



Bradford District

Business Development Zones

Final Report v4
November 2019

Version	Date	Author	Checked
1	04-09-2019	CN	FG
2	01-11-2019	CN	FG
3	25-11-2019	CN	FG
4	26-11-2019	CN	FG

This masterplan report has been prepared by a consultant team composed of BDP, Aspinall Verdi, Fore Consulting, KADA Research and RPP

BDP.

**Aspinall
Verdi**
property
regeneration
consultants

Fore

KADA
RESEARCH



rpp
rex procter and partners

Contents

1. Study Overview

2. Bradford BDZ

2. Keighley BDZ

4. Shipley BDZ

5. Inclusive Growth

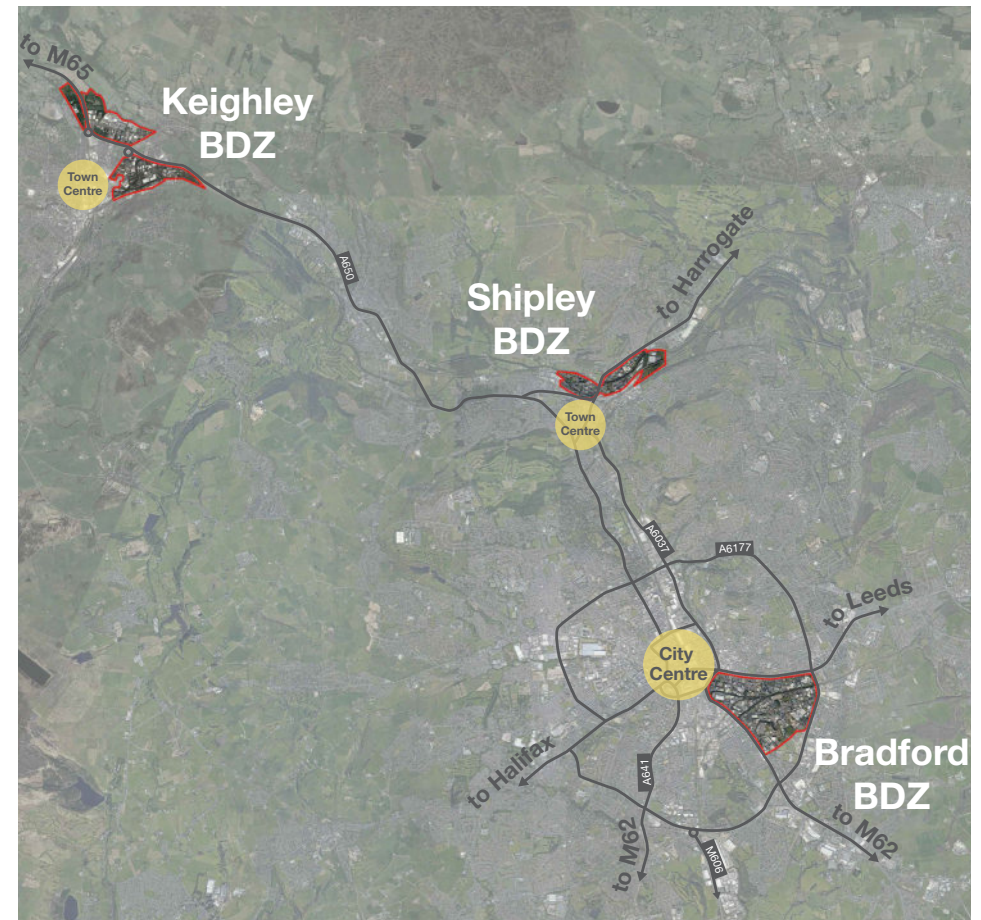


1. Study Overview

1.1 Introducing the BDZs

The Bradford District Business Development Zones (BDZs) are three priority employment areas located in Bradford, Keighley and Shipley. The areas currently support almost 21,000 jobs including many in important growth sectors such as advanced manufacturing. Together they accommodate around 10% of the total jobs in Bradford District.

This study has looked comprehensively at the BDZs to identify opportunities to encourage new business related development and investment. Through the study approximately 46 hectares of land have been identified as having potential for development in the short to medium term (next 5-7 years). This has the capacity to support the creation of approximately 3,000 new jobs (FTE) across the three BDZs.



The three Bradford Business Development Zones

1.2 Background to the BDZ study

“We want to make Bradford District a great place for everyone - a place where all our children have a great start in life, where businesses are supported to create good jobs and workers have the skills to succeed, a place where people live longer and have healthier lives and all our neighbourhoods are good places to live with decent homes for everyone.”

Bradford District Plan 2016-2020

Bradford District’s economy is strong and broad based with many successful manufacturing companies and a growing number of start-ups with good survival rates, however the District has suffered from decades of underinvestment in the built environment and significant investment is required to meet the challenges we will face over the next 20 years.

The District does not have a significant supply of undeveloped land in the places where businesses want to be located. Large scale green belt deletion to provide new employment land

for development is not a realistic or sustainable option. Consequently there is a requirement to assess existing key areas of employment land in order to stimulate the reuse and redevelopment of currently underperforming land and premises and improve their general appearance in the short term.

In order to stimulate investment we have identified three key employment areas of the city, to be known as Business Development Zones, for detailed studies. The areas were selected as Business Development Zones for a number of reasons;

- They are areas where many long established and loyal businesses are located and where they wish to remain, but lack of opportunity to expand and general appearance of the areas are hindering this ambition.
- They offer opportunities for short term interventions to bring long term change outside of the formal planning policy processes

- There are other activities being undertaken, including some private sector redevelopments, highway improvements and wider area improvements which can be built upon as part of BDZ designation.

There is enough opportunity in close proximity to consider these places as coherent areas with the potential for investment to attract further investment. Bradford District has a legacy of industry dating back to the industrial revolution. Basic subsistence manufacturing industries rapidly expanded due to the presence of raw materials in the local area including coal measures and iron stone. This subsequently resulted in the formation of world famous engineering companies that supported the growth of the textile industry, an area in which the area was dominant from the early 1800s to the 1970s. We now need to make the most of our opportunities and this document sets out to illustrate how we might do that.



Bradford BDZ



Keighley BDZ



Shipley BDZ

1.3 Purpose of the BDZ Programme

The overarching aim of the BDZ programme is to increase SME business growth, job creation and skills / training opportunities in Bradford District. This will be achieved by promoting a step change in the quality and performance of three employment areas to make them more attractive and efficient locations for businesses to operate and invest in.

The Council's Core Strategy identifies a district wide requirement for 60 Ha of land for employment purposes over the next 15-20 year plan period. Of this 40 Ha are to be in Bradford and 15 Ha in Airedale (which includes Keighley and Shipley) and 5 Ha in Wharfedale. Whilst some of this land is already identified from previous allocations there will be a requirement to identify additional land through a formal allocations process. This process is expected to take 18-24 months and development of these sites will therefore not be expected until 2024-25 at the earliest.

With an ever increasing demand for new business accommodation and an existing supply that is failing to meet this demand, intervention is required in the short to medium term. The purpose of the BDZ study is to identify opportunities within each of the BDZ areas where early intervention could bring forward the redevelopment of existing but underutilised or poor quality sites and the redevelopment / expansion of existing premises to maximise site utilisation. The sites and premises would be redeveloped to meet current demand and reduce pressure on potential green belt allocations.

Opportunities to promote general improvements to the areas including public realm, highways provision, public transport networks, walking and cycling routes have also been identified. These measures are aimed at enhancing business and investor confidence and improving the quality of life of those people working and living in the BDZs.

An accompanying delivery strategy defines how the proposals can be delivered. It sets out a programme for implementation and governance, including prioritising masterplan projects and actions and identifying roles and responsibilities for delivery.

Developed in collaboration with local stakeholders, the BDZ programme provides a shared vision that will assist the District is raising local prosperity over a relatively short period (5-7 years), whilst providing a platform for longer term investment and renewal.



Existing land supply is failing to meet demand



Employment land has been lost to other uses such as housing



Business stakeholders objectives workshop

1.4 Themes & Report Structure

The strategic objectives for the BDZ programme relate to four overall themes:

1. Development & Investment

Identifying a portfolio of development and investment sites that are capable of delivering modern industrial accommodation aimed at existing and new employers.

2. Sustainable Transport

Outlining proposals to enhance highways access and the accessibility of the BDZs by foot, cycle and public transport.

3. Environmental Improvements

Defining a series of complementary interventions that enhance the visual appearance and setting of the BDZs.

4. Inclusive Growth

Setting a strategy that complements other initiatives aimed at increasing the capacity of the business community to prosper, and for local communities to share in that success.

For each BDZ an Area Development Framework provides the overall structure for a range of development and infrastructure projects related to themes 1-3. This includes the identification of Intervention Areas, which are highlighted as priorities to encourage private investment over the next 5-7 years.

An overview of each BDZ and related projects to each theme is set out on an area by area basis in this report. This is followed by the Inclusive Growth Strategy, which defines a series of strategic priorities to be delivered across the three BDZs.



Many areas are in need of a refresh to stimulate investor confidence



Defining a portfolio of investment and development sites



Opportunities to enhance access and connectivity



2. Bradford BDZ

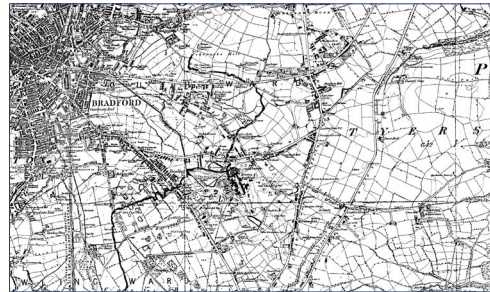
2.1 Area Overview

Location

The Bradford BDZ is located to the south east of Bradford city centre within the Bowling and Barkerend ward of the city. It broadly centres on Bowling Back Lane and is bound by the A647 Leeds Road to the north (a key route into Bradford city centre), the A6177 Laisterdyke / Sticker Lane to the east, Lower Lane to the south and A650 Wakefield Road to the west. The BDZ covers an area of some 162 ha and is largely allocated as an Employment Zone in the current local plan.

Historic Development

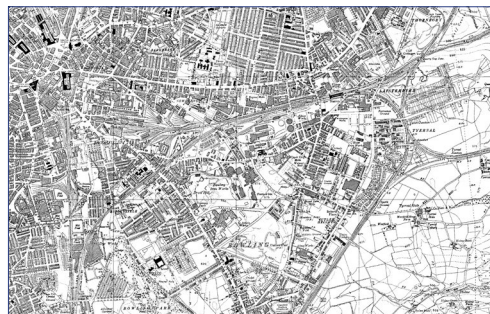
The area has long been established as an industrial area. Historic maps from 1852 show the presence of iron works, mills and collieries and by 1909 the area was densely developed, particularly north of the railway, which included sidings and goods yards. Growth over the early and mid twentieth century included further densification through new housing and industry. The legacy of this industrial age is



Historic map of 1852



Historic map of 1909



Historic map of 1956



The Bradford BDZ today

most evident in the area to the north of the Bradford to Leeds rail corridor where factories, warehouses and mills continue to operate in an area densely packed with terraced housing in tight urban streets. South of the railway line, the area developed over a longer period of time and many relics from this era such as railway goods yards, mills and housing have since been reclaimed or redeveloped for other uses.

Built Character

The BDZ currently has a very poor quality feel despite the range and quality of jobs it supports. Many premises are aged and maintained at a most basic level that does not present well to the public realm. Foreboding ‘defences’ such as palisade fencing and barbed wire give an impression of an area that is unsafe, and a concentration of derelict land and property as well as low grade industries further degrade the quality of the physical environment. Consequently the area is unappealing

and suffers from an image problem, which is potentially deterring investment.

There are some pockets of relatively recent development across the BDZ including modern office developments to the north west of the area closest to the city centre, a trade park and industrial units at the western gateway to Bowling Back Lane and the Marrtree Business Park at the eastern end of Bowling Back Lane. However, these developments are relatively small in scale compared to the wider area, which mainly comprises industrial property dating from the early to mid twentieth century.

Bowling Back Lane is the main route through the area, but despite improvements to the western gateway into the BDZ, the route is environmentally very poor. Low grade uses and derelict land form a weak frontage and the public realm is functional at best, being dominated by vehicular movements, with narrow

pavements, tired paving materials and little soft landscaping or other co-ordinating elements to form a sense of place.

There is a particular cluster of underutilised and vacant land plots along Parry Lane. A large area of this land is in Council ownership and also benefits from Enterprise Zone status. Parry Lane itself is a wide utilitarian corridor, which narrows to a pinch point at Sticker Lane. Other key routes within the area are Neville Road and Birksland Street, which have the same anonymous and low grade feel.

The area’s designation as a BDZ provides the opportunity to collectively tackle these issues and stimulate the regeneration of under-performing land and premises.



Relatively recent development - Bowling Back Lane



Many businesses present poorly to the public realm



The environmental quality of many areas is very uninviting

2.2 Transport & Movement

Highway Network & Parking

The Bradford BDZ is accessed from the strategic road network via Junction 26 of the M62 via the M606, the A1677 Rooley Lane (forming part of the Bradford outer ring road), and in turn via A650 Wakefield Road, which bounds the BDZ to the west. Strategic access is also possible from the M62 at Junction 37, via the A650 Tong Street toward the A650 Wakefield Road.

Congestion occurs around the BDZ at peak times including at key junctions along the A650 Wakefield Road. Bradford Council are implementing an improvement scheme at the Wakefield Road / Neville Road / New Hey Road junction which is intended to improve capacity and safety. In partnership with the West Yorkshire Combined Authority, the Council are also investigating a package of schemes along the A650 Tong Street corridor, to relieve peak time congestion and associated air quality issues.

Based on the existing accident record, a cluster of accidents was recorded in recent years at the Wakefield / Bowling Back Lane roundabout. It is understood that improvements similar to those implemented at the Wakefield Road / Neville Road / New Hey Road junction (including introduction of traffic signal controls to manage traffic flows) are to be investigated, as part of a rolling programme of maintenance and removal of pedestrian subways across the District. Although no scheme is identified at this stage, it is anticipated that the introduction of traffic signals would better manage peak traffic flows in a safe and efficient way.

Parking is generally provided on plot throughout the BDZ. Key roads around the BDZ are subject to parking restrictions including along the A647 Leeds Road, Sticker Lane and on streets located off the A647. On-street parking occurs in various locations within the BDZ, in particular along Birksland Street, Planetrees Road and Mount Street.

Pedestrian & Cycle Infrastructure

Pedestrian infrastructure and facilities are provided throughout the BDZ. Some areas of footway are, however, uneven, narrow and / or steep (given the topography of the area), making walking unattractive. This includes sections of Bowling Back Lane, Sticker Lane and Parry Lane. Within the BDZ, pedestrians are generally required to cross roads at uncontrolled crossings or on an informal basis.

Signal controlled crossing points are provided along A647 Leeds Road and the A6177 Sticker Lane, and subways are located along the A650 Wakefield Road providing access from the west. Step free access is provided into and exiting these subways; however, these subways offer poor visibility and do not provide an attractive gateway to the BDZ.

Sections of cycle lane are provided along the A647 Leeds Road. A number of roads within the BDZ are noted as



Bowling Back Lane - not a pedestrian friendly environment



An uninviting subway - Wakefield Road



Sticker Lane provides connections to the M606 corridor

advisory cycle routes, which link the BDZ to a wider city centre network. This includes Bowling Back Lane, Hammerton Street and Birksland Street. There is, however, no specific, segregated cycling infrastructure currently provided within the BDZ and the key roads are unappealing as cycle routes due to the relatively high proportion of heavy goods vehicles.

Public Transport Infrastructure

The BDZ is located close to Bradford city centre and as such, is well served by the local public transport network, with a number of frequent bus routes serving the area. Stops are located in particular along the northern and western boundaries of the BDZ (A650 Wakefield Road and A647 Leeds Road) and offer frequent services to a range of local and regional destinations. The existing subways that provide pedestrian links across the A650 Wakefield Road from the BDZ, however, are of poor quality and may discourage

use of buses. In addition, bus stop infrastructure throughout the BDZ varies, with some bus stops lacking shelters and seating.

A substantial proportion of the BDZ is located within walking distance of Bradford Interchange and Bradford Forster Square rail stations. In addition, all buses that serve the BDZ provide a connection to Bradford Interchange, allowing for further onward public transport connections.

Summary

In terms of sustainable transport, the BDZ offers a number of key opportunities:

- It is located conveniently for access to the motorway network and strategic local roads. As such, it is within a 60-minute drive of most of West Yorkshire, as well as parts of Harrogate and Skipton. Interventions being delivered by Bradford Council (some in partnership with the West Yorkshire Combined Authority) would improve the operation of the local highway network, and further enhance access to the BDZ.
- Similarly, given the location of the BDZ in the existing urban area of Bradford, there is a significant residential catchment within a reasonable walking distance of the site. Targeted improvements to the existing pedestrian infrastructure would encourage potential staff and visitors to travel to the site on foot.
- Existing cycling infrastructure both in the BDZ and connecting to it are limited, and the nature of key roads (including Bowling Back Lane) is such that it is likely to discourage staff or visitors from traveling by cycle. With improvement a proportion of staff or visitors could potentially be encouraged to travel by cycle.
- The BDZ is located within a reasonable distance of Bradford Interchange (a key local and regional public transport hub). Most of the BDZ is within a convenient walking distance of bus services that link to the Interchange, or other services within the city centre.
- Overall, it is clear that there is significant opportunity for staff and visitors to travel to the BDZ by sustainable modes, in line with local and national planning policy.

2.3 Market Commentary

The Bradford BDZ study area is a significant employment location in the District in terms of total floorspace and number of employees. The industrial property market is also active with consistent levels of take-up over the last five years. According to CoStar there has been take-up of around 40,000 ft² per annum on a leasehold basis, albeit 2015 and 2017 were standout years where over 100,000 ft² and c75,000 ft² were taken-up respectively, driven by a handful of deals for larger accommodation.

Take-up slightly dropped in 2018, potentially due to a number of factors, including a lack of suitable accommodation. This shortage of supply has been confirmed by local property agents as an issue not just for the Bradford BDZ, but across the wider District.

The majority of deals over the last five years have been for space up to 10,000 ft². Local property agents and

business cite that there is a shortage of space above this threshold and ultimately this is stunting business growth. This is demonstrated through the fall in the vacancy rate in the study area from around 9% in 2010 to below 0.5% in 2019. CoStar data suggests that the fall in vacancy and shortage of supply is starting to push rental values up to around £4.50 psf on average.

At this rental level, however, new build development would be unviable even though new-build accommodation would carry a rental premium. The challenge in delivering new industrial floorspace in the area is that rents of at least £6.25 psf are likely to be required in order for schemes to be deliverable. This is due to construction costs and site constraints. Whilst this kind of rental level is achievable in prime locations including motorway related sites, it is quite a significant jump for local businesses that are used to £2.00-£4.00 psf in second-hand accommodation.



Much of the building stock is aged



Mayfair Business Park - Sticker Lane



Modern units are in short supply

However, with a shortage of accommodation across West Yorkshire in the 20,000-40,000 ft² bracket in particular, there is an opportunity to attract occupiers looking for improved modern / high quality accommodation in a good location. The case for attracting businesses to the area will be easier to make if improvements to the transport network and environment discussed in this report are delivered.

Pre-letting space helps with development viability as removing void periods helps the cash-flow, and with less risk, there is the potential to reduce profit expectations. There are also examples of new-build space being delivered speculatively elsewhere in the District (e.g. Nano Park, Newhall) with units being sold freehold either off-plan or as the development comes forward.

Often occupiers have a preference for freehold ownership and therefore the Capital Value needs to be over £80.00 psf. This is a significant uplift

from second-hand values which are in the order of £30.00-£40.00 psf.

Due to issues with employment land supply there has been limited delivery of new industrial floorspace to test whether the market would be willing to pay a premium for better quality space. This is evidence of a 'market failure' as there is imperfect information, meaning it is difficult for the private sector to bring forward sites with confidence as there is not a comparable scheme to act as a benchmark. A picture emerges of low quality accommodation with low rental costs that attracts low value businesses and limited investment.

In summary, whilst there is a demand for sites that exceeds supply that should encourage development, the challenge in an area of heavily constrained sites is development viability and delivering this space. How to overcome this is discussed further in the delivery strategy.



Nano Park, Newhall (M606 corridor)

2.4 Area Framework

The Bradford BDZ has the potential to become an enhanced destination for modern industry, repositioning itself as a valuable industrial district within the wider M606 employment growth corridor. It should be targeted at manufacturing and logistics enterprises that are looking to draw from the South Bradford skills base and good connections to the motorway network. There is capacity to provide a greater range and quality of business accommodation than at present, which will meet the needs of local businesses that are looking to grow as well as inward investors.

Development & Investment

- Vacant and underutilised sites are identified across the BDZ as opportunities for new employment development (15.88 Ha in total).
- 12.41 hectares of land identified as priority areas for intervention that offer the most significant development potential and are capable of development in whole or part over the next five years.

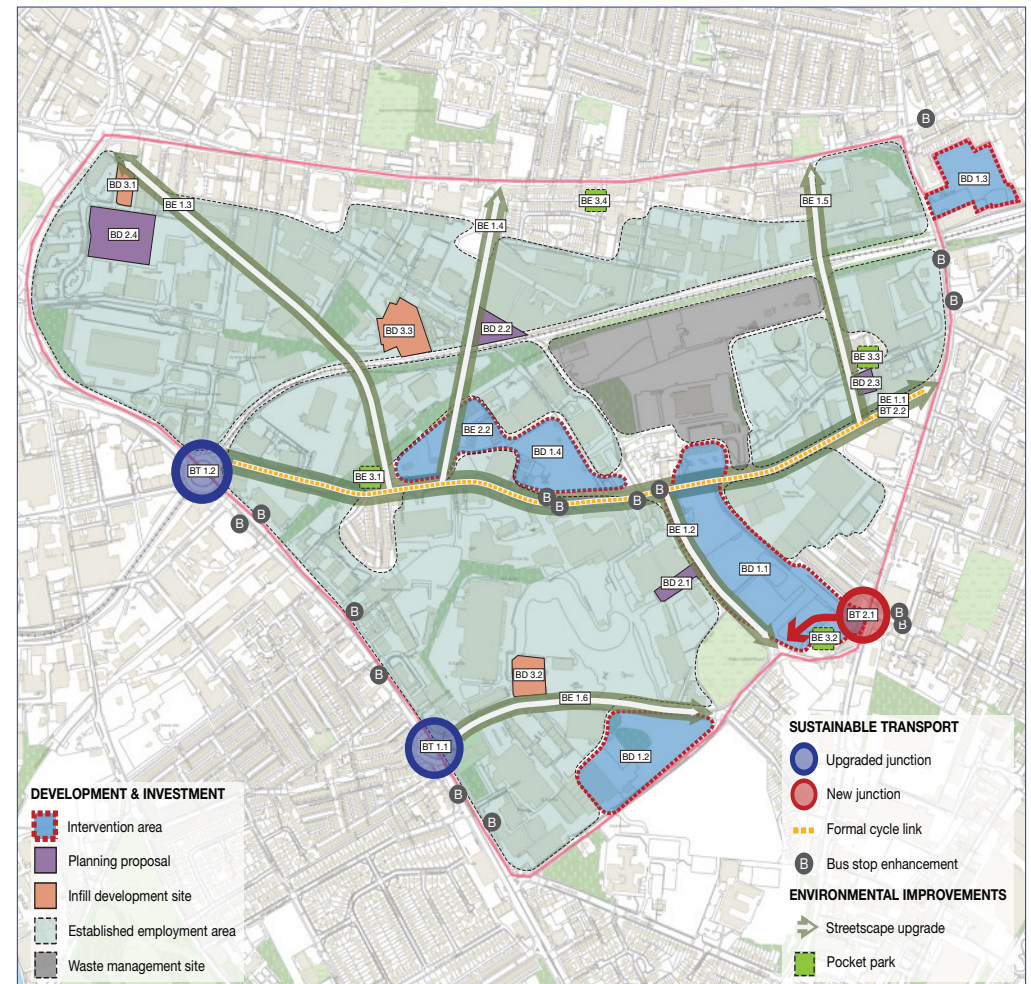
- 2.05 hectares of land with planning consent for new business development / enterprises.
- 1.42 hectares of additional derelict land suitable for development.

Sustainable Transport

- A new direct access from Sticker Lane, enhancing connectivity to the M606 corridor.
- Upgraded junctions on Wakefield Road to improve pedestrian permeability.
- Enhancement of pedestrian and cycling infrastructure on Bowling Back Lane.

Environmental Improvements

- Environmental upgrades to major routes such as Bowling Back Lane Parry Lane and Birksland Street.
- Improvements to properties along these key corridors e.g. boundary treatments.
- New and improved 'pocket parks' for the benefit of people living and working in the BDZ.



Bradford BDZ Area Development Framework

2.5 Development & Investment

Intervention Areas

BD 1.1 Parry Lane

This area of derelict land is significant in size and a large proportion of it is within Council ownership. By looking at this area comprehensively there is scope to deliver development of scale as well as other physical and amenity improvements for the BDZ. (4.93 Ha).

BD 1.2 Neville Road

Land in this area is mostly derelict and partly allocated in the current Local Plan for new employment development. (2.79 Ha).

BD 1.3 Sticker Lane

This large derelict site has recently been acquired by a new landowner and offers development potential. (1.87 Ha).

BD 1.4 Bowling Back Lane Central

This area comprises a range of sites in different private ownerships. They

are mostly occupied by low grade and low intensity uses and there is scope to look at this area comprehensively as a commercial development opportunity. Being located on the key frontage of Bowling Back Lane, the regeneration of these sites would significantly contribute to the physical renewal of the BDZ. (2.82 Ha).

Development Proposals

BD 2.1 Crown Works, Parry Lane

Construction of eight industrial units with a total proposed gross internal area of 9,880 ft² to be used for bakery manufacturing, storage and distribution. (Ref: 18/02729/MAF) (0.27 Ha).

BD 2.2 Former Site of 105 and 107 Birksland Street

Construction of six B2 and B8 industrial units between 1,000 and 2,700 ft². Currently on site. (Ref: 18/03223/MAF). (0.35 Ha).

BD 3.3 Land North Bowling Back Lane Junction

Construction of twelve B1c light industrial units each around 700 ft². (Ref: 17/01089/FUL) (0.13 Ha).

BD 3.4 Kingfisher House

Redevelopment of vacant office building to accommodate a new Centre of Excellence for international cuisine and hospitality, with associated restaurant, conference facilities and hotel. (Ref: 17/02968/MAF) (1.3 Ha).

Infill Development Sites

BD 3.1 Land South of Hammerton St

A vacant development site currently being marketed by Mark Brearley & Company. (0.22 Ha).

BD 3.2 Land North of Neville Road

Formerly occupied by a factory (now derelict), offering potential for redevelopment. (0.42 Ha).

BD 3.2 Land East of Hammerton St

An extant land allocation from the Local Plan. (0.78 Ha).

Established Employment Areas

Within the rest of the established employment area windfall development opportunities may arise through existing businesses choosing to invest in their sites or new investment in obsolete or vacated property. In all cases land should be retained in employment use in order to enhance the ability for the BDZ to serve existing and incoming businesses. Employment development will be therefore be supported subject to any Local Plan requirements and other material considerations.

BD 1.1 Parry Lane Intervention Area

Overview

The most significant development opportunity in the Bradford BDZ, this area offers considerable scope to act as a development catalyst, accommodating new business space, enhanced access to the BDZ and additional amenity for the local business and residential community.

Ownership

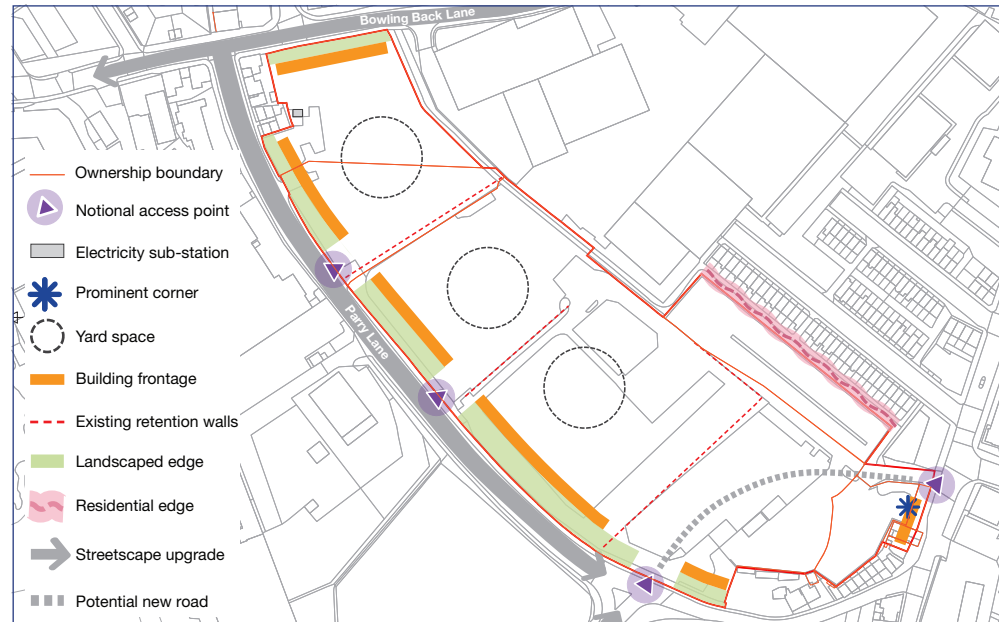
Bradford City Council and other (private) owners.

Site Area

4.93 Ha

Current Use

The majority of the site is currently derelict, with the exception of land to the south of the site, which comprises some small scale retail uses.



Opportunities and Constraints

Summary

Development area: 4.93 Ha
 Employment uses: B1(c), B2 & B8
 Potential capacity: 160,000 ft².



Proposals should set a new quality benchmark

Development Approach

It is proposed to develop these derelict sites for a range of new employment generating uses. The illustrative masterplan includes the assembly of land on Sticker Lane to open up the site and the wider BDZ to Sticker Lane. This will improve access to the important M606 corridor, helping to enhance the market perception of the sites and the BDZ more generally. Due to the significant change in level across the site, the illustrative masterplan arranges the site into three zones:

- Lower Zone - small scale units, potentially including a small amount of retail and trade park uses.
- Middle Zone - medium to large floor-plate employment units.
- Upper Zone - small to medium floor-plate employment uses.

Proposed Use

The majority of the site is proposed for employment use class B2 (General Industrial) and / or B8 (Storage or distribution). There is scope for ancillary retail uses (use classes A1-5), hybrid units (use class B1c) and potentially trade-counter units within the Lower Zone adjacent to the new access and Sticker Lane.

Scale

The masterplan demonstrates the capacity to accommodate approximately 160,000 ft² of employment development and an additional 4,300 ft² of retail within the intervention area. Employment accommodation ranges from small scale hybrid units (1-2,000 ft²) to medium scale industrial sheds of circa 35,000 ft². The range of building formats could be tenanted by a single occupier or sub-divided into smaller unit modules.

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
- A new junction and access road from Sticker Lane is proposed to form a new gateway to the BDZ (see project BT 2.1).
- Buildings should enclose, overlook and animate key frontages (Sticker Lane, Parry Lane and Bowling Back Lane).
- Vehicular access should be taken from Parry Lane and the new access route from Sticker Lane.
- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
- Ancillary uses and a new pocket park (see project BE 3.2) provide opportunities to enhance local amenity.



Illustrative Masterplan



Potential for roadside retail uses on Sticker Lane



An opportunity to create a new gateway

BD 1.2 Neville Road Intervention Area

Overview

This site occupies the corner of Neville Road and Lower Lane adjacent to the Rowan Trade Park. Given its size, shape and relative flatness there is potential to develop a scheme of some scale that takes advantage of the enhanced junction on Wakefield Road and proposed junction from Sticker Lane.

Ownership

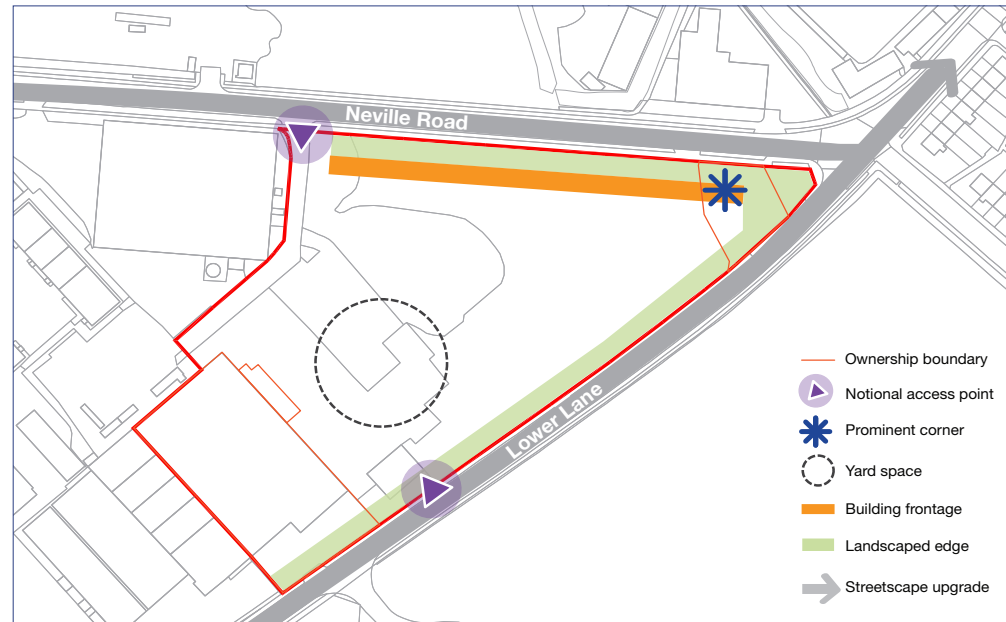
Land is within private ownership.

Site Area

2.79 Ha

Current Use

The site is largely derelict although there may be some low level use of the site for waste transfer activities.



Opportunities and Constraints

Summary

Development area: 2.79 Ha
 Employment uses: B2 & B8
 Potential capacity: 100,000 ft².



The site offers scope for one single large occupier

Development Approach

It is proposed to assemble a development site that regenerates currently derelict land in order to accommodate new employment generating uses. A particular opportunity is the ability to accommodate a large single occupier unit of some 78,000 ft², which can be challenging in most areas of the District due to topography and urban character.

Proposed Use

The site is proposed for employment use class B2 (General Industrial) and / or B8 (Storage or distribution).

Scale

The masterplan demonstrates the capacity to deliver approximately 100,000 ft² of employment development within the intervention area. This includes a large floor-plate single occupier building and an additional 20,000 ft² of employment space, which would be capable of sub-division into a number of smaller unit modules.

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
- Buildings should enclose, overlook and animate key frontages (Neville Road and Lower Lane).
- The development should maximise the potential to accommodate a large floor-plate occupier.
- Primary vehicular access should be taken from Neville Road.
- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
- A sense of unity across the intervention area should be formed through the use of consistent building materials and landscaping.



Illustrative Masterplan



Industrial units don't have to be 'grey and boring'



Corners offer opportunities to create design interest

BD 1.3 Sticker Lane Intervention Area

Overview

This site lies on the outer edge of the BDZ with frontage to Sticker Lane. It is currently in a derelict state. The site offers potential to deliver new employment space in the important 10-30,000 ft² range, which would be particularly suited to SMEs.

Ownership

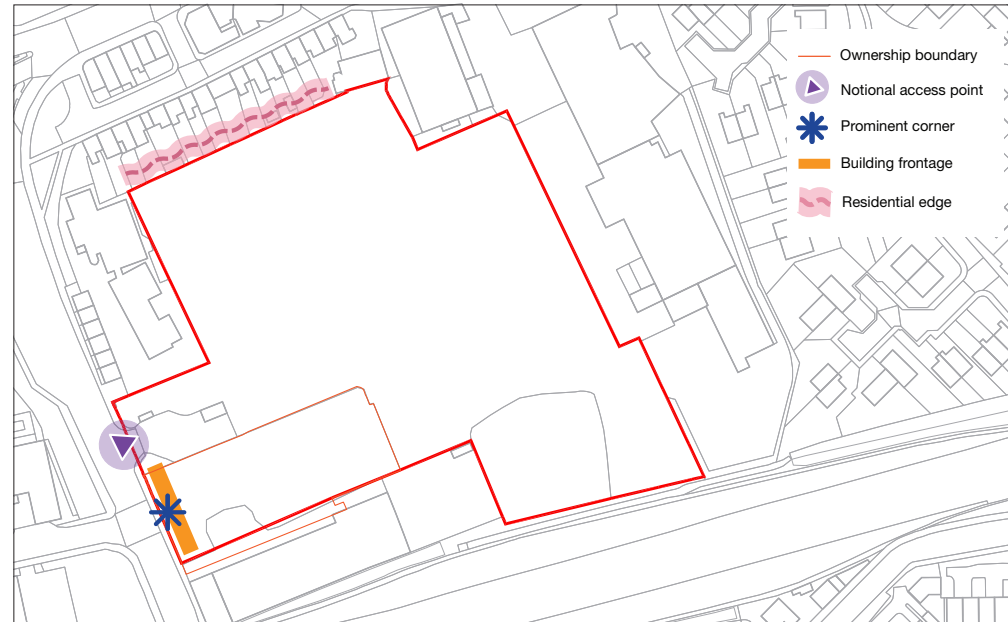
Land is within private ownership.

Site Area

1.87 Ha

Current Use

The site is derelict and not known to have any active use at present.



Opportunities and Constraints

Summary

Development area: 1.87 Ha
Potential uses: B2 & B8
Potential capacity: 54,000 ft².

Development Approach

It is proposed to develop a new self contained industrial / trade park with access from Sticker Lane. The site has the ability to accommodate a range of units in the small to medium size bracket, either as single stand alone units or larger sub-divided terraces of units.



Creating a strong cohesive identity through colour and materials

Proposed Use

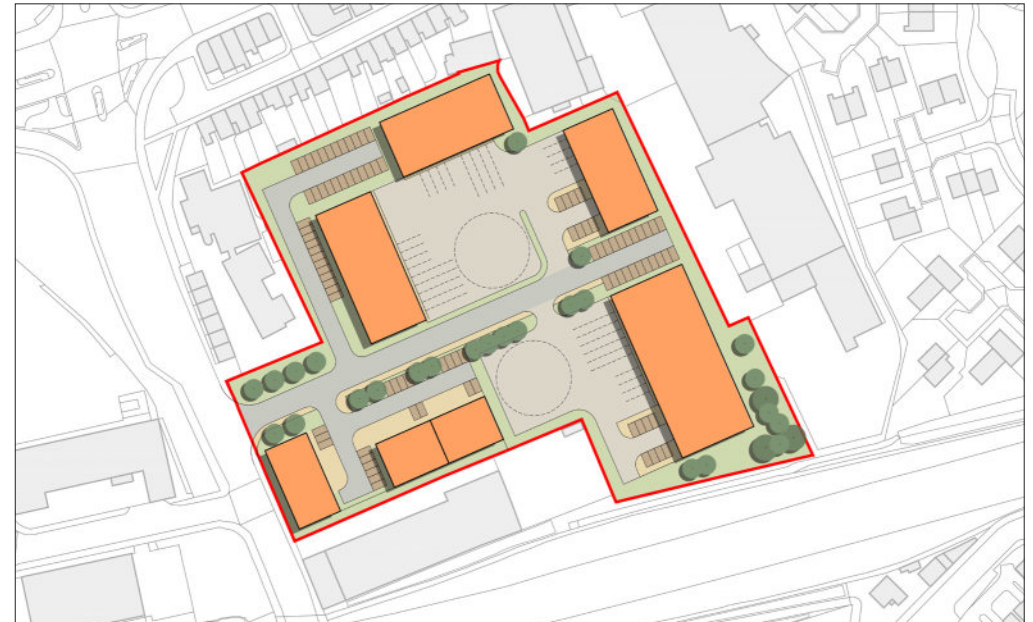
The site is proposed for employment use class B2 (General Industrial) and / or B8 (Storage or distribution).

Scale

The masterplan demonstrates the capacity to deliver approximately 50,000 ft² of employment development within the intervention area. This includes a range of units varying from 1,000 ft² up to 30,000 ft².

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
- Buildings should enclose, overlook and animate Sticker Lane.
- The development should maximise the potential for small to medium size units.
- Vehicular access should be taken from Sticker Lane.
- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
- The amenity of adjacent residents should be considered through the layout, scale and detailed design of the development.
- A sense of unity across the intervention area should be formed through the use of consistent building materials and landscaping.



Illustrative Masterplan



Attention to soft landscape and setting



Creative use of lighting and affordable materials

BD 1.4 Bowling Back Lane Intervention Area

Overview

This intervention area contains a number of sites fronting Bowling Back Lane. Most are in use, but many of these uses are low grade and contribute negatively to the area. Collectively the sites offer the scope to create some critical mass at the heart of the BDZ, which can help to enhance perceptions and stimulate further development and regeneration.

Ownership

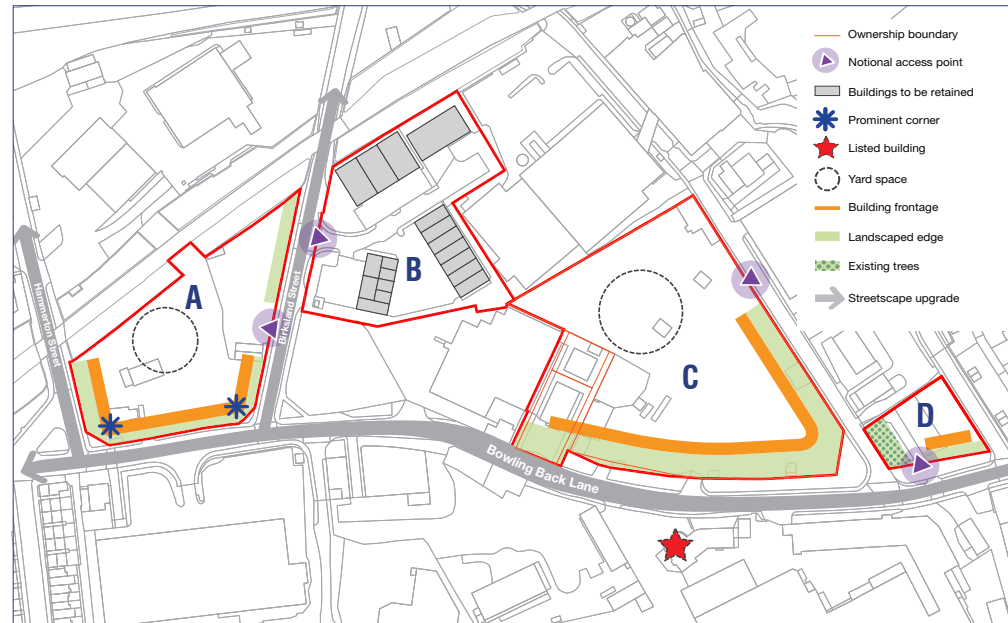
Land is within private ownership.

Site area

2.82 Ha

Current Use

Sites A and C are occupied by open storage and waste transfer uses. Site B is mostly tenanted by the Council. Site D is derelict.



Opportunities and Constraints

Summary

Development area: 2.82 Ha
 Employment uses: B1(c), B2 & B8
 Potential capacity: 81,000 ft².



Creating a new benchmark for the BDZ

Development Approach

It is proposed to redevelop sites A, C and D for new employment uses, integrating site B into the wider development proposal through some environmental works. Across the various sites there is potential to accommodate a number of units in the small to medium size bracket either as single stand alone units or through the sub-division of larger units.

Proposed Use

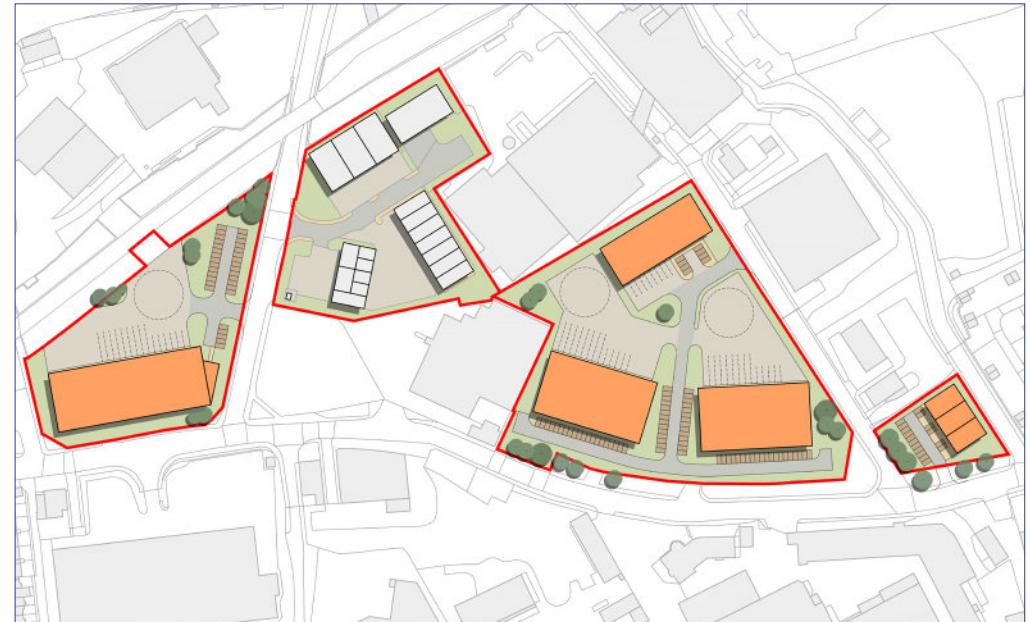
The sites are proposed for employment use class B2 (General Industrial) and / or B8 (Storage or distribution). There is also potential for some hybrid units (B1c), especially on site D.

Scale

The masterplan demonstrates the capacity to deliver approximately 80,000 ft² of employment development across the intervention area. This includes a range of units varying from 6,000 ft² to 50,000 ft², which would be capable of sub-division to as small as 1,000 ft².

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
- Buildings should enclose, overlook and animate the key frontages of Bowling Back Lane, Birksland Street and Hammerton Street.
- Vehicular access should be taken from Birksland Street and Hammerton Street.
- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
- A sense of unity across the intervention area should be formed through the use of consistent building materials and landscaping.



Illustrative Masterplan



A sense of unity through a consistent palette of materials



Example of 'hybrid' business units

2.6 Sustainable Transport Strategy

A sustainable transport strategy has been identified to improve connections both within and to the BDZ from the wider transport network. The strategy incorporates a mix of committed transport schemes promoted by BMDC and new interventions.

Committed Schemes

BT 1.1 Wakefield Road / New Hey Road / Neville Road junction

BMDC are currently delivering a scheme to improve junction capacity and pedestrian and cycle crossings through the replacement of existing subways with controlled and uncontrolled crossing points at surface level.

BT 1.2 Wakefield Road / Bowling Back Lane / Prospect Street / Neville Road junction

It is understood that the council have aspirations to implement a similar scheme to that being delivered at the New Hey Road junction in the medium term (3-5 years).

BT 1.3 Tong Street improvement scheme

The scheme will comprise of highway capacity and efficiency improvements and enhancements to pedestrian and cycle provision. The scheme is prioritised for delivery by late 2023 and aims to tackle transport and accessibility issues in south east Bradford.

Proposed Works

BT 2.1 Sticker Lane / Broad Lane / Parry Lane junction and access road

Subject to a more detailed review of engineering feasibility and land ownership, a new junction on Sticker Lane and road connection between Sticker Lane / Broad Lane and Parry Lane / Lower Lane is proposed to provide improved access into the BDZ from the south east and onward connections to the M606. This would also provide enhanced pedestrian crossing facilities on Sticker Lane. The existing Parry Lane carriageway south

of the Lower Lane junction would be converted to one-way 'in' access from Sticker Lane or stopped up completely.

BT 2.2 Bowling Back Lane Cycle Link

Given the nature of Bowling Back Lane it is anticipated that a segregated cycle lane would need to be provided to encourage staff or visitors to travel by cycle. Based on an initial assessment of feasibility, a combination of widening of footway widening within the adopted highway and narrowing of the carriageway at certain locations would provide sufficient width to accommodate a shared cycleway / footway along one side of Bowling Back Lane. Any such scheme would be subject to detailed design and discussion / agreement with the highway authority at the appropriate stage. The design of the scheme is also linked to project BE 1.1 (Bowling Back Lane upgrade).

BT 2.3 Bus stop enhancements

Enhancements to current bus stop infrastructure on Bowling Back Lane, Sticker Lane and Wakefield Road such as the provision of shelters with seating (where feasible) and real-time information displays will enhance the passenger experience when using the bus.

2.7 Environmental Improvements

The environmental quality of the Bradford BDZ currently impacts negatively on the perception of the area as a quality business location. It seemingly developed organically as a traditional industrial area in the nineteenth and twentieth centuries and today lacks a positive sense of identity comparable to modern business environments. In order to enhance the look and feel of the area and provide greater confidence to existing businesses and potential investors, as well as improve the wellbeing of existing employees and residents, a series of physical interventions are proposed.

Streetscape Upgrades

The setting of the BDZ is principally formed by a network of streets that have few positive characteristics and generally feel rundown. Upgrades to surfaces, soft landscaping, street furniture and lighting along main through routes provide the opportunity to enhance the 'kerb appeal' of the area and establish a distinct and positive identity. Such improvements would tie in with the sustainable transport strategy to maximise the potential to enhance the safety, character and functionality of streets for all users.

Along these routes the interface of the public and private realm is commonly secured with some form of boundary. In many cases these are poorly designed or poorly maintained, which negatively impacts on the quality of the public realm. Also when overtly defensive (e.g. palisade fencing, barbed wire) this can create the perception that crime and security

is a bigger issue than it is. In all new developments, boundary treatments should be sensitively designed. Existing occupiers should also be encouraged to enhance and maintain their boundaries, especially those that front on to these key corridors.

BE 1.1 Bowling Back Lane upgrade

As the principal thoroughfare through the area, the whole street from Wakefield Road to Sticker Lane would benefit from improvement. This should include surface and kerb upgrades, footpath widening / shared cycle route (in conjunction with project BT 2.2), improvements to linear landscaping (pruning of existing and additional planting where feasible) and new street lighting columns (which could potentially incorporate advertising banners and hanging baskets).

BE 1.2 Parry Lane upgrade

The proposed junction and access route from Sticker Lane (project BT2.1) will



Creating a better cycling environment



Enhancing 'kerb' appeal through landscaping



Improving boundary treatments



Proposed site for Bowling Back Lane pocket park



Creating attractive places for rest and socialising



Enhancing setting through landscape and colour

elevate the significance of Parry Lane as a main access route to the BDZ. The carriageway is consistently wide and offers potential for a 'boulevard' treatment incorporating new lighting columns and street tree planting in addition to surface / kerb improvements and footpath widening.

BE 1.3 Hammerton Street upgrade

BE 1.4 Birksland Street upgrade

BE 1.5 Planetrees Road upgrade

BE 1.6 Lower Lane upgrade

These roads provide the main north to south linkages across the BDZ and would also benefit from surfacing / kerb and lighting upgrades.

Open Spaces

Outdoor amenity spaces provide an opportunity for relaxation and respite between shifts and can positively contribute to health and wellbeing. There are currently few outdoor amenity spaces in the BDZ and those that

exist are not particularly attractive or inviting. A series of new and improved pocket parks are identified so that most locations will be within a 5 minute (400 metre distance) of a public amenity space.

BE 3.1 Bowling Back Lane pocket park

By removing Hammerton Street (which links Bowling Back Lane to Muff Street) and rationalising the junction layout with Bowling Back Lane there is scope to create a new public space at the heart of the BDZ for employees' and residents' use. This could incorporate additional green space, outdoor seating and potentially an active use, such as outdoor gym equipment, and would represent an improvement to the public realm in the area. It would also remove a number of conflicts between various turning movements at the junction with Bowling Back Lane, which may represent a road safety benefit.

BE 3.2 Parry Lane pocket park

The development of the Parry Lane Intervention Area (BD 1.1) is of a significant scale and offers scope for a small amount of public space, which could potentially be linked to the proposed retail offer.

BE 3.3 Pawson Street pocket park

This is currently a dead concrete space that could become an amenity area for the adjacent residential and business community to use with enhanced hard and soft landscaping, seating etc.

BE 3.4 Hubert Street pocket park

This currently includes a children's play area and a small area of grass. Given the amount of local eateries, the grassed area could be transformed into an outdoor eating space.

3. Keighley BDZ

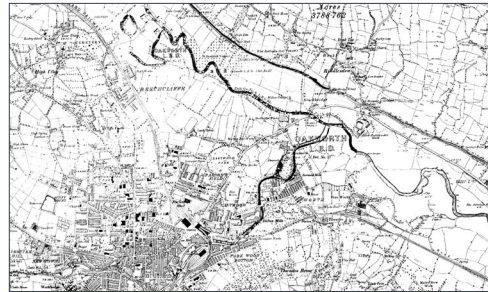
3.1 Area Overview

Location

The Keighley BDZ comprises two employment areas to the north and east of Keighley town centre. The Royd Ings employment area to the north of Keighley is centred on Royd Ings Avenue and the Riverside Industrial Estate. The site is bound by the River Aire to the north, B6265 Bradford Road to the east, A650 Hard Ings Road to the south and the Airedale railway line to the west. The Worth Village employment area is centred on Dalton Lane and is bound by the A650 Aire Valley Road to the north and east, Parkwood Street to the south and the A6035 Bradford Road to the west. The BDZ covers a total area of 127 hectares and is largely allocated as an Employment Zone in the current local plan.

Historic Development

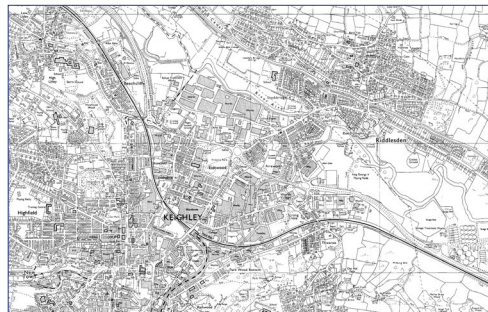
The Royd Ings area is largely occupied by a modern industrial estate (Riverside Industrial Estate) that was developed in the late twentieth century along with



Historic map of 1895



Historic map of 1956



Historic map of 1992



The Keighley BDZ today

the Alston Retail Park. Most historical development has now been cleared, with the exception of Royd Works, which has existed in Beechcliffe since the nineteenth century.

The Worth Village area developed during the Victorian period with factories, mills and worker's housing to service the textiles and related industries. The urban grain of the area largely survives from this period, as do some buildings, most notably the Grade II* listed Dalton Mills, which is a significant townscape feature.

Built Character

The Royd Ings area contains a concentration of modern factory premises. Buildings are large in scale and purpose built for modern manufacturing and distribution enterprises. The environment, whilst utilitarian in character, is largely well maintained and reasonably enhanced with soft landscaping. The area is

well occupied with relatively few opportunities for infill development.

West of the Aire Valley Road, the Beechcliffe site is allocated for employment use. Access to the site is currently poor but there is scope to extend Royd Ings Avenue, which would open up the site for development. This would also better serve the adjacent occupier.

An area of land to the northwest of the Riverside Industrial Estate was proposed for employment. The scheme was approved by the Local Authority, but was subject to call in to the Secretary of State. The application was then withdrawn before the call in public enquiry was held. This land is classified as an area of high flood risk (Flood Zone 3) and this extends to other parts of Royd Ings.

The Worth Village area retains a mix of older and more modern industrial accommodation. Modern infilling and

redevelopment is most notable around Gas Works Road and Acre Park on Dalton Lane, but a lot of older premises survive. The overall character of the area still retains a traditional heavy industrial feel and the public realm is generally poor.

The area is well occupied, although there are notable areas of underuse and disrepair including Dalton Mills, which is in a very poor state of repair and identified to be 'at risk' by Historic England. Land related to the former gas works and a number of sites east of Bradford Road are also currently in a derelict state, although their development potential is recognised and many sites benefit from planning permission.

The area grew around the River Worth, which is largely hidden behind buildings. A significant portion of the area is susceptible to flooding and is classified as Flood Zone 3.



Modern units - Dalton Lane



Dalton Mills



Royd Ings

3.2 Transport & Movement

Highway Network & Parking

The Royd Ings area is accessed from the strategic road network directly via the adjacent A650, which in turn provides access to Bradford to the south east, Skipton to the north (via the A629) and the wider strategic road network. The Worth Village area is also accessible from the A650 via the A6035 Bradford Road and Wenning Street, which provides access to Dalton Lane.

The key junctions on the A650 Airevalley Road in the vicinity of the BDZ (including the A6035 Bradford Road and Aireworth Road / Wenning Street junctions), as well as the A6035 Bradford Road corridor towards Keighley town centre along the western boundary of the BDZ are subject to congestion at peak times.

Car parking is mainly provided at each unit within the BDZ. Parking restrictions are generally in force along Royd Ings Avenue and other adjacent roads. On street parking occurs on Royd Way,

where no restrictions currently apply. On street parking occurs particularly along Dalton Lane close to the railway station, Parkwood Street, Valley Road, Gas Works Road and Chesham Street. Some on street parking restrictions are in place along Dalton Lane, including no return within 2 hours and yellow marking lines are present throughout the BDZ. Additionally, a number of car parks are within walking distance of the BDZ on Lawkholme Lane and Cavendish Street.

Pedestrian & Cycle Infrastructure

The BDZ is located close to Keighley town centre. Pedestrian facilities and infrastructure are generally adequate. Footways are found on all adjacent roads within the BDZ, and street lighting is generally available. Signal controlled crossing points are provided at key junctions along Bradford Road, allowing for pedestrian connections towards the town centre and rail station. Otherwise, pedestrian crossing movements are accommodated on an informal basis.

To the north east of the BDZ, a pedestrian underpass connects Worth Bridge Road to Aireworth Grove. Additionally, a subway is located on the A650 allowing a pedestrian connection between Wenning Street and Aireworth Road. Both provide access to the BDZ from the north across the A650 Airevalley Road, however, lighting and visibility for pedestrians using both subways is restricted, which may discourage use.

A pedestrian underpass is located at the A629 which connects Royd Ings Avenue to Royd Lane. The underpass provides a pedestrian and cycle link across the BDZ, which is separated by the A629.

On-road cycle lanes are provided along Royd Ings Avenue, linking to provision along Bradford Road. The cycle lanes along Royd Ings Avenue are extended under the A629 bridge and form part of National Cycle Network 696.

On-road cycle lanes are provided along parts of the A6035 Bradford Lane. In addition, a number of roads including Dalton Lane, Worth Bridge Road, Aireworth Grove, Bradford Road and Bar Lane are noted as signed cycle routes that form part of the National Cycle Network and 'Airedale Greenway'.

Public Transport Infrastructure

Keighley station is located to the south of the BDZ, allowing for journeys to be made conveniently to and from the site by rail. The station is located on the Airedale Line, offering services towards Skipton, Bradford Forster Square and Leeds, as well as connections to the West Coast Mainline via Lancaster.

There are bus stops located on Royd Ings Avenue, Royd Way and Lawkholme Lane, which are served by the K17 Keighley Jets service. This service offers 1 bus every two hours in each direction. More frequent services can be accessed from Bradford Road to the east and Skipton Road to the west.

Bus stops are located on Bradford Road offering local and regional services to destinations including Bradford city centre, Bingley, Shipley and Leeds. The provision of bus stop infrastructure throughout the BDZ varies, with some bus stops lacking shelters and seating.

Summary

In terms of sustainable transport, the BDZ offers a number of key opportunities:

- The BDZ is located close to key strategic routes on the local road network. It is anticipated that the package of works associated with A629 Hard Ings Road improvement scheme will represent a significant improvement in terms of the operation of the local highway network in the vicinity of the BDZ.
- High quality off-road pedestrian and cycling infrastructure exists, and the BDZ is well located to capitalise on this and offer potential staff and

- visitors a sustainable travel option.
- A proportion of the BDZ is within a convenient walking distance of Keighley rail station (providing key local and regional connections) as well as high frequency local buses operating via Bradford Road and Dalton Lane.
- Overall, it is clear that there is significant opportunity for staff and visitors to travel to the BDZ by sustainable modes, in line with local and national planning policy.



Dalton Lane



Existing connection to Beechcliffe



Royd Ings Avenue

3.3 Market Commentary

Keighley is the principal town of Airedale and is an important industrial and economic base for the District with a strong manufacturing and textiles heritage.

The Royd Ings area whilst predominately an employment and industrial location includes a mix of uses including retail warehouses, leisure facilities and emergency services. The larger footprint units are occupied by some big suppliers and manufacturing companies such as:

- C&C Hydraulics – a supplier of hydraulic cylinders, equipment and systems internationally.
- Stell Cardboard Tubes – a manufacturer of cardboard tubes which is packaged and delivered across the UK.
- Advanced Couplings Limited – an engineering company manufacturing and supplying stainless clamp type connections to food, pharmaceutical and

associated process industries.

- PFF Packaging Group – an independent food packaging manufacturer.
- Viking Industrial Products Limited – a packaging supply shop specialising in tapes, adhesives and abrasives.

The Worth Village area supports a variety of businesses including vehicle repair shops, car dealerships and trade counter retailers but also a number of notable manufacturers and suppliers, some with an international reach including:

- Kone Plc – global provider of lifts, escalators and automatic building doors.
- Teconnex – a manufacturer of specialised jointing solutions (including V-clamps, Band Clamps and Pressed Clamps) worldwide.
- TFC – suppliers of industrial fastening products and services across the UK and Europe.

The nature of the businesses in this location requires the movement of goods and therefore highways connectivity is important. Whilst not located near any major motorways, Keighley is strategically located for serving markets other than Bradford. The town is located at the confluence of the A650 (to Shipley and Bradford) and the A629 (to Halifax and the M62). This road provides links north to Craven District and the M6, as well as west to the M65 and Lancashire.

The town is considered to have a strong labour pool, but improving connectivity will help make Keighley a more attractive location to businesses potentially considering taking up space in north Bradford or south Craven.

Across Airedale demand is generally from existing businesses looking for larger premises, particularly above 10,000 ft² up to around 50,000 ft². There is, however, a shortage of good quality accommodation available

to meet requirements in Keighley. According to local agents, the supply issue is one which stretches across West Yorkshire.

Across both the Royd Ings and Worth Village areas, only 24,000 ft² of space is known to be currently available / actively marketed. This is Unit 7 Keighley Industrial Park, which is a modern detached industrial unit.

The shortage in supply of industrial space across West Yorkshire (particularly away from the prime locations close to motorways) has come about due to losses to higher value uses such as residential, strong levels of take-up and a lack of new space being delivered. With such limited availability the likelihood is that rents will increase, especially for more desirable accommodation.

The challenge in bringing forward development in Keighley is that because there are no fully serviced

and accessible greenfield sites, viability becomes an issue due to the development costs associated with more complex brownfield sites that will generally outweigh the rental or capital values that are currently obtainable. From our experience, the cost of developing industrial property generally will exceed £50 psf before below ground costs are taken into consideration and therefore values needed to exceed this level for development to be viable and deliver a profit to the developer. Whilst the majority of evidence indicates the values do not support industrial development in Keighley, there are however examples of schemes having been or being delivered:

- 270,000 ft² of space at Airedale Business Park (the former Magnet site on Royd Ings Avenue) was speculatively developed and sold off-plan in 2016 to local manufacturing companies at around £57.00 psf capital value.

- Four new-build and five fully refurbished units from 2,000 ft² are being brought forward on Parkwood Street just south of the Worth Village area. The acting agent is seeking expressions of interest with the units available from £87.50 psf freehold and £6 psf leasehold.

These examples show that industrial development can be viable and deliverable in Keighley, but in our view schemes are only likely to come forward where there is either a forward agreement with an end user (i.e. let or sale in advance of development) or where economies of scale can be achieved in the build costs.



Proposed scheme Dalton Lane



Unit 7 Keighley Industrial Park



Proposed scheme Parkwood Street

3.4 Area Framework

The Keighley BDZ needs to strengthen its position as a major industrial location within the Airedale Corridor. The BDZ has the potential to offer a wide mix of modern business accommodation principally aimed at manufacturing businesses. The development of the Keighley BDZ can provide opportunities to grow this established advanced manufacturing cluster based on the existing firms that are rooted to the area, as well as incoming businesses keen to access the local skills and supply chain.

Development & Investment

- Vacant and underutilised sites are identified across the BDZ as opportunities for new employment development (22.29 Ha in total).
- 15.41 hectares identified as a priority areas for intervention, capable of delivering new business accommodation.
- 5.23 hectares of land with planning consent for new business space.

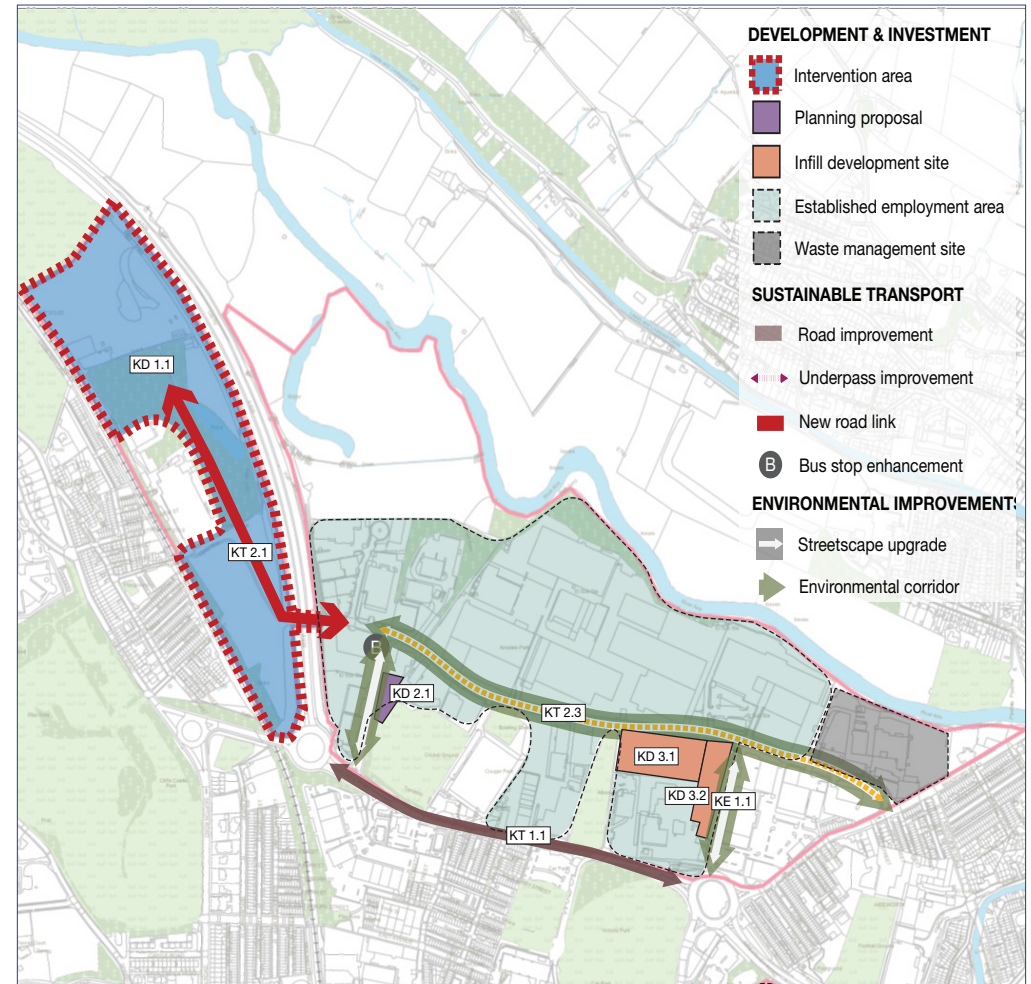
- An additional 1.65 hectares of land suitable for employment development.

Sustainable Transport

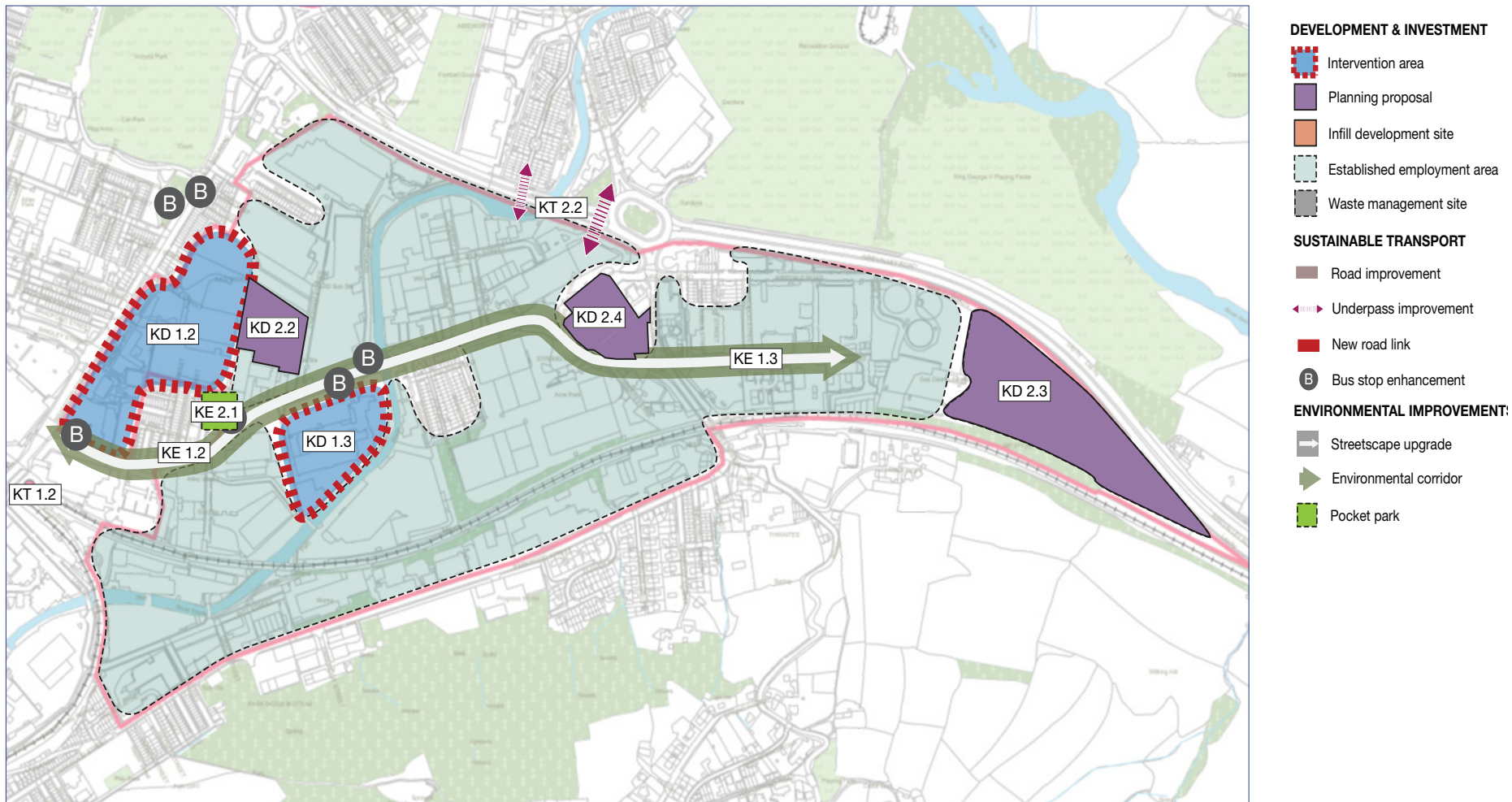
- The extension of Royd Ings Avenue to enhance access to the Beechcliffe site and improve local connectivity.
- Works to enhance vehicle capacity and pedestrian crossings on the A650.
- Improvements to Keighley Station.

Environmental Improvements

- Upgrades to major routes including Alston Road, Royd Way, Dalton Lane and Gasworks Road.
- Focused improvement of properties along these key corridors, including upgraded boundary treatments and environmental works.
- An improved public space on Dalton Lane.



Keighley BDZ (Royd Ings) Area Development Framework



Keighley BDZ (Worth Village) Area Development Framework

3.5 Development & Investment

Intervention Areas

KD 1.1 Beechcliffe intervention area

This is a large site that is mostly within Council ownership and allocated in the Local Plan as an employment site. The site offers potential to expand the adjacent Riverside Industrial Estate. (10.56 Ha).

KD 1.2 Bradford Road

Includes a mix of derelict and low intensity employment uses, some of which is already allocated for employment development. There is scope to deliver a more comprehensive and impactful development by looking at these sites together. Many sites are derelict and partly allocated in the current Local Plan for new employment development. (3 Ha).

KD 1.3 Dalton Mills

Areas of the mill have been refurbished to a good standard. However, other areas of the Grade II* listed mill are in a state of disrepair. The site is 'at risk' and requires a long term plan to establish its conservation and enhancement. (1.85 Ha).

Development Proposals

KD 2.1 Land at Royd Way

Formation of eight B1 (business) / B2 (general industrial) commercial units (9,665 ft²). (Ref: 19/00148/FUL). (0.15Ha).

KD 2.2 Land to the west of Chesham Street

Construction of two (19,500 ft²) industrial buildings for Use Class B2 and B8, new vehicular access and substation. (Ref: 18/05224/MAF) (0.78 Ha).

KD 2.3 Land East of Former Gas Works, Airedale Road

Development of three plants to recover energy from waste with offices, education / visitor centre, parking and landscaping. (Ref: 13/04217/FUL). (3.46 Ha).

KD 2.3 Land at Dalton Lane and Airedale Road

Construction of a 22,600 ft² data centre and 15,600 ft² battery farm. This scheme relates to the development of the energy to waste plant (KB 2.3).(Ref: 16/06850/MAO). (0.84 Ha).

It should also be noted that a proposal to develop eight large B2 and B8 industrial units with associated car parking, highways, drainage and landscaping (Ref: 19/00148/FUL) was approved by the Local Authority, but was subject to call in to the Secretary of State. The application was then withdrawn before the call in public enquiry was held.

Infill Development Sites

KD 3.1 Airedale House

It is understood that this site will become vacant when West Yorkshire Police relocate to an alternative site in Keighley.

KD 3.2 Alston Road

Currently derelict land, offering potential for redevelopment. (0.65 Ha).

Established Employment Areas

Within the rest of the established employment area windfall development opportunities may arise through existing businesses choosing to invest in their sites or new investment in obsolete or vacated property. In all cases land should be retained in employment use in order to enhance the ability for the BDZ to serve existing and incoming businesses. Employment development will be therefore be supported subject to any Local Plan requirements and other material considerations.

KD 1.1 Beechcliffe Intervention Area

Overview

This large site is mostly in Council ownership and offers considerable scope to expand the Riverside Industrial Estate and provide wider local transport improvements.

Ownership

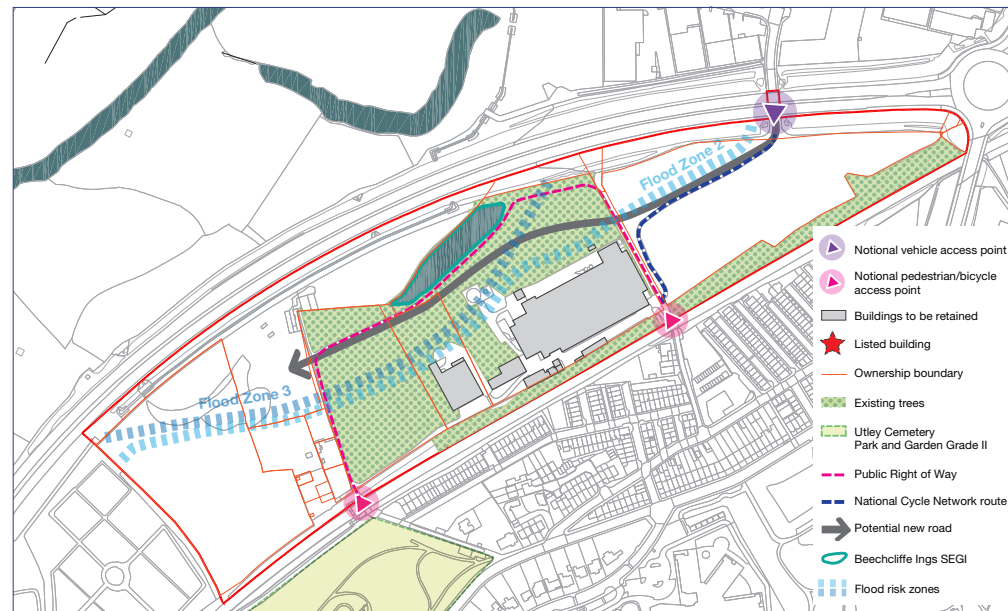
Bradford City Council and other (private) owners.

Site Area

10.56 Ha

Current Use

The majority of the site is currently open land (a mix of greenfield and brownfield).



Opportunities and Constraints

Summary

Development area: 10.56 Ha
 Employment uses: B2 & B8
 Potential capacity: 170,000 ft².



Opportunity for larger units

Development Approach

It is proposed to extend Royd Ings Avenue under the A629, which will open up the site for development and provide an improved vehicular access to the existing Royd Works. Whilst the site is of scale and can accommodate modern larger floor-plate business accommodation, the full capacity of the site will be restricted by areas of functional floodplain and the need to provide a buffer around the Beechcliffe Ings Site of Ecological / Geological Importance (SEGI). The Council is actively bringing forward land within the Council's ownership and the land is currently under offer.

Proposed Use

The site is proposed for employment use class B2 (General Industrial) and / or B8 (Storage or distribution).

Scale

The masterplan demonstrates the capacity to accommodate approximately 170,000 ft² of employment development within the intervention area. Employment accommodation is targeted towards single tenant medium scale occupiers (between 32,000 - 50,000 ft²).

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
- The development will be accessed by means of a new multi-mode access (vehicles, pedestrians and cyclists) that will form an extension of Royd Ings Avenue (see project KT 2.1).
- Buildings should enclose, overlook and animate the main route through the development and have a positive visual relationship to the A629.
- The existing vehicular access from

Royd Lane should be downgraded to a cycle / pedestrian only route.

- The site includes the Beechcliffe Ings SEGI and will need to incorporate an appropriate landscape buffer zone to ensure its protection and enhancement.
- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
- Existing pedestrian rights of way should be preserved.
- The development will need to respond appropriately to restrictions imposed by areas designated to be at risk of flooding.
- A sense of unity across the intervention area should be formed through the use of consistent building materials and landscaping.



Illustrative Masterplan



Scope to create visual impact from Airevalley Road



The development should sit within a green setting

KD 1.2 Bradford Road Intervention Area

Overview

This intervention area comprises a number of individual sites that are mostly underused or derelict. By combining them into one intervention area there is potential to deliver a more cohesive and impactful development.

Ownership

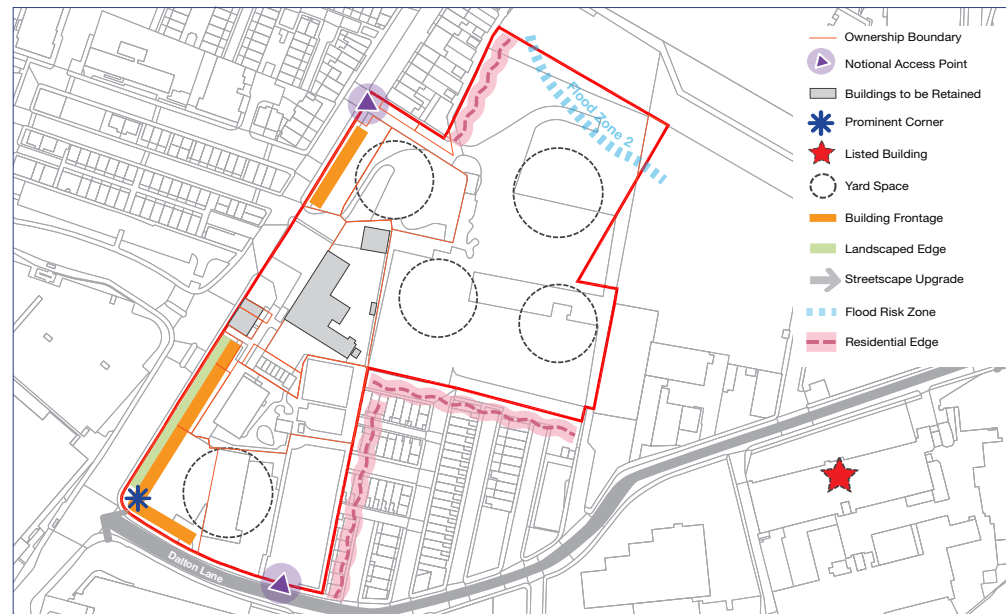
Land is within private ownership.

Site Area

3 Ha (excludes fire station)

Current Use

A lot of the area is derelict. There are some active employment uses off Dalton Lane and Bradford Road as well as the fire station, which is to be rebuilt in the same location.



Opportunities and Constraints

Summary

Development area: 3 Ha
 Employment uses: B2 & B8
 Potential capacity: 98,000 ft².



Setting a benchmark for good design

Development Approach

It is proposed to draw together areas of derelict land and low intensity use to form two enterprise parks, which could provide a range of small to medium units aimed at local SMEs.

Proposed Use

The majority of the site is proposed for employment use class B2 (General Industrial) and / or B8 (Storage or distribution). There is also some scope for hybrid units (use class B1c) and potentially trade-counter units.

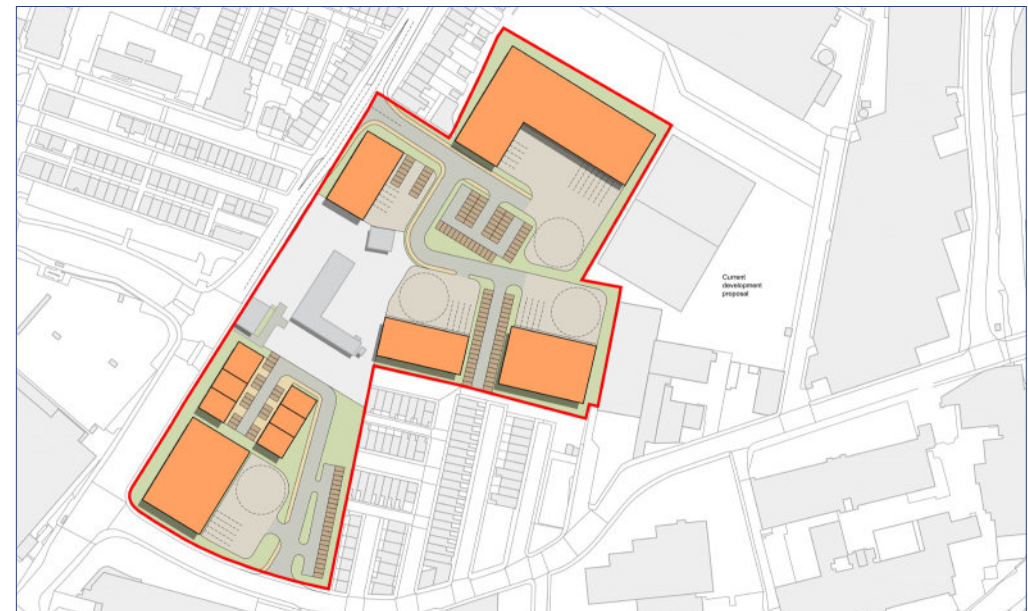
Scale

The masterplan demonstrates the capacity to accommodate approximately 98,000 ft² of employment development. This includes small units of 1-2,000 ft² and medium scale industrial sheds of circa 35,000 ft². The range of building formats could be tenanted by single occupiers or subdivided into smaller unit modules.

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
- A new junction is proposed to provide access from Bradford Road at Mitchell Street. The layout retains the existing number of lanes southbound towards Keighley town centre and provides a ghost-island right turn lane for turning vehicles. Detailed capacity assessment would be required at the appropriate stage of the planning process.

- Vehicle access to the lower part of the intervention area should be taken from Dalton Lane.
- Buildings should enclose, overlook and animate key frontages (Bradford Road and Dalton Lane).
- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
- A sense of unity across the intervention area should be formed through the use of consistent building materials and landscaping.



Illustrative Masterplan



Impactful use of colour



Potential for small hybrid units

KD 1.3 Dalton Mills Intervention Area

Overview

The Dalton Mills complex is a historic Grade II* listed former mill that is in a poor state of repair and is mostly vacant. The complex has been in a state of decline for a number of years and requires a long term solution to secure its future.

Ownership

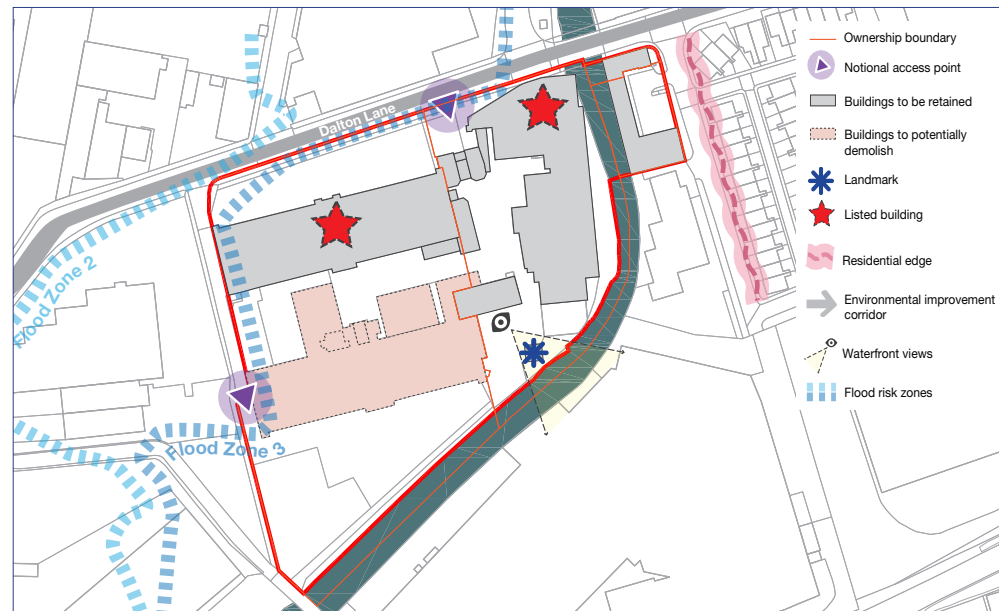
Land is within private ownership.

Site Area

1.85 Ha

Current Use

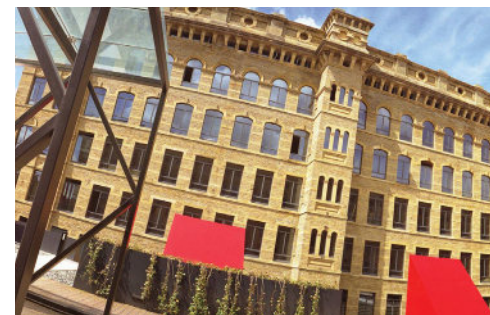
Some parts of the complex are in employment use, but much of the main site is vacant.



Opportunities and Constraints

Summary

Development area: 1.85 Ha
 Employment uses: B1, B2 & B8
 Potential capacity: 100,000 ft².



Regeneration of Lister Mills, Bradford

Development Approach

It is proposed that the main Dalton Mills complex is refurbished and retained in employment use, with some enabling development to the rear of the property. The main frontage building could accommodate a mix of walk up offices, commercial / trade retail and food and beverage units on the ground floor with flexible studio and business space above and potentially an element of residential. To the rear, subject to agreement with Historic England, there is potential in considering some redevelopment of the site to form modern business units.

Proposed Use

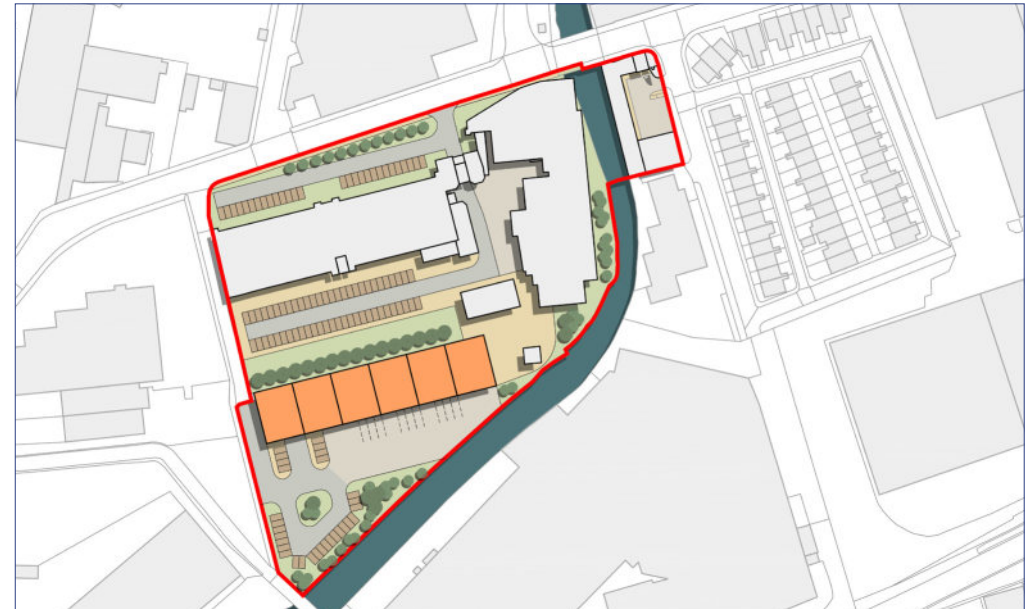
It is proposed that the site should be retained primarily in employment use (B1, B2 and B8) with some flexibility to incorporate ancillary retail (Use Classes A1-5) on the ground floor of the main frontage building and residential to upper floors.

Scale

In addition to the retained elements, there is scope to form around 19,000 ft² of new business floorspace.

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
 - The historic and architectural integrity of the complex should be preserved and enhanced with a contextually appropriate scheme that will require consultation with Historic England.
 - Dalton Mills access will remain the same, however, the redundant access road running along the western boundary of the site potentially provides an additional option to access the site, avoiding the listed archway.
 - The frontage space to Dalton Lane should provide a high quality setting and public space for the development
- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
 - A sense of unity across the intervention area should be formed through the use of consistent building materials and landscaping.
 - The development will need to respond appropriately to restrictions imposed by areas designated to be at risk of flooding.



Illustrative Masterplan



Makers and studio workspace



New workspace to the rear

3.6 Sustainable Transport Strategy

A sustainable transport strategy has been identified to improve connections both within and to the BDZ from the wider transport network. The strategy incorporates a mix of committed transport schemes promoted by BMDC and new potential interventions.

Committed Schemes

KT 1.1 A650 Hard Ings Road Improvement Scheme

The scheme comprises upgrading and widening of Hard Ings Road to a dual carriageway standard, plus improvements at the junctions with the A6035 Bradford Road and the A629 (Beechcliffe Roundabout) including installation of traffic signal controls to better manage traffic flow. In particular, the existing junction with Lawkholme Lane will be signalised, incorporating a 'toucan' crossing for use by pedestrians and cyclists that will improve pedestrian and cycle access from Royd Ings Avenue to the town centre.

KT 1.2 Keighley Station

West Yorkshire Combined Authority are assessing the case for improvement works to the listed station, which is one of 13 stations prioritised across the regional network. Following recent initial repairs, a more comprehensive station refurbishment is planned to be completed by the end of March 2022. The major project will concentrate on refurbishing the main station building and forecourt canopy, renewing the station footbridge and covered wooden ramps, and should include repairs to platforms one and two.

Proposed Works

KT 2.1 Royd Ings Avenue extension

Access to Beechcliffe will be enhanced by extending Royd Ings Avenue to the west, beyond the existing A629 underpass. The existing cycleway / footpath will be incorporated within the new access arrangement and the existing access from Royd Lane will be downgraded to pedestrian / cycles only.

KT 2.2 A650 Airevalley Road Pedestrian Underpass Improvements

Lighting will be upgraded and vegetation better maintained to improve the pedestrian environment.

KT 2.3 Royd Ings Avenue

Redesign of the carriageway to preserve the existing cycleway but also provide formal on-street parking. This may result in a chicane arrangement, which will also provide a traffic calming measure.

KT2.4 Bus stop enhancements

Enhancements to current bus stop infrastructure such as provision of shelters with seating (where feasible) and real-time information displays will enhance the passenger experience and encourage bus use.

KT 2.5 Bus Service Improvements

Improvements to public transport services would be required to provide sustainable travel options to future staff and visitors, in line with national and local transport planning policy. The precise requirements would be identified at the planning application stage, however, this may involve provision of bespoke shuttle bus services linking the BDZ to Keighley town centre and bus station, or changes to existing bus service patterns to better serve the BDZ.

3.7 Environmental Improvements

The environmental quality of the Keighley BDZ is mostly functional and there is scope to enhance the overall look and feel of the area through a series of environmental works. This will help to form a more distinctive high quality identity for the BDZ, aiming to provide greater confidence to existing businesses and potential investors, as well as improve the wellbeing of existing employees and residents.

Streetscape Upgrades

The setting of the BDZ is principally formed by a network of streets that are mostly functional in appearance. Upgrades to surfaces, soft landscaping, street furniture and lighting along main through routes provide the opportunity to enhance the 'kerb appeal' of the BDZ and create a positive identity. Such improvements would tie in with the sustainable transport strategy to maximise the potential to enhance the safety, character and functionality of streets for all users.

Along these routes the interface of the public and private realm is commonly secured with some form of boundary. In many cases these are poorly designed or poorly maintained, which negatively impacts on the quality of the public realm. Also when overtly defensive (e.g. palisade fencing, barbed wire) this can create the perception that crime and security is a bigger issue than it is. In all new developments, boundary treatments should be sensitively designed. Existing occupiers should also be encouraged to enhance and maintain their boundaries, especially those that front on to these key corridors.

KE 1.1 Alston Road / Royd Way / Royd Ings Avenue upgrade

The main access routes into and around the Riverside Industrial Estate would benefit from enhancement. This should include surface and kerb upgrades, linear landscaping where feasible and new street lighting columns.

KE 1.2 Dalton Lane upgrade

Dalton Lane is the main route through the Worth Village area. The eastern section has benefited from some landscape works, but a consistent package of hard and soft landscape improvements would help to create a better setting for existing residents and businesses and the historic Dalton Mills.

KE 1.3 Gasworks Road upgrade

Surfacing / kerb and lighting upgrades are proposed to tidy up the appearance of this largely functional environment.

Open Spaces

KE 2.1 Park Terrace pocket park

Improved soft and hard landscaping and seating to provide a more attractive and usable space for local people living and working in the area.



Extended Royd Ings Avenue to include cycle link



Streetscape enhancements



MERCHANT'S QUAY

Quilter Private Client Advisers
Readstone Associates Ltd
One Design Architectural Services
C&A Recruitment UK Ltd
Rushtons

OFFICES TO LET



4. Shipley BDZ

4.1 Area Overview

Location

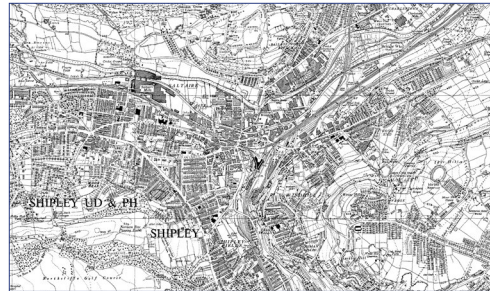
The Shipley BDZ is located north of Shipley town centre and centres on Dockfield Road to the east and Salts Mill Road to the west. The A6038 Otley Road and River Aire bound the BDZ to the north, the Leeds and Liverpool Canal and railway line bound the zone to the south and Salts Mill / Saltaire sit to the west. The BDZ covers a total area of 64 hectares and is allocated as a Mixed Use Zone to the west and an Employment Zone to the east in the current local plan.

Historic Development

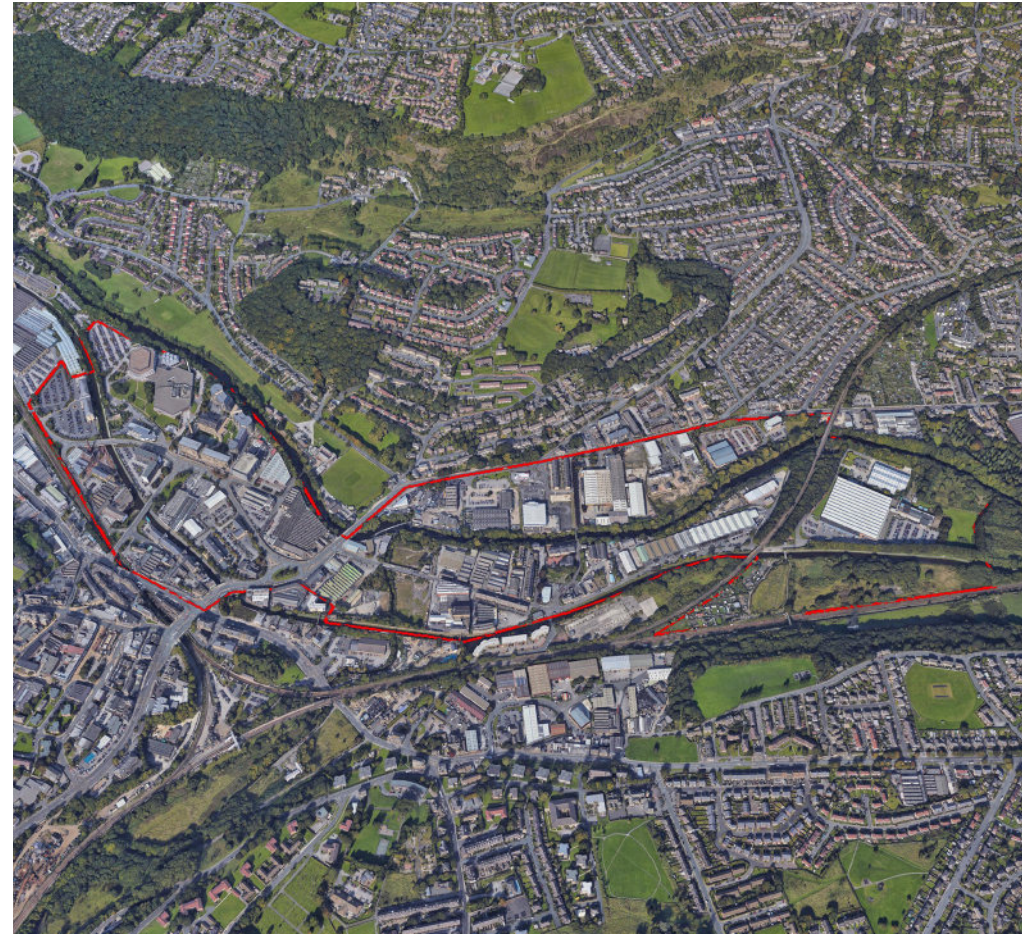
The development of Shipley was closely aligned with the growth of the textile industry during the Victorian era. Victoria Mills and Airedale Mills were among the biggest and they generated the growth of associated industries and transport and the expansion of housing stock across the area. In comparison to the planned model village of Saltaire, the layout and composition of land



Historic map of 1895



Historic map of 1956



Shipley BDZ today

uses, however, was more informal. The intensification of land and the concentration of industry in the area reached its peak in the mid-twentieth century. After a period of decline the area started to shape a new identity for itself with the opening of the HMRC office in 1980 and the regeneration of the adjacent Salts Mill into business, commerce, leisure and residential uses. The refurbishment and reuse of historic buildings for offices and residential, as well as new build commercial and residential developments have since given the area a more mixed character of uses.

Built Character

Otley Road creates a clear division of this area. The western side relates in character to neighbouring Saltaire (a UNESCO World Heritage Site) and contains a number of refurbished historic buildings (some listed) as well as contemporary buildings. Most distinctive is the Victoria Mills

residential development, whilst along the southern side of the Leeds Liverpool Canal (which is also designated as a Conservation Area) other characterful historic buildings have been converted for commercial use including Merchants Quay and Shipley Quay.

Generally this area appears to be relatively healthy with few areas of vacancy or dereliction. It is noted that the former Cardinal Shop Fitters complex, which occupies a large site on the frontage to Otley Road is being developed for a retail scheme. The HMRC site, a large post-war office complex to the west of Victoria Mills, will become vacant when operations relocate to Leeds. Notwithstanding the positive steps towards the regeneration of the area, the urban environment away from the canalside feels more orientated to the car, with large areas of surface car parking and narrow pavements.

The eastern side of Otley Road has received less investment in recent

years, with most new development occurring along Otley Road, including large format retail and a drive-thru restaurant, in addition to modern office and industrial units.

Dockfield Road retains a number of established manufacturing businesses, which tend to be located in older, but well maintained buildings. These coexist with areas of terraced housing and new housing development south of the canal. The environment of Dockfield Road itself is perceived as a vehicle dominated environment with poor pedestrian infrastructure. A more pleasant walking environment is provided by the Leeds Liverpool Canal, which forms a calm, green setting for walking and cycling, with connections to Saltaire to the west and Leeds to the east.



Character property - Dockfield Road



A mix of old and new buildings



Victoria Mills (residential conversion)

4.2 Transport & Movement

Highway Network & Parking

The Shipley BDZ is accessed from the strategic road network via the A650 Bradford / Bingley Road. The A6038 Otley Road provides access from the north and south of the BDZ onto both Salts Mill Road and Dockfield Road. The A657 Saltaire Road provides access from the southwest, and the A657 Briggate / Leeds Road provides access from the southeast. A number of key junctions within Shipley are subject to congestion at peak times.

Units within the BDZ have associated car parks and unregulated on-street parking is also prevalent within the site where waiting restrictions, yellow lines or parking permits are not present. Permit zones and restrictions exist within the Shipley BDZ on Wharf Street, Dockfield Road and Salt Mills Road. Additionally, there are a wide range of existing public car parks and on-street parking located close to the BDZ, including on Atkinson Street, Briggate, Market Place, Saville and Wharf Street.

Pedestrian & Cycle Infrastructure

Pedestrian and cycling facilities provided within and surrounding the Shipley BDZ are generally adequate. Pedestrian footways are found adjacent to all local roads, street lighting is provided, and a mix of uncontrolled crossing points and signal-controlled crossings are present at junctions, including a range of walking route permeating from the BDZ towards Shipley and Saltaire town centres.

A network of traffic-free cycle paths, along with advisory routes, surround the Shipley BDZ providing cycling connections towards Saltaire, Bingley, Baildon and Bradford. The Airedale Greenway, a combined walking and cycling route which connects Keighley, Bingley, Saltaire and Shipley with route 696 of the national cycle route follows the Leeds and Liverpool Canal through the BDZ. The canal towpath is accessed from a number of locations around Shipley.

The key roads through Shipley (including the A657 Leeds Road and A6038 Otley Road) generally comprise heavily trafficked dual carriageways, and can represent a barrier to pedestrian movement between the BDZ and key locations within Shipley, including the town centre and railway station.

The population of Shipley, Saltaire and parts of Baildon are within a walking distance of 30 minutes of the BDZ. Furthermore, a significant proportion of the Bradford district is potentially within a convenient commuting distance of the BDZ by cycle.



The Leeds Liverpool Canal provides a pleasant access route



Heavy traffic and infrastructure divides the area



Dockfield Road

Public Transport Infrastructure

The Shipley BDZ is located within reasonable proximity to Shipley and Saltaire rail stations. Shipley station in particular provides high frequency services to Leeds, plus services to Bradford, Skipton and Ilkley as well as a small number of return daily services to London. Saltaire station is served by local services between Leeds and Bradford to Skipton.

There are a number of bus stops within the BDZ. Although the key sites within the BDZ are not directly served by bus, they are within a walking distance of approximately 400m of stops located on the A657 and the A6038; or alternatively the existing bus stops at Shipley Market Place, or Shipley and Saltaire rail stations, which provide services to key local and regional destinations including Bradford and Leeds city centres.

Summary

In terms of sustainable transport, the BDZ offers a number of key opportunities:

- Although wider interventions would be required to relieve existing peak time congestion issues at key junctions within Shipley, the BDZ is located close to a number of key strategic routes on the local road network.
 - High quality off-road pedestrian and cycling infrastructure exists, and the BDZ is well located to capitalise on this and offer potential staff and visitors a sustainable travel option.
 - Most of the BDZ is within a walking distance of public transport connections; either connections to local buses at Shipley Market Place, or local, regional and national services at Shipley rail station. Saltaire rail station provides an alternative option to the west of the BDZ.
- Overall, it is clear that there is significant opportunity for staff and visitors to travel to the BDZ by sustainable modes, in line with local and national planning policy.

4.3 Market Commentary

Shipley is strategically positioned from a connectivity perspective with railway services in three directions (to Leeds, Bradford and Skipton). Consequently, along with neighbouring Saltaire, the town is a popular place to live, but also to locate a business.

East and south of Otley Road is where the majority of Shipley's industrial floorspace is located. Generally, the area comprises older stock, with modern accommodation found south of the area at Thackley Old Road industrial estate.

In the area itself, a number of employment land allocations have been lost to residential development and some industrial premises have changed use. For example a leisure operator took around 17,000 ft² of space off Dockfield Road. The industrial market activity is limited and it has been established through wider analysis that there is a lack of suitable immediate opportunities to deliver more floorspace

in the area east of Otley Road at present.

West of Otley Road the BDZ is mostly an area of office based employment. There are some industrial units along Salts Mill Road, but it is not the dominant business use, and circa 100,000 ft² of industrial space has recently been demolished to make way for a new retail development. Businesses in the area include:

- AdviserPlus – a human resource business that advise KCOM, the Post Office, Bradford Council, Network Rail and the NHS.
- ARRIS – an international company in the digital sector that occupies space at Salts Mill, Saltaire.
- InCommunities – one of the largest social housing providers in the UK, which formed in 2003 following a stock transfer from Bradford Council.
- Ortho-Care – one of the largest independent orthodontic supply



Former HMRC site which is due to become vacant



InCommunities



Land for sale - Dockfield Road

companies, which moved into their 23,100 ft² purpose-built premises on the Riverside Estate, Shipley.

- Regus – a national provider of managed workspace also occupies and sub-lets office space.

The existing HMRC building totals some 380,000 ft² and around 180,000 ft² of office accommodation. The HMRC development was a bespoke build, designed around a single user. HMRC are due to vacate this post-war office complex in the next few years when operations relocate to Leeds. Detailed work needs to be undertaken to explore how the accommodation can be re-used or remodelled.

Through market research using CoStar and online search engines, office take-up and availability in Shipley has been analysed. Since the beginning of 2015, on average 31,800 ft² of office space has been taken-up per annum. This is not a complete list of transactions, but is a good indicator into market activity.

It demonstrates the significant scale and quantum of space within the HMRC site in comparison to annual take-up.

The CoStar database has also been reviewed to understand existing availability of office space in Shipley. According to CoStar there is around 19,400 ft² of space available. The available units are generally around 2,250 ft² and are located in business centres or managed workspaces such as Salts Wharf, Mercury Quays and Shipley Business Centre. Regus mentioned above, are a managed workspace provider that lease 2,465 ft² of office space (at £15 psf) within the Waterfront building on Salts Mill Road. They offer small traditional office space (from £5.70 per day), co-working space (from £5.00 per day), meeting rooms and virtual office space (from £2.20 per day).

Since January 2015, the majority of deals done and existing supply in Shipley is for small, flexible space. Regus are a large nationwide provider of managed workspace and their presence is evidence of a strong start-up and small to medium sized business market in Shipley. Any proposals at the HMRC site would probably be targeted towards smaller occupiers and a multi-occupied solution.

4.4 Area Framework

The Shipley BDZ has the assets to become a distinctive urban quarter where manufacturing, enterprise and creative industries sit comfortably with a mix of other uses. It can offer a characterful setting that complements the adjacent neighbourhood of Saltaire and contributes to the regeneration of Shipley town centre. The Shipley BDZ should position itself as a walkable, transit orientated, mixed use quarter that is attractive to entrepreneurs and creatives that are seeking an urban life / work style.

Development & Investment

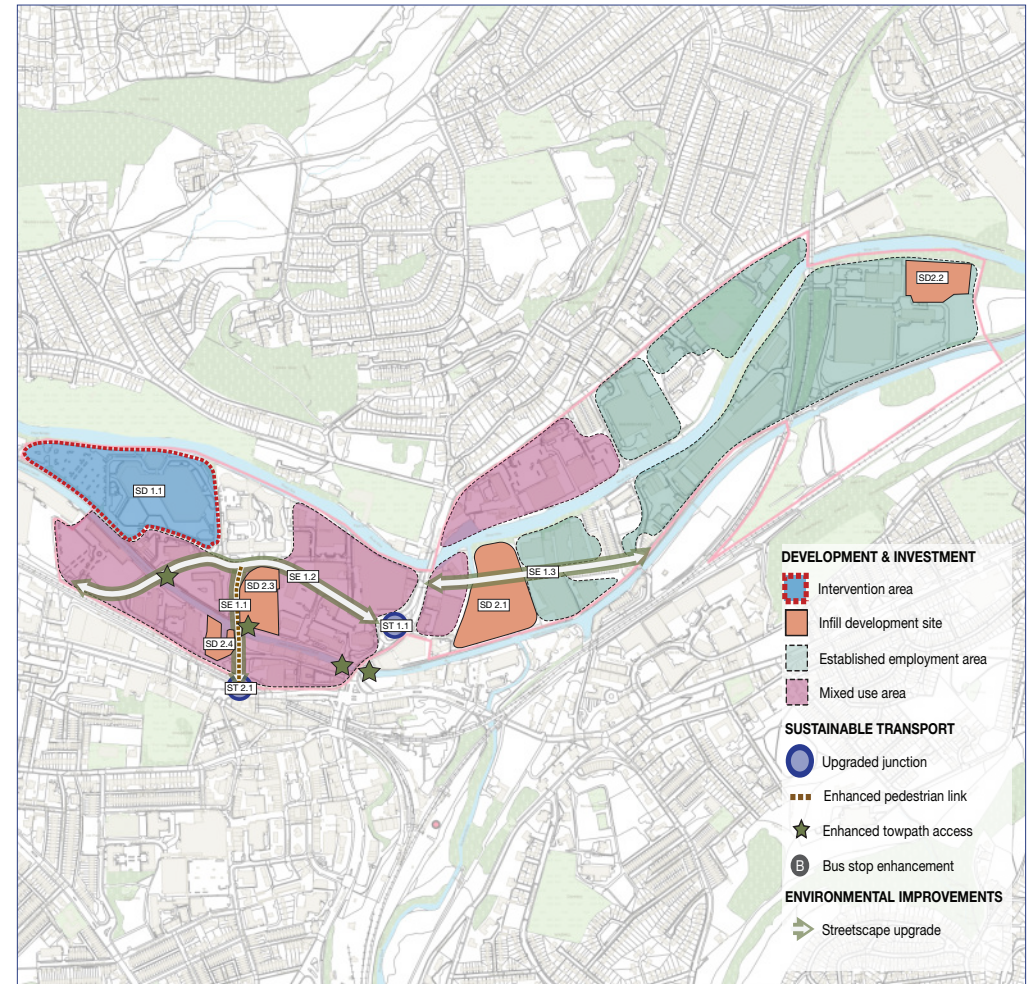
- Vacant and underutilised sites are identified across the BDZ as opportunities for new employment development (8.04 Ha in total).
- 4.79 hectares identified as a priority area for intervention, capable of delivering new employment uses.
- An additional 3.25 hectares of land suitable for employment development.

Sustainable Transport

- Enhancements to the Otley Road / Salts Mill Road junction.
- Improvements to vehicular routes around Shipley.
- Enhanced pedestrian connections to Shipley town centre and canal towpath.

Environmental Improvements

- Upgrades to major routes including Victoria Street, Salts Mills Road and Dockfield Road.



Shipley BDZ Area Development Framework

4.5 Development & Investment

Intervention Areas

SB 1.1 Former HMRC Building

This site is likely to attract interest as a residential opportunity, however, that will have negative implications for employment land supply. The development of the site fully for housing should be resisted, although it is accepted that a proportion of housing could form part of a mixed use scheme that may include the part retention of existing buildings as well as new development. (4.79 Ha).

Infill Development Sites

SD 2.1 Land on Dockfield Road

This site comprises land either side of Dockfield Road and is currently vacant. It is understood that the site has developer interest and will be brought forward for a B2 (General Industrial) use. (1.27 Ha).

SD 2.2 Land within Carnaud Metalbox site

It is understood that Carnaud Metalbox have aspirations to expand and enhance their accommodation. Areas of undeveloped land within their site provide the scope for phased redevelopment. (0.82 Ha).

SD 2.3 Former Cardinal Works

The site comprises a multi-storey industrial unit with surfaced yard and car parking. The site is currently vacant and being marketed by Fawley Watson Booth. (0.83 Ha).

SD 2.4 Ashley House

This historic building adjacent to Leeds and Liverpool canal is vacant and in a derelict state. It would suit conversion for a mix of uses including potentially B1 (office). (0.33Ha).

Established Employment Areas

Within the rest of the established employment and mixed use areas windfall development opportunities may arise through existing businesses choosing to invest in their sites or new investment in obsolete or vacated property. In all cases land should be retained in employment use in order to enhance the ability for the BDZ to serve existing and incoming businesses. Employment development will be therefore be supported subject to any Local Plan requirements and other material considerations.

SD 1.1 Former HMRC Site

Overview

The site will become vacant in the next couple of years and is a development opportunity. An amount of business accommodation (either through new build or conversion) should be retained as part of a mixed use scheme.

Ownership details

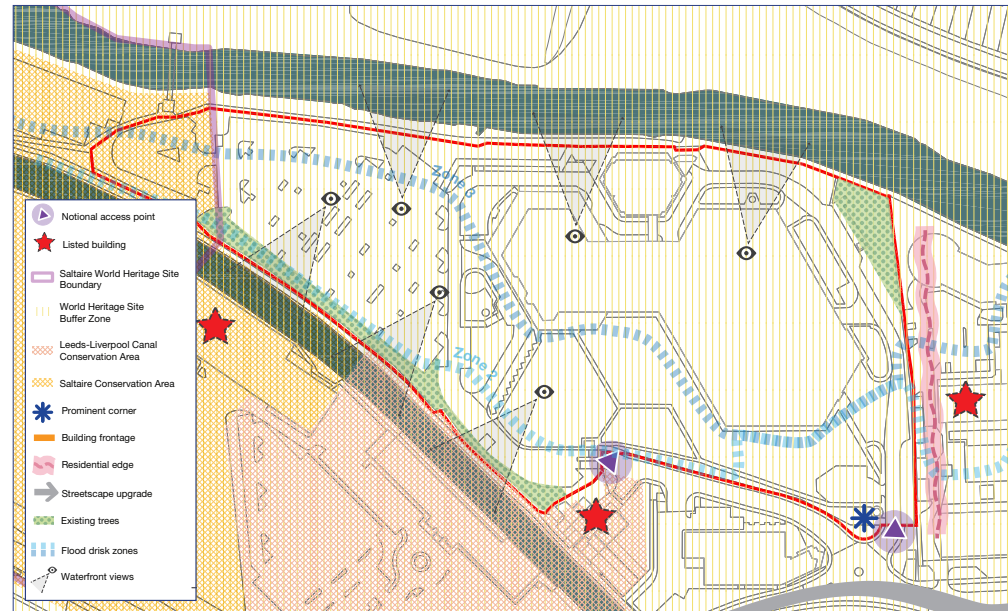
The site is in private ownership.

Site Area

4.79 Ha

Current Use

The site is currently an office complex.



Opportunities and Constraints

Summary

Development area: 4.79 Ha
Employment uses: B1
Potential capacity: up to 300,000 ft².



'Broedplaatsen' incubator, Amsterdam

Development Approach

It is proposed that the site retains an employment function either through the reuse of existing office accommodation or new build. Given Shipley / Saltaire's recognition in the creative sector there is particular scope to develop a creative breeding space / incubator combining office and studio accommodation. Other employment generating uses such as a hotel would complement the wider offer of Shipley / Saltaire.

The condition and suitability of converting the current estate is not fully known. Two different options have been put forward, one based on part retention and one based on full redevelopment, as a means of exploring a mixed use solution for the site.

Proposed Use

The site is proposed for employment use class B1 (Offices) with hotel and residential.

Scale

The scale of development will depend on the retention of existing buildings and the resultant capacity of the site for new build development. As a full redevelopment option a minimum of 30,000 ft² of office development and a 132 bedroom hotel is proposed.

Development Principles

- The development should create a quality benchmark for the BDZ with a particular focus on good building and public realm design.
- The site's location within the Saltaire World Heritage Site buffer zone and its adjacency to a number of heritage assets will require a contextually appropriate scheme that preserves and enhances the overall setting of the historic environment.
- The development will be accessed by means of existing routes from Salts Mill Road.
- Buildings should enclose, overlook

and animate routes through the development and the Leeds Liverpool Canal.

- The associated car parking and servicing requirements of the development will need to be accommodated on the site in line with the Council's car parking standards and the needs of the proposed development.
- Existing pedestrian rights of way should be preserved and enhanced.
- The development will need to respond appropriately to restrictions imposed by areas designated to be at risk of flooding.



Illustrative Masterplan - part retention and new build



Illustrative Masterplan - new build option

4.6 Sustainable Transport Strategy

A sustainable transport strategy has been identified to improve connections both within and to the BDZ from the wider transport network. The strategy incorporates a mix of committed transport schemes promoted by BMDC and new interventions.

Committed Schemes

ST 1.1 Otley Road / Salts Mill Road junction improvements

As part of the redevelopment of the Airedale Mills site works are scheduled to include installation of signal controlled crossings, improving pedestrian access between the BDZ and Shipley town centre, Market Square bus interchange and Shipley station.

ST 1.2 Shipley to Bradford route improvement scheme

In partnership with the West Yorkshire Combined Authority, BMDC have consulted on potential improvements to the Manningham Lane / Keighley Road and Canal Road corridors

linking Bradford and Shipley, with the objectives of reducing congestion, improving air quality and encouraging walking, cycling and use of public transport.

ST 1.3 Shipley Eastern Link Road

In addition to the Shipley to Bradford Route Improvement Schemes, it is understood that BMDC are undertaking a study of traffic circulation to the east of Shipley town centre. Solutions may include the development of a bypass (known as the Shipley Eastern Link Road) or alternatively junction improvements that could deliver similar benefits. There is no timescale for delivery at this stage, but it is likely that such a scheme would represent a significant improvement for the Shipley BDZ.

ST 1.4 Shipley Healthy Streets

It is understood that BMDC have secured funding as part of the West Yorkshire Combined Authority's 'Healthy

Streets' programme to develop and implement improvements to improve air quality and road safety to support walking and cycling within Shipley town centre. Specific schemes are not known at this stage, but the initiative could potentially support improvements to connections between the BDZ and the town centre.

Proposed Works

ST 2.1 Victoria Street pedestrian link

Subject to longer term schemes to improve highway capacity within Shipley, road space on Victoria Road could be reallocated to support improvements to the public realm at the A657 / Victoria Street / Rosse Street junction, including widening footways on Victoria Road and Rosse Street, improving pedestrian access to the BDZ from Shipley town centre.

ST 2.2 Canal towpath enhancements

Environmental enhancements at access points to the canal towpath, including

public realm enhancements and improved wayfinding signage posts will encourage use of the canal towpath.

ST 2.3 Bus stop enhancements

Enhancements to current bus stop infrastructure such as provision of shelters with seating (where feasible) and real-time information displays will enhance the passenger experience and encourage bus use.

4.7 Environmental Improvements

The environmental quality of the Shipley BDZ benefits from an attractive canalside setting and many heritage assets, but some areas are quite functional in appearance and less orientated to the needs of pedestrians and cyclists. Given the area's compactness there is scope to promote a more walkable, urban setting through improvements to the public realm.

Streetscape Upgrades

The setting of the BDZ is principally formed by a network of streets that are mostly functional in appearance. Upgrades to surfaces, soft landscaping, street furniture and lighting along main through routes provide the opportunity to enhance the 'kerb appeal' of the BDZ and create a positive identity. Such improvements would tie in with the sustainable transport strategy to maximise the potential to enhance the safety, character and functionality of streets for all users.

SE 1.1 Victoria Street upgrade

In conjunction with project ST 2.1 there is scope to upgrade the physical appearance of Victoria Street with surface and kerb upgrades (including footpath widening), linear landscaping where feasible and new street lighting columns to provide a strong and attractive route to Shipley town centre.

SE 1.2 Salts Mill Road upgrade

Salts Mill Road connects Shipley and Saltaire, but is mostly designed as an estate road rather than an urban street. Similar works as those proposed for Victoria Street will help to better tie adjacent functions together and promote pedestrian connectivity across the area.

SE 1.3 Dockfield Road upgrade

Surfacing / kerb and lighting upgrades are proposed to tidy up the appearance of this largely functional environment.



Improving access to the Leeds Liverpool Canal



Shipley town centre Healthy Streets



5. Inclusive Growth

5.1 Socio-economic baseline to the BDZs

The following baseline statistics provide the economic context for the Bradford BDZ Programme. Small area statistics from official sources were used to provide a 'best fit' estimate of the three development zones.

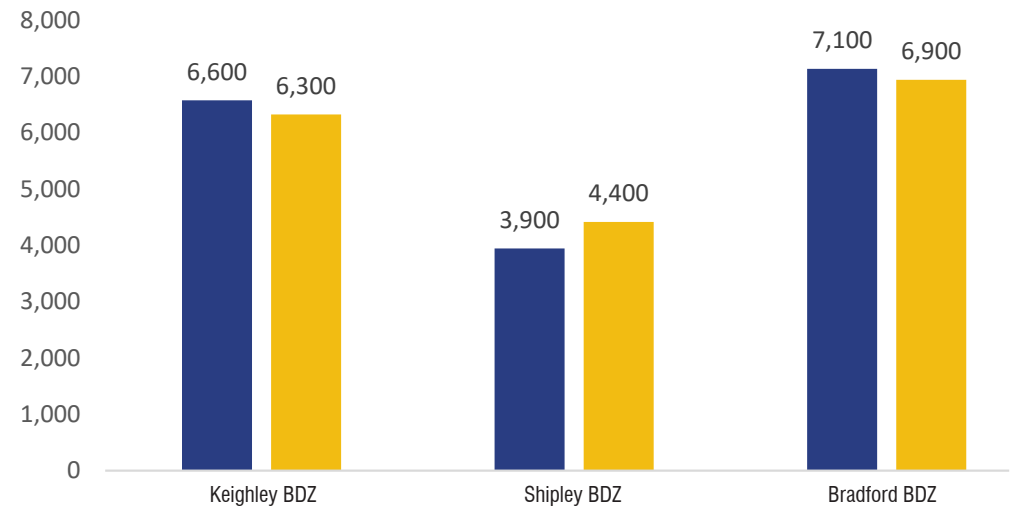
Population

The population of the three Bradford District development zones in 2017 was 17,700, which has remained relatively unchanged (+0.1%) between 2011 and 2017. The Bradford District population grew by 3% over the same period.

- The population of the Bradford BDZ fell by 200 or 3% between 2011 and 2017. This BDZ was the only one to experience a fall in population in all age groups (children, working age and pensionable). It should be noted that people tend to be attracted to the Bradford BDZ / Bowling area as property is relatively affordable (rather than immediate access to local work).

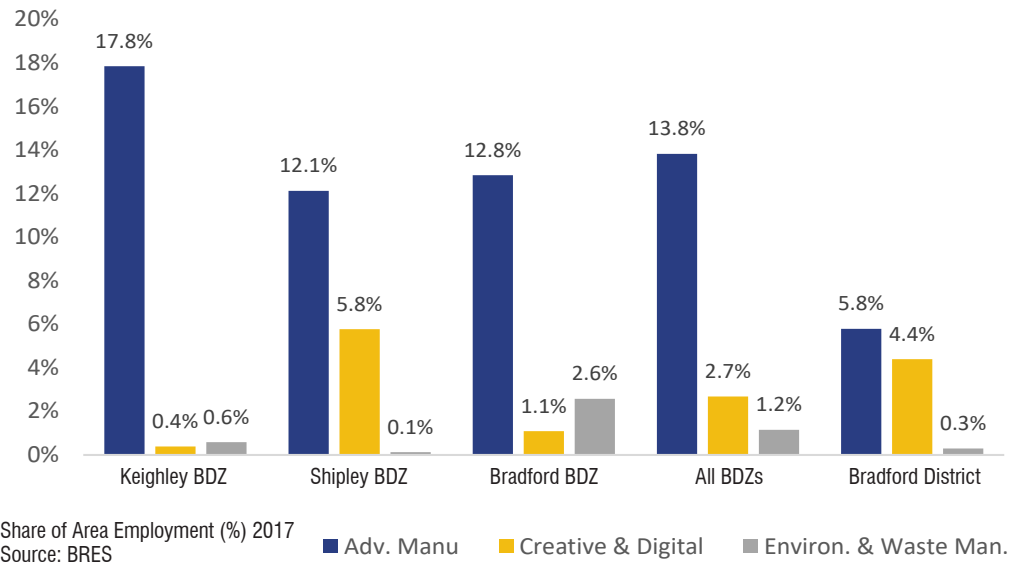
- Keighley BDZ's residential population has fallen by 4% while its working age population (16 to 64 years) has dropped further by 7%. The only growth has been for those of pensionable age (up 6%).
- Shipley BDZ was the only one of the three zones to experience population growth (up 12%). Almost half (44%) of the 470 person growth in population were of people of working age.

Whilst the local populations within the BDZs are of relevance, and it is important their needs are considered, it should be noted the BDZs offer a much wider labour market catchment than their immediate population.



Population change by BDZ 2011 to 2017
Source: Small Area Population Estimates (2018)

■ 2011 ■ 2017



Employment & Key Sectors

Total employment for the BDZs between 2015 and 2017 rose by 750 jobs (4%) to 20,900. Employment in Bradford District rose by just 2%. Advanced manufacturing with 2,900 jobs has a high presence in all three zones (roughly 950 jobs per zone) and as a proportion of employment is two and half times the British average.

- Bradford BDZ employs 7,700 people and has a high proportion of environmental and waste management jobs.
- Keighley BDZ has 5,200 people employed, with 18% concentrated in advanced manufacturing (1,800) and a further 16% in other manufacturing jobs.
- Shipley BDZ's total employment is 7,800 jobs with 6% (500 jobs) in the creative and digital sector.

Skills & Occupations

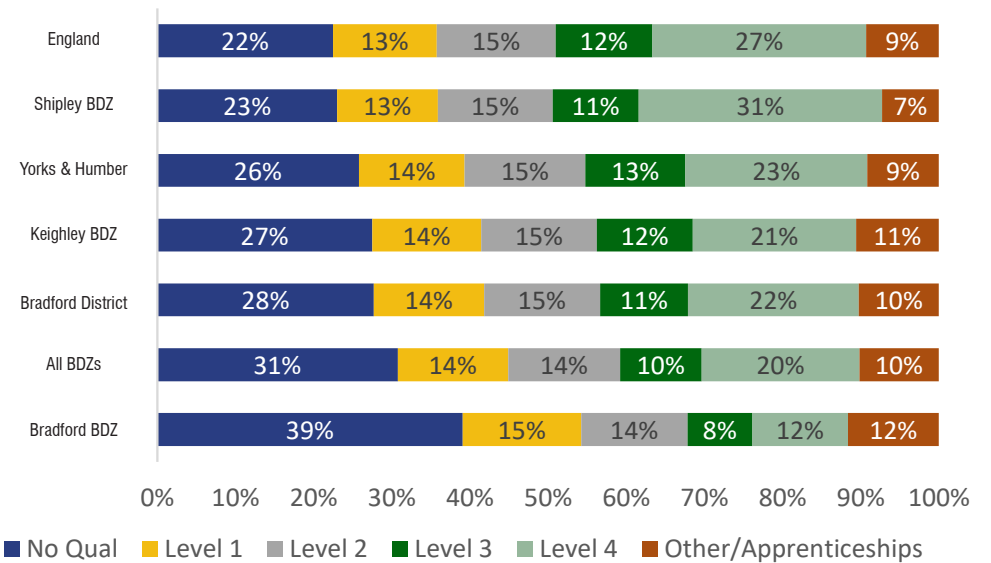
Three out of ten residents in the three BDZs had no qualifications in 2011 and one in five had a degree or equivalent (Level 4). This is reflected in the occupational profile, with 26% employed in ‘machine operatives or elementary’ work (Standard Occupational Classification Group 8 and 9) compared to 18% for England; and 33% were employed in high order occupations (Managers, Professionals and Associated Professionals, SOC Group 1 to 3) compared to 41% at the national average.

- Bradford BDZ has the lowest level of qualifications of the three zones and 35% of occupations are classified as SOC Group 8 and 9, twice the national figure.
- In Keighley BDZ 27% of residents have no qualifications and 21% are at level 4.
- Shipley BDZ is the only development zone that has more graduate level

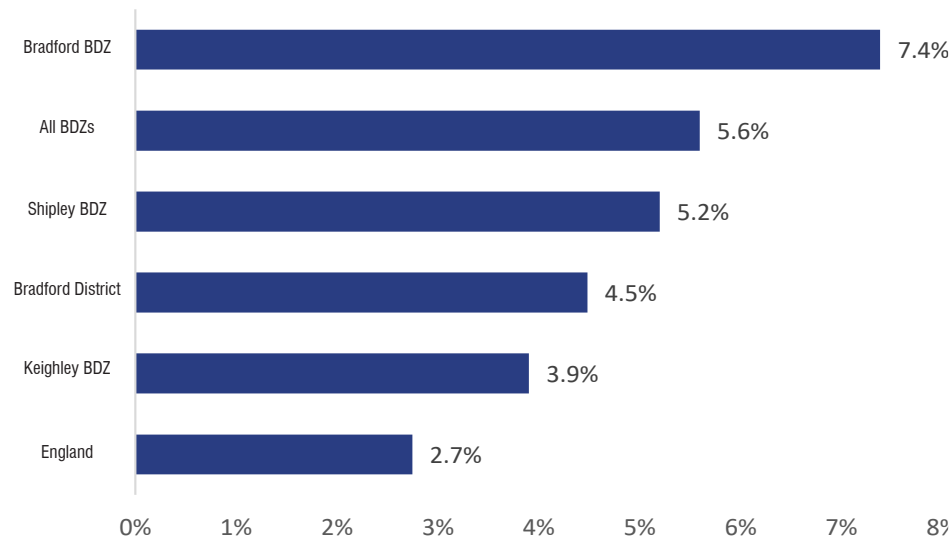
qualified people than the national average and has higher numbers of Group 1 to 3 occupations (45%).

Unemployment

There are 640 people who are registered as unemployed in the three BDZs, 5.6% of the working age population and twice the national average. Unemployment in Shipley BDZ is also close to twice the national figure despite having a skilled workforce. This may be due to a high level of working age population and too few jobs. While Keighley BDZ is closest to the national figure, the low level of occupations and skills in the Bradford BDZ is reflected in a 7.4% unemployment rate.



Qualification levels
Source: Census of Population, 2011



Claimant Count Percentage of Working Age 16-64, July 2019
 Source: Small Area Population Estimates (2018), Claimant Count (Aug 2019)

Summary Points

- Employment in the Bradford and Keighley BDZs has grown while in Shipley BDZ it has fallen. However, the pattern is reversed for the change in population size. This will be partly due to land use change.
- Whilst this section has looked at the characteristics and requirements of local populations within the BDZs, it is recognised that the Zones offer a much wider catchment than their immediate population.
- Advanced manufacturing is a dominant feature of all three zones but even more concentrated in Keighley BDZ. There is a focus of employment for the creative and digital sector in Shipley BDZ and environmental and waste management in Bradford BDZ.
- Apart from the Shipley BDZ, skills levels and occupations are well below the national average for Bradford and Keighley BDZs and are demonstrated in high levels of unemployment.
- The data clearly suggests that job opportunities in the three development zones are comparatively scarce, which is compounding the need for further investment to stimulate industry and job creation.

5.2 Inclusive Growth Strategy

Overview

The purpose of the Inclusive Growth Strategy (IGS) is to ensure that the BDZ proposals meet a District wide aspiration for inclusive growth by meeting the employment and training requirements of local residents and new and existing businesses. The IGS complements the emerging narrative within the Council's Economic Growth Strategy (2018) and Workforce Development Plan (2019) and builds on local good practice in employment support and regeneration.

The IGS was informed by a desk review and built around six inclusive growth themes which were developed, discussed and refined following stakeholder engagement.

Three of the six priorities (1-3) dovetail and inform the emerging Workforce Development Plan and three are unique priorities (4-6) designed to meet specific zone requirements

(regeneration, well-being and inward investment). The priorities will help BDZ businesses meet their workforce needs efficiently and support communities and underrepresented groups to participate equally in new employment opportunities. They are designed to meet the needs of both local populations and the current and future BDZ's workforce / labour market.

In defining this strategy it is acknowledged that some SMEs will have difficulty in engaging with wider agendas over and above the immediate job in hand. Some simply won't have the capacity to deal with these worthwhile issues and effectively run their business. It will be for the public sector to lead and support SMEs in this endeavor, recognising these limitations.

Key Priorities

Priority 1: Building the Skills Employers Seek

Priority 1 will increase work-based learning opportunities for young people and graduates and support career pathways for adults. It will include placements, work experience, voluntary roles, apprenticeships and new employment opportunities.

The successful Industrial Centre of Excellence - Advanced Manufacture and Engineering has, through co-operation of Business, the Council, schools and Further Education (through Keighley College) significantly raised the outlook for apprentices in this sector, providing a revival in the fortunes of this career route for young people.

Priority 2: Improving Job Quality

This priority is about ensuring there is a local offer for businesses that enables professional development including leadership and management, effective workforce practice, CPD and inclusive recruitment approaches. The rationale is that many of the zones' businesses require technical assistance to embrace practices that will better support their growth.

In parallel there is a need to improve the prospects of low-wage workers and employers within the BDZs will be encouraged to become living wage employers or work towards this objective. A 'one-stop shop' will support employers to improve their workforce skills and business practice, ensuring they are able to improve their productivity and receive support to find and recruit the right talent. This will include business succession and leadership training and business improvement techniques for managers

and senior staff, building on a local employer appetite for relevant CPD courses from colleges, universities and training providers.

This gateway service will help BDZ employers fill vacant positions quickly and cost effectively.

Priority 3: Inclusive Growth

The aim of this key priority is to use bridging programmes to prepare young people and job seekers including the long term unemployed, carers or economically inactive with limited formal qualifications for work and in-work progression. Tailored support to tackle barriers to work is required. This will draw on local expertise and will include welfare or well-being support, soft skills development, literacy and numeracy and pre-employment work. This priority will improve women's participation and workplace progression, an economic and social priority for Bradford. Job seekers will

be supported to access opportunities across all BDZs.

Priority 4: Connecting Communities

Using local people, paid and volunteers, and organisations, the regeneration of the BDZs is an obvious opportunity. From reclamation schemes to 'greening' and transport improvements, local communities and individuals will be engaged in new training and employment opportunities. Local training and employment hubs will be used for this activity as well as local regeneration initiatives.

Priority 5: Health and Well-Being

The aim of this priority is to promote staff health and well-being and healthy working environments through workplace and BDZ wide measures. These include better pedestrian access, cycleways, facilities (cafés) and enhancements to local green areas and waterways to encourage running, cycling and walking. Improvements

to pedestrian safety such as better lighting and cleaner streets will encourage workers to walk. Other examples include local business networks to tackle local crime, skills and transport concerns and the use of Corporate Social Responsibility policies to encourage local litter picks or participation in local events. There is an employer appetite for joint tours and open days across the zones to improve resident, school and parent links.

Priority 6: Inward Investor and New Enterprise Soft Landing Zone

The aim of Priority 6 is to offer a comprehensive range of services for potential investor companies and new businesses, including premises, access to relevant specialist help and advice and links to appropriate support organisations and trade bodies. This will include indigenous investors and individuals looking to expand or start up within the zones. The BDZs will provide next step premises for

expanding entrepreneurs including those progressing from incubators.

