
Harrogate Station Gateway Transforming Cities Fund Scheme Economic Case

1 Introduction

1.1 The paper examines the economic case for the active travel and public realm improvement proposals for the Harrogate Station Gateway Transforming Cities Fund (TCF) Scheme. It sets out the strategic context and policy compliance, the need for investment and the potential economic impact of the scheme. In summary it demonstrates:

- The current/future local economic conditions.
- The factors driving these conditions.
- Why the scheme will support the local economy.

2 Executive Summary

2.1 Harrogate town centre has the opportunity to benefit from its first large scale investment in over 30 years, in the form of an £11m TCF-funded regeneration scheme which aims to transform the area around the train and bus stations.

2.2 The Station Gateway project offers a multifaceted opportunity to develop and uplift this key part of the town centre and ensure that the busiest transport hub in North Yorkshire is fit for the future.

2.3 The evidence and analysis in this report shows how the TCF scheme will help to address some of the economic challenges facing the Harrogate economy, and how targeted investment in active travel and high quality public realm will help deliver a wide range of positive economic impact in the town centre and the wider Harrogate district.

2.4 Key economic benefits from the TCF scheme include, but are not limited to:

Inclusive Growth

2.5 The Harrogate District's economy is facing challenges to its sustainability. The proposed scheme contributes to increasing investment, job creation and productivity; the primary drivers of sustainable, inclusive growth.

2.6 The scheme will contribute to increasing business investment supporting redevelopment and regeneration of the town centre, which is likely to act as a catalyst for wider investment and development.

2.7 The scheme will facilitate inclusive growth through enabling enhanced accessibility for more people and communities in Harrogate District (particularly from more deprived areas) to opportunities across the sub-region and vice versa through tackling first and last mile connectivity issues.

2.8 Increasing the pool of potential employees creates opportunities to help address current recruitment challenges, expand businesses and meet consumer demand.

Education and Skills

- 2.9 Enhanced access to/from the wider sub-region will improve equality of access to opportunity, contributing to increased range and quality of available apprenticeships, educational pathways and lifelong learning opportunities. This will allow more individuals, particularly those from more deprived areas, to access skill-building opportunities within educational or workplace settings.
- 2.10 The scheme will improve access to those residents in the North of the Town to Harrogate College.

Supporting Development

- 2.11 The Station Gateway scheme helps unlock development and increase the supply of housing, whilst also reducing the impact of transport on the environment and congestion levels through enabling greater opportunities to travel by foot and bike locally and by public transport regionally.
- 2.12 Additional growth can be unlocked through land value uplift, increasing footfall on peripheral streets, and driving urban redevelopment and widen town centre regeneration and development plans.
- 2.13 The scheme links to a wider strategic plan of active travel interventions particularly to the North and East towards Bilton, Starbeck and Knaresborough, via the Nidderdale Greenway and Beryl Burton Way and to the West via Victoria Avenue, Beech Grove and Otley Road, linking the largest residential areas of the town to job and education opportunities in the centre and West of Harrogate.

Retail and the Visitor Economy

- 2.14 Evidence suggests that the town centre retail sector is at risk of decline in the medium term. Consumer behaviours and expectations are evolving and towns must diversify and advance to maintain healthy and vibrant visitor economies.
- 2.15 There is a growing body of qualitative and case study evidence which, when evaluated alongside the available quantitative data, shows public realm investments deliver significant, cost-effective benefits to consumers and visitor-dependent businesses.
- 2.16 Quality public realm can increase footfall and economic value through:
 - Enhancing the image of an area;
 - Creating a new destination;
 - Making an area more versatile so it can be used for events.
- 2.17 Evidence suggests that the proposed reduction in parking will have minimal impact on the retail performance of James Street.

Land Value Uplift

- 2.18 There is already considerable local evidence of how proximity to Harrogate transport hub leads to high commercial occupancy rates as well as high commercial property and rental values.
- 2.19 The extent of the station improvements will unlock a large proportion of both new housing and commercial development at the station.

- 2.20 Empirical evidence has clearly shown that improvements to stations (and especially where stations attain 'gateway' status) generate considerable value gains across existing properties and developments. This will also occur in the area surrounding Harrogate station.
- 2.21 This document has been produced to help ensure that the potential economic benefits of the significant TCF investment opportunity are fully assessed and clearly communicated, as part of a comprehensive evidence base to inform decision making about the Station Gateway project.

3 Strategic Context

- 3.1 The c£11m regeneration of Harrogate Station Gateway offers a multifaceted opportunity to transform the town centre and ensure that the busiest transport hub in North Yorkshire is fit for the future. The town is set to benefit from its first large scale investment in over 30 years.
- 3.2 Beyond the environmental and social benefits; the scheme will support a number of local economic priorities and strategies, specifically:

- York & North Yorkshire Local Enterprise Partnership's Plan to Reshape our Economy
 - Place and Infrastructure: Active travel and public transport usage increases.
 - Place and Infrastructure: All our high streets, city and town centres are greener, fairer and stronger.
 - People and Communities: Young people and those furthest from the labour market are not left behind.
- North Yorkshire County Council's plan to deliver economic recovery and growth 2021-2024
 - Enabler 1: Create high quality places, increased housing provision and delivering infrastructure
 - Enabler 2: Deliver a modern integrated transport network
 - Enabler 3: Increase skills levels and ensure that the workforce meets the needs of the County
 - Enabler 4: Live well
 - Enabler 5: Creating the right conditions for business growth and investment
 - Enabler 6: Enhancing the environment, developing tourism and the green economy:
- Harrogate Borough Council's (HBC) Harrogate District Economic Growth Strategy 2017-2035
 - Land and Buildings for Growth: taking an active role in the development of land and buildings for employment use, enabling local companies to stay and grow, and attracting inward investment in to the district.
 - Conditions for Growth: Transport: work with partners to address current and future operational barriers to business growth by securing investment and improvements in transport infrastructure.
- HBC COVID Economic Recovery Framework 2021
- HBC Harrogate Town Centre Masterplan 2016

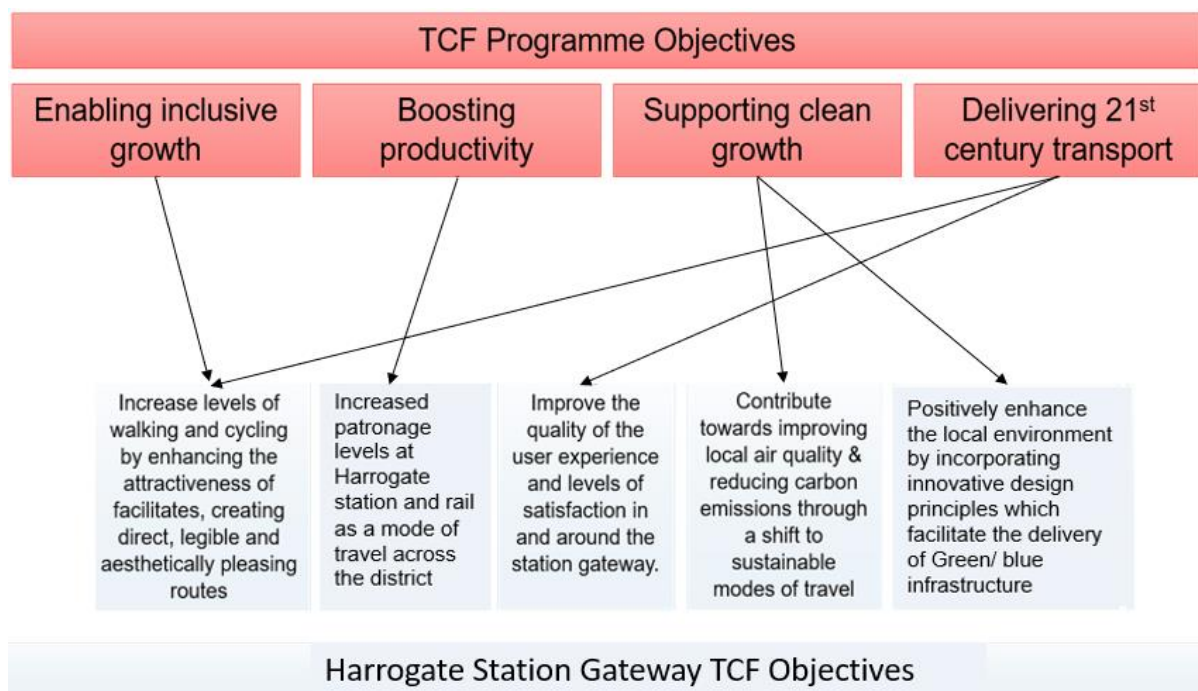
- Ensure that the future development of the town centre enables ‘enhanced growth’ in order for it to compete effectively with other destinations and deliver wider objectives for the local economy.
- Investment in ‘Public Realm of an outstanding quality’ and ‘Integrated and sustainable transport infrastructure’;
- Harrogate Knaresborough Congestion Study 2019
 - Congestion is impacting the economy: there is an aspiration to grow Harrogate’s economy. It could be difficult to attract developers to an area that is difficult to get to because of congestion, which would have repercussions for the growth and diversification of the economy. 77% of 15,500 respondents were in favour of sustainable transport investment.

4 The TCF

The overarching vision for the Leeds City Region TCF programme is:

“Connecting people to economic and education opportunities through affordable, sustainable transport, boosting productivity and helping to create cleaner, healthier and happier communities for the future”.

This overarching TCF vision has shaped the four Programme objectives:

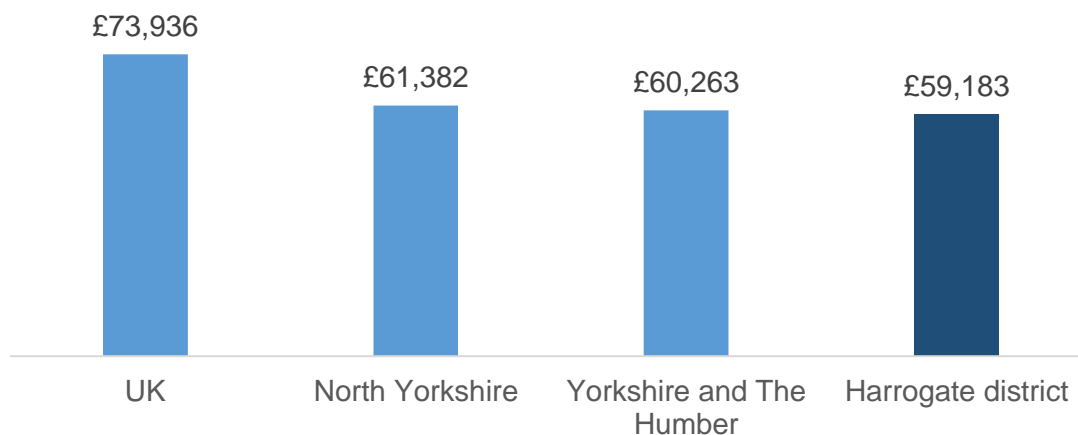


5 The Harrogate District Economy

5.1 Harrogate District has a long history of successful business start-ups and, historically, a well-qualified resident population that underpins an enviable, high quality of life. The £4 billion economy is diverse, 6.3 million leisure visitors enjoy an array of attractions and events whilst business visitors enjoy the exciting benefits of a town-centre convention centre. The district also benefits from being home to one of the largest contract research operations in the UK, an established financial technology cluster and Europe’s largest cold storage distribution centre.

5.2 However, inclusive growth and productivity is being suppressed by local transport, property and demographic conditions.

Fig. 1 Economic Productivity (Gross Value Added (GVA)/Full-Time Equivalent Employment (FTE)) 2021 (*Regional Econometric Model*)



5.3 There is an overdependence on employment in lower-paid sectors in the district. There are barriers preventing the creation of sustainable, higher-paid jobs where transport and the location/type of commercial accommodation do not support business growth. There is a persistent loss of young people, exacerbated by a growing elderly population. Housing is unaffordable for many and retail is not immune to a climate of changing town centres.

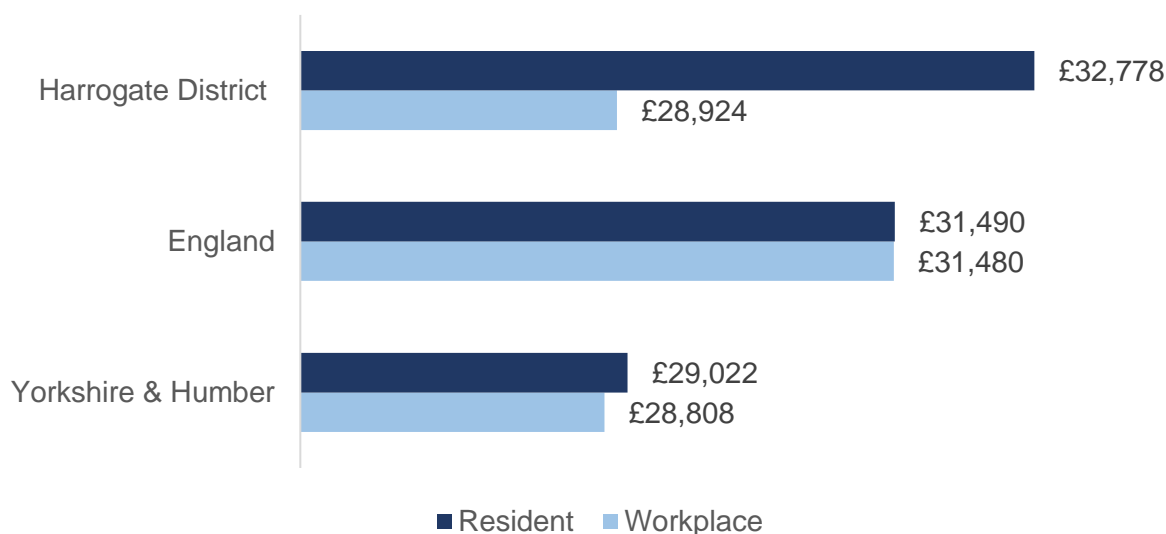
5.4 The Regional Econometric Model (REM) suggests that the COVID-19 pandemic impacted the district's economy to the tune of -£438 million in 2020; a 10% reduction from 2019 levels. Although recovery is underway, the district is forecast to see a slower rate of economic growth than the wider Yorkshire & Humber region.

6 Harrogate Station Gateway – Supporting Inclusive and Sustainable Growth

6.1 Harrogate is the main town and service centre in the district, and has strong economic links with neighbouring Leeds and a high prevalence of cross-boundary commuting.

6.2 Around 47% of Harrogate's residents are employed in professional and managerial roles, while less than 20% work in the service related sectors – this pattern correlates with the higher than average earnings of residents but lower than average earnings of those that work in the district (workplace), reinforcing the trend of out-commuting for higher paid jobs, and in-commuting for lower paid jobs that are prevalent in the town (see Fig. 2).

6.3 Harrogate's higher paid resident base suggests that there is potential to diversify the local economy, attracting high value, innovative businesses to invest in the town centre, opening up further employment opportunities in the town.

Fig 2. Median Gross Annual Earnings – Resident v Workplace, 2021 (ONS)

6.4 The total number of businesses registered in Harrogate Town increased by 4% between 2016 and 2021 – considerably below both the Yorkshire and Humber average (8%) and the average of all English cities and major towns (13%). Harrogate ranks 97th of 109 towns/cities in terms of new enterprise across the five year period (ONS IDBR).

6.5 The scheme will support increased investment in the town. A 2017 British Council of Offices (BCO) report cites that businesses are prioritising offices with high-quality cycling facilities. Furthermore, a 2012 BCO survey found that the demand for workplace cycling facilities was increasing and for some people they were a deciding factor in where to work. The benefits of cycling ranged from increased fitness to a dislike of crowded public transport. Further evidence of the benefits of cycling infrastructure for business investment include:

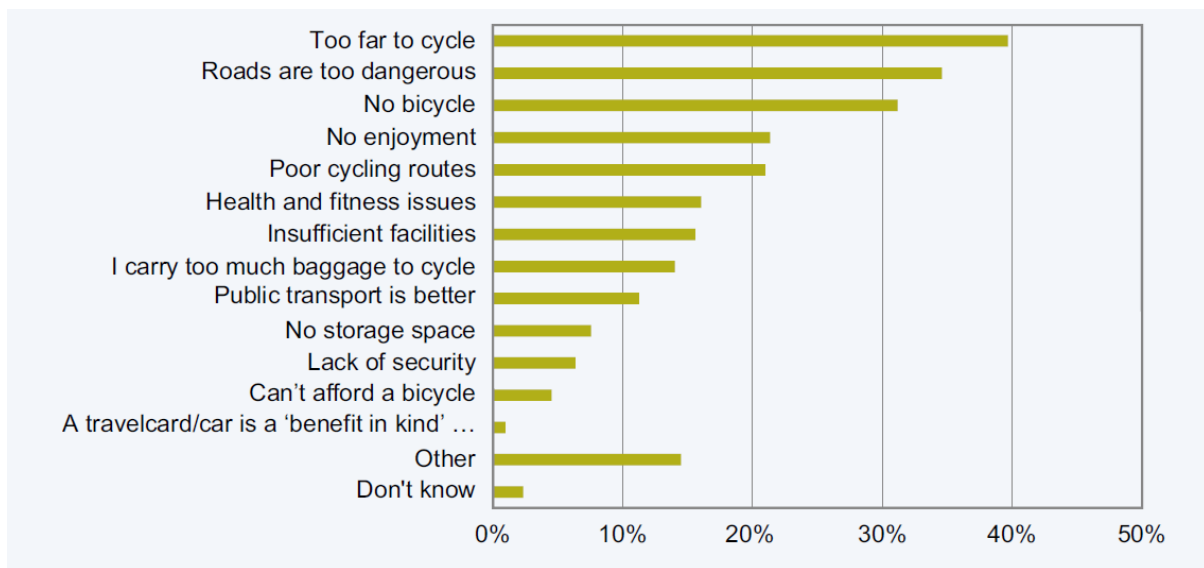
- 73% of employees who cycle felt it makes them more productive at work¹.
- Employees who cycle regularly take fewer sick days than those who don't².

“Cycling is a fundamental part of the future city and has been a critical factor in Google’s decision to invest in King’s Cross and London. Cycling has an important role to play in attracting and retaining talent”

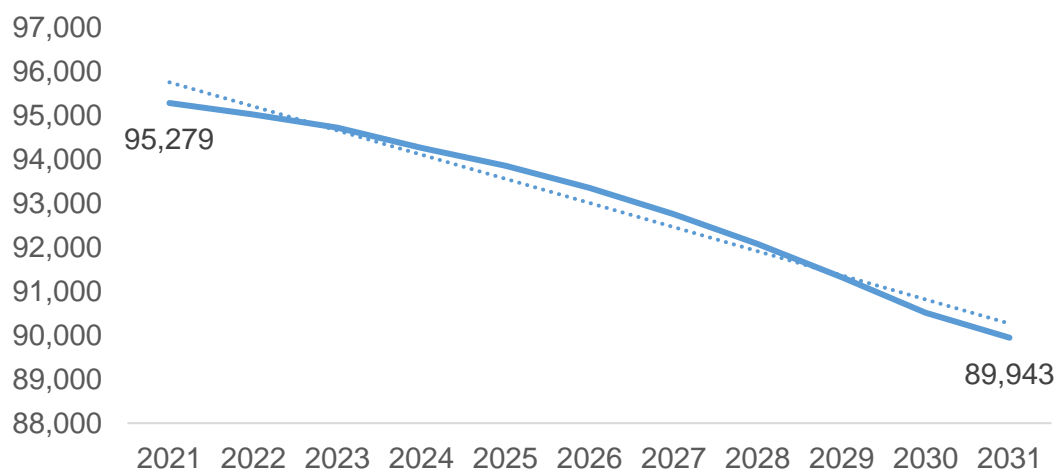
Dan Copley, former CEO of Google UK

¹ *The Prince’s Responsible Business Network, 2011*

² *The association between commuter cycling and sickness absence, 2010 (Hendriksen et al), The British cycling economy: ‘gross cycling product’ report, 2011 (Grous & Alexander)*

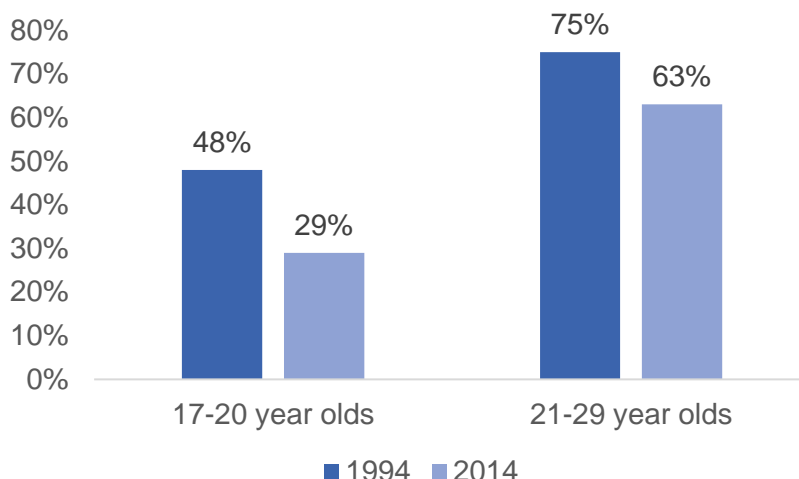
Fig 3. YouGov survey of office workers who do not cycle in their commute, 2017

6.6 Fig. 3 suggests that providing safer cycling routes (such as those proposed within the scheme) would encourage nearly a third (29%) of non-cycling British office workers to consider cycling as a commuting option in the future.

Fig.4 Harrogate District working age (16-64) population projection, 2021-2031 (ONS)

6.7 However, the district must maintain a skilled, working age labour force to support inward investment and sustainable economic growth among all sectors. Fig.4 illustrates the district's working age population is forecast to decrease by 6% over the next ten years. Whilst Fig. 5 shows the decline in car ownership among the younger cohort across the UK – driven by increasing living/motoring costs and a shift in attitudes.

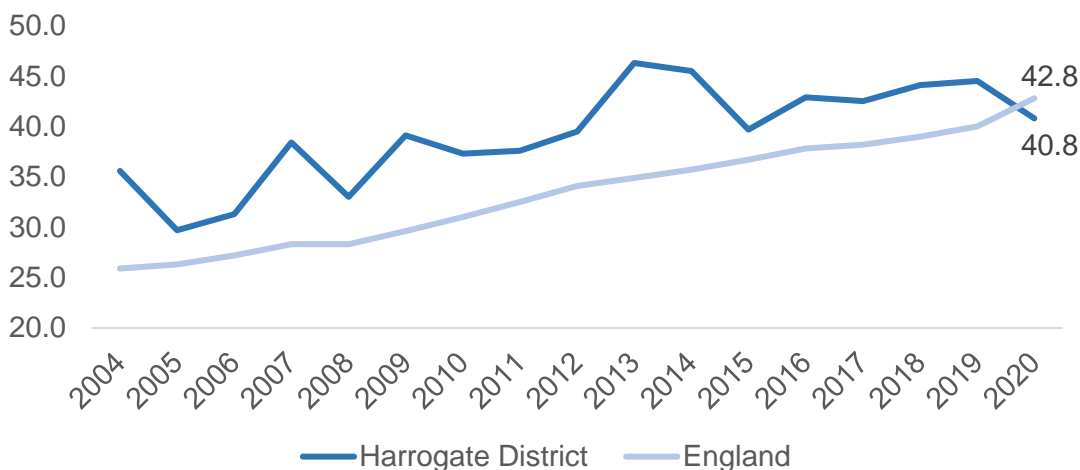
Fig 5. Younger driving license holders in UK 1994-2014 (ONS)



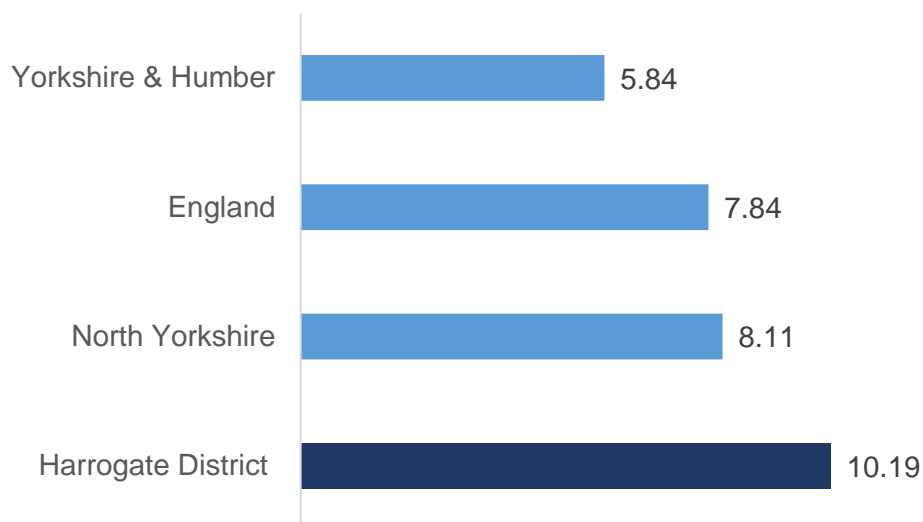
6.8 The scheme will facilitate inclusive growth through enabling enhanced accessibility for working age people to opportunities in Harrogate Town and beyond (and vice versa) through tackling first and last mile connectivity issues – particularly for those who do not own a car.

6.9 As seen below, in 2020, the proportion of the district's working-age population qualified to NVQ4 (degree level) and above fell below the Great Britain average for the first time since records began in 2004.

Fig. 6 Harrogate District working-age population educated to NVQ4+ 2004-2020 (ONS)

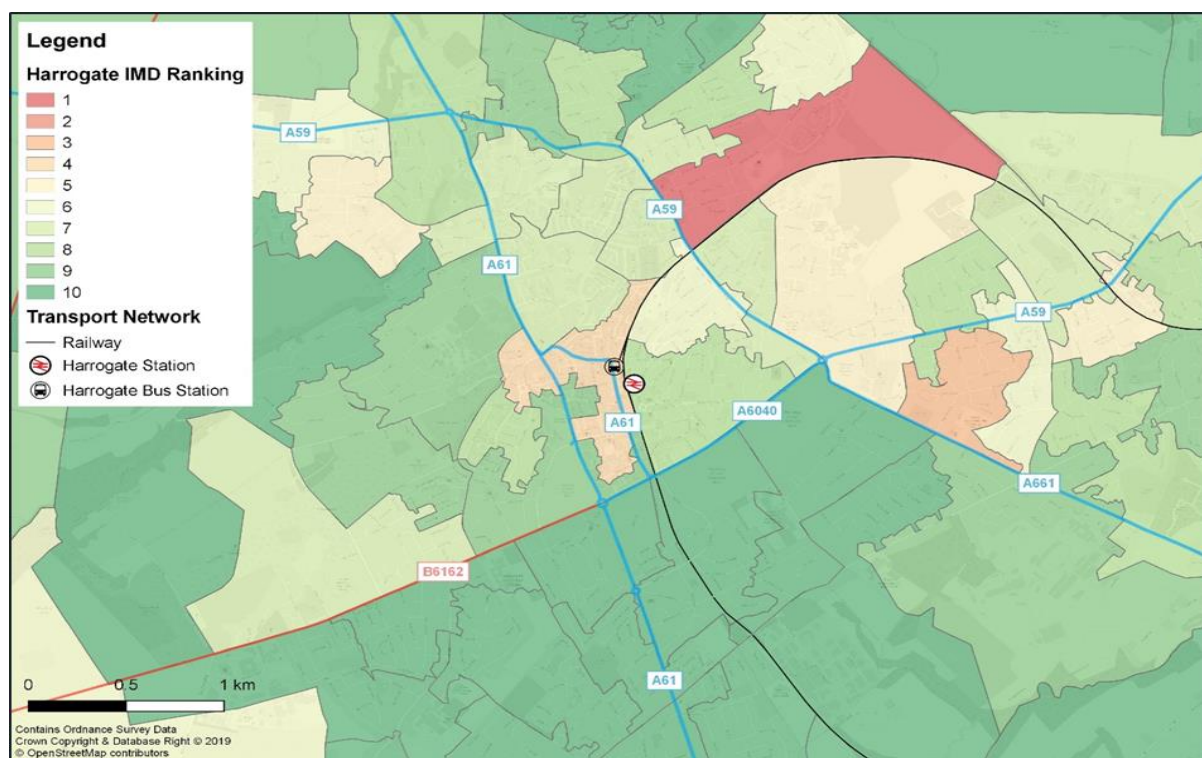


6.10 Enhanced access to/from the wider city region will improve equality of access to opportunity, contributing to increased range and quality of available apprenticeships and allowing more individuals, particularly those from more deprived areas, to access skill-building opportunities within educational or workplace settings.

Fig.7 Ratio of Median House Price to Median Workplace Earnings, 2020 (ONS)

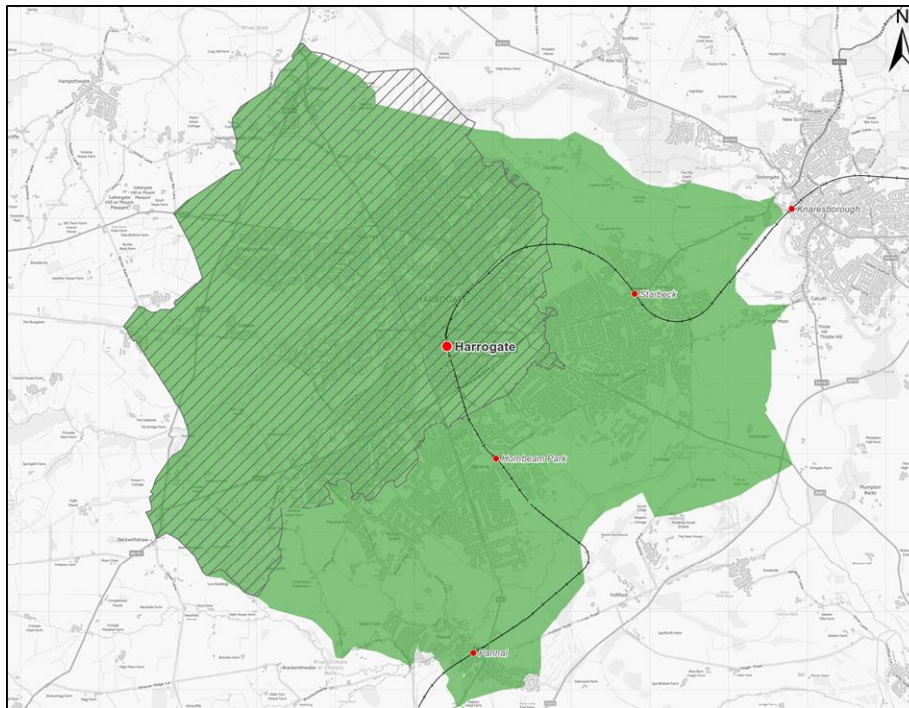
6.11 Despite the affluence of the district, there are pockets of deprivation, and a large gap between the most and least deprived areas. Fig. 7 (above) demonstrates that housing is the least affordable across the North of England and, together with a prevalence of lower paid employment, there are cross-boundary, unsustainable commuting patterns.

6.12 Indices of Multiple Deprivation (IMD) is a composite of many types of deprivation, including Income, Employment, Education Skills and Training, Health and Disability, Crime, Barriers to Housing and Services, and Living Environment.

Fig 8. Indices of Multiple Deprivation 2019

6.13 Fig. 8 shows that six of the LSOAs within the Harrogate study area boundary, rank among the third most deprived of areas in the country. Concurrently, all are within a 20 minute cycle ride of the Station Gateway scheme (Fig. 9).

Fig. 9 20-minute Cycle Catchment: Harrogate Rail Station



6.14 Evidence suggests that the areas around Harrogate Town Centre will benefit from significant connectivity improvements in terms of enhanced access to Harrogate Railway and Bus Stations. The scheme will better connect communities to employment, education and training opportunities, both within Harrogate District and across the wider sub-region.

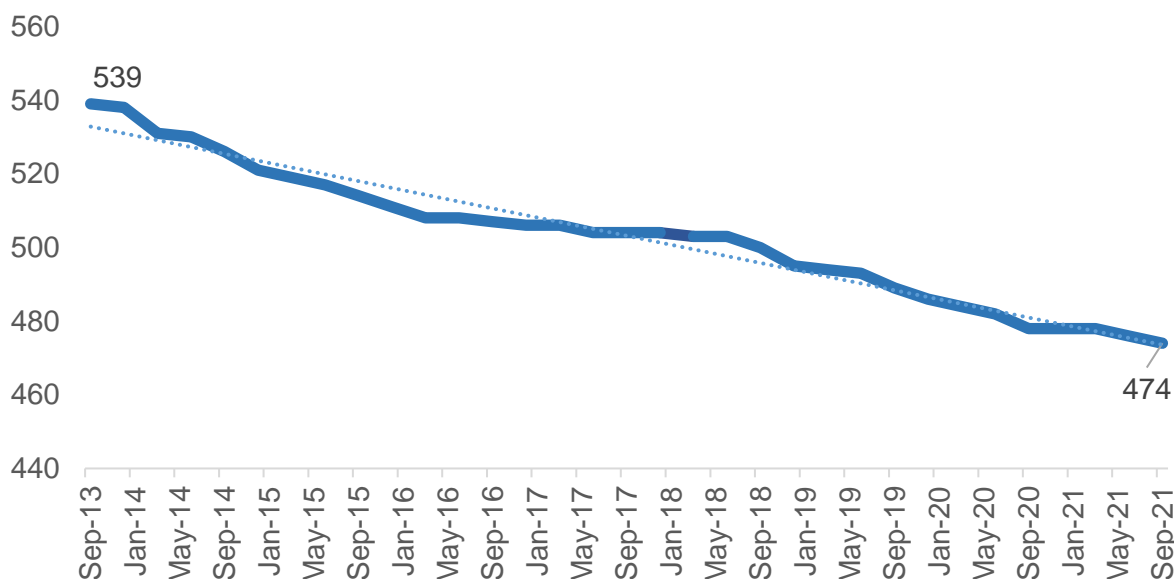
7 Harrogate Station Gateway – Supporting the Visitor Economy

7.1 Economic modelling (REM) suggests that, in 2019, the Harrogate Town retail, accommodation and catering sectors supported around 3,500 full-time equivalent jobs and generated circa £127 million in GVA. In 2020 the COVID-19 pandemic impacted employment in these sectors to the tune of -17% and GVA by -21%.

7.2 However, the town's visitor economy has seen a healthy recovery in 2021 – in part because of the increase in domestic holidays and a robust tourism offer for its established six million visitors.

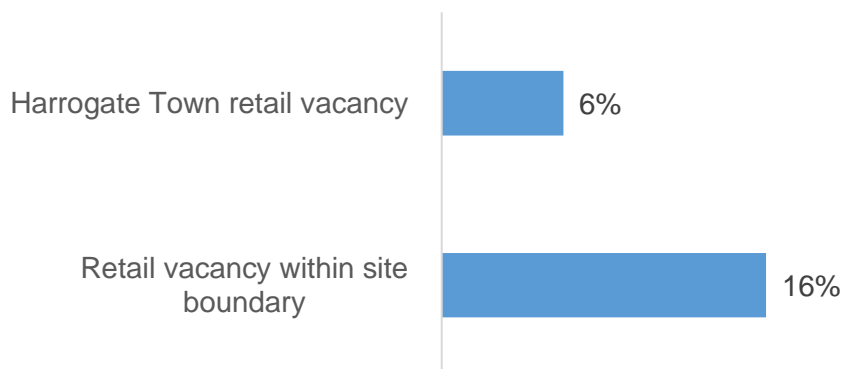
7.3 Despite this, a recent [report by KPMG](#) suggests that 16.4% of jobs in Harrogate are expected to continue being carried out from home post-COVID – impacting daytime footfall. Furthermore, KPMG suggest that accelerated online retail adoption could result in the loss of 28% of total retail offering in the future.

Fig. 10 Number of shops in Harrogate Town (Sept 2013 – Sept 2021) (HBC)



7.4 As seen above, the number of retail units in Harrogate has reduced by 12% in seven years with more at risk of becoming residential properties via new powers for permitted development changes in use class.

Fig. 11 Retail vacancy in Harrogate Town (September 2021)



7.5 Fig. 11 shows that of the 92 retail units directly abutting the highways within the Station Gateway site, 15 were vacant in September 2021 (16%). This can be compared with a vacancy rate of 6% across the wider town centre.

7.6 Evidence suggests that the town centre retail sector is at risk of decline in the medium term. Consumer behaviours and expectations are evolving and towns must diversify and advance to maintain healthy and vibrant visitor economies. The scheme is seeking to do just this.

7.7 Research by CPRE and Jan Gehl Architects ('Global Placemaking – Value and the Public Realm' 2017) examined 11 exemplar place-making schemes in urban areas around the world and concluded that quality public realm can increase economic value through:

- Enhancing the image of an area;

- Creating a new destination;
- Making an area more versatile so it can be used for events; and
- Establishing or enhancing the character of an area.

7.8 This research emphasised that good public realm makes more people want to use a space and increases the number of activities that can take place in spaces. For retail businesses, this can mean increased footfall. Furthermore:

- Carmona et al (2018) found that retail vacancy was 17% lower on average after town centre improvements³.
- Case study evidence has shown that well-planned regeneration of public realm can increase footfall and trading by up to 40%.⁴
- Walking, cycling and public realm improvements can increase retail sales by up to 30%.⁴
- Eight out of ten Business Improvement Districts agree that active travel is important for their business performance. BIDs believe that walking and cycling attracts more customers, creates vibrant areas and attract/retain staff.⁵

7.9 For example, investment to make the Piccadilly area of Stoke-on-Trent more pedestrian-friendly led to a 30% increase in footfall there, whereas footfall increased by up to 35% on streets where the pedestrian experience had been improved in Scotland. The introduction of a pedestrianisation scheme in Coventry also led to a 25% rise in footfall on Saturdays and the trial closure of some roads in Cheltenham in 2018 similarly had a positive effect on the number of visitors to the local high street.

7.10 This increased footfall usually translates to increased turnover for local businesses and an improved local economy. As more people pass by a particular business on foot, more people are likely to go in and buy something. The trial pedestrianisation of several streets in Dublin in 2020 resulted in increases of up to 100% in sales for shops in that area. Further case studies can be found at Appendix A.

7.11 Street appeal: The value of street improvements, an academic study by University College London, concluded “more space for pedestrians and bicycles and less space (and slower speeds) for cars will open up the opportunity to deliver on the other factors that make for the highest quality street experience for all.”⁶

7.12 In October 2014, retail specialist Harper Dennis Hobbs published the first ever report that attributed town centre retail a ‘vitality’ score. Their report showed that retail centres that have implemented traffic reduction policies generally performed better.

7.13 Around the same time as the Harper Dennis Hobbs report the Campaign for Better Transport independently assessed the degree of car dependence of a number of town centres. When the two studies are compared a very high correlation exists between low car dependency and high vitality in town centres. The towns with the lowest levels of car dependency were most likely to have the most vibrant shopping centres.

³ *Place value: place quality and its impact on health, social, economic and environmental outcomes, 2018 (Carmona)*

⁴ *The Pedestrian Pound: the business case for better streets and places, 2014 (Lawlor) 2018 Revision (Tasker)*

⁵ *Healthy Streets: a Business View, 2017 (Aldred & Sharkey)*

⁶ *Street Appeal: the value of street improvements, 2017 (Carmona et al)*

8 Harrogate Station Gateway – Car Parking

8.1 Preliminary designs propose an overall parking reduction across the scheme of 39 on-street parking spaces. This represents a very small reduction (-0.6%) in the overall number of parking spaces in the town centre, which currently stands at 2,800 off-street and 4,000 on-street. Indeed, occupancy data suggests that up to 150 on-street spaces could be removed from the core town centre without a detrimental effect on a visitor's ability to find a convenient space.

8.2 Moreover, study evidence suggests that:

- Cycle parking delivers five times the retail spend per square metre than the same area of car parking⁷.
- People who walk and cycle take more trips to the local town centre over the course of a month.⁸
- Consequently, over a month, people who walk to the high street spend up to 40% more than people who drive to the high street.⁸
- Retailers have been shown to over-estimate the importance of the car for customer travel.⁴

8.3 Surveys were undertaken by Parking Perspectives Ltd during October 2021 to provide some insight into the relationship between those using the parking on James Street and the retail and commercial premises on that street. The surveys encompassed:

- Parking Occupation - beat surveys using a 15-minute frequency were completed along the length of James Street to record the number of parked vehicles and determine duration of stay.
- Parking User Interviews - inviting those parking on the street to participate in a short questionnaire survey.
- Shopper Surveys - customers entering or leaving one of the retail or commercial businesses on James Street were selected for interview.

8.4 The surveys found that most of those parking on James Street are using it to visit a business in that street. Many are making relatively short stops of less than 30 minutes to visit the shop or business of interest.

8.5 As seen in Fig. 12, if the parking on the eastern end of James Street was removed, there is a proportion (between 2 - 18%) who have stated that they would look to park elsewhere, and take their business elsewhere.

8.6 However, those parking on James Street make up only a relatively small proportion of those visiting the businesses and shops in the street. As seen below, the survey of those entering and leaving the premises indicates that more than 9 out of 10 have not parked in James Street.

⁷ *The value of cycling, 2016 (Raje & Saffrey)*

⁸ *Town Centre Study, 2011 (TfL)*

Fig.12 Parkers with main purpose on James Street: response if unable to park on James Street (Parking Perspectives, 2021)

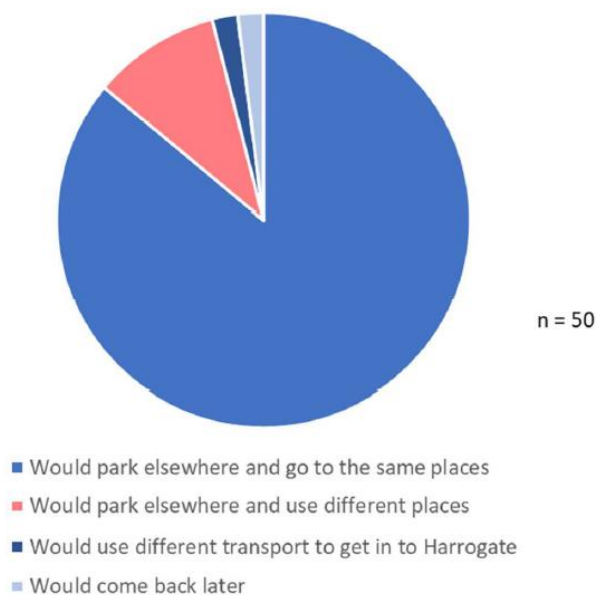
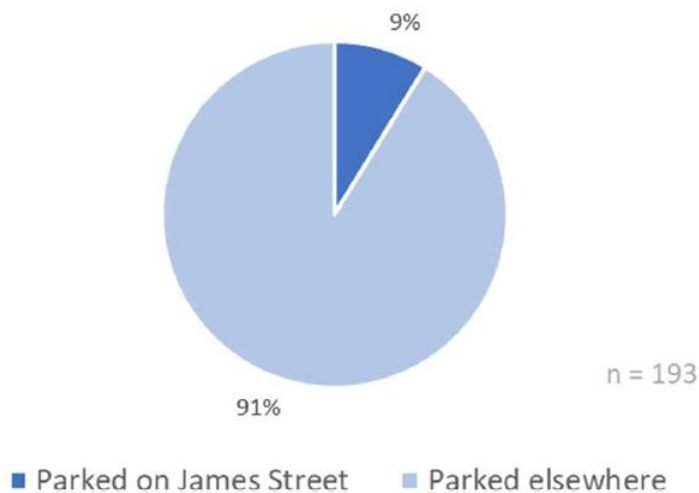


Fig.13 Parking location of James Street shoppers who drove to Harrogate Town Centre (Parking Perspectives, 2021)



8.7 In summary, the surveys indicate that over 90% of those doing business in James Street will be unaffected by the removal of parking. Of the 10% or less that are parking, less than 20% were of the opinion that they would take their business elsewhere. In combination, were the parking to be removed from James Street, the impact on current shopping/business visitors could be expected to be less than 2%.

8.8 It should be noted that the benefits of public realm improvements summarised in Section 7 are not factored into this forecast and therefore the overall impact on retail footfall is expected to be positive.

9 Land and Property Value Uplift

9.1 As well as the various economic impacts described above, the proposed improvements at Harrogate transport hub will have an impact on the land values associated with new

developments in the surrounding area. This is because the station will be a gateway and focal point in the town, with the potential to help facilitate the development of new housing and employment sites.

- 9.2 Research has also proven that station enhancements will increase the value of existing land and properties within certain radii surrounding the station. Given the scale and characteristics of the improvements at Harrogate Station Gateway, these will impact positively on both new and existing developments.
- 9.3 There are a number of proposed housing, employment and mixed use regeneration sites in the town where there is dependency of the sites on the station scheme.
- 9.4 In the immediate vicinity of the station, there is a large mixed use development site within the Local Plan that is heavily dependent on much improved transport connectivity and public realm. The development will form a regionally significant 'gateway' for Harrogate with excellent public realm and a high quality mixed-use development to meet the present and future needs of the town centre.
- 9.5 In addition, the Harrogate District Local Plan 2014-2035 (adopted on 4th March 2020) states the following with respect to Site H37, the land at Station Parade:
- *“The public realm in this location, and in the immediate surroundings of the site, is poor and opportunities should be taken through site development to contribute to significant improvements and the creation of a landmark scheme”*; and
 - *(the development proposals should) “Provide improved pedestrian and cycle links within the site and from the site to connect with the town centre. In particular, pedestrian connections to and around the bus station, links to Oxford Street and Cambridge Street and a new direct pedestrian link from the Victoria car park to the town centre”*.
- 9.6 There is already strong evidence in Harrogate that offices near to the station are in high demand and command much higher rental values compared to developments further away. The 11-storey Exchange tower in Station Parade, Harrogate is a good example of this as it has 99% occupancy and commands office rents of approximately £25 per square foot.
- 9.7 As well as the land value uplift from new developments, extensive research⁹ in recent years has demonstrated that station improvements (especially enhancements to 'gateway' standards) also generate additional value across existing properties.
- 9.8 Taking Steer's 2018 work on the Local Economic Benefits of Station Improvement, their research found that localised economic benefits are clearest with respect to property price impacts. Steer also found that the available empirical evidence suggests property price is positively influenced by transport investment (such as investment in station improvements). The “What Works” report from 2015 also collated the results of eleven studies and noted a consensus for increased property prices near improvements for each of these schemes.

⁹ *The Value of Station Investment - Research on Regenerative Impacts, SDG, November 2011, Local Economic Benefits of Station Investment, SDG, March 2018 and Rail Investment and Land Value Capture Potential - Capture Options and Conclusions, Savills, February 2019*

- 9.9 Specific examples include the impact on house prices near Crossrail stations in London where prices have increased by 31% even before the new line opens. For the Sheffield Station Gateway programme, the improvements generated inward investment of £74 million to the station area.
- 9.10 The recent (February 2019) research by Savills also indicate that there can also be a range of property price impacts based on different schemes. These range from over 50% (Jubilee Line extension), over 20% (DLR extension to Woolwich) and 5% (North London Line).
- 9.11 In addition, Savills found that property values would be 10% higher when the improved station becomes operational and that this uplift could be as high as 60% five years afterwards.
- 9.12 Since residential property prices near to stations tend to have the highest value (and decrease with distance from the station), the impacts considered here are based on TfL research whereby there is:
- A 10% premium on property values within 500 metres of the station; and
 - 5% falling to zero premiums on property values at distances of 1,000 and 1,500 metres.
- 9.13 Based on the number of households within these radii surrounding Harrogate station (taken from Experian data) and using up to date average property values (November 2020 Land Registry Values) in the town, it has been possible to calculate the likely increase in existing property values. These are as follows:
- Within 500 metres: £51.5 million; and
 - 500 to 1,500 metres distance: £65.9 million¹⁰.

10 Conclusion

- 10.1 Based on local conditions, academic studies and case study evidence there is a strong economic case for the Harrogate Station Gateway TCF Scheme.
- 10.2 The scheme will support inclusive growth by presenting new opportunities to access jobs, education and training – that will serve to support a sustainable labour force in the district.
- 10.3 There is a strong precedent that the scheme will increase footfall and retail performance, increase property/land values and increase business investment.

¹⁰ Both sets of results have both undergone a process of rebasing, rediscounting and a market price adjustment to convert to the DfT output price base of 2010 prices and present value, market prices.

Appendix A – Case Study Evidence

Building on the evidence presented above, it is clear that the continued growth and prosperity of Harrogate town centre is dependent upon providing sustainable travel options. A series of case studies of similar UK-based sustainable travel and public realm schemes have been reviewed to provide evidence in support of the schemes' potential to effect a positive change within Station Gateway area. The case studies are summarised below:

Location	Activity	Outcome	Source
Altrincham, Greater Manchester	Various public realm improvements and new market	Increased footfall by 25% and reduced retail vacancy 22.1%	Trafford Council, 2017
Bristol	Various public realm improvements	Projected £1.4 million over ten	Drivers Jonas LLP and Colin Buchanon, 2008
Coventry	Pedestrianisation, a new civic square, clearer signage and better placement of street furniture	25% in footfall on Saturdays	NWDA/RENEW Northwest, 2007
Ealing	Improved lighting, street cleansing, de-cluttering, better signage	Improved visitor perception and reduction in crime	Ealing BID, 2009
Kelso, The Scottish Borders	Public realm improvements better placement of street furniture	28% increase in footfall	Scottish Borders Council, 2016
London (Wanstead High Street)	Intervention to increase walking for short trips	98% increase in pedestrian numbers	Tolley, 2011
London	Canal towpath	£5.4 million in reduced absenteeism	Davis, 2010
London (Shoreditch)	Temporary 'parklet'	20% increase in takings over three-month period	Hackney Council, 2017
Sheffield	Peace Gardens	35% uplift in the number of visits for shopping and a net increase in spending of £4.2m	Genecon, 2010

Sustainable Travel and Public Realm Improvements – Case Study Evidence

Schemes aimed at improving travel quality	Scheme Description	Recorded Scheme Impact
Pedestrianisation of Greek Street- Leeds (Source: Greek Street Study- HowDo?! Yorkshire on behalf of Leeds City Council)	The aim of the scheme was to pedestrianise Greek Street in Leeds; a busy location in the centre of the city which has several	The outcome of the scheme was that there was a positive general agreement amongst the public towards the scheme with 93% of respondents to the survey agreeing that pedestrianisation

	amenities on including bars and restaurants.	has improved the street as a destination and 86% of respondents agreeing that they would be more likely to visit the street if it was pedestrianised. Also, there was substantial business rates growth on Greek Street since the street was pedestrianised. The income rate in 2016 was £432,704 in comparison to £656,521. A 52% growth.
Pedestrianising Briggate, Leeds. (Source: City Centre Vehicle Access Management Scheme, 2017).	Briggate High Street in Leeds was one of several areas of the city become pedestrianised in 1990 in an attempt to improve the public realm, and make the core of the city more attractive to pedestrians.	Since Briggate High Street was pedestrianised the urban core has improved greatly, with Briggate being the catalyst for retail growth in the city for decades.
'The Gold Square' Sheffield 2008. (Source: Sheffield Public Realm).	The scheme aimed to improve the journey quality for pedestrians by creating a network connecting key areas of the city with each other.	Connecting the rail station with the city centre was one of the main successes of the scheme through improving parts of the city such as Sheaf Street which is a key corridor to the city. Other impacts included improvements to Hallam Gardens, and Howard Street which improved connections between the universities. The outcome was an increase of 174% in pedestrian movement; 3,174 to 8,700. Also, there was a decrease in vehicle flow between 2001 and 2008.
Maid Marian Way, Nottingham. Remodelling to improve the public Realm. (Source: Making the Case for Investment in the Walking Environment)	The aim of the scheme was to improve the public realm for pedestrians by remodelling the dual carriageway to make the area more pedestrian friendly and increase pavement widths.	Between 2003 and 2005 the pedestrian count increased by 56% on weekdays and 29% on Saturdays.
Old Street: Promenade of Light (Source: BSP 0506 Outcome Monitoring Report)	The scheme was aimed at making improvements to the public realm including lighting, surfacing, additional seating and new greenery.	The outcome was a significant increase in weekday pedestrian flows, with a 31% increase between November 2005 and 2006.