



Report to Cabinet

Subject Draft Action Plan for Arnold Town Centre

Date 7 April 2005

Author Town Centres Manager on behalf of Head of Cabinet Office

1. Purpose of the Report

- To present the findings of recent consultation with stakeholders and residents about Arnold Town Centre.
- To seek Cabinet approval of a draft Action Plan for Arnold Town Centre, to be subject of further consultation with stakeholders.

2. Background

At its meeting held in December 2004, Cabinet agreed an outline Town Centres Strategy and a programme of further consultation, from which Action Plans could be developed for the four main shopping areas of Arnold, Netherfield, Carlton/Carlton Hill and Mapperley.

A comprehensive consultation programme has been conducted for the first of these, covering the Arnold shopping centre.

The consultation included with 27 face-to-face interviews with business managers and stakeholders, representing 30 businesses/organisations, and 320 on-street surveys with shoppers/visitors.

Arising from these extensive comments, a draft Action Plan has been prepared. A copy of the Action Plan is attached at **Appendix A** to this report.

3. Summary of issues raised

The consultation offers an overview of the current state of Arnold Town Centre and of community and stakeholder priorities for improvement.

Full details are included in the Action Plan, including tabulated results of the consultation exercise with shoppers.

A summary of the key issues raised is set out below.

- In overall terms, Arnold Town Centre is not an area in decline but does need some support from Gedling Borough Council, Gedling Community Safety Partnership, Nottinghamshire County Council and other relevant partners to facilitate improvements.
- The level of footfall across the whole of the town centre has fallen slightly since the Severn Trent works.
- Many of Arnold's businesses are bucking the national trend of a decline in retail spending, having increased the level of spend per transaction despite the fall in numbers of people frequenting their shop. As a result of this they are remaining stable or have seen minor levels of growth. Some stores are doing very well - some retailers consulted have seen growth in sales of 15-25% in the last year through rebranding and market growth.
- The market is no longer the strong attraction for shoppers to the town centre but remains a vital part of the local economy. This has shown in trade falling steadily over the past three years on market days, particularly Tuesdays, which were traditionally as strong for trade as a Friday.
- Though there are few vacant retail units, the town has the image of having are too many charity shops and estate agencies - the majority of businesses including charity shops consulted feel that it has now reached saturation point.
- Retailers and shoppers would like to see an 'up market' major high street clothing retailer in the town centre and more independent shops to provide variety.
- Reported crime for the Town Centre beat has fallen significantly over the past ten months, with reductions recorded in most key crime categories.
- There are perceived problems with groups of youths in the evenings and at school lunch times across the town centre causing anti-social behaviour and raising the fear of crime. Stronger lighting is felt to be required in a number of congregation points;
 - Canopy at the side of the Co-op
 - GBC car park at the rear of the Co-op
 - Around the canopy and steps between the Leisure Centre and Library
 - Around the Mayors Garden at the side of Asda
- The Library and Salvation Army Church have seen a significant fall of up to 75% in room bookings for their conference facilities because of the 3hour limit on car parking.

- All businesses felt that the general level of cleanliness in the town centre is very good.
- The public toilets are perceived as poor quality.
- While there was no strong support for the introduction of car parking charges, there were only two examples of strong opposition. The majority felt that if charging were to be introduced at a similar level to West Bridgford, with strong enforcement, its introduction would not be opposed.

4. Summary of Possible Action Points

The draft proposals set out in the Action Plan are derived from comments and suggestions made throughout the consultation.

They are listed in full in the draft Action Plan, themed around the four priority issues of

- Retail Diversity & Vitality
- Traffic, Transport & Accessibility
- Crime & Disorder
- Publicity & Promotions

A summary of proposed actions is set out below.

- Attain the nationally approved Home Office '*Safer Shopping/Business Award*' to successfully co-ordinate the combined efforts of the retailers, Council and Police.
- Increase the levels of lighting at the rear of shops to reduce burglaries, anti-social behaviour and the fear of crime.
- Create a portfolio of statistics and facts about the town centre to promote to potential investors and businesses thinking of moving to the area. This could be sent to surveyors, letting/managing agents and landlords to provide information to prospective businesses about positive issues on the town they would not find on a normal visit; successful Shop and Pub Watch with active radio scheme, Town Centre Police Beat Manager and PCSO, Town Centre Manager, etc.
- Council to work with businesses to promote Sunday trading and late night Christmas openings.
- Work with the landlords and letting/managing agents on making vacant units look more attractive - this could be in the form of window display graphic stickers.
- Improve the quality of the public toilets.
- Improve the quality of the pavements by removing all chewing gum and stains with periodic use of the graffiti removal steam cleaner.
- Establish a working group of key partners to share information about the town centre, to include Town Centre Manager, wardens, Police, street cleaner, etc.

- More promotion of the area to attract more customers and increase the level of footfall.
- The council to take a lead on promotions and events on the pedestrianised area. Particularly favoured are Farmers, Continental and Craft markets.
- Continue to support the Shop and Pub Watch Schemes and radio scheme.
- Continue to facilitate events like Christmas lights switch-on, charity concert, etc.

Since the consultation exercise was carried out, there have been further developments in relation to the “Master Plan” for the northern end of the town centre, with budgetary approval being made for the appointment of consultants to progress feasibility and options studies.

In due course, therefore, it may make sense to incorporate any actions arising from this work in the Action Plan, and steps will be taken to ensure a “joined-up” approach between the two related initiatives.

5. Resource Implications

Actions proposed in the draft Action Plan will require financial and staffing resource to be delivered.

Within the Council, the actions may impact on various departments, including Cabinet Office, Direct Services, Legal and Democratic Services, Leisure and Planning & Environment.

Some actions may be deliverable from within existing resources or by “bending” existing programmes. There is, for example, an existing budget for Town Centre activities.

Steps will also be taken to attract further external funding to support initiatives wherever possible.

Any further actions requiring additional financial support from the Borough Council will be progressed through the Council’s agreed resource development bidding processes.

There are also proposals that will require resource commitments from other agencies if they are to be progressed. These include Nottinghamshire County Council (Highways, Local Transport Team and Culture and Community), Nottinghamshire Police, Arnold Business Forum and local businesses.

It will be important for those agencies to commit to making funds and other support available if the Action Plan is to progress and these points will be raised in consultation, with further negotiations to follow as appropriate.

6. The Way Forward

It is proposed that the draft Action Plan is sent out to a range of key stakeholders, seeking views on the proposed actions and, where appropriate, commitment to support delivery of the actions.

Those stakeholders will include business sector consultees, local residents' groups, Arnold Local Area Forum and local elected members. Views will also be sought from the Borough Council's Scrutiny Committees.

The draft Action Plan will also be made available for public consultation through the Council's website and through a display in and around the Town Centre over the coming weeks.

The consultation will take place during April and May and consideration will be given to any changes to the Action Plan, based on issues raised in consultation, in consultation with the Portfolio Holder for Development and Economic Regeneration.

A final Action Plan will then be submitted to the Portfolio Holder for decision, hopefully in early June. This would allow work to begin on delivery of the Action Plan during the Summer.

7. Progress in Other Areas

Consultation on an Action Plan for Netherfield is in progress. It is hoped that a draft Action Plan for that area will be ready for consultation as part of the Netherfield "Re-visioning" weekend in June.

Consultation in the remaining areas is likely to be programmed to take place in late Spring/early Summer, with a view to developing Action Plans for those areas later in the year.

8. Recommendation

Cabinet is recommended to agree the draft Action Plan for Arnold Town Centre for consultation as outlined in this report.

Arnold Town Centre

(Draft for consultation)

Action Plan

1. Introduction

Town Centre Management – A Definition: ‘the effective co-ordination of private and public sector interests working in partnership to create a successful town centre – for the benefit of all’

Association of Town Centre Management

This is the second Action Plan that has been specifically produced for Arnold Town Centre. It is a collaboration of ideas formulated through private interviews with business managers and shoppers/visitors to the town centre.

The concept of Town Centre Management is not new but has grown considerably over the last ten years into a high profile, successful, action-focused partnership process in many towns and cities through the country.

The success of any town centre needs to be based on a range of attractions, facilities and services including shops, financial, entertainment and leisure. Town centres continue to play a very important role in society. Therefore it is vitally important that we all cater for the range of people using Arnold including workers, local residents, shoppers, business visitors and those that spend their leisure time in the area. Attention also needs to be paid to the *environment* of Arnold in that it must be clean, pleasant and give a feeling of safety to all that attend.

Arnold remains the top district shopping centre in Nottinghamshire and amongst the top in the East Midlands, confirmed in the recent report ‘*Nottinghamshire & Greater Nottingham Retail Studies*’ commissioned by Nottinghamshire County Council and conducted by CB Hillier Parker.

This plan aims to ensure it stays there, and builds on its strengths.

Mark Armstrong

TOWN CENTRES MANAGER

2. Purpose of the Action Plan

Arnold Town Centre is a thriving shopping destination with a very active business community supported by very strong link to Gedling Borough Council, Police and CCTV.

Arnold has benefited from vital drainage improvement and flood elevation works carried out by Severn Trent but suffered severe disruption and has lost a small amount of trade and footfall to other areas as a result. This report will try and reverse these perceived problems.

Based on consultation proposed priority issues are:

- Retail Diversity & Vitality
- Traffic, Transport & Accessibility
- Crime & Disorder
- Publicity & Promotions

This is to formulate a short-term practical plan for implementing objectives that are time and resource focused.

Vision

“For Arnold to remain the top district shopping centre in Greater Nottingham”.

- Creating and maintaining an attractive environment and encouraging investment to the Arnold retail sector to ensure that the area is a place where people wish to shop.
- To ease access around the town centre.
- To improve the safety and security of the town centre through partnership working.
- Promotion of environmental improvement, facilitate events and activities, promotion and publicity of information and services.

In each of the priority areas, the proposed time scales for achievement of objectives are as follows:

Short Term	6 Months
Medium Term	1 - 2 Years
Ongoing (Long Term)	2 Years +

3. The base line position

Retail Diversity

Town Centre	Total Count Floorspace (Sq Ft)	Convenience %	Comparison %	Service %	Misc. %	Vacant %
Arnold	422800	37.5	40.5	15.2	3.5	3.3
Beeston	353000	27.4	44.8	20.7	0.7	6.5
Bulwell	436200	38.9	47.1	9.5	0.8	3.8

Source: Experian Ltd. Goad Centre Comparison Report

Outlet Count

Town Centre	Total Count
Arnold	173
Beeston	198
Bulwell	129

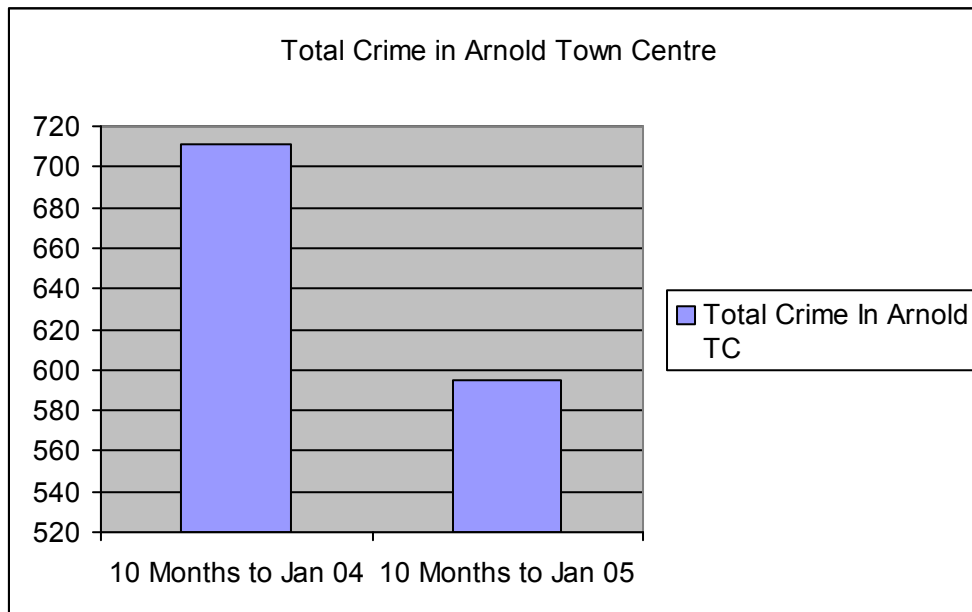
Source: Experian Ltd. Goad Centre Comparison Report

Crime

Arnold Town Centre Beat

The chart below compares total crime on the Arnold Town Centre Beat comparing the 10 months April 2003 – January 2004 with the April 2004 – January 2005.

The headline figure reflects a 16.3% reduction.



Further analysis of the recorded crime figures highlight;

- Violent crime has remained the same compared to a national 9% increase.
- Robbery has reduced by 50%
- Burglary has reduced by 27.7%
- Theft and Handling has reduced by 11.7%
- Vehicle crime has reduced by 6%
- Fraud and Forgery has reduced by 52.6%
- Criminal damage has increased by 10.2%

4. Consultation Process

Businesses and other stakeholders

There were 26 face-to-face interviews conducted between 31st January and 8th March 2005, representing 29 businesses or organisations, within the privacy of the interviewee's own business/office. All of the interviewees were sent a letter at least 10 days prior explaining what the consultation was for and give four very broad topic areas. They were not give specific topics to discuss to avoid influencing them and to encourage open discussion on any ideas they may have no matter how small and insignificant, or large and unachievable.

All of the businesses were randomly selected but an attempt was made to try and cover the full retail mix of the town centre, geographical area north/south and large multiples and small independents. The key stakeholders of police, leisure centre, library, health centre, bus operator, market and significant landlord were also chosen because of their influence and impact on the town centre.

All consultees were all told at the start of the interview that it was an informal discussion of ideas on ways to improve the town centre, current problems and strengths. Each interview lasted approximately an hour with most of them having made notes prior to my arrival. Most had also consulted with their staff to get broader ideas and suggestions. Many expressed at the start that their input may be limited as they only work in the area, don't come back to shop/visit/socialise, so their concerns were only what they had thought of in the few days prior to the interview or had concerns on specifically related to the management of their businesses and/or problems within the immediate proximity of their business in the town centre.

They were also made aware that any discussions were confidential and that any recommendations would not be attributed back to them as an individual or to the business - therefore response details in this report are anonymous.

On-street surveys with shoppers and visitors

320 questionnaires completed between 7th – 28th February 2005 with shoppers, and some with staff via e-mail who shop/visit the town centre. Only topic areas where the role of the Town Centres Manager could make a significant impact were covered, or where the data would be useful for future decisions and progress.

The on-street surveys were conducted by Cabinet Office staff (Community Project Officers and Crime Reduction Assistant), across the town centre focusing particularly on areas of high footfall around the Market, on the pedestrianised area and in front of the main entrance to Asda. This was to ensure that the perceived north/south divide was covered.

The surveys were also completed throughout the week and across the full business trading day, mornings and afternoons but excluded weekends.

- Results of the on-street shoppers survey are attached as Appendix B.
- Summary of additional comments from on-street shoppers survey attached as Appendix C.

Theme 1 - Retail Diversity & Vitality

*'To build upon Arnold's strengths
as the top district shopping centre'*

After consultation it is felt that saturation point has been reached with charity shops and estate agents.

It is understood that a number of high profile national multiple retailers want to take premises in the town centre but can't find suitable accommodation in their desired location or unit size.

Issues around the retail 'mix' can best be addressed by promoting the attractiveness of the town to potential retailers, and by making available retail units of the right size for such retailers. The Council alone does not have the power to do this (for example it can not restrict the number of charity shops) - the market has to do this. The Council can help – for example by promoting the attractiveness of the town to potential new retailers, and making sure the shopping environment is kept clean.

Suggested outcomes here might be:

- Increased footfall (though a baseline position is needed)
- Increased turnover for existing business (measured by survey)
- Attraction of one or more larger national retailers
- Possible outcomes from north-end masterplan (to be discussed)

Suggested Actions

- 1.1 Gedling Borough Council has been encouraged to take measures to increase the level of shoppers and visitors (footfall) to the town centre.
- 1.2 Gedling Borough Council to work with businesses to take a lead on promoting and co-ordinating the opening and trading of shops on Sundays to make it an active and vibrant shopping destination.
- 1.3 Gedling Borough Council to work with businesses to promote and co-ordinate late night shopping around the Christmas period.

- 1.4 Create a portfolio of area statistics and facts about the town centre to be provided to landlords and letting/managing agents. It could include information on the active Shop and Pub Watch Schemes supported by the successful 'not for profit' radio scheme, dedicated Town Centre Police Beat Manager and Police Community Support Officer, CCTV, Town Centre Manager, Local Area Forum, etc.
- 1.5 Work with landlords and letting/managing agents on measures to make vacant shop units more attractive. Large colourful graphic window stickers with positive messages and images of the town centre on so that the town shows it is cared for. This is used in the shopping centres in Nottingham City and can be easily removed once occupied.
- 1.6 Better signage, lighting, security and cleaning of the public toilets.
- 1.7 Repair and maintenance of the steps between the Library and Leisure Centre.
- 1.8 Replanting/landscaping of the flowerbeds around the area between the Library and Leisure Centre.
- 1.9 Large blank walls would benefit from public art and/or public information notice boards.
- 1.10 Cleaning of the pavements to remove chewing gum and stains.
- 1.11 Encourage the use of the market and secure its place in the town centre in the Local Plan.
- 1.12 Encourage a hot snack/confectionary/bakery food retailer to open on a Sunday as trade is lost by shoppers leaving the area, making purchases from other areas.
- 1.13 Relocate the waste bin outside Wilkinson's
- 1.14 Facilitate the repair of the clock on the wall at the side of the Save the Children Charity Shop, Front Street.

Theme 2 - Traffic, Transport & Accessibility

'To ease access around the town centre'

Traffic, transport and accessibility issues are the responsibility of Nottinghamshire County Council. There were a number of comments made about the pedestrianisation of the top end of Front Street, both for and against. This document will not try to replicate the work that Nottinghamshire County Council has progressed with the '*Arnold Transport Study, Improvements to Front Street*'. Further details attached as Appendix C.

Nottinghamshire County Council is committed to providing a better, safer and more flexible transport system to tackle the problems of congestion and pollution on local roads.

The County Council's road schemes aim to improve safety and reduce accidents, as well as improve routes for public transport, pedestrians and cyclists. By making these travel options safer and easier, it is hoped that more and more people will see them as a realistic alternative to the car, therefore reducing congestion and pollution in Nottinghamshire.

A number of comments were also made about the introduction of car parking charges which have also been dealt with in separate reports and consultation.

Suggested Outcomes

- To be drawn from Nottinghamshire County Council, Arnold Transport Study Improvements to Front Street

Suggested Actions

- 2.1 Better signage to all of the public car parks throughout the town centre.
- 2.2 Open the width of the pavement at the traffic light junction outside Boots Chemist.
- 2.3 Work with the Nottinghamshire County Council to discuss the phasings of the traffic lights which cause congestion and pedestrian crossing between Wilkinson and the Ernehale Pub are dangerous for pedestrians.

- 2.4 Better directional signage to the town centre from the main arterial routes and surrounding area.
- 2.5 Better directional signage to the Leisure Centre and Library.
- 2.6 Stronger enforcement of parking regulations on-street to increase turnover of spaces, promote better traffic flows to ease congestion of illegal parking on pavements, stop abuse of overstaying and parking in disabled bays.
- 2.7 Any future development not to reduce the current level of car parking spaces.
- 2.8 Traffic restrictions to be fully imposed on the pedestrianised area of Front Street, including being able to limit entry to the evening market from Brookfield Road.

Theme 3 - Crime & Disorder reduction

'To improve the safety and security of the town centre through partnership working'



The Community Partnerships Manager at Gedling Borough Council co-ordinates the tactical approach to problem solving in crime reduction in line with agreed strategic objectives. The Gedling Community Safety Partnership (Tactical Group) is the operational arm that interprets the strategic objectives into operational objectives. The Town Centre Manager will deliver the practical aspects of the plans produced by the group.

The main problem expressed by a substantial amount of retailers and key organisations across the town centre are problems with large groups of youths congregating in the town centre at night. They are causing concern to those businesses that trade after the traditional 9am – 5.30pm period as it is felt that the fear of crime is heightened. There is a concerted effort required for a multi-agency approach in partnership with the businesses to combat the problem and reduce the fear of crime.

'Problem Solving' initiatives to be continued

A substantial amount of success has been achieved by starting and co-ordinating the very successful Shop Watch Radio Scheme in the town centre.

In partnership with the police we also work with all of the licensees in the area on measures to solve problems in pubs and clubs with the Pub Watch Scheme.

Working in partnership with the Police Officers, Police Community Support Officers, Police Licensing Officers, CCTV Operators and Gedling Borough Councils Neighbourhood Wardens on problem solving initiatives for both short and long term ongoing problems and support.

Suggested outcomes

To be drawn from the Business Crime Reduction Strategy

- Reduction in recorded crime
- Reduction in theft from shop
- Increase in % of *'feel safe'* from surveys

Suggested Actions

- 3.1 Attain the Home Office accredited '*Safer Shopping/Business Award*' to successfully co-ordinate the efforts of the business community, Council, Police, Shop and Pub Watch to make the town centre safer for all. Further details attached Appendix D.
- 3.2 Subject to funding, upgrade existing CCTV system.
- 3.3 Better street lighting at various parts of the town centre. These may include: -
 - Canopy and foot path at the side of the Co-op
 - Gedling Borough Council car park at the rear of the Co-op
 - Mayors Garden and footpath at the side of Asda, at the corner of the Leisure Centre car park
 - Canopy and forecourt area around the Library and Leisure Centre
 - Flowerbeds at the rear of the Library and Leisure Centre facing Hallams Lane to create a feature of the plants at the northern end of the town centre.
- 3.4 Continue to operate, and where appropriate, further develop Shop Watch, Pub Watch, Radio Scheme and CCTV, and monitor effectiveness
- 3.5 Work with the Neighbourhood Wardens, retailers and businesses to combat the problems of fly tipping at the rear of shops.
- 3.6 Work with the Fire Service and shops/businesses to take measures to secure waste bins away from properties to reduce the risk of fires.
- 3.7 Reduce the risk of burglary at shops by working with the Arnold Town Centre Beat Manager and Police Crime Reduction Manager.
- 3.8 Police to enforce the abuse of on-street parking.
- 3.9 Start a licensed premises group for retailers selling alcohol and cigarettes to discuss solutions to combat problems with underage purchasing.
- 3.10 More patrols by Police, Police Community Support Officers and Neighbourhood Wardens in the evenings around the areas at the rear of shops where large groups of youths congregate.
- 3.11 Work with the Neighbourhood Wardens, Police, Police Community Support Officers and Anti-social Behaviour Co-ordinator to deal with the problem of continues emptying and vandalism of bins and skips at charity shops.
- 3.12 Prosecute people for encouraging increased population of pigeons in the town centre by feeding them periodically with vast quantities of seed/bread.

- 3.13 Enforce parking regulations imposed in the loading bay area at the rear of shops around Wilkinson's, Argos, New Look, Peacocks, etc.
- 3.14 Police, Police Community Support Officers and Neighbourhood Wardens to challenge school children present in the town centre during school hours about truancy.

Theme 4 - Publicity & Promotions

‘Success generates success - Making the image of Arnold’

Initiatives to be continued

Through consultation Gedling Borough Council have been encouraged to continue with the successful organisation of the Christmas lights switch-on and Mayors Annual Charity Concert. They have also been encouraged to provide support and advice to community groups and organisations who want to produce their own events in the town centre. This helps create a sense of place and vibrancy for the town centre.

All projects need to be jointly funded with businesses contributing towards the cost of the initiative.

Suggested outcomes

- Positive view of town
- Contributes to ‘Retail Diversity’ outcomes

Suggested Actions

- 4.1 Positive advertising in the media – explore full page advert in the Nottingham Evening Post, radio adverts, back of bus, etc.
- 4.2 More *‘fun days’* throughout the year to celebrate notable dates like Pancake Day, St Valentines, major sporting events, Easter, Halloween, etc. to attract more people.
- 4.3 Creating the *‘Arnold Experience’* and *‘feel good factor’* with the use of the pedestrianised area for Farmers, Continental and Craft market to increase footfall in the area and raise the profile of the town centre as vibrant and active shopping destination.
- 4.4 Making vacant units look more attractive

- 4.5 More waste bins on High Street, particularly around the junctions use by pedestrians. Particular attention around the Police Station and Salvation Army Church and Chapel Lane.
- 4.6 Periodic street cleaning of the main pedestrian footpaths leading to the town centre.
- 4.7 Promotion of King George V Park for community open days, carnivals, etc to attract more visitors to the town centre.
- 4.8 Discourage the number of on-street surveyors using the pedestrianised area of Front Street at peak periods.
- 4.9 Replace all of the public information notice boards in the town centre to areas of high footfall and keep them updated.
- 4.10 Improve the quality of the Christmas lights and decorations throughout the town centre.
- 4.11 Christmas tree outside the library facing up Church Drive to create a better image for the northern end of the town centre

Appendix A



GEDLING
BOROUGH COUNCIL

Time:

Location:

Date:

ARNOLD TOWN CENTRE SHOPPER'S QUESTIONNAIRE

The Council are looking to develop the shopping areas of Arnold, Netherfield, Mapperley and Carlton by identifying areas of need and improvement to make them more attractive areas to live, work and shop. We would like to know the views of shoppers visiting our shopping areas by answering all of the questions below.

Q1. Which area do you live?

- | | | | | |
|--------------------------|--------------------------|-------------|--------------------------|-------------|
| Arnold | <input type="checkbox"/> | Calverton | <input type="checkbox"/> | Papplewick |
| <input type="checkbox"/> | | | | |
| Woodthorpe | <input type="checkbox"/> | Woodborough | <input type="checkbox"/> | Netherfield |
| <input type="checkbox"/> | | | | |
| Top Valley | <input type="checkbox"/> | Lambley | <input type="checkbox"/> | Sherwood |
| <input type="checkbox"/> | | | | |
| Bestwood | <input type="checkbox"/> | Gedling | <input type="checkbox"/> | Bulwell |
| <input type="checkbox"/> | | | | |
| Carlton | <input type="checkbox"/> | Ravenshead | <input type="checkbox"/> | Rise Park |
| <input type="checkbox"/> | | | | |
| Mapperley | <input type="checkbox"/> | Newstead | <input type="checkbox"/> | |
| Other (please specify) | <input type="checkbox"/> | | | |

.....

Q2. What is your Postcode ?

Q3. How did you get here?

- | | |
|-----|--------------------------|
| Car | <input type="checkbox"/> |
| Bus | <input type="checkbox"/> |

- Taxi
- Walked
- Cycled
- Dropped off
- Other (please specify)

.....

Q4. What do you think of the car parking availability in the town centre?

- Plenty of availability
- Difficult to find a parking space
- Used side roads/on street

Q5. Which of the following car parks do you use? (tick all that apply)

- Top of Wilkinsons
- Back of Co-op
- Arnold Leisure Centre
- Arnold Market
- Behind Ilkeston Co-op Travel
- Shop mobility car park
- Other (please specify)

.....

Q6. What is the reason for you visiting the town centre? (tick all that apply)

- | | |
|---|---|
| Food <input type="checkbox"/> | Leisure Centre <input type="checkbox"/> |
| Takeaway <input type="checkbox"/> | Library <input type="checkbox"/> |
| Clothing <input type="checkbox"/> | Hairdresser/Beauty Salon <input type="checkbox"/> |
| Household Goods <input type="checkbox"/> | Pub/restaurant <input type="checkbox"/> |
| Cosmetics/Toiletries <input type="checkbox"/> | Health Centre/Optician <input type="checkbox"/> |
| Equipment Hire <input type="checkbox"/> | Gambling establishment <input type="checkbox"/> |
| Other (please state) <input type="checkbox"/> | |

.....

Q7. Why do you choose to come here to do this? (tick all that apply)

- Close to where I live
- Availability of car parking
- Easily accessible

- Near to my workplace
- Caters for my current shopping needs

Q8. What do you think about the variety of shops in the town centre?

- Good range of shops Yes No - if no answer the following
- Too many of a particular type of shop - please specify.....
- Not enough of a particular type of shop - please specify.....
- Would like to see more shops - please specify

Q9. How safe do you feel going about the town centre in the daytime?

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Very unsafe - go to question 10
- Fairly unsafe - go to question 10
- Don't go out alone

Q10. If you answered very/fairly unsafe were any of the following reasons for you feeling this way?

- Groups of youths
- Generally feel unsafe
- Poor visibility
- Fear of being a victim of crime
- Drugs
- Lack of Police presence

- Speeding traffic
- Damage to vehicles

Q11. Do you come into the town centre in the evening?

- Yes
- No - if no go to question 12

Q12. If no, why is this?

- No need to
- Not near to where I live
- Other (please specify)
-

Q13. Are you aware of the following:-

- Shopwatch Yes No
- Pubwatch Yes No
- CCTV Yes No
- PCSO's Yes No
- Arnold Town Centre Beat Manager Yes No
- Neighbourhood Wardens Yes No

Q14. How satisfied are you with the following public services?

	Very Satisfied	Fairly Satisfied	Neither satisfied or dissatisfied	Fairly dissatisfied	Very dissatisfied
Litter					
Graffiti					
Fly-posting					
Public toilets					
Seating					
Notice boards					
Outdoor events/Entertainment					
Pedestrian Signs					
Highway Signs					

Q15. Do you have any additional comments?

.....

.....
.....

ABOUT YOU – THIS SECTION IS CONFIDENTIAL

What is your ethnic origin?

- White British
 - White Irish
 - White Other
 - Mixed - White and Black Caribbean
 - Mixed – White and Black African
 - Mixed – White and Asian
 - Mixed background - Other
 - Black African
 - Asian Other
 - Black – Caribbean
 - Black British
 - Black – Other
 - Chinese
 - Indian
 - Pakistani
 - Bangladeshi
 - Any other please state
-

Do you have any long-term illness, health problem or disability which limits your daily activities or work that you do?

Yes No

What is your age?

- 17-21 30-39 Over 60
- 22-29 40-60

What sex are you?

Male Female

Appendix B

Analysis of results from on-street survey

From those surveyed 90% classified themselves as 'White British', 65% were female 33% aged 40-60 and 36% over 60.

18% classified themselves as having a disability, long-term illness or health problems limiting daily activities. 73% classified themselves as having no disability limiting their activities.

Where they travelled from?

Arnold	45%
Woodthorpe	10%
Calverton	5%
Carlton	6%
Sherwood	5%

12% - Top Valley, Bestwood, Mapperley, Woodborough, Gedling Ravenshead, Netherfield & Rise Park

19% came from outside of the area.

Travel

Travelled by car to shop	55%
Walked to Arnold	32%
Travelled by bus	16%

Those surveyed gave more than one answer as they travelled by different methods at different shopping trips

Parking

41% - felt there was plenty of availability of parking spaces

34% - felt it was difficult to find a parking space

The most popular were the Leisure Centre and Wilkinson's car parks.

Reason for visiting Arnold

Food	85%
Household Goods	69%
Cosmetics/Toiletries	64%
Clothing	56%
Pub/Restaurant	38%
Health Centre/Optician	36%
Visit Library	28%
Visit Leisure Centre	21%
Hairdresser/Beauty Salon	20%
Takeaway	14%
Other	49%

Reason for choosing to come to Arnold

Close to where living	69%
Caters for current shopping needs	54%
Easily accessible	51%
Availability of car parking	15%

What do you think of the variety of shops?

Good	70%
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If 'not' the reasons given were -

Too many of a particular type shop	22%
Not enough of a particular type of shop	16%
Would like to see more variety	12%

Those surveyed stated that they would like to see more small independent shops, particularly greengrocers. They would also like to see a more up-market shops and a major high street clothing retailer. It was also stated that there are too many charity shops.

How safe do you feel during the day in Arnold?

Very safe	50%
Fairly Safe	39%
Neither safe nor unsafe	5%
Fairly unsafe	2%
Very unsafe	1%
Don't go out alone	1%

For those who answered 'unsafe' the main reason given were -

Groups of youths	8%
Fear of being a victim of crime	4%
Lack of police presence	4%

Awareness of initiatives

Shop Watch	53%
Pub Watch	55%
CCTV	69%
Police Community Support Officers	56%
Town Centre Police Beat Manager	26%
Neighbourhood Wardens	56%

How satisfied are you with the following public services?

	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied
Litter	9	56	16	12	5
Graffiti	12	57	19	7	2
Fly-posters	11	49	27	5	2
Public toilets	1	16	30	19	29
Seating	11	52	20	9	2
Notice boards	4	28	50	10	2
Outdoor events/entertainment	8	37	38	9	3
Pedestrian signs	13	53	25	4	2
Highway signs	12	55	25	2	2

(Expressed as %)

Appendix C

Nottinghamshire County Council Arnold Transport Study Improvements to Front Street

As part of Nottinghamshire County Council's five-year Local Transport Plan, five district centres within Greater Nottingham have been identified to be the focus of transport studies referred to as Mobility Management Action Areas (MMAAs). Arnold is the third of the five to be undertaken.

Objectives

The study objectives are:

1. develop a sustainable town centre that is a safe, healthy and attractive place to live, work and visit;
2. enhance / maintain accessibility by improving public transport, cycle and pedestrian facilities whilst also maintaining satisfactory access for private cars.
3. maintain and enhance the economic well being of the town centre, promoting it as a competitive and attractive place to work, shop and invest in;
4. reduce traffic dominance through effective traffic management; and
5. fully integrate land use and transportation.

Strategy

The County Council aims to create and maintain a sustainable town centre by:

- reducing the need to travel;
- re-allocating road space to favour public transport, walking and cycling;
- improving the walking, cycling and public transport network;
- promoting public transport and improving awareness of sustainable travel.

The process

Following widespread public participation to seek the views of local people (including staffed exhibitions, leaflets to all households, questionnaires etc.) Nottinghamshire County Council and Gedling Borough Council will, in partnership, develop a comprehensive programme of schemes to deliver the above strategy.

The MMAA will be undertaken in three stages with a possible indicative timetable as follows:

1. Year 1 (2003/04): Identification, through consultation, of issues and problems in Arnold.
2. Year 2 (2004/05): Identification of, and consultation on, potential solutions and preferred strategy.
3. Year 3 (2005/06) onwards: Implementation, possibly over a number of years, of a programme of measures.

Nottinghamshire County Council Arnold Transport Study Improvements to Front Street



Last year Nottinghamshire County Council began a transport study in Arnold town centre, in which we asked for your views on the transport issues that were of greatest concern to you. A public exhibition was held during the summer, in which a large percentage of respondents asked us to look at ways of improving the section of Front Street from Worrall Avenue up to Cross Street.

The main concerns were:

- Narrow pavements, especially near the bus shelters, which make it difficult to get by
- Parking on both sides makes it difficult to get across the road
- The lack of a taxi rank
- The existing bus waiting areas and parking layout cause congestion

After listening to all of your comments we have designed two potential improvement schemes aimed at addressing these issues to create a more pleasant environment in which to work and shop.

The designs will feature:

- Wider footways
- Raised pedestrian crossings
- More/improved seating
- Improved bus waiting areas
- Better disabled provision
- Improved taxi waiting areas



Appendix D

Action Against Business Crime

Action Against Business Crime (AABC) is the national organisation for business crime reduction partnerships (BCRPs) and is also a partnership between the British Retail Consortium and the Home Office to expand the work and impact of BCRPs. It will provide a national focus for efforts of business crime partnerships working to reduce crime against business across the country.

Business crime reduction benefits large and small businesses alike and has a real impact on the environment, working conditions, violence, company profitability, job creation, inward investment and re-generation.

Business crime partnerships have been working largely on their own for many years without the benefit of official recognition or an organisation to represent them and their interests to business, police or other agencies and organisations. There is a need to ensure that partnerships work to common standards and that these are maintained. There is a need to ensure that the growing importance of partnerships is recognised through a strong national organisation and partnership network.

The main focus of AABC is to support and develop business crime partnerships in local areas and ensure there are firm links between business, crime and disorder reduction partnerships, police and other relevant local and regional agencies. AABC will provide networking opportunities through the website, conferences, seminars and publications.

AABC will encourage sharing of best practice in reducing crime, provide advice and information to ensure partnerships are sustainable and financially sound, develop services and products for partnerships and ensure that the problems of business are better understood through campaigning, publicity and education.

Safer Shopping/Business Award

AABC is developing the Safer Business Award (SBA) as part of the process of updating standards and replacing the Safer Shopping Award (SSA). AABC is working with UKAS (the UK Accreditation Service), a government recognised body, to develop the new standard, which will be independently assessed by the National Security Inspectorate (NSI) on behalf of AABC.

This will ensure that there is a nationally recognised standard for the award, for periodic inspections and renewal. It will demonstrate that partnerships operate legally to the highest standards, enhance closer working relationships with other agencies and become the gateway for national and regional data sharing.

The SSA has been a mainstay of partnership operation for more than three years. However, we need to ensure that standards reflect the increasingly professional work of partnerships and that any award is more widely recognised and valued.

There will be a cost for the enhanced award and further information about how it will be administered will be available soon.

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