



**Carlton Square  
Regeneration Scheme**

**Consultation Summary Report**

**August 2019**

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## 1.0 Background to the consultation

- 1.1 This report details the consultation mechanisms used and summarises the responses received. This report concerns the second consultation to take place following the initial consultation in March 2019. The main purpose behind this consultation was to feedback to residents, visitors and businesses about the outcomes of the first consultation and how this has helped to shape the current direction that the designs have taken. It was stressed that this was not the final design and that a further opportunity to comment formally on the final scheme would be available through the planning application process.
- 1.2 The consultation used a plan and a series of 'current' and 'proposed' images, an example of which is provided below. These were set alongside a brief synopsis of the outcomes of the March 2019 consultation. Officers sought views on whether people liked the broad concept or not, which parts of the scheme was most important to them, whether there were aspects that should be considered but haven't been, and finally any other comments they had. It was made clear that these were only indicative images and not necessarily the final scheme.

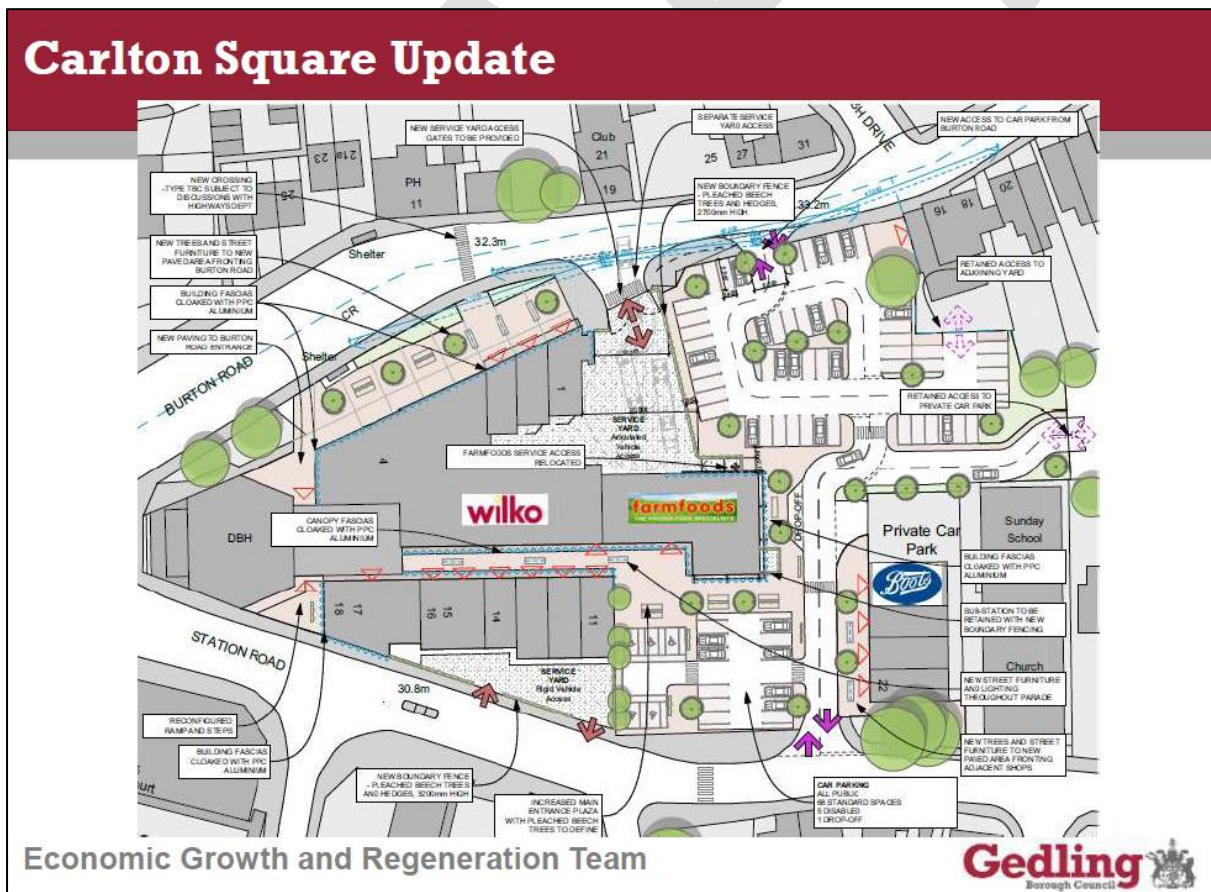


Image 1: Plan image used to show scheme

## Carlton Square Update



Economic Growth and Regeneration Team

**Gedling**  
Borough Council

*Image 2: Example of 'current' and 'proposed' scheme (one of five)*

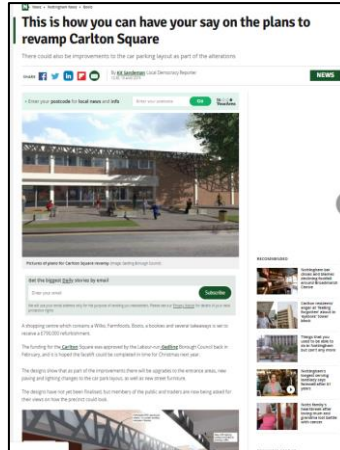
- 1.3 The Council ran a targeted consultation. Officers were on-site at Carlton Square on Wednesday 14 August (12noon-14:00), Thursday 15 August (10:00-12noon), and Monday 19 August (14:00-16:00). In addition Officers attended the Carlton Fun Day on Wednesday 21 August (13:00-16:00) and also undertook an evening event on Wednesday 21 August at the Carlton Tesco (16:30-19:00). Officers specifically targeted the businesses within Carlton Square and went in person to those that were open to make them aware of the consultation and the website.
- 1.4 The Council Communications Service promoted all of the above events through social media at times throughout the consultation, including directing people to the 'Have your Say' part of the Gedling Borough Council website where the images were displayed, encouraging people to also email comments through to the Economic Development email inbox.
- 1.5 The events were also picked up by the Nottingham Post who included an article, based on the information released, on Friday 16 August.
- 1.6 Over the course of the consultation 13 businesses were directly spoken with and 98 members of the public. Through email a further 13 responses were received.



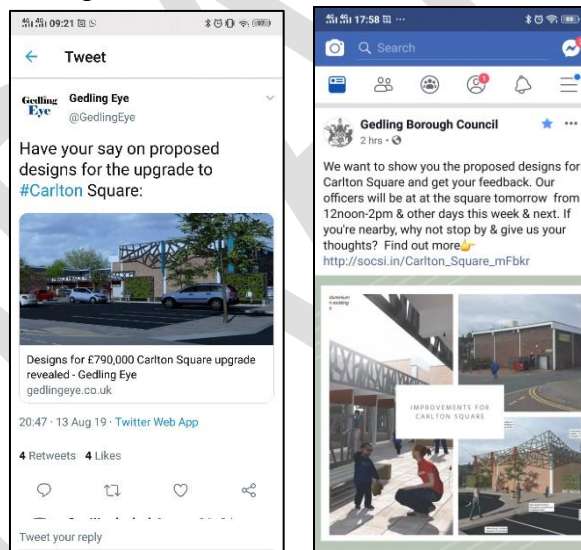
## 2.0 Advertising and promotion

### Press releases and social media

2.1 The Nottingham Post published an article on Friday 16 August of the consultation period and opportunity to review the proposed plans (see below).



2.2 The Council’s webpages and social media outlets were all updated to make people aware of the consultation and releases made using social media to advertise the various events and how to get involved:



2.3 Through the Council Facebook page some 8,348 people were reached with 2,103 engagements (likes, comments, shares, clicks through to webpage) and 41 shares. This was achieved through three posts about the project.

2.4 Twitter, using the same information as Facebook, achieved 14 retweets and eight likes. Given the ‘scrolling’ nature of Twitter this was expected.

2.5 378 unique views of the information on the Councils’ ‘Have your Say’ took place with visitors staying for well over two minutes. This means that the information would have been read. It was also a page that people arrived directly at, meaning that they will

have found the link on other media and clicked through, showing that the Twitter and Facebook information did convert through to people visiting the site.

### On site promotion

- 2.6 Officers attended Carlton Square on three different occasions and were located in the same area each time, clearly highlighted with the Council banner and branding. Officers also arranged the Carlton Fun Day and visited Tesco on evening to further promote the opportunity to review the plans (see images below).



Image 3: Carlton Square

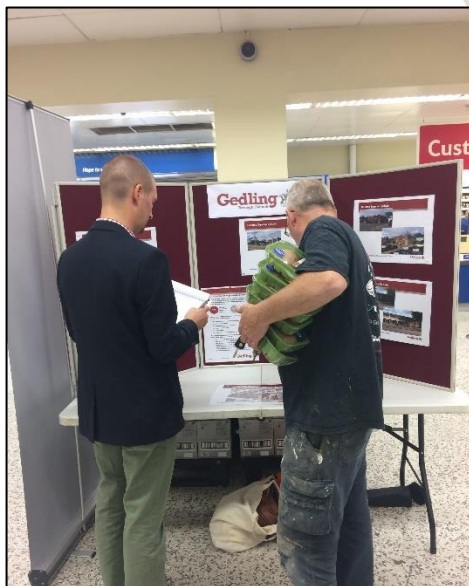


Image 4 (above) Tesco, Image 5 (above right) Carlton Fun Day

- 2.7 Each of the open businesses at Carlton Square were approached and made aware by Officers and encouraged to take part and raise any issues. This led to positive interactions with the retailers who are keen to see something happen. All consultations were done with the knowledge and support of Waypoint, the managing agents for Carlton Square.

### **3.0 Business and retailer feedback**

3.1 An Officer spoke to each of the businesses on the first day of the consultation and made them aware of the consultation were further information was available on line.

3.2 As part of this targeted engagement, Officers recorded verbal feedback from 13 different retailers/businesses. Generally, feedback was positive with businesses showing support for the works.

3.3 The main comments were:

- Pleased to see that something was going to happen but more information needed on how the works would be done and the effect on businesses and their operations. (It was understood that there would likely be some disruption. Once final plans are in place conversations on individual impacts can then be had).
- Rear of 1-3 Carlton Square: this area is used for parking for the tenants at the moment. As this will be in a service yard where will the tenants be able to park?
- Rear of 11 Carlton Square: there is a section of wall missing and cars do pull forward in the last space and drive through the service yard. Will this be replaced or stopped?
- Is the central walkway to be covered over?
- The plans show new signage to the tops of the windows (along the Wilko side) – will this be replicated on the south side where the smaller shops are?
- Something needs to be done to control the central walkway and keep it free of signs to allow people to walk up and down under cover.
- Will tenants still be able to put tables, chairs and signs out in the walkway?
- Farm Foods specifically: keen to put a door in the eastern wall to increase footfall and make blank wall more interesting. The service yard to the rear would mean that the current arrangements would need to be changed. Farm Foods have provided plans.

## 4.0 Face to face comments received

4.1 98 members of the public were engaged with over the three days at Carlton Square and the two events at the Carlton Fun Day and Tesco. Of these eight did not agree with the plans with two main reasons given:

- The plans did not go far enough and were ‘top dressing’ rather than actually dealing with the issue of how it looks
- The metalwork was not liked (even when explained that this was a representation and not necessarily what could be put up)

4.2 The main comment from those who liked the proposal was that anything would be an improvement and that it was good to see investment in the area. People mentioned that DBH House looked far nicer and that the works to the Square would work well alongside this.

4.3 There were a number of comments received, including:

- New entrance to car park on bad corner – turn left only when leaving car park?
- How will we ensure pigeons are not an issue with the trellis as they are a menace at the minute and leave a lot of mess
- Can lorries actually fit into the yard and turn?
- Design is not imaginative enough
- Taller barrier along Station Road car park – protects children
- Trellis looks like a climbing frame (*the metalwork provoked a lot of comments, mostly negative but also some who saw it as an opportunity. Got feeling that mainly it was about it ‘dressing up’ the Square and that it was very generic and wouldn’t age well. It was suggested making it use local landmarks to give it a unique identity*)
- Can the Square not be matched to DBH House?
- More trees and plants – very heavy on landscaping
- Planted wall is nice but will it be looked after?
- Secure bike parking needed
- Electric charging points for cars
- Disabled parking needs to be spread across the site as not all who visit go to Carlton Square, some people go to neighbouring shops
- Public toilets needed
- More seating areas and bins
- Greater range of shops needed
- Parking meters – need to be well located and work
- Seating may encourage anti-social behaviour
- Crossing at Boots is in an awkward spot
- Good local shops in the Square
- Better lighting needed



- 4.4 There were also a number of comments made about sites surrounding Carlton Square which we said could be passed on. These focussed on Walton Court and works there (there was a report in the Nottingham Post about this as well) and comments about how nice DBH House was looking although the steps to the front needed work.

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## 5.0 Electronic comments received

### Emails

5.1 13 members of the public submitted their concerns by email to the Economic Development account. The main areas of concern were:

- Trees and green space were of most concern, with 70% of respondents in favour of this and that more should be included
- A number of respondents were not in favour of the metal work, with one stating it was 'an eyesore and waste of money'

5.2 A summary of the comments received are as follows:

- Comments on trees/green space
  - More trees
  - Include real hedges, living roofs and other much needed oxygenators
  - Green space should be prioritised and increased
  - There should be more tree planting
  - Shrubbery borders/edging looks great
- Comments on metalwork
  - An eyesore and has no functional purpose
  - It doesn't appear attractive at all
  - This is a cheap and poor attempt to try and improve appearance
  - Look outdated and a cheap 'fix'
- Car parking
  - Reduce the amount of car parking to encourage public transport, etc.
  - Additional child/parent parking
  - Electric car charging points should be included
  - No safe walkway in car park
  - View of the car park from Station Street is very 'harsh'
- CCTV installation and increased street lighting to make people feel safer in the area (especially at night) were mentioned.
- Sustainability and a low carbon economy – including the installation of solar panels.

### Social media feedback

5.3 A number of responses were received through twitter and Facebook, which were reviewed as part of the consultation. These included:

- More trees and green space
- More seating
- Less steelwork
- More eco-friendly measures, such as recycling bins and econ charging points
- Create a barrier between pavements and parking spaces

## **6.0 Consultation Summary**

Overall it is felt that the consultation was a success and that the staggered consultation events combined with the social media programme worked well in engaging a range of people with the proposal during a relatively short space of time.

The comments received were largely positive with people being pleased to understand that there was to be investment in the overall area to improve its look and feel. However the designs did provoke comment focussed on two main areas – the metalwork facing, and planting/greenery.

### **Metalwork facing**

Generally, the concept of a unifying feature around the Square was positively received. Comments were made about the proposed design of the metalwork which was less well received although people did agree that it would help to provide an identity and would visually tie the scheme together. They saw that it was investment even if they didn't particularly like the design. There were some suggestions about the design in terms of incorporating something local (such as making it reflect local landmarks) to give it a greater sense of locality.

Comments were also received around the practicalities of the metalwork such as it being used for climbing if too close to the ground and how it would be pigeon-proofed. It was also mooted that a similar cohesive scheme could be achieved by other means such as painting/cleaning the existing structure instead.

### **Planting/greenery**

There were a number of comments made regarding the proposed planting around the wider site. Whilst it was appreciated that planting requires maintenance, it was felt that the proposed scheme was not very 'green' in appearance. There were also comments about the living walls and how these would be maintained as they could look scruffy quickly if left to die. It was also felt that the greenery might help to create areas where people would want to sit and enjoy the space.

Consultees understood that the Square was not in Council ownership, however greenery could be looked at within the car parking areas as well to 'soften' it.

### **Next Steps**

The comments made as part of this consultation and contained within this report have been shared with the agents for BNP Paribas to assist them in taking the scheme forward. The Council will also consider how it can respond to these within the element of the scheme in its control, namely the car park.

Overall, the fact that 'something' was being done to Carlton Square was the main benefit people saw of these proposals; they were pleased that there would be investment that would make it look better.