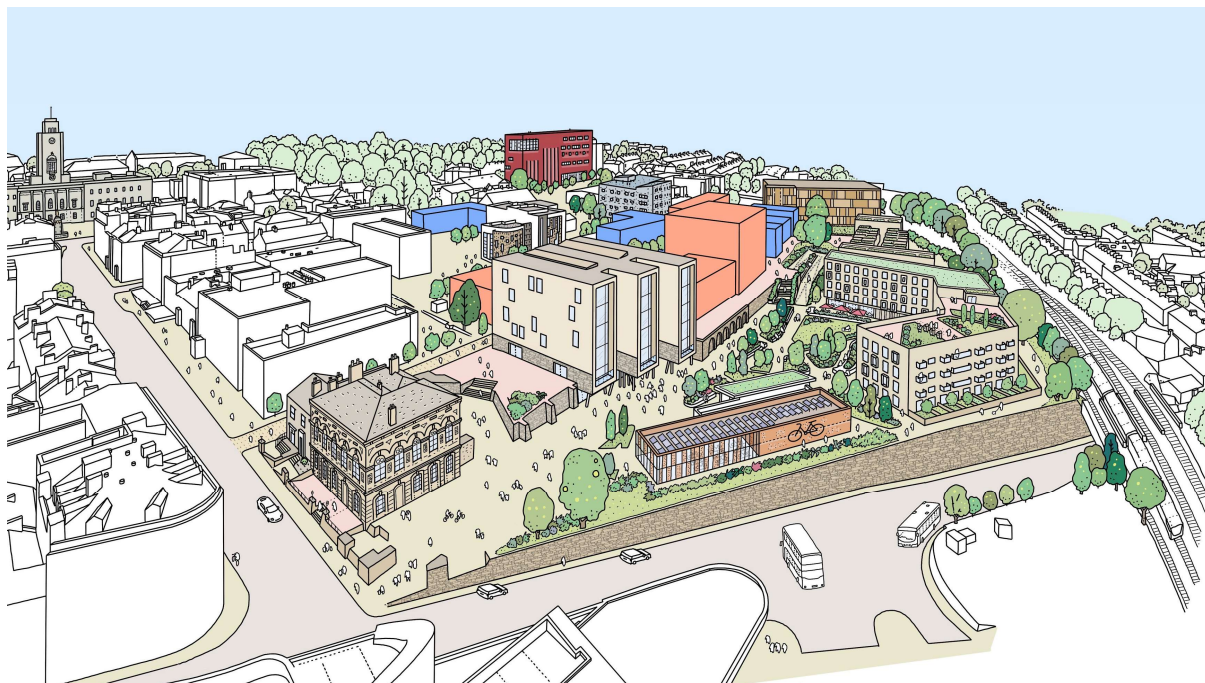


Appendix: Consultations on The Seam



Internal Consultations

Since the contract inception with Arcadis on 4th November 2021, the project team has been engaging widely across all Council departments to progress the design at pace. This has included Procurement, Finance, Planning, Highways, Transport, Health and Safety, Housing and Energy, Commercial Services, Culture, Public Health, and Business Improvement & Intelligence.

Outside the Council, engagement has taken place with Barnsley College, Digital Media Centre tenants, Internet of Things partners, and URBACT partners.

Regular cross-departmental engagement has primarily been in the form of focussed workshops on: Public Realm/landscape; Active Travel Hub (ATH); Multi-storey car park; Smart Campus (including external stakeholders); Transport scoping; and Sustainability.

Public Consultation

Public consultation has taken place in January and February 2022, with two consultations:

- An Active Travel Hub-specific consultation, targeted at ATH users and cyclists, to inform ATH design: 14th-23rd January.
- A broad public consultation on Phase 1 of the Seam development, promoted widely across the borough: 1st-28th February, with incentives for responses by 13th February in order to inform this Cabinet Report.

The scope, methods and findings of both consultations are summarised below. More detailed summary reports of each are also available.

Active Travel Hub consultation

Dissemination

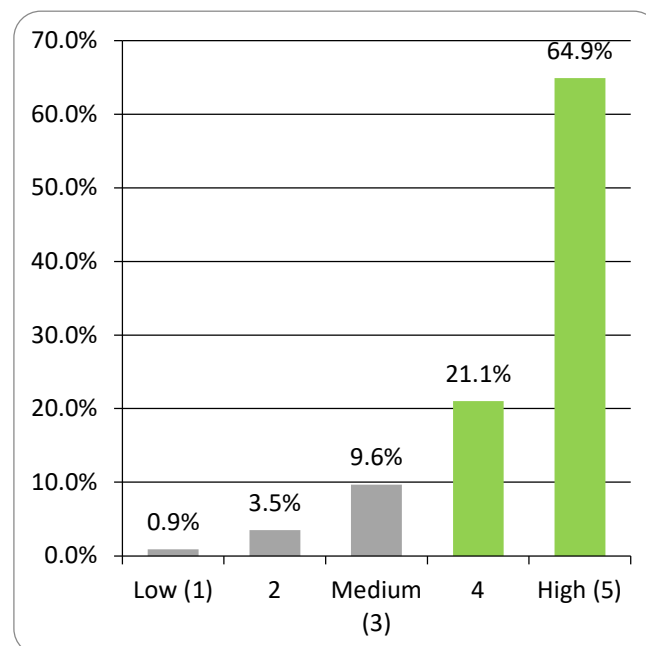
In light of the larger Seam Consultation taking place in early February, and the sensitivities around drawing undue attention to the site proposals too soon, this survey was distributed quite narrowly. The focus of this survey was to gather the views of current or potential ATH users. Therefore, it was distributed to:

- Contacts at Heeley's (current ATH operators)
- Barnsley ATH generic email
- Pete Zanzerotta (SYMCA)
- Walking forum members
- Cycle forum members – who also disseminated amongst their members ie. other clubs & interested cycling action groups
- Age UK Walking for Health programme
- Recovery College
- Trans Pennine Trail team
- Social prescribing team link
- Active Barnsley
- Yorkshire Sport Foundation

Key feedback

Amongst these respondents, there is **very strong support for a new Active Travel Hub**.

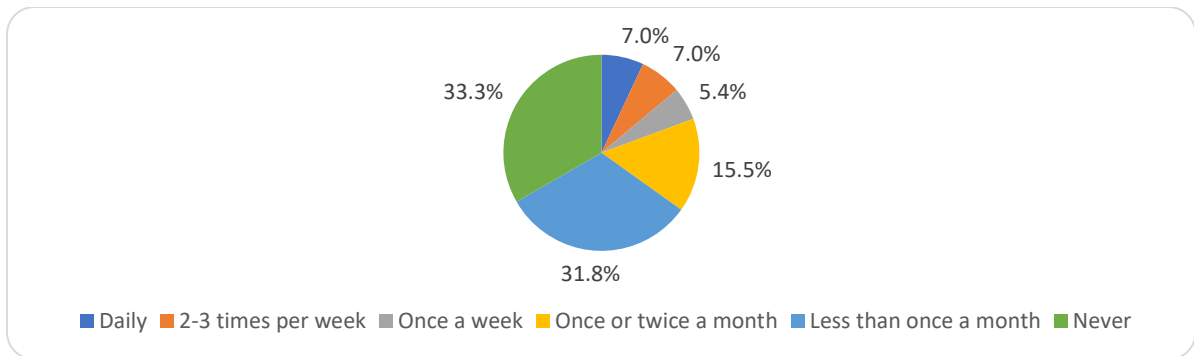
When asked “On a scale of 1 (low) to 5 (high), how good do you think a new, larger Active Travel Hub would be good for Barnsley?”, 86.1% chose a 4 or a 5 on this question.



Current ATH usage

“Pre-Covid, how often did you use the current ATH?”

The main response was “Never” at exactly a third of all people surveyed, closely followed by less than once a month at 31.8%. 19.4% of people surveyed use the current ATH at least once a week or more.



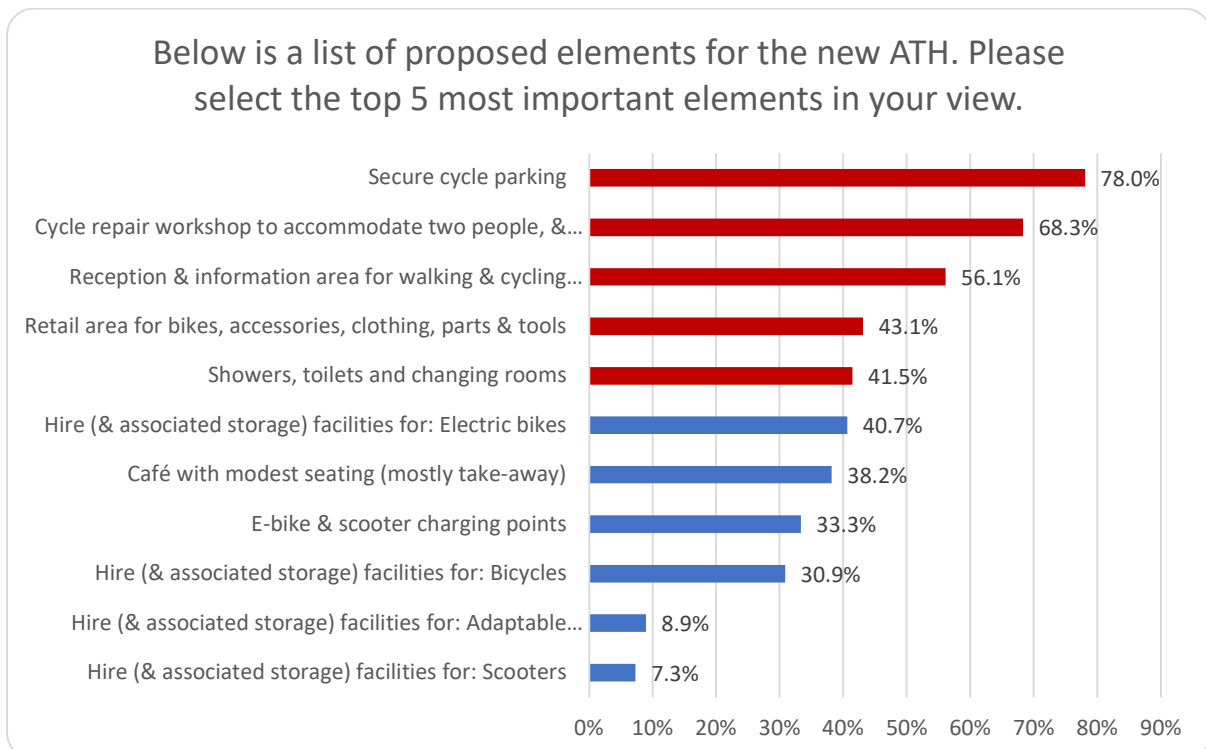
When those who responded “Never” were asked why, the primary reason was that they were unaware. Others said it was not required or they don’t cycle to the town centre.

“What would encourage you or others to use the ATH more?”

When asked this question, the top two answers were **a café onsite** and **better location & visibility** (both 31% of respondents). Other popular responses were more bikes to rent (26.5%), more bike storage (24.8%) and better toilet/showering facilities (24.8%).

Views on new ATH proposals

Respondents gave their views on the most important ATH elements. The key elements were **secure cycle parking**, **a cycle repair workshop**, followed by **an information area**.



Given the significance of secure cycle parking, it is interesting to note that **62.3% of respondents said they would be willing to pay a small fee for secure parking**. Some were clear, however, that this would decrease their use of the ATH.

“Would you pay a small charge for a secure cycle parking space?”

Answer Choice		Response Percent	Response Total
1	Yes	62.3%	71
2	No, I would use the ATH less	32.5%	37
3	No, I would never use the ATH	5.3%	6
		answered	114
		skipped	15

There was also clear **demand for more bikes for hire** than those currently available, with 63.3% responding that they would like to see more provision.

Finally, respondents were given an opportunity for final ‘free text’ feedback. Three main areas of additional feedback cut through:

- The importance of linking this new ATH into cycle routes around the town centre, and general comments that cycling in the town centre feels poor/dangerous.
- A real positivity around the electric bike hire and the impact this has had on people’s confidence and readiness to cycle.
- An encouragement to raise the profile of the ATH and its offer, along with a sense that it’s currently not very well known or advertised.

Wider data

Further data was gathered on a range of specific topics to inform design of the ATH as well as information on potential usage and access. A full summary of responses on these topics is available:

- Access times for building
- Reasons for using ATH
- Destination when using ATH
- Best thing about current ATH
- Features for security (strong support for key card access & CCTV)
- Bike parking features
- Type of bike rack
- Views on the food offer for new café (in terms of products/eat in/takeout)
- Potential frequency of use of new café proposed
- Use of toilets & showers
- Views on gender neutral toilets & showers
- Views on toilets open to the public and connected concerns
- Where toilets should be accessed from

The Seam Phase 1 Consultation

Scope

A second, larger public consultation was carried out on the Phase 1 proposals for The Seam. This encompassed questions on all of the key elements and principles for the site and gathered data on current and potential usage along with some more specific questions.

For the consultation to carry weight in the planning application, it had to run for four weeks (1st – 28th February 2022). An interim analysis of the data has taken place, with 501 complete and partial responses as of 13th February 2022. Responses before this date were incentivised with a prize draw and online sessions for Q&A.

Engagement and equalities

The Seam consultation was carried out as an online survey through Smart Survey. Paper copies were made available in the Library @ Lightbox and in the Markets, with a contact email address for further support.

Publicity & engagement:

Numerous channels were utilised to ensure broad engagement with the consultation, and a new image was commissioned to capture the public's imagination and paint the vision for the site. Methods used were:

- **Social media:** shared through BMBC corporate social media and widely shared by other Council pages and networks of voluntary and statutory partners.
- **Email distribution:** to stakeholders and those with whom we have a Duty to Cooperate. BMBC Colleagues circulated the survey to Equalities networks, Area teams, and other partners.
- **Posters** throughout the borough: in all libraries & museums where possible, at the Civic, DMC and College, and in the Markets.
- **Flyers:** posted through the doors of residents closest to the site.
- **Online consultation sessions:** four opportunities for online sessions (1 daytime, 2 evening, 1 weekend) were offered via Eventbrite for Q&A. Take-up was very low.
- **Prize draw:** five £50 Barnsley Gift Cards were offered as thank you rewards for respondents, with responses due before 13th February to qualify.

Equalities:

The methods above were developed to take into account: geographical exclusion; disengaged groups; digitally excluded groups; equalities & minority groups; language barriers and youth engagement.

Monitoring data gathered for this report (1-13th February) thus far indicate that the respondents are largely representative of the borough in terms of gender and ethnicity. There are slightly fewer respondents with disabilities that representative at this stage (8% difference), and there have been very few respondents under 18.

The data in this report includes responses from only two Barnsley College students. Whilst this is being addressed, it is worth noting given the importance of the site for young people whose town centre it will be for decades to come, and for College students who will walk through the site regularly.

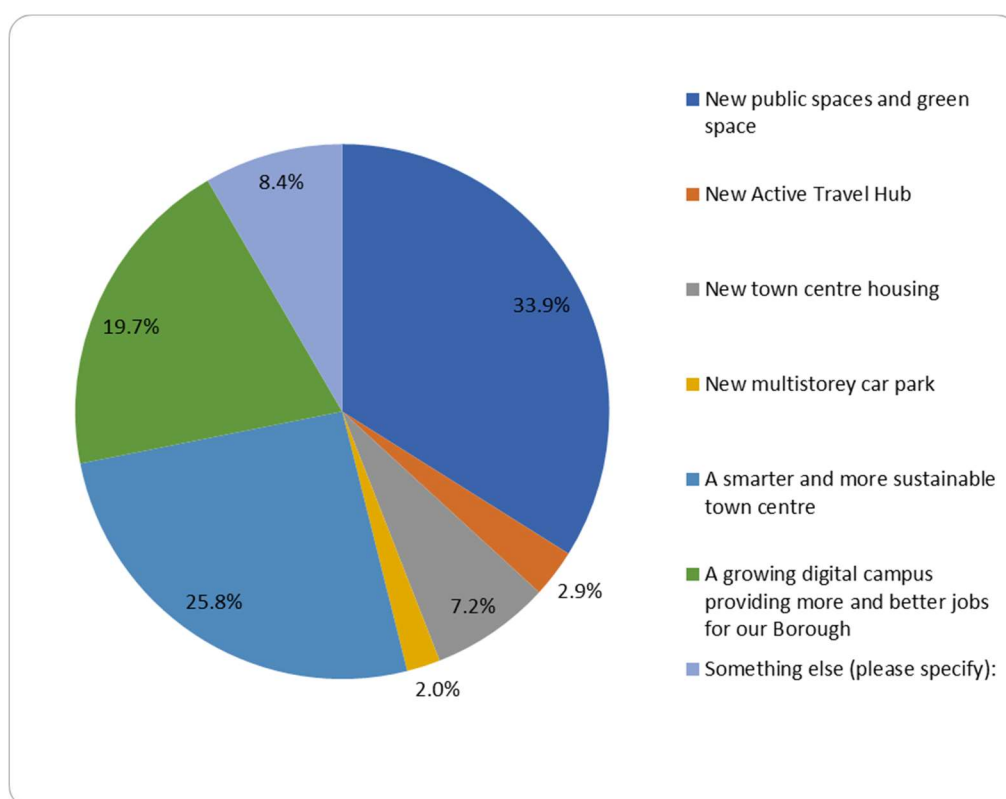
An overview of respondents is as follows:

Answer Choice		Response Percent	Response Total
1	Parking for a town centre workplace	11.3%	56
2	Parking for town centre shopping/activities	44.3%	219
3	DMC tenant/user/visitor	8.7%	43
4	College student	0.4%	2
5	College staff	1.4%	7
6	User of the Covid testing site	2.2%	11
7	Parent/ pupil at the Free School	0.4%	2
8	Free School staff	0.0%	0
9	Other use of the site	1.6%	8
10	Not current user of the site or parking	29.6%	146
		answered	494
		skipped	7

Headline view of the scheme

Overall, the consultation results suggest that there is **a genuine majority of support for the scheme** and its proposed elements and principles. In some areas, there are valid concerns to be clearly accounted for and responded to by the Council both in the design process and communications about the site.

At the end of the survey, respondents were asked what aspect of the proposals they were most excited about. Their responses below demonstrate the importance and demand for the new green space, and a clear alignment with the project's vision and values to see a smarter and more sustainable town centre and a digital campus providing more and better jobs.



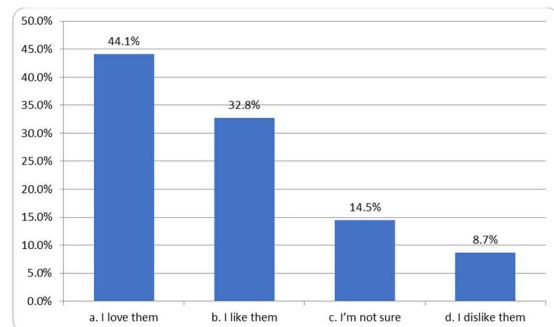
Support for key elements

Five questions were included to ascertain levels of support for the key physical elements proposed.

- **Green space:**

What do you think of plans for a new public green space in Barnsley town centre, combining an open grassy area with paths bordered by mixed plants and trees?

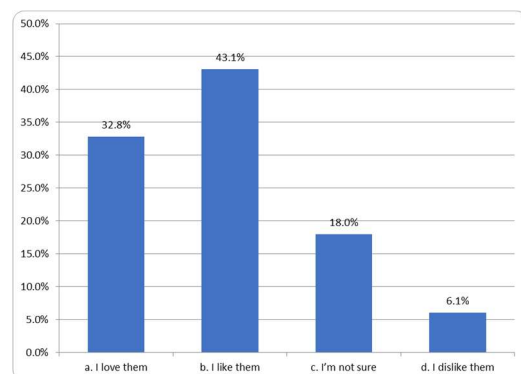
76.9% love or like



- **Ramp & walkway:**

What do you think of the plans for an attractive, new walkway through the site including feature steps and an accessible ramp to link the upper and lower decks of The Seam?

75.9% love or like



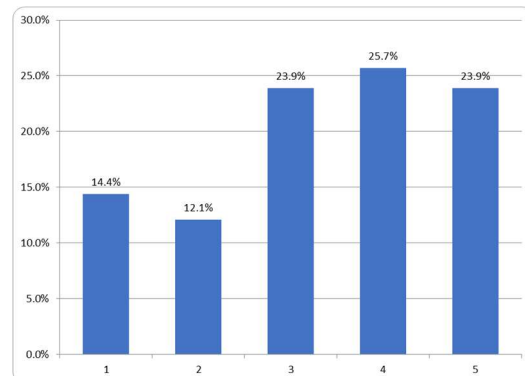
- **Active Travel Hub:**

On a scale of 1 (low) to 5 (high), how good do you think a new, larger Active Travel Hub would be for Barnsley?

49.6% rate 4 or 5

Rises to 73.5% including 3, 4 or 5

Note – 95% of respondents don't cycle to or from the town centre.



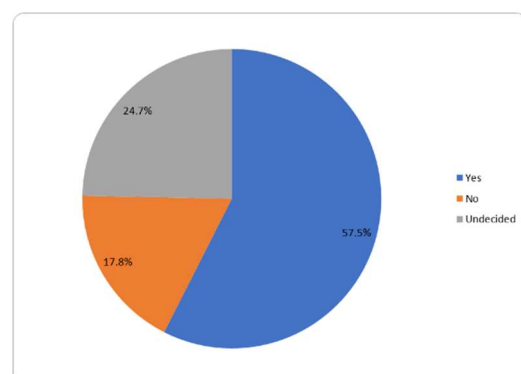
- **Multistorey car park:**

Do you support the creation of the new multistorey car park?

57.5% support

24.7% undecided

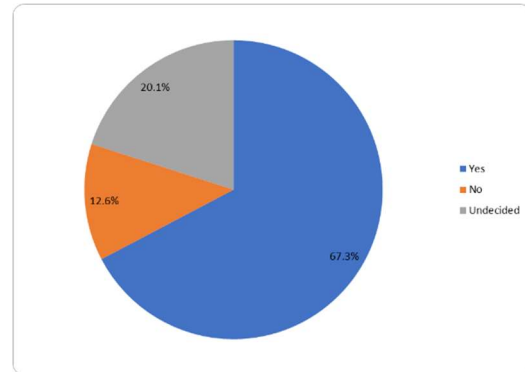
Overwhelming reason given for 'no' was 'worried there will not be enough parking' – 41.2% of those who opposed MSCP.



- **Housing:**

Plots 1 & 2 will be used to deliver new, low carbon and high-quality residential housing. Do you think this would be good for our Town Centre and town centre businesses?

67.3% support



The responses above demonstrate that there is **support for all the key elements proposed on the scheme**. Despite many concerns about parking and capacity, even the multistorey has a majority of support. On this and the housing, there are high levels of residents who are 'undecided', demonstrating real opportunities to make the case for the benefits this development will bring and to respond in detail to concerns raised. It is worth contrasting support for a new ATH within the general public against support amongst the cycling community, summarised earlier in this document.

Support for key principles

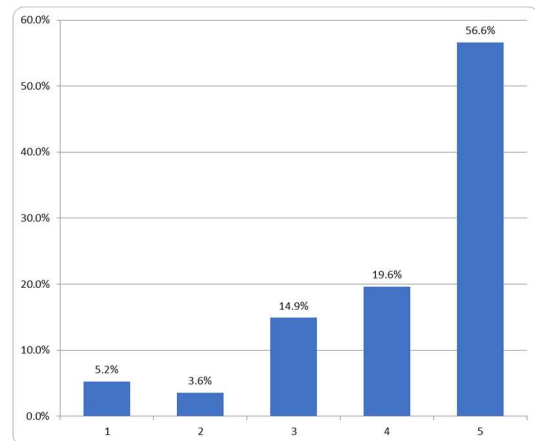
Five questions were included to ascertain levels of support for the key principles affecting designs for the site.

- **Sustainability:**

On a scale of 1 (low) to 5 (high), how important do you feel a focus on the sustainability of this site is?

76.2% rate 4 or 5

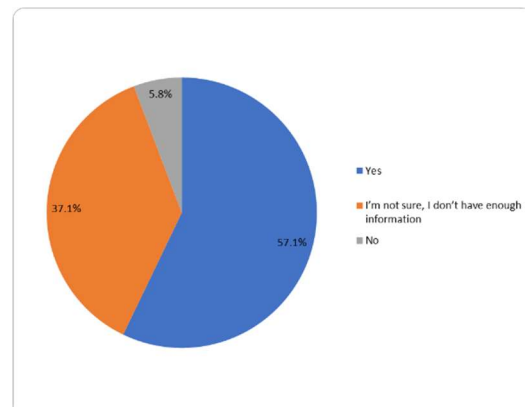
Rises to 91.1% including 3, 4 or 5



- **New technologies:**

Do you support the vision to ethically pioneer new technologies on the site?

57.1% support, but many unsure and needing more information (37.1%)

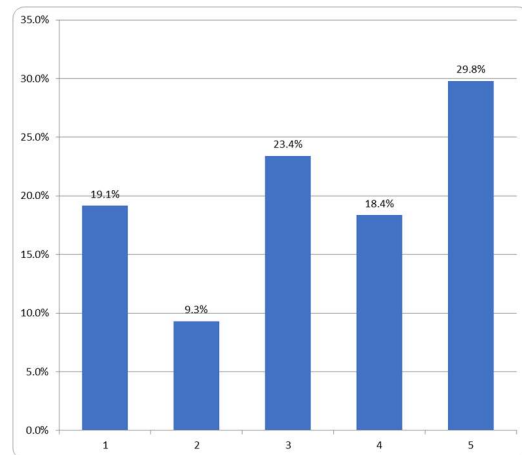


- **Reducing cars on site:**

On a scale of 1 (low) to 5 (high), how important do you think it is to reduce cars on this site and give priority to pedestrians?

48.2% rate 4 or 5

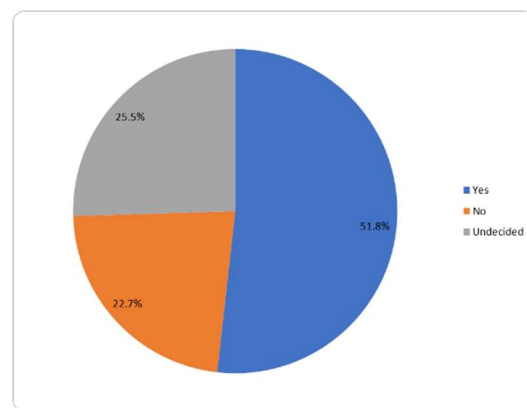
Rises to 71.6% including 3, 4 or 5



- **Car free housing:**

Plots 1 & 2 are a couple of minutes' walk from the Transport Interchange and the town centre shops. Do you agree that BMBC should encourage a car free development for these plots and promote sustainable living?

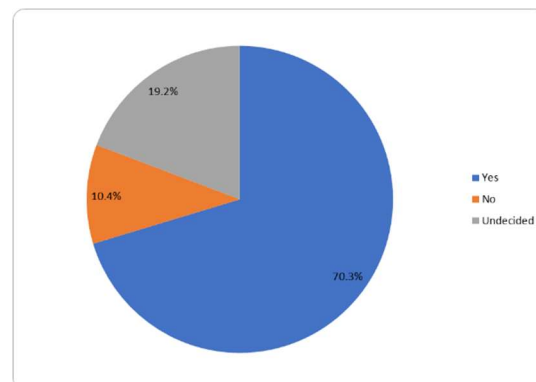
51.8% support, but 22.7% against



- **Public art:**

Do you think public art would be a good thing to prioritise on The Seam?

70.3% support



These responses make clear that these key principles are widely supported. Of particular note is the extremely strong support for sustainability on the site. As expected, views on principles relating to cars are more mixed, with roughly a quarter against and a quarter unsure about a car free development. Comments in the survey suggest some feel this is unrealistic for Barnsley at present and in light of public transport provision. When asked about pioneering new technologies on site, a significant portion of respondents felt they needed further information, demonstrating how key it will be to cast the digital vision for the Seam to the general public in Barnsley.

Further data gathered

The Seam Consultation was gathered a much wider range of data than merely support for key elements and principles. It also attempted to understand current relationship with the site, respondent's vision for the public space, potential use of the ATH, and perceived needs or preferences related to possible smart tech. It also sought to invite people to voice their main concerns relating to particular proposals, and a 'final feedback' section at the end of the survey allowed for further comments which will be analysed after 28th February.

A summary of responses on this further data is available on request. The data topics and some key headlines are below:

- Views on [uses for public space](#), and [ways to build community spirit](#) in that space. Interestingly, 62.9% were in favour of a gardener/caretaker dedicated to management of the space. There were also numerous comments on the need for police/PCSO presence and good lighting.
- Information on the [proportion who cycle into town](#); the frequency of [current ATH usage](#), and [reasons for not using the ATH](#) at present.
- Views on the most [important elements of the ATH](#): for the general public responding to this broader survey, the top three in order were an information area, café, and cycle parking.
- Data on [likely usage of a café](#) in the ATH, which suggests good demand.
- Data on [current usage of County Way](#) car park, and [payment methods](#).
- Data on [awareness of other town centre car parks](#), highlighting low knowledge of various alternatives.
- Responses from [23 blue badge holders about their concerns relating to the MSCP](#) – these primarily highlighted the distance of the new MSCP from the town.
- Data on [current electric vehicle \(EV\) ownership](#); [prospective ownership](#) (in next 5 years); and [importance of EV charging](#) in the MSCP.
- Views on [toilets in the MSCP](#), with strong support for these.
- Views on [technology for the MSCP](#), with CCTV and real-time parking data seen as key.
- Views on [technology for the ATH](#), with CCTV again seen as key.
- An opportunity for [broader suggestions of technology](#) respondents would like to see on site.

Concerns emerging from consultation feedback

- **Parking:** Loss of parking; Worries regarding provision; Questioning building a new car park; Security, location & construction.
- **Anti-Social Behaviour & Safety:** Significant ASB concerns for new public space; Safety & lighting for new walkway.
- **New housing:** Questioning need; Questioning location (close to work & public spaces); "Right" tenants; Parking concerns; Safety concerns.
- **Disability:** Car park distance from town; Whether walkway will be suitable; Car free housing not realistic if disabled.
- **Car free:** Continued perceived need for cars; Poor public transport; Houses standing empty; Excludes certain buyers/occupants.
- **Other:** Public art is good but shouldn't be prioritised; Demand for real grass; Upkeep of green & public spaces.