

# Bradford District Plan

2016-2020



**BRADFORD**  
working in partnership



Bradford District is home to over half a million people. With over 124,000 people aged under 16 we are the youngest city in the country. There are also 75,000 people aged 65 or over living here.

Bradford is a UNESCO Creative City of Film. We are home to the National Media Museum and the UK's first IMAX theatre opened right here in Bradford.

Bradford is proud to have a UNESCO World Heritage Site at Saltaire. Historic England records 2,283 listed buildings for the district, including 22 listed as Grade I and 68 Grade II\*.

Bradford District has the fourth largest population for a metropolitan district in England.

Bradford is at the heart of the Leeds City Region. 46,000 people commute between Bradford and Leeds each day, the largest flow between any two cities in the UK.

Bradford is 'Curry Capital of the UK' winning the title for a record breaking fifth consecutive year in 2015.

We are proud to be home to people from many different cultures and backgrounds which includes one of the most established British Asian populations in the UK.

Bradford District has internationally recognised landscapes including Bronte Country and Ilkley Moor (baht' at) as well as unique urban landscapes such as Little Germany and City Park. The district also hosts the Worth Valley heritage railway, the Victorian Shipley Glen Victorian Tramway and Five Rise Locks on the Leeds-Liverpool Canal.

Bradford is a £9.2 billion economy and has a powerful culture of enterprise with 35,500 people self employed.

The Government's Annual Population Survey names us as one of the happiest cities in the UK. Our average score makes us happier than Leeds, Manchester, Sheffield, Birmingham, Liverpool, Newcastle, Bristol and York.

Bradford District has 36 public parks covering 270 hectares, ten of which have special historic interest according to English Heritage. Lister Park has been given the Green Flag award for ten years running, placing it among the top parks in the country.

We want to make Bradford District a great place for everyone - a place where all our children have a great start in life, where businesses are supported to create good jobs and workers have the skills to succeed, a place where people live longer and have healthier lives and all our neighbourhoods are good places to live with decent homes for everyone.

Bradford is a great northern city and district, with a rich history and a bright future. Over half a million people live here and we have roots all over the world. We are a big economy with globally successful businesses, a skilled and enterprising workforce and a distinctive identity that reflects our young, diverse and growing population.

The district draws on this scale, dynamism and international outlook, putting them at the heart of our plans for inclusive growth to create prosperity and opportunity for all.

Despite undoubted progress, the district faces big challenges. Some of our schools are not as good as our children need them to be, too many people do not work, not everyone has the home they want and not all of our neighbourhoods are as prosperous and desirable places to live as they could be.

The world is changing. Due to economic, technological and social changes, and reduced public sector resource, the way key services are delivered is being transformed. Increasing demand for services, such as health and social care, and environmental changes requires innovation and behaviour change across the board to ensure the sustainability of the district, our economy and our communities. Improving rail connectivity to other cities in the North and the UK is a key priority.

**Through this Plan the Bradford District Partnership is determined to achieve:**

- Better skills, more good jobs and a growing economy
- A great start and good schools for all our children
- Better health, better lives
- Safe, clean and active communities
- Decent homes that people can afford to live in

It will take the energy, effort and resources of us all - public services, local people, businesses, communities and voluntary organisations - to deliver these outcomes. Our New Deal is about supporting people to take action, joining up delivery and using our combined resources in ways that will make the most difference.

**By working together we will achieve far more than working alone. We can all contribute something to make Bradford District a great place for everyone.**





# Better skills, more good jobs and a growing economy

## Ambition

Our goal is a high-value, high-skill economy driven by innovative and productive businesses that delivers growth, jobs and opportunity for all. A strong and sustainable economy will generate the wealth and prosperity to enable people to enjoy higher living standards and lead healthier lives.

Action to create a vocationally-led, business-focused education and training offer will help to deliver the district's growth potential and contribution to the wider City Region economy. Greater connectivity through improved transport and digital infrastructure is also a key priority. Improving transport links with Leeds and other cities in the North and the UK will enhance our offer nationally and internationally. Moving to a zero carbon economy requires new energy generation, resource efficient businesses and investment in green infrastructure.

## Bradford today

Bradford is a £9.2 billion economy, the eighth largest in England. We are the 'Producer City' at the heart of the North and a significant part of the Leeds City Region economy. The district has the fourth largest concentration of manufacturing employment in the UK and is home to a number of major UK and global businesses.

We have a powerful culture of enterprise, with high levels of self employment and business start-ups. Cultural industries play a key role with assets such as the National Media Museum and Saltaire World Heritage site.



## Good things happen here

Businesses in Keighley have voted to create a **Business Improvement District** which will put them in the driving seat to improve the town centre.

Businesses pay a 0.5% top-up on their business rates to create a £1.5 million fund that will be spent on a range of projects to attract more shoppers and visitors to Keighley over the next five years.

Our university and colleges are leading providers of vocational skills and are at the forefront of technological, social and environmental innovation.

- 88,200 working-age residents are qualified to degree level, which is 27% of the total compared to 37% across England as a whole (Annual population survey – NOMIS)
- 49,400 working-age people have no qualifications, 15.0% of the population in comparison to 9.8% regionally and 8.4% across England as a whole (Annual population survey – NOMIS)
- Median weekly full-time earnings for Bradford residents are £452, below the regional average of £480 and the England average of £533 (Annual survey of hours and earnings – NOMIS)
- 44,500 people commute between Bradford and Leeds each day, the largest flow between any two cities in the UK (2011 Census)
- 5.1 tonnes of CO2 emissions per capita per year. This compares to 6.7 tonnes per capita across England as a whole, and 8.1 tonnes per capita regionally (NOMIS)

## What people say

The Broadway centre has given us a boost

We need to support manufacturing

We need better jobs that pay wages people can afford to live on

## Making it happen

**Bradford's Producer City Board is leading an economic strategy that has three key elements:**

- Creating the conditions to make Bradford the best place to set up, grow and run a business
- Making innovation and skills central to our economy
- Trading on our culture of enterprise and industrial strength to compete in the global economy

**Over the next four years Producer City partners will:**

- Develop an employer-led education and skills system to match local people to jobs
- Strengthen links between universities, colleges and industry to support innovation and knowledge transfer

- Bring forward strategic employment sites for new and growing businesses
- Increase provision and access to super/ultra fast broadband
- Continue the regeneration of our city and town centres
- Work with city region and national partners to increase investment in our transport infrastructure
- Promote Bradford to investors, businesses and skilled workers to unlock our growth potential
- Support more businesses to export
- Develop a 'Made in Bradford' renewable energy offer, working with private sector partners to deliver energy to citizens at a fair price

## Better together

### People can:

- Develop and improve your skills at work and in your own time
- Shop locally and be a local tourist to support businesses and jobs in the district
- Find out about the good things happening here and be an advocate for the district

### Businesses can:

- Offer apprenticeships, placements and work experience to young people
- Procure goods and services locally where possible
- Support employees to enhance their skills
- Adopt inclusive employment policies to maximise the benefits of a diverse workforce

### Communities and the voluntary sector can:

- Support skills development by offering placements to people needing work experience
- Provide volunteering opportunities to develop the skills of the wider workforce
- Work with those furthest away from the labour market to improve access to training and employment opportunities
- Share experience and knowledge to support the growth of social enterprise

**"With a tremendous history and culture of enterprise and innovation, manufacturing excellence and economic success and supported by a world leading technology university, we all share a responsibility to make great things happen here. We have an exciting future. Let's get going."** Brian Cantor, Vice-Chancellor, University of Bradford and Chair of Producer City People and Innovation Board



## Success measures by 2020:

- Increase the percentage of our working-age population in employment and get much closer to the England average
- Increase the percentage of working-age people qualified to at least Level 3 in line with, or better than, the England average
- Reduce CO2 emissions per capita further, and maintain below the England average
- Reduce the proportion of population claiming out of work benefits in line with the Yorkshire & Humber average

**65% of working-age people in employment, below Y&H (70%) and England (73%)**  
Annual Population Survey - NOMIS





# A great start and good schools for all our children

## Ambition

Securing a successful future for the district depends on securing a successful future for our children. We want to make sure every child can reach their full potential regardless of where they live, cultural background or financial circumstance. This means offering the right help at the right time to ensure they are happy, healthy and achieving throughout their lives.

A good education is central to this. While we have seen improvement in educational attainment, this hasn't gone far enough. Things have to change and we want all our schools to be 'good' or 'outstanding' by 2020.

## Bradford today

Bradford is the youngest city in the UK, and has a diverse population with our children coming from a range of economic, cultural and ethnic backgrounds.

Some of our schools are among the highest performing in the country but we also have a high proportion of schools that are underperforming. Attainment levels have improved in recent years but are still below national averages.

- 178 primary and 59 secondary schools (Department for Education)
- 63% of schools rate 'good' or 'outstanding' by Ofsted compared to 79% across Yorkshire & Humber and 84% for England as a whole (Ofsted)



## Good things happen here

National Apprenticeships Week in March 2016 saw three Bradford schools show off their design and build skills as part of a competition between schools organised by Incommunities.

Jade Claughton and Summer Hill were among six students from Tong High School who built a dining room table. They said: "We are doing joinery at school and worked out our design beforehand and then put the table together in just a few hours. It's been great to put our skills into action."

- 45.5% of pupils achieve five A\* to C grades at GCSE or equivalent including English and Maths compared to 53.8% across Yorkshire & Humber and 52.8% for England as a whole (Department for Education)
- 153 languages spoken by our schoolchildren (school census)



**"Our focus is on early intervention and prevention in the very early years, starting from conception. By having a clear focus on outcomes for children, we will secure improvements in children's readiness to learn at school and reduce inequalities in health and achievement. Closing the gap in performance between the most disadvantaged and vulnerable groups and the national average will help to break inter-generational cycles of neglect, abuse, and violence and underachievement."** Michaela Howell, Programme Director, Better Start Bradford and Children's Trust member

## What people say

Parents need to get involved with their children's education

Schools and colleges need to prepare young people for the world of work by helping them write CVs and providing interview support

## Making it happen

Bradford Children's Trust is a partnership of organisations responsible for the delivery of services to children, young people and families. The Children and Young People's Plan sets out how we will work with families and others to make a difference to the lives of children and young people across the district.

### The plan's priorities that will deliver a great start and good schools are:

- Ensuring our children start school ready to learn
- Accelerating educational attainment and achievement
- Ensuring our young people are ready for life and work
- Ensuring there is education, employment and skills for all

### Over the next four years partners will work together to:

- Increase the number of childcare and early education places
- Focus on improving schools
- Develop vocational learning opportunities through Bradford Pathways
- Invest in attracting, developing and keeping the best school leaders, teachers and classroom assistants
- Provide real opportunities for skills development and jobs when young people leave school

## Better together

Our Education Covenant sets out what we can all do to give our young people the best start in life.

People can:	Businesses can:	Communities and the voluntary sector can:	Schools and colleges can:
<ul style="list-style-type: none"> <li>• Ensure children attend nursery</li> <li>• Read, count and play every day with your young children</li> <li>• Make sure children attend school and are not absent without the school's agreement</li> <li>• Get involved in your children's education: encouraging and celebrating their learning</li> <li>• Support your child to be physically active including, if possible, walking to school</li> </ul>	<ul style="list-style-type: none"> <li>• Provide work placements, apprenticeships and be active in giving young people career advice</li> <li>• Encourage employees to volunteer in schools and offer mentoring to young people</li> <li>• Get involved with schools, Industrial Centres of Excellence, colleges and the University of Bradford</li> </ul>	<ul style="list-style-type: none"> <li>• Provide work placements, apprenticeships and other educational opportunities</li> <li>• Support parents to become involved in their children's education and development</li> <li>• Stimulate community activities that support and enhance learning in schools, early years and other settings</li> <li>• Work with schools and others to support the most disadvantaged families</li> </ul>	<ul style="list-style-type: none"> <li>• Work in partnership as part of our wider education system to raise attainment</li> <li>• Share resources and expertise to improve performance</li> <li>• Support students to make the right learning choices for their future working with parents and employers</li> </ul>

## Success measures by 2020:

- Every child to attend a school rated good or better
- Children's attainment at the age of 11 to be as good as, or better than, the England average
- GCSE attainment to be as good as, or better than, the England average
- Keep our rates of young people not in employment, education or training significantly lower than the England average
- Reduce child poverty levels in line with Yorkshire & Humber levels, and in all parts of the district



**3.5% of 16-18 year olds not in education, employment or training in 2015 down from 5.4% previous year, and better than England (4.2%)** Department for Education





# Better health, better lives

## Ambition

We want all of our population to be healthy, well and able to live independently for as long as possible – with the right healthcare or support for each person, available at the right time. Our ambition is to help everyone take more control of their own health and wellbeing, to see more people taking good care of their health and fitness and to see people supporting each other to make positive changes.

Getting and staying healthy can be harder for people living on low income, in poor-quality housing or leading insecure, stressful lives. Our challenge is to ensure everyone is able to enjoy the best health they can and to have a good quality of life whatever age they are and wherever they live.

## Bradford today

In recent years the population of Bradford District has grown: there are more young people, more old people and we are more ethnically diverse than ever before. By 2020, a further 20,000 people will live here. The district has high levels of deprivation, and there is a wide gap between the poorest and wealthiest parts of the district.

In general, people in Bradford District are leading healthier lives and living longer. However, health inequalities mean that a child born today in the most deprived part of the district will live on average ten years less than a child born in the most affluent area.

More people smoke, including during pregnancy, more people are overweight, we take less exercise and eat less fresh fruit and veg here than nationally. As a result heart disease, lung disease and cancer cause more preventable deaths in Bradford District compared to the rest of the country.



## Good things happen here

The Bradford Volunteer Doula Project offers peer support during pregnancy and childbirth. Volunteer doulas receive accredited training and offer women up to six weeks of antenatal support.

Women who are supported this way are more likely to breastfeed and less likely to have a caesarean delivery, both of which have positive impacts on the health of mothers and their babies.

- 5.6 babies in every 1,000 die before their first birthday compared to 4.3 across Yorkshire & Humber and 4.0 for England as a whole (Public Health Outcomes Framework)
- 20% of 4 to 5 year olds and 36% of 10 to 11 year olds are overweight, compared to 22% of 4 to 5 year olds regionally and nationally and 33% of 10 to 11 year olds regionally and nationally (Public Health Outcomes Framework)
- 31,000 people aged over 65 are unable to manage at least one activity on their own (Projecting older people population information system)
- 7.3% of people have used outdoor space for exercise or health reasons in the last seven days in comparison to 18% across Yorkshire & Humber and 17% across England as a whole (Public Health Outcomes Framework)
- 4.7% of deaths attributable to air pollution compared to 5.1% across Yorkshire & Humber and 5.3% for England as a whole (Public Health Outcomes Framework)

## What people say

Lots of people from different services look after my health needs but they don't seem very co-ordinated to me

We need more early support for people suffering with mental health problems

My GP out-of-hours service is so much better now

## Making it happen

The Bradford and Airedale Health and Wellbeing Board is the strategic partnership responsible for public health, working to create sustainable, modern, integrated services that support people to be healthy, well and independent.

We will work with families, community and voluntary groups and others to wrap support around people in their homes, families and communities. We will work with families and the wider community to safeguard vulnerable people.

We will bring different services together – like hospitals, social care and GPs – to work in a more joined up way. We will use our Better Care Fund to bring some of our budgets together to design services that work better together, provide value for money and help us improve our health and wellbeing.

## Over the next four years partners will work together so that:

- Prevention comes first and needs are met earlier
- Demand for urgent and unplanned care is reduced
- People are supported to remain independent for longer, minimising hospital and nursing care
- Resources are focused on mental wellbeing as much as physical wellbeing
- Self care programmes are developed to help people manage their own health
- All children are registered with a GP and a dentist
- People are supported to stay fit and active and to eat healthily so obesity is reduced

## Better together

### People can:

- Take responsibility for staying healthy, active and independent – e.g. reduce alcohol intake, eat healthily and stop smoking
- Stay fit by taking advantage of the wide range of sport and leisure activities in the district
- Set up a support network for a vulnerable person using RallyRound
- Use services appropriately – attending appointments, using A&E and 999 for urgent/emergency only

### Businesses can:

- Ensure workplaces are safe and healthy places
- Support employees to improve their health and wellbeing
- Keep in touch with staff who are sick and support them to return to work
- Recognise the benefits of a diverse workforce that includes people with disabilities

### Communities and the voluntary sector can:

- Help children and young people to be healthy and active through community-based activities
- Support older people to stay active, healthy and connected within their community
- Encourage volunteering to increase provision of health and wellbeing activities in the community
- Provide activities to support people to maintain physical and mental wellbeing



“The Health and Wellbeing Board will work better together to support our population to improve their health and wellbeing so that all the people that live here can be healthy, well and independent.” Helen Hirst, Chief Officer, NHS Bradford Districts and City CCGs and Health and Wellbeing Board member

## Success measures by 2020:

- Increase healthy life expectancy
- Reduce the gap in life expectancy between the most and least deprived areas
- Significantly reduce the proportion of children overweight or obese at age 10 to 11
- Improve mental wellbeing and reduce high anxiety to below the England average
- Build on success at tackling loneliness and social isolation
- Significantly reduce causes of preventable deaths – smoking, being overweight, and obesity – and increase physical activity and healthy eating



Life expectancy at birth (in years): women 81 years, of which 59 healthy men 78 years, of which 62 healthy Public Health Outcomes Framework



# Safe, clean and active communities

## Ambition

We want to foster safe and resilient communities in neighbourhoods that people are proud and happy to live in. We want everyone to have the opportunity to play an active part in their community. This means working together to build strong, cohesive communities where people get on well and value each other.

Looking after the environment, helping to keep the places we live and work clean and safe, reducing waste, volunteering and getting involved locally will make Bradford District a better place to live. A clean and safe environment will promote a positive image and make the district more attractive to businesses, investors and residents.

## Bradford today

Over 100,000 people are active in their communities, contributing their time, energy and skills to help make them better places to live.

Bradford has a strong Voluntary and Community Sector with over 1,500 community groups delivering valuable services, help and support to people across the district, particularly to those who are most disadvantaged.

Crime levels have been falling in recent years but residents are still concerned about safety and security, particularly for the elderly and vulnerable. Littering is a problem on many streets.

- 85 crimes per 1,000 population per year. This compares to 71 crimes per 1,000 across Yorkshire & Humber and 64 crimes per 1,000 across England (ONS)
- 38.9 people killed or seriously injured in every 100,000 population on the district's roads in comparison to 45.1 for Yorkshire & Humber and 39.3 for England as a whole (Public Health Outcomes Framework)
- 48% of household waste sent for reuse, recycling or composting, compared to 44% regionally and nationally (DEFRA)

## What people say

We got together to get bollards put in place to stop quad bikes driving up and down

Recycling should be made easier, with clear instructions on what can be recycled

Community buildings should offer a range of services including health, libraries, youth activities, training opportunities – a creative approach is needed



## Good things happen here

Volunteers in **Hirst Wood Regeneration Group**, supported by funding from Biffa, have transformed scrubland next to Hirst Lock into a nature reserve which is accessible to all. Saltaire Primary are now using the site as a learning resource for nature/conservation and to raise environmental awareness among children and the wider community.

## Making it happen

The Bradford District Safer and Stronger Communities Partnership want to make Bradford District a safer and cleaner place to live. We don't want anyone in the district to be disadvantaged by where they live or who they are.

### Working alongside residents, businesses and our partner organisations, our priorities are:

- Supporting the most vulnerable and improving community safety – tackling domestic violence, human trafficking and child sexual exploitation, anti-social behaviour and burglary
- Promoting stronger, active communities and better community relations
- Minimising waste by increasing recycling and reducing the costs of waste disposal
- Increasing participation and engagement in cultural activities

### Over the next four years partners will work together to:

- Reduce crime and support the work of the police both at a neighbourhood level and in specialist departments
- Promote the 'People Can Make a Difference' campaign to build on existing community activities
- Increase awareness of recycling options and change behaviour and attitudes to waste and street cleanliness
- Work with families and the wider community to safeguard vulnerable people
- Promote community cohesion and neighbourliness
- Invest in cultural facilities and provide wide ranging programmes of activity

## Better together

### People can:

- Keep your gardens, streets and city free from litter
- Recycle more and send less waste to landfill
- Drive safely with consideration for other road users and pedestrians
- Get involved in organised activity in your area such as litter picks
- Take up a formal volunteering role
- Help out as a neighbourhood watch co-ordinator
- Become a special constable

### Businesses can:

- Keep areas around your premises clean and safe
- Support local community groups by encouraging staff volunteering and supporting fund-raising activities
- Use energy more efficiently and reduce waste

### Communities and the voluntary sector can:

- Open up and run buildings and facilities for local people to use
- Help bring people from different backgrounds together through community activities and events
- Encourage community action to improve local environments by bringing people and organisations together



**"Bradford is an amazing district because of the passionate people within it. The energy and drive of thousands of volunteers is helping to deliver brilliant local services."**  
Dave Forrest, Director, Bradford Volunteer Centre and Safer and Stronger Communities Partnership member

## Success measures by 2020:

- Increase the amount of household waste sent for reuse, recycling or composting to at least 60% and remain significantly above the England average
- Reduce the crime rate and bring it in line with the Yorkshire & Humber average
- Reduce perceptions of worsening anti-social behaviour
- Increase the proportion of people who agree their local area is a place where people from different backgrounds live together harmoniously
- Reduce the rate of people killed or seriously injured on our roads, and be well below the England average
- Increase participation in cultural activities and events



**64% of people agree that their local area is a place where people live together harmoniously**  
2014/15, compares to West Yorkshire 65%  
Police and crime commissioner for West Yorkshire





# Decent homes that people can afford to live in

## Ambition

We want high-quality homes in neighbourhoods where people want to live so that everyone has a home that is right for their needs and where they can thrive.

We want to increase the rate of house building and provide a range of accommodation, from affordable homes to the higher-value housing that can attract and retain skilled workers.

It is critical to ensure that new homes are fit for the future. We want high-quality design and build standards to create homes that are energy efficient, adaptable and sensitive to future environmental and technological change.

Tackling under-occupation and empty homes will make a big contribution to meeting housing demand.

## Bradford today

Our growing population is increasing the need for new homes. Current forecasts mean that around 2,200 additional homes will be needed each year.

Symptoms of insufficient housing supply are evident across the district: overcrowding has increased to nearly ten percent of households, with homelessness also increasing. The number of people in fuel poverty is higher than the national average, potentially causing increased winter mortality for high-risk groups such as older people.



## Good things happen here

Partner organisations DISC (Developing Initiatives for Support in the Community) and Hope Housing have opened Bradford's 'No Second Night Out' service for rough sleepers. The service offers emergency accommodation, street outreach and cold-weather shelter for homeless people who would otherwise face sleeping on the streets. In addition, homeless singles, couples and families will be able to access 18 units of brand new, high quality temporary accommodation at Clergy House and Jermyn Court in the city centre, when the development is completed at the end of 2016.

Compared to neighbouring areas, house prices in Bradford are relatively low, presenting an opportunity for people to own their own homes. Low average incomes however mean affordability can still be a problem and affects the quality of some housing.

- Bradford has around 210,000 homes across the district (CBMDC)
- 65% of households are owner-occupiers, in comparison to 63% nationally and 64% regionally (2011 Census)
- Bradford has a low proportion of social housing – around 15% compared to 18% nationally (2011 Census)
- Over the last ten years the number of households renting from a private landlord has increased significantly, to 18% (2011 Census)
- The average house price is £96,980, in comparison to £190,905 nationally and £125,055 regionally (Land Registry House Price Index)

## What people say

Landlords need to be more responsible for maintaining their buildings and the local environment

Need more affordable homes to rent and buy

Need more good housing for older people to allow them to move and free-up bigger homes for families

## Making it happen

While all the outcomes in this District Plan have clear connections, the links between living in a decent home and achieving the other outcomes is particularly critical.

Working alongside residents, private landlords, housing developers and partner organisations, the Producer City Place Board and the Bradford Housing Partnership are working to achieve:

- More homes
- Safe and healthy homes
- Affordable homes
- Support for independence and prevention of homelessness

### Over the next four years partners will work together to:

- Support the development of more homes of the right type in the right locations
- Deliver housing growth in priority areas of the Canal Road Corridor, Holme Wood and Tong, and Bradford city centre
- Invest in transport and social infrastructure to support housing development
- Tackle empty homes and work with partners to provide a good quality housing offer to under 35s
- Focus on addressing poor conditions and management in the private rented sector
- Tackle obsolete and low-demand housing and neighbourhoods
- Help to make homes in Bradford more energy efficient

## Better together

### People can:

- Take advantage of schemes to improve the energy efficiency of your home
- Get early help to manage your finances if you are struggling to pay your rent or mortgage
- Donate unwanted furniture and household goods to recycling schemes

### Businesses and landlords can:

- Work with public agencies to unlock stalled housing sites
- Make sure they meet legal requirements if they let out property
- Work with social housing providers to provide more affordable homes

### Communities and the voluntary sector can:

- Provide support to those at risk of losing their homes
- Help people on low incomes by providing recycled and donated furniture and household appliances
- Co-ordinate volunteers to help people maintain their homes
- Develop social enterprise models to provide housing

**“Strong partnership working and local authority support has enabled social landlords to secure sizeable financial assistance in recent years for new housing to help meet the needs of Bradford’s growing population. I look forward to strengthening those arrangements further.”** Geraldine Howley, Group Chief Executive, Incommunities and Chair of Housing Partnership



## Success measures by 2020:

- Create 8,000 more homes
- Bring down the proportion of long-term empty homes in line with the Yorkshire & Humber average
- Bring down statutory homelessness to less than one person in every 1,000
- Reduce the percentage of households in fuel poverty







# Our Plan

It is the energy, talent and diversity of Bradford District which will be key to the success of this plan – the district’s plan.



## Elliot Broadfoot

**Actor, East Bowling**

“Bradford has a rich and fulfilling cultural aura made up of colours from every country and community on the planet. It is a place that is often misrepresented but is actually a place where culture brings people together.”



## Rimah Aasim

**Head Teacher, Worth Valley Primary School, Keighley**

“I have a vision of excellence that can be achieved by all children. Our new programme – Promoting Alternative Thinking Strategies – will give children the confidence to manage their emotions when they feel under pressure, and provides a positive path encouraging them to succeed in life.”



## Joanna Robinson

**Managing Director, Mansfield Pollard**

“Established in 1866, our business has operated successfully in Bradford for 150 years and we are committed to growing our business here. We are as confident of our future as we are proud of our past.”



## Bobby Carney

**Resident, Girlington**

“When I came to Bradford in 2014 I was using and drinking heavily and became homeless. I am eternally grateful for the kindness and care I was shown by the services of Bradford that has helped me find a home and keep substance free.”



## Bana Gora

**Chief Executive, The Muslim Women's Council**

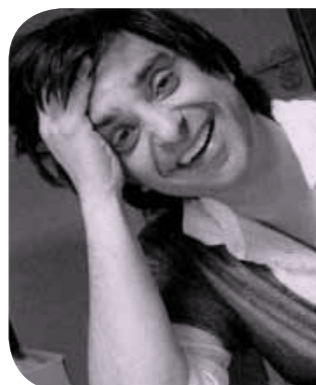
“I choose to live in Bradford because it is vibrant, diverse and edgy. Bradford has always been a pioneering city and a city of compassion. It is always welcoming of the ‘other’ and has been a sanctuary to many fleeing war, persecution and poverty. Though Bradford faces many challenges of its own it never loses its humanity.”



## Iain Bloomfield

**Artistic Director, Theatre in the Mill**

“Bradford as a city has a huge heart, people care, people are engaged through reasons of politics, faith, culture – it is a living and lived experience that is, I believe, the future not the past.”



## Afzal Kahn

**Founder & Creative Director of The Kahn Group**

“I was born in Bradford, went to school here and started my business here. I started with a small retail outlet and now have an international business headquartered in Bradford. Bradford is a vibrant city with great potential, and I would encourage all budding entrepreneurs to follow their dreams.”



# Our commitment

The Bradford District Plan sets out the long-term ambition for our district and outlines the priorities for action over the next four years. Achieving this ambition and addressing the priorities will enable us to make Bradford a better place.

The Bradford District Partnership involves the public sector, businesses and community partners working together. We recognise that addressing challenges and delivering opportunities as part of our New Deal cannot be achieved by a single agency alone. Achieving our shared ambitions will take more than just the actions of BDP partners working together. Throughout this Plan we have identified how residents, communities, businesses, voluntary organisations and the public sector can contribute towards working together in achieving our shared ambition for the district.

The Bradford District Plan will be reviewed every two years with a progress report published on an annual basis. The annual report will highlight the successes and achievements as well as identifying areas where greater focus is needed. Local, regional and national changes will also be reflected in the annual report.

### In support of the Plan the partners of the Bradford District Partnership Board will:

- Encourage individuals and organisations in the district to become Bradford ambassadors by sharing positive stories to promote the district in a consistent way.
- Commit to do more to enable community leadership and help communities be more resilient.
- Be more focused on prevention and early intervention to ensure people’s needs are met earlier. Provide work experience for Bradford residents to contribute to the Bradford Pathways approach.
- Share apprenticeship schemes and career pathways between organisations, developing talent for each other, enabling shared training, coaching, values and behaviours.
- Support employees to live healthier lifestyles. For example by providing a safe, healthy place to work and visit, encouraging cycling to work, giving healthy options in canteens and supporting staff returning from periods of ill health.
- Promote employee volunteering, particularly where it contributes to the delivery of our shared outcomes.
- Recruit from under-represented groups in the district to increase employment opportunities for those individuals, and to improve organisational and business effectiveness through being more representative of our population.



