The objectives for the Peel Town Regeneration project centred around the following:

• Appearance and physical regeneration of the town
• Economic regeneration of the town area
• Creation of a dynamic and attractive environment for people living, working in and visiting Peel
• Creation of a framework for investment
Key research findings – Secondary research

- The best town and village category for the tourism awards in 2008 was awarded to Peel, mentioning its beach, welcoming pubs, food and coastal stretch. Again in 2009, the tourism awards awarded Peel the best town/village, due to its friendliness and its beauty, with great ice-cream. Also, the Attraction of the year was awarded to the House of Manannan where its quality, range of appeal and its use of technology was acknowledged. Harbour lights Restaurant in Peel was nominated for best eating out experience.
- The cathedral is seen as being an under-used resource on the Island despite its visual dominance in the town. If the Cathedral bid for funding for the regeneration project were to be successful, 39,450 visitors would be anticipated to the Cathedral garden in its first year following completion. Visitor numbers include local school children. It is also assumed that 5% of visitors to the Isle of Man would visit the garden, which amounts to 5,500.
- At 13.1%, the rate growth of the population of Peel was faster (over the five years between the last two census points) than any of the Island’s other towns and continues to grow.
- By 2008, the number of households had increased to 2500, suggesting a growth rate of 39% in the three years since the previous census report. Further housing developments are planned for Peel.
- Peel has 65 registered bedrooms in tourist premises as of 2007. There are currently no 4* hotel properties in the West of the Island - one of the accommodation groups most demanded by visitors to the Isle of Man.
- Peel is ideally situated to take advantage of some of the niche Tourism trends affecting the Island (Marina and Adventure sports facilities).
- Research (2008) into Peel and the possible need for a hotel at the end of the promenade showed that very high proportion (79%) of respondents disagreed strongly and a further 10% disagreed that the area should be left as it is. Ie. 89% people wanted some level of development with the area at the end of the promenade.
- Views taken 18th March from Peel Clothworkers School Year 6 pupils suggested specific improvements to the town.
Key research findings – Questionnaire

Research summary – Householders

• More than half the respondents had lived in Peel for more than 15 years, 85% had lived in Peel for more than 3 years
• Slightly more respondents were female than male
• More than half the respondents were over age 60, less than 10% were under 40
• More than half the respondents live in the town centre with just 16% responding from the newer housing estates
• The majority of respondents are owner occupiers of their properties
• More than half were employed either full or part time with a further 40% retired
• 40% householder have one or two people working full or part time in Peel
• The overwhelming response to how people see Peel is ‘friendly’, followed by ‘tired’, ‘improving’ and ‘run-down’. The spread of these comments were more or less equally spread amongst both positive and negative descriptions
• Almost a quarter wanted to see Peel as ‘clean’ in the future, with further mentions for ‘vibrant’ and ‘thriving’. It should be noted that the spread of comments was limited for how people want to see Peel with strong consistency for just a few descriptors, without prompting
• The ‘friendliness’ and ‘community spirit’ are overwhelmingly the most mentioned benefits of living in Peel
• The main benefits of working in Peel were seen as ‘no travel’
• The most mentioned benefits for others visiting the town are: ‘beach’, ‘friendly’ and ‘scenery’
• The most mentioned elements (unprompted) that make Peel unique were: ‘Manx’, ‘beach’ and ‘history’, followed closely by: ‘community’, ‘Cathedrals’ and ‘friendly’
• The main reason for visiting the town centre for residents is shopping (81%)
• 50% say that ‘better shopping’ would make them go into the town centre more often
• Facilities that rate the best in Peel (prompted) are the Manx National Heritage sites, the Marina and the food and restaurant facilities. Worst scoring facilities were parking, road layout, shopping and youth facilities
• In terms of agreeing with statements:
  – 89% agree (slightly or strongly) that Peel is a safe place to visit
  – 54% agree (slightly or strongly) that Peel is making the most of its natural environment
  – 50% agree (slightly or strongly) that Peel is making the most of its heritage
  – Only 38% agree (slightly or strongly) that Peel is clean and free from litter
  – Only 31% agree (slightly or strongly) that Peel is making the most of its cultural aspects
• Ranking for the priorities of a regeneration project were as follows
  • Preserving the historic character
  • Encouraging the improvement of derelict and run down buildings
  • Public, private and commercial vehicle parking
  • Quality and design of shop fronts
  • Quality of finishes to roads and pavements
  • Available information and signage
• Lowest priority was stated as being:
  – ‘gateway sense of arrival’
  – Opportunities for public works of art
Key research findings – Stakeholder Workshop Research

Key themes for aspects that work well for businesses in Peel were as follows:

- **Range of attractions and events** to Peel – beach (shore), castle, hill, marina, MNH, Kipper factory, Kiosk, Cathedrals, working aspects of the town etc
- **Friendliness, supportiveness within the community**
- **Accessibility** via road and foot and attractions in a relatively compact space
- **Good quality of life** for living and working
- **Infrastructure** good (but not for hi-tech businesses)
- **Visitors** (local and off island) are good for the town

*NB: many people raised the fact that Peel has a sense of uniqueness about it and that it is a well-liked, popular place on the Isle of Man which has grown and developed significantly of recent years*

*NB: when asked to place a green pin on places that people liked best in the town, the largest number of pins were placed around the Creek/House of Mannan end of the Marina development*
Key research findings – Stakeholder Workshop Research cont’d

Key themes for aspects that *do not work well* for businesses in Peel were as follows:

- **Parking and enforcement** – many vehicles parked in front of shops doesn’t look good and restricts access, signage for access to parking needed. Parking on double yellow lines or over time limit needs enforcing. Additional spaces need to be found.

- **Signage and information** – signage for Peel coming into the town, for parking, facilities etc, info for visitors into the Welcome Centre, once in the town and for mariners arriving, need links between attractions, need plaques to denote key buildings or information of interest.

- **Local and central Government support** in getting businesses going.

- **Lack of retail and business facilities** (and poor range of opening hours eg. House of Mannan not till 10am, Post Office and some others close at lunch and half days, ice-cream not open late enough, both chemists at lunch at the same time etc ) – Chamber of commerce might help.

- **Poor environment** and lack of pride in certain places - painting and smartening needed and clearing broken glass etc (and seagull problem does not help) and celebrations of the positives/successes for Peel needed.

- **Segregation** of older and newer areas of Peel – feeling that people go into Douglas and have own local facilities in Ballawattleworth so don’t need to come into town, perception that rates may be unequally spent around the town.

- **Lack of tourist accommodation**

- **Poor reaction to the new sea wall**

- **Difficult access for wheelchair/pram users**

*NB: when asked to place a red pin on places that people liked least in the town, the largest number of pins were placed around the Cromptons/garage area of the quay*
Priorities for the regeneration were identified in the stakeholder workshops as:

- Parking/traffic direction/control and enforcement
- Smartness of the town – paint, tidy, lighting etc
- Incentives to attract businesses and support to facilitate – in particular retail
- Improved walkways and safety for pedestrians
- Signage/information in and out of the town
- Change of culture to embrace changes and generate support, celebrate and SELL Peel as a destination and place to live and work – people to drive the regeneration forward – eg a ‘crusader’ and/or regeneration action group
- Encourage events, temporary attractions
- *NB: phasing of the regeneration was seen as important*
Recommendations

- Promote the fact that **projects under £10,000 could be fast-tracked** in a bid to support quick improvements
- Develop a **long term vision** for Peel regeneration as well as a series of **short-term priorities**
- Maintain and **capitalise on the impetus** generated through the questionnaire and workshops involving local and other stakeholders and residents
- Focus on the identified short term priorities for regeneration ie. **Parking, updating and improving shop fronts, finishes to roads and pavements, information and signage** to help maintain the momentum already started
- Work with the PTC to identify areas for a series of quick wins
- Identify other key stakeholders in wider Government and elsewhere to be able to build a **coordinated communications plan** to achieve desired delivery of messages and outcomes
- Establish a ‘**Peel Regeneration Action Group’** to maintain the momentum and capitalise on locally driven development through committed local people
- Engender a positive and upbeat feeling about developments in Peel and **celebrate successes** for the town – ensure consistent delivery of communications messages about Peel and its benefits
- Encourage central **Government stakeholders to support and facilitate** the delivery of local regeneration objectives, including attracting inward investment
Recommendations cont’d

• Engender a ‘can do’ attitude approach to support businesses and business development and ventures in the town
• Carry out further consultation and input to the next stage of proposals through exhibitions and invitations
• Incorporate the detailed specifics of the feedback in the McGarrigle + Jackson next stage proposals – parking, signage, public realm etc
• Build on the existing positive feedback from the marina and quay area and progress the regeneration from that direction up to the main street
• Identify ways of stimulating business in Michael Street, eg. Training for business owners, sharing of feedback to help identify opportunities and developments
• Build a programme for attracting businesses – position Peel as good quality of life and offering good office facilities to help encourage inward investment
• Involve the youth of the town in the development, eg. Involve them in creating a better environment (painting/planting schemes?) to engender a sense of ownership
• Ensure information for local and other visitors is maximised at relevant points around Peel and elsewhere on the Island (eg. Welcome Centre)
• Ensure Peel is built into the overall tourism strategy for the Isle of Man, in particular in relation to accommodation provision and other tourist facilities
Q1. How long have you lived in the Peel area?

- 56.3% > 15 years
- 27.5% 3 - 15 years
- 12.5% 6 months - 3 years
- 3.8% < 6 months
Q3. Which age group do you fall into?
Q4. In which part of the Peel area do you live?

- Town centre: 50.7%
- New housing estates: 16.0%
- Outskirts of town centre: 28.4%
- Rural area outside Peel: 4.9%
Q8. Which three words would best describe Peel as you see it now? *Positive*
Q8. Which three words would best describe Peel as you see it now? *Negative*
Q9. Which three words would best describe Peel as you would want to see it in the future?
Q10. What do you see as being the benefits of living in Peel?
Q12. What do you see as being the benefits for other visiting Peel?
Q13. What do you feel makes Peel unique compared to other towns in the Isle of Man?
Q14. Why do you go into the town centre?
Q15. What would make you go into the town centre more often?

- Better shopping: 40
- Parking: 5
- Sort out Michael St.: 1
Q17. How would you rate the following facilities/environments in Peel?
Q18. To what extent do you agree or disagree with each of these statements?

Peel is...
Q19. If the regeneration project were to go ahead what priority, if any, would you give to: