

Lady Bay Community Association:  
Localism, Community and Neighbourhood Development  
Report 2012

## **ACKNOWLEDGEMENTS**

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## CONTENTS

ACKNOWLEDGEMENTS .....	2
BACKGROUND .....	4
LOCALISM ACT 2011 .....	6
Neighbourhood Planning .....	7
Community Value .....	8
Procedure for nominating land of 'Community Value' .....	8
COMMUNITY PROFILE .....	9
Democracy .....	11
Community Safety and Crime .....	13
Education and Qualifications .....	14
Employment .....	15
Housing .....	17
Health.....	18
COMMUNITY CONSULTATION .....	19
Methodology.....	19
Identifiable community .....	20
Risk of being absorbed.....	<b>Error! Bookmark not defined.</b>
Health Services.....	22
Vacant properties on Trent Boulevard between Lady Bay and Pierrepont Roads..	22
National Watersports Centre .....	24
Environment.....	26
APPENDIX 1: SOURCES .....	27
APPENDIX 2: SURVEY QUESTIONS.....	30

## **BACKGROUND**

In 2002 Rushcliffe Council for Voluntary Services undertook a consultation with Lady Bay residents, including residents and organisations that contribute to the local community. This was an attempt by Lady Bay Community Association, whom had commissioned the work, to express their opinion and influence on proposals contained within the Nottingham City Masterplan (Nottingham City Council, 2005) for the development of the Eastside of the city area. Although the plans to develop areas such as the Riverside ultimately stalled, there have been efforts to revitalise the former industrial area that sits across the River Trent from the Lady Bay community.

Further, recent legislative changes have the potential to impact on the local neighbourhood, as well as on Lady Bay Community Association. The Localism Act 2011 may present a unique opportunity for Lady Bay Community Association to influence the future development of the Lady Bay area.

As such, this report is intended to fulfil three aims:

- i. To provide an overview of the Localism Act 2011 and to highlight areas that may be significant for the future role of that Lady Bay Community Association.
- ii. To provide an up-to-date statistical profile of the Lady Bay in an attempt to identify key features of this unique community.
- iii. To present the findings of a consultation with Lady Bay residents that provide an indication of how they view their community, and how they would like to see it develop in the future.

Thus, the first section of the report provides an overview of the Localism Act, including the significance for Lady Bay Community Association of being recognised by local authorities as a relevant community body, with powers to influence the development of the local area. In order to illustrate the unique aspects of Lady Bay, as a community, and the importance of applying some of the protective powers in the Localism Act 2011, a statistical profile is presented. This is an update to the

profile published by Rushcliffe Borough Council in May 2009. Finally, the findings of a qualitative survey are presented to illustrate the views of local residents about what is unique about their community, areas that might need improving and how this might be achieved. This is an indicative survey that could form the basis of areas that should be considered in any future plans for the development of Lady Bay, as well as the use of specific sites in the area.

Initially, it was intended that the project would develop the initial stages of a Renewable Energy Strategy. However, following consultation with Nick Ebbs, an expert in Urban Planning and renewable energies, as well as a resident of Lady Bay, it was felt that this issue is too complex to be addressed within such a small project. Instead, the consultation includes a single question for residents, 'are you interested in a renewable energy strategy for Lady Bay?' If the response to this question is mainly positive, it will provide a mandate for Lady Bay Community Association to engage further, specialist consultants who are better able to provide information and advice in the development of such a strategy.

## **LOCALISM ACT 2011**

On 15 November 2011, the Localism Act (The Act) received royal assent. It is anticipated that this legislation will take effect from April 2012. It is, therefore, prudent for relevant groups, such as Local Authorities, Parish Councils and voluntary and community groups, to make themselves aware of the implications of the Act prior to its enactment.

The Localism Act 2011 affords certain designated groups powers that may be of interest to members of the Lady Bay community. The Act contains some contentious concepts, such as *community value*, which will be examined in more detail in the next section. The Local Government Association (2011) has highlighted that only designated groups will be able to influence local authorities in the process of planning neighbourhood developments. Further, the Act states that local authorities will designate, for the purposes of the Act, such groups that they will recognise. Indeed, s89(4) of the Act states:

‘The appropriate [local] authority may by regulations make provision as to—

- a. The meaning ... of “voluntary or community body”;
- b. The conditions that have to be met for a person to have a local connection ...
- c. The contents of community nominations;
- d. The contents of any other nominations which ... may give rise to land being included in a local authority’s list of assets of community value.’

It is, therefore, recommended that Lady Bay Community Association seeks clarification from Rushcliffe Borough Council and Nottinghamshire County Council about how they intend to develop such regulations. In such an event, representations should be made to ensure that Lady Bay Community Association is confirmed as a ‘community body’ within the meaning of the Localism Act 2011.

### **Recommendation**

*Lady Bay Community Association should make contact with both Rushcliffe Borough Council and Nottinghamshire County Council to clarify what regulations under s89(4) of the Localism Act 2011 they intend to develop.*

## *Neighbourhood Planning*

The creation of Neighbourhood Plans within the Act is certainly the most significant development concerning Lady Bay Community Association. These plans will have a legal standing, which will bind local authorities if they are supported by at least half of the responding to a referendum, which the Act requires to be held as a part of the process of legitimising these measures. A further element of this process entails a requirement to consult the community during the process of developing the plan. These are potentially resource intensive, and would require a mechanism for achieving significant level of engagement with the local community. Unfortunately, such a level of engagement could not be achieved within the constraints of this project. Further, given the necessity of a referendum, it is probable that there would need to be a level of oversight akin to a local council election, with appropriate safeguards for the integrity of the results. This would best be served by liaison with Rushcliffe Borough and Nottinghamshire County Councils; bodies which regularly organise and administer the elections process.

### **Recommendation**

Lady Bay Community Association should ensure that they consult both Rushcliffe Borough Council and Nottinghamshire County Council about how the legal requirement for a referendum on neighbourhood plans will be met in the Nottinghamshire area.

The Act is also clear that a suitably qualified, independent individual will need to verify any neighbourhood plans, prior to presenting them to the local community for a referendum. As well as any local priorities set by the local authority, will ensure that any proposed neighbourhood plans meet the following conditions:

1. 'It has regard to national planning policy
2. they must be in general conformity with strategic policies in the development plan for the local area (i.e. such as in a core strategy)
3. they must be compatible with EU obligations and human rights requirements.'

(Planning Portal, 2012)

In addition to general planning powers, the Act allows designated community organisations to develop smaller projects without the need for formal planning permission. This power is referred to as 'Community Right to Build'. However, there will be limits to this power, in that any project that is proposed must fall below the limits for requiring an Environmental Impact Assessment. Community Right to Build projects will also be subject to independent review and a community referendum (Planning Portal, 2012).

### *Community Value*

Provision is made within the Localism Act 2011 for buildings or land to be designated as having 'community value'. This would allow such land to be entered onto a list, held by Local Authorities and then protected from developments that the community feel are inappropriate, or not in keeping with the local area. Buildings or land can qualify if their current, or recent use, promoted the 'social wellbeing or social interests of the local community', and there is the real prospect of this continuing, or being re-established within 5 years of the nomination.

Although there is little clarification as to what constitutes 'social wellbeing' within these considerations, s88(6) identifies 'social interests' as including cultural, recreational and sporting interests. This might reasonably be utilised as a guideline as to the kind of activities that would be most likely to receive positive responses.

### *Procedure for nominating land of 'Community Value'*

Section 89 of the Localism Act identifies that there are two routes for land to be nominated as having 'community value', the most significant for the Lady Bay area is s89(1a), which identifies one route as being through a 'community nomination'. In the subsequent clarification within s89(2)b, it is clear that Parish councils, as well as 'voluntary and community bodies with a local connection' will be considered to be able to make such nominations.

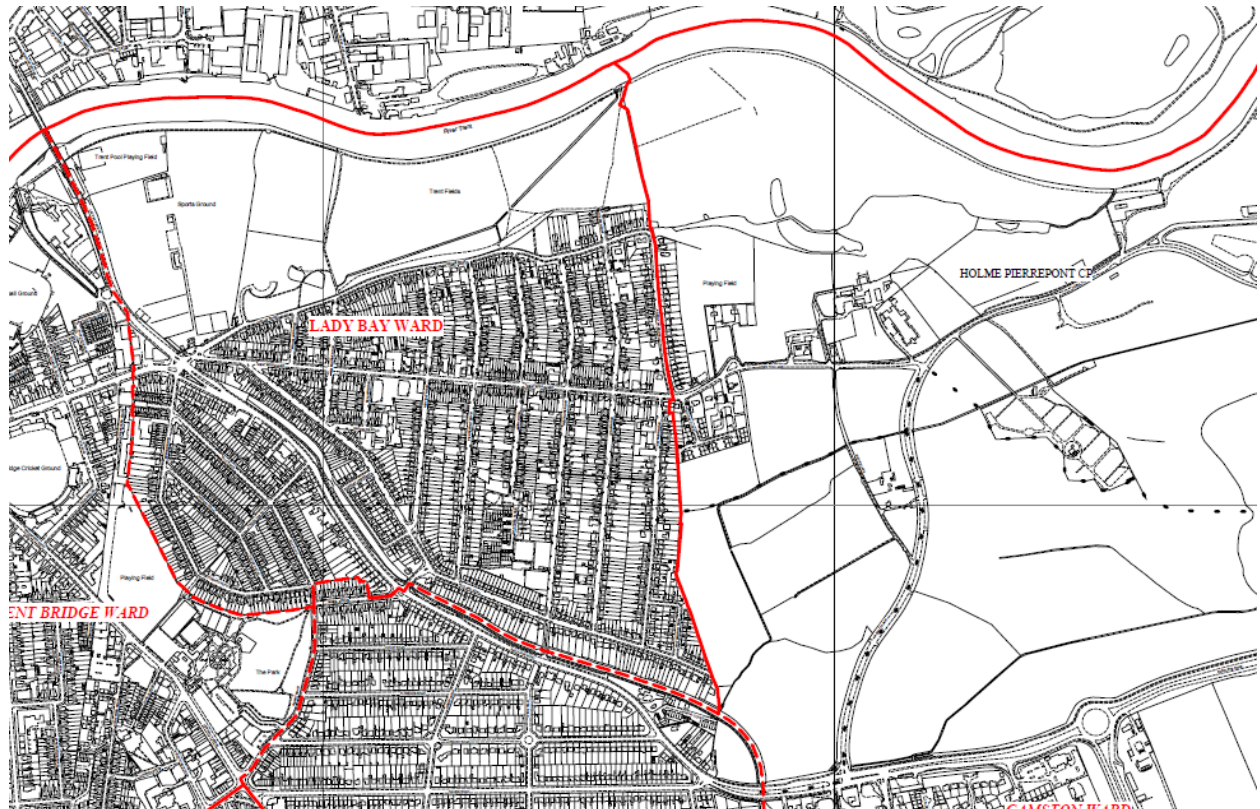
### **Recommendation**

*Lady Bay Community Association should act to ensure that both Rushcliffe Borough Council and Nottinghamshire County Council recognise it as a community body, within the meaning of the Localism Act 2011.*



## COMMUNITY PROFILE

The following profile of the Lady Bay area is based, where possible, on the Lady Bay electoral ward. Figure 1 (below) identifies the geographical area covered by this ward, based on the last review by the Local Government Boundary Commission for England, which undertook its last review of electoral wards in Rushcliffe in May 2000.



**Figure 1 Map of Lady Bay Ward (LGBCE, 2000)**

It is important to note that Lady Bay Community Association distinguishes itself from this political boundary by continuing to follow the Grantham Canal, and thence the Radcliffe Road, in the south west quadrant. Thus, the residents of the Edward Road, Crosby Road, Ella Road, Trevelyan Road, Mabel Grove and those residents to the south and west of Radcliffe Road are not considered a part of the distinctive community that is Lady Bay.

Originally, Lady Bay Ward was larger than its current configuration, but was reduced in size following the introduction of Trent Bridge Ward to the west after a

periodic review of electoral wards across Rushcliffe. The above roads remain within Lady Bay Ward in order to meet the needs of this review, and not as an indication of social or community boundaries (LGBCE, 2000).

Unfortunately, much of the data available for this review is compiled with electoral wards as the lowest level of data, which means the following section is indicative only of the social circumstances in the political ward, not the area recognised by Lady Bay Community Association as representing their area of concern. Of further concern is that some of the statistical presented here has been developed in reference to the Census 2001, which is the most up-to-date data at the time of writing this report. It is anticipated that data from the Census 2011 will not be available until summer 2012, so data that makes reference to Census data may not be up-to-date. In the following sections, data that relies on the Census 2001 are clearly identified.

### *Population*

Lady Bay Ward Profile, prepared for Rushcliffe Borough Council in May 2009 (Rushcliffe Borough Council, 2009) utilised data from Census 2001 to identify the total population of Lady Bay as 4859. This figure is approximately 740 people less than the figure identified in the Feasibility Study (Tidley, Knowles, & Perry, 2002), which was based on a baseline study conducted as a part of the development of the Riverside Masterplan. The table below shows a profile of Lady Bay, including the proportion of the wider Rushcliffe Borough area that is covered by the Lady Bay area.

<b>Ages</b>	<b>Lady Bay</b>	<b>Rushcliffe</b>	<b>Lady Bay %</b>	<b>Rushcliffe %</b>
<b>All ages</b>	4859	105599	4.6	100
<b>0-4</b>	327	5915	6.7	5.6
<b>5-15</b>	684	14618	14.1	13.8
<b>16-19</b>	209	4598	4.3	4.4
<b>20-44</b>	2169	36257	44.6	34.3
<b>45-64</b>	1014	27091	20.9	25.7
<b>65+</b>	456	17120	9.4	16.2

**Table 1: Population of Lady Bay by age group<sup>1</sup>**

<sup>1</sup> Source: Census 2001, quoted in Rushcliffe Borough Council (2009)

It is notable that the distribution of ages for Lady Bay is younger than for Rushcliffe. For example, in Lady Bay 69.7% of the population is aged between 0 and 44, whereas in Rushcliffe 58.1% of the population falls within this same range. Primarily this difference is due to a more people living Lady Bay in the age range 20-44, and less in the age ranges 44-65 and over 65.

The Census 2001, as referenced in the Lady Bay Ward Area Profile (Rushcliffe Borough Council, 2009), shows the population of Lady Bay is predominantly White-British(88.7%), though this is approximately 5% lower than for Rushcliffe Borough as a whole. Further, a slightly higher proportion of Lady Bay residents identified themselves as White-Irish (+0.61%) or White-Other (+1.25%). The remaining 6.79% can be identified as of a Black or Minority Ethnic (BME) origin. The largest BME group are Asian, accounting for 3.36% of the Lady bay population, with mixed ethnicity accounting for a further 1.74%. 1.01% of the area population is Black and 0.68% Chinese or other ethnicity.

### *Democracy*

Currently Lady Bay Ward is represented by two councillors from the Green Party – the only two to hold seats in any Ward in Nottinghamshire, including the Nottingham City Unitary Authority. Lady Bay is situated within the Conservative stronghold of Rushcliffe Borough. Although this might be considered to reflect a higher level of concern with environmental issues, it may also be due to the strong connection between the local councillors and the local community. Indeed one of the councillors has served as the Secretary of Lady bay Community Association for a number of years – indeed, for years prior to her assuming her council responsibilities.

Lady Bay Community Association itself is a useful tool for democracy. An examination of the minutes from the biannual public meetings shows that there is a stable core of attendees, with the potential for much higher engagement with the local community when issues of concern are on the agenda. In the last three years, the mean attendance has been 54 individuals, with attendance in 2010 being particularly low. However, Lady Bay Community Association can also successfully engage with the local community. At the last public meeting, in October 2011, the

attendance was significantly higher than for previous meetings, which has been attributed to two key areas. First, the agenda included a presentation from a doctor expressing an interest in establishing a local surgery, which the area has been without for a couple of years. Second, a presentation was made by Optima Care Ltd, who had recently acquired the vacant property that was formally the Skylarks respite care home. Both were issues of local concern, which can be seen in the local independence theme identified from the community consultation, which will be discussed in the next section.

Date	2009		2010		2011	
	6 May	21 Oct	12 May	20 Oct	18 May	19 Oct
<b>Attendance</b>	78	55	32	32	36	88

**Table 2: Lady Bay Community Association attendance at public meeting<sup>2</sup>**

In December 2011, Rushcliffe Borough Council made representations to the Local Government Boundary Commission for England (LGBCE) following a review of the variance in the electoral wards in the Borough. The table below, taken from the Rushcliffe Borough Council (2011) submissions, identifies Lady Bay Ward that the 2 councillors represent 11% more of the electorate than the mean for wards in Rushcliffe, with similar issues in neighbouring Gamston and Trent Wards.

Ward	Number of Councillors	Electorate 1 September 2011	Variance + or - average figure
Gamston	2	4024	+16%
North Keyworth	1	1414	-18%
South Keyworth	3	4173	- 19%
Lady Bay	2	3835	+ 11%
Nevile	1	1548	- 11%
Soar Valley	1	2094	+21%
Stanford	1	2131	+23%
Trent	2	3837	+11%
Wiverton	2	3086	-11%

**Table 3 Representation of electorate in Rushcliffe Borough (by Ward)<sup>3</sup>**

As a consequence of the above information, the LGBCE has confirmed that a review of the electoral wards will take place, most likely starting in January 2012. As a part of the initial stages of this process, Rushcliffe Borough Council has identified that a re-alignment of its governance structures would allow the total number of

<sup>2</sup> Source: Lady Bay Community Association

<sup>3</sup> Source: Rushcliffe Borough Council (2011).

Councillors in the Borough to be reduced from 50 to 45 (Rushcliffe Borough Council, 2011). It is not clear at this time whether any reduction would impact on Lady Bay Ward, or how the boundaries may be re-drawn. However, given that Lady Bay Community Association has a strong view on what constitutes their community boundary, this may be an opportunity to normalize the political and social boundaries of the community area.

### **Recommendation**

Lady Bay Community Association should identify opportunities to make representations to the Local Government Boundary Commission for England during their consultation process regarding the rebalancing of local authority electoral wards within Rushcliffe Borough in 2012.

It is interesting to note that there are also plans to change the Parliamentary constituencies within which Lady Bay falls, by removing the Rushcliffe constituency. The current proposal from the Boundary Commission for England places the majority of Lady Bay within a the constituency of Nottingham South and West Bridgford BC, with a few houses at the east end of Lady Bay falling within a new constituency of Coalville and Keyworth CC (Boundary Commission for England, 2011). However, these proposals will be considered separately to the consultation on the Ward boundaries in Rushcliffe and are unlikely to have a specific impact on Lady Bay as a community.

### *Community Safety and Crime*

According to data collated from UKcrimestats.com, crime in Lady Bay ward predominantly takes the form of Anti-Social Behaviour, which accounts for 30% of all offences. Vehicle Crime (25.1%) and Other Crime (21%) closely follow this. These three offence-types account for three-quarters of all offences in the Lady Bay area. Trends in the data show increases in Anti-Social Behaviour in both the April-May and July-September periods. These months coincide with Easter and the school summer holidays (UKCrimeStats, 2012). Vehicle Crime has clear peaks approximately every three months. Whilst this pattern appears consistent throughout 2011, without further investigation it is not possible to comment further about the significance of this. Other Crime is most prevalent in January and March-

April, though as this category covers 1298 offences it is difficult to make any significant comments about monthly variations without more detailed data. Overall, Lady Bay has an average level of crime, along with 68% of other wards in the country.

Month	Anti-Social	Burglary	Robbery	Vehicle Crime	Violent Crime	Other Crime	Total
<b>Number</b>	104	52	6	87	25	73	347
<b>%</b>	30.0	15.0	1.7	25.1	7.2	21.0	100.0

**Table 4: Crimes in Lady Bay Ward, Dec 2010-Nov 2011 (by type)<sup>4</sup>**

Lady Bay has an active Neighbourhood Watch Scheme, which Lady Bay Community Association supports in terms of publicity and funding. Further, there are regular meetings with the Police Neighbourhood Team, which are publicised by the community association.

#### *Education and Qualifications*

Lady Bay has a single primary school within its area, with pupils progressing to one of the two local comprehensive schools for their secondary education. Lady Bay Primary School has a good record of achievement in terms of Average Points Score (APS) across English Maths and Science, when compared with Nottinghamshire local authority and England, as well as with the proportion of pupils achieving Level 4 or above during Key Stage 2 testing.

	Lady Bay	Nottinghamshire	England
<b>Average Points Score</b>	29.1	27.8	27.5
<b>Pupils achieving Level 4 or higher</b>	89%	76%	73%

**Table 5: Lady Bay Primary School Key Stage 2 performance 2010<sup>5</sup>**

Further, the Department for Education highlights that in 2010 92% of pupils achieved the expected level of progress between Key Stage 1 and Key Stage 2 for maths, with 88% achieving this benchmark in English. Ofsted describes Lady Bay Primary School as 'satisfactory with some good and outstanding features' (Ofsted, 2010). Strengths were identified in the Reception class and in the later stages of Key Stage 2 (Year 6), with weaknesses identified in the lack of challenge in the

<sup>4</sup> Source: UKCrimeStats

<sup>5</sup> Source: Department for Education

curriculum for other years. However, Ofsted recognised that the achievement at the end of Year 6 is consistently above average, and that the school team had successfully addressed a fall in standards in English that had developed in the 2008-2009 period (Ofsted, 2010). It is also worth noting in the context of this community profile, that the majority of parents reported a positive relationship with the school, and that both parents and pupils alike feel that Lay Bay Primary School offers a safe and positive environment within which to learn.

In terms of the adult population, Lady Bay has significantly more individuals who have obtained higher level qualifications – which includes first degrees, higher degrees and NVQ levels 4 or 5, or other similar level qualifications. As will be seen in the next section, this reflects the nature of the work undertaken by many of the individuals who live in Lady Bay.

	<b>Lady Bay (numbers)</b>	<b>Lady Bay (%)</b>	<b>Rushcliffe (%)</b>	<b>Great Britain (%)</b>
<b>No qualifications or level unknown</b>	713	19.6	27.1	35.8
<b>Lower level qualifications</b>	1,197	32.9	42.5	43.9
<b>Higher level qualifications</b>	1,730	47.5	30.4	20.4

**Table 6: Qualifications of working age population<sup>6</sup>**

### *Employment*

At the time of the Census 2001, Lady Bay was above the local and national level for economic activity, with 80% of the population between 16 and 64 being economic activity. It is interesting to note that the population included fewer than might be expected self-employed individuals, at just 8.2% of the population, compared with 8.8 nationally and 10.1% for the wider Rushcliffe area.

	<b>Lady Bay (numbers)</b>	<b>Lady Bay (%)</b>	<b>Rushcliffe (%)</b>	<b>Great Britain (%)</b>
<b>Economically active</b>	2,710	80.0	78.2	74.0
<b>In employment</b>	2,644	78.0	75.5	69.8
<b>Employees</b>	2,366	69.8	65.4	61.0
<b>Self employed</b>	278	8.2	10.1	8.8
<b>Unemployed</b>	66	2.4	3.5	5.7

**Table 7: Employment and unemployment (2001)<sup>7</sup>**

<sup>6</sup> Source NOMIS

This might be explained by examining the types of occupation that were declared by residents of Lady Bay during the Census 2001. This highlights a significantly higher than expected proportion within the 'Professional' group, which, at 29.9%, is 11.6% higher than Rushcliffe and 18.8% higher than the proportion for Great Britain. Indeed, in 2001 Lady Bay had a higher proportion of Professionals resident in the Ward than any other Ward in Rushcliffe Borough. This over-representation is matched by slightly lower proportions of residents employed in roles such as administration, skilled trades, process plant and machine operations and elementary occupations. Lady Bay also has slightly less managers and senior officials than the rest of Rushcliffe, though it is still higher than the proportion for Great Britain.

	<b>Lady Bay (numbers)</b>	<b>Lady Bay (%)</b>	<b>Rushcliffe (%)</b>	<b>Great Britain (%)</b>
<b>1 Managers and senior officials</b>	441	16.7	19.9	14.8
<b>2 Professional</b>	790	29.9	18.3	11.1
<b>3 Associate professional &amp; technical</b>	455	17.2	15.3	13.9
<b>4 Administrative &amp; secretarial</b>	249	9.4	13.0	13.3
<b>5 Skilled trades</b>	168	6.4	8.5	11.6
<b>6 Personal services</b>	117	4.4	5.5	7.0
<b>7 Sales and customer services</b>	137	5.2	6.0	7.8
<b>8 Process plant and machine operatives</b>	104	3.9	5.3	8.6
<b>9 Elementary occupations</b>	183	6.9	8.3	11.9

**Table 8: Employment by Occupation<sup>8</sup>**

In My 2011, the Department of Work and Pensions recorded 240 claimants for statutory benefits, including Job Seekers Allowance and Incapacity Benefits. Table 2, below, identifies the number of claimants for different types of state benefits and what proportion of all claimants each group represents. Data for Lady Bay Ward is presented alongside other area, regional and national data for comparative purposes.

<sup>7</sup> Source: NOMIS

<sup>8</sup> Source: NOMIS



52% of claimants were male, which is approximately what is to be expected from trends in the other data sets. 48% of claimants were between the ages of 25 and 49, with a further 17% aged between 16 and 24 years old. This is also within a range of 4% either side of other data sets. (Office of National Statistics, 2011).

<b>Claimants</b>	<b>Lady Bay</b>	<b>Rushcliffe</b>	<b>East Midlands</b>	<b>England</b>
<b>Total</b>	240	5610	402670	4777970
<b>Job Seekers</b>	70 (29%)	1350 (24%)	99310 (25%)	1197090 (25%)
<b>Incapacity Benefits</b>	110 (46%)	2460 (44%)	177610 (44%)	2104450 (44%)
<b>Lone Parent</b>	5 (2%)	380 (7%)	39680 (10%)	516860 (11%)
<b>Carer</b>	20 (8%)	480 (9%)	35000 (9%)	385940 (8%)
<b>Others on Income Related Benefits</b>	5 (2%)	150 (3%)	13010 (3%)	160450 (3%)
<b>Disabled</b>	25 (10%)	610 (11%)	32070 (8%)	345220 (7%)
<b>Bereaved</b>	5 (2%)	180 (3%)	5980 (1%)	67960 (1%)

**Table 9 Benefit claimants in May 2011 (by benefit type)<sup>9</sup>**

### *Housing*

Lady Bay, as a Ward of Rushcliffe Borough, is one of the more affluent areas of the East Midlands region, which is reflected in the mean price of properties in the area. In 2011, properties in Rushcliffe were sold for 97% of the National average, whilst in lady Bay the average was 99% of national prices. This high performance was aided by the sale of a terraced house for £359,000, which was 181% of the national average for this type of property, and approximately twice the average price for Rushcliffe Borough. As such, some caution must be taken with the data relating to Lady Bay.

<b>Property type</b>	<b>Lady Bay<sup>10</sup></b>	<b>Rushcliffe<sup>11</sup></b>	<b>East Midlands<sup>2</sup></b>	<b>National<sup>2</sup></b>
<b>Flat</b>	£142,125 (4)	£131,872	£104,536	£229,690
<b>Terraced</b>	£359,000 (1)	£155,228	£113,532	£198,065
<b>Semi-detached</b>	£240,746 (27)	£194,952	£136,595	£204,993
<b>Detached</b>	£308,250 (7)	£314,409	£234,961	£342,576
<b>All Properties</b>	£239,635 (40)	£233,976	£165,006	£241,461

**Table 10 Mean price of properties sold in 2011 (by property type)**

<sup>9</sup> Source: Office of National Statistics, 2011

<sup>10</sup> Source: rightmove.co.uk

<sup>11</sup> Source: bbc.co.uk

It is important to note that the figures included come from a variety of sources, including data from the land registry that was quoted on the BBC website, as well as the commercial website *rightmove.co.uk*. Further, the data is taken from differing periods of time. In order to obtain a meaningful sample of data, the Lady Bay data is taken from the whole of 2011, whilst the land registry data is only taken from the three months of July-September 2011.

### Health

The data presented below is taken from the Census 2001, which asked respondents to assess their own general health in the preceding twelve months. As can be seen by Table 11, more of the population of Lady Bay Ward identified that they were of generally good health than in Rushcliffe. In turn, a greater proportion of Rushcliffe Borough residents identified that they were in generally good health compared with either the rest of the East Midlands region, or England as a whole.

Health of Population	Lady Bay	Rushcliffe	East Midlands	England
General health: Good	3,680 (75.8%)	76,896 (72.8%)	2,819,752 (67.6%)	33,787,361 (68.8%)
General health: Fairly good	870 (17.9%)	21,247 (20.1%)	970,957 (23.3%)	10,915,594 (22.2%)
General health: Not good	308 (6.3%)	7,456 (7.1%)	381,465 (9.1%)	4,435,876 (9.0%)

**Table 11: General health of population<sup>12</sup>**

In addition to the above data, the Office of National Statistics (2004) identified that Lady Bay ward has a lower proportion of residents with a long-term illness that limits their daily activities or work than other Borough, regional or national comparator populations.

Long term illness	Lady Bay	Rushcliffe	East Midlands	England
All people	626 (12.9%)	16,516 (15.6%)	768,266 (18.4%)	8,809,194 (17.9%)
People of working age	348 (10.5%)	6,867 (10.5%)	351,098 (13.7%)	4,014,005 (13.3%)

**Table 12: Population with a limiting long term illness<sup>13</sup>**

<sup>12</sup> Source: Office of National Statistics, 2004

<sup>13</sup> Source: Office of National Statistics, 2004

## **COMMUNITY CONSULTATION**

### *Methodology*

The community consultation was conducted through a structured survey, utilising open-ended questions. This ensured that the impact of the researcher was minimised in eliciting the opinions of local residents. The sample for the consultation process was opportunistic, rather than statistically driven. The intention of the research was to identify the opinions of local residents about priority areas that merit further investigation, development or planning. The scale of the current project, in terms of time and other resources means that a larger survey was unfeasible.

Unlike the previous consultation (Tidley, Knowles, & Perry, 2002), the researcher did not specifically focus on engaging statutory services or voluntary and community organisations that operate in the Lady Bay area. The previous research identified '158 individuals and organisations' during the project, with 117 of these responding. 68 (58%) of these respondents were residents of the local area, with the remaining 49 (42%) of the respondents represented a range of voluntary and community organisations, or statutory agencies.

The researcher analysed the responses obtained in the survey as qualitative data, representing the views of local people. Thus, the expressed opinions of the respondents are not reduced to a generalised statistical description. Ideally, the researcher would have utilised the structured survey as an interview schedule within semi-structured interviews, but the limitations of cost and time for this project mean that this was not possible. It is intended that the survey, when combined with the statistical data in section 3, will provide an overview of the Lady Bay community and offer guidance to Lady Bay Community Association regarding the areas to prioritise in future planning for the area.

The survey was produced in a hard format, for use at community events. The researcher attended the Christmas Fair at All Hallows Church in early December. In addition, an electronic version was created using the Survey Monkey website. The link for this online survey was then emailed to identified individuals from Lady Bay

Community Association, as well as individuals who were identified as active in the local community. For example, the coordinator for the local skate park, the local church wardens and the coordinators of a local road safety campaign. In total, 47 responses were received, with 2 responses excluded as substantively incomplete, leaving 45 valid responses.

The remainder of this section describes the themes that emerged from the survey responses, in terms of the benefits and threats to the Lady Bay community, and the specific uses of land specified in the research design, including the land east of Lady Bay, the National Watersports Centre and the vacant buildings

### *Identifiable community*

The responses to the survey indicate a strong sense of community within the Lady Bay area, with all of the responses including some reference, either explicitly or implicitly, to an identifiable sense of community. Several respondents referred to a Lady Bay having a 'village like atmosphere' that presents a unique character. As noted by one respondent, this is established because the area is 'geographically distinct, between the river and canal'. Further support is lent to this view by the repeated mention of 'green', 'open' and 'park' spaces, as well as the quiet atmosphere, as defining features of the benefits of Lady Bay as an area in which to live. Further comments related to the 'good sense of identity and public spirit' amongst the residents. Many of the respondents identified 'friendly' people contributing to an overall sense of 'community spirit' that pervades Lady Bay. Examples of this spirit can be found in comments such as 'it's safe to let your older children play and use the hook' and 'community activities that do not pressure to join in but welcome if you do'. The third, and final, strand that can be identified within this theme relates to the duality of Lady Bay, with one foot in rural Nottinghamshire, and the other in the urban areas of West Bridgford and Nottingham City. The advantages of access to a wide variety of retail, leisure and business services clearly marks Lady Bay as a desirable area within which to live.

Overall, it is very apparent from the survey that Lady Bay can not only be defined as a community in terms of statistics and politics, but it is also a self-defining community.

### *Risks to the community*

The responses to the survey regarding concerns about living in the Lady Bay area reveal that the respondents were generally concerned with factors that pose a risk of harming the existing community. For some, this was expressed as a fear of the possibility of Lady Bay 'being swallowed up into the larger West Bridgford/Gamston urban sprawl'. In particular, housing developments appear to be a prospect that concerns respondents. The number of properties that are being converted into multiple occupancy lettings and flats was cited by several respondents as a concern; one respondent highlighted that this is in contrast to previous projects of twenty years ago which were intended to reverse such trends. A subtext to this theme appears to be a concern that these properties will be let to students, which will impact on the current family-oriented atmosphere of Lady Bay.

Further concerns raised questioned about how sustainable the Lady Bay community would be in the future without investment in services. For example, the number and variety of shops has been in decline in recent years, with the number of vacant commercial properties along Trent Boulevard causing a significant concern. This issue was of concern to Lady Bay Community Association during the conception of this project, and further discussion on this can be found later.

A noticeable, though less emphasised concern relates to crime and anti-social behaviour. Specific reference was made to burglary, theft and anti-social behaviours which do constitute over 45% of the offending in Lady Bay ward. This appears to underpin suggestions for a police 'base' within Lady Bay. In some areas, police and local authorities offer neighbourhood contact points, where a selection of services can be delivered by co-locating neighbourhood teams in premises within the area of their responsibility. The police Local Action Group might be the most appropriate forum to make such a suggestion.

### **Recommendation**

Lady Bay Community Association should discuss the possibility of a local neighbourhood contact point with the police and local authority.

## *Health Services*

Given the information from the statistical profile, which suggests that the demographic for the area is dominated by professionals with young families, it is understandable that health services formed one of the most important themes to for the survey respondents. For example, the presence of a local pharmacist was seen as vital to the continued independence and identity of Lady Bay.

A very significant concern, which is also reflected in the increased attendance of the October 2011 public meeting of Lady Bay Community Association, is the lack of a doctor within Lady Bay itself. This issue was identified throughout the survey by nearly every respondent, either as a concern about the area, a service that they would like to see developed or as a suggested use for one of the vacant properties on Trent Boulevard that were identified in the survey. Further, concerns were also raised about proposal to merge several of the existing West Bridgford practices into a single venture on Wilford Lane. This would be further away from Lady Bay, and would mean that most residents would face a trip of 1.5-2 miles in order to see their doctor. Although there has been some discussion of a doctor's surgery being established in Lady Bay, it is unlikely that Lady Bay Community Association will be able to influence the NHS commissioning process sufficiently to guarantee that this can be achieved. Nevertheless, a mandate has been provided by the respondents to ensure that Lady Bay Community Association does all it can to introduce a locally-based doctor.

### **Recommendation**

Lady Bay Community Association should make all reasonable efforts to ensure that local health commissioners are aware of the desire for a doctor's surgery in Lady Bay, particularly given the high proportion of young families in the local area.

### *Vacant properties on Trent Boulevard between Lady Bay and Pierrepoint Roads*

Of all of the areas examined by the survey, this area had the most variation in the specific responses. Some of the comments from the survey suggest that an increase in family-friendly cafes and restaurants would be welcomed along the main Trent Boulevard corridor in Lady Bay. These would add to the atmosphere of the

area, and provide a new lease of life within the centre of Lady Bay. However, a note of caution might be suggested, that it is this type of business that dominates much of West Bridgford town centre, and Nottingham City has a reputation for its nightlife. Given the concerns expressed by respondents about being absorbed by the West Bridgford urban area, it seems ill-advised to focus on revitalising the Trent Boulevard area through the night-time economy. This may well be counterproductive to the family-friendly, village feel that is so distinctive about the Lady Bay community.

A consistent suggestion was for a range of smaller, locally-oriented businesses that provide fashion, craft or food retail. This might best be described as bespoke, boutique or artisanal retail business. In particular, boutique fashion was mentioned by respondents, which could provide unique designs for the young professionals in the area. A frequently referenced idea was having a local butcher, baker and fishmonger to compliment the green-grocer produce currently available from the general stores in Lady Bay. These options could contribute to the lifestyle of Lady Bay residents and could also attract some trade from the surrounding area, without causing problems for the overall atmosphere of Lady Bay.

The final group of suggestions from respondents might be described as community resources. There was support for a specific community resource centre for Lady Bay, which could be utilised as a venue for community events, meetings and activities by providing an alternative to the All Hallows' church hall. This would also include small business venues from which voluntary and charitable groups could operate, or establish small 'charity shop' ventures. An interesting suggestion from a small group of respondents identified the possibility of establishing a fitness studio in the vacant units, which might be operated either as a business venture, or as a community venture. This would not necessarily be a venue with large, expensive gym equipment, but more a space for activities such as yoga, pilates, martial arts or dance classes.

## **Recommendation**

Lady Bay Community Association should make representations to the landlord of the vacant units identified on Trent Boulevard to highlight that the local residents would welcome small, artisanal food vendors and boutique retail business. Lady Bay Community Association should also explore opportunities to support or develop a community venue in this area, either for voluntary groups and/or a fitness studio. Of vital importance to both of these ventures is that the landlord understands that the nature of such businesses means that the rental rate of small commercial sites should be supportive of entrepreneurial ventures.

### *National Watersports Centre*

The National Watersports Centre at Holme Pierrepont brought a variety of suggestions forth. Whilst some admitted they were not sure how the site should be utilised, others were more specific. One respondent suggested that the site should be 'as green in all senses as possible', which was echoed in several of the development ideas of other respondents. The dominant view appears to welcome the current use of the site as a watersports centre, though an upgrade to the facilities and the return of cafe, or the addition of a family-oriented restaurant, has some support. Further suggestions on how existing facilities might be extended include an increase in sporting activities at the site - ranging from a leisure centre, or swimming pool, for indoor activities – to the development of an outdoor activities centre, including a climbing wall. Both of these suggestions appear to be in keeping with the usage of the site as either focused on adventurous or water-based activities. Respondents indicated that such facilities could also form the infrastructure for youth activities, including after schools and holiday schemes. Other suggestions for sporting developments at the site include:

- Providing 'taster' sessions for sports such as rugby, football and archery
- Building an all-weather pitch

In addition to comments about the facilities at the site, a recurring theme from the respondents related to the environment. Several responses indicated that the site should be left alone, or protected as green space. There was also some identifiable support for the development of a nature reserve, or family-friendly park space that



would effectively act as an extension to Colwick Park, which sits across the River Trent from the National Watersports Centre. The inclusion of nature trails, cycle trails, sign-posted walks and family spaces around the existing watersports centre buildings, with a small bridge connecting the Colwick park side is likely to have a sympathetic reception from members of the Lady Bay community.

In a some cases, more significant developments were suggested, including the development of a Park & Ride at the site, which would support increased public access to the National Watersports Centre, particularly in the school holidays when it was felt that improved support for youth activities would be an advantage. A significant proportion of respondents indicated that they would support increase public transport links to the site, but it is far from clear that this should be accompanied by a more substantial Park & Ride scheme, which would act in opposition to the more environmentally inspired suggestions that were more clearly and frequently described.

A further, though much more contested example, proposed a wind farm be built adjacent to the Watersports Centre, subject to there being space and the necessary consistency of wind in that area to support such a scheme. Whilst this idea was suggested by more than one respondent, it would involve a very significant development of a type that can polarise debates about an area. Indeed, one of the other survey respondents in this case indicated a strong opposition to such a proposal. As such, there are more advantageous proposals that Lady Bay Community Association would want to explore, rather than an issue that is likely to cause significant tensions in the community.

### **Recommendation**

Lady Bay Community Association should ensure that Nottinghamshire County Council is aware of the ideas that have been presented by the community consultation when agreeing the future development or provision of services at the National Watersports Centre. In particular, Nottinghamshire County Council's attention should be drawn to ideas about the potential for extending the water-based and adventurous activities at the site, as well as the development of the green spaces, including family-oriented and conservation elements.

## *Environment*

The responses to the last question of the survey indicates a clear majority (93.3%) expressing an interest in a Renewable Energy Strategy for Lady Bay. One respondent highlighted the need for more information, which would be the next step in developing such a strategy. Given the complexity of such an issue, it is likely that a further series of projects, including public meetings, a publicity campaign and eventually a full consultation on what ideas are feasible and in keeping with the local area. Fortunately, there are experts in renewable energy who reside within the Lady Bay area and there are currently experiments in renewable energy technologies that are being conducted by both Nottingham Trent University and the University of Nottingham.

### **Recommendation**

Lady Bay Community Association should access expertise in renewable energy and community consultation to provide information to the local community with a view to developing a Renewable Energy Strategy.

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## **APPENDIX 2: SURVEY QUESTIONS**

What do you like most about the Lady Bay area?

What concerns do you have about the Lady Bay area?

In your opinion, how should these concerns be addresses?

What services, or organisations, are you aware of in the Lady Bay area?

What services, or organisations, would you like to see in the Lady Bay area?

What kind of business, or organisation, would you like to see occupy the currently vacant sites of Trent Boulevard between Lady Bay and Pierrepont Roads?

How should the land east of Lady Bay be utilised?

What kind of development would you like to see at the site of the National Watersports Centre?

Are you interested in a renewable energy strategy for Lady Bay?

Yes

No