

Factsheet - The Spot

The Spot is a well-known space adjacent to the Intu Shopping Centre and forms the southern end of St Peters Street. St Peters Street is the traditional 'high street' of the city centre but in the first decade of the 21st century, it experienced an increase in shop vacancy rates, a decrease in footfall and decline in quality of the built environment. The concept to modernise The Spot in order to contribute to a retail, social and entertainment revival of the area dates back to 2012 when a public consultation called for The Spot to be made a priority area for regeneration.

It is recognised that well-designed, high-quality urban spaces have an economic value with the potential to influence investment decisions and consumer behaviour. Studies have shown that investments in improving urban spaces increase retail footfall between 20% and 40% with a retail turnover between 10% and 25%.

Here is a snapshot on the project which started on site in April 2016 and was opened to the public on 14th October 2016.

DATES: Construction started in April 2016 and was completed in October 2016, on schedule, to specification and within budget

COST: £1.26 million

FUNDING: D2N2 provided £750,000 and the Council provided £510,000 from its capital budget. This was approved by Cabinet in 2013. Without the Council's portion, D2N2 would not have provided its funding.

FEATURES: The improvements involved replacing the existing 1990's building and toilets which were hazardous, particularly during poor weather conditions with a high quality, public space with its own identity that could become an established location for street theatre, music, markets and as a gathering space for social interaction, civic events and parades. The ground was levelled and made accessible for all; a 30-metre bench was installed along with two pieces of artwork. One piece of artwork comprised four 6.5m (23ft) high interwoven steel rings representing motion, flight and progress. The other is an engraving of the Derby Timeline, telling the history of the city from 1721 to 2015. This is engraved on the back of the bench.

PUBLIC CONSULTATION:

A public consultation event was held on 22nd August 2013 on St Peters Street. A set of four consultation boards were exhibited, providing the public with information on the concept of a new design for 'The Spot'. The public were asked a number of questions both relating to the existing situation and the design proposals. The feedback received was largely positive, reaffirming the decision to open the space up to be more flexible for a variety of events as well as allowing greater priority toward pedestrian access/usage of the area in general. A number of suggestions as to how the scheme could be improved were also made.

ARTWORK: The design for The Rings was chosen through a public competition which was launched by the Council, Quad and St Peter's Quarter BID. The competition was launched in July 2013 and there were four shortlisted designed. At the public consultation on 22 August 2013, the submissions from the four finalists were displayed for the public to vote on, using ballot papers. DPQ emerged as clear winners, with 58% of the votes. The result was announced in September 2013. Smith of Derby designed the Derby Timeline chronicling the 23 key achievements in the city's history from 1721 to 2015.

COST OF ARTWORK:

The design and manufacture of The Rings costs £50,900 and this was funded by D2N2.

The design of the Derby Timeline costs £17,500 and was also funded by D2N2.

OTHER COSTS:

The remainder of money was spent on the design, construction and renovation of the site.

PROJECT OBJECTIVES:

- Create a focal space/ hub for the area
- Create a distinct identity for this key node by improving access, movement, public realm, street lighting and public art
- Reinforce this location as a meeting place and promote social interaction through art, design and technology
- Support the under-performing retail sector in this part of the city centre by tackling anti-social behaviour, increasing footfall and dwell time and enhancing the vibrancy and vitality in the area
- Develop an innovative place management strategy with active involvement from the retailer and communities, co-ordinated by Derby Live
- Create a place where cyclists and pedestrians are protected from vehicle conflict.