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# Stakeholder Engagement



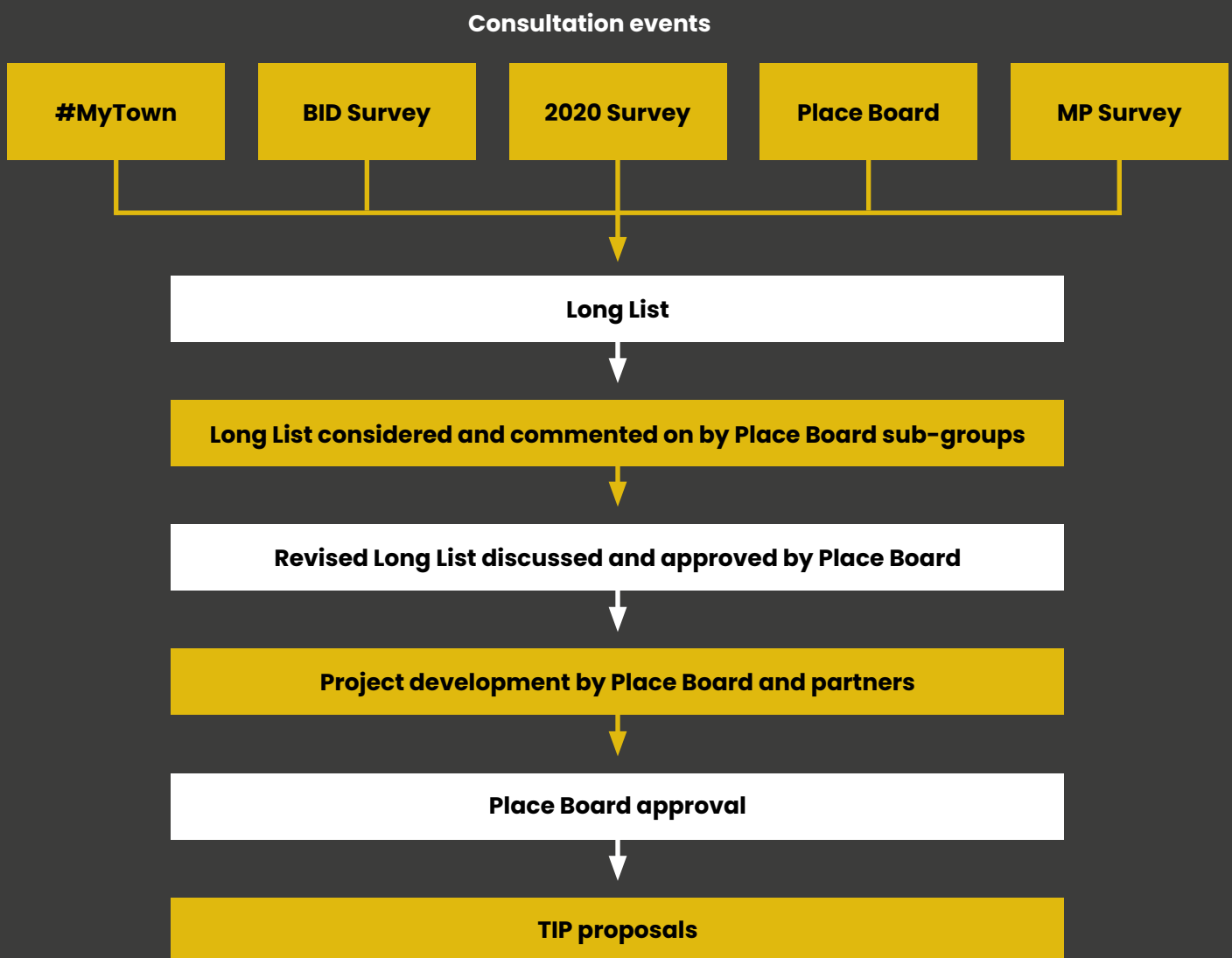
# The Who – Consultation Journey:

Mansfield Place Board is committed to a comprehensive consultation and engagement that informs vision, strategy and interventions.

Mansfield’s consultation journey has informed the Board’s understanding of Mansfield’s challenges, the needs of the residents and businesses and how to deliver these important changes.

Consultation sessions have been held with business leaders, local partners, education providers and public sector organisations. This work was then cross referenced with the #MyTown public consultation and Mansfield BID Business Survey to develop a clear plan and vision for our Town Investment Plan. Elements of the same consultation journey were also reflected within our Future High Streets Fund submission earlier in 2020. The projects proposed within that document (Appendix 1) were also taken into account by our Board when working up the project list.

Below you will find a diagram outlining our consultation journey so far:



# Consultation Journey Outcomes:

The #MyTown campaign offered a great opportunity to understand the needs and wants of our residents and businesses. The campaign was through various channels and partnerships. Mansfield received 113 responses through the Government portal, one of the highest response rates nationally.

These were broken down into themes with number of comments (above 10) as follows:



**30**  
Experience and entertainment focus



**21**  
Transport upgrades



**19**  
Warsop investment



**19**  
Road investment



**18**  
Diverse bars, restaurants and cafés




**16**  
Repurpose empty buildings



**13**  
Improved parking



**13**  
Beales Site repurposing



**13**  
Renewed town aesthetics



**12**  
Green initiatives



**11**  
Business Rate support



**11**  
Identity and tourism brand creation

Comments from the #MyTown campaign include:

## “Bring the MDC council offices back to the town centre”

“This would create a ‘critical mass’ of office workers using local businesses that we know are not going to disappear with any changes in the economy. The new council building could also be used as an opportunity to improve ‘eyesores’ in the town by either:

- Building an extension to the Town Hall on the site of the temporary car park.
- Demolish the multi-storey Walkden Street car park and build a civic ‘quad’ around the Old Meeting House buildings.
- Convert Beales Department Store building”.

## “Warsop sports facilities”

“Warsop desperately needs sports facilities - such a lot of people travel out of the area to exercise through gyms, 5-a-side, swimming and more. These facilities would be an investment. Parts of Warsop have now been left derelict for years and years, no change and no investment.”

## “Repurpose buildings/multi-storeys”

“Adapting an existing building/multi-storey car parks to become a versatile space for pop-up shops, street food stalls, roller rink, open air cinema. Somewhere similar to the layout of Handley Arcade would be amazing for low rate units designed for food and drink service from independent traders offering a diverse range of foods. The empty units in town need to filled.”



**Adapting an existing building/multi-storey car parks to become a versatile space for pop-up shops, street food stalls, roller rink, open air cinema.**

## “Town or village green”

“A small green area with places to sit in the town centre. A nice place to meet friends or have a working lunch. I suggest getting rid of the small car park behind the Town Hall. A few stone benches and some trees will make a welcoming retreat to visitors. This space would be ideal for local school performances/choirs/local bands/artists.”

## “Car parking”

“Car park machines are pre-pay with the exception of the Four Seasons and that doesn't accept cards. Make all car parks free to encourage visitors or add pay at the end and pay by card facilities. Also, more family parking spaces are needed.”

## “A social experience”

“With online shopping being more and more prevalent, the town centre needs to adapt. It needs to offer something different to online... it needs to be an experience. Free parking will get people into the town centre. Professionally organised events in the market square e.g. live music, live theatre, live dancing, themed markets, winter wonderlands, a funfair, skateboarding competition, boxing match, wedding fayre, circus etc gives people a reason to come into town, which will grow the local economy.”



**The town centre needs to adapt. It needs to offer something different to online... it needs to be an experience.**

# Findings from Stakeholder Event:

The Place Board held a series of stakeholder engagement sessions to discover the challenges facing the town, our communities and businesses.

Below outlines a summary of those findings:

**Infrastructure and traffic management issues.**

**Current look, feel and image of the town centre.**

**Lack of a USP – reason to use the town centre which isn't shopping, what is the offer/identity/branding?**

**Gateway improvements to key approaches including town centre and public realm.**

**Safety and cleanliness of the town centre.**

**What is Mansfield's leisure offer and what should its destination focus be?**

**Empty buildings and lack of a mix of uses, need to diversify offer.**

**Lack of town centre strategy and prospectus for investment. Improvements required to public realm.**

**Town centre too big for modern uses, reflected in declining footfall.**

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Additional challenges identified but not ranked:

- **Limited night-time economy.**
- **Gaps in provision for young people and families.**
- **Strengths not always played to – i.e. heritage aspects.**
- **Improvement to town centre amenities and highway management.**
- **Signage/linkages and physical infrastructure improvements.**
- **Buildings on offer meet requirements? Are they the right size/type?**
- **Lack of sustainable transport infrastructure.**

Gaps in discussion which needed to be considered:

- **Demographic information – challenges around low skills levels and wage rates.**
- **Vulnerability of the town centre – large number of retailers at risk; threats from surrounding towns.**

Additional works identified but not ranked:

- **Need to focus on tourism, events and leisure offer.**
- **Grants and incentives.**
- **Requirement for an overarching town centre strategy.**
- **Leisure strategy required to address gaps in demographic offer.**
- **Proactively identifying and marketing empty buildings to potential end users.**
- **Develop a strong destination marketing plan.**
- **Car park improvements to allow more flexible use.**
- **Investments in car parks to improve 'customer feel'.**
- **Four Seasons investment to maintain the centre as an anchor for the town centre offer.**
- **Improvements to movement and connectivity links throughout the town, particularly pedestrian links.**

Further ideas:

- **Help to lengthen dwell time and support a wider range of visitors, consider investment in Changing Places facilities, quiet/sensory rooms.**
- **Support for small and start-up businesses through retail and business incubator space. Closer links to educational establishments to support the town's large number of small and start-up businesses.**

# BID Survey Findings:

Mansfield town centre businesses were surveyed by Mansfield BID in partnership with the Place Board. The findings of the report are detailed below:

