

Plymouth Medical and Healthcare Sector News

I would like the following article to be considered for the next issue(s) of the Plymouth Medical and Healthcare Sector News

<p>Article Title</p>	<p>City Centre Area Action Plan</p>
<p>Deadline for article (is it time critical? event date, respond by etc)</p>	<p>18th August – 29th September 2009</p>
<p>How does it link with Plymouth’s Medical & Healthcare Sector Network? e.g. partnership project, key priority in Plymouth’s Local Economic Strategy etc</p>	<p>Partnership with LSP</p>
<p>Article (in not more than 150 words)</p>	<p>Plymouth City Council is setting out ideas on how to create jobs, inspire visitors, keep business buzzing, improve transport and galvanise the local economy as part of the City Centre and University Area Action Plan.</p> <p>The draft plan follows months of talking to landlords, developers, retailers as well as the University of Plymouth and the College of Art and other interested parties to create a big picture of how they want to see the city centre develop.</p> <p>It also spells out policies to conserve and improve the most important parts of the city centre’s heritage as well as create a successful and exciting future.</p> <p>The area action plan aims to push the development of the city centre as a regional destination and reach the top ten of commercial sites in the country by creating more shopping floor space to meet modern retail needs and vary activities in the city centre – to keep the shoppers and visitors coming.</p> <p>The draft area action plan was discussed at Cabinet on 14th July before going to full Council in August. There will then be six weeks of consultation</p>

	between 18 th August and 29 th September 2009 where the public can comment on the ideas within the plan before it is submitted to the Government in the Autumn.
Picture (if you have one)	Please email your picture as an attachment when returning this form
Article contact details (name, email, telephone)	Sharon Sheppard Sharon.sheppard@plymouth.gov.uk Telephone 01752 307893

Please complete and return to cbruce-spencer@sciencepark.org.uk

Wild and whacky window dressing entices people to talk shop

It's time to talk about shopping, working and playing in the City Centre. A giant mind map of all the issues and ideas is going up in Armada Way to get people thinking about and discussing their ideas for the future of the city centre.

The shop front is being dressed with three-metre high funky frontage asking people to put their thinking caps on about what they would like to see in the city centre of the future.

The Council's planning service has put forward suggestions for how the centre might look in years to come but wants to make sure the public are involved in developing the ideas.

People can add their ideas to on-line discussion boards at www.plymouth.gov.uk/ldf, read the plans on-line or at local libraries, send in their ideas, or come along and discuss them with Planners at the events listed below.

Cabinet Member for Planning, Regeneration and Growth, Councillor Ted Fry said: "We want as many people to get involved in shaping these ideas for the future and this is an ideal way to promote this.

"Our city centre is so vital to Plymouth's future and has so much potential. In the last few years we have seen a transformation with the opening of Drake Circus and more events such as Flavourfest attracting huge numbers of people. We need to make sure it continues to stay on top."

Ideas aimed at keeping the city centre ahead of its rivals in the region include:

- * Dividing the city centre into 'quarters', each with its own identity
- * Identifying a site for a new major shopping-led redevelopment scheme, which will include homes, a department store and an exciting centrepiece
- * Setting out policies to conserve and enhance the city centre's heritage and ensure the plans balance conserving Plymouth's past and creating a successful and exciting future
- * Improving public transport links, facilities for pedestrians and cyclists, better quality car parking and better links to areas such as Millbay, Sutton Harbour and The Hoe
- * Offering a wider range of activities, for example by enhancing the West End's identity and supporting the market, and encouraging more leisure use in the city centre.

The ideas will feed into the City Centre Area Action Plan and University Action Plan, which will be put together next year as part of the Local Development Framework.

The Council believes the plans needs to take into account issues such as:

- Promoting the development of the city centre as a regional destination
- Creating more shopping floor space

- Tackling the relatively small size of shops which do not meet modern retail needs
- Addressing transport into and around the city centre
- The need for high quality public space
- The centre's relationship with surrounding areas and ambitions of the University, Plymouth College of Art and Design, the West End and the Railway Station/North Cross studies
- Better links to neighbourhoods such as the Hoe, Millbay, Sutton Harbour and Central Park.

People can discuss their ideas with planners at the following events:

- Wednesday 5 November from 10am to 1pm at Shop Mobility Centre
- Tuesday 11 November from 8 to 10am and 4 to 6pm at the Train Station
- Tuesday 18, Wednesday 19 and Saturday 22 November from 10am to 4pm at Drake Circus
- Thursday 20 November from 3 to 7pm at Drake Circus

City centre the focus of big discussions

Shoppers, businesses, students, parents, pensioners – your city needs you!

Plymouth City Council is putting in place plans to drive forward the regeneration of the city centre and hopes that plenty of people will answer the call to get involved in shaping its future.

The Council wants to hear from the people who live, work, shop and play in the city centre about ideas to make it more dynamic, thriving and pull more people in.

The Council has set out the direction it thinks the city needs to take and some of the issues which need to be addressed. They include:

- Promoting the development of the city centre as a regional destination
- Creating more shopping floor space
- Tackling problems such as the relatively small size of the shops which do not meet modern retail needs
- Addressing transport needs into and around the city centre
- Encouraging more activity in the city centre at all times of day
- The need for high quality public space
- The city centre's relationship with surrounding areas and ambitions such as the University masterplan, Plymouth College of Art and Design redevelopment aspirations, the West End Strategy and the Railway Station/North Cross studies
- Better links to neighbourhoods such as the Hoe, Millbay, Sutton Harbour and Central Park.

Some of the ways the Council think could be used to address these issues include:

- Dividing the city centre into a series of 'quarters', each with its own identity and distinct feel
- Identifying in future plans a site for a major shopping led redevelopment scheme, which will include new homes, a new department store and an exciting centrepiece for the city centre
- Setting out policies to conserve and enhance the most important parts of the city centre's heritage, and to ensure that the plans strike the right balance between conserving Plymouth's past and creating a successful and exciting future
- Improving public transport links, facilities for pedestrians and cyclists, better quality car parking to serve the new developments, and better links to areas such as Millbay, Sutton Harbour and The Hoe
- Offering a wider range of activities, for example by enhancing the West End's unique identity and supporting the market, and encouraging more leisure uses across the city centre.

These ideas are not 'set in stone' – the Council needs to hear people's own ideas and gather more information before finally setting out its plans for the city centre.

They are being published in a document which is part of the Local Development Framework, but is being prepared in a different way as a result of new legislation. Although it does not set out detailed proposals at this stage, it spells out the direction and issues that the Council thinks should be part of the City Centre Area Action Plan and University Action Plan, which will be put together next year.

Cabinet Member for Regeneration and Economic Growth, Councillor Ted Fry said: "The city centre is the lynch-pin to our future and we have to get it right. Nearly everyone I know has strong opinions about the city centre, and now is the time to tell us what they think is important."

A report outlining what the Council thinks should be in the plan will be going to Cabinet on 14 October and a series of consultations will be held between 3 November and 15 December to get people talking and exploring ideas for the city centre.

Planners will on hand to hear people's views at a number of locations. Dates confirmed so far are:

Wednesday 5 November, 10am to 1pm
Shop Mobility Centre

Tuesday 11 November, 8 to 10am and 4pm to 6pm
Train Station

Tuesday 18, Wednesday 19 and Saturday 22 November, 10am to 4pm
Drake Circus

Thursday 20 November, 3pm to 7pm
Drake Circus

store for the city

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The city council has already been talking to a number of unnamed national chains about the multi-million-pound scheme, which could be built on the corner of Armada Way and Cornwall Street.

The site would include the existing Barclays Bank, which is moving across Armada Way to the old Virgin Megastore, and Mayflower Street West car park.

The redevelopment would have about 36,000 square metres for retail, with 700 homes above and two new public car parks providing about 2,000 spaces at Cornwall Street.

Two levels of shops will lead back along Cornwall Street to Drake Circus.

"In good times it would take about ten years to develop this," Richard Grant, spatial planning co-ordinator at the city council, said.

"Drake Circus mall shows the potential Plymouth has. It already has a greater volume of business than Cribbs Causeway at Bristol."

The new proposals are part of the masterplan for the city centre and university.

Up to a thousand new homes in the city centre would encourage new restaurants, bars, cafes and small shops to open.

The action plan lays the framework for a new railway station and redesigned North Cross.

The triangle of land immediately south of the station would be turned into a massive new office and residential area.

The masterplan allows for about 100,000 square metres of offices next to the station.

Bringing more office and residential space into the city centre reverses decades of town planning that has pushed development to the outskirts.

The hope is that creating a thriving and bustling city centre will make Plymouth a more attractive place to visit.

"It would give us a cosmopolitan feel and change the way the city works," David Draffan, the city centre manager, said.

Paul Barnard, the city's chief planner, said: "This is the most complex and most radical of the city's area action plans. It's



Picture Penny Cross EH200709_PC03_033

all about making Plymouth the regional shopping destination.

"Cities like Liverpool have driven forward their growth through investment in their central areas."

"We have been talking to a number of retailers nationally about what will be a 10 to 15-year plan."

He said that producing the masterplan let developers and investors know that the planning framework was solid. "It allows them to know that they are pushing at an open door."

Mr Grant said: "Malls were popular in the 1980s and 1990s, but they are no longer what retailers are looking for."

"At the moment all the big department stores are clustered together, which causes problems for the way people use the shops."

Mr Barnard said: "There is a uniqueness to Plymouth city centre. The shopping area is about the same size as Liverpool or Manchester, but the interest isn't there and the shops don't meet modern needs."

"The smaller shops in the West End aren't anchored by a large store."

The scheme builds on Plymouth's history, linking the 21st century back through time to the Abercrombie and Watson's Plan for Plymouth, the Hoe and the Barbican.

Plymouth already has five area action plans that have been approved by government inspectors – more than any other city in the country. The city centre plan is the sixth to be submitted.

The masterplan leaves the historic

parts of Plymouth intact, but aims to find ways to improve Royal Parade and the western section of Exeter Street

Cllr Ted Fry, the city's Cabinet member for planning and regeneration, said: "We need to be flexible and respond to the needs of developers and retailers as well as shoppers and visitors. The city centre is critical to the future of Plymouth and we have to get it right, which is why we want as many people having their say as possible."

‘We’re the biggest authority on the South Coast but we haven’t been punching our weight.’

Paul Barnard, Plymouth's chief planner

‘Investors want to work with a council where they know things can happen.’

Cllr Ted Fry, Cabinet member for regeneration.

PLANS: Richard Grant, David Draffan, Paul Barnard and Cllr Ted Fry with the development plans