

## 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.