



NOTTINGHAM CITY COUNCIL
CITY CENTRE FORUM

Date: Monday 26 September 2016

Time: 3.30 pm

Place: LB 31-32 - Loxley House, Station Street, Nottingham, NG2 3NG

Councillors are requested to attend the above meeting to transact the following business

Corporate Director for Resilience

Governance Officer: Laura Wilson **Direct Dial:** 0115 8764301

1 APPOINTMENT OF VICE-CHAIR

2 APOLOGIES FOR ABSENCE

3 DECLARATIONS OF INTERESTS

4 MINUTES

Last meeting held on 22 February 2016 (for confirmation)

3 - 10

5 NEW PLACE MARKETING ORGANISATION AND THE VISITOR ECONOMY PRIORITIES

Presentation by Maureen McAllister, Experience Nottinghamshire

6 GOOD TO GREAT CITY CENTRE PROJECTS

Presentation by Eddie Curry, Head of Parks and Open Spaces

7 CYCLING PROPOSALS FOR THE CITY CENTRE

Presentation by Keith Morgan, Principal Transport Planner

8 DATES OF FUTURE MEETINGS

To consider meeting at 3.30 pm on the following Mondays:

28 November 2016

27 February 2017

IF YOU NEED ANY ADVICE ON DECLARING AN INTEREST IN ANY ITEM ON THE AGENDA, PLEASE CONTACT THE GOVERNANCE OFFICER SHOWN ABOVE, IF POSSIBLE BEFORE THE DAY OF THE MEETING

CITIZENS ATTENDING MEETINGS ARE ASKED TO ARRIVE AT LEAST 15 MINUTES BEFORE THE START OF THE MEETING TO BE ISSUED WITH VISITOR BADGES

CITIZENS ARE ADVISED THAT THIS MEETING MAY BE RECORDED BY MEMBERS OF THE PUBLIC. ANY RECORDING OR REPORTING ON THIS MEETING SHOULD TAKE PLACE IN ACCORDANCE WITH THE COUNCIL'S POLICY ON RECORDING AND REPORTING ON PUBLIC MEETINGS, WHICH IS AVAILABLE AT WWW.NOTTINGHAMCITY.GOV.UK. INDIVIDUALS INTENDING TO RECORD THE MEETING ARE ASKED TO NOTIFY THE GOVERNANCE OFFICER SHOWN ABOVE IN ADVANCE.

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.

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