

NOTTINGHAM CITY COUNCIL

CITY CENTRE FORUM

MINUTES of the meeting held at Loxley House on 2 June 2014 from 3.32 pm - 5.17 pm

Membership

Present

Councillor Michael Edwards (Chair)
Councillor Chris Gibson
Councillor John Hartshorne
Councillor David Mellen
Councillor Anne Peach

Absent

Councillor Jon Collins
Councillor Georgina Culley
Councillor Brian Grocock
Councillor Nick McDonald
Councillor Jane Urquhart

Colleagues, partners and others in attendance:

Nicki Jenkins - Head of Economic Programmes and Skills
Catherine Mayhew - City Centre Co-ordinator
Laura Wilson - Constitutional Services Officer

Jeff Allen - BID
Alistair MacIntosh - Locus Consulting
Chris Sinclair - Invest In Nottingham Club
Jennifer Spencer - Experience Nottinghamshire
Roger Tanner - Local history specialist
Tom Waldron-Lynch - BID

1 APPOINTMENT OF VICE-CHAIR

This was deferred until the next meeting.

2 APOLOGIES FOR ABSENCE

Councillor Jon Collins
Councillor Georgina Culley
Councillor Brian Grocock
Councillor Nick McDonald
Councillor Jane Urquhart

Janine Bone) Intu
Adam Tansett)

3 DECLARATIONS OF INTERESTS

None

4 MINUTES

The Forum confirmed the minutes of the of the meeting held on 24 February 2014 as a correct record and they were signed by the Chair.

5 DRAFT NOTTINGHAM HERITAGE STRATEGY

Nigel Turpin, Heritage and Urban Design Manager, presented the Forum with the following information on the draft Nottingham Heritage Strategy:

- (a) it is an aspirational strategy for the next 10-15 years that will stimulate opportunity, maximise the benefit of heritage, get heritage working and encourage constructive conservation through new partnership ways of working;
- (b) motivations for the strategy include tourism, retail, economy, regeneration and growth, and community;
- (c) £1.38 million has been secured from the Heritage Lottery Fund to re-open the basement levels of the Malt Cross as an art gallery and event space. They have not been open to the public since the First World War;
- (d) Local Authority led heritage projects are securing £50 of external funding for every £1 contributed;
- (e) commercial investments in listed properties yield a higher level of return than unlisted commercial properties;
- (f) 4 out of the top 10 visitor attractions in Nottinghamshire are heritage assets within the City boundary, including the Castle Museum and Colwick and Wollaton Parks;
- (g) the Council secured over £15.2 million from external funds, including the Heritage Lottery Fund and European Regional Development Fund, for restoration work at the Forest Recreation Ground and Wollaton Hall, Gardens and Deer Park;
- (h) Network Rail and East Midlands trains have collaborated to completely renovate the City's Grade II* listed train station and infrastructure, at a cost of over £100 million;
- (i) to prosper Nottingham needs to diversify and readjust the balance of its economy and reconnect with its historical roots as a centre for manufacturing excellence and enterprise;
- (j) heritage is acting as a catalyst for regeneration and growth and it benefits from economic, development and environmental policies;
- (k) heritage isn't only about the past, it's a stimulant and inspiration for growth, and asset that can attract investment and provide the foundation for growth that celebrates and amplifies the City's profile;
- (l) the Heritage Strategy will co-ordinate with the Nottingham Growth Plan, Retail Nottingham and the Greater Nottingham Aligned Core Strategies to build and promote a partnership approach;

- (m) the Strategy has 3 aims:
- to understand the contribution that the historic environment makes to the City;
 - to capitalise on the existing and potential roles that heritage brings to city life; and
 - the celebrate the City's rich past, promoting Nottingham as a distinct place to live and visit;
- (n) understanding will be achieved through:
- thorough knowledge of the heritage of the City. There are 9 Grade I, 34 Grade II* and 750 Grade II Listed Buildings and 31 Conservation Areas in the City;
 - establishing an evidence base to ensure there is an evidence led approach to decision making and planning ahead;
 - ensuring information is accessible;
 - recognising the contribution heritage makes to the City;
 - establishing where heritage sites are and how they are valued;
 - challenges and opportunities;
 - a shared understanding;
- (o) capitalising will be achieved through:
- well resourced plans;
 - attracting investment;
 - valued and healthy assets;
 - the City having a central role;
 - a strategic policy framework;
 - a pro-active planning system;
 - clear accessible guidance;
 - the ability to monitor activity;
 - an expert skills network;
- (p) celebrating will be a key element and will be achieved through:
- ensuring people can get to venues easily;
 - public interpretation;
 - intelligible and active events;
 - empowered communities;
 - ensuring venues are valued and cherished;
 - having a vibrant educational and artistic offer;
 - having a diverse cultural offer;
 - ensuring venues/events are actively promoted;
- (q) the Council has a lead role to play, both statutory and non-statutory, in instigating the strategy. There will be a co-ordinated approach and work done through strategic partnerships involving:
- communities. Nottingham has one of the youngest populations in the UK and a diverse ethnic mix so heritage must have a dynamic and active cultural role to engage with all communities;

- the private sector as they are major owners of assets and a source of significant investment in the City;
 - the third sector as they have much valued knowledge and input to change in the City;
 - national and regional partners;
- (r) the Council will take the lead on managing the strategy but a new Heritage Panel will be established with approximately 6 representatives from across the partnerships. It will set the vision for the City and agree actions that will have a lead officer accountable for each one. It will also help develop monitoring frameworks for the action plan;
- (s) 2 workshop consultations have already been undertaken with key stakeholders, in addition to one to one consultation. There is forthcoming Citywide consultation planned using key partners Nottingham BID, the City Centre Forum and Experience Nottinghamshire.

Roger Tanner, a local history specialist, presented the Forum with the following information on radical history in the City:

- (t) there are a large number of stories to be told in the City involving the history of people which can continue to be told long after buildings have gone;
- (u) people are interested in the stories of peoples lives and the role they played in bringing changes, for example, the crucial role Nottingham played in fighting for democracy and voting;
- (v) the communities hold many stories and it is important to try and utilise their knowledge to bring the history of the City to life;
- (w) there are lots of routes to take for history walks through the City which don't focus on buildings but there could be plaques identifying buildings of significance.

During discussion the Forum and others in attendance made the following comments:

- (x) the Galleries of Justice and lace/textiles are not mentioned in the strategy. The caves also need to be promoted more as they are Nottingham's unique selling point and a major attraction for visitors;
- (y) more investment was needed to develop the mobile app on the caves;
- (z) actions need to be in departmental service plans to ensure that they are delivered;
- (aa) it is important to tell the story of Nottingham as it will generate a lot of interest – Robin Hood, Trent Bridge, the caves, campaign for democracy, industry (medicine, lace, etc), sports and writers, etc;
- (bb) Nottingham has a transient population so it's important to think about what heritage means to them;

- (cc) social history is lacking in the action plan. Roger may be able to provide some input;
- (dd) the City is in danger of losing some very historical buildings because they are not architecturally significant;
- (ee) there needs to be a process for recording, storing and utilising information that is gathered from the community;
- (ff) there is lots of information available on outdated technology that people don't know is available. The City needs to aim for using QR codes and augmented reality to add value to every building and tell the stories of the City;
- (gg) there is scope to include an action to gather information from communities in the strategy;
- (hh) it is important to attract visitors to more venues/events through the attraction they have chosen to visit – it should lead to them wanting more.

RESOLVED to

- (1) thank Nigel for the presentation and note the information provided;**
- (2) recommend that Roger Tanner needs to be involved in including social history within the strategy;**
- (3) congratulate everyone involved in helping to secure the Heritage Lottery Fund bid for the Castle.**

6 VISITOR ECONOMY OPPORTUNITIES

Jennifer Spencer, Experience Nottinghamshire, presented the Forum with the following information on visitor economy opportunities for the City:

- (a) the sector is the UK's third largest employer, accounting for 9.6% of total employment (3.1 million people);
- (b) tourism is the fastest growing sector in the UK in employment terms, responsible for almost one third of the net increase in UK jobs between 2010 and 2013;
- (c) there are 249,000 tourism businesses in the UK and they account for 9.8% of all business in the UK;
- (d) the Scarborough Tourism Economic Assessment Model (STEAM) shows the following changes in the visitor economy in Nottingham:

	<u>2012</u>	<u>2013</u>
Day visitors	29.8m	29.7m
Overnight visitors	3.30m	3.42m

Economic spend	£1.50b	£1.56b
Employment	21,045	21,616

- (e) there was a £1.44b spend in Nottinghamshire in 2011 divided between shopping, food and drink, recreation, transport and accommodation;
- (f) the Colliers report, a visitor economy review and investment study, was carried out in May 2014 to assess what the City currently has and what it needs. It was a D2N2 funded project managed by the Visitor Economy Advisory Group and includes a summary of volume and the value of visitor economy, a summary of planned developments and a summary of priorities;
- (g) the priorities identified in the Colliers report are:
- a Robin Hood themed attraction. The Sherwood Forest and Castle projects will help towards this;
 - to expand the role and sustainability of the conference and events bidding team. This will help to attract more events to the City and boost the economy;
 - having a dedicated convention centre. Evaluation needs to be carried out on the feasibility of this but the City currently struggles to hold events for 600+ delegates as there are no venues that are large enough;
 - industrial heritage and local distinctiveness themes;
- (h) secondary priorities include:
- to support the actions identified in the City Centre Time and Place Plan and Retail Strategy;
 - tourist bus tours;
 - market towns and destination hubs;
 - food and drink festivals;
 - a review of the skills audit/small medium enterprise programme;
- (i) Experience Nottinghamshire now has over 450 members and this is increasing on a daily basis. 44% of members are within the City boundary. A membership survey was recently carried out with positive results;
- (j) evaluation of Year 1 of the One day in Notts is never enough campaign shows:

Level of incremental visitor expenditure

Total campaign	£4.8m
Regional Growth Fund funds	£3.1m

Jobs created or supported (£52,773 – 1 job)

Year 1

Total campaign	91 jobs
Regional Growth Fund funds	60 jobs

Year 3

Regional Growth Fund target	136 jobs
-----------------------------	----------

- (k) year 2 Regional Growth Fund primary campaign for 2014 includes:
- in Notts we love to celebrate our legend;
 - in Notts we love dance;
 - in Notts we love to pedal faster;
 - in Notts we love a tasty brew;
- (l) year 2 results to date so far show there have been 3,000 competition entries, 280,192 unique web visits and a 22% increase on 2013/14.

During discussion the Forum and others in attendance made the following comments:

- (m) work is being done with Invest in Nottingham regarding graduation ceremonies and other events as parents of students are frequent visitors to the City;
- (n) the universities work closely with partners to ensure there is a programme of events for foreign students;
- (o) cycling is an attraction for visitors as well as residents;
- (p) improvements are being made to the river so a river attraction could be a possibility for the future;
- (q) the expansion of the tram network will help connect exhibitions, etc across the City so will help people plan their weekend itinerary when they are visiting;
- (r) the priorities are major projects and will need to be prioritised dependent on their impact on the visitor economy;
- (s) the possibility of a convention centre needs thorough investigation but it would attract business to the City if we had one and would boost hotel stays and prices mid week.

RESOLVED to thank Jennifer for her presentation and note the information.

7 MEETING DATES IN 2014-15

RESOLVED to meet at 3.30 pm on the following Mondays:

2014

**1 September
24 November**

2015

23 February