

Connecting Sheffield: Nether Edge Active Travel Neighbourhood

Executive Summary

1.0 Launching Connecting Sheffield

Through the Active Travel Fund (ATF), Sheffield City Council has the opportunity to deliver a series of smaller-scale sustainable travel projects within Sheffield.

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

Connecting Sheffield - the overarching vision and ambition for transforming travel in Sheffield within which the ATF 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, 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 Connecting Sheffield schemes could be launched – ensuring that the Connecting Sheffield schemes were all aligned under one vision and ambition for transport connectivity in Sheffield.

2.0 Nether Edge Active Travel Neighbourhood Consultation

The public and stakeholder consultation on the **Connecting Sheffield: Nether Edge Active Neighbourhood** consultation launched on 16 July 2021 and concluded on 20 August 2021. The consultation process was as follows.

2.1 Stakeholder Mapping

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

- **Political Representatives:** Mr Paul Blomfield MP; Councillor Peter Garbutt; Councillor Alison Teal; and Councillor Maroof Raouf.
- **Economic and Business Groups:** St Luke's Hospice Shop; The Curry Pot; Pop's Supermarket; Edge Cutters; Bombshell; Oxfam; Bannerdale Osteopaths; Turners Bakery; Nether Edge Garage; Sainsbury's Local; Cakes by Cherrypie; Byron House Pub; Birchcroft Assisted Living (run by the Guinness Partnership); Café #9; Nether Edge Laundrette; Zeds Wholefoods; Wickwire; Edge Dental; Homemade by Thelma's; and others.
- **Community and Interest Groups:** Nether Edge Neighbourhood Group; Nether Edge Women's Institute; Save Nether Edge Trees; and Sheffield Tree Action Group.
- **Educational Organisations:** University of Sheffield; Sharrow School; and Porter Croft CofE Primary School.

- **Accessibility Groups:** Transport 4 All, Disability Sheffield; Access Liaison Group; and Sheffield Cycling 4 All.
- **Local Transport Organisations:** Confederation of Passenger Transport (CPT), South Yorkshire, Passenger Transport Executive (SYPT), Cycle Sheffield; First Group; Stagecoach; Sheffield Taxi Trade Association; and others.
- **Local Service Providers:** South Yorkshire Police; South Yorkshire Fire and Rescue Service; Yorkshire Ambulance Service; Sheffield Health and Social Care NHS Foundation Trust; Sheffield NHS Teaching Hospitals Trust; and others.

Local Residents and Businesses were also contacted directly. A distribution area was defined around the proposed Active Neighbourhood so that nearby properties would directly receive information about the proposals and the consultation process. The identified distribution area for the consultation postcard included 1,855 addresses in total.

2.2 Engagement Overview

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

1. **Consultation Postcard:** A consultation postcard was produced and distributed to all residential and business properties located within the agreed distribution area of 1,855 properties.
2. **Consultation Website:** A project specific page was set up on the Connecting Sheffield website which uses the community engagement platform, Commonplace. The platform makes it easy to share the consultation widely via social media and allows anonymised comments to be viewed publicly adding transparency to the process. We also received feedback through an **email address, Freephone information line and Freepost address.**
3. **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: Nether Edge Active Neighbourhood** proposals and details of the consultation period. The press release received coverage in titles including Sheffield Star and Now Then Magazine.
4. **Recorded Presentation:** A commentary was recorded to accompany a presentation on the proposals and circulated by email to local businesses, stakeholders and community groups identified as likely to have an interest in the proposals.
5. **Stakeholder Workshop:** When the consultation launched, plans to hold a stakeholder workshop were publicised through the Connecting Sheffield website and the consultation postcard which was distributed to all residents and businesses located within the distribution area. The workshop was held online using Zoom to comply with Covid-19 related restrictions and included a short presentation to explain the principles behind Active Neighbourhoods, a discussion of a range of topics in small groups, and the opportunity to ask the project team any questions.

3.0 Explaining the Consultation Responses

3.1 Public Consultation

In total, **332** responses were received during the **Nether Edge Active Neighbourhood** consultation. **6** of those responses came through via email, the Freephone line and Freepost, **76** were received

online via the Commonplace interactive heatmap and **250** were submitted online via the Commonplace Connecting Sheffield design tile.

The website provides two avenues to comment:

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

3.2 Design Tile feedback

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

Design tile feedback is attained via a mixture of **‘closed’ questions** – for example, ‘what do you like about this scheme’, and ‘what don’t you like about this scheme’, that allow respondents to select responses from a menu of options. Opportunities to highlight positives and negatives are split into separate questions. Respondents tend to choose between one and five options for each question that most closely align with their views on a topic.

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

What do you like about this scheme?

The screenshot shows a grid of buttons for selecting reasons. The buttons are arranged in three rows and five columns. The first row contains: 'Active neighbourhood with reduced traffic', 'Greener streets', 'Environmental benefits', 'Safer to walk and cycle', and 'Improved bus stops'. The second row contains: 'Better environment for cyclists', 'More child-friendly', 'Improved route for buses', and 'Priority for cyclists and pedestrians'. The third row contains: 'More attractive environment', 'Improved pedestrian crossings', 'Improved cycle crossings', 'Better environment for walking', and 'Other'.

Figure 1: Closed question response

Do you have any other comments on this scheme?

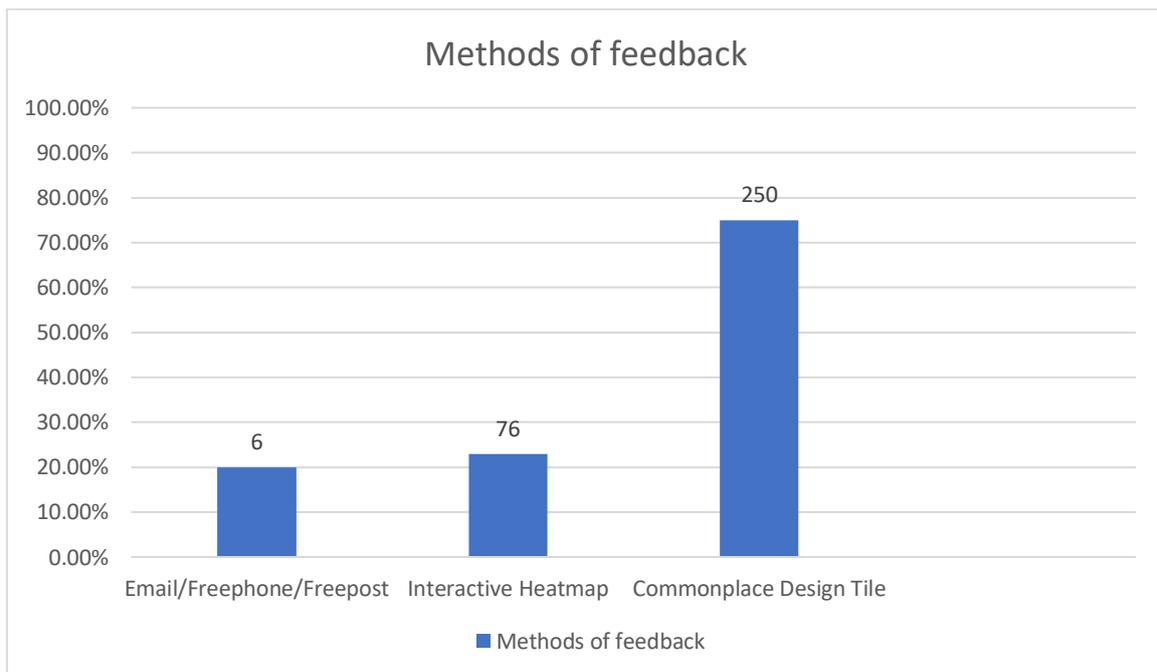
Your comment will be public. Please don't mention any personal details.
By commenting you agree to our terms of use. [Read our privacy policy.](#)

Figure 2: Open question response

4.0 Summary of Feedback

Considering each of the different methods for feedback open to respondents, the following is a summary of feedback.

In total, **76** responses were received via the heatmap (a). **250** responses were made via the design tile (b). **Six** responses were received by email, Freephone, Freepost or hard copy feedback forms.



4.1 General Sentiment – Heatmap

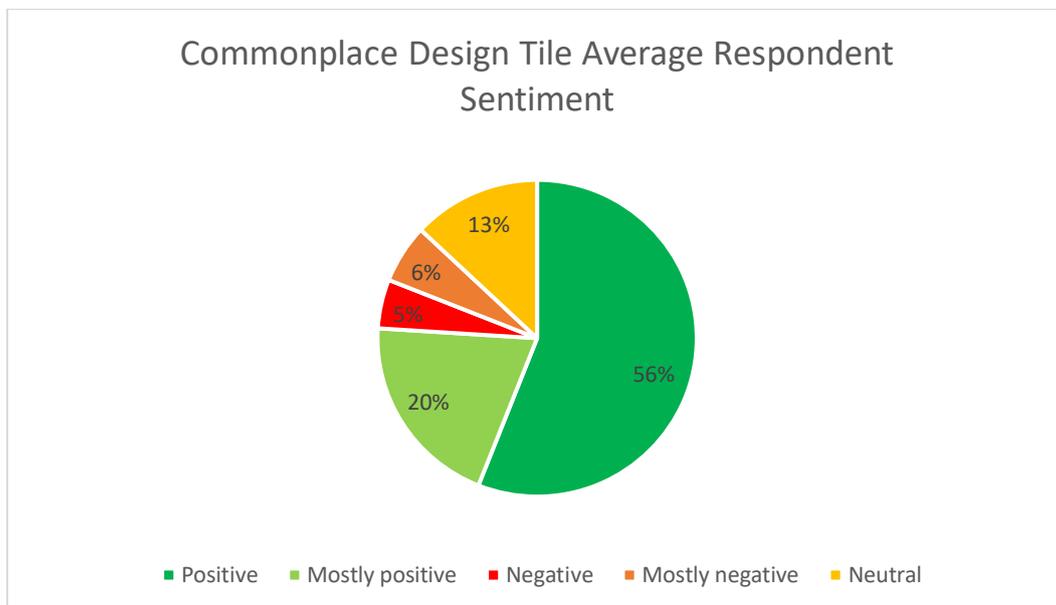
People commenting on the heatmap tend to take a more overall view of the proposals. On entering the Connecting Sheffield website, they will have seen the overview of the vision and aims of Connecting Sheffield as a long-term project before then visiting the heatmap to comment. Because the heatmap then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

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

Among the **76** responses received via the Heatmap **93%** were positive or mostly positive, indicating a strong level of support for the principles behind Connecting Sheffield. Of these respondents, **64%** of felt positive about the proposals, **29%** felt mostly positive about the proposals and **7%** felt neutral about the proposals.

4.2 General Sentiment – Design Tile – All Responses

As people see more detail of any proposals, it is natural that this then raises more questions and carries greater potential for people to find objections or questions about proposals. Of the **250 responses received via the Connecting Sheffield: Nether Edge Active Neighbourhood design tile**, there was a significant majority in favour, with **76%** providing positive or mostly positive feedback. **11%** of comments were negative or mostly negative and **13%** were neutral. This indicates that there is overall support for the **Connecting Sheffield: Nether Edge Active Neighbourhood** proposals among those who commented.

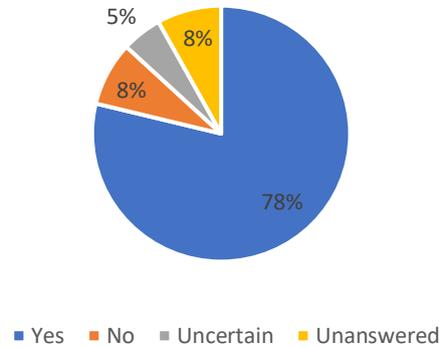


5.0 Specific Themes from the Consultation

5.1 Positive – Closed Questions

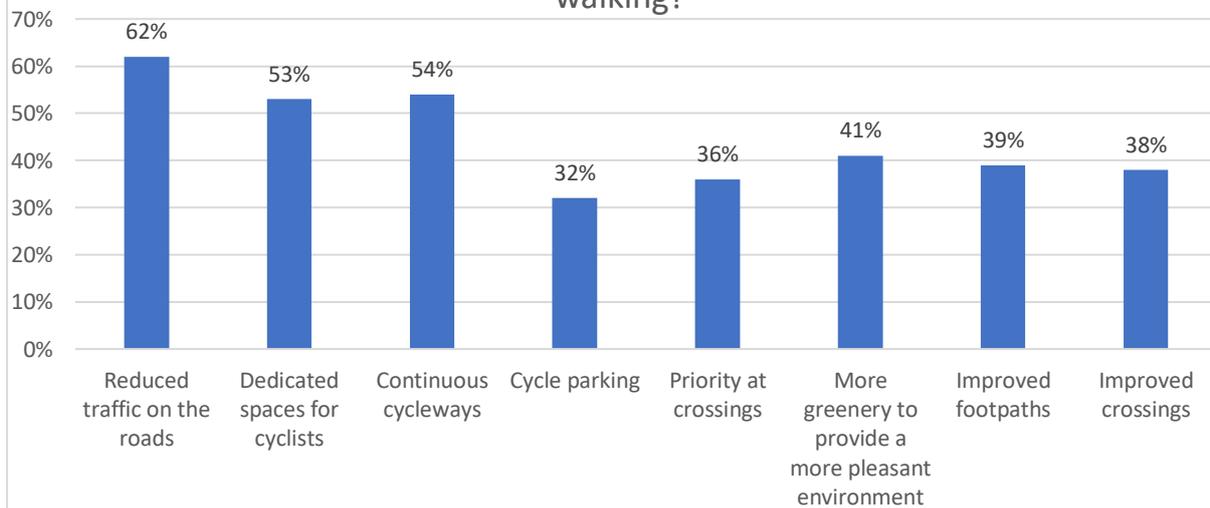
The chart below shows whether respondents think making it easier and safer to walk or cycle would help to create a more pleasant neighbourhood. **78%** of respondents said that they thought it would help to create a more pleasant neighbourhood, **8%** of respondents said that they thought it would not help to create a more pleasant neighbourhood, while **13%** of respondents felt uncertain or didn't answer the question.

Do you think making it easier and safer to walk or cycle in Nether Edge would help to create a more pleasant neighbourhood?



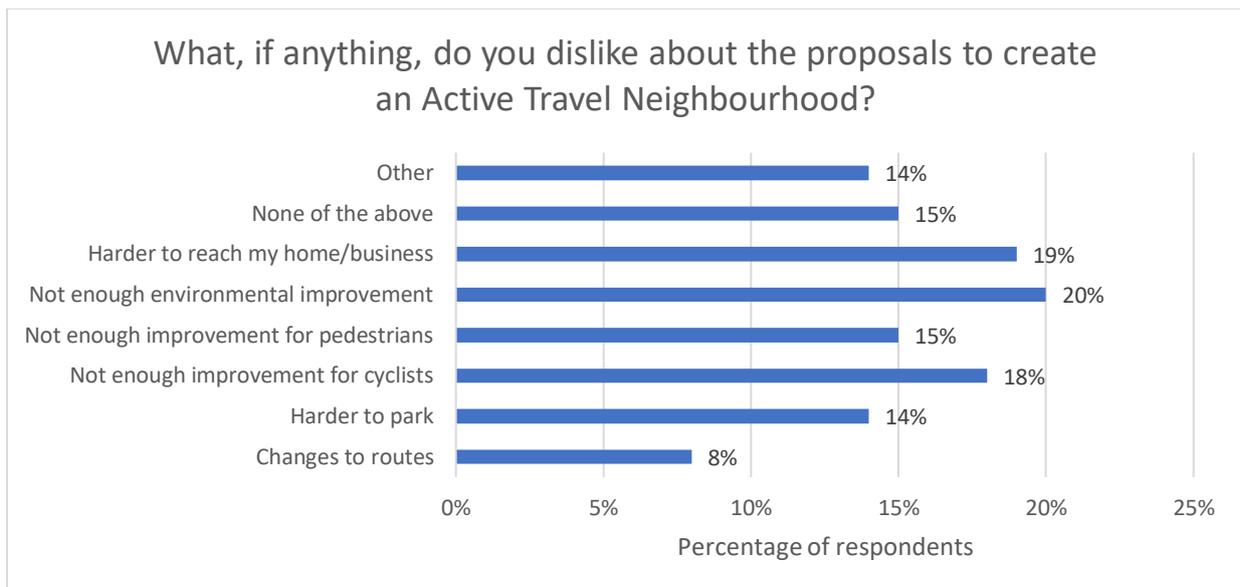
The graph below shows what people think could be done to make the area more suitable for cycling and walking. It shows that **62%** of respondents selected “reduced traffic on the roads” and **54%** selected “continuous cycleways”, while **53%** of respondents selected “dedicated space for cyclists” indicating strong support for the principles behind the ATN.

How could we make your area more suitable for cycling and walking?



5.2 Key Concerns – Closed Questions

When respondents were asked what they disliked about this scheme, **20%** selected “not enough environmental improvement” and **19%** selected “harder to reach my home/business”, while **18%** selected “not enough improvement for cyclists”.



5.3 Positive – Open Questions

141 (56%) respondents left comments in favour of the scheme. The key points within these comments were in support of moves away from heavy car use, alongside the creation of more opportunities for more active travel and leisure. Respondents were also supportive of the scheme as a method of creating safer communities, for children in particular.

89 (36%) respondents identified Nether Edge Road as being problematic and demonstrated support to limit motor vehicle movements. The major themes of these comments were that Nether Edge Road is heavily used as a rat run to cut through the area, often speeding as they do so; cars are double parked along the road, blocking sight lines and making walking on the pavements difficult; and the cycling facilities along Nether Edge Road are poor.

Six (2%) respondents identified Byron Road as being problematic and demonstrated support to limit motor vehicle movements. The major themes from these comments were that often cars don't realise it's a no-through road and then brake suddenly, and that cars often use the pavements for parking.

5.4 Key Concerns – Open Questions

11 (4%) respondents had concerns regarding accessibility for elderly or disabled people. Concern was expressed that the scheme might disadvantage some people in the area and there were particular concerns that the elderly or disabled may struggle to access the shops. **Six (2%) respondents requested that access be retained for these groups.**

24 (10%) respondents left comments stating that pavement parking, inconsiderate parking and the volume of cars parked in the area is a big problem, particularly on Glen Road, Sandford Grove Road, Oakdale Road, Byron Road and Rupert Road. Requests were made for more to be done to stop cars parking on pavements.

A number of respondents expressed frustration that Brincliffe Edge Road is not included in the Active Neighbourhood boundary. These comments focused on the use of Brincliffe Edge Road as a through route and noted that parked cars often cause poor visibility. Respondents felt the proposals would be improved by including Brincliffe Edge Road in the Active Neighbourhood boundary.

6.0 Stakeholder Consultation

6.1 Community Workshop

A workshop was held online on 7th September 2021. The workshop was attended by eight members of the community and provided an opportunity for in-depth discussion about the proposals for an Active Neighbourhood in Nether Edge. A presentation was provided followed by a discussion on key points raised during the consultation. Feedback from the workshop included:

- Parking on corners is a major issue in the area and the vast majority of attendees said they would support measures to restrict this.
- Travel along Glen Road and Sandford Grove Road could become more difficult due to the amount of traffic which could be displaced onto those roads.
- Request to link the ATN to parks, schools, shops and universities to encourage active travel between key destinations.
- Support for closing Nether Edge Road particularly where the shops are located as is the case on market days.
- Suggestion to increase the size of the ATN.