

# Netherfield Town Centre & Victoria Retail Park



(Draft for consultation)

## Action Plan



**GEDLING**  
BOROUGH COUNCIL

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# 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 first ‘Action Plan’ that has been specifically produced for Netherfield Town Centre, including Victoria Retail Park. 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 Netherfield 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 Netherfield in that it must be clean, pleasant and give a feeling of safety to all that attend.

Netherfield Town Centre is an area that has suffered gradual decline over the past few years and needs support from Gedling Borough Council, Gedling Partnership, Gedling Community Safety Partnership, Nottinghamshire County Council and other partners and stakeholders to facilitate improvements. These improvements will also require the active support and participation of the local community.

This report aims to prevent further decline and start a gradual programme of strengthening the town centre by attracting more shoppers. It also tries to reverse perceived problems, which can only be achieved through partnership working with all stakeholders.

We hope that all partners will embrace it fully to make the Netherfield a local town centre for all to be proud of.

Mark Armstrong  
TOWN CENTRES MANAGER

## 2. Purpose of an ‘Action Plan’

Netherfield Town Centre is an area in need of further regeneration, with support for businesses provided by statutory agencies and service providers.

Consultation carried out so far includes:

- On street face-to-face survey with randomly selected shoppers.
- Face-to-face interviews with a variety of Netherfield traders.
- Netherfield Community ‘Re-visioning’ Conference.

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

***“To make Netherfield an attractive and vibrant shopping centre by building on its strengths to attract extra trade”***

- Creating and maintaining an attractive environment and encouraging investment to the Netherfield 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:

|                            |                    |
|----------------------------|--------------------|
| <b>Short Term</b>          | <b>6 Months</b>    |
| <b>Medium Term</b>         | <b>1 - 2 Years</b> |
| <b>Ongoing (Long Term)</b> | <b>2 Years +</b>   |

# Crime

## Netherfield and Colwick Ward

Breakdown of offences – Source: Nottinghamshire Police

| Year   | Total Offences | Burglary Other | Criminal damage | Drugs | Forgery & Fraud | Robbery | Theft From | Theft Of | Violence Against Person |
|--------|----------------|----------------|-----------------|-------|-----------------|---------|------------|----------|-------------------------|
| 2001/2 | 1112           | 114            | 146             | 12    | 69              | 19      | 149        | 62       | 102                     |
| 2002/3 | 1131           | 96             | 166             | 10    | 79              | 22      | 184        | 67       | 119                     |
| 2003/4 | 1146           | 111            | 187             | 9     | 70              | 15      | 208        | 61       | 130                     |
| 2004/5 | 828            | 92             | 170             | 8     | 36              | 5       | 85         | 45       | 107                     |

## **4. Consultation Process**

### **Businesses and other stakeholders**

Face-to-face interviews were conducted in May 2005 with a variety of businesses or organisations across the town centre and retail park, 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 gave four very broad topic areas. These did not include specific topics for discussion to avoid influencing in any particular direction and to encourage open discussion on any ideas, no matter how small and insignificant, or large and potentially 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 between the town centre and retail park, large multiples and small independents. The key stakeholders of police, bus operators, Netherfield Forum, etc. were also chosen because of their influence and impact on Netherfield.

All consultees were told at the start of the interview that this was an informal discussion of ideas on ways to improve the town centre, current problems and strengths. Each interview lasted approximately an hour with some consultees 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**

205 questionnaires completed throughout March 2005 with shoppers and visitors to the town centre and retail park. 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 volunteers through Netherfield Forum and Gedling Borough Council staff (Community Project Officers), across the town centre focusing particularly on areas of high footfall, on the pedestrianised area as well as on Victoria Retail Park. This was to ensure that the perceived divide between the town centre and retail park 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 for Netherfield Town Centre are attached as Appendix B.
- Results of the on street shoppers survey for Victoria Retail Park are attached as Appendix C.

### **Summary of on-street shoppers survey**

Most shoppers come from the immediate area within walking distance or a short drive and found car parking easily available and use Netherfield because of its proximity to their homes. It is mainly used for food and health/beauty/cosmetic/toiletries shopping. Almost 70% felt the variety of shops was not good and half would like to see a bigger variety.

Almost 88% felt either 'very safe' or 'fairly safe' but there is a problem with 'groups of youths' and a lack of police presence in the area.

Almost half are 'fairly satisfied' with level of street cleansing but 35% are either fairly/very dissatisfied. This is higher than typical levels of dissatisfaction expressed across the Borough in the last overall satisfaction survey and higher than the NG4 2 breakdown from the same survey. 85% answered that they were not satisfied with the quality of public toilets. Over half are happy with all aspects of the street furniture and pedestrian and highway signage.

### **Summary of key issues raised in interviews with businesses.**

These observations are not in any particular order or priority.

- Traffic improvement scheme carried out approx. 2 years ago has had a detrimental effect on trade in Netherfield. Trade has fallen and the number of empty units has increased requiring economic regeneration. Traffic problems are also made worse by the level crossing, which often gridlocks the town centre for long periods.
- The area between the Co-op and Bargain Booze at the junction of Victoria Road/Chandos Street needs to be enforced as a pedestrianised area as it is seen as a 'rat run'.
- There are anti-social behaviour problems (vandalism of property, graffiti, underage drinking, motor-scooter, etc) thought to be caused by young people which is raising the fear of crime in the area.
- There is a lack of identity for the town centre and retail park. Recent research carried at Victoria Retail Park has revealed it doesn't link with

a geographical area and out of the area very few people know where Netherfield is.

- There is a need to create a link between shopping at the retail park and the town centre. There is a need to raise awareness of the town centre and attract passing traffic along the Colwick Loop Road and from the retail park into the town.
- If funding could be found, large notice boards, similar to those at the entrance to industrial estates, to direct shoppers into the town centre and give the retail park an identity, would help address these issues. This needs to be done at all 4 junctions of Victoria and Colwick Loop Roads. Signage with wording like 'Welcome to Netherfield Town Centre' and a strap line, directional arrow with retail map with retailers and car parks highlighted.
- There is a feeling that the area is in decline and being neglected by all statutory service providers – Nottinghamshire County Council, Gedling Borough Council, Police, etc.
- There is a perceived lack of police presence and response in the area at all times of the day. The PCSOs are seen periodically but are seen as having limited powers.
- Some of the businesses in Netherfield have reported that they have experienced growth in retail spending but this appears to be due to competitors leaving the area and them gaining market share. There is also a trend in growth from retail outlets offering 'low cost' foods.
- All businesses have asked for a 'proper' CCTV system throughout the town centre and retail park and for it to be monitored professionally.
- There is opposition to the possible introduction of car parking charges in the town centre. The businesses feel they are under threat from the major supermarkets who are a very short distance from them; (Tesco at Carlton Square and Morrisons at Victoria Retail Park) who both have very large 'free' car parking areas and could attract large numbers from a perceived fragile customer base if introduced.
- A small periodic market on the pedestrianised area between the Co-op and Bargain Booze that does not compete with local trades but compliments them and draws in extra customers.
- To see retail growth a customer base outside of the immediate surrounding residential area needs to be established.
- All businesses felt that the general level of cleanliness in the town centre is adequate but could be improved.
- The public toilets are perceived as poor quality and often 'out of order'.



- The quality of street signage within the town is insufficient for car parks, public toilets, street names, etc.
- There is a lack of signage for the retail park and town on all main arterial routes surrounding the area.

## **Actions proposed**

### **Theme 1 - Retail Diversity & Vitality**

*'To build upon Netherfield's strengths and tie it in with Victoria Retail Park'*

Netherfield has strengths that need to be exploited to attract more shoppers. There are a number of small specialist traders that are unique; Graham Read Cycles, costume hire shop, fishing tackle shop, dance wear specialist, quality independent butchers and fruit & vegetable specialist, shoe repair & key cutting, etc.

Most of the trade in the town centre is from the immediate housing surrounding the town centre. There is a clear divide between the town centre and Victoria Retail Park that attracts customers from a very wide geographical area, but still suffers from a lack of identity. Recent research by occupiers of the retail park has revealed that many people don't know where Netherfield/Colwick is and the name Victoria Retail Park doesn't convey a geographical location in Nottingham.

Issues around the retail 'mix' can best be addressed by promoting the attractiveness and building on the current strengths of the town to potential occupiers. 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

## **Suggested Actions**

- 1.1 Gedling Borough Council to work with stakeholders, communities and other partners 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 and other stakeholders to promote the area building on its speciality retailers.
- 1.3 Gedling Borough Council and Gedling Community Safety Partnership to work with businesses and other stakeholders to 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 Pub Watch Schemes to be supported by a 'not for profit' radio scheme when established, dedicated Town Centre Police Beat Manager and Police Community Support Officer, CCTV, Town Centre Manager, Netherfield Forum and Partnership, etc.
- 1.4 All relevant stakeholders to 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.
- 1.5 Gedling Borough Council, Nottinghamshire County Council and relevant partners to encourage and provide better signage, lighting, security and cleaning of the public toilets.
- 1.6 Large blank walls would benefit from public art and/or more public information notice boards.
- 1.7 Cleaning of the pavements to remove chewing gum and stains.

## Theme 2 - Traffic, Transport & Accessibility

*'To make accessibility easy for all'*

Traffic, transport and accessibility issues are the responsibility of Nottinghamshire County Council.

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**

- Efficient traffic flow around the town centre and from Colwick Loop Road.

### **Suggested Actions**

- 2.1 Better signage to all of the public car parks throughout the town centre.
- 2.2 Better directional signage to the town centre from the main arterial routes and surrounding area.
- 2.3 Seek funding for prominent signage at the junctions of Victoria Road and Colwick Loop Road to identify the retail park and direct/attract extra trade to the town centre.
- 2.4 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.

## Theme 3 - Crime & Disorder Reduction

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



The Gedling Community Safety Partnership co-ordinates the tactical approach to problem solving in crime reduction in line with agreed strategic objectives, through its Tactical Group (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, in partnership with other relevant agencies and local stakeholders as appropriate.

The main problem expressed by a substantial amount of retailers and key organisations across the town centre are problems with 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 Subject to funding, upgrade and expand the existing CCTV system.
- 3.2 Better street lighting in the Gedling Borough Council Car Parks at the rear of the Co-op and TSB Bank.
- 3.3 Continue to develop a Shop Watch Scheme and Radio Scheme and support the existing Pub Watch, and monitor effectiveness.
- 3.4 Work with the Neighbourhood Wardens, retailers and businesses to combat the problems of fly tipping at the rear of shops.
- 3.5 Work with the Fire Service and shops/businesses to take measures to secure waste bins away from properties to reduce the risk of fires.
- 3.6 Police to enforce the abuse of on-street parking.
- 3.7 Start a licensed premises group for retailers selling alcohol and cigarettes to discuss solutions to combat problems with underage purchasing.
- 3.8 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.
- 3.9 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

### ***'Creating a successful image for Netherfield'***

#### **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 other events in the town centre. 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, and with full community involvement in delivery.

#### **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 Making vacant units look more attractive.
- 4.4 Periodic street cleaning of the main pedestrian footpaths leading to the town centre.
- 4.5 Add more public information notice boards in the town centre to areas of high footfall and keep them updated.
- 4.6 Improve the quality of the Christmas lights and decorations throughout the town centre.

APPENDIX A



**GEDLING**  
**BOROUGH COUNCIL**

Time: .....

Location: .....

Date: .....

**Netherfield Town Centre Shoppers Questionnaire**

The Council are looking to develop the shopping areas of Netherfield, Arnold, 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                 | Calverton   | Papplewick  |
| Woodthorpe             | Woodborough | Netherfield |
| Top Valley             | Lambley     | Sherwood    |
| Bestwood               | Gedling     | Bulwell     |
| Carlton                | Ravenshead  | Rise Park   |
| Mapperley              | Newstead    |             |
| Other (please specify) | .....       |             |

**Q2. What is your Postcode ? .....**

**Q3. How did you get here? (please tick one)**

- Car
- Bus
- 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)**

- TSB
- Back of Co-op
- Other (please specify)

.....

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

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

.....

**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 |
| Netherfield 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

Thank you for taking your time to complete this questionnaire, please return by 14 February 2005 to:  
Town Centre Manager, Cabinet Office, Gedling Borough Council, FREEPOST (MID17507), Civic Centre,  
Arnot Hill Park, Nottingham NG5 6BU.

## Appendix B

### Netherfield Town Centre Survey

#### Analysis of results from on-street survey

From those surveyed 92% classified themselves as 'White British', 69% were female 43% aged 40-60 and 25% over 60.

23% classified themselves as having a disability, long-term illness or health problems limiting daily activities. 76% classified themselves as having no disability limiting their activities.

#### Which area do you live in?

|                       |     |
|-----------------------|-----|
| Netherfield . . . . . | 53% |
| Carlton . . . . .     | 17% |
| Gedling . . . . .     | 12% |

19% specified they came from outside the above area.

#### How did you get to Netherfield Town Centre?

|                                    |     |
|------------------------------------|-----|
| Walked . . . . .                   | 53% |
| Travelled by car to shop . . . . . | 29% |
| Travelled by bus . . . . .         | 15% |
| Other methods . . . . .            | 3%  |

#### Parking

35% - felt there was plenty of availability of parking spaces

26% - felt it was difficult to find a parking space

6% - used side roads/on-street parking

The most popular were at the back of the Co-op.

#### Reason for visiting Netherfield

|                                    |     |
|------------------------------------|-----|
| Food . . . . .                     | 66% |
| Household Goods . . . . .          | 26% |
| Cosmetics/Toiletries . . . . .     | 22% |
| Clothing . . . . .                 | 16% |
| Pub/Restaurant . . . . .           | 18% |
| Health Centre/Optician . . . . .   | 32% |
| Hairdresser/Beauty Salon . . . . . | 29% |
| Takeaway . . . . .                 | 22% |
| Other . . . . .                    | 58% |

#### Reason for choosing to come to Netherfield

|   |     |
|---|-----|
| Close to where living . . . . .             | 78% |
| Caters for current shopping needs . . . . . | 18% |
| Easily accessible . . . . .                 | 47% |
| Availability of car parking . . . . .       | 4%  |
| Near to my workplace . . . . .              | 15% |

**What do you think of the variety of shops?**

Good . . . . . 25%  
No . . . . . 70%

**If 'no' the reasons given where -**

Too many of a particular type shop 20%  
Not enough of a particular type of shop 29%  
Would like to see more shops . 45%

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

Very safe . . . . . 50%  
Fairly Safe . . . . . 41%  
Neither safe nor unsafe . . . 7%  
Fairly unsafe . . . . . 2%  
Very unsafe . . . . . 4%  
Don't go out alone . . . . . 0%

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

Groups of youths . . . . . 16%  
Fear of being a victim of crime . 8%  
Lack of police presence . . . . 13%  
Speeding traffic . . . . . 7%  
Damage to vehicles . . . . . 4%  
Fear of being a victim of crime . 8%

**Do you come to the town centre at night?**

Yes . . . . . 36%  
No . . . . . 64%

**If 'No', why is this?**

No need to . . . . . 44%  
Not near to where I live . . . . 4%

**Awareness of initiatives**

Pub Watch . . . . . 35%  
CCTV . . . . . 53%  
Police Community Support Officers 47%  
Town Centre Police Beat Manager 22%  
Neighbourhood Wardens . . . . 41%

## How satisfied are you with the following public services?

|                              | Very Satisfied | Fairly Satisfied | Neither | Fairly Dissatisfied | Very Dissatisfied |
|------------------------------|----------------|------------------|---------|---------------------|-------------------|
| Litter                       | 7              | 49               | 7       | 18                  | 18                |
| Graffiti                     | 6              | 51               | 13      | 16                  | 10                |
| Fly-posters                  | 3              | 42               | 33      | 12                  | 4                 |
| Public toilets               | 1              | 12               | 25      | 26                  | 33                |
| Seating                      | 8              | 56               | 21      | 7                   | 2                 |
| Notice boards                | 2              | 43               | 35      | 12                  | 2                 |
| Outdoor events/entertainment | 5              | 36               | 25      | 18                  | 10                |
| Pedestrian signs             | 6              | 58               | 16      | 11                  | 6                 |
| Highway signs                | 4              | 53               | 22      | 6                   | 10                |

(Expressed as %)

## APPENDIX C

### Victoria Retail Park Survey

From those surveyed 92% classified themselves as 'White British', 58% were female, 40% aged 40-60 and 48% over 60.

24% classified themselves as having a disability, long-term illness or health problems limiting daily activities. 76% classified themselves as having no disability limiting their activities.

#### In which area do you live?

|             |   |   |   |   |     |
|-------------|---|---|---|---|-----|
| Carlton     | . | . | . | . | 16% |
| Gedling     | . | . | . | . | 14% |
| Netherfield | . | . | . | . | 12% |
| Mapperley   | . | . | . | . | 8%  |
| Arnold      | . | . | . | . | 6%  |
| Colwick     | . | . | . | . | 4%  |
| Ravenshead  | . | . | . | . | 2%  |
| Calverton   | . | . | . | . | 2%  |
| Other area  | . | . | . | . | 36% |

#### How did you get here?

|        |   |   |   |   |     |
|--------|---|---|---|---|-----|
| Car    | . | . | . | . | 92% |
| Walked | . | . | . | . | 6%  |
| Cycled | . | . | . | . | 2%  |

#### Do you do the majority of your shopping here?

|     |   |   |   |   |     |
|-----|---|---|---|---|-----|
| Yes | . | . | . | . | 66% |
| No  | . | . | . | . | 34% |

#### Where else do you do your shopping?

|                 |   |   |   |   |     |
|-----------------|---|---|---|---|-----|
| Arnold          | . | . | . | . | 38% |
| Carlton         | . | . | . | . | 32% |
| Nottingham City | . | . | . | . | 20% |
| Mapperley       | . | . | . | . | 12% |
| Bulwell         | . | . | . | . | 2%  |
| Other           | . | . | . | . | 46% |

#### Do you shop in Netherfield Town Centre?

|     |   |   |   |   |     |
|-----|---|---|---|---|-----|
| Yes | . | . | . | . | 26% |
| No  | . | . | . | . | 74% |

**What is the reason for visiting the retail park?**

|                             |     |
|-----------------------------|-----|
| Food . . . . .              | 94% |
| DIY . . . . .               | 58% |
| Petrol . . . . .            | 54% |
| Gardening . . . . .         | 42% |
| Household Goods . . . . .   | 52% |
| Motor accessories . . . . . | 34% |
| Other . . . . .             | 12% |

**Why did you choose to come here?**

|                                       |     |
|---------------------------------------|-----|
| Easily accessible . . . . .           | 74% |
| Caters for shopping needs . . . . .   | 62% |
| Close to where I live . . . . .       | 34% |
| Availability of car parking . . . . . | 34% |
| Near to my workplace . . . . .        | 10% |

**What do you think of the variety of retail outlets?**

|                |     |
|----------------|-----|
| Good . . . . . | 70% |
| Fair . . . . . | 24% |
| Poor . . . . . | 6%  |

**If you answered poor, why is this?**

|   |     |
|---|-----|
| Not enough of a particular type of shop . . . . . | 10% |
| Would like more shops . . . . .                   | 2%  |

**How safe do you feel visiting the retail park in the daytime?**

|                         |     |
|-------------------------|-----|
| Very safe . . . . .     | 78% |
| Fairly safe . . . . .   | 20% |
| Neither . . . . .       | 0%  |
| Fairly unsafe . . . . . | 2%  |
| Very unsafe . . . . .   | 0%  |

**Do you come to the retail park in the evening?**

|               |     |
|---------------|-----|
| Yes . . . . . | 24% |
| No . . . . .  | 76% |

**If no, why is this?**

|                                 |     |
|---------------------------------|-----|
| No need to . . . . .            | 54% |
| Not near where I live . . . . . | 12% |
| Other . . . . .                 | 12% |



**Are you aware of the following?**

|                                    | <b>Yes</b> | <b>No</b> |
|------------------------------------|------------|-----------|
| Pub Watch . . . . .                | 50%        | 50%       |
| CCTV . . . . .                     | 72%        | 28%       |
| PCSO's . . . . .                   | 60%        | 40%       |
| Netherfield Beat Manager . . . . . | 6%         | 94%       |
| Neighbourhood Wardens . . . . .    | 30%        | 70%       |

## **Contact Details**

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