

Greater Carlton Town Fund

**Additional Consultation
Town Board Presentation – 25th
September**

High Street/Local Business Telephone Survey

- Over 200 businesses contacted, with 39 businesses (c.20%) agreeing to take part
- Covering Carlton Hill, Gedling Village, Mapperley & Netherfield
- Questions:
 - Existing challenges to their business and the high street
 - Ideas on attracting people to the high street
 - Future aspirations

1. What are the biggest challenges your business is facing right now?

- Financial
- Effects of COVID
- Online competition and social media
- General High Street decline
- Competition with retail parks

2. What do you think would help new independent shops to open on the high street?

- Providing Funding
- Promotion and advertising
- Infrastructure and improved appearance of the high street
- Both a day and night time economy (Mapperly)

3. What do you think would bring more people to the high street and your business?

- Better promotion and marketing
- Increase footfall and visibility
- Better variety of shops
- Parking and accessibility

4. How do you think the Towns Fund could help your business grow?

- Advertising and marketing
- Funding and grants
- Infrastructure and area improvements
- General support (business training, safety qualifications etc)

5. Where do you see your business in 5 years time?

- Uncertainty about the future
- Hopes for growth and expansion
- Economic and financial pressures
- Retirement

Feedback Themes by Geographical Area

- **Mapperley** - *Less parking restraints, lower rents, more variety of shops and more community events to encourage people to visit in the day time.*
- **Netherfield** - *A need for more advertising and tackling traffic issues so people don't just go straight to retail park, and more events like a market at the weekend.*
- **Gedling Village** – *A better variety of shops is needed and more encouragement, such as grants, for new businesses to open.*
- **Carlton Hill** – *Lower footfall since the closure of Wilko in Carlton Square, problems with empty shops and cleanliness.*

Larger business feedback

- Challenges were international (cost of importing materials)
- The transport links around Carlton provide good opportunities for new businesses to grow
- Business Network Launch:



Support with website
development, social media
and online presence



Advice on finance and
accounting



Advice on expanding from
retail to wholesale



Support in understanding
customer data and GDPR

What are the biggest challenges faced by young people in Carlton?



GETTING ABOUT
(BUSES ARE TOO
EXPENSIVE)



NOTHING TO DO



KNIFE CRIME



ANTI-SOCIAL
BEHAVIOUR

Are there any specific areas of facilities you feel need improvement?

Sad to see Colwick Skate Park close

Improve hygiene in Forum changing rooms

Better maintenance at Astro

Keen for a basketball court