

Proposals for the Hard Ings Road Improvement Scheme

Consultation Report

Prepared by Counter Context Ltd

December 2016

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1 EXECUTIVE SUMMARY

This Consultation Report has been prepared by Counter Context Ltd on behalf of the City of Bradford Metropolitan District Council (CBMDC) Highways Services. The Consultation Report gives information on the consultation undertaken with local communities relating to the proposals for the Hard Ings Road improvement scheme.

This report gives detail of the engagement carried out as part of the consultation with key stakeholders and members of the public.

The consultation ran from 12 September 2016 until 7 October 2016. During the consultation, a range of communication methods were used to provide information about the proposals and ensure that people had the opportunity to offer their feedback. These methods comprised of:

- A briefing pack sent to elected ward members and key stakeholders;
- A consultation leaflet sent to nearby residential and business properties;
- A press release issued at the start of the consultation;
- A dedicated project website (www.hardingsroad.com) with information about the proposals including electronic copies of the consultation materials. An electronic feedback form enabled people to have their say directly through the website's 'Have Your Say' page;
- A dedicated telephone information line, a Freepost address and email address were available for people to ask questions and provide their feedback;
- Community Access Points were set up to enable a wider area of interested parties to engage with the consultation; and
- A public drop-in session gave members of the public and stakeholders opportunity to view the plans and discuss the proposals with members of the project team. It was held at Victoria Hall, Hard Ings Road, Keighley, BD21 3JN.

38 people attended the public drop-in session on 29 September 2016 between 2pm – 8pm. 14 feedback forms were submitted at the consultation event.

Within the feedback received throughout the consultation process, support was shown for the proposed improvement scheme. Positive comments were received regarding the plans to reduce congestion, the provisions to improve safety on the road and the associated landscaping proposals. All feedback received during the consultation has been considered by the project team during the finalisation of the scheme.

Section 6 of this Consultation Report explains how all issues raised by respondents have been comprehensively addressed.

2 INTRODUCTION

2.1 DEVELOPMENT OVERVIEW

The development consulted on as part of this consultation comprises:

An improvement scheme for Hard Ings Road, Keighley, between the junctions with the A629 (Beechcliffe Roundabout) and Bradford Road Roundabout, including road widening to provide two lanes in each direction.

The changes to Hard Ings Road will:

- Reduce congestion by increasing the capacity of the road network.
- Encourage sustainable modes of transport by improving the provision for cyclists and pedestrians.
- Enhance the quality of the local environment by improving air quality.

The scheme includes:

- Installation of traffic signals at the existing Beechcliffe Roundabout to improve the efficiency of the roundabout;
- An additional lane for traffic on the approach to Beechcliffe Roundabout on the A629; and
- Installation of a signalised junction with pedestrian and cycle crossing facilities (toucan crossing) at the junction of Hard Ings Road with Lawkholme Lane. The signals will be linked with the proposed signals at Beechcliffe Roundabout and the existing signalised junction at Bradford Road to control traffic flow.
- A shared, two-way cycle and pedestrian footway along the southern side of Hard Ings Road between Bradford Road Roundabout and Keighley Retail Park, and between the proposed 'toucan' crossing (at the junction with Lawkholme Lane) and Royd Way.

2.2 PURPOSE OF CONSULTATION REPORT

This Consultation Report has been prepared by Counter Context Ltd to provide a comprehensive record of the consultation undertaken in relation to these proposals.

The consultation ran from 12 September 2016 until 7 October 2016.

This report summarises the methods used, the responses received and the changes made to the proposals as a result of feedback received. It provides:

- An account of the consultation undertaken with the local community about the proposals;
- A summary of the feedback received from these consultees; and
- Evidence that this feedback has been considered in the development process.

The CBMDC recognise the high level of public interest in this particular scheme and appetite of local people and organisations to contribute to the development of the proposals. Local people can make

a valuable contribution to the proposals by offering their local knowledge and raising issues that may not have been considered; in many cases resulting in a stronger set of proposals.

This report gives information on the consultation undertaken with local communities as well as business, civic and local interest organisations. There has also been extensive and detailed engagement with a range of statutory and other organisations relating to technical issues during the development of the scheme which is not included within the scope of this report.

3 APPROACH TO CONSULTATION

The approach for this consultation reflects the CBMDC's policy and method of involving communities. Throughout the consultation, the CBMDC has ensured that the identified communities and stakeholders:

- Have appropriate access to relevant information;
- Are given opportunities to actively participate by putting forward their own ideas and are reassured that there is a transparent process through which their feedback will be considered and will influence the proposals; and
- Can obtain feedback, be kept informed of the progress of the scheme and be updated on the outcomes of consultation.

The CBMDC is committed to consulting openly with key stakeholders, local residents, businesses and road users. Throughout consultation, engagement activities have been guided by the following key principles:

- Being open and honest with stakeholders and members of the local community when presenting all information about the proposed scheme;
- Ensuring that all public engagement materials can be easily accessed by local stakeholders and the wider general public;
- Being clear and 'plain speaking', avoiding the use of jargon or technical terms where possible;
- Identifying different audiences and developing appropriate communication techniques that effectively engage with each one;
- Ensuring all communication materials are presented in formats easily accessible to the local community; and
- Responding quickly and effectively to enquiries received from stakeholders and members of the general public.

4 COMMUNITY AND STAKEHOLDER MAPPING

Detailed desk research has been undertaken to develop a comprehensive understanding of the key audiences that should be engaged with as part of the consultation. These audience groups were:

- Political stakeholders;
- Economic stakeholders;
- Statutory consultees;
- Non-statutory consultees;
- Civic groups;
- Community groups;
- Road users;
- Near neighbours; and
- Affected properties.

More detail as to how these groups were engaged is provided in Section 5 of this Consultation Report.

4.1 POLITICAL STAKEHOLDERS

The site of the proposed improvement scheme falls within the Keighley constituency area. As the scheme is a major highways improvement, it has been important to ensure political representatives for the area were aware that their constituents were being actively engaged and involved in the development of the proposals.

89 political representatives, ward councillors for each of the wards, for the CBMDC were sent briefing packs at the beginning of the consultation period.

The MEPs for the Yorkshire and the Humber were also sent briefing packs.

In addition to the locally elected councillors, the locally elected MP's for the constituencies within which the proposals are situated were also consulted.

4.2 ECONOMIC AND EDUCATIONAL STAKEHOLDERS

Economic groups who may have an interest in the proposed development were engaged with during the consultation. These included:

1. Leeds City Region LEP;
2. West Yorkshire Combined Authority; and
3. Bradford Chamber of Commerce.

The CBMDC engaged with the educational organisations, as individuals in full or part-time education can offer an important view of the proposals.

4.3 STATUTORY CONSULTEES

The CBMDC has actively engaged with the following statutory consultees to gain opinions on the scope of the scheme:

1. Adjoining Landowners;
2. Canal and River Trust;
3. Coal Authority;
4. Crown Estate Office;
5. Environment Agency;
6. Garden History Society;
7. Health and Safety Executive;
8. Highways Agency;
9. Historic England;
10. Natural England;
11. Network Rail;
12. Sport England; and
13. Yorkshire Water Services Ltd.

4.4 NON-STATUTORY CONSULTEES

The CBMDC has actively engaged with the following non-statutory consultees to gain opinions on the scope of the scheme:

1. Age Concern
2. Age UK
3. Ancient Monuments Society
4. Bradford District Chamber of Trade
5. Bridgepoint Capital
6. British Geological Survey
7. BT Network Alteration Projects
8. BT Openreach
9. Canal & River Trust
10. Centre for Ecology and Hydrology
11. Church Commissioners
12. Civil Aviation Authority
13. Commission for Architecture and the Built Environment (CABE)
14. Council for British Archaeology
15. CPRE
16. Disabled Persons Transport Advisory Committee
17. Easynet
18. Electricity, Gas and Telecommunications
19. Environmental Health, Leeds City Council
20. Equality and Human Rights Commission
21. Fields in Trust
22. Freight Transport Association
23. Friends of the Earth
24. Friends, Families and Travellers
25. Gypsy Council
26. Health Protection Service
27. Homes and Communities Agency
28. Institute of Directors
29. National Grid Company
30. National Grid Plant Protection
31. NATS Corporate & Technical Centre
32. Northern Gas Networks
33. Northern Powergrid
34. Ramblers Association
35. Road Haulage Association
36. Royal Mail
37. Royal Mail Property Holdings
38. Royal Society for the Protection of Birds
39. Skills Funding Agency
40. Society for the Protection of Ancient Buildings
41. The Diocese of West Yorkshire and The Dales
42. The Forestry Commission

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| 43. The Home Builders Federation | 49. Women's National Commission |
| 44. The Twentieth Century Society | 50. YEDL - Northern Power Grid |
| 45. Traffic Commissioners | 51. Yorkshire Ambulance Service NHS Trust |
| 46. Virgin Media | 52. Yorkshire Wildlife Trust |
| 47. West Yorkshire Police | |
| 48. Western Area Roads Policing Unit | |

4.5 CIVIC GROUPS

The CBMDC engaged extensively with many of the organisations below regarding the proposals. The groups engaged were:

1. Bradford Civic Society;
2. National Media Museum;
3. War Memorials Trust;
4. Cliff Castle Museum;
5. Transdev;
6. Airedale Partnership

4.6 COMMUNITY GROUPS

In addition to engaging directly with members of the local community, the CBMDC recognised the local community groups can play an important role in representing community views. The following groups have been engaged with during consultation:

1. Sangat Community Centre;
2. The Leisure Centre, Hard Ings Road;
3. Allotments and Tenants Association;
4. Victoria Hall;
5. B-Spoke Cyclists Forum;
6. Keighley and Ilkley Community and Voluntary Action;
7. Keighley Cougars Rugby Club;
8. Keighley Cricket Club;
9. Key House, Keighley;
10. West Yorkshire Motorcycling Safety Group

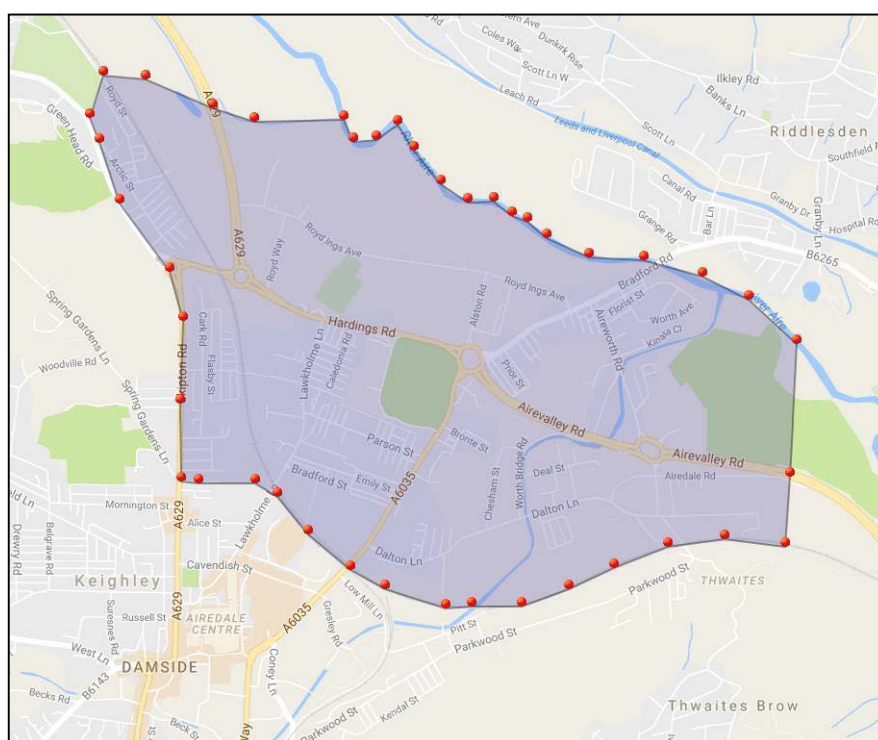
This report gives information on the consultation undertaken with local communities as well as business, civic and local interest organisations. There has also been extensive and detailed engagement with a range of statutory and other organisations relating to technical issues during the development of the scheme which is not included within the scope of this report.

4.7 ADJACENT NEIGHBOURS AND AFFECTED PROPERTIES

A key priority of consultation was to actively engage with residents and businesses within close proximity to the proposed improvement scheme. A distribution area for consultation leaflets was therefore defined which included approximately 2,225 residential and business properties. The distribution area which was chosen included properties which would be directly affected by these proposals.

The leaflet distribution area is shown in Figure 1.

Figure 1 – Leaflet distribution area. Site location is depicted by red markers (site location is approximate).



4.8 ROAD USERS AND WIDER AUDIENCE

To engage a wider audience beyond those who lived within the leaflet distribution area, a press release was issued and an advert was published in the Bradford Telegraph and Argus to ensure increased visibility. Community Access Points (CAP Sites) were set up outside the distribution area to give a wider audience access to the consultation materials. More details of these can be found in Section 5 of this Consultation Report.

5 THE CONSULTATION PROCESS

The consultation ran for four weeks from Monday 12 September 2016 until Friday 7 October 2016. Throughout the consultation, a range of communication methods were used to raise awareness of the proposals among the local community. People were provided with accessible and convenient means by which to provide feedback.

5.1 CONSULTATION OVERVIEW

This section of the Consultation Report details the comprehensive consultation. The consultation programme has focussed on:

- Directly distributing information and consultation materials;
- Proactively providing information to the local media;
- Organising a consultation event to engage key audiences; and
- Making information convenient and accessible for key audiences.

5.2 DISTRIBUTION OF INFORMATION AND CONSULTATION MATERIALS

5.2.1 Briefing Pack

A briefing pack was produced to provide introductory information about the improvement scheme and an overview of the scheme design as well as the consultation programme. It was distributed electronically and by post on 8 September 2016 to elected members and stakeholders. Briefing packs were also available via electronic download from the website. A copy of the briefing pack is provided as Appendix 1 to this Consultation Report.

5.2.2 Consultation Leaflet

The consultation leaflet provided information about the proposals and a general introduction to the scheme as well as information about how stakeholders and local communities could engage in the process. The leaflet included details about the consultation website, dedicated project email address and telephone information line. There was also information included regarding the consultation drop-in session, held on Thursday 29 September 2016. This information was provided to make it as easy as possible for people to provide feedback or ask questions. A copy of the consultation leaflet is provided as Appendix 2 to this Consultation Report.

Distribution

Consultation leaflets were distributed to residential and business properties located within the distribution area set out in Section 4.7 and shown in Figure 1. This leaflet was also available to download through the Hard Ings Road website.

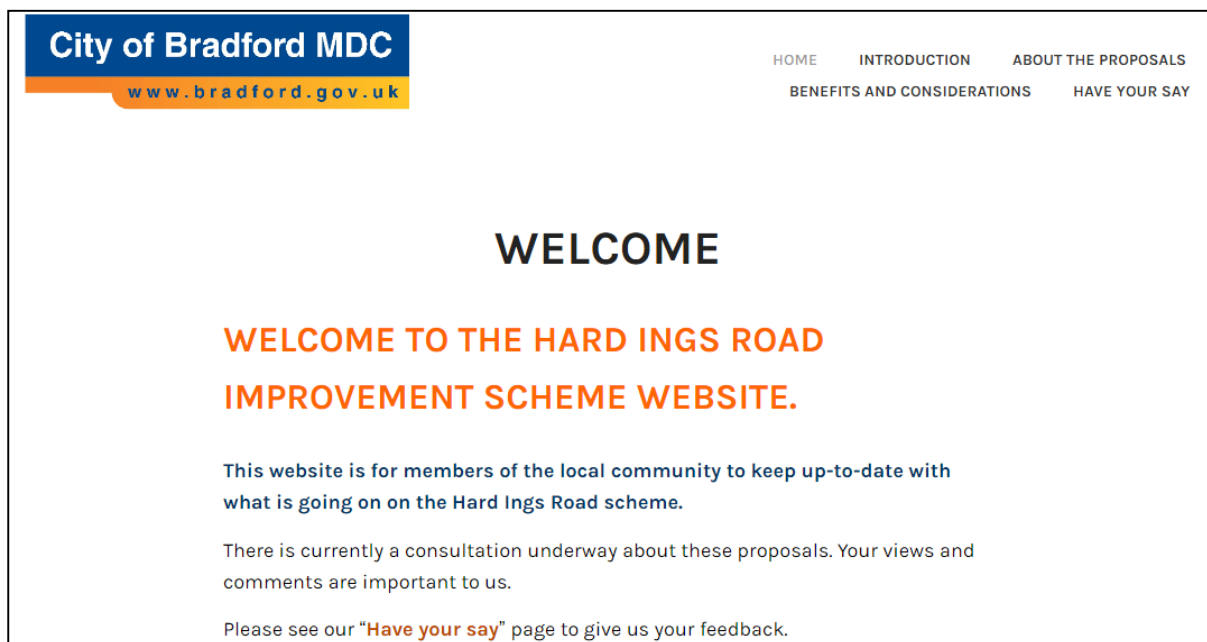
5.2.3 Website

5.2.3.1 Project website

A dedicated project website (www.hardingsroad.com) was set up to include information about the consultation and the improvement scheme. It went live on 8 September 2016.

Visitors to the website were presented with clear information about the proposals and were encouraged to complete an online feedback form. The website details were published on all of the consultation materials.

Figure 2 – A screenshot of the Hard Ings Road 'Welcome' page on the dedicated project website: www.hardingsroad.com.




5.2.3.2 The CBMDC website

A dedicated page on the CBMDC website was also created to include information about the consultation and the improvement scheme. This page included a link to the online feedback form and the contact details for the consultation team, along with electronic copies of the consultation leaflet and briefing pack.

5.2.4 Community Access Points

30 Community Access Points (CAP sites) were located to provide members of the public with locations to access the physical consultation leaflet and give the wider public a chance to find out more. These were located both inside and outside the consultation leaflet distribution area in order to give interested parties the opportunity to engage with the consultation process. The organisations that agreed to host the leaflets were also provided with an A4 poster to display.

Figure 3 – An image showing the A4 CAP site poster.

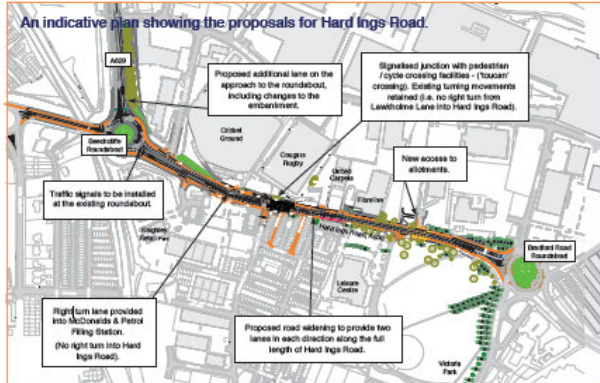


www.bradford.gov.uk

Hard Ings Road Improvement Scheme

Proposals are currently being developed for changes to Hard Ings Road (A650), Keighley.

An indicative plan showing the proposals for Hard Ings Road.



Come along to our drop-in session:

- Victoria Hall, Hard Ings Road, Keighley, BD21 3JH
- 2pm – 8pm
- Thursday 29 September 2016

Contact details

To find out more or submit your feedback please contact The Consultation Team using the following:

- ☎ 0800 032 1880
- ✉ info@hardingeroad.com
- 🌐 www.hardingeroad.com

The drop-in session is part of the CBMDC's extensive public consultation being held between 12 September – 7 October 2016. Your views and comments are important to us. To find out more or to have your say, please get in touch using the details above.

Supported by:





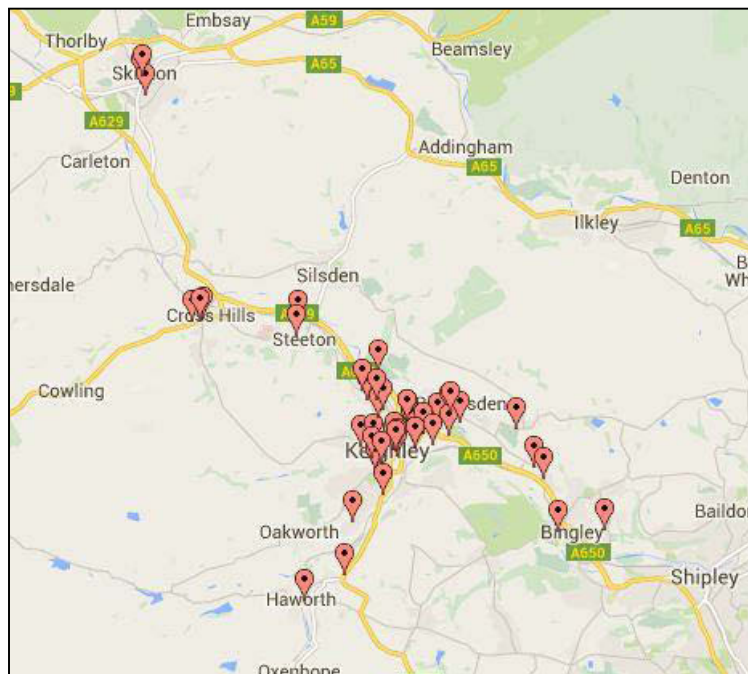





Figure 4 – A map showing all the locations of the Community Access Points.



5.2.5 Proactive Media Engagement

5.2.5.1 Press release

A press release was issued on 9 September 2016 to the following news outlets:

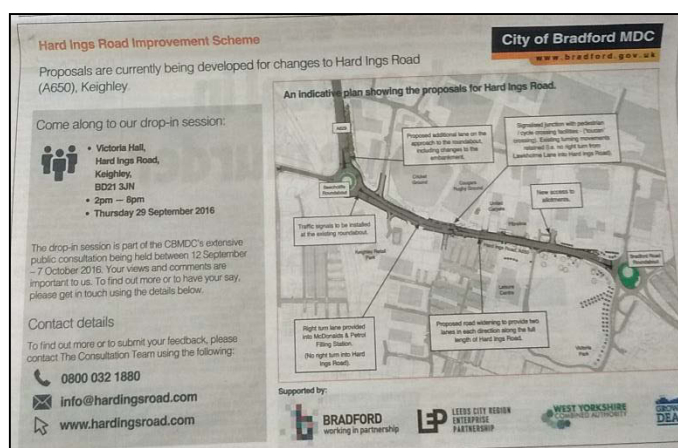
- Bradford Telegraph and Argus;
- Keighley News;
- Pulse Radio;
- Yorkshire Post;
- BBC Radio Leeds;
- BCB Radio; and
- Sunrise Radio.

It was published in the Keighley News and the Telegraph and Argus on the 15 September and 17 September respectively.

5.2.5.2 Newspaper advert

A half page newspaper advert was placed on page 7 of the Telegraph and Argus on Monday 12 September 2016. This date was chosen to coincide with the beginning of the consultation and allowed people sufficient notice in advance of the drop-in session.

Figure 5 – An image of the newspaper advert as published in the Telegraph and Argus on 12 September.



5.2.6 Consultation Drop-In Session

A public drop-in session was held so that members of the public could attend and find out more information about the proposals. This drop-in session was held at the Victoria Hall on Hard Ings Road in Keighley (BD21 3JN). The drop-in session was open on Thursday 29 September 2016 between 2pm – 8pm.

At the drop-in session there were seven display boards on show that contained details about the proposals including plans and indicative images. The information boards are provided as Appendix 4 to this Consultation Report.

Throughout the drop-in session, members of the project team were on hand to talk people through the proposals and answer questions.

A copy of the feedback forms available at the event for people to fill in are in Appendix 5 of this Consultation Report. The table below details the number of visitors to the drop-in session.

Table 1 – A table indicating the number of attendees at the consultation drop-in event.

Information	Total
Attendees	38

Figure 6 – Images of the Hard Ings Road public drop-in session, held in Victoria Hall on 29 September 2016.



Members of the project team were invited to attend a community meeting at the Sangat Centre on the morning of Monday 10 October 2016. Approximately 12 members of the local community attended to ask questions and to learn more about the project.

5.2.7 Freephone telephone information line

A dedicated information line (0800 032 1880) was in operation from 9am – 5pm (Monday to Friday) with an answer phone facility to take calls outside these hours. Members of the consultation team managing the information line were able to answer questions about the scheme or the consultation.

The information line number was included in all consultation materials included in the website, briefing pack and consultation leaflet as well as on project email footers. The number was also included in the aforementioned press release and newspaper advert.

Table 2 – A table indicating the number of telephone enquiries received during the consultation

Telephone enquiries	Total
Information line calls	4

5.2.8 Freepost address

A dedicated Freepost address (FREEPOST Bradford Highways Consultation) was made available for members of the public to submit their feedback form, and any other questions, to the consultation team. Details of the Freepost address were available on the website, email footer and letter to residents that accompanied the consultation leaflet.

Table 3 – A table indicating the amount of freepost enquiries received during the consultation

Freepost enquiries	Total
Responses	26

5.2.9 Project email address

A dedicated email address (info@hardingsroad.com) was in operation so that people could submit feedback and ask questions. The email address was on all consultation materials and the website.

Table 4 – A table indicating the amount of email inquiries received during the consultation

Email enquiries	Total
Emails	17

6 CONSULTATION FEEDBACK

All of the responses received during the consultation period have been logged and considered by the project team. An extensive summary of the issues raised during the consultation, and how they have been considered and responded to, is provided in Section 6.5 below.

6.1 FEEDBACK FROM ALL CONSULTATION CHANNELS

Below is a table that shows the total number of responses received across the different channels.

Table 5 – A table indicating the number of feedback received during the consultation.

Responses	Number of responses (12 Sept – 07 Oct)
Feedback forms (submitted at the drop-in session)	14
Feedback forms (submitted online)	18
Feedback forms (submitted via the Freepost address)	43
Feedback submitted via email	17
Feedback submitted via the Freephone information line	4
Total	100

6.2 GEOGRAPHICAL AREA FROM WHICH RESPONSES WERE RECEIVED

The feedback forms asked people to include their postcode. Approximately 75 people submitted their postcode with their consultation feedback.

Figure 7 – A map representing the approximate locations from which the responses were received (courtesy of Google Maps 2016).

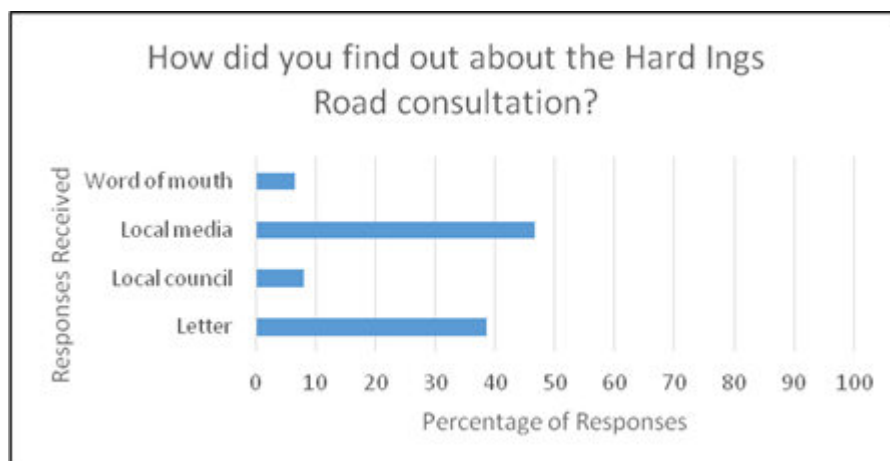


6.3 FEEDBACK ON CONSULTATION MATERIALS

6.3.1 How stakeholders found out about the consultation

The feedback form that was made available asked people to tell us how they found out about the consultation. Out of the 75 people that filled in the feedback form, 71 people responded to this question. The results are in the table below.

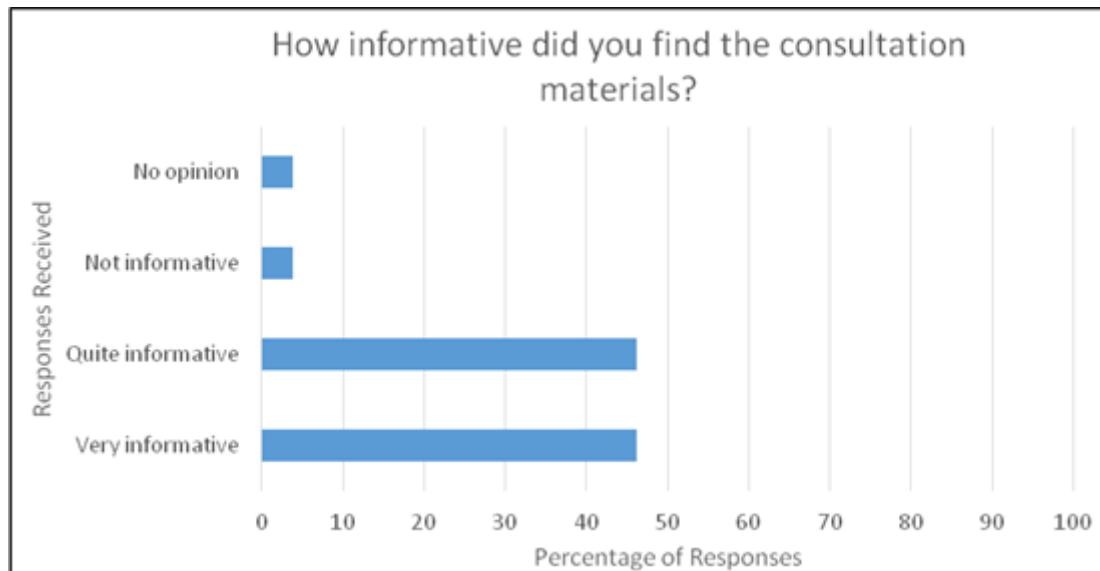
Figure 8 – A graph that indicates how people found out about the consultation drop-in session.



6.3.2 How Stakeholders Responded to the Consultation

The feedback form asked people to tell us how informative they had found the consultation materials. Out of the 75 people that filled in the feedback form, 73 people responded to this question. The results are in the table below.

Figure 9 – A graph indicating how informative people thought the consultation materials were.

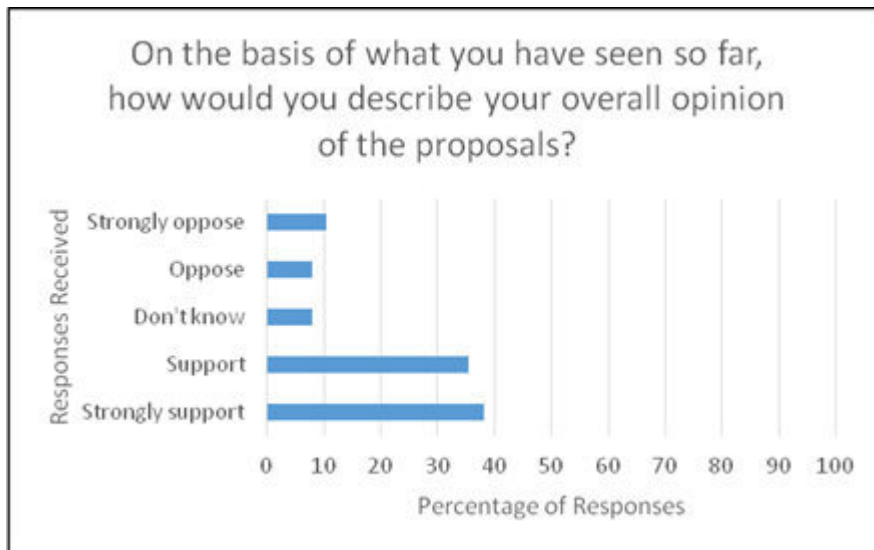


6.4 MAIN FINDINGS

6.4.1 Level of support for the proposals

The feedback form distributed at the consultation drop-in session and the online feedback form asked people what they thought about the proposal for the Hard Ings Road improvement scheme. Out of 75 feedback forms 71 people responded to this question. The results are below.

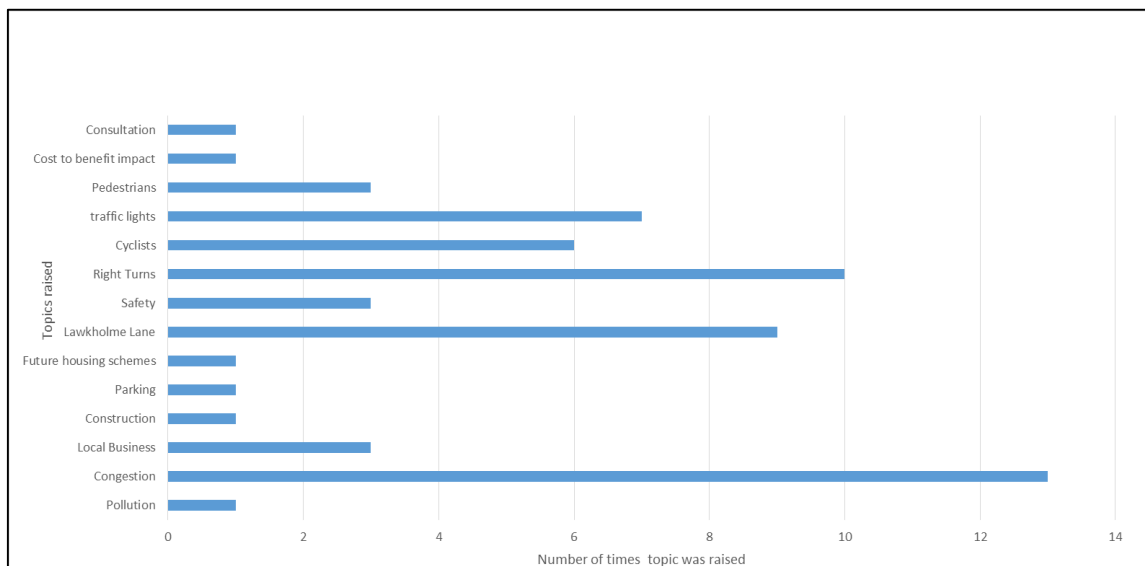
Figure 10 – A graph indicating people's opinion of the proposals.



6.4.2 Specific topics and comments raised within the feedback

The findings are grouped into topics. This is to ensure that all feedback is considered during the finalisation of the proposals. Some comments received did not directly relate to this proposal but, instead, raised issues in relation the topics beyond the scope of this scheme so have not been included in the findings.

Figure 11 – Graph indicating the topics raised during the feedback.



6.5 CONSULTATION TOPIC SUMMARY

Topic raised by respondents and number of enquiries related to the topic	Comments and from the project team in response to the topics raised
Congestion (Number of Enquiries: 13)	
<p>Many people suggested utilising Royd Ings Avenue more, as it is claimed the road is oversized for its current use.</p>	<p>Consideration has been given to a one-way system incorporating outbound only on Hard Ings Road and inbound only along Royd Ings Avenue.</p> <p>Royd Ings Avenue was built as an industrial standard access road with corresponding link and junction design standards, servicing a range of businesses (manufacturing, warehousing and distribution) and a household waste site. These types of use require access for mainly HGV's with the road width and waiting restrictions and keep clear markings helping to provide unobstructed access and manoeuvring space. Royd Ings Avenue is also part of a wider network cycle route.</p> <p>There are two possible options. One option would require the construction of a major new junction at the A629 dual carriageway and Royd Ings Avenue. There is a significant level difference between the two roads. There are also industrial premises located in close proximity to Royd Ings Avenue at the location where earthworks, embankments and slip roads would be necessary to provide the necessary link roads between A629 dual section and Royd Ings Avenue. This option is therefore rejected in engineering and cost terms.</p> <p>Alternatively, Royd Way could provide one way access between Hard Ings Road and Royd Ings Avenue. However, it is likely that both Royd Way and Royd Ings Road would need full re-construction of the carriageway to accommodate the large increase in vehicle flows (this would be necessary for either option). Traffic modelling has indicated that</p>

	<p>the existing Bradford Road Roundabout would need significant junction alterations, i.e. replacement of existing gyratory with a full signalised junction. Major junction alterations would also be necessary at Royd Way / Hard Ings Road and either Royd Ings Road / Alston Road or Royd Ings Road/Bradford Road (depending on the route to Bradford Road roundabout). Traffic modelling has indicated that there would be little benefit over the Hard Ings Road widening option in respect to vehicle journey times compared with the high potential scheme cost. Therefore, this option has been rejected in cost/benefit terms.</p> <p>There are many businesses located off Royd Ings Avenue, Royd Way and Hard Ings Road which would be significantly affected access and land / property take wise, and would be likely to object to the proposals. The primary objective of the West Yorkshire Plus Transport Fund is to: <i>'Increase employment and productivity by completion of transport schemes across West Yorkshire by improving connectivity'</i>. Therefore, ensuring the continued operation of local businesses is an essential part of the scheme.</p>
<p>Some people raised concerns that the traffic congestion between Beechcliffe Roundabout and Skipton Road will worsen as a result of the scheme, due to more vehicles passing through.</p>	<p>At present, Beechcliffe Roundabout is working over capacity and causing congestion on all three arms. In the proposed option, the capacity of the junction has been improved by new traffic signals on all arms and an additional traffic lane on the approach to the roundabout from the A629. This arrangement will increase the capacity of the junction.</p>
<p>It was suggested Hard Ings Road is made entirely one way, along with the rest of Keighley, to improve traffic flow across the area.</p>	<p>This proposal would lead to all through traffic on the A650 strategic route being diverted through Keighley Town Centre. This would have a detrimental effect on the nature of the town centre, including increased pollution, traffic noise and road safety for pedestrians. The town centre is currently very congested</p>

	<p>at peak hours, although options are currently being considered to ease congestion here. However, it is unlikely that the existing road network, Bradford Road, Cavendish Street, Worth Way, North Street, would be able to accommodate through traffic from the A650 without carriageway reconstruction and major junction alterations at numerous locations. A one-way system including the town centre would also lead to major diversions for local traffic, increased vehicle journey times and distances for the majority of local residents and businesses, as well as for A650 strategic route through traffic.</p>
<p>Keighley Town Council and Keighley and District Travel (Transdev) raised concerns regarding the duelling of Hard Ings Road is implemented, more traffic will migrate to Keighley Town Centre causing additional congestion, especially on North Street.</p>	<p>Vehicles travelling through Keighley rather than into Keighley will use the improved Hard Ings Road, since journey times will be greatly improved, rather than travelling towards North Street to avoid Hard Ings Road, which is very congested at peak hours at present. The Council are considering separate options to ease congestion here. Little re-routing or redistribution of traffic from alternative routes is expected.</p>
<p>There was concern that the scheme did not include enhancement to Bradford Road Roundabout as it was suggested that most of the congestion in this area occurred in the areas surrounding the roundabouts.</p>	<p>It is intended to re-phase the existing traffic signals at Bradford Road Roundabout (including Traffic Light Priority for buses) and these will be linked and co-ordinated with Beechcliffe signalised junction.</p>
<p>One person suggested that an extra lane approaching Beechcliffe Roundabout would merely relocate the queue from the A629 approach to the Hard Ings Road east bound</p>	<p>Two lanes are to be allocated for the left turn from the A629 into Hard Ings Road. These two lanes will be continued throughout the length of Hard Ings Road, including through the signalised junction at Lawkholme Lane, removing pinch points where vehicles need to merge into one lane.</p>
<p>One person suggested that widening the road would encourage more traffic to use the road which would result in the road widening scheme being less effective.</p>	<p>The results from Bradford's Strategic SATURN Model indicate only minor re-routing along Hard Ings Road from adjacent streets.</p>
<p>Local Business (Number of Enquiries: 3)</p>	

Some local business owners were concerned as to how their business will be affected during the construction process.	It is our intention to carry out the works with a minimum disruption to local businesses. Access to properties will be maintained at all times during business hours. Any unavoidable disruption to accesses will take place only outside of business hours of the affected property, and discussions with affected parties will take place in advance of and during the works.
Construction (Number of Enquiries: 1)	
Questions were raised more generally about the amount of disruption to be caused by the construction.	The main priority is that there is minimal disruption while these important works are being undertaken. These works are vital to the plans to reduce congestion and make the area safer for all local residents.
Parking (Number of Enquiries: 1)	
It was requested that parking facilities are created for the allotments on Royd Ings Road.	It may be possible to revoke a length of the existing double yellow lines to provide on street parking for allotment users from the entrance on Royd Ings Avenue.
Future housing schemes (Number of Enquiries: 1)	
It was suggested that the new scheme would not be able to cope with any new houses built nearby in the next ten years.	Growth factors have been used for future traffic growth which also includes forecasted development in the future.
Lawkholme Lane (Number of Enquiries: 9)	
It was suggested that Lawkholme Lane becomes one way not two way.	<p>Would have a significant detrimental effect on local traffic. There are many residential properties located off Lawkholme Lane. Not permitting vehicles to turn right into Lawkholme Lane from Hard Ings Road will increase the volume of u-turning traffic at Bradford Road Roundabout leading to this junction failing to operate without significant alterations, i.e. replacement of existing gyratory with a full signalised junction.</p> <p>There is also an existing bus route via Lawkholme Lane that would be affected by this proposal.</p>
It was suggested that the turn into Lawkholme Lane from Hard Ings Road is too sharp as it requires cars to slow down significantly. The	With the proposals, vehicles will be under signal control at the Hard Ings Road / Lawkholme Lane junction so will generally be travelling at slower speeds. Vehicles exiting

<p>sharpness of the turn should be reduced significantly to reduce the chances of accidents.</p>	<p>Lawkholme Lane will be joining a widened carriageway on Hard Ings Road and will therefore have more space to manoeuvre out of the side road. Footways at Hard Ings Road are to be widened to provide the shared use cycle way. This will make the turn less sharp from Hard Ings Road into Lawkholme Lane. The radii to the kerbs at the Hard Ings Road / Lawkholme Lane junction will also be modified to prevent the current over-running by large vehicles, as part of the scheme.</p>
<p>It was suggested that Lawkholme Lane should be sealed off both ways.</p>	<p>This would have a significant detrimental effect on local traffic. Many residential properties are located off Lawkholme Lane. Traffic will be displaced onto North Street and Bradford Road. Not permitting vehicles to turn right into Lawkholme Lane from Hard Ings Road will increase the volume of u-turning traffic at Bradford Road Roundabout, leading to this junction failing to operate without significant alterations, i.e. replacement of existing gyratory with a full signalised junction.</p> <p>There is also an existing bus route via Lawkholme Lane that would be affected by this proposal.</p>
<p>One person commented that the signalisation of the Lawkholme Lane junction would lead to more queues at inter-peak hours.</p>	<p>The proposed signals will be called when a vehicle is waiting to either exit Lawkholme Lane or waiting within the right turn lane into Lawkholme Lane. Therefore, at quieter times of day the signals will not be triggered as often for the side road leading to less queues forming on Hard Ings Road. With the existing priority junction at quieter times of the day, vehicles will exit the junction when there is a gap in the traffic. There may be times of the day when vehicles are waiting longer than usual to either use the junction or proceed along Hard Ings Road. However, the junction will be much safer under signal control.</p>
<p>Safety (Number of Enquiries: 3)</p>	
<p>It was suggested that better pedestrian crossings should be implemented to improve safety.</p>	<p>A toucan crossing will be incorporated as part of the signalised junction at Lawkholme Lane.</p>

	A toucan crossing is a type of pedestrian crossing that also allows pedestrians to cross and bicycles to be ridden across.
Right Turns (Number of Enquiries: 10)	
Many people have requested that all right turns on Hard Ings Road are restricted.	<p>Permitted right turns are at Hard Ings Road to the petrol filling station / McDonalds and Lawkholme Lane. There are a significant number of users to warrant the right turn lane at both these locations. If these right turns are not permitted, this will increase the volume of u-turning traffic at Bradford Road roundabout leading to this junction failing to operate without significant alterations, i.e. replacement of existing gyratory with a full signalised junction.</p> <p>The primary objective of the West Yorkshire Plus Transport Fund is to: <i>'Increase employment and productivity by completion of transport schemes across West Yorkshire by improving connectivity'</i>. Therefore, ensuring continuing access to local businesses is an essential part of the scheme.</p>
Cyclists (Number of Enquiries: 6)	
Some people have said that they do not see the benefit of the new cycle lanes.	A key benefit of the scheme is to improve safety for cyclists. Shared use routes are designed to accommodate the movement of pedestrians and cyclists. They are created by converting the existing footways by widening them, and provide connection into the existing cycle network.
It was suggested that it might be preferable to have the cycle route on the side of Hard Ings Road that is closest to the cricket ground rather than the Leisure Centre side.	Properties located on the southern side of Hard Ings Road such as the Leisure Centre and the retail park will attract visitors, including cyclists. Properties on the cricket ground side are mainly industrial/businesses.
It was suggested that for the cycling provisions to have any real effect there must be a cycling education and promotion package included within the proposals.	The CBMDC have a dedicated team developing a cycling strategy and education for Keighley, and throughout the district, including City Connect.
Traffic Lights (Number of Enquiries: 7)	

A number of people have said that they do not want any more traffic lights on the roundabouts, as it will reduce traffic flow.	Traffic signals at Beechcliffe Roundabout and Bradford Road junctions will allow better control of traffic movements and will be linked and coordinated with each other.
Pedestrians (Number of Enquiries: 3)	
Questions were raised about the pedestrian crossings, with the worry it will cause hold-ups in traffic.	The pedestrian crossing / signals at Lawkholme Lane will be linked and coordinated with those at Beechcliffe Roundabout and Bradford Road junctions, hence no impact on operation.
Cost / Benefit Impact (Number of Enquiries: 1)	
Questions were raised about the proposed cost of the scheme will be, along with how much time the proposals are estimated to save.	<p>Journey time savings for a vehicle travelling along Hard Ings Road between Beechcliffe Roundabout and the junction with Bradford Road, are 35% in the morning and 45% in the evening peak period, in the opening year.</p> <p>Journey time savings between Bradford Road and Beechcliffe Roundabout are 42% in the morning peak and 52% in the evening peak, in the opening year.</p>
One person suggested that a scheme to encourage people to use other methods of transport may be less expensive than a road widening scheme.	<p>The West Yorkshire Combined Authority (WYCA) is developing a Transport Strategy for West Yorkshire. This will be a twenty year vision for developing a modern, high class, integrated transport system, including public transport (buses and trains), cycling and walking, that supports the Leeds City Region Enterprise Partnership's Strategic Economic Plan for sustained and healthy economic growth - especially for jobs and housing.</p> <p>The CBMDC have a dedicated team developing a cycling strategy for Keighley. And throughout the district, including City Connect.</p>
Consultation (Number of Enquiries: 1)	
It was asked that people living on Hard Ings Road should have been consulted first as they will be the most affected.	The consultation that took place in September / October 2016 was the first consultation in relation to this scheme. It gave people living in close proximity to the road the chance to comment on the

	<p>proposals and provide their feedback. The CBMDC are committed to working with local people and will work with local residents throughout this process. The CBMDC will ensure people have easy access to information and can contact the project team to ask questions.</p>
Public Transport (Number of Enquiries: 1)	
<p>A representative from the West Yorkshire Campaign for Better Transport expressed concern for the potential knock-on effect on traffic in Saltaire. He also requested better bus services, such as bus lanes working from 7:00-19:00 and a turning circle at the top of Haworth. A desire was also expressed to put pressure on WYCA to re-open Crosshills Station and to set up a campaign to encourage bus use in Keighley. His full response can be found in Appendix 6.</p>	<p>This consultation relates to the Hard Ings Road Improvement scheme. Saltaire is sufficiently remote from Keighley to not experience knock on effects due to any changes at Hard Ings Road.</p> <p>The West Yorkshire Combined Authority (WYCA) is developing a Transport Strategy for West Yorkshire. This will be a twenty year vision for developing a modern, high class, integrated transport system that supports the Leeds City Region Enterprise Partnership's Strategic Economic Plan for sustained and healthy economic growth - especially for jobs and housing.</p>
Environmental Impacts (Number of Enquiries: 1)	
<p>It has been suggested that environmental impacts such as noise generation, light intrusion, further severance and the quantification of crashes have not been properly analysed as part of this scheme.</p>	<p>Environment</p> <p>The key scheme objectives are reducing congestion, increased safety provision for cyclists and pedestrians through provision of dedicated pedestrian / cycle crossing facilities on Hard Ings Road, and shared footway facilities for cyclists and pedestrians, and improved air quality for local residents.</p> <p>Pedestrian facilities have been improved by replacing the existing traffic islands with a formal crossing point at the Lawkholme Lane junction in the area of most pedestrian crossing demand (a residential area located off Hard Ings Road and Keighley Cougars RLFC), which should help to reduce the severance compared with the current situation.</p>

	<p>Land use adjacent to Hard Ings Road includes an allotment, rugby ground, cricket ground, housing, retail park, commercial units, two petrol filling stations and a leisure centre. It is not considered that any of these sites are sensitive areas and the proposed improvement scheme will not have an adverse impact on the environment since the land use within the site will not significantly differ from existing conditions. The scheme falls below the thresholds that are deemed to require an Environmental Impact Assessment or Environmental Statement, in accordance with the DMRB Section 2, Part 2. However, an ecological appraisal has been undertaken to determine the possible impact to local flora and fauna from the proposed scheme. Green Infrastructure is included within the scheme proposals. It is intended to retain woodland and trees where possible or replace on a 3.1 basis (either area or individual trees).</p> <p>The proposed development / highways alteration at Hard Ings Road have been investigated by Environmental Health, and have concluded that air quality is not an issue of concern in relation to this scheme. Existing pollution concentrations have been identified to be below the national standard, the scheme will smooth traffic flows reducing stop start driving, reduce congestion, and vehicle idling, which should improve air quality. The highway widening works are not on the side of the road adjacent to residential properties and therefore do not bring residents in closer proximity to transport related pollutants.</p> <p>A noise assessment has indicated that the highway authority does not have a statutory obligation to make any offers on noise insulation under The Noise Insulation Regulations 1975. However, it is intended to</p>
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undertake noise measurements before and after scheme implementation and during construction to assist in the assessment of any future claims for compensation under Part 1 of The Land Compensation Act. This compensation would also cover physical changes including vibration, artificial lighting, dust, fumes and run off or discharge onto adjacent properties land.

Accidents

Between November 2011 and November 2016 (most recent records available) there have been 15 accidents recorded along this stretch of road, not including the junctions at Beechcliffe Roundabout and Bradford Road. These resulted in one serious and 14 slight injuries, including three slight pedestrian accidents in the vicinity of Lawkholme Lane.

Between November 2011 and November 2016 there have been 11 accidents recorded at Beechcliffe Roundabout, including the approaches. All these accidents resulted in slight injuries. Eight of the accidents were nose to tail collisions, with a wide variety of attendant factors being cited as contributory. Three of the accidents were loss of control events, with a similar number involving vehicles emerging onto the roundabout into the path of circulating traffic. There were two lane changing conflicts with the remaining two accidents being disparate types. There is neither directional nor secondary pattern to the nose to tail collisions. Also, as the overall accident rate is moderate for a roundabout such as this, no action other than continued monitoring, can be currently recommended.

Between November 2011 and November 2016 there have been 16 accidents recorded at Bradford Road Roundabout, including the approaches. These resulted in five serious and 11 slight injuries. All but two of the

	<p>accidents involved either a nose to tail collision, or a negligent lane change manoeuvre, with, in some cases, distinction between the two types being difficult to determine. Two of the positively identified nose to tail collisions involved the presence of emergency vehicles. The remaining two accidents were both disparate types. Other than 2011, the signalisation scheme has clearly had an effect in reducing the previously high accident totals. Continued monitoring of the situation will be maintained.</p>
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6.6 EMAILS FROM KEY STAKEHOLDERS

Some key stakeholders responded in detail to the consultation. For ease of reference these organisations have been displayed in the table below. The responses are provided in full in Appendix 6.

Group
West Yorkshire Campaign for Better Transport
Historic England

7 INFLUENCE OF CONSULTATION ON PROPOSALS

Feedback from the consultation has been considered by the project team on an ongoing basis to ensure that the issues raised could be addressed during the development of the proposals.

Please see the information tables provided for all of the different topics and issues raised and how the project team have taken these into account.

The CBMDC is grateful to members of the local community for contributing their views during the consultation and looks forward to further constructive dialogue throughout the development process.

Appendices

Appendix 1

Briefing Pack

Appendix 2

Consultation Leaflet

Appendix 3

Display Boards from the Consultation Drop-in Session

Appendix 4

Feedback Form from the Consultation Drop-in Session

Appendix 5

Key Stakeholder Responses

Appendix 1

Briefing Pack



Proposals for the Hard Ings Road Improvement Scheme

September / October 2016

City of Bradford MDC

www.bradford.gov.uk

Supported by:



Introduction

Proposals are currently being developed for changes to Hard Ings Road (A650), Keighley.

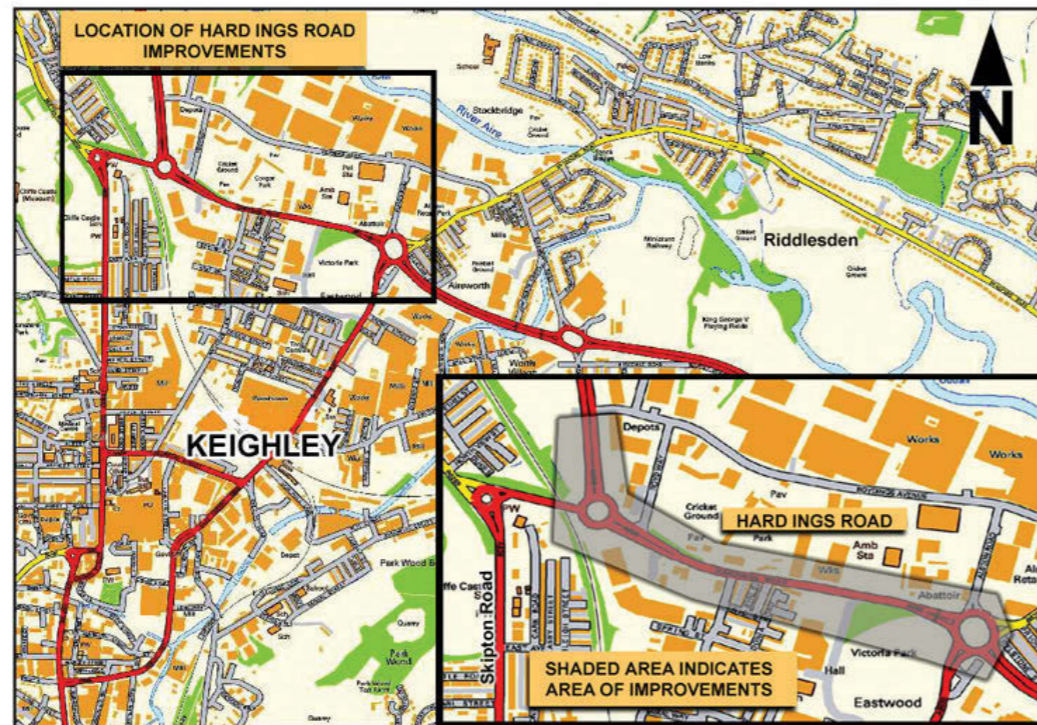
The A650 is a key route between Bradford and Keighley, as well as linking Skipton to the Pendle area of Lancashire. The route is predominantly a dual carriageway, except for a short section, known as Hard Ings Road. Consequently, this part of the route is a pinch point for traffic. The resultant congestion impacts upon drivers using the A650.

The scheme for Hard Ings Road is being developed by the City of Bradford Metropolitan District Council (CBMDC). The scheme has received investment through the West Yorkshire Plus Transport Fund as part of the Leeds City Region Enterprise Partnership (LEP) Growth Deal – a £1 billion package of government investment to accelerate growth and create jobs across Leeds City Region.

The improvement works for Hard Ings Road will reduce congestion and improve road safety for pedestrians and cyclists. Improving pedestrian safety is a key priority for the scheme. With a growing residential population

in the vicinity, an increase in traffic will have an effect on congestion in Keighley town centre. Keighley is the principal town of Airedale and an important industrial economic base. Reducing congestion along Hard Ings Road will increase investment opportunities in the area and increase economic growth.

In order to reduce congestion and offer improved provision for cyclists and pedestrians, a number of changes to the road layout are being brought forward, including the provision of additional traffic lanes on Hard Ings Road along with the installation of traffic signals at Beechcliffe Roundabout and the Hard Ings Road junction with Lawkholme Lane. Shared footways for pedestrians and cyclists together with a signal controlled crossing at Lawkholme Lane, that will allow both pedestrians and cyclists to cross, known as a 'toucan' crossing, are also planned.



A map showing the location of the Hard Ings Road improvement scheme.

Key Benefits

Reducing congestion

Increasing the capacity of the local road network.

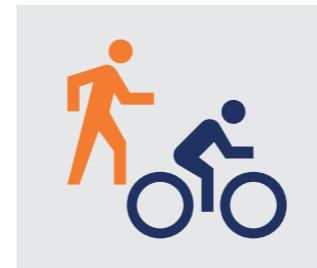
It is well known that Hard Ings Road is currently a pinch point for vehicular traffic and road users often experience lengthy delays. These important highway development works will ease congestion and improve the ability of the road network to accommodate higher volumes of traffic and reduce congestion through this key strategic part of the A650.



Encouraging sustainable modes of transport

Improving the experience for pedestrians and cyclists.

Improving pedestrian and cyclist facilities is important as it will enable local people to walk and cycle around this area more easily and safely. Improving the provision for pedestrians and cyclists will also offer safer use of the highway, and will reduce the likelihood of accidents along this stretch of road.



Although there is only one bus service which operates along Hard Ings Road (the 727), congestion at Bradford Road Roundabout causes significant delays at peak times for a number of other bus services. Therefore this scheme will have a positive effect on bus times in the wider area.

Enhancing the quality of the local environment

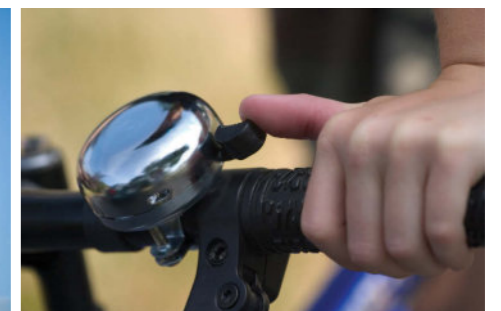
Installing new planting and improving air quality.

Improving the capacity of the road network will reduce the length of time vehicles are stationary. Reducing standing traffic times will help to improve air quality. In addition, improving the provision for cyclists and pedestrians provides opportunity to encourage more people to travel on foot and by bike.



New and replacement planting and landscaping will improve the visual appearance of this stretch of road. The scheme includes native tree planting and the installation of shrubs as well as the replanting of verge and embankment areas. Beechcliffe Roundabout will be replanted as part of this scheme to improve the visual appearance of this part of the A650.

The changes to Hard Ings Road to facilitate these improvements do not require planning permission. However, in order to bring forward the scheme supporting formal legal orders need to be obtained, including Side Road Orders and Traffic Regulation Orders for waiting restrictions. Progression of these will require further consultation, but before they are submitted, CBMDC want to give local people and stakeholders the opportunity to have their say on this important project.



Introducing the Design

Reducing congestion

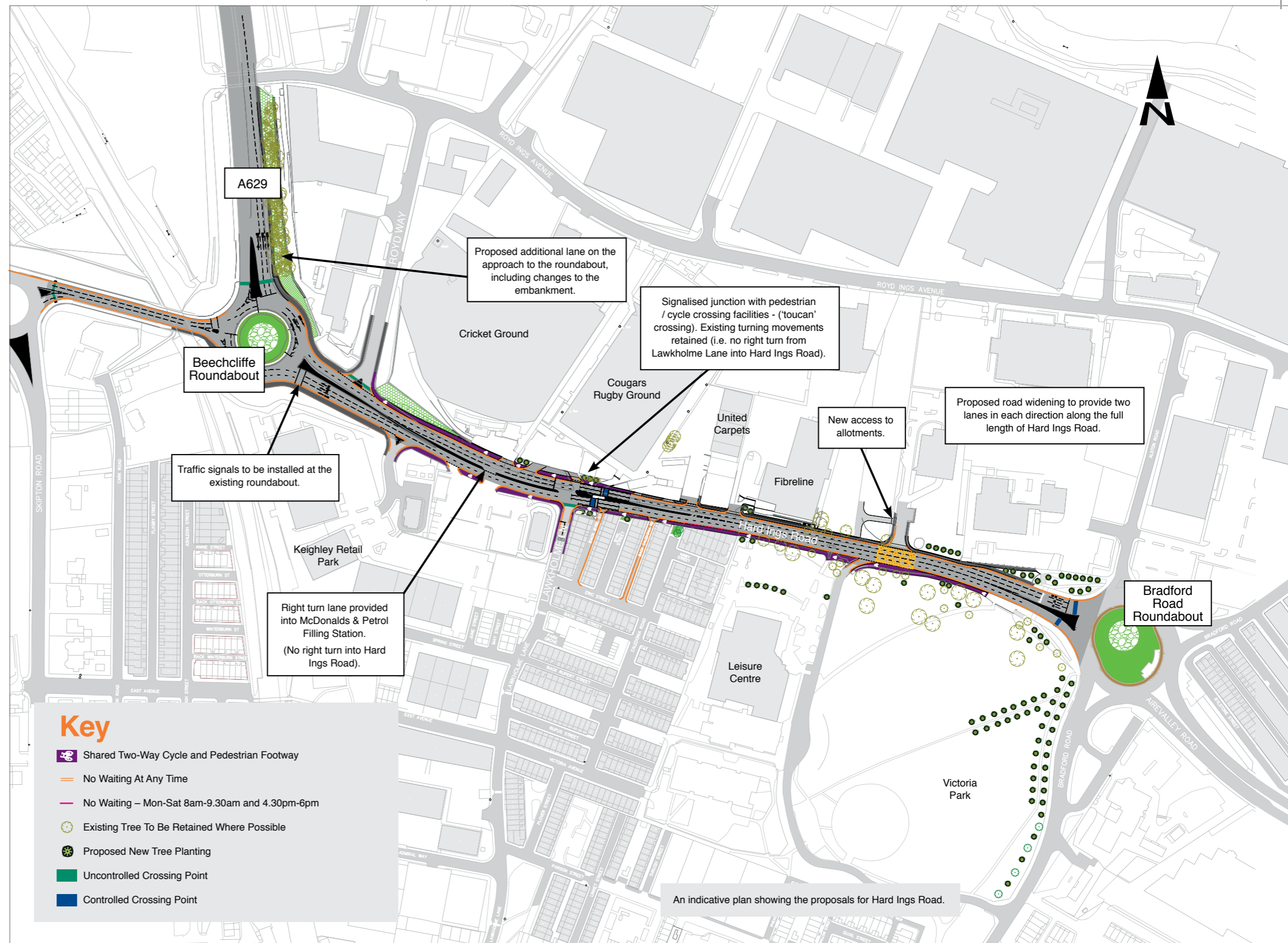
- On the approach to Beechcliffe Roundabout from the A629, an additional lane will be provided.
- Traffic signals will be installed at the Beechcliffe Roundabout to improve operation of the junction and reduce journey times for road users.
- Hard Ings Road will be widened along its full length to provide two lanes in both directions between Beechcliffe and Bradford Road roundabouts.
- The existing junction of Hard Ings Road with Lawkholme Lane will be signalised, with existing turning movements retained. This will incorporate a 'toucan' crossing for use by pedestrians and cyclists.
- The central reservation will be extended at Hard Ings Road between Beechcliffe Roundabout and Caledonia Road.

Improving the pedestrian and cyclist experience

- A shared, two-way cycle and pedestrian path will be installed, running along the southern side of Hard Ings Road between Bradford Road Roundabout and Keighley Retail Park.
- A shared, two-way cycle and pedestrian path will also be installed, running from the proposed 'toucan' crossing to Royd Way to tie into the existing cycle route on Royd Ings Avenue.

Landscaping

- To allow for the additional lane on the approach to Beechcliffe Roundabout, the adjacent embankment and roundabout will be remodelled and new landscaping will be installed. The new planting will include grass, trees, bulbs and shrubs.
- Where possible, new native trees will be planted along the roadside and verge areas. As this vital highway scheme involves the widening of the road and additional cycle and footways, this means that some trees will have to be removed in order to implement the scheme. The CBMDC have worked hard to ensure that each of the trees that need to be removed will be replaced with trees either within the scheme or nearby.
- Landscaped areas affected by the construction works will be replanted. Existing embankments close to Beechcliffe Roundabout and the cricket ground will be cleared and replaced with shrubs and trees.



Delivery

Subject to the assembly of land and formal legal orders, including Side Road Orders and Traffic Regulation Orders for waiting restrictions being approved, it is anticipated that the project should be complete in 2019.

Key Considerations

Disruption during highway changes

In order to complete these much needed improvements, work within the live highway will have to be undertaken. As a result of this, there will be some disruption to users of the highway network while works are being constructed.

The CBMDC has and will continue to work hard to ensure that disruption to businesses, local people and road users alike is kept to an absolute minimum. Regular communication in advance of and during construction will ensure that people are fully aware of the works being undertaken.

Local land owners

The scheme has been designed to achieve maximum benefits whilst minimising the need for land outside the existing highway boundary.

Where land is required the CBMDC has been and continues to work closely with local land owners to assemble the land needed to ensure that these vital changes to the road network can be delivered. A separate consultation programme is being undertaken with those affected.

Helping local businesses

The lengthy journey times currently experienced by road users through this important route have a direct impact on local businesses. These proposals are key to reducing the negative impact of delays at this location on the highway network.



Consultation Programme

On 12 September 2016, the CBMDC will launch a consultation programme for the Hard Ings Road improvement works. The consultation will run for approximately four weeks, until 7 October 2016.

To engage with members of the public and key stakeholders, we will use a number of different techniques:



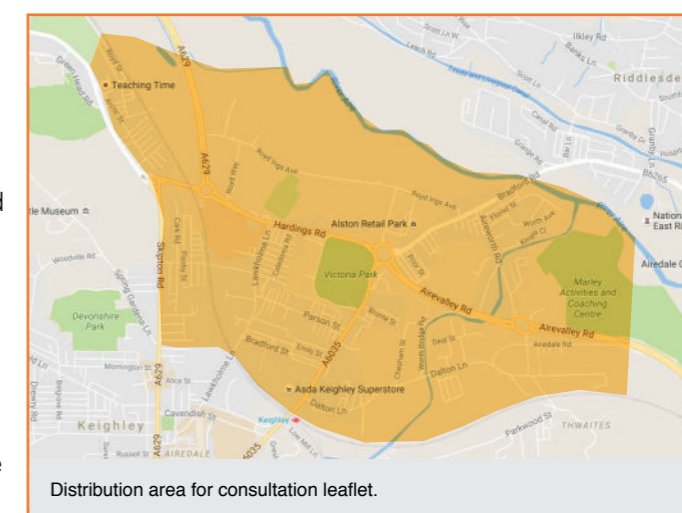
Briefing pack

Copies of this briefing pack will be distributed to stakeholders, including local ward councillors and other elected members, to make them aware of the consultation and how they can submit feedback on the proposals.



Consultation leaflet

Consultation leaflets will be distributed to all residential and business properties within the area shown. The leaflet will provide information about the proposals and detail opportunities for members of the public to provide feedback and will give information on where people can ask questions.



Community Access Points

Community Access Points (CAP sites) are local shops, amenities and other key locations where the public can easily obtain copies of the consultation leaflet.



Consultation website

A dedicated website (www.hardingsroad.com) will be launched on 12 September 2016. This website will provide information about the Hard Ings Road scheme and associated consultation activities. Site users can also ask questions and submit comments through the dedicated project email address (info@hardingsroad.com).



Telephone information line

A dedicated information line (0800 032 1880) will be opened on 12 September 2016 to answer calls about the Hard Ings Road scheme. The line will operate from 9am to 5pm (Monday to Friday) with an answer phone facility to take calls outside these hours.



Public drop-in session

A public exhibition will provide stakeholders and members of the public with the opportunity to discuss the scheme with key members of the project team. **The details for the drop-in session are as follows:**

- **Victoria Hall, Hard Ings Road, Keighley, BD21 3JN**
- **2pm – 8pm**
- **Thursday 29 September 2016.**

Seeking Feedback

The CBMDC is committed to engaging openly with members of the general public and key stakeholders.

The CBMDC wants to inform stakeholders and local people about the proposals and wants to give you the opportunity to contribute to the finalisation of these plans. This briefing pack has been produced and distributed at the start of the public consultation to inform key stakeholders about the consultation and give more details about the consultation programme.

Key principles

All of our engagement activities will be guided by the following key principles:

- We will be open and honest when presenting information.
- We will ensure that all public engagement materials can be easily accessed by local stakeholders and the wider general public.
- We will be clear and 'plain speaking', avoiding jargon or technical terms where possible.
- We will ensure all comments and feedback received during the consultation are considered before the proposals are finalised.

What Happens Next?

The consultation is scheduled to end on 7 October 2016.

All feedback received during the consultation will be considered on an ongoing basis by the project team and suggestions will be incorporated into the finalisation of the scheme where possible.

Contact details

To find out more about the Hard Ings Road scheme please contact The Consultation Team using the following:

 **0800 032 1880**

 **info@hardingsroad.com**

 **www.hardingsroad.com**

The wording in this publication can be made available in other formats such as large print and Braille.

Please call The Consultation Team on 0800 032 1880.



Appendix 2

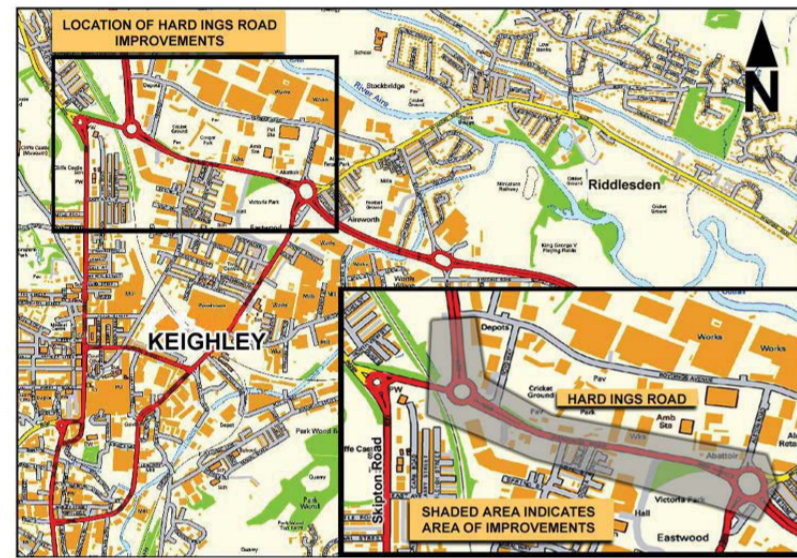
Consultation Leaflet

Introduction

Proposals are currently being developed for changes to Hard Ings Road (A650), Keighley.

In order to reduce congestion and offer improved provision for cyclists and pedestrians, a number of changes to the road layout are being brought forward, including the provision of additional traffic lanes on Hard Ings Road along with the installation of traffic signals at Beechcliffe Roundabout and the Hard Ings Road junction with Lawkholme Lane. Shared footways for pedestrians and cyclists together with a signal controlled crossing at Lawkholme Lane, that will allow both pedestrians and cyclists to cross, known as a 'toucan' crossing, are also planned.

The scheme for Hard Ings Road is being developed by the City of Bradford Metropolitan District Council (CBMDC). The scheme has received investment through the West Yorkshire Plus Transport Fund as part of the Leeds City Region Enterprise Partnership (LEP) Growth Deal – a £1 billion package of government investment to accelerate growth and create jobs across Leeds City Region.



A map showing the location of the Hard Ings Road improvement scheme.

Background

The A650 is a key route between Bradford and Keighley, as well as linking Skipton to the Pendle area of Lancashire.

The route is predominantly a dual carriageway, except for a short section, known as Hard Ings Road. Consequently, this part of the route is a pinch point for traffic. The resultant congestion impacts upon drivers using the A650.

The improvement works for Hard Ings Road will reduce congestion and improve road safety for pedestrians and cyclists. Improving pedestrian safety is a key priority for the scheme. With a growing residential population in the vicinity, an increase in traffic will have an effect on congestion in Keighley town centre. Keighley is the principal town of Airedale and an important industrial economic base. Reducing congestion along Hard Ings Road will increase investment opportunities in the area and increase economic growth.

The changes to Hard Ings Road to facilitate these improvements do not require planning permission. However, in order to bring forward the scheme supporting formal legal orders need to be obtained, including Side Road Orders and Traffic Regulation Orders for waiting restrictions. Progression of these will require further consultation, but before they are submitted, CBMDC want to give local people and stakeholders the opportunity to have their say on this important project.



Key Considerations

Disruption during highway changes

In order to complete these much needed improvements, work within the live highway will have to be undertaken. As a result of this, there will be some disruption to users of the highway network while works are being constructed.

The CBMDC has and will continue to work hard to ensure that disruption to businesses, local people and road users alike is kept to an absolute minimum. Regular communication in advance of and during construction will ensure that people are fully aware of the works being undertaken.

Local land owners

The scheme has been designed to achieve maximum benefits whilst minimising the need for land outside the existing highway boundary.

Where land is required, the CBMDC has been and continues to work closely with local land owners to assemble the land needed to ensure that these vital changes to the road network can be delivered. A separate consultation programme is being undertaken with those affected.

Helping local businesses

The lengthy journey times currently experienced by road users through this important route have a direct impact on local businesses. These proposals are key to reducing the negative impact of delays at this location on the highway network.



Key Benefits



Reducing congestion

Increasing the capacity of the local road network.

It is well known that Hard Ings Road is currently a pinch point for vehicular traffic and road users often experience lengthy delays. These important highway development works will ease congestion and improve the ability of the road network to accommodate higher volumes of traffic through this key strategic part of the A650.



Encouraging sustainable modes of transport

Improving the experience for pedestrians and cyclists.

Improving pedestrian and cyclist facilities is important as it will enable local people to walk and cycle around this area more easily and safely. Improving the provision for pedestrians and cyclists will also offer safer use of the highway.

Although there is only one bus service which operates along Hard Ings Road (the 727), congestion at Bradford Road Roundabout causes significant delays at peak times for a number of other bus services. Therefore this scheme will have a positive effect on bus times in the wider area.

Key Benefits (Cont.)



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Installing new planting and improving air quality.

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New and replacement planting and landscaping will improve the visual appearance of this stretch of road. The scheme includes native tree planting and the installation of shrubs as well as the replanting of verge and embankment areas. Beechcliffe Roundabout will be replanted as part of this scheme to improve the visual appearance of this part of the A650.



Your Views are Important

We would like to hear your views before these proposals are finalised. You can have your say on the proposals up until 7 October 2016 by getting in touch with us via any of the methods identified on the back of this leaflet.

Come and see us

We are hosting a consultation drop-in session where you will be able to view the proposals in more detail and speak to members of the team. The details of the drop-in session are as follows:

- **Victoria Hall, Hard Ings Road, Keighley, BD21 3JN**
- **2pm – 8pm**
- **Thursday 29 September 2016**



Further Information

The consultation is scheduled to end on 7 October 2016.

All feedback received during the consultation will be considered on an ongoing basis by the project team and suggestions will be incorporated into the finalisation of the scheme where possible.

Contact details

To find out more about the Hard Ings Road scheme please contact The Consultation Team using the following:

☎ **0800 032 1880**

✉ **info@hardingsroad.com**

🖱 **www.hardingsroad.com**

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Introducing the Design

Reducing congestion

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- A shared, two-way cycle and pedestrian path will be installed, running along the southern side of Hard Ings Road between Bradford Road Roundabout and Keighley Retail Park.
- A shared, two-way cycle and pedestrian path will also be installed running from the proposed 'toucan' crossing to Royd Way to tie into the existing cycle route on Royd Ings Avenue.

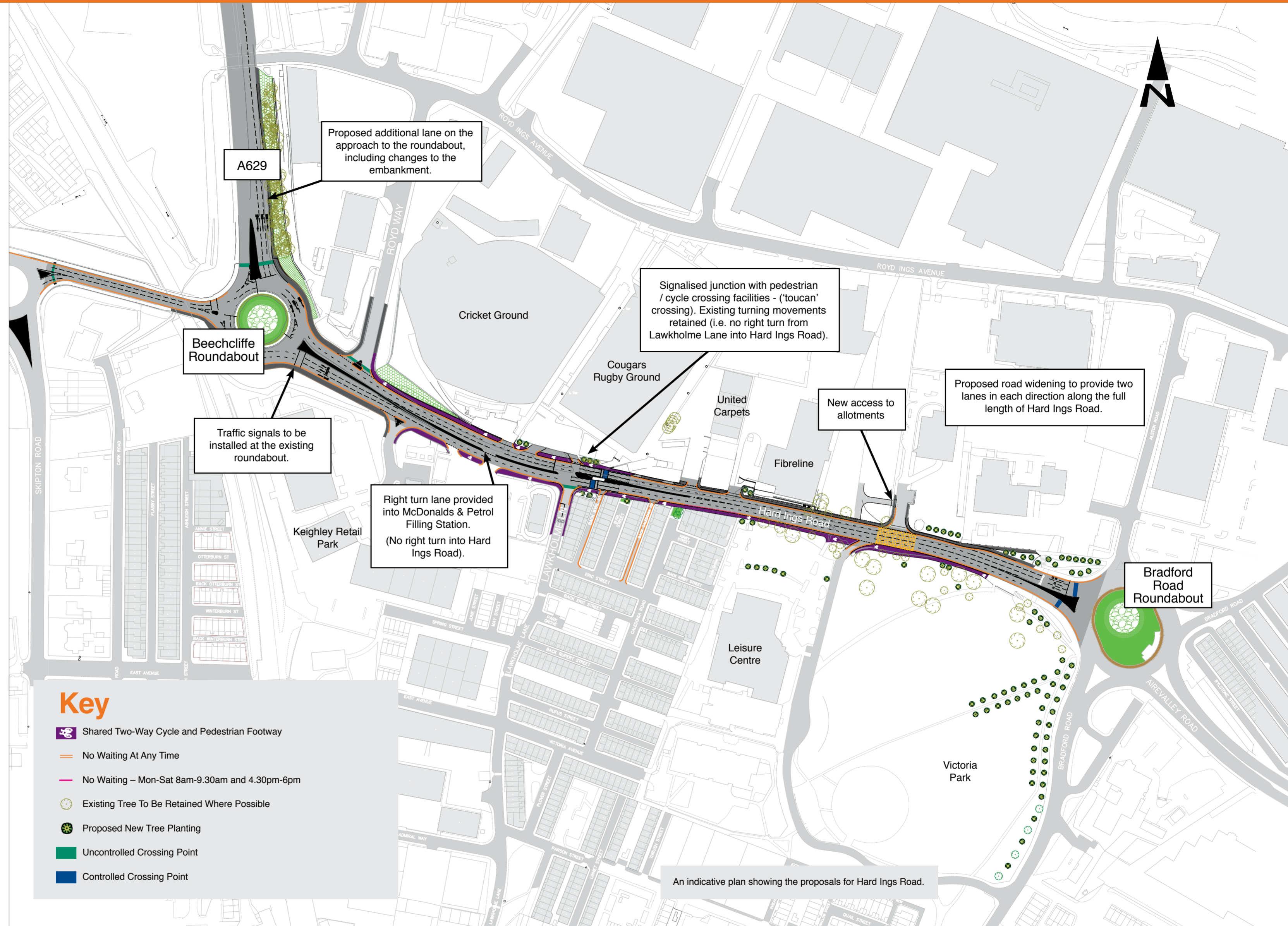


Delivery

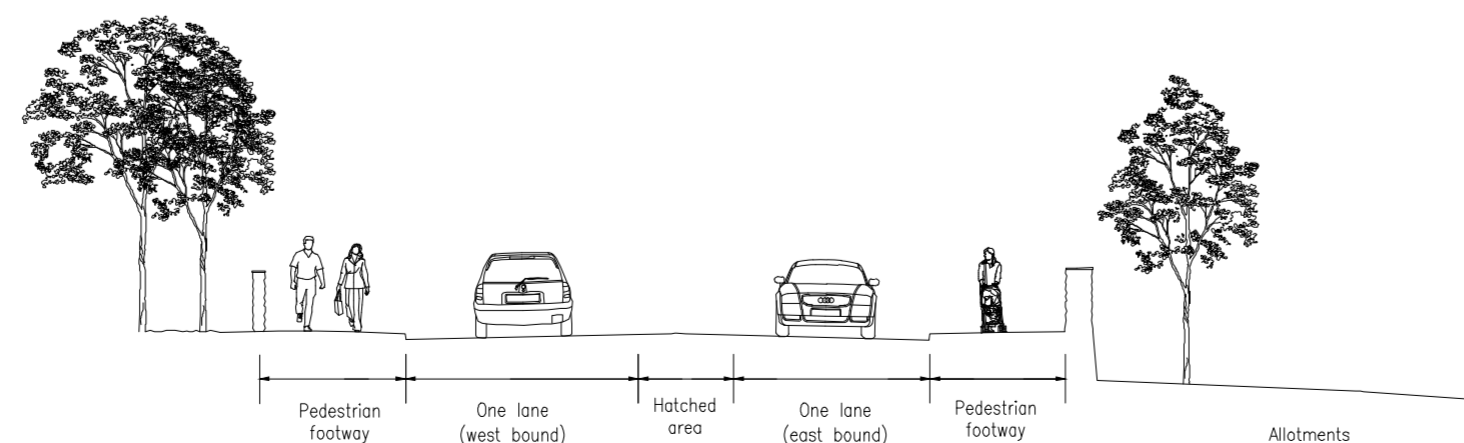
Subject to the assembly of land and formal legal orders, including Side Road Orders and Traffic Regulation Orders for waiting restrictions being approved, it is anticipated that the project should be complete in 2019.

Landscaping

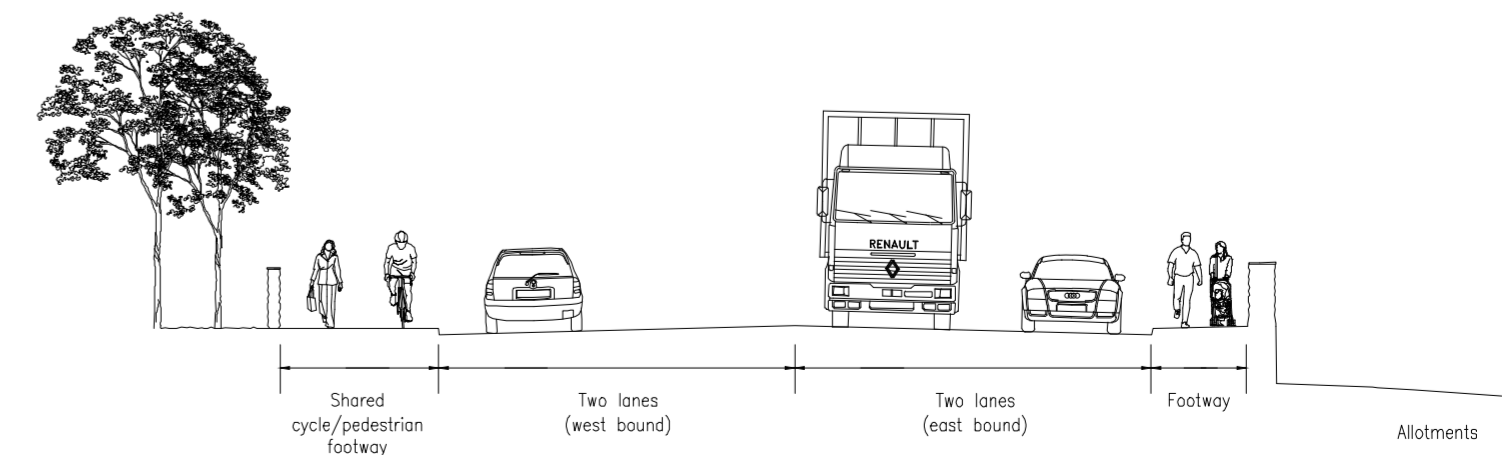
- To allow for the additional lane on the approach to Beechcliffe Roundabout, the adjacent embankment and roundabout will be remodelled and new landscaping will be installed. The new planting will include grass, trees, bulbs and shrubs.
- Where possible, new native trees will be planted along the roadside and verge areas. As this vital highway scheme involves the widening of the road and additional cycle and footways, this means that some trees will have to be removed in order to implement the scheme. The CBMDC have worked hard to ensure that each of the trees that need to be removed will be replaced with trees either within the scheme or nearby.
- Landscaped areas affected by the construction works will be replanted. Existing embankments close to Beechcliffe Roundabout and the cricket ground will be cleared and replaced with shrubs and trees.



Existing layout (near allotments)



Proposed layout (near allotments)



Indicative drawing showing the proposed layout of Hard Ings Road, near to the allotments. Drawing is not to scale.

Appendix 3

Display Boards from the Consultation Drop-in Session

Welcome

A scheme is currently being developed which includes changes to Hard Ings Road (A650), Keighley.

The route is predominantly a dual carriageway except for Hard Ings Road which is a bottleneck for motorists.

This scheme for Hard Ings Road is being developed by the City of Bradford Metropolitan District Council (CBMDC). The project has received investment through the West Yorkshire Plus Transport Fund as part of the Leeds City Region Enterprise Partnership (LEP) Growth Deal – a £1 billion package of government investment to accelerate growth and create jobs across Leeds City Region.

The changes to Hard Ings Road will:

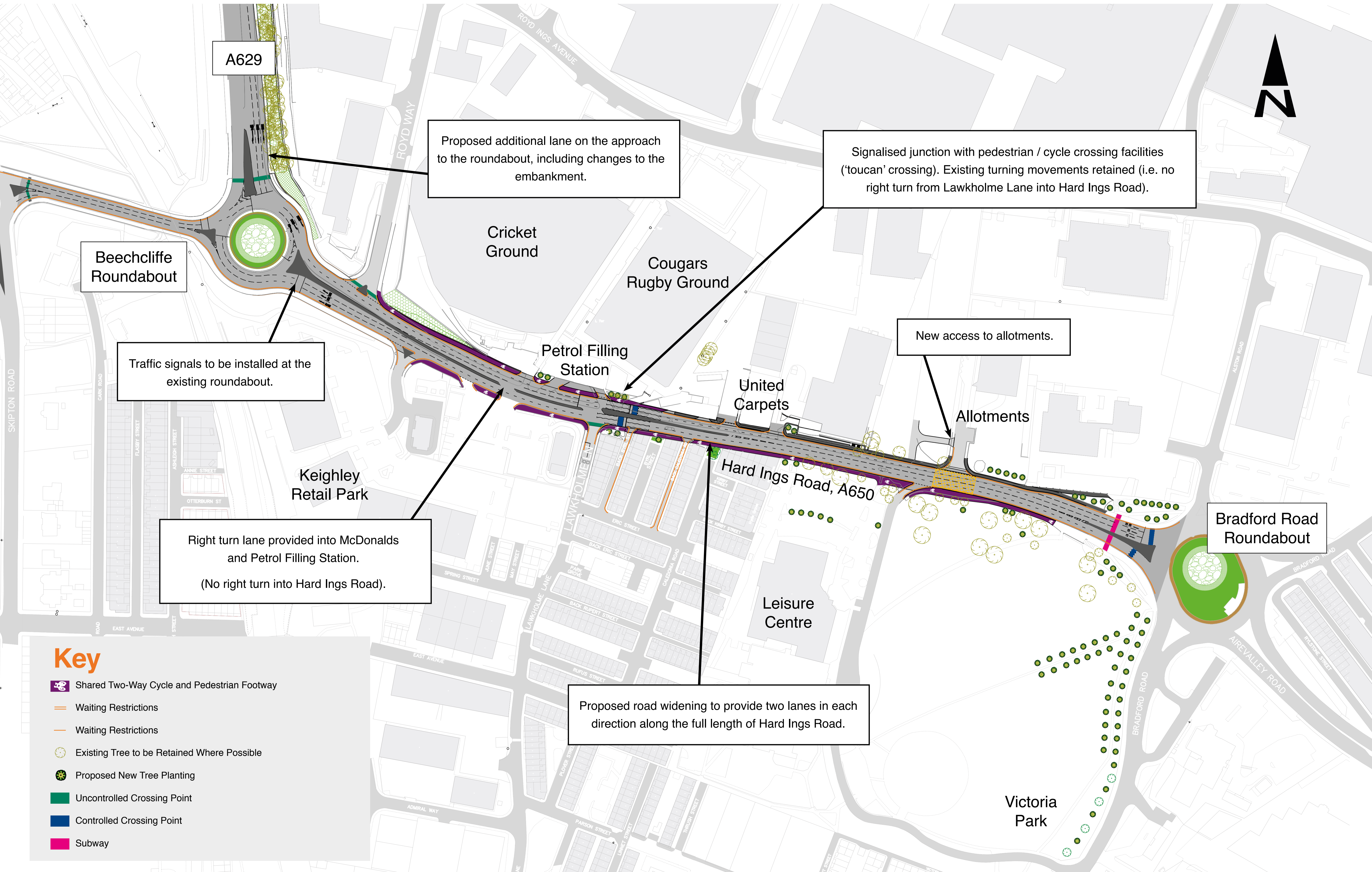
- Reduce congestion by increasing the capacity of the road network.
- Encourage sustainable modes of transport by improving the provision for cyclists and pedestrians.
- Enhance the quality of the local environment by installing new planting and improving air quality.



Supported by:



An Indicative Plan Showing the Proposals for Hard Ings Road



A629

Beechcliffe Roundabout

Proposed additional lane on the approach to the roundabout, including changes to the embankment.

Signalised junction with pedestrian / cycle crossing facilities ('toucan' crossing). Existing turning movements retained (i.e. no right turn from Lawkholme Lane into Hard Ings Road).



Traffic signals to be installed at the existing roundabout.

Cricket Ground

Cougars Rugby Ground

New access to allotments.

Petrol Filling Station

United Carpets

Allotments

Keighley Retail Park

Right turn lane provided into McDonalds and Petrol Filling Station.
(No right turn into Hard Ings Road).

Hard Ings Road, A650









Bradford Road Roundabout

Leisure Centre

Proposed road widening to provide two lanes in each direction along the full length of Hard Ings Road.

Victoria Park

Key

-  Shared Two-Way Cycle and Pedestrian Footway
-  Waiting Restrictions
-  Waiting Restrictions
-  Existing Tree to be Retained Where Possible
-  Proposed New Tree Planting
-  Uncontrolled Crossing Point
-  Controlled Crossing Point
-  Subway

Reducing Congestion

Road widening

Along the full length of Hard Ings Road, the road will be widened to provide two lanes in each direction.

On the approach to Beechcliffe Roundabout from the A629, an additional lane for traffic is proposed to increase the capacity of the road network.

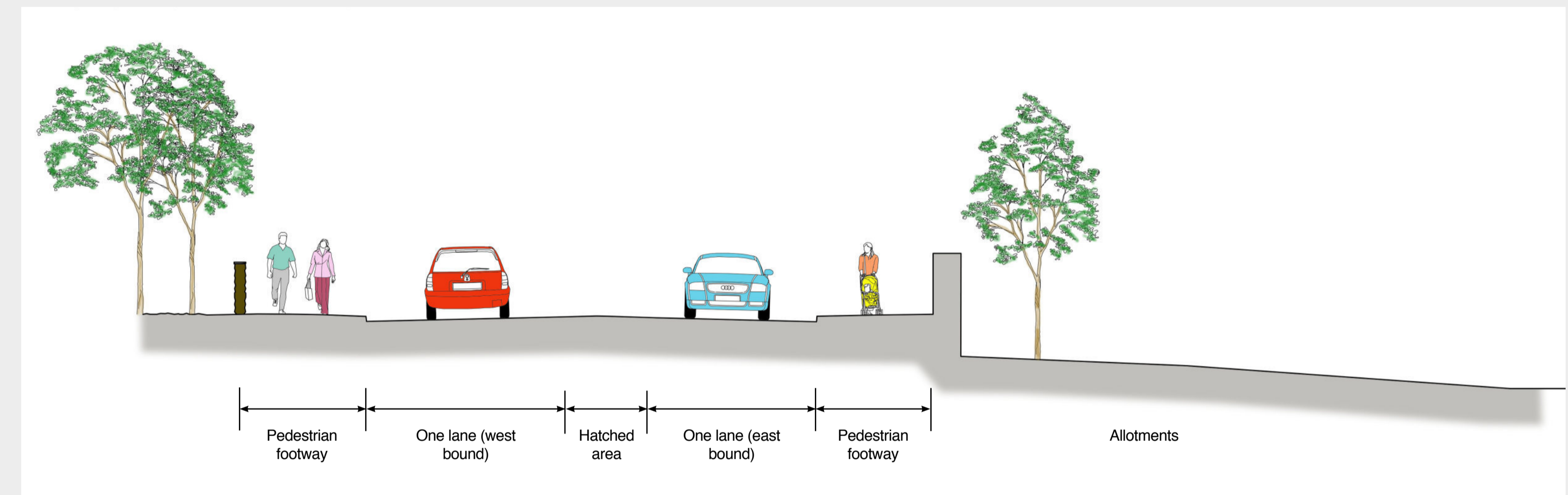
Traffic signals

Traffic signals will be installed on Beechcliffe Roundabout to improve the efficiency of the junction. These traffic lights will be designed to respond to changes in traffic flows.

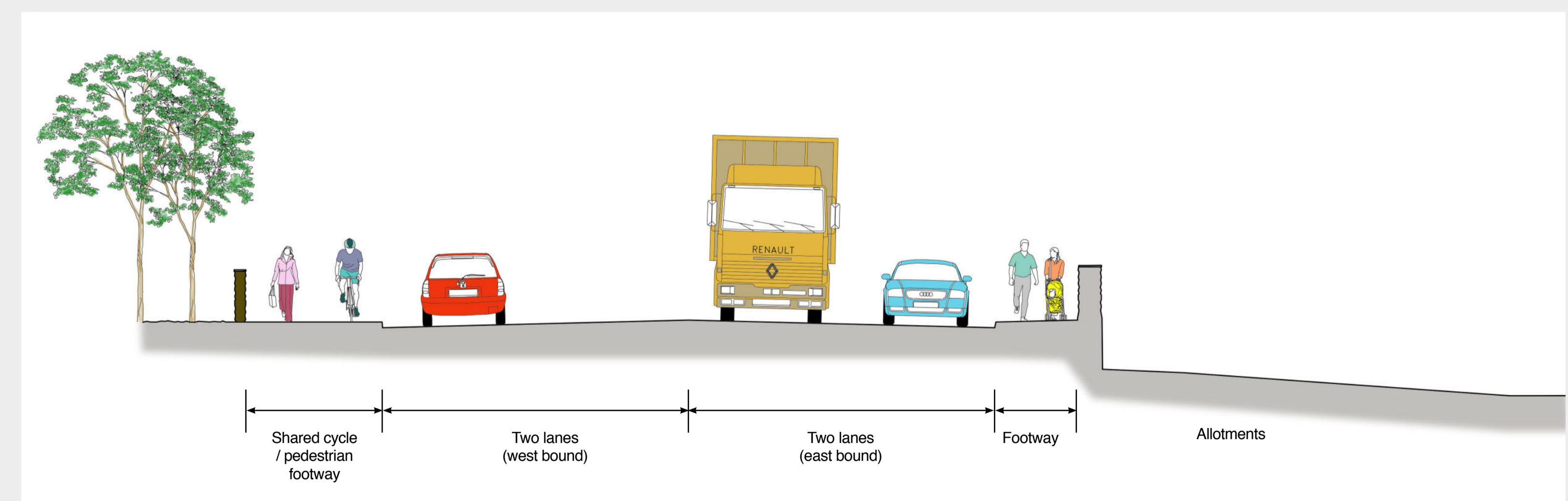
New signalised junction

A brand new signalised junction will be installed at the junction where Hard Ings Road meets Lawkholme Lane. The existing turning movements will be retained. This will include a 'toucan' crossing that will allow both pedestrian and cyclist to cross. It will also help to control traffic flow.

Existing layout (near allotments)



Proposed layout (near allotments)



Indicative drawing showing the proposed layout of Hard Ings Road, near to the allotments. Drawing is not to scale.

Supported by:



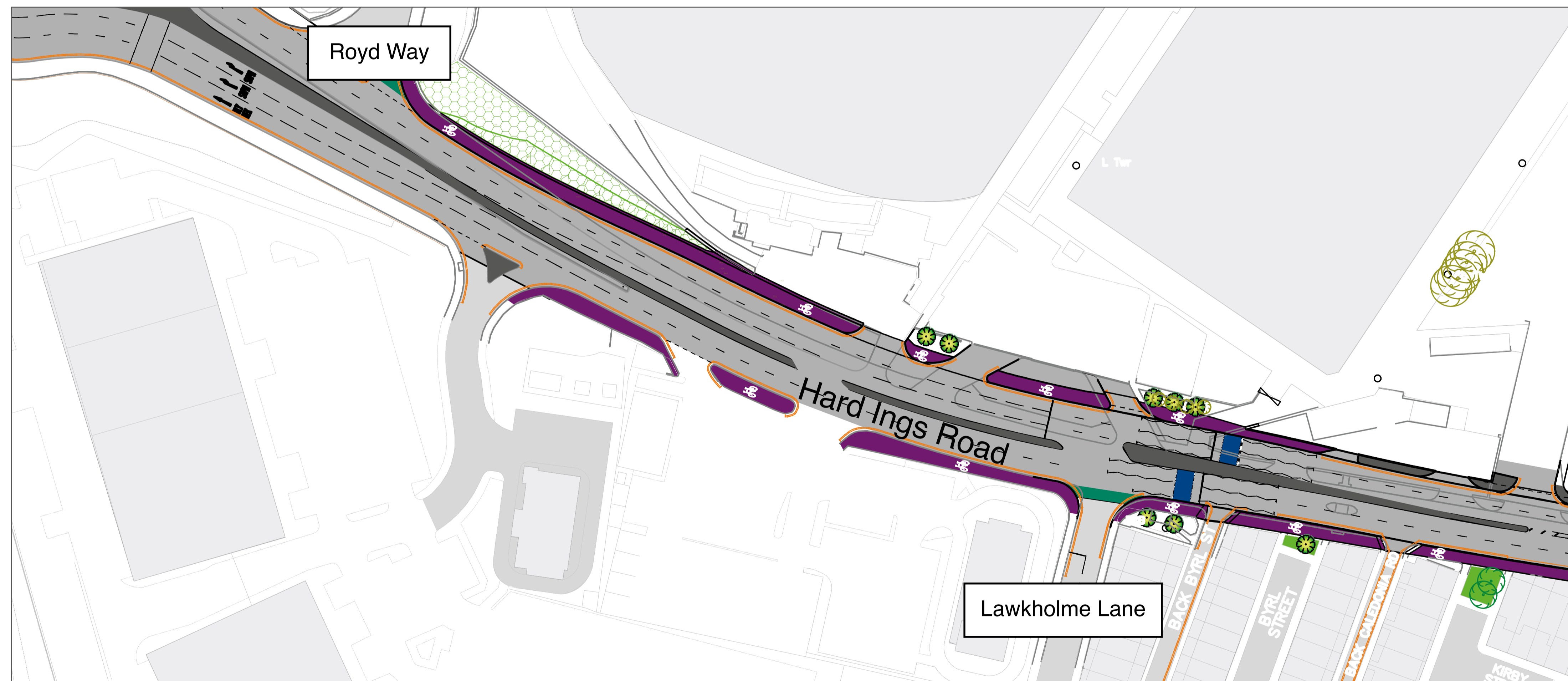
Improving Journeys for Cyclists and Pedestrians

Shared two-way cycle and pedestrian footway

A shared, two-way cycle and pedestrian footway will be introduced to tie into the existing cycle route on Royd Ings Avenue. It will run along the southern side of Hard Ings Road between Bradford Road Roundabout and Keighley Retail Park, and between the proposed 'toucan' crossing (at the junction of Hard Ings Road and Lawkholme Lane) and Royd Way.

Advance stop lines

Advance stop lines will be installed at Beechcliffe Roundabout providing an area for cyclists to wait in front of traffic when the lights are red. Cyclists in this area are more easily visible to motorists and have space to move off when the lights turn green.



An indicative image showing the proposed shared, two-way cycle and pedestrian footway between Royd Way and Lawkholme Lane. Drawing not to scale.



Supported by:



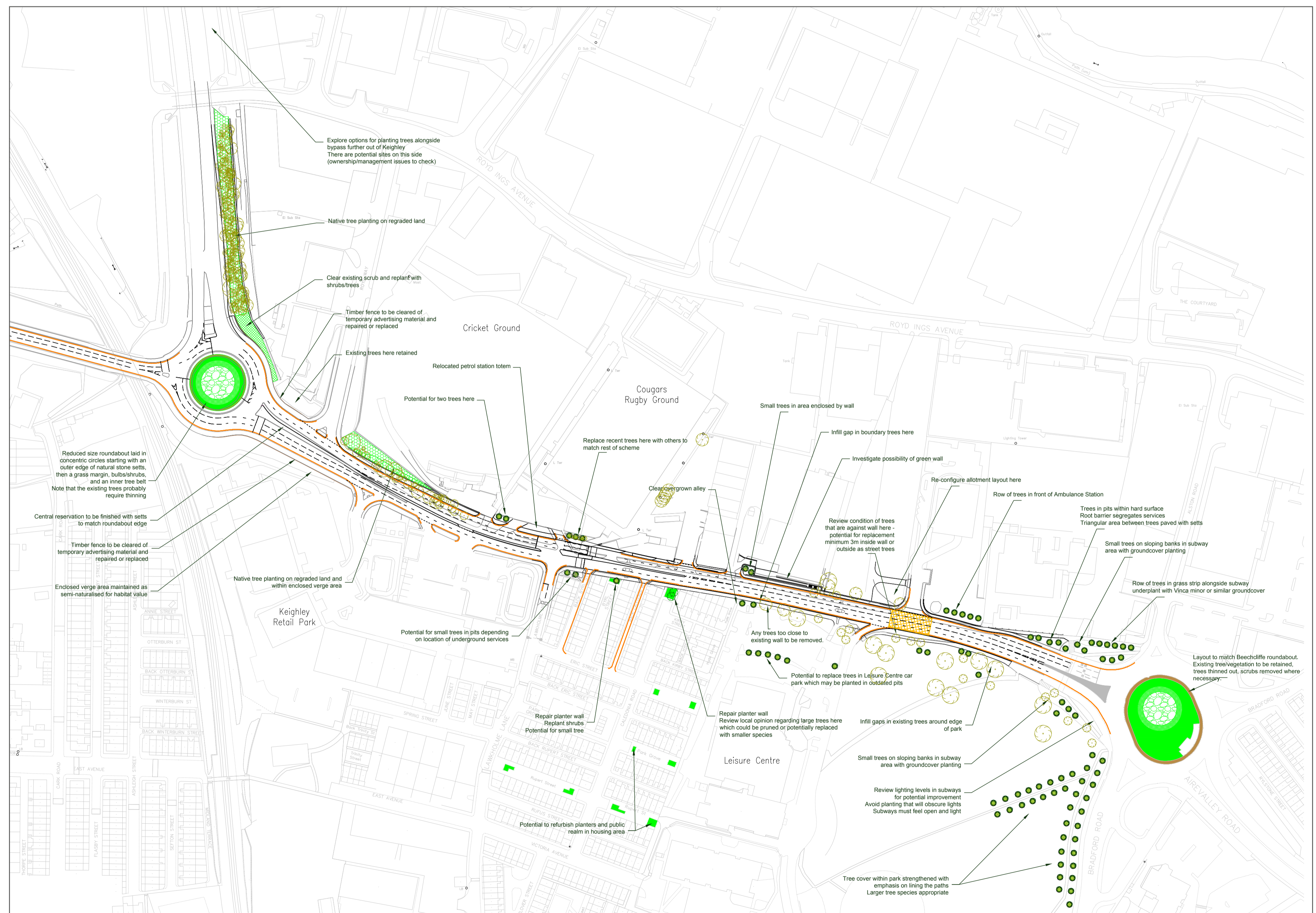
Enhancing the Quality of the Environment

Air pollution

Improving the road network will reduce standing traffic times and help to improve air quality. In addition, improving the provision for cyclists and pedestrians provides the opportunity to encourage more people to travel on foot and by bike.

New planting

New and replacement planting and landscaping will improve the visual appearance of this stretch of road. The scheme includes native tree planting and the installation of shrubs, as well as the replanting of verge and embankment areas.



An indicative landscaping plan. Drawing not to scale.

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Key Considerations

Disruption during highway changes

In order to complete these much needed improvements, work within the live highway will have to be undertaken. As a result of this, there will be some disruption to users of the highway network while construction works are being carried out.

The CBMDC has and will continue to work hard to ensure that disruption to businesses, local people and road users alike is kept to an absolute minimum. Regular communication in advance of and during construction will ensure that people are fully aware of the works being undertaken.

Local land owners

The scheme has been designed to achieve maximum benefits while minimising the need for land outside the existing highway boundary. Where land is required, the CBMDC has been and continues to work closely with local land owners to assemble the land needed to ensure that these vital changes to the road network can be delivered.

Helping local businesses

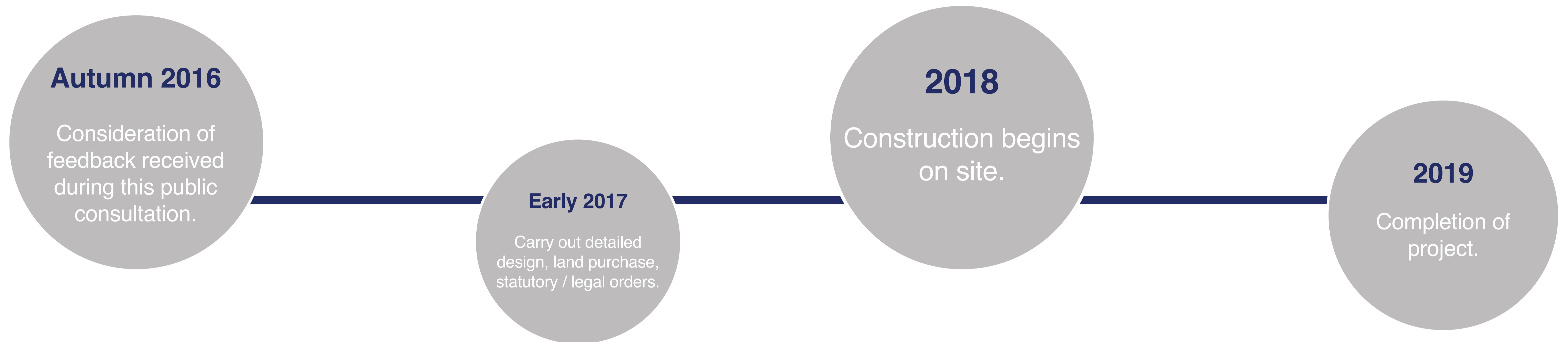
The lengthy journey times currently experienced by road users through this important route have a direct impact on local businesses. These proposals are key to reducing the negative impact of delays at this location on the highway network, as well as attracting new investment to the area.



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What Next?



Have Your Say

You can submit your feedback to us by filling in a feedback form today and handing it to a member of the team. Alternatively, you can submit your feedback about the proposals to us by contacting us.

The consultation is scheduled to end on 7 October 2016.

 **0800 032 1880**

 **info@hardingsroad.com**

 **www.hardingsroad.com**

 **FREEPOST Bradford Highways Consultation**

Supported by:



Appendix 4

Feedback Form from the Consultation Drop-in Session

HAVE YOUR SAY

Please let us know your thoughts on the proposals for the Hard Ings Road improvement scheme by filling out the enclosed form and sending it to:

FREEPOST Bradford Highways Consultation

If you need more space when filling out any of the questions below, please continue on a separate sheet.

1. How did you find out about the Hard Ings Road consultation (please tick one)?

- Letter
 Local council
 Local media
 Word of mouth
 Other (please specify)

2. How informative did you find the consultation leaflet (please tick one)?

- Very informative
 Quite informative
 Not informative
 No opinion

3. What aspects of the scheme are you most interested in and why?

4. How do you typically use Hard Ings Road (please tick one)? Are you a:

- Vehicle driver
 Vehicle driver (commercial)
 Cyclist
 Pedestrian
 Bus user
 Other (please specify)

5. When using the road, what is the purpose of your journey (please tick one)?

- Visiting locally, e.g. retail, leisure
 Commuting to work
 Visiting friends and family
 Business
 Other (please specify)

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6. Typically, when using Hard Ings Road, where are you travelling to and from?

7. On average, how often do you use Hard Ings Road (please tick one)?

Daily Weekly Monthly Other (please specify)

8. These proposals aim to reduce congestion. What is your opinion of the proposals to reduce congestion (please tick one)?

Strongly support Support Don't know Oppose Strongly oppose

9. Are you in support of the proposed facilities made for pedestrians (please tick one)?

Strongly support Support Don't know Oppose Strongly oppose

10. Are you in support of the proposed improvements for cyclists (please tick one)?

Strongly support Support Don't know Oppose Strongly oppose

11. On the basis of what you have seen and read so far, how would you describe your overall opinion on the proposals (please tick one)?

Strongly support Support Don't know Oppose Strongly oppose

12. Do you have any comments regarding the proposals for the Hard Ings Road improvement scheme?

13. Please enter your postcode. Your data will be stored in accordance with the Data Protection Act and not passed on to any third parties.

Postcode:

Thank you for completing this feedback form. If you have any specific questions please contact The Consultation Team at info@hardingsroad.com.

Supported by:



Appendix 5

Key Stakeholder Responses

Archived: 26 October 2016 13:22:21

From: Ray Wilkes

Sent: 04 October 2016 15:17:51

To: info@hardingsroad.com

Cc: Cllr Kevin Warnes; 'Alex Ross-Shaw'

Subject: Hard Ings Road Widening

Importance: Normal

Hi

I am responding to these proposals on behalf of WY Campaign for better Transport.

We have looked at the proposals on the website and we understand the benefits of the scheme. However, once it is completed the reduced congestion will encourage more traffic right along the A650 and in Keighley town as traffic levels are currently suppressed by the inconvenience of congestion. Already there is severe congestion in Saltaire and we do not need any extra traffic there.

We strongly believe that mitigation measures are absolutely necessary.

Changing the times of when the bus lanes apply so that they were in operation in both directions during the peak would be helpful but making them apply all day from 07.00 to 19.00 would be better. This would allow the 662 service to be more reliable and have a higher frequency. This would encourage a transfer of people from car to buses, reducing congestion.

We would also like to see a bus turning circle installed at the top of Haworth near the Edinburgh Wool mill. This would allow a better frequency between Haworth and Keighley to be provided more economically than at present.

We also think BMDC should press WYCA to re-open Crosshills station which is in North Yorkshire to reduce car commuting.

BMDC should look very carefully to find how they can improve bus reliability and bus speeds in Keighley and along the A650

Finally there should be a campaign to encourage bus use in Keighley, steered by Keighley Bus Company but with special financial support from WYCA.

These proposals would allow us to have the benefits of the Hard Ings Proposals without increasing traffic levels, which are already too high and need reducing.

Kind regards

Ray Wilkes, Co-ordinator, WY Campaign for better Transport

01274 403540

@RWilkes1



Historic England

YORKSHIRE OFFICE

The Consultation Team
Hard Ings Road Scheme
City of Bradford MDC

Direct Dial: 01904 601939

Our ref: PL00038181

5 October 2016

Dear Sir or Madam,

re: Hard Ings Road Improvement Scheme (A650)

Thank you for your letter regarding the above proposed scheme. We note the proposed works seek a number of changes to the existing road layout to reduce congestion and improve road safety for pedestrians and cyclists.

Historic England confirm we have no objections to the proposed works and we consider the scheme will not impact on the adjacent Grade II Victoria Hall or Devonshire Park and Cliffe Castle Conservation Area.

We recommend that you also consult the Council's Conservation Team and the archaeological staff at the West Yorkshire Archaeology Advisory Service (WYAAS) regarding the proposals. They are best placed to advise on: local historic environment issues and priorities; how the proposal can be tailored to avoid and minimise potential adverse impacts on the historic environment; the nature and design of any required mitigation measures; and opportunities for securing wider benefits for the future conservation and management of heritage assets.

Yours sincerely,

Elisabeth Lewis
Inspector of Historic Buildings and Areas
Elisabeth.Lewis@HistoricEngland.org.uk



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Telephone 01904 601948
HistoricEngland.org.uk

