SECTION 1: Defining the place

This section will seek a definition of the high street or town centre to be covered within the bidding authority. Places should:

- Explain the high street/town centre geography
- Indicate the population of those living and travelling to this centre, how this links to the wider economic area and its role in the lives of those within the catchment area

1.1 Geographical area:
Include information setting out the extent of the high street/town centre area covered in the proposal and a description of this centre.
Please include maps and supporting evidence as annex documents if required. Please limit your response to 500 words.

Bradford is a great northern city with a rich history built on industriousness, entrepreneurship and global connections. These strengths persist to this day, evident in our city, its architecture, half a million people and the youngest population in the country.

The city centre reflects its industrial past. From the industrial city of “Worstedopolis” – the woollen textile capital of the world - rapid industrial growth in Bradford went hand in hand with the development of the city centre. Bradford is still essentially a Victorian city, standing on the medieval street pattern of a small market town, overlaid with twentieth century planning and architecture.

The city centre enjoys substantial, high quality, architectural heritage with over 100 listed buildings. Much of the city’s public realm has been transformed through investment in heritage streets enhancements and most significantly the award winning and enormously popular City Park.

However, because of the city’s historical industrial base Bradford has neither a strong office sector nor tradition of people living an urban lifestyle in the city centre. What housing that has been built has tended to be apartments and a key part of the Council’s strategy is to introduce greater family living into the centre. The Council has a growth target of 3,500 additional homes in the city centre, to be met over the next 15 years.

The City Village submission is for a 5.5ha area in the city centre’s “Top of Town” (see Appendix 1). Located within close proximity to Forster Square railway station, the Broadway shopping centre, the central business district and other city centre amenities, it is a formerly thriving retail area now largely characterised by empty or underused shops. Increasing vacancies were intensified by the 2015 opening of the Broadway shopping centre and shift “down the hill” of the city’s prime retail pitch.

The Oastler Centre, its indoor food market and vacant Morrisons supermarket lie within the north of the City Village area, linked to the 1970s Kirkgate shopping centre and associated indoor market to the south by the historical shopping streets of Darley Street, Kirkgate, John Street and Piccadilly. The majority of the area is included within the city centre Conservation Area.

The proposed relocation of the Oastler food market to a new attractive spacious modern market on Darley Street will release a large area of land almost exclusively in Council ownership in the north of the City Village for redevelopment. This will help kick start the area’s vision as a new exemplar development – a residential neighbourhood with a consolidated and repositioned independent retail offer and vibrant evening economy.
The City Village represents an exceptional opportunity for a FHSF project where intervention can facilitate both the repositioning of a retail offer and repurposing of a declining city centre area to accommodate a new residential led community.

This is reflected in our commitment to the City Village Masterplan, presently under preparation. Please see Appendices 2 and 9.

1.2 Population and links to wider economic area:

Information on the population living and working in the town centre area, how the area acts as a centre of social and economic activity and its links to the wider economic catchment area.

With supporting evidence to include:
Resident and workplace population, travel to work catchment area, town centre footfall, commercial space, retail activity, cultural activities, diversity of uses and social/ historical importance of the centre

Please limit your response to 750 words.

Born out of the Industrial Revolution, Bradford is now home to over half a million people and the youngest population in the country. We are a big economy with globally successful businesses, a skilled and enterprising workforce and a unique identity that reflects the diversity of our people and our place.

Bradford today is the sixth largest city authority in the UK with a population of 534,800 people. We have a working age population of 329,300. The district’s population is growing, with a forecast 2020 residential figure of 545,000. We have a strong history of new communities settling – there is strength in our diversity. With more than 150 languages spoken and an abundance of international connections, we are a truly global city – and the bringing together of people leads to creativity and innovation.

Bradford is the 2nd most deprived of the 21 Yorkshire Local Authorities and ranked 26th most deprived in England. We are the youngest city in the UK with 141,600 people under the age of 18 in the district (26.5% of the total population). Bradford is also a diverse city. Black and minority ethnic communities make up 36% of the total population. 61.6% of the population are working age. Bradford has a powerful culture of entrepreneurship with 32,500 self-employed people and a large student population, but also has high levels of economic inactivity and an unemployment rate of 5.4% compared to the national average (4.2%).

The city centre population rose from 934 to 4,177 between 2001 and 2011, with 30% living in student halls. 75% of self-contained dwellings are privately rented, 96% being flats. The 1,734 households have an average size of 1.7 (2.6 for the district); 55% are single person households with only 10% having dependent children.

Most of the city centre population fall within the ‘Urban Adversity’ and ‘Financially Stretched’ classifications, with a very small percentage of ‘Affluent Achievers’. Bradford has an above average proportion of adults categorised within the least affluent social groups.

The city centre is the key location for employment in the district, home to over 2000 businesses providing one in six of all jobs and generating 31% of the District’s GVA. This includes 10,000 jobs in the financial and business services sector; 12,000 in the public
sector; 3,500 retail jobs; and significantly for the city over 3,800 jobs in higher and further education.

Bradford and Leeds are closely linked cities within the Leeds City Region, having the highest level of commuting between any two cities in the UK with 44,000 workers travelling daily between them, 75% by car. However, in overall terms there is a net daily outflow of around 5,000 from Bradford (55,000 out; 50,000 in), with the principal links being with the neighbouring areas of Leeds (net 10,500 outflow), Kirklees (net 4000 inflow) and Calderdale (net 2000 inflow). Appendix 3 shows the main flows within the region. Some 35% of city centre residents travel to work on foot (suggesting they work in or very near the city centre).

Although Bradford fulfils an important role as a shopping centre for the city and wider catchment area, this role is in decline thereby emphasising the need to reinvent the city economy. According to the Centre for Cities 2019 report, Bradford has an over representation of retail – 40 per cent of the city centre commercial properties are shops, compared to the average of 26 per cent across English and Welsh cities. Not only does Bradford have more shops than average, it also has twice as many high street vacancies – suggesting it has too many shops for the current size of its economy. (See Appendix 4). Bradford relies too much on its weak high street shops and needs to attract more of those high skilled businesses which prefer to locate in city centres which will in turn support local services like shops and cafes. The City Village attempts to do the same in a different way: through creating demand for such activities from a new residential community.

The city centre is an important shop window to the district with a strong cultural offer – Bradford is the world’s first UNESCO City of Film and is home to the National Science and Media Museum. Annual visitor estimates include 25m shoppers, 4m visitors to City Park, around 500,000 visitors to the Science and Media Museum including Bradford City of Film and over 250,000 theatre goers.

Bradford is a city that is in transition economically and socially and our submission proposals help to address this.
SECTION 2: Setting out the challenges

Clear description of the issues and challenges facing this area.

This section will seek a description of the issues and structural challenges facing the high street or town centre area to be covered within the bidding. Places should:

- Describe the key challenges facing the area
- Provide evidence to support this argument (additional sources can be included in annexes). Set out why this place would benefit more from moving forward to co-development than other places within the area

We will not accept bids covering town centre areas that are not facing significant challenges.

2.1: Challenges

We recognise that each place will see different challenges. Supporting evidence on the challenges facing areas could cover the following:

- Proportion and/or number of vacant properties
- Openings/closures of commercial units
- Diversity of uses in the town centre area
- Resident/customer surveys
- Pedestrian flows and footfall trends
- Evidence of congestion and air quality
- Perception of safety and occurrence of crime
- State of town centre environmental quality including provision of green spaces
- Accessibility
- Housing demands

Put simply, our challenge is to reimagine and repurpose the City Village area to enable it to fulfil a role that can enhance the attractiveness of our city centre as a place to live, work and socialise.

We have to welcome people back into their city and give them a place to be. There remains a strong disconnect between the city centre and a large proportion of its natural catchment. Many potential users of the city centre are engaging only a small part of the businesses, culture and community on offer. The city centre suffers leakage to other neighbouring centres particularly Leeds city centre and out of town retail parks such as the White Rose Shopping Centre.

Recent developments and initiatives have delivered significant but incremental change in the city centre. Recent investment decisions by PwC and NEC demonstrate the progress the city has made in establishing a compelling investment case that is delivering tangible results. Further large scale intervention is now required in order to build on this progress and deliver transformational and lasting change.

We need to build on our unique and distinctive strengths to create a differentiated offer within the city region and wider, creating a city centre that’s distinctive, tailored to Bradford’s strengths, to stand apart from other town and city centres.

Key Challenges

The City Village area is where the challenges facing our city centre are most concentrated but also offers the greatest opportunity for transformational change. Key challenges for the area are:
- High level of vacant retail space that is unsuited to modern retail needs.
- Too few high knowledge based businesses and jobs.
- A weak food and leisure offer that does not reflect or meet the needs of our diverse population.
- A weak evening and night-time economy despite a strong cultural offer.
- A weakened retail offer.
- Declining footfall.
- Too few people making the city centre their home.
- A car dominated street environment with attendant air quality and safety issues.

Vacant Properties

We require major interventions to tackle high vacancy rates which are affecting the confidence of businesses and investors and impacting on the sense of place and local pride. The City Village area accounts for three quarters of all vacant properties in our city centre.

The most recent Centre for Cities Report lists Bradford as the city with the third highest level of high street retail vacancies in England and Wales. The report shows that 24% of Bradford’s retail premises were vacant in 2017-18 compared to an England and Wales average of 16%. Within the City Village Area, 32% of units are currently vacant and account for 73% of all vacant units in the city centre as a whole.

Appendices 5 and 6 provide plans of the City Village area illustrating the location and extent of vacant premises, both commercial and residential. Appendix 7 provides comparative vacancy data.

The retail offer in the City Village area has seen a decline as a result of the geographical refocusing of the city centre prime retail pitch onto Broadway and Forster Square and the general pattern of change in high streets across the UK. This is evident by not only the substantial and growing retail vacancy levels but also an increasing number of unused upper floors, underused surface car parks and vacant sites.

Within the City Village area, in-movers are mainly independent businesses (supported through our City Centre Growth Scheme), charities and pop-ups. TJ Hughes have announced they intend to open in the Kirkgate Centre this year. Key losses to the area in the last few years include Marks and Spencer, Burton Group, H Samuels, Goldsmiths, WH Smiths, Argos, River Island, Halifax, Tui, Costa and Threestore. Morrisons announced the closure of their supermarket in February 2016 which has had a significant effect on the Oastler Market, prompting the decision to relocate rather than refurbish the market.
Businesses and Jobs

The city centre needs to become a recognised business investment choice and showcase for Bradford. Resources are required to demolish redundant low quality buildings, bring back into use empty buildings and sites to ensure a vibrant and functional area and facilitate repurposing for alternative uses.

In addition to supporting growth, we need to create a quality of place and range of accommodation to retain existing businesses and workers and also provide for their future needs. There is a requirement for adaptable and flexible accommodation to meet a range of needs including artist studios, independent retail, co-working spaces, makers-spaces and micro manufacturing. The Council will provide wrap around business support and incentives to support enterprise and innovation.

This will be a place for start-up micro businesses to breathe their first air - the City Village will offer the opportunity for new businesses to have a real chance. This process will align complementary businesses offering them shared retail space, reducing barriers to trading. Collaboratively they will work together, complementing products and services and sharing the hours of work to maximise the potential success of the business with more appealing opening hours & helping to drive the evening economy.

New commercial developments such as the One City Park office scheme will bring new jobs and workers into the city centre. City Village will therefore need to capitalise on this opportunity by providing a live work offer to attract and retain workers within the city centre. The recent decision by PwC to locate an office in the city centre creating 225 new jobs is an example of how Bradford is becoming increasingly attractive location for commercial office investment.

Food and Leisure

The inter-play of different cultures, industrial heritage, and architecture has generated a distinctive and dynamic cultural offer in Bradford bringing energy and vibrancy in equal measure. Recent and on-going investment, most notably at the award-winning City Park, Broadway shopping centre and Bradford Live are prime examples of how the city centre is asserting itself as an exciting cultural and leisure destination.

Added to this is a strong tradition of festivals and events, many of which celebrate the distinct cultural blend within the district. These include the renowned Bradford Literature Festival and the annual Bradford Festival.

However, the Asian influence that is so much a part of the district's retail and restaurant offer, with leading Asian fashion stores and restaurants drawing trade from across the country, has yet to significantly permeate the city centre.

Evening and Night time Economy

It is important that we promote a safe, welcoming and vibrant night time economy with a broad appeal and recognise it as an important driver of tourism, leisure and business growth within our city centre.

We will support the repurposing of vacant properties to create new food and beverage and leisure venues as well as supporting existing businesses to boost the overall evening and night time offer in the City Village area.
We need to ensure a rich programme of events and leisure opportunities and continue to encourage new cultural and visitor attractions.

When asked about their perception of crime around half of all local respondents to the Shopper Survey 2017 claimed that they did not use night time facilities within Bradford due to safety fears. Over 70% of respondents consider that the number of homeless and beggars, street drinking and groups of youths congregating needs improving within Bradford.

Bradford city centre is fortunate to house the two major educational institutions of the University of Bradford and Bradford College. Our university employs nearly 2,500 staff and has over 12,000 students (half of which come from within the district) and Bradford College has over 20,000 students enrolled on over 1,000 courses. We need to maximise the benefits of the University and College by creating stronger links between these key anchors, their students and the city centre to boost our evening and night time economy.

We will work with the Bradford Business Improvement District and partners to make operational improvements to support the investment in the area with a view to achieving Purple Flag status.

**Retail Offer – The Shoppers’ perspective**

In 2017 a Retail Survey was undertaken which identified the following challenges for the city centre:

- It does not capitalise on the workforce present in the centre for shopping, food/drink and leisure. There is a lack of linked ‘multiple’ usage patterns; shoppers shop and workers work.
- A requirement to improve the offer, integration and connectivity to improve usage of the wider city centre offer.
- Perceived safety issues which need addressing to improve the performance of the night time economy.
- Greater choice and variety from the night time offer, with greater crossover between the early evening and day time offering, the night time offer needs to have stronger links to other leisure uses.
- A perception that all shops have closed and relocated within the ‘top of town’ due to its isolation from high use areas.
- Reinventing the former M&S site as new market alone will not solve the issues; a wider set of actions to create a bigger critical mass is required.

The survey showed that over 50% of shoppers were dissatisfied with the existing choice and variety of shops, nightlife and restaurants. Furthermore, safety concerns were a dominant reason for non-use of night time facilities in the city centre.

Since 2013 customer numbers at the existing city centre markets have fallen significantly. The Oastler Centre attracted 2.9 million customers in 2013, which fell to 1.9 million by the end of 2018. Figures for the Kirkgate Market fell by 100,000 over the same period.

Vacancy figures for the markets tell a similar story with both seeing huge increases between 2014 and 2018 – Oastler rising from 9% to 32% and Kirkgate seeing vacancies rise from 16% to 34%.

This on-going decline led to plans to revive the markets offer, to make it relevant to current shopping needs, win back former customers and entice new ones. Its new location on
Darley Street will support the reinvigoration of this blighted street, improve accessibility and bring the markets closer to the retail core. A new purpose built, modern, attractive and spacious market building with a dynamic new public space will reimagine the markets offer (see Appendix 8 for an artist’s impression of the new market).

Bradford’s cultural diversity will be reflected in the wide range of food on offer. The new market will showcase the best of local and regional fresh food and will be recognised as a centre for food retailing excellence.

Footfall

Monitoring of footfall on Darley Street, the key street in the former retail core, showed an average per quarter of 1.48 million in 2012. Slight fluctuations in these figures were shown through to 2015, from which point significant decline in numbers were recorded. An average quarterly footfall of 1.04 million in 2018 demonstrates the decline experienced in the area.

This lack of footfall has led to deterioration of the environment and increasing concerns around safety and occurrence of crime. The area suffers from fluctuating retail rents, and increasing numbers of transient occupiers and lower quality shops. Obviously, like the majority of towns and cities, the area has been affected by consumers’ changing shopping habits and our ability to compete with on-line retail and out-of-town shopping centres.

Housing

Whilst the UK trend towards greater urban living and urban lifestyles has been less pronounced in Bradford than in many other cities over the past decade and a half. Compared to other major cities, Bradford city centre has witnessed a slow but steady growth in its residential population.

The Council has identified an opportunity through its Local Plan to permit the development of 3,500 new homes within the city centre.

Accommodating the scale of growth in housing required presents significant challenges. The City Centre Area Action Plan aims to deliver a minimum of 3,500 new homes by 2030, many of which are expected to be delivered through conversions of existing buildings. 1,000 of these are proposed within the City Village Boundary. Delivering the number of new homes required in Bradford city centre represents one of the biggest regeneration challenges over the next ten years and beyond. Specifically, there is a need to:

- Stimulate an underactive market to realise the housing growth potential
- Achieve a level of building activity that is ambitious and focussed on sustainable growth;
- Ensure housing choice in terms of tenure and size to improve access and meet more local needs;
- Ensure new city centre homes are attractive, well designed and capable of offering a high level of residential amenity;
- Supporting sustainable city living – proximity of new schools, healthcare etc.
- Ensure other strands of regeneration activity maintain a good pace, to continue to improve the image of the city centre and broaden the appeal of city centre living to a wider range of households.
Environment

We need to create an environment that is more welcoming and inclusive for children, young people and families. The City Village must incorporate meeting places, and free spaces for events, activities and fun. Young people will be central to the conversation about meeting their future needs – in terms of housing, retail, leisure, and as entrepreneurs.

The City Village area is quite heavily traffic dominated which acts as a deterrent to pedestrian footfall within this area. Accessibility needs to be maximised, being mindful of the topography and the steep walk to the top of the City Village. We need to look at how we embrace becoming a “walking city” and create and reinforce pedestrian links between key points in the City Centre.

Appendix 9 includes an illustration of an environmental audit of the City Village area, indicating the areas of weak environmental quality.

Bradford is one of the most congested cities in the UK with Leeds-Bradford placed eighteenth on the list of the 25 most congested UK towns and cities.

Bradford exceeds the legal standards for levels of nitrogen dioxide (over 40μg/m3 annual average) in a number of city centre locations. The local authority has been mandated by government to develop a plan to comply with the legal limits in the shortest time possible. In order to address these challenges the Council are currently evaluating all possible solutions to improve air quality and congestion including clean air zones and other vehicle restrictions, traffic management, smoke control, active travel interventions and travel planning to encourage modal shift to public transport and active travel. The outline business case for the plan must be submitted to government by the 31st October 2019. Implementation of the plan should be in place by October 2021.

The success of our award winning City Park demonstrates the importance of public spaces to our City Centre. To function effectively the City Village needs to incorporate attractive multi-use destinations where people can interact and participate.

These public spaces will provide amenities for existing and new residents as living green areas and “community gardens”. Spaces will need to be safe, accessible and inclusive and develop a sense of community ownership and pride. We envisage public realm that ‘animates’ the street, enabling pop up markets, street festivals and cultural events – building the community and creating vibrancy.

In line with our work in other areas of the District, we will deliver in line with Healthy Streets principles in creating a healthier, safer and more cohesive local community.

Transport and Connectivity

Bradford is a busy metropolitan city. On an average weekday nearly 200,000 vehicles enter the centre over a 24 hour period. Over 30,000 people per day travel into the city via either bus or train. Our rail stations combined have in excess of 5 million passengers per annum.

Recent investments have made a significant difference to how people move around the centre and there are plans emerging for further improvements. However, in delivering the proposed movement strategy for the City Plan a number of challenges remain:
In order to facilitate the scale of change envisaged, it is important that the city centre acts as a transport ‘hub’ where the cars, public transport, walking and cycling all work together so that the city centre is connected both to Bradford residents and the wider world. Working with partners we are looking to develop an integrated response that considers cars, public transport, cyclists and pedestrians; delivers city centre congestion and air quality improvements.

**Embracing Technology**

To prepare for future transport needs our planned infrastructure will need to provide for the increasing numbers of electric vehicles on our roads and the demand for rapid charging points in the city centre. In the medium to long term, car-sharing schemes, predicted reduced car-ownership and eventually autonomous vehicles may reduce demand for car parking and multi-stories in the city centre.

A future-proofed Bradford city centre will need to be responsive and able to flex to emerging technologies, have next generation digital infrastructure, use data to better inform and enhance city centre management and drive digital initiatives to better engage with and forge new and stronger links between local people, businesses and the city centre.

As digital connectivity becomes more pervasive and remote working becomes more commonplace, interactions with others become increasingly virtual. There is an opportunity for City Village to be pivotal in bringing people together and stimulating demand for new ways of living and working.

Internet of Things (IoT) technologies enable digitally connected devices, people and places to generate real time data, for example simplifying locating parking spaces and navigating the city centre. Datasets when combined afford a holistic view of the city centre which when analysed can support agile city centre management. IoT and digital street furniture offer opportunities to integrate wayfinding information with hyper local information on events, cultural and destinations and retail offers to extend dwell time and support local businesses and grow the economy.

Digitally enabled interactive and immersive technologies help draw people to the city centre and collaboratively enhance the cultural vibrancy of the city centre.

---

**2.2: Rationale for selecting town centre area**

*Set out your rationale for choosing this town centre area as opposed to other centres within your local authority, and why this area is most in need. Please limit your response to 500 words.*

Bradford City Centre is the District’s main shopping centre and despite its scale represents something of a secondary shopping destination within the Leeds City Region with Leeds City Centre seen as the region’s main centre. As such, it is exposed to all the challenges that the Future High Street Fund initiative is intended to address.

The Council and its partners view the city centre as a strategic driver for the District. The delivery of City Village represents the greatest opportunity for contributing to the city’s transformation. Although the city centre has benefitted from the opening of the Broadway shopping centre, City Village has an essential role to play not just in repositioning and repurposing this former high street area, but in creating a differentiated complementary
cultural and leisure destination that will help reinforce the sustainability of the newly established primary retail centre.

The Council has examined the cases of the district’s other urban centres but considers the city centre will deliver the most impact for FHSF investment. It has political support, can leverage substantial co-funding from other public sector bodies including West Yorkshire Combined Authority (WYCA) and Homes England and has the potential to generate substantial success in terms of repositioning/repurposing and thus providing an exemplar for FHSF.

Additional regeneration activity within the City Centre will further support this submission, thereby aligning with the Council’s strategic aims, and vision for the city and district. The City Village provides a significant opportunity to build on existing momentum of initiatives and developments such as One City Park, Bradford Live, the Townscape Heritage Scheme, reopening of St George’s Hall, work on the station gateways, and opening up of City Hall, as well as other aspects of the City Centre Growth Scheme. With other leisure uses expected to follow the 2020 opening of Bradford Live, it will provide a legacy for the city centre’s complete regeneration.

Based on a street level count Bradford has the highest vacancy rates – 20% compared with the other district centres - Bingley 12%; Keighley 11%; Shipley 10% and Ilkley 3%. The city centre’s need is emphasised by the 2017 retail survey which highlighted factors such as empty shops, poor choice, and lack of brands plus anti-social behaviour and fear of crime.

Furthermore, high take-up of the City Centre Growth Scheme rate rebates, compared to the District Growth Scheme, is a further reflection in part of the higher vacancy levels – and hence need – here.

There is not the necessary level of vision and worked-up scheme proposals for an immediate submission for Keighley or Shipley, whereas there are two planned ‘shovel ready’ projects and the developing city village for the city centre.

The City Centre acts as a shop window to the District; perception of the District is largely dependent on the vitality of the city centre, and City Village will be a key contributor to achieving our ambition. The Council consider the City Village scheme to be the most compelling delivery ready proposition at this time.
SECTION 3: Strategic ambition

This section will seek evidence of the level of ambition from the local authority, support from stakeholders and evidence that the local authority is well-placed to use the Future High Street Fund to tackle these challenges in a way that will fit with wider existing plans. Local authorities should:

- Set out a high-level vision for improving their area and how this links with need expressed in Section 2
- Demonstrate how this ambition will align with other funding streams (public or private)
- Cover how investment from government will support the area and help overcome these challenges
- Demonstrate engagement with and support from local stakeholders including other tiers of local government, if applicable (supporting evidence of this support such as letters should be attached as an annex)
- Show how this will link to wider strategic plans, including the Local Plan and Local Industrial Strategies e.g. around housing and local growth
- Provide an estimate of how much revenue funding they would need to support the development of their strategic vision and business case for a specific proposal

This phase relates to defining places and challenges and we therefore are not asking for specific project proposals at this stage.

However, if a local authority has been working on a specific project that they feel is deliverable in the short term if they were to receive capital funding at an early stage, we invite them to make that clear here. While the details of the project will not be considered in our decision-making at this stage, we may consider fast-tracking these projects during co-development.

We will not accept bids that do not provide sufficient evidence of support from local stakeholders.

3.1 Town centre vision and ambition for change

Set out your vision for regenerating your high street and how this links with the challenges outlined in section 2.

Please limit your response to 750 words.

Our ambition is a city centre that is transformed to enable new and sustainable styles of living that are attractive to all our communities, provides economic opportunity for all and is the cultural heart of the district. We will take a place-based approach, drawing on local strengths and assets and putting people at the heart of this transformation.

Greater than the sum of its parts, City Village is about place-making and growing a more inclusive and resilient economy. It is the cornerstone to revitalising a key area of the city, improving perceptions, increasing investor confidence and rekindling local pride. The residential and commercial market will not bring about such transformation on its own; hence the need for the public sector to intervene in creating the right environment and implementing key developments that will in turn generate the necessary confidence to attract the investment needed from the private sector to ensure delivery of the scheme in its entirety.

Our ambition is to use FHSF to catalyse the transformation of our city centre to elevate the once vibrant and prosperous but now faded and underused City Village area to create an
exemplar of modern city living through a new neighbourhood where people feel safe and secure and are proud to call home.

By challenging perceptions of the city and contributing to the wider offer, City Village will bring an authentic vitality and amenity, increasing footfall and drawing people to stay and spend time in the city. We will attract and support new businesses and jobs and provide unexpected and surprising experiences that will win the hearts and minds of all. By virtue of Bradford’s population size, regional ties and global trading links, the social and economic impacts will be felt across the Northern Powerhouse and beyond.

Our assets are tangible, our striking architecture and landscapes, our culture and heritage and our global connections. We will harness the energy and entrepreneurial spirit of our young people and diverse communities. We will leverage the drive and innovation of the city’s productive business community. We will nurture creativity and social entrepreneurialism to breathe life into the new neighbourhood.

The contraction of retail space within the city village area will go hand-in-hand with the provision of 1,000 new homes of the right type, tenure, size and quality that is needed if the location is to move from its current relatively low-value and transient nature to one in which people will want to make a long term investment in urban living, call home and raise a family.

This new neighbourhood will comprise desirable, high quality housing set in an attractive environment with healthy streets, vibrant spaces, economic opportunity and social infrastructure supporting a mixed and inclusive community. We will enable the repurposing of vacant buildings as flexible workspaces, creating spaces for performances, social interaction and enhance Bradford’s global reputation.

This ambition includes a new city centre market and a rejuvenated independent retail, small business and leisure offer that will meet the needs of City Village residents as well as workers and visitors in the wider city centre. The revised markets offer, the larger of two shovel ready projects, will see the new food market opening in April 2022 in a high quality, bespoke building on Darley Street flanked by a public square available for a range of activities and community uses. This ambition can be realised within the FHSF timescale – the planning application for the food market is programmed for determination in May 2019, with necessary site preparation commencing in February 2020, and opening in 2022.

The public realm element will take advantage of a second shovel ready scheme, the four phased connectivity programme, the first phase of which concentrates on North Parade as a developing destination with a range of independent bars and retailers. Creating space to meet, and provision for both young and older people, our intention is to develop both social and creative hubs through the repurposing and enhancement of redundant space.

We believe that no other FHSF application will have the potential to achieve such large scale impact and return on investment. Compared to many places, Bradford city centre has significant capacity and space for redeveloping and repurposing the way we use our buildings and spaces to promote sustainable and inclusive growth. We have ambitious plans, a compelling proposition and we believe the time is right for Bradford city centre to realise its potential. We believe this an exciting opportunity for FHSF to partner with us to be part of making this happen.
3.2 Engagement and alignment of vision

Set out how your town centre vision aligns with other funding streams, both public and private, including details of partnership working with the private sector in this area.

Show how your vision fits with wider strategic plans such as housing, transport and Local Industrial Strategies.

Please limit your response to 750 words.

Bradford City Centre is a priority regeneration area in the Bradford District and has been identified by the Council and its partners as an area with significant economic development potential. This priority is set out in the Bradford District Economic Strategy and articulated through the Bradford City Plan, The Local Plan Core Strategy, City Centre Area Action Plan and the Council Plan. These plans set out an approach to strengthen, support and grow the city centre as a focal point for leisure, office, retail and housing development and the place residents and visitors want to live, learn, work and socialise.

Bradford City Plan addresses a social and place making agenda with proposed actions organised around five priority outcomes: These are:

- A Place of Dynamic Business and Entrepreneurship
- A Centre of Excellence for Learning
- An Exemplar of 21st Century Urban Living
- A Major Transport Hub
- A Destination & Experience

The plan identifies five distinct areas within the city centre including the “Top of Town” area that covers much of the area of the proposed City Village and identifies the need to repurpose this part of the city to introduce more city living and a local business offer. The Bradford City Centre Area Action Plan provides the planning framework for the delivery of the City Plan following its adoption in 2017. The Council has worked actively with Historic England to introduce the UK’s first Local Listed Building Consents Order which alongside a Local Development Order allows conversion and change of use of listed buildings without the need for planning consent. There has been an increase in residential investments in the city centre following the successful delivery of the Chain Street housing scheme. The AAP outlines a housing requirement of 3,500 homes for the city centre by 2030.

At the same time, major investment has been made in the city centre public realm over the past ten years. A programme of Heritage Streets public realm investment has transformed much of the city centre pedestrian area. One of the most significant investments has been the delivery of the multi-award winning £25 million Bradford City Park.

Another significant investment has been the £50 million Southgate which included a new headquarters building for Provident Financial. More recently, adjoining Grade A office space has been developed to accommodate a new office for PwC employing 225 people. The city centre has also seen investments in major developments by the University of Bradford and Bradford College estate totalling over £370m since 2010.

In October 2018 city centre businesses voted overwhelmingly to establish a Business Improvement District that will invest around £2.5 million over the next five years.

The city centre is identified as a Spatial Priority Area for investment in the Leeds City Region Strategic Economic Plan 2016-2030 and is designated as an Urban Growth Centre reflecting its importance as a hub of economic activity and a centre of residential, leisure and cultural significance. Investment through the Plan is focussed on developing the
necessary infrastructure and services to develop a high quality offer to business, visitors and residents that will strengthen its economic social and cultural role.

Regional Growth Fund monies received in 2012, matched by Bradford Council, has supported the wider City Centre through improvements to the streetscape and visitor navigation as well as creating a development platform for new build office accommodation in City Park. The scheme has provided capital funding, matched by private sector businesses, to bring disused properties back into use and to help existing businesses to expand. Business rate rebates have also been provided to incentivise investment and job creation by new and existing businesses. To date around 250 businesses have been supported, over 730 jobs created and 86 empty units brought back into use.

The West Yorkshire Combined Authority Transport Strategy 2040 identifies the city centre as a focus for housing and jobs growth in Bradford District alongside the Bradford Shipley Canal Road Corridor. The plan sets out the need for significant investment in improved rail connectivity reflecting Bradford’s inclusion in the Transport for the North Strategic Transport Plan published in January 2019 which outlines proposals for a city centre station on the High Speed Northern Powerhouse Rail network. WYCA have already committed to fund masterplans for both City Centre Stations and support a Northern Powerhouse Rail city centre station that would see significant investment over the next two decades and create around 13,850 jobs.

We are committed to inclusive growth and will align our plans with the Local Inclusive Industrial Strategy.

3.3 Support for town centre vision

Provide details, including letters of support, for your vision from (where applicable):
- Other tiers of local government including Mayoral and non-Mayoral Combined Authorities and county councils where applicable

Other local stakeholders including:
- Local Enterprise Partnerships
- Business Improvement Districts
- Private sector
- Community groups

Please limit your response to 500 words and include evidence of this support as an annex where appropriate.

As witnessed by the letters attached at Appendix 10, there is strong support expressed by stakeholders towards this submission. Our expression of interest has secured letters of support from many stakeholders across the city, district and beyond, including support from the Leeds City Region. There are multiple letters of support from the private sector including key city centre partners and investors; wider business interests are also represented.

Significantly the letters of support demonstrate a willingness from stakeholders, investors and those with an interest in the success of the city centre to work collaboratively to deliver the vision. The amount of support exemplifies the demand for change and the need to deliver a scheme which supports both the existing and proposed regeneration schemes within the city centre.

Other funding streams which can provide assistance to the delivery of the City Village proposal are identified, with the letters of support identifying potential for a level of match funding. Bradford Council is proposing to supplement the fund with a contribution (amount
still to be determined) and we are already committed to delivering the Markets project and co-funding the Townscape Heritage Scheme.

During the present conceptual stage we have specifically sought comment from primarily civic, business and local interest groups. Stakeholder engagement is high and support for the city centre is demonstrated by the high percentage of businesses voting in favour of establishing the Bradford Business Improvement District last year.

A separate market consultation exercise was carried out to capture trader and customer opinions for the new markets, to understand any barriers to encouraging more visits and to identify the type of future traders and facilities demanded by customers. This has resulted in 125+ written submissions and 1,100+ completed online surveys.

We are also working with Born in Bradford, one of the largest research studies in the world looking at childhood health, to jointly involve schoolchildren using smart technology to get their views on what they want from their future place.

As we move forward we will ensure full and detailed involvement of the wider residential and user community in the detailed working up of the proposal. We will ensure that proposals for the City Village – and the wider city centre – are fully relevant to their needs, whether community space, childcare or other provisions and opportunities. We will be fully involving such local stakeholders as residents panels, the youth audit panel and older people’s alliance in developing and implementing the City Village vision.

Earlier this month it was announced at MIPIM and the LGA that Bradford is to be one of only five beneficiaries of the Future Places Initiative, thereby demonstrating the level of external support for innovative delivery and collaboration.

We have recently been involved in the ‘Design in the Public Sector’ initiative and are presently working collaboratively with Homes England, West Yorkshire Combined Authority and other key partners on preparing the City Village ‘master delivery plan’ which has helped define this submission.