

ENGAGEMENT REPORT VISION STAGE REPORT July to August 2021

August 2021



WAKEFIELD CITY CENTRE MASTERPLAN

This report has been prepared by UK Networks on behalf of Farrells and summarises the consultation undertaken during the Stage 2 Vision Report on the Wakefield City Centre Masterplan, specifically;

- The approach to consultation and engagement
- Consultation and engagement activity undertaken between July - August 2021
- A high-level summary of feedback received from stakeholders and the general public regarding their views on the future of Wakefield City Centre during that time

The report only relates to the Stage 2 Vision report and provides a summary only. Further information containing all feedback received can be found in appendix 1.

Feedback received during this stage will be used to inform Farrell's work on the Wakefield City Centre Masterplan, which will be consulted on separately in September 2021.

Key considerations

In preparing the consultation and engagement strategy the following considerations were given to:

- Respecting Government advice on social distancing, protecting the NHS and keeping vulnerable people safe during the current Covid 19 pandemic
- The Government's Chief Planner's advice to councils (March/April 2020)
- Wakefield Council's Adopted Statement of Community Involvement (November 2017)
- Previous consultations were undertaken in relation to Wakefield City Centre
- The use of digital technology to help engage as wide of an audience as possible

Targeted stakeholder groups

Public sector organisations	Amenity organisations
Councillors	Transport operators
Cultural organisations	Residents
City Centre Taskforce	Parish councils
Business groups	Local businesses
Education institutions	Community organisations
Major landowners	Member of Parliament
Retailers	Visitors to Wakefield
Regional and local Media	

1. PUBLIC CONSULTATION

The public consultation website www.wakefieldmasterplan.com was updated and publicised for Stage 2 of the Consultation in July 2021 to seek the views of the public on their thoughts on Vision for Wakefield City Centre. A public consultation was held over a five-day period in various locations in and around Wakefield City Centre. Seven [display boards](#) were exhibited detailing:

- Major projects already delivered in Wakefield city centre
- Opportunities and challenges from the consultation
- A vision for Wakefield city centre
- This is Wakefield: re-imagining the city centre
- Introducing the Wakefield city centre masterplan blueprints
- A flexible blueprint for an adaptable city centre
- Committed projects and identified opportunity areas

Events were attended by 181 people. Feedback forms were provided at the event of which 5 were completed a further 96 were completed online.

Publicising the consultation

The public consultation website was publicised via:

- Consultation events held over the period of a week in various locations
- Social Media promoted posts and adverts -
Facebook: [Wakefieldmasterplan](#) Twitter: [Wakeymasterplan](#) Instagram: [Wakefieldmasterplan](#)
- Print [Media advertisement](#) placed in the Wakefield Express
- [Press Release](#) issued and article in the Wakefield Express
- [Digital advertisement](#) displayed at www.wakefieldexpress.co.uk
- 71 commercial addresses within the core area sent a stakeholder letter/[advertisement poster](#).
- 135 Letters sent via email to stakeholders including elected members, businesses, parish councils, community groups etc
- 424 Letters sent via email to members of the public who had registered for more information on stage 1 of public consultation.
- A3 posters sent to local organisations including The Hepworth Wakefield, Yorkshire Sculpture Park, Wakefield Cathedral, National Coal Museum, The Art House.

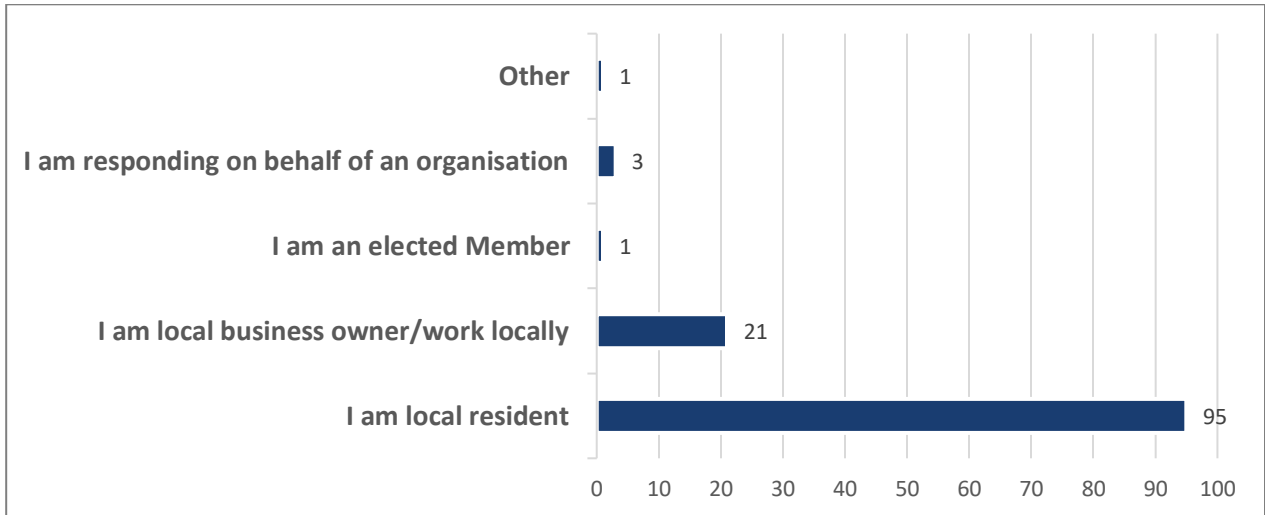
Consultation Material

Consultation in numbers

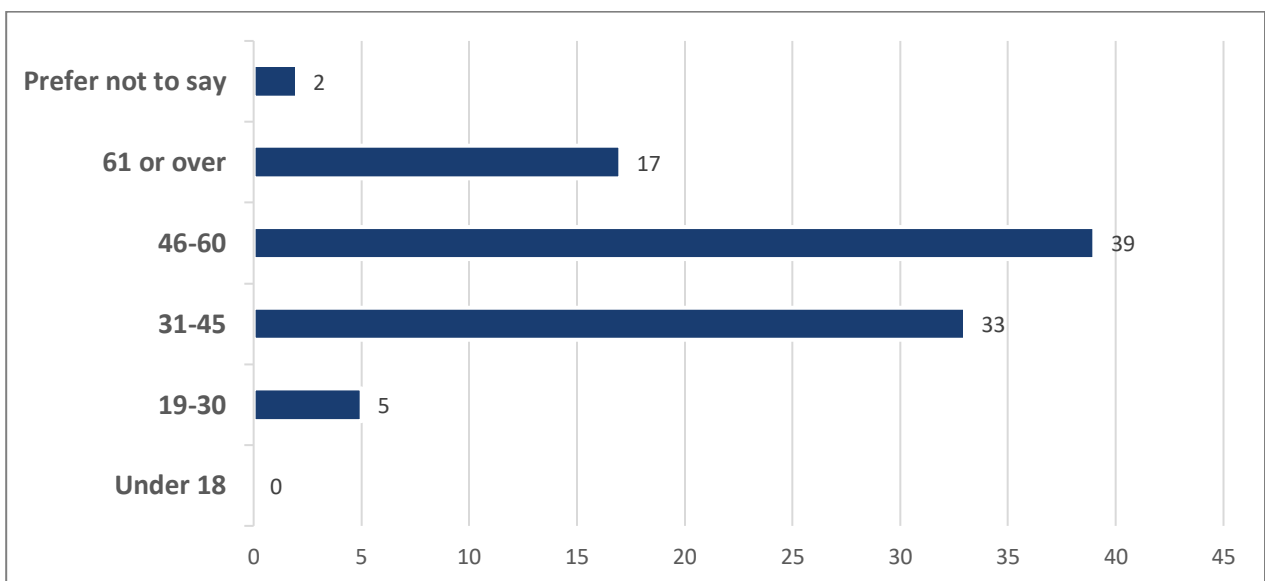
- 1,183 website views
- 181 Visitors to the consultation events
- 101 survey responses
- 1,086 social media post engagements
- 19,029 social media posts reached

The stakeholder survey asked the following questions regarding stakeholder generic profiles

- Which of the below statements best describes you? (you may tick more than one box)



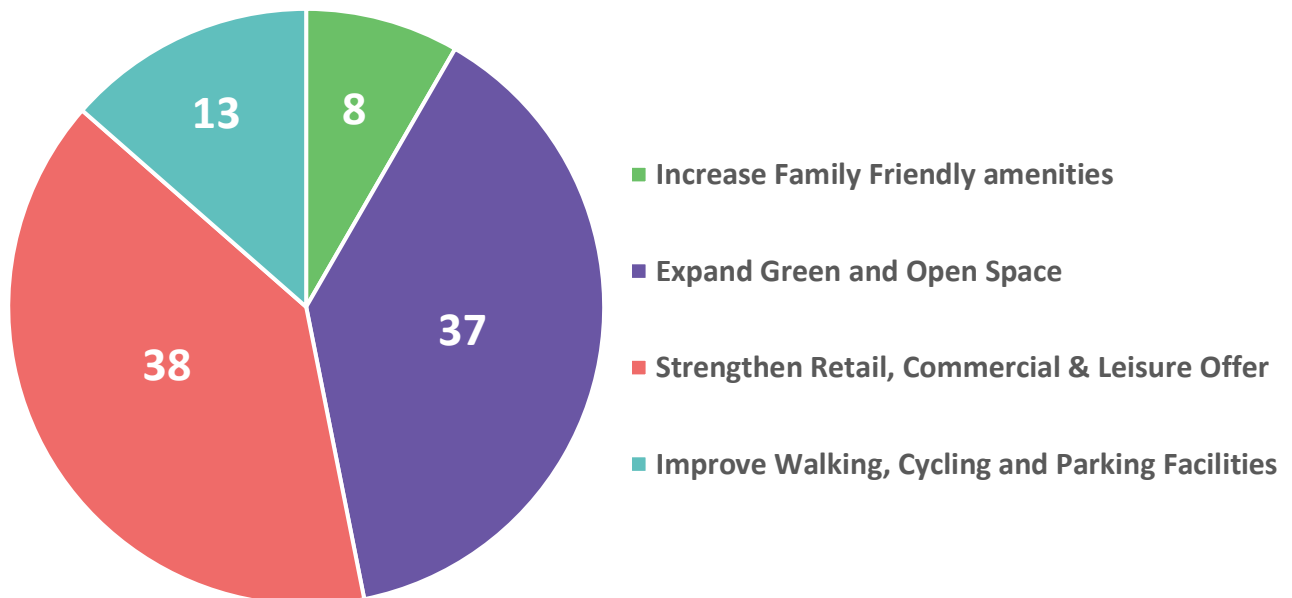
- What is your age



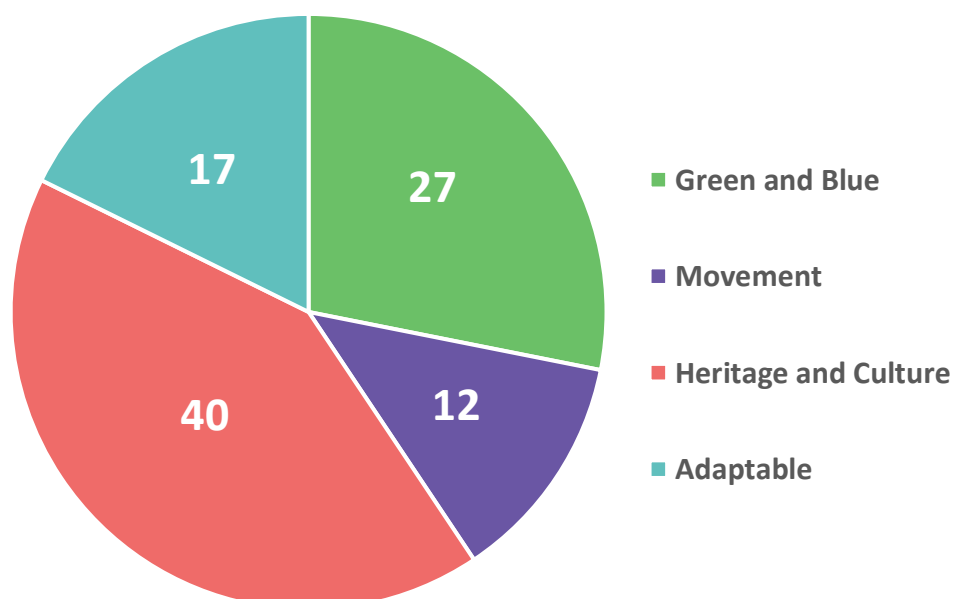
Themes respondents are most interested in

The stakeholder survey asked respondents to pick the themes they were most interested in:

- Four main ideas (listed below) on creating a more vibrant city centre came out of the first stage public consultation. Which of the ideas below is most important to you?



- Four draft 'blueprints' (listed below) have been developed to underpin some of the key projects and interventions, guiding the emerging proposals and future development. Further information is set out on the website about each of the draft blueprints. Which blueprint would you like to see prioritised?

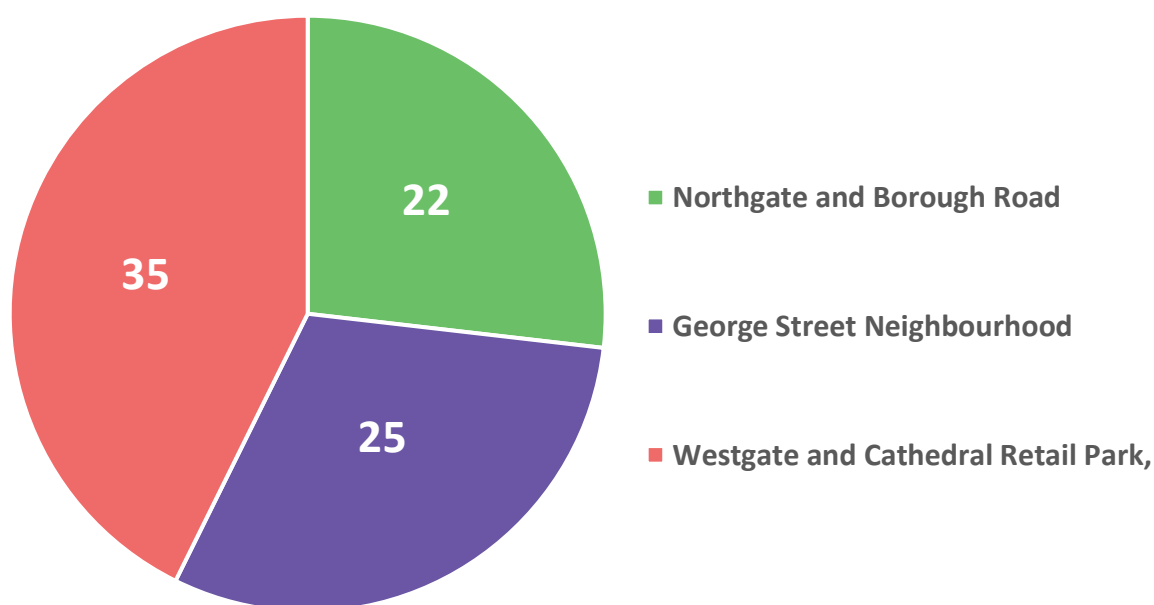


- Farrells have identified three potential opportunity areas where future development

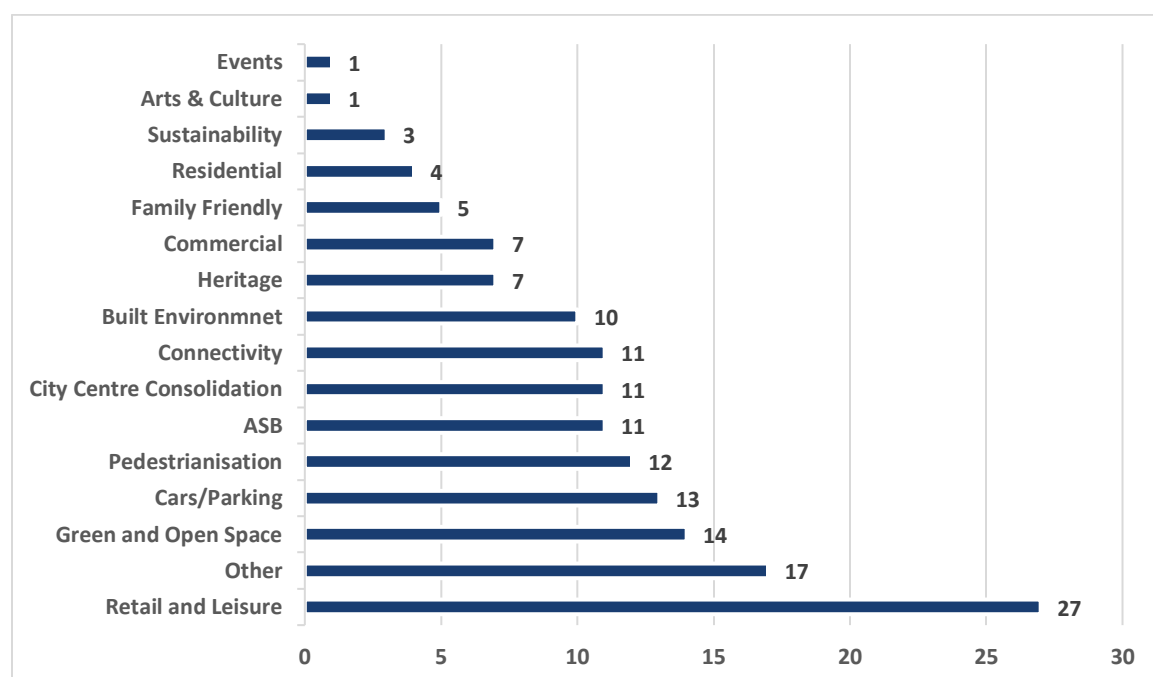
could be focused in the city centre;

1. Northgate and Borough Road
2. George Street Neighbourhood
3. Westgate and Cathedral Retail Park, Garden Street Area

The chart below represents the opportunity areas respondents are most interested in.



The chart below highlights the key themes that emerged from the above question on potential development areas and the number of comments received. All comments relating to this question can be found in Appendix 1.



Respondents were asked to provide any additional comments. The chart below highlights the key themes and the number of comments received. All comments relating to this

question can be found in Appendix 1.

