

HEART Proposal Summary**Proposal**

Headingley Development Trust Limited proposes that:

- Headingley Primary School buildings be sold to the Trust at less than best value; and
- Leeds City Council support the Trust's bid to be one of the first projects to be financed under the Government Transfer of Assets scheme. This will enable it to meet all its aspirations for the refurbishment of the building.

Aims and Objectives

Headingley Development Trust (HDT) was set up in 2005 in response to the closure of Headingley Primary School, seeing in this unlooked-for event the chance to begin a new chapter in the history of the area and place the 'heart' back in Headingley. The location of the school is significant in occupying a strategically important position in the centre of Headingley. It was highlighted as an important asset in community-development in the Headingley Renaissance document, a document produced in full consultation with local residents and supported by Leeds city Council. It is also situated in the centre of the area of Headingley most affected by anti-social behaviour.

HDT's specific aims in developing the site of the school as an enterprise and arts centre are:

- To support the start-up of new businesses in Headingley, particularly arts and media-related enterprises;
- To provide a flexible set of well-designed spaces that can be used commercially and by the community for meetings, training, conferences, exhibitions, performances, classes etc;
- To ensure that Heart will be self-financing after the initial investment and refurbishment period; and
- To contribute to the renewal of Headingley as a sustainable community.

The long-term objectives of HDT are to stimulate a lively mix of commercial activity in the centre of Headingley, to influence the housing market to suit a wider range of residents and to provide additional high quality facilities for community activity. These three objectives will be supported by the Heart project, which will produce jobs, business space and activities to appeal to all residents.

Strategic Context

Leeds Corporate Plan is influenced by Government Priorities including:

- Safer and stronger communities; and

- Sustainable communities – communities that have the right conditions for increasing employment and wealth and improving the quality, cleanliness and safety of local areas.

Heart addresses these priorities by placing a balanced community facility in the middle of the area where, particularly in the evenings, many local residents currently feel unwelcome, not to say uneasy. The challenge is to create a constant flow of people engaged in a range of activities through the centre and its environs, thus changing the dynamics of the night-time culture of Headingley.

The 'Seven Strategic outcomes' of Leeds include the following aspirations which are particularly relevant to the Heart development:

All communities are thriving and harmonious places where people are happy to live

Priorities:

- We will enhance Leeds town and district centres; and
- We will create a sense of belonging for all communities and encourage active involvement in community life.

The Corporate Plan also refers to the following measurable indicators of this outcome:

- Increase the percentage of local people who feel they belong to their local area;
- Increase the number of people who feel they can influence decisions affecting their local area; and
- Increase the percentage of local people satisfied with community facilities in their local area.

This is absolutely central to work of HDT and the issues facing Headingley. Although Headingley does not share some of the typical indicators of deprived communities, there are pockets of deprivation as well as a well-recognised problem of fracturing and disillusion in this community where many local residents, particularly the elderly, feel isolated within their own streets.

At each stage of life, people are able to lead healthy fulfilling lives.

Priorities:

- We will improve the physical mental and social health and well being of all the citizens of Leeds.

Measurement:

- We will increase the percentage of adults participating in at least 30 minutes moderate intensity sport and active recreation on 3 or more days per week.

Heart addresses these aspirations too. There have been a number of expressions of interest which relate to physical activities such as yoga, dance and drama, including classes for those with learning difficulties and for all ages. In addition, there are people waiting to organise music and art clubs, classes and activities and these will clearly be of huge benefit to the mental well being of participants.

Leeds is a highly competitive, international city. We will develop a high quality of life in Leeds and the city region to help attract and keep graduates and other skilled workers.

Headingley is key to realising this aspiration, not least because of the concentration of students in this area, many of whom at least initially wish to stay living in familiar surroundings when they graduate. HEART will help to retain graduates in the area for longer as they will stay in the area for the innovation that the Catalyst provides. This will lead to more long-term residents, providing a new generation of families which in due course will re-balance the population towards a more 'normal' distribution of age ranges.

Outputs

Tangible Economic Outputs

	Annual Output	Rationale
Businesses created	8	Of the 120 members of the Catalyst, there will be continual entry and passing through of start ups, particularly recent graduates.
Jobs Created	10	30-40 business / self employed people will be working from the centre at any one time. The jobs created figure counts only the new jobs in the start up firm.
Businesses Supported	120	The Catalyst network will seek to involve all the businesses in the area as well as the users of the centre. It will be fully linked to the city Catalyst network, will hold seminars and be the major referral point to the adviser network from the North West of the city.
Additional business turnover	£750k	Turnover of the users of the Centre at the membership level of those paying £100 a month or more, will be tracked. The figure assumes approximately 75 such users registering an average of £10k a year increase in turnover.
Increased commercial occupation	Reduction in empty shops and offices	Heart will use its contacts with existing and new businesses to fill the commercial space in Headingley that, like all district centres, suffers from vacant shops. The vacancy position will be monitored annually.

Intangible Economic Contribution

By enabling Heart to proceed, the council will make the skills existing in the HDT membership available to the rest of the city. HDT will be active members of both the Catalyst and Development Trust networks. We will share what we have learnt and assist others to replicate the development.

Heart is something different. It can offer the location, flexibility and excitement appealing to the young entrepreneur. The mixture of cultural and enterprise activity in a quality facility in the right place AND with the involvement of both universities, has the potential to be something special. It could become a focus for graduate enterprise activity in the creative and digital industries and increase the permanent residence of that sort of talent in the city. Unlike most regeneration schemes, the contribution of Heart will be permanent. The organisation is sustainable and the outputs will occur every year. Heart is also the essential first step in a long-term business growth strategy for HDT that will increase the attractiveness of the area.

Heart will also contribute to the overall revitalisation of Headingley Town Centre by increasing the “footfall” for existing local businesses. Headingley has, in recent years, seen the closure of a number of useful shops resulting in a high number of vacant retail units. The businesses located in the Catalyst, together with visitors to Heart, will contribute to commercial and retail activity in the wider area.

In the short-term, the huge boost of morale to the existing community that has already been achieved by the setting up of HDT (witness the membership figures – 660 and rising daily) and by the first year of the Deli market will be even stronger when the Heart project is begun. Conversely, of course, the loss of this opportunity will raise the very real danger of more disillusionment and flight from Headingley of the very people who have fought to retain the vibrancy and viability of this unique and very special place.