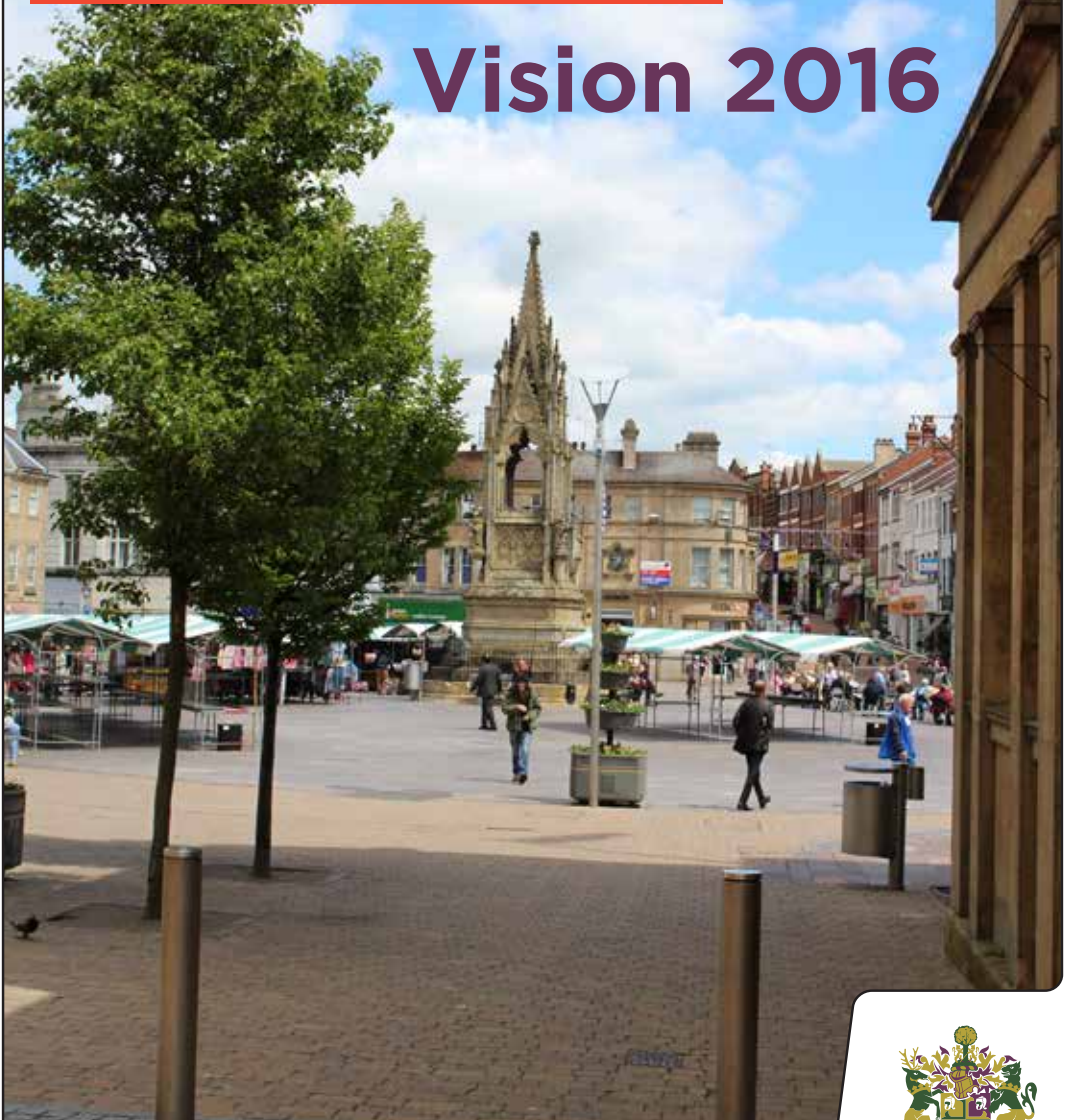


Mansfield Town Centre

Vision 2016



www.mansfield.gov.uk



Mansfield
District Council

Introduction

A healthy and vibrant town centre is vital to our district. It creates employment provides a strong retail environment, and supports the growth of the daytime leisure and evening economy.

People are passionate about town centres. In a recent MORI study 83% of people nationally agreed that their local area would be worse off without their high street. And here in Mansfield we couldn't agree more. The Town Team and projects such as the Healthy High Street ensure that Mansfield town centre is high on the list of local priorities. This vision has been created in partnership with the Town Team and upholds the shared objectives of the public and private sector partners.

The town centre is one of the biggest employment sites in the district. There are 558 businesses located in the town centre area of which 221 are independent retailers.

The themes on the following pages link to a number of local strategies and reflect the town centre vision from the draft Local Plan. This long term plan covers the period to 2033 - but there is no time to lose! Everyone associated with the town centre, including those making operational and day to day efforts, is asked to redouble their attempts to ensure that Mansfield town centre is as good as it possibly can be, and to help make the vision a reality.



Mansfield already has many strengths:

- It has something for all ages, budgets and tastes
- It is a safe, friendly and fun town by day and by night
- It is easy to get to and from
- It has history and tradition
- It has a great range of shops and restaurants



A thriving

centre

Mansfield town centre will offer a further enhanced range of shops and leisure facilities, attracting more visitors who spend more money in both the daytime and nighttime economies.

The town centre already has a great range of local and national shops resulting in a national retail ranking of 113 and an enviable variety of leisure facilities.

We will work to attract more shops and quality leisure facilities to create an offer which will draw more people day and night and result in even more outlets seeking a presence in Mansfield.

Partners from the Purple Flag Steering Group will lead initiatives to enhance the town's offer in the early evening and night times so that an already great night out is more varied, safer and more accessible.

Town centre stakeholders will implement the town team action plan and the council's regeneration service will help implement the Joint Economic Masterplan. This seeks to help more people into better paid jobs which would mean more money is spent locally.

The Local Plan also has a key role in encouraging shops and leisure facilities to locate in the town centre rather than out of town locations. We believe that the redevelopment of the Stockwell Gate and the White Hart areas is particularly important. These are exciting opportunities for the town centre.

Mansfield already benefits from a good range of facilities including an award-winning museum and high quality library, theatre, cinema, bowling alley, MyPlace youth centre and Watermeadows Swimming and Fitness Centre, and gym and fitness centres amongst others. There are also two Green Flag parks near to the town centre which provide a safe open space for sports, events and family fun.

Our vision is to enhance the range of facilities within the town centre to ensure there is something for everyone. There are some gaps in provision that we'd like to be filled, such as family friendly activities and arts and heritage facilities that are all designed in a way which maintains and enhances the safety and security of the town.

The draft Local Plan aims to make it easier for a wider range of uses to locate in the town centre by slightly relaxing some existing planning restrictions. In addition to the Local Plan, the document, Creating a City Centre for Mansfield, identifies the key regeneration sites for new uses which will be pursued by Mansfield District Council and partners; and other stakeholders, particularly the Mansfield Partnership Against Crime (MPAC), will continue to reduce crime.



An appealing centre

There will be a wider range of uses in the town centre that appeal to a variety of people, especially families, arranged and managed in a way that helps people feel safe.





A historic centre

Additional improvements to public spaces, the market and Mansfield's historic buildings will further enhance the overall appeal of the town centre and help to celebrate the positive aspects of the historic environment.

Numerous investments have been made to complement the already attractive environment in the town centre, notably the paving, lighting and street furniture in the public areas in the Market Place, Buttercross area and Church Street as well as improvements to shop frontages, such as those on Market Street. The market has recently been relocated to Market Place and relaunched with new stalls, a food court area and an entertainment programme to help revitalise Mansfield's tradition of market trading.

The success of recent investments will be extended to similar areas of the town centre, particularly Leeming Street, and this high quality approach will create an inspirational setting for living, shopping, leisure and business.

The implementation of this vision will be guided by the Mansfield District Local Plan, Conservation Area Management Plans, Creating a City Centre for Mansfield, and the Markets Strategy.



A 24 hour centre



A growing number of people living and working in the town centre will support its businesses and shops, including those with longer opening hours which underpin Mansfield's thriving early evening economy.

A large number of people are already employed in the town centre especially in the retail and business services sectors. New high quality retail and office accommodation has been built at Queen's Place to provide further space. As a result of the upper floors of retail premises being brought into use, an increasing number of people are living in town centre apartments.



Our vision is to further encourage living and working in the town centre resulting in more demand for early evening facilities and also naturally improving safety.

Guided by the Local Plan and the Creating a City Centre for Mansfield document, public, private and voluntary sector housing and employment initiatives will be facilitated where possible by the Council in order to increase the living and working populations of the town centre.





An accessible centre

Access to the town centre from the surrounding area will be clear, more pedestrian and cycle friendly and focused on sustainable transport modes, with strategic car parks helping to reduce the amount of cars in the town.

The town centre experience benefits from pedestrianised key shopping streets, a variety of car parks which enable parking outside of the town's historic core and a bus/train interchange which includes a state of the art bus station just 150 metres from Market Place.

Our vision is to further improve and complement these facilities with a more pedestrian and cycle friendly environment. To make travel into and out of the town centre easier and more sustainable and additional parking provided in strategic locations when it is needed.



Public and private sector partners will be key to providing these facilities, notably Nottinghamshire County Council and the members of the North Nottinghamshire Bus Quality Partnership. Additional parking is likely to be provided as part of major new developments in the town centre.



A cultural centre

The town already has a wide range of opportunities for socialising especially in restaurants, cafes, pubs and the nearby MyPlace youth centre.

The centre of Mansfield will be a positive, social experience for all our visitors.

Mansfield is home to a handful of cultural gems; the Palace Theatre boasts an ambitious programme and is an established leader of mid-range touring venues in the region. Mansfield Museum is a multi-award winning attraction and is celebrated as a quality family heritage venue. The Old Library is the final venue in the Leeming Street cultural hotspot playing host to independent and amateur productions. Events are also held at the recently refurbished Mansfield Library. Local people and visitors benefit from the range of transport options, notably the train and bus stations, to the many local attractions including Newstead Abbey, Sherwood Forest, Clumber Park, Bolsover Castle, Creswell Crags National Heritage Site and Southwell Minster. The three cities of Nottingham, Derby and Sheffield are within easy reach of Mansfield.

Our vision includes increasing the opportunities for socialising by encouraging additional organisations, especially those in the arts and heritage areas, to locate in the town centre and organise events. These will also benefit and attract tourists whose trade will also help to support shops, businesses and leisure facilities and create a need for more overnight accommodation and generate further employment.

We will also seek to engage and inform residents, businesses and visitors more to change perceptions where necessary.

We envisage that many different organisations will contribute to implementing this aim and Mansfield District Council will encourage and facilitate relevant activities wherever possible.

“ Mansfield town centre is a high priority area for Mansfield Community Partnership. Its members work together on a day-to-day basis to make continual improvements. We also plan and deliver actions to add value this work. We are delighted to play our part in realising the vision set out in this document. ”

Bev Smith
Chair, Mansfield Community Partnership

“ Mansfield Police is pleased to be working with partner organisations to ensure that Mansfield continues to be a safe town for everyone to enjoy. This document identifies our shared vision and we’ll continue to support the sustainable development of our town centre. ”

Chief Inspector Neil Williams, Nottinghamshire Police

