

## APPENDIX A

### Visitor Economy Audit

Our Visitor Economy Audit features an analysis of data from a range of sources, including STEAM, Air DNA, visitor footfall, VisitEngland/VisitBritain, Gedling Borough Council, and other visitor and demographic figures.

This review sets out the nature and scale of the opportunities to boost the local economy through its heritage and visitor attractions, comprising an audit of the Borough's visitor and leisure offer, including the range of significant heritage assets, places of natural beauty, destination points of cultural significance, historical industrial assets, retail centres, theatres, leisure centres, and Country Parks.

### Market Trends

#### How the Market is Changing

Hospitality and tourism play a key role in the everyday economy in Nottinghamshire, supporting thousands of jobs and operating at the heart of communities across the nation. Based on the latest 2023 STEAM tourism data measuring trends and impact of visitor economy in the region, Nottingham and Nottinghamshire have witnessed a significant increase, underlining the importance of tourism in driving local economic growth and job creation.

A third of UK cities are considered domestic visitor 'destinations' - which pull overnight visitors from further afield and get them to spend more during their city breaks, and even sustain a broader range of retail, leisure, and food and drink amenities than places with fewer visitors.

The sustained growth across multiple indicators, from visitor volume to spend and the number of jobs, highlights Nottinghamshire's growing reputation as a leading visitor destination.

Recent increased investment into the visitor offer and product – such as Sherwood Observatory, St Mary Magdalene Church in Hucknall, and the new play area at Sherwood Pines – alongside strategic marketing initiatives from Visit Nottinghamshire like the visitor guide, a B2C website attracting over 4 million visitors annually, and PR reach exceeding 251 million, places the region on a strong trajectory to attract even more visitors in the future.

At a national level, the UK government has committed to a new ambition to welcome 50 million international visitors per year by 2030 as part of its plans for the country to remain one of the most visited worldwide, driving economic growth. Growth in the tourism industry beyond London will be at the heart of this strategy. While the capital is a huge draw that brings in tens of millions of visitors each year, there is vast potential for increasing visits to other cities and regions, which can be achieved through improved marketing, reforming tourist boards, filling skills gaps in the visitor economy and better celebrating our culture.

Locally, this represents a significant and increasing stream of inward investment. Gedling's range and quality of visitor attractions and tourism and hospitality businesses across the Borough, and the opportunities for their future development, represent strong potential for increased growth. Raising and enhancing the profile of a place also leads to a greater sense of civic pride and often acts as a catalyst for civic development and regeneration.

#### Impact of the Visitor Economy

All strategies and policies need to be rooted in local evidence. The following analysis of visitor data is based on the Scarborough Tourism Economic Activity Monitor (STEAM) which is widely acknowledged as the industry standard with high levels of accuracy down to district level. Insight gained from STEAM and ensures our ambitions – including increasing the volume of visitors, dwell time and visitor experience - are based on realistic performance measures.

The tourism/visitor economy makes a significant contribution to the EMCCA economy, worth around £5.25bn in 2023 and supporting around 52,000 jobs.

The aim is to take up numerous opportunities to grow the value of the sector, both in terms of direct economic impact and wider benefits that support EMCCA's inclusive growth objectives.

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The total value of tourism in Nottingham city and county in 2023 reached an outstanding economic impact of £2.36 billion, marking a 15.40% increase from the previous period. This reflects the rising appeal of the region as a top destination for both day and overnight visitors. In 2023, Nottingham and Nottinghamshire welcomed 34.33 million visitors, an increase of 4.12%. The average spend per visitor continues to climb as well, with an overall rise of 10.81% to £68.94 economic impact per trip.

Gedling itself saw 3.12m visitors (across 3.49m Visitor Days) bring in £185.68m in Economic Impact. Gedling has opportunities to strengthen its tourism offer and attract a larger share of visitor spending.

### **Gedling's visitor economy has a significant opportunity to contribute to the Borough's wider economic growth prospects:**

- Gedling's visitor economy is largely reliant on Shopping and Food and Drink, which account for 41.4% and 29.2% of Direct Economic Impact respectively. Recreation (11.6%) and Accommodation (2.1%) represent comparatively small sections of the visitor economy's Economic Impact. There are significant opportunities to develop and enhance both the Recreation and Accommodation sectors to exploit hitherto underdeveloped opportunities to generate growth.
- STEAM figures assess that some 15,000 FTE jobs are supported by tourism in Nottinghamshire (excluding City) and that visitors bring in £1.24bn to the local economy.
- Gedling itself saw 3.12m visitors (across 3.49m Visitor Days) bring in £185.68m in Economic Impact. This represents a 2.7% increase from the £180.87m 2022 figure.
- Gedling itself supports 1,781 total FTE jobs in the visitor economy.
- An average day visitor in Nottinghamshire (excluding City) spends £39 (2019 figures); however, an average overnight visitor spends £193, and overnight commercial visitors spend an average of £299.
- Gedling has a number of tourism sites that could be developed and supported further including various country parks, Patchings and the annual art event, and historic properties such as Newstead Abbey and Papplewick Pumping Station.
- Gedling has been named as one of the top 50 places to live in Britain (2020).

## **Visitor Numbers and Days**

- STEAM data shows that there were 3.12m visitors to Gedling in 2023, up from 3.0m in 2022.
- Gedling's visitor economy is dominated by Day Visitors, of which there were 2.83m in 2023 (up from 2.76m in 2022).
- Most Staying Visitors choose to Stay with Friends and Family (214,700).
- The visitor breakdown features just 15,800 people staying in Serviced Accommodation, and 9,400 in Non-Serviced Accommodation.
- Overnight stays represent a significant opportunity to generate further economic growth through increased dwell-time and customer spend. Whilst Staying Visitors account for just 8% of all visitors, the same group is responsible for 23% of the overall Economic Impact.
- STEAM figures suggest that growth in Gedling's visitor economy is already underway. Total Visitor Numbers and Visitor Days increased by 4.1% and 3.5% respectively between 2022 and 2023, boosted primarily by a 4.5% growth in Day Visitors.
- However, All Staying Visitors dropped 1.1% between 2022 and 2023, which is largely attributed to significant falls in visitors staying in Non-Serviced Paid Accommodation (-7.9%).

## **Marketing**

**Marketing Nottingham and Nottinghamshire (MNG)** is the official place marketing organisation for the region and a non-for-profit business. Comprised of Invest in Nottingham, Visit Nottinghamshire including Meet in Nottingham, Nottingham Tourism Centre, and Nottingham Partners, it provides a unified voice for businesses and partners across the region. In addition, MNG work very closely with local private sector businesses through the Nottingham Partners and Visit Nottinghamshire's membership schemes.

**Visit Nottinghamshire** is the official **Local Visitor Economy Partnership (LVEP)** for the region, working alongside VisitEngland to support national priorities and provide strong local leadership and governance in Nottingham and Nottinghamshire. It is the division of Marketing Nottingham and Nottinghamshire responsible for driving leisure and business visitors to the city and county. It also manages the city's award-winning Tourism Centre and the official Meet in Nottingham convention bureau.

Visit Nottinghamshire works with over 450 private sector partners and the East Midlands Combined County Authority, Nottinghamshire County Council and Nottingham City Council to grow the visitor economy for Nottingham and Nottinghamshire.

## Visitor Product

### Parks and Open Spaces

The provision of green infrastructure and open space plays an important role in encouraging healthy lifestyles and improving the quality of health of residents in the Council. Gedling Borough has some beautiful and accessible countryside in Nottinghamshire with the Dumbles, Netherfield Lagoons, Stoke Bardolph estate and four country parks. The Council manages a range of parks and play areas which are accessible to residents and provide free opportunities to be active.

The Borough has some of the most beautiful and accessible countryside in Nottinghamshire with the Dumbles, Netherfield Lagoons, Stoke Bardolph estate and the four country parks. The Council manages a range parks play areas; these are accessible to our residents and provide free opportunities to be active. We have a broad range of venues acting as community hubs for local people.

Gedling Borough has 1,695.58 hectares of community green spaces, with the majority being owned and managed by the council. Gedling's parks and green spaces are popular with residents and visitors to the borough. An audit of parks and gardens in the borough was carried out as part of Gedling Borough Council's Green Space Strategy.

### We have included all parks and gardens that are at least 1 acre in size:

- Newstead Country Park
- Newstead Abbey Park
- Gedling Country Park
- Valley Road
- Willow Park
- Arnot Hill Park
- Burntstump Country Park
- Newstead Railway Station
- Bestwood Country Park
- Standhill Park
- Lambley Lane Recreation Ground
- King George V Recreation Ground, Arnold
- Jackie Bells Field

- Conway Road
- Colwick Recreation Ground
- Burton Road
- Arno Vale
- Killisick Recreation Ground
- Breckhill
- Carlton Hill Recreation Ground
- Church Lane
- Kind George V Recreation Ground, Standhill
- Oakdale Road
- Thackerays Lane
- Queensbower.

Parks and gardens are valued assets and are often integral to the lives of the communities in which they are located. They provide places for leisure, relaxation and exercise, but are also fundamental to community cohesion, health and wellbeing and support biodiversity. It is, therefore, essential that they are both protected and enhanced and that additional Green Flag parks in the borough are established.

### Nature Reserves

An audit of natural and semi-natural green space revealed that there is a total of 549ha across the borough, with 91.7% of sites located in the rural areas. This includes Local Wildlife Sites (LWSs), Local Nature Reserves (LNRs) and other areas within Gedling that, through consultation have been classified as natural or semi-natural green space.

### There are five Local Nature Reserves in Gedling Borough:

- Gedling Country Park
- Gedling House Wood
- Gedling House Meadow
- Netherfield Lagoons
- The Hobbucks.

Other notable landscape features include Lambley Dumbles, Moor Pond Woods, the Linby Trail and Freckland Woods; Fox Covert Wood, Stoke Lock Wood, and Netherfield Lagoons, some of which are of historic importance with considerable heritage value.

There is one Site of Special Scientific Interest (SSSI) in Gedling Borough at Linby Quarries.

## Leisure and Entertainment

One of Gedling’s key strengths is its leisure offer. The Borough is home to a number of leisure centres.

The Council has four local leisure centres offering health and fitness and swimming and a further centre is provided by Ravenshead Parish Council.

- Arnold Leisure Centre (461 DNA Members)
- Redhill Leisure Centre (1,194 DNA Members)
- Carlton Leisure Centre (2,264 DNA Members)
- Calverton Leisure Centre (647 DNA Members)

Attendances across the 5 leisure centres have grown steadily over the last few years, with attendance for 2024/25 expected to exceed overall targets and surpass 1.17m visitors; annual attendances are now expected to reach 12% higher than pre-Covid levels. The uplift is attributed to the work of the Bigwave business planning programme that has been focusing on increased utilisation of memberships for DNA and swimming lessons members. Whilst there is a focus on attracting new members to the sites, the leisure and marketing team have also focussed more time on retention messages and improving the knowledge and understanding of physical activity to its members.

The statistics below demonstrate the strong usage and demand for leisure facilities in Gedling:

- 75.7% of total current users live within the Gedling Borough area.
- 24.9% of the Gedling population currently use one of the leisure venues.
- DNA Membership income for 2023/24 – at £1,356,000 – is 5.6% above target.
- Swim School attendance across all sites is up 4.0% in the 12 months to Q3 2024/25 compared to the previous year. There has also been a steady growth in in the number of customers having private swim lessons. Overall income for Swimming Lessons – at £1,221,000 – is 5.7% above target.
- Armed Forces Membership has increased by 15.6% in the last year.

These leisure centres account for most of the indoor facilities available in Gedling:

Indoor Facilities	Number
Sports hall (3+ courts)	33 badminton courts of which 28 courts are available for community use
Swimming pools	6 individual swimming pools across two public sites and two commercial sites
Health and fitness (fitness suites and dance studios)	5 fitness facilities providing (20+ stations) with a total of 415 fitness stations, 3 council owned
Studios	8 identified studios across borough offering pay and play, registered membership or sports club use
Squash courts	4 Squash Courts at Carlton Forum Leisure Centre, however only 1 of them is in operation, at present, for customers to book and play squash. Squash court 2 is repurposed as an additional fitness area. 3 and 4 are unsuitable to use.
Indoor tennis	There are no indoor tennis courts in the Borough
Gymnastics/Tra mpolining	1 affiliated club in Borough. Calverton Gymnastics Club deliver from a dedicated facility

There are also 93 outdoor sports facilities within Gedling Borough which cover a range of sports.

- The Playing Pitch & Outdoor Sport Strategy audit identifies a total of 106 football pitches across 47 sites in Gedling. There are also four full size 3G pitches and 16 smaller size 3G pitches. There is an overall shortfall in adult pitches.
- There are 14 grass wicket squares and 14 Non-Turf cricket pitches in Gedling located across 11 sites all of which are available for community use. This represents insufficient capacity of natural cricket squares.
- There are ten grass rugby union pitches identified in Gedling across five unique sites, with no spare capacity for any increase in provision.
- There is one full size hockey suitable AGP in Gedling situated at Goosedale Sports Club.

- There is a total of 54 tennis courts identified in Gedling across 14 sites, with spare capacity to accommodate additional demand.
- There are eight bowling greens in Gedling located across seven sites, which currently provide sufficient capacity.
- There are three golf courses within Gedling Borough, including one proprietary course (Ramsdale Park) and two private members courses (Mapperley Golf Club and Springwater Golf Club). There is no identified need for additional facilities.
- There is one purpose-built outdoor athletics tracks provided in Gedling, at Carlton-le-Willows Academy; any latent demand is considered insignificant.
- Across Gedling there is a total of 21 MUGAs. Demand levels are unknown.
- There are four pétanque terrains within Gedling, (two of which are located at Ravenshead Leisure Centre).
- There is one softball diamond which exists in the Borough, located at Bestwood Lodge Fire Headquarters.

**Within Gedling, leisure and entertainment consists of the following key sites:**

- Bonington Theatre
- TeamSport GoKarting.

The Bonington Theatre is one of Gedling’s key cultural and entertainment assets and showcases music, theatre, film and dance; it is a location to be further utilised for projects as part of both the Visitor Economy Action Plan and the Heritage Strategy Action Plan.

- Annual visitor numbers at the Bonington Theatre far exceeded the target set for 2023/24, with 47,500 attendances representing an 18.2% increase from 2022/23. This is largely attributed to a comprehensive Autumn and Winter programme.
- Attendances have risen post-Covid, which has been a particularly challenging period for the arts, cultural and cinema industry.

**Heritage Assets**

Gedling has a rich cultural heritage based in industry, literature, the arts, nature and agriculture. Newstead Village, Bestwood Village, Linby, Calverton and Gedling Village are all former mining communities. The Netherfield and Colwick area is famous for its former railway heritage, Arnold for the Home Brewery and Mapperley and Carlton for its Brickmaking.

The Borough is home to 189 listed buildings. These include six that are grade I (of national importance), 15 grade II\* (of exceptional local importance), with the remainder (168) grade II. There are also 9 Scheduled Monuments.

Gedling Borough Council owns several listed buildings, including Arnot Hill House and the Bestwood Lodge Hotel. Other well-known listed buildings in the Borough include Papplewick Pumping Station, Newstead Abbey and Bestwood Winding House, while lesser known examples include Bonington House, Arnold (birthplace of artist Richard Parkes Bonington); Daybrook Almshouses; Mary Hardstaff Homes Almshouses (Gedling); the former Howetts racing stables at Manor Farm Buildings (Woodborough); Gedling House; and more modern buildings including the Vale Public House and Good Shepherd Catholic Church, both in Woodthorpe.

There are six Conservation Areas, all of which are in the Borough’s rural areas, in: Bestwood, Calverton, Lambley, Linby and Woodborough.

**Food and Drink**

Arnold, as the Borough’s primary town centre, plays host to the highest concentration of food and drink outlets.

Mapperley Plains, Carlton and Gedling have reasonable food and drinks offers. Whilst these vary in provision, from takeaways to chain restaurants, there is a good offer available from pubs and inns.

There does not seem to be a ‘destination’ food venue within the area, and within the high street locations the offer is mostly local and affordable provision, such as public houses and fish and chip shops.

However, in Arnold there are key national chains including McDonalds, Starbucks, Costa Coffee and JD Wetherspoons that will likely act as a bigger anchor point for people, as they provide affordable refreshments, they are usually familiar with. There is also a more established nighttime economy on offer in Arnold and Mapperley, with a wider range of pubs and restaurants.

## Wedding Venues

**16 wedding venues have been identified within the borough and its surrounding areas. There is a good range of venues available, catering to a variety of budgets and wedding trends e.g., country houses / barn weddings / registry office. In Gedling's immediate vicinity, the key wedding venues are:**

- Arnot Hill House
- Sherwood Glade
- Goosedale
- Woodborough Hall
- Cockliffe Country House.

## Conferencing

Conferencing venues are limited, with the Challenge Training and Conference Centre providing a local option.

## Events

Whilst there are already a wide range of events throughout the year these are not necessarily co-ordinated, promoted and integrated to best effect. A healthy range of events, cleverly and consistently promoted helps to show residents the vibrancy on offer and instil pride in Arnold. Arnold Town Centre already has a number of annual events aimed at drawing in visitors to the town centre. From the Christmas Market and lights switch on to events held during the summer holidays and at the market place, all combine to create an events calendar.

## Town Centres and Villages

Our Borough is home to 118,200 residents with a mixture of affluent suburbs and former industrial towns and villages. It is a mix of urban and rural areas with around 80% of our residents living in the Greater Nottingham suburbs of Arnold, Carlton and Netherfield. The remaining residents live in a number of local centres including Burton Joyce, Calverton, Carlton Hill, Carlton Square, Mapperley, Newstead, Bestwood, Linby, Gedling and Ravenshead.

Arnold alone welcomes nearly 8 million visitors per year. In 2023, footfall data for Arnold town centre demonstrated that 7.85m people used the town centre across the year.

The town centres and local centres are home to a broad range of convenience retailers, independents, and national chains.

- Arnold centre is large, with a good mix of retail and service uses, including a large ASDA which acts as an anchor. Home to the only regular market in Gedling at The Amp.
- Burton Joyce has a good mix of uses in the centre, including community uses, but new food stores nearby could draw away trade.
- Calverton has a good range of shops with limited scope for extension in or around the centre. Precinct is somewhat dated, but potential for civic space north of the centre, and scope to connect to local history.
- Carlton Hill is a reasonably strong centre with a good range of uses, but lacks a real anchor store.
- Carlton Square suffers from a limited offer and layout, as well as an outdated precinct. It provides important local facilities, but no major retailers, particularly given the proximity of Victoria Retail Park.
- Gedling Village is a moderate centre with a good range of uses.
- Mapperley Plains is a strong centre with a good range of uses, especially known as a destination for food and drink with a number of cafes, restaurants and public houses.
- Netherfield has a good mix of uses including independents but proximity to retail park draws away shoppers.
- Ravenshead has a good range of offers given its size; civic space presents opportunities for events.

There are currently two main locations for out of centre retail that offer nation chain retailers: Madford Retail Park and Victoria Retail Park.

## Transport Connectivity

### Bus

Gedling is well connected to central Nottingham by two main bus routes that connect Arnold, Netherfield, Colwick and Mapperley to the city centre. However, connectivity between Gedling's urban centres is less prominent.

- Whilst Arnold is reasonably well connected to Calverton, Carlton and Mapperley through hourly services, there are many routes without a regular service.
- There is no direct connection between Arnold and Netherfield; Calverton and Carlton; Calverton and Netherfield; or Netherfield and Mapperley.
- The UK Government's is providing £955m for local authorities to deliver Bus Service Improvement Plans to "introduce new bus routes, make services more frequent and protect crucial bus routes for local communities."
- Other key trends include the movement towards electric buses as part of plans to decarbonise all forms of transport.

Bus services to key tourism assets in Nottinghamshire are limited.

- The Sherwood Arrow is the main tourist bus route, connecting Nottingham with Sherwood Forest, Rufford Abbey Country Park, White Post Farm, Wheelgate Park, Clumber Park, Bassetlaw Museum and the Walks of Life Museum.
- Whilst Bestwood Country Park and Burnstump Country Park are featured on the Sherwood Arrow's promotional material, neither are easily accessible via any bus service.
- Gedling's key tourism assets – including Newstead Abbey and Papplewick Pumping Station – aren't easily accessible by bus services.
- There is no central connection for Gedling residents to access the Sherwood Arrow; stops in Daybrook Square and at the Ram Inn aren't central to nearby Arnold.

### Taxi

The Department for Transport continues to issue guidance on taxi and private vehicle licencing and

highlights the importance of taxis especially for those who do not own a car, those with mobility difficulties, and for the night-time economy getting people home safely late at night.

When providing new taxi ranks or redesigning areas of the built environment in which existing ones are located, recommendations are that ranks should be located as close as possible to transport centres/key destinations to minimise walking distances and ensure accessibility.

- Nottingham has a total of 198 licenced Hackney Carriage vehicles and 1,472 registered Private Hire Vehicles (as of December 2024).
- Nottingham is serviced by 29 Taxi companies listed by Nottingham County Council, alongside the usual Uber and Taxi apps.

### Tram

Gedling is not currently serviced by the Nottingham Tram system. However, past studies of potential extensions to the Tram network have included a route to Gedling Village via Nottingham Racecourse and the new Teal Close development.

The primary obstacle to any tram extension is the cost.

### Train

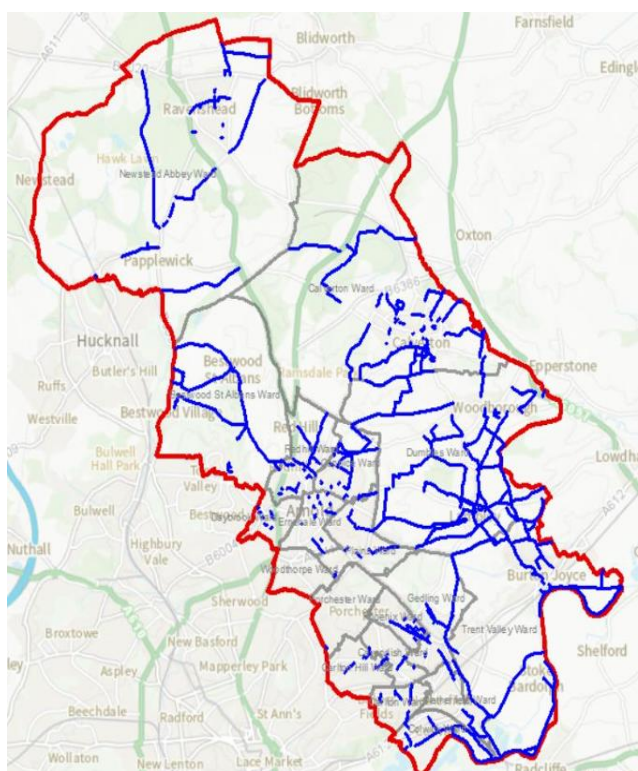
- Carlton and Netherfield are both serviced by existing rail links.
- Carlton is located on the route between Crewe and Newark Castle – with a direct line to varied locations including Nottingham, Derby and Stoke-on-Trent.
- Newstead sits on the Robin Hood Line between Nottingham and Worksop.

### Walking and Cycling

- For recreational walking, the area is well serviced by Gedling Country Park, several local Nature Reserves, and various green spaces. The Borough's rural nature presents many options for walking or rambling.
- Green corridors include towpaths along canals and riverbanks, cycle ways, rights of way and disused railway lines. Their primary purpose is to provide opportunities for walking, cycling and

horse riding, whether for leisure purposes or travel.

- Gedling is home to 103.2km of footpaths and 17.9km of bridleways. Although these are not all interconnected, the council's series of circular walks and rides aim to improve access opportunities and form some useful links with the river Trent and natural and semi-natural green space.
- The map below illustrates that there are very few public rights of way located within the urban conurbation and, where they exist, these are very often over a small distance and do not connect with other green spaces. However, due to the density of the urban conurbation, there is limited opportunity to develop any green corridors in these areas.



**Figure 1:** The public rights of way in the borough

- The lack of visitor accommodation is a real barrier to taking advantage of the growth in Visitor Numbers in Gedling.
- Just 14.3% of Staying Visitors stay in Serviced or Non-Serviced Accommodation, with 85.7% staying with Friends and Relatives.
- Overall, there has been more growth in Day Visitors (4.5%) than Staying Visitors (-0.4%) in Gedling between 2022 and 2023. This is largely attributed to poor performance in the Non-Serviced Accommodation sector, which has seen a -7.6% fall in Visitor Numbers, -1.9% fall in Direct Employment, and a subsequent -16.3% fall in Economic Impact.
- Total Economic Impact in the Accommodation sector has fallen by 19.8%, despite consistent and significant direct economic growth (between 3.0% and 3.4%) and direct employment (between 10.6% and 11.0% FTEs) across all other sectors in Gedling.
- There are just 64 FTEs in employment in Accommodation.
- Despite only marginal growth in Visitor Numbers staying in Serviced Accommodation (2.7%), January saw an average annual change of 20.7%.

### Serviced and Non-Serviced Accommodation

Most accommodation options are found in close proximity to Nottingham City, including in Arnold, Carlton, Colwick and Netherfield.

Rooms	Establishments	Beds
< 10	2	14
11 to 50	1	22
50+	1	133
<b>Total</b>	<b>4</b>	<b>169</b>

- Gedling is home to 169 beds in Serviced Accommodation, split across just 1 large-scale operator (50+), 1 medium-sized operator (11 to 50), and 2 small-scale operators (less than 10 beds).
- National operator offers are limited to Arnold's Premier Inn.
- Bestwood Lodge, and Woodborough Hall Both are both marketed in a 'country house hotel' niche, with Bestwood Lodge described as 'a former royal hunting lodge' and Woodborough Hall as a 'Grade II\* Listed Hall' – both have

## Accommodation Provision

### Market Trends

grounds/gardens. Whilst Woodborough Hall is well regarded (with an average 8.9/10 rating on Booking.com), Bestwood Lodge scores 7.1/20 and scores badly for facilities and value for money.

- There are a range of B&Bs and guesthouses, but they are few and far between.

### Non-Serviced Accommodation

Type	Establishments	Beds
Self-catering	10	38
Static caravans / chalets	0	240
Touring caravans / camping	5	90
Youth Hostels	0	0
Short term lets	0	66
<b>Total</b>	<b>15</b>	<b>434</b>

- Gedling is home to 434 beds in Non-Serviced Accommodation, more than half of which (55.3%) comprises of static caravans/chalets.
- The vast majority are located in close proximity to Nottingham City Centre.
- There are just 38 beds in Self-Catering offers, a fall of 116% from 2022.
- The availability of Non-Serviced Accommodation is seasonal; whereas the 169 Serviced Accommodation beds are available year-round, there is an average increase of 66% between November and February (257 beds) and March and October (428 beds).

### AirBnB

Data from Airbtics reveals that there are 194 short let listings across Gedling, with 137 active listings as of September 2024. There is some variance in the number of listings available due to the flexible nature of AirBnB registrations. A typical short-term rental listing in Gedling is booked for 230 nights a year, with a median occupancy rate of 63% and an average daily rate of £96.

- The vast majority of short-lets are located in the south of the Borough, clustered close to Nottingham city.
- There is good short-term rental demand; a 63% median occupancy rate is considered a good market for Airbnb.
- Short-term rental regulation is lenient in Gedling. Very few Airbnb listing currently have put their license number on their Airbnb listing. This likely

means the local government is not strictly enforcing the short-term rental-related regulations.

- About 16.73% of the guests are international guests, and visitors from United kingdom is the largest group.
- Most short-term lets available are 2-bed (31.4%) or 1-bed (17.5%) options. 59.1% of properties are offered on an 'entire home' basis, whilst 30.7% are private rooms only.