DRAFT - Bristol's High Streets/Local Centres Action Plan

Introduction

The National Planning Policy Framework highlights the importance of vibrant high streets/local centres. The Bristol Core Strategy provides the spatial and planning framework for supporting the city's 47 high streets/local centres (see pages 2 and 3). High streets/local centres are a priority within the Council's Corporate Plan. Locally, Neighbourhood Partnerships are showing an increasing interest in the economic health and the role high streets/local centres play in the community.

Our vision for high streets/local centres is to act as hubs which include office/business, education, training, leisure and cultural uses, as well as retail, providing access to jobs within local neighbourhoods. This will help reduce the need to travel and create a better environment, in line Bristol as European Green Capital in 2015.

Our approach is focused on partnership working, using resources in a smart and coordinated way to focus on the high streets/local centres being more diverse and responsive to change, working together to create connected, enterprising, creative and green centres:

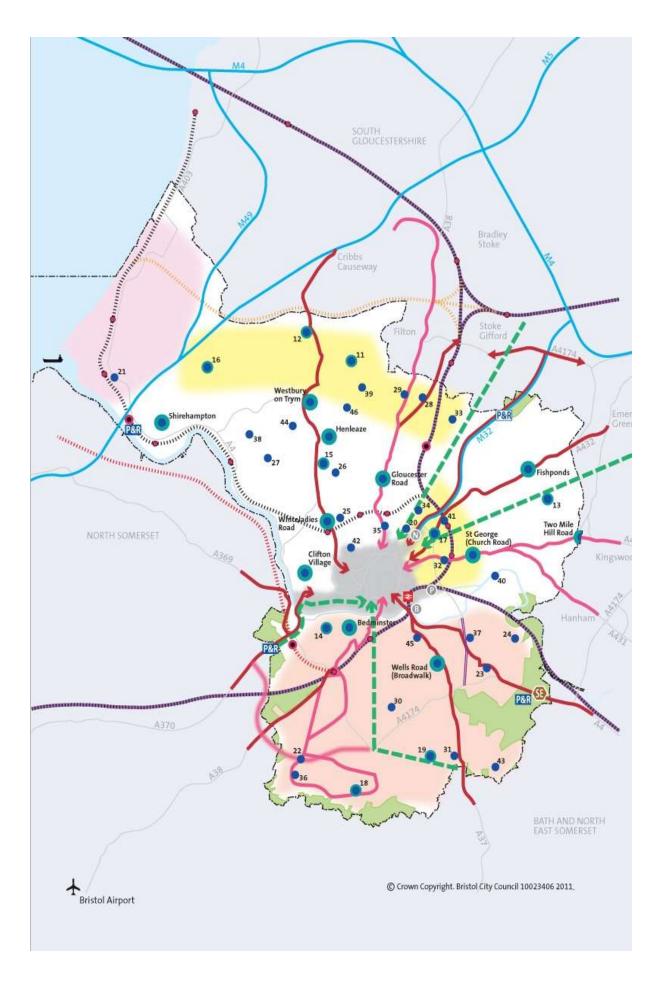
- Connected hub of local communities; places for social exchange, accessible; getting businesses online and taking advantage of digital/mobile technology; places where people live, businesses, landlords, property agents and community groups working together.
- Enterprising creating new enterprise and employment opportunities; training and business support; safe, accessible and attractive to provide business investment confidence.
- Creative open to innovative ideas; opportunities for training and learning; providing cultural activities through art and events.
- Green sustainable transport; providing access to local food and other local products/services; and green business practices.

The issues impacting high streets/local centres have been well documented over the last 4-5 years, including the Government's review of high streets carried out by Mary Portas and the Grimsey Review. The 2014 report 'Evolving High Streets: Resilience & Reinvention' by the University of Southampton and the Economic & Social Research Council notes that the recession exposed and reinforced longer-term underlying forces of change which had been reconfiguring UK high streets for some time – the progressive rise of online shopping; the long-term, cumulative impacts of out-of-town development and changes in consumer behaviour in terms of re-evaluating convenience shopping.

One measure of the economic health of Bristol's high streets/local centres is the retail property vacancy rate. Business Rates data can be used as an indication; in January 2015 the rate was 7.2% across the city. The rate for individual high streets/local centres currently ranges significantly from 0% to 23%.

Key Diagram

	Bristol City Council Boundary	Tow	n Centres		
	Green Belt area	1	Bedminster		
	City Contro	2	Clifton		
	City Centre • Mixed commercial development	3	Fishponds		
	Redevelopment opportunities: Broadmead	4	Gloucester road		
	Nelson Street and St James Barton	5	Henleaze		
	• 7400 homes	6	Shirehampton		
	 Around 150,000 m² office floorspace 	7	St George (Church Road)		
	South Bristol • Economic, social and physical regeneration	7a	Two Mile Hill Road (part of Kingswood town centre)		
	• 8,000 homes	8	Wells Road (Broadwalk)		
	Around 60,000 m² office floorspace	9	Westbury-on-Trym		
	Up to 10 ha industry and warehousing	10	Whiteladies Road		
	Regeneration Areas		District Centres		
	Economic, social and physical regeneration	11	Arneside Road (Southmead)		
	Northern Arc, Inner East	12	Crow Lane (Henbury)		
	Avonmouth/Bristol Port	13	Lodge Causeway		
	 Industry and warehousing 	14	North Street (Southville)		
•	Proposed extensions to City Centre	15	North View (Westbury Park)		
8	Newfoundland Street - Mixed use	16	Ridingleaze (Lawrence Weston)		
ĕ	St Philips (Part) - Mixed use	17	Stapleton Road		
0	Bath Road - Mixed use	18	Symes (Hartcliffe)		
SE	Contingency for future development in	19	Whitchurch (Oatlands Avenue)		
	southeast Bristol	Loca	Local Centres		
	Up to 800 homes	20	Ashley Road/Grosvenor Road		
	T	21	Avonmouth Village		
	Transport	22	Bishopsworth		
	Proposed Showcase Bus Corridor	23	Brislington		
	Existing Showcase Bus Corridor	24	Broomhill Road/Fermaine Avenu		
	Motorway network	25	Chandos Road		
	Other existing highway	26	Coldharbour Road		
_		27	Druid Hill Stoke Bishop		
	South Bristol Link Phase 1 and 2 (options subject to consultation)	28	Filton Avenue		
E 41	Maria and Maria	29	Filton Road		
	Callington Road Link & Associated Highway Improvements	30	Filwood Broadway		
		31	Gilda Parade		
P&R	Proposed M32 Park and Ride (location to be determined)	32	Lawrence Hill		
000		33	Lockleaze (Gainsborough Square		
P&R	Existing and expanding Park & Ride sites	34	Mina Road		
*	Temple Meads Station	35	Picton Street		
	Possible new stations	36	Queens Road (Withywood)		
0	Existing stations	37	Sandy Park Road		
	Greater Bristol Metro Rail Project	38	Shirehampton Road		
		39	Southmead Road		
шш	Existing passenger rail routes	40	St Anne's Road		
нини	Reopening of Portishead rail line for passenger	41	St Marks Road		
	use	42	St Michaels Hill		
111111111	Reintroduction of passenger rail services on the	43	Stockwood		
	Henbury Loop (longer term aspiration)	44	Stoke Lane		
	Proposed rapid transit (indicative)	45 46	Totterdown Wellington Hill West/Southmead		
_	Bristol Port		Road		



A High Streets/Local Centres Action Plan is in development, the latest draft is below. The Action Plan has six strategic themes:

- Supporting and co-ordinating activity
- Planning and Property
- Transport
- Business support and training
- Building business and community collaboration
- Business development and marketing

Actions carried out and supported during 2013/14 were presented to the Sustainable Development & Transport Scrutiny Commission in March 2014. Feedback on the actions was positive. The main issues raised were:

- Effective Town Teams or Business/Traders' Associations are essential to getting things done. More capacity within the council is needed to act as a catalyst for action, provide support and ongoing liaison.
- High level of business rates national schemes in place to assist, including those which came into place from April 2014.
- A need to share best practice across the city.
- Markets are a regeneration tool. Guidance on establishing a market would be beneficial.

The Cabinet Member for Place was briefed in May 2014. Since late June 2014, the Council has employed additional capacity to support the delivery of actions by the community, businesses, support organisations and within the Council. This resource is currently committed until April 2016.

There are twenty seven actions in the draft Action Plan, a number of which are already underway.

Much of Bristol's past and current work in this field is regarded as good practice. During 2014 and 2015 Bristol has been part a national research project looking at the future of high streets up to 2020.

There has been a growth in the number of groups (Town Teams, Business/ Traders' Associations) collaborating with others (e.g. Neighbourhood Partnerships) for the benefit of the high street/local centre they are located in.

- Do you have any comments on the policy context in terms of working together to create connected, enterprising, creative and green high streets/local centres?
- Are there actions your organisation is delivering that should be included in the Action Plan?
- What are your 3 top priorities?
- Do you have resources (time/funding/linked projects) that could help deliver the Action Plan?

All comments welcome. Please email to <u>jason.thorne@bristol.gov.uk</u> by 20 March 2015.

Draft actions by theme

Strategic themes and actions	Who (see key at bottom)	When	Notes	
Supporting and co-ordinating activity				
1. Develop City Team to inform long-term coordination plan, including identification of priority high streets/local centres	BCC, DB, BW, FSB, BITC, CoBC, BI, BP, BRAVE	April 15	- Need to agree indicators.	
2. Bristol Shopping Quarter management and marketing, with a city team to address future developments and investment	DB, The Galleries, Cabot Circus, BCC	Ongoing	 Supported by BCC and through Business Improvement District. Survey of Bristol Shopping Quarter businesses underway. Also see action 6. 	
3. Night Time Economy Plan	BCC, Police, DB and others	TBC Purple Flag – ongoing	- Purple Flag awarded for night time economy in the city centre.	
4. Support Business Improvement Districts (BID)	BCC	Ongoing	 Four existing: Broadmead, Clifton, Bedminster, Gloucester Road. DB are working towards setting up a new BID for the City Centre (including Old City, Park Street, Centre Promenade and parts of Harbourside). 	
5. Produce Street Operations Guidance	BCC	Oct 15	- Tables/chairs guidance in development.	
Planning and Prope	erty			
6. Central Area Plan adopted	BCC	March 15		
7. Site Allocation and Development Management policies adopted	BCC	July 14		
8. Support development of Neighbourhood Development Plans (NDPs) and their delivery	BCC	Ongoing	- NDPs including high streets/local centres include Knowle West, Lockleaze, Lawrence Weston, Old Market.	
9. Carry out study of residential/workspace development opportunities	BCC/UWE	April-June 15	- Case studies will focus on Bedminster and Church Road (St George/Redfield).	
10. Monitor property vacancy levels	BCC	Ongoing – once a quarter	- Receive Business Rates data on a quarterly basis.	

11. Respond to business enquiries (including popups)	BCC/IIBB	Ongoing	
Transport			
12. Implement Resident Parking Schemes and associated parking provision	BCC	Underway	www.bristol.gov.uk/rps
13. Better promote range of travel modes, accessibility and corporate travel schemes	BCC, BIDs, Town Teams, Business/ Traders' Associations, transport operators	TBC	
14. Promote alternative delivery methods e.g. freight consolidation, cycle deliveries	BCC and businesses	Ongoing	
Business support a	nd training		
15. Promote training, business support, finance and rate relief opportunities	BCC	Ongoing	 - www.bristol.gov.uk/highstreets due to go live early March 15. - Weekly Items of Interest email. - @ShopLocalBris Twitter has 13,800 followers.
16. Promote procurement opportunities and the local supply chain	BCC, FSB, BP and others	Ongoing Meet the Buyer – June 15 Business Guide and it's local mobile site – March 15	- See @Supply_Bristol Twitter - Real Economy project operated by Bristol Pound
17. Run High Street/Local Centres business support event	BCC, DB, FSB, CoBC, CIM, GA	March 15	- Bristol's Enterprising High Streets event taking place on 12 March 15
18. Promote work experience, apprenticeships, employment and skills development opportunities	BCC, DWP, CoBC	Ongoing	- Jobs Fairs in Feb, June and Oct www.ways2work.org.uk
19. Update business start-up and development toolkit	BCC, businesses, traders' groups, business support agencies, banks	Ongoing	

Building business	and commu	nity collab	ooration	
20. Liaison with BIDs, Town Teams, Traders'/ Business Associations and Neighbourhood Partnerships (where high streets/local centres a priority) on improvements, business support, funding	BCC	Ongoing	- Weekly Items of Interest email.	
21. Form citywide High Streets Forum	BCC, BIDs, Town Teams, Business/ Traders' Associations	April 15		
Business developn	nent and ma	rketing		
22. Improve Broadband connectivity and internet access for businesses	BCC	Ongoing	- Bristol businesses can apply for up to £3,000 Connection Voucher.	
23. Run Bristol Pound local currency scheme	BP, BCU	Ongoing	- BCC part of EU DigiPay4Growth project and providing support – business rate/council tax payments, staff pay, procurement 800 businesses trading with the currency (539 members) as at 31 Dec 14.	
24. Promote and support Independents Day (July) and Small Business Saturday (December)	BI, BP, FSB, businesses, BCC, DB	Ongoing		
25. Organise and support Make Sunday Special events	BCC	May-Oct 15		
26. Update guidance on establishing a market	BCC, market operators	March 16		
27. Promote Green Capital and related initiatives e.g. Go Green, Fair Trade City, Close the Door, Bristol Good Food.	BCC, DB, FSB	Ongoing		

BITC:	Business in the Community	BCC:	Bristol City Council
BCU:	Bristol Credit Union	BI:	Bristol Independents
BP:	Bristol Pound	BW:	Business West
CIM:	Chartered Institute of Management	CoBC:	City of Bristol College
DWP:	Department for Work and Pensions	DB:	Destination Bristol
FSB:	Federation of Small Businesses	GA:	Growth Accelerator
IIBB:	Invest in Bristol and Bath	UWE:	University of the West
			of England
IIBB:	Invest in Bristol and Bath	UWE:	,