

Report
February 2023

Holmfirth Blueprint - Consultation Results



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1 Introduction

Purpose of this document

- 1.1 This document summarises the results of the community engagement undertaken by Kirklees Council on the Holmfirth Blueprint.
- 1.2 The consultation was designed to give the public an opportunity to provide feedback on the proposed objectives for Holmfirth Town Centre, as well as on the proposed projects that could be implemented. The consultation was open for 4 weeks, running from 17 November until 17 December 2022.
- 1.3 During the consultation period, four drop-in events were held at the Holmfirth Market on the following dates:

Date	Time
Tuesday 22 nd November	6pm until 8pm
Friday 25 th November	10am until 12pm
Wednesday 30 th November	2pm until 4pm
Tuesday 6 th December	12pm until 2pm

- 1.4 The drop-in sessions provided an opportunity for residents, business owners, visitors and other town centre users to read and look at the proposed objectives and proposals and ask questions to Council officers.
- 1.5 Residents, business owners and other town centre users were informed about the consultation through a brochure in the mail. The brochure illustrated the various engagement opportunities: consultees were given the opportunity to respond to a questionnaire online, after reviewing the documents illustrating the proposals; they were able to request a paper copy of the materials to be sent home; they could fill a paper version of the questionnaire during one of the four drop-in sessions held throughout the consultation period.
- 1.6 A letter and brochure were also sent to all businesses within 250 metres of the town centre boundary, with a questionnaire and freepost envelope attached (221 businesses in total).
- 1.7 In addition to providing feedback through the questionnaire, respondents reviewing the documentation online were offered a chance to like/dislike the proposals by clicking on 'thumb up/thumb down' button on the webpage.

Figure 1.1: Website Homepage

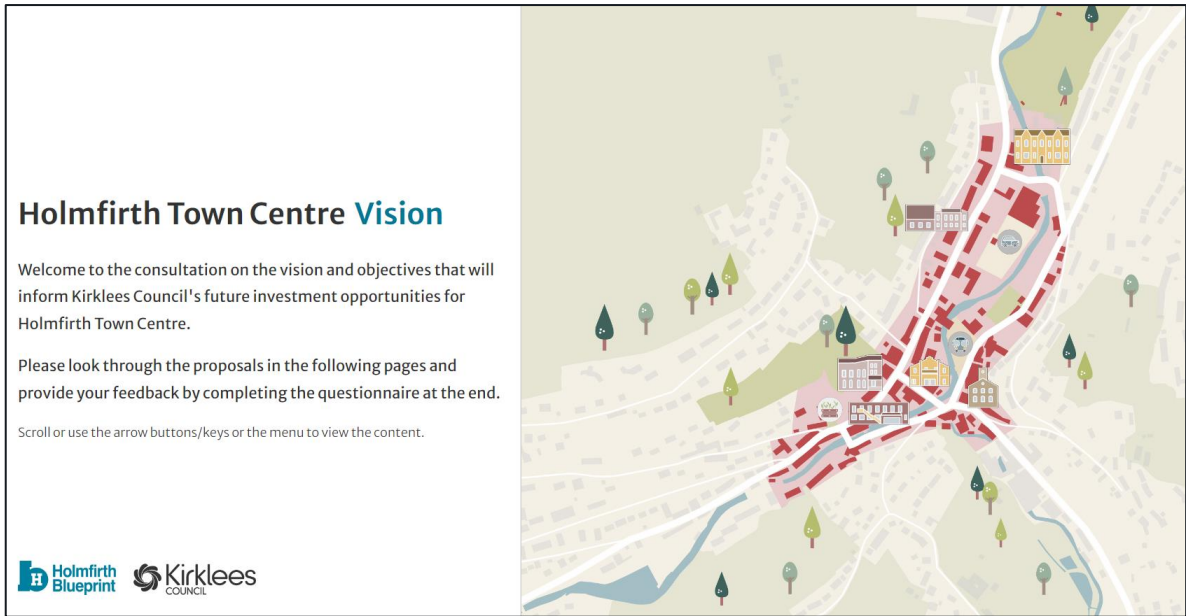
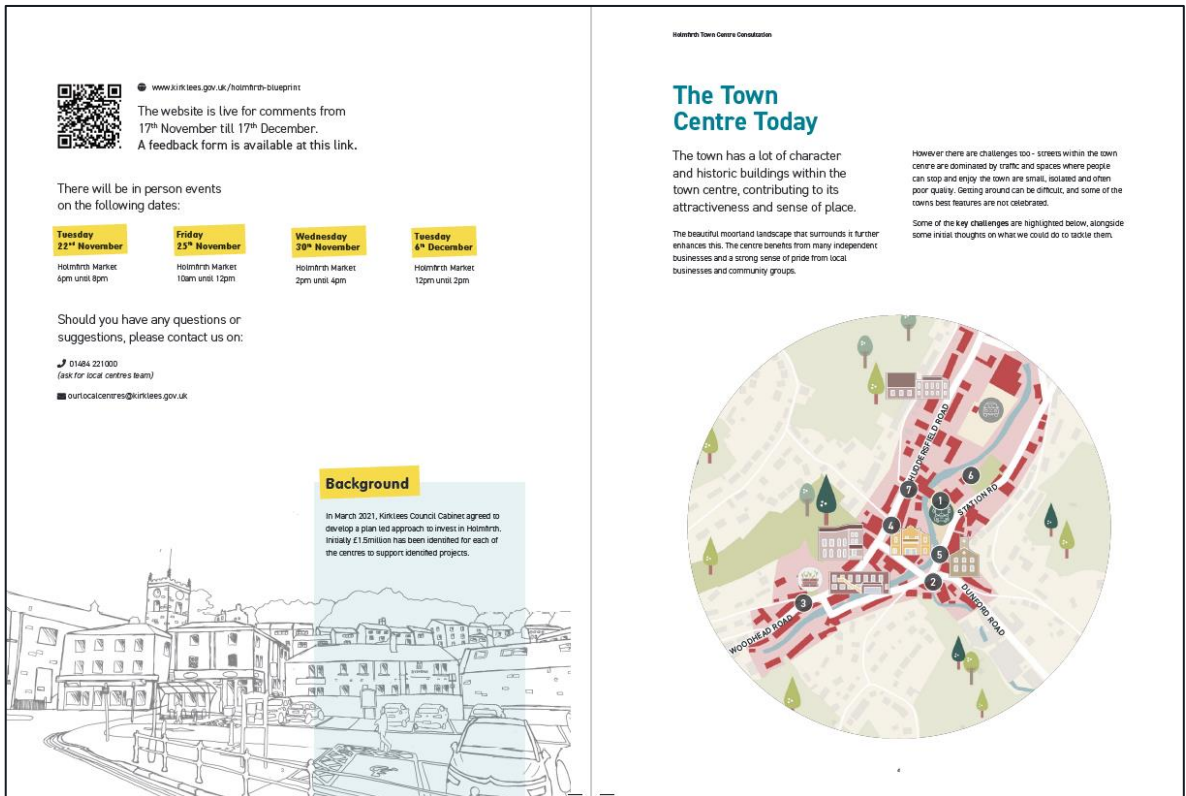


Figure 1.2: Extract of the brochure sent to all Holmfirth addresses



Response rates

- 1.8 In total, 458 respondents provided answers to the Holmfirth Blueprint consultation questionnaire. This included 423 online responses and 35 text responses.
- 1.9 There were eleven questions as part of the consultation, with ten being multiple choice and one providing the opportunity to submit free text. Response rates to each question are presented below in Table 1.1.

Table 1.1: Questions and response rates

Ref	Question	Response Rate	Respondents
1	Do any of the following apply to you?	99.6%	456
2	On average, how often do you visit Holmfirth town centre?	92.4%	423
3	How did you travel into Holmfirth town centre on your last visit?	98.5%	451
4	Objectives - How much do you agree with these objectives, in support of the Holmfirth Blueprint?	98.7%	452
5	Objective 1 - Bringing streets to life	93.4%	428
6	Objective 2 - Put the River Holme back at the heart of the town	97.4%	446
7	Objective 3 - Help Holmfirth to thrive	97.4%	446
8	Objective 4 - Make Holmfirth accessible to all	98.0%	449
9	Objective 5 - Celebrate the identity of Holmfirth	97.6%	447
10	Do you have any further comment on the objectives and potential projects?	63.5%	291
11	Age group	98.7%	452

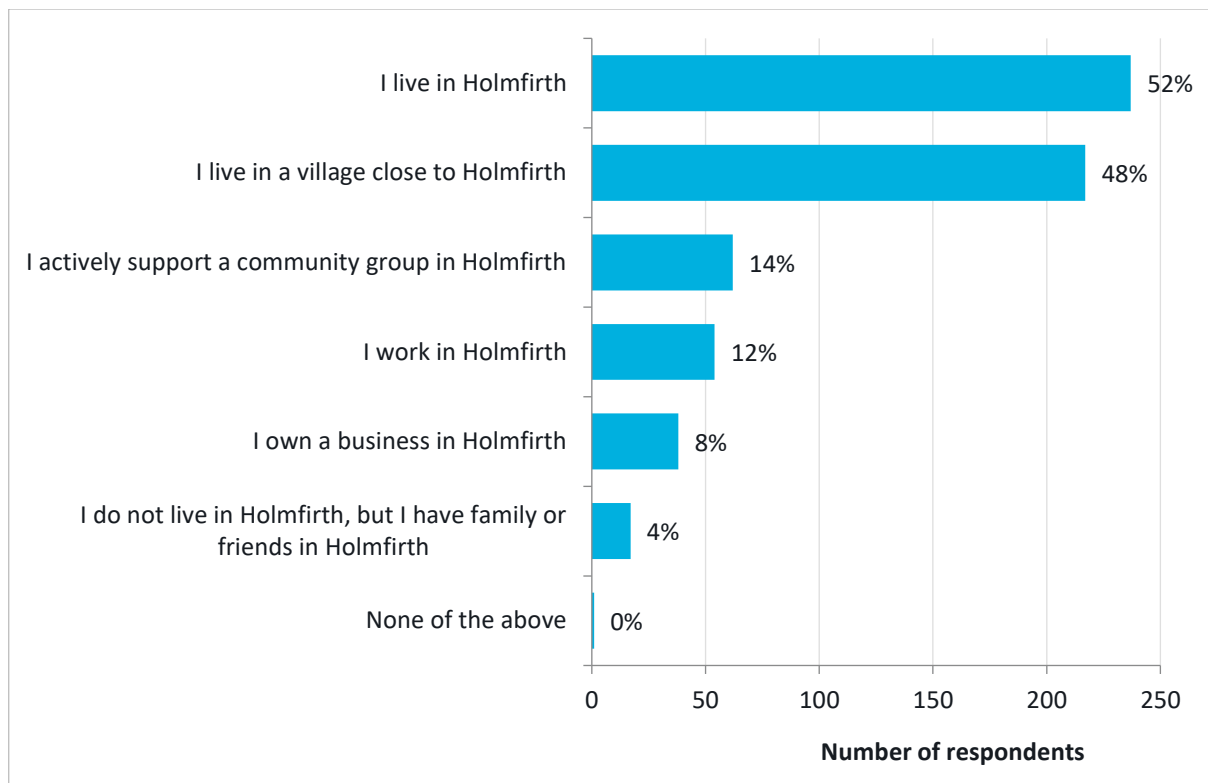
- 1.10 High response rates (above 90%) were received for all multiple-choice questions, while the free text Question 10 was answered by just under two thirds of respondents (64%).

2 Analysis of Responses

Q1 - Respondents and their connection to Holmfirth

2.1 In Question 1, respondents were asked about their connection to Holmfirth, such as if they live, work or own a business in the town. One or multiple answers could be selected for this question, therefore percentages do not sum to 100%. Results are presented in Figure 2.1 below.

Figure 2.1: Respondents and their connection to Holmfirth



2.2 Over half of respondents (52%) stated that they are residents of Holmfirth, while just under half (48%) stated that they live in a village close to Holmfirth.

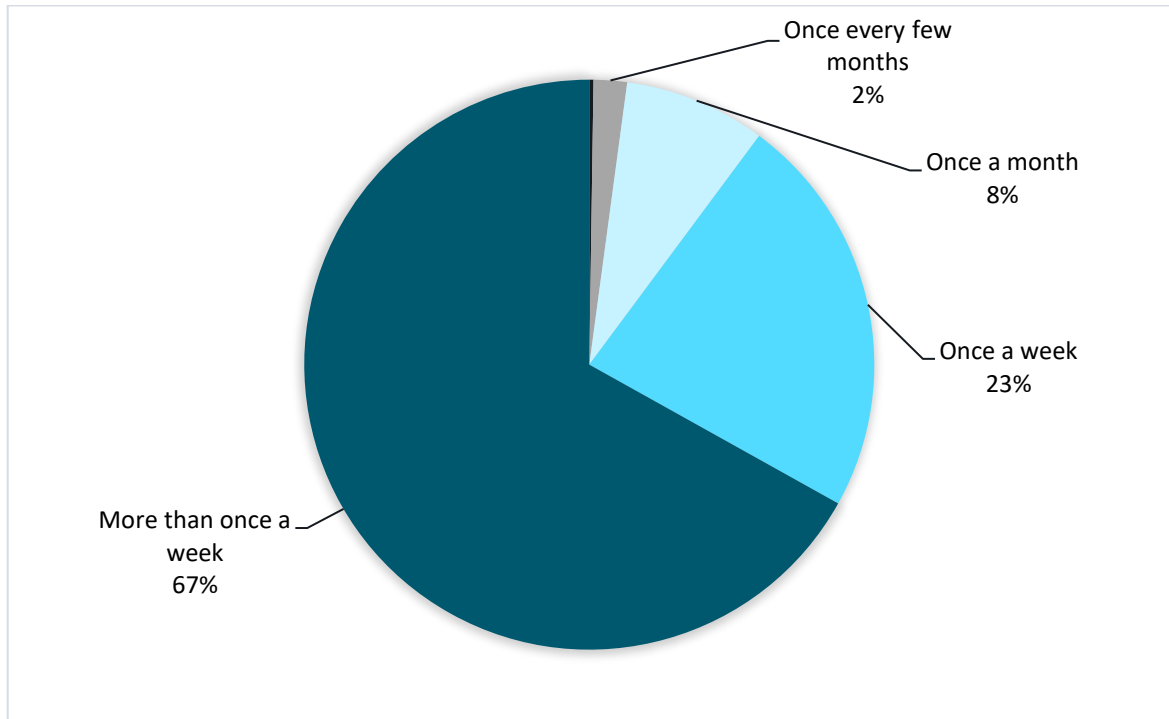
2.3 Only 12% of respondents stated that they work in Holmfirth, with 8% owning a business in the town. 4% of respondents do not live in the town but travel there to visit family or friends (most likely from one of the villages nearby).

2.4 The number of responses from business owners was 37, out of 221 businesses that received a mail communication. This equates to a response rate of at least 17% among businesses (note that some respondents might own multiple businesses).

Q2 – Travel into Holmfirth town centre

2.5 Respondents were asked about how often they travel to visit Holmfirth town centre. Only one option could be selected by each respondent. Results are presented in Figure 2.2 below.

Figure 2.2: Travel into Holmfirth town centre

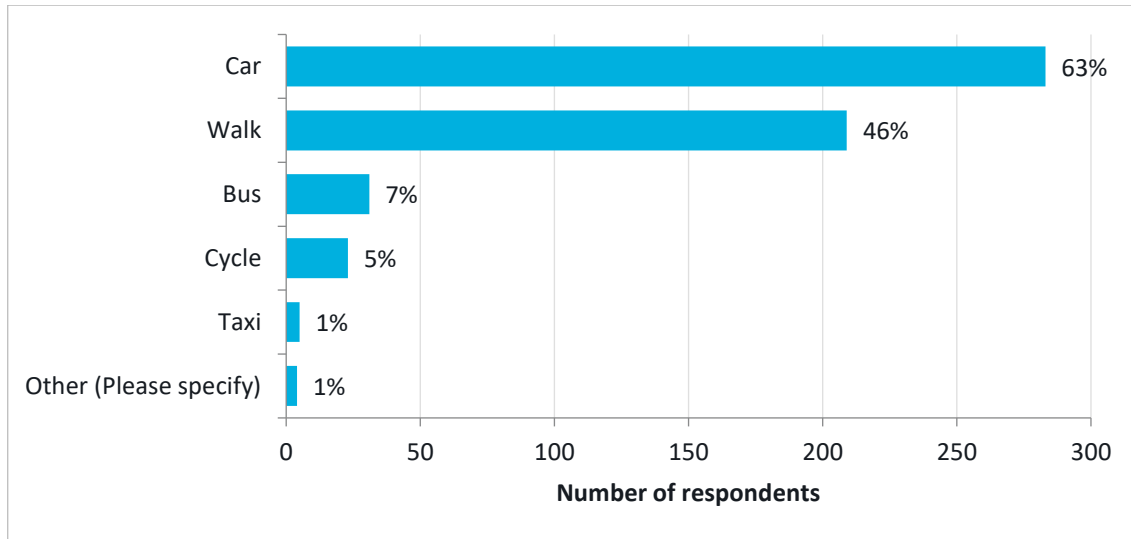


2.6 Most respondents (67%) travel to Holmfirth town centre frequently, more than once a week, and a further 23% travel at least once a week. In all, only 10% of respondents travel into Holmfirth town centre less than once a week. Only one respondent stated that they travel once a year.

Q3 – How respondents travelled on their last visit to the town centre

2.7 Respondents were asked about how they travelled into Holmfirth town centre on their last visit. They could choose multiple options to represent journeys which include more than one mode of travel. As respondents could choose multiple options, percentages do not sum to 100%. Results are presented in Figure 2.3 below.

Figure 2.3: Mode of travel on last visit to Holmfirth town centre



2.8 Almost two thirds of respondents (63%) stated that their most recent journey into Holmfirth town centre involved taking the car. This was followed by 46% of respondents, who stated that they walked as part of their last journey into the town. Only 7% of respondents took the bus and 5% of respondents cycled in. In all, 51% of respondents used an active mode of travel, including walking and cycling.

Q11 – Age of respondents

- 2.9 The final question of the survey asked respondents to identify the age group that they belong to. The response to this question is provided here, in advance of the feedback on objectives and proposals, to help the reader put into perspective the analysis of responses by age group illustrated in the following pages. Respondents could only select one age group. Results are shown in Figure 2.4 below and compared with the age profile of the Holme Valley South Ward for 2020 (source NOMIX).
- 2.10 Over two thirds (69%) of respondents identified themselves as being between 45 and 74 years of age, with almost equal numbers in the 45-54, 55-64 and 65-87 age groups. These age brackets are overrepresented, as they make up for 47% of the total ward population according to the most recent estimate.
- 2.11 Overall, the representation was skewed towards older ages, with only 2% of respondents being under 24 (compared with 26% of the actual population belonging to these groups). There were more respondents aged over 75 (9%) than under 34 (7%), and no respondent identified themselves as being under-16. It should be noted that response rates in the 16-24, 25-34 and 75+ age groups are quite small and therefore likely to be less representative.
- 2.12

Figure 2.4: Respondents by age group

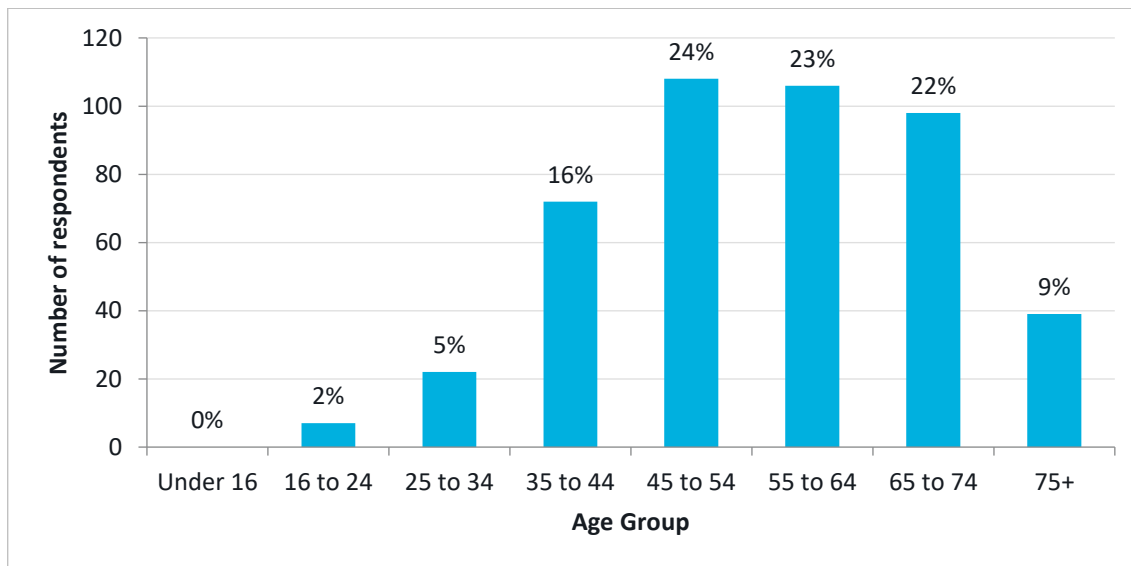
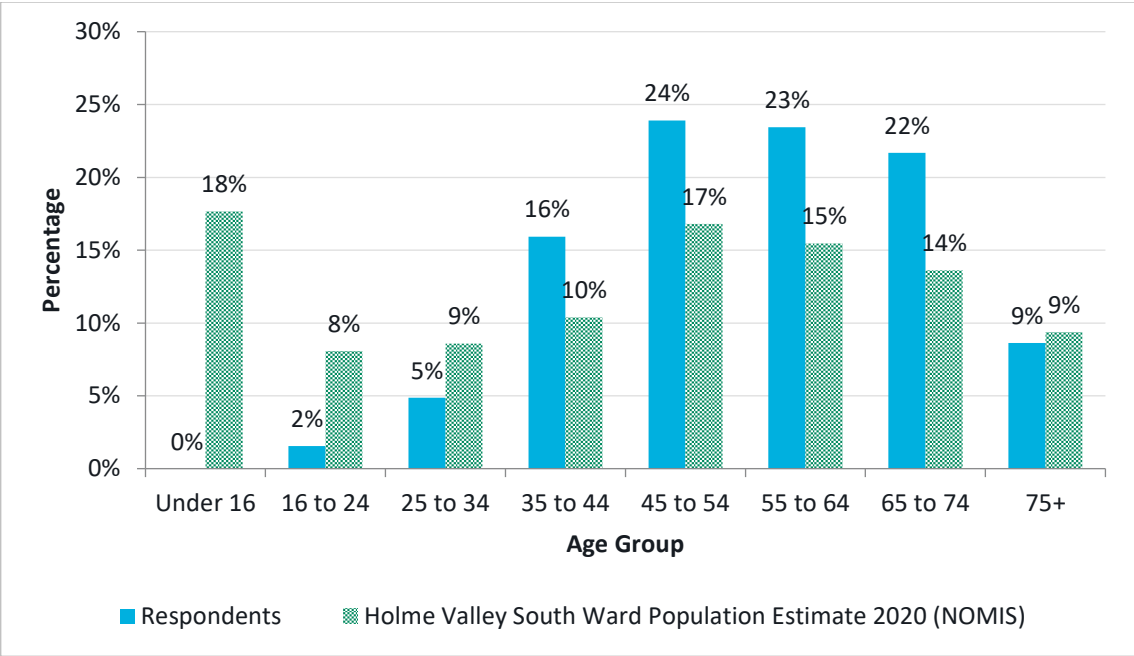


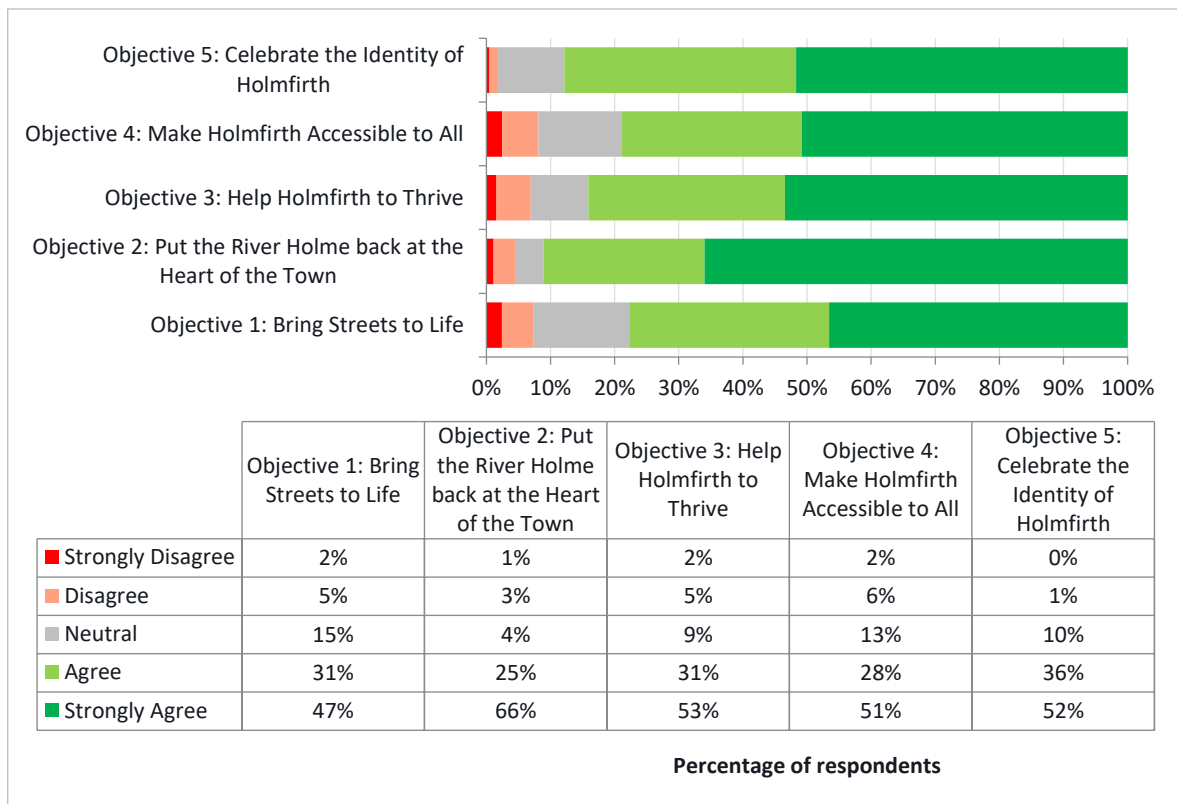
Figure 2.5: Comparison between age profile of respondents and age profile of the Holme Valley South Ward



Q4 – Opinions on Objectives in support of the Holmfirth Blueprint

- 2.14 The Holmfirth Blueprint consists of five key Objectives, each underpinned by a number of initiatives that would be carried out to realise the Objectives.
- 2.15 In Question 4, respondents were asked to provide their opinion on the Objectives, without the details on individual initiatives (these are explored in Questions 5 to 9). For each Objective, respondents could select their level of agreement on a scale between ‘Strongly Disagree’ and ‘Strongly Agree’. Results are presented below in Figure 2.5.
- 2.16 Overall, there was strong support across all five Objective areas, with an average of 54% of respondents selecting ‘Strongly Support’ across the Objectives and 30% selecting ‘Agree’.
- Objective 2 ‘Put the River Holme back at the Heart of Town’ proved to be most popular among respondents, with 91% of respondents selecting either ‘Strongly Agree’ or ‘Agree’.** This was followed by Objective 5 ‘Celebrate the Identity of Holmfirth’, 88% of respondents selecting either ‘Strongly Agree’ or ‘Agree’.
- 2.17 Objective 4 ‘Make Holmfirth Accessible to All’ was the least popular, with 8% of respondents stating that they either ‘Disagree’ or ‘Strongly Disagree’. However, it is worth noting that approximately 79% of respondents selected ‘Strongly Agree’ or ‘Agree’ for this objective.

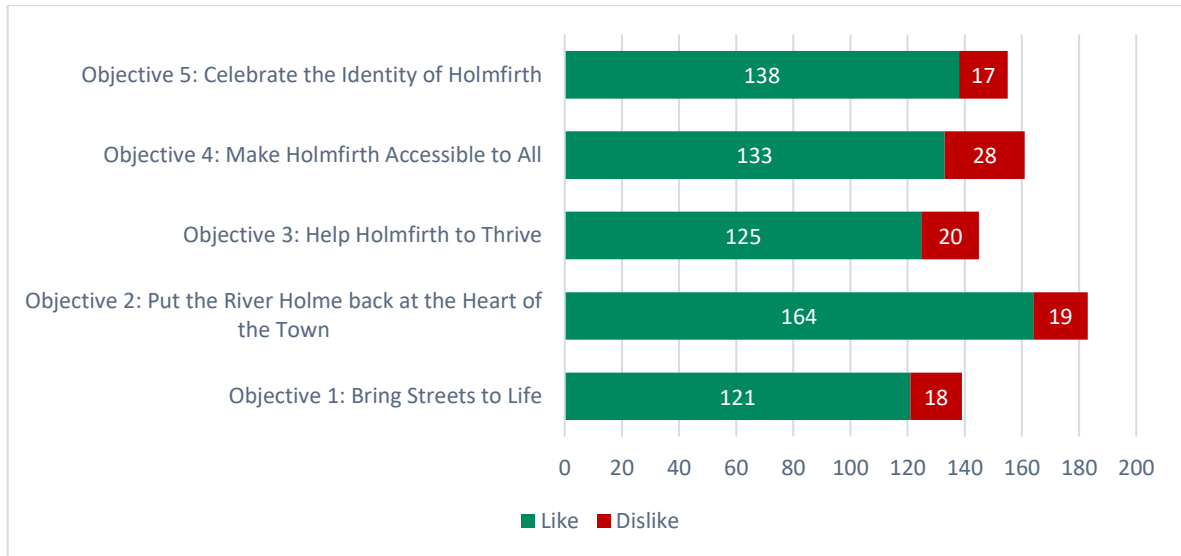
Figure 2.6: Opinions on Objectives in support of the Holmfirth Blueprint



Like/dislike button on the Objectives webpage

- 2.18 Respondents who accessed the digital material on the webpage were given the opportunity, in addition to filling in the questionnaire, to provide a 'reaction' to the list of objectives by clicking on a 'thumb up / thumb down' button.
- 2.19 The figure below shows a summary of reactions collected across the engagement period. It is worth noting that not everyone accessing the website used this function.

Figure 2.7: Like/Dislike reactions to the Objectives

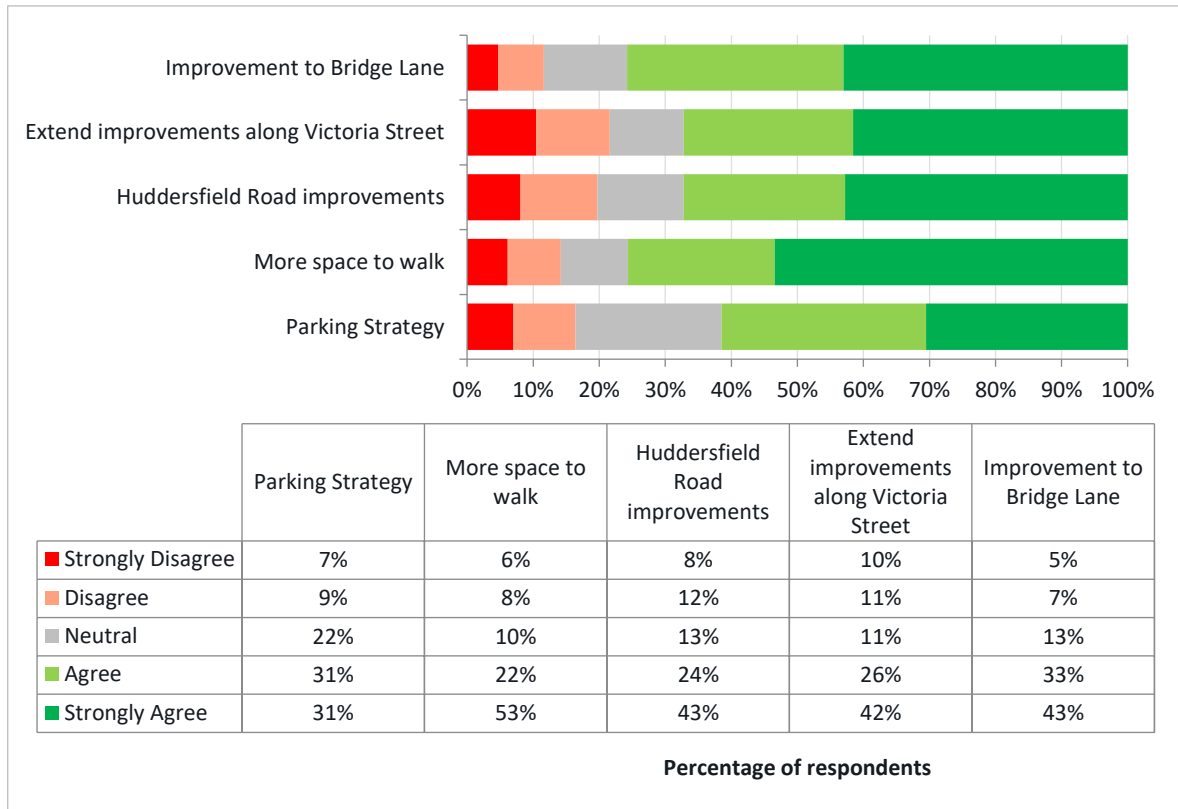


- 2.20 The reactions confirm the responses to the questionnaire, with Objective 2 achieving the highest number of 'likes' and Objective 1 being the least popular.

Q5 – Opinions of Objective 1 ‘Bringing Streets to Life’

- 2.21 Respondents were asked to give their opinion on specific initiatives proposed as part of Objective 1. For each initiative, respondents could select their level of agreement on a scale between ‘Strongly Disagree’ and ‘Strongly Agree’. Results are presented below in Figure 2.7.
- 2.22 Responses across these initiatives were positive overall, with 42% on average selecting ‘Strongly Agree’. ‘More space to walk’ was the most popular initiative, with 76% of respondents selecting either ‘Strongly Agree’ or ‘Agree’.
- 2.23 Extending improvements along Victoria Street was the initiative that saw the least support among schemes for Objective 1, with 21% of respondents selecting either ‘Disagree’ or ‘Strongly Disagree’.
- 2.24 Elsewhere, the Parking Strategy initiative received the highest level of neutrality in opinion, with 22% of respondent selecting ‘Neutral’ – almost double that of the neutral response rate for the other initiatives, and towards 70% in total said that they ‘Strongly Agree’ or ‘Agree’.

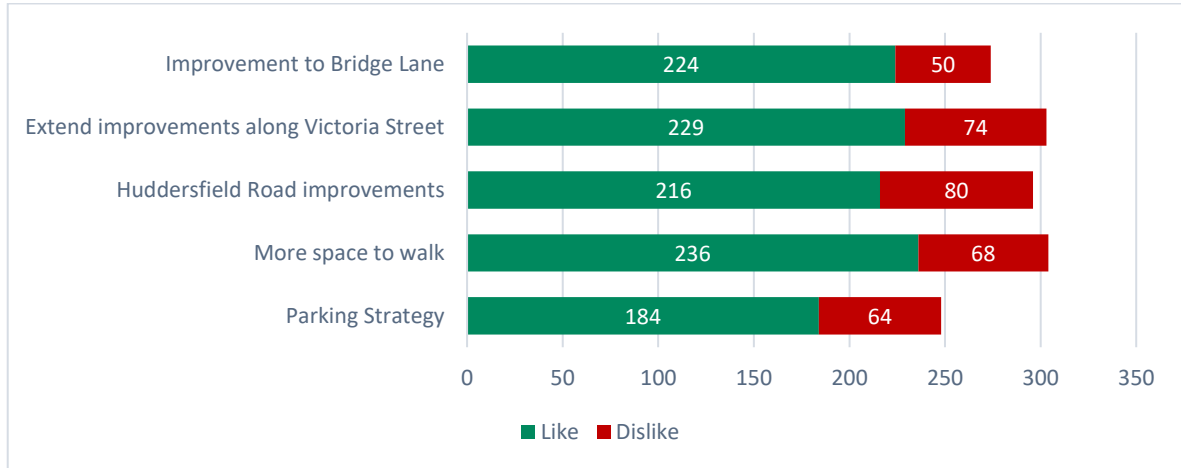
Figure 2.8: Opinions on initiatives for Objective 1



Like/dislike button on the Objectives 1 initiatives webpage

2.25 The figure below shows a summary of Like/Dislike reactions collected on the webpage across the engagement period for Objective 1.

Figure 2.9: Like/Dislike reactions to the Objective 1 initiatives

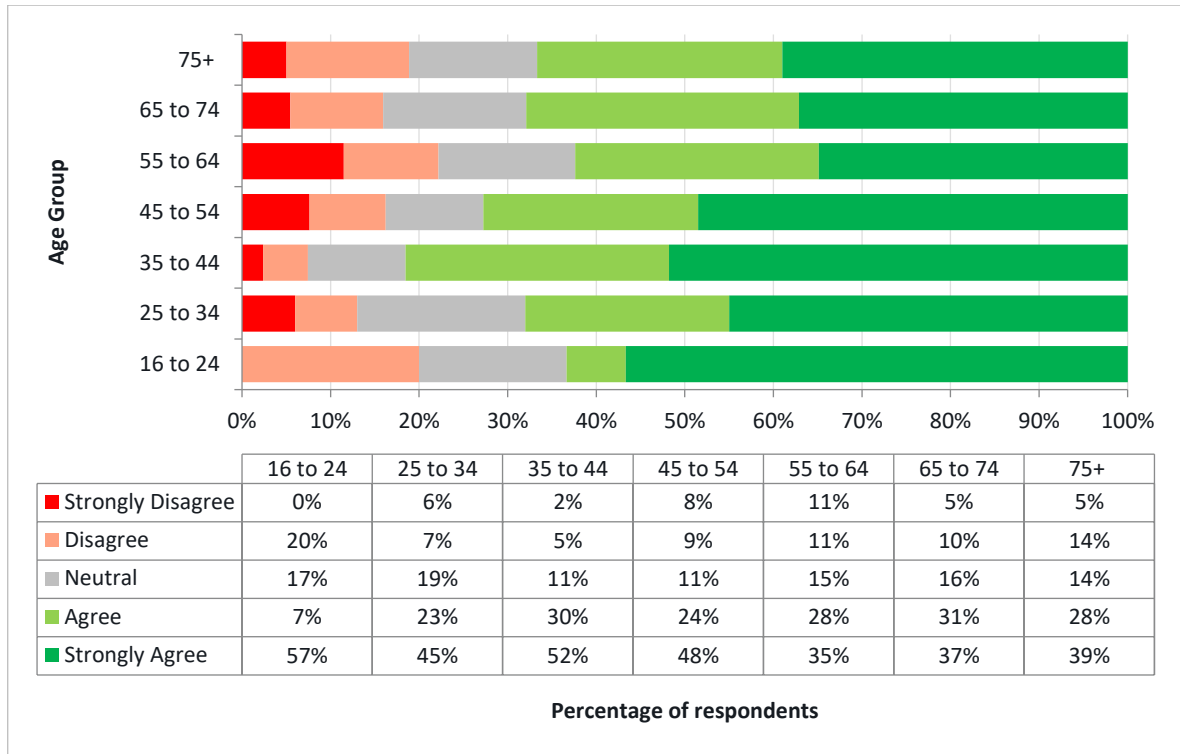


The reactions confirm the responses to the questionnaire, with the parking strategy being the least popular initiative, and the other four initiatives showing higher approval rates.

Age group and opinions on initiatives for Objective 1

2.26 Figure 2.9 below shows opinions of Objective 1 initiatives by age group, as an average across all five individual initiatives. While there are no dramatic variations by age group, 16-24 appear most likely to strongly agree with the initiatives, while ages 55-64 and 65-74 are least likely to strongly agree. Respondents in the 55-64 age group are most likely to strongly disagree with the initiatives.

Figure 2.10: Opinions by age group for Objective 1

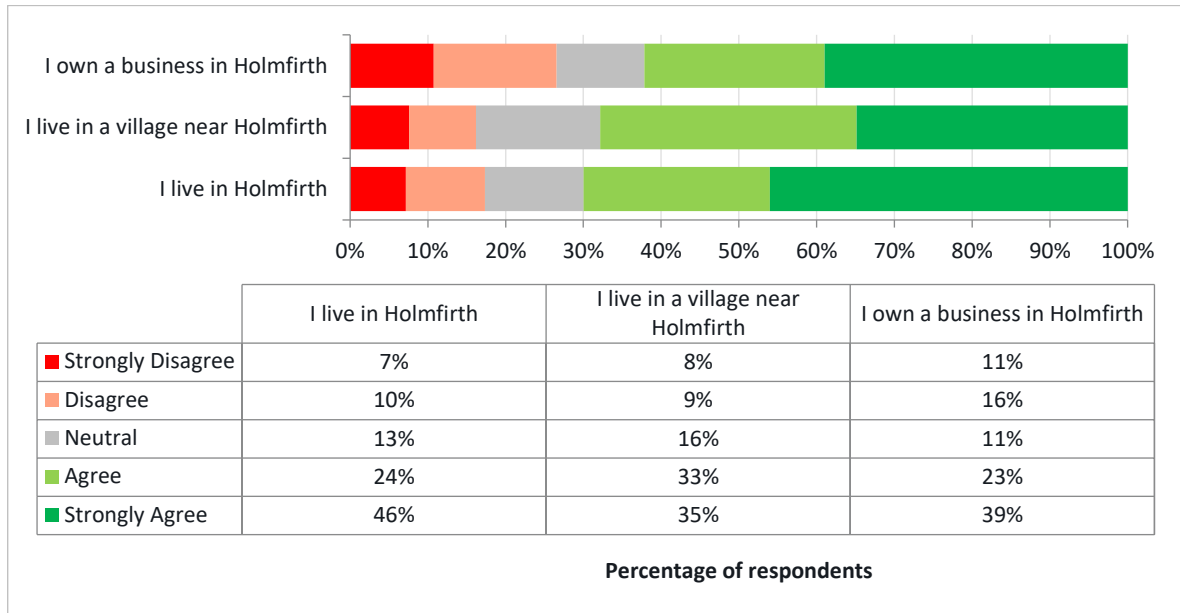


Note: the number of respondents for age groups 16-24, 25-35 and 75+ is very small

Link to Holmfirth and opinions on initiatives for Objective 1

2.27 Figure 2.10 below shows opinions of Objective 1 initiatives by respondents' links to Holmfirth, as an average across all five individual initiatives. Results show that respondents who live in Holmfirth are more likely to strongly agree with the initiatives (46%) than those who live in a village nearby (35%) or own a business in Holmfirth (39%). Respondents who own a business in Holmfirth are more likely to strongly disagree with initiatives (11%).

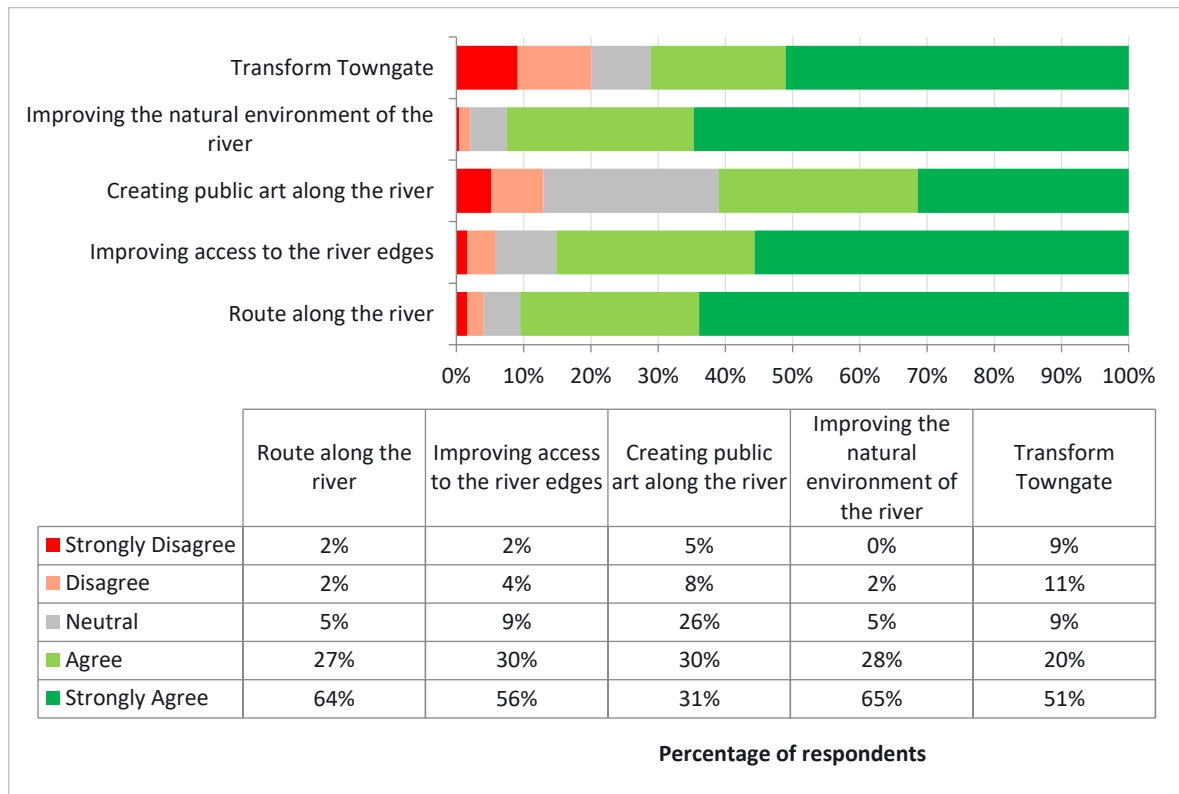
Figure 2.11: Opinions by link to Holmfirth for Objective 1



Q6 – Opinions on Objective 2 ‘Put the River Holme back at the heart of town’

- 2.28 Respondents were asked to give their opinion on specific initiatives proposed as part of Objective 2. For each initiative, respondents could select their level of agreement on a scale between ‘Strongly Disagree’ and ‘Strongly Agree’. Results are presented below in Figure 2.11.
- 2.29 Responses across these initiatives were positive overall, with 53% on average selecting ‘Strongly Agree’. Improving the natural environment of the river was the most supported initiatives, with 92% selecting either ‘Strongly Agree’ or ‘Agree’. Focusing on the route along the river was similarly popular, with 91% of respondents selecting either ‘Strongly Agree’ or ‘Agree’.
- 2.30 Creating public art along the river gathered significantly fewer ‘Strongly Agree’ votes (31%) than the other four initiatives; 5% of respondents selected ‘Strongly Disagree’ here. The initiative to Transform Towngate saw the least support, with 20% of respondents choosing either ‘Disagree’ or ‘Strongly Disagree’. However, 71% of respondent still said they ‘Strongly Agree’ or ‘Agree’ with this initiative.

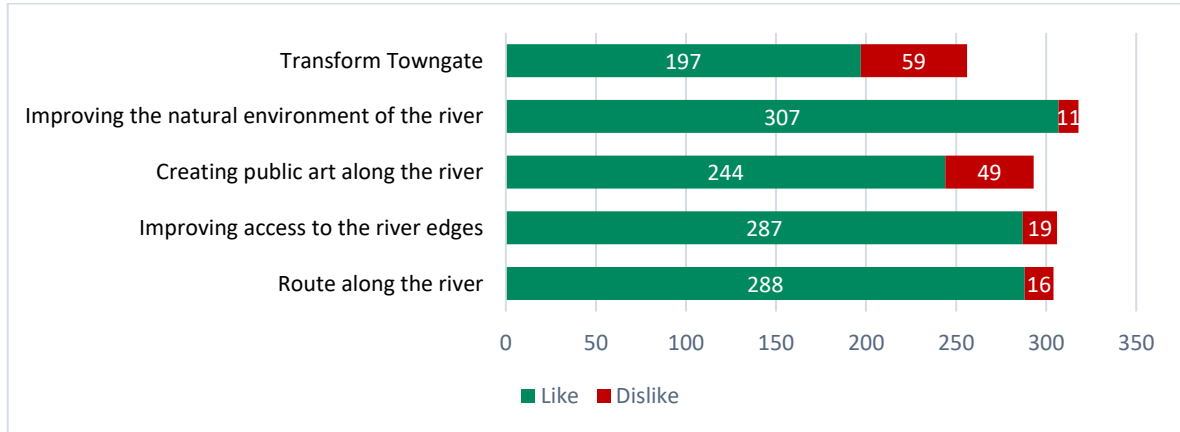
Figure 2.12: Opinions on initiatives for Objective 2



Like/dislike button on the Objectives 2 initiatives webpage

2.31 The figure below shows a summary of Like/Dislike reactions collected on the webpage across the engagement period for Objective 2 initiatives.

Figure 2.13: Like/Dislike reactions to the Objective 2 initiatives

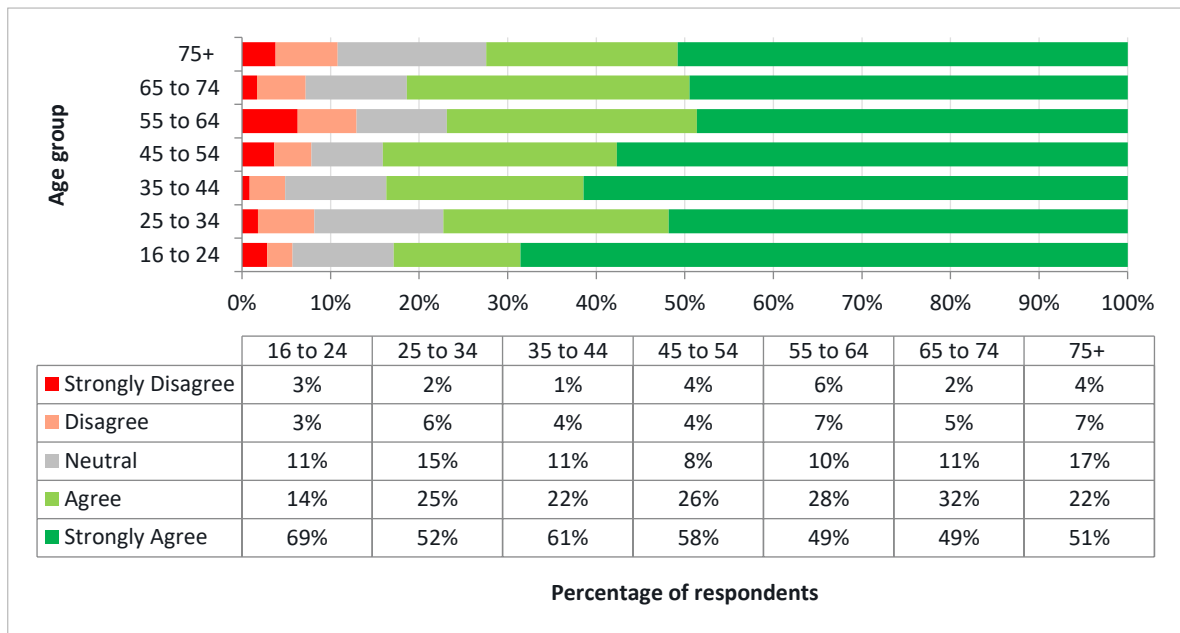


2.32 The reactions confirm the responses to the questionnaire, with extremely high approval rates for improving the natural environment, access to the river edges and provision of a route along the river.

Age group and opinions on initiatives for Objective 2

2.33 Figure 2.13 below shows opinions of Objective 2 initiatives by age group, as an average across all five individual initiatives. While there are no dramatic variations by age group, respondents aged 16-24 were most likely to strongly agree with initiatives (69%), followed by those aged 35-44 (61%). Respondents aged 55-64 were most likely to strongly disagree with initiatives (6%).

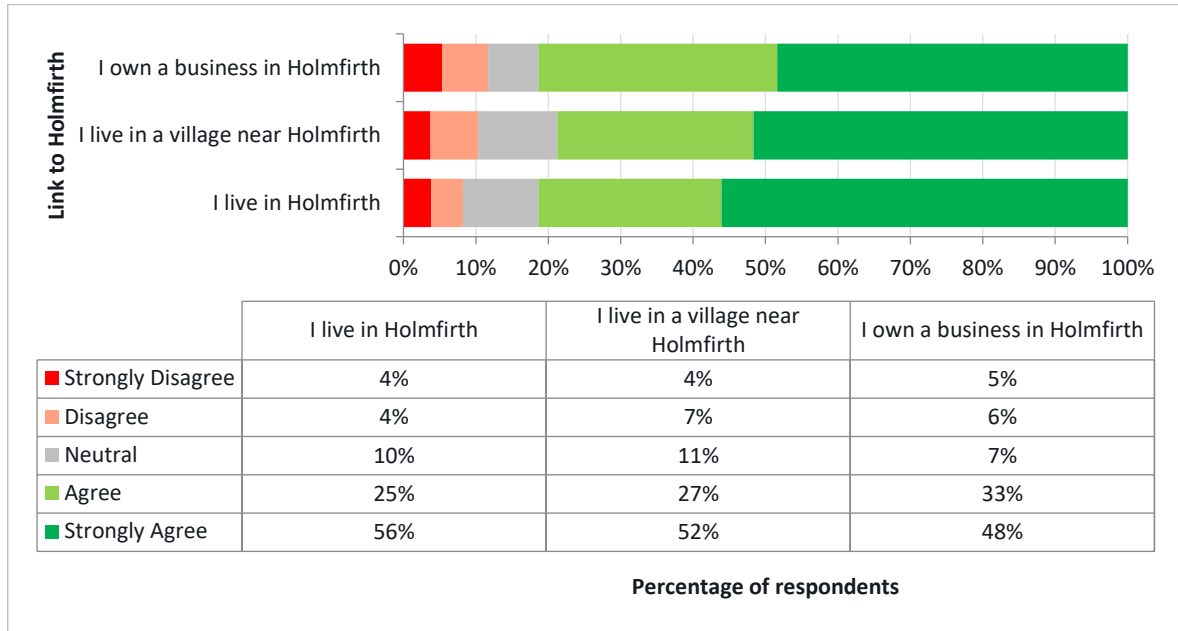
Figure 2.14: Opinions by age group for Objective 2



Link to Holmfirth and opinions on initiatives for Objective 2

2.34 Figure 2.14 below shows opinions of Objective 2 initiatives by respondents' links to Holmfirth, as an average across all five individual initiatives. Respondents living in Holmfirth are more likely to strongly agree with these initiatives (56%) than those who live near Holmfirth (52%) or own a business there (48%). Those who own a business in Holmfirth are most likely to strongly disagree with one of these initiatives (10%).

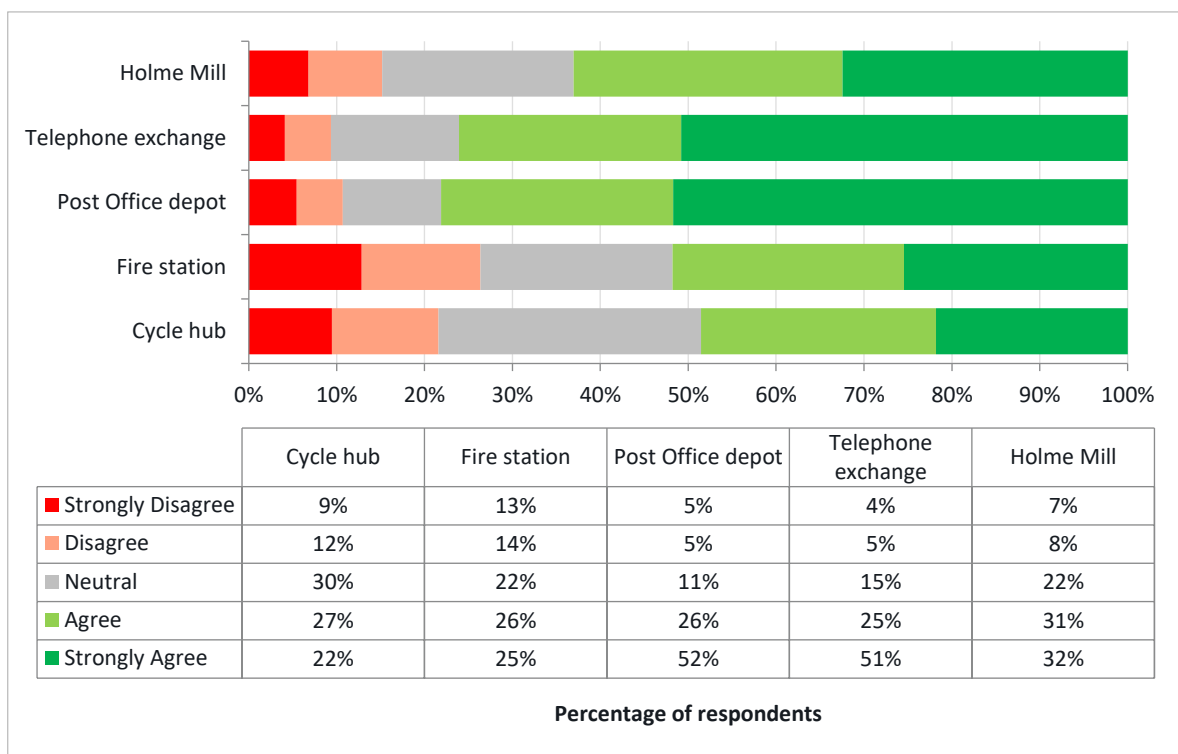
Figure 2.15: Opinions by link to Holmfirth for Objective 2



Q7 – Opinions on Objective 3 ‘Help Holmfirth to thrive’

- 2.35 Respondents were asked to give their opinion on specific initiatives proposed as part of Objective 3. For each initiative, respondents could select their level of agreement on a scale between ‘Strongly Disagree’ and ‘Strongly Agree’. Results are presented below in Figure 2.15.
- 2.36 Responses for initiatives at Holme Mill, Telephone Exchange and the Post Office Depot were predominantly positive, with an 72% on average stating that they ‘Strongly Agree’ or ‘Agree’.
- 2.37 In contrast, 49% said that they either ‘Strongly Agree’ or ‘Agree’ with the Cycle Hub initiative, while 22% stated that they ‘Disagree’ or ‘Strongly Disagree’ – the only initiative that did not reach 50% of positive responses: almost one out of three respondents were neutral to the proposal, denoting little interest for cycle parking in town. The Fire Station initiative received the greatest amount of concern, with 13% stating that they ‘Strongly Disagree’ and a further 14% saying that they ‘Disagree’.

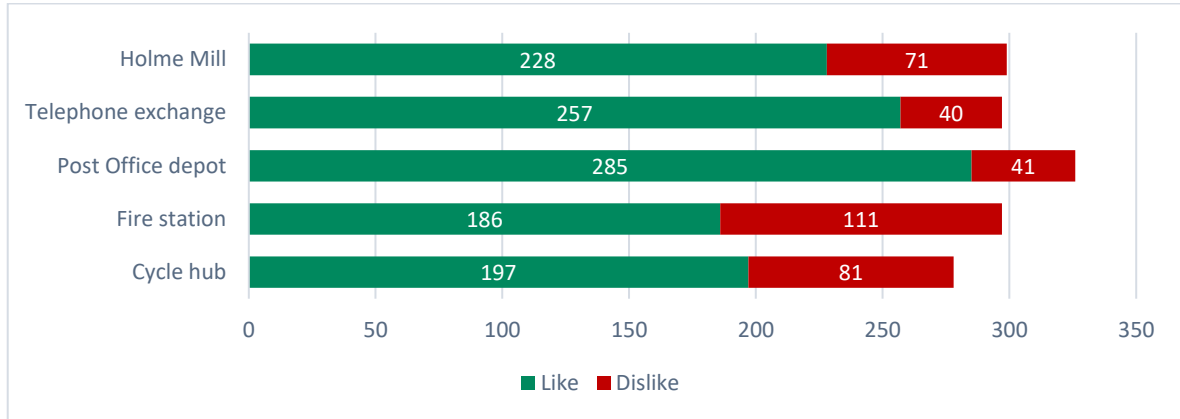
Figure 2.16: Opinions on initiatives for Objective 3



Like/dislike button on the Objectives 3 initiatives webpage

2.38 The figure below shows a summary of Like/Dislike reactions collected on the webpage across the engagement period for Objective 3 initiatives.

Figure 2.17: Like/Dislike reactions to the Objective 3 initiatives

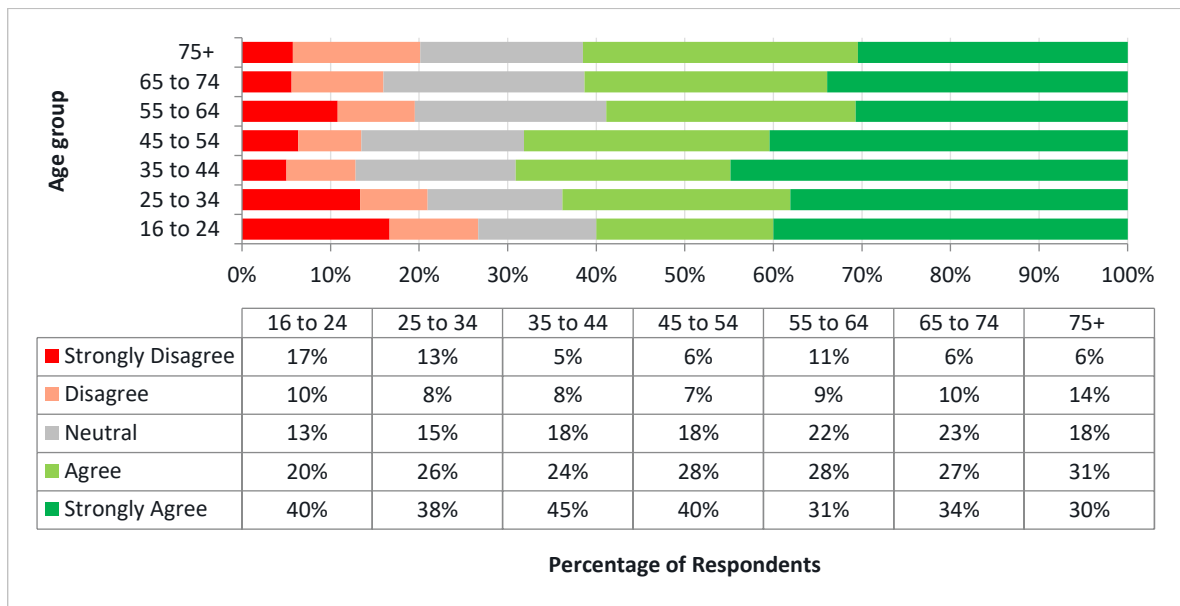


The reactions confirm the responses to the questionnaire, with higher approval rates for the Telephone Exchange and Post office, and lower interest in the Fire Station and the Cycle Hub.

Age group and opinions on initiatives for Objective 3

2.39 Figure 2.17 below shows opinions of Objective 3 initiatives by age group, as an average across all five individual initiatives. While there are no dramatic variations by age group, respondents in the 35-44 and 45-54 age groups are more like to strongly agree or agree with initiatives here, with 69% selecting these opinions on average in both groups. Younger respondents are more likely to strongly disagree with these initiatives, with 17% in the 16-24 age group selecting 'Strongly Disagree' compared to just 6% for the over 75 age group.

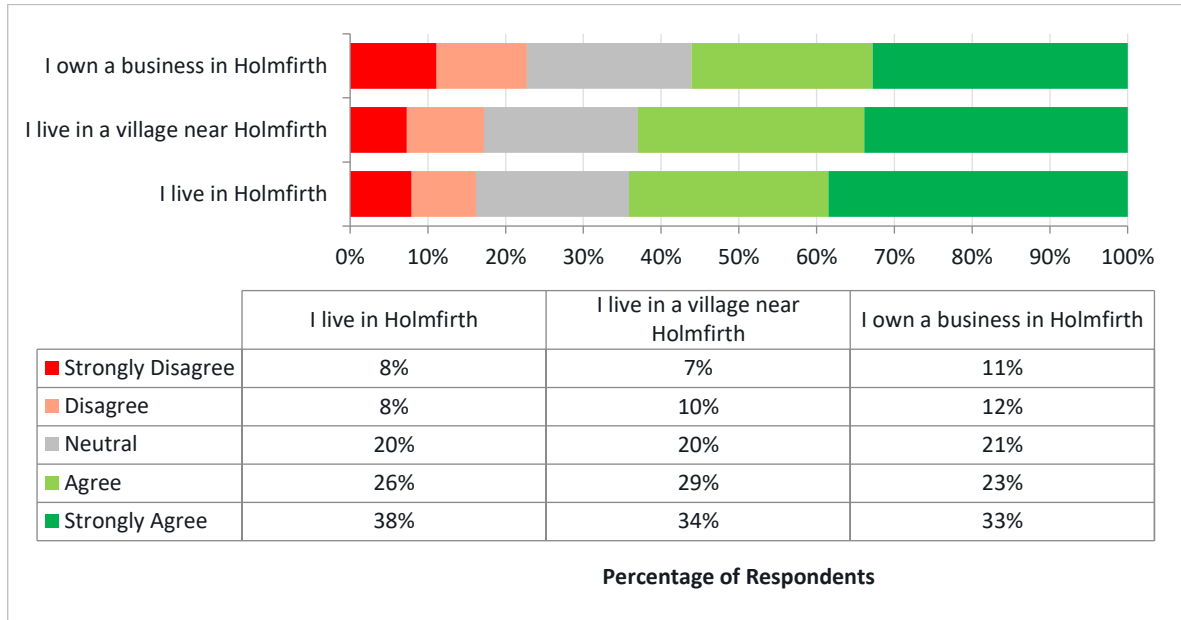
Figure 2.18: Opinions by age group for Objective 3



Link to Holmfirth and opinions on initiatives for Objective 3

2.40 Figure 2.18 below shows opinions of Objective 3 initiatives by respondents' links to Holmfirth, as an average across all five individual initiatives. Respondents who live in Holmfirth are most likely to strongly agree with these initiatives (38%), while those who own a business are least likely (33%). Those who own a business in Holmfirth are also most likely to strongly disagree with these objectives (11%) or just disagree (12%).

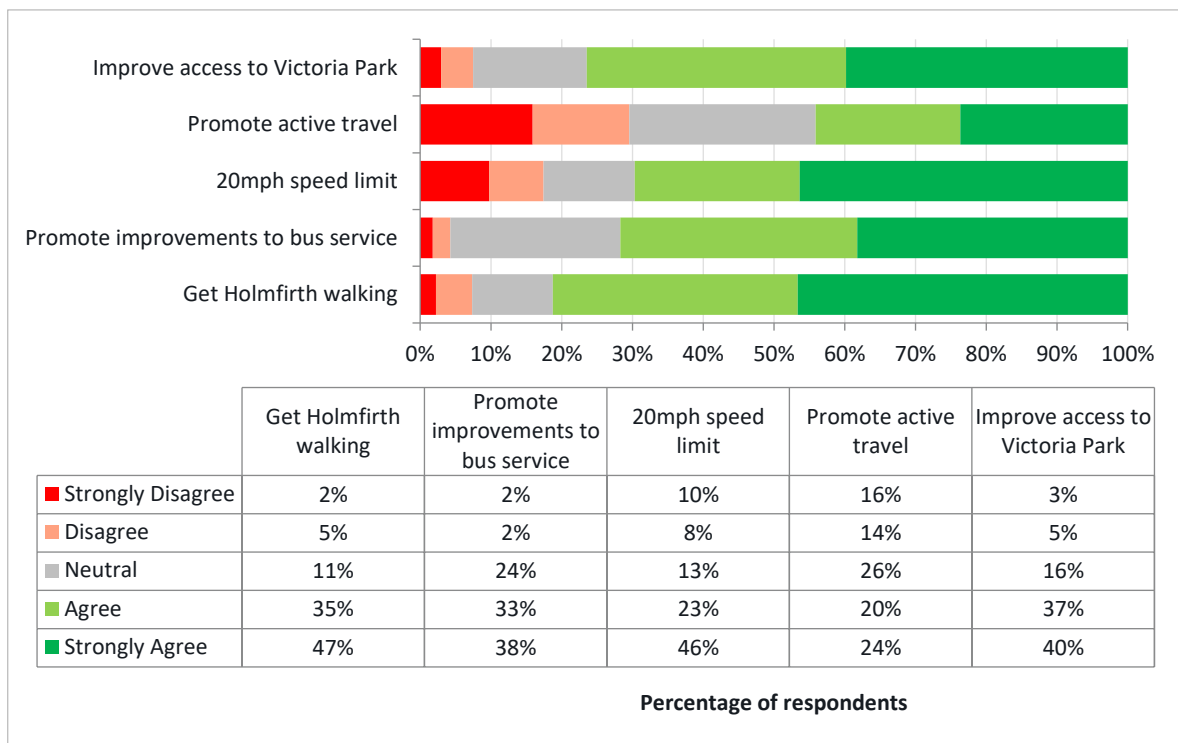
Figure 2.19: Opinions by link to Holmfirth for Objective 3



Q8 – Opinions on Objective 4 ‘Make Holmfirth accessible to all’

- 2.41 Respondents were asked to give their opinion on specific initiatives proposed as part of Objective 4. For each initiative, respondents could select their level of agreement on a scale between ‘Strongly Disagree’ and ‘Strongly Agree’. Results are presented below in Figure 2.19.
- 2.42 The initiative to Get Holmfirth Walking proved to be the most popular for Objective 4, with 81% of respondents say that they either ‘Strongly Agree’ or ‘Agree’. Similarly, improving access to Victoria Park was supported by 76% of respondents, who stated that they either ‘Strongly Agree’ or ‘Agree’.
- 2.43 The initiative to Promote Active Travel received the least support, with 16% of respondents saying that they ‘Strongly Disagree’ and a further 14% choosing ‘Disagree’. Promotion of active travel and improvement to the bus service both received high proportions of the neutral vote, at 26% and 24% respectively.

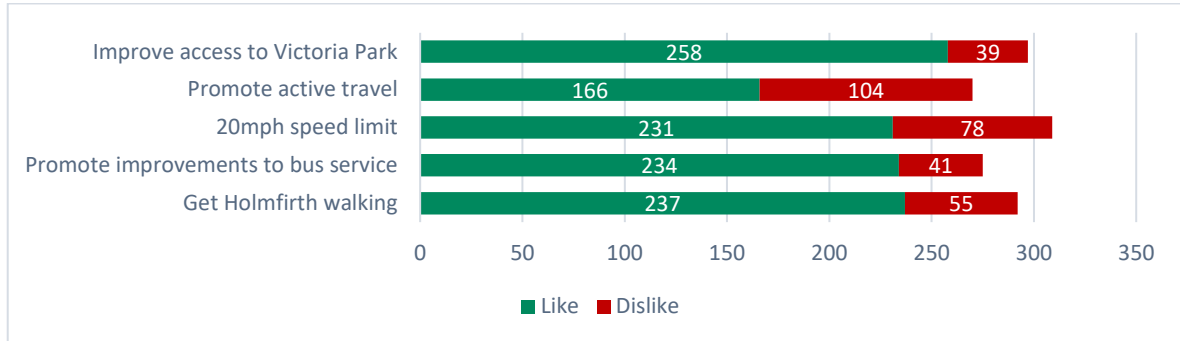
Figure 2.20: Opinions on initiatives for Objective 4



Like/dislike button on the Objectives 4 initiatives webpage

2.44 The figure below shows a summary of Like/Dislike reactions collected on the webpage across the engagement period for Objective 4 initiatives.

Figure 2.21: Like/Dislike reactions to the Objective 4 initiatives

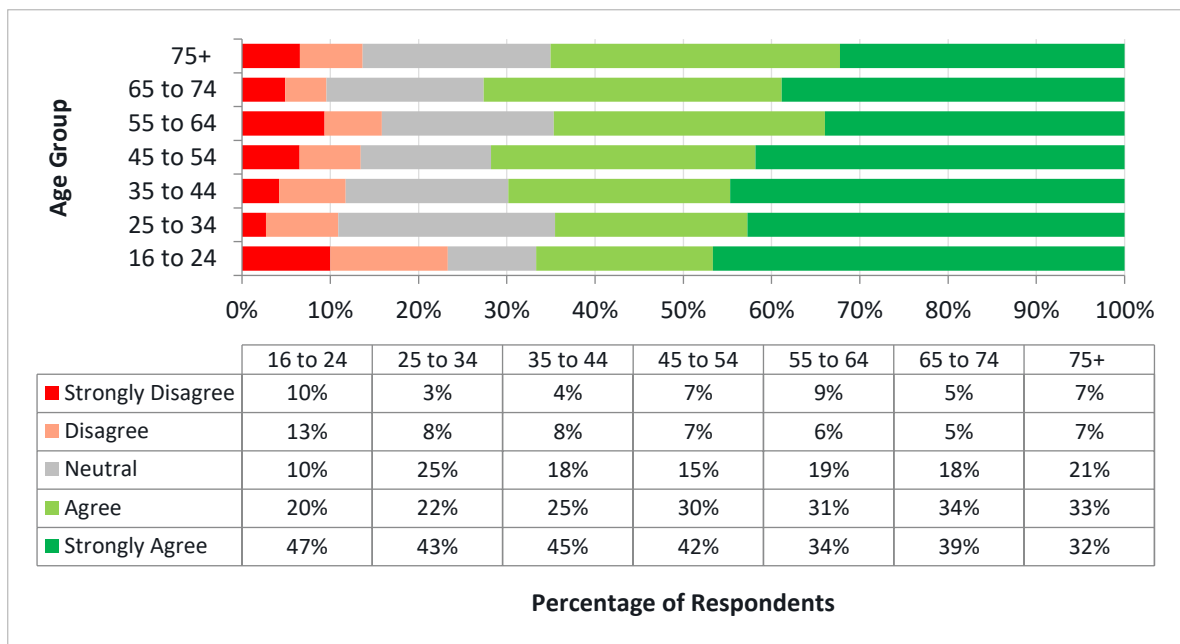


2.45 The reactions confirm the responses to the questionnaire, with the promotion of active travel and the introduction of a 20mph speed limit attracting the highest number of ‘dislikes’.

Age group and opinions on initiatives for Objective 4

2.46 Figure 2.21 below shows opinions of Objective 4 initiatives by age group, as an average across all five individual initiatives. While there are no dramatic variations by age group, respondents in younger age groups are most likely to strongly agree with these initiatives with 47% for 16–24-year-olds, and 45% for 35–44-year-olds. However, when taking ‘Strongly Agree’ and ‘Agree’ together, respondents in the 65-74 and 45-54 age groups are most likely to express support for the schemes. In contrast, 16–24-year-olds are also most likely to strongly disagree (10%) and disagree (13%) with the schemes under this Objective.

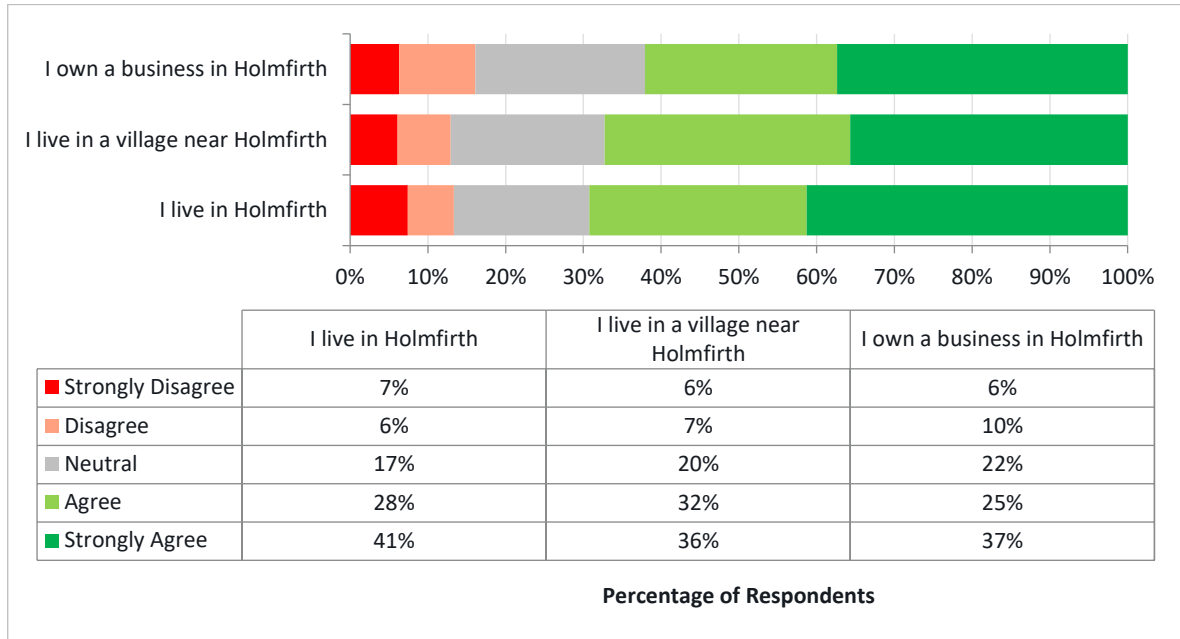
Figure 2.22: Opinions by age group for Objective 4



Link to Holmfirth and opinions on initiatives for Objective 4

2.47 Figure 2.122 below shows opinions of Objective 4 initiatives by respondents' links to Holmfirth, as an average across all five individual initiatives. Respondents who live in Holmfirth are more likely to strongly agree or agree (69%) with these initiatives on average than respondents who own a business in Holmfirth (62%). However, both groups are similarly likely to strongly disagree about these initiatives.

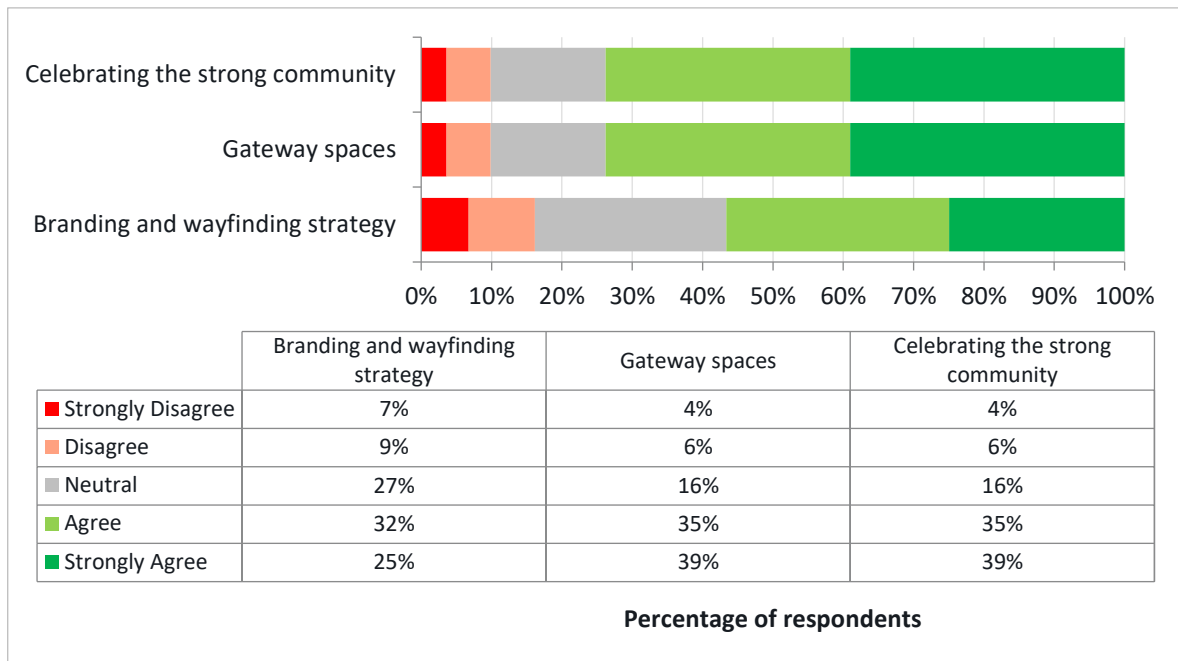
Figure 2.23: Opinions by link to Holmfirth for Objective 4



Q9 – Opinions on Objective 5 ‘Celebrate the identity of Holmfirth’

- 2.48 Respondents were asked to give their opinion on specific initiatives proposed as part of Objective 5. For each initiative, respondents could select their level of agreement on a scale between ‘Strongly Disagree’ and ‘Strongly Agree’. Results are presented below in Figure 2.23.
- 2.49 Initiatives around celebrating the strong community and gateway spaces received similarly high levels of support, with 74% saying that they either ‘Strongly Agree’ or ‘Agree’ with celebrating a strong community, and 74% for gateway spaces.
- 2.50 The branding and wayfinding strategy was the least popular of the three options, with 16% stating that they either ‘Disagree’ or ‘Strongly Disagree’.

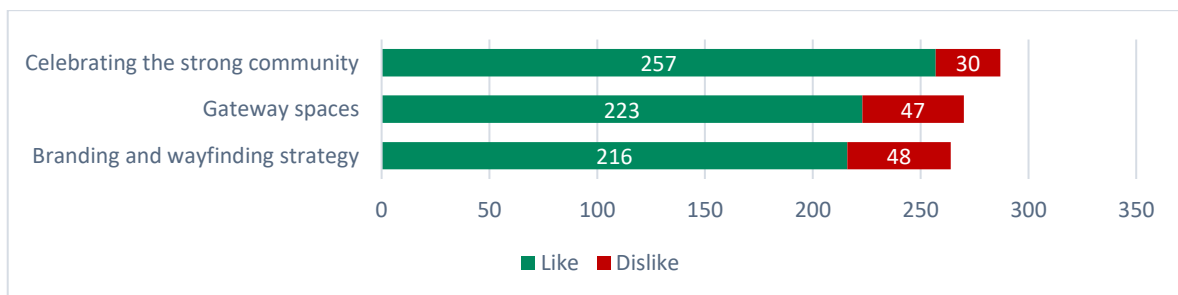
Figure 2.24: Opinions on initiatives for Objective 5



Like/dislike button on the Objectives 5 initiatives webpage

- 2.51 The figure below shows a summary of Like/Dislike reactions collected on the webpage across the engagement period for Objective 5 initiatives.

Figure 2.25: Like/Dislike reactions to the Objective 5 initiatives

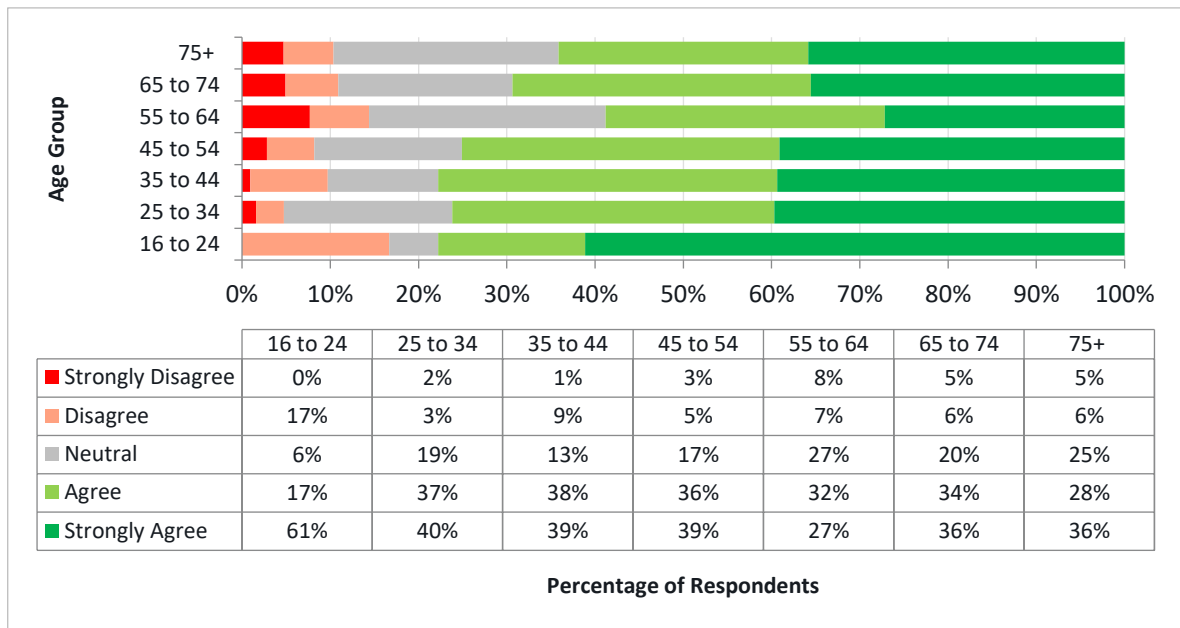


The reactions confirm the responses to the questionnaire, with similar rates of approval across the three initiatives, slightly higher for ‘celebrating the strong community’.

Age group and opinions on initiatives for Objective 5

2.52 Figure 2.25 below shows opinions of Objective 5 initiatives by age group, as an average across all five individual initiatives. Respondents in the 16-24 age group are significantly more likely to strongly agree with these initiatives than any other age group (61%). Moreover, no respondents from this age group have chosen ‘Strongly Disagree’ for any initiative under Objective 5. In contrast, respondents in the 55-64 age group are least likely to strongly agree (27%) and most likely to strongly disagree (8%) with these initiatives on average. The neutral share of the vote is greater for older respondents, with 27% of those aged 55-64 selecting ‘Neutral’, as opposed to just 6% of those aged 16-24.

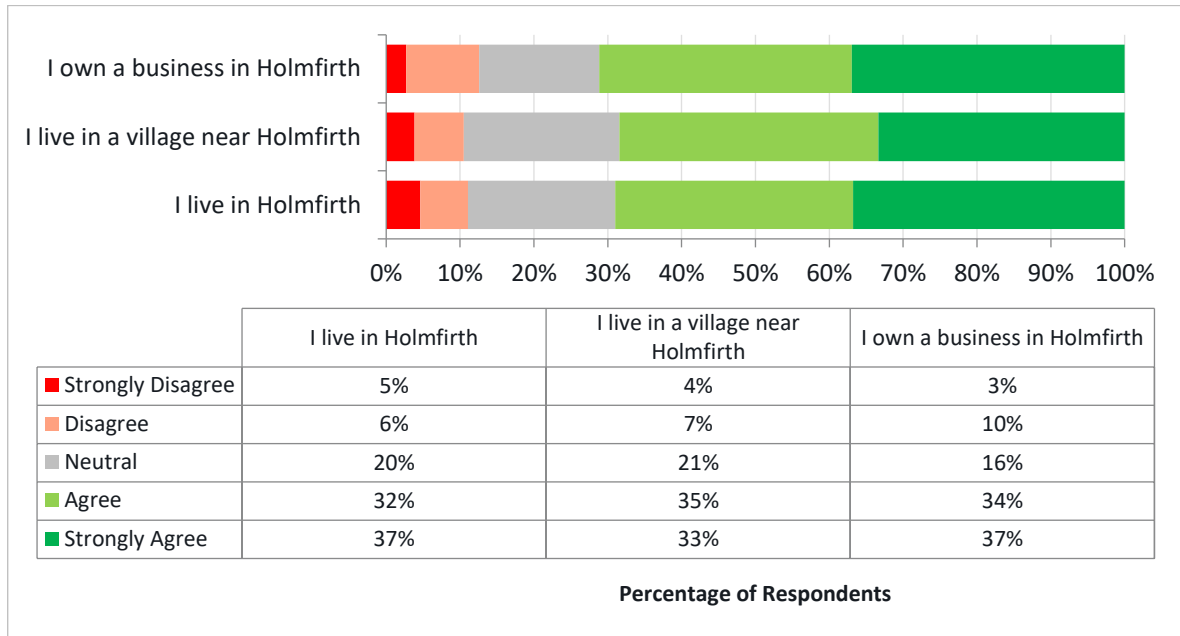
Figure 2.26: Opinions on initiatives by age group for Objective 5



Link to Holmfirth and opinions on initiatives for Objective 5

2.53 Figure 2.26 below shows opinions of Objective 5 initiatives by respondents' links to Holmfirth, as an average across all five individual initiatives. The likelihood of agreement with these initiatives is similar across respondents who live in Holmfirth, or in a village nearby, and those who own a business in town. Those who own a business in Holmfirth are marginally more likely to strongly agree (37%) but are also more likely to disagree (10%) with initiatives under Objective 5.

Figure 2.27: Opinions by link to Holmfirth for Objective 5



Q10 - Further comments

- 2.54 Respondents were given the opportunity to provide a specific comment about the objectives and potential projects as free text. There were 291 responses in this section. An additional open text response to the consultation was received from the Kirklees Cycling Campaign Group – Cycle Kirklees.
- 2.55 Open question analysis has been undertaken by assigning – or coding – the points made by each respondent to one or more categories of responses within a framework. Each category is a point/topic raised by respondents in their responses. This enables the same or similar points to be raised by multiple individuals (and expressed by individuals in a variety of ways) to be joined within a single category. From this, it is possible to count how many times the same or similar points/topics have been raised by respondents. Each response was coded to one or multiple categories, depending on the number of points raised by the respondent. Categories were grouped into themes to reflect various aspects of the Masterplan and align with the Objectives, where possible.
- 2.56 Analysis of responses to Question 10 shows that many are keen to highlight traffic-related issues within Holmfirth Town centre. The Council is aware that this is a key concern for many residents and businesses in the area and is committed to reflecting the need for developing solutions to this in future projects, where possible. A number of actions are being put together to help address traffic in Holmfirth. A movement study is being proposed to explore in detail the issues and suggestions that have been expressed by many on this topic. Likewise, the Town Access Plan is instrumental in setting a strategic direction and specific solutions for how traffic movement is managed in the area.
- 2.57 Table 2.1 below provides a summary of all categories by frequency of responses.

Table 2.1: Most common themes for responses to Question 10

Theme	Category	Number of mentions	Percentage
Traffic	Unspecified concern about traffic	58	20%
Traffic	Concern about HGVs/ lorries in town	55	19%
Parking	Request to provide more parking/ improve parking	45	15%
Traffic	Concern about worsening traffic situation	45	15%
Parking	Unspecified concern about parking	28	10%
Land Uses	Support redevelopment/ relocation	28	10%
Active Travel	Support active travel initiatives	27	9%
Riverside	Support for making more use of the riverside	22	8%
Land Uses	Concern about unattractive land areas/ shop fronts	21	7%
Heritage	Concern about retaining heritage/character of the town	21	7%
Traffic	Support for a traffic bypass/ re-routing around Holmfirth	20	7%
General	Unspecified support for initiatives	19	7%

Traffic	Support traffic calming measures	19	7%
Accessibility	Support improving accessible environment for disabled	18	6%
Accessibility	Request to improve crossings	18	6%
Traffic	Support lower speed limits	17	6%
Accessibility	Request to improve existing roads and pavements	17	6%
Accessibility	Support for pedestrianisation	16	6%
Parking	Request to enforce parking restrictions	16	6%
General	Prioritise/ acknowledge requests from locals/residents	15	6%
Safety	Support for pedestrian/road safety	15	6%
Riverside	Support for improving the river landscape	15	6%
Local Economy	Support for improving the market area	15	6%
Local Economy	Support for schemes attracting investment and businesses	14	5%
Riverside	Support for improving river access	13	5%
Accessibility	Concern for widening pavements leading to narrower roads	13	5%
Active Travel	Concern that topography/geography is a barrier to active travel	13	5%
Local Economy	Concern for diversity of businesses and shops serving local community	13	5%
Traffic	Concern about traffic infrastructure e.g., traffic lights	12	4%
Tourism	Support for improving tourism	12	4%
Safety	Concern about accidents	11	4%
Parking	Remove parking in specific locations	11	4%
Parking	Support for park and ride	11	4%
Accessibility	Improving signage	11	3%
Parking	Concern about illegal parking	11	4%
General	Unspecified criticism of schemes	10	4%
General	Concern for budget	10	4%
Traffic	Request to implement one-way traffic flow	10	4%
Traffic	Concern for drivers being left unacknowledged as part of the scheme	10	4%
Traffic	Close traffic cut-throughs	9	3%
Active Travel	Support widening pavements	9	3%
Traffic	Create new roads/ paths / lay-bys	9	3%
Greening	Creation of new parks/open space / tree planting	9	3%
Local Economy	Concern for schemes/traffic impacting businesses	9	3%

Tourism	Concern about greater emphasis placed on serving visitors rather than locals	9	3%
Local Economy	Support for investment in arts opportunities e.g., food markets/craft studios/festivals	8	3%
Land uses	Improve existing buildings instead of redeveloping	8	3%
General	Concern that objectives do not provide enough detail	7	3%
Parking	Support for existing town centre parking spaces	6	2%
Air Quality	Concern for increase in pollution/ poor air quality	6	2%
General	Concern that questions prompt particular answers	6	2%
General	Concern that the scheme is unachievable/lacks prioritisation	5	2%
Traffic	Concern about lower speed limits	5	2%
Traffic	Concern about longer journey times	5	2%
Land Uses	Concern about moving fire station	5	2%
Land Uses	Concern for lack of facilities for teenagers/ children/ families e.g., no community centre	5	2%
General	Concern that target vision is unrealistic	4	1%
Accessibility	Concern about existing accessibility for older people	4	1%
Safety	Concern about anti-social behaviour e.g., crime	4	1%
Safety	Concern about reckless driving	4	1%
Parking	Concern about payment methods for parking / parking charges	4	1%
General	Concern that the scheme is not good value for money	3	1%
Accessibility	Concern about existing accessibility for pram users	3	1%
Parking	Request for free parking	3	1%
Art and Culture	Support access to public art	3	1%
Greening	Concern for biodiversity	3	1%
Land Uses	Improve park play area for children	3	1%
	Lack of EV charging points	3	1%
Parking	Enforcing drop-off/pick-up points	2	1%
Land Uses	Request for more housing	2	1%
General	Concern that insufficient information was provided regarding consultation	1	0%
Safety	Installation of free cycle repair stations	1	0%
Traffic	Concern about journey cancellations	1	0%
Art and Culture	Support sculptures	1	0%
Art and Culture	Concern that art is quickly damaged	1	0%
Parking	Support taxi spaces	1	0%
Land Uses	Creation of multi-functional usable spaces	1	0%

Tourism	Concern for lack of tourist information	1	0%
Tourism	Control number of BnB premises	1	0%
Climate Change	Impact of climate change and potential for flooding	1	0%
Land Uses	Request for town centre housing to incorporate low energy requirements	1	0%
Accessibility	Lack of disabled toilets	1	0%
Traffic	Employ traffic warden	1	0%

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