

Yate Town Improvement Masterplan

Autumn 2020 Engagement Output Report

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1. Engagement purpose, methodology and response

Objectives

South Gloucestershire Council along with its partners are in the process of developing a masterplan for Yate, which will set out the long-term vision for improving the town.

The purpose of this engagement period was to seek views and gather opinions from groups and organisations on the emerging vision and ideas for Yate, including opportunities around six key themes and three focus areas. The feedback will inform the draft Yate Town Improvement Masterplan, which will be put to consultation in early summer 2021.

Methodology

Process

The public engagement process was supported by a dedicated webpage, which hosted all the engagement documents, an online feedback form, and an interactive map at yatefuture.com

The engagement period ran between Monday 5th October and Monday 16th November 2020.

As part of the engagement period, we welcomed comments made online and by letter, email and over the phone. The feedback methods were promoted within engagement materials available on the dedicated masterplan website, on posters around Yate, and on postcards delivered to residents of Yate. The engagement period was also advertised online via South Gloucestershire Council's website and social media platforms.

Information about the engagement period was sent to Town and Parish Councils and South Gloucestershire councillors in addition to local voluntary and community organisations. Notifications were also sent to a range of other stakeholders and interested parties.

A presentation was delivered to the Yate Community Engagement Forum (CEF) on 19th November 2020 to provide an overview of the masterplan vision and themes.

Hard-to-reach groups were contacted to inform group members about the launch of the public engagement period. Hard-to-reach groups include those in more isolated and rural areas, gypsies and travellers, young people, disabled people and ethnic minorities, who may find it harder to get involved in the public engagement process and may therefore require extra support. In total, 54 representatives were contacted via email and / or telephone to encourage group members to participate in the public engagement process.

A number of hard-to-reach representatives confirmed that they had distributed the engagement materials and circulated the dedicated masterplan website to their network in order to invite all group members to provide their feedback using their preferred contact method; namely Gloucestershire Deaf Association (GDA), Southern Brooks Community Partnerships, the Bristol City Youth Council (BCYC), Off the Record (Bristol & South Gloucestershire), and South Gloucestershire Disability Equality Network.

An overview of the masterplan vision and the public engagement process, including key dates and contact methods, was advertised within the South Gloucestershire Disability Equality Network's digital newsletter and the South Gloucestershire Over 50s Forum's printed and digital newsletters.

The following community locations were also sent printed copies of the engagement materials and were asked to cascade the information to any interested parties:

- Council One-Stop Shop (Kennedy Way, Yate)
- One Stop Community Store (Wellington Road, Yate)
- Yate Shopping Centre (North Walk, Yate)

Methods

Feedback form

The feedback form asked for details about people's habits and activities within Yate and ideas for improving Yate in the future. It was available on the website and in printed copy, which could be returned by freepost or email.

Interactive map

The interactive map was available on the website. There were a number of statements about how Yate could be in the future, which people were able to 'like', 'dislike' and comment on. People could also add their own location-specific comments to the map.

Telephone and email correspondence

For those who were unable to, or preferred not to, provide their suggestions on the interactive map, or complete the paper-based or digital feedback form, feedback was captured via telephone and email. A number of hard-to-reach organisations and community groups were contacted via email, and telephone where possible, in order to capture their suggestions for improving the town, specifically in relation to the six key themes of the masterplan.

Contact page

For those who had a question or comment about the engagement process and / or the masterplan, a contact page was provided on the dedicated website.

Response

Across the engagement period, there were 8,626 visits to the website, 271 responses to the feedback form and 122 place-based comments made on the interactive map.

238 people responded to the feedback form online and 33 returned the form by post.

78 people who added a place-based comment to the interactive map shared an idea, while 30 shared something they didn't like and 12 something they did like.

16 people also posted a question or comment using the contact page on the website. Of these 16 posts, seven were suggestions for improving Yate.

There were also nine responses collected via telephone and email. Six of these were from members of the public and three were organisations (Yate Town Council, Dodington Parish Council and South Gloucestershire Biodiversity Action Group). Copies of the responses from the three organisations are available in Appendix B.

A full list of all the comments provided during the engagement period is available on request. Due to the number of individual comments made it has not been possible to include the full text of all comments within the main body of this report.

2. Survey analysis

2.1. Overall response

There were a number of themes that emerged consistently in responses received across all the different methods used to collect feedback. These were:

Traffic

- Heavy traffic and congestion around the shopping centre and Station Road in particular
- Support for improving traffic management and introducing traffic calming measures

Active travel

- Support for introducing more cycle lanes and routes
- Support for improving existing routes and connecting to residential areas, green spaces and existing networks
- Upgrading pedestrian facilities, including pavements and crossings

Safety

- Issues with antisocial behaviour and feeling safe
- Support for increased police presence

Shopping centre

- Shopping centre is outdated
- Support for updating the appearance and variety of shops

Environment

- Protecting green spaces and wildlife
- Support for green energy and sustainability

The most common themes for each response method are outlined below.

2.1.1 Feedback form responses

The most common themes raised by respondents to the feedback form were:

1. Issues with traffic and congestion, especially in the town centre, and support for traffic management to improve this
2. Support for improving the provision of cycle routes and connecting to existing routes in town and in the wider area
3. Support for more regular bus and rail services
4. Support for updating the appearance of the shopping centre and making it a more modern, mixed use space

5. Improving the general reputation of the town and encouraging a sense of local pride in the community
6. Increasing arts, music and culture
7. Reducing antisocial behaviour and increasing police presence so that people in the community feel safe
8. Support for sustainable practices and green energy to help Yate become carbon neutral

2.1.2 Interactive map responses

The most common themes raised by respondents to the interactive map were:

1. Improving traffic management, particularly around the shopping centre and along Station Road
2. Enforcing existing and implementing new traffic calming measures, particularly around the shopping centre and residential areas
3. Increasing the amount of parking available
4. Upgrading existing pedestrian facilities, particularly around the shopping centre
5. Implementing more pedestrian crossings, particularly along Station Road
6. Implementing more cycle lanes / tracks, particularly connecting residential areas to the town centre and green spaces
7. Protecting wildlife, especially within Yate Common
8. Protecting and maintaining green spaces

2.2. Feedback form

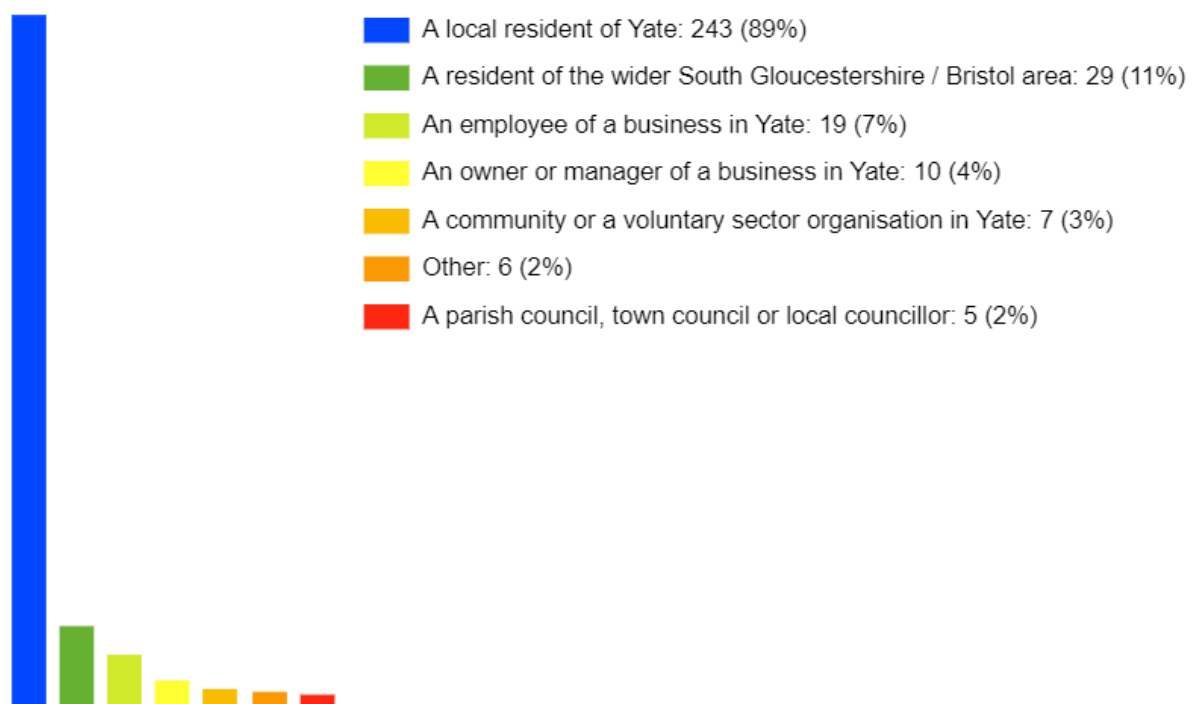
271 people responded to the engagement period via the feedback form. 238 of these responses were made online and 33 were received via post. There were no feedback forms received via email.

The form was split into sections for each of the six key themes within the masterplan. It sought views on people's habits and the ways in which they would like to use the town's facilities and amenities in the future. The closing question of the feedback form asked whether the respondent had any further suggestions to improve Yate.

2.2.1 Introduction

The opening two questions were designed to help us understand the types of people who responded and where they were based geographically.

The majority of respondents to **question 1** were local residents of Yate (89%), followed by some residents of the wider area (11%) and people who are employed by businesses in Yate (7%).



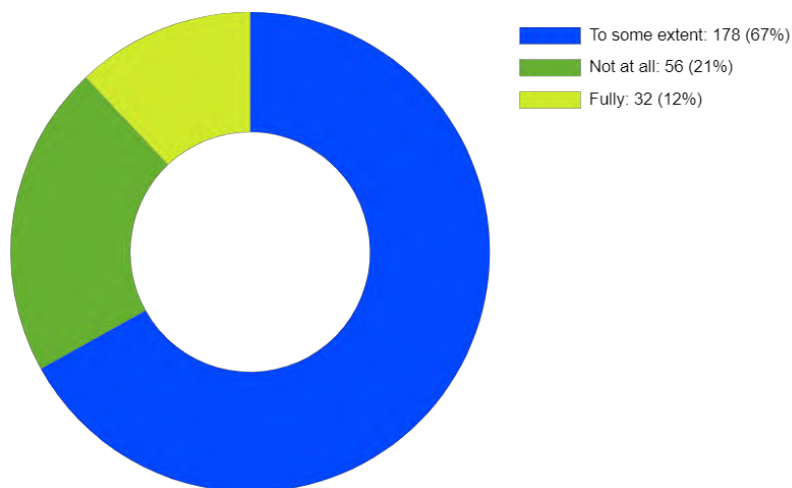
For **question 2**, respondents were also asked for their postcode to enable us to understand where they were based across Yate and the surrounding area. This will not be shared externally and is for internal use only.

2.2.2 Community

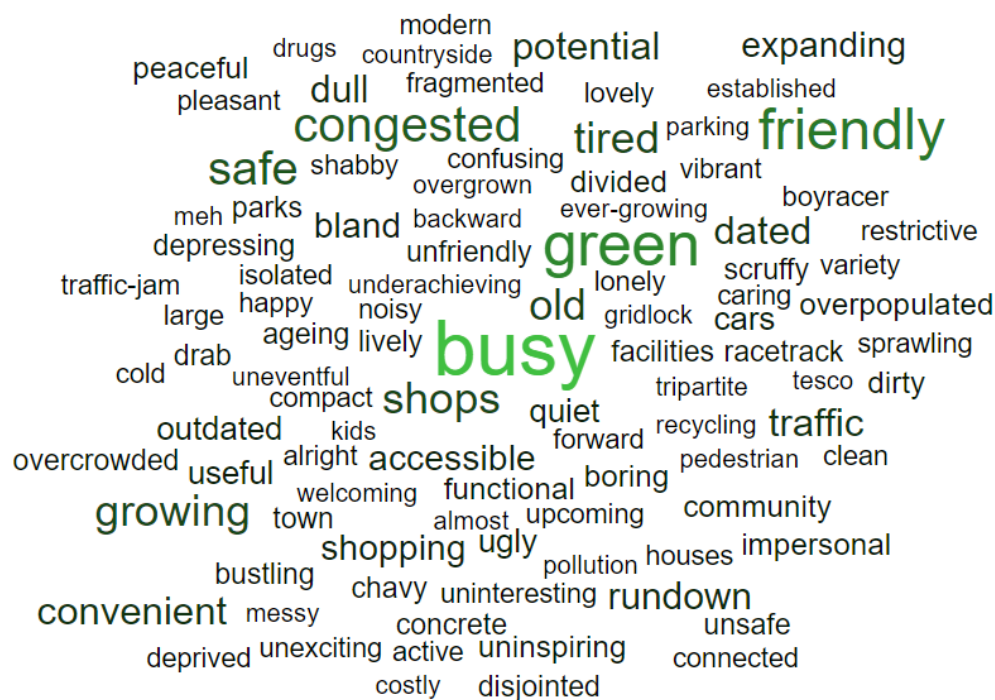
Putting people and community at the heart of the vision for the town

Question 3 asked 'To what extent do you feel a sense of community in Yate?'

Of those who responded to the question, the majority (67%) said that they felt a sense of community in Yate to some extent. This was followed by 21% of respondents who did not feel there was a sense of community at all and 12% who felt there was a sense of community fully.



Question 4 asked respondents to provide three words they would use to describe Yate now. Below is a snapshot of the responses received, with the most common responses showing in larger font.



Some of the most common words were 'busy', 'green', 'congested', 'friendly', 'safe', 'tired' and 'growing'.

For **question 5**, respondents were then asked for three words to describe how they would like Yate to be in the future. Below is another snapshot of the responses received.



Some of the most common words were 'green', 'vibrant', 'safe', 'modern', 'friendly', 'inclusive', 'clean' and 'accessible'.

It is worth noting that the words 'green', 'safe' and 'friendly' were common responses to both questions.

There were also some responses to the question that took the form of a phrase, rather than three distinct words.

Some of the key themes raised in phrases and sentences to describe Yate as it is now included:

- A positive attitude towards the town and a sense that it is improving;
- A negative attitude towards the town;
- A lack of community feel and limited community facilities;
- Issues with congestion and roads; and
- Issues with infrastructure.

Some of the key themes raised in phrases and sentences to describe how people would like Yate to be in the future included:

- More variety of shops, restaurants and things to do;
- A more visually appealing town centre;
- Improvements to congestion, roads and parking;
- Improvements to infrastructure;
- More accessible and pedestrian transport; and
- More open and green spaces.

2.2.3 Movement

Improving physical, mental and environmental health

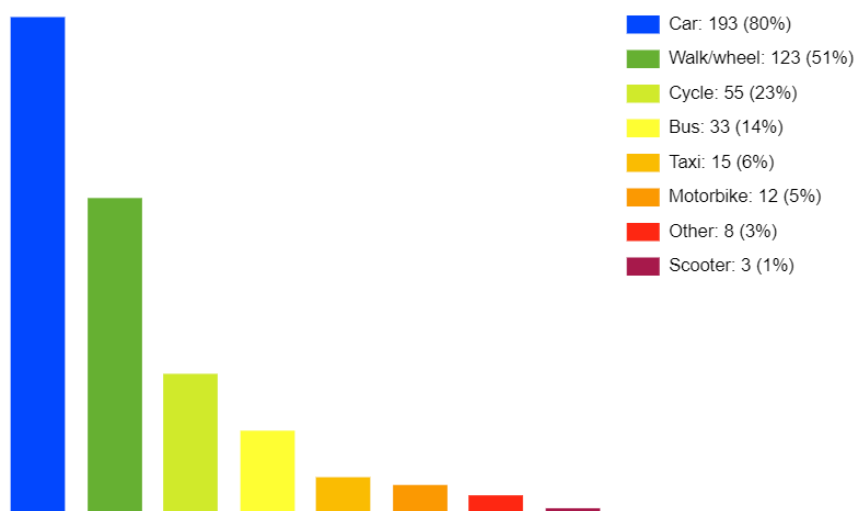
Question 6 asked 'When undertaking the following trips within Yate, what is the main mode of transport you use?'

Participants were able to select all relevant modes of transport they use for each type of journey. For example, if they walk and take the bus, or sometimes travel by car with another person, they could select all three modes of transport. This is why the results show higher percentages for each method of transport.

Commuting

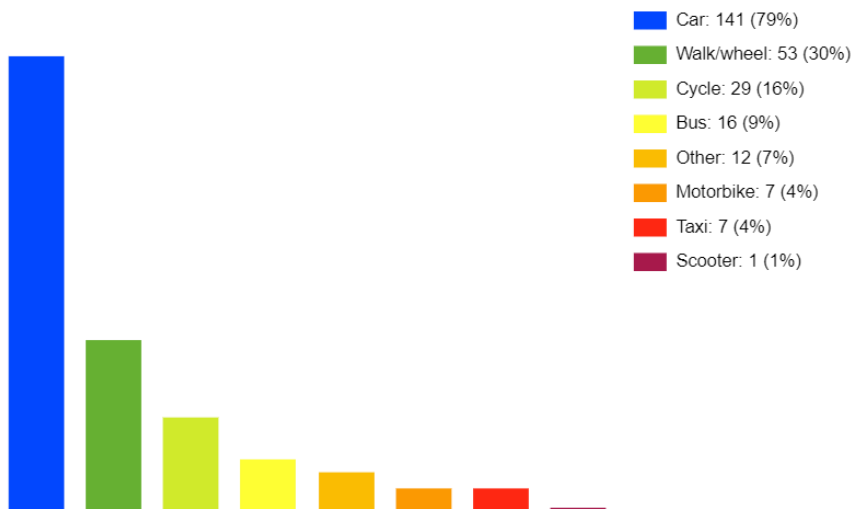
Of those who responded to the question, the vast majority (80%) use cars as a main mode of transport for commuting. This was followed by 51% who walk or wheel.

A number of respondents also cycle (23%) and take the bus (14%) during their commute.



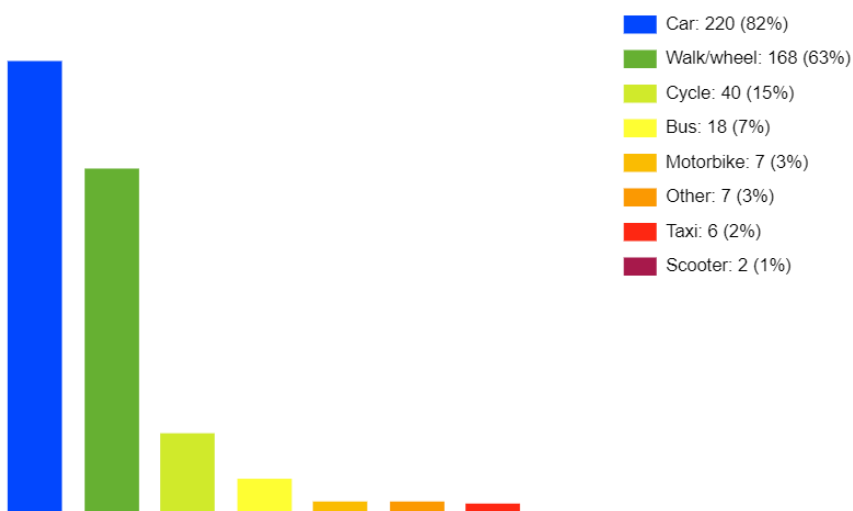
For business

Most of the respondents to the question (79%) use cars as a method of transport for business, followed by walking or wheeling (30%) and cycling (16%).



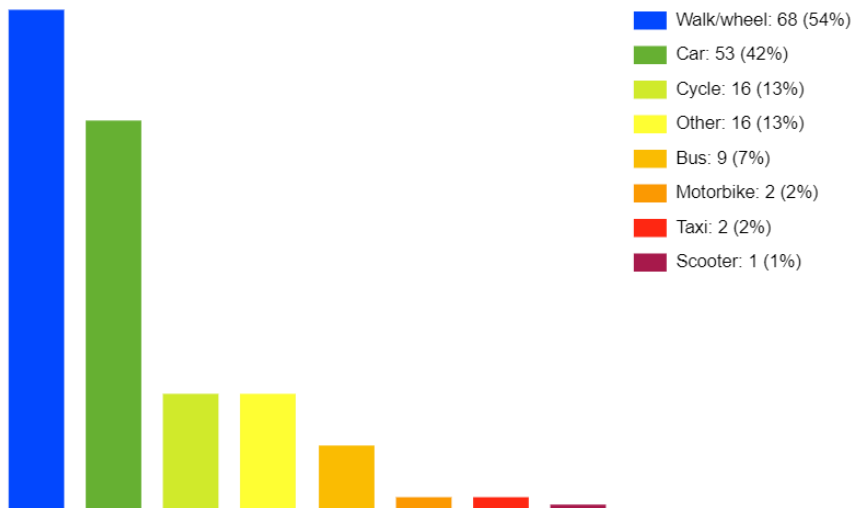
Shopping

When shopping in Yate, the majority of respondents travel by car as a main mode of transport (82%), closely followed by walking or wheeling (63%). 15% of respondents cycle and 7% use the bus.



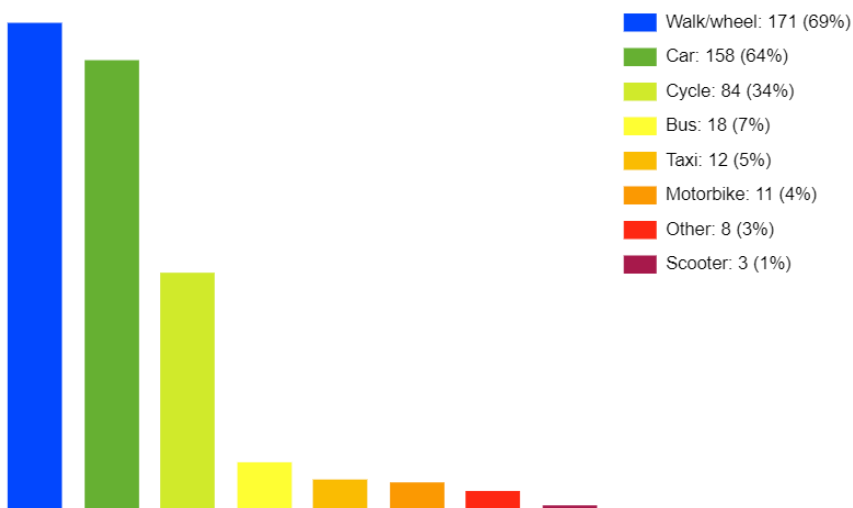
Education

Of those who responded to the question, just over half (54%) said they walk or wheel when travelling for education, closely followed by car travel (42%). A number of people also cycle (13%) and use other modes of transport (13%), such as the train.



Leisure

The majority of respondents to the question travel by walking/wheeling (69%) or by car (64%) for leisure activities. 34% of respondents also travel by bicycle.



Other

Respondents who selected 'other' for this question listed other reasons for travel, which included:

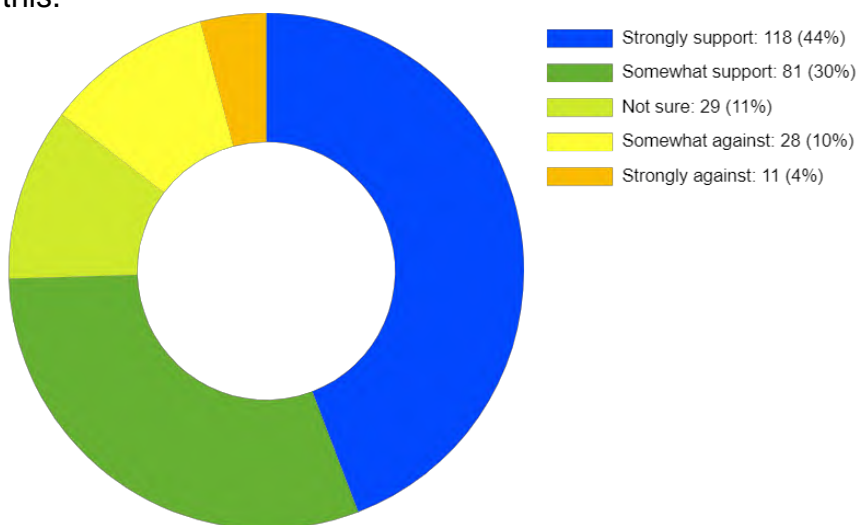
- Socialising;
- Visiting family;
- Exercise;
- Taking the train to Bristol;
- Driving for pleasure; and
- Medical appointments.

Question 7 asked 'To improve your experience when moving around Yate, to what extent would you like to see improvements in the following areas?'

Respondents were given 10 areas for improvement in relation to moving around Yate and could indicate the extent to which they agreed or disagreed with each. There was also space to add their own idea under 'other'.

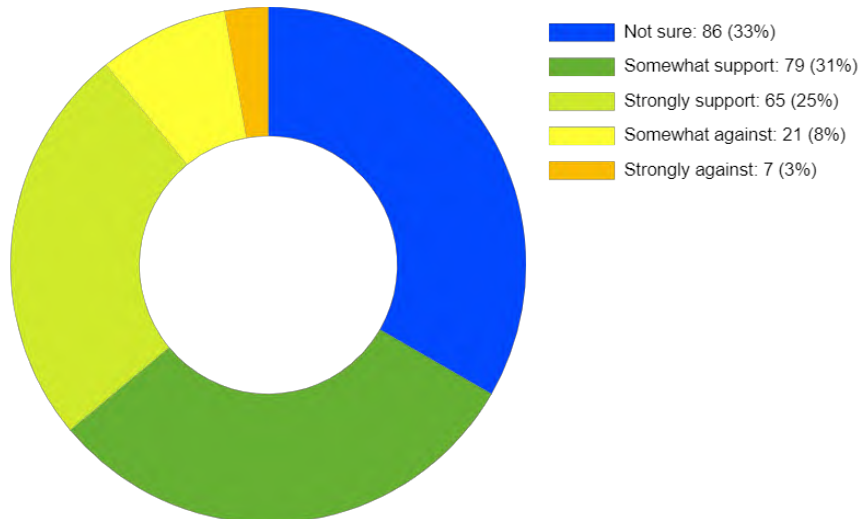
Availability of parking spaces

The majority of respondents supported improving the availability of parking spaces in Yate, with 44% showing strong support and 30% saying they somewhat supported this.



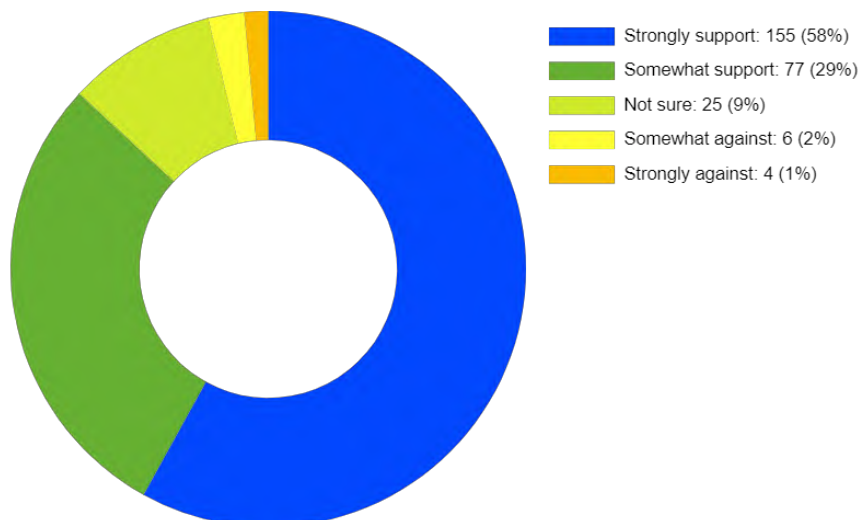
Availability of loading and unloading spaces

A third of people who responded to this question said that they were not sure (33%), followed by 31% who somewhat supported improving the availability of loading and unloading spaces and 25% who strongly supported it.



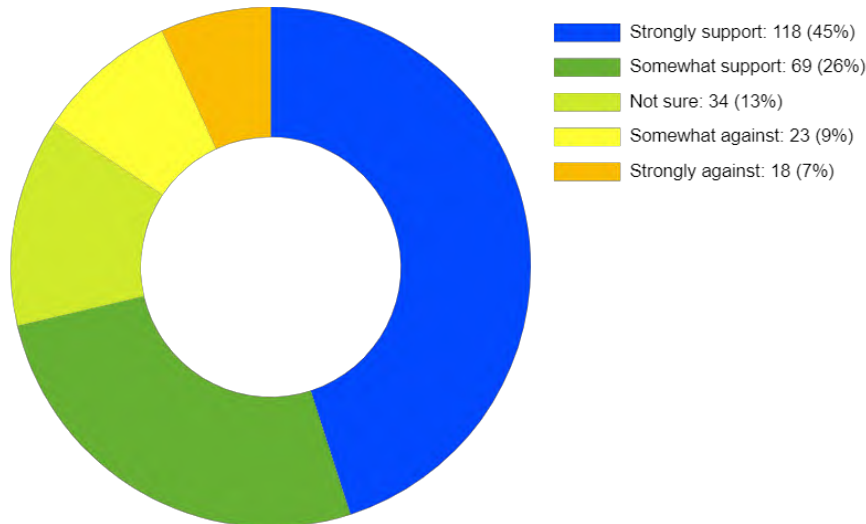
Access to public transport services and facilities (e.g. sheltered bus stops, up-to-date timetables)

The majority of respondents strongly supported (58%) or somewhat supported (29%) improving access to public transport services and facilities.



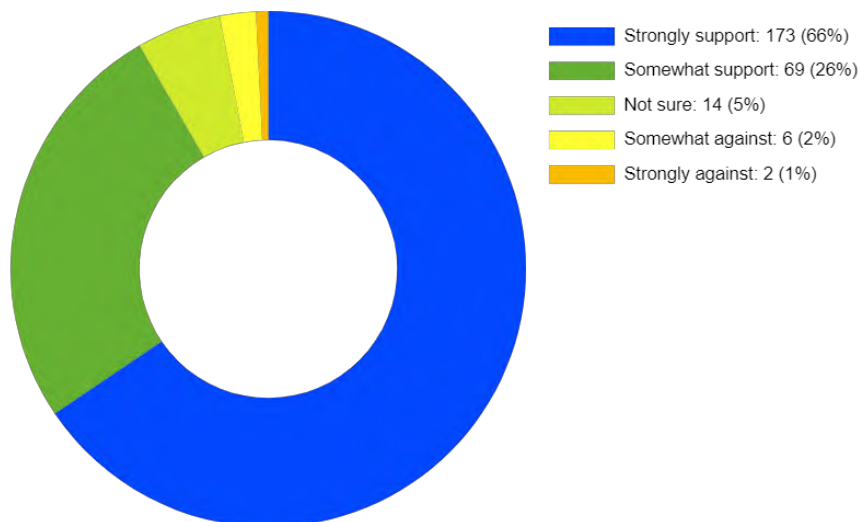
Provision of high-quality cycling infrastructure (e.g. signage, secure cycle parking)

Most of the people who responded to this question either strongly supported (45%) or somewhat supported (26%) this idea.



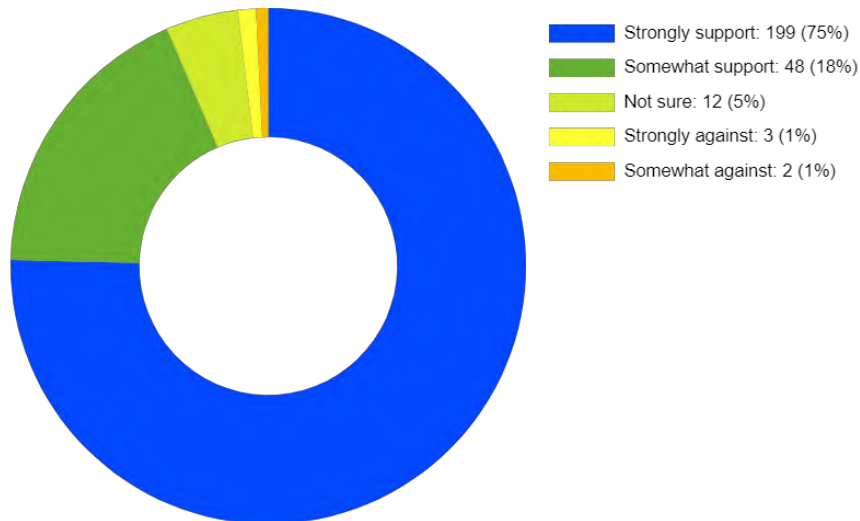
Provision of high-quality walking infrastructure (e.g. crossing points, pavement surface and width)

The majority of people who responded either strongly supported (66%) or somewhat supported (26%) improving the provision of high-quality walking infrastructure.



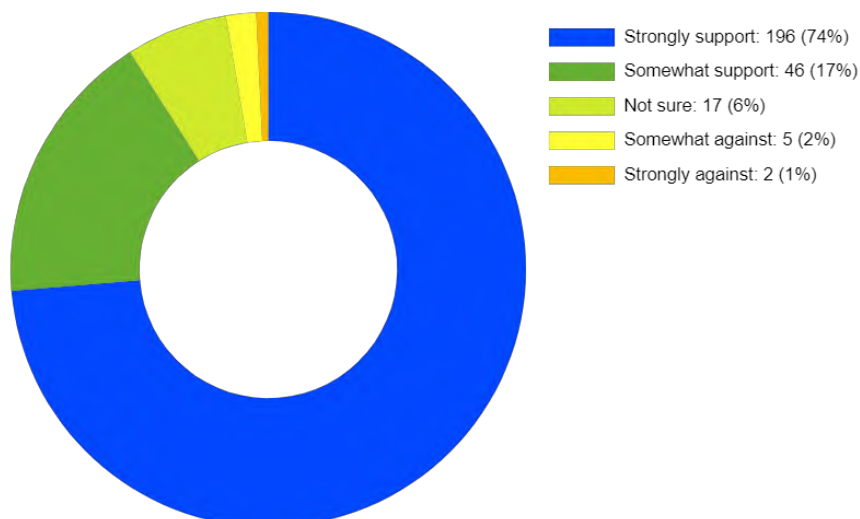
Road safety for all users

The majority of respondents to this question strongly supported improving road safety for all users (75%), followed by 18% who somewhat supported this idea. This was one of the most supported ideas for this question.



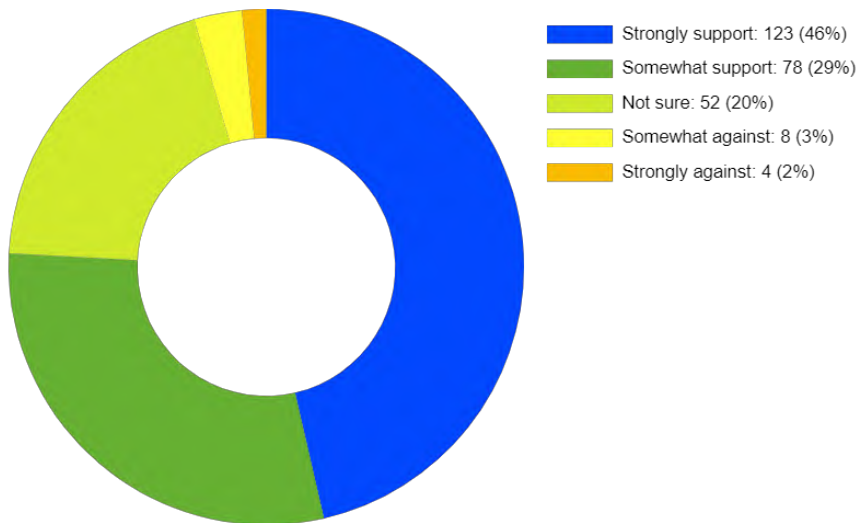
Traffic congestion reduced

Of those who responded to this question, 74% strongly supported this idea, followed by 17% who somewhat supported it. This was one of the most supported ideas for this question.



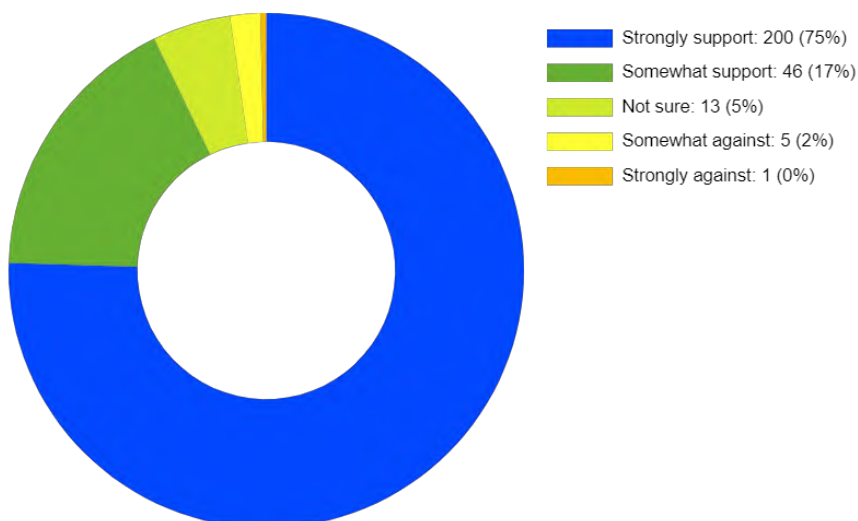
Assistive transport services and facilities (e.g. wide pavements, ramped access, quiet buses, supported journeys)

Almost half of people who responded to this question (46%) strongly supported this idea, followed by 29% who somewhat supported it and 20% who were not sure.



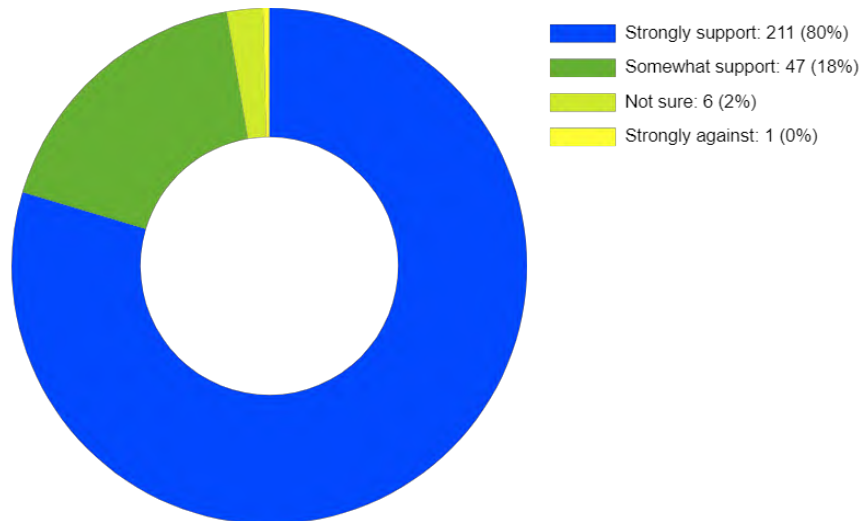
Clean, fresh air

Most respondents strongly supported this idea (75%), followed by 17% who somewhat supported it. This was another of the most supported ideas for this question.



Visual appeal and attractiveness of the environment

This idea received the highest level of support, with 80% strongly supporting improving the visual appeal and attractiveness of the environment and 18% somewhat supporting it.



Other

Respondents who selected 'other' for this question listed other improvements they would like to see, including:

- A one-way system around the shopping centre;
- Traffic management, especially in the town centre;
- Better spread of facilities across the town, not just in the centre;
- Upgrading the train station;
- More regular public transport services;
- More bus route connections across Yate and the wider area;
- Real-time information at bus stops;
- More green transport e.g. electric scooters and charging for electric and hybrid vehicles;
- More trees, plants, flowers and green spaces;
- More open spaces with facilities for children and families;
- Better safety; and
- Accessible housing for elderly and disabled people.

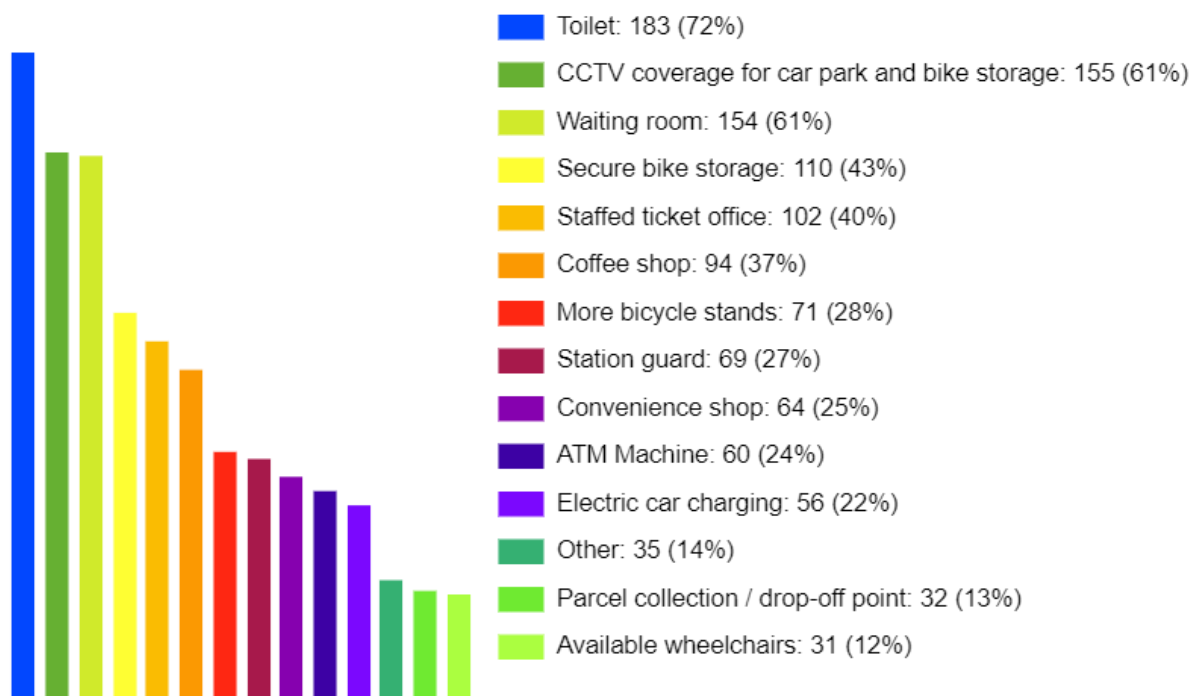
Question 8 asked 'Thinking of Yate railway station, what facilities would you like to see at the station?'

Respondents could select as many or as little of the given facilities from the list as they liked.

The facility that received the most support was toilets with 72% of respondents selecting it.

Both CCTV coverage for the car park and a waiting room were strongly supported with 61% of respondents selecting each of these options.

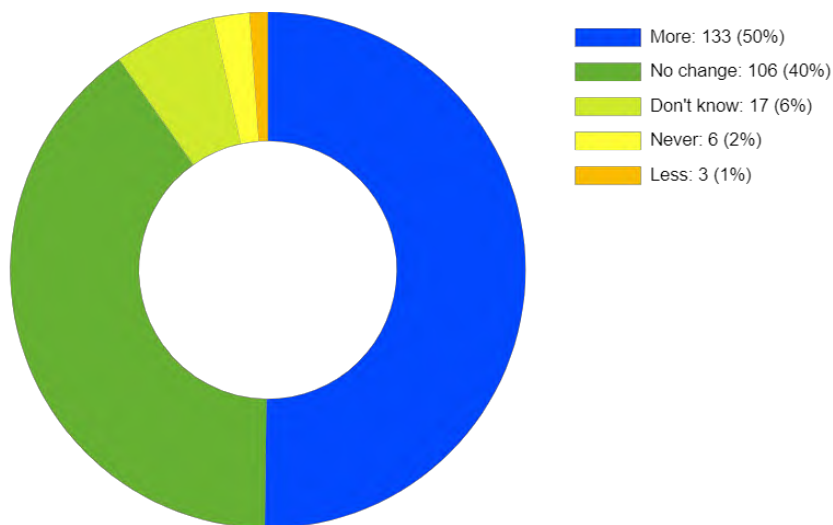
There was also support for secure bike storage (43%), a staffed ticket office (40%) and a coffee shop (37%).



Question 9 asked 'If pedestrian, cycling and mobility scooter provision was improved, would you be more or less likely to walk, cycle or scooter within Yate?'

Half of those who responded to this question (50%) said that they would be more likely to walk, cycle or scooter within Yate if provision for these modes of transport were improved.

This was closely followed by 40% of respondents who said that there would be no change in how likely they would be likely to walk, cycle or scooter if provision was improved.



2.2.4 Economy

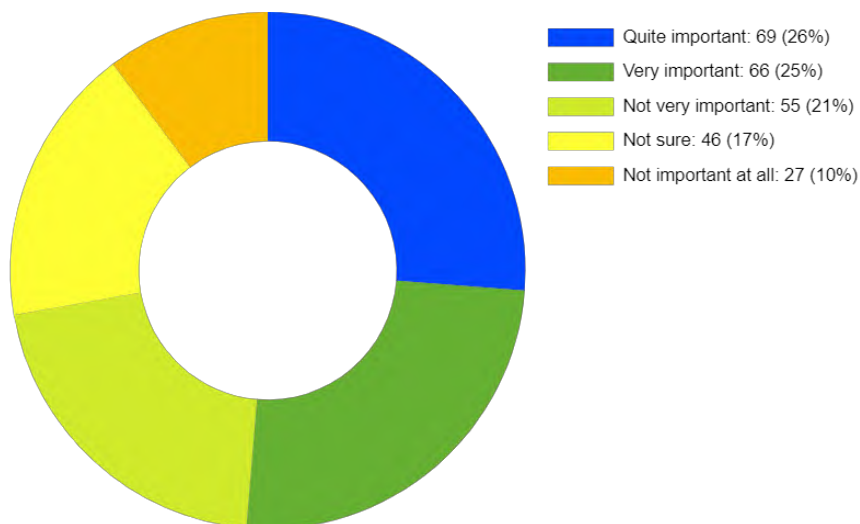
Helping Yate to achieve sustainable growth

Question 10 asked ‘How important would the following improvements in Yate be to you?’

Respondents could indicate how important they thought different ideas for improving the economy in Yate were.

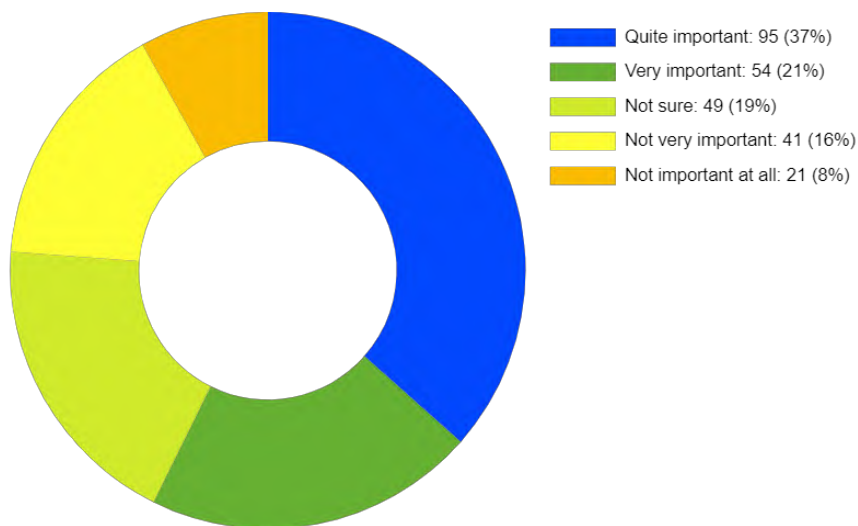
Accessing new skills and training courses

Just over a quarter of people who responded to this question said that improving access to new skills and training courses was quite important (26%), followed by 25% who said it was very important. However, 21% said that it was not very important.



Making office space available for new business, close to where people live and shop

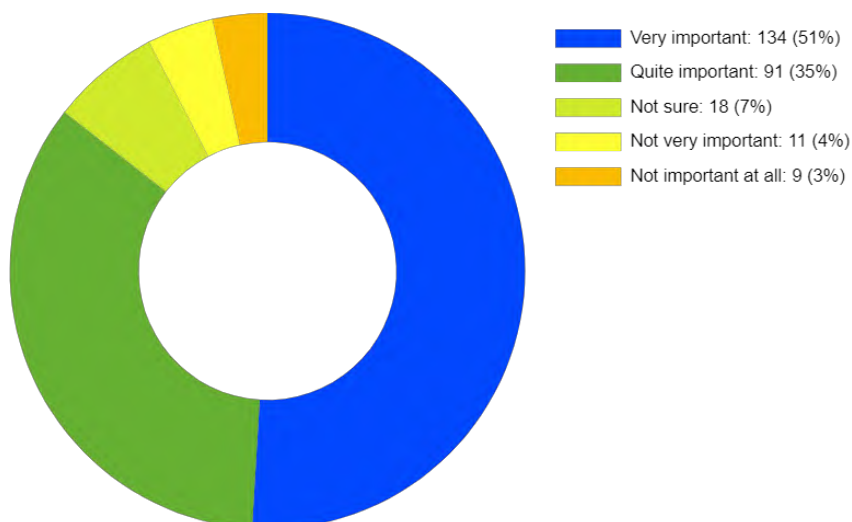
Just over a third of respondents (37%) said that making office space available for new businesses, close to where people live and shop was quite important. This was followed by 21% of respondents who said this was very important and 19% who were not sure.



Helping businesses work in more environmentally friendly ways

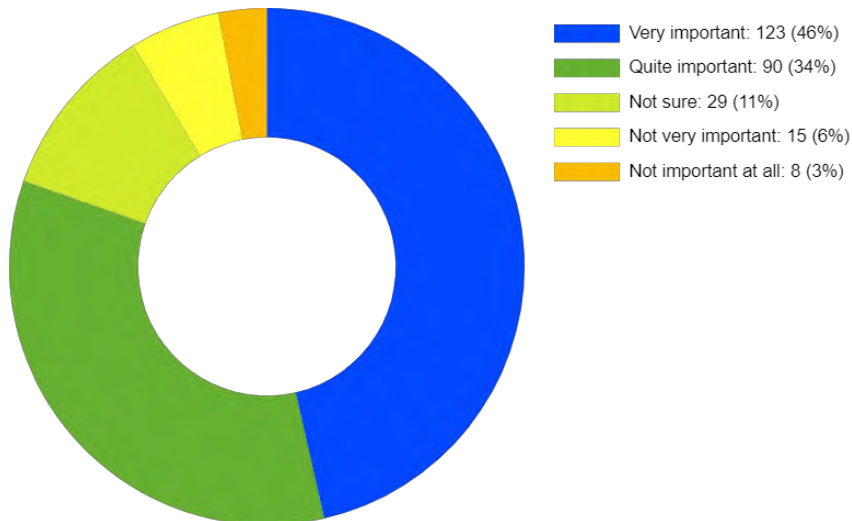
Just over half of respondents (51%) said that helping businesses work in more environmentally friendly ways was very important to them, followed by just over a third (35%) who said it was quite important to them.

This was the most widely supported idea for this question.



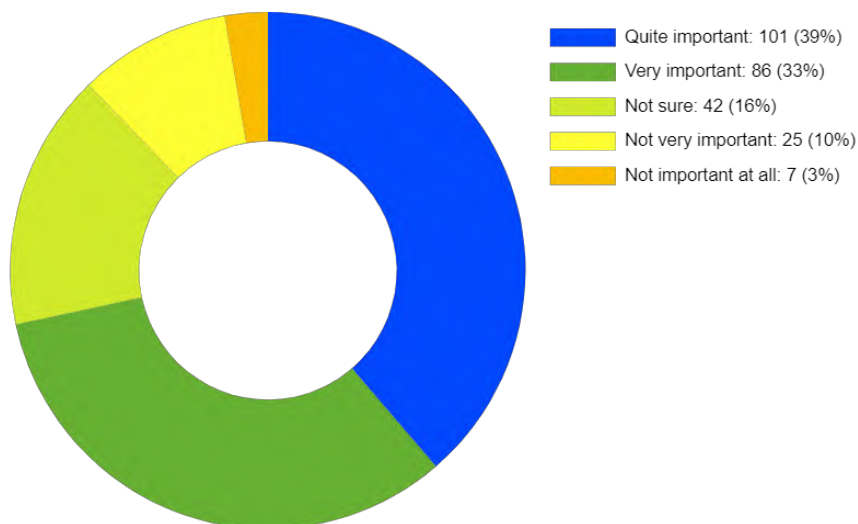
Access to new sports, leisure, arts and culture

The majority of respondents felt that improving access to new sports, leisure, arts and culture was important, with 46% who said it was very important and 34% who said it was quite important.



Having a greater choice of places to live and work in Yate

Most participants said that having a greater choice of places to live and work was important, with 39% saying that it is quite important and 33% very important.

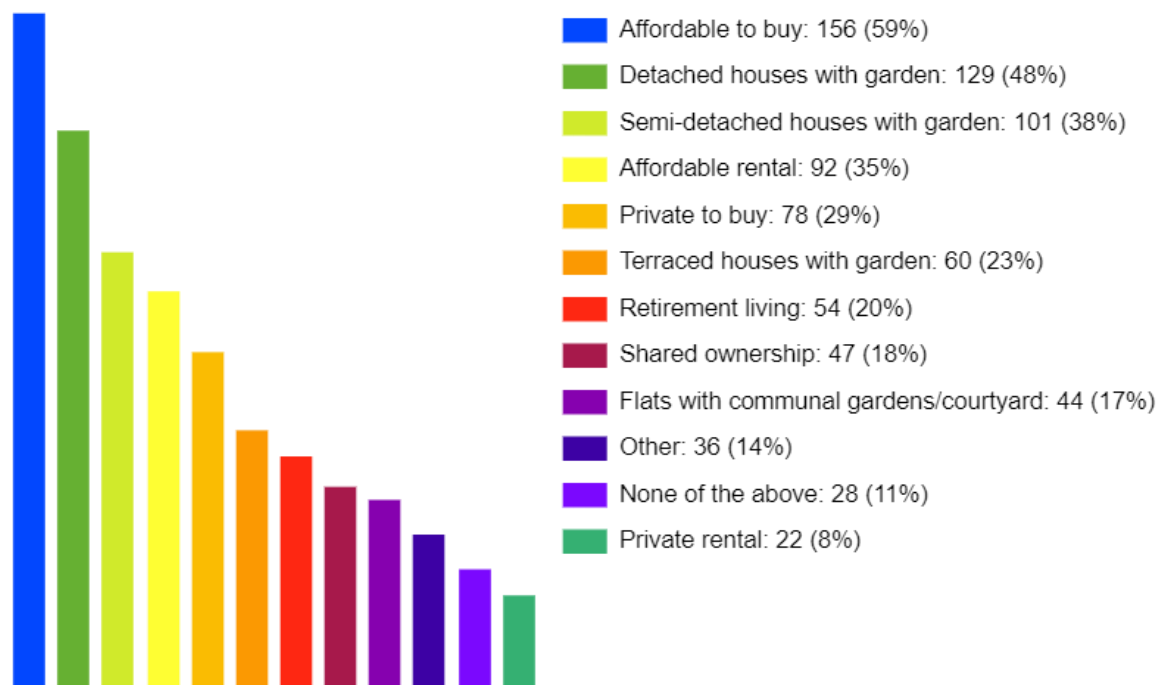


Question 11 asked 'In the future, what types of accommodation (apartments/homes) would you want to see more of in Yate?' Respondents could tick multiple options that they would like to see more of.

The most supported type of accommodation was affordable to buy with 59% of respondents selecting this option. This was closely followed by detached (48%) and semi-detached (38%) houses with gardens.

There was also significant support for affordable rental accommodation (35%), private properties to buy (29%), terraced houses with gardens (23%) and retirement living (20%).

14% of respondents selected 'other'. Other suggestions given for this question included more bungalows with gardens and more homes with off-street parking.



2.2.5 Town Centre

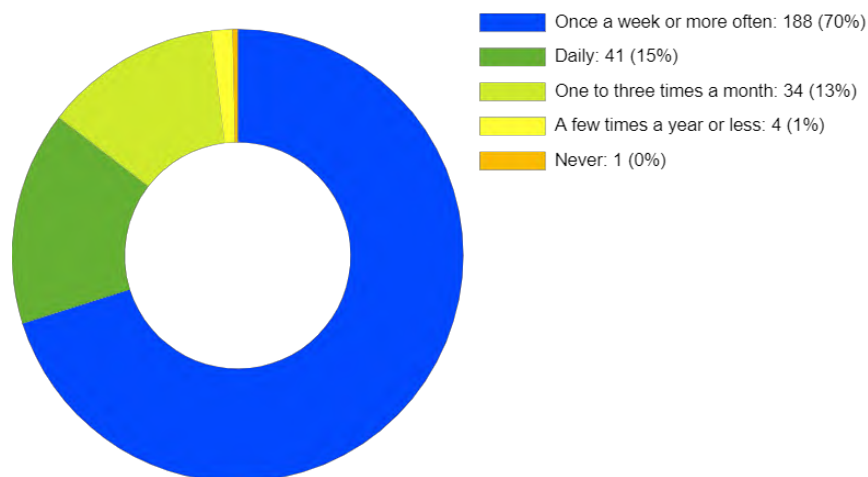
Increasing the variety of things for people to do

Question 12 asked ‘How often do you use the facilities around Yate Town Centre for the following purposes?’

Respondents could choose from options to indicate how regularly they used different facilities in the town centre, ranging from daily to never.

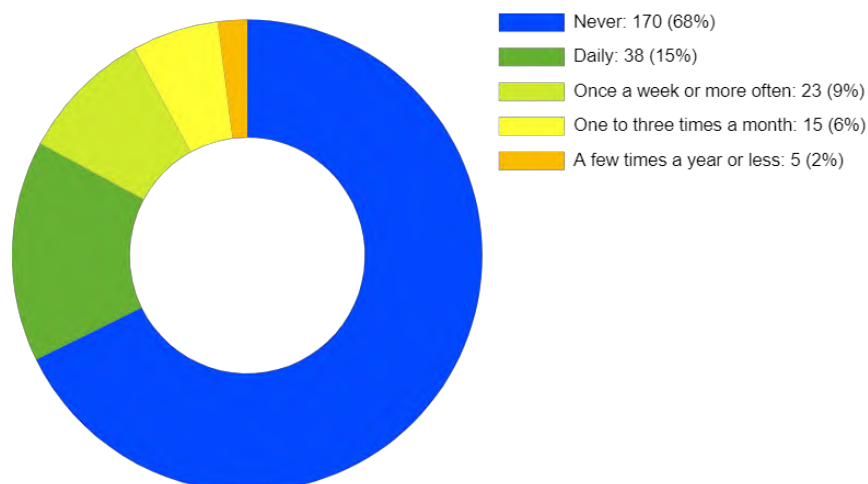
Shopping

Of those who responded to this question, the majority (70%) use the shops in the town centre once a week or more often.



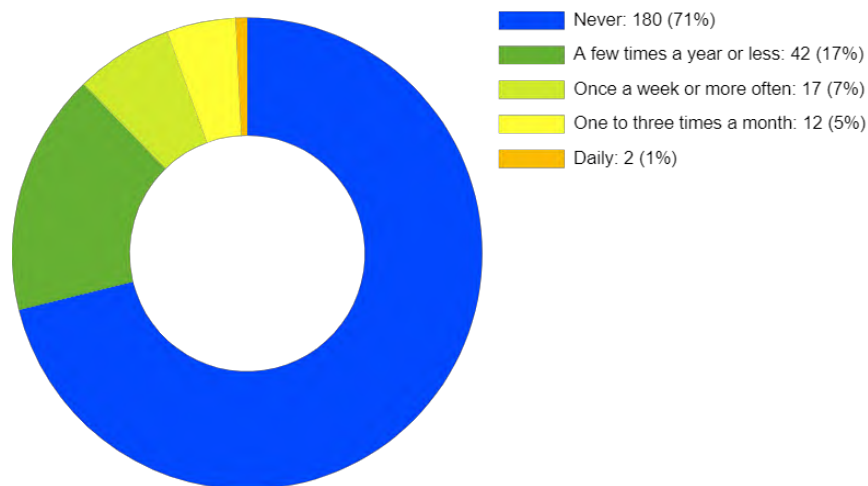
Paid work

The majority of respondents (68%) never use facilities in the town centre for paid work, with a small percentage (15%) accessing the town centre for paid work on a daily basis.



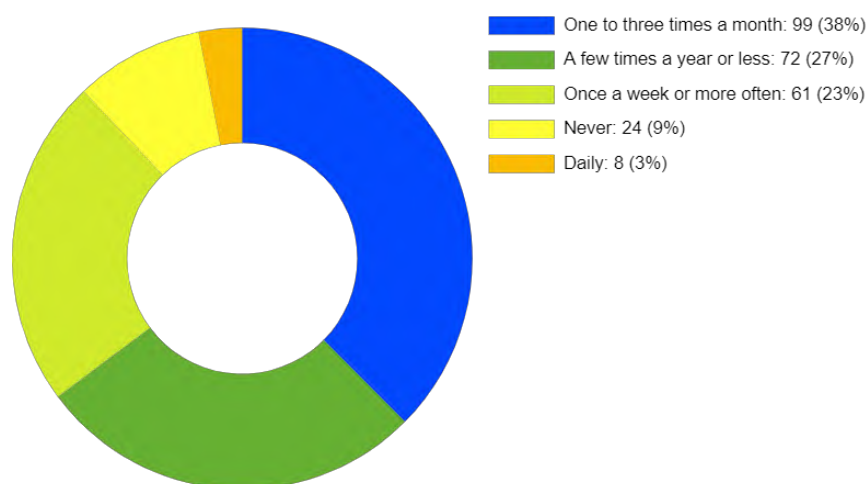
Volunteering

Most people who responded to this question (71%) never use the town centre facilities for volunteering, with a smaller number (17%) using it for volunteering a few times a year or less.



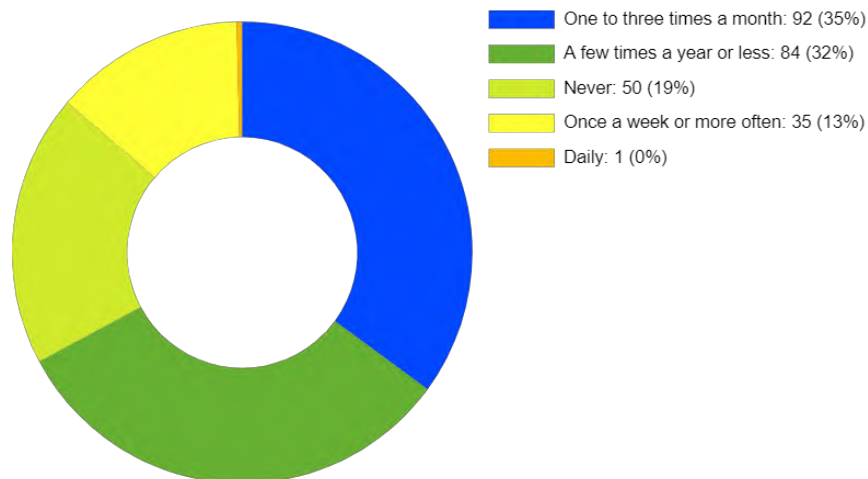
Café or restaurant

38% of respondents use facilities in the town centre for visiting a café or restaurant one to three times a month, closely followed by 27% who use it a few times a year or less, and 23% who use it once a week or more often.



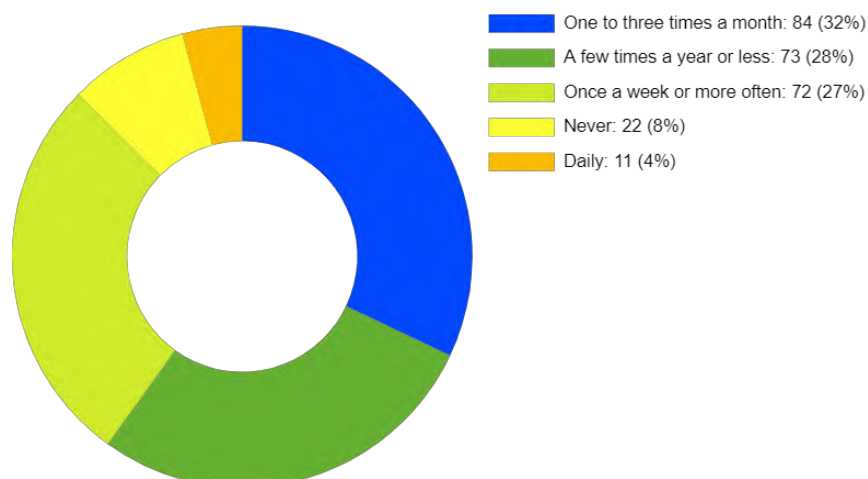
Fast food or takeaway

Just over a third of people who responded to this question (35%) use the town centre facilities for purchasing fast food or takeaway one to three times a month, closely followed by 32% of people who use the town centre for this a few times a year or less.



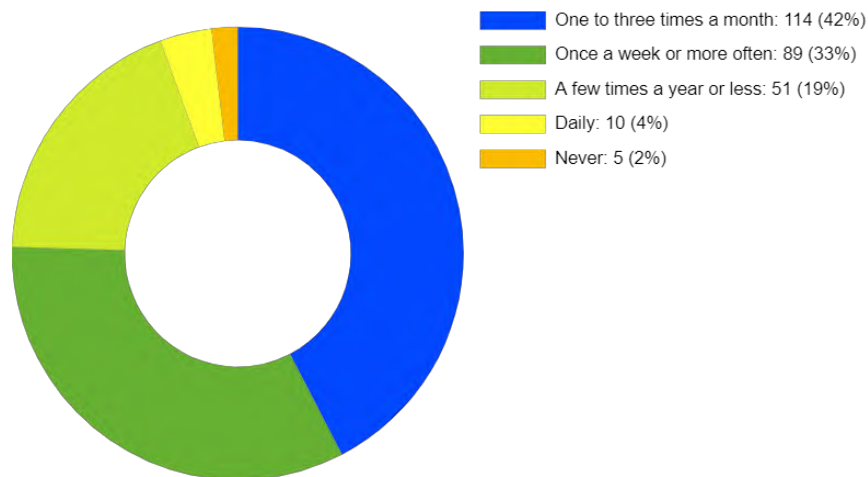
Meeting friends or family

Of those who responded to this question, just under a third (32%) used the town centre and its facilities to meet friends or family one to three times a month, followed by 28% of respondents who used the town centre for this purpose a few times a year or less.



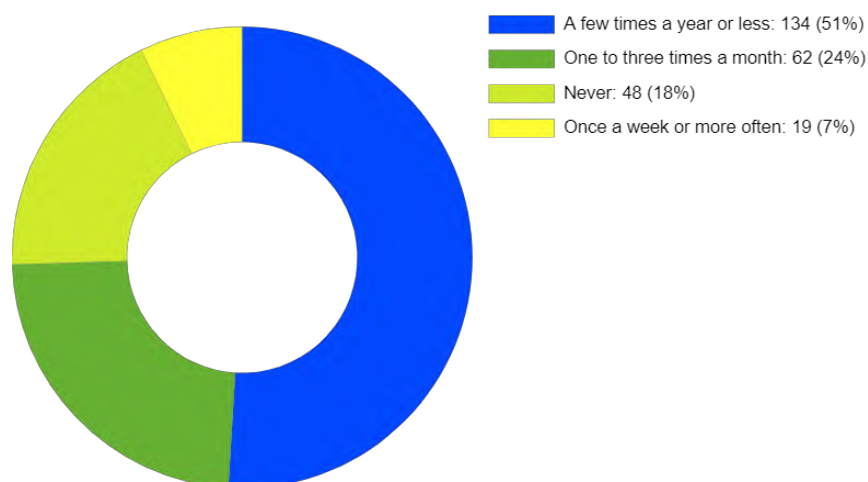
Using a local business (e.g. bank, estate agent, hairdresser)

42% of respondents said that they use local businesses in the town centre one to three times a month, followed by 33% of respondents who use local businesses once a week or more often.



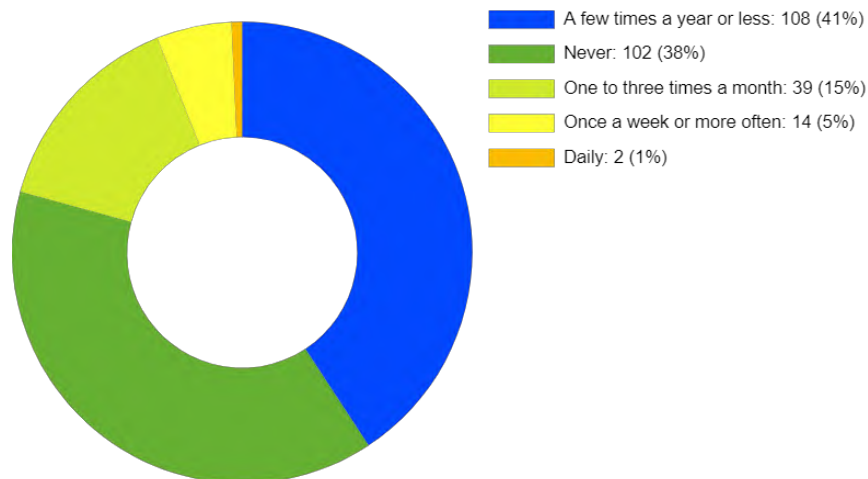
Entertainment (e.g. cinema)

Just over half of respondents (51%) said that they use the town centre to access entertainment, such as the cinema, a few times a year or less. This was followed by just under a quarter (24%) who use the town centre for entertainment one to three times a month.



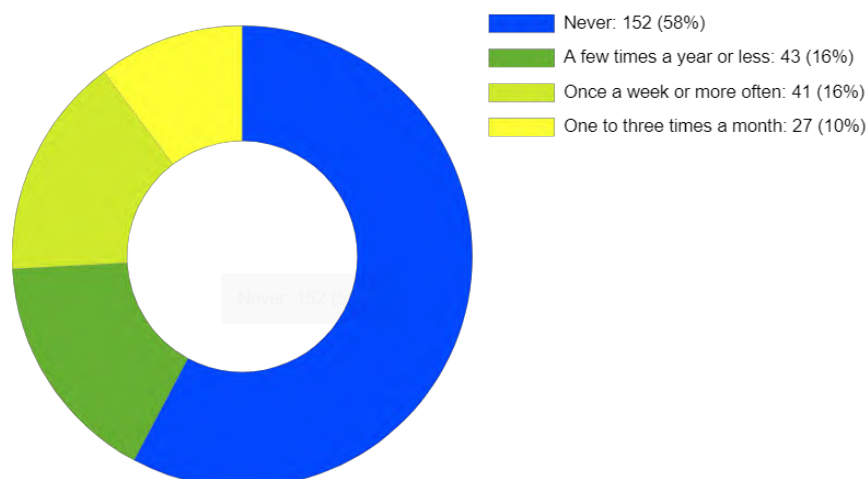
Educational facilities (e.g. heritage centre, library)

41% of people who responded to the question said that they use the town centre to access educational facilities, such as the heritage centre and library, a few times a year or less. Nearly the same number of respondents (38%) said they never use the town centre for this.



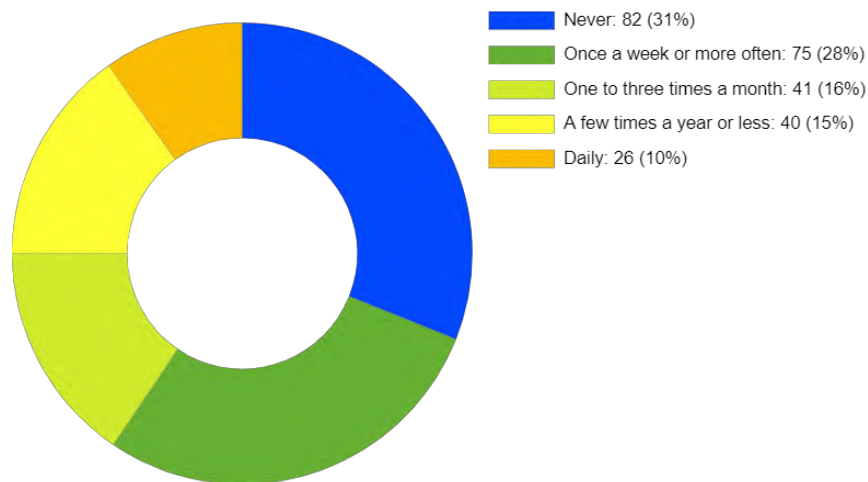
Attending a group or class

Over half of respondents (58%) said that they never use the town centre to attend a group or class, with 16% who said they use it a few times a year or less and the same percentage who use it once a week or more often.



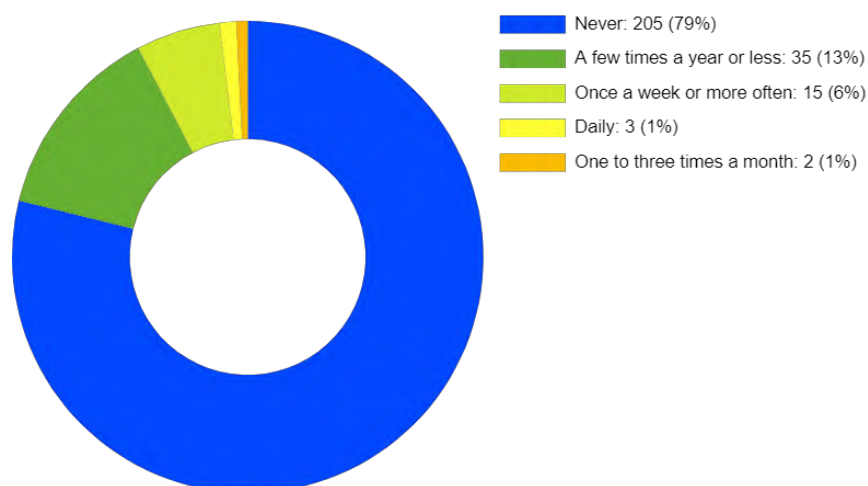
Exercising

Almost a third of respondents (31%) said that they never use the facilities in the town centre for exercise. This was closely followed by 28% of respondents who said they use the town centre facilities once a week or more often for exercise.



Religious purposes

The majority of respondents (79%) said that they never use the town centre for religious purposes.



Other

Respondents were able to respond with 'other' and provide examples of additional uses for the town centre. These included:

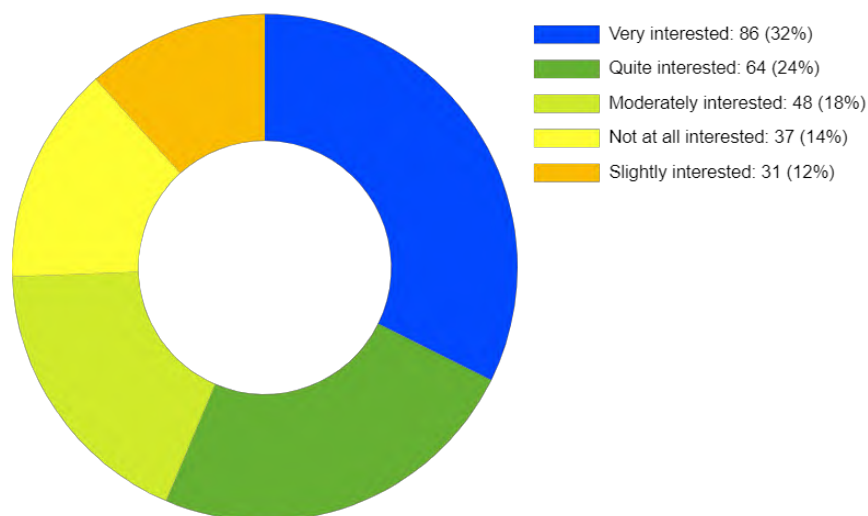
- Leisure activities;
- Medical appointments, pharmacy, dentist and opticians; and
- Electric car charging.

Question 13 asked ‘If the variety of things to do in Yate Town Centre was improved, to what extent would you be interested in visiting the town centre if it had more of the following facilities and activities?’

Respondents could indicate how interested they were in different facilities and activities in the town centre.

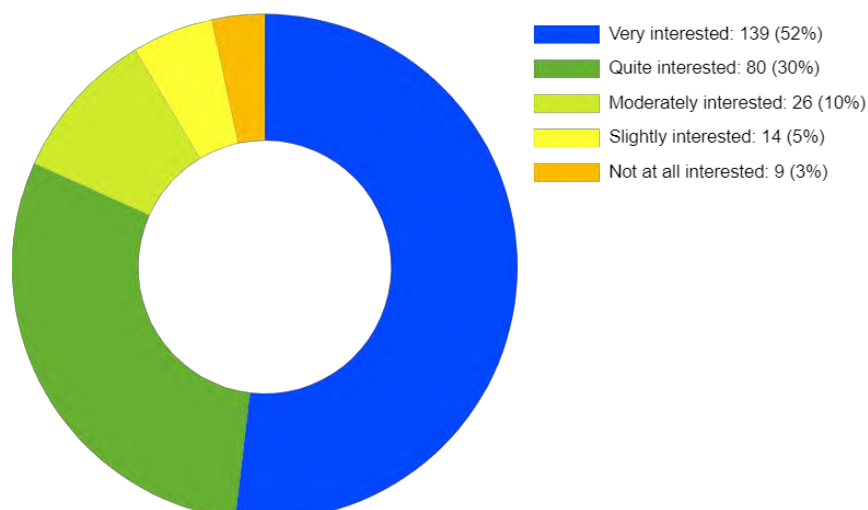
Bars, pubs and restaurants

Almost a third of respondents (32%) were very interested in more bars, pubs and restaurants, followed by nearly a quarter (24%) who were quite interested.



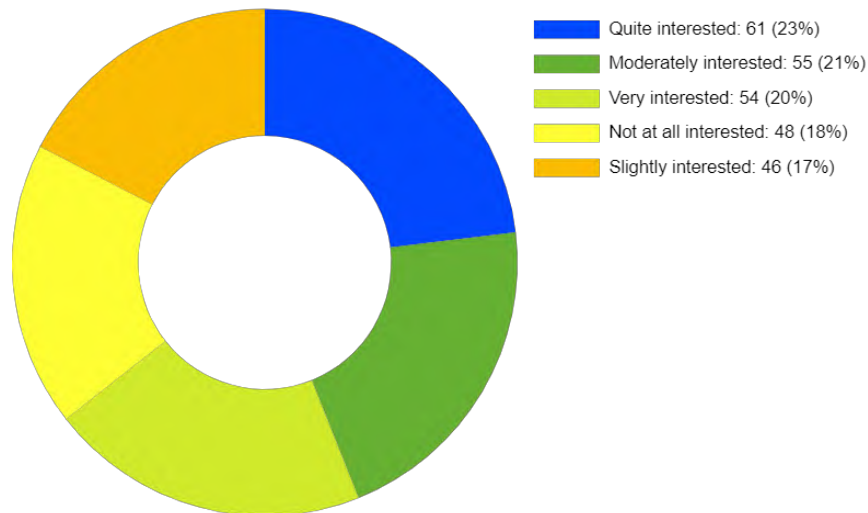
Local produce and food markets (e.g. farmers market and street food stalls)

Just over half of respondents (52%) said they were very interested in more local produce and food markets, followed by 30% of respondents who were quite interested.



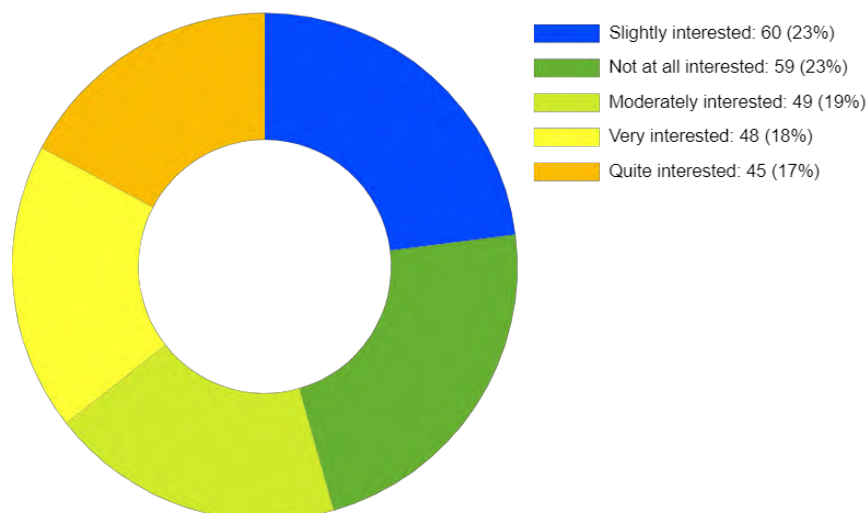
Museums / art centres

Of those who responded to this question, 23% were quite interested in more museums and art centres, with 21% of people moderately interested and 20% very interested.



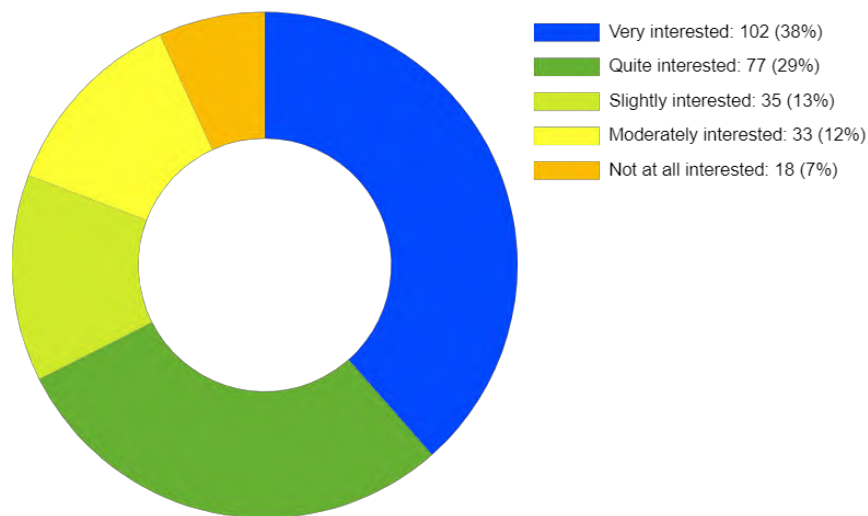
Creative classes (e.g. arts and craft)

Just under a quarter of respondents (23%) were slightly interested in more creative classes, with the same percentage of respondents who were not at all interested.



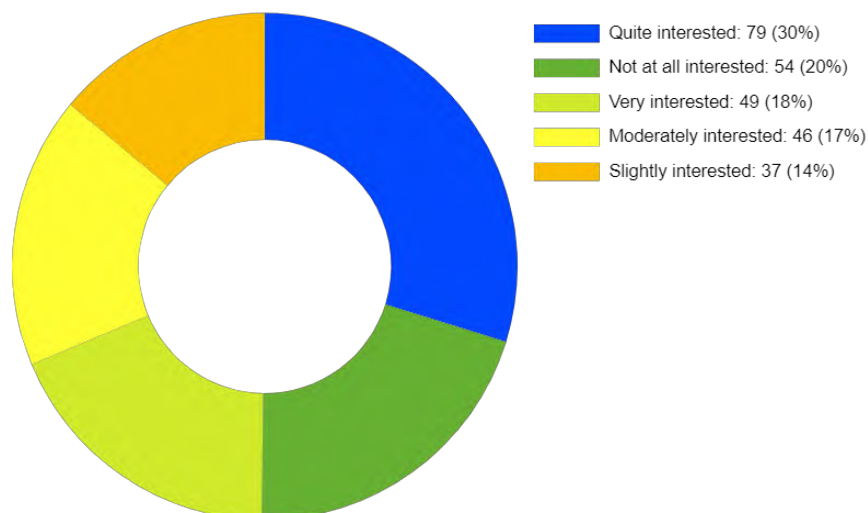
Theatre / cinema / music and comedy performances

The majority of respondents expressed an interest in more theatre, cinema, music and comedy performances, with 38% very interested and 29% quite interested.



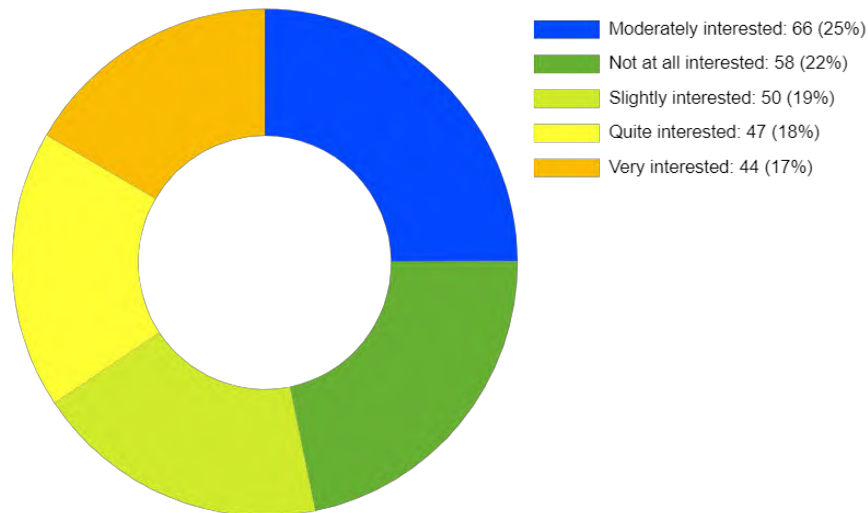
Parades / festivals

Almost a third of respondents (30%) were quite interested in more parades and festivals, with 18% very interested. However, 20% were not at all interested in this.



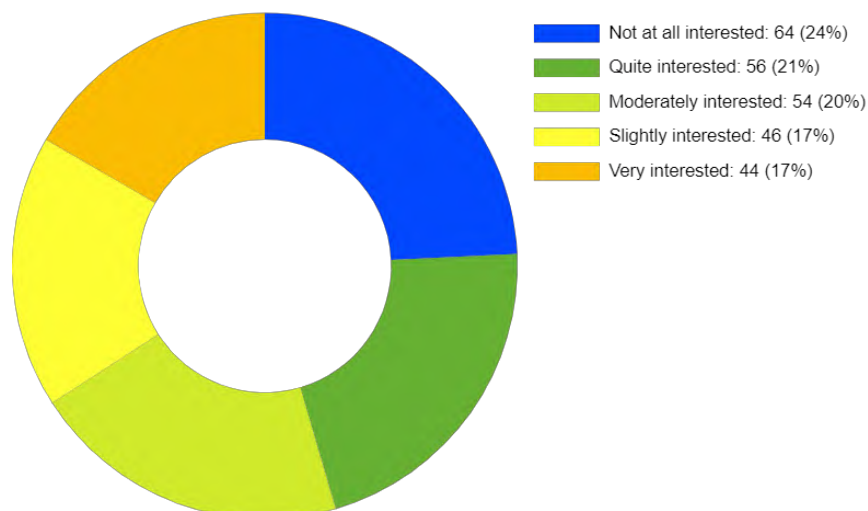
Gym / leisure centres

A quarter of respondents (25%) were moderately interested in more gyms and leisure centres, with 19% slightly interested and 18% quite interested. However, 22% were not at all interested.



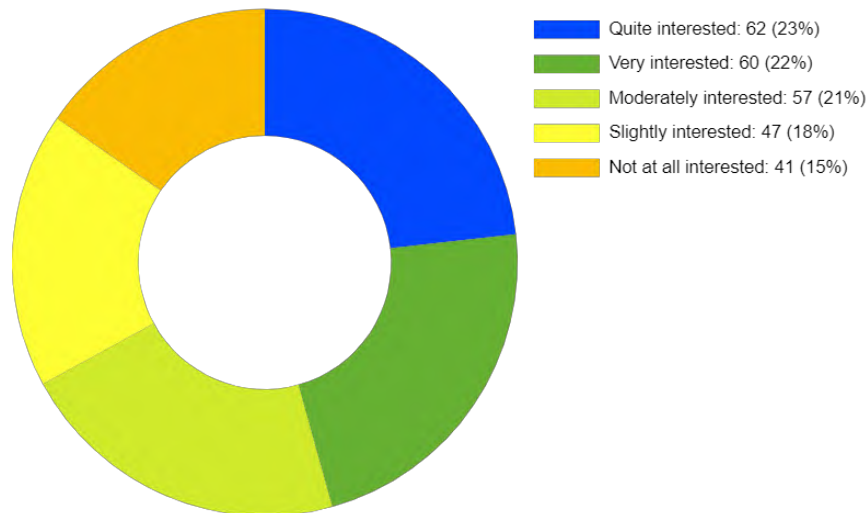
Fitness groups / clubs (e.g. walking group, dance club)

Nearly a quarter of respondents (24%) were not at all interested in more fitness groups or clubs. However, 21% were quite interested and 20% moderately interested in this.



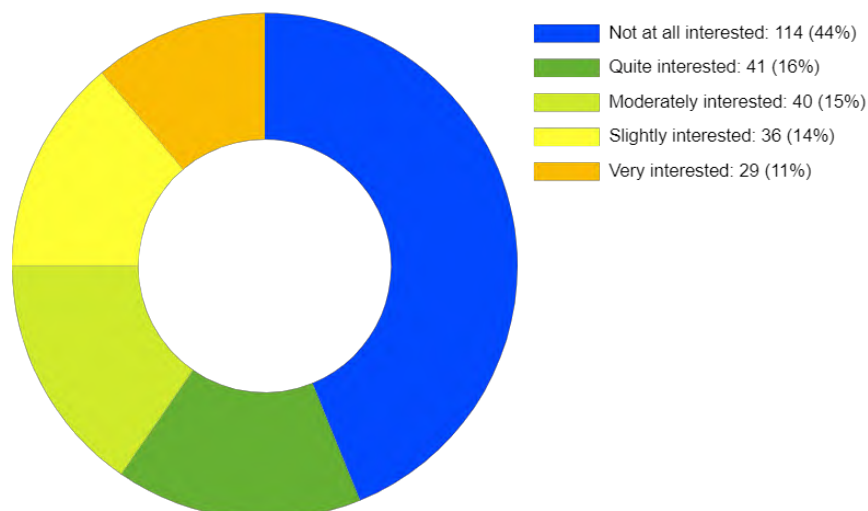
Wellbeing, mental health and dementia support services and activities

A number of respondents to this question were interested in more wellbeing, mental health and dementia services and activities, with 23% saying they were quite interested, 22% very interested and 21% moderately interested.



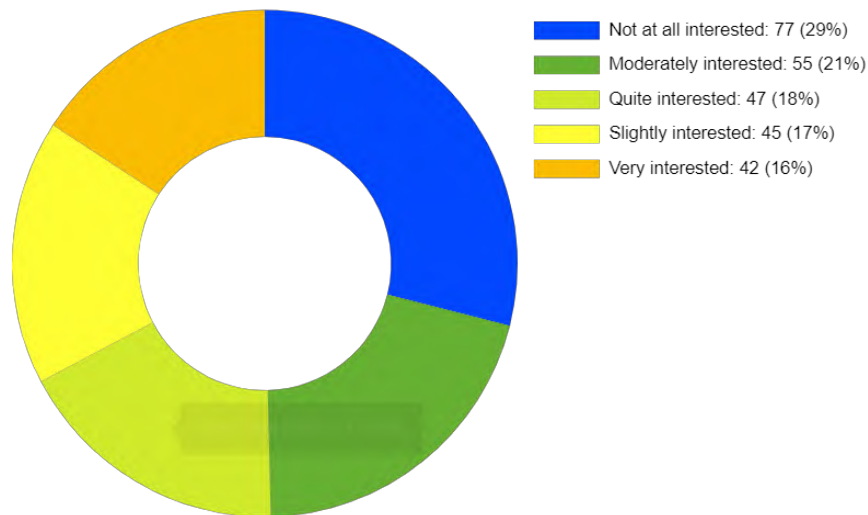
Flexible workspaces, business lounges and meeting rooms

Just under half of respondents (44%) were not at all interested in flexible workspaces, business lounges and meeting rooms. However, 16% were quite interested, 15% moderately interested and 14% slightly interested.



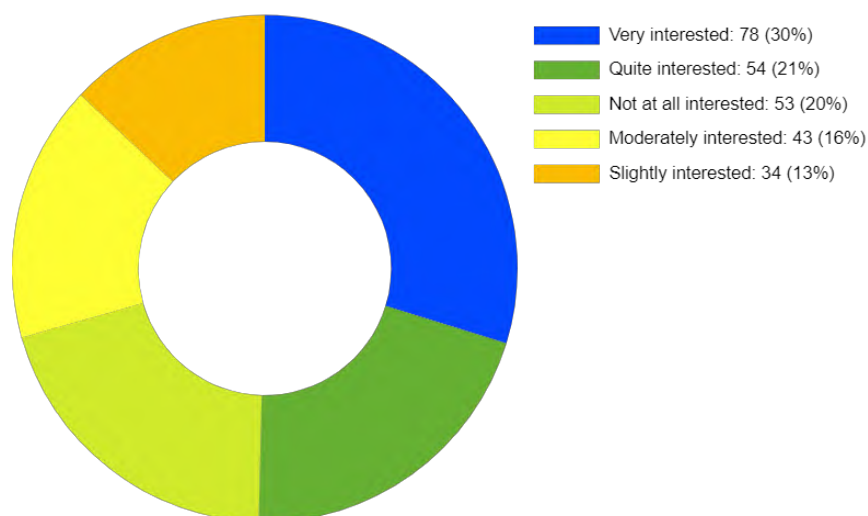
Adult education and training facilities

29% of respondents said that they were not at all interested in adult education and training facilities. However, 21% of respondents were moderately interested, 18% quite interested and 17% slightly interested.



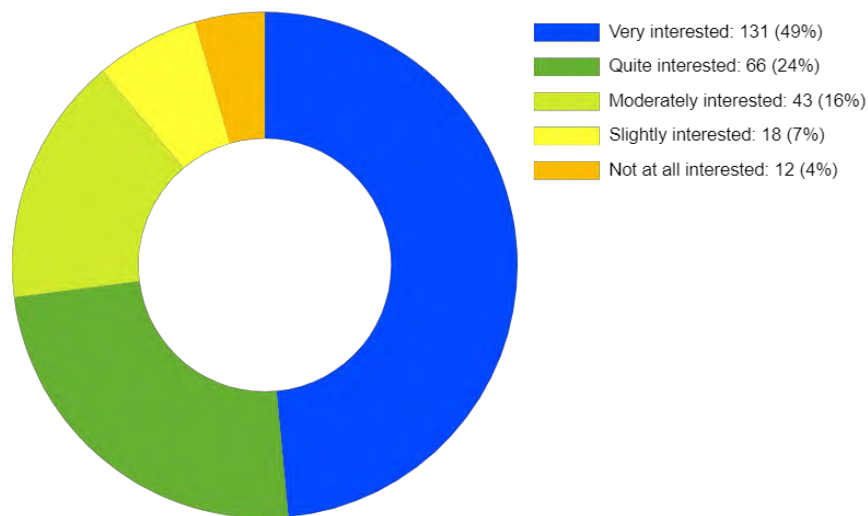
Independent businesses

Almost a third of respondents (30%) were very interested in more independent businesses, with a further 21% who were quite interested. However, 20% were not at all interested.



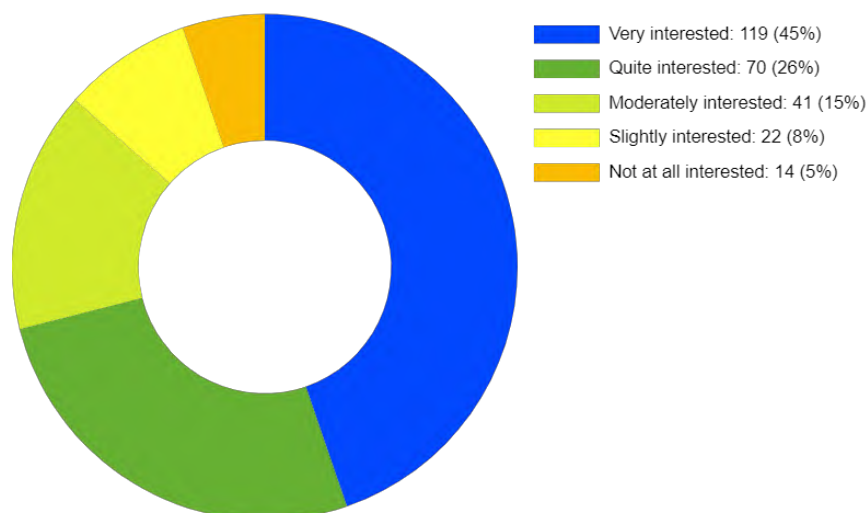
Outdoor spaces for socialising

Almost half of respondents to this question (49%) were very interested in more outdoor spaces, with nearly a quarter (24%) quite interested.



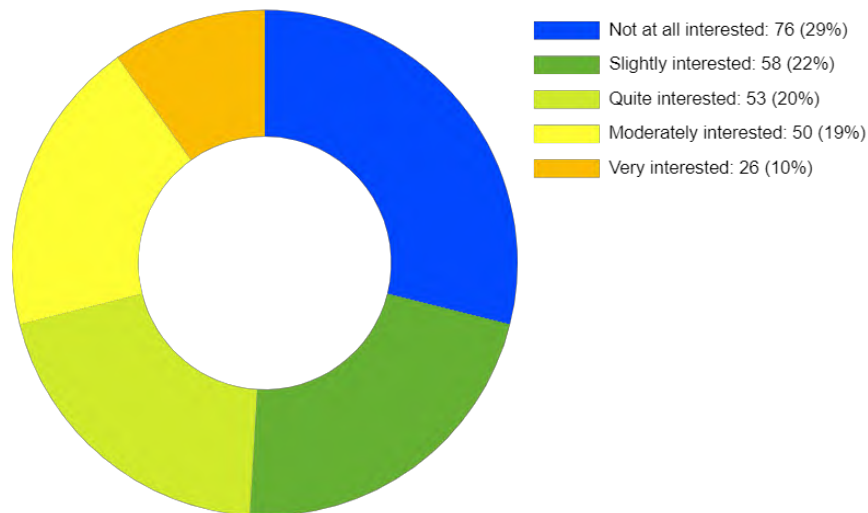
Play areas, parks and recreational grounds

The majority of respondents showed an interest in more play areas, parks and recreational grounds in the town centre, with 45% very interested, 26% quite interested and 15% moderately interested.



Volunteering opportunities

29% of respondents were not at all interested in seeing more volunteering opportunities in the town centre. However, 22% were slightly interested in this and 20% quite interested.



Other

Those who responded to this question with 'other' gave suggestions for things they would be interested in seeing more of in the town centre, including:

- Leisure facilities, such as indoor and outdoor bowls;
- More places to socialise, in particular for elderly and disabled people;
- More facilities for children, especially of secondary school age;
- Community projects and skills sharing;
- More medical and dental facilities for residents; and
- Outdoor fitness facilities, including designated running tracks, circular walks and cycling tracks.

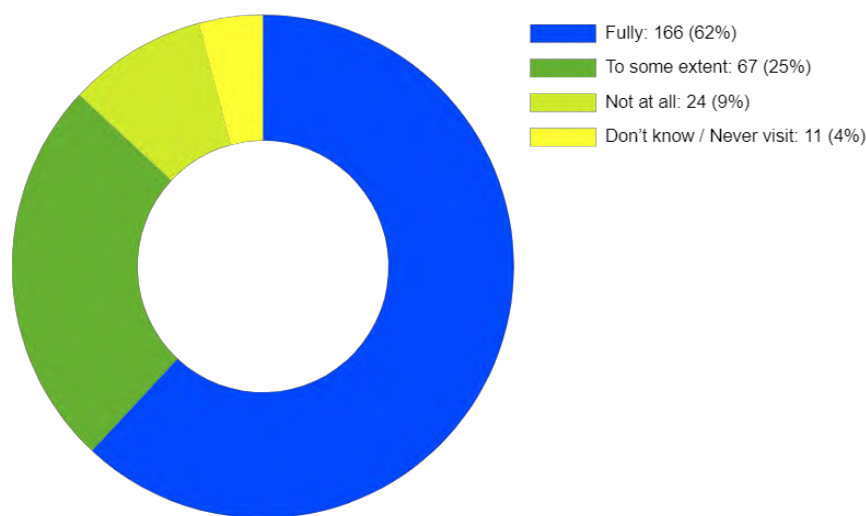
2.2.6 Healthy, Happy People

Improving people's physical and mental wellbeing

Question 14 asked 'Please indicate the extent to which you can easily access the following places and services via walking, cycling, or public transport in Yate (i.e. not using a car)'.

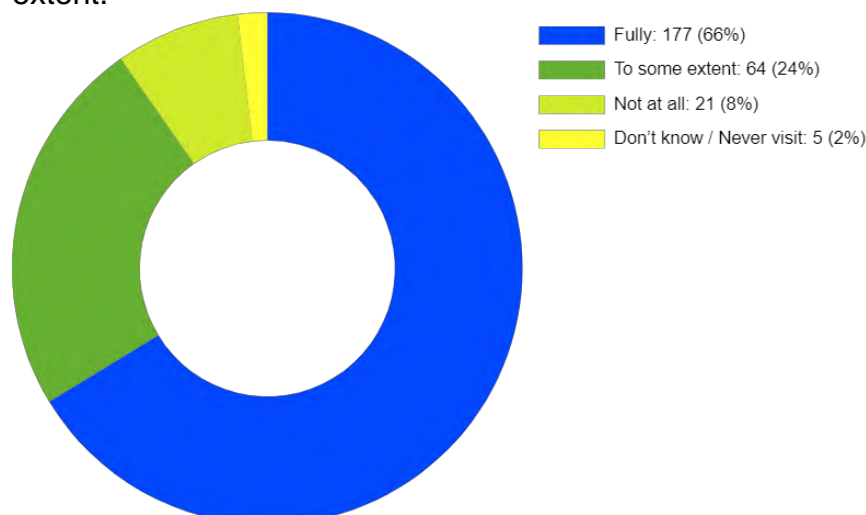
GP Surgery

The majority of respondents (62%) said they were fully able to access their GP surgery without using a car, with a quarter (25%) able to access it to some extent.



Pharmacy

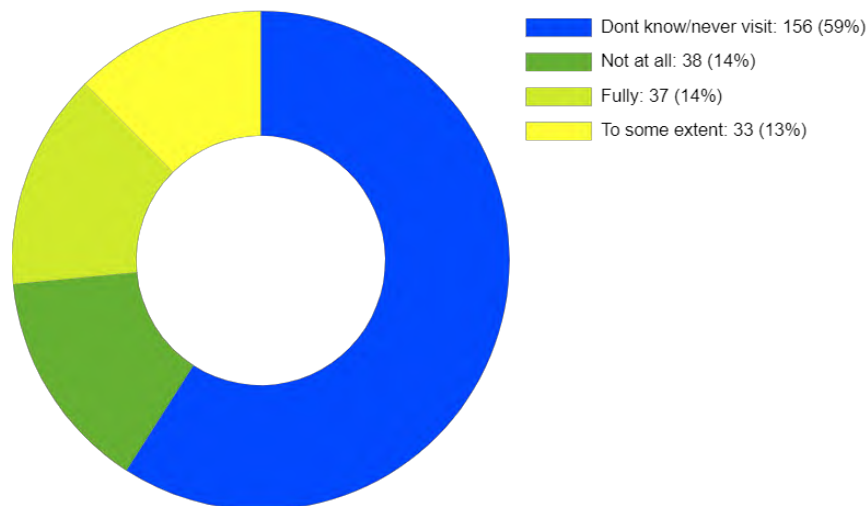
Of those who responded to the question, the majority (66%) were fully able to access a pharmacy via walking, cycling or public transport, with 24% able to access to some extent.



Mental health and wellbeing support services and activities

Of those who responded to this question, over half (59%) didn't know or never visited these services or activities.

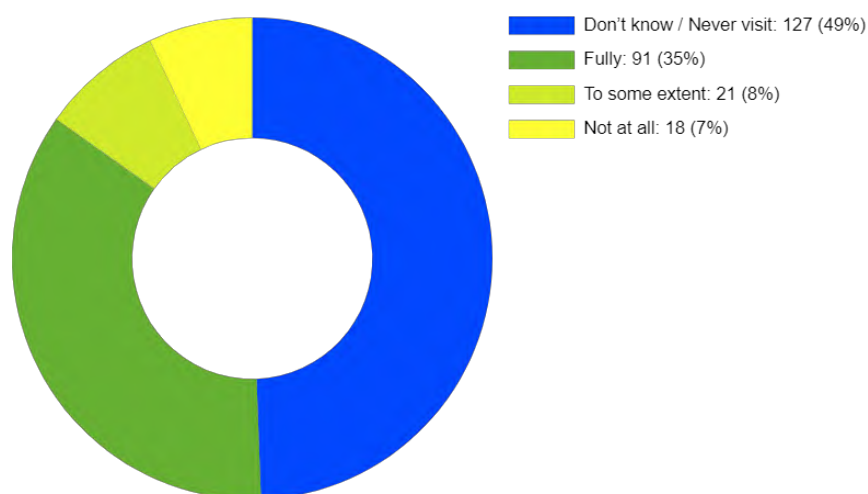
Of the respondents for which the question was relevant to, 14% said it was not easy at all, 14% said fully and 13% said to some extent.



School

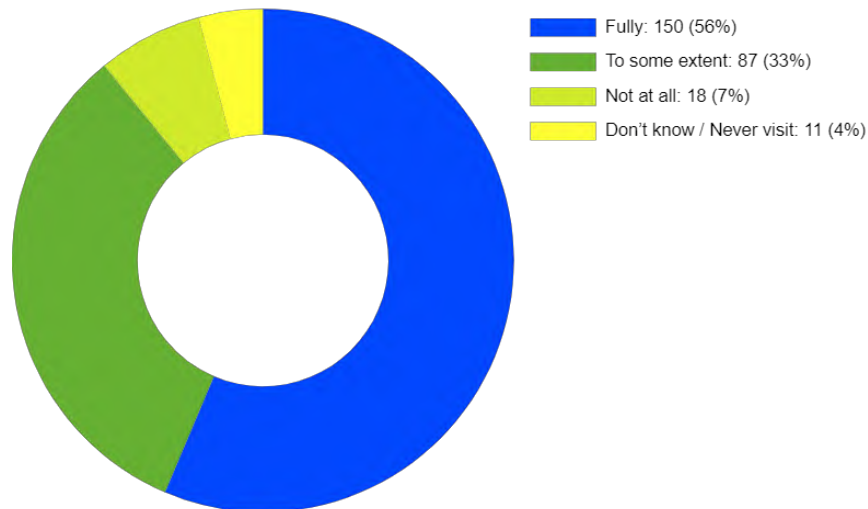
Almost half (49%) of respondents said they never visit or don't know.

However, of the respondents that the question was relevant to, over a third (35%) said that they could fully access school without a car.



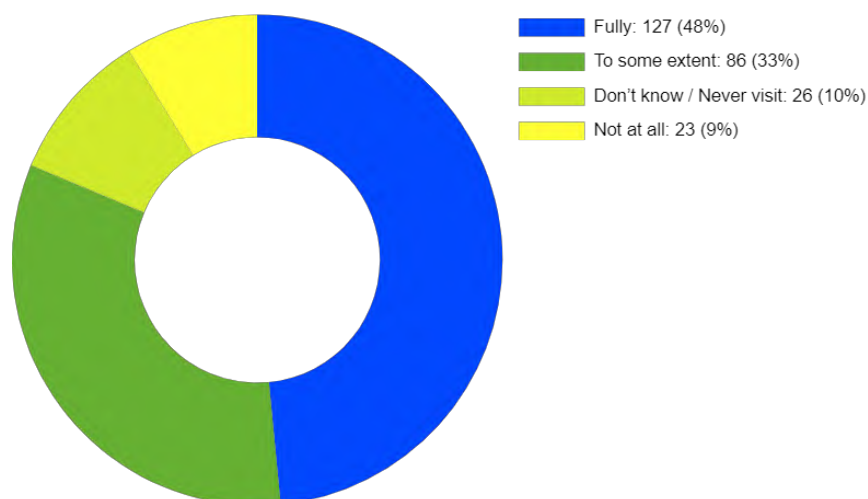
Parks / woodlands

Over half of respondents (56%) said they could fully access parks and woodlands by walking, cycling or using public transport, with a third (33%) who said they could easily access to some extent.



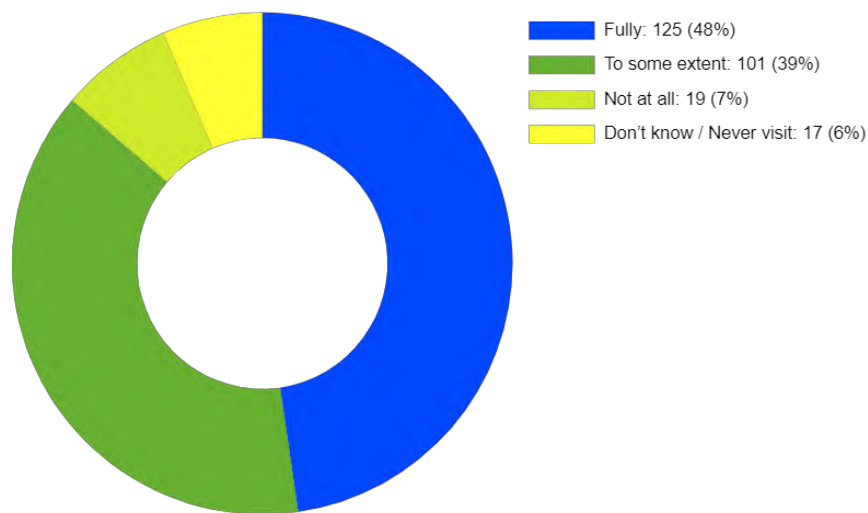
Leisure venues

Almost half of those who responded to the question (48%) said that they could fully access leisure venues via walking, cycling or public transport, with a third (33%) who said they could access to leisure venues to some extent.



Restaurants / bars

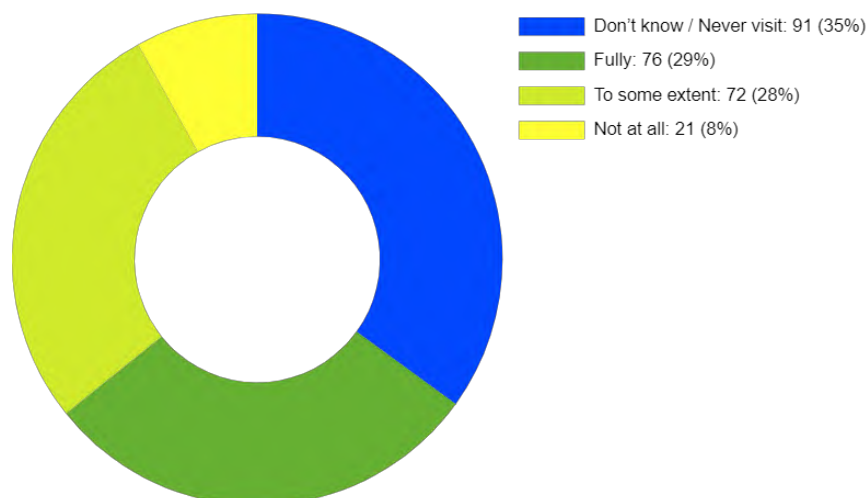
Of those people who responded to the question, nearly half (48%) said that they could fully access restaurants and bars by walking, cycling or public transport, with 39% saying that they could do so to some extent.



Community centres

Of those who responded to the question, 35% said that they didn't know or never visit community centres.

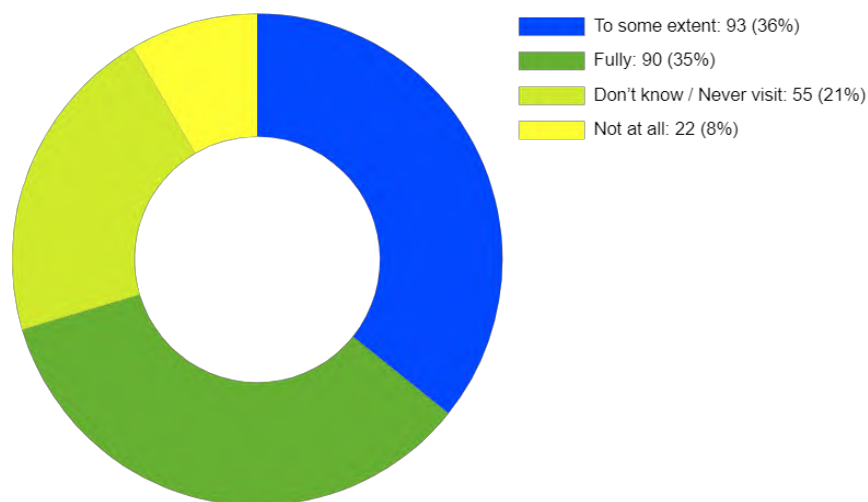
For the respondents that the question was relevant to, 29% felt they could access community centres fully via walking, cycling and public transport, with 28% saying that they could access to some extent.



Sports / recreation venues

36% of respondents said that they could access sports and recreation venues easily via walking, cycling and public transport to some extent, with 35% who said they could fully access these venues.

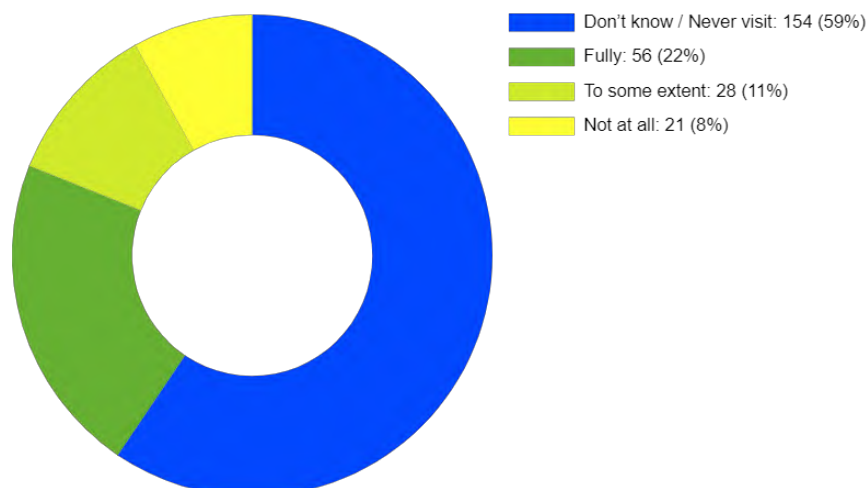
21% responded to say that they didn't know or that they never visit sports and recreation venues.



Places of worship

The majority of respondents to this question (59%) didn't know or never visit places of worship.

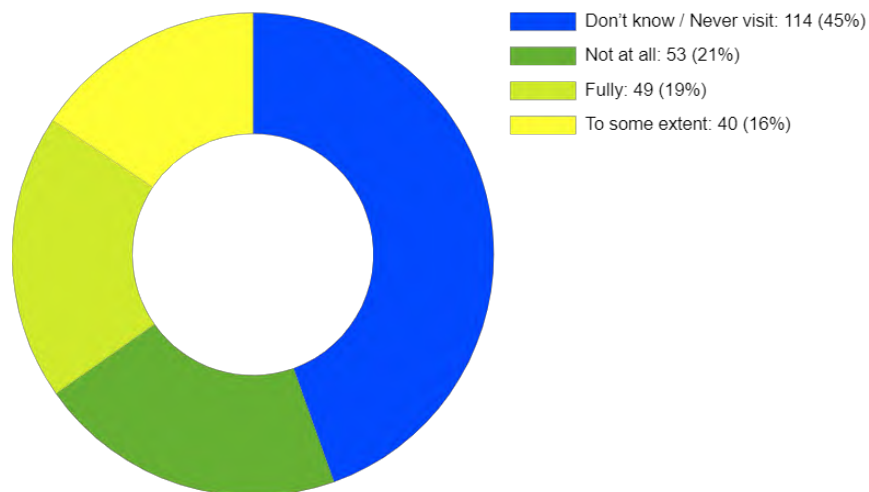
Of those respondents for which the question was relevant, 22% said they were fully able to access places of worship by walking, cycling or public transport. 11% said they could access to some extent, but 8% said they could not access at all.



Workplace

45% of respondents said that they didn't know or don't access a workplace within Yate.

Of those who the question applied to, 21% said they were not able at all to access their workplace via walking, cycling or public transport, with 19% of respondents who said they were fully able to access it.



2.2.7 Environment

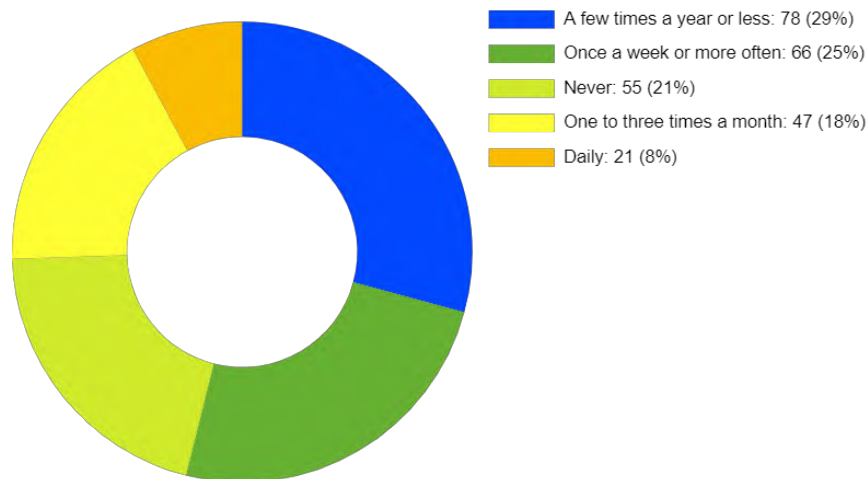
Working with the natural environment

Question 15 asked ‘How frequently do you use Yate’s parks and open spaces?’

Respondents could indicate for each of the open spaces listed how often they used each space, from daily to never.

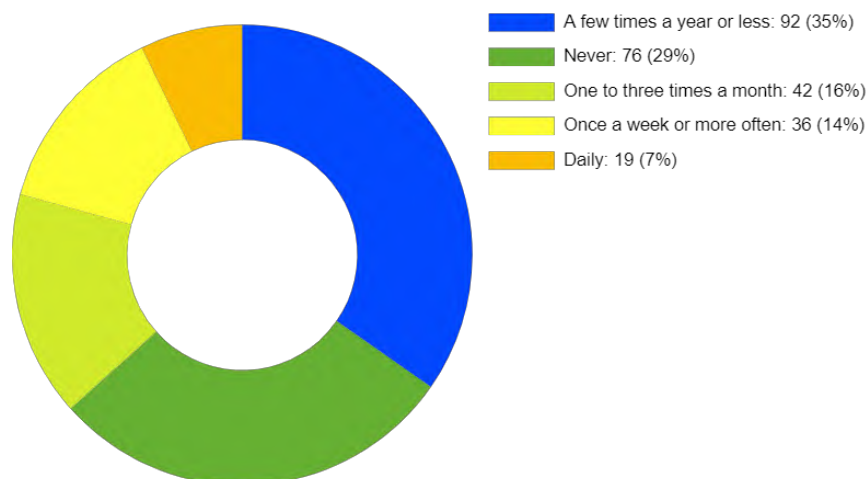
Frome Valley Walkway

29% of respondents said they use Frome Valley Walkway a few times a year or less, while a quarter (25%) use it once a week or more often and 21% never use it.



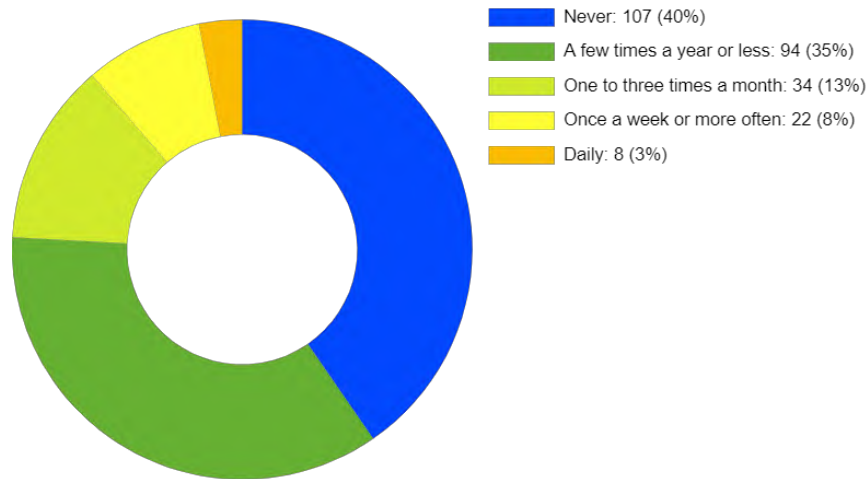
Yate Common

Over a third of respondents (35%) said they use Yate Common a few times a year or less, with 29% who said they never use it.



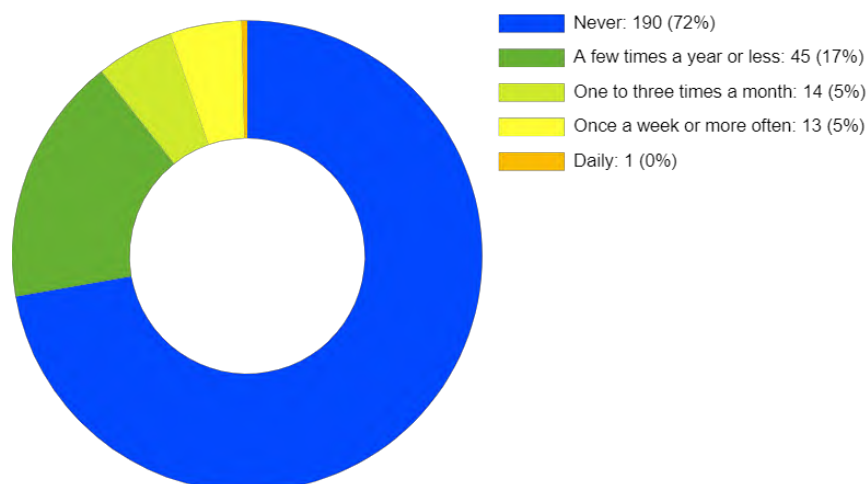
Brimsham Park

Of those who responded to the question, most (40%) never use Brimsham Park, followed by just over a third (35%) who use it a few times a year or less.



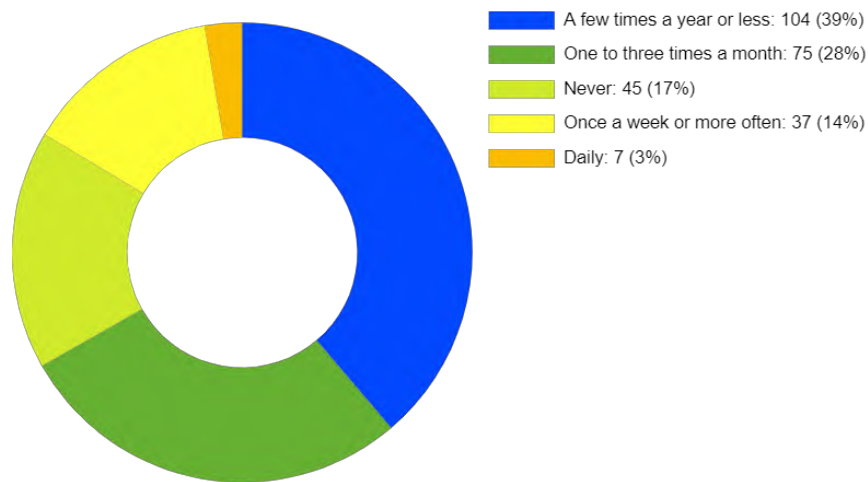
Millside Park and Playground

The majority of respondents (72%) said that they never use Millside Park and Playground, with a small percentage (17%) who use it a few times a year or less.



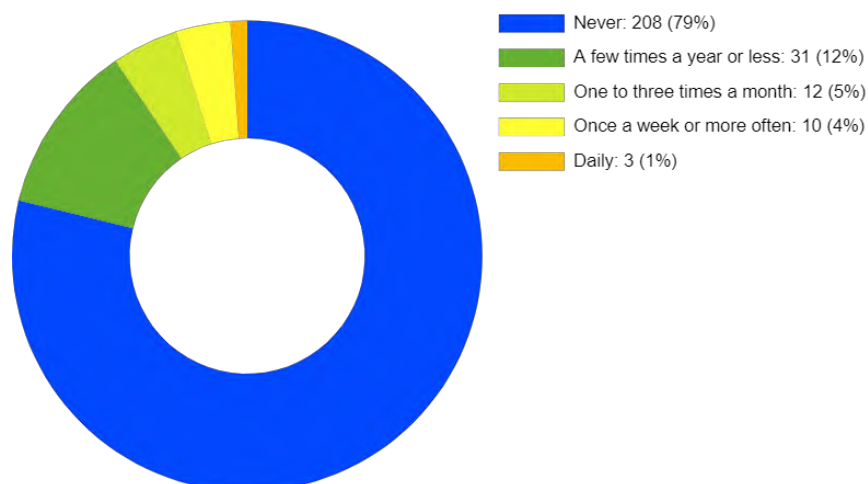
Kingsgate Park

39% of respondents said that they use Kingsgate Park a few times a year or less with 28% who use it one to three times a month.



The Witches Hat Play Area

The majority of respondents (79%) said they never use the Witches Hat Play Area, with 12% who said they use it a few times a year or less.



Other

Respondents who selected 'other' suggested some additional parks and open spaces in Yate and the wider local area, including:

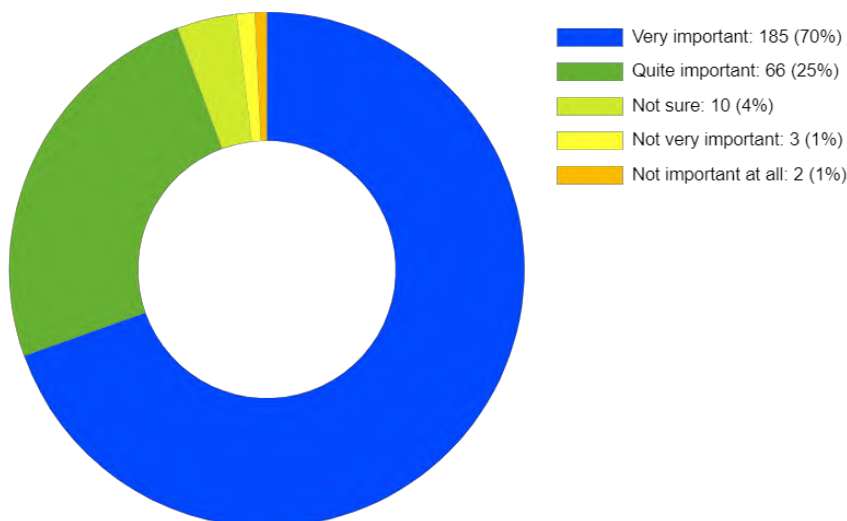
- St Mary's Park;
- Ridge Wood;
- Lilliput Park;
- Iron Action Meadows;
- Goose Green;
- Chipping Sodbury Common
- Wapley Bushes; and
- Woodchester Park.

Question 16 asked 'How important would you consider the following improvements to encourage exercise and socialising in Yate's parks and open spaces?'

Respondents could indicate how important different measures and facilities were to encouraging people to exercise and spend time in open spaces within Yate.

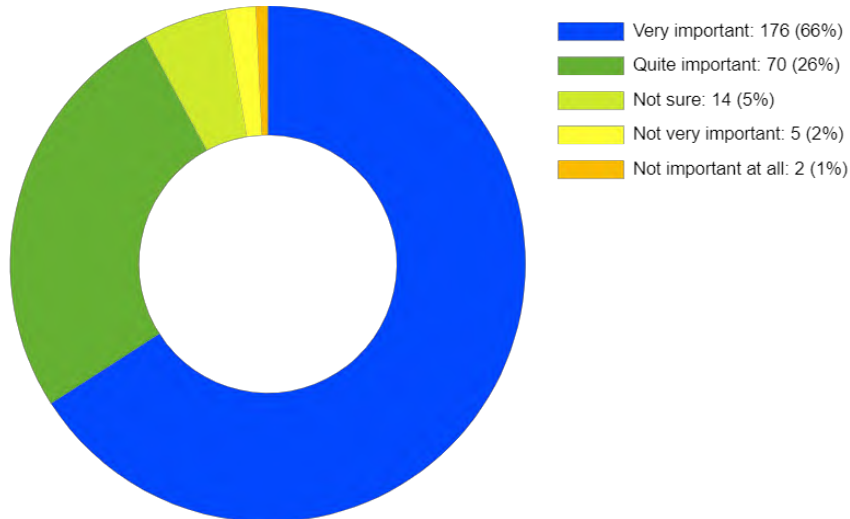
Good quality walking paths

The majority of respondents said that good quality walking paths are important to encourage use of parks and open spaces, with 70% saying it was very important and 25% quite important.



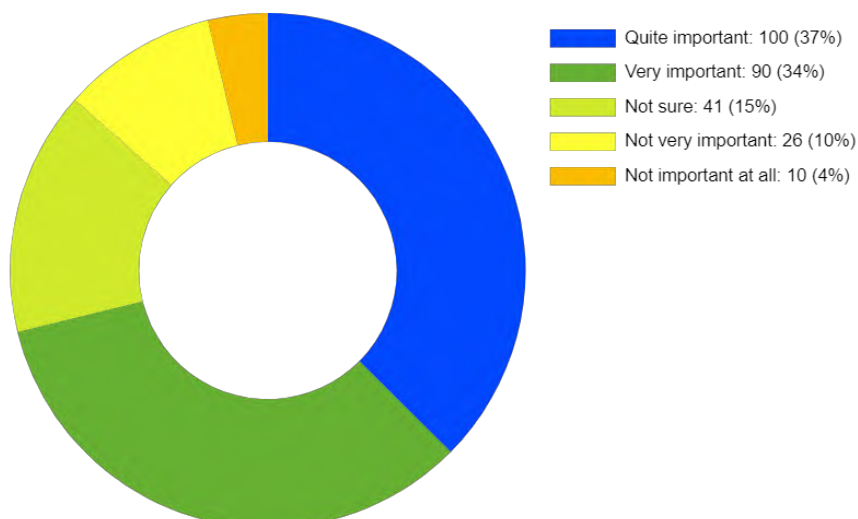
Sufficient and attractive lighting

Respondents to this question said that having sufficient and attractive lighting was important, with 66% saying that it is very important and 26% quite important.



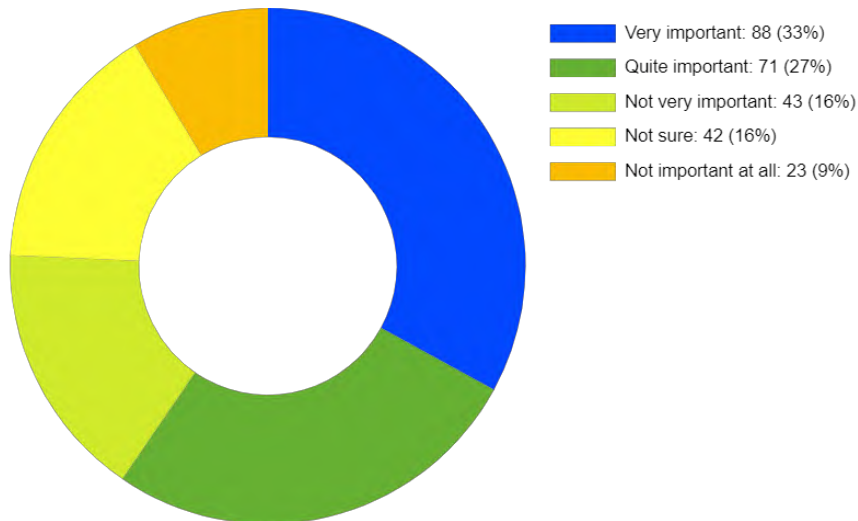
Sheltered area(s)

37% of respondents said that sheltered areas were quite important, closely followed by just over a third (34%) who said they were very important.



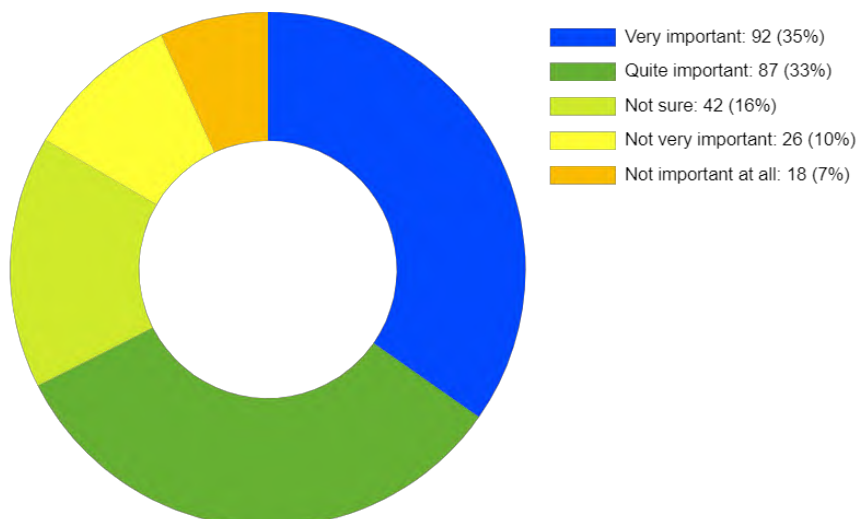
Designated cycle lane

A third of respondents (33%) said that having designated cycle lanes in parks and open spaces was very important, followed by 27% who said it was quite important.



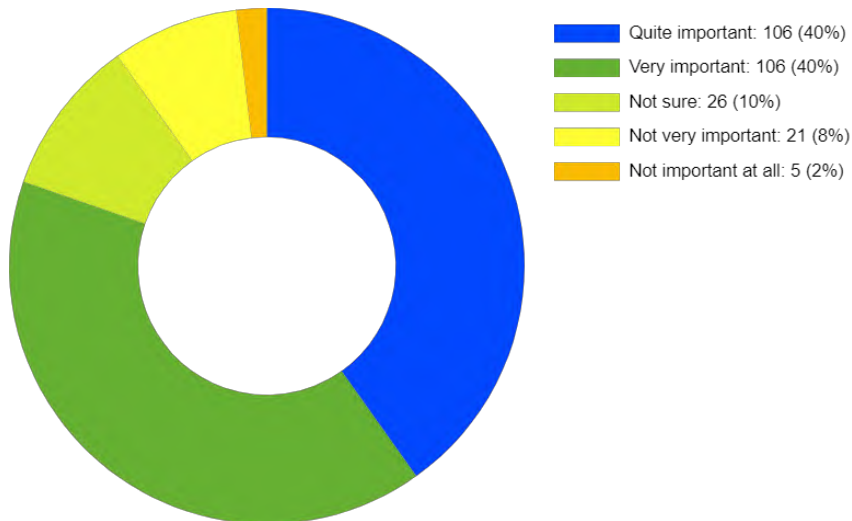
Bike stands / parking

Of those who responded to the question, 35% said that bike stands and parking are very important for encouraging people to exercise and socialise in Yate's parks and open spaces, followed by 33% who said it was quite important.



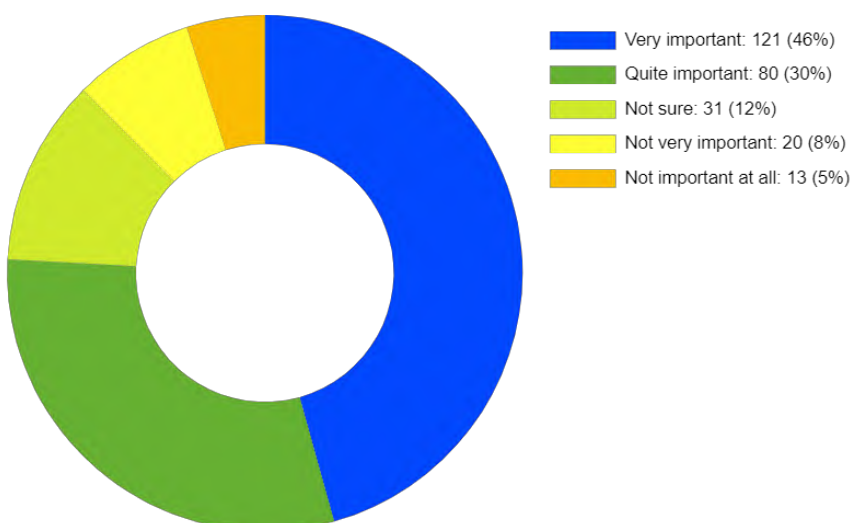
Comfortable seating

Respondents to this question said that having comfortable outdoor seating was important, with 40% saying it was very important and a further 40% quite important.



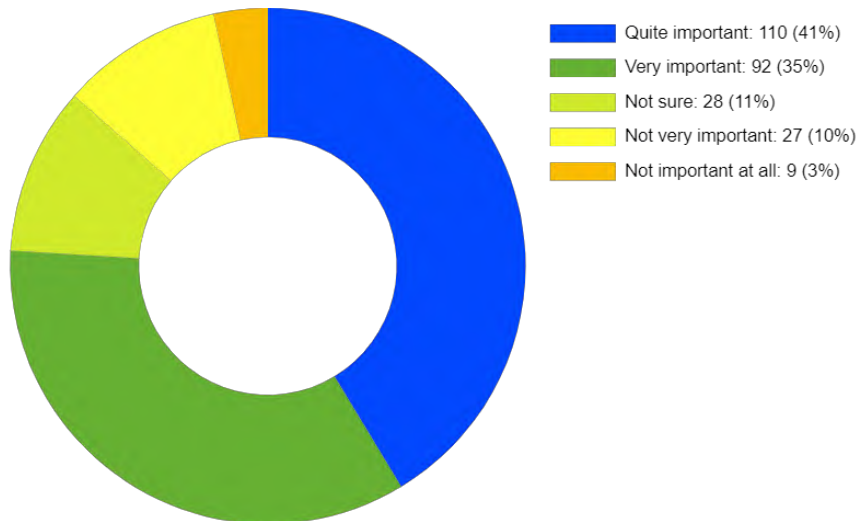
Playground facilities

People who responded to this question said that it was important to have playground facilities to encourage use of public spaces, with 46% saying it was very important and 30% quite important.



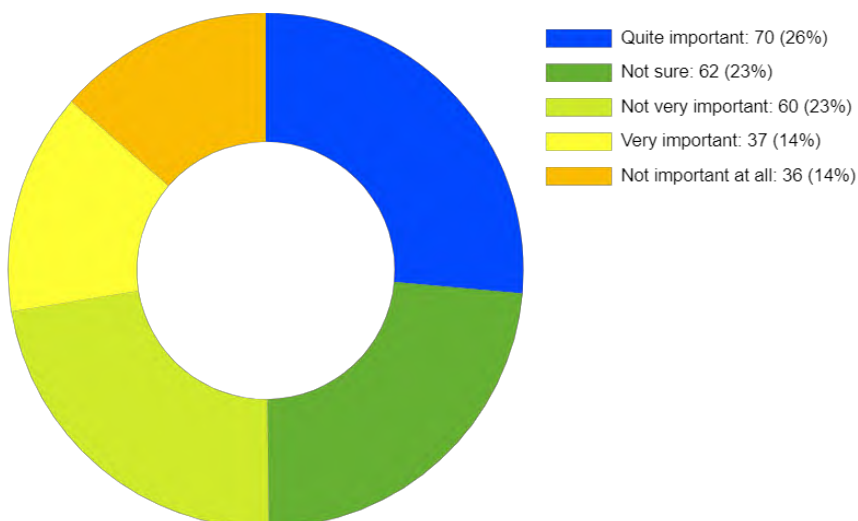
Eatery facilities (e.g. cafe, outdoor tables)

41% of respondents said that it was quite important to have eatery facilities in open spaces and parks, with 35% saying it was very important.



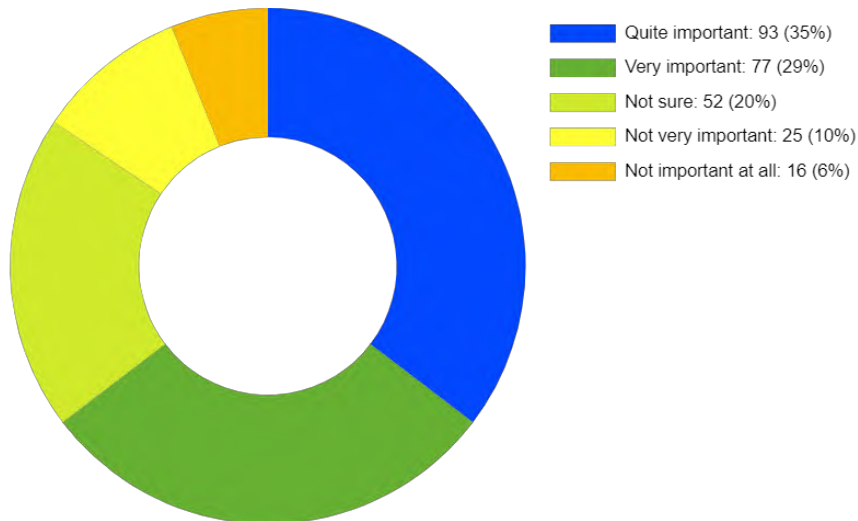
Outdoor gym facilities

Of those who responded to the question, just over a quarter (26%) said that outdoor gym facilities were quite important for encouraging the use of outdoor space. However, this was closely followed by 23% of respondents who said they were not sure and another 23% who said it was not very important.



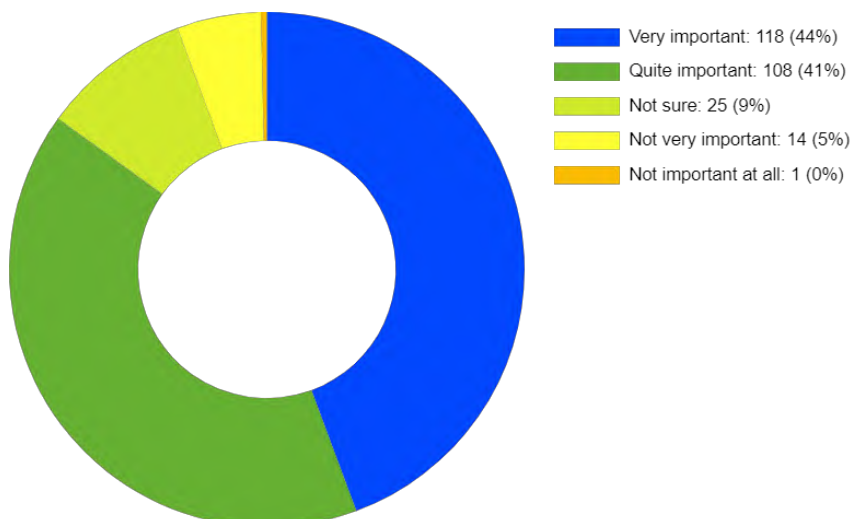
Outdoor sports facilities (e.g. sports pitches)

Respondents to this question said that having outdoor sports facilities, such as sports pitches, is important for encouraging people to exercise and socialise outdoors, with 35% saying it is quite important and 29% very important.



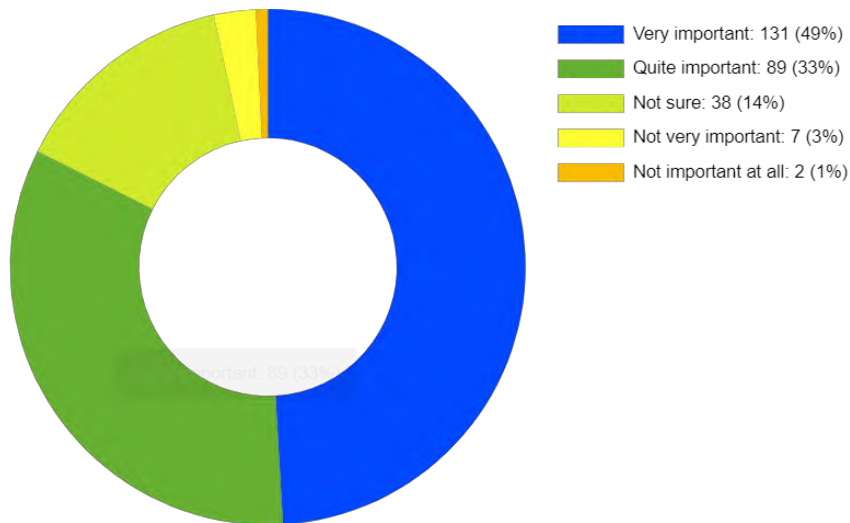
Visual appeal (e.g. flowerbeds, street art, sculptures)

The majority of respondents said it was important to improve the visual appeal of Yate's parks and open spaces, with 44% responding to say it is very important and 41% that it is quite important.



Improve spaces for people with additional needs

Almost half of respondents (49%) said it was very important to improve outdoor spaces for people with additional needs, followed by a third of respondents (33%) who said it was quite important.



Other

Respondents could also suggest their own improvements via the 'other' response.

Suggestions included:

- Ensuring parks and open spaces are well maintained and clear of litter;
- More lighting;
- More toilets and sheltered areas;
- A mix of open spaces for different requirements e.g. not all with children's play areas;
- Better signage;
- Designated areas for dog walkers; and
- More CCTV.

Respondents were then asked 'Please specify any other improvements you would like to see to Yate's parks and open spaces'.

The key improvements shared in response to this question were:

- Ensuring there are separate areas to let dogs off the lead to reduce dog fouling in other areas of parks;
- Providing more park maintenance and bins to reduce littering;
- Introducing more CCTV and park wardens to discourage antisocial behaviour, especially from young people;
- Increasing the number of open green spaces, flowers, trees and habitats;
- Better quality paths, including wider paths and more lighting;
- Better accessibility for those with additional needs, including ensuring gates can be used, more seating and more toilet facilities;
- More sports facilities, including table tennis and astro turf; and
- More café and seating suitable for families.

2.2.8 Thoughts and suggestions for improving Yate

We reviewed all responses received to **question 17**, which asked 'If you have any further thoughts or suggestions for improving Yate, please provide them below'. These responses were coded into the six key themes of the masterplan to look for common ideas and themes.

Community

Putting people and community at the heart of the vision for the town

There were 34 comments related to the theme of community. The most common of these were:

- Increasing arts, music and culture in Yate, including introducing facilities such as an arts centre and theatre, and encouraging more outdoor events and street art;
- Improving the town's reputation and sense of community pride; and
- Improving antisocial behaviour, increasing police presence and reducing crime.

Other key themes raised were:

- Keeping local heritage and sharing local history with the community;
- Increasing the number of community spaces, especially those suitable for social distancing and outdoor events;
- Increasing the number of community groups;
- Increasing investment in existing community groups and ensuring they are well promoted; and
- Ensuring there are community groups and activities for all ages, and older and younger people in particular.

Movement

Improving physical, mental and environmental health

There were 75 comments on the theme of movement.

The most common thoughts and suggestions raised were:

- Improving traffic management and reducing congestion, especially in the town centre; and
- Increasing the provision of cycle lane and connections.

Other key themes raised were:

- Improving the quality of pavements and footpaths;
- Increasing the regularity of bus and rail services;
- Improving bus and rail links;
- Improving bus shelters and locations of bus stops;
- Lowering speed limits;

- Ensuring that road infrastructure is set up to handle new and recent housing developments;
- Dealing with antisocial driving and speeding;
- Reducing the number of cars on the road and the need to drive in Yate;
- Increasing the amount of parking in residential areas;
- Increasing the provision of parking for businesses and shops; and
- Increasing the amount of parking for schools and pick-up/drop-off.

There was also equal support and opposition for the new cycle lanes on Station Road¹.

Three respondents said they would like to see the 'road to nowhere' opened, but one respondent said they would not support this.

Economy

Helping Yate to achieve sustainable growth

There were 27 comments made by respondents on the theme of economy. The keys themes raised included:

- Issues created by the new housing developments due to lack of infrastructure;
- Opposition to new housing developments;
- Increasing the infrastructure in Yate to support new housing;
- Suggestions for specific types of businesses, including independent businesses, discount supermarkets and chain restaurants;
- Increasing support for businesses and start-ups;
- Improving opportunities for people to work near their homes or from home; and
- Increasing the employment opportunities for young people.

Town Centre

Increasing the variety of things for people to do

There were 26 thoughts and suggestions made about the town centre.

The most common theme raised was that the shopping centre is dated and unattractive.

The other key themes raised included:

- Support for using the shopping centre for different uses in both the daytime and evening, with covered outdoor places for people to meet;
- Increasing the number of restaurants, bars and nightlife;
- Increasing the range and quality of shops available;
- Increasing the provision of gyms and leisure facilities;
- Having food, craft and farmers markets; and

¹ Details of the separate consultation on the Station Road cycle lanes can be found at: consultations.southglos.gov.uk

- Increasing the amount of entertainment and art.

Healthy, Happy People

Improving people's physical and mental wellbeing

There were 24 responses on the theme of healthy, happy people. The most common theme raised was specific requests for facilities, including indoor bowls and bowling, snooker and pool, and exercise classes.

Other themes raised included:

- Increasing the number of flowers and plants in open spaces;
- Increasing or maintaining the number of open spaces;
- Increasing seating available in outdoor spaces;
- People not feeling safe in Yate; and
- Improving safety when travelling.

Environment

Working with the natural environment

There were 23 comments relating to the environment. The most common themes raised were:

- Support for carbon neutral and sustainable practices, including increasing green energy and educating the community on climate change; and
- Planting more trees.

Other key themes raised included:

- Protecting existing open spaces and increasing the number of green spaces available;
- Encouraging wildlife and sharing information about it with the community, such as through information boards;
- Planting more flowers;
- Reducing air, noise and light pollution; and
- Improving the cleanliness of the town, reducing littering and increasing recycling.

2.3. Interactive map

The interactive map offered a visual aid for users to view, comment on, 'like' and 'dislike' existing ideas for improving Yate across the six key themes of the masterplan. The map comprised of a 'thumbs up' and 'thumbs down' feature, which enabled respondents to provide a 'like' and 'dislike' respectively against existing suggestions.

An 'add idea' button was also present on the map, which allowed respondents to precisely locate an area of interest and either provide an idea for improving Yate or provide a comment about an existing area in Yate they like or dislike.

The interactive map highlighted the key areas of focus for the masterplan that are under consideration for targeted improvements, namely Station Road, Yate Town Centre, and Yate Railway Station. Potential opportunities for improvement were presented as statements located across Yate to demonstrate the vision of the masterplan.

In total, 122 place-based comments were provided for improving Yate. The interactive map displays 'idea' comments (yellow), 'something I like' comments (green) and 'something I dislike' comments (red) across the whole of Yate, as shown overleaf.

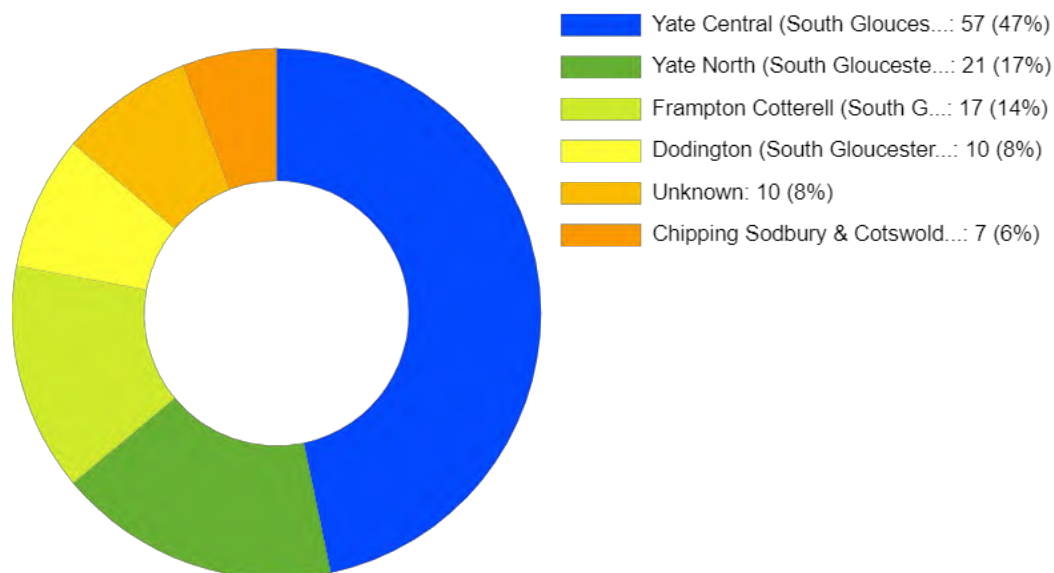


Figure 1 Interactive Map

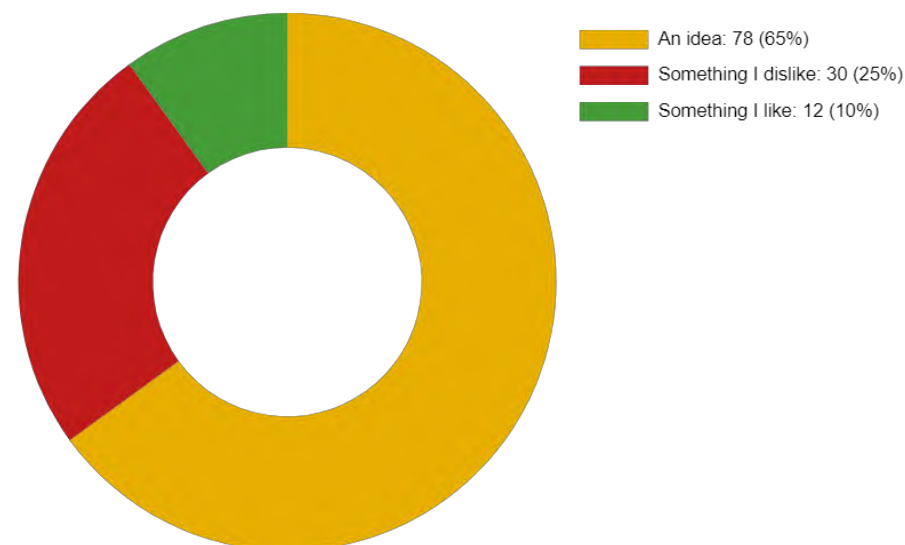
2.3.1 Introduction

The chart below shows where those who made a place-based comment are based, divided by local authority ward or division.

The majority (64%) of place-based comments were provided by Yate residents, with 47% in Yate Central and 17% in Yate North.



Of the 122 place-based comments provided, the majority (65%) were ideas for improving Yate, followed by a quarter (25%) which were something they disliked and 10% something they liked.



2.3.2 Community

Putting people and community at the heart of the vision for the town

Community statements

Five statements were presented on the map to gauge the level of support for potential opportunities in Yate based on the theme of community. The statements presented were:

- Promoting a strong sense of identity, community and belonging for both young and old people;
- Ensuring that everyone has access to work, affordable homes, places to meet and access to nature;
- Enriching the calendar of community events to bring residents together;
- Introducing opportunities for arts and culture; and
- Ensuring that everyone in the community can make their voices heard and contribute to the town.

The statement that received the most support, with 4 likes and 0 dislikes, was “enriching the calendar of community events to bring residents together”.

The statement that received the least support, with 1 like, was “promoting a strong sense of identity, community and belonging for both young and old people”.

Key themes

In total, nine place-based comments were received based on the theme of community. The following themes were derived from respondents’ feedback:

- Diversifying existing green and open spaces for community use;
- Improving the sense of belonging for young people;
- Increasing the number of community events;
- Increasing community-driven decision-making;
- Improving the local reputation and sense of civic pride;
- Enhancing real and perceived safety; and
- Reducing antisocial behaviour.

The idea with the most support (5 likes) was based on diversifying the use of Westerleigh Common for community-based events through the allocation of green spaces for outdoor entertainment, sports and arts, in order to attract residents and businesses to Yate.

Focus areas

Yate Railway Station

Of the nine place-based comments related to community, one suggested enhancing real and perceived safety on station platforms and surrounds by implementing measures, such as more lighting and CCTV.

Yate Town Centre

Of the nine place-based comments related to community, one suggested establishing a community-driven board to allow local residents to advise on the type of retailers they would like to see in Yate Shopping Centre.

No community-based comments explicitly related to Station Road.

2.3.3 Movement

Improving physical, mental and environmental health

Movement statements

Five statements were presented on the map to gauge the level of support for potential opportunities based on the theme of movement within and around Yate. The statements presented were:

- Making it easier to move through town, including people with disabilities;
- Promoting more active ways of travelling, such as cycling and walking, to improve people's health and well-being;
- Improving accessibility and attractiveness of Yate Railway station and Yate bus station;
- Making space on existing roads for pedestrians; and
- Reducing CO₂ emissions and improving the air quality.

The statement that received the most support, with 13 likes, was “reducing CO₂ emissions and improving the air quality”. Notably, this statement also received the highest number (7) of dislikes. There were eight specific comments on this statement. The key themes raised in these comments included:

- Opposition for reducing the capacity for vehicles on the roads in favour of active transport;
- Improving traffic flow and reducing congestion to improve air quality; and
- Support for active travel to reduce car use.

The statement that received the least support, with 2 likes and 1 dislike, was “promoting more active ways of travelling, such as cycling and walking, to improve people's health and well-being”.

There were two specific comments received for the statement “making it easier to move through town, including people with disabilities”. The themes raised in these comments included:

- Upgrading existing pedestrian facilities, such as resurfacing and widening footpaths;
- Upgrading existing cycle paths; and
- Improving safety along pedestrian and cycle paths, in particular on Scott Way.

There were two specific comments on the statement “making space on existing roads for pedestrians”. Both comments were in opposition to reducing the space on roads in favour of pedestrians, with one comment on the congestion on the roads

and the other about the need to enforce cyclists to use the roads instead of the pavement.

Movement opportunities

Three potential opportunities were presented on the map to gauge the level of support for improving movement within and around the following areas:

- Provide a riverside link to the countryside along Frome Valley Walkway;
- Improved connectivity at Goose Green Way; and
- Improved connectivity at Rodford Way.

The opportunity that received the most support, with 6 likes and 0 dislikes, was providing “a riverside link to the countryside along Frome Valley Walkway”. There were two specific comments received on this statement. The key themes raised included:

- Extending and connecting the existing cycle network; and
- Upgrading existing footpaths.

The opportunity that received the least support, with 0 likes and 2 dislikes, was the suggestion of “improved connectivity at Goose Green Way”.

Key themes

In total, 68 place-based comments were received based on the theme of movement. Of the 28 themes derived from respondents’ feedback, the following were the most common:

- Improving traffic management;
- Enforcing existing and implementing new traffic calming measures;
- Upgrading existing pedestrian facilities;
- Implementing more pedestrian crossings;
- Implementing more cycle lanes and cycle tracks;
- Extending and connecting existing cycle networks;
- Enhancing the accessibility of walking routes; and
- Implementing more parking.

The idea with the most support, with 20 likes and 0 dislikes, was a respondent’s suggestion to connect the existing walking routes around Yate to Westerleigh Common. Receiving a relatively high number of likes (13) each, two movement-based ideas called for implementing more cycle lanes and segregated cycle tracks to connect cyclists to residential areas, such as Wickwar village, and to existing commuter routes, such as the Bristol to Bath cycle path.

Notably, a suggestion that proved contentious, with 12 likes and 9 dislikes, was based on opening The Road to Nowhere in Yate.

Focus areas

Station Road

Of the 68 place-based comments related to movement, 14 related to improvements along Station Road. The suggestions with the most support related to upgrading existing pedestrian facilities (9 likes and 1 dislike) and implementing more pedestrian crossings (11 likes and 4 dislikes), with the aim of improving real and perceived safety along Station Road, especially for children. Additionally, notable support (10 likes and 0 dislikes) was given to a suggestion relating to improving traffic management and enforcing existing weight regulations along Station Road to reduce congestion, particularly heavy goods vehicles.

Yate Town Centre

Of the 68 place-based comments related to movement, 12 outlined improvements within Yate Town Centre. The most supported suggestions related to improved traffic management, specifically reducing congestion at the entrance of the leisure centre carpark (7 likes and 0 dislikes) and establishing a one-way system to improve the flow of traffic around the Yate Shopping Centre (7 likes, 5 dislikes).

Yate Railway Station

Of the 68 place-based comments related to movement, four outlined improvements within and surrounding Yate Railway Station. The most supported suggestion for Yate Railway Station, with 2 likes and 0 dislikes, related to increasing the service frequencies and rolling stock capacity in order to reduce car dependency in Yate.

2.3.4 Economy

Helping Yate to achieve sustainable growth

Economy statements

Five statements were presented on the map to gauge the level of support for potential opportunities within Yate based on the theme of economy. The statements presented were:

- Providing access to new skills and training within Yate;
- Creating new spaces in the town for the next generation of businesses;
- Promoting more environmentally sustainable ways of doing business, including reducing waste and using more local resources;
- Creating attractive places to live and work to attract the best talent; and
- New jobs including in the innovation and environmental sector.

The statement that received the most support, with 4 likes and 0 dislikes, was “creating new spaces in the town for the next generation of businesses”. There was one specific comment on this in support of more flexible office space and opposing increasing parking spaces.

The statements that received the least support, with 1 like each, were “providing access to new skills and training within Yate” and “new jobs including in the innovation and environmental sector”.

Key themes

In total, five place-based comments were received based on the theme of economy. The following themes were derived from respondents' feedback:

- Supporting local and independent businesses;
- Expanding the retail offer to North Yate; and
- Expanding the offer of skills and training facilities.

The ideas with the most support, with 4 likes and 0 dislikes each, were based on financially supporting local and independent retailers either through preferential rental rates or affordable stall spaces, with the aim to improve the variety of retailers within Yate Town Centre.

Focus areas

Yate Town Centre

Of the five place-based comments related to economy, two outlined improvements within Yate Town Centre. Both comments related to the theme of supporting local and independent businesses.

Station Road

Of the five place-based comments related to economy, one related to improving the offer of skills and training facilities along Station Road aimed at young people repairing bikes.

No economy-based comment explicitly related to Yate Railway Station.

2.3.5 Town Centre

Increasing the variety of things for people to do

Five statements were presented on the map to gauge the level of support for potential opportunities in Yate based on the theme of town centre. The statements presented were:

- Providing more services in one, easy to access location (e.g. hairdressers, adult education centres);
- Improving the range of things to do throughout the day and evening (e.g. restaurants, theatre);
- Creating new places to live in the town centre;
- Creating safe, attractive places for people to meet and gather; and
- A revitalised town centre.

The statement that received the most support, with 8 likes and 0 dislikes, was "improving the range of things to do throughout the day and evening (e.g. restaurants, theatre)".

The statement that received the least support, with 3 likes and 1 dislike was “creating new places to live in the town centre”. There were two specific comments on the statement, including the following key themes:

- Opposition to housing in the town centre, unless above shops;
- Suggestion to use brownfield land for housing and commercial use; and
- Support for mixed day and night-time uses in the town centre.

Key themes

In total, four place-based comments were received based on the theme of town centre. The following themes were derived from respondents’ feedback:

- Introducing more variety of restaurants;
- Introducing more variety of independent / high-end retailers;
- Modernising the town centre; and
- Introducing evening economy facilities and events.

The idea with the most support, which received 13 likes and 0 dislikes, was based on diversifying the retail offer within the town centre by increasing the volume of high-end retailers and independent retailers.

Focus areas

Yate Town Centre

All of the town centre-based comments were ideas for Yate Shopping Centre and surrounds.

No town centre-based comment explicitly related to Yate Railway Station nor Station Road.

2.3.6 Healthy, happy people

Improving people's physical and mental wellbeing

Five statements were presented on the map to gauge the level of support for potential opportunities based on the theme of healthy, happy people. The statements presented were:

- Creating new, accessible green spaces and improving access to existing spaces;
- Reducing the need to travel by car;
- Ensuring there are good quality places to socialise;
- Providing easy access to healthcare services close to homes; and
- Enabling young people to achieve their needs and wants in Yate.

The statement that received the most support, with 8 likes and 0 dislikes, was “providing easy access to healthcare services close to homes” and there was one specific comment in support of this.

The statements that received the least support were “ensuring there are good quality places to socialise” (2 likes), “enabling young people to achieve their needs and wants in Yate” (1 like) and “reducing the need to travel by car” (5 likes and 3 dislikes).

There was one comment on “creating new, accessible green spaces and improving access to existing spaces” with a request for open space to be maintained behind and adjacent to the Farmhouse Pub.

There were two comments on the statement “reducing the need to travel by car” requesting more reasoning for the idea and detail of how it could be implemented.

Key themes

In total, seven place-based comments were received based on the theme of healthy, happy people. The following themes were derived from respondents’ feedback:

- Improving access to green and open spaces for socialising;
- Improving the visual amenity of public spaces;
- Increasing socialising spaces for young people; and
- Upgrading the quality of existing outdoor facilities and spaces.

The idea with the most support, with 4 likes and 0 dislikes, was based on improving access to Yate Common and utilising the open space for outdoor socialising, play and entertainment, in addition to expanding space dedicated to wildlife and wildflower preservation.

Focus areas

No comments explicitly related to Yate Town Centre, Yate Railway Station or Station Road.

2.3.7 Environment

Working with the natural environment

Two statements were presented on the map to gauge the level of support for potential opportunities based on the theme of environment. The statements presented were:

- Protecting and enhancing the local environment, including habitats for plants and animals; and
- Improving the relationship between the town, the nearby countryside and the Cotswolds Area of Natural Beauty.

Both statements received notable support: “protecting and enhancing the local environment, including habitats for plants and animals” received 10 likes and 0 dislikes, with one specific comment in support of the statement. “Improving the relationship between the town, the nearby countryside and the Cotswolds Area of Natural Beauty” received 9 likes and 0 dislikes.

Environment opportunities

Four potential opportunities were presented on the map to gauge the level of support for improving the environment of following areas:

- Improving the Yate Railway Station and surrounds;
- Establishing Station Road as an attractive, lively street;
- Establishing Westerleigh Common ('the Common') as a resilient place for nature; and
- Improving recreation and water quality within Frome River Park.

The opportunities that received the most support were "improving the Yate Railway Station and surrounds" and "establishing Westerleigh Common ('the Common') as a resilient place for nature", with 11 likes and 9 likes respectively.

The opportunity with the least support, with 4 likes, was "establishing Station Road as an attractive, lively street".

Key themes

In total, 26 place-based comments were received based on the theme of environment. Of the 11 themes derived from respondents' feedback, the following were the most common:

- Maintenance of existing green spaces;
- Upgrading quality of outdoor spaces;
- Protecting green spaces and environmental designation areas;
- Protecting wildlife; and
- Encouraging more wildflowers.

A number of the 26 place-based comments received strong support, with 20 likes each. These suggestions related to improving existing green spaces through maintenance and protection, including reducing litter and potential environmental designations, in order to encourage wildlife areas to thrive and improve the use of green spaces for leisure.

Focus areas

Station Road

Of the 26 place-based comments related to environment, one of the 'dislike' comments related to the air pollution which disperses from the recycling centre to Station Road.

No comment explicitly related to Yate Town Centre nor Yate Railway Station.

2.3.8 Focus Areas

In order to gauge the level of support for targeted improvements at the three focus areas, which were highlighted on the map, statements were located at Station Road,

Yate Railway Station and Yate Town Centre outlining that each area “could be improved to help deliver the vision set out in the masterplan”.

The statement located at Yate Railway Station received the most support at 8 likes, with the Station Road and Yate Town Centre statements receiving 6 and 5 likes respectively. None of the statements received a ‘dislike’.

There were six specific comments on Yate Railway Station as a focus area. The key themes raised included:

- Introducing more facilities at the station, such as a café, toilets and shop;
- Making the station more attractive; and
- Introducing more green space in the surrounding area.

There were nine specific comments on Station Road as a focus area. The key themes raised included:

- Opposition to the new cycle lanes due to the impact for businesses as a result of the removed parking spaces²;
- Ensuring there is adequate parking for shops and businesses; and
- Making the road more attractive.

There were seven specific comments on the Town Centre as a focus area. The key themes raised included:

- Updating the shopping centre;
- Support for mixed day and night-time uses for the shopping centre, such as shops, housing and community spaces;
- Introducing more independent shops; and
- Making the town centre greener with plants and trees.

² Details of the separate consultation on the Station Road cycle lanes can be found at: consultations.southglos.gov.uk

2.4. Telephone and email feedback

Those who were unable to, or preferred not to, provide their suggestions on the interactive map and complete the paper-based or digital feedback form could submit their feedback via telephone and email correspondence.

In total, telephone and email feedback was received from six members of the public. This was in addition to comments from South Gloucestershire Biodiversity Action Group, Yate Town Council and Dodington Parish Council. The responses from organisations are summarised in Section 3.

2.4.1 Community

Putting people and community at the heart of the vision for the town

There were no comments on the theme of community.

2.4.2 Movement

Improving physical, mental and environmental health

A number of movement-based themes were derived from the email and telephone feedback, including:

- Upgrading existing pedestrian facilities;
- Improving accessibility of walking routes;
- Expanding the accessible transport network;
- Connecting existing bus routes to South Yate;
- Improving access for mobility scooters;
- Upgrading the accessibility design on buses for people with impaired mobility; and
- Improving traffic management.

2.4.3 Economy

Helping Yate to achieve sustainable growth

One comment was provided on the theme of economy, with the suggestion of improving the parking provision along Station Road in order to support access to trade and employment.

2.4.5 Town Centre

Increasing the variety of things for people to do

There were no comments on the theme of town centre.

2.4.6 Healthy, happy people

Improving people's physical and mental wellbeing

Two comments were provided on the theme of healthy, happy people. One respondent outlined their desire to see the rollout of mental health services and support in the town centre. Another respondent suggested implementing targeted interventions to reduce the social isolation experienced by people with disabilities, particularly improving access to mobility scooters for those with impaired mobility.

2.4.7 Environment

Working with the natural environment

There were no comments on the theme of environment.

2.5. Contact page feedback

In total, 16 people posted a question or comment using the contact page on the dedicated Yate Town Improvement Masterplan website. Of these 16 posts, seven were suggestions for improving Yate.

2.5.1 Movement

Improving physical, mental and environmental health

Key themes

The following six themes were derived from respondents' feedback:

- Improving traffic management;
- Enforcing existing and implementing new traffic calming measures;
- Implementing more parking;
- Affordable bus fares to encourage rise in bus patronage; and
- Providing more frequent bus services within Yate

Focus areas

Station Road

Three comments related to improving traffic management along Station Road. Two comments suggested opening the Road to Nowhere to alleviate traffic along this link. Another comment said that traffic coming out of Longs Drive can get blocked due to the traffic on Station Road and suggested a yellow box at the junction.

Yate Town Centre

Two comments related to improving the availability of parking within the town centre, with the suggestion of a multi-storey carpark to attract more people to shop in Yate.

No comments explicitly related to Yate Railway Station.

2.5.2 Town Centre

Increasing the variety of things for people to do

Key themes

The following two themes were derived from respondents' feedback:

- Modernising the design of public spaces and buildings in the town centre; and
- Introducing more variety of shops (e.g. branded shops)

2.5.3 Environment

Working with the natural environment

Key themes

There were two environment-based comments provided, which were based on reducing pollution within Yate, specifically reducing light pollution caused by the overhead lights in Brimsham Park and reducing local air pollution along Station Road and Westerleigh Road.

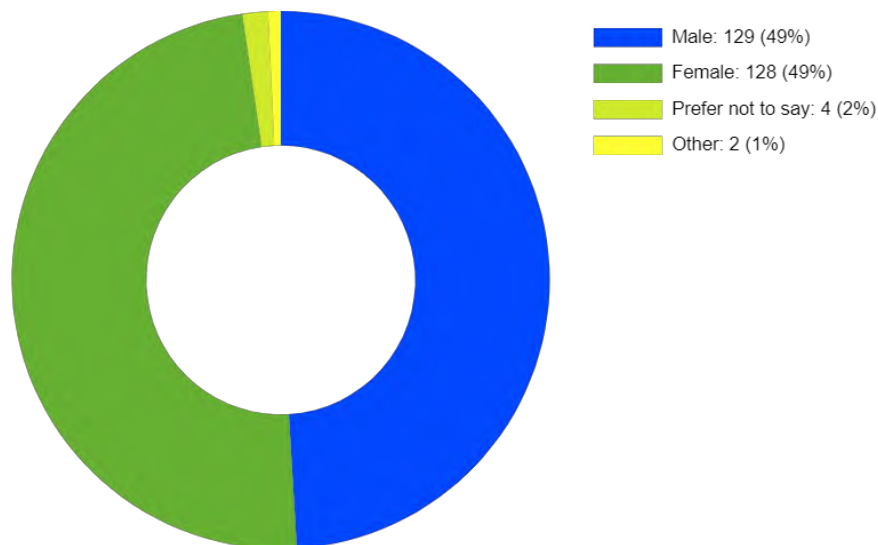
2.6. Profile of respondents

The feedback form closed with some questions to help us understand the profile of the people responding.

For residents

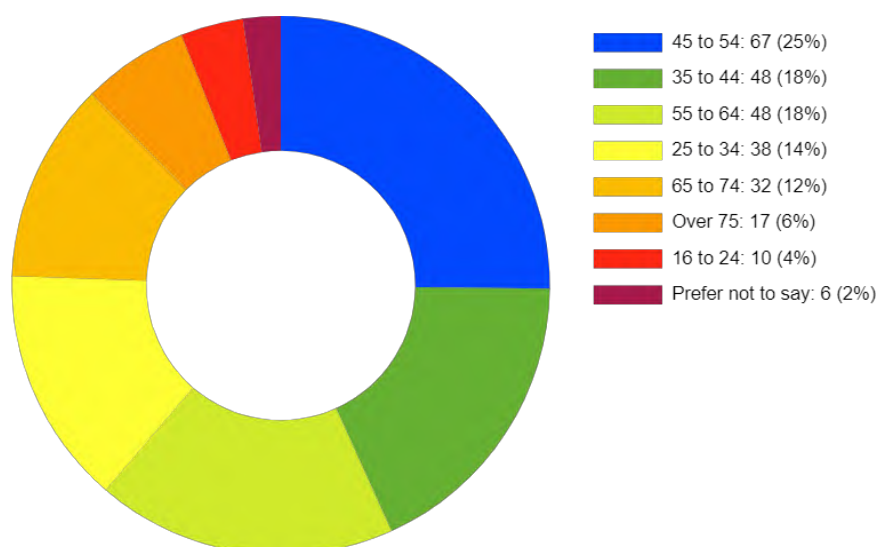
Gender

There was an even split in the gender of respondents, with 49% of male respondents and 49% of female respondents.



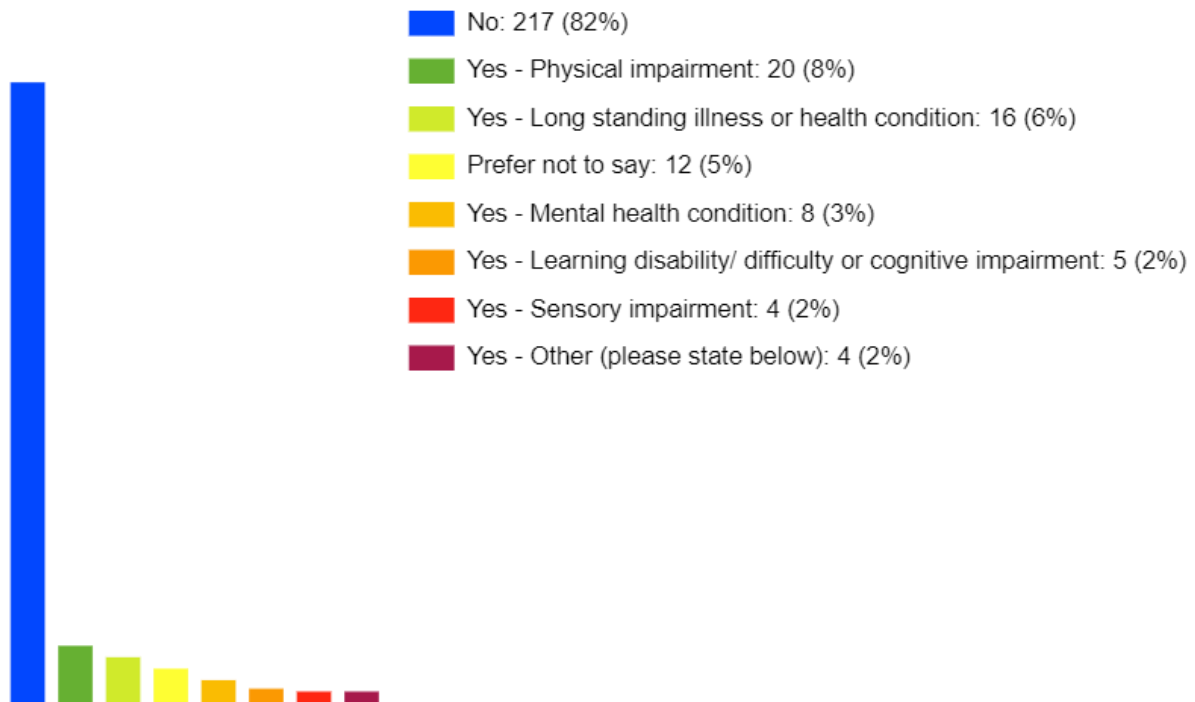
Age

There was a mix of age ranges across the respondents. A quarter (25%) were between 45 and 54, 18% were between 35 and 44 and another 18% were between 55 and 64. 14% were between 25 and 34, while 12% were between 65 and 74.



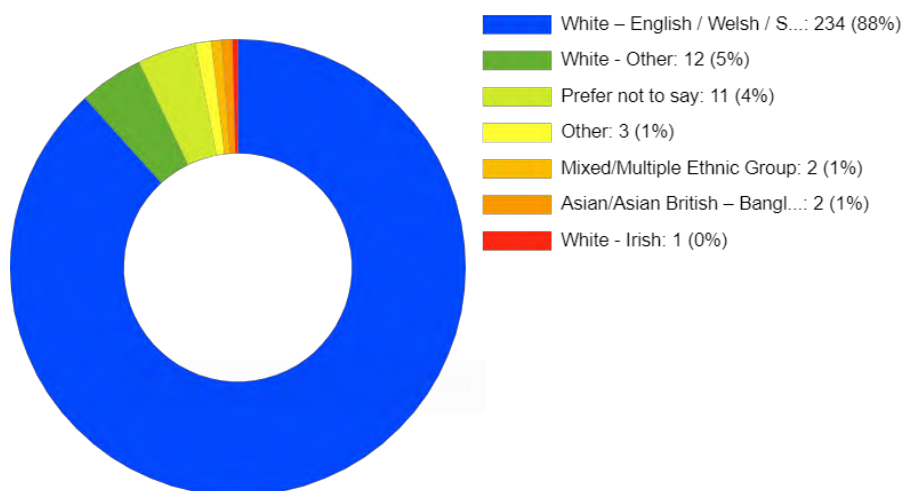
Disability

The majority of respondents (82%) said that they did not consider themselves to be disabled.



Ethnicity

The majority of respondents to the feedback form (88%) were white – English / Welsh / Scottish / Northern Irish / British.

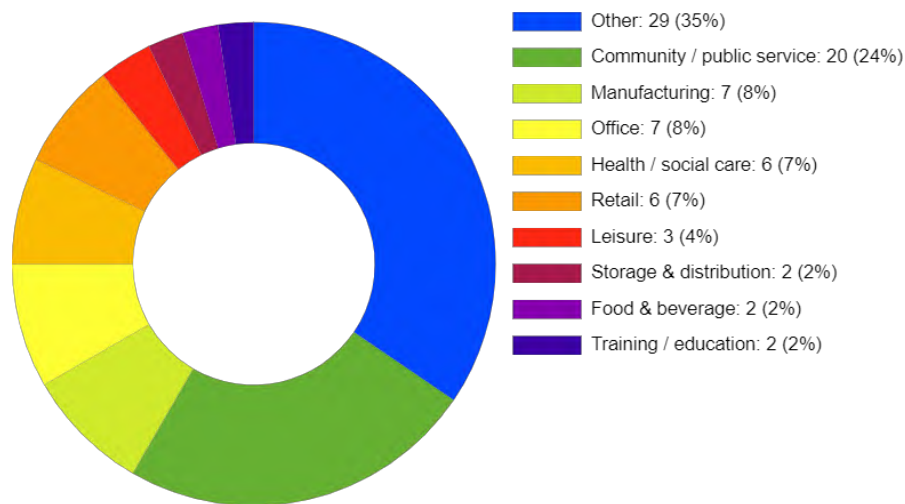


For businesses and organisations

Sector

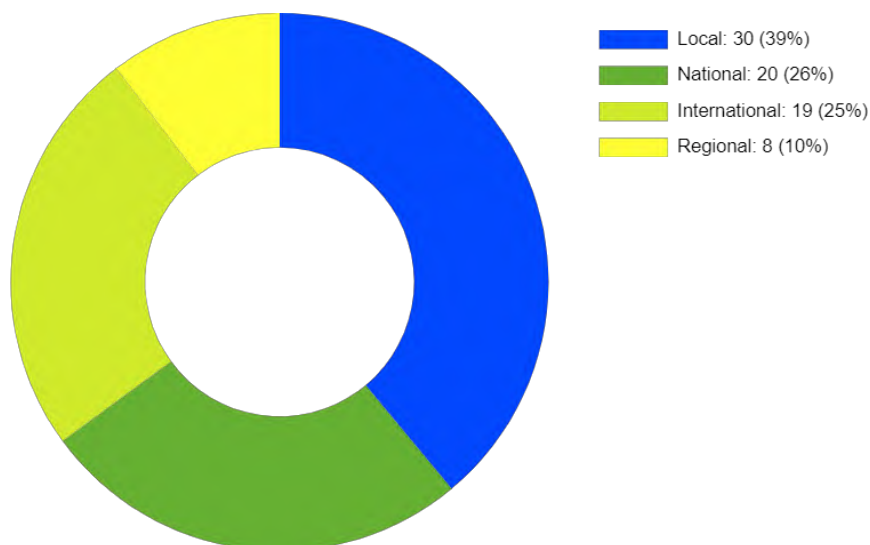
Just over a third of respondents to this question (35%) were in other sectors than those listed, such as construction, media, technology and engineering.

This was followed by just under a quarter (24%) who were in community or public service.



Scale of operation

39% of respondents to this question were local businesses, followed by 26% who were national and 25% who were international.



Businesses were also asked 'What will be the greatest challenges to your business in COVID-19 recovery?' and 'What would help your business thrive in Yate in the future?'

The main themes raised for challenges to businesses in COVID-19 recovery were:

- Financial recovery;
- Getting customers to return and maintaining existing customers;
- Travelling and meeting face-to-face; and
- Keeping staff and customers safe.

The main themes raised for what would help businesses to thrive in Yate in the future were:

- Opportunities for small and independent businesses;
- Lower rent for shops and office space;
- More industrial units;
- Better facilities for home working;
- Support for businesses and start-ups in particular; and
- Improving roads and access to Yate.

3. Other representations

Three organisations provided their response to the engagement period via email: Dodington Parish Council, Yate Town Council and South Gloucestershire Biodiversity Action Group. The feedback from these organisations is summarised below. For the full feedback received from organisations, please refer to Appendix B.

Respondents	Comments
Dodington Parish Council	<p><u>Community</u> Dodington Parish Council identified a number of community events in neighbouring areas. It suggested increasing support from South Gloucestershire Council, including funding opportunities, for community organisations in Yate.</p> <p><u>Movement</u> The Parish Council suggested improving active travel facilities throughout Yate, particularly improving the accessibility offer for cyclists and pedestrians. A number of options were suggested to extend, connect and maintain the existing cycle network in addition to developing new cycle routes.</p> <p>It also suggested improvements to public transport in Yate, including increasing the capacity of Yate Railway Station, specifically the number of train services serving Yate. Other public transport suggestions included progressing the proposed Metrobus scheme, increasing the capacity of the proposed Yate Park and Ride, and improving public transport links to key higher education centres, such as the University of the West of England (UWE).</p> <p><u>Economy</u> The Parish Council suggested ways to retain younger people within Yate, including improving employment opportunities, access to new skills and training within Yate, and public transport to key employment and education centres. Its feedback also supported the draft masterplan vision of creating new spaces in the town for the next generation of businesses.</p> <p><u>Town Centre</u> The Parish Council suggested utilising land in Yate town centre for community-based facilities and relocating key services. It explicitly opposed any additional housing developments within the town centre.</p> <p>The Parish Council outlined a number of challenges to rebuilding town centre as a multi-purpose town centre, including the financial feasibility and the success of the shopping centre as it is currently.</p>

	<p>It also explicitly stipulated that Station Road does not comprise the town centre in Yate.</p> <p><u><i>Healthy, Happy People</i></u> The Parish Council suggested improving the employment offer for younger people, including opportunities for well-paid employment, self-employment and access to post-18 training. It suggested implementing local mental health services and facilities within Yate. It also supported the draft masterplan vision to expand the leisure centre in Yate for cultural facilities.</p> <p><u><i>Environment</i></u> The Parish Council suggested improving air quality and climate change resilience by providing an alternative mode of transport to private cars, in addition to improving traffic management to reduce congestion-induced CO₂ emissions. It suggested increasing support from South Gloucestershire Council, including funding opportunities for environmental organisations and projects in Yate. It opposed implementing additional units overlooking the River Frome. It also suggested implementing electric vehicle charging facilities in the town centre. The Parish Council said that the draft masterplan environmental themes were not sufficiently specific.</p> <p>For a full version of the comments provided by Dodington Parish Council, please refer to Appendix B.</p>
<p>Yate Town Council</p>	<p><u><i>Community</i></u> Yate Town Council suggested an integrated planning approach across Yate, specifically integrating the Southern Zone with its Abbotswood focus, the Northern Zone with its Ladden Gardens District Centre focus, and Chipping Sodbury with its high street focus. The Town Council outlined its desire to maintain safety, both real and perceived, within Yate and retain the town's open, 'non-urban' identity. It suggested implementing community infrastructure to facilitate the new developments in Yate, in addition to reducing the pace of further developments to facilitate integration, and suggested upgrading the quality of existing community buildings.</p> <p><u><i>Movement</i></u> The Town Council pointed to the lack of public transport links to key higher education centres, such as the University of the West of England (UWE), and key employment centres. It suggested providing frequent minibus services to address the gap in bus provision to 'five zonal focal points' (Yate Railway Station, northern hub, southern hub, Chipping Sodbury and Yate town centre).</p> <p>It suggested improving traffic management in and around Yate by implementing a bypass/ring road system, such as the A432 to the</p>

	<p>Iron Acton Bypass. It also suggested regenerating Yate Railway Station surrounds, with an emphasis on drawing out the historical context of Yate and improving access between the Station and the south of Yate across The Common. It suggested engaging with businesses and landowners along Station Road to secure additional land to provide car parking for residents and traders, enhance the amenities along Station Road, and provide a high-quality off-road cycle track along the link. Suggestion to roll out more at-grade parking, rather than decked parking facilities, to retain sense of safety. It also suggested retaining the central location of the bus and bike-and-ride interchange.</p> <p><u><i>Economy</i></u></p> <p>The Town Council outlined its concerns regarding the limited availability of affordable housing being developed in Yate since 2015.</p> <p>It suggested developing a new vision for the employment zone, which provides for small businesses and the self-employed, including workshops, and provides varied forms of employment, including flexible office space. The Town Council pointed to the low-density employment zone as limiting the job per hectare figures. It also suggested to improve access higher education facilities in Yate, specifically colleges, to reduce need to travel to education centres in Bristol and Filton. It also noted that addressing this gap would help tackle existing transport and town centre issues.</p> <p><u><i>Town Centre</i></u></p> <p>The Town Council suggested retaining attractive spaces to gather in the town centre, specifically the covered outdoor shopping areas, and ensuring all shop fronts are in use. It suggested implementing flexible ownership and use models when planning town centre use to integrate public and commercial uses in the town centre and to provide residential spaces that compliment other town centre uses.</p> <p>The Town Council also outlined its support for modernising the design of public spaces and buildings within the town centre, including higher density buildings. It stipulated safety concerns around the idea of introducing wetland / surface water features, with the acknowledgement that residents enjoy separation from hazards, such as water. It suggested providing more gathering spaces for community and retailers to hold a range of events throughout the year.</p> <p><u><i>Environment</i></u></p> <p>The Town Council suggested protecting open spaces to ensure the town's open, non-urban identity is retained and to provide more open spaces, such as allotments, for residents throughout</p>
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	<p>Yate. It also stipulated that the River Frome is a feature, rather than an obstacle.</p> <p>For the full version of the comments provided by Yate Town Council, please refer to Appendix B.</p>
<p>South Gloucestershire Biodiversity Action Group</p>	<p><u><i>Movement</i></u> South Gloucestershire Biodiversity Action Group opposed the suggestion that the River Frome walkway is ‘not well-used’; rather, the group specified that the green corridor should not have development along it, with the exception of an all-weather surface. The group suggested investing in the Frome Valley Walkway in order to facilitate increased use, particularly during the COVID-19 pandemic, and to ensure improved access to the countryside and Areas of Outstanding Natural Beauty (AONB) via public transport and / or active travel.</p> <p><u><i>Environment</i></u> The group suggested allowing the Old Quarry to flood, enabling the site to develop into a water park recreation and wildlife area. It suggested retaining Yate Rocks as an independent settlement and retain Leechpool as a green-blue corridor. It also suggested developing environment softening within the town centre, such as green walls and trees for shading and outlined that these suggestions align with the South Gloucestershire Green Infrastructure Supplementary Planning Document. It also suggested expanding the renewable energy potential in the town, such as wind and solar.</p> <p><u><i>Other</i></u> The group outlined some inaccuracies within the Yate Masterplan Baseline Report and raised concerns about the breath of environmental considerations within engagement materials. These comments have been reviewed and actioned where necessary.</p> <p>For the full version of the comments provided by South Gloucestershire Biodiversity Action Group, please refer to Appendix B.</p>

4. Next steps

This output report analyses the comments captured during the Yate Town Improvement Masterplan engagement period, which was held in autumn 2020. The findings from this report will inform the next stage of the draft masterplan.

In early summer 2021, we will carry out a 12-week public consultation on the draft masterplan.

You can find out more about the masterplan at yatefuture.com

Appendices

Appendix A: Feedback Form

Yate Town Improvement Masterplan



Jacobs ARUP



CIRCADIAN TRUST
Reinvesting your money
into local facilities

Have your say on the future of Yate

South Gloucestershire Council and partners are in the process of developing **a masterplan to improve Yate**. The masterplan will be an important document that builds on and enhances the town's existing strengths, such as being a popular retail area with major employers and offering good outdoor spaces, to ensure Yate is a great place to live, work and visit.

We want to hear your views. Your feedback will inform the draft Yate Town Improvement Masterplan, which will be put to consultation next year.

By taking part in this 10-minute survey, you can help shape how Yate will look, feel and function in the coming years. This survey will ask you about how you currently use and access Yate, your thoughts and aspirations for Yate, and specific questions around improvements throughout the town.

Before completing this survey, please read the **Yate Town Improvement Masterplan Engagement Brochure** which outlines opportunities for Yate and on which this survey is based.

You can complete this survey online at: **www.yatefuture.com**

Alternatively, you can send us this form using Freepost (no stamp required) to:

Freepost SGC

Please submit your completed survey by **16 November 2020**.

Should you require this feedback form in an alternative format, please get in touch with us via **feedback@yatefuture.com**

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

Q1. Are you responding as? (please tick all that apply)

- ☐ A local resident of Yate
- ☐ A resident of the wider South Gloucestershire / Bristol area
- ☐ An employee of a business in Yate
- ☐ An owner or manager of a business in Yate
- ☐ A parish council, town council or local councillor
- ☐ A community or a voluntary sector organisation in Yate
- ☐ Other

If 'other', please specify:

Q2 Please tell us your full postcode e.g. BS or SN * ***.

This information will only be used for the purpose of this survey. Our privacy notice is available at:
www.southglos.gov.uk/privacy

Opportunities for Yate

Shown in the Yate Town Improvement Masterplan Engagement Brochure, we have identified six key themes which will form the focus of the masterplan. We would like to understand how important opportunities around these key themes are to you.



Community

Putting people and community at the heart of the vision for the town

Q3 To what extent do you feel a sense of community in Yate?

☐ Fully

☐ To some extent

☐ Not at all

Q4 Please use three words to describe Yate now:

Q5 Please use three words to describe how you would like Yate to be in the future:



Movement

Improving physical, mental and environmental health

Q6 When undertaking the following trips within Yate, what is the main mode of transport you use? (please tick all that apply)

	Commuting	For business	Shopping	Education	Leisure	Other
Walk / wheel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scooter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorbike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If 'other', please specify:

Q7. To improve your experience when moving around Yate, to what extent would you like to see improvements in the following areas?

	Strongly support	Somewhat support	Not sure	Somewhat against	Strongly against
Availability of parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of loading and unloading spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly support	Somewhat support	Not sure	Somewhat against	Strongly against
Access to public transport services and facilities (e.g. sheltered bus stops, up-to-date timetables)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of high-quality cycling infrastructure (e.g. signage, secure cycle parking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of high-quality walking infrastructure (e.g. crossing points, pavement surface and width)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road safety for all users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion reduced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assistive transport services and facilities (e.g. wide pavements, ramped access, quiet buses, supported journeys)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean, fresh air	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual appeal and attractiveness of the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If 'other' to Q7, please specify:

Q8 Thinking of Yate railway station, what facilities would you like to see at the station?

- | | |
|------------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> Toilet | <input type="checkbox"/> More bicycle stands |
| <input type="checkbox"/> Waiting room | <input type="checkbox"/> Secure bike storage |
| <input type="checkbox"/> Staffed ticket office | <input type="checkbox"/> Electric car charging |
| <input type="checkbox"/> Station guard | <input type="checkbox"/> Available wheelchairs |
| <input type="checkbox"/> Coffee shop | <input type="checkbox"/> CCTV coverage for car park and bike storage |
| <input type="checkbox"/> Convenience shop | <input type="checkbox"/> Parcel collection / drop off point |
| <input type="checkbox"/> ATM (cash machine) | <input type="checkbox"/> Other |

If 'other', please specify:

Q9 If pedestrian, cycling and mobility scooter provision was improved, would you be more or less likely to walk, cycle or scooter within Yate?

- | | |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> More | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> No change | <input type="checkbox"/> Never |
| <input type="checkbox"/> Less | |



Economy

Helping Yate to achieve sustainable growth

Q10 How important would the following improvements in Yate be to you?

	Very important	Quite important	Not sure	Not very important	Not important at all
Accessing new skills and training courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making office space available for new business, close to where people live and shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helping businesses work in more environmentally friendly ways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to new sports, leisure, arts and culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having a greater choice of places to live and work in Yate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 In the future, what types of accommodation (apartments/ homes) would you want to see more of in Yate? (please tick all that apply)

- | | |
|--------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Affordable to buy | <input type="checkbox"/> Detached houses with garden |
| <input type="checkbox"/> Affordable rental | <input type="checkbox"/> Terraced houses with garden |
| <input type="checkbox"/> Private to buy | <input type="checkbox"/> Semi-detached houses with garden |
| <input type="checkbox"/> Private rental | <input type="checkbox"/> Flats with communal gardens / courtyard |
| <input type="checkbox"/> Shared ownership | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Retirement-living | <input type="checkbox"/> Other |

If 'other', please specify:



Town Centre

Increasing the variety of things for people to do

Q12 How often do you use the facilities around Yate Town Centre for the following purposes?

	Daily	Once a week or more often	One to three times a month	A few times a year or less	Never
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Café or restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food or takeaway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting family or friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using a local business (e.g. bank, estate agent, hairdresser)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment (e.g. cinema)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational facilities (e.g. heritage centre, library)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attending a group or class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious purposes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If 'other', please specify:

Q13 If the variety of things to do in Yate Town Centre was improved, to what extent would you be interested in visiting the Town Centre if it had more of the following facilities and activities?

	Very interested	Quite interested	Moderately interested	Slightly interested	Not at all interested
Bars, pubs and restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local produce and food markets (e.g. farmers market and street food stalls)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums / art centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative classes (e.g. arts and craft)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre / cinema / music and comedy performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parades / festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gym / leisure centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness groups / clubs (e.g. walking group, dance club)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wellbeing, mental health and dementia support services and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexible workspaces, business lounges and meeting rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult education and training facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Independent businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor spaces for socialising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very interested	Quite interested	Moderately interested	Slightly interested	Not at all interested
Play areas, parks and recreational grounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteering opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If 'other' to Q13, please specify:

Please turn to the next page to continue completing the feedback form.



Healthy, Happy People

Improving people's physical and mental wellbeing

Q14 Please indicate the extent to which you can easily access the following places and services via walking, cycling, or public transport in Yate (i.e. not using a car)

	Fully	To some extent	Not at all	Don't know / Never visit
GP Surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental health and wellbeing support services and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks / woodlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants / bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports / recreation venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Places of worship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Environment

Working with the natural environment

Q15 How frequently do you use Yate's parks and open spaces?

	Daily	Once a week or more often	One to three times a month	A few times a year or less	Never
Frome Valley Walkway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yate Common	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brimsham Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Millside Park and Playground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kingsgate Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Witches Hat Play Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If 'other', please specify:

Q16 How important would you consider the following improvements to encourage exercise and socialising in Yate's parks and open spaces?

	Very important	Quite important	Not sure	Not very important	Not important at all
Good quality walking paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sufficient and attractive lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheltered area(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Designated cycle lane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike stands / parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfortable seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playground facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eatery facilities (e.g. cafe, outdoor tables)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor gym facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor sports facilities (e.g. sports pitches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual appeal (e.g. flowerbeds, street art, sculptures)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve spaces for people with additional needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If 'other', please specify:

Please specify any other improvements you would like to see to Yate's parks and open spaces:

Next Steps

Q17 If you have any further thoughts or suggestions for improving Yate, please provide them below:

About You (for residents)

If you are responding on behalf of an organisation, please skip to Q22.

This section is really 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.

Q18 Gender

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

Q19 How old are you?

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

Q20 Do you consider yourself to be disabled? (please tick all that apply)

- ☐ No
- ☐ Prefer not to say

- ☐ Yes - Physical impairment
- ☐ Yes - Sensory impairment
- ☐ Yes - Mental health condition
- ☐ Yes - Learning disability/ difficulty or cognitive impairment
- ☐ Yes - Long standing illness or health condition
- ☐ Yes - Other (please state below)

If 'other' to Q20, please specify:

Q21 Your ethnicity

- ☐ Arab/Arab British
- ☐ Asian/Asian British – Bangladeshi / Chinese / Indian / Pakistani / Other
- ☐ Black / Black British – African / Caribbean / Other
- ☐ Gypsy or Traveller
- ☐ Mixed/Multiple Ethnic Group
- ☐ White – English / Welsh / Scottish / Northern Irish / British
- ☐ White - Other
- ☐ White - Irish
- ☐ Prefer not to say
- ☐ Other

If 'other', please specify:

Questions for businesses and organisations

Q22 Which sector best identifies your organisation?

- | | | | |
|------------------------|--------------------------|----------------------------|--------------------------|
| Retail | <input type="checkbox"/> | Office | <input type="checkbox"/> |
| Food & beverage | <input type="checkbox"/> | Training / Education | <input type="checkbox"/> |
| Manufacturing | <input type="checkbox"/> | Community / Public service | <input type="checkbox"/> |
| Storage & distribution | <input type="checkbox"/> | Health / Social care | <input type="checkbox"/> |
| Leisure | <input type="checkbox"/> | Other | <input type="checkbox"/> |

If 'other', please specify:

Q23 What is the largest scale your organisation operates on?

- | | | | |
|----------|--------------------------|---------------|--------------------------|
| Local | <input type="checkbox"/> | National | <input type="checkbox"/> |
| Regional | <input type="checkbox"/> | International | <input type="checkbox"/> |

Q24 What will be the greatest challenges to your business in COVID-19 recovery?

Q25 What would help your business thrive in Yate in the future?

Thank you for taking the time to tell us your views.

Please return the completed survey **by 16 November 2020** posting it to:
Freepost SGC

Appendix B: Responses from organisations

- 1. Doddington Parish Council**
- 2. Yate Town Council**
- 3. South Gloucestershire Biodiversity Action Group**

1. Doddington Parish Council

DRAFT COMMENTS ON YATE TOWN IMPROVEMENT MASTERPLAN

Introduction

A working group of 4 councillors and the Clerk met several times to discuss Masterplan – and presented their comments to Planning Committee on 28th October 2020 – where the committee took on board.

They ran through the Questionnaire / Feedback Form (which the Parish Council have attempted to respond to – as a Parish Council). The working group felt it was more designed for individuals though and as such they have encouraged councillors to look at and respond in a personal capacity.

They also looked at the maps, themes and case studies.

Due to timing of meetings it was proposed by Cllr Dave Lane and seconded by Cllr Jean Thomas and RESOLVED to delegate authority to the working group – to submit comments by 16th November 2020.

- Initial Views on Masterplan.
 - o The report makes it clear that the main concentration of the study is on the axis of Yate Station, Station Road and Yate Shopping Centre and areas nearby. There is one brief mention of the Western Gateway (commercial estates) but that is all.
 - o The sections on history, environment and current statistics seem to be sound. There are a few areas where the consultants' perceptions might not be shared by residents though (ie Bus Station being isolated from Town Centre.....where it is – is generally where people want to get to)

COMMENTS AROUND THE KEY THEMES – items / matters that Doddington Parish Council feel need to be considered.

COMMUNITY -

- Calendar of community events ignores a lot that happens in other parts of the urban area, e.g. Chipping Sodbury Festival, Abbotswood Sustainable September, The Advent Trail, Scarecrow Trails, Cribb Festival.
- Community groups need much more support from South Gloucestershire Council, including financial – the trend over the last few years has been to shift burdens onto the voluntary sector and the local councils. The Covid-19 pandemic has highlighted the community spirit within the area – with the Yate & Sodbury Neighbourhood Support Group being set up by end of March 2020.

MOVEMENT -

Walking:

- More pedestrian crossing locations needed on Station Road – it is a barrier to pedestrian flow at the moment
- Cycling provisions – existing as well as proposed – need to be audited and improved for use by disability scooters, and to consider the needs of disabled people
- Better signage – route markers would help
- It states making space on existing roads for pedestrians....this is something that planners and developers need to consider carefully with any future builds – so that we don't have a repeat of the situation on Normandy Drive – where there is no room for pavements at all.

Cycling:

- Yate Spur needs to be progressed, S Glos have been considering the Westerleigh "missing link" for nearly 20 years
- Widening of pathway across Yate Common from "Road to Nowhere" to Yate Station, which would also provide a disabled friendly route
- Cycle route from Yate to central Chipping Sodbury
- Cycle route from North Yate to Winterbourne, to link up to cycle route to Bristol Parkway Station and North Fringe
- Cycle route from Yate Spur to Bristol and Bath Science park
- Link between Chipping Sodbury and Wickwar
- When the Yate / Sodbury / Dodington cycle network has been joined up, need proper signage like Bradley Stoke's "coloured routes"
- Existing cycle routes need to be maintained properly, for example the cycle path along Goose Green Way has deteriorated badly

Public transport:

- Increased frequency of trains from Yate Station
- Move on with Metrobus link proposal
- Increase the size of the proposed Yate Park and Ride - the town has grown since it was first planned years ago
- Have buses that actually call into the Park and Ride site, not the other side of the main road
- Take account of the two-way Park and Ride traffic - Yate is a destination for employment and shopping, not just a commuter town
- We have the University of the West of England only a few miles away, but it is very difficult to get to from Yate. Public transport links are essential

Reduction in Short Car Journeys:

- It suggests limiting parking in the centre of Yate, however with the current Experimental Traffic Order that is being tested on Station Road – people seem very unhappy about having their parking limited....so unsure as to how successful this will be – plus if you work in the centre of Yate – you possibly need to be able to park there (unless you are very local).

ECONOMY -

- Support providing access to new skills and training within Yate (post 18 rather than post 16)
- Support creating new spaces in the town for the next generation of businesses, e.g. by redeveloping older parts of the Western Gateway estates
- Seek to develop employment other than the current minimum wage jobs - this is a major factor why young people are moving away, together with high travel costs and inadequate public transport links to employment areas
- Unless employment opportunities improve locally the demographic lean towards older people will become more and more pronounced.
- Quality jobs are needed locally – and in order for this to happen the infrastructure needs to be in place to encourage employers to the town.

TOWN CENTRE -

- Need art-based venues, support idea of using western end of Shopping Centre island. But note complicated land ownership!

- Do not support extra housing in Town Centre – the land is too valuable for other, community-friendly purposes
- Consider relocation of Fire and Ambulance Stations
- STATION ROAD IS NOT THE TOWN CENTRE, as the consultants seem to think. On page 40 of the baseline report “Traditional town centres are generally High Streets in the heart of the settlement, knitted into the existing place, with numerous destinations and attractors...Yate Shopping Centre acts as the town centre, but is it really a town centre?” Their vision is a very different, multi-purpose shopping/town centre. They haven’t taken on board that (a) A rebuild wouldn’t be financially viable; (b) Yate Shopping Centre is performing better than most comparable size retail areas in the country in our uncertain times – why change something that is successful, when traditional high streets are struggling?
- The consultants’ perceptions might not be shared by residents. For example they describe the Bus Station as being “isolated from the town centre” and “could be better connected to the main shopping area”. They also say “There is very little incentive to walk or cycle to the town centre as the roads are barriers to safe movement, and is poorly connected by public transport” – Are they talking about the main length of Station Road as the town centre?

HAPPY, HEALTHY PEOPLE -

- “Enabling young people to achieve their needs and wants in Yate” – well paid employment and good post-18 training are key to this.
- Need to encourage self-employment as well as big employers – whether it’s plumbers or IT contractors, we need a mix of the traditional and the modern skills.
- There are some useful ideas raised such as expanding the part of Yate where the leisure centre is for cultural facilities.
- Access to mental health facilities within the town / area is non existent – and the services were needed – but are needed even more since Covid-19.
- There are five main mental health services which residents can be referred to.
- However we need local access for residents to be developed.
- Local drop in access for support and guidance.
- Have a good MIU and GP surgeries and the services they offer could be expanded – so people don’t have to travel or wait so long for support.

ENVIRONMENT -

- The theme statements are quite blank and not specific
- As well as alternatives to private cars to help with clean air and climate emergency – there needs to be improved traffic flow within the town so that cars aren’t idling at traffic lights, junctions causing extra emissions
- More facilities for electric cars to be charged in the town centre (currently none)
- Just like other community groups, environment groups and environmental projects need much more support from South Gloucestershire Council, including financial – the trend over the last few years has been to shift burdens onto the voluntary sector and the local councils
- The report talks about the “green and blue corridor” of the River Frome, but say “Only one food & beverage unit uses the waterfront along the River Frome. The River Frome walkway is not well used and has no overlooking from buildings” – The waterfront and overlook points are positives rather than negatives. We do not need more units overlooking the Frome.

GENERAL COMMENTS & SUMMARY

We regret the concentration of the study on the axis from Yate Station to Yate Shopping Centre. This is not representative of Yate as a whole, and even less representative of the Yate / Sodbury / Dodington urban area. An opportunity for a holistic approach has been missed.

On P40 of the masterplan it states that 'Traditional Town Centres are generally High Streets in the heart of the settlement.....we feel that Yate Shopping Centre acts as the town centre and that the vision being portrayed is very different.....a rebuild really isn't viable – and as it is Yate Shopping Centre is performing better than most comparable size retail areas in the country during our uncertain times....why change what seems to be successful – why not work with what is there.

The report is quite dismissive of the current town centre – describing it as 'single use'. However, there are flats above the shop, shops are well used, there is a gym, leisure centre, library, restaurants and pub plus seasonal pop up shops, pharmacies and dentist / opticians and banks.

The report talks about needing to hold events in the centre....we already have (Covid notwithstanding) Father Christmas, Christmas Brass Band, Light Switch on and Parade activities during school holidays and the much loved summer beach.

It is felt that yes there are things that can be done to improve Yate and surrounding area – but members aren't sure that this plan / report is always focusing on the right ones.

2. Yate Town Council

YATE MASTERPLAN: Yate Town Council feedback.

In this response the Town Council is focussing on strategic issues. In other documents, already set to the Town Council, such as our Let's Get Yate Moving Strategy & Cycleways Strategy, we have set out other aims, and more detail. These should be readily available to the consultants, but if not, we are happy to provide copies. We have listened during the consultation period, and as partners in developing the project, at the end of the consultation period want to feed our comments into the developing plan. We have focussed on five things:

1. Whole town approach.
2. Employment zone west of the railway
3. Station Road and the Station
4. Central zone
5. Southern, Northern, and Chipping Sodbury Cores

We have seen the responses of Dodington Parish Council and strongly support their response (save where it differs in emphasis from this document!)

Before going to those five elements, we want to stress that we can see considerable merit in modernisation and intensification – the central part of our town was designed to serve a small town, over 50 years ago. Extensions to eg the leisure centre have happened in a piecemeal fashion. A well designed new town centre, that preserves those things about our town centre that people find attractive, but introduces a modern approach could fit the town centre for the next 50 years. We do see it as essential that we do not fragment the town centre, or fill it up, such that there will not be flexibility for the centre to respond to the needs of the next 50 years, as they emerge. So, for example, at the moment the demand for retail is at an all time low, but we should be careful to ensure we design the plan so that there is room for retail to expand, when it bounces back, or to accommodate opportunities which will become vital but cannot currently be foreseen. Whilst having a single private owner for much of the town centre creates problems, in terms of public access, it also provides a flexibility. We want to ensure that future tenure arrangements provide flexibility, but also enhanced public access. Again, this is an example of this model of wanting to keep the best of the old but improve on it. So we are not against change, but equally are concerned to ensure we do not 'throw the baby out with the bath water'.

1. Whole town approach.

- 1.1. We are concerned that the masterplan is focussing upon one part of the town and does not even include the whole town on the consultation map. We need to ensure that we integrate the Southern Zone, with its Abbotswood Focus, the Northern Zone, with its new Ladden Gardens District Centre focus and Chipping Sodbury with its high street focus. It is essential to see the urban community and its rural neighbours as one, so that we test and model the impact of any proposals on those areas – and do not make changes to the centre of Yate at the expense of the viability of those community focal points, or to the detriment of residents in those areas.

- 1.2. The **key words** that describe that we hear residents telling us makes Yate a place they positively want to live, work and shop is – safe, open, accessible, not urban. For example, the current shopping centre security systems and staff are something that reassures residents and would need to be continued into whatever model is adopted.
- 1.3. We would welcome the development of modern, innovative design, and varying densities, but we need to be clear that it must continue to deliver that safe, open, non-urban form people say makes our town distinctive.
- 1.4. Before we move to the specific zones, we need to identify **four** other issues

- 1.4.1. **Transport links and connectivity.**

This is firstly about **how the town connects to other places**, in particular centres of education (including UWE and SGS), hospitals and centres of employment. We have spelt the problems out in detail in Lets Get Moving, but the core problem is that we have no public transport links to places like UWE, and some centres of employment – and very poor links to others. This creates excessive essential car reliance. Strategic planning for Yate has to ensure that these transport links are improved, and that more of these services are available within the town, so as to reduce the need to travel and burn carbon.

But it is also about connectivity WITHIN the town. We have pushed for a round town hopper /shuttle bus, to radically alter the need to travel by car to the key locations in the town centre and other zonal focal points. So far, we have got as far as a £1 hopper fare round the town – but the buses are not frequent enough, and do not interconnect the five zonal focal points – station, northern hub, southern hub, Chipping Sodbury and the town centre. This interconnectivity by a frequent minibus scale service would radically alter the traffic needs in the town centre.

Town bypass. At present all routes connect in the centre of town. We are one of the largest towns in the country without a bypass. In particular there is no route into the southern half of the town except via the town centre. Traffic models shows that about 25% of traffic enters the town by each of the A432 from Old Sodbury/A432 from Coalpit Heath/minor road from Westerleigh under the railway arch/ Northern PDR. None of these access routes link up, except possibly the first and fourth, if you regard St John's Way as a bypass link. Consequently, a substantial percentage of through traffic uses the town centre, and there are significant problems in trying to avoid the town centre. There is an aspiration for a link from the M4 to Yate, but currently plans for that show it joining the A432 west of Yate and do not show it connecting to any of the other routes. We need to be flagging the need for a bypass/ring road to get through traffic out of Yate and Chipping Sodbury town centres. Crucially, this means a road that links the A432 west of Yate to the PDR (Goose Green way) needs to be a central feature of the proposals for land west of the railway. This used to be in the strategic transport

plan, under the title of the Stover Link Road (which is why the roundabout spur by the council offices was built originally). It needs reinstating, as part of this masterplan. **This will reduce the levels of heavy vehicles needing to use Station Road and the town centre.**

1.4.2. Education Here the issue is the lack of college facilities in the town, requiring people to travel to Bristol or Filton for college. The lack of local provision makes retraining, day release, evening courses really difficult for a workforce with specific skills needs. The demographic data indicates the need for upskilling of local people to meet the needs of the changing economy, and that requires specific local provision to be restored.

1.4.3. Homes The town will have grown by c40% by the time current consents are all implemented. We have found in the last 40 years that periods of rapid growth then require periods of 'breathing space' to allow for consolidation / integration of the new communities before further growth. We consider it essential to give the town that breathing space, so the new developments can settle and be integrated. It is essential that the community infrastructure needs that these developments generate is addressed rapidly, but we are finding that it is impossible to get solutions to needs that are identified as the development happens which were not seen by officers a decade ago when working on the s.106 agreements – junctions that are struggling to cope but which were not in the list of junctions originally agreed for improvement for example. We have to have a better, more flexible solution to the problems new development generates.

We are also concerned that not one new home has been built in the town since 2015 at a price a local person on a local average wage could afford to buy. Of course, there is the specified level of social housing and what the government deems 'affordable' but if you look at Yate/Sodbury average wages the mortgage they sustain would not permit a person on average income to buy. A high percentage of the town was built and sold as new to people who were the first in their family to own their own homes. They quite reasonably assumed their children and grandchildren would be able to do so. There is deep disappointment and resentment that this is not happening.

1.4.4. Open spaces – the protection of open spaces such as the land behind Ridgewood is crucial to the sense of openness people identify with in relation to the town. We also need to be seeking to provide things like allotment land, to address historic shortages (not tied to only being available to residents on the new developments).

2. Western Gateway: Employment zone west of the railway – density and diversity

- We see this is core to tackling some of the transport and town centre issues. The employment zone is currently a low density American style estate, with low job/hectare figures. The lack of additional land has resulted in for example the

employment figures for the Ladden Gardens development having to be met by an industrial estate within the new development, accessed only by going up residential roads, which is utterly inappropriate, and by relying on far higher levels of permanent home working.

- We see it as crucial that the land assembly work is done in partnership with the landowners to develop a new vision for the employment zone, which provides for small businesses and the self-employed, including workshops with their home over; denser industrial uses and forms; and the provision of space for a town hotel; for the relocation of lower density town centre uses; and for the provision of whitegoods sales outlets which are not suited to the town centre, for which people currently have to travel to Cribbs or beyond. The employment form needs to be varied and to include for example flexible office space.
- It is essential that as part of this project the Stover Link Road, ie the bypass link from A432 to the Iron Acton Bypass is completed, to give lorries and other through traffic a route around the town that avoids Station Road and the town centre.

3. Station Road and the Station

- Those of us on the town council who were instrumental in getting the station reopened had wanted to open it on the original site, using the Brunel shed and turntable. But we could not secure the site, so opted for getting it opened on the basis you currently see as it was that or nothing. We would very much want to see a focal point / gateway development in and around the original station site, linking to the historic context, improving access to the station from the south of town across the common, designed to help regenerate Station Road.
- On Station Road, we need to work with Whirlpool as a major frontage owner, to secure additional land to provide car parking for Station Road residents and traders and to enhance the amenities on Station Road. Their front building for example was once an important social club in the town and was a feature of Station Road. Opportunities to work with the owners could address some of the current issues. We believe fundamentally that we need a decent off road cycle path and parking for residents and traders, and that requires creativity in relation to land ownership and use. It is essential that there is strong support in the plan for addressing the needs of that community of residents and traders. The shops there meet a vital need, for off centre retailing. Rents are prohibitive on the central shopping centre, and the unit sizes do not meet the needs of sole traders and start-ups in the way these units do.
- The three community buildings, which have the same landowner, all of which are out of date, environmentally poor in climate terms, and duplicate resources, offer considerable potential, when taken with the open space behind, also in the same ownership, to develop new community facilities, which could offer a renewed focus to the western part of the town, and the strong historic links between the areas north and south of Station Road.

4. Central zone

Here there are a number of crucial features, which we addressed in our original document at the start of the process. We have reattached that for convenience (Future for our Town Centre). We re-endorse those comments.

- The central zone should not be defined by landowners, but functionally, and therefore must include from B and Q and the church to Ridgewood and include the frontages south of Kennedy Way.
- It is essential that we retain the covered shopping areas, which are a positive attraction.
- At grade parking is vital as people strongly tell us that they do not mind covered parking, but not decked parking which makes them feel less safe and secure. This is what led to the ground level parking under Tesco, a model that has worked well. People feel safe there. We would welcome more of this. All day parking eg for staff could be at a different level. Parking must continue to be at least at current levels, with proportionate increases for additional parking, as it is already too limited.
- We only have one town centre, and need to ensure that ownership and use models into the future retain the flexibility to enable us to meet future needs – so for example the introduction of owner occupier flats would reduce that flexibility making land assembly for future redevelopment difficult, and would also reduce flexibility in terms of land uses because of the risk of neighbour complaints (a nightclub for example could find itself opposed by residents on the island).
- We have long argued that the ambulance station and fire station should be moved to an edge of town location, partly so they are not caught in town centre congestion and partly to free up land for other town centre uses, but this must only be done if and when they have secured edge of town locations within this urban area ie a move not a loss. Thus, for example, the work on the land west of the railway should include that provision.
- Any model should provide for the integration of commercial leisure, not for profit leisure, public services and retail, integrating them, not providing a sort of ‘ public sector’ zone. It must recognise the existing uses and their ethos and enable them to continue. We would oppose moving the Armadillo for example. However, the leisure centre could usefully be redeveloped, as long as the replacement has as good a set of facilities, as it has been built piecemeal and could provide the current facilities in a much better manner if designed from scratch. We also welcome library / leisure centre integration.
- All town centre frontages must be live frontages – we are opposed to creating dead frontages, eg entrances to blocks of flats. We know the consultants are thinking of modelling the town centre on the lines of a normal town centre, but that is to lose something vital, which is the connectedness. There is something going on right through the shopping centre, bringing people in and through. If we reduce its size dramatically, we lose future flexibility and if we fragment it, we lose the sense of going to the town centre.

- Whilst we would welcome increases in the height of the town centre buildings (we were the people who argued for a three storey MIU building at Westgate), this must be done sensitively to the low rise, low density housing adjoining the town centre, whose amenity and quiet must be protected. We would welcome use of upper floors for offices, leisure and for residential accommodation – but, and this is a big but – we would be opposed to residential occurring throughout the central area because of the constraints that will impose in terms of flexibility and noisier use- so it must be in locations such that there are substantial areas where noisier uses could still occur.
- As we said in 2017 we welcome the introduction of residential uses into parts of the central area, but as we said then, it needs to compliment the other users, not replace them, and must be designed so as to retain the flexibility of use the current centre features.
- Modern design is welcome to people, including upper floors, as long as these other factors are built in.
- We are concerned about the idea of wetland / surface water features in the central area. A key thing residents like about the current area is its separation for cars and from dangers such as water, meaning children have more flexibility.
- Within the town centre there must be a large focal point space, that can be used by the community and by retailers for a whole range of events through the year. Currently the central square is entirely privately owned, so a private company controls what can and cannot happen. We believe this should be a public area, with bookable for a wide range of events – including retail ones.
- We have long argued for a major environmental enhancement, turning the river into a feature, not an obstacle. Sadly, that was rejected when the scheme east of Link Road was built, but we hope this time it will be realised.
- Removing some town centre through traffic is vital, but there will still be issues around access to the central zone, crossing what are busy roads, with congestion because of poorly designed car park access points, so this will all need to be redesigned, to enable pedestrians and cyclists to gain safe access to and move through the central zone (it is currently a barrier to cycling) – and for vehicles to park safely, and to have non congested streets
- The bus interchange and bike and ride interchange must continue to be centrally located.

5. Southern, Northern, and Chipping Sodbury Cores

This is not it seems part of the consultation, but it is essential that we ensure the vitality of these core areas, as service and community hubs, and that we model them into any planning, so as to ensure we are not undermining them, replicating them or seeking to deliver in the core area of the masterplan things which are better provided in those areas.

**Future for our Town Centre:
Call for an Area Action Plan for Yate and Chipping Sodbury**

As part of the PSP process, and ongoing 'profiling' associated with the next local plan, we have been asked by South Gloucestershire for some initial thoughts upon the future of our town centre and retailing.

These only need to be bullet points and follow on from a face to face discussion. Members are asked to approve the following comments for submission to South Gloucestershire as supplementary responses to their initial Local Plan consultation.

1. Area Action Plan

We are asking for South Gloucestershire Council to agree to develop an Area Action Plan for our key services, public and private. Whilst master plans deal with the design of the new housing developments themselves, they do not deal with the impact of this development upon our town centres, traffic and our public services and retail services. An Area Action Plan would enable a clear plan to be put in place.

2. Community, commercial and voluntary sector uses

Our central areas, to which our communities look have limited footprint. In that space core community, commercial and voluntary sector uses need the space to provide the facilities our communities want. We see the smaller retail areas around the town continuing to act as sub-focuses, related to the area wide facilities into three central areas.

3. Integration

Our aim is to integrate the residents of new housing into our town as a whole. Even if the worst happens with residential growth, the town will not be big enough to sustain an additional town centre. So, we hope the 'local centres' in the new developments will build upon experience of other local centres in the town and provide the sorts of services which are best met very locally and foster local community, but complimentary to the main centre sites.

4. Evening and Leisure Use

We note that an integrated approach between the Town Council landowners and South Gloucestershire has delivered significant improvements in the evening facilities in the town, with the exception of the planning issues which have undermined the not for profit facilities proposed. That joint approach is now needed to extend the evening and leisure offer.

5. Intensification of the central area

There is limited town centre space, and limited parking. People want more shops and more parking, so the only solution is to a radical approach to intensify the design of the town centre eg parking under the shops or multi-storey retailing . Intensified building to the

height of the MIU would be acceptable - as long as it is not too close to existing residential properties, who need a transition zone with low density development as at present. We are worried about further low density piecemeal development – we need to get the most we can out of the limited land available

6. Avoiding loss of retail / town centre space

We welcome opportunities for complimentary housing in the town centre, but these need to be designed to compliment the primary purpose of providing a core retail and service hub - so we need planning policies that enable us to resist loss of town centre services sites to residential use without also providing at least the same service/retail footage. We simply do not have enough town centre left.

7. Western Gateway

The development of a Western Gateway to the town, which would serve as a white goods focal point in the town – ideally as part of redevelopment in the vicinity of the Station to include enhancements to the station. This needs to be done in a manner that does not undermine the viability of current town centre uses.

8. A fundamental rethink of traffic and transport in the town centre

To recognise the impacts of the new housing, on what is already a chaotic situation at key times and to recognise the impact of the Metro coming along Kennedy Way.

9. A three centre approach.

We believe this needs to deal with three centres, the centre of yate, the western gateway and Chipping Sodbury town centre. These three have complimentary roles – and in planning the future we need those roles articulated, and plans put in place to ensure they all have the facilities they need to thrive. So, a hub and spoke approach might work. We see Station Road and its retailing as a vital link between the town centre and the Western Gateway.

10. A coalition of owners and agencies

We believe this can be best achieved through a coalition of all the landowners of key sites, and the relevant agencies, including the parish councils affected.

Yate Town Council
4 May 2017

3. South Gloucestershire Biodiversity Action Group

Yate Master Plan Consultation 2020 External Feedback - South Gloucestershire Biodiversity Action Group 26/11/2020

Reading through the plan we noticed a number of errors or ambiguities:

1. It took us ages to dig down to find the detailed report called Baseline Report 60+ pages. This seems to have been hidden away at the end of the documents.
2. It is called the Yate Masterplan but seems to cover a much larger area, spilling out to all the surrounding villages. So the title seems to be a misnomer. As Fen, our chairman has said, I think a key is making sure that Wickwar, Rangeworthy and Chipping Sodbury/ Yate don't join up at some point in the future to create a huge urban conglomeration. That would also include Iron Acton, Westerleigh, Old Sodbury, Horton.
3. Fen also says, 'It lists a lot of aspirations but is rather "for good and against evil", i.e. you can't disagree, but what is anyone actually planning to do?'
We agree totally with what Fen has said here. There doesn't seem to be a mention of the Council's Green Infrastructure Planning Document which seems to have a lot of practical positive ideas and solutions.
4. There are a number of factual mistakes e.g. A photo of Chipping Sodbury quarry is labelled Wickwar Quarry. A picture of Cherry Road is not in Yate but in Chipping Sodbury and southeast not north of Station Road. Westerleigh Common is now called Yate Common. This tells us that the author/s might not be local and it might be useful for the author/s to walk round with someone who is very familiar with Yate.
5. The quarry site is mentioned on page 12 quote:

There is an additional opportunity at Wickwar Quarry to enhance the biodiversity and frame the special geological qualities of the site

Presumably this means the old quarry, Barnhill Quarry, Chipping Sodbury, but also it should include the green strip of Ridgewood and Tylers Field running north south alongside the quarry. We have long thought that the old quarry site should be allowed to flood (i.e. stop the pumps) and become a water park recreation and wildlife area.

6. The fields around Yate are described in the report as used for livestock rearing and arable. In actual fact, most of the land around Yate is used for horseculture which has a totally different management regime and generally degrades farmland.
No mention is made of the huge solar farm at Nibley, west of Yate.

Moving on to other considerations and implications:

Compared to other aspects of Yate described in the document, the Environment section is extremely brief and lacking in detail. It does not reflect the modern emphasis on climate and ecological crisis. On page 30, the diagram should have Climate Emergency central, not floating around as an afterthought on the periphery. The report approach seems to be out of date with current thinking. So much of the report is taken up with the built infrastructure.

- a) It does not adequately describe the existing green corridors, e.g. Ridgewood from the R. Frome corridor north through Ridgewood to Tylers Farm and Brimsham Park; Kingsgate Park from R. Frome by The Link Road pond south through Radburn-style housing development along the Ashlar path by the railway to Wapley Common; R. Frome woods from the Link Road pond to The Elms Estate and on through Jubilee Park to Chipping Sodbury; Kingsgate Park through Stanshawes Drive to Yate Common and there are others.

The Radburn style of development allows for green corridors to be promoted through the town.

b) The schematic map entitled "What could the future of Yate look like?" omits existing parks and nature areas and potential corridors.

c) There is no mention anywhere of local nature areas e.g. The Sidings, The area in Kingsgate Park, Goose Green meadows, Ridgewood, Wapley Common, the protected verges along the A432, Kennedy Way.

d) There is no mention of scarce or notable species, some of which are protected e.g. Great Crested Newts, Bithynian Vetch (a South Glos B.A.P. species), particularly specific to Yate.

e) We don't understand the phrase relating to the photo of The Frome Valley Walkway on P. 29 **The River Frome walkway is not well used and has no overlooking from buildings** Whilst it could do with a better all weather surface it is essentially a green corridor and should not have development along it as is inferred by the sentence. There is a similar route for pedestrians down through Ridgewood which is heavily used, so why is this route not more used. Probably because it tends to be muddy during wet periods.

f) The Green Lane from Tanhouse Lane in the north through the new development to Brimsham Park has been breached by roadways which is a great shame as this could have been the basis of a green corridor through the development. Yate Rocks should be kept as an independent settlement and its stream to The Leechpool, which should be kept as a green-blue corridor. Yate Court should be protected in its historic setting.

g) There is no mention in the shopping centre section of developing environmental softening e.g. green walls, trees for shading cars in the car parks etc. as highlighted in the Green Infrastructure document.

h) There is no mention of the existing renewable energy sources in the town. There should be an estimate of the number of solar panels on houses, factory units, warehouses and barns. There should be ideas of how to expand these percentages. As stated, the Nibley solar farm is not mentioned and we saw in a recent proposal that these might be scrapped in order to put in a link road to the proposed Junction 18a. Other forms of energy production should be mentioned including wind turbines, ground and air source pumps.

Other matters:

There is no mention of the good accessibility around the shopping centre, health centres and library for those with limited mobility. This is a real positive for the shopping centre and should be highlighted.

It is stated that parking is free in the car parks, but most are limited to 4 hours which does not allow for commuters to use them. This should be pointed out. So however good the public transport is commuters cannot park near the bus hub. Does the Yate Park and Ride have to wait until the Metro Bus route reaches Yate, which may or may not happen. This is not stated in the report.

Rather than moving the bus station nearer to the shops, which would mean a lot of waste and energy consumption, why not close the car park through route making two independent car parks, and removing the need for a zebra crossing.

Fen has asked: 'By all means improve access to the countryside and AONB but what does that mean?' This should be done by public transport or walking / cycling. The Frome Valley Walkway needs some investment following heavy use during the Covid restrictions.

We hope this is helpful and in time for you.

Best wishes Richard and Pauline Wilson South. Gloucestershire Biodiversity Action Group