

Bradford District Local Plan

City Centre Area Action Plan

Baseline Report (Draft)



City of Bradford MDC

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Contents		
1.0	Introduction	03
	1.1 An Overview of Bradford City Centre	03
	1.2 Bradford City Centre Area Action Plan	05
	1.3 Purpose of the Baseline Report	05
	1.4 Structure of the Baseline Report	06
2.0	Setting the Context: City Centre Regeneration	07
	2.1 The Big Plan- Sustainable Community Strategy for Bradford	07
	2.2 Bradford City Centre Masterplan and NDFs	08
	2.3 Bradford City Centre Design Guide	10
	2.4 Bradford Learning Quarter Design and Delivery Framework	11
	2.5 The City Plan	12
	2.6 City Centre Growth Zone	13
	2.7 Super Connected Cities Programme	15
	<u>Bradford City Centre Baseline Information</u>	
3.0	Built Form and Character	16
	3.1 City Centre Townscape	16
	3.2 Key Landuse Character Areas	17
	3.3 Built Heritage	19
4.0	Social and Demographic Information	21
	4.1 Population	21
	4.2 Housing	22
	4.3 Education and Health Facilities	23
	4.4 Other Community Facilities	24
	4.5 Transport and Movement	25
5.0	Environmental Information	28
	5.1 Air Quality	29
	5.2 Flood Risk	33
	5.3 Biodiversity and Wildlife	34
	5.4 Open Spaces	35
	5.5 Archaeology	36
6.0	Economic Information	36
	6.1 Office Market Profile	37
	6.2 Residential Market Profile	38
	6.3 Retail Profile	39
	6.4 Leisure and Tourism Market Profile	40
7.0	Conclusion	44
	Appendix: List of documents reviewed	45

1.0 Introduction

This report sets out the baseline position for the Bradford City Centre, including the key issues and parameters which will inform the preparation of the Bradford City Centre Area Action Plan (BCCAAP).

The BCCAAP will provide the long term framework for development and change in Bradford City Centre. It will co-ordinate development interests and will include proposals for the development of sites for shopping, commercial, leisure, education, community use, strategic employment, mixed-use housing areas, transport initiatives and environmental protection.

It is important that the policies and proposals of the BCCAAP are based on an up-to-date, robust and reliable evidence base to ensure a thorough understanding of the needs, opportunities and any constraints of the area.

The Council has drawn on a range of information about the important aspects of Bradford City Centre including housing, the local economy, environment, transportation and community facilities to form the evidence base for the AAP. These pieces of work provide a picture of the Bradford City Centre in terms of key issues and also their spatial relevance.

1.2 An Overview of Bradford City Centre

Bradford City Centre is at the heart of a district of around 467,665 people (Source: Census 2001). It started life in Saxon times as a small settlement, then known as 'Broad Ford', which was based around Ivegate, Kirkgate and Westgate, the medieval street pattern of which still remains.

The city centre is set in a natural bowl which marks the confluence of a number of streams, including Bradford Beck. As a result the city centre is characterised on all sides by the steep hills which surround it.

This 'bowl' was formed in the ice age, and was rich in natural resources such as soft water, sandstone, iron ore and coal. The exploitation of these natural resources helped to fuel the rapid expansion of Bradford during the Industrial Revolution when it became the Wool Capital of the World. During this period, thousands of people migrated here, including many from Ireland, to work in the woollen mills. The city boomed and the population swelled from 13,000 to 280,000 during the 19th Century.

In order to accommodate this growth the streams were culverted and built over. A new canal link was constructed, later followed a railway for moving goods and materials between the city centre and the wider region. The railway still remains today but the Canal, became redundant and heavily polluted, and was drained in 1867.

The rapid industrialisation of the city caused problems such as squalor and environmental degradation. However many of the buildings from this era reflect the prosperity and

confidence in the city at the time. Much of this built heritage still remains today including City Hall, the Wool Exchange and the merchant's quarter of Little Germany.

By the 20th Century the woollen trade in Bradford had started to decline resulting in a long, drawn out period of decline. However people still continued to migrate here, this time from further a field, from Italy and Eastern Europe, and from Commonwealth countries in the Caribbean and Indian sub-continent.

Large parts of the city centre were rebuilt during 1960's, and some of the architectural heritage was swept away and replaced by buildings which on the whole have not worn well. This, together with big new road schemes, has created a fragmented city centre, which does not fit together well and is awkward for pedestrians to move around.

At the start of the 21st Century the city centre was experiencing a difficult period, and struggling to find a new role for itself.

Apart from the National Media Museum and the Alhambra Theatre there was little to attract people to the city centre in terms of its shopping and leisure offer. Also, as an industrial city, it has never had a strong office sector, or a tradition of people living a fashionable urban lifestyle in the city centre. The riots of 2001 were a further setback but since this time there has been an upturn in fortunes as Bradford tries to reinvent itself and reclaim its position as one of the UK's leading regional cities.

This is now an exciting time for Bradford. In 2003 an Urban Regeneration Company was set up and a Masterplan produced to facilitate the renaissance of the city centre. Market confidence has returned to the centre, particularly with regard to residential development, whilst the new Broadway development will vastly improve the shopping offer in the city centre. Once again Bradford is seeing an influx of migrants into the city, this time from all over the world, including Europe, Africa, and Asia.

Here are some current statistics relating to the city centre. There are:

- 3,744 people living in the city centre.
- 2,000 businesses employing 42,800 people in the city centre.
- 305,000m² of office floorspace and 527,000m² of industrial floorspace.
- 501 shops totalling 110,000m², of which 129 units are vacant.
- 1.2 million visitors per year to the top 5 tourist attractions, including the Alhambra and National Media Museum.
- 9,822 people studying at the University.
- 10,600 people travelling into the centre daily by train, and 19,200 by bus.
- 10 public open spaces.
- 100 (approx) Listed Buildings.

*These statistics are based on the Bradford Centre Regeneration Boundary using data correct up to March 2005 (Source BCR Performance Framework, Genecon, 2006).

1.2 Bradford City Centre Area Action Plan (BCCAAP)

The Bradford City Centre Area Action Plan will set out planning policies to guide development proposals in the city centre, along with details of how these proposals will be delivered, looking as far ahead as 2028. It will also be used to make decisions when people apply for planning permission in the city centre.

The City Centre Area Action Plan will seek to identify future issues and specify policies and allocations in order to:-

- Deliver proposed growth of the city centre
- Stimulate Regeneration
- Protect built heritage whilst accommodating new development
- Ensure developments are of appropriate scale, mix and quality

Bradford District is made of 5 Parliamentary Constituency areas – Bradford North, Bradford South, Bradford West, Keighley, Shipley. The Bradford District is composed of 30 Electoral Wards. Bradford City Centre is within Bradford West Parliamentary Constituency and the City Ward.

The study area boundary line starting from the west runs along Shearbridge Road, Listerhills Road, Norcroft Street across to Jowett Street, down Westgate then across to Drewton Road, along Hamm Strasse, up Valley Road around Bradford Business Park, down along Canal Road the across to Shipley Airedale Road to Wakefield Road and then across Caledonia Street, then up along Manchester Road, Senior Way across to Great Horton Road to the junction with Shearbridge Road.

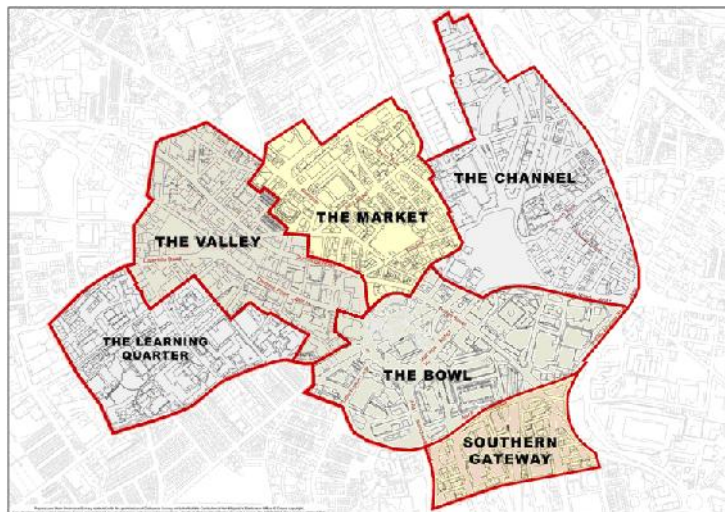


Fig 01: Bradford City Centre

1.5 Purpose of the Baseline Report

It is critical that the City Centre Area Action Plan is based upon a robust evidence base. This report describes the core baseline conditions and context that will inform these documents. This baseline report has been prepared on the basis of a desk top study and analysis of published information and strategies, discussion with key stakeholders, bespoke research and site survey.

In accordance with good practice advice by the Planning Advisory Service, including the online Plan Making Manual, Bradford Council considers the gathering of evidence as an

iterative process which must be continued throughout the plan preparation process. The reason for this is because the evidence base is key to other aspects of plan production including, Sustainability Appraisal, Options Generation and Community Engagement. The diagram below explains the linkages between these different areas (Source: PAS March 2008).



Fig 02: Relationship between different elements of plan production

This report therefore has been deliberately left in ‘Draft’ and will be supplemented with additional information during the course of the preparation of the Area Action Plan. As part of the ongoing consultation process, this report is made publicly available for statutory consultees and other stakeholders for comments and review.

In preparing this report, we have not sought to replicate all published and unpublished documents and data, but to identify and describe key issues and findings that are raised. In considering the overall ‘Evidence Base’ that informs the emerging Area Action Plan reference should be made to the individual documents, strategies and data sources that are identified in each chapter.

A list of all the documents reviewed as a part of this baseline analysis is attached as appendix 1.

1.6 Structure of the Baseline Report

This report seeks to identify and review the key baseline information thematically under four broad headings, as follows:

- **Setting the City Centre Regeneration Context** – This section identifies and reviews a range of current and emerging plans, strategies and regeneration initiatives that would affect future developments in the city centre.
- **Built Form and Character**- This section provides an assessment of the physical form and structure of the city centre including an analysis of the cityscape and assessment of the historic buildings, streets and spaces.
- **Social and Demographic Information**– This part of the report contains an appraisal of the demographic and social context of Bradford city centre. This includes brief reviews on city centre population, housing, community facilities, transport and movement.
- **Environmental Information**- This section provides an overview of the environmental and historic elements within the city centre including air quality, flood risk, built heritage and biodiversity.
- **Economic Information**- This section analyses the current and potential commercial and business activities within the city centre which includes detail assessments of the office, retail, residential and leisure market profile of the city centre.

2.0 Setting the Context: City Centre Regeneration

Bradford City Centre is the main focus for economic, educational, administrative and cultural activity within the district. With 1 in 5 jobs in Bradford district located in this area the city centre offers real potential as an engine for growth and regeneration. It is therefore important to understand the various regeneration plans and strategies that have been prepared to influence development in the City Centre. It is also crucial to reflect the findings and recommendations of those studies to ensure that any future plan for the city centre does not occur in a vacuum and creates a synergy that can be more powerful to deliver sustainable changes in the area.

Some of the key plans and strategies that have been reviewed as a part of this baseline study are:

2.1 The Big Plan- Sustainable Community Strategy for Bradford

The Big Plan is the District's Sustainable Community Strategy which sets out clear objectives to face the emerging challenges that reflect changing circumstances. The new challenges are to-

- Regenerate the city and our major towns to create opportunities and impetus for sustained economic growth
- Improve education outcomes to prepare people for an active and prosperous life
- Improve skills at all levels to meet the needs of business and build a knowledge economy.

These challenges have led to the identification of regeneration priorities for the District. The Council is now refreshing its Sustainable Community Strategy and evidence in this study will help shape its priorities.

Big Plan Regeneration and Prosperity Priorities

Promoting business growth

- support manufacturing and key growth sectors such as financial services, health, environmental, tourism, digital, cultural and creative industries

Shaping quality places

- progress delivery of the masterplans for Bradford city centre, Airedale, Manningham and the Canal Road Corridor focussing on transformational priority projects

Sustainable and affordable housing

- ensure an adequate supply of land for housing development in places with good transport links, through the LDF and a revised Housing Strategy

Enhanced transport and connectivity

- progress the Shipley Eastern Bypass and Canal Road improvements
- seek further investment to ensure better rail and bus integration, and improve interchange facilities at Shipley and Bingley
- increase accessibility for all, improving public transport and promoting cycling and walking and access to footpaths and bridleways through the use of 'active design' principles

Improving perceptions of the district, its neighbourhoods and cultural life

- Bring derelict land back into use for new businesses or housing

The Big Plan has identified four regeneration priority areas to deliver sustained economic growth and regeneration in the district. These are the City Centre, Airedale, Manningham and the Canal Road Corridor. Further information can be viewed at:

http://www.bradford.gov.uk/bmdc/bdp/our_work/community_strategy/the_big_plan

2.2 Bradford City Centre Masterplan and NDFs

The Bradford City Centre Masterplan was produced by Alsop Architects in 2003 and set out a new vision for the future of the city centre. The big idea of the Masterplan is to create a new city centre park that will change people's perceptions of Bradford and differentiate it from other cities.

The key objectives of the masterplan were to:

- Define the current and future role of Bradford.
- Identify what potential the City Centre has in terms of attracting and developing economic activity in all sectors including retail, leisure, commerce and housing.
- Clarify what the City should deliver in order to retain, capture and maximise activity; and articulate how the masterplan can be used in partnership with the various agencies and local communities for mutual benefit.

The idea is based on exploiting Bradford's topography – the city lies in a bowl formed by the valley of Bradford Beck. The Masterplan proposes rediscovering the 'Bradford Bowl' by getting rid of poor quality buildings which we do not need and forming a new city centre park. This would be a series of linked spaces, landscapes and water features, which breathes new life into the city's historic fabric.

The Masterplan identifies four separate neighbourhoods or 'fingers of intervention':

1. The Bowl
2. The Channel
3. The Market
4. The Valley



Figure 03: City Centre Masterplan areas

Each of these areas was subject to a Neighbourhood Development Framework.

The Bowl: The Masterplan proposed a lake around City Hall symbolising its position as a natural meeting point for the city. The pool was bounded by a Business Forest of new offices and a Pier built into the pool accommodated screens for digital performances. A strategy was explored to implement the lake by creating a 'mirror pool'.

The Channel: The Masterplan proposed a new urban village in the Channel along a reopened canal. As part of the NDF, the Channel Urban Village together with a new gateway development around Forster Square Station and proposals for Festival Square in Little Germany and the Cathedral Quarter Urban Village.

The Market: The Masterplan proposed the World Mile as a new shopping destination together with a Garden of Tranquillity over Drewton Road. The strategy within the NDF is based on improving the public realm between these poles, particularly through Rawson Square together with the creation of an urban village around the northern fringe of the area.

The Valley: The plan proposed a valley park along the Bradford Beck, framed by the two towers of the Odeon. The park included ecology areas, an orchard and space for discovery, experimentation and learning. A learning bridge over the park linked the university and college to the city centre.

Further information can be found at:

<http://www.investinbradford.com/develop-bradford/bradford-masterplans/Bradford+Masterplan>

On 16th January 2007, the City of Bradford Metropolitan District Council considered consultation responses to the NDFs and resolved that comments would be accepted as evidence for inclusion in the preparation of the City Centre Area Action Plan.

On 7th February 2007, the City of Bradford Metropolitan District Council's Regulatory & Appeals Committee resolved that: the four Neighbourhood Development Frameworks for the City Centre be treated as material considerations in the determination of planning applications pending the adoption of the Bradford City Centre Action Area Plan.

In addition to the above, a number of background and feasibility studies have been completed as part of the masterplanning process which has informed this Baseline Report and the Issues and Options Report. A number of delivery plans are also in the process of being produced for the city centre, namely the Learning Quarter Design and Delivery Framework and the Markets Area Delivery Framework.

2.3 Bradford City Centre Design Guide

In 2005 a consultancy team led by Urbed was commissioned to produce a Design Guide for the city centre. The purpose of the Guide is to articulate the Masterplan vision for the city centre into a set of design rules. This includes guidance on tall buildings, the character of streets, enclosure of space and public realm.

The Guide is used to assess the design of new development proposals in the city centre. It was adopted by the Council in March 2006 as a Supplementary Planning Document (SPD) following public consultation. As an SPD, the guide is a material consideration when determining any planning applications within the city centre.

The Bradford City Centre Design Guide can be viewed at –

<http://www.bradford.gov.uk/NR/rdonlyres/29F06299-EB7E-4DF5-920C-A7A5106293FB/0/CityCentreDesignGuide080307.pdf>

In 2006 consultants Landscape Projects was commissioned to take the public realm guidance within the City Centre Design Guide further and produce a Streetscape Design Manual for the city centre. This provides a set of rules and specifies a palette of materials for new public realm works. The manual is available at:

http://www.investinbradford.com/Resources/Invest%20In%20Bradford/Documents/BCR_Streetscape_leaflet.pdf

2.4 Bradford Learning Quarter Design and Delivery Framework

Farrell and Clark Architects were commissioned by the University of Bradford to produce a masterplan for the University campus area. The study aimed to bring together a number of development ideas in a format that demonstrates to others the intent of the University. It seeks to illustrate the possibility for improvements to the public realm by improving and clarifying the spaces around buildings, improving physical links and routes and allowing the development of landscaping where appropriate.

The study undertakes an analysis of the area, covering 11 key themes:

1. Green Spaces
2. Car Parking
3. Vehicular Circulation
4. Pedestrian Routes
5. Key Buildings/Pedestrian Space
6. Bus Routes
7. Space Use Analysis
8. Building Heights and Topography
9. Street Patterns
10. Links to College and Coty
11. Cycle Provision

The study recognises a number of issues in these key themes:

- Mixed quality green space
- Car dominance
- Inconsistent poor quality pedestrian routes
- Mixed quality public realm
- No direct link between bus stops and circulation routes
- Poor land use planning
- Weak links to the City Centre

The University has also produced an Estate Strategy, 2004-2014. This sets out the University's vision for what the campus should look like in the next 10 years (from 2004). The strategy covers key themes of Security, Landscaping, student facilities, conference facilities and student accommodation.

2.5 The City Plan

Under the current economic downturn the prospect of attracting significant investment in the city centre for large schemes appears difficult, suggesting that a renewed approach to stimulating regeneration in the city centre is needed. The City Plan provides a delivery framework for Bradford City Centre aiming to stimulate economic development, investment and regeneration in the area over the next decade.

The idea behind the plan is to develop a shared long-term view with partners on the type of city centre that is desirable and what they should be working towards. It is intended to be a local approach to city centre regeneration while building on existing policy documents and strategies.

Expected outputs from the plan will be:

- Enhanced and increased delivery and investment in the city centre.
- Development of specific actions to achieve outcomes identified in the city plan.
- Greater alignment of delivery and service provision in the city centre.
- Alignment of existing priorities and strategies to maximise impact on city centre.
- A strategic approach to investment for the city centre.
- A city centre partnership approach to aligning activity and supporting community participation and engagement.
- Short, medium and long term delivery targets to measure progress and impact.

The plan will be split into four areas – people, place, prosperity and property. Taken together these will provide a holistic approach to delivering the aims of the plan.

People – will focus on how people live, work and enjoy the city centre and include specific elements of delivery including the city centre residential offer, how we use culture and events, diversification of the city centre offer and the night time economy, education and skills, health and well-being, social networking and community development.

Place – will build on the planning framework being developed through the Area Action Plan to ensure we make the best use of space in the city centre and create a place that supports people to live, work and enjoy. The plan will focus on specific delivery such as the approach to listed buildings, use of upper floors, approach to design, public realm, sustainability and access to green space. Place will also involve identifying how a flexible planning framework can be introduced to encourage economic growth and engagement, such as meanwhile uses. The place plan will focus on creating a smart and sustainable city

Prosperity – The prosperity plan is the binding element of the plan where both the Districts economy and the City's economy are woven. The prosperity plan will answer the question as to how will Bradford, its City and District earn its living, both now and in the future. The plan will aim to identify measures to increase the wealth and economic well-being of the City and its residents. It will focus on employment growth through investment and private sector expansion in the city centre, innovation, and encouraging enterprise and entrepreneurship.

The prosperity plan will focus on the delivery of the economic potential and current strengths of Bradford as a Producer City; a city which creates, makes and trades all within a wider producer district.

Property – focuses on how to create the mechanisms for investment and create a city which is capable of making decent financial returns on development investment. It will also articulate how to work with developers and key local partners, such as the Property Forum, to maximise usage of our immense historical legacy by reducing vacancies and so increasing the vibrancy of the City.

Approval to start the production and delivery of the City Plan has been endorsed by the Council's Executive Committee in December 2012. Initial work will be taken to develop a set of guiding principles for the plan which will be shared and refined through engagement with Council Leadership, Local Politicians, partners and stakeholders and local people. This will occur through formal and informal consultation methods as outlined above. These principles will then form the basis for the city plan which will bring together a range of products, projects, policies, plans and programmes into a single coherent and focused approach to regeneration of the city centre.

2.6 City Centre Growth Zone

The City Centre Growth Zone is a 170ha investment area, covering Bradford city centre and some of the district's major economic assets (rail stations, University of Bradford, Bradford College, Theatres and the National Media Museum etc). It provides a targeted approach to increasing market confidence, drive up footfall and support investment in the city centre. The zone has a range of development and commercial opportunities, offering incentives to business to relocate or expand within it.

The city-centre growth zone has been launched in November 2012. The move, which involves an investment of £17.2m from Bradford Council and £17.6m from the Government through the Regional Growth Fund, includes rate rebates for new and existing businesses that create jobs within the zone. Among the other incentives are skills programmes and access to super fast broadband. Additionally, some £5 million is being spent on public realm works in the city, while £4.4 million will be spent on the first steps in the redevelopment of the former police station.

The zone is made up of a number of parts, taken together these create an 'offer' for business that makes investing or expanding more attractive. Businesses will benefit from:

1 Super-fast broadband and city centre Wi-Fi.

Through the super-connected cities programme residents and businesses will be able to access superfast broadband (speeds up to 100mbs) along with a city centre Wi-Fi offer. The super-connected cities programme is focused on the city centres of Bradford and Leeds, the connecting corridor between the two cities and the growth areas of Shipley-Airedale in Bradford and the Leeds City Region Enterprise Zone (Aire Valley Leeds).

2 Access to employment and skills support.

The Get Bradford Working Programme has been developed to ensure local people can access jobs, and employers can get staff with the skills they need. The programme includes an intermediate job creation fund, industrial centres of excellence and proposals for an apprenticeship training agency (ATA). This programme operates at a district level. Further information will be made available when the Get Bradford Working scheme is launched.

3 A responsive and flexible planning system.

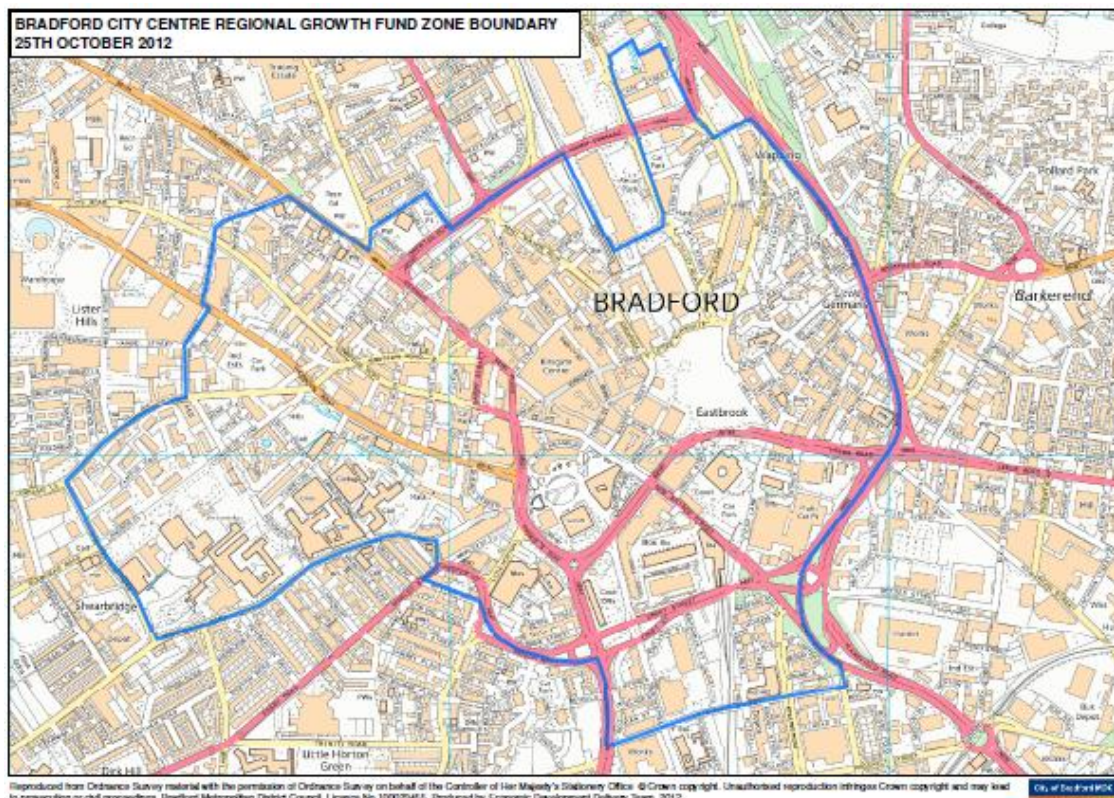
The growth zone provides a range of development and commercial opportunities, suitable for a range of city centre uses. The Local Planning Authority are committed to ensuring these opportunities are maximised and guarantee a flexible and responsive approach to planning, including a comprehensive pre-application service and a fast track approach to processing city centre planning applications. For more information visit: [-www.bradford.gov.uk/planning](http://www.bradford.gov.uk/planning).

4 City Centre Business Growth Scheme.

Businesses that create new, additional jobs (see 'Additionality' and 'Displacement' in definition of terms at the end of this briefing) will be able to benefit from a business rates rebate scheme. In short, every new full time equivalent job created by an eligible business within the growth zone will be worth a rebate of up to £16,000 on their annual rates payable bill. Businesses that bring disused space back into permanent commercial use as a result of creating new jobs will also be able to access a one off rebate to cover any increased rates bills from the new space.

5. Physical infrastructure and public realm improvements

Capital investment to begin the re-development of the Tyrls area and to improve the links between Westfield and the wider city centre also form part of the zone.



As noted before, the growth zone is supported by a range of funding streams including Council resources and Government funding, including £17.6m from the Government's Regional Growth Fund (RGF).

The scheme is anticipated to generate significant job outputs within the city centre by incentivising job creation and investment across the city centre – over the lifetime of the RGF programme we anticipate 2,600 full time equivalent jobs will be created across a range of sectors. This figure includes the projected jobs created by Westfield as well as across the wider growth zone. As per RGF criteria employment impacts will be monitored until 2021/22. This is in recognition from Government that employment impacts may ramp up more slowly than RGF spend.

2.7 Super Connected Cities Programme

In December 2010, the Government launched the National Broadband Strategy setting out the vision for broadband in the UK, aiming to ensure the country has the best superfast broadband in Europe by 2015. As part of the implementation, Bradford Council has been developing the Super Connect Cities programme, aiming for Bradford and Leeds to be the first two cities outside London with large-scale access to free Wi-Fi and an open access infrastructure delivering ultrafast broadband.

The Government has recently confirmed that £14.4m will be invested in both Bradford and Leeds broadband capabilities through Super Connected Cities programme. This will act as a catalyst for new ways of delivering public services and stimulating economic growth in both these cities.

In Bradford, the scheme will provide speeds of 100Mbps or more to all premises within the core area – the city centre, out towards Shipley, the transport corridor into Bradford, and the Aire Valley.

The first phase of the project is to bring free public wi-fi to both Leeds and Bradford city centres and it is expected to be in place early next year. Virgin Media Business has confirmed that it will be installing the “small cell” technology in time to go live from January 2013 with the free wi-fi which is three times the speed of 3G services.

The first locations to benefit from the services will be Bridge Street in Bradford and Briggate in Leeds in time for the new year, followed by City Park in Bradford and Millennium Square in Leeds early in 2013.

Ultra-fast broadband will offer high-tech and digital companies the infrastructure they need, allowing Bradford to compete for business, investment and jobs. It also offers free city centre wide Wi-Fi service, Wi-Fi connectivity for passengers on trains and buses between Bradford and Leeds, and Wi-Fi community hubs focusing on libraries.

Bradford City Centre Baseline Information

3.0 Built Form and Character

3.1 City Centre Townscape

The townscape and built form of Bradford City Centre varies quite dramatically depending on location. The building and street forms are very varied in their ages, styles, layout, footprints, heights, materials, condition and general appearance. The topography of the City Centre is also varied.

The city was built at the confluence of four streams flowing northwards into the Bradford Beck. These streams create a natural bowl in a valley that flows down from the west to a relatively flat area around City Hall before flowing onwards down the valley to the north.

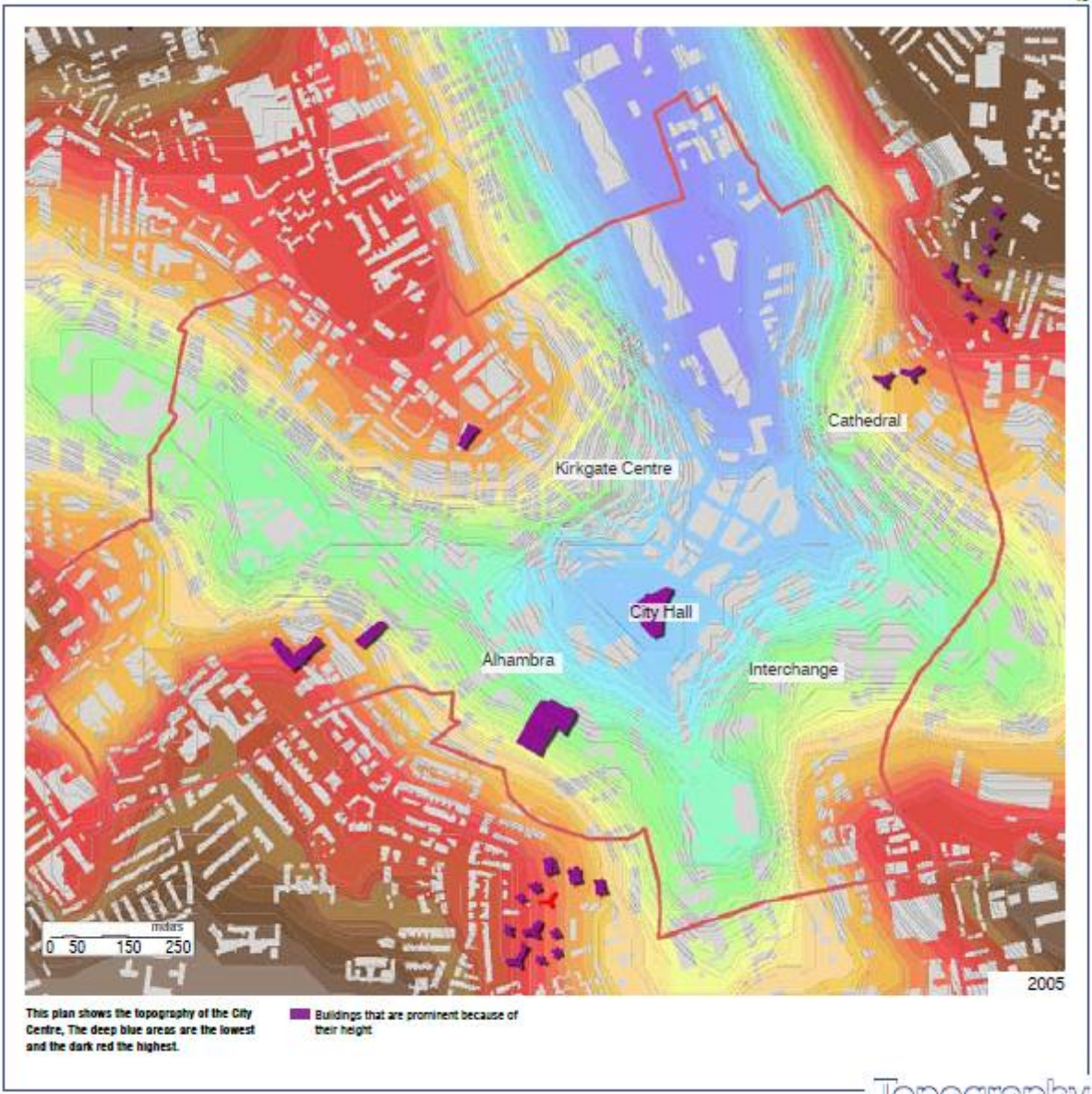


Figure 04: Topography of Bradford City Centre

Source: City Centre Design Guide

The market area of the city centre is to the west and built on a spur of land jutting onto the valley. The market is almost at the top of the hill and the land falls away steeply towards Thornton Road and beyond Manor Row. To the east of the centre the land rises again up Church Bank and Little Germany. There is a similar hill to the south west rising up to the University and a further hill to the south east.

The oldest roads into Bradford come over these four hills. However the roads built in the Victorian era travel along the valley bottoms, notably Manchester Road, Leeds Road, Valley Road and Thornton Road. Because of the topography of the city, most of these arrival routes do not provide good views of the centre. By contrast the high roads provide commanding views on arrival to the city centre.

The most important of the main tall buildings in the city centre is City Hall which stands in the centre of the bowl. The tower of City Hall rises from the lowest part of the city centre – somewhat like an upturned drawing pin. This is important because City Hall is generally seen against a backdrop of the city, rather than the sky. Most of the other tall buildings keep clear of the view of City Hall, the main exception being Arndale House, which is out of scale with its surroundings. Most of the social housing tower blocks are out of the centre and relatively unobtrusive.

While it is difficult to generalise, there is a tendency for the higher buildings to be in the valleys. This tends to smooth out the effects of topography so that the buildings appear to fill up the alley areas. In Little Germany and Goitside the buildings stack up the hill creating dramatic long views. By contrast to the east of Manor Row the slope is too steep and the buildings on the ridge create a dramatic cliff-like edge.

3.2 Key Landuse Character Areas

Traditionally the city centre was a dense mix of commercial and industrial development alongside workers' housing, administrative functions, cultural uses and shopping. In the last 50 or so years the housing and industrial uses have all but disappeared while the retailing, commerce and administrative uses have broadly held their own and uses such as the university and cultural facilities have expanded.

Administrative and cultural uses: These are concentrated in the southern part of the city centre. City Hall stands in the heart of the administrative quarter together with the police station and Magistrates Courts (both of which are to be relocated as part of the City Centre Masterplan). The main Council Offices are in Jacob's Well, Britannia House and on Nelson Street. Cultural facilities are grouped around City Hall including the Alhambra Theatre, St. Georges Hall, the National Media Museum and the Central Library.

Commercial uses: This is perhaps where the greatest change has taken place. The city's commercial trade was dominated by the worsted industry including the 'stuff' warehouses of Thornton Road where textiles were stored and processed and the 'piece' warehouses of Little Germany where the textiles were traded. Textiles have now been replaced by sectors such as banking, financial services and mail order mostly located in new offices around the

edge of the centre and outside the town with plentiful parking. This has left vacant office space in the centre that could be used for other uses such as housing. The ‘Stuff’ warehousing has tended to remain in low rent occupation while in Little Germany there has been some success in letting space to small and creative businesses.

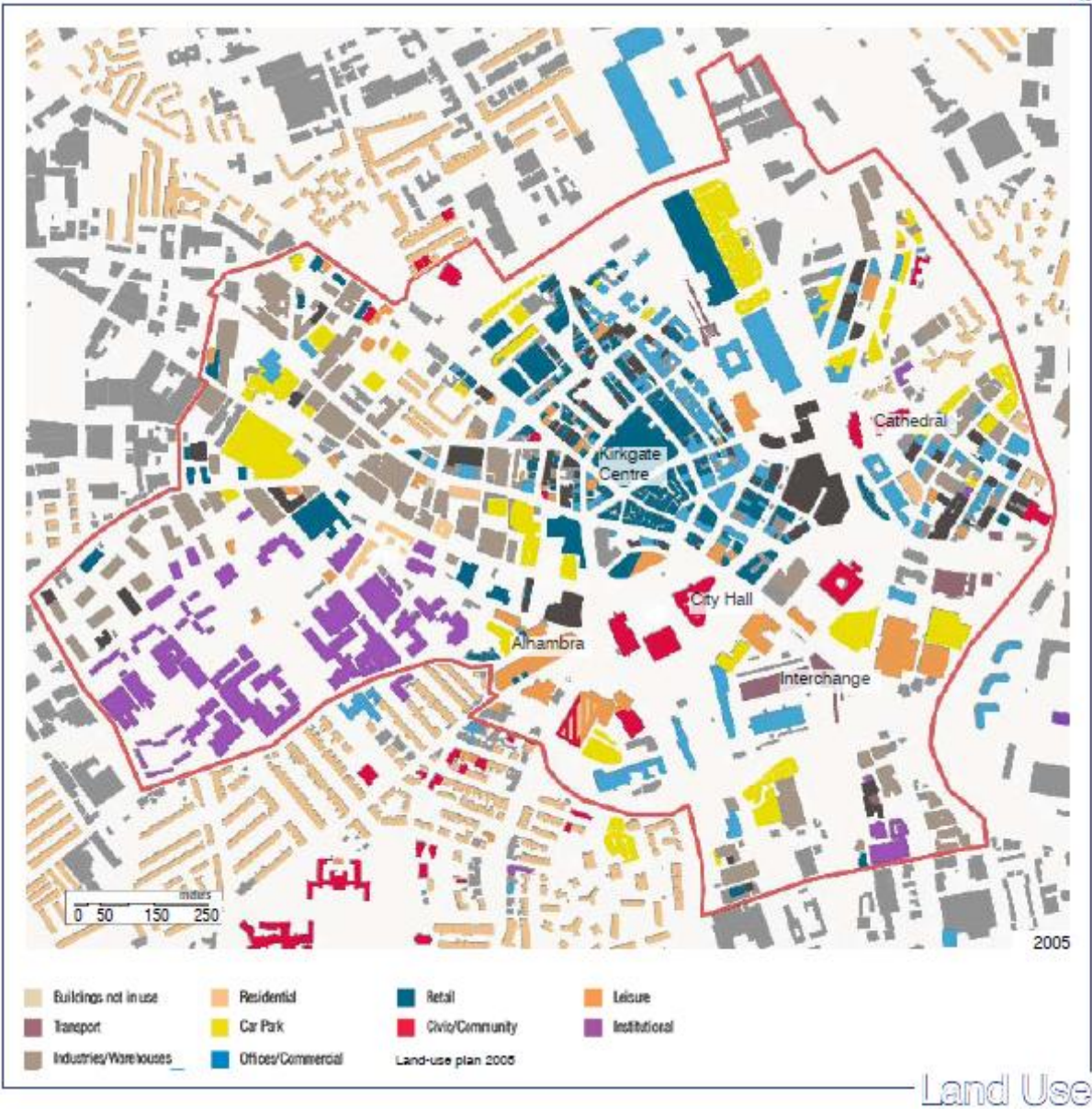


Figure 05: City Centre Landuse Map

Source: City Centre Design Guide

Housing: The last of the slum housing was cleared in the 1960s and for years the only city centre housing was on Church Bank and Chain Street. A city centre housing market has been late developing in Bradford however schemes have been successful in areas like Little Germany and the market is expanding rapidly as residential developers explore both new build and refurbishment schemes in centre.

Retailing: The retail core runs from Well Street between Cheapside and Westgate to St. John’s Market. This area has declined in recent years and there are advanced proposals to

redevelop the entire eastern part of the area as the Broadway Shopping Centre. There is also some unsympathetic 'big box' retailing stretching up Valley Road to the north.

Education: The University and College are based on a campus to the west of the city centre. Both institutions have promoted masterplans to reassess their relationship with the centre.

3.3 Built Heritage

The built heritage of Bradford City Centre straddles the very interface between two historic visions of Bradford: the Bradford predominantly of the Victorian age and the Bradford predominantly of the post-war age.

Bradford's Victorian legacy in particular is of national significance. Although its roots go back to medieval times, it was rebuilt mostly during the second half of the 19th century during the boom years of Bradford's economic development as an international centre of the wool trade. At its best Bradford's Victorian townscape rivals any of the great cities in the UK. Much of this historic form still remains intact, reflected in the fact that there are around 100 Listed Buildings and four separate conservation areas within the city centre.

The present built environment in the city centre, however, is very much influenced by the post war redevelopment and has resulted in the loss of some of its historical character. The majority of the post war redevelopment in the City Centre area, with a few exceptions, has generally been of a lower quality. From the 1960s onwards it has mainly been unsympathetic to Bradford as a place in terms of its scale, style and material. These recent developments rejected the use of continuous building frontages in favour of free standing building within an open landscape that eventually created unrelated and haphazard composition of buildings breaking up the spaces and cutting off potentially dramatic view of the townscape.

Spatially, the City Centre can be split roughly into two equal parts- the northern half featuring Bradford's Victorian legacies and the southern half representing mostly the post war redevelopment. The northern half is defined by the conventional urban blocks and streets of the City Centre Conservation Area and contains many of Bradford's key heritage and Listed Buildings. The southern half is defined by free-standing post Second World War buildings sitting within isolated plots, with ill-defined streets and in part isolated from each other by the inner-city highway network. The resulting urban fabric in the northern half of the City Centre is relatively consistent in terms of the pattern of streets and spaces, the height of buildings and the spacing of blocks, in contrast to the southern half where there is a lack of defined streets and spaces. The greatest contrast is the latter's predominance of open space but almost all of the wrong kind: large areas of inaccessible roadside verges and surface car parks on waste ground.

The conservation areas in Bradford City Centre comprise a dense network of relatively narrow streets and tall Victorian buildings creating a coherent civic quarter. Although much has changed around them, the City Centre architectural heritage remains anchored by the iconic city hall and the other adjacent St Georges Hall, Little Germany, Cathedral Precinct, Goitside Area- all reflecting the grand heritage of the district.

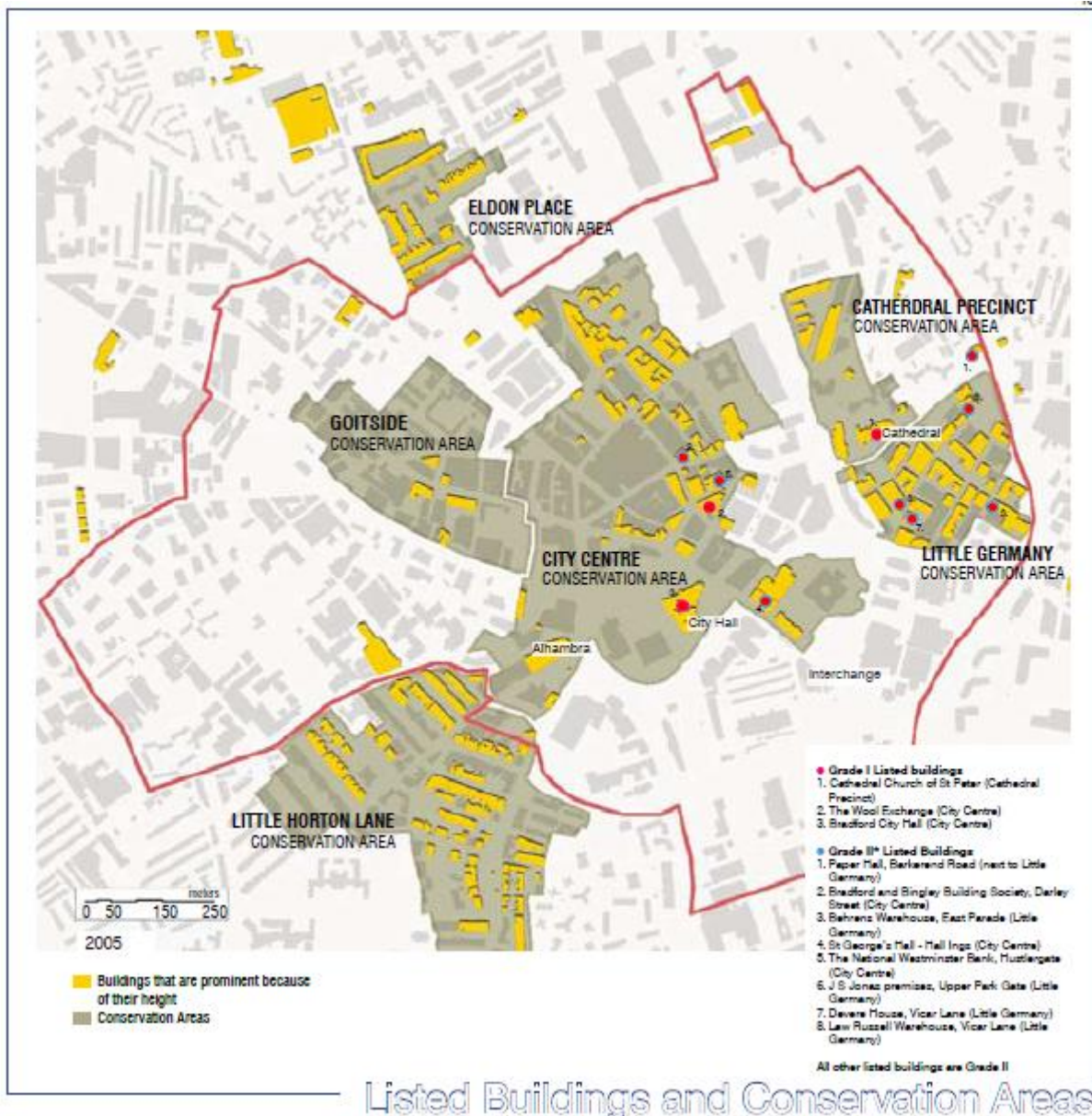


Figure 06: City Centre Listed Buildings and Conservation Areas

Source: City Centre Design Guide

The City Centre: This is the largest conservation area covering the heart of the city. The area has medieval roots, still seen in the pattern of streets and names such as Ivegate and Kirkgate. It was however rebuilt in the late 19th century when Bradford was the rapidly growing international centre of the wool trade. Fortunes were made in 19th century Bradford and the merchants invested some of this wealth into warehouses, banks, commercial buildings and public institutions such as the Wool Exchange, City Hall and St. Georges Hall. These buildings were designed in the honey-coloured local sandstone by local architects. They create an exuberant, confident city centre which while much altered retains its character.

Little Germany: To the east of the centre lies Little Germany, built on sloping land by worsted merchants (many originally from Germany and Eastern Europe). This too is a result of Bradford's late heyday and the buildings are ornate 'piece' warehouses creating, arguably

the finest merchant's quarter in the country. 55 of the area's 85 buildings are listed and its character is based on sloping streets with the warehouses getting higher lower down the hill to create a dramatic townscape.

Cathedral Precinct: This is one of the oldest parts of Bradford and the Cathedral is perhaps the most important building. The area was one of the first parts of the city to industrialise with the arrival of the Bradford Canal in the 1770s. The lower part includes some important commercial buildings while the slopes west of this were once housing and are now surface parking. There are 16 listed buildings in the area.

Goitside: To the west of the city centre the Goitside conservation area takes in many of the 'stuff' warehouses. The Goit is a medieval water channel built to power a corn mill and the area was already industrialised at the start of the 19th century. It was completely redeveloped in the late 19th century since when it has remained largely untouched. It contains only 6 listed buildings, however the group value of the buildings is far greater because it remains a largely complete urban landscape, typical of 19th century Bradford.

Detail Conservation Area Assessments for the four conservation areas in the city centre can be found at: www.bradford.gov.uk/conservationassessments. Bradford's listed building descriptions can be found at www.bradford.gov.uk/listedbuildings.

4.0 Social and Demographic Information

4.1 Population

The population of the wider city centre is estimated to be approaching 4,000. These residents are primarily located in social housing to the North West and North East of the city centre. However, since 2001 increasing numbers of privately rented and owner occupied apartments are being developed in the north of the city centre and Little Germany.

Continued growth in the employment demands and opportunities, change in the type and capacity of residential development and increasing number of student population have made it difficult to draw a firm conclusions on the typical characteristics of the city centre population.

Population change in the city centre as a whole is expected to be influenced by several factors including the growth in the size and type of residential property and the limits placed on this by planning policy. The Genecon (2007)¹ study assumes that with a predicted increase in the proportion of 1/2 bedroom property the population of the city centre could increase by approximately 7,500 by 2014.

¹ Genecon (2007). *BCR Performance Framework: Second Annual Update 2005/06-Final report. Report Dated August 2007. Genecon Consultancy Ltd.*

The 2001 census shows that the resident population is ethnically diverse, mostly of working age (20-39 years old) with a very small percentage of children and families and with a high proportion of single individuals. In a report produced by DTZ and Tescom² in 2005 shows that 40% of the city centre residents are aged between 20 and 29 years and 70% of them live in single person household. So evidently, continued growth in the city centre resident population will increase the demands for services within the centre, with the most likely requirement being for shops and leisure facilities rather than for child or health care services.

4.2 Housing

City Centre residents are primarily located in social housing to the north-west and north-east of the city centre. However, since 2001 increasing numbers of privately rented and owner occupied apartments are being developed in the north of the city centre and in Little Germany to accommodate the growing population. Continued growth in the employment demands and opportunities, change in the type and capacity of residential development and increasing number of student population have made it difficult to draw a firm conclusions on the typical characteristics of the city centre population. The current housing stocks however comprise a large number of small properties with a low level of higher value properties offering little diversity in the stock.

The majority (82%) of the existing housing in the city centre is flats with nominal amounts of terraced and semi detached units. Young, single person or small households are the key market for city centre housing as 70% of the existing housing stock is comprised of single person accommodation. Housing tenure across owner occupation (30%), private renting (34%) and social renting (32%) are broadly similar.

In terms of tenure, the level of home ownership (36%) in the city centre is lower than the district as a whole and the majority of the housing stock is rented in private (34%) and social (32%) sector. This points to a limited available choice for a large percentage of city centre population and gives an indication of the affordability problem in the City Centre.

At present, there are no housing allocations in the city centre and no target has been set for new housing in the city centre. The types of housing being built in the city centre are being left to the market to decide and the market trend still remains on developing high density flatted accommodation in one and two-bed apartments. There have been some three-bed apartments but these are in the minority. According to the 2001 Census, over 80% of all dwellings are flats, conversions or shared dwellings.

To date most of Bradford's city living residential stock has been developed through conversion of old and underused mill buildings, most notably in Little Germany and the Manor Row area and partly in other similar areas such as Goitside. However, more recently a number of new build residential developments have come to the market such as the 133 unit Gatehaus scheme and the Empress, a new scheme comprising 45 one and two

² DTZ and Tescom (2005). *Creating a Balanced City Centre Housing Market in Bradford: Final Report*. Report Dated November 2005. DTZ Pleda Consulting and Tescom Research and Consultancy Ltd.

bedroom luxury units situated in the heart of Bradford, and overlooking the attractive Centenary Square. Works has also started on the Aspire Citygate project at the bottom of Manchester Road. York-based developer Skelwith Group is to build 75 homes as part of phase one of the project. There is also plans to build 362 apartments on a vacant plot at Trafalgar Street and Snowden Street, near the junction of Manningham Lane and Hamm Strasse.

The proposed residential development is split into three buildings and includes a 14-storey tower, 164 studio apartments, 109 one-bed and 89 two-bed apartments, shops, cafes, offices and leisure units.

The city centre may offer sites large enough to accommodate family housing, however, this use would be more suited to sites in the peripheral areas due to competition for land in the city centre and the requirement to maximise density for optimum return.

4.3 Education and Health Facilities

There are no primary and secondary education facilities within the City Centre boundary. However, there are a good number of schools, academies and free schools within a mile radius from the city centre. The city centre also falls within the catchment of private and voluntary run further education facilities and contains adult training centres.

The demand for school places is very much depended on the increase of the city centre population and whether this population includes children. Currently, only a small fraction of households within the city centre are home to school-going children which means that there are no imminent issues regarding the provision of schooling in the city centre. At the moment, the children who live in the city centre travel out to the surrounding area for their schooling. However, it has been predicted that the city centre population is likely to increase, mainly be due to the increase in the 20-39 age group, and the provision of education facilities and their accessibility will only become more of an issue if this gives a rise in the number of families with children in the city centre.

In terms of higher and further education, the University of Bradford and Bradford College are both located within the city centre. Together they attract thousands of students from a variety of location, ethnicity and culture into the city centre. There is also easy communication from the City Centre to Leeds to access Leeds University and Leeds Metropolitan University. The Cathedral Centre also offers adult vocational training facilities within the area.

There are three GP surgeries within Bradford city centre. Two are located close to the University and the other is in the Market Neighbourhood, which is currently reviewing the service it offers in the area and may choose to close down in the future. In terms of dental surgeries, the offer in the City Centre is poor; however, there are at least three surgeries within 1.5km of City Hall. There are also several chemists within walking distance of the residential areas. These services and facilities have been established based on current levels of demand and it is recognised that as the city centre population grows, additional

provisions are likely to follow. The Bradford Royal Infirmary and the St Luke Hospital are also within 10 minutes driving distance from the city centre.

4.4 Other Community Facilities

In terms of local, small-scale convenience shopping facilities there is a clear lack of this type of retail offer in the city centre close to the residential areas. There are a few small shops in Little Germany and close to the University. The newly opened Tesco Express on Sunbridge road has also increased small-scale convenience retail offer in the city centre. Morrisons is the only supermarket to be located in the city centre and this is likely to have an effect on the presence of smaller convenience retailers in close proximity. However, this store does not open on Sundays and in 2006 it was announced that it was to close. It remains to be seen if another retailer is to take over this site.

The city centre is also home to two post offices (although these service facilities had seriously been reduced with the closure of the largest post office on Bank Street since 19 November 2005), two major hotel chains, leisure exchange (Cineworld leisure complex), the central bus station (the interchange) and two rail stations.

The Bradford South police station is based at Trafalgar House on Nelson Street bordering the Southeast boundary of the city centre. The Bradford South Division of the police work with council and other partners to promote community safety and provide enjoyable reassured visit to city centre. The nearest Fire Station is located on Leeds Road, only 1.3 miles away from the heart of the city centre.

Bradford Central Library is located on Princes Way, next to the National Media Museum. Both of these establishments together with the country's only 'colour museum' attract large number of visitors daily from all over the districts.

Culture Fusion, a new £6.9m state of the art youth facility, is also located in the city centre. It co-locates a range of services: Bradford city centre Connexions Centre, Information Shop for Young People and City of Bradford YMCA. The 3000 sqm building also provides a wide range of open access services for young people during the day and runs as a 'youth club' with a wide range of activities during the evenings and weekends. Facilities include: music studio, performance area, dance studio, activity rooms, youth café and youth hostel.

Bradford City Football Club Stadium is on Manningham Lane, approximately half a mile from the city centre, which attracts a large number of fans and visitors alike on every match day.

The nearest household waste recycle centre is also on the periphery of the city centre- just over half a mile away from the northern boundary.

4.5 Transport and Movement

The transport network into and out of Bradford City Centre is extensive, well used and consists of various different modes travelling on many different routes and directions towards, within and away from the City Centre.

City Centre Road Network

The original roads into Bradford were on the high ground. Westgate / Wakefield Road were originally a Roman Road and crossed the river at the 'Broad Ford' from which Bradford takes its name. Later in the Victorian era the valley bottom was developed and new roads were built. These together with the dense network of minor roads created the shape of the city - a huge spider's web of connected streets tying the city together. This street layout is very permeable and there is also a strong hierarchy of routes.

There are nine main routes into the city centre from the outlying towns and suburbs of Bradford and surrounding areas. These vary in terms of quality, capacity and usage and are detailed as follows:

- 1) Canal Road/ShIPLEY Airedale Road – this route takes traffic to/from towns of Shipley, Bingley, Keighley and Ilkley and all other suburbs to the north as well as consisting of the main A650 accommodating a vast amount of traffic travelling to/from the northwest of England.
- 2) Barkerend Road – this route brings traffic from the north eastern suburbs of Bradford and also acts as one of the main routes to/from Leeds Bradford International Airport.
- 3) Leeds Road – comes into the City from the Leeds direction and forms one of busiest routes into Bradford
- 4) Wakefield Road – one of two routes bringing traffic from the motorway network into the city centre from the southeast
- 5) Manchester Road - intersects the city centre from the south and is the second route bringing traffic from the motorway network.
- 6) Little Horton Lane – provide the routes out of the city the densely developed residential areas in the west of the district and to the settlements of Clayton and Queensbury beyond.
- 7) Thornton Road – A very busy route taking traffic from the City to the western suburbs and the villages beyond
- 8) Westgate / Toller Lane – a route taking traffic to the east to Manningham, Heaton and the more outlying settlements of Allerton, Sandy Lane, Cullingworth and beyond.

9) Manningham Lane – this route takes traffic through an area of Manningham towards the towns of Shipley, Bingley and Keighley as well as other settlements in the north-west of Bradford District

Bradford city centre has two ring roads – the Central Ring Road which offers car access into the very heart of the city and the City Ring which takes traffic out of the centre.

The Central Ring Road was built in the 1960s diverting traffic around the city centre but cutting the central area off from its surroundings. The City Ring has been developed more recently to take through traffic out of the centre altogether. The western leg of this has not been completed although there are plans to extend it to Thornton Road. The result is that large amounts of traffic still pass through the city centre proper.

The central part of City Centre is further fragmented by predominance of major roads running through the centre, namely Princes Way, Hall Ings and Manchester Road. Hall Ings/Princes Way forms a major roundabout of fast moving vehicles and has the effect of cutting off city hall from the surrounding area and demoting the public realm.

Due to the current level of development interest in the city centre the amount of traffic using the centre is likely to grow, which could lead to increased congestion.

Public Transport

Bradford Interchange acts as the principal transportation hub in the city centre that allows for easy changeovers between buses and trains. The Interchange, sited between Croft Street, Bridge Street, Hall Ings and Nelson Street and opened in the 1970s contains the main city centre bus terminus and one of two city centre rail stations. The other station is at the Forster Square to the north.

Bradford Interchange station is the more strategically significant for the city providing rail connections to cities south, east and west. The station itself sits on the upper side of the southern boundary of the city centre, which introduces passengers to the city from an elevated position. The immediately adjacent bus station concourse is at the same level but there is no direct level access from bus to rail. Instead passengers need to travel down onto a lower concourse before climbing back up onto the bus or rail platform level.

This bus terminus hosts virtually all of the bus routes in the city although some services lay over on Hall Ings, Channing Way and Market Street. The current bus station was remodelled in the 1990s when the lower deck of the then station was changed to commercial use, while the upper deck was rationalised, reducing the footprint of the bus lay over areas and constructing a new covered passenger waiting area.

First Group presently run the majority of the local bus network around Bradford, including the high-frequency core 'Overground' network, and services to Leeds, Halifax and Huddersfield. Other services are run by:

- Arriva operate longer distance services to Dewsbury, Wakefield and Sheffield,
- Keighley and District Travel operate the local Keighley network including a number of Bradford connections,
- Black Prince Buses operate a number of services to Leeds.

In addition, National Express and Megabus operate long distance coach services from Bradford Interchange.

The majority of buses access the interchange from Manningham Lane via Manor Row, Cheapside, Market Street and Bridge Street. Westgate, Sunbridge Road and Hall Ings also act as major bus corridors, and a number of services approach Bradford via Barkerend and Church Road from the east and via Manchester Road from south.

Buses currently enjoy good penetration into the city centre dropping people off close to shops and facilities. Aside from the Interchange, Market Street and Hall Ings act as other principal city centre hubs, due their proximity to the main retail and leisure destinations compared with the Interchange.

A free city bus operates around the city centre, the route covers Interchange, Forster Square, Kirkgate Shopping Centre, the Markets, Centenary Square, the University and College and the National Media Museum. The buses run every ten minutes from 7am to 7pm Monday to Friday and 8am to 5:30pm on Saturdays to cover the route, which has 14 stops. All journeys are free and each vehicle is fully accessible and can carry one wheelchair or buggy at a time.

Car Parking

Parking provisions in the city centre consists of multi storey car parks, surface car parks and on street parking with both short and long stay facilities and they are spread throughout the centre in a random manner. There is also a good deal of free unrestricted parking, particularly in the north of the city centre. However, following a recent review of city centre car parking provisions both the number and time limit of some of the free parking provisions have been changed. Many of the vacant sites in and around the city centre have also been transformed to be used as pay and display surface car parks.

The central shopping area is served by two multi-storey car parks along with five surface car parks. The largest car park is at the Kirgate Centre (608 spaces) which is accessed by a complex route via Darley Street. The Oastler Centre car park (246 spaces) is accessed from Westgate and is wrapped around the Morrison's food store and market. Off street retail parking at the Forster Square (1040 spaces) and Manningham Lane (154 spaces) retail parks also serve a large number of people visiting the city centre everyday. There are also a number of public car parks around the central shopping area that provides short and long stay parking for shoppers and city centre visitors. NCP car parks on Thornton Road and Hall Ings, car parks at Jacobs Well and central library-all are very well located to serve car borne visitors from outside the city centre.

Further from the centre, surface car parks on the former gas works site and along Wigan Street provide commuter car parking spaces for city centre workers, as well as providing public car parking for visitors. The level of usage is variable. The gas works site, which is owned and run by the Council, is generally well used, but other surface car parks such as Wigan Street are under-used, with typically no more than a quarter of spaces being occupied. Car parking facilities within the higher education campus to the south-west of the city centre are predominantly on street spaces with variable waiting restrictions.

Cycling

The National and Local Cycle Network passes through city centre and there are some specialist cycle lanes. However these are not comprehensive and as a result cycling into and around the city centre is not a pleasant experience. The topography is generally unhelpful for cyclists, especially for journeys which involve crossing the valley. Whilst overall the existing level of cycle usage is not high, both Thornton Road and Sunbridge Road corridors incorporate cycle lanes and provide suitable routes for commuter cyclists.

5.0 Environmental Information

5.1 Air Quality

The Environment Act 1995 introduced the National Air Quality Strategy and the requirement for local authorities to determine if statutory air quality objectives are likely to be exceeded. All local authorities now report to DEFRA on an annual basis, and have the obligation to declare Air Quality Management Areas and develop action plans for improvement of air quality if objectives are likely to be exceeded.

The most recent assessment submitted to DEFRA by the District concluded that our pollutant of concern in Bradford is nitrogen dioxide produced mainly by traffic. The study has further identified four areas of Bradford that require declaration of an Air Quality Management Area:

- Thornton Road
(Near the junction with Princes Way and Godwin Street within the City Centre area)
- Shipley Airdale Road and Otley Road Junction
- Mayo Avenue Manchester Road junction
- Junction of Manningham Lane and Queens Road

Although the last two areas in the list falls outside the City Centre boundary, the air quality scenario in those spots are very much influenced by the volume of traffics moving in and out of and passing through the City Centre area. This need to be addressed in the overall strategic approach to tackle the City's Air Quality problem. Separate Action Plans are being produced to reduce the levels of pollutants to the required standard in these sites.

5.2 Flood Risk

Flood risk is a real and also a perceived issue throughout Yorkshire, not only in Bradford where demand and potential for further development, particularly in new housing sectors, are increasing every year. Major flooding incidents have often resulted in the Council and others making policy and operational changes to water management in order to reduce the risk of further floods or to reduce the damage caused. The local authority together with the environment agency is therefore working towards improving the standard of protection of the existing communities and infrastructures. The government also has developed a strategy in the form of National Planning Policy Framework (NPPF) that aims to use the planning system to reduce the demand for further flood defences by protecting natural floodplains from development, and to steer investment away from areas of high flood risk.

In December 2002 JBA Consulting were commissioned by CBMDC to undertake a Strategic Flood Risk Assessment (SFRA) for the Bradford district. Primarily using existing data sources, and in consultation with the Environment Agency and Yorkshire Water, this Strategic Flood Risk Assessment provides information on the nature of flood risk in the district, and its potential consequences with respect to the allocation of proposed development sites. Regarding the city centre, this report highlights specific flood risk issues in the area including an assessment of the ordinary watercourses, topography and the nature of potential flood risks.

The report highlights that the delineation of the high-risk zone within the Bradford city centre is relatively straightforward, and does not warrant significant hydraulic modelling for the purpose of a general risk assessment. Whilst the accuracy of the floodplain extents needs to be improved, and a programme of hydraulic model improvements is underway by the Environment Agency, the delineation of the floodplain is well understood as a result of recent flood events.

The EA interactive floodplain maps shows that most of the areas of floodrisk within Bradford city centre are located in the subcatchment areas of the Bradford Beck (including Eastbrook) which is designated as an 'Critical Ordinary Watercourse' (Ordinary Watercourses are those rivers and streams that are not designated 'main rivers', however reflects a known issue with respect to flooding, and generally associated with (for example) channel capacity, channel constrictions and/or a poor maintenance regime).

Map 01 : Environment Agency Floodplain map for Bradford City Centre



- Flooding from rivers or sea without defences
- Extent of extreme flood

Floodplain

A floodplain is the area that would naturally be affected by flooding if a river rises above its banks, or high tides and stormy seas cause flooding in coastal areas.

There are two different kinds of area shown on the Flood Map. They can be described as follows:-

Dark blue ■ shows the area that could be affected by flooding, either from rivers or the sea, if there were no flood defences. This area could be flooded: from the sea by a flood that has a 0.5% (1 in 200) or greater chance of happening each year or from a river by a flood that has a 1% (1 in 100) or greater chance of happening each year.

Light blue □ shows the additional extent of an extreme flood from rivers or the sea. These outlying areas are likely to be affected by a major flood, with up to a 0.1% (1 in 1000) chance of occurring each year.

These two colours show the extent of the natural floodplain if there were no flood defences or certain other manmade structures and channel improvements.

Flooding has historically resulted in considerable damages and an unacceptably high risk to life and livelihood within Bradford City Centre. In order to alleviate this problem, a substantial flood alleviation scheme was constructed in 1993, effectively diverting Bradford Beck and Westbrook (Bradford West) away from the city centre flood risk area. It is emphasised that the current indicative floodplain map does not account for the presence of this scheme.

Although the Bradford Beck diversion certainly have reduced the extent and severity of flooding that could be expected within the identified flood risk area (denoted by the current IFM), a proportion of the city remains within the high risk zone. The flood affected area is not considered functional floodplain, however is also not defended to an appropriate standard. The precise zoning is therefore difficult to categorise, however as a default has been adopted as Zone 3a.³

Currently there are no specific site allocations situated within the flood zone, though it is understood that considerable capital investment is proposed as part of the city centre regeneration process. Developments within this zone are likely to be supported by the council but the floor levels must be situated above the 1% (1 in 100 year) flood level.

The actual extent and severity (i.e. depth) of the flooding within Bradford city centre is currently uncertain, and therefore The SFRA recommended that a detailed investigation is undertaken in a holistic manner to provide a consistent and equitable assessment of flood risk across the City Centre area (as opposed to analyses undertaken on a site-by-site basis). It should include a detailed assessment of the Bradford Beck system (within the city centre) to determine conclusively the extent and severity of flood risk within the catchment.

Finally, the topography of the Bradford district is such that all surrounding areas drain directly or indirectly into the Bradford Beck system. As such, any future development and/or redevelopment of allocations within the catchment may potentially represent a worsening of existing flooding conditions downstream. So in the current circumstances, it is recognised that an existing risk of flooding remains in the city centre. Until such time as a suitable scheme can be implemented to alleviate the risk however, all future developments must be assessed with due regard to their potential contributory impact upon existing flooding problems lower in the catchment.

Bradford Beck and City Centre Flood History

The Beck begins to the west of Bradford in a village known as Wells Head. It flows east from here through the villages of Thornton and School Green to Clayton where it joins the Lidget Beck to the south and becomes known as Clayton Beck.

From here it collects various tributaries such as Pitty Beck to the north and continues east to Bradford. As it travels through Bradford, it is joined by Westbrook and Eastbrook watercourses and becomes Bradford Beck. When the Beck reaches the City Centre, it makes an abrupt turn to the north and exits Bradford via Shipley where it flows into the River Aire on its route to the Rivers Ouse and Humber.

Historically, Bradford's sewage and waste materials from the various mills and other industries in the area discharged into the River Beck, in addition water was taken from the Beck to feed the then new Leeds Liverpool canal. In consequence, during and after the

³ BMDC (2003) *Bradford Strategic flood Risk Assessment*. Report dated March 2003. JBA Consulting.

industrial revolution the Beck became stagnant and polluted, as did the canal, which it fed and became a breeding ground for diseases such as cholera and typhoid.

As a result the Beck was culverted at the turn of the 19th century. The Beck now goes into culvert in the west of the city in the region of Prince Royd Way and emerges once again in the north of the city centre at poplar crescent. This culvert follows the route of the original beck and is approximately 1.8m x 4.8m in size.

The Bradford drainage basin is relatively small (approximately 43-58 sq km⁴). It is steep and densely populated. As the catchment of the Beck is very heavily urbanised it is very responsive to rainfall, with potentially fast flows and high sediment concentrations being rapidly obtained.

Some of the flood incidents in Bradford city centre over the last century have been recorded in articles and commentaries such as “goodbye Bradford river stink” and “counting the cost of the floods of’46 ”. In addition, the website www.bradfordtimeline.co.uk contains reference to the local, national and international events affecting Bradford since 1900. A analysis of all these data sources has revealed that since 1915 there have been six major incidents of flooding Bradford city centre.

Table 01: Incidents of Reported Flooding in Bradford City Centre

Data Source	Flood date	Flood Extent	Associated Rainfall (mm/month)	Peaks Over Threshold (cumecs)
Bradford Timeline	August 1911	Flooding to Chappel Lane	20.4	
Bradford Timeline/ Bradford Daily Telegraph	July 1914	City Centre flooded including Thornton Road. Last serious flood in 1900; Article includes a reference that the Beck has been liable to flood since 1700's.	40.8	
Bradford Timeline	August 1915	Chappel Lane flooded	100.6	
Bradford Daily Telegraph	November 1923	City Centre flooded to Thornton Road and Market Street	121.2	
Bradford Timeline/ Bradford Daily Telegraph	September 1946	City Centre flooded from Thornton Road and Canal Road	135	

⁴ Waterman Burrow Crocker (2003) *Flood Risk Assessment-Foster Square, Bradford*. Report dated March 2003. Waterman Burrow Crocker.

Bradford Timeline	1947- Full date unknown (possibly February as an article at this time relates to electricity cut due to weather)	City Centre flooded.	117	
Bradford Timeline	January 1959	City Centre flooded to Thornton Road	76	
Bradford Timeline	July 1968	City Centre flooded	91	178
CBMDC	1980's to date	No record of city centre floods due to the Beck.		

Source: Flood Risk Assessment for Foster Square, Bradford (March 2003) by Waterman Burrow Crocker

5.3 Biodiversity and Wildlife

Biodiversity conservation and caring for the district's wildlife and their natural habitats is important from both global and local points of view, and this has direct implications for the health and quality of life of local people. Bradford has a wide range of ecosystems from Pennine uplands to lowland pasture, woodland, parkland, river floodplain and numerous reservoirs. While these environments have suffered degradation, such as habitat and species loss to development and agricultural practices, they still support a rich diversity of native plant and animal species.

A Local Biodiversity Action Plan for the Bradford District (draft) was prepared in 2003. Action Plans have been prepared for local species and habitats that have been highlighted for their conservation concern. The LBAP gives in-depth descriptions of the different habitats and species that can be found within the District, which include uplands, woodlands, wetlands, watercourses, grasslands; and flora, mammals, birds, amphibians, fish and invertebrates, respectively.⁵

The LBAP acknowledges the Council's role in the protection of these environments, and states that 'site and species protection policies, negotiations as part of the development control process and the using of planning conditions and Section 106 Agreements all provide mechanisms to protect, manage and enhance existing areas of wildlife importance and establish new areas for wildlife'.

Currently the council does not hold any database on the plant and wildlife within the city centre, but generally it has been acknowledged that there is a good variety of trees and

⁵ BMDC (2007) Sustainability Appraisal Scoping report for the Open Space and Recreational Built Facilities SPD. Report dated March 2007. CBMDC.

wildlife species present in the city centre that enriches as well as adds a feel-good factor to the natural environment. This diversity needs management and protection and has great potential for enhancement. Natural and semi-natural areas and their fauna and flora will benefit from a protected linked network and the provision of corridors to allow the migration of animal and plant species throughout the District and across the region. Such a system of 'greenways' has potential for improved recreation, "active transport" and other community and economic benefits.

5.4 Open Spaces

In terms of public open spaces the city centre has relatively few open spaces. Unlike many valley towns, where the valley sides become parkland, the industrialisation of Bradford left little scope for open space. The fine Victorian parks such as Lister Park, Bowling Park and Peel Park provide relief from the industrial city but are well outside the city centre leaving no significant open spaces within the centre of Bradford.

According to the Genecon (2007) study the city centre contains approximately 29,502 sqm of public realm and open space areas at 12 locations throughout the city centre. They are:



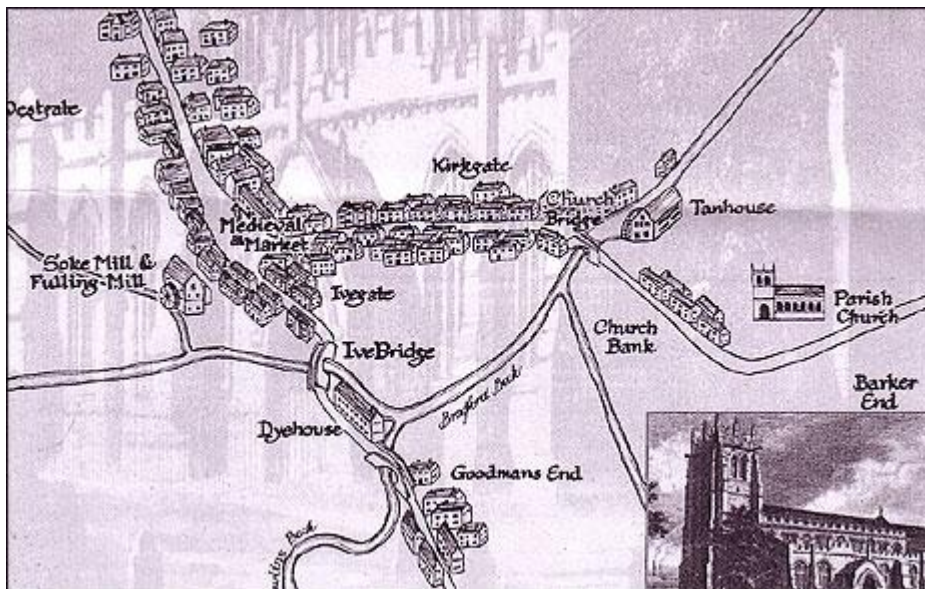
Open Spaces

1. Bridge St Civic Precinct (3,099 m2)
2. Centenary Square (2,973 m2)
3. Queen Victoria Memorial (6 m2)
4. Princes Way War Memorial (3 m2)
5. Hall Ings (3,465 m2)
6. Norfolk Gardens (3,347 m2)
7. Morley St Monument (1,376 m2)
8. The Tyrls (8,445 m2)
9. St Mary's RC school playing fields (829 m2)
10. Exchange Square (3,835m2)
11. St Blaise Square (1,024m2)
12. Oastler Square (1,100m2)

However, most of the open space in the city centre is less attractive and useful. Although there are a number of areas of formal landscaping around the city centre (Norfolk Garden, spaces around the Magistrate Court etc), most of the active spaces exist as urban public squares. Today the main public square is Centenary Square and the City Park to the north of City Hall. Other public squares are small and insignificant such as Rawson Square (dominated by traffic), Festival Square in Little Germany (used as a car park) and Exchange Court in front of the Crown Courts. However the new Broadway Shopping centre will recreate Forster Square along with two further public spaces.

5.5 Archaeology

Up until now most of the existing knowledge about Bradford city centre's past has come from written records and surviving maps. A historical map surviving from the 1720s, as well as descriptions from earlier records, was the only sources to provide an impression of Bradford as it might have appeared at the end of the Middle Ages:



Map 02 : Bradford City Centre c1720

Although Bradford was a bustling place in medieval times its earlier layout was almost completely masked by the city's dramatic growth in the 19th century. Even its main watercourse, the Bradford Beck, together with the 'broad ford' which is widely regarded to have given the settlement its name, is hidden beneath today's streets and buildings.

The demolition of the 1960s buildings and an archaeological evaluation undertaken by the WYAS in the Forster Square Area was the first of its kind in Bradford city Centre and it discovered historical evidences about the streets in 17th and 18th century Bradford and the industrial activities around the site. The archaeologists excavated an area between Forster Square and Cheapside near the site of the bridge which replaced the ford. Beneath the modern cables and piping, and even the remains of a 19th century pub, traces of what are probably 16th century buildings were discovered. Smaller finds included coins, pottery, clay tobacco pipes, a bone spoon and a bone toothbrush. Remains of buildings with some hint of

some industrial processes going on down by the beck, a good water source there for industrial activity, were also found. It was the earliest archaeological evidence found in Bradford⁶.

Earlier, in 2000 a desk-based assessment of the same site was carried out by WYAS.⁷ Several artefacts (mostly coins) were found in the area date to the Romano-British period suggesting the possibility of an early settlement in the vicinity of the city centre. In addition, a possible late Roman/early Saxon empty stone coffin was found near Leeds road. The presence of early medieval settlement, suggested by documentary evidence, is supported by the presence of Anglo-Saxon masonry within the cathedral walls.

By the 14th century the town centre was flourishing with buildings erected surrounding the cathedral. Documentary evidence shows that the occupied area extended from Berkerend in the east towards Kirkgate and Westgate in the west. During the post-medieval period Bradford city centre was affected by a dramatic increase in wealth and population caused by the growth of the textile industry. This led to the expansion of the town centre and also to the redevelopment of the medieval core. The current city centre therefore should contain significant medieval and post-medieval remains.

The expansion and redevelopment of the town centre continued during the 19th and 20th centuries, possibly destroying the evidences of earlier activity. However, documentary evidence regarding the 20th century development of the area (i.e. the extent of cellarage), combined with the results of a recent test-pitting investigation at the junction of Kirkgate and Queengate, confirm the existence of undisturbed archaeological deposits in the city centre.

In summery, although the city centre has not been greatly disturbed in the past, the area is known to be of archaeological potentials that could be uncovered in the future through modern disturbances because of the huge amount of development in the city centre. The archaeological excavations in the Forster Square site were the first real field excavations in the city centre and indicate that medieval or earlier remains may still be well-preserved in small pockets in some areas within the city centre.

6.0 Economic Information

Bradford's economy is a low value economy when compared to regional and national output figures. Bradford's share of the regional economic output has fallen consistently since 1995 although growth rates have improved since 2005. Productivity levels are on a par with regional levels but are low against comparable cities. The economy must address challenges that have developed over the long term as well as the shorter term impacts of the recession.

⁶ BBC (2008). Beneath *Bradford's Streets!* [online]. BBC [cited 19 June 2008]. Accessed on: <http://www.bbc.co.uk/bradford/content/articles/2006/04/28/archaeology_forster_square_bradford_feature.shtml>

⁷ Keith, K. (2000). *Broadway Centre, Hall Ings, Bradford, West Yorkshire: Desk-based Assessment*. Unpublished WYAS report (R778, 2 vols).

The city centre, with 36,000 jobs which is one in six of all employee jobs in Bradford, is the key economic driver for the district. Bradford's city centre has been suffering from market failure. Its retail offer is limited and its central business district needs recreating to appeal to 21 st century businesses and attract new investment. Recent action and investment on the ground has been focused on improving the quality of the public realm, including the City Park. This will act as a catalyst for a new central business district by raising land values and encouraging investment.

Despite the recession some large developments have been completed in the city centre and there are schemes currently underway. This section provides a locational overview on the current situation regarding office, retail, residential and leisure development throughout the city centre and includes details of some of those recently completed commercial schemes. It also includes a review of the supply and range of existing premises and briefly assesses the future market potential of the main business activities.

6.1 Office Market Profile

Bradford suffers from a lack of quality office space within its centre and is also lacking a clearly defined office core typical of other centres of its size. The current office market is occupied by a variety of businesses with a wide range of needs. However, the office stock is largely secondary, in many cases refurbished, which does not meet the needs of the modern office occupier. In recent years, although additional stock has come to the market, some of the larger stock has been removed, possibly through demolition (Broadway) or by refurbishment and conversion to alternative uses.

Bradford has historically possessed a large number of frequently converted mill buildings as traditional office blocks. While in many cases these buildings are externally attractive, frequently listed, this type of provision does not meet the modern office user's requirements. Even where possible, it can be difficult and expensive to install modern technologies, conveniences and services such as air conditioning, under floor wiring, open plan layout and computer networking, in to a old building. Mill buildings especially, with their columns and pillars, do not lend themselves to office use where function affects value more than aesthetical appearance.

Bradford City centre has seen very little such office development since the completion of 'No 1 The Interchange' in 2006 and no speculative office development has been undertaken. The latest pre-let office development is at Southgate where Provident Financial has taken occupation of 120,000 sq ft of design and build grade A offices. Work to relocate the Magistrates court is ongoing, but with restrictions in funding the short term deliverability of this scheme is in question. In the longer term there is a desire to promote Bradford city centre as a destination for office occupiers rather than the outer areas of the city which has been the preferred location for HQ office developments during the last 15 years.

Bradford has always promoted itself as offering a viable alternative to Leeds in terms of office rents. At the height of the boom this may have been the case, but with the recession and the

introduction of empty property rates there has been an increase in the incentives offered by landlords in terms of extensive rent free periods and also reductions in headline rents to secure tenants. This will have a knock on effect for the Bradford office market and promoting Bradford over Leeds due to cost may not now be a sound strategy.

The city centre remains the priority regeneration area for the District and its success is pivotal to the prosperity of the whole city and the district overall. The completion of the City Park has improved the public realm around City Hall, and it could act as a catalyst for the development of a new central business district which will encompass the proposed mixed use development on former Odeon building site and build on the recent Southgate development which is now home to Provident Financial's Head Office. In addition, The Westfield Shopping Centre will be able to accommodate office accommodation in subsequent phases. These two locations are the priorities within the city centre and new developments in these areas will offer opportunities for reuse of sites in other areas.

In April 2012 retail giant Freeman Grattan Holdings has also secured a deal to open a new head office and house around 300 staff in the centre of Bradford. The mail order and online retailer will transfer office staff from its Lidget Green base, where Grattan has had a presence since 1934, to a Grade II-listed former wool warehouse on the edge of Little Germany

Creation of a new central business district will bring transformational change for businesses, investors and Bradford citizens. Key steps have already been taken including assembling land, putting in place the planning and design framework, agreeing a commercial strategy, and preparing business cases. Delivering a development platform and subsequent Grade A office accommodation is a priority for the city centre.

6.2 Residential Market Profile

In recent years Bradford has seen an upsurge in city centre housing, which looks set to continue. Although housing in the city centre has increased in both quality and quantity over the last few years, with recent residential developments such as the warehouse conversions to apartments in Little Germany and new apartments off Centenary Square, the population of Bradford City Centre still remains relatively low. This is due to a number of issues, including affordability, suitability and image of housing in the city centre.

The housing that currently exists in the city centre consists of new build apartments and conversions, and older post war social housing tower block developments. Many of these post war housing developments have not stood the test of time, either architecturally or structurally. However, the growth in the city centre residential market is continuing and expected to play an important role in the regeneration of the area.

To date most of Bradford's city living residential stock has been developed through conversion of old and underused mill buildings, most notably in Little Germany, an area of distinctive stone nineteenth century buildings which contains many listed properties. However, more recently a number of new build residential developments have come to the

market such as the 133 unit Gatehaus scheme and the Empress, a new scheme comprising 45 one and two bedroom luxury units situated in the heart of Bradford, and overlooking the attractive Centenary Square. Works has also started on the Aspire Citygate project at the bottom of Manchester Road. York-based developer Skelwith Group is to build 75 homes as part of phase one of the project. There is also plans to build 362 apartments on a vacant plot at Trafalgar Street and Snowden Street, near the junction of Manningham Lane and Hamm Strasse. The proposed residential development is split into three buildings and includes a 14-storey tower, 164 studio apartments, 109 one-bed and 89 two-bed apartments, shops, cafes, offices and leisure units.

Although there are some concerns over the sustainability of the residential market generally, Bradford City Centre's residential market remains relatively stable. Bradford is expected to experience the strongest rate of household growth in West Yorkshire over the next decade. The emerging Local Plan Core Strategy plans for at least 3500 new homes in the City Centre by 2028. A substantial proportion of these additional households is expected to be comprised of smaller family units and single people, potentially well-suited to city centre living. However, there are also concerns emerging from the fact that the lack of variation in tenure and property type could result in an unbalanced, unsustainable city centre housing market in the long term, as the supply of accommodation may not be met by a subsequent demand. Over supply and lack of variation is therefore a major property market issue in the city centre.

6.3 Retail Profile

Bradford shopping centre is identified as being of regional significance. It is ranked 99th nationally by Venuescore in 2011 (a decline of 10 in the national rankings since 2005) and is within the top 5% of all UK shopping venues. The defined Central Shopping Area contains 449 retail outlets occupying 99,340 sq m of retail floorspace (March 2012). The proportion of convenience provision within the city centre is limited whereas the comparison goods sector is the most prolific in terms of floorspace, although it contains a wide variety of other commercial retail and leisure uses. It also performs a range of civic and cultural services, containing Council Offices, Law Courts, a public library, the Alhambra Theatre, the National Media Museum, St. George's Concert Hall and a Tourist Information Centre. It is significant to note that the total amount of retail floorspace in the centre has dropped by more than 10,000 sq m over the 2001 to 2011 period. This can be attributed to the demolition of a number of retail outlets in the Broadway and Petergate area to make way for the Broadway Shopping Centre redevelopment.

In terms of the diversity of uses in Bradford, the city centre is well provided for in terms of the number and amount of comparison and financial and business service units. However, in comparison with the respective national average figures, there is an identified shortfall in the provision of convenience, retail service and leisure service operators. In terms of vacancy rates, Bradford is performing poorly, with both the proportion of units and vacant floorspace above the UK average figures. The vacant units are dispersed throughout the centre and vary in size from 10 sq.m to 3,090 sq.m.

A health check assessment has also been carried out as a part of the Retail and Leisure Study and it has identified that Bradford city centre is performing relatively well and has a good provision of retail and leisure services. There have been several new developments in the city, notably the city Park south of the defined Central Shopping Area, the Travelodge hotel on Mill Street which has opened in May 2012, the Southgate complex which includes a new headquarters for Provident Financial and Jurys Inn Hotel which opened in 2011 and the Premier Inn Hotel, Vicar Lane which opened in 2011. The new Tesco Express store on Sunbridge Road and the refurbishment of the Morrisons store on Westgate provide an improved level of convenience floorspace in the centre. Public realm improvements have also taken place to a number of shopping streets including Darley Street, Bank Street, Tyrrel Street, Huslergate which were completed in 2010, while improvements are currently taking place to Ivegate and Upper Millergate. However, the delays associated with the Westfield scheme and the uncertainty as to the future timescales for the project is affecting investor confidence in the city. Similarly, the high level of vacancies in Bradford also adversely affect its environmental quality, with the closure of the TJ Hughes building in particular, making this area appear run-down. In contrast, the four Retail Parks to the north of the centre accommodate a strong provision of national operators which appear to be trading well.

Considering the size of Bradford's population and catchment area, the city has traditionally been poorly represented by national multiples, with a below average volume and quality of retail provision. The Bradford Retail and Leisure Study (2012) found that whilst there is strong demand for representation in the City Centre, there is a lack of suitable, high quality retail outlets to meet that demand. Furthermore, the business survey revealed that retailers felt the centre contains too many discount retailers and that there was a general lack of quality retailers in the centre. A weak night-time economy is also a reason for the city centre failing to retail visitors for a substantial amount of time. The delays associated within the implementation of the Broadway Westfield scheme was identified by the majority of businesses (68%) as having a direct impact on their business.

In conclusion, whilst Bradford can be seen as a strong comparison goods and leisure destination, its future growth could be restricted unless new high quality, large retail outlets can be brought into the city centre. The Broadway Shopping Development should deliver these, although currently the inactivity on this site has led to a significant decline in retail floorspace within the city centre. Furthermore, as noted by agents many retailers were currently refraining from investing in the centre until this development is complete. Once the development is completed, careful management will be required to ensure that the whole of the centre benefits from the development. It will also be necessary to ensure that the existing Kirkgate and Oastler Shopping Centres remain important retail destinations.

6.4 Leisure and Tourism Market Profile

Historically, for a city this size, Bradford has been under provided for in terms of leisure. The only leisure offer was:

- The Odeon Cinema offering 3 screens now closed and the site of a proposed mixed use development

- Pub circuit with nightclub on the outskirts of the city centre on Manningham Lane.
- Indian restaurants, again located on the edge of the urban core.

Due to Bradford's proximity to Leeds and the excellent public transport links with late buses and trains after midnight, Bradford's residents have traditionally travelled to Leeds with its defined leisure circuit around Greek Street, late bars, nightclubs and restaurants. In addition to losing its traditional office core and stagnation of its retailing offer, Bradford was losing its night scene throughout the 1980's and 1990's with the city centre becoming increasingly lifeless.

Enhancing the provision of leisure uses has therefore become an important element of the City Centre Masterplan and most of the major city centre (re)development proposals has incorporated elements of leisure uses within the plan, adding liveability and vitality to the area. Bradford city centre has also become increasingly successful in attracting people to the city centre thanks to the opening of a number of leisure-based schemes during the last few years. The Leisure Exchange was conceived and developed in 2000 opening in September 2001. The 205,000 sq ft leisure scheme is the tenth largest in the UK, with tenants including Cineworld, Gala Casino, a bowling alley, as well as a number of restaurants. Located close to Bradford Interchange Railway & Bus Stations as well as the main Ring Road, The Leisure Exchange provides easy access to those living in and around Bradford and a real alternative offer to the traditional leisure opportunities around Leeds.

The most recent leisure scheme, developed by Asda St James, is Centenary Square which is situated opposite the City Hall. The development has gone some way to addressing the lack of restaurant provision within the city centre. With its outside seating and big screen entertainment, the Centenary Square provides a real café culture within the heart of Bradford and the beginnings of a leisure circuit from The Leisure Exchange down towards Centenary Square and towards the west end which is now established as a leisure destination in its own right underpinned by bar offers.

The development of city living within Bradford in particular, Little Germany and along the Canal Road Corridor will ensure the significant new customer base for leisure opportunities within Bradford whilst the creation of the new business district within The Bowl will not only provide a definitive core to the city but lunch time and business trade for the restaurants and bars. There is also a large concentration of leisure service uses including the Alhambra Theatre, the National Media Museum, the IMAX Cinema and a number of bars, public houses and restaurants in the City's West End area close to the University and College campuses. Consequently, the wider city centre area is considered to adequately serve the needs of visitors, and has a lot to offer in the leisure service sector⁸.

There is limited up to date information available on city centre tourism industry. Day tourism, short city leisure break and business travel are the main source of city centre visit and these are increasingly gaining attention in regeneration priorities. According to the latest statistics,

⁸ WYG (2008) *Bradford District Retail and Leisure Study*. Report Dated June 2008. White Young Green.

staying visitors are estimated to have accounted for 10% of all visits to Bradford and 30% of total tourism expenditure in Bradford. Although the two main reasons for staying visits to Bradford are for a holiday and to visit friends and relatives, visiting Bradford for business reasons has become more popular since 2003 and now accounts for nearly a quarter of all spending trips to the city and about a third of all spend.⁹

Table 02: Purpose of Staying Visitors to Bradford

	2003	2005	2006
All	48 %	47 %	44 %
Holidays			
Business	15 %	18 %	23 %
VFR	35 %	32 %	30 %
Other	2 %	3 %	3 %
Study	0 %	0 %	1 %

Table 03: Staying Visitor Spend in Bradford

	2003 (%)	2003 (£)	2006 (%)	2006 (£)
All	45 %	£51m	35 %	£44m
Holidays				
Business	28 %	£31m	32 %	£40m
VFR	23 %	£26m	25 %	£32m
Other	3 %	£3m	4 %	£5m
Study	1 %	£1m	4 %	£5m

Source: The Bradford Destination Assessment (April, 2008)

But in contrast to national and regional experience, the hotel sector in Bradford has not been performing very well in recent years. There is a lack of quality and scale of hotel offer in Bradford which is a critical factor for weaker business tourism as well as for holding back investment in the area.

Table 04: Bed and Room Occupancy Rates

Year	Bed Occupancy		Room Occupancy	
	Bradford	Yorkshire	Bradford	Yorkshire
2000	33.6 %	38 %	56.2 %	53 %
2001	42.8 %	39 %	70.4 %	60 %
2002	42.2 %	40 %	58.9 %	57 %
2003	38.6 %	42 %	54.0 %	57 %
2004	37.8 %	44 %	55.5 %	59 %
2005	33.9 %	44 %	52.2 %	59 %
2006	36.3 %	45 %	54.1 %	57 %

Source: Yorkshire Tourist Board Occupancy Trends 1996 – 2006

⁹ Locum (2008) *The Bradford Destination Assessment*. Report dated April 2008. Locum Consulting.

The city is also low by comparison to others in terms of its hotel provision and none of its hotels are listed in the Good Hotel Guide for Bradford.

Table 05: Number of hotels and rooms in City Centre Locations 2007

Location	1– 2*	3*	4*	5*	Lodges	Total	Rooms
Manchester City Centre	4	11	12		4	31	4465
Liverpool City Centre	3	11	4	1	12	31	2599
Bristol City Centre	5	9	8		4	26	2538
Nottingham City Centre	7	10	8		7	32	2498
Newcastle City Centre	12	11	5		3	31	1865
Leeds City Centre	3	3	4	1	4	15	1742
Coventry City Centre	1	5	1		3	10	866
Derby City Centre	2	5			7	14	760
Norwich City Centre	4	6	3		3	16	692
Portsmouth City Centre	1	5	1		4	11	661
Southampton City Centre	2	4	1		3	10	504
Bradford City Centre	2	4	1		1	8	440

Source: Hotel Data Annual Directory 2006 – 7

Raising the quality and quantity of hotel accommodation has to play a key part in the planned regeneration of Bradford city centre. Business tourism has underpinned the investment in new hotels seen in most UK cities in recent years and Bradford has got a similar opportunity to develop one of the region’s best urban destination offers. A number of other operators are known to be looking at Bradford city centre for hotel development. The Tomahawk Hotel Group has already committed to Bradford, having recently restored the Great Victoria Hotel to its former glory. This four star boutique hotel is currently unique in Bradford and its popularity is indicative of how the city can explore this concept further.

7.0 Conclusion

The key issues identified within this baseline analysis report will be addressed through the approach being undertaken to prepare the BCC AAP. This combines a collaborative consultation process and evaluation to prepare the emerging development options. The baseline analysis and the evaluation of key issues will help determine development priorities for the city centre and influence spatial distribution of the planned growth proposed by the AAP.

As part of the ongoing consultation which is being undertaken, this report will be made publicly available for comment and review. Any additional information, factual corrections or further thoughts will be welcomed by Bradford Metropolitan District Council. Any comments should be forwarded to:

Bradford Local Plan Team
Floor 2 South
Jacob's well
BRADFORD
BD1 5RW

Or by hand at any planning office at Bradford, Keighley or Ilkley.

Or by Fax to: 01274 433767

At the present time, this report has been deliberately left in 'Draft' and will be supplemented with additional information during the course of the preparation of the BCC AAP submission report. This report and its findings will be the subject of further extensive public consultation and engagement.

Appendix: List of documents reviewed

- The State of the District (CBMDC, 2006-07, 2010)
- Bradford District Economic Assessment (CBMDC, 2010)
- Bradford District Economic Strategy (CBMDC, 2011)
- Bradford Local Investment Plan 2011-2020(CBMDC, 2011)
- Bradford District Local Infrastructure Plan-draft (CBMDC, 2011)
- Bradford City Centre regeneration Masterplan (Allsop, 2003)
- Bradford City Centre Neighbourhood Development Frameworks
- Bradford Positioning Statement (Regeneris, 2005)
- BCR Performance Framework (Genecon, 04/05-05/06, 2009/10)
- Bradford City Centre Balanced Housing Market Study (DTZ, 2005)
- Bradford District Joint Housing Strategy 2008-2020
- Bradford City Centre Market Activity Report (Knight Frank, 2007 and 2008)
- Bradford Property Market Overview - Part of NDF Technical Appendices (Donaldson, 2005)
- Socio-Economic Baseline Report- part of NDF Technical Appendices (Arup, 2005)
- Sport and Recreation Facilities Assessment (CBMDC, Feb 2008-Draft)
- Bradford Open Space, Sport and Recreation Study (CBMDC, July 2006)
- Bradford City Centre Design Guide (Urbed, 2007)
- City Centre Conservation Area Assessment (CBMDC, 2005)
- Cathedral Precinct Conservation Area Assessment (CBMDC, 2005)
- Goitside Conservation Area Assessment (CBMDC, 2005)
- Little Germany Conservation Area Assessment (CBMDC, 2005)
- Archaeological Evaluation of the Broadway Centre Site (WYAS, 2002)
- The Good, the Bad and the Ugly (Bradford Building Preservation Trust, 2004)
- Bradford District Retail and Leisure Study (WYG, 2008 and 2012 update)
- Bradford Employment land Review (Arup, 2007)
- Bradford Office Audit (Donaldsons, 2007)
- The Bradford Destination Assessment (Locum, 2008)
- Bradford District Transport Strategy 2006-2021(CBMDC, 2007)
- The West Yorkshire Local Transport Plan 2011-2006 (Wyltp, 2011)
- WYLTP Bradford Local Implementation Plan 2011-2014
- Bradford Channel and Market NDFs Transport Report (Ove Arup & Partners Ltd, 2005)
- Bradford City Centre Pedestrian Survey (CBMDC, 2008/09/10)
- City Centre Utilities and Drainage Study (Arup, 2005)
- Bradford Strategic Flood Risk Assessment: Final Report (BMDC, March 2003)
- Flood Risk Assessment of Forster Square (Waterman, Burrow, Crocker, 2003)
- Bradford District Carbon Management Programme 2007-12 (BMDC, 2007)

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