

# Leamington Spa Creative Quarter - Results of Consultation

February 2019

## 1.0 Summary

- 1.1 This report provides an overview of the results of public consultation on the Creative Quarter draft Masterplan.
- 1.2 The consultation focused on an online survey which included a number of free text options. The main body of the report provides analysis of the survey and emerging themes from free text responses. A copy of the free text, and response, can be found in appendix 1. Please note that names of individuals will not be made public though responses will be.
- 1.3 The consultation response will inform revisions to the Masterplan which will be presented at a meeting of the Councils Executive in March 2019.

## 2.0 Background

- 2.1 In November 2018 Executive agreed a draft Masterplan for the Creative Quarter as the basis for a public consultation. This Masterplan had been prepared by the Council's Creative Quarter development partner Complex Development Projects Ltd (CDP).
- 2.2 This public consultation took place between 3<sup>rd</sup> December and 21<sup>st</sup> January. During this time CDP organised the following events:-
  - Local business & community organisations Forum 8<sup>th</sup> Jan 2019
  - Drop in session: LOTT Bazaar, 37 Clemens Street Wednesday 9<sup>th</sup> & Thursday 10<sup>th</sup> January 2019
  - Leamington Business Forum 11<sup>th</sup> Jan 2019
  - Creative & Digital Businesses Forum 11<sup>th</sup> Jan 2019
  - Drop in session: Royal Priors Shopping Centre Fri 11<sup>th</sup> January 2019
  - Business & Community Forum 15<sup>th</sup> Jan 2019
- 2.3 Furthermore, there was a static (unmanned) display in the Royal Pump Rooms from 7th December 2018 – 21st January 2019 and in the Royal Spa Centre from 7th - 30th

December 2018. Responding to invitations, CDP held separate meetings with local landowners and agents, Leamington Town Council, the Ahmadiyya Muslim Association and Action 21.

- 2.4 Those interested in responding to the public consultation were invited to complete an online survey and questionnaire. A number of respondents also chose to make separate written responses.

### 3.0 Results

- 3.1 267 people responded to the online questionnaire of 218 were responding as individuals:

Which of the following best describes you?	Count
I am responding as an Individual	218
I am responding on behalf of a community/charity organisation	32
I am responding on behalf of a local business	11
I am responding as an agent or on behalf of an organisation, acting as an agent	1
I am responding as or on behalf of a landowner	0

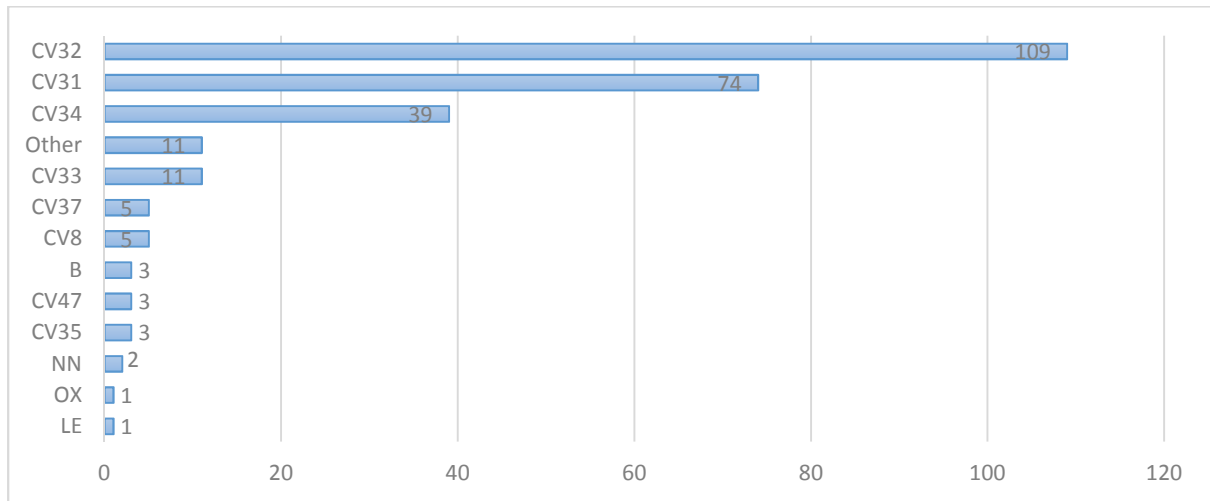
An additional 38 email or written responses were received from organisations and statutory consultees.

#### *About respondents to online questionnaire*

- 3.2 136 respondents (51%) identified as female. 117 respondents (44%) identified as male, with all other identifying as either Prefer not to say or Other.
- 3.3 Respondents were from broad range of age groups, dominated by those of a working age. It is noted that there was a comparatively low response rate from under 25s though the survey was shared with students via the University of Warwick's Students Union social media. Any future consultation will need to consider alternative ways of engaging with young people living and working in the town.

Age	% Respondents
Under 18	4.8
18 – 25	6.3
26 – 39	22.7
40 – 54	30.6
55 – 65	13.7
Over 65	22

3.4 Over two thirds of respondents were from the CV32 (40.1%) and CV31 (27.7%) postcodes:

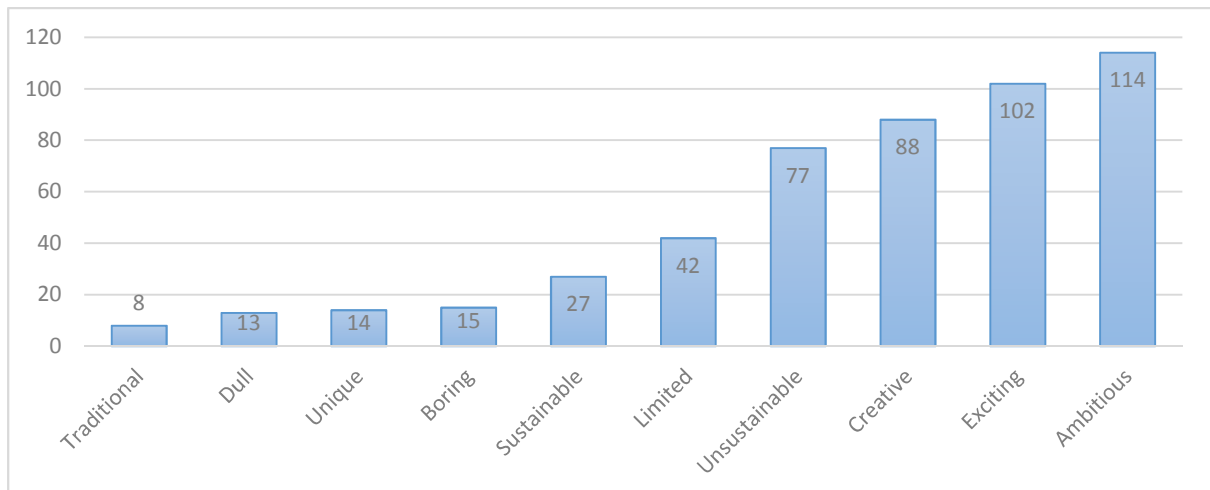


*Responses to questionnaire*

3.5 98% of respondents to the questionnaire has read the draft Masterplan.

**Question 2.**

*Overall, how would you describe the draft Masterplan? Please tick all that apply.*



3.6 The questionnaire asked *Overall, how would you describe the draft Masterplan? Please tick all that apply.* The top 3 responses of this question were ‘ambitious’, ‘exciting’ and ‘creative’. Out of 500 responses to this question, only 36 (7%) thought it was ‘traditional’, ‘dull’ or ‘boring’. It is also noted that almost as many people described the Masterplan as ‘unsustainable’ (n=77) as ‘creative’ (n=88) and only 14 respondents described it as ‘unique’. This suggests that sustainability is a key issue to

be addressed in a revised Masterplan and that it could be more locally rooted, perhaps through greater reference to the diverse local creative economy.

3.7 Questions 3, 4 and 5 asked respondents to agree or disagree with a number of statements:

Statement	Agree %	Disagree %	Total Count
This will be positive for Leamington Spa	62.2	37.8	251
This responds to local needs	46.5	53.5	243
This will support economic growth	67.4	32.6	233
This will support local communities	45	55	240
This shows creative Leamington at its best	47.5	52.5	240
Warwick District Council's mission is to Make Warwick District a great place to live, work and visit. Do you agree or disagree that this masterplan supports the Councils vision?	53.9	46	267
Do you agree with the vision of the Creative Quarter masterplan?	54.1	45.9	255

3.8 The majority of respondents agreed that:

- The Masterplan would support Warwick District Council in making this a great place to live work and visit
- The Masterplan would support economic growth
- The Masterplan would be positive for Leamington Spa.

3.9 At the same time, more people felt that the Masterplan:

- Did not respond to local needs
- Did no support local communities.

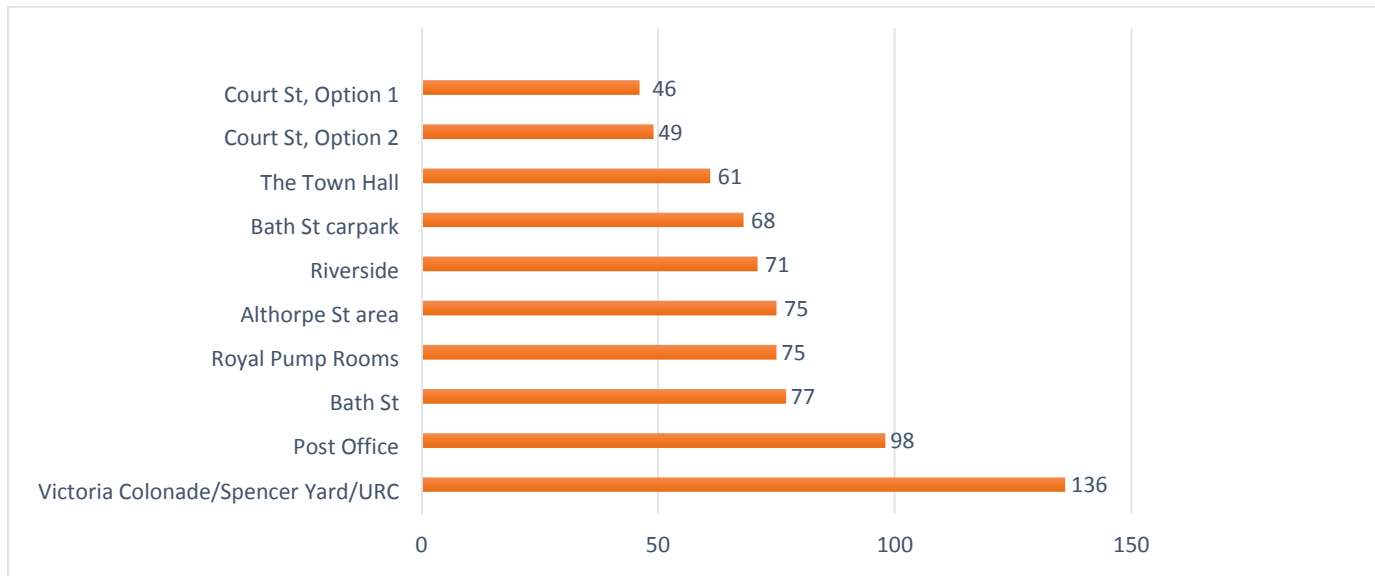
3.10 There appears to be some contradiction between the Masterplan as positive document that will support growth and the Masterplan as a document that doesn't support the locality. This may be a reflection of the concerns expressed in free text about the role of community organisations (particularly in the Adelaide Bridge/ Clublands area) or a perceived focus in the Masterplan on the digital creative

community. This apparent contradiction should inform further consultation on individual projects and inform the re-drafting of the Masterplan.

3.11 Because the majority of people disagreed that the Masterplan shows creative Leamington at its best, we should look to include more examples of how the creative community can be celebrated and highlighted within the document.

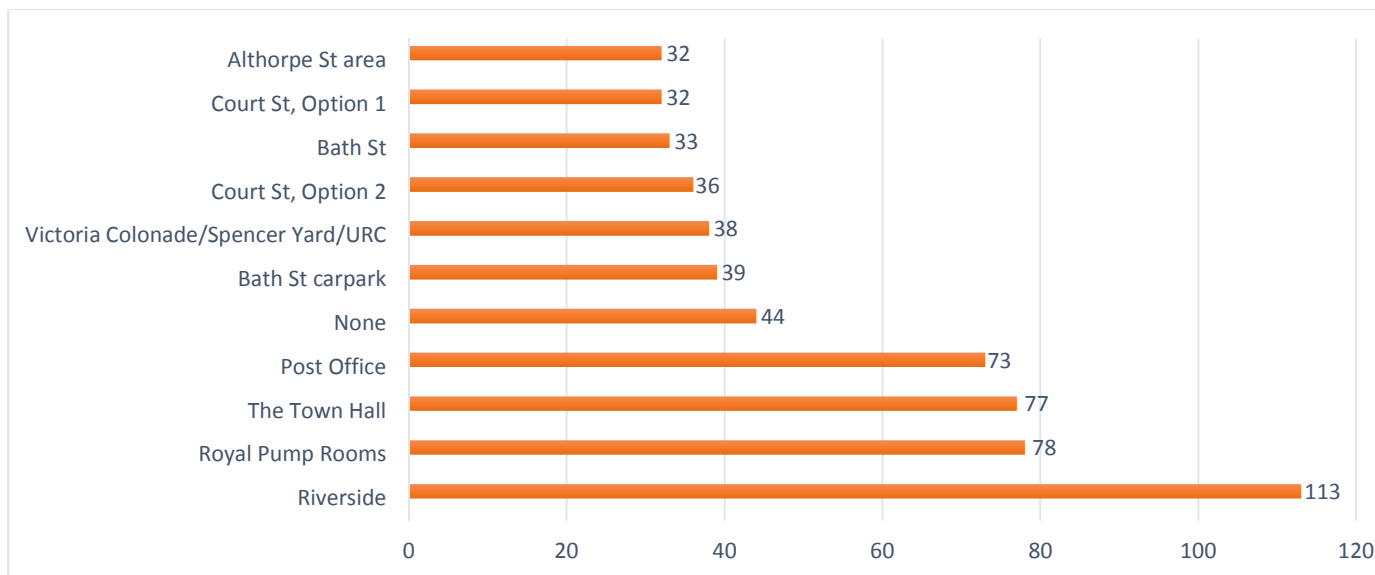
**Question 6.**

*Are there any areas that you are excited by? Please tick all that apply.*



**Question 7.**

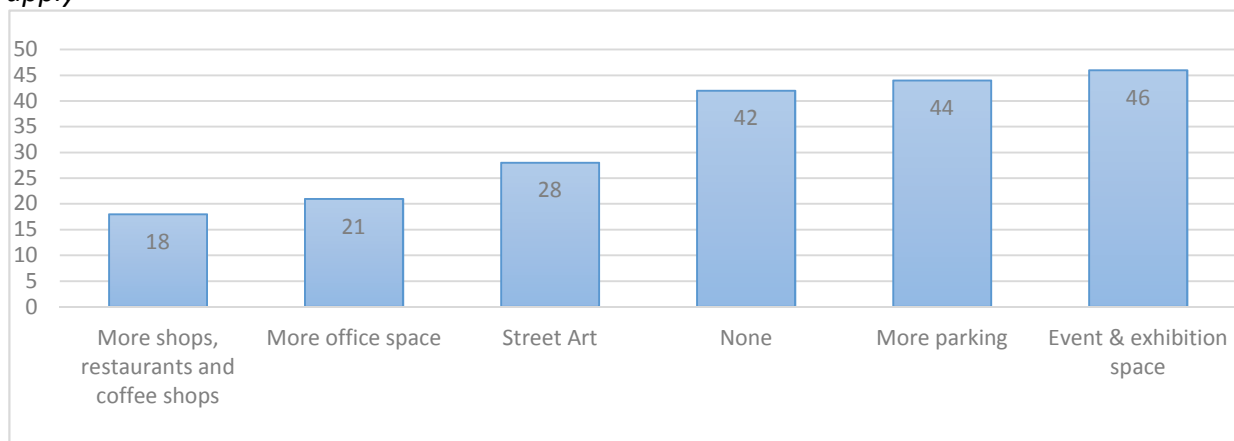
*Are there any areas that you are concerned by? Please tick all that apply.*



- 3.12 Questions 6 and 7 provided an opportunity for respondents to identify any areas that they were either excited by or concerned about.
- 3.13 The Post Office and the Pump Rooms feature in the top 5 responses to both ‘what are you excited by’ and ‘what are you concerned by’, showing that there is a real difference in opinion on these two potential developments.
- 3.14 Court Street Options 1 and 2 however, both appear in the bottom 4 responses to ‘what are you excited by’ and ‘what are you concerned by’, perhaps implying that there is no strong feeling either way on this potential development. If any additional funding were to be made available for the Court Street development (e.g. from the Local Enterprise Partnership), it would be beneficial to have further conversations and consultation on this project to ensure that there is significant demand (and excitement!) for it.
- 3.15 Victoria Colonnade / Spencer Yard / The United Reform Church was the development that most respondents were excited about, and was in the bottom 5 responses to ‘what are you concerned by’. This supports initial suggestions that this area could be the first project within the Creative Quarter to be worked up and delivered.
- 3.16 It is interesting that Althrope Street featured in the top 5 responses to ‘what are you excited by’, and came out as the development that the fewest people were concerned by. This could therefore be another one of the early projects that we look to develop into a full scheme / proposal.
- 3.17 Riverside is the area that most respondents were concerned about. The free text section about concerns has also identified the proposed Council HQ relocation as a cause for concern for residents, and there may be some crossover between the two separate projects here. The free text also identified the future of existing community organisations in Clublands (and the Ahmadiyya Mosque in particular) which may be an underlying factor.

**Question 9.**

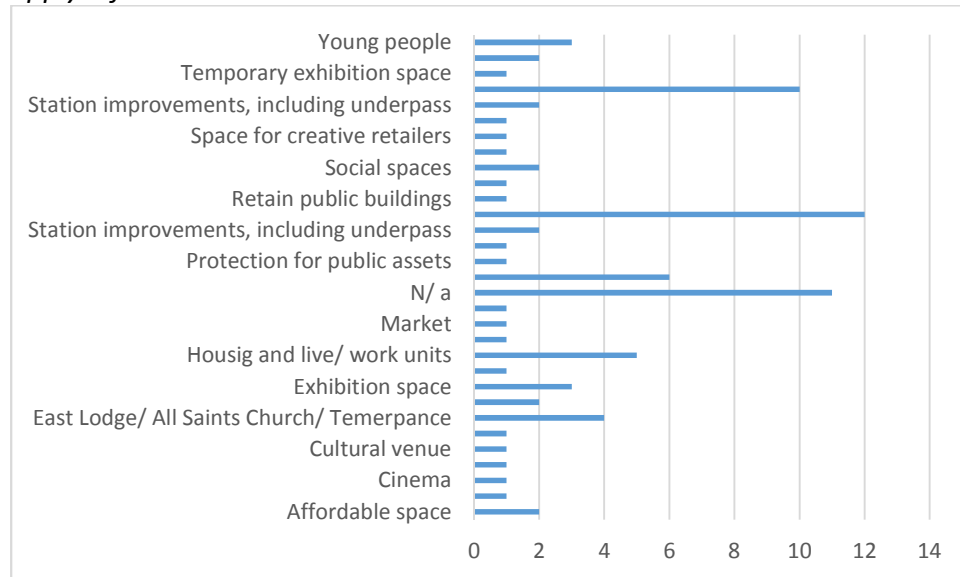
*Are there any opportunities in the Creative Quarter that we have missed? Please tick all that apply*



3.18 Question 9 asked respondents to identify any areas that may have been missed. It is positive to note that the response rate to this question was relatively low. The options provided suggested that there was no consensus around any missing element:

**Question 9.**

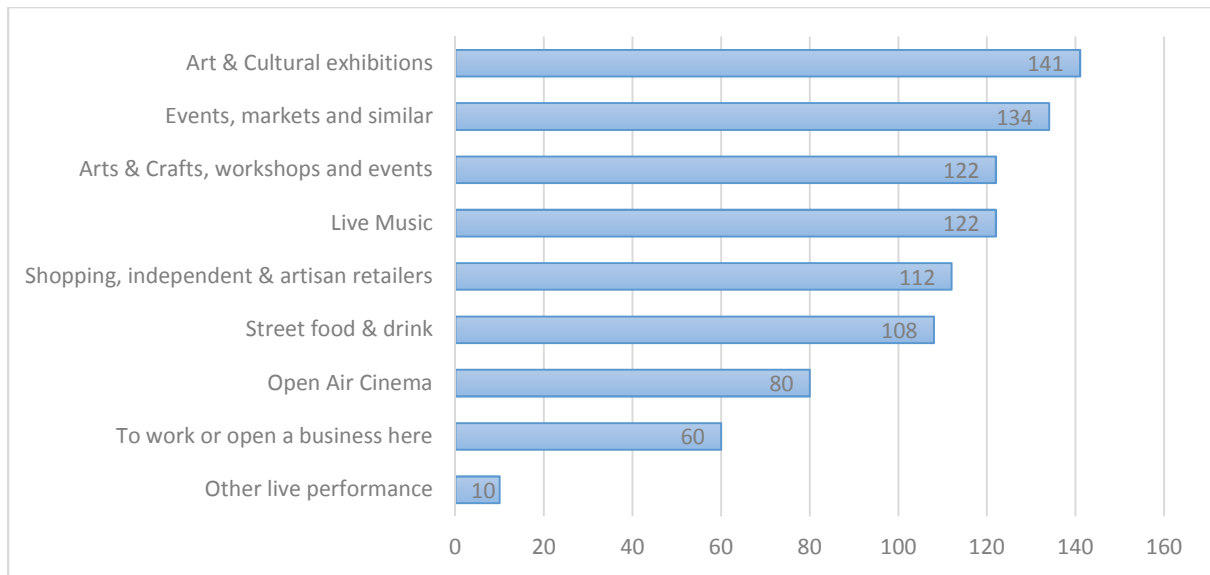
*Are there any opportunities in the Creative Quarter that we have missed? Please tick all that apply – free text.*



3.19 Respondents were also able to provide a free text response. This generated a further 82 responses. Of these only 5 related to specific sites (parks and gardens and East Lodge/ All Saints Church/ Temperance Bar). The largest number of responses were related to the need for religious and community spaces (n=12, possibly reflecting concerns over Clublands) and sustainable transport (n=11, including need for cycle routes and prioritising pedestrians). An additional 11 responses were considered not relevant to the questions. These included concerns about the consultation process and for the library. These concerns have been addressed elsewhere in the survey.

**Question 10a.**

*As a potential visitor the Creative Quarter what would you like to see here?*



3.20 Question 10a asked what potential visitors would like to see in the Creative Quarter. When considered alongside question 9 it is clear that events and exhibition space are perceived as key elements of a creative quarter. The Masterplan needs to balance this with the need for grown on space for businesses.

*Responses to free text – emerging themes*

3.21 Respondents had an additional three questions to respond to with free text. These were:

- Q8. Please describe your concerns
- Q10b. Is there anything else you would like to see?
- Q11. Is there anything else you would like to say?

Comments provided in response have been addressed on an individual basis and can be found in appendix 1, along with email responses and responses from statutory consultees.

3.22 A number of themes have emerged from the free text:

Question	Emerging themes
Q8. Please describe your concerns	Adelaide Road/ Clublands Pump Rooms/ Library Leamington Town Hall Housing Air quality/ environment Parking Canal/ waterside
Q10b. Is there anything else you would like	Clarity of Masterplanning/ decision



to see?	making process Clarity of role of CVS Housing Infrastructure Sustainability
Q11. Is there anything else you would like to say?	Protections for Adelaide Road/ Clublands Clarity of purpose of Masterplan and decision making process Housing Infrastructure Sustainability

3.23 In addition each question identified a number individual issues/ comments that have been addressed on a case by case basis (see appendix 1).

#### *Written Responses*

3.24 An additional 38 responses were received via email or letter. These varied in length, from one line emails (*"Exciting vision for a long awaited refurbishment of a overlooked swathe of Royal Leamington Spa = God Speed."*) to a five page written response on behalf of the Althorpe Landowners Consortium. It included two responses for sites to be removed from the masterplan. However, as the document is a high level vision for the area with limited planning weight it is not considered that it is necessary to do so.

3.25 Responses, and comments can be found in Appendix 2.

3.26 The content of responses was also varied. While there were some overlapping themes (finance, future of the Library, infrastructure, status of the masterplan), many focused on specific issues relating to the correspondent.

3.27 Due to the length and narrative presented in the responses is difficult to summarise and it is advised that they are read in full.

#### **4.0 Next Steps**

4.1 The consultations responses in Appendix 1 and 2 will be anonymised and made available on the Creative Quarter website.