

## Rationale for the Northern Cultural Regeneration Fund proposal

### Bradford Odeon

<p><i>Description</i></p>	<ul style="list-style-type: none"> <li>○ Completes the regeneration of City Park, where the former Odeon cinema has been closed since 2000 and has fallen into disrepair.</li> <li>○ Delivers game-changing physical regeneration with a 4,000-capacity mid-size live entertainment venue projected to host 225 events (concerts, corporate events and exhibitions, Bollywood performances, e-gaming competitions, weddings, etc.) annually by 2023 attracting 270,000 people to the centre of Bradford.</li> <li>○ Supported by a petition of 2,705 signatories calling for “Bradford Odeon to be Leeds City Region Enterprise Partnership’s nomination to the NCRF”.</li> </ul>
<p><i>Strategic case:</i></p>	<ul style="list-style-type: none"> <li>○ The Bradford district was a shortlisted bidder for the Great Exhibition of the North, and has committed to supporting its legacy work as a satellite through a bid to the LCR Business Rates Pool.</li> <li>○ Evidence provided that Bradford has historically received low levels of cultural investment (by both Heritage Lottery Fund and Arts Council England). This would begin to redress that imbalance.</li> <li>○ Other options have been explored for the site but discounted:             <ul style="list-style-type: none"> <li>▪ Private sector development (demolition and building commercial offices) was found to be unviable in 2012.</li> <li>▪ Leisure use (swimming and diving) was explored and found to be unviable.</li> <li>▪ A community led live music / performance venue with significant community space resulted in less commercial income meaning it is not self-sustaining, requiring ongoing subsidy.</li> </ul> </li> <li>○ Links to the SEP elements of growing business, skilled people, better jobs and infrastructure for growth. Fits with emerging city region emphasis on quality of life to attract and retain talent.</li> <li>○ Meets DCMS funding priorities:             <ul style="list-style-type: none"> <li>▪ Increased opportunity for people, including children and young people, to experience and be inspired by culture and creativity. ;</li> <li>▪ Better quality of life and wellbeing within local communities. It is felt that extending access across diverse communities would be an additional welcome outcome;</li> <li>▪ More resilient and sustainable cultural and creative organisations;</li> <li>▪ Increased investment and economic growth.</li> </ul> </li> <li>○ NEC have a proven track record of outreach activity and apprenticeships – including a commitment to extending their existing rigging and catering apprenticeship programmes.</li> </ul>

<i>Economic case:</i>	<ul style="list-style-type: none"> <li>○ Impact assessment showing an annual economic boost of £10m - £8.6m through direct visitor spend and £1.4m operational spend by the NEC Group.</li> <li>○ Substantially expands Bradford’s night-time economy offer.</li> <li>○ Levers substantial investment (including private sector) into a relatively deprived area.</li> <li>○ Indirect impacts of 500 new fte jobs and 50+ businesses supported / created in the tourism, hospitality and retail sectors based on KPMG’s analysis of NEC Group’s measured impacts in the West Midlands.</li> </ul>
<i>Financial case:</i>	<ul style="list-style-type: none"> <li>○ Subject to final approvals, the £19.8m scheme has £15.8m committed from a mixture of NEC Group and Bradford Council.</li> <li>○ A £4m investment from the NCRF (assuming selecting by the LCR and winning investment from DCMS) would mean the scheme is 100% funded and able to proceed according to timeframe. This includes early spending in 18/19 and 19/20.</li> </ul>
<i>Commercial case:</i>	<ul style="list-style-type: none"> <li>○ NEC Group have agreed Heads of Terms and are shortly to complete the contract for a 30 year lease and funding.</li> <li>○ Bradford Live have spent the last 3 years working with sector specialists and commissioned significant analysis into market demand for a new facility. They confirm the need for a multi-purpose mid-size live music and entertainment venue, which was corroborated by a venue supply and demand study by NEC Group.</li> </ul>
<i>Management case</i>	<ul style="list-style-type: none"> <li>○ Very strong management case driven by a bold partnership: <ul style="list-style-type: none"> <li>▪ <b>Bradford Live</b> – have spent the last 3 years working closely with industry professionals and brokered a sustainable vision across</li> <li>▪ <b>Bradford Council</b> - who took ownership of the building in 2013 and no issues are expected in obtaining the necessary planning consents</li> <li>▪ <b>NEC Group</b> – who operate five live event venues in Birmingham and Solihull with annual revenues of £158m.</li> </ul> </li> <li>○ Advice has been taken and the proposed delivery route is considered state aid compliant.</li> <li>○ Building work due to start in November 2018, complete mid-2020.</li> <li>○ Promoters have provided a list of supporting technical work including: <ul style="list-style-type: none"> <li>▪ Design work (RIBA stage 2)</li> <li>▪ Stage-by-stage cost plan from AECOM</li> <li>▪ Project Risk Register</li> <li>▪ Development Risk register</li> </ul> </li> </ul>

**Backstage Academy @ Production Park, South Kirkby, Wakefield**

<p><i>Description</i></p>	<ul style="list-style-type: none"> <li>○ Production Park in South Kirkby, Wakefield is fast developing into the leading European centre of excellence for the design, development and rehearsal of concert touring productions along with degree-level education for the live events industry.</li> <li>○ There is now an opportunity to create a unique 42m tall large scale (10,000 square metre GIA) rehearsal facility capable of supporting delivery, research and teaching on the largest arena and stadium sized live event productions – from Live Music to Corporate Events and Global Spectaculars. The facility will also contain workspace for a variety of businesses and freelancers from a variety of disciplines including artists, scenic designers, and set construction technology as well as space for local and regional performing arts groups to rehearse and use new facilities and technologies in their productions. In addition it would create a permanent home to an expanded BackStage Academy and support its progression to full university status.</li> </ul>
<p><i>Strategic case:</i></p>	<ul style="list-style-type: none"> <li>○ Production Park will trigger private sector-led regeneration of one of the most deprived parts of England (1 in 4 residents of South Elmsall and South Kirkby live in neighbourhoods that are amongst the 10% most deprived in England).</li> <li>○ While Wakefield District has a strong record in attracting cultural investment via The Hepworth Wakefield (2017 Art Fund Museum of the Year) and Yorkshire Sculpture Park, these assets are both over 10 miles away from South Kirkby. There is a need for public intervention to unlock investment in communities that require significant and relatively well-paid job creation as well as new business growth.</li> <li>○ There are strong links identified with other LCR projects (e.g. Growth Service; Access Innovation Fund; AD:Venture; Screen Yorkshire Content Fund; Industrial Strategy Challenge Fund round 2 live events, etc.)</li> <li>○ The development will be a necessary catalyst for development in the Langthwaite Business Park enterprise zone and a key milestone in the longer term delivery of the Production Park masterplan with the end aim of creating 3500+ creative industries jobs in South Kirkby.</li> <li>○ The project reflects burgeoning strength in associated creative industries – including a submission led by the University of York for a creative cluster R&amp;D partnership for Interactive and Immersive Storytelling.</li> <li>○ The project provides a world-class facility to bolster the BackStage Academy University centre in south east of the Wakefield district, with potential to offer postgraduate courses as well as the existing foundation degree and degree-level courses.</li> </ul>

	<ul style="list-style-type: none"> <li>○ This links to the SEP elements of growing business, skilled people, better jobs and infrastructure for growth. It also meets DCMS funding priorities: <ul style="list-style-type: none"> <li>▪ Increased opportunity for people, including children and young people, to experience and be inspired by culture and creativity;</li> <li>▪ Better quality of life and wellbeing within local communities;</li> <li>▪ Innovative and effective partnerships between the cultural and creative sectors;</li> <li>▪ Increased investment and economic growth.</li> </ul> </li> </ul>
<i>Economic case:</i>	<ul style="list-style-type: none"> <li>○ Outputs include: <ul style="list-style-type: none"> <li>▪ 50 FTE direct jobs, and a further 156 indirect jobs and a significant catalyst for 3500+ jobs created as part of the wider Production Park masterplan</li> <li>▪ 10 new businesses created, with a further 40 assisted.</li> <li>▪ 10,000 sq m of new development across: 4,000 sq m of stadium rehearsal space, 3,000 sq m of learning space, 2,400 sq m of business incubation and managed workspace and 600 sq m of cultural arts space.</li> <li>▪ 200 additional learners to NVQ levels 5 and 6 where there is a demonstrated private sector demand for talent and skills.</li> <li>▪ A 400 sq m landscaped Production Park garden, transforming previous industrial land.</li> </ul> </li> </ul>
<i>Financial case:</i>	<ul style="list-style-type: none"> <li>○ Assuming a successful bid to the NCRF for £4m, the £12m project is fully funded through a mix of significant private investment and a Wakefield Council loan, agreed in principle but subject to final approvals.</li> <li>○ Drawdown of the NCRF is split equally between 2018/19 and 2019/20.</li> </ul>
<i>Commercial case:</i>	<ul style="list-style-type: none"> <li>○ The scheme fills a vital industry need for high quality live events rehearsal space, alongside development of academic and technical talent in the live events industry.</li> <li>○ The project promoters (a private company) feel that there is a strong demand based on feedback from existing national and international clients with current facility. No such large-scale rehearsal and performance space exists anywhere else in the world and the company has a proven track record of pioneering in this field and attracting world class productions to existing facilities in South Kirkby. This new asset would assure the position of Wakefield and Leeds City Region within the burgeoning international live events marketplace now and into the future.</li> </ul>
<i>Management case</i>	<ul style="list-style-type: none"> <li>○ Backstage Academy was launched in 2011 and has previously delivered the £5m Studio One development in South Kirkby to create an arena sized educational, rehearsal and R&amp;D space.</li> </ul>

	<ul style="list-style-type: none"><li>○ The market opportunity is time limited (i.e before rival projects in mainland Europe come to fruition) and accordingly the management team is focused on timely delivery.</li><li>○ Building work due to start in December 2018, complete July 2019.</li><li>○ Backstage Academy has taken independent legal advice about state aid and view is that delivery routes are covered by exemptions and open access.</li><li>○ The promoters have a timetable to acquire the site, complete remedial work and feasibility analysis. Pre-planning discussions are underway and no planning issues are expected.</li><li>○ The project has the full suite of project management documentation in place.</li></ul>
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