

Connecting Sheffield: Kelham – Neepsend Consultation

Executive Summary

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: Neepsend – Kelham proposals were the second 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 3rd November 2020, to ensure that the aims and goals that knit together each project are 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 is also designed to host the separate consultations on each project within Connecting Sheffield, as they are ready to be launched. The Connecting Sheffield: Neepsend – Kelham consultation was the second scheme to go live.

2.0 Neepsend – Kelham Consultation

Public and stakeholder consultation on the Connecting Sheffield: Neepsend – Kelham proposals was held between the 4th February 2020 and 3rd March 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:** Paul Blomfield MP; Mayor Dan Jarvis; and local Councillors.
- **Economic and Business Groups:** 92 Burton Road; JC Albyn Works; Wickes; CTW Hardfacing; Cutlery Works; Sheffield Brewery; Russell's Bike Shed; other key Neepsend and Kelham businesses.
- **Educational Organisations:** Pye Bank CofE Primary School; Astrea Academy Sheffield; Watoto Pre-School; Abbeyfield Primary Academy; and St Catherine's Catholic Primary School.
- **Community and Interest Groups:** Burngreave Tenants and Residents Association; Kelham and Neepsend Community Alliance; Kelham and Neepsend Community Forum; Burngreave Clean Air Campaign; and others.
- **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 covering Neepsend, Kelham, Burngreave and Pitsmoor was defined, so that nearby properties would directly receive information about the proposals and how they could respond and find out more information. The identified distribution area for the consultation leaflet included approximately 8,519 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 in way 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 8,519 properties.
2. **Consultation Website:** A website was set up using the community engagement platform, Commonplace. The platform makes it easy to share the consultation widely via social media and allows anonymised comments to be viewed publicly adding transparency to the process. We also received feedback through an **email address, Freephone information line and Freepost address.**
3. **Stakeholder Webinars:** Ahead of the consultation launch, two online webinars were arranged to which stakeholders with a specified interest in the Connecting Sheffield: Neepsend – Kelham - City Centre scheme were invited. Key community groups were invited to the webinars. The first webinar was held for community groups within Neepsend and Kelham, while the second webinar was held for community groups in Burngreave and Pitsmoor. After consultation launch, the Connecting Sheffield project team were directly contacted by a number of industrial businesses in Neepsend to express concern regarding access and loading. A third webinar was set up for Neepsend businesses in which they had the opportunity to ask the project team detailed questions and gain a greater understanding of the scheme.
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 Neepsend - Kelham proposals and details of the consultation period.

3.0 Explaining the Consultation Responses

3.1 Public Consultation

A total of **984** responses were received as part of the consultation. **32** came through via email, the freephone line and freepost, and **952** 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 to be consulted on under Phase One of Connecting Sheffield.
- b) A Connecting Sheffield: Neepsend – Kelham **design tile** referenced as (b) – featuring details of what is proposed specifically for the Neepsend – Kelham 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’, and ‘what don’t you like about this scheme’, that allow respondents to select a number of responses from a menu of options. Opportunities to highlight positives and negatives are split into separate questions. Respondents tend to choose between one and five responses 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?

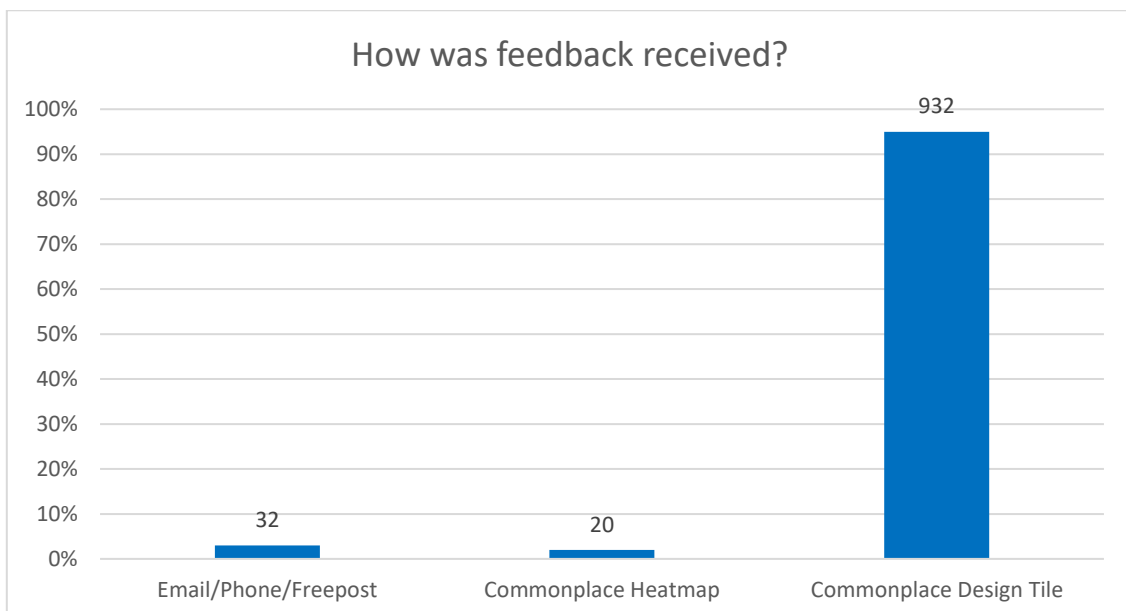
Your comment will be public. Please don't mention any personal details.
By commenting you agree to our terms of use. Read our privacy policy.

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 feedback.

In total, **20** responses were received via the heatmap (a). **932** responses were made via the design tile (b), with **809** of these being validated. 32 responses were received by email, phone or post.



4.1 General Sentiment - Heatmap

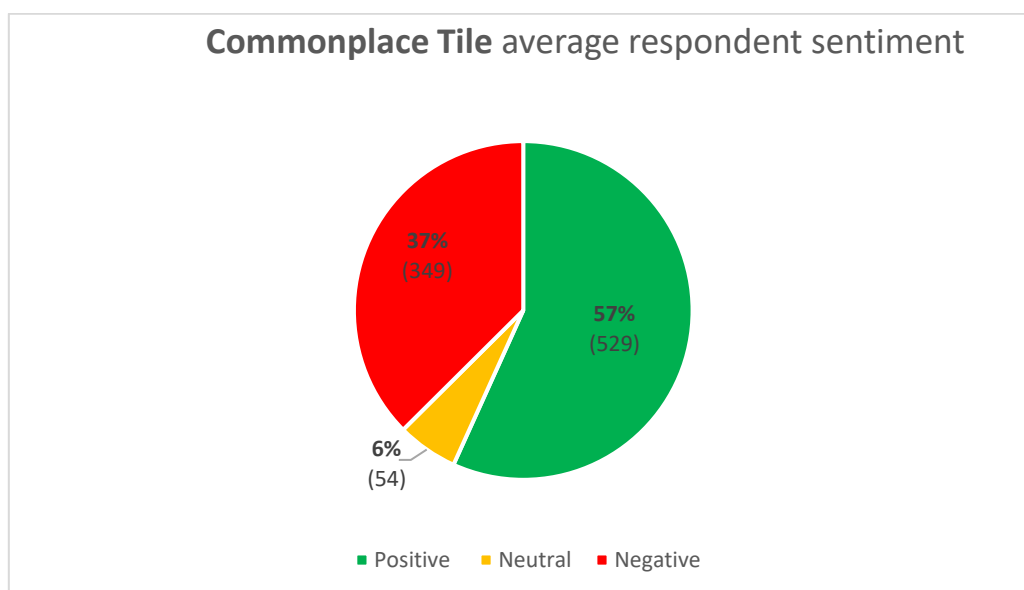
People commenting on the heatmap tend to take a more overall view of the proposals. On entering the Connecting Sheffield website, they will have seen the overview of the vision and aims of Connecting Sheffield as a long-term project before then visiting the heatmap to comment. Because the heatmap then 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.

Among the **20** people who responded via the heatmap **90%** of the comments received were positive, indicating strong support for the principles behind Connecting Sheffield.

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 **809** authenticated **responses received via the Connecting Sheffield: Neepsend – Kelham design tile**, there was still a significant majority in favour, with **57%** providing positive feedback. **37%** of comments were negative and **6%** were neutral. This indicates that there is overall support for the Connecting Sheffield: Neepsend – Kelham proposals among those who commented.

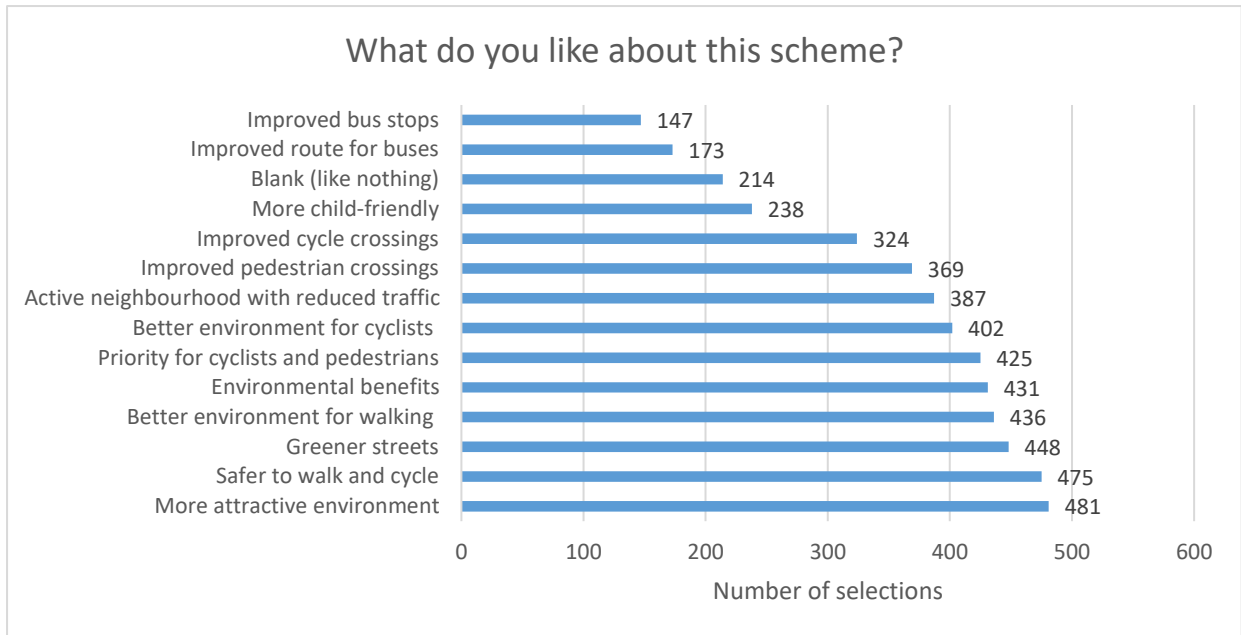


5.0 Specific Themes from the Consultation

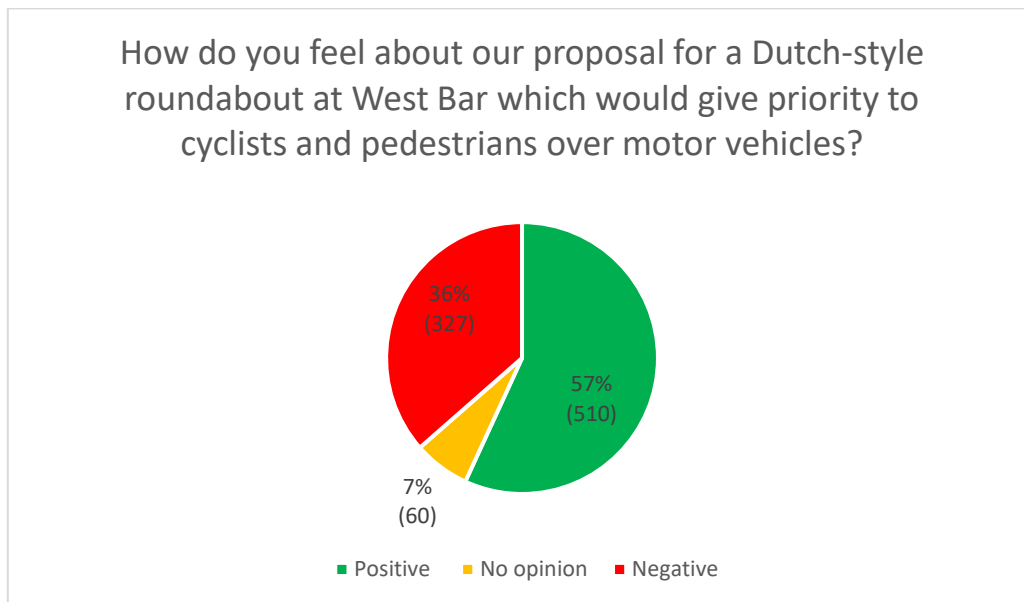
5.1 Positive – Closed Responses

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 around **52% (481) of respondents clicked**

that they like the more attractive environment, while 51% (475) of respondents agreed that the proposals would mean it is safer to cycle and walk.

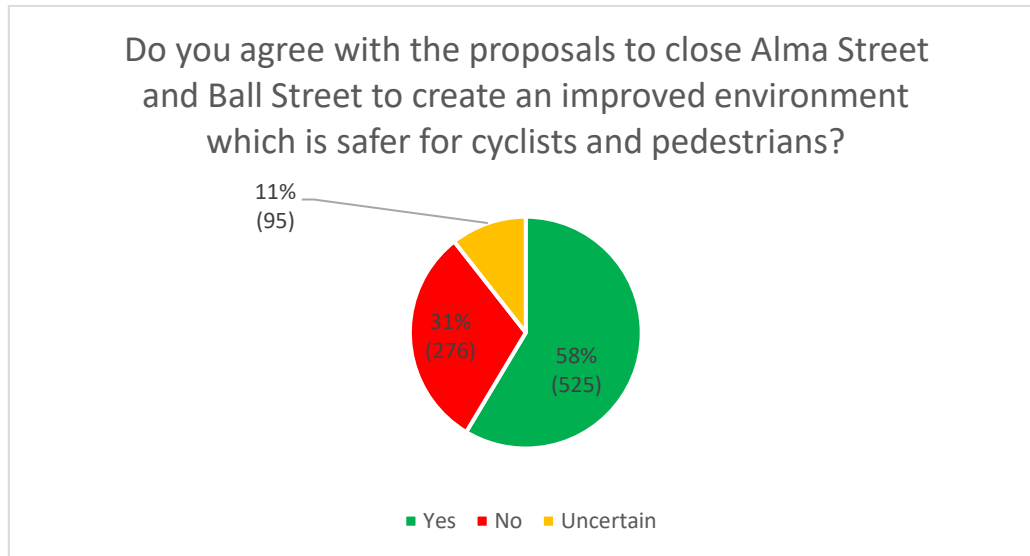


The pie chart below shows the average respondent sentiment in response to the proposed Dutch-style roundabout at West Bar. The chart shows that **57% (510) of respondents supported the Dutch-style roundabout**, with **7% (60)** of respondents being neutral and **36% (327)** opposing the roundabout.



The pie chart below shows the respondent sentiment with regards to their support for the closure of Alma Street and Ball Street to create a safer environment for cyclists and pedestrians. The chart shows that **58% of respondents support the road closures to motor vehicles**, with **11%** of

respondents selecting neutral and **31%** of respondents opposed to the closure showing overall support for the principles behind low traffic neighbourhoods.



5.2 Positive – Open Responses

In terms of the themes highlighted through feedback on the design tile that appear to underpin the positive sentiment, the proposed environmental improvements and the increased safety for cyclists and pedestrians were most prominent. Comments around the proposals creating an attractive environment, greener streets and an increased sense of safety and ease for people walking and cycling came through.

Around **350 (36%) of respondents expressed support for the Dutch-style roundabout** at West Bar in the open responses section with the main subjects of support being: the prioritisation of active travel over cars in the city centre; people being more inclined to cycle where they previously wouldn't have; and praise for the extension of Grey to Green. In addition to this, **35 (4%) of respondents mentioned that because of the increased safety, they would be encouraged to take up cycling** in the future.

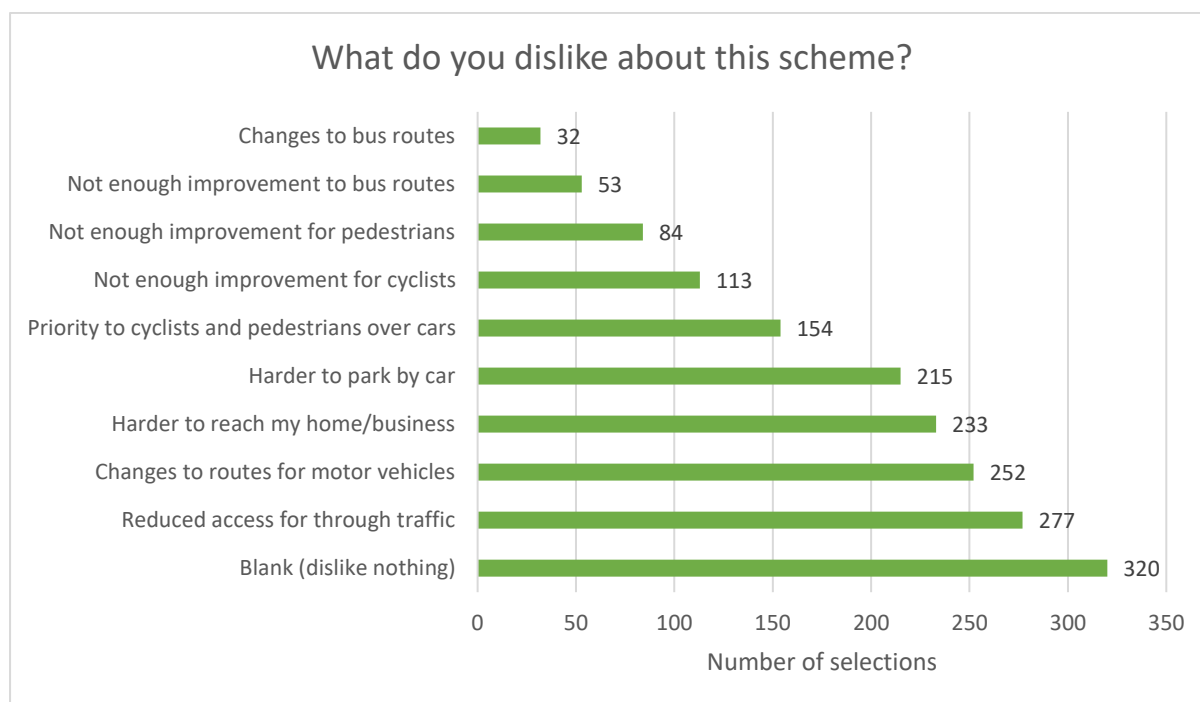
5.3 Positive but with Caveats – Open Responses

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. These show that a number of people did question elements of the proposals for cycling, car parking, and the walking routes through Pitsmoor and Burngreave. Some were concerned as to whether the new cycle routes would connect into the wider cycle network, particularly the Upper Don Trail.

Others were concerned about the removal of on-street car parking in Neepsend and Kelham, however many said they would support the removal if a residents-only permit was introduced to stop city centre commuters parking for free in the area. Respondents were also concerned about the walking routes which go through Pitsmoor and Burngreave, the main issues being the maintenance and enforcement of illegal parking and fly tipping, as well as concerns regarding safety at night in these areas.

5.4 Key Concerns – Closed Responses

The table below shows what respondents dislike most about the scheme in response to closed questions. Around **33% (320)** of respondents did not dislike anything about the scheme, leaving this question blank. Of those who disliked something about the scheme, **28% (277)** of respondents did not like reduced access for through traffic, and **26% (252)** of respondents did not like changes to routes for motor vehicles. Although **28%** of respondents did not like reduced access for through traffic, this does not necessarily mean that **72%** of respondents *liked* reduced access for through traffic.



5.5 Key Concerns – Open Responses

Approximately 24% (240) of respondents expressed concern regarding the Dutch-style roundabout. The main concerns expressed were that: there aren't enough cyclists to warrant such a large change; concern around traffic build-up, particularly as it is already a busy roundabout; concern this will be implemented and quickly dug-up; concern about accessibility for the elderly and disabled into the city centre; and concern there will be more accidents. This is offset, however, by the **350 (36%)** of respondents who expressed support for the roundabout in the open response section.

7% (63) of respondents expressed concerns about car parking in the Neepsend and Kelham Island area. **29 (3%)** of the respondents who expressed concerns regarding parking in the area generally supported the removal of parking but had caveats such as a residents-only permit scheme; maintaining disabled parking; and building multi-storey parking in the area. **26 (3%)** of the 63 respondents objected to the removal of parking whatsoever, citing reasons such as reduced footfall in the area as a result; workers no longer able to reach their employers; and increased competitiveness for parking spaces among residents and commuters.

5% (45) of respondents expressed concern regarding access for businesses in the Neepsend area. Major areas of concern for Neepsend industrial businesses were: concern that roads are being made too narrow for large delivery vehicles; loop in, loop out overcomplicates the area; reduced passing trade; and concern about the long-term viability of staying in the area.

4% (39) respondents suggested that public transport is not a viable option for getting around Sheffield with the major themes of comments being: cost; inadequate bus services; bus stops difficult to access; unreliable/infrequent services; bus stops are hard to get to; and the buses are too slow.

6.0 Stakeholder Consultation

6.1 Individual Neepsend – Kelham Businesses

Businesses based in Neepsend were generally unhappy with the proposed scheme, their main concern being access to the area for deliveries as many businesses rely on HGVs to receive and send goods. In addition to this, many of the industrial businesses were unhappy about the proposed removal of parking in some areas of Neepsend and Kelham and the changes to routes in the area, with some businesses claiming their workers would no longer be able to reach them if the changes went ahead. Many were also concerned about the loss of passing trade due to fewer vehicles being able to go past their premises. An online engagement session was set up for these Neepsend businesses, the majority based on or near Burton Road, in response to a number of telephone and email enquiries regarding the plans. In general, there was a sense from the majority of businesses at the session that the area was industrial in focus, unlike neighbouring Kelham, and so there was no need for the changes being proposed. **Some hospitality businesses in the area were generally happy** with the proposals due to the potential for increased footfall in Neepsend and Kelham. Other hospitality businesses, such as Peddler Market and the Crusty Cob, **objected to the proposals citing the need for large and frequent deliveries and passing trade to keep their businesses alive.**

6.2 Neepsend – Kelham Resident Groups

The resident community groups were enthusiastic about the transformational change proposed and they generally welcomed the ambition they perceived was being shown. The environmental improvements in particular were seen as being very positive and the groups requested the Council work with them to choose appropriate planting and greenery around the area. While the cycle lanes, planters and other active travel measures were welcomed, the community groups highlighted the need for a **more joined up approach to infrastructure improvements in order to help sell it to the wider community.**

6.3 Burngreave – Pitsmoor Community Groups

Attendees **all broadly supported the idea behind the schemes**, highlighting the need for safer walking routes around the area as well as regeneration. Some local problems, such as timings on traffic lights in the area, were discussed with community groups who asked that any scheme did not exacerbate these problems. They also **highlighted the need for a more joined up approach to transport infrastructure, citing long queues and poor routes for those who need to access the Northern General Hospital.**

