

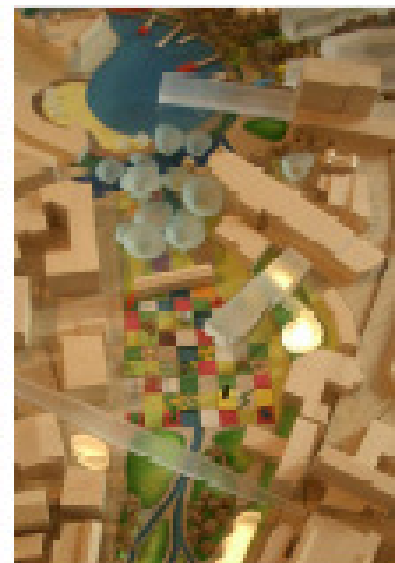
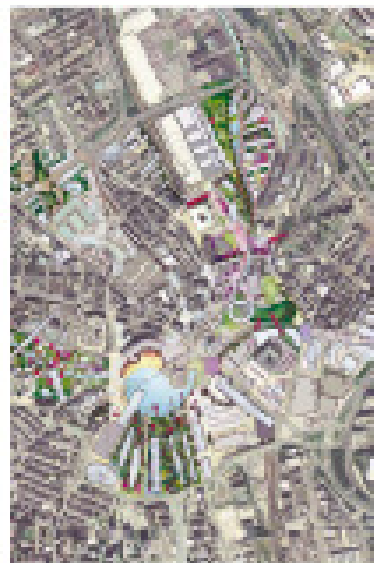
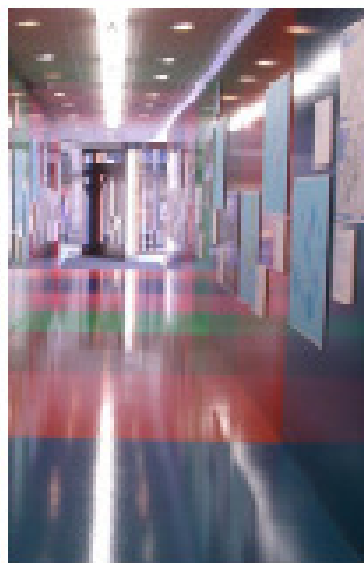
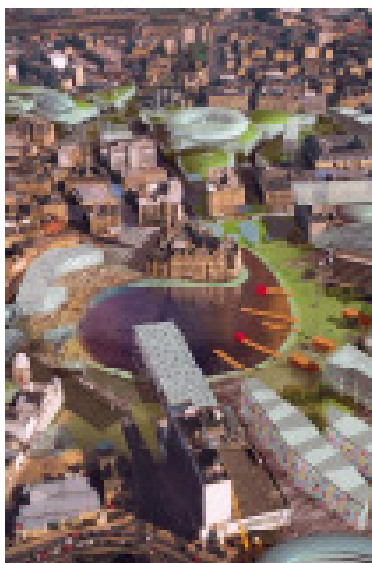
Local Development Framework for Bradford

Bradford City Centre Area Action Plan

Pre - Production Stage

Bradford City Centre Masterplan -
Consultation Log

2003/2004



City of Bradford MDC

www.bradford.gov.uk

This document is one of a number that make up the Local Development Framework for the Bradford District. If you need the contents of this document to be interpreted or translated into one of the community languages or you require it in Braille, Large Print or on tape, please contact the Local Development Framework Group on (01274) 434050,

ब्राडफोर्ड डिस्ट्रिक्ट (Bradford District) एर लोक्याल डेभेलापमेन्ट फ्रेमवर्क (Local Development Framework – स्थानीय उन्नयन काठामो) एर अनेकगुलो कागजपत्र वा दलिलपत्रेण एकटि हलो। एहि तथ्यपत्रेण विषयवस्तु कमिउनिटिंर लोकदेर कोनो भाषाय बुवाते चाहेले अथवा लिखित अनुवाद चाहेले नतुवा ता ब्रेहिले (अक्षलिपिते), मोटा हरफे किंवा क्यसेटे रेकर्ड करे चाहेले, अनुग्रह करे लोक्याल डेभेलापमेन्ट फ्रेमवर्क ग्रुप (Local Development Framework Group)-के (01274) 434050, (01274) 434544 वा (01274) 434606 नाखारे फोन करन।

(01274) 434544 or (01274) 434606

यह दस्तावेज़ उन बहुत से दस्तावेज़ों में से एक है जिनसे मिलकर ब्रैडफोर्ड डिस्ट्रिक्ट का लोकल डिवेलपमेंट फ्रेमवर्क बनता है। यदि आप इस दस्तावेज़ की जानकारी का हिन्दी अनुवाद या इसे ब्रेल, बड़े अक्षरों या टेप पर प्राप्त करना चाहते हैं, तो कृपया लोकल डिवेलपमेंट फ्रेमवर्क ग्रुप से (01274) 434050, (01274) 434544 या (01274) 434606 पर सम्पर्क करें।

ਇਹ ਦਸਤਾਵੇਜ਼ ਅਜਿਹੇ ਬਹੁਤ ਸਾਰੇ ਦਸਤਾਵੇਜ਼ਾਂ ਵਿਚੋਂ ਇਕ ਹੈ ਜਿਨ੍ਹਾਂ ਨਾਲ ਬਰੈਡਫੋਰਡ ਡਿਸਟ੍ਰਿਕਟ ਦਾ ਲੋਕਲ ਡਿਵੈਲਪਮੈਂਟ ਫਰੇਮਵਰਕ ਬਣਦਾ ਹੈ। ਜੇਕਰ ਤੁਸੀਂ ਇਸ ਦਸਤਾਵੇਜ਼ ਵਿਚ ਦਿੱਤੀ ਗਈ ਜਾਣਕਾਰੀ ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਜਾਂ ਇਸਨੂੰ ਬ੍ਰੇਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਜਾਂ ਟੇਪ 'ਤੇ ਪ੍ਰਾਪਤ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ, ਕ੍ਰਿਪਾ ਕਰਕੇ ਲੋਕਲ ਡਿਵੈਲਪਮੈਂਟ ਫਰੇਮਵਰਕ ਗਰੁੱਪ ਨਾਲ (01274) 434050, (01274) 434544 ਜਾਂ (01274) 434606 'ਤੇ ਸੰਪਰਕ ਕਰੋ।

આ દસ્તાવેજ ઘણાંમાં નો એક છે કે જે બ્રેડફોર્ડ ડિસ્ટ્રિક્ટ નાં સ્થાનિક વિકાસ ની રૂપરેખા બનાવે છે. જો તમને આ દસ્તાવેજનાં લખાણનું પ્રાદેશિક ભાષાઓમાં ભાષંતર કરાવવાની અથવા તેનો અર્થ સમજવાની જરૂર જણાય, અથવા તમને તેની જરૂર બ્રેલ, લાર્જ પ્રિન્ટ કે પછી ટેપ ઉપર હોય, તો મહેરબાની કરી લોકલ ડિવેલપમેન્ટ ફ્રેમવર્ક ગ્રુપનો (01274) 434050, (01274) 434544 અથવા (01274) 434606 પર સંપર્ક કરો.

یہ دستاویز بریڈفورڈ ڈسٹریکٹ کے مقامی ترقیاتی لائحہ عمل سے متعلقہ دستاویزات میں سے ایک ہے۔ اگر آپ کو اس دستاویز کا زبانی یا تحریری ترجمہ کسی بھی کمیونٹی زبان میں درکار ہو یا آپ اسے بریل، لارج پرنٹ یا ٹیپ میں چاہتے ہیں تو براہ مہربانی لوکل ڈیولپمنٹ فریم ورک گروپ سے ٹیلی فون نمبر: 01274 434050, 01274 434544 یا 01274 434606 پر رابطہ کریں۔

Foreword

The Bradford City Centre Area Action Plan (BCCAAP) is being prepared by the City of Bradford Metropolitan District Council as part of the Local Development Framework for Bradford

There has been extensive public consultation on the future of Bradford City Centre over the last 5 years as part of the Bradford Centre Regeneration and the Councils Masterplanning and Neighbourhood Development Framework (NDF) Processes. Comments received to date on the Masterplan have been considered by the Council at its Executive on 9th March 2004.

The Bradford City Centre Area Action Plan (BCCAAP) will bring all of this work together and will aim to address how development and change within the city can be delivered through the development plan system.

This document provides a record of the consultations and key messages associated with the City Centre Masterplan. This report is based upon the report prepared by the Chief Executive of Bradford Centre Regeneration which was presented to the City of Bradford Metropolitan District Council Executive Committee on 9th March 2004.

All of the comments received during the Masterplan consultations will be fully considered as the Council prepares the Bradford City Centre Area Action Plan.

For more information about the Local Development Framework or for copies of the Bradford City Centre Area Action Plan Consultation documentation contact:

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Email: ldf.consultation@bradford.gov.uk
Or visit our web-site at: <http://www.Bradford.gov.uk/ldf>

Introduction

In September 2002 the Secretary of State approval was granted to establish an Urban Regeneration Company for Bradford City Centre. That Company was established in February 2003 with two founding members, the Council and Yorkshire Forward. The Company trades as Bradford Centre Regeneration (BCR).

Also in February 2003 Alsop Architects were commissioned to undertake work to produce a masterplan for Bradford City Centre. The masterplan was completed in September 2003 and welcomed by the Executive at its 14th October 2003 meeting.

The City Centre masterplan has been the subject of public consultation.

Purpose of the Report

This report summarises the process and content of the programme of consultation and dialogue on the Masterplan since its launch in mid October. It presents the main findings and the response of the Company to those findings.

Consultations

Before the launch, on-going consultation took place with a wide range of organisations and groups, including Speak Out Panels, during the preparation of the Masterplan, with comments being fed back into the development process. Annex A lists those consultation events. In addition, of course, there was regular feedback to the Board as the ideas came together and the Board steered the development of the Masterplan.

Post Launch Consultation

Public exhibition at the former Dillons Bookstore, Market Street

Excluding part of the two launch days, the exhibition was open from 10am to 4pm every weekday from October 15th, with differing hours on Saturdays. At the end of nine full weeks of opening until closure on 19 December 2004, some 5700 people had been recorded as attending the exhibition; several have attended more than once [but are only recorded the first time]. All visitors were asked to complete and return a comments form upon which they were requested to give their overall perception of the proposals, their specific rating of the four elements of Channel, Market, Valley and Bowl, and make written comments as appropriate. At the end of nine weeks, 40% of attendees had returned forms.

As to be expected, daily attendance fell after the initial impetus caused by the

publicity surrounding the launch events. The experiment of opening until 7pm on the first late night shopping evening attracted minimal interest, and was discontinued. For logistical reasons it proved necessary to stop Saturday openings. Additional publicity was arranged for the weekday opening.

Private viewings and partnership events

Dillons was also used for private viewings by, and consultation with, a range of commercial, community and professional organisations, some invited and others attending at their own request. Some were held during hours of public opening, others at additional times. By the 19th December some 30 such meetings had been held or arranged, with additional individual briefings and discussions. These included bodies such as the Youth Parliament, Trident, New Deal for Communities Partnership, Goitside Partnership Forum, and business groups. Further details are given in Annex B. Additionally, and by special request this included pre-arranged groups of employees otherwise unable to attend during normal working hours. Where appropriate, private sessions led to further in-depth discussions on proposals and relationships with neighbouring initiatives. Additional presentations and consultation sessions have been held at the premises of other organisations.

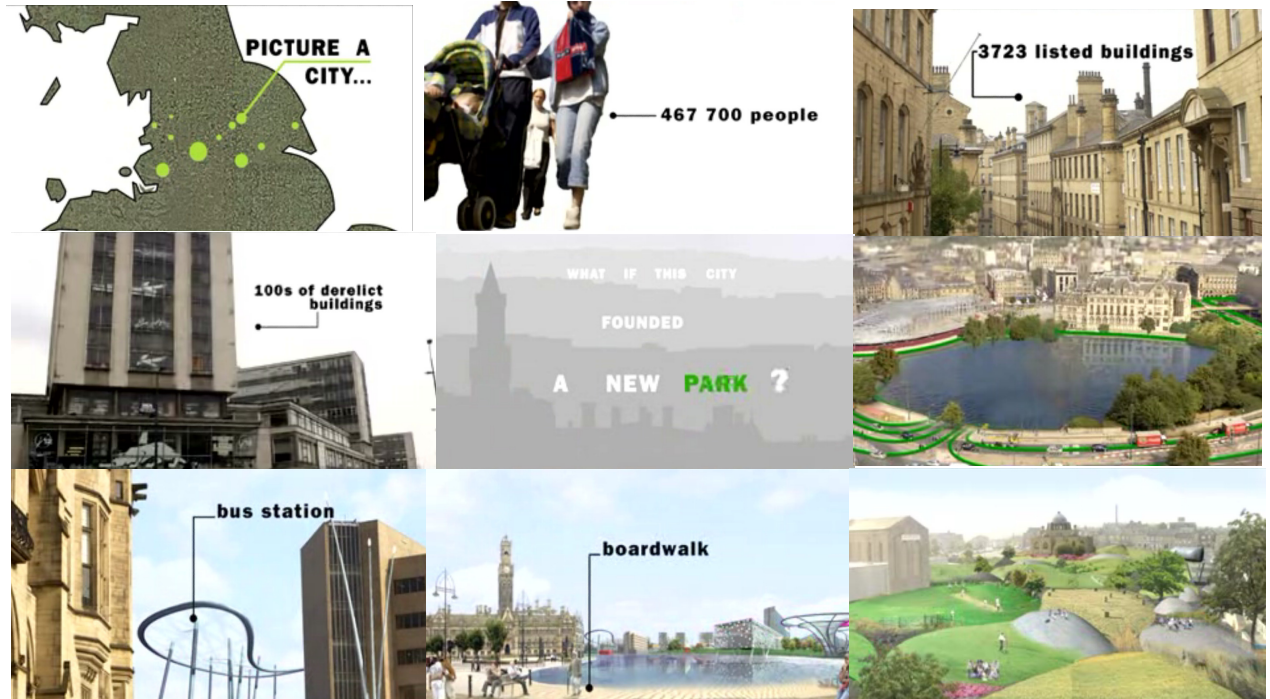
District meetings

Open public consultation sessions were held at four locations beyond the city in the District – Keighley, Ilkley, Bingley and Shipley – during December to provide opportunity for those not visiting the city centre to find out about the Masterplan and make comment. Each evening meeting lasted approximately two hours and included a presentation, showing of the film and question and answer session.

These replaced the previously planned Area Conferences and Speak Out Panels. The former would have covered a narrower geographical area and been self selecting, whereas these meetings were open to all. In terms of the latter, the Council's Research and Consultation Service advised that, because of the numbers attending the exhibition at Dillons and the fact that four meetings were being held elsewhere, there was little to be gained by holding further Speak Out Panels. The Research Service invited all those people who attended the earlier Panels to attend either the exhibition or public consultation sessions. Similarly, those organisations which were consulted in the first pre-Masterplan consultation stage were contacted by the Company to ensure they were aware of the opportunities for further involvement via the exhibition or elsewhere.

The exhibition and four public consultation sessions were advertised via the Telegraph and Argus and other "paid for" and "free" newspapers available throughout the District, via leaflet drops in targeted public buildings and/or areas such as libraries and community centres, and via e-mail to Council employees. The Regen 2000- funded BD3 magazine was used to generate coverage in the Barkerend area of the city not otherwise covered by the Target series of free newspapers.

Stills from the 5 minute **'Bradford - Picture a City' Film** by Squint/Opera commissioned by Bradford Centre Regeneration.



Formal responses and letters

Arising largely from the partnership events and presentations, formal written responses have been received from

- Bradford Vision
- Airedale Partnership
- Area Based Regeneration Strategic Partnerships
- Bradford Trident
- Goitside Regeneration Partnership
- Bradford Society of Architects & Surveyors
- Commission for Architecture & The Built Environment
- Metro

By mid January 2004, some 50 letters had been received from correspondents across the district

Media and communications

The Telegraph and Argus provided very positive coverage of the two launches, including an 8 page supplement, inviting people to the exhibition

and to comment on the proposals. Their letters page even now shows evidence of continuing expression of view by local people.

A second supplement, including the comment sheet, was inserted in a special November 2003 edition of Community Pride delivered to over 200,000 residential addresses throughout Bradford District, plus a further 7,000 to locations such as Council offices, libraries, and information centres.



Both launches featured as awareness-generating items on local television, with a general invitation for people to attend the exhibition. Local radio stations such as BBC Radio Leeds, Bradford Community Broadcasting and Sunrise Radio, the latter targeted at largely Asian listeners, were also used to generate awareness and invite people to the exhibition.

Website, Book and CD

Arrangements were made with the Council's Webmaster for the creation of a Company web page – including the Masterplan book and comment form – and its linkage to the Council's website. This provided both information on the proposals and a means of interactive consultation. People will be able to order a copy of the book on CD from this source.

Over 900 copies of the Masterplan book have been issued to organisations and individuals and 500 CD's of the book and film.

Interim summary of findings From Dillons exhibition, model and film and other sources

The position at the end of 15 weeks of the exhibition and other contacts is summarised below. This is based upon 2, 497 returned forms.

	WOW	EXCITING	O.K.	HATE	UNDECIDED
OVERALL	613 25%	1000 40%	312 12%	317 13%	255 10%
CHANNEL	638 26%	909 36%	379 15%	276 11%	294 12%
MARKET	529 21%	940 38%	477 19%	259 10%	292 12%
VALLEY	617 25%	864 35%	401 16%	319 12%	296 12%
BOWL	720 29%	716 29%	327 13%	449 18%	285 11%

In order of most frequent mention, the main issues raised on the comment sheets have been:

- The proposed lake – its size and related management issues
- Building design / architecture– relationship between old and new
- Traffic – accessibility if the inner ring road is closed
- Maintenance / management, especially litter and behaviour of people
- Rail – or alternative - link between the two stations
- Wetlands and Beck – contamination, rats

The issues of funding, timing and deliverability have also been raised and these and the above were reinforced by views expressed in discussion around the model which have not necessarily been recorded on comment forms.

From private sessions, presentations and formal responses

Overall the response to the Masterplan has been positive, but – as to be expected – a range of specific comments and questions have been raised. In addition to points identified above, examples from the private sessions and presentations include:

- Gateway routes such as Manchester Road are very important. The proposal could lead to creation and intensification of rat runs
- How do we ensure the optimum mix of uses, and is there evidence that office or retail users want to come to Bradford?

- support the linear park concept and suggest Goitside as site for “early hits” e)
- Is there full understanding by all partners of urban design principles?
- How do we ensure a proper range of jobs that will benefit local people?
- How can the Cathedral be more fully integrated into the city centre?
- The significance of cultural infrastructure to the future of the city

From the formal responses, below are some of the key points which have not already been touched upon above:

- secure quick wins and have an early stream of activity
- use ‘design out crime’ principles to create safe neighbourhoods
- ensure that there is excellent management in areas of water and open space to avoid misuse
- make the physical links between the centre and the other areas of the city particularly through the corridors and gateways
- continue to build links with the communities across the district
- look at the wider issues of access relating to disability, race, gender and age
- work with others on employment and economic opportunities arising from the plan
- tackle traffic issues in the north end of the city
- do not lose the idea of the 8 x 8 grid
- the future management of the city centre needs careful attention

All sought future good partnership working and involvement in the development of the plan and its implementation.

District meetings

From the four meetings outside the city, the points raised largely echoed those made by those already mentioned above. Some matters were specifically significant to those in the wider district:

- How sustainable is the Masterplan? Avoid projects which may appear to be flagships but are not tenable when built.

- The city centre is dirty and dangerous and not easily accessible. What is being done?
- Will housing provided in the city centre meet needs?
- There is a real need to change the perceptions of Bradford. Will there be an adequate marketing budget?

In all four meetings, the question of spending council taxpayers' money in Bradford city centre was raised. Many found it difficult to see what benefit they would draw from the Masterplan's proposals.

From letters received and / or published

By mid January we had received approximately 50 letters from the public. Whilst some have been supportive, the majority of people motivated enough to write have expressed concern with specific proposals. These centred on the management of the lake, the retention and / or future of the Odeon, the provision of a concert hall, the rail link and indeed, the future of the city itself.

The Company's Response

The process sought to ensure that every household in the district had the opportunity to participate in the dialogue. It also targeted businesses, investors, developers, funders, partnerships, key opinion formers and organisations who may have a significant role to play in building Bradford's future, both within the city and beyond. It also aimed to raise a debate about the city centre and its linkages with the rest of the district. In conclusion, the Company believes that the process was suitably extensive and of an acceptable quality.

From the consultation and dialogue it has been concluded that the Masterplan's overall concept is sound and has come through the process as acceptable. The vision of a transformed Bradford, re-positioned and with a differentiated purpose has gained considerable support. The "Big Idea" of exploiting the city's topography – its valleys and bowl - and of creating four neighbourhoods has been broadly welcomed. Nonetheless, there are aspects which have been highlighted, by a wide range of people and organisations, as being in need of change or further consideration.

- i. Transport – while many fully support a city centre with fewer roads and cars, there is a body of opinion which considers that congestion in other areas will occur and that accessibility may be compromised.
- ii. The Lake – very few people disagreed with the concept of the introduction of a water feature in this part of the city but there has been overwhelming concern about the costs of providing this, of managing it and of making it secure and durable. Many consider it too large.

iii. Canal and becks – the views expressed have been very similar to those about the lake but there has been considerable support for the reintroduction of the canal

iv. Architecture – many took the Alsop buildings very literally but there is no doubt that traditional building materials and design are considered significant

v. The Park – was generally well received but there are real concerns about maintenance, management and security

vi. Rail links – while there is a vocal group of those wishing to see the two city stations linked by rail, many more people would settle for improved signposting and other forms of links

vii. The Odeon – the question of salvaging the building picked up momentum in the latter part of the consultation period, mainly through the letters received. It has become linked with the wish of many to secure a concert hall for Bradford

The response of Bradford Centre Regeneration to these, and in priority order, is as follows:

Transport – further work is required to examine the impact of road closures along with the investigation of alternative routings or treatment of the existing road layouts. Proposed as a study in the Business Plan, the results could impact on the nature and programming of the Bowl and Valley. Any work on this aspect would require to be carried out in close working with the Council and in conjunction with proposals for the future of the Odeon.

The Lake – as currently proposed, the Lake is perhaps the ‘signature’ feature of the Masterplan. Further investigation is undoubtedly required to look at different sizes and forms of water feature, their design, the funding sources, the management, maintenance and security issues. This can proceed without prejudicing the overall concept of the Masterplan. A feasibility study on the Lake is proposed for inclusion in the Business Plan for completion in 2004/05.

The canal and becks - the response is very much as above and discussions are already underway with British Waterways and Yorkshire Water. Work to look at these issues is proposed in the Business Plan and can be carried out without prejudicing the overall concept of the Masterplan

Rail Links - The Cross-Rail proposal does not fit with the Masterplan and has not been featured in it. The company agrees with West Yorkshire Passenger Transport Executive, Yorkshire Forward and Bradford Metropolitan Council that there should be better rail links for Bradford. It also supports their view, however, that the Cross Rail link is not the right way to achieve this. The benefits of such a link are not proven and are clearly outweighed by the costs.

The Park - further work is required to investigate funding, maintenance and

security and the impact of open space on this scale on land and property values.

This should build on the case studies which were examined during the Masterplan's development. Without prejudice to the overall concept of the plan, this work is proposed within the Business Plan

The Odeon – there is a two part response, the first part of which is a feasibility study to determine whether the building is technically and financially capable of future use. Options would include status quo, partial demolition (retain tower(s)) or demolition. The second part is a Development and Design Competition to explore the future uses including consideration of those existing proposals which have 'designs' on the site, for instance the University's proposals for an educational gateway, a concert hall and Spice! Funding proposals would be part of the competition. This can proceed without prejudice to the overall concept of the plan.

Architecture – guidance will require to be developed on the architectural issues but this should not affect the overall concept.

The consultation exercise has been thoroughly examined to ensure the development of the Masterplan in a way which reflects and responds to public opinion and concerns. The responses have been formed into a body of work which has been developed in the Company's first Business Plan.

ANNEX A

FORMALLY ARRANGED PRE-LAUNCH CONSULTATIONS

Airedale Partnership
ABCD
Asian Business Group
Bradford Chamber of Commerce
Bradford Tenants and Residents District Federation
CABE
CBMDC Directors & Heads of Service
City Centre Tourist Group
Conservative Leadership Team
Consortia of Ethnic Minority Community and Voluntary Organisations
Council Officers (Parks)
Education Policy Partnership
Government Office
Green Party
Housing Partnership
Hull URC
Labour Shadow Cabinet
Liberal Democrats
Little Germany Business & Community Forum
LSP Board
Members
MPs
PDT
Primary Care Trust – Shipley
Retailers
Sheffield URC
Speak-Out Panel x 7
Tourism Board
Tourism Partnership
West Yorkshire Police

ANNEX B

FORMALLY ARRANGED / HELD POST-LAUNCH CONSULTATIONS

These include:

Airedale Partnership
 Anglican, Methodist & Catholic Churches
 Bradford Chamber of Commerce
 Bradford Breakthrough
 Bradford Cathedral Council
 Bradford Childrens Trust
 Bradford Housing Partnership
 Bradford Retail Action Group
 Bradford Trident
 Bradford Vision
 Cathedral Centre Adult Learners
 Cathedral Council
 Challenge College
 Common Purpose
 Construction
 Council Inductees
 Council Members and Groups
 Cultural Consortium
 Culture Yorkshire/Cultural Agencies
 DTZ
 Early Learning Partnership
 Economic Partnership
 Environmental Partnership
 Environmental Protection & Waste Management
 Goitside Partnership
 Huddersfield Architectural College
 Institute of Economic Development
 Last Cawthra Feather
 Lloyds TSB
 MP's
 PACT
 Royal Bank of Scotland
 Schofield Sweeney Solicitors
 Social Services
 Special Schools – Head Teachers
 Spice/English Heritage & Lottery Heritage Fund
 Strategic Partnership
 Students – Bradford University, College and Others
 Tourism Partnership
 University Chief Executives
 Various Developers
 Visually Impaired
 WYPTE
 Yorkshire Water
 Youth Parliament

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