

City Centre Forum
23rd February 2015

Title of paper:	City Centre Landscape Good to Great Improvements	
Director(s)/ Corporate Director(s):	John Kelly, Corporate Director for Community Services Hugh White, Director of Sport, Culture and Parks	Wards affected: Bridge
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Date of consultation with Portfolio Holder(s) (if relevant)		
Relevant Council Plan Strategic Priority:		
Cutting unemployment by a quarter		<input checked="" type="checkbox"/>
Cut crime and anti-social behaviour		<input checked="" type="checkbox"/>
Ensure more school leavers get a job, training or further education than any other City		<input type="checkbox"/>
Your neighbourhood as clean as the City Centre		<input type="checkbox"/>
Help keep your energy bills down		<input type="checkbox"/>
Good access to public transport		<input type="checkbox"/>
Nottingham has a good mix of housing		<input type="checkbox"/>
Nottingham is a good place to do business, invest and create jobs		<input checked="" type="checkbox"/>
Nottingham offers a wide range of leisure activities, parks and sporting events		<input checked="" type="checkbox"/>
Support early intervention activities		<input type="checkbox"/>
Deliver effective, value for money services to our citizens		<input checked="" type="checkbox"/>
Summary of issues (including benefits to citizens/service users):		
The report outlines proposals to improve the City Centre landscape and enhance the retail / visitor experience through an enhanced package of landscape improvements, floral features, new lighting and interpretive trails within the City Centre.		
Recommendation(s):		
1	Note the proposals for the City Centre Open Spaces / Landscape improvements as detailed in section 4.3.	

1. REASONS FOR RECOMMENDATIONS

2.0 Background

2.1 Nottingham is in the top 10 cities for growth in overnight domestic visitors, but currently its hotel occupancy rate operates at an average of 68.5%. The visitor economy for the city is estimated to be worth £487m but it is recognised the city has a potential to achieve closer to £1bn with the right quality offers being put in place. Nottingham is the 13th most visited destination for international visitors. In 2011 average day visitor spend in Nottinghamshire was £31.49, total of £932m.

2.2 In 2014 the Council established the Good to Great Programme and set aside a three year funding package to drive forward a number of strategic projects aimed at improving the economic regeneration of the City centre and improving both the retail experience and visitor attractors in the City Centre.

2.3 The programme included 5 thematic work strands including:-

- 1, To attract a new city centre commercial leisure development.
- 2, Development of a Nottingham Robin Hood October Festival (2015+).

- 3, Development and delivery of a major sporting and cultural events programme.
- 4, Activation for all city centre major public squares with supportive street activities programme across the calendar
- 5, Brand development and new walk developments for the different city centre Quarters.

2.4 To better realise the potential of the City Centre as an attractor of visitors, and thereby as an employer of local people in the Retail/Hospitality/Leisure/Cultural sectors the activation Strand 4 and brand development Strand 5 have been designed to help support Nottingham’s retail and leisure offer by improving the visual appearance of the city centre and use of its public spaces, helping to establish positive public realm environments and attracting inward investment for broader leisure developments.

3 Consultation

3.1 The proposals have been developed in consultation with the Nottingham BID, Creative Quarter Company and Experience Nottinghamshire as well as an internal advice from the City Centre Coordinator, Highways and Urban Design teams. Ongoing consultation will continue as the projects reach a more confirmed detailed design stage.

4 The Proposals

4.1 The investment will be used to enhance and define a number of key gateways to the city centre and help define the entrances to the city centre’s retail, leisure and creative quarters. This will include the development of the surrounding streetscape and installation of distinct horticultural floral sculptures and landscape improvements to frame and improve the entrances. In addition new city centre trails and walks will be established to link the quarters bringing out the history and untold stories of the areas.

4.2 The proposals are designed to build on and add additional value to existing city centre improvement projects and will help drive forward a number of projects that have over recent years stalled or are currently incomplete.

4.3 The outline proposals for the City Centre Open Spaces / Landscape improvements project are as follows:-

Appendix 1: Plan of the Improvement project locations. Appendix 2 contains examples of the projects.

Project No	Activity Items	Detail
1	City Centre Interpretive Trail Infrastructure	Audit & Map all existing City Centre features and bring forward a proposal to remove all redundant street interpretation.

2	New Interactive Interpretation Trails	Develop new interactive online trails and support with new on street infrastructure. New interpretation website to highlight and signpost to independent retail and leisure in Nottingham, including a range of new trail plans e.g. Robin Hood, Independent Shopping, Caves, Writers, Beer and Horticulture.
3	Entrance Enhancements	Entrance features, dressing and banners along key independent shopping streets. Identify location and commission a design to create a new entrance archway to one of the key independent retail streets.
4	Creative Street lighting scheme	Creative street lighting scheme option to be developed and installed along the main areas in Hockley / Creative Quarter e.g. Pelham St and other key independent retail areas within the City Centre.
5	City Centre Tree replacement	Removal of unsightly high tree stumps across the City, re-establishment of tree pit and replant with suitable tree species.
6	Specialist Landscape infrastructure Improvements	<ul style="list-style-type: none"> • Maid Marion Way Phase 2 Landscape Improvements - To include new planting scheme from Castle Gate to Chapel Bar Island. The scheme will complement the Phase 1 scheme and will include a range of shrubs and trees. The project will also revisit Phase 1 and carry out a full maintenance refresh. • Management and enhancement of the Market Square landscape features
7	Floral Dressing	New creative planters / floral features to be designed and installed, including: <ul style="list-style-type: none"> • Heathcoat Street Planters • Carrington Street gateway floral feature at the station and hanging baskets leading to the Broadmarsh Centre. • Hanging baskets along Lister Gate and Wheeler Gate leading to the Market Square. • Continuation of planters on Canning Circus Island. • New larger than life sculptures to promote Clean and Green Priorities
8	Horticultural Sculpture Trail	Build on existing horticultural sculptures and add a further 2 features to the horticultural trail

5.0 Funding

5.1 The outline proposals for the overall funding mix are as follows:

Project No	Activity Items	£
1	City Centre Interpretive Trail Infrastructure	£ 10,000.00
2	New Interactive Interpretation Trails	£ 20,000.00
3	Entrance Enhancements	£ 10,000.00
4	Creative Street lighting scheme	£ 50,000.00
5	City Centre Tree replacement	£ 39,000.00
6	Specialist Landscape infrastructure Improvements	£ 46,595.00
7	Floral Dressing	£ 27,616.42
8	Horticultural Sculpture Trail	£ 6,763.58
	TOTAL	£ 209,975.00
	Funding	
	Good to Great Funding NCC	£ 105,000.00
	NCC City Services	£ 3,000.00
	Area Capital Fund	£ 2,500.00
	Nottingham BID	£ 3,000.00
	Section 106	£ 96,475.00
	Total Funding	£ 209,975.00

6.0 Timescales

6.1 The outline timescales for the year 1 projects are as follows:

- Existing interpretation trails to have been audited by end of March 2015
- New interpretation trails to have been designed and in progress by end March 2015
- Design for entrance enhancements to have been commissioned and work ongoing into 2015
- Creative lighting scheme to have been commissioned and work ongoing into 2015
- Landscape and tree planting to be completed by end of March 2015
- Horticultural features materials purchased before end of March 2015 - Installation and maintenance summer 2015.

7.0 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

7.1 An alternative option would be to not to carry out any improvement works. This option has been rejected as it would not help support and promote the City Centre retail and leisure offer and help to deliver the Council's Good to Great initiative.

8.0 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY/VAT)

8.1 The proposed funding for the project is outlined in section 5.1

8.2 The Section 106 funding listed in Section 5.1 is from the following planning application references

- 12/00598/PFUL3 - received 04/12/2013
- 13/00222/PFUL3 – received 13/12/2013.

Both developments took place in the City centre Area as the proposed use and the sum is allocated for use on “Off Site Public Open Space” Within Nottingham City Centre”.

9.0. RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS AND CRIME AND DISORDER ACT IMPLICATIONS)

9.1 The proposals will help improve the visual appearance of the city centre, help to increase visitor numbers and as a result will help contribute to an attractive and vibrant city centre which in turn will contribute towards the continued reductions in crime and anti social behaviour within the City Centre.

10.0 EQUALITY IMPACT ASSESSMENT

10.1 An EIA is not required as this report does not include proposals for new or changing policies, services or functions

11.0 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

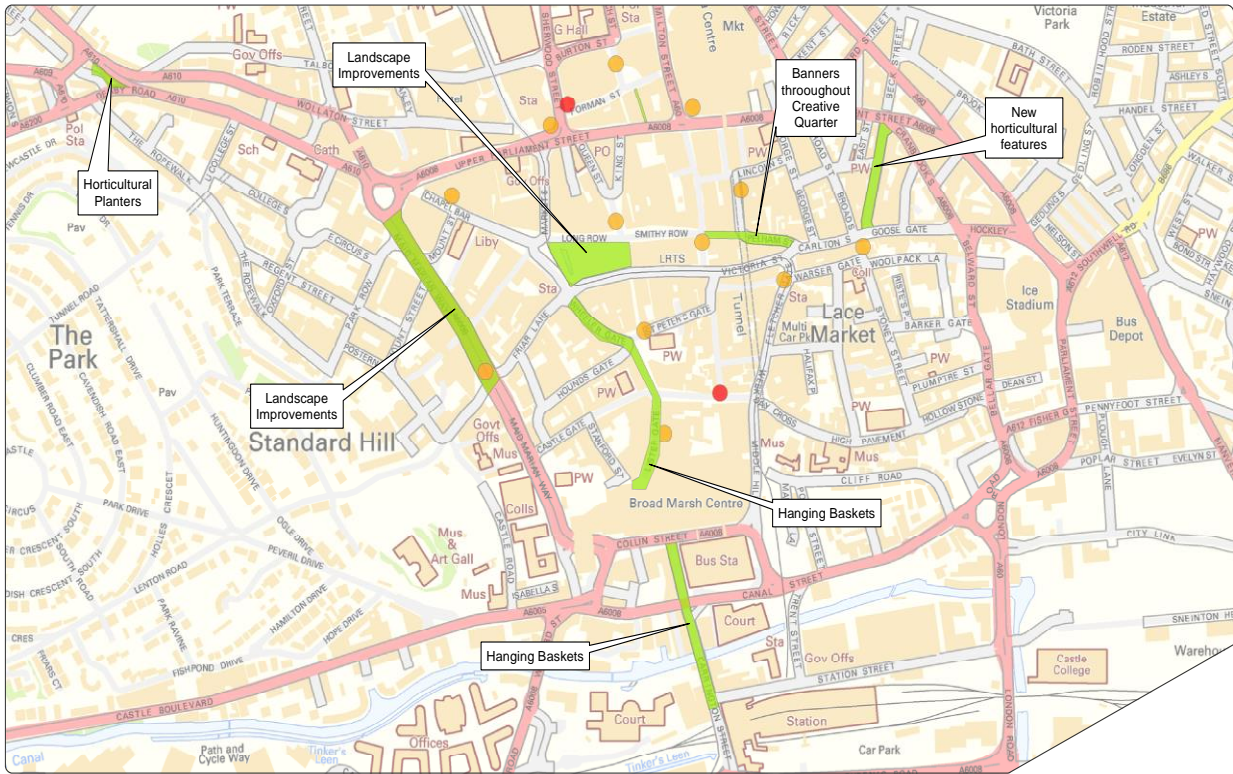
None

12.0 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

None

Appendix 1: Plan of the Improvement project locations.

Nottingham City Centre: Good to Great







Legend

- Horticultural Sculptures
- New Horticultural Sculptures
- Planting
- Creative Lighting - locations to be confirmed
- Entrance Archways - locations to be confirmed

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Appendix 2 Examples of Projects

Project No	Item Picture	Description
1		City Centre Interpretive Trail Infrastructure
2	New web site and trail	New Interactive Interpretation Trails
3		Entrance enhancements Including new archways and banners
4		Creative Street lighting scheme. Artist led commission to help design and consult
5		City Centre tree replacement



Specialist landscape infrastructure Improvements Including new landscaping along Maid Marion Way and improvements to the Market Square



Floral Dressing New hanging baskets. Retention of planters and new Larger than life Sculptures to help promote Clean / Green priority.



Horticultural sculpture trail 2 new additional sculptures