

Former Claycliffe Nursery
Claycliffe Road,
Barugh Green,
Barnsley

Public Consultation Statement

January 2009

1) Introduction

Sharpe Communications was appointed by Claycliffe Property Developments in February 2007 to work on the Claycliffe Road Project, Barugh Green. We were briefed to provide comprehensive PR and Public Consultation support for the entire project but the initial instruction was to ascertain the level of awareness and support or otherwise for a mixed use scheme on the former garden centre site.

2) Local Public Opinion Survey

Whilst we wanted to find out if the mixed use scheme envisaged would receive the support of the immediate local community, we also wanted to know what local residents and workers thought about their area, i.e. whether it lacked certain facilities, required particular improvements, if there are any problems, what they thought about the proposed site being redeveloped, etc. We determined that the best method of obtaining the information was to carry out a local opinion survey.

To this end the Murray Consultancy was appointed and a team of professional researchers was deployed in the area from 9th – 11th June 2008. The researchers were armed with a questionnaire, a computer-generated image of the proposed scheme and a catchment area map in which to determine interviewees lived, (see map at Appendix 3).

In addition to finding out if there was any appetite for the scheme within the local community, we were keen to find out just what type of uses and facilities local people would find beneficial. Respondents were also asked if they would like to provide contact details to enable us to keep them informed.

The sample was 204 people living in the general vicinity of the development site. Respondents were questioned either on the street or on the doorstep.

Key Findings

- 68.1% do not want the site to be left as it is.
- 74% have no concerns about the site being developed.

Overall level of support

- 73% of respondents said they would support the scheme.
- 18.6% were undecided.
- 8.3% would not support the scheme.

Requirement for a food store

- Of the sample of 204, 150 (74%) stated they would use a small food store or other shops and services.
- Of those respondents who stated that they would use local shops (135) 88% specified a facility that sells convenience goods.

The full questionnaire and results are set out in Appendix 1 with a summary of the results in Appendix 2.

Information Leaflet

Following on from the survey, we produced an information leaflet providing more details of the proposed mixed-use scheme and the intended end uses. The leaflet invited recipients to give their opinions using a pre-paid, tear off reply card (copy attached in Appendix 7). In total 2000 were distributed within the defined area between July 28 & 30th 2008, (a map and list of identified streets can be seen in Appendix 3), with approximately 100 being mailed direct to survey respondents who had provided contact details. Additionally the local press was informed and contact details provided in the newspaper for anyone who had not received a leaflet and wished to do so.

Responses

A total of 16 replies were received of which 13 stated support for the proposal, 2 were opposed and 1 did not state a view.

3) Local Business Opinion Survey

As the development site is adjacent to a sizeable business/ light industrial community as well as a residential one, it was suggested by the Ward Councillors that the opinion of the local business community was also sought.

To this end we identified 36 local businesses in the general vicinity of the development site. As with the general public, leaflets with reply paid cards were sent to each business. In addition 12 businesses (one third) were contacted direct by telephone.

General findings

Whilst there was a poor response to the leaflet with only 4 replies received, all four responses were in support of the scheme.

Of the 12 businesses contacted by telephone, 11 were extremely supportive, 1 was opposed.

More details of the comments offered can be found in the summary in Appendix 4.

4) Discussions with Local Members

We contacted the Darton West Ward Councillors to inform them about the project and undertook to keep them informed, in outline, of our activity and progress.

On August 14th 2008 a meeting took place with Cllrs Cave and Howard. This was a short meeting to inform the Councillors of our plans and introduce the scheme to them. Cllr Cave advised us that as she sits on the Planning Committee she would be required to leave the room should we wish to discuss planning matters. This was an information meeting only and planning matters were not discussed.

On September 11th 2008 a meeting took place with the Central Ward Cllrs Bruff, Birkinshaw and Stokes. We are advised that Cllr Birkinshaw sits on the planning committee and would not be able to discuss planning matters. This was an information meeting, which this time came about as a result of comments made by Cllr Bruff in the local press. It was apparent that there was some misunderstanding about what the scheme entailed, particularly with regard to its size. We wished to clear up any misunderstandings.

On November 11th 2008 a meeting took place with Cllrs Burgess and Cave of the Darton West Ward. The purpose of this meeting was to provide an update and progress report and to see if the Cllrs would be willing and / or able to assist us in setting up a meeting with planning officers in order to discuss the scheme, as our own attempts had been unsuccessful.

In addition to our meetings with Cllrs we have sent occasional emails to the Ward Members with a view to keeping them up to date. Following a meeting with planning officers on November 25th 2008, we produced a PR Protocol outlining future envisaged PR activity and undertaking to keep planning officers informed of all such activity, including any contact we have with Bamsley MBC Councillors. This Protocol was issued to officers in December 2008 for comment. None has been received to date and we have therefore assumed that it is agreed. A copy of the protocol is attached in Appendix 5.

5) Media Interest.

We have informed the local media of our proposals and activity. Our intention in supplying the local press with information and press releases has been to keep the local community informed of our intentions and progress. As far as we are aware, only the Bamsley Chronicle has taken an interest, publishing some articles in the Darton West edition of its weekly newspaper. The newspaper did make attempts to canvass local opinion about the scheme, but as nothing further was published we have assumed they received little interest.

Press cuttings of published articles are attached in Appendix 6.

6) Conclusion

Response to the public opinion survey was very good and the desired sample of 200 was easily and quickly attained. However, subsequent attempts to engage the local community have resulted in a very small response. Efforts to engage the business community received a similar response. When contacted directly businesses were more than willing to give their views, but again, the response to the leaflet was very low. It is clear that both the general public and businesses are willing to engage with us when a direct approach is made, and that generally there is a great deal of support for the scheme.

Interestingly it would also seem that the local Newspaper's (Bamsley Chronicle) own attempts to gather opinion about the proposals do not appear to have received a response, or certainly not a sufficient response to generate further coverage to date.

However, whilst voluntary responses generally have been disappointing, this in itself is a positive result in that our activities have not flushed out any opposition to the proposals. If there were a strong feeling within any section of the local community against the proposals the publicity campaign would have brought this to the surface. Whilst the public are all too often extremely reticent in expressing opinions in favour of a given campaign, conversely they rarely hold back if there is strength of feeling against something.

We have been encouraged by the overall positive response received from the surveys and consultations carried out to date.

Appendix 1

Barugh Green Site Redevelopment Opinion Survey

Good morning/afternoon. My name is _____ **SHOW CREDENTIALS**
I'm carrying out a brief survey about life in this local area. May I ask you a few questions, please? It'll only take a couple of minutes.

Firstly, can you confirm that you live anywhere within the black border shown on this map? **SHOW MAP**

YES	<input type="checkbox"/>	1 PROCEED
NO	<input type="checkbox"/>	2 CLOSE - DON'T INCLUDE IN QUOTA

Q. 1(a) What do you particularly like about living in this area? **DO NOT PROMPT**

LIVED HERE ALL/MOST OF MY LIFE	<input type="checkbox"/>	1
PEOPLE ARE FRIENDLY/KNOWN LONG TIME	<input type="checkbox"/>	2
KNOWN IN THIS AREA	<input type="checkbox"/>	3
ACCESS TO M62/M1	<input type="checkbox"/>	4
CLOSE TO MY WORK	<input type="checkbox"/>	5
EMPLOYMENT OPPORTUNITIES	<input type="checkbox"/>	6
OTHER (write in _____)	<input type="checkbox"/>	7
NOTHING IN PARTICULAR	<input type="checkbox"/>	8
DON'T KNOW	<input type="checkbox"/>	9

(b) Anything else? **CODE ABOVE**

Q. 2(a) Is there anything you don't like about living in this particular area? **DO NOT PROMPT**

LACK OF LOCAL FACILITIES/AMENITIES	<input type="checkbox"/>	1
LACK OF EMPLOYMENT OPPORTUNITIES	<input type="checkbox"/>	2
LACK OF LOCAL SHOPPING FACILITIES	<input type="checkbox"/>	3
DERELICT SITE/WASTELAND	<input type="checkbox"/>	4
NO DISLIKES	<input type="checkbox"/>	5
OTHER (write in exact response _____)	<input type="checkbox"/>	6
DON'T KNOW	<input type="checkbox"/>	7

(b) Anything else? **CODE ABOVE**

Q. 3(a) What improvements do you think could be made to this local area? **DO NOT PROMPT**

	Q. 3(a) or (b)	Q. 3C
NEED A SMALL FOOD STORE	<input type="text"/> 1	<input type="text"/> 1
NEED OTHER SHOPS e.g. GREENGROCER, BAKERY, FLORIST	<input type="text"/> 2	<input type="text"/> 2
NEED LOCAL BUSINESSES	<input type="text"/> 3	<input type="text"/> 3
NEED LOCAL SERVICES LIKE A HAIRDRESSER, OPTICIANS, DRY CLEANER, CASH POINT, DOCTORS	<input type="text"/> 4	<input type="text"/> 4
NEED SOCIAL FACILITIES	<input type="text"/> 5	<input type="text"/> 5
NEED LOCAL EMPLOYMENT OPPORTUNITIES	<input type="text"/> 6	<input type="text"/> 6
RENOVATE SITE/WASTELAND	<input type="text"/> 7	<input type="text"/> 7
OTHER (write in _____)	<input type="text"/> 8	<input type="text"/> 8
DON'T KNOW	<input type="text"/> 9	<input type="text"/> 9

- (b) Anything else? **CODE ABOVE**
 (c) And what about...? **PROMPT WITH THE ABOVE IF NOT MENTIONED AT (a) or (b)**

Q. 4 I am now going to read you out a number of statements people have made about this local area and ask you to agree or disagree with each of them. Please give one of the answers printed on this card. **SHOW CARD ONE**

	STRONGLY AGREE	AGREE	NEITHER ...NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
This area lacks local services like a hairdresser, optician, dry cleaner	<input type="text"/> 1	<input type="text"/> 2	<input type="text"/> 3	<input type="text"/> 4	<input type="text"/> 5	<input type="text"/> 6
This area lacks a café	<input type="text"/> 1	<input type="text"/> 2	<input type="text"/> 3	<input type="text"/> 4	<input type="text"/> 5	<input type="text"/> 6
I need to travel some distance to do my shopping	<input type="text"/> 1	<input type="text"/> 2	<input type="text"/> 3	<input type="text"/> 4	<input type="text"/> 5	<input type="text"/> 6
This area has no local employment opportunities	<input type="text"/> 1	<input type="text"/> 2	<input type="text"/> 3	<input type="text"/> 4	<input type="text"/> 5	<input type="text"/> 6
I struggle to do my day-to-day shopping locally	<input type="text"/> 1	<input type="text"/> 2	<input type="text"/> 3	<input type="text"/> 4	<input type="text"/> 5	<input type="text"/> 6
This area is badly in need of good service facilities like a pharmacy, doctors or a cash point	<input type="text"/> 1	<input type="text"/> 2	<input type="text"/> 3	<input type="text"/> 4	<input type="text"/> 5	<input type="text"/> 6

Q. 5 There are proposals being drawn up for the development of the site at the junction of Barugh Green and Claycliffe Roads. Here are a map and an aerial photo which show the location of this site. **SHOW MAP AND AERIAL PHOTO** The developers are keen to find out what local residents feel about a number of options that are available. I am going to read out a number of facilities this redeveloped site could offer and I would like you to tell me which of these you personally find appealing? Please give one of the answers printed on this card. **SHOW CARD TWO**

	VERY APPEALING	APPEALING	QUITE APPEALING	NOT VERY APPEALING	NOT AT ALL APPEALING	DON'T KNOW
A SMALL FOODSTORE	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
OTHER LOCAL SHOPS e.g. A FLORIST, GREENGROCER OR PHARMACY	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
OTHER LOCAL SERVICES SUCH AS A HAIRDRESSER, DRY CLEANERS, OPTICIANS OR CASH POINT	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
TAKE AWAY RESTAURANT	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
A CAFÉ	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
A SMALL INDUSTRIAL PARK	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
SMALL SCALE OFFICES	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
WAREHOUSES	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
SPECIALIST TRADE OUTLETS, E.G. ELECTRICIANS, PLUMBERS' MERCHANTS OR BUILDING SUPPLIES	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
COMMUNITY FACILITIES, E.G. CHILD OR HEALTH CARE	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
DOCTORS OR DENTISTS	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
OR LEAVE THE SITE AS IT IS	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q. 6 Is there anything else I haven't mentioned that you or your family would like to see as part of this redevelopment?

Q. 7 I'm going to read out this list again and I'd like you to tell me how likely you'd be to use these facilities if they were part of this redevelopment? Please give one of the answers printed on this card. **SHOW CARD THREE**

	VERY LIKELY	LIKELY	QUITE LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY	DON'T KNOW
A SMALL FOODSTORE	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
OTHER LOCAL SHOPS e.g. A FLORIST, GREENGROCER OR PHARMACY	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
OTHER LOCAL SERVICES SUCH AS A HAIRDRESSER, DRY CLEANERS, OPTICIANS OR CASH POINT	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
TAKE AWAY RESTAURANT	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
A CAFÉ	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
A SMALL INDUSTRIAL PARK	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
SMALL SCALE OFFICES	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
WAREHOUSES	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
SPECIALIST TRADE OUTLETS, E.G. ELECTRICIANS, PLUMBERS' MERCHANTS OR BUILDING SUPPLIES	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
COMMUNITY FACILITIES, E.G. CHILD OR HEALTH CARE	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
DOCTORS OR DENTISTS	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>
OR LEAVE THE SITE AS IT IS	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/>

Q. 8(a) **IF VERY LIKELY OR LIKELY TO USE LOCAL SHOPS** You mentioned you would be likely to use local shops. What kind of shops in particular?
DO NOT PROMPT

NEWSAGENTS	<input type="checkbox"/> 1	SUPERMARKET	<input type="checkbox"/> 7
PHARMACY	<input type="checkbox"/> 2	ELECTRICAL SHOP	<input type="checkbox"/> 8
OFF LICENSE	<input type="checkbox"/> 3	FURNITURE SHOP	<input type="checkbox"/> 9
GREENGROCER	<input type="checkbox"/> 4	DIY	<input type="checkbox"/> 10
BAKERS	<input type="checkbox"/> 5	OTHER (_____)	<input type="checkbox"/> 11
FLORIST	<input type="checkbox"/> 6	DON'T KNOW	<input type="checkbox"/> 12

(b) Any other types of shops? **CODE ABOVE**

Q. 9(a) **IF VERY LIKELY OR LIKELY TO USE LOCAL SERVICES** You mentioned you would be likely to use the local services. What kind of services in particular? **DO NOT PROMPT**

HAIRDRESSERS	<input type="checkbox"/>	1 DENTISTS	<input type="checkbox"/>	5
DRY CLEANERS	<input type="checkbox"/>	2 CASH POINT	<input type="checkbox"/>	6
OPTICIANS	<input type="checkbox"/>	3 OTHER (_____)	<input type="checkbox"/>	7
DOCTORS	<input type="checkbox"/>	4 DON'T KNOW	<input type="checkbox"/>	8

(b) Any other types of services? **CODE ABOVE**

Q. 10(a) Here is an artist's impression of what a redeveloped site might look like. Have you any comments you'd like to make about it, in particular what it could do for this local area. **SHOW LAMINATED PRINT**
DO NOT PROMPT

(b) Anything else? **WRITE IN ABOVE**

Q. 11(a) Would you have any concerns at all, apart from the short-term inconvenience of building works and noise, about the redevelopment of this site? **DO NOT PROMPT**

SECURITY ISSUES	<input type="checkbox"/>	1 LOSS OF TREES	<input type="checkbox"/>	6
LIGHTING	<input type="checkbox"/>	2 ACCESS ISSUES	<input type="checkbox"/>	7
INCREASED FLOW OF TRAFFIC	<input type="checkbox"/>	3 GANGS/KIDS GATHERING	<input type="checkbox"/>	8
CAR PARKING	<input type="checkbox"/>	4 NO CONCERNS	<input type="checkbox"/>	9
LOSS OF GREEN SPACE	<input type="checkbox"/>	5 OTHER (_____)	<input type="checkbox"/>	10
		DON'T KNOW	<input type="checkbox"/>	11

(b) Anything else? **WRITE IN ABOVE**

Q. 12 Would you like to be kept informed of any developments regarding this site we have just been discussing?

YES

 1

NO

 2

Q. 13 All things considered, do you personally support the development of this site we have just been discussing? Please give one of the answers printed on this card.

SHOW CARD FOUR

YES, DEFINITELY WOULD SUPPORT

 1

YES, PROBABLY WOULD SUPPORT

 2

NOT SURE

 3

NO, PROBABLY WOULD NOT SUPPORT

 4

NO, DEFINITELY WOULD NOT SUPPORT

 5

And finally a few questions about yourself.

GENDER:

MALE

 1

FEMALE

 2

What age were you last birthday?

16 - 24

 1

25 - 34

 2

35 - 44

 3

45 - 54

 4

55 - 64

 5

65+

 6

What is the occupation of the chief wage earner in your household?

AB

 1

C1

 2

C2

 3

DE

 4

And finally a few details about yourself. This is purely for Quality Control purposes. You may be contacted by my boss to make sure I've done a good job today.

NAME: _____

ADDRESS: _____

POSTCODE: _____

TELEPHONE NUMBER : _____

Would you be willing for us to contact you in the future? I can guarantee you that your details will not be circulated to any other organisation.

YES

1

NO

2

Thank you very much indeed. **HAND OVER LETTER**

Please sign here to verify you have asked all appropriate questions to the above named respondent:

INTERVIEWER'S NAME: _____

Barugh Green Site Redevelopment Public Consultation

Public Consultation aimed at empowering local residents to have their say about the redevelopment of the Barugh Green Road Site in Barnsley

Prepared by:

The Murray Consultancy,
The Corn Exchange,
Drury Lane,
Liverpool,
L2 7QL
0151 225-0220

Barugh Green Site Redevelopment Public Consultation

Background to Consultation:

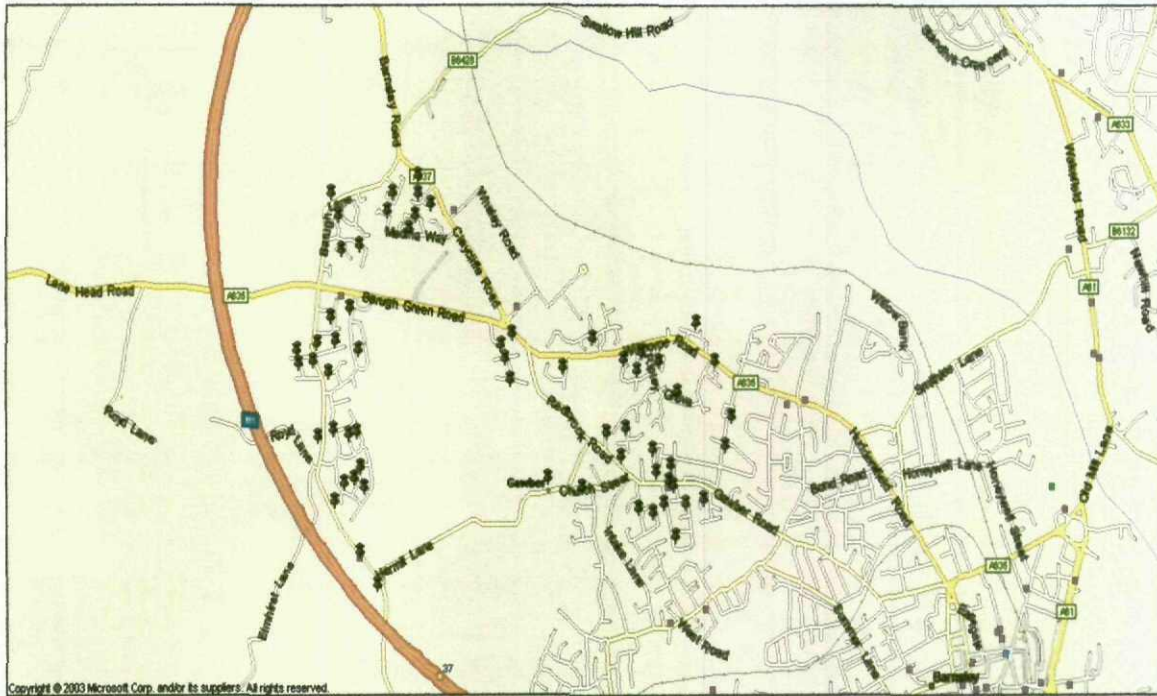
The site at the junction of Barugh Green Road and Claycliffe Road is currently untidy and unkempt, spoilt by litter and vandalism. The proposed redevelopment provides an important opportunity to bring much needed local services to a rapidly expanding and improving area. There are a number of options available to the site developers, who are keen to canvass the opinions of local residents in a Public Consultation.

Consultation Objectives:

- To find out the merits of living in this particular area.
- To ascertain, from a local residents' perspective, what improvements could be made to the area, and, specifically, the site.
- To find out local residents' attitudes to current shopping amenities
- To ascertain what types of shops and local services would be of appeal to local residents
- To find out how likely they would be to use these facilities
- To give them a voice to air their concerns about any redevelopments
- To gauge the level of support for the development of the site.
- To evaluate the level of interest in being kept informed about the development of the site and in being contacted for future consultations.

Methodology:

Eight fully trained professional Market Research Interviewers were each allocated a zone within the catchment area of the site to contact local residents either door-to-door or at street level (the latter under the proviso they actually lived within the catchment area). A special map was provided so that each interviewer could illustrate the boundaries of the catchment area to the prospective respondent. It appeared that door-to-door interviewing was the method employed in the majority of cases. The interviewers were also briefed to interview according to a predetermined demographic quota, which equated to an approximate equal gender split and one-third under 34s, one-third 35 – 54 year olds and the balance 55+s. interviewing took place on Monday and Tuesday 9 – 10th June 2008 with a post quality control 'mop-up' on Thursday 11th June. Please find below a map outlining the locations of the residences of the respondents. Each pinpoint represents a postcode.



In total, we consulted with 204 local residents who resided within the catchment area of the site, representing a margin of sampling error of +/- 6% at the 95% level of confidence.

Executive Summary:

- Of those who could find fault with their local area, the main criticism was the lack of local facilities and amenities with some local residents even specifying a lack of shopping facilities.
- Before prompting, as many as one in five felt their local area could be improved by providing shopping facilities, in particular a small food store. Upon prompting just under half the local residents were of the opinion the provision of shopping facilities would enhance the area.
- Upon prompting, local services and social facilities would be welcomed.
- Despite not being a struggle, local residents did feel they had to travel some distance to do their shopping. Also, despite not being the majority consensus, a large percentage of local residents were of the opinion the area lacked local service providers.
- Of particular appeal to local residents and high likelihood of usage were a foodstore, other local shops, local personal/household services, community facilities and doctor/dental surgeries.
- Without prompting, a significant percentage of local residents would like to see a children's play area or park on the site.
- The types of shops local residents would like to see were a supermarket, greengrocer, bakers, newsagents, pharmacy, off-license, florists and DIY store – in fact almost 9 in 10 local residents suggested shops which sell food.
- The types of services they would like to see were dentists, cash-point facility, doctors, hairdressers, opticians and dry cleaners.
- When shown an artists' impression of a proposed redevelopment, the spontaneous positive comments outnumbered any negative comments by a factor of 6 to 1.
- Three in four residents had no concerns whatsoever with the longer term redevelopment of the site.
- Every other local resident would like to be kept informed of any future developments, with one in three willing to be contacted again in future consultations.
- Three out of four local residents would definitely or probably support the development of the site. This figure was significantly higher among those who felt the area lacked shopping facilities.

Results:

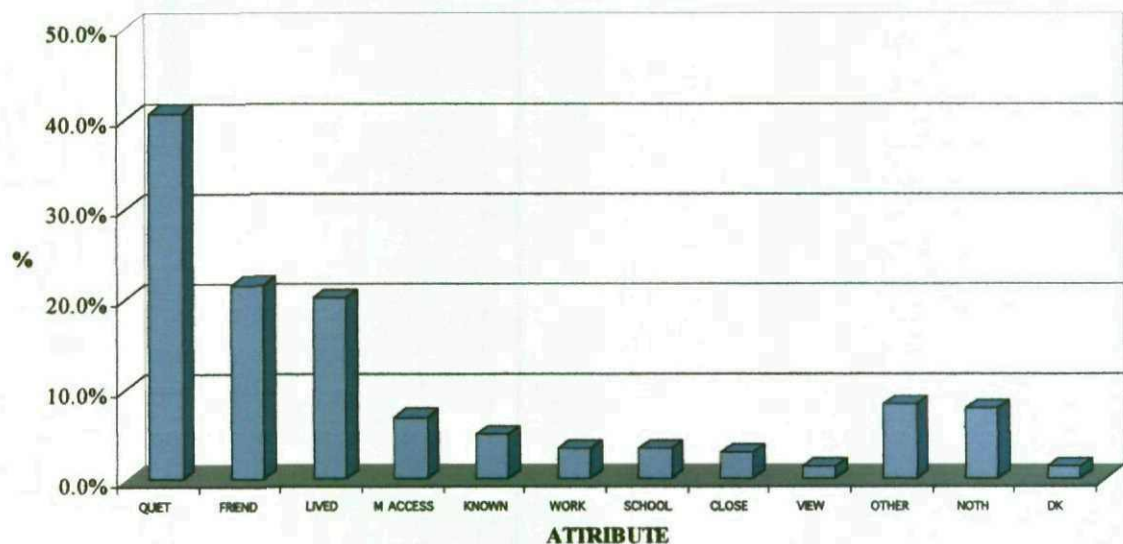
“Firstly, can you confirm that you live anywhere within the black border shown on this map?” (Base: 204 respondents)

This question was asked to ensure everyone lived within the sampling boundaries. All 204 questionnaires eligible for inclusion in this consultation were carried out among residents who lived within the catchment area of the site.

Q. 1 “What do you particularly like about living in this area?” (Base: 204 respondents)

LIKES	FREQ	%
QUIET/PEACEFUL	83	40.7%
PEOPLE ARE FRIENDLY/KNOWN LONG TIME	44	21.6%
LIVED HERE ALL/MOST OF MY LIFE	41	20.1%
ACCESS TO M62/M1	14	6.9%
KNOWN IN THIS AREA	10	4.9%
CLOSE TO MY WORK	7	3.4%
SCHOOLS	7	3.4%
CLOSE TO TOWN/COUNTRYSIDE	6	2.9%
GOOD VIEWS	3	1.5%
OTHER	17	8.3%
NOTHING IN PARTICULAR	16	7.8%
DON'T KNOW	3	1.5%

LIKES



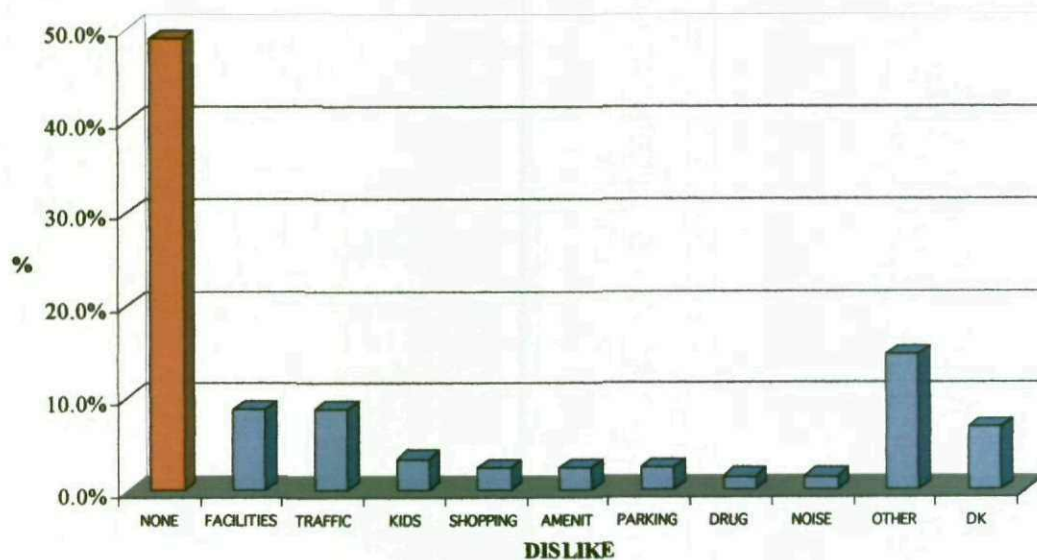
The top three attributes local residents commended were quiet and peaceful, the friendliness of the local people and the fact they had lived there for some time.

Q. 2 "Is there anything you don't like about living in this particular area?"

(Base: 204 respondents)

DISLIKES	FREQ	%
NO DISLIKES	100	49.0%
NO/NOT ENOUGH LOCAL FACILITIES	18	8.8%
TRAFFIC	18	8.8%
YOUTHS/KIDS DRINKING	7	3.4%
LACK OF SHOPPING FACILITIES	5	2.5%
NOT ENOUGH AMENITIES/THINGS TO DO	5	2.5%
PARKING PROBLEMS	5	2.5%
DRUGS	3	1.5%
MOTORWAY/HOSPITAL NOISE	3	1.5%
OTHER	30	14.7%
DON'T KNOW	14	6.9%

DISLIKES

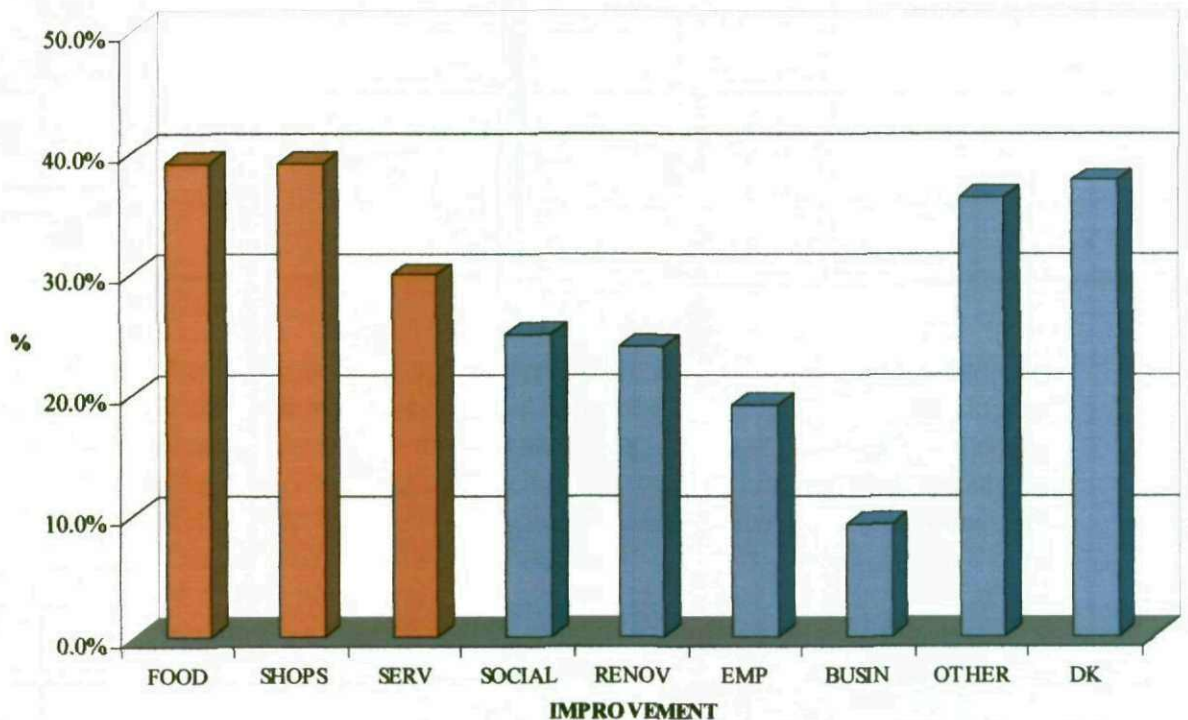


Every other person could not fault their local area. 85% of those who identified lack of local facilities said they would definitely or probably support the development of the site, as did all of those who stated lack of shopping facilities. Others included: parts of the area were a bit run down, footpaths were in need of attention, and problems with access road at the back of the site.

Q. 3(a) "What improvements do you think could be made to this local area?"
 (b) "And what about...?" (Base: 204 respondents)

IMPROVEMENTS	UNPROMPTED		PROMPTED		TOTAL	
	FREQ	%	FREQ	%	FREQ	%
NEED SMALL FOOD STORE	24	11.8%	56	27.5%	80	39.2%
NEED OTHER SHOPS	16	7.8%	64	31.4%	80	39.2%
NEED LOCAL SERVICES(INC POST OFFICE)	8	3.9%	53	26.0%	61	29.9%
NEED SOCIAL FACILITIES	6	2.9%	45	22.1%	51	25.0%
RENOVATE SITE/WASTELAND	2	1.0%	47	23.0%	49	24.0%
NEED LOCAL EMPLOYMENT OPPORTUNITIES	1	0.5%	38	18.6%	39	19.1%
NEED LOCAL BUSINESSES	0	0.0%	19	9.3%	19	9.3%
OTHER	74	36.3%	0	0.0%	74	36.3%
DON'T KNOW	77	37.7%	0	0.0%	77	37.7%

UNPROMPTED & PROMPTED IMPROVEMENTS



At part (a), the unprompted question, most of the improvements recorded under 'others', related to road and footpath issues and lack of amenities and facilities, particularly for children and teenagers. When combining the unprompted and the prompted scores, the top three improvements, as highlighted in red on the graph, were a small food store, other shops and local services. The net unduplicated percentage of those suggesting shops as a perceived improvement was 49% (Prompted and unprompted scores).

Before prompting, those wanting a small food store were more likely to be female and 35-54 year olds. Upon prompting, a higher level of under 34s expressed a desire for a small food store.

Q. 4 "I am now going to read you out a number of statements people have made about this local area and ask you to agree or disagree with each of them. Please give one of the answers printed on this card". (Base: 204 respondents)

STATEMENTS	STRONGLY AGREE		AGREE		NEITHER ...NOR		DISAGREE		STRONGLY DISAGREE		DON'T KNOW	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
This area lacks local services like a hairdresser, optician, dry cleaner	21	10.3%	59	28.9%	18	8.8%	71	34.8%	32	15.7%	3	1.5%
This area lacks a café	9	4.4%	51	25.0%	16	7.8%	86	42.2%	40	19.6%	2	1.0%
I need to travel some distance to do my shopping	36	17.6%	75	36.8%	12	5.9%	70	34.3%	11	5.4%	0	0.0%
This area has no local employment opportunities	14	6.9%	65	31.9%	17	8.3%	71	34.8%	19	9.3%	18	8.8%
I struggle to do my day-to-day shopping locally	23	11.3%	52	25.5%	13	6.4%	93	45.6%	23	11.3%	0	0.0%
This area is badly in need of good service facilities like a pharmacy, doctors or a cash point	28	13.7%	68	33.3%	17	8.3%	67	32.8%	23	11.3%	1	0.5%

Adding together those who strongly agreed and agreed and comparing with those who answered strongly disagree and disagree, we can concur that local residents do feel they have to travel some distance to do their shopping, although they don't feel doing their day-to-day shopping is a struggle. Despite there being a high number feeling the area is in need of good service facilities, the difference between the 'agrees' and 'disagrees' is not statistically significant. Despite the majority feeling the area does have local personal service providers, 2 in 5 felt the area did not have enough of them.

STATEMENT	AGREE		DISAGREE	
	FREQ	%	FREQ	%
This area lacks local services like a hairdresser, optician, dry cleaner	80	39.2%	103	50.5%
This area lacks a café	60	29.4%	126	61.8%
I need to travel some distance to do my shopping	111	54.4%	81	39.7%
This area has no local employment opportunities	79	38.7%	90	44.1%
I struggle to do my day-to-day shopping locally	75	36.8%	116	56.9%
This area is badly in need of good service facilities like a pharmacy, doctors or a cash point	96	47.1%	90	44.1%

Q. 5 "There are proposals being drawn up for the development of the site at the junction of Barugh Green and Claycliffe Roads. Here are a map and an aerial photo which show the location of this site. The developers are keen to find out what local residents feel about a number of options that are available. I am going to read out a number of facilities this redeveloped site could offer and I would like you to tell me which of these you personally find appealing? Please give one of the answers printed on this card". (Base: 204 respondents)

FACILITIES	VERY APPEALING		APPEALING		QUITE APPEALING		NOT VERY APPEALING		NOT AT ALL APPEALING		DON'T KNOW	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
A SMALL FOODSTORE	60	29.4%	60	29.4%	20	9.8%	45	22.1%	17	8.3%	2	1.0%
OTHER LOCAL SHOPS e.g. A FLORIST, GREENGROCER OR PHARMACY	50	24.5%	67	32.8%	17	8.3%	49	24.0%	20	9.8%	1	0.5%
OTHER LOCAL SERVICES SUCH AS A HAIRDRESSER, DRY CLEANERS, OPTICIANS OR CASH POINT	42	20.6%	66	32.4%	18	8.8%	56	27.5%	21	10.3%	1	0.5%
TAKE AWAY RESTAURANT	26	12.7%	38	18.6%	18	8.8%	55	27.0%	65	31.9%	2	1.0%
A CAFÉ	13	6.4%	41	20.1%	16	7.8%	68	33.3%	65	31.9%	1	0.5%
A SMALL INDUSTRIAL PARK	5	2.5%	23	11.3%	12	5.9%	57	27.9%	102	50.0%	5	2.5%
SMALL SCALE OFFICES	7	3.4%	15	7.4%	18	8.8%	51	25.0%	108	52.9%	5	2.5%
WAREHOUSES	3	1.5%	12	5.9%	10	4.9%	55	27.0%	120	58.8%	4	2.0%
SPECIALIST TRADE OUTLETS,E.G. ELECTRICIANS, PLUMBERS' MERCHANTS OR BUILDING SUPPLIES	12	5.9%	34	16.7%	20	9.8%	39	19.1%	97	47.5%	2	1.0%
COMMUNITY FACILITIES, E.G. CHILD OR HEALTH CARE	46	22.5%	81	39.7%	20	9.8%	24	11.8%	29	14.2%	4	2.0%
DOCTORS OR DENTISTS	51	25.0%	69	33.8%	20	9.8%	30	14.7%	33	16.2%	1	0.5%
OR LEAVE THE SITE AS IT IS	9	4.4%	21	10.3%	10	4.9%	30	14.7%	109	53.4%	25	12.3%

The data pertaining to the above data table is summarised on page 10 by adding together the very appealing and appealing scores and comparing them with the combined not very and not at all appealing results.

FACILITIES	APPEALING		NOT APPEALING	
	FREQ	%	FREQ	%
A SMALL FOODSTORE	120	58.8%	62	30.4%
OTHER LOCAL SHOPS e.g A FLORIST, GREENGROCER OR PHARMACY	117	57.4%	69	33.8%
OTHER LOCAL SERVICES SUCH AS A HAIRDRESSER, DRY CLEANERS, OPTICIANS OR CASH POINT	108	52.9%	77	37.7%
TAKE AWAY RESTAURANT	64	31.4%	120	58.8%
A CAFÉ	54	26.5%	133	65.2%
A SMALL INDUSTRIAL PARK	28	13.7%	159	77.9%
SMALL SCALE OFFICES	22	10.8%	159	77.9%
WAREHOUSES	15	7.4%	175	85.8%
SPECIALIST TRADE OUTLETS,E.G. ELECTRICIANS, PLUMBERS' MERCHANTS OR BUILDING SUPPLIES	46	22.5%	136	66.7%
COMMUNITY FACILITIES, E.G. CHILD OR HEALTH CARE	127	62.3%	53	26.0%
DOCTORS OR DENTISTS	120	58.8%	63	30.9%
OR LEAVE THE SITE AS IT IS	30	14.7%	139	68.1%

Those facilities highlighted in red appear to be of appeal to local residents – a small foodstore, other local shops, local services, community facilities and doctors/dentists.

The net number of respondents who found a small foodstore, other local shops and other local services appealing was 144, or 71% of all local residents compared with 70, or 34% who found a small industrial park, small scale offices, warehouses, and specialist trade outlets and 147, or 72% who found community facilities and/or a doctors and dentists of appeal.

Q. 6 “Is there anything else I haven’t mentioned that you or your family would like to see as part of this redevelopment?” (Base: 54 respondents – excluding those who answered ‘nothing’)

OTHER REQUIREMENTS	FREQ	%
KIDS PLAY AREA/PARK	23	42.6%
LEISURE/SPORTS CENTRE	8	14.8%
MINIMARKET/SUPERMARKET	7	13.0%
YOUTH CLUB/COMMUNITY CENTRE	3	5.6%
GARDENS	2	3.7%
NATURE RESERVE	2	3.7%
BUTCHERS	1	1.9%
CALL CENTRE	1	1.9%
CASINO	1	1.9%
DIY STORE	1	1.9%
PETROL STATION	1	1.9%
NEWSAGENTS	1	1.9%
SHOPPING CENTRE	1	1.9%
POST OFFICE	1	1.9%
PUB	1	1.9%

As was established in the unprompted part of Question 3, a significant number of residents were keen to see play areas or activities for younger people to be developed.

Q. 7 "I'm going to read out this list again and I'd like you to tell me how likely you'd be to use these facilities if they were part of this redevelopment?" (Base: 204 respondents)

	VERY LIKELY		LIKELY		QUITE LIKELY		NOT VERY LIKELY		NOT AT ALL LIKELY		DON'T KNOW	
	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%	FREQ	%
	A SMALL FOODSTORE	69	33.8%	69	33.8%	22	10.8%	25	12.3%	18	8.8%	1
OTHER LOCAL SHOPS e.g. A FLORIST, GREENGROCER OR PHARMACY	60	29.4%	75	36.8%	23	11.3%	26	12.7%	20	9.8%	0	0.0%
OTHER LOCAL SERVICES EG A HAIRDRESSER, DRY CLEANERS, OPTICIANS OR CASH POINT	59	28.9%	64	31.4%	24	11.8%	35	17.2%	22	10.8%	0	0.0%
TAKE AWAY RESTAURANT	34	16.7%	51	25.0%	14	6.9%	44	21.6%	60	29.4%	1	0.5%
A CAFÉ	21	10.3%	39	19.1%	19	9.3%	49	24.0%	76	37.3%	0	0.0%
A SMALL INDUSTRIAL PARK	6	2.9%	17	8.3%	13	6.4%	43	21.1%	118	57.8%	7	3.4%
SMALL SCALE OFFICES	2	1.0%	8	3.9%	12	5.9%	43	21.1%	133	65.2%	6	2.9%
WAREHOUSES	3	1.5%	6	2.9%	4	2.0%	47	23.0%	142	69.6%	2	1.0%
SPECIALIST TRADE OUTLETS, E.G. ELECTRICIANS, PLUMBERS' MERCHANTS OR BUILDING SUPPLIES	16	7.8%	35	17.2%	18	8.8%	32	15.7%	103	50.5%	0	0.0%
COMMUNITY FACILITIES, E.G. CHILD OR HEALTH CARE	42	20.6%	54	26.5%	31	15.2%	32	15.7%	44	21.6%	1	0.5%
DOCTORS OR DENTISTS	55	27.0%	65	31.9%	22	10.8%	23	11.3%	36	17.6%	3	1.5%
OR LEAVE THE SITE AS IT IS	5	2.5%	14	6.9%	9	4.4%	22	10.8%	117	57.4%	37	18.1%

Combining the very likely and likely scores and comparing them with the not very likely and not at all likely scores can be found overleaf:

FACILITIES	LIKELY		NOT LIKELY	
	FREQ	%	FREQ	%
A SMALL FOODSTORE	138	67.6%	43	21.1%
OTHER LOCAL SHOPS e.g. A FLORIST, GREENGROCER OR PHARMACY	135	66.2%	46	22.5%
OTHER LOCAL SERVICES EG A HAIRDRESSER, DRY CLEANERS, OPTICIANS OR CASH POINT	123	60.3%	57	27.9%
TAKE AWAY RESTAURANT	85	41.7%	104	51.0%
A CAFÉ	60	29.4%	125	61.3%
A SMALL INDUSTRIAL PARK	23	11.3%	161	78.9%
SMALL SCALE OFFICES	10	4.9%	176	86.3%
WAREHOUSES	9	4.4%	189	92.6%
SPECIALIST TRADE OUTLETS,E.G. ELECTRICIANS, PLUMBERS' MERCHANTS OR BUILDING SUPPLIES	51	25.0%	135	66.2%
COMMUNITY FACILITIES, E.G. CHILD OR HEALTH CARE	96	47.1%	76	37.3%
DOCTORS OR DENTISTS	120	58.8%	59	28.9%

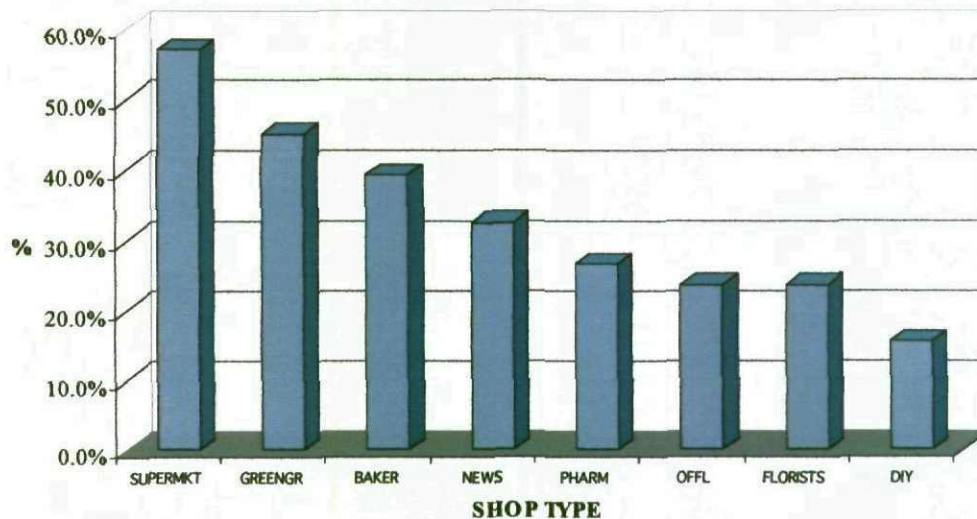
Those facilities highlighted in red would be likely to be used by local residents – a small foodstore, other local shops, local services, community facilities and doctors/dentists. This finding endorses those facilities local residents felt would be of appeal to them. However, the low scores pertaining to small industrial park, small-scale offices and warehouses, one would expect to be low as we are consulting local residents rather than B2B respondents.

150 (74%) local residents stated they'd be likely to use a small foodstore, other local shops and services, compared with 64 (31%) who would use a small industrial park, small scale offices, warehouses and/or specialist trade outlets and 135 (66%) who would use community facilities and /or a doctors or dentists.

Q. 8 "You mentioned you would be likely to use local shops. What kind of shops in particular?" (Base: 135 respondents – those very likely or likely to use local shops @ Q.7))

TYPES OF LOCAL SHOPS	FREQ	%
SUPERMARKET	77	57.0%
GREENGROCER	61	45.2%
BAKERS	53	39.3%
NEWSAGENTS	44	32.6%
PHARMACY	36	26.7%
OFF LICENSE	32	23.7%
FLORISTS	32	23.7%
DIY	21	15.6%
ELECTRICAL SHOP	13	9.6%
FURNITURE SHOP	12	8.9%
GENERAL STORE	3	2.2%
FRESH FOOD	2	1.5%
MINI SUPERMARKET	2	1.5%
POST OFFICE	2	1.5%
OTHER	4	3.0%
DON'T KNOW	2	1.5%
TOTAL	135	100.0%

TYPES OF LOCAL SHOPS



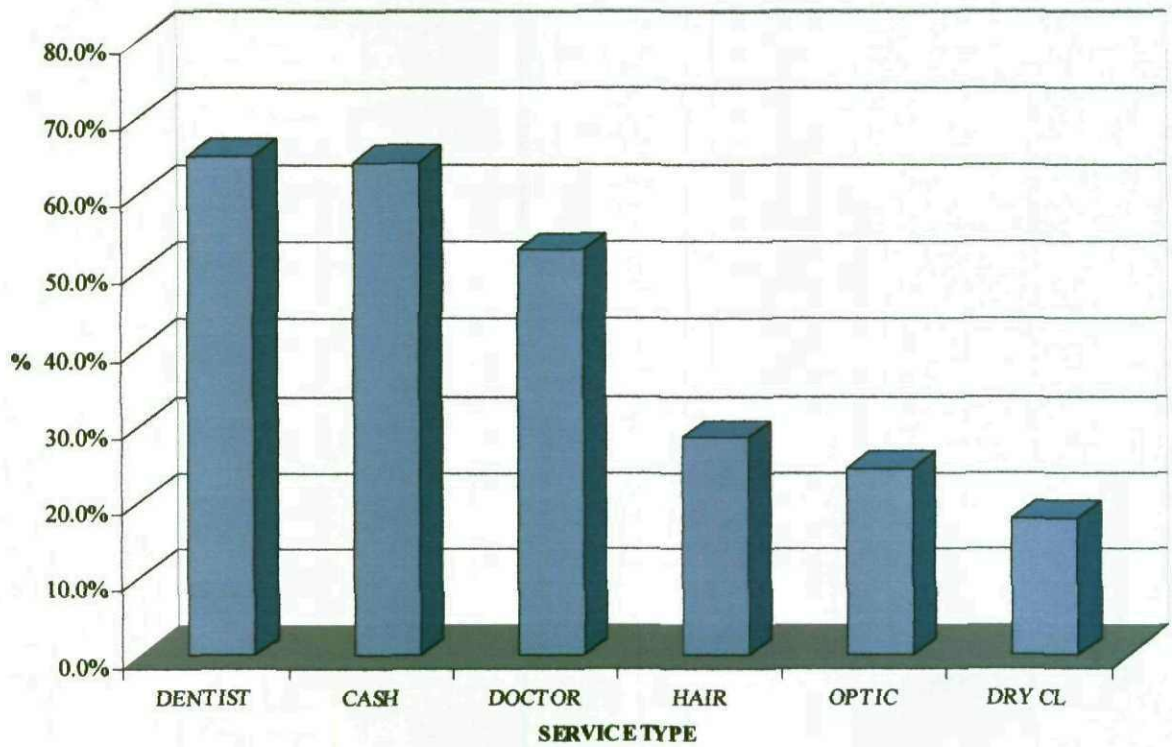
The above graph depicts those shops with a greater than 10% likelihood of usage.

Combining supermarket, greengrocer, bakers, general store, fresh food and minisupermarket scores, 119, or 88%, of all local residents suggested these types of shops – all of which sell food.

Q. 9(a) "You mentioned you would be likely to use the local services. What kind of services in particular?" (Base: 123 respondents – those who would be very likely or likely to use local services)

TYPES OF LOCAL SERVICES	FREQ	%
DENTISTS	80	65.0%
CASH POINT	79	64.2%
DOCTORS	65	52.8%
HAIRDRESSERS	35	28.5%
OPTICIANS	30	24.4%
DRY CLEANERS	22	17.9%
CHEMIST	2	1.6%
PETROL STATION	2	1.6%
OTHER	8	6.5%
DON'T KNOW	25	20.3%
TOTAL	123	100.0%

TYPES OF LOCAL SERVICES



The above graph depicts those services with a greater than 10% likelihood of usage.

Q. 10 "Here is an artist's impression of what a redeveloped site might look like. Have you any comments you'd like to make about it, in particular what it could do for this local area". (Base: 204 respondents)

In total, 140 made some sort of analytical comment, 120 of which could be construed as positive. The comments can be clustered into six key areas:

CLUSTER	FREQ	%
GOOD/BRILLIANT/FINE/OK	42	35.0%
ECONOMIC REASONS	27	22.5%
IMPROVEMENT/BETTER	16	13.3%
ENVIRONMENTAL ISSUES	14	11.7%
GOOD FOR LOCAL PEOPLE/COMMUNITY	12	10.0%
OTHERS	9	7.5%
TOTAL	120	100.0%

Examples of some direct quotes for each of the clusters were:

Economic Reasons:

- "Attract local people"*
- "Boost employment"*
- "Bring a lot of people into the area"*
- "Bring customers here"*
- "Good for buyers of new houses"*
- "Magnet for other businesses to come to area"*
- "Would get more people wanting to live here"*

Improvement/Better:

- "Better than just leaving it"*
- "Better than the waste ground"*
- "Improve the look of the area"*
- "Smarten area up"*

Environmental Issues:

- "As long as tastefully done"*
- "Better than the waste ground"*
- "Doesn't look out of place"*
- "Enhance the beauty of the area"*
- "It blends in"*
- "It would tidy it up"*
- "Make it a green area"*
- "Doesn't spoil area"*
- "Smarten area up"*

Community Issues:

- "Appealing for locals"*
- "Better for community"*
- "Benefit community"*
- "Good for young mums"*
- "Make people happier"*
- "More for community"*
- "Will improve it for local people"*
- "Would get more people wanting to live here"*

Others:

- "Decent supermarket"*
- "Good variety of shops"*
- "If little shops would be good"*
- "Like a health centre"*
- "Make it easier and handier"*
- "Needs good access"*
- "Save travel"*
- "Somewhere to get groceries easier"*

The twenty negative comments are summarised into three areas: traffic issues, appearance and 'others':

Traffic Issues:

- "Busy roads"*
- "Might make the road too busy"*
- "Will attract a lot of traffic"*
- "Traffic would make it a lot busier"*
- "Traffic congestion"*
- "May not be enough parking"*
- "Need better access"*
- "Traffic problems"*
- "Too much traffic"*
- "Make it busier"*
- "Cause traffic congestion"*
- "Traffic problems"*

Appearance Issues:

- "Looks like Netto"*
- "Looks cheap and tacky"*
- "Don't like the look of it"*
- "Too bright and tinny"*
- "Don't like it"*

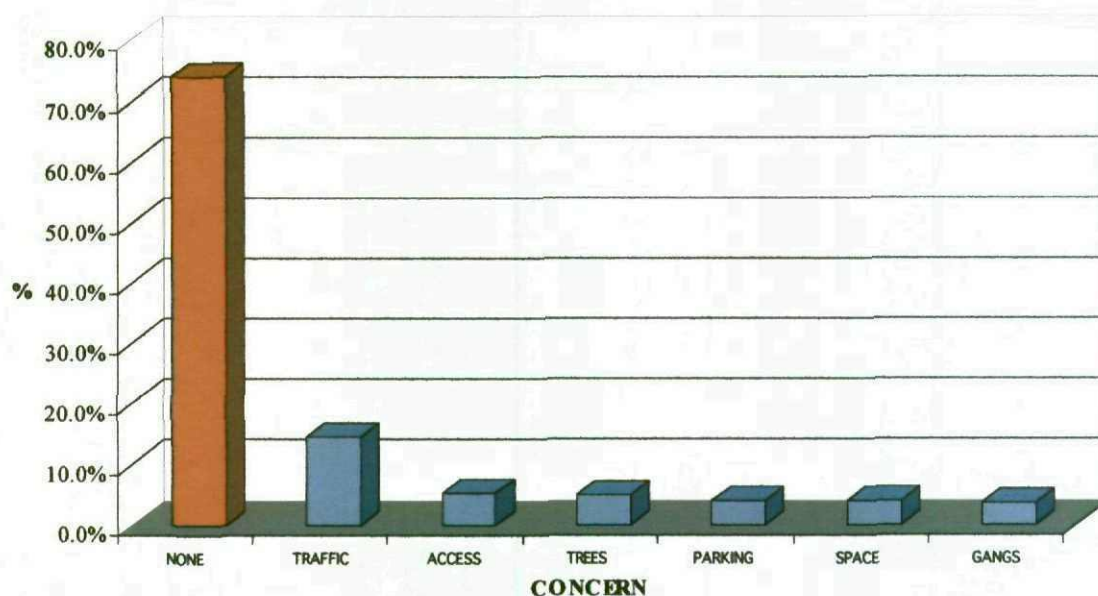
“Would be better as swimming baths or leisure centre”
“Might make the road too busy”
“They have already made their minds up”

Other issues:

Q.11 "Would you have any concerns at all, apart from the short-term inconvenience of building works and noise, about the redevelopment of this site?" (Base: 204 respondents)

CONCERNS	FREQ	%
NO CONCERNS	151	74.0%
INCREASED FLOW OF TRAFFIC	30	14.7%
ACCESS ISSUES	11	5.4%
LOSS OF TREES	10	4.9%
CAR PARKING	8	3.9%
LOSS OF GREEN SPACE	8	3.9%
GANGS/KIDS GATHERING	7	3.4%
SECURITY ISSUES	2	1.0%
LIGHTING	1	0.5%
OTHER	7	3.4%
DON'T KNOW	6	2.9%
TOTAL	204	100.0%

CONCERNS



Three in four expressed no concerns whatsoever with the longer term redevelopment of this site. The only real concern, in terms of numbers of local residents mentioning it as an issue is the potential increase in traffic volumes, which many residents feel is high enough already. In fact, 20% of those who raised this as an issue stated later on the consultation, they would not support the development of this site.

Q. 12 “Would you like to be kept informed of any developments regarding this site we have just been discussing?” (Base: 204 respondents)

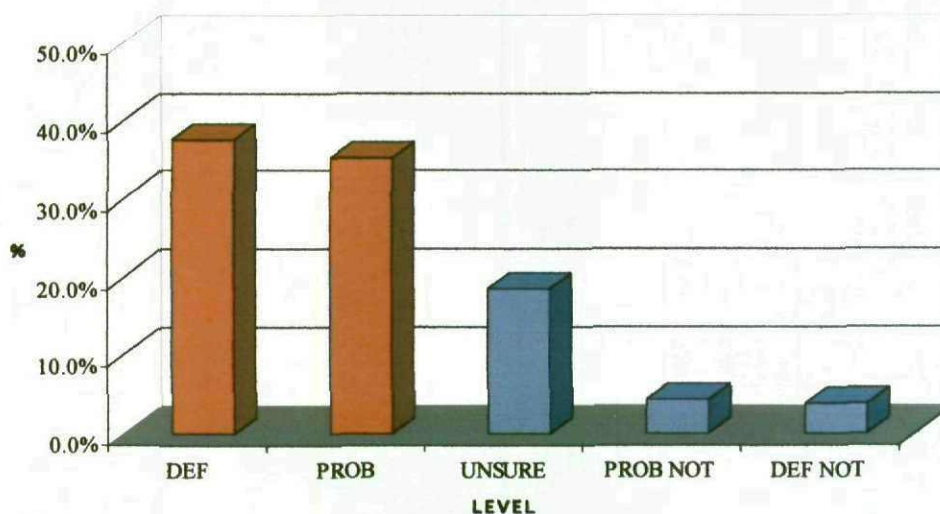
BE KEPT INFORMED?	FREQ	%
YES	100	49.0%
NO	104	51.0%
TOTAL	204	100.0%

Approximately half would like to be kept informed of any future developments. 80% of those who want to be kept in formed definitely or probably would support the development of the site.

Q. 13 “All things considered, do you personally support the development of this site we have just been discussing? Please give one of the answers printed on this card” (Base: 204 respondents)

LEVEL OF SUPPORT	FREQ	%
YES, DEFINITELY WOULD SUPPORT	77	37.7%
YES, PROBABLY WOULD SUPPORT	72	35.3%
NOT SURE	38	18.6%
NO, PROBABLY WOULD NOT SUPPORT	9	4.4%
NO, DEFINITELY WOULD NOT SUPPORT	8	3.9%
TOTAL	204	100.0%

LEVEL OF SUPPORT



Just under three in four local residents would support the development of the site with a further one in five unsure. Only one in twelve would not support the site's development. Demographically, 35-54 year olds (82%) and ABC1s (79%) were more likely to be in support of the site development.

Gender:

GENDER	FREQ	%
MALE	96	47.1%
FEMALE	108	52.9%
TOTAL	204	100.0%

“What age were you last birthday?”

AGE	FREQ	%
16 - 24	37	18.1%
25 - 34	20	9.8%
35 - 44	42	20.6%
45 - 54	32	15.7%
55 - 64	37	18.1%
65+	36	17.6%
TOTAL	204	100.0%

“What is the occupation of the chief wage earner in your household?”

AGE	FREQ	%
AB (Professional & Managerial)	39	19.1%
C1 (Skilled non-manual)	54	26.5%
C2 (Skilled manual)	58	28.4%
DE (semi- & unskilled, job seeking, OAPs state only)	53	26.0%
TOTAL	204	100.0%

“Would you be willing for us to contact you in the future? I can guarantee you that your details will not be circulated to any other organisation”.

WILLING TO BE CONTACTED AGAIN	FREQ	%
YES	64	31.4%
NO	140	68.6%
TOTAL	204	100.0%

One in three would be willing to be contacted in further consultations in the future.

Appendix 2

Summary Analysis of Local Opinion Survey June 9 – 11, 2008

The sample was 204 people living in the general vicinity of the development site. Respondents were questioned either on the street or on the doorstep.

Overall level of support

- 73% of respondents said they would **support** the scheme.
- 18.6% were **undecided**.
- 8.3% would **not support** the scheme.

Key Findings

- 68.1% do **not want** the site to be left as it is.
- 74% have **no concerns** about the site being developed.
- When shown the artists impression of the scheme, 120 of the 140 who expressed an opinion, were positive.

In Total

- 71% (144) find a **small food store, other local shops and other local services** appealing.

General findings

- Respondents were generally happy with the local area and enjoy living there. Of the 204 questioned, 49% could find no fault with their neighbourhood.
- Of those who could find fault, the main criticism is the lack of local facilities and amenities, particularly for young people / youths.
- 19% (39 people) spontaneously mentioned the need for a **children's play area** or park, without any prompting.
- Combining the prompted and un-prompted responses, 49% (net, unduplicated) of respondents suggested **shops would improve the area**. The top three improvements suggested were: -
 - a small food store
 - other shops
 - local services
- Local residents **do** feel they have to travel some distance to do their food shopping, however, they **do not** appear to feel at all aggrieved about this. The community appears to be fairly evenly split in terms of those who do feel the area lacks facilities and those that don't.
- There was very little enthusiasm for the employment uses – trade counters, offices and warehouses/industrial.

Suggestions for the site *(most appealing answers)*

- When prompted with suggestions about what could be provided on the site: -
 - 58.8% found the idea of a **small food store** appealing
 - 57.4% found the idea of **other shops** appealing
 - 52.9% found the idea of **other services**, including a cash point, appealing
 - 62.3% found the ideas of **community facilities** such as child or healthcare appealing
 - 58.8% found the idea of a **doctors or dentists** appealing
 - 31.4% found the idea of a **take away restaurant** appealing
 - 26.5% found the idea of a **café** appealing
 - 22.5% found the idea of a **plumbers merchants or building supplies** outlet appealing.

In Total

- 71% (144) find a **small food store, other local shops and other local services** appealing.
- 72% (147) find **community facilities** and/or a **doctors and dentists** of appeal.

Suggestions for the site *(least appealing answers)*

- 13.7% found a small **industrial park** appealing
- 10.8% found **offices** appealing
- 7.4% found **warehouses** appealing

Likely usage

- When prompted with the same list of suggestions and asked how likely respondents would be to use such facilities: -
 - 67.9% would use a **food store**
 - 66.2% would use **other shops**
 - 60.3% would use services such as a **cash point, opticians or dry cleaners**
 - 41.7% would use a **take away service**
 - 47.1% would use **child or healthcare facilities**
 - 58.8% would use a **doctors or dentists**
 - 29.4% would use a **café**
 - 11.3% would use an **industrial park**
 - 4.9% would use **offices**
 - 4.4% would use **warehouses**

Requirement for a food store

- Of the sample of 204, 150 (74%) stated they would use a **small food store or other shops and services**.
- Of those respondents who stated that they would use local shops (135) 88% specified a facility that sells **convenience goods**.

Requirement for local services

- Of the sample of 204, 123 respondents said they would be likely to use local services: -
 - 65% would use a **dentist**
 - 64.2% would use a **cash point**
 - 52.8% would use a **doctors**

Other findings

- Of the sample of 204,
 - 74% stated they had no concerns with the proposed site being developed.
 - Only 14.7% mentioned traffic concerns

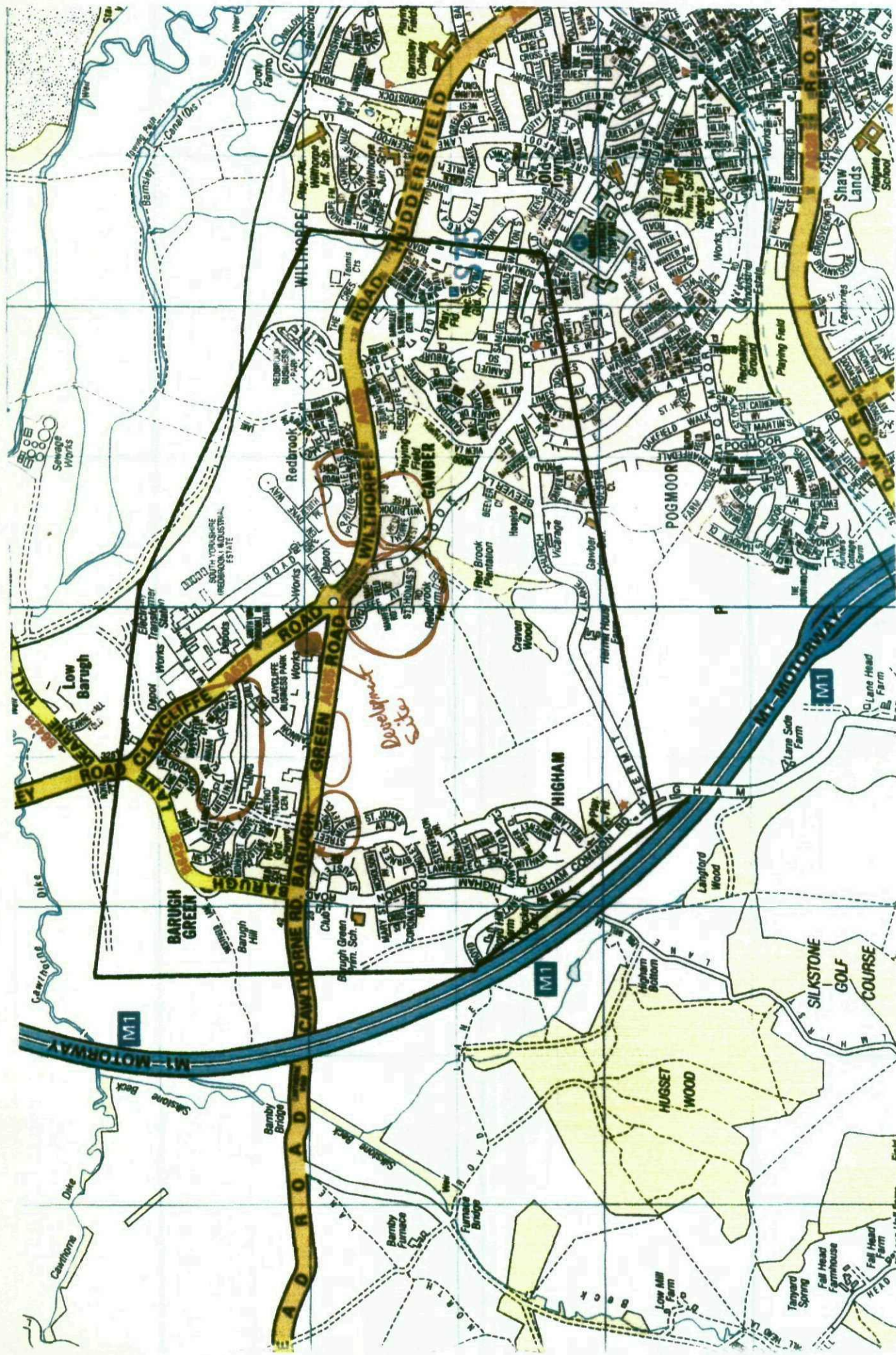
- When shown the artists impression of the scheme, 120 of the 140 who expressed an opinion, were positive.

Appendix 3

Leaflet Distribution - Residential

Barugh Green Road
Claycliffe Road
Medina Way
Claycliffe Avenue
Medway Close
Longley Close
Mawfield Road
St Thomas's Road
Annan Close
Deepdale Croft
Dovebush Way
Kelby Croft
Spring fields
Wilbrook Rise
Redthorpe Crest

Local Opinion Survey catchment area - outlined in black
Leaflet distribution areas - outlined in red



Appendix 4

Local Business Opinion Survey - September 2008

- **We identified 36 local businesses in the general vicinity of the development site.**
- **Leaflets with reply paid cards were sent to each business.**
- **In addition 12 businesses (one third) were contacted direct by telephone.**

General findings

- Whilst there was a poor response to the leaflet with only 4 replies received. All four responses were in support of the scheme. As the general tendency is for apathy unless there is an objection, it is apparent that there is certainly not any substantial opposition to the proposal, in fact, only one opponent among the local businesses was identified.
- **Comments received:**
 - At the moment this area of waste/scrub is unsightly & could do with a purpose other than illegal fly tipping! I moved my business here as I felt the area was on the up and this [the proposed development] would certainly support this momentum.
 - The suggestion in the information provided would be the most effective use of the site, there are sufficient trade counters less than half a mile away on the Booker Development. This area is in need of some good quality facilities which will enhance not only the saleability of the ??? in the area but the attraction of the ???space and trade counters close by to would be tenants and owners.
(N.B. illegible handwriting)
 - A post-box would be useful.
 - A great idea to redevelop the area. A food shop would stop unnecessary travel into Bamsley – so would a cash point. Good luck with your proposals.

Of the 12 businesses we contacted by telephone 11 were extremely supportive, 1 was opposed.

- **Comments received:**

- Would be an asset.
- Would use the facilities.
- Welcome any development to bring people to the area.
- Mixed use would be beneficial.
- There are a lot of businesses around here but no facilities for them.
- Would be beneficial to a lot of businesses.
- In favour of a food store. Have to go into town at lunchtime where parking is a real issue.
- More local choice is needed.
- Already lot of trade counters, offices etc but no shops to service them.
- We need a Tesco Express and a Starbucks!
- Office workers don't want to work in an area with no facilities where they can't easily buy a coffee and a loaf of bread.
- Don't need more industry, need a shop, which would be good for business.
- Great idea. A shop would be very useful to workers.
- There is a lot of empty office space around. Anything bringing more people to the area is good.
- There is nowhere to go at lunch. Great idea.

Appendix 5

Claycliffe Property Developments, Barugh Green, Barnsley

PR PROTOCOL

Following the positive meeting with Barnsley MBC officers on November 25th 2008, proactive PR activity will follow this protocol.

At this time we would envisage activity along the lines listed below. In the spirit of open and transparent co-operation, we will, at all times, keep Barnsley MBC planning officers informed of PR activity. We will copy them in on any briefings, press releases, letters etc that we issue. We will inform them of any meetings we set up with Cllrs and of any other contact we may have with Cllrs and we will copy them in on any briefings we provide for Cllrs.

1) PR activity prior to submission of application

- Notify Darton West Ward Cllrs in advance of submission [date, content and response to Public Consultation]. Keep the Cllrs informed of progress and material developments throughout the planning process.
- Write to those residents and businesses that asked to be kept informed during the public consultation exercises in 2008. This will be date and content of submission together with key responses to public consultation. Keep these people informed of any significant developments during the planning process.

2) PR activity upon submission and during the planning process

- Issue a media release to all local media with details of the application and submission date and deal with any subsequent media enquiries and / or reports. Keep the media apprised of progress and developments.
- Write to all Cllrs informing them of submission of application. Issue a briefing document to all Cllrs during the planning process, prior to determination of the application.
- Undertake further public consultation about the planning application, as appropriate.
- Issue the findings of further consultations, as appropriate, to Barnsley MBC planning officers, Cllrs and the media.
- Inform the media when the planning committee meet to determine / discuss the application.
- Inform all consultees, as already outlined, when the planning committee meet to determine / discuss the application.
- Speak to and / or meet the Darton West Ward Cllrs prior to the planning committee meeting.

3) After determination of the planning application

- Inform the media and public about the outcome and let them know what they can expect to happen next.

Appendix 6

Developer seeks ideas for site

By Katia Harston

A DEVELOPER has commissioned a survey to find out what residents in Barugh Green want to happen to a derelict site.

Claycliffe Property Development Limited told the Chronicle it has ideas for the site, on the corner of Barugh Green and Claycliffe Road next to the Cherry Tree pub, but said it was important to canvass local opinion before submitting a planning application to the council.

A team of interviewers were sent to the village in June to quiz locals about the area and some 200 people took part.

Locals living nearby were asked what they did and did not like about the village, what could be done to improve it and they were asked specific questions about the site.

Residents on nearby Barugh Green Road told the Chronicle they were happy to hear the land

was going to be redeveloped but expressed concern over what its use would be.

Mike Tinker, of Barugh Green Road, said: "A few weeks ago a lady came and asked me if I wanted to see it redeveloped, what I would want to see built there and what I thought was needed in this area.

"I suggested things like a doctor's surgery or a post office and then I was asked whether I could see room for a small restaurant or something like that, which I don't really agree with.

"I do want to see the land redeveloped, I have no objections to that because it's been stood doing nothing for years but when the plans are submitted I shall probably go and have a look because I'm none the wiser after speaking with them about what their intentions are."

Claycliffe development director Doug Slater says it is a significant step for a developer to seek local

opinion.

He added: "With such a long and plotted history we felt it would be helpful to canvass local views.

"The site has been an eyesore for a long time and if it is to be developed at last it seems sensible to gather a sample of opinions."

Mr Slater says the company has discussed plans about what can be done with the site and what will be financially viable in terms of development.

He added: "There are various options open to us and we will now analyse the findings and see if we can come up with a scheme that takes local opinion on board as well as the requirements of the planning authority."

Tracy Hostler, spokesperson for Claycliffe Property Development, said residential development is not an option because Claycliffe has had a planning application for housing on the site turned down in previous years.

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Barnsley Chronicle - Friday, July 25, 2008

Developers seek views on former garage plan

CLAYCLIFFE Property Development will hand out 2,000 leaflets to Barugh Green residents outlining plans for the redevelopment of a former petrol station and garden centre.

The site is at the corner of Barugh Green and Claycliffe Road, next to the Cherry Tree pub and Claycliffe will deliver the leaflets to 2,000 homes revealing intentions for the land before submitting a planning application to the council.

Each leaflet has a postage-paid reply card attached for residents to fill in and return to the developers to comment on the proposals.

Tracy Hostler, spokesperson for Claycliffe, said the leaflet would build on the opinion survey carried out in June and give local people a further opportunity to get involved.

Anyone who does not receive a leaflet and would like one should contact Tracy on 01727 833324.

Barnsley Chronicle (Darton & District Edition)

Friday, August 1, 2008

Front Page Headline

Surgery and shops plan for Barugh

SHOPS, trade counters, offices and a doctor's surgery are among facilities which could be built on derelict land at Barugh Green as part of proposals for a mixed-use development.

Claycliffe Property revealed the plans this week following the distribution of 2,000 leaflets to residents in the vicinity of the site at the corner of Barugh Green and Claycliffe Road.

It has been designed with an emphasis on providing buildings that match existing, surrounding amenities, like the adjacent Cherry Tree pub. Claycliffe is aiming to reduce the visual impact of the building by retaining 80 percent of the trees on site and making use of landscaping.

Development director Doug Slater said Claycliffe has to take into account the requirements of the council's planning department, as well as the financial viability of any scheme, but also feels strongly that views of local



A computer-generated image created by Claycliffe Property Development Ltd shows what the mixed-use development could look like on the former garden centre and petrol station site.

people should be considered.

He added: "The survey we carried out in June clearly indicates residents would find a variety of local shops and services useful.

"A development including a small food store, supplemented by two or three additional retail units and trade counters would cover a number of needs identi-

fied. As a result of the opinion survey cash point facilities and a children's play area are now also high on our list of priorities and we are exploring any requirement for provision of a medical facility, which could be doctors, dentists or vets."

■ What do you think of the proposals? Get in touch on 734972.

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Barnsley Chronicle (Darton & District Edition)

Friday, August 1, 2008

DARTON *Diary*



Katia Harston

Parent worried

HAD a call this week from a worried Darton mum who wanted to tell me she is concerned for her daughter's safety when she's walking the family's sheepdog on Longfields.

The reason she is so worried, she told me, is because she feels there has been an increase in bigger, aggressive dogs being walked on the fields, some without leads, and fears for her daughter and dog's safety around the problem hounds if they are left to run loose.

The family has been walking the dog on Longfields for eight years and say other dogs have never been a problem before.

Now this mum is wondering if anyone else in the area has the same worries or has experienced anything similar on the fields recently.

If so please see below on how to get in touch.

Plans revealed

PLANS were revealed by Claycliffe Property Development this week for the derelict site next to the Cherry Tree pub (see

Page One).

Residents on Barugh Green Road, Claycliffe Road and Avenue, Medina Way, Medway Close, Longley Close, Mawfield Road, St Thomas's Road, Annan Close, Deepdale Croft, Dovebush Way, Kelby Croft, Springfields, Wilbrook Rise and Redthorpe Crest were among the first to get a preview of the developer's proposals for the site when 2,000 leaflets detailing plans were posted to residents.

And I must admit at this stage it seems like a promising development. Claycliffe has taken on board the ideas suggested by the people who will use the services most, and all this before a planning application.

Did you receive a leaflet?

What do you think about the proposals?

Please get in touch on 734273 or write to me at The Barnsley Chronicle, 47 Church Street, Barnsley S70 2AS or e-mail editorial@barnsley-chronicle.co.uk

sharpe communications

Barnsley Chronicle (Darton & District Edition)

Friday, August 15, 2008

Barugh councillor slams plan for more shops

By Katia Harston

A TOWN centre councillor has criticised proposals for a mixed use development at Barugh Green because she believes it will increase traffic levels in the village and affect the regeneration of other parts of the borough.

Coun Margaret Bruff told the Chronicle she is concerned over plans, suggested by Claycliffe Property Development Ltd, to

build shops and offices on derelict land adjacent to the Chestnut Tree pub, on the corner of Barugh Green and Claycliffe Road.

Coun Bruff, who lives in Barugh Green, said the land proposed for redevelopment is allocated for employment purposes and is intended for light industrial use.

She added: "The suggestion to convert this area into an 'out-of-

town shopping zone' will not only draw in traffic to the area at unsociable hours such as evenings and weekends but it will also detract from the council's plans for regeneration of the town centre and other small townships within the borough, like Darton and Royston."

She went on to say Claycliffe Property Development Ltd is trying to generate support through the media to try to over-

turn the council's Planning Policy Statement (PPS6) which aims to direct retail and associated uses towards town and local centres.

Claycliffe canvassed the support of local residents in June by inviting them to contribute towards plans for the area and asked them to take part in an opinion survey responding to the suggested ideas in July.

Continued P12

12—Barnsley Chronicle, Friday August 15, 2008

Darton DISTRICT NEWS

Barugh councillor slams plan for more shops

Continued from p1:

Coun Bruff added: "People who buy houses in semi-rural areas do so in the knowledge that they may have to travel farther to access some facilities.

"As a resident of Barugh Green I know that we already have a post office, a chemist, a doctors' surgery, cash point facility, several pubs, restaurants and takeaways as well as a small super store incorporating a butcher and baker, children's play area and

sports field. All of these are within easy walking distance of the residential areas.

"As a town centre councillor I embrace the enlightened view against out of town retail parks which only lead to more empty shops in what should be vibrant town centres."

*What do you think about the plans for the site? Do you think Barugh Green needs a mixed use build? Contact 734273.

sharpe communications

Barnsley Chronicle (Darton & District Edition)

Friday, October 3, 2008

More scrutiny for developers

CLAYCLIFFE Property Development has extended its public consultation for a development in Barugh Green to local businesses in the area.

It is hoping to build a mixed use development of retail units and offices on wasteland adjacent to the Chestnut Tree pub at the corner of Barugh Green and

Claycliffe Roads.

Claycliffe is now contacting businesses close to the development site to canvass their views.

Tracy Hostler, spokesman for Claycliffe Property Development, said the consultation would last two to three weeks.

She added: "We will also be

mailing out copies of the leaflet to businesses giving them a further chance to respond by completing the reply paid card."

To request a copy of the proposals before a planning application is submitted contact 01727 833324 or e-mail barughgreen@sharpecomms.co.uk

Claycliffe plan gets support

By Katia Harston

PLANS for a mixed-use development in Barugh Green by 2010 has the support of local businesses and residents, according to a public consultation carried out by the developer.

Claycliffe Property Development Limited has spent five months canvassing the views of those living close to the proposed site.

It is located at the corner of Barugh Green and Claycliffe Roads adjacent to the Chestnut Tree pub.

Results of the consultation show, from the 2,000 people surveyed, 73 per cent support the developer's plans for a mixed-use build and a further 68 per cent said they do not want the derelict former petrol station and garden centre to be left as it is.

Figures revealed some 1,480 people questioned about the plans

said they have no concerns about the site being redeveloped and furthermore, 91 per cent of local businesses surrounding the site also strongly support proposals.

Doug Slater, managing director at Claycliffe, said from the start it has held a strong belief the views of local people should be sought.

He added: "We have been true to our word and are delighted with these findings that very clearly give us the backing and support of local residents and businesses."

Claycliffe has indicated its willingness to introduce specific facilities into the development as a result of suggestions.

Ideas put forward include a cash point, children's playground and a post box which Claycliffe says it is looking into.

Initial plans for the site include two plots - one a parade of small shops, units and trade counters -

and another with small scale office units and car parking to serve both areas.

Mr Slater said Claycliffe is now in the process of putting together a planning application.

He added: "In planning terms, this site is allocated for employment uses, which doesn't include retail.

"However, local businesses, residents and workers we have spoken to left us in no doubt more facilities are urgently needed in this area to satisfy needs of both local residents and a successful, expanding business community.

"It is the retail element of this scheme that makes it a viable proposal and in the current economic climate this is becoming increasingly important."

Appendix 7