

RADCLIFFE ON TRENT

Economic Masterplan

JULY 2017



Prepared by Lathams supported by HEB for
Radcliffe on Trent Business Forum &
Radcliffe on Trent Parish Council

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FOREWORD

Radcliffe on Trent is a popular and attractive village with many local amenities and a strong community spirit. Over the coming years we are likely to experience considerable housing growth and it is important that our local infrastructure is able to support this growth and ensure we have a thriving local economy and flourishing village centre into the future.

In September 2016 Radcliffe on Trent Business Forum in partnership with Radcliffe on Trent Parish Council secured funding from the Rushcliffe Borough Council Strategic Growth Fund to commission an Economic Masterplan for the village.

The objective of this Masterplan is to provide a vision for the economic and commercial development of the village, setting out our aspirations and proposing options for the future that we believe will improve the visual impact of the village centre, provide opportunities for local businesses to start up and grow and enhance the retail and leisure offer for local residents.

In pulling this plan together we have drawn on previous consultations with local businesses and the wider community through the Neighbourhood Plan process, along with other commissioned reports, and we have also undertaken further consultation specifically on the objectives of this plan to identify those issues that local residents and businesses consider most important. We now look forward to working with key partners across the Borough of Rushcliffe, both in the public and private sectors to bring forward projects and investment to deliver this plan.

David Barton
Chair, Radcliffe on Trent Parish Council

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CONTENTS

EXECUTIVE SUMMARY	6
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INTRODUCTION	9
Business Forum Aims	10
Economic Masterplan Objectives	11
Study Methodology	11

PART A - BASELINE

A1 BASELINE STUDY	17
Overview	18
Geographical and Planning Context	19
The Neighbourhood Plan	22
Economy and Society	26
Transport	30
The Local Area	30
Radcliffe on Trent Village Centre	34
Access and Movement	36
Streetscape and Frontages	40
Retail Offer	42
Service, Culture and Leisure Offer	48
Baseline Study Conclusions	50
A2 COMMUNITY CONSULTATION	53
Overview	54
Participation Events	54
Surveys	55
Core Results	55
Consultation Conclusions	60

PART B - MASTERPLAN

B1 ECONOMIC FRAMEWORK	63
Overview	64
Retail Opportunities	66
Office and Industrial	69
Built Environment Improvements	70
Community and Society	71
Considerations and Recommendations	71
B2 DEVELOPMENT OPPORTUNITIES	75
Overview - Strategic Options	76
Public Realm	78
Development Sites	82
Other Projects and Initiatives	91
Priority Recommendations	92
B3 DELIVERY	95
Overview	96
Village Centre Action Group	96
Village Development Manager	97
Monitoring and Evaluation	97

EXECUTIVE SUMMARY

This Economic Masterplan, commissioned by Radcliffe on Trent Business Forum, in partnership with Radcliffe on Trent Parish Council, supports the Partnership's key aims, promoting business growth and helping to deliver a vision for the successful economic and commercial development of the village.

Extensive site survey, desktop data analysis and public consultation exercises have all helped to establish a comprehensive picture of the strengths, weaknesses, opportunities and threats in Radcliffe on Trent. This comprehensive 'Baseline Study' forms the evidence base for a number of planned interventions.

Consultations with local businesses and the wider community have been critical to informing the direction and focus of this Masterplan and this input has helped with 'sense checking' of ideas and concepts.

The Challenges

One of the most significant challenges for Radcliffe on Trent is attracting visitors from surrounding areas, as it is located within close proximity to two established retail centres (West Bridgford and Bingham) that offer commercial variety, easy access and convenient parking. In addition, the village centre has a somewhat fragmented retail offer, with a lack of continuous retail frontage, a weak public realm, and a high proportion of small shops, restricting the potential for larger 'anchor' stores and nationwide 'multiples'.

Notwithstanding the need for larger format retail units, the number of vacant retail units in Radcliffe on Trent is low in comparison with other villages of a similar size and this points to a justifiable ambition for the village, in seeking to provide greater opportunities for retailers.

The Kerching Study (2016) and the Local Economic Assessment identified that leakage (shoppers going out of the village) is high in the Rushcliffe Borough as a whole, and Radcliffe on Trent is no exception. Observations and survey information conducted for this study confirmed this. Local shoppers tend to travel to nearby locations, including Nottingham, for their shopping, especially for comparison goods shopping.

The Opportunities

Radcliffe on Trent has an active and involved community, proud of their village and hoping to see it thrive in the future. This is an enormous asset that needs to be valued, celebrated and employed strategically for pursuing positive change.

This Economic Masterplan identifies a range of opportunities, to help strengthen the retail offer for local residents, promoting increased diversity of scale, mix and typology, supported by Neighbourhood Plan objectives.

The potential for a new 'Village Development Manager' post is discussed, to help drive the Masterplan forward, as well as loyalty schemes, digital marketing support, and the re-introduction of a 'market culture' for the village.

A number of physical improvements and development opportunities are suggested, with the aim of enhancing the public realm and making Radcliffe on Trent an even better and more distinctive place for shoppers to relax and enjoy the village centre. These improvements include resolving circulation, traffic and movement issues to ensure the village centre is safe, attractive and accessible.

There is also a strong desire to celebrate the success of seasonal community events; promoting and marketing them more widely and engaging the broader community; as well as driving changes in the provision of services like the library, health centre and leisure facilities, to help give Radcliffe on Trent a distinctive edge.

Further in-depth studies and negotiations will be required to determine how identified development sites and opportunities could help deliver this Economic Masterplan. It will be important to keep the momentum going in the meantime, and key individuals and stakeholders will be essential in ensuring this. The overall objective should be to build the necessary capacity in the village to deliver the Masterplan, unlocking the true potential of Radcliffe on Trent.



INTRODUCTION



INTRODUCTION

Lathams (Architects and Urbanists) together with HEB (Property and Development Consultants) were commissioned to prepare an economic masterplan for Radcliffe on Trent in 2016.

This involved undertaking a series of baseline studies which reviewed the socio-economic and physical condition; and the performance of the village. The evidence provided by this baseline work, together with the feedback from community and business engagement, has been used to help inform the proposals contained within this Masterplan.

The commissioning partnership's five key aims (Business Forum Aims), which seek to support business growth and development in the village, provide the basis of the brief for this study:

Business Forum Aims

- I- Promoting Radcliffe on Trent as a shopping and trading centre
- II- Encouraging local shopping and trading
- III- Promoting supportive business networks where ideas and information can be shared
- IV- Representing the needs of business in the wider community
- V- Making a positive contribution to village life

Figure A.1: View of retail units on Main Road, looking north-west



Economic Masterplan Objectives

- A- To encourage new, high quality businesses and start-ups
- B- To explore the feasibility of new developments in the centre of the village
- C- To improve the overall visual impact of the village centre
- D- To encourage a more pedestrian friendly environment in order to increase footfall and support fairs and markets.
- E- To consider transport improvements that will positively impact on employment opportunities and business growth.
- F- To improve the retail vitality of the village centre.

Radcliffe on Trent Business Forum, working in partnership with the Parish Council, has a clear vision for the village's economic future:

'To create a vibrant, growing, sustainable local economy with a thriving village centre, that attracts and supports new and existing businesses, increases local employment opportunities and encourages visitors and residents alike to shop, work and enjoy their leisure time in the village.'

Study Methodology

This economic masterplan has been informed by evidence obtained through physical survey, desktop review and a public consultation.

Although the whole parish area and its surrounding context was reviewed, the geographical boundary of the core Masterplan area is aligned with that of the village centre as it appears in the Radcliffe on Trent Draft Neighbourhood Plan.

This study has also been informed by a review of current best practice guidance. Sources of statistical data were used where applicable and other qualitative data was collected through surveys and questionnaires, especially designed for the purpose of informing the Masterplan.

Important reference material for the production of the Masterplan includes the Healthy High Streets programme, and a series of guidance documents produced by the Association of Town & City Management (ATCM).

The Healthy High Streets programme, launched in 2014, provides intensive support for high streets in the UK. Over a three-year period, the programme has supported over 100 locations and helped to revitalise high streets and engage businesses in their local communities.

The principles of Healthy High Streets largely informed this report, as figures emerging recently (HHS; 2015) demonstrate the success of the programme in terms of: increasing footfall,¹ reducing the number of vacant units,² and creating jobs.³

ATCM produced the 'Town Centre Indicators' and the 'Town Centre Personality Check' and both reports have informed the approach to evidence collection and analysis used by this study.

¹ An improvement in footfall by 0.4% compared to the start of the programme. By comparison, footfall nationally in High Streets declined by 0.4% over the same period. Healthy High Streets have therefore outperformed UK High Streets nationally by 0.8%.

² A 5% drop in empty units since the start of the programme, comparing favourably to the national average drop from 12% down to 11.7%.

³ The creation of over 1,700 jobs since the programme's launch.

Figure A.2: View from Bingham Road looking west towards Main Road



The table adjacent (Figure A.4) shows a summary of the guidance documents referenced, the areas of analysis and the methodology applied.

Although the ATCM (2013) recommends conducting surveys in September, due to the project programme the survey work undertaken to inform the study was carried out in November 2016.

A community and business consultation process was conducted to establish whether the public perceptions of the village aligned with the findings of the baseline study. This was also used to identify and address any gaps in information.



Figure A.3: View from Main Road to Station Terrace

Figure A.4: Baseline Study Methodology Summary

Area of appraisal	Source	Methodology
Village personality	ATCM personality check	desktop study and survey
Geography	Various sources	desktop study
Transport	Various sources	desktop study
Socioeconomic analysis	ONS 2011	desktop study
People and footfall		
Footfall	ATCM Grea British High Street Performance Indicators	observation
Geographical catchment		desktop study and survey
Access		desktop study and survey
Car Parking		desktop study and survey
Community spirit		desktop study and survey
Diversity and vitality of place		
Retail offer		desktop study and survey
Culture and leisure offer		desktop study and survey
Events		desktop study and survey
Reported crime		desktop study and survey
Markets		desktop study and survey
Consumer and business perceptions		
Business confidence		survey
Town centre visitor satisfaction with retail offer		survey
Visitor experience satisfaction		survey
Attractiveness		survey
Crime and safety perception		survey
Economic characteristics		
Retail sales		survey
Partnership working		survey
Charity shops		desktop study and survey
Vacant retail units		desktop study and survey
Evening/night time economy		desktop study and survey
What works for high streets	Various sources	literature review
Case studies of best practice	Various sources	literature review



BASELINE A



A1 BASELINE STUDY

Overview

The Nottingham and Nottinghamshire 'Local Economic Assessment' and the 'Strategic Economic Opportunities' documents, commissioned by Nottinghamshire County Council and Nottingham City Council, provide the regional framework for this study.

A concern for the sub-region is the economic decline of rural areas, where incomes experienced a greater decrease compared to the city. Although educational outcomes are better in rural areas, these have shown poor access to amenities, services and recreation. Despite rural areas being attractive to residents, young people are drawn towards city living.

The predicted increase in sectors of the population who are of non-working age (retirees and children) can prove challenging for the non-urban areas within the sub-region unless effective action plans are devised and implemented. The 'Local Economic Assessment' mentions the recent low levels of business growth, a position which needs to be reversed by supporting sustainable start-ups.

Socially, the relative decline of rural areas can have a negative impact on vulnerable sectors of the population (elderly, unemployed, housebound, etc.), by eroding turnover and profitability in local economies. The lower growth of access to broadband and virtual technologies can also be detrimental to commercial activity in villages and towns.

An independent review of the village conducted by Kerching Retail (2016) provided some insight into the current state of the commercial offer in Radcliffe on Trent. The data analysis contained within this review showed results that supported the analysis of the survey data conducted for this study, based on a different methodology and approach. The correlation of these findings helps to validate both sources.

A1

Context

Geographical Setting and Local Competitors

This section highlights the geographical and spatial characteristics of Radcliffe on Trent, a village located 5 miles to the south-east of Nottingham city centre within the Borough of Rushcliffe. According to the Office for National Statistics (ONS) Survey in 2011, Radcliffe on Trent has a population of 8,205.

Radcliffe on Trent is four miles from West Bridgford, the nearest commercial centre to the west. West Bridgford has 45,039 residents, over one third of the borough's population (ONS, 2011).

To the east, roughly 3.5 miles from Radcliffe on Trent is the closest commercial centre: Bingham, with a population of 9,131. Both West Bridgford and Bingham present a stronger and more diverse commercial offer than Radcliffe on Trent, especially in terms of food retail. Both adjacent centres also benefit from hosting local produce markets.

Policy

The government's National Planning Policy Framework (NPPF), which was published in March 2012, is the primary source of planning policy guidance for Radcliffe on Trent.

Since 2009, Rushcliffe Borough Council has been working with the councils of Broxtowe, Erewash, Gedling and Nottingham to produce Aligned Core Strategies for Greater Nottingham. The main aim of this process is to provide a strategic basis to suit the needs of the integrated and functional city region of Greater Nottingham.

Rushcliffe Borough Council, Local Plan Part 1: Core Strategy is adopted. Future sections will look at the character of Rushcliffe now and in the future (Part 2), setting out a 'vision' of what Rushcliffe will look like in 2028 (subject to Core Strategy implementation) and provide a set of policies and proposals to deliver the vision (Part 3).

A1

Rushcliffe Core Strategy

- Defines a spatial vision for Rushcliffe to 2028;
- Sets out a number of spatial objectives to achieve the vision;
- Sets out a spatial development strategy to meet these objectives;
- Sets out strategic policies to guide and control the overall scale, type and location of new development (including identifying any particularly large or important sites, known as 'strategic sites') and infrastructure investment; and
- Indicates the numbers of new homes to be built over the plan period.

(Rushcliffe Core Strategy, 2012)

Rushcliffe Core Strategy Priorities

- Protecting and improving our local environment
- Supporting the local economy
- Building stronger communities
- Making communities safer
- Enabling healthy lives
- Supporting children and young people

A1

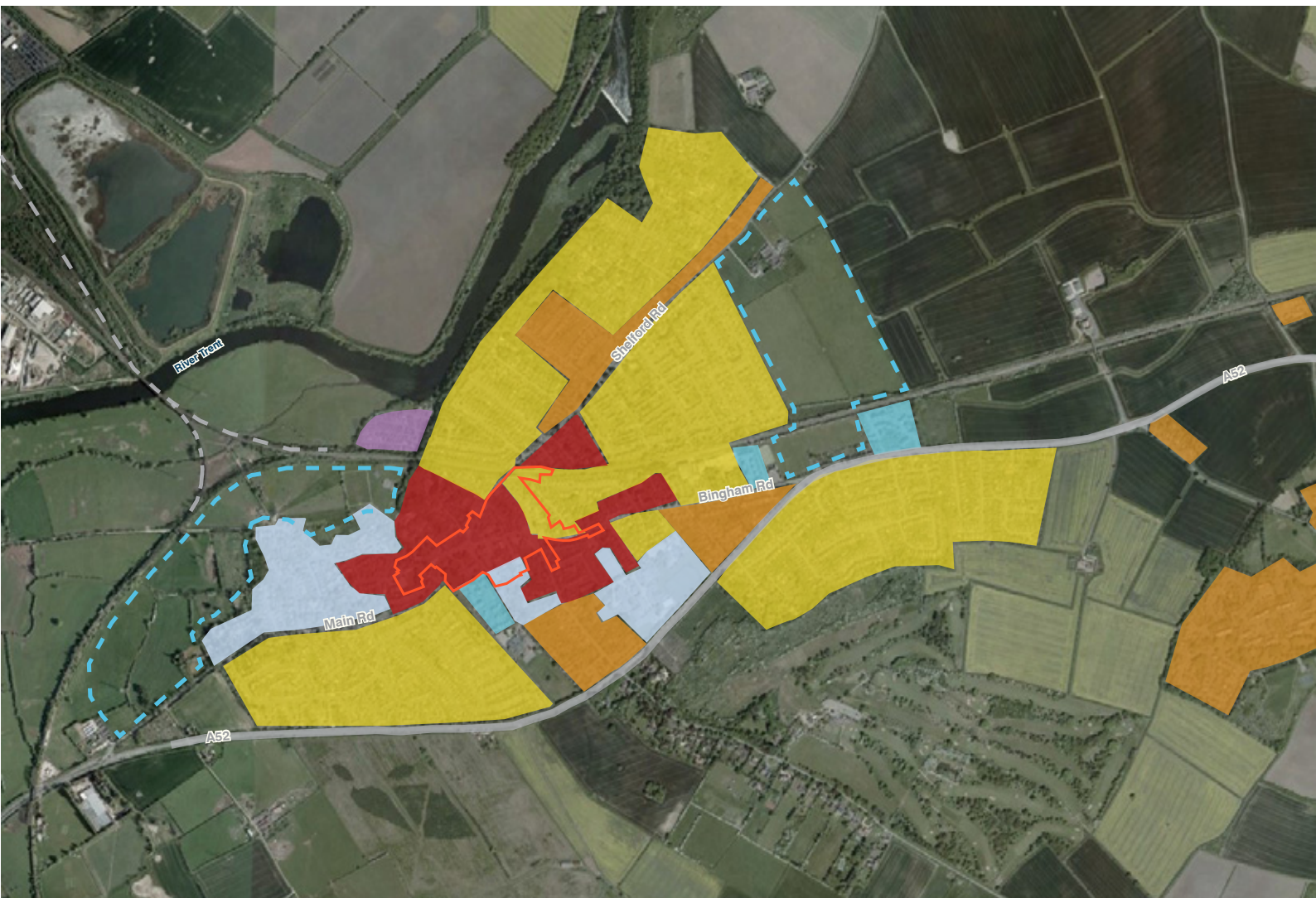


Fig A.5: Dominant Architectural Character by Area & Main Urban Structure

- | | |
|---|-----------------------------|
| — Village Centre boundary | ■ Historic Core (Mixed Use) |
| - - - Neighbourhood Plan zones for future expansion | ■ Inter-war suburban |
| | ■ Post-war suburban |
| | ■ Contemporary suburban |
| | ■ Mixed (Other) |
| | ■ Mobile Homes |

A1

The Neighbourhood Plan

Neighbourhood Plans are documents designed to give local people the powers to shape the future of the places where they live and work. They were introduced by the Localism Act 2011 and are recognised by the National Planning Policy Framework (NPPF) March 2012.

Radcliffe on Trent has a Draft Neighbourhood Plan (2016) which is currently being consulted on. The purpose of the Neighbourhood Plan is to allow local communities to develop adoptable policies that will help to inform and direct change within their neighbourhood. This document is in general conformity with the Strategic Policies of the Local Planning Authority's (LPA) Rushcliffe Borough Council Local Plan and seeks to endorse the emerging findings of the Radcliffe on Trent Draft Neighbourhood Plan.

NB) The Draft Neighbourhood Plan is going to referendum in October 2017.

Although this document explores various scales of analysis, the implementation boundary adopted reflects that of the village centre as defined by the Draft Neighbourhood Plan. This is shown in the map (Fig A.6) adjacent.

A1



A1

NEIGHBOURHOOD PLAN OBJECTIVES

1 - Village Centre

To promote Radcliffe on Trent Village Centre as a thriving, attractive and safe retail and service area supporting a range of independent shops.

2 - Public Realm

To deliver a more pedestrian-friendly Village Centre, with improved pedestrian and cycle routes and high quality, safe and well-designed streets and spaces as part of new developments.

3 - Transport and Services

To prioritise sustainable modes of transport, with particular focus on improving bus and rail provision and to promote good access for all to public services and facilities.

4 - Leisure

To significantly improve the sports and leisure facilities for all residents by providing new facilities (including places for the young and the old to socialise), whilst protecting those that exist.

A1

5 - Housing

To ensure that a balanced supply of housing is achieved in Radcliffe on Trent, focusing on improving choices for different age groups whilst promoting sustainable location of new houses and setting high standards of eco-design and energy efficiency.

6 – Employment

To ensure that the existing businesses within the parish are supported in their operation and growth, whilst offering sustainably located opportunities for new development encouraging the creation of small and medium sized enterprises and their investment in the parish.

7– Design and Heritage

To protect and enhance heritage and architectural assets whilst promoting high quality design in all new development in the parish contributing to the village sense of place and identity.

8 – Environment

To protect and enhance the rural setting and local biodiversity of the village and parish and promote a network of green spaces and wildlife corridors connecting the village, the River Trent and the countryside.

A1

Economy and Society

This section explores aspects of the social capital (income, education, etc.) variables and the profile of the local population. Census data is available for the Rushcliffe borough, but not exclusively for Radcliffe on Trent. This provides useful information concerning the lifestyles and interests of the local community, allowing successful programmes to be tailored to suit needs. Understanding these variables can help when it comes to designing and planning cost-effective, high impact and, more importantly, deliverable and successful interventions.

The age distribution in Radcliffe on Trent broadly follows the national average in accordance with the National Census data from 2011. However, the Nottingham and Nottinghamshire Local Economic Assessment identified that there is a tendency for young people to leave villages in the sub-region and move to the city. It is predicted that the number of elderly people and children will grow in rural and semi-rural areas outside Nottingham. The majority of the population in the Rushcliffe borough are white British; other groups represent small minorities. There is a relatively large number of unemployed people over 50 years old, and retired people.

Education levels are higher than the average within the village. There are more people with high qualifications and fewer people with no qualifications than within the region and nationally. This is also reflected in the number of highly qualified and managerial jobs in the borough, and the relative lack of manual jobs.

The real estate, renting and business variable is also significantly above the regional and national average, which indicates an opportunity to promote investment and economic regeneration. Manufacturing excels in the region but not in the borough.

Census data follows (ONS 2011), see Figs A.7 - A.11, confirming key statistics in the borough:

A1

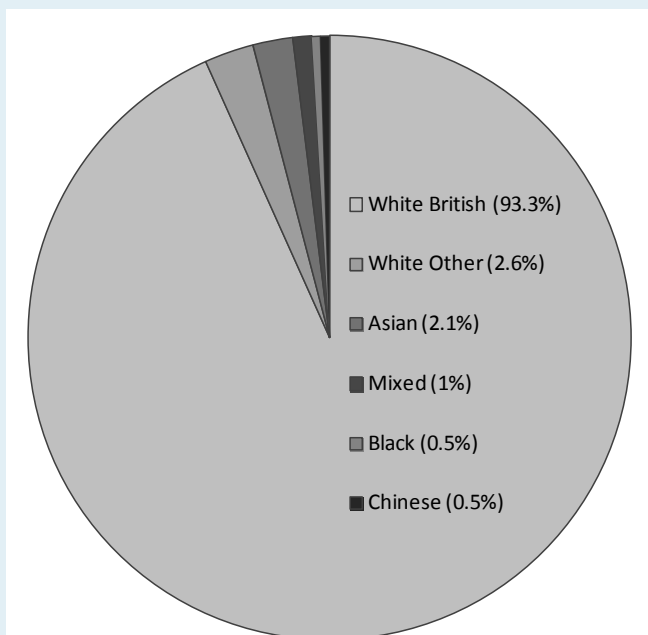


Fig A.7: Ethnic Background % in Rushcliffe (ONS, 2011)

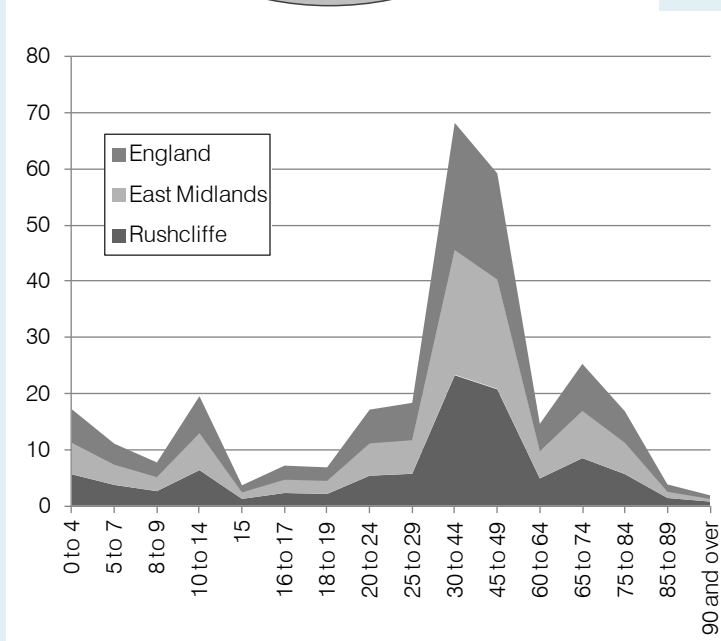


Fig A.8: Age Distribution by % (ONS, 2011)

A1

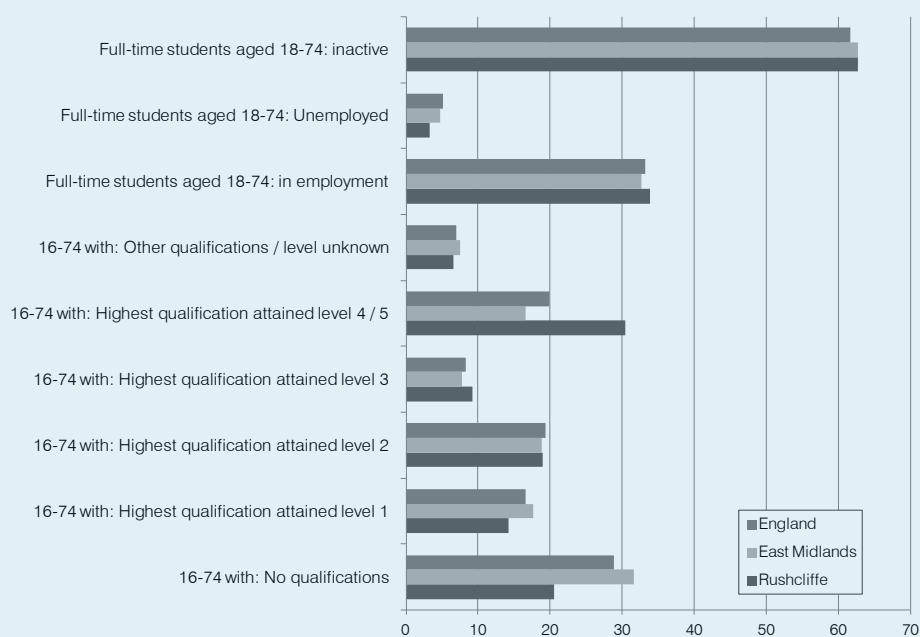


Fig A.9: Qualifications Achieved by % (ONS, 2011)

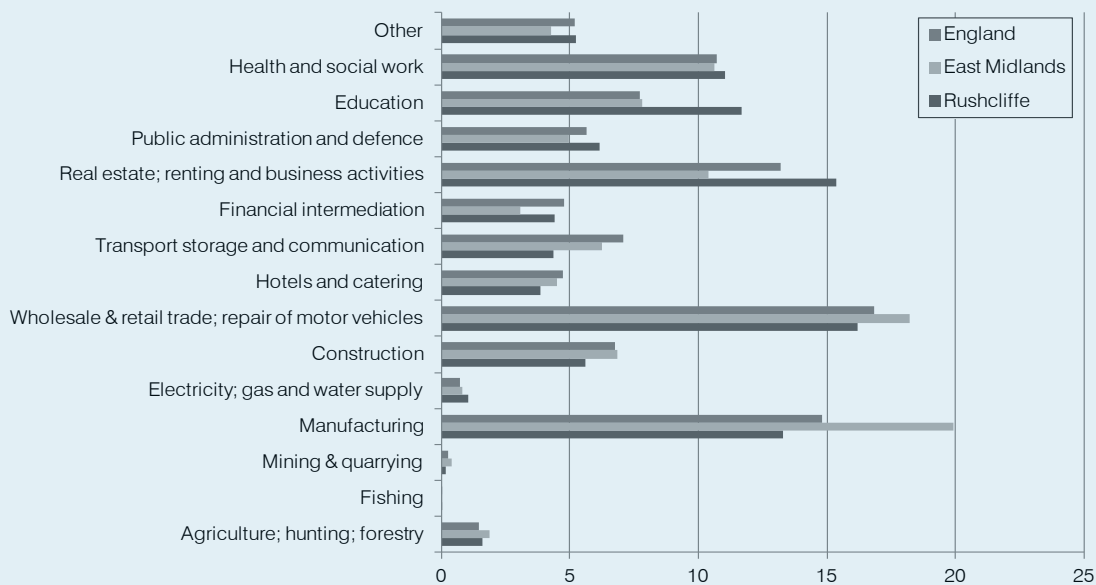


Fig A.10: Employment Industry by Type in % (ONS, 2011)

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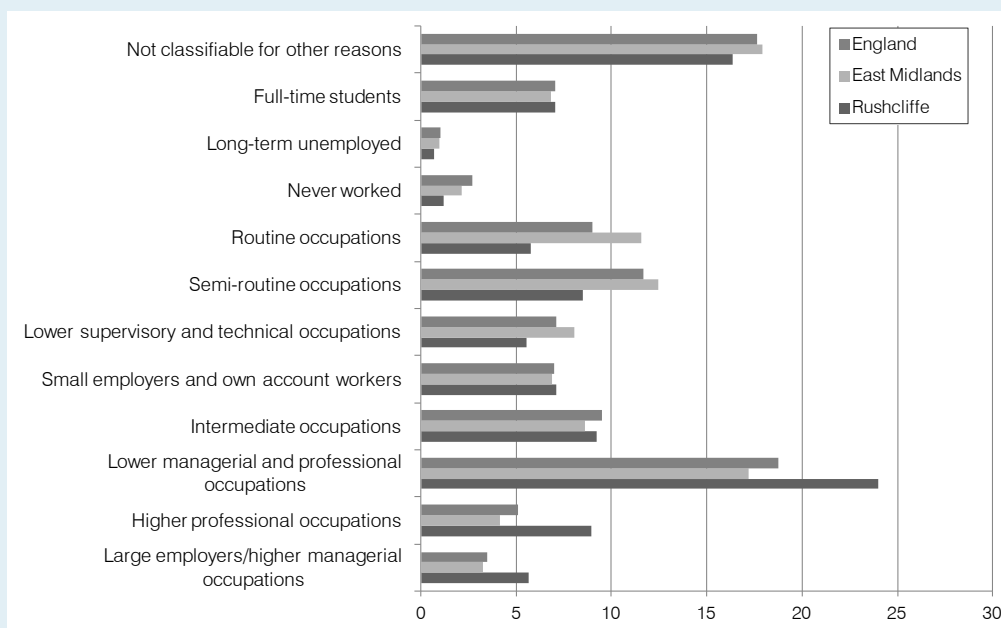


Fig A.11: Occupation by Type in % (ONS, 2011)

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Transport

Bus services run regularly between Radcliffe on Trent and neighbouring settlements, including Nottingham City Centre. The Draft Neighbourhood Plan (2016) acknowledges that the village has a good bus service. However, many of those living in the village prefer private car use.

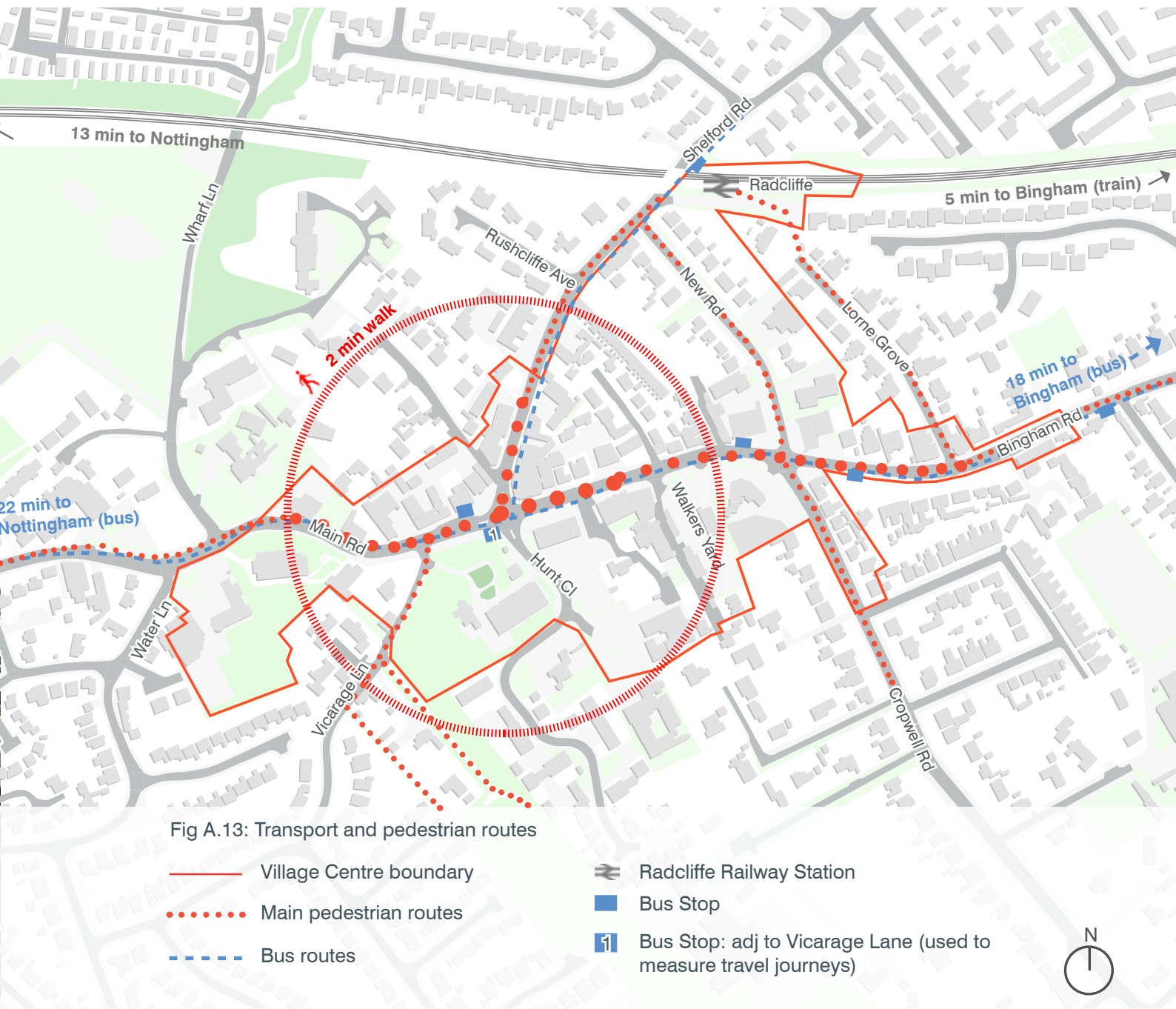
The local railway station provides infrequent services to Nottingham. The community believes this provision should be significantly improved, and that the physical condition of the station and its car park could be enhanced for the benefit of users.

A Nottingham to Grantham Stakeholder Group was set up to lobby for an increase in the number of trains that stop at Radcliffe on Trent and Bingham, based on the recent population growth and the estimated number of new homes to be built in these locations in the near future. This view is further supported by the Local Economic Assessment, which stated that levels of commuting to Nottingham for employment are relatively high in the area.

Fig A.12: Main Road, looking South



A1



A1

The Local Area

The area surrounding Radcliffe on Trent contains a number of competitor locations (small towns and large villages) as well as several smaller mainly residential settlements. Commercial uses located within the rural catchment area are often related to farming, food and leisure uses. More diverse business uses can be found at St James Business Park, located to the east of the village.

The nearest centre to the west is West Bridgford, a popular residential area to the south of the city of Nottingham. Adjacent to the River Trent recreation areas and with excellent school and leisure facilities, this neighbourhood has gained a reputation as a popular location for families with young children. The commercial centre has a well-equipped library, a variety of independent shops, relatively high numbers of charity shops and chains, cafés and restaurants. The area is vibrant and footfall is healthy, especially on weekends and particularly when the local produce market is trading.

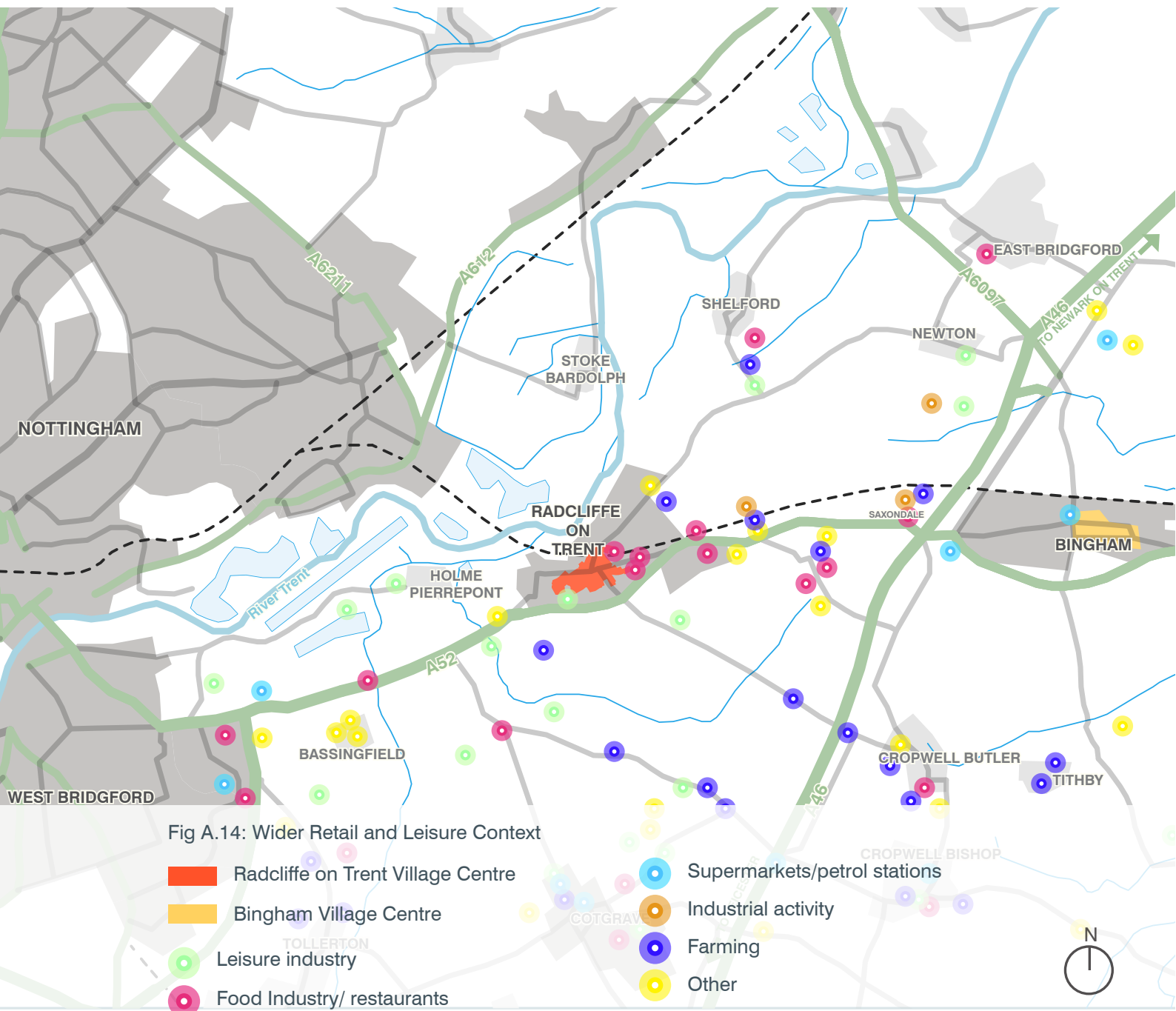
Night life has also increased recently as young professionals with disposable income favour the area due to its close proximity to Nottingham City Centre and its access to the motorway and the railway station.

Bingham is a charming market town with characterful historic buildings and a clear, well defined centre that is very accessible, with convenient parking available. The distribution of commercial buildings and their relationship to good quality public spaces make the place pleasant for visitors and pedestrians. Many old buildings have been successfully adapted to host a range of commercial offers, adding to the character of the place.

Residents of Radcliffe on Trent benefit from their close proximity to the vibrant commercial centres located nearby and also their proximity to the centre of Nottingham. In contrast to its market town neighbour Bingham, Radcliffe's urban structure has a linear configuration as it has grown alongside roads.

Historic maps from the 1700s show the majority of development on the Eastern side of St Mary's Church. Urban growth moved towards the West following the introduction of the railway station in the late 19th century.

A1



A1

Radcliffe on Trent Village Centre

The centre of Radcliffe on Trent is in part characterised by the diversity of its built environment. A cluster of mid to late 19th century buildings are located around the church with others distributed more thinly along Main Road. Some later 20th century development within the village centre has tended to be unsympathetic to the local character.

Clear patterns of development have emerged regarding the disposition of buildings and the spaces between them, resulting in a mix of passageways and small, contained, outdoor yards.

This pattern is also present in nearby settlements and villages; Saxondale is a prime example of this rural spatial configuration. Bingham not only shows this pattern in its commercial area but also demonstrates how these spaces can benefit commercial activity.

Radcliffe on Trent is beginning to make the most of this opportunity, for example on Station Terrace, but there is much more potential to be realised.

The ATCM personality check revealed that Radcliffe on Trent is a village with a 'specialist' personality and some degree of 'community-focused entrepreneurs',

Fig A.15 below, shows the percentage of responses for each category.
NB) see opposite for definition of key retailer types.

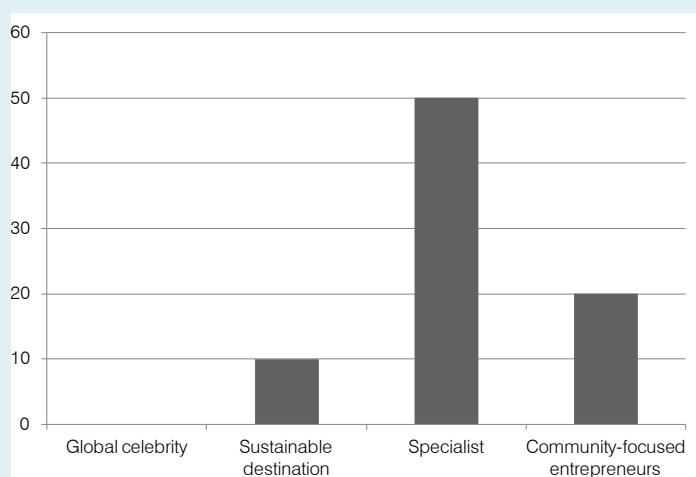


Fig A.15: Village Character Appraisal Results, 2016

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ATM VILLAGE CHARACTER APPRAISAL DEFINITIONS

Specialist

"This type of town/village centre tends to be known for its high degree of retail sophistication, often with an above average number of specialist independent retailers (e.g. delis, continental-style cafés, wine shops, fashion). They also tend to have above-average geographical catchment areas. Often they would not see themselves as global or major national tourism destinations, which may be due to competition from major cities, or limited geographical catchment areas, though they will tend to have a strong local character of their own."

62.5 % of businesses/shops in Radcliffe on Trent are judged (ATCM) to be Specialist.

Community Focused Entrepreneurs

"This type of town centre tends to have a clear focus on the needs of (sometimes ethnically diverse) local communities with modest expendable income levels that may be at or below the national average. These town centres often include a high level of independent (and sometimes ethnic) retailers, providing a mix of products and services in conjunction with charity shops and discount stores."

25% of businesses/shops in Radcliffe on Trent are judged (ATCM) to be Community-Focused Entrepreneurs.

A1

Access and Movement

The railway station, despite being close to the village centre, is not visually prominent. The only sign post within the village centre indicating the location of the station is positioned at the Main Road roundabout, although other routes (New Road and Lorne Grove) are far more pedestrian friendly than the signposted Shelford Road.

National Cycling Route 15 runs through the village although the route would benefit from some improvement (Neighbourhood Plan, 2016). Cyclists can reach Bingham within 20 minutes and Nottingham within 35 minutes.

Car Parking

In comparison to its local competitors, Radcliffe on Trent falls just below the average in terms of parking provision for its population. The Draft Neighbourhood Plan (2016) identifies a need to improve existing car parking facilities. It is understood that 75% of commuters in the village use a car for their daily commute - this is 10% above the national average. Currently there is a free car park with provision for 103 vehicles within Radcliffe on Trent. 57 spaces can be found at the Health Centre for short stays (up to 3 hours); and there are 46 spaces on Walkers Yard for short and long stays (up to 12 hours).

Prior to April 2016, all the car parks within the village centre were long stay and the occupancy levels were between 90-100% with minimal 'turnover' day by day. Spaces were predominately used by town centre business employees, parking during working hours. With the new off-street parking order introduced by the Council, occupancy levels reduced to 70% and turnover increased significantly. This helped to ensure availability of space and increased village parking capacity. The long stay car park however, still operates at 90-100% capacity, with minimal turnover.

On-street parking is prevalent within the village centre. Cars parked along Main Road frequently cause an obstruction, particularly to buses, and in some cases parking hinders pedestrian movement. However, a relatively large number of private car parks remain under-used during weekdays and both of the main public car parks often have spaces available. This is confirmed by the findings from the Kerching Retail study (2016).

The spread of car parking provision in Radcliffe on Trent is shown overleaf (Fig A.20).

A1



Fig. A16: On-street parking in front of St Mary's Church, Main Road



Fig.A 17: On-street parking in village centre, Main Road

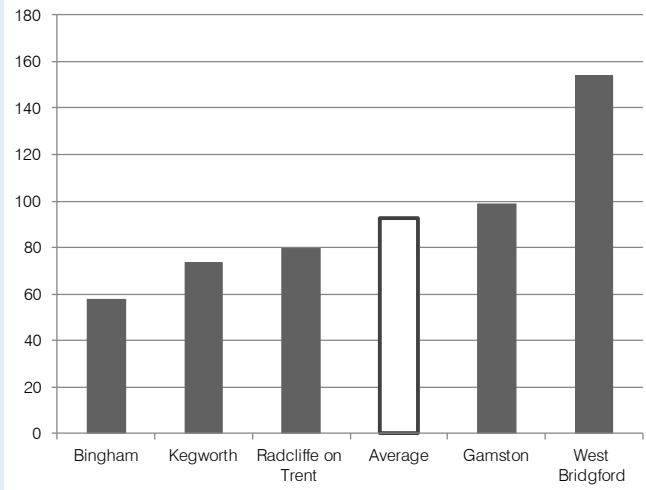


Fig A.18: Parking Provision Comparison

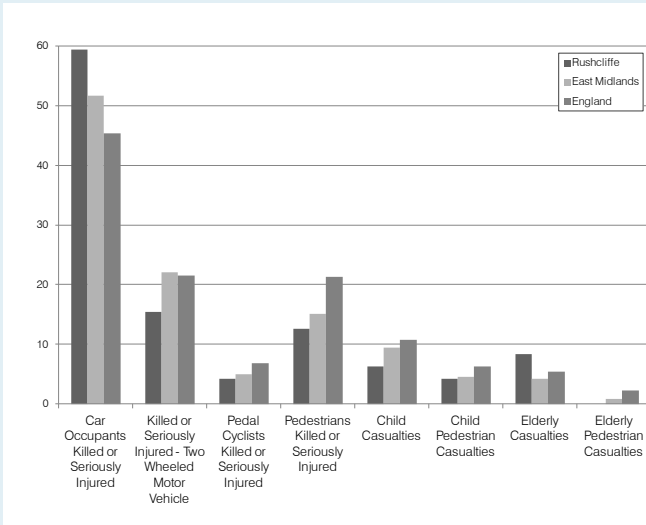


Fig A.19: Accident Statistics

A1

Public Car Parks

- ① Railway Station car park
- ② Walkers Yard car park (46 spaces)
- ③ Health Centre car park

Private Car Parks

- ④ Electricity Sub Station car park
- ⑤ Tesco car park
- ⑥ Radcliffe Hall car park
- ⑦ Grange Hall car park (9 spaces)
- ⑧ Library/residential car park
- ⑨ Ashmore's restaurant car park
- ⑩ Manvers Arms PH car park
- ⑪ Telephone exchange car park
- ⑫ St Anne's Catholic Church
- ⑬ Crystal Lilies restaurant car park
- ⑭ Methodist Church car park
- ⑮ Residential car park
- ⑯ Bingham Road Playing Fields car park
11 min walk (0.6 miles) from village
centre

A1



A1

Streetscape and Frontages

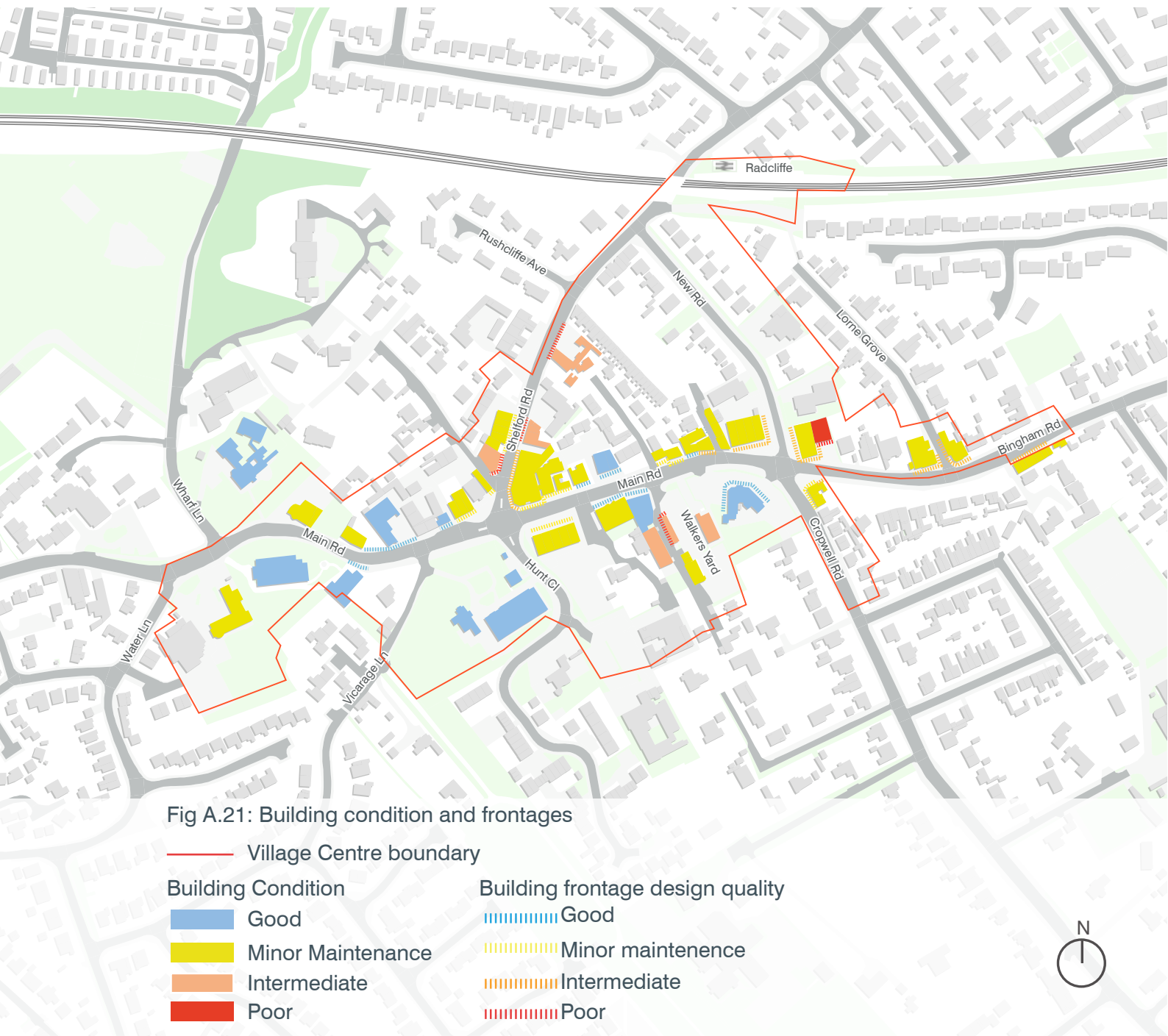
An independent review of Radcliffe on Trent's shops conducted by Kerching Retail in 2016, classified the quality of shop frontages using a traffic light system (green: good; amber: ok; red: bad).

Their results counted 47% of shops in the green category; 50% amber; and 3% red. Whilst the assessment of individual shop fronts is valid, the perception and retail performance of the Main Road shopping area is affected more critically by the relationship between the shops and the quality of the surrounding public realm.

The lack of a continuous retail frontage is problematic, and this is compounded by a relatively weak public realm. A mixture of highways, residential properties, car parks, yards and 'dead' frontage give a fragmented and incoherent feel to the retail core, with the whole being weaker than the sum of the parts.

Refer to Fig A.21 for details of building condition and frontages.

A1



A1

Retail Offer

Retail is the most important market sector in terms of drawing and retaining footfall within the village. The village centre currently has a convenience based retail 'offer' consisting mainly of small units and predominantly independent shops. The recent Kerching Retail Study (March 2016) extensively covers the existing retail offer in terms of a detailed breakdown of market sectors, existing operators, competition and opportunities for visual improvements.

For the purposes of this study a 'size survey' has been undertaken of existing shop units within the village centre, which can be summarised as follows:

TOTAL SHOPS: 62

AVERAGE SIZE*: 75m² (807 sq ft)

MODE (Typical / most frequently occurring size): 50m² (538 sq ft)

*Sales area only (i.e. ignoring 1st floor ancillary & stores etc.)

The typical shop unit size is considered small at 50m², and this in turn determines the existing retailer mix (high proportion of independent shops) whilst limiting the potential for new and alternative retailers, particularly nationwide "multiples". Although this issue can be identified, it is more difficult to remedy.

In common with many UK retail centres, Radcliffe on Trent operates under a historic legacy of long-existing buildings and piecemeal ownership. The bar charts opposite (Figs A.22-4) show the average size of retail units and the total number of units in each range. The same information is given on a street by street basis. These results reflect the fact that the number of smaller units is dominant for every street. Bingham Road and Shelford Road have a similar number of small shops. Main Road is clearly the most commercial location supporting larger units.

Smaller units often need the support of larger 'anchor' stores, vibrant public places, heavy footfalls and character in order to achieve their maximum potential. Notwithstanding the need for larger format retail units, the number of vacant retail units in Radcliffe on Trent is low in comparison with other villages of a similar size and this points to a justifiable ambition for the village, in seeking to provide greater opportunities for retailers.

The Kerching Study (2016) and the Local Economic Assessment identified that leakage¹ is high in the Rushcliffe Borough as a whole and Radcliffe on Trent is no exception. Observations and survey information conducted for this study confirmed this. Local shoppers tend to travel to nearby locations, including Nottingham, for their shopping, especially for comparison goods² shopping.

A1

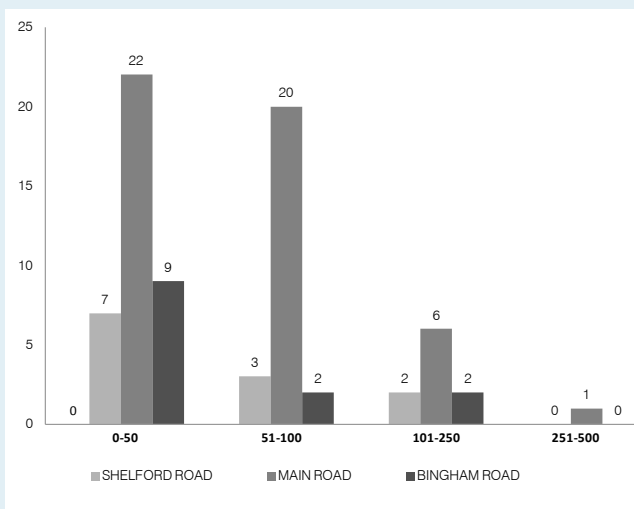


Fig A.22: Number of shops of each size range per street. Source of data HEB

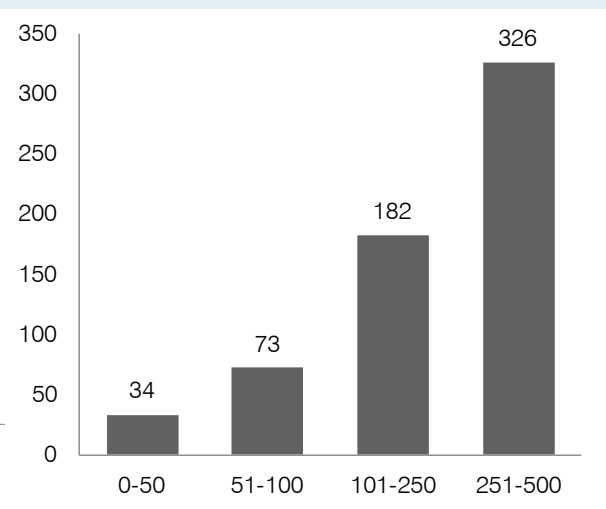


Fig A.23: Average size of shops of each size range. Source of data HEB

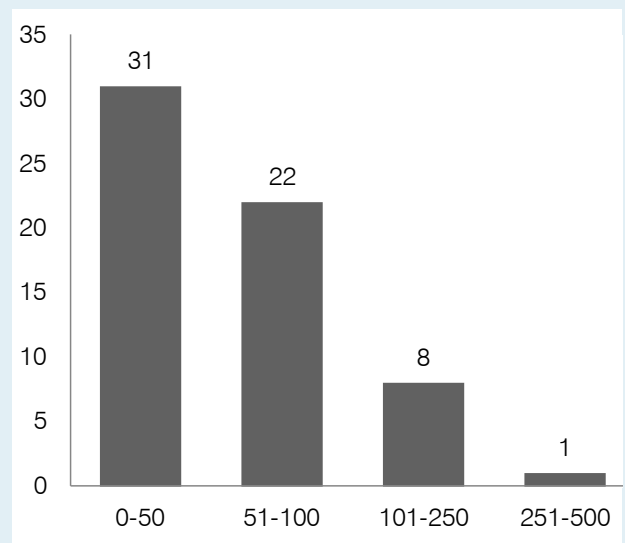
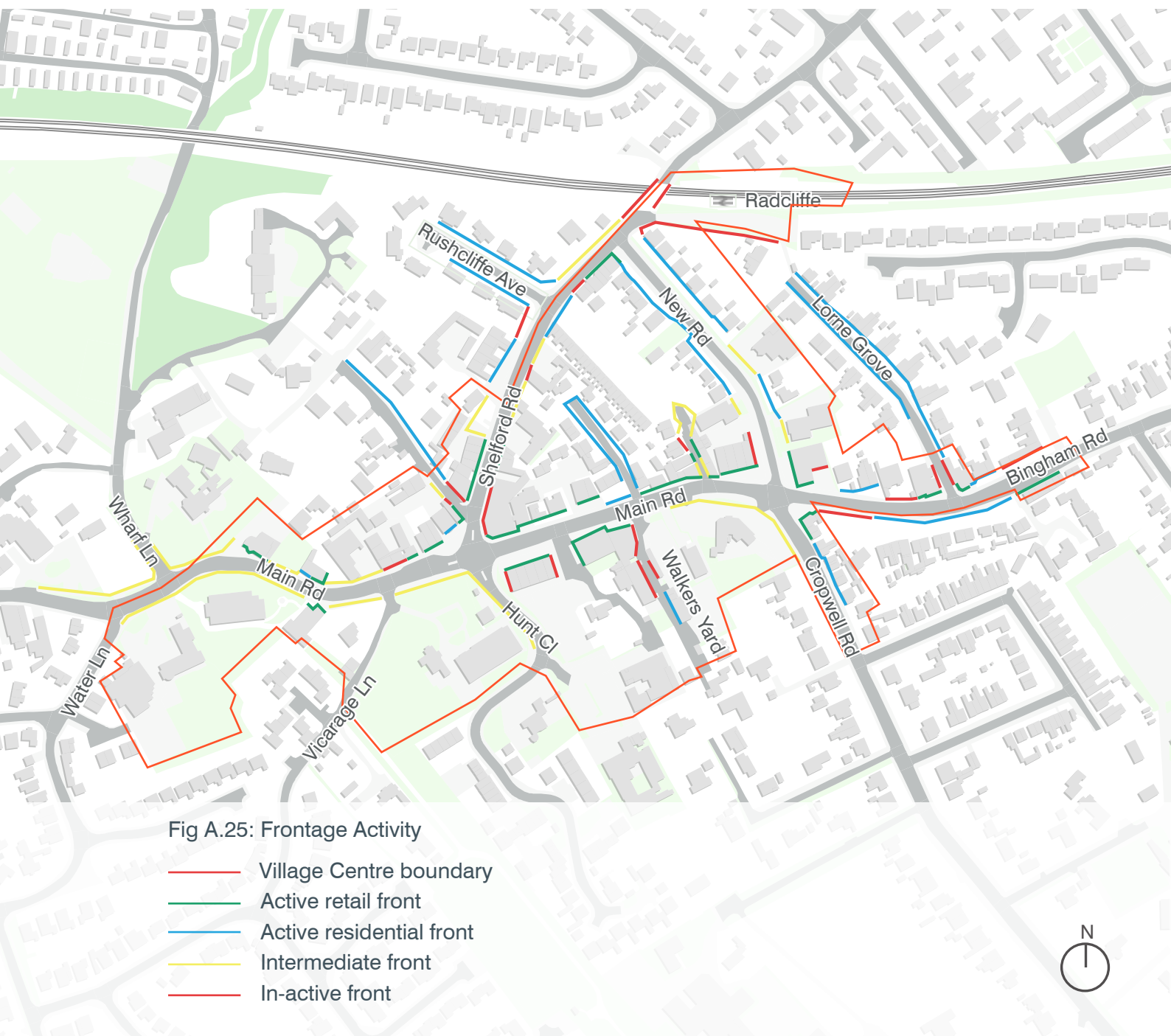


Fig A.24: Number of shops of each size range. Source of data HEB

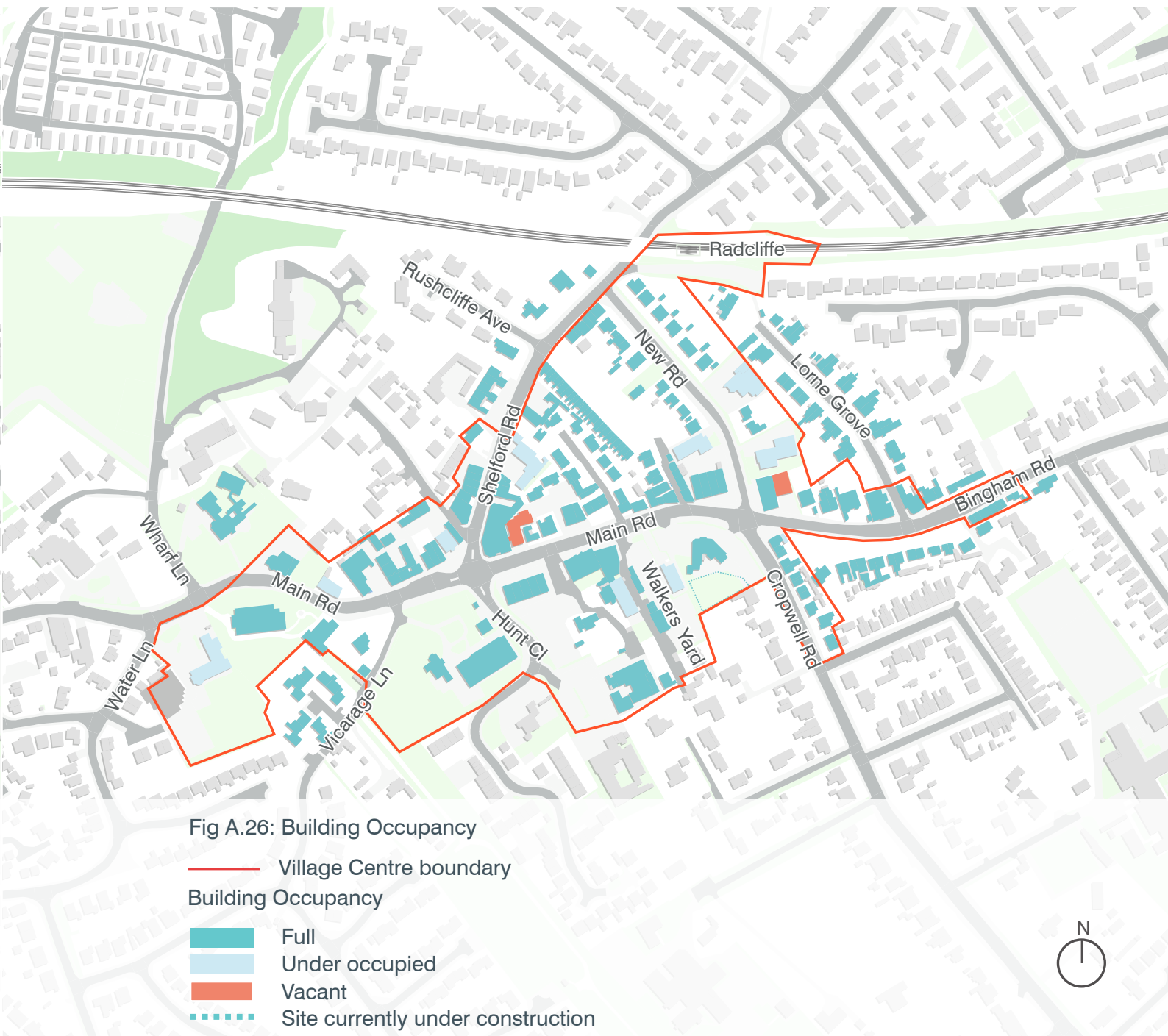
¹Leakage refers to local people going to other nearby towns and villages to do their shopping.

²Comparison range refers to the type of retail where people go to several shops to choose their product, for example shoes, handbags, etc..

A1



A1



A1

The plan adjacent (Fig A.27), and key below, provides an overview of retailers in Radcliffe on Trent:

Shelford Rd (West)

- 1 Day & Night Pharmacy
- 3 The Flower Room
- 5 Pizza Time: Takeaway
- 7 Belvoir: Showroom Flooring
- 9 Mode: Hair Design
- 11 The Humble Cat: Cafe
- 17a The Snug Hairdressers
- 64 The New Trent Pub (NSOM)

Shelford Rd (East)

- 8 Fusion Takeaway
- 10 Lisa's Barbers
- 16 Crystal Lilies Restaurant
- 18 Yadgaar: Tandoori Restaurant
- 20 Bowler & Charsley Opticians
- 24 CHK Barbers

Main Road (North)

- 1a Radcliffe Physiotherapy
- 1b Silk Hairdressers
- 1c Notts Hospice Charity Shop;
- 1d Burleys General Store
- 2 Fish & Chips, Takeaway
- 8 Indian Nights, Takeaway
- 12 Humberts Estate Agents
- 12a Peaches Beauty
- 12c Jem Hairdressers
- 12c Rushcliffe Footcare
- 14 Obsessions Fashion
- 14 Dent Blanche Dental Care
- 22 Zhans: Cantonese Takeaway
- 24 Fraserbrown Solicitors
- 26 Supernews & Cards
- 30 The Bank (vacant building)
- 32 The Co-operative Foodstore
- 34 Richard Watkinson Estate Agents
- 36 Nishe: Hair & Beauty
- 38 M. A. Mills Funeral Service
- 40 Tomkins Butchers
- 50a The Beauty Spot
- 50 Manvers Arms PH
- 84a Cloud 9 Event Management (NSOM)

Main Road (South)

- Tesco Express (Black Lion)
- 3 Costa Coffee
- 5 The Royal Oak PH
- 7 Birds: Bakery/Cafe
- 7a Piano Cafe
- 9 Post Office
- 9a Charity Shop
- 23 Wayside Adhesives (NSOM)
- 27 The Olde Bakery Curiosity Shop (NSOM)
- The Chestnut Public House (NSOM)

Bingham Rd (North)

- 1 Ashmore's Restaurant / Gym
- 11 All Creatures Veterinary Centre
- 11a Ellis Interiors
- 15 Radtek Computer Shop
- 10 Walter Harrisons - 10 The Crescent (NSOM)

Bingham Rd (South)

- 38 Heading Out Hairdressers
- 40 Unwind Wellbeing
- 40a Creation Cycles Shop
- 42 Pukka Paws Dog Grooming
- 44 Deano's Barber Shop
- 46 The Bakers Daughter
- 48 Estelle Beauty Therapy
- 50 Snack Stop

Cropwell Road

- 1 Frank Innes Estate Agents
- 1a D White Financial Planning

Walkers Yard

- 1b The Chocolate Box Micro Pub

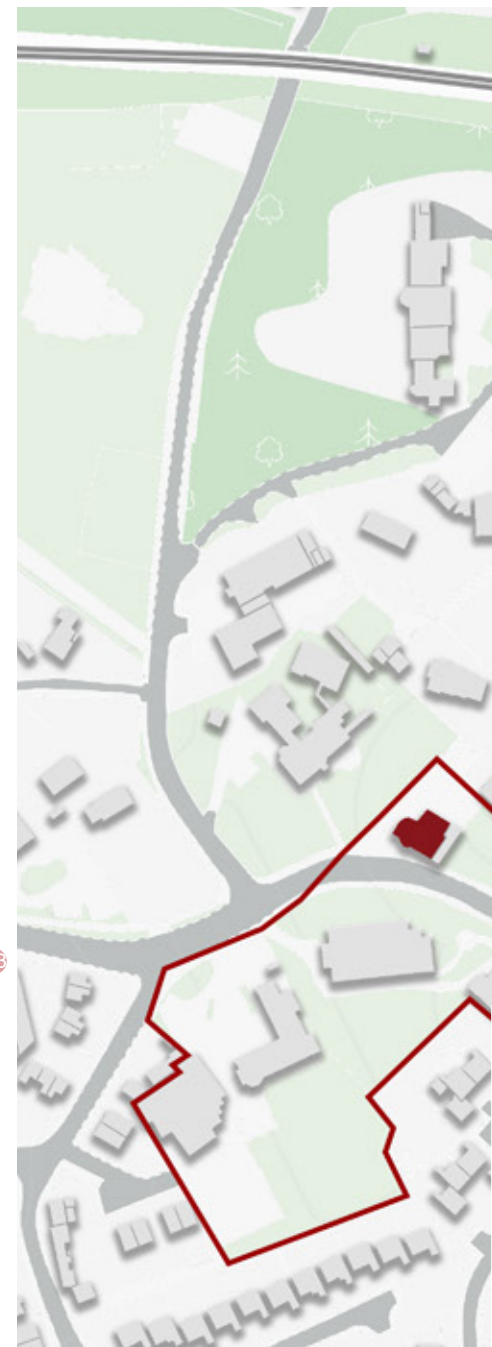
Hunts Close

- Buttercross Vets

Station Terrace

- 26 LG Nails & Beauty
- 27 Hair Place
- 28 Knight Barbers
- 29 No 29 Cafe

NSOM - Not shown on map



A1



A1

Service, Culture and Leisure Offer

Although this study focuses on reactivating the village centre, it also takes into account the economic activity in the surrounding area. Businesses outside the centre of the village are widely distributed. The majority are independent, and are dedicated to the leisure, farming and food industries; which appear to be a major strength of the area.

An independent review of all Radcliffe on Trent shops conducted by Kerching Retail in 2016, identified that although the service offer in Radcliffe on Trent is proportionally lower than in Bingham and West Bridgford, it is higher than Newark on Trent and Grantham; and the Village has a relatively high proportion of independent shops in comparison with the national average. It also highlighted that the products on offer in Radcliffe on Trent are not unique in nature but are mixed and of mid-value; a range dominated by service products.

There are currently no purpose built cinemas in Radcliffe on Trent but the Grange Hall hosts a Silver Cinema. There are two venues that can be used as theatres: Dayncourt Theatre at South Nottinghamshire Academy and Grange Hall - however, these do not have a regular programme of events.

Notwithstanding this, due to its close proximity to Nottingham, residents in Radcliffe on Trent have access to a large range of cultural activities and leisure offers in the city centre.

Radcliffe on Trent does not have a regular licensed market. The Radcliffe farmers' market, offering a range of locally produced and artisan products, used to be held fortnightly in the village, but ceased trading in 2015.

The Radcliffe on Trent Carnival takes place each summer, on the 2nd Saturday in July, in the grounds of The Grange and Grange Hall. This event is growing, and draws large crowds each year. The money raised supports the charities and community groups of Radcliffe.

In addition, the Village Show is a traditional event that takes place annually. There are also summer events tailored for families and children, eg. 'Party on the Pitch'.

A range of smaller events hosted by various groups and associations within the community take place regularly at The Grange and Grange Hall, Methodist Church Memorial Room and St Mary's Church.

There are also a series of Christmas events, including: Christmas Lights Switch On; Seniors Christmas Party; Councillor Coffee Morning; and a Christmas Concert.

A1

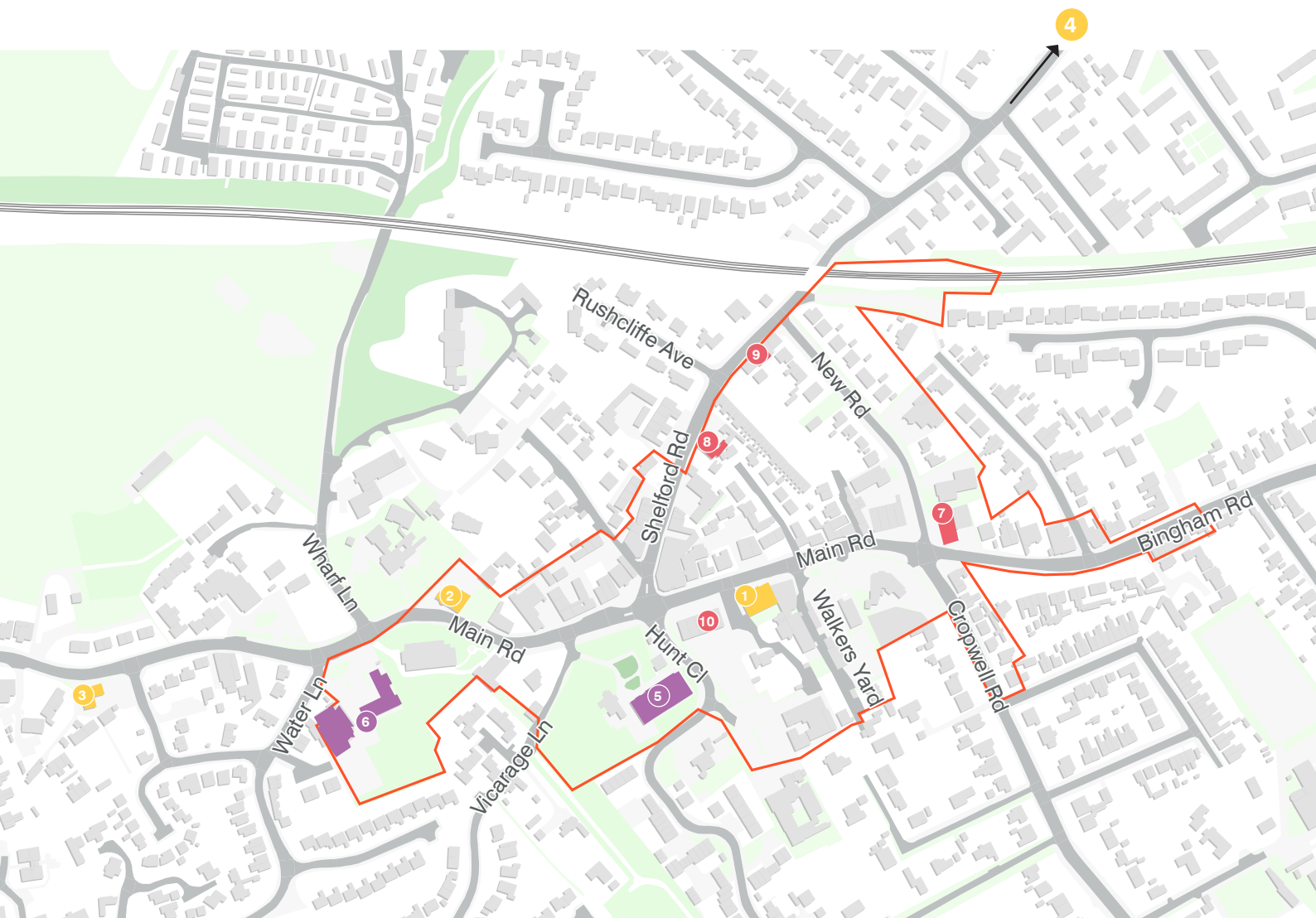


Fig A.28: Leisure and Entertainment Offer

— Village Centre boundary

Public Houses:

- 1 The Royal Oak
- 2 Manvers Arms
- 3 The Chestnut
- 4 The New Trent

Halls:

- 5 The Grange Hall
- 6 The Royal British Legion

Restaurants:

- 7 Ashmore's Restaurant (British)
- 8 Crystal Lilies Restaurant (Catonese)
- 9 Yadgaar Restaurant (indian)
- 10 Piano Restaurant (Italian)



A1

Baseline Study Conclusions

Having analysed the results of the Baseline Study, a number of conclusions regarding core economic and commercial strengths and weaknesses were identified in Radcliffe on Trent. In order to test their validity, these statements were cross referenced with previous research and consultation findings.

Key findings are summarised here in a number of unifying statements.

These statements were presented to the community during the engagement process for validation and testing.

INITIAL FINDINGS

ECONOMY

- A series of relatively recently established independent business are thriving.
- Most shops are of similar (small) size and the village lacks a diversity of offer.
- One of the greatest challenges for Radcliffe on Trent is attracting shoppers from nearby locations.
- There is no obvious 'unique selling point' to attract visitors.
- Farming, local produce and food are a strong asset to the village and the local area*.

A1

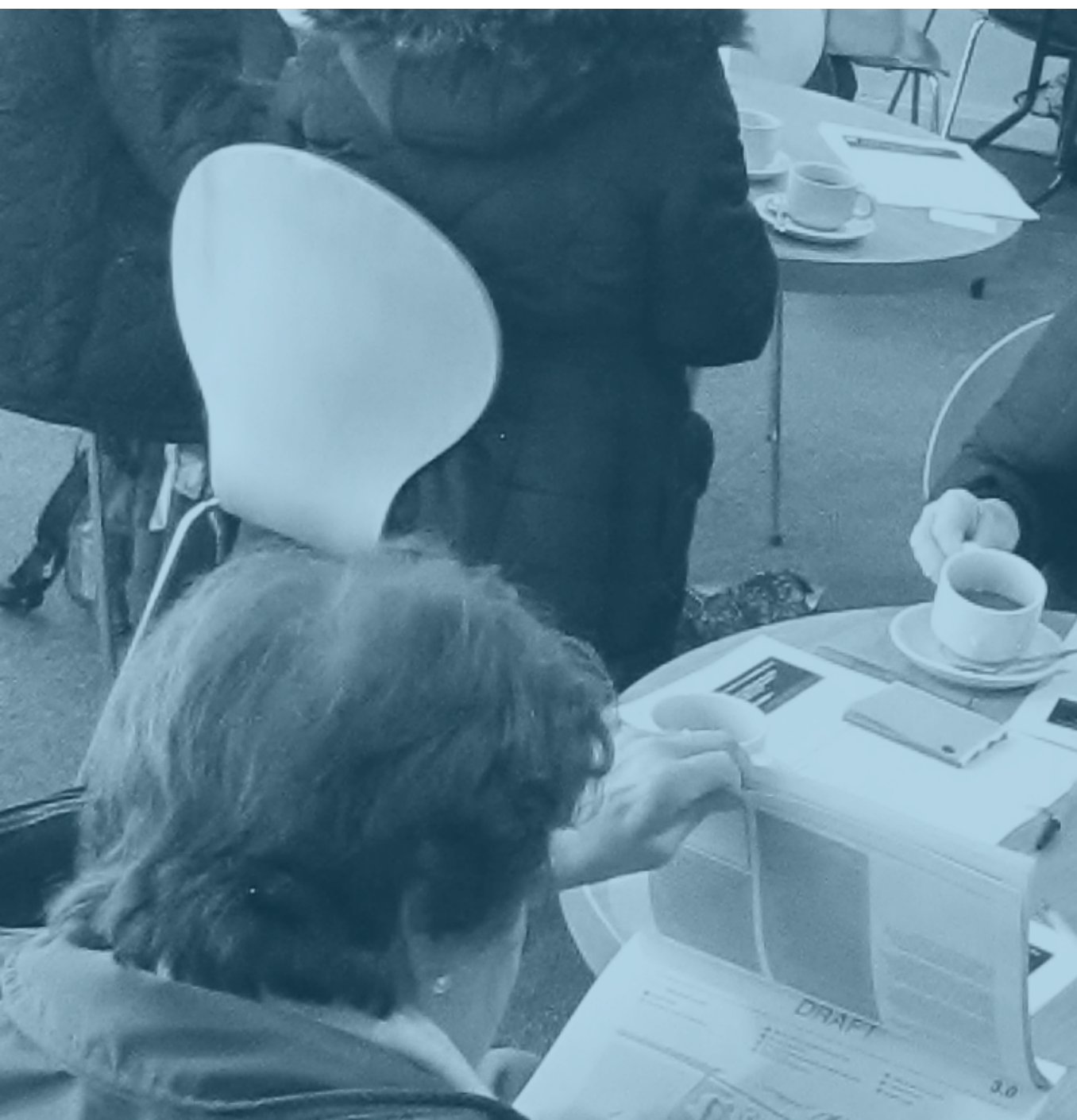
BUILT ENVIRONMENT

- Moving around the commercial centre can be challenging, especially because the shops are 'scattered'.
- The railway station is currently underused and not well linked to the village centre.
- Greenery around the village is essential to the village character.
- Historic buildings and the presence of alleyways and small courtyards give the village a charming character which is a key asset.
- Car parking provision is currently inefficient and impacts negatively on the village centre shopping experience*.

SOCIETY

- An active community is making local events very successful and there is a strong sense that these will stand the test of time.
- Virtual activity is relatively low in the area*.
- Customer service is of high quality most of the time and shop keepers are generally very friendly.

** The community consultation conducted post the Baseline Study, highlighted some public perception anomalies in these areas.*



COMMUNITY CONSULTATION A2



A2 COMMUNITY CONSULTATION

Overview

The main objective of the public consultation was to see whether public perceptions aligned with the findings of the Baseline Study, ensuring any gaps in information could be plugged.

An 'open' format for consultation was adopted, comprising:

- Intensive advertising - hard copy and on-line
- Events open to the public on a Friday evening and a Saturday morning
- Surveys available on paper for a period of 4 weeks at various locations including the Grange Hall and the Library
- Surveys available on-line for a period of 4 weeks on the Parish Council's website

Participation levels were higher than anticipated with more than 100 attendees at the events, to share ideas and aspirations for the village. The information provided by the community during the consultation events and from the surveys was essential to inform the content and recommendations of this Economic Masterplan.

Participation Events

On Friday 27th and Saturday 28th of January 2017, information panels were displayed at the Grange Hall for review. These included an explanation of the consultation process; an interactive map, providing an opportunity for locals to highlight positive and negative spaces; a summary of suggested improvements; and an explanation of 'what happens next'.

Fig A.29: Locals attend community consultation event (28th January, 2017)



A2

Surveys

Two surveys were created for this study:

1- The Village Centre Survey, which was tailored to the community in general and had a strong focus on village retail services, public places and the overall ambience.

2- The Business Survey, which focused on shopkeepers and aimed to collect information about the functioning and the health of current businesses trading in the village centre.

Survey forms were made available on-line through the Radcliffe on Trent Parish Council website, and also on paper during the public consultation event held on Friday 27th and Saturday 28th of January 2017. Blank copies were also available for the public to collect from The Grange Hall.

A total of 163 detailed surveys were completed by the general public (Community Survey), and 39% of traders in the village centre participated in the Business Survey.

The average age of participants from the local community was 51 years old, with a majority (37%) of people between 46 and 65 years old, of which 72% were female. Business participants had an average age of 50 years, with 73% between 46 and 65 years old; there was equal participation by females and males.

The Core Results

Businesses

Radcliffe on Trent has well established businesses. Premises range from 15 m² to 650 m² in size, 38% of which have been trading for 3-5 years and 33% for more than 20 years. On average, businesses tend to trade from the same premises for 7 years; 43% of respondents have occupied their premises for 3-5 years and 24% for 20 years or more.

Generally businesses feel very safe (86%) trading in the village centre and rate the spirit of the business community as 'good' (63%) or 'very good' (25%); and public transport as 'good' (60%) or 'very good' (20%). However, 75% of participants claimed not to work with any business partnership and said that it would be helpful to have advice on this topic.

Most business participants (70%) did not own their premises. Of these, 37% would be interested in investing in property within the village. They regarded Radcliffe on Trent as a good place with a good community spirit. Most business participants (53%) are not part of any community organisation and 47% engage in community activities once a year or less.

A2

Business owners use the village centre mainly for work (69%) but also for shopping (25%) and for recreation (6%), and claimed to shop mainly in Radcliffe on Trent (71%) but also Nottingham (47%) and other nearby locations (18%). They use other locations especially to eat out, visit the bank and to go to larger supermarkets.

Most business participants would welcome positive change in the village (92%). Only one participant preferred having no change at all.

Community

Generally people walk to the village centre (54%) but a proportion also use their cars (38%), parking roughly once a week; 52% of participants rated car park facilities as good, and 27% thought they were poor. However, 48% thought that the public transport facilities were generally good.

The main reason given for visiting the village centre is shopping (78%); 42% of respondents feel very safe but 50% feel fairly safe in the village centre. The majority (55%) consider Radcliffe on Trent a good place to visit, 58% think that there is a good atmosphere in the centre and a very good community spirit (47%). Generally, the community is active as 57% of respondents belong to one or more community groups.

Most participants would welcome positive change in the village (88%); 12% of the participants preferred to see no change at all.

PARTICIPANTS FELT THE VILLAGE LACKS:

Leisure facilities 58%

Banking 23%

Deli/health food 23%

Clothes/shoes 16%

Good quality restaurant/wine bar/pub food 12%

Health Centre improvements 8%

Others: larger retail offer; cheaper family pub; market or pop up shops; arts & crafts; bookshop; travel agent; baby and children stores; garage and car wash; chain stores (Boots; M&S); frozen food; fishmonger; bakery; craft workshop; live-work units; small office space/small industrial space/employment; library improvements. Police/Youth facilities; car repairs; facilities for young children.

A2

WHAT PARTICIPANTS SAID ENCOURAGES THEM TO SPEND ELSEWHERE IS:

Retail choice 33%

Supermarkets 25%

Leisure facilities 19%

Eating out/nice restaurant, pub, wine bar
8%

Other reasons: bank; more competitive
prices; chains; market; health centre;
recycling facilities; DIY.

WHAT PARTICIPANTS FELT PREVENTS THEM FROM VISITING THE VILLAGE/ENCOURAGES THEM TO VISIT OTHER DESTINATIONS IS:

Lack of Bank 24%

Lack of variety of retail offer 19%

Lack of leisure facilities/swimming pool
12%

Lack of good restaurants/pub food 11%

Lack of supermarket 11%

Others: unpleasant pedestrian
environment/ library needs to be improved;
lack of farmers' market; not pet friendly; no
direct buses to other villages.

A2

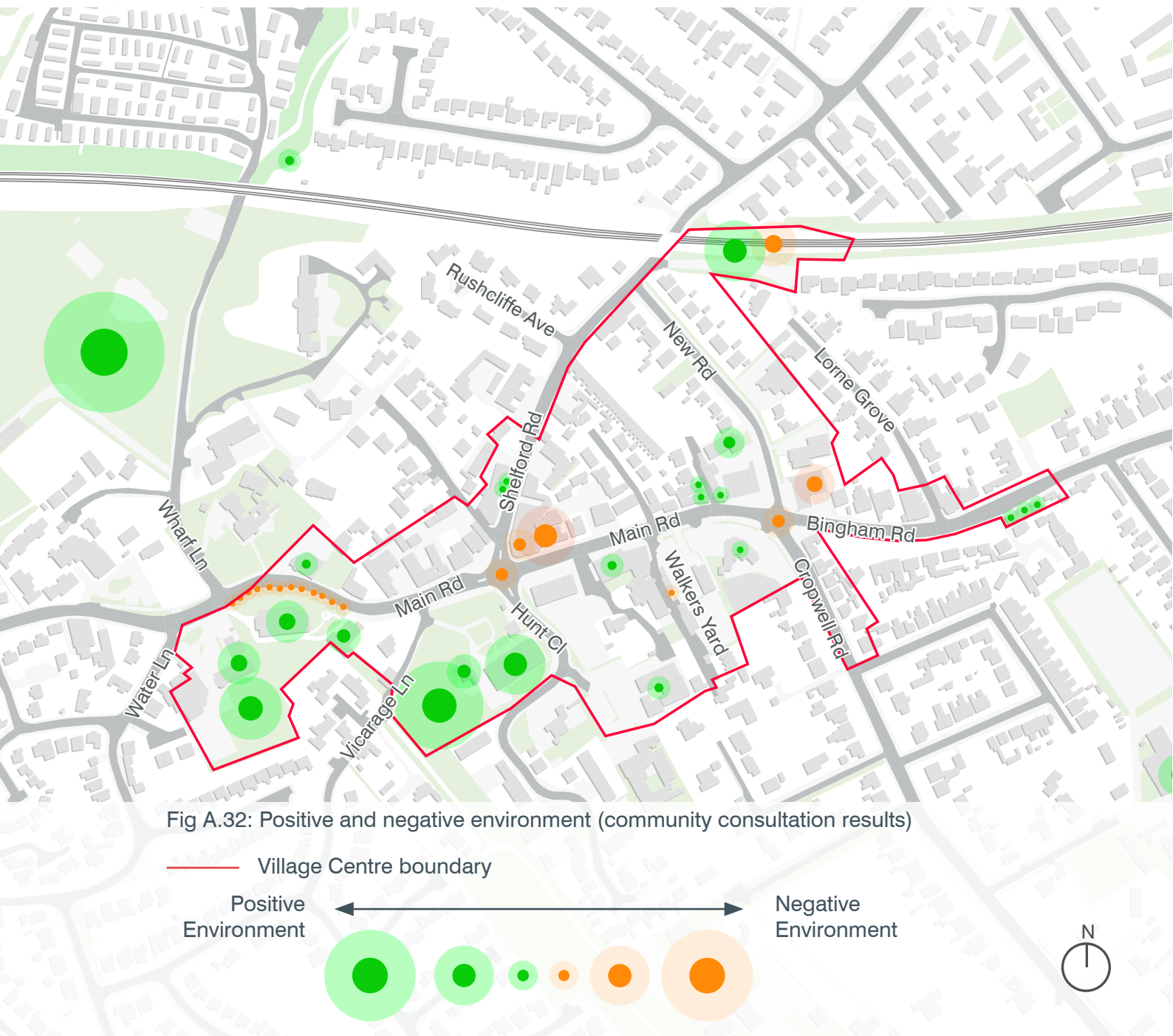


Fig A.30: 'Inactive' Co-op frontage to Main Road and Shelford Road junction



Fig A.31: View of St Mary's Church (Grade II Listed)

A2



A2

Consultation Conclusions

Data from the public events and surveys was collected and analysed together whenever possible. For example, questions regarding transport, access and 'leakage' were present in both surveys and responses were therefore combined at the analysis stage.

The results of the public consultation were also aligned with the Baseline Study results to find out where there may have been correlations or discrepancies. Where discrepancies were found, the reasons for these were investigated in depth.

The public consultation also helped to plug gaps and add meaning to some of the statements in the initial desktop study findings. This section explains briefly the reasons for the discrepancies that were found and it summarises additional information highlighted by the public consultation.

ADDITIONAL FINDINGS

The public consultation largely confirmed the findings of the Baseline Study.

In addition to the core findings of the Baseline, the local population and local businesses added following:

The lack of the following services is encouraging customers to shop in nearby locations (to the detriment of Radcliffe on Trent):

- Leisure facilities
- Bank
- A good library
- Health Centre
- A good range of retail offers
- Easy movement through the village centre
- Good food outlets

Participants were keen to express that the following assets were especially valued:

- Green spaces
- Historic buildings
- Community spirit
- Good people

A2

DISCREPANCIES

- Farming, local produce and food are strong assets to the village and the local area:

Participants explained that they did not consider the farming industry was particularly exceptional in the local area, although they had great affection for the farmers' market (no longer trading). They also confirmed that they would like to see a deli as well as specialist food shops, higher end restaurants and a wine bar.

- Car parking provision is currently inefficient and impacts negatively on the village centre shopping experience:

Participants explained they did not have a problem parking in the village and that the recent changes to parking times and management had made a positive difference to their village centre experience. However, they added that on-street parking was causing significant issues, especially near St Mary's Church.

- Virtual (on-line) activity is relatively low in the area:

Participants of all ages claimed to be very active in terms of internet use, but also claimed that they did not engage in on-line community activity, as many were unaware of the opportunities. They also expressed a desire to shop locally on-line but explained that this service was not yet generally available.



ECONOMIC FRAMEWORK

B



B1 ECONOMIC FRAMEWORK

Overview

The site survey, desktop data analysis and public consultation exercises have helped to establish a comprehensive picture of the strengths, weaknesses, opportunities and threats in Radcliffe on Trent.

For the purpose of analysis, and to formulate strategic proposals, these key findings were grouped in accordance with the three core areas of sustainable growth and development: Economic; Environmental (in this case, built environment); and Social.

HEB Surveyors conducted a retail analysis of Radcliffe on Trent, confirming that a significant opportunity exists to increase footfall and dwell time by attracting both national and independent occupiers of larger units than those currently available in the village centre. However, this may require site assembly exercises, possibly necessitating intervention from the Local Authority with compulsory purchase powers.

This section evaluates the challenges facing Radcliffe on Trent and describes initial thoughts concerning the potential solutions that emerged from both professional assessments and residents' aspirations. These initial ideas were compared with the vision and objectives for Radcliffe on Trent set by the Draft Neighbourhood Plan and the Business Forum.

The initial concepts were appraised through a series of appropriate analytical studies, to establish their feasibility on a case by case basis. The results form the body of the Development Opportunities section (Part B2 of this document), including proposals for the public realm and individual development sites.

One of the most significant challenges for Radcliffe on Trent is attracting visitors from surrounding areas, as it is located within close proximity to two established retail centres that offer commercial variety, easy access and convenient parking. Therefore, it may be unlikely that people from nearby villages would choose to commute to Radcliffe on Trent village centre for shopping unless access and the public realm are significantly improved and a strong unique selling point is created to attract additional businesses.

B1

Due to the existing catchment challenges, a potential primary objective for the village centre is to retain local customers, discouraging local residents from travelling to nearby locations to shop.

In order to do this, the village must strengthen its retail offer and significantly improve its public realm. Radcliffe on Trent needs a more pedestrian-friendly environment, a balanced combination of safe and attractive routes for people to use, and comfortable places for people to stay for longer spells, increasing dwell time.

Another issue that emerged during both the retail survey analysis and the public consultation is the lack of variety of shops. One of the reasons for this may be that there are many shops of a similar size.

The lack of banking facilities is also a problem, as local residents are required to go to other towns and villages to access a range of bank services and products. For business owners, the lack of a bank also presents an inconvenience, as they need a range of services that the Post Office does not provide.

There are strengths and opportunities for local businesses in relation to the ways in which they can operate and work together, and there is room for improvement regarding the use of on-line shopping and other remote services.

There is also a perception that the major threat to the village is residential growth, as some people believe that the facilities and the retail offer are still not ready to meet the anticipated demand.

B1

Retail Opportunities

A number of key opportunities exist for Radcliffe's retail offer. However, without a large 'site assembly' exercise (possibly driven by compulsory purchase powers) it may be difficult to provide larger modern retail stock within a relatively confined retail core.

The recent letting of 3 Main Road (240 m²) to Costa Coffee, soon after the previous occupier's vacation demonstrates a demand for larger units within the village. Whilst the former bank premises at 30 Main Road (180 m²) has been empty for a period of time, this may reflect the fact that it lacks a good, glazed frontage, rather than demand issues.

There is confidence that if a site could be assembled with say 4-6 units of 200 to 500 m², then demand from nationwide operators (often the primary drivers of footfall) would follow.

Based on knowledge of the current retail market, typical occupiers could include operators such as Greggs, Card Factory, Co-op Travel, Holland & Barratt, Papa John's, Domino's, Factory Outlet Shop, Caffè Nero, Natural Food Company and Boyes. These national brands are often a primary driver of visits to a location.

Notwithstanding this, there are a number of independents trading very successfully in nearby locations (including Bingham). Examples include The Picture Café, The Handy Centre and Clive Lancaster (specialist butchers). These are examples of popular and successful retailers capable of not only drawing footfall to the location, but also in extending the 'dwell time' once there. They would however, require larger units than those currently available in Radcliffe on Trent.

In the case of the Handy Centre, Picture Café and Clive Lancaster, visitors are drawn from further beyond Bingham, including many specific visits from Radcliffe on Trent. If sufficiently large units were available to similar retailers, this is one obvious route to prevent leakage (people going out to other towns and villages to shop).

B1

It is understood that plans for a new Tesco superstore in Bingham (3,000 m²) have been abandoned. This removes one significant threat to Radcliffe on Trent, as a large format superstore, offering a full range of both food retail and everyday goods, i.e. a 'one stop shop' with free parking, would have been likely to significantly reduce visits to Radcliffe on Trent, and increase leakage. The recent opening of both Lidl and Aldi in Bingham has probably ended the likelihood of branches opening in Radcliffe on Trent in the near future, although this would be against draft Neighbourhood Plan policy in any event.

The popularity of these discount food retailers is already driving significant numbers of new visitors to Bingham from surrounding areas - this does highlight one potential conflict with policy, namely what is desired in terms of the village 'aesthetic' retail mix, and what drives shopper visits are often at odds. In simple terms, whilst a high proportion of independents may provide a pleasant shopping experience, it is not always what is demanded by the general public, reinforcing the need for a balanced and diverse retail offer.

Retail centres with an independent operator bias typically require a specific attraction to thrive - an example could be Southwell with Southwell Minster. To a lesser extent (but still noticeably), the regular markets and farmers' markets in Bingham can be seen to draw shoppers from outside the town, benefitting the established shops as well. From discussions with the Parish Council, there is some goodwill towards a 'micro unit', 'easy in, easy out' centre for new independents and start-ups possibly with a craft 'flavour', perhaps similar to Old Post Office Yard in Bingham.

While it is true that this type of development is likely to add to the character and appeal of the location, this may not be a significant driver of visits to the location, although successful developments like this would be likely to increase dwell time.

Whilst developments of this nature can be difficult to fund, the success of the Old Post Office Yard in Bingham provides a positive precedent for Radcliffe on Trent, demonstrating what can be achieved, with a clear vision and determination.

B1



Fig B.1: Views of Old Post Office Yard, Bingham

B1

Office and Industrial

Commercial Offices

In terms of the local office market, requirements specific to Radcliffe on Trent (or indeed surrounding towns and villages) are likely to be limited, with the main office market 'draw' unsurprisingly being nearby Nottingham and West Bridgford. Whilst there are undoubtedly some limited small, remote working office requirements, these may be generally satisfied by existing availability within Radcliffe on Trent and the immediate surrounding area.

There are small bespoke office schemes at Upper Saxondale, and also on the A52 Grantham Road at St James's Business Park, and the Wynbrook Homes terrace development. The remaining office space is predominantly provided by first floor accommodation within the village centre, ancillary to shop premises. There may be pent up demand for additional office space in the location for individuals wanting to move from running their business at home to a small starter office and as such, opportunities for new speculative office development (including market testing) should be explored.

NB) Space is available in the immediate vicinity (most noticeably at Bingham), although it is apparent that there are a number of longstanding vacancies.

It should be noted that viability concerns regarding speculative new build office development is not an issue specific to Radcliffe on Trent. Even in Nottingham city centre there has been little or no speculative office development since the onset of the recent economic downturn. A conversion of an existing building however, to provide a small business centre, is likely to be viable and sustainable, and may assist in retaining and attracting businesses into the village.

Light Industrial

Although there is certainly potential demand for 'out of city' light industrial/ local workshop accommodation, this may not be specific to Radcliffe on Trent and is perhaps, more likely to be expressed as a requirement for 'south of the river'. However, the provision of well located light industrial units would undoubtedly serve to give Radcliffe on Trent greater appeal in terms of diversity of employment opportunities.

There is some industrial accommodation provided at the St James's Business Park on Grantham Road, which has proved successful since inception. This was a conversion of existing accommodation, not an entirely new speculative industrial development. A similar small unit scheme in, or close to, the village would have the potential to attract and retain businesses.

B1

Built Environment Improvements

Improving pedestrian movement was identified as one of the key priorities. The areas where walking through the village centre is particularly difficult tend to be on the west side of the roundabout, where pavements are narrower and shop fronts more dispersed. To the east of the roundabout, pavements are wider and traffic appears heavier, as motorists try to access the various public car parks from that direction. When movement between shops is inconvenient, people are naturally put off by the experience. Remedying this is a key goal of the Masterplan.

There are also several locations where the village needs better, safer crossings with integrated traffic calming measures to allow footfall to flow between shop clusters.

Although Radcliffe on Trent has a reasonable quantity of parking spaces, these are randomly distributed and on-street parking remains an issue. Therefore, there is an opportunity to comprehensively review the car parking provision. A detailed car park survey to evaluate the whole village would highlight which parking spaces are being used most frequently, as well as identifying use patterns across the different days of the week and at different times of the year, including during special events.

Redistributing the provision of parking spaces, and restricting on-street parking in specific areas, would enable key areas of public space to be 'returned to pedestrians', which would help to enhance the character and vitality of the village centre as a whole.

The railway station is currently underused; despite offering a 10 minute direct service to Nottingham, it is not frequent enough. Furthermore, parking facilities at the station are not ideal for local people who commute to Nottingham on a daily basis. A major challenge is the size and the location of the parking area, which is adjacent, and in close proximity to, residential units. Another challenge is the lack of clear, safe, pleasant pedestrian links between the station and the village centre. Upgrading the railway station service is one of the key priorities in the Neighbourhood Plan and a Stakeholder Group has been created to drive this change. A plan is currently in place to improve access, car parking, lighting and signage.

Opportunities should be taken to improve building and shop frontages, both visually and physically, adding to the vibrancy and character of the village.

A series of opportunity sites have been identified for further investigation and study. A summary of the results is included in the Development Opportunities section of this document (Part B2).

B1

Community and Society

This Economic Masterplan is rooted in a sustainable vision for Radcliffe on Trent, and provides an opportunity to make a positive impact on social issues through the provision of services, and the implementation of comprehensive, multi-faceted plans and projects. It looks beyond a merely retail perspective as it aims for the re-activation of the village centre, whilst working towards other goals as well.

Radcliffe on Trent has an active and involved community, proud of their village and hoping to see it thrive in the future. This is an enormous asset that needs to be valued, celebrated and employed strategically for pursuing positive change.

There is a strong consensus that the lack of leisure facilities in the village is a significant problem and all opportunities to address this should be explored. There is also a consensus regarding the need for improved health facilities. During the course of the consultation, a few participants expressed an aspiration for Radcliffe on Trent to become a village with a new generation of health provision (referring to St Anne's Health Centre in Nottingham), believing that, given the age distribution of the population (high proportion of children and the elderly), the village would benefit significantly from this type of service.

Considerations and Recommendations

- Market led initiatives - where these are helpful and in alignment with the Masterplan objectives, they should be supported.
- The recommendations and objectives of this Masterplan should be embedded in policy via the Neighbourhood Plan.
- Compulsory purchase orders (CPOs) may be required in certain cases as a mechanism to acquire private land.
- Housing development and population growth will boost the retail and service catchment for the village.
- Any new housing development in Radcliffe on Trent should provide a New Homes Bonus, which should be directed to community and physical infrastructure enhancements in the village.

The following recommendations focus on Economy, Built Environment and Society, taking a strategic approach, aiming to enhance existing assets and convert weaknesses into strengths.

B1

Key Recommendations

ECONOMY

- Supporting local business, with Village Development Manager role (explained later), expanded Business Forum, loyalty schemes, etc.
- Fostering existing and creating new business partnerships and promoting/celebrating them publicly
- helping local shops go digital, with an enhanced village centre website, mobile phone app, knowledge sharing network/on-line forum
- Re-establishing a market culture in the village, including farmers' market, european/niche, seasonal/festive, etc. including doing everything possible to find/safeguard key site(s)
- Strengthening the retail offer for local residents, by ensuring diversity of scale, mix and typology, supported by Neighbourhood Plan objectives

BUILT ENVIRONMENT

- Improving the quality of the public realm in the commercial centre of the village
- Resolving current circulation, traffic and movement issues and making the village centre safe and accessible
- Creating comfortable, characterful and distinctive places for shoppers to relax and enjoy the village centre
- Celebrating the village's heritage and enhancing its character, through the promotion of a Radcliffe on Trent local conservation area
- Supporting and pursuing the planned improvements to the railway station and improving pedestrian links to the commercial area

B1

SOCIETY

- Capitalising on existing goodwill and civic pride and engaging more widely with the community to promote the village as effectively as possible
- Celebrating the success of seasonal community events; promoting and marketing them more widely and engaging the broader community
- Driving changes in the provision of services like the library, health centre and leisure facilities, to help give Radcliffe on Trent a distinctive edge
- Exploring opportunities for increased leisure and recreation provision, including sports and activity centre(s) and strengthening the relationship (both physical and perceived) to the riverside



DEVELOPMENT OPPORTUNITIES B



B2 DEVELOPMENT OPPORTUNITIES

Strategic Options

The following are grouped based on the degree of intervention, ie. minimal to major:

Minimal

- Avoid land acquisition
- Shop front improvement scheme
- Consider Business Improvement District (BID) status
- Seek Conservation Area designation
- Establish retailer promotion scheme
- Landscape and public realm works (including signage – directional, information and welcome) which avoid highways intervention
- Regular Market (including farmers, etc.)
- Negotiate access to School leisure facilities

ACTION - Engage key stakeholders, including school to explore engagement opportunities and sharing of facilities. Liaise with local planning authority (including Conservation Officer) to test suitability for adoption as conservation area. Explore simple public realm improvements, including broad cost/funding implications.

Intermediate

As above plus

- Highways realignment to create pedestrian friendly central retail core, to include junction realignment, traffic calming, wider pavements and introduction of street trees and improved lighting.
- Improvements to RBC car parks
- Yellow lining to on-street parking hot spots

ACTION – Liaise with NCC Highways and Rushcliffe (Planning Policy/Regen) to test any emerging ideas for highways works. Undertake car park study to test assumptions and prepare options for change. Liaise with health centre, library, scout group, etc. concerning relocation opportunities

B2

Major

As above plus

- Land acquisition by negotiation or CPO to facilitate site assembly (public space and retail units) and car parking improvements
- Comprehensive landscape/public realm works to 'join up' disparate zones and create distinctive village centre environment

ACTION- Investigate number of homes in pipeline/with planning and establish level of S106 and New Homes Bonus that could be directed to community and physical infrastructure enhancements in the village. Develop proposals for public realm and development sites, including testing all funding and investment opportunities.

B2

Public Realm

This section identifies a suite of considered improvements to the public realm in Radcliffe on Trent.

These should be designed to recognise the positive characteristics of the village centre, including the suggestion that a new conservation area might be designated. This could help to foster a greater sense of civic pride and also bring the potential for funding and investment (eg. through the Townscape Heritage Initiative, or Historic England Partnership Scheme). The proposed boundary to the potential conservation area is shown opposite.

It is suggested that the following sites/spaces should be targeted for public realm improvements (to be read in conjunction with Fig B.2 opposite):

NB) The photomontages shown overleaf (Figs B.3 & B.4) serve to highlight the possibilities in terms of public realm improvements, although these are for illustrative purposes only.

-  Pedestrian link improvements: Main Road & Bingham Road
-  Pedestrian link improvements: New Road
-  Main Road/Shelford Road junction improvements
-  Main Road improvements
-  New Road and Station Terrace improvements
-  Bingham Road improvements
-  Manvers Arms frontage improvements
-  Proposed conservation area

B2

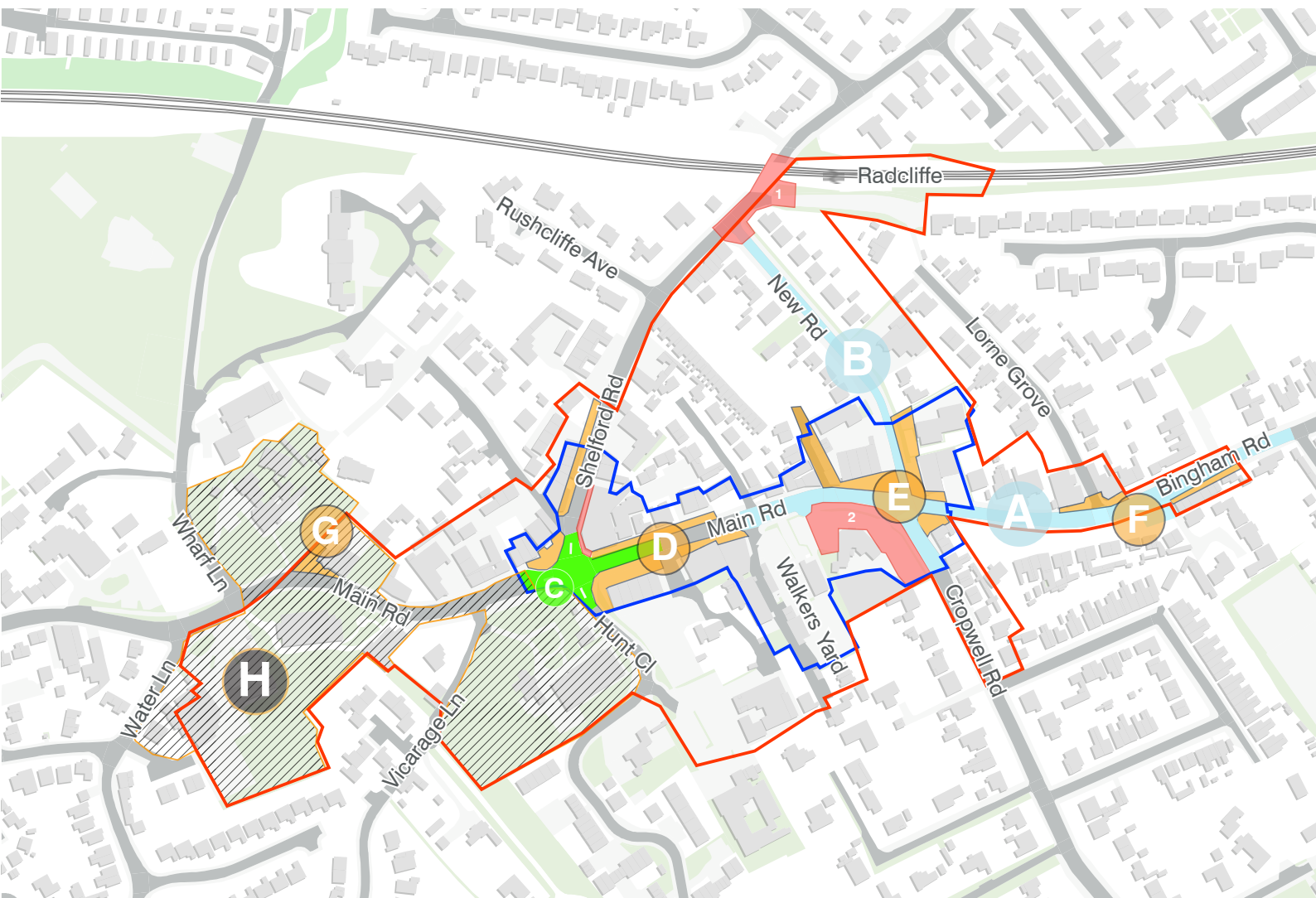


Fig B.2: Public Realm Improvement Opportunities and Proposed Conservation Area

- | | | | |
|--|--|--|------------------------------------|
| | Village Centre boundary | | Proposed Conservation Area |
| | Opportunity to improve pedestrian links | | Proposed Retail Core Area boundary |
| | Opportunity to improve road junction | | |
| | Short term /Public Realm minor investment opportunity sites | | |
| | 1 Opportunity for improved pedestrian frontage and vehicular access to railway station | | |
| | 2 Opportunity for frontage and environmental improvements to gateway site | | |



B2



Fig B.3: Proposed photo montage view of Main Road looking west towards St Mary's Church
NB) Existing street scene shown above



B2



Fig B.4: Proposed photo montage view of Main Road looking east
NB) Existing street scene shown above

B2

Development Sites

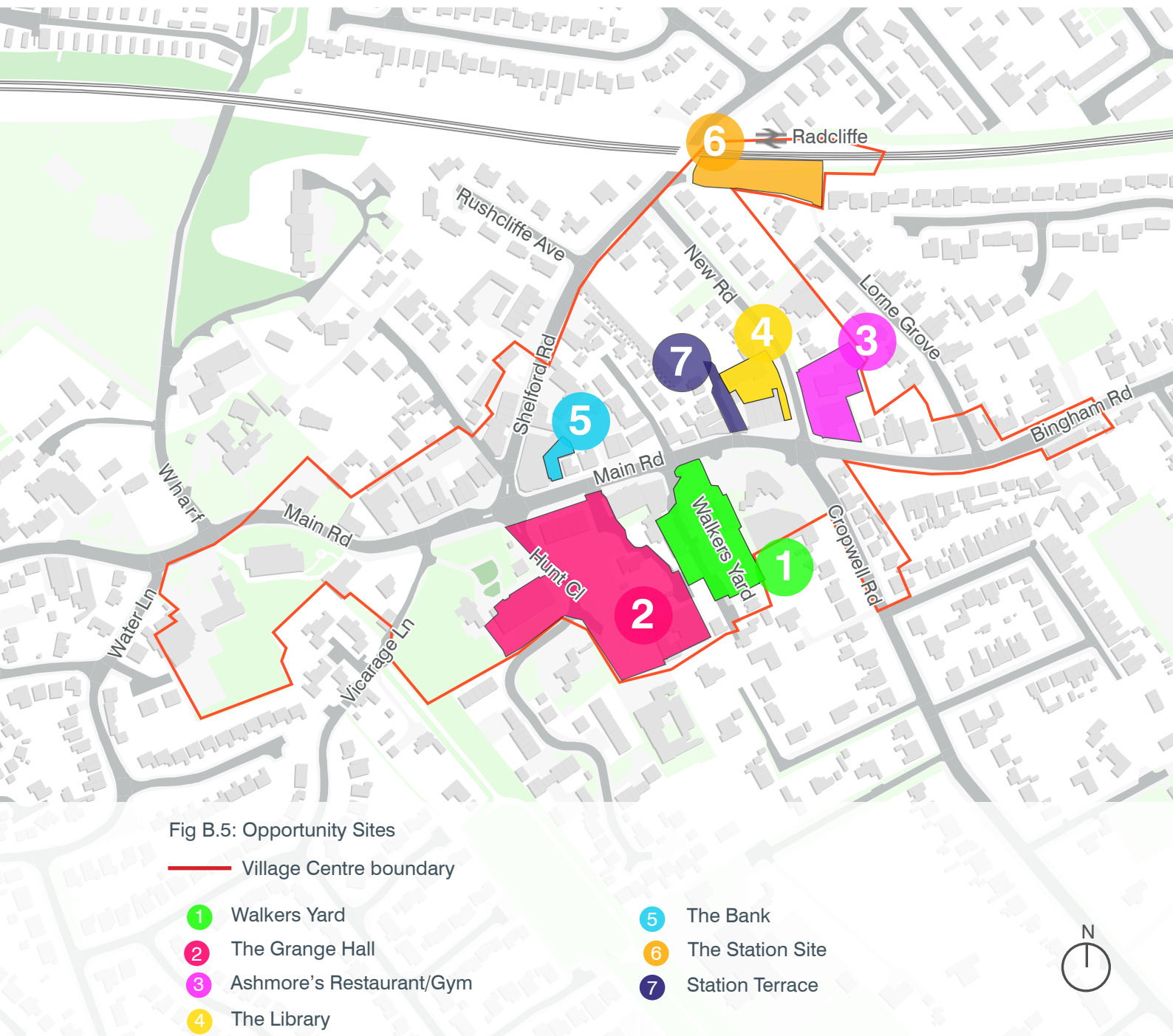
A number of vacant and underused sites with some potential have been identified as opportunity sites during the course of this study. The plan opposite (Fig B.5) shows the location of these sites.

The sites identified have been appraised regarding their technical capacity to host retail uses and create public places, making a positive contribution to the village centre.

Each site has been considered mindful of market trends, ownership and other technical issues. This section describes the site appraisal results.

Further in-depth studies and negotiations will be required to determine how these sites could deliver the spatial provision required to complete the projects listed in this Economic Masterplan.

B2



B2

1 Walker's Yard

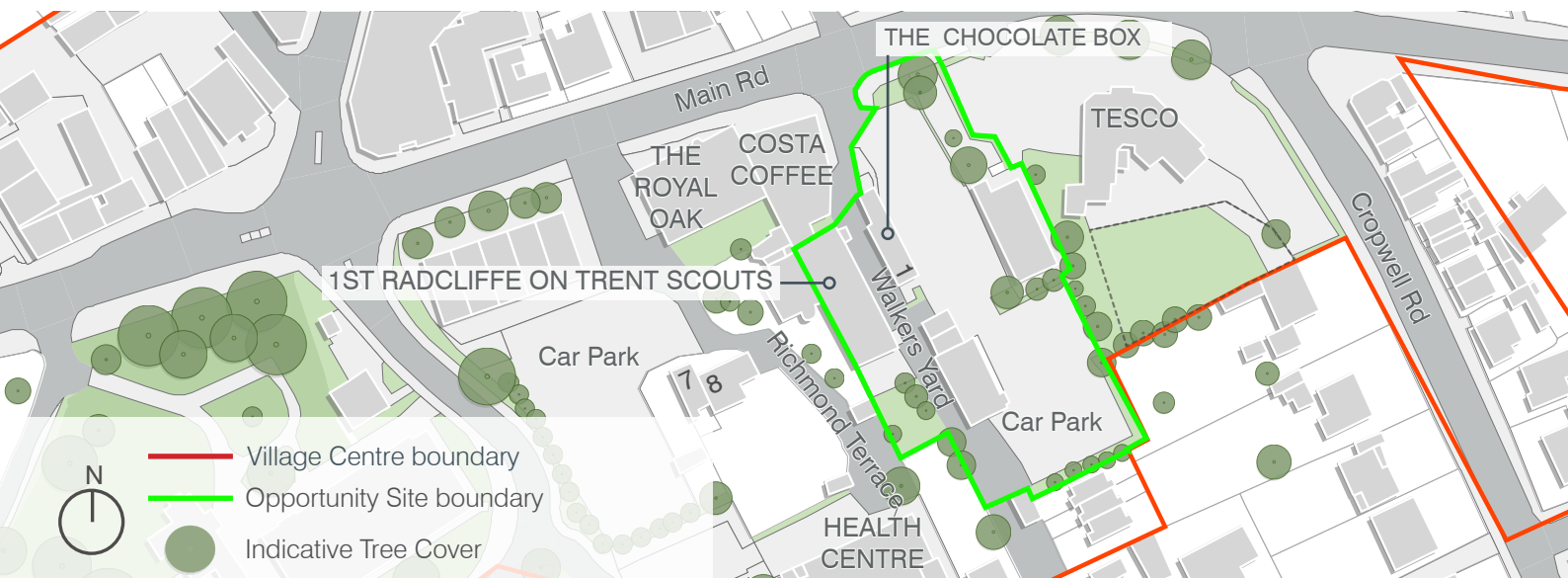
- Will require a comprehensive scheme due to site configuration, topography, multiple ownerships and limited frontage
- Some occupiers could be relocated (eg. Scouts) if land/building swaps can be offered
- Repair of quality historic buildings, and introduction of new contextual buildings, along with modified site access and a new frontage block, should be tested for deliverability, viability and market appeal

ACTION – Prepare sketch options and technical studies to test capacity, including schematic plans and massing studies to enable discussion with the planning and highways authorities, in parallel with market testing.

A strategically located site, with Main Road frontage, providing a significant regeneration opportunity with potential for flexible retail, business start-ups, village arcade, etc.



Area: 0.311 hectares



B2

2 The Grange Hall

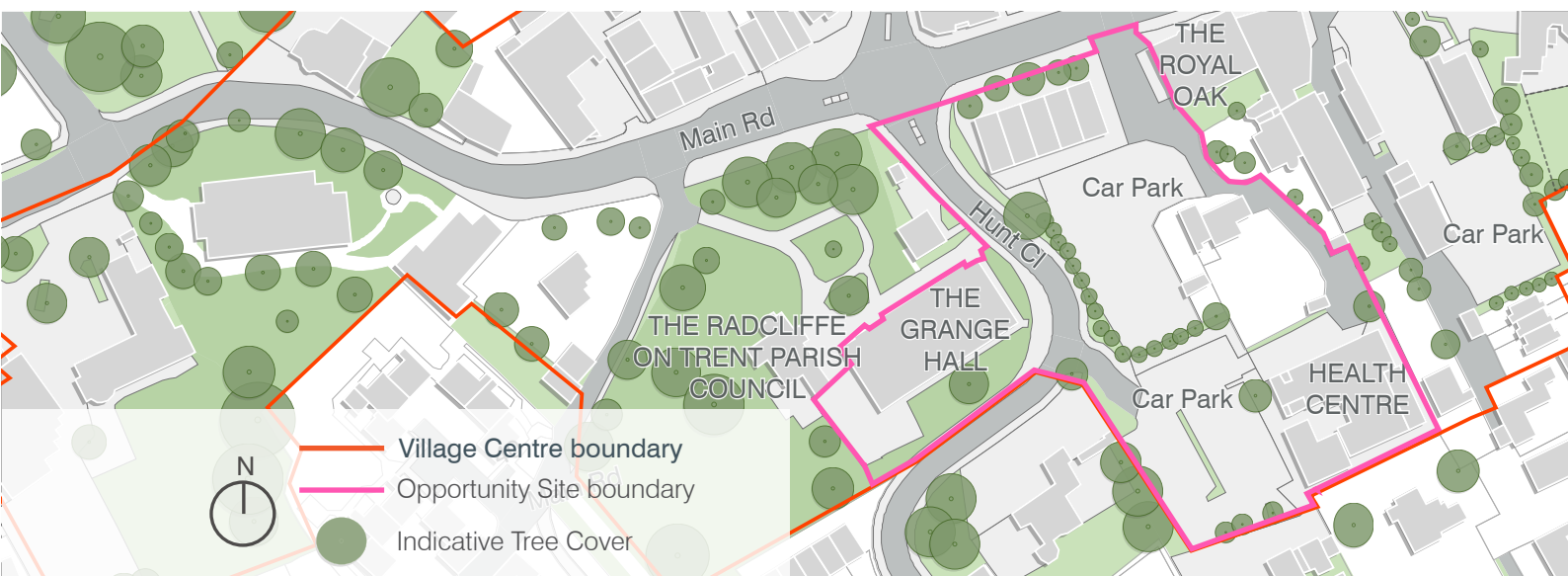
- Increased scope if Health Centre can relocate - if site available then the distribution of parking can be revised (more to the south and development to the north to maximise Main Road frontage with no net loss of spaces)
- Opportunity to re-align the access at Richmond Terrace and Hunt Close, allowing the frontage block (with PO) to be extended on 2 sides - blank wall removed
- The Grange to be safeguarded as an important heritage and community asset

ACTION – Test scheme through preparation of sketch proposals for conversion and redevelopment, including dialogue with Health Centre, neighbouring landowners / operators and local planning authority.

An important community venue and focus, forming part of Radcliffe on Trent's historic core, with wider site offering considerable potential.



Area: 0.955 hectares



B2

3 Ashmore's Restaurant & Gym

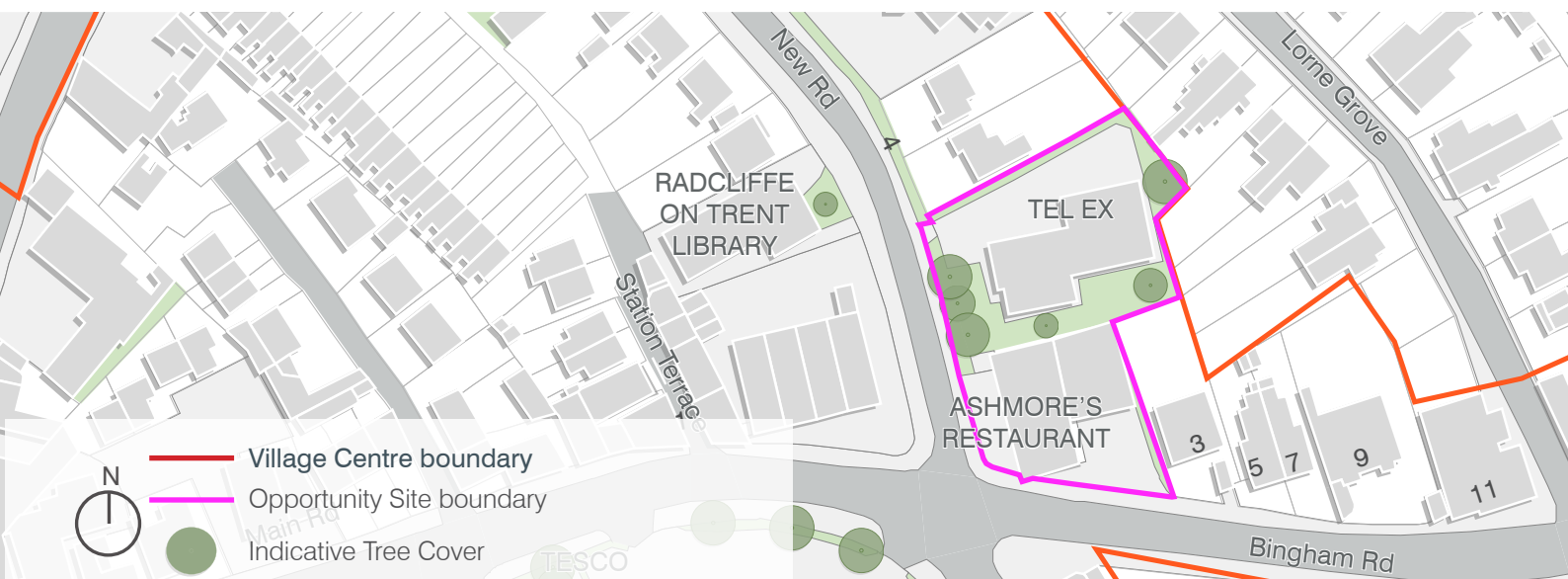
- Scope to relocate less appropriate uses and 'free up' site with good potential for retail or commercial, at the edge of the retail core.
- Dialogue with restaurant operator to ensure comprehensive and integrated approach
- Technical considerations, including likely need for asbestos removal (and potentially contamination) on former garage site
- Scope to bring site built frontage forward to provide more floor area and greater visibility
- Both restaurant and gym buildings are single storey - site could accommodate 2-3 storeys with residential over, helping to incentivise private sector-led development
- Combined sites could provide large floor plate retail units which may appeal to investors/occupiers

An opportunity site with potential for retail (with residential above) occupying a prominent corner site with frontage to Bingham Road and New Road



Area: 0.205 hectares

ACTION – Engage with landowner(s) and prepare sketch scheme to test capacity for development, including market testing.



B2

4 The Library

- Due to the lack of a principal road frontage, this site is not suitable as an extension of the retail core, (unless a link to Station Terrace can be made, enabling the creation of a 'courtyard' destination, with niche shops and cafes)
- Site has potential for residential use (2-3 storeys), with possibilities for small scale commercial / business activity on the ground floor, eg. live/work model, subject to viability

ACTION – Liaise re: library relocation, including exploring key sites (part of community hub). Prepare scheme design to test capacity for other uses, eg. residential or live/work and test with planning authority and market.

Based on potential relocation of the library to a more central position / community hub, this site provides an opportunity for potential residential use, or possibly live/work



Area: 0.098 hectares



B2

5 The Bank

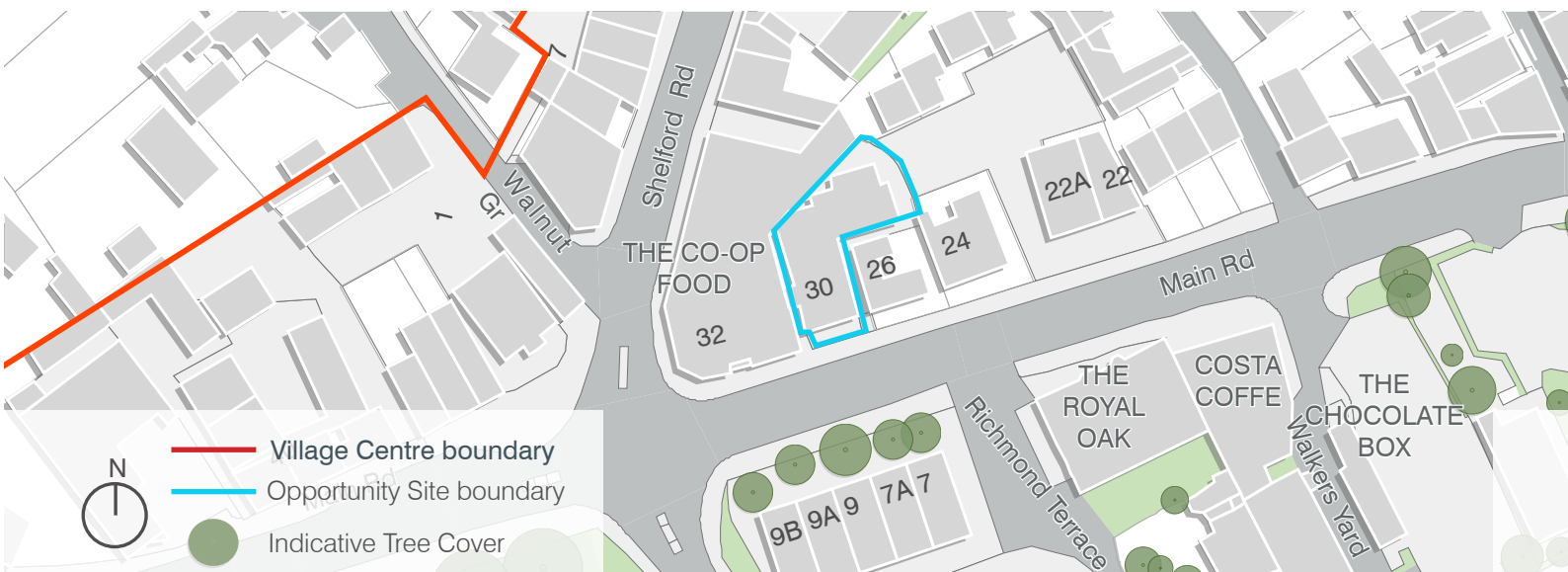
- Dialogue required with tenant recently secured for the bank site, to discuss and explore options
- Adjacent Co-op could be redeveloped to provide expanded / improved retail offer in the village (potential for 2 floors of residential over to increase building presence)
- Consideration should be given to removing the roundabout outside the Co-op, as part of public realm improvements to enhance the pedestrian and retail environment

ACTION – Liaison required with NCC Highways and Rushcliffe (Planning Policy/Regen) to test any emerging ideas for highways works. Engage occupiers/owners and prepare scheme design for development, eg. large format store.

A prominent site with frontage to Main Road (albeit the remainder of the site lacks frontage), right in the heart of the retail core



Area: 0.040 hectares



B2

6 The Station

- Scope to improve access routes, including surfacing
- Highways junction improvements, including crossing enhancement
- Improved lighting for safety, amenity and aesthetic appeal
- Distinctive directional signage (to and from village centre)
- Information and welcome signage

ACTION – Liaise with Network Rail concerning short, medium and long term investment and service plans. Engage established stakeholder group/task force and local residents to test possibilities. Develop comprehensive suite of proposals for enhancement.

An important transport node and gateway to Radcliffe on Trent, with significant potential to improve visibility and accessibility



Area: 0.198 hectares



B2

7 Station Terrace

- Dialogue with operators to discuss and explore options, including link to library site
- Improved surfacing (eg. stone setts/paving) to enhance character and appearance
- Distinctive street furniture with 'place making' role, increasing dwell time
- Attractive hanging signs (unified approach) to improve visibility/wayfinding
- Consider scope for art installations, eg. 'Radcliffe Heron', 'Old Ferry' interpretations
- Possibility of glass or tensile fabric canopy to increase year round appeal, eg. arcade

ACTION – Engage operators and explore options for improvement, including sketch design proposals, for cost planning purposes and dialogue with local planning authority.

An opportunity to strengthen character and identity of Station Terrace as an attractive and distinctive retail 'mews' destination



Area: 0.041 hectares



B2

Other Projects and Initiatives

A range of other projects are described in this section - these have been proven to work in other towns and villages. According to the desktop study and public consultation results, these could be suited to Radcliffe on Trent and may help in meeting stated Business Forum objectives:

Pop-up shop

Finding a site(s) and creating space for a pop-up shop(s) in the village centre could help launch new businesses and support events and activities. This approach can be particularly impactful when forming part of a redevelopment project, ie. providing an exciting taste of what is to come...

Going local - 'Radcliffe Life'

Creating and maintaining a strong brand identity for the village is vital for consistent, integrated marketing. Opportunities for building on the strength of the village logo (Heron) and the proximity to, and appeal of, the riverside and its importance to the growth and development of the village, should be explored.

Practical initiatives could include a 'buy local' loyalty card scheme to give locals a strong incentive to shop in Radcliffe on Trent. Gift vouchers could be added to a 'Radcliffe Life' magazine or seasonal leaflet where new businesses are promoted and celebrated, and new arrivals 'trumpeted'.

The magazine/leaflets could be distributed via the Library, community activity groups, local schools, local shops, pubs and restaurants, etc. They could also include maps and welcome packs with gift vouchers for new residents.

The village centre could also be promoted through professionally commissioned short videos and photographic galleries via both brochures and multiple on-line platforms. These could show what the village has to offer in terms of a shopping experience but also celebrate community life, activities and events.

Going digital

Existing/new digital platforms could include a 'creative forum' for people to share ideas about events, businesses and other forms of engagement, partnerships and collaborative work. Free wi-fi, mobile app shopping for smart phones, online shopping and 'click and collect' for local business could be provided to capture the growing on-line market. A virtual database could be created for the whole village, for people to find businesses and services but also to manage bookings (hairdressers, restaurants, etc.).

Trade recycling

Trading recycling schemes for businesses, championing positive environmental behaviours and smart solutions, could be promoted through a 'Recycling Champion Rating' scheme (such as the Food Hygiene Rating).

B2

Priority Recommendations

The following schemes have been highlighted as well supported, priority projects, to be explored further and taken forward:

Re-establishing a regular market(s) in Radcliffe on Trent

Finding suitable space to accommodate a regular (possibly weekly) market is an important first step. This could provide an opportunity for a range of products on a rota basis; including potential for a farmers' market, arts and crafts, car boot, youth and children entrepreneurial projects run by schools and other organisations, etc. Seasonal schemes combining a range of offers could be organised incorporating the market as part of larger local festivals with live performances and family events throughout the village. Historic local facts events could be used as an 'anchor' to generate new community festival ideas.



Addressing the shop frontage 'fragmentation' and improving footfall

97% of participants liked this idea

Removing on-street parking near the church and reducing the amount of on-street parking to the east of the roundabout would be beneficial, with speed reduction measures and new crossings, as well as wider pavements. Consideration should also be given to the removal of the roundabout in order to create a pedestrian friendly crossing point, and improving the quality of the pavements and overall public realm, including signage and lighting, across the village centre; as well as regulating the expansion of retail activity onto the pavement to a limit that enables displays and seating, making the street more vibrant, but allowing for sufficient movement/activity space.



B2

Providing places for shoppers to encourage increased dwell time

86% of participants liked this idea

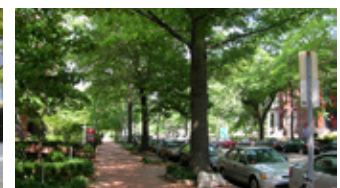
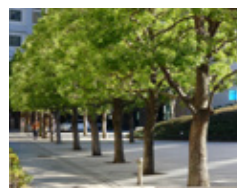
Providing comfortable, appealing environments for people to use and enjoy, making the most of outdoor spaces and courtyards, and surrounding them with shops, delis and cafés. Station Terrace is a good example of this type of 'colonised' space, with some improvements already starting to appear spontaneously. There are also precedents for this format across the region - in Bingham for example (Old Post Office Yard), and the many courtyards being successfully converted in Nottingham (eg. Cobden Chambers).



Strengthening the link between Radcliffe on Trent and the Railway Station

97% of participants liked this idea

A stronger and safer pedestrian route could be created along New Road. Reducing the width of the road with vehicular access only for residents, along with tree planting, either in the ground or in large pots. This could provide a tranquil 'boulevard character' to this link.



Promoting a 'festival culture' in Radcliffe on Trent

Building on the successful programme of events and activities, eg. summer carnival, village show, etc. and widening this out to explore other possibilities, eg. a waterside festival, promoting riverside walks as well as heritage/wildlife themed events, etc.



DELIVERY B



B3 DELIVERY

Overview

This section offers some initial ideas concerning the delivery process, including suggestions for ongoing monitoring and evaluation.

Radcliffe on Trent already benefits from an effective partnership between the local Business Forum and the Parish Council and it will be important to capitalise on the goodwill and civic pride that already exists in the village, to promote and encourage new activities.

A wide range of opportunities have been identified, as well as a number of issues and concerns. Further studies will be required in order to address any concerns and explore priority ideas in more detail.

In order to achieve this, input will be required in the fields of planning, architectural/landscape design, estates management, highways engineering, cost planning and promotion and marketing. This specialist input will be important in helping to meet the objectives of the Business Forum, Parish Council and the Neighbourhood Plan.

It will be important to keep the momentum going in the meantime, and key individuals and stakeholders will be essential in ensuring this. The overall objective should be to build the necessary capacity in the village to deliver the Masterplan.

Suggested next steps include:

Radcliffe on Trent Village Centre Action Group

The establishment of a Radcliffe on Trent Village Centre Action Group could be a key step towards delivering the vision. This organisation could include representation from the Business Forum, Radcliffe on Trent Parish Council, Residents Associations, Radcliffe on Trent Local History Society, County Council and Borough Council representatives, and any other organisation, group or individual with a role to play and a contribution to make.

The Action Group could provide a useful strategic overview, helping to maintain momentum and ensuring the Masterplan remains a 'live' working document.

B3

Village Development Manager

In addition to establishing the Action Group, it is suggested that funding is sought to support a part time (2-3 days per week) professional/experienced Development Manager, dedicated to the delivery of the Economic Masterplan. The role of this individual could include:

- Planning, organising and managing work streams (eg. sketch schemes and site specific feasibility studies) that contribute to achieving the completion of key projects identified in this Economic Masterplan
- Co-ordinating all parties to deliver the strategy
- Preparing and submitting bids to relevant funders, for specific projects and initiatives
- Reporting regularly to the Radcliffe on Trent Village Centre Action Group on the progress made
- Conducting reviews set as part of the agreed delivery process

If funding to employ a professional is not an option, the Action Group could seek the appointment of an experienced volunteer dedicated to conduct these tasks, although a funded post is far

preferable.

It will be important to ensure that strong communication channels are in place amongst all parties involved. The person/group in charge of the delivery process will want to tap into the comprehensive list of contacts including all community groups and organisations in the area as well as some relevant regional contacts - these contacts will be vital to the success of all projects.

Monitoring and Evaluation

A detailed analysis of each of the development projects will be necessary to establish priorities and courses of action, and to determine when specialists and stakeholders need to be involved. All key stakeholders should be involved throughout the process of implementation, monitoring and reviewing.

It is suggested that the Village Development Manager, or designated lead from the Parish Council (or the Radcliffe on Trent Village Centre Action Group) should establish an evaluation framework, including agreed dates for reviews, evaluation criteria, benchmarks and milestones, etc. This will create a transparent monitoring process to enable the tracking of projects and help ensure the delivery of the Economic Masterplan for Radcliffe on Trent.



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