

Making Mansfield

Towards 2030: A Plan for Place



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District Council

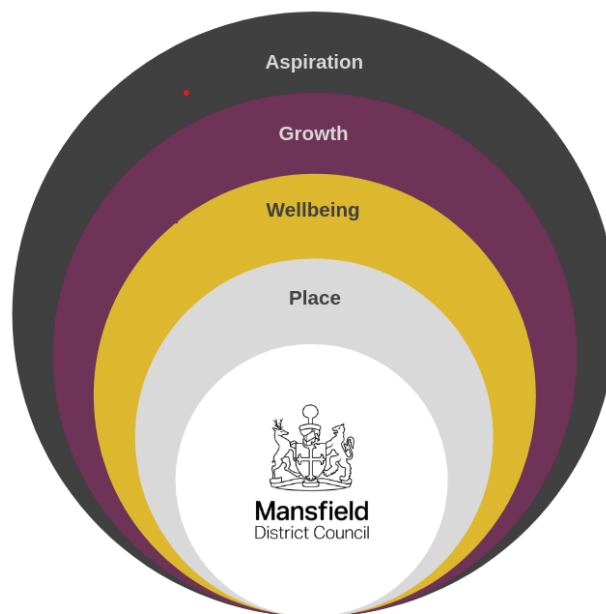
A plan for Place

Mansfield's Vision, ambitions and priorities

Our vision for the District is to: **“Grow an ambitious, vibrant and confident place”**

Our vision for Mansfield is ambitious. It is designed to underpin everything we do as a Council over the next decade. It sets out our ambitions, the changes we want to deliver and the priorities we will focus on to achieve them.

To ensure delivery of the vision we will focus on four themes. This document outlines the delivery plan for the place theme.



Introduction

Our ambition for place is to create Mansfield as a place to be proud of, a place of choice

Mansfield is a large town in North Nottinghamshire, set in a district encompassing semi-rural areas, and a further smaller town centre in Warsop, and is easily commutable to other nearby towns and major cities, including Nottingham and Sheffield.

Mansfield already has a lot to be proud of from top quality family attractions including Mansfield Museum, the Palace Theatre, Water Meadows Swimming and Fitness Complex, to award-winning parks, open spaces and nature reserves

There are more than nine Local Nature Reserves across Mansfield district along with seven green flag award winning parks. In the town centre, Titchfield is the flagship recreational park with the River Maun flowing straight through the middle of it.

The town has built a reputation as an event hosting town having successfully hosted prestigious sporting events including the Tour of Britain. This is alongside the regular market in Mansfield town centre and special events delivered throughout the year.

House prices within the district remain competitive, with a broad range of properties to suit different household make ups and life stages. For those looking for good value for money, executive living is attainable and affordable across the district.



Key challenges

Our high street and town centre are facing unprecedented challenges as a result of changing consumer behaviour which is impacting footfall, expenditure and the viability of retail premises.

Technological and structural changes have resulted in a mismatch between the supply of existing space and the demand for different types of space in the town centre.

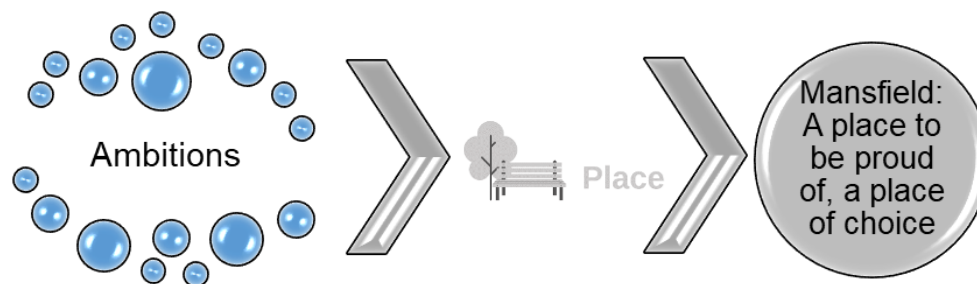
Free public Wi-Fi is available in Mansfield town centre, but to date there has been limited shift towards becoming a digital place to support retailers through click and collect facilities or to support businesses through access to quality data connectivity.

Despite the potential impact that climate change could have on our residents health and wellbeing and the potential disruption to our local infrastructure and economy, the wider green agenda around climate change and sustainability has a low profile.

Less than half of all respondents to the 2019 citizen survey would recommend Mansfield as a place to live, work, study or visit. Additionally only 70% of respondents are satisfied with their neighbourhood as a place to live.



Our priorities for place



OUR PRIORITIES

- Create and communicate a positive image of the Mansfield district
- Preserve, enhance and promote our natural environment and physical assets across the district
- Improve the town centre experience for residents, visitors and businesses
- Create a positive cultural and leisure experience for residents and visitors in the area
- Create a clean, green infrastructure that supports and enhances the quality of life for residents.

Where are we now - Place

Town centre footfall



16/17 – N/A
 17/18 – 6,451,10
 18/19 – 6,398,751

Town centre vacancy rates



Mansfield – 14.19%
 East Midlands -
 England – 10.59%

Percentage of parks achieving Green Flag status



Number of visitors to the Theatre



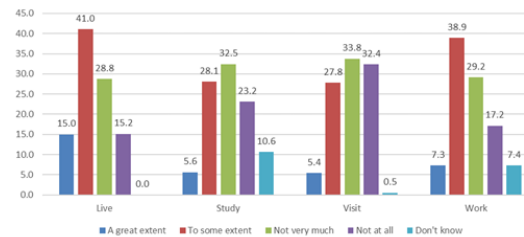
16/17 – 130,038
 17/18 – 130,600
 18/19 – 132,966

Number of visitors to the Museum



mansfieldmuseum

16/17 – 44,550
 17/18 – 43,788
 18/19 – 41,361



The extent of which residents would recommend Mansfield as a place to live, work, study or visit

How will we achieve our priorities

Action	MDC Lead	Links to other strategies
Deliver the Destination Mansfield project	Head of Neighbourhoods	<ul style="list-style-type: none"> • Visit Nottinghamshire • Midlands Engine – Shape Great Places • Mansfield BID Business Plan 2020-2025
Deliver the Destination Parks Project	Head of Neighbourhoods	<ul style="list-style-type: none"> • Mansfield District Council Local Plan • Nottinghamshire Highway Design Guide • Environment Bill
Review and deliver the Parks and Open Spaces strategy and action plan	Head of Neighbourhoods	<ul style="list-style-type: none"> • Mansfield District Council Local Plan • Nottinghamshire Highway Design Guide • Environment Bill • MDC Climate Change Strategy
Develop and deliver a programme of events across the district	Head of Neighbourhoods	<ul style="list-style-type: none"> • A Cultural Strategy for Nottinghamshire 2011-2021 • High Street 2030: Achieving Change • Mansfield BID Business Plan 2020-2025 • Visit Nottinghamshire
Deliver the urban greening projects	Head of Neighbourhoods	<ul style="list-style-type: none"> • MDC Climate Change Strategy
Develop a cultural offer for the district	Head of Neighbourhoods	<ul style="list-style-type: none"> • A Cultural Strategy for Nottinghamshire 2011-2021 • High Street 2030: Achieving Change • Mansfield BID Business Plan 2020-2025

Key partners include:



Monitoring and Review

Place Board

The progress and performance of the strategy will be reviewed periodically and reported through the Place Board. The themes all have delivery groups working on specific action plans for these areas. The Board will receive timely updates at high level with the delivery groups responsible for detailed performance and management

Annual report

The Place Board will receive an annual report and this will be supported with appropriate metrics to demonstrate the impact of the delivery work of the groups and how this is affecting the local socio-economic indicators for the area. The delivery groups will work to agreed smart action plans which will be subject to rolling review.

Wider consultation and involvement

The Place Board will engage with the wider community on performance and impact and utilise appropriate communication and consultation channels for specific initiatives. Periodic press communications will be issued as part of transparency and public engagement in the work of the Place Board



Our principles

Our vision, ambitions and priorities for growth are clear, but there are challenges to overcome and difficult decisions to be made. As a result we have developed a set of guiding principles which will inform and support our decision making in the years ahead.

