

Theme	Key messages / suggestions from the consultation
Marketing and Promotion	<ul style="list-style-type: none"> • There has been little coordinated promotion or development of the visitor economy in Gedling previously. • Gedling lacks a strong standalone identity as a visitor destination but has potential due to its rich heritage, green spaces, independent retail, and proximity to Nottingham. There is an opportunity to develop identities around different themes that will draw people to the borough. • Work with Nottinghamshire and neighbouring districts to position Gedling as part of a broader Nottinghamshire visitor offer, and the county as a multi-day visitor destination. Work with neighbouring councils to develop joint marketing campaigns, visitor packages and itineraries. • Regional collaboration on cross-border initiatives, such as transport infrastructure, cycling routes and tourism promotion, will strengthen the region as a whole. • Many of the representatives of heritage assets in the Borough felt that they would like more visibility for their sites. They also felt that there are opportunities to increase the visibility of heritage assets through forming partnerships, particularly with the council. Increased marketing of the heritage assets overall has been suggested. • Opportunity to create a Visitor Economy Network of businesses and organisations – including visitor attractions, tourism businesses, and hospitality. Offer package deals combining park visits, meals, and accommodation. • Opportunity to be seen as an eco-tourism destination by investing in trails, country parks and environmentally friendly visitor facilities. • Could be positioned as a blend of “urban proximity and countryside tranquillity”, the first stop for countryside experiences outside of the city, with access to vibrant villages, walking trails and outdoor visitor attractions. • Gedling needs an online presence – for promotion, and to keep people up to date for events. Need to develop a centralised platform to coordinate and promote events and projects happening across different sites in Gedling.
Parks and Open Spaces / Green Spaces	<ul style="list-style-type: none"> • Parks and open spaces should be promoted as key attractions in Gedling’s visitor economy strategy. Parks and open spaces contribute significantly to Gedling’s sense of place and environmental quality; more needs to be done to determine how they can contribute to the visitor economy. • The parks and green spaces are also regarded by residents of the Borough as sites of heritage. • Further investment in green infrastructure, including enhanced trails, walking and cycling infrastructure, and visitor facilities. • Better promotion of Gedling’s natural landscapes, and underutilised assets such as Netherfield Lagoons, to highlight biodiversity and attract visitors to add to the green tourism potential for the area. • Opportunity to better link and connect the Borough’s green spaces and heritage as part of an itinerary for the area through cycleways and walkways. • Gedling Country Park – with an estimated 500,000 annual visitors - could develop a distinct visitor experience and is thought to be popular enough to support additional activities on site, such as bike hire to support health and wellbeing. Need for better visitor facilities (extended toilet hours, bus shelter, additional bins), and for improved connectivity to nearby green spaces. • Integrate heritage and culture by improving storytelling in parks through interactive trails, augmented reality experiences, and better signage. Opportunities to also use parks for eco-education, nature trails, and environmental skills training. • Opportunities to strengthening volunteer groups (e.g., ‘Friends Of’ groups) to improve maintenance and secure funding, especially in a context of budget pressures on parks teams. • Importance of having changing places toilets at key assets, particularly parks and open spaces. • There is a great feeling of potential for Netherfield Lagoons, looking towards Attenborough Nature Reserve as a potential benchmarking example in enhancing the offer there.

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Leisure and Wellbeing	<p>Leisure Services & Facilities</p> <ul style="list-style-type: none"> • New state-of-the-art leisure facilities could be a real draw for people who live in the city. • Leisure facilities are vital for community wellbeing but face financial challenges due to high subsidies and maintenance costs. Ensuring that facilities are fit for purpose and financially sustainable is essential for driving community wellbeing. • Growing populations and increased popularity will require further investment in leisure and supporting infrastructure such as hospitality to encourage visitors to stay for longer. • Bonington Theatre is a high-performing cultural asset with regional appeal, but is outdated. • Plans to create leisure-driven town centres with museums, arts spaces, and diverse dining options to enhance tourism and secondary spending in restaurants and shops. • With ageing facilities and rising costs, investment in solar panels, heat pumps, and other sustainability measures is an option. • There is an expressed need to renovate various ageing pavilions and changing rooms around the Borough. Could leverage FCC Environmental Funding and Section 106 contributions. <p>Health & Wellbeing Integration</p> <ul style="list-style-type: none"> • New leisure centre could have a health and wellbeing focus, integrating prescribed physical activity programmes, and spaces for clinicians, physios, PTs, and community health initiatives. • Opportunity to strengthen community organisations to promote physical activity and reduce social isolation. • The voluntary sector plays a vital role in promoting physical activity, social interaction, and reducing isolation. Efforts to strengthen infrastructure and capacity-building are encouraged, to support long-term sustainability.
Tourism Infrastructure	<ul style="list-style-type: none"> • Develop more entertainment, hospitality, and leisure options to strengthen both the lunch-time and night-time economy. Promote more independent retailers, food & beverage outlets, and experiential businesses. Café culture emerging but needs careful management to ensure safety. • Encourage family-friendly attractions like activity centres and cinemas. • Addressing the lack of visitor amenities such as accommodation, dining, and entertainment options to encourage longer stays. • Limited accommodation options hinder the potential for extended stays, which could otherwise boost the local visitor economy. • Develop mid-range options like a Travelodge or boutique hotels targeting business and leisure travellers, or even self-catering accommodations to encourage longer stays. • Explore rural accommodation options like glamping or eco-lodges to capitalise on Gedling's natural assets, such as Gedling Country Park, Bestwood Country Park, Papplewick Pumping Station, or Newstead Abbey. • Bestwood Lodge's potential as a tourism anchor should be reassessed – but requires significant improvement to the offer.
Transport and Connectivity	<ul style="list-style-type: none"> • Internal connectivity within the borough and between key areas is limited. More needs to be done to promote existing transport links, and to explore connectivity between green spaces, retail parks and leisure destinations, which is thought to be poor. • External accessibility for visitors, particularly for key visitor assets, is limited. Need to collaborate with bus operators and transport authorities to improve key routes and integrate Gedling into

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	<p>broader transit networks. In some cases, on-demand transport systems are used to address specific gaps in the transport network.</p> <ul style="list-style-type: none"> • Public transportation to such heritage destinations is fair, however, there is often a long walk from the drop off point to the site itself, and this is not manageable for many key audiences, such as families with young children, those with mobility needs or retired/older people. • Participants in public consultation have commented that their access to heritage and activities is limited by the lack of transport available in their area. Heritage assets such as Papplewick Pumping station and Newstead Abbey feel cut off from the urban areas of the Borough. • Heavy reliance on cars, especially in rural areas more disconnected from Arnold and the city. • Opportunity to encourage sustainable travel and active travel to visitor and leisure destinations. • Improved transport can help position Gedling has a hub for business, leisure and culture in the East Midlands. Long-term ambition to extend the Nottingham tram network into Gedling; proposed extensions include a route to Gedling village. • Provide resources such as maps, guided tours, and apps that highlight eco-friendly routes and points of interest. • Popular suggestion to transform disused railway lines into eco-friendly transport corridors that integrate the area's heritage, but this requires significant investment; includes the Mineral Line. • There is also a keen drive to extend the Nottingham tram system into the Borough, potentially using existing infrastructure of used railways. • Coordination with neighbouring areas and participation in regional initiatives will be critical, particularly collaboration on cross-border initiatives, such as transport infrastructure. The connections in the Borough with the national cycle route are strong. It passes many of the Borough's key heritage assets.
Town Centres	<ul style="list-style-type: none"> • Declining footfall is a pressing concern, but is reflective of broader national trends. Need to move beyond traditional retail to incorporate housing and leisure uses. • Integration of community amenities and services like GP practices and dentists, serving as community hubs in the villages focusing on experiential opportunities and social services. • Beyond Arnold, Gedling has smaller hubs like Mapperley and Carlton that could benefit from a similar investment approach. These areas could also host 'Community Hubs' that collocate different services, providing both functionality and a central location for nearby residents. • Some town centres struggle due to its proximity to retail parks, which diverts footfall from local businesses and markets. Need to promote independent shops, especially in areas like Netherfield, to differentiate high streets from retail parks and larger chains • Although markets and marketplaces have faced low attendance from traders and customers, UKSPF investment in a new market at Arnold's Amp has potential to revive the town centre. Management of the market needs to be reviewed. • Poorly maintained or vacant properties negatively impact the area's appearance and deter investment and visitors. Explore funding or auction options (e.g Bassetlaw) for improvements, or use space for pop-ups or art installations. • A lack of conservation areas or listed buildings limits the Council's influence over structural aesthetics. However, there is potential for creating a shop front design guide (being developed as part of Ambition Arnold), with accompanying grants, to standardise and uplift the visual appeal. • Negative perceptions fuelled by anti-social behaviour deter both shoppers and businesses. Improve lighting, security, and general maintenance to make high streets more attractive, as well as continuing Safer Streets initiatives.

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Skills and Employment	<ul style="list-style-type: none"> • Opportunity to create new jobs in leisure, hospitality and retail as part of an enhanced visitor/tourism offer. • As Gedling strengthens its town centres and visitor economy, demand for hospitality, tourism, and entertainment workers will grow. • As Gedling develops its town centres, a strong retail workforce will be needed. High street retail and hospitality face recruitment challenges, requiring targeted skills development. • However, public transport limitations restrict access to job opportunities, particularly in rural areas. • With an aging population and increased demand for care services, health and social care roles will also continue to grow. • Desire for targeted training for high-demand sectors with programmes to support young people in rural or underserved areas and improve access to training and job opportunities in the visitor economy. • Heritage projects could be used to provide opportunities for volunteers, including young people and diverse communities, to engage in storytelling, conservation, and tourism. • Emphasis on inclusive recruitment, supporting early retirees and those with caring responsibilities to re-enter the workforce.
Businesses	<ul style="list-style-type: none"> • SMEs play a crucial role in the visitor economy, yet they often face barriers to growth and require funding/training programs tailored to their evolving needs. • Need to consider a strategy for promoting existing businesses and their offers. • Encourage new businesses catering to tourists (e.g., outdoor activity providers, cafes, and artisan shops). • Need to consider a strategy for inward investment from external partners. • Uncertainty around post-UKSPF support. Need to continue offering reactive funding to support businesses with their evolving needs. • Encourage co-working spaces, start-up hubs, pop-up spaces - for remote workers and local businesses to diversify town centre spaces – including move-on space. Need to continue promoting available business space such as the Amp Enterprise Centre.
Accessibility and Inclusivity	<ul style="list-style-type: none"> • Some attractions are not fully accessible to visitors with additional needs. Importance of providing accessibility information online so visitors can plan their trips accordingly. • Make tourism assets available and enjoyable for everyone, including individuals with disabilities and those with limited mobility. • Need to align with national goals to position Great Britain as the most inclusive destination worldwide, whilst emphasising sustainable tourism. • Accessibility is an issue at some heritage sites (e.g. Papplewick Pumping Station). • Opportunity to address specific demographics, such as immigrants, with tailored initiatives to integrate them and promote local pride. • Importance of having changing places toilets at key assets, particularly parks and open spaces.
Heritage	<ul style="list-style-type: none"> • Heritage assets are underutilised and lack investment compared to other areas, limiting their impact on tourism and community identity. • Gedling lacks an identity as a heritage destination. A coordinated approach is needed to connect heritage sites through interpretation and wayfinding. • Heritage Way is a popular proposal to connect rural areas and key heritage assets as well as supporting businesses that could take advantage of increased footfall. • Gedling Country Park has significant potential to develop a Heritage Centre that could include interpretation, including displays, educational spaces, and a café.

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	<ul style="list-style-type: none"> • A key priority is making historical knowledge more accessible to a wider audience and leveraging volunteer engagement. There is significant 'hidden heritage' that could be take advantage of to both engage residents in local culture, and to attract visitors from further afield. Forthcoming museum at Arnot Hill House could become a focal point to showcase local heritage including historical figures, social history etc. • Heritage sites are supported by small, disconnected "Friends" groups, leading to poor collaboration. A dedicated heritage network could unify these efforts, supporting community-led heritage projects, volunteering, education, and intergenerational engagement. • Develop events or festivals that celebrate Gedling's unique cultural and historical identity. <p>Many potential or aspirational projects and ideas were brought forward during our consultation. These included conserving existing heritage assets and the creation of new ones. These included:</p> <ul style="list-style-type: none"> • Enabling access to Mapperley Tunnel as a heritage attraction. • Developing Netherfield Lagoons as a heritage destination. • Evaluating the performance and operations of Calverton Folk Museum to make more of this asset. • Creating a dedicated heritage centre for the Borough, potentially located at Gedling Country Park. • Conservation of the covered reservoir at Papplewick Pumping Station. • Expansion of the café at Bestwood Engine House to create a dedicated education space.