

Branding Baildon

Baildon is a strong community with a valued heritage, but its identity as a distinctive place remains blurred because of misleading and contradictory information about its boundaries and its connections with neighbouring communities.

Baildon's boundaries are clearly identified by:

- the River Aire
- Gill Beck (*query re land to north and east of A6038 up to boundary with Leeds*)
- the northern edge of Baildon Moor adjoining Rombolds Moor
- Glovershaw Beck
- Loadpit Beck, west of Bracken Hall

Baildon became an area of local government administration with the creation of Baildon Urban District Council in 1894. This area now forms Baildon Town Council. Royal Mail designate the BD17 postcode as Baildon, Shipley.

Confusion about Baildon's boundaries arises for a number of reasons:-

- Incorrect information continues to be used by Bradford Council
- Partner bodies for example METRO and bus operators do not identify Baildon on route maps
- Boundaries which are not coterminous
- Inadequate clear physical signage
- Several of Baildon's most prominent locations do not include Baildon in their title or promotion.

Background:

1. Bradford Council's documents and information sometimes fail to distinguish between its Baildon Ward and Baildon, and omit the small part of Baildon that is in its Shipley Ward
2. Bradford Council's Shipley Ward contains one of Baildon Town Council's six Wards (South West Ward = Polling District 22A - the Coach Road/Lower Coach Road area) purely because Shipley has too few electors to form a whole Ward.

Baildon Town Council's proposal to incorporate the whole of Baildon within one Bradford Council Ward from 2026 was rejected recently by the Local Government Boundary Commission because Shipley has not quite enough electors to form a Ward (but Baildon has the right number) and its serious misunderstanding of local community identity in Baildon and Shipley.

Only one road bridge crosses the River Aire between Baildon and Shipley, on the A6038 Otley Road at Baildon Bridge, and it is 1.9 miles by road from Salt's School in Baildon to Victoria Hall, Saltaire in Shipley. Only three footbridges cross the River Aire between Baildon and Shipley: at Roberts Park leading to

Saltaire, and two close together leading from Otley Road to Dock Lane and Dockfield Road.

3. Esholt and parts of Hawksworth were added to Baildon Urban District when Wharfedale Rural District was abolished in 1937. Esholt now forms part of Bradford Council's Baildon Ward, but Esholt residents voted against becoming part of Baildon Town Council.
4. In the Local Plan, the Otley Road Employment Zone is treated as part of the Airedale Corridor rather than as part of Baildon. Baildon's draft Neighbourhood Plan is based on Baildon Town Council area, and as such includes all of Baildon from the River Aire northwards. *(However for procedural reasons it has omitted a sliver of north east Baildon, including the Tong Park Industrial area, This could be defined within the Baildon boundary and hence with a very slight variation from the BTC boundary. This distinction is important as it effects signage locations, as it is adjacent to the main Hollins Hill road.)*
5. Shipley Glen and the famous Shipley Glen Tramway have always been part of Baildon, not Shipley
6. The Geographers' A-Z Map Company Guide for Leeds and Bradford calls Baildon 'Shipley' on page 51 by Bracken Hall Countryside Centre, on Page 53 next to Baildon CofE Primary School on Bartle Gill Drive, and on page 54 next to Esholt Hall
7. Shipley Urban District Council attempted to take over Baildon but this was rejected by Baildon Urban District Council
8. The Yorkshire West Riding County Council Education Committee's Formal Opening of Salt Grammar School on Higher Coach Road, Baildon, on 19th June 1965 incorrectly described it on its Official Programme as "Salt Grammar School, Shipley"

Clarification of Baildon's Boundaries

Notwithstanding all the confusion listed above, this paper proposes that the boundary of Baildon is as shown at Appendix x (*decision needed re North east corner -as above*) Baildon Town Council needs to be more visible to its residents: where it is, and where Baildon's borders are.

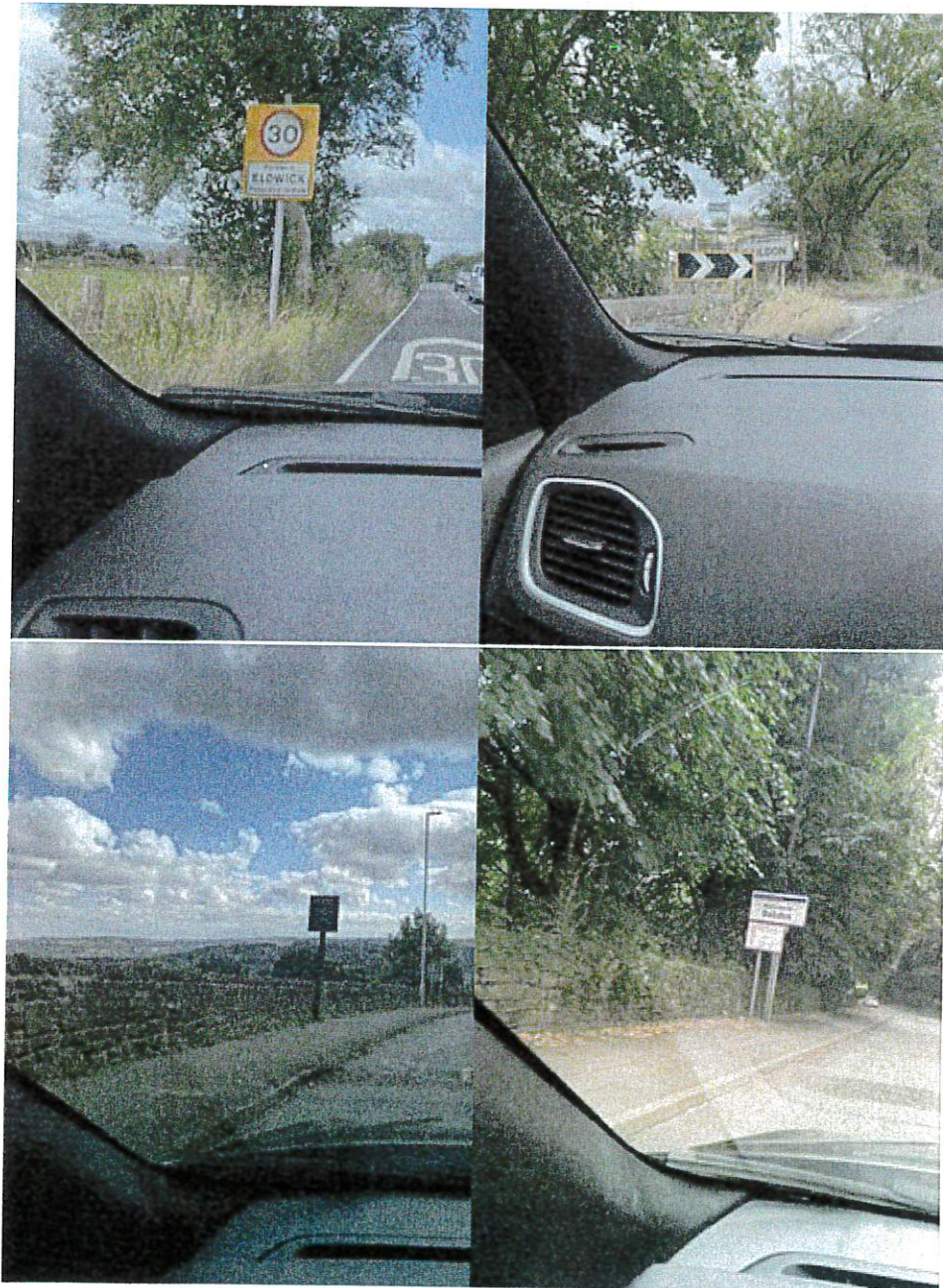
Proposals:

1. **A large Baildon Town Council sign** on the front of the BTC offices facing Northgate
2. **Three lockable glass-fronted Baildon Town Council Notice Boards** with contact details, lists of forthcoming meetings open to the public, the latest Newsletter and Annual Report:
 - facing out from the ground floor window at Baildon Library
 - on Coach Road at the entrance to Roberts Park, opposite the row of shops
 - on Otley Road in the Woodcot green space next to the Charlestown and Low Baildon Historical Society's Notice Board

3. Boundary Signs:

Current Signs:

- two historic Baildon signs on A6038 A) on Baildon Bridge; B) at the top of Hollins Hill
- two Bradford Council signs on C) Glovershaw Lane, below the Glen Road/Bingley Road junction 30 mph towards Eldwick c300 yards inside Baildon; D) top of Hollins Hill
- One plain Baildon sign E) towards Baildon at the Glovershaw Beck boundary
- No signs: F) Footbridge at Roberts Park across River Aire from Saltaire village; G) Hawksworth Road before Low Springs; H) Old Hollins Hill (Esholt) south of B6153 Park Road, Guiseley





Proposed New Boundary Signs:

BTC should commission six (excluding C & H) new bespoke Baildon signs, after consultation with Baildon Civic and Historical Society on their design, and with permission and an estimate of costs from Bradford Council Highways.

Other Town and Parish Councils erect these types of Boundary Sign to promote civic awareness and a sense of belonging.

Attached: map of Baildon showing the above locations, and photographs of existing Boundary Signs

4. Communication – proposals should be developed which build this clarity into partner organisations, in particular Bradford Council, Transport bodies and local schools, other neighbouring parish and town councils, local political parties.

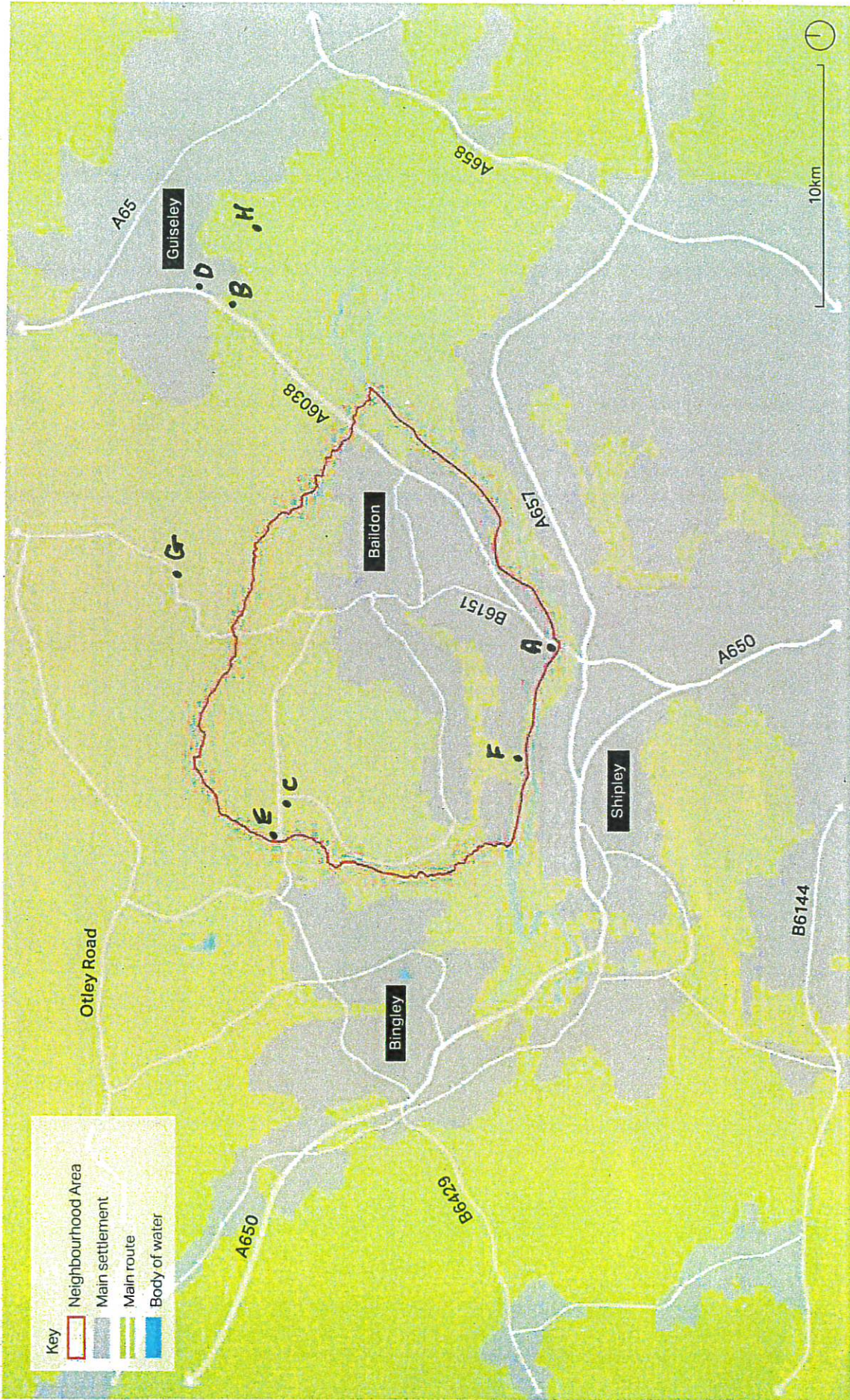


Figure 02: Baildon study area