

BAILDON PLAN UPDATE 2019





BAILDON PLAN UPDATE

Spring 2019

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The photos in this Baildon Plan have been kindly supplied by local resident Ros Crosland. Ros spends a lot of time walking her dog and photographing the local area - local landscapes and wildlife are her speciality. Baildon shops stock her photo greeting cards.

You can find her on Facebook and Instagram under Ros Crosland Photography.

1 Background & consultation process

This is the second time that The Baildon Plan has been updated. The Plan was originally put together in 2011 and was last updated in 2014. The priorities in the original Plan and in both the updates have all been identified through extensive public consultations. Earlier this year, the Town Council resolved that the time was once again right to go back to residents and offer them the chance to “have their say”.

May 2019 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. This updated version of The Baildon Plan will help the incoming Town Council to continue to focus on issues which are important to local residents.

What is “The Baildon Plan”?

It sets out the priorities for the future quality of life in our town. It underpins and sets the agenda for the Town Council and partner organisations for the coming years.

The Committees of Baildon Town Council base their activity and decisions on the aspirations of local residents as set out within The Baildon Plan and other forms of consultation.

Here are some examples of what Baildon Town Council has done to address the priorities that residents identified in the 2014 survey:

- ◆ Saved Baildon Library from closure.
- ◆ Took over the running of the public toilets on Northgate to save them from closure.
- ◆ Kept Bracken Hall Countryside Centre open.
- ◆ Invested in new play equipment at the Thompson Lane playground.
- ◆ Established a Safer Communities Partnership to drive down crime.
- ◆ Supported the Farmers Market, Baildon in Bloom, Baildon at Christmas, and many other community activities.
- ◆ Provided the best festive lighting for miles around.

During October 2018, residents were invited to complete a questionnaire, either electronically or in paper form. This consultation gave residents the chance to identify which local activities, events, and issues were most important to them (32 in total) on a

5-point scale, where 1 was lowest priority and 5 was highest priority.

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
- ◆ Youth Service
- ◆ Library

Paper survey forms and boxes for return of completed questionnaires were placed in the Library, and Wesleys (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 email enquiries@baildowntowncouncil.gov.uk.

To access an electronic version of this updated Baildon Plan go to www.baildowntowncouncil.gov.uk.



2 Main findings summarised

The questionnaire was completed and returned by 459 Baildon residents. Thanks are due to all who contributed their views.

The overall results of the consultation provide a good level of confirmation that the issues and activities which the Town Council and other agencies in Baildon have been focusing-on, are in line with the issues and concerns of the residents who took part in the survey. None of the issues/activities listed in the questionnaire was rated, on average, lower than 3.49 from a potential maximum prioritisation-score of 5.

The survey is not fully representative of all sections of the Baildon community. The Town Council is aware that some residents (perhaps particularly the most needy and vulnerable) are less likely to take part in surveys of this nature, and that their views and concerns may be under-represented.

This might explain why the issue which overall received the lowest prioritisation rating (3.49) was 'To develop Food Bank provision in the area'.*

Any Council wishing to serve a diverse population will always need to find additional ways of listening to minorities and those residents whose voices are least likely to be heard.

It may also be relevant to note that issues in the survey which involved "Continuing" or "Maintaining" (a facility, service or designation for the town) were generally slightly less highly-rated than the "Top 12" issues (see below). This may be because people assume that once these facilities, services and designations are being supported by the Town Council, they will continue.

Future Town Council consideration and responses to the priorities which emerged will also need to take into account the demographic information submitted by the respondents. The detailed analysis of respondents by age, gender, and area of residence, is shown in Appendix A of the report.

- ◆ Although some people across all age groups took part in the survey, younger people were under-represented.
- ◆ 42% of respondents were over the age of 60.
- ◆ Twice as many women as men took the time to complete the survey.
- ◆ 55% of those taking part indicated that they lived in Upper Baildon; whereas just less than 7% said that they lived in Lower Baildon/Coach Road.

This information will help the Town Council to identify where additional work may be needed to reach and listen to some important sections of our Baildon community, to ensure that the Town Council addresses issues and priorities across all parts of Baildon.

**There is an existing food bank at St Hugh's Centre, and emergency food parcels can already be accessed via Baildon Community Link and Wesleys. These three centres also operate as donation points for residents wishing to contribute food.*



3 Top 12 issues of survey respondents

This section shows the top 12 issues as rated by survey respondents in the 2018 survey and compares them to the results when the survey was previously undertaken in 2014.

“Promoting crime prevention & community safety”
is your top priority

1 Promoting crime prevention & community safety



2 Tackling litter and fly-tipping



3 Protecting and enhancing public and green spaces



4 Supporting local businesses & job creation



5 Working with partners to enhance and sustain Baildon Moor



6 Supporting good neighbourliness and Neighbourhood Watch



7 Improving bus and train services for Baildon



8 Improving highways, footpaths, and rights of way



9 Promoting and encouraging community events



10 Increasing support for older people



11 Encouraging & supporting reduction, re-use & recycling of materials incl. plastic



12 Supporting voluntary and community organisations



0 1 2 3 4 5

4 Survey responses in 2018

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.

“Supporting local businesses & job creation”

is most important to you in this category

Ethos

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

3.95

Fostering understanding & good relations between people of different ethnicity & culture

3.53

Improving and maintaining excellent communication between the Town Council and the residents that it serves

4.33

0 1 2 3 4 5

Economy & Facilities

Continuing library provision in Baildon

4.15

Continuing public toilet provision in Baildon

4.01

Supporting the continuation of Baildon Farmers Market

4.02

Making Baildon increasingly attractive to visitors

4.11

Supporting local businesses and job creation

4.52

Improving bus and train services for Baildon

4.10

Maintaining Walkers are Welcome Town designation for Baildon

3.87

Maintaining Fair Trade Town status for Baildon

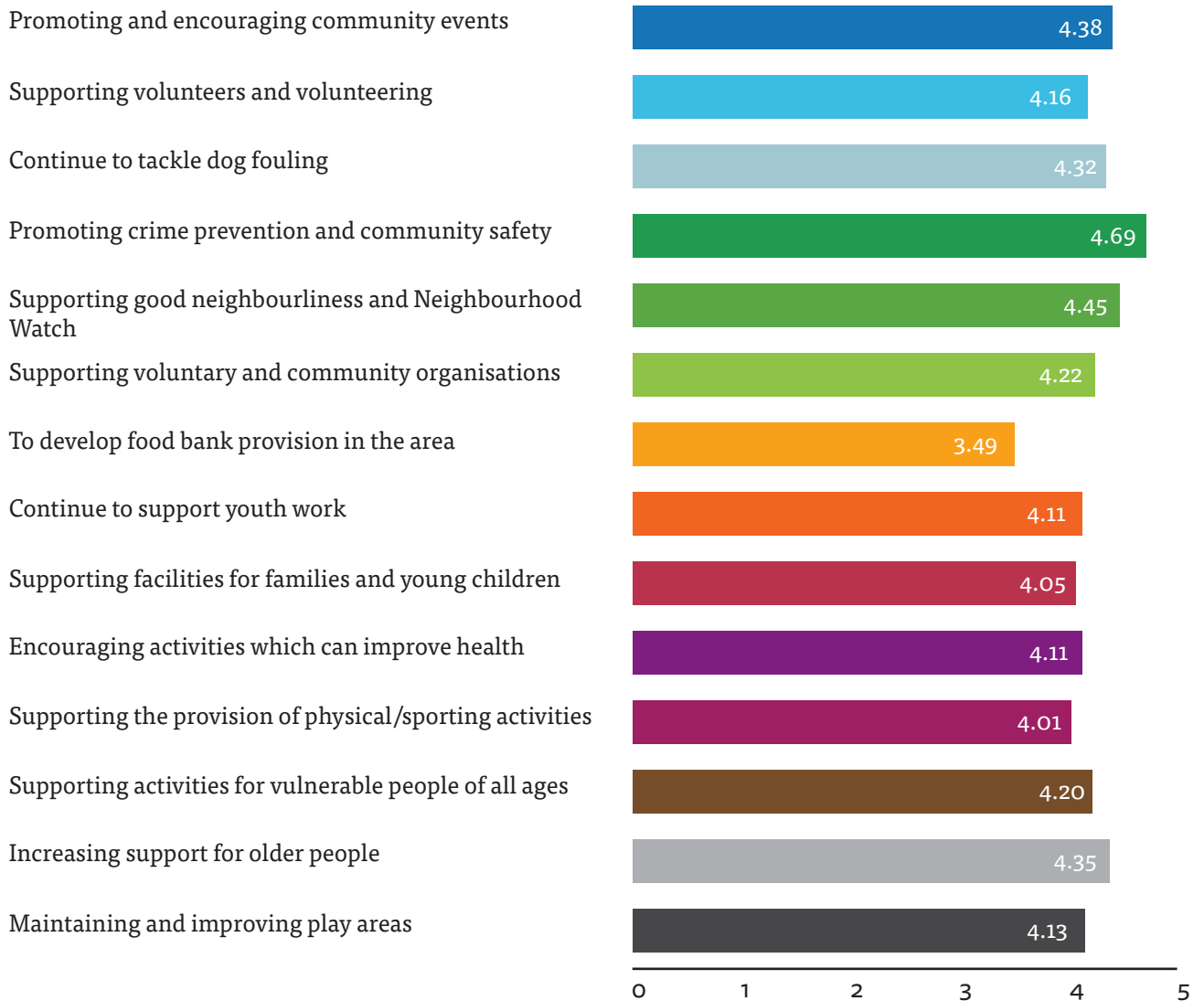
3.69

Providing Christmas lighting

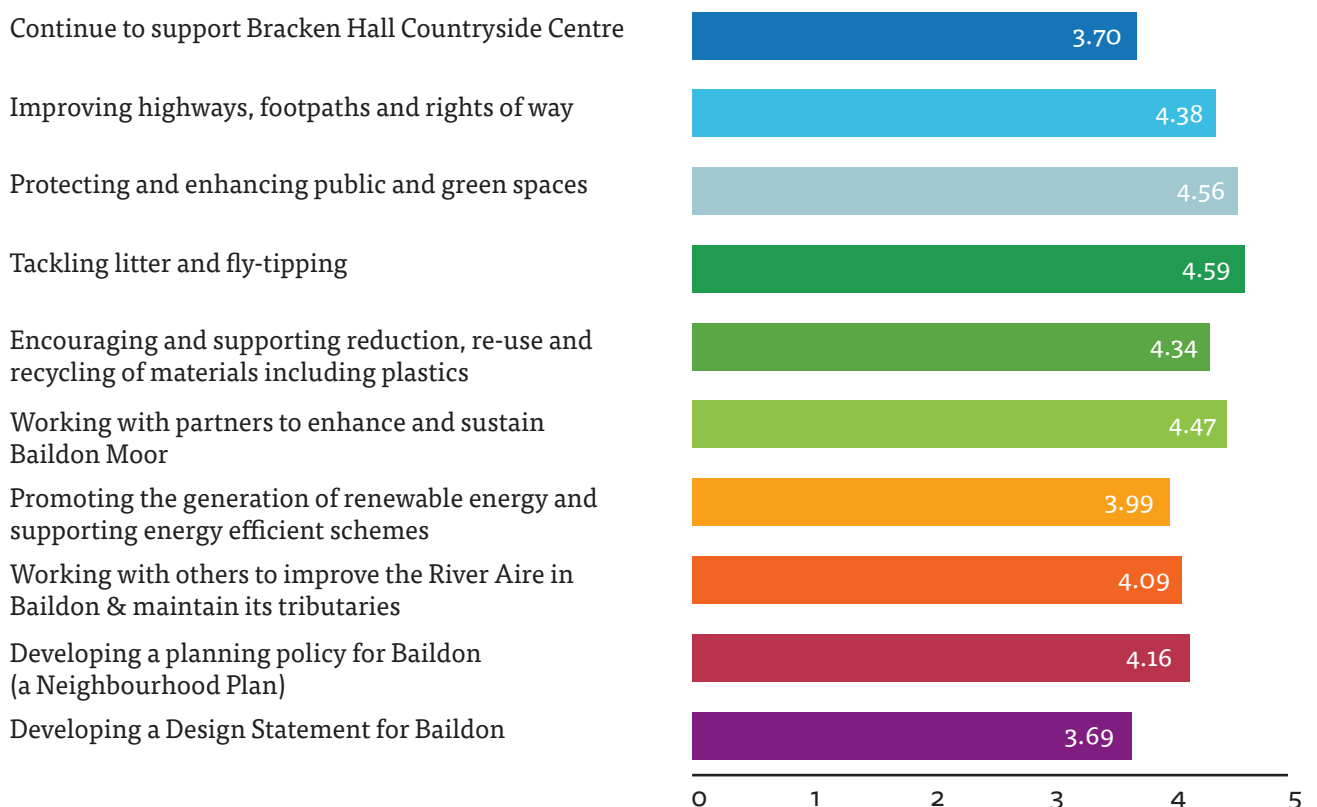
4.09

0 1 2 3 4 5

Communities



Environment & Planning



5 How the plan will be used

Baildon Town Council is a relatively small organisation with limited financial 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 £31.70. This equates to a total budget available for the Town Council to spend in the current year (2018/19) of £199,000.

The Town Council currently employs:

- ◆ Town Clerk (full-time)
- ◆ Deputy Clerk (part-time)
- ◆ Environmental Warden (part-time)
- ◆ Administrative Assistant (part-time)
- ◆ Brackenhall Countryside Manager (part-time)
- ◆ Library Volunteer Co-ordinator (part-time)

In addition, 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 facilities and services to be provided through the Town Council. The future of the Ian Clough Hall site is likely to be a major challenge for Baildon Town Council over the next few years.

Many of the issues which residents have expressed concern about cannot be tackled by Baildon Town Council alone. For example, highways and planning issues are the primary responsibility of Bradford Council; and the Police are clearly central to tackling crime.

However, there is much that the Town Council can achieve by working positively with other organisations to advocate, inform, lobby, and work in partnership on ways to meet the needs and concerns of the Baildon community, and the past eight years have shown many instances where the Town Council has been able to instigate, co-ordinate, and provide resources to establish new projects in Baildon (for example, improving playground equipment, saving the public toilets, developing a hybrid library relying heavily on volunteers, providing community development work to tackle isolation and loneliness).

There have also been splendid examples of local residents grasping the nettle and instigating projects on their own initiative – such as Baildon at Christmas, the Red Box Project, and Baildon Prom. Perhaps you have a bright idea to make Baildon even better! We can all play a part. 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 which are identified in this report. By working together, we can continue to make Baildon an even better place to live.

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.

We would like to express our thanks to all who took part in the consultation and to the many volunteers who help to make Baildon a brilliant place to live.



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 some respondents did not choose to specify an answer, in which case they are reported as 'unspecified'. This section outlines the breakdown of this data.

459

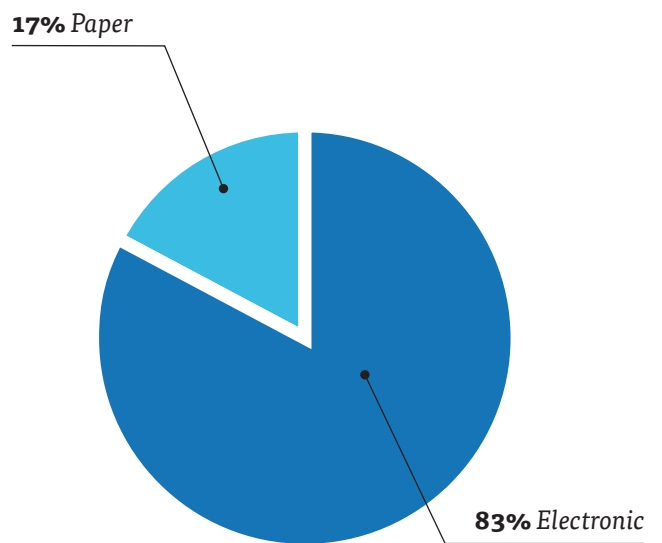
of you responded to our survey

Responses

We received 459 responses in total, of which 78 were paper and 381 electronic.

This represents a slight increase on 2014, when 442 responses were received.

Cost control is a significant component of this kind of exercise and so it is pleasing to note that a significantly higher proportion of respondents chose the lower cost electronic option this year.

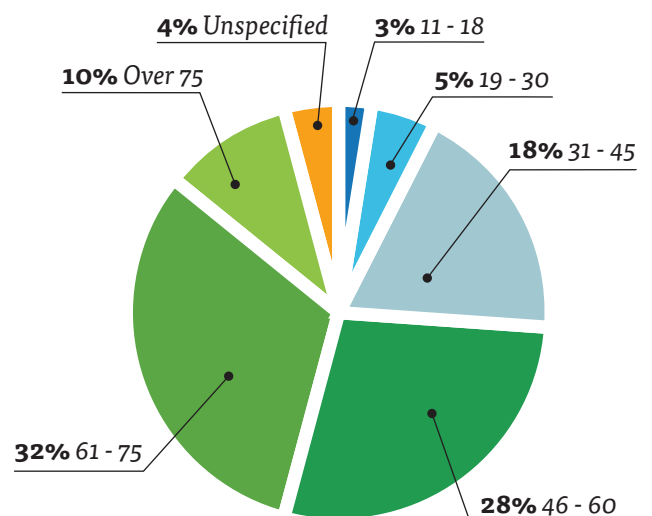


Age

Promoting the survey across a wide range of media has resulted in a reasonably diverse age range. However, it should be noted that 42% of respondents were 61 or over and only 8% of respondents were 30 or under.

42%

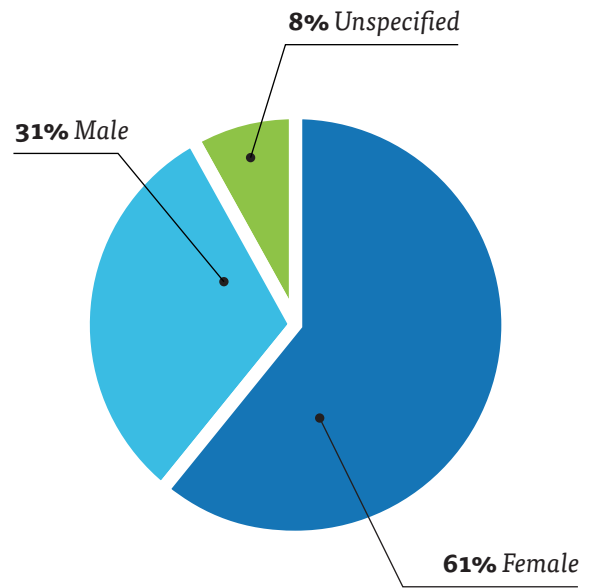
were 61 or over



Gender

The split of respondents by gender was identical to the 2014 survey. Although we would prefer to have had more responses from men, we are satisfied that there was sufficient participation from both sexes.

61%
of respondents
were women



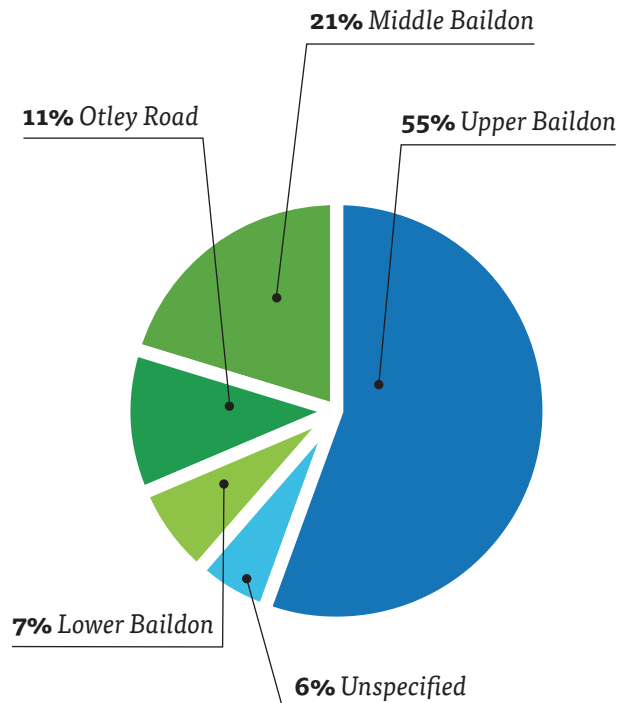
Location

Significant variations in response were recorded across the survey. Only 7% of respondents identified themselves as from Lower Baildon, with over half (55%) 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.

Note: 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.

55%
of respondents
said they live in
Upper Baildon



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