

# LEAMINGTON CREATIVE QUARTER

## Leamington Creative Quarter Public Consultation Feedback – March 2019

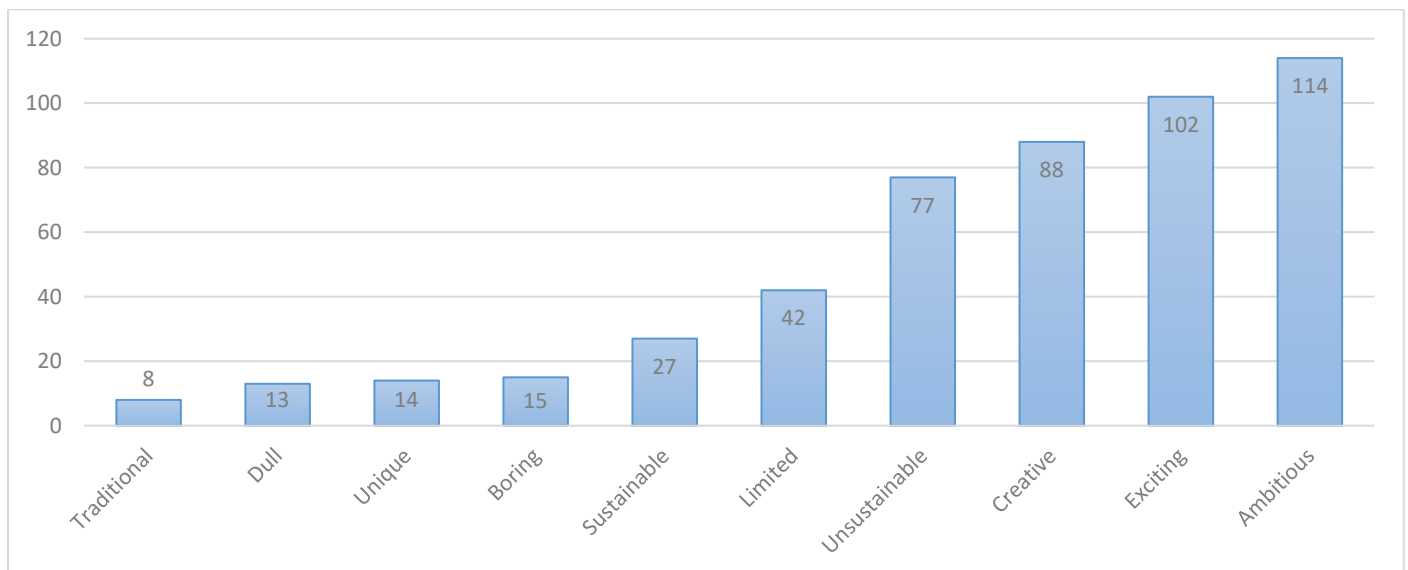
### Question 1.

*Have you read the draft Masterplan?*

261 of the 267 respondents confirmed that they had read the draft Masterplan.

### Question 2.

*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.

### Questions 3, 4 & 5.

*In relation to the Creative Quarter, please say if you agree or disagree with the following statements:*

Statement	Agree	Disagree	Majority
This will be positive for Leamington Spa	156	95	Agree
This responds to local needs	113	130	Disagree

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This will support economic growth	157	76	Agree
This will support local communities	108	132	Disagree
This shows creative Leamington at its best	114	126	Disagree
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?	144	123	Agree
Do you agree with the vision of the Creative Quarter masterplan?	138	117	Agree

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.

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

- Did not respond to local needs

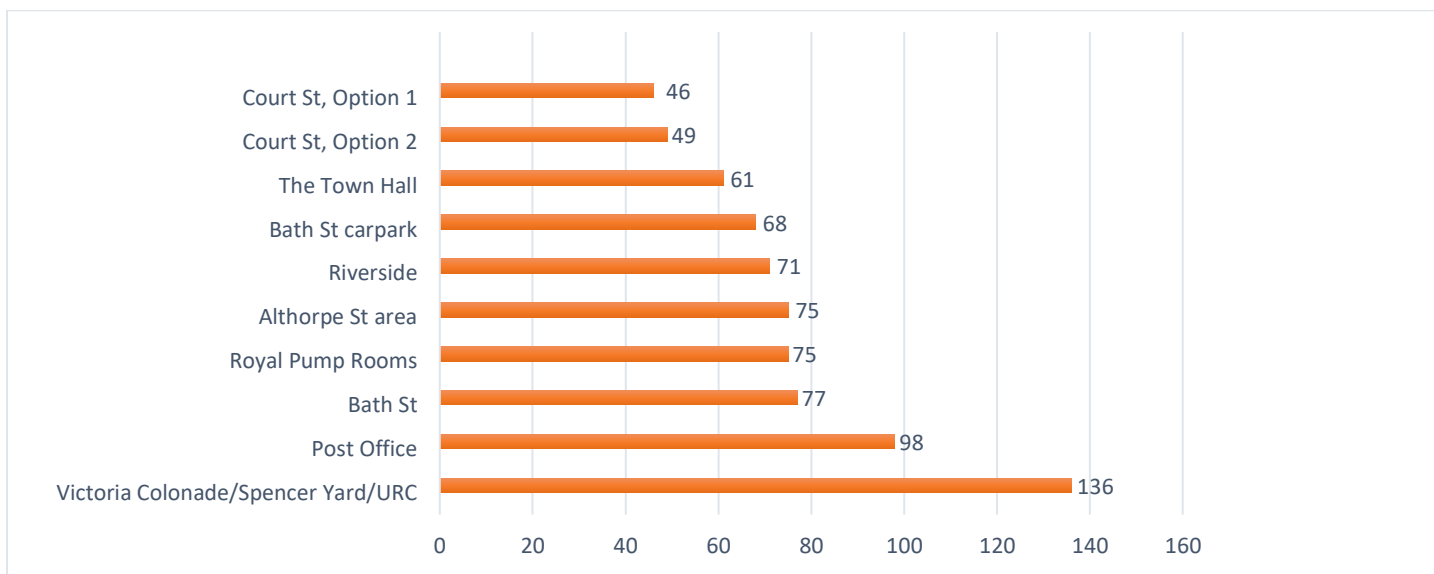
The majority of respondents agreed that the Masterplan would support Warwick District Council in making this a great place to live work and visit, agreed that the Masterplan would support economic growth and agreed that it would be positive for Leamington Spa. At the same time, more people felt that the Masterplan did not respond to local needs or support local communities. This is an interesting contradiction and will inform further consultation on individual projects as and when they arise.

The comments relating to not responding to local needs, were in the main regarding community useage of the Clublands area. We have responded by removing Clublands from the red line plan.

## Question 6.

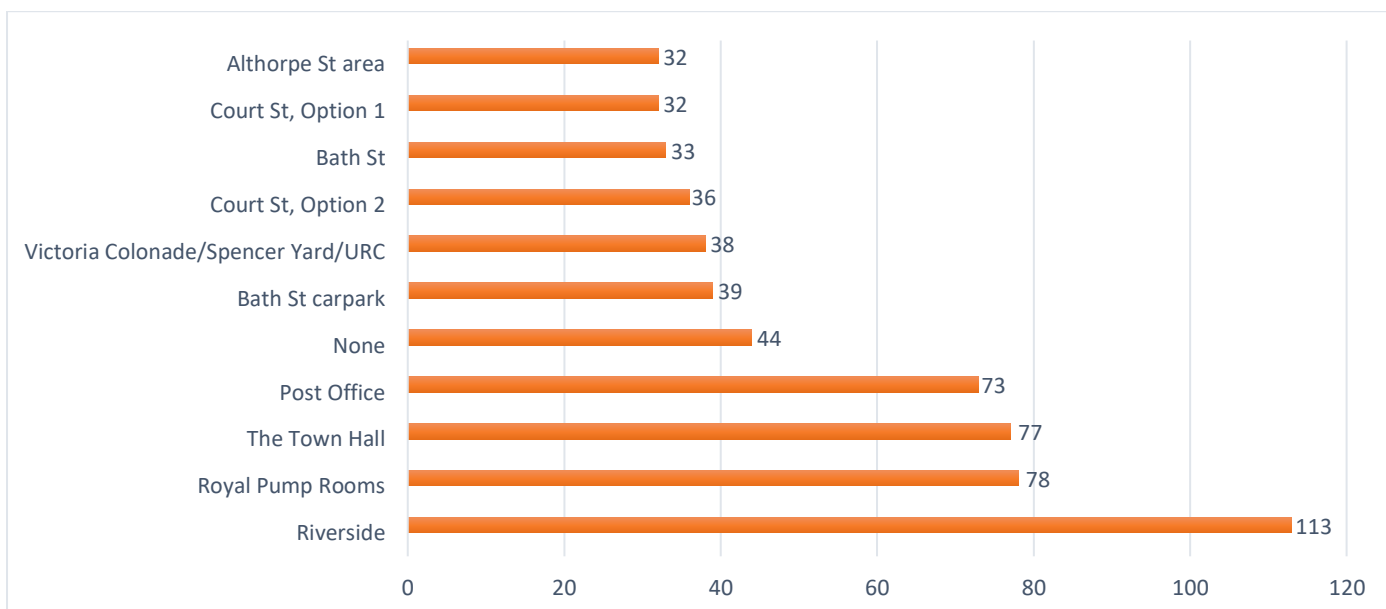
*Are there any areas that you are excited by? Please tick all that apply.*

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## Question 7.

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



Reviewing questions 6 and 7 together offers an interesting comparison.

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.

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

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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. A number of options were presented to Warwick District Council in the Phase One Report and we are waiting for feedback on delivery timescales, and then will be going out for further public consultation.

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 should be the first project within the Creative Quarter to be worked up and delivered.

Riverside is the area that most respondents were concerned about. From the free text section about concerns, we know that the potential WDC HQ move is a great cause for concern for residents, and this is of course also in the Riverside area, so there is perhaps some crossover between the two separate projects here. We responded to this feedback by removing the area from the red line.

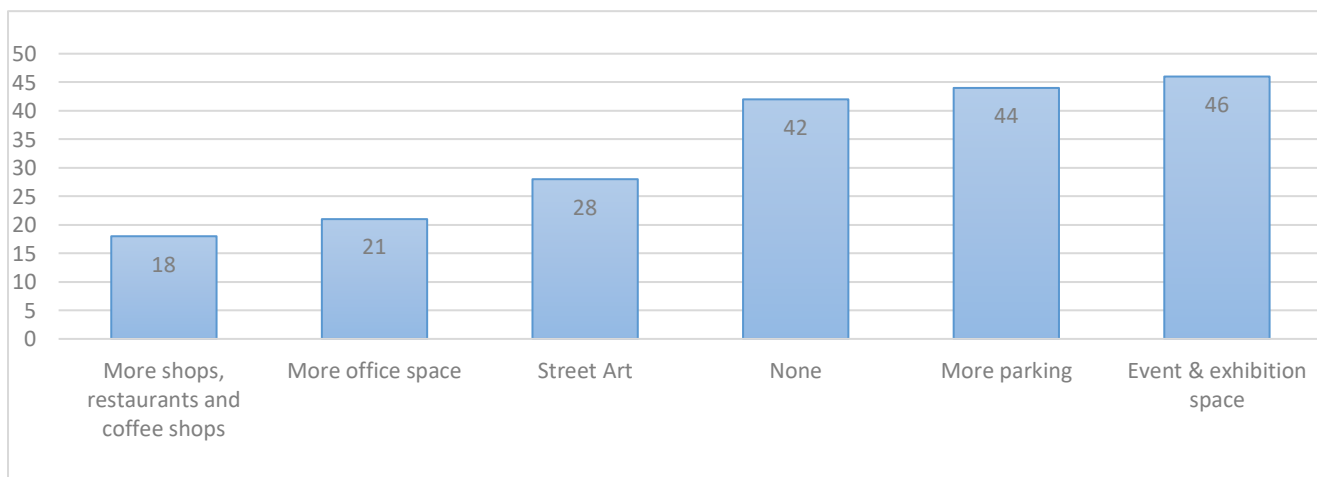
## Q8 – Free Text

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.

We have responded to this by removing Clublands from the red line area. We are promoting the use of sustainable travel at Spencer Yard with the limiting of parking and improving accessibility and facilities for cycling.

## Question 9.

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



It is positive to note that the number of responses to 'what have we missed?' was relatively low. It is, however, interesting that there is not an overwhelming sense of what else should or could be delivered as

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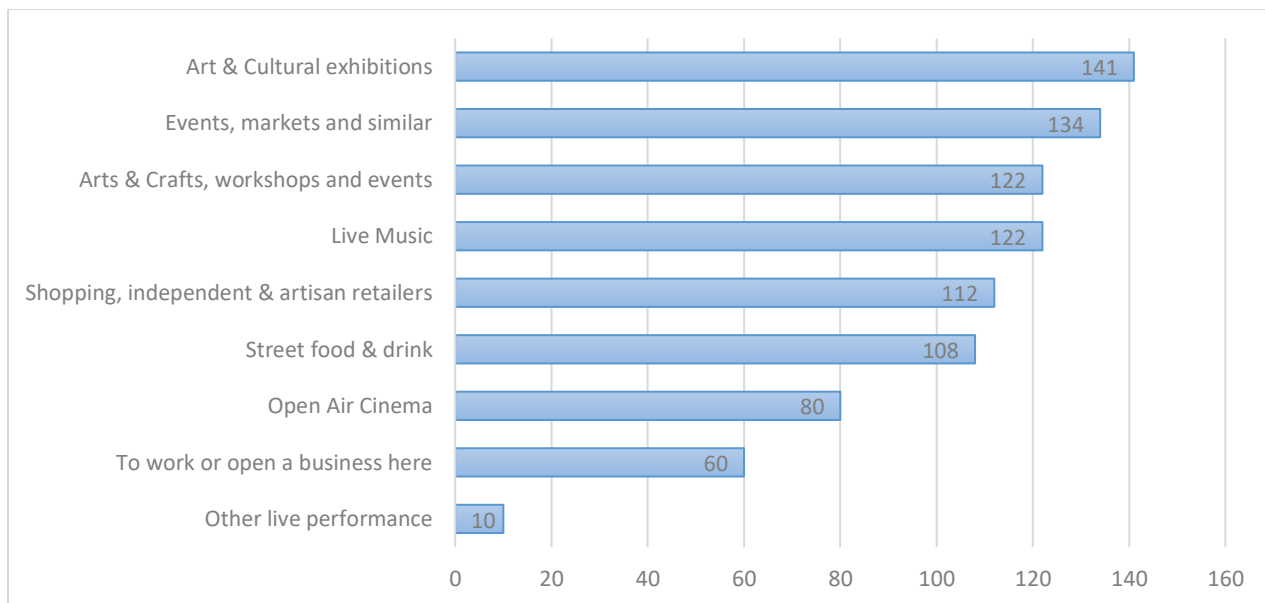
part of the Masterplan, bearing in mind the majority of respondents felt that the Masterplan did not respond to local needs, support local communities or show creative Leamington at its best.

Looking at question 9 and 10a (below) together though, it is evident that space for exhibitions and events is a vitally important part of what makes a Creative Quarter. Balancing this with an increased amount of grown-on office space will be a key aim of the Masterplan.

Spencer Yard cannot fulfil both due to restricted space but the other sites such as Court Street, should be the focus for other uses. We are trying to find a way to incorporate some exhibition and event space in Spencer Yard in consultation with neighbours and the current occupiers.

## Question 10a.

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



There is a genuine interest for a wide range of events and activities in the Creative Quarter with all of the options receiving good feedback.

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## Information about respondents.

Which of the following best describes you?

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

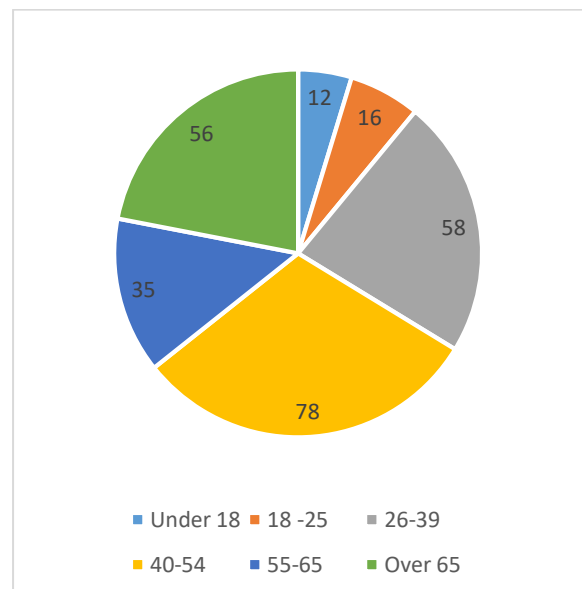
## Written Responses

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. 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. Based on this feedback we have now removed some sites including Clublands’, The Pump Rooms and The Town Hall from proposals. Warwick District Council are now carrying out their own work on potential future uses.

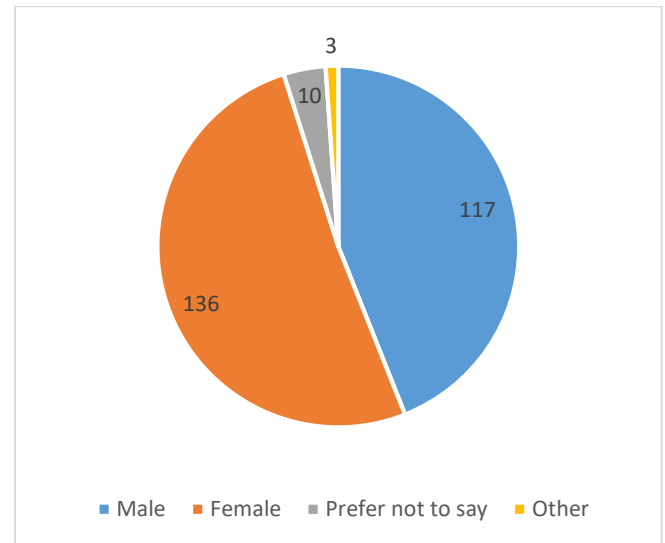
The content of responses was also varied. While there were some overlapping themes (finance, future of the Library, infrastructure, status of the masterplan), many focused on specific issues relating to the correspondent.

Which age bracket do you fall in to?

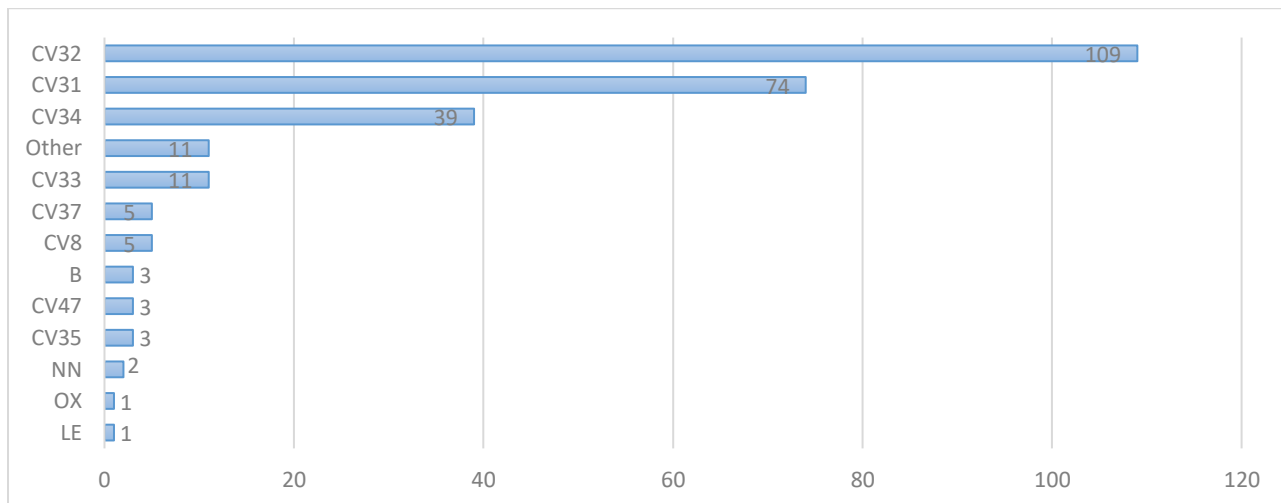


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To which gender do you most identify?



What is your postcode?



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

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.