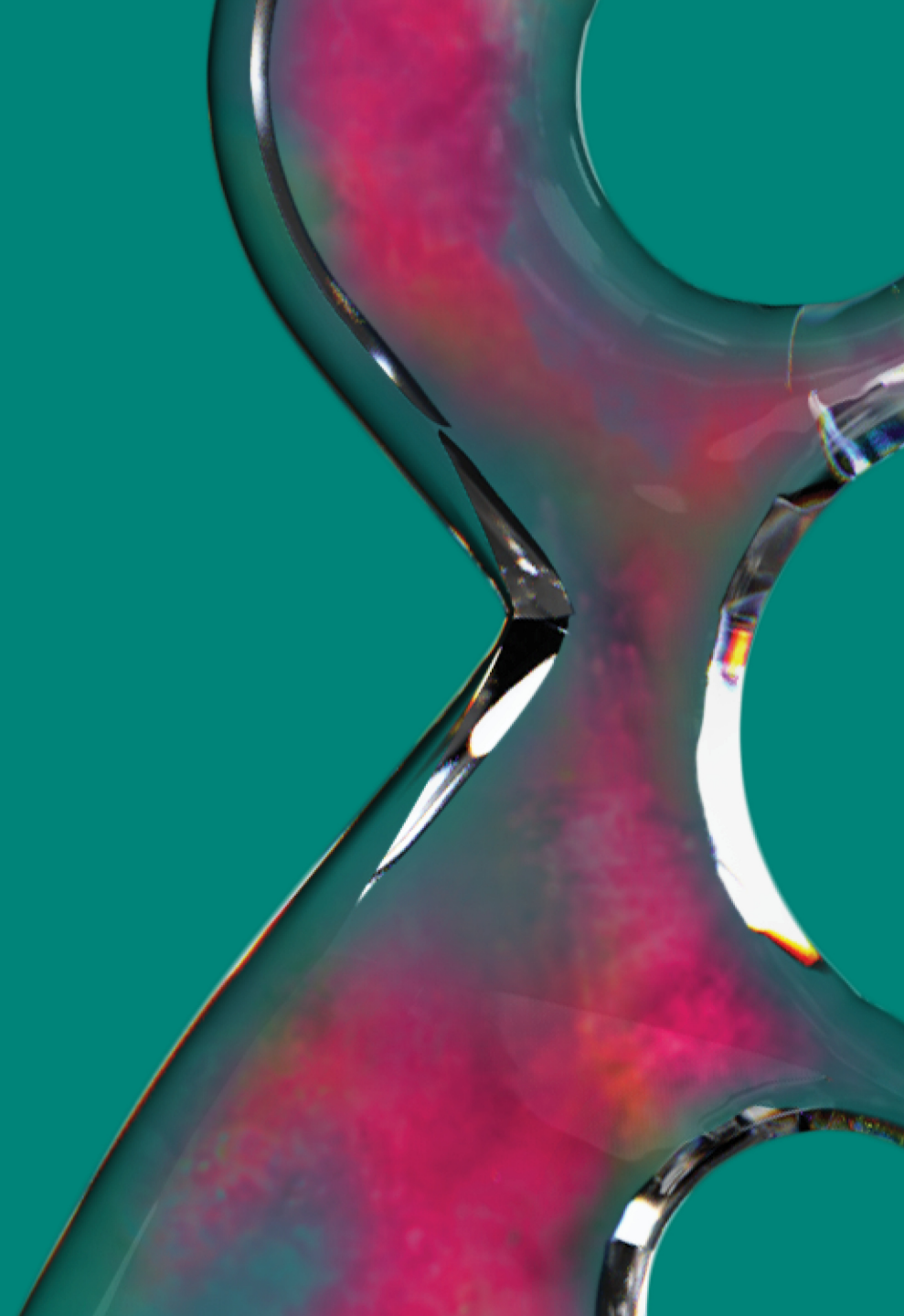


# WAKEFIELD DEVELOPMENT PLANS: THE TRANSFORMATION JOURNEY (SO FAR)

Cllr Darren Byford:  
Wakefield MDC



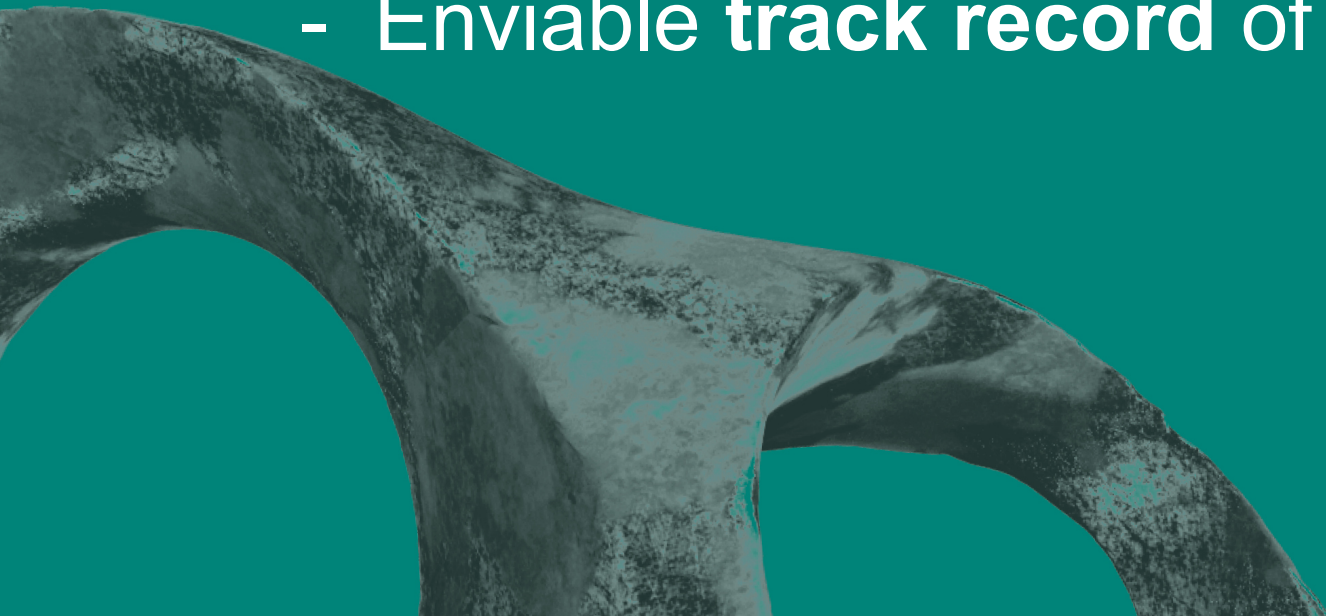
# Recognising challenges in our Towns and City

- **COVID-19** impact on retail and high street activity
- **Retail vacancy** rate already above the national average
- Not enough **office space** and business presence
- Insufficient, unattractive **residential** offer
- **Culture and leisure** offer not well connected
- Absence of green **open space**
- Perceptions of an unsafe **night time economy**
- **Tough competition** from neighbouring core city and out of town retail/ business parks



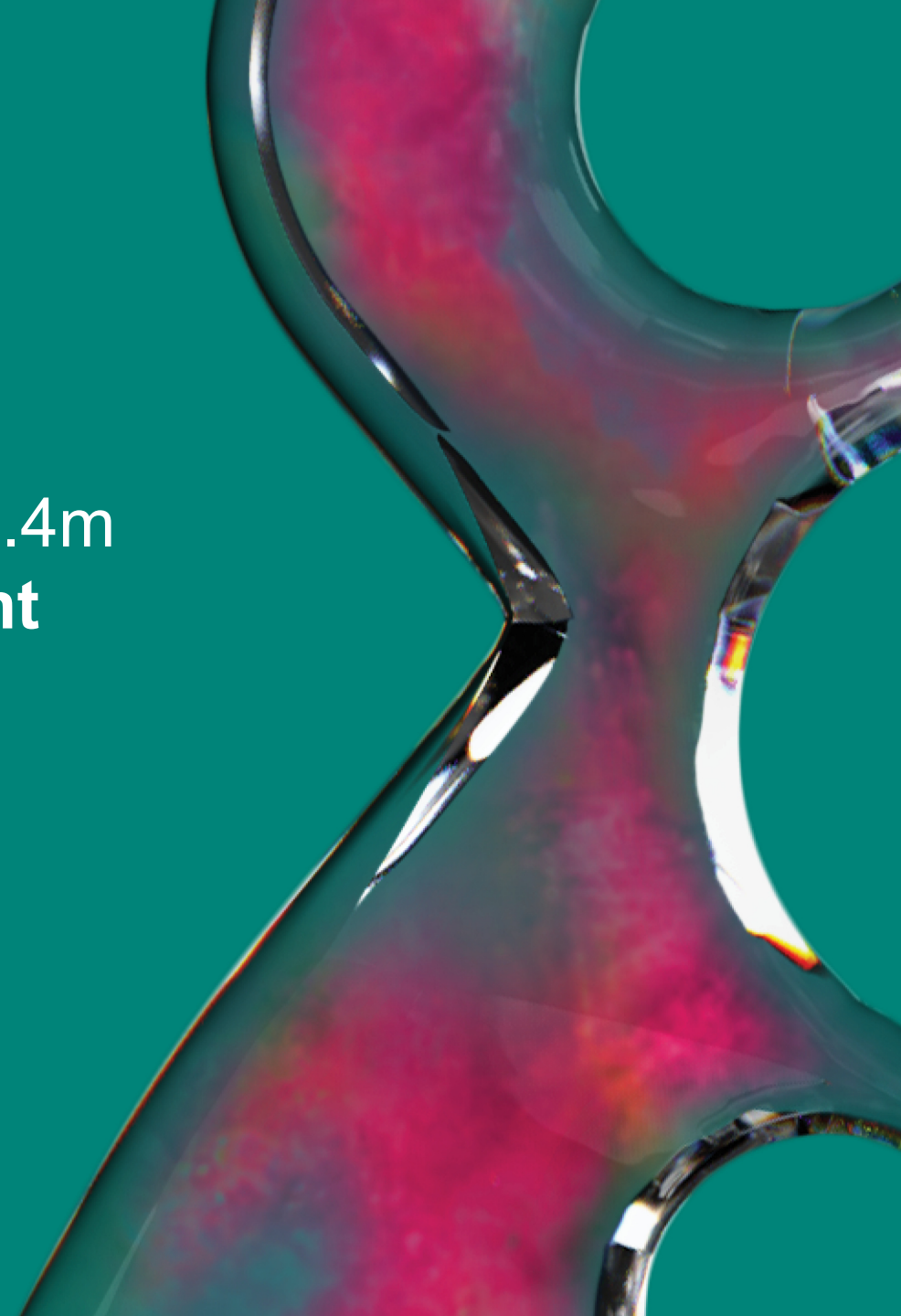
## ....but we embrace the opportunities:

- **Cultural offer**, nationally applauded
- **Unbeatable location** – at the heart of the country
- **Development and investment** ready
- **11<sup>th</sup> biggest city** in the UK...compact yet sizeable
- **Political commitment** to investment and change
- **Enviably track record** of delivery



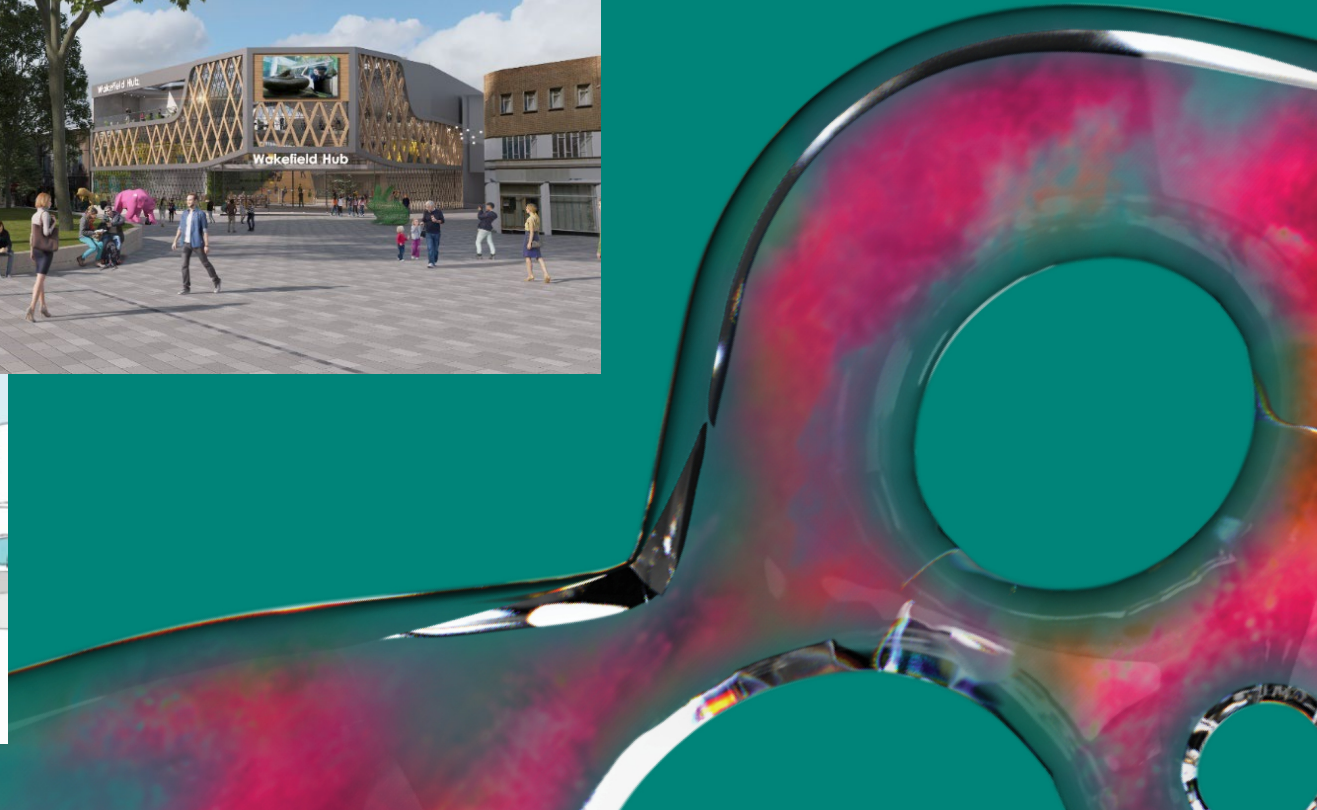
# Our Approach:

- **‘Culture and sculpture’ USP**
- **Ambitious, masterplan driven**
- **Exploiting every opportunity** e.g. CDF £4.4m
- **Ambitious acquisition and redevelopment programme**
- **Marketing our land and sites**
- **Refocussing economic activity on**
- **City and towns that thrive**
- 



# Next Steps...

- Wakefield creative hub: a catalyst for growth
- Future High Street Fund
  - Wakefield Hub
  - Cathedral Square
  - The Cultural Triangle
- Public art framework



# From this.....



...to this...



# So there's even more of this!

