

Report of the Strategic Director, Regeneration to the meeting of the Regeneration Overview and Scrutiny to be held on 24th October 2016

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Subject: BRADFORD CITY PLAN – PROGRESS UPDATE

Summary statement:

City Plan is the delivery plan and framework for partnership working to achieve a decade of regeneration and economic growth in Bradford City Centre. It was endorsed by the Council's Executive on the 10th Feb 2015.

This report outlines the successes of City Plan to date, restates its objectives and outlines the Council's draft priorities for 2017 - 2019

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Overview & Scrutiny Area: Regeneration



1. SUMMARY

- 1.1 This report outlines the successes of City Plan to date, restates its objectives, and outlines the Council's draft priorities for 2017 – 2019.

2. BACKGROUND

City Plan

- 2.1 City Plan was completed by the end of 2014 following extensive consultation of specialist Council officers, external partners and private sector stakeholders.

- 2.2 A report was taken to Executive on the 10th February 2015 which endorsed the objectives and priorities of City Plan and instructed:-

- a) that the Plan be used to inform the policies, land allocations, and the delivery section of the City Centre Area Action Plan
- b) that the implementation of City Plan, including any Council contributions through funding or use of Council assets, be considered on a project by project basis through future reports to the Executive
- c) that the Regulatory and Appeals Committee and appropriate Planning Panels are requested to have regard to the contents of City Plan in determining applications within the area, pending the adoption of relevant local strategic planning documents

City Plan - A Five Point Plan

- 2.3 Whilst City Plan has an economic focus it also addresses a social and place - making agenda to help make the city centre a location of choice for business and investors, the district's diverse communities, visitors; and people looking for a place to live.

- 2.4 The priorities and proposals of City Plan are organised around five priority outcomes as follow:-

- o Bradford City Centre as a Place of Dynamic Business & Entrepreneurship
- o Bradford City Centre as a Centre of Excellence for Learning
- o Bradford City Centre as an Exemplar of 21st Century Urban Living
- o Bradford City Centre as a Major Transport Hub
- o Bradford City Centre as a Destination & Experience

Fit with Council Priorities

- 2.5 These priority outcomes align with the five Council corporate priorities as follow:-

- o Better skills, more good jobs and a growing economy
- o Decent homes that people can afford to live in
- o A great start and good schools for all our children



- Better health, better lives
 - Safe, clean and active communities
- 2.6 As a strategic document City Plan is endorsed by Producer City which works on implementation matters through its Place sub board.

PROGRESS

- 2.7 Since the adoption of City Plan in Feb 2015 good progress has been made in delivering against the five priority outcomes set out above.
- 2.8 Highlights include:-

Business

- On-going business support through Invest in Bradford advisors and Rate Rebate and Capital Grants through the City Centre Growth Zone Programme
- Grown office accommodation through refurbishment of the former Central Library, Britannia House and former Mercury House bringing 1,000 additional office workers to the city centre.
- Delivery of the Digital Exchange business incubator in Little Germany in association with the university
- Progressed with plans for the development of further office accommodation at No1 City Park and Jacobs Well.

Learning

- Established a city centre retail academy – Skills House – at Well Street to support retail, hospitality and visitor economy businesses and to help local people find jobs.
- Completed construction of the Bradford College Advanced Technology Centre
- Plans being developed with the university and other partners to deliver further growth within the Learning Quarter including a Health and Well-being Centre and mixed use development.

Living

- The Council has delivered Chain Street Phase 2 – a 33 unit new build scheme including family homes for rent and sale, and a ‘temporary accommodation for the homeless’ scheme at Clergy House and Jermyn Court in Cathedral Quarter which is programmed for completion during December 2016.
- The completion of Broadway is already having a catalytic impact on not only retail and leisure investment but also on new homes and leisure uses - as the conversion of the former Arndale House for leisure and residential bears witness.
- There is a significant increase in the number of residential change of use applications in both historic building settings and for the conversion of office to residential.

Transport and Connectivity

- Significant public realm schemes have been completed at Kirkgate and



- around the Broadway development together with the installation of a new city centre way finding scheme of direction posts and information totems
- Design work has now commenced for improvements to Forster Square Station whilst master planners have been commissioned to develop a master plan and business case for the redevelopment of the Bradford Interchange.
- Land at Forster Square has been acquired by the council to support the Forster Square master plan.

Destination and Experience

- The completion of the Broadway redevelopment has transformed the retail offer in the city centre, and is acting as a catalyst for further investment in adjacent sites.
- New independent restaurants and bars have been delivered at the Top of Town whilst additional restaurants and bars and a boutique cinema are under construction at Arndale House and the former BAE block on Broadway.
- St Georges Hall is undergoing a refurbishment and plans for the conversion of the former Odeon building into a new large music venue in the city are well under way.
- Despite budget pressures a comprehensive programme of outdoor events and festivals continues to be delivered, attracting significant numbers of visitors to the city centre.
- World Host Training (gold standard training for customer care) to support new retail businesses is now available across the city centre with particular focus on businesses within the Top of Town area.

Review of Priorities

2.9 Although it is only 18 months since City Plan was launched the Regeneration department have commenced a review process to ensure that objectives and priorities remain valid in the light of changes to the city centre. There are two key drivers for the review. They are:-

- i) To take account of any impacts and changes in the city centre following delivery of the projects outlined above and any new challenges these raise, in particular the impact of Broadway on user patterns and Darley Street / Top of Town
- ii) To consider implications of changes and trends of a more regional and national perspective including the future of likely investment in the regions, Northern Powerhouse Rail, the evolving character and role of city centres, and the prospects for high street retail following the Brexit referendum.

2.10 Review Process

The review process follows the following framework:-

- review progress to date
- review/ identify potential challenges to future delivery
- agree priority actions and establish delivery resources for the next 12-18 months in consultation with Council departments
- consult externally



Addressing Challenges

2.11 Whilst good progress is being made and it is right that we celebrate and build on these successes, we also need to continue to address on-going and new challenges to ensure that the city centre as a whole diversifies its offer to remain resilient to change.

2.12 Emerging Areas for Action

- Responding to the realignment of the city's retail offer around the Broadway development to ensure vitality is also maintained in other parts of the city's shopping area including the Darley Street area and Top of Town
- Establishing a shared proposition for the management and marketing of the city centre
- Adoption of the City Centre Area Action Plan
- Responding positively to new government initiatives for investment into the regions particularly for transport (NPR), station improvements, new homes and education
- Raising skill, wage and participation levels through successful regeneration and support activities
- Remaining responsive to continuing evolution of the city centre function especially as regards retail, and maximising opportunities for diversification
- Responding to a post Brexit economic climate
- Finding new ways to overcome the challenges of an underperforming property market to create more offices, homes and other developments in the city centre including the reuse of old buildings
- 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 former Odeon site and the Jacobs Well site.

2.13 Next Steps

- Consult Council departments and elected members – Target Q4 2016
- Consult with selected external stakeholders and private owners and agents Target Q1 2017
- Finalise agreed actions – Target Q1 2017

3. OTHER CONSIDERATIONS

None

4. FINANCIAL & RESOURCE APPRAISAL

4.1 City Plan itself has no further resource requirement. The intention is to embed the delivery into Council Service Plans and partner organisations' work programmes. Projects and other activities will be funded on a project by project basis.

4.2 This means the Council (and its partners) will have to work hard to facilitate new development by co-ordinating funding bids to advance priority projects, drawing down resources channelled through the Leeds City Region LEP and develop



innovative mechanisms to unlock development projects, including the use of Council assets, prudential borrowing and public – private partnership arrangements

- 4.3 City Plan identifies a number of potential sources of funding e.g. the Heritage Lottery Fund, European Funding, innovation funding as well as acknowledging the need to consider innovative funding models, joint venture arrangements, special purpose delivery vehicles etc. to ensure all possibilities of accessing funding are explored.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

- 5.1 There are no immediate implementation risks arising out of the publication of new priorities.
- 5.2 Any future issues arising from individual projects will be addressed appropriately with the City Solicitor as required.

6. LEGAL APPRAISAL

- 6.1 As the report is for information only there are no legal issues arising at this stage. Any future issues, should they arise, will be addressed appropriately.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

- 7.1.1 An overriding aim is to make the city centre an inclusive and accessible destination.

7.2 SUSTAINABILITY IMPLICATIONS

- 7.2.1 At this stage there are no specific sustainability implications. However, the City Plan has a central role in promoting the economic, physical and environmental sustainability of the city centre and so incorporates a cross cutting theme of seeking to raise environmental and sustainability standards wherever feasible. Specific issues from individual projects will be picked up and assessed against the criteria of the district's waste and energy strategies.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

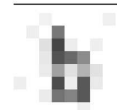
- 7.3.1 At this stage there are no expected impacts on the Council's own and the wider District's carbon footprint and emissions from other greenhouse gasses. As above, this will be monitored as part of the development of the individual projects of City Plan.

7.4 COMMUNITY SAFETY IMPLICATIONS

- 7.4.1 There are no direct community safety implications arising from City Plan. These will be assessed as they arise from the development of individual projects. The Council through its Neighbourhoods and City Centre Management services will continue to work closely with the Police and other agencies to foster a safe and welcoming city centre.

7.5 HUMAN RIGHTS ACT

- 7.5.1 There are no Human Rights implications.



7.6 TRADE UNION

7.6.1 There are no Trades Union implications.

7.7 WARD IMPLICATIONS

7.7.1 Identify any Ward or area implications. Although the city centre is primarily contained within City Ward there are potentially implications for other wards and local politicians. They will be engaged as individual projects are developed as part of the engagement process outlined above.

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

N/A

10. RECOMMENDATIONS

10.1 Members are requested to note progress with the delivery of City Plan

11. APPENDICES

N/A

12. BACKGROUND DOCUMENTS

City Plan Technical Report – Feb 2015

City Plan Prospectus – Feb 2015

Both can be viewed at the link below:-

<http://www.investinbradford.com/city-centre/city-centre-delivery-plan.html>

