

# Connecting Sheffield: Darnall – Attercliffe – City Centre Consultation

## Executive Summary

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### **1.0 Launching Connecting Sheffield**

Connecting Sheffield represents a first significant step in transforming Sheffield's transport infrastructure for active travel and bus services. The Connecting Sheffield: Darnall – Attercliffe – City Centre proposals were the fifth of several ambitious projects to be consulted on, all of which are to be delivered by March 2023. While each project stands on its own, the wider overarching vision that brings each project within the Connecting Sheffield umbrella was considered important to communicate. As a consequence, prior to any public consultation, there was a media launch of Connecting Sheffield as a concept on 3<sup>rd</sup> November 2020, to ensure that the aims and goals that knit together each project were recognised and understood.

The Connecting Sheffield consultation website went live at this time. The website provides information on the overarching aims and ambitions for active travel and bus services. It was also designed to host the separate consultations on each project within Connecting Sheffield. The Connecting Sheffield: Darnall – Attercliffe – City Centre consultation was the fifth scheme to go live.

### **2.0 Darnall – Attercliffe – City Centre consultation**

The public and stakeholder consultation on the Connecting Sheffield: Darnall – Attercliffe – City Centre proposals was held between 19 March 2021 and 19 April 2021. The consultation process was as follows:

#### **2.1 Stakeholder Mapping**

Prior to the start of consultation, an extensive community and stakeholder mapping process was undertaken to identify different individuals and groups who were likely to have an interest in the proposals. The following key stakeholders were among those identified:

- **Political Representatives:** Clive Betts MP; Paul Blomfield MP; and local Councillors.
- **Economic and Business Groups:** Businesses and economic groups located close to the proposed cycle route including Sheffield Business Park; University of Sheffield AMRC; Sheffield Olympic Legacy Park; English Institute of Sport; FlyDSA Arena; Sheffield Forgemasters; Attercliffe Business Group; Sheffield Hallam Advanced Wellbeing Research Centre; IceSheffield; Valley Centertainment; Veolia; Meadowhall shopping centre; British Land; Scarborough Group; Citu (Housing developers); Spaces Sheffield (Housing developers); and Woskow Brown solicitors
- **Educational Organisations:** University of Sheffield; and Sheffield Hallam University.
- **Community and Interest Groups:** Tinsley Forum; Darnall Forum; Sustrans; Canal & River Trust; Disability Sheffield; Access Liaison Group Sheffield; Attercliffe Action Group; Darnall Community Development Centre; Sheffield and Tinsley Canal; East End Quality of Life Initiative; Darnall Well Being; Infield Lane Allotments; Friends of High Hazels Park; Don

Catchment Rivers Trust; River Stewardship Company; Zero Carbon Yorkshire; Sheffield Climate Alliance; and Cycle Sheffield

- **Accessibility Groups:** Transport4All; Disability Sheffield; Access Liaison Group; and Sheffield Cycling 4 All.
- **Local Transport Organisations:** Confederation of Passenger Transport; South Yorkshire Passenger Transport Executive; First Group; Stagecoach; Sheffield Taxi Trade Association; and others.
- **Local Service Providers:** South Yorkshire Police; South Yorkshire Fire & Rescue; Yorkshire Ambulance Service; and Sheffield NHS Teaching Hospitals Trust.

**Local Residents and Businesses** were also contacted directly. A distribution area for the consultation leaflet including properties located close to the proposed route was defined. This allowed them to directly receive information about the proposals and how they could respond and find out more details. The identified distribution area for the consultation leaflet included approximately 5,725 addresses.

## 2.2 Engagement Overview

Due to the ongoing Covid-19 pandemic, methods of engagement that did not require face-to-face contact were employed. However, the consultation was operated to ensure that people could still get the appropriate information and have their say. We did this in a number of ways:

1. **Consultation Postcard:** A consultation postcard was produced and distributed to all residential and business properties located within the agreed distribution area of 5,725 properties.
2. **Consultation Website:** A website was set up using the community engagement platform, Commonplace. The platform made it easy to share the consultation widely via social media and allowed anonymised comments to be viewed publicly adding transparency to the process. We also received feedback through an **email address** and **Freephone information line**.
3. **Stakeholder Webinars:** Ahead of the consultation launch, two online webinars were arranged to which stakeholders with a specified interest in the Connecting Sheffield: Darnall – Attercliffe – City Centre scheme were invited. Key community groups and businesses were invited to the webinars. The first webinar was held for businesses along the proposed route while the second webinar was held for local community groups.
4. **Press release:** A press release was directly issued by the Council at the start of the consultation to media outlets containing introductory information about the Darnall – Attercliffe – City Centre proposals and details of the consultation period.

## **3.0 Explaining the Consultation Responses**

### **3.1 Public Consultation**

A total of **368** responses were received as part of the consultation. **13** came through via email and the freephone line and **355** were submitted online via the Commonplace Connecting Sheffield website.

The website provides two avenues to comment:

- a) A **heatmap** referenced as (a) that shows all corridors to be consulted on as part of the total package of schemes under Phase One of Connecting Sheffield.
- b) A Connecting Sheffield: Darnall – Attercliffe – City Centre **design tile** referenced as (b) – featuring details of what is proposed specifically for the Darnall – Attercliffe – City Centre scheme.

### 3.2 Design Tile feedback

Comments received via the design tile (b) are authenticated on Commonplace, with respondents asked to confirm their email address to check that an email address is correct and corresponds with the person submitting the feedback. All responses, even those which are not authenticated, are considered when mapping comments – which can be viewed in the body of the full consultation report – to ensure any specific detailed concerns are picked up and can be considered.

Design tile feedback is attained via a mixture of **‘closed’ responses** – for example, ‘what do you like about this scheme’, that allow respondents to select a number of responses from a menu of options. Respondents tend to choose between one and five response options for each question that most closely align with their views on a topic.

Respondents can also leave **‘open’ responses** – that allow respondents to comment however they wish. While respondents can answer open questions in whichever form they wish, in practice, they often tend to provide more details on the closed responses they have provided. The screenshots below (Figure 1 and 2) show how open and closed questions are presented on the consultation website.

What do you like about this scheme?

Active neighbourhood with reduced traffic	Greener streets	Environmental benefits	Safer to walk and cycle	Improved bus stops
Better environment for cyclists	More child-friendly	Improved route for buses	Priority for cyclists and pedestrians	
More attractive environment	Improved pedestrian crossings	Improved cycle crossings	Better environment for walking	Other

Figure 1: Closed question response

Do you have any other comments on this scheme?

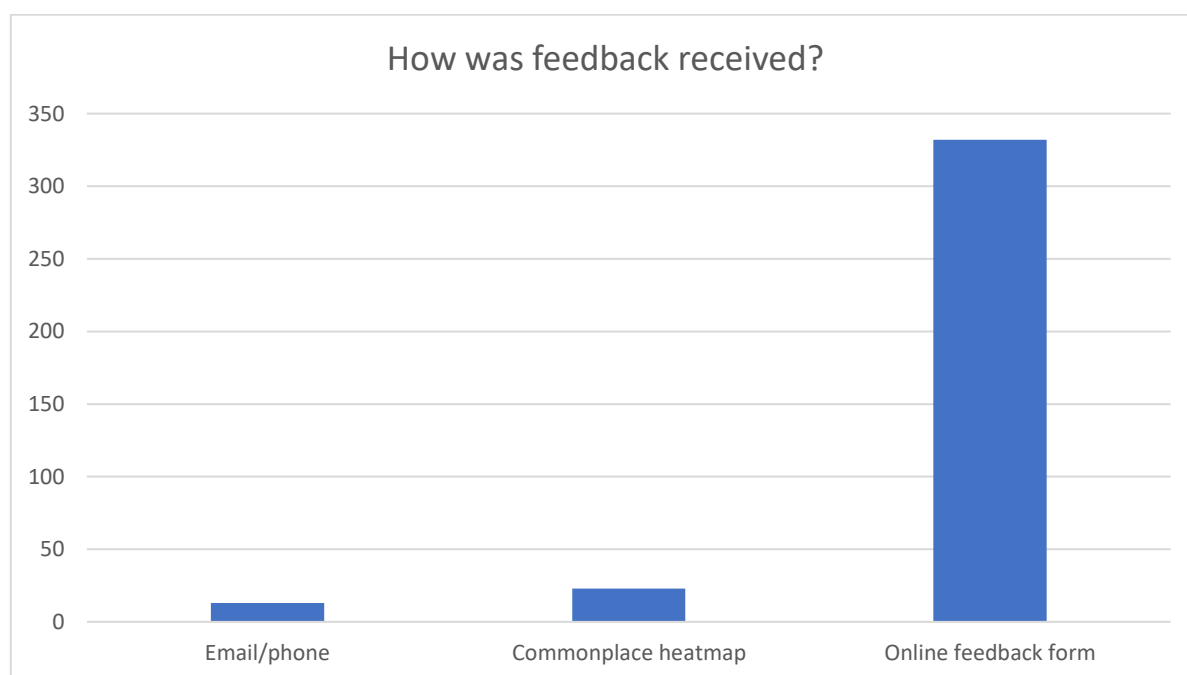
Your comment will be public. Please don't mention any personal details.  
By commenting you agree to our [terms of use](#). Read our [privacy policy](#).

Figure 2: Open question response

## 4.0 Summary of Feedback

Considering each of the different methods for feedback open to respondents, the following is a summary of the feedback received during the **Darnall – Attercliffe – City Centre** consultation.

In total, **23** responses were received via the heatmap and **332** responses were made via the design tile. **13** responses were received by email or phone.

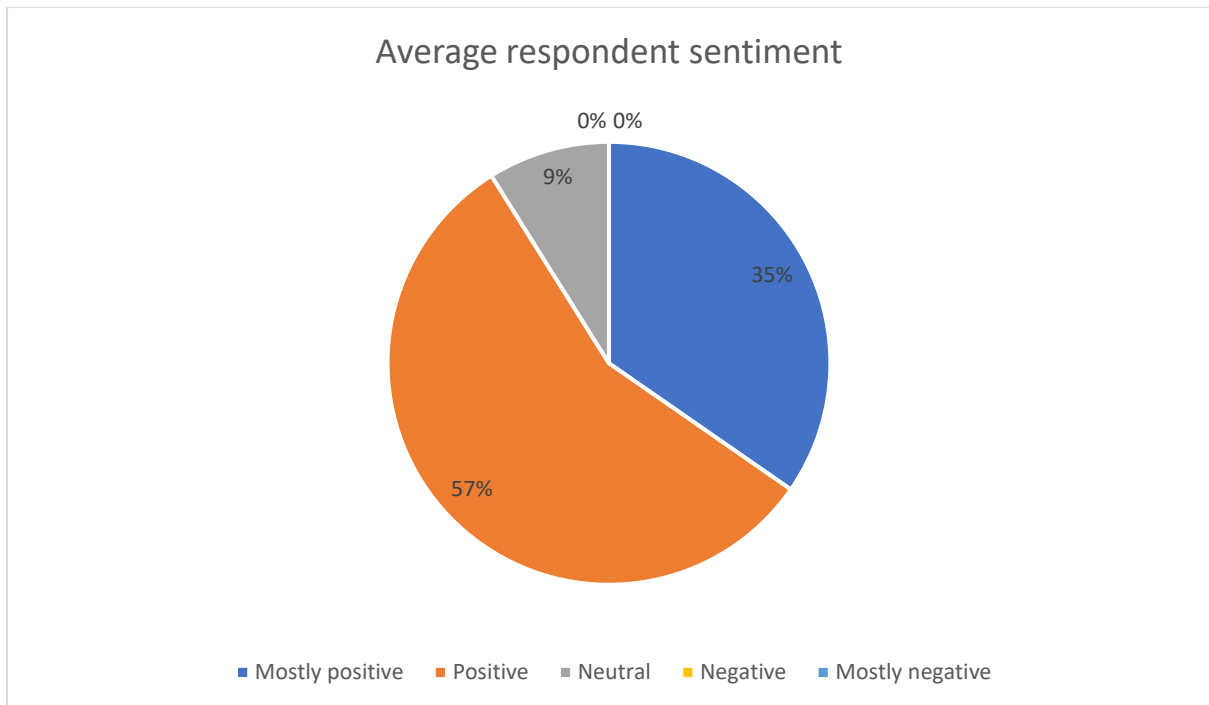


### 4.1 General Sentiment - Heatmap

**People commenting on the heatmap** tend to take a more overall view of the proposals. On entering the Connecting Sheffield website, they will have seen the overview of the vision and aims of Connecting Sheffield as a long-term project before then visiting the heatmap to comment. Because the heatmap then also shows the totality of the routes under Phase One, commentators tend to be more likely to view and give feedback on the wider scheme aims compared to visitors who purely view the details of a specific scheme via the design tile.

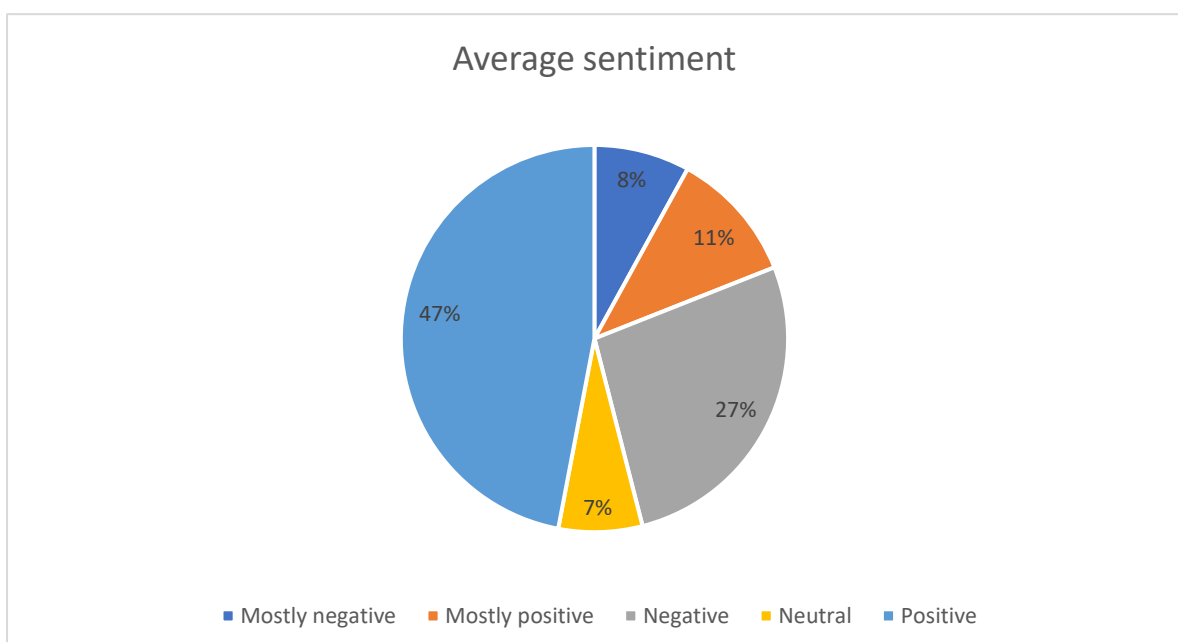
Visitors to the heatmap can still leave comments on specific schemes and they have the opportunity to continue to visit the scheme design tile thereafter for details, but their feedback tends to present an indication on views of the wider aims of Connecting Sheffield because of the use patterns explained above.

Only **23** people provided a response relating to the Darnall – Attercliffe – City Centre proposals via the heatmap during the consultation. **13 (57%)** of the respondents felt **positive** about the scheme, **8 (35%)** felt **mostly positive** and **2 (9%)** of the respondents were more **neutral** in their sentiment.



#### 4.2 General Sentiment – Design Tile – All Responses

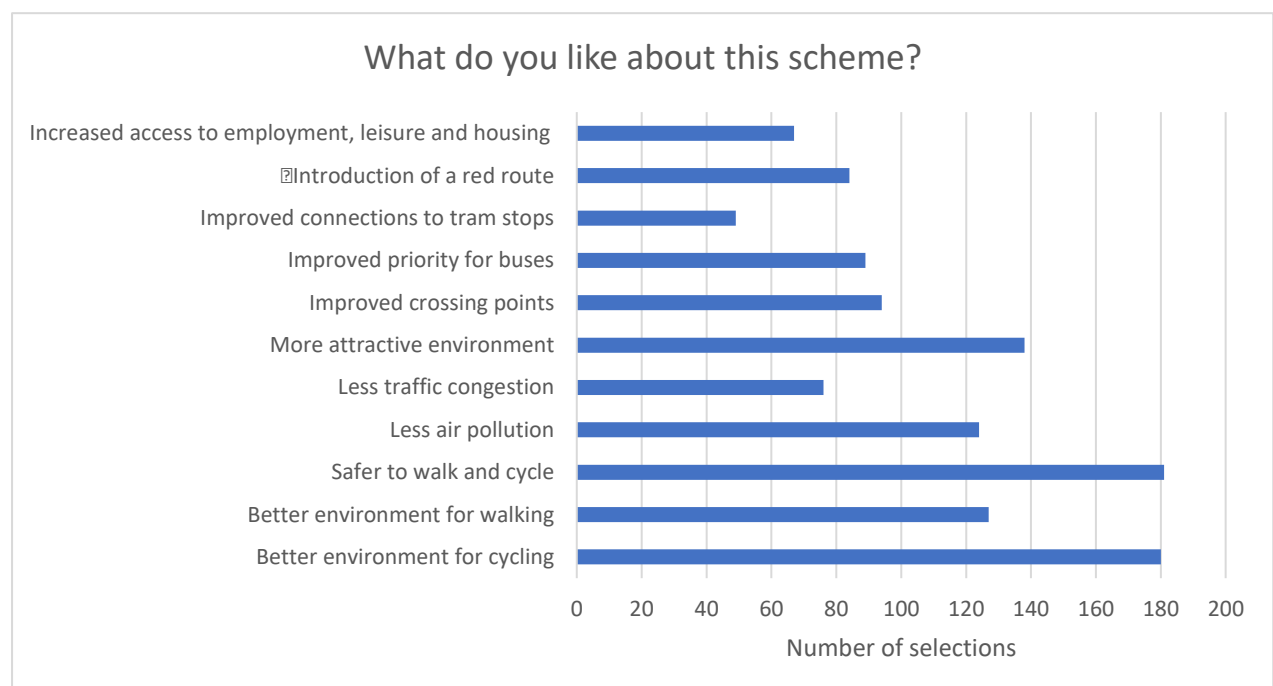
As people see more detail of any proposals, it is natural that this then raises more questions and carries greater potential for people to find objections or questions about proposals. Of the **332** responses received via the **Connecting Sheffield: Darnall – Attercliffe – City Centre design tile**, **156 (47%)** of the respondents **felt positive** about the proposals and **38 (11%)** **felt mostly positive**. On the other hand, **91 (27%)** of the respondents felt a **negative sentiment** towards the proposals and **25 (8%)** **felt mostly negative**. This indicates that more than half of the respondents expressed support for the Connecting Sheffield: Darnall – Attercliffe – City Centre proposals.



## 5.0 Specific Themes from the Consultation

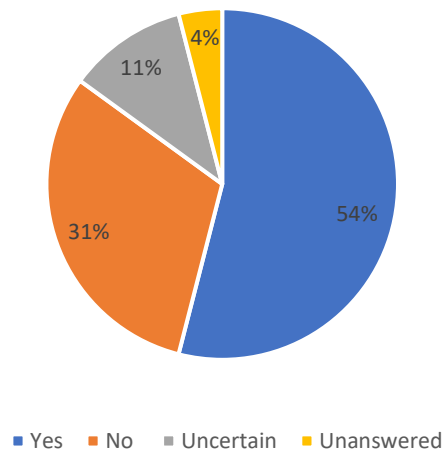
### 5.1 Positive – Closed Responses

The table below shows what people liked most about the scheme in response to the closed questions in the Commonplace design tile. This shows that **181 (55%)** of the respondents felt that the proposals would make it **safer to walk and cycle**. **180 (54%)** felt that the proposals would create a **better environment for cycling**, **138 (42%)** felt the proposals would create a **more attractive environment**, **127 (38%)** felt the proposals would create a **better environment for walking** and **124 (37%)** felt that the proposals would **reduce air pollution**. Respondents were able to select more than one option for this question, hence why the percentages add up to more than 100%.



The pie chart below shows the responses received when respondents were asked if they thought the proposed changes would make walking along the route a more pleasant and attractive option. The chart shows that **180 (54%)** respondents answered **yes**, **102 (31%)** answered **no**, **37 (11%)** were **uncertain** and **13 (4%)** **did not answer the question**. This indicates that more than half of the respondents felt that the proposals will create an improved environment for walking.

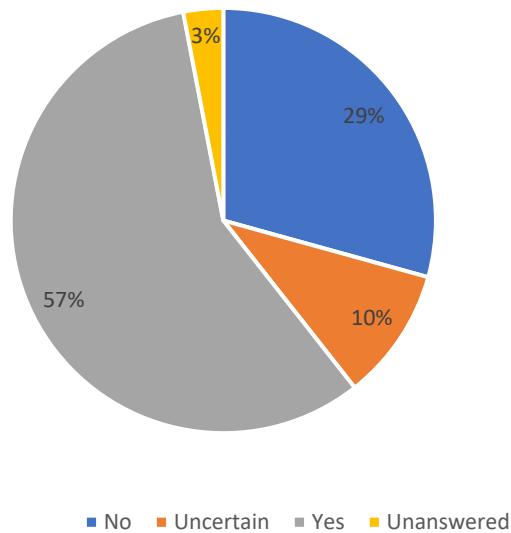
Do you think our proposed changes will make walking along this route a more pleasant and attractive option?



The pie chart below shows the respondent sentiment with regards to their support for the proposals to prevent parking, waiting and loading along Attercliffe Road to make it easier and safer to cycle, walk and reduce congestion. The chart shows that **190 (57%)** respondents **supported** these proposals, **97 (29%)** were **not supportive**, **34 (10%)** were **uncertain** and **11 (3%)** did not answer the question.

This indicates that the majority of the respondents were in favour of the proposed changes to parking, waiting and loading along Attercliffe Road.

Do you agree with the proposals to prevent parking, waiting and loading along Attercliffe Road to make it easier and safer to cycle and walk and to reduce congestion?

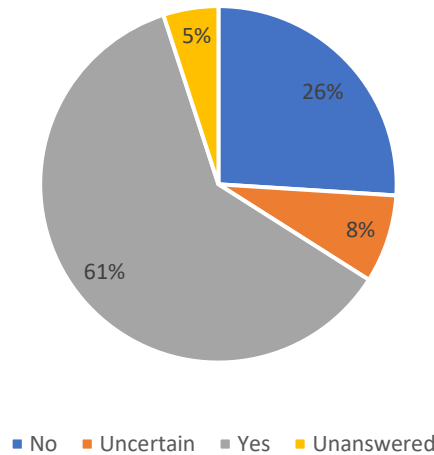


The pie chart below shows the respondent sentiment with regards to their support for the proposed bus lanes to give priority to buses and improve journey times and service reliability in the area. The chart shows that **203 (61%)** of the respondents **supported the proposals**, **85 (26%)** were **not supportive**, **28 (8%)** were **uncertain** and **16 (5%)** did not answer the question.

This again indicates that the majority of the respondents were in favour of the proposed changes.

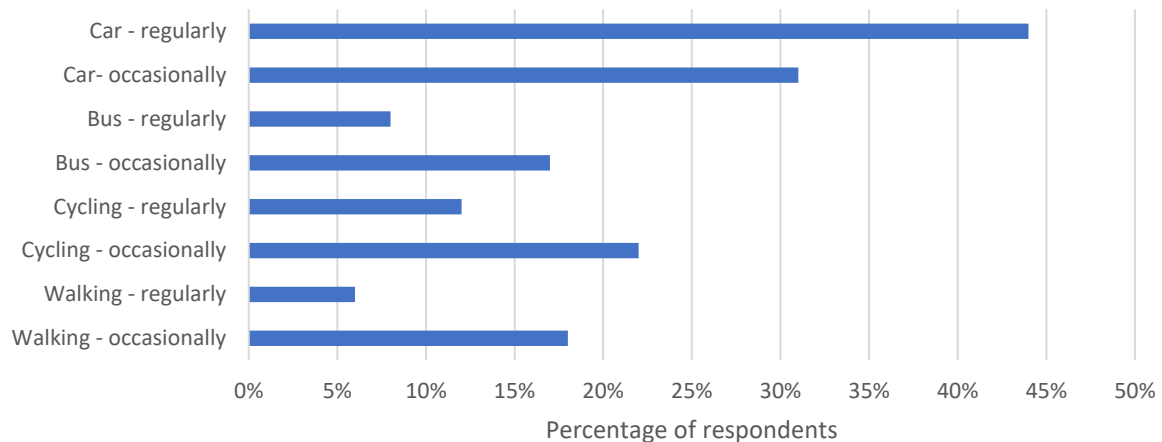


Do you agree with the proposed bus lanes to give priority to buses and improve journey times and service reliability in the area?



The below chart shows how respondents made journeys between and around the city centre, Darnall and Attercliffe prior to the covid-19 pandemic. **146 (44%)** of respondents said they used their **car regularly** and **103 (31%)** said that they used their car occasionally, while **73 (22%)** said that they **cycled occasionally** and **61 (18%)** said that they **walked occasionally**. Respondents were able to select more than one option for this question, hence why the percentages add up to more than 100%.

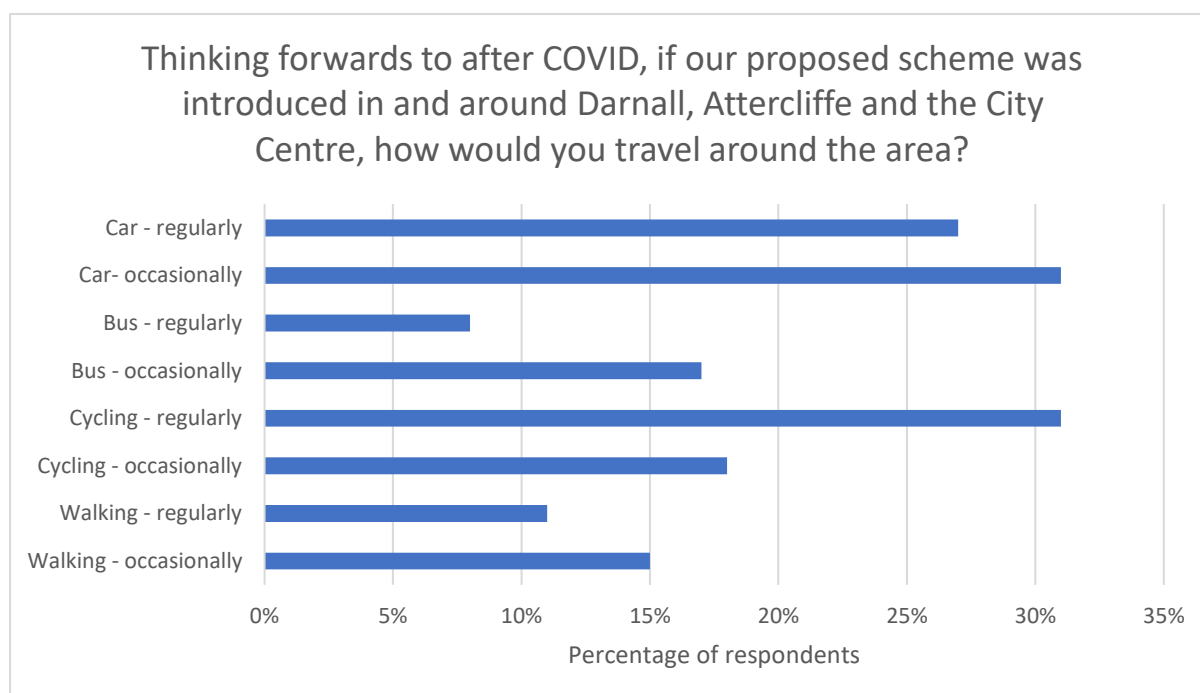
Thinking back to before COVID-19, how did you make journeys between or around Darnall, Attercliffe and the City Centre?



The below chart indicates how respondents said they would travel around the area if the Darnall – Attercliffe – City Centre was implemented after the pandemic.

**103 (31%)** said that they would use **the car occasionally**, while a smaller number – **90 (27%)** said they would use their **car regularly**. **102 (31%)** said that they would **cycle regularly** and **61 (18%)** said they would **cycle occasionally**.

This shows that there would be some change to travel behaviours if the scheme is implemented. While **146 (44%)** of respondents say that they used the **car regularly** pre-covid, only **90 (27%)** say they would use their car regularly if the proposals are implemented. While only **40 (12%)** said that they **cycled regularly** and **73 (22%)** said that they **cycled occasionally** pre-covid, **102 (31%)** said they would **cycle regularly** if the proposals are implemented and **61 (18%)** would **cycle occasionally**.



## 5.2 Positive – Open Responses

Through the open responses provided on the design tile, the main positive themes that came through were around increased safety for cyclists and the creation of a better and more useful route for cycling. Respondents also felt that the proposals would promote regeneration in the area, improving the environment and making it a place where people want to spend time.

There were **57 positive comments** in support of the scheme with no caveats.

## 5.3 Positive but with Caveats – Open Responses

Open responses allow nuances in views to be identified, or further clarification on views to be given. The following comments came through the open responses, therefore.

**Eight respondents (2%)** submitted comments about enforcement, expressing concern that people will park on the cycle track or footpath. There were three requests for traffic wardens to ticket people parking on double yellows.

**Seven respondents (2%)** submitted comments expressing concern that the plans include cycle tracks which are “not sufficiently segregated” or which would become shared paths with pedestrians.

**12 respondents (4%)** submitted comments expressing concern that the cycle lane next to the bus stop as shown in the visualisation for Attercliffe Road looks dangerous with bus users likely to step across the cycle lane.

**Eight respondents (2%)** expressed concerns around litter in the area. There were a couple of requests for litter bins, one request that they be steel.

#### **5.4 Key Concerns – Open Responses**

**23 respondents (7%)** submitted comments expressing concern that the infrastructure won't be used enough for the proposals to be worth the investment. Some respondents felt that cyclists only make up a small minority of Sheffield residents.

**25 respondents (8%)** made comments that the plans are a waste of money, expressing concern that the proposals won't benefit businesses or the economy.

**Nine respondents (3%)** submitted comments expressing opposition to the proposed speed limit, concerned that it will increase congestion and air pollution. One respondent felt that the proposed speed limit is unnecessary because it's not a residential area.

**Nine respondents (3%)** submitted requests to make use of the existing cycle track along the Five Weirs Walk or the canal towpath instead of creating another track on the road. There were four requests to improve the Five Weirs Walk and the Canal Tow Path for cyclists, and one request to improve its surfacing.

**10 respondents (3%)** expressed concern that the proposals will increase traffic, especially at rush hour.

**10 respondents (3%)** opposed the proposed changes to Furnival Road.

### **6.0 Stakeholder Consultation via Webinar**

#### **6.1 Darnall – Attercliffe – City Centre Businesses**

The response was overall **fairly positive**, OSL Group were supportive of the proposals as long as **HGV access** was maintained to their premises. **Car parking** was another key issue that was raised with some concerns over the removal of parking, and requests to provide more parking in the area.

#### **6.2 Darnall – Attercliffe – City Centre Community Groups**

The response was on the whole **positive**, with support for the proposals and feedback that the changes will make it **easier for people commuting** via cycling. Darnall Wellbeing confirmed that they would share the proposals with others in the Darnall community and are keen to encourage people to take up cycling using the new infrastructure. There was discussion around opportunities to **link the proposed new route with the existing canal towpath** and requests for **better signage**. The **need for segregation** was also raised as a key issue especially for disabled people using the infrastructure.