

Appendix 1 – West Bridgford Commissioners Report Themes, Key Findings and their Recommendations

Theme 1| Accessibility

Key finding from the Commissioner's report on Accessibility:	Commissioners Recommendations
<ul style="list-style-type: none"> - Parking problems are a key concern. - There is a strong interest in sustainable transport solutions, most notably cycling access routes and stations. - Concerns about barriers to physical access to West Bridgford and traffic congestion. - There does not appear to be a clear or shared understanding about where the heart or centre of West Bridgford lies. - There is relatively little evidence of digitisation supporting access to and promotion of retail services in West Bridgford. 	<ul style="list-style-type: none"> • Consider and trial flexible parking schemes. • Secure more electric/low emission buses. • Work with key partners to improve cycling routes and create more secure cycling storage. • Increase the frequency of traffic free events on Central Avenue. • Launch the #WDYT project and consider the need for further digital support. • Build on the #WDYT project with a town APP.

Theme 2| Balance and Blend

Key finding from the Commissioner's report on Balance and Blend:	Commissioners Recommendations
<ul style="list-style-type: none"> - Restaurants generally seen as positive and the current number to be about right. Too many bars only are associated with increased social problems. - There is a need to attract more high end businesses to West Bridgford, particularly fashion and speciality goods - Markets were seen to make a strong contribution to the mix with opportunities for further expansion. - People would like to see more independent, local businesses rather than chains there is an opportunity to integrate other community services into the traditional retail mix. - There are too many charity shops. - There is an opportunity for more innovative, creative and flexible retail 	<ul style="list-style-type: none"> • Identify and consider potential incentives for start-ups and to encourage more independents & local business. • Engage with landlords to influence the drive for more independents. • Prioritise high quality fashion/clothing • Review local charity shops & donations arrangements

units.	
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Theme 3| Local and Level

Key finding from the Commissioner's report on Local and Level:	Commissioners Recommendations
<ul style="list-style-type: none"> - Unfair business rates seen as a big issue for independents. - Rents are also regarded as too high for independents. - Sense that citizens as well as the local authority have a responsibility to support local businesses. - Strong interest in community initiatives with the library seen as the community hub. 	<ul style="list-style-type: none"> • Consultation and stakeholder events linked to key project delivery. • Review business rates. • Work with partners to explore the development of the library into a knowledge hub

Theme 4| Green Space

Key finding from the Commissioner's report on Green Space:	Commissioners Recommendations
<ul style="list-style-type: none"> - It is vitally important to maintain and develop the 'green' areas within West Bridgford. - Further greening/landscaping would further enhance the town centre. 	<ul style="list-style-type: none"> • Work with existing building owners to 'green' their appearance. • Identity further tree planting opportunities.

Theme 5| Town Centre Co-ordination

Key finding from the Commissioner's report on Town Centre Co-ordination:	Commissioners Recommendations
<ul style="list-style-type: none"> - Improve physical appearance of buildings. - Enhance shop fronts by enforcing professional standards and uniform image. - Co-ordinated communications about events. - Improved town centre management. - Stricter enforcement of policies on homelessness, dog fouling, illegal parking, improved safety and reinforced action on drivers who disobey restrictions on Central Avenue. - Improved street cleaning particularly at busy times. - The value and significance of a strategic plan to capture the distinctive identity and strengths of West Bridgford. This should 	<ul style="list-style-type: none"> • Continue to monitor and respond to reports of litter and dog mess. • Work with key partners to consider the need for ANPR technology. • Creation of the West Bridgford Way Brand and a physical map. • Link WBW to the delivery of window dressing opportunities. • Investigate the co-ordination of overall town management.

<p>reinforce the brand identity.</p> <ul style="list-style-type: none"> - Clear planning and use of land policies that support desired retail developments, particularly on Gordon Road and Bridgford Road. - Plans to improve traffic management and removing barriers that inhibit pedestrian movement and improve the visual street scene to create a 'centre' around the Tudor Square area. 	
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Theme 6| Strategic Considerations

Key finding from the Commissioner's report on Strategic Considerations:	Commissioners Recommendations
<ul style="list-style-type: none"> - The value and significance of a strategic plan to capture the distinctive identity and strengths of West Bridgford. This should reinforce the brand Identity. - Clear planning and use of land policies that support desired retail developments, particularly on Gordon Road and Bridgford Road. - Plans to improve traffic management and removing barriers that inhibit pedestrian movement and improve the visual street scene to create a 'centre' around the Tudor Square area. 	<ul style="list-style-type: none"> • Redevelopment of Tudor Square to create a public realm focal point. • Redevelopment of Bridgford Road Car park to increase car parking and create a new development opportunity.