



MEMO

To: Gedling Borough Council
From: IcenI Engagement Team
Date: 10th September 2024
Title: Greater Carlton Long Term Plan Survey Summary Report

Summary of Community Survey

Between July 15th and August 30th 2024, 727 member of the community completed a survey to help decide how the Greater Carlton Long Term Plan for Towns money should be spent.

The survey was made up of 8 questions, 4 questions asked respondents to rank options in order of preference and 4 were open box questions, for respondents to write additional ideas or comments.

A copy of the survey is appended to this report.

The survey included an optional 'About You' section, with the exception of providing a postcode which was mandatory. The about you section asked respondents to provide their gender, age, ethnicity, disability and relationship to Greater Carlton (resident, working in the area etc).

We have outlined a conclusion at the end of this report with recommendations on next steps, which includes analysing the data by postcode. Once completed, this report will be updated.

Advertising Methods

The following methods were used by Gedling Borough Council (GBC) to advertise the consultation locally:

- A dedicated webpage to promote consultation - <https://www.gedling.gov.uk/business/carltontownboard/haveyoursay/>
- A prize draw (£50) to encourage responses.
- Social media, posters and other offline channels
- A press release promoting launch of consultation - <https://www.gedling.gov.uk/resident/latestnews/articles/sir-john-peace-appointed-as-independent-chair-for-greater-carlton-town-board-and-launches-consultation-on-20-million-fund.php>
- Photo opportunity at the first Carlton Town Board meeting to supplement the press release above
- Video promoting the consultation with Sir John Peace
- Email to *Latest News* subscribers about the consultation
- Intranet article aimed at GBC staff, launching the consultation to promote awareness
- Community distribution lists (tbc)
- An article included in Gedling Borough Council's Contacts magazine
- Digital TV adverts promoting consultation at all key sites (tbc)
- Attendance at local youth group to promote the consultation

About Respondents

The data from respondents who chose to answer the 'About You' section is summarised below:

- 708 respondents provided their postcode, with 19 choosing to write something else, for example 'pass', in this box. As outlined in next steps below, we will further analyse the data by postcode.
- 62.4% of respondents were female, 36.9% male and 0.7% chose other categories.
- Age Profile of Respondents

Age	Percentage of Respondents
35-44	21.60%
45-54	20.30%
55-64	20%
65-74	14.80%
25-34	11%
75 or over	9.60%
15 -24	2.60%

*1% of the 15 – 24 age bracket were under 17.

- Ethnic Group of Respondents

Ethnic Group	Percentage of Respondents
White British	90.20%
Other ethnic group	3.80%
Mixed or White and Black	1.70%
Caribbean multiple	1.30%
Mixed, white and Asian	1%
White, Irish	1%
Black or Black British, Car	0.70%
Mixed, White and Black, A	0.40%
Asian or Asian British, Indi	0.30%
Chinese	0.10%

- 55.8% of respondents identified with no-religion, 40.4% identified as Christian (including Church of England, Catholic, Protestant and all other Christian denominations), 2.3% chose 'Other', 0.7% identified as Muslim, 0.4% identified as Hindu, 0.3% identified as Buddhist and 0% identified as Jewish and Sikh.
- 83.9% of respondents identified as 'Non-Disabled' and 16.2% of respondents identified with having a disability.
- 94.6% of respondents identified as Straight/Heterosexual, 2.1% identified as Gay or Lesbian, 2% identified as Bisexual and 1.7% chose 'Other'.
- 61.5% of respondents were Employed, 27.6% Retired, 8.2% chose 'Other', 2.4% Unemployed, 1.8% Student and 0.8% were Unemployed Students.
- 94.9% of respondents were 'Local Residents', 15.9% 'Part of a Community Group', 11.5% 'Worked in the Local Area', 6.1% 'Local Business Owners', 5.2% 'Education Providers' and 5% chose 'Other'.
- The 727 responses were made up of 676 online responses and 51 paper responses.

- Respondents were also given the option to be kept informed in relation to the project, by providing their email address, 364 chose to do this.

Survey Results

Question 1: What do you think would benefit high streets, heritage and regeneration in the area the most?

This question was a ranking question, respondents were able to shuffle the responses in their preferred order of importance, putting the most important option at the top and the least important at the bottom.

The results are based on (Rank Position x Number of Responses for each Rank Position) divided by Total Number of Responses, to create an average overall, which is noted below in brackets below. The lower the number, the higher respondents ranked it.

698 out of 727 people answered this question.

1. The highest ranking option overall was – *‘Provide more for young people to do in the evenings, weekends and during school holidays, working with local providers’*, (3.22 average rank, meaning lots of respondents placed it high on the priority list), followed by:
2. *Support independent retailers on local high streets* (3.95 average)
3. *Improve your local high street which could include grants for shopfronts, increased cleaning and redecoration, more street furniture and planters or improvements to public spaces* (4.17 average)
4. *Support local groups in volunteering and social action projects* (4.42 average)
5. *More events and markets - this could include specialist markets such as farmers markets and food festivals, and a mixture of events including film screenings, theatre, music production, art exhibitions* (4.47 average)
6. *Improve leisure facilities (Leisure Centres, football pitches etc) in the district* (5.25 average)
7. *Fund local sports facilities, tournaments and leagues* (6.79 average)
8. *Install flood prevention measures* (6.94 average)
9. *Invest in new and improvements to existing heritage and community buildings* (7.41 average)
10. *Support the development of the area’s visitor economy for example through local attractions, trails, tours and tourism products* (8.37 average)

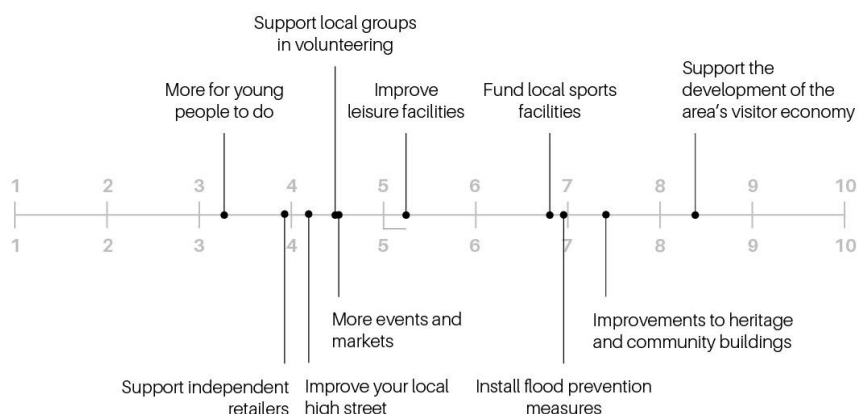


Figure 1: High streets, heritage and regeneration options, 1 = highest priority, 10 = lowest priority

Question 2: Do you have any other specific ideas for the area's high streets, heritage or regeneration, or do you want to provide further detail on any of your responses above?

336 out of 727 respondents chose to leave open feedback in relation to the high streets, heritage and regeneration theme.

The most common themes in the open feedback included:

Improvement of public spaces and green areas: Strong emphasis on enhancing parks, recreational grounds and green spaces by planting trees, wildflowers and adding seating. Maintenance, such as mowing and keeping green spaces clean were considered important.

Support for local businesses: Supporting local independent businesses through affordable rents and revitalising the high street by increasing the variety of shops, such as greengrocers and butchers. Improving the appearance of shop windows and improving accessibility to these areas was also mentioned.

Sports and leisure facilities: Better sports facilities, including the development of 3G pitches, community hubs and sports complexes. Comments also suggested providing more activities for children and youth, to promote physical and mental well-being.

Community events and spaces: Suggestions included creating community gardens, organising markets and offering more activities for children within community centres. A desire for more spaces where people can gather and participate in community events was also mentioned.

Infrastructure maintenance and connections: Better road maintenance, repairing potholes, improved public transport links, more pedestrian-friendly areas and increased parking. There is also a desire to enhance accessibility for people with mobility challenges. Requests for more benches, better road crossings and improved lighting to make public spaces more accessible, particularly for the elderly and disabled.

Safety and security: Increased police presence, CCTV, better street lighting and more community policing to enhance safety and reduce anti-social behaviour.

Question 3: What do you think would benefit parks and open spaces the most?

Respondents ranked the statements in order of importance.

667 people answered this question.

1. The highest-ranking option overall was '*Improve parks - this could include new multi-use games areas, improvements to play equipment, refurbishment of sports courts and providing outdoor gyms*' (a 2.11 average), followed by:
2. *Improve recreation areas/playing fields with new multi-use games areas, improved car parking and environmental improvement plans* (2.71 average)
3. *Ensure local parks are cleaner* (3.31 average)
4. *Restore or improve pavilions within parks* (3.62 average)
5. *Improve Gedling Country Park with a heritage hub, heritage trails and/or new café* (4.43 average)
6. *Provide more for girls to do within parks* (4.82 average)

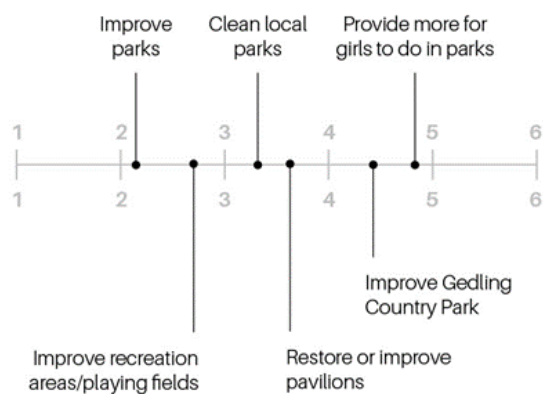


Figure 2: Parks and Open Spaces, 1= highest priority, 10 = lowest priority

Question 4: Do you have any other specific ideas for the area's open spaces, or do you want to provide further detail on any of your responses above?

305 out of 727 respondents chose to leave open feedback in relation to parks and open space.

The most common themes included:

Park maintenance: Better maintenance and cleanliness in parks, including improved litter collection, more frequent grass and tree cutting, and better general upkeep of park facilities.

Safety and security: Concerns about safety and security with suggestions including better lighting, CCTV surveillance, park wardens, and measures to address vandalism and anti-social behaviour.

Facilities and amenities: New and Improved facilities within parks, such as more public toilets, seating, cafes and improved play equipment. Suggestions also include better facilities for dog owners and more inclusive spaces for various activities such as seating for girls. A few comments mentioned some parks had received funding whereas others have been neglected and in need of upgrades.

Community activities: Many comments highlighted the importance of community involvement through events, activities and recreational opportunities. This includes organising community events, improving existing facilities for various age groups, and supporting local activities and sports.

Youth and recreational spaces: Providing and improving spaces for youth, including skateparks, play areas for different age groups, and other recreational facilities. Also better opportunities for girls in these spaces.

Accessibility and movement: Improving accessibility to parks and providing better facilities for people with disabilities. This includes enhancing public transport connections, providing more accessible amenities like public toilets and cafes, and ensuring that parks are user-friendly for people with disabilities. Additionally, better parking to encourage access to green spaces.

Question 5: What do you think would benefit transport and connectivity in the area the most?

Respondents ordered the statements in order of importance.

622 out of 727 people answered the question.

1. The highest ranking option overall was: *Improve access to nature reserves, parks and open spaces* (a 2.39 average), very closely followed by the second highest ranking option:
2. *Consider ways to improve access and ease congestion close to employment areas and retail park* (2.4 average)
3. *Improve the bus/tram/train services including passenger information* (2.75 average)
4. *Improve active travel, exploring the creation of walking and cycling links* (2.89 average)
5. *Increase access to EV charging points* (4.57 average)

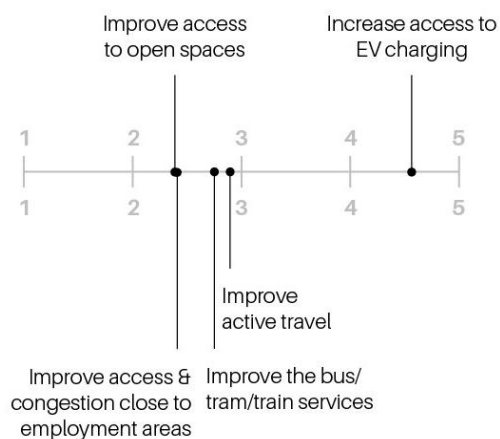


Figure 3: Transport and Connectivity, highest priority = 1, 10 = lowest priority

Question 6: Do you have any other specific ideas for the area's transport and connectivity, or do you want to provide further detail on any of your responses above?

252 out of 727 respondents chose to leave open feedback in relation to transport and connectivity.

The most common themes included:

Road maintenance: Many comments mentioned the poor state of roads and the impact this has on safety, especially potholes needing repair.

Public transport improvements: Improved public transport services, particularly in terms of more frequent buses and trains as well as affordability. There are also suggestions for new routes, better integration between services and introducing specific services like night buses.

Pedestrian and cycle pathways: Improving infrastructure for more sustainable travel, including creating and enhancing cycle lanes, pedestrian paths, and safer routes for walking and cycling.

Accessibility and inclusivity: Need to make public transport and infrastructure more accessible for disabled and elderly people. This includes better seating in bus shelters, accommodating those with mobility challenges, and ensuring public transport caters to all users.

Traffic safety: Need for improved traffic management, such as congestion, traffic lights, and the safety of pedestrian crossings. Many comments raised concerns about road safety, particularly around schools and residential areas, and suggest various improvements like mini roundabouts, better road markings, and separate walking and cycling routes.

Question 7: What do you think would benefit the areas safety and security the most?

Respondents ordered the statements in order of importance.

662 out of 727 people answered the question.

1. The highest ranking option overall was *Introduce safer streets initiatives for example, street lighting, CCTV, hotspot policing*, (a 2.45 average)
2. *Introduce initiatives to tackle antisocial behaviour in parks* (2.92 average)
3. *Provide more resource to tackle antisocial vehicle drivers* (3.65 average)
4. *Increase security in shopping areas* (3.7 average)
5. *Support for local programmes/services to tackle antisocial behaviour* (3.72 average)
6. *Invest in crime prevention measures for example, Neighbourhood Watch, property marking* (4.55 average)

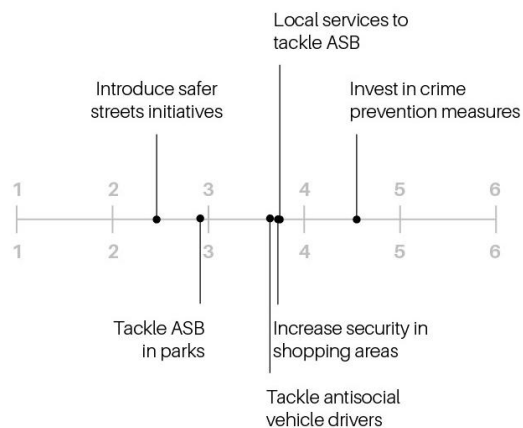


Figure 4: Safety and Security, highest priority = 1, 10 = lowest priority

Question 8: Do you have any other specific ideas for safety or security, or do you want to provide further detail on any of your responses above?

256 out of 727 people chose to leave open feedback in relation to safety and security.

The most common themes included:

Increased Police presence: Many comments mentioned the need for more police officers patrolling the streets, particularly on foot, to enhance community interaction and deter crime.

CCTV: There were comments suggesting installing or improving CCTV in public spaces, parks, shopping areas, and around residential areas to improve safety and prevent antisocial behaviour.

Antisocial behaviour: Many concerns about antisocial behaviour, as it causes issues in parks and shopping areas. Several comments also referenced reckless drivers and electric scooters.

Traffic and road safety: Concerns about speeding, reckless driving (as above) and the need for traffic calming measures like speed bumps and better enforcement of traffic laws were mentioned.

Youth support: Several responses highlighted the need for more youth programmes, workshops and activities to divert young people from antisocial behaviour and promote positive engagement with the community.

Conclusion

The survey was completed by 727 members of the community between July 15th and August 30th 2024.

We mainly heard from mid to older, adult residents, with 21.6% aged between 35-44 years and 20.3% aged between 45-54 years with only 2.6% aged between 15-24 years.

More women (62.4%) than men completed the survey and overall, 61.5% of respondents were currently in employment.

364 respondents said they would be willing to be contacted about the project in the future.

The results could be further analysed by postcode, to drill down into specific issues in each area and/or target areas where there was a lower response rate. The results could also be analysed by age/gender etc.

The feedback received could also be used for other projects/initiatives, not solely the Town Fund work.

The feedback can be summarised by theme, as:

Theme 1: High Streets, Heritage and Regeneration

Despite not hearing from a high proportion of young people directly through the survey, *providing more for young people to do in the evenings, weekends and during school holidays, working with local providers*, was seen as most important option within this theme.

There was also a strong importance placed on independent retailers and improving the look/smartness of local high street/shopping areas. There was a desire to support local independent retailers through affordable rents and to increase the variety of shops, alongside improving general maintenance and accessibility.

Carlton Hill and Carlton Square were referenced most in terms of geographical areas in the open comments.

Potholes/ road surfacing was the most frequent comment in the open comments overall, across all themes.

Specific heritage ideas were made in the open comments, but they differed in nature.

Some respondents were also keen to talk about improvements to public spaces and green areas within this theme.

Theme 2: Open Green Spaces

The highest-ranking option overall was to *improve parks - this could include new multi-use games areas, improvements to play equipment, refurbishment of sports courts and providing outdoor gyms*, followed by *improving recreation areas/playing fields with new multi-use games areas, improved car parking and environmental improvement plans*. Providing new multi-use games areas, improvements to play equipment and providing outdoor gyms, as well as improved maintenance, such as more frequent grass and tree cutting and better cleanliness in parks was also seen as key.

Interestingly despite more for young people being ranked first in theme 1 above, providing more for young girls to do in the parks was the lowest ranking priority in this section. In the open comments, respondents talked about the importance of providing inclusive play areas for both girls and boys and different age groups, which could explain this. Respondents also referenced the importance of improving accessibility to parking.

In relation to Gedling Park, several comments noted that it had already been invested in and the focus should be on smaller, local parks. There was also a feeling that if more money was spent on Gedling Park, it should be in relation to improving accessibility and nature.

Several people mentioned Onchan park, noting it needed new equipment.

Several comments were also made about the need for defibrillators in publicly accessible places.

Open/ green spaces featured heavily in the open feedback in this theme but also within the high street theme, as noted above, suggesting it is a key theme for the community.

Theme 3: Transport and Connectivity

The highest ranking option overall was *improve access to nature reserves, parks and open spaces*, very closely followed by *considering ways to improve access and ease congestion close to employment areas and retail parks*.

Respondents placed an emphasis on accessibility and the need to introduce additional parking as well as safer routes for walking and cycling to encourage residents to visit green spaces around Carlton.

Within improving access and ease congestion to employment areas and retail park - suggestions included improved traffic light synchronisation and safer walking and cycling routes around busy retail areas.

All statements under Transport and Connectivity were closely ranked, with the exception of '*Increasing access to EV charging points*' which was noticeably lower in the scoring system.

Theme 4: Safety and Security

The top theme was *introducing safer streets initiatives*, within the open comments this related to improved street lighting, CCTV and hotspot policing, particularly on foot to enhance community interaction and deter crime.

The second ranked theme was *introducing initiatives to tackle antisocial behaviour in parks* – suggestions included more youth programmes, workshops and activities to divert young people from anti-social behaviour and promote positive engagement with the community, again reinforcing the importance of young people within the feedback.

Next Steps

Following on from the Greater Carlton Long Term-Plan Survey GBC officers and the consultant team will now undertake some further consultation to supplement the results and test the feedback received so far, assisting the team in shortlisting projects in line with Government guidance.

The further consultation will involve undertaking and reporting on the following during the month of September:

1. A virtual workshop with large scale businesses in the Greater Carlton area, focussing on the 'employment corridor' e.g. manufacturing, service businesses, warehousing and logistics;
2. Outreach with high street businesses, spending a day going door to door; and
3. Overseeing the rollout of a youth workshop within two education establishments, in conjunction with the youth Mayor.

Key will be ensuring take up from community members to the proposed work outlined in the timescales available, but any feedback received will be recorded and used to supplement the survey responses.

Appendix 1: A copy of the Greater Carlton Long-term Plan Survey

Greater Carlton (including Carlton Hill, Netherfield, Gedling, Colwick, Burton Joyce, Stoke Bardolph, Mapperley and Mapperley Top shops and surrounding open spaces) is part of the government's national 'Long Term Plan for Towns' programme. The government has allocated £20m to Greater Carlton, to invest in local people's priorities, over the next ten years.

The funding can be used for improving our high streets, dealing with antisocial behaviour through to creating new footpaths and cycle routes.

The fund is 75% Capital (for example improvements to shopping areas, parks or upgrades to buildings/ community facilities etc.) 25% is revenue which pays for services, people and running costs, this can be for voluntary groups and for increasing police/council resources.

Allocation and spend of the funding are being overseen by the Greater Carlton Town Board which is run by local people. The board is supported by the Council which will hold the finances. You can read more about the Greater Carlton Town Board here.

People who live, work, learn or visit the Greater Carlton Town area are urged to take a few minutes to tell us how they think the money would be best spent. We have started to consider ideas, but the community know the area best.

Your input will directly influence decision making and the survey only takes a few minutes.

The consultation will start on 15th July and feedback is requested by 30th August 2024.

The Carlton Town Board will review the feedback in detail to decide which projects to prioritise and include in the plan. The community will continue to be involved.

If you need a paper copy of the questionnaire you can contact us here:
consultation@iceniprojects.com

Please provide your contact details if you want to be entered into the prize draw with a chance to win £50.

Want to know more?

Government guidance about the funding can be found here: <https://rb.gy/9kk62d>

The government provide a list of types of projects that can be funded, these are called interventions. If you have ideas that don't fit an intervention, don't worry please tell us anyway. The full list of potential interventions can be found here: <https://rb.gy/79m4t7>

Return address:

FAO: Economic Growth and Regeneration

Gedling Borough Council

Civic Centre

Arnot Hill Park

Arnold

Nottingham

NG5 6LU

A bit about you

Postcode:

What is your gender identity?

Male / Female / Transgender male / Transgender female / Gender variant or Non-Conforming / other, please state

What age group are you in?

15-24

If you are under 17, a parent or guardian must enter their name in the box below to provide permission for you to complete the survey and be entered into the prize draw:

25-34

35-44

45-54

55-64

65-74

75+

To which of these groups do you consider you belong?

White, British	
White, Irish	
White, Other	
Black or Black British, Caribbean	
Asian or Asian British, Indian	
Asian or Asian British, Pakistani	
Asian or Asian British, Bangladesh	
Mixed or White and Black, Caribbean	
Mixed, White and Asian	
Chinese	
Gypsy/ Traveller	

What is your religion?

No religion	
Christian (including Church of England, Catholic, Protestant and all other Christian denominations)	
Buddhist	
Hindu	
Jewish	
Muslim	
Sikh	
Other	

Do you have a disability?

Yes	
No	

Which of the following best describes your sexual orientation?

Straight/Heterosexual	
Gay or Lesbian	
Bisexual	
Other	

Please tick as many options below which apply to you:

Employed	
Retired	
Unemployed	
Unemployed Student	
Student	

Other	
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Please tick as many boxes below which apply to you:

Local Resident	
Local business owner	
Working in the local area	
Part of a community group	
Education provider	
Other	

We can spend the money within three different themes:

- **Theme 1: High Streets, Heritage and Regeneration**
- **Theme 2: Transport and Connectivity**
- **Theme 3: Safety and Security**

Theme 1 is High Streets, Heritage and Regeneration

- 1. What do you think would benefit high streets, heritage and regeneration in the area the most?**

Please rank the ideas below, writing number 1 next to the most important, through to number 10 as the least important

Idea	Rank
Provide more for young people to do in the evenings, weekends and during school holidays, working with local providers	
Support local groups in volunteering and social action projects	
Support independent retailers on local high streets	
Install flood prevention measures.	
Improve leisure facilities (Leisure Centres, football pitches etc) in the district	
Improve your local high street which could include grants for shopfronts, increased cleaning and redecoration, more street furniture and planters or improvements to public spaces	
More events and markets – this could include specialist markets such as farmers markets and food festivals, and a mixture of events including film screenings, theatre, music productions, art exhibitions.	
Fund local sports facilities, tournaments and leagues	
Invest in new and improvements to existing heritage and community buildings	

Support the development of the area's visitor economy for example through local attractions, trails, tours and tourism products	
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- 2. Do you have any other specific ideas for the area's high streets, heritage or regeneration, or do you want to provide further detail on any of your responses above?**

- 3. What do you think would benefit parks and open spaces the most?**

Please rank the ideas below, writing number 1 next to the most important, through to number 6 as the least important

Idea	Rank
Restore or improve pavilions within parks	
Improve parks - this could include new multi-use games areas, improvements to play equipment, refurbishment of sports courts and providing outdoor gyms	
Improve recreation areas/playing fields with new multi-use games areas, improved car parking and environmental improvement plans	
Improve Gedling Country Park with a heritage hub, heritage trails and/or new cafe	
Ensure local parks are cleaner.	
Provide more for girls to do within parks.	

- 4. Do you have any other specific ideas for the area's open spaces, or do you want to provide further detail on any of your responses above?**

Theme 2 is Transport and Connectivity

5. What do you think would benefit transport and connectivity in the area the most?

Please rank the ideas below, writing number 1 next to the most important, through to 5 as the least important

Idea	Rank
Consider ways to improve access and ease congestion close to employment areas and retail park	
Improve access to nature reserves, parks and open spaces	
Improve active travel, exploring the creation of walking and cycling links	
Improve the bus/tram/train services including passenger information	
Increase access to EV charging points	

6. Do you have any other ideas for transport and connectivity, or want to provide further detail on any of your responses above?

Theme 3 is Safety and Security

7. What do you think would benefit the areas safety and security the most?

Please rank the ideas below, writing number 1 next to the most important, through to 6 as the least important

Idea	Rank
Increase security in shopping areas	
Introduce safer streets initiatives for example, street lighting, CCTV, hotspot policing	
Introduce initiatives to tackle antisocial behaviour in parks	
Provide more resource to tackle antisocial vehicle drivers	
Support for local programmes/services to tackle antisocial behaviour	
Invest in crime prevention measures for example, Neighbourhood Watch, property marking	

8. Do you have any other ideas for safety or security, or want to provide further detail on any of your responses above?

Data Consent

Consent for storing submitted data.

Yes, I give permission to store and process my data and agree to the privacy notice:
<https://rb.gy/mpduyz>

Please circle either:

Yes

No

Iceni Projects are managing the public consultation on behalf of Gedling Borough Council. At Iceni Projects, we are committed to maintaining the trust and confidence of those we engage through our consultation activities. In particular, we want you to know that Iceni Projects is not in the business of selling, renting or trading personal information with other companies and businesses. All information you provide is confidential and will only be used in connection with this project. We will use the information you provide to better understand the needs and aspirations of the local people to help inform the process and any contact information you provide to keep you informed about the project and consultation events we host. You are entitled to view, amend, or delete the personal information that we hold by emailing our data protection officer Madi Moraru at consultation@iceniprojects.com.

Those under the age of 17 will need a parent or guardians permission to complete the survey. If successful on the prize draw the prize money will be paid to the parent or guardian.