**St George’s Cultural Quarter Action Plan Consultation**

**Response Evaluation-October 2016**

**Executive Summary**

This report details the results of the Public Consultation exercises that were undertaken in relation to the St George’s Cultural Quarter Action Plan that seeks to improve the area for businesses, residents, and visitors.

Two public consultation exercises were carried out from the 6th July to 3rd August 2016; one public exhibition and one online consultation exercise.

The Consultation was widely publicised concurrently with St George’s Churchyard Consultation through local media and to residents and businesses within the Cultural Quarter.

62 survey responses were received and a further 3 stakeholders submitted letters. There was a range of responses from across the city and county. All respondents used the Cultural Quarter for a variety of reasons with the majority of people visiting venues within the quarter. Their responses have been analysed for both their quantitative and qualitative content. It was found that;

* 80.6% supported the themes and actions put forward in the plan.
* The three most favoured actions were:
	+ Enhancing the historic character and vibrancy of the area was the most supported action
	+ Improve cleanliness and general maintenance
	+ Support more cafes, bars and restaurants
* The quantitative data showed theme 2 – an attractive and well connected public realm - to be the most supported theme i.e more actions were supported in this theme than any other. Theme 1-An exciting and creative place to live, work and do business was the second most supported theme.
* The qualitative data identified that theme 1 - an exciting & creative place to live, work and do business, received the most comments. Theme 2-an attractive and well connected public realm was the second popular theme for comments.
* The Action Plan was supported by all stakeholders.

**Introduction**

During the period 6th July 2016 – 3rd August 2016 two consultation exercises were carried out for the St George’s Cultural Quarter Action Plan. The consultations provided an opportunity for local residents, businesses and members of the public to express their views on the Council’s vision for the development of the Cultural Quarter.

These consultation exercises were made up of one public exhibition and one online consultation survey (see appendix 1):

* The online consultation ran from the 6th July until 3rd August inclusive and allowed all the information publically displayed at the exhibitions, including a copy of the action plan to be viewed online with an accompanying questionnaire to submit responses.
* The public exhibition was held at LCB Depot from 6th – 11th July inclusive and included a staffed day from 10am until 7pm on Wednesday 6th July.
	+ The venue was chosen due to its location within the Cultural Quarter.

The responses evaluated in this document were gathered from the 6 hand-written questionnaires returned during the exhibitions, and from the 56 online survey responses. Prior to the public consultation the draft Action Plan was circulated amongst key stakeholders. The responses which were returned were taken into account accordingly before the plan was released for public consultation. Following the consultation, 3 additional letters were received from stakeholders in the Cultural Quarter and are analysed in this report.

The questionnaires included a series of closed questions along with requests for comments on elements of the Action Plan including which actions were deemed the most important and any final comments.

**Publicity**

The event was publicised in a number of ways; firstly through Leicester City Council’s Press team who run the Council’s social media accounts on Facebook and Twitter. Secondly, the Press team also contacted the Leicester Mercury who then ran an article connected to the consultation both in their newspaper and online.

Workspaces within the Cultural Quarter including LCB Depot and Phoenix were contacted to disseminate the information to their tenants through their newsletters published for tenants and via email. Other major stakeholders were contacted by email and telephone. The LE-One board was also informed as was Leicestershire Business Voice.

The Cultural Quarter Association was also contacted so that they could inform their members of the opportunities to comment. The Cultural Quarter Association is made up of residents and businesses within the Cultural Quarter.

**Specific Meetings**

**1. Economic Development, Transport and Tourism Scrutiny - Summary of Minutes**

An Economic Development, Transport and Tourism Scrutiny meeting was held on the 4th July where the panel was asked to note that the St George’s Cultural Quarter Action Plan consultation was ongoing. The Scrutiny meeting can be attended by any member of the public and is streamed live and is also available as a podcast for later download.

**Report Methodology**

This report has been laid out to include a breakdown of the answers to each question including quantitative and qualitative aspects.

For each question a table has been created to show the number of respondents who selected each answer and then the associated percentage. This has then also been displayed as a pie chart to ensure accessibility. Further to this all the qualitative comments included by respondents for each question have been analysed.

**Results**

**Q1. What is your interest in the Cultural Quarter?**

From the survey responses it is possible to assess how many respondents lived, worked or visited venues in the Cultural Quarter. Not all respondents who completed the surveys filled in this section and therefore the resulting figures are not fully representative, however, they do give some indication of the connection respondents had to St George’s Cultural Quarter. Respondents were able to select more than one option i.e. select that they both ‘Live in the Cultural Quarter’ and ‘Visit Venues in the Cultural Quarter’, this has led to more answers than respondents demonstrating the multiple roles the Cultural Quarter plays within Leicester.

**Question 1: ‘What is your interest in the Cultural Quarter?’**

|  |  |
| --- | --- |
| **Answer** | **Number of responses** |
| Live in the Cultural Quarter | 16 |
| Work in/near the Cultural Quarter | 27 |
| Visit venues in the Cultural Quarter | 48 |
| Visit the Cultural Quarter for other reasons | 12 |

**Table 1**

**Postcode Analysis**

**Question 2: ‘What are the first four characters of your postcode?’**

Through the analysis of the postcodes provided (see figure 1.), which was an optional response and therefore does not include data from all respondents, it is possible to understand in which postal area respondents live. The highest density of respondents came from the Cultural Quarter. High levels of interest were also shown from residents of Clarendon Park, South Knighton and Stoneygate. Further interest was shown from surrounding areas including Westcotes and West Knighton.

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Figure 1 Map showing densities of respondents by postcode

**Questionnaire responses – Analysis**

**Action Plan**

**Question 3**: ‘**’ Do you agree with the themes and actions we have suggested?”**

**Quantitative Comments**

Of the surveys returned, including both electronic and paper copies, the percentages in favour of each option shows that 80.6% of the respondents agree with the themes and actions suggested by the action plan. 16.1% do not agree with the themes and actions, and just over 3% of respondents did not answer the question. This can be seen in table 2 below.

**Question 3**: ‘**’ Do you agree with the themes and actions we have suggested?”**

|  |  |  |
| --- | --- | --- |
| **Answer** | **Number of responses** | **Percentage of total** |
| Yes | 50 | 80.6 |
| No | 10 | 16.1 |
| Not answered | 2 | 3.2 |

**Table 2**

**Figure 2**

**Qualitative Comments**

Although there was a large majority supporting the themes and actions there were comments that were both positive and negative in regards to the action plan. Some respondents who agreed with the themes and actions then went on to make negative comments. Table 3 shows the most common positive comments and table 4 the most common negative comments.

|  |  |
| --- | --- |
| **Answer** | **Number of Comments** |
| Positive about arts being promoted in the area | 3 |
| Positive the plan will enhance successes of work already completed | 2 |

**Table 3**

Table 4 shows the most common negative comments.

|  |  |
| --- | --- |
| **Answer** | **Number of Comments** |
| Plan needs to be more specific | 5 |
| Plan needs more emphasis on improvements to safety | 3 |

**Table 4**

**Question 4: ‘Which three actions do you think are the most important?’**

**Quantitative Comments**

The action plan is made up of 4 themes under which are 27 specific actions. Each respondent was asked to choose their 3 preferred actions from a closed list of the 27 which were provided on the questionnaire. Not all respondents chose three actions. The table and graph below show the six most supported actions chosen by respondents.

|  |  |  |
| --- | --- | --- |
| **Action** | **Number of respondents** | **Percentage of total** |
| Enhance historic character and vibrancy of the area | 15 | 7.9% |
| Improve cleanliness and general maintenance | 14 | 7.4% |
| Support more cafes, bars and restaurants | 13 | 6.9% |
| Make the area better connected and more accessible | 12 | 6.3% |
| Put planning policies in place to ensure the right mix of development | 10 | 5.3% |
| Attract development and investment | 10 | 5.3% |

**Table 5**

**Figure 3**

All actions fall within one of the four themes underlined in the action plan. The table and pie charts below show which theme was the most supported based on the actions chosen by the respondents.

|  |  |
| --- | --- |
| Answer | Percentage |
| Theme 1 - An exciting & creative place to live, work and do business | 29% |
| Theme 2 - An attractive and well connected public realm | 38% |
| Theme 3 - A well promoted place with a growing reputation | 11% |
| Theme 4 - A thriving centre for art & culture | 15% |
| Not Answered | 7% |

**Table 6**

**Figure 4**

**Question 5: ‘Have we missed anything?’**

The respondents were then asked to comment if they felt anything was missing from the document and if there were any other actions that they think are important and should be included in the Action Plan. The table below shows the four most common actions that were raised by respondents. Some of the actions mentioned were already highlighted in the plan but were further elaborated on in the comments.

Other Actions

|  |  |
| --- | --- |
| **Action** | **Number of comments** |
| Comments calling for improvements to the safety of the area | 10 |
| Comments calling for more shopfronts | 4 |
| Comments calling for increased cleanliness | 3 |
| Comments calling for support of all artists/creatives | 3 |

**Table 7**

**Figure 5**

**Question 6: ‘Please add any final comments you may have about the new St George's Cultural Quarter Action Plan 2016 – 2025’**

The final comments section was made up of suggestions for the improvement of the plan and these were largely positive with 37% of praising the plan in comparison to 11% criticising the plan. The table below shows the most common comments from this question, the respondents highlighted areas they wished to see improved.

|  |  |
| --- | --- |
| **Comment** | **Number of responses** |
| Need support for businesses/creatives | 4 |
| Improve gateways to CQ | 4 |
| Plan needs to be more specific | 3 |
| Creative improvements to streetscape | 3 |

**Table 8**

**Questionnaire Conclusion**

* The themes and actions set out by the plan were supported by 80.6% of respondents
* The three most popular actions were:
	+ Enhancing the historic character and vibrancy of the area was the most supported action.
	+ Improve cleanliness and general maintenance.
	+ Support more cafes, bars and restaurants.
* A large number of comments put forward by respondents raised the issue of safety in the area and called for improvements to be made.
* Theme 2 – An attractive and well connected public realm was the most supported theme.

Following the analysis, the qualitative comments put forward were collated and analysed separately, the overall feel of the comments were very similar to the results of the quantitative data. Theme one - an exciting and creative place to live, work and do business and, theme two - an attractive and well connected public realm, received the most comments of the four themes.

**Stakeholder Letters**

The following are summaries taken from the letters submitted by stakeholders.

1. **Local Organisation 1**

Supports implementation of action plan.

* Note that artists and other creatives are essential to the growth of the creative. cultural quarter and its reputation and state that with the right people in place this could happen quickly and effectively.
* Noted Leicester Print Workshop as an excellent example of what can be achieved.
1. **RIBA (Leicestershire and Rutland Branch)**

Supports implementation of action plan.

* Will provide support and advice where necessary to help support the actions of the plan.
* Would welcome initiative to attract new architecture businesses to the area, possibly through incubator spaces. Recognises opportunities to work with local universities on this which could potentially assist with graduate retention.
1. **Local Organisation 2**

Supports implementation of action plan.

* Fully endorses overall direction of economic development linked to arts & creative industries by building on existing strengths.
* Supports all the goals to 2025 described in the action plan.

**Stakeholder Letter Conclusion**

All of the stakeholder letters supported the Cultural Quarter Action Plan whilst raising a range of issues for consideration.

**Appendix 1 Questionnaire**

**St. George’s Cultural Quarter Action Plan**

Questions:

1) What is your interest in the Cultural Quarter-Do you: (tick one or more of the following)

Live in the Cultural Quarter?

Work in or near the Cultural Quarter?

Do you visit venues and attractions within the Cultural Quarter? Yes No

Do you visit the Cultural Quarter for any other reason? If yes, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2) What are the first four characters of your postcode? (i.e. LE1 3): \_ \_ \_ \_ \_

3) Do you agree with the themes and actions we have suggested?

Yes:

No:

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) What are your top 3 actions?

 1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5) Have we missed anything?
Please state:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5) Please add any final comments you may have about the new St George's Cultural Quarter Action Plan 2016 - 2025:

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_