



Statement of Community Involvement (Final)

Client: Barnsley Council

Hoyland Developments Limited

Harworth Group

Proposal: Preparation of Hoyland North Masterplan Framework

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1.0 Introduction

- 1.1 This Statement of Community Involvement has been prepared by WYG Planning Limited (WYG) of behalf of our clients Barnsley Council, Hoyland Developments Limited and the Harworth Group to guide and inform the emerging Masterplan Framework for Hoyland North.
- 1.2 The vision of the Hoyland North Masterplan Framework is to create a sustainable and inclusive community on the edge of Hoyland Common comprising around 765 new homes and 37ha of employment land with associated infrastructure.
- 1.3 Hoyland North comprises a collection of housing and employment sites allocated in the council’s Local Plan which was adopted on 3 January 2019. When the Local Plan was being examined, it was agreed that for some larger sites and groups of interrelated sites, it was necessary to prepare Masterplan Frameworks to make sure that sites could be developed in a comprehensive manner taking into account all of the infrastructure requirements.
- 1.4 A requirement of the emerging Masterplan Framework is for residents and stakeholders to be provided with an opportunity to feed back on the draft plans and main themes. The purpose of this Statement of Community Involvement therefore is to provide details of the consultation methods that have been used as well as review the feedback so that this can be fed into finalising the Masterplan Framework together with a significant amount of technical work. The Masterplan Framework will be a material consideration in the determination of planning applications.
- 1.5 Barnsley Council is working alongside WYG, developers and their land agents who have the largest land interest. These include Harworth Group (ES17) and Hoyland Developments Limited (HS56, HS64 and HS66). A number of developers also have smaller land interests on sites which make up ES14.
- 1.6 Engagement through the Local Plan process highlighted the importance of drawing up a Masterplan Framework for the area and this was endorsed by the Local Plan Inspector, who considered the completion of a Masterplan Framework to be a legitimate pre-request to any significant development being brought forward, to make sure a comprehensive and coordinated approach to the delivery of sustainable growth.
- 1.7 As part of the Masterplan Framework process, meaningful engagement with a wide section of the community is considered essential and helps to identify the vision and priorities of both present and future communities.



- 1.8 The next section sets out the policy context relating to community consultation and then section three identifies the approach and methodology used to notify the different groups within the community and local stakeholders in order to maximise their involvement and seek to capture their views in a structured manner. Section four assesses the feedback received and explains how these comments have helped shape, influence and change the Masterplan Framework.



2.0 Policy framework

- 2.1 A central theme of current planning legislation and guidance is placing increased importance on community involvement as the planning system operates in the public interest to make sure that the development results in a better place for people to live. The approach to community involvement has had due regard to the Localism Act 2011, the Town and Country Planning Act 1990 (as amended), National Planning Policy Framework (2019) along with the council's Statement of Community Involvement adopted in 2015.
- 2.2 The National Planning Policy Framework (NPPF) is central to encouraging engagement with the Local Community. Paragraph 39 confirms that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussions enable better coordination between public and private resources and improved outcomes for the community.
- 2.3 The Localism Act has placed increased emphasis on consulting with local communities and in this regard the Government produced a plain English guide to the Localism Act and this states that:
- “To further strengthen the role of local communities in planning, the Act introduces a new requirement for developers to consult local communities before submitting planning applications for certain development. This gives local people the chance to comment where there is still genuine scope to make changes to proposals”.**
- 2.4 At a local level, reference is made to the Statement of Community Involvement which was adopted by Barnsley Council in 2015.
- 2.5 Section 11.1 deals with Supplementary Planning Documents (SPD's) and confirms that these can take the form of Masterplan Frameworks, which are a document that adds detail to policies and proposals in the Local Plan. Whilst this Masterplan Framework will not ultimately become an SPD, the advice in terms of the involvement of stakeholders and the community is relevant and, in this respect, it confirms that the consultation period should be for at least four weeks. The Masterplan Framework will be a material consideration in the determination of future planning applications.



3.0 Consultation methodology

3.1 Prior to engaging with the community, key elements of the evidence base were tested and a number of draft conceptual framework layouts evolved to a reasonable level. On this basis, a stage was reached where an informed rationale and approach could be explained whilst still being sufficiently early in the process to allow the community to shape and influence the direction of the proposals. Initially there were a series of council members briefing sessions to inform local councillors of the approach taken, obtain early feedback from them on local matters and understand how we should consult with the community.

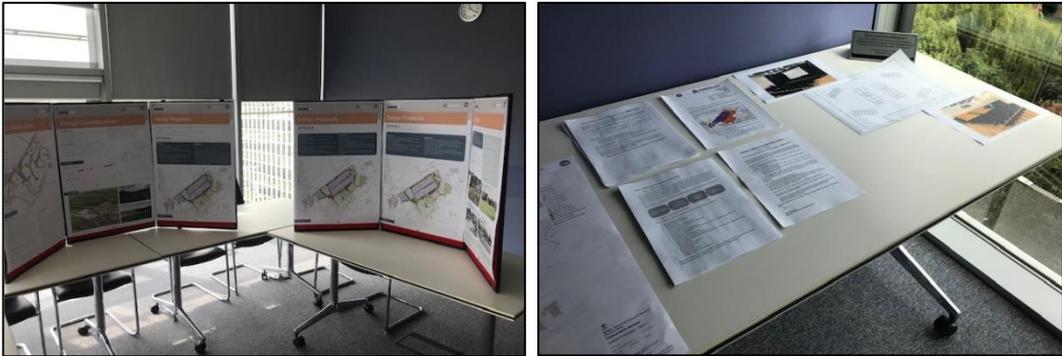


Figure 1: Photos from Members Briefing Session

3.2 Following sign-off of this assessment work we proceeded to engage with the community alongside Barnsley council on the following basis:

- Identify a 'consultation zone' that encompassed the main interested parties (approximately 200m from the Masterplan Framework boundary including properties in Birdwell – see Appendix 1).
- Within the defined consultation zone, a letter was prepared and sent out to all residents and businesses explaining the proposals and inviting them to attend two public exhibition events that had been organised during the six-week consultation period (see Appendix 2).
- Following the release of the notifications, the public consultation exercise ran for a period of six weeks starting on 5 August 2019 and finishing on 17 September 2019.
- Barnsley council provided notification of the consultation event to relevant statutory and non-statutory stakeholders.
- There was a formal press notice and articles in the local newspaper, namely the Barnsley Chronicle, two weeks before the start of the consultation on 19 July 2019 and



then during the consultation period on 23 August 2019 and also within the Living Supplement on 23 August 2019 (see Appendix 3).

- A managed programme of social media posts and messages was undertaken through the consultation period (see Appendix 4).
- There were 22 site notifications displayed on streets around the Masterplan Framework area two weeks before the first public exhibition (see Appendices 5 and 6 identifying the location map of these and the site notice that was displayed). A copy of the site notice was also included in the information pack which was available to view at Hoyland Library.
- Nine display boards (see Appendix 7) clearly set out the background and Masterplan Framework process identifying the local amenities and infrastructure provision, the technical constraints of the site, the key design considerations and opportunities, as well as three potential layout options which comprised as follows:
 - Option A – main access from Rockingham Roundabout (with access to the northern part of ES17 and HS56 from Shortwood Roundabout).
 - Option B – main access from Shortwood Roundabout.
 - Option C – main access off a new roundabout on the Dearne Valley Parkway (A6195) (with access to the northern part of ES17 and HS56 from Shortwood Roundabout).

These boards featured at the two public exhibitions, were available to view online on the WYG website – Hoyland North Consultation pages and were on display throughout the consultation period at Hoyland Library (see Appendix 8). An A3 information pack was also available to view at Library @ the Lightbox in Barnsley town centre.

The display boards set out the anticipated adoption timescales for the Masterplan Framework.

- Two public exhibition events were held over the six week period. The venue of both of these events was at Kirk Balk Academy School, West Street, Hoyland, S74 9AH. They were held on Wednesday 14 August 2019 and Thursday 29 August 2019 between 1500 hours and 1900 hours (see Appendix 9).
- There was another public exhibition held at Hoyland Library on 9 September as part of a wider the Councillor Ward Alliance meeting. This exhibition ran between 1500 and 1800



hours with three designated timeslots for Ward Alliance members, local businesses and the general public. This event was promoted on social media and via email to local businesses.

- The community had access to a questionnaire that could be completed either online or hard copies were available in the local library and at the exhibition events. There were a total of 19 questions covering a range of issues and gave participants the opportunity to answer questions in a structured manner to help with the evaluation process. There was also an opportunity for participants to express or comment in their own words (see Appendix 10).
- Working with Barnsley council, we recognise the importance of making sure that all sections of the community are given the opportunity to take part in the consultation process. Engagement with the council's Equality and Inclusion Officer and Communications team provided clarity on how the questionnaire could be tailored to maximise participation. A series of optional equality monitoring questions were included at the end of the questionnaire to understand the demographics of participants.
- Through social media channels, there were regular messages posted throughout the consultation period advising the community of the forthcoming public exhibitions and where to view the consultation boards and fill in the questionnaire.
- Three short videos were prepared by Barnsley council which explained the background and process behind the Masterplan Framework and these were uploaded to the Council's Facebook page during the consultation period and also played on a continual loop during the two public exhibitions at Kirk Balk Academy (see Appendix 11).



4.0 Overview of feedback

4.1 Of the [975] households and businesses that fell within the consultation buffer and were invited via the letter drop to attend the public exhibition, as well as the wider advertising campaign through the local press and social media, 93 people came to the events. We consider that this level of interest represents a reasonable response in order to engage and understand the views of the local community.

4.2 We have also analysed the number of visits to the online consultation page of the WYG website (see Appendix 12) and this has revealed 1,325 page views, of which 1,078 were 'unique page views' (i.e. how many times the page was viewed by a new visitor). The consultation documents were downloaded 576 times (504 unique views).

4.3 The Masterplan Framework webpage on Barnsley council's website (see Appendix 13) was visited 617 times during the consultation period. The majority of visitors accessed the page from the council's main website (433), from the home page (91), from Facebook (111) and Twitter (31). The publication of information was subject to a robust social media schedule (Appendix 14). Following the closure of the public consultation, Barnsley council's Communication Team prepared an evaluation in order to inform future consultations on Masterplan Frameworks (Appendix 15).

4.4 Feedback has been captured through the completion of a questionnaire with 19 structured questions and the number of these completed during the consultation period is as follows:

Table 1: Summary of questionnaire submissions

Forum	Number of Questionnaires
Received by post	6
Submitted at the exhibition	8
Completed online	60
Completed at Hoyland Library	5
Total	79

4.5 In addition to completion of the questionnaires, we also received email responses from the following stakeholders:

- Highways England
- Stagecoach
- Yorkshire Wildlife Trust



- Trans Pennine Trail
- Rockingham Brass Band
- Rockingham Colliery Cricket Club
- Walker Morris on behalf of Chip Munk Limited

This section of the report carefully analyses the responses we have received through all the channels of communication that were available for the local community and stakeholders to make their views known (Appendix 16).

Questionnaire

Question 1: Do you agree with the vision of the Masterplan Framework which seeks to create a sustainable and inclusive community with high quality design and landscape?

- 4.6 Of the 79 responses there is split decision between support and objection (40%/42%) for the proposal with a further 18% identified as “do not know” or “maybe”. Based on the comments received, we suspect that the underlying reason for the negative responses relate to their objection to the principle of the development, not the actual vision. As the principle of the development has already been approved and allocated within the recently adopted Local Plan this view should not be a valid ground to resist the proposal.

Question 2: What do you think are the most important features of the existing site?

- 4.7 There is strong support for all the features listed as options within this question but a key theme that emerged from the responses was the identification of green space, wildlife and existing trees and vegetation as being the most important features followed by short and long distance views.

Question 3: Which layout do you prefer – option A, option B, option C or none?

- 4.8 Of the 69 responses to this question, the majority at 42% confirmed did not prefer any of the three options presented. However, for those wishing to engage positively with this question, there is a split majority between option A and option B (both collecting 23%).

Question 4: If you would like to give reasons why, or include any thoughts on how your preferred option could be improved, please do so?



4.9 40 responses were received to this question and insofar as road options are concerned, the comments can be summarised below. Where respondents have commented more broadly about the development these have been included in the analysis of question 19 (see below).

Table 2: Summary of matters raised (Q4)

Matters Raised	No. of respondents
No option should include any highway access to Hoyland Road due to existing traffic conditions	3
Support for option B as it avoids Hoyland Common	1
Support for option B as it avoids the creation of additional roundabouts	2
People will not drive around to use Shortwood roundabout (option B) instead they will just drive through Hoyland Common	1
Support for layout option A to keep traffic close to the motorway therefore create least impact	3
Support for layout option C as it would be the least impact on Hoyland Common and would be the least impact on existing residents	2
All options retain areas of high ecological value but favour option B to retain the central green corridor (Yorkshire Wildlife Trust)	1

Question 5: What do you consider to be the most important points to guide the design of the new development?

4.10 This question attracted a large number of responses and all of the points listed are well-supported. However, the highest responses were in relation to creating views to important buildings and landmarks and protecting the historic environment. The provision of high-quality outdoor space with clear distinction between public and private areas was also high ranking.

Question 6: House type

4.11 In terms of the house types identified, there was a strong preference expressed for bungalows (28%), semi-detached houses (29%) and detached houses (23%).

Question 7: House size



- 4.12 Of the categories provided there was strong support for two, three and four bedroom houses and, combined with question 6, it is clear that the favoured character and style of housing should involve family-orientated provision.

Question 8: Housing tenure

- 4.13 The overwhelming response to this question was that there should be a mix of both open-market and affordable housing within the development (53%).

Question 9: Hoyland Lowe Stand is a Grade II listed building off Hawshaw Lane. How could the Masterplan Framework compliment this heritage asset?

- 4.14 Of the seven options provided on the questionnaire, the three main responses were ensuring that the long distance views of Hoyland Lowe Stand are uninterrupted, retaining a heritage buffer to prevent development up to the Hoyland Lowe Stand and restricting the height of new homes nearest Hoyland Lowe Stand.

Question 10: How can the impact of development be minimised when viewed from the wider landscape?

- 4.15 All three options were given high importance by the respondents. The top response was in relation to creating strong green landscape buffers to minimise the visual impact of the development which contributes to the overall conclusion from the questionnaire that green space and landscaping is an important principle to embed within the design to make sure integration of the development into the surrounding area.

Question 11: How can the impact of development be minimised on existing biodiversity features?

- 4.16 The top response to this question was ensuring the introduction of new areas of wildlife both wet and dry areas, following by leaving grass to grow wild and encourage new habitats. There was only a limited interest in considering the opportunity of delivering off-site biodiversity improvement measures.

Question 12: Informal green space, play areas and a new cricket facility could be delivered as part of the new development. What features would encourage you to use these new facilities?

- 4.17 The key responses send the message that it is important to provide high-quality recreational facilities that are clean, safe and well-maintained and they offer a range of facilities to attract all age groups.



Question 13: The Masterplan Framework will identify routes for vehicles, pedestrians and cyclists. What design features would make these routes more user friendly?

- 4.18 The responses clearly show that a high level of importance is placed on providing safe and attractive routes that are well-lit and have the capability of being traffic-free.

Question 14: The Masterplan Framework will look at the impact of new development on the existing highway network. What measures could help to reduce the impact?

- 4.19 The clear message in response to this question is making sure traffic is directed away from Hoyland Common local centre as well as promoting sustainable transport measures through cycling/walking and promoting bus use to and from the Masterplan Framework area.

Question 15: Due to the mining legacy, soakaway drainage (where water soaks into the ground) is not suitable for the site. What do you think are the most important alternative drainage solutions?

- 4.20 The most popular drainage solutions chosen are; increasing tree planting to maximise absorption but also ponds and wetlands are considered to be a popular solution.

Question 16: What areas do you consider to be important in achieving sustainable development and reducing future impacts on climate change?

- 4.21 In answer to this question the overarching theme of investing in green open spaces that can deliver a wide-range of environmental benefits is considered important, followed by provision of landscape areas that can hold water during wet periods; sustainable design; and construction as well as energy efficient measures.

Question 17: How do you think the proposed development could improve your health?

- 4.22 A popular response and key theme is the incorporation of trees and green space to improve the environment as well as providing a range of open space to encourage sport and exercise for a broad range of people.

Question 18: What design features could help to create a safer neighbourhood?

- 4.23 The popular responses to this question focused on providing well-lit walking and cycle routes as well as well-overlooked green spaces.

Question 19: Please write any comments you may have here in relation to the draft Masterplan Framework

4.24 A wide variety of comments have been submitted in response to this question and we summarise these together with the more general responses received in relation to answering question 4.

Table 3: Summary of matters raised (Q19)

Matters Raised	No. of respondents
There should be no development	9
Why waste money re-building cricket and sports facility	1
There will be problems with commuter parking	1
Concern of overwhelming pressure on local facilities such as schools, dentists and doctors	13
The focus should be on affordable housing not four bedroom detached houses	2
There should be consideration given to building a leisure centre as part of the scheme	1
The development will cause additional traffic issues on the local roads that will cause congestion	12
Increased traffic will cause much higher volumes of noise and traffic pollution	4
Suggestion of providing traffic calming measures on Hawshaw Lane especially where there is no footpath outside properties	1
Safety concerns expressed regarding children crossing Hawshaw Lane to attend West Meadows Primary School. Suggest a crossing point	1
How does the masterplan involve and benefit Hoyland town centre?	2
H64 – the 615 dwellings will completely overcrowd the existing area of Hoyland Common and removal of views of existing houses to Hoyland Lowe Stand	1
The proposals will create a divided community potentially creating an 'us and them' community	1
Removal/loss of views over countryside from neighbouring residents	4
The development will mean it is no longer a village it becomes a small town	2
It will take away the small town feel	1



Concern that creating more recreational areas will take away from existing areas. These should be given more money rather than create additional facilities	1
The proposal should be done at a smaller scale to help preserve the local scenery and views	1
There will be changes to the rural character of the public rights of way within the site	1
Concern over loss of greenspace and wildlife	3
Some small affordable business premises should be promoted within the employment areas	1
Environmental concerns expressed during the construction period	1
Masterplan should provide connectivity with surrounding area for both people and wildlife	2
Make sure housing is well designed	1
Prevent inadequate parking spaces	2
Provide a footpath link to the Dearne Valley Parkway	1
Encourage a larger capacity for EV charging points	1
Explore energy efficiency measures	1
All housing should have small gardens	1
Create more CGI images so that the development can be better understood	1
Important to ensure that the design encourages a diverse community with a sense of place	1
Good opportunity for more businesses to be created within the town	1
Support the idea of making junction 36 of the M1 a mixed-use attractive hub to attract new businesses and homes but warn against the mistake of creating vast industrial estates that are empty after 6pm	1
Make the design inclusive to ensure all spaces and buildings are accessible to all members of the community	1
Happy to have more housing for locals to be able to stay in the area	1
Housing should be in keeping with those existing surrounding the site, particularly regarding HS56	1



Positive steps should be taken to protect and diversify a range of plants, animals and wildlife whilst delivering a workable solution for the developers	2
Where are the cows going to graze following the development?	1
Wentworth Estates should build in Wentworth instead of Hoyland	1

4.25 In addition to these matters, we summarise below the content of the email and letters that we received from stakeholders during the consultation period. These are as follows:

Highways England

4.26 In their letter dated 11 September 2019 they address the key questions set out within the questionnaire. Highways England has reviewed the Masterplan Framework with the primary interest of the safety and efficient operation of the strategic road network in mind. They expressed no preference to the three layout options but confirmed that it should be supported by a robust transport evidence base which considers the impact of the options and the capacity, operation and safety of the strategic road network, namely M1 J36. The important points for guiding the design of the new development are clear and obvious routes for motorists, cyclists and pedestrians as well as providing adequate parking.

4.27 Highways England encouraged the use of sustainable modes of transport within the Masterplan Framework area to reduce the number of single occupancy private vehicle trips to and from the site. In addition, they consider that the Masterplan Framework area should be subject to an area-wide travel plan which should have over-arching aims, objectives and targets as well as setting the framework for individual businesses, workers and residents.

Rockingham Brass Band

4.28 This organisation expressed confusion because the consultation information shows nothing happening to the Rockingham Centre site. However, there are images on the display board of a cricket facility within the Masterplan Framework area.

Concern was also expressed about the following matters:

- The amount of traffic on Sheffield Road, Tankersley Road and through the traffic lights at Hoyland Common and concern that the new development will have a detrimental effect on the highway network.
- There will be detrimental effects on the pollution levels for school children at Hoyland Common School.



- There would be increased danger in crossing Sheffield Road for school children.
- The development will add to the dangers and congestion at the Allotts Corner crossroads having regard to the Tankersley Lane 'rat run'.

Stagecoach

- 4.29 Having regard to the existing bus service provision in the area, Stagecoach confirms that the Masterplan Framework area is most likely to be served by diversion of an existing service travelling in a north-south direction. Stagecoach then made specific comments on the three options. Their preference is for option A from a public transport perspective as it provides direct access to the development from Birdwell roundabout and provides good/fair access to two of the three proposed employment areas, with very good penetration of the western residential area if egress from Hoyland Road is opposite Stead Lane, and good/reasonable penetration of the central and eastern residential areas if egress from Hoyland is opposite West Street. Option B is considered longer with increased journey times and also has poorer access to the western residential area, particularly if the exit onto Hoyland Road is opposite West Street.

Rockingham Colliery Cricket Club

- 4.30 Whilst Rockingham CCC completed the questionnaire, they expanded on their comments regarding question 19. They identified that they are a fast growing club with ambitious targets and they welcomed the potential of relocating onto the sports facility as shown on the consultation material. Their email identifies specific operational details in terms of how they wish to function as a club and expressed concern regarding the level of security and potential conflict as a result of the new housing development being in close proximity. The key comments they raised are as follows:
- Whether there is scope for a second smaller (junior) pitch on the area that has been identified for relocation of the cricket club. If this is possible then support facilities such as changing rooms, welfare and car parking should be designed to accommodate four teams, officials and supporters.
 - They welcome the acknowledgement of an outdoor net facility.
 - The club acknowledged the intentions of making the cricket ground open to the public but would like some level of security around the playing area and suggest some examples of boundary fencing that would satisfy the objectives of the club whilst allowing public access at appropriate times.

Trans Pennine Trail

- 4.31 A summary of the Trans Pennine Trail executives response, dated 17 September 2019, is as follows:



- It is felt that the sustainable transport offer of the Masterplan Framework area falls short of what could be an exemplar scheme. The facilities map should clearly indicate sustainable transport routes and new built road should have walking and cycling routes incorporated into their design.
- The Masterplan Framework should clearly denote the Trans Pennine Trail. At the moment the route is only labelled as National Cycle Network 67.
- Noted that there are other specific references on the consultation display boards relating to the provision of cycle parking facilities as well as creation of safe crossing points for sustainable transport users.
- Under the heading of health and wellbeing, the organisation requires reference to “access to all” to highlight commitment to providing facilities that do not hinder use by any member of the community.

Walker Morris on behalf of Chip Munk Limited – a landowner at Cross Keys Lane, Hoyland

4.32 This representation identifies a site edged red owned by Chip Munk Limited. They confirm that this site adjoins the Masterplan Framework area and can indicatively accommodate up to 50 dwellings with access taken from Regent Court. They argued that this housing could constitute a windfall opportunity and whilst the site is currently used for employment purposes, its loss to residential purposes would not conflict with Policy E4 of the Local Plan.

Walker Morris assesses the three Masterplan Framework road layout options and confirms that option A is the most preferable as it would be compliant with the allocation site requirement policies in the Local Plan set out for Allocation ES14. They also consider that option A also presents an opportunity to unlock additional land for housing at their site and the adjoining land at Cutt Stone and Timber yard. They consider that a new junction from the option A road into their site and adjoining land could connect into Regent Court and Tinker Lane and improve connectivity between existing residential areas of the town with the employment allocations.

They recognise that option A could be difficult to achieve and refer to the ‘disadvantages’ section set out in the consultation material. Walker Morris proposes an alternative option which would be to utilise part of their client’s land and adjoining Cutt Stone and Timber yard. In their view the inclusion of this land in the Masterplan Framework would act as ‘enabling land’ to offer a realistic alternative to the current road layout whilst also providing some modest residential extensions to Regent Court and Tinker Lane.

Public exhibition at Hoyland Library

4.33 The main points noted during this forum held on 9 September 2019 were as follows:



- Impact on schools and GPs.
- Need for older persons accommodation and starter homes.
- Impact on school crossing points (particularly West Meadows Primary School) due to extra car trips generated by the development.
- Impact on climate change/inclusion of sustainable measures.
- Questions regarding the relocation of Rockingham Colliery Cricket Club.
- People misleadingly assumed the development would be wholly for affordable housing as the council is leading on the Masterplan Framework.
- Impact on views from the wider landscape.
- Interest in the types of jobs that would be created – locals would like skilled and meaningful jobs.
- Timescales for delivery.



5.0 Consultation outcomes and key changes

- 5.1 Throughout the Masterplan Framework process we have given careful consideration to the matters raised by respondents to the community consultation exercise. A comprehensive public notification exercise has taken place, which has received reasonably low level of response. This indicates that in general terms the development allocations that form the Masterplan Framework area are relatively uncontroversial in nature. From the questionnaire responses it is clear that there is a good level of support for the proposals. It should be appreciated that a number of respondents were unaware that the land had been allocated in the Local Plan for residential and employment use and that the principle of development has been established in planning policy. Therefore the negative responses in terms of not wanting to accept any development have not helped to form the new Hoyland North Masterplan Framework area and skewed interested or concerned residents results.

- 5.2 Initially the proposals evolved through a technical assessment process taking into account the project teams’ experience of designing such developments, this includes mitigation and enhancement measures where appropriate. The consultation feedback received and summarised in the previous section has been given careful consideration. Many of the matters raised during the community consultation process have been dealt with as part of the Masterplan Framework process including the accompanying technical reports which deal with the various matters such as urban design, ecology, heritage, landscape and vegetation, drainage, highways, etc. In addition the Masterplan Framework document provides clear details regarding the design principles adopted and a rationale of the proposed development. These have been developed in the context of the constraints and opportunities affecting the area.

- 5.3 A wide range of concerns have been raised during the public consultation process however we do not consider any of these to be so unsurmountable that they would affect the delivery of the development.

- 5.4 Within the responses to the questionnaire there is an underlying theme that the Masterplan Framework should encourage developments that have strong links to green space which perform multiple uses in terms of providing recreational areas, green corridors to create pedestrian and cycle connectivity, improved wildlife and biodiversity measures, sustainability benefits, as well as create an attractive landscape and locally distinct setting. We consider these design principles are fully embedded into the objectives behind the Masterplan Framework but the results of the consultation process demonstrate a consistency of views between the project team and the local community.



- 5.5 Having examined the comments regarding the three layout options, the level of support is split between options A and B. The main reason for promoting option A by both residents and Stagecoach relates to keeping traffic close to the motorway and the ability to create an effective diversion of an existing bus service. Given the Local Plan policy emphasis to retain and enhance the existing biodiversity features, it is considered that option B is a strong candidate in order to avoid highway infrastructure which crossing an existing biodiversity corridor.
- 5.6 The impact on the local highway network through the creation of additional traffic movements is clearly an important concern raised by local residents. The technical transport evidence, which includes an assessment of the local highway junctions, confirms that the scale of development can be accommodated on the local network without having a detrimental impact. It is appreciated there is a necessity for the link road between Hoyland Road/Hawshaw Lane and the Dearne Valley Parkway to be delivered prior to the occupation of 250th dwelling on HS64 to make sure that the junction of Sheffield Road and Hoyland Road continues to operate to a reasonable standard.
- 5.7 The pressure on local facilities such as schools, dentists and doctors were raised on a number of occasions throughout the consultation process. In relation to primary and secondary school provision there is an emerging education strategy for the whole of Hoyland that takes into account not only Hoyland North but also the additional housing provision identified across Hoyland within the Local Plan. It is anticipated that education financial contributions will be generated from the proposed residential developments and this funding will be carefully managed to make sure that the education strategy can be delivered in line with housing growth.
- 5.8 In terms of doctors, dentists and health clinics, the starting point of our assessment in terms of overall capacity has been the Infrastructure Delivery Plan prepared to support the Local Plan. The council engaged with key stakeholders during the Local Plan process to identify the existing capacity and level of future community infrastructure required taking into account the proposed growth for Hoyland. We have subsequently engaged further with Clinical Commissioning Group (CCG) and prepared a joint briefing note which summarises the current position and sets out a strategy to assist GP practices respond to growth.
- 5.9 A sustainable transport offer to improve accessibility and connectivity for pedestrians, cyclists and buses is another key theme arising from the responses of both the local community, and stakeholders such as Highways England and the Trans Pennine Trail Executive. Following the consultation process we have commissioned an interim travel plan



to make sure that over-arching aims, objectives and targets can start to be identified for businesses, workers, visitors and residents. The theme of sustainable transport and connectivity is a key priority.

- 5.10 In terms of the request by Walker Morris to include additional land within the Masterplan Framework area and access it either through the option A layout or provide an alternative link road alignment through their site, we consider this approach is not a necessity to deliver a policy compliant Masterplan Framework.
- 5.11 We do not agree with Walker Morris’s view that an access link through ES14 is the only layout that would be policy compliant. We appreciate that it is sensible to identify in the wording of allocation ES14 a requirement to protect an appropriate access through to employment sites ES17 and housing site HS64. Nevertheless, within the policy wording of sites HS64, HS66 and HS56 there is a more general reference to the collection of allocations that form part of Hoyland North. The approach in these policies encourage the Masterplan Framework to positively support and complement the comprehensive wider development of the area so that it can be brought forward in a comprehensive manner.
- 5.12 The alternative access option (via Chip Munk Limited site) proposed by Walker Morris would technically be contrary to the Masterplan Framework as it relates to land that falls outside the defined area. In addition, to make the connection with the Masterplan Framework area, third party land would have to be crossed which has not been actively promoted as a development opportunity. The site in question holds an existing timber yard business bringing into question the deliverability of this alternative route.
- 5.13 Whilst the suggestion of a further option (via Chip Munk Limited site) is welcomed in order to create an additional level of flexibility to address site constraints and cost, we are of the view that there is no need to incorporate it at this stage. The preferred layout (option B) that has been carefully selected by the project team as a result of a detailed evaluation of the technical work and the consultation responses. In addition, this option satisfies the design principles and objectives that support the key themes of the Masterplan Framework.

Key Changes

- 5.14 The feedback that has been received from both the collaborative engagement between the council, the landowners and technical advisors, as well as through the public consultation process has been used to both help and inform the evolution of the scheme. All comments received in the process have been analysed and discussed in detail and the key changes that have been taken on board following the consultation process are as follows:



- 5.15 To ensure that the development truly accommodates a sustainable transport offer to improve accessibility and connectivity for pedestrians, cyclists and buses we have now prepared an interim travel plan which will lead to the over-arching aims, objectives being achieved and coordinated at the planning application stage. This includes appointment of a Travel Plan Manager and Travel Plan Coordinators for individual parcels. This follows comments from Highways England.
- 5.16 The Movement Framework has evolved following comments from SYPTTE and Stagecoach. The Masterplan Framework now includes details of temporary and permanent bus stop locations, service diversions, phasing of delivery and specifications for bus infrastructure.
- 5.17 With regards to the design of sustainable travel infrastructure, the design principles have been developed in line with consultation feedback to encourage the use of sustainable travel routes, including; safe and attractive traffic-free routes with physical restrictions to prevent unauthorised access.
- 5.18 Link road Option B (from Shortwood Roundabout) has been chosen as the preferred option when balancing the full range of opportunities and constraints of each option. Further consideration will now be given to the feasibility and technical design of this road. This will make sure that the design achieves the right status of road to address the concerns expressed by local residents regarding mitigating the impact on the local highway network, especially within Hoyland Common. The design of the road will also consider the ability to facilitate the diversion of an existing bus service through the Masterplan Framework area as requested by Stagecoach. The progression of Option B also aligns with a clear preference in the public consultation to retain existing trees and biodiversity features as this option allows the retention and enhancement of an existing biodiversity corridor to the west of ES17.
- 5.19 Following the declaration of the Climate Emergency the Masterplan Framework now incorporates additional guidance on the council's expectations on new development, and the level of detail required in Energy Statements that will be submitted in respect of individual planning applications.
- 5.20 The network of footpath and cycleway provisions within the Masterplan Framework area and how these relate to key routes and destinations in the surrounding area has been refined following the constructive comments received by Trans Pennine Trail. This includes the provision of signposting to encourage users to access the wider area via sustainable modes of travel.



- 5.21 There have been refinements to the design approach between the proposed centrally located cricket pitches and play facilities, and the interface with the residential character areas to ensure that these facilities become a key focal point for the new community. This follows public comments which identified the preference for a range of facilities that are centrally located. These amendments help to promote key placemaking and health related principles for the wider community whilst also respecting and protecting the playing conditions and maintenance of an operational sports facility.
- 5.22 We have given further consideration to the green infrastructure provision based on the responses we have received from local residents. The Framework now maximising opportunities for green space, wildlife and retention/enhancement of existing trees and vegetation, as these were considered the most important features in the public consultation. These features were also considered by respondents to be the most beneficial towards improving public health.
- 5.23 Public feedback confirmed a preference for re-wilding and ponds/wetlands as sustainable urban drainage solutions. This has led to engagement with Yorkshire Wildlife Trust and Land Trust regarding the long term management of green space, biodiversity assets, attenuation basins and swales.
- 5.24 We have developed detailed design principles for maximising views to important buildings (Hoyland Lowe Stand (Grade II Listed)). This includes delivery of strong landscape buffers, identifying opportunities for green roofs on employment buildings and using an appropriate colour palette for larger buildings so that they sit comfortably within the wider natural landscape.
- 5.25 The Masterplan Framework promotes a range of different housing densities creating 'character areas' that can accommodate a range of house types, tenures and sizes to reflect preferences expressed through the public consultation (cross-referencing with the most up-to-date Strategic Housing Market Assessment).
- 5.26 Following further consultation on the broadband infrastructure requirements, the Masterplan Framework has evolved to include a requirement for developers to deliver gigabit-capable full fibre broadband infrastructure across the Masterplan Framework area. It also incorporates design principles to minimise the impact of broadband infrastructure upon placemaking principles i.e. visual clutter in the streetscene and preventing the obstruction of footpaths and cycleways.



- 5.27 We have liaised further with the Architectural Liaison Officer from South Yorkshire Police to develop design principles which 'design out' crime. Feedback from the public consultation considered the following features to be important; well-lit walking and cycle routes, linking CCTV and lighting, and delivering well-overlooked greenspaces. South Yorkshire Police will continue to be consulted as planning applications are submitted.
- 5.28 There has been an additional focus and scrutiny of evidence regarding the capacity and availability of key services and facilities particularly regarding health and education provision.

Healthcare

Public consultation feedback indicated concerns relating to healthcare capacity. Barnsley council has worked in partnership with the Clinical Commissioning Group (CCG) to develop a healthcare briefing note which sets out the current provision in Hoyland and a commitment to engage with local GP practices to plan and respond to growth, this may include workforce recruitment and/or upskilling the existing workforce.

Primary school provision

Based on current projections it is anticipated that intervention will be required by September 2023 to address an anticipated shortfall in primary school places. It is considered that a potential solution is to expand an existing primary school(s) within Hoyland in order to deliver additional capacity.

Secondary School Provision

Secondary school capacity is available across the South School Place Planning Area into the foreseeable future although places in specific schools cannot be guaranteed. Barnsley Council will continue to work specifically with Kirk Balk Academy to manage pupil numbers through the admissions procedure given its close proximity to a number of masterplan framework areas. However, the Council will also need to work with other secondary schools and developers on a wider basis within the planning area in order to ensure sufficient school places and promote sustainable travel as required.

Notwithstanding the above, future school capacity will change as updated information on likely admissions becomes available. Given the timescales involved in completing a development of this scale, school place capacity will need to be reviewed throughout the development to ensure that contributions are made if there is likely to be inadequate capacity within the planning area.

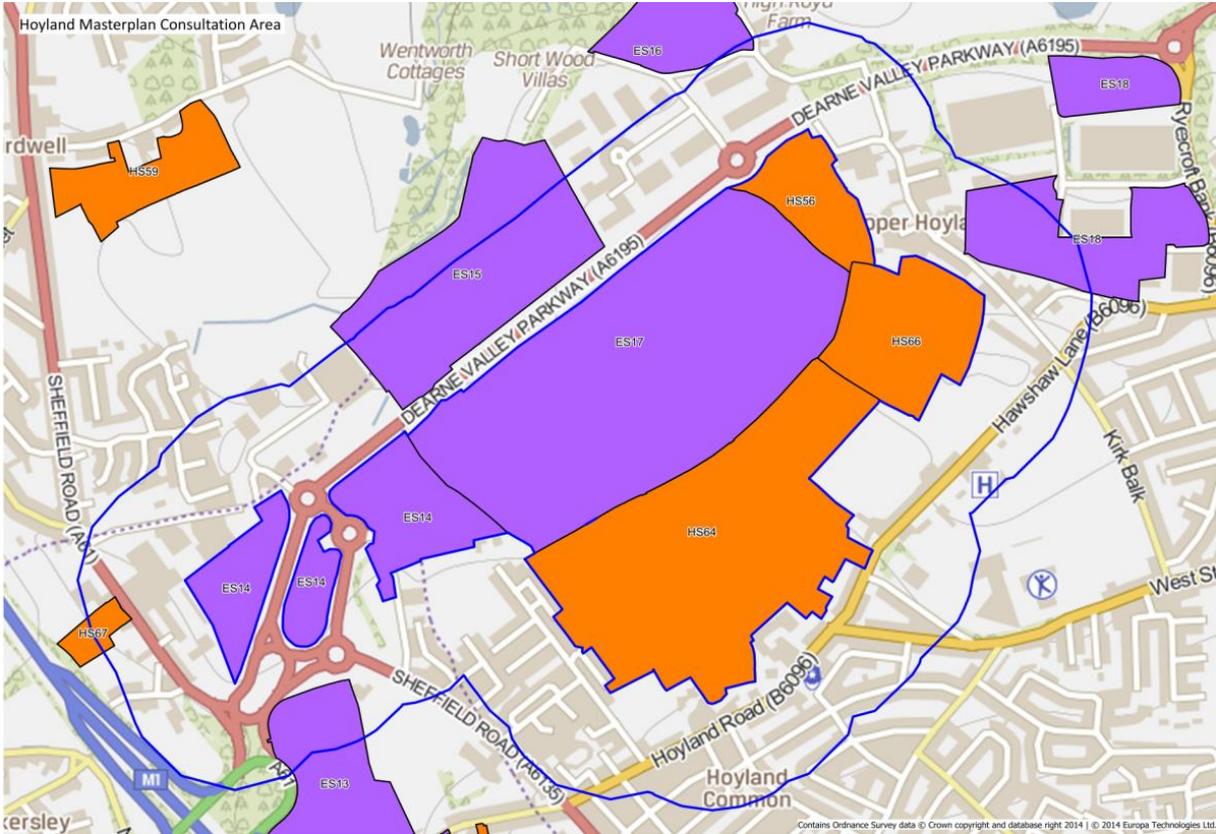


6.0 Conclusions

- 6.1 The project team responsible for overseeing the Hoyland North Masterplan Framework has undertaken a comprehensive and meaningful consultation process on the evolving proposals. The methods and approach have taken into account relevant planning legislation, Government guidance along with the council's Statement of Community Involvement and relevant planning policies found within the Local Plan.
- 6.2 This Statement of Community Involvement provides details of the consultation process that has been undertaken through the involvement of key stakeholders and the local community.
- 6.3 The public engagement strategy has made sure that the community of Hoyland was informed about the consultation process and there has been a sufficient level of information to allow them to make informed opinions and judgements. Irrespective of the high level of publicity there has been limited interest expressed which would tend to suggest that the nature and scale of development is uncontroversial. A large proportion of the respondents that have engaged in the process have expressed support for the proposal in principle and the concerns that have been raised have been dealt with as part of the Masterplan Framework process including technical matters such as transport, ecology, heritage, design and drainage.
- 6.4 We have taken on board the constructive feedback and made refinements to enhance the proposals. Other more detailed matters raised within the community consultation process are beyond the level of detail being explored at the Masterplan Framework stage. Therefore these matters will be subject to further discussion with the council during the planning application stage.
- 6.5 The project team has listened to the local community and taken its opinions on board where possible to develop a scheme they are willing to support.



Appendix 1: Consultation Zone





Appendix 2: Example letter



Place Directorate
Regeneration & Culture
Westgate Plaza 1
P.O BOX 634
Barnsley
S70 9GG
David Shepherd, Service Director

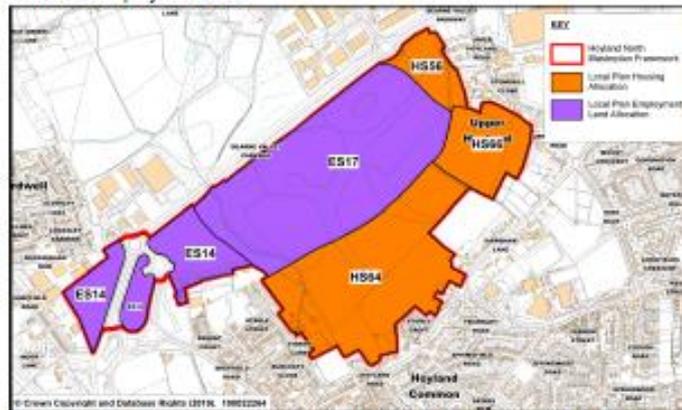
Your Ref: Hoyland North Masterplan
Date: 2 August 2019
Enquiries to: Place Directorate
Direct Dial: 01226 772771
E-Mail: masterplanning@barnsley.gov.uk

Dear Occupier,

Public Consultation: Hoyland North Masterplan Framework

Barnsley Council and White Young Green (WYG) are working in collaboration with Harworth Group and Hoyland Developments Limited to prepare a draft Masterplan Framework covering a number of sites on the northern edge of Hoyland Common.

The sites have already been allocated for development within the adopted Barnsley Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use.



The details for the draft Masterplan Framework can be found on the consultation display boards which are available to view:

- Online on WYG's website: www.wyg.com/hoyland-north
- At Hoyland Library (High Croft, Hoyland, S74 9AF) or the Library @ The Lightbox in Barnsley Town Centre
- At one of the public exhibition events:
 - Wednesday, 14 August 2019, 3pm to 7pm at Kirk Balk Academy, West Street, Hoyland, S74 9HX
 - Thursday, 29 August 2019, 3pm to 7pm at Kirk Balk Academy, West Street, Hoyland, S74 9HX



How to engage:

- Fill in the questionnaire on WYG's website: www.wyg.com/hoyland-north
- Download the questionnaire and email to public.consultation@wyg.com
- Download the questionnaire and post to WYG, Rowe House, 10 East Parade, Harrogate, HG1 5LT
- Hard copies of the questionnaire are available at Hoyland Library (High Croft, Hoyland, S74 9AF) or the Library @ The Lightbox In Barnsley town centre

If you require assistance accessing material and/or filling in the questionnaire or have language and/or disability access needs please contact Barnsley Council on 01226 772771 or email masterplanning@barnsley.gov.uk.

The information you provide will only be used for the purposes of this consultation exercise. Your views are welcomed and will be considered in preparing the final draft of the Masterplan Framework for adoption by Full Council. The data submitted will be held securely in accordance with General Data Protection Regulation (GDPR).

The deadline for receiving comments is Tuesday, 17 September 2019

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Joe Jenkinson'.

Joe Jenkinson
Head of Planning and Building Control

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PO Box 634, Barnsley, South Yorkshire S70 9GG

Appendix 3: Press Notice and Newspaper Articles

BARNSELY METROPOLITAN BOROUGH COUNCIL
SPECIAL NOTICE
HOYLAND NORTH MASTERPLAN FRAMEWORK CONSULTATION

Following the adoption of the Local Plan on 3 January 2019, Barnsley Council are working in collaboration with White Young Green (WYG) and developers to prepare a draft Masterplan Framework on a number of allocated housing and employment sites to the northern edge of Hoyland Common.

Details on the draft Masterplan Framework will be available to view from Monday, 5 August 2019:

- Online at www.wyg.com/hoyland-north
- At Hoyland Library (High Croft, Hoyland, S74 9AF) or the Library @ The Lightbox in Barnsley Town Centre
- At one of the public exhibition events:
 - 3pm to 7pm on Wednesday, 14 August 2019 at Kirk Balk Academy, West Street, Hoyland, S74 9HX
 - 3pm to 7pm on Thursday, 29 August 2019 at Kirk Balk Academy, West Street, Hoyland, S74 9HX

This public consultation seeks the communities views on the draft Masterplan Framework. Feedback is preferred via the online questionnaire: www.wyg.com/hoyland-north. Where this is not possible, you can submit your comments by any of the following methods:

- Fill in online at www.wyg.com/hoyland-north
- Download and email to public.consultation@wyg.com
- Download and post to WYG, Rowe House, 10 East Parade, Harrogate, HG1 5LT
- Hard copies will be available at Hoyland Library (High Croft, Hoyland, S74 9AF) and the Library @ The Lightbox in Barnsley Town Centre

Please use one method of reply only to avoid duplication of representations.

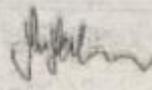
Your views are welcomed and will be considered in preparing the final draft of the Masterplan Framework for adoption.

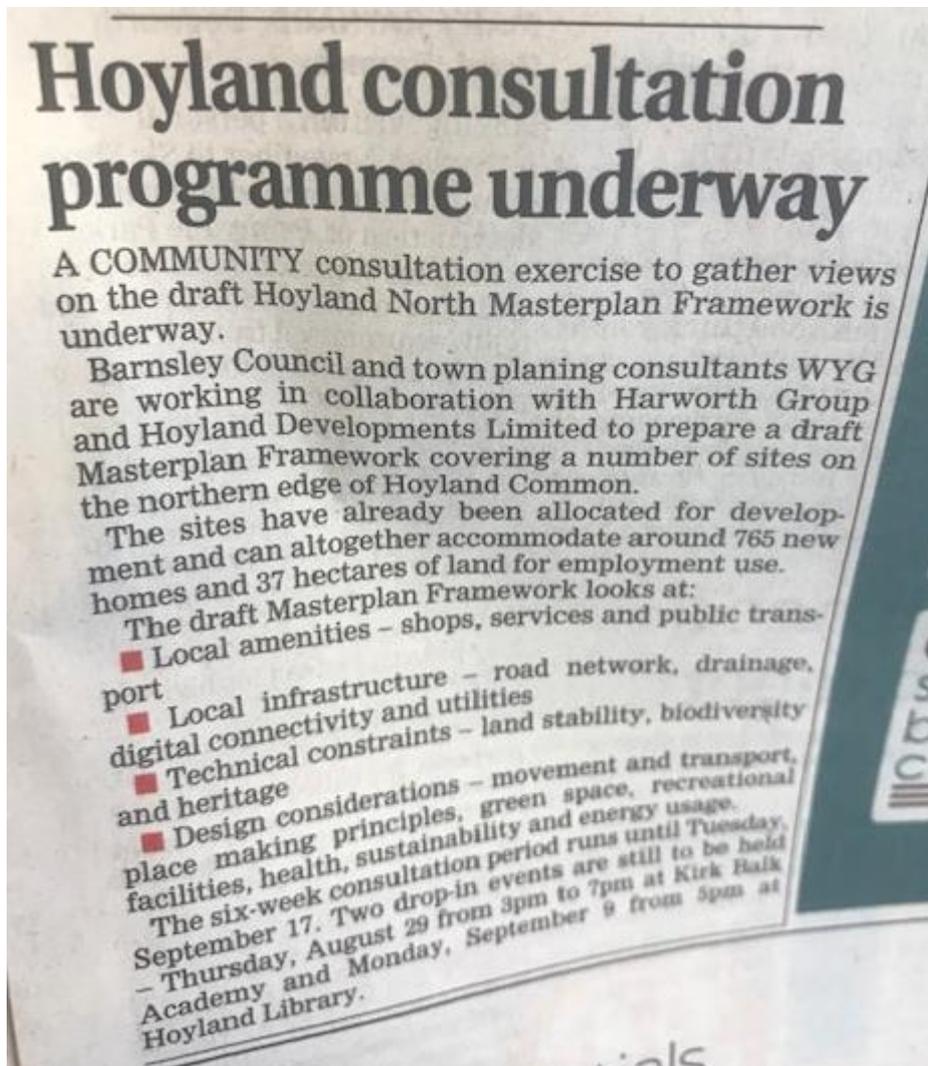
If you require assistance filling in the questionnaire or have language and/or disability access needs please contact Barnsley Council on 01226 772771 or email masterplanning@barnsley.gov.uk.

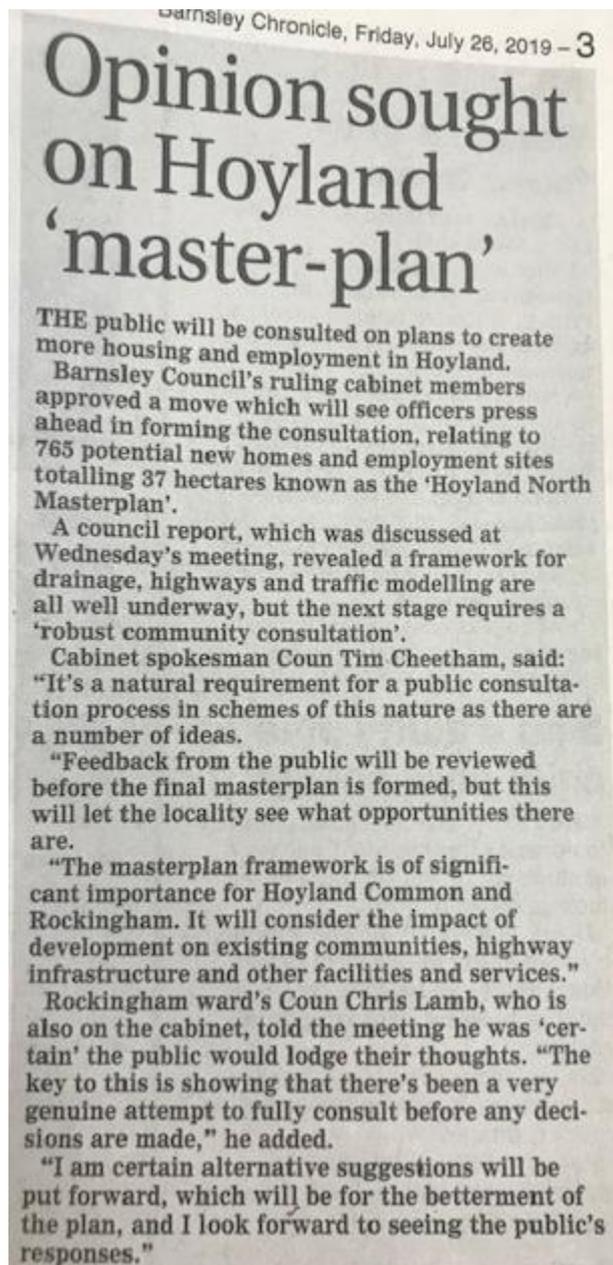
The consultation period runs from Monday, 5 August 2019 to Tuesday, 17 September 2019.

Dated 2nd August 2019

Joe Jenkinson
 Head of Planning & Building Control
 Barnsley Metropolitan Borough Council
 PO Box 634
 Barnsley
 S70 9FE





Hoyland

St Andrew and St Peter

Mass tonight will be at 7.30pm at St Peter's. On Sunday, there will be sung mass at 9.30am at St Andrew's and 10.45am at St Peter's. There will then be said mass on Wednesday at 7.30pm at St Peter's and on Thursday at 9.30am at St Andrew's.

Hoyland Consultation Event

The second consultation event as part of the Hoyland North draft Masterplan Framework will be taking place at Kirk Balk Academy, West Street, Hoyland, next Thursday between 3pm to 7pm. The event is open to anyone to come along, speak to the development team, view consultation boards and give their views on the draft scheme.



Appendix 4: Example social media posts

 **Barnsley Council**
17 September at 10:30 · 🌐

The deadline for you to fill in the Hoyland North Masterplan Framework consultation questionnaire passes at midnight tonight.

This is your chance to have your say and help shape the future of Hoyland Common so be sure to complete the consultation. #Changelt

Read more about the Hoyland North Masterplan Framework here:
barnsley.gov.uk/masterplanning... See more



1 comment 2 shares

 Like  Comment  Share



 **Barnsley Council**
6 September at 04:30 · 🌐

Don't forget the next exhibition event for the draft Hoyland North Masterplan Framework is taking place from 5pm to 6pm on Monday 9 September at Hoyland Library.

It's your chance to air your views on the proposal so please come along to have your say.

Read more about the Hoyland North Masterplan Framework here:
barnsley.gov.uk/masterplanning... See more



👍 3 6 comments 11 shares

 Like  Comment  Share



 **Barnsley Council**
26 August · 🌐

The final exhibition event for the draft Hoyland North Masterplan Framework takes place at Kirk Balk Academy, West Street, Hoyland, S74 9HX on Thursday from 3pm to 7pm.

Come and view the consultation boards and fill in the questionnaire.
#Changelt

Read more about the Hoyland North Masterplan Framework here:
barnsley.gov.uk/masterplanning... See more



  3

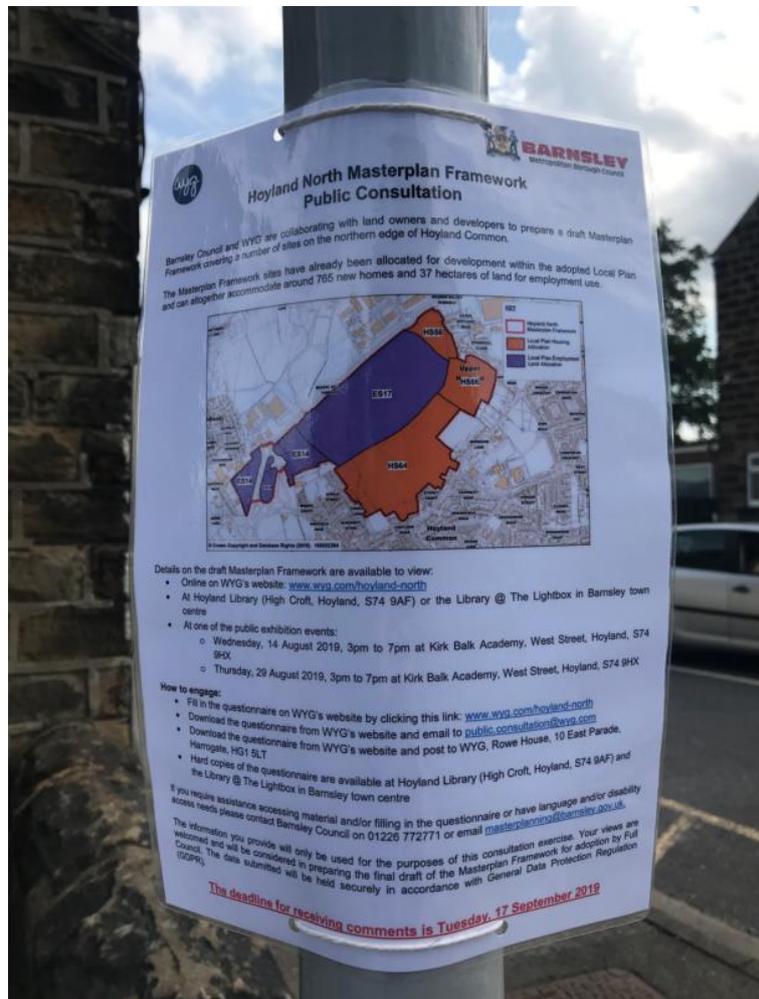
7 comments 12 shares



Appendix 5: Map of site notices



Appendix 6: Site Notice



Appendix 7: Display Boards

HOYLAND NORTH MASTERPLAN FRAMEWORK

Introduction

Vision: Through a bespoke Masterplan Framework create a sustainable and inclusive community on the edge of Hoyland comprising around 765 new homes and 37 hectares of employment land with associated infrastructure. The new community would be of a high quality design within a strong landscape setting that responds positively to the surrounding environment and enables connectivity and integration with the existing community.

What is a Masterplan Framework and why is it required?

The council's Local Plan was adopted on 3 January 2019. When the Local Plan was being examined it was agreed that for some of the larger strategic sites it was necessary to prepare masterplan frameworks to ensure that sites could be developed in a comprehensive manner taking into account all of the infrastructure requirements. Looking at large allocations in this way rather than on a site by site basis, ensures that we can make the best use of sites and secure sustainable and inclusive growth reflecting each of the council's corporate priorities.

The Masterplan Framework is a strategic document that sits beneath the Local Plan and will inform future planning applications.



As part of the Masterplan Framework residents and stakeholders need to be provided with the opportunity to feedback on the draft plans and main themes. This feedback is then reviewed and fed into the final Masterplan Framework. The Masterplan Framework will need to be approved by Cabinet before determining any key planning applications.

Who is involved?

Barnsley Council are working in collaboration with WYG, developers and land agents who have the largest land interests, these are Harworth Group (ES17) and Hoyland Developments Limited (HS56, HS64 and HS66). Developers who have smaller land interests on sites which make up ES14 are also being consulted.

Background work

There is a significant amount of technical work that is currently shaping the Masterplan Framework, this work is ongoing and will help shape the final version of it.

Masterplan Framework area

The Hoyland North Masterplan Framework area is located to the north of Hoyland Common, approximately 5.9km south of Barnsley town centre and immediately west of Junction 36 of the M1 motorway. The Masterplan Framework area contains open fields and agricultural land which gently slopes from Hoyland Common to the Deerne Valley Parkway (A6195).

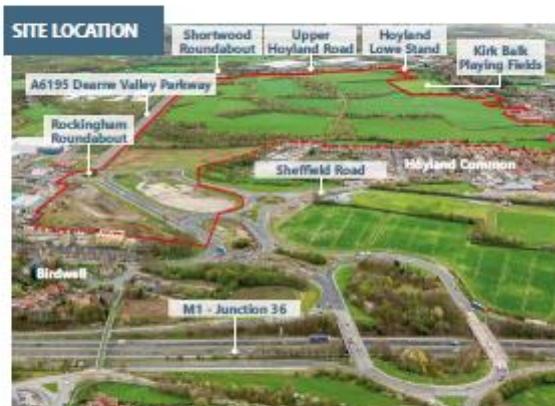
North	Deerne Valley Parkway beyond which is Shortwood Business Park and Gateway 38 employment units
East	Residential properties facing onto Upper Hoyland Road
South	Hoyland Lower Stand, St Peter's Church Cemetery, residential properties facing onto Hawthorn Lane and Hoyland Road (B6096)
West	King George V Playing Field, residential properties facing onto Tinker Lane, Rockingham Street and Church View, Hoyland Dismantling and Rockingham Business Park

Rockingham Roundabout is located to the north-western part of the Masterplan Framework area and Shortwood Roundabout to the north-eastern part. Both of these roundabouts provide access opportunities into the Masterplan Framework area.

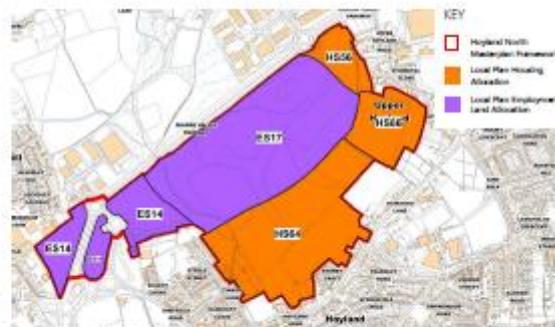
Local plan site allocations and level of anticipated development

Residential		
Site reference	Site area (Hectares)	Proposed use
HS64	19.25	615 dwellings
HS56	6.39	80 dwellings
HS66	2.6	70 dwellings
Total	28.24	765 dwellings

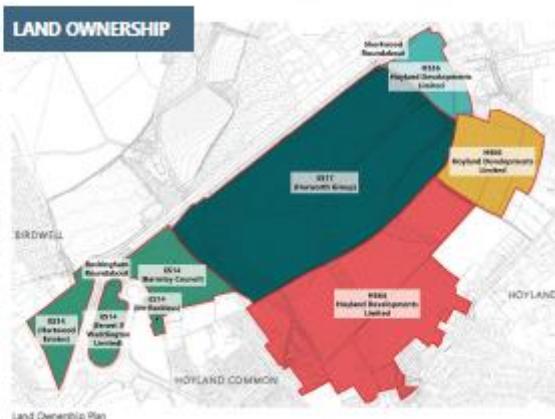
Employment		
Site reference	Site area (Hectares)	Proposed use
ES14	8.71	Employment – Business, General Industry and Storage and Distribution
ES17	28.6	Employment – Business, General Industry and Storage and Distribution



Site Location looking east from Junction 36 on the M1



Extract from the Local Plan © Crown Copyright and Database Rights (2019), 100022164



Land Ownership Plan

HOYLAND NORTH MASTERPLAN FRAMEWORK

Local Amenities



LOCAL AMENITIES

Shops, Services and Facilities Future residents and employees will be able to access shops, services and facilities in Hoyland Common, Hoyland Town Centre, Birdwell, Tankersley and Backer Hill. The majority of the offerings are within 20m of the site which means that people will be able to travel on foot subject to good footpath connections being provided.

Hoyland Town Centre offers a range of shops as well as general and second hand markets on Tuesdays, Thursdays and Saturdays.

Leisure The site is located within walking distance of Hoyland Leisure Centre and Kirk Balk Academy. The centres offer a range of facilities which include swimming, gymnasium and court hire.

PUBLIC TRANSPORT

Buses There are frequent bus services operating from various bus stops surrounding the site. These are within walking distance and offer services to Barnsley Town Centre (via Birdwell), Hoyland Town Centre, Chapeltown, Elsecar, Broomhill and Miners (via Cortonwood).

Trains Elsecar Train Station is located approximately 2.3km east of the site. Trains operate half hourly between Leeds (via Barnsley) and Nottingham (via Sheffield) Monday to Saturday with a reduced service on Sunday. This allows people to travel to and from the site via train as part of a combined journey.

LOCAL INFRASTRUCTURE

Infrastructure Delivery Plan Infrastructure issues have been considered throughout the Local Plan process. The council engaged with relevant infrastructure providers during the production of the Infrastructure Delivery Plan (IDP) which supports the Local Plan. This can be found in the Local Plan Examination library.

Barnsley council's Local Plan Policy 11 'Infrastructure and Planning Obligations' states that development must be supported by appropriate physical, social, economic and communications infrastructure. New development should not overburden existing infrastructure. Where new development creates a need for new or improved infrastructure, developer contributions will be sought to make the development acceptable in planning terms.

Healthcare Barnsley Council are working with Barnsley Clinical Commissioning Group (CCG) to develop a strategy to ensure that services can evolve to meet the needs of existing communities and population growth associated with new housing development.

South Yorkshire Ambulance Service confirmed through the Infrastructure Delivery Plan that the geographical coverage of existing services is adequate for the level of planned growth.

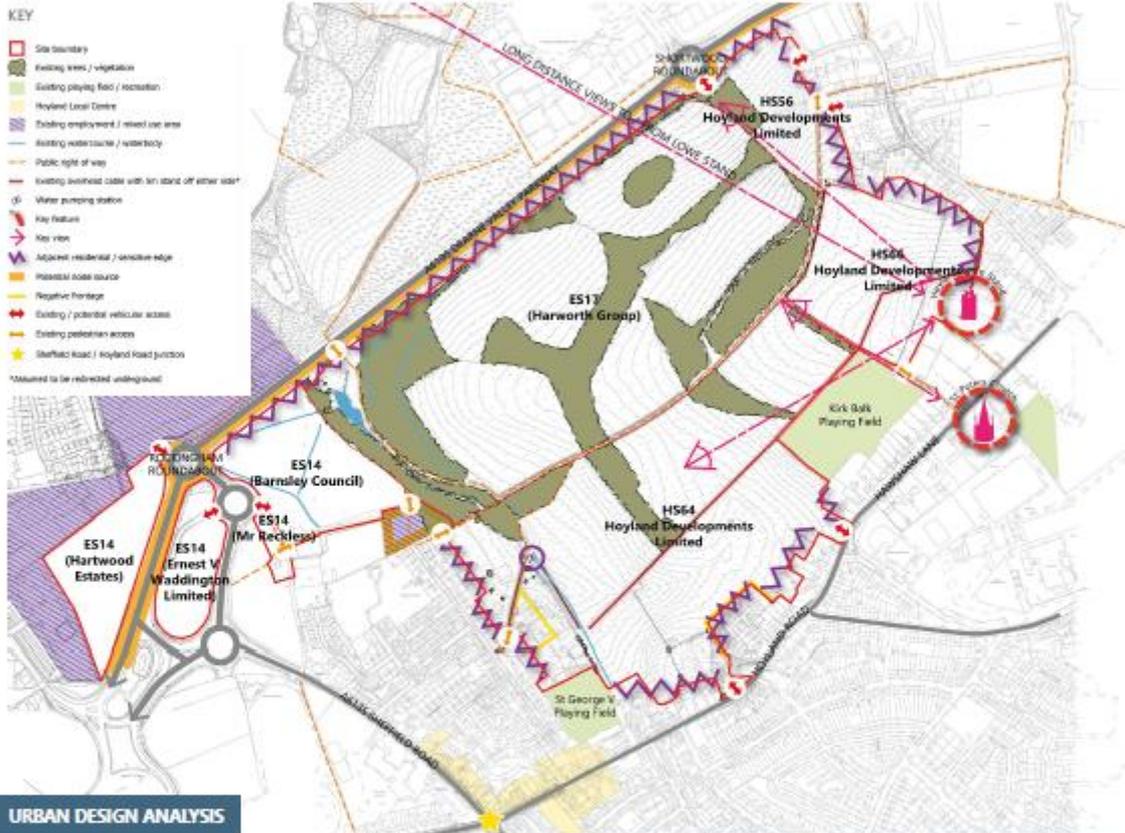
Policing During the preparation of the Infrastructure Delivery Plan (IDP) South Yorkshire Police confirmed that there were no issues with current provision and non- envisaged in the foreseeable future.

Fire and Rescue South Yorkshire Fire and Rescue confirmed through the Infrastructure Delivery Plan that they were reviewing service provision within the borough and that it would consider the needs of the existing communities as well as planned growth for the next 15 years.

Schools Barnsley Council as a local authority has a statutory obligation to provide primary and secondary school places for pupils within the borough. The Local Plan identified land for new schools where there it was demonstrated that demand arising from new development could not be accommodated within existing schools. A new school site was not identified in Hoyland through the Local Plan process. Barnsley Council's Education Department are working with colleagues in Assets and Planning Policy to assess the short, mid and long term impact on school place planning within the South West School Place Planning Area. Where evidence demonstrates that pupil numbers will exceed the capacity of existing schools, there are a number of options available to the authority. This could include reviewing existing schools to identify opportunities for expansion, managing the geographical distribution of pupils through the admissions procedure, or identifying a site for the delivery of a new school. Barnsley Council will monitor projections closely and take action where necessary.

HOYLAND NORTH MASTERPLAN FRAMEWORK

Design Considerations



Movement and transport

Access There is potential for a range of access points into the residential and employment areas. A key aim of the Transport Strategy is to direct traffic away from Hoyland Common, particularly the crossroad junction on Sheffield Road. Traffic modelling suggests that the existing highway network can accommodate 250 new homes on H564 before a new access is required from the Deane Valley Parkway (A6195). This consultation seeks views on three potential access options; these are as follows:

- Option A: Main access from Rotherham Roundabout
- Option B: Main access from Shorwood Roundabout
- Option C: Main access off a new roundabout on the Deane Valley Parkway (A6195)

(All options will show access to the northern part of ES17 and H564 from Shorwood Roundabout)

Street Hierarchy The street hierarchy looks to provide a series of linked routes designed to reflect expected traffic levels. In prioritising streets (primary means of access, secondary and tertiary streets) the developments will create high quality safe and convenient routes for motorists, cyclists and pedestrians. Redirection and cycle routes will be linked into the existing network where possible to encourage trips on foot and on bicycle. The Masterplan Framework will also incorporate existing public rights of way however these may be redirected to create convenient routes through the new development.

Public Transport Barnsley Bus Partnership will be consulted throughout the development of the Masterplan Framework to establish whether the routes of existing bus services can be diverted through the site. It is envisaged that direct, safe and attractive walking routes to bus stops will be provided to encourage use of public transport for residents, employees and visitors.

At the planning applications stage developers will be required to submit Travel Plans which set out how sustainable travel measures will be implemented, monitored and reviewed over an agreed period.

Neighbouring properties and uses The Masterplan Framework will consider the amenity of existing and future residents. All future planning applications will need to demonstrate adequate separation distances and appropriate boundary treatment to prevent loss of privacy. Planning applications for employment developments will need to demonstrate that there would not be an adverse impact upon the amenity of existing and future residents. New employment development should be sensitively designed and new homes could incorporate mitigation measures to guard against nuisance. This approach will allow residential and employment development to be delivered on neighbouring sites.

Placemaking A key principle of the Masterplan Framework is incorporating design measures to create a sense of place and distinctive built environment. There is an opportunity to create entrances into the Masterplan Framework area which create a sense of arrival and become local landmarks. This could be achieved through the arrangement of buildings and positioning of hard and soft landscaping. The objective is to deliver distinguishable and recognisable places to give residents, employees and visitors a positive experience.

The Masterplan Framework will deliver housing at different densities (25-55 dwellings per hectare) and this will create a series of residential areas that vary in character. Due to the topography (level) of the site it is envisaged that the employment units will be set at a lower level than the new residential properties.

Greenspace and recreation facilities The Masterplan Framework will include a series of open spaces including formal recreation facilities (potentially a cricket facility with pavilion and associated infrastructure), areas for children's play and informal open space.

- **Rural recreation facilities** Barnsley Council is reviewing formal sports facilities across the whole of Hoyland given that large scale growth is also proposed to the west and south of the area. The outcome of this review will become clearer as masterplan frameworks are prepared for the areas to the south and west of Hoyland, during which the future of Rotherham Sports Ground will be considered. This could result in relocation of that facility or investment in the existing ground. Regardless of this, there is an identified need for an additional cricket pitch with multiple wickets in the Hoyland area so each of the masterplan options show a proposed cricket facility, including a multi-use pavilion, practice nets and car parking. This would be at the heart of the new housing development.
 - **Children's play facilities** It is envisaged that within the Masterplan Framework area there will be a range of children's play facilities. This could include a Local Area of Play (LAP) – for younger children aged 4-6 years old and Local Equipped Area for Play (LEAP) – suitable for all ages or Neighbourhood Equipped Area of Play (NEAP) – suitable for all ages but includes a Multi-Use Games Area (MUGA). It is acknowledged that there may be an opportunity to improve existing facilities at King George V Playing Field off Tinker Lane.
 - **Informal open space** A series of informal open spaces will be created throughout the Masterplan Framework area, this will be a combination of the following:
 - Retained areas of significant ecological value
 - Contained land which is more difficult to build on (high wall zones)
 - A minimum of 15 percent of the gross site area from all new housing development sites
 - Drainage detention basins will also provide areas of greenspace which would fill with surface water during wet periods
 - Public rights of way which could include cycle and pedestrian routes
 - Landscape buffers
- These spaces will offer a range of benefits including:
- Help to soften the appearance of new development
 - Reduce the visual impact of the development from the wider area
 - Create placemaking focal points
 - Create habitat for wildlife
 - Provide attractive walking and cycling linkage throughout the site
 - Provide a green buffer between the residential and employment development





 HOYLAND NORTH MASTERPLAN FRAMEWORK

Design Considerations

Utilities and services A Utility Report is currently being prepared, this identifies existing utility infrastructure (water, gas, electricity, broadband) and the potential opportunities and constraints associated with the existing provision. The report will estimate the service load requirements from the new development and this will help to identify where infrastructure improvements/upgrades are required. Initial findings suggests that the following works are required:

- **Water** - 300mm mains water pipe
- **Electricity** - Capacity is available at Deacar and Wortbroth Park Primary Sub-Station. The 11kV boards and connections to the Masterplan Framework area would need to be upgraded.

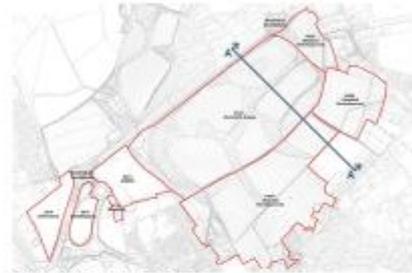
The Utility Report will confirm when these upgrades are required in line with the phasing of new development.

Health and well-being Establishing a series of guiding health and well-being principles is fundamental to the Masterplan Framework, this will help to ensure that proposals create a strong, healthy and just society for existing and future residents as well as employees. A Health Impact Assessment (HIA) is being developed as part of the Masterplan Framework process, this will include key themes in the Sport England Active Design Principles. The three pillars of health and well-being will also be followed:

- **Health improvement considerations** – to increase physical and mental well-being. The Masterplan Framework will include initiatives to encourage walking and cycling, deliver greenspace, promote social interaction and employment.
- **Health protection - avoid exposures** – as part of the technical assessment work, careful consideration needs to be given to reducing the negative impacts relating to air, noise, water and ground pollution.
- **Health infrastructure considerations** – as mentioned, the CCG will ensure that services are being commissioned and delivered to meet the needs of the local population.

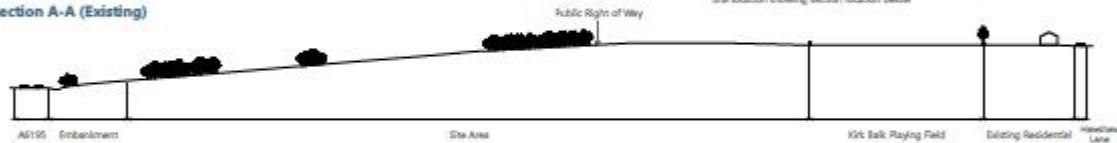
Sustainability and energy usage In line with Local Plan policy, the Masterplan Framework aims to reduce the impact on climate change. Sustainability and energy usage will be a principle consideration when developing the Masterplan Framework with detailed measures being outlined at the planning application stage. Key considerations would include:

- The feasibility of renewable and low carbon energy (solar panels, wind turbines)
- Encourage convenient and integrated access by public transport, cycle and on foot
- Efficient use of natural resources such as grey water recycling (reusing waste water from building)
- Protection or enhancement of the quality of natural assets including water and biodiversity
- Creating high quality, well designed development taking into account local distinctiveness
- Improved quality of local landscapes and protection of the character of the wider countryside
- Preservation or enhancement of the historic and cultural features of acknowledged importance

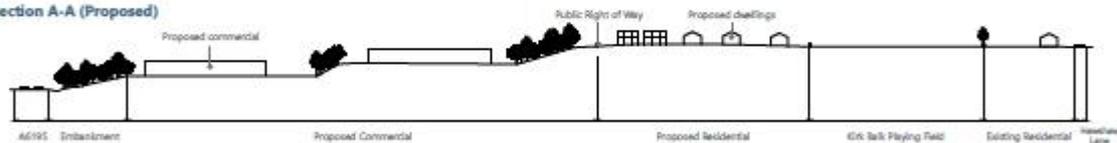


SECTIONS

Section A-A (Existing)



Section A-A (Proposed)



SITE PHOTOS



HOYLAND NORTH MASTERPLAN FRAMEWORK

Design Proposals

Following careful consideration of the Local Plan requirements, technical constraints and key principles for creating a Masterplan Framework, three high level concept layouts have been developed. These options show how the Masterplan Framework area could deliver employment uses, new homes, appropriate access, open space, biodiversity enhancements, landscape buffers and drainage solutions whilst taking into consideration place-making principles.

The key differences between the three options are as follows:

- Option A – Main access from Rockingham Roundabout (with access to the northern part of ES17 and HS56 from Shortwood Roundabout)
- Option B – Main access from Shortwood Roundabout
- Option C – Main access off a new roundabout on the Dearne Valley Railway (A6195)

OPTION A

Main access from Rockingham Roundabout (with access to the northern part of ES17 and HS56 from Shortwood Roundabout)

Advantages

- Reduces traffic around Hoyland Common, particularly at the crossroad junction on Sheffield Road
- New link road utilises an existing roundabout spur
- New link road would be delivered on Barnsley Council owned land (ES14) therefore maximising the developable area of other sites in the Masterplan Framework area
- Provides a direct link from Junction 36 of the M1 motorway which would be attractive to potential occupiers of the residential and employment units
- Improved cycle and footpath links connecting Hoyland Common and existing employment units at Gateway 36
- Introducing an access off Shortwood Roundabout would allow delivery of employment uses on the northern part of ES17 in the short term

Disadvantages

- New link road would cross an area identified as having significant ecological value
- The structure required to cross the area of significant ecological value and watercourse would require significant investment
- Would require the diversion of existing public rights of way
- Will require high quality cycle and pedestrian links to the northern part of employment site ES17 as no direct vehicle access from the southern parcel of ES17 or Hoyland Common through the new housing development
- Further investigation work is required to fully understand the design and risks associated with constructing a new link road over an area of highwall
- As the new link road would not serve the entire Masterplan Framework area there would be additional costs associated with providing a secondary access off Shortwood Roundabout



HOYLAND NORTH MASTERPLAN FRAMEWORK

Design Proposals

OPTION B

Main access from Shortwood Roundabout (with access to the northern part of E517 and H556 from Shortwood Roundabout)

Advantages

- Reduces traffic around Hoyland Common, particularly at the crossroad junction on Sheffield Road
- New road utilises an existing roundabout spur on Shortwood Roundabout
- Retention of an area identified as having significant ecological value (west of E517)
- Avoid diversion of existing public rights of way (west of E517)
- Opportunity to maximise views of Hoyland Lowe Stand from the new road off Shortwood Roundabout
- Improved cycle and footpath links to the west of the site
- Ability to deliver all employment development on E517 in the short term

Disadvantages

- New road design will require significant investment due to the earthworks and engineering solutions needed to address the change in levels from Shortwood Roundabout
- Formation of development platforms as the new link road sweeps up the landscape, this may result in some loss of efficiency
- Due to the levels, the new link road will run up the slope of the site at a lower level than the residential platforms. This may create placemaking challenges and reduce opportunities for new homes to face directly onto the street
- Will require high quality pedestrian and cycle links to the west of the Masterplan Framework area linking with Gateway 36 as no vehicular access is proposed







 HOYLAND NORTH MASTERPLAN FRAMEWORK

Design Proposals

OPTION C

Main access off a new roundabout on the Dearne Valley Parkway (A6195) (with access to the northern part of ES17 and HS56 from Shortwood Roundabout)

Advantages

- Creation of a new roundabout on the Dearne Valley Parkway between Rockingham Roundabout and Shortwood Roundabout
- Reduces traffic around Hoyland Common, particularly at the crossroad junction on Sheffield Road
- Retention of areas identified as having significant ecological value (west of ES17 and south of Shortwood Roundabout)
- Avoid diversion of existing Public Rights of Way (west of ES17)
- A central road through employment site ES17 would improve both its commercial profile and accessibility

Disadvantages

- Significant costs associated with the creation of a new roundabout
- New road design will require significant investment due to the earthworks and engineering solutions needed to address the change in levels
- The formation of development platforms on employment site ES17 may result in some loss of efficiencies
- As the new road serving the residential areas would run through employment site ES17, this may create placemaking challenges, particularly in terms of creating an attractive gateway entrance into the new residential area from the Dearne Valley Parkway



Next Steps

The Masterplan Framework will continue to evolve, incorporating technical work as it becomes available. The public consultation is an opportunity for key stakeholders and the local community to provide important feedback on the Masterplan Framework themes and to help shape the final document.

TIMESCALES

The proposed timescales are as follows:

- August to September 2019 – Public consultation
- September to October 2019 – Review public consultation feedback
- November 2019 – Develop the final version of the Masterplan Framework
- December 2019 – Adoption of the Masterplan Framework by Barnsley Council

Planning Strategy The Local Plan sets out that Masterplan Frameworks should be adopted prior to the determination of any planning applications on the affected sites.

Barnsley Council has acknowledged that less strategic proposals could come forward in the short term, however developers are required to demonstrate that the proposal is unlikely to prejudice the overall Masterplan Framework objectives, particularly with regard to technical, environmental and place-making issues. Due weight will also be given the previous Historic planning decisions that have already been approved. A number of sites within the Masterplan Framework area already have planning consents:

Site Allocation Reference	Ownership / Control	Planning Application Reference	Proposal
ES14	Waddington	2018/0745	Erection of A3 Café and drive-thru facility
ES17	Hoyland Developments Limited	2016/1531	Outline consent for 100 dwellings

Each future planning application will be determined on its own merits and considered on a case by case basis.

HOW TO ENGAGE

- Use the QR code to the right to go straight to the online questionnaire
- Fill in the online questionnaire through WYG's website: www.wyg.com/hoyland-north
- Download the questionnaire from WYG's website and email to public.consultation@wyg.com or post to:
WYG, Rowe House, 10 East Parade, Hemmatts, HGT S1T
- Hard copies of the questionnaire are available at our exhibition events, Hoyland Library (High Croft, Hoyland, S74 9AS) and the Library @ The Lightbox in Barnsley Town Centre



The information you provide will only be used for the purposes of this consultation exercise. All feedback will be considered and changes to the proposals will be made where possible and appropriate. The final Masterplan Framework will need to be approved by Full Council before adoption. The data you have submitted will be held securely by WYG in accordance with General Data Protection Regulation (GDPR).

DESIGN EXAMPLES



Play space within open space, overlooked by homes



Cricket pitch, overlooked by homes



A traffic calming / road feature to aid pedestrians / cyclists



Greenspace through a residential area

Thank you for taking the time to let us know your thoughts on the Hoyland North Masterplan Framework.



Appendix 8: Hoyland Library display



Appendix 9: Public exhibition photo



Appendix 10: Questionnaire





BARNLEY
Metropolitan Borough Council



HOYLAND NORTH MASTERPLAN FRAMEWORK

Hoyland North Masterplan Framework Questionnaire

This consultation seeks the community's views on the emerging Masterplan Framework which covers a number of sites to the north of Hoyland Common. The Masterplan Framework sites have already been allocated for development within the adopted Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use. The details for the Masterplan Framework can be found on the consultation display boards which are available to view:

- Online at www.wyg.com/hoyland-north
- At Hoyland Library or the Library @ The Lightbox in Barnsley town centre
- At one of the public exhibition events at Kirk Balk Academy, West Street, Hoyland, S74 9HX on:
 - **Wednesday, 14 August 2019, 3pm to 7pm**
 - **Thursday, 29 August 2019, 3pm to 7pm**

How to get involved:

- Fill in the online questionnaire by visiting www.wyg.com/hoyland-north
- Fill in this questionnaire and email to public.consultation@wyg.com or post to WYG, Rowe House, 10 East Parade, Harrogate, HG1 5LT
- Hard copies of the questionnaire are available at Hoyland Library (High Croft, Hoyland, S74 9AF) and at the Library @ The Lightbox in Barnsley town centre

If you require assistance filling in the questionnaire or have language and/or disability access needs, please contact Barnsley Council on 01226 772771 or email masterplanning@barnsley.gov.uk.

You do not need to complete all of the questions.

The information you provide will only be used for the purposes of this consultation exercise. All feedback will be considered and changes to the proposals will be made where possible and appropriate. The final Masterplan Framework will need to be approved by Barnsley's Full Council before adoption. The data you have submitted will be held securely by WYG in accordance with General Data Protection Regulation (GDPR).

The deadline for receiving comments is Tuesday, 17 September 2019



Questions:

1. Do you agree with the vision of the Masterplan Framework which seeks to create a sustainable and inclusive community with high-quality design and landscaping? (Please tick one option.)

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

2. What do you think are the most important features of the existing site? (Please tick three options.)

Hoyland Lowe Stand	<input type="checkbox"/>
Existing trees and vegetation	<input type="checkbox"/>
Wildlife	<input type="checkbox"/>
Short and long-distance views	<input type="checkbox"/>
Public rights of way	<input type="checkbox"/>
Existing watercourse and pond	<input type="checkbox"/>
Greenspace	<input type="checkbox"/>
Mining legacy	<input type="checkbox"/>
Other (please state)	<input type="checkbox"/>

3. Which layout do you prefer - Option A, Option B, Option C or none?

Option A	<input type="checkbox"/>
Option B	<input type="checkbox"/>
Option C	<input type="checkbox"/>
None	<input type="checkbox"/>

4. If you would like to give reasons why, or include any thoughts on how your preferred option could be improved, please do so.



5. What do you consider to be the most important points for guiding the design of the new development? (Please tick three options.)

Creating views to important buildings and landmarks, and protecting the historic environment	
Considering local distinctiveness	
Display good design using high-quality materials	
Sustainable design and construction incorporating low carbon and renewable technology (Use local materials, solar panels, high insulation levels, orientate buildings to maximise solar gain)	
High-quality outdoor space with clear distinction between public and private space	
Healthy and safe environment	
Clear and obvious routes for motorists, cyclists and pedestrians	
Providing adequate parking	
Other (please state)	

The council will assess planning applications to make sure an appropriate mix of housing is delivered. What kind of homes do you think the new development should provide?

6. Please tick three options.

House Type	✓
Bungalow	
Apartment	
Terrace	
Semi-detached	
Detached	

7. Please tick three options.

House Size	✓
1 bed	
2 bed	
3 bed	
4 bed	
5 bed	

8. Please tick one option.

House Tenure	✓
Affordable rent and/or affordable home ownership	
Open market rent and/or owner occupation	
Mix of both	



9. Hoyland Lowe Stand is a Grade II Listed Building off Hawshaw Lane. How could the Masterplan Framework complement this heritage asset? (Please tick three options.)

Make sure the new development is of an appropriate scale	<input type="checkbox"/>
Make sure the materials for the new development are complimentary	<input type="checkbox"/>
Retain a heritage buffer to prevent development up to the Lowe Stand	<input type="checkbox"/>
Make sure long-distance views of the Lowe Stand are uninterrupted	<input type="checkbox"/>
Restrict the height of new homes nearest the Lowe Stand	<input type="checkbox"/>
Minimise noise, dust and vibration during the construction phase	<input type="checkbox"/>
Other (please state)	

10. How can the impact of development be minimised when viewed from the wider landscape? (Please tick as many options as you feel appropriate.)

Make sure that the new employment units are an appropriate colour to reduce their prominence in the wider landscape	<input type="checkbox"/>
Create strong green landscape buffers to minimise the visual impact of the development from the wider landscape	<input type="checkbox"/>
Identify opportunities for green roofs (partially or wholly covered with vegetation)	<input type="checkbox"/>
Other (please state):	

11. How can the impact of development be minimised on existing biodiversity features? (Please tick three options.)

Introduce new areas for wildlife within the site (wet and dry areas)	<input type="checkbox"/>
Deliver off-site biodiversity improvements	<input type="checkbox"/>
Incorporate design features such as bat and bird boxes into the new housing and design new lighting so that it does not unsettle wildlife	<input type="checkbox"/>
Develop landscaping schemes that encourage roosting, nesting, feeding and movement through the site	<input type="checkbox"/>
Make sure that new ponds are clean and attractive to wildlife	<input type="checkbox"/>
Identify opportunities for green roofs (partially or wholly covered with vegetation)	<input type="checkbox"/>
Leave areas of grass to grow wild and create wildflower verges and meadows	<input type="checkbox"/>
Include information boards and signage to educate residents	<input type="checkbox"/>
Other (please state):	



12. Informal greenspace, play spaces and a new cricket facility could be delivered as part of the new development. What features would encourage you to use these new facilities? (Please tick three options.)

Well-located facilities accessed by footpaths/cycle routes with secure and convenient cycle parking	<input type="checkbox"/>
High-quality facilities that are clean, safe and well-maintained	<input type="checkbox"/>
Car parking	<input type="checkbox"/>
Toilets and changing facilities (where appropriate)	<input type="checkbox"/>
A range of facilities to attract all age groups	<input type="checkbox"/>
Children's play area and opportunities for imaginative play to allow children of different ages and abilities to play together	<input type="checkbox"/>
Young people's facilities e.g. Multi-Use Games Area/Skate Park	<input type="checkbox"/>
Other (please state):	

13. The Masterplan Framework will identify routes for vehicles, pedestrians and cyclists. What design features would make these routes more user-friendly? (Please tick three options.)

Traffic calming measures	<input type="checkbox"/>
Traffic-free routes	<input type="checkbox"/>
Combined cycle and pedestrian routes	<input type="checkbox"/>
Separate cycle and pedestrian routes	<input type="checkbox"/>
Safe and attractive routes that are well-lit	<input type="checkbox"/>
Cycle friendly junctions and smooth non-slip surfaces	<input type="checkbox"/>
Gates/bollards to restrict unauthorised access for vehicles	<input type="checkbox"/>
High-quality signage	<input type="checkbox"/>
Other (please state):	

14. The Masterplan Framework will look at the impact of new development on the existing highway network. What measures could help to reduce the impact? (Please tick three options.)

Direct traffic away from Hoyland Common Local Centre	<input type="checkbox"/>
Promote bus use to and from site	<input type="checkbox"/>
Promote and enable walking and cycling to the site	<input type="checkbox"/>
Provide secure and high-visibility cycle parking facilities	<input type="checkbox"/>
Make changing and shower facilities available for all employees and visitors to the site	<input type="checkbox"/>
Encourage train travel to and from Elsecar Train Station	<input type="checkbox"/>
Make sure all facilities are accessible to people with disabilities without the use of a car	<input type="checkbox"/>
Encourage car sharing	<input type="checkbox"/>
Other (please state):	



15. Due to the mining legacy, soakaway drainage (where water soaks into the ground) is not suitable for the site. What do you think are the most appropriate alternative drainage solutions? (Please tick three options.)

Swales (grass-covered channels which allow surface water to flow overland into storage tanks)	
Underground tanks (used to store surface water underground, monitoring and managing its release)	
Ponds/wetlands	
Detention basins (wet or dry basins which hold water during wet periods)	
Green roofs (partially or wholly-covered with vegetation) and rainwater harvesting (where water is collected and re-used)	
Re-wilding (increased tree planting to maximise absorption)	
Other (please state)	

16. What areas do you consider to be important in achieving sustainable development and reducing future impacts on climate change? (Please tick three options.)

Sustainable design and construction techniques (use local materials, incorporate solar panels, high insulation levels, orientate buildings to maximise solar gain)	
Include landscaped areas that hold water during wet periods and encourage the recycling of rainwater	
Promoting the delivery of renewable and low-carbon energy (solar panels, wind turbines)	
Investment in green open spaces that can deliver a wide range of environmental benefits	
Reduce energy use by incorporating energy efficiency measures in new homes and employment units (air-tight homes, insulated roofs, double glazing)	
Include electric vehicle charging points	
Other (please state)	



17. How do you think the proposed development could improve your health?
(Please tick three options.)

Provide a range of open space to encourage sport and exercise for a range of people	<input type="checkbox"/>
Provide high-quality footpaths and cycle paths	<input type="checkbox"/>
Incorporate trees and greenspace to improve the environment	<input type="checkbox"/>
Deliver high-quality streets and spaces to encourage community use	<input type="checkbox"/>
Provide outdoor seating areas with adequate shade and shelter to encourage social interaction	<input type="checkbox"/>
Incorporate design features to minimise noise pollution	<input type="checkbox"/>
Promote inclusive design principles to make sure all spaces and buildings are accessible to all members of the community	<input type="checkbox"/>
Incorporate design features to minimise air pollution	<input type="checkbox"/>
Other (please state)	

18. What design features could help to create a safer neighbourhood? (Please tick three options.)

Well overlooked greenspaces	<input type="checkbox"/>
Well-lit walking and cycle routes	<input type="checkbox"/>
Secure boundary fencing to the employment and residential units	<input type="checkbox"/>
Landscaping to create clear separation between public and private spaces	<input type="checkbox"/>
Secure cycle and bin storage	<input type="checkbox"/>
Anti-graffiti coatings applied to walls that are in high risk areas	<input type="checkbox"/>
One main entrance to community facilities to help monitor and manage access	<input type="checkbox"/>
Link lighting design and CCTV (security cameras)	<input type="checkbox"/>
Other (please state)	

19. Please write other comments you may have here in relation to the draft Masterplan Framework:



Equality Monitoring Questions (Optional):

By completing this form you are helping to make sure the services and events ran for the consultation is representative of all potential service users/participants. It will also help to identify gaps in the service delivery.

The information you provide will never be used for any other purpose than monitoring and will remain confidential. The data will be held securely by WYG in accordance with General Data Protection Regulation (GDPR).

Gender

Are you? (Please tick one option.)

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Age (Please tick one option.)

0 - 16	<input type="checkbox"/>
16 - 20	<input type="checkbox"/>
21 - 30	<input type="checkbox"/>
31 - 40	<input type="checkbox"/>
41 - 50	<input type="checkbox"/>
51 - 60	<input type="checkbox"/>
61 - 70	<input type="checkbox"/>
71 - 80	<input type="checkbox"/>
80+	<input type="checkbox"/>

Disability

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (Please tick one option.)

Yes, limited a lot	<input type="checkbox"/>
Yes, limited a little	<input type="checkbox"/>
No	<input type="checkbox"/>



Ethnicity

What is your ethnic origin? (Please tick one option.)

White	
British, English, Scottish, Welsh, or Northern Irish	
Gypsy or Irish Traveller	
Irish	
Any other white background (please write in):	
Mixed/multiple ethnic groups	
White and Asian	
White and Black African	
White and Black Caribbean	
Any other mixed background (please write in):	
Asian or Asian British	
Bangladeshi	
Chinese	
Indian	
Pakistani	
Any other mixed background (please write in):	
Black or Black British	
African	
Caribbean	
Any other Black, African or Caribbean background (please write in):	
Arab	
Any other ethnic group (please write in):	

Thank you for letting us know your thoughts on the Hoyland North Masterplan Framework.



Appendix 11: Video Extract

HOYLAND NORTH MASTERPLAN COMMUNITY CONSULTATION

A community consultation exercise

- National Planning Policy and Guidance
- Our Local Plan and Supplementary Planning Documents
- Hoyland North Masterplan Framework
- Planning Applications

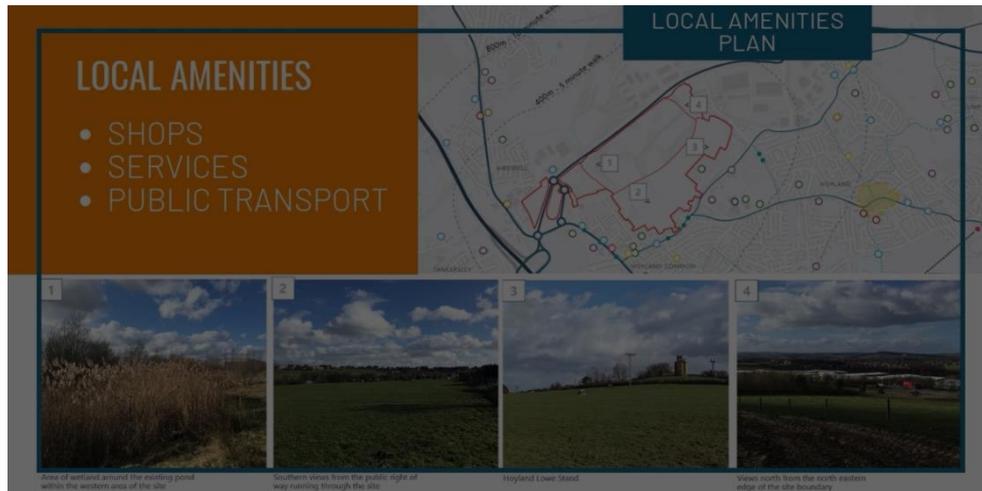
it was necessary to prepare a masterplan framework

LAND OWNERSHIP

Map labels include: Shortwood Roundabout, ES17 (Herworth Group), ES14 (Barnsley Council), ES14 (Mr Rackless), ES14 (Ernest V Waddington Limited), ES14 (Hartwood Estates), H566 Hoyland Developments Limited, H564 Hoyland Developments Limited, and H566 Hoyland Developments Limited.

BARNSELY Metropolitan Borough Council

Barnsley Council and WYG are working in collaboration





Appendix 12: WYG Webpage



- About Us
- Offices
- News
- Projects
- Expertise
- Consultations**

Change Website: **Planning & Transport**

Search

PROUDLY SUPPORTING
INVICTUS UK



Home Consultations Hoyland North Masterplan Framework

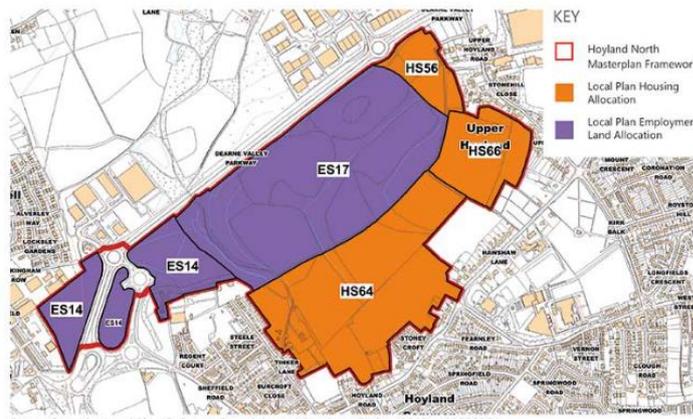
Hoyland North Masterplan Framework



Share this page:



Please note: The Consultation Period for Hoyland North closed on 17 September 2019. This page is for information only.





Consultation boards

These consultation boards explain the background and assessment work that has been carried out so far. Three different layout options have been prepared for you to comment on.

- Consultation boards
 - Parts 1 to 2 - Introduction and Local Amenities
 - Parts 3 to 5 - Technical and Design Considerations
 - Part 6 - Option A
 - Part 7 - Option B
 - Part 8 - Option C
 - Part 9 - Next steps

In addition to the public exhibition events, you can view large scale versions the consultation boards at [Hoyland Library](#) (High Croft, Hoyland, S74 9AF) until Tuesday, 17 September 2019.

Feedback:

- Fill in the Hoyland North Masterplan Framework Questionnaire online
- Download and print Hoyland North Masterplan Framework Questionnaire and
 - Email to: public.consultation@wyg.com
 - Post to: WYG, Rowe House, 10 East Parade, Harrogate, HG1 5LT
- Pick up a hard copy of the questionnaire from [Hoyland Library](#) (High Croft, Hoyland, S74 9AF) or the Library @ [The Lightbox](#) in Barnsley town centre

Please use one method of reply only to avoid duplication of representations.

Your views are welcomed and will be considered in preparing the final draft of the Masterplan Framework for adoption by Barnsley's Full Council.

If you require assistance filling in the questionnaire or have language and/or disability access needs please contact Barnsley Council on 01226 772771 or email masterplanning@barnsley.gov.uk.

The deadline for receiving comments is Tuesday, 17 September 2019.

Further information including frequently asked questions on the draft Hoyland North Masterplan Framework can be found online on the [Barnsley Metropolitan Borough Council's](#) website

Any personal information provided as part of this consultation will be managed in accordance with our [privacy policy](#).



Extract from the Local Plan © Crown Copyright and Database Rights (2019). 100022264

WYG is working in collaboration with Barnsley Council, Harworth Group and Hoyland Developments Ltd to develop a draft Masterplan Framework covering a number of sites on the northern edge of Hoyland Common.

The Masterplan Framework sites have already been allocated for development within the adopted Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use. Sites include:

- 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

Download a pdf and further information of the site plan above: [Extract from Local Plan map](#)

The information below forms part of a wider public consultation exercise taking place over a six-week period until Tuesday, 17 September 2019.

We hope you can join us at one of the public exhibition events to be held at Kirk Balk Academy, West Street, Hoyland, S74 9HX on the following dates:

- Wednesday, 14 August 2019, 3pm to 7pm
- Thursday, 29 August 2019, 3pm to 7pm

Appendix 13: Barnsley Council webpage

Hoyland North

Barnsley Council and WYG are working in collaboration with Harworth Group and Hoyland Developments Ltd to develop a draft masterplan framework covering a number of sites on the northern edge of Hoyland Common.

The masterplan framework sites have already been allocated for development within the adopted Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use. Sites include:

- 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

View the [Hoyland North masterplan map](#).

Read our [frequently asked questions](#).

Draft masterplan framework

You can view the draft masterplan framework online on the [WYG website](#), at [Hoyland Library](#) or at [Library @ the Lightbox](#).

You can also attend our public events at Kirk Balk Academy, West Street, Hoyland, S74 9HX from 3pm to 7pm on:

- Wednesday 14 August 2019
- Thursday 29 August 2019

Give your views

You can give us your views by:

- completing the [questionnaire](#) online on the WYG website
- downloading the questionnaire from the [WYG website](#) and sending it to WYG by:
 - [email](#)
 - post to WYG, Rowe House, 10 East Parade, Harrogate, HG1 5LT
- picking up a hard copy of the questionnaire from [Hoyland Library](#) or [Library @ the Lightbox](#)

Please only use one method of reply to avoid any duplication of comments.

Your views are welcomed and will be considered in preparing the final draft of the masterplan framework for adoption by Full Council.

If you require assistance filling in the questionnaire or have language and/or disability access needs please [email us](#) or call (01226) 772771.

The deadline for receiving comments is Tuesday 17 September 2019.



Appendix 14: Initial social media schedule

Date	Message
Monday 5 th August 12pm	<p>A community consultation exercise to gather views on the draft Hoyland North Masterplan Framework has been launched today.</p> <p>The consultation will run for six weeks, ending on Tuesday 17 September. #BuildIt #DevelopIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/news/consultation-on-the-hoyland-north-masterplan-framework-begins/</p> <p>Complete the consultation here: wyg.com/hoyland-north</p>
Monday 12 th August 6.30pm	<p>The first exhibition event for the public consultation on the Hoyland North Masterplan Framework takes place in two days' time.</p> <p>Come to Kirk Balk Academy, West Street, Hoyland, S74 9HX from 3pm-7pm on Wednesday 14 August to read the consultation boards which give you all the information you need prior to filling in the questionnaire. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning</p> <p>Complete the consultation here: www.wyg.com/hoyland-north</p>
Wednesday 14 th August 12pm [Video 1]	<p>The first exhibition event as part of the public consultation for the Hoyland North Masterplan Framework takes place today.</p> <p>Come along to Kirk Balk Academy in Hoyland (S74 9HX) between 3pm and 7pm to have a look at the consultation boards and fill in the questionnaire. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: www.barnsley.gov.uk/masterplanning</p> <p>Complete the consultation here: www.wyg.com/hoyland-north</p>
Sunday 18 th	<p>Thanks to everyone who attended the exhibition event at Kirk Balk Academy for the draft Hoyland North Masterplan Framework</p>



<p>August 2pm</p>	<p>last week.</p> <p>If you couldn't make it, there's another coming up on Thursday 29 August from 3pm-7pm, again at Kirk Balk Academy.</p> <p>Alternatively, consultation boards are available to view in Hoyland Library explaining the background and assessment work carried out so far. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Thursday 22nd August 10.30am [Video 2]</p>	<p>You now have less than a month until the deadline to fill in the draft Hoyland North Masterplan Framework public consultation questionnaire passes. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Monday 26th August 1pm</p>	<p>The final exhibition event for the draft Hoyland North Masterplan Framework takes place at Kirk Balk Academy, West Street, Hoyland, S74 9HX on Thursday from 3pm to 7pm.</p> <p>Come and view the consultation boards and fill in the questionnaire. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Wednesday 28th August 8.30am</p>	<p>The second exhibition event for the draft Hoyland North Masterplan Framework takes place at Kirk Balk Academy, West Street, Hoyland, S74 9HX tomorrow.</p> <p>Drop in between 3pm and 7pm to see the consultation boards and fill in the questionnaire. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Tuesday 3rd</p>	<p>Thanks to everyone who attended the exhibition events for the draft Hoyland North Masterplan Framework; we hope you found</p>



<p>September 5.30pm</p>	<p>it informative and useful.</p> <p>Another event is taking place at Hoyland Library on Monday 9 September from 5pm-6pm, where you can check out the consultation boards, which explain the background and assessment work that’s been carried out.</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Friday 6th September 12.30pm</p>	<p>Don’t forget the next exhibition event for the draft Hoyland North Masterplan Framework is taking place from 5pm to 6pm on Monday 9 September at Hoyland Library.</p> <p>It’s your chance to air your views on the proposal so please come along to have your say.</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Sunday 8th September 1pm</p>	<p>The latest exhibition event for the draft Hoyland North Masterplan Framework takes place at Hoyland Library tomorrow.</p> <p>Drop in between 5pm and 6pm to see the consultation boards and fill in the questionnaire. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Tuesday 10th September 9am</p>	<p>You have just one week left to take part in the Hoyland North Masterplan Framework consultation.</p> <p>This is your opportunity to have your views heard and help in developing the future of Hoyland Common. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning Complete the consultation here: wyg.com/hoyland-north</p>
<p>Friday 13th September 3.30pm</p>	<p>Have you filled in the Hoyland North Masterplan Framework consultation questionnaire yet? There are only four days to go before the closing date so if you live or work in the area please take time to make sure your views are put forward. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning</p>



	Complete the consultation here: wyg.com/hoyland-north
Tuesday 17 th September 8am	<p>Today is the final day for you to give your thoughts and help to shape the Hoyland North Masterplan Framework by taking part in the consultation. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning</p> <p>Complete the consultation here: wyg.com/hoyland-north</p>
Tuesday 17 th September 6.30pm	<p>The deadline for you to fill in the Hoyland North Masterplan Framework consultation questionnaire passes at midnight tonight.</p> <p>This is your chance to have your say and help shape the future of Hoyland Common so be sure to complete the consultation. #ChangeIt</p> <p>Read more about the Hoyland North Masterplan Framework here: barnsley.gov.uk/masterplanning</p> <p>Complete the consultation here: wyg.com/hoyland-north</p>



Appendix 15: Barnsley Council Communication Evaluation



Report date: November 2019
Reference: HG2122



Town Spirit

Working together for a better Barnsley

Buildit

Building a better Barnsley

- Build thriving, vibrant and family-friendly town centres full of opportunity and potential.
- Create more and better homes within the borough.
- Build and maintain our infrastructure to make it easier for everyone to enjoy all that Barnsley has to offer.

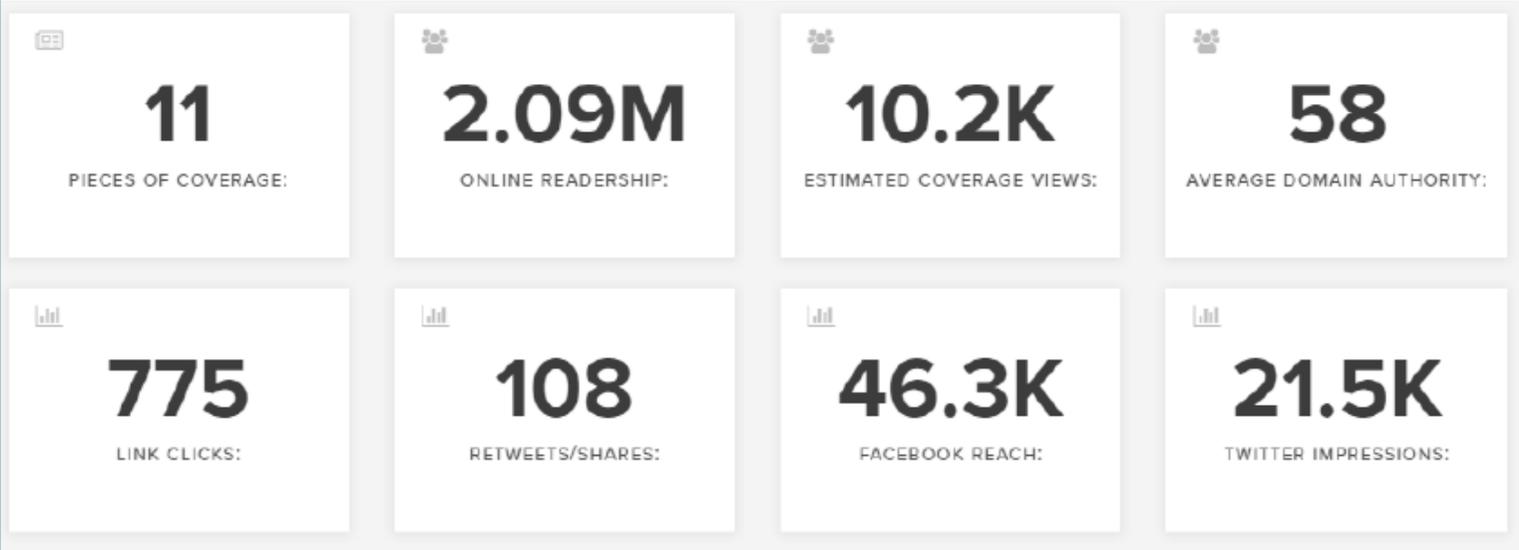
Developit

Helping businesses to thrive

- Attract investment and improve business sustainability.
- Help to create new areas of employment.
- Make sure residents have the skills they need for the jobs being created.



Our coverage



The above highlights coverage received across social media channels and editorial coverage in the media such as Barnsley Chronicle and Sheffield Star.



Press releases

Three press releases were issued: one when Cabinet was asked to approve the community consultation, one for the launch of the consultation and one to mark the halfway stage and encourage people to have their say. In total, the press releases accumulated **167 page views** on Barnsley Council's website, **139** of which were unique.

Consultation on the Hoyland North Masterplan Framework begins

02 August 2019

A community consultation exercise to gather views on the draft Hoyland North Masterplan Framework will begin on Monday, 5 August 2019.

Barnsley Council and WYG are working in collaboration with Harworth Group and Hoyland Developments Limited to prepare a draft Masterplan Framework covering a number of sites on the northern edge of Hoyland Common. The sites have already been allocated for development within the adopted Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use. Sites include:

- H556: land off Shortwood Roundabout, Hoyland
- H564: land north of Hoyland Road, Hoyland Common
- H566: land west of Upper Hoyland Road
- E514: Rockingham
- E517: land south of Dearme Valley Parkway

The draft Masterplan Framework looks at:

- Local amenities – shops, services and public transport
- Local infrastructure – road network, drainage and utilities
- Technical constraints – land stability, biodiversity and heritage
- Design considerations – movement and transport, place making principles, green space, recreational facilities, health, sustainability and energy usage

Hoyland North Masterplan Framework

16 July 2019

Barnsley Council Cabinet members will be asked to approve the proposal to carry out a community consultation exercise on the draft Hoyland North Masterplan Framework at their next meeting on Wednesday 24 July.

Barnsley's Local Plan was adopted by Full Council on 3 January 2019. The Local Plan requires the production of a masterplan framework for larger, strategic sites.

Each masterplan will be unique and make sure developments include essential infrastructure. It will also reduce any adverse impacts to acceptable levels and provide distinctive, high quality places that successfully merge with the existing area in order to deliver sustainable communities.

The Hoyland North Masterplan area has the capacity to deliver 765 housing units and 37 hectares of employment land. It includes the following sites:

- H536: land off Shortwood Roundabout, Hoyland
- H564: land North of Hoyland Road, Hoyland Common
- H566: land West of Upper Hoyland Road
- E514: Rockingham
- E517: land south of Dearme Valley Parkway

The Cabinet report provides an update on the progress of the draft Masterplan Framework. The appendix of the report contains a range of documents including a draft skeleton of the framework and draft layout plans.

If consultation is approved, residents and stakeholders will be provided with the opportunity to feedback on the draft plans and main themes through a questionnaire and community events. This feedback will then be reviewed and fed into the final masterplan framework. This document will need to be approved by Cabinet before determining any key planning applications.

CDR Tim Cheetham, Cabinet Spokesperson for Regeneration and Culture, said: "The Masterplan Framework is of significant importance for Hoyland Common and Rockingham. It will consider the impact of development on existing communities, highway infrastructure and other facilities and services.

"The consultation process is essential and will allow the local community and its stakeholders to help shape the development. We look forward to working together with residents and businesses to make Barnsley a better place to live, work, invest and visit."

The full Cabinet report can be read [here](#).

Have your say on Hoyland North consultation

21 August 2019

A community consultation exercise to gather views on the draft Hoyland North Masterplan Framework is underway.

Barnsley Council and WYG are working in collaboration with Harworth Group and Hoyland Developments Limited to prepare a draft Masterplan Framework covering a number of sites on the northern edge of Hoyland Common.

The sites have already been allocated for development within the adopted Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use.

The draft Masterplan Framework looks at:

- Local amenities – shops, services and public transport
- Local infrastructure – road network, drainage, digital connectivity and utilities
- Technical constraints – land stability, biodiversity and heritage
- Design considerations – movement and transport, place making principles, green space, recreational facilities, health, sustainability and energy usage

The six-week consultation period began on Monday, 5 August and runs until Tuesday, 17 September 2019.

The details for the draft Masterplan Framework and consultation are available on WYG's website: www.wyg.com/hoyland-north.

Display boards and printed information/questionnaires can also be found at Hoyland Library and the Library @ The Lightbox.

Two exhibition drop-in events are still to be held as part of the consultation on:

- Thursday, 29 August 2019, 3pm to 7pm (Kirk Ball Academy)
- Monday, 9 September 2019, 5pm to 6pm (Hoyland Library)

Feedback received from the consultation will be reviewed and fed into the final Masterplan Framework which will need to be approved by Full Council before adoption.

CDR Robert Frost, Cabinet support member for Regeneration and Culture, said: "This consultation will provide residents, businesses and community groups with the opportunity to shape the future of the site.

"I urge anyone with an interest in the area to complete the online consultation or attend one of the drop-in events before Tuesday, 17 September. Your views are important to us, and all feedback will be analysed to inform the final Masterplan Framework."

Further information on the consultation and the Hoyland North masterplan area can be found at barnsley.gov.uk/masterplanning.



Newspaper coverage

- The majority of our press coverage came from the **Barnsley Chronicle**, which published **four main articles** regarding the consultation and promoted the exhibition events in the District News section.
- A **special notice** was also issued to inform residents that the consultation was taking place, different ways to fill it in and the dates and locations of the exhibition events.



BARNSELY METROPOLITAN BOROUGH COUNCIL
SPECIAL NOTICE
HOYLAND NORTH MASTERPLAN FRAMEWORK CONSULTATION

Following the adoption of the Local Plan on 3 January 2019, Barnsley Council are working in collaboration with White Young Green (WYG) and developers to prepare a draft Masterplan Framework on a number of allocated housing and employment sites to the northern edge of Hoyland Common.

Details on the draft Masterplan Framework will be available to view from Monday, 5 August 2019:

- Online at www.wyg.com/hoyland-north
- At Hoyland Library (High Croft, Hoyland, S74 9AF) or the Library @ The Lightbox in Barnsley Town Centre
- At one of the public exhibition events:
 - 3pm to 7pm on Wednesday, 14 August 2019 at Kirk Balk Academy, West Street, Hoyland, S74 9HX
 - 3pm to 7pm on Thursday, 29 August 2019 at Kirk Balk Academy, West Street, Hoyland, S74 9HX

This public consultation seeks the communities views on the draft Masterplan Framework. Feedback is preferred via the online questionnaire: www.wyg.com/hoyland-north. Where this is not possible, you can submit your comments by any of the following methods:

- Fill in online at www.wyg.com/hoyland-north
- Download and email to public.consultation@wyg.com
- Download and post to WYG, Rowe House, 10 East Parade, Harrogate, HG1 5LT
- Hard copies will be available at Hoyland Library (High Croft, Hoyland, S74 9AF) and the Library @ The Lightbox in Barnsley Town Centre

Please use one method of reply only to avoid duplication of representations.

Your views are welcomed and will be considered in preparing the final draft of the Masterplan Framework for adoption.

If you require assistance filling in the questionnaires or have language and/or disability access needs please contact Barnsley Council on 01226 772771 or email masterplanning@barnsley.gov.uk.

The consultation period runs from Monday, 5 August 2019 to Tuesday, 17 September 2019.
Dated 2nd August 2019

Joe Jenkinson
 Head of Planning & Building Control
 Barnsley Metropolitan Borough Council
 PO Box 634
 Barnsley
 S70 9FE

Hoyland consultation programme underway

A COMMUNITY consultation exercise to gather views on the draft Hoyland North Masterplan Framework is underway.

Barnsley Council and town planning consultants WYG are working in collaboration with Harworth Group and Hoyland Developments Limited to prepare a draft Masterplan Framework covering a number of sites on the northern edge of Hoyland Common.

The sites have already been allocated for development and can altogether accommodate around 765 new homes and 37 hectares of land for employment use.

The draft Masterplan Framework looks at:

- Local amenities – shops, services and public transport
- Local infrastructure – road network, drainage, digital connectivity and utilities
- Technical constraints – land stability, biodiversity and heritage
- Design considerations – movement and transport, place making principles, green space, recreational facilities, health, sustainability and energy usage.

The six-week consultation period runs until Tuesday, September 17. Two drop-in events are still to be held – Thursday, August 29 from 3pm to 7pm at Kirk Balk Academy and Monday, September 9 from 5pm at Hoyland Library.

Hoyland

St Andrew and St Peter
 Mass tonight will be at 7.30pm at St Peter's. On Sunday, there will be sung mass at 9.30am at St Andrew's and 10.45am at St Peter's. There will then be said mass on Wednesday at 7.30pm at St Peter's and on Thursday at 9.30am at St Andrew's.

Hoyland Consultation Event
 The second consultation event as part of the Hoyland North draft Masterplan Framework will be taking place at Kirk Balk Academy, West Street, Hoyland, next Thursday between 3pm to 7pm. The event is open to anyone to come along, speak to the development team, view consultation boards and give their views on the draft scheme.



Facebook

Posts: 15

Reach: 46,285

Reactions: 140

Engagements: 4,204

Shares: 78

Link clicks: 647

Cover photo takeover

Barnsley Council
28 August · 🌐

The final exhibition event for the draft Hoyland North Masterplan Framework takes place at Kirk Balk Academy, West Street, Hoyland, S74 9HX on Thursday from 3pm to 7pm.

Come and view the consultation boards and fill in the questionnaire. #ChangeIt

Read more about the Hoyland North Masterplan Framework here: [barnsley.gov.uk/masterplanning](https://www.barnsley.gov.uk/masterplanning)

Complete the consultation here: [wyg.com/hoyland-north](https://www.wyg.com/hoyland-north)

Barnsley Council
5 August · 🌐

A community consultation exercise to gather views on the draft Hoyland North Masterplan Framework has been launched today.

The consultation will run for six weeks, ending on Tuesday 17 September. #BuildIt #DevelopIt

Read more about the Hoyland North Masterplan Framework here: [barnsley.gov.uk/.../consultation-on-the-hoyland-north-master-.../](https://www.barnsley.gov.uk/.../consultation-on-the-hoyland-north-master-.../)

Complete the consultation here: www.wyg.com/planning/consultations/hoyland-north

HOYLAND NORTH MASTERPLAN FRAMEWORK

A Masterplan Framework is being prepared for a number of sites on the northern edge of Hoyland.

The sites have been allocated for development within the Local Plan and can accommodate up to 785 new homes and 37 hectares of land for employment use.

You have until Tuesday 17 September to fill in the consultation and have your views heard.

Visit www.wyg.com/hoyland-north for more information

Hoyland North Masterplan Framework

Barnsley Council
@BarnsleyCouncil

Home

About

Barnsley Council website

HOYLAND NORTH MASTERPLAN FRAMEWORK

COMMUNITY CONSULTATION



Twitter

Total posts: 14

Impressions: 21,544

Engagements: 301

Retweets: 30

Likes: 24

Link clicks: 123

Changed profile header

Barnsley Council @BarnsleyCouncil

The next draft Hoyland North Masterplan Framework exhibition is at Kirk Balk Academy tomorrow, 3pm-7pm.

Drop in to see consultation boards & fill in the questionnaire.

More on the Masterplan Framework: barnsley.gov.uk/masterplanning

Complete the consultation: wyg.com/hoyland-north

Barnsley Council @BarnsleyCouncil - Sep 10

There's just one week left to complete the Hoyland North Masterplan Framework consultation. This is your chance to have your say and help shape Hoyland Common's future. More on the Masterplan Framework: barnsley.gov.uk/masterplanning Fill in the consultation: wyg.com/hoyland-north

Changeit
Having your say on things that matter



Internal Communications and council website

StraightTalk articles, news article and intranet banner

Opens: 3,370 Link clicks: 21

Consultation on the Hoyland North Masterplan Framework begins

A community consultation exercise to gather views on the draft Hoyland North Masterplan Framework will begin on Monday, 5 August 2019.

Barnsley Council and WYG are working in collaboration with land owners and developers to prepare a draft Masterplan Framework covering a number of sites on the northern edge of Hoyland Common. The sites have already been allocated for development within the adopted Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use.

The Hoyland North Masterplan is the first to be developed following the adoption of the Local Plan and will consider the impact of development on Hoyland's existing community and local infrastructure.

The consultation will run for six weeks and take place from Monday, 5 August 2019 to Tuesday, 17 September 2019.

The details for the draft framework, consultation and drop-in events will be available on [WYG's website](#) from Monday. Display boards and printed information/questionnaires will also be available in Hoyland Library and the Library @ the Lightbox.

- **Two** news articles were included in StraightTalk, a weekly newsletter which is sent to all council employees and members.
- An article was added to the staff intranet to inform staff that the consultation was taking place and giving them details on how they could participate.

Have your say on draft Hoyland North Masterplan Framework

A community consultation exercise to gather views on the draft Hoyland North Masterplan Framework is underway and will run until Tuesday 17 September.

We are working in collaboration with WYG, Harworth Group and Hoyland Developments Ltd to prepare a draft Masterplan Framework covering a number of sites on the northern edge of Hoyland Common.

The sites have already been allocated for development within the adopted Local Plan and can altogether accommodate around 765 new homes and 37 hectares of land for employment use.

Two exhibition drop-in events are still to be held as part of the consultation on:

- Thursday, 29 August 2019, 3pm to 7pm (Kirk Balk Academy)
- Monday, 9 September 2019, 5pm to 6pm (Hoyland Library)

The details for the draft Masterplan Framework and consultation are available on [WYG's website](#): www.wyg.com/hoyland-north

- A button at the bottom on the homepage on Barnsley Council's public facing website linked to an internal page on masterplanning - providing residents with a clear way to find more information about the plans and the consultation.





Website statistics

- From 5 August to 17 September, there were **617 page views** of the Masterplanning webpage on Barnsley Council's website.
- Of those 617 page views, **433 were unique**.
- **91** views came from the homepage, **111** from Facebook and **31** from Twitter.
- **63** Masterplanning page views came directly from the press releases, accounting for **21 per cent** of total page views.
- Other successful links came from the Local Plan webpage, which accumulated **61 page views** providing **20.33 per cent** of the total views.
- The peak day for the page was Tuesday 27 August, a day after a social media post was issued on a Bank Holiday. The post reached **6,894** people and generated **118 link clicks** to either the Masterplanning page or the Hoyland North page on the WYG website.

Masterplan frameworks

Barnsley's Local Plan includes some site allocations which require the production of a masterplan framework. The individual site policies explain why a masterplan framework is needed.

What is a masterplan framework? ▼

Masterplan frameworks are subject to public consultation and approval by the council prior to the determination of any planning applications on the affected sites.

Each masterplan framework will be bespoke and therefore be considered on a case by case basis.

Masterplan Framework

Location:

Legend

- Impacted Local Plan Sites
- Masterplan Framework Sites
- Barnsley West
- Carlton
- Goldthorpe
- Hoyland North
- Hoyland South
- Hoyland West
- Wylcote

Aerial Imagery

Hybrid

OS Grayscale

OS Colour

[View full screen map](#)

The masterplan frameworks

- Barnsley West ▼
- Carlton ▼
- Goldthorpe ▼
- Hoyland North ▼
- Hoyland South ▼
- Hoyland West ▼



What was achieved?

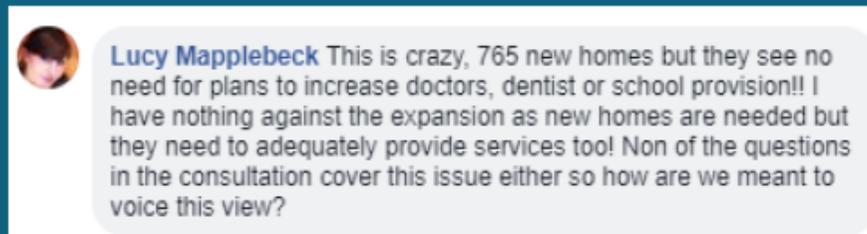
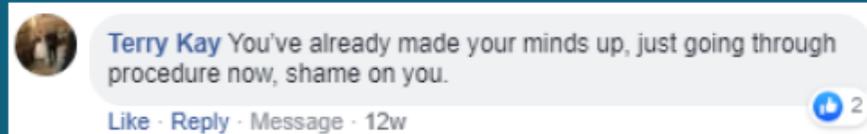
- In total, there were **79 responses** to the consultation questionnaire.
- The Hoyland North webpage on White Young Green (WYG)'s website saw **1,325 page views** during the consultation period with **1,078** of those being **unique views**.
- In addition, there were **576 downloads** of the consultation PDF document, of which **504 were unique**.
- A total of **93 people** attended the two public consultation events which were held at Kirk Balk Academy.
- Residents were well-informed of the timeline of events regarding the consultation through a letter to **975 households and businesses** within the consultation zone area (approx 200m). **22 public notices** were put up on streets around the site two weeks before the first exhibition event.
- **Display boards** were also on show in Hoyland Library and the Library @ the Lightbox in Barnsley town centre.





What can be improved?

- A lot of the comments on social media were negative, claiming the consultation was nothing more than a box-ticking exercise and any views put forward from the public would be ignored.
 - A lot of the language within the consultation material was complex and not very easy to understand for members of the general public. This will need simplifying in the future to ensure residents aren't put off by jargon or unfamiliar language.
 - Amendments which were noted by the Communications and Marketing team were often ignored or disappeared on newer versions of the materials.
 - The timescales for the turnaround of materials from WYG were somewhat unrealistic given the amount of time it takes to read through the material and make corrections.
- Some residents felt the questionnaire didn't cover issues such as the need to increase the provision of doctors, dentists, schools, etc. in line with the increased population in the area.
 - The video content issued as part of the campaign was not effective, drawing a **four-second watch time** on average despite the videos being up to a minute long in some instances.





Appendix 16: Consultation Summary

79
Responses

14:52
Average time to complete

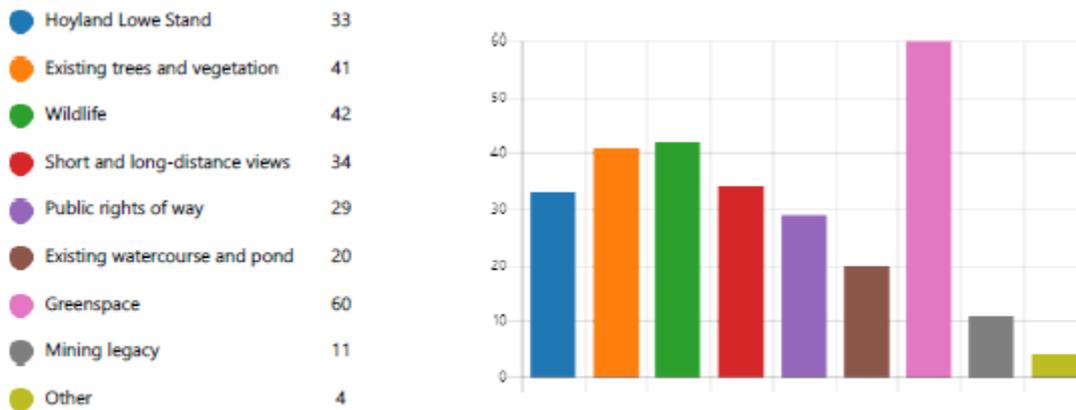
Active
Status


Ideas

1. Do you agree with the vision of the Masterplan Framework which seeks to create a sustainable and inclusive community with high-quality design and landscaping?



2. What do you think are the most important features of the existing site?





3. Which layout do you prefer - Option A, Option B, Option C or none?



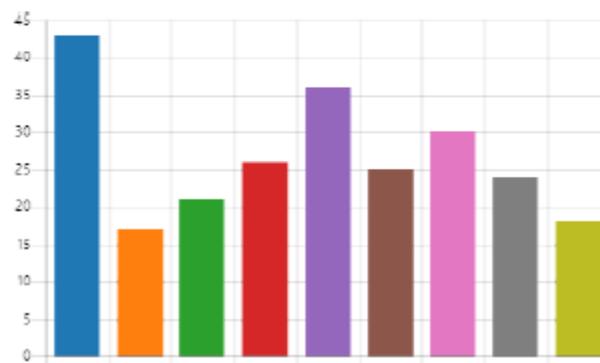
4. If you would like to give reasons why, or include any thoughts on how your preferred option could be improved, please do so.

40
Responses

Latest Responses
*"I think its a sin to keep taking green spaces and public rights of way
 "I am against the development, "*

5. What do you consider to be the most important points for guiding the design of the new development?

Creating views to important b...	43
Considering local distinctivene...	17
Display good design using hig...	21
Sustainable design and constr...	26
High-quality outdoor space wi...	36
Healthy and safe environment	25
Clear and obvious routes for ...	30
Providing adequate parking	24
Other	18





6. Housetype

● Bungalow	49
● Apartment	16
● Terrace	21
● Semi-detached	51
● Detached	41



7. House Size

● 1 bed	22
● 2 bed	51
● 3 bed	59
● 4 bed	35
● 5 bed	10



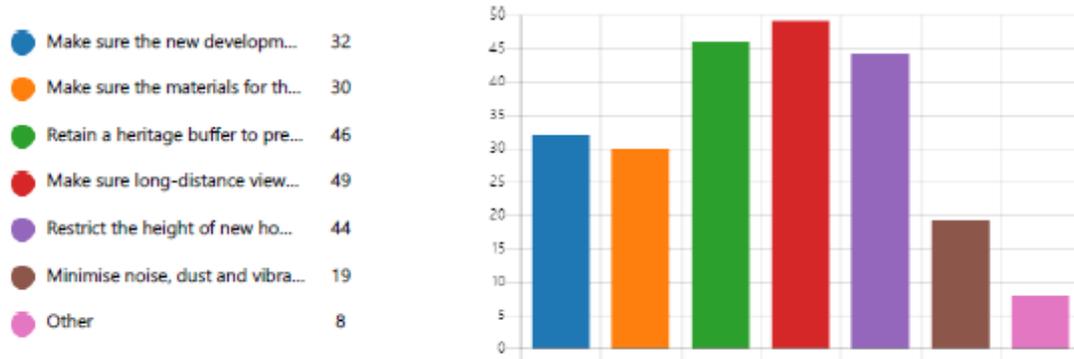
8. House Tenure

● Affordable rent and/or affords...	19
● Open market rent and/or own...	11
● Mix of both	34





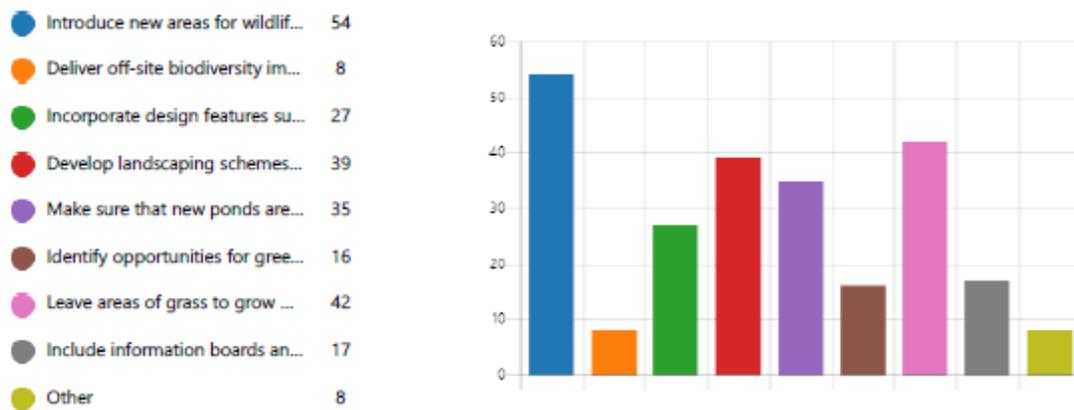
9. Hoyland Lowe Stand is a Grade II Listed Building off Hawshaw Lane. How could the Masterplan Framework complement this heritage asset?



10. How can the impact of development be minimised when viewed from the wider landscape?



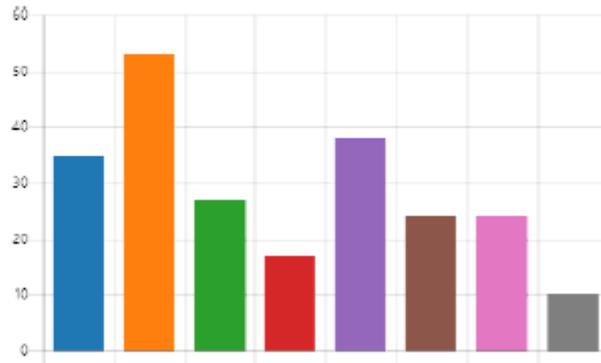
11. How can the impact of development be minimised on existing biodiversity features?





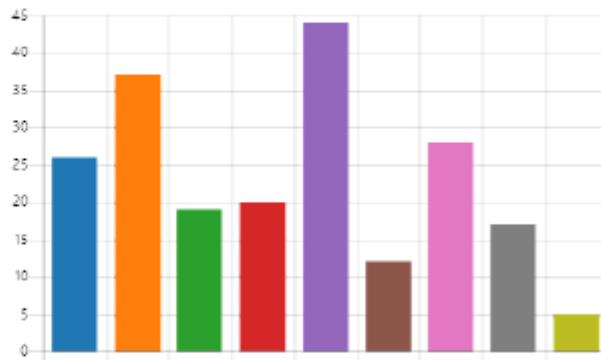
12. Informal greenspace, play spaces and a new cricket facility could be delivered as part of the new development. What features would encourage you to use these new facilities?

Well-located facilities accesse...	35
High-quality facilities that are ...	53
Car parking	27
Toilets and changing facilities ...	17
A range of facilities to attract ...	38
Children's play area and oppo...	24
Young people's facilities e.g. ...	24
Other	10



13. The Masterplan Framework will identify routes for vehicles, pedestrians and cyclists. What design features would make these routes more user-friendly?

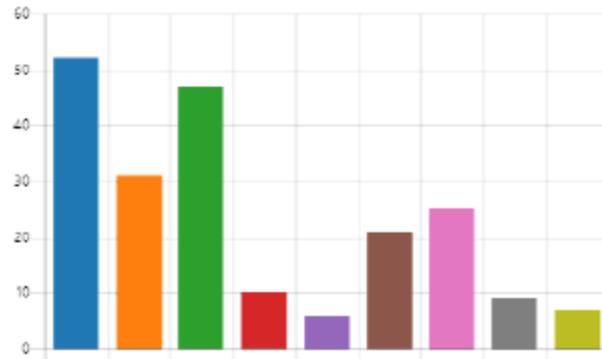
Traffic calming measures	26
Traffic-free routes	37
Combined cycle and pedestria...	19
Separate cycle and pedestrian ...	20
Safe and attractive routes that...	44
Cycle friendly junctions and s...	12
Gates/bollards to restrict unau...	28
High-quality signage	17
Other	5





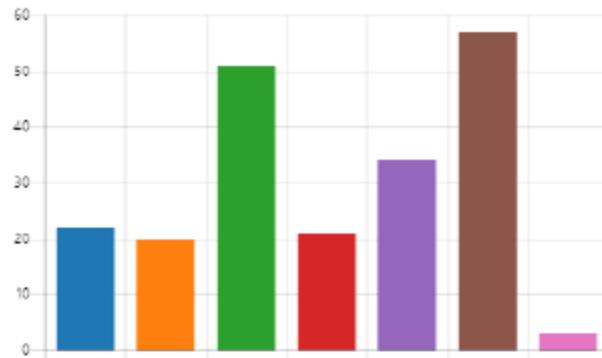
14. The Masterplan Framework will look at the impact of new development on the existing highway network. What measures could help to reduce the impact?

Direct traffic away from Hoyla...	52
Promote bus use to and from ...	31
Promote and enable walking a...	47
Provide secure and high-visibi...	10
Make changing and shower fa...	6
Encourage train travel to and f...	21
Make sure all facilities are acc...	25
Encourage car sharing	9
Other	7



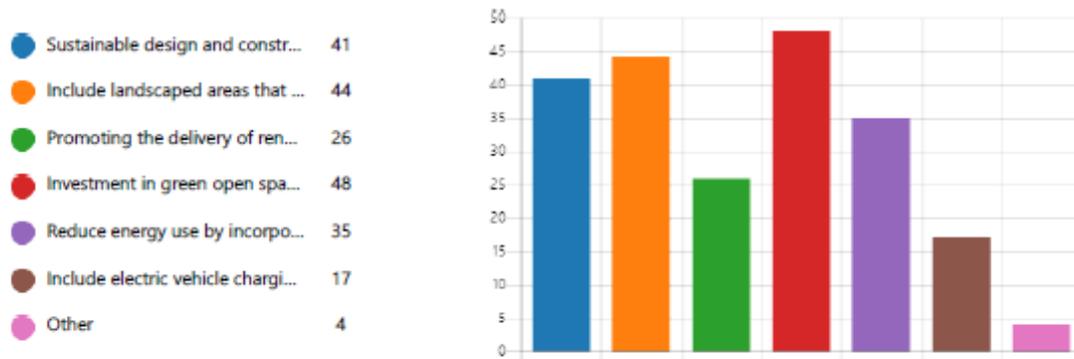
15. Due to the mining legacy, soakaway drainage (where water soaks into the ground) is not suitable for the site. What do you think are the most appropriate alternative drainage solutions?

Swales (grass-covered channel...	22
Underground tanks (used to s...	20
Ponds/wetlands	51
Detention basins (wet or dry b...	21
Green roofs (partially or wholl...	34
Re-wilding (increased tree pla...	57
Other	3

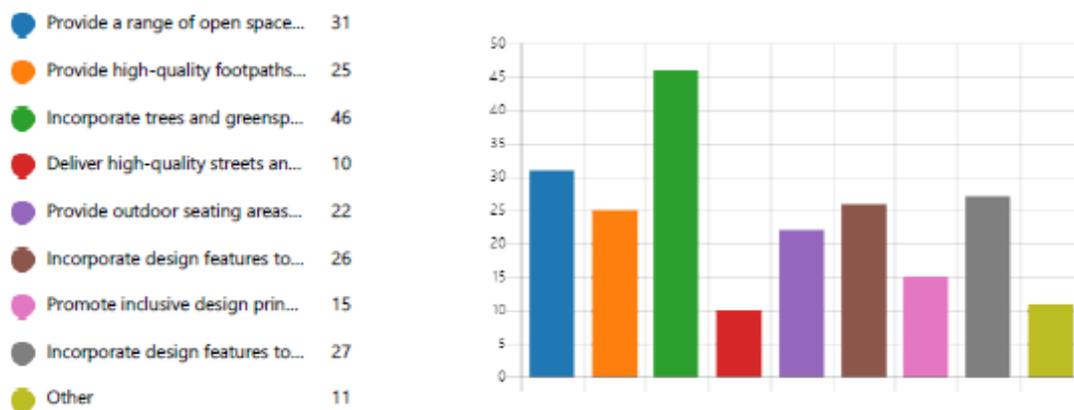




16. What areas do you consider to be important in achieving sustainable development and reducing future impacts on climate change?



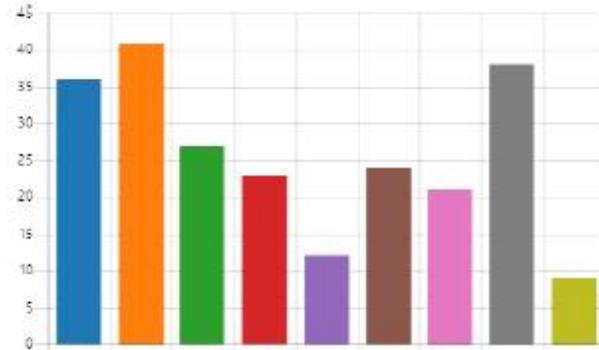
17. How do you think the proposed development could improve your health?





18. What design features could help to create a safer neighbourhood?

Well overlooked greenspaces	36
Well-lit walking and cycle rout...	41
Secure boundary fencing to th...	27
Landscaping to create clear se...	23
Secure cycle and bin storage	12
Anti-graffiti coatings applied t...	24
One main entrance to commu...	21
Link lighting design and CCTV...	38
Other	9



19. Please write other comments you may have here in relation to the draft Masterplan Framework

39
Responses

Latest Responses

- *My main concern is apart from taking all green spaces away if there ...*
- *The impact to the local community will be negative. There wont be en...*
- *Public Services Extra primary/junior school required. Doctors back in ...*

20. Gender

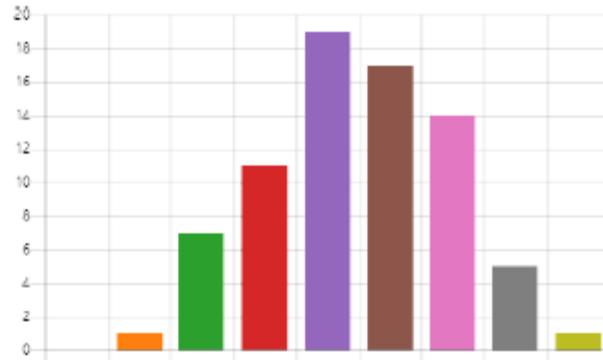
Male	33
Female	39
Prefer not to say	4





21. Age

0 - 16	0
16 - 20	1
21 - 30	7
31 - 40	11
41 - 50	19
51 - 60	17
61 - 70	14
71 - 80	5
80+	1



22. Disability - Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes, limited a lot	1
Yes, limited a little	9
No	59





23. Ethnicity - What is your ethnic origin?

White	32
British, English, Scottish, Wels...	40
Irish	0
Gypsy or Irish Traveller	0
Any other white background (...)	0
Mixed/multiple ethnic groups	0
White and Black Caribbean	0
White and Black African	0
White and Asian	0
Any other mixed background (...)	0
Asian or Asian British	0
Indian	0
Pakistani	0
Bangladeshi	0
Chinese	0
Any other mixed background (...)	0
Black or Black British	0
Caribbean	0
African	0
Any other Black, African or Ca...	0
Other ethnic group	0
Arab	0
Other	1

