



## Halifax Development Board Meeting



**Minutes of meeting held Tuesday 21 June 2022, 18:00**

### Meeting held Via Teams

#### Attendees

Cllr Tim Swift  
Cllr Megan Swift  
Cllr Roger Taylor  
Cllr Sarah Courtney  
Lee Kenny  
Chloe McNeill

Zohrah Zancudi (CMBC)  
Kate McNicholas (CMBC)  
Zhenya Bibby (CMBC)

#### Apologies

Cllr J Scullion  
Stephen Bullock  
Tracy Harvey  
Alison Haskins  
Lauren Iredale  
Rev Hilary Barber  
Janet Whitlow (CMBC)  
Shelagh O'Neill (CMBC)  
Rob Summerfield (CMBC)

Chair welcomed Councillor Sarah Courtney.

### Minutes of previous meeting and matters arising

Minutes from the last meeting were agreed as a correct record.

Alison Haskins confirmed that she will be stepping down as representative on the Town Board.

Pellon – Keep on the agenda.

FHSF updates for next meeting.

### Declaration of Interests

No Declarations

### Culturedale

Cllr Swift Welcomed Diana Greenwood to the meeting, to present the Culturedale section.

[Culturedale | Visit Calderdale](#)

It was confirmed that the brand had been launched at the recent Calderdale event.

Cllr SC would like to see if it is possible to investigate analytics via social media to track clicks to the website to check if the media campaign is making a real life impact.

DG confirmed that where posts had been boosted, clicks through have been gaining significant traction with over 50k views recorded.

DG explained that there was a meeting taking place next week to update on analytics this will reveal the extent of engagement and how much is being directed to the website. It will be possible to produce a monthly report to shape future areas of improvement.

DG confirmed that initially there will be a 2 month social media campaign the results of which will be analysed for impact.

CM reported that the Bid will update with this information at the next Board.

Cllr TS commented that at the recent WY leaders away day, all the region's leaders had cited culture as their strength. Rather than a cause for competition, this was seen as an opportunity to collaborate.

DG supported this and commented that this is an opportunity for all WY leaders and Culturedale to collaborate and celebrate our unique cultural strengths across the districts; Bradford, Leeds, Calderdale.

With Bradford being successful in the City of Culture bid, there are three years across WY - make the most of that through collaboration.

Cllr SC added that WY regions can work together to provide a smorgasbord of the WY cultural and activity offers, a collaboration that benefits all regions, as all the towns have distinctive attributes.

## **Terms of Reference - Town Board Structure**

KM introduced the item and confirmed that there had been revised Terms of Reference in response to the development of the original scope of the Town Boards.

The revised terms for Halifax Town Board have been informed by the updates that had taken place in the other boards.

Board members were directed to 2 key sections to discuss

### **Aim and Objectives**

LK questioned the Boundary, whether it is exclusively town centre focused, or if it should extend wider to include stakeholders beyond the town centre but who use the town centre.

Cllr TS commented on the tension between centre and the outskirts, and that as a board we should agree how far to take it.

Geography of the boundary was discussed and it was suggested that there should be an inclusion of neighbouring communities, and groups that extend beyond the ward members.

### **AP: ZB to create a map of Halifax to scrutinise and agree Town Board boundary**

### **Membership**

LK feels there is an under representation from business perspective.

KM confirmed that for the Town Board to be quorate there needs to be 4 representatives from business / tourism.

KM recommended that the Board could recruit new members as part of the revision of ToR.

Cllr SC asked if there were any residents associations involved in the Town Board, and whether resident groups could be part of the town board membership.

Cllr SC asked if there could be a disability representative on the board.

RT mentioned that Shaw Lodge housing have team Pennine bus, they might be interested in being involved in the Town Board.

Resident engagement was agreed by the board to be an important way to input into Town Board matters.

RT added that representatives from small businesses and the hospitality sector would be good to have on the board.

Cllr TS meeting with BiD about business reps and engagement.

**AP: Cllr TS to meet with BiD about recruiting new business reps.**

The issue of commitment was raised and whether there needs to be a rule to encourage Town Board attendance through a policy whereby if 3 boards in a row are missed, then membership automatically terminates.

**AP: Introduce automatic termination for non attendance of 3 boards in a row.**

Cllr MS suggested approaching the Trinity Sixth Form for some student reps, to look at the views from younger stakeholders.

A discussion followed regarding establishing stakeholder interaction with the board, whether there could be engagement, and invitations to stakeholders to come to a meeting to talk about their experiences, and/or board membership and regular attendance, or a mix.

In order to establish current membership it was agreed to contact board members to check they still wanted to participate in the board.

**AP: ZB to contact board members that have not attended for a few meetings to establish whether they wish to continue.**

The tenure of the Chair was discussed, and whether there was a wish to rotate Board Chairs, it was agreed to review the tenure rather than have an automatic tenure period.

It was agreed to install a Vice Chair on Halifax Town Board, and this role does not need to be a council member.

**AP: ZB to revise and circulate the ToRs**

## **Future High Street Fund - Update**

Tracy Harvey shared with the Board, the Springboard monthly report on Footfall figures to illustrate the difference between the footfall at the north and south ends of the town.

May 2022 figures showed that Commercial Street received 61,708 visitors, with Southgate receiving 237,566 during the same period.

This highlights the contrast the busyness of the different areas of the town, and how much needed the investment of the Future High Street is.

There was a discussion whether this was the same as previous patterns of footfall.

#### **AP: CM agreed to share analysis of past footfall trends**

There was a discussion of whether footfall figures are impacted by the movement of Just Eat drivers,

LK asked if the closure of banking provision had an impact on these figures and added to the problem in recent weeks.

There was a comment that the streets are less attractive to walk through. The Lloyds historic building was discussed, as the future plans for it are unclear. Cllr TS will pick up with Lloyds, to incorporate a future use that reflects heritage would be goal.

ZB provided an update from the FHSF projects.

It was confirmed that the second Halifax Regeneration Programme Board had now taken place, where all TORs had been agreed, this will provide the rigour and structure for the project delivery.

#### **Borough Market Update**

- It was reported that the Tender for the roof and lighting has now been issued.
- Planning applications had been submitted.
- Trader consultation had been concluded and shared with the project board.
- Laser scan survey of the building is now completed.
- Acoustic survey for the events area has been undertaken.
- Internet provider has been approached to produce a full survey.

#### **Victoria Theatre Update**

- There had been a site visit to provide structural and feasibility assessment for the location of the lift.
- Advice has now been received from planning
- Stage 2 report will be available shortly
- Organ survey has been conducted with a specialist

#### **Public realm**

- Still waiting for finalising impact analysis

#### **AP: Impact analysis of public realm works to be shared with Board**

There was an interest into seeing the design options for George's square.

It was reported that the public realm works and proposals will likely be a lively issue.

Cllr MS asked about consultation with the public, and/or councillors on the Borough Market and asserted that this is an important historic and well used space, and consultation is important to bear in mind.

#### **AP: JW to confirm the consultation that has been undertaken and is planned**

## **BID Update**

CM reported that BID are currently undergoing a rebranding exercise and seeking to align it with Discover Halifax. There will be a clarification on the focus on Halifax Business Improvement District and it will feature as a secondary aspect to the Discover Halifax brand.

This item will return to the next Town Board for more discussion.

### **AP: CM to share at next town board meeting**

Cllr TS commented that the rebrand makes a lot of sense.

CM confirmed that they are recruiting a street based team, as a response to the surveys that were conducted that cited need for cleaner and more secure streets. This role will work with neighbourhoods to create an additional resource, at the moment it is envisaged that there may be a delay in filling the posts, but recruitment is ongoing.

## **High Street Task Force**

KM confirmed that following the report and diagnosis from the High Street Taskforce, there is a meeting taking place in July with the experts to identify the issues, look at the resources and help to develop the masterplan.

### **AP: This will be fed back at the next Town Board.**

## **Town Plan**

The High Street Task Force will inform the plan.

## **Any Other Business**

LK reported that there have been early conversations with the Squash Association, about the potential of hosting a heat of the National Squash Tournament at the Piece Hall in a glass court. A site visit has been planned for 10 August, to look at the venue and discuss potential. The costs associated with this are £20-30K but there would be some external sponsorship to assist.

The issue of the current condition of the subways was raised, CM asked if there was a way to apply for funds to have it cleaned as a one off thing.

It was confirmed that this subway will be removed as part of the Next Chapter developments, however businesses note that this will not be immediate and they would like to see some improvements to the area.

Cllr MS reported that there will be some remedial works to the area but Broad St subway is being removed, so although it needs to be safe, there isn't justification to spend significant funds on maintenance.

### **AP: Cllr TS to share information on the subway with BID**

## **Date of next meeting**

25 August 2022 6pm

## Decision Log

### Action Points:

**AP: ZB to create a map to scrutinise and agree Town Board boundary**

**AP: Cllr TS to meet with BiD about recruiting new business reps.**

**AP: Introduce automatic termination for non attendance of 3 boards in a row.**

**AP: ZB to contact board members that have not attended for a few meetings to establish whether they wish to continue**

**AP: ZB to revise and circulate the ToRs**

**AP: CM agreed to share analysis of past footfall trends**

**AP: Impact analysis of public realm works to be shared with Board**

**AP: JW to confirm the consultation that has been undertaken (in ref to Borough Market and FHSF) and is planned.**

**AP: CM to share information about the rebrand at next Town Board meeting**

**AP: High Street Taskforce meeting outcome will be fed back at the next Town Board.**

**AP: Cllr TS to share information on the subway with BID**

### Previous meeting

**AP: RS confirmed plans (Pellon Retail Park Development) will be sought in time for the next meeting.**

**AP: CJS requested bullet points for the next meeting, regarding FHSF progress and updates.**

**AP: Masterplan to remain on agenda for the board to inform plan/ vision**

**AP: RS Look at the other thriving post pandemic centres – Harrogate, Chester, Altringham Market. Can we look at these examples to learn lessons?**