

World Mile Bradford City Centre



Traders on the World Mile



World Mile

LOCATION:

- Ivegate, BD1

RAIL:

- 5 minute walk from 2 city centre train stations

- Bradford to London
3hrs

ROAD:

2 miles from M606

Leeds 9 miles
(25 mins)

- Manchester 40 miles
(1hr)

- Birmingham 130 miles
(2hrs)

- London 200 miles
(3.5hrs)

AIR:

- 7 miles from Leeds Bradford International Airport

The Project

The World Mile seeks to celebrate and promote the cosmopolitan nature of Bradford along a linear corridor running north-west from the city centre. It is a central component of Bradford Council's aspirations for the renewal of Bradford city centre and has great potential to raise the profile of Bradford as a national and international destination.

The World Mile will be developed as a distinctive multi-cultural retail, leisure and commercial destination. It will complement emerging activity elsewhere in the city centre, particularly the new Westfield Broadway Shopping Centre. Although Bradford is strongly associated with South Asian communities, it is a very diverse city and includes significant populations of Ukrainian, Polish, Italian and African origin. The World Mile will celebrate this diversity.

The World Mile will be a vibrant location both day and night, with a lively series of linked spaces and places and high pedestrian throughput. A range of events and activities tied to the World Mile and included in the District Events Strategy will draw visitors from the local community and further afield.

The Location

The corridor is just over a mile in length and starts at Ivegate in the city centre and continues up Westgate and White Abbey Road in a north westerly direction.

Parties Involved

The project is being directed by a public/private steering group with private-sector leadership. Key partners are Bradford Council, Yorkshire Forward, ATL Yorkshire Ltd and the World Mile Traders Association.

Investment Value

Could be up to £100m, the majority of which will be from the private sector.

Current Activity

The project differs from many of the other city centre projects in that as well as focussing on physical and economic development it is also seeking to deliver measurable benefits for existing businesses and create a unique sense of place.

2009 saw:

- Formation of Traders Association.
- 8 new retail start ups.
- Inaugural World Mile Festival
- Branding in use.

Project Status

Since January 2009 the World Mile Project has provided the context for 22 new retail start ups including food, fashion and international stores, delivered three public realm projects, established a Traders Association and undertaken marketing and branding activities including the creation of leaflets, a website and the delivery of a number of cultural events and arts projects. The key regeneration project, the Market Framework, proposes a new anchor development to this area of the city which could deliver 100 FTE's and 200 construction jobs.



World Mile Bradford City Centre Continued

Current Activity Continued

2010 projects include:-

- Completion of three public realm projects.
- Further music and retail events.
- Business support
- Continued partner support.
- Re-launch of website
- National distribution of visitor leaflets.

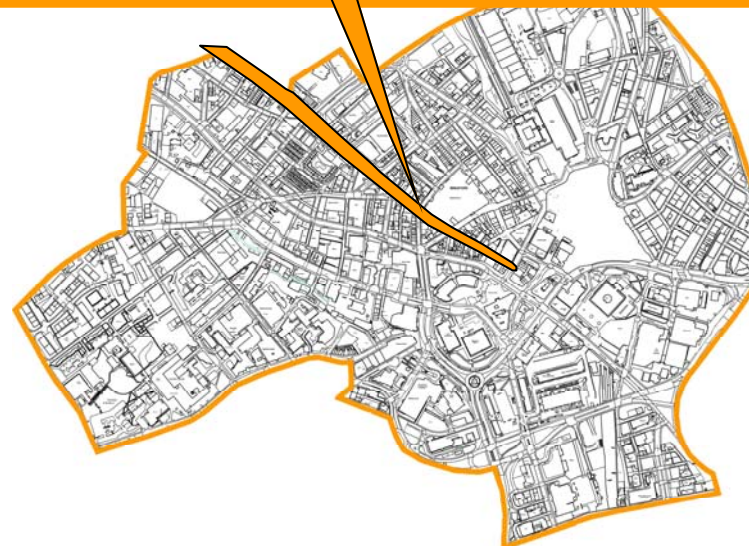
Development Opportunities:

The World Mile identifies a number of large scale development sites which if implemented will have a catalytic impact. In addition to these large scale opportunities there are also a number of small retail units ready to let.

Additional activity envisaged includes shop front improvements, redevelopment of gap sites, and further public realm and parking improvements all contributing towards making a great place for visitors, residents and businesses.



Artists impression



Interested then call:

Nick Ackroyd
 Regeneration Manager
 - City Centre Delivery Unit
 (+44) 07920 087290
 nick.ackroyd@bradford.gov.uk
 Bradford Metropolitan District Council
www.worldmile.co.uk
 (+44) 01274 432272



SUMMARY:

- A unique corridor over a mile in length
- Prime location
- Retail and leisure destination
- Local amenities: hotels, bars, cinema and restaurants