

Bridge Ward Neighbourhood Study

Final Report - Summary

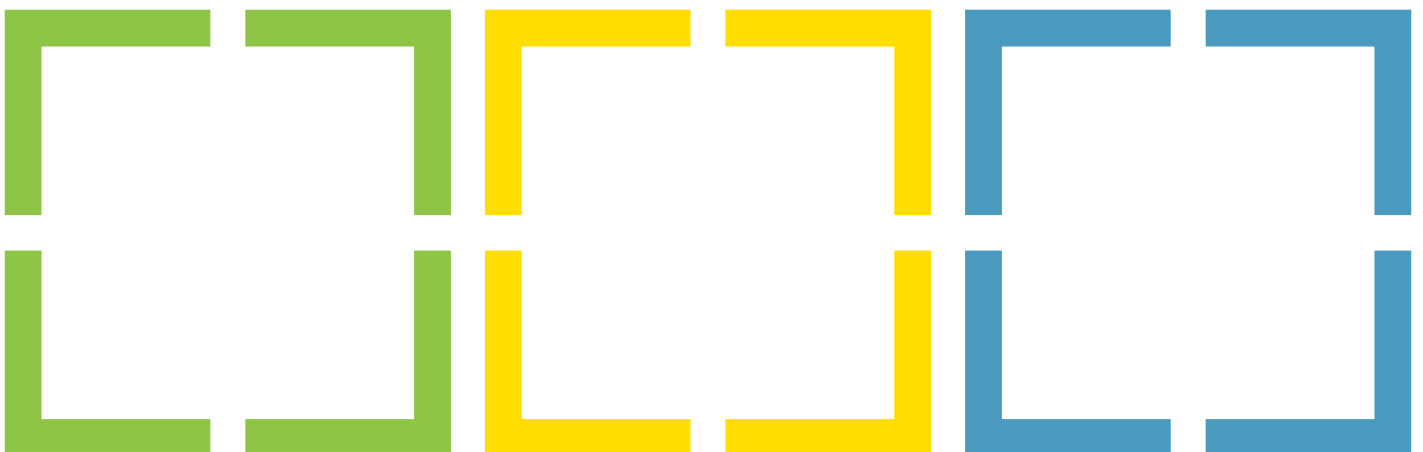


March 2012



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Architecture Urbanism Design



1 Introduction

Broadway Malyan have been working with Newark and Sherwood District Council (NSDC) and its partners to prepare a Neighbourhood Study for Bridge Ward. The Council's partners were Newark and Sherwood Homes (NSH), Nottingham Regeneration Limited (NRL), the Homes and Communities Agency (HCA), Nottingham Community Housing Association (NCHA) and LHA-ASRA (LHA).

A key part of preparing the Neighbourhood Study was to involve the local community and key stakeholders. In particular this meant working closely with local residents and businesses to identify local issues and priorities, shaping the direction of the Neighbourhood Study and defining the vision for Bridge Ward.

The Study sets out a 'Masterplan' approach for Bridge Ward, it creates a plan for the area which will guide decision making and lead to regeneration and growth over the next 15 years, enhancing the quality of life for residents. This report is the first of its kind for Newark. The Study builds on previous work in the area, earlier studies undertaken and is integrated

with the Council's planning policies. The overall aims of the Neighbourhood Study are:

- To reflect the wider objectives and future aspirations of the community, which includes residents and businesses, and open up new opportunities for the future;
- To review physical infrastructure (housing and the built environment); the local economy; and community resources;
- To identify opportunities to facilitate growth and regeneration and improve prosperity for residents and business; and
- To provide a realistic plan which can be delivered over time.

Approach

The Study has been approached in a number of stages:

- Review of background information and progression of initial studies including urban design, transport and property (early 2011).
- Initial community consultation to identify issues and priorities (spring 2011).
- Completion of the Baseline Report (to be read in conjunction with this Masterplan).
- Second stage of community consultation on emerging projects and to confirm priorities (autumn 2011).
- Final Bridge Ward Master Plan (early 2012).

A large amount of background information exists for the Bridge Ward area. This Neighbourhood Study draws on the existing data, supplemented by further studies and consultation with the community.





2 Bridge Ward Today

Bridge Ward is one of the wards within Newark on Trent. It is situated to the north-east of Newark town and is well connected to the centre. The Ward is also situated 19 miles to the west of Lincoln and around 20 miles north east of Nottingham.

Bridge Ward is home to around 5,500 people living within a number of neighbourhoods and housing estates. Although benefitting from a number of amenities and opportunities including local green spaces, the town's key employment area and good links to the strategic rail and road network, the Ward is still classified as one of the most deprived within Newark and Sherwood District. One

of the neighbourhoods in the Ward suffers from particularly high levels of deprivation, Yorke Drive estate.

A key driver for taking forward the Neighbourhood Study is the belief that Bridge Ward is not maximising its assets and that by developing a regeneration strategy it will be possible to improve the quality of life for all current and future residents.

Summary of Bridge Ward Today

Background information supported by new studies and local resident and stakeholder consultation has led to the following summary of the area:



Yorke Drive: The estate falls within the top 10% most deprived wards in England for many indicators of deprivation.

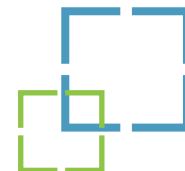
The estate has attracted significant investment in the past, including reducing the height of some of the social housing and more recently the Decent Homes Programme. However the area still presents significant socioeconomic problems, such as issues around health performance, educational attainment and antisocial behaviour. There are also significant issues with the Radburn design of estate, with a number of alleyways, one way in and one way out vehicle access, as well as poor quality road and pavement surfacing.



Lincoln Road Playing Field: The Playing Field has active and ongoing activity by some of the Newark football teams,

although this is mostly confined to weekends through the months of the regular football season. There is also use by local dog walkers. Beyond this the use appears to be infrequent. It seems that there is little on offer beyond football pitches, and seems to attract antisocial behaviour, particularly





motor biking, as highlighted by the community.



Transport and Movement:

Bridge Ward is well connected to the highways network via Lincoln Road although this

separates the residential communities to its north and south and can create traffic issues and congestion. It has recently received a new green man crossing which has helped connect the area. The bus service is relatively infrequent however there are bus stops throughout the site. Access routes between the Bridge Ward area and surrounding green spaces provide the opportunity to encourage walking and cycling and other outdoors activities.



Overall Green Spaces:

The District contains one of the world's most famous historical natural assets in the form of Sherwood

Forest as well as the River Trent: one of England's largest river systems. Bridge Ward has deficiency in useable amenity open space and particularly, imaginative playspace.



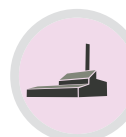
Community facilities:

Bridge Ward currently contains a number of buildings that provide community services and facilities. The offer to the north of Lincoln Road is enhanced by facilities at Bishop's Alexander whilst to the south, the Sure Start is the most modern facility. The older Bridge Community Centre and the pavilion lack a modern offer.



Health and Social Well-being:

Performance in the Ward is relatively poor, with high levels of alcohol consumption, smoking and poor diet, and the low



Employment, Skills, Training and Educational Attainment:

Whilst the Ward contains the Brunel Drive Business Park, which is the District's main employment area, there are significant issues in terms of employment, skills, training and educational performance, most particularly in the Yorke Drive area. Educational attainment amongst children in Bridge Ward is significantly

worse than for the rest of the district and adult qualifications are low.



Built environment:

The Ward features award winning designed residential building and a range of private and social housing neighbourhoods. There is demand for more housing, particularly a mix including 1 and 2 bedroom flats, smaller 2 bed bungalows and larger 3-4 bedroom family houses. Need for affordable housing is across all property types, but specifically appears to be strongest for smaller properties.

History of Regeneration: In 2007 and 2008, there were focussed efforts to deliver regeneration around Yorke Drive estate. The 'Bridging the Gap' group was to improve community facilities. Whilst this project was unsuccessful in redeveloping the Pavilion and creating allotments, there have been subsequent achievements from various groups in improving the estate's appearance and positive social events that involved the community.



Community Engagement and Partnership Working

The Broadway Malyan team worked closely with a number of different organisations to create the Neighbourhood Study. These organisations came together to form a Partnership Group including:

- tenant and resident associations;
- youth representatives;
- housing associations;
- local school representatives;
- officers at Newark and Sherwood District Council;
- local Ward members;
- the PCT; and
- local businesses.

Community engagement has been a critical element of the overall approach. A website has been developed and maintained throughout the work, there have been frequent community engagement sessions, including capacity building workshops, and two key stages of formal consultation alongside telephone and questionnaire based research on Brunel Drive Business Park.

The Masterplan is underpinned by community objectives and has secured

community engagement, in recognition of the importance of local ownership in delivering the plan.

The issues raised through consultation reinforced the findings from past engagement and provided an opportunity to explore options for meeting these challenges and providing the means to facilitate sustainable growth, regeneration and increased prosperity for residents and business within the Bridge Ward.

Neighbourhood Study Consultation

A number of consultation tools and techniques have been employed to clearly understand the views of residents and make sure they were able to steer the process.

A website (<http://bridgewardneighbourhoodstudy.org/>) was created and monitored, providing a forum for residents to find out about the project, review proposals and provide feedback, download information, find out about exhibitions and get in touch with the team. A Facebook page and Twitter account were established ensuring the work

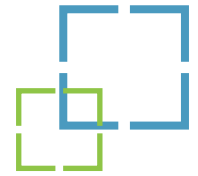
more accessible to young people. The team spent a day a week in the area over a period of 5 weeks during March 2011, covering:

- An open consultation event
- Attendance at local dance class
- Meeting young people
- A coffee evening
- Winthorpe Road Tenant and Resident Association Meeting

Three capacity building workshops were held with the community to help empower local people to build stronger bridges across their own communities by giving them communication and social media skills. These were held in the Bishop Alexander Primary School IT suite. They provided training in masterplanning and journalism skills to help local people learn how to capture local information, particularly working with young people, and to communicate findings to a wider audience.

A telephone and questionnaire based research exercise was undertaken with businesses on Brunel Drive Business Park. Questionnaires were posted across the estate and followed up with





a sample of more in-depth telephone questionnaires to help understand issues and opportunities. In addition, a lunch time workshop for businesses and the Police was held in the Brunel Drive area. As already noted, several businesses also attended the Partnership Group meetings.

Consultation findings: Businesses

30% of businesses on the Brunel Drive Business Park responded and told us:

- 90% were either very satisfied or satisfied with current premises, with 50% expecting increase in revenue.
- Key issues were parking (70%) and access.
- 87% of employees currently travel to work by car 24% suggested cycle routes could be improved and 26% said bus services could be enhanced.
- A small number of businesses stated they wished to relocate/or have relocated due to access, parking problems

Consultation Findings: Residents

Resident engagement was undertaken throughout the study process but

particularly centred around two points, establishing the baseline to determine key issues and priorities, and later to seek views on the projects and proposals. The consultant and project team worked with a number of existing community organisations alongside holding well advertised events open to the public with structured questionnaires.

Stage 1 consultation: Issues and Opportunities: March 2011

Initial stakeholder and resident consultation began in March 2011. This was to establish what residents would like to change about the area, explore key issues from past consultation and any new concerns and identify improvements to community facilities. A questionnaire was produced and a series of boards designed showing maps and photos. Information was captured using the questionnaires and anecdotally as the team spent time in the area. The main points that came forward as a result of that exercise were:-

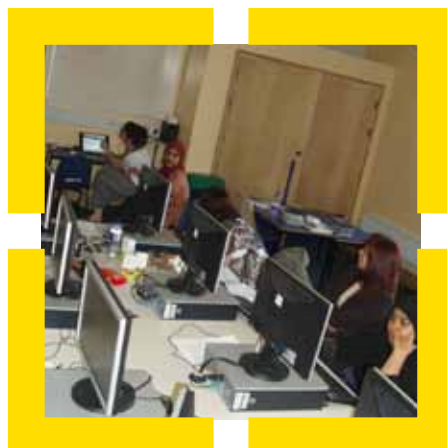
- Improve cleanliness of streets and repair road surfaces
- Provide more activities for older

- children and teenagers
- Improve public transport
- Create access to jobs and training
- Improve access to community facilities
- Tackle crime, safety and antisocial behaviour
- Address parking and congestion on Brunel Drive Business Park
- Improve the Yorke Drive estate

Stage 2 consultation: Masterplan Proposals: November 2011

Following the initial consultation results the study team developed an overall masterplan comprised of a series of project proposals, responding to local issues and opportunities. After consideration at the project steering group these were taken forward for comment and refinement with the partnership group and with residents.

A partnership group meeting was held for stakeholders to gain feedback and advertised open days at Bridge Community Centre and Bishop Alexander Primary School were held, along with a further consultation event for tenants of Nottingham Community Housing Association. These enabled



residents and stakeholders to give their views on the different options and proposals formulated during the Masterplan stage.

Respondents were asked via questionnaires to rank their local priorities. They were also asked for their views on plans to change Yorke Drive estate, create new community facilities, what local activities are desired and how green space can be enhanced.

The top three priorities for Bridge Ward residents were recorded as:

- Improving Yorke Drive estate.
- Tackling crime, safety and antisocial behaviour.
- Providing more projects and activities for local people, particularly young people and teenagers.

There was broad support for releasing part of the Lincoln Road Playing Fields for development in order to fund local projects with 45% of respondents supporting this approach compared to 40% disagreeing and 15% unsure. Those living closest to the playing fields were most likely to disagree with the proposals, particularly residents

whose properties backed onto the space. A separate report is available setting out the full results of the consultation process.

Over three quarters of respondents supported interventions to remodel Yorke Drive estate, including selective demolition to improve the street layout. Four people were recorded as being concerned about demolition and relocation.

Around two thirds of respondents (63%) felt that the area would benefit from a community hub and identified services of youth provision, leisure, training and health as priorities. The reuse of an existing building was the preferred option for delivering a hub however there was some support for developing a new hub on Lincoln Road Playing Fields.

Three quarters of respondents supported improvements to local open spaces, particularly the sports pavilion, local parks and Lincoln Road Playing Fields. The provision of Multi Use Games Areas, general improvement to the quality and safety of parks and a new or improved pavilion were the facilities required.

The majority of respondents (58%) identified that they would like to have more say about what happens in their area and local meetings and forums would be the preferred method of getting involved.

In terms of broader services that residents would wish to access locally the following were mentioned most frequently:

- IT and computer classes
- Resident meetings to discuss local issues
- Sports activities and clubs
- Neighbourhood Watch
- Cultural activities
- Lunch clubs



4 Bridge Ward Tomorrow

The results of the community consultation were integrated with the information from a detailed baseline assessment undertaken by the consultant team that covered transport, infrastructure, urban design, property and socioeconomic issues and supplemented by previous work. The key challenges and opportunities were identified as:

Challenges

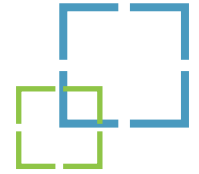
- Yorke Drive estate is a priority area for the neighbourhood study. The design and configuration of the estate is a catalyst for antisocial behaviour, inward looking with poor vehicle circulation and narrow pedestrian alleyways.
- Deprivation scores for Yorke Drive are in the top 10% nationally for income, employment, health and education. Tackling this is a priority for local residents who have shown support for selective demolition to replace some properties, improve the street layout and improve access in and out of the estate.
- There are concerns about crime and antisocial behaviour in Bridge Ward. The Winthorpe Road area falls within

the top 15% most deprived wards nationally on this measure. There are also anecdotal reports of antisocial behaviour including broken glass and other dangerous items left in children's play areas, as well as the use of motor bikes on Lincoln Road Playing Fields.

- There is an overall concern that there should be more activities for older children and teenagers and that is a linking factor to antisocial behaviour in the Ward.
- Connections within the Ward are poor both between residential areas and to leisure activities. Lincoln Road is a linking road between the town and the A1 and therefore at times experiences heavy traffic flow, creating pollution and a barrier dividing residents to its north and south.
- The Ward is reported to be deficient in green spaces and some of the existing green spaces, recreational areas and associated facilities are of poor quality and are not well overlooked, such as the pavilion at Lincoln Road Playing Fields. Green spaces are not well interlinked or integrated with residential communities.

- The Ward is well served by bus stops however the bus services are relatively infrequent and do not run in the evenings or on Sundays.
- Brunel Drive Business Park is a significant asset to the Ward however it suffers from significant parking and access issues, which constrains movement in and around the estate, particularly at peak times. Parking on roads is at times so common that the bus service cannot pass through and accidents have been reported. The poor internal movement and access on and off the trading estate can lead to negative impacts on businesses, which could not only provide an immediate challenge, but also threaten to constrain the future growth of this area if the issues are not tackled.
- It did become clear during the resident consultation that there are some challenges with community engagement. There were some issues in the first round consultation with one aspect of the engagement strategy seeming to not meet expectations, as a postcard to all residents did not stimulate the response hoped. Nonetheless, beyond this, there was a widespread





attempt to engage residents, culminating in a very direct strategy for the second round of consultation. Even so, engagement has been a challenge, and this has been reported as a common occurrence in Bridge Ward and not confined to this study alone.

Opportunities

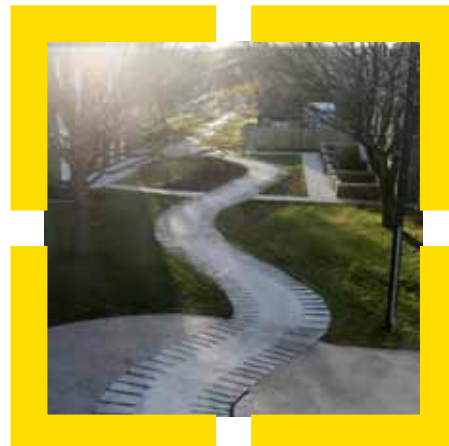
- Bridge Ward contains Newark's major employment area, Brunel Drive Business Park, which is home to around 150 businesses. Brunel Drive was allocated for employment use through the Newark & Sherwood Local Plan (adopted in March 1999) and has been the principal location for such growth in the Town over this period. The Brunel Drive Business Park has also been identified as a preferred location for continued future economic growth within the emerging Allocations & Development Management Development Plan Document, which is part of the District Council's Local Development Framework.
- Employment opportunities at the business park may provide a route to tackling deprivation within the Ward. Connections could also be

developed with Lincoln College which is near to Bridge Ward located in Newark centre.

- The Ward contains some valuable community assets including the Sure Start Children's Centre, Bridge Community Centre and two primary schools, one of which shares facilities with the community. However, residents have reported a desire for more community facilities including potentially a community hub offering a wider range of services.
- There is a need and market demand for new homes in Bridge Ward, both open market and affordable. Housing growth within Newark is supported by the Council's Local Development Framework. The District Council has land holdings which provide an opportunity to deliver homes and generate capital receipts which could be used to support regeneration within the Ward, meaning there is a reduced reliance on external funding sources to stimulate change. In particular, Lincoln Road Playing Fields offer a developable area of publically owned land, with the District Council owning a majority of the site, and there is some community support for releasing part of the playing fields

for development. Also, the Seven Hills Temporary Accommodation facility is situated on and adjoins some District Council land holdings, offering a potential development opportunity for the future, subject to the satisfactory relocation of the Temporary Accommodation facility.

- The Ward contains large areas of natural and semi natural open space which include a pleasant environment along the Trent and Fleet rivers and the Beacon Hill nature reserve. Improved links to these areas can form part of an overall green infrastructure strategy which also seeks to enhance existing areas of recreational and amenity space as well leisure and play facilities. The Ward also contains a national cycle route which can form a platform for an enhanced local cycle network.
- The Bridge Ward community is active with attendance at a number of locally run clubs such as dance classes and bingo. Residents have also shown interest in getting more involved in community activities.

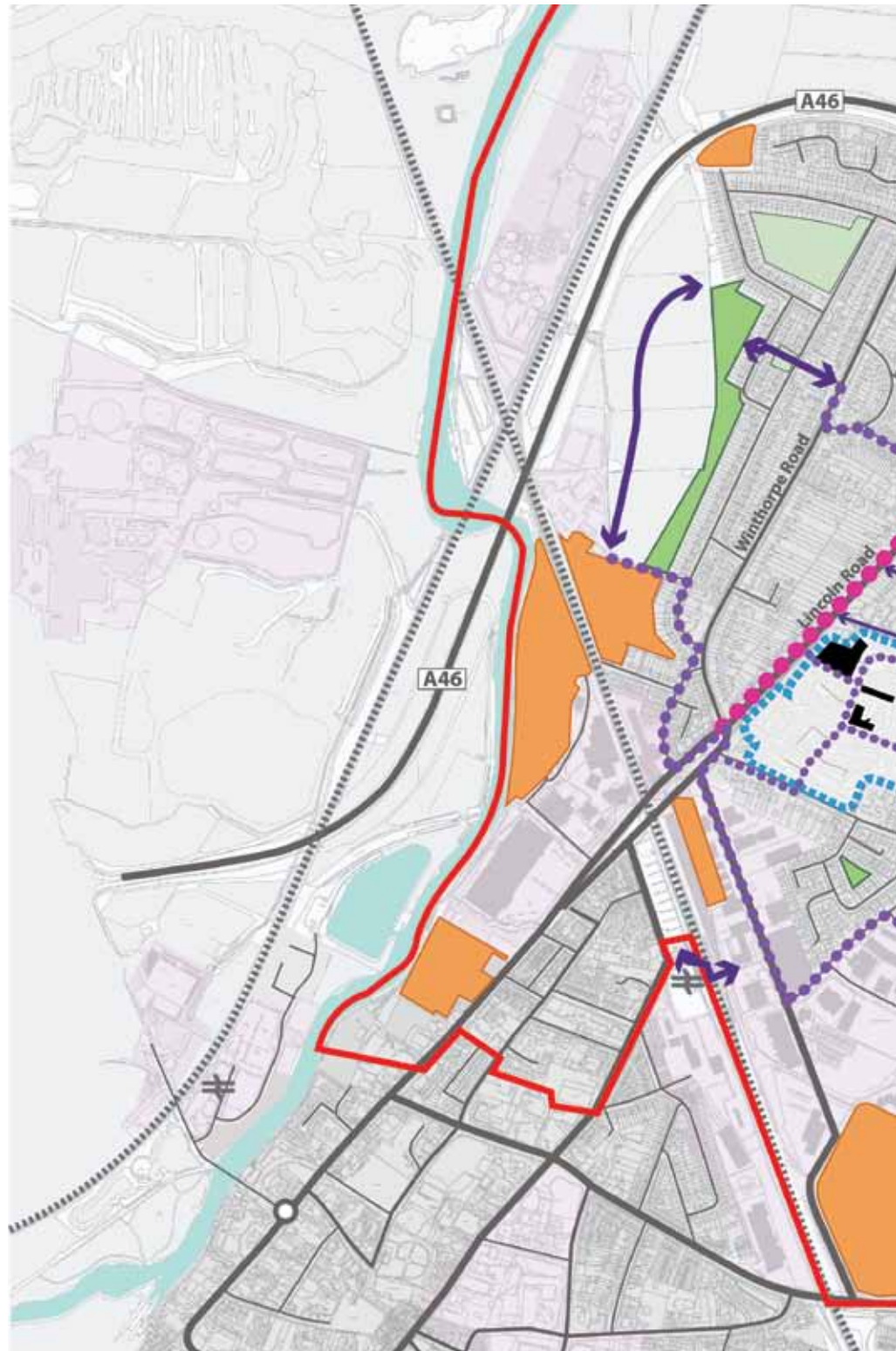


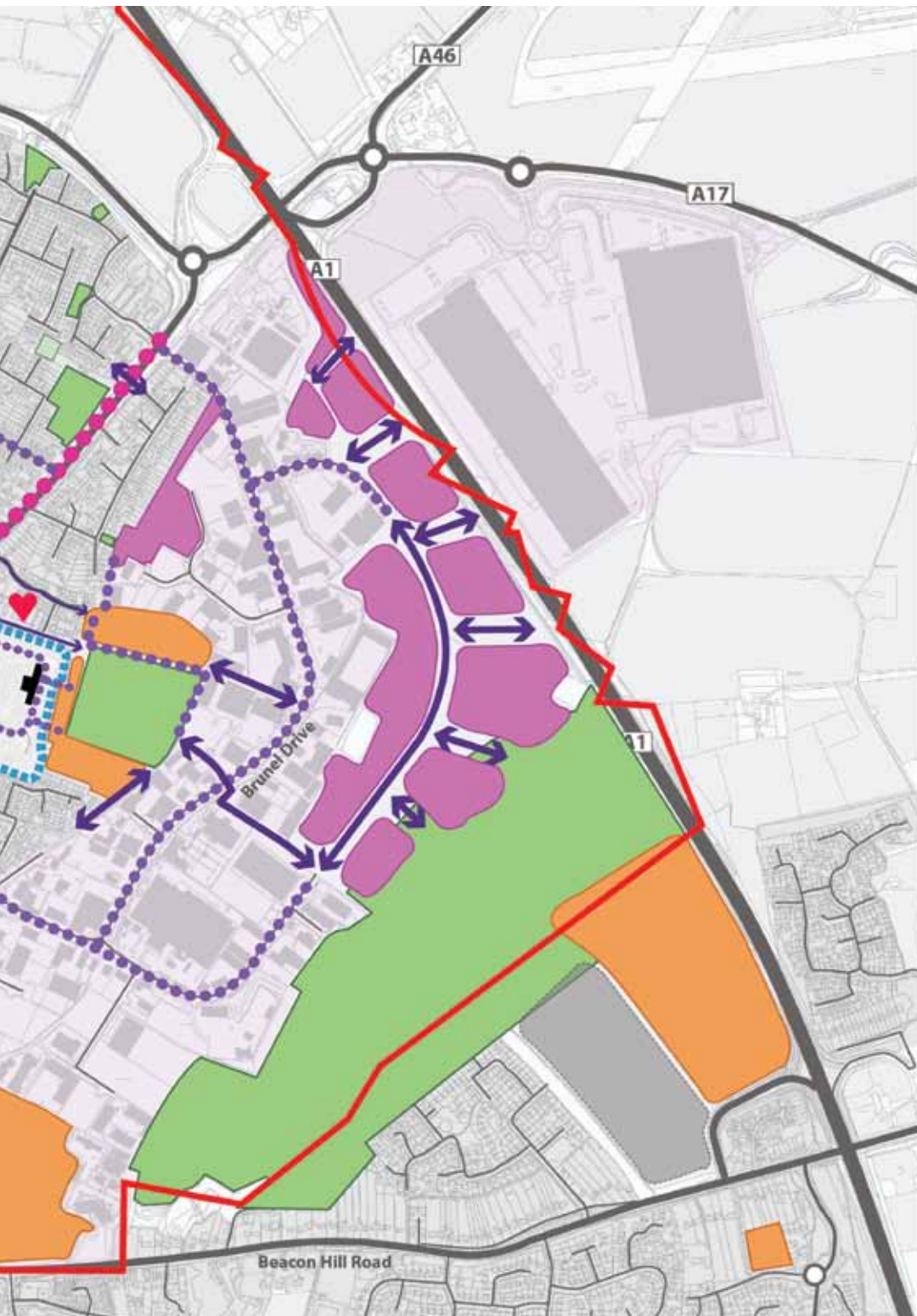
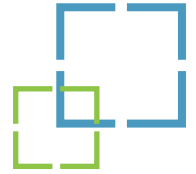
A New Masterplan Approach for Bridge Ward

The Masterplan addresses the social, economic and environmental issues presented in Bridge Ward and captures the opportunities and priorities identified by the community and baseline work. It creates a comprehensive and long term approach to change and an enhanced quality of life for residents.

The Masterplan comprises the following key components:

- Masterplan and Regeneration Strategy;
- Projects and case studies; and
- Delivery and Action Plan.





- N**
- Key**
- Existing Urban Area
 - Existing Industrial Area
 - Housing/ Mixed Use Opportunity Sites
 - Brunei Business Park Expansion Landscaped Fingers
 - Remodelled York Drive Estate
 - Public Realm Improvements to Lincoln Road
 - Improved Links
 - New Key Links
 - Improvements to Home Zones within Yorke Drive Estates
 - Green Space Improvement
 - Green Open Space
 - Potential to Improve Community Facilities

The masterplan is underpinned by a vision which establishes a picture of where Bridge Ward is aiming to get to, developed through the consultation process:

“Bridge Ward will be a prosperous and safe place where all residents are proud to live and businesses see as a first choice location to be based and grow. It will be a place that has seen the benefits of housing growth, with desirable homes that provide for the existing community and attract new residents. There will be a strong sense of community spirit, effective partnership working, a wide range of well run community facilities and high quality and well maintained green spaces. It will have strong connections within the neighbourhood and to nearby areas. Employment opportunities will be available to local people, with training and learning programmes on offer for those who require further support.”

The Masterplan and regeneration strategy provide a framework for spatial and socioeconomic projects and interventions that will bring about change in Bridge Ward to realise the vision and create a more sustainable community. High quality and sustainable design of the built environment, public realm and green spaces plays a central role in achieving the vision. The regeneration strategy is organised by five themes and a series of objectives:



Delivering Housing Growth and Renewing the Built Environment – New and

improved homes for Bridge Ward

- Delivering housing growth in the Bridge Ward with the potential to facilitate the development of up to 450 high quality new homes of mixed tenure, which will re-invigorate the area’s profile, bring about transformational change and capture land values for community investment.
- Spreading the benefits of housing growth by improving and regenerating the environment of Yorke Drive through selective demolition, the introduction of homezones, removal of unwanted alleyways, improved road surfacing and linkages to the wider area and new development on the edge of the playing fields.
- Enhance the overall condition of the built environment and public realm.



Building Prosperity

- Supporting training and employment for local people by establishing a strategy that identifies the support needed, understands the skill requirements of businesses and improves access to opportunities on the Brunel Drive Business Park.
- Address current issues, such as access, parking and vehicle movement, which are having detrimental impacts on people using, and the businesses operating from, the Brunel Drive Business Park
- Ensure the continued sustainable growth of the Brunel Drive Business Park, so it continues to be an attractive location for investment and remains an important asset to the District into the future.



Sustainable Community

- Enhanced community facilities by revitalising existing or providing new community space at Bridge Community Centre or Lincoln Road Playing Fields.
- Supporting young people through continuation of new youth space and the introduction of new activities.
- Tackling crime and antisocial behaviour through improvements to the built environment and new community activities.
- Facilitating empowerment and governance by creating a Bridge Ward partnership to take forward the Masterplan.
- Promoting good health and well being through improved leisure facilities and targeted projects.



Green Space

- Improving existing green spaces, most particularly Lincoln Road Playing Fields, and also including Cedar Avenue Play Space, the area around Quibells Lane and Fleming Drive and also Beacon Hill.
- Enhancing links to the wider countryside, including stronger connections to Winthorpe, Stapleford Woods and the River Trent.

consultation where residents set out their views on the proposals. The transformational projects for Bridge Ward are the growth and regeneration of the Yorke Drive estate and enhancement of the Lincoln Roads Playing Fields. This will involve new housing development on the fringe of Lincoln Playing Fields to create enhanced leisure space, as well as the means to help create across the Yorke Drive estate new access, amenities, and a range of new homes offering different tenures.



Transport and Accessibility

- Promoting sustainable movement, walking, cycling and public transport.
- Improving traffic safety along Lincoln Road.

The themes are presented diagrammatically on the masterplan as a series of layers that address specific issues and draw together to formulate a sustainable and comprehensive approach. The masterplan is a refined version of the plan presented at the second stage of community



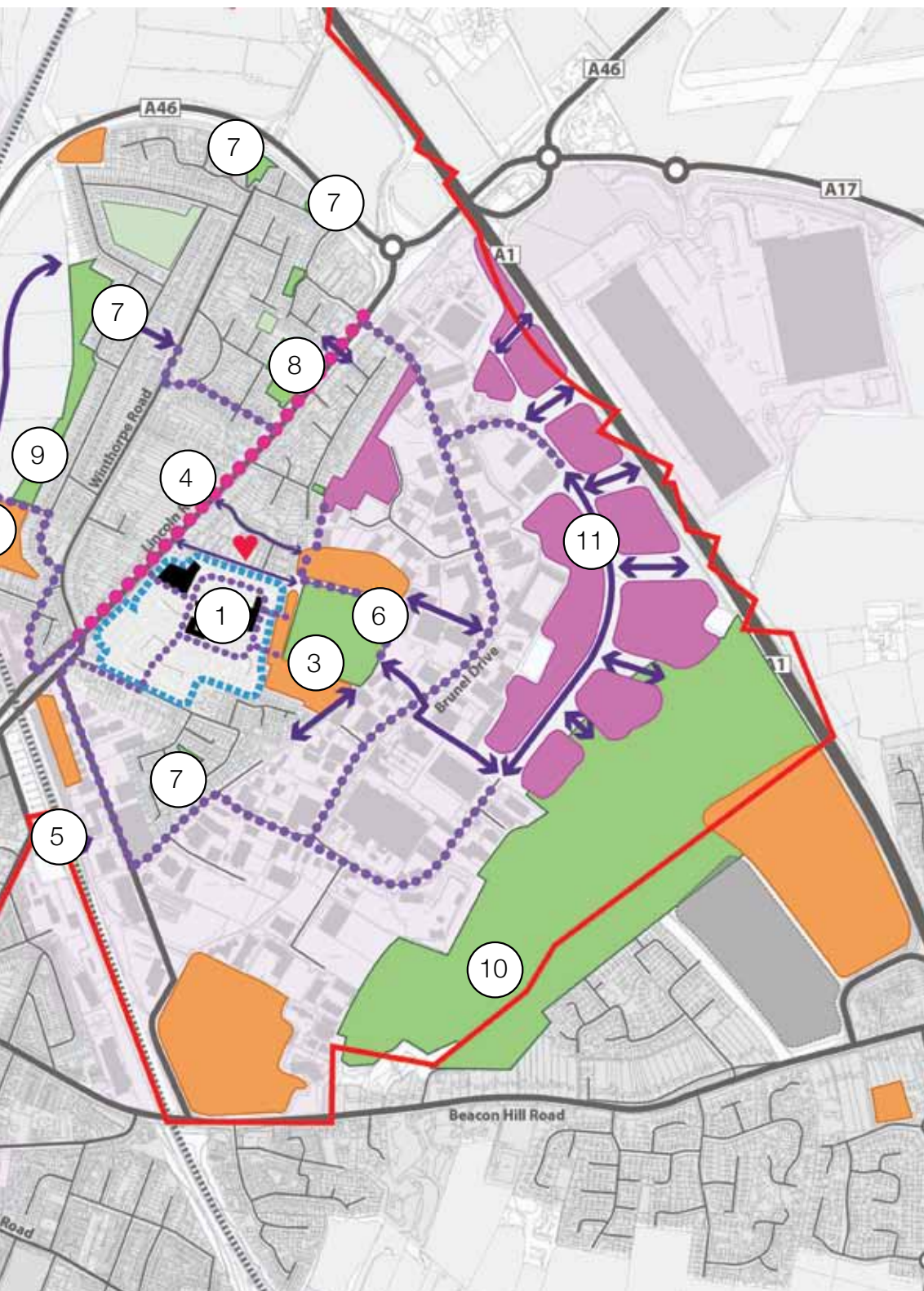
Unlocking Opportunities - Key Projects

The implementation of the strategy and Masterplan and meeting the objectives for the Ward relies on the delivery of a series of key projects, supported by wider projects. The recommended priorities are to redevelop Yorke Drive estate and enhance the offer of the Lincoln Road Playing Field through the construction of new homes on part of the playing fields, and also create new community and leisure facilities.

A Summary of Key Projects

Project	Scale	Timescale	Priority
Regenerating Yorke Drive and delivering housing growth on Lincoln Road Playing Fields	Transformational	0-10 years	High
Enhancing Lincoln Road Playing Fields			
Providing new community facilities and activities for young people	Transformational	0-10 years	High
Training and employment strategy	Major	0-5 years	High
Delivering green infrastructure	Major	0-5 years	Medium / High
Brunel Business Park Travel Plan and creation of new Business Forum to lead	Major	0-5 years	Medium
Rail gateway	Supporting	10-15 years	Low
Lincoln Road traffic calming	Supporting	0-5 years	Medium
Seven Hills housing	Supporting	0-10 years	Medium





1. Yorke Drive estate and Lincoln Road Playing Fields development
2. Seven Hills / Quibell's Lane housing
3. Potential Community Hub location
4. Lincoln Road improvements
5. Rail Gateway link
6. Lincoln Road Playing Field improvements
7. Pocket Parks
8. Cedar Avenue Play Space landscaping
9. Seven Hills semi natural environment
10. Extension of Beacon Hill Conservation Area
11. Extension of Brunel Business Park with landscaping

Transformational Projects

Regenerating Yorke Drive and delivering new homes on Lincoln Road Playing Fields

The opportunity to grow and regenerate the Yorke Drive estate is integrated into the proposal to undertake development on part of the Lincoln Road Playing Fields. The release of land for development on the playing fields is essential in creating a larger access circuit for the estate, diversifying the housing tenure and generating funds to improve the community facilities.

Combining the Playing Fields and the Yorke Drive redevelopment opportunity creates a more viable development. Yorke Drive will be regenerated with new and replacement homes, new green spaces and enhanced links, whilst new homes on the Playing Fields will help to cross subsidise the estate's regeneration and better integrate Yorke Drive estate and the Playing Fields into an extended neighbourhood.

Outcomes

The interventions on the estate will bring about a series of physical improvements that are also intended to deliver beneficial social outcomes:

- Removal of the poorer quality properties and replacement to create an improved environment;
- A revised typology mix to increase family housing;
- Improved public realm and new green spaces to designate areas for interaction and play and increase a sense of pride;
- Removed alleyways to tackle crime and fear of crime; and
- Revised parking arrangements to increase street visibility and ownership.

Aligned with the developments on the playing fields and a wider social programme, a full programme of regeneration will be delivered. It is anticipated that in the longer term, a number of socio economic benefits will be realised:

- Reduced levels of crime and fear of crime;
- Improved health outcomes;
- Enhanced community cohesion; and
- Improved educational attainment, subject to delivering a dedicated youth facility.





Case Study

Five Links Estate – Basildon

Until it was redeveloped, the Five Links estate in Basildon was an environment which had been neglected. It was 80 acres of footpaths, alleyways, courtyards, high walls and underground parking. Many of the 1,400 units on site had structural defects or were in need of major work.

Lovell was appointed to work in partnership with the local authority and Swan Housing Association preparing the scheme and its complex financial solution. The partnership consulted extensively before developing new homes and a vastly improved environment. As well as creating new homes existing housing was substantially upgraded fit modern standards with improved energy efficiency. As well as this, a range of tenures were created on the site, helping to create a more balanced community.

In order to create a living environment which is sustainable for the future, the project has a new village green providing a community facility for all.

Cycle tracks are an integral part of the development and it was with safety in mind that routes were designed that people use.

The partnership also invested in the area's young people and in its future by creating a Foundation Centre on the estate, where local young adults could learn basic construction skills. Around 30 attended and their commitment was exemplary. They learned the basics of bricklaying, carpentry, painting and health and safety, as well as basic numeracy and literacy skills. Once the centre was up and running, the crime rate in the area dropped by 40%.

The work that Lovell delivered on the Five Links estate, in partnership with other stakeholders, is a model for how communities can be turned round and environments transformed for the long term.



Enhancing Lincoln Road Playing Fields

A clear priority is to improve the offer of the Lincoln Road Playing Field by creating better integration into the adjoining neighbourhoods and more of a usable and inviting leisure space for residents. This will include enhanced sports pitches and potential construction of a MUGA, outdoor gym, trim trail or small allotment area, ensuring that it becomes a focal point for the community with more constant use.

The overall strategy is to deliver an enhanced offer to the playing fields, making them a more useable and safe space for residents by:

- Development that creates overlooking of the space, providing natural surveillance and ownership to encourage use and discourage antisocial behaviour;
- Increase the quality of the facilities, notably through the provision of a MUGA which could be used for Tennis and Basketball as well as football, being particularly appropriate for younger people;

- Retain and allow improvements to the existing pavilion;
- Retain a quality football field offer including a full sized pitch and a number of county pitches to allow for usage by existing teams;
- Provide space for additional amenities such as an outdoor gym; and
- Alternative arrangements could be considered following more detailed discussions with local users and teams to determine anticipated future requirements.

Community hub and activities for young people

Delivering a community hub has been identified as a priority in supporting regeneration and would be located to the south of Lincoln Road to enhance the community facilities in that area. The facility would be delivered through the Yorke Drive regeneration programme and partial development of the playing fields. Providing youth facilities and activities are a priority for the community hub.

The key principles that should be applied to a new hub or an adapted building:

- High quality design finish, both internal and exterior, creating pride in the community over a shared facility;
- Shared lobby, atrium or entrance space as well as other key functions;
- Separate entrances for particular uses i.e. youth area;
- Revenue making aspects i.e. café / rooms and services for hire;
- High sustainability credentials;
- Design and style drawing on sustainable materials and energy generation; and
- Outward looking, open and inviting.

Potential services and features of the building could include:

- Cafe
- Multi Purpose Hall
- Smaller meeting rooms
- GP centre / Health Centre
- Climbing Wall
- Music /Recording Studio
- Computer Workspace & Terminals
- Multi Use Games Area
- Games Room with pool and snooker





Case Studies: Community Centres

Community Hub – Hinkler Parade Thornhill Southampton

A small neighbourhood parade of shops has been redeveloped by a partnership of Barratt Homes, First Wessex Housing, Southampton City Council and Thornhill New Deal for Communities.

At the heart of the redevelopment of the neighbourhood centre is a new Natterbox community hub, providing advice and support. The new hub incorporates the functions of the old Natterbox plus housing, health outreach and library services and a cafe facility. Running costs are underpinned through commercial rents from a Co-op metro store and 4 small retail units in the new parade.

The local community were involved in the project from the start through consultation on the design, management and governance arrangements. The hub and shops will be owned and managed by the resident led Thornhill Plus You limited.

Sunlight Centre – Gillingham, Kent

Sunlight is two linked organisations, the Sunlight Development Trust and Sunlight Social Enterprises.

Sunlight Centre is a community and enterprise hub; it contains an extensive range of quality facilities, equipment and flexible meeting spaces. It has award winning design and is one of the country's leading examples of integrated health and community service.

- Sunlight Development Trust uses community development to tackle health and social inequalities. This is in partnership with local agencies, local business and people.
- Sunlight Social Enterprises is a Community Interest Company (or CIC) managing a diverse business portfolio which offers training and jobs for local people while delivering a trading surplus to support the ongoing work of Sunlight Development Trust.

The Hinckley Club for Young People at Green Towers

An multi award winning £6m activity centre in the town of Hinckley, Leicestershire which opened in 2010. It replaced an old youth club building drawing in £4.5m of government funding and £1.5m from the local authority. The building has a huge array of facilities for children and young people and runs a wide range of clubs and activities:

- Full Sized Multi Use Sports Hall
- Small Sports Hall
- Climbing Wall
- Gymnasium/ Fitness Suite and Dance Studio
- Music /Recording Studio
- Computer Workspace & Terminals
- Outdoor BMX / Scooter / Skate Park
- A Junior All-weather Astro turf Pitch
- Games Room with pool and snooker tables
- On-site Cafeteria
- Conference facilities



Wider Projects

In support of the three key projects, and essential to enhancing the quality of life as a whole in the community, a series of wider projects are identified:

Major Projects

Building Prosperity

- Training and employment for local people - Liaising and working with businesses, training providers, colleges, schools and residents to improve skills and access to local jobs.
- Travel Plan for the Brunel Drive Business Park to ensure is an attractive location for business – from soft measures such as a car sharing and cycle to work schemes to the potential optimisation of traffic signals and the exploration of the possibilities of a Park and Ride scheme for businesses
- Creation of a Brunel Drive Business Forum to take forward actions. It should be made up of representatives from businesses, the District Council, County Council (Highways) and the Police.

Green Infrastructure - Pocket parks and green spaces

- Beacon Hill – enhance the activity area and extension of conservation area.
- Cedar Avenue Playing Field - investment in a wider range of play facilities, lighting and landscaping.
- Quibell's Lane / Fleming Drive developed as /semi-natural green space with a woodland and wet meadows.
- Pocket Parks - develop innovative approaches to play and green space across the Ward with new play facilities and landscapes.

Supporting Projects

Rail Gateway

Railway Station Gateway – Explore the possible opportunity to provide a pedestrian/cycle link directly from the Station to Brunel Drive by a raised footway.

Lincoln Road Traffic Calming

Consider possible ways of reducing traffic speeds on Lincoln Road through tree planting, and the use of appropriate highway improvements (for example the provision of white line markings or pavement build outs could be investigated).

New Homes; Seven Hills and surrounding land

The Seven Hills area presents a future opportunity for new housing development associated with improvements to local green infrastructure.





7 Delivery and Implementation

Delivery Partnership

The development of a Neighbourhood Partnership or management structure in Bridge Ward will create an independent delivery vehicle to take forward projects identified in the Neighbourhood Study. The Partnership Group established for the Neighbourhood Study provides a strong starting point to establish a future Partnership structure, as it involves good representatives from the public, private and voluntary sectors, including community representation. Whilst representatives from the private sector were part of the Study's Partnership Group, ideally they will become more integrally involved as a driving force within the future partnership structure. Private sector representatives could include developers and local employers, although the latter may be better represented on a separate forum for businesses on the Business Park.

It is evident that the District Council, has a leading role on the Partnership given its land holdings, particularly in relation to Yorke Drive estate and Lincoln Road Playing Fields. The

District Council should continue to drive this project within the context of the Neighbourhood Partnership. It is important that potential housing growth and estate regeneration is taken forward alongside other projects, such as the community hub, supporting training and employment initiatives, and youth services, and that the Partnership and community are fully involved in the development of proposals.

