

Agenda for a meeting of the Regeneration and Economy Overview and Scrutiny Committee to be held on Wednesday, 8 March 2017 at 6.00 pm in Committee Room 4, City Hall, Bradford

Members of the Committee – Councillors

CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	GREEN	INDEPENDENT
Heseltine Mallinson	Farley Pullen Green Jamil	Fear	H Hussain	K Hussain

Alternates:

CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	GREEN
Pennington Whiteley	Johnson H Khan Salam	R Ahmed	Warnes

Notes:

- This agenda can be made available in Braille, large print or tape format on request by contacting the Agenda contact shown below.
- The taking of photographs, filming and sound recording of the meeting is allowed except if Councillors vote to exclude the public to discuss confidential matters covered by Schedule 12A of the Local Government Act 1972. Recording activity should be respectful to the conduct of the meeting and behaviour that disrupts the meeting (such as oral commentary) will not be permitted. Anyone attending the meeting who wishes to record or film the meeting's proceedings is advised to liaise with the Agenda Contact who will provide guidance and ensure that any necessary arrangements are in place. Those present who are invited to make spoken contributions to the meeting should be aware that they may be filmed or sound recorded.
- If any further information is required about any item on this agenda, please contact the officer named at the foot of that agenda item.

From:

Parveen Akhtar

City Solicitor

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To:



A. PROCEDURAL ITEMS

1. ALTERNATE MEMBERS (Standing Order 34)

The City Solicitor will report the names of alternate Members who are attending the meeting in place of appointed Members.

2. DISCLOSURES OF INTEREST

(Members Code of Conduct - Part 4A of the Constitution)

To receive disclosures of interests from members and co-opted members on matters to be considered at the meeting. The disclosure must include the nature of the interest.

An interest must also be disclosed in the meeting when it becomes apparent to the member during the meeting.

Notes:

- (1) *Members may remain in the meeting and take part fully in discussion and voting unless the interest is a disclosable pecuniary interest or an interest which the Member feels would call into question their compliance with the wider principles set out in the Code of Conduct. Disclosable pecuniary interests relate to the Member concerned or their spouse/partner.*
- (2) *Members in arrears of Council Tax by more than two months must not vote in decisions on, or which might affect, budget calculations, and must disclose at the meeting that this restriction applies to them. A failure to comply with these requirements is a criminal offence under section 106 of the Local Government Finance Act 1992.*
- (3) *Members are also welcome to disclose interests which are not disclosable pecuniary interests but which they consider should be made in the interest of clarity.*
- (4) *Officers must disclose interests in accordance with Council Standing Order 44.*

3. INSPECTION OF REPORTS AND BACKGROUND PAPERS

(Access to Information Procedure Rules – Part 3B of the Constitution)

Reports and background papers for agenda items may be inspected by contacting the person shown after each agenda item. Certain reports and background papers may be restricted.



Any request to remove the restriction on a report or background paper should be made to the relevant Strategic Director or Assistant Director whose name is shown on the front page of the report.

If that request is refused, there is a right of appeal to this meeting.

Please contact the officer shown below in advance of the meeting if you wish to appeal.

(Asad Shah - 01274 432280)

4. REFERRALS TO THE OVERVIEW AND SCRUTINY COMMITTEE

Any referrals that have been made to this Committee up to and including the date of publication of this agenda will be reported at the meeting.

B. OVERVIEW AND SCRUTINY ACTIVITIES

5. CITY CENTRE MARKETS

1 - 10

The report of the Strategic Director Place (**Document “V”**) will update Members on the City Centre Markets.

Recommended –

That Members are asked to note Document “V” and to recommend a future report once any regeneration proposals for the City Markets are proposed.

(Colin Wolstenholme – 01274 432243)

6. CITY CENTRE REGENERATION

11 - 24

The report of the Strategic Director Place (**Document “W”**) updates the Committee on progress with city centre regeneration since its scrutiny hearing in September 2016.

Recommended –

That Members are recommended to welcome progress on city centre regeneration since its meeting in September 2016.

(Claire Wilkinson – 01274 433537)



**7. REGENERATION AND ECONOMY OVERVIEW AND SCRUTINY
COMMITTEE WORK PROGRAMME 2016-17**

25 - 28

The report of the Chair of the Regeneration and Economy Overview and Scrutiny Committee (**Document “X”**) presents the Committee’s Work Programme 2016-17.

Recommended –

That the Work programme 2016-17 continues to be regularly reviewed during the year.

(Licia Woodhead – 01274 432119)

THIS AGENDA AND ACCOMPANYING DOCUMENTS HAVE BEEN PRODUCED, WHEREVER POSSIBLE, ON RECYCLED PAPER



Report of the Strategic Director of Place to the meeting of Regeneration and Economy Overview and Scrutiny Committee to be held on 8th March 2017

V

Subject:

City Centre Markets

Summary statement:

This report will update Members on the city centre markets

Steve Hartley
Strategic Director
Department of Place

Portfolio:

Environment, Sport and Culture

Report Contact: Colin Wolstenholme,
Markets Manager
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Overview & Scrutiny Area:

Regeneration & Economy



1. SUMMARY

1.1. This report provides Members with an update on the two City Centre Markets.

2. BACKGROUND

2.1 The Council's Markets provision comprises the management and operation of indoor markets in Bradford, at the Oastler Centre and Kirkgate Market, and Keighley; a Horticultural Wholesale Market and outdoor markets at Shipley and Bingley. In addition, the markets service delivers one off themed market events as well as licensing others to deliver commercial or charitable markets across the district.

2.2 This report will focus on the two city centre markets, namely, Kirkgate Market and the Oastler Centre.

2.3 KIRKGATE MARKET

2.3.1 Kirkgate Market was built in 1974 and is one of the key anchor tenants of the Kirkgate Shopping Centre. The market is located on the 1st floor of the shopping centre with access from the shopping mall and via a pedestrian ramp on Westgate.

2.3.2 Kirkgate Market comprises the following sections;

- 184 stalls comprising of retail sales area of 18,872 sq. ft.
- 44 basement and 1st floor storage rooms
- Management/ Staff Offices
- Underground unloading area
- Ground floor public toilets and 1st floor trader toilets

2.3.3 The market is open from 9.00 a.m. to 5.00 p.m. Monday to Saturday.

2.3.4 The product offer is traditionally non-food, mainly unbranded clothing and household wares. This commodity group has been hit hardest by the many discount outlets in the City Centre. The Market is well known for its café offer with 4 large cafés

2.3.5 The Council occupies the Market on an under lease from the Head Landlord on a peppercorn rent for a term of 125 years from 1st January 1976.

2.3.6 The Council is both a tenant to the Head Landlord and a Landlord to the various tenants that occupy stalls on individual occupational leases.

2.3.7 In 2003, the Markets Service commissioned a detailed building survey/architects feasibility study to examine the building condition and to recommend to the Council the extent of the essential and enhancement works needed to upgrade the Market and bring the building up to a modern



retailing environment. The costs were estimated at that time to be in the region of £1.5 - £2 million.

2.3.8 Whilst small scale routine maintenance has been carried out by the Council such as the installation of new lighting and repainting of the interior of the market, there has been no planned modernisation programme to enhance the physical internal environment.

2.4. OASTLER SHOPPING CENTRE

2.4.1 In 1989, as a result of serious Health & Safety concerns and inadequate trading facilities in the Rawson Market, it was considered necessary to carry out major redevelopment works. A temporary market was constructed and tenants were relocated to provide continuity of trading.

2.4.2 In 1997, the old Rawson Market was demolished however, due to insufficient capital resources to rebuild the Rawson Market it was decided to refurbish the under-occupied John Street Market and relocate those tenants that were occupying the Rawson Temporary Market and Fish Market.

2.4.3 The refurbishment work to the John Street Market, which was later renamed as the Oastler Shopping Centre, commenced in April 2001 and was completed in June 2002 at a cost of £4 million.

2.4.4 The Oastler Shopping Centre comprises the following sections

- 177 stalls comprising of retail sales area of 25,538 sq. ft.
- 23 external shops
- 26 storerooms
- Management/ Staff Offices
- Service Delivery area
- Public toilets

2.4.5 At the rear of the centre is a servicing area for tenants, which is available during retailing hours as well as over 25 individual storage units. The Centre's refuse removal and recycling facilities are located here.

2.4.6 The Centre is open from 8.30 a.m. to 5.00 p.m. Monday to Saturday.

2.4.7 The product offer differs from Kirkgate Market as it has a vibrant fresh food offer and did have a strong retail anchor in Morrisons, before they vacated in April 2016.

2.4.8 The Council owns the freehold of the site as well as being Landlord to the various tenants that occupy the internal units on individual periodic tenancy agreements. In addition, the Council, through its Estates Management, also manages the letting of the shops on the exterior of the Oastler Centre on John Street, Northgate and Rawson Road.



3. FOOTFALL

- 3.1 Both markets have seen a decline in the number of customers over the last few years. The Oastler Centre attracted 2.9 million customers in 2013 which has fallen to 2.4 million customers in 2016. Kirkgate Market attracted 1.6 million customers in 2013, which has fallen to 1.5 million in 2016.
- 3.2 The fall in footfall can be attributed to many factors and in part reflects wider national retailing trends and increasing competition from supermarkets and discount stores. In addition, consumers are now demanding online alternatives, including 'click and collect'.
- 3.3 Unlike some of the market's competitors very few markets have responded to changing working and shopping patterns by opening later in the day or on Sundays. For instance, only a few markets in the UK are open after 5.30pm.
- 3.4 At a local level, traders in the Oastler Centre have indicated that the number of customers has fallen considerably as a result of the closure of the Morrisons Westgate store. In addition, traders also consider that the number of vacant shops on Darley Street has been a barrier to encouraging shoppers to visit the markets from the lower part of town.
- 3.5 Table 1 & 2 below show the monthly footfall at both markets and compares this against the same month in the previous year.

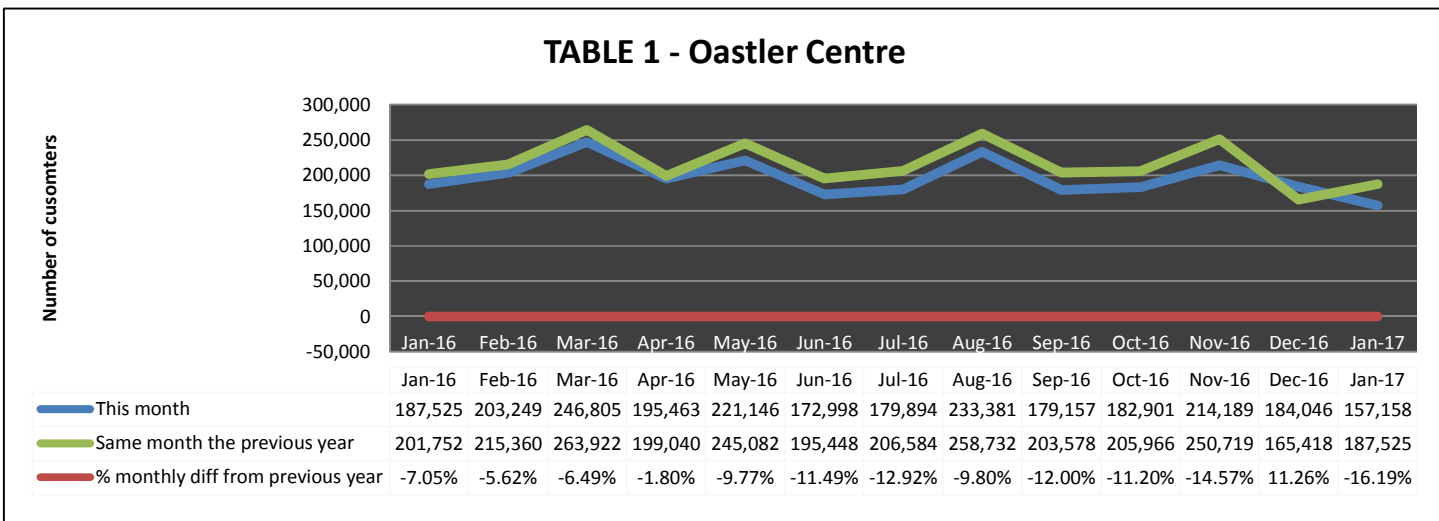
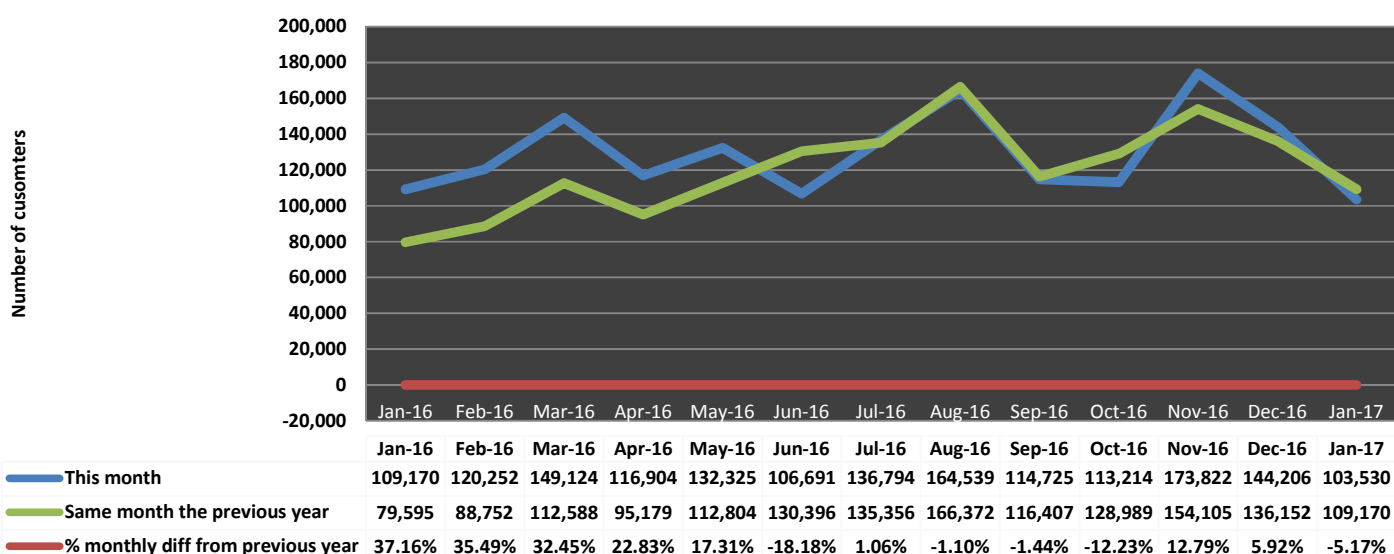


TABLE 2 - Kirkgate Market



4. VACANCY RATES

4.1 The current vacancy rate at the end of January 2017 at the Oastler Centre is 23% which represents 40 vacant stalls out of a total of 177 stalls. In Kirkgate Market the current vacancy rate is 22% which represents 40 vacant stalls out of a total of 184 stalls.

Table 1 – Oastler Centre

Year	Number of vacant stalls	% vacancy
2013	31	18%
2014	16	9%
2015	29	17%
2016	38	22%
31 st Jan 2017	40	23%

Table 2 – Kirkgate Market

Year	Number of vacant stalls	% vacancy
2013	44	24%
2014	29	16%
2015	35	19%
2016	35	19%
31 st Jan 2017	40	22%



5. THE NATIONAL PICTURE

- 5.1 In 2016, the National Association of British Market Authorities (NABMA) and the National Market Traders Federation (NMTF) undertook the biggest survey of the retail market sector ever seen in the UK. The Markets Service led the research on behalf of NABMA by preparing and issuing the online questionnaires and compiling a report analysing the responses.
- 5.2 The research identified there are 1,127 retail markets in the UK comprised of 305 indoor markets, 171 street markets, 80 covered markets and 516 outdoor markets. 55 operators described their markets as “other” (e.g. combination of indoor/outdoor markets).
- 5.3 In total, 733 are markets operated by local authorities, 203 are privately operated, 56 are operated by social enterprises, 23 are trader operated markets and 112 are other management models such as joint venture arrangements or limited liability partnerships
- 5.4 The survey showed that vacancy levels across the market sector are around 23% and this demonstrates there is an oversupply of stalls based on the current demand. The occupancy levels are consistently similar across all regions in the UK. The largest fall in stall take-up is on outdoor markets where there is an average of 29% of stalls vacant. Indoor markets are performing better with an average vacancy factor of 14%.
- 5.5 Capacity figures from NMTF, gathered by a team who visit markets every day of the week, provide further evidence for this figure. Taking into account visits to markets from 1 January 2014 to 31 July 2016, markets in England are 71 per cent occupied, markets in Wales are 94 per cent occupied, and markets in Scotland are 76 per cent occupied. No data for Northern Ireland was gathered in this period.
- 5.6 The NMTF routinely collects data about the number of members on markets visited by its Field Support team and identified there are over 32,000 market traders in the UK.

6. OCCUPATIONAL COSTS

- 6.1 The rents payable by traders in the Oastler Centre are an average of £17.52 per square foot (£188.56 per square metre). The rents payable by traders in Kirkgate Market are an average of £16.51 per square foot (£178.82 per square metre).
- 6.2 In addition to the rent, traders are also liable for the payment of annual service charges to covers such items as cleaning, lighting, heating, security, repairs & maintenance and other services provided for the benefit of their customers. The details of the services that the Council provides are set out in the traders’ lease or tenancy agreement. The costs are recovered from traders by either calculating their floor area as a proportion of the overall floor area as in the case of the Oastler Centre or in Kirkgate Market by dividing the total costs by the actual number of



stalls. Individual traders do not necessarily derive equal benefit from the services provided. For example, a fruit & veg trader will derive more benefit from waste removal measures than a jewellery trader.

- 6.3 At the Oastler Centre, traders are liable for payment of service charge which is currently £12.20 per square foot (£131.33 per square metre) and at Kirkgate Market the service charge is £14.16 per square foot (£152.41 per square metre)
- 6.4 The Markets Service continually reviews service charge expenditure to ensure it offers value for money for traders and provides detailed expenditure accounts each year.
- 6.5 From 1st April 2017, small businesses that occupy properties with a rateable value of £12,000 or less will receive 100% rate relief. This means that all traders that have stalls in Kirkgate Market or the Oastler Centre, and have no other property, will pay no business rates.

7. CURRENT POSITION – SHORT TERM IMPROVEMENTS

- 7.1 From 1st July 2016 to 31st December 2016, traders in the Oastler Centre were offered financial support in the form of a 10% rent reduction. To qualify for this reduction traders had to be open for business during the centre's core trading times of 9am to 5pm each day.
- 7.2 This was important as stalls that are not open for business during times that customers are shopping in the centre can be one of the major reasons why customers are choosing to shop elsewhere as well as impacting on other traders who are open for business.
- 7.3 Only 30% of traders qualified for this temporary discount with 70% of traders not eligible by failing to open their business during the core trading times.
- 7.4 The Markets Service has increased its marketing and promotional activity to focus on marketing activities aimed at encouraging footfall and supporting traders' own marketing and promotional activities.
- 7.5 Our marketing activities have changed from a reliance on printed advertisements/ material to digital and social media advertising in order to drive traffic to our new website and social media platforms.
- 7.6 To support our digital drive then we have partnered with the Digital Media Academy at the University of Bradford who have videoed 14 traders across all markets including 8 from the City Centre markets. The video footage will form the content for the launch of our Market TV channel which we anticipate will be live by late April.
- 7.7 The channel will focus on a range of topics including 'How to' videos, 'Spotlight on a Trader' and 'hidden Gems in your Local Market'. The Academy have incorporated the video content in a social media campaign for Bradford Markets called 'Shop for Victory' which will be launched in mid-March.



- 7.8 Final year students at the School of Management in Enterprise & Innovation and Entrepreneurial Marketing will support the markets key initiatives through project work as part of their practical assignment.
- 7.9 Bradford Markets amongst other local businesses pitched various projects to students who then selected an organisation to work with. The students will identify, develop and implement key strategies that increase footfall and animate public spaces by occupying units to test trade their innovation and new ideas or utilising them as a platform to engage with traders and members of the public.
- 7.10 Over the coming weeks, traders will be encouraged to register on **shopappy.com**, a new digital platform that promotes local shopping and allows small independent retailers to offer a 'click & collect' service locally and conveniently. The founder of Shopappy.com has visited our city centre markets and a few traders in Oastler Centre have already registered.
- 7.11 The Council is staging the *Creative Streets* free programme of events for young families at the top of town in March and April with the Oastler Centre hosting a number of events.
- 7.12 The city centre markets will participate in the 'Love Your Local Market 2017' national event and will also collaborate with the North Parade retailers to host a two day joint Food & Drink Street Party in July.
- 7.13 The Markets Service updates traders on a regular basis through email newsletters which encourage traffic to our website as well as allowing traders to view news and updates conveniently. Traders in both markets still need to be encouraged to set up email accounts and this is proving difficult with some traders reluctant to use digital communication platforms.

8. CURRENT POSITION – LONG TERM IMPROVEMENTS

- 8.1 Members of this committee have been presented with a number of reports on the progress of the strategic options for the two city centre markets, the last update on 22nd September 2016.
- 8.2 The original plans that were approved would result in a major refurbishment of the Oastler Centre and adjacent public realm. However, these plans were put on hold as a result of Morrisons closing their Westgate store on 3rd April 2016.
- 8.3 The Morrisons store was a key trading partner for the Oastler Centre and its closure has had a major impact on the number of shoppers that use the centre.
- 8.4 As a direct result of the decision by Morrisons to close their Westgate store the Council has been assessing its plans for the redevelopment of the Oastler Centre in order to safeguard its future whilst continuing to liaise with Morrisons in their search to find a new end use in the vacated building.



9. FINANCIAL & RESOURCE APPRAISAL

9.1 The continued or accelerated deterioration in the trading performance of both markets such as increasing vacancies will place budget pressures on the service as a result of reducing income and additional liabilities such as empty business rates and non-recoverable service charge

10. RISK MANAGEMENT AND GOVERNANCE ISSUES

10.1 If there are no significant risks arising out of the implementation of the proposed recommendations.

11. LEGAL APPRAISAL

11.1 There are no legal issues specifically arising from this report.

12. OTHER IMPLICATIONS

EQUALITY & DIVERSITY

There are no specific equality and diversity issues.

SUSTAINABILITY IMPLICATIONS

There are no specific sustainability implications

GREENHOUSE GAS EMISSIONS IMPACTS

There are no specific impacts

COMMUNITY SAFETY IMPLICATIONS

There are no community safety implications.

HUMAN RIGHTS ACT

There are no Human Rights implications

TRADE UNION

There are no Trade Union implications

WARD IMPLICATIONS

None

NOT FOR PUBLICATION DOCUMENTS

None



13. RECOMMENDATIONS

- 13.1 Members are asked to note this report and to recommend that a future report once any regeneration proposals for the City Markets are proposed.

14. BACKGROUND DOCUMENTS

- 14.1 Regeneration and Economy Overview & Scrutiny Committee reports on 31st January 2013, 5th September 2013, 23rd January 2014 and 14th October 2015.



Report of the Strategic Director to the meeting of the Regeneration and Economy Overview & Scrutiny Committee to be held on 8th March 2017

W

Subject: City Centre Regeneration

Summary statement:

This report updates Scrutiny Committee on progress with city centre regeneration since its scrutiny hearing in September 2016.

Steve Hartley
Strategic Director - Place

Portfolio:

Cllr Alex Ross-Shaw

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Overview & Scrutiny Area:

Regeneration and Economy



1. SUMMARY

- 1.1. This report updates Scrutiny Committee on progress with city centre regeneration since its Scrutiny hearing in September 2016. An update on City Centre Markets is being provided under a separate report.

2. BACKGROUND

- 2.1 Bradford City Centre continues to be a priority for the Council and it is also a Strategic Priority Area in the Local Enterprise Partnership's and West Yorkshire Combined Authority's Strategic Economic Plan. Bradford is one of the biggest and fastest growing districts in the UK and a key part of the Leeds City Region economy. Business success, jobs growth and an increased evening economy are essential to the District's future and a strong vibrant city centre is needed to help secure the economic prosperity of the wider city.
- 2.2. Bradford city centre is the key location for employment in a district with a growing population of 531,000, and the place where investment and activity can combine collectively to maximum benefit. It is home to over 2000 businesses that support 22% of jobs (one in five of all jobs in the district) generating 31% of the District's Gross Value Added (GVA). The value of Bradford's economy at 2015 as measured by total GVA was £9.5 billion that was the eighth largest economy of any City or District in England and the eleventh largest in the UK. GVA estimates for 2016 onwards project a steady increase. The district economy is forecast to be worth around £11 billion in 2025, an increase of around 16%.
- 2.3. As a location for key sectors with identified future growth such as retail, business services and digital and creative industries, the city centre must play a vital role in our economy. We need to build on our existing strengths in further and higher education and continue to grow our retail and leisure offer. The increasing use of automation and artificial intelligence in industry will see around one third of existing jobs disappear over the next twenty years and the emergence of what has been termed the 'Urban Entrepreneur'. Cities and city centres in particular are where the majority of new jobs will be created. To compete, Bradford has to ensure it is a liveable, vibrant and attractive place to attract and retain businesses and talent.
- 2.4. Bradford city centre is an important shop window to the district – the area with the highest concentration of visitor related facilities and a key visitor destination which is attracting increasing numbers of visitors. This year will see the City host the start of the third stage of the Tour de Yorkshire, providing the opportunity to showcase the City and the District.
- 2.5 Bradford's City Centre Growth Scheme has delivered impressive results, supporting businesses to create jobs and occupying vacant units and encouraging new investment in the City Centre.
- 2.6 In September 2016 a report was brought before this committee to update Members on developments in Bradford City Centre. The report provided an update on the City Centre Growth Scheme as well as the key developments in the City Centre. It provided an overview of City Centre Management work areas and updated on



activities being undertaken to support Top of Town businesses.

3. City Centre Regeneration Update

3.1 City Centre Growth Scheme

3.1.1 The scheme has supported 215 businesses to either open or expand within the City Centre. Supporting the enterprising nature of the District, the scheme has encouraged 42 new start-ups to open up within the Growth Zone, bringing unique offers to the City Centre.

3.1.2 629 new full and part-time jobs, equivalent to 534 Full time equivalent jobs have been created. The scheme has also impacted on the high street by supporting 77 vacant units to be brought back into commercial use.

3.1.3 The key achievements delivered by the scheme to date are detailed below:

Deliverable	Volume	Comments
Businesses Supported	215	Includes Business Rates Rebates recipients and Capital Grant beneficiaries
Jobs Created and Verified	534 FTE	BIS Target for City Centre is 500 jobs outside of the Broadway Centre
Empty City Centre Units brought back in to use	77	As a result of Rebate and/or capital incentives
New start businesses	42	New Businesses starting up within the City Centre Growth Zone with the support of the scheme

3.2 Priority Streets

3.2.1 Launched in summer 2015, this is a targeted scheme to incentivise businesses to bring back in to use vacant ground floor units in key retail streets with high volumes of vacant properties. The package of support includes capital grants towards property improvements and equipment purchases along with business rate rebates. Maximum grant values are 200,000 Euros.

3.2.2 A review of the Priority Streets scheme was undertaken in late 2016, taking into account current vacancies, feedback from stakeholders and an analysis of grant enquiries.



3.2.3 As a result the geographic coverage of the scheme has been increased to include Bank Street and Tyrrel Street to encourage investment to spread up to the top of town. North Parade has also been included in the scheme but with additional eligibility criteria restricting support to daytime uses, retail and food offers.

3.2.4 The scheme now offers support targeted at the following streets: -

Darley Street
Kirkgate
Rawson Place
Rawson Square
Ivegate
Tyrrel Street
Bank Street
North Parade

3.2.6 To date the scheme has provided grants to seven businesses, three of which have been new starts. Investment has seen five vacant properties within the Priority Streets area brought back into use.

3.2.7 Recent approvals include a rate rebate award for the Craft Market on Upper Darley Street. The business offers handmade products and personalised gifts. In addition to a ground floor retail space, the first floor offers six market stalls for other traders on an easy in/easy out arrangement. Three of the stalls have already been let to other self-employed craft makers. Future plans include renovation of additional floor space in order to provide craft workshops.

3.2.8 The pipeline of Priority Streets applications is starting to strengthen with an exciting list of new proposals currently in preparation.

4 City Centre Management

4.2 Footfall Figures

4.1.1 The Broadway reported well over one million visitors throughout December which was a dramatic increase on their previous December's footfall figures. The City Centre was very busy on Boxing Day in 2016, with 50,000 people reported as using The Broadway, with the same number using The Kirkgate. Other headline figures include 2.5 million people on Broadway (street) in the final third of 2016. Darley Street continues to drop, falling from 1.2 million in the final third in 2015 to 987,000 in the same period of 2016.

4.1.2 The railway stations continue to see an increase in footfall, particularly Forster Square as the nearest station to The Broadway Shopping Centre. Overall the percentage footfall increase in the City Centre in the final third of 2016 increased by 6%. Notably, Broadway (street) saw an increase of almost 15%.



4.3 Vacancy Rates

4.2.1 The City Centre Management Team undertakes a quarterly city centre vacancy count. The most recent count showed a vacancy rate of 18.6%, an improvement on the previous quarter's rate of 19.9%.

4.2.2 In January 2014 the vacancy rate was 22%. A steady reduction in vacancies is being seen alongside a major increase in the number of available units following the opening of The Broadway. Based on the current trend, it is anticipated that the KPI target of 18% will be achieved this year.

4.4 Working with Retailers and property agents

4.4.2 The Council formally meets with city centre retailers on a quarterly basis to provide them with updates on city centre developments and discuss any issues or concerns the retailers may have. In addition to this the Council engages daily with retailers and property agents to assist them with any city centre issues they may have.

4.4.3 The Council meet regularly with the management teams of both the Kirkgate and The Broadway shopping centres in order to continue to develop a joined up approach to City Centre Management.

4.4 Tour de Yorkshire

4.4.1 The third and final stage of the "Tour De Yorkshire" will be departing from City Park on Sunday 30th April 2017. It is anticipated this event will bring many thousands of people into the city centre, some for the whole weekend but the majority for race day. This provides a major opportunity to promote Bradford City Centre to both the visitors who come for the event and also those watching the event on television as well as boosting trade for local businesses.

Work is on-going to engage with businesses to ensure that the City Centre is open for business that weekend and to ensure that they benefit from the increased footfall. Information on any events or special offers being offered by businesses is being collated and will be included in co-ordinated marketing. A website and social media platforms are being created in order to keep the public informed.

4.5 Out of home advertising contract

4.5.1 A "competitive dialogue" procurement process for the provision of an "Out of Home Advertising" scheme has recently been undertaken. This will generate a fixed guaranteed annual income and percentage net profit share to the Council in exchange for allowing the provider to install a number of digital advertising panels in the key retail areas of the City Centre.

4.5.2 This will replace the current arrangement, resulting in the removal of a large number of panels in the city centre and de-cluttering the street scene. Full contract award will follow shortly.



5. Darley Street and Top of Town

5.1 Short and Medium Term Interventions

- 5.1.1 Whilst the development of Broadway has significantly added to the retail offer in the city centre there is little doubt that its success, as well as the surprise closure of Morrisons in April 2016, has also contributed to a drop off in footfall in other areas of the city centre particularly at the Top of Town; and to an increase in the number of vacant retail units, particularly on Darley Street from where many of the businesses relocated to Broadway a year ago.
- 5.1.2 This has led the Council to highlight the Darley Street / Top of Town area for priority attention, to increase short and medium term activity to support market traders (in both markets) and existing businesses, whilst working on a longer term action plan to secure the future vitality of this important area of the city centre.
- 5.1.3 Meanwhile uses in vacant buildings continue to be encouraged, and during March and April the 'Creative Streets' initiative will be rolled out which will see the city centre come alive with performers from Bradford's communities coming together. This project is part of the on-going support designed to attract more people and support businesses in the Top of Town area.
- 5.1.4 Shop wraps for properties currently housing meanwhile uses have been designed and painted by local artists. These have now been installed in the following units: -
- Cecil Green Arts – Darley Street
 - Wild Woods – Darley Street
 - Former Boots – Bank Street
 - Former Branded Bargains – Bank Street
 - Former Cash Centre – Ivegate
- 5.1.5 It is hoped that measures will encourage businesses and market traders to make every effort to ensure they remain viable and resilient in the face of the national trends of a shrinking retail and markets sector in the majority of cities across the country.
- 5.1.6 With regard to the longer term action plan the Council is very clear that a viable and thriving markets offer is an essential ingredient of the city centre experience and will do all it can to ensure this remains the case. Officers are currently considering options to secure a sustainable future for the Top of Town as a leisure and independent retail and markets destination, whilst developing a stronger residential community.
- 5.1.7 Officers are continuing to work with the owners of the Kirkgate Shopping Centre to support them with their plans for the centre and to ensure occupancy levels are optimised. Planning approval was granted in October 2016 for change of use for three retail units on the first floor of the centre. This will enable the centre accommodate a higher proportion of cafés/restaurants for shoppers.



5.1.8 A study into the connectivity between the Top of Town and the streets below has been undertaken leading to proposals for improvements to Godwin Street, Upper Darley Street, North Parade, Rawson Road/ Northgate, James Street and John Street. Business at the Top of Town will be consulted before final proposals are agreed.

5.1.9 Features of the proposals include:-

- Reduction of on-street parking to enable widening of footways to make them more useable
- The introduction of paving materials of a similar quality as seen in other areas of the retail core of the city centre
- Lighting and signage improvements
- New events spaces
- Safer pedestrian crossing points

5.2 Creative Streets Initiative

5.2.1 From the 6th October through to the 19th November 2016 Darley Street played host to the Season of Light animation programme. Over a period of six weeks the programme delivered a series of evening events, street performances, dressing of street furniture and lantern making workshops culminating in a lantern procession around the City Centre.

5.2.2 The aim of the programme was to animate the Darley Street area, encouraging maximum public engagement in an otherwise underused area, stimulate Bradford's night time economy as well as improving public opinions and perceptions.

5.2.3 Evaluation of the eight events provided by one of the delivery organisations, the Brick Box, showed that their events attracted a live audience of over 3000 people and that there was an outreach to an audience of hundreds of thousands through on-line and print publicity. The Brick Box events delivered the following results: –

- 20 + volunteer placements
- 30+ paid staff roles
- 100+ commissioned artists
- Trading opportunities for five local businesses
- 10+ local organisations promoting their work and connecting with new audiences
- An average spend of £31 per audience member per night in the City Centre
- A return of £160,435 on Bradford Council's initial investment of £30,000, including an audience spend of £87,885, Arts Council funding of £32,000, in-kind funding of £10,000, and additional funding of £550.
- An average dwell time of over two hours at each event per audience member

5.2.4 Following on from the success of last year's events a further programme has been



commissioned for the period commencing 11th March and ending 30th April and linking with the City Centre hosting the start of Stage Three of the Tour de Yorkshire.

- 5.2.5 A range of events and animation features in and around the top of town has been planned to support those businesses who have felt the impact of the shift in footfall. These areas include (but are not restricted to), Darley Street, Rawson Square and Oastler Square. We have also welcomed submissions for animation schemes within the Kirkgate Market, Oastler Market and The Orchard (former Marks and Spencer building) to drive footfall through these areas, complementing the on street animation.
- 5.2.6 Activities will include a Pirate Parade, Top of Town's Got Talent quest, drumming Workshops, and a Treasure Hunt for specially minted pennies, a puppet parade, a range of cycling themed activities and performances in the Wild Woods. In addition to the animation there will be an indie trail around Bradford's best independent businesses with special rewards for participants. Additional "pop up" arts spaces within the City Centre may also be utilised during the event period.

5.3 Made Bradford Markets

- 5.3.1 Preparation is underway for the launch of the new Made Bradford Markets. These pop-up markets will provide opportunities for quality producers to trade their produce in the City Centre and will help them to showcase their talent, whilst providing Bradford with a flexible point of difference in its shopping offer that can stand alone or enhance other events taking place in the city. A community interest company has been created to deliver the market events and It is hoped and intended that this is something that will, in time, grow to become a regular fixture in the City Centre.
- 5.3.2 The first market is planned for Saturday 18th March for Darley Street and Kirkgate. The second market will take place on the 29th and 30th April, providing an additional attraction during the Tour de Yorkshire weekend. The success of these events will then be appraised and further dates added throughout the year, linking with other events in the City Centre.
- 5.3.3 The 18th March will also see the launch of the celebratory 'Building/Making Bradford' Exhibition, which will be a (photographic) social study on the regeneration of the city and some of the people who are making things happen, The exhibition will be displayed in the Kirkgate Shopping Centre.

5.4 Townscape Heritage Initiative

- 5.4.1 £2 million lottery funding from the Heritage Lottery Fund has been secured to develop a Townscape Heritage Initiative (THI) in Bradford City Centre. The target area is Top of Town and centres around Rawson Place, North Parade, Darley Street and surrounding streets. In recent years this areas has suffered not only from



physical decline but also declining footfall. It is an area with a rich heritage and the quality of the buildings reflects Bradford's former status as a major textile producer. There are now a number of buildings in need of urgent repairs, many are vacant, particularly with vacant upper floors and original features have been removed. The area is in the City Centre conservation area and many of the buildings are listed.

- 5.4.2 This scheme will help deliver the vision for the Top of Town as a thriving and well-connected quarter with a vibrant day and night economy providing a quality offering of independent shops and leisure uses. It will encourage the reuse of upper floors for offices and residential accommodation and will breathe new life into these historic buildings.
- 5.4.3 The five year scheme will offer property owners grants contributions of up to 80% to repair and reinstate traditional features such as shop fronts and windows and bring vacant floor space back into use. The public realm around Oastler Square and the Oastler statue will also be improved. 72 properties and an area of public realm have been identified and have been categorised by priority.
- 5.4.4 An important part of the THI programme will be the focus on education and skills initiatives, which will see partnerships forming with key primary, secondary, higher and further education institutes in teaching children and young adults the importance of heritage and the craftsmanship involved in preserving historic assets.
- 5.4.5 Following this successful first round bid a development phase will now commence, priority properties will be finalised and further engagement with property owners will be undertaken. A Townscape Heritage Initiative officer will be appointed to lead this development. Experience from delivery of the successful scheme currently running in Keighley will be used to inform this development phase.

6. City Centre Developments

6.1 The Broadway and Cinema development

Papadoms, an Indian street food restaurant, is due to open above Zizzis and Patisserie Valerie on Charles Street by Easter. Construction of the cinema complex started in late 2016, with cinema and four restaurants to be operational in October / November 2017; one of the latter is to be taken by Gourmet Burger Kitchen.

6.2 Sunbridge Wells

- 6.2.1 The much anticipated Sunbridge Wells development opened its doors on the 10th December 2016. This underground retail and leisure complex within tunnels located under Sunbridge Road aspires to become Bradford's own Victorian quarter incorporating Victorian and contemporary shop units as well as restaurants and bars.
- 6.2.3 The complex aims to support small businesses by offering easy in and out flexible trading terms. There are currently 13 businesses trading from the premises including six bars, a café and independent retailers.



- 6.2.4 Sunbridge Wells Ltd operate three of the bars in the complex: Waller's, The Gin Bar and The Laurel and Hardy Bar all of which are reporting a really healthy turnover for the first ten weeks of trading. It is also understood that the other bars and businesses are performing well.
- 6.2.5 Centre Management estimate footfall at over 300,000 people through the tunnels in 10 weeks. Customer numbers in the bars are high with weekends being particularly busy. The maximum capacity for the complex is 500 people, which means there are often queues awaiting entry.
- 6.2.6 The developer has now commenced a second phase of scheme, which will see the opening of the Rose and Crown Pub in March. This is a land locked building which opened as a pub in 1870.
- 6.2.8 In addition, a juice bar with access off Ivegate is planned and an operator is currently being sought. There are also plans to open additional tunnels to expand the complex further in the future.

6.3 Clergy House and Jermyn Court

- 6.3.1 In order to address an increasing demand for temporary accommodation, Executive approved a proposal for the Council to develop a housing scheme to provide additional temporary housing accommodation for homeless people.
- 6.3.2 Located on Barkerend Road, the scheme involved the refurbishment of a high profile, historically important and listed empty property known as Clergy House along with the construction of a purpose built block, Jermyn Court.
- 6.3.3 In total the scheme has created 18 self-contained flats to provide temporary accommodation for homeless families and individuals along with offices and activity space.
- 6.3.4 The scheme was delivered in two phases because of the very different nature of the two elements of the scheme – the renovation of a listed building and the construction of a new build – with practical completion of the second phase (Jermyn Court) taking place on January 12th 2017.
- 6.3.5 Now complete the whole scheme has been leased to Horton Housing Association who are currently delivering the Council's Supported Housing contract relating to support for homeless people.

6.4 Station Gateways Project

- 6.4.1 Final gateway one designs for the Forster Square Station redevelopment are almost complete and will be submitted to WYCA in mid-April. A decision on the application is expected by their Investment panel in June. The business cases that form a critical part of that submission are to be finalised within the next four to six weeks. The scheme completion is due for the end of March 2021.



6.4.2 The purchase of former Westfield compound site completed in December 2016 and was part funded by the WYCA. This acquisition will benefit the Forster Square Station redevelopment by providing an alternative vehicular access to the HMRC car park. Plans include an enhanced public realm link to the station along with a small retail development.

6.4.3 Work is on-going to examine how proposals for Bradford Interchange can fit with longer term aspirations for a potential NPR (Northern Powerhouse Rail) station.

6.5 One City Park

6.5.1 Throughout 2017 further work will be undertaken on developing the design of the One City Park scheme. On-going exploratory discussions are also taking place with potential developer interests.

6.6 Former Odeon

6.6.1 Bradford Live and their team have been doing great work talking to commercial venue operators and to potential sponsors and promoters and the Council continues to support them with their scheme.

6.7 Jacobs Well

6.7.1 The programme for delivery of the Public Sector Hub has slipped by approximately 12 months. This is due to the main 'anchor' tenant requiring more time in resolving on-going contractual property arrangements with their existing PFI partner. It is anticipated that approvals will be received in November 2017.

7 City Plan Update

7.1.1 An update on the review of City Plan was provided to Scrutiny Committee in November 2016. The Plan continues to set the broad strategy for the regeneration of the city centre incorporating themes of enterprise, education, transport, housing and destination.

7.1.2 Priority areas for action currently include:-

- Responding to the realignment of the city's retail offer around the Broadway development by developing a delivery plan to secure the sustainability of the Top of Town and the city's markets.
- Adoption of the City Centre Area Action Plan
- Responding positively to new government initiatives for investment into the regions particularly for transport (Northern Powerhouse Rail), station improvements, new homes and education and close working with the West Yorkshire Combined Authority and Homes and Communities Agency to ensure funding opportunities are maximised.



- Remaining responsive to continuing evolution of the city centre function especially as regards retail, and maximising opportunities for diversification including residential and leisure uses.
- Implement the successful Townscape Heritage Initiative bid with building owners to help secure the re-use of old buildings at the Top of Town.
- Ensuring the city centre remains a safe and attractive place for people to live in, work in and visit
- Maintain delivery of priority Council owned sites including No1 City Park, the Jacobs Well site, and the former Odeon.

8. LEGAL APPRAISAL

Not applicable

9. OTHER IMPLICATIONS

EQUALITY & DIVERSITY

At this stage there are no specific equality and diversity issues.

SUSTAINABILITY IMPLICATIONS

At this stage there are no specific sustainability implications

COMMUNITY SAFETY IMPLICATIONS

Event plans for the proposed animation activity and City Centre markets will include full risk assessments. Security measures will be provided where appropriate.

HUMAN RIGHTS ACT

There are no Human Rights implications

TRADE UNION

There are no Trade Union implications

NOT FOR PUBLICATION DOCUMENTS

None.

10. RECOMMENDATIONS

- 10.1 Members are recommended to welcome progress on city centre regeneration since its meeting in September 2016.

11. APPENDICES

Appendix 1 - Draft Programme of Activities – Tour de Yorkshire

12. BACKGROUND DOCUMENTS - None



Tour De Yorkshire Animation and Activation

The Tour de Yorkshire returns on 28th to 30th April 2017, stage three start in Bradford departing from City Park. This is a very exciting time for the residents and businesses of the district. Whilst this is a free event detailed below are some activities that are at developmental stages which local communities can get involved in.

Trophy Tour

The Tour de Yorkshire Trophy is coming to Bradford district and is the precursor to the commencement of the tour. The provisional date is 4th April 2017. The trophy will be displayed at City Hall and all residents will be encouraged to come and view the trophy 10am to 8pm (provisional time).

Creative Streets Programme

From 11th March to 30th April top end of Bradford City Centre will be offering a vibrant Creative Street Arts programme.

- 23rd March – African drumming workshop by Moses Ekebuisi
- 1st April - Balle! Balle! Bhangera and Bollywood Dance by Punjabi Roots Academy.
- 1st April – ‘Top of Town’s Got Talent’ by Q20
- Free Events in the City centre which will include puppet parade (15th April) led by Cecil Green Arts, talent shows and live entertainment.
-
- 11th April ‘in for a penny’ treasure hunt by Adept
- 15th April ‘The B3ats’ Punjabi Roots Academy
- The Brick Box based at the old M&S will be creating ‘Wild Woods in Bloom’ which will be colourful and interactive art pieces, live performances from local talent, workshops, fun and games for all the family and food stalls.

More updates to come on the creative streets programme.

Animation Programme

Using the concept of route and city centre animation, this will provide a perfect opportunity to promote the incredible landscapes, iconic buildings, beautiful towns and villages across Bradford district which will be turned into an array of blue and yellow bunting, flowers, bicycles, yellow jerseys on sculptures, artwork on trees, yarn-bombing, and much much more.

This will include Brand Bradford from the air. The Bradford Council 40 strong Future Leaders have been tasked with promoting brand Bradford, mainly through 5 to 7 large scale animation activities, land art that will be visible from the air and decorating key iconic locations along the route e.g. Love Bradford, big yellow jersey at Bradford City Football Club, land art on the Cow and Calf etc . This is very much about promoting our city using innovative mechanisms which will attract national and international media and press to include helicopter footage.

In addition the future Leaders have also been asked to develop a promotional video or footage of the TDY 2017 Bradford event based around a countdown clock to the TDY pre tour.

Parks Activation Programme

There will be a wide range of activities and entertainments for local residents and communities to get involved in at the following parks across the district organised by Sport and culture Service.

These will take place at

- City Park
- Lister Park
- Victoria Park Keighley

Grant Funding

Groups and organisations from across the district are being encouraged to help celebrate the Tour de Yorkshire coming to Bradford by holding events, activities or creating artwork along the route.

To help people to organise these events Bradford Council is offering one-off grants of up to £300 from Sport and Culture Service.

Groups and organisations in the Bradford districts can hold events and activities between Monday 17 and Sunday 30 April and the closing date for grants is 10 March.

Community Activation Programme

Early indication confirms that communities have been inspired to organise their own events and neighbourhoods are mobilising themselves. To date these include Queensbury, Burley in Wharfedale and Ilkley.

Report of the Chair of the Regeneration and Economy Overview and Scrutiny Committee to the meeting to be held on Wednesday 8 March 2017

X

Subject:

Regeneration and Economy Overview and Scrutiny Committee Work Programme 2016-17

Summary statement:

This report presents the Committee's Work Programme 2016-17

Cllr Adrian Farley
Chair – Regeneration and Economy O&S
Committee

Portfolio:

**Regeneration, Planning & Transport
Education, Employment and Skills
Environment, Sport & Culture
Health and Wellbeing**

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1. SUMMARY

1.1 This report presents the Committee's Work Programme 2016-17.

2. BACKGROUND

2.1 Each Overview and Scrutiny Committee is required by the Constitution of the Council to prepare a work programme (Part 3E – Overview and Scrutiny Procedure Rules, Para 1.1).

3. REPORT ISSUES

3.1 **Appendix 1** of this report presents the Work Programme for 2016-17.

3.2 Work planning cycle

Best practice published by the Centre for Public Scrutiny suggests that 'work programming should be a continuous process'. It is important to regularly review work programmes so that important or urgent issues that come up during the year are able to be scrutinised. In addition, at a time of limited resources, it should also be possible to remove projects which have become less relevant or timely. For this reason, it is proposed that the Committee's work programme be regularly reviewed by Members throughout the municipal year.

4. FINANCIAL AND RESOURCE APPRAISAL

None

5. NOT FOR PUBLICATION DOCUMENTS

None

6. RECOMMENDATIONS

6.1 That the Work programme 2016-17 continues to be regularly reviewed during the year.

7. APPENDICES

7.1 Appendix 1 – Regeneration & Economy Overview and Scrutiny Committee Work Programme 2016-17



Democratic Services - Overview and Scrutiny

Regeneration and Economy O & S Committee

Scrutiny Lead: Licia Woodhead tel - 43 2119

Work Programme 2016/17

Description

Report

Agenda

Wednesday, 8th March 2017 at City Hall, Bradford.

Chair's briefing 20/02/2017. Report deadline 23/02/2017.

- 1) City Centre Regeneration
- 2) City Centre Markets
- 3) Regeneration and Economy O&S Committee Work Programme

The Committee will receive an update report on the regeneration work in Bradford City centre including an update on the City Plan.

Steve Hartley

The Committee will receive an update on the City centre markets
The Committee will consider its Work Programme and make changes as necessary.

Colin Wolstenholme
Licia Woodhead

Tuesday, 28th March 2017 at City Hall, Bradford.

Chair's briefing 08/03/2017. Report deadline 15/03/2017.

- 1) National Media Museum

The Director of the Media Museum will present an annual update on the museum, which will include details of the Council's £1m investment in the National Media Museum and the economic impact the museum has had on the district.

Jo Quinton-Tulloch / Stuart
McKinnon-Evans / Phil
Barker

- 2) Get Bradford Working / SkillHouse Programme

The Committee will receive an update report on the Get Bradford Working Programme

Emma Longbottom

- 3) Regeneration and Economy O&S Committee Work Programme

The Committee will consider its Work Programme and make changes as necessary.

Licia Woodhead

Thursday, 27th April 2017 at City Hall, Bradford.

Chair's briefing 10/04/2017. Report deadline 12/04/2017.

- 1) Housing and Homelessness strategy

The Committee will receive a report reviewing the progress against targets within the Housing and Homelessness strategy.

Sarah Holmes

- 2) Housing Allocations Policy Review

The Committee will receive a report on the Housing Allocations Policy Review

Yusuf Karolia / Hiron Miah

- 3) Tourism

The Committee will receive an update report which includes feedback from public consultation on the Tourism review and the impact of other strategies.

Tricia Tillotson

- 4) Cultural Strategy

The Committee will receive an update report which will include information on how data is collected and analysed.

Phil Barker / Bobsie
Robinson

Regeneration and Economy O &S Committee

Scrutiny Lead: Licia Woodhead tel - 43 2119

Work Programme 2016/17

Description

Report

Agenda

Thursday, 27th April 2017 at City Hall, Bradford.

Chair's briefing 10/04/2017. Report deadline 12/04/2017.

- 5) Sports Facilities Investment Plan

The Committee will receive an update report on the Sports Facilities Investment Plan which will include detailed designs and the detailed revenue projections for the first phase of the new facilities.

Phil Barker

Tuesday, 9th May 2017 at City Hall, Bradford.

Chair's briefing 12/04/2017. Report deadline 25/04/2017.

- 1) West Yorkshire Combined Authority and Leeds City Region

A joint meeting of Regen, Corporate and Environment O&S Committees will consider a report on the West Yorkshire Combined Authority and Leeds City Region

Jamie Saunders