

NOTTINGHAM CITY COUNCIL

CITY CENTRE FORUM

MINUTES of the meeting held at Loxley House on 22 February 2016 from 3.34 pm - 4.57 pm

Membership

Present

Jeff Allen (Vice Chair)
Councillor Jim Armstrong
Councillor Merlita Bryan
Councillor Chris Gibson
Councillor Dave Liversidge
Councillor Nick McDonald
Councillor David Mellen
Councillor Anne Peach
Tom Waldron-Lynch
Jane Wealthall (substitute for Kathryn Neilson-Davis)
Nigel Wheatley (substitute for Janine Bone)

Absent

Janine Bone
Councillor Michael Edwards (Chair)
Simon Gray
Councillor Brian Grocock
Councillor Nicola Heaton
Kathryn Neilson-Davis
Inspector Shaun Ostle
Chris Sinclair
Jennifer Spencer
Councillor Jane Urquhart

Colleagues, partners and others in attendance:

Eddie Curry	- Head of Parks and Open Spaces, Nottingham City Council
Simon Hall	- Business Growth Manager, Nottingham City Council
Steve Hunt	- Traffic and Road Safety Manager, Nottingham City Council
Catherine Mayhew	- City Centre Co-ordinator, Nottingham City Council
Nick Max	- Citizen
Kathy McArdle	- Creative Quarter
Kirstie Newell	- Senior Officer, Traffic and Safety, Nottingham City Council
Sarah Thursfield	- Experience Nottinghamshire
Lee Walker	- Nottingham BID
Laura Wilson	- Governance Officer, Nottingham City Council

18 APOLOGIES FOR ABSENCE

Councillor Michael Edwards – personal
Councillor Brian Grocock – other Council business
Councillor Nicola Heaton – personal

Janine Bone – Intu (Nigel Wheatley substituting)
Kathryn Neilson-Davis – Nottingham BID (Jane Wealthall substituting)
Chris Sinclair – Nottingham Means Business

19 DECLARATIONS OF INTERESTS

None

20 MINUTES

The Forum confirmed the minutes of the meeting held on 23 November 2015 as a correct record, subject to the following amendments, and they were signed by the Chair:

- (a) listing Kathryn Neilson-Davis as a present member, rather than under colleagues, partners and others in attendance, as she is a BID representative;
- (b) removing Steve Pashley from the absent member list, as he is no longer a member;
- (c) listing Councillor Jim Armstrong as an absent member and recording his apologies.

21 BROADMARSH SCHEME TRANSPORT IMPROVEMENTS

Steve Hunt, Traffic and Road Safety Manager, gave a presentation on transforming the Broadmarsh area and highlighted the following points:

- (a) it is being done to create a transformed southern gateway to the city, and to boost the local economy by £1.1 billion GVA per annum with:
 - 2,900 more jobs, with local training and recruitment;
 - 3 million more annual visitors to experience new retail, education, and leisure facilities;
 - a restored city centre profile and reputation;
 - over half the catchment area shopping in Nottingham, up from one third;
 - a £25 million tourism spend benefit per annum;
- (b) via a £250 million co-ordinated programme (Phase 1 2016-20):
 - new buildings will be built and existing buildings will be improved for shopping, leisure and learning;
 - a vibrant daytime and evening economy will be encouraged;
 - the city centre will be improved and top quality public realm will be created;
 - heritage led tourism in the Castle Quarter will expand;
- (c) the transformation also includes:
 - the redevelopment of Intu Broadmarsh;
 - 1,150 improved car parking spaces;
 - a new skills hub for 18,750 students;
 - improving the Castle as a national attraction, with over 500,000 visitors per annum;
 - modernised facilities for 20,000 bus passengers each day;
- (d) phase 1 projects include:
 - redevelopment of Intu Broadmarsh to link the station with the city centre;
 - extending the fashion offer on Drury Walk;

- a refurbished high quality Broadmarsh car park and bus station, with cafés and commercial space;
 - a skills hub;
 - transforming Collin Street with shops, cafés, landscaping, water features, and public art;
 - a new cinema and restaurant offer, with an entrance to the pedestrianised Collin Street and Middle Hill;
 - modernising Carrington Street, with improved an street and frontages;
- (e) to complement the major developments:
- there will be a co-ordinated programme of works to pedestrianise or provide pedestrian priority in attractive north-south and east-west routes;
 - bus and vehicular traffic will be relocated to appropriate alternatives;
 - transport impacts have been fully and transparently assessed;
 - there will be pedestrian priority junctions;
 - there is potential for a future tram stop;
 - the station hub and the tram/train interchange has been completed;
 - pedestrianising Collin Street will link the Creative Quarter with the Castle Quarter, with landscaping and attractive buildings;
 - there will be improved road crossings at Carrington Street/Canal Street to create a clear, safe and attractive walkway;
 - the Station Street pedestrianisation will create places for cafés, stalls and people;
- (f) with regard to traffic:
- traffic flows on the Southern Relief Route will increase, but flows on Maid Marian Way will reduce;
 - congestion of the Southern Relief Route will increase at peak time, causing some traffic to redistribute to other roads;
 - the city's road system will work, although some journey times will increase by a couple of minutes;
 - there will be some initial disruption but this will be minimised by informing drivers of the changes and alternatives;
 - alternatives will include the improved Ring Road;
 - city centre through traffic will reduce as more traffic uses the wider road network, taking different routes, for example, along the Boulevards and the upgraded Ring Road;
 - the Southern Relief Route will become the primary alternative route for east-west traffic still going through the city centre;
 - north-south traffic levels are maintained but congestion is reduced by increasing the number of southbound lanes on Wilford Street/Wilford Road;
 - use of the Broadmarsh and Arndale car parks will increase, and more people will use public transport, cycle or walk;
 - road safety will improve, noise will reduce, and air quality will improve;
- (g) new bus arrangements include:
- an improved, safer Broadmarsh bus station;
 - Collin Street stops moving to Canal Street;

- changes to routes, now being discussed with operators, to enable better pedestrian priority, public realm and air quality improvement, including:
 - the relocation of some services from Carrington Street to London Road and Wilford Street;
 - the relocation of Fletcher Gate/George Street services to Canal Street/Bellar Gate;
 - working with the bus companies on routing;
- (h) the heritage led tourism project includes:
- - phase 1:
 - Castle improvements between 2017-19, including creating and improved visitor experience;
 - creating new tourism opportunities, eg, Castle Road;
 - phase 2:
 - completion of the project and opening up the view and access to the Castle;
- (i) the transformation project as a whole will:
- be the biggest regeneration project in the city in the next five years;
 - transform the southern city centre;
 - be a hugely important impact on the local economy, particularly for job growth in construction, retail, tourism, hospitality, and education.

The following comments were made during the discussion:

- (j) the city centre needs to be a destination rather than a through route, but it is important not to deter people coming to the city centre;
- (k) it is a huge project that the city has needed for some time, that needs to be development of the whole area, rather than just the shopping centre;
- (l) the proposals for traffic have been thoroughly thought through and are achievable, but the development is still in consultation, so they are open for debate;
- (m) the project will involve lots of roadworks so it is important that the timing and diversions are right;
- (n) the BID is working closely with the Council on the changes to the accessibility of the city, and all methods of transport need to work;
- (o) some proposals require more work and consultation to ensure they are right before they can get underway;
- (p) there is concern that there could be an increase in traffic on the eastern side of the city, eg, around Sneinton Market;

- (q) it is important to make sure that the main traffic routes work to ensure that motorists don't start using residential streets that aren't designed for heavy traffic;
- (r) there will be a semi-competitive process for the design of the public realm.

22 GOOD TO GREAT CREATIVE LIGHTING PROJECT - STATION STREET

Eddie Curry, Head of Parks and Open Spaces, gave a presentation on the Station Street lighting installation and highlighted the following points:

- (a) the Council has appointed Jo Fairfax, who is internationally renowned for his lighting work. It will be his first time working in Nottingham, but he will be creating a bespoke installation in Station Street;
- (b) there will be interactive lighting triggered by the tram crossing over the Station Street bridge, with the projection of a poem under the bridge, with the capacity to change the words regularly, which will:
 - be five word poems selected randomly or programmed;
 - link to the City of Literature – UNESCO status;
 - allow the Council to work with schools for poems to use;
 - enable the use of work by local poets, such as Byron and Lawrence;
 - allow the Council to work with poets from other UNESCO cities;
 - contribute to a feel and sense of place;
- (c) the movement of the tram will activate a gentle ripple of light that connects the 2 bridges together. It's activated by movement in and out of the station and can be programmed to respond in several ways;
- (d) lace motifs linking to the city's past industrial heritage will be used on the Canal bridge;
- (e) the work should be installed in April and May 2016, with a lifespan of 10-15 years.

23 NOTTINGHAM BID - FIVE YEAR BUSINESS PLAN

Lee Walker, Nottingham BID, gave a presentation on the Nottingham BID five year business plan and highlighted the following points:

- (a) there has been a BID in Nottingham for the last 7 years. There was originally a leisure BID and a retail BID, but these combined in 2012;
- (b) in the first 5 years the BID delivered in 3 key areas:
 - licensing – Best Bar None Awards, taxi marshalling, street pastors, etc;
 - place management – wicker sculptures, street ambassadors, keeping toilets open late, etc;
 - place marketing – Winder Wonderland, 48 hours of fashion, food and drink events, etc;

- (c) the BID 2 2016-2020 has expanded to take in the office and student sector, as well as retail and leisure, and will be working in 4 key areas:
- promoted city:
 - working with partners and putting businesses at the heart of marketing the city;
 - joined up working to make the offer clear for consumers;
 - increasing food and drink events;
 - joined up marketing for Christmas and later night shopping;
 - managed city:
 - ensuring that it is a clean, safe, tidy and welcoming place during the day and night;
 - improving the Best Bar None Awards to create a hallmark of standards;
 - maintaining the Purple Flag status;
 - increasing the funding for street pastors;
 - continuing taxi marshalling and other transport promotions;
 - continuing street ambassadors at key events and times;
 - a retail scheme during the day to ban offenders from all stores;
 - working city:
 - involving the student and office sector;
 - looking at employee retention within the office sector and the possibility of bespoke reward schemes for working in the city;
 - parking and transport facilities;
 - independent city:
 - setting up an advisory group to look at funding for the independent sector and how it is managed.

24 EUROPEAN ENTERPRISE PROMOTION AWARD: CREATIVE QUARTER - WINNER OF IMPROVING THE BUSINESS ENVIRONMENT

Kathy McArdle, Creative Quarter, gave a presentation on the achievements of the Creative Quarter and highlighted the following points:

- (a) the mission is to make Nottingham a great environment in which enterprise can flourish, and in which to start, grow and sustain a creative innovative business;
- (b) in 2.5 years the Creative Quarter has:
- supported 850 businesses;
 - been involved in the creation of 650 jobs;
 - gave 35 Creative Quarter business loans;
 - enabled £4.8 million direct investments in SMEs;
 - helped create 83 apprenticeships;
 - enabled 20 businesses to benefit from Vacant Shops Grant;
 - transformed the streetscape in Hockley;
 - attracted new businesses into the area;
 - helped enable and promote the development of Cobden Chambers;
 - widened the pavements in Broad Street;
 - helped 37 businesses with digital connectivity improvements for high speed broadband;

- been involved in the promotion and marketing of Sneinton Market, and will be moving into a unit in the market;
 - attracted 110,000 visitors to the area through the CQ events programme, with a £3.72 million visitor expenditure;
- (c) the Creative Quarter has a strong brand and identity, and has produced and 'Explorers Guide to the Creative Quarter' which has been very popular;
- (d) in October 2015 the Creative Quarter won an Enterprising Britain Award for Improving Business Environments, which led to a nomination for European Enterprise Promotion Award, which it won in November 2015;
- (e) the Creative Quarter won the European Enterprise Promotion Award for Improving the Business Environment due to:
- imaginative policy changes and use of policy instruments;
 - grass roots and practical initiatives to support entrepreneurs;
 - evidenced vision;
 - strategic use of European funds for sustainable development;
 - a people focussed creative approach to urban innovation;
 - public/private sector partnership;
- (f) the next steps for the Creative Quarter include:
- consolidating the events programme;
 - establishing a BID subgroup for independents;
 - producing a three year report;
 - inward investment with the PMO;
 - a property action plan;
 - D2N2 sector support for creative digital industries;
 - a Social Enterprise Place;
 - a cultural framework and cultural education partnership;
 - to pedestrianise Hockley;
- (g) challenges include:
- anti-social behaviour;
 - building a national and international reputation;
 - listed buildings requiring major investment and imagination;
 - more investment is required is soft infrastructure – articulture.

The following comments were made during the discussion:

- (h) there are ongoing discussions with the owners of some of the listed buildings in the city to bring them back into use, and a bid is being submitted to possibly establish a CQ Action Fund to help refurbish some buildings;
- (i) loyalty schemes across independent shops could be investigated to attract customers;
- (j) there is ambition to make the area greener and a voluntary scheme to achieve this is being developed.