

## **Ambition Arnold Survey results 2024**

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Customer Insight Officer

# **Ambition Arnold survey results**

## **Background and Methodology**

The Council has embarked on an exciting journey to breathe new life into Arnold Town Centre and approved a budget of £200,000 to support a town centre plan.

A consultation was launched in July and August 2024 for Ambition Arnold, a vision that could transform and improve the area and potentially secure future investment in the town.

The vision prioritises accessibility, inclusion, and community pride, aligning with the council's vision for a vibrant town centre. The project is intended to develop a framework for interventions that will enhance the town and ensure its long-term sustainability thereby supporting business, jobs, and access to services for the Arnold and wider Gedling communities

In line with the council's commitment to Net Zero by 2030, the proposal also focuses on energy efficiency, green spaces, cycling routes, public transport enhancements, and EV charging facilities.

The vision addresses key challenges and lay out the groundwork for securing external funding.

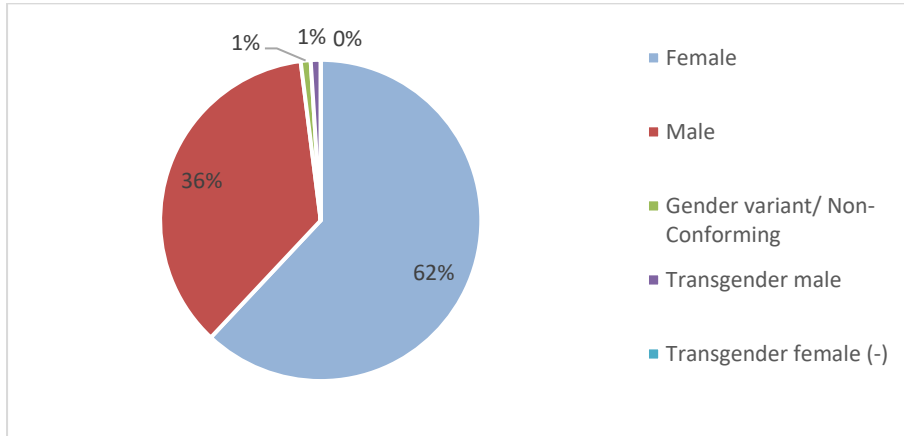
The consultation enabled residents and local businesses to have their say. It was available online and during two face-to-face events held at the Library in Arnold where participants were encouraged to review the detailed vision and provide their feedback by completing a questionnaire.

A number of partner agencies also took part in this consultation. (for a full list of partners please see Appendix A).

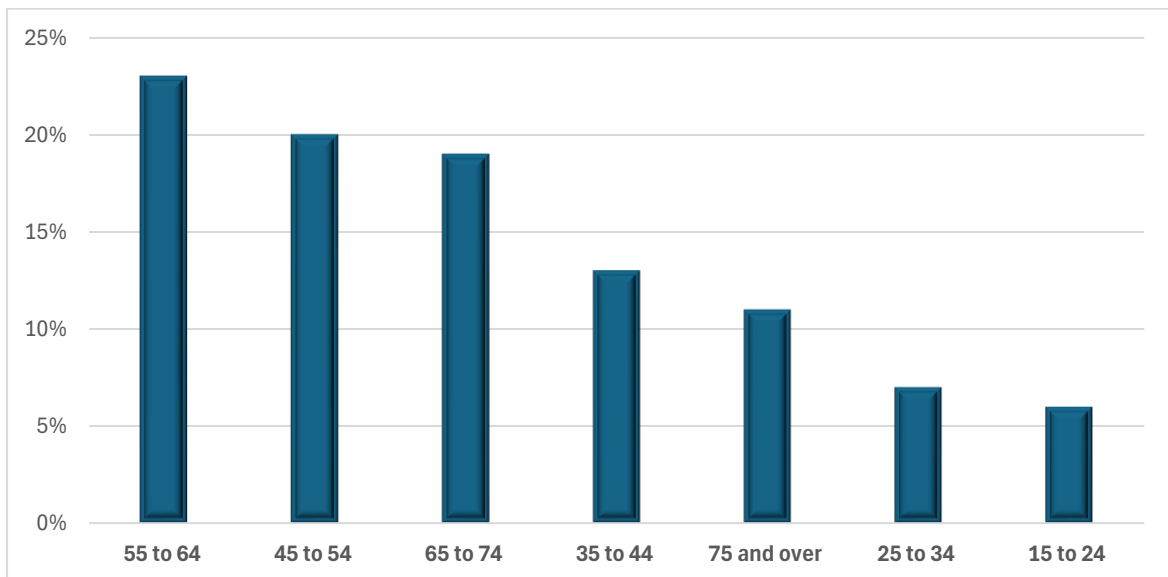
***The Council approved a budget of £200,000 to support the development of a town centre plan and was also awarded £150,000 from One Public Estate (OPE) programme to support the feasibility studies to determine how Arnold Town Centre could be improved.***

## Profile of the respondents

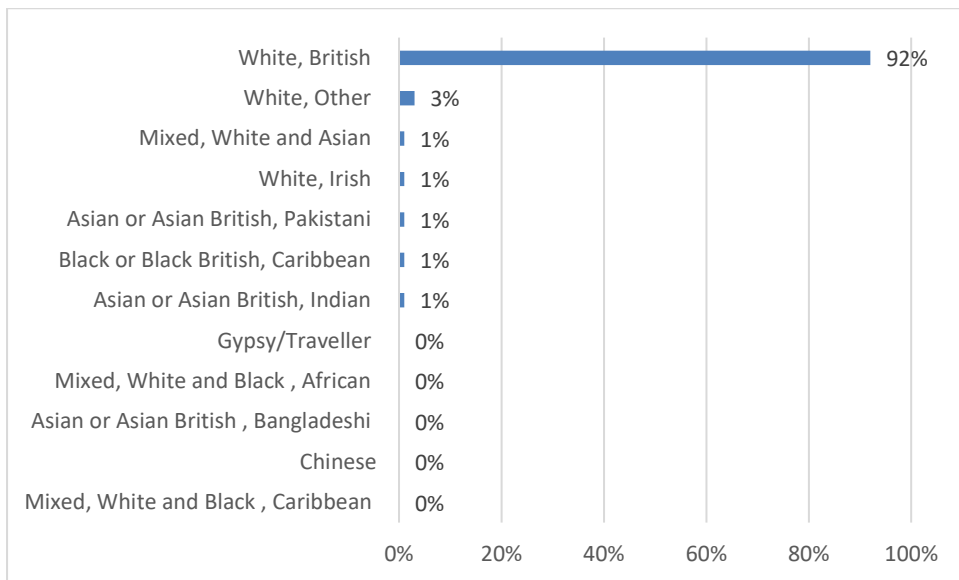
### Gender identity



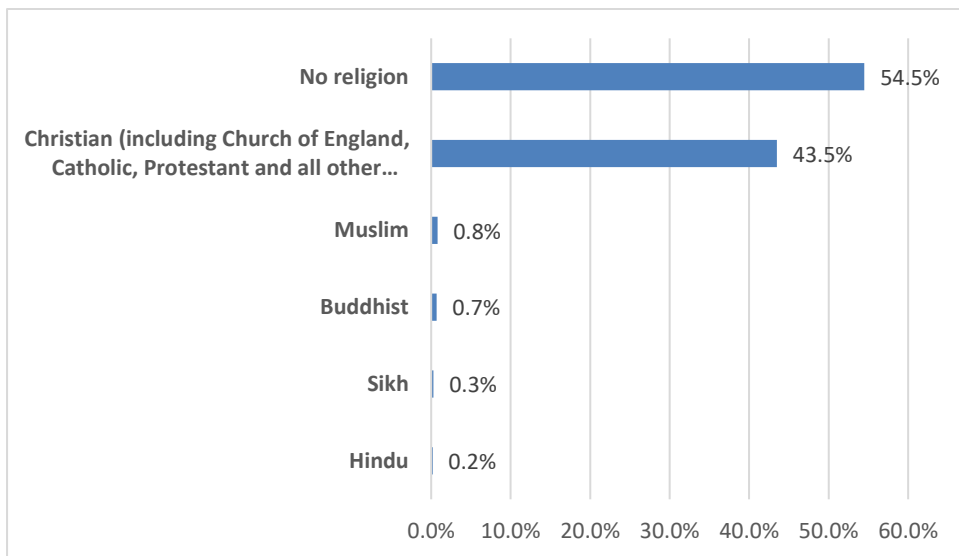
### Age



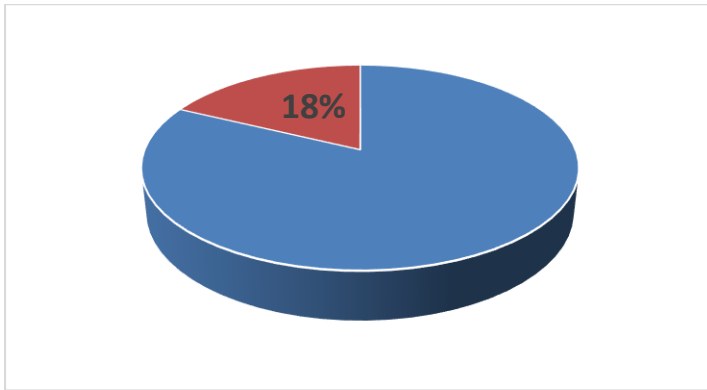
### Ethnicity



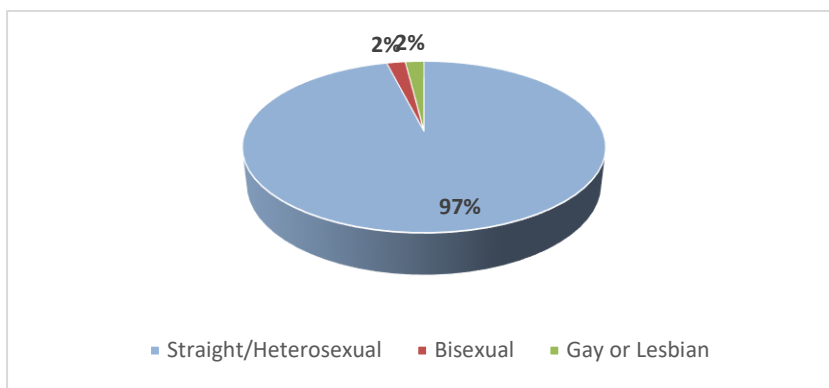
## Religion



## Respondents who have disability



## Sexual orientation



## Results analysis

**652** respondents completed the questionnaire that included 18 statements about Arnold Town Centre. Respondents were asked to select a level of their agreement/disagreement to those statements (Please see **Appendix B** for more detailed analysis). The questionnaire also included two free text questions.

In this report both quantitative and free text (qualitative) responses to this consultation were categorised within the **S** (Strengths), **W** (Weakness), **O** (Opportunities) and **T** (Threats) matrix. The aim of this approach is that by using the residents,' community groups' and partners' views within this matrix, it is possible to establish the following:

- Strengths and Weaknesses analysis that allow a clear distinction between the views on what aspects of Arnold as a place and the development proposals are considered to be positive and what aspects would need further improvements.

- Opportunities and Threats analysis that allow the council to consider suggestions on how to continue and shape work in this area and also raises awareness of the risk associated with this work, which can be identified in advance and therefore be avoided.

## **1. Strengths**

Comparatively high percentage, in the range of 92% to 80% of respondents agreed with 44% of all statements in the questionnaire:

- Arnold town centre feels tired and is in need of investment (92%)
- A more diverse and wider range of shops would attract more shoppers to Arnold town centre (88%)
- The shopping environment could be more appealing by having a distinct character including more attractive shop fronts to enhance the shopping environment (86%)
- The town would benefit from a focus on improving the regular market and more events for the community to engage with (84%)
- There should be investment to improve the pedestrian experience and to make the town feel safe during the day and evening and a more welcoming place to walk around (87%)
- The town benefits from good public transport links (86%)
- Improving facilities in the parks across the wider town centre to encourage the community to use them and the town more (84%)
- Improving the appearance of the town. (92%)

Some of the free text responses are relating to the respondents welcoming the proposals and some examples of those statements are:

'I fully support your Ambition Arnold project. It is long overdue.'

'Arnold is a nice place to live but sadly many places have become tired and in need of repair, it would be great to see Arnold Town centre refreshed and rejuvenated.'

## **2. Weaknesses**

Particular weaknesses of Arnold town centre that the respondents frequently mentioned and that were not included in the quantitative part of the questionnaire, were:

- Anti-social behaviour in the area:

‘Stop youths riding up and down on bikes, being in gangs and intimidating people.’

‘Discourage youths on bikes with balaclavas.

‘Arnold doesn't feel safe to walk through at night and sometimes even during the day.’

It might be that this association between the bike riding and anti -social behaviour contributed to the comparatively low level of respondents (38%) who thought that “Providing better access for cyclists in the town centre is important.’

- The lack of addressing all disability related needs in the area:

‘Disability awareness - level pavements, better road crossings, level shop access, avoid unnecessary street furniture, mobility, sight, hearing.

but also, invisible disabilities – Autism - too much sensory input if lots of 'decoration' and clutter.

Medical safety points - defibrillator, stop the bleed stations.’

### **3. Opportunities**

The most frequently listed improvements respondents thought Arnold should prioritise going forward were:

#### **Retail outlets**

- To reduce vacant units and provide a wider variety of shops that would allow more interesting shopping experience and attract more people to visit Arnold.

Feedback examples:

‘More diverse shops, attractive shop fronts’

'Provide a more attractive shopping environment by improvements to the buildings.

'Cleaner better shop fronts'

## **Safety**

- To consider better provision for young people and increased police presence:

Feedback examples:

'Ideas are ambitious, but focus must be on youth, there is nothing for them to do, that's why we have a lot of antisocial behaviour.'

'Provide a good Youth Centre.'

'More police or PCSO presence to tackle anti-social behaviour.'

'More CCTV and lighting could help.'

## **Outdoor community spaces:**

- To provide more green areas:

Feedback examples:

'More meeting spaces/green spaces'

'More activities and spaces geared towards young families.'

'Green meeting spaces'

## **Facilities**

- To provide more parking areas and increasing the free parking time

Feedback example:

'Better parking facilities across the town centre'



- To improve Leisure centre

Feedback example:

‘Modernise leisure centre.’

- To improved toilets

Feedback examples:

‘Toilets for all, opened and cleaned regularly.’

‘Toilet facilities including accessible toilets with hoist and change facility.’

## **4. Threats**

In their comments respondents mentioned certain risks and considered them important when planning the future for Arnold town centre.

- Not to lose local heritage by keeping the old building

Feedback examples:

‘It is my opinion that we should preserve Arnold town buildings in their current state as it is.’

‘The town's buildings are part of the history of my life in Arnold. I do not seek change for change's sake’

- To deliver only practical and realistic development projects

Feedback examples:

'You do not need to 'over-develop' areas, people also need open and calm environments. Need to ensure anything that is implemented can be realistically and easily maintained so it doesn't become an eyesore or dangerous.'

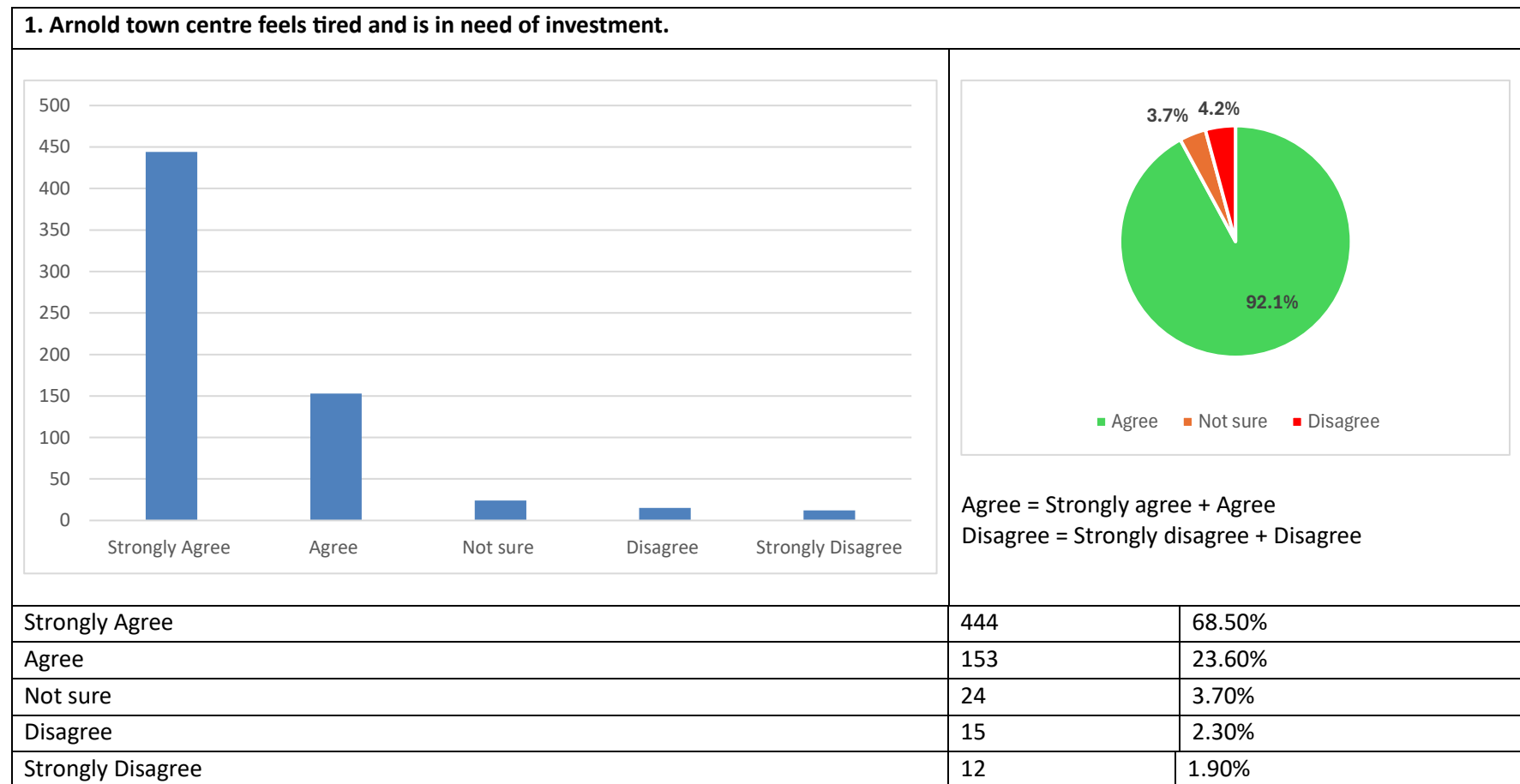
'The benefits of more green areas have to be weighed against potential loss of footfall.'

'Put an end to jobsworth schemes and ensure if money is spent well thought through and value for money.'

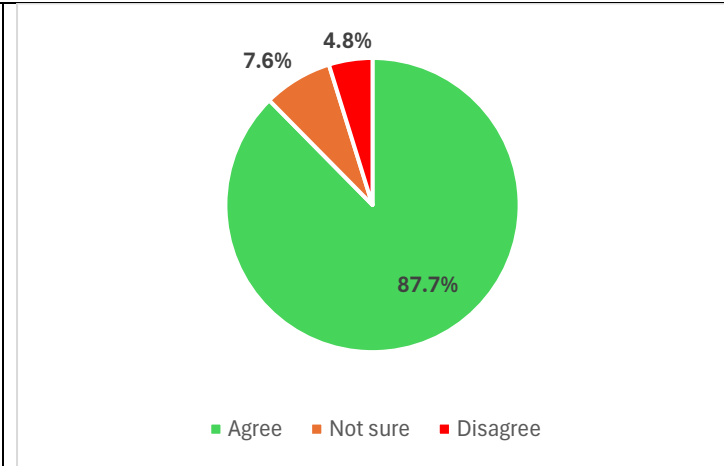
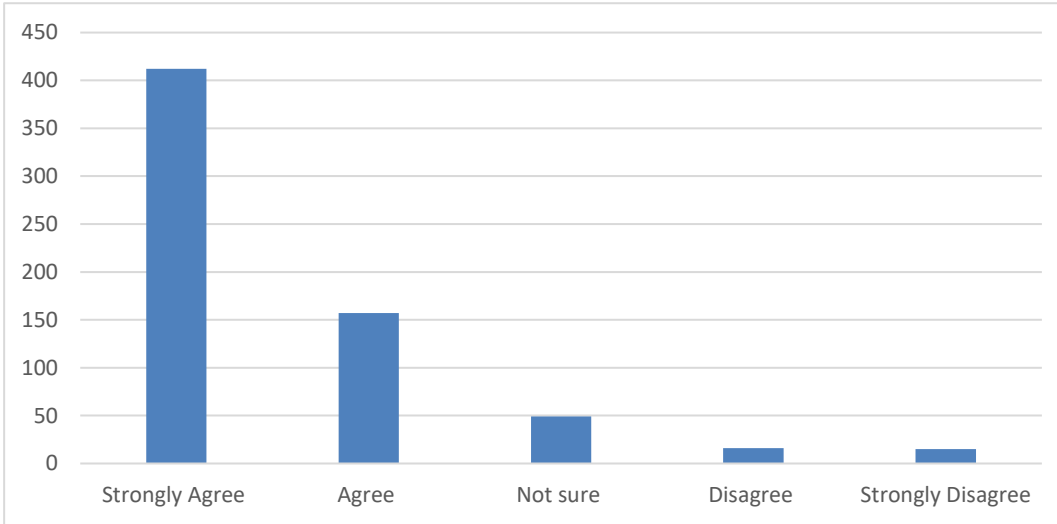
## Appendix A - AMBITION ARNOLD CONSULTEES

<b>Young People</b>	<b>Health and Wellbeing</b>	<b>Community Groups</b>	<b>Partners</b>
Redhill Youth Club	Arnold Health Centre and GP's	Pakistan Centre	Burton Joyce Parish Council
Redhill School	Dental Practices in Arnold	Hindu Temple	Calverton Parish Council
Arnold Hill School	Clinical Director and Primary Care Network Managers,	Syrian Group	Colwick Parish Council
Christ the King School		Community Centres	Bestwood Village Parish Council
Colonel Frank Seeley		Seniors Council	Lambley Parish Council
Carlton Le Willows Schools		Caribbean Elders	Linby Parish Council
The Youth Council		Voluntary and Community Group Newsletter.	Papplewick Parish Council
			Ravenshead Parish Council
			St. Albans Parish Council
			Stoke Bardolph Parish Council
			Woodborough Parish Council
			The Police Architectural Liaison Officers
			Nottinghamshire Fire Service
			Nottinghamshire Libraries
			Gedling Business Forum
			E-Shot
			Developer Forum
			Business Advisors
			Retail Advisors
			Nottinghamshire County Council
			The Environment Agency
			Ramblers Association

## Appendix B - Quantitative responses analysis



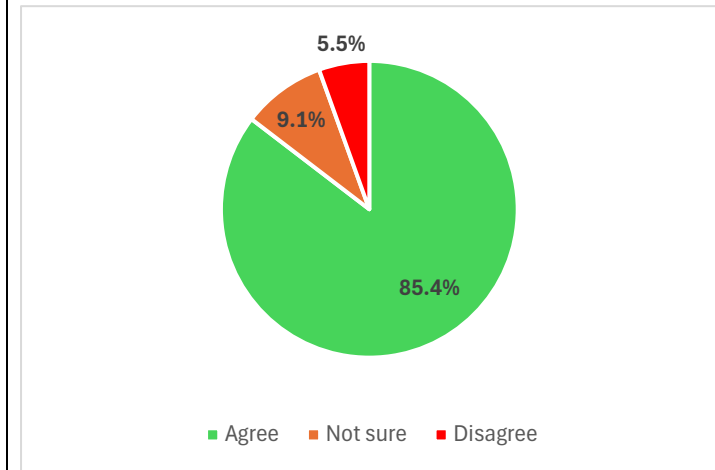
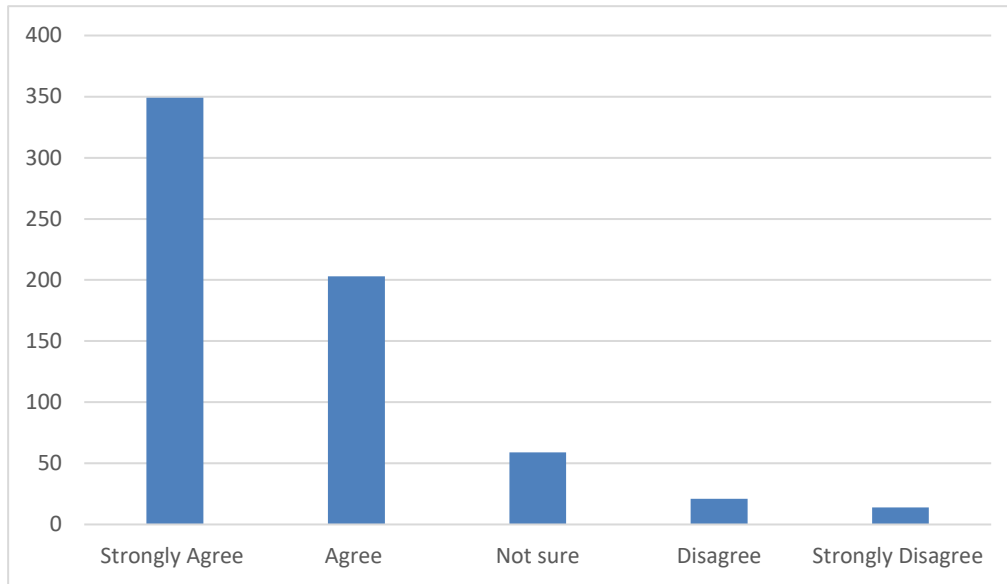
**2. A more diverse and wider range of shops would attract more shoppers to Arnold town centre**



Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	412	63.50%
Agree	157	24.20%
Not sure	49	7.60%
Disagree	16	2.50%
Strongly Disagree	15	2.30%

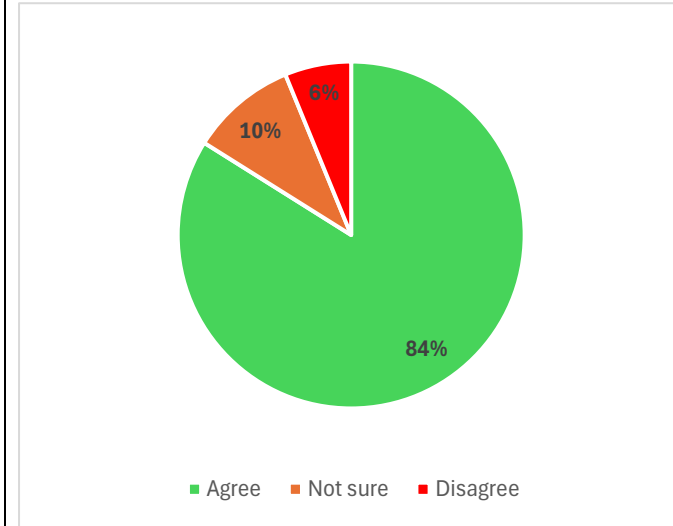
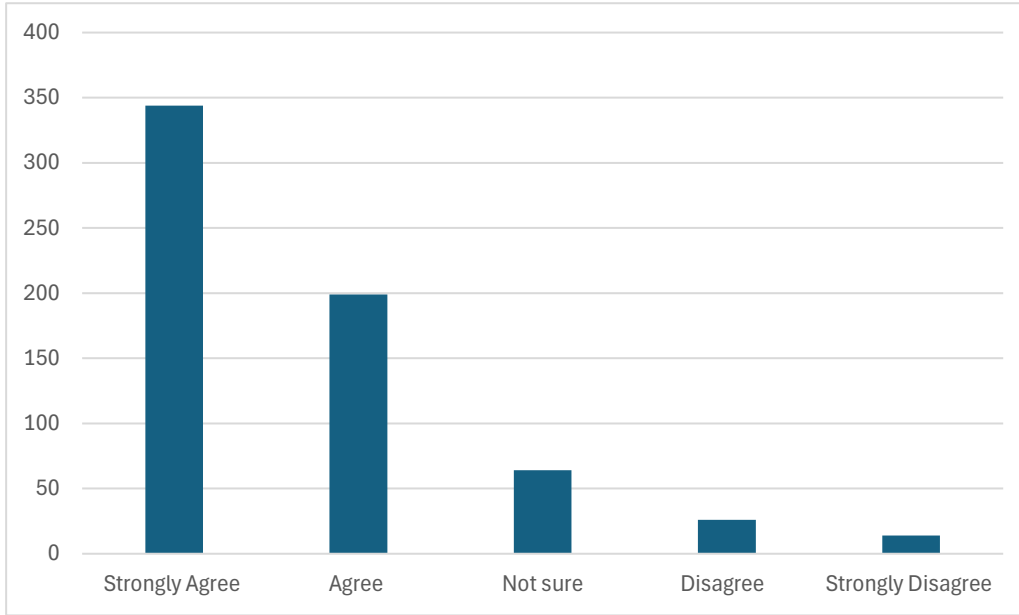
**3. The shopping environment could be more appealing by having a distinct character including more attractive shop fronts to enhance the shopping environment**



Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	349	54%
Agree	203	31.4%
Not sure	59	9.1%
Disagree	21	3.3%
Strongly Disagree	14	2.2%

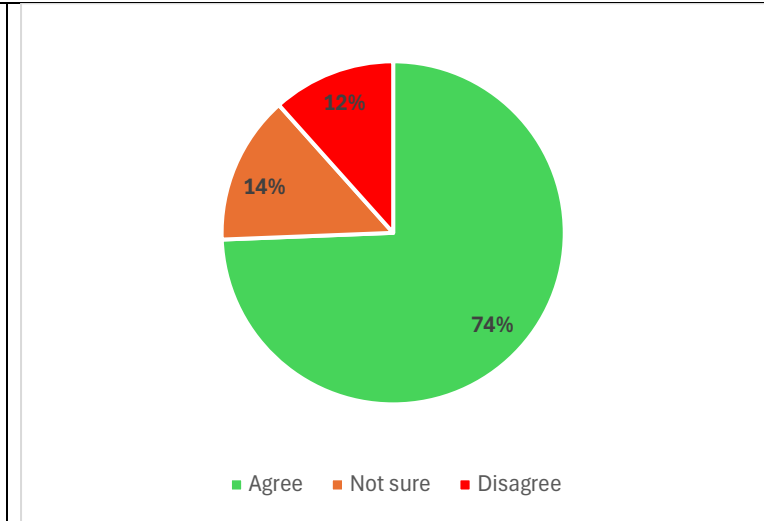
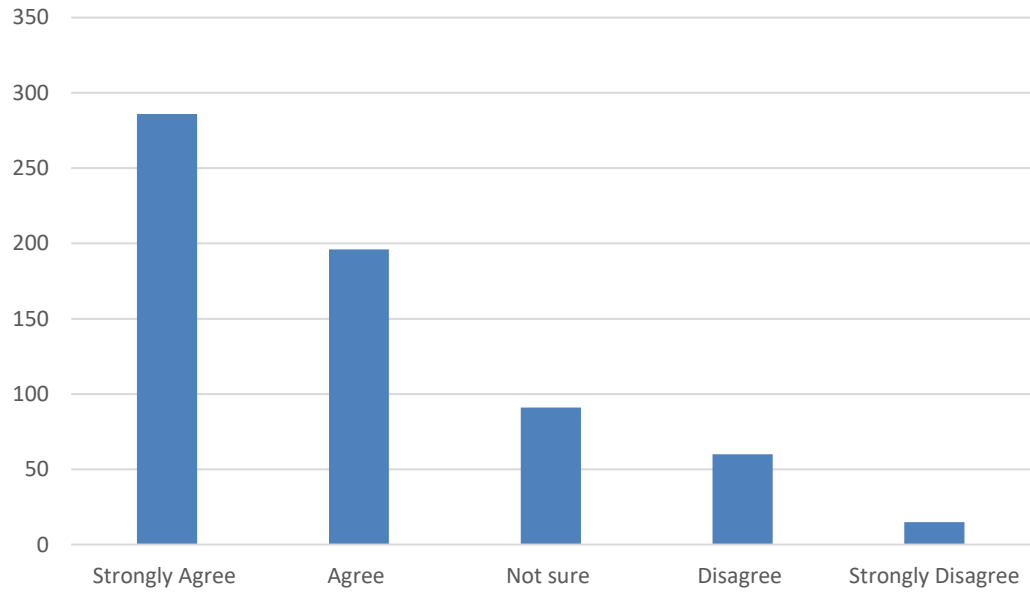
**4. The town would benefit from a focus on improving the regular market and more events for the community to engage with.**



Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	349	54%
Agree	203	31.4%
Not sure	59	9.1%
Disagree	21	3.3%
Strongly Disagree	14	2.2%

**5. The town centre would benefit from more green areas and better public spaces for people to meet and spend time in the town centre.**

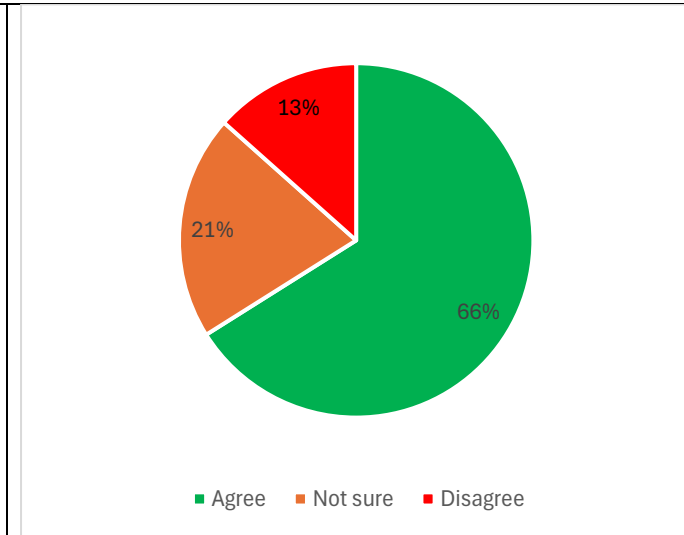
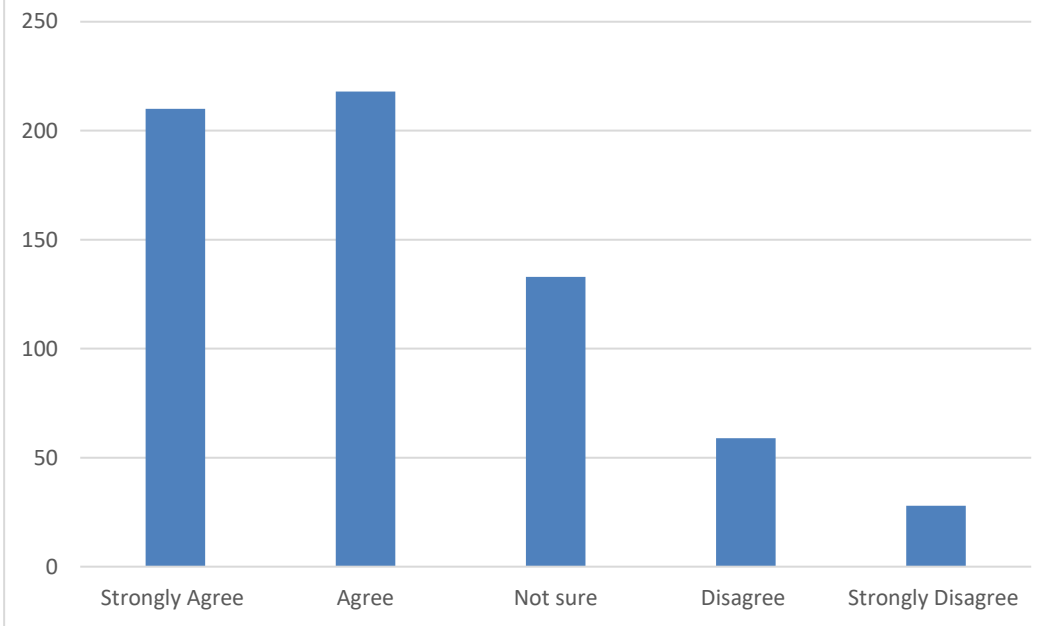


Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	286	44.10%
Agree	196	30.20%
Not sure	91	14%
Disagree	60	9.30%
Strongly Disagree	15	2.30%



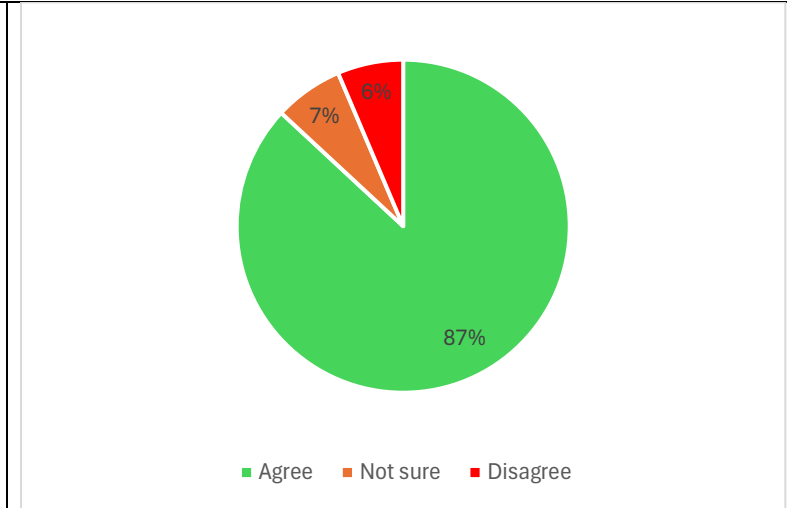
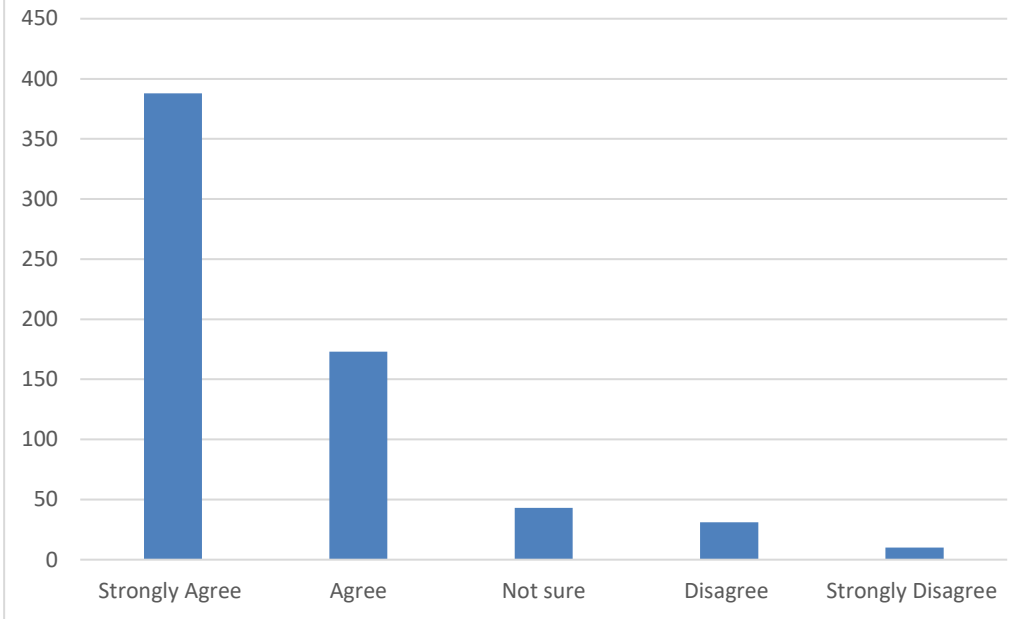
**6. The town centre should promote the identity of Arnold through its people (artwork, murals, community arts projects, events, and activities for example).**



Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	210	32.4%
Agree	218	33.6%
Not sure	133	20.5%
Disagree	59	9.1%
Strongly Disagree	28	4.3%

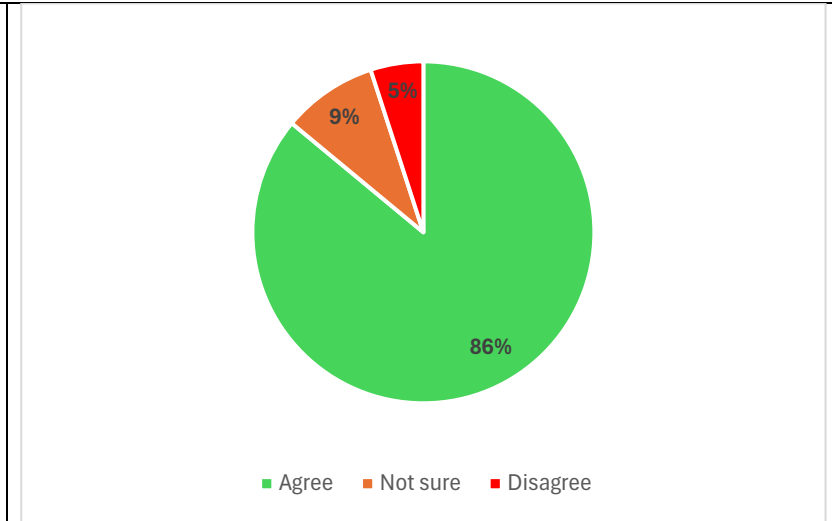
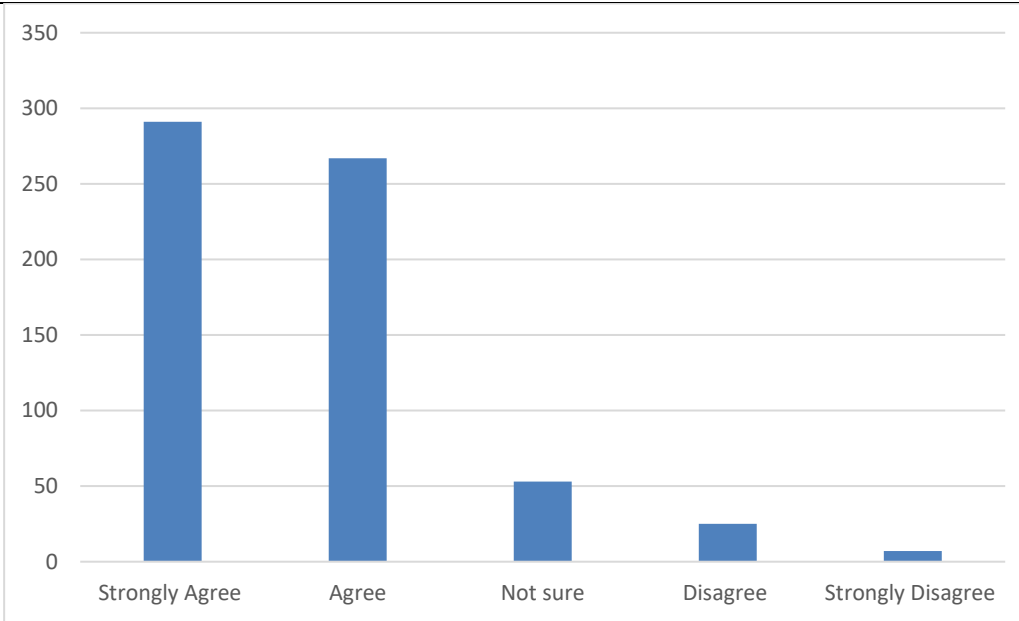
**7. There should be investment to improve the pedestrian experience and to make the town feel safe during the day and evening and a more welcoming place to walk around**



Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	388	60.2%
Agree	173	26.8%
Not sure	43	6.7%
Disagree	31	4.8%
Strongly Disagree	10	1.6%

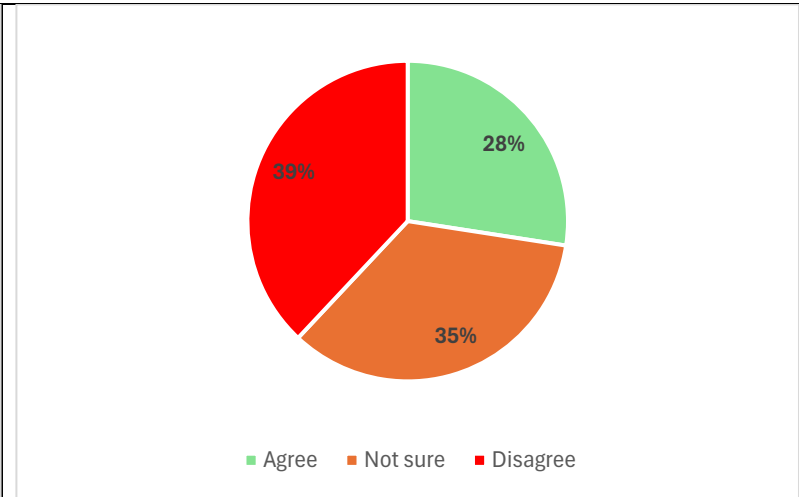
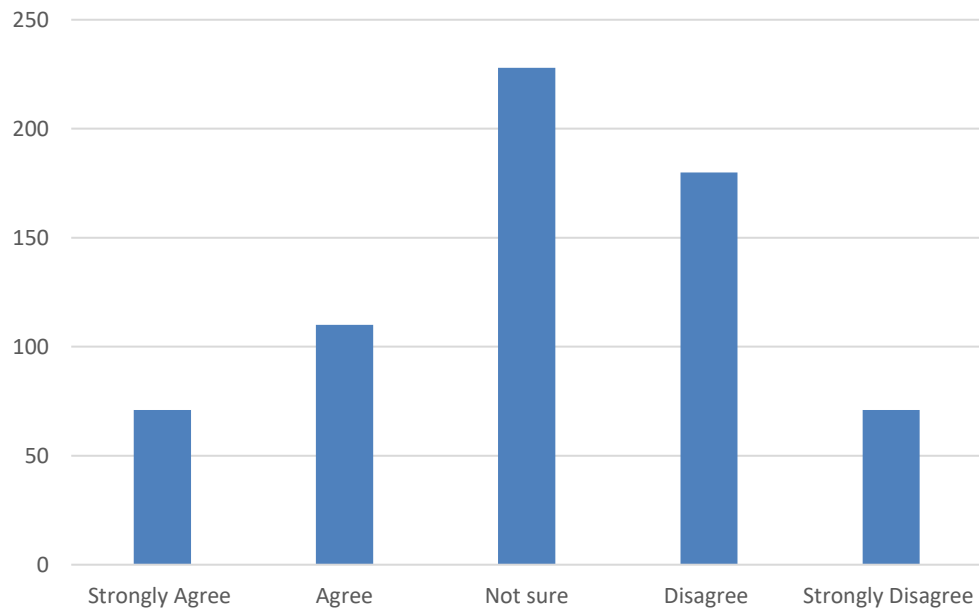
### 8. The town benefits from good public transport links



Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	291	44.9%
Agree	267	41.2%
Not sure	53	9.0%
Disagree	25	3.9%
Strongly Disagree	7	1.1%

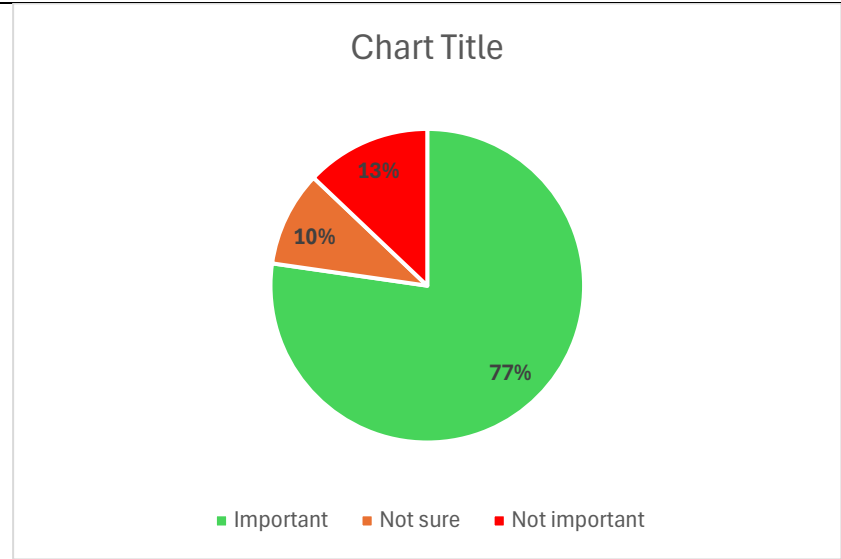
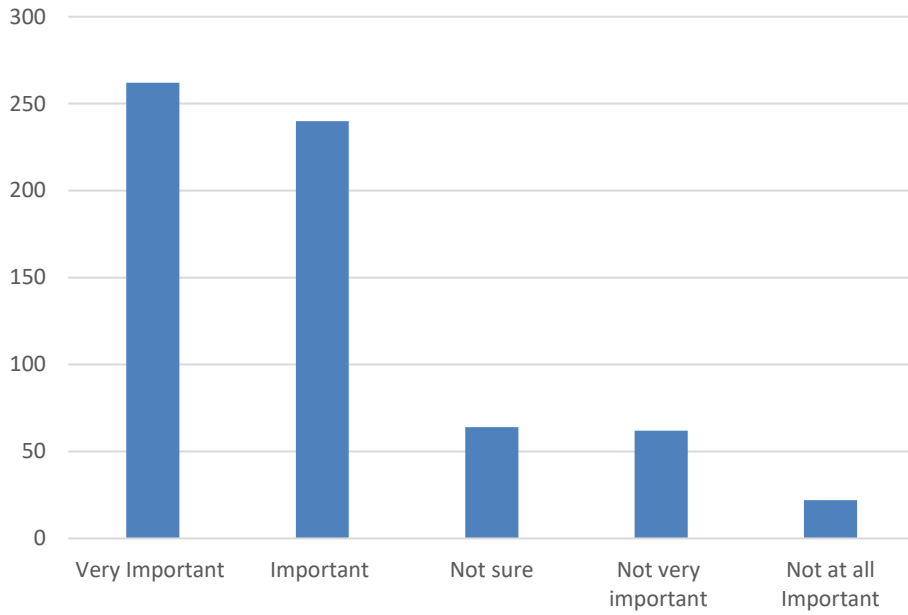
**9. There should be more residential homes in the town centre**



Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	71	10.9%
Agree	110	16.9%
Not sure	228	35%
Disagree	180	27.6%
Strongly Disagree	71	10.9%

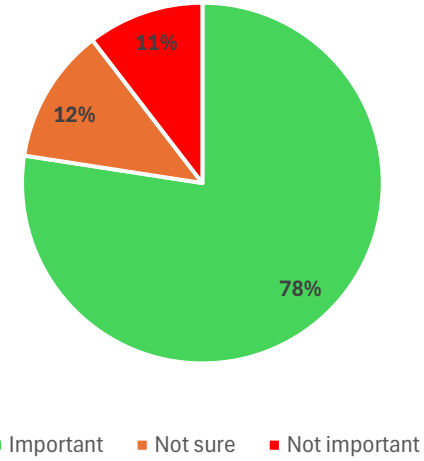
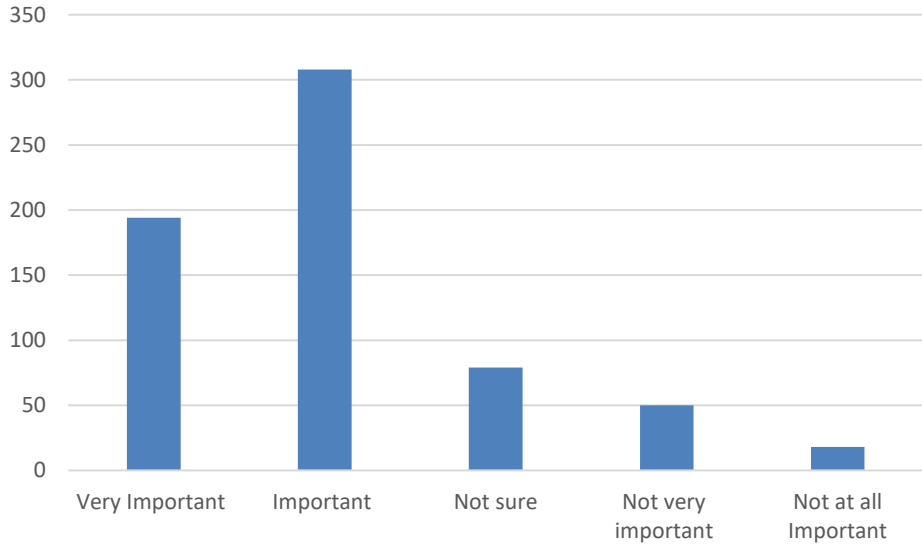
**10. Expanding and improving the health, leisure, swim and gym facilities in Arnold town centre.**



Important = Very important + Important  
 Not important = Not very important + Not at all important

Very Important	262	40.3%
Important	240	36.9%
Not sure	64	9.8%
Not very important	62	9.5%
Not at all Important	22	3.4%

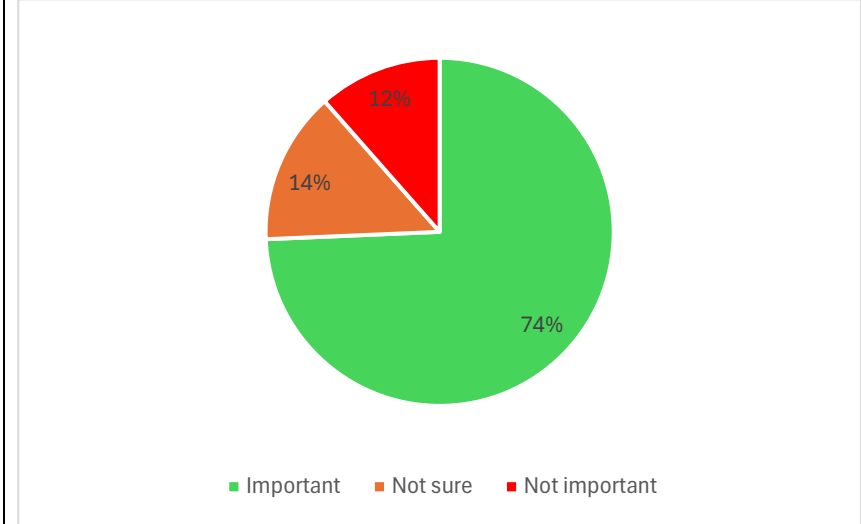
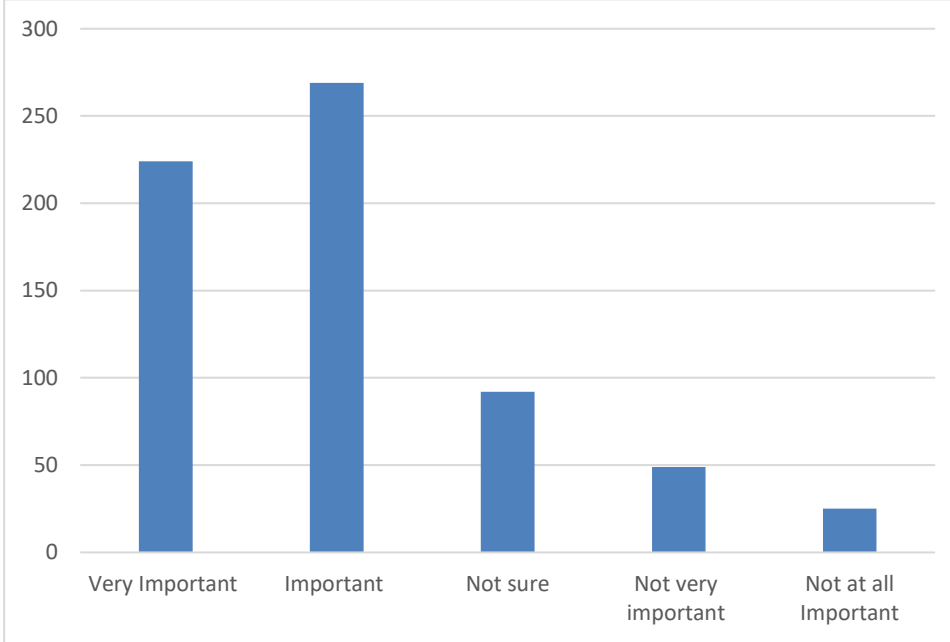
**11. More opportunities to meet and socialise with others and participate in community activities, clubs and groups**



Important = Very important + Important  
 Not important = Not very important + Not at all important

Very Important	194	29.9%
Important	308	47.5%
Not sure	79	12.2%
Not very important	50	7.7%
Not at all Important	18	2.8%

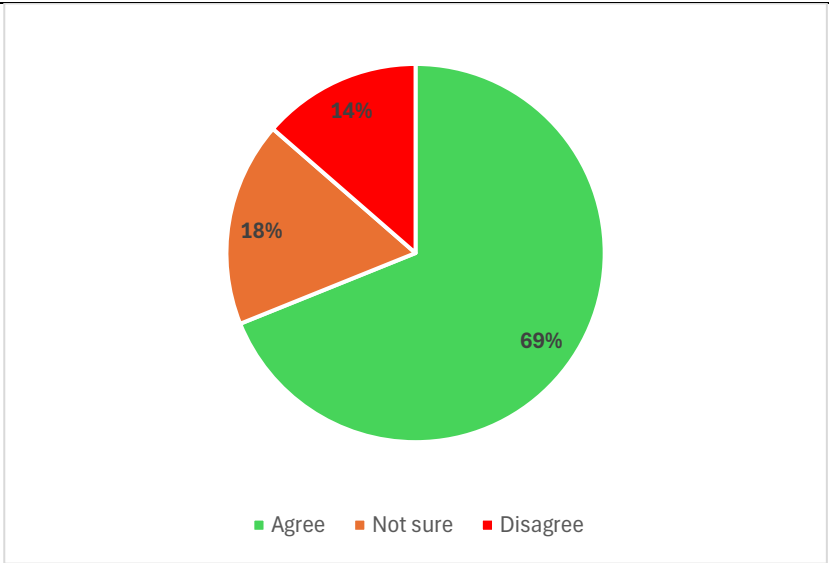
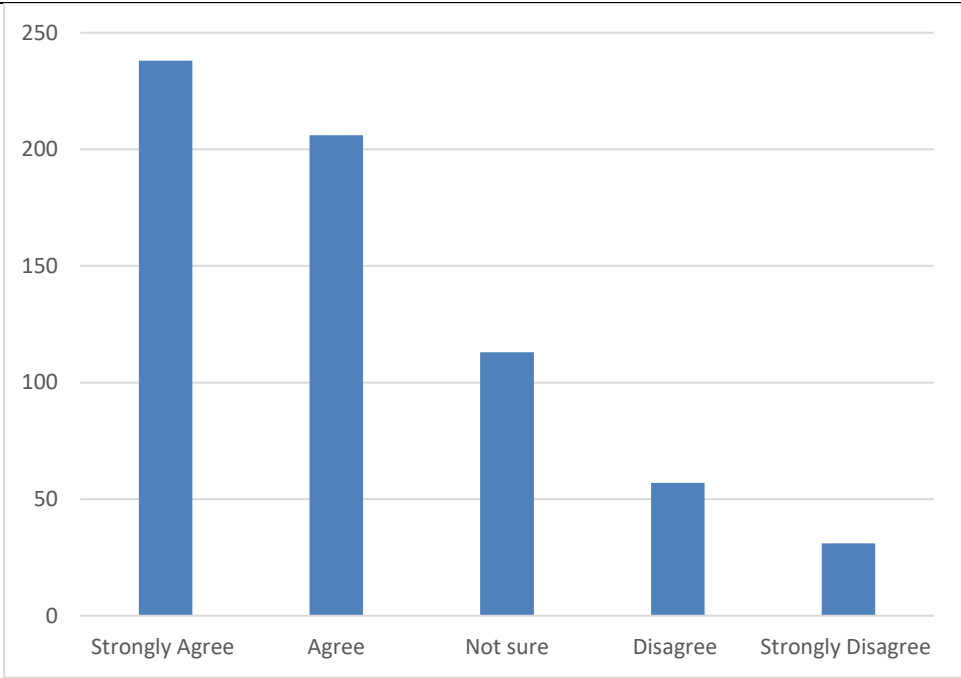
**12. Expanding and improving the theatre and cinema provision in Arnold with more modern facilities.**



Important = Very important + Important  
 Not important = Not very important + Not at all important

Very Important	224	34.5%
Important	269	39.9%
Not sure	92	14.2%
Not very important	49	7.6%
Not at all Important	25	3.9%

**13. A more modern library with up-to-date facilities, cultural and learning opportunities for the whole community.**

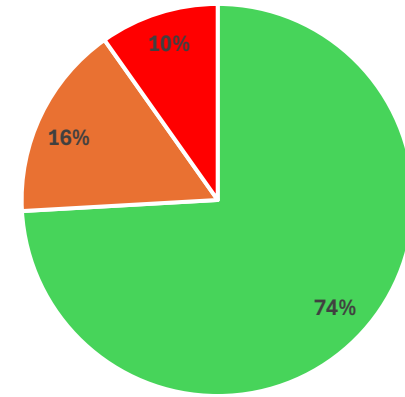
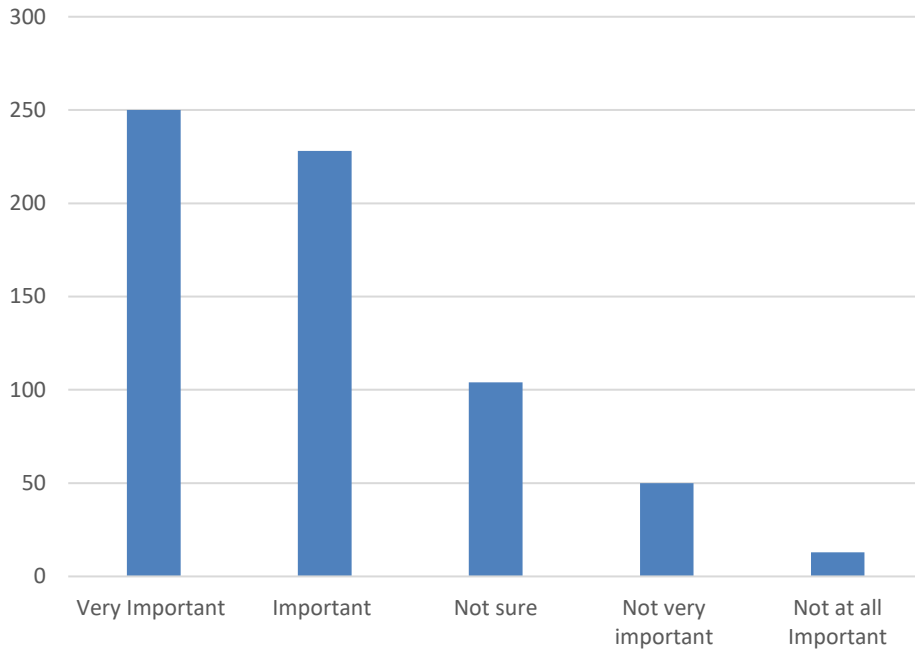


Agree = Strongly agree + Agree  
 Disagree = Strongly disagree + Disagree

Strongly Agree	238	32.1%
Agree	206	36.8%
Not sure	113	17.5%
Disagree	57	8.8%
Strongly Disagree	31	4.8%



**14. Better access to council, healthcare and welfare services in the town centre to encourage people to use the town centre of Arnold.**

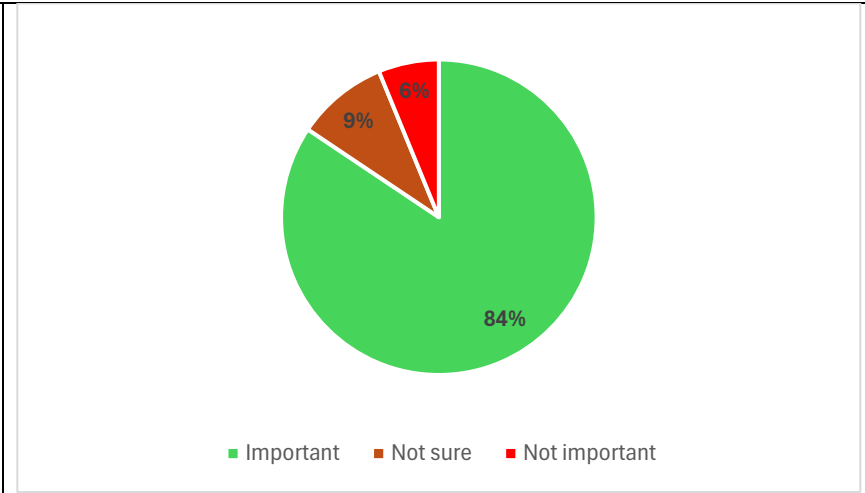
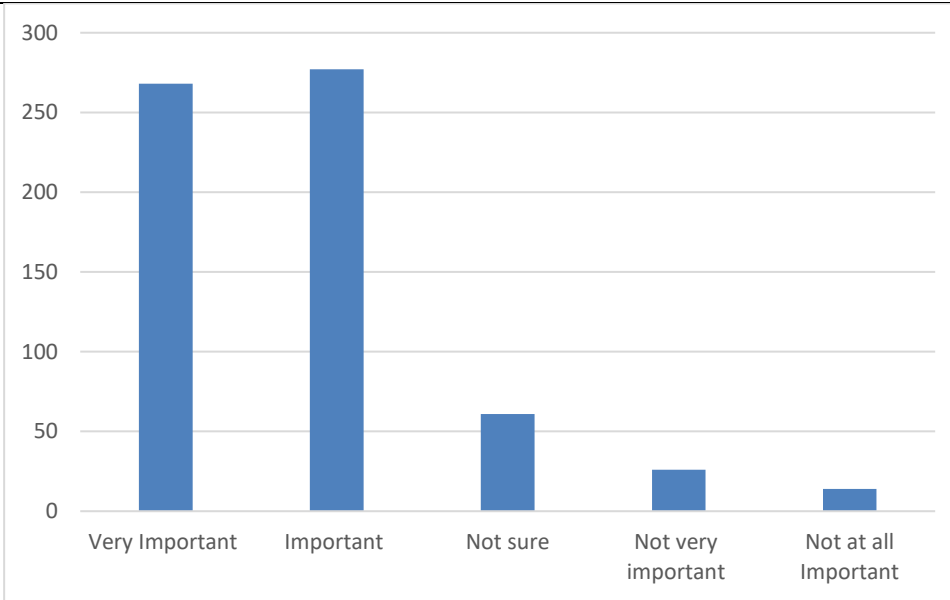


■ Important ■ Not sure ■ Not important

Important = Very important + Important  
 Not important = Not very important + Not at all important

Very Important	250	38.8%
Important	228	35.3%
Not sure	104	16.1%
Disagree	50	7.8%
Strongly Disagree	13	2.0%

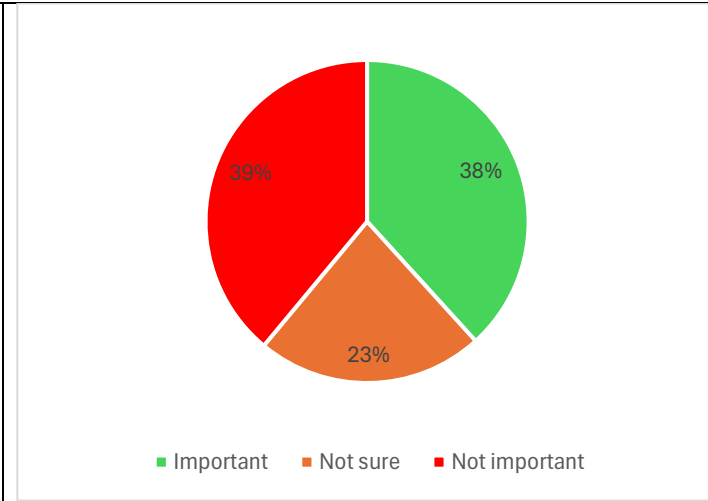
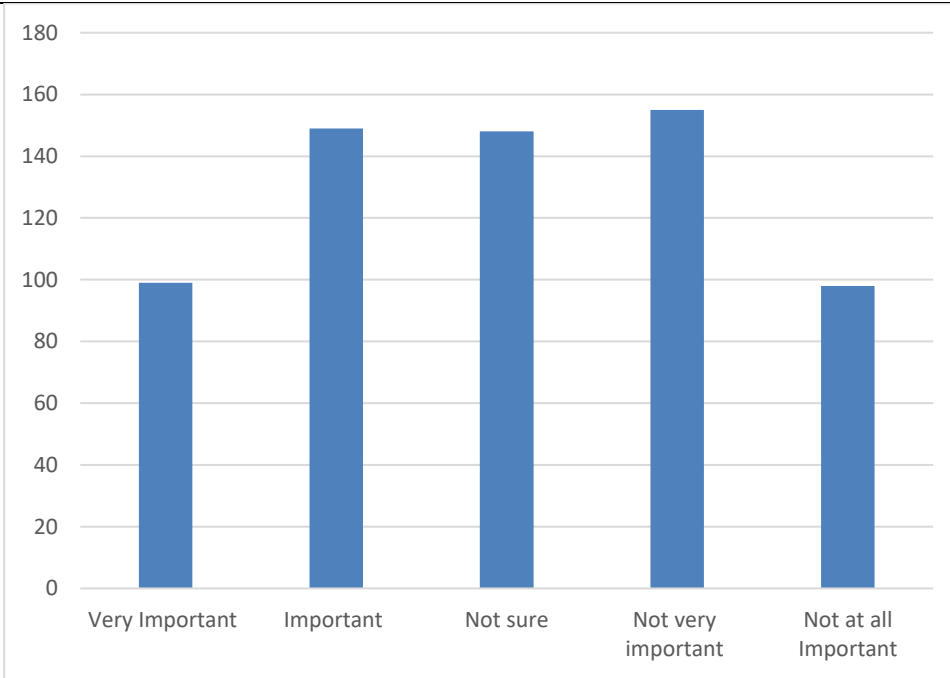
**15. Improving facilities in the parks across the wider town centre to encourage the community to use them and the town more.**



Important = Very important + Important  
 Not imporant = Not very important + Not at all important

Very Important	268	41.5%
Important	277	42.9%
Not sure	61	9.4%
Not very important	26	4%
Not at all Important	14	2.20%

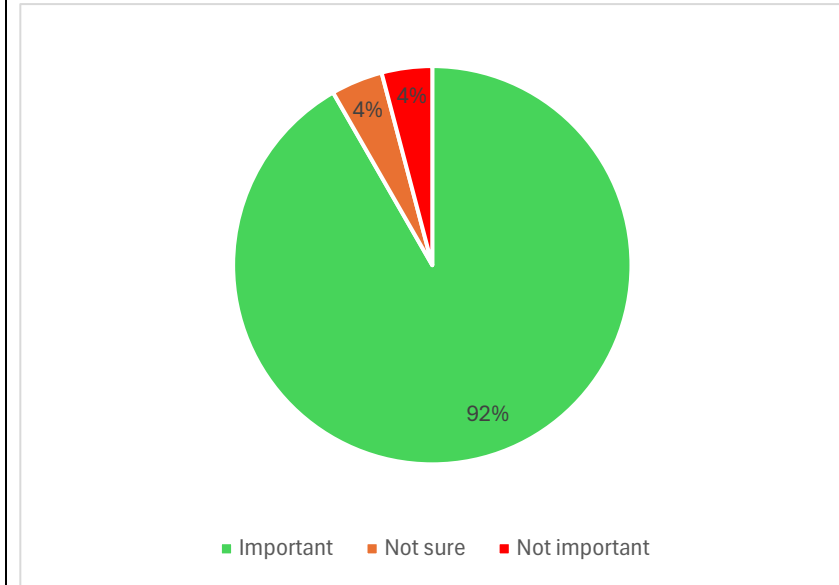
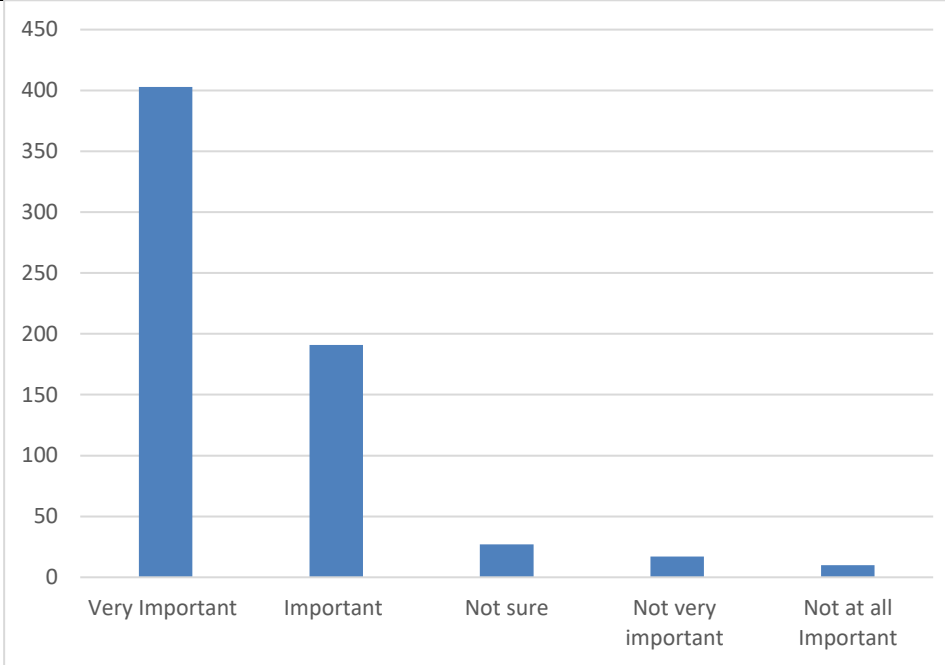
**16. Providing better access for cyclists in the town centre**



Important = Very important + Important  
 Not important = Not very important + Not at all important

Very Important	99	15.3%
Important	149	23.0%
Not sure	148	22.8%
Not very important	155	23.9%
Not at all Important	98	15.1%

**17. Improving the appearance of the town.**

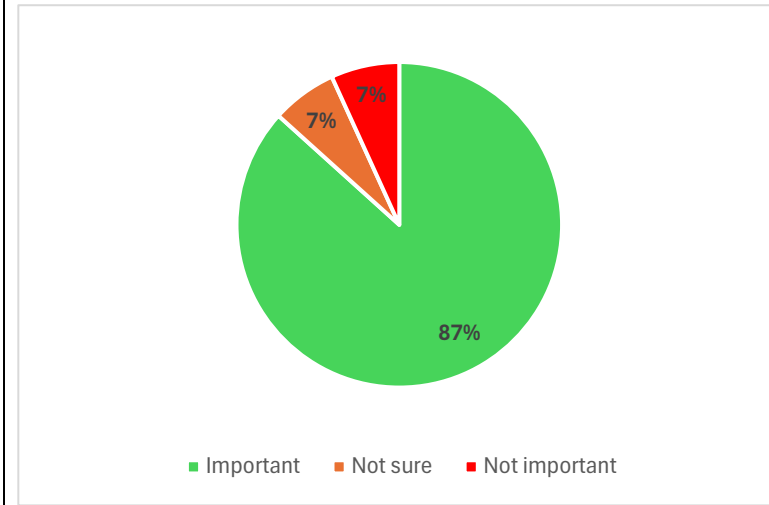
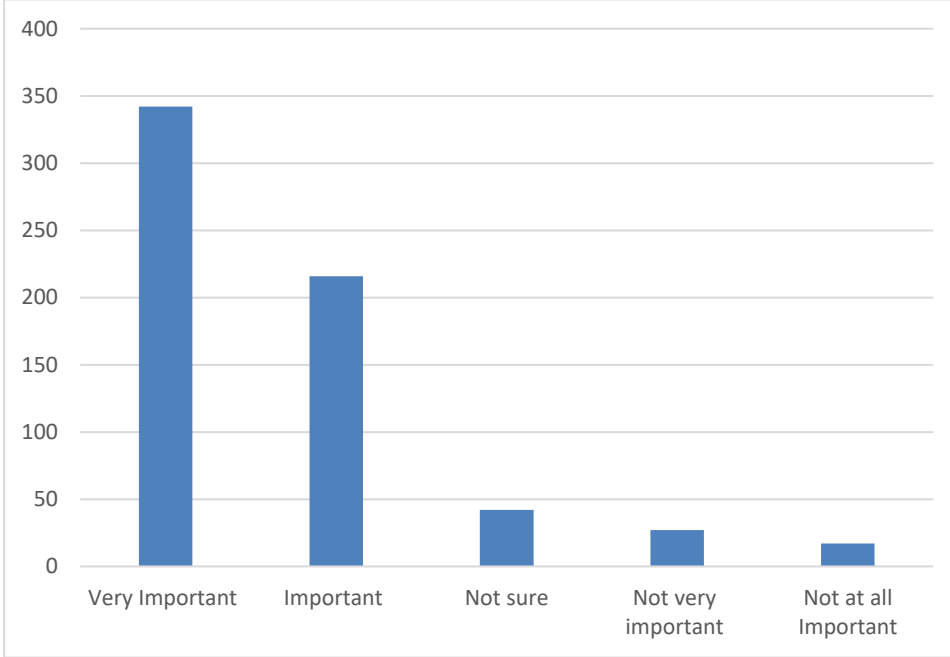


Important = Very important + Important

Not imporant = Not very important + Not at all important

Very Important	403	62.2%
Important	191	29.5%
Not sure	27	4.2%
Not very important	17	2.6%
Not at all Important	10	1.5%

**18 Providing better pedestrian access and personal safety across the town.**



Important = Very important + Important  
 Not important = Not very important + Not at all important

Very Important	342	53.1%
Important	216	33.5%
Not sure	42	6.5%
Not very important	27	4.2%
Not at all Important	17	2.6%