

Yate Town Improvement Masterplan

Be part of the future of our town



ARUP

Jacobs





We would like to hear your views and ideas!

We live in unprecedented times, with major new challenges that require a fresh way of thinking. In our approach, people and community are at the heart of this thinking, as changing behaviours in the way we live, work and travel will inform how planned changes will happen in Yate.

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

We would like to share the emerging vision and our ideas for Yate, including opportunities around the six key themes that are explained in this brochure.

Your feedback on this will inform the draft Yate Town Improvement Masterplan, which will be put to consultation next year.

Alongside this brochure, the following materials have been created to support the engagement and they can be viewed at

www.yatefuture.com:

- An interactive map to highlight suggestions
- Document library
- Case studies
- Photo gallery
- Frequently Asked Questions
- Feedback form



Feedback

Your feedback on this will inform the draft Yate Town Improvement Masterplan, which will be put to consultation next year. You can complete the feedback form at www.yatefuture.com

Some background info

Movement



76%

Of journeys less than 2km are made by car, in Yate

>15%

Minimum reduction in vehicle miles needed in response to climate emergency

28%

Net greenhouse gas emissions in the UK from the transport sector

Town Centre



11.8m

Visitors to Yate Town Centre

Economy



Top 7%

Of all local authorities ranked by Gross Domestic Product (GDP) nationally (South Gloucestershire 2018)

Healthy happy people



16%

Of children in Yate are obese by age 11

£14.2bn

Estimated yearly cost in the UK from illness associated with physical inactivity

-22%

Reduction in early death risk for people over 60 who do just 15 minutes of exercise per day

Environment



96%

Loss in population of swifts and starlings in West of England since 1994

1.5°C

Target to limit global temperature rise by 2050

2030

South Gloucestershire Council agree to become carbon neutral

Community



30%

Of Yate population are older than 60

25%

Growth in number of 65+ residents in Yate since 2011

60%

Of residents work outside of Yate and mostly use car for commute



Why do we need a new vision?

The masterplan will be an important document that shapes the future of Yate by setting out a long-term vision and objectives for the town. Building on the existing character of the town, the masterplan seeks to unlock heritage, social, community and economic opportunities and support investment within Yate in the coming years.

The vision will define new opportunities for:

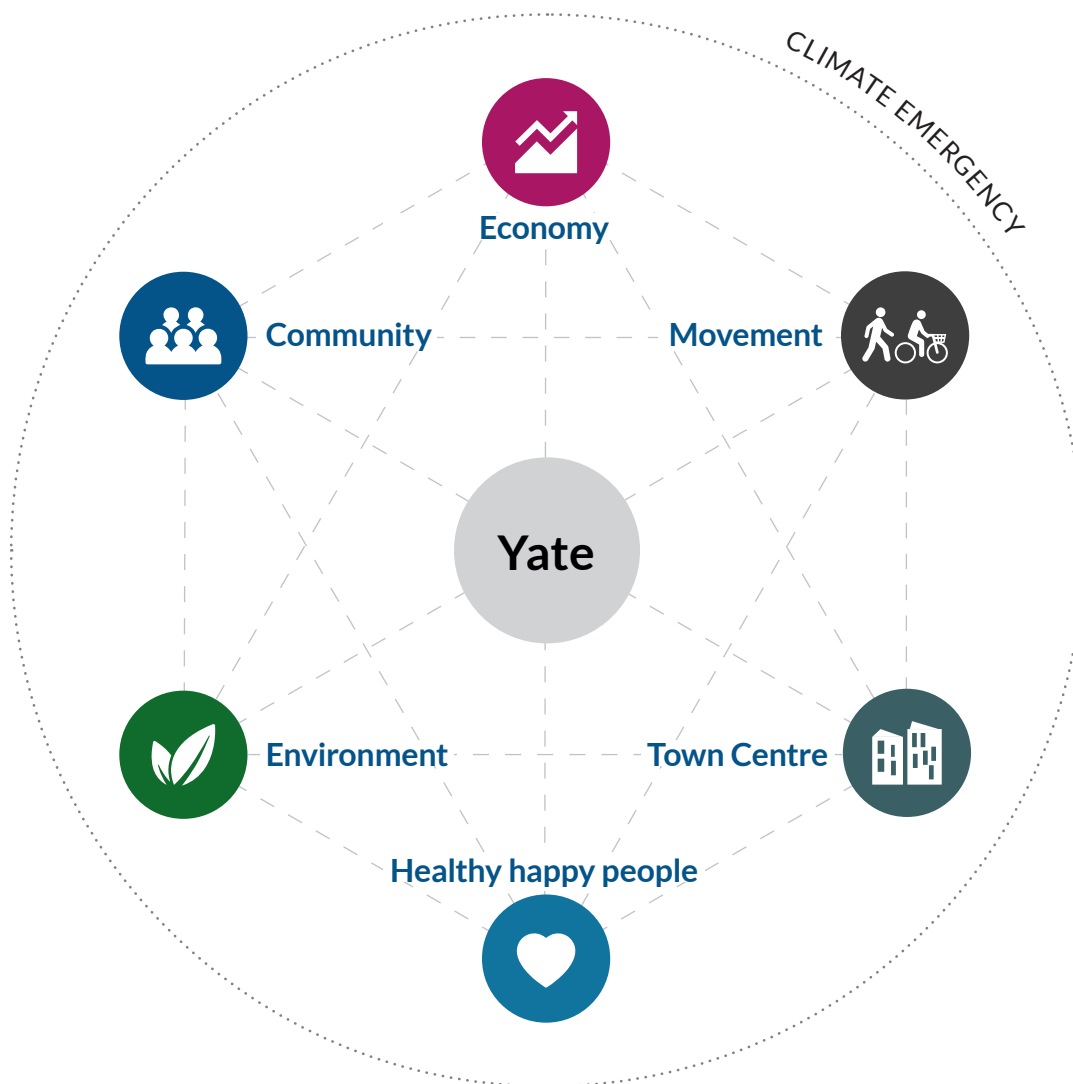
- Future growth by transforming and improving places within Yate.
- Grass root community engagement at a local scale by creating new ideas and ways to empower the businesses and people of Yate.
- More walking and cycling to help people stay healthy, to allow them to move around more easily and to create more attractive places.
- Reduce congestion and enhance air quality by increased use of public transport.
- Meet the needs of an ageing population.
- Create more opportunities for young people to have access to local employment, affordable housing and activities in Yate.
- Maintain economic prosperity whilst ensuring that everyone benefits no matter your level of wealth.
- To help everyone including those who are less well-off access new jobs, new skills and homes.
- To maintain our existing wildlife and to create new habitats.
- Creating new ways for people to enjoy nature by providing better access.

What are the key aspects of the vision?

To be able to develop the vision and hear your views, our approach is based on **six key themes**, each with their own opportunities. These themes and our ideas and objectives are explained further on the following two pages and in the Yate Town Improvement Masterplan baseline report.

We would like to understand how important improvements around these key themes are to you.

During the engagement period you can share your views on the vision and objectives for Yate by completing the **feedback form** that can be submitted online or by Freepost.



RAIL SERVICE TO GLOUCESTER

WICKWAR

RANGEWORTHY

RIVER FROME

YATE ROAD

THE COMMON

IRON ACTON

A432

COALPIT HEATH

RAIL SERVICE TO BRISTOL

YATE



THE COTSWOLDS AONB

OLD SODBURY

CHIPPING SODBURY

RAIL SERVICE TO LONDON

TE

WAPLEY

WESTERLEIGH

What are your views on the following themes?

Greener Grangetown, Cardiff



Community

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

- 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
- Ensuring that everyone in the community can make their voices heard and contribute to the town



Movement

Improving physical, mental and environmental health

- 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 wellbeing
- Reducing CO2 emissions and improving the air quality
- Making space on existing roads for pedestrians
- Improved accessibility and attractiveness of Yate station and bus station



Economy

Helping Yate to achieve sustainable growth

- 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



Town Centre

Increasing the variety of things for people to do

- Providing more services in one, easy to access location
- Improving the range of things to do throughout the day and evening
- Creating new places to live in the town centre
- Creating safe, attractive places for people to meet and gather



Healthy, happy people

Improving people's physical and mental wellbeing

- 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 for everyone, and close to homes
- Enabling young people to achieve their needs and wants in Yate



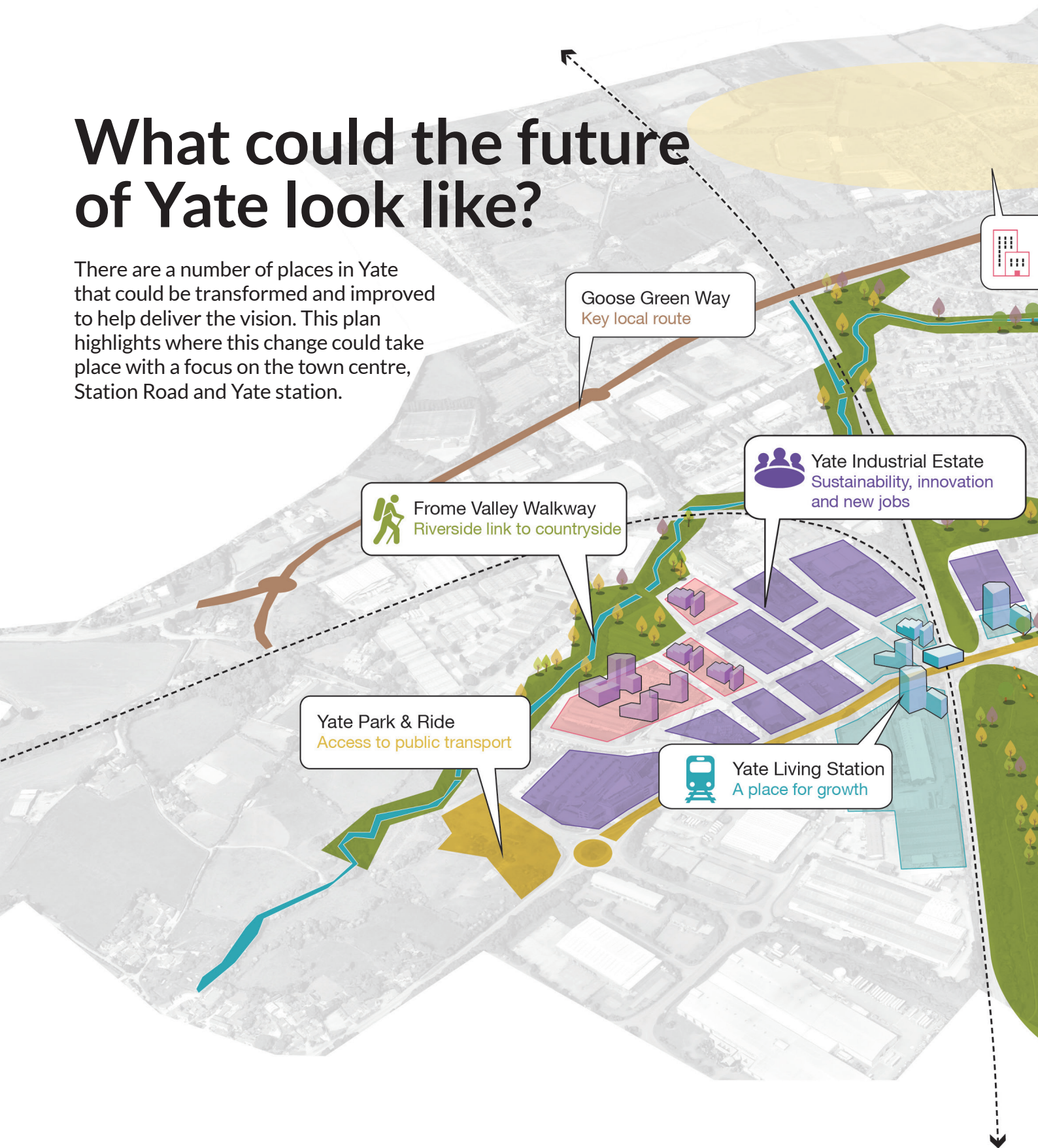
Environment

Working with the natural environment

- Protecting and enhancing the local environment, including habitats for plants and animals
- Connecting the town with green areas, such as the River Frome, quarry site and Common
- Improving the relationship between the town, the nearby countryside and the Cotswolds Area of Outstanding Natural Beauty

What could the future of Yate look like?

There are a number of places in Yate that could be transformed and improved to help deliver the vision. This plan highlights where this change could take place with a focus on the town centre, Station Road and Yate station.



North Yate
New community

Frome River Park
Recreation and water quality

Station Road
An attractive, lively street

Yate Town Centre
A revitalised town centre

The Common
A resilient place for nature

Rodford Way
Key local route

Yate Town Improvement Masterplan

Be part of the future of our town

We are looking forward to your ideas and comments to support us in our next stage of work on the masterplan. Please ensure you complete the feedback form by 16th November 2020.

Thank you



Delivering for you