

Bradford District Coronavirus Economic Recovery Plan

Overview

Since emerging late last year, COVID-19 has spread globally and infected millions of people. In the UK it has killed over 45,000 people with evidence showing that BAME and deprived communities have been hardest hit.

On 23rd March the UK Government imposed emergency social distancing measures that meant the closure of schools, shops and many workplaces and the requirement for most people to stay at home to control the spread of the virus.

The economic consequences of this lockdown have been severe. A third of the District's workforce has been furloughed including over 50,000 private sector employees, claimant count unemployment has doubled to almost 30,000 and a further 19,200 self-employed residents are claiming income support. The latest national surveys show that around a fifth of all businesses have closed whilst the majority of businesses do not expect production to return to pre Covid-19 levels before the second half of 2021. The consequences for the national economy are stark with the Bank of England predicting GDP to be 30% lower in quarter two of 2020 than in the last quarter of 2019.

The effects of the coronavirus pandemic will be wide ranging, with major health, societal, environmental and economic impacts going forward. These impacts have amplified the challenges facing our most disadvantaged communities whom have not only been disproportionately affected by the health impacts of the Coronavirus itself but will also feel the economic and social impact more profoundly as the pandemic recedes.

The gradual withdrawal of the Government's Job Retention scheme will see significant redundancies on top of those already seen and it is likely the District will see unprecedented levels of unemployment that will persist for years to come with young people and BAME communities hit hardest.

Yorkshire and the Humber is likely to be one of the most affected regions in the UK according to research by CEBR/Irwin Mitchell. The Yorkshire and Humber region is estimated to be losing £170m per day in gross value added (GVA), a 36.6% loss (compared to 34.1% nationally, equivalent of £2.7bn). Before the crisis, the region produced £466m in GVA a day.

Bradford

What is the evidence showing?

- *C19 infections/deaths*

Bradford Council survey of over 500 businesses conducted at the end of April found:

- 60% of all businesses who responded had temporarily closed or paused trading.
- 94% of hospitality businesses and 69% of retailers had temporarily closed or paused trading.
- Just 5% of the businesses employing 5 or more employees were trading as normal with 83% of businesses reporting turnover was substantially lower
- One in ten businesses planning redundancies which would see 5% of all employees made redundant.

Latest Chamber of Commerce Quarterly Survey shows: (detail to come)

- Business Start Up rates in Bradford have fallen. Banksearch data shows there were 30.2% fewer small businesses start-ups during the first four months of this year compared with the corresponding period of last year - in line with England figure of 30.8% fewer start-ups.
- Government data published in July shows 64,200 employments in Bradford District were furloughed using the Job Retention Scheme.
- A further 19,200 people were being supported through the Government's Self Employment Income Support Scheme at a cost of around £25 million per month.
- Unemployment has risen sharply with claimant count numbers increasing from 17,090 in March 2020 to 30,495 in June 2020, an increase of 13,405 (78.4%).

Business Failures

Fashion chain **Quiz** has announced it will place its stores in administration, **Broadway**

The Restaurant Group - which owns **Frankie and Benny'** has confirmed plans to shut 125 of its outlets. **Vicar Lane**

TJ Hughes is closing Bradford after administrators failed to find a buyer for the store.

Cardinal Shopfitters have gone into administration with 125 redundancies announced

Key challenges from COVID

Unemployment has risen sharply and will continue to rise as business make redundancies as the Job Retention Scheme winds down. There will need to be a flexible and agile skills offer that incorporates new delivery models to retrain those local residents who find themselves unemployed and to ensure all residents and communities have the skills required to be able to take up high quality employment - or start in enterprise

Youth unemployment has doubled in the last two months and the pattern of previous recessions shows that unemployment has a greater negative impact for young people, particularly in BAME communities. Action is required to prevent young people disengaging from employment, education and training.

The recovery will also need to address underlying historical labour market disparities and improve diversity in the workforce that will be critical to the Government's Levelling Up agenda.

In a scenario of higher unemployment and fewer job opportunities initially, a renewed focus on pre-start and start-ups will be needed.

Council and partners will need to lever public sector role in procurement and supply chain management to support business and employment growth.

Business support and innovation – many businesses have needed to innovate and adapt to keep trading during restrictions, and beyond. Learning from this should be capitalised on.

Ensuring Bradford district's businesses can operate safely within social distancing guidelines and adapt and thrive in the new conditions of the future.

Ensuring Bradford District businesses are aware of and have access to the local, regional and national support available to them (including grants, loans and furlough support).

Bradford businesses are aware of and prepared for the implications of Brexit on their business.

Towns Fund, Future High Street and other programmes need flexibility to respond to a potential further rapid contraction of retail and commercial use in our city and town centres.

To reduce inequalities, we must act specifically to tackle the fact that only 69% of properties in the 20% most deprived areas have access to Superfast Broadband and only 3% to Full Fibre.

Retro-fit energy efficiency programmes are needed for existing buildings, offering a long term solution to tackling fuel poverty and an opportunity to create high numbers of skilled jobs.

Continue to develop plans and investments to improve the connectivity, infrastructure, image and business space in Bradford. Northern Powerhouse Rail, One City Park, Markets Development and City of Culture investments are continued following review.

Ensuring all residents and communities have the Skills required to be able to take up high quality employment - or start in enterprise - is central to an inclusive economic recovery.

Business support and innovation – many businesses have needed to innovate and adapt to keep trading during restrictions, and beyond. Learning from this should be capitalised on.

Towns Fund, Future High Street and other programmes need flexibility to respond to a potential further rapid contraction of retail and commercial use in towns and cities using transitional uses to try and test what works best for different places. And in resilience, some places will need large scale interventions to create future markets, with brownfield sites (largely within urban cores) brought forward to provide a good quality affordable housing offer, alongside the social infrastructure to make good places to live.

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Retro-fit energy efficiency programmes are needed for existing buildings, offering a long term solution to tackling fuel poverty and an opportunity to create high numbers of skilled jobs. Analysis by Ecuity for the Local Government Association suggests that West Yorkshire could have more green jobs than any other area by 2050 as the UK transitions to a net zero carbon economy (72,000 jobs).

Proposed Key strategic priorities

Employment and Skills

Business Support

Infrastructure Investment

Business Growth Programme with innovation and green/digital technologies central to targeting business investment and support

| Priority (from economic strategy) | Desired outcomes | What is our current activity | What are our gaps where we need to do more. | Local Levers | Gaps/ spaces to lobby for more investment |
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| OUR YOUNG AND ENTERPRISING POPULATION: ensuring all our people are equipped with the skills and confidence to succeed. | Ensuring all our people have the skills to succeed | <ul style="list-style-type: none"> - Workforce Development Plan - Careers and Technical Education/Industrial Centres of Excellence - Opportunity Area - Bradford Council Apprenticeships - Connexions Service - Devolution - Skills for Work - Future Technology Centre - Health and Care Centre for Workforce Development | <ul style="list-style-type: none"> Digital skills Green economy skills Employment and apprenticeship brokerage Re-training for people on furlough/at risk of redundancy Adult upskilling / re-training offer towards emerging sectors Skills brokerage to stimulate demand from employers | <ul style="list-style-type: none"> Strong local partnerships ICEs Good relationship with DWP Business engagement Connexions Service Skills for Work WYCA recovery Plan | Local flexibilities on announced skills interventions to ensure coherent and integrated local offer |
| | Supporting enterprising people across the district | <ul style="list-style-type: none"> - Ad:venture - Community anchors - Bradford Council Social Value Policy - Invest in Bradford - Community Hubs - Community Led Local Development | <ul style="list-style-type: none"> Community skills brokerage Support for start-ups (including social enterprises), particularly in | <ul style="list-style-type: none"> Enterprising Communities One of best places in the UK to start a business | |

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| | | programmes in Keighley and Bradford | disadvantaged communities Skills and capacity building for entrepreneurs – focussed in communities Capital Investment in Community Hubs | University of Bradford Management School Chamber of Commerce | |
| Ensuring everyone can contribute to and benefit from growth | <ul style="list-style-type: none"> - Jobcentre Plus - Skillshouse - Health and Social Care Partnership - Integrated communities pilot - STEP programme - Screen Industries Diversity Initiative - Connexions Service - ESIF Programmes - Skills for Work | <p>Employment and skills support to cope with big increase in unemployment.</p> <p>Underlying/historical low employment rate and diversity in the workforce</p> <p>Addressing Low levels skills/ Workforce levelling up</p> <p>A coordinated employment, skills and health offer for long-term unemployed</p> | <p>Strong local partnerships</p> <p>Good relationship with DWP</p> <p>Business engagement</p> <p>SkillsHouse</p> <p>Connexions</p> <p>Inclusive recruitment and employers</p> <p>Skills for Work</p> <p>Plans to invest in Act Early and the digital makers programme</p> | <p>Local flexibilities on announced job creations/retention interventions to ensure coherent and integrated local offer.</p> <p>Further regional and national investment in the Act Early investment programme</p> <p>Further investment in inclusive recruitment and employers</p> | |

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| | Support the mental health of the workforce | DUNCAN HAS LOADS OF ACTIVITY HERE — I THINK IT FITS BEST HERE | | | |
| | Attracting the right workforce to come to and stay in Bradford | | | | |

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| <p>OUR DISTINCTIVE OFFER: using our unique architecture, heritage and cultural assets to create compelling investment propositions and an environment for growth.</p> <p>Do we need to review our current investment package</p> | Bring forward development sites. | <ul style="list-style-type: none"> - Enterprise zones - One City Park - Odsal - Yorkshire Water Esholt Site | <ul style="list-style-type: none"> - Understand which sites may have become vacant due to Business closures - Public private partnerships to bring forward development sites | <ul style="list-style-type: none"> - Local Plan - Clear signals on employment versus housing land use policy - build on successes such as Baildon Business Park | <ul style="list-style-type: none"> Investment through Government accelerated Infrastructure plans Circular Economy exemplar Develop plans for Sustainable live work developments Public Sector Decarbonisation Scheme |
| | More housing of the right type in the right locations. | <ul style="list-style-type: none"> - Canal Road Corridor - Housing Strategy - City Village - Towns Fund | <ul style="list-style-type: none"> Energy efficiency retrofit programmes Sustainable Live work developments City/Town Centre housing schemes | | <ul style="list-style-type: none"> Social Housing Decarbonisation Fund Affordable Homes Programme Brownfield Housing Fund |
| | Business led actions to improve our city and town centres | <ul style="list-style-type: none"> - Business Improvement Districts - Darley Street Market - Top of Town Masterplan - Towns Fund - Reopening High Streets Fund - Sparkling Bradford | <ul style="list-style-type: none"> Reimagining our city and town centres Animating our city and town centres to attract people back as Covid eases. Provide capacity and support to help communities and businesses utilise | <ul style="list-style-type: none"> - Bradford and District Markets - Business Improvement Districts - Business Rates - Local Plan - Towns Fund Investment Plans Work to support social distancing on the high street. | <ul style="list-style-type: none"> - Towns Fund capital acceleration - Possible Bingley/Ilkley Towns Fund designations - Is there not explicit support on high streets from Government? |

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| | | | vacant space for temporary and transitional use | | |
| | Increase availability of employment land. | <ul style="list-style-type: none"> - Employment Land Review - Bradford District Local Plan - Business Development Zones | | <ul style="list-style-type: none"> - Local plan - Property Forum - Transport investment to unlock strategic sites | <ul style="list-style-type: none"> - Investment through Government accelerated Infrastructure plans |
| | Utilise our cultural assets to drive growth and attract visitors, business and skilled workers | <ul style="list-style-type: none"> - City of Culture bid - Bradford Live - City of Film - Bradford Literature Festival - Ilkley Literature Festival - Saltaire Festival - Bradford Science Festival | <ul style="list-style-type: none"> - Demonstrate how Cultural events and activity can aids Covid recovery across places and communities that can underpin City of Culture Bid - | <ul style="list-style-type: none"> City of Culture Bid Funding BIDs Science Museum | <ul style="list-style-type: none"> - City of Culture Bid - Re-animating the high street |

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| OUR GROWTH POTENTIAL: building on our business and sector strengths to drive innovation, increase productivity and create wealth | Build on sector strengths to increase productivity and growth | <ul style="list-style-type: none"> - Bradford Manufacturing Week - Leeds City Region Business Growth Programme - Ad:Venture - Northern Max 2 - Northern Powerhouse Investment Fund | Build evidence on impact of C19 on business and jobs - sectors impacts to inform business recovery support activity Business recovery plans Supply chain programmes to help businesses to access new supply chains Support and access to finance to grow jobs and productivity in growth sectors | <ul style="list-style-type: none"> - Key companies engagement Economic Partnership Invest in Bradford | Government £900 million for shovel-ready projects in England in 2020-21 and 2021-22 to drive local growth and jobs. This could include the development and regeneration of key local sites, investment to improve transport and digital connectivity, and innovation and technology centres. |
| | Encourage business growth and job creation across the District | <ul style="list-style-type: none"> -District Growth Scheme - Business Development Zones - Invest in Bradford - Local Procurement Policy - Community Led Local Development | Advice and support to get businesses in the district operating safely Expand inward investment support to take advantage of potential for on-shoring of jobs | | |

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| | Build on our innovation assets to drive growth | <ul style="list-style-type: none">- Advanced Digital Institute- Access Innovation- University of Bradford Knowledge Transfer Partnerships- Born in Bradford | Stimulate innovation and investment Support new digital ways of working | | Automotive Transformation Fund Support for Act Early North £5m |
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| OUR GLOBALLY CONNECTED DISTRICT: improving our transport infrastructure and digital connectivity to strengthen our global trading links and access new markets. | Improve transport infrastructure | <ul style="list-style-type: none"> - Next Stop Bradford. - Northern Powerhouse Rail - Northern Connect - Rail Station Masterplans - Calder Valley Rail Line Upgrade - Colne-Skipton Rail Link - Bradford-Shipley Route Improvement - Hard Ings Road Scheme | Support for short-term green infrastructure initiatives, including cycling and walking | City Deal | Government £900 million for shovel-ready projects in England in 2020-21 and 2021-22 to drive local growth and jobs. This could include the development and regeneration of key local sites, investment to improve transport and digital connectivity, and innovation and technology centres. |
| | World class digital connectivity | <ul style="list-style-type: none"> - Full fibre pilot - Superfast West Yorkshire and York Broadband Programme - 5G Rollout - Digital Enterprise | Support for broadband access for the most deprived areas and communities in the District | | |
| | Increase exporting and grow global trade links | <ul style="list-style-type: none"> - Chamber International - Enterprise Europe Network - UK Export Finance - Exporting for Growth - ExportExchange - Department for International Trade | | | |

Recovery Plan Actions Template

| Action | Description | Delivery | Value/Cost | Progress |
|--|--------------------|-----------------|-------------------|-----------------|
| <i>Workforce Development Plan</i> | | | | |
| <i>Opportunity Area</i> | | | | |
| <i>Industrial Centres of Excellence</i> | | | | |
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