Airedale Corridors
The Masterplan One Year On
Airedale Masterplan

The launch of the Airedale Masterplan in March 2005 triggered a £2bn regeneration programme that will shape the Valley and position it as a key economic component of the city region.

Progress to date has been exhilarating with the document embedded in strategic planning, transport and economic strategies and policy at regional and city region level. Property markets are rising fast in all sectors encouraging new residents to settle and businesses to invest in Airedale. Funding from Yorkshire Forward, Central Government and other bodies has been secured and is already being invested in strategic projects.

The concepts of Rural Backdrop and the Creative, Connected and Lifestyle Corridors established themes for investment and provides a framework that allows everyone to take a stake in the regeneration of Airedale. This integrated process has caught the imaginations of many different and influential organisations including British Waterways, Yorkshire Water, Network Rail, Metro, Airedale Hospital and local businesses.
Embedding the Strategy

Work has gone on behind the scenes embedding the strategy into regional policy that gives the Masterplan credibility and a basis for co-ordination and leverage of investment and action.

- At a regional planning level Airedale has been identified as a priority location for employment and regeneration. The individual towns of Keighley, Bingley and Shipley are sustainable locations for new jobs and housing that will support the city region.

- Pivotal to the Airedale Masterplan was the area’s role as a hub for commercial research and development. This role has been supported strongly by Yorkshire Forward through the development of the Advanced Digital Institute. The Regional Economic Strategy sets out a clear agenda for the Bradford District where Airedale is identified as a priority.

- A new transport vision for the city region has emerged based on an integrated set of transport outcomes and priorities. This is developing into a transport investment plan that will determine expenditure on key projects over the next few years. Key projects that have emerged form the Airedale Masterplan including the dualling of Hard Ings, Shipley Interchange and Shipley Eastern Link Road and the Leeds Bradford International Airport rail link.
Moving Markets

The private sector is critical to the delivery of the Masterplan. Partnership with the private sector is vital to delivering the quality and scale of regeneration underpinned by strong market demand that generates confidence.

- The desire to purchase property for business is still strong but there is also an emerging office rental market where rents have now risen to £16 per ft². A new office development at Aire Valley Business Park in Bingley has been taken up prior to completion, clearly demonstrating strong market demand for high quality new office accommodation.

- Keighley has a strengthening retail presence and commands rents of £80 per ft² higher than many typical UK market towns. New developments in Shipley and Bingley are typically mixed use schemes with cross-subsidy between residential developments and retail units.

- Demand for industrial accommodation is strong with businesses relocating to new and improved premises. High-tech manufacturing and precision engineering remains strong, particularly around Keighley.
• There is over £500m of private sector investment in new residential schemes currently being delivered or in the pipeline in the form of new apartments, mill conversions, family housing, residential care and key worker accommodation.

• The average house price in Airedale stands at £146,000 which is consistent with house prices across the region and represents value for money across a range of accommodation types.

• The increase in house prices in Airedale, a 41% rise since the inception of the Masterplan in 2003, is greater than its prosperous neighbour, Wharfedale. Airedale is becoming recognised as a highly desirable residential location and an excellent opportunity for investment.

House Price Increase Since Inception of Airedale Masterplan in (2003-2006)
Corridors Update

Rural Backdrop

• Yorkshire Water’s £65m investment in Esholt Treatment Works as part of the Freshwater Fisheries Directive will clean the River Aire to even higher standards. Planned investment in ‘fish passes’ by the Environment Agency will bring further benefits.

• The feasibility study into the re-opening of the Bradford Canal has been completed. Significant support has been achieved for this £50m project from the public and private sector. It is set to attract up to £1bn of investment between Shipley and Bradford city centre.

• Bradford Council has been recognised as a Beacon Authority for its provision of rural services, which meet the needs of the complex network of towns and villages throughout Airedale

Creative Corridor

• One of the largest employers in the valley, Airedale NHS Trust is building on its enviable record as best small hospital in the UK and establishing a new centre of excellence where it will pioneer new efficient ways of working and establish greater links with the surrounding economy.

• Bingley Grammar School has been awarded specialist status as a business and enterprise college and is forging links with the developers of the future Bingley Technology Park on the former auction market site opposite.

• The Tower Mill at Dalton Mills has been refurbished for new high quality business space at the heart of a new £24m mixed use scheme preserving and enhancing the heritage of the complex.
Connected Corridor

- The Quality Bus Corridor between Keighley and Bradford is in place with further improvements planned to the bus stops and services.

- The transformation of Leeds Bradford International Airport is underway with significant airport infrastructure improvements as part of a £30m investment programme along with new office and hotel developments.

- The £60m A650 Bingley Relief Road has benefitted Bingley. It has also opened up the northern end of the valley, in particular Keighley, for economic development.

Lifestyle Corridor

- Scaffolding around the town centres of Shipley, Bingley and Keighley are a sign of the rapid growth in popularity of town centre living.

- The exciting £60m Grove Mills mixed-use development is a first for Keighley supplying family homes, apartments, office space and a gymnasium as part of a new lifestyle concept for the town.

- Refurbishment of Bingley Five Rise Locks represents investment in development of one of the prime tourist attractions of Airedale. It follows on from the restoration of Dowley Gap Aqueduct on the Leeds & Liverpool Canal.
Projects Underway

Advanced Digital Institute
With a strengthening market for digital products and services the economy of Airedale is set for expansion. A Chief Executive of the Advanced Digital Institute (ADI) has been appointed and recruitment of design engineers is underway for this centre of excellence in commercial research and development. The ADI is already attracting the highest quality staff from around the world and will be a catalyst for the strengthening of existing companies and growing new businesses in the future.

North Street Keighley College Site
The existing North Street Keighley College site has been purchased by Yorkshire Forward and Bradford Council to facilitate the move of the College and secure the existing site for future development. Feasibility studies will be undertaken in 2007 to examine the opportunities for its redevelopment as a hotel, specialist retail and residential complex. This site at the heart of Keighley will rejuvenate the existing retail environment and transform the image and identity of the town.

Bingley Technology Park
The former Bingley Auction Market, Coolgardie Farm, and existing Castlefields Industrial Estate form a 40-acre opportunity for a high-tech business park. The sites are supported by excellent road and rail access and enjoy a thriving market town setting and proximity to the excellent specialist business and enterprise college in Bingley Grammar School opposite. It is the optimum location for new business in the valley. The owners of these sites are now preparing plans for how they might jointly drive the economy of Airedale.

The new “Don’t Tell Titus” restaurant in Saltaire reinforces the Lifestyle Corridor in Airedale.
Keighley Railway Station

Funding for a scoping study for station refurbishment has been secured and is to be undertaken in Autumn 2006. This study will look to optimise the relationships with the Keighley and Worth Valley Railway and engage with new developments surrounding the site. The delivery of a new gateway to Keighley will attract the town’s new residents and reinforce the town’s position as a desirable commuter destination.

Shipley Eastern Link Road and Shipley Interchange

Preliminary road options and designs for the Shipley Eastern Link Road are being considered in conjunction with improvements to Canal Road. Coupled with the reopening of the Bradford Canal, land is released to regenerate Shipley Station as a new state-of-the-art transport interchange. Shipley is a significant transport hub for the city region, as shown in the Transport Vision, reinforcing its case for investment.

Airedale One Year On

Airedale one year on from the launch of the Masterplan has made enormous progress, but much remains to be done. Support for pioneering developers and investors is essential in the form of infrastructure development and town centre renewal. The outlook for Airedale remains extremely positive.
One Year on Airedale Corridors

For further information or a copy of the full Masterplan:

Tel: 01535 618095
www.airedalepartnership.org