

Introduction

The following report is intended to provide an overview summary of the period of public engagement that took place between February 27th and April 17th 2015 of the City Centre Area Action Plan (AAP). Approximately 200 responses were received throughout this period

Table 1: Engagement Overview and Results

Area of Engagement	Feedback Summary
Media engagement	<p>A range of media activity was undertaken over the course of the public engagement process. This included:</p> <ul style="list-style-type: none"> • A feature in the March 2015 edition of CitiVision magazine; • A range of leaflets, info-graphics and promotional material made available in local libraries and council buildings; • A section on the Councils website; <p>It is worth noting however that despite increased media coverage and promotional material, engagement through emails and phone calls has been lower than expected, especially when compared to previous consultation activities relating to the Local Plan.</p> <p>Much of the media activity has generated emails, phone calls and letters to the Council's Planning Policy team commenting on the AAP in more generic terms. Much of this engagement has however focused on a number of key themes, including the enhancement of the public realm, economic and environmental regeneration and improving accessibility.</p> <p>There were approximately 200 on-line responses to the AAP. Of the 18 questions posed the majority of respondents were in support of the approach taken by the council. Of the 18 questions relating to the plan itself, 9 had agreement rates of over 70%, with the rest generally scoring above 55%.</p> <p>It is worth noting however that despite increased media coverage and promotional material, engagement through emails and phone calls has been lower than expected, especially when compared to previous consultation activities relating to the Local Plan (or Core Strategy as it was previously known).</p>
Ward Forums and Community Meetings	<p>Offers were made for officers to attend all ward forums across Coventry..</p> <p>Once the engagement process commenced AAP presentations were made to all but three of the forums which comprised: Holbrooks, St Michaels and Woodlands.</p> <p>This meant 15 ward forums were attended in total presenting to in excess of 200 local residents.</p> <p>A key area of debate was around infrastructure, both existing and</p>

	<p>new provision. In general discussions were based around access to the city centre, parking and the ability for people to navigate throughout the city centre with ease.</p> <p>Another common topic discussed was around the city becoming student focused, the creation of a pedestrian crossing across the ring road at Bishop Street and the need for better quality shops.</p> <p>One overarching theme of the Ward Forums that did gain support in principle was the need to grow and support the city's economy, creating more jobs for local people. In particular the creation of jobs at the Friargate development and as part of the City Centre South scheme. It was also discussed that new homes should follow jobs growth and be located in close proximity in order to support sustainable development and improved links between the City Centre and new homes. This was also seen by some as an opportunity to link infrastructure and promote sustainable transport.</p> <p>In addition, the Council's Public Health Team also requested an opportunity to engage in the process to continue developing the strong links between planning and health that are already incorporated within the Local Plan.</p> <p>Comments were received from the Coventry Society and were generally positive. Of particular interest to the Society were issues around design and relationships to existing developments, and ensuring the city centre is developed in a sustainable and coherent way. A number of responses suggested the city centre is not suited to older persons and does not encourage them into the centre to shop. Issues such as: bus stops, road works, poor quality shops and an excessive focus on students and young people were all identified.</p> <p>There was also a desire to see more homes built within the city centre and a wider range of accommodation. In particular it was suggested that the city centre should not just be for students.</p>
<p>AAP Drop-in Sessions</p>	<p>A total of 11 drop-in sessions were arranged throughout the 7 week engagement process. These were hosted from 4 of the city's libraries, with each library hosting 2 events. The libraries were Willenhall, Finham, Arena Park and Allesley.</p> <p>Drop-in sessions were advertised through a range of sources, including:</p> <ul style="list-style-type: none"> • On the Council's new AAP website; • The Council's Twitter feed; • Email notifications to stakeholders; and • Advertising posters in the city's libraries <p>In addition a city centre shop was used on three occasions offering a flexible approach to days and hours of opening including at weekends.</p> <p>Offers were also made to local retailers and businesses.</p>

	<p>Despite efforts to promote these events attendance was limited with around 30 people attending. 9 of the events registered fewer than 5 attendees, 2 events welcomed between 5 and 10 people.</p> <p>The majority of people who attended these sessions did so in objection to the plan around 4 specific issues.</p> <p>The first of these were site specific such as development of a pedestrian crossing across the Ring Road at the canal basin.</p> <p>The second theme was the apparent focus on student provision and the third to consider older people when designing and providing services and developments in the city centre.</p> <p>The fourth theme was the lack of a quality retail offer terms of size, quality and both local retailers and high street brands.</p> <p>In addition to the themes discussed above, further comments were made around:</p> <ul style="list-style-type: none">• the re-use of existing buildings for student accommodation;• the need to improve the general environment of the city centre and improving pedestrian routes such as underpasses and subways;• The Burges in particular is highlighted as being in a poor condition;• The importance of completing Belgrade Plaza was highlighted on a number of occasions;• Support for removing Nationwide building from Broadgate to improve the links through to Hertford Street, for removing Coventry point to open up Market Way and for removing the escalators and ramp from Upper Precinct;• Pool Meadow seen as an underutilised resource – either it's too big for what it's now used for and should be reduced in size or removed or it should be used more;• People liked the idea of improved parking facilities and support high quality multi-stories – people tend to like the quality of parking at Belgrade Plaza;• There seemed to be general support for a new high quality offer to support the Cathedral and Transport Museum and the night time economy (including the revamped Cathedral Lanes);• General support for public realm improvements although comments did suggest a desire for more green infrastructure;• There is generally mixed views about actually deculverting the Sherbourne, but the wider principle is supported - i.e. making more of water infrastructure to help improve the built environment;• People recognise the importance of design. There was a strong message that we need to strive for better quality and better designed buildings and improve the setting of our listed buildings and conservation areas.
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In addition to the feedback set out above, the final week of the official engagement process resulted in numerous representations being made from the following groups:

- professional planning consultants including: Quod Planning, CgMs, Spenhill, and Planware.
- National Professional Associations and Quango’s including: The House Builders Federation, English Heritage, The Environment Agency, Natural England and the Woodland Trust and Highways England.
- Local organisations and representatives including, the West Midlands Integrated Transport Authority, The Coventry Society, Ian Harrabin Construction, C&W LEP.

By way of general summary, the professional planning consultants wished to see development opportunities expanded across the city centre area and not restricted to specific uses or areas. Responses received from Professional Associations, Quango’s and local organisations tended to focus on their own respective specialist areas including transport policy, biodiversity and ecology, flood risk, housing need and conservation and heritage policy.

Local organisations primarily focused on the relationship Coventry has with Warwickshire and the impact development in Coventry may have on these neighbouring areas and the layout, design and heritage of the city centre and its developments. A challenge was made to policy which restricts the growth of Hot Food Takeaways in Far Gosford Street and Spon Street. On balance it is considered that whilst there is a need to ensure the locations are vibrant and economically active it is also necessary to ensure the historic character of the areas is maintained.

Table 2 below sets out the main issues stakeholders raised and how the Council has listened to all views that were expressed as part of the consultation process.

Table 2: AAP Issues Overview

You said	We did
<ul style="list-style-type: none"> • More attractive City Centre 	As a Council we are working on a new City Centre schemes to make it more attractive, welcoming for local residents and new business partners also we are trying to attract more new business to the heart of our city as result we have number of new restaurants in place.
<ul style="list-style-type: none"> • Make parking more friendly for people to enjoy and stay in City centre longer 	Implementing more multi storey car parks; Reviewing our price strategy for city centre parking. As an example from now on there is a free parking after 18:00 at Salt Lane car park.
<ul style="list-style-type: none"> • Policy could be more proactive on tourism 	The Council will continue to work with partners and stakeholders to improve tourism and links between key assets.
<ul style="list-style-type: none"> • Make University campus more inviting for 	Council continues to investigate the options

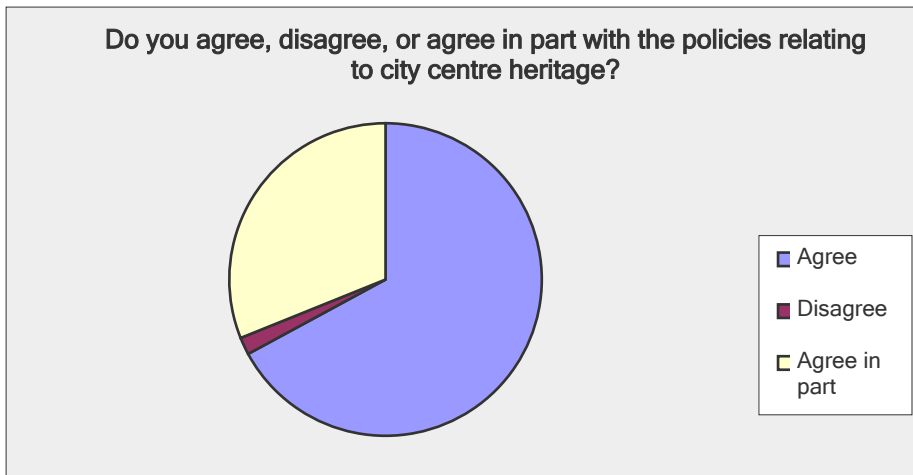
non-students.	as shared facilities and work with University to improve public pace.
<ul style="list-style-type: none"> Improved public space and health facilities 	New Swanswell Park project with improved children play area and fitness equipment.
<ul style="list-style-type: none"> Restrict hot food takeaways on Far Gosford Street and Spon Street. 	Council keep working on regeneration schemes for City Centre and South part of the city including Gar Gosford Street.
<ul style="list-style-type: none"> Request for better access to shop-mobility 	Council working on enhancement and relocation of shop-mobility services within new City Centre schemes.
<ul style="list-style-type: none"> More family homes in City Centre 	We are working with our partners to bring more residential development in to the heart of the city and to create 24/h active City centre for current and new residents.
<ul style="list-style-type: none"> The importance of completing Belgrade Plaza was highlighted on a number of occasions. 	City Council will keep working with partners and third parties to facilitate the continued investment in the area.
<ul style="list-style-type: none"> Engagement should be held in different way with more information provided by CCC 	We have been engaging planning policy documents since 2005 in many exhaustive ways. We arranged and visited every ward forum; public meetings and drop-in sessions in local libraries also we used media and radio as an option to contact residents, key stakeholders and other interested parties.
<ul style="list-style-type: none"> We received concerns regarding traffic, pressure on local amenities and increased crime level in the new development area. 	We are working close with highways, police and our partners to make sure that the new development is delivered in right way including safe environment new traffic management schemes and design which includes natural surveillance.

The information below relates to responses received through the Councils online response form, throughout the period of public engagement.

City Centre Area Action Plan

Question 1

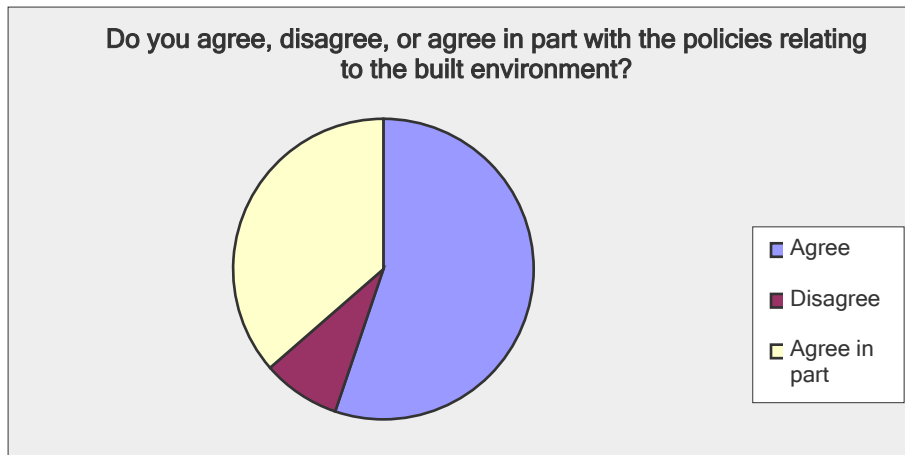
Do you agree, disagree, or agree in part with the policies relating to city centre heritage?		
Answer Options	Response Percent	Response Count
Agree	67.1%	110
Disagree	1.8%	3
Agree in part	31.1%	51
Comments		47
<i>answered question</i>		164
<i>skipped question</i>		6



Question 2

Do you agree, disagree, or agree in part with the policies relating to the built environment?

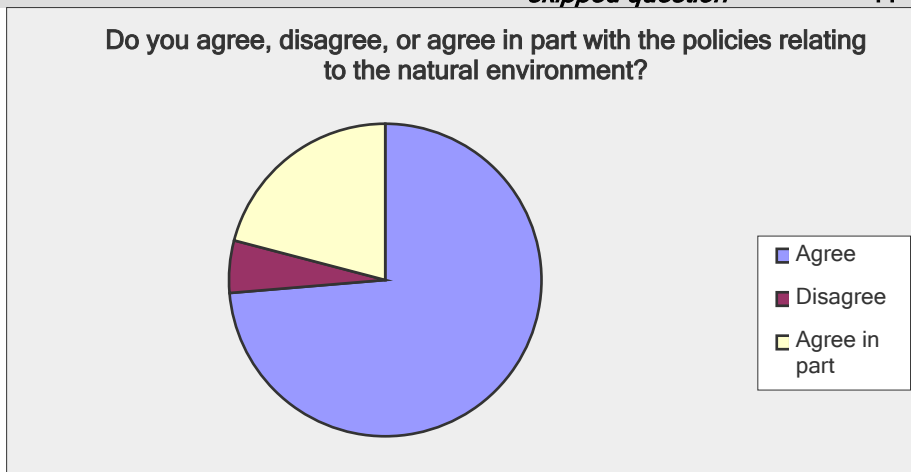
Answer Options	Response Percent	Response Count
Agree	55.2%	79
Disagree	8.4%	12
Agree in part	36.4%	52
Comments		63
<i>answered question</i>		143
<i>skipped question</i>		27



Question 3

Do you agree, disagree, or agree in part with the policies relating to the natural environment?

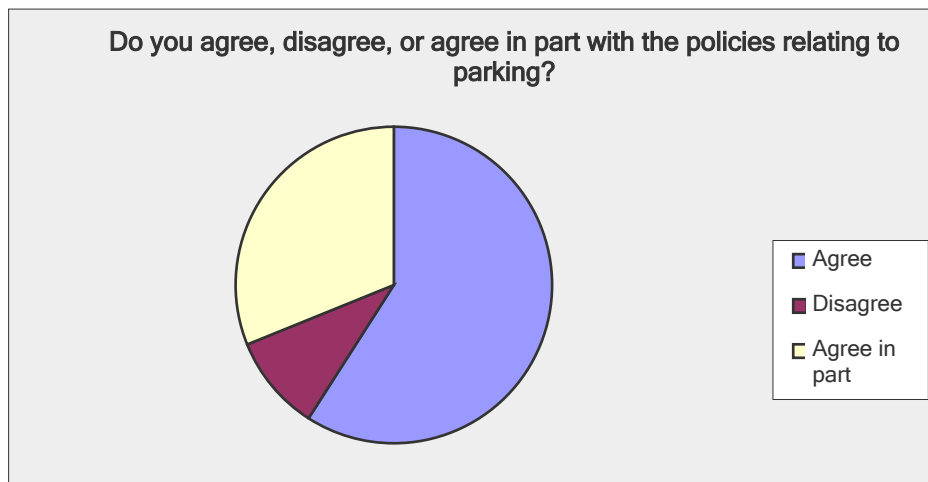
Answer Options	Response Percent	Response Count
Agree	73.6%	95
Disagree	5.4%	7
Agree in part	20.9%	27
Comments		36
<i>answered question</i>		129
<i>skipped question</i>		41



Question 4

Do you agree, disagree, or agree in part with the policies relating to parking?

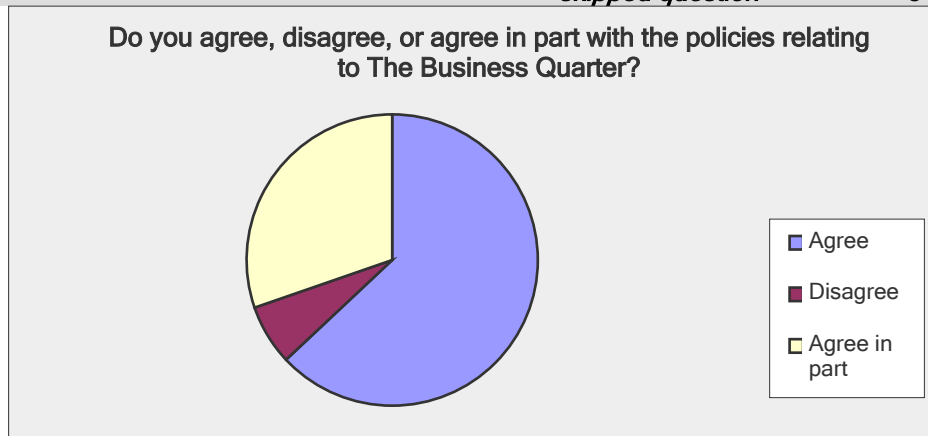
Answer Options	Response Percent	Response Count
Agree	59.0%	72
Disagree	9.8%	12
Agree in part	31.1%	38
Comments		55
<i>answered question</i>		122
<i>skipped question</i>		48



Question 5

Do you agree, disagree, or agree in part with the policies relating to The Business Quarter?

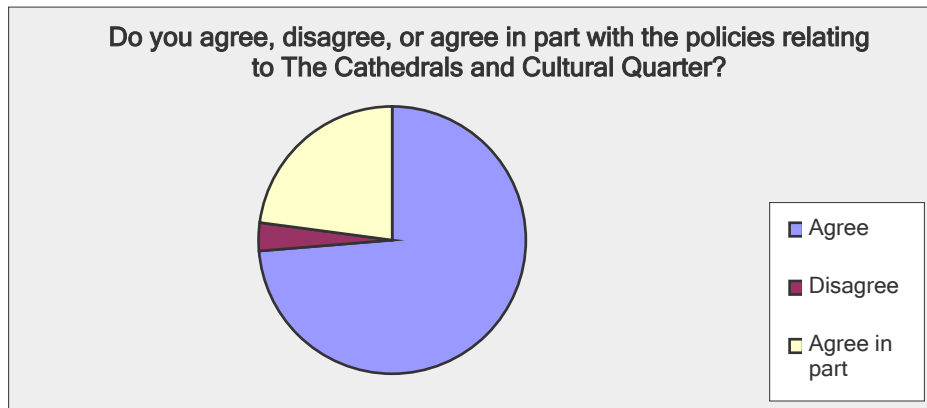
Answer Options	Response Percent	Response Count
Agree	63.0%	75
Disagree	6.7%	8
Agree in part	30.3%	36
Comments		39
<i>answered question</i>		119
<i>skipped question</i>		51



Question 6

Do you agree, disagree, or agree in part with the policies relating to The Cathedrals and Cultural Quarter?

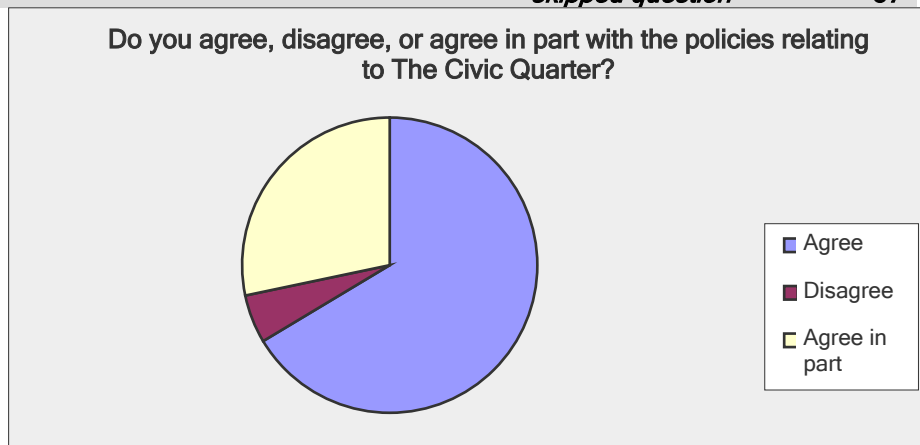
Answer Options	Response Percent	Response Count
Agree	73.7%	87
Disagree	3.4%	4
Agree in part	22.9%	27
Comments		27
<i>answered question</i>		118
<i>skipped question</i>		52



Question 7

Do you agree, disagree, or agree in part with the policies relating to The Civic Quarter?

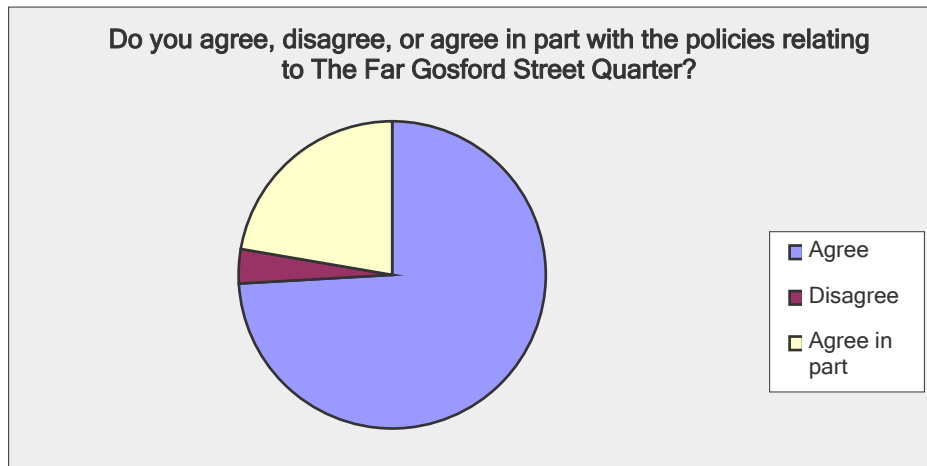
Answer Options	Response Percent	Response Count
Agree	66.4%	75
Disagree	5.3%	6
Agree in part	28.3%	32
Comments		24
<i>answered question</i>		113
<i>skipped question</i>		57



Question 8

Do you agree, disagree, or agree in part with the policies relating to The Far Gosford Street Quarter?

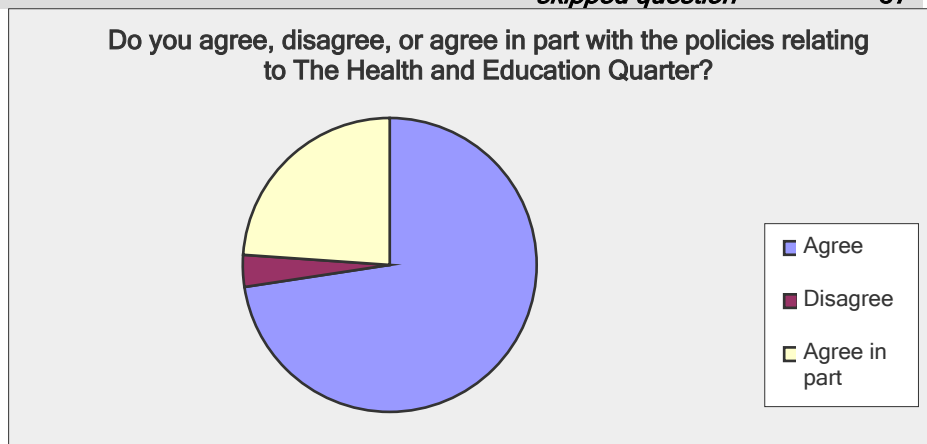
Answer Options	Response Percent	Response Count
Agree	74.1%	83
Disagree	3.6%	4
Agree in part	22.3%	25
Comments		33
<i>answered question</i>		112
<i>skipped question</i>		58



Question 9

Do you agree, disagree, or agree in part with the policies relating to The Health and Education Quarter?

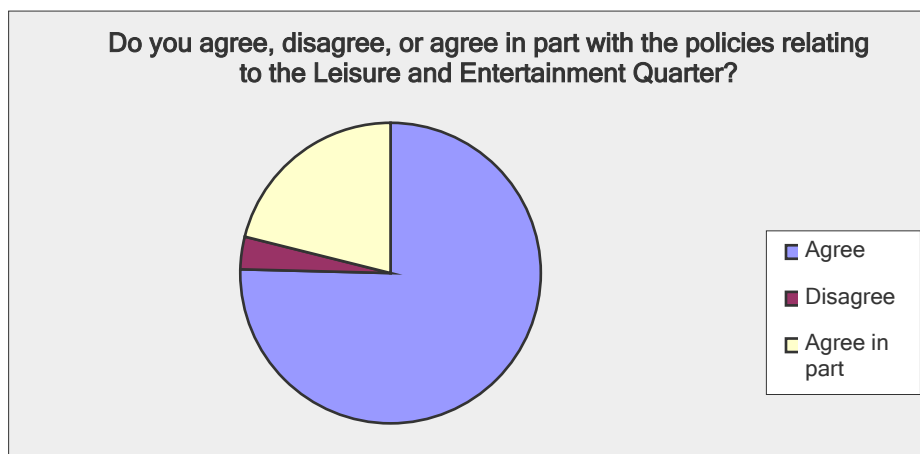
Answer Options	Response Percent	Response Count
Agree	72.6%	82
Disagree	3.5%	4
Agree in part	23.9%	27
Comments		28
<i>answered question</i>		113
<i>skipped question</i>		57



Question 10

Do you agree, disagree, or agree in part with the policies relating to the Leisure and Entertainment Quarter?

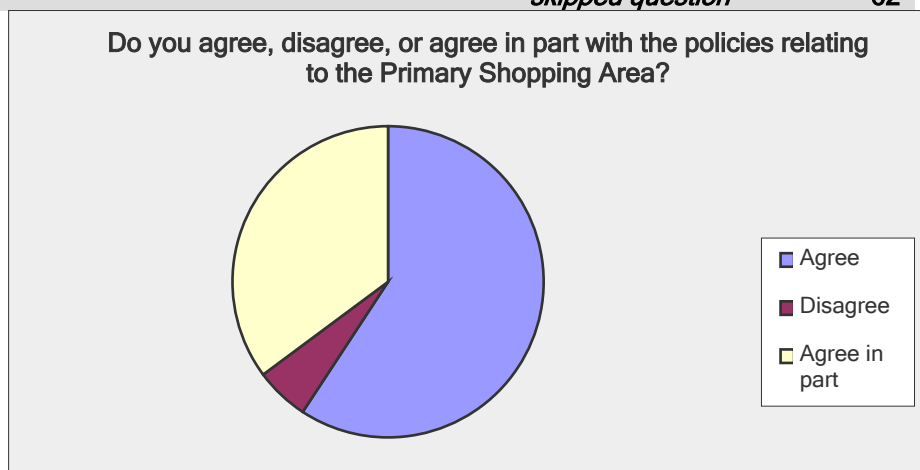
Answer Options	Response Percent	Response Count
Agree	75.4%	86
Disagree	3.5%	4
Agree in part	21.1%	24
Comments		26
<i>answered question</i>		114
<i>skipped question</i>		56



Question 11

Do you agree, disagree, or agree in part with the policies relating to the Primary Shopping Area?

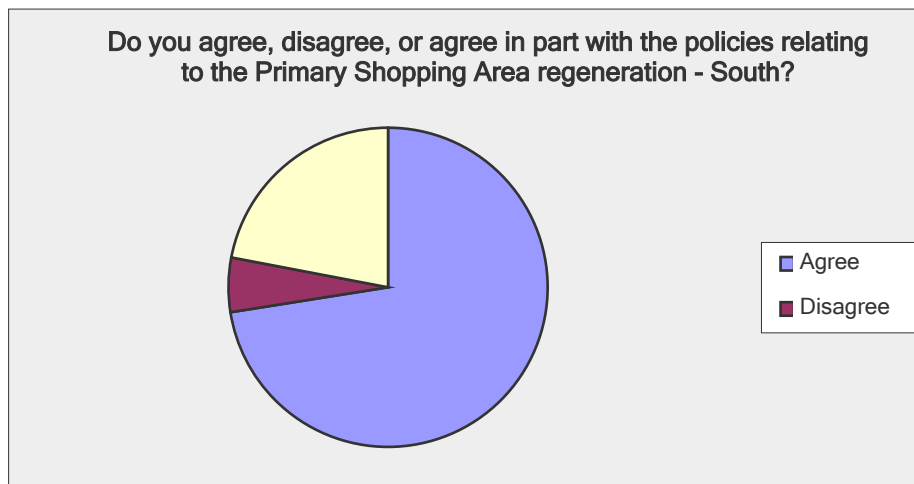
Answer Options	Response Percent	Response Count
Agree	59.3%	64
Disagree	5.6%	6
Agree in part	35.2%	38
Comments		57
<i>answered question</i>		108
<i>skipped question</i>		62



Question 12

Do you agree, disagree, or agree in part with the policies relating to the Primary Shopping Area regeneration - South?

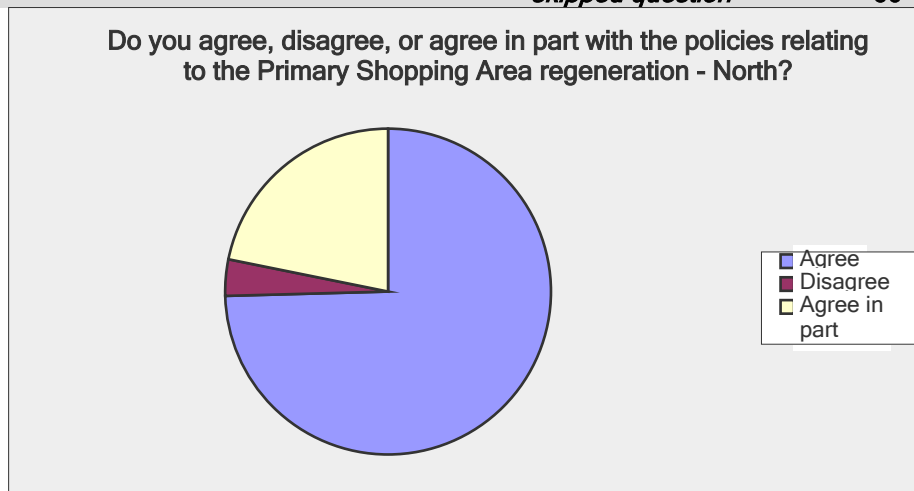
Answer Options	Response Percent	Response Count
Agree	72.5%	79
Disagree	5.5%	6
Agree in part	22.0%	24
Comments		34
<i>answered question</i>		109
<i>skipped question</i>		61



Question 13

Do you agree, disagree, or agree in part with the policies relating to the Primary Shopping Area regeneration - North?

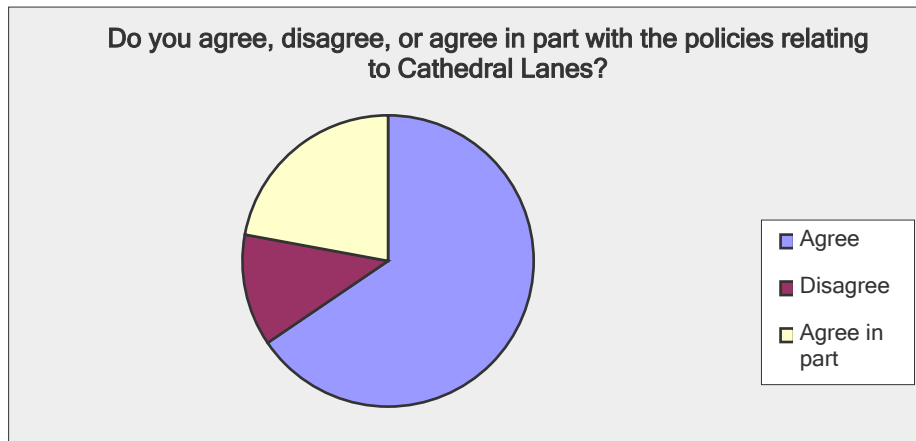
Answer Options	Response Percent	Response Count
Agree	74.5%	82
Disagree	3.6%	4
Agree in part	21.8%	24
Comments		26
<i>answered question</i>		110
<i>skipped question</i>		60



Question 14

Do you agree, disagree, or agree in part with the policies relating to Cathedral Lanes?

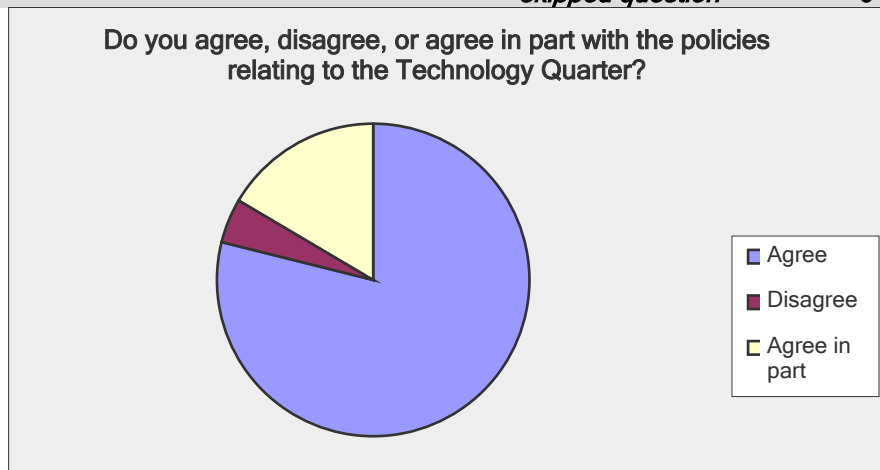
Answer Options	Response Percent	Response Count
Agree	65.5%	74
Disagree	12.4%	14
Agree in part	22.1%	25
Comments		49
<i>answered question</i>		113
<i>skipped question</i>		57



Question 15

Do you agree, disagree, or agree in part with the policies relating to the Technology Quarter?

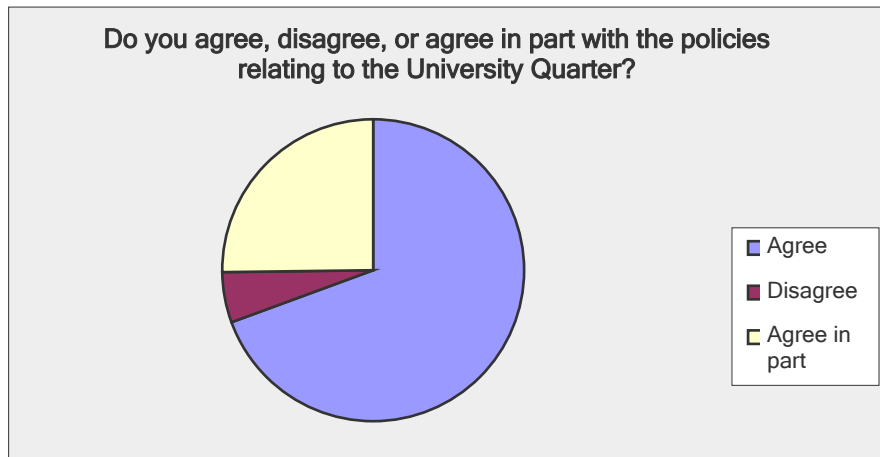
Answer Options	Response Percent	Response Count
Agree	78.9%	86
Disagree	4.6%	5
Agree in part	16.5%	18
Comments		18
<i>answered question</i>		109
<i>skipped question</i>		61



Question 16

Do you agree, disagree, or agree in part with the policies relating to the University Quarter?

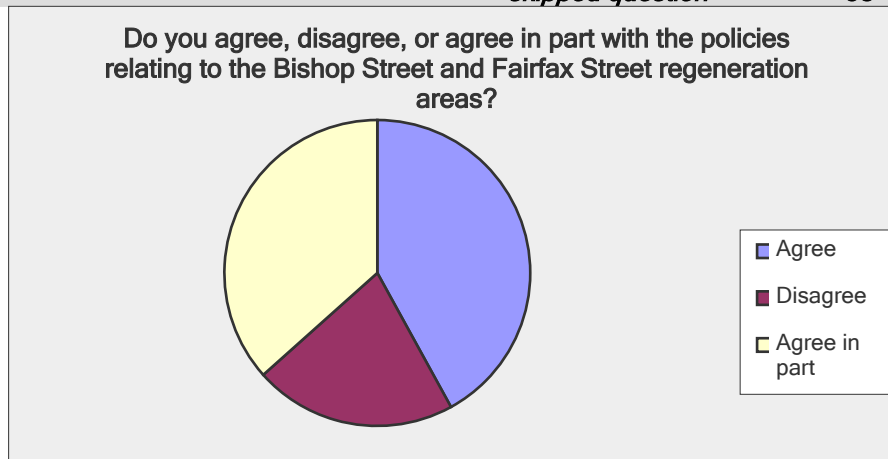
Answer Options	Response Percent	Response Count
Agree	69.4%	77
Disagree	5.4%	6
Agree in part	25.2%	28
Comments		33
<i>answered question</i>		111
<i>skipped question</i>		59



Question 17

Do you agree, disagree, or agree in part with the policies relating to the Bishop Street and Fairfax Street regeneration areas?

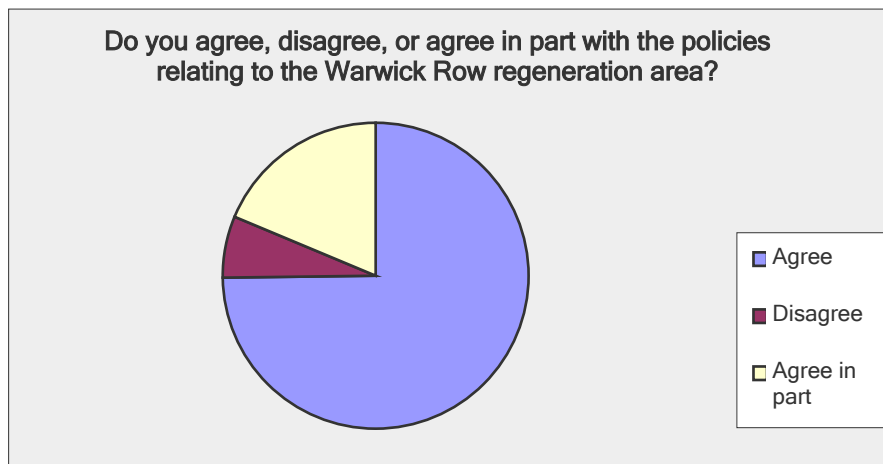
Answer Options	Response Percent	Response Count
Agree	42.0%	47
Disagree	21.4%	24
Agree in part	36.6%	41
Comments		52
<i>answered question</i>		112
<i>skipped question</i>		58



Question 18

Do you agree, disagree, or agree in part with the policies relating to the Warwick Row regeneration area?

Answer Options	Response Percent	Response Count
Agree	74.8%	80
Disagree	6.5%	7
Agree in part	18.7%	20
Comments		13
<i>answered question</i>		107
<i>skipped question</i>		63



Question 19

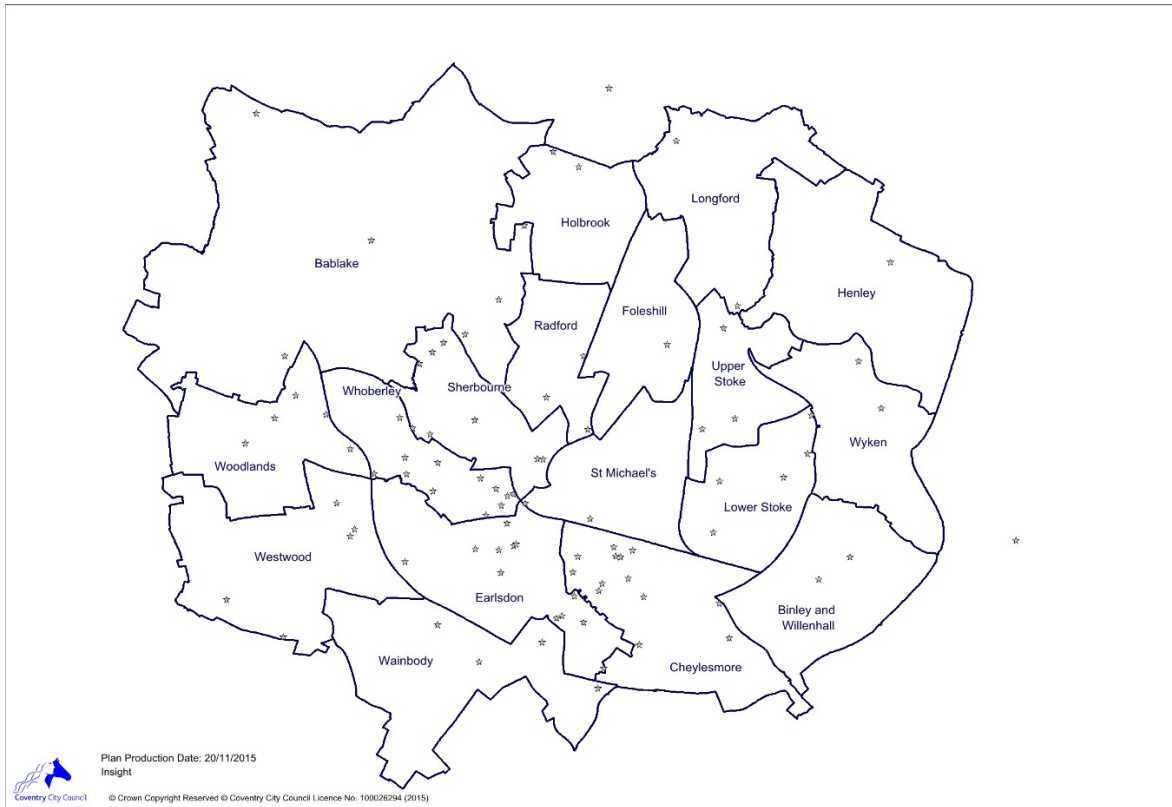
Do you have any other comments about the City Centre Area Action Plan?

Answer Options	Response Count
	63
<i>answered question</i>	63
<i>skipped question</i>	107

Question 20

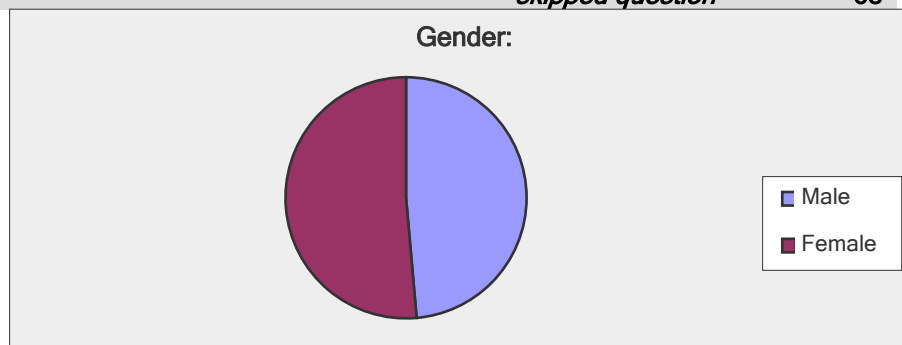
What is your postcode?

Answer Options	Response Count
	105
<i>answered question</i>	105
<i>skipped question</i>	65



Question 21

Gender:		
Answer Options	Response Percent	Response Count
Male	48.6%	52
Female	51.4%	55
<i>answered question</i>		107
<i>skipped question</i>		63

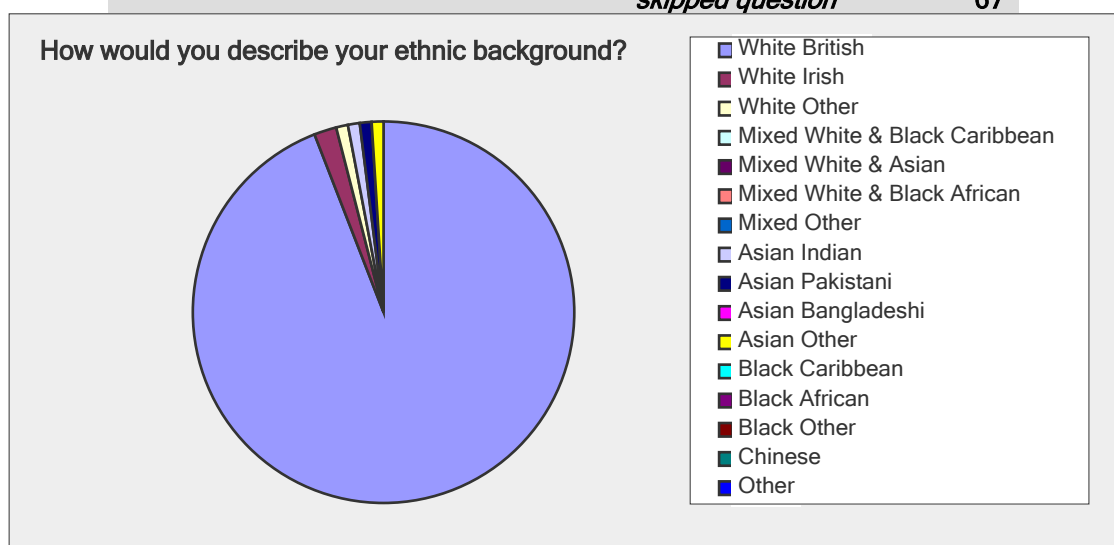


Question 22

How would you describe your ethnic background?

Answer Options	Response Percent	Response Count
White British	94.2%	97
White Irish	1.9%	2
White Other	1.0%	1

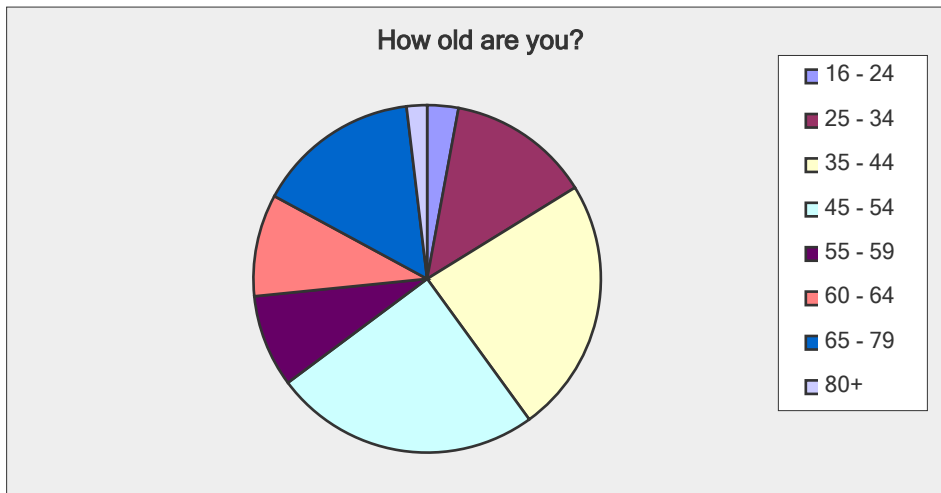
Mixed White & Black Caribbean	0.0%	0
Mixed White & Asian	0.0%	0
Mixed White & Black African	0.0%	0
Mixed Other	0.0%	0
Asian Indian	1.0%	1
Asian Pakistani	1.0%	1
Asian Bangladeshi	0.0%	0
Asian Other	1.0%	1
Black Caribbean	0.0%	0
Black African	0.0%	0
Black Other	0.0%	0
Chinese	0.0%	0
Other	0.0%	0
If Other, please state		4
answered question		103
skipped question		67



Question 23

How old are you?

Answer Options	Response Percent	Response Count
16 - 24	2.9%	3
25 - 34	13.3%	14
35 - 44	23.8%	25
45 - 54	24.8%	26
55 - 59	8.6%	9
60 - 64	9.5%	10
65 - 79	15.2%	16
80+	1.9%	2
answered question		105
skipped question		65



Question 24

Do you consider yourself to be a disabled person?

Answer Options	Response Percent	Response Count
Yes	6.7%	7
No	93.3%	97
<i>answered question</i>		104
<i>skipped question</i>		66

