

# Yate Town Improvement Masterplan



## Have your say on the future of Yate

South Gloucestershire Council, along with its partners, is in the process of **developing a masterplan for Yate**. The masterplan will set out the long-term vision for improving Yate, building on the existing character of the town and its existing strengths to ensure Yate will flourish and prosper into the future.

**We want to hear your views on the draft masterplan.** By completing this consultation response form, you can help shape how Yate will look, feel, and function in the coming years.

This response form will ask for your thoughts on our vision and options for the masterplan, including options for the four focus areas: **Town Centre, Railway Station and Surrounds, Industrial Estate, and Station Road**.

Before completing this survey, please read the **Yate Town Improvement Masterplan Consultation Brochure**.

You can also complete this survey online at: **[www.yatefuture.com/respond](http://www.yatefuture.com/respond)**

You can return this form by post using Freepost (no stamp required) to: **Freepost Plus RTXL-YHGY-GSYS, South Gloucestershire Council, Corporate Consultation Team, Council Offices, Badminton Road, Yate, BRISTOL, BS37 5AF**

Please submit your completed survey by **23:59 on Monday 13<sup>th</sup> September 2021**.

Should you require this feedback form in an alternative format, please get in touch with us via email at: **[feedback@yatefuture.com](mailto:feedback@yatefuture.com)** or by telephone on: **0118 946 7809**

Information provided will be treated confidentially and in accordance with the Data Protection Act 2018 and General Data Protection Regulations (GDPR) 2018. Our privacy notice, which explains how we will process your personal information, how long we will retain it and your rights as a data subject, is available at: **[www.southglos.gov.uk/privacy](http://www.southglos.gov.uk/privacy)**

## Vision

1. To what extent do you support the overall vision for Yate as presented in the masterplan? In particular, the whole town approach and six key themes.

Strongly  
against

☐

Somewhat  
against

☐

Not sure

☐

Somewhat  
support

☐

Strongly  
support

☐

2. Do you have any comments on the masterplan overall? For example, if there are any aspects of the masterplan that you like or dislike, or something you think we have missed from the vision and options.

## Movement

During our autumn 2020 engagement period you told us about how you travel within Yate and how you would like to see your transport opportunities improved in the future.

The Movement Vision for the masterplan is an ambitious plan to deliver a step change in the choices people have in the way they travel to, from and within the wider Yate area. It recognises that the current level of people's dependency on the car is not sustainable, will continue to generate congestion, will worsen air quality, and will ultimately prevent the town from reaching its potential.

The three key pillars of the Movement Vision are:

1. **15-minute town:** A transformation into a "15-minute town" where the majority of daily needs for work, leisure, education, services and amenities are within close reach of home.
2. **Active travel:** Favouring active (walking/wheeling<sup>1</sup> and cycling) and public transport modes.
3. **People first:** Reallocating space on key routes, allowing space for vehicles to be used for community space, biodiversity, development, and priority for other modes of transport.

The Movement Vision will be achieved through a range of measures to encourage and enable the uptake of sustainable transport modes, while reducing traffic on key routes into Yate.

---

<sup>1</sup> Pedestrian travel either on foot, in a wheelchair or a mobility scooter.

3. To what extent do you support the key pillars of the Movement Vision for the masterplan?

a. Transforming Yate into a “15-minute town” where the majority of daily needs for work, leisure, education, services and amenities are within close reach of home.

Strongly against	Somewhat against	Not sure	Somewhat support	Strongly support
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. Favouring active (walking/wheeling and cycling) and public transport modes.

Strongly against	Somewhat against	Not sure	Somewhat support	Strongly support
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

c. Reallocating space on key routes, allowing space for vehicles to be used for community space, biodiversity, development, and priority for other modes of transport.

Strongly against	Somewhat against	Not sure	Somewhat support	Strongly support
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Do you have any suggestions for roads or streets which might benefit from a reduction in through-traffic to enable the reallocation of road space or creation of low traffic neighbourhoods?

5. How likely is it that the following measures will encourage and enable you to travel by walking/wheeling or cycling more often for short trips within Yate?

a. A well planned, connected and safe network of cycle routes.

Very unlikely	Unlikely	Not sure	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- b. Better quality footpaths with enhanced lighting and wayfinding, such as signs.

Very unlikely	Unlikely	Not sure	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- c. Improved crossing opportunities that align with existing informal paths and routes used by pedestrians.

Very unlikely	Unlikely	Not sure	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- d. High-quality cycle parking at key destinations.

Very unlikely	Unlikely	Not sure	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How likely is it that the following will encourage and enable you to travel by public transport more often for trips to, from and within Yate?

- a. Improved connections to key transport hubs such as the Bus Station, Railway Station and Park & Ride.

Very unlikely	Unlikely	Not sure	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- b. Easier, faster and more convenient interchange between transport modes i.e. bus to train, or bike to bus.

Very unlikely	Unlikely	Not sure	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- c. More reliable and competitive journey times by bus.

Very unlikely	Unlikely	Not sure	Likely	Very likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

d. High-quality bus stops and waiting facilities.

Very  
unlikely

Unlikely

Not  
sure

Likely

Very likely

☐☐☐☐☐

7. How likely is it that the following will encourage and enable you to consider using new types of transport options?

a. The provision of electric vehicle charging facilities for bikes, scooters or cars at key destinations.

Very  
unlikely

Unlikely

Not  
sure

Likely

Very likely

☐☐☐☐☐

b. Access to shared mobility options such as Car Clubs, bike-sharing or car-sharing.

Very  
unlikely

Unlikely

Not  
sure

Likely

Very likely

☐☐☐☐☐

8. Do you have any other suggestions for what might encourage and enable you to use sustainable transport options, such as public transport, walking/wheeling, using a mobility scooter or cycling, more often for trips to, from and within Yate?

9. Do you have any other suggestions for what might encourage and enable you to use your car less for trips to, from and within Yate?

## Focus Area: Town Centre

The town centre is the heart of Yate and its mix of retail and leisure facilities attracts visitors across the town and neighbouring areas. Our vision and options for the town centre focus on the long-term future of the town, with a gradual development and transformation over the next 15-20 years.

We have presented three options for the town centre as shown below.

### Option 1

1. Retail focused on the main pedestrian street with residential homes on top
2. New multi-purpose leisure centre along a widened riverbank
3. Bus station redesigned as a multi-modal transport interchange



Option 1 is a vibrant mixed-use town centre, with new public spaces and pedestrian friendly streets. There is room for nature such as trees, rain gardens and sustainable urban drainage systems to help combat climate change.

Retail is focused on the main pedestrian street, linking Station Road and Morrisons to the edge of the River Frome to the east. There are residential homes on top of these retail units.

A new multi-purpose leisure centre is located along a widened riverbank, providing views of nature and the water.

The bus station is redesigned as a multi-modal transport interchange providing options for those arriving on foot, by bicycle or by car to interchange with bus services. To enable this, high-quality cycle parking will be provided alongside electric vehicle charging points, indoor waiting areas and a multi-storey car park.



### Option 2

- 4. New high street running north to south
- 5. New leisure centre to the east, close to the Ridgewood Community Centre
- 6. Bus station relocated to the northern edge of the town centre



Option 2 has a new high street running north to south through the heart of the town centre. This connects St Marys Church all the way to St Pauls Primary School and Church, south of Kennedy Way.

The leisure centre is located further east, close to the Ridgewood Community Centre. This would encourage mixing different activities and visitors to enhance this vibrant community hub.

The bus station is relocated to the northern edge of the town centre along Station Road, set within a new parkland area. This would allow better public transport connectivity and interchange with prioritised walking and cycling routes.

### Option 3

- 7. Leisure centre relocated to a new town square to the west, alongside a cluster of public services
- 8. Bus station in the same location but redesigned as a multi-modal interchange



Option 3 has the leisure centre located alongside a cluster of public services within a newly located town square to the west. The leisure centre has a front door opening to the square, providing activity to this important civic space.

The bus interchange is located in the same position as the existing bus station but is redesigned as a multi-modal interchange to support improved connections for those arriving on foot or by bicycle.

10. What is your preferred option for the town centre?

Please select 'other' if you feel a combination of the options presented would be the best approach.

- ☐ **Option 1**
- ☐ **Option 2**
- ☐ **Option 3**
- ☐ **Other (please provide your reasoning in the box below)**

11. Please tell us if there is anything extra you would like to see included as part of the options for the town centre.

12. Do you have any other comments about our plans for the town centre?



## Focus Area: Railway Station and Surrounds

Yate Railway Station is an important transport link for those living and working in Yate, providing regular services to Bristol and Gloucester. The masterplan aims to make the railway station a destination on its own right by providing attractive public spaces and a range of services.

Our two options for the railway station and its surrounding area are shown below. Both options include enhanced connectivity with bus services via dedicated high-quality bus stops on Station Road, and links to new walking and cycling routes via Station Road and the Common.

### Option 1

1. All station facilities and services located to the north of Badminton Road and Station Road
2. New station building with a station plaza at platform level
3. Land south of Station Road to become a tranquil setting



Option 1 groups all the station facilities and services to the north of Badminton Road and Station Road. The station platforms remain in their current locations, with one platform north of Station Road, and one platform to the south.

A new station building with a large canopy spanning the railway tracks provides access to and from Station Road to a new station plaza at platform level. This plaza has a mix of uses overlooking it, including residential homes and commercial businesses.

By locating all station facilities to the north, it allows the land south of Station Road to become a tranquil setting, picking up on the character of the important heritage buildings here. The Goods Shed could become a community or tourist information point, including bicycle hire and other facilities.

### Option 2

- 4. Both platforms relocated to the south of Station Road to face each other
- 5. New station building and facilities
- 6. Station square to the west with drop off points for buses and taxis
- 7. 'Cultural and art district' to the east of the station



In option 2 both platforms are relocated to the south of Station Road so that they can face each other. There is a new station building and facilities, which are all located to the south of Station Road. The station building provides pedestrian access via a bridge over the platforms and railway tracks and connects to a new station square at platform level. This canopy building would be sensitively designed to respect the Goods Shed, which is transformed into a restaurant/bar or other day-to-day services, such as a shop.

The eastern side of the new station square is a 'cultural and art district' which respects the existing Edgars Wood and the Common. The western side of the station area offers a town centre arrival experience, focused around a larger station square with drop off points for buses and taxis.

The area to the north is redeveloped gradually for a new residential area, with excellent access to public transport.

13. What is your preferred option for the railway station and its surrounding area?

Please select 'other' if you feel a combination of the options presented would be the best approach.

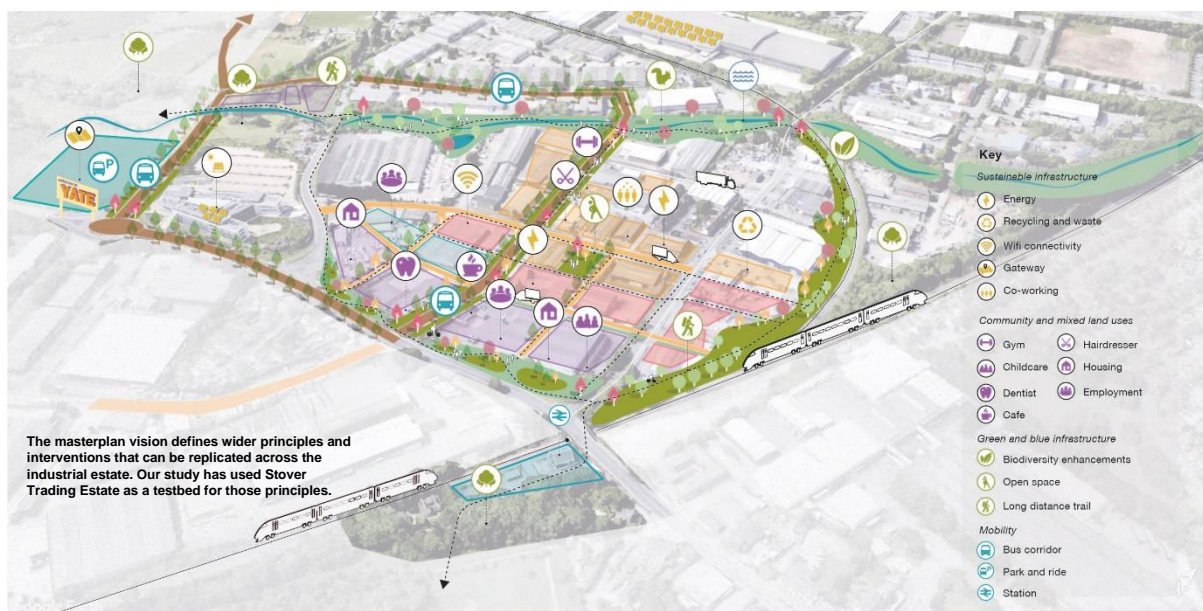
- ☐ **Option 1**
- ☐ **Option 2**
- ☐ **Other (please provide your reasoning in the box below)**

14. Please tell us if there is anything extra you would like to see included as part of the options for the railway station.

15. Do you have any other comments about our plans for the railway station?

## Focus Area: Industrial Estate

We recognise the success and growth of the industrial estate, which is fuelled by loyal, local businesses and brands with a strong relationship to Yate.



16. For which of the following reasons do you visit the industrial estate, if at all?

- |  |                          |
|--|--------------------------|
| Going to work (business owner)                               | <input type="checkbox"/> |
| Going to work (employee)                                     | <input type="checkbox"/> |
| Purchasing supplies for business use e.g. builders' merchant | <input type="checkbox"/> |
| Purchasing supplies for personal use e.g. for DIY projects   | <input type="checkbox"/> |
| Buying food and snacks e.g. at food trucks or Greggs         | <input type="checkbox"/> |
| Walking/wheeling or cycling in the area                      | <input type="checkbox"/> |
| Never visit  | <input type="checkbox"/> |
| Other  | <input type="checkbox"/> |

If 'other', please specify:

As part of the masterplan, there is an opportunity to improve the area of the existing industrial estate closest to the railway station to make it more attractive and sustainable. Our study has used the Stover Road Trading Estate as a testbed for wider principles and interventions that can replicated elsewhere.

Improvements could be made by introducing the following options:

- **Enhanced space for nature**, such as improving the River Frome Walkway, improving biodiversity, and protecting wildlife, creating rainwater management systems and tree-lined streets, and improving diversity in open spaces.
- **Rethinking movement in and around the industrial estate** to put more emphasis on walking/wheeling, cycling and public transport and connecting to the new Park and Ride facility. There is an option to connect Badminton Road to Yate Road via a new link road to divert heavy traffic and provide a clear boundary between the urban and natural environment. A new tree-lined loop road boulevard provides greater visibility of businesses from the road, and has segregated pedestrian footpaths. There are parking areas with charging points for electric vehicles and a dedicated bus route to provide high quality access to the railway station.
- **Community and mixed land use** to encourage a broad mix of activities across the industrial estate to make the place more attractive to live, work and socialise, including areas for retail, gyms, childcare, and health services.



- **Sustainable infrastructure, utilities and services**, such as high-speed broadband, access to renewable energy sources like wind and solar, and sustainable waste management and recycling. There are also spaces available for new businesses, start-ups and co-working.

17. To what extent do you support the key principles for the industrial estate?

Strongly  
against

☐

Somewhat  
against

☐

Not sure

☐

Somewhat  
support

☐

Strongly  
support

☐

18. Do you have any other comments or suggestions on the key principles for the industrial estate?

19. Do you support “intensification” within the industrial estate? This would mean more units for businesses and therefore job opportunities in a smaller, denser area, helping to safeguard space elsewhere from development.

## Focus Area: Station Road

Station Road is an important historic route through Yate. It faces several challenges due to its conflicting role as both an important connector of local destinations and its role as a through route for longer distance trips for general traffic and heavy goods vehicles.

There is an opportunity to improve Station Road for residents and businesses and help it to reach its potential as a place, while improving its function as a movement corridor by introducing a number of options across four key principles.

## Community and placemaking

Building on the range of diverse businesses, homes and community facilities, the masterplan looks at Station Road as a street, allowing opportunities for neighbours to chat, spaces for formal and informal meetings and events, with outdoor spaces for cafes and restaurants. Local residents and communities have the opportunity to gain back the space needed for these activities.



20. To what extent do you support the vision and options for community and placemaking on Station Road?

Strongly  
against

☐

Somewhat  
against

☐

Not sure

☐

Somewhat  
support

☐

Strongly  
support

☐

## Sustainable travel

Transforming Station Road into an active and public transport corridor to encourage the use of sustainable modes, such as cycling, walking/wheeling and bus. This will allow residents and local communities to gain back some of the space that has been lost to cars and heavy goods vehicles.



21. To what extent do you support the vision and options for sustainable travel along Station Road?

Strongly  
against

☐

Somewhat  
against

☐

Not sure

☐

Somewhat  
support

☐

Strongly  
support

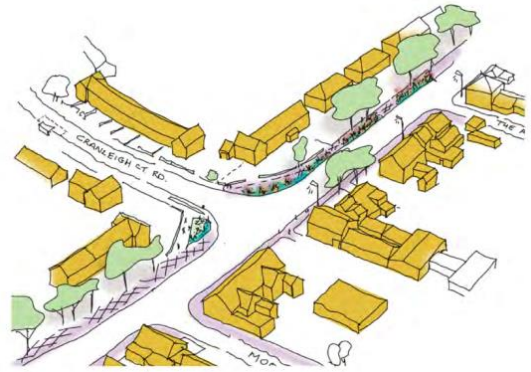
☐

22. If there was an opportunity to provide a new parking area for Station Road, where do you think this should be located and why?



## Climate change mitigation

Helping to mitigate some of the issues associated with traditional roads, such as rainwater runoff, heat island effect (where the temperature increases due to the road and radiates heat off its surface), and lack of biodiversity.



23. To what extent do you support the vision and options for climate change mitigation on Station Road?

Strongly  
against

☐

Somewhat  
against

☐

Not sure

☐

Somewhat  
support

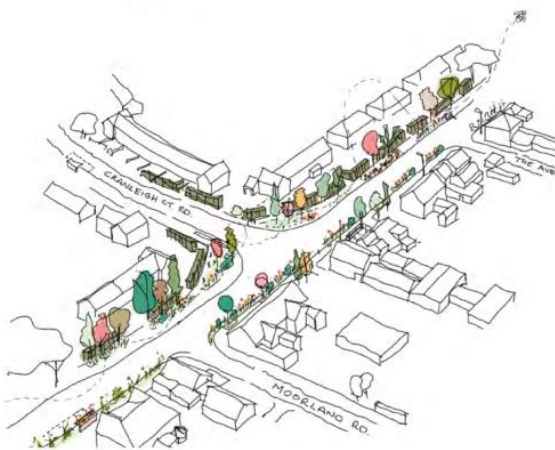
☐

Strongly  
support

☐

## Biodiversity gain

Improving the range of plants, flowers, trees, and insects along the road.



24. To what extent do you support the vision and options for biodiversity gain along Station Road?

Strongly  
against

☐

Somewhat  
against

☐

Not sure

☐

Somewhat  
support

☐

Strongly  
support

☐

25. Do you have any other comments or suggestions about the key principles for Station Road?

## About you (for residents)

If you are responding on behalf of an organisation, please skip to question 34.

This section is important as it is a requirement for the council to fulfil its Public Sector Equality Duty by understanding more about the people who use council services and may be affected by any changes to Yate. Any responses to these questions will remain confidential, individuals will not be identified, and personal details will not be published.

26. How old are you?

- ☐ Under 18
- ☐ 19 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 75
- ☐ 76 and over
- ☐ Prefer not to say

27. What is your ethnicity?

- ☐ Arab
- ☐ Asian/Asian British – Bangladeshi
- ☐ Asian/Asian British – Indian
- ☐ Asian/Asian British – Pakistani
- ☐ Asian/Asian British – Chinese
- ☐ Asian/Asian British – Other (please state)
- ☐ Black/ Black British/African/Caribbean– African
- ☐ Black/ Black British/African/Caribbean – Caribbean
- ☐ Black/ Black British/African/Caribbean – Other (please state)
- ☐ Mixed/Multiple Ethnic Groups – White & Asian
- ☐ Mixed/Multiple Ethnic Groups – White & Black African
- ☐ Mixed/Multiple Ethnic Groups – White & Black Caribbean
- ☐ Mixed/Multiple Ethnic Groups – Other (please state)
- ☐ White – English/Welsh/Scottish/Northern Irish/British
- ☐ White – Gypsy or Irish Traveller
- ☐ White – Irish

- ☐ White – Roma
- ☐ White – Other (please state)
- ☐ Other ethnic group (please state)
- ☐ Prefer not to say

If 'other', please specify:

28. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ Prefer not to say

29. Do you consider yourself to be disabled?

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

If 'other', please specify:

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

31. What is your sexual orientation?

- ☐ Bisexual
- ☐ Gay or lesbian
- ☐ Heterosexual/Straight
- ☐ Other
- ☐ Prefer not to say

32. What is your religion or belief?

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

If any other religion, please state:

33. Do you identify as a transgender person?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

## About you (for businesses and organisations)

34. Which sector best identifies your organisation?

Retail

☐

Office

☐

Food & beverage

☐

Training / Education

☐

Manufacturing

☐

Community / Public  
service

☐

Storage &  
distribution

☐

Health / Social care

☐

Leisure

☐

Other

☐

If 'other', please specify:

35. What is the largest scale your organisation operates on?

Local

☐

Regional

☐

National

☐

International

☐