



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 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.

Progress on our success measures for 2020

District Plan 2020 target	Short name	Latest value	Trajectory to 2020 target
2a) Increase the percentage of our working-age population in employment and get much closer to the England average	Overall Employment Rate for the whole working age population	65.4%	
2b) Increase the percentage of working-age people qualified to at least Level 3 in line with, or better than, the England average	Proportion of working age population qualified to at least NVQ Level 3	46.1%	
2c) Reduce CO2 emissions per capita further, and maintain below the England average	CO2 Emissions per capita (tonnes)	5.1	
2d) Reduce the proportion of population claiming out of work benefits in line with the Yorkshire & Humber average	Proportion of working age population claiming out of work benefits	11.8%	

On track to meet target by 2020

Some concerns/possible delays

Not expected to be achieved

- Comments:** Recovery from recession has slowed following initial bounce back in 2011 – employment rates has levelled off at around 65% which is below the rates seen prior to recession that reached 69%. Gap with regional and UK rates has widened in last two years. The number of businesses has increased significantly in the last two years rising from 15,145 in 2013/14 to 17,050 in 2015/16. This was an increase of 12.6% that was higher than Leeds City Growth of 12.1% and UK growth of 10.7%. Retail, Hospitality, Professional & Scientific Services and Business Administration saw the largest increases. Growth in businesses is not reflected by jobs growth. The number of private sector jobs increased by 2,300 between 2013 and 2014 – a 1.6% rise that was lower than UK growth of 5.1%. Job density has fallen over the last decade and remains below Regional and national rates.
- Skills** are still a key issue for Bradford District despite low predicted jobs growth due to replacement demand as the table below demonstrates. Whilst Manufacturing is the only major sector currently forecast to see an actual fall in employment, replacement demand as workers retire and move jobs will see a big demand for labour across all sectors over the next ten years

with Health and Social Care and Financial and Business Services requiring 16,900 and 10,500 new employees respectively.

Bradford District Skills Demand 2012 - 2022					
Sector	2012 Total	Expansion Demand by 2022	Replacement Demand by 2022	Total Requirement	% requirement of 2012 total
Manufacturing	25,089	-2,586	6,998	4,412	17.6
Energy & Low Carbon	2,623	310	1,042	1,352	51.6
Construction	6,295	1,101	3,292	4,393	69.8
Logistics and Transport	7,429	919	3,676	4,595	61.8
Hospitality	13,138	453	5,982	6,435	49.0
Digital, Creative and IT	5,565	1,110	2,368	3,478	62.5
Financial & Business Services	19,936	1,676	8,865	10,541	52.9
Health and Social Care	31,582	3,554	13,381	16,935	53.6

Source: Bradford Council using UKCES Methodology

We may have to revise targets for 2020 – once the effects of BREXIT are clearer.

Good things are happening here.

Given the importance of digital and technology industries we have worked in partnership with the University and BT to set up the DHEZ (Digital Health Enterprise Zone) to develop technologies to support a healthy growing (both younger and older) population.

Good connectivity and transport solutions are vital for business and economic growth, Bradford has recently become a Gigabit city.

Plans are underway for the re-development of Forster Square railway station.

The Producer City Board have endorsed the Northern Power House (NPH) advocacy document putting Bradford case forward to have a station on the HS3/NPH rail route. There has been a meeting between John Cridland the Northern Powerhouse Rail lead, the Chamber and local business leaders to discuss Bradford and NPH

The City Centre Growth Scheme has seen major physical improvements to the City Centre through investment in City Centre Public Realm, including improvements to Kirkgate, the stations and the West End. The scheme has also funded the demolition of the former Police Station and the relocation of custody suite for the Magistrates' Court. New visitor signage has been installed across the City Centre and landscaping has been provided around the Broadway Shopping Centre.

The scheme has to date provided capital grants to 102 businesses, supporting them with the costs of property improvements and the purchase of key items of machinery and equipment to assist their businesses to grow. 160 Businesses have also been supported with a Business Rate Rebates based on the creation of new and additional jobs in the Growth Zone.

The total number of jobs created to date has been verified as 570, this is made up of part-time and full-time posts with a full time equivalency of 483.5.

The scheme has helped to support 90 businesses to open in the City Centre, of which 59 are new start businesses and 31 are inward investors. Of the new start businesses supported only 4 are no longer trading.

We have been successful in getting a further Enterprise Zone area for the M62. Staithgate, Gain and Parry Lane areas.

The new Shipley Library and Council Hub was officially opened by the Lord Mayor on 21 May 2016. Shipley Library is one of the busiest libraries in the district attracting around 284,000 visitors each year. The 'Invest to Save' project included a reconfiguration of the building which enabled shared occupation with Children's Services and Customer Services, providing better combined facilities and one place in Shipley for the citizens in the District to access Council Services.

Ad:Venture (definition: towards a venture) is a £13.76m programme offering wrap-around support for eligible pre-start, young and new firms with growth potential in the Leeds City Region, particularly in key priority sectors. The programme will provide multi-level support, appropriate to the age, stage,

readiness and ambition of participants. Participants will also be helped to source finance to support their business growth plans.

Our achievements over the last 12 months

The Producer City Board is leading on economic strategy. Over the last 12 months::

- Meyer Berman and Westfield Shopping Developments in partnership with the Council opened the Broadway Shopping Centre last November. It has been a game changer in terms of investment confidence in the city centre, leading to further investment in developing the adjacent Xchange buildings for new restaurants, retail and a cinema, all close to Broadway.
- Alongside a wide range of business, retail and commercial partners in Keighley the Keighley BID (Business Improvement District) ballot was successful, bringing in new funding for activities and improvements in the Town Centre. The model will be used to develop a similar BID for Bradford City Centre now Broadway is open.
- We have worked in partnership with Heritage England to create the first Local Development Orders and Listed Building Consents in England for Little Germany, bringing empty buildings back into successful occupation and use.
- Bradford has recently joined the Key Cities Group to add our voice to promote the role of UK cities in driving economic growth and the case for city devolution.
- Bradford has just submitted a bid to host the Great Exhibition of the North in 2018.
<http://www.gxnbradford.com/> Partners across the district have supported the bid development,
- We are making great progress on the Council's Core Strategy, allocations document and Area Action Plans in consultation with partners.
- **Better Homes Bradford** Bradford Council has been working in partnership to deliver energy efficiency measures to households across the region. Better Homes Yorkshire is a joint programme managed by the West Yorkshire Combined Authority and Leeds City Region Enterprise Partnership (The LEP). The Better Homes Yorkshire programme ensures we support those households most in need to feel the benefits of living in a warmer, healthier home. Over the last year 2015/16 204 people have been employed on the scheme within the region along with 8 supported apprentices.
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The challenges facing us over the next 12 months

BREXIT

- HM Treasury analysis suggests that in a severe scenario, leaving the European Union could tip the UK into a year-long recession, with up to 820,000 jobs lost within two years.
- The Treasury's "cautious" economic forecasts of the two years following a vote to leave - which assumes a bilateral trade agreement with the EU would have been negotiated - suggests unemployment would rise by 520,000.
- IMF analysis suggests a worse case scenario of a 5.5% fall in GDP by 2019 and a best case scenario of a 1.5% fall in GDP by 2019 which are broadly in line with the treasury severe and cautious scenarios.
- In a severe/worst case scenario Bradford could lose up to 5,000 jobs (not unrealistic when Bradford lost 9,800 jobs following the recent recession) and unemployment could increase by a similar amount (unemployment rose by 10,000 following the recent recession). A 5.5% fall in GVA would see £450 million taken out of the Bradford economy.
- In a cautious/benign scenario Bradford could still lose 2000-3,000 jobs and see unemployment rise by 3,000-4,000. A 1.5% fall in GVA would see £140 million taken out of the Bradford economy.
- Assuming growth resumed following the initial shock, experience of the recent recession indicates it would take two to three years to recover these job losses and for unemployment to return to its current level (which at 10.0% is the highest in the City Region).

The challenge will be to support business and economic growth wherever possible given reducing council resources. We will need to play to our strengths in the Leeds City Region and beyond, lobbying for Bradford in devolution negotiations as and when they progress.

Our focus for the next 12 months

Connectivity and Transport

- **HS3 and Bradford as a HS3 Hub station** - lobbying hard to ensure Bradford Interchange is part of the HS3 / TransNorth network so that the economic potential of the Leeds – Bradford Corridor can be realised. Will deliver a six minute high speed journey time between the Leeds and Bradford that will transform the economies of both Districts and help fulfil a pivotal economic role as part of the 'Northern Powerhouse' This is a once in a life time opportunity to improve the districts rail services and enable the city to be part of the future inter-city rail network. This includes the station Masterplans for Forster Square and the Interchange.
- **Leeds Bradford Airport Link** – Require a rail link between Bradford City Centre and the airport. Continue to emphasise that a rail link to Leeds Bradford Airport via just Leeds is not acceptable. Whilst providing a tram-train link from Airedale / Wharfedale will be challenging, it also provides opportunities to develop a light rail network across the Bradford district.
- **Ensuring we deliver on the West Yorkshire Plus Transport Fund Scheme with Combined Authority partners.**
- **Continue to prioritise the development of the City Centre** No 1 City Park (former police station site). Outline permission granted for 95,000sq.ft. Grade A office accommodation over three buildings with potential for retail/leisure use at Ground floor.
- **New Leisure Venues.** Supporting Bradford Live to progress their project to convert the Odeon into a large modern music venue which if successful could bring a whole new dimension to the visitor economy.
- **Public Sector Hubs** - Continue to work with the private and public sector to develop the Jacobs Well site and the Keighley site for public sector hub developments. Both sites involve elements of demolition and new building to house a variety of public sector end users and will increase employment opportunities and local footfall contributing to the economic vitality of the City and Keighley Town Centre.
- **Development of the M62 Corridor Enterprise Zone Skills**
- **Bradford Pathways** – In partnership with Colleges, the University and FE providers we will continue to develop pathways for young (and older) people to access the skills they need to gain productive employment. There will be a emphasis on access to higher, digital and technology skills.
- On-going support to businesses in the City Centre Growth scheme is being provided in the form of Business Rate Rebates. Currently available for the period up to March 2018, these grants are available to businesses bringing empty units back in to use and creating additional employment. The Priority Streets Scheme is also available for businesses looking to invest in the targeted streets within the City Centre's retail core. These are streets with high levels of vacancies and areas affected by relocations to the Broadway Shopping Centre. The funding is targeted at bringing empty units back into commercial use in the following locations –
 - Darley Street
 - Kirkgate
 - Rawson Place
 - Rawson Square
 - Ivegate
 - **Develop land supply through the Local Plan Allocation process.**
 - **Energy Made in Bradford**
 - Design and consultation work is under way for a District Energy Network for Bradford city centre, providing Energy Made in Bradford for the city. Heat and electricity can be supplied to a number of buildings connected to the energy network from an energy centre housing a combined heat and power plant, currently planned to be co-located on Nelson Street alongside the new swimming pool

development. The District Energy network will assist in Bradford becoming a zero carbon economy and improve the green infrastructure. The scheme incorporates a number of council sites, however consultation is also taking place with local businesses and city centre housing providers to also connect to the network such as the media museum, jury inn, provident finance etc. Partners in the scheme will benefit from Fair Energy Prices, reliable heat and power round the clock, reducing carbon footprint and assisting the regeneration of Bradford