

Gleadless Valley Masterplan Phase 1 Consultation Report February 2018

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1. INTRODUCTION

This report provides an overview of the main findings from the first phase of consultation for the Gleadless Valley Masterplan. The consultation ran from 6 November to 31 December 2017 and involved the local community, local businesses and stakeholders operating in the area.

2. PHASE 1 CONSULTATION

The aim of the first phase of consultation was to engage with as many people that live and work in Gleadless Valley as possible, in order to understand all aspects of local life and what works in the area or needs improving. To do this, the following consultation activities took place:

- **Postcard** – Over 4,600 households in Gleadless Valley received a postcard informing them of the consultation activities and how to get involved.
- **‘Gleadless Valley Residents Survey’** – This was available online and in public buildings such as the housing office, Newfield Green Library and Gleadless Medical Centre. Council officers also visited people’s homes to allow them to complete the survey on their doorstep.
- **Community drop-in events** - Four events were held across the estate in November and December 2017 to enable people to find out more about the Masterplan and give their views.
- **Focus group** – A focus group was held with people that attend the Holy Cross Gleadless Valley Parish Church.
- **Local businesses** – A survey was provided to all businesses operating in the area.
- **Stakeholders** – Stakeholders in the area were contacted by letter/email informing them of how to get involved in the consultation and asking them to complete a stakeholder survey or take part in a face to face interview.

- **Community group meetings** – Officers attended existing meetings for groups operating in the area to promote the consultation and provide information. This included the Gleadless Valley Tenants and Residents Association, Gleadless Valley Partnership Meeting, People Keeping Well Meeting, Café for all Ages, and the Valley Family Centre Annual meeting.
- **‘Outside Looking in Survey’** - A postal and online survey was made available to 2,500 randomly selected addresses in the neighbouring areas of Arbourthorne, Charnock, Gleadless, Heeley and Norton.

3. RESPONSE RATES

In total 868 people and 16 stakeholders/businesses took part in the consultation. This is broken down as follows:

Gleadless Valley Residents Survey – A total of 448 surveys were completed, which equates to 10% of the total households in the consultation area. The responses are broken down as follows:

- 1295 properties were visited by Council officers resulting in 133 surveys completed
- 170 surveys were completed online
- 145 surveys were completed at events or returned through the post

The respondents to the survey broadly represent the demographic make-up of people in the area, apart from younger people aged 16 to 24 years. More targeted engagement with this group will therefore be undertaken in phase two of the Masterplan consultation.

The results were within a 95% confidence level and an error rate of 4.4%. This means if the same survey was ran a 100 times over, with different people, the results would be almost the same 95 times out of a 100 give or take 4.4%. It is therefore classed as statistically sound.

Community drop in events – A total of 83 people attended the four events. The events at the Terry Wright Hall and John O’Gaunt Pub were the busiest, with around 30 people attending each one. This was followed by the Gaunt Road shops event with around 15 people, and the Herdings Heritage Centre event, with just eight people attending.

Focus group – 12 people attended a focus group at the Holy Cross Parish Church.

Businesses – Around 30 businesses received a survey and seven were returned. This included the two Co-ops (Newfield Green and Constable Road), the carpet shop, post office and the newsagent at Newfield Green. The Chinese takeaway and convenience shop at Gaunt Road shops.

Stakeholders – 9 stakeholders working in the area completed a survey or interview, including South Yorkshire Police, Bankwood Primary School, Holy Cross Gleadless Valley Parish Church and voluntary and community groups.

Outside Looking in Survey – A total of 305 surveys were completed, which is a 12% response rate, and a 95% confidence level with an error rate of 5.5%. The responses break down as follows:

- 251 surveys were returned through the post

- 54 surveys were completed online

4. GLEADLESS VALLEY RESIDENTS SURVEY FINDINGS

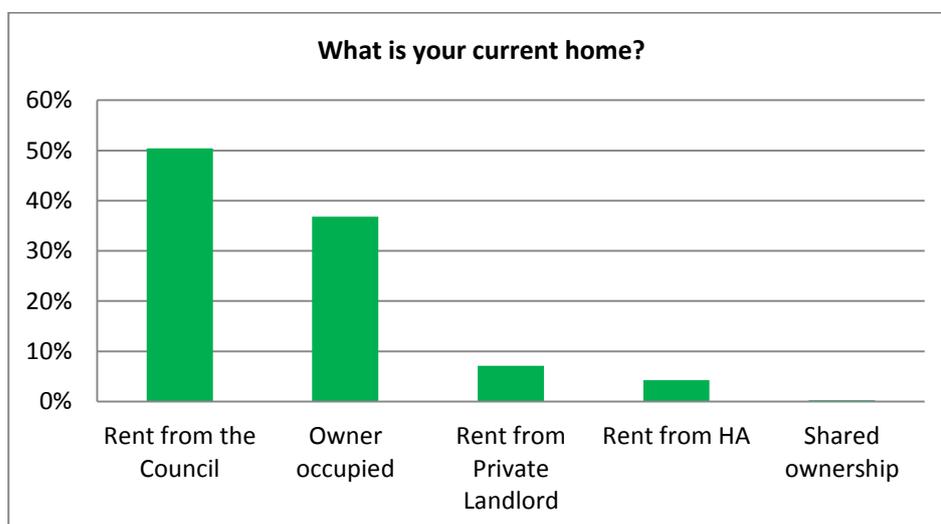
The survey was undertaken to capture local people’s views about their homes and the neighbourhood. The survey included a number of tick box questions and written questions which allowed people to expand on their answers. The information collected was used to inform more detailed discussions at the events and meetings. The findings from the survey are summarised below.

4.1 Current home

Responses were mainly received from those living in a terrace house (40%) or a maisonette (20%) mostly with three bedrooms.

What type of home do you live in?	No.	%
Terrace house	181	40%
Maisonette	88	20%
Semi-detached	47	10%
Mid-rise flat	25	6%
High rise flat	29	6%
Other	25	6%
Low rise flat	16	4%
Townhouse	16	4%
Bungalow	6	1%
Detached home	8	2%
Bedsit	1	0%
Total	448	100

Half of respondents rent from the Council and just over a third own their property, which represents the stock on the estate. Around half of respondents had lived in their home and their neighbourhood for over 10 years.



Having a garden was important to those respondents that have one (65% of respondents), and having a garden was also the main reason given by the 23% of respondents that wish to move in next three years.

Almost three-quarters (72%) of respondents said that they were either very or fairly happy with their home. The main reasons people were happy was because they have good neighbours, live in a quiet area or are settled as they have lived in their home a long time.

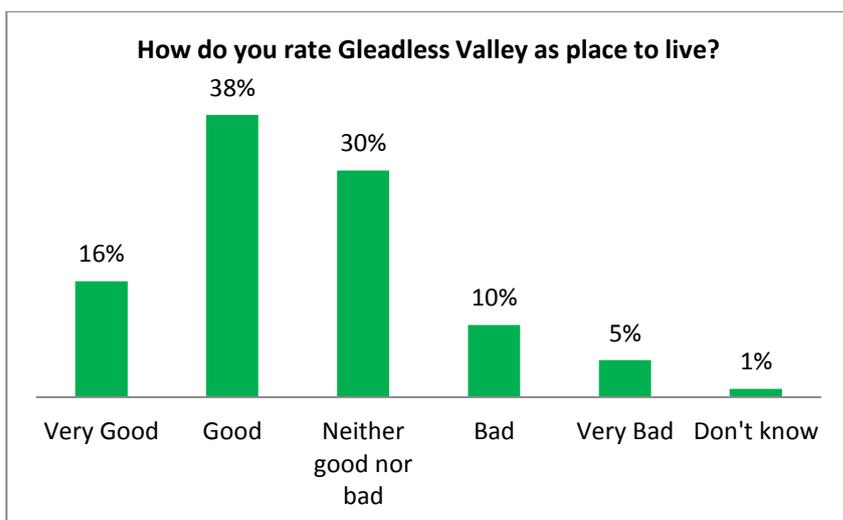
The main reasons given by the 18% of respondents that were unhappy with their home were repairs being needed to the property and the anti-social behaviour levels in the area.

How happy are you in your current home?	No.	%
Very happy	173	39%
Fairly happy	151	34%
Neither happy nor unhappy	43	10%
Fairly unhappy	44	10%
Very unhappy	36	8%
Total	447	100

4.2 Gleadless Valley neighbourhood

Just over half of respondents rated Gleadless Valley as a good place to live. The respondents mainly said that they like the estate because of the ample green space and woodlands. Access to service and facilities such as shops and schools were also key reasons why people like living in Gleadless Valley.

15% of respondents rated Gleadless Valley as a bad place to live. Litter and anti-social behaviour levels, and the problems with off-road bikes were the main reasons people do not like living in the area. Crime, inadequate car parking and the poor appearance of the area were also frequently mentioned by respondents.



4.3 Priorities for improvement

Respondents were asked to tick which things in Gleadless Valley that they would like to be improved. This was a multiple choice question so respondents could tick as many options as they wanted. The table below shows the number of ticks each option received.

The most frequently ticked things that people want to see improved are anti-social behaviour levels, activities for teenagers and the cleanliness of the streets. The crime levels and the condition of the roads and pavements also received over 200 ticks from respondents.

Priorities for improvement in Gleadless Valley	Number of time ticked
Anti-social behaviour levels	295
Activities for teenagers	243
Cleanliness of streets	240
Crime levels	213
Condition of roads & pavements	212
Facilities for young children	200
Car parking	192
Playgrounds	170
Facilities for the elderly	155
Community facilities	145
Visual appearance of buildings	144
Parks	143
Sport & leisure facilities	133
Local job opportunities	128
Social & community activities	126
Local shops	125
Quality of homes	117
Levels of noise	111
Sense of community	110
Public transport	100
Affordability of homes	85
Traffic congestion	83
More new homes	82
Open green space	80
Levels of pollution	67
Local schools	65
Health services	59
Types of homes	51

4.4 Services

Most respondents (68%) do not have difficulties accessing the local services and amenities in Gleadless Valley. Youth provision and facilities for young children were viewed as the main services missing on the estate. The types of activities suggested included youth clubs, parent and toddler groups, organised activities/groups and play provision, such as football pitches, skate parks and play equipment.

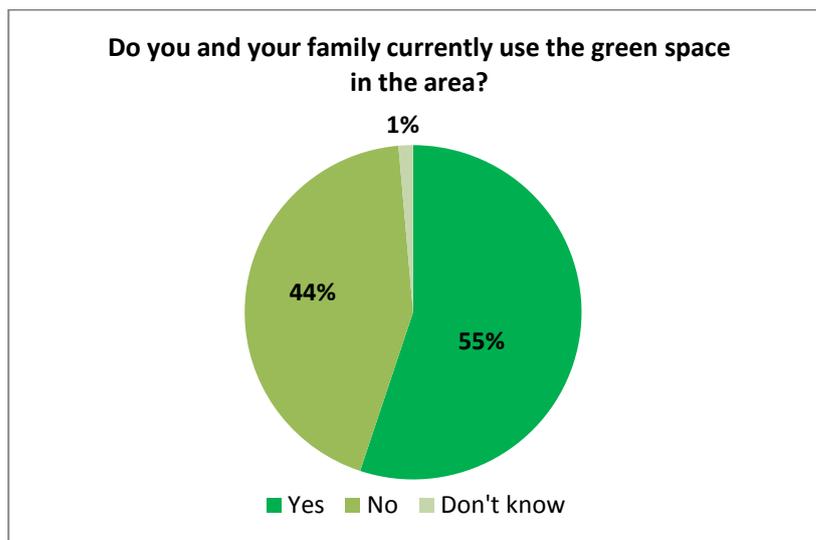
4.5 Shopping

People in the area tend to shop in a variety of stores in different parts of the city, such as Meadowhead and the City Centre. 81 respondents said that they shop locally within Gleadless Valley.

Most people shop at their chosen store because of its affordability, and people do not tend to have a problem getting to the store.

4.6 Green Space

Over half of respondents said that they use the green space, mainly to walk for leisure and dog walking. Those that do not use the space said that they felt unsafe because of anti-social behaviour, bad lighting or off-road bikes. Others simply do not use it because of their age or mobility problems.

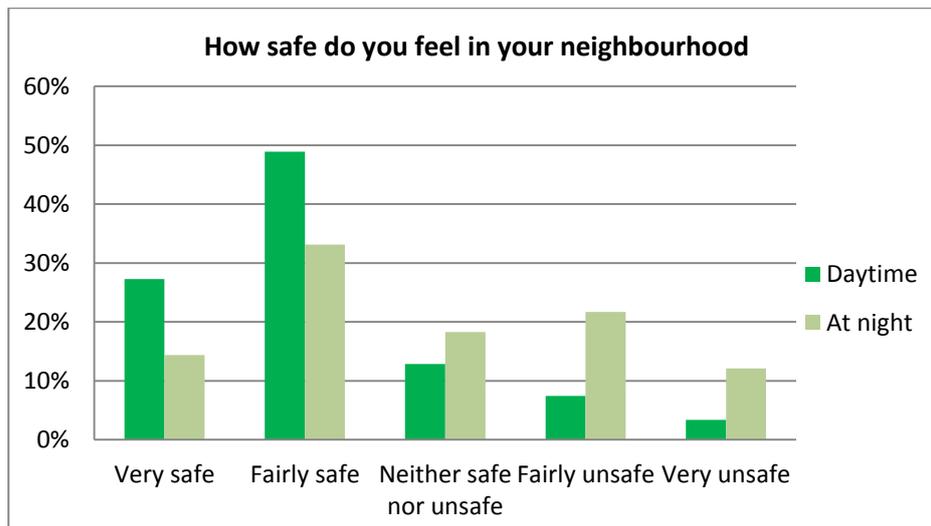


Play facilities for children such as play grounds, skate parks or football fields, opportunities to grow vegetables, and making the green space cleaner by litter picking and dealing with dog mess were the main suggestions given on how to improve the green spaces.

4.7 Safety

Respondents were asked how safe they feel in Gleadless Valley during the day and at night. Three-quarters of respondents said that they felt safe in Gleadless Valley during the day, but less than half (47%) felt safe at night in the area. A third of respondents also said that they felt unsafe at night in the area.

South Yorkshire Police statistics show that Gleadless Valley had higher levels of crime and anti-social behaviour incidents per 1,000 of the population than the city overall in 2017, 150 crime incidents and 87 anti-social behaviour incidents in Gleadless Valley compared to 94 and 53 citywide.



A greater police presence in the area, especially at night, by patrolling the streets was the main suggestion given on how to make people feel safer. Better lighting was also important in terms of more lighting on footpaths and green spaces, brighter lights and better lighting in the communal areas.

4.8 Involvement

Around half of respondents thought getting involved in the local community was very or fairly important (53%), but only 29% of respondents said that they would like to get more involved in their community. Responses on what would help people to get involved were low, but some suggestions included more promotion of activities happening in the area and having more community groups and local events.

4.9 Employment

Retired people (30% of respondents) and those in full time employment (27%) provided most of the survey responses.

Those in employment most commonly worked in the City Centre, other parts of Sheffield or within Gleadless Valley. The majority of respondents that do work said that they did not have a problem getting to or from work.

5. COMMUNITY DROP IN EVENTS FEEDBACK

The four community drop-in events were held in various locations across the estate. These were held on different days and at different times in order to maximise the number of attendees. Events were held at: Gaunt Road shops, Herdings Heritage Centre, the Terry Wright Centre and the John O’Gaunt pub. In addition to the events a focus group was held with 12 people who attend the Holy Cross Gleadless Valley Parish Church and comments from the group have been included within this feedback.

Those attending the events were asked to complete a Gleadless Valley Residents Survey as well as noting issues and marking the location of them on a map. A total of 350 comments were received, which were themed into five issues (see below).

5.1 Movement

Parking across the estate was the main movement issue raised. This was not only with regards to cars blocking pavements, but the relatively narrow nature of many of the roads meaning even on-road parking can cause issues. This was seen as a problem around Bankwood Primary School, Gaunt Way, Leighton Drive, Abney Road and Morland Road. The difficulties that people have travelling across the estate were also raised, such as the lack of a direct walking route to the Herdings tram stop from Blackstock Road.

With regards to public transport, residents do not feel that there is enough provision to travel across the estate (for example from Herdings to Newfield) and that the number 66 bus that goes on Leighton Road is unreliable.

5.2 Space around the home

The amount of green space in Gleadless Valley was seen as an asset to the area that could be better utilised by providing more play provision and opportunities to grow food. Problems with litter, dog mess and fly tipping were mentioned as issues across the area especially in the woodland (where it is difficult to monitor and deal with this problem). A desire for play areas was also highlighted – this was not directed at any one particular area, but those at the events wanted pockets of play areas across the estate close to where they live. Some people said that they did not feel safe in the green space due to the problem with off-road bikes.

5.3 Housing

The most commonly stated housing related issues concerned maintenance- in terms of repairs being needed- and the poor condition of communal areas in the flats and maisonettes. Concerns were raised about the maintenance of the maisonettes adjoining the retail areas at Newfield Green and Gaunt Road since they were sold by the Council to a private owner.

In general it was felt that the Council needs to improve the visual appearance of its properties, in particular the mini tower blocks on Blackstock Road. Crime and anti-social behaviour from neighbours or tenants was mentioned by some, along with the limited mix of housing types available in the area due to the high volume of flats and maisonettes. The focus group in particular did not feel that the flats were suitable for families due to overcrowding, noise levels and having no garden.

5.4 Services and facilities

The poor condition and the limited variety of local shops were most commonly cited when people gave feedback about services and facilities. There was also a perceived lack of community facilities and services in the area for all groups' especially young people. Several people suggested the old Hemsworth School site as a space to explore community provision. The focus group said that they would like more language support through English speaking courses and interpreters as this would help them to access employment and apply for benefits.

5.5 Crime

All of the retail centres were highlighted as areas people did not feel safe (especially at night). At Gaunt Road the layout of the centre (with the pharmacy providing a physical barrier) was perceived to attract young people congregating or people causing anti-social

behaviour. People don't feel safe at Newfield Green for a number of reasons including problems with the lighting, the distance to the car park and groups of young people.

6. BUSINESS CONSULTATION

All the businesses received a survey specially designed to find out what it is like to work or own a business in the area. A total of seven surveys were returned and the following is a short summary of some of the findings.

Five of the shops have been trading in Gleadless Valley for over 10 years, with one store operating since the estate was developed. Two of the stores have been trading for less than two years.

The positive aspects of trading in the area reported by the businesses were: their longstanding customers, the convenient location near schools and housing, and the good relationship with other businesses on the estate, while the problems with anti-social behaviour and congregating youths were seen as negative aspects. The lack of car parking at Newfield Green is also seen as an issue.

Suggestions on how to improve trading in the area included:

- More car parking at Newfield Green
- Advertising sign posts for the precincts
- Tidy up of the precincts – including re-surfacing the road behind Newfield Green
- Better lighting
- Installing CCTV in the car park area at Gaunt Road shops
- Visible police presence
- Youth provision
- Play provision

7. STAKEHOLDER FEEDBACK

A total of 9 stakeholders completed a survey or took part in an interview. This is a short summary of some of the findings from this consultation.

Community facilities – All the stakeholders said that Gleadless Valley needs more opportunities to enable people to come together, suggestions for this included: activities for teenagers, play facilities for young and older children, a café, football pitches and places to hold community events.

Green space and woodlands – The green space and woodlands was seen as an asset to the area which could be utilised more extensively by providing opportunities for food growing, woodland management and conserving the natural environment. However there are issues of fly tipping and litter in the woodlands that needs to be addressed.

Safety – Anti-social behaviour was mentioned by four of the stakeholders, in relation to the off-road bikes on the roads and in the woodlands. Buck Wood, Rolleston Wood and Blackstock Road were highlighted as particular hotspots for this activity. Pupils at Bankwood Primary School were also concerned about speeding traffic near the school and the amount of parked cars on the adjoining roads.

Health and well-being – Mental health and healthy eating was raised by three stakeholders. There was a perception that people suffering from mental health may not be

getting the support they require. Health statistics for the area show that 30% of residents have poor general health in Gleadless Valley compared to 21% of residents citywide.

It was also thought that limited outlets for good quality fresh food was an issue as was the high demand for the food bank. The health statistics show that more people eat less than three pieces of fruit a day in Gleadless Valley than citywide (34% vs 24%).

Housing – Two stakeholders raised concerns about the letting of council properties on the estate in terms of placing older and younger tenants in the same blocks of flats and maisonettes. A local lettings policy was therefore suggested.

8. 'OUTSIDE LOOKING IN SURVEY' FINDINGS

The 'Outside Looking in Survey' was sent to 2,500 households that live in areas neighbouring Gleadless Valley this included: Arbourthorne, Charnock, Gleadless, Heeley and Norton. This survey was undertaken to compare how people living near Gleadless Valley view the estate against their own area, in order to see if people from outside the area have different views to those living within.

There were 305 responses to the 'Outside Looking in Survey' which represents a 12% response rate. Responses to the survey were generally higher from those living in Gleadless, Heeley and Norton with fewer surveys received from those living in Arbourthorne and Charnock.

The following is a short summary of some of the findings from the survey.

8.1 Views of their home

Responses to the Outside Looking in Survey were mainly received from those living in semi-detached (44%) and terraced housing (21%) with two and three bedrooms, which reflects the make-up of the stock in these neighbourhoods as there are fewer flats and maisonettes than in Gleadless Valley.

Owner occupiers made up the majority of respondents (71%) to the survey, followed by those renting from the Council (17%), which defers to the respondents to the Gleadless Valley Residents Survey. The majority of respondents have lived in their home and their neighbourhood for over 10 years, compared to only half of the respondents in Gleadless Valley.

More people from the outside neighbourhoods were happy with their home than in Gleadless Valley, 87% of outsider respondents compared to 72% of Gleadless Valley respondents. The main reasons why the outsider respondents were happy with their home was having good neighbours, living in a pleasant area and having a nice home. The property needing improvements, noise and crime levels were given by the few people that said they were unhappy with their home.

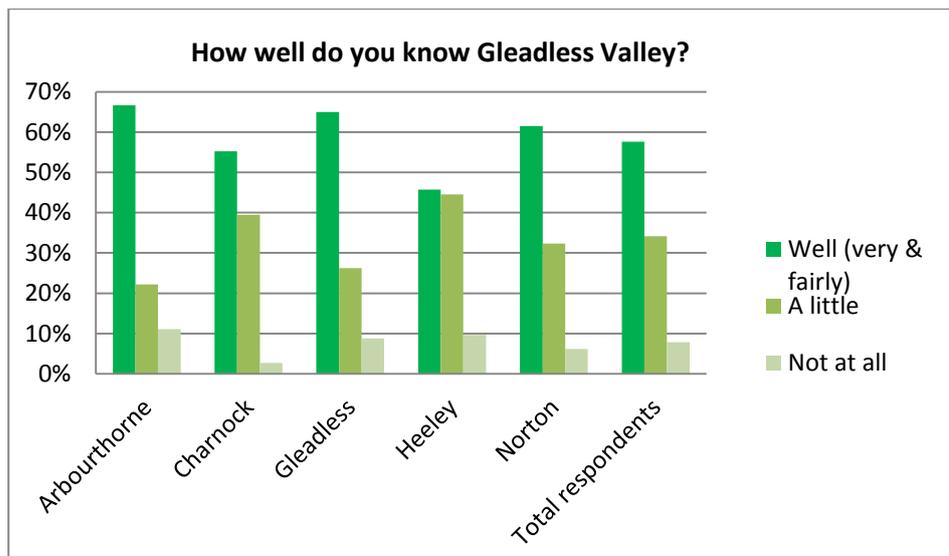
8.2 Respondent's views of their own neighbourhood

General happiness with the area - 85% of respondents said that they were 'very' or 'fairly happy' with their neighbourhood as a place to live. The top three reasons given for this were having 'good neighbours', and the area being 'nice', and 'quiet'.

Neighbourhood as a place to live - 87% of Outsider respondents felt that their area is a 'very good' or 'fairly good' place to live compared to only half of Gleadless Valley respondents. Feeling safe, having good neighbours and the open space around the home were the main reasons given by the Outsider respondents.

8.3 Views of Gleadless Valley as a place to live

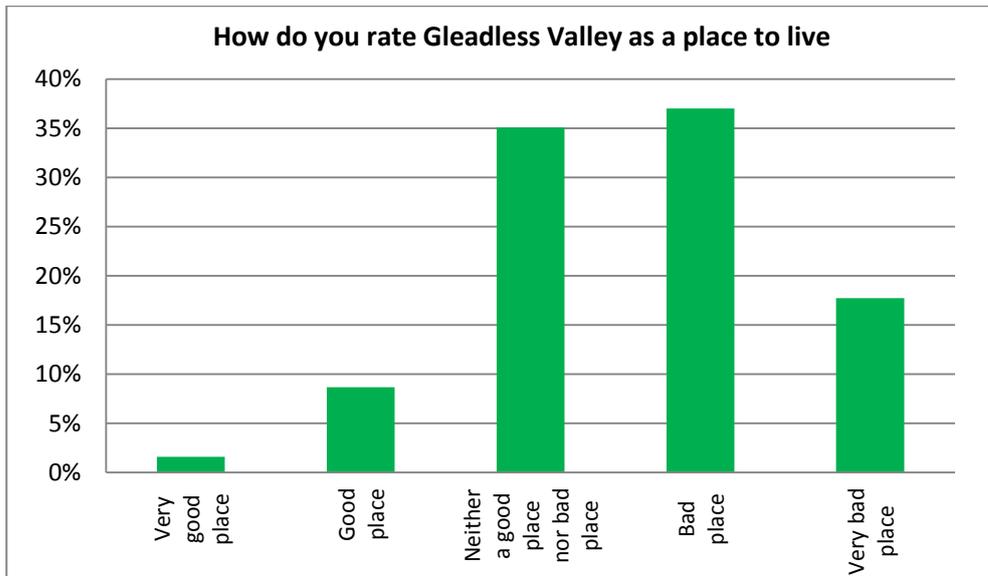
Knowledge of the area – Over half of respondents said that they know Gleadless Valley 'very' or 'fairly' well and around a third know it a little. Respondents living in Arbourthorne and Gleadless knew the estate the best and those living in Heeley knew it the least.



Around 20% of all respondents had lived in Gleadless Valley previously. Those currently living in Arbourthorne and Gleadless represented the largest proportion of previous residents of Gleadless Valley.

Living in Gleadless Valley - Most respondents (85%) would not consider moving to Gleadless Valley. Over half of respondents did not think that Gleadless Valley was a good place to live, while a third did not have an opinion.

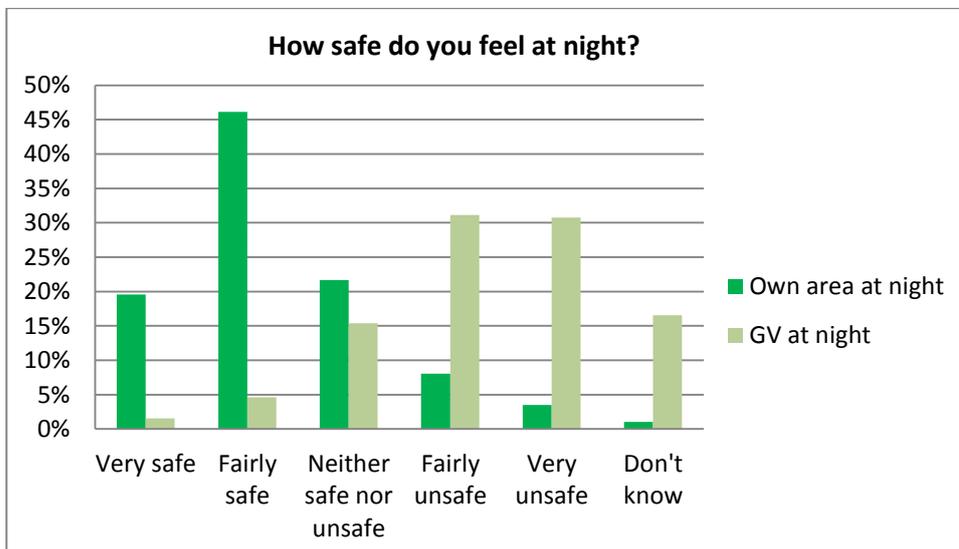
The perceived high crime levels, the poor appearance of the area and feeling unsafe were the main reasons given for this opinion. Some people stated that their opinion was informed by the views of people living in Gleadless Valley or from stories in the media.



When asked what could be done to change their opinion of Gleadless Valley as a place to live: a greater police presence and improving shops and housing were the most common answers.

8.4 Neighbourhood Safety

Respondents felt safer in their area than in Gleadless Valley, during the day 83% of people felt safe in their area compared to 19% feeling safe in Gleadless Valley. This feeling of safety in Gleadless Valley worsens at night, with 62% saying that they feel 'fairly' or 'very' unsafe.



The main reasons given by those that feel unsafe in Gleadless Valley were gangs congregating on the street and knowledge of crime that has happened on the estate. A greater police presence was suggested as the main thing that would make people feel safer.

8.5 Priorities for improvement

Activities for teenagers, facilities for the elderly and car parking were considered to be the top three things that Outsiders wanted improving in their area. This differed to things that they thought needed improving in Gleadless Valley with anti-social behaviour levels, crime levels and the visual appearance of buildings being the most popular. Improving anti-social behaviour levels was also the most important thing for Gleadless Valley residents.

9. EMERGING THEMES

Having considered all the evidence gathered from local residents, stakeholders and businesses in the first phase of consultation twelve themes have emerged as important issues that need to be explored further through the Masterplan process. These themes are not presented in any particular order of importance.

- **Improvement to housing** - Although a high percentage of households said that they were happy with their home there were some issues highlighted by council tenants in relation to the maintenance of their property and repairs not being carried out in a timely manner. Some tenants and stakeholders complained about the removal of the age banding in council lettings and said that having older and younger tenants living in the same blocks contributed to higher noise levels and some anti-social behaviour issues. Others living in flats and maisonettes were concerned about the poor quality communal areas and the lack of security e.g. no external door or poor lighting. Respondents to the 'Outside Looking in Survey' said that better housing in the area could change their opinion about Gleadless Valley.
- **A more attractive area** – It is generally felt by people that live in Gleadless Valley and by those from neighbouring areas that the estate has a poor visual appearance. This is because of the high level of litter and fly-tipping and dog fouling on the streets, green spaces and in the woodlands. The poor appearance of the shopping precincts in Newfield Green and Gaunt Road was also mentioned several times by local residents and those from outside the area.
- **Better use and care of green space** – The amount of green space in Gleadless Valley is seen as a positive feature in the area that should be better utilised. Increasing the provision for children and teenagers by providing play grounds or playing fields was a key priority for local residents. Another suggestion was having places to grow food, such as community gardens or allotments. Some green spaces appear neglected due to the amount of litter or general untidiness, and cleaning these spaces or making them more appealing would help improve the overall visual appearance of Gleadless Valley and promote pride in the area.
- **More opportunity for people to come together** – Local residents and stakeholders all highlighted the fact that in some parts of the estate there is nowhere for people to socialise or hold community activities. This was linked with the need to provide more activities for teenagers. The need for additional community space was mentioned several times in the consultation.
- **More things for young people to do** – Activities for teenagers was the main priority for residents and the main service that was considered to be missing in the area. The lack of this provision was seen as one of the primary contributors to the levels of anti-social behaviour in the area due to the number of young people

congregating on the streets. There were various suggestions on the types of youth provision that could be provided including youth clubs, sports facilities, play provision or skills/work activities.

- **A greater choice of shops** – Although most residents did not have issues with accessing shops, the lack of variety of shops in the area did come up frequently in the survey and in conversations with stakeholders, especially in relation to places to buy fresh food. It was also felt that the Newfield Green and Gaunt Road precincts were in need of repair and modernisation which contributes to the poor visual appearance of the area.
- **People to feel safer** – The perceived high levels of anti-social behaviour and crime in the area was the main reason why people do not like living in Gleadless Valley and also why people from outside the area consider it a bad place to live. Off-road bikes' speeding on the roads or through the woodlands is the biggest issue in the area - creating noise and fear. Young people congregating on the streets, especially at the Newfield Green precinct was an issue that local people and businesses raised. Several respondents to the 'Outside Looking in Survey' said that they didn't feel safe in Gleadless Valley because of their knowledge of crimes that have occurred in the area.

People would like to see a more visible police presence in the area, with more police officers on the streets, and better street lighting.

- **Improved car parking** – This issue was highlighted in all parts of the estate, but was considered a particular problem at Gaunt Road, Blackstock Road, Constable Road, Leighton Drive, Abney Road and Morland Road. People are concerned about cars being parked on footpaths (making them inaccessible for disabled people and those with prams) and cars parked on roads resulting in one-way streets. It was suggested several times that some green spaces in the area could be converted into dedicated car parking bays.
- **Improved road safety** – Several issues emerged regarding road safety. Speeding, both by regular car users and illegal off-road bikes, and traffic congestion problems at peak times on Blackstock Road, Gleadless Road and Leighton Road were raised as problems. Pupils at Bankwood Primary School were also concerned about speeding near the school and the amount of parked cars. Road traffic calming methods such as crossings, speed bumps and islands were all suggested as ways to improve road safety in the area.
- **More community spirit** – Although the estate has a long standing community with many living there from when it was first built, it was felt that more community engagement is needed to encourage community spirit and opportunities for people to come together. There was a range of suggestions on how to achieve this including: community events, wildlife activities, community garden initiatives, intergenerational activities or opportunities to learn new skills or access work.
- **More promotion of Gleadless Valley** – Gleadless Valley is perceived as having a bad reputation by some people living outside the area, and some local residents feel that this is not a true reflection of living in Gleadless Valley. The views from the 'Outside Looking in Survey' suggest that this perception comes from what they hear from others or read in the local media. There is a need to promote the positive

aspects of Gleadless Valley and encourage more good news stories in the local press.

- **Improved health and wellbeing** – Although it does not particularly emerge through responses to the Residents Survey, key stakeholders raised concerns about the health and well-being of the local community. This was in relation to mental health, healthy eating and overall well-being. Health data shows that there are higher levels of poor health in Gleadless Valley than in Sheffield. Data shows that parts of Gleadless Valley fall into the 10% most deprived places in the country. Some local residents and people from outside the estate mentioned the deprivation in the area and raised concerns at how this can affect people's health, education, life chances and aspirations. Further work is required to explore this matter and to understand the support services already available to residents.