

BARNSELY PRINCIPAL TOWNS FEASIBILITY STUDIES PEOPLE, PLACE, PROSPER

HOYLAND **DRAFT** REPORT

OCTOBER 2019



People

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Figure 1.1 – Location of Principal Towns

1.0 INTRODUCTION

Arcadis Consulting (UK) Ltd was commissioned by **Barnsley Metropolitan Borough Council** (BMBC) to look at potential projects and opportunities in **Hoyland** as part of BMBC's **Principal Towns** initiative.

1.1 Aims

The aim of Principal Towns is to improve the economy of some of the areas surrounding Barnsley town centre and help local high streets thrive. Overall, sixteen centres within the Barnsley area are included within the Principal Towns programme and are eligible to receive funding for projects on a competitive basis. The initial commission considered six of Barnsley's Principal Towns, namely Penistone, Cudworth, Royston, Darton, Dodworth and Wombwell. The commission was extended to include Hoyland as shown on Figure 1.1.

Initial ideas have been identified for Hoyland and further feasibility work has been undertaken to develop and cost proposals ahead of the bids for funding being submitted for approval to the Principal Towns Commissioning Board.



Figure 1.2 – Study Site Area

1.2 Overarching Requirements

In developing proposals for Hoyland, the study brief has set out the following overarching requirements:

- The need for quality and sustainable development opportunities – to ensure proposals have a lasting impact. As these will be capital schemes, there will be no revenue budget to maintain these in the future and as such, proposed projects will need to be sustainable.
- Consolidation of community assets where relevant – there are community assets within a number of the towns, for which future usage and sustainable opportunities should be identified.
- Improving the Economy – improving the economy of the local high street and encouraging current and future businesses on the high street to thrive.
- Improving Green and Public Spaces – a number of the proposals include improving the provision of green and public spaces for local communities. Sustainable and high quality green and public spaces are therefore required.

The project contributes to BMBC's Corporate Strategy in the following ways:

- Growing the Economy – proposals are likely to encourage local investment due to the capital investment available as part of Principal Towns. This may be in the form of new local businesses or the expansion of existing. Proposals may lever in further private investment in the local high street, development opportunities may be identified and regeneration and economic development of the local high street will be supported.
- Improving People's Potential & Achievement – opportunities will be identified that ensure neighbourhoods are safe and accessible, allowing future development to support high street regeneration through existing partnerships.
- Changing Relationships between the Council and the Community – the ongoing review of BMBC's estate will allow for the identification of initiatives with other public and third sector partners. Proposals may provide a number of employment opportunities and apprenticeships (possibly through work placed schemes or employment in the construction industry as well as through locally connected businesses). Local communities are engaged throughout this process and it is likely that community groups may aid in the future proofing of some of the community assets in these areas.

1.3 Economic Benefits

There is plenty of evidence to suggest that environmental improvements to our town centres, including the creation of good public realm and public spaces, done well, have economic, social and health benefits. The Commission for Architecture and the Built Environment (CABE) has undertaken research which shows that improvements to public spaces in town centres can support economic growth, encourage private investment and improve the quality of life of residents. Similarly Living Street's 'The Pedestrian Pound' (2014) describes a plethora of evidence relating to benefits from public realm improvement schemes including that well-planned investment in the public realm can potentially boost footfall by up to 40%.

There is a substantial body of evidence to suggest a positive relationship between amenity improvements and property prices (for example public realm improvement schemes with an emphasis on pedestrian priority have been associated with a 12% growth in the sale price of properties, those with an emphasis on decluttering or materials and fixtures, a growth of 7% and 3% respectively).

Our physical environment has the potential to impact upon both physical and mental health, with good design in relation to the quality, accessibility and sustainability of our environment having the potential to reduce stress, encourage exercise and promote good health. The focus on Hoyland town centre as part of this study has considered ways to create more walkable and attractive neighbourhoods, thereby encouraging people to be more active, increasing footfall through the town centre, and where possible creating spaces where people want to congregate and interact.

1.4 Consultation and Engagement

As with the other Principal Towns projects, consultation has been undertaken during the course of the project with elected members, Ward Alliance members, key stakeholders including specific community groups / local businesses, and members of the public in order to develop ideas and opportunities for Hoyland.

1.5 Relevant Documents and Strategies

A number of relevant documents and strategies have provided background information / context as well as strategic direction. Key documents are summarised below.

- BMBC's Local Plan was adopted by Full Council on 3rd January 2019 and sets out how the Council will manage physical development within the borough on behalf of residents and businesses. The Plan incorporates relevant policies and development allocations for Hoyland.
- The Smaller Centres Study (England and Lyle, November 2010) aimed to develop a better understanding of a number of smaller centres within BMBC and what potential they have for development to support growth over the plan period. The study includes healthchecks for Hoyland as well as a review of shopping provision, patterns and catchment areas.

1.6 Report Structure

This report summarises the work undertaken in the development of projects for Hoyland town centre, setting out:

- Background information relating to the local area as relevant (for example demographic information, market overview, planning policy)
- Stakeholder engagement undertaken in the development of ideas
- Projects and opportunities identified as relevant
- An Action Plan, together with costs, timescales for delivery, an assessment of potential benefits and a summary of recommendations and next steps.



Hoyland has “a **higher place quality** assessment score” because of its ***distinctive character.***

Smaller Centres Study, England and Lyle 2010

2.0 HOYLAND

Hoyland is situated approximately 6km to the south of Barnsley town centre and is a distinctive semi-rural market town on the southern fringe of the Borough.

2.1 Overview of Hoyland

People

The Hoyland Milton ward has a population of 12,241 (ONS 2017 Mid-Year Population Estimates) which forms approximately 5.1% of the total population of the wider BMBC area. Some two-thirds of the population (64.8%) are of working age, slightly higher than the borough and national averages. Hoyland has a lower than average proportion of residents of pensionable age (above 65 years old) (17.5%) and a comparable proportion of young people (under 18-year olds) (22.3%) to wider figures for Barnsley and England. The mean age of residents in Hoyland is 39.8.

Place

Hoyland was historically a farming settlement until the development of industrial activity associated with coal mining in the eighteenth century, following which the settlement expanded rapidly. As was the case elsewhere in the UK, the twentieth century saw many of the local pits close, removing a major source of employment and industry. In the late 1980s and 90s two of the former collieries were redeveloped into industrial estates and housing developments with the aim of reusing brownfield land and regenerating the area.

The main retail and service provision within Hoyland is located on High Street, King Street and Market Street, providing a range of shops and services. Hoyland benefits from a regular outdoor market, operating three days a week within the town centre.

In 2008, proposals were brought forward by the local authority for the regeneration of Hoyland town centre, including a new health/social care centre, library, retail units and managed workspace. The Hoyland Centre was successfully delivered. Recent developments have included the construction of new retail space. Planning

permission was granted in 2015 for a 1,045m² retail unit with 75 associated parking spaces on Market Street, on a site adjacent to the Beggar and Gentleman Public House; the permission was subsequently amended to allow for the subdivision of the retail unit and in addition provide for two further retail units (318m²) and three retail kiosks (70m²). The main retail unit is occupied by B&M and has recently opened, although no further progress appears to have been made on the remainder of the proposals on the site.

The former town hall was remodelled in 2015, with improvements to its external appearance. Now in private ownership, the building has been subject to a recent successful planning application for the conversion of the first and second floor former offices to 21 apartments. It is understood that the Co-operative, who until recently has occupied the ground floor of the town hall, is closing down.

Hoyland has good levels of infrastructure and accessibility, with the M1 motorway to the west and A6195 to the north of the town. Within the town centre the roadway follows a one-way system, comprising Market Street, King Street, Southgate and Milton Road. The villages of Hoyland Common and Elsecar are located in close proximity to Hoyland, although each of the areas have very different characteristics. Walking and cycling links within the town centre and connecting to residential areas, could be improved.

Hoyland is currently the subject of a pilot scheme to become a smoke-free destination, helping to improve air quality and make the habit of smoking invisible to younger generations. The initiative has at its heart a desire to create voluntary smoke-free areas across Barnsley, including parks and town centre zones, to create an environment where the sight of people smoking becomes infrequent and unusual. The pilot programme is being progressed by the BMBC Public Health department along with a communications agency, Magpie, to engage with the local community and businesses about how a smoke-free zone in Hoyland may work. There is clearly an overlap with the Principal Towns work in developing a sense of place for local residents, a smoke-free identity, and the possibility of generating additional footfall to the town centre as a result.

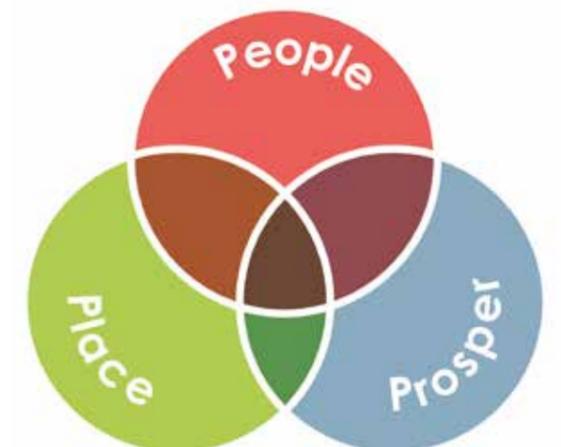
Prosper

Approximately 70% of the residents of Hoyland are economically active, greater than the Borough average. The unemployment rate is 5.2%, with 2.3% classified as long-term unemployed. The level of young people (aged 16-24) unemployed is 1.5%, slightly lower than adjacent boroughs. There is almost a 10% difference in the economic activity rate in males and females, with 73.9% of males economically active compared to 64.5% of females.

Almost one third of residents of Hoyland are categorised as having no qualifications (31.5%), compared to a regional average of 25.8% and a national average of 22.5%. 16.5% of residents are educated to degree level or above, significantly lower than the regional and national averages of 33.3% and 39.2% respectively.



Hoyland Market



Hoyland has a significantly greater proportion of the workforce employed in elementary and process plant and machine operations (31.7%) compared to the regional (19.3%) and national average (16.8%). Wholesale and retail trades employ the most workers at 17.4%, followed by human health and social work activities at 13.3%. Only 4.1% of residents work in higher professional occupations, which is half the national average.

Within the ward of Hoyland Milton none of the Lower Super Output Areas (LSOAs) are in the 10% most deprived in England according to the Indices of Multiple Deprivation (IMD) 2010 and 2015. Within the Education, Skills and Training domain, 33% of Hoyland Milton LSOAs are in the bottom 10%. Across the Hoyland Milton ward there are pockets of deprivation. More deprived communities in Hoyland Milton include the area to the north west of the ward including the residential area of Platts Common which is within the bottom 20% most deprived.

The percentage of primary school pupils eligible for and claiming for a free school meal is higher for Hoyland (17.0%) than the national average (14.1%) but slightly lower than for Barnsley (19.1%). Likewise, the percentage of secondary school pupils eligible for and claiming a free school meal in Hoyland is greater than the national average but lower than for Barnsley. Over one quarter (26.5%) of households in Hoyland do not have access to a car or van (comparable to the proportion for Barnsley and average for England, 26.9% and 25.8% respectively).

A report from England & Lyle (2010) categorises Hoyland with a place quality rating of 3.5 and an overall vitality and viability index of 3.2. These are slightly better than the average scores for neighbouring town centres, due to the number and type of shops within a concentrated centre, low vacancy rates and distinctive character. The report (2010) identified the lack of opportunities for the centre to expand or consolidate, lack of evidence of recent investment by retailers and need for improvement in shopping provision. Since the 2010 report was produced however, there have been ongoing concerns about the vitality and viability of Hoyland town centre, notably the condition of shopfronts, the high proportion of fast food outlets and lack of footfall.

As of 2018, Hoyland has a total of 54 retail and service units, which is slightly lower than the total noted in the 2010 report (57). The number of vacant units has also increased in Hoyland, although several of these units are currently being renovated. Since 2010, the retailers Boyes, Tesco and B & M have invested in Hoyland as major retailers to intensify development in the town centre.

2.2 Planning Policy

Barnsley's Local Plan was adopted in January 2019. The Spatial Strategy outlined within the Local Plan categorises Hoyland as a district centre and Principal Town. The Local Plan states that the aim for the future of Hoyland is 'to grow housing and employment taking advantage of its accessible location and utilising strategic transport links... whilst seeking to protect their unique identities.'

The Local Plan identifies multiple sites across Hoyland for housing and employment opportunities to take advantage of its accessible location and strategic transport links. The Local Plan sets out 110.9 ha of New Employment Sites across Hoyland, with the employment and housing allocations interlinked to provide sustainable and mixed-use growth.

It is anticipated that Hoyland will provide 12% of the overall supply of new homes in the Borough. There are three Masterplan Framework Areas covering parts of Hoyland, as follows:

- The Hoyland North Masterplan Framework Area has the capacity to deliver 765 housing units and 37ha of employment land including:
 - HS56: land off Shortwood Roundabout, Hoyland
 - HS64: land North of Hoyland Road, Hoyland Common
 - HS66: land West of Upper Hoyland Road
 - ES14: Rockingham
 - ES17: land south of Dearne Valley Parkway
- The Hoyland South Masterplan Framework Area, which includes:
 - HS58 - land at Broad Carr Road, Hoyland
 - HS61 - land off Clough Fields Road, Hoyland Common
 - HS62 - land off Meadowfield Drive
 - HS65 - land north of Steed Lane, Hoyland
 - HS68 - land between Stead Lane and Sheffield Road, Hoyland Common
- The Hoyland West Masterplan Framework Area, which includes employment site ES13 (land west of Sheffield Road) and housing site HS57 (land at Tankersley Lane).

Planning constraints within Hoyland town centre and immediate environs are shown in Figure 2.1 below (with green dots representing tree preservation orders and the purple dot a listed building (Woodhouse Farmhouse Grade II 1191488)).

Housing and employment allocations within the wider Hoyland area are shown on Figure 2.3 .

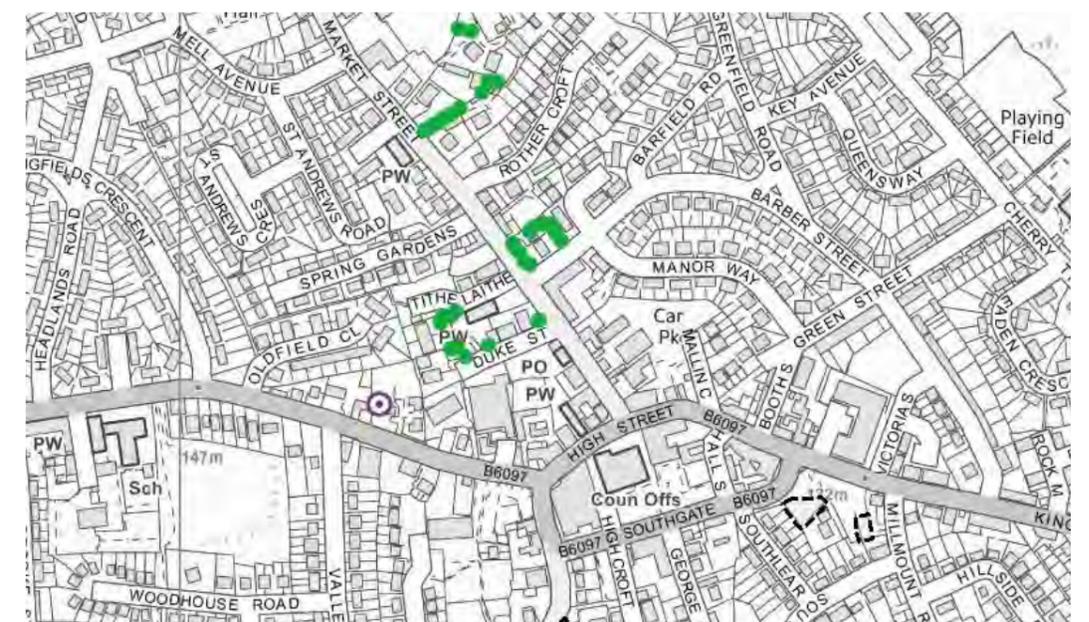


Fig 2.1 Local plan extract

2.3 Stakeholder Engagement

Consultation with stakeholders has been undertaken as part of this Principal Towns work. Figure 2.2 identifies the key dates and stages at which stakeholders (including Ward Alliance members, elected members, local business representatives and members from community groups) have been engaged with and for what purpose. Feedback was also received from consultancy Maggie about the work they have been undertaking with local businesses as part of the Smoke-Free Hoyland Campaign.

29th May - Elected Members, Ward Alliance

- Walkabout in Hoyland town centre and identification of issues and opportunities

28th June - BMBC officers, Elected Members

- Meeting to discuss cross-project opportunities for Hoyland High Street

9th September - Elected Members, local businesses, local residents

- Meeting to view and comment on initial proposals for Hoyland High Street

Fig 2.2 Key dates and stages of consultation

2.4 Summary of Key Issues

The following is a summary of key issues for Hoyland, drawing on findings of site and market appraisal work and from consultations undertaken with key stakeholders. Key issues are also summarised on Figure 2.4.

- Hoyland will be the subject of a significant amount of residential and employment growth over the coming years, as set out in the Local Plan and emerging Masterplan Frameworks. New residential areas have the potential to strengthen the town centre through increased usage and footfall; however walking and cycling links to the town centre will be critical to deliver this, as will work to present the town centre as a vibrant destination with shops and services.



West Street and High Street, Hoyland

- Development of a theme / brand / identity for Hoyland will be an important part of ongoing work. The smoke-free Hoyland pilot scheme forms a good starting point for this.
- There is a distinct lack of trees / greenery in the town centre.
- There is a need to improve approaches and gateways to Hoyland town centre, including addressing blank façades and maximising the potential opportunity for place-making. There is little physical separation between Hoyland Common, Hoyland and Elsecar, and therefore the identify of the three settlements as distinct places needs to be celebrated.
- Improvements to wayfinding and signage between the High Street and car parks could help improve the visitor experience and return visits.
- Although the central public area of public realm outside the Co-op has been enhanced relatively recently, the area could be further improved as a destination to attract and retain local residents (taking into account likely changing demographics over time, with more young families potentially moving in to the wider Hoyland area), for example through providing more seating and improving the retail / leisure offer in the immediate environment.

HOYLAND WIDER PLANNING CONTEXT

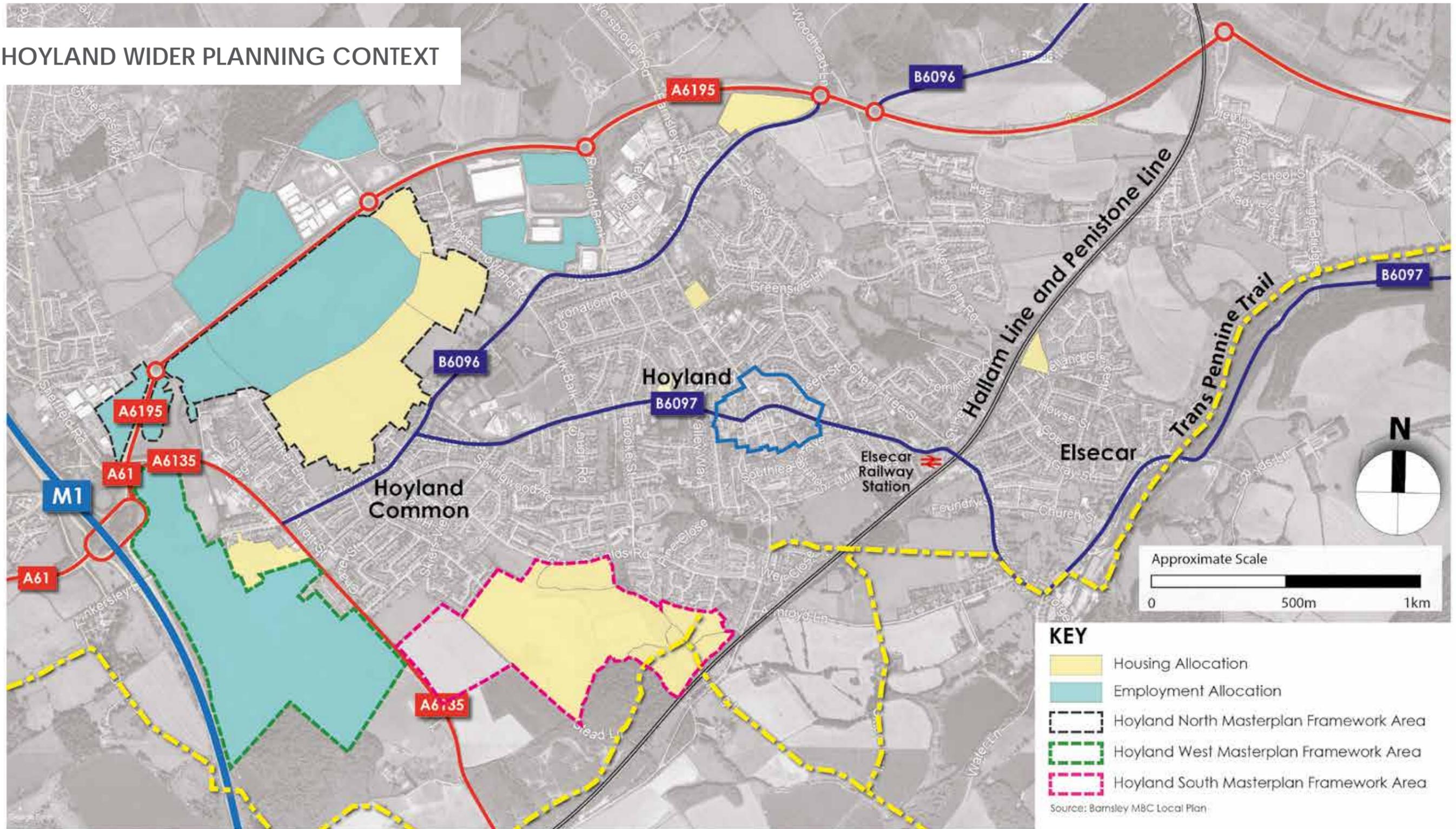


Figure 2.3 – Hoyland Wider Planning Context

Plus

3.0 HOYLAND MASTERPLAN

This section sets out ideas and opportunities for Hoyland town centre, drawing on the baseline work and findings from consultation and engagement. Opportunities are focused around town centre enhancement, arrival experience / gateways and urban greening.

3.1 Town Centre Enhancement Opportunities

Figures 3.1 and 3.2 present enhancement opportunities for Hoyland town centre, including improvements to the public realm, opportunities for improving movement and circulation, and relevant opportunities to develop new community and business uses. Within both options there are opportunities to incorporate information relating to the Smoke-Free Hoyland campaign as branding is developed.

Option 1 (Figure 3.1) looks at primarily environmental solutions and assumes there are no significant changes to the fabric of existing buildings.

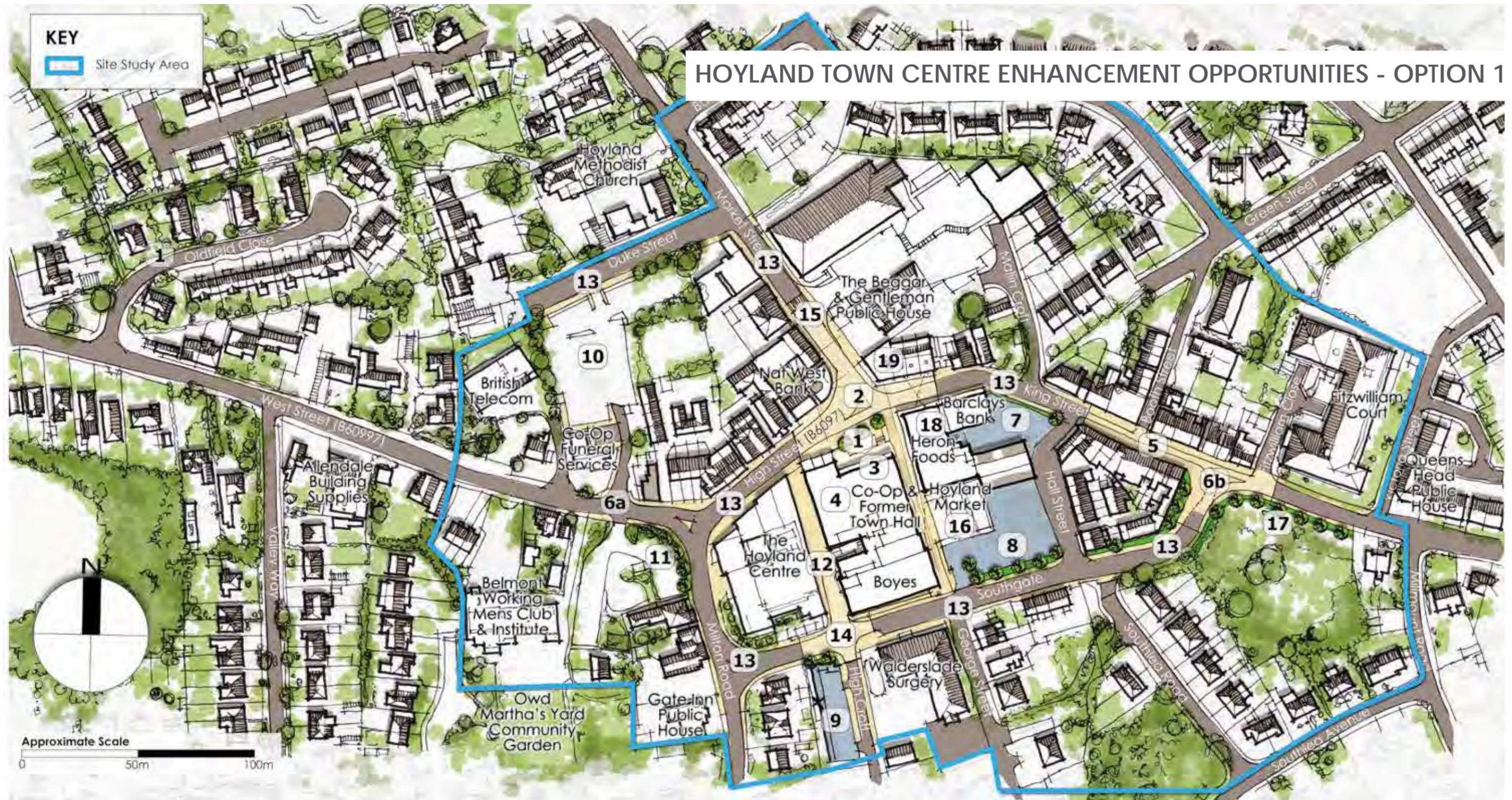
Features of Option 1 include:

- Redesign and upgrade the central public realm outside the former town hall and Co-op building
- New highway surface treatment along sections of the High Street and Market Street, the purpose of which is to define the town centre, slow traffic and improve pedestrian movement
- Repurposing of the former Co-op building as an indoor market, including creation of a more active frontage along the central square
- Narrowing a portion of King Street to single lane width in order to widen footways, improve pedestrian safety and ease of movement as well as to improve shopper and visitor experience within this section of the town centre
- Improve 'gateways' to the Hoyland to create a more welcoming approach to the town centre
- A range of car park improvements including resurfacing, formalising of spaces including provision for disabled users, boundary, wayfinding and signage improvements
- Improving the entrance to the Hoyland Centre to include provision for disabled parking
- Enhancement of the town centre public realm to include upgraded footways, improved crossing points and signage and wayfinding
- Enhancement of the existing permanent market stalls including lighting and wayfinding
- Improvements to the look of the potential development land parcel on King Street with street tree and verge planting (subject to landowner agreement)

Option 2 (Figure 3.2) takes a number of these proposals a step further by considering the potential benefits of reconfiguring parts of the existing built environment in order to enhance the town centre. Additional opportunities identified in Option 2 include:

- Replacing the existing unsightly 'Heron Foods' block in order to better frame and open up the public space as well as strengthen the building line on King Street
- Removing the single storey frontage on what is currently the Co-op building and creating active frontage to the repurposed building, opening it up to the central square
- Improving the look and fabric of the key corner building which is currently the 'Bargain Booze' shop and associated block with new cladding and pitched roof

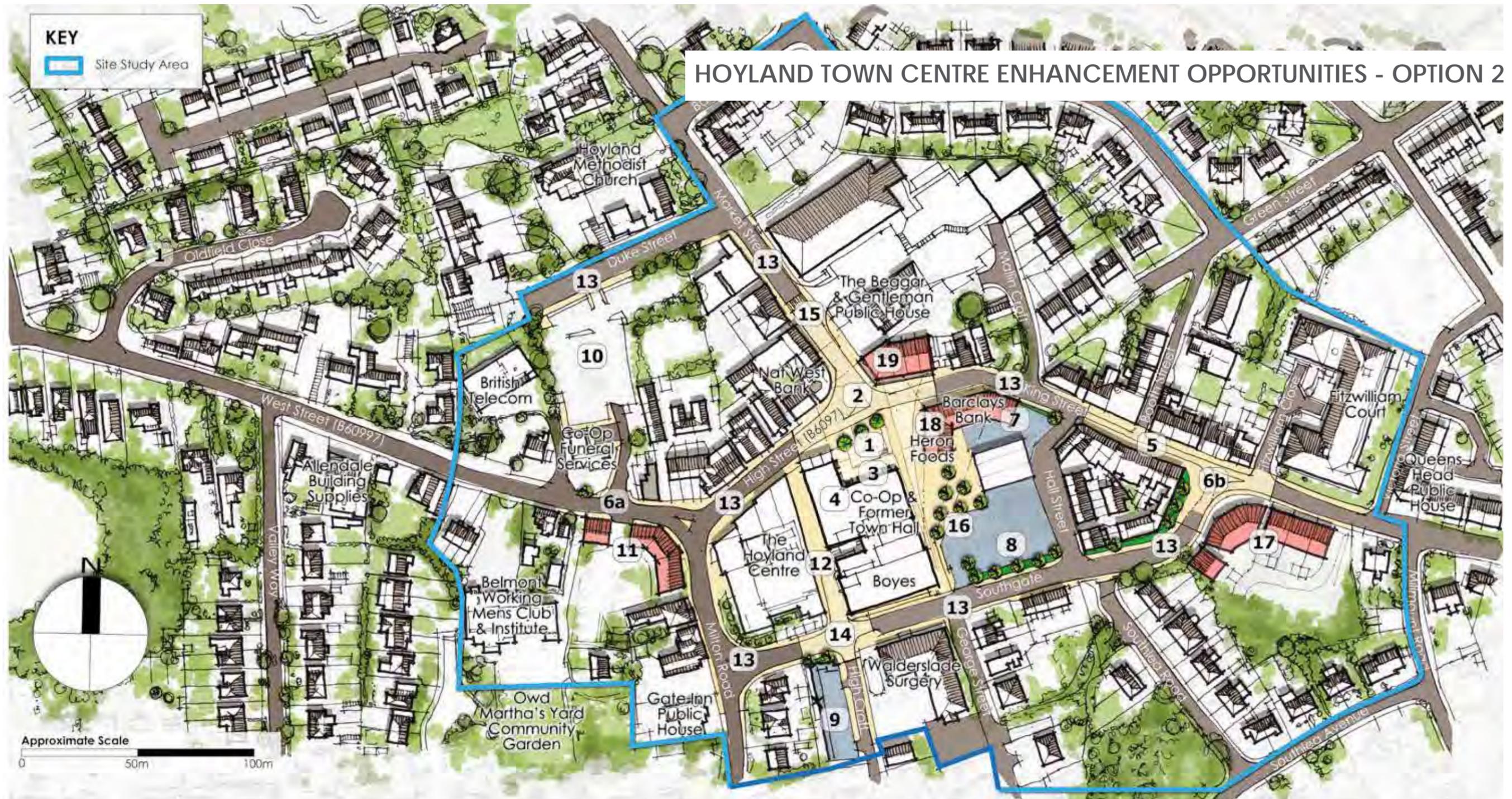
HOYLAND TOWN CENTRE ENHANCEMENT OPPORTUNITIES - OPTION 1



- 1 Central Square:** Redesign and upgrade public realm: street furniture, planters and trees, signage for clean air zone and wayfinding, water station, digital screen, public art combining water feature and whif, CCTV
- 2 Enhance highway at central junction:** Introduce new surface treatment into highway to improve pedestrian movement and define wider Town Square
- 3 Co-Operative building** - repurpose potentially as indoor market - and open up existing frontage to central square
- 4 Former 'Town Hall' building**
- 5 King Street Improvements:** Narrow part of King Street to a single lane to widen footways and increase pedestrian safety and aid movement
- 6 6a-Western Gateway and 6b-Eastern Gateway:** Create better pedestrian approach to town centre, improve look of gateway with street tree planting, wild flower verge planting, improved
- 7 King Street Car Park Improvements:** Resurface (subject to land owner agreement), replace existing bollards with hedge and railing, move and widen existing entrance to improve pedestrian safety and access and to protect corner of building at 21 King Street, formalise parking to include disabled parking spaces and wayfinding signage to high street, improve blank facades
- 8 Southgate Car Park Improvements:** Resurface existing car park (subject to land owner agreement), extend into current derelict land adjacent to Hall Street and rationalise parking layout to include disabled parking, introduce wild flower verge and tree and hedge planting as barrier to wind tunnel issue, wayfinding signage to high street
- 9 High Croft Car Park Improvements:** Resurface existing car park (subject to land owner agreement), introduce wild flower verge and tree planting, wayfinding signage to high street
- 10 Duke Street Car Park Improvements:** improve boundary fencing and introduce wayfinding leading into high street
- 11 Milton Road Car Park Improvements:** introduce wild flower verge and free planting, wayfinding signage to high street
- 12 Entrance to Hoyland Centre (High Croft):** Upgrade existing surfacing, restrict servicing (bins, skips etc), restrict parking to disabled provision only
- 13 Improve public realm in core high street area:** Upgrade footways - high quality concrete paving, introduce wayfinding
- 14 High Croft and Southgate Junction Improvements:** introduce change in road surfacing (e.g coloured aggregate Macadam) to improve pedestrian movement to car park and emphasise approach to Hoyland Centre/high street
- 15 Formal (unsignalled) crossing point on Market Street:** Crossing point linking B&M Stores to Duke Street car park
- 16 Existing Market:** Improve signage/wayfinding to market, improve appearance with screens/lighting, find other uses for repurposing on non-market days
- 17 Derelict land on King Street:** Introduce tree planting and wild flower grass verge to improve approach to town centre gateway (subject to land owners agreement)
- 18 Heron Foods' block**
- 19 'Bargain Booze' block**
- 20 Core Area PV/Solar panels scheme:** To brand Hoyland as a 'green high street'

Figure 3.1 - Town Centre Enhancement Opportunities: Option 1

HOYLAND TOWN CENTRE ENHANCEMENT OPPORTUNITIES - OPTION 2



- | | | | |
|---|---|--|--|
| <p>1 Central Square: Redesign and upgrade public realm: street furniture, planters and trees, signage for clean air zone and wayfinding, water station, digital screen, public art combining water feature and wi-fi CCTV</p> <p>2 Enhance highway at central junction: Introduce new surface treatment into highway to improve pedestrian movement and define wider Town Square</p> <p>3 Co-Operative building - remove existing canopy, repurpose potentially as indoor market - and open up existing frontage to central square</p> <p>4 Former 'Town Hall' building - BMBC to acquire and re-purpose as offices/ business start-up space</p> <p>5 King Street Improvements: Narrow part of King Street to a single lane to widen footways and increase pedestrian safety and aid movement</p> <p>6 6a-Western Gateway and 6b-Eastern Gateway: Create better pedestrian approach to town centre, improve look of gateway</p> | <p>7 King Street Car Park Improvements: Resurface (subject to land owner agreement), replace existing bollards with hedge and railing, move and widen existing entrance to improve pedestrian safety and access and to protect corner of building at 21 King Street, formalise parking to include disabled parking spaces and wayfinding signage to high street. Improve blank facades</p> <p>8 Southgate Car Park Improvements: Resurface existing car park (subject to land owner agreement), extend into current derelict land adjacent to Hall Street and rationalise parking layout to include disabled parking, introduce wild flower verge and tree and hedge planting as barrier to wind tunnel issue, wayfinding signage to high street</p> <p>9 High Croft Car Park Improvements: Resurface existing car park (subject to land owner agreement), introduce wild flower verge and tree planting, wayfinding signage to high street</p> <p>10 Duke Street Car Park Improvements: improve boundary fencing and introduce wayfinding leading into high street</p> | <p>11 Milton Road Car Park Improvements: introduce wild flower verge and tree planting, wayfinding signage to high street</p> <p>12 Entrance to Hoyland Centre (High Croft): Upgrade existing surfacing, restrict servicing (bins, skips etc), restrict parking to disabled provision only</p> <p>13 Improve public realm in core high street area: Upgrade footways - high quality concrete paving, introduce wayfinding</p> <p>14 High Croft and Southgate Junction Improvements: introduce change in road surfacing (e.g. coloured aggregate Macadam) to improve pedestrian movement to car park, and emphasise approach to Hoyland Centre/high street</p> <p>15 Formal (unsignalled) crossing point on Market Street: Crossing point linking B&M Stores to Duke Street car park</p> | <p>16 Existing Market: Relocation of market (potentially to former Co-Op building), repurpose market stall site as extended public realm / car parking area including disabled spaces</p> <p>17 Derelict land on King Street: Indicative redevelopment layout showing residential fronting West Street with provision for parking to the rear</p> <p>18 Heron Foods' block - Redesign corner plot building to frame larger central public realm space</p> <p>19 'Bargain Booze' block - Building fabric improvement - new cladding and pitched roof</p> <p>20 Core Area PV/Solar panels scheme: To brand Hoyland as a 'green high street'</p> |
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Figure 3.2 - Town Centre Enhancement Opportunities: Option 2

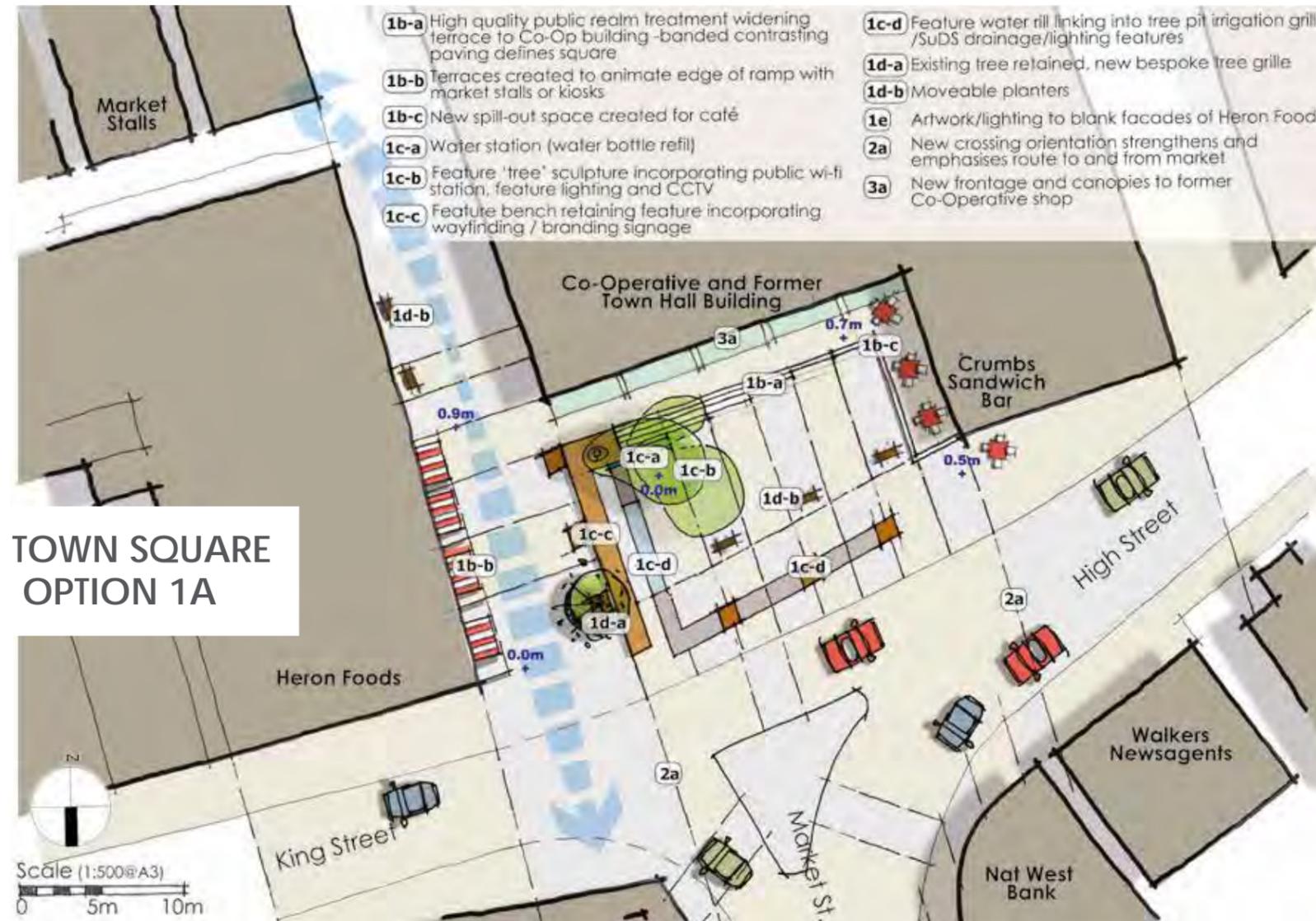


Figure 3.3- Town Square Option 1A

Hoyland Town Square Concept Ideas

Hoyland Town Square is an important focal point, as a place for people to sit, chat, congregate and relax. There are opportunities to reinvigorate the public realm through the introduction of new materials, seating, planting, signage and public art. Three options have been prepared for Hoyland Town Square, illustrated on Figures 3.3 to 3.5 (referred to as Options 1a, 1b and 1c). Features common to all three options include:

- High quality public realm surface treatments to improve the space and widen the terrace to the former Co-op building, thus making the space more flexible for a variety of uses.
- The retention of a clear access route from the High Street to the market, incorporating improved signage and wayfinding.
- The frontage of the Heron Foods building, which faces the square, is used to incorporate market stalls / kiosks to provide additional interest and retail offer for small / local artisan businesses.
- In all three options, the existing tree is retained, with a new tree grille to a bespoke design proposed. Up-lighting of the tree would also be incorporated to promote visual interest during the evening as part of a way to promote the night-time economy in Hoyland. A tree sculpture is also proposed in each option to emphasise the importance of the natural environment in a way that minimises maintenance requirements. Low level planters have also been incorporated.
- Incorporation of a water feature in the form of a 'rill'.
- Emphasis on spill out space from the local café to again make the square more visually interesting and multi-purpose in nature.



Figure 3.4 - Town Square Option 1B

Option 1b differs in that it incorporates new tree planting along the High Street edge. Option 1c differs in that fundamental changes are proposed to the former town hall building, removing the front single storey section to create a wider area of public realm. It is acknowledged that the former town hall is in private ownership at present and has recently been the subject of a successful planning application for the reuse of upper storeys as residential accommodation.

An artist's impression of Option 1a is shown in Figure 3.6.

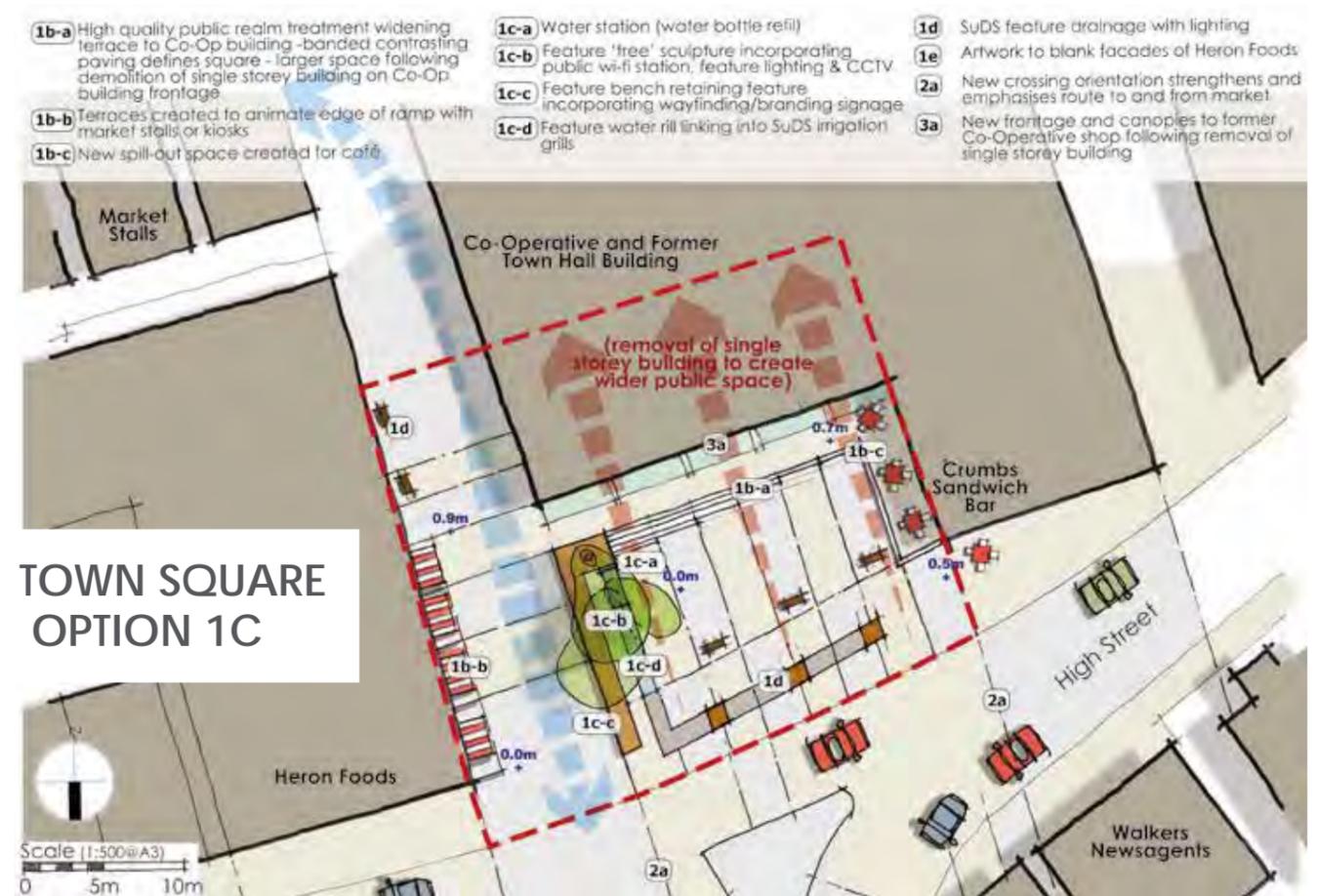


Figure 3.5 Town Square Option 1C



TOWN SQUARE OPTION 1A: ARTISTS IMPRESSION

Figure 3.6 Town Square Option 1A : Artist's Impression

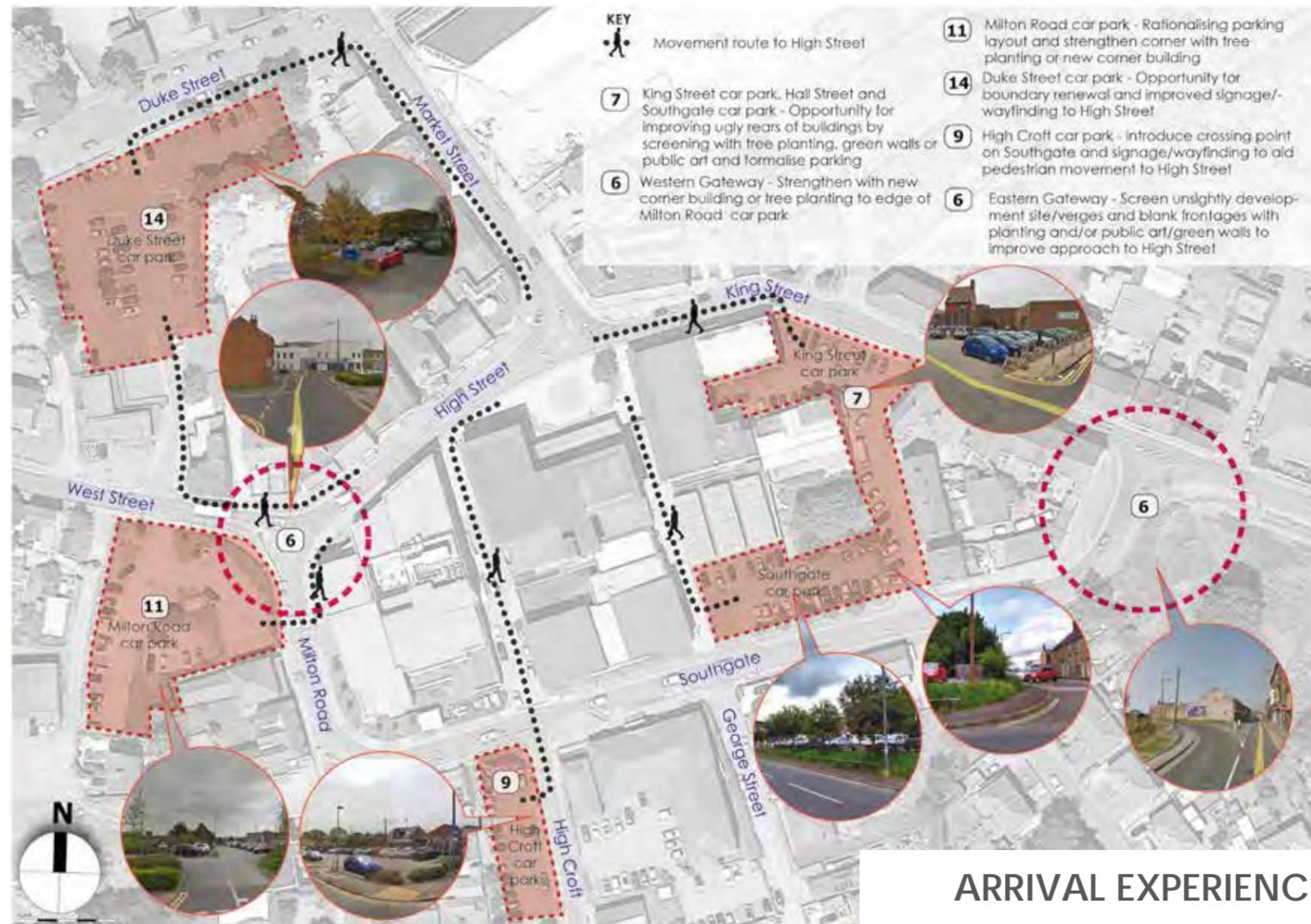


Figure 3.7 - Arrival Experience

Sense of Arrival / Gateway Approaches

Comments from stakeholders, together with our own site analysis have identified that Hoyland lacks a sense of arrival – the gateway approaches to the town centre (for example at the junction of West Street and High Street and on the approach to Hoyland from the south along King Street) are indistinct and underwhelming. Because Hoyland and its neighbouring settlements of Hoyland Common and Elsecar are so physically close together, this need for an identity and branding is all the more important as a way to maximise visits and increase footfall – emphasising that there is something worth stopping for. Similarly, the arrival points within Hoyland (notably the town’s car parks) are uninspiring in terms of their layout and ‘welcome’ for visitors – first impressions of a place are formed very quickly.

Figure 3.7 identifies locations where it is considered that the arrival experience could be improved and the opportunities that exist to do so. These include approaches to improve the western and eastern gateways to Hoyland which are of particular importance:

- The western gateway at the junction of West Street and High Street could be strengthened through the addition of tree planting to the edge of the Milton Road car park (Figure 3.8) or alternatively the introduction of a new corner building (Figure 3.9).
- The eastern gateway could be improved through the screening of the unsightly development site on the approach to Hoyland, enhancements to the road verges and visual improvements to the blank frontages on buildings facing approaching traffic from the south (Figure 3.10).



Figure 3.8 Concept view of proposed improvements to the Western Gateway from Wells Road ('Silver' Option)



Figure 3.9 Concept view of proposed improvements to the Western Gateway from Wells Road ('Gold' Option)



Figure 3.10 Concept view of proposed improvements to the derelict land plot, the Eastern Gateway and approaches and to King Street public realm



Figure 3.11 Concept view of proposed improvements to King Street car park and King Street public realm



Figure 3.12 Hoyland Vehicular Movement

A range of improvements could also be applied to car parks within Hoyland, with opportunities ranging from screening the rears of buildings and improving layouts with more formalised parking through to improving signage / wayfinding such that links to the High Street are easily navigable and accessible. The King Street car park is a particular case in point; Figure 3.11 shows a sketch scheme of how the car park could be improved, through relatively minor approaches to formalise parking and introduce planting.

Vehicular Movements and Junction Improvements

There are a number of locations in the town centre where opportunities to improve pedestrian experience have been identified, either through changes to road surfacing in order to make vehicle drivers more aware of the town centre environment, locations where road crossing could be improved, or footways widened (see Figure 3.12). Particular locations of interest, which have been included in the Action Plan contained in Section 4 are:

- Narrowing part of King Street to single lane in order to widen footways here and enhance pedestrian movement
- Improvements at the junction between High Croft and Southgate through changes in road surfacing to aid pedestrian movement
- Introduction of a crossing point on Market Street to facilitate pedestrian movement between the new B&M store and the town centre
- Improvements to the Duke Street car park could potentially include opening up the current entrance from West Street to two-way traffic. This would have the benefit of reducing the volume of traffic entering the one-way system around Hoyland town centre.

Urban Greening

A number of the opportunities set out within this document have related to tree planting and the introduction of urban greenery. There is evidence that incorporating elements of the natural environment into our urban centres can help improve mental health and wellbeing, and the benefits of trees from an air quality perspective are equally well documented (see Figure 3.13). There is potential to link urban greening with the campaign to make Hoyland a smoke-free town, with associated opportunities for branding and identity of the town centre as a 'clean air zone'.

Precedent Examples

Figures 3.14 – 3.18 on the following pages help to give an understanding of the quality of finish and type of materials that could be used within Hoyland through precedent examples from around the UK. Examples relate to raised planters, bespoke tree grilles, community planting, signage and wayfinding, and ways to animate spaces, blank façades and street furniture using planting / greenery.

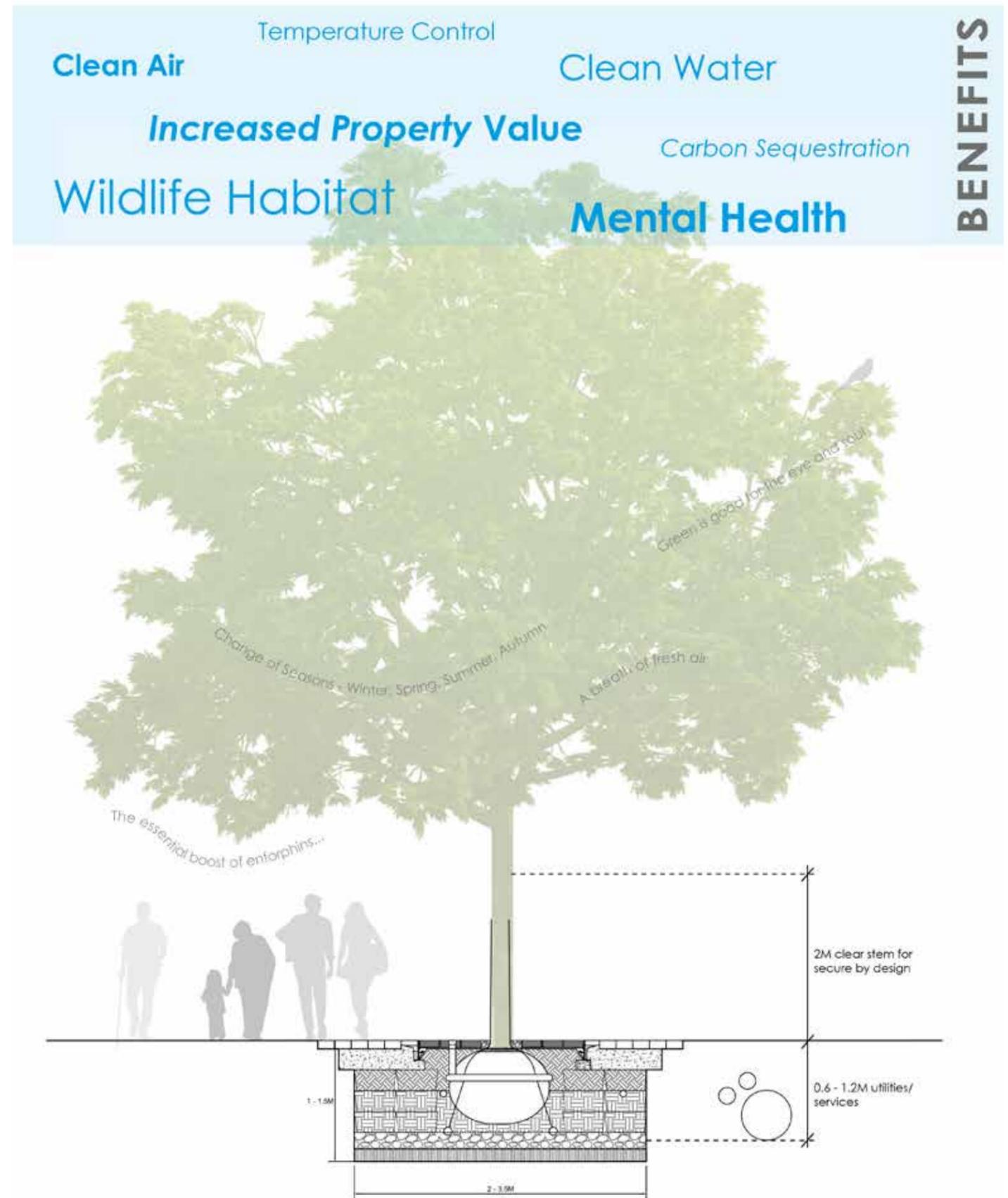


Figure 3.13 Diagram showing the benefits of Urban Street Trees

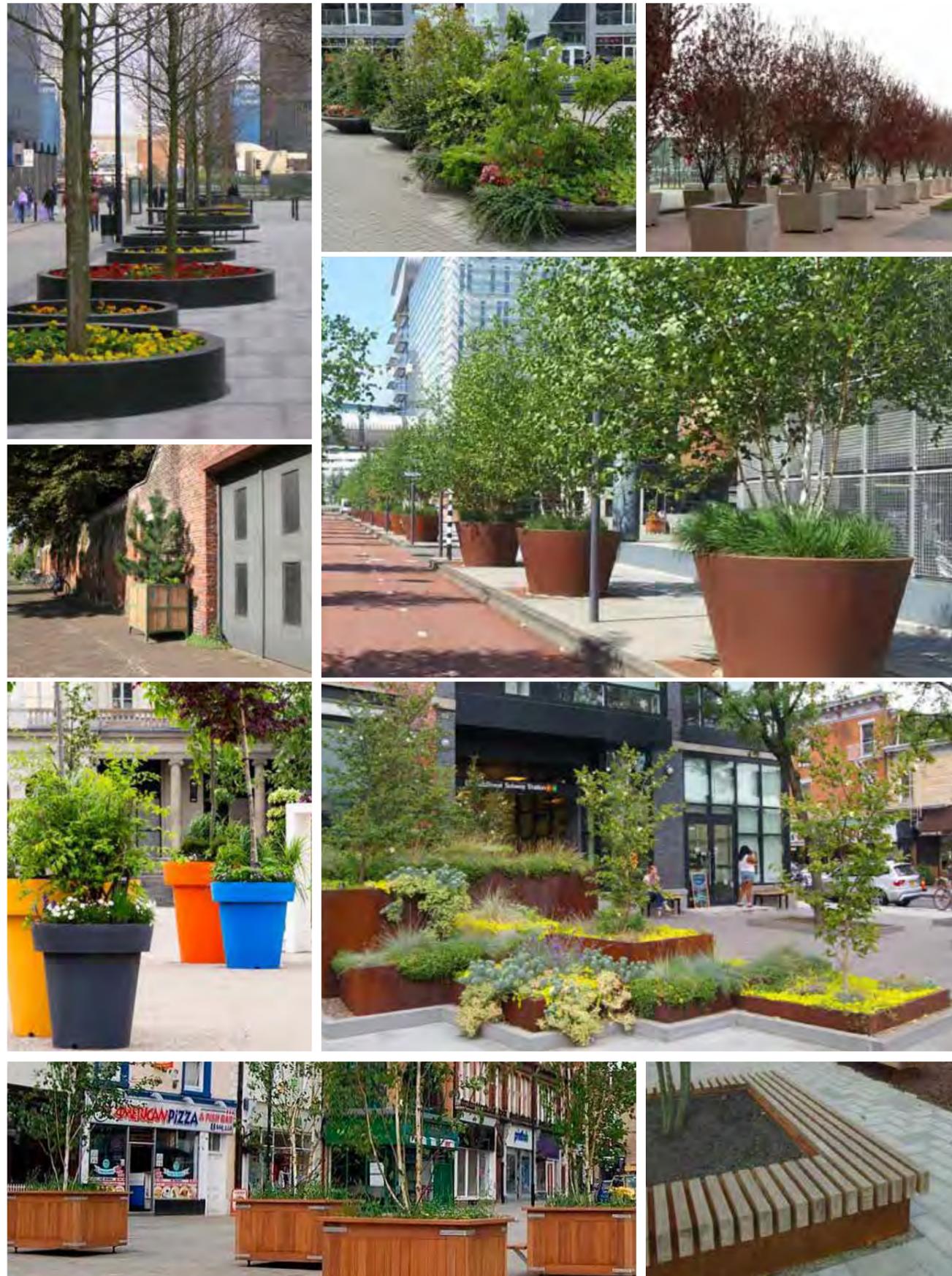


Figure 3.14 Precedent images raised planters and trees

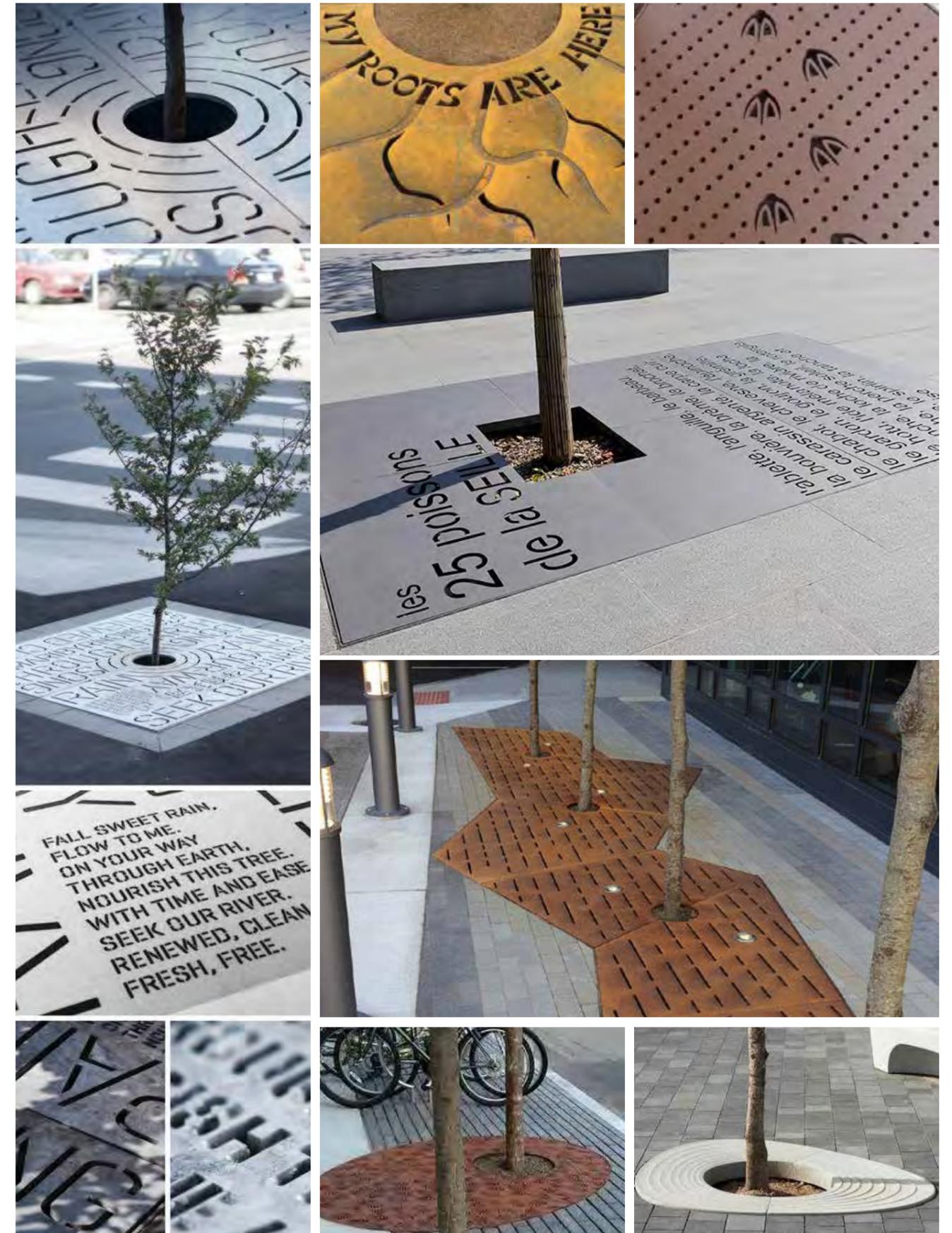


Figure 3.15 Precedent images - Bespoke tree grilles



Figure 3.16 Precedent images - Temporary and community planting



Figure 3.17 Precedent case study area images - Signage and Wayfinding



Figure 3.18 Precedent case study area images - Greening up and animating the space - planting, dealing with blank facades and street furniture

4.0 ACTION PLAN

This chapter presents the **Action Plan** and associated information for **Hoyland**. The Action Plan contains detailed costs for individual projects and proposals, as well as an indication of timescale for **delivery and priority** (high, medium or low). This is followed by an **assessment of the benefits**, focusing both on economic and social benefits. Finally, we have set out a series of **recommendations** in addition to a summary of **next steps**.



4.1 Costed Action Plan and Prioritisation

Action Plan: Hoyland

Ref	Item	Project / Intervention Tier 1 Proposals	Tier 1 Cost £K*	Sub-Ref	Tier 2 Sub-Proposals	Tier 2 Cost £K*	Delivery Period yrs			Socio-Economic Benefit		
							0-2	2+	Priority	Social Benefit	Economic Benefit	Economic Impact
1	Central Square Improvements - this important central public space is tired and flanked by blank walls, making it a nucleus for antisocial behaviour	Site clearance and enabling works plus redesign and upgrade public realm to include street furniture, 'bee-friendly' planters and vegetated columns or tree planting, clean air zone and wayfinding signage, water station, artwork/water feature/wi-fi point/public art combined feature and CCTV.	433	a	Site development works to progress scheme	18	18		H			Increased footfall (possibly 15-20% annum). Increased expenditure in local economy resulting in job creation. Property uplift over long-term.
				b	High quality paving including level changes/steps and drainage	210	210		H			
				c	High quality street furniture items including feature 'tree' sculpture, water station, water feature and feature lighting, CCTV	110	110		H	H	H	
				d	Option 1A Existing tree retained and uplit, new moveable planters	20	20		H			
				e	Artwork to facades/ public art	75	75		H			
Excludes cost of any utilities diversions												
2	Market Street and High Street Junction Improvements - busy junction with limited crossing opportunities	Provision of informal crossing points, upgrade tactile paving (Option 1). Introduce new surface treatment into highway to improve pedestrian movement and define wider 'Town Square'.	280	a	Site clearance and enabling works, new coloured tarmac to highway, quality concrete paving to footways and upgraded tactiles	280			M	M	L	Increased footfall, dwell time and visitor spend.
Includes allowance for drainage adaptations, excludes street lighting and costs of any utilities diversions												
3	Existing Co-Operative Building - lack of active frontage an issue. There is an opportunity to activate the blank frontages, subject to negotiation with private landowner.	Retention of existing footprint, with north facing frontage onto public realm opened up.	100	a	Open up existing building frontage	100			M	H	H	Increased footfall, dwell time and visitor spend.
4	Narrowing of King Street - 2-way road width pinches footways to below safety standards	Narrow carriageway to single lane to increase pavement widths and improve pedestrian safety and ease of movement	176	a	Site clearance and enabling works	50			M			Increased footfall along this section of King Street, increased dwell time and potential visitor spend.
				b	Reinstatement of narrower carriageway and wider footways, allowance for drainage adaptations	126			M	L	L	
Excludes street lighting and utilities diversion												
5	Gateway Improvements: 6a - Eastern Gateway, 6b Western Gateway	Create better pedestrian approaches to town centre, improve look of gateway with street tree planting, wild flower verge planting, improved blank facades and welcome signage	205	a	Site clearance and enabling works, reinstate with upgraded pavement materials, allowance for drainage adaptations	110			M			Indirect economic benefit as a result of improved gateways - encouraging first and repeat visits.
				b	12No heavy standard tree planting and wildflower planting to existing grass verges	35			H	L	M	
				c	Upgrade existing low railing	20			M			
				d	Install welcome signage and public art/green wall to blank façade	25	25		H			
				e	Install wayfinding signage	15			M			

Ref	Item	Project / Intervention	Tier 1 Cost £K*	Sub-Ref	Tier 2 Sub-Proposals	Tier 2 Cost £K*	Delivery Period yrs			Socio-Economic Benefit		
							0-2	2+	Priority	Social Benefit	Economic Benefit	Economic Impact
6	King Street Car Park Improvements - The current entrance and boundary treatments need rationalising to protect safety of pedestrians and protect property at Number 21 King Street from damage. Blank facades require activating.	Resurface (subject to land owner agreement), replace existing bollards with hedge and railing, move and widen existing entrance to improve pedestrian safety and access and to protect corner of building at 21 King Street, formalise parking to include disabled parking spaces and wayfinding signage to high street, improve blank facades	215	a	Site clearance and enabling works, Realign and widen entrance, define footway and upstand kerb to protect 21 King Street	92			M			
				b	Resurface existing car park with coloured tarmac, formal parking spaces delineated in flush concrete setts to include disabled parking bays, allowance for drainage adaptations	40			M			
				c	Remove existing bollards and make good footway	8			M	M	H	Minor impacts associated with improvements to arrival points - encourage new and repeat visits.
				d	Install new railing to back of footway with low hedging	8			M			
				e	'Green screen' (green wall) or public artwork to blank façade	50			M			
				f	Street tree planting and wild flower verge planting	7			M			
				g	Wayfinding signage to High Street	10			M			
Excludes street lighting and costs of any utilities diversions												
7	Southgate Car Park Improvements - Extend to include area of derelict land (subject to landowner's agreement) and formalise parking to better configure spaces and reduce conflict with housing on Hall Street	Resurface existing car park (subject to land owner agreement), extend into current derelict land adjacent to Hall Street and rationalise parking layout to include disabled parking, introduce wild flower verge and tree and hedge planting as barrier to wind tunnel issue, wayfinding signage to high street	101	a	Site clearance and enabling works, Resurface existing car park and additional area off Hall Street with coloured tarmac, formal parking spaces delineated in flush concrete setts, including drainage adaptations	64			L			
				b	Tree planting and wildflower verge	27			M			Minor impacts associated with improvements to arrival points - encourage new and repeat visits.
				c	Signage and street furniture	10			M	M	H	
				d	Additional parking in former market area to same specification as above	53			L			
Excludes street lighting and costs of any utilities diversions												
8	High Croft Car Park Improvements	Resurface existing car park (subject to land owner agreement), introduce wild flower verge and tree planting, wayfinding signage to high street	46	a	Site clearance and enabling works, Resurface existing car park and additional area off Hall Street with coloured tarmac, formal parking spaces delineated in flush concrete setts	27			L			Minor impacts associated with improvements to arrival points - encourage new and repeat visits.
				b	Signage and street furniture	10			M	M	H	
				c	Street tree and wild flower verge planting	9			L			
Excludes street lighting, drainage adaptations and costs of any utilities diversions												
9	Duke Street Car Park Improvements	Improve boundaries and introduce wayfinding to high street. Explore opportunities to make entrance two-way.	65	a	Boundary fencing improvements - allowance	50			M			Minor impacts associated with improvements to arrival points - encourage new and repeat visits.
				b	Wayfinding and signage	15			H	M	H	

Ref	Item	Project / Intervention	Tier 1 Cost £K*	Sub-Ref	Tier 2 Sub-Proposals	Tier 2 Cost £K*	Delivery Period yrs			Socio-Economic Benefit		
							0-2	2+	Priority	Social Benefit	Economic Benefit	Economic Impact
10	Milton Road Car Park Improvements	Introduce wild flower verge and tree planting, wayfinding signage to High Street.	39	a	Signage	15			H			Minor impacts associated with improvements to arrival points - encourage new and repeat visits.
				b	Street trees and verge planting Excludes street lighting, drainage adaptations and costs of any utilities diversions	24			M	M	H	
11	Entrance to Hoyland Centre(High Croft)	Upgrade existing surfacing, restrict servicing (bins, skips etc), restrict parking to disabled provision only	47	a	Enabling works including drainage adaptations, replace with upgraded paving and kerbs	32			M			Minor impacts associated with enhanced use levels.
				b	Street furniture and signage Excludes site clearance and enabling works, street lighting and costs of any utilities diversions	15			M	M	L	
12	Improve public realm in high street core area	Upgrade footways - high quality concrete paving, introduce wayfinding, shop front security scheme	356	a	Enabling works, lay coloured tarmac surfacing, including drainage adaptations	241			M			Increased footfall (possibly 15-20% annum). Increased expenditure in local economy resulting in job creation. Property uplift over long-term.
				b	Street furniture and signage	75			M			
				c	Shop front security grants Excludes site clearance, street lighting and costs of any utilities diversions	40			M	H	H	
13	Junction of High Croft and Southgate Improvements	Introduce change in road surfacing (e.g coloured aggregate Macadam) to improve pedestrian movement to car park and emphasise approach to Hoyland Centre/high street	46	a	Enabling works, resurface highway with coloured tarmac and footway with concrete paving, including drainage adaptations Excludes new highway construction for parking area, site clearance, street lighting and costs of any utilities diversions	25			L	M	M	Minor impacts associated with improvements to arrival points - encourage new and repeat visits.
14	Formal (unsignalled) crossing point on Market Street	Crossing point linking B&M Stores to car park	28	a	Zebra crossing	27			M			Minor impacts associated with increased footfall and dwell time in the rest of the town centre.
				b	Signage	1			M	H	M	
15	Market	Improve signage/wayfinding to market, improve appearance with screens/lighting	71	a	Signage	11			H			Minor impacts associated with increased footfall and dwell time in the rest of the town centre.
				b	Specialist Lighting	30			L	H	H	
				c	Art screens	30			M			
16	Derelict land on King Street	Introduce tree planting and wild flower grass verge to improve approach to town centre gateway (subject to land owners agreement)	20	a	Street trees and wild flower to verge	20			L	M	M	Minor impacts associated with improvements to arrival points - encourage new and repeat visits.
17	Heron Foods' block	Option 2- replace existing building to create wider public realm.	2672	a	Remove existing building and replace new	2672			L	M	M	Increased footfall (possibly 15-20% annum). Increased expenditure in local economy resulting in job creation. Property uplift over long-term.
18	Bargain Booze' corner block	Option 2- Building fabric improvement - new cladding and pitched roof/green roof.	326	a		326			L	L	L	Minor impacts.

Total

5226

Preliminaries (20%) 92
 R&k / contingency (15%) 69
 Professional fees (13%) 60
Grand Total 678 (+VAT)

Priority

Taken from public consultation and need / importance to regeneration and perception under Principal Towns programme. Low / Medium / High prioritisation.

Project Delivery Period

Catalyst Project Threshold 2 yrs

Long Term Project 2 yrs +

4.2 Benefits

This section identifies the potential benefits that may arise from the various interventions suggested for Hoyland. Social and economic benefits from town centre and public realm enhancement schemes have been well documented in a number of places, including:

- Research by the former Commission for Architecture and the Built Environment (CABE), which recognised that a high-quality public realm supports economic growth, encourages private investment and improves the quality of life of residents. Drivers of change that may encourage footfall within town centres in the future include not only regulatory and management factors, but also physical / spatial factors and the importance of features such as access and parking. Well-planned investment in the public realm has been found to potentially boost footfall by between 15-45%.

Summary Area of Benefit	Commentary	Economic / Social
Public realm improvements to Hoyland Town Square and associated enhancements	Public realm improvements could result in an increase in footfall to the town which would translate into expenditure in the local economy, increased employment and business turnover.	Economic
	Significant levels of planned future growth in the Hoyland area makes the benefits of creating a more appealing town centre more attractive - if people perceive the town centre to be accessible and visually appealing people are more likely to visit the town as their retail destination and local businesses may be encouraged to locate here.	Economic
	Enhancement of the public realm can generate a greater sense of civic pride and wellbeing amongst residents.	Social
Car Park Improvements	Potentially lower crime levels / anti-social behaviour as a result of a greater sense of civic pride	Social
	Again, the significant levels of planned future growth to the north, west and south of Hoyland make improvements to accessing the town, being able to park and a good visual first impression, more important	Economic
Wayfinding and Signage	Ease of walking links across the town centre and more widely to outlying residential areas would have a benefit for health and well-being.	Social
Branding and Identity	Creating a brand / identity for Hoyland and extending this into street furniture, gateway design and so on could have both economic and social benefits. The brand / identity could relate to 'green high streets', 'smoke free high streets', local cultural references (e.g. Kes).	Economic

- With town centre footfall typically declining in many UK towns with cited reasons including the impacts of online retail, there is increasing emphasis being placed upon town centres as 'experiential', where the primary reasons for visiting are likely to be leisure and culture-focused. There is a substantial body of evidence to suggest a positive relationship between amenity improvements and property prices. For example, public realm improvement schemes with an emphasis on pedestrian priority have been associated with a 12% growth in the sale price of properties, those with an emphasis on decluttering or materials and fixtures, a growth of 7% and 3% respectively.
- Social benefits from town centre enhancement schemes include increases in residents' sense of place and civic pride, which in turn can lead to reduced rates of crime and anti-social behaviour, further improving the local area in the long-term.
- A further potential benefit relates to the health and wellbeing of residents and visitors alike. Making town centres more walkable, through widened pavements, crossing opportunities and a more pleasant environment, residents may choose to be more active (for example walking to work for those employed in town centre businesses, or walking for recreation purposes), with associated positive health outcomes.

4.3 Recommendations and Next Steps

This report has identified a range of opportunities for Hoyland, looking at ways to enhance the town centre, increase footfall, improve public spaces and ensure opportunities are of a high quality. The Action Plan presented for Hoyland set out indicative costs and timescales for individual opportunities together with an indication of the potential economic and social benefits. Recommendations and next steps are as follows:

- Wider dissemination of the Final Report and Action Plan to relevant stakeholders to consolidate shared ownership and buy-in.
- Preparation of full business case setting out how Principal Towns funding will be utilised, including identification of match-funding opportunities.
- Not all of the projects identified within the Action Plan are for Principal Towns funding (notably those that extend beyond the 0-2 year period. As such it will be necessary to identify funding opportunities for those projects included for implementation beyond the next two years.
- The report notes the substantial housing growth planned for the Hoyland area. The implications of this are such that place-making and improvements to Hoyland town centre will become increasingly important as part of the creation of a sustainable settlement.
- Short-term priorities for Hoyland are considered to revolve around improvements to the Town Square, opportunities to improve gateway and arrival areas and the creation of a brand / identity for Hoyland following on from work being undertaken by other BMBC departments such as the Public Health team.

Plus