparks to enable motorcyclists and walkers to store helmets and large rucksacks. Make the carpark pay machines easier for visitors to use the biggest issue/ complaint is the high £5 daily charge with option for shorter stays, plus it being app or cash only is a nuisance to local shops constantly being asked for change. Better street signs directing people to the Cheddar reservoir, this is a beautiful area that is still relatively unknown to visitors. The creation of a regular farmers and craft market to draw locals and visitors alike

More pedestrian crossings to calm through traffic and create more walkways through the village from the new developments leading to the village centre, not the gorge.
More parking bays in front of business premises with short stay terms to encourage visits to local shops.

Improve industry within the area for newly educated/qualified students. It's an expensive area with little industry. Expand upon industrial side of industry. Otherwise all hound people who cannot work and afford to live in the area will move away and it will become a place purely habited by older people which will negatively impact school populations, use of local facilities and capability to adapt in the future.

n/a

Knock down Cox's Mill. It's an eyesore.

Bring back a bus service for tourists. Maybe Axbridge - Cheddar Woods - Cheddar Village - Cheddar Gorge - Priddy - Deerleap - Ebbor Gorge - Wookey Hole - Wells. The bus could take bikes too.

With improved traffic calming, remove the ugly gabions of stone.

1. Undertake a survey of people who live in the village that have reduced/limited mobility to identify the need for transport options for these people to reach/access the town. Currently one bus every 1.5hrs, no bus after 7pm and no 'last mile' option for those who can't reach a bus stop.

2. Review community transport options for those on low incomes to help access medical appointments and social activities to tackle loneliness and isolation and improve health and well-being.

3. Undertake a traffic survey at the entrance to the Tesco/Factory bargains with a view to changing the road layout - dangerous spot with multiple vehicles turning with lots of pedestrian/cyclists in the same area.

4. Undertake a traffic survey at the Esso petrol station/'roundabout' at the entrance to Cheddar to identify problems and prioritise pedestrian/cyclist needs.

5. Add artwork to the Esso 'roundabout' as a welcome to visitors

6. Start making links with the new NHS Integrated Care System to do some joined up work on access to transport and recognising it's impact on people's health.

We have an elderly relative that would like to improve her mobility but cannot get to King's fitness to attend classes as referred to by the GP!
Community transport / other forms of transport would aid mobility and excess ability.

Non infrastructure changes to road use to tackle safety could be implemented quickly and make a big day to day impact on visitors and locals
Improve signage for safe walking
Install ev chargers in car parks
Provide picnic areas?
Improve existing public toilets
Help businesses build development plans / bids

Work to establish accurate traffic flows/ bottlenecks /days / times / issues . implement quick solutions and continue development of further infrastructure options to improve

Regular Local products/ produce market

Knock down or re-develop hotel it's been empty too long-ugly eyesore.
Provide decent footpaths for pedestrians from village centre to gorge

Speed humps, speed cameras in the Gorge and streets round Cheddar. Stop Boy Racers.
Make the streets safe for locals and visitors by making it unacceptable for the anti social few to come here.

I don't understand the question

Pedestrian crossing on Upper New Road at Holwell Lane - this is a very well used pedestrian crossing point and is very dangerous. Additional safety could be achieved by closing Round Oak Road to motorised vehicles at its junction with Upper New Road.

Traffic calming in the gorge and the village eg The Hayes and Upper North Street. Safe route from campsite into the village, safe routes for pedestrians

A commitment to much better public transport system (buses) so that tourists/visitors could access the Village and Gorge without necessarily using their cars. Improve the Strawberry Line so that cyclists and pedestrians could travel to Wells without risking their safety and lives on that dangerous main road which is used by large transport and quarry lorries.

Improvements to the footway and signage to link Cheddar Village with Cheddar Gorge.

A park and ride facility - especially in the summer months.

The Gorge is just one part of Cheddar. Access to the gorge is entered via the village which could also do with a facelift. Painting of railings etc Communal areas within the village meant for quiet sitting etc need to be defined as well as parking areas Certain areas have been overtaken by visitors who park up across bench areas / pavements etc as there is no signage/road markings. Also the ASB Driving noise issue in the village needs to be addressed urgently - More police presence/traffic calming/noise cameras need to be in the village not just the gorge. At night Tweentown / Barrows Road/ Cliff St/Wideatts Road is used as a race track with cars driving excessively fast and dangerously up past the Tweentown Service Station and around Hopwoods Corner. I grew up in Cheddar and the village is really important to me Even though it is growing in size with careful planning we can still retain the village feel that attracts people to visit and want to live here.

At least refresh the zebra crossings in Bath St and Church St.
A significant increase in the roads covered by the 20 mph speed restriction. For example; Blackrock through to the Football Club; The bottom of Tweentown to somewhere appropriate in the Barrows; The top part of the Hayes; All roads within that circle.
Improvements to pedestrian access: between Cheddar village and Cheddar gorge by putting in pavement along Cliff St or alternatively putting in clear signage for alternative route using footpaths and quieter roads. to Cheddar First School by putting in pavement along the whole of The Hayes Improved bus services, particularly enabling passengers to get to/from railway station in Weston on Sundays and evenings
Improved bus services from places other than WSM and Wells. Maybe Bath and Bristol. Also maybe a park and ride service to relieve parking congestion. Make the village a 20mph zone
Initial work on extending the Strawberry line. This has huge financial as well as health and well being benefits for both Cheddar and the surrounding Area. This can then be linked to the other suggestions made in this report
Connect gorge with village (Bath Street, Station Road) especially cyclists – arrive by Strawberry Line just abandoned old station, needs signage e.g. cycle lanes on Station Road. Then route around gorge e.g. Lower North Street, Wellington Place, Hill Lea Gardens to Tweentown. Cliff Street 100 metres needs footway, Ivydene to Gordons Hotel, signing off PROW e.g. Cufic Lane, from Tuttors Hill. Street name plate Lypiatt then route to cliffs. Lynch Lane cycle lane up Gorge Road. Trial monthly road closure for vehicles, encourage walking, cycling on road. Events – every month e.g. half triathalon.

Question 6. Thinking about the longer term, which are the other parts of Cheddar where you would like to see investment in significant public realm or regeneration projects?

Comments
More access to the Cheddar Yeo - create a riverside walk all the way from the Gorge to the village centre and Draycott Park? (Will require riverside landowner cooperation). Remove all large lorries and trucks from the village centre - may require a by-pass or de-classification the A371- but will make the village centre safe for pedestrians and cyclists.
Cheddar village centre, cycling to Draycott and further on.
Hannah More park
Revisit the cable car proposal up to the top of the gorge to make it accessible for all

Limit house building. Too much green land has been used, impacting the species survival in the area plus causing lots of extra traffic issues and pollution within the VILLAGE. Tourism isn't going to increase if the roads are blocked and all the amenities are full. People come to cheddar as it's pretty and has geological history not to be surrounded by houses and sat in a traffic jam for 30 minutes just to get to the gorge.

The roads are now not fit for purpose and dangerous, it's still a village and not a town. Car meets also are causing danger, removal of street furniture could increase the accessibility for this.

The hotel that is being held to ransoms by longlete needs to be pulled down and turned into something that benefits the gorge and the environment. Not a ski lift / more shops.

Cheddar is not just for tourists, it's a regular village too.

Cox's Mill needs to be demolished or renovated. It's an eyesore and really off putting to the immediate local vicinity.

Stop the building of housing sites and keep the local charm of the village intact.
Keep gorge traffic slow for the local wildlife.

Demolish the cliff hotel and turn into more parking!

A public parking solution for the village high street. Prohibit development of housing on the only available car park behind Tesco's.

Move the recycling centre into the industrial estate and free up that space for extra car parking for the leisure centre.

Improved playground facilities.

The "Magic Roundabout" needs to be redeveloped to give a safer turning.

Street furniture is the centre of the village around the Market Cross needs to be updated and pedestrian access in Bath Street and Cliff Street improved.

Cox's Mill site needs to be developed it is currently an eyesore. The magic roundabout at the bottom of Shipham Hill should be looked to be improved. There are often accidents there as drivers who are not local don't know how to use it. Also the amount of quarry lorries going through Venns gate area leading to the magic roundabout often clog the road up and are a danger to cyclist and pedestrians

Strawberry line link to Wells.

Cheddar needs to be accessible for all and right now you have to be able to walk a fair distance. Whilst controversial the cable car idea would open up the gorge to a whole new audience. If we don't move with the times our town will only decline further. If not a cable car there must be something else we could do.

Development of local shops

Keeping bus route to Wells and Weston. A regular bus route to Bristol and Bath.

The newly completed pump track is a triumph but needs money allocated for ongoing maintenance (this may of already been done).

More money should be spent to give kids something exciting to do in the great outdoors. Bouldering wall, bmx track etc

Cox Mill, reopen as hotel could be used as wedding venue , build out from the back over the lake (a wooded platform) to have really nice cafe and view point . How the hotel was let to get into a state of so called disrepair is disgraceful . This would make great hub in the gorge . The new sharpam pavillion could have staging so performance could be put on to support local groups , some notice board around the inside and soft furnishings to help noise reduction , I noticed during the jubilee celebration the room was basically empty , could have had craft stalls and charity stall inside

Make cheddar somewhere to spend a week. We should not just be a ceeam tea and ice cream.... surrounded by tat shops.

Big brands, specialised, berghaus, north face.... big, best brands in cycling, climbing, walking, triathlon, sailing, SUP, kite flying, gliding, horseriding, running... the list goes on... anyone within 90 minute drive should know that we have everything they need for adventure and outdoor persuits.

I think taking a look at the modern history of cheddar and making sure there are programmes for teenagers to be engaged with there community.

For a village the size of Cheddar we are very well serviced (lived here for 2.5 years now). Maybe the playing fields with the play equipment, make it prettier - more trees or flowers?

It's well passed the time that something was done at the junction of Upper New Road, Axebridge Road and Shipham Road. There is an increasing amout of homes being built in that area and increasing traffic.

Pedestrian access to the village along Axebridge Road is a fatality waiting to happen. A proper pedestrian path is required. And new houses in this area can only make matters worse.

Can we finally deal with the farce that is the promised pedestrian footbridge at Fiveways. And provide safe crossing over the A371 to the pavement.

It would be great to link up the Gorge with the village centre, the walk down Cliff Street is very poor for walkers and really is unsafe for wheel chairs

Consider the access to the gorge, should it just be for pedestrians and pedal cyclists?

Fences between kings of Wessex and Draycott park - have been vandalised and never replaced.

Need real encouragement and signposting for all the great walks in Cheddar, great cycle routes and ling term traffic calming.

More parking within the central village area. Lots more new houses... requires village infrastucture.

Traffic calming measures, better public transport to Bristol, weston, Bridgwater to encourage day visitors. More accommodation based on outdoor activity. People will travel 2 hours for a day event, and 4 or 5 for a weekend of adventure.

Compulsory purchase of Cox's Mill Hotel to be turned into public amenity space

Policing Cheddar skate park need refreshingThe community pavillion needs upgrades to the changing facilitiesCreate a place to walk dogs - away from childrens play areas

The disused buildings up the gorge

Hannah Moor Park is in real need of investment. Some play / leisure facilities in the heart of the village. After seeing some relatives in Hertford we saw what's possible for a space that size and the kids desperately need it

Top priority must be a footpath between Lower New Road (Centenary Way) onto Wideatts Rd/Upper New Road. Its utterly dangerous, and with more houses being built, a safe pedestrian network needs to be made. I do not live near there, but people in the village cannot be expected to cross a busy road, and walk along a road to access the playing field. Nor can residents the other side be expected to do the same, or risk a 15 minutes detour, to go via King's.

Something for young people, like a hall opened for them a couple of times per week with facilities i.e. snooker table. Something safe, but theirs, to look after.

A wider footpath along upp

Better parking for shoppers

Remove parking spaces opposite King's of Wessex school entrance to improve traffic flow

No more new houses unless there is significant spend on infrastructure e.g doctors, dentist, school expansion, bus routes. All recent housing developments are individually just under the threshold to add to community amenities - cumulatively Cheddar is now suffering.

The area of Cheddar near the new housing (New Road) needs better pavements.

The traffic flow near Cheddar Woods can be really poor.

It may be possible to have a road connecting the Wedmore road with the Wells Road to ease traffic through town.

Cheddar could really use an all weather football pitch, possibly at Sharpham.

The Reservoir is under utilitilised from a leisure point of view and access could be improved.

The Cox's mill site could be great but is a waste currently.

Full fibre to all residents rather than just for some.

The area around the old Woollen Mill could be improved from a retail and pedestrian point of view.

More could be made of the stream running through the bottom of the gorge - more water features could make it look truly eye catching.

The junction by Esso garage needs complete re-jig. Too many accidents & near misses
Narrow pavements along Cliff Street not suitable for walking with buggy/pram, re-planning needed.

Upgrade children's play area/park in Cheddar village.

Work with Longleat to regenerate the derelict hotel and surrounding area

Reinstate train line for better transport links to cheddar.

Coxes Mill is a disgrace. It's tragic that a derelict building is being left to rot. It's a complete eyesore

By pass

Footpaths between the different areas of the village and the gorge.

Get the hotel (or a hotel) built or remove it all and create a car park with all updated extras e.g. car chargers, etc.

To make a spectacular tourist destination as fits the spectacular Gorge itself.

A bypass around cheddar to reduce passing traffic and make the rest of cheddar a safer place for pedestrians and cyclists by introducing a blanket 20 mph speed limit and protected cycle and pathways throughout the village achieved by taking road space by introduction of a one way system.

- Relocating the Recycling Centre to Cheddar Business Park to improve congestion at Kings.
- Completing the Strawberry Line

Some of the buildings in the gorge could be more sympathetic to the surroundings eg the cave/Costa building which does not fit aesthetically and the abandoned hotel.

Outdoor centre for bike hire, kayak hire on the reservoir etc

Yes

Bus connections / park & ride

Rugby pitches/club house near reservoir could be significantly improved - turning it into a fantastic sports centre for local kids & adults!

Stearth Farm- becoming a vandalised eye sore

Arts

Toilets by the school,

Retail offering is just poor and underwhelming.

Long term, Cheddar requires major investment. Due to the increased housing requirements in line with national and local council neighbourhood plans, Cheddar's basic infrastructure is now at breaking point. Schools are full, the medical centre cannot take on more patients, nor can the dentist. Public transport in the area is appalling with rumours that the only remaining bus service 126 could be scrapped. The nearest train station is nearly an hour away by bus and the strawberry line has not been expanded as expected and there remains no safe walking/cycling routes between Cheddar and the city of Wells.

Cheddar Gorge and the main village centre along with better/easier access from one to the other for vehicles, cyclists and pedestrians to help encourage Cheddar residents to use the Gorge and its business more.

Area around Tesco/public toilets needs improving. Car park is always a struggle. Cheddar Park could also do with an upgrade. Maybe some picnic benches could be added? More stuff for young children added to make it a more of a sociable area.

The Gorge itself need to be promoted more and the attractions freshened up, I would certainly love to see the possibility of the construction and installation of a cable car travelling up through the gorge, The old derelict Cox,s Mill at the bottom of the gorge would provide the perfect place for this. Something definitely needs to happen with this building unfortunately Longleat Estates have left this fall in to such a state of disrepair its probably now not commercially viable to restore and i fear it will have to be demolished. This area definitely needs further investment.

Strawberryline extension

Demolition of Cox's Mill (Longleat Estates property) and opening up of the gorge vista
Adoption of car park behind Tesco to secure it for public parking permanently

Do something to the abandoned building right in the middle of the gorge. It's the biggest barrier to continuing up the gorge. Perhaps make it an open plan tourist hub/cafe. Something modern.

On the few occasions that vehicles have been prevented from travelling through the gorge due to rock falls etc, pedestrians have been able to walk up the gorge road without being disturbed by noise, pollution, risk of injury from being hit by a vehicle etc. This has vastly improved the experience of locals and those from all over the UK and world visiting the area. I would like to see petrol/diesel vehicles either restricted or prevented from using the gorge. On busy holiday periods the gorge has nose to tail traffic up and down it, that completely ruins the unique landscape. Also due to the rapidly expanding housing developments in Cheddar I would like to see a larger supermarket discretely positioned and further infrastructure to support the expanding population. Also a better connection to the gorge and decent shops in the village.

I don't know enough about the town

Cheddar village centre would also benefit from better pedestrian access, how this can be achieved with narrow roads etc who knows.

Better bus services

Better children's play area at sharpham Road would make it a real centre for sports in Cheddar. A huge opportunity to do this was missed when the pump track was build next to the new pavilion.

Traffic calming is key for the gorge area.
That and things for young people to do!

An interactive museum which explains about the history of the people that used to live and work in the Gorge. There's an amazing story to tell if you can look past the tourist tat and if we can attract people who want to spend time and their hard-earned money then the locals will benefit. I want to know about the palace in the school grounds and about Cheddar Man. Was he a victim of cannibalism or were his bones cleaned by relatives when he died? I don't need a kiss-me-quick hat or a Christmas decoration which has no connection with the location whatsoever.

The play ground at Hannah more has so more potential.

The "magic roundabout" junction adjacent to the Esso petrol station has to be improved. The destruction of Cheddar's iconic character through the seemingly uncontrolled development of residential properties is well underway (a shameful legacy of Sedgemoor) with no improvement to infrastructure. Increased residential traffic, increasing numbers of heavy quarry lorries, increasing numbers of leisure cyclists, pedestrians walking from Cheddar Woods to the village/gorge - a combination which is now creating a dangerous bottleneck at this junction with absolutely no plan to mitigate the problem.

In the Gorge a combination of timed pedestrianisation, traffic calming and old-fashioned law enforcement could improve the visitor experience and the massive issue of "boy racers" blighting the lives of residents as well as putting lives in danger. My own preference would be to permanently close the Gorge road completely and return it to nature.

The derelict Cox's Mill site in the Gorge has to be included in any regeneration scheme. It is an eyesore. Demolition could create an area for public use - a continental style square for example.

Improvement is needed at the ridiculously dangerous entrance to businesses and public parking between Tesco Express and the entrance to Kings Academy. The entrance is too narrow for two vehicles to pass (particularly when cars are parked outside of marked spaces around the entrance) and it crosses a footpath which is invariably busy with students and shoppers.

A bypass!! The traffic puts visitors off, its then dangerous for residents as ore get in their cars rather than safely walking as there are so few pathways and many speeding vehicles.

Ideally the gorge would be closed for all but emergency vehicles and allow outdoor activities in safety, with a land train for those unable to walk. The route to the top could be via draycott.

Although out of your vision, there are still too many "tat" shops so not inspiring for visitors to return. The arts quarter and craft shops that have recently opened are an improvement.

The reservoir, although again out of your vision, could be sectioned off like they do in France allowing public swimming/beach area, embracing peoples desire to swim in there but in a small area and negate the need for hideous fencing and costs. A cafe at the sailing club and the recreation building would then thrive.

We are in too much of a "can't do that because..." place where as the attitude should be "let's see if and how we can do that".

The whole of the centre of the Village needs a revamp. As an ex District Councillor for Cheddar who is passionate about this Village I am appalled at the state of this once beautiful tourist Village. What happened to the bypass we were promised over 50 years ago? It's needed more now with these massive huge lorries trying to get around the Cross in the centre. The Cross has been damaged and nearly lost, the boy racers are and their loud popping cars are giving us hell day and night, the so called Village Green on the corner of The Hayes has never been cut properly and more dandelions on it than grass which was left to go to seed and has travelled everywhere. This tourist Village is a joke now. You go to other attractions in the Country and all Villages are beautifully kept and clean. What has happened to Cheddar? Not a lot.

Top part of the Gorge the at Coxes Mill needs major work. Better maintenance of Footpaths and signage. Stop Cheddar being used as a race track. Weight limit between Cheddar and Wells. Build a bypass around Cheddar. Complete the cycle track from Cheddar to Wells.

Introducing traffic calming measures and better cycle/pedestrian access through the village.

The mill hotel is in a terrible state of disrepair which is in the centre of the gorge so is really noticeable.

More car parking and keep cutting the trees down up the gorge so we can see the rocks.

Cheddar needs better public transport links, particularly with Bristol. We need safer pedestrian and cycle access between outlying parts of the village and the centre/schools, especially along Axbridge road and Upper New Road. This would also be a boon to tourism as it would help guests at cheddar woods get into the village/gorge. Throughout the village there are many places without safe pavements - non-existent, not joined up, or too narrow and next to busy roads.

Old Nat West bank building to be regenerated or a purchase by public funds. Allow for provision of a proper width of footpath at this site. Improve footpath from Kings of Wessex Academy to Draycott Park improve width for cyclists. Allow more vegetation to grow around the perimeter of Sharpham Road Playing Fields with tree and shrub planting. If dog walking is allowed then erect signage for dog walkers to only use the extreme edges of this area not to roam freely over playing surfaces. Instruct professional dog walkers as to what is allowed when walking large numbers of dogs. A range of seating erected giving this area a feeling of a Public Park. The same investment could be made at the Recreation Ground in the village.

A plan for the old Cox's Hotel in the gorge. The building has been empty for years and will probably just become derelict if left. It's one of the most noticeable buildings in the gorge, so a plan is really need to regenerate it or knock it down.

Waterway management and hydroelectric

Renovation of Cox's Mill Hotel
Some kind of park and ride for the Gorge.
Permanent traffic free periods in Cheddar gorge
Safer pedestrian access routes through the gorge.
Renovation/upgrade to Caves complex - something that is less of an eyesore.
Better integration of Cheddar town and Gorge area - encourage more tourists in the town

Union Street, let's the whole village down.shops needs serious redevelopment, it looks a dump apart from the bath arms.A bypass by draycott park linking the cheddar to wells road with the cheddar to wedmore road would make a quieter more pleasant village ,that isnt gridlocked at the weekend and all the traffic would divert down lower new road . Especially if just for the car boot I live at the bottom of cheddar gorge , I was hoping that a cable car could of been put in a while back with bike carriers would be cool In Wales they have bike taxis, minibuses called(uptift) which could be done here and a dedicated mtb track descending the hills to cheddar, that would really give the area a positive boost ,you can see how many cyclists there are now, so it would work, and it works in throughout the Alps too.An open top/ classic? bus in the summer or a classy road train?The bays lake near me to be dredged, I know that isn't straight forward though.The biggest blot on the landscape within the gorge is the cliff hotel and the wall retaining the waterfall will fail soon and half of cheddar will be flooded, scuppering the investment and work involved in this project .I have sleepiness nights about this (not just because of boy racers) as the river is at the bottom of my garden and the highest recorded level was last year.Maybe weatherspoons could buy the cliff hotel? it would be damn sight better than what's there now.I am not a fan of Longleat Estates but I think they were on point with a cable car and a restaurant at the top of the gorge with aproposal a few years back, as it's been happening all over the world in places more picturesque than cheddar.A proper supermarket and Better bus links.Crossroads garage to have a roundabout as too many accidents Would be nice to pedestrianize the gorge but this bis probably unrealistic, maybe just in the summer ?

Strawberry Line connection to Wells.

More play facilities. Stuff for younger generation. Pump track is a big hit. A decent play area.

It would be fantastic to have a fully segregated cycle/walk route from the Strawberry line to Wells.

Put a car park outside the village, people can park there and walk through, or better create a park and ride and provide a bus service.

Build the planned second reservoir with access for all to walks, wildlife, cafes and beach / water

Create better pedestrians and cyclists routes from ANOB areas such as Rowberrow and Black Down in the direction of Cheddar/Cheddar Gorge. Continue the Strawberry line to Wells for both pedestrians and cyclists. Improve public parks and spaces with better and consistent street furniture and bins/dog waste.

The Cliff Hotel needs to come down and the area improved for the public.

Main shopping area to improve the aesthetic

Cheddar Village needs improvements to encourage visits from residents both from Cheddar and from surrounding villages and to create more of a destination or hub. Traffic calming measures along the Wells road and around the market cross to make the village centre more pedestrian friendly would improve footfall for local businesses and encourage more businesses to set up. Improved parking around Cheddar Village to improve access along with widening pavements in places and creating more on street parking along side streets, which slows traffic.

The centre of the village around the Market Cross where, with the continued significant housing growth, there is simply not enough parking to allow local business to thrive.

Public toilets for tourists. Industrial area to generate more employment opportunities. Modernisation and expansion of play parks to encourage more younger people into the area. Free parking for locals (badges/passes/sticker) so that the locals can use the local facilities ie. parking near fast food area of gorge without paying a tourist tax

n/a

1. Improve pedestrian access on the bridge out of Cheddar towards Draycott
2. Widen the bridge going into the Gorge or change the road layout/improve the signage
3. Widen the path by the post office to enable wheelchair and push chair users to walk safely
4. Improve road layout by Tesco/Factory Bargains to make it safer for pedestrians/cyclists
5. Upgrade Esso 'roundabout' so traffic flows more efficiently and doesn't bottleneck during school/work periods. Also add paving and safe cycle route for those coming from Axbridge.
6. Create a cultural venue on the old 'Cox's Mill' hotel site at the gorge to provide jobs, offering music, cinema and theatre and enable a wide range of arts, culture, event and community activities.

The old Hotel up Cliff St, is an eye sore and needs improving/making save for a community hub or similar.

The junction of the Esso garage definitely needs improvements, as several times vehicles have gone the wrong way round the junction could it not be made into a proper roundabout?

Reuse of empty shops / businesses/ hotel

Affordable housing

Development of outdoor pursuits hub

Training partnerships with local schools to help the development of skills needed in the local area

Seek sponsorship or businesses buy in to develop somewhere near Cheddar village for 'boy racers to meet and play' not on narrow winding village roads of one of the country's most outstanding areas of natural beauty - use this energy and passion to be something the area is known for in a positive way

Make infrastructure changes - Get use of roads sorted for everyone

Support Funding for local businesses development plans

Provide alternative place for boy racers rather than driving dangerously and very noisily through village

Stop building on all the green spaces and making Cheddar into a commuter town. Improve the infrastructure..its a struggle to get a GP appointment and NHS Dentist now non existant.

Larger doctors dentists and schools

Parking in Cheddar Village would be helpful and would encourage trade

Bath Street / Union Street - very narrow pavements where pedestrians frequently have to step into the road.

Permanent arts trail around the gorge and the village, possible using QR codes

A solution for the 'magic roundabout' which is anything but magic. There has been talk about sorting the problems caused by this roundabout for years. Get something actually done.

High street, improvements to street furniture and car park by Tesco

Additional parking and shuttle bus service to reduce congestion. Improved cycle routes onwards to Wells. Additional parking at Sharpham Road car park to further encourage fitness.

More youth facilities to keep young people out of trouble.

Improve safe pedestrian paths & access throughout Cheddar and to enable visitors to walk up the gorge. Improve parking spaces for residents.

The overall village streetscape is looking tired. The tarmac surface along key roads coming into Cheddar - Upper New Road/Tweentown etc are worn from building works, heavy lorries, no of visitors, misuse of roads ie ASB driving These rough surfaces don't help with noise levels for those living on roads into Cheddar. Another long term strategy would be to close the gorge to traffic during certain times and encourage the gorge to be used by walkers/cyclists/climbers A park and ride outside Cheddar using electric buses to bring visitors in could also reduce the environmental impact in the Gorge and village.

The Gorge attracts walkers but the main beneficiary of tourists there is the privately owned caves. Surely the desperate need is for enhancements to the village area where local businesses are struggling.

Considering the rise in the number of houses recently, there is already a need for an increase in the volume of Doctors, Dentists and more importantly perhaps a serious look at the number of school places as there will be pressure on those with an increasing number of families.

Improving Cheddar's access to Bristol, Wells and Taunton via sustainable transport - reinstatement of rail line?
Extension of strawberry line cycle path to Wells.

Investment for more doctors, dentists and schools in line with the amount of new housing being built.

Continuation of the Strawberry line as above to Wells. This will have again huge financial benefits to Cheddar in improving the tourism offering, having sustainable travel as well as providing safe travel for students. It has also huge health and wellbeing benefits. It really is a no brainer if only local government would wake up to the fact and start committing resources to at least the planning stage!

Repair public bridlepath on south west cliffs. Enhancement scheme Conservation Area. Bath Street, Church Street, Union Street. Redevelop Saxon Place, Station Road (behind Tesco). Repair Cox's Mill Hotel, at least mend roof. Probably research need for hotel or lodge accommodation like Wookey Hole. Extend Strawberry Line to Draycott, Wells.

Question 7. Any other comments?

Comments

Please don't add a cable car or other eyesores

The problem of boy racers who race along Tween Town and up the Gorge needs to be addressed. I know this has been improved but more work to be done here.

Being an area of outstanding beauty I am disappointed in untidiness of cheddar , I weed the lane near my house every time walk the dog and I'm slowly clearing this but a long personal bug bear of mine to see the amount of weeds , what about asking scout group to help clear area to achieve badges .

Cheddar bikes is really struggling. We have had zero hires on perfect weather days and weekends.

We know the village needs us to make the most of what we have as a community.

Our market research shows us that the typical visitors to cheddar is not adventurous out doorsy, rather than a bit lazy and just here for quick photo and find what the easiest way is to see the best view.... and thrn leave.

We know what we need to do as a small business but can not promote ourselves alone. I would love to discuss some ideas...

As a way of doing this i have already started the discover cheddar website working with AONB, chamber of Commerce and Cheddar Vision Group to start this.... i would love the opportunity to take this further and demonstrate my passion for our communities goals.

Check out your local pantry.

None. We love living in cheddar, we have noticed the reduction in car noise. Thank you.

it is virtually impossible to visit cheddar without access to a car. Improved Public transport into cheddar is essential for both local people and tourism

The is much in the proposal that will be good for the village. I sincerely hope the tender is successful.

Get rid of Longleat

I am glad to hear that consideration for improving Cheddar for its residents and visitors is a priority for you. I do hope that we can continue to be considered when plans are drawn up and a further public consultation is required. Thank you

Stop building houses or it will become a real town

More needs to be done to make the Longleat Estate take better care of their buildings

With the increase in housing and the number of quarry lorries in the village, it seems that Cheddar is overdue investment in improving Cheddar for the residents

Get Cheddar its identity back!

Main thing is doing something about the boy racers who regularly cause mayhem and spoil the environment for all other users. i guess it's unrealistic, but it would be amazing if the gorge road could be closed to motor vehicles.

The Gorge is one of most beautiful natural assets we have in the south west. If this can be kept and improved by reducing the priority from traffic to more natural pursuits and creating a parkland type atmosphere throughout the Gorge and also the Village in General, which would benefit the locals and tourists alike.

No

Arts

As a young person, it is clear that the village needs to make changes sooner rather than later as it is already having a negative impact on the community that have lived here for decades. For a village with such a large population, we are a long way behind other villages/towns similar to ours. As mentioned above, for me the big worry is the lack of public transport and schools/doctors at breaking point.

Longer term I think it would be great if Cheddar Gorge can become pedestrian/public transport/residents vehicles/emergency vehicles only. This will allow visitors to enjoy the gorge in a safer manner and encourage them to stay longer to see more of it and try out the facilities, shops, restaurants, pubs and activities available in a more relaxed and natural environment.

Making the lower gorge a conservation area to protect it from unattractive development

Any improvements would be more than welcome.

Our cheese is known all over the world. Apart from the shop (which sells very decent products) why don't we make more of this fact?

There many commercial and educational opportunities related to the cheese industry.

Pedestrianisation of Cheddar will destroy the very nature of the area and kill the town.

Ditto. Everybody keeps talking about The Gorge. We MUST take into consideration the Village too. Walking down towards The Cross you would never know it was a tourist Village

Most Visitors stay in the campsites on the Wells side of Cheddar. If you want to keep this important all year income to the village a major rethink has to be made regarding pedestrian access and road management other wise you will lose this income.

The biggest problem that Cheddar has is the anti-social and dangerous driving. This is not just the boy racers in the evenings but often during the day at the weekend when there are lots of pedestrians with a high risk of an accident.

do everything possible to help with the cable car idea.

I am pleased such issues are being addressed and support the project.

Something must be done about the anti social driving in Gorge.

So much traffic everywhere. Large vehicles encroach on the narrow pavements. You have to keep one eye over your shoulder so u don't get hit by a wing mirror. Ultimately cut the traffic allow parking outside the centre with good cycle bus connections.

The Gorge should be pedestrianised. What should be a tranquil beauty spot is destroyed by the reverberation of sports bikes and speeding cars - illegally speeding and illegally modified to break noise regulations. There is nowhere to walk where you cannot hear them. Cheddar itself is a grim traffic gridlock of cars unable to park and unable to squeeze through the once pretty village. A fully pedestrianised gorge and village would create opportunities for outside eating areas and for pedestrians to stroll through visiting the shops as well as enjoying a lovely walk in nature. I understand the noise problem for residents is intolerable at nights.

Priority should be to deal with the problems of anti social behaviour caused by cars in the gorge and surrounding roads. Simple solution would be to shut the gorge to all traffic others than pedestrians and cyclists. Improve links form areas such as Rowberrow and Black Down to encourage visitors to stay longer and spend more.

Cheddar seems divided between village and gorge. The gorge is a tourist destination mostly appealing to day trippers. The village centre supports the local population as well as the tourists who visit for longer stays. I think more emphasis should be given to the village centre as a more sustainable approach to regeneration of the area. A number of my customers have questioned why I would set up my business in Cheddar because it's not a place that they would otherwise visit if it wasn't for my business! We have increased the number of people visiting Cheddar but they all complain that they can't find parking spaces nearby. This could be a reason why I may choose to relocate my business in the future.

While this survey looks at the impact of the visitor economy, there are increasing pressures on local infrastructure and facilities all year round from the now unsustainable levels of housing growth in the area.

1. The language used in this survey is very 'corporate' speak and would act as a barrier to many people. Please see: <https://www.gov.uk/government/publications/inclusive-communication/accessible-communication-formats>

2. There is no direct link to the Levelling Up paper mentioned or even its executive summary for those who want to know and understand more before adding their comments.

I am happy to be contacted and involved in any further consultation on this application.

Cheddar is special, it deserves additional support to overcome particular difficulties we face and to make the most of our stunning Gorge.

Have some hanging baskets and planted pots around to brighten the place up. The river and ponds are an asset..do something with them.

Public transport interchange in a well used and busy car park seems a daft idea for 1 bus an hour. There is adequate on road space already provided on Tweentown - just extend the bus bay and stop cars parking near to them, in particular on the westbound side just before the bus stop. Remove the taxi bay - in the 25 years I've lived here I've never seen a taxi parked there. Then improve the corssing points on Tweentown and Cliff Street to aid people to get too and from the bus stop.

Why is this survey only concentrating on the Gorg?. Cheddar Gorge gets thousands of visitors every year. Cheddar Village in the way of public transport gets nothing.

I think Cheddar will not be improved or enhanced by any more housing development

If there is a transport hub it is essential that the bus passes through the village area with encouragement for visitors to stop and spend money in the village shops.

Street furniture is not really a priority. What there is now is an appalling lack of parking and a dearth of public toilets, in one of the country's major tourist attractions. Creating a transport hub in the Cliff Street car park would only exacerbate the parking problem.

Cheddar Gorge is a major attraction for tourists from all over and to visit should be a smooth and pleasant experience. I love living here and would love to see more investment so when visitors leave they feel they have had a positive experience.

Communication links also need to be looked at within Cheddar. With a growing population the pathways and pavements are clearly not fit for purpose with many pavements far too narrow or even non-existent and the whole road and path infrastructure needs to be looked at.

Levelling Up Bid seems to be only about the Gorge. Surely the residents should get investment in our highstreet (i.e. Bath Street, Union Street. Mark cycle lanes on wide streets e.g. Tweentown, Station Road. Perhaps community mini-bus to connect to A38 Falcon Bus to Bristol. Maybe public transport evenings connect to hospitals and Sunday.