

STREET SPACE

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STREET SPACE

Street Space works with people to reimagine their streets and spaces to make them feel safe, bring joy & social connection

1.0

Introduction

Shipley is a historic market town set along the River Aire and the Leeds Liverpool Canal. The town bridges the urban centre of Bradford with the scenic landscapes of the Aire Valley and nearby Yorkshire Dales. Shipley grew from a small rural settlement into a bustling industrial centre during the 19th century textile boom. Its location made it a crucial transport hub, served by major rail connections and the canal. The population of the Shipley ward area is steadily growing and is currently around 15,000.

Alongside excellent rail links, major A roads run directly through Shipley, segregating the town and significantly shaping its context and potential. It is estimated that roughly 25% to 30% of all car trips in and around Shipley are under 2km and potentially could be walked or cycled. This is the focus for this piece of work.

In March 2026, Living Streets Shipley Saltaire commissioned Street Space to facilitate a community listening exercise leading to the collaborative design of low-cost interventions to improve conditions for walking and cycling at difficult and dangerous crossing points. The main aim of this work is to unlock cost effective highway tweaks and changes to make it easier and safer to walk, wheel and cycle. Thus enabling more short trips to be walked, wheeled and cycled more often.

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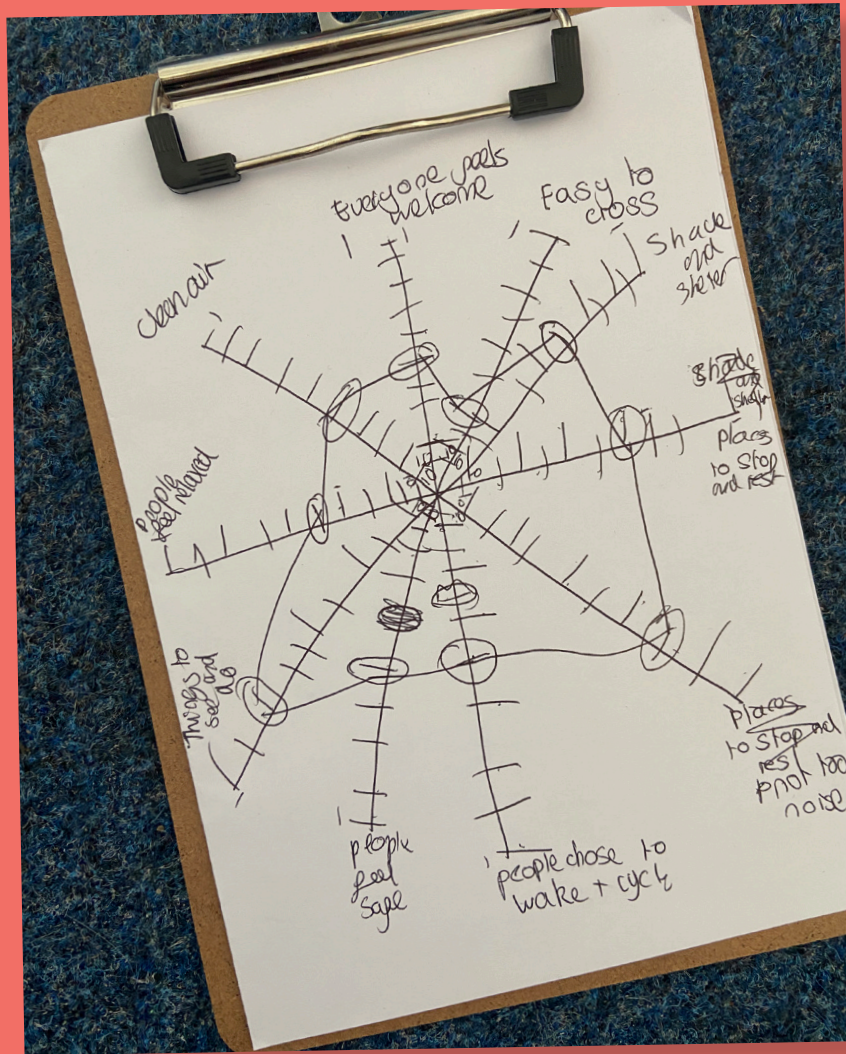
1.1 Background Context

This project has been commissioned against a backdrop of ongoing capital delivery and investment in Shipley, delivered by City of Bradford Metropolitan District Council (CDMDC) and supported by Shipley Town Council, Shipley Active Travel Hub and many others.

This work hopes to build on and add to these successful schemes and take them even further. The following initiatives delivered over the last six years have kickstarted a shift in local expectation and demand for how we use our shared street space.

Relevant initiatives include:

- Saltaire Active Travel Neighbourhood
- School Streets at Shipley C of E Primary and Saltaire Primary
- Towpath improvements and new secure bike parking
- New signalised crossing on Gordon Terrace and addition of a pedestrian phase at Otley Road - Station Road crossing
- CAZ funding for Saltaire Primary, Shipley C of E and and Wycliffe CE Primary Schools



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Community Listening

During Spring and Summer 2026 the Street Space team undertook a community listening exercise in Shipley and Saltaire to explore and understand the key issues and aspirations relating to moving around locally.

We undertook the following engagement activities:

- **Heard from over 50 people** at our Shipley Market pop up
- **Healthy Street audit** with 12 youth group members from Shipley Baptist Church
- Facilitated **one collaborative design workshop** with over 20 community members
- Distributed **100 workshop posters and fliers** to community groups and local businesses
- Brought together **14 local stakeholders** relevant to active travel in Bradford District
- Led two urban design site visits to **analyse key traffic, movement and place issues**
- One **cycle area visit** with CBMDC Active Travel Champion and Upcycle MCF



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2.1

Key Findings

Combining analysis of conversations at our pop up market stand, Living Streets meetings, community speed watch, youth group session and our own lived experience as a community based organisation living and working in Shipley for over five years; we've developed the following summary of key issues:

- There's a wide gap in understanding and perception about the level of service provided depending on how people move around locally
- Hostile environment for people on bikes
- Daily infringements of pedestrian space including pavement parking, stopping on crossing points, parking on double yellow lines combined with a lack of enforcement creates widespread sense of unsafety for pedestrians
- Speeding and anti-social driving is a regular occurrence across the area
- Long wait times at signalised crossing points and overflowing pedestrian reserves at busy times
- Exposed, wide pedestrian crossings between tactile paving
- Pedestrians and people on bikes actively pursue indirect routes due to sense of unsafety and pollution levels

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Lack of signage

Lack of bike parking

Vital missing pedestrian
and cycle links

Narrow pavements

Unsafe crossings

Pavement parking

Speeding

Lack of crossings

Cut through traffic,
traffic calming needed

Driving on pavement

This map shows a small selection of
popular comments from our crowd
sourced online map available here.



SCAN HERE

“A car went through a red light here when I was crossing with my daughter and buggy... we were lucky this time but I was very shaken”

“I’ve just learnt to avoid the busiest junctions and streets that feel so unsafe and polluted. I walk along the canal or cut through the estate.. but it’s not the most direct route and takes longer”

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“Sometimes I can’t get my buggy out of the front door because someone has parked too close on the pavement. The whole dominant culture of the area is all about cars, no-one cares about what it’s like to be a pedestrian or on a bike even with small kids”

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Towards Safer Crossings

However, we also heard there's a huge appetite for more ambitious measures to prioritise walking, wheeling and cycling locally. People want to see safer streets with more traffic calming, better links for walking and cycling connections as well as artwork and more signage.

There was a real buzz at the community design workshop and participants were excited by the possibilities and examples shared with new ideas taken on quickly by groups during the participatory design exercise.

The local organisations and groups represented at the design workshop is listed below:

- Saltaire Village Society
- Save our Saltaire
- Shipley in Bloom
- Shipley Active Travel Hub
- Play Street Pioneers
- Shipley Salvation Army
- Living Streets Shipley Saltaire
- Shipley Ward Councillors

3.1

Key Observations

Despite high levels of amenities within walking distance and excellent public transport links, Shipley feels heavily dominated by motor traffic, with wide roads (including a dual carriageway in the heart of the town).

High levels of vehicular movement and the associated road infrastructure limit pedestrian connectivity with uncomfortable crossing points and a poor-quality walking environment in some key areas, often constrained by barriers. In particular, many side roads are very wide and crossing them feels unnecessarily unsafe. There is a pleasant cycle route along the canal, but cycling elsewhere feels unsafe and unwelcome.

As a result, the town's local amenities do not feel safely accessible on foot or by bike, increasing dependency on motor vehicles. This is confirmed by the number of short trips taking place by car. Saltaire is no exception. Despite its exceptional architectural and historic character, its streets are dominated by parked vehicles, occupying pavements and much of the available street space. Front doors are hidden behind cars, social interaction is limited and walking feels unsafe and unpleasant, particularly for vulnerable users. The streets feel cluttered and vehicle-dominated, detracting from the character of the area and making walking through the village less enjoyable than it should be.

Our engagement, alongside wider evidence collected from ward councillors and community speed watch, confirms these issues as key local concerns. This demonstrates a strong public interest in improving pedestrian safety and tackling vehicular speeds as priority matters.

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3.2

Key Opportunities

Reducing the dominance of motor traffic is a complex challenge, requiring a combination of significant physical interventions and changes in travel behavior.

However, a few simple design measures can shift the perception of a car-centered environment towards a more pedestrian and cycle-friendly highway space, encouraging gentler driving behavior and slower vehicle speeds, and making more sustainable travel choices feel more natural.

The following interventions would help to introduce this shift:

- **slow streets**
- **gateway features**
- **verges and rain gardens**
- **side road zebra crossings**

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3.3

Key Opportunities

The first requirement to encourage this shift is **slow streets**. Introducing a blanket 20 mph speed limit in sensitive areas, such as residential streets and streets with attractors such as shops, schools or local amenities, can create a quieter and more pleasant highway environment.

Slow streets should be introduced not only through appropriate signage, but also through **gateway features**, such as narrower and greener entrances, which not only define a change in the driving environment but also allow for shorter crossings along pedestrian desire lines.

Significant changes in kerb alignment can be costly, but softening the kerbside with **verges or raingardens** can achieve a narrower and slower street, creating a pleasant buffer between

pavements and the carriageway and encouraging a more relaxed driving environment.

Gateway features would also allow for the introduction of short, accessible side-road crossings, which could be enhanced by **side-road zebra crossings**. These would not only emphasise pedestrian priority at these locations, in line with the most recent Highway Code, but also draw attention to the presence and needs of people traveling on foot.

Residential streets could go a step further and aspire to reduce parking spaces and introduce car club bays, while seeking opportunities for off-road parking in order to provide more space for cycle hangars, greening and even play.

In Saltaire, streets were not designed to accommodate parked cars and should be rethought as shared spaces where pedestrians can feel comfortable walking on the road.

3.4

Design Solutions

Throughout engagement community members highlighted numerous examples of dangerous crossings.

We decided to focus this study on three locations with common issues across the ward. Our hope is the impact of these designs can be multiplied, moving towards a new pattern of public realm in Shipley.

None of these ideas are radical or revolutionary but subtly create safer opportunities for pedestrians to cross, calm traffic speeds and invite a different kind of driving that responds to the local conditions and pedestrian context, not just the other vehicles.

The locations we have designed for are:

Iver Way

A template for a wide mouthed junction with high pedestrian footfall

Grosvenor Road

A template for a residential side street with high volumes of cut through traffic; a school, nursery and lots of pedestrians

Saltaire Village Streets

A template for narrow terraced streets with pavement parking and poor pedestrian access



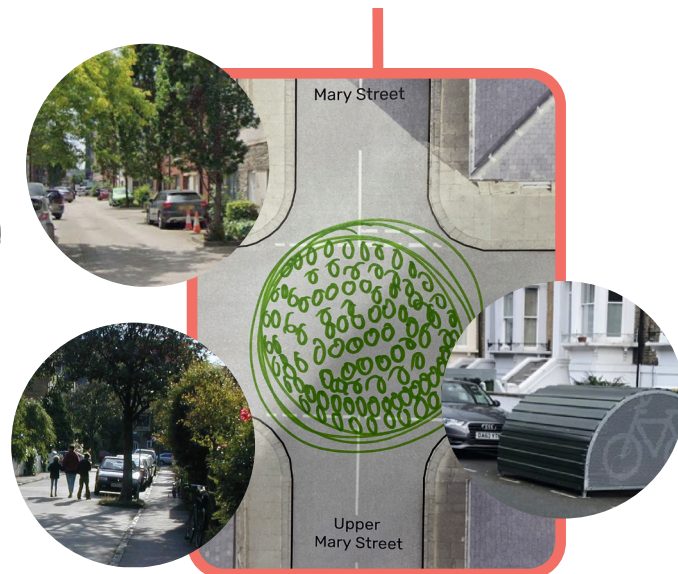
Iver Way / St Paul's Road
Inspiration included rain gardens to build out the kerbs and shorten crossing.



Grosvenor Road / Bradford Road
Inspiration included continuous pavement crossing, planting and give way markings.



Saltire Village Streets
Inspiration included bike parking, parking bays and cobbled roundels and gateway features.



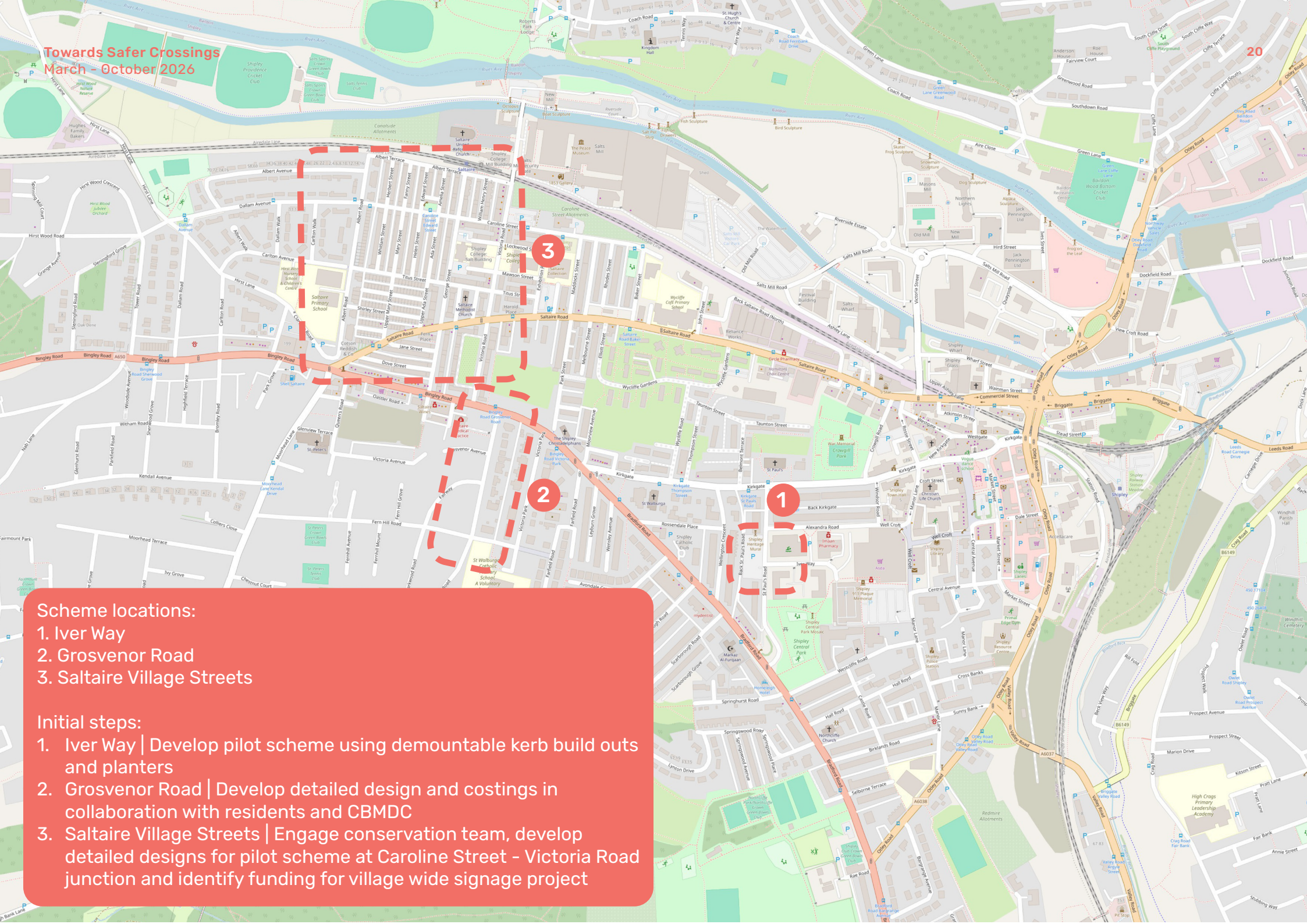
Towards Safer Crossings March - October 2026

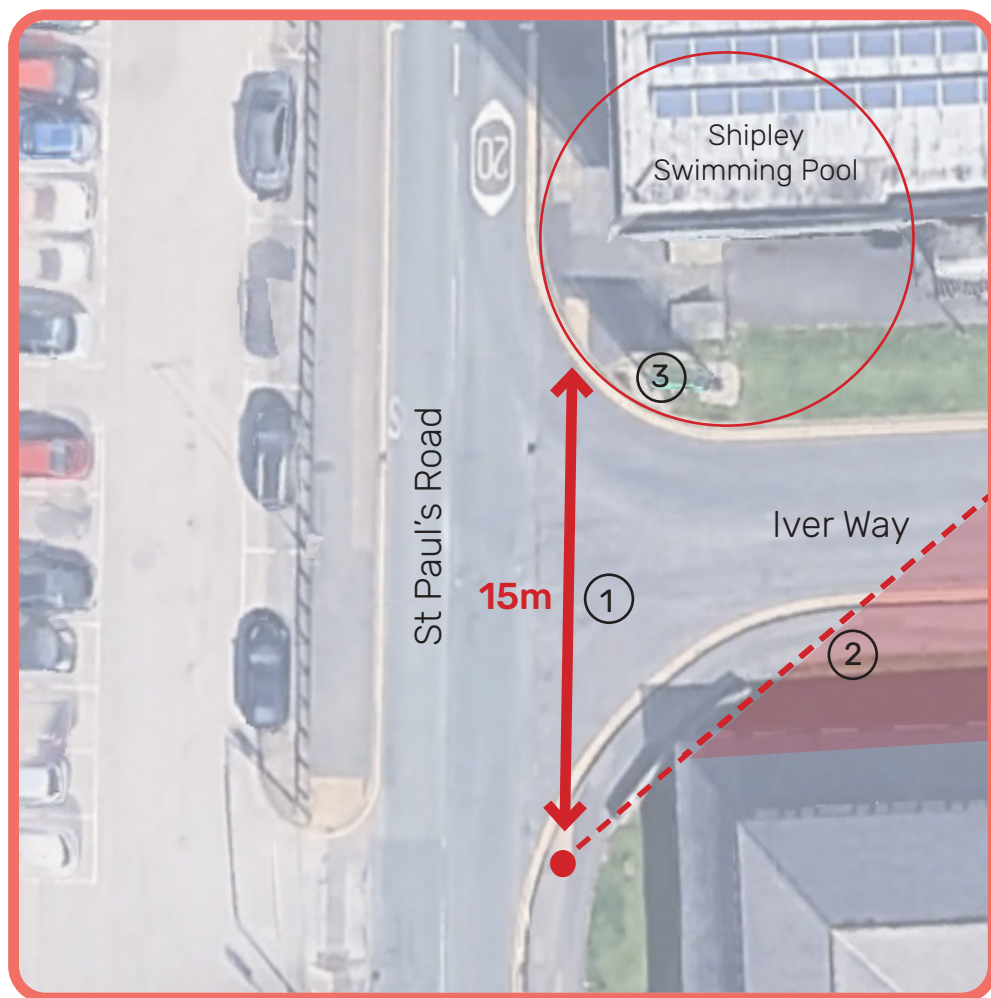
Scheme locations:

1. Iver Way
2. Grosvenor Road
3. Saltaire Village Streets

Initial steps:

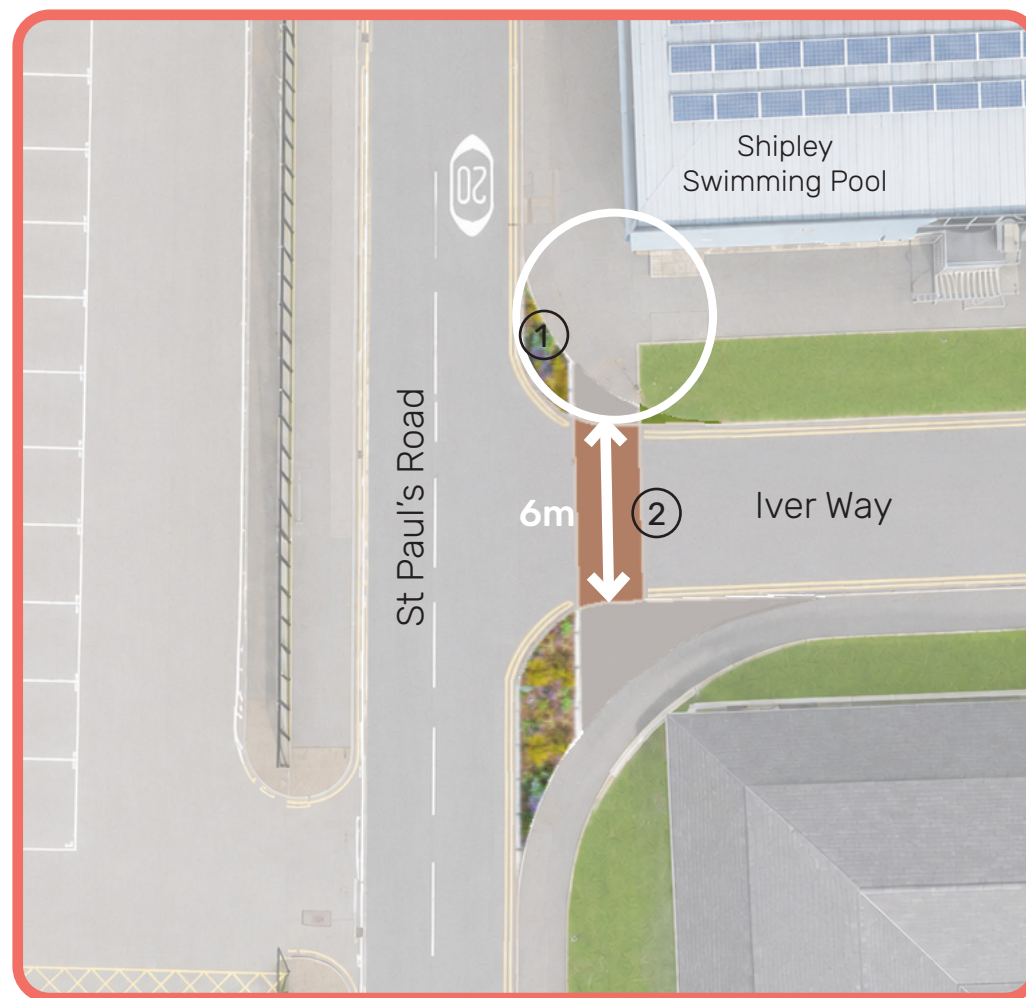
1. Iver Way | Develop pilot scheme using demountable kerb build outs and planters
2. Grosvenor Road | Develop detailed design and costings in collaboration with residents and CBMDC
3. Saltaire Village Streets | Engage conservation team, develop detailed designs for pilot scheme at Caroline Street - Victoria Road junction and identify funding for village wide signage project





Iver Way / St Paul's Road Existing

1. Very long (15m) crossing distance between dropped kerbs / tactile zone.
2. Large blind area due to building requires crossing with no visibility of approaching cars.
3. Large radius junction encourages high speeds.



Iver Way / St Paul's Road Proposed

1. Rain gardens will help tighten the junction to reduce crossing length and slow traffic down. As this is a 20mph zone, larger vehicles can safely use the whole carriageway to negotiate the junction.
2. Courtesy crossing in buff colour or implied zebra crossing with shorter crossing distance and good visibility.



Grosvenor Road Existing

1. High volumes of cut through traffic avoiding queues on Bradford Road and cutting through Grosvenor to Moorhead Lane
2. High levels of near misses and road traffic accidents alongside high pedestrian flows relating to a nursery and primary school

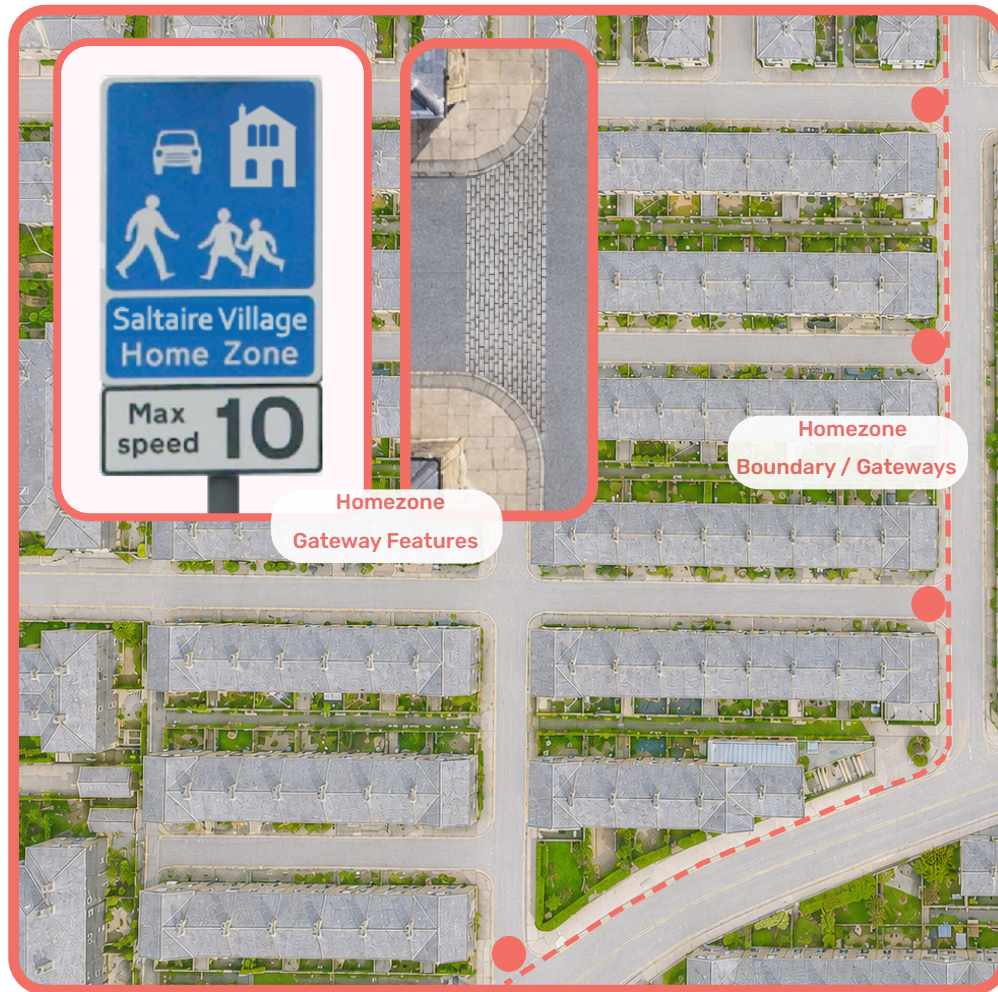


Grosvenor Road Proposed

1. Rain gardens to create chicanes and slow traffic down. They could provide an opportunity to install a system of 'give way to oncoming vehicles' or a series of speed cushions re-aligned, adjacent to the rain gardens to ensure cars are affected
2. Build out to reduce crossing length and courtesy crossing in buff colour or implied zebra crossing
3. Rain garden to reduce carriageway width and improve drainage approaching the junction



Grosvenor Road Proposed - Artists impression near nursery and school



Saltaire Village Homezone

Due to the very limited size of both carriageway and pavement, Saltaire's streets should be designed as 'homezone' with pedestrians expected to walk on the carriageway. A clear gateway to highlight 'people friendly' streets will need to be defined with signage and features such as cobbles or greening



Saltaire Village Cross Roads

Junctions could be highlighted by a roundel to create an informal roundabout and slow down vehicles approaching the junction. The roundel could be in local setts, recalling historical features of the area.

4.0

Conclusion

Shingley is a vibrant and well connected market town. As passionate local residents we're determined that it could be even better. A number of small changes as described in this report, would help to begin to re-prioritise people walking, wheeling and cycling over cars at a number of key locations.

Recent changes to the UK Highway Code and the adoption of the Hierarchy of Road Users demonstrate a real need to re-balance our local streets and spaces and in turn have a significant positive impact on local people's health and wellbeing. With an engaged Town Council, adopted climate action plan and refreshed market square this is the perfect time to make it safer and easier to walk, wheel and cycle locally.

Small, relatively low cost interventions could significantly improve the health and wellbeing of Shingley residents as well as improving air quality, road safety and boosting local business. More funding is becoming available to support these outcomes and having a set of designs developed with existing local support, ready for implementation can be key to ensure funding allocation.

5.0

Next Steps

From our experience, the next steps towards making change possible are:

- Further discussion with the project steering group including CBMDC Highways Officers and Shipley Ward Members about how we can progress these design priorities into a delivery or pilot phase
- Galvanise support for these types of interventions across Shipley through movement building by Living Streets Shipley Saltaire and other local community organisations
- Seek funding to develop design ideas into pilot schemes of temporary interventions such as demountable kerb build outs
- Continue to build the case for looking at streets differently locally e.g. play streets and cargo bike library schemes etc.

Sharing the findings of this engagement report with ward councillors and the relevant CBMDC officers mentioned is a key move to highlight the local support and appetite for change.

5.1 What else is needed?

It is also recommended that additional steps are taken to scope the feasibility of the design approach explored in this exercise. This should include:

- A site survey to assess potential constraints to the implementation of the suggested solutions, like visibility, statutory undertakers and drainage constraints.
- Engage CBMDC Highway officers in a technical discussion to confirm the design approach.
- Develop 1:200 preliminary design and indicative costing of the key areas.
- Door knocking households on streets impacted by each proposed intervention site to ensure support for the designs
- Vehicular and pedestrian counts and speed surveys to gather baseline data

The above steps would put Living Streets Shipley Saltaire in partnership with CBMDC and Shipley Town Council in the best position to agree designs and progress funding bids as they become available.

5.2

Priorities for CBMDC

Do now:

Engage with Living Streets Shipley Saltaire and Shipley Town Council to form a partnership and study these proposals in detail to plan a way forward and consider scheme prioritisation.

Investigate:

Funding to commission site, feasibility and baseline data surveys needed at locations to be developed.

Long term ambition:

Work in partnership with Living Streets Shipley Saltaire and Shipley Town Council to move proposals into delivery or pilot phases in close collaboration, tie proposals into capital funding programmes where appropriate or work together to seek external capital or development funding.

“The school street is excellent, more of this needed please!”

“As someone living near Saltaire who has to cross Bingley Road everyday I find them maddening, poorly located and some not as safe as they could be”

“I have quite a lot of views about road/pedestrian safety in the area, I think it’s my number one concern around here”

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Contact

Please do not hesitate to get in touch if you have any questions.

Funding for this commission was received with thanks from Shipley Town Council and Bradford Shipley Travel Alliance.

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