



WHITE ROSE PARK, LEEDS

Economic Masterplan

Phase 1 Report Summary

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Introduction

Acquired in 1995 by Munroe K, White Rose Park has developed into a significant contributor to Leeds, the city region and the Northern Powerhouse. It is now firmly established as one of Leeds' foremost business locations, home to many global names such as HSBC, Capita and DAZN. Over the next 10 years, connected by a new regionally significant railway station, White Rose Park will further develop its anchor role as an inclusive, innovative and sustainable business park that links education, academia and technology, that can support growth and the economic competitiveness of Leeds and the city region.

In recent years Leeds has developed as a successful, ambitious and competitive regional city, at the heart of a successful city region attracting increasing levels of inward investment, supporting a fast-growing cluster of knowledge-based firms, and creating new businesses and growth. Leeds and the city region has a rich history and a contemporary expertise in innovation, based on its diverse economy, strong universities, and the creativity and entrepreneurship of its businesses and people. There has been recent rapid growth in sectors such as financial and professional services, digital, telecoms, data analytics, media, architecture and built environment consulting and health innovation. White Rose Park, in South Leeds, has supported the growth of these sectors, with over 5,000 people employed at the existing office park.

There is widespread commitment across major organisations and businesses in the city and city region to supporting inclusive growth, ensuring everyone contributes to and benefits from growth to their full potential, and to tackle climate change. The aim is to create more

and better jobs, to improve the public transport network, the education and skills system, the support provided to innovators and entrepreneurs, and to create modern, attractive business locations.

Now, as we seek to rebuild the economy following COVID-19, investment in connectivity, innovation, skills and growth that White Rose Park can support the immediate economic recovery and help build the foundations for a more resilient, sustainable, inclusive and productive Leeds economy over the longer term, benefitting local people and thanks to the excellent connectivity that will be enhanced through the new White Rose Station, people across the city region.

This report is a summary of more detailed economic analysis that is available in a background report. It describes the current role and future of White Rose Park in the Leeds economy. It explains how White Rose Park can contribute to the future economic success of Leeds and the Northern Powerhouse. It identifies a series of “Key Moves” or guiding principles for the future development and growth of this important economic hub.

Building back better

THE CURRENT CHALLENGE

We are at a pivotal time in the economic development of Leeds and the city region. The city has been successful in recent years, with significant growth in employment. Leeds has a clear and ambitious strategy for inclusive growth, and the city has been making good progress in improving skills, tackling health inequalities, helping people to access good jobs, and through investment and regeneration in neighbourhoods. The city region is developing an ambitious local industrial strategy and will benefit from a devolution deal.

But COVID-19 poses a major long-term risk to the economy. Increased unemployment and loss of investor confidence could impact for years to come. The pandemic has highlighted structural challenges in the economy. People in low-paid, insecure jobs have been hit hardest.

This is likely to impact South Leeds disproportionately, which already lags behind the Leeds average on several socio-economic indicators. There is a risk that businesses will reduce investment, impacting productivity. The city's shortage of available office space, and grow-on space for innovative businesses, and the transport system could become real constraints on growth.

There are grounds for optimism. The building blocks for strong economic recovery in Leeds and the city region are already in place as a result of the leadership across the public and private sectors, the rapid recent growth and success in attracting increasing levels of inward investment. In South Leeds there are a range of positive projects that will support growth, including investment in transport, infrastructure and housing.

Through the MIT Regional Entrepreneurship Acceleration Programme (REAP), the city and city region are bringing together university and health sector innovators, entrepreneurs, corporates, investors and the public sector to create more innovation driven start-up and scale-up firms. The Leeds Inclusive Growth Strategy provides a clear framework for action, identifying priority locations (including White Rose Park) for growth. Economic opportunities will stem from the city's commitment to becoming net zero carbon by 2030.

Through the Leeds 2023 initiative, the city is using culture to bring people together, and project an image as diverse, creative, and outward looking.

SUMMARY OF CURRENT ECONOMIC ISSUES AND CHALLENGES IN LEEDS AND THE CITY REGION



STRONG FOUNDATIONS

- Strong recent economic growth, particularly in knowledge-based sectors.
- A step change in inward investment performance in recent years, including securing the Channel 4 headquarters.
- A diverse, resilient, knowledge-intensive economy, with good universities.
- Positive and progressive economic leadership across different organisations and sectors.



CHALLENGES

- Kickstarting the economic recovery from COVID-19 in a way that accelerates productivity growth over the longer term.
- Tackling poverty, creating more and better jobs, and helping people gain the education and skills to access them, particularly in South Leeds.
- Developing well-connected, low carbon business locations that meet the need of the modern economy, increasing the supply of office space, and grow-on space for innovative businesses.
- Improving public transport and walking and cycling routes to help people access jobs, and to spread the benefits of economic hubs.



MAJOR GROWTH INITIATIVES

- Supporting inclusive growth. within the framework of the Leeds Inclusive Growth Strategy, the emerging Local Industrial Strategy, and the Covid-19 recovery planning.
- Creating more innovation-driven start-ups and scale-ups, through the Leeds City Region MIT REAP.
- Leeds becoming a net-zero carbon city by 2030.
- The West Yorkshire Devolution deal, including investment in transport, infrastructure and the skills agenda.

White Rose Park: Regional and National Impact

Through the core ambitions of innovation, education, technology and sustainability in all past, present and future development at White Rose Park, there is a key role to play in achieving local, regional and national ambitions for 2030 and beyond.

SUSTAINABLE AND STRATEGIC TRANSPORT

There is a national and regional aim to improve transport, to help people access jobs, to support economic growth, and to tackle congestion, and to reduce pollution and carbon emissions. The new station, which will open in 2022, will improve the accessibility of the site and maximise its positive impact across the city region.

INNOVATION AND DIGITAL

Leeds' creative and digital sector is fast growing, exemplified by Channel 4's decision to relocate to Leeds, and DAZN to White Rose Park. Investment in digital infrastructure enables Leeds to establish itself and compete on a global scale as a prime investment location for businesses in the sector.

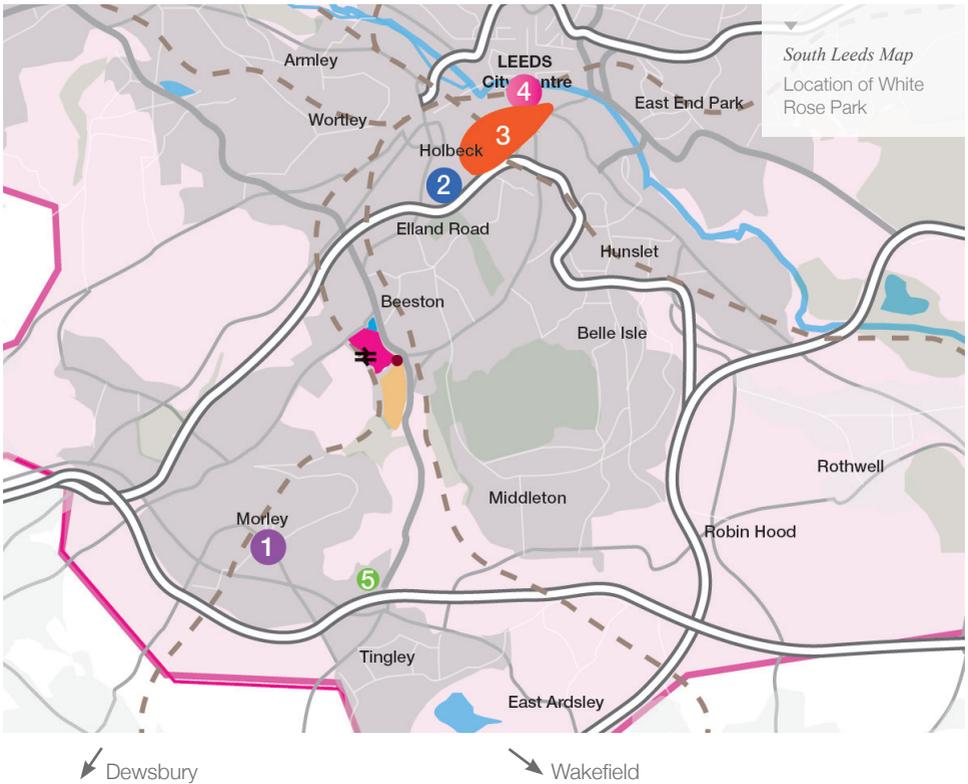
White Rose Park is already home to some of the city's most innovative and data driven employers. White Rose Park has an ambition to develop a regional innovation district that will promote collaboration between public, private, third and academic sectors and provide a space where digital start-ups and SMEs can participate in solving big city challenges such as: implementation of 5G, net zero carbon, inclusivity and health.

INCLUSIVITY, EDUCATION AND SKILLS

As part of its inclusive growth agenda, Leeds seeks to achieve a more inclusive economy, with good quality, secure jobs located close to where people live or in locations accessible to them. White Rose Park is unique in its offer of both education and employment, which supports the region wide ambition of an education and skills system that supports people in accessing jobs, progressing their careers and adapting to change in a rapidly changing economy.

SUSTAINABILITY

Leeds City Council and West Yorkshire Combined Authority have both declared a climate emergency, with the aim of a net zero carbon economy. White Rose Park can support this regional ambition not only through delivery of the station, but through opportunities such as retrofit of office buildings, delivery of aspirational and sustainable housing, and increased walking and cycling opportunities across the campus. On-campus digital innovation opportunities may offer solutions such as decentralised energy options using solar and battery powered energy.



Key

-  Leeds Boundary
-  Milshaw Park
-  White Rose Park
-  White Rose Shopping Centre
-  Rail
-  Motorway
-  Proposed Railway Station
-  Bus Stop
- 1** Morley Town Deal - as part of the Government's Stronger Towns programme
- 2** Leeds United and Leeds United Foundation Training and Community Facility
- 3** South Bank Regeneration
- 4** Leeds Station (and HS2 terminal)
- 5** Capitol Park (Employment Zone for Morley)

Leeds United has put forward proposals for a new training ground facility in south Leeds for senior and academy players, as well as a community sports hub at the Elland Road site. These proposals, coupled with the buzz created by Leeds United's return to the premier league, have the potential to have a catalytic effect in South Leeds and beyond, giving young people access to state-of-the-art training facilities, raising aspirations and the city's profile. Complimenting this, DAZN at White Rose Park are a key player streaming premier league football online.

White Rose Park: An Innovation Hub

Innovation is at the heart of White Rose Park: in its past, present and future. White Rose Park has played an important part in the recent success and growth in the Leeds economy. White Rose Park hosts leading firms in the growing sectors in Leeds, including finance and professional services and the digital sector. Home to 5,300 employees and 900 pupils, and supporting over 7,500 jobs in the Leeds economy, it is the location for key employers such as HSBC, Capita, sports streaming and data firm DAZN, global engineering and built environment firm WSP, HMRC and West Yorkshire Police.



Approximately
500,000 sqm
of office space with the
ambition for an additional
126,500 sqm
as part of the masterplan



5,300
approx people currently
employed at White Rose
Park with ambitions for an
additional
5,000



New railway station
open by 2022
with a forecasted
343,000
yearly trips



The building blocks for the first phase of future development of White Rose Park are in place:

- The White Rose Station is due to open in 2022, with 343,000 passengers annually.
- There is a draft allocation for residential development at the site, which will deliver sustainable and high-quality homes.
- White Rose Park is a growing education hub with the expansion of Elliott Hudson College and introduction of the Maths School for Yorkshire in 2022.
- DAZN, a subscription sports streaming service and data business, have just received planning permission to expand their building at White Rose Park.
- The Amazon Web Services Re/Start programme will provide digital skills to young people and veterans via the Princes Trust.



7,500 jobs
in Leeds currently supported by White Rose Park, with the potential to double following implementation of the masterplan



15,000 visitors
to the office park per weekday



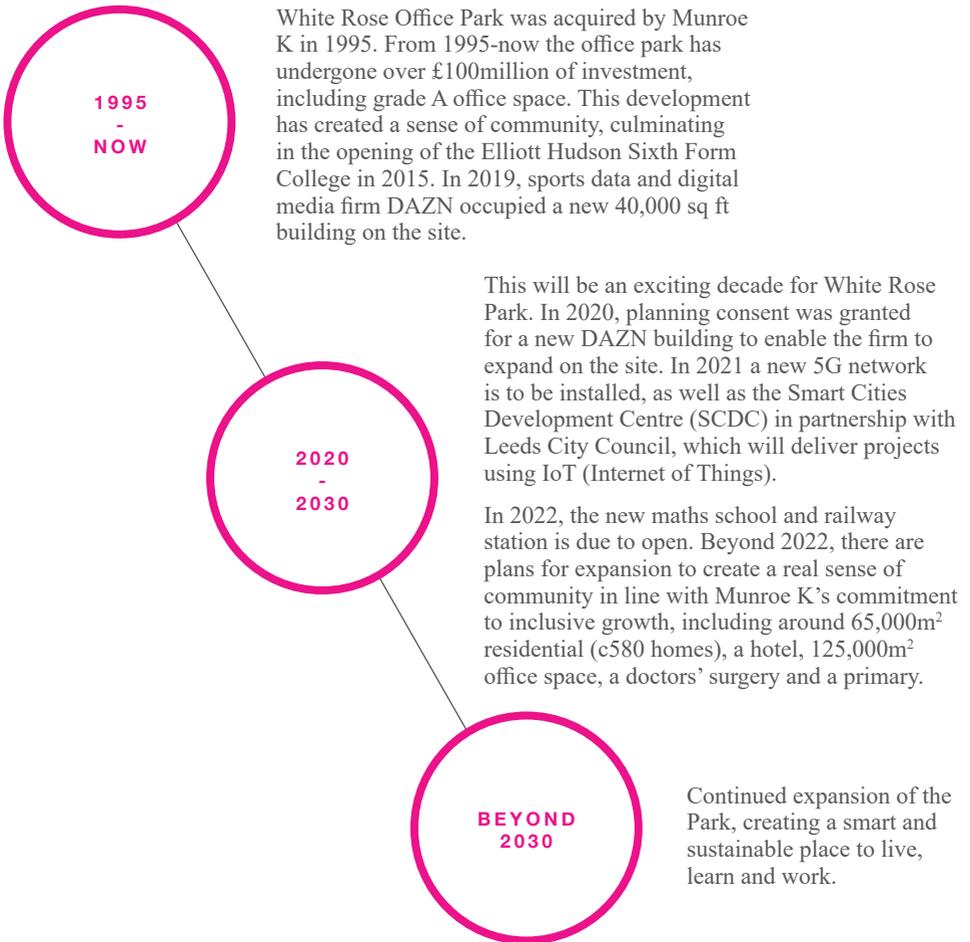
1600 students
on site by 2022



There are exciting plans for **65,000m²** new aspirational residential space (c.580 homes) at White Rose Park



Timeline





Artist's impression of new DAZN building



Artist's impression of potential future masterplan

Economic Key Moves

Eight Key Moves are proposed to set the framework for the development of White Rose Park to support the future growth and competitiveness of Leeds and the city region. This will require a transformation from a traditional office park to become a modern, sustainable, innovative urban district, creating jobs, supporting businesses to develop and grow alongside other uses such as education and residential.



KICKSTARTING THE ECONOMIC RECOVERY

The first stage of the expansion of White Rose Park, includes the new station, which is a shovel-ready project that can create jobs, and help Leeds and the city region bounce back from COVID-19. It is a project that creates jobs in the short-term and will be a boost to the city's long-term economic competitiveness.



SUPPORTING INCLUSIVE GROWTH

White Rose Park can help Leeds create more and better jobs, and provide employment and education opportunities for local people. The jobs and education provided at White Rose Park can provide a range of opportunities accessible to people in South Leeds and beyond.



MAXIMISING THE BENEFITS OF THE NEW RAILWAY STATION

The new station will transform the accessibility of White Rose Park, strengthening business-to-business links and widening access to jobs. The new station is a priority for Munroe K, Leeds City Council, and WYCA, and will be a catalyst and focal point for the future development of White Rose Park.



CREATING A MODERN BUSINESS LOCATION ALONGSIDE A WIDER MIX OF USES

White Rose Park can meet the changing needs of occupiers, combining the security and privacy measures that some occupiers want with an attractive, campus environment, good public transport, and a diverse mix of uses, spaces and amenities. There is potential for modern med-tech, research and manufacturing space, alongside a clear plan to bring forward other sites to support manufacturing and logistics firms in South Leeds.



SUPPORTING INNOVATORS AND ENTREPRENEURS

As a home to knowledge-based businesses, through the partnership with Leeds City Council to create the Smart Cities Development Centre (SCDC), and the Amazon Web Services re/Start initiative, and through providing flexible workspaces White Rose Park can support innovators and entrepreneurs in Leeds. This includes using the planned 5G network and the infrastructure to support White Rose Park becoming a test-bed for innovation in real-world conditions.



TACKLING CLIMATE CHANGE

White Rose Park can be an exemplar in the transformation of existing office space alongside new buildings to improve energy efficiency, support renewable energy, electric vehicle charging infrastructure, and by locating new business space and homes around public transport and walking and cycling routes.



DEVELOPING AS A LEARNING CAMPUS MEETING ECONOMIC NEEDS

Through the existing pre-school provision on the site, expansion of the Elliot Hudson College, the new Maths School for Yorkshire, a teacher training centre and innovation centre, and links to employers White Rose Park can become a learning campus, integrating education and business to support people to move from education to a world of work.



PROVIDING QUALITY HOMES

As part of the commitment to provide the whole work life package at White Rose Park, an aspirational residential and leisure offer is critical to offer a community spirit and central meeting space. Supporting the aim of building aspirations for young people in Leeds, the development needs to set the precedent for aspirational and sustainable living across the city region.

Conclusion

White Rose Park is well positioned and can grow to support this future growth of Leeds. It can provide an environment that inspires and stimulates growth, where innovative organisations can develop and test new ideas, and entrepreneurial people can start-up and scale-up firms. It can be a place where connections are made; where education and business come together; innovators work with entrepreneurs, and life and work are integrated. And through the new station, better local transport and walking and cycling links, and education and training, people in South Leeds, and across the city and city region can access the opportunities that will be created.

Throughout history, the economy of Leeds and the city region has been able to innovate, develop and change in response to the emergence of new technologies, shifts in the global economies and economic shocks. This has been the result of the diversity of the city’s economy, the skills and ingenuity of its people, the dynamism of its businesses and the excellence of its education system.

The COVID-19 pandemic has accelerated a shift towards a more knowledge-based economy, and Leeds has many strengths to build on: a large base of knowledge intensive businesses, excellent universities, diverse and creative communities, entrepreneurial people, and progressive leadership across the public, private and community sectors.

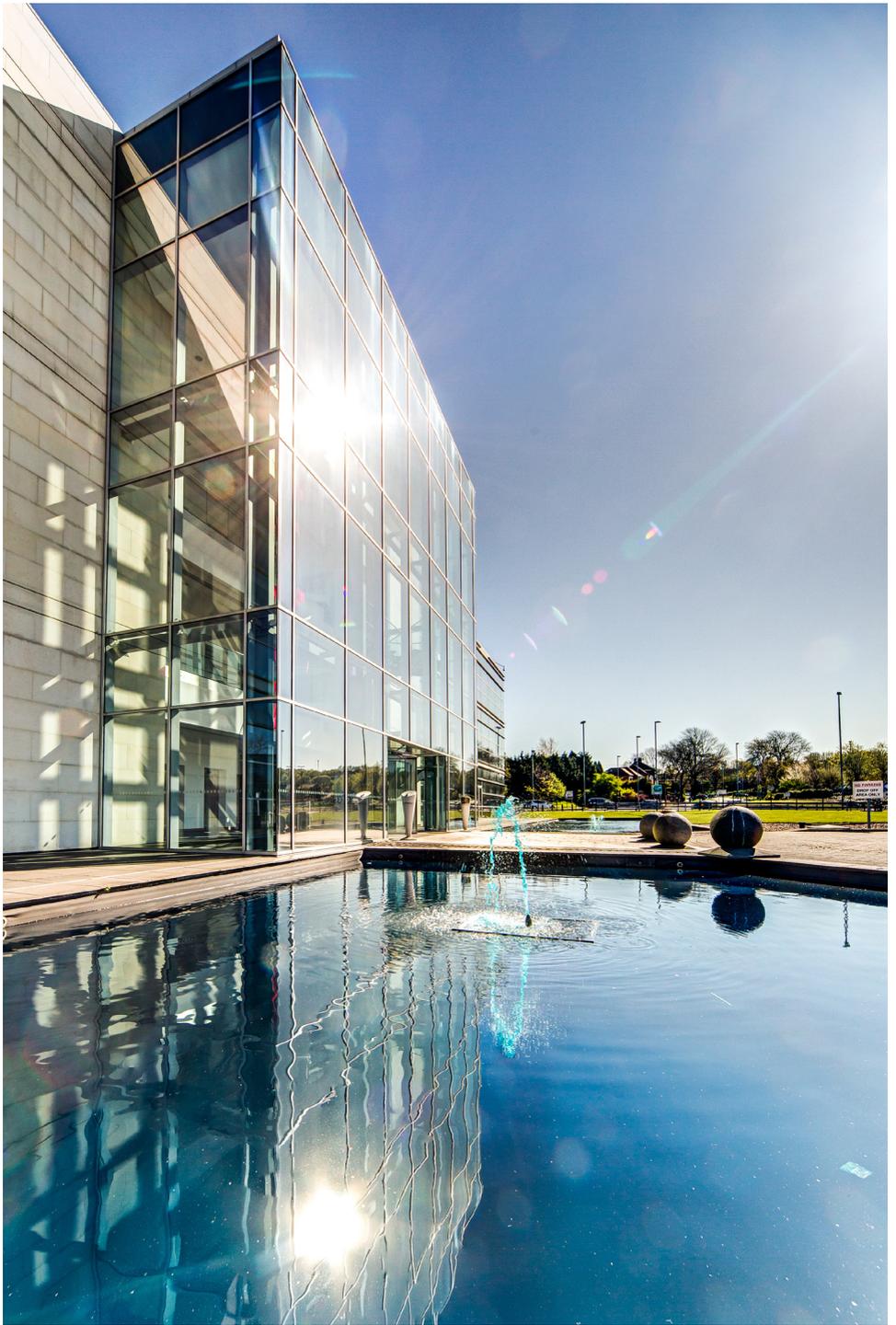
Over the past few decades White Rose Park has hosted many innovative businesses and continues to do so today. One of the first mass produced computers, the world’s first internet service provider, the telephone bank, and one of the

leading global sports subscription services have all been developed at White Rose Park.

Leeds and the city region needs bold, delivery ready projects that can rebuild the economy and create jobs in the short term, which lay the foundations for the city to capitalise on its strengths and to build back better by creating a more inclusive, productive, resilient and greener economy for the longer term.

This should include developing well-connected urban districts to meet the needs of how businesses will operate and innovate, and how people will live, work and learn in the future.

Through investment in the railway station, digital infrastructure, the Smart Cities Development Centre and an aspirational residential and leisure offer, White Rose Park is in a unique position to be the catalyst for economic regeneration in Leeds, across the city region and the Northern Powerhouse.





ARUP