

Stapleford Masterplan

Executive Board Meeting - May

29/05/20 - Initial Issue



Project Number: 20014
Produced by: MMc
Checked by: LCI

Introduction

Engagement Summary

The document 20014-GT3-00-ZZ-RP-A-Stakeholder Engagement Summary captures all of the consultations held to date. We have then analysed the data and outcomes, reviewed common trends/themes and produced maps and diagrams highlighting key areas.

Consultation is a vital step in the production of a masterplan. It allows all stakeholders to make their voices heard and helps to give weight to design decisions



Public Consultation

What is important about Stapleford?

For this online consultation, participants were asked a series of questions that related to the Town Funds Prospectus. The word cloud represents all of the responses, with the larger words representing the most often used.

Community spirit has been rated highlighted throughout all of the consultations. It is a highly valuable asset to have in the town

Public Consultation

Comments Map

These comments have been taken from the public consultation that mention a specific location in the town. They have been colour coded and grouped using the common themes.

Community Facilities

- Youth centre near town centre/high street
- Community hub in the centre
- Look after historical buildings - particularly Old Mill Club
- Could you extend or refurbish Stapleford Cemetery?
- More community activities on Brookhill & Toton Lane areas
- It would help if training courses could be at the Library and that the Library is made more prominent and well known.

Business & Enterprise

- More compact high street - incentives needed to encourage business back to centre
- Improve the mix of shops on the high street
- Develop business parks in the Bessall Lane area. Provide training for local businesses and local people so that they can develop together to the benefit of the local area rather than just shipping people in
- New business hub is a good start
- Improve Bessall Lane area because of the proximity to M1 & Innovation hub
- Farmers market, local weekly street market - maybe in our park off Victoria Street

Leisure & Outdoor Spaces

- Cycle track around Queen Elizabeth park
- Upgrade facilities at Queen Elizabeth park - renovate bowls/tennis clubs
- Make better use of parks. Hinkings Lane is big yet only has a small play area
- Outdoor gym on Queen Elizabeth Park & Archers Field
- Guernika gardening projects - land outside Kwik Fit




Streets & Pavements

- Make Brookhill Street one way and access for residents only
- Resurface Pasture Road
- Moorbridge Lane is busy with lots of lorries

Public Realm

- Stapleford doesn't have a clearly defined centre. Walter Porter Square could be enhanced
- Better links to Erewash River area
- Archers Field could be improved
- Could town centre be moved down/re-concentrated near Bessall Lane?

Many of the suggestions focus on the south side of the town but with a variety of different trends

<h2>SEP Consultation</h2> <h3>Activity 1</h3>	<h2>Which of the priorities identified in the D2N2 SEP do you think are relevant to the STF? Why? What would they look like in terms of delivery of projects?</h2>
<p>In the first activity participants were asked:</p> <p><i>"Which of the priorities identified in the D2N2 SEP do you think are relevant to the STF? Why? What would they look like in terms of delivery of projects?"</i></p> <p>The following tables shows the responses grouped in to common themes.</p> <p>The text highlighted in italics indicates responses from the organiser (Rebecca Ogden, Major Projects Officer - Birkenshaw Borough Council)</p> <p>Productive & Growing Business</p> <p>Coaching and mentoring for existing businesses – Growth Hub, ERDF, University Links creating a partnership of mentoring position – diversification support.</p> <p>Supply chains in terms of H&I and links to local suppliers – revenue/capital in.</p> <p>Accelerator schemes.</p> <p>Generally, more revenue based programmes.</p> <p>Need for digital strengthening SG etc – increase demand.</p> <p>Skills & Knowledge for the Future</p> <p>Get in to construction programme – give people skills to move in to that sector CSCS card. Could offer in the Stapleford area</p> <p><i>Is this the sort of thing we want to support or larger scale/home technical? Something that would increase productivity?</i></p> <p>CFB programmes – initiatives – skills hubs on construction sites – City Council have a really good model. Stapleford youth centre – link up with them to work towards decreasing barriers to work – disown families 200k individual children.</p> <p>Work experience placement – stepping back in to work – 120 locally isolated with barriers to work – Haven Centre services – 300 – 250 in total – what is it in for them? Fighting ingrained stigmas.</p> <p>Soft skills development. Shuttle bus to train and connectivity to town.</p> <p>Skills gap analysis? Linking with Inspire. Facilities? Exit strategy?</p> <p>What do we want Stapleford to be in 10 years' time? Self reliance rather than depending on Council delivery of increased social mobility.</p> <p>Make it easy for them – working with them – offering support schemes. Capital new premises/ updating existing premises.</p> <p>Residential sites – Field Farm local builders Peter James Homes. In relation to construction opportunities.</p> <p>Invest in infrastructure. Connectivity Community centres, in to and out of train centre to parks. How do we keep people in the Town? Or provide to ensure people don't have to travel.</p> <p>Quality of Place</p> <p>Look of the Town Centre – somewhere people want to visit and to stay. 'More like Bleeton'. Lot of offers – don't need to go out of Stapleford for any services. Physical make-up of the town.</p> <p>Given back drop do we want to be more radical with the Town Centre?</p> <p>Recess Lane area and H&I – gap in connecting up to wider area. Border of Stapleford – AS2 is a barrier difficult to cross – buses a potential option.</p> <p>Cycling – improved or there – obstacles, secure parking in town. For businesses somewhere to get changed or have a shower. Revenue programme to support local businesses</p> <p>Acceleration funds – cycling and road widening – new public psyche – e-scooters etc. Future proofing town for new ways – last 8 weeks. Exploring own walks and natural area.</p> <p>Boris bike scheme – for those that don't have their own bikes.</p>	<p>The suggestions made for "Quality of Place" align with the other consultation outcomes. Suggestions for how to bring in the Skills & Enterprise section of the prospectus are highly valuable</p> 
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MyTown Consultation

Comments Map

These comments have been taken from the MyTown online consultation forum that mention a specific location in the town. They have been colour coded and grouped using the common themes.

Public Infrastructure

- 1 Improve flood defences in the Trowell Park area
- 2 Pedestrian bridge to allow for safer connection to tram stop
- 3 Pasture Road improvements - pelican crossing, resurfacing & better parking solution
- 4 Reopen Stapleford & Sandcliffe train station to aid arriving at the M2 station to link Nottingham and Derby town centres

Outdoor Spaces

- 5 Make Hickings Lane a better place for all to use - not just a place for playing football
- 6 Make use of green corridor which runs parallel with the high street - nature reserves, connections with the Erewash & education centre

Community Spaces

- 7 Move Stapleford Youth Club to Hickings Lane Park and add a new community centre
- 8 Create a space for local businesses on the high street with a community hub


Cycle Infrastructure

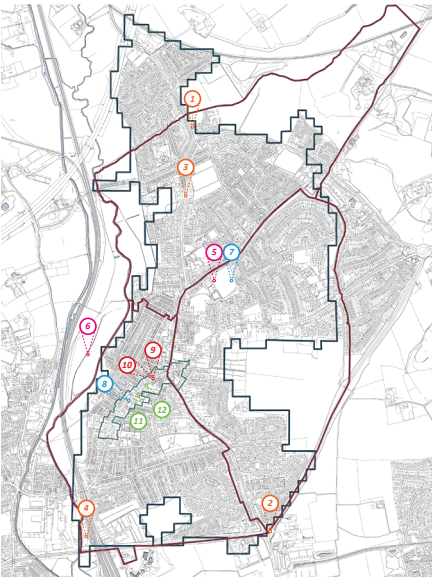
- 9 Secure cycling facilities near the shops
- 10 Make main shopping street more cycle friendly

Public Realm


- 11 Narrow the road around the Walter Parker square and move bus stop. Expand the square for public events
- 12 Pedestrianise the high street to encourage more people to dwell


The majority of the comments do not relate to specific locations within the town. This could suggest a desire for overall improvement at a wider scale rather than targeting individual locations





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 Stapleford
Parish Council


 GT3
CONSULTING

Introduction

Consultation Headlines

This table captures all of the headline outcomes from the previous consultations. For more detail on how these outcomes were derived refer to document 20014-GT3-00-ZZ-RP-A-Stakeholder Engagement Summary.

With all of the headlines listed in one place, we can begin to spot the recurring themes and trends. This helps us pull together an overall vision for the masterplan



Consultation	Headline Outcomes			
Public Consultation	High Street	Leisure & Community Spaces	Support Local & Attract New Businesses	Repair Streets & Pavements
MyTown	High Street	Community Space	Hickings Lane Recreation Ground	Broaden Amenity/Facility Mix
Stakeholder Ideas	High Street	Leisure/Community Centre	Bessell Lane	Connectivity
Executive Board Ideas - Urban Regeneration	High Street	Enhance Recreation Facilities	Create Quarters	Business Growth
Executive Board Ideas - Skills & Business Enterprise	Arthur Mee Centre	Consider the Periphery	HS2 & Toton Innovation Hub	Training Opportunities
Executive Board Ideas - Connectivity	Town Centre	Cycling Infrastructure	Road Network	Public Transport

Introduction

Vision Document

The strategic objectives defined in the Vision Workshop are primarily business orientated. However they are supported by more community focused aims



- Tier 01:

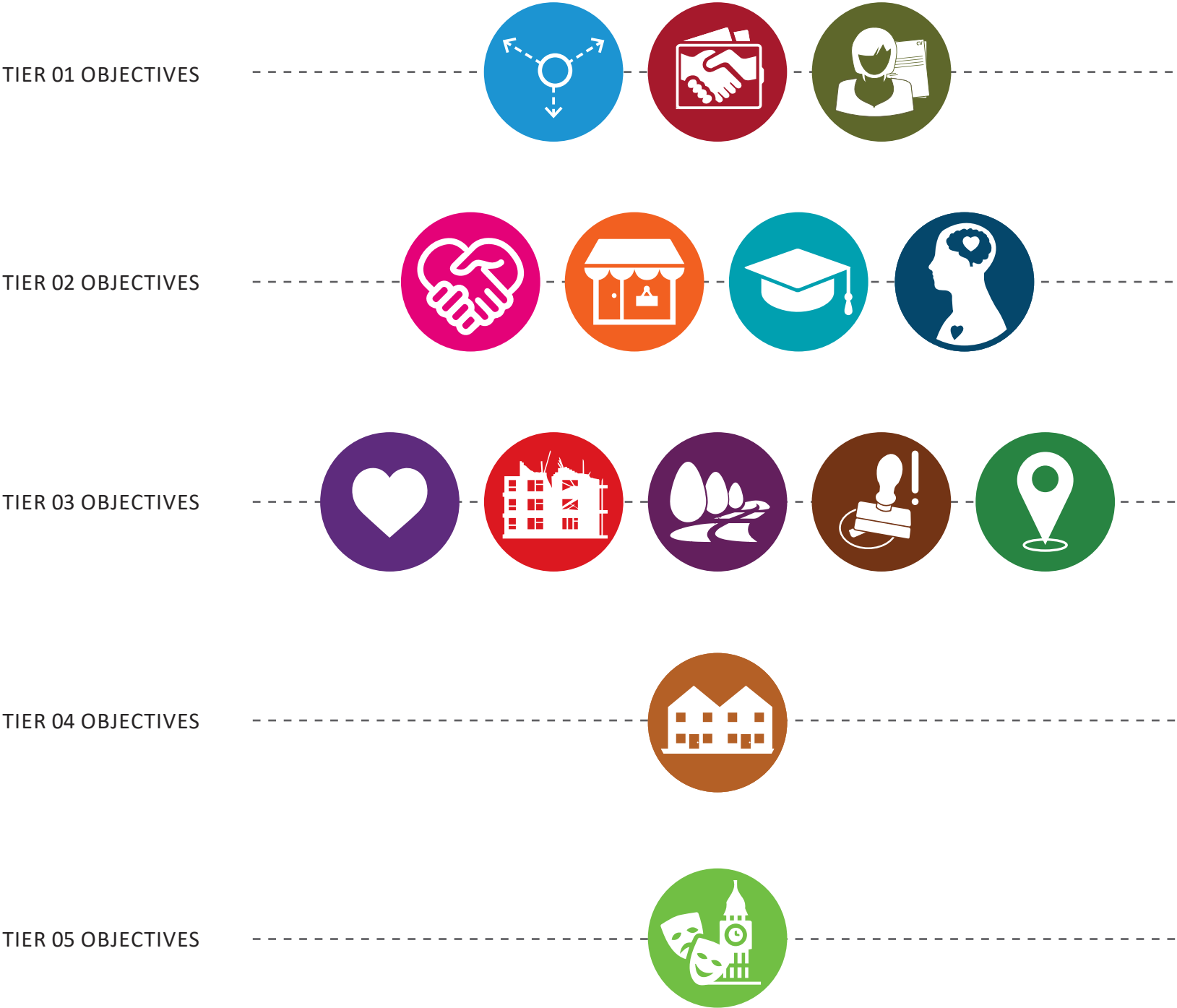
 - Connect to Wider Networks
 - Promote Future Investment
 - Retain & Create Employment
- Tier 02:

 - Nurture a Thriving Community (Social)
 - Strengthen & Support Local Business
 - Enable Access to Education & Training
 - Improve Health & Well-being
- Tier 03:

 - Create Community Heart (Cultural)
 - Revitalise Un/Under-used Space
 - Create Network of Landscape and Public Realm
 - Develop Strong Identity & Raise Profile
 - Introduce/Create New Destination
- Tier 04:

 - Develop/Diversify Housing Offer
- Tier 05:

 - Expand/Develop existing Cultural Offer



Introduction

Masterplan Headlines

Using the outcomes from each of the consultations - a common set of headlines can be created. Also shown is how these headlines correspond with the Strategic Objectives identified in the Vision Document.

These headlines are not set in stone and we welcome your thoughts . We feel that these are a good representation of the overall outcomes from the consultations & a good direction for the masterplan to take



Reinvent the town centre

This features prominently across all of the consultations. A variety of different interventions have been suggested.

Proposals include (but not limited to):

Diversifying high street offer

Pedestrianising the area to create walkable town centre

Create new transport connections to allow access for wider Stapleford area (North-South axis)

Develop Arthur Mee Centre in a skills hub/training facility



A new link in the cycle network chain

To take advantage of Stapleford’s proximity to main cycle routes and use it as a way of connecting the town to the wider area.

Proposals include (but not limited to):

Explore the potential of the existing road network to allow for new cycle paths

Identify key routes that will connect to existing cycle networks that run around the edge of Stapleford

Enhance/provide new cycle facilities in the town (secure bike parking, cycle hub/track)



Foster the strong sense of community spirit

The sense of community was consistently raised a major positive point of Stapleford. It is vital that this feeling is retained and enhanced.

The need to provide a range of community-led functions/activities was highlighted in the consultation.

Many of these could be accommodated in a leisure/ community centre. Different sites have been suggested and the next step will be to identify a suitable location and assess the needs and requirements for such a building. Sites suggested:

*Hickings Lane Recreation Ground
Ilkeston Road Recreation Ground
Queen Elizabeth Park*



Encourage business growth and enhance local skills base

Skills based objectives may be challenging to realise in a masterplan as it relies on a wider network of educational resources. With two universities in the Nottingham area, there is opportunity to connect.

However, with the forthcoming HS2 and Toton Innovation Hub projects, the opportunities to provide spaces to foster new business could prove valuable.

In conjunction with this, exploring a long term approach to boosting skill levels in the area could be very beneficial.

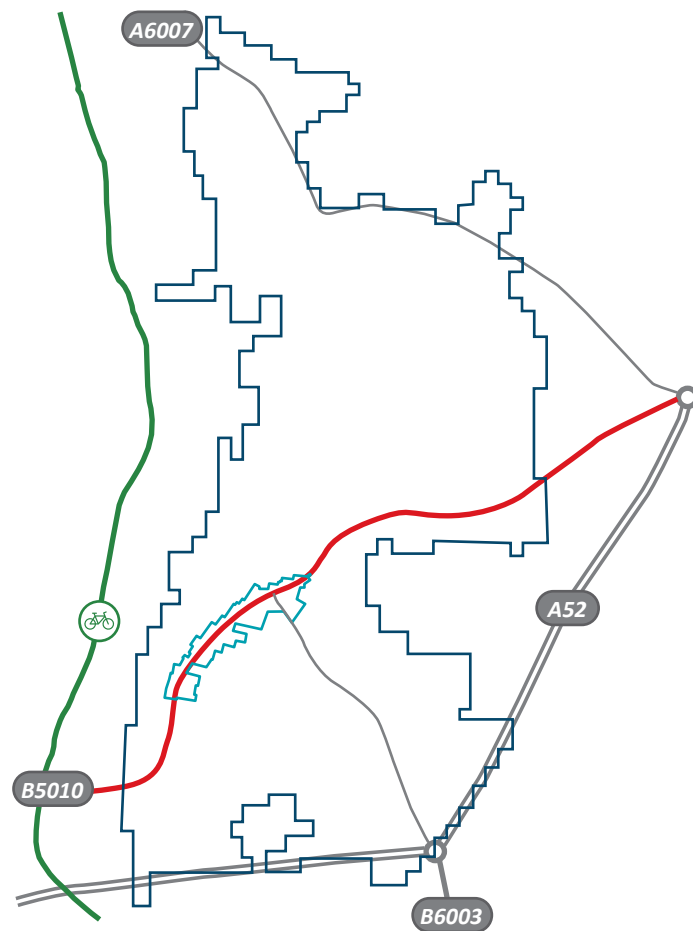
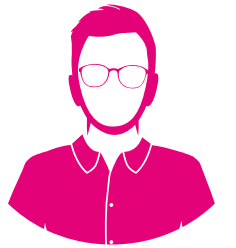


2 • Masterplan

Masterplan

Major Moves

These are initial suggestions for the building blocks of the masterplan - from here we can focus on specific areas that have been unlocked by these moves

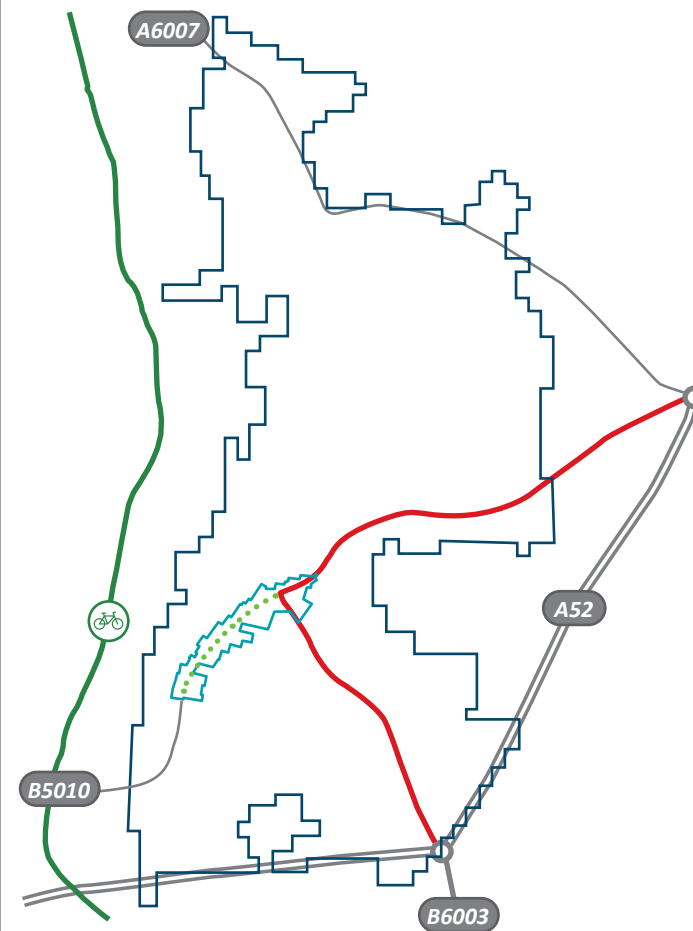


Current routes around Stapleford

Main vehicular route through the centre of the town, along the high street

A52 runs around the southern perimeter

Cycle Route 67 running along the western edge, following the River Erewash

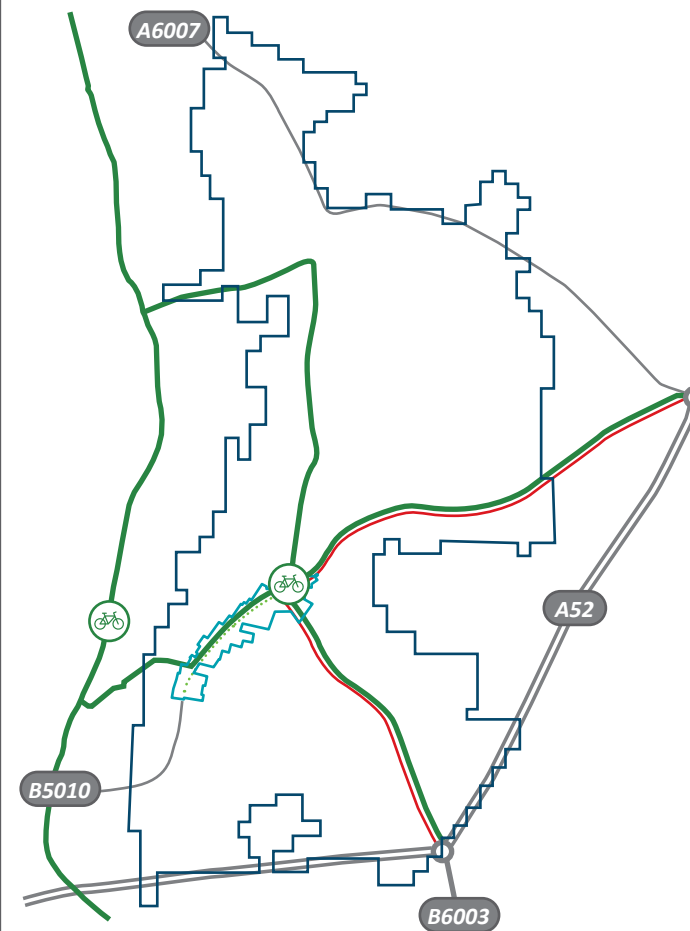


Relocate main route through Stapleford to allow a high street intervention

Main vehicular route could be diverted down the B6003 towards Toton

Road signs at Bramcote Roundabout could be altered to suggest B5010 is for town access

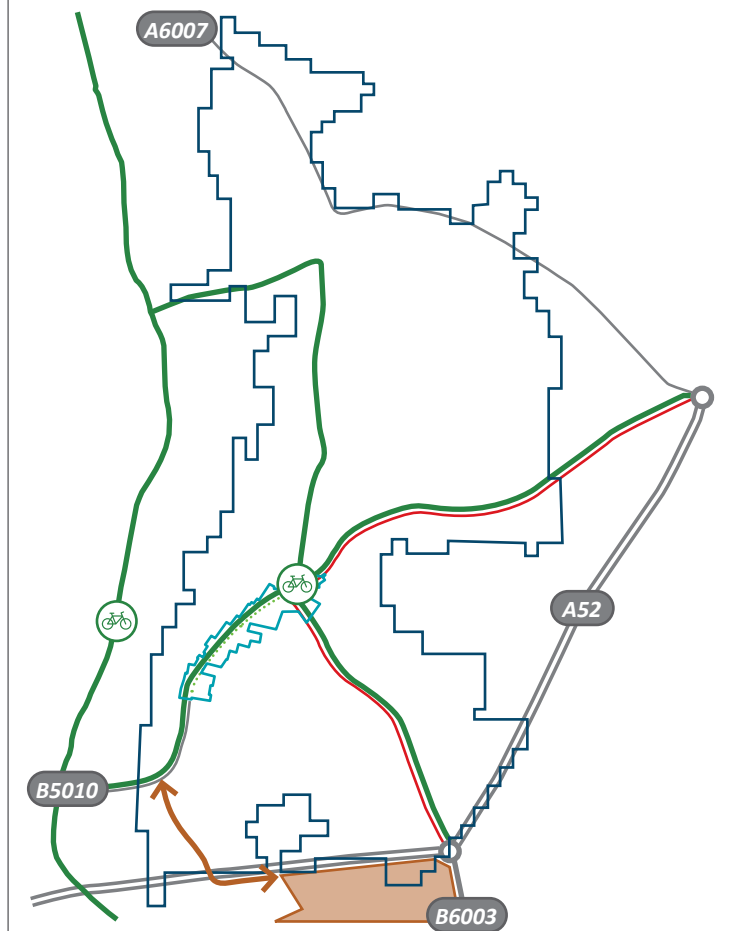
High street may be a "shared surface" where buses can still travel though - further study required in the feasibility of achieving this



Introduce a cycle link that runs through the heart of the town and down to Toton tram stop

Cycle route opens up the north-south axis and makes Stapleford a potential destination along Cycle Route 67

Complete the axis by strengthening cycle routes along the main route through the town. Potential for the creation of a new cycle route that connects Stapleford to Nottingham city centre



Create connection with HS2 & Toton Innovation Hub proposals

Plans for A52/Rail corridor including larger workplace developments or research institutions

Link from Bessell Lane

Masterplan

Define Focus Areas

Using the headline outcomes from the consultation, it is possible to start mapping focus areas across Stapleford.

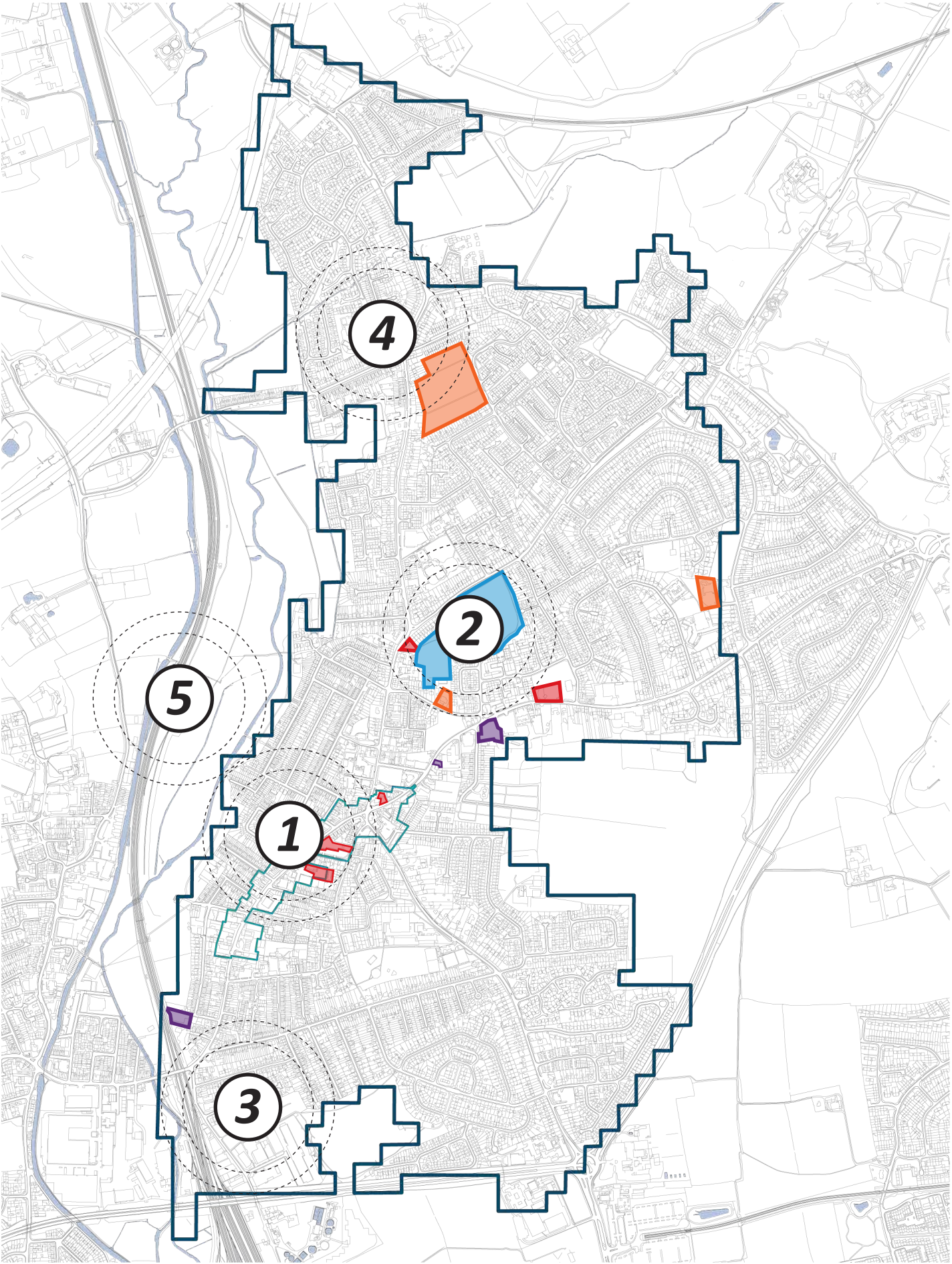
- 1 - High Street
- 2 - Hickings Lane Recreation Ground
- 3 - Bessell Lane
- 4 - North Stapleford
- 5 - Erewash Connections

Additionally, there are other strategies that need to be considered that do not relate to a specific area in Stapleford:

- 6 - Cycling Infrastructure
- 7 - Leisure/Community Hub

Key

- Town Deal Boundary
- Town Centre Boundary
- Development sites - identified in the Arup Places Analysis Report
- Strategic Housing Land Availability Assessment (SHLAA) sites - identified in Broxtowe Borough Council's 2017-2018 report
- Sites identified by Stapleford Town Deal Stakeholder Group



3 • High Street

High Street

Introduction

A high street is a critical component of any town. It is usually the prime retail street where a lot of the “town life” occurs.

The following pages will explore the existing opportunities and constraints of the area.



High Street

Constraints

There are many factors that are impacting on the performance of Stapleford town centre. The following diagram highlights these.



High street is located on a busy road which detracts from the overall enjoyment of the area



The high street spread out along a considerable distance, lowering the walkability of the street. This could have a detrimental effect on the high street traders.



The town centre is approximately 0.7km in length which far exceeds the guidance for desired 0.2km walking distance on high streets



The high street is bordered by a number of residential areas which limits the amount of expansion/redevelopment.



Highlighted are residential areas within the Town Centre boundary or directly adjacent to key development sites. Any design intervention will need to be sensitive towards these areas



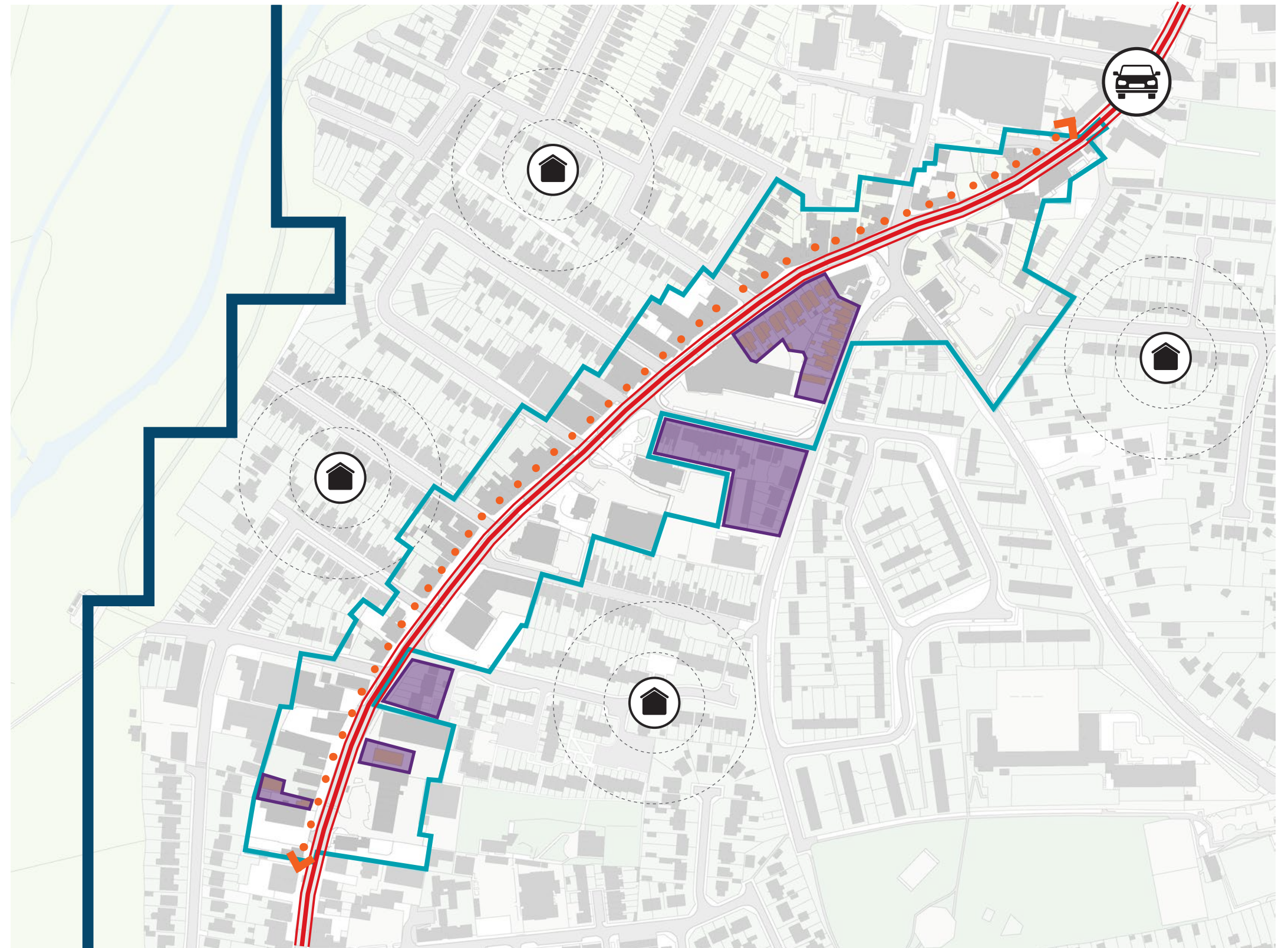
The narrow pavements enforces the restricting of pedestrian movement. Existing roads with street parking are not conducive to cycle movement

Key



 Town Deal Boundary

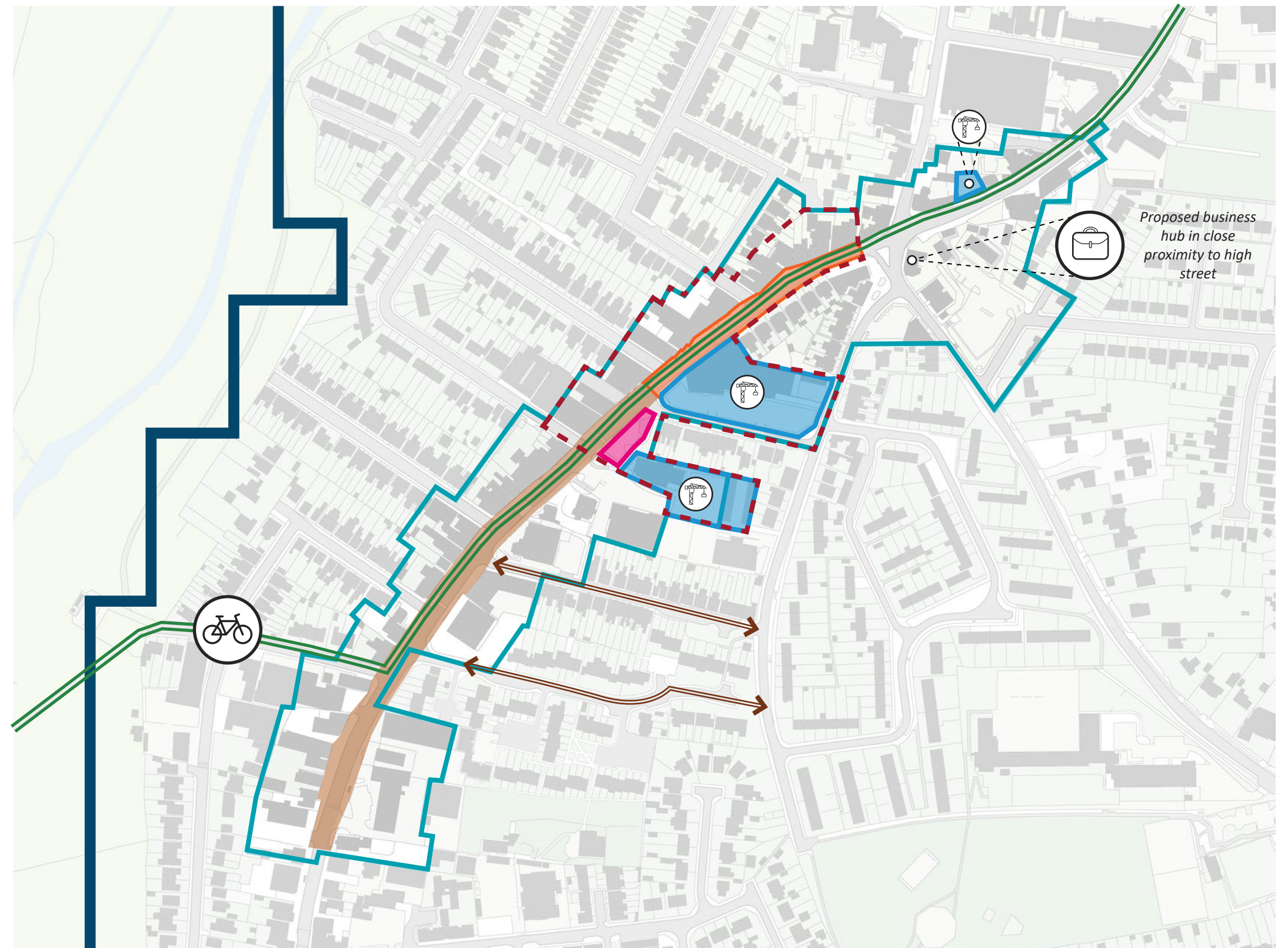
 Town Centre Boundary



High Street

Opportunities

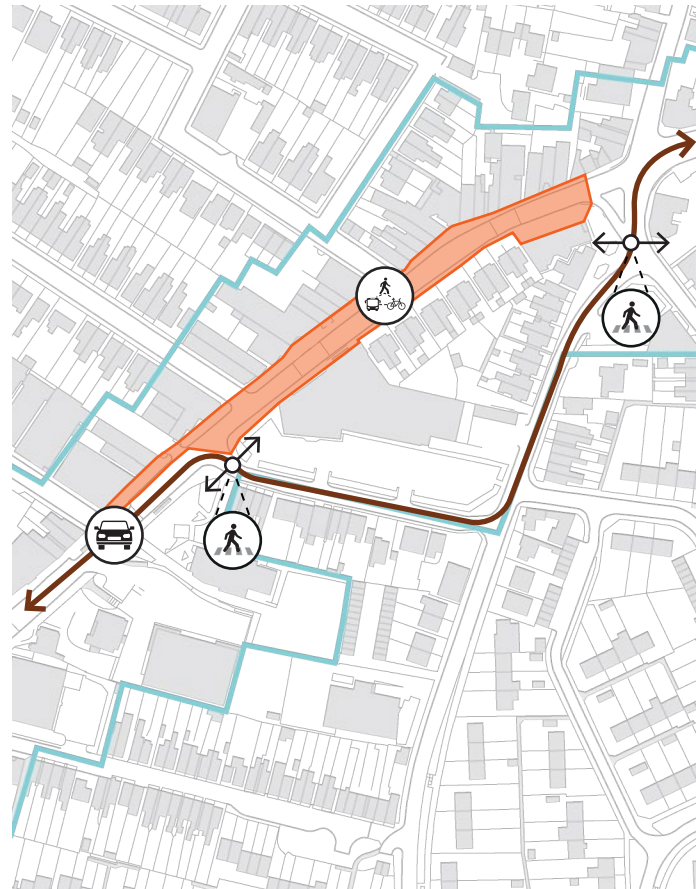
Whilst there are constraints attached to the high street, there are a number of opportunities for improvement or development. The following diagram highlights these.



Design Method

Create & Connect

There is a need to condense or reduce the length of the high street in order to create a more concentrated and legible town centre



Condense the high street zone to create a legible and walkable town centre



Create alternative vehicular route



Using a shared surface strategy, pedestrianise a portion of Derby Road to create a true “high street”



Enhance pedestrian crossings to ensure greater connection to the centre



Local example showing how the high street can be created with a shared surface environment - Central Avenue, West Bridgford



New Road, Brighton - Pedestrian / Cycle Priority



New Road, Brighton - Pedestrian / Cycle Priority



Exhibition Road, London - Pedestrian / Cycle Priority

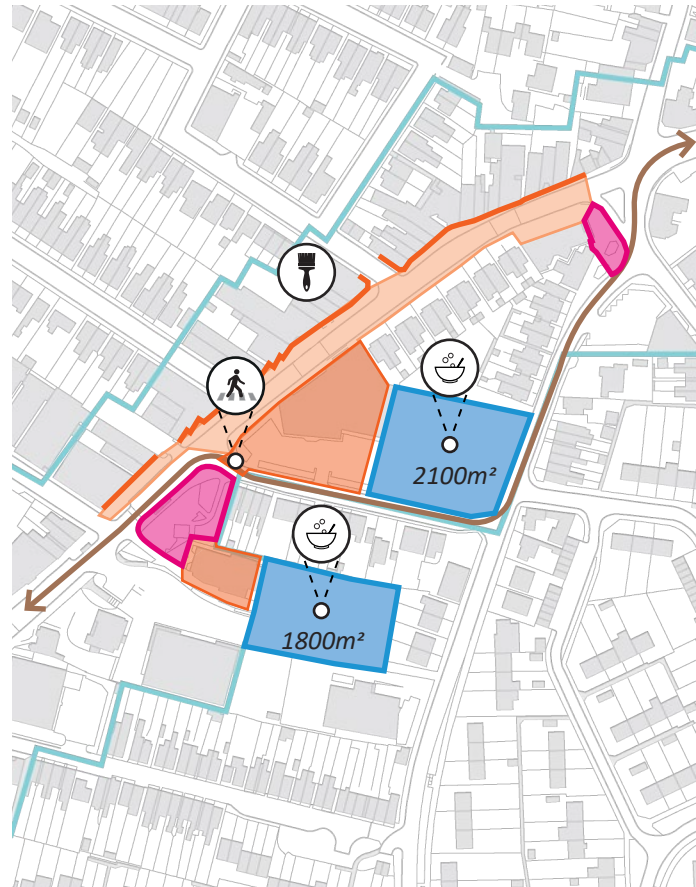


Barrio del Castell, Malgrat de Mar, Spain

Design Method

Expand & Develop

These are only examples of potential uses or site layouts.



Small scale retail / F&B / market place



Small scale retail / F&B



- Expand Walter Parker Square to form a new piece of public realm
- Potential for a town plaza or mixed use developments helping to bring commercial diversity to the high street zone
- Well designed pedestrian crossing to ensure they take priority over traffic
- Enhance existing shopfronts facing on to new public realm



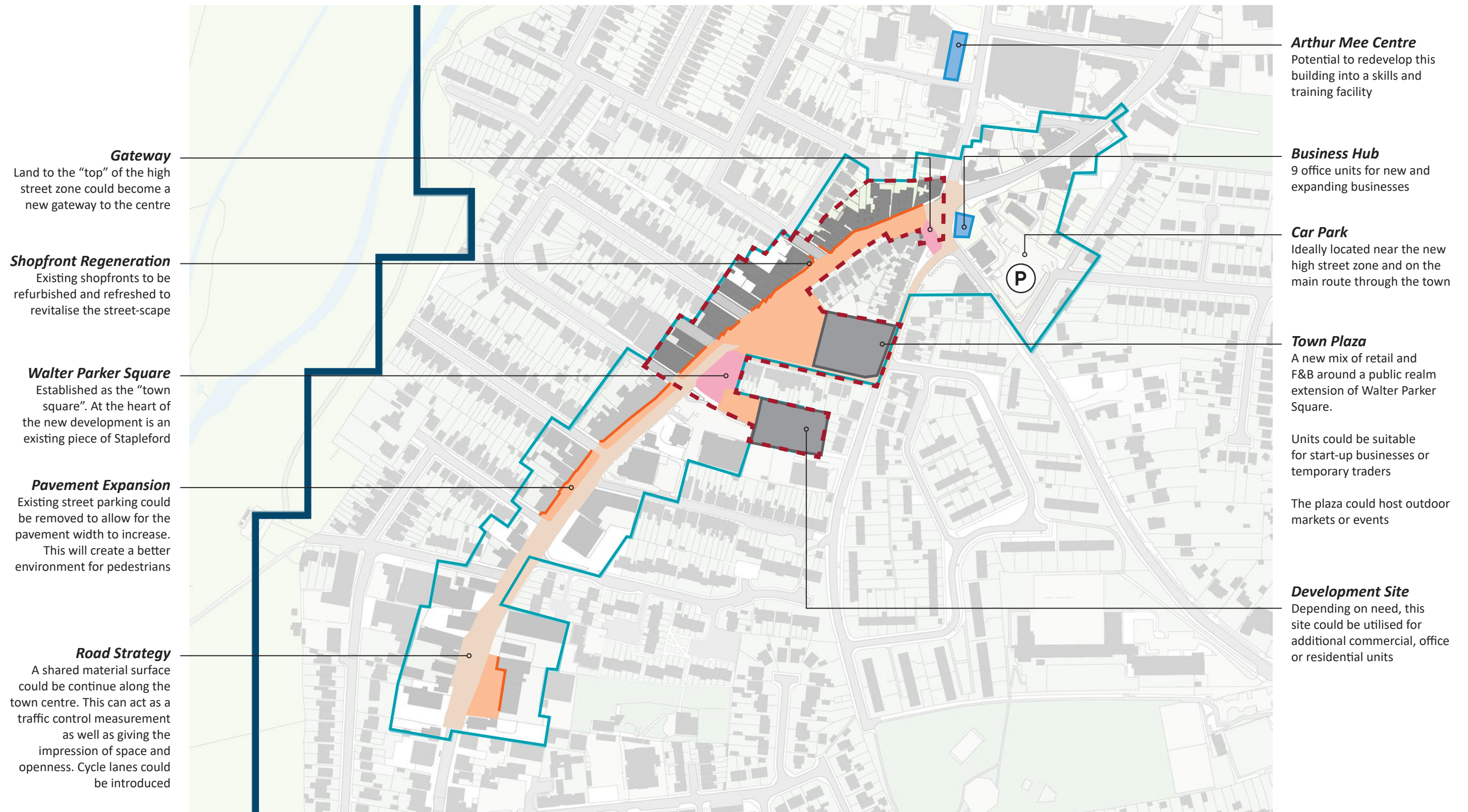
Combining and enhancing community facilities



Design Method

Stapleford Town Centre

Below is a overview of the whole "town centre boundary" showing how improvements at the top could be a catalyst for change along Derby Road





Newcastle Studio

2nd Floor, TWO
Jesmond Three Sixty
Newcastle
NE2 1DB
t: 0191 281 7700

info@gt3architects.com

Nottingham Studio

The Wallis Building
Plumtre Place
Nottingham
NG1 1LW
t: 0115 947 0800

www.gt3architects.com