

Airedale Masterplan

Draft Vision and Strategic Objectives

Consultation October-November 2004

Summary of Feedback



City of Bradford MDC



ARUP

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Executive Summary

A Masterplan for Airedale has been commissioned by the Airedale Partnership, The City of Bradford Metropolitan District Council and Yorkshire Forward (the Client Group). It is being developed by a team of consultants led by Arup (the Project Team). The Masterplan will provide a framework for taking Airedale forward in a sustainable direction and delivering the 2020 Vision. Its aims include stimulating urban and rural economic growth, skills development and employment creation, and connecting people to opportunities. Community, business and organisational stakeholder consultation is an integral part of the Masterplan development process.

A baseline review has been completed and a Draft Vision and ten Strategic Objectives have been developed. As these will guide the Masterplan development it is important that stakeholders and the local community are given the opportunity to comment on these and help establish priorities, refine proposals and suggest new ideas. An extensive consultation took place in October and November 2004 which included community workshops, business and organisational stakeholder workshops, public open drop by exhibitions and the distribution of Information Leaflets and Feedback Forms throughout Airedale as well as on the Internet.

In total almost a thousand people participated in this consultation process and nearly 500 people provided specific comments. Feedback was received from a good mix of residents from the towns and villages of Airedale and from neighbouring areas, as well as from business and organisational stakeholders. A summary of feedback is listed below.

- There was generally a positive response to the Draft Vision although it was felt that the Vision needed to carefully consider what type of economic development is appropriate for the area, that all people should benefit and to ensure that the scale of aspirations are achievable.
- The majority of consultees thought that Airedale should be managed to support and create local jobs, while recognising the importance of the area for commuting.
- The majority of consultees thought that the Masterplan should aim to support both current residents and the next generation as a high priority, while people who move into the valley were considered to be a high or medium priority.
- The Draft Strategic Objectives most frequently considered to be a top priority were the environment, town centres, particularly Bingley, and education and training. Other high priorities included transport and connectivity, housing, employment land and tourism. Additional Strategic Objectives proposed were security, especially in Keighley, and health.

- Most people thought that Airedale would benefit from an overall identity, as long as town centres kept their own identity, and that the overall image was appropriate and developed in partnership with communities. It was also considered that an overall identity would probably be have more influential for external perceptions of Airedale but be less valuable for local communities. External stakeholders were most likely to think that Airedale would benefit from an overall identity.
- A large and diverse number of specific improvement ideas were put forward.
- Some other key issues identified as important for the future of Airedale was the need to ensure:
 - Sustainable development and management; and
 - All members of the community are involved.

The quality of feedback and information received has been very high, and a diverse range of comments has been recorded. These will be used to guide the Masterplan process as specific plans, projects and initiatives are developed. As these ideas progress, stakeholders will be involved in more localised or specialist consultation. The final Masterplan will be publicly launched in March 2005.

The Project Team and Client Group, would like to thank all those who gave their time and valuable contribution during the consultation process. We hope that members of the community and other stakeholders will remain or become involved in the development and delivery of the Masterplan process, helping to secure a sustainable future for Airedale, for all members of the community.



1.0 Introduction

1.1 About the Airedale Masterplan

A Masterplan for Airedale has been commissioned by The Airedale Partnership, The City of Bradford Metropolitan District Council and Yorkshire Forward, the Regional Development Agency (the Client Group).

The purpose of the Masterplan is to identify step changes and provide a framework for taking Airedale forward in a sustainable direction and deliver Bradford's 2020 Vision. In particular the Masterplan should aim to:

- Stimulate economic growth;
- Support the development of key employment sites;
- Encourage the renaissance of town centres;
- Promote business technologies;
- Support skill development;
- Connect local people to economic opportunity;
- Support the rural economy; and
- Develop cross boundary initiatives.

The Masterplan is being developed by a team of consultants led by Arup (the Project Team). A staged approach has been adopted as follows:

- Stage 1: Understanding where Airedale is now (Baseline Review)
- Stage 2: Developing the Masterplan
- Stage 3: Implementation Plan
- Stage 4: Final Masterplan and Launch

Community, business and organisational stakeholder consultation is an integral part of the Masterplan development process and consultation principles and processes are detailed in the Consultation Plan which is available from The Airedale Partnership on request.

1.2 Where is the Masterplan Now?

Stage 1, the baseline review, has been completed. This included consulting a wide range of organisations and community groups. A report detailing the findings of this stage will form part of the final Masterplan.

Stage 2 is now underway and a Draft Vision and ten Strategic Objectives have been developed and are detailed in Figure 1.1. The Vision and Strategic Objectives will guide the following stages of the Masterplan development process and so it is essential that they are 'right'.

Community and business and organisational (public, private and voluntary) stakeholders were consulted on the Draft Vision and Strategic Objectives during October and November 2004. It was important that these stakeholder groups were given the opportunity to comment at this stage of the Masterplan in order to help establish priorities, refine proposals and suggest new ideas.

1.3 Purpose of this Report

This Report outlines the Draft Vision and Strategic Objectives consultation process and summarises the feedback received. Comments received that were outside the scope of the Masterplan and will be made available to the relevant bodies.

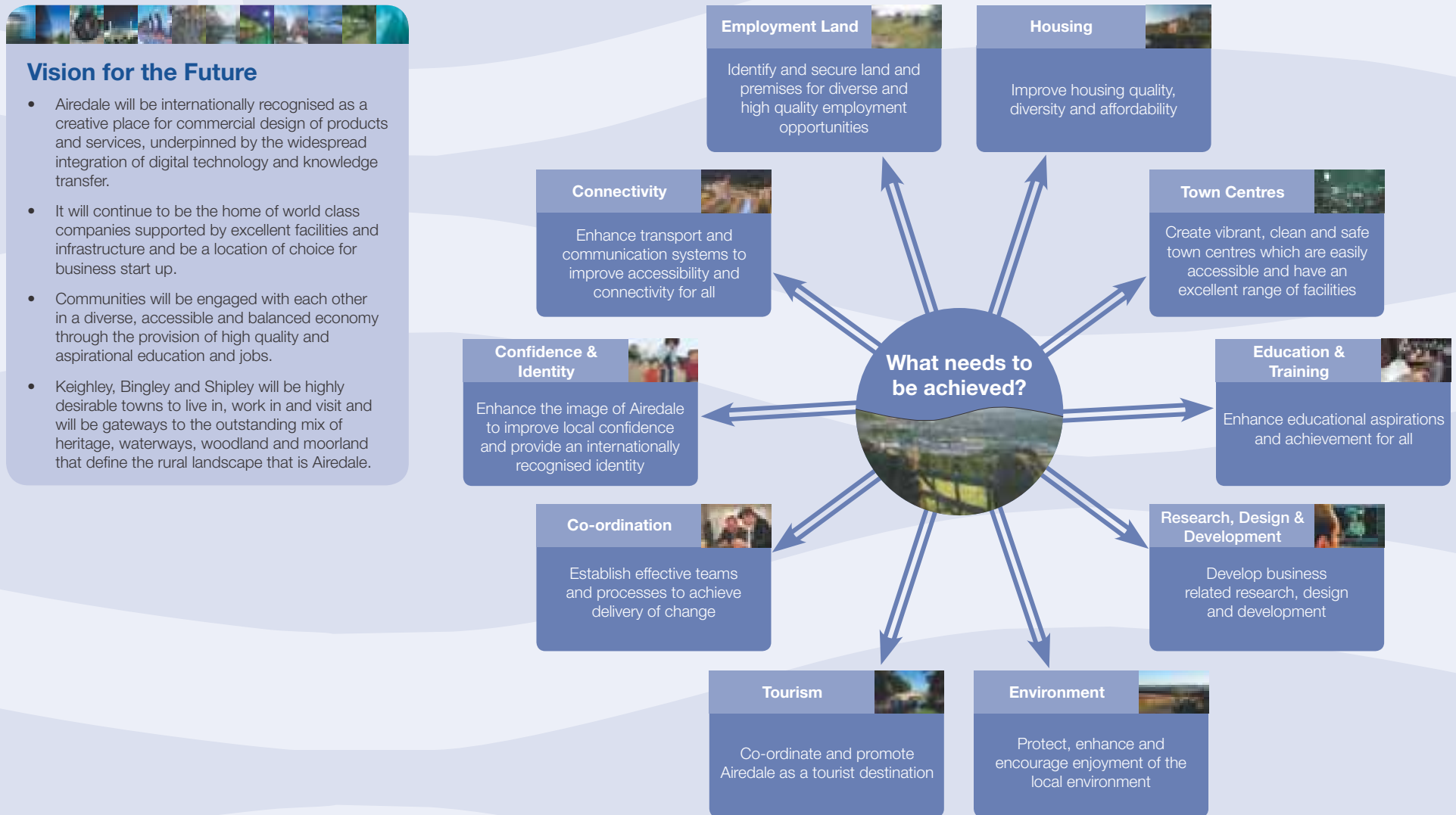
It should be recognised that a large amount of feedback was received, and it is not possible to include every comment in this Report.

A database which details all comments received will be reviewed by the Project Team and the Client Group.

1.4 A Thank You

We would like to take this opportunity to thank everyone who took part in the consultation. Their time and valuable contribution is much appreciated.

Figure 1.1 Draft Vision and Ten Strategic Objectives



2.0 About the Consultation Process

2.1 Purpose of the Consultation

The aim of the consultation was to enable all stakeholders to:

- Comment on the Draft Vision;
- Comment on and prioritise the ten Draft Strategic Objectives;
- Suggest ideas for projects or initiatives which will help implement the objectives; and to
- Comment on any other aspects of Airedale now or in the future.

2.2 Process

To help focus the consultation process a series of consultation questions was developed. These are listed in Figure 2.1

To help ensure the consultation process was accessible to as many members of the community and other stakeholders, as possible a range of consultation activities was implemented as outlined below. Public events were widely advertised and were held on suitable dates and times.

Community Workshops

A series of community workshops was held throughout Airedale.

- Open public workshops were held in Shipley, Bingley and Keighley town centres capturing the views of residents from the town or surrounding villages. These were developed in partnership with the Neighbourhood Area Offices.
- A workshop was held at the Rural Conference
- Two workshops were held at the Sangat Community Centre, one of which was specifically for women.
- Every effort was made to hold a series of Youth Workshops, but due to circumstances out of our control these were limited to Shipley College. However, feedback from Airedale based youth workers was received.

Workshops consisted of a presentation and facilitated group activities focused around the consultation questions. There was also additional discussions on perceptions of Airedale and the Draft Vision also took place.

Business and Organisational Stakeholder Workshops

- Over 300 different organisations and stakeholders from Airedale, Bradford and the Region were invited to attend two workshops.
- A separate workshop was also held for Parish and Town Councillors.

Workshops consisted of a presentation and facilitated group activities focused around the consultation questions. There was also additional discussions on perceptions of Airedale and the Draft Vision also took place.

Open Drop By Exhibitions

Drop by exhibitions were held throughout Airedale.

- Asda Foyer, Shipley
- Shopping Precinct, Bingley
- Airedale Shopping Centre, Keighley
- Keighley College
- Shipley College

Members of the Project Team were available to discuss the Masterplan with stakeholders. Discussions and comments were noted and attendees were asked to complete Feedback Forms.

Feedback Forms and Website

An Information Leaflet and Feedback Form (listing the consultation questions) was widely distributed throughout Airedale and Bradford. Information and an electronic Feedback Form was also available on the Airedale Partnership website.

Stakeholders could also send in information and comments via letter or email.



Figure 2.1 Consultation Questions

The consultation questions listed were asked at the Workshops, on Feedback Forms and on the website. At the workshops additional questions were also asked on perceptions of Airedale and the Draft Vision.

Discussions at the exhibitions were unstructured, but comments were recorded. Attendees were invited to complete a Feedback Form.

A Vision for Airedale

What do you think ?

Feedback Form

1. Do you think Airedale should: (please tick relevant box)

A. Continue to develop with an increasing emphasis on its role as a commuter area for Bradford and Leeds?

B. Be specifically managed to support existing jobs and create new ones in Airedale?

2. How much do you think the masterplan should support each of the following groups?

	High Priority	Medium Priority	Low Priority
A. Current residents	A1 <input type="checkbox"/>	A2 <input type="checkbox"/>	A3 <input type="checkbox"/>
B. The next generation	B1 <input type="checkbox"/>	B2 <input type="checkbox"/>	B3 <input type="checkbox"/>
C. People who move into the valley	C1 <input type="checkbox"/>	C2 <input type="checkbox"/>	C3 <input type="checkbox"/>

3. If you could choose only three priorities out of the ten objectives, which do you think are the three most important in achieving the right future for Airedale? (please tick three)

A <input type="checkbox"/> Transport & Communications	F <input type="checkbox"/> Town Centres
B <input type="checkbox"/> Education & Training	G <input type="checkbox"/> Environment
C <input type="checkbox"/> Research, Design & Development	H <input type="checkbox"/> Tourism
D <input type="checkbox"/> Employment Land	I <input type="checkbox"/> Co-ordination
E <input type="checkbox"/> Housing	J <input type="checkbox"/> Confidence & Identity

4. Are there any priorities that you think are missing?

Please turn over

5. Bingley, Shipley and Keighley already have distinctive identities. Do you think these towns and the surrounding areas will benefit from being part of an overall brand or identity for Airedale?

A Yes B No C Not Sure

6. What big ideas do you have that will make a difference to Airedale?

7. Do you have any other comments relating to the future of Airedale?

So we can fully evaluate feedback, it would be very useful if you could answer the following questions:

9. Where do you live e.g. Keighley _____

8. Your age group, please tick Under 16 16-24 25-34
 35-44 45-54 55-64 Over 65

*Thankyou for completing the form.
Please return by the 29th November 2004*

Please place completed forms in the boxes provided at the consultation events, or send to: Freepost

Internal Ref:

2.3 Level and Type of Feedback Response

2.3.1 How Much and Where From?

In total almost a thousand people participated in the consultation process and nearly 500 people provided specific comments. Feedback was received from workshop participants, exhibition attendees, feedback forms, letters and emails. The level of feedback received from each source is listed below and illustrated in Figure 2.2.

- 203 people attended workshops. Nearly three quarters of attendees were members of the community with the remainder being business or organisational stakeholders (public, private and voluntary).
- 177 Feedback Forms were received.
- Approximately 600 members of the community were spoken to at Drop By Exhibitions, with 105 people making specific documented comments.
- 3 stakeholders responded by letter or via the website.

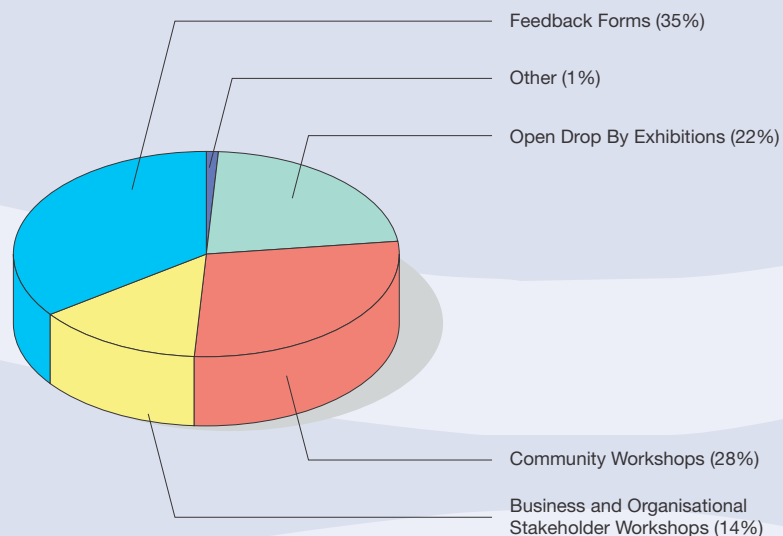


Figure 2.2 Source of Feedback

2.3.2 Who From?

Figure 2.3 illustrates where members of the community who attended workshops or provided feedback by Feedback Form, lived. The majority of people lived in Keighley, Shipley and Bingley. Significant levels of feedback were also received from people who live in the surrounding villages and rural areas within Airedale, as well as people who live outside of the study area but have an interest within it.

The majority of members of the community who attended the workshops or provided feedback were over 50 years old, but there was generally a good spread between people of all ages, including a significant number of under 16 year olds and 16-25 year olds. (Please note these statistics do not include people spoken to at exhibitions).

2.3.3 Recording Feedback

A database containing all the information received has been compiled and will be reviewed by the Project Team and Client Group.

2.3.4 Comments Outside the Scope of the Masterplan

A wide range of comments were received, some of which, while valuable, relate to issues outside the scope of the Masterplan. These comments will be made available to the Client Group.

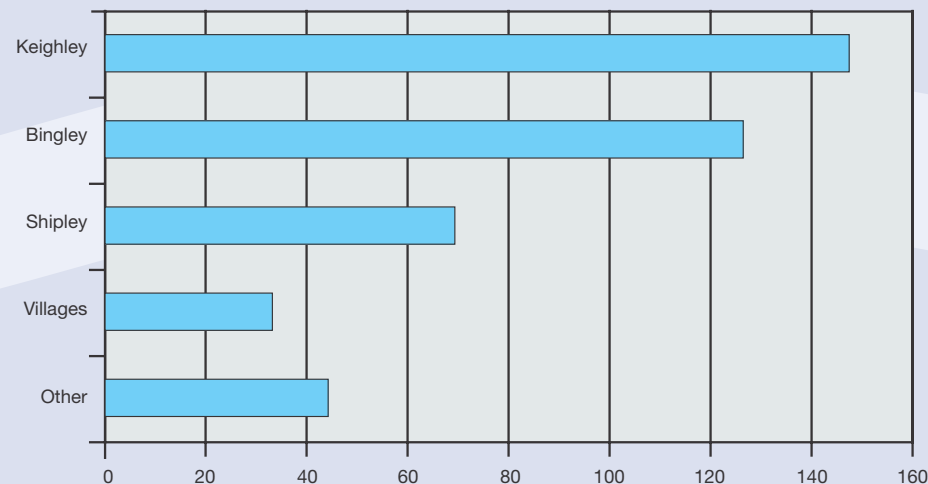


Figure 2.3 Where Community Workshop Participants and Feedback Form Respondees Lived

2.4 Evaluation of the Consultation Process

The workshop attendees were asked to comment on the workshop process and a small number filled in evaluation forms. From these 85% of people considered the workshops to be very useful or useful and felt their views were being listened to. Similarly from the evaluation forms, 85% of people found the workshops to be well organised. Many other people commented positively on the style and format of the workshop and facilitated activities. However, comments were also made about there being a lot of information to take in and discuss in a short period of time and people thought there should be more information available on the Information Leaflet.

The overall level of feedback received represents only a relatively small proportion of the population of Airedale, or people who work or visit Airedale. However, feedback received from the community represents a relatively good mix of ages and events were attended by people from diverse socio-economic and cultural communities. It should also be recognised that many different business and organisational stakeholders were consulted in the preceding stage. The consultation process itself significantly raised awareness and interest in the Masterplan throughout the community, even if people did not provide feedback.

There was a general enthusiasm for the Masterplan and consultation process. The quality of feedback and information received has been very high, and a wide diversity of comments received. This feedback is very valuable for the Masterplan development process.



3.0 Summary of Feedback

3.1 Perceptions

As part of the workshops, participants were asked to discuss their perceptions of Airedale.

3.1.1 Positive Perceptions

Key Perceptions

Many different positive aspects of life in Airedale were identified. The relative frequency of positive aspects identified is illustrated in Figure 3.1.

The aspects of Airedale most often considered to be positive were:

- **Environment / Town Centres** - The landscape, the World Heritage Site at Saltaire, and the blend of urban and rural environments.
- **Community** - A strong sense of community, and both historical and cultural diversity.

Other key positive aspects were:

- **Recreational facilities** - Including art, theatre and the quality of the beer!
- **Accessibility** - Jobs and culture in nearby cities.
- **Public transport** - Bus and train services.
- **Tourism and heritage** - A valuable asset.

Variation Between Stakeholders

- People from Bingley were more positive on average about recreational facilities available but less positive about the environment.
- Keighley residents were more positive about the local community, its coordination and leadership and general retail availability, but less positive about the environment, recreational facilities and tourism.
- Participants from Shipley were less positive about the local community and much more positive about nearby cities.
- The stakeholders were generally more positive about the environment but less positive about the influence of nearby cities.

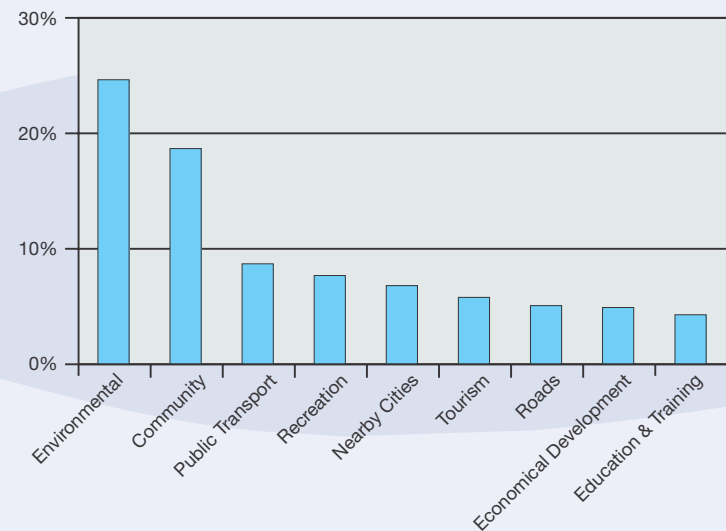


Figure 3.1 Relative Frequency of Different Positive Perceptions Identified



3.1.2 Negative Perceptions

Key Perceptions

The relative frequency of negative aspects identified is illustrated in Figure 3.2. The negative perception most frequently mentioned was:

- **Road transport** - Congestion and the lack of parking facilities.

Other key negative aspects and some specific comments included:

- **Community** - The divisions within the community.
- **Environment** - Losing green space, pollution and flooding.
- **Image** - A lack of identity for Airedale as whole, though local towns felt a strong sense of individual identity.
- **Retail availability** - Especially in Bingley.

Variation Between Stakeholders

- Bingley residents were in general less concerned with issues of image.
- People from Keighley were more concerned about the community and the environment, much more concerned about security and a great deal more concerned about general transport issues. However they were less concerned about road transport, retail and economic development.
- Participants from Shipley were much more concerned about image, but less negative about the environment.
- The main concern of organisational stakeholders was road transport.

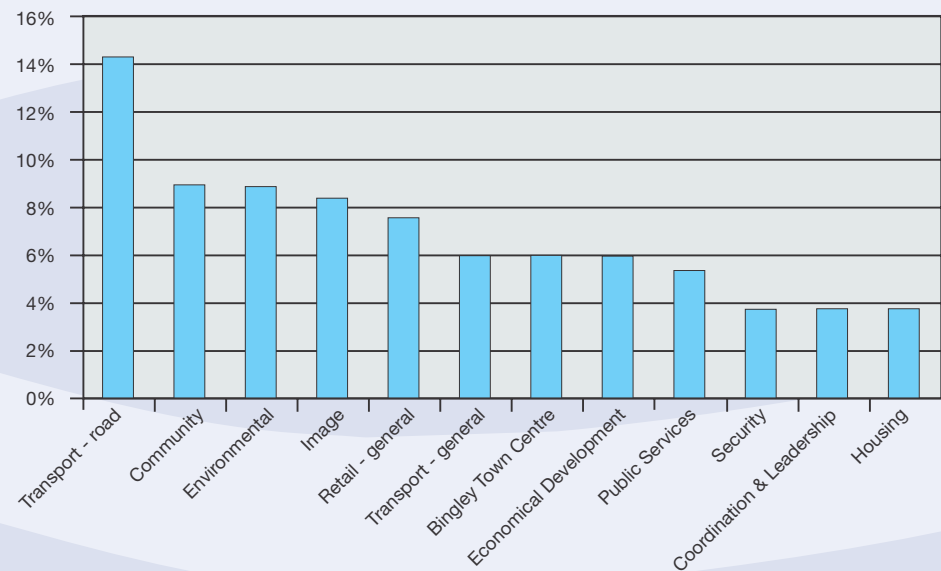


Figure 3.2 Relative Frequency of Different Negative Perceptions Identified



3.2 Response to Draft Vision

Key Comments

Workshop participants were asked to respond to the Draft Vision for Airedale. A range of comments were made and the relative frequency that they were made is illustrated in Figure 3.3.

The most frequently made comments related to:

- **Economic Development** - A need for a diverse economy with support for small businesses.
- **Scale and Aspiration** - Is the vision over-ambitious? Are the aspirations for international recognition achievable?

Other key comments made in relation to the Draft Vision were:

- **“Digital”** - Scepticism about the use of the term “digital technology”; a preference for an approach which stays in touch with traditional skills.
- **Community** - For the Vision to succeed, communities need to work together, and all communities (large and small) need to be supported.
- **Education** - Improvements need to encompass vocational training and lifelong learning, to create a skills base to attract business. Some graduates leave the area; would the Vision help to create a climate which encouraged them to stay?
- **Environment and sustainability** - Must be integral.
- **Identity** - Demand for a recognisable but distinctive identity.
- **Coordination and inclusion** - A need for an open, inclusive process of project development and coordination.
- **Transport** - A need to take congestion away from towns, create sustainable transport routes, offer “park and ride” facilities and cheaper public transport.
- **Need for plain English** - The Vision should be written in “plain English” so it is accessible and comprehensible to all.

Variation Between Stakeholders

- Participants from Bingley were most likely to comment on the economic development of the region and issues related to the community.
- Keighley residents made many more comments about road transport, and more comments about education and training, land use, housing and the town centre. They were less likely to have doubts about the scale of the project, or comment on the environment or the image of Airedale.
- People from Shipley were much more likely to have doubts about the scale of the masterplan and made more comments about education and training and tourism. They made fewer comments about economic development, the community and image and identity.

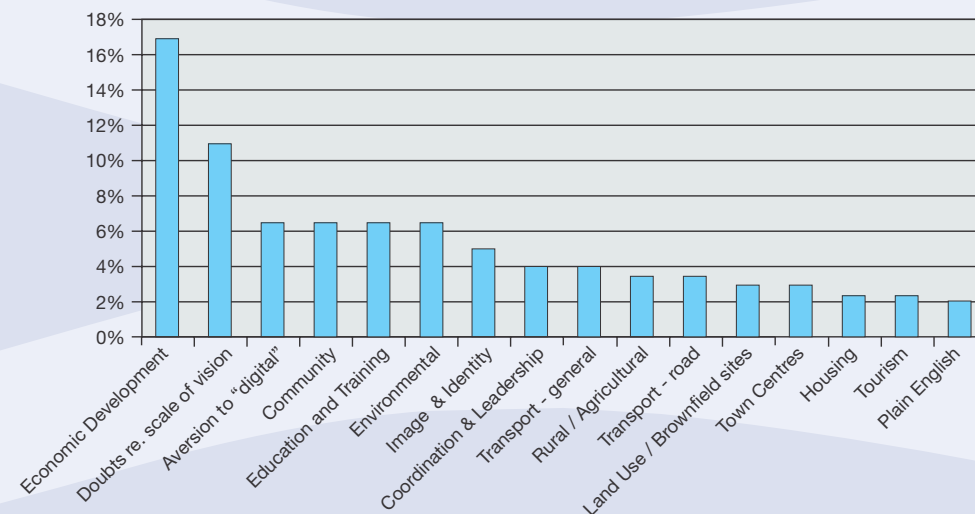


Figure 3.3 Relative Frequency of Different Comments on the Draft Vision

3.3 Question 1

“Do you think Airedale should...

A ...continue to develop with an increasing emphasis on its role as a commuter area for Bradford & Leeds?

B ...be specifically managed to support existing jobs and create new ones in Airedale?”

Key Comments

The majority of people (78%) answered ‘B’ as illustrated in Figure 3.4. Some of the comments made and concerns raised in response to this question included:

- **Balance** - The two options are not mutually exclusive, and working towards both is the best way to achieve a balance.
- **Employment** - Need to create jobs in a sustainable way using the existing skills base, without overcrowding.
- **Community** - The impact of commuters on the community needs to be considered.
- **Housing** - Availability of housing and other facilities is important.

Variation Between Stakeholders

- People from Bingley and Shipley were most likely to answer A.
- People from Keighley and the business and organisational stakeholders were most likely to answer B.

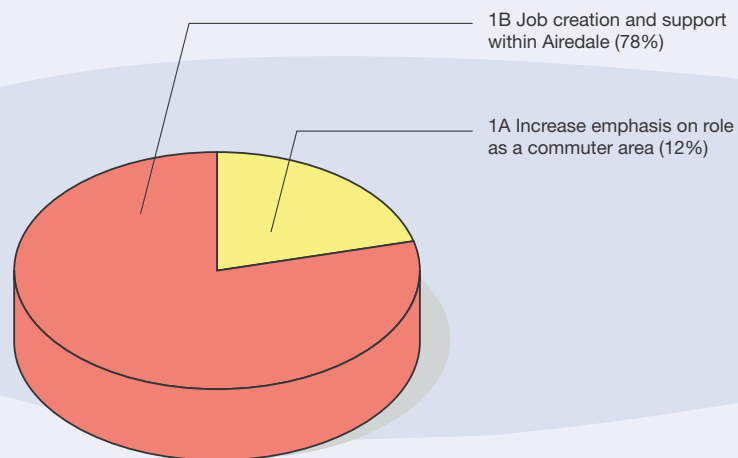


Figure 3.4 How Should Airedale Develop? (Question 1)

3.4 Question 2

“How much (high, medium or low priority) do you think the Masterplan should support each of the following groups?”

A Current residents?

B The next generation?

C People who move into the valley?”

Key Comments

The results of this question are illustrated in Figure 3.5. Most people considered the current residents and the next generation equally as the highest priority. There was some variation with regards to incomers, but almost 80% considered them to be of high or medium priority.

Some of the comments made in relation to this question are noted below.

- **Balance** - All groups are important, and they cannot be dealt with in isolation.
- **Community** - Incomers must be involved in and contribute to the community, but should not overwhelm the local population.
- **Affordable housing, job creation and training opportunities** - These are all essential if current residents and the next generation are to be prioritised by the Masterplan.

Variation Between Stakeholders

- People from the villages of Airedale were least likely to consider current residents as high priority in the Masterplan and participants from Shipley were most likely to consider them as high priority.
- Keighley residents and the business and organisational stakeholders were most likely to consider the next generation as a high priority and people from Bingley were least likely to do so.
- Non residents and the business and organisational stakeholders were most likely to consider that incomers should be of high priority in the Masterplan, while people from Bingley, the villages and especially Keighley were less likely to consider these people as high priority.

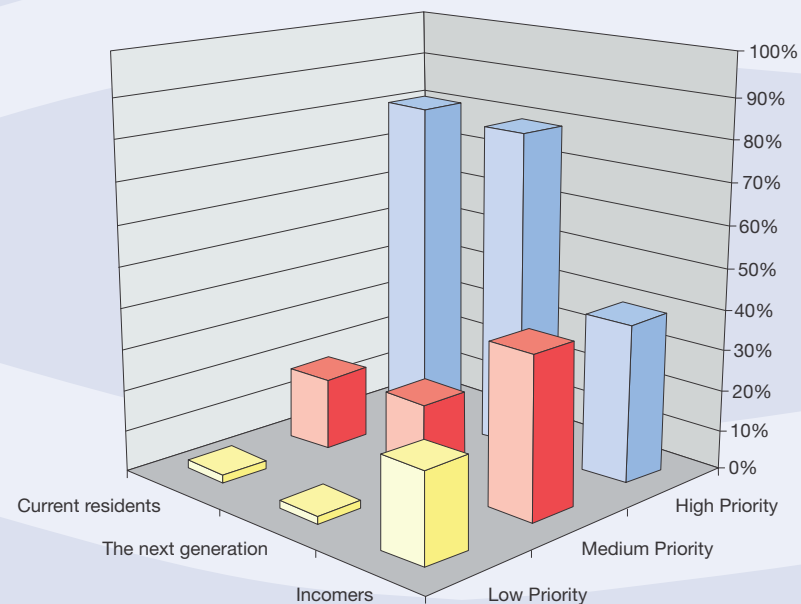


Figure 3.5 Who is the Masterplan for? (Question 2)

3.5 Question 3

“If you could choose only three priorities out of the ten objectives, which do you think are the three most important in achieving the right future for Airedale?”

Key Comments

The relative frequency that the draft Strategic Objectives were selected as a top three priority is illustrated in Figure 3.6.

The strategic objectives most frequently selected as being within the top three priorities were:

- **Environment;**
- **Education and training; and**
- **Town Centres.**

Workshop participants were also asked to say whether they considered each issue to be of medium or low priority. Issues that were identified as medium priority by a large number of people were:

- **Transport and Communications**
- **Housing;**
- **Tourism; and**
- **Employment Land.**

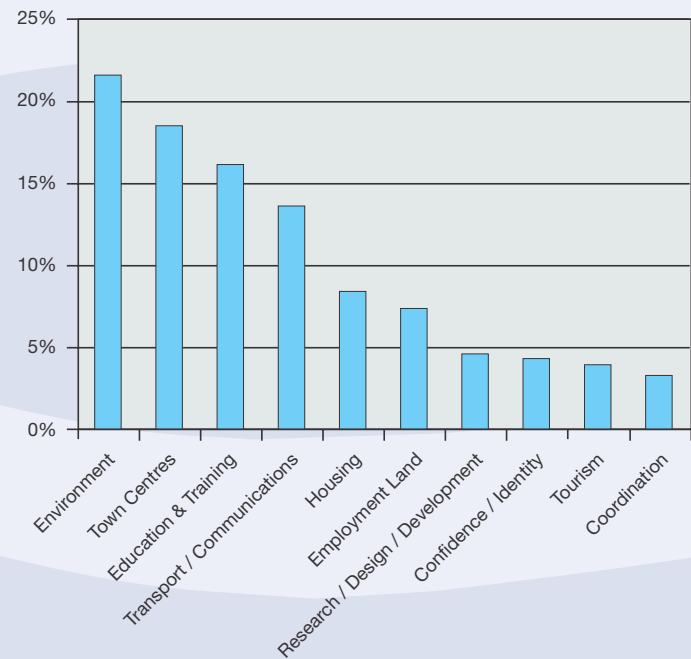


Figure 3.6 Relative Frequency that Strategic Objectives were Selected as a Top Three Priority (Question 3)



Comments made on the various objectives are noted below.

- **Environment**

- Key to Airedale's attractions and identity.
- Importance of preserving green areas from overdevelopment and urban sprawl.

- **Education and Training**

- Schools should be more connected to the community, higher education and to business. Graduates need to be attracted back to the community.
- Improvements needed at every level (primary, key skills, vocational, opportunities for high achievers, lifelong learning).

- **Town Centres**

- Improvement will draw people and generated wealth back from Leeds and Bradford. Importance of preserving separate identities of town centres.
- Proposed improvements included:
 - Pedestrianisation or reducing traffic in town centres;
 - Cheaper and more readily available parking;
 - Recreational facilities - more playgrounds and preservation of the swimming baths;
 - Diverse small shops to provide an attractive shopping environment; and
 - Improving security.

- **Transport and Communication**

- Needs established were:
 - Better cohesion between services (bus, rail, air);
 - Better connectivity between towns, industry, tourist attractions and especially rural areas;
 - More park and ride;
 - Cheaper public transport, especially for young people; and
 - Improvements to road quality beyond the relief road.

- **Housing**

- A lack of affordable housing is partly due to the need to use expensive construction materials because of planning regulations.
- In terms of new developments people wanted to see:
 - Old houses and other sites recycled and improved;
 - Creative ways of achieving higher density housing in town centres; and
 - Minimal new-build construction.

- **Employment Land**

- Brownfield sites to be rehabilitated and empty land reused, such as old mill sites and the cattle market.

- **Research, Design and Development**

- Key lies in creating the right atmosphere, making use of space such as old buildings and in links with education.
- Should not just be in the "digital" industries!
- It is open to misinterpretation. Employment creation is more tangible.

- **Confidence / Image**

- This will come as a result of the other improvements.

- **Tourism**

- Could be a valuable part of the Airedale economy, but must be managed sensitively and must not compromise the needs of local residents.

- **Coordination and Inclusion**

- Needed across Airedale.
- The Masterplan process must be inclusive and accountable at all stages.

- **Variation Between Stakeholders**

- Bingley residents were most likely to prioritise improvements to the town centre.
- Participants from Keighley were more likely than average to prioritise confidence and identity.
- The business and organisational stakeholders were more likely to prioritise transport and communications and much more likely to prioritise coordination. They were less likely to prioritise education and training, and housing.

3.6 Question 4

“Are there any priorities you think are missing?”

Additional potential objectives identified are outlined below.

- **Security** - A need for a greater police presence and more effective law enforcement
- **Health** - A need for a hospital and better health facilities in the area, and to improve access and provision for the elderly, disabled and ethnic minority groups.
- **Leisure / Recreation** - Facilities need improvement. Suggestions included parks, community centres, cinemas and sports facilities.
- **Community** - The need for community cohesion and cultural developments.
- **Youth** - Young people need recreation facilities and greater involvement in decision making.
- **Care support** - Families with young children would benefit from better childcare arrangements. Support also needed for carers. This would enable more people to take up employment.
- **Rural** - The Vision needs to support agriculture and rural communities.
- **Employment** - Some people felt that the option given of research / design / development in Question 3 was open to misinterpretation and that job creation would be a more tangible objective.



3.7 Question 5

“Bingley, Shipley and Keighley already have distinctive identities. Do you think these towns and the surrounding areas will benefit from being part of an overall brand or identity for Airedale?”

Key Comments

Figure 3.7 shows the percentage of people who agreed or disagreed with this statement. Nearly 60% of people thought that Airedale would benefit from an overall image or identity.

The following comments were made in relation to this question.

- **Do not use word ‘brand’** - Many people did not like the use of the word “brand”
- **Relevance and partnership** - Any development of an image or identity for Airedale must be meaningful and relevant to Airedale, and developed in partnership with local people.
- **Relative values** - The image might have more influence on external perceptions of the area than on local people directly.

Variation Between Stakeholders

- Non Airedale residents were most likely to think that the area would benefit from being part of an overall brand or identity.
- Participants from Shipley and from the villages of Airedale were least likely to think the area would benefit.

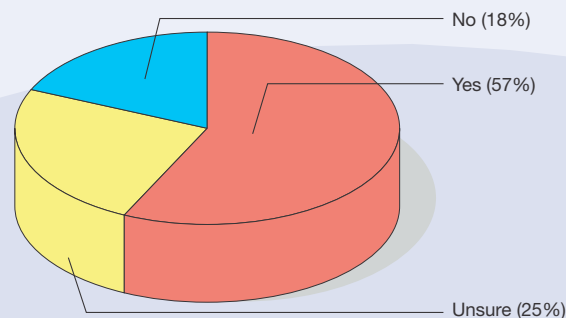


Figure 3.7 Percentage of People who thought Airedale would Benefit from an Overall Identity (Question 5)

3.8 Question 6

“What big ideas do you have that will make a difference to Airedale?”

A wide range of ideas were suggested, many of which were connected with road transport, the environment and retail. Some of the ideas proposed are noted below.

Environment

- Improvements to Myrtle Walk
- Return salmon and other species to the river as part of clean up
- More bins and better controls on litter
- Protect the canal and locks
- Create nature reserves
- Refurbish Lost Gardens of Milnerfield
- Implement open spaces plan for Roberts Park

Road Transport

- Improve the road link between Saltaire and the M606/M62
- Extend Bingley Bypass to Leeds and Bradford
- Provide better road links to Halifax and the M62/motorway network
- Improve the road link to East Lancashire
- Extend the Aire Valley trunk road through to Cumbria
- Create dual carriageway on Hard Ings Road
- Build an eastern bypass for Keighley
- Create a link road from Shipley to Baildon that misses the A650
- Close some roads at weekends for the use of walkers, cyclists and riders
- Improve the road link between Skipton and Airedale

Rail Transport

- Better disabled access to stations (e.g. Steeton)
- Improved range of services and stops between Keighley and Leeds
- Connect Northern and Southern rail connections via Bradford to improve links to Manchester, Sheffield and Huddersfield
- Better parking at train stations
- Reinstate the rail route to Otley
- Frequent minibus routes to serve railway stations, especially Shipley
- Worth Valley railway could be used as a commuter route
- Improve bus connections from stations to town centres
- Eliminate the fare differences between adjacent zones

Other Transport

- Cross country light railway to link villages
- Subsidised public transport for young people
- Make better use of the canal network
- Safer cycleways and more walk and cycle routes
- Better links between Keighley and Haworth to Hebden Bridge and Halifax

Town Centres

- Invest in making the market squares attractive leisure areas
- Better security and policing, including CCTV

Retail / Entertainment

- Bingley needs a better market and a supermarket, and the shopping centre needs rethinking
- Combined retail and entertainment (e.g. a cinema)
- A solution to be found for Myrtle Walk Shopping Precinct
- Sunday opening and longer opening hours
- A water park for rowing and sailing
- Youth centres
- Expand Bingley sports hall

Economic Development

- Conference Centres
- Social enterprise
- Links to air and rail transport
- Subsidies and support for local businesses
- Link R&D talent from universities with business parks
- Green economy - green technology, recycling
- Injection moulding plastics
- Support for home businesses
- Locate major employers near transport links e.g. rail stations

Community

- Eradicate discrimination and divisions within the community

Housing

- Potential sites for renovation identified include
 - Ingrow Mohair Mills
 - Mill Sites off Water Lane
 - Old Cattle Market

Coordination & Leadership

- Independence from Bradford Council
- Airedale Terrier as a logo for Airedale

3.9 Question 7

“Do you have any comments relating to the future of Airedale?”

Some further comments made about the future of Airedale were:

- **Road transport** - Congestion is a big issue, along with parking, and a need for better connections. Better cycle routes are also needed.
- **Environment** - Importance of preserving the green belt and limiting development in these areas, of cleaning up the area, including the river, and controlling littering. There was a request for more trees.
- **Community** - Need to involve and integrate all communities.
- **Identity** - Ensure that all three towns retain their separate identities.
- **Housing** - More affordable housing.
- **Coordination and leadership** - Need an integrated plan for the whole of Airedale.



4.0 Conclusion and Next Steps

4.1 Conclusions

A large number and a wide variety of interesting and valuable comments were made in response to the Draft Vision and Strategic Objectives for the Airedale Masterplan. Key findings are summarised below.

- The positive perceptions of Airedale most frequently mentioned are the beautiful landscape and the existence of a strong and diverse community. Negative perceptions most frequently mentioned related to transport and congestion, concerns about preserving the environment, the image of Airedale, and the divisions that still exist in the community.
- There was generally a positive response to the Draft Vision although it was felt that the Vision needed to carefully consider what type of economic development is appropriate for the area; that all people should benefit; and to ensure that the scale of aspirations is achievable.
- The majority of consultees thought that the Airedale should be developed and managed in a way that creates local jobs rather than developing Airedale as a commuter area, although it was recognised that the two options are not mutually exclusive and a balance is required.
- The majority of consultees thought that the Masterplan should aim to support both current residents and the next generation as a high priority, while people who move into the valley were considered to be a high or medium priority.
- The Draft Strategic Objectives most frequently considered to be a top three priority were the environment, town centres, particularly Bingley, and education and training. Other high priorities included transport, housing, employment land and tourism.
- Additional Strategic Objectives proposed were security, especially in Keighley, and health.
- Most people thought that Airedale would benefit from an overall identity, as long as town centres kept their own identity, and that the overall image was appropriate and developed in partnership with communities. It was also considered that an overall identity would have more influence on external perceptions of Airedale but be less valuable for local communities. External stakeholders were most likely to think Airedale would benefit from an overall identity.
- A large and diverse number of specific improvement ideas were put forward.
- Other key issues identified as important for the future of Airedale was the need to ensure:
 - Sustainable development and management; and
 - All members of the community are involved.

4.2 Next Steps

All the comments received during this consultation process will be reviewed by the Project Team and Client Group, and they will be used to guide further stages of the Masterplan development process. This will include feedback which relates to issues outside the scope of the Masterplan.

The Masterplan Vision and Strategic Objectives will be refined, and specific plans, projects and initiatives will be developed. As ideas and plans become more specific, stakeholders will be involved at a more localised or specialist level.

The final Masterplan will be publicly launched in March 2005.

The Project Team and Client Group, would like to thank all those who gave their time and valuable contribution during the consultation process. We hope that members of the community and other stakeholders will remain or become involved in the development and delivery of the Masterplan process, helping to secure a sustainable future for Airedale, for all members of the community.

4.3 Further information

For further information on the Airedale Masterplan or the consultation process, please contact:

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