



Discovering Southwell Project Consultation
Report of Findings
September 2019

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Introduction

Discovering Southwell is a community project aiming to promote Southwell's heritage, history, culture and natural landscape. Taking inspiration from the ecomuseum ideal it strives for an inclusive and all-encompassing interpretation of Southwell's past, present and future. It wants to encourage individual participation as well as partnerships with existing groups, organizations and businesses. Discovering Southwell is a framework to link and connect events and projects that are already happening in Southwell and support people in developing something new. Its goal is to celebrate, safeguard and engage with the people, places, history, culture and nature in Southwell and surrounding areas.

The aim of the first phase of the consultation was to gather feedback on the development of the project and understand the needs of the Southwell community. Discovering Southwell is a project that aims to be beneficial for the whole community and the results of the consultation will actively shape the format of the project. The consultation feedback will also be used to inform and evidence public engagement for a Heritage Lottery Bid in December 2019.

Methodology

The consultation ran from the 20th of March to the 30th June 2019. As part of the consultation process, we developed a webpage that introduced the project and advertised our events. The website was created by Envoy Web & Email Marketing Services with financial support from Southwell Heritage Trust and the University of Nottingham. A consultation flyer was produced introducing the main ideas and aims of the project. The flyer also included our web-address and a list of our events. Financial support for the overall consultation process was provided through the Global Heritage Seed-corn Fund from Nottingham Trent University.

A survey was produced which asked residents and visitors for their opinions on what made their town special, what future projects and activities they would like to see more of in Southwell and how they perceived the tourism numbers in their town. The flyers were distributed during our events and available for people to pick up in several shops and the

local library. The survey was made available online on the Discovering Southwell webpage and distributed at our events. It was also distributed in the May edition of the popular local newspaper *The Bramley*, together with an article introducing the 'Discovering Southwell' project. There were several points for people to submit the completed survey including the Library, Post Office, Co-op Supermarket, Leisure Centre and One Stop Supermarket. In addition, a head of department at the Minister School encouraged her students to fill out the questionnaire online. This led to a high percentage of answers from community members under 16.

The consultation was promoted through various channels including:

- Posters distributed in various shops around town
- Webpage
- Article in the Bramley
- Social Media (Facebook and Twitter)

To be as inclusive as possible and reach a wide variety of community members we organised several events to inform and hand out surveys. The following events were organised:

- 6th April, Family Craft and Information, Market Square
- 13th April, Family Craft and Information, Southwell Leisure Centre
- 15th May, A Question of Sports Pub Quiz, The Hearty Goodfellow
- 18th May, Discovering Southwell Information Day, Southwell Library
- 31st May, Southwell Stories, Saracen's Head
- 23rd June, Southwell Funday, The Burgage

In addition, we also participated in events that were already happening in town and talked to several community groups, as follows:

- 29th March, Information and survey, Spring Fair
- 02nd May, Visit to a local Sheltered Housing Group
- 02nd May, Information and chat at the Folk Night, The Reindeer
- 7th May, Tree planting, Starkey's Southwell
- 09th May, Information and chat at the Comedy Night, Saracen's Head
- 16th May, Visit to the Southwell Community Archaeology Group.

- 22nd May, Visit to Laxton with the Southwell History Group
- 12th June, Meeting with REACH

A qualitative focus group method was used to complement the wider survey exercise. Two focus group sessions were held on the 29th of May at the Saracen's Head. The first session was held from 1pm-3:30pm and the second focus group session was held from 7pm-9:30pm. People were encouraged to sign up for the focus groups during the drop-in session in the library, we sent email invites out to our subscriber list. Societies and community groups in Southwell were contacted via email and phone and we advertised the event on our website and on Twitter.

In addition, a survey of businesses in Southwell was conducted to assess how local businesses, artists and makers could contribute and profit from the Discovering Southwell project. 100 business surveys were handed out and then collected again from local businesses.

Results

A total of 806 responses were received to the main survey. This represents a good-sized sample, large enough to give us a high degree of confidence in the findings. There were 26 community members who participated in the two focus groups. The participants were divided into smaller working groups within these sessions, two in the afternoon and three in the evening session. We received 37 responses to the business survey.

Figures in this report are presented as a percentage of people who answered the question i.e. excluding 'no reply', unless otherwise described.

Data from the main survey was analyzed according to age groups; specifically, under 16s, 16-24, 24-65 (working age), 65-74, over 75. Where there are significant differences between groups of respondents, this has been stated within the report.

Distribution of Area of Residence

630 (78%) of the total number of respondents to the survey gave their postcode. Of these 607 (75%) live in Nottinghamshire postal area. 573 (71%) of these live within Southwell, NG25, and the four closest postal areas, NG14, NG22, NG23 and NG24. 440 respondents live

in the Southwell postal area, NG25. Confirmed Southwell residents therefore make up 54.5% of all survey respondents.

The large number of under 16's that answered the survey have skewed the geographic distribution of respondents slightly. 176 (58%) of under 16's gave their postcodes. Of these 175 (58% of all under 16's) live in Nottinghamshire with 160 (53%) of these living in Southwell or NG14, 22, 23, 24, and 31% living in Southwell postal area only. These are significantly lower numbers than when considering the combined age group 16 years and above. 451 (89%) of respondents over 16 gave their postcode. Of these 85% live in a Nottinghamshire postal area, 80% within Southwell or in NG14, 22, 23 and 24. 353 (69%) live in the Southwell postal area itself.

The results reflect that a large number of students from the Minster School responded to the survey. More of the student respondents are from a wider area than the general population who answered the survey, reflecting the wide catchment area of the school.

Age Distribution

The age distribution of the respondents differs from that of the 2011 census data and the 2017 estimated age distribution* of the Southwell parish population. The 300 respondents under 16, represent 36% of all respondents compared to 18% (under 17 years group) of the general Southwell population. Giving us a confidence level of 95%. This over representation is due to a large number of the Minster School pupils taking part. 16 to 64-year-olds combined are under-represented in the survey with 33% of respondents. 2011 data gives 18-64-year-olds representing 52% of the population. However, this result still gives us a good degree of confidence (above 90%) that their views reflect the larger 16-64-year-old Southwell population. 65's and older are slightly underrepresented in the survey with 27% rather than the 2011 30%. It is worth noting here that Southwell has a significantly higher than average older population. The national average for over 65's is 14.11%.

The large number of respondents under 16's present valuable information. The majority of these respondents are 11 years or over (as they are at secondary school), therefore these form part of a group of teens and young adults often under-represented in heritage audiences. Engaging children and young people in heritage and cultural activities is one of the 5 strategic goals for Arts Council England* and therefore an important aim for any

organization when qualifying for funding. Further, a lack of things to do in Southwell for this age group of older children and young adults has been highlighted through this consultation process. Thus, these results afford an excellent opportunity to gain an insight into what interests this age group, which should lay a good basis for Discovering Southwell to work from when planning how to engage this age group.

What makes Southwell special

Please note that where numbers have been provided for the most prevalent answers to open-ended questions, this is to give an indication of the magnitude of response rather than an indication of significance or salience in relation to the question asked.

Survey

We wanted to find out what aspects of life and amenities make Southwell special to the people who live, study and work here. The top five categories for each age group and the combined groups share some similarities.

When comparing the figures for the different age groups it must be noted that in general the three older groups, 25-64, 65-74 and over 75 all have a higher average % rating range than the two lower age groups, under 16 and 16–24. The range of the older groups goes from 94% at the top to 57% at the lowest. The younger groups the range is 86%-33% for the 16–24 groups and an even lower 69%-33% for the under 16. Therefore, it is important to consider both the percentage and the ranking for each category/age group as both are useful for analysis depending on what you are trying to understand. (See table in appendix 6). It should be said that all categories received positive responses from at least a third of all respondents. With only two categories, Heritage Sites (33% for under 16s) and Things to do with Families (33% for 16-24s) dropping below 40%. As such, it is clear that all aspects put to the community are cherished by all age groups to some degree.

Overall, access to green open spaces and nature is considered the most important aspects of what makes Southwell special to the community. Parks and Green Spaces 82% of total, and Easy Access to Countryside with 81% are the top two categories chosen by the combined total of all respondents. Easy Access to the Countryside features in the top five of every age group and in the top two of three of the six age groupings.

Parks and Green Spaces are in the top five of all age groups apart from the 65-74 years group. It ranks in the top three for each of the other groups, 1st for under 16's, 2nd for 16–24 and over 75 and 3rd for 25–64 groupings. In the under 16's respondents extra comments 'parks' was the strongest theme to emerge with six comments echoing the importance of access to open green spaces for young people.

Being able to access the park facilities with all my friends.

I really love sitting under a big tree on the Burgage and reading a nice book.

Places to go for fun i.e. parks, playing field etc.

Southwell Minster is also in the top five of four of the age groups. In the 16-24 group it just misses out by one percent at 51%.

Historic Character is ranked first for the age groups 25-64, 65-74 and over 75 with over 90% in each group. 16–24-year olds also rank it as fifth (52%). It is less important to the under 16 with 48%.

Related to this and the Minster are Heritage Sites, which come in the top five for the over 75 group (5th with 82%). It also gets 82% from the 65-74 group and 81% from 25-64s. A sense of and interest in history, the architecture and individuals and stories associated with Southwell collectively are very important to the community evidenced in the extra comments.

The fascinating history of its people. I am also keen to learn more about its heritage.

Unsurprisingly Educational Opportunities are important to the main school or higher education age groups. What is slightly surprising is that educational opportunities rank the least important with the 25-64 age group as this bracket includes the parenting years. However, in the extra comments, schools get the highest number, four, of responses from the 25-64 group. Under 16s gives two comments and over 75s give one comment.

Great schools and opportunities for children.

The Minster School and all the opportunities we get there to do things that we are passionate about, and the Minster school's link to the Minster cathedral.

Sport and Leisure Facilities is in the top five for the two younger age groups, though the percentage of the other age groups who chose sport and leisure facilities as important is slightly higher at 70% for 25-64, 71% for 65-74 and 70% for the over 75 group.

Sense of Community is rated fifth overall for all respondents combined. It is also placed fifth for the 25–64 and the 65–74 groups. Whilst it doesn't appear in their top five when we look at the extra comments that respondents gave about what makes Southwell special to them, sense of community is the strongest theme to emerge for all age groups, but particularly the over 75s (with 14 comments) and the under 16s (five comments).

People seem very kind and helpful especially if, like me, you are disabled. (over 75)

A safe and friendly community - pretty and historic town - a very safe town for elderly people, good friendly shops adding up to a gentle way of life. (over 75)

I have lived here all my life and love the whole atmosphere of things and how everyone is really jolly, and it doesn't matter whether you live in Southwell or not you will always find someone for a great conversation. (under 16)

People are friendly. Most speak when passing each other on their way in or out of the town centre.

Related to this is Cultural and Community Events which ranked fourth for the 65-74 group. This category also rated highly with over 75 (79%) and the 25-64 (78%) groups. 43% of, 16s and 48% of 16-24 groups also rated this as important. Comments relating to cultural events and festivals such as the Bramley Apple festival and the Minster Music Festival were a prominent theme, particularly with the 25-64 group.

I think that the events like the Southwell Folk Festival make Southwell special too.

The local art community, films and open studios also receive mention as part of the cultural offering.

...one of the interesting things about the town is the number of artists living here.

Also related are a sense of safety and community involvement. Safety was mentioned by all groups except the 16-24. Community involvement was commented on by the 25-64 and 65-74 groups.

Really feels like a trustworthy place (said my 12-year old).

It feels like a safe environment. Doesn't have as much crime as other places.

It's a great place for a wide variety of cultural events & groups.

Politically engaged and active population.

Location and convenience are also themes that came out strongly in the comments of respondents for all groups apart from the 16-24 group who didn't comment.

Easy access to anything you want, the city, fields etc.

It's a walkabout town.

Good public transport, easy access to major road system, accessibility of Nottingham. Attractions, small, compact size of town.

*Lots of interesting things all within easy walking distance - also good bus service.
A lovely place to bring a family up in.*

Easy access to the country - but nicely isolated - but with easy access to the three towns Nottingham, Newark and Mansfield.

Very accessible for shops and services for the visually impaired as everything you need is here and near as not too big.

I love the fact that the town isn't too big I don't like how there are a lot of houses being built.

Opportunities to be part of an active religious community emerged as a strong theme for the three older age groups, particularly the 24-65s (five comments) and the over 75s (with four comments).

Several churches offering lively worship. Activities for all the family, a great welcome and good pastoral care.

Belonging to the church is very important. A very friendly place to live, a calm atmosphere

Holy Trinity Church and School. Many active worshipping communities, including at the Minster, give the town a positive spiritual life. Churches are people, not buildings.

Facilities on offer in the town are considered a great asset. The unique independent shops and businesses are shown to be rated as important by the three older age groups in particular, with 75% of 25-64s, 77% of 65-74s and 65% of over 75s. 52% of under 16's too think the unique character of Southwell shops is a positive asset, whilst 48% of 16 -24s do as well. The extra comments also remark on the shopping experience but also note the importance of needing to support and develop the businesses in order to keep it thriving.

It is a magnet! So different to standard high streets. Treasure it!

The variety of shops is important - we don't want all interior design or all cafes. Variety will keep people visiting & enable locals to shop locally - so all needs are met. I think that the variety of what goes on in Southwell makes it such a great place - There's something for EVERYONE, old, young and whatever people's interests.

The market also is mentioned as important to the towns shopping offer and character. Though as came out with the focus groups, it is felt that it needs to be revitalised.

The market would be good if it could be more active as it was 20 or so years ago.

The library also is singled out for particular notice in the extra comments, particularly by the 25-64 and 64-75 age groups with 12 comments.

The Library is an important focal point & social hub.

The full use of the Library is fantastic facility, concerts, launches etc.

Pubs and eateries emerge as a strong theme in the extra comments with 17 comments. 10 from the 25-64 group, five from the 65-74 and one each from the under 16 and over 75 groups.

*Good pubs and eateries. The pubs are varied, but good for the community spirit.
Food and drink.*

Lots of places to meet for coffee and chat with friends.

Good access to other services such as doctors, dentists and transport links received comments particularly from the older two age groups.

There were several comments that highlighted that it is the combination of all aspects together, the holistic sense of place, that make Southwell special.

Southwell is special because of all of the above.

It is a distinct place, not merging into other built up areas and completely surrounded by countryside. Very little through traffic and it has a definite central area including Minster, Saracen's Head, up King Street and Queen Street.

The extra comments show that to many people, across all ages, it is their personal connection to Southwell that make it particularly special to them, as a hometown (13 comments) and through family history (three comments).

I live here.

It's where I met all my friends.

Southwell is the place I call home. We are a little town in the heart of beautiful countryside.

My wife and I love Southwell, bred and born here, I am very lucky.

It's our home.

We always think of the town with warmth as it was my hometown.

I don't live in Southwell but I was born on King Street in a cottage opposite the Library. My dad Harry Taylor worked at the Lace Factory before and after the war until it closed in the fifties. Mum and dad opened a grocer's shop at 100 Westgate. I married my husband in the Minster and lived in a cottage behind dad's shop. We needed a bigger home as we had two children but couldn't afford anything in the town so moved to South Muskham, but we always think of the town with warmth as it was my hometown.

The Bramley Apple Tree - I am a descendent of Mary Ann Brailsford who planted the original tree.

Conclusion

The findings of the open survey can be surmised as highlighting three main areas that make Southwell special to the community:

- access to open green spaces; this includes parks, countryside and nature together
- a sense of history in the town, including its buildings (including the Minster), its stories and characters
- a sense of community, encompassing all aspects of social and community life that bring people together and facilitate socialising, from the schools and churches, shops and cafes to community groups and events.

Table 1 Top five categories of what makes Southwell special per age group

TOP FIVE	All AGES COMBINED	Under 16	16 - 24	25 - 64	65 - 74	Over 75
1	Parks & Green Spaces 82%	Parks & Green Spaces 69%	Easy Access to Countryside 86%	Historic Character 92%	Historic Character 94%	Historic Character 91%
2	Easy Access to Countryside 81%	Easy Access to Countryside 69%	Parks & Green Spaces 73%	Minster 91%	Easy Access to Countryside 89%	Parks & Green Spaces 90%
3	Minster 78%	Education Opportunities 63%	Sports & Leisure Facilities 69%	Parks & Green Spaces 91%	Minster 89%	Minster 90%
4	Historic Character 74%	Minster 61%	Education Opportunities 56%	Easy Access to Countryside 89%	Cultural & Community Events 88%	Easy Access to Countryside 89%
5	Sense of Community 69%	Sports & Leisure Facilities 61%	Historic Character 52%	Sense of Community 81%	Sense of Community 85%	Heritage Sites 82%
Least Popular		Heritage Sites 33%	Things to do for families 33%	Educational opportunities 61%	Educational Opportunities 60%	Things to do for families 57%

Focus Groups

The focus groups provided an opportunity to gain more in-depth insights into the breadth of what members of the community consider to be special about the Southwell area and why. Participants worked together in groups to come up with their responses, so the number of responses is only a partial reflection on how strongly the specific themes or sites were held to be important. This said, some very strong general themes emerged. It is pertinent to hold in mind that the importance of the interconnections between the different aspects listed below was a constant recurring theme in itself.

Amazing amount of history attached to it for such a small place, and the deep connections between each part.

Promoting wide understanding of this interconnectivity of the cultural landscape, encompassing all elements of natural and man-made heritage is central to ecomuseum philosophy. Promoting a deep connection to such a holistic sense of place will help fulfil Discovering Southwell's ambition to celebrate the people, places, history, culture and nature of Southwell

As with the open survey results, what the focus group expressed as making Southwell special to them fall into the same three broad areas: access to open green spaces, a sense of history and a sense of community.

Access to countryside/green spaces

Reflecting the findings of the open survey, access to the countryside, nature, parks and green spaces represent the greatest assets for the focus group participants with 32 comments on their importance, 4 other comments on the holistic landscape and views from the countryside of the town are connected to these as well. Access to good and numerous footpaths is very important and the numerous trails such as the Southwell Trail and walking trails are highly valued.

Going out on the Southwell trail with the kids. Just going out and you are in the countryside.

So many foot paths I'm astounded.

Easy access to countryside, surrounded by fantastic countryside which you can just walk to from your own door.

Many pick out specific sites, such as Potwell Dyke Grasslands, or their favourite walking routes. The fact that many of these sites, Froggatt's Field, Potwell Dyke Grasslands, Higgon's Mead, have been gifted to the town and/or saved by community action adds a depth of attachment to them.

Green spaces, because I cannot believe how many lovely green spaces there are and they have been given to the town - It's very unusual, such as Higgon's Mead and Potwell Dykelands.

History

The historic character of Southwell is clearly an important part of life in the area whether people have a family connection or just enjoy the historic architecture or histories of the towns sites and characters. The Minster and associated sites, the Archbishop's Palace and the Prebendal Houses are unsurprisingly held in great esteem with 17 mentions.

I live beside it, I wake up in the morning I can see the spires, yes, I suppose my favourite place of all of these is the Minster.

The participants held many other historic aspects of the area as being important. Sites associated with Charles I and the Civil War, the story of Welfare support (through Rev. Becher, the Workhouse and House of Correction) and the Bramley Apple are seen as not just locally important, but nationally too. The origins of Southwell mattered to the participants, with the stories of Roman and Anglo-Saxon Southwell and the wells being picked out. The Burgage is highlighted as an area of particular importance bringing together many stories, architecture, memorials and loved green space too. The surrounding hamlets of Westhorpe, Easthorpe and the village of Halam are considered cultural assets. There is also an interest in the lesser known histories such as smaller industries such as lace manufacture, framework knitting and agricultural histories. The histories of individual characters such as Byron and Laura Palmer (Ridding) are also viewed as warranting special attention

Brackenhurst is another specific site that is held as a cultural touchstone for participants both for its history to the area and currently as a university campus, also the facilities it offers in access to the countryside, wildlife habitat and gardens.

Brackenhurst important as developing walks/trails/gardens/heritage centre etc.

Sense of Community

A positive sense of community and the opportunity to get involved with community groups and activities rated highly with participants with ten mentions.

Very friendly, welcoming & open, Good sense of community.

It's actually a very open community, open to different people, embracing people, a bit of an entity, a bit special.

I like the variety of activities you can get involved in here. It's a real asset.

Location of the town and the facilities it offers were also held as special by the participants.

Being able to walk everywhere is important.

Particularly valued are the library, the strong independent shopping offer including the market, sports clubs and facilities. In addition the strong cultural offering with festivals, music and a local artist community.

The kids love the library, it's a fantastic library, really good part of the community there as well.

Shops on the high street, because most of them are independent.

Leisure Centre & Sports (independent, owned by the town).

Art/artists (Southwell & Upton; Open Studio's) important part of the Southwell 'Brand' is that its artsy/crafty.

Southwell music festival – international calibre.

['What makes Southwell Special?' mapping activities](#)

To compliment the survey, as part of the consultation activities we asked the community to share with us 'what makes Southwell special to you?' through additional mapping activities and a 'post-it' display. The mapping activities were conducted at the Southwell Stories evening and the Burgage Funday. During the focus groups, participants worked together to map what they consider Southwell's cultural touchstones. In the week preceding the Discovering Southwell information day there was a display in the library that invited people to write what they loved about Southwell on a large postcard and add it to the display.

Whilst these mapping exercises were not carried out primarily to gather more statistics, they do provide a further insight into the places in Southwell that people feel strong connections to and the variety of reasons why. The Council of Europe Landscape Convention and the Faro Convention both highlight the importance of empowering communities to identify and interpret their own cultural heritage. The Faro Convention, 'encourages us to recognize that objects and places are not, in themselves, what is important about cultural heritage. They are important because of the meanings and uses that people attach to them and the values they represent.' (Council of Europe, 2019). The same philosophy is also a central tenet in ecomuseum practice. As such, the insights gained through the mapping exercises have value. The cultural touchstones put forward by the focus groups have been incorporated into the previous 'what makes Southwell special', focus group section.

Due to the nature of the question asked in the mapping exercises there is a strong emphasis on personal connections to Southwell and specific sites given. 16 responses directly refer to a personal connection from the respondent's own lives or a family history connection.

Southwell Minster. Got married here in 1981.

In the 1950's I came to the Minster when local church choirs came to sing at an annual service. What a memorable experience to sing in such a building.

My grandparents used to live here, and this field is named after them. It's still my surname.

Going wading in Potwell Dyke, we got stuck in the mud and our wellies fell off.

My dad used to own this pub and I used to live here.

Spinney – where my husband played as a child, my two children now play!

Crafts Way. We lived [here] 40 years ago.

Waterloo Yard. 1901 – 1913. Home of one of my ancestors.

Access to countryside, parks and green spaces also came out strongly with 13 references.

I can play in the park with my friends.

The park! It's so green and it's fun!

Memorial Garden's trip wire, loved by R aged 6 years.

Froggatt's Field. Our dog loves this place – us too!

My favourite local walks – straight from my door.

Southwell Trail on the bike.

Potwell Dyke grasslands – a local nature reserve. Beautiful.

Further social connections are represented to in other responses:

Southwell Minster – Family occasions and very community friendly.

W.I. on a Saturday morning, tea and cake, company and chat.

Going to school and seeing my friends.

A positive sense of community again is highlighted.

I do not live in Southwell but I work here and have always felt a special connection with Southwell and feel that it has a lovely community feel.

A friendly town.

Facilities in the town are again shown to matter to people. The library is particularly mentioned.

Excellent library staff.

Jazz in the library.

Library concerts.

Other facilities and specific businesses in the town:

Adult tap-dancing class. Wonderful.

Sweet Shop.

Ice Cream Parlour.

Alfreco's coffee.

Holy Trinity C of E Infant School.

Heritage sites received 6 mentions, 4 for the Minster and 2 for the Workhouse. In all but one case (for the Minster) the references were for personal connections to the sites, such as a family history connection.

Conclusions

The responses to the mapping exercises reflect the personal nature of the connections that people feel towards Southwell. Understandably there is a significant amount of cross-over between the main categories where responses could fit in to two or more.

Overall, the responses fall into three main themes; firstly

- Personal or family connections

The second and third theme mirror two evidenced in the open survey results,

- access to open green spaces; this includes parks, countryside and nature together
- a sense of community, encompassing all aspects of social and community life that bring people together and facilitate socialising, from the schools and churches, shops and cafes to community groups and events.

The responses to all the mapping exercises and the 'post-it' display have been gathered together onto the Discovering Southwell 'Favourite places, Special Sites' online digital map. The digital mapping project elicited further responses which have also been added to the map. There are now 111 responses on the map though it is hoped that this will continue to be added to by community.

The map and full list of responses can be accessed through the Discovering Southwell website or <https://drive.google.com/open?id=1pvjZFf2iPhBW10TA0-6VuTu3DGB9QS7W&usp=sharing>

Things missing in Southwell and barriers to participation

During the focus groups the participants were also asked to think of things that were lacking in the town. In the survey respondents used the future events category to highlight some of the things they felt were missing. The responses fall into four main areas.

1. Access to/linking up of sites
2. Facilitates/offer for specific groups
3. Communication and Collaboration
4. Making the most of Southwell's history

NB. Participants worked together in groups to come up with their responses, so the number of responses is only a partial reflection on how strongly the specific themes or sites were held to be important.

Access/Linking up of Sites

Issues around carparking have come up in both the open survey and the business survey. The focus groups further highlighted the issues. One aspect of the problem is the lack of good signage to direct people to the car parks, particularly the largest free car park at the leisure centre, and from there into the town.

Better information. Parking at the Leisure Centre is an option, but people need to know about this.

The signage from [the leisure centre] is terrible and people don't know how to get through the short way.

One response notes that the distance from the large free car park is a barrier to less mobile residents and visitors.

If the Church Street carpark is full, is our other permanent car park too far for many people? Yes of course it is, especially if you are disabled.

We know from the survey results that being able to walk around the town and surrounding countryside and villages and to access cycle paths are particularly important to the community. The focus groups highlighted the feeling that access to safe foot and cycle paths is not as optimal as is needed.

*Traffic and access are a major issue across the area, we should have good.
Cycling/walking paths with lighting that properly connect the area.*

*Would walk from Halam if we could but stretch with no footpath means its
inhibitive. Jealous of those who live in town as would walk if could, want to walk –
lack of safe footpaths means can't.*

The need to improve signage and information around the town and area to help promote a wider range of sites and how to get between them is another area highlighted by the focus group.

Signage from Workhouse, Easthorpe too is lacking.

*Need to get the information out there that there is more to Southwell than just
the Workhouse or the Minster.*

*Develop a timeline that could form basis of 'trail' e.g. Roman Southwell, Blue
Plaques Previous trails have failed, [such as the] 'Greenman' [and the] 'Bramley'
as people didn't know about them. Things aren't linked together and need to be!*

The focus groups highlighted specific facilities and offer for different age groups that are missing or need further development at present in Southwell.

Young People

The lack of offer for young people (secondary school age and above) in particular emerged as the strongest theme in the comments with 13 comments.

Not many places to go for fun for young people.

*Difficult for those too old for school activities or not catered for in them as
nothing there.*

*As returning students there is nothing and no sense of community to get involved
with anymore.*

*We need to answer the needs of young people, their views are so
important, and the youth club is not meeting at the moment.*

The lack of activities and events for young people, and the need to develop a better offer for them, was mentioned by 13 respondents in the survey. Some of the following comments were made:

Nothing for teenagers to do. What a shame that the youth club had to close.

Cater more for teenagers and young people i.e. popular music festival, etc.

More for the 10-18-year olds.

A youth club or something similar.

Participants of the focus groups worried that younger people might not want to be involved and saw this as a potential barrier for the success of Discovering Southwell:

Do the ages in between want things to get involve with? Mid-20s-40s; Many groups that used to cater or these no longer exist and when look at joining groups they are mostly older generation (off putting) or have to go into 'town' Nottingham to find activities and things to interest age group.

You have to be well-off to get here, which is a barrier for young people.

Younger people in their 20s want to get away.

Worried that only small number of people would have to take the weight of the bulk of the work. How do you get younger people (pre-retirement) involved?

Working Age

A gap in provision for those of working age was also noted by the focus groups

When kids are older and parents still in their 40s or 50s they still feel too young to join in with many of the groups on offer as they seem to cater for retired or elderly. 'Still feel too young' even as a 60-year-old.

Lack of provision for young adults and post children/before retirement age.

The Elderly

Whilst the active retired seem well catered for generally, the focus group responses point to the issues faced by the very elderly or those with mobility issues.

Very old and those with mobility issues; Isolation.

No community transport.

No central town bus route to take older residents out.

In the survey five respondents commented on the lack of disabled-friendly facilities:

Shopping etc. not disabled friendly. No access with a wheelchair e.g. The Theatre Deli, you have to sit outside.

Ramped access at Saracen's Head. Disabled toilet at Admiral Rodney+ Hearty Goodfellow. Entrance to Post Office very difficult for disabled.

Something to make Southwell better - flatten the paving slabs in the Minster grounds & suitable lighting on these paths when dark.

What is missing is disabled access to footpaths etc., e.g. a disabled person in a wheelchair could not visit the orchids near Harveys field.

General

Some facilities considered missing by the focus group were for all groups

Toilets, not open enough, the old toilet block {Memorial Park} is a disgrace (dumping ground for football kit) and could be turned into something useful.

We don't have a decent bus service into Newark or Nottingham. And now it is only half an hour and sometimes you can't get on the bus because it's full.

Community transport scheme for less physically able.

It was felt that a diversity of offer for different demographics, non-white, less affluent etc. was also missing.

Lack of opportunity for people who are young, non-white and less well-off to be part of Southwell.

Communication and Collaboration

Communication and collaboration between groups and organisations within the town was the second most commented on single issue during the focus groups with 8 comments.

Communication between individuals.

Lack of joined up thinking and vision.

Southwell seems to be quite a stratified society and we need something that can work across all those parts of the community to join people. There are good groups with their own social network but not much intercourse between the groups.

I'm always amazed at how many groups there are but 'never the twain shall meet'.

No access to public buildings (e.g. schools) including outdoor facilities as not open to public after hours for groups to use.

Related to this is the third most commented on issue, the lack of a community centre/hub.

There are lots of things going on but no 'heart' no community centre.

Lack of an obvious central community centre inhibits people getting to know each other and getting involved. It was years till I really got to know people and what was going on in town when I moved here.

It is very hard to find places to have meetings due to lack of places to do it.

Lack of community centre/space, like village hall.

No community centre.

Making the most of Southwell's history

The strongest theme collectively to come out of the focus groups is that it was felt that not enough is made of Southwell's long and rich history. Dominated by the Minster and the Workhouse it was felt that the other stories of Southwell should be made more of. This was felt it would benefit both the local community and also visitors. The main histories argued to be made more of where:

Roman Southwell

This echoes what came up elsewhere in the consultation process. There seems a real desire to see the Roman history made more accessible and visible.

Roman history; Disappointment that nothing tangible came out of saving Higgon's Mead. All the fantastic community action, fought hard, that went into saving it, and there is nothing to show for it. Expectation was that there would be something about the Roman complex but there is nothing to see, to find out! It would be great to have a reconstruction or partial exposure of part of site, or the layout on the ground, so people could see it and know it. Bring it to the fore.

Should be a major CULTURAL TOUCHSTONE DS ecomuseum should definitely make something of it!!! As it stands there is no purpose to the field!

Roman history (needs to made tangible and visible); Higgon's Mead & areas just off the Burgage.

Anglo-Saxon Southwell

Similarly, to the Roman history, it was felt by the focus group that the Anglo-Saxon story is largely invisible and unknown to locals and visitors and should be developed.

Anglo-Saxon history needs to made tangible and visible.

The Civil War & Charles I

It was felt that Southwell's part, and the numerous sites and characters, in this nationally important story should be highlighted more in the town.

Civil War museum does not acknowledge Southwell's pivotal part it played in it. Not just with Charles' last night but interplay of skirmishes etc., Belvoir Castle involved too. Makes them 'quite cross' that Southwell doesn't have an organic (holistic) approach to its history, people coming here can't easily find out about all these important interconnected stories. There is a NEED to have better communication to visitors and within the community even about these stories that are important not only locally but Nationally.

The Burgage

The Burgage was singled out as a particular area of interest that would benefit from developing its multiple and various histories connected with the site.

Burgage – No signage to tell you about the things there. The burials there (who are they? YP - School history teacher used to tell them about it but still want to know more details) common land and the grazing rights – House of Correction

Having names grounds you and connects you places. If you can say 'this person is buried here and they did this, this and this, and it makes it more real.

Bramley Apple

The survey has shown that the Bramley Apple is a treasured cultural touchstone of the Southwell community. One aspect that came up throughout the consultation process was the inaccessibility of the actual tree and this was brought up in the focus groups as well.

Bramley Apple everybody thinks of this, but the problem has always been there is NO Public Access to the tree!

There are 8 responses on the need for developing general access to Southwell's histories and showing the whole story.

Exhibition centre SHOULD be here to show its story!! Should be a highlight of the town.

Why did Southwell develop where it is? What made it get settled in the first place, from the Iron Age settlement.

No access to archives and artefacts that local groups such as the history society and archaeology groups have but nobody can see them.

Would like to see what is here in different organisations, such as the Minster library collections of old music and manuscripts, to local groups' archives more accessible and known to wider community.

Being able to look into the ground and see some of the old remains would be great!

There is so much interesting history/archaeology that people don't know about.

Future events in Southwell

Survey

The survey asked respondents to indicate which kind of future events in Southwell they would be interested in participating in. Respondents were given 22 broad choices that indicated themes of projects and activities that 'Discovering Southwell' could facilitate. They were also given the option of adding their own ideas. The highest level of interest was created for food/restaurants (71%), followed by shopping (54%) and festivals (51.3%). There are several events that generate interest among 40-50% of the respondents including film, music, Christmas events, plays/theatre, countryside walks and wildlife and conservation. The least interest was generated for online community activity (12.5%), literature (18%) and dance (23%). Volunteering also was rated low with (21.2%), however we do see it as a positive sign for Discovering Southwell that over 1/5 of all respondents were interested in new volunteering opportunities. The responses to Future Events reflect the issues that people have highlighted in the 'What's missing?' discussion in the focus group and the survey.

Thinking of future events in Southwell, which of the following would you be interested in?

779 responses.

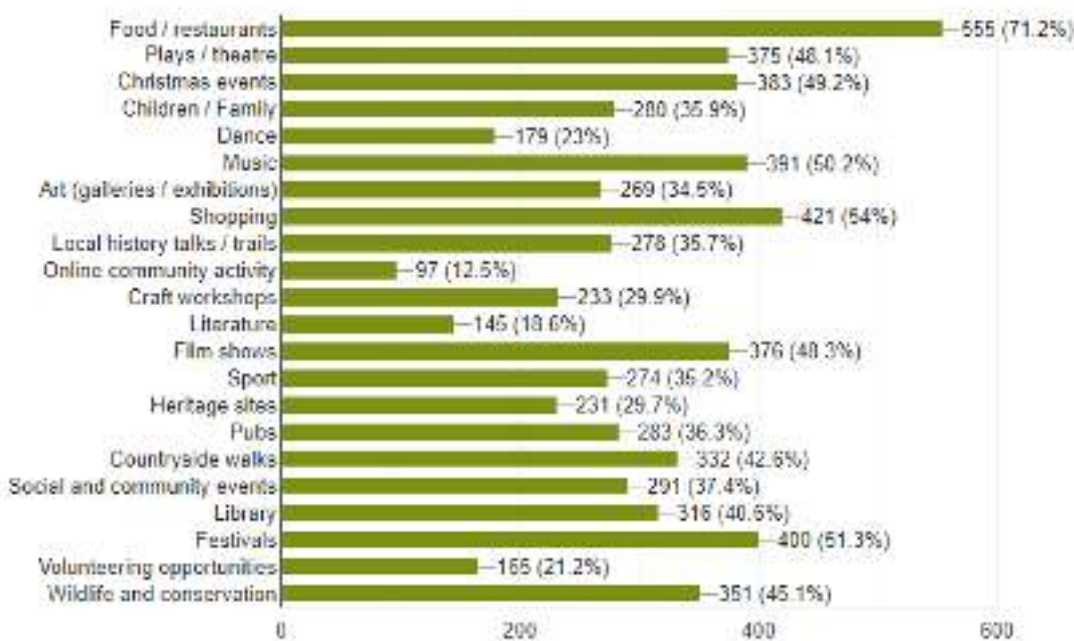


Figure 1 Which future events in Southwell would you be interested in?

Areas of interest varied quite significantly among the five age groups. With regards to most popular events food/restaurants scored highly amongst all age groups. Respondents aged over 75 had the same preferences as 65-74 aged respondents and also showed the least interest in the same events. Both groups rated the library highly (68% aged over 75 and 72% aged 65-74) as well as local history talks/ trails (58% aged over 75 and 61% aged 65-74). Christmas events and festivals were popular among the respondents aged 16-24 and 24-65. 66% of respondents aged 16-24 and 63% of respondents aged 25-64 were interested in Christmas events. 63% of respondents aged 25-64 were interested in festivals as future events. 52% of respondents 16-24 showed an interest in festival, the same percentage of respondents of that age group also showed an interest in pubs, shopping and music events. Apart from food/restaurants aged under 16 respondents showed an interest in events relating to shopping (60%), and film (50%) and sport (49%).

Activities respondents were least interested in also varied across age groups. Online community activities and dance scored low among all age groups. Respondents aged over 75 (13%) had the same preferences as 65-74 aged respondents also had little interest in events that were aimed at children (24%), as did respondents aged 16-24 (7%). Apart from online community activities and dance respondents aged 25-64 showed the least interest in events relating to literature (22%) and sport (29%). Heritage sites (10%), local history talks/trail (7%) and the library (7%) scored low among respondents aged 16-24. Respondents under 16 also showed little interest in heritage (7%) and local history talks/trails (11%).

The interest in volunteering opportunities is relatively evenly spread amongst the age groups ranging from 19% (under 16) to 25% (over 75).

A breakdown of interest of future events by age can be found in Appendix 5. When age groups responded to the activities they were interested in participating in the future a few other observations can be made:

- The three older age groups (25-64, 65-74 and over 75) were generally interested in participating in a greater variety of activities, with most categories scoring between 38% and 58%.

- History/trails and library related activities, that were particular popular with the two older age groups were particularly unpopular with the two younger age groups
- The two younger age groups showed little interest in heritage sites
- Sport was unpopular among the three older age groups but received the 4th highest score with respondents aged under 16 and received over 40% with the 16-24-year-olds

With regards to future events respondents showed interest in outdoor activities and safeguarding the natural environment.

Nine respondents commented on outdoor activities mentioning the need to improve the walking and cycle trails around the town:

Walking and cycling safe routes around town and to adjacent villages.

More cycle tracks in town.

Improve facilities on the Southwell Trail.

A renovated park on the Southwell Trail.

Countryside walks - do my own, keeping footpaths open and accessible is really important.

More cycling trails.

Improvements to the pavements and footpaths and cycleways.

Better facilities for cycling on designated paths.

Eight respondents mentioned activities that were aimed at improving the natural environment and environmental sustainability of Southwell:

Action against climate change.

Help save the environment from pollution.

Opportunity to help save the planet from all the types of pollution.

A sustainable growth plan that protects the green belt/open space.

Environmental action including tree planting & ending plastic use.

Environmental action groups.

Needs a more effective environmental policy, better recycling, more woodland to offset carbon emissions of the residents.

With regards to events relating to cultural activities eight respondents commented on the need to have a greater variety of events on offer:

Most of the pubs in Southwell are actually quite run down, their facilities, the environment and what they offer is generally uninspiring. The comedy club has been great, we could do with a place to have more things like that. Most of the focus for community events is either classical round the Minster or folky with the festival. I'd like to see a wider variety of events and entertainment.

We love Southwell and all it has - but it would be nice to see some events changed/developed and not just the same every year.

The need for a better offer around arts and culture is mentioned by seven respondents. This is also one of the few categories that was commended on by respondents aged 16-24:

Theatre company to join.

I am a local artist & would like to see more art-related events. The only one I have heard of is the Christmas market in which I cannot participate as I visit family over Christmas. (I don't have a studio; I make and sell my pieces online).

Southwell would benefit from a proper art gallery & educational centre for the public.

Occasional late-night openings, outdoor events and theatre.

Invite more authors to do reading/signing events at public facilities or Minster.

Especially folk festivals.

One of the interesting things about the town is the number of artists living here, and I wonder if a permanent art gallery would be an added tourist attraction, as well as providing a home for their many paintings and for occasional exhibitions.

Six respondents also mentioned the need for a cinema and more outdoor screenings.

In the heritage category four respondents expressed the wish to develop the Roman Villa site further. This was commented on by respondents aged 25-64, but it was also a wish that was expressed in personal conversations during the consultation process:

Develop the Roman villa site properly as a visitor/education attraction.

The Roman connection needs to become an attraction instead of burying it! Then there needs to be an initiative to provide accommodation for visitors. Southwell could become a hub for tourist attractions in the area.

Need to open up Higgon's Mead ruins.

There should be more done to uncover and maintain the Roman Villa remains as an area of interest, protected and signposted and made a big part of Southwell and its visitor information and people visiting.

Respondents also commented on the need for a wider variety of pubs/ restaurants and shopping opportunities. Thirteen respondents belonging to the three younger age groups mentioned the need to improve restaurant facilities. Respondents aged under 16 and aged 16-24 were particularly interested in fast food chains, while respondents aged 25-64 were looking for more choice and higher quality restaurants.

Shopping was mentioned by ten respondents mainly with regards to a wider variety of shops.

Focus groups

Some of the themes discussed in the comments were also picked upon in the focus groups. One reoccurring topic in the focus groups was the lack of activities and events for young people.

Most of the participants saw Discovering Southwell as an opportunity to do more and develop projects and activities aimed at those age groups not catered for at present. The following suggestions were made:

Lost library and other centre for young people.

Opening up opportunities for young people and the missing age group. Creating projects of the sort that people of these age groups that aren't catered for would be interested in getting involved with; important social interaction!! Makes them feel more part of the community.

Family fun day could be evolved to have music.

To attract young people and families with targeted initiatives such as digital/on-line developments.

Opening up opportunities for younger people to meet and be involved.

Opening up opportunities for younger people to meet and be involved – could work with schools through working with the teachers to fit in with the curriculum (Minster school has done an IT course for older people), and Brackenhurst has a student volunteering aspect that could be utilised.

In the focus groups, potential projects that could be facilitated and managed by Discovering Southwell in the future were discussed further. Participants felt that Discovering Southwell would need to develop some of these projects relatively quickly with tangible results to avoid losing momentum and to show participants that Discovering Southwell was serious about contributing to the community. This also would encourage more people to become part of and support Discovering Southwell:

Important to start small with something that you can see and is tangible

Making it happen and keeping it going.

Things need to be seen, because people come disillusioned very quickly.

Quick Wins needed: Things need to be seen quickly and easily achieved to tangible results to the community so they can see that there are benefits of the project and the results of everybody joining in with the surveys/events etc., to start with in the short term as well as the longer term.

People need to see what they can do to get them interested then they can really get behind the ideas (e.g. the park equipment, Reach, Higgon's Mead).

Ideas on how this could be achieved without funding available yet included to work with events that were already happening in Southwell:

Discovering Southwell as a Theme for Christmas Tree Festival.

When things happen could the logo be part of the branding, like the poetry festival and walk leaflets.

There were also some concrete ideas regarding programmes and activities that Discovering Southwell could facilitate in the long-term. They fall in the following categories:

Festivals and events:

- Southwell History Day/festival: - Arrange for the County Council North's showcase local history event Tim Warner based at Southwell Library (usually held at Mansfield) to come to Southwell for ONE year – with the 'deal' that Southwell will perpetuate a local version of it in future years after this 'kick-start'. 'Place-shaping'; could also

work with the Festival of Archaeology at the Lakeside [University of Nottingham] too.

- Food & Drink Festival
- Specialist continental/artisan market (if road closed then needs to chicane the stalls as it wasn't planned well before as blocked the paths to shops) Make it DISTINCTIVE special to Southwell
- Ceramics fair
- Lowdham type literary festival come arts festival linking the history (Byron) and contemporary arts
- Victorian Christmas Market
- We were talking about Charles 1 and the Civil War. Perhaps we could engage a re-enactment group to arrange a family day that would engage different age groups.
- Street parties – Street closure process easier (in local areas not central) e.g. Big Lunch
- Book/literary/poetry festival

Improving interpretation and information available on heritage in and around Southwell:

- Highlight Byron and Southwell
- Interpretation boards throughout the town.
- Getting information out there/ Linking it all together.
- Audio/ digital stories about Southwell
- More interpretative panels around, particularly in the 'thorpes', etc., to give more information about the areas.
- History of Women in Southwell
- Branded signage across town and removal of current incoherent and cluttering signs
- Signage – Discreet and effective: plaques on shops
- Leaflets/trail leaflets on digital platform; audio trails explaining heritage, history, etc.
- Develop a guided town walk
- Burgage Gardens courtyard, a good place for information panels.
- Development of Roman Site

- Developing the Charles I and Civil War history – One of most important aspects of the towns history connects, Norwood, Minster, Saracen’s Head, Upton Constable Accounts, Newark, Kelham perhaps difficult to achieve well as involves so many disparate organizations and sites
- Discovering Southwell could help lay foundation of protection for the centre character. Including sensitive shop signs etc to keep in character. (e.g. shop brands, Boots) not fitting in with surrounding town. Civic Society do keep a check on this sort of thing
- Lots of interesting bits in the architecture of minster need more highlighting – gargoyles, etc. – one of the arches in the Quire was lower than others due to mistake.
- Develop a timeline that could form basis of ‘trail’ e.g. Roman Southwell, Blue Plaques Previous trails have failed ‘Greenman’, Bramley as people didn’t know about them. Things aren’t linked together and need to be
- Timeline along the House of Correction site, when under development, was a fantastic way to show the history and its evolving over time, ‘great for ‘sense of place’ Lots of people really interested in it and expressed how great it was to access the chronology and the history. Could be used on Roman site.
- Roman history; Disappointment that nothing tangible came out of saving Higgon’s mead. All the fantastic community action, fought hard, that went into saving it, and there is nothing to show for it. Expectation was that there would be something about the Roman complex but there is nothing to see, to find out! It would be great to have a reconstruction or partial exposure of part of site, or the layout on the ground, so people could see it and know it. Bring it to the fore.
- We have a different version of lace, I mean it was machine curtain lace, for instance in the Second World War we were devoted to the war effort and converted all the machines to do anti splinter netting, camouflage, mosquito, all kinds. It’s a different history, but it’s an important history, the actual whole curtain lace industry during the war was controlled from Southwell. It is not often mentioned in the books and it ought to be as we are starting to lose the generation that was knowledgeable about that aspect of it. So, we would want to capture that quite quickly.

A museum or heritage centre/mobile or visual museum

The wish for a physical museum site was not only mentioned in the focus groups, but a topic that was regularly raised when talking to people about the Discovering Southwell project. In the absence of a physical museum ideas around a mobile museum or virtual museum were discussed:

- Also regarding the care home who struggle for transport. Perhaps we could involve the history group and create a small MOBILE museum to take out to groups and schools with some small artefacts for discussion. If we gathered artefacts with a theme e.g. Victorian, war, etc., these topics could fit in the school curriculum.
- Actual Museum
- Southwell History internet site/virtual museum.
- Central HUB for all information for visitors and community

Other ideas:

Other ideas ranged from offering people something unique, to tapping into interests/hobbies that people already have, producing a film on Southwell, improving foot and cycle paths, engaging with green spaces and wildlife and ways volunteers could be included:

- Something unique: like horse-drawn transport from the Minster to Workhouse
- Geocaching
- Schools: Make DVD for children's interest.
- Film at tourist office
- Cycle/Foot path to link all sites
- Cycle paths to Brackenhurst and across town North and South and East and West
- Encourage micro-volunteering and one-off volunteering for families.
- Garden/green space wildlife surveys
- Discovering Southwell could give more 'muscle' to groups like the Civic Society to have more of a voice

- South Well (decorate the well)

The focus groups expressed a few other ideas that they thought were relevant to achieve for Discovering Southwell in the future:

Co-operation and Information

One important aspect that was discussed in the focus groups was the idea that Discovering Southwell could serve as a link between the different community groups and encourage groups to cooperate more. It could also serve as a platform to inform community members and visitors about what is happening in Southwell. The need for better information and more cooperation was also mentioned in the comment section in the survey:

- Improve Communication between groups to open up niche activities to community as a whole.
- Joined up thinking/approach – to let the wider community know what is going on
- Pulling everything that is out there together/ information sharing
- Pulling groups together into a sort of family
- Make sure events keep going/ events could be better if people worked together
- Get groups working together – inter-generational e.g. sheltered housing and high school
- Organisations to co-operate to produce Family Days.
- Getting local attractions to work together more and better.
- DS help protect the rich cultural heritage and green spaces and linked together with other areas, Upton, Laxton, etc., to bring it all together.
- Linking and Developing the bonds and relationships between groups by showing them the benefits of participation.
- Communication between individuals
- Improving communication between the groups and so opening up and widening access to everyone.
- Community Centre/Central information platform/source including central diary calendar
- Getting the heritage trails all together online, better promoted.

Access and Inclusivity

The focus groups discussed that it was important to make Discovering Southwell relevant for everyone and allow as many people as possible to participate. Discussions ranged around how to improve accessibility to how to gain peoples interests. Some of the comments around this topic, such as the idea to develop a mobile museum can be seen in the above comments. One point that was made was, that it was important for Discovering Southwell to not just focus on history and heritage. This also links into the discussion around involving young people.

- Opening up opportunities for younger people to meet and be involved
- Opening up opportunities for young people and the missing age group. Creating projects of the sort that people of these age groups, that aren't catered for, would be interested in getting involved with; important social interaction!
- Makes them feel more part of the community.
- Community Bus/travel service – community transport to enable elderly to participate
- Would like contemporary culture to be involved too! Not all focused on History.
- Not just heritage but local shopping (independents) & catering, restaurants, pubs and cafes working together with attractions.

Digital technology/Social media

Focus groups also recognised the importance social media could play in promoting Discovering Southwell and distributing information.

- Spend on Social Media including Facebook boosts
- Social media – Instagram
- Phone App guided walk around the town

Conclusion

The results of the survey and discussion in the focus groups show that there is a wide variety of activities people are interested in getting involved in. Interests vary significantly between the different age groups and one of the challenges of 'Discovering Southwell' will be to develop activities and projects that are open for the whole community. There is a particular

need to think of an offer for young people and for people between leaving school and retirement age. Discovering Southwell also needs to be accessible to the elderly and those less mobile. It is important for Discovering Southwell to adopt a broadened definition of heritage that apart from interpreting history and heritage sites also provides a platform for contemporary culture and activism, such as taking action against climate change.

Another important area where Discovering Southwell could make a difference is with regards to communication. The Discovering Southwell website could be a hub for visitor and community members to find out what's happening in Southwell and how to get involved in different activities.

The survey and focus groups also identified Discovering Southwell as a mechanism that could link the different community groups and serve as a platform to allow for more cooperation and collaboration.

One point that was mentioned in the survey and in the focus groups was the importance of access to the outdoors through walking and cycling. People suggested that the cycle and foot paths around Southwell needed to be improved. This is one of the areas that other ecomuseums in the UK have supported and that Discovering Southwell could lead on in the future, in collaboration with the Council. This could also be an opportunity to work in cooperation with Brackenhurst campus.

People are still interested in a physical museum or information hub for Southwell, a centre for the local community. This is one of the long-term projects for Discovering Southwell to explore.

The focus group highlighted the importance of achieving visible results in a relatively short timeframe to retain momentum.

Some of the ideas of the community, such as an increase in fast food restaurants or improved parking facilities and accommodation, go beyond what Discovering Southwell will be able to achieve. However, Discovering Southwell could serve as a vehicle to make a case for improved infrastructure to the local and county council.

Tourism in Southwell

Survey

Respondents were asked how they perceived the current visitor numbers in Southwell on a scale from 1 to 5 (1 being too low, 3 about right, 5 too high). The highest number of respondents with 64.6% perceived visitor numbers to be about right, 12.4% felt that the visitor numbers are too high, while 22.9% of the respondents felt that visitor numbers could be higher. There is a similar distribution among the age groups Under 16s and 16-24, with the younger age groups being slightly more in favour of more tourism development (26% and 25% respectively) and a higher percentage of the Over 75s thinking tourism numbers are about right (75%).

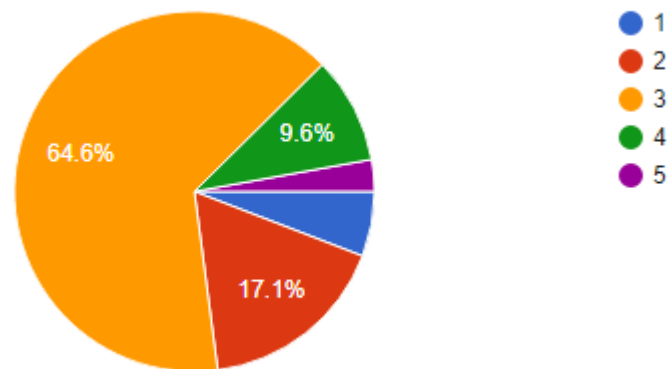


Figure 2 Tourism numbers in Southwell (on a scale from 1 to 5 with 1 being too low and 5 being too high)

Respondents who commented on the tourism question raised parking as one of their main concerns. Thirteen respondents commented on parking in general, six of these comments were related to visitor numbers, such as:

Visitors could become a problem if there was an increase in traffic flow.

we love Southwell and all it has - but it would be nice to see some events changed/developed and not just the same every year; Parking an issue for increasing visitors!!

Need to look into providing coach parking.

Focus groups

The potential challenges of an increase in tourism numbers were also discussed in the focus groups. Worries that too many tourists would change the character of the town and the need for sustainable tourism development were expressed:

Attract tourists in a seamless way without losing character of the town. We don't want to end up like a theme park.

Tourism is not an interest/concern to many community groups, developing the sense of community/community benefit is!

Established to attract tourist but done in a way that it is invisible, doesn't impact on the character of the place and sense of community Therefore need careful planning, car parks etc. so no negative impact. Keep the centre of the town as it is for the people of the town and visitors, Vicar's Court and the fields around bought for the people of the town.

As in the survey, one of the major concerns here was parking. This topic also came up in many personal conversations during the consultation process.

The footprint of tourism is enormous compared to the size of the town, so car parking is an issue for us and during most part of the year the car parks are full.

When I was talking about that with regards to tourism, if they come via coach there is no real coach parking. If the Church Street carpark is full, is our other permanent car park too far for many people? Yes of course it is, especially if you are disabled.

Frequently the co-op carpark is full, so the shoppers can't even get to shop, because people park there for three hours of tourism. So, it does need a management scheme for parking.

However, it was acknowledged that most of the parking issues arise during the major events in town, such as the Bramley Apple Festival and that some of these issues were caused by bad signage.

Other than on Bramley apple day I don't see huge parking issues in the town.

I was at the Minster for their Christmas event and everybody in town said how dreadful the parking was and that they could not get to their own house. There were no signs to tell people where to park, so it was chaotic. It needs management.

Biggest issues are infrastructure, especially parking that would allow for greater numbers of visitors to events, and in general. At present the parking is considered inadequate and always an issue when events are happening. (Elephant in the room; Bishop's Drive, Minster Land won't give it up).

One of the focus groups also mentioned that the lack of accommodation in Southwell is a barrier to sustainable tourism development.

I think people are mostly coming for specific events and don't stay overnight But they could be staying overnight if there was more accommodation.

Hotel wise we are very badly represented.

Focus groups also recognised 'Discovering Southwell' as an opportunity for sustainable tourism development. One of the main ideas was that Discovering Southwell could improve communication with visitors, develop a better visitor package that includes information boards and signage, and provide link between the different heritage sites in town to encourage visitors to stay longer and explore the whole of Southwell:

I talked to Canadian tourist who came to visit the Workhouse only and hadn't heard anything of the rest of the town and didn't intend to visit anywhere else. NT obviously good at advertising and linking their sites up to 'tourists'.

Co-ordination: well known that most visitors go to Workhouse don't go into town.

Offering a 'package' of visit to Southwell, Minster, Workhouse including big sites etc., including guided walks, joint venture.

Better signage and information boards around town so people can find out about what is actually there. But discreet and in keeping - could also include the timelines and finger posts as at York.

Getting the heritage trails online all together, better promoted and directed to.

Films history-introduction/boards/signage.

There is a need to have better communication to visitors and within the community even about these stories that are important not only locally but nationally.

Getting local attractions to work together more and better.

Better proactive tourist information.

Help develop the tourist information centre and offer information.

Hope that Brackenhurst will work with community to develop project especially around the Bramley Apple (world famous, big in Japan) partnership, could be an exemplar of sustainable rural economy tourism.

Problem of how to develop new areas of close enough parking that people will use it. Linking the places such as the Workhouse with parking capacity as part of a trail could help with tourism parking.

These ideas tied in with the hope that Discovering Southwell could promote Southwell's history on a national and international level. One of the main ideas for activities Discovering Southwell could do was to provide a better tourist information centre.

Conclusion

Both survey results and discussions in the focus groups show that the local community is not interested in a project that focusses purely on the development of cultural tourism and is strongly opposed to the overdevelopment of tourism in the area. However, the survival of local independent businesses does rely on visitor spending. Southwell's two major heritage sites, the Workhouse and the Minster are both aiming to increase their visitor number by 20,000 visitors a year. Therefore, it is essential for Discovering Southwell to engage with business and heritage sites to encourage sustainable tourism solutions that work for the whole community. One idea that is essential here is to encourage visitors to stay in the area overnight. This would increase visitor spending and allow the community to profit more. Here the cooperation and linking up of different heritage sites as well as the provision of tourism information is essential. Discovering Southwell could also be a vehicle to discuss parking arrangements during major event with the local and district council.

Community Assets and possible stakeholders

The focus groups were asked to come up with a list of community assets and possible stakeholders that might be interested in collaborating with or provide help/skills Discovering Southwell.

Community Groups

- Film Club
- The scouts
- We have all the sports clubs such as Southwell City. The rugby club and the cricket club they all have their own history and traditions
- U3A
- Walkers/Ramblers
- Civic Society
- Christmas Tree festival
- Café society - groups such as language groups run in them
- Cultural Societies
- Community Groups
- Lions
- Rotary club
- Art Community in town

Organisations

- Moorfield Court (retirement home)
- Town Council
- Minster + Dean
- Leisure Centre
- Schools
- Churches and Faith communities
- National Trust
- Tourist Information Centre
- Live at Home scheme
- Near universities
- University – student population

Business

- The racecourse
- Shops
- Southwell Traders
- Greene King (Saracen's Head)
- Garden centres

- Business community – Handicentre, Old Deli Cafe
- Trade association

Services

- Doctors
- Library
- Methodist Hall – as a venue

Individuals

- Steve Dando (out of National Trust)
- Community professionals

Community groups- Extra information

Sport groups

Sport is an important part of Southwell's community life. There are numerous active sports clubs and activities on offer. Southwell also has a unique resource in the independent Southwell Leisure Centre that is run by a committee of local residents. In the interests of finding out what a wide range of people were interested in, Discovering Southwell created an extra survey section (an addition to the general survey) and used a sports themed pub quiz night put on specifically to engage the sporting community. We had 19 participants in the Sports Quiz survey. Eleven of these were members of one or more local sports club.

Six local sports clubs were represented by the respondents: 5 were members of Southwell Lawn Tennis Club; 2 of Wheatshaf United Football Club; 1 Southwell City Football Club; 2 members of Norwood Park Golf Club; 1 Southwell Rugby member and 1 Squash player.

In response to 'what is most interesting fact you know about your sport/club?' there were 6 responses. The 4 tennis club members felt strongly a sense of inclusiveness was paramount at their club,

Cross-generational,

It's a real community Club for a very wide generation gap,

Offers tennis to all grades of player.

Respondents were asked what participating in or supporting sport locally gives them. All answers highlighted the physical and mental health and wellbeing benefits of participation. Seven responses cite the health benefits. Three responses cite enjoyment and fun and 2 cite the social aspects of belonging to a team. Another stated Sports should be available for the community.

Just over half of those who responded (56%) stated that they are interested in the heritage of their sports clubs. Though the sample taking part in this particular survey was small, working with sports groups, in particular the leisure centre, and sporting heritage could be an avenue worth exploring in the future by Discovering Southwell as a way of reaching a wider audience.

Sheltered Housing group

During the visit to a sheltered housing group, as well as completing the open survey members were asked to respond to the following additional questions.

What is missing in Southwell?

Community Transport

Connecting to other groups in the community

What do you love most about Southwell?

Friendliness

Safe environment

Everything that is needed is within walking distance

Easy access to the countryside for walking or cycling

When visitors come to visit you, what do you show them?

Minster

Workhouse

quality shopping

good community

pubs

cafes

What are your biggest concerns about this community?

Lack of car parks

Too many cars parked on roads

Pavements not suitable for most people, pushchairs, mobility trolleys, etc.

Speeding

What do you love to do in this community?

'Knit & Knatter'

walking around the countryside

birdwatching

What do you have to offer? e.g., skills, ideas, knowledge etc?

Group leader in different aspects

teacher for knitting and crochet;

extend experience of life to younger/other sections of the community

Recommendations

Based on the results open survey, the focus group consultation and the business survey the following recommendations/conclusions are drawn for the future development of the Discovering Southwell project:

1. The ‘What makes Southwell special?’ clearly shows that the community values many different aspects of the town, in particular the special character that the almost totally independent shopping and business sector brings. The community also highly value the Minster and other heritage sites as central to the distinctive character and offer of the town. The positive community spirit and Southwell’s unique feel, its particular sense of place is something that comes through in the focus groups and in the comments in the open survey. It is important for Discovering Southwell to tap into and support the community spirit of the town.
2. The open survey showed that people across all age groups, particularly valued aspects that related to Southwell’s natural environment including parks and open spaces and access to the countryside. In particular, the younger generation was interested in supporting environmental action. A holistic approach to history and heritage that also includes ideas of landscape and environmental sustainability is therefore paramount.
3. The local community recognises that they already have a variety of groups and events that they can get involved in. Survey and focus groups showed that Discovering Southwell can contribute to the offer, that already exists in the town in the following ways:
 - a. Creating a platform for the different groups to collaborate and work together.
 - b. Developing projects that actively include young people and support intergenerational learning and engagement.
 - c. Finding ways to make the existing offer available to everyone. Young people, working age adults, and the very elderly were three groups in particular that the survey has highlighted as missing from participation. Creating opportunities for these groups to engage in community activities decreases

isolation, breaks down barriers of perception and increases community cohesion, belonging and identity, which has positive effects on health and wellbeing.

- d. Better coordination of dissemination of information/promotion about what is already available. Some responses displayed a lack of awareness of what was already available in the town, for example one respondent suggested that there should be a community orchard, which Southwell already has.
4. The results of the survey and consultation activities have shown that there is a strong desire to see more tangible results to previous community and philanthropic action, such as at Higgon's Mead. The community are proud of the strong community action that saved the site of Southwell's Roman settlement. There is frustration that this important part of Southwell's story remains virtually unknown and invisible. There is excellent potential here to develop innovative ways to access and promote this story.
5. Southwell's civil war story is another area that people feel is under-utilised and there is scope to work in partnership with organisations within the town (e.g. the Saracen's Head, the Minster) and others nearby, such as the Civil War Centre in Newark, to help bring this more to the fore. This might be an important idea to keep in mind when deciding about the territory the ecomuseum should encompass.
6. In particular the focus groups cited the desire for a cohesive, joined-up interpretation of Southwell's whole story/timeline from the 'when and why' it was first settled and onwards. This could be an opportunity to encompass the lesser known histories of the town that the survey and focus groups indicated an interest in. From smaller industries to women's and children's histories as well as connecting the surrounding hamlets and wider area this would allow for a broader and more inclusive understanding as well as facilitate a more cohesive engagement.
7. The consultation process has highlighted a need for improved interpretation of heritage sites and points of interest around the town in general. Related to this is the strong need for access to these sites to be improved and physically linked up with better signposting and foot and cycle paths.

8. Developing a better collaborative relationship between Brackenhurst (NTU) and the town is important to the local community. Several aspects around this were discussed including an improvement of cycle/foot paths (in conjunction with NTU and the councils), nature/conservation, the historic connections of Brackenhurst to the town's own history and, in particular, the Bramley Apple heritage. Inaccessibility to the Bramley Tree is a major disappointment to the local community and visitors alike. The Bramley story is one held to be very important to the town and has wider resonance and is part of the town's contemporary economy and story as well. There is scope for developing this within the ecomuseum.
9. Community concerns around visitor numbers are mostly around issues with parking and sensitive development of appropriate infrastructure to cope with increased numbers. The community acknowledge the need for visitor numbers to increase if the heart of the town, the Minster, and independent businesses are to thrive. Their concern is that issues, such as parking, are addressed and that any development is done sensitively so as not to damage the very special character of the town that the community so values and that is the draw for visitors in the first place. The business survey responses indicate the need to increase footfall and spend if the town is to retain a vibrant and sustainable independent shopping and business core. An approach of *conscious tourism* is recommended as a sustainable economic model that maximises the benefits for the community and visitors. Working collaboratively with large organisations such as the Minster and the Workhouse and smaller organisations and businesses could help increase the dispersal effect to the wider town and area.
10. The importance for tangible benefits for the community in order for Discovering Southwell to thrive cannot be understated. The consultation showed that the local community wants a project that is relevant to them first and is aimed at developing tourism second. The former does not preclude the latter, see point 9 above.
11. In today's climate of straightened budgets and scarce resources, the ecomuseum ethos of building collaborative relationships can be pivotal in facilitating a sustainable new way for individuals, groups and organisations to work together to share resources, skills and knowledge. In such a way there is great opportunity for Discovering Southwell's goals to align with those of local community groups,

organisations and Local Authority bodies in achieving the goals and aspirations of the community, through facilitating or leading a wide range of projects, to engage a broad diverse audience, as well as targeted groups.

Discovering Southwell's six provisional themes, which can be found in Appendix 8, resonate well with the survey findings. Some of these ideas, including *Access to All* and *Go Green* might have to be adapted slightly to reflect the importance of the local community.

Appendices

Appendix 1

Table showing the area of residence and age of respondents to the open survey

Respondent Type	Area of Residence	No. of Respondents	
	NG25	440	
	NG14	42	
	NG22	52	
	NG23	29	
	NG24	10	
	All other Nottinghamshire Areas	34	
	Other East Midlands Area (DE, DN, LN, LE, PE)	7	
	Elsewhere UK	10	
	Overseas	1 (Corsica)	
	Unidentified	5	
	No postcode stated*	176	
AGE	Age Group	No. of Respondents	Confidence Level/margin of error*
	Total Combined	806	95% / 3.25%
	Under 16 years	300	95% / 5%
	16 – 24	29	90% / 4.8%
	25 – 34	28	
	35 – 44	56	
	45 – 54	70	
	55 – 64	88	
	65 - 74	115	90% / 5.16%
	75 and over	102	
	Not stated	18	

* The majority of these relate to under 16s Minster School pupils

*2017 age distribution estimates used to calculate confidence level/margin of error based on 2011 census data (www.citypopulation.de)

* <https://www.artscouncil.org.uk/about-us/our-mission-and-strategy-0>

Appendix 2

What makes Southwell special?

%/No. of People who strongly agreed or agreed

CATEGORY	Total number of answers	TOTAL %/NO. AGREED/STRONGLY AGREED	UNDER 16 YEARS (Total 300)	16 – 24 YEARS (Total 29)	25 – 64 YEARS (Total 239)	65 – 74 YEARS (Total 115)	OVER 75 YEARS (Total 101)
PARKS & GREEN SPACES	783	82% 640	69%	73%	91%	91%	90%
SPORTS & LEISURE	777	67% 518	61%	69%	70%	72%	70%
SENSE OF COMMUNITY	774	69% 531	52%	48%	82%	85%	73%
THINGS TO DO FOR FAMILIES	764	55% 423	43%	33%	66%	69%	57%
HISTORIC CHARACTER	778	74% 575	48%	52%	92%	94%	91%
CULTURAL & COMMUNITY EVENTS	772	65% 504	43%	48%	78%	88%	79%
EASY ACCESS TO COUNTRYSIDE	780	81% 634	69%	86%	89%	88%	89%
HERITAGE SITES	771	62% 479	33%	48%	81%	82%	82%
UNIQUE & INDEPENDENT SHOPS AND BUSINESSES	777	66% 511	56%	48%	75%	77%	65%
EDUCATIONAL OPPORTUNITIES	776	63% 485	63%	56%	61%	60%	70%
SOUTHWELL MINSTER	775	78% 604	61%	51%	91%	89%	90%

Appendix 3

What makes Southwell special? Survey comments according to age group

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
Personal connection	Hometown	Mentioned by 2	Mentioned by 1	Mentioned by 3	Mentioned by 6	Mentioned by 2
		<p>I live here.</p> <p>It's where I met all my friends.</p>	<p>I had my first kiss in the woods here</p>	<p>I was born in Southwell.</p> <p>I was born and educated here.</p> <p>It's our home.</p>	<p>I lived in Southwell from the age of 4 (1954) until 1974 and then again from 1978 until 1995. I consider it to be my hometown.</p> <p>Southwell is the place I call home. We are a little town in the heart of beautiful countryside</p> <p>My Home</p> <p>We moved here over forty years ago and feel privileged to live here. We are so lucky!!</p>	<p>I was born and bred in Southwell, and have helped for many years with the heritage of the Bramley Apple.</p> <p>My wife and I love Southwell, bred and born here, I am very lucky.</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
					<p>I lived there for many years and consider it to be my hometown</p> <p>We always think of the town with warmth as it was my home town.</p>	
	Family history	N/A	N/A	<p>Mentioned by 2</p> <p>The Bramley Apple Tree - I am a descendent of Mary Ann Brailsford who planted the original tree.</p> <p>Got married at Southwell Minster</p>	<p>Mentioned by 1</p> <p>I don't live in Southwell but I was born on King Street in a cottage opposite the Library. My dad Harry Taylor worked at the Lace Factory before and after the war until it closed in the fifties. Mum and dad opened a grocer's shop at 100 Westgate. I married my husband in the Minster and lived in a cottage behind dads' shop. We needed a bigger home as we had two children but couldn't afford</p>	N/A

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
					anything in the town so moved to South Muskham but we always think of the town with warmth as it was my home town.	
	Interest in History	N/A	N/A	Mentioned by 2 My husband's history connection, and the Minster is spectacular, the hotel Saracen's Head was lovely. Southwell has inspired me to travel thousands of miles, over multiple visits, to come and write about its history and its wonderful historic Minster. The people of Southwell are some of the most welcoming I have	Mentioned by 2 The fascinating history of its people. I am also keen to learn more about its heritage. Local history talks and trails are very good	N/A

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>met in all my travels and, I am absolutely in love with the place. If it were possible, I would choose to live there, however, as that is not currently an option, I intend to come back and visit as often as possible. There is something about the place that speeds to my soul and inspires my creative spirit. I have published two books about Southwell, and have written a third. Southwell is a magical place.</p>		
Town atmosphere	Safety	<p>Mentioned by 1</p> <p>It is very safe</p>	N/A	<p>Mentioned by 4</p> <p>It feels like a safe environment. Doesn't have as much crime as other places.</p>	<p>Mentioned by 1</p> <p>It feels a very safe place to live</p>	Mentioned by 1

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>Safety. Low crime. Friendly people</p> <p>Really feels like a trustworthy place (said my 12yr-old). Lovely village feel. Don't live here but visit weekly. Would love to live here.</p> <p>It feels fairly safe</p>		
	Positive atmosphere /sense of community	Mentioned by 5	N/A	Mentioned by 6	Mentioned by 8	Mentioned by 14
		<p>A place I am proud to show to my family and say that I go to school in this village</p> <p>I have lived here all my life and love the whole atmosphere of things and how everyone is really jolly, and it doesn't</p>		<p>Location, Atmosphere and Sense of Feeling Its a fabulous place to live</p> <p>Southwell is great</p> <p>Very nice pubs. Nice atmosphere</p> <p>People looking out for each other's children, very considerate</p>	<p>Sense of Patrimony, i.e. community pride in the town</p> <p>Nice place to live</p> <p>It's different, Not spoilt yet! Its good</p> <p>Important to keep character of a market town</p> <p>How friendly people are</p>	<p>The atmosphere created by the Minster</p> <p>Friendly people, able to talk to</p> <p>A safe and friendly community - pretty and historic town - a very safe town for elderly people, good friendly shops adding up to a gentle way of life.</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
		<p>matter whether you live in Southwell or not you will always find someone for a great conversation</p> <p>Southwell is such an Old World, quaint and beautiful place.</p> <p>Fun</p> <p>Everyone is a kind supportive community</p>		<p>Keeping Southwell a small market town! Do not allow excessive development.</p> <p>Tranquil, safe like old England</p>	<p>It's a sociable population.</p> <p>People are friendly. Most speak when passing each other on their way in or out of the town centre</p> <p>It's just a friendly and simply a good place to live.</p>	<p>Charming atmosphere - vibrant feelings</p> <p>At present we think the town is about the right size and do not wish to see over development which will exceed the capacity of the facilities i.e. doctors, schools, parking etc.</p> <p>Most people friendly and will stop to talk.</p> <p>The friendly folk who live here! My wife and I have lived in 12 houses in all parts, but Southwell is the friendliest. Lovely, friendly people who go out of the way to help you.</p> <p>Groups to join</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
						<p>People seem very kind and helpful especially if, like me, you are disabled</p> <p>It's special to me as it is nice and quiet</p> <p>Just a beautiful place to live</p> <p>I think Southwell provides the contents of all of these boxes. I find the visitors are always very complimentary</p>
	Religion	N/A	N/A	Mentioned by 5	Mentioned by 1	Mentioned by 4
				<p>Active Christian worship with high percentage of church goers</p> <p>High percentage of Christian and church attendance.</p>	<p>Several churches offering lively worship. Activities for all the family, a great welcome and good pastoral care.</p>	<p>Belonging to the church is very important. A very friendly place to live, a calm atmosphere</p> <p>Active Local Churches</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>Amazing churches supporting the community's needs.</p> <p>Holy Trinity Church and School. Many active worshipping communities, including at the Minster, give the town a positive spiritual life. Churches are people, not buildings.</p> <p>Wealth of Christian churches</p>		Strong Christian worship. U3A
	Community involvement	N/A	N/A	<p>Mentioned by 2</p> <p>Healthy democratic involvement.</p> <p>Politically engaged and active population</p>	<p>Mentioned by 1</p> <p>On the positive side, it's a great place for a wide variety of cultural events & groups: very active History Society</p>	N/A
Other Heritage sites and expressions	Bramley Apple	N/A	N/A	<p>Mentioned by 2</p> <p>Bramley Apple Festival</p>	N/A	Mentioned by 1

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
	Architecture	Mentioned by 1 Lovely houses	N/A	Mentioned by 1	N/A	Mentioned by 1 Beautiful listed buildings
	Byron	N/A	N/A	Mentioned by 1	N/A	N/A
	NT-Workhouse	N/A	N/A	Mentioned by 2 Love to see the dean of Minster, and go to the Workhouse	N/A	N/A
	Saracen's Head	N/A	N/A	Mentioned by 2 Saracen's Head holds a lot of history	N/A	N/A
	Nature trails and wildlife	Mentioned by 1 Variety of walks within and around Southwell.	N/A	Mentioned by 2 Nature trail. Wildlife, can hear owls as well as birds singing Southwell Trail The hidden pathways in and around Southwell.	Mentioned by 1 We are near to much wildlife	Mentioned by 1 The nature reserves e.g. Potwell Dyke Grasslands, Southwell Trail
	Festivals and events	Mentioned by 3	N/A	Mentioned by 7 Festival in Minster	Mentioned by 1	Mentioned by 1

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
		<p>I think that the events like the Southwell Folk Festival make Southwell special too</p> <p>Festivity</p> <p>The fair</p>		<p>The WWI and WW2 event at Burgage Manor & on the Burgage</p> <p>Fairs</p> <p>Gateway to Southwell Folk Festival</p> <p>The Southwell Music Festival</p> <p>Music/Family Fundays</p> <p>Bramley apple festival</p>	<p>The highly regarded Cathedral music tradition at the Minster</p>	<p>Opportunities to attend concerts and plays</p>
Facilities in Town and close by	Library	N/A	N/A	Mentioned by 7	Mentioned by 5	N/A
				<p>Like having own Library</p> <p>The Library is an important focal point & social hub</p>	<p>Good uses of the Library.</p> <p>That the library continues its role as venue and hub</p>	

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
					<p>The Library.</p> <p>Library Staff, music/ poetry events</p> <p>The full use of the Library is fantastic facility, concerts, launches etc..</p>	
	Location and convenience to get around town	<p>Mentioned by 2</p> <p>I love the fact that the town isn't too big I don't like how there are a lot of houses being built</p> <p>Easy access to anything you want, the city, fields etc..</p>	N/A	<p>Mentioned by 7</p> <p>Geographical location + links to transport networks</p> <p>It's a walkabout town.</p> <p>Good range of facilities available locally</p> <p>Things to do for the family i.e. the younger ones.</p> <p>Lots of interesting things all within easy walking distance -</p>	<p>Mentioned by 7</p> <p>Very accessible for shops and services for the visually impaired as everything you need is here and near as not too big.</p> <p>Everything I need is within walking distance from home.</p> <p>Good bus service to Nottingham.</p> <p>Within easy walking distance of town centre.</p>	<p>Mentioned by 5</p> <p>Good public transport, easy access to major road system, accessibility of Nottm.</p> <p>Attractions, small, compact size of town, Handicentre DIY store, Tourist Office in Minster precinct</p> <p>Easy access to the country - but nicely isolated - but with easy access to the three towns Nottm, Nwk and M'field</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>also good bus service. A lovely place to bring a family up in.</p> <p>It is central for five large cities and many towns without feeling hemmed in.</p> <p>Being able to walk around it all, compact centre</p>	<p>Having a medical centre serving the community. Plenty of clubs & activities for all ages</p> <p>Ability to walk everywhere</p> <p>Excellent bus service.</p> <p>No need to travel outside Southwell for shopping or other facilities if unable to do so.</p>	
	Shopping	<p>Mentioned by 2</p> <p>It has everything you need to live such as shops and amenities.</p> <p>The sweet shop</p>	N/A	<p>Mentioned by 6</p> <p>Lovely shopping experience</p> <p>It is a magnet! So different to standard high streets. Treasure it!</p> <p>Good garden centers</p>	<p>Mentioned by 1</p> <p>We also have a thriving market.</p>	N/A

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>The variety of shops is important - we don't want all interior design or all cafes. Variety will keep people visiting & enable locals to shop locally - so all needs are met. I think that the variety of what goes on in Southwell makes it such a great place - There's something for EVERYONE, old, young and whatever people's interests</p> <p>Reach and Flower Pod</p>		
	Good schools	<p>Mentioned by 2</p> <p>The Minster school and all the opportunities we get there to do things that we are passionate</p>	N/A	<p>Mentioned by 4</p> <p>Holy Trinity C of E infant school</p> <p>Great schools and opportunities for children.</p>	N/A	<p>Mentioned by 1</p> <p>Southwell Minster School</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
		<p>about, and the Minster school's link to the Minster cathedral</p> <p>The school</p>		<p>Prebend Preschool is excellent with their woodland learning</p>		
	Parks	<p>Mentioned by 6</p> <p>disabled access to outdoors</p> <p>there is lots of countryside and green spaces for walks and bike rides.</p> <p>Froggatt's Field for dog walkers</p> <p>I really LOVE sitting under a big tree on the burgage and reading a nice book.</p> <p>Being able to access the park</p>	N/A	<p>Mentioned by 3</p> <p>Pleasant outdoor spaces</p> <p>We love the park near the Minster</p> <p>Love the playground at the park.</p>	<p>Mentioned by 2</p> <p>Potwell Dyke Meadows.</p> <p>Important to preserve green spaces & access to countryside</p>	N/A

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
		facilities with all my friends Places to go for fun i.e. parks, playing field e.c.t				
	Brackenhurst campus	N/A	N/A	Mentioned by 3	N/A	N/A
	Pubs and restaurants	Mentioned by 1	N/A	Mentioned by 10	Mentioned by 5	Mentioned by 1
		Good cake		Independent coffee shops & restaurants. Pubs and eating options-restaurants & takeaway Good pubs and eateries. The pubs are varied, but good for the community spirit. Food and drink.	Good public houses. Lots of places to meet for coffee and chat with friends. No. of different and attractive cafes and restaurants to choose from Popup cafe at Baptists. Cafes and pubs serving good food	Coffee Shops
	Market	N/A	N/A	Mentioned by 4	Mentioned by 1	Mentioned by 1

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
						The market would be good if it could be more active as it was 20 or so years ago
	Racecourse	N/A	N/A	Mentioned by 1	N/A	N/A
	Sport clubs	Mentioned by 1	N/A	Mentioned by 1	N/A	N/A
		Football		Tennis club		
	Arts	N/A	N/A	Mentioned by 1	Mentioned by 2	N/A
				Open studios.	Film Club at Methodists one of the interesting things about the town is the number of artists living here,	
	Other services	N/A	N/A	N/A	N/A	Mentioned by 5
						Bus services and Post Office, GP Surgery and Dentist Keeping bus services going, and bus passes Good medical centre Having doctors, dentists, opticians, vets (nearby?) for

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
						people with no transport to go elsewhere
Others		<p>The variety of things to do and there is a mix of what you can do not just one thing</p> <p>nothing, especially for the roughly 2000 students who go to the Minster school - there's nothing!</p>	I hate Morris dancing	<p>Volunteers for many groups and young people's groups.</p> <p>Good town council over the years</p>	<p>Industry</p> <p>An effective Town Council</p> <p>It's perfect!</p> <p>Easy access to doctors, dentists and opticians.</p> <p>That it retains its market town character and has not been soiled by inappropriate or over development.</p> <p>It is a distinct place, nor merging into other built up areas and completely surrounded by countryside. Very</p>	<p>U3A</p> <p>Great support by anonymous benefactors who live in the town</p> <ol style="list-style-type: none"> 1. Being close to church services 2. Ability to grow fruits, vegetables and flowers on my allotment, keeping me fit and away from doctors and hospitals 3. I would like to see fruit trees on public green areas for the use of our community

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
					<p>little through traffic and it has a definite central area including Minster, Saracen's Head, up King Street and Queen Street.</p> <p>Southwell is special because of all of the above</p> <p>No Costa Coffee! No Starbucks (long may it continue.</p> <p>Plus, a P.O. and its wonderful staff.</p> <p>This is a bit general. Those who visit the town will have a different view/set of requirements i.e. those who visit/ those who work in the town or run a business.</p>	

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
					<p>Off road footpath system is pretty and good for dog walking</p> <p>Southwell offers the best of town and country</p>	

Appendix 4

What's special – Focus Group Comments

What's special – Focus group	Main Topic	No. of responses	Comments
Personal Connection	Home Town	N/A	
	Family History	2	<ul style="list-style-type: none"> - Traced my family back to the 1700's, lived in Westhorpe, worked in Westhorpe Hall. Some moved on to London (a velum binder died from the chemicals) another's son's got an MBE and an OBE, one of whom taught Lawrence of Arabia to fly, and is mentioned in his book. Other family works at Maythorne Mill and others in the Workhouse. - Plus William Musson was a market gardener at Westhorpe and was spotted by Merryweather carrying a basket of apples from Mr Bramley's house that led to Merryweather finding the Bramley. -
	Interest in History	3	<ul style="list-style-type: none"> - Amazing amount of history attached to it for such a small place, and the deep connections between each part, e.g., Becher – Workhouse – House of Correction – Byron - We love the history. Parts of Southwell haven't changed for hundreds of years, like Westgate. And the characters as well, such as Lord Byron - Love the history
Town Atmosphere	Safety		

What's special – Focus group	Main Topic	No. of responses	Comments
	Positive Atmosphere, Sense of Community	7	<ul style="list-style-type: none"> - Very friendly, welcoming & open, Good sense of community. - we spend a lot of time looking at different areas, but this was the place my wife fell in love with, it had this certain something that you could almost touch, like something tangible, it was amazing. - It's the sweetshop. The guys who run it are very community orientated and that sums up the feel for it at the moment. - you walk down the street and you smile at people and they smile back. The whole atmosphere in the town is one of approachability. - It's actually a very open community, open to different people, embracing people, a bit of an entity, a bit special. - the character of the place. - Friendly, know lots of people
	Religion	1	<ul style="list-style-type: none"> - religion
	Community Involvement	2	<ul style="list-style-type: none"> - I like the variety of activities you can get involved in here. It's a real asset. The longer you live a community the more you appreciate it. You know every person walking around if you are involved in something and there is a lot to get involved in. - All the different groups/ sport and society
	Views and holistic landscape of the town	4	<ul style="list-style-type: none"> - Views of the Minster/town from various sites around, Branckenhurst, Reg Taylors etc. - Views into Southwell e.g. from Brackenhurst, Hillside; NE side - Cork Hill (rd to Kirklington), the hamlets LXX, the thorpes and Maythorne, Reg Taylors place. - Landscape overlooking the Minster – landscape around Southwell is unique and very distinctive, for example the Burgage

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Landscape in relation to buildings and history
Other heritage Sites and Expressions	Bramley Apple	6	<ul style="list-style-type: none"> - the Brambly apple - Bramley Apple – Mathew Bramley use to keep the pub, White Lion (now Coach House) also kept pigs at the pubs and supplied the Workhouse with bacon for decades. The CONNECTIONS between everything and the stories are so important and fascinating! - Bramley Apple - Bramley Apple -everybody thinks of this, but the problem has always been there is NO Public Access to the tree! Hopes it will change now that NTU has it? I met some tourists from Newcastle outside the Bramley house who were disappointed that they couldn't see the tree) - Bramley Apple - Bramley Apple & Bramley Tree – orchards (community, Starkey's etc.)
	Architecture	2	<ul style="list-style-type: none"> - also the architecture that is there and what was in those shops before. - the architecture
	Byron	4	<ul style="list-style-type: none"> - Byron - Byron (G. Bond has letter from girl who lived opposite him that fell in love with Byron and sent it to him) - Lord Byron. Geoffrey Bond is the authority on Byron and lives in his house now. - Byron (and links to Newstead and music connection with Newstead too)
	NT Workhouse	8	<ul style="list-style-type: none"> - The Workhouse - Workhouse - the Workhouse - Workhouse - Workhouse

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Workhouse - Welfare Support - Workhouse; Becher; House of Correction - Workhouse
	Roman Southwell	3	<ul style="list-style-type: none"> - Roman and Anglo-Saxon history (needs to made tangible and visible); Higgon's Mead & areas just off the Burgage - Roman Southwell - Roman's
	Anglo-Saxon Southwell	2	<ul style="list-style-type: none"> - and Anglo-Saxon history - History of Paulinus (following the old roman road)
	Civil War, Charles I, Saracen's Head	8	<ul style="list-style-type: none"> - Charles I, Civil War - Edward Cludd (instrumental in saving the Minster) - Cromwell - Charles/Civil War - Charles I & Civil War - Civil War - Saracen's Head – Charles I - Cromwell/ Edward Cludd - the Civil War
	Access to the countryside/nature	25	<ul style="list-style-type: none"> - going out on the Southwell trail with the kids. Just going out and you are in the countryside - the excellent public foot paths, I go out on my bike at least once a week by the river or by the trail - so many foot paths I'm astounded - My favourite walk is along school lane, past the golf course on the right side, and turn right for a little while and then go left down through Maythorne and

What's special – Focus group	Main Topic	No. of responses	Comments
			<p>then you go right though Maythorne over the bridge back to the mill and then you cut across to Reg Taylor's along the path that they don't want you to know about. And it's a fabulous walk.</p> <ul style="list-style-type: none"> - Every year in April there is a Parkinson's walk from Farnsfield to Southwell - Dumbles - Potwell Dyke - Walking REALLY IMPORTANT to community and access to walks, rambles, dog walkers - Wildflower Meadows, near Brackenhurst, and Fiskerton Garden, Farthing Gate - Southwell trail - Proximity to countryside - Walking Trails - Nature - Norwood - Natural Environment - Heritage Trails - Footpaths - Potwell Dyke (old deer park) - Heritage trails - Landscape around Southwell - Footpaths - Potwell Dyke, the river, Southwell Trail. - Particularly interested in the natural environment, Trent Rivers Trust has worked with the Flood Forum, Biodiversity Plan to put in a system help control

What's special – Focus group	Main Topic	No. of responses	Comments
			<p>American Signal Crayfish in the River Greet. Hope that ecomuseum could work with environmental groups such as this to further this sort of thing.</p> <ul style="list-style-type: none"> - easy access to countryside - surrounded by fantastic countryside which you can just walk to from your own door.
	Festivals & Events	8	<ul style="list-style-type: none"> - Music, music festival is growing, the folk festival moved to the Racecourse around 5 years ago - Gate to Southwell - Southwell Minster music festivals and events - Folk festival @ Racecourse - Music at the Minster (festival and concerts) - Ploughing Matches - Southwell music festival – international calibre - Gate to Southwell
	Minster and associated sites	17	<ul style="list-style-type: none"> - The Minster - the Minster, having been steward there for over two years, there is something really special about it. - I live beside it, I wake up in the morning I can see the spires, yes, I suppose my favourite place of all of these is the Minster. - driving towards it after work is fantastic - Minster – Chapter house, stations of the cross - Bishop's Palace - Prebendal houses

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Minster (outward looking with Bishop's Palace/garden's projects etc.), - Minster - Minster - Minster/religion - Archbishop's Palace - Prebends and Prebendal Houses - Minster/religion - the Minster - Music ties in with Minster - the Minster
	Lace Manufacture	2	<ul style="list-style-type: none"> - Lace making industry - Lace industry
	Framework Knitters	3	<ul style="list-style-type: none"> - Framework knitters - framework knitters - Framework knitters' cottages, e.g. at Westhorpe, Sunnyside
	Agricultural Industry	3	<ul style="list-style-type: none"> - Basket Making and Osier beds along the Greet - Basket Making and Osier Beds - Agriculture
	Mills	5	<ul style="list-style-type: none"> - Silk Mill at Maythorne - Maythorne Mill - Silk Mill Maythorne - Flour Mill (Cauldwell's) - Cauldwell Mill
	Brewing/Inns	3	<ul style="list-style-type: none"> - Inns & Alehouses & Malshouses, Brewery (Dobson's history of them) billeting soldiers and coach houses – t-total 'pub' at Westhorpe,

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - pubs/alehouses/maltings - Hop growing, maltings
	Other historic industry	3	<ul style="list-style-type: none"> - Small manufacturing and technology - the Southwell area produced most of the oil for the war effort - The oil sector in the area began here, just outside of the boundaries in Southwell
	Burgage	7	<ul style="list-style-type: none"> - The Burgage, the Courthouse - the Courthouse, the police station and the house of corrections - Burgage - House of Correction - House of Correction - Welfare Support - Workhouse; Becher; House of Correction - Burgage = Burgage Manor = Byron = War memorial
	Wells	5	<ul style="list-style-type: none"> - South Well - St Catherine's Well – Westhorpe - Wells - The Wells! The actual Southwell and others - the South Well
	Education histories	2	<ul style="list-style-type: none"> - Grammar School – Free school, unusual history - Other education/schools history
	Associated villages/hamlets	7	<ul style="list-style-type: none"> - Hamlets, Easthorpe, Westhorpe - Hallam village, linked to Southwell, Norman church built of Minster stones. - Hallam - Easthorpe & Westhorpe - Surrounding Villages - Westhorpe and Easthorpe as communities – are they of interest to the town

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Oldest property in Southwell is Westhope
	Other historic sites or histories	12	<ul style="list-style-type: none"> - the horological institute - Horological institute – Upton Hall - Baptist Church (was original Southwell Workhouse) - WHY WAS SOUTHWELL FOUNDED - Brinkley Castle?? (Merryweather land) - Norwood - Southwell's history - Agricultural and horticultural assets e.g. Brackenhurst - Sherwood Forest (it used to extend to Southwell) - Potwell Dyke (old deer park) - Upton Hall & Horological Museum - 2 theatres, the one above the deli
	Other Historic individuals	11	<ul style="list-style-type: none"> - Laura Palmer (Ridding) + Bishop Ridding - Shoemaker 'Holmes' memoir - William Hodgeson Fowler (wife Elizabeth Bish/Fishmore) - Caroline Fowler Birdmore - Marianne Bristow - William Hodgkinson Barrow? Hodgkinson important in towns history - Rev J. Becher - Characters who contributed so much to the town and to history, Bechers etc. very important to development of town both in the past and now (house of Correction develop for example, fine example of community consultation with developers) - Women's histories

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Bishop and Lady Laura Ridding - William Hodgson Barron
Facilities in Town and close by	Library	5	<ul style="list-style-type: none"> - the kids love the library, it's a fantastic library, really good part of the community there as well. - The library. You'd be amazed to how close we were to losing it too, we had to fight very hard to keep it. The tourism centre is moving in there too, there is more staff in the library as well. And it's more used as community centre, we have meetings in there, we have music in there. - Library - Arts events at the Library - Library and a very active library that gives the town a centre
	Location and convenience to get around town	7	<ul style="list-style-type: none"> - It's very easy to get around as well, you can walk everywhere, you don't need to drive. I also think that helps with the community, that you don't have lots of people driving around. Other than on Bramley apple day I don't see huge parking issues in the town. - The situation of Southwell, lovely small town, but surrounded by fantastic countryside which you can just walk to from your own door. - Great access to wider country via train (London) - Geographic accident of the River Trent (no bridge), and distance from major towns, means that the populous of the hinterland (surrounding villages etc.) still come into the town which mean that Southwell has retained its own facilities that many other small towns have lost: It has its own leisure centre (uniquely run by community) lots of small independent shops and our own secondary school. This led to a vibrant community and attracts a different demographic, older, more highly educated.

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Downside would be also that its very mono-cultured, white, middle class, older etc. - Everything you need in a town but with easy access to countryside and connections to London and elsewhere. - Near universities - Being able to walk everywhere is important
	Shopping	7	<ul style="list-style-type: none"> - It's the sweetshop. The guys who run it are very community orientated and that sums up the feel for it at the moment. - shops on the high street, because most of them are independent - It is great there is such a taste for a variety of shops - Shops on High Street - Independent Shops - lots of small independent shops - Shopping independent shops like the second-hand book shop
	Good Schools	2	<ul style="list-style-type: none"> - our own secondary school - Schools – important as a family hub
	Parks & Green Spaces	10	<ul style="list-style-type: none"> - green spaces because I cannot believe how many lovely green spaces there are and they have been given to the town, so they can't build on them (It's very unusual such as Higgons Mead and Potwell Dykelands. Higgons Mead was saved from being made into houses. It was bought by a former minister student who made his money in chemicals in America and given to the town. The Minster manage and organise it but the rule is that nothing can be built to spoil the view. And it is where the Roman Villa was. - I've written the Burgage because that has lots of green spaces - If the orchids are out, I'm down in the orchid field (Potwell Dyke Grasslands)

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Potwell Dyke - Green spaces: Burgage; Potwell Dyke; Higgon's Mead; Froggatt's Field; - Parks - Parks - Memorial Gardens - Potwell Dyke (old deer park) - Parks – Potwell dykes
	Brackenhurst Campus	11	<ul style="list-style-type: none"> - Brackenhurst, and agriculture - Allenby - Rev. Cane - Brackenhurst important as developing walks/trails/gardens/heritage centre ect. - Brackenhurst - Brackenhurst and Walled Garden - General Allenby - Rev. T. C. Cane (daughter married above) - Agricultural and horticultural assets e.g. Brackenhurst - Wildflower Meadows nr Brackenhurst - Footpath around Brackenhurst – ecology boards, really interesting, but nobody from Southwell goes there because it is a bit far
	Pubs & Restaurants	2	<ul style="list-style-type: none"> - the Coach, it's the best beer in town. And they have music there at least once a month - The Final Whistle
	Market	5	<ul style="list-style-type: none"> - The market makes it a nice place to be. - The market - The market used to be really good, but it is still nice that it there

What's special – Focus group	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - Market
	Racecourse	4	<ul style="list-style-type: none"> - Racecourse - Racecourse - Southwell Racecourse - Racecourse
	Sports Clubs/Leisure Centre	5	<ul style="list-style-type: none"> - sports, one of the oldest cricket club - Leisure Centre & Sports (independent, owned by the town! Expanding gym as caters for Brackenhurst students too) - It has its own leisure centre (uniquely run by community) - Leisure centre - Lot of sport opportunities, golf courses, cricket club, tennis, racecourse
	Arts	8	<ul style="list-style-type: none"> - Can we put art down because it is a very thriving art community and they have open studios over the summer. - Open Studio's – great artist community - Art/artists (Southwell & Upton; Open Studio's) important part of the Southwell 'Brand' is that its artsy/craftsy - Music and arts - Artists and Makers - Open Studios - Vibrant folk scene - Arts events at the Library
	Other Services	3	<ul style="list-style-type: none"> - W.I. on a Saturday - Tourist Information Office - a fantastic range of clubs, societies and organisations with an interest in the area (and volunteers as well as budgets)

What's special – Focus group	Main Topic	No. of responses	Comments
Other		2	<ul style="list-style-type: none"> - High % of independent and small manufacturers, technology and business to business companies – c. £4.5 million pounds/yr in the town. - Links to different countries

Appendix 5

What's missing in Southwell – Focus group comments

Theme	Main Topic	No. of responses	Comments
Access/linking up of sites	Cycle paths	2	<ul style="list-style-type: none"> - there are no cycle paths - traffic and access are a major issue across the area, we should have good cycling/walking paths with lighting that properly connect the area.
	Car parking	7	<ul style="list-style-type: none"> - If the Church Street carpark is full, is our other permanent car park too far for many people? Yes of course it is, especially if you are disabled. - that with regards to tourism, if they come via coach there is no real coach parking. - the signage from [the leisure centre] is terrible and people don't know how to get through the short way. - Better information. Parking at the Leisure Centre is an option, but people need to know about this - [Lack of] effective car parking - were no signs to tell people where to park, so it is chaotic. I was at the Minster for their Christmas event and everybody in town said how dreadful the parking was and that they could not get to their own house. It needs management - car parking is an issue for us [for tourists/events], during most part of the year the car parks are not full
	Footpaths	2	<ul style="list-style-type: none"> - Would walk from Halam if we could but stretch with no footpath means its inhibitive. Jealous of those who live in town as would walk if could, want to walk – lack of safe footpaths means I can't

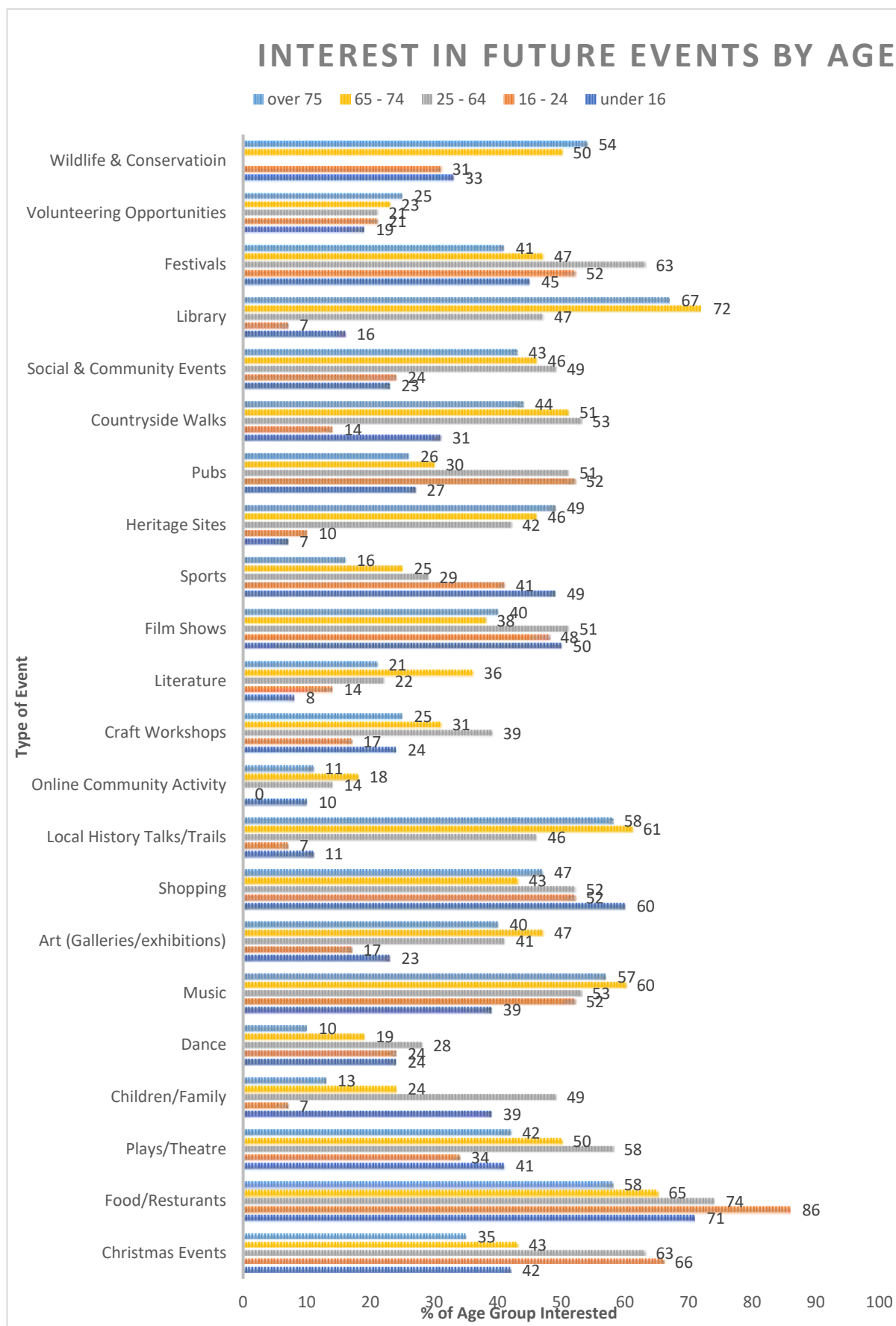
Theme	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - traffic and access are a major issue across the area, we should have good cycling/walking paths with lighting that properly connect the area.
	Signage/information	3	<ul style="list-style-type: none"> - Signage from Workhouse, Easthorpe too is lacking - Need to get the information out there that there is more to Southwell than just the Workhouse or the Minster - Develop a timeline that could form basis of 'trail' e.g. Roman Southwell, Blue Plaques Previous trails have failed 'Greenman', Bramley as people didn't know about them. Things aren't linked together and need to be!!!
Facilities	Young People	13	<ul style="list-style-type: none"> - not many places to go for fun for young people - not much for young people! - Loss of library use and other centre for young people - Outside of school not a lot, orchestra, choir etc. all mostly older people. School is the main focus of YP activities - Difficult for those too old for school activities or not catered for in them as nothing there. - As returning students there is nothing and no sense of community to get involved with anymore. - post school age nothing to do - Young People: lack of evening places just to hang out unsupervised; skate park and leisure centre. (Nothing for the over 14's at the leisure centre except skate park. Youth Club open in Methodists basement (?)) - lack of provision for young adults - more could be done with teenagers and adults in mind - we need to answer the needs of young people, their views are so important and the youth club is not meeting at the moment. - Young people are disadvantaged as far as music is concerned - Lack of opportunity for people who are young, non-white and less well-off to be part of Southwell.

Theme	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - But not much going on for younger people, do they connect with the heritage of the town and the landscape?
	Working age group	6	<ul style="list-style-type: none"> - there is a GAP in between young children until you get to retirement age, U3A etc. - but when kids are older and parents still in 40's or 50's they still feel too young to join in with many of the groups on offer as they seem to cater for retired or elderly. 'Still feel too young' even as a 60- year-old. - A definite gap in offer. Theatre group maybe one of few that does, but don't get the audience (paradox of what people are saying they want to actual up take – maybe there is a gap in communication/perception of what is available. - lack of provision for young adults and post children/before retirement age - Lack of opportunities for families/working people etc. to volunteer when they don't have lots of regular time to commit to volunteer but would like to do something now and again. - we must engage the 25-45-year-old people somehow
	Elderly	5	<ul style="list-style-type: none"> - Very old and those with mobility issues; Isolation, - No community transport, - No central town bus route to take older residents out - Structural; access for older/less mobile - community transport scheme
	Visitors	3	<ul style="list-style-type: none"> - Accommodation - Hotel wise we are very badly represented - Lack of accommodation
	General	5	<ul style="list-style-type: none"> - toilets, not open enough, the old toilet block is a disgrace (dumping ground for football kit) and could be turned into something useful - we don't have a decent bus service into Newark or Nottingham. And now it is only half an hour and sometimes you can't get on the bus because it's full.

Theme	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - community transport scheme for less physically able - Lack of opportunity for people who are young, non-white and less well-off to be part of Southwell. - Diversity
Communication/ collaboration		8	<ul style="list-style-type: none"> - Communication between individuals - Lack of joined up thinking and vision - Southwell always felt isolated from Newark & Sherwood - Southwell seems to be quite a stratified society and we need something that can work across all those parts of the community to join people. There are good groups with their own social network but not much intercourse between the groups. - I'm always amazed at how many groups there are but 'never the twain shall meet'. - No access to public buildings (e.g. schools) including outdoor facilities as not open to public after hours for groups to use. Inhibitive high costs/poor design doesn't allow for access. No schools open locally at all for public - Stratified society again, people only get involved (volunteer) with things they are familiar with or have friends involved with. - Connection and communication – it is difficult to find out what's going on
	Community Centre	7	<ul style="list-style-type: none"> - Southwell doesn't have a community centre/village hall, the Methodist Hall is the best biggest hall (could be a community asset a pre-existing building that could be used for a community centre, underutilised!!) - There is lots of things going on but no 'heart' no community centre - Lack of an obvious central community centre inhibits people getting to know each other and getting involved. It was years till I really got to know people and what was going on in town when I moved here. - It very hard to find places to have meetings due to lack of places to do it. - Lack of community centre/space, like village hall

Theme	Main Topic	No. of responses	Comments
			<ul style="list-style-type: none"> - No community centre - Limiting factor for events are the venues – lot of small venues but not for bigger crowds
Making the most of history	Civil War	2	<ul style="list-style-type: none"> - Civil War museum does not acknowledge Southwell's pivotal part it played in it. Not just with Charles' last night but interplay of skirmishes etc., Belvoir Castle involved too. Makes them 'quite cross' that Southwell doesn't have an organic (holistic) approach to its history, people coming here can't easily find out about all these important interconnected stories. There is a NEED to have better communication to visitors and within the community even about these stories that are important not only locally but Nationally. - Civil War
	Roman Southwell	3	<ul style="list-style-type: none"> - Roman history; Disappointment that nothing tangible came out of saving Higgon's Mead. All the fantastic community action, fought hard, that went into saving it, and there is nothing to show for it. Expectation was that there would be something about the Roman complex but there is nothing to see, to find out! It would be great to have a reconstruction or partial exposure of part of site, or the layout on the ground. so people could see it and know it. Bring it to the fore - Should be a major CULTURAL TOUCHSTONE DS ecomuseum should definitely make something of it!!! As it stands there is no purpose to the field! - Roman and Anglo-Saxon history (needs to made tangible and visible); Higgon's Mead & areas just off the Burgage
	Anglo-Saxon Southwell	1	<ul style="list-style-type: none"> - Roman and Anglo-Saxon history (needs to made tangible and visible); Higgon's Mead & areas just off the Burgage
	Burgage	1	<ul style="list-style-type: none"> - Burgage – NO SIGNAGE TO TELL YOU ABOUT ALL THE THINGS THERE burials there (who are they? YP - School history teacher use to tell them about it but still want to know more details) common land and the grazing rights –

Theme	Main Topic	No. of responses	Comments
			House of Correction. Having names grounds you and connects you places. If you can say 'this person is buried here and they did this, this and this, and it makes it more real.
	Bramley Apple	1	- Bramley Apple, everybody thinks of this but the problem has always been there is NO Public Access to the tree!!!
	General history	8	<ul style="list-style-type: none"> - Exhibition centre SHOULD be here to show its story!! Should be a highlight of the town. - Why did Southwell develop where it is? What made it get settled in the first place, from the Iron Age settlement. - No access to archives and artefacts that local groups such as the history society and archaeology groups have but nobody can see them. - Would like to see what is here in different organisations, like to the Minster library collections of old music and manuscript to local groups archives more accessible and known to wider community. - should we have physical markers where old buildings once stood? - being able to look into the ground and see some of the old remains would be great! - we should investigate modern tools/apps for better maps - there is so much interesting history/archaeology that people don't know about
Information hub		1	- WEBSITE WANTED TO SHOW ALL THESE THINGS!! (all events that go on)
Shopping		1	- Lack of shops/cafes open on Sundays means centres dead on a Sunday, nothing for visitors to come to.
Other		3	<ul style="list-style-type: none"> - NEED A POETRY one!! - Shop Tax (blue plaque in windows to show the history of the that particular shop) - Like more old pictures to see about the town (COULD BE PLACED AROUND THE TOWN – THINK ART IN ORDINARY PLACES)



Appendix 7

Table Things people would like to see available in Southwell – Survey comments according to age group

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
Facilities in Town and close by	Pubs/Restaurants	Mentioned by 3	Mentioned by 1	Mentioned by 9	N/A	N/A
		<p>More food e.g. McDonald, Subway</p> <p>Have a cheap healthy food shop.</p> <p>Needs better restaurants - preferably nice chain e.g. pizza express</p>	<p>Having a Macdonalds!!!</p>	<p>More good pubs</p> <p>We definitely need a top- class restaurant</p> <p>Some decent restaurants would be good.</p> <p>Better choice of restaurants & also cafe/bar for teenagers to go to</p> <p>A good restaurant in town</p> <p>Extra pubs and more beer</p> <p>More for teenage- better park facilities,</p>		

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				restaurant style pubs, more choice for evening meals Beer festival		
	Stores/ Shopping	Mentioned by 2	N/A	Mentioned by 4	Mentioned by 2	Mentioned by 2
		and shop branches e.g. Primark Better shops		Occasional late-night openings, outdoor events and theatre A Stationary Shop Need a supermarket	A new supermarket Need a better spread of shopping	Shops for the ordinary people. Too many gift shops for tourists. Not many of the shops useful for everyday use For me the only thing that is missing is a proper greengrocers!
	Community Center	N/A	N/A	A local community centre - with a stage facility!	N/A	N/A
	Sport & Leisure		Mentioned by 1	N/A	Mentioned by 2	N/A
			Free football place with nets		There's a lot of excitement re the leisure centre extension	

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
					Re sport: a park run	
	Education	N/A	N/A	Mentioned by 1	N/A	N/A
				There aren't many educational opportunities		
	Parking and parking with regards to tourism numbers	N/A	N/A	Mentioned by 5	Mentioned by 5	Mentioned by 2
				Better access to Southwell town centre with more yellow lines along Halam Road so that it doesn't become a car park with cars mounting the pavement (to access the town car parking facilities). Have cutaways into the grass areas to keep cars off the two-way street.	<p>Parking along Halam Road, should have no restrictions</p> <p>More yellow lines on all main routes.</p> <p>Visitors could become a problem if there was an increase in traffic flow.</p> <p>In the loading bays I feel 30 minutes parking would help with keeping the town thriving</p> <p>Parking (lack of).</p>	<p>More parking spaces for disabled due to population getting older</p> <p>More public parking area</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
	A better offer for young people	Mentioned by 3 a youth club or something similar. Places for young people to earn pocket money develop play area for older kids	N/A	Mentioned by 9 Youth club for teens Events for teenagers Nothing for teenagers to do. What a shame that the youth club had to close. We like family historical/cultural events that we can all go to. It's good when the road is closed for family events too. Need more family focused community events Cater more for teenagers and young people i.e. popular music festival etc.	Mentioned by 1 Something for youngsters to do at night	N/A

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>Need to look into providing coach parking</p> <p>more for the 10-18-year-olds</p>		
	Lack of disabled friendly facilities	N/A	N/A	<p>Mentioned by 3</p> <p>Shopping etc. not disabled friendly. No access with a wheelchair e.g. The Theatre Deli, you have to sit outside.</p> <p>Attached a long letter, held on R Smith file covering disability access for all people to all events incl. daughter with power chair and range of interests especially history and wildlife- otherwise lucky to live in Southwell, wonderful old Minster can do it, so no excuses elsewhere, a welcome for all -</p>	<p>Mentioned by 1</p> <p>Ramped access at Saracen's Head. Disabled toilet at Admiral Rodney+ Hearty Goodfellow. Entrance to Post Office very difficult for disabled</p>	<p>Mentioned by 1</p> <p>Something to make Southwell better - flatten the paving slabs in the Minster grounds & suitable lighting on these paths when dark</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>passionate about heritage, having worked in the sector, wants to be involved and left her contact details.</p> <p>What is missing is disabled access to footpaths etc. e.g. a disabled person in a wheelchair could not visit the orchids near Harveys field</p>		
	More accommodation for tourists	N/A	N/A	Mentioned by 1	N/A	N/A
	Cycle/walking paths	Mentioned by 1	N/A	Mentioned by 5	Mentioned by 3	N/A
		More cycling trails		<p>Walking and cycling safe routes around town and to adjacent villages</p> <p>More cycle tracks in town. Shuttle/tram system to Fiskerton Railway. Electric car</p>	<p>Improvements to the pavements and footpaths and cycleways</p> <p>Better facilities for cycling on designated paths</p>	

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>points. Evening market-plastic free. Don't think relevant here, but, a defibrillator in phone box on Westgate opp. Bishop's Drive.</p> <p>Improve facilities on the Southwell Trail</p> <p>A renovated park on the Southwell Trail Countryside walks - do my own, keeping footpaths open and accessible is really important</p>	Also, potholes & general state of the pavements.	
	Family events	<p>Mentioned by 2</p> <p>More family activities.</p> <p>I feel that there should be more activities for the whole family to enjoy. Although, there is nothing</p>	N/A	<p>Mentioned by 2</p> <p>More free events for children and families</p> <p>More parent/child groups at the weekend.</p>	N/A	N/A

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
		major - Southwell is great as it is.				
	Other services	N/A	N/A	N/A	Mentioned by 1	Mentioned by 1
We need a bank					More Police	
Cultural events	Art/Culture	N/A	Mentioned by 2	Mentioned by 3	Mentioned by 2	N/A
			<p>theatre company to join</p> <p>I am a local artist & would like to see more art-related events. The only one I have heard of is the Christmas market in which I cannot participate as I visit family over Christmas. (I don't have a studio, I make and sell my pieces online).</p>	<p>Southwell would benefit from a proper art gallery & educational centre for the public</p> <p>Occasional late-night openings, outdoor events and theatre</p> <p>Invite more authors to do reading/signing events at public facilities or Minster.</p>	<p>Especially folk festivals</p> <p>one of the interesting things about the town is the number of artists living here, and I wonder if a permanent art gallery would be an added tourist attraction, as well as providing a home for their many paintings and for occasional exhibitions</p>	
	Variety of events on offer	Mentioned by 4	N/A	Mentioned by 3	N/A	Mentioned by 1
		<p>Animal things that u could help out with</p> <p>Ice skating</p>		<p>Most of the pubs in Southwell are actually quite run down, their facilities, the</p>		<p>Bring back the Minster Fellowship Lunch to Trebeck House</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
		<p data-bbox="562 280 815 312">Fundraising events</p> <p data-bbox="562 360 831 507">Some sort of dog show on Froggats' Field organized with local dog walkers</p>		<p data-bbox="1149 244 1429 858">environment and what they offer is generally uninspiring. The comedy club has been great, we could do with a place to have more things like that. Most of the focus for community events is either classical round the Minster or folky with the festival. I'd like to see a wider variety of events and entertainment.</p> <p data-bbox="1149 911 1435 1249">We love Southwell and all it has - but it would be nice to see some events changed/developed and not just the same every year; Parking an issue for increasing visitors!!</p> <p data-bbox="1149 1302 1391 1369">Keep the centre of town varied</p>		

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
	Film	Mentioned by 2 film festival A small Cinema	Mentioned by 1 Lots of people from Southwell watching a movie outside on big screen	Mentioned by 3 Cinema access to large screen filming and dance classes with your partner. Film shows: any outdoor ones in the Archbishops gardens	N/A	N/A
	Dance	N/A	N/A	Mentioned by 1	N/A	N/A
Heritage	Roman Villa	N/A	N/A	Mentioned by 4 Develop the Roman villa site properly as a visitor/education attraction The Roman connection needs to become an attraction instead of burying it! Then there needs to	N/A	N/A

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				<p>be an initiative to provide accommodation for visitors. Southwell could become a hub for tourist attractions in the area.</p> <p>Need to open up Higgon's Mead ruins</p> <p>There should be more done to uncover and maintain the Roman Villa remains as an area of interest, protected and signposted and made a big part of SOUTHWELL and its visitor information and people visiting.</p>		
	Museum/exhibition/heritage	N/A	N/A	<p>Mentioned by 1</p> <p>Travelling exhibitions to make up for lack of formal museum/galleries. Enjoy a lot of the above but not always</p>	N/A	<p>Mentioned by 1</p> <p>More 'history' and digging up our past</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				with others; by walking.		
	Environmental sustainability	Mentioned by 3	N/A	Mentioned by 3	Mentioned by 1	Mentioned by 1
		<p>Action against climate change</p> <p>Help save the environment from pollution</p> <p>Opportunity to help save the planet from all the types of pollution</p>		<p>A sustainable growth plan that protects the green belt/open space</p> <p>Environmental action including tree planting & ending plastic use</p> <p>Environmental action groups</p>	Needs a more effective environmental policy, better recycling, more woodland to offset carbon emissions of the residents	Prevail upon all responsible parties to reduce the most effective long-term flood alleviation solution for example execute the phase 2 bypass pipe for the Halam Hill catchment
	Festivals	N/A	N/A	<p>Mentioned by 2</p> <p>Food Festival to come back to King Street. Folk Festival to come back into town, not at the Racecourse. Flower Festival.</p>	N/A	N/A
	General access to heritage	N/A	N/A	N/A	Mentioned by 1	N/A
					Utilise the gardens open to public through a garden trail incl. Education	

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
					Garden, Higgon's Mead, Potwell Dyke Area, Bramley Cottage, Squires Pond, Brackenhurst Gardens, (create interesting focus relating to sculptures incl. Leaves of Southwell project	
Others	Better communication of what is happening in the town	N/A	N/A	Mentioned by 1	Mentioned by 1	N/A
				More advertising and reminders of what is available and happening if don't use online info	A website entitled B&B in Southwell. Very hard to find now under Southwell Town Council & we are losing trade to Newark	
	Concerns about the future	N/A	N/A	Mentioned by 2	Mentioned by 2	N/A
				Concerned if it grows too fast it will lose its sense of community	Community initiative to improve the amount of litter and dog fouling in	

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				Housing (affordable) for over 60s	and around the town Traffic, amount of, speed of - more of a problem and danger.	
	Sense of community	Mentioned by 1	N/A	N/A	Mentioned by 1	N/A
		Fundraising events			Older people catered for and valued.	
		N/A	N/A	<p>Joint working with students;</p> <p>private members men's club</p> <p>Gaming club-40K, Pokemon, MTG, Dreadball - perhaps a board game cafe for Duelupor Liberati - more shops open on Sundays=more visitors, craft markets and street markets</p>		<p>Please use Westgate area to change the Dumbles old pub area & change the cinema building (ideas) ? Both need change!</p> <p>Southwell is a dump, hope you can sort it :(</p>

Theme	Key topic	Under 16	16-24	24-64	64-75	Over 75
				making a bit more of the turning on of the Christmas lights, (the actual switch on part)		

Appendix 8

Discovering Southwell - Something for Everyone - Six Provisional Themes

The final agreed projects should be interlinked and have objectives that will create opportunities for the long term sustainability of Southwell's landscape and distinctive heritage, people, culture and community. We should be considering to:

- Investing in our Heritage
- Investing in our People
- Investing in our Community

1. Access for All

Providing better access and signage to our fascinating culture, landscape and heritage, so as to enhance the visitor experience.

2. Creative Interpretation

On and offsite interpretation of our distinctive natural, industrial and cultural heritage enabling more and a wider range of people to engage with it. To develop a strategy for the recording, management, storing and displaying the wide range of artifacts relating to Southwell's heritage.

3. Visitor Hub & Marketing

To present and promote our heritage making the area a better place to live, work and visit and to engage a wide audience through the provision of a visitor hub, continuing to develop the Discovering Southwell eco-museum theme, events, films, guidebooks, website and leaflets.

4. Educational Activities

Educational activities about our exciting natural, industrial and cultural heritage as well as training for young people and volunteers to ensure the skills needed to maintain heritage are available for the long term. To continue to provide volunteer opportunities to learn about our magnificent natural and archaeology heritage.

5. Go Green

Reducing environmental impacts through promoting sustainable transport and developing environmental projects.

6. Virtual Museum - Progress the Virtual Museum project.