


Severnside Strategic Infrastructure- led Masterplan

Public Engagement Report

South Gloucestershire Council

September 2022

Engagement report



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1. Introduction

1.1. Purpose of report

A non-statutory public engagement period has been undertaken by South Gloucestershire Council to gain feedback on the draft Severnside Strategic Infrastructure-led Masterplan. The engagement period ran for six weeks from Monday 13 June to Sunday 24 July 2022.

This public engagement report provides a summary of how the public engagement was undertaken and how the responses received were analysed. The results of this analysis and an outline of how South Gloucestershire Council has considered the responses are presented, along with an overview of the effectiveness of the engagement.

As well as contributing to the finalisation of the masterplan, the feedback received has also provided the council with valuable local insights that will benefit both this project and other projects in the local area.

1.2. Document structure

This public engagement report is structured as follows:

- Chapter 2: Project overview: presentation of key project outputs that formed the basis of this engagement.
- Chapter 3: Approach: outlines the methods of engagement, promotion and materials, feedback, analysis and accessibility.
- Chapter 4: Response to engagement: sets out the key findings from the engagement and the actions arising from the feedback analysed.
- Chapter 5: Engagement effectiveness: presents the reach of the engagement methods, in terms of the number of people engaged and the representation from minority groups.
- Chapter 6: Conclusion and next steps: summarises the key findings and actions and sets out the next steps following engagement.

2. Project Overview

2.1. Introduction

As shown in Figure 2-1, the area of focus for the masterplan includes large parts of the Avonmouth and Severnside Enterprise Area (ASEA), a strategically important location for employment locally and regionally, the established communities of Pilning, Severn Beach, New Passage, Northwick, Redwick, Hallen, Over and Easter Compton and thriving leisure experiences at The Wave and The Wild Place Project. Adjacent to the Severn Estuary, the area has a unique landscape and biodiversity. This is an expansion of what is historically known as ‘Severnside’.

A large part of the ASEA is within the area of focus, it is a strategically important location for employment locally and regionally and provides a platform to promote further investment. Its position on the strategic transport network with links to the M5, M4, rail and the Port of Bristol has attracted and retained major employers and international organisations.

Figure 2-1 - Severnside area of focus for the masterplan



Source: OpenStreetMap contributors

South Gloucestershire Council has been working on a long-term vision for Severnside. The complete document will be called the ‘Strategic Infrastructure-led Masterplan for Severnside’ and sets out a vision for the area up to 2050 and recommendations for how the vision can be delivered.

The masterplan considers Severnside’s communities, natural environment and Green Belt and economy as central to achieving successful regeneration and transformation in the area. These three components, and critically the movement to, through and between them (or the

areas which support/facilitate them¹), underpin proposed interventions in this masterplan. The proposed interventions offer strategic direction to help to guide and control the development of land in the future in Severnside.

The masterplan describes the direction of travel for future infrastructure improvements. It presents a vision for Severnside and strategic spatial concepts. It is intended to help to inform and guide future plans, such as South Gloucestershire Council's emerging Local Plan and future regional development strategies for the West of England (the Combined Authority) and any detailed future plans for transformation of specific areas or aspects within the area.

As part of this work, a public engagement exercise was undertaken to hear from residents, businesses and other members of the community to help finalise the strategic masterplan, which will set out aspirations for this area for the next 30 years.

The public engagement was run for six weeks to gather views on:

- the long-term vision and objectives.
- recommendations for short-term projects.

A summary of these key elements of the masterplan which formed the basis of the engagement exercise are provided below.

2.2. Summary of key proposals

2.2.1. Long-term vision and objectives

An aspirational vision for Severnside has been considered alongside key challenges which must be addressed when planning for sustainable development as outlined in the National Planning Policy Framework (NPPF).

“To recognise Severnside’s unique communities and internationally important status, both environmentally and economically to attract and focus new investment.”

The masterplan will aim to address eight distinct objectives through an infrastructure-led strategy, which in turn will deliver a vision for Severnside.

All of the objectives are underpinned by the primary challenges associated with sustainable development including carbon net-zero and climate resilience, equality and diversity and economic growth.

- **Supporting existing communities:** Meeting the challenge of delivering the local and regional housing need and identifying a suitable amount of new housing to come forward in the Severnside area that serves the needs of the local community, including a range of home tenures, types and sizes in sustainable locations. Identifying key infrastructure, services and facilities to support new and existing communities.

¹ For example, in the case of Severnside's economy, this includes significant employment bases.

- **Improving access and connectivity:** Catalysing the development of a fully integrated, convenient, safe, attractive, accessible for all, sustainable transport network with priority given to public transport and active travel. Facilitating all modes to and through Severnside via appropriate and suitable highway infrastructure whilst maintaining access for local communities. Focusing a place-based approach to net zero transport infrastructure improvements with solutions that create better places and healthier, happier, more resilient communities.
- **Supporting regional employment opportunities:** Enabling Severnside to continue to be a major economic driver in the South West, serving to attract inward investment, drive innovation and a collaborative economy. Identifying the requisite infrastructure to continue to maintain and re-shape its role as a major focus for employment, fostering an inclusive environment for key sectors which are at the heart of the UK's economic future, including advanced engineering, green and environmental technologies, tidal power and transport and logistics.
- **Improving the functional and recreational opportunities of blue & green infrastructure (GI/BI)²:** Identifying opportunities to deliver multi-benefit green and blue infrastructure aligned with the South Gloucestershire Green Infrastructure Strategy. Putting green and blue infrastructure at the heart of placemaking due to its potential to improve local quality. Mitigating against the adverse impacts of climate change on society and offsetting carbon. Improving the accessibility and quality of existing GI/BI within Severnside through strategic corridors and linkages to key destinations.
- **Protecting and enhancing the internationally important natural environment and habitats and responding to the nature emergency:** Enabling thriving communities with a clean and biodiverse environment, where natural assets and historic assets are protected, and natural resources are used prudently. Preserving and enhancing natural assets and existing green space to support protected species that inhabit Severnside and to encourage greater species diversity through effective habitat management. Achieving a sufficient and comprehensive mitigation strategy for the Severn Estuary, enabling development to proceed without harm to the integrity of the protected area.
- **Creating resilience against the impacts of climate change:** Guiding infrastructure improvements to create resilience against the impacts of climate change. Strengthening and enhancing existing flood defence schemes and supporting new flood mitigation measures to better protect existing infrastructure/communities and enhance opportunities for development. Investing in future energy supply networks to consider where our energy will come from as we switch to sustainable sources. Ensuring that the infrastructure we put in place today to tackle water supply, waste-water management, energy supply and digital connectivity is future proofed.
- **Enhancing the identity and sense of place:** Strengthening and preserving the distinctive identities and heritage of the existing communities and neighbourhoods. Improving civic and intimate space to evoke a shared sense of place and facilitate interaction.
- **Contributing to South Gloucestershire Council's 2030 net zero carbon emissions target:** Contributing to achieve 'net zero carbon' by 2030 to match Local Political declarations and by 2050 to match that required by Central Government. Harnessing innovative transport solutions that reduce car dependency and embracing green and

² Blue infrastructure refers to water elements, for example rivers, ponds, wetlands and floodplains. Green infrastructure refers to trees, hedgerows, fields and parks etc.

environmental technologies. Expanding the existing / growing renewable and low and zero energy technologies and adopting smart technology to meet climate change challenges initiated, i.e. water and energy consumption.

2.2.2. Strategy to achieve the vision

To achieve the vision, meet the objectives and respond to the issues, opportunities and feedback from the community and stakeholders, ambitious steps must be taken. A holistic vision that spans across various functions requires a step change in infrastructure to support growth.

Throughout the masterplan the findings are presented for three distinctive areas: communities, the natural environment and Green Belt, and the economy. The overarching strategy to deliver infrastructure improvements to address the issues and opportunities is:

- **Communities:** Enable growth that contributes towards meeting housing needs, is close to jobs and creates wider demand and viability for improved local services and facilities and helps deliver key infrastructure.
- **Natural environment and Green Belt:** Maximise the opportunity to enhance the unique estuary environment and improve green space networks to generate demand and income for better management, improve green links and enable conservation-based industry to become an asset.
- **Economy:** Build upon the opportunity of existing growth in the Avonmouth Severnside Enterprise Area to continue the strengths as an industrial location and to densify jobs and diversify employment types in planned area to create demand to invest in infrastructure to improve connectivity and attract more specialised jobs.

The ambition for growth is required to justify the levels of investment for infrastructure improvements to be able to address the issues and opportunities for Severnside that span across communities, the natural environment and Green Belt, and the economy.

The identification and refinement of opportunities to enhance and improve the infrastructure provision in Severnside has followed an iterative process. Future infrastructure improvements and policy recommendations were initially identified at a high level, written as a series of aspirations within which more specific interventions and policy recommendations have subsequently been identified and appraised.

Proposed interventions and the rationale behind them are listed below by category:

Active modes

- New and improved **footpaths and bridleways** with improved lighting - Support sustainable modes of travel, such as walking, wheeling³ and cycling and improve access to Enterprise Area, Severn Beach and Pilning railway stations, existing communities and green belt resource.
- Continuous **cycle infrastructure**⁴ along all major routes to connect to key destinations within and beyond Severnside - Enhance connectivity to Enterprise Area, residential areas and the active green belt from within and beyond Severnside e.g. Cribbs Causeway, Avonmouth and other parts of the north fringe of Bristol, including connecting to transport hubs as part of longer journeys.

³ Includes pushchairs, wheelchairs and mobility scooters.

⁴ To LTN/120 standard.

- Provide **secure cycle parking** for residents, employees and visitors at key destinations, including bus stops and rail stations - To ensure adequate facilities to encourage people to cycle to and around Severnside, including as part of longer journeys when combined with bus services or rail travel.

Bus

- Improved **frequency of service** to residential and employment locations - Improve accessibility into the Enterprise Area, 'active' green belt and to services, facilities, and employment beyond study area to benefit residential community.
- **New routes (including demand responsive options)** via Enterprise Area and existing and new residential areas - Rationale as above.
- **Metrobus extensions** to serve the ASEA, including from Bristol and the north fringe of Bristol - Rationale as above.
- Investigate the use of the **Portway Park and Ride for services to Avonmouth Severnside Enterprise Area** - Rationale as above.
- **Improve bus infrastructure**, including waiting areas and travel information - Rationale as above.
- **Shuttle bus services** to connect to visitor attractions and provide links to the unique natural environment - Improve accessibility into 'active' green belt.

Rail

Severn Beach Station - Improve accessibility into enterprise area, services, facilities, and employment beyond study area to benefit residential community. Residential demand supports viability of rail service improvement.

- Improvement to **rail services as part of MetroWest Phase 1 project⁵** to increase train frequencies on the Severn Beach line.
- **Provision of parking** to support rail- based park and ride.
- Bus connectivity and **connections for the first and last mile from station.**

Pilning Station - To improve accessibility by rail and last mile connectivity to employment and active green belt.

- **Station improvements** are required to enable access to improved services, which should include an overbridge, and to improve waiting facilities.
- Improved **rail services and connections for the first and last mile to/from station.**

Integrated transport modes

- **Trial the use of mobility hubs⁶** to integrate transport options at bus stops and rail station to enable first/last mile connections - Improve accessibility into Enterprise Area, services, facilities, and employment beyond study area to benefit residential community. Trial new approaches that seek to integrate existing transport options for seamless journey interchanges to extend the catchment of existing public transport infrastructure.

M49 connection

- Highway connection to **M49 Avonmouth junction** from Avonmouth Severnside Enterprise Area - Protects and enhances local communities. Includes bus, walking,

⁵ [MetroWest Phase 1](#)

⁶ [Mobility Hubs - West of England Combined Authority \(westofengland-ca.gov.uk\)](#)

wheeling and cycling access connecting to existing and new development. Need for investigation into lorry lay-over facilities as part of this intervention.

Strategic transport link

- **New strategic transport link** connecting from Avonmouth Severnside Enterprise Area to M5 Cribbs Causeway - Protects and enhances local communities. Provides a new link to employment, active green belt and growth areas to prevent unsuitable through traffic accessing local roads. This will open opportunities to improve local access roads for sustainable travel. Supports prioritising active modes and public transport through existing settlements.

Local street improvements

- Investigate the development of schemes that prioritise safe, sustainable and local access over traffic passing through in existing and new residential areas, **known as liveable neighbourhood concepts** - Seeks to reduce traffic destined for other destinations passing through residential areas to improve safety, sense of place and encourage active travel for local trips in local communities.

Nature and access to open & green space

- Series of small-scale interventions to **create physical and ecological links** between environmental assets. **develop the tourism potential of the area**, e.g. observation and interpretation areas - Benefit recreational and leisure use by improving access and creating green connections between existing and new open space and environmental assets with ecological connectivity.
- Provision of **shared use green spaces** to form integral hubs for social interactions within local communities - Rationale as above.
- **Tree planting and providing more greenery along streets** across the area - Improve the quality of the environment for residents and visitors to the area as well as providing benefits for climate mitigation and resilience.

Retail and community

- Provision of **new local retail and community facilities** - This would be facilitated through residential growth and could include public or privately-owned facilities and services, such as gyms, food and beverage etc.
- **Enhance existing community facilities** - Strengthen the position of local schools and community buildings in the area, allowing them to serve as 'hubs' for neighbourhood communities.

Flood defence and other feasibility work

- Carry out **feasibility work on a variety of aspects, including** to establish the potential locations for housing and other growth opportunities- Upgrades to the existing flood defences are being facilitated through the Avonmouth Severnside Enterprise Area Ecology Mitigation and Flood Defence Project, which aims to protect the ASEA to enable development. Whilst the project will also provide protection for some coastal communities, the scheme is not intended to protect potential new residential developments. This reduces the risk of flooding in the study area, but the designation of the Flood Zone 3 area may not change. Further feasibility work is required to investigate flood defence requirements when looking at the suitability of sites for potential new housing growth.
- Integrate **environmental and flood defence infrastructure** into existing communities, through green spaces and nature-based drainage systems for rainwater management -

Accommodate opportunities for multi-dimensional flood defences that benefit environment, improved walking, wheeling and cycling routes and leisure opportunities. This would serve to protect and enhance local communities.

- In partnership with key stakeholders, **investigate the potential of intertidal habitats** in mitigating the impacts of climate change, i.e. to provide efficient and cost-effective solutions to help protect communities from coastal erosion, storms and flooding - Rationale as above.

Wastewater and drainage system

- **Upgrade existing drainage system** - To mitigate risk of flooding from rivers and to ensure that the system can operate functionally and without adverse impacts on the wider community with additional growth/development.

Power Supply

- **Upgrade power capacity** in the Enterprise Area - To meet increasing power requirements of large-scale logistics and industrial users, enabling full business functionality.
- Investigate the potential for **wind energy and solar photovoltaic (PV) schemes** - To build on existing the council's studies, and to ensure opportunities to identify and deliver different renewable energy resources in Severnside are pursued. This will help to ensure alignment with local and national 'net zero carbon' targets.

Digital connectivity

- **Provision of digital infrastructure**, including the roll-out of superfast broadband - To support the Enterprise Area in line with realigned employment sector ambition (higher density and higher value jobs).

Smart technology

- Provision of appropriate **environmental smart technology** - Initiate the adoption of smart technology to meet climate change challenges, i.e., water and energy consumption.

2.3. Project timeline

Key project milestones are presented in Figure 2-2. Prior to carrying out public engagement in summer 2022 work was undertaken to understand the existing situation in Severnside. To gain a rounded understanding of the key challenges and opportunities across the area a number of key stakeholders including technical specialists, and local councillors and have been engaged through the duration of the project.

Engagement with stakeholders has focused on what the area looks like now and opportunities for how it might change over the next 30 years. Feedback received informed the development of the draft strategic masterplan for public engagement.

Figure 2-2 - Project milestones



3. Approach

3.1. Engagement overview

3.1.1. Early engagement - workshops and meetings with key stakeholders

Ahead of the public engagement period five online workshops were held with key stakeholders to understand local perspectives, issues and concerns and help inform and shape the draft masterplan:

- Internal workshop with South Gloucestershire Council officers – 19 January 2022.
- Members workshop with local wards members and Parish Council members – 10 February 2022.
- Technical stakeholder workshop with external industry stakeholders – 16 February 2022.
- Major organisations workshop with major employers and developers – 17 February 2022.
- Community / campaign group workshop with community groups, campaign groups, religious organisations and other seldom heard groups⁷ – 3 March 2022.

These workshops introduced the emerging draft masterplan (including thinking around the challenges faced by Severnside) and the process being undertaken to develop the draft masterplan. Stakeholders were invited to provide feedback during the workshop or by email afterwards. This feedback was incorporated into the draft masterplan shared for the engagement period.

In addition to these workshops individual meetings were held with a number of stakeholders who were identified as key bodies to represent local views and who were willing and able to engage actively in the process. An online meeting was held with SevernNet (a local business network) to discuss concerns of local businesses, and members of the project team attended a SevernNet Business Breakfast event to publicise the public engagement event to local businesses. An online meeting was also held with Pilning & Severn Beach Parish Council and Neighbourhood Plan Group to understand local views and discuss how the masterplan fits with the emerging Neighbourhood Plan. This was followed by an in-person meeting to further discuss points raised.

3.1.2. Public engagement

The Severnside Strategic Infrastructure-led Masterplan non-statutory public engagement ran from Monday 13 June to Sunday 24 July 2022. During this six-week period members of the public were encouraged to engage with material online summarising key outputs from the draft report and were also given the opportunity to attend two drop-in events hosted in Easter Compton and Severn Beach to view information boards and speak with members of the project team about the proposals.

A total of 44 survey responses were received during the engagement period as well as 15 letters / emails received through the South Gloucestershire Council regeneration team mailbox from local residents, businesses and key stakeholder organisations. Following the

⁷ Seldom-heard groups is a term that refers to under-represented people/groups that are less likely to be heard during the public engagement process and decision making. These groups often include those who are protected under the Equality Act, for example older/younger people, disabled people, and minority ethnic groups.

end of the engagement all of the submitted responses were analysed to understand individual views and opinions on the proposals to inform the final masterplan.

Further details are provided below regarding the approach to promotion, gathering feedback and analysis of responses. The key findings from the engagement exercise are presented in Section 4.

3.2. Engagement materials

The engagement materials that were prepared to support the masterplan public engagement are listed below. Copies of all documents excluding the web page and masterplan summary are presented in 6.1.Appendix A.

- Website content:
 - Information on the project and key engagement materials were posted on the council website, including the engagement survey, summary of masterplan outputs, and a set of Frequently Asked Questions.
- Executive summary:
 - A high-level summary of key details of the draft masterplan was prepared and hosted on the South Gloucestershire Council webpage and also prepared in printable format on request. A link to download the full technical report was also available on the South Gloucestershire Council webpage.
- Engagement survey:
 - A four-part survey plus equality monitoring and diversity questions. This was a combination of both closed and open-ended questions to give members of the public the opportunity to express their views on the wide scope of recommendations presented in the masterplan. The survey was prepared as an online survey and as a hard copy version. Members of the public were able to request hard copies by emailing or phoning.
- Frequently asked questions:
 - A set of frequently asked questions were prepared and hosted on the South Gloucestershire Council webpage to provide further clarity on key aspects of the masterplan, in particular its role within the wider policy framework.
- A4 poster:
 - An A4 poster was prepared to email to key stakeholders to publicise the engagement and was displayed in selected community venues in the Severnside area.
- A6 postcards:
 - A6 postcards were prepared to publicise details of the drop in events, dates of the engagement period, website and survey link, and key contact details. These were available at the drop in events themselves and were also distributed to several community venues across Severnside prior to the engagement launch. Postcards were also provided to the Pilning & Severn Beach Neighbourhood Plan Group to distribute at the Severn Beach centenary celebration.
- Exhibition boards:
 - A1 exhibition boards were prepared to present key outputs from the masterplan at the drop in events on a larger scale to help individuals engage with the materials as an alternative to viewing the materials online.

3.3. Drop in events

Two drop-in events were run to allow members of the public to come and view the information boards, ask members of the team about the proposals and also to provide another opportunity to complete the survey:

- Easter Compton Village Hall: **Wednesday 15 June, 2pm to 7pm**
- Severn Beach Village Hall: **Tuesday 5 July, 2pm to 6.30pm**

The following visual aids and resources were made available at the drop in events:

- Exhibition boards
- Postcards
- Hard copies of the online survey for people to take away
- Print outs of the full report to read at the venue.

3.4. Promotion and publicity

A variety of communication methods were used to help promote the six-week engagement period and the two drop-in events.

An email was sent to over 200 stakeholders including local members, parish councils, technical stakeholders, community groups, local businesses and seldom heard groups. Other stakeholders would have been notified when the engagement went live via the council consultation pages.

A total of six posts were shared on social media to promote the engagement survey and dates of the engagement events with members of the public. Social media channels used were LinkedIn, Facebook and Twitter. The social media posts achieved a combined reach of 12,500, with 17,000 impressions (total number of times social media browsers were shown the posts) and 111 clicks. Data from these posts was compiled throughout the engagement period to monitor the level of engagement.

The engagement period and drop in events were publicised via the council's email newsletter, which has an audience of more than 85,000 local residents and stakeholders. The masterplan was included in the newsletter on 21 June and 19 July. It was also promoted via the email distribution list for the Severnside Community Engagement Forum.

Key stakeholders who had been engaged earlier in the project process were also personally notified of the engagement launch via email and a press release was issued by South Gloucestershire Council.

A total of six posts were shared on Facebook and Twitter throughout the six-week campaign. The posts were used to promote the launch of the engagement period, the public facing events and to serve as a reminder of the closing date for the engagement. A short animation was also created promoting the masterplan and this was shared via Facebook and Twitter. The council's LinkedIn profile was also used during the six-week campaign.

Error! Reference source not found. Postcards and posters (printed and / or digital) were provided to parish councils and community venues in Severnside to further promote the engagement:

- Pilning and Severn Beach Parish Council
- Almondsbury Parish Council
- Severn Beach Village Hall
- Easter Compton Village Hall

- Pilning Village Hall
- The Wave
- Severn Beach Library
- Easter Compton Farm Shop

3.5. Feedback

Throughout the engagement period residents could provide feedback using a selection of methods:

- Face to face engagement during the two engagement events hosted in Easter Compton and Severn Beach.
- Completing the engagement survey, either online or via hard copy in the post.
- Emailing the South Gloucestershire Council regeneration team inbox.
- Calling the project team.

3.6. Analysis approach

The approach taken to analysing feedback received via the engagement survey, email and social media is set out below.

- Engagement survey responses (closed questions):
 - Responses were extracted and analysed at the end of the engagement period. Respondents selected an answer from a set of predefined responses which were used to understand the respondents' key priorities. Results are shown in Section 4.
 - Analysis of responses to the Equality and Diversity questions was also completed to ensure the engagement was effective in gathering responses reflective of the local population. The data was compared using data from 2011 local census data. The results of this are shown in 6.1.A.2.
- Engagement survey responses (open ended questions):
 - Responses were extracted and analysed at the end of the engagement period. Respondents were able to answer these questions using their own words. All open-ended question responses were closely examined to identify common themes – topics, ideas, and patterns of meaning. The themes were assessed using a five-step process: familiarisation, coding, generating themes, reviewing themes, and writing up. Analysis of the results is shown in Section 4.
- Mailbox:
 - Throughout the engagement period the South Gloucestershire Council regeneration team mailbox was monitored. Any letters/emails received were extracted for analysis following the same methods as the analysis for open ended questions.
- Social media:
 - Throughout the engagement period social media was used to share information, including the dates of the engagement events and a link to the survey. Data, including the number of insights and clicks on the posts, have been extracted and are presented in this report.

3.7. Accessibility

To make the engagement as accessible as possible all material was prepared in a format that could be printed if needed and the drop in events were organised to provide members of the public the opportunity to speak through the proposals with the team.

Alternative formats of all materials could be requested by both email and phone so as not to discriminate against those who may not have access to the internet.

Both venues selected for the drop in events were also selected as being fully accessible ground floor venues located centrally within the core study area to prioritise access by local residents.

4. Response to engagement

This section discusses the findings from both the public engagement survey; other feedback received via email during the engagement period; and a high-level summary of the level of engagement through social media.

4.1. Engagement survey responses

A total of 44 survey responses were received during the engagement period, 38 of which were submitted online and six of which were submitted as hard copies by post.

The responses to the survey are presented below in chronological order and the responses to the equality monitoring and diversity are presented in 6.1.A.2.

A copy of the survey can be found in 6.1.Appendix A.

4.1.1. Part 1 – Vision and objectives

4.1.1.1. Question 1: How important do you think each of these objectives are for Severnside?

The responses to question 1 are summarised in Figure 4-1.

For all but one objective the majority of respondents indicated that they view the objective as ‘very important’ for Severnside, and for the remaining objective the majority selected ‘very important’ or ‘important’, suggesting strong support for the objectives amongst the respondents.

The objective which the most respondents viewed as very important is ‘Protecting and enhancing the internationally important natural environment and habitats and responding to the nature emergency’, with 73% of respondents indicating that they think this objective is ‘very important’ and 21% ‘important’ (94% in total). 0% of respondents consider it ‘not important’ or ‘not important at all’.

The objective ‘Supporting regional employment opportunities: Enabling Severnside to continue to be a major employment hub in the South West’ was viewed as the least important overall amongst respondents, with 8% indicating that they consider it ‘not important at all’ and a further 8% selecting ‘not important’ (16% in total). However, a majority of respondents (66%) still viewed it as ‘important’ or ‘very important’, suggesting there is still general support amongst respondents.

Figure 4-1 - Responses to Question 1 of the survey



4.1.2. Part 2 – Illustrations of strategic concepts

4.1.2.1. Question 2: To what extent would you support the strategy for each of the three components presented in the draft strategic masterplan?

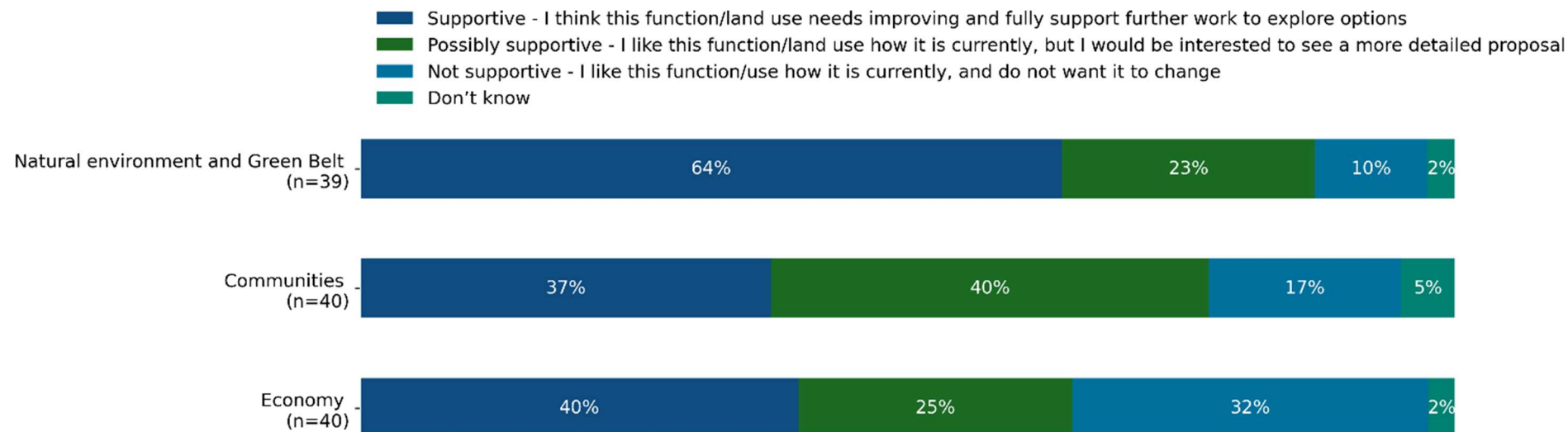
The responses to question 2 are summarised in Figure 4-2.

The majority of respondents are 'supportive' or 'possibly supportive' of potential improvements to all of the functions / land uses.

The function / land use with the highest support from respondents for improvements to be undertaken is the natural environment and green belt, with 64% of respondents indicating that they fully support further work to explore options for improving the natural environment and green belt, and 23% also selecting 'possibly supportive'.

The function / land use which respondents are least supportive of changing is the economy, with 32% stating they do not want to see any change. However, more respondents are still 'supportive' (40%) or 'possibly supportive' (25%), indicating that the majority of respondents are supportive of at least seeing further work on potential options for improvements.

Figure 4-2 - Responses to Question 2 of the survey



4.1.2.2. Question 3: If you have any further comments on the 3 functions/land uses, please provide these in the box below.

23 responses were received to this open-ended question asking respondents to expand on their views on the functions / land uses. Three of the responses referred to email representations provided separately.

Each of the responses have been categorised into general themes and then further classified to identify whether the comment was supportive of the masterplan, not supportive, neutral, or a suggestion for Severnside or a suggestion about the development of the masterplan / on the document itself. The main themes that were identified from the responses are summarised below:

- **New development:** Refers to comments discussing new housing and employment developments.
- **Extant planning consent:** Refers to comments on the extant planning consent granted in the area in 1957/8.
- **Holistic approach to planning:** Refers to comments about the need for a holistic approach to planning in the area.
- **Transport – Public Transport:** Refers to comments on public transport e.g. bus and rail services.
- **Transport – Walking/Cycling/Wheeling:** Refers to comments on walking, cycling and wheeling (the use of scooters/e-scooters).
- **Transport – Air:** Refers to comments on air travel.
- **Traffic levels:** Refers to comments on traffic levels in the area.
- **Transport infrastructure:** Maintenance - Refers to comments on maintenance of transport infrastructure.
- **Strategic link road:** Refers to comments on a potential strategic link road connecting the Avonmouth Severnside Enterprise Area to M5 Cribbs Causeway (a proposed project in the Masterplan).
- **Ecology:** Refers to comments on ecology issues (related to living organisms and the physical environment).
- **Flooding:** Refers to comments on flood risk and management.
- **Economy:** Refers to comments on the local / regional economy.
- **Comments on report:** Refers to comments on the content / structure of the masterplan document itself.

As stated above, within these themes comments were also grouped according to whether they were supportive of the masterplan, not supportive, neutral or a suggestion. Figure 4-3 shows the level of support within each theme.

Table 4-1 presents some example quotes from each category to illustrate the type of comments received. These quotes were selected as they provide an example of the type of comment that was categorised into each theme.

Figure 4-3 - Question 3: Theme and support category



Table 4-1 - Question 3: Example comments by theme and support category

Theme	Supportive	Not supportive	Neutral	Suggestion for Sevenside	Suggestion for Masterplan
New development	“The... Masterplan... presents a helpful summary of the key issues influencing and affecting Sevenside's growth... Whilst there is a clear need to balance these considerations, through careful and sensitive planning this could be achieved.”	“...to build on a flood plain and destroy the biodiversity of the area works against both council objectives of protecting the character and nature of the area and providing affordable and sustainable housing as it is reasonably foreseeable that the properties may become un-insurable - harming those you are purporting to help.”	“...any development should have the conservation and enhancement of green infrastructure at its core and driving purpose.”	“Communities - the people of Pilning and Severn Beach do not want those villages to grow significantly.”	

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Extant planning consent	“I would consider the goal to provide and improve green and blue infrastructure as admirable, but is it realistic in the industrial areas, where the extant consent does not provide it and where to be honest the land should be maximised to reduce more land being required.”		“The 1957 plan is a thorn... housing into Green belt areas to help feed it will be counterproductive however; and will only encourage greater growth - probably upward.”		
Holistic approach to planning				“There should be a proper managing body overseeing any new development - enabling holistic and accountable methods - not just building on a whim.”	
Transport – Public Transport				“The answer is NOT to build lots more houses... but to provide vastly improved transport and a bus shuttle...”	

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Transport – Walking/Cycling/Wheeling				<p>“Plan for zero emissions transport which can be used by everyone... Ensure pathways are wide and excellent quality... and that they go to useful places. Ensure bikes and scooters can be securely locked up at places people want to visit.”</p>	<p>“The Avon Cycleway... passes through the ASEA area but is not mentioned in your plans.”</p>
Transport - Air				<p>“The Southwest needs a Major Airport... the location is second to none...”</p>	

Theme	Supportive	Not supportive	Neutral	Suggestion for Sevenside	Suggestion for Masterplan
Traffic levels				“... businesses create pressure on local communities especially commuter traffic... There is a need for improved local infrastructure to avoid this increasing as the number of businesses increase.”	
Transport infrastructure - Maintenance			“Mend the roads!”		
Strategic link road				“No more traffic through village of Easter Compton B4055. Currently 500 / 700 cars each way at shift times for Western Approach. Amazon, Tesco, Farm Foods etc WITHOUT a new bypass for Easter Compton.”	

Theme	Supportive	Not supportive	Neutral	Suggestion for Sevenside	Suggestion for Masterplan
Ecology				“I believe we can do a lot more to help this wildlife thrive... that would help offset the perpetual industrial building that is happening...”	
Flooding			“It's all very well having a new sea wall to protect the land from the Severn but nothing is being done to mitigate the effects of fresh water flooding rising behind sea wall.”		

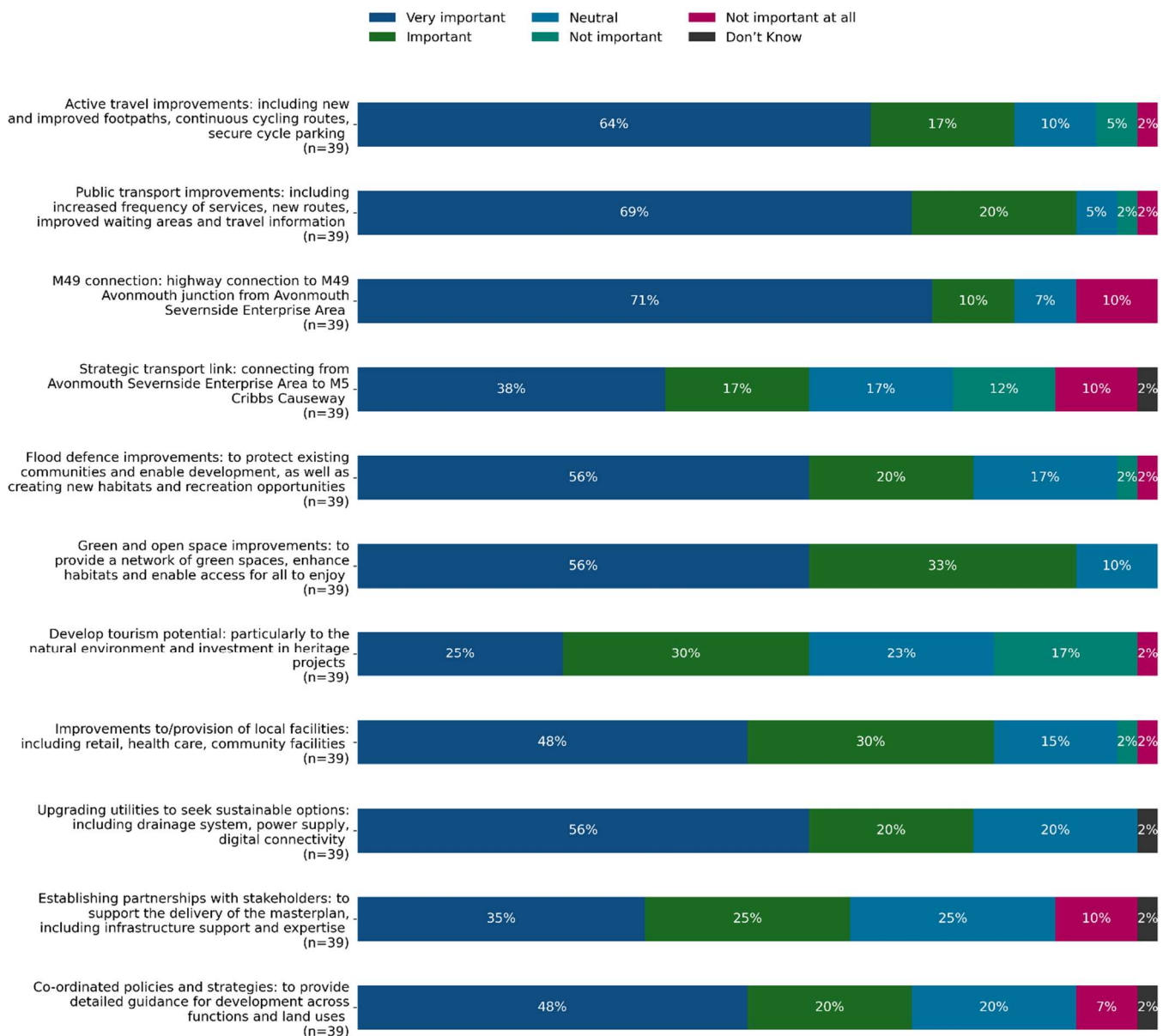
Theme	Supportive	Not supportive	Neutral	Suggestion for Sevenside	Suggestion for Masterplan
Economy			<p>“This investment is logical and will play a major role in the South Gloucestershire and West of England economy... However, it will result in employment densities akin to the centre business districts of major cities. This will have significant impacts on the sustainable patterns of development in the area which would benefit from the delivery of more homes and a more sustainable distribution of development... Sevenside has the potential to be a major asset for the region, as a mixed and vibrant area which is highly sustainable.”</p>		
Comments on report			<p>“...all of these factors need improvement, but it’s difficult to comment further as the document is a very wide ranging commentary with little in the way of proposals.”</p>		

4.1.3. Part 3 – Interventions to achieve the vision

4.1.3.1. Question 4: How important do you think each of these projects are?

The responses to question 4 are summarised in Figure 4-4.

Figure 4-4 - Responses to Question 4 of the survey



The majority of respondents view all of the proposed projects for Severnside as 'very important' or 'important', suggesting there is overall support amongst the respondents to further explore the proposed projects.

The projects with the most support overall are public transport improvements (69% view such improvements as 'very important' and 20% as 'important'; 89% in total), green and open space improvements (56% classed as 'very important' and 33% as 'important'; 89% in total, with 0% of respondents selecting 'not important at all' or 'not important'). The M49

connection is the proposal which the highest proportion of respondents classed as ‘very important’ (71%), with a further 10% classing it as ‘important’ (81% in total).

The projects with the least support from respondents are the proposed strategic transport link (10% view it as not important at all’ and 12% as ‘not important’; 22% in total) and developing Severnside’s tourism potential (2% classed this as ‘not important at all’ and 17% as ‘not important’; 19% in total). However, both of these projects are still supported by a majority of respondents, with 55% indicating they view both proposals as ‘very important’ or ‘important’.

4.2. Further comments on the masterplan

The final question (question 5) of the survey (other than the equalities and diversities question) asked respondents for any further comments on the draft masterplan. 30 people provided further comments through the survey, with five of these comments referring to separate emails submitted. In addition, 15 emails were received from stakeholders with detailed comments and representations. The emails received are broken down by stakeholder category below with specific stakeholders named where applicable. All of the emails (summarised by stakeholder category below **Error! Reference source not found.**) were separated into individual comments for analysis, with 288 unique comments identified.

- **Local residents:** 2 emails received.
- **Neighbourhood Plan Groups:** 1 email received (Pilning & Severn Beach Neighbourhood Plan Group).
- **Business networks:** 3 emails received⁸ (SevernNet and North Bristol Suscom).
- **Developers:** 3 emails received.
- **Statutory environmental bodies:** 2 emails received (Natural England and the Environment Agency). Feedback received via a virtual meeting (Wessex Water)
- **Government owned companies:** 1 email received (National Highways).
- **Local businesses:** 2 emails received.
- **Public transport operators:** 1 email received (Stagecoach).

For the analysis the email comments were grouped with the responses to question 5 of the survey providing general further comment on the masterplan. The 318 total comments received were categorised into general themes and then further classified to identify whether the comment was supportive of the masterplan, not supportive, neutral, or a suggestion for Severnside or a suggestion about the development of the masterplan / on the document itself. The main themes that were identified from the responses are summarised below (these are the same themes that were identified for Question 3 and additional themes that were identified).

- **New development:** Refers to comments discussing new housing and employment developments.
- **Extant planning consent:** Refers to comments on the extant planning consent granted in the area in 1957/8.
- **Holistic approach to planning:** Refers to comments about the need for a holistic approach to planning in the area.

8

2 separate submissions from same stakeholder.

- **Planning regulations:** Refers to comments on planning regulations.
- **Land supply:** Refers to comments on the local supply of land.
- **Community facilities:** Refers to comments on community facilities e.g. libraries and community centres.
- **Transport – General:** Refers to general comments on transport.
- **Transport – Public Transport:** Refers to comments on public transport e.g. bus and rail services.
- **Transport – Walking/Cycling/Wheeling:** Refers to comments on walking, cycling and wheeling (the use of scooters/e-scooters).
- **Transport – Car:** Refers to comments on travel by car and related infrastructure as well as parking.
- **Transport – Air:** Refers to comments on air travel.
- **Traffic levels:** Refers to comments on traffic levels in the area.
- **Traffic speeds:** Refers to comments on traffic speeds in the area.
- **Inward commuting:** Refers to comments on levels / patterns of inward commuting to Severnside.
- **Transport infrastructure – Maintenance:** Refers to comments on maintenance of transport infrastructure.
- **Strategic link road:** Refers to comments on a potential strategic link road connecting the Avonmouth Severnside Enterprise Area to M5 Cribbs Causeway (a proposed project in the Masterplan).
- **M49 connection:** Refers to comments on the proposed M49 connection (a proposed project in the Masterplan).
- **Lorry park:** Refers to comments on a potential lorry park (a proposed project in the Masterplan).
- **Environment:** Refers to general comments on the environment.
- **Ecology:** Refers to comments on ecology issues (related to living organisms and the physical environment).
- **Flooding:** Refers to comments on flood risk and management.
- **Ecotourism:** Refers to comments on the potential for ecotourism in Severnside.
- **Green infrastructure:** Refers to comments on green infrastructure (natural or semi-natural areas).
- **Economy:** Refers to comments on the local / regional economy.
- **Employment:** Refers to comments on employment in Severnside.
- **Utilities:** Refers to comments on utilities e.g. gas lines, internet cables.
- **General:** Refers to general comments on Severnside which do not fit into another category.
- **Further development of the masterplan:** Refers to comments on the next stages of the development of the masterplan and the proposals.
- **Comments on report:** Refers to comments on the content / structure of the masterplan document itself.

As stated above, within these themes comments were also grouped according to whether they were supportive of the masterplan, not supportive, neutral or a suggestion. Figure 4-5 shows the level of support within each theme.

Table 4-2 presents some example quotes from each category to illustrate the type of comments received. These quotes were selected as they provide an example of the type of comment that was categorised into each theme.

Figure 4-5 - Further comments: Theme and support category



Table 4-2 – Further comments: Example comments by theme and support category

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
New development	<p>“The masterplan and vision, whilst ambitious, is underpinned by evidence and identifies the key measures required if the area is to achieve its economic and environmental potential. Crucial to this is the delivery of comprehensive, strategic level housing growth to balance the extensive job creation expected by the Avonmouth and Severnside Employment Area (ASEA).”</p>	<p>“...even with potential future flood risk infrastructure improvements, considerable residual flood risk will remain in the event of breach or overtopping. This risk is likely to increase significantly when considering the predicted impacts of climate change.”</p>	<p>“In the last few questions I was neutral because it depends what you mean by coordinated approaches to development etc.”</p>	<p>“Rebalancing employment and population levels in the area with targeted population growth focused on creating sufficient critical mass of population in the larger settlements, and vitality, to secure existing services, and secure necessary improvements.”</p>	<p>“Without some level of Green Belt Release – even at a very modest scale - it is very hard to see how many of the structural imbalances and difficulties related to employment, housing and local service availability could ever be tackled in the Plan area. The document is all but silent on this controversial but crucial matter.”</p>

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Extant planning consent			“We would note that the extant 1957/58 planning permission has enabled the Severnside to establish itself as regional and local focus of employment”		“Refers to extant consent but it also must reflect the changes made by S106 agreement, which removes some of this.”
Holistic approach to planning	“A masterplan enables a holistic approach to delivering these objectives because they do not exist in isolation.”				“...comprehensive masterplanning in growth areas is a more effective approach to successful delivery. Such an approach should form local plan policy - but can be explained and justified in the Masterplan's text.”

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Planning regulations	<p>“...support the masterplan's strategy to densify jobs, to meet and potentially increase the number of jobs created and attract diversification in employment types.</p> <p>The planning system has an important role to play in delivering this role...”</p>		<p>“I agree that strategies must be in place for improvements, but adherence to planning regulations is vital and needs to be policed.”</p>		<p>“This informal document thus appears to be promoting developer schemes ahead of the formal statutory planning process. Given the controversial nature of any such developer proposals of the scale being promoted through the cfs, this undoubtedly has potential to cause confusion as to the Council's position and possibly dominate feedback, including significant reps from the developer interests. As a minimum.. would suggest that the brown cross hatching on figures 7.1 & 7.5 is deleted.”</p>

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Land supply					“The Draft Masterplan recognises that there is expected to be significant growth in employment uses in Severnside but could provide further emphasis on the context of the existing demand.”
Community facilities	“...it is through comprehensive, strategic development that new and improved community services and facilities can be delivered, which will in turn help address the community and social issues identified in Easter Compton.”		“The village of Hallen has many more houses than 30 years ago, but has lost its bus service, its petrol station, its shop, its church.”	“...there is an opportunity to develop the community hall as a hub for health and wellbeing which could include a community shop, linking with the existing allotments.”	“There is only one library – part time in Severn Beach.”

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Transport – General	“...the Draft Master Plan presents a quite long list of transport-related proposals.. welcome the implicit recognition that the issues are multi-faceted and serious, and demand a broadly-based response.”			“We would like to see a sustainable transport corridor developed to provide better connectivity – focus on buses, walking and cycling.”	“The growth of the ASEA subject to extant planning permissions will see a permeable network emerge and should be supported within the Draft Masterplan.”

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Transport – Public Transport	<p>“The planned improved frequency of services and platform capacity at Severn Beach into Bristol Temple Meads... would cater for the additional homes proposed at land at Easter Compton, giving greater opportunity for sustainable travel, as well as attracting a greater number of workers to the area, supporting the economic growth of the ASEA.”</p>		<p>“...the highway infrastructure is dominated by and built around private car usage as the primary choice of movement.”</p>	<p>“As well as services for employees commuting to work there is an opportunity to develop public transport services for the visitor economy.”</p>	<p>“Improvement of reliability of services should be mentioned...”</p>

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Transport – Walking/Cycling/Wheeling	<p>“The masterplan has an objective for “Continuous cycle infrastructure along all major routes to connect to key destinations within and beyond Severnside”, which I support.”</p>			<p>“Ensure pathways are wide and excellent quality with little rolling resistance, and that they go to useful places. Ensure bikes and scooters can be securely locked up at places people want to visit.”</p>	<p>“The Avon Cycleway... is not mentioned in your plans. We need to make sure that this route is protected and enhanced and not severed by the development.”</p>

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Transport – Car	<p>“...the existing community report it is easier to travel from further afield to the ASEA, rather than rely on the narrow, congested local highway network. The draft Masterplan seeks to address this issue with new and enhanced strategic routes running west to east, across the Severnside area improving links between the ASEA, M49, and M5.”</p>			<p>“Parking for existing residents is already a problem that needs reviewing.”</p>	<p>“It would be helpful to clarify in the Masterplan how and why “the existing road network inhibits local opportunities and access to the labour market...”</p>
Transport – Air				<p>““The Southwest needs a Major Airport... the location is second to none...”</p>	

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Traffic levels		<p>"If you actually cared about the local villages you'd do something to stop the HGV's driving through our villages."</p>		<p>"...provide better access to the businesses and redirecting traffic away from villages... there is a continuous stream of traffic going past my home. The volume of vehicles has increased over the years to a point where it is intrusive."</p> <p>"...I am still absolutely appalled by the speed that people LEAVING the village go at toward the Avonmouth industrial areas... it's time to make the change and introduce traffic calming measures."</p>	<p>"This does not reflect high usage and deterioration in conditions of roads and impact on communities."</p>

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Traffic speeds	<p>“The small, rural roads struggle to facilitate job related traffic. Moreover, there is concern that development around Severn Road leading towards Hallen will further exacerbate transport issues on the local network as Severn Road is particularly narrow and considered unsuitable for heavy traffic.”</p>			<p>“...it's time to make the change and introduce traffic calming measures.”</p>	

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Inward commuting			<p>“The present transport links to Wales are far better than the improved transport links to Bristol and South Gloucestershire will ever be. Once the M49 junction is complete, links to Wales will be better still. Many of the 12,000 projected jobs will therefore be taken by people from South East Wales where unemployment is an issue.”</p>		<p>“The numbers (of staff travelling from South Wales) are quite large and this is necessary to overcome recruitment problems. M49 junction open would make a big difference to these workers.”</p>

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Strategic link road	"...we fully support any link routes between the M5 and M49 to bypass Easter Compton."	"The new proposed road link from the new M49 junction to the M5 at J17 will be disastrous for the existing communities..."	"Creating a strategic link to M5 Cribbs Causeway is pointless. The link isn't the problem. The issue is Junction 17 M5."	"The east-west road proposal is one way to relieve commuter(+HGV) pressures on Easter Compton/Pilning/Hallen, but it needs to be designed to meet the local road network east of M5, avoiding jnct17 entirely."	"The possible new strategic link, although understood to be indicative, would not be achievable without causing a bottleneck at Black Horse Hill/Cribbs junction of M5. There should be some feasibility study if this is to be included."
M49 connection			"M49 connection still awaited."		"No mention of the issue of the situation and impact of the missing M49 junction link."
Lorry park				"It would be great to have a LARGE truck park with facilities & make all the roads in these parks double yellow lines."	"...this is the only phrase used in the entire document to identify the considerable issue of a lack of truck stop and the need for some sort of South Gloucestershire Council intervention to overcome it..."

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Environment	“The Masterplan makes numerous references to the importance of linking environmental assets of which we are strongly supportive.”	“The proposed strategy to have large, developed areas and a small number of large canal or lakes are not beneficial for the current water and ecology reducing the capacity of the wider area to be resilient for future climate change.”	“We note Priority Habitats composed of coastal and floodplain grazing marsh have been defined and cover a large part of the Severnside area as defined in the plan.”	“The provision of very large distances of attenuating open space to the urban edge must continue to be a main strategic policy.”	“...the masterplan should clearly recognise the nature emergency alongside climate change and ensure these pressing issues are both addressed in ways that deliver wider social, health and economic benefits.”
Ecology	“Small-scale interventions to create physical and ecological links between environmental assets and develop the tourism potential of the area are proposed.”	“There are better areas to consider for development than destroying a biodiverse flood plain.”			“...appreciate the masterplan is high level, but would strongly encourage you to identify and map the ecological interests shown on MAGIC and the WENP nature recovery network.”
Flooding			“Drainage as part of flood protections is very important but don't know about power and digital.”	“Within the low-lying floodplain, sustainable water management is clearly a predominant theme.”	“There is a welcome mention of nature-based solutions for rainwater management, but NBS should be far more prominent in the rest of the plan.”

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Ecotourism				“I like the idea of an eco visitor centre somewhere around Severn Beach / Aust to act as a focal point for visitors and hub for information.”	“Given the baseline findings that there is a growing tourism sector within the ‘active Green Belt’, and the importance of cultural destinations to support the identity of place and the regional economy, we recommend... that tourism is referenced within the objectives.”
Green infrastructure	“This section identifies... the land usage in proximity to the M5 as ‘active Green Belt’. We agree with this description			“Improving public access and permeability within the Green Belt could also provide an additional benefit of reducing recreational pressure on the sensitive Severn Estuary habitats and associated species.”	“Maximize the opportunities already presented that present positive impact on health and wellbeing offered by weaving this throughout the sections on nature and green space, community farms, and active travel.”

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
Economy	“...in principle support the aim to utilise existing growth to generate demand to improve the infrastructure in the area.”				“...would be worth mentioning the opportunity to diversify the jobs provided including high value jobs.”
Employment	“It is encouraging to see the Draft Masterplan’s acknowledgement of the crucial role Severnside plays in creating local and regional jobs,,,”				“...the strategy to ‘densify jobs’ ...should clearly recognise that the employment offer at Severnside will be market driven. Moreover, the strategy should also seek to proactively collaborate with development partners to achieve any economic vision for Severnside.”
Utilities					“Nationally strategic oil and gas pipelines do skirt the edge of the Masterplan site to the east and the Berwick Farm along the Easter Compton foothills.”

Theme	Supportive	Not supportive	Neutral	Suggestion for Severnside	Suggestion for Masterplan
General	“The Council’s new proactive approach to master planning is clearly very positive and welcome.”	“There is no point in giving South Gloucestershire Council suggestions or views because they ignore all comments.”			“Mentions ‘home working’. Realistically this isn’t an option for logistics and warehouse workers.”
Further development of the masterplan	“welcomes that the Council... are starting to take a strategic view of the opportunities and the very significant challenges presented within the plan area.”				“As the plan develops, expand on the work around the ‘liveable neighbourhoods’ conversations that are happening within South Gloucestershire Council, ensuring it is integrated into wider aspects of the plan and not as an ‘add on’.”
Comments on report	“The Draft Masterplan represents an ambitious vision for the regeneration and transformation of Severnside...”				“...suggests that the transport interventions need to be more clearly linked to evidence on travel patterns.”

4.3. Actions

This section assesses the actions required following the analysis of engagement responses to the open-ended survey questions (questions 3 and 5) and received via email. To enable a proportionate and efficient approach to addressing comments, all comments have been allocated into five action categories which are outlined below:

- **Update Masterplan:** Comments that suggest potential amendments or improvements to the masterplan as well as suggested omissions. These are comments which have been identified as within the scope of the project and as such can be addressed at this stage to reflect feedback from the public and stakeholders.
- **Update Baseline report:** The baseline report for the masterplan was also published during the engagement period and some comments suggested potential amendments or improvements, as well as potential omissions, which were relevant to this report.
- **Prioritise future projects:** Comments that indicate preferences or priorities that could be useful in prioritising future projects which come out of the masterplan.
- **Inform future work:** Comments identifying information that could be useful to inform future work.
- **No action (outside scope/not applicable):** Comments that did not require a response or comments discussing topics that fell outside the scope of the masterplan.

The number of comments that fell into each action category are summarised below:

- **Update masterplan:** 118.
- **Update baseline report:** 5.
- **Prioritise future projects:** 50.
- **No action (outside scope/not applicable):** 110
- **Inform future work:** 88

Of these categories, only those which fell into the update masterplan/baseline report categories have been considered in detail at this stage to finalise the high-level Masterplan and the Baseline report. For comments that fell into either “Prioritise future projects” or “Inform future work”, all responses have been packaged up and summarised by theme to enable these comments to be easily accessed in future stages to assist with developing detailed strategies and schemes.

4.3.1. Update masterplan: summary of actions

The types of comments where an action to review the content of the masterplan and make relevant edits has been identified during the analysis of responses are summarised below. The comments are grouped by theme and the proposed actions to review and update the masterplan are set out. The details of the changes made to the masterplan as a result of the comments are included in 6.1.Appendix C.

Transport - Walking/Cycling/Wheeling

- Type(s) of comment received:
 - Existing cycle routes suggested for inclusion in plans.
 - Request to use term ‘walking, wheeling and cycling’ throughout when referring to these active travel modes.
 - Include bridleways when referring to walking, wheeling and cycling routes.
- Action(s):

- Review and update plans where relevant.
- Review and update masterplan to use requested term throughout.
- Review and update masterplan to refer to bridleways where relevant.

Holistic approach to planning

- Type(s) of comment received:
 - Suggestion that an approach to comprehensive masterplanning in growth areas should be outlined in the masterplan.
 - Suggestion to give greater recognition to Severnside's links to neighbouring areas and the need for a holistic approach to planning.
- Action(s):
 - Review and update masterplan to strengthen approach where relevant.

Comments on report

- Type(s) of comment received:
 - Comments requesting clarification to plans/figures in the report to update them or make them easier to interpret.
 - Suggestions to add additional plans, such as the 1957/58 planning consents map.
 - Comments correcting references.
 - Suggestions to refer to additional data sources / references.
 - Suggestion to link the interventions more closely to the evidence in the Baseline report and identify how policies and strategies have influenced the masterplan.
 - Suggestion to refer to investments rather than interventions.
 - Request to give more consideration to nature-based solutions.
 - Suggestion to include demographic data and health and wider determinants in the masterplan.
- Action(s):
 - Review and update relevant plans and figures in masterplan document.
 - Review and add additional plans to the report where relevant.
 - Review and correct references where relevant.
 - Review and add additional data sources / references where relevant.
 - Review and update the masterplan to refer more clearly to the baseline report and how it has informed the interventions where relevant.
 - Consider how to refer the interventions to ensure clarity and amend where relevant.
 - Review and update masterplan to include more reference to nature-based solutions where relevant.
 - Consider the inclusion of demographic and health data in the masterplan, which is detailed in the baseline report.

New development

- Type(s) of comment received:
 - Request for further consideration to be given to the challenge of the need for housing growth to address the needs of existing and future communities in the report.
- Action(s):

- Review and update masterplan to refer to this challenge in greater detail where relevant.

Land supply

- Type(s) of comment received:
 - Suggestion to give greater emphasis to existing employment demand and land supply pressures.
- Action(s):
 - Review and update masterplan to refer to land supply pressures where relevant.

Employment

- Type(s) of comment received:
 - Suggestion to acknowledge that employment type opportunities will be market driven.
 - Suggestion to acknowledge that there are relatively few high-tech businesses in the area and a relatively small proportion of technical and highly skilled job opportunities (and the opportunity to diversify job opportunities).
- Action(s):
 - Review and update masterplan to reference the role of the market more clearly where relevant.
 - Review and update the masterplan to identify the opportunity the diversity job opportunities in Severnside, where relevant.

Transport – Car

- Type(s) of comment received:
 - Suggestions for clarifications related to challenges of the existing road network.
- Action(s):
 - Review and update the masterplan to further clarify challenges around the existing road network, where relevant.

Ecology

- Type(s) of comment received:
 - Suggestion to identify other ecological interests in Severnside in the report.
- Action(s):
 - Review and update plans as relevant in the masterplan document.

Green infrastructure

- Type(s) of comment received:
 - Request to give greater recognition to role of green infrastructure in planning for change in Severnside.
- Action(s):
 - Review and update masterplan to give greater prominence to green infrastructure in relevant sections, where relevant.

Transport – Public transport

- Type(s) of comment received:
 - Suggestions for clarification on future metrobus provision.

- Suggestion to update masterplan to acknowledge recent enhancements to rail service.
- Request to further clarify what is meant by innovative transport solutions and how these will work for Severnside.
- Suggestion to outline what the public transport offer is expected to look like following the implementation of the initiatives.
- Action(s):
 - Review and update the masterplan to clarify points around future and existing bus and rail provision, where relevant.
 - Review and update the masterplan to provide further detail on what is meant by innovative transport solutions, where relevant.
 - Review and update the masterplan to give greater clarity on what the aspirations are for Severnside in terms of future transport provision, where relevant.

Environment

- Type(s) of comment received:
 - Suggestion to highlight that pollutants also affect health.
 - Request to mention potential for contamination in parts of the masterplan area in the report.
- Action(s):
 - Review and update masterplan to further highlight potential health issues, where relevant.
 - Review and update masterplan to include reference to potential contamination in the area, where relevant.

Community facilities

- Type(s) of comment received:
 - Suggestion to include more information on access to existing local food services, with the suggestion of tying this into the suggested ideas of a community farm / community orchard.
- Action(s):
 - Review and update the masterplan to include potential for a community farm / orchard, where relevant.

Economy

- Type(s) of comment received:
 - Suggestion to refer to how economic development can be used to improve people's health and reduce health inequalities in Severnside.
- Action(s):
 - Review and update the masterplan to highlight connection between economy and health, where relevant.

Planning regulations

- Type(s) of comment received:
 - Suggestion that references to how future development will need to follow the statutory planning process and a flood risk 'Sequential Test' undertaken should be added to the report, and that more clarity should be given on what future feasibility studies would entail.

- Action(s):
 - Review and update masterplan to add reference to what future feasibility studies would entail and the requirement to follow the planning process, where relevant.

Extant planning consent

- Type(s) of comment received:
 - Request for a map outlining the area covered by the extant consent.
- Action(s):
 - Review and add additional plan to the masterplan, where relevant.

Utilities

- Type(s) of comment received:
 - Comment to inform that there are nationally strategic oil and gas pipelines at the edge of the masterplan area.
 - Comment to ensure upgraded drainage is considered as part of any new development to accommodate increased pressure (brown infrastructure).
- Action(s):
 - Review and add reference to pipelines in relevant section of masterplan, where relevant.
 - Review and add reference to upgraded drainage systems to accommodate increased pressure, where relevant.

5. Engagement effectiveness

This section discusses the extent in which the engagement was effective in achieving defined monitoring and evaluation criteria. This has been addressed by considering the following two questions:

- How many people did we engage with?
- Who did we engage with?

Evidence applied to answer each question is discussed below. Key conclusions are then listed to summarise the overall effectiveness of the engagement and draw out lessons to be taken forward to future engagement.

5.1. How many people did we engage with?

Prior to the public engagement period five workshops were held with key stakeholders to gather views to help shape the emerging masterplan for engagement. These workshops were attended by:

- 13 South Gloucestershire Council officers.
- 1 local ward member and 1 Parish Council member⁹.
- Representatives of 13 external industry stakeholders.
- Representatives of 9 major employers and developers.
- Representatives of 8 community groups, campaign groups, religious organisations and other seldom heard groups.

During the engagement period a variety of methods were used to gather feedback on the masterplan:

- The engagement survey gathered 44 responses.
- In person engagement events were attended by 29 people in Easter Compton and 40 people in Severn Beach.
- 15 letters/emails were received from a variety of stakeholders including community groups, parish councils, local businesses, and landowners, as well as seven emails from South Gloucestershire Council officers.

The project team also attended a SevernNet Business Breakfast event in Avonmouth to publicise the public engagement event to local businesses. This was attended by 17 people representing businesses in the Severnside area and the slides and engagement materials were circulated to all members of SevernNet, that represent over 200 businesses and organisations in Severnside.

5.2. Who did we engage with?

Equality monitoring questions (Questions 6-20) were asked as part of the engagement survey. This is to identify which communities or groups participants might belong to, to enable equality monitoring. Equality monitoring is used to gain an understanding of whether a service is performing well for all users, or whether there is any difference of opinion or experience between different Protected Characteristic Groups (PCGs), defined by the Equality Act 2010.

⁹ Note that invites were sent to all relevant local ward members and all parish councils in the masterplan area.

The full results of the equality monitoring and diversity questions are presented in 6.1.A.2. The diversity of respondents who engaged in the survey has been reviewed. The following key observations can be made:

- Some minority / protected characteristic groups were represented in the engagement, but not all (including people who identify as gay, lesbian, bisexual or transgender and disabled people). Unemployed people are also not represented.
- Some minority / protected characteristic groups, whilst represented, were identified as being underreported when compared to local demographics (for example people who identify as religious).
- Based on experience from attending the drop in events there was clear engagement by members of the local community (captured residents within Severn Beach, Easter Compton etc), however equalities data was not collected on attendees.

Although there was clear engagement by members of the local community, the number of survey responses was still relatively low and quite a few minority / protected characteristic groups are not represented or are under-represented.

The survey gathered no responses from the age group 18-24, despite the South Gloucestershire average across the district in the 2011 census showing the age group had 10% of the population, or from disabled people despite the South Gloucestershire average in the 2011 census showing 15% of residents have a disability.

Further targeted publicity / engagement with under represented groups should be undertaken as the masterplan is taken forward.

5.3. How effective was it?

The effectiveness of the engagement is summarised as follows:

- There was a relatively low response rate to the survey (44 responses).
- However, there was also a variety of in-depth engagement responses from key stakeholders (15 letters/emails)
- There is room for improvement in targeting some demographic groups (including 18-24 year olds, disabled people, and people who identify as gay, lesbian, bisexual or transgender).

However, the engagement exercise did still enable the project team to gather some in-depth feedback on all of the key aspects of the masterplan and has enabled the project team to improve the masterplan to align with local insights.

6. Conclusion and next steps

The purpose of the engagement was to gather feedback on the masterplan, and to ensure the proposals were supported by the local community. Responses were received from local residents, businesses, community groups and those with a wider interest in the area. The feedback received has enabled the project team to make key changes to improve the masterplan to align with local insights and experience. It is acknowledged that further targeted engagement with certain groups will be required as the masterplan proposals are developed in order to ensure representation of a wider demographic in future.

A summary of the key findings from the engagement and how they will be applied to the final masterplan is provided below:

- Support for the objectives:
 - The majority of respondents were supportive of all eight of the objectives.
 - The objectives will remain as presented in the final masterplan.
- Support for the strategies for the three components:
 - The majority of respondents were 'supportive' or 'possibly supportive' of potential improvements to all of the functions / land uses. The function / land use which respondents are least supportive of changing is the economy.
 - The strategies will remain the same in the final masterplan, however there is a clear need to consult on the more detailed proposals which are developed as part of future work.
- Support for proposed projects:
 - The majority of respondents view all of the proposed projects for Severnside as 'very important' or 'important'. However, there were still a number of participants who identified a lack of support for certain proposals.
 - This outcome indicates that no changes are required in terms of the proposed projects presented in the final masterplan. It will be important to consult on the more detailed proposals as they are developed.
- Amendments / clarifications / additions to report:
 - A large number of comments from the engagement exercise suggest amendments / clarifications / additions to the report.
 - Comments to be addressed in the final masterplan report are summarised in section 4.3.1
- New development:
 - A key theme identified in the comments was around the potential for new development and the need to protect the green belt, as well as highlighting the challenge around flood risk in the area and whether it is appropriate to propose new development in the area as a result.
 - The masterplan is deemed to be the conversation starter on the principles that are proposed. Any new development will be subject to more detailed feasibility work. This will be clarified further in the masterplan.
- Traffic levels:
 - Another key theme identified in the comments was around high traffic levels in the area and the disruption and safety risk caused within the rural villages in the area.

- This is noted and will be used to prioritise future projects.
- Extant planning consent:
 - The extant planning consent and how this has driven and influenced development in the area was also raised as an issue in a lot of comments received.
 - This is noted and the narrative in the final masterplan report will be reviewed to ensure that this is clearly stated. One of the aims of the final masterplan is to provide a vision to help steer future development and it will inform local statutory planning documents.

6.1. Next steps

Feedback collected during this options engagement will now be used to finalise the masterplan. There will not be another opportunity to comment on the masterplan itself. However, specific proposals or policies that are developed following completion of this masterplan will be subject to further consultation and engagement as more detailed proposals are developed.

As outlined at the beginning of this report, the masterplan will set out a vision and recommendations for projects across transport, nature, access to green space, community facilities, education, economy and community identity. Some changes can be expected in the short term but many of the concepts presented in the masterplan are part of a medium to long-term vision to be delivered over the next 30 years.

The vision is expressed through a combination of illustrations demonstrating how the long-term vision might work in key locations across the area, as well as through the identification of some short-term projects that can be started soon to begin to realise the vision.

The masterplan itself does not guarantee that funding will be provided or that the measures contained within it will be taken forward. It will inform the evidence base and process for local economic, planning and transport policy development, along with the development of infrastructure programmes.

This type of area-wide masterplanning forms part of the wider evidence base for local economic, planning and transport policy development along with the development of infrastructure programmes by both the public and private sector. It provides a high-level view of the future, the level of stakeholder support and the priorities for further studies, scheme and policy development to start to take forward the vision.

The masterplan will be a non-statutory document and will require further work before some of the opportunities identified can be translated into commitments in emerging economic, planning and transport policy development.

The final masterplan will be published in Autumn 2022 once feedback received during this public engagement has been applied to finalise the plan.

Appendices

Appendix A. Engagement materials

A.1. Poster



West of England
LOCAL
ENTERPRISE
PARTNERSHIP

WEST OF
ENGLAND
Combined Authority

HM Government

Funded by the West of England Combined Authority & Local Enterprise Partnership through the Investment Fund, administered by the West of England Combined Authority.

South
Del

Crude Mix Handlids

Help **shape** the **future**
Severnside

If you live or work in Severnside or like to visit, join the conversation on a long-term vision for the area.
Come & meet the team, & learn more at one of our drop in events:

JUNE	Wednesday 15	2.00pm – 7.00pm	Easter Compton Village Hall, Main Easter Compton BS35 5SJ
JULY	Tuesday 5	2.00pm – 6.30pm	Severn Beach Village Hall, Ableto Severn Beach BS35 4PP

A.2. Postcard





Public Engagement feedback survey

Strategic Infrastructure-led masterplan for Severnside

Introduction

South Gloucestershire Council is working with the local community, town and parish councils and businesses on a vision to help shape the future of Severnside.

This vision will look at the medium and long-term aspirations for the rural and coastal communities of Severnside as well as the business and leisure sectors, which includes the Avonmouth Severnside Enterprise Area and recreational uses within the Green Belt.

It will build on all the different strengths these areas have, including:

- the character of existing coastal villages and rural communities
- the strong economic and leisure sector unique to Severnside
- the unique natural environment

The vision for Severnside will also respond to challenges and opportunities, including:

- the climate and nature emergency
- new economic and other development opportunities
- the need for sustainable travel



In doing so, we recognise the unique circumstances of flood risk and ecological issues in the area.




As part of this work, we want to hear from residents, businesses and other members of the community to help us finalise a strategic masterplan, which will explain the aspirations for these areas over the next 30 years and beyond.




A 6-week public engagement has begun to gather feedback on the vision and priorities for the masterplan. Your feedback will help us inform the final strategic masterplan.

If you would like to find out more, please visit our web page at: consultations.southglos.gov.uk/SevernsideMasterplan22

A.3. Exhibition board posters








A vision for Severnside

Vision:

“ To recognise Severnside's unique communities and internationally important status, both environmentally and economically to attract and focus new investment. ”

Funded by the West of England Combined Authority & Local Enterprise Partnership through the Investment Fund, administered by the West of England Combined Authority.

A vision for Sevenside



Sevenside today



Employment Area

A substantial employment provision located within the Avonmouth Sevenside Enterprise Area (ASEA) constitutes the majority of the urban area. Major employers taking residence in the area include Amazon, DHL, Tesco, GKN and Lidl, amongst others.

Residential Area

The small, urban settlements of Severn Beach, Pilning and Redwick form the northern boundary of Sevenside, with Hallen in the south.

Green Belt

This protected area consists largely of farmland, as well as the small settlements of Easter Compton, Over and Hallen.

The Sevenside 'Active Green Belt Area'

A distinctive character area has emerged along the western side of the M5, defined by its distinct landscape and the prevalence of unique land uses. As well as its notable network of woodland areas, this area includes leisure and tourist attractions of national interest such as The Wave, Bristol Golf Club and Bristol Zoo's Wild Place Project.

A vision for Sevenside



Issues and opportunities



Identity and place

A need to recognise and promote Sevenside's uniqueness and enhance the sense of place to attract people to live, work and visit.



Connectivity and movement

A need to improve connections to, through and around Sevenside by sustainable modes and ensure development of appropriate infrastructure to enable efficient movement.



Environment and resilience

A need to consider and increase resilience to the impact of climate change and enhance the unique environments and habitats in Sevenside.



Potential for growth

A need to support planned growth of the ASEA as a regional employment hub, balance the ratio of jobs to homes to reduce the need to travel and maximise the potential of the natural environment.



Nature and wellbeing

A need to integrate and connect green spaces to provide wildlife corridors and increase access to nature.

A vision for Sevenside



Emerging opportunities – communities



Identity and sense of place

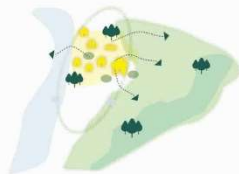
The Sevenside area offers huge potential to further develop its sense of place, reflecting the strength of community that smaller settlements can foster, as well as the value of living besides a unique environmental ecosystem.

Development, investment and growth

Within Sevenside, there is a significant opportunity to meet regional housing requirements in various locations, which would increase / lead to:

- Improvements in local services and facilities
- The viability of public transport provision
- The funding and delivery of broader environmental improvement programmes
- New development that reinforces a strong local identity and sense of place.

In much of Sevenside, further study and research would be required to confirm the suitability of large parts of the area for further residential development. The release of Green Belt land may also be required.



Access and connectivity

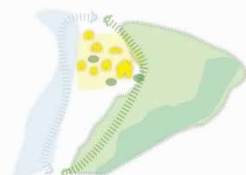
There is significant opportunity to enhance walking and cycling provision to and within Sevenside's communities, building on and expanding existing networks. Enhancements to the frequency and integrations of bus and rail services can make public transport an attractive option for residents.



Green spaces and waterways

Innovative waterscapes / landscapes, as well as more broadly scoped flood risk strategies, could benefit the character of Sevenside's communities. This would also benefit the natural environment, creating attractive settings which would be sympathetic to the area's context.

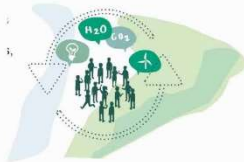
The area would benefit from a comprehensive strategy to guide any further programmes and initiatives. Any strategy should seek to incorporate existing open spaces and the green networks within the Green Belt and along the Severn estuary and shoreline. In doing so, the area's unique attributes could be enhanced, enabling the area to fully realise its potential.



A vision for Sevenside



Emerging opportunities – natural environment & the Green Belt



Identity and sense of place

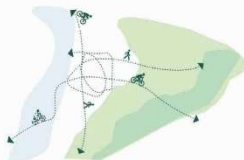
Sevenside's natural environment and Green Belt land offers great potential to encourage further recreational and educational activities directly related to the environment, such as horse riding, eco farms, educational retreats and environmental retreats.



Development, investment and growth

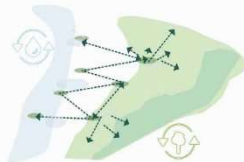
There is a significant opportunity to develop an ambitious programme that builds upon a unique 'active Green Belt area' that has started to emerge around its leisure and tourist attractions. An area could be created that:

- Establishes new value and economic opportunity in the Green Belt
- Significantly improves and broadens access to the countryside
- Supports improved understanding and empathy for the natural environment
- Advances new approaches to education and learning
- Expands opportunity for leisure and recreation
- Supports investment in the Green Belt to support further enhancements to address water management, biodiversity and climate change.



Access and connectivity

In line with the ambition to improve access to and within the Green Belt, a comprehensive transport strategy to support public access will be required. Strategic connections could facilitate movement to and from the north fringe of Bristol.



Green spaces and waterways

An innovative and forward-thinking programme can encourage creativity and innovation in developing compatible and coherent land uses. It is envisaged that such an approach would provide both the impetus and funding that could extend and enhance the wetland and woodland character of the area, as well as serving to improve biodiversity through the creation of new habitats.

A vision for Sevenside

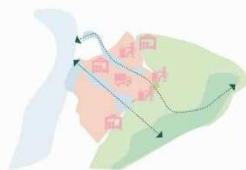


Emerging opportunities – economy



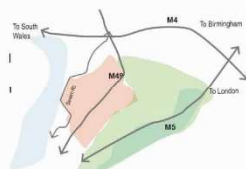
Identity and sense of place

A co-ordinated approach to future economic development would be of particular benefit to the ASEA in terms of establishing a distinct identity, giving confidence in the character and quality of future growth, and improving the location's appeal to employees. Such an approach would serve to enhance the area's appeal and attractiveness to high-density employment uses and more diverse job opportunities.



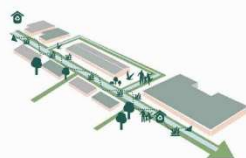
Development, investment and growth

The ASEA would benefit from a considered and structured approach to future development in order to realise its potential. Such an approach would serve to create a distinct identity and sense of place. This could for example, see the promotion of a coordinated approach to street frontages, the public realm and service access, and the development of a comprehensive green space and waterways sustainable urban drainage strategy to add an attractive dimension to the area. In doing so, this would help the area to develop from its unique context and maximise its contribution to its unique environmental context.



Access and connectivity

Sevenside has excellent strategic road connections and will benefit from the proposed connection to the M49. There is an opportunity to exploit the proximity of a significant employment base to Severn Beach and Pilning rail stations by exploring opportunities to improve rail and bus service provision as part of a wider review. As well as this, improvements to cycling and walking infrastructure would benefit access and connectivity throughout Sevenside.



Green spaces and waterways

A particularly valuable area of wetlands is sited within Sevenside's employment core- the ASEA. There is therefore considerable potential for a sustainable waterways and green space network to be developed. A co-ordinated approach to green spaces and waterways infrastructure management and provision could provide opportunities for the environment, for local residents, and for the wealth of wildlife and associated habitats that are present. There is an opportunity to connect green spaces and waterways infrastructure strategically to other key employment centres- notably in the east of Sevenside.

A vision for Sevenside



What we are proposing – vision and objectives

VISION:

"To recognise Sevenside's unique communities and internationally important status, both environmentally and economically to attract and focus new investment."

OBJECTIVES:

Primary challenges for sustainable development

Net Zero and climate
resilience

Equality and Diversity

Economic growth

Key objectives to be realised through an infrastructure-led strategy to address these primary challenges and realise the new vision

Supporting existing
communities

Supporting regional
employment opportunities

Improving access and
movement

Improving the purpose of and
recreational opportunities of
blue and green infrastructure

Protecting and enhancing
the internationally important
natural environment and
habitats and responding to
the nature emergency

Enhancing the identity and
sense of place

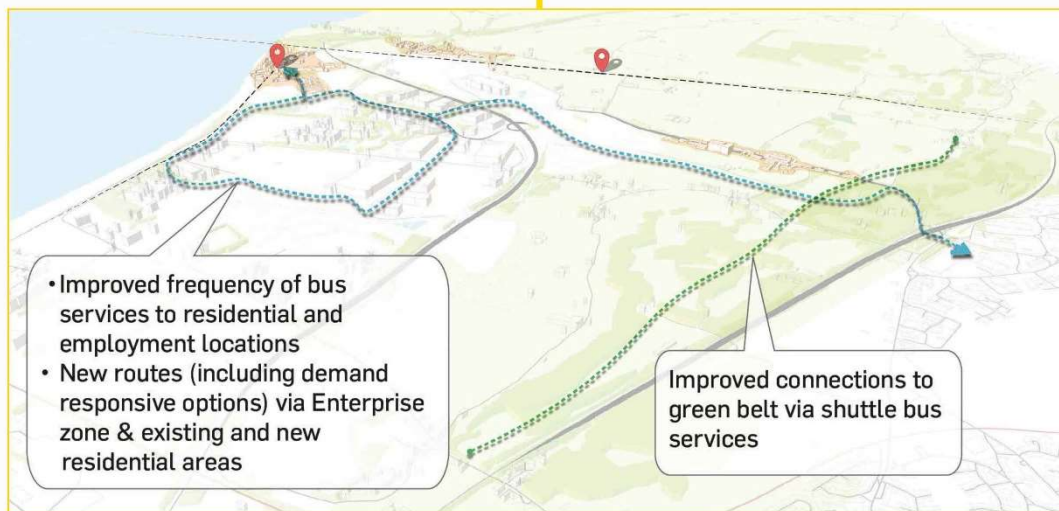
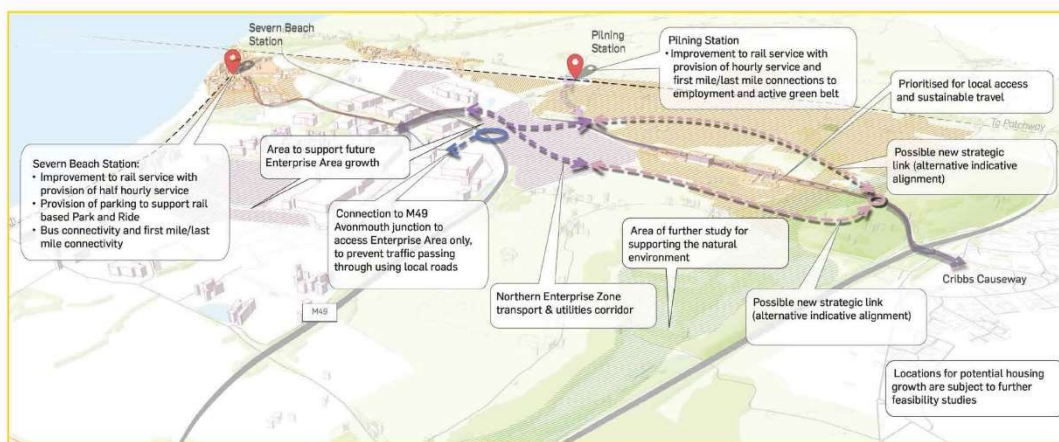
Creating resilience against the
impacts of climate change

Contributing to SGC's 2030
net zero carbon emissions
target

A vision for Sevenside



What we are proposing



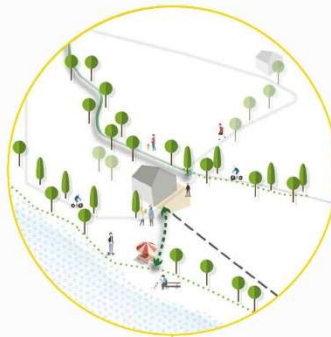
A vision for **Sevenside**



What we are proposing – communities



Improved tree planting and greening of streets to enhance underutilised open space

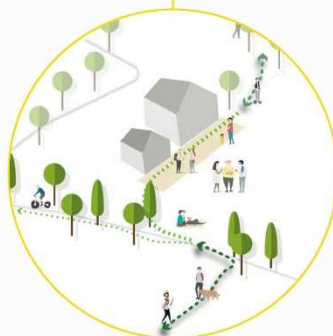


Improved accessibility to transport hub

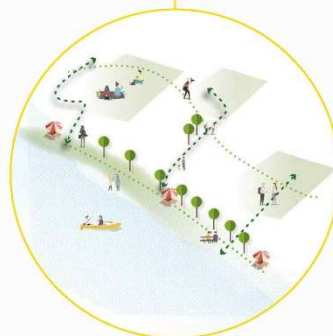


Linking existing uses via pedestrian and cycle link through local centres to strengthen connections and enhance sense of community

New and improved footpaths connecting existing amenity spaces to enable sustainable movement



Enhance leisure and tourist accessibility



A vision for
Sevenside



What we are proposing – natural environment & the Green Belt

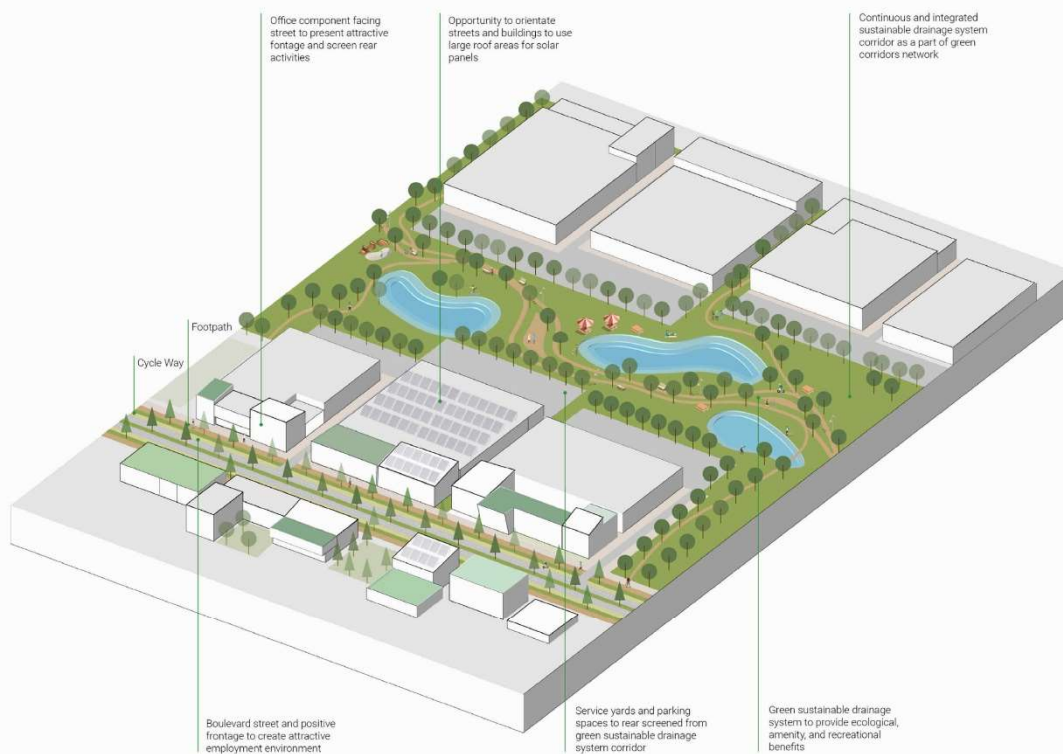


Maximise the opportunity to enhance the unique estuary environment and improve green space networks to generate demand and income for better management, improve green links and enable conservation-based industry to become an asset.

A vision for Sevenside



What we are proposing – economy



Build upon the opportunity of existing growth in the Avonmouth Sevenside Enterprise Area to continue the strengths as an industrial location and to densify jobs and diversify employment types in planned areas to create demand to invest in infrastructure, to improve connectivity and attract more specialised jobs.

A vision for Sevenside



Interventions to achieve the vision

	Infrastructure interventions	Rationale
Active modes	New and improved pedestrian footpaths with improved lighting.	Support sustainable modes of travel, such as walking and cycling and improve access to Enterprise Area, Severn Beach and Pilning railway stations, existing communities and green belt resource.
	Continuous cycle infrastructure along all major routes to connect to key destinations within and beyond Sevenside.	Enhance connectivity to Enterprise Area, residential areas and the active Green Belt from within and beyond Sevenside e.g. Cribbs Causeway, Avonmouth and other parts of the north fringe of Bristol, including connecting to transport hubs as part of longer journeys.
	Provide secure cycle parking for residents, employees and visitors at key destinations, including bus stops and rail stations.	To ensure adequate facilities to encourage people to cycle to and around Sevenside, including as part of longer journeys when combined with bus services or rail travel.
Bus	Improved frequency of service to residential and employment locations.	Improve accessibility into the Enterprise Area, 'active' green belt and to services, facilities, and employment beyond study area to benefit residential community.
	New routes (including demand responsive options) via Enterprise Area and existing and new residential areas.	
	Metrobus extensions to serve the ASEA, including from Bristol and the north fringe of Bristol.	
	Investigate the use of the Portway Park and Ride for services to Avonmouth Sevenside Enterprise Area.	
	Improve bus infrastructure , including waiting areas and travel information.	
	Shuttle bus services to connect to visitor attractions and provide links to the unique natural environment.	Improve accessibility into 'active' Green Belt.
Rail	SEVERN BEACH STATION:	
	■ Improvement to rail services as part of MetroWest Phase 1 project to increase train frequencies on the Severn Beach line	Improve accessibility into enterprise area, services, facilities, and employment beyond study area to benefit residential community.
	■ Provision of parking to support rail based park and ride	Residential demand supports viability of rail service improvement.
	■ Bus connectivity and connections for the first and last mile from station	
	PILNING STATION	
	■ Station improvements are required to enable access to improved services, which should include an overbridge, and to improve waiting facilities	To improve accessibility by rail and last mile connectivity to employment and active Green Belt.
	■ Improved rail services and connections for the first and last mile from station	

A vision for Sevenside



Interventions to achieve the vision

	Infrastructure interventions	Rationale
Integrated transport modes	Trial the use of mobility hubs to integrate transport options at bus stops and rail station to enable first/last mile connections.	Improve accessibility into Enterprise Area, services, facilities, and employment beyond study area to benefit residential community. Trial new approaches that seek to integrate existing transport options for seamless journey interchanges to extend the catchment of existing public transport infrastructure.
M49 connection	Highway connection to M49 Avonmouth junction from Avonmouth Sevenside Enterprise Area	Protects and enhances local communities. Includes bus, walking and cycling access connecting to existing and new development. Need for investigation into lorry lay-over facilities as part of this intervention.
Strategic transport link	New strategic transport link connecting from Avonmouth Sevenside Enterprise Area to M5 Cribbs Causeway	Protects and enhances local communities. Provides a new link to employment, active green belt and growth areas to prevent unsuitable through traffic accessing local roads. This will open opportunities to improve local access roads for sustainable travel. Supports prioritising active modes and public transport through existing settlements.
Local street improvements	Investigate the development of schemes that prioritise sustainable and local access over through traffic in existing and new residential areas, known as liveable neighbourhood concepts .	Seeks to reduce traffic destined for other destinations passing through residential areas to improve safety, sense of place and encourage active travel for local trips in local communities.
Nature and access to open and green space	Series of small-scale interventions to create physical and ecological links between environmental assets. Develop the tourism potential of the area , e.g. observation and interpretation areas.	Benefit recreational and leisure use by improving access and creating green connections between existing and new open space and environmental assets with ecological connectivity.
	Provision of shared use green spaces to form integral hubs for social interactions within local communities.	
	Tree planting and providing more greenery along streets across the area.	Improve the quality of the environment for residents and visitors to the area as well as providing benefits for climate mitigation and resilience.
Retail and community	Provision of new local retail and community facilities .	This would be facilitated through residential growth and could include public or privately-owned facilities and services, such as gyms, food and beverage etc.
	Enhance existing community facilities .	Strengthen the position of local schools and community buildings in the area, allowing them to serve as 'hubs' for neighbourhood communities.

A vision for Sevenside



Interventions to achieve the vision

	Infrastructure interventions	Rationale
Flood defence	Establish requirements to enable future housing growth.	Upgrades to the existing flood defences are being facilitated through the Avonmouth Sevenside Enterprise Area Ecology Mitigation and Flood Defence Project, which aims to protect the ASEA to enable development. Whilst the project will also provide protection for some coastal communities, the scheme is not intended to protect potential new residential developments. This reduces the risk of flooding in the study area, but the designation of the Flood Zone 3 area may not change. Further feasibility work is required to investigate the wider Sevenside area.
	Integrate environmental and flood defence infrastructure into existing communities, through green spaces and nature-based drainage systems for rainwater management.	Accommodate opportunities for multi-dimensional flood defences that benefit environment, improved walking and cycling routes and leisure opportunities. This would serve to protect and enhance local communities.
	In partnership with key stakeholders, investigate the potential of intertidal habitats in mitigating the impacts of climate change, i.e. to provide efficient and cost-effective solutions to help protect communities from coastal erosion, storms and flooding.	
Wastewater and drainage system	Upgrade existing drainage system.	To mitigate risk of flooding from rivers and to ensure that the system can operate functionally and without adverse impacts on the wider community with additional growth/development.
Power Supply	Upgrade power capacity in the Enterprise Area.	To meet increasing power requirements of large-scale logistics and industrial users, enabling full business functionality.
	Investigate the potential for wind energy and solar photovoltaic (PV) schemes .	To build on existing council's studies, and to ensure opportunities to identify and deliver different renewable energy resources in Sevenside are pursued. This will help to ensure alignment with local and national 'net zero carbon' targets.
Digital connectivity	Provision of digital infrastructure , including the roll-out of superfast broadband.	To support the Enterprise Area in line with realigned employment sector ambition (higher density and higher value jobs).
Smart technology	Provision of appropriate environmental smart technology .	Initiate the adoption of smart technology to meet climate change challenges, i.e., water and energy consumption.

A.4. Press release

SOUTH GLOUCESTERSHIRE COUNCIL NEWS RELEASE

DRAFT

**** June 2022**

For immediate release

Communities in Severnside invited to help shape future of the area

People living or working in Severnside are being asked how the area should look in the future.

South Gloucestershire Council are to launch a six-week engagement period from Monday 13 June to discuss a vision for the rural and coastal communities of Severnside, as well as the Avonmouth Severnside Enterprise Area.

The Severnside vision will look at aspirations for the next 30 years building on all its different strengths: the unique coastal environment and the strong economic and leisure sectors.

The vision will cover infrastructure needs into the future such as transport, green spaces, local services and facilities, energy supply, digital connectivity, flood defences and other opportunities for growth.

People who like to visit Severnside are also being encouraged to have their say on the area's future.

South Gloucestershire Council's Cabinet Member for Regeneration, Environment and Strategic Infrastructure, Cllr Steve Reade, said: "Severnside is a unique part of South Gloucestershire offering coastal living, regional tourist attractions and providing a strategic hub for large employers such as Amazon and Tesco.

"We want to build on the strengths and success of this area without damaging its distinctive character. I hope the local communities in the area join the conversation over the next six weeks and help us write an exciting vision."

South Gloucestershire Council are inviting residents to two drop-in events where information on the Severnside vision will be available, and members of the project team will be on hand to answer questions.

These events are taking place on:

- Wednesday 15 June between 2pm and 7pm at Easter Compton Village Hall, Main Road, Easter Compton, BS35 5SJ.
- Tuesday 5 July between 2pm and 6.30pm at Severn Beach Village Hall, Ableton Lane, Severn Beach BS35 4PP.

To give feedback, go to www.consultations.southglos.gov.uk/SevernsideMasterplan22

This website will be live from Monday 13 June.

The engagement period closes on Sunday 24 July.

More information is available on the project webpage, visit www.southglos.gov.uk/severnside-masterplan

All feedback received during the engagement will inform a document called the strategic infrastructure led masterplan for Severnside, which will be published later in the year. The masterplan is being funded by the West of England Combined Authority & Local Enterprise Partnership through the Investment Fund, administered by the West of England Combined Authority.

ENDS

Notes to editors

For media enquiries contact:
Strategic Communications

South Gloucestershire Council

Tel: 01454 863200

www.southglos.gov.uk

A.6. FAQs



Sevenside masterplan FAQs

What area does Sevenside cover?

Sevenside includes the communities of Severn Beach, Easter Compton, Redwick, Hallen, Over and Pilning. It approximately follows the rail line eastwards to the M5, then follows the boundary line with Bristol City Council along the south and across to the Severn Estuary, taking in the Sevenside aspect of the Avonmouth Sevenside Enterprise Area.

What is a strategic infrastructure led masterplan?

The draft masterplan is a high-level strategic vision developed with the local community and other stakeholders.

The draft masterplan presented is not an agreed document, its purpose is to present a vision for Sevenside to gather community and stakeholder views. The masterplan builds on the strengths of the coastal communities and rural villages, the strong economic activity based here and the unique natural environment whilst fully recognising the unique circumstances of flood risk and ecological issues in the area. These will need to be the subject of future feasibility testing once the vision for the area has been agreed.

The masterplan will help to set a framework for future development, but it will not provide detailed plans for the area. It is not a formal policy document in itself but it will feed into formal statutory policy, such as the Local Plan [South Gloucestershire New Local Plan | BETA - South Gloucestershire Council \(southglos.gov.uk\)](#) and become a stepping stone for delivering improvements up to 2050.

Will the Sevenside masterplan set out details for specific sites?

The masterplan will not provide detailed plans for the area, but instead is to form the starting blocks from which more detailed projects and schemes can be developed and will help prioritise investment should growth be supported for the area.

How will the masterplan interact with the Neighbourhood Plan for Pilning and Severn Beach?

We will continue to work with the communities in Pilning and Severn Beach to share information and develop a masterplan that addresses the needs of the local community whilst considering the needs of the wider Sevenside area and West of England region. The masterplan is intended to be at a broader, more strategic scale than the Neighbourhood Plan.

www.southglos.gov.uk

How will the masterplan benefit local residents?

The draft masterplan is proposing to investigate growth. This will generate demand for improved services and facilities to justify investment. These improvements will benefit existing and new communities to improve connectivity and accessibility in Severnside and beyond by sustainable modes and enhance the sense of place and community. Future investment could help to improve connectivity to green and open spaces, help make improvements to the area and its unique coastal setting and help to drive demand for improvements to infrastructure such as better public transport services and community facilities.

Is housing growth feasible in Severnside, given the levels of flood risk?

The masterplan intends to set out a long-term vision for Severnside up to 2050. Much of the study area is in areas at risk of flooding which will be the subject of extensive feasibility work to identify if housing growth is possible in any part of the study area should the outcome of the engagement support housing in the area as part of the ambition for growth in Severnside. This work, along with appropriate sequential testing, will need to be carried out before any sites can be considered for housing through formal allocations.

Have the alignments for the strategic link road been fully assessed?

No. The draft masterplan is intended to set out principles for interventions to begin the conversation. Detailed further work will be required to fully establish any alignments of strategic road connections, if they are to progress. The maps shown for the purposes of the engagement are indicative only.

Who have you spoken to already?

We have held a number of workshops with key stakeholders including local members, employers, town and parish councils and community groups to introduce them to the project and to listen to their views. During these discussions we have identified strengths and opportunities for improvements which are built into the draft document. We will continue to work closely with stakeholders as the draft masterplan develops.

What are the next steps in the masterplan process?

Once we have received your feedback on the vision and draft masterplan, responses will be analysed and key findings from the public engagement will be considered. This will inform the final masterplan which will be published in autumn 2022.

How can I have my say?

We want to hear your views on the draft masterplan to help inform the final masterplan that will be published in the autumn. You can find the draft masterplan and the survey on our webpage consultations.southglos.gov.uk/SevernsideMasterplan22

How can I stay updated on the progress of the masterplan?

We will keep the project webpage updated throughout the project and will publish an engagement summary report once all the responses have been analysed. The final masterplan will also be available on the webpage when it is completed in the autumn.

www.southglos.gov.uk/severnside-masterplan

Funded by the West of England Combined Authority & Local Enterprise Partnership through the Investment Fund, administered by the West of England Combined Authority

A.8. Survey



Public Engagement feedback survey

Strategic Infrastructure-led masterplan for Severnside

Introduction

South Gloucestershire Council is working with the local community, town and parish councils and businesses on a vision to help shape the future of Severnside.

This vision will look at the medium and long-term aspirations for the rural and coastal communities of Severnside as well as the business and leisure sectors, which includes the Avonmouth Severnside Enterprise Area and recreational uses within the Green Belt.

It will build on all the different strengths these areas have, including:

- the character of existing coastal villages and rural communities
- the strong economic and leisure sector unique to Severnside
- the unique natural environment

The vision for Severnside will also respond to challenges and opportunities, including:

- the climate and nature emergency
- new economic and other development opportunities
- the need for sustainable travel

In doing so, we recognise the unique circumstances of flood risk and ecological issues in the area.

As part of this work, we want to hear from residents, businesses and other members of the community to help us finalise a strategic masterplan, which will explain the aspirations for these areas over the next 30 years and beyond.

A 6-week public engagement has begun to gather feedback on the vision and priorities for the masterplan. Your feedback will help us inform the final strategic masterplan.

If you would like to find out more, please visit our web page at: consultations.southglos.gov.uk/SevernsideMasterplan22

To complete the survey, please fill out this form and return to: **FREEPOST SGC, South Gloucestershire Council, Insight & Engagement Team, Council Offices, Badminton Road, Yate BRISTOL, BS37 5AF.**

Alternatively, you may prefer to complete the survey online. You can access this on the engagement web page - <https://consultations.southglos.gov.uk/SevensideMasterplan22> - or by scanning the QR code at the bottom on this page.

If you are unable to access these materials online and would like to request more information, or you require assistance filling out this survey, please get in touch by emailing regeneration@southglos.gov.uk or by calling 01454 868004.

The closing date for receiving responses is **Sunday 24 July 2022.**

Your responses to this survey will be retained for the duration of the project before being destroyed, following the submission of the final report. Responses to the survey will remain anonymous and be stored and handled in accordance with UK data protections legislation. This survey will not be shared with or passed on to any other third party outside of the project team.

If you have any questions, please contact regeneration@southglos.gov.uk. We look forward to hearing from you to help shape the vision for Sevenside.

Part 1: Vision and objectives

The draft Strategic Infrastructure-led Masterplan for Severnside sets out a vision for the medium to long term.

"To recognise Severnside's unique communities and internationally important status, both environmentally and economically to attract and focus new investment."

This is supported by eight objectives set out below and can also be viewed in the draft masterplan on our engagement webpage: consultations.southglos.gov.uk/SevernsideMasterplan22

Q1 How important do you think each of these objectives are for Severnside?

	Very important	Important	Neutral	Not important	Not important at all	Don't Know
Enhancing the identity and how the place feels: Preserving and strengthening the distinctive identities and heritage of the existing communities and neighbourhoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting existing communities: Helping to meet the challenge of delivering housing that provides a range of housing types, along with amenities, services and facilities to support potential new and existing communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting and enhancing the internationally important natural environment and habitats and responding to the nature emergency.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the functional and recreational opportunities of green spaces and water courses: Identifying opportunities to deliver proposals with multiple benefits aligned with the South Gloucestershire Green Infrastructure Strategy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving access: Making improvements to ensure convenient, safe, attractive, accessible for all, sustainable transport network with priority given to public transport and active travel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting regional employment opportunities: Enabling Severnside to continue to be a major employment hub in the South West.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tackle the impacts of climate change: Protecting against flood risk, generating clean energy and sustainable drainage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contributing to SGC's 2030 net zero carbon emissions target: Achieving 'net zero carbon' by 2030 to match Local Political declarations and by 2050 to match that required by Central Government through innovative transport solutions and embracing green and environmental technologies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 2: Strategy to achieve the vision

The draft masterplan presents a strategy to achieve the vision, meet the objectives and address issues and opportunities for different functions and land uses in Severnside.

Natural environment and Green Belt

Severnside has a rich landscape, and there are several national and international statutory environmental designations which contribute to its natural environment and make a major contribution to the national and regional character. There are many opportunities to **enhance the network of green spaces and natural environment** throughout Severnside for local residents and employees and has the potential to attract many visitors and to **enhance and manage the unique estuary environment** to create and protect habitats and improve conservation and resilience in Severnside.

Enhancing the natural environment and Green Belt with appropriate uses will **generate sufficient income and demand to help manage the natural environment**. It would also increase the **deliverability of improved connectivity** to communities in the wider Bristol area and would enable businesses like the Wave and Wild Place Project to become an even **greater cultural asset and attract other conservation businesses**. The proposed strategy for the natural environment and Green Belt is to:

Maximise the opportunity to enhance the unique estuary environment and improve green space networks to generate demand and income for better management, improve green links and enable conservation-based industry to become an asset.

Communities

Potential growth in housing will create **demand and viability for improved local services and facilities**. Additionally, there will be significant investment in mitigation measures that will benefit the existing community and contribute towards the housing need of the wider region over the long term close to employment areas, providing a **better balance of homes and jobs**. Increasing demand and viability for services and improved infrastructure will also create an area that is more **self-contained, sustainable, and resilient**, although it is recognised that further investigatory work is required to assess potential flood mitigation, given levels of flood risk in parts of Severnside. The proposed strategy for communities is to:

Enable growth that will contribute towards meeting housing needs close to jobs and creates wider demand and viability for improved local services and facilities and helps deliver key infrastructure.

Economy

The Avonmouth Severnside Enterprise Area is identified as a regional employment hub that is set to grow to incorporate up to 12,000 new jobs by 2026. There are existing planning consents across much of the area and space is allocated to accommodate much of this growth. Increasing the density of jobs will require a diversification in employment types in addition to the logistics and distribution uses, **attracting more specialised employment types**. **Densifying jobs will help justify infrastructure improvements**. The **renewable energies sector could grow and tie in with existing and densified development, whilst also helping to meet climate resilience and carbon net zero objectives**. In addition, land supply for logistics and distribution uses is severely limited in other parts of the West of England, and **Severnside provides a suitable location** for these uses. The proposed strategy for the economy is to:

Build upon the opportunity of existing growth in the Avonmouth Severnside Enterprise Area to continue the strengths as an industrial location and to densify jobs and diversify employment types in planned areas to create demand to invest in infrastructure to improve connectivity and attract more specialist jobs.

We would like to hear your views on the strategy for these functions and land uses.

Q2 To what extent would you support the strategy for each of the three components presented in the draft strategic masterplan?

	Supportive - I think this function/land use needs improving and fully support further work to explore options	Possibly supportive - I like this function/land use how it is currently, but I would be interested to see a more detailed proposal	Not supportive - I like this function/use how it is currently, and do not want it to change	Don't know
Natural environment and Green Belt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 If you have any further comments on the 3 functions/land uses, please provide these in the box below.

Part 3: Interventions to achieve the vision

As well as presenting a vision for the area, the draft masterplan will include interventions required to achieve the vision.

The details of these interventions can be viewed on our engagement webpage: consultations.southglos.gov.uk/SevernsideMasterplan22

Q4 How important do you think each of these projects are?

	Very important	Important	Neutral	Not important	Not important at all	Don't Know
Active travel improvements: including new and improved footpaths, continuous cycling routes, secure cycle parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport improvements: including increased frequency of services, new routes, improved waiting areas and travel information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M49 connection: highway connection to M49 Avonmouth junction from Avonmouth Severnside Enterprise Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategic transport link: connecting from Avonmouth Severnside Enterprise Area to M5 Cribbs Causeway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flood defence improvements: to protect existing communities and enable development, as well as creating new habitats and recreation opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green and open space improvements: to provide a network of green spaces, enhance habitats and enable access for all to enjoy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop tourism potential: particularly to the natural environment and investment in heritage projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improvements to/provision of local facilities: including retail, health care, community facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upgrading utilities to seek sustainable options: including drainage system, power supply, digital connectivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establishing partnerships with stakeholders: to support the delivery of the masterplan, including infrastructure support and expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-ordinated policies and strategies: to provide detailed guidance for development across functions and land uses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 4: Any other comments

- Q5** Please let us know if you have any further comments about the suggestions above, views about things we've missed or any other comments by typing in the box below.

About You

This section is really important. It's vital that we understand the experiences of a wide range of respondents in order to ensure that everyone is treated equally. By understanding more about what people from diverse backgrounds tell us, we can ensure we act appropriately to meet needs. All questions are optional and any responses to these questions will remain confidential. Individuals will not be identified and personal details will not be published.

- Q6** **Please tell us your postcode.**
This is used for analysis purposes only.

- Q7** Are you?
- ☐ Female
 - ☐ Male
 - ☐ Other
 - ☐ Prefer not to say

Q8 Please tell us your sexual orientation?

- ☐ Bisexual
- ☐ Gay Man
- ☐ Lesbian/Gay woman
- ☐ Heterosexual/Straight
- ☐ Other
- ☐ Prefer not to say

Q9 What is your age?

- ☐ Under 18
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 75
- ☐ Over 75
- ☐ Prefer not to say

Q10 Do you consider yourself to be disabled? **(Please tick all that apply)**

- ☐ No
- ☐ Prefer not to say
- ☐ Yes - Physical impairment, such as difficulty using arms or mobility issues which may mean using a wheelchair or crutches
- ☐ Yes - Sensory impairment, such as being blind/having a serious visual impairment or being deaf/have a hearing impairment
- ☐ Yes - Mental health condition, such as depression, anxiety or schizophrenia
- ☐ Yes - Learning disability/difficulty (such as Down's Syndrome, dyslexia, dyspraxia) or cognitive impairment (such as autistic spectrum disorder)
- ☐ Yes - Long standing illness or health condition, such as cancer, HIV, diabetes, chronic heart disease or epilepsy
- ☐ Yes - Other (please state)

Q11 If yes, please, please tell us how this affects the way that you access or use council services.

Q12 Please tell us your ethnic origin

- | | |
|--|--|
| <input type="checkbox"/> Arab | <input type="checkbox"/> Mixed/multiple ethnic group - Other |
| <input type="checkbox"/> Asian/Asian British - Bangladeshi | <input type="checkbox"/> Mixed/multiple ethnic group - White & Asian |
| <input type="checkbox"/> Asian/Asian British - Chinese | <input type="checkbox"/> Mixed/multiple ethnic group - White & Black African |
| <input type="checkbox"/> Asian/Asian British - Indian | <input type="checkbox"/> Mixed/multiple ethnic group - White & Black Caribbean |
| <input type="checkbox"/> Asian/Asian British - Other | <input type="checkbox"/> White - English / Welsh / Scottish / Northern Irish / British |
| <input type="checkbox"/> Asian/Asian British - Pakistani | <input type="checkbox"/> White - Other (please state) |
| <input type="checkbox"/> Black/African/Caribbean/Black British - African | <input type="checkbox"/> White Irish |
| <input type="checkbox"/> Black/African/Caribbean/Black British - Caribbean | <input type="checkbox"/> White - Roma |
| <input type="checkbox"/> Black/African/Caribbean/Black British - Other | <input type="checkbox"/> Other ethnic group |
| <input type="checkbox"/> Gypsy or Irish Traveller | <input type="checkbox"/> Prefer not to say |

If other, please state:

Q13 Religion/belief

- ☐ Buddhist
☐ Christian
☐ Hindu
☐ Jewish
☐ Muslim
☐ Sikh
☐ Any other religion (please state)
☐ No religion
☐ Prefer not to say

If other, please state:

Q14 Do you identify as a transgender person?

- ☐ Yes
☐ No
☐ Prefer not to say

Q15 Which of the following describes your highest level of qualification?

- ☐ No qualifications
☐ Achieved GCSEs or equivalent
☐ Completed an apprenticeship
☐ Achieved AS, A Level or equivalent
☐ Achieved NVQ or equivalent
☐ Achieved a qualification at degree level or above
☐ Prefer not to say

Q16 Do you have any dependent children living in your household in the following age groups?

- | | | |
|--------------------------------|----------------------------------|--|
| <input type="checkbox"/> 0-10 | <input type="checkbox"/> 18-21 | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 11-17 | <input type="checkbox"/> Over 21 | <input type="checkbox"/> No |

Q17 Which of the following best describes your usual employment status?

- | | |
|--|---|
| <input type="checkbox"/> Employed full-time | <input type="checkbox"/> Looking after the family or home |
| <input type="checkbox"/> Employed part-time | <input type="checkbox"/> Temporary sick |
| <input type="checkbox"/> Self-employed full-time | <input type="checkbox"/> Long-term sick |
| <input type="checkbox"/> Self-employed part-time | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Student | |

Q18 Which of the following forms of financial support do you currently receive or are in the process of applying for?

- | | |
|---|--|
| <input type="checkbox"/> Income support | <input type="checkbox"/> Universal credit |
| <input type="checkbox"/> Housing Benefit | <input type="checkbox"/> Job Seekers Allowance |
| <input type="checkbox"/> Employment support allowance | <input type="checkbox"/> Council Tax Reduction |
| <input type="checkbox"/> Working Tax Credit | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Pension Credit | <input type="checkbox"/> Prefer not to say |

Q19 Excluding anything you do for your paid employment, are you a carer? (i.e. do you look after or give help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age)

- ☐ Yes ☐ No ☐ Prefer not to say

Q20 Are you currently, or have you previously, served in the UK Armed Forces?

- ☐ No
- ☐ Yes - currently serving
- ☐ Yes - previously served in Regular Armed Forces
- ☐ Yes - previously served in Reserve Armed Forces

Thank you for completing this survey. Your feedback will inform our continuing development of the masterplan.

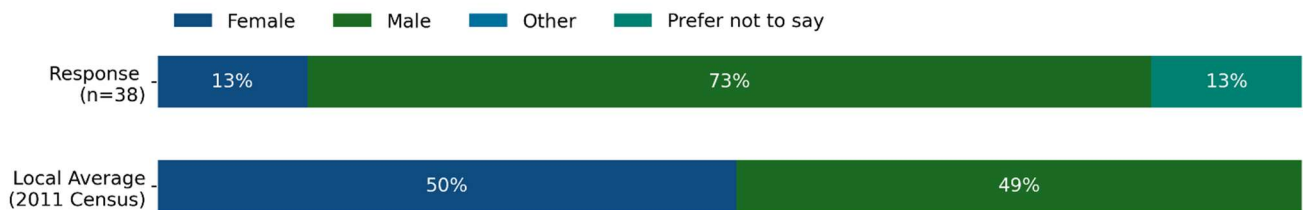
Please return your completed questionnaire to Freepost SGC, South Gloucestershire Council, Insight and Engagement Team, Council Offices, Badminton Road, Yate BS37 5AF

Any personal information that you have supplied will be held by South Gloucestershire Council in accordance with the Data Protection Act 2018 and UK General Data Protection Regulations (UKGDPR) 2021. This information will only be used as part of this exercise and personal information will not be published or passed onto any other organisation. Your personal information collected as part of this survey will be kept for two years to help us improve services before being securely destroyed. Our privacy notice, which explains how we will process your personal information, how long we will retain it and your rights as a data subject, is available at www.southglos.gov.uk/privacy

Appendix B. Equality and Diversity Questions

Results from the Equality and Monitoring questions are presented below. Where data was available, responses have been compared with local demographic data from the 2011 census. Note that some questions were asked for analysis purposes only and are not reported on due to confidentiality.

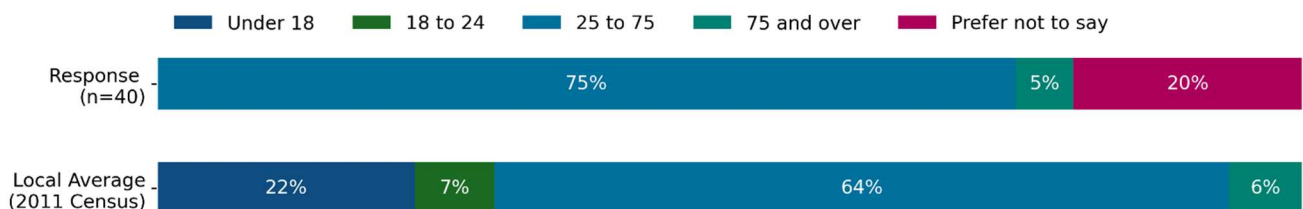
B.1. Question 7: Gender - Are you?



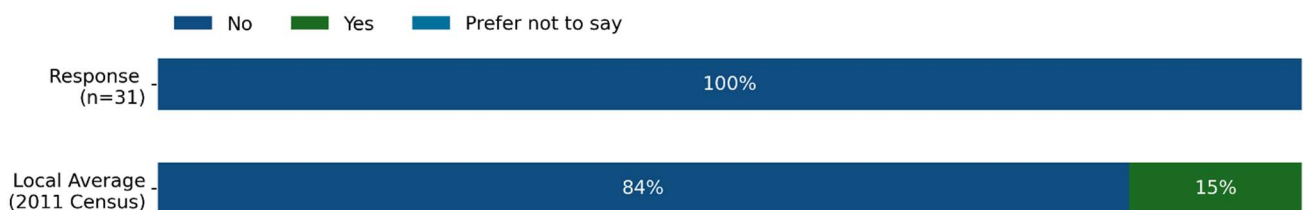
B.2. Question 8: Sexual orientation - Please tell us your sexual orientation



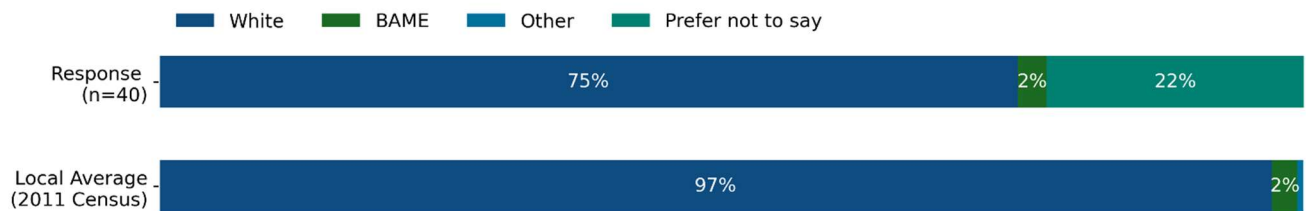
B.3. Question 9: Age - What is your age?



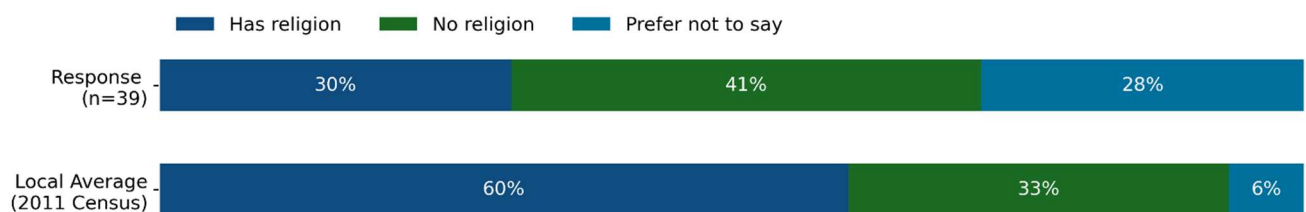
B.4. Question 10: Disability - Do you consider yourself to be disabled?



B.5. Question 12: Ethnic origin - Please tell us your ethnic origin



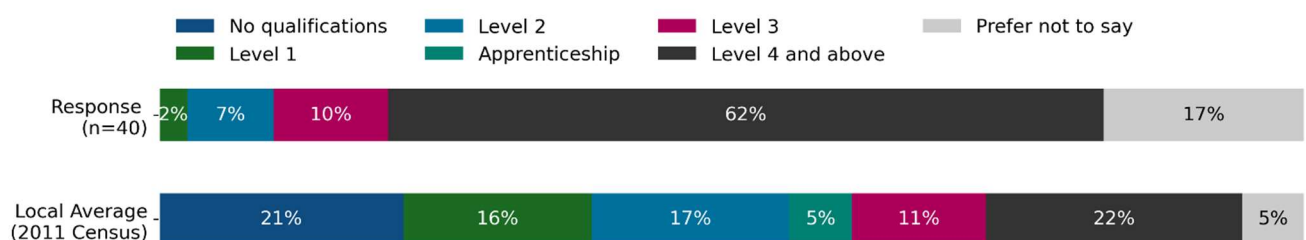
B.6. Question 13: Religion / belief



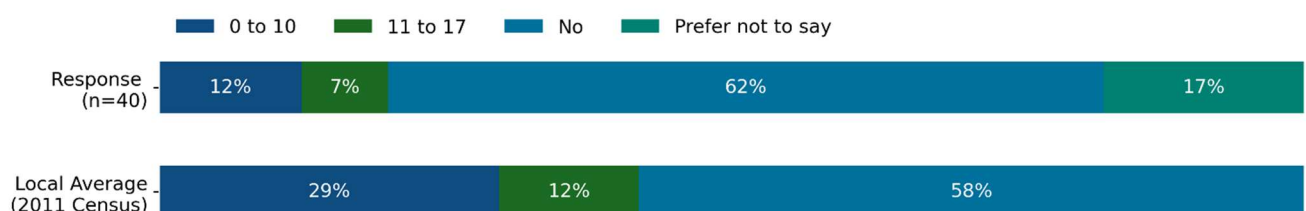
B.7. Question 14: Gender reassignment - Do you identify as a transgender person?



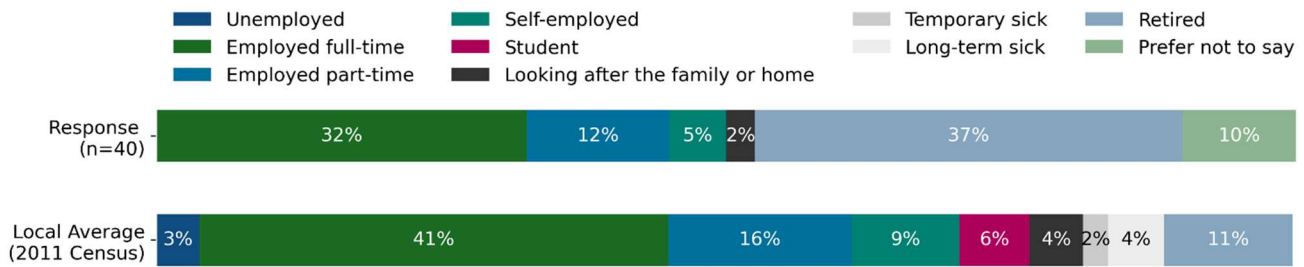
B.8. Question 15: Qualifications - Which of the following describes your highest level of qualification?



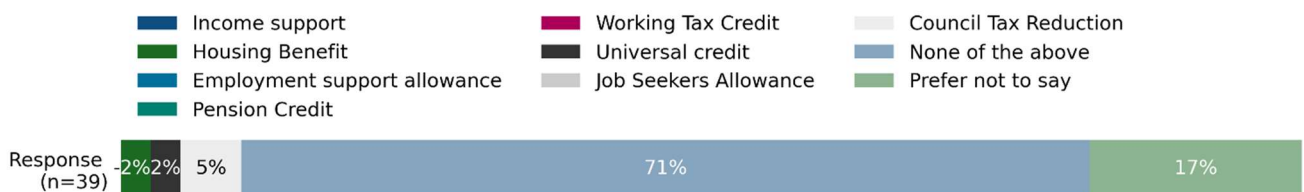
B.9. Question 16: Dependent children - Do you have any dependent children living in your household in the following age groups?



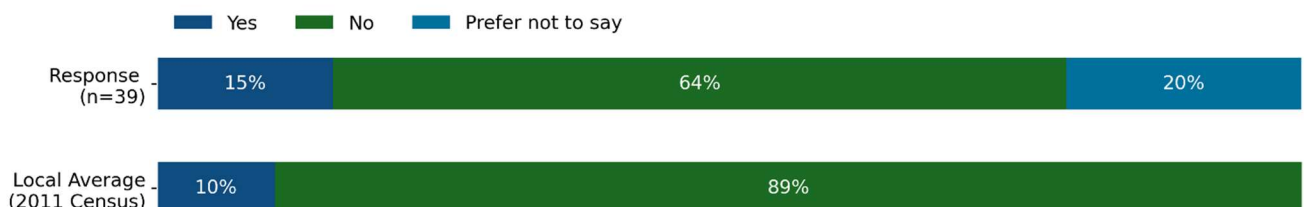
B.10. Question 17: Employment status - Which of the following best describes your usual employment status?



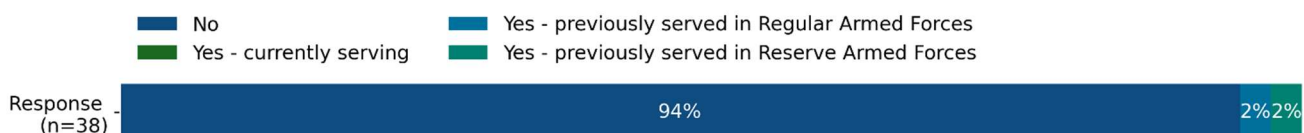
B.11. Question 18: Financial support - Which of the following forms of financial support do you currently receive or are in the process of applying for?



B.12. Question 19: Caring - Excluding anything you do for your paid employment, are you a carer?



B.13. Question 20: Armed forces - Are you currently, or have you previously, served in the UK Armed Forces?



Appendix C. Details of changes made to masterplan from feedback

C.1. Edits that have been made following review of the feedback and the masterplan content

Please note, general grammatical changes, clarifications of the text or changes made on emphasis in language or tone are not included in this list. Detailed actions taken against specific comments can be made on request.

Transport - Walking/Cycling/Wheeling

Avon Cycleway added to Figure 2.4 and referred to in accompanying text.

All references to active travel throughout the document now include wheeling.

All references to active travel routes throughout the document now include references to bridleways.

Comments on report

Figures 7-1 and 7-5 have been amended to remove the brown hatching on the maps to avoid confusion of where housing growth is suggested, and a label added to clarify that further feasibility work is required to identify locations for residential growth.

Figure 2-3 has changed to show the full extent of the 1957/58 planning consents, as opposed to sites under development.

Data sources clarified and added where requested as footnotes.

Interventions have been changed from 'infrastructure interventions' as not all relate to infrastructure. Some require partnership collaboration, policy reviews or preparatory work.

Ecology

Additional ecology interests have been included in section 2.3 to include mudflats, sandflats, rocky platforms and priority habitats of coastal salt marsh and coastal and floodplain grazing marsh.

Transport – Public transport

Additional information has been inserted into section 2.5 to provide more detail of existing and future bus and rail provision and innovative transport solutions.

Community facilities

Added the potential for community farms and orchards into the interventions list.

Economy

Added a point within section 7.3 to demonstrate the integration of the strategies into a holistic masterplan can help to reduce inequalities by creating inclusive economies with access to facilities that support social cohesion, health and wellbeing.

Planning regulations

Edited the interventions table to ensure it is clear that feasibility work will be required on a variety of aspects including to establish the potential and possible locations for housing and other growth opportunities.

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