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| <b>GROWTH, ENVIRONMENT AND RESOURCES<br/>SCRUTINY COMMITTEE</b> | <b>AGENDA ITEM No. 5</b> |
| <b>1 MARCH 2022</b>   | <b>PUBLIC REPORT</b>     |

|                                |   |                   |
|--------------------------------|---|-------------------|
| Report of:                     | Adrian Chapman, Executive Director Place and Economy  |                   |
| Cabinet Member(s) responsible: | Cllr Peter Hiller, Cabinet Member for Strategic Planning and Commercial Strategy and Investments<br>Cllr Lynne Ayres, Cabinet Member for Children’s Services, Education, Skills and University<br>Cllr Marco Cereste, Cabinet Member for Digital Services and Transformation. |                   |
| Contact Officer(s):            | Emma Gee, Assistant Director Growth and Regeneration  | Tel. 01733 863891 |

**CITY CENTRE AND UNIVERSITY UPDATE**

| RECOMMENDATIONS   |                                  |
|---|----------------------------------|
| <b>FROM:</b> Adrian Chapman, Executive Director Place and Economy   | <b>Deadline date:</b> <i>n/a</i> |
| It is recommended that the Growth, Environment and Resources Scrutiny Committee notes and comments on the contents of the report. |                                  |

**1. ORIGIN OF REPORT**

1.1 This report is provided to update the Scrutiny Committee on council activity relating to a new university for Peterborough and the city centre.

**2. PURPOSE AND REASON FOR REPORT**

2.1 This report is provided at the request of the Scrutiny Committee to update them on council activity relating to a new university for Peterborough and the city centre.

2.2 This report is for the Growth, Environment and Resources Scrutiny Committee to consider under its Terms of Reference Part 3, Section 4 - Overview and Scrutiny Functions, paragraph No. 2.1 Functions determined by Council:

4. Economic Development and Regeneration including Strategic Housing and Strategic Planning

2.3 This report provides an update on progress towards a university for Peterborough and activity in the city centre during the pandemic.

**3. TIMESCALES**

|   |           |                                  |     |
|---|-----------|----------------------------------|-----|
| Is this a Major Policy Item/Statutory Plan? | <b>NO</b> | If yes, date for Cabinet meeting | N/A |
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## 4. BACKGROUND AND KEY ISSUES

### 4.1 New University: ARU Peterborough

- 4.1.1 Project partners Cambridgeshire and Peterborough Combined Authority (CPCA), Peterborough City Council (PCC), and Anglia Ruskin University (ARU) are collaborating to establish a new University for Peterborough to increase the skill levels of local people through the establishment of a range of teaching facilities, and to increase highly skilled employment opportunities by developing an innovation ecosystem around the university, focused on opportunities in the global net zero transformation.
- 4.1.2 A new University will make a substantial positive economic impact in Peterborough and the wider sub-region, enabling the region and the UK to compete in an ever more dynamic global economy through innovation and creating knowledge-intensive businesses. It will deliver significant cultural and social benefits.
- 4.1.3 Expanded Higher Education provision will be an essential component in realising ambitions to establish the foundations for raising aspirations and attainment, support business skills needs, improve productivity; stimulate structural economic change and enhance well-being.
- 4.1.4 The top-line objectives for the new University are:
- Improve access to higher education skills and address Peterborough's skills deficit
  - Improve access to better quality jobs and improve access to better quality employment, helping to reverse decades of relative economic decline, and increasing aspiration, wages and social mobility for residents.
  - Make a nationally significant contribution to Government objectives for levelling up, increase regional innovation, and accelerate the UK's net zero transformation.
  - Accelerate the renaissance of Peterborough.
  - Translate the resulting increase in individual opportunity, prosperity and social mobility into outcomes across wellbeing, health and healthy life expectancy from the programme, and on into people living happier, healthier lives.
- 4.1.5 The university will support local people to access opportunities for quality long-term employment and support local businesses to grow by making it easier to hire skilled employees and invest in innovation. A central feature of the programme's approach is that intervening to raise local skills levels at the same time as raising demand for skilled workers is more likely to succeed than trying to raise one at a time and helps ensure that more of the programme's benefits accrue locally. Intervening strategically to concurrently raise local skill levels and local demand for skilled workers will enable Peterborough to enact a step-change to a new equilibrium as a highly skilled and high tech economy, with local demand for skilled workers met by local residents.
- 4.1.6 The establishment of a University for Peterborough is a 10-year programme to catalyse the region's transformation. It will provide improved access to better quality skills and improved access to better quality employment. The resulting increase in wellbeing, health and healthy life expectancy means people living happier, healthier lives.
- 4.1.7 The programme is already underway, with action happening at pace and scale. Three phases of the university campus creation have secured approximately £75m of funding in two years, and Phase two is already under construction, with the first teaching building due to open to 2,000 students in September 2022. These phases of the programme are:

**Phase 1:** First Teaching Building, currently under construction - Establish the ARU Peterborough campus in the city via the first teaching building, providing space for 2,000 students from September 2022 and 3,000 in total, studying Art and Design, Creative and Digital, Environment Management, Engineering, Health & Social Care, Education and Management and Finance.

**Phase 2:** Peterborough Research and Innovation Incubator, currently under construction - Build a base of innovative and collaborative start-ups to support bottom up development of the

innovation ecosystem: 20 high tech start-ups and scale-ups building an indigenous innovation ecosystem specialising in net zero technologies in an innovation incubator on the University campus with Photocentric as anchor tenant, to developing new 3D printed battery technology for vehicles and generating jobs for graduates to enter in the local innovation ecosystem.

**Phase 3:** Second Teaching Building and Living Lab, for which funding has been secured - Grow the University campus via a second teaching building supporting 1,000 more students from 2024/25 and 1,750 more students in total, expanding its curriculum into STEM fields and embedding the University in Peterborough through the Living Lab and Cultural Quarter. The Living Lab will be a public-facing, high-quality interactive science centre for Peterborough with public space for exhibitions and events, designed to stimulate and inspire more young people into STEM sectors, particularly in net zero opportunities.

### **Later Phases**

- 4.1.8 The total university project has the potential to deliver, by 2030/31, 7,000 university enrolments per year and 1,890 additional graduates per year, while business support measures in Phase 2 and Phase 4 will see 70 start-ups/spin-outs created supporting 350 additional jobs, and 1,500 local businesses engaged over four years with 700 participating in innovation activities within the ecosystem established, generating a further 2,100 high-value jobs in the local economy.

A second phase of the University site development, a Research and Development building, is also on site and scheduled for completion on 15 December 2022. Photocentric will be an anchor tenant of the building. Several other established and start-up companies will also use the facility to develop cutting edge technologies linked to net zero carbon products. Investment for the new building will come in the form of £13.78m from the combined authorities Business Board Get Building Fund, with a further £2m coming from the private investor Photocentric Ltd. A separate property company PropCo 2 has been established to bring forward and take decisions

The proposed third phase and second teaching building of the University is a Cultural Hub and Living Lab which will house STEM (science, technology, engineering and mathematics) based teaching activities. The Living Lab received funding approval from the Department of Levelling Up and Communities in October 2021. Investment for the new building will come in the form £20m Levelling Up Funding, £4m from Anglia Ruskin University and £2m from the combined authority. The second teaching building will deliver capacity for a further 1700 students. It is anticipated that RIBA 2 design process will commence in mid-February 2022, with a view to submitting a planning application later this year. The building will be open for the September 2024 term.

### **Outline Planning Application for Campus**

- 4.1.9 The University Partners (Anglia Ruskin University, Combined Authority, Peterborough City Council) are working together to prepare an outline planning application to cover the wider expansion of the University in line with the proposals being prepared by PCC to regenerate the Embankment site. The OPA is scheduled for 2023.

### **4.2 Embankment Masterplan**

- 4.2.1 Peterborough City Council, on behalf of the Towns Fund, appointed Stantec and Barton Willmore to develop a masterplan for the Embankment. This area of Peterborough occupies a prime location alongside the River Nene, but it is under-utilised. At present the lack of a clear plan for the area means development runs the risk of not being joined up.

- 4.2.2 The views of the local community are central to the formation of this masterplan. Given the significance of the masterplan a wide-ranging public consultation was undertaken, over several months. The consultation process was fair and impartial with community and stakeholder feedback reported directly to the project team.

- 4.2.3 Although there is no statutory guidance on conducting consultation for a masterplan proposal, consideration was given to national and local guidance on involving communities in planning decisions, as well as adopting best practise used throughout the industry. It should also be noted that the process, and methods of engagement, were also dictated in part by the on-going pandemic.
- 4.2.4 The consultation process was split into two stages the first stage aimed to raise awareness of the masterplan development process, understand community perceptions of the area, and identify local aspirations and fears for its future. The second stage presents more developed proposals and again seek community feedback.
- 4.2.5 Meetings and discussions with local Stakeholders regarding the proposed development began in September 2021. The process of Consultation has involved the following activities and produced the following results:
- Local stakeholder meetings with amenity groups, residents associations and local businesses
  - Ongoing resident liaison and communication
  - Two stages of public consultation
  - 773 individuals registering for updates
  - 1,489 responses to the Stage 1 survey
  - 780 feedback forms completed online in Stage 2, 29 were completed in person
- 4.2.6 Over 2,000 local people have been directly engaged in the process through attendance at meetings, public exhibitions and presentations organised by the Community Engagement Project Team.

A range of different themes have been raised throughout the consultation process:

- Protection/enhancement/loss of green space
- Inclusion of an arena
- Safety and anti-social behaviour
- Children's play space
- Activating the river frontage
- Connection to the City centre
- Restaurants and bars

Results from the second stage of feedback:

- 88% of respondents agreed with the vision for the future of the Embankment
- Of the 4 options presented; option 3 was supported by 55% of respondents, with option 2 favoured by 16%, option 1 by 10% and option 4 by 3%

- 4.2.7 The draft 'Vision' for the Embankment looks to capture the scale of this ambition creating a place that will be part of the heartbeat of Peterborough, a place that everyone can enjoy. This vision is underpinned by four key principles/ambitions for the Masterplan:
- Reconnect the city to its riverside
  - Support the establishment of a university campus
  - Create a destination
  - Secure a high quality green blue environment (refers to green space and the river)

- 4.2.8 There are differing opinions across the city on what and how much change should be promoted on Embankment. The master planning team are balancing technical considerations of what is likely to be acceptable in planning terms across the embankment with the need to consider heritage, environmental and economic considerations. The process of updating the options and arriving at a preferred option or options is still ongoing. We anticipate Barton Wilmore will present

a report to PCC for consideration in March.

Specifically with regard to the university, partners and professional team are collaborating with Barton Willmore through the master planning process to explore the needs of a growing campus.

#### 4.3 **Future University Phases**

4.3.1 Alongside this, a Programme Business Case is in development to set out future phases of the university as the campus grows. The further phases identified over the medium term are as yet unfunded and are as follows.

4.3.2 **Phase 4:** Peterborough Research Institute & R&D Programme – Attract a major Research Institute onto the university campus in Peterborough to support bottom-up development of the innovation ecosystem focused on net zero technologies. The Research Institute will develop and lead an R&D Programme (the Peterborough and Fenland Innovate to Grow Programme) which will help to spread research from the Research Institute and its industrial members into local businesses, enabling collaboration in the ecosystem and creating opportunities for local businesses to link into the Research Institute’s global network of major net zero-focused businesses. The ultimate effect of this ‘top down’ approach to establishing an innovation ecosystem is to stimulate individual and supply chain based local business growth and attract more larger, higher value and knowledge intensive businesses into the region, growing local demand for higher-level skills, aligned to ARU Peterborough’s curriculum.

4.3.3 **Phase 5:** Third Teaching Building & Sports Science Facility – Expand further the teaching capacity with space for an additional 2,250 students on the embankment campus for a total student headcount of 7,000 by 2030/31, allowing the university to reach a critical mass. This Phase will include the relocation of the current Embankment Athletics Track to produce a Sports Science Facility in Peterborough. Like the Living Lab within the Phase 3 building, these sports facilities will be open to the public and play an active role in increasing sports and fitness engagement across the city

#### 4.3.4 **Outline Plans for Phase 4 To Deliver an Innovation-Ecosystem**

##### ***Place Based Innovation Is Key to Levelling-Up***

Changing the spatial distribution of economic growth and supporting an increase in innovation-based business growth in the north of the county, was a key recommendation from the Cambridgeshire and Peterborough Independent Economic Review giving rise to a key priority within the CPCA’s Local Industrial Strategy, to achieve this by:

*“Replicating and extending the infrastructure and networks that have enabled Cambridge to become a global leader in innovative growth, creating an economy-wide business support and innovation eco-system to promote inclusive growth.”*

As with several cities in recent years, the establishment of a university and associated innovation eco-system has produced new, local knowledge engines to raise productivity, innovation in addition to the knowledge intensity of products and businesses. However, replicating the “Cambridge Phenomenon,” that has taken decades to organically evolve and develop, requires a specifically designed and long-term programme of interventions that balance supply of improved human capital with the demand for it, created by indigenous and inward business growth, that is higher value, requiring higher level skills. Research is fundamental to achieving this - it produces the latest ideas and technologies that enable entrepreneurs to start up, existing businesses to scale-up; and for new tech-firms to spin-out of academic and research institutions.

Peterborough has been held back by a fragmented innovation ecosystem lacking a unifying focus, and a variety and breadth of international R&D taking place in the city, as seen in similar

cities such as Rotherham, Coventry, and Middlesbrough, possessing large scale research institutes. During the last two decades similar cities with economic and related social disparities across their boundaries, have made considerable progress in levelling up by employing the dual levers of expanding HE provision and establishing innovation eco-systems in their left-behind places. These initiatives expanded resources from established university centres and research clusters into places with potential, to simultaneously increase the supply of higher-level skills as well as the demand for them. Examples include the simultaneous strengthening of HE delivery and the establishment of innovation eco-systems in:

- Rotherham through establishment of the Advanced Manufacturing Technology Centre (AMRC <https://www.amrc.co.uk/>) and University Centre Rotherham (UCR) supported by Sheffield Hallam University and the University of Hull.
- Coventry through the establishment of The Manufacturing Technology Centre (MTC <https://www.the-mtc.org/>) and expansion of the University of Coventry.
- Middlesbrough through the establishment of the Advanced Manufacturing Park (AMP <https://teesamp.co.uk/>) and expansion of Teeside University.
- Sunderland through the establishment of Sunderland Software City as part of the national Digital Catapult Network (<https://www.sunderlandsoftwarecity.com/what-we-do/innovation-services/> and <https://www.proto.co.uk/article/9280/Immersive-Lab>), and expansion of The University of Sunderland.

All these combined university and innovation ecosystems provide a step change increase in HE provision, and provide highly impactful support to tech start-ups, SME scale-ups and large organisations integrating local firms into global supply chains for modern technology enabled products. In Peterborough however, a disconnect between research and industry has hampered innovation in the digital and advanced manufacturing sector that holds the key to a renaissance for the city and its region. Further, the lack of a higher education institution to act as a knowledge engine for the region means that local firms have been cut off from access to key research which could translate into business-level innovation.

#### 4.4 **City Centre**

4.4.1 This update below outlines some of the challenges and key interventions that have taken place in the city to address and mitigate the impact of COVID19 on the City Centre.

#### 4.4.2 **The Challenge**

- Lockdowns, the requirement for social distancing and effect on consumer confidence has had an impact in the city.
- In June 2020 our city centre footfall dropped to 45% of pre-pandemic levels.
- Subsequent lockdowns saw city centre footfall drop significantly (Centre For Cities data)
- As with elsewhere there was a concern in 2020 that some businesses may not reopen following the gradual withdrawal of business support measures such as the furlough scheme and the local/additional restrictions grants administered by the Council.
- Consultation and engagement with the local business community identified that sustained footfall was necessary to allow businesses to continue to trade and this informed our reopening the high street safely programme.
- The Council was determined to enable the City Centre to reopen safely, so that consumers would feel confident about returning to the City Centre and local livelihoods could be maintained.

A successful Reopening High Street safely programme was implemented during and following

each lockdown. This involved working with businesses to understand their needs, using relevant messaging to keep people safe and implementing an enhanced cleaning by Aragon Direct services. Covid marshals evolved into City Centre ambassadors as a welcoming face to those coming back. Then as the restrictions eased, through our communications strategy we used social media and other channels to put messaging out to businesses and residents with a gentle welcome back to the city.

- Following each lockdown, city centre footfall increased sharply, particularly during the summer of 2021 and November 2021 when footfall was higher than pre-pandemic levels (Centre For Cities data)
- Latest stats from November (Centre For Cities) show overall footfall is higher than before the Covid-19 pandemic
- Footfall is also well above the national average for other towns/cities
  - Weekday footfall - 123 Peterborough vs 89 UK average
  - Weekend footfall - 166 for Peterborough vs 131 UK average
  - Evening footfall - 127 Peterborough vs 110 UK average
- As restrictions continue to ease, the city council hopes to bring back more festivals and events than it has been able to in the last two years building on the cultural animation programme of 2021 and further boosting footfall.

Recent research by Centre for Cities in their January 2022 Cities Outlook – Is Covid 19 Killing The High Street identified that Peterborough experienced the loss of fewer shopping weeks during the pandemic than places like Oxford or Stoke. It also suggests that while vacancies did increase, it was at a much lower rate than was experienced elsewhere. In terms of percentage of vacancies, it is much lower than most other cities in the research. This is heartening though the Council will continue to work with stakeholders such as Queensgate and other proprietors to understand their plans for vacant units.

#### 4.4.3 **Peterborough Positive Bid**

In October 2021, a ballot took place to determine if businesses supported the creation of a Business Improvement District (BID) for the city centre.

The ballot resulted in 83% of businesses voting in favour by number, and 77% by rateable value.

Businesses in Peterborough recognised the support and improvements a BID could bring to Peterborough, particularly after a difficult period throughout the pandemic.

The BID business plan set out that it will focus on:

- Safety, and ensuring Peterborough is a well-managed, safe and welcoming city centre.
- Creating a memorable experience for city centre visitors through events.
- Providing a robust marketing strategy to attract shoppers, tourists, and business investment opportunities.
- Building a business community, improving communication on city centre opportunities.

The business consultation stage was conducted in the form of workshops to get input on what matters most to Peterborough businesses. This was then used to shape the projects and services the BID aimed to deliver, as well as develop the vision, purpose, and proposition. The second stage focused on the creation of the business plan, BID Proposal and communications strategy. The final stage then included establishing voter intentions, engaging with both head office and local businesses, and monitoring the ballot.

#### 4.4.4 **Café Culture Programme**

A successful bid for £800k was made to the CPCA Business Board, with £183k in matching funds from the Council to help improve the environment in the city centre by creating an infrastructure to encourage better use of the city centre space for recreation and alfresco dining. An update

across the programme is set out below. The project commenced in October 2020 and is due to conclude in March 2022.

### ***Peterborough City Centre Lighting Schemes***

As part of the Cafe Culture project the Council have replaced uplighters that surround St Johns Church and the Guildhall as well as the wall mounted lights that were present in Cathedral Square. The works commenced in late June and were completed in early November prior to the Christmas Light switch on. The new lights have created a much brighter and lighter Cathedral Square and achieved the outcome desired.

Improvements made:

- Uplighters St Johns Church and Guildhall
- Wall lights in Cathedral Square. These 38 lights include installations:
- Bean Around building – including new colour changing highway and warm white standard lights
- Turtle Bay building – colour and warm white lights
- HSBC building – replacement LEDs
- Starbucks building – replacement LEDs

There are further works underway to complete under the Safer Streets funding that include new upgraded lighting around the Crescent Bridge roundabout and new uplighters in Long Causeway and Bridge Street. Both projects are programmed to be delivered this financial year and expected to commence work on site early February.

Works in planning phase:

- Lower Bridge Street Uplighters
- Cowgate / Crescent Bridge

Other potential lighting improvements have been identified such as installing larger lanterns on the wall mounted brackets on Bridge Street and upgrading the column mounted lanterns in Cathedral Square however no funding stream to deliver these has been identified at present. Furthermore, following the completion of this year's improvements and the significant improvement seen particularly in Cathedral Square these measures/options may no longer be considered necessary.

### ***Peterborough Cathedral's Green Spaces***

Investment in the Cathedral Grounds is a route to maximising the potential of our most visited and important heritage assets as well as bringing the city green to the attention of, and improve usage by, visitors and shoppers thus unlocking a big draw to the city.

- The new LED uplighting in the Cathedral has now been installed with images captured by various newspapers and social media platforms. The Council is now able to "light up" the city with over 1,000 assorted colours which includes the entrance to the Cathedral known as the Norman Arch.
- The old benches have been replaced in the Cloisters and new bins have been installed. The Cloisters has been re-graveled and work to enhance the green for use by the public has enhanced the setting to the cathedral.
- New plants will be installed in the spring and summer next year. New plant pots have been placed at the entrance of the Norman Arch.
- New outside café tables, chairs and umbrellas will allow the public to enjoy the space.

The Cathedral's green spaces look refreshed and welcoming. It has been noticed that more people are using the green spaces in and around the precincts and the cloisters. However, due to Covid it is expected that the number of visitors will increase as the pandemic eases and the warmer weather will encourage more visitors.



The up lighting based at the Cathedrals WestFront/Visitor Centre and Norman Arch is a dramatic improvement, the Cathedral lights up the City Centre. These new lights really shows off the Cathedral's beautiful architecture.

The Green spaces have been prepared for future exhibitions, events, school visits and specially prepared conservation areas where tourists and school children can read about the conservation plans and why they are so important.

When things "get back to normal" the visitor numbers on the greens will be monitored, as will numbers at events.

### ***St Peter's Arcade***

In St Peter's Arcade, screens and atmospheric lighting have been installed. Orders have been placed for the planters in the Arcade to be finished and additional brackets adding to the doors Argo side of the screens. Works will be completed in the coming weeks. This will help keep the route free from unwanted activity and maximise usability for businesses who spill out into the arcade and trade from it such as Argo.

### ***Café Culture Pods***

- Three trail areas for outdoor seating have now been created in the city at Bean Around, Lightbox and The Banyan Tree to encourage outdoor dining.
- Officers are working with businesses to track the impact on business performance from the outdoor seating areas.
- Early evidence shows that the outdoor seating areas have protected jobs for "front of house" staff and enabled revenue growth of between 15% and 30% when the outdoor seating areas were in peak operation.

Sadly Lightbox has since closed but the Council has retained the infrastructure delivered through café culture for use elsewhere.

### ***City Centre Wi-Fi***

Cambridgeshire Connect have installed free public Wi-Fi in the city centre in Autumn 2021.

#### **4.4.5 Visit Peterborough Website Upgrade and Enhancements**

- Working with Opportunity Peterborough there has been investment to improve the initial visitor experience
- Enhancements already delivered to [www.visitpeterborough.com](http://www.visitpeterborough.com) include improved online booking function, better social media integration, smoother accommodation availability checker and better banner advertisement section
- Opportunity Peterborough report an early uplift in visitor numbers, increased engagement on social media, and the website is on the Cresset's top 10 list of ticket sale sources for the first time.

Other functionality will include

- **Full Width Navigation**
- **Banner Ad Management System**
- **TripAdvisor Widgets**
- **Video in Header Gallery**
- **Online Booking Core functionality**
- **Polling**
- **Social Media Integration**

Apart from the TripAdvisor element (as this is dependent on a third party), all the planned works will be completed in February 2022.

#### 4.4.6 **Welcome Back Fund (WBF)**

The Year of Culture project aimed to attract people back into the public sphere acknowledging that many members of the public remained nervous about indoor events. During 2021 the WBF funded project aimed to boost both tourism/visitors spend, and long-term investment by delivering a series of innovative street events in the city centre. The events commenced in October 2021 and continued into December 2021.

PCC staff worked in collaboration with representatives from the cultural and creative sector to drive an animation program in public spaces in Peterborough to support reopening and recovery with Nene Park Trust project managing and administering the funds to local artists and creatives.

#### 4.4.7 **City Centre Strategy**

There is a proposal within the WBF to take forward a city centre strategy, a brief for which is currently being developed. It may be that there is insufficient time left on the grant to procure the work but we are exploring that with DLUHC. In the case of the Welcome Back Fund grant funding not being available for this purpose we will have to identify other non council funding to take it forward.

The strategy would look at evidence gathering and baselining of how the city centre was performing Pre-Covid, implications of Covid and how it might be expected to bounce back. It will also focus on how the Council will do the following;

- Deliver inclusive growth and change for our communities
- Enhance sustainability and liveability
- Accessibility and movement
- Supporting existing and creating the conditions for more and different city centre business
- The evolution of our shopping offer
- Making the most of our assets, green space, and the River Nene
- How the Council can use culture as a mainstay of the city centre recovery and to bring the public back to the city centre
- How the Council will continue to attract investment into the centre to deliver homes, jobs and community and leisure activities.

This work would also set out how the Council will work with stakeholders and partners to inform the strategy and deliver its objectives.

#### 4.4.8 **City Market**

In January 2021 planning permission was granted to relocate City Market stalls to Bridge Street, thereby moving the market closer to the centre of the city. Bridge Street was identified as ideal for boosting footfall and creating a modern, vibrant new market, as it is located close to Cathedral Square, on the same street as the proposed new Vine library and culture hub enhancing the visitor experience. Footfall is expected to increase even further this year with the opening of the new ARU Peterborough university, the Hilton Garden Inn Hotel, and the new Government Hub at Fletton Quays.

The market relocation will be followed by the redevelopment of the Northminster area for residential development. 315 units were granted planning permission in November 2021.

The market proposals will see the creation of three contemporary timber kiosks, comprising of 12 new market stalls in Bridge Street, in the heart of the city centre. These permanent stalls will give shoppers a variety of goods to buy from independent traders, with the potential for the number of stalls to increase in the future.

The permanent outside market will be complemented by 12 pop-up stalls which could be used by traders who want to operate on a part-time basis, or during a themed market, such as a Vegan Market, Continental Market or Christmas Market, subject to planning permission. A new indoor Food Hall with two butchers and a fishmonger will also be created in the former Customer Contact Centre building, also on Bridge Street.

## **5. CONSULTATION**

5.1 None relating to the report. Consultation is carried out on a project by project basis.

## **6. ANTICIPATED OUTCOMES OR IMPACT**

6.1 None related to this report.

## **7. REASON FOR THE RECOMMENDATION**

7.1 This report is provided for information and comment.

## **8. ALTERNATIVE OPTIONS CONSIDERED**

8.1 Not applicable this report is provided for information and comment.

## **9. IMPLICATIONS**

### **Financial Implications**

9.1 There are no direct implications arising from this report. It is provided for information and comment.

### **Legal Implications**

9.2 There are no direct implications arising from this report. It is provided for information and comment.

### **Equalities Implications**

9.3 There are no direct implications arising from this report. It is provided for information and comment.

### **Rural Implications**

9.4 There are no direct implications arising from this report. It is provided for information and comment.

### **Carbon Impact Assessment**

9.5 This report is an update report. Scrutiny members are not being asked to make any recommendations as a result of this report and any future decisions that are detailed in this report would be subject to an individual Carbon Impact Assessment.

## **10. BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

10.1 None.

## **11. APPENDICES**

11.1 None

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