BRADFORD ECONOMIC STRATEGY +365 DAYS

Dave Baldwin
Chair of Bradford Economic Partnership
AMBITION

01 OUR YOUNG & ENTERPRISING POPULATION

02 OUR DISTINCTIVE OFFER

03 OUR GROWTH POTENTIAL

04 OUR GLOBALLY CONNECTED DISTRICT

RAISE GVA BY: £4bn

20,000 MORE PEOPLE INTO WORK

48,000 MORE PEOPLE WITH NVQ3 LEVEL SKILLS
THE YEAR IN VIEW

4,127
new Companies House registrations, the ninth highest of any city in the UK.

A jobs increase of 6,500 new roles, all created by our enterprising private sector, representing an increase of almost 5%.

Breaking the 20,000 barrier in the number of BME women in employment, almost double since 2010.

An inflation-busting 7% increase in average weekly workplace earnings to £488 in 2018.
THE YEAR IN VIEW

Sparkling Bradford Christmas Campaign
Bradford Manufacturing Week
Bradford BID
Keighley BID
### Our Priorities

<table>
<thead>
<tr>
<th>Ensure our people have the skills to succeed</th>
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<tbody>
<tr>
<td><strong>What we are doing</strong></td>
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</table>
| Education-industry partnerships which equip young people with the skills and experiences for work in local industries. | - Workforce Development Plan  
- Industrial Centres of Excellence  
- Bradford Pathways  
- Opportunity Area  
- WYCA Employment Hub  
- [re]boot  
- Bradford Council Apprenticeships | ICE programme to support 3,100 students on programme in 20 secondary schools.  
4,700 businesses engaged in the business covenant. (Actual 4,850) |
| Programmes to improve education standards and promote social mobility for young people in Bradford. | - Community Led Local Development  
- Community Enterprise Support  
- Enterprise Co-ordinator Programme  
- Ad:venture  
- Business Enterprise Fund  
- Community anchors  
- Keep It Local  
- Bradford Council Social Value Policy | Number of students interacting with business. 21,964  
CLLD: 1800 participants engaged  
215 unemployed into employment. 310 inactive into employment or job search.  
500 individuals supported into employment by STEP scheme. |

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<th>Support enterprising people across the district</th>
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| Programmes to help people set up in business, access finance, training, business services and premises. | - Jobcentre Plus  
- Skillshouse  
- Inclusive Growth Corridors  
- Health and Social Care Partnership  
- Integrated communities pilot  
- STEP programme  
- Textile academy  
- Screen Industries Diversity Initiative | 100 young people given skills, confidence and connections to access careers in screen industries |
| Targeting priority area areas to increase business start ups and promote social enterprise | | |

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<th>Ensure everyone can contribute to and benefit from growth</th>
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| Support unemployed people with skills and confidence to access job opportunities. | - Jobcentre Plus  
- Skillshouse  
- Inclusive Growth Corridors  
- Health and Social Care Partnership  
- Integrated communities pilot  
- STEP programme  
- Textile academy  
- Screen Industries Diversity Initiative | 100 young people given skills, confidence and connections to access careers in screen industries |
| Support those most disadvantaged in the labour market to access employment and career progression. | | |
Use our unique assets to create compelling investment propositions and an environment for growth.

### Our Priorities

**Create and promote compelling investment propositions**
- Targeted resource to bring forward development sites.
- Develop desirable living and working spaces offered by heritage buildings.
- More housing of the right type in the right locations.

**Provide an environment for growth**
- Business led actions to improve our city and town centres and attract more shoppers, visitors, businesses and residents.
- Work with business, land owners and developers to increase availability of employment land.

**Utilise our cultural assets to drive growth and attract visitors, business and skilled workers**
- Encourage a wide range of creative activity and events.
- Develop a network of creative entrepreneurs and cultural organisations to support for creative start-up businesses and use of unused spaces.

### What we are doing

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### How we are doing it

**Outputs**

- Enterprise zones
- One City Park
- Canal Road Corridor
- Heritage Mills schemes
- Housing Market Assessment
- Housing Strategy
- City Region Housing Vision

- Business Improvement Districts
- City Village
- Markets redevelopment
- Employment Land Review
- Bradford Property Forum
- Bradford District Local Plan
- Development Pipeline

- Bradford Live
- City of Film
- Bradford Literature Festival
- Ilkley Literature Festival
- Saltaire Festival
- Destination Management Plan
- Bradford Science Festival
- Visit Bradford & District

**Commercial Floorspace developed**
- Heritage building brought back into use
- New Housing completions
- Bradford BID - 64% of businesses voted in favour.
- Ilkley BID Vote
- Reduced vacancies in city and town centres
- Increase in museum, theatre, leisure and events visitors
- Increase in enquiries for city centre accommodation.
- Increase numbers of Bradvocates
- Increase in visitors to Made in Bradford web page.
## 03 OUR GROWTH POTENTIAL

Build on our business and sector strengths to drive innovation, increase productivity and create wealth.

### Our Priorities

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<th>Build on sector strengths to increase productivity and growth</th>
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<td>Encourage business growth and job creation across the District</td>
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<tr>
<td>Build on our innovation assets to drive growth</td>
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### What we are doing

| Build on manufacturing strengths to support growth and raise productivity. |
| Work with regional and national partners to promote growth of our Northern Powerhouse prime economic capabilities. |
| Grow digital and tech sectors by linking potential investors and business angels with digital and tech start-ups. |
| Support for SMEs to develop new products and processes |
| Support growth in health innovation through DHEZ and university |
| Position Bradford as an internationally leading example of the circular economy in practice. |

### How we are doing it

| Bradford Manufacturing Week |
| Leeds City Region Business Growth Programme |
| Ad:Venture |
| Northern Max 2 |
| Northern Powerhouse Investment Fund |
| District Growth Scheme |
| Business Development Zones |
| Invest in Bradford |
| Local Procurement Policy |
| NorthInvest |
| Community Led Local Development |
| Advanced Digital Institute |
| Digital Health Enterprise Zone |
| Access Innovation |
| University of Bradford Knowledge Transfer Partnerships |
| Flying High Challenge |
| Circular Economy |

### Outputs

| New jobs created |
| Existing jobs safeguarded |
| Number of businesses supported |
| New business start ups |
| Business grants awarded |
| Work experience days through manufacturing week. |
| Number of business benefiting from rate relief scheme |
| New investments attracted |
| Proportion of council procurement spent locally |
| Number of high growth businesses |
## Our Globally Connected District

Improve our transport infrastructure and digital connectivity to strengthen trading links.

### Our Priorities

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<th>Improve transport infrastructure</th>
<th>World class digital connectivity</th>
<th>Increase exporting and grow global trade links</th>
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### What we are doing

- Make the case for a city centre station on Northern Powerhouse Rail
- Secure wider rail improvements
- Improve strategic road routes
- Reduce congestion and improve air quality
- Improve access to Leeds Bradford Airport

- Increase availability and access superfast broadband
  - Invest in world class digital infrastructure

- Increase the number of exporting business
  - Work with partners to build on our global trade links
  - Work with business to mitigate Brexit impacts

### How we are doing it

- Next Stop Bradford.
- Northern Powerhouse Rail
- Northern Connect
- Station Masterplans
- Calder Valley Rail Line Upgrade
- Colne-Skipton Rail Link
- Bradford-Shipley Route Improvement
- Hard Ins Road Scheme
- Harrogate New Line Junction

- Full fibre pilot
- Superfast West Yorkshire and York Broadband Programme
- 5G Rollout
- Digital Enterprise

- Chamber International
- Enterprise Europe Network
- UK Export Finance
- Exporting for Growth
- ExportExchange
- Department for International Trade

### Outputs

- Increased media activity on the Northern Powerhouse Rail.
- Media activity on Skipton-Colne and Calder Valley campaigns.
- Increase in Superfast Broadband coverage
- Increase in digitally enabled businesses
- Number of new export exchange patrons recruited.
- Number of Bradford businesses accessing support to begin/increase exports.
- Increase in value of exports
- Number of events promoting Bradford overseas
DISCUSS