

BRADFORD DISTRICT LOCAL PLAN

Shipley and Canal Road Corridor Area Action Plan

Issues and Options Report Supporting Paper: Appendix 1

Appendix 1: Shipley and Canal Road Corridor Strategic Development Framework Consultation Summary

1 Introduction

1.1 This report sets out the consultation that has been undertaken by the consultants BDP in developing the options for the Shipley and Canal Road Corridor Strategic Development Framework (SDF).

1.2 The process of developing the SDF consists of the following stages:

- Stage 1A – Evidence Base
- Stage 1B – Key issues, conclusions, vision and objectives (Futures Study)
- Stage 2A – Strategic Options (Options Report)
- Stage 2B – Draft Development Framework (Emerging SDF Report)
- Stage 3 – Final Development Framework

1.3 Consultation with the community key stakeholders and the Council has been a key element of each stage of the SDF. This has ensured the SDF, which will inform the Shipley and Canal Road Corridor Area Action Plan, is based on early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses in accordance with the National Planning Policy Framework.

2 Consultation Activities

2.1 Continuous consultation has been undertaken throughout the development of the SDF. This has included the following:

- Initial Community Consultation (Early 2011)
- Baseline and Futures Study workshops (Mid to late 2011)
- Consultation on Options Report (Early 2012)

This is summarised below.

Initial Community Consultation

- 2.2 FSquared Ltd were appointed to carry out initial community consultation for the SDF. A Steering Group was formed to oversee the Community Engagement Programme and Implementation Plan. The council, area coordinators and ward councillors let local people know that the group was being formed and that an initial meeting was to take place on 26th January 2011.
- 2.3 At the Engagement Steering Group meeting, it was agreed that initial consultation activities should include three sessions, one to the north of the study area, one to the south and one in Bolton Woods, located in the central area. The form of those activities was agreed by the Engagement Steering Group to be street-based consultation for the north and south sessions, and a public drop-in event at Bolton Woods Community Centre.
- 2.4 In order to draw an understanding of community perceptions and aspirations in the Shipley and Canal Road Corridor (SCRC) , 4 community consultation events and a survey of residents living in the area adjacent to the study area were carried out between February and May 2011.
- 2.5 The aim of the consultation was to generate awareness of the SDF process amongst local communities and stakeholders, to gather some initial resident views of the study area and to recruit residents for capacity building training to enable them to participate in the masterplanning process.
- 2.6 On February 23rd 2011, an initial street consultation session was carried out in Shipley. A table was positioned along with large notices in the pedestrianised area near Shipley Library and attended by two representatives from FSquared. The Bolton Woods Community Centre Drop in was held on the afternoon of Wednesday 23rd March.

- 2.7 On March 19th, a street-based consultation was held on Ivegate in Bradford City Centre. A further event was carried out in Bolton Woods on May 25th to help ensure that the local community were aware of the study process and to give them the opportunity to have an early input to it. Over 80 responses were gathered during the initial consultation phase.

Baseline and Futures Study

- 2.8 In order to inform the consultant teams' understanding of the SCRC a baseline evidence base was compiled within eight topic based papers. The papers are structured as follows:

1. Planning Policy and Regeneration Context
2. Socio-Economic, Housing and Commercial Market Assessment
3. Ecology / Biodiversity Assessment
4. Urban Design Appraisal
5. Transport Assessment
6. Flood Risk and Water Management Assessment
7. Infrastructure and Constraints
8. Community Consultation

- 2.9 The Community Consultation Paper provides an analysis and review of the initial community consultation undertaken by Fsquared.

- 2.10 To synthesise and summarise the key issues and opportunities from the baseline topic papers and work towards the development of options, BPD carried out a series of 'futures workshops' between September and October 2011. The process allowed Council officers and key members of the consultant team to focus minds and explore in collaboration the capacity, constraints and characteristics of the SCRC and move from topic based issues / opportunities to strategic options.

- 2.11 The outcome of the workshop series is provided in a Futures Report. The Futures Report directly informed the development of the SDF Vision and Options.

Consultation on the Options Report

- 2.12 The Strategic Options (Stage 2A) were tested through a series of consultation events in February 2012 and comments were received from the local community, key stakeholders and the Council.
- 2.13 In order to gain feedback from the local resident and business communities and key stakeholders operating in the area, a series of public exhibitions were held between late February and mid March 2012.
- 2.14 The public exhibitions comprised a series of exhibition boards explaining the context to the project, followed by a description of the vision, strategic options, transport proposals and blue and green infrastructure proposals. Members of the consultant team and Council were present at all of the events to answer any questions and a presentation was also given by the consultant team at the launch and closing events.
- 2.15 A questionnaire was used to provide the primary means for collating the views and comments expressed. Attendees were encouraged to complete the questionnaire on the day or could send by post (pre paid envelopes were provided) or email the questionnaire.
- 2.16 A Facebook page was also set up www.facebook.com/pages/Bradford-Shipley-Regeneration-Corridor/148138548637344 to advertise the events and to provide a forum for individuals to share their comments. A dedicated hotmail project email address was also set up for people to direct any specific comments relating to the project.

- 2.17 Copies of the exhibition boards, questionnaire and Draft Options report were also available to view and download via the Council's website and a link to the consultation material was posted on the project's Facebook page.
- 2.18 The publicity, organisation and facilitation of the consultation events were aided by a number of local residents who had first expressed an interest in assisting the team at the baseline consultation events in February 2011.
- 2.19 In order to prepare for the consultation events a training day was held with the local residents on 18th February 2011. At the session the context to the Strategic Development Framework, the purpose of the consultation events and the content of the consultation was first explained. Then appropriate arrangements for the events in terms of publicity, venues and times were discussed with the group. Finally the appropriate content and format to the questionnaire was devised.
- 2.20 After the session, the Community Representatives assisted with publicising the events (posting flyers to local homes and displaying posters around the local area). The representatives were also present at the consultation events, directing attendees around the exhibition, answering questions and queries relating to the exhibition material and assisting with the filling in of questionnaires.
- 2.21 A flyer, setting out details of the first event was distributed electronically and by post on 10th February 2012 (two and a half weeks prior to the event). It was sent to individuals that attended the baseline consultation events held in February and May 2011 as well as local Councillors and the ward co-ordinators. The community representatives also undertook a targeted mailshot in the neighbourhoods (2,000 flyers).
- 2.22 Posters containing the same information as the flyers were also produced and sent out to the ward co-ordinators, who were asked to

put up the posters around the study area, in locations that would gain maximum public attention.

- 2.23 On the weekend prior to the first event (Saturday 25th February 2012), an article was released in the Telegraph and Argus informing residents about the work being undertaken and providing details of the forthcoming consultation event. A further article was then placed in the paper on Monday 27th February 2012 to maximise the publicity of the event.
- 2.24 Details of the event were also posted on the Council's dedicated Bradford Shipley Regeneration Corridor page with a link to a Facebook page, which was used not only to advertise the events but to provide a forum for individuals to share their comments.

3. The Public Events

- 3.1 Four events were organised and were held at the following venues:
- Bolton Woods Community Centre 29 February 2012 6pm-9pm
 - Shipley Library on Wednesday 14 March 2012 6pm -9pm
 - The Abundant Life Church 19 March 2012 4.30pm-8pm
 - Poplars Farm Primary School 20 March 2012 5.30pm-8pm
- 3.2 The first event at Bolton Woods Community Centre was well attended. In total, over 55 names were recorded on the attendance sheets, however, it is estimated that the attendance was nearer to 70 people, as some attendees did not sign in. On the whole, the majority of people that attended had been notified of the event by the article in the Telegraph and Argus. The presentation that was delivered by the consultant team at this event was used to launch the website / Facebook page.
- 3.3 The second event at Shipley Library had a notably poor attendance. Only 4 names were recorded on the attendance sheets, although the

people who did attend this event showed high levels of interest in the process and the proposals being put forward. Attendance at the third event was also poor with only 3 attendees. At the final event 15 attendees were recorded, which included a question and answer session and presentation.

4. Questionnaire Responses

4.1 A total of 26 questionnaires were completed, however, the majority of these were all returned on the day of the events (5 returned from the Bolton Woods Community Centre event, 4 from the Shipley Library event, 3 from the Abundant Life Church and 10 from the Poplars Farm Primary School event), with only 4 being returned to the dedicated hotmail email address for the project. It should be noted that not all the returned questionnaires were completed in full, as many of the questions were left blank and some were answered incorrectly.

4.2 During the consultation period, which closed on 20 April 2012, a small number of comments were sent through by email, letter correspondence and left on the Facebook page. During the consultation period the Facebook page gained a total of 214 friends and 19 likes for the Bradford Shipley Regeneration Corridor page.

4.3 A full analysis of the consultations from the options stage is presented in the Shipley and Canal Road Corridor Emerging SDF Report. A summary is presented below.

5. Conclusion – Options Consultation Summary

5.1 Analysis of the results from the community consultation suggests that the preferred development scenario from the community's point of view is option 3 (Long Term Development Scenario), in tandem with transport option 3 (dualling of Canal Road) and options 1 (SUDs) or 3 (hybrid) in respect of blue and green infrastructure. It is recognised,

however, that the sample of respondents is very small in relation to the local population of the Corridor and the wider population of Bradford and that the extent these views are representative of these populations can not be guaranteed.

- 5.2 Scenario 3 was the most popular development scenario (43%) and also the preferred option for the City Section (48%). An equal contingent of residents (41%) preferred options 1 and 3 in respect of the Centre Section, which suggests the need to technically evaluate the quantum and location of development proposed within the Centre Section so that the preferred plan responds to the concerns raised in regard to traffic impact (primarily on Poplars Park Road) open space (impact on Brow Wood and agricultural land) and community facilities (open space, shops and schools).
- 5.3 Scenarios 1 and 2 were jointly most popular for Shipley Town Centre. In this regard, a lesser quantum of development in Shipley may be most preferable in the context of an overall approach for the Corridor based on Option 3.
- 5.4 Concerns over the amount of traffic already using Canal Road, coupled with the increased amount of traffic that could be generated by new development meant that traffic issues featured highly in the community's response to the questionnaire.
- 5.5 The overall preference was for Option 3 (61%), which proposed the widening or dualling of Canal Road. The need to promote more sustainable forms of transport such as cycling and walking (as part of the greenway) and improvements to the railway stations were also supported, although increasing the number of parking spaces at Frizinghall and Shipley was not welcomed by some respondents.
- 5.6 The results therefore indicate a strong preference for enhancements to Canal Road in addition to sustainable transport improvements. Many

respondents agreed the scope to use blue and green infrastructure as an attractive setting for the Corridor was a good idea. The reopening of the canal, was the least popular option but a significant minority of residents made many positive comments about the benefits of a canal. It can be drawn from this consultation that the improvement of the Bradford Beck and the introduction of additional water features would be well received by the community, especially if these features formed a 'canalside' environment.

6 Stakeholder Feedback

- 6.1 Stakeholders in the area, including major landowners, businesses and community groups were made aware of the consultation process either directly (through the database of contacts that had been generated in the previous round of community and business consultations) or indirectly through the publicity generated for the events. An additional presentation was also given to representatives of Shipley's trading community on 22 March, followed by an email to those present at the presentation with links to the consultation website and facebook page.
- 6.2 Three representations were received. Two from the key landowners / development partners in the Centre Section and one from Aire Rivers Trust who are responsible for creating a catchment management plan for the Bradford Beck.
- 6.3 A letter was received from HOW Planning on behalf of Canal Road Urban Village Limited (CRUVL - the joint venture company responsible for delivering a significant proportion of the new Urban Eco Settlement) on 30 March. The letter states CRUVL's support for the various elements of the overall vision and the vision for the Centre Section but a concern that the development scenarios do not reflect emerging Core Strategy requirements for the Corridor and the NPPF. The letter highlights that Scenario 3 seeks to align with the emerging Core Strategy but proposes 2,000 dwellings in the Centre Section as

opposed to the Core Strategy figure of 3,000. It states that the time horizon of the SDF should be reappraised and further modelling is needed to present more realistic and deliverable housing and other land use targets beyond Scenario 3. In the same manner, CRUVL does not consider that Scenario 2 reflects the development potential of the Centre Section.

- 6.4 The letter states that there should be more robust testing of the deliverability of options and consideration of the work undertaken by CRUVL in relation to the masterplanning of the Centre Section.
- 6.5 A letter from Iain Bath Planning was received on 8 June on behalf of the Marshall Group (owners of the Bolton Woods Quarry). The letter confirms the Marshall Group's collaboration agreement with CBMDC to develop the site, subject to planning approval. The Marshall Group welcomes the inclusion of the quarry in the study area and confirms its support for the vision. To be consistent with the LDF process it considers that the period covered by the SDF should be extended to 2028. In this context Development Scenario 3 is supported as an approach consistent with the principles of the LDF Core Strategy, National Planning Policy Framework (NPPF) and the time frame of the LDF. The Marshall Group consider the delivery of Scenario 3 to be achievable and are keen, given the significance of their land asset within the Corridor, that the preferred option includes additional text that references the quarry's ability to deliver substantial residential development.
- 6.6 A returned questionnaire was received from Aires River Trust (ART) on 23 May. In regard to the overall vision meeting the needs of the community, ART marked a 3 (1 = being a lot and 5 = not very much) with a suggestion that the City Section vision consider opening up the Westfield site to create a city centre park with re-opening of the Bradford Beck to the light of day in order to extend the blue-green corridor into the city as far as possible.

- 6.7 ART states a preference for Development Scenario 2, transport option 1 (building on existing assets) and blue / green infrastructure option 1 (SUDs). In regard to blue / green infrastructure ART believes that the vision needs to have more focus on the hydrology and ecology of the corridor and should recognise that the Bradford Beck is potentially a major asset for the redevelopment area and the city as a whole. ART state that rather than spending money on a new canal, which is unlikely to attract much traffic and may be difficult to fill with water, the investment should be put towards restoring the Bradford Beck as it will cost less money, deliver more benefits, use less land (as there will only be one waterway), reduce flood risk, improve green infrastructure and biodiversity and improve water quality.
- 6.8 ART concludes that under the EU Water Framework Directive (WFD), the UK is required to ensure there is no deterioration of the ecological status of waterways and is obliged to work towards raising their status to at least good (indicators include morphology and flow) and that a proposal to divert river flow from the Bradford Beck into a new canal, or to turn the Beck into a canal, would almost certainly be disallowed under the WFD, whilst a plan to restore the Beck and improve its water quality, morphology and ecology would help the UK to meet its WFD obligations.
- 6.9 Feedback on the Draft Options Report was also received from the Council's Planning Service.
- The general comments were:
- Vision is supported but it should be spatially specific.
 - Breaking the area down into the 3 Areas of Opportunity is supported.
 - There is a lack of commentary on why locations for specific uses were identified.
 - Potential development proposals should be shown against flood risk zones.
 - If water quality is an issue then SUDs cannot be assumed.

- Options do not fully address Blue / green infrastructure opportunities in the City Centre Fringe – suggest that the identified development opportunities are used to create new green spaces, water features and an attractive pedestrian / cycle route.
- Proposed Greenway location in the City Centre Fringe is not appropriate.
- Danger that Transport Option 3 would sever one side of the road from the other and be counterproductive to creating an ‘environmentally conscious’ character.
- It is important that new housing is varied with innovation, sustainability and good design that is built in not an optional extra
- Saltaire Road is a weak link between Saltaire and Shipley, proposed street enhancements should be extended beyond Westgate.

7. Conclusion

- 7.1 On the basis of these comments and further testing and refinement of proposals an Emerging Strategic Development Framework (Stage 2B) has been identified.
- 7.2 The Emerging Strategic Development Framework will form part of the evidence base for the Shipley and Canal Road Area Action Plan Issues and Options. The Emerging Strategic Development Framework Report will be made available to view and comment on the Council’s website as part of the Issues and Options consultation stage. Comments will be published in a ‘Summary of Representations’ document and will be available for viewing on the Council’s website. All representations received will be considered and will assist in the preparation of the next stage of the Area Action Plan and Final Strategic Development Framework.