# CHAPTER 1: COMMUNITY ENGAGEMENT + DESIGN PROCESS 2017 - 2022

## **Community Engagement**

The Gleadless Valley Masterplan has been collaboratively designed through a thorough resident engagement process, spanning five years. This section outlines the community engagement process and events, and documents key feedback which inspired the resulting Masterplan.

## **Engagement Events**

- November 2017: Resident Survey and Community Events
- March 2018 ongoing: SCC engagement forums
- Sept 2018: Design for Change Workshops (x4)
- October to November 2018: Options Exhibitions and online consultations
- 2019: Employment and Skills Strategy Engagement
- During 2019 attendance at various groups such as Weigh and Play, FOTV and TARA fun day, Party in the Park
- 2019-2020: Green Space Strategy workshops and Governance meetings
- January to March 2022: Public Consultation on draft Final Masterplan



# **RESIDENT SURVEY AND COMMUNITY EVENTS (2017)**

The first stage of the masterplan consultation aimed to establish what people liked about the valley and what needed improving. A resident's survey was distributed by Sheffield City Council to all households in Gleadless Valley and 448 survey responses were completed. This represented 10% of the total households within the consultation area.

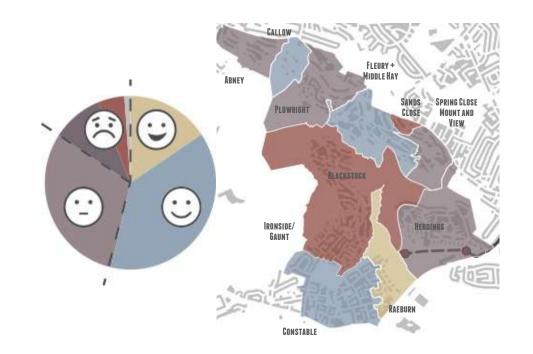
Community drop-in events were also hosted at the Terry Wright Centre, John O'Gaunt Pub, Gaunt Road shops and Herdings Heritage Centre. 83 people attended these events to find out about the masterplan and give their views. Targeted focus groups, business surveys and stakeholder meetings were also arranged.

#### Results

Overall, more than 50% of residents thought that Gleadless Valley was a good place to live, with the most common reasons being the green space provision and the friendly neighbours. Callow, Abney, Raeburn and Constable contained the highest proportion of residents who were happy with their homes.

Ironside, Spring Close Mount and Sands Close stood out as zones where residents were the least content with Valley life. The main reasons why people did not like living in Gleadless Valley included litter problems, poor behaviour of people, and drug problems.

The top three priorities which residents listed for improvement included: anti-social behaviour, providing more activities for teenagers and cleanliness of the streets. Increasing play provision for children, repairing properties and improving lighting were also key priorities for residents.



This graph and map show satisfaction levels throughout Gleadless Valley based on a resident survey in 2017. 54% of residents believe Gleadless Valley is a good or very good place to live, and 15% answered that it is a bad or very bad area



Most frequently mentioned items to improve in Gleadless Valley



# 'DESIGN FOR CHANGE' PROCESS (2018)

#### **Process**

URBED - an urban design firm that has over 40 years' experience in running community consultations - conducted 4 half day 'Design for Change' workshops during September 2018.

The first step of this engagement process aimed to provide participants with relevant knowledge and understanding of essential urban design principles, in order to explore neighbourhoods together and assess strengths, weaknesses and opportunities for 'change'. The technique acknowledges the unspoken knowledge of the residents as 'experts' in their own neighbourhoods and pairs this with the specialist expertise of the design team.

119 community members attended over the course of the 4 workshops and were divided into smaller groups of approximately 8 to 15 people.

Residents attending the John O'Gaunt workshops in the south of the Valley focused mainly on the Gaunt shopping precinct, the Hemsworth school site, Gaunt Road, Ironside Road as areas of change.

Residents further north in the estate focused on Newfield Green, the masionettes along Leighton Road and the steep roads around Sand's Close and Spring Close Mount and View which they felt were disconnected from the rest of the area.



Workshop 1: John O'Gaunt Pub - 'Locating the Issues' task



Workshop 3: John O'Gaunt Pub - Proposing changes



Workshop 2: Terry Wright Centre - Mapping exercises



Workshop 4: Terry Wright Centre - Proposing changes

## 'DESIGN FOR CHANGE' WORKSHOPS 1 AND 2

#### **Activities**

The first session was offered at both the John O' Gaunt Pub (Workshop 1) and the Terry Wright Centre (Workshop 2) and introduced people to masterplanning and urban design principles.

Participants undertook a series of exercises mapping Gleadless Valley to help them gain a better understanding of what makes Gleadless Valley unique. This included identifying areas which had rational designs contributing to strong urban form, and areas which were weaker and less defined. Participants mapped green space to establish areas of over and under-supply, and drew building plans to explore density and patterns of development. Road hierarchy was also considered, with residents identifying the busiest primary roads and which roads were quieter.

Using stickers and models of the Valley, groups then discussed problem areas within the Valley (locating 'issues' such as parking, littering, anti-social behaviour and poor-quality housing – as shown in the drawing opposite)

Participants used these exercises as a basis for suggesting areas they thought should not be changed (hard areas) and areas they thought would benefit from change (soft areas).

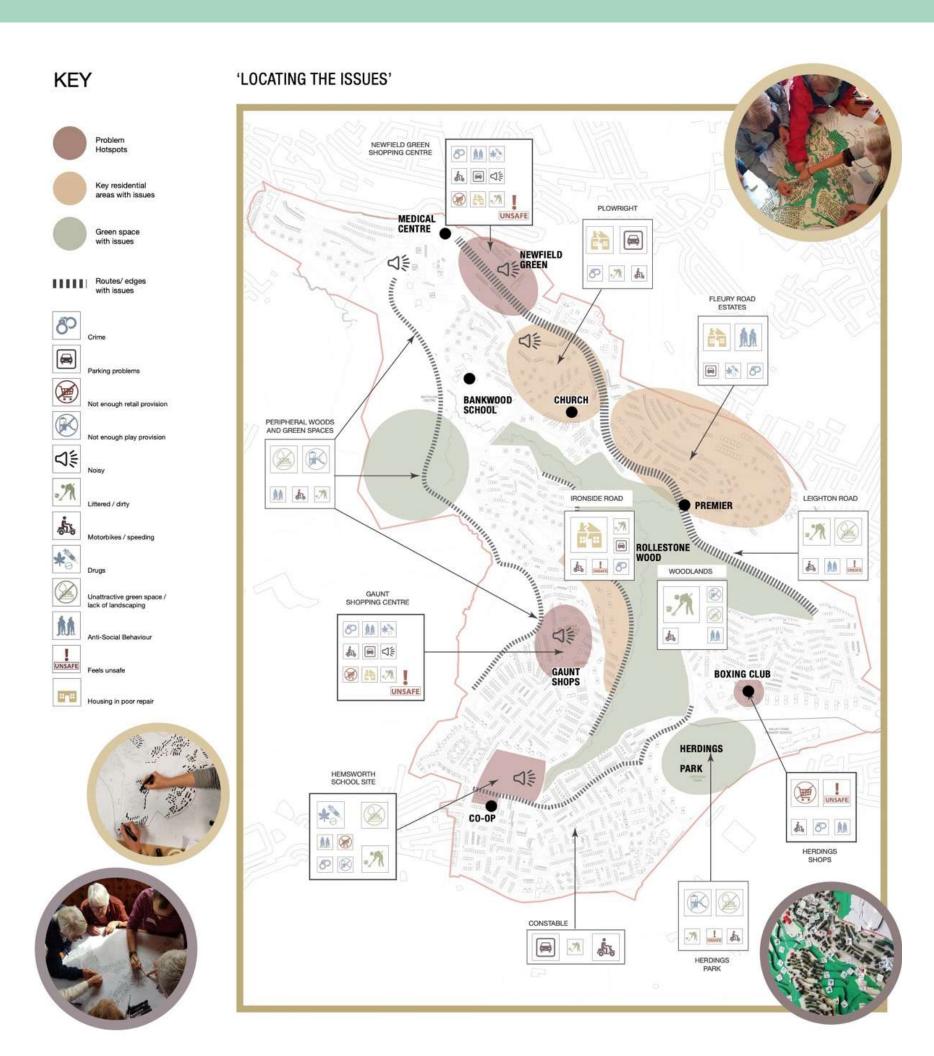
#### **Discussions**

The shopping centres and the unoccupied land at the Hemsworth School site were identified as hot spots for problems, whilst some of the green spaces suffer from Antisocial behaviour, speeding motorbikes and litter.

Housing problems were identified around Plowright, the roads around Middle Hay/Fleury Road, Ironside Road and Gaunt.

#### **Decisions**

The map opposite was created by collating all group responses from these first two workshops. The highlighted coloured zones are the key locations where issues were identified, and most of these have continued to act as focal areas for improvement throughout the rest of the masterplanning process.



## **'DESIGN FOR CHANGE' WORKSHOP 3**

#### **Activities**

The following session was held twice at the same two venues on the 18th September, and focused on the 'soft' areas drawn up in the previous two workshops.

Participants were asked to start proposing 'changes' within these areas, considering alterations to housing, green space and facilities to address the challenges previously identified in these areas. Groups of 5 to 15 people used plasticine and other creative materials to start to shape out urban design proposals for the focal sites identified.

Workshop 3 was held at the John O'Gaunt pub.

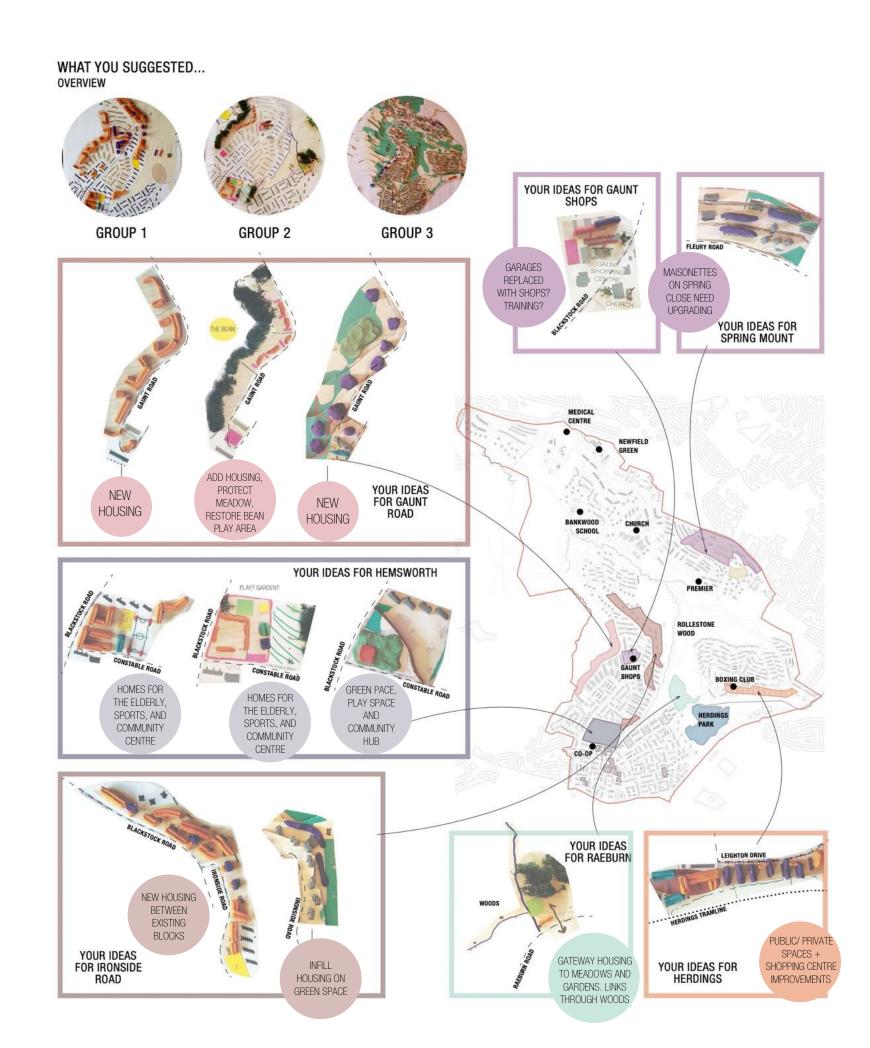
#### **Discussions**

All 3 groups considered what should happen along Gaunt Road and agreed that housing would be beneficial here, as the land had previously hosted homes. All groups also looked at the Hemsworth site – two groups explored homes for elderly people, sports uses and a community centre, whilst the third group preferred a community hub and green space.

Other suggestions included infill housing and upgrades to the mini tower blocks on Ironside Road, gateway housing and improved green space along Raeburn Road, improvements to shops and re configuration of public-private space in Herdings, garage replacement schemes around Gaunt shops and maisonette upgrades on Spring Close.

#### **Decisions**

Several of these ideas have been carried forward within the masterplanning process, including ideas for the Hemsworth school site and Gaunt Road site, the Herdings public-private space consideration and maisonette upgrades around Spring Close.



# 'DESIGN FOR CHANGE' WORKSHOP 4

#### **Activities**

Workshop 4 followed the same format as Workshop 3, but was held in a different location (Terry Wright Centre) to make it easier for local residents to attend. Several people in this session wanted larger scale change, with housing replacement schemes and road and transportation improvements.

#### **Discussions**

Residents most frequently focussed on the Maisonettes on Sands Close, Spring Close Mount and Leighton Road within this session, and explored mixed use redevelopments with new housing increasing density, play spaces, maisonette improvements, traffic calming measures along Leighton Road and pocket parks. It was felt that Sand's Close is currently poorly connected into the Valley, and this could be improved so that residents feel less cut off from amenities.

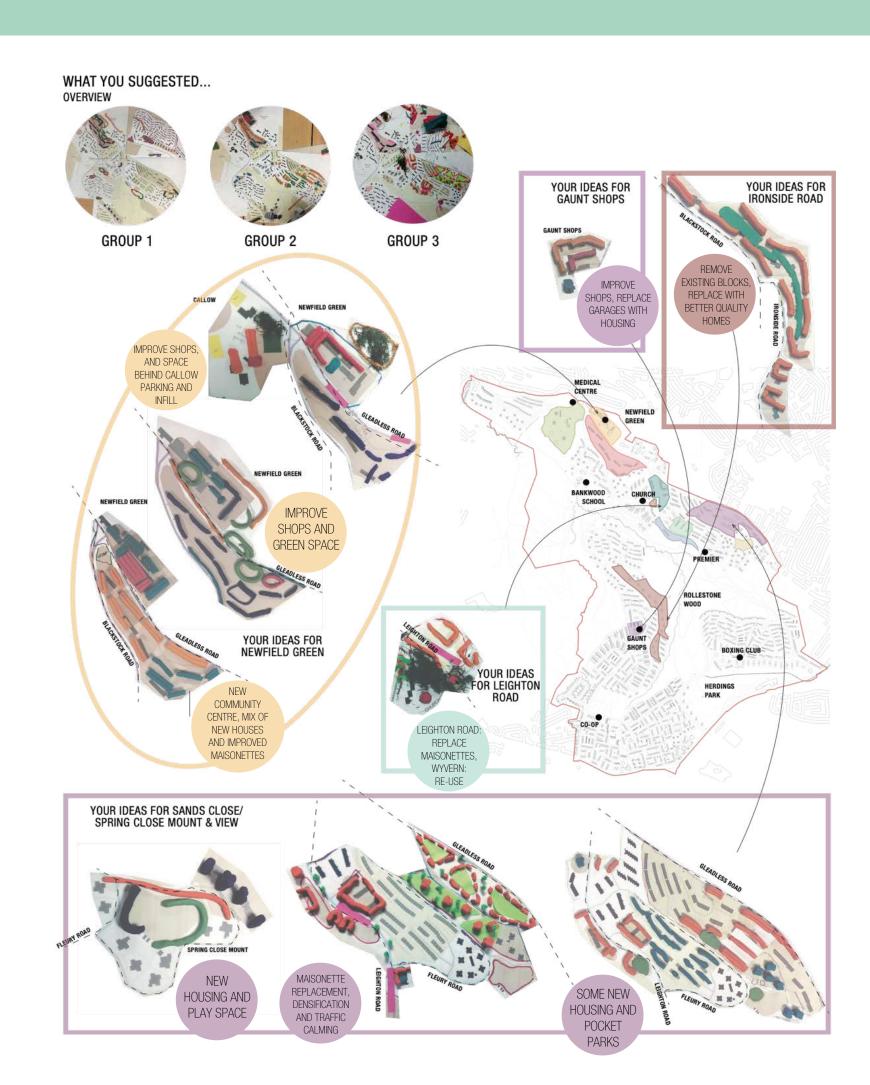
Newfield Green Shopping Centre and Plowright was also a focal spot for 'change' with designs contemplating improvements to shops and green spaces, new houses and refurbished maisonettes and a new/ improved community centre.

As in Workshop 3, participants at Workshop 4 also focused on Ironside Road and Gaunt shops for improvements.

#### **Decisions**

Several of these ideas have been carried forward within the masterplanning process, including housing and landscape focused improvements around Plowright, Sands Close and Spring Close Mount.

A piece of work is currently being undertaken to explore how the local centre at Gaunt Road could be made to work better for the residents of Gleadless Valley. A similar exercise is also planned for the Newfield Green Centre and further consultation with residents on both projects will happen as part of delivering the masterplan.



# **OPTION EXHIBITIONS AND CONSULTATION (2018)**

Ideas from the Design For Change community workshops were collated and further explored by the design team to shape proposals, which were then presented back to the wider community at a series of exhibitions and an online consultation which ran between 20th October 2018 and 11th November 2018.

Public exhibition events were held in different Gleadless Valley venues and there was a good flow of residents and local stakeholders visiting on both days.

Options for the masterplan were presented on a series of exhibition boards at the events. Local people were asked to complete a questionnaire about the proposals, and to state if they supported, were neutral or did not support each option. Respondents could also make comments relating to each option. A pdf version of the exhibition boards was also made available on the project website along with an online version of the questionnaire.

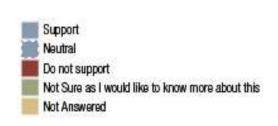
A total of 70 responses were received and a summary of the information captured through the questionnaire is detailed in the charts on the following pages.

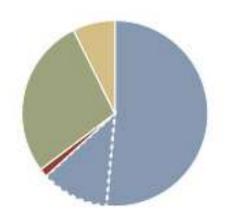
#### Results

Results showed that consultees were generally in favour or were neutral to the proposals shown. The feedback gathered from the questionnaire was generally consistent, and aligned with the feedback and discussions gathered during the Design for Change workshops.

Consultees showed the greatest support for green open spaces and community facility improvements. Improvements to security and entrances of maisonettes was seen to be important and this feedback helped to focus the strategy for housing regeneration in the area.

## HOUSING



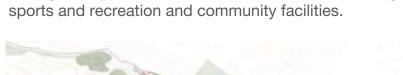


Qu. 1- Do you support in principle the idea of a local rehousing policy to help manage the allocation of homes in Gleadless Valley?

63% supported the idea, or were 'neutral'

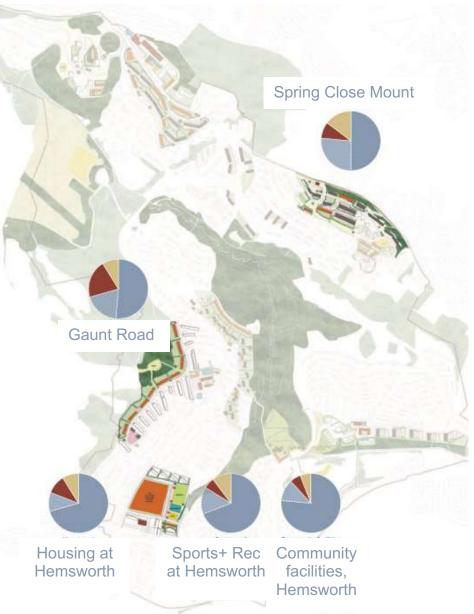
Qu. 2 – Do you support these proposals to provide new housing on empty sites or garages?

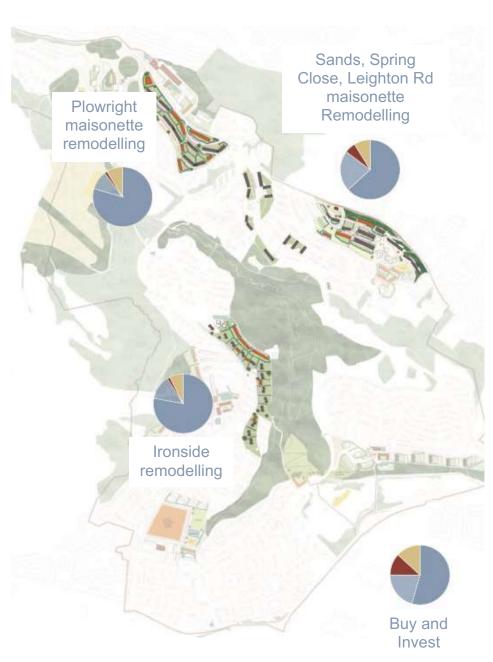
Strongest support for Hemsworth School site: housing, sports and recreation and community facilities.



Qu. 3 – Do you support these proposals to invest in upgrades and remodelling of these existing houses?

Strongest support for suggested improvement works to Plowright maisonettes and Ironside tower blocks

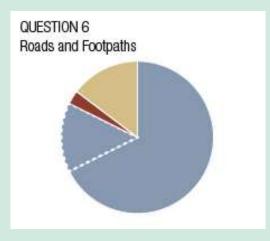


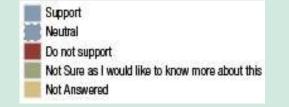


# **OPTION EXHIBITIONS AND CONSULTATION (2018)**

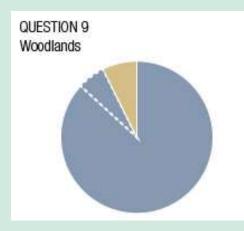
## HOUSING Support Neutral Do not support Not Sure as I would like to know more about this Leighton Rd/ Not Answered Fleury Crescent Qu. 4 (below) Do you support building new homes on green space in between and next to Plowright existing housing? maisonettes Similar responses to all the proposals across estate - approx. 65% either supported or were neutral to the idea Middle Hay, Sands, Spring Close Ironside Road TOCOLO mini-towers Callow Morland Road one bed flats Qu. 5 (above) Middle Hay, Do you support these proposals to Sands, Spring replace some existing homes with new Close social housing? Similar responses across estate -Ironside Road The court approx. 60% either supported or were neutral to the idea Constable/ Hemsworth

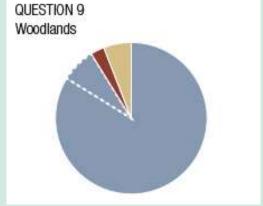
# OTHER POPULAR IDEAS:





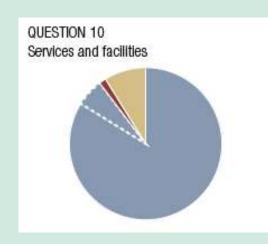
More car parking near homes

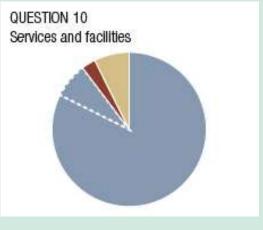




Walking/ running routes and signs

Annual Community clean-up 'Day of Action'





Newfield Green Improvements

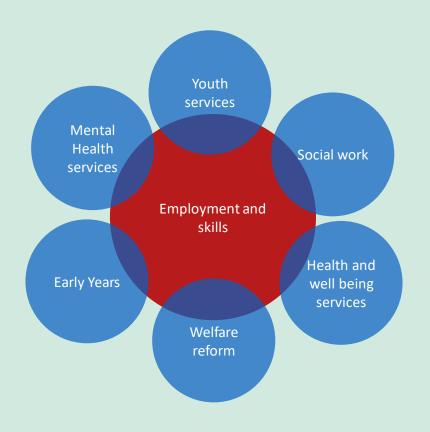
Gaunt Road Shops improvements

# **EMPLOYMENT AND SKILLS CONSULTATION (2019)**

ADE Regeneration was commissioned by Sheffield City Council (SCC) to complete an 'Employment and Skills Strategy and Action Plan for Gleadless Valley', to complement the wider Masterplanning work. ADE consulted with many of the neighbourhoods stakeholders in one-to-one conversations and a collaborative workshop, so that ideas were built up from within the community.

Stakeholders organisations consulted include:

- Friends of Gleadless Valley
- Gleadless Valley Tenants and Residents Association (TARA)
- Job Centre Plus (JCP)
- Newfield School
- Sheffield City Council skills team
- Sheffield City Council housing team
- Sheffield College
- Sheffield Futures
- REACH chief executive and manager (no longer active)
- Reverend David Middleton



#### Responses

**Early years development** – there was a view that relative to historic levels there has been a reduction in services for new mothers and social activities for toddlers locally. Government's expansion of free child care has benefitted some residents.

**Schools locally** – the views on the performance of schools locally was mixed. There was praise for the primary school in terms of its engagement with wider community activities. It was cited that difficulties at home often result in poor engagement from some pupils at schools. Newfield School has improved a lot in recent years (as also evidenced by its Ofsted inspection and exam results).

Careers advice – careers advice in secondary schools was commissioned by schools. Owing to the funding climate schools cannot afford additional services relative to what is already provided.

The transition from school to the work place – there has been concerted effort in ensuring that school leavers have either training or employment to go to. There has been success in this area, with only a small minority now falling into the Not in Education Employment or Training (NEET) category. Sheffield Futures seek to engage those who fall out (or do not arrive) at College.

Barriers to employment – there was a wide ranging view on barriers to employment. Many cited no jobs locally, unworkable working patterns, complicated home-life, carer responsibilities, lack of transportation. Others cited mental health and other underlying social issues as a key barrier that is often masked by other reasons (i.e. transport, working hours etc.).

Aspirations – there was a view that 'aspirations' were an issue in Gleadless Valley. Many of those that do aspire and achieve then move away, which leaves a lack of role models to inspire the next generation. It was cited that there was an apprehension for change amongst those who have been long-term unemployed. There are fears over agreeing to temporary work contracts which may not be renewed, and which then affect access to benefits.

Local employment – very local employment opportunities were viewed as limited, and often in jobs people did not want to do (i.e. care work). The availability of local jobs was cited by some as a barrier to employment and a 'red herring' by others as the distance to travel to the city centre and wider Sheffield was viewed as not insurmountable (although others did then cite shift patterns finishing in unsociable hours preventing access via public transport).

Services on offer locally - many of the services on offer to those seeking employment and training are offered from Central Sheffield. There was only limited provision on-site in Gleadless Valley. Both JCP and Sheffield College thought it highly feasible that some training and events could be brought to Gleadless Valley. Stakeholders agreed that delivering more locally could increase engagement levels.

Enterprise and self employment – there was a perceived gap in services that would support start-up businesses or sole-traders. This could offer people more flexible employment and could remove some barriers that exist. This could offer some people a more pragmatic alternative to paid employment.

The role of the public sector in recruitment – the role of the public sector in recruitment was cited by several community stakeholders. This included ensuring opportunities from the masterplan implementation (i.e. work on the construction projects) benefitted local people. The College and JCP acknowledged the success of the Sector Skills Academy and suggested that SCC develop a similar programme.

## **COUNCIL CONSULTATION 2019 - 2021**

Throughout 2019 consultation with local people on the masterplan proposals continued through attending local events such as "Party in the Park", the TARA and Friends of the Valley fun day, Heeley City Farm coffee morning, Stay, Play and Weigh and Herdings Youth Club.

At the end of 2019/ early 2020, more focused consultation was carried out with Council officers and community organisations to develop the green spaces strand of the masterplan. This included agreeing a set of principles that should be worked to when developing and delivering green space proposals. This was followed by a workshop to start exploring governance structures, to ensure the local community are at the heart of shaping and influencing the delivery of the masterplan.

Consultation during 2020 and 2021 was limited by the Global Pandemic. However, the Gleadless Valley Partnership Panel continued to be an effective way to provide updates on the masterplan and the Masterplan Engagement Forum continued to meet, shaping the consultation proposals in preparation for the final consultation in early 2022. Virtual workshops where children presented their issues and ideas for inclusion in the masterplan were also held with Bankwood School.

#### **Engagement Forum**

A Community Engagement Forum has met monthly throughout the development of the Gleadless Valley Masterplan and reviewed proposals at all design stages.

The Engagement Forum consisted of the Labour Cllr and Executive Member for Housing, Roads and Waste Management and local councillors, plus two representatives from the Gleadless Valley TARA, the chair of the Gleadless Valley Partnership Group and a representative from the Holy Cross Church in Gleadless Valley

Party in the Park consultation (Herdings Park, 2019)



# DESIGN DEVELOPMENT (2019 - 2021)

The masterplan underwent extensive design development in the subsequent years, informed by ongoing engagement activities.

Architects BDP - who are experienced in similar regeneration projects - were commissioned to help draw up designs for the housing proposals for each of the key sites identified in the Design for Change process. This included external refurbishment options for existing maisonettes across the estate and remodelling and replacement options for small pockets of properties that were not working well for modern day family living.

Council services were also commissioned to develop more detailed designs for public spaces and improvement to parking in priority areas.

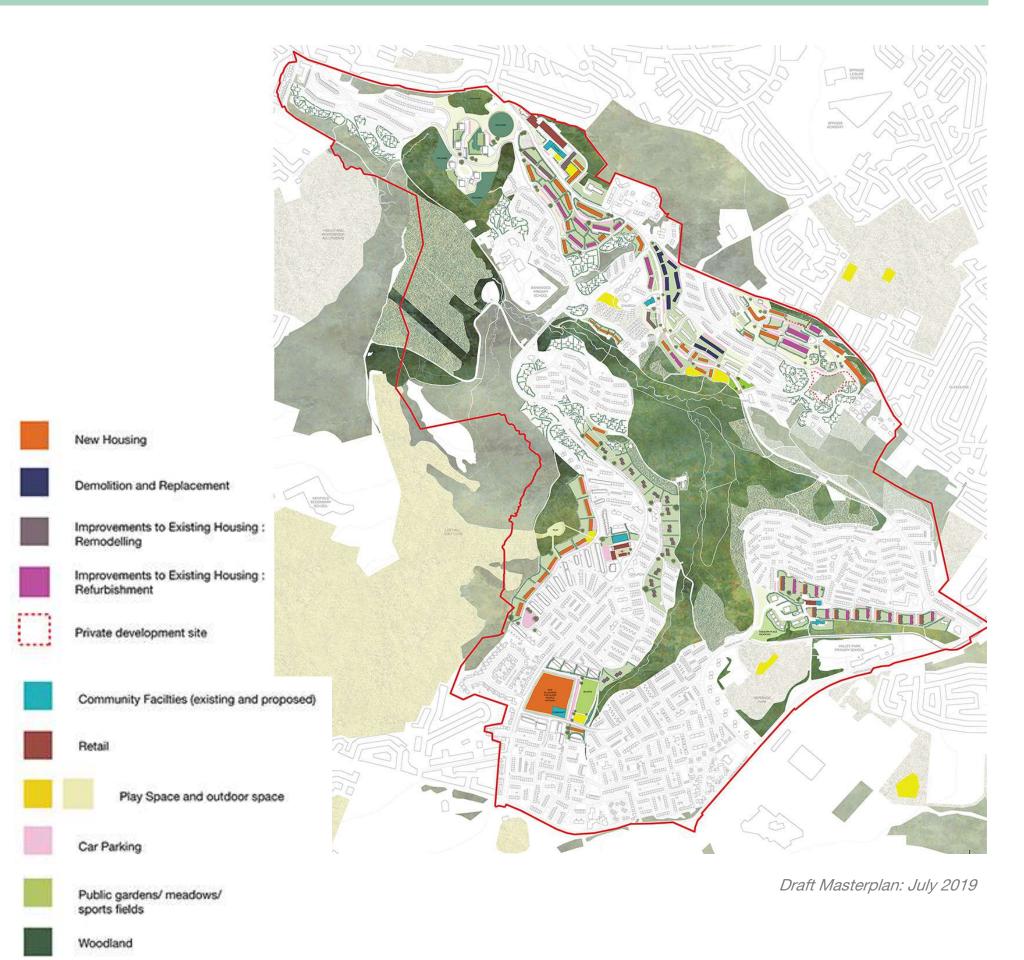
The design team also considered landscape and infrastructural alterations such as parking, communal gardens and play facilities in order to create a comprehensive and joined up design strategy for Gleadless Valley.

Funding and viability assessments influenced the feasibility of delivering each proposal, and some original ideas were consequently not taken forward in the masterplan.

The majority of the original ideas remained throughout the design process and whilst some ideas (such as improvements to the Gaunt Road shopping centre) were not the focus of this Masterplan - they are being investigated in more detail within additional council studies.

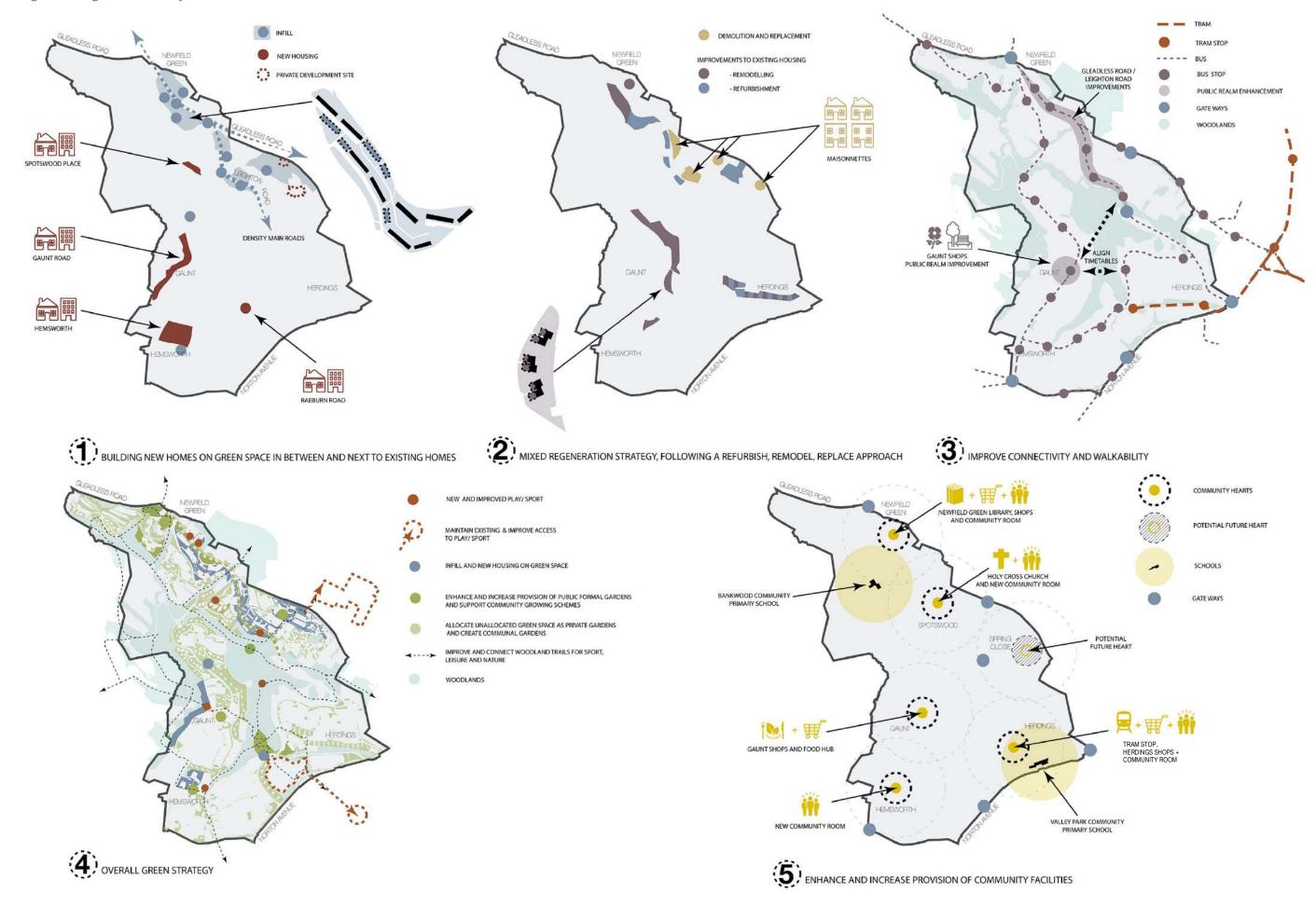
The following pages present a condensed overview of design testing which informed the final proposals.

Amenity Greenspace

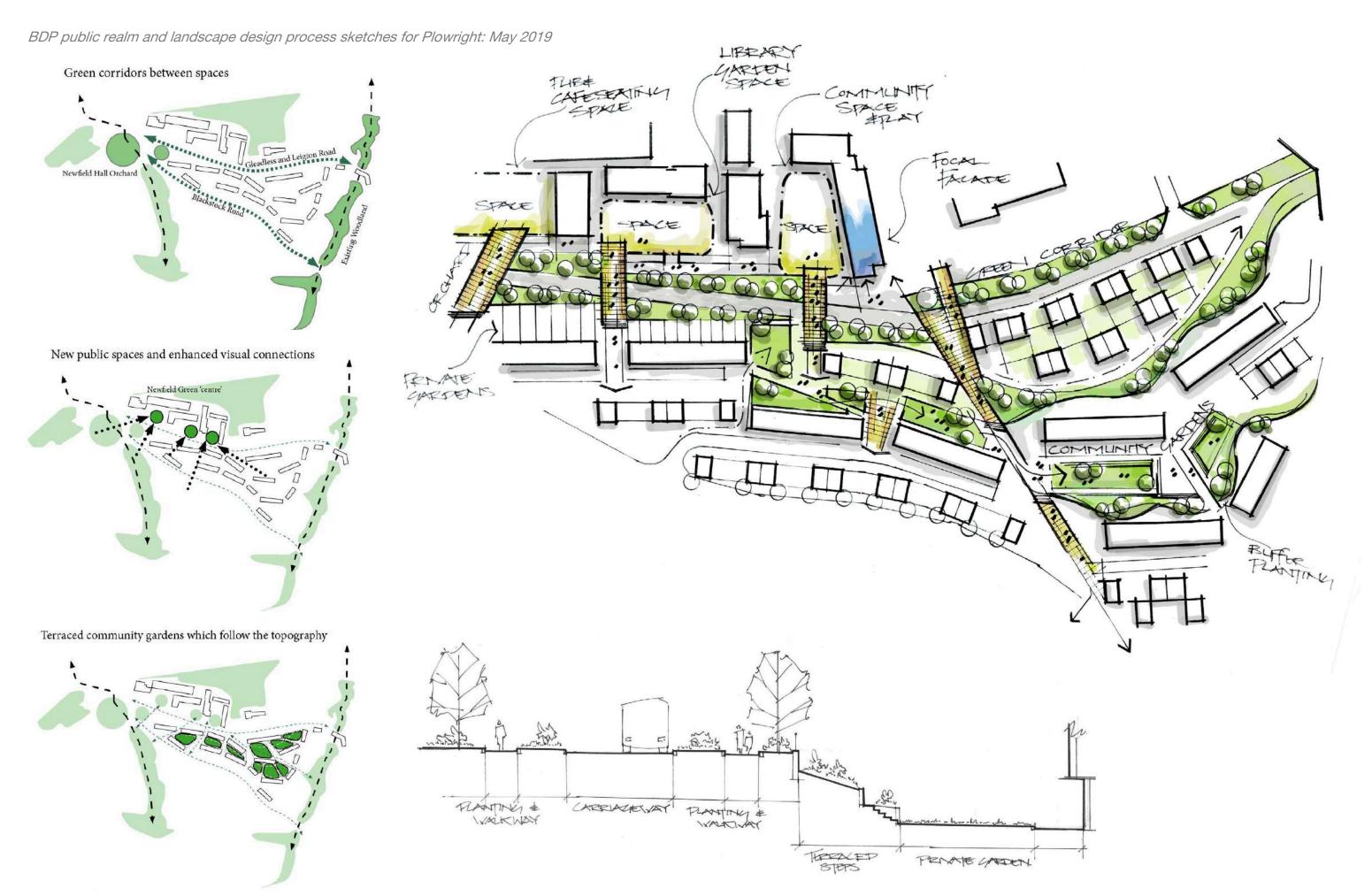


# DESIGN DEVELOPMENT (2019 - 2021)

Draft Design Strategies: February 2019



# DESIGN DEVELOPMENT (2019 - 2021)



The draft Gleadless Valley Masterplan went out to public consultation for six weeks at the start of 2022, starting on 24th January 2022 and ending on 4th March 2022.

Residents and local stakeholder groups were invited to view and comment on the draft proposals, via the Sheffield City Council website or in person at a series of consultation events held on weekends and evenings at a range of locations within the valley (wider survey).

At the same time, residents directly impacted by the housing proposals – whose homes were proposed to be replaced or remodelled - were engaged in one-to-one conversations with council officers in community rooms, online sessions, telephone calls and individual visits in the home.

Consultees were asked to respond to proposals for housing, shared and green space, services and facilities and employment and skills. Online and paper-based surveys were used to capture feedback on the Masterplan. Respondents were able to indicate whether they liked or did not like the proposals and were also able to make free text comments.

Some of the feedback on the Masterplan indicates some are sceptical the masterplan will be delivered. The plan has been in development longer than ever planned due to impacts of the pandemic and an extensive design process, and this may have impacted on the communities in completing surveys.







#### Wider survey:

75% of those that completed the wider survey live on Gleadless Valley. 94 surveys were received. A summary of feedback is outlined on this page.

#### Housing

The housing proposal section had the highest response rate of public consultation. Many respondents like the proposals put forward (or at least part of the proposals) but have issues and concerns. Some of the key concerns identified in people's responses are around a lack of parking, views being obstructed by the proposed housing and anti-social behaviour continuing in the Valley despite the proposals.

#### **Shared and Green Space**

The majority of respondents liked the green and shared space proposals, but concerns remain about ASB and maintenance.

## **Services and Facilities Proposals**

Many respondents did not provide feedback to this section and some suggested that not enough detail was provided to determine if they like or dislike the proposals. People are concerned that until ASB is addressed there will be no real change, particularly around the shopping centres. Respondents are also wanting more detail on the possibility of youth clubs in the valley. Improved bus routes / accessibility to services was also noted as something people wanted to see.

## **Employment and Skills Proposals**

Over half of survey respondents didn't comment on the employment and skills section. Of those that did, most comments were positive – with respondents citing that unemployment is a serious issue in the Valley. Some respondents are uncertain these proposals will be delivered.

THEME	LIKE	DISLIKE
Housing	<ul> <li>Improving the external appearance of housing</li> <li>Improving the quality and standard of housing</li> <li>The possibility of private gardens</li> <li>The area will be modernised</li> <li>The proposals will make people feel safer</li> </ul>	<ul> <li>Insufficient parking improvements</li> <li>That views may be obscured by new housing</li> <li>That anti- social behaviour issues are not a higher priority</li> <li>That existing homes should be tackled first</li> <li>Uncertainty about rehousing issues</li> </ul>
Shared and Green Space	<ul> <li>Wildflower planting and adding more trees</li> <li>Improving walking routes and footpaths</li> <li>Will improve the image of the valley</li> <li>Improving local wildlife</li> <li>Increased parking (at Bankwood Road)</li> </ul>	<ul> <li>Concerns around ASB, crime and vandalism (includes comments on dirt/quad bikes on green spaces)</li> <li>Concerns over long time maintenance</li> <li>Doesn't support under used open spaces being used to build new homes</li> <li>Plans are too green – not enough flowers</li> <li>No clear walking routes or cycle paths</li> </ul>
Services and Facilities Proposals	<ul> <li>More activities for young people</li> <li>Approves of Gaunt Road shops being improved</li> <li>Supports plans for older persons' scheme</li> </ul>	<ul> <li>Concerns that until anti-social behaviour is addressed there will be no real change</li> <li>Not enough detail about youth clubs</li> <li>Doesn't believe the plans will actually happen</li> <li>Bus routes must be improved / Accessibility</li> </ul>
Employment and Skills Proposals	<ul> <li>Will help to reduce unemployment and improve skills</li> <li>Working with community led organisations</li> <li>Apprenticeships</li> <li>Clearer pathway for young people from school to work</li> <li>Tackling a root issue in Gleadless Valley</li> </ul>	<ul> <li>Employment won't improve until drug issues are resolved</li> <li>Uncertain proposals will actually happen</li> <li>Doesn't see many jobs being created</li> <li>Needs to be support for young parents life skills</li> <li>Not enough activities for those who can't work (i.e. disabled, retired, carers)</li> <li>Different households need different support (i.e. disabilities, troubled families, asylum seekers)</li> </ul>

#### **Residents Directly Impacted by Proposals**

153 of the 242 households directly impacted by proposals were consulted in person directly, representing 63% of all affected homes. Overall, 80% of these respondents support the proposals for the areas of Gleadless Valley they live in.

**Council tenants:** 84% of all directly impacted Council Tenants supported proposals. Residents in Sands Close are the most supportive, whilst Herdings residents have currently shown the least support for the proposed plans in their area of the Gleadless Valley, with 18% of respondents not supporting the proposals.

The main reasons why people support proposals include:

- Properties are old and/or in disrepair
- Would improve the area (such as in appearance)
- Proposals may improve ASB, crime and drug use in the neighbourhood

Reasons for not supporting plans include:

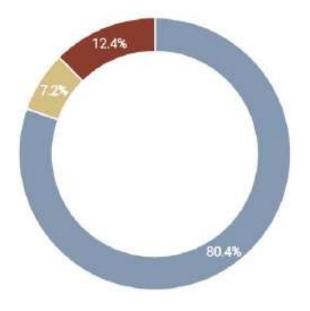
- Want to remain in current property, due to age, stress, memories and hassle.
- Concerns around the bidding process for new property

Owner-occupiers and leaseholder landlords: The least support was shown by owner occupiers and leaseholder landlords. There are owner-occupier concerns around having to downsize or being unable to afford another mortgage. The majority of owner-occupiers engaged with were interested in becoming a Council tenant.

**Private tenants:** The small number of private tenants spoken to who were directly affected by the plans were supportive of the proposals.

Residents and landlords will continue to be engaged as proposals progress beyond early conceptual design phases.

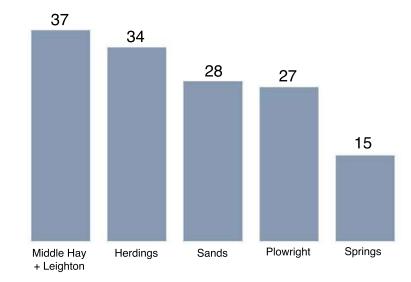
## **OVERALL RESPONSE**



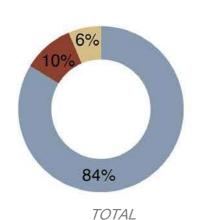
80% in favour of proposals, 7% neutral and 12 % do not support.

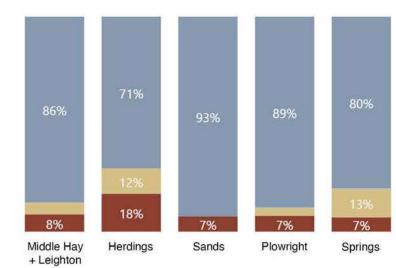
# **COUNCIL TENANT RESPONSES**

Number of responses – council tenants directly affected by proposals:



How does the tenant feel about the proposals for their respective areas?





Neutral

Support

Do not support

#### **Stakeholder Engagement**

The Gleadless Valley project team have developed links with a number of stakeholders since the work began in 2018 and these Stakeholders were invited to a short briefing just before the formal consultation was launched. The feedback from stakeholders on the Masterplan has taken the form of written submissions in various formats or has been collated in the case of children / young people from officers taking discussion notes in face-to-face classroom sessions.

Feedback on the draft Final Masterplan was received from:

- Gleadless Valley Wildlife Trust (GVWT)
- SCC PRoW (linked to the Ramblers)
- Sheffield Local Access Forum
- Peak and Northern Footpath Society
- Sheffield Climate Alliance
- Shelter
- Heeley City Farm
- Newfield Secondary School children
- Bankwood Community Primary School children
- SCC Ecology Service

Approximately 150 feedback observations were received which were grouped into a number of themes (see table). Overall, the Stakeholder feedback indicates that the investment at Gleadless Valley is welcomed by the organisations.

## **Taking the design forwards**

Recurring comments from the stakeholder and resident engagement process have informed minor non material amendments to the draft masterplan document, as shown in the next chapter. Particular focus has been given to Ecology mapping and footpaths, whilst other points will be addressed within future commissions as detailed within the 'Next Steps' section of this report.

Main stakeholder comments:

Need for more play areas and community facilities spread across the valley



Anti – social behaviour is a concern; the masterplan does not fix this



Housing improvements are welcomed, it's the thing in Gleadless Valley we like the least



Wildlife areas need to be protected with buffer zones, concern about building on underused land



Willingness from multiple groups to work with SCC to realise the masterplan goals



Support for a map of the ecology being produced



Anxieties for young and old about moving home, people will need to be supported



Mapping and improving footpaths and links across the valley will help accessibility



Waste management problems / amount of litter on the estate







