Delivering the Airedale Masterplan

Update 2011
Message from Chair of Partnership

“Airedale is one of the Council’s economic priorities. I am delighted to be a part of the Airedale Partnership to deliver major benefits for Bradford District and the wider economy.

This update covers achievements since the last report which was produced in 2008. It reflects the breadth of activity covered in the Airedale Masterplan.

Despite the economic difficulties of the past two years there are positive achievements reported here. I am convinced that Airedale provides great scope to make the most of economic recovery, when it comes, and to have a hand in helping recovery take hold.”

Councillor Dave Green – Chair Airedale Partnership
Portfolio Holder, Regeneration and Economy

Contents

Recent activity in Airedale – an update from the Airedale Partnership

- The Creative Corridor
- The Connected Corridor
- The Lifestyle Corridor
- The Rural Communities

Impacts

The Airedale Masterplan

Airedale is an important economic location within Bradford District.
The Masterplan, written in 2005, was aspirational for the next 15 years and provided economic direction for Airedale.
The Masterplan is both accessible and practical. It shows the kind of development required if Airedale is to fulfil the enormous promise it holds.
It is, ‘rooted in strengths that already exist.’
The plan is an explicit statement of intent and allows everyone to see how their proposal or activity might work within the Airedale framework.
Of course a plan has to be implemented. The Airedale Partnership has the job of making it a reality, exploiting opportunities and providing current, enterprising, creative thinking.
This public/private sector partnership works enthusiastically to deliver, buoyed up by successes to date.
Recent successes over the last year are included in this publication.
Since the last update in December 2008, we have seen a major economic downturn. In a difficult economy it is important to provide information that demonstrates progress and provides confidence for the future.
The Airedale Masterplan provided recommendations for Airedale as a creative and connected lifestyle corridor set in a rural backdrop.

Airedale is already:

- becoming the creative, cultural and lifestyle corridor described in the Masterplan. It is large (a third of Bradford District), both urban and rural, and has a significant and growing hub of digital and hi tech firms that are a match for any in Europe.
- well-connected. It has railway stations that connect into the wider region and London with Leeds Bradford International Airport conveniently close. It has well-connected local towns: Keighley, Bingley, Shipley; and good connections to Leeds and North Yorkshire.
- a lifestyle corridor; a place with celebrated built and cultural heritage and a location of outstanding natural beauty. It is home to:
  - three significant tourist attractions in Saltaire World Heritage site, Keighley and Worth Valley railway and the Brontë Parsonage.
  - an established manufacturing sector that includes PACE and Carnaud Metal Box which both won the Queen’s Award for Industry for their exports in 2010. The plan is not the preserve of one organisation; it highlights big opportunities and ideas that stem from Airedale’s strengths.

The Masterplan supports major aspects of the district’s economy.
Our team priorities:
- access to employment
- retaining and growing existing business stock
- new business and enterprise development – including the rural economy
- driving innovation in new business

These priorities are reflected in the Masterplan themes ‘Creative’, ‘Connected’ and ‘Lifestyle’.
The Creative Corridor

We want to harness:
- strengths
- skills
- innovation and,
- product development

These are essential ingredients of Airedale’s future. They are the creative features of the Masterplan. Business start-ups are also highlighted.

The Advanced Digital Institute was set up by the Airedale Partnership in late 2005. Based in Saltaire, home of the District’s digital electronics sector, it was set up to foster growth through innovation. It is a priority project supporting job creation and business development. The work of the ADI has been an important response to the downturn of the last two years assisting local business to develop new products and access new markets.

The ADI works with both existing and new emerging digital businesses. It has developed a particular expertise in tele-health, which uses technology to facilitate treatment at a distance, saving time and resources. In partnership with Airedale Hospital and local business such as Red Embedded, the ADI is working to create new business opportunities and attract new investment in this field.

The ADI now has a turnover in excess of £1m and attracts funding from both the UK government and Europe, as well undertaking commercially funded projects.

In the past 3 years the ADI has completed almost 60 Research and Development projects with commercial partners. It has also incubated 9 new technology businesses.

The ADI will work with over £1m worth of projects between July 2010 and June 2011.

Sixteen Research & Development projects with commercial partners are completed, with 11 more live or about to start. The ADI has found that deep engagement with companies is better than attempting to assist a larger group.

Whilst dealing with and understanding technology is an essential component of what the ADI does, it has expertise in helping organisations understand the organisational system issues that arise in making use of technical innovation.

The ADI is now sustainable through commercial activity however the focus should not be purely commercial. It is important for the ADI to work with public funds to help the private sector take on ideas that need longer lead times.

“The ADI listened, identified my problems and provided solutions, demonstrating high professional standards. I would recommend ADI without reservation.”
Crackit! Sept 2010

The ADI is based in the waterfront building in Saltaire. GMI purchased and re-fitted the building which was let primarily to digital businesses who wished to take advantage of the clustering of similar companies in the sector.

Buck Lane is important as a location and outlet for future innovation. It will help retain growing companies within the district that are growing high skill, high value jobs, who need space to grow and expand. We propose to build a high quality science and digital park on this council owned site. £1.4m for the initial infrastructure costs is already in place. Two planning applications have been approved for the 6 hectare site off the A6308, next to Denso Marston in Baidlon.

It is anticipated that construction of the access road and site development will begin in 2011/12. Local companies have already expressed an interest in relocating there.

The Sustainable Resource Park on Dockfield Road, Shipley has involved the redevelopment of a former waste transfer station to provide two new industrial units for social enterprises. The site provides a business park for companies involved in sustainable technologies and recycling.

Aire Valley Recycling – a social enterprise undertaking kerbside recycling activities - has relocated there. Aire Valley Recycling employs people with disability amongst its workforce. The site is now fully let.

Companies in Airedale have been supported by three Kickstart coaches (formerly BizFizz coaches) in Shipley, Keighley and the rural parts of Airedale. They help by coaching people who want to start-up a business.

Invest in Bradford, the district’s Inward Investment Service, has provided support to these local businesses and fledging Airedale businesses:

- **Acorn Mobility Ltd**
  - ongoing support from Invest in Bradford
  - links to the Knowledge Transfer Partnership

- **JTS Cushions**
  - ongoing support from Invest in Bradford
  - relocation advice on their impending move within Airedale
  - support from Council departments (including Planning, Building Control and Business Rates).

**Leeds City College’s newly completed £35m Keighley Campus** is a priority project. It opened in September providing a quality environment for further education and skills development within Keighley. The striking, modern College Campus replaces the college’s former buildings which are now owned by Bradford Council.

The re-use of the sites on Cavendish Street and North Street is likely to be phased with some interim uses whilst the property market recovers. The former college sites are ideally located for a mixed use development.

The Airedale team has been important in determining what kind of support for start-up businesses was best for Airedale. We have participated in the Local Management Groups with Airedale Enterprise Services and InCommunities to support the coaches.

The coaches have worked with 177 people in the last year and consequently, 35 new businesses have begun trading.

Sometimes there can be a development period of months before a business starts trading so there will be more results from this activity. The coaches are paid for by Bradford Kickstart and have used Airedale’s business networks.

We continue to pursue the interests of manufacturing companies, **Bradford and Airedale Manufacturing Alliance** launched in January 2011.

**Invest in Bradford, the district’s Inward Investment Service, has provided support to these local businesses and fledging Airedale businesses:**

- **Acorn Mobility Ltd** has received:
  - assistance with staff development through Train to Gain and the Council’s Local Impact team
  - links to the Knowledge Transfer Partnership

- **JTS Cushions** has received:
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Station Improvements

**Keighley Station** is a priority in the Airedale Masterplan. As West Yorkshire’s 4th busiest station, it is a key gateway to the town and is next to the new Leeds City College Keighley Campus and ASDA developments. The station is a Grade II listed Victorian building.

Funds are available through the National Station Improvement Programme to improve the waiting facilities on platforms 1 and 2 in the period 2011-2014. And the Department for Transport Access for All, Step Free programme, will improve the ramp access to the platforms.

**Bingley Station** is also expected to benefit from improved access facilities during the same period.

**Shipley Station** has benefited from new lifts, bike stands/storage and improved waiting facilities.

Access at Silsden and Steeton Station has been improved.

Quality bus corridor

This project has brought improvements to public transport and journey times. Buses now have priority at traffic signalled junctions and pedestrian crossings on the A650 between Bradford and Keighley. This means shorter and more reliable bus journeys. Recent surveys show that the journey time towards Bradford, between Emm Lane and Drewton Road, has reduced by an average of 20%.

Further improvements in bus journey time will result from bus priority measures as part of the Saltaire Roundabout improvements. Most bus stops now have raised kerbs and bus clearway markings to ensure accessibility. Keighley and District Transport has raised the profile of the 662 Airedale Shuttle buses, by introducing a distinctive new livery.

The Connected Corridor

Investment is continuing in Airedale’s connected corridor. The roll out of superfast broadband will include Airedale towns. Transport links are comparatively good, with well-connected bus and rail services.

The Airedale Greenway

The route connects Keighley, Bingley and Shipley to the National Cycle Network. Route 696, which runs next to the Leeds and Liverpool Canal, has new sections opened in the last year including Dubb Lane, Bingley to Bingley Railway Station and from Fox Corner to Shipley Railway Station at Stead Street. The route is sign-posted using times to walk or cycle; rather than the distance to drive to work.

Julie Palfreyman, a Dalton Lane business woman found the route really useful.

“...I was surprised to find how pleasant it was, especially along the River Worth...”

Participants on Bradford’s ‘Skyride Local programme’, which used the Greenway said “it provided a flat and traffic-free route for beginners.”

Saltaire roundabout

Proposals for alterations to Saltaire roundabout have been drawn up and revised during the last year following consultation. This scheme has been promoted under the ‘Connecting Airedale’ banner. This difficult roundabout has been examined carefully and the scheme has been amended to address local difficulties. This kind of refinement is usual in the design and consultation process.

Superfast Broadband – Shipley, Baildon & Haworth

The Airedale Partnership championed the earliest introduction of Broadband to all exchanges and assisted over 300 businesses to get online. We expect further demand for the next innovation - superfast broadband. Shipley & Baildon Exchange is one of the first to be enabled within West Yorkshire. The growth of home-working in the area means that there is an anticipated demand for the benefits of download speeds of up to 40mbits / second. The upgrade of the Cullingworth exchange is expected as part of future rollout phases.

Business Forums

Business Forums at Dockfield Road in Shipley and at Dalton Lane in Keighley continue to thrive. These quarterly exchanges of information and experience enjoy high quality input and are well attended.
Lifestyle Corridor

Airedale has a variety of towns and villages that offer both urban and rural opportunities for business and leisure. This attractive setting continues to draw companies who want quality environments and affordable rent (in comparison with central Leeds). Airedale’s connections - road, rail and broadband - provide the opportunity to work out of the office or from home. The area offers opportunities for managing time and business profile.

Town Centres: Keighley

Central Hall, the former youth centre and chapel on Alice Street in Keighley town centre, has been brought back to life with completion of renovations and redesign works. The building has been transformed and transferred to the voluntary sector as a fully functioning building. The project has been assisted by the Lottery and Bradford Council Kickstart.

Keighley Market thrives and now has additional space following the completion of the new frontage and canopy. This has provided new business opportunities and a coffee bar where shoppers can take a break from shopping in Keighley’s varied and extensive shops.

Keighley supports a wide variety of retail, recognised by external consultants, as being surprising for the town’s population. Clearly Keighley draws on a wider population of shoppers beyond the town itself. ASDA’s Keighley draws on a wider population of shoppers beyond the town itself. ASDA’s purchase by Sainsburys.

Further small scale environmental improvements will be undertaken on Church Green this year, including replacement of street furniture.

Keighley Town Heritage Initiative - a Heritage Lottery Fund application has been made for funds to upgrade historic North Street. This would supply £2m of grant assistance to upgrade the heritage buildings in central Keighley. The private sector owners will match public money with their own as the Lottery funding would target the heritage features.

Town Centres: Bingley

5Rise shopping centre has been completed by 4Urban. Anchored by a Co-operative foodstore, the development offers approximately 60,000 sq ft of new and refurbished retail space across 18 individual shop units. Despite the recession, the development is letting well with a healthy variety of businesses in place and further lettings in the offering.

Bingley’s paved Town Square has provided another outlet for trade, consolidating the market town appeal. Markets are held on Wednesday, Friday and Saturday. Queen Street is now closed to traffic and feeds into the square.

Victoria Mills is a 19th century mill in the ‘buffer zone’ of the World Heritage Site.

There are now 440 apartments with more than 600 residents - some renting and many owner occupiers. Training and employment has now been provided for more than 20 permanent jobs relating to Victoria Mills.

Paul Lancaster and Richard Holmes of 4Urban said:

“We are delighted that we have been able to forge a successful working partnership with Bradford and deliver a retail scheme that Bingley deserves, notwithstanding the extremely testing economic climate”.

Victoria Mills is a 19th century mill in the ‘buffer zone’ of the World Heritage Site.

“Bingley is a rich and fruitful place in which to live and visit. Victoria Mills allows residents to enjoy the high quality lifestyle on offer in Airedale.”

Andrew Mason, Newmason Properties.

Town Centres: Shipley

Shipley Market Square had a facelift, replacing worn street furniture and replacing access railings. The works were completed with the repair and illumination of the clock tower.

The former Woolworths store has been taken by the fashion outlet - Store 21, and the prominent site at the foot of Well Croft has been used as a temporary photographic gallery - Shipley Focus’d - to highlight the photographic skills in the area and to provide work experience through the Future Jobs Fund.

The temporary filling of this empty shop attracted over 5000 visits in the period July to October 2010, achieving its annual target in just four months.

The project has benefited from the high profile involvement of Q20 Theatre, a local company that provides fun, enthusiasm and organisation in the urban setting.

Work on the Canal Road Masterplan has begun. Shipley town centre will feature in it as a key landmark of the western end of the corridor.

A further Lottery bid for Cliffe Castle in Keighley is being pursued, providing the next step in improving our formal parks.

Robert’s Park: Saltaire

Major works to restore historic Robert’s Park in Saltaire were completed in 2010. Statues and shelters were renovated and the bandstand and cannons were replaced. Footpaths were resurfaced and landscape was restored. The park, named after Sir Titus Salt’s son, has been substantially refurbished with assistance from the Heritage Lottery adding to the draw provided by the Saltaire World Heritage site.

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Rural Communities

Airedale has a valuable asset in its rural backdrop. A range of partnership projects has strengthened our work with rural communities in Airedale.

A substantial part of Airedale is rural. Rural parts of Bradford District have been eligible for assistance under various regeneration programmes. Airedale’s rural communities provide another aspect to the district’s economy, one that can complement and support the urban core.

The Leader Programme, funded by The Rural Development Programme for England (RDPE), is providing grant assistance to rural development projects.

Projects funded include:
- access improvements into Steeton railway station
- Worth Valley Young Farmers, who taught the public about farming and built on their public speaking skills
- electronic timing equipment for Sport Keighley events across the countryside
- Bradford Environmental Action Trust (BEAT) who have been helped to audit community buildings to reduce water usage and advise on improvements
- South Pennines artists and writers in the South Pennines W alk and Ride website
- Watershed Landscape Programme (of the South Pennines area). The programme is now up and running. Funding has been gained to support:
  - a community archaeologist, who will work with residents and local groups on the history and archaeology of the Baildon and Rombalds Moors
  - South Pennines artists and writers in residence for the next three years
  - work on upland footpaths where sites are fragile to prevent erosion
  - interpretation of upland landscape

Such projects combine to provide a quality landscape and inward investment.

Sustainable Urban Fringe (SURF) is a two year transnational European project.

With the backdrop of the Worth Valley the SURF project allows international learning from communities in the urban fringes. It is exploring how communities can engage with policies and strategies at a district, Yorkshire and City Region level to improve the local economy and competitiveness.

This year all the project partners will visit the district. This will provide a great opportunity to share the work we are doing with a broader audience.

Rombalds Forums

The Rombalds Forum - Established through work with stakeholders, this has actively resolved competing interests between groups of moorland users. This group has also fed into the Watershed project contributing Stanza Stones a project with poet Simon Armitage and informing the cultural Olympiad 2011-12.

A private sector-led business forum called ‘Whoyaknow’ is active in rural Airedale.

Kath Thornton said “We are about leaving a legacy for the future and sustainability. We want to retain spending power within our communities. Without networks it’s so much harder to get started.”

For more information visit the website of www.whoyano.co.uk

Impacts

Significant public and private sector development in Airedale.

Recent successes have included:
- Leeds City College, Keighley campus (£35m)
- New Bingley Health Centre (£11.6m)
- Restoration of Roberts Park in Shipley (£4.5m)
- New ASDA development in Keighley (£25m)
- Bingley 5Rise development (£5m)
- Increased vitality and activity in the town centres

A range of works has also been completed in the town centres of Keighley, Shipley and Bingley. The result is thriving markets and steady footfall that has held firm despite troubles in the wider economy. The response to the nationwide problem of empty shops has been handled.

Commercial and industrial rents

Rents for high quality office accommodation in Airedale are in the region of £18 per sq ft (Hayfield Robinson), which is similar to rents charged in Leeds for high quality office space. Warehousing rents range from £1.50 – £4 per sq ft. Rates for typical commercial and office space are in the region of £12-13 per sq ft. (Prices as per 2010).

A representative from GMI, who run the Waterfront building in Saltaire, commented that the building had been the most resilient in their portfolio during the current commercial property downturn with lettings and rent levels holding up well.

House prices have proved relatively resilient to economic cycles and have held up in the face of falling prices during the past year, as the following table shows:

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Households</th>
<th>Mean Income</th>
</tr>
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<tbody>
<tr>
<td>Airedale</td>
<td>76,746</td>
<td>£32,512</td>
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<tr>
<td>Bradford</td>
<td>200,592</td>
<td>£31,725</td>
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<tr>
<td>West Yorkshire</td>
<td>950,994</td>
<td>£33,061</td>
</tr>
<tr>
<td>Yorkshire &amp; Humber</td>
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<td>£32,512</td>
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<tr>
<td>Great Britain</td>
<td>26,070,676</td>
<td>£35,006</td>
</tr>
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</table>

For recent developments, visit the website www.whoyano.co.uk

% Change in house prices, 2007 - 2009

<table>
<thead>
<tr>
<th>Area</th>
<th>07 08</th>
<th>08 09</th>
<th>Overall 05 09</th>
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</thead>
<tbody>
<tr>
<td>Bradford</td>
<td>-0.36</td>
<td>-13.17</td>
<td>4.31</td>
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<tr>
<td>Y &amp; H</td>
<td>-3.68</td>
<td>-10.41</td>
<td>1.61</td>
</tr>
<tr>
<td>UK</td>
<td>-3.31</td>
<td>-9.94</td>
<td>-0.78</td>
</tr>
<tr>
<td>Airedale</td>
<td>-2.80</td>
<td>-5.96</td>
<td>7.78</td>
</tr>
</tbody>
</table>

Business start ups

Figures from Bradford Kickstart show that there has always been a high percentage of new start businesses coming from Airedale, when compared to district averages. Eighty two new businesses were created with LEGI support in 2009 and seventy six in September 2010.

Unemployment

The rate of unemployment has historically been below the district average. 2010 saw falls in unemployment even though the future outlook remains unclear.

Town centre vacancy rates

Airedale has responded to the nationwide problem of empty shops by supporting schemes to make use of empty shop windows and enabling charity and voluntary sector groups to use the shops for displays, such as Keighley in Bloom and Keighley Green Trail.

Wages

Wages in Airedale compare favourably to the district: Figure 2: Pay Data, 2009

Next steps

With the changing economic and funding environment, delivery of the Masterplan over the next five years will be challenging. Despite this, the Airedale Partnership Board, the Council and our partners remain committed to ensuring the successful implementation of the Masterplan.

Building on the success of the ADI will be central to our efforts over the next five years. The ADI is now well-established as an innovation resource for technology based businesses and will continue to be a key driver of the local economy and the Masterplan. The Partnership will be looking at the opportunity to use the lessons learnt through the ADI to support other sectors of the economy, particularly manufacturing.

The focus of our work will also be on delivering two major developments, Buck Lane and the former Keighley College buildings. Buck Lane, Baildon, will provide much needed bespoke business space and ensure that growing local companies are retained in the area.

The former Keighley College buildings provide an opportunity to bring new facilities and jobs to the town. Bringing this development forward in current market conditions will be difficult. However, we remain convinced that the prominent and important site has a positive future as a mixed use development.

Finally the Partnership will continue to work to maximise both private and public investment in the area.