

# Connecting Sheffield: Magna -Tinsley

## Consultation and Engagement Report

April 2021

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## Section 1: Introduction

Through the Transforming Cities Fund (TCF), Sheffield City Council has the opportunity to deliver a series of transformative sustainable travel projects on a scale not seen for decades in the city.

As part of the development of each project, there was a need to undertake engagement with key stakeholders and local communities to inform scheme development and raise public awareness of the proposals.

Funding from Government was confirmed in March 2020. Shortly after the funding announcement, the UK was hit by the Covid-19 pandemic. Nationwide lockdown and social distancing guidelines to protect public health and deliver emergency measures have impacted on delivery of the overall TCF programme, and subsequently the communications and consultation programme, both in terms of timescales and methods of engagement, creating a need to adapt. With face-to-face engagement no longer an option for the foreseeable future, a change to our plans and a revision of our engagement strategy was necessary.

Connecting Sheffield - the overarching vision and ambition for transforming travel in Sheffield within which the TCF projects sit - launched on 3 November 2020. A round of engagement activities accompanied this launch, comprised of meetings with key stakeholder groups including political, civic and community leaders, and interest groups with a city-wide remit. A Connecting Sheffield website was also launched using the Commonplace engagement platform supported by traditional media and social media coverage. At this stage, very high-level information on each of the TCF schemes was shared, with consultation on individual schemes due to go live as and when the details of individual schemes were sufficiently developed.

The launch of Connecting Sheffield provided a foundation upon which the individual TCF schemes could be launched – ensuring that the TCF schemes were all aligned under one vision and ambition for transport connectivity in Sheffield.

The TCF **Connecting Sheffield: Magna-Tinsley** scheme was the third scheme to be brought forward under Connecting Sheffield. In light of the Covid-19 pandemic, it was decided that engagement and consultation on the **Connecting Sheffield: Magna-Tinsley** scheme would be digitally led but would also include webinars designed to replicate face-to-face meetings and the benefits of direct engagement as far as possible. Access to printed materials and multiple channels of communication were put in place to ensure a fully accessible consultation. The **Connecting Sheffield: Magna-Tinsley** consultation launched on 18 February 2021 and concluded on 15 March 2021.

## Section 2: Aims of Engagement

Sheffield City Council highlighted a need to engage with and consult the public on its TCF proposals, ahead of its Outline Business Case submission for TCF to central Government in Spring 2021. Engaging on the TCF schemes at this stage was important to generate feedback that could inform further scheme development and to minimise the risk of stakeholder objections due to lack of understanding of the schemes, which could delay Traffic Regulation Orders (TROs) being agreed alongside other potential delays that would result in cost overruns.

In order to achieve this, a consultation and engagement strategy for the **Connecting Sheffield: Magna-Tinsley** scheme was developed, which sought to:

- Build **understanding** of the proposals including the rationale, benefits and challenges;
- Gain the **trust** of communities, businesses, stakeholders and interest groups in the intentions behind the project;
- Develop **support** for the scheme to enable smooth delivery on time and on budget; and
- Generate **comments** that could help to refine and enhance the project.

## Section 3: Approach to Engagement

The approach to community consultation as presented in this report reflects Sheffield City Council's policy and approach to involving communities. Throughout the consultation, Sheffield City Council has ensured that the identified communities and stakeholders:

- Have appropriate access to relevant information.
- Have opportunities to actively participate by putting forward their own ideas and are reassured that there is a transparent process through which their feedback will be considered and will influence the proposals.
- Can obtain feedback, be kept informed of the progress of the proposals and be updated on the outcomes of consultation.

Sheffield City Council is committed to consulting openly with key stakeholders, local residents, local businesses and local community groups. Throughout the consultation, engagement activities have been guided by the following key principles:

- Being open and honest with stakeholders and members of the local community when presenting all information about the proposals.
- Ensuring that all public engagement materials can be easily accessed by local stakeholders and the wider general public.
- Being clear and 'plain speaking', avoiding the use of jargon or technical terms where possible.
- Identifying different audiences and developing appropriate communication techniques that effectively engage with each one of these audiences.
- Ensuring all communication materials are presented in formats easily accessible to the local community.
- Responding quickly and effectively to enquiries received from stakeholders and members of the general public.

## Section 4: Community and 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 different audience groups were identified:

- Members of Parliament
- Ward Councillors
- Local businesses and economic groups
- Community and interest groups
- Accessibility groups
- Educational organisations
- City-wide economic stakeholders
- Local transport organisations and groups
- Local service providers
- Local residents and businesses

The stakeholders from the above categories who were engaged with as part of the engagement and consultation programme are set out in the sections below.

### **Political Representation**

Political representatives were engaged with ahead of and throughout the consultation period. The list of political representatives engaged with were as follows:

#### **Members of Parliament**



- Mr Clive Betts, MP for Sheffield South East

#### **City Region Mayor**

- Mr Dan Jarvis, Sheffield City Region Mayor

#### **Cabinet Member**

- Councillor Julie Grocutt, Cabinet Member for Transport and Development

#### **Ward Councillors**

- Councillor Mazher Iqbal, Ward Councillor for Darnall
- Councillor Zahira Naz, Ward Councillor for Darnall
- Councillor Mary Lea, Ward Councillor for Darnall
- Councillor Dawn Dale, Ward Councillor for Shiregreen and Brightside
- Councillor Peter Price, Ward Councillor for Shiregreen and Brightside
- Councillor Garry Weatherall, Ward Councillor for Shiregreen and Brightside

#### **Local businesses and economic groups**

We engaged with local businesses and economic groups who we expected to have an active interest in the proposed development. These groups are listed below.

#### **Local businesses**

- Meadowhall
- Northern (Meadowhall Interchange operators)
- Magna Science Adventure Centre
- Sainsbury's petrol station
- Magna 34 Business Park
- The Source Skills Academy
- Waddingtons (development owner/operator of Vantage Park)
- Trefoil Steel
- ELG Haniel Metals Ltd
- Evans Piling
- Newell & Wright Transport
- Rocket Express
- Kickabout Performance Centre
- E.on Blackburn Meadows
- Yorkshire Water Blackburn Meadows
- Cooper & Turner Ltd
- Ventilation Direct
- MJ Wilson Group Ltd.

#### **Community and Interest Groups**

In addition to engaging directly with members of the local community, we recognised that local community and interest groups can play an important role in representing community views and in disseminating information within communities. The following groups have been engaged with during the consultation:

- Tinsley Forum
- Darnall Forum
- East End Quality of Life Initiative
- Sustrans



- Canal & River Trust
- Darnall Wellbeing
- Hanfia Masjid and Islamic Cultural Centre

### **Citywide stakeholders**

In addition to engaging with local stakeholders located within the boundary of the **Connecting Sheffield: Magna - Tinsley** proposals, we also engaged with city-wide stakeholders who we expected to take an interest in the scheme.

These groups were initially engaged with when the overarching Connecting Sheffield scheme was launched in November 2020. Following this initial engagement, we have kept these citywide stakeholders updated by emailing each of the groups at the point of launch for each new consultation under Connecting Sheffield. When the **Connecting Sheffield: Magna – Tinsley** consultation was launched on 18 February 2021, the city-wide stakeholders received an email informing them that the consultation was live and providing them with the link to the Connecting Sheffield website. The email also explained the various ways in which they could provide their feedback on the proposals.

A list of the groups that received this update are detailed in the sections below.

### **Accessibility Groups**

- Transport 4 All
- Disability Sheffield
- Access Liaison Group
- Sheffield Cycling 4 All

### **Educational organisations**

- University of Sheffield
- Sheffield Hallam University

### **City-wide economic stakeholders**

- Sheffield City Region
- Sheffield Chamber
- Sheffield Property Association
- Museums Sheffield
- Sheffield Culture Consortium
- Sheffield Theatres
- Sheffield Industrial Museums Trust

### **Local Transport Organisations and Groups**

- Confederation of Passenger Transport (CPT)
- South Yorkshire Passenger Transport Executive (SYLTE)
- First Group
- Stagecoach East Midlands
- Stagecoach Yorkshire
- TM Travel
- Sheffield Eagle Taxi Trade Association (SETA)
- Sheffield Taxi Trade Association (STTA)
- ALPHA Taxis
- GMB Union
- Cycle Sheffield





- Sheffield Bus Alliance (SCC)

### Local Service Providers

- South Yorkshire Police
- South Yorkshire Fire and Rescue Service
- Yorkshire Ambulance Service
- NHS Blood & Transplant Service
- Sheffield Health and Social Care NHS Foundation Trust
- Sheffield's Children's Hospitals
- Sheffield NHS Teaching Hospitals Trust

### Local Residents and Businesses

A key priority of the consultation was to actively engage with residents, businesses and institutions located within the boundary of the **Connecting Sheffield: Magna – Tinsley** scheme proposals. A distribution area for the consultation postcard was defined, so that nearby properties would directly receive information about the proposals and the consultation process. The identified distribution area for the consultation postcard included 1217 addresses. The distribution area is shown in Figure 1 below.

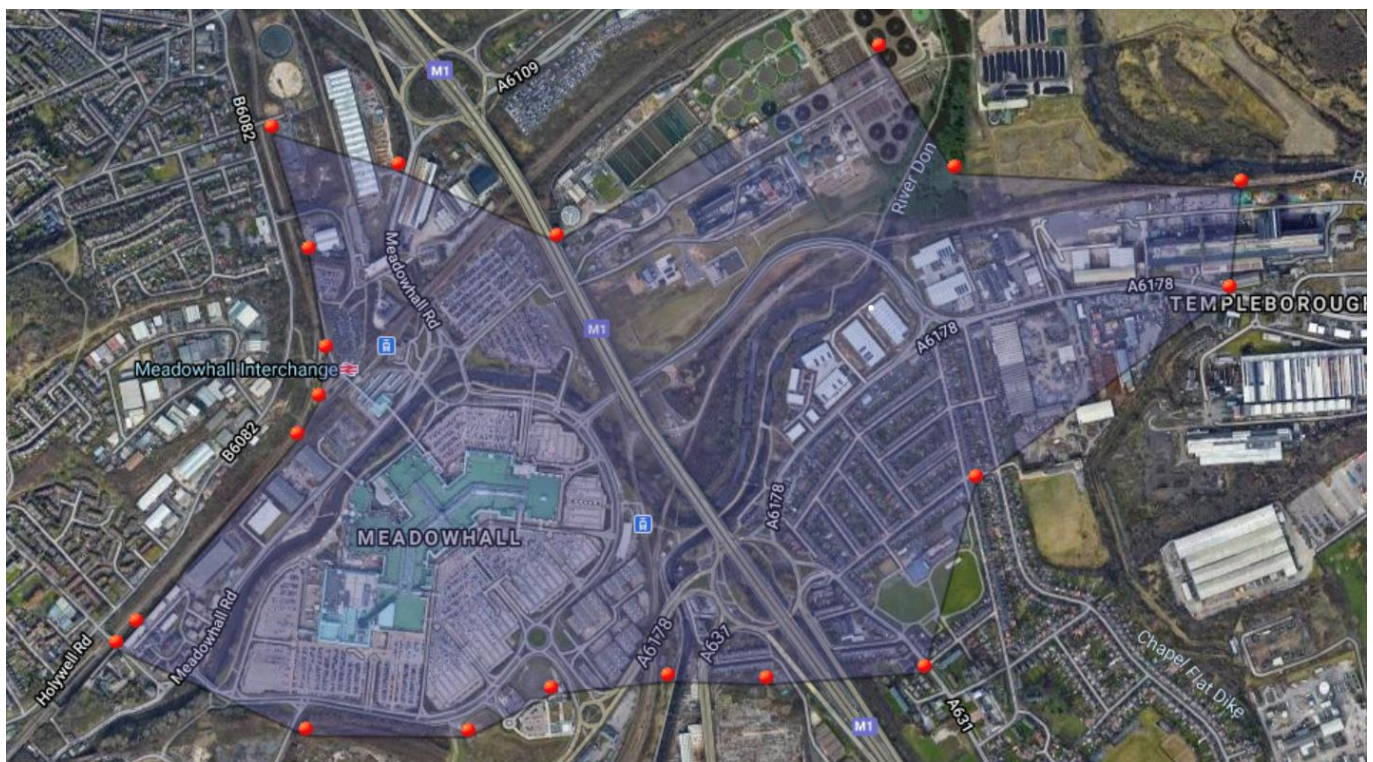


Figure 1: Consultation postcard distribution area (courtesy of Google Maps 2020). The points indicate the outer limit of the distribution area.

## Section 5: Engagement Overview

The main period of public consultation ran for just under four weeks between 18 February 2021 and 15 March 2021.

Throughout the consultation, a range of communication methods were used to raise awareness of the proposals among stakeholders and the local community, who were provided with a number of accessible and convenient means by which to provide feedback.

The methods used to engage stakeholders and publicise the consultation are set out below.

### **Stakeholder Webinars and Meetings**

Ahead of the consultation launch, two webinars were arranged to which stakeholders with a specified interest in the **Connecting Sheffield: Magna-Tinsley** scheme were invited. The webinars were held online and detailed information on the proposals was provided together with the opportunity to ask questions and share any concerns. These virtual meetings were held using Zoom to comply with Covid-19 related restrictions. Permission was sought to record the sessions to allow key points and actions to be captured, but not to share or disclose the recordings publicly, and the recordings were deleted once the meeting notes were produced.

Key stakeholders were invited to the webinars. The first webinar was held for key businesses located around Magna-Tinsley, while the second webinar was held for local community groups. Attendees were invited to the webinars via email, with follow-up emails and telephone calls made where no response was received.

Each webinar followed the same format. A presentation on **Connecting Sheffield: Magna-Tinsley** was delivered followed by questions and comments, providing the opportunity for attendees to give feedback.

The sessions received a positive response. The overarching theme of feedback from the community groups was that the proposals were welcomed, but it was felt that the plans perhaps did not go far enough in some areas. Feedback from the webinar attended by businesses was also very positive, and Meadowhall was particularly supportive.

The details of each of these webinars and meetings, as well as the topics raised, questions asked and statements made, are provided as Appendix 4.

The Council is committed to continuing an open dialogue with all of these stakeholders and will ensure they are updated as the scheme progresses.

### **Consultation Postcard**

Consultation postcards were produced and distributed to all residential and business properties located within the agreed distribution area of 1217 properties, as shown in Figure 1 on Page 6.

The consultation postcard is provided as Appendix 3.

The consultation postcard gave a very brief summary of the proposals and highlighted the communication channels available for people to get in touch and find out more information. These included a freephone information line, a dedicated project email address, a Freepost address and the project website.

### **Press Release**

A press release was issued at the start of the consultation to major regional and local media outlets. The press release provided introductory information about the **Connecting Sheffield: Magna - Tinsley** proposals and details of the consultation period, which can be found here: <https://sheffnews.com/news/new-improved-walking-and-cycling-routes-proposed-for-tinsley>

The press release received coverage in a number of titles including [The Star](#) and [The Sheffield Guide](#).

### **Consultation Website**



In order to ensure information on Connecting Sheffield was readily available and people could easily provide feedback on the TCF schemes, a consultation website was developed using the community engagement platform Commonplace. The website was set up to coincide with the launch of the overarching Connecting Sheffield project, with a dedicated consultation page added for the **Connecting Sheffield: Magna - Tinsley** proposals on 18 February 2021.

The Commonplace website was designed to replicate as far as possible the information which would have been shared at public drop-in sessions should face to face consultation have been an option. It was therefore a key part of our strategy to engage the public and was supported by the consultation postcard, press release and the email, freephone and Freepost channels.

The website allowed us to:

- Present the overall project, vision and aims of the Connecting Sheffield project;
- Showcase the plans for the **Connecting Sheffield: Magna-Tinsley** scheme;
- Communicate how each TCF scheme relates to the other and collectively form the overall TCF project;
- Provide the opportunity for visitors to use an interactive 'heat map' to highlight areas where they have specific concerns or would support changes;
- Encourage people to leave comments via the **Connecting Sheffield: Magna-Tinsley** feedback form that are visible to others; and
- Use visualisations to illustrate how key areas of the scheme might look after the proposed work is carried out.

Images showing the appearance of the Magna – Tinsley webpage on the Connecting Sheffield website are provided as Appendix 1.

## **Methods of Receiving Feedback**

### **Telephone Information Line**

A dedicated freephone information line (0808 196 5105) was utilised for this consultation. This line was in operation between 9am and 5pm (Monday to Friday) with an answer phone facility to take calls outside these hours. Members of the consultation team managing the information line were on hand to answer questions about the proposals and the consultation process. The freephone information line number was provided on all consultation materials including the contact page of the website, and consultation postcard.

### **Email Address**

The project email address ([info@connecting-sheffield.co.uk](mailto:info@connecting-sheffield.co.uk)) was publicised on all consultation materials, including the contact page of the website and consultation postcard, so people could submit feedback and pose questions to the consultation team.

### **Freepost Address**

A Freepost address (Freepost Connecting SHF) was set up and publicised on all consultation materials, including the contact page of the website and consultation postcard, so people could submit feedback and pose questions to the consultation team in writing.

## **Section 6: Summary of Feedback Received**

Throughout the pre-application consultation, several channels were made available for people to ask questions and provide feedback. To summarise, these were:

- The freephone information line (0808 196 5105)
- The enquiries email address ([info@connecting-sheffield.co.uk](mailto:info@connecting-sheffield.co.uk))
- The Freepost address (Freepost Connecting SHF)



- An interactive 'heatmap' on the Connecting Sheffield Commonplace website which allowed people to pin comments on the routes for each scheme: (<https://connectingsheffield.commonplace.is/proposals/provide-comments-on-our-interactive-map-about-whats-important-to-you>)
- A feedback form on the **Connecting Sheffield: Magna-Tinsley** page of Connecting Sheffield Commonplace website.

In total, 199 responses were received during the Magna-Tinsley consultation. These are categorised below depending on the channels through which the feedback was given.

Consultation response received	Total
Online feedback form	191
Online interactive heatmap	5
Email	1
Freepost	0
Phone	2
<b>Total</b>	<b>199</b>

Table 1: Number of consultation responses received.

## Section 7: Magna - Tinsley Feedback Analysis

Nearly all of the feedback received as part of the **Connecting Sheffield: Magna-Tinsley** consultation was collected through the feedback form and the interactive heatmap on the Connecting Sheffield website.

The below analysis looks closely at the feedback received through both the feedback form and interactive heatmap, as well as providing some general website statistics.

### Website Statistics

#### Visitors to the Connecting Sheffield website

Between November 2020 when the Connecting Sheffield website went live and 29 March 2021, there were 26,585 visitors in total. The below graph shows that there was a large spike in visitors on 15 February 2021, this is likely because Yorkshire Live and The Star published articles about the Neepsend-Kelham-City Centre scheme on this day.

There was then another smaller spike in visitors on 18 February when the **Connecting Sheffield: Magna-Tinsley** consultation was launched, with 875 people visiting the site that day.

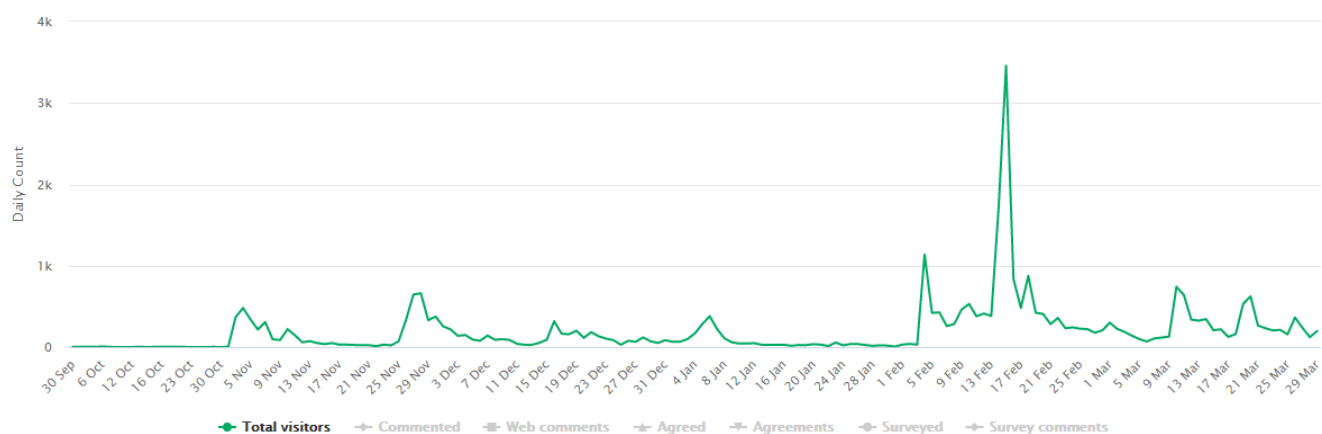


Figure 2: Graph showing the total number of visitors to the Connecting Sheffield website since its launch in November 2020.

The below table shows the top ten referral websites which people have visited prior to accessing the Connecting Sheffield website, with Facebook, Twitter and the Sheffield City Council news website ranking highest.

#### Referral websites

Websites visitors visited before coming across your Commonplace.

Referral website	Visitors	Responded	Subscribed
Facebook	6037	337 (6%)	3 (0%)
Twitter	4330	249 (6%)	2 (0%)
sheffnews.com	1973	142 (7%)	4 (0%)
Inks.gd	880	165 (19%)	0 (0%)
Google	784	102 (13%)	6 (1%)
sheffieldforum.co.uk	355	50 (14%)	1 (0%)
com.google.android.gm	287	17 (6%)	0 (0%)
examinerlive.co.uk	125	7 (6%)	0 (0%)
nowthenmagazine.com	87	33 (38%)	0 (0%)
LinkedIn	84	1 (1%)	0 (0%)

Figure 3: Table showing the top ten referral websites

### Responses to the Connecting Sheffield: Magna - Tinsley Feedback Form

The feedback form used a selection of open and closed questions designed to gain an understanding of what respondents like and dislike about the proposals, their current and anticipated future transport use post Covid-19 based on the scheme proposals and their overall view of the proposals.

The below analysis looks closely at the feedback received in response to both the open and closed feedback questions.

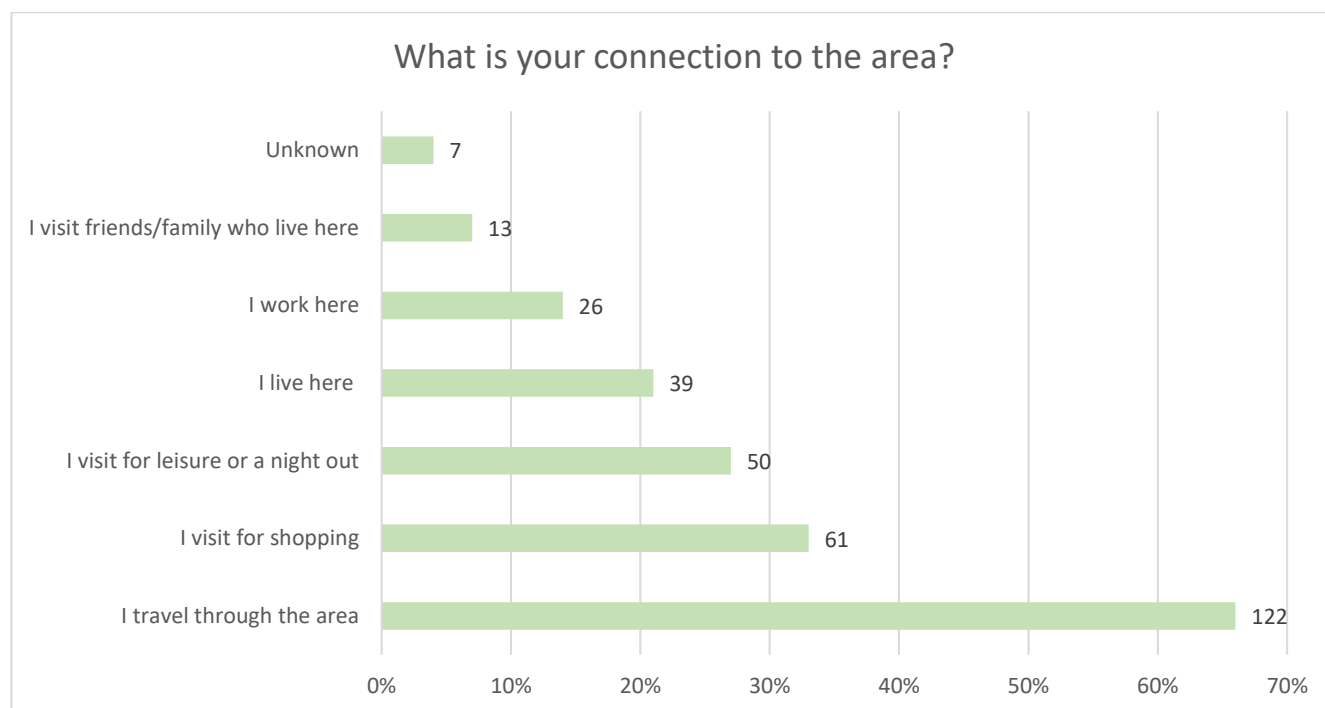
## Analysis of Closed Questions

The following three questions focus on understanding the demographic of respondents. None of these three questions were mandatory and therefore respondents were able to skip the questions.

The below answers are based on the 191 respondents who provided a response to the main Magna -Tinsley Commonplace tile.

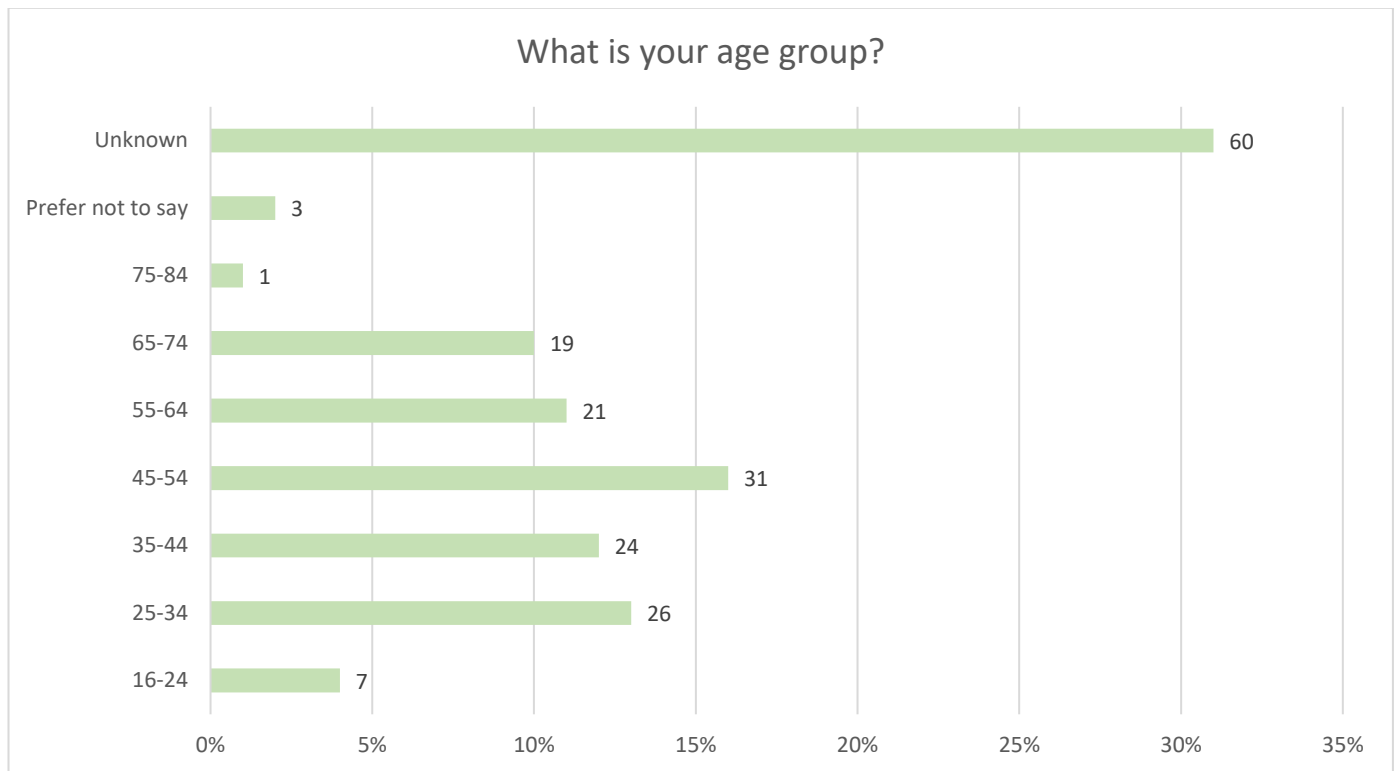
- **What is your connection to the area?**

66% of the respondents who answered this question said that they travelled through the area that they were commenting on (Magna-Tinsley). A further 33% said that they visit the area for shopping. Respondents were able to select more than one option, hence why the percentages do not add up to 100%.



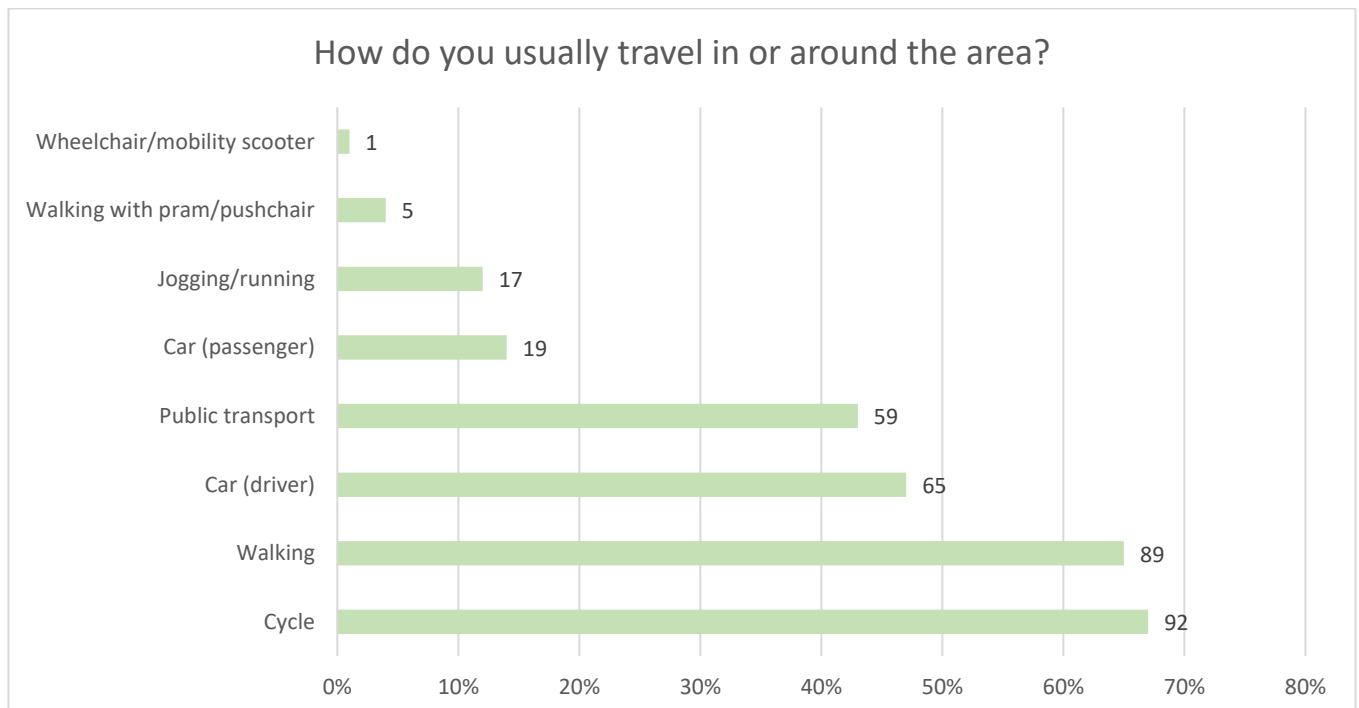
- **What is your age group?**

31% of the respondents did not provide an answer to this question. 16% of respondents said they were aged between 45 and 54, 13% said they were aged between 25 and 34, and a further 12% said they were aged between 35 and 44.



- **How do you usually travel in or around the area?**

67% of the respondents who answered this question said that they cycle in and around the area, 65% said they walk, and 47% said they travel by car. Respondents were able to select more than one option for this question, hence why the percentages do not add up to 100%.

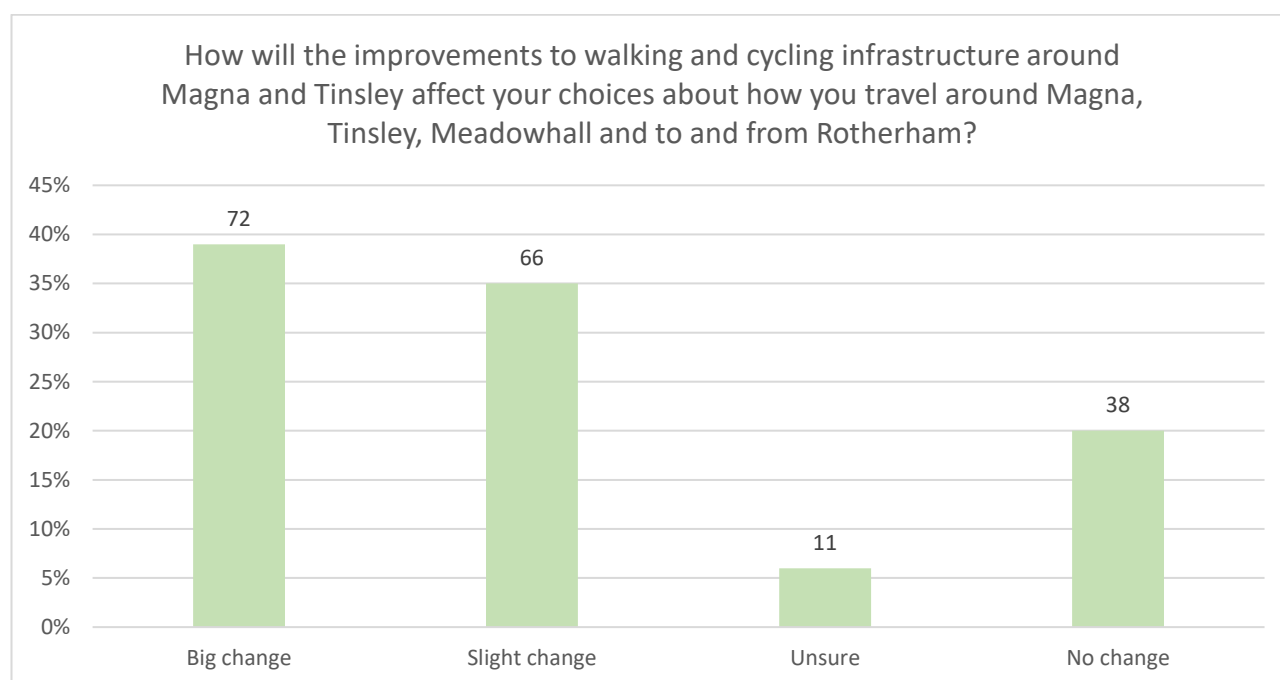




The following graphs contain data taken from the specific questions asked to inform the **Connecting Sheffield: Magna-Tinsley** proposals. As above, this data is based on the 191 respondents who provided their feedback on the main Magna - Tinsley Commonplace tile. Please note that respondents were able to skip questions if they wished, and on some questions, they could select multiple answers, and therefore 191 responses were not received for every question – sometimes more, sometimes less.

- **How will the improvements to walking and cycling infrastructure around Magna and Tinsley affect your choices about how you travel around Magna, Tinsley, Meadowhall and to and from Rotherham?**

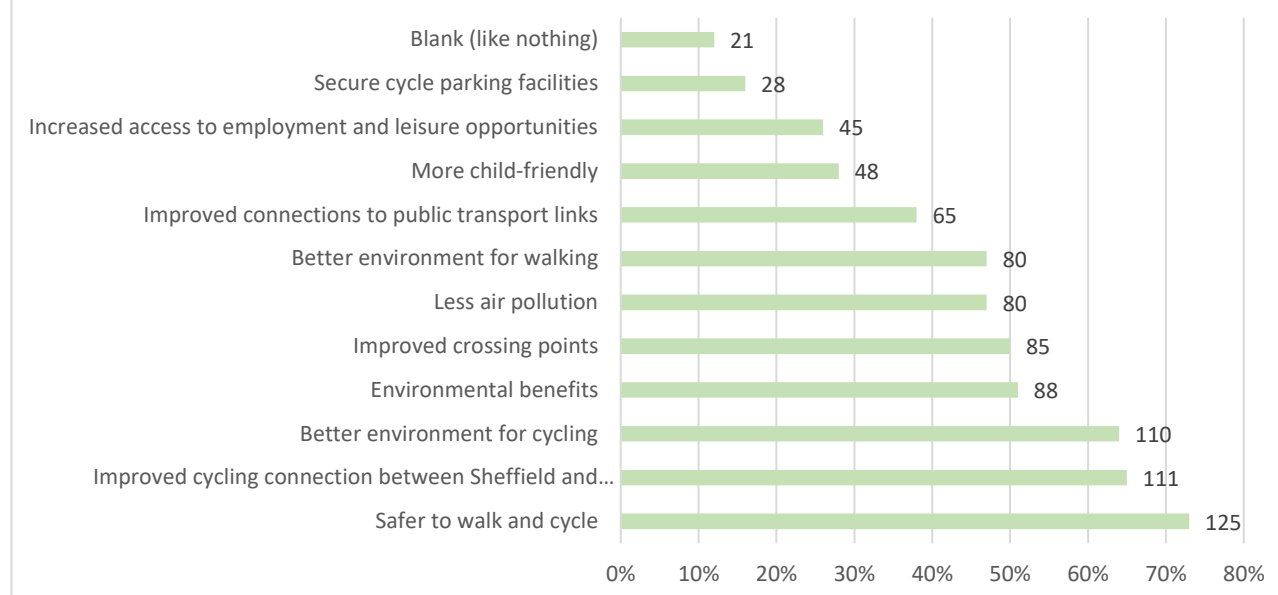
39% of the respondents who answered this question said that there would be a “big change” to their choices about how they travel around Magna, Tinsley, Meadowhall and to and from Rotherham as a result of the proposed the improvements to walking and cycling infrastructure. 35% said that there would be a slight change, and 20% said that there would be no change.



- **What do you like about this scheme?**

When respondents were asked what they liked about this scheme, “safer to walk and cycle” was selected 125 times, “improved cycling connection between Sheffield and Rotherham” was selected 111 times, and “better environment for cycling” was selected 110 times. This was a multiple-choice question.

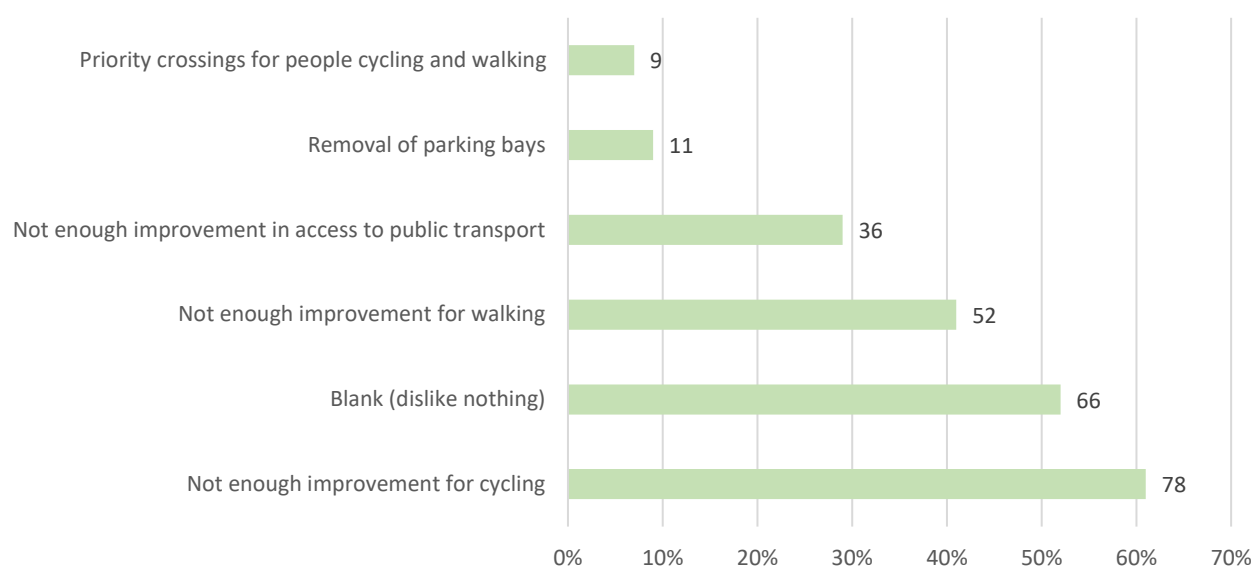
## What do you like about this scheme?



- What do you dislike about this scheme?**

When respondents were asked what they disliked about this scheme, “not enough improvement for cycling” was submitted 78 times, a blank response was submitted 66 times, and “not enough improvement for walking” was selected 52 times. Again, this was a multiple-choice question.

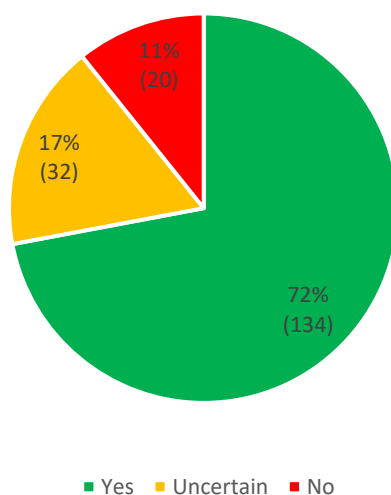
### What do you dislike about this scheme?



- Do you agree with our proposed crossing point near Meadowhall interchange?**

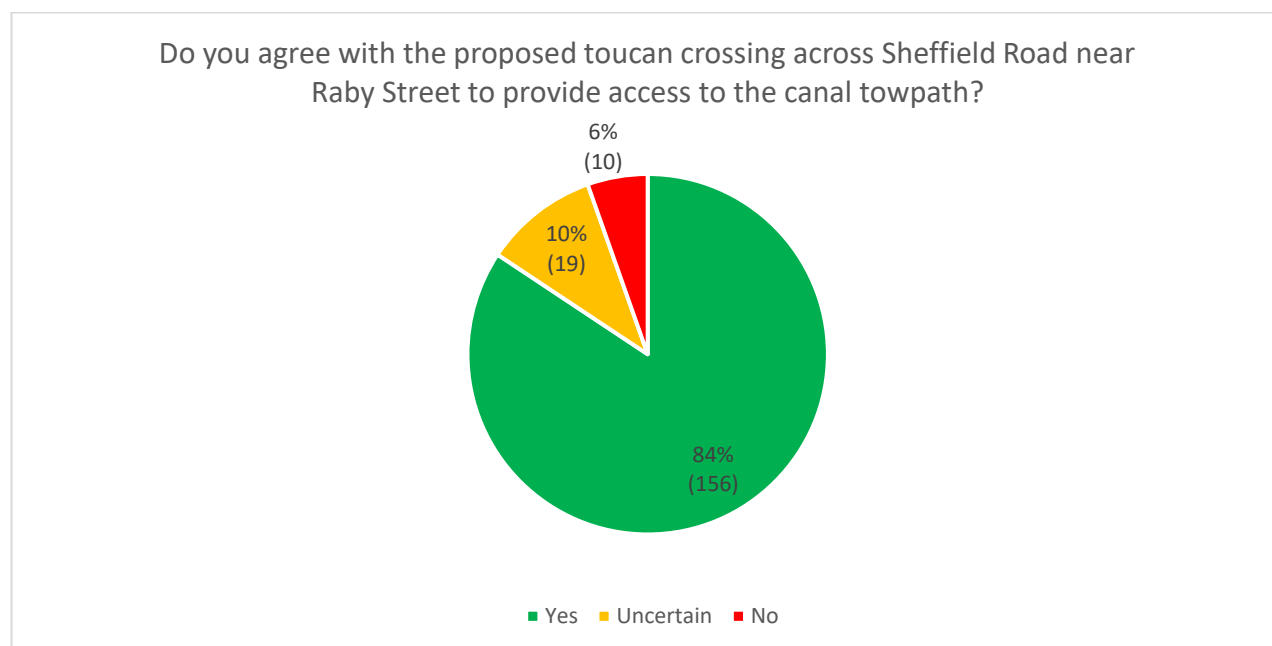
134 (72%) of the respondents who answered this question said that they agreed with the proposed crossing point near Meadowhall interchange. 32 (17%) respondents said that they were uncertain, and 20 (11%) said that they did not agree.

### Do you agree with our proposed crossing point near Meadowhall interchange?

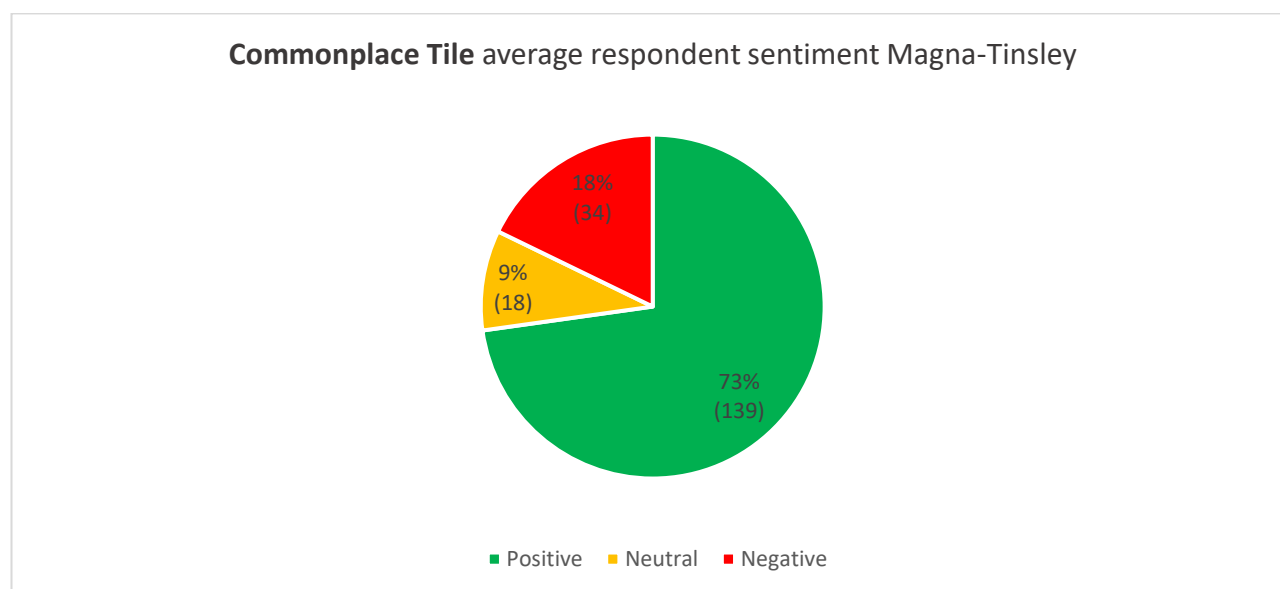


- Do you agree with the proposed toucan crossing across Sheffield Road near Raby Street to provide access to the canal towpath?**

156 (84%) of the respondents who answered this question said that they agree with the proposed toucan crossing across Sheffield Road near Raby Street. 19 (10%) said that they were uncertain and 10 (6%) said that they did not agree.



The below chart shows the overall sentiment towards the proposals expressed by the 191 respondents that provided a response on the main Commonplace tile. It shows that 73% of those who completed the **Connecting Sheffield: Magna - Tinsley** feedback form felt positive about the proposals.



### Analysis of Open-Ended Questions

An extensive summary of the main issues raised by respondents through the open-ended questions on the feedback form, which allowed respondents to elaborate on their points, as well as via phone, email and Freepost, is provided in the following table.



## Feedback Response Tables: Magna-Tinsley

### Topic

### Comments in support of the proposals

**There were 39 general positive comments in support of the scheme with no caveats.**

- Three positive comments regarding increased safety including: that the scheme tackles some of the more unpleasant and unsafe aspects of the route for cyclists; the scheme will make the commute safer; and that the scheme will be reassuring for families.
- Four comments expressing positivity that the scheme will encourage more cycling and walking including: the better quality the cycle routes, the more people will use them; the pleasanter it is to cycle to Meadowhall, the more people will do it; and that it will encourage children to take up walking and cycling from an early age.
- Three respondents were happy with the environmental benefits the scheme will bring, including that it will increase quality of life for everyone.
- Two respondents said that they will be encouraged to take up cycling and try the route post-pandemic, with one mentioning they will now start cycle commuting.
- Three comments suggesting it is good to see the Council trying to get people out of their cars. One driver supports road closures where necessary.

**Other comments in support of the proposals included:**

- The scheme is very comprehensive.
- The crossing at Raby Street will have a significant positive impact on Tinsley residents.
- It is great to see schemes which allow choice for travel.
- The public highway space will afford future development and sustainability.
- These schemes will make Sheffield a leader in green and active travel.
- Sheffield will be more pleasant with fewer cars.
- The sooner this is completed, the better.
- The scheme offers a great incentive to use active travel to reach Meadowhall and areas of Tinsley.
- The scheme is very welcome because it is one of the flatter areas of Sheffield.

### Connectivity

- There were 22 comments directly relating to the canal towpath and how this scheme connects with the route. The main themes of these comments were: doing up the canal towpath to a high standard would be a better use of investment; cyclists prefer the towpath and will continue to use it; the Magna-Tinsley scheme feels like a duplication of the towpath; and the scheme needs to have good links and signage to other cycling routes in the area such as Five Weirs Walk, canal towpath, Upper Don Trail, Trans Pennine Trail.
- Three respondents suggested that as cyclists, they would always prefer to take the canal towpath despite it being slightly slower due to the pollution along arterial routes.
- There were four comments requesting that the locked gate to the canal from Blackburn Meadows Way is unlocked as this will make a major difference. Suggestion this would save having to ride up and round Meadowhall South tram stop.
- Six respondents asked that the route is continuous from Sheffield to Rotherham.

**Other comments relating to Connectivity included:**



- Requests for signage on the routes to the Five Weirs Walk; Blackburn Valley Trail; Tinsley subways (and in the subways to the routes); and canal towpath.
- Three comments that the route needs to be clearly linked to the Trans Pennine Trail; and one that it be linked to the canal towpath, not only with signage.
- Request for the canal towpath to be tidied up and well lit.
- Request for a public information campaign regarding the new paths and the canal towpath in order to maximise investment and usage.
- Three respondents requested opening the entrance of Magna to make accessing the canal towpath easier.
- One respondent suggested that Tinsley residents will not walk to access the Tram Train stop at Magna and will continue to access the tram in Tinsley.
- One comment suggests that the route connects to the Five Weirs Walk, which has had a closure for over a year.

#### **Suggestions:**

- Suggestion to use the downgraded section of Sheffield Road onto Wharf Road, along the canal towpath and then use the current ramp bridge to Tinsley tram stop, as this will make more difference to residents.
- Suggestion for a link at the end of Bawtry Road connecting to Meadowhall via the underpass.
- One respondent requested a route to Brinsworth via Ferrars Road/Bawtry Road.

#### **Sheffield Road**

- There were 30 comments directly relating to Sheffield Road, the main themes of these were: Sheffield Road is too arterial for cyclists to feel safe; there is too much dust, debris and pollution along Sheffield Road for cyclists; and that parallel routes, such as the canal towpath, could be a better investment.
- There were three respondents who raised concerns around cyclist safety along Sheffield Road. Comments included: a painted cycle lane is not appropriate for such busy road; a painted cycle lane is more dangerous than no cycle lane; and cyclists will be intimidated by the type of traffic that uses Sheffield Road.
- Feedback received from the Trans Pennine Trail that the revised junction between Blackburn Meadows Way and Sheffield Road will provide safer facilities for cyclists and pedestrians and will encourage active travel with confidence in the area.

#### **Other comments relating to Sheffield Road included:**

- Three comments that the towpath is much nicer to cycle down than Sheffield Road.
- One respondent asked that 40mph speed limit should remain if the cycle lanes are properly segregated to reduce bottlenecks.
- Sheffield Road has the highest incidence of puncturing in South Yorkshire.
- One respondent feels there will be huge delays during peak times and matchdays.
- Many HGVs are often parked on the road outside Newell & Wright Transport which at present would block the cycle lane.
- There were 16 concerns relating directly to the maintenance of cycle lanes along Sheffield Road. These are discussed in more detail in the 'Cycling Routes' section.

#### **Suggestions:**

- Suggestion to have fixed cycle pumps up the length of Sheffield Road due to road debris.
- Suggestion to remove one lane at the junction with Blackburn Meadows Way and give it to cyclists.

### **Blackburn Meadows Way**

- There were 25 comments directly relating to Blackburn Meadows Way, the main themes of these comments were: it is too dangerous, exposed and windy for cyclists; measures along the road don't go far enough in terms of segregation; the bus stop causes problems for cyclists when people are waiting there; and Blackburn Meadows Way was only done up a few years ago so there is no need to re-do it.
- There were three comments relating to safety along Blackburn Meadows Way, specifically that it is too open, exposed and windy for cyclists as they could get swept onto the vehicular highway; the towpath is safer; and vehicles travel at fast speeds along the road.
- The Trans Pennine Trail have praised the fact that the southern non-motorised user provision on the south of Blackburn Meadows Way will be widened to 4 metres.

#### **Other comments relating to Blackburn Meadows Way included:**

- Concern was expressed that cyclists will cut off Blackburn Meadows Drive onto the main carriageway in order to cut the corner and that there are dangerous left-hooks around the Kickabout Academy.
- Two respondents commented that Blackburn Meadows Way was only changed a few years ago and that the current arrangements work fine.
- One respondent felt that the Council are trying to avoid removing the central reservation in order to create a space that works for everyone as it is too expensive.
- There was a comment that shared use by the bus stop on Blackburn Meadows Way is a cost saving exercise and not quality infrastructure.
- One respondent felt that the scheme doesn't increase safety for cyclists travelling eastbound along Blackburn Meadows Way, though another commented that Blackburn Meadows Way does not need a cycle path as there are very few cyclists who use the road.
- Comments were made that the bus stop is hard to navigate currently as a cyclist when there are people waiting for the bus; and that the bus stop is currently useless as rain still gets in and you are exposed to the elements.

#### **Suggestions:**

- Widen Blackburn Meadows Way at the Meadowhall crossing as this is a pinch point and widen the cycle path along Blackburn Meadows Way because high winds could cause cyclists to swerve.
- Suggestion to have a two-way cycle path on one side of Blackburn Meadows Way and a two-way pedestrian track on the other to reduce conflict.
- One respondent asked that the bus stop is moved onto the embankment to provide more natural shelter.
- Blackburn Meadows Way should be converted entirely to a cycleway with no vehicles permitted along it.

### **Ferrars Road**

- One respondent commented that the improvements to Ferrars Road are not in line with LTN1/20.

- A comment was made that the priority at this junction needs looking at as cars have priority here, but not on the other side of the road.
- One respondent suggested there is no clear entry or exit line for cyclists for Ferrars Road and St Lawrence Road.
- One respondent had concerns that end of Ferrars Road by Cooper & Turner still leaves the cyclists with too many obstacles.

#### **Suggestions:**

- Suggestion there is a frontage road around Ferrars Road and St Lawrence Road which could be utilised as a segregated cycle lane as it only serves a small number of homes.
- One request to use a continuous pavement along Ferrars Road to give the cycle lane a more consistent feel.
- One respondent felt that Ferrars Road should be a continuous kerb as the current geometry does not encourage 20mph speeds and presents a conflict between cars and cyclists.
- Suggestion Ferrars Road is filtered, and traffic uses the adjacent St. Lawrence Road.

#### **Cycling Routes**

- There were 16 comments relating directly to the maintenance of the cycle routes as they run alongside a major HGV route. The main concerns were around: debris causing punctures; dust and mud on the cycle lanes; and general pollution and unpleasantness along the route.
- There were six requests for good lighting on all of the cycle routes (inc. Five Weirs Walk, canal towpath, Upper Don Trail, Trans Pennine Trail) in the area so that people can feasibly cycle in the dark. Suggestion that after 4pm in winter it is impossible and dangerous to cycle in the area.
- Four respondents suggested that confident cyclists will continue to use the vehicular carriageway.
- There were three comments suggesting that the scheme doesn't allow cyclists to make sufficient progress meaning confident cyclists will stay on the highway whilst new cyclists will be discouraged from taking up cycling. Suggestion this will cause further divisions between car drivers and cyclists.
- One respondent felt that this a poor use of money because the cycle route starts in an industrial area and finishes in a retail area, rather than a residential area.

#### **Suggestions:**

- One respondent suggested using the A631 as a cycle route as there are many employers based there.
- Utilise Tinsley Park Road as an easy way to access Centertainment, FlyDSA Arena, EIS, iceSheffield and others.
- Two suggestions to use wands/bollards/armadillos along the cycle route to prevent cars from parking on them.
- Suggestion that cycle lanes need to be at least the same width as a traffic lane (2.6m) so that cyclists can safely overtake other cyclists.
- One request to widen the east side of the Meadowhall junction as it is too narrow to be a two-way cycle path and pedestrian walkway.
- One suggestion that more routes need to be created away from busy roads.



- Comment requesting a defined cycle route along the valleys of Sheffield.

### Shared Routes

- There were 18 comments directly relating to the shared pedestrian and cycle routes.
- All 18 comments had concerns around or actively discouraged a shared path between cyclists and pedestrians. The main reasons for this are: pedestrians impede cyclists' progress; pedestrians will be put off using the path because of safety; not an improvement on what is there currently; and the route is too stop-start for cycling commuters to use.
- Concern was expressed that shared paths are an outdated design; one respondent suggested shared paths are not compliant with LTN1/20.
- There were three comments which suggested the shared routes do not go far enough in terms of segregation. Respondents who suggested this felt that the scheme is not worth doing unless done with full segregation; shared paths are better than nothing but not ideal; and this is a halfway house approach which means the scheme will need to be re-done in ten years' time.
- One respondent said that as a pedestrian, they would not use the shared routes for fear of being hit by a cyclist.

### Suggestions:

- Suggestion to have constant signage along the path encouraging cyclists to go slow and pedestrians to take care.
- Map B should feature segregated cycle lanes by removing the central reservation and reducing traffic to two lanes.
- One respondent suggested that pedestrians, cyclists and vehicles should be segregated at all times from each other.

### Crossings

- There were 18 comments relating directly to the crossings proposed in this scheme. The main themes of these comments were: there are too many crossings where cars still have priority which will impede cyclists' progress and discourage them from using the new routes; crossings should have very short wait times; and requests not to remove the crossing on Sheffield Road.
- There were seven comments suggesting that there are too many crossings in the scheme which will put cyclists off, including: the Meadowhall crossing leaves cyclists as the lowest priority; too much button pushing will make cyclists remain on the road; and the crossings make cycling inefficient.
- One respondent expressed concern that cyclists need to use multiple three-stage crossings to carry on straight at the crossing of Meadowhall Road and where it joins Sheffield Road.
- Three respondents requested that the crossing on Sheffield Road is not removed.
- Response from the Trans Pennine Trail that the removal of the uncontrolled crossing is welcomed.
- One comment suggesting that the last turning for cyclists heading west over the Meadowhall Road crossing looks very tight.
- One respondent mentioned that the crossings at Meadowhall are very complicated and mean that cyclists/pedestrians have to cross vehicular carriageways several times. Suggestion this could be simplified or synchronised to allow crossing in a singular move.
- There was one comment suggesting that pedestrians are treated as third class citizens at the proposed crossings.

- Comment that to go from Blackburn Meadows Way to Rotherham by cycle you must cross three lanes of traffic which is difficult.
- One respondent felt that if Raby Street is getting a crossing, so should Bawtry Road at Ackworth Drive as it is a fast road that many need to cross to access bus services.

#### **Suggestions:**

- One respondent requested the formalisation of a crossing on the east side of the junction as many people cross here anyway. Suggested there are clear desire lines for a crossing here.
- Suggestion of a Dutch-style roundabout to allow cyclists to go from Blackburn Meadows Way to Sheffield Road.
- Crossings should have a maximum sub-ten seconds response time to avoid inconveniencing pedestrians and cyclists.

#### **Subways**

- There were 6 comments expressing the sentiment that subways should be prioritised as a way to connect residents of Tinsley with Meadowhall and the cycling route as this is most convenient for residents.
- There were two comments suggesting that for many Tinsley residents, the subways connecting to Meadowhall are the only way they can reach the centre. Request for the subways to be done up as a priority over the proposals.
- One respondent said that to expect Tinsley residents to double-back on themselves along Blackburn Meadows Way is not realistic and they will continue to use the subways, which should be the priority for funding.
- Two requests for subways in Tinsley to be cleaned and better lit.

#### **General Suggestions**

- Five respondents requested to roll similar schemes out in other parts of Sheffield (Mosborough mentioned specifically). One further respondent asked for defined cycle routes around the valleys of Sheffield.
- There were four requests for greening around Tinsley in order to counteract the industrial units.
- Four respondents asked for more cycle parking at Meadowhall. One additional request that the parking fits fat tyre bikes.
- There were two suggestions to let cycles on trams, particularly once the Magna Tram Train stop is built.
- Two respondents asked for there to be regular air monitoring in Tinsley as pollution levels are illegally high.
- Two respondents suggested that roundabouts in the area should be changed to give priority to cyclists and pedestrians. One respondent specifically mentioned implementing a Dutch-style roundabout in the area as a traffic calming measure.
- Two requests for further (non-specific) traffic calming measures to be put in around the area.
- Suggestion that the best thing to do to reduce car usage in the area would be to compel Meadowhall to charge for parking.
- Suggestion that those putting the most effort in should be given the most unbroken transit.
- Suggestion that in order to help these routes become more sustainable and environmentally friendly, a 30mph speed limit should be reimposed.

- One suggestion for a park and ride outside Meadowhall for all non-electric vehicles; and one request for all buses to be made electric.
- There was one request to see the research undertaken and targets set around the scheme as they believe this is a waste of money, and one request that the money is spent on improving vehicular access around Tinsley and Meadowhall.
- Suggestion of charging a fee for vehicles coming from Rotherham on Sheffield Road wanting to access the Tinsley Roundabout.
- Suggestion vehicles should be encouraged to use Meadowbank Road/A631/A630 in order to spread traffic out around the area.
- Suggestion to alter the junction of St Lawrence Road/Sheffield Road/Blackburn Meadows Way so that buses can go up St Lawrence Road.
- One request via email that Commonplace should have 'dislike' as well as 'like' buttons so the feedback is not biased.

### General Comments

- There were 18 comments suggesting that this scheme does not go far enough. The main themes of these comments are: the changes are not ambitious enough for the flattest part of Sheffield; the scheme does not improve public transport sufficiently; the proposed cycle lanes are not all properly segregated; and it does not do enough to reduce pollution.
- Six respondents requested that public transport improvements are implemented alongside the scheme. Two of the six respondents felt public transport infrastructure should take priority in Tinsley ahead of cycling and walking infrastructure.
- Three comments that the main cause of pollution in the area isn't Tinsley residents, but motorway traffic and vehicles going to and from Meadowhall. One further respondent suggests the scheme will not bring pollution levels down sufficiently without addressing motorway traffic and HGVs travelling through the area.

### Other general comments relating to the scheme included:

- Three respondents suggested Sheffield is too hilly for cycle lanes.
- Two comments expressed concern that this scheme will turn Sheffield city centre into a ghost town.
- Two respondents suggested that because of the Shalesmoor cycle lane, this will not work either.
- One respondent felt that the Connecting Sheffield: Neepsend – Kelham were much better 'joined-up'.
- One comment that this is a waste of money because all the roads have potholes in them anyway.
- Comment that the removal of parking bays will increase pavement parking.
- One commenter said this is more of a vanity project and does little to address the needs of cyclists and pedestrians.
- One respondent felt that this is only providing better facilities for 9% of the public who travel by cycle and on foot, not the 91% who travel by motorised vehicle.
- Comment that the fast, wide roads and big roundabouts are a large barrier to cycling in the area.
- Comment that this does nothing to improve public transport services.

- Complaint that buses now come along Sheffield Road and Blackburn Meadows Way which cuts out the residential areas of Tinsley.

#### Requests for clarification

- Question regarding why the crossing at Raby Street benefits cyclists as there are no proposals to improve cycling provision there.
- Two comments stating that the segregated cycle lane in Map C appears to be two-way but the cycle lane does not appear to be wide enough to accommodate this.
- Question regarding where an eastbound cyclist in Map C would cross the road to access the cycle lane.
- The Trans Pennine Trail have questioned why the non-motorised user (NMU) facility on the north of Blackburn Meadows Way will remain shared.
- The Trans Pennine Trail have asked for confirmation that the Council does not intend to realign the Trans Pennine Trail away from Blackburn Meadows Way.
- One respondent felt it is unclear how pedestrians will be guided onto longer routes such as the Trans Pennine Trail or canal towpath.
- Another felt it is unclear how the Meadowhall crossing fits into the wider aims of the scheme.
- Question regarding what the plan is once you reach Meadowhall, or whether this the assumed destination.
- One commenter felt that reference to accessing the canal towpath near Raby Street needs to be properly illustrated on maps to demonstrate connectivity.

## Section 8: Heatmap Analysis

### Heatmap Visitor Statistics

There were 493 visitors in total to the heatmap between the date the consultation on **Connecting Sheffield: Magna-Tinsley** went live (18 February 2021) and the date the consultation closed on 15 March 2021. A small spike is seen on 18 February when the consultation went live. Another spike can be seen later on 10 March when the next consultation went live (**Connecting Sheffield: Nether Edge–City Centre**) which drove increased traffic to the website.



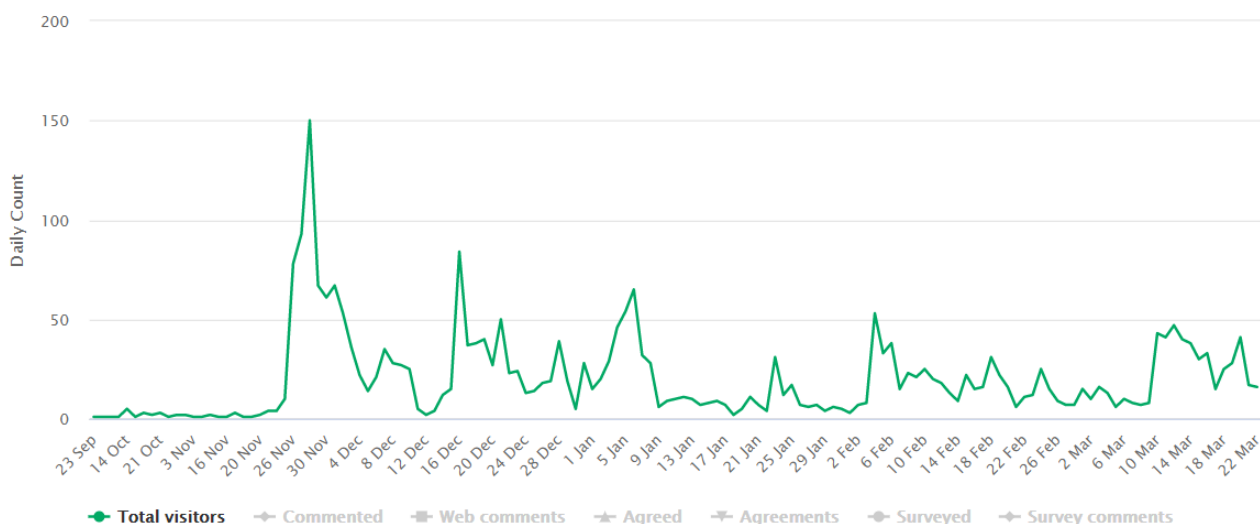


Figure 4: Total number of visitors to the Connecting Sheffield heatmap since its launch last November 2020.

The below table shows the referral websites which people visited prior to accessing the Connecting Sheffield heatmap, with the majority coming directly from other pages of the Connecting Sheffield Commonplace website:

Referral website	Visitors	Responded	Subscribed
connectingsheffield.commonplace.is	1746	263 (15%)	3 (0%)
com.google.android.gm	39	5 (13%)	0 (0%)
sheffieldactivetravel.commonplace.is	6	0 (0%)	0 (0%)
Facebook	3	0 (0%)	0 (0%)
Email	2	0 (0%)	0 (0%)
bing.com	1	0 (0%)	0 (0%)
profile.commonplace.is	1	0 (0%)	0 (0%)
secure.helpscout.net	1	0 (0%)	0 (0%)

Figure 5: List of referral websites.

### Responses via the Heatmap

The interactive heatmap allowed visitors to pin comments on specific locations along the **Connecting Sheffield: Magna-Tinsley** routes, before asking them a series of open and closed questions about the area they were commenting on, including what the current issue is and how they would like to see it addressed.

The below analysis looks closely at the feedback received in response to both the open and closed feedback questions. In this consultation, only five responses were received via the heatmap, and the closed questions were not answered by every respondent.

### **Analysis of Closed Questions**

The following three questions focus on understanding the age group the respondents fall under and what their connection is to the area. None of these questions are mandatory and therefore respondents are able to skip the questions.

- **What is your age group?**

Two of the five respondents answered this question. One respondent was aged between 25-34 while the second was aged between 65-74.

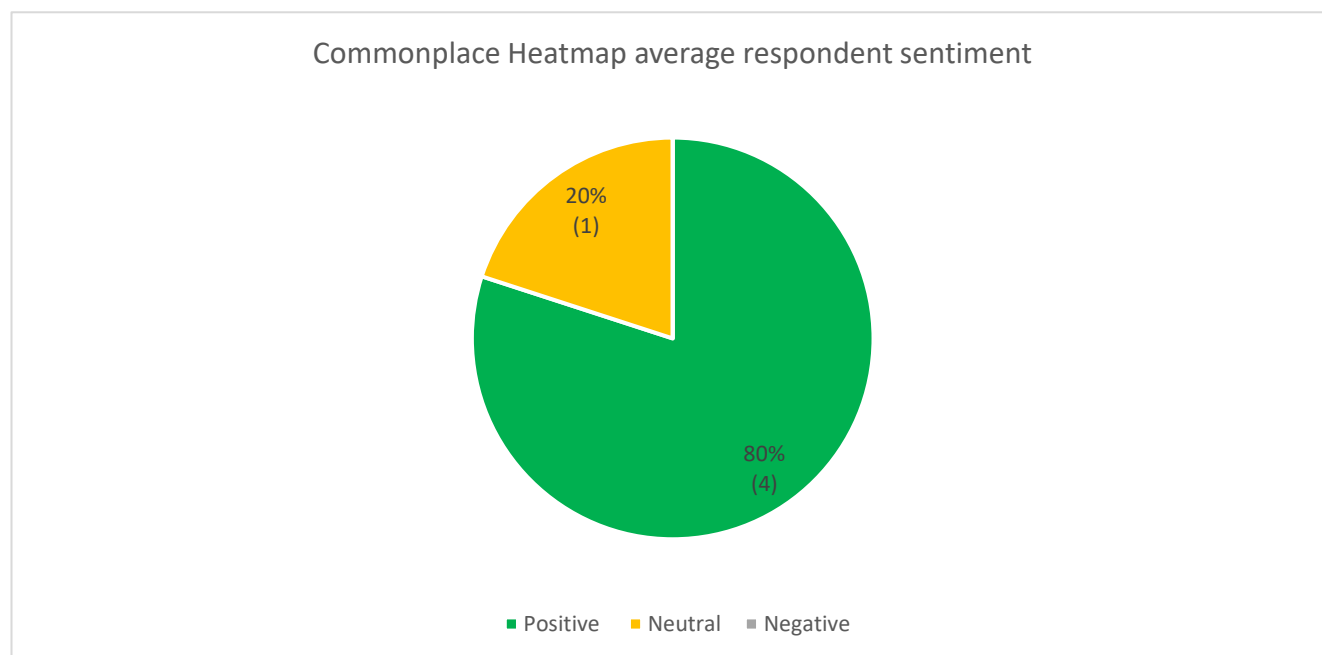
- **What is your connection to the area?**

The same two respondents who answered 'What is your age group?' also answered this question. The respondent aged 25-34 commutes through the area, while the respondent aged 65-74 lives nearby and is also a trustee of the Upper Don Trail.

- **How do you usually travel in and around the area?**

Once again, the same two of the five heatmap respondents answered this question. The commuter aged between 25 and 34 said they drive a car, take the bus and use public transport in and around the area. Meanwhile, the trustee of the Upper Don Trail aged between 65 and 74 said that they only cycle and walk in and around the area.

The below chart shows the overall sentiment towards the proposals expressed by the 5 respondents who commented via the heatmap. It shows that 80% of those who commented on the heatmap felt positive about the proposals, with no respondents feeling negative.



### **Analysis of Open-Ended Questions**

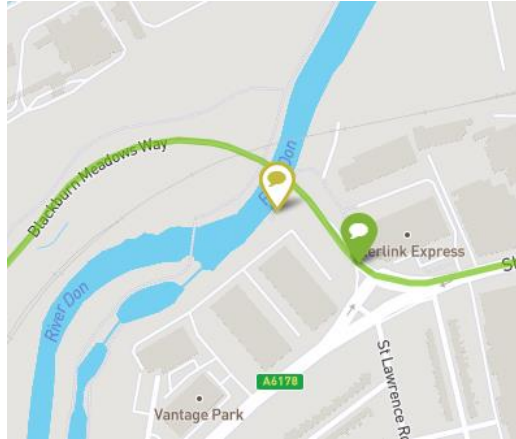
A summary of the main issues raised by respondents who commented on the **Connecting Sheffield: Magna-Tinsley** scheme via the interactive heatmap is provided in the following table:

## Connecting Sheffield: Commonplace Heatmap Response Table

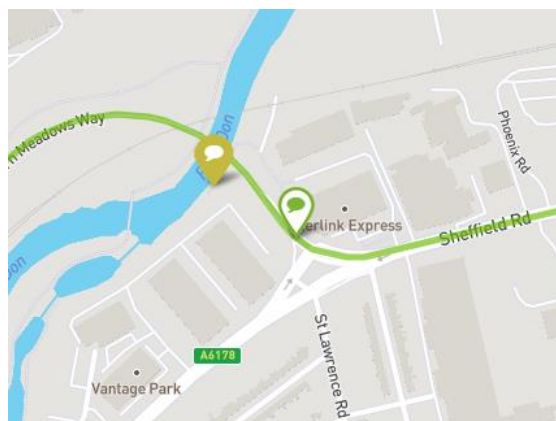
### Topic

#### Magna – Tinsley: Cycling Route

- There were 5 comments specifically relating to the Magna – Tinsley Cycling Route.
- Comment that the cycle footway between Meadowhall and the Tinsley Towpath is still locked up for no reason, creating a dangerous cul-de-sac and preventing legitimate use.

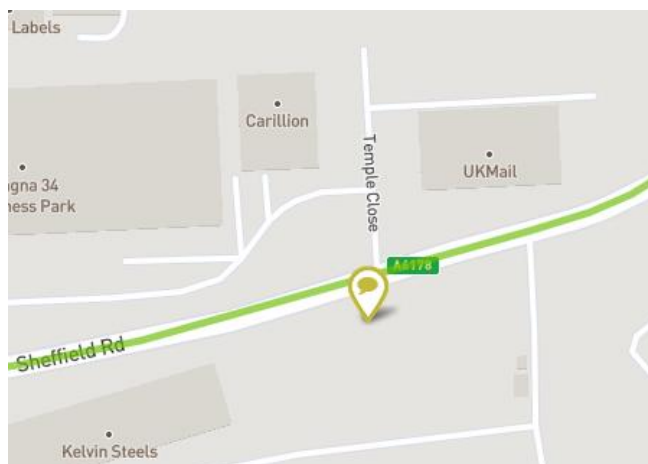


- Comment that there is not enough room to accommodate cyclists on the west side of Blackburn Meadows Way and that to have them there is a danger to those waiting for the bus or alighting.



- Comment that only a few river/canal paths are available from the city centre to Meadowhall while cycling along main roads can be very dangerous, particularly in winter.

- Comment that better bus provision is required alongside cycling infrastructure. Suggestion that something similar to the A647 Leeds to Bradford could be replicated with segregated cycle lanes and island-style bus stops. Suggestion the X1 is one of the most unreliable bus services already.



## Section 9: Influence of Consultation on Proposals

The comments received during the **Connecting Sheffield: Magna–Tinsley** consultation have been carefully considered by Sheffield City Council to identify whether the issues raised could be addressed during the development of the proposals through the Outline Business Case and future Full Business Case stages.

Early engagement with key stakeholder groups has played an important role in designing a scheme that will improve walking and cycling infrastructure and links to public transport around Magna and Tinsley while also taking into account the concerns and interests of nearby residents and businesses.

Helpful points were raised in relation to access and deliveries for businesses. These comments have been taken on board and are being considered by the scheme design team as they develop the Outline Business Case for the scheme.

## Section 10: Appendices

### Appendix 1 – Magna - Tinsley Commonplace Tile

#### Magna-Tinsley

179 comments

Consultation on Magna-Tinsley ended on 15th March 2021.

#### Introduction

**Connecting Sheffield: Magna-Tinsley** is designed to deliver improvements to walking and cycling infrastructure and to provide better connections to public transport links to make it easier for people to travel around and between Magna, Tinsley and Meadowhall using sustainable modes of travel. These changes will increase access to leisure and employment opportunities at Meadowhall and in Rotherham and Sheffield for Tinsley residents.

By providing high-quality walking and cycling routes, these proposals will make walking and cycling for shorter journeys a more attractive and accessible option as well as improving travel choices for people without access to a car. A key aim is to reduce the number of cars on the road to ease congestion and help improve air quality around Magna, Tinsley and Meadowhall.

We are now consulting on our proposals for this scheme and would like to hear your views.

Click [here](#) to view an overview plan of this scheme.

More detailed maps of the changes being proposed are provided further down this page.

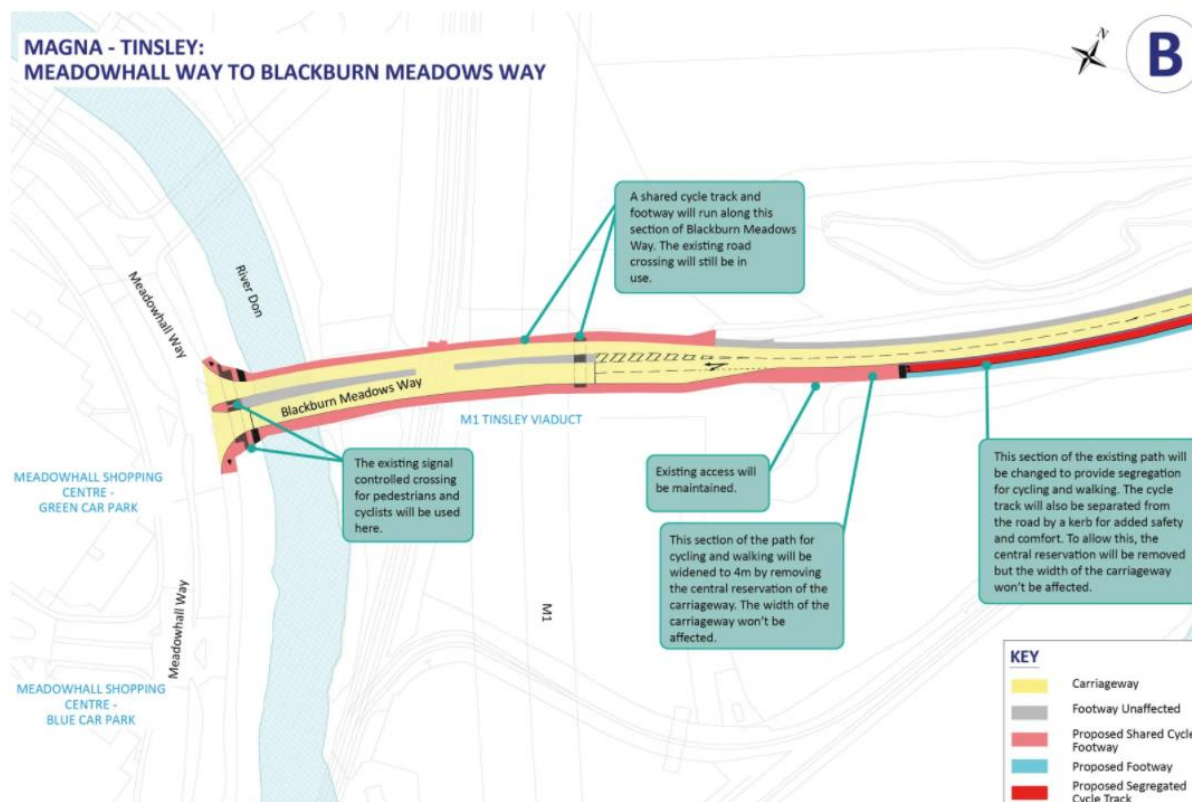
#### Improved cycling and walking routes

The plans for **Connecting Sheffield: Magna-Tinsley** include high-quality cycling and walking routes designed to help people get around the area on foot or by cycle. The proposed routes will improve connections between Sheffield and Rotherham and will make it easier for Tinsley residents to walk and cycle to Meadowhall and Meadowhall Interchange for public transport connections.

Along Blackburn Meadows Way, where the path is currently shared for walking and cycling on the southern side of this road, separate paths for cycling and walking are proposed. These improvements will make it more convenient and attractive for people to walk or cycle in the area.

Figure 6: Magna – Tinsley tile full view

The maps below show the proposals along Blackburn Meadows Way and highlight the sections where there will be separate footpaths and cycle tracks or shared paths.

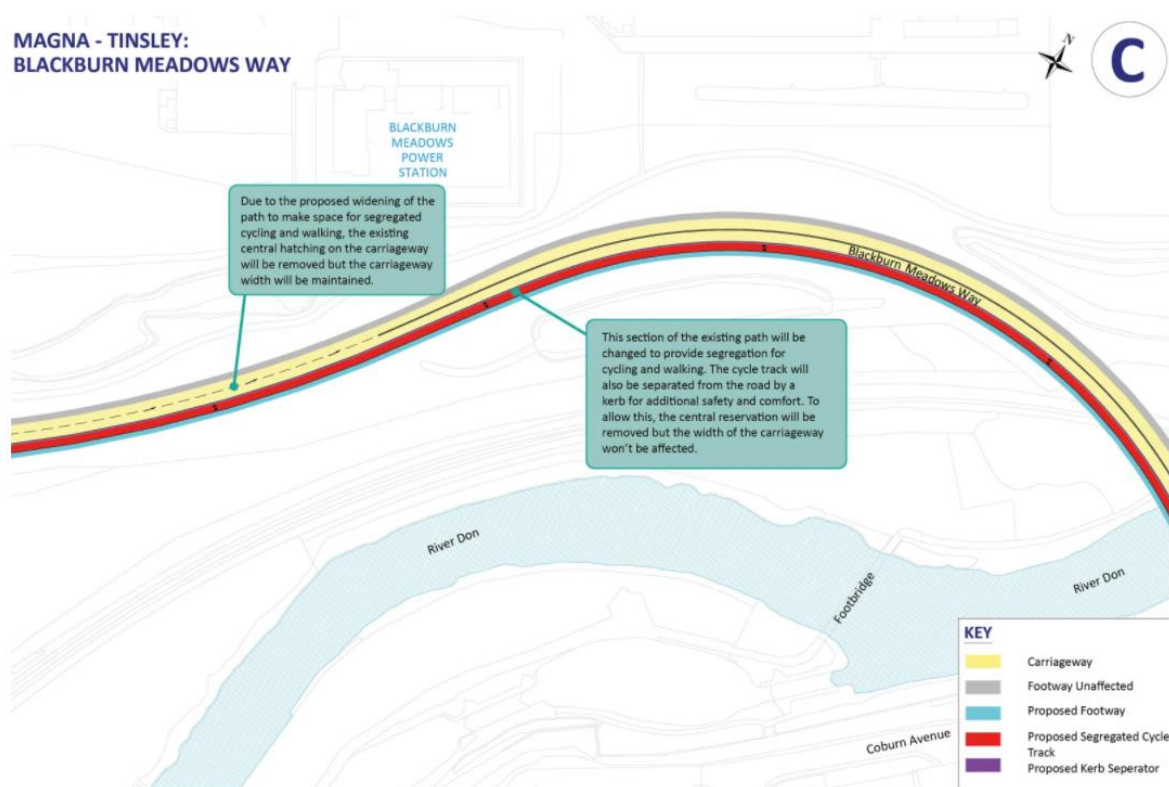


You can view a pdf of the above map and zoom in by clicking [here](#).

Figure 7: Magna – Tinsley map of Meadowhall to Blackburn Meadows Way on the Commonplace tile.



## MAGNA - TINSLEY: BLACKBURN MEADOWS WAY



You can view a pdf of the above map and zoom in by clicking [here](#).

Figure 8: Magna - Tinsley map of Blackburn Meadows Way on the Commonplace tile.

The cycle track along Blackburn Meadows Way will then connect into a walking and cycling route on Sheffield Road which will help people to travel more easily between Meadowhall and Rotherham on foot or by cycle.

There will be a segregated cycle track - at a level slightly higher than the road - along stretches of this route as highlighted on the maps below. Along the short sections of road where there are multiple accesses for business premises, the cycle track will switch to a segregated cycle lane at the same height as the road. This is to maintain comfort for cyclists along an even and level cycle route at these access points. Priority will be given to cyclists over vehicles needing to cross the cycle lane for access to premises.

The illustration below provides an indication of what the changes could look like at the junction where Blackburn Meadows meets Sheffield Road and highlight some of the significant improvements planned for walking and cycling along this route. As part of these works, it is hoped that some new planting and sustainable urban drainage can be added along this section of the route.

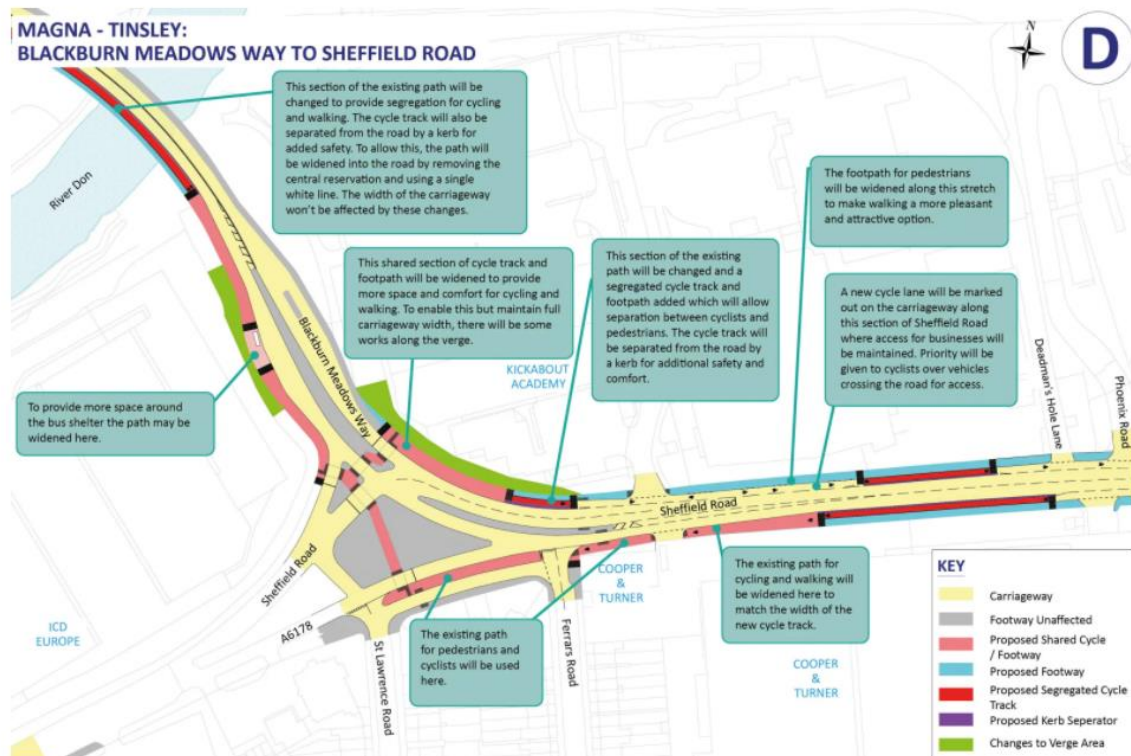
The slider can be moved to show the viewpoint at present compared to the viewpoint after the scheme is delivered.



Figure 9: Magna - Tinsley Commonplace tile full view



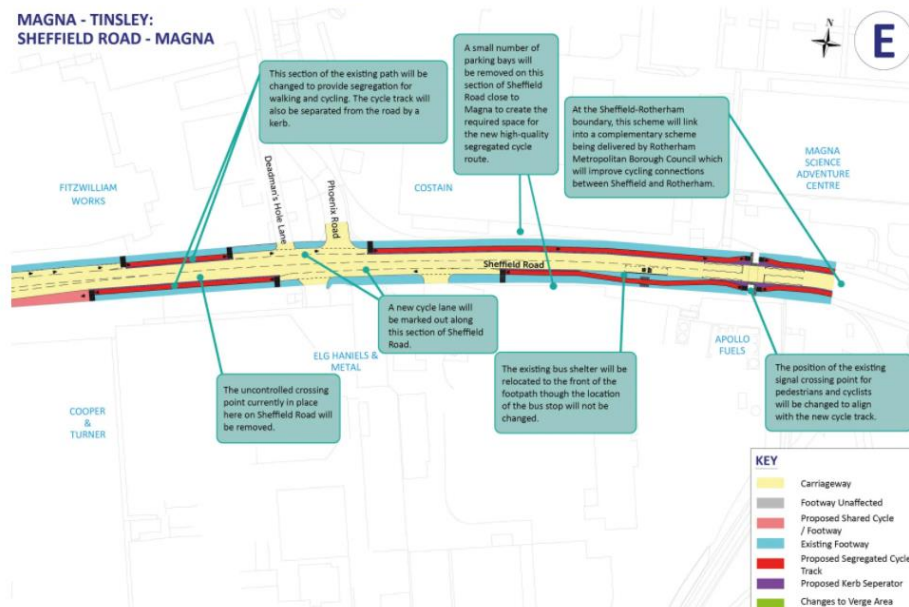
The maps below provide detail of the proposals for improved walking and cycling routes along Blackburn Meadows Way and Sheffield Road.



You can view a pdf of the above map and zoom in by clicking [here](#).

Figure 10: Magna – Tinsley: map of Blackburn Meadows Way to Sheffield Road on Commonplace tile.

You can view a pdf of the above map and zoom in by clicking [here](#).



You can view a pdf of the above map and zoom in by clicking [here](#).

The segregated cycle track and footpath will link up to a similar scheme being delivered by Rotherham Metropolitan Borough Council which will continue the high-quality route along Sheffield Road from the Sheffield-Rotherham boundary towards Rotherham town centre.

Figure 11: Magna – Tinsley: Sheffield Road- Magna map on Commonplace tile

## Better connections to public transport links

To improve access to leisure and employment opportunities in Rotherham and Sheffield, the proposals will provide better, safer connections to public transport links.

Walking and cycling to Meadowhall Interchange will be made easier, with a new and improved crossing point introduced on Meadowhall Way/Meadowhall Road opposite the Sainsbury's petrol station. This will provide a safer way for people walking or cycling to cross this busy road and access the Transport Interchange. Secure cycle hubs are planned at both the Transport Interchange and Meadowhall Shopping Centre and will be funded through separate schemes to **Connecting Sheffield: Magna-Tinsley**.

The map below shows the plans for this improved crossing point.

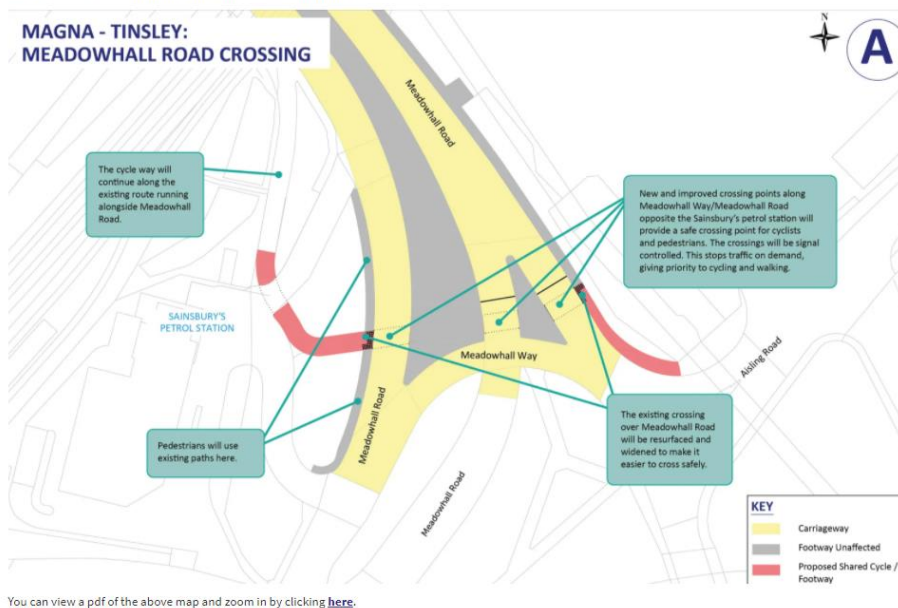


Figure 12: Magna – Tinsley map of Meadowhall Road crossing on Commonplace tile.

A new toucan crossing will be added on Sheffield Road near Raby Street to provide a safe crossing point for Tinsley residents to access the canal towpath to Meadowhall. The plan below shows what is being proposed.



The proposals for improved cycling and walking routes along Sheffield Road close to Magna will also complement the delivery of a proposed new Tram Train stop with Park and Ride facility at Magna which will be brought forward by the South Yorkshire Passenger Transport Executive.

The **Connecting Sheffield: Magna-Tinsley** scheme would provide safe connections to this proposed Tram Train stop by introducing a well-lit walking route. A new Tram Train stop will provide commuters and Tinsley residents with the opportunity to access employment, retail and leisure facilities in Rotherham, Sheffield and Parkgate. Secure cycle parking facilities are also planned at the proposed stop, as part of the Park and Ride plans.

## Access around Magna, Tinsley and Meadowhall for cars, vans, taxis and buses

The plans for **Connecting Sheffield: Magna-Tinsley** aim to create a better environment for walking and cycling, as well as improving connections to public transport. Although we want to encourage people to leave their car at home and use alternative transport methods where possible, we know this is not always viable.

This scheme does not incorporate any changes to vehicle routes, so cars, vans, taxis and buses will still be able to access the same routes as now. Although a new toucan crossing is planned across Sheffield Road near Raby Street to provide a safe crossing point for Tinsley residents to access the canal towpath, this will not have an impact on vehicles' ability to travel along this stretch of road.

A small number of parking bays will be removed on Sheffield Road close to Magna to create the required space for the new high-quality segregated cycle route.

Figure 13: Magna -Tinsley: map of Sheffield Road crossing on Commonplace tile.



## Magna - Tinsley

Stakeholder Briefing: February 2021

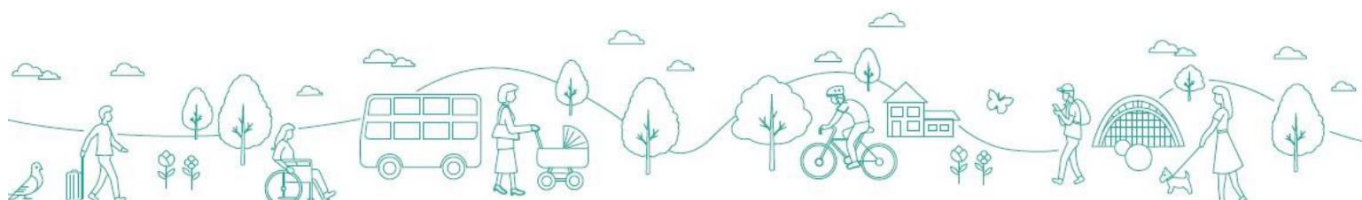


Figure 14: Introduction slide

## What is Connecting Sheffield?

**Connecting Sheffield** is a long-term approach that aims to transform the transport infrastructure that people use to get around the city as part of their everyday lives.

- Feedback from Sheffield City Council's Transport Vision Consultation showed that our current transport infrastructure and system needs to be better.
- We know that we need to create better transport infrastructure so people can get around more easily and in a way that meets their needs.
- Many people feel that travelling by car is the only realistic option and therefore we need to provide attractive and realistic alternatives.
- Better transport infrastructure is needed if we are to:
  - Help the city to function better and improve our streets and neighbourhoods by reducing traffic congestion
  - Help address climate change and improve air quality
  - Increase growth and associated opportunities to access employment
  - Improve public health



Figure 15: Slide 2





# Transforming Cities Fund

- Forms part of Government's Industrial Strategy and will fund the first phase of Connecting Sheffield
- Up to £50 million of funding for Sheffield from overall Sheffield City Region funding pot worth £166 million
- Focused on connecting people to key areas of employment and economic activity
- Tight turn around for delivery, with completion required by March 2023
- Subsequent funding streams will align under Connecting Sheffield



Figure 16: Slide 3

## Connecting Sheffield: Magna - Tinsley

*Vision & Details*

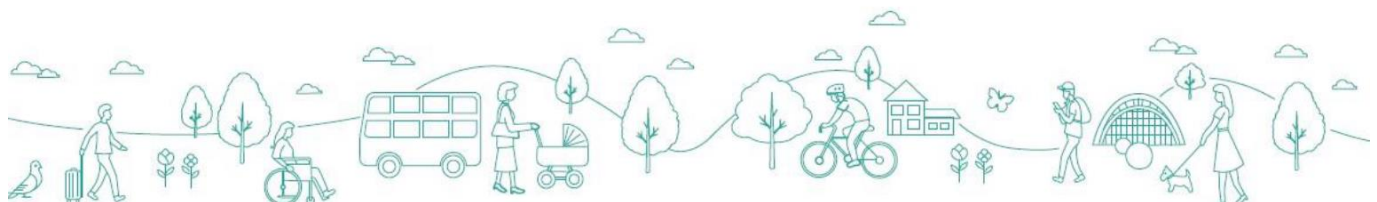


Figure 17: Slide 4



# Rationale

The Magna - Tinsley scheme aims to better connect people living and working around Meadowhall and Tinsley with opportunities in Sheffield and Rotherham.

- Tinsley is poorly connected other than by road and it can be challenging to travel by walking and cycling due to the major highways around the area, including the M1.
- The Sheffield City Region Local Cycling and Walking Infrastructure Plan (now called the Active Travel Implementation Plan) found there to be a high potential for cycling between Rotherham and Meadowhall with approximately 15,000 people travelling along Sheffield Road, the main road connecting Rotherham and Meadowhall, each day (pre-Covid-19).
- This scheme will better connect Tinsley to transport links and will make walking and cycling a safer and more attractive option, which will help to reduce car usage and air pollution in the area.



The existing footpaths along Sheffield Road are very narrow.



The existing crossing along Meadowhall Way/Meadowhall Road is not as safe as it could be.



Figure 18: Slide 5

## Key Elements

### Improve access to employment and leisure opportunities at Meadowhall:

- Provide high-quality cycle and walking routes between Tinsley and Meadowhall, making these areas easier to access via cycling or on foot.
- Connect the new cycling route with public transport at Meadowhall Interchange and the proposed Magna Tram Train stop.

### Help to reduce the reliance on private cars for travel locally, reducing air pollution around Tinsley:

- Deliver improvements to footpaths and crossings to make walking and cycling around the area easier and safer. This will help to reduce the reliance on private cars for travel locally and will also provide better infrastructure for those who don't own a private vehicle.

### Better connect people living and working in and around Tinsley and Meadowhall with opportunities in Sheffield and Rotherham:

- Improve cycling and walking routes close to Magna connecting to the proposed new Tram Train facility which can be used to access Rotherham, Sheffield and Parkgate.
- Help to better connect people living and working in and around Tinsley and Meadowhall with opportunities in Sheffield and Rotherham, providing a direct cycling route into Rotherham along Sheffield Road, as well as connecting with public transport at Meadowhall Interchange and the proposed Magna Tram Train stop.



Figure 19: Slide 6





## What the plans look like

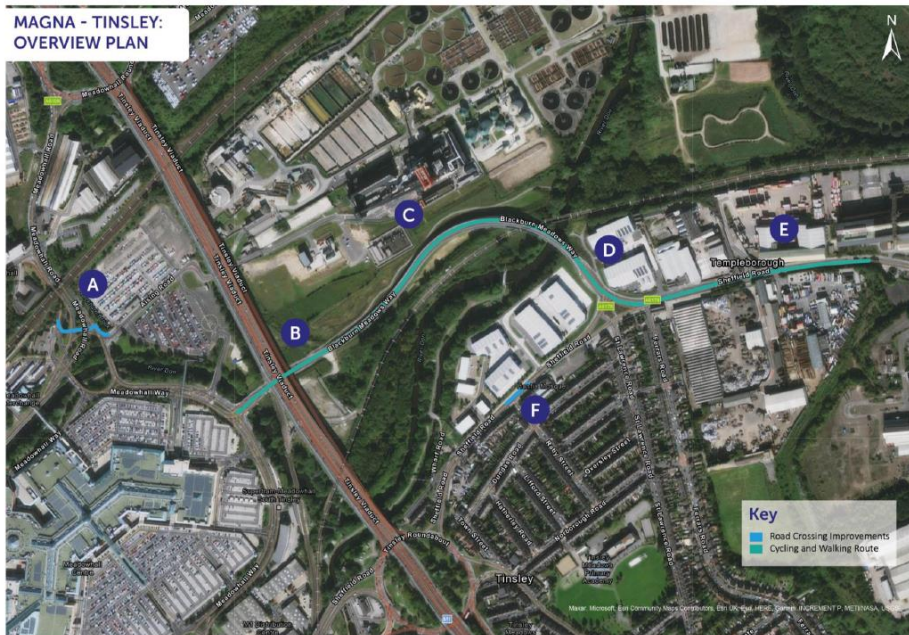


Figure 20: Slide 7

## Improved cycling and walking routes

The scheme will provide a safer, more comfortable experience for cycling and walking around and between Tinsley, Magna and Meadowhall and onwards to Rotherham.

- A **segregated cycle route** is proposed along Sheffield Road, with footpath widening on either side of the carriageway, creating a **safer, more pleasant route** for cycling and walking.
- This route will connect to a similar scheme being delivered by Rotherham Council, which will see a **high-quality cycle route** created along the A6178 between Rotherham town centre and the Sheffield-Rotherham boundary at Templeborough.
- The shared foot/cycle path on the southern side of Blackburn Meadows Way will be converted to a **separate cycle-only track** and **separate pedestrian-only path**. This will offer improved comfort and safety for pedestrians and cyclists, by **reducing the potential conflict** between both modes of travel. The cycle track will connect into the segregated cycle route on Sheffield Road.



Figure 21: Slide 8





# Better connections to public transport

The proposals will better connect people living and working in and around Tinsley and Meadowhall with opportunities in Sheffield and Rotherham.

- A **new improved crossing point** along Meadowhall Way/Meadowhall Road opposite the Sainsbury's petrol station near Meadowhall Interchange will provide **safer access** to Meadowhall and the Interchange via cycling and walking.
- A new toucan crossing along Sheffield Road near Raby Street will mean Tinsley residents can **safely access green spaces** along the canal towpath and use the **traffic-free route to Meadowhall**.
- An **upgraded well-lit footpath and segregated cycle track** will provide a better connection to a proposed new Tram Train stop at Magna providing commuters and Tinsley residents with the opportunity to use this stop to access employment, retail and leisure facilities in Rotherham, Sheffield and Parkgate.

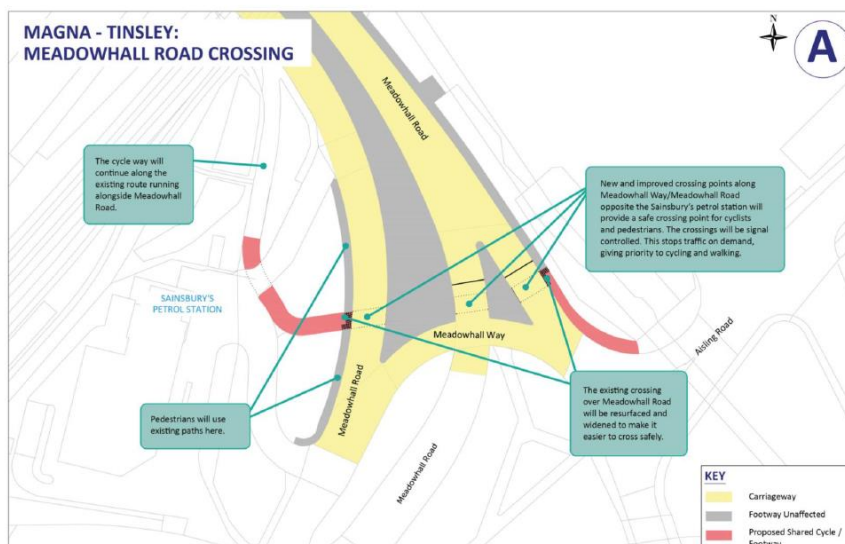


The existing crossing along Meadowhall Way/Meadowhall Road.



Figure 22: Slide 9

## Meadowhall Way & Meadowhall Road Crossing



A new and improved crossing point is planned along Meadowhall Way/Meadowhall Road opposite the Sainsbury's petrol station near the Interchange.

This will provide a **safe crossing point for cyclists and pedestrians** along this busy road.

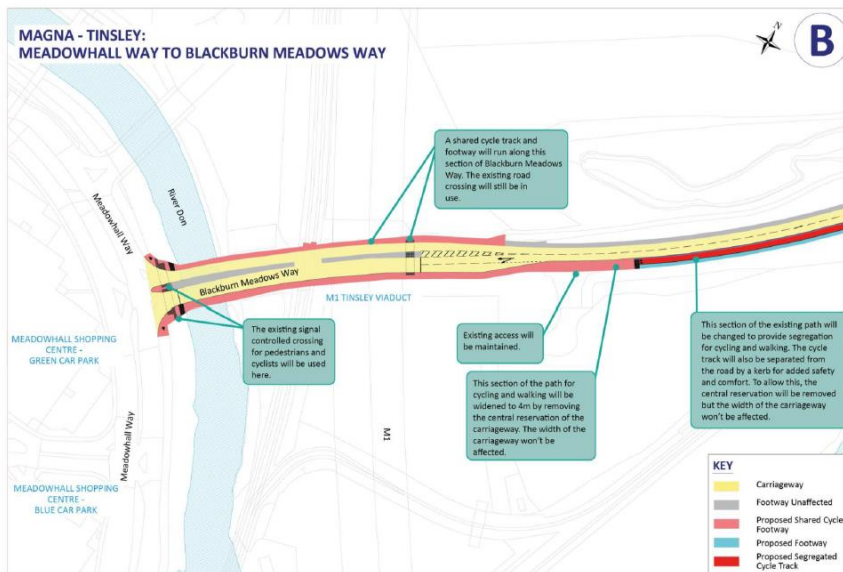


Figure 23: Slide 10



**counter  
context**

# Meadowhall Way to Blackburn Meadows Way

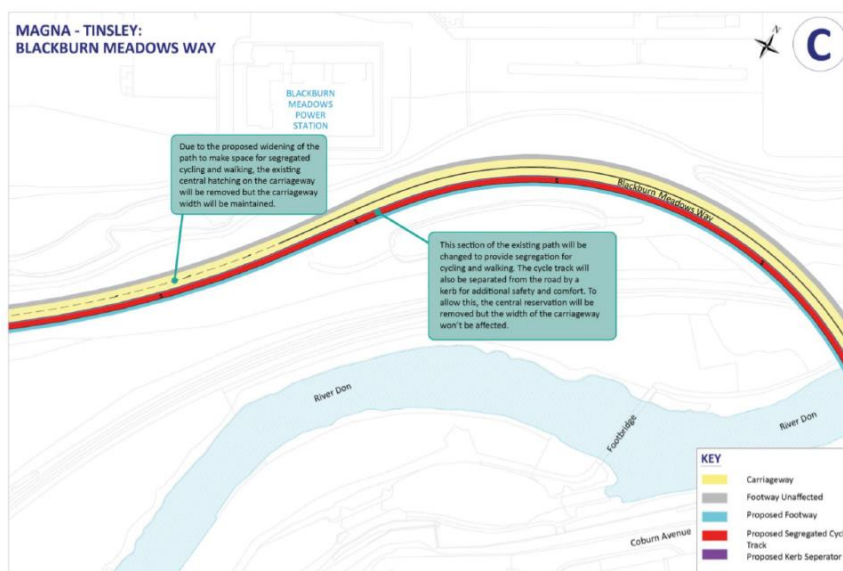


A section of the shared cycle track and footpath on the southern side of Blackburn Meadows Way **will be widened** by removing the central reservation of the carriageway. The width of the carriageway won't be affected.



Figure 24: Slide 11

# Blackburn Meadows Way



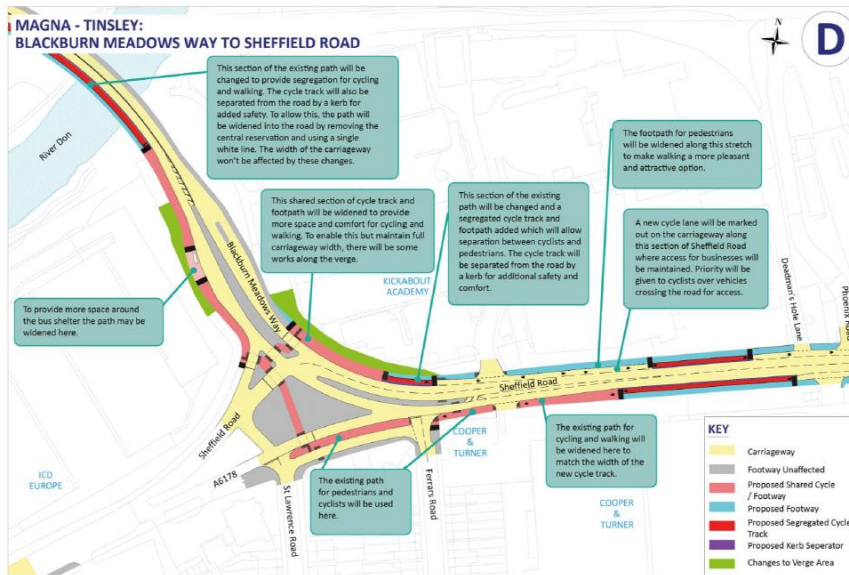
The shared cycle track and footpath on the southern side of Blackburn Meadows Way will be converted to a **separate cycle-only track** and **separate pedestrian-only footpath**.



Figure 25: Slide 12



# Blackburn Meadows Way to Sheffield Road



The separate cycle-only track and separate pedestrian-only footpath will provide **improved comfort and safety** for pedestrians and cyclists, by reducing the potential conflict between both modes of travel. The cycle track will connect into the segregated cycle route on Sheffield Road.



Figure 26: Slide 13

# Sheffield Road Crossing



A new **toucan crossing** is planned to provide a **safe crossing point** across Sheffield Road for Tinsley residents to access the canal towpath.

It is likely this crossing would be located near Raby Street.

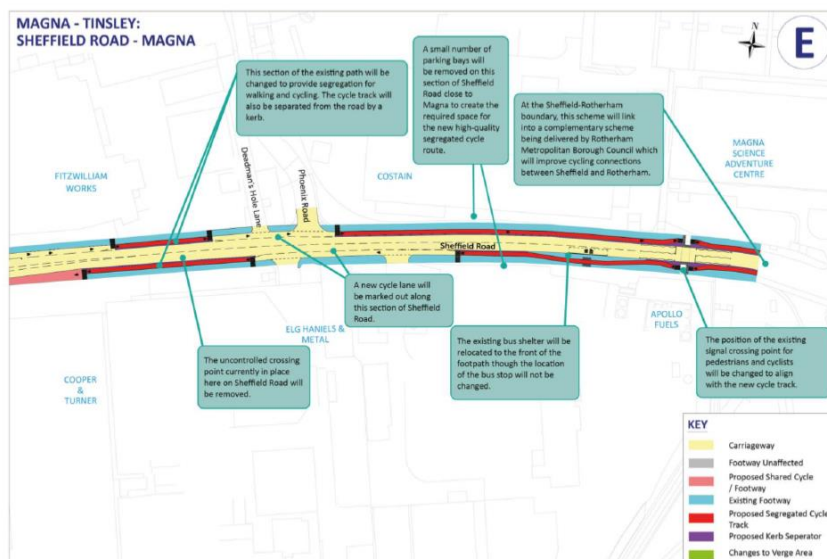
The crossings will be **signal controlled**, stopping traffic on demand and **giving priority** to cycling and walking.



Figure 27: Slide 14



# Sheffield Road



A segregated cycle route from the Sheffield-Rotherham boundary to the Sheffield Road/Blackburn Meadows Way junction will be created. This route will connect up to a similar scheme being brought forward by Rotherham Metropolitan Borough Council.

Widening the footpath/cycle track on either side of the carriageway, will create a more pleasant cycling experience and the improved walking route will give greater priority to pedestrians.



Figure 28: Slide 15

## Accessibility

The proposals for Magna - Tinsley will not affect vehicular access along Sheffield Road or Blackburn Meadows Way.

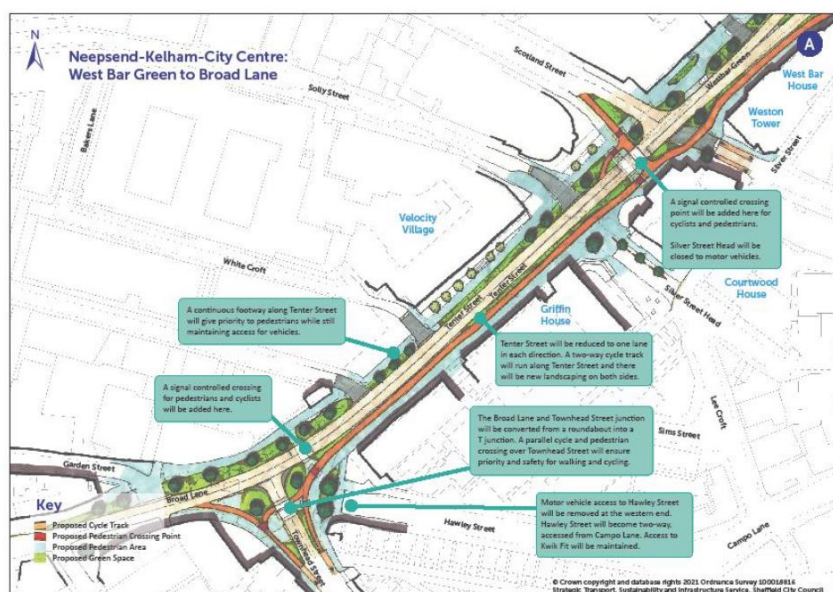
- Cars will still be able to travel as they do currently, as this project is not proposing any changes to vehicle routes.
- A new toucan crossing is planned across Sheffield Road near Raby Street, to provide a safe crossing point for Tinsley residents to access the canal towpath. This will not impact vehicles ability to travel along this stretch of road.
- A small number of parking bays will be removed on Sheffield Road near the Magna Science Adventure Centre to create the required space for the new segregated cycle route.
- Where the segregated cycle route on Sheffield Road crosses over side/access roads for businesses, cyclists who are going straight ahead will have priority over turning vehicles.



**counter  
context**

Figure 29: Slide 16

## West Bar Green to Broad Lane



The new **segregated cycle track** and **landscaping** will continue from West Bar roundabout along Tenter Street on the side heading into the City Centre.

Tenter Street will become **one lane in each direction** for vehicle traffic.

**New signal-controlled crossings** will be added for cyclists and pedestrians and a **continuous footway** along Tenter Street will give priority to pedestrians.

The roundabout currently in place at the junction of Broad Lane will be replaced with a **T-junction**.



Figure 30: Slide 17

## Next Steps

### You can get involved by:

- Sharing information about Connecting Sheffield and the consultation with your networks
- Signing up to receive updates on the project
- Responding to the consultation on the proposals

Once feedback from this consultation has been reviewed and plans have been produced, there will be a statutory consultation period prior to implementation of the schemes.

<https://connectingsheffield.commonplace.is/>



Figure 31: Slide 18



**counter  
context**



Thank You For Listening.

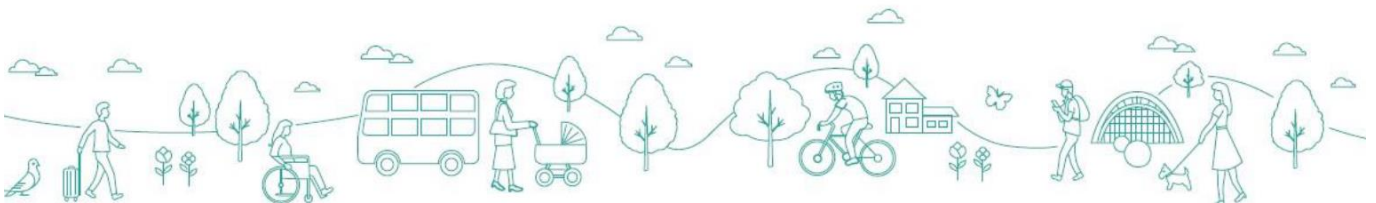


Figure 32: Final slide

### Appendix 3 – Consultation Postcard

## Have your say

**Help shape plans to transform travel for cycling and walking in your area.**

Connecting Sheffield, our vision for the future of travel in Sheffield, includes plans to improve how you travel around **Magna, Tinsley, Meadowhall** and onwards to **Rotherham**. This scheme offers safer cycling routes, improved pedestrian-only walking routes, and new crossing points, better connecting residents of **Tinsley** to important centres of employment, retail and leisure.

By improving cycling and walking options in your area, we want to better connect you to other parts of the city and make it easier to make short, local journeys without a car.

These plans form part of Connecting Sheffield and are being developed through the Transforming Cities Fund.

[Bit.ly/ConnectingSheffield](https://bit.ly/ConnectingSheffield)



**Magna - Tinsley**





Figure 33: Front of the consultation postcard



Figure 34: Back of the consultation postcard

## Appendix 4 – Webinar and Meeting Notes

### Magna – Tinsley Community Groups' Webinar

#### Attendees:

- Simon Geller, Member of Sustrans Rangers Sheffield
- Lee Thompson, Sustrans Partnerships Manager – Yorkshire and the Humber
- Yvonne Witter, Senior Health and Wellbeing Worker at Darnall Wellbeing
- Chris Nuttall, Lead Key Support Worker at Darnall Forum
- Graham Whitfield, Manager of Tinsley Forum
- Sheila Sutherland, Trustee of Tinsley Forum

#### **SUMMARY OF POINTS RAISED**

**Design standards:** Question regarding whether the high-quality standards will be implemented across the scheme with reference to LTN1/20. The scheme has been designed to these standards where possible, for example fully segregating cycle lanes. Where the guidance has not been adhered to it is only because of space. The scheme has also complied with the city region's guidance.

**Low traffic neighbourhoods:** Question regarding whether LTN's will be implemented around the schemes to help people access the National Cycle Network and other green corridors. Not as part of this scheme but the council is keen to implement more active neighbourhoods if the consultation in Neepsend and Kelham goes well.

**Gate by E.ON:** There is a locked gate in the buffer zone between the power station and other buildings that if unlocked would take two miles off access to the Upper Don Trail. This will be fed back to the council who will take it into account in the next stage of design.

**Gates by Meadowhall:** There are gates by Meadowhall South which block entry on to the Upper Don Trail. This will be fed back to the council who will take it into account in the next stage of design.

**Gate by Magna:** There is an easy access point to the Upper Don Trail by the Magna Science Park, however when Magna is closed, so is the access. Opening this permanently would enable people to get off Sheffield Road more quickly. This will be fed back to the council who will take it into account in the next stage of design but Magna have said they are looking to do something about this anyway with the Park and Ride and Tram Train stop being proposed. This point was raised by two attendees separately.

**Raby Street:** Question concerning whether there will a crossing opposite Speedy Car Wash on Sheffield Road to get on to the Upper Don Trail as crossing anywhere other than by Raby Street is dangerous. The questioner was told the section of road was too narrow to enable both pedestrians and cyclists to cross safely without conflict, while the crossing would mean the removal of parking spaces on both sides of the road which could be contentious. This will be fed back to the council.

**Bus stop on Blackburn Meadows Way:** Question regarding whether the bus stop on Blackburn Meadows Way will be changed to accommodate the new cycle paths. The questioner was told that the bus stop would be moved back to enable a shared cycling and walking path along this section. The correct signage will be in place so the public know there is priority cycling and walking by the bus stop.

**M1 Junction 34:** Question regarding whether cleaning up the subways around Junction 34 (Tinsley Viaduct) would be part of this scheme. The questioner was told that Tinsley Viaduct is a Highways England asset and they are discouraging people from using the subways around Jct 34 because: "Tinsley Viaduct is viewed as critical and national infrastructure (CNI). Therefore, any changes to the number of people under the structure has security issues."

**Sheffield Road:** A point was made about the dirtiness and maintenance of Sheffield Road as HGVs kick up dirt and shards of matter which make the road hard to cycle on. This point was echoed by three separate attendees who said that if the roads weren't swept and maintained regularly, cyclists wouldn't bother cycling there.

**Wider engagement:** Question regarding if the expectation is that the council will build the cycle tracks and then people will use them because they are there, or if there is wider work going on to encourage people to take up cycling. There are many older people who have never cycled before in the area who would need training, while there are many who cannot afford bikes and health is poor in the area. The questioner was told that council will shortly be trialling e-bikes to encourage those who cannot do sustained physical activity to get involved, while the comments regarding community engagement and training will be fed back to the active travel team.

**Feedback:** Feedback was on the whole positive with none of the groups represented having any immediate objections to the measures. The main concerns were around linking the proposed changes with the Upper Don Trail, maintenance of Sheffield Road which can become littered with debris and wider engagement with the communities in Darnall and Tinsley to encourage them to take up active travel. The overarching theme of feedback was that this was a good start but proposals did not go far enough in some areas.

## Magna – Tinsley Businesses Webinar

### **Attendees:**

- Darren Pearce, Centre Director at Meadowhall
- Kevin Tomlinson, CEO at Magna Science Centre

### **SUMMARY OF POINTS RAISED**

**Linking up:** Comment that the proposed cycle route will link up nicely with other cycle routes both along the canal and into the city centre.

**Cycle storage:** Meadowhall have said they are about to launch two new cycle racks for storage which will complement the scheme. One out the back of the Oasis Courtyard, the other by Argos. Gas assisted racks with

lockers and other repair facilities, around 50 split between the two sites. The Cycle Hub is still being proposed as a separate project and will be located by M&S with facilities such as showers, lockers etc.

**Canal Towpath:** Request for the canal towpath to be improved if more funding becomes available as it will help to link up with the scheme and ensure that people can use it year-round.

**Concern around enforcement:** Comment that as you come across the link road heading towards Magna, it is a known problem that people swing into car parks in an attempt to loop out because they are unable to turn right there. Suggestion that this is monitored as the scheme formalises the right of way to cyclists.

**Access:** Comment that the scheme will help people get to Magna because previously the only option was to drive due to public transport and active travel options.

**Sheffield Road:** Described as a 'nightmare', particularly on the Rotherham side as the road is constantly dug-up and re-worked because of access. This will be passed on to Rotherham Council.

**Joining up communications:** Concern that there were different discussions happening in different councils/public sector organisations and that no-one was talking to one another regarding different schemes being delivered in the same area. South Yorkshire Passenger Transport Executive (SYPT), Sheffield City Council and Rotherham Metropolitan Borough Council cited as examples in this scheme.

**Bus stop on Sheffield Road:** Concern that few visitors to Magna use the bus stop located outside the centre on Sheffield Road. This has been put down to the fact it is not a very attractive place to wait, not well lit and the road it is on is too busy. In addition to this, the Magna entrance is a deceptively long way away from the bus stop. We have fed back to the council and SYPT regarding this, though it has been highlighted as something under SYPT's control.

**Feedback:** The feedback received was generally very positive, particularly from Meadowhall. The retail centre like the formalisation of pedestrian access to their premises with the proposed controlled crossing being particularly to their liking. In addition to this, Meadowhall are separately trying to get increased numbers of staff and customers to use active travel to get to the centre and complement this scheme by providing additional cycle parking spaces as well as a proposed cycle storage hub. Magna are also very much in support of the scheme but would like some changes to the road outside their premises as well as a bus stop.