





BAILDON PLAN UPDATE

Autumn 2014

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I Background & consultation process

In 2014, the Town Council decided it was time to update 'The Baildon Plan'. This Plan was originally put together four years ago, after extensive consultations with local residents, and it was adopted by the Town Council in 2011. You can find a copy of the 2011 Baildon Plan at the Library or at the Town Council Office at Baildon Community Link, or by going to the Town Council's website at www.baildowntowncouncil.gov.uk/baildon_plan.php

The original Baildon Plan has underpinned and guided much of the work of the Town Council and its partner organisations since 2011. The Committees of Baildon Town Council have based their priorities and decisions on the aspirations of local residents as set out within The Baildon Plan 2011. To give just three examples:

i) The Baildon Plan 2011 included an aspiration that a Famers' Market should be established: the Town Council worked with volunteers to establish a Market in 2012.

ii) Another stated aspiration was that playgrounds should be improved and, by working in partnership with Bradford Council and other agencies, the Town Council achieved the complete refurbishment of Southcliffe Drive playground, and also added new equipment to Dewhirst Lane playground.

iii) And thirdly, residents told us they wanted more support for vulnerable older people: in response to which Baildon Town Council has provided the inspiration and funding to establish 'Baildon Buddies', a weekly social gathering for older, isolated, residents.

May 2015 will mark the end of the term of the current Town Council and the start of a new four year term. All the current councillors will have to stand for re-election if they wish to continue in office. It is almost certain that there will be some new councillors after the elections.

The current Town Council decided that now was the right time to consult residents once again about their priorities in order to hand on to the new Baildon Town Council an updated Baildon Plan - hence the consultation exercise which has led to this report was instigated. During the summer of 2014, residents were invited to complete a questionnaire either electronically or in paper form. A copy of the questionnaire can be found at the website www.baildowntowncouncil.gov.uk/baildon_plan.php

This consultation gave residents the chance to indicate whether a wide range of issues and activities (32 in total) were of higher or lower priority to them on a five point scale, where 1 was lowest priority and 5 was highest priority.

The issues and activities within the questionnaire included all those which were identified by local residents in the consultations for the original Baildon Plan four years ago, along with new issues which have been brought to the attention of Baildon Town Council more recently. The consultation was advertised and promoted in the following ways:

- ♦ Town Council website
- ♦ Community organisations and churches
- ♦ Telegraph and Argus
- ♦ Banner on central roundabout
- ♦ Email contact lists, Facebook, Twitter
- ♦ Leaflets to parents via all Primary School children
- ♦ Youth Service
- ♦ Library

Paper survey forms and boxes for return of completed questionnaires were placed in the Library and the Wesley Centre (for the centre of Baildon), St James Church (for Otley Road), St Hugh's Church Centre (for Lower Baildon), and Baildon Community Link (for middle Baildon).

To find out more about the Town Council and its activities go to www.baildowntowncouncil.gov.uk and register to receive our monthly e-newsletter. If you feel you or your organisation can contribute to addressing any of the issues in this report then please contact the Town Clerk by telephone on 01274 593169 or by emailing clerk@baildowntowncouncil.gov.uk.



2 Main findings summarised

The questionnaire was completed and returned by 442 Baildon residents. The analysis of respondents by age, gender, and area of residence, are given in Appendix A of the report. Thanks are due to all who contributed their views. It is difficult to make statistically rigorous claims about the representative nature of the data, since the sample was not chosen randomly. However we should note that we are satisfied that all residents in Baildon were able to participate in the survey and a wide range of opinions was expressed and noted.

The results of the consultation provide a high level of confirmation that the issues and activities which the Town Council and other agencies in Baildon have been focusing on, are the ones of current concern to residents. None of the issues/ activities in the questionnaire, was rated, on average, lower than 3.22 from a potential maximum prioritisation-score of 5. The questionnaire invited residents to show how important an issue was to them on a five point scale where 1 was 'lowest priority' and 5 was 'highest priority'.

The issue/activity which received the overall lowest priority-rating was 'Supporting improved electronic communication for Baildon's residents (website, Facebook, Twitter).' It is not possible to know if this rating indicates that residents do not feel this is particularly important per se, or whether some people are already satisfied with the electronic communication of the Council and thus do not see further development as important.

Nonetheless, some residents have made comments about wanting better information about the work of the Town Council and the Town Council is keen to provide this. The web reaches more people per pound than any other form of communication and the Town Council website is updated regularly. We have found that paper circulation does not reach everyone and is soon forgotten. So communication is likely to be a continuing issue for a future Town Council to grapple with.

If you use email: please register to receive the Town Council's e-newsletter by going to the Town Council website at www.baildowntowncouncil.gov.uk.

The highest average priority-rating was 4.53 - for 'Promoting crime prevention and community safety'. Baildon Town Council's Community and Safety Committee has regular meetings with the Police and seeks to work in partnership with others to tackle particular crime patterns and hot spots across Baildon. There is no doubt that crime prevention is likely to continue to be high on the Town Council agenda in the future.

Other issues which gained particularly high rating were: 'Maintaining Library provision in Baildon'; 'Promoting and encouraging community events'; 'Reducing nuisance from quad bikes and off-road bikes'; 'Improving play areas and parks'; 'Protecting green spaces'; 'Tackling litter'; and 'Supporting local businesses and job creation'. However, many other issues were close behind in the priority-scale and none of the issues which the Town Council currently engages with were shown to be lacking in public support.

196 people took the trouble to add a comment about 'any other idea you have that you would particularly like to see the Town Council promote, support, or work in partnership with others to achieve in or for Baildon'.

A complete record of all comments can be found at www.baildowntowncouncil.gov.uk. Individual names have been removed for reasons of confidentiality.



3 Priorities revealed by the consultation

The questionnaire was organised into four sections. This chapter shows the responses for each section. Each graph represents the average priority across all respondents for each of the questions from the survey. It should be noted that the lowest average priority was 3.22, so all questions had a moderate to high priority across all respondents.

“Continuing library provision in Baildon”

is your highest priority in this category

Facilities and ethos

Make Baildon's facilities & activities as accessible to disabled people as possible



Continuing Library provision in Baildon



Continuing Public Toilet provision in the centre of Baildon



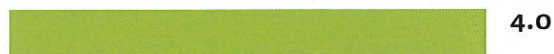
Supporting the reopening of a Countryside Centre at Bracken Hall



Foster understanding and good relations between people of different ethnicity and culture



Continuing the Farmers' Market



Supporting improved electronic communication for Baildon's residents



Maintaining Walkers are Welcome designation for Baildon



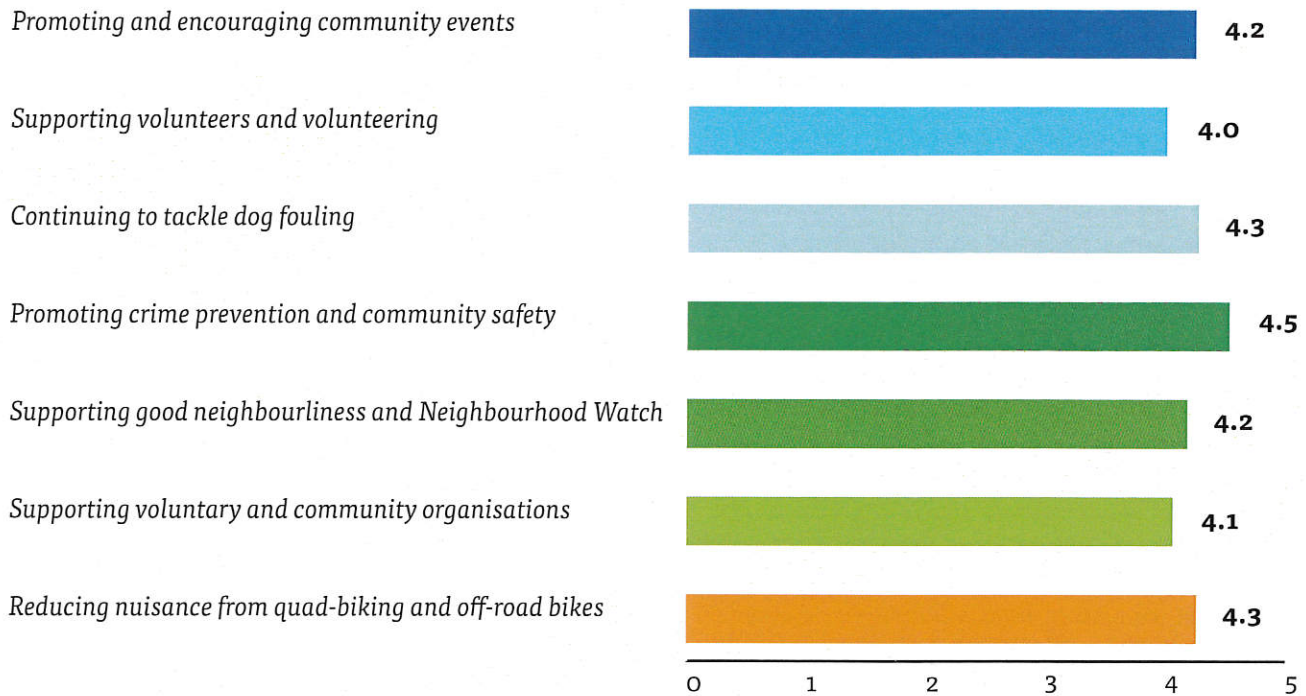
Maintaining Fair Trade Town status for Baildon



Providing festive lighting

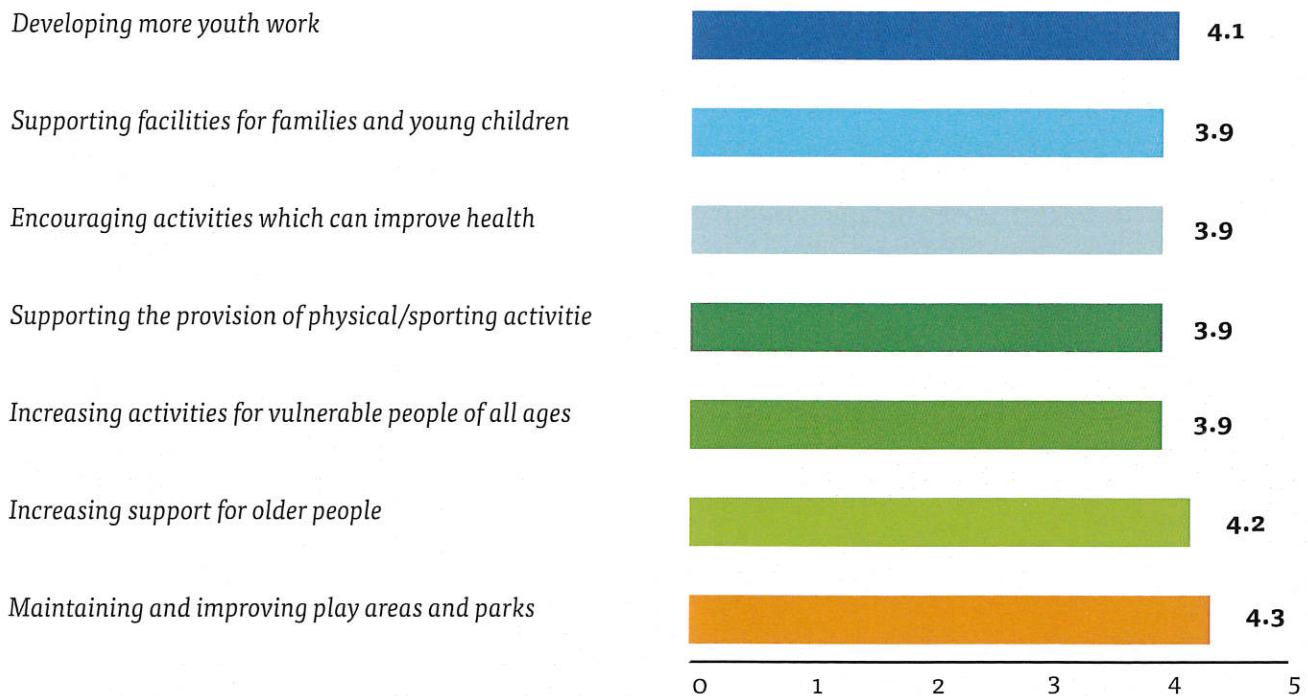


Community and safety



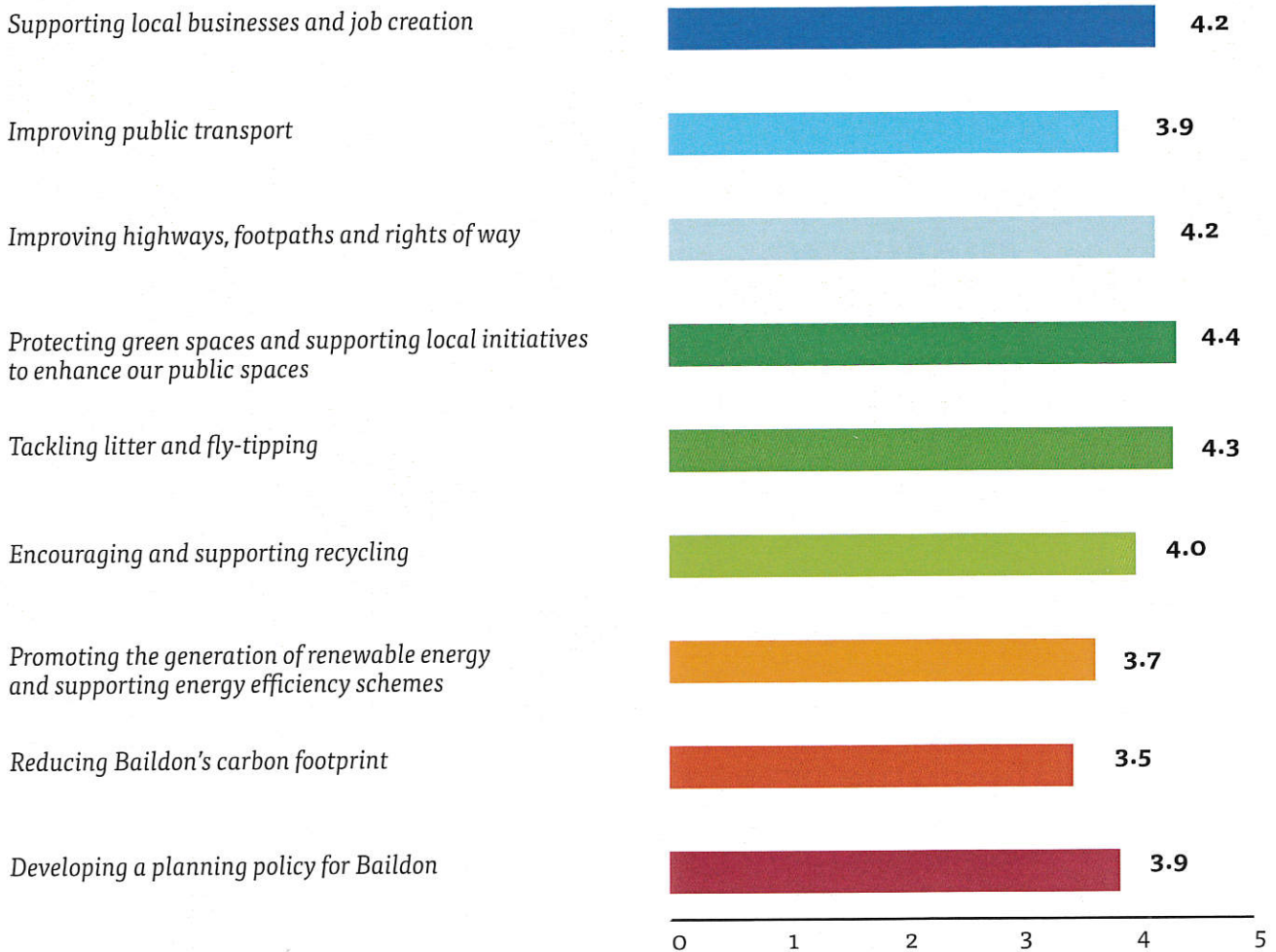
“Promoting crime prevention & community safety”
is both your highest priority in this category and your highest priority overall

Health and youth



“Maintaining and improving play areas and parks”
is your highest priority in this category

Environment and regeneration



“Protecting green spaces and supporting local initiatives to enhance our public spaces”

is your highest priority in this category



4 How the plan will be used

The consultation has shown that whilst there is a good deal of agreement amongst residents about the range of issues which need to continue to be tackled in Baildon, there are varied views about how these should best be addressed.

Baildon Town Council is a relatively small organisation with limited financial and staff resources. At the time when this report is produced the annual precept (i.e. local tax) which the Town Council raises per Band D household is just £15.32. This equates to a total budget available for the Town Council to spend in the current year of £105,000.

The Town Council currently has only two main officials, the Clerk and Deputy Clerk, who work between them a total of 35 hours per week (i.e. less than one full time post) to administer the Council's work, respond to new issues, and develop responses to them, plus a part-time Environmental Warden. Much of the work of the Town Council is carried out by the twelve Town Councillors themselves; all of whom are volunteers and who contribute to the well-being of the community out of a sense of communality and commitment.

There will need to be choices within Baildon in future as to whether the precept should be increased to enable more work to be done through the Town Council.

Clearly, many of the issues which residents have expressed concern about cannot be tackled by Baildon Town Council alone. They are either the direct responsibility of other organisations, such as Bradford Council (e.g. highways and planning issues) or the Police (e.g. tackling crime).

However, there is much that the Town Council can achieve by working positively with other organisations to advocate, inform, lobby, and jointly work on ways to meet the needs and concerns of the Baildon community, and the past eight years have shown that there have been many instances where the Town Council has been able to instigate, co-ordinate, and provide resources directly to establish new projects in Baildon.

There have also been splendid examples of local residents grasping the nettle and instigating project on their own initiative - such as Baildon at Christmas, and Baildon Prom. Perhaps you have a bright idea to make Baildon even better! We can all play a part.

Baildon Town Council remains committed in the future to working in partnership with statutory, voluntary, community, sporting, and faith communities and individuals to enhance the well-being of Baildon residents, whilst recognising that we cannot and should not insulate ourselves from the wider District and world in which we live.

Baildon Town Council and its Committees adopted this report as an Update to The Baildon Plan on 13 October 2014. The information in this report will be used to help to guide the Town Council's budget-setting during the winter of 2014/15, and its priorities for action in the coming year. The current Town Council will recommend to the new town councillors who come into office in May 2015 that this report should be used to help to underpin the decision-making of the Town Council in future years.

The report will also be circulated widely to statutory and voluntary organisations that provide services in Baildon, and to local community, sporting, faith, and business organisations so that they can be aware of the issues which local people have told us concern them most, as well as some of the ideas that have been put forward for addressing them.

Baildon is characterised by a strong sense of community. Perhaps as an individual or within a local organisation of which you are a member, you can help to tackle some of the priorities for action identified in this report. By working together, we are confident that we can continue to tackle many of the concerns of local residents and make Baildon an even better place to live.

We would like to express our thanks to all who took part in the consultation.

The Baildon Plan Updating Working Group
Cllr Flecknoe, Cllr Lerner, Cllr Pennington
and Cllr Shaw

Appendix A: Respondent analysis

Respondents were invited to provide details about themselves so that we could report on the characteristics of the voting population. All of these questions were optional and a substantial minority of respondents did not choose to specify an answer, in which case they are reported as 'unspecified'. This section outlines the breakdown of those data.

442

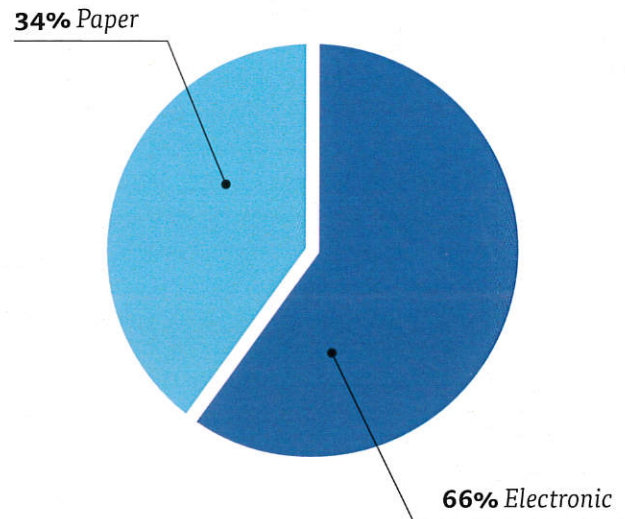
of you responded to our survey

Responses

We received 442 responses in total, of which 152 were paper and 290 electronic.

This represents a significant proportion of the Baildon population, although clearly in an exercise such as this it is always good to have as high a participation rate as possible.

Cost control is a significant component of this kind of exercise and it is pleasing to note that 2/3 of the respondents chose the lower cost electronic option.

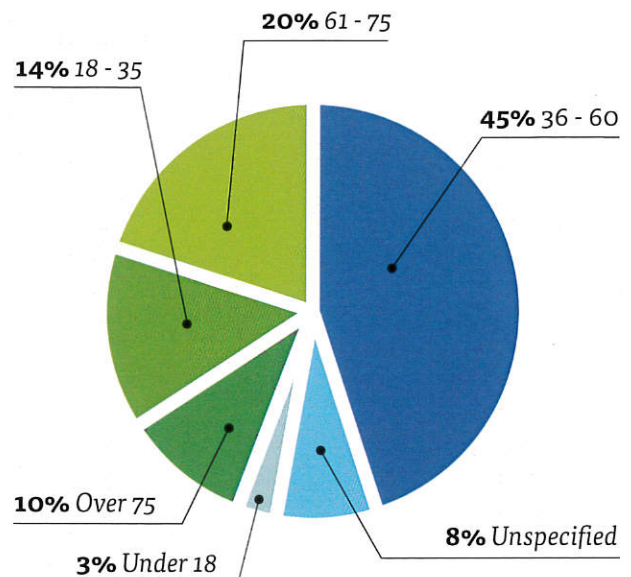


Age

Promoting the survey across a wide range of media has resulted in a representatively diverse age range. These proportions are broadly in line with the actual distribution of adults within the Baildon Ward, although it should be noted that the age group 36 - 60 was over-represented and the age group < 18 was under-represented.

45%

were aged 36-60

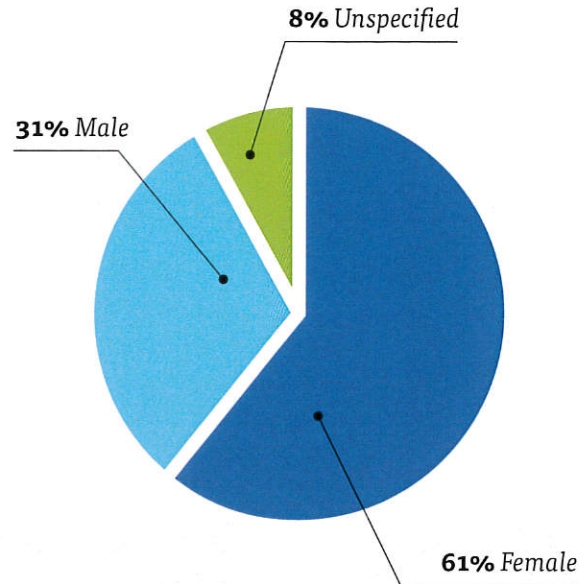


Gender

We worked hard to try to increase the number of male respondents and are satisfied that there was sufficient participation from men and women, although clearly it would be better to be closer to parity.

61%

*of respondents
were women*



Location

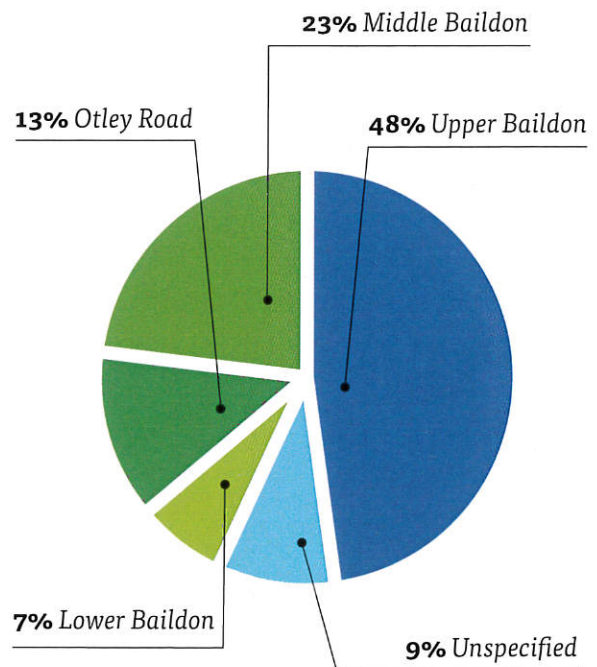
Significant variations in responsiveness were recorded across the survey. Only 7% of respondents identified themselves as from Lower Baildon, with almost half (48%) of responses identifying with Upper Baildon.

We do not have population numbers for each of the identified locations, so it is difficult to comment on how far out of line these responses are from actual populations.

NB: We did not specify the geographical definition of 'location', but invited respondents to categorise themselves as to the location which they believed best represented them.

48%

*of respondents
live in Upper
Baildon*



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