



Next Stop Bradford

Bringing Northern Powerhouse Rail to Bradford City Centre



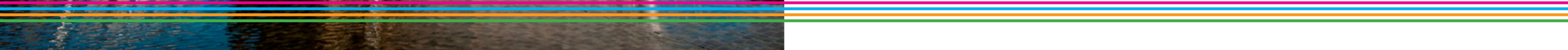
“The guiding principle of the Northern Powerhouse is that only by combining the different, complementary strengths of our major cities can we fulfil our collective potential and bring transformational positive economic change to the North. Transport connectivity is fundamental to this. And as the fifth largest city in the UK, with one of the fastest growing economies in the UK, which is already the North’s fifth biggest (£9.5bn), Bradford – like Liverpool, Manchester, Leeds, York, Sheffield, Hull and Newcastle – quite simply must be directly connected to Northern Powerhouse Rail (NPR).

Our city is home to market-leading companies such as Yorkshire Building Society, Santander, Provident Financial, Morrisons and Hallmark. Our University is soaring in the league tables, jumping twenty places in this year’s Guardian University rankings. The North cannot be successful without Bradford being successful.

We are the youngest city in the UK with nearly 25% of our population under 16 and there will be an extra 24,000 people of working age expected to be living in Bradford by 2024. Bradford is a young, entrepreneurial, digital city – and with a direct connection to NPR we will be able to contribute so much more.

This booklet outlines Bradford’s case for a City Centre Station to be included within the Northern Powerhouse Rail network. I know it’s a case you will support.”

Councillor Susan Hinchcliffe,
Leader, Bradford Metropolitan District Council



Bradford's economic impact on the Northern Powerhouse

Building a Northern Powerhouse Rail station in Bradford City Centre would be one of the boldest and most economically beneficial moves the Government and Transport for the North (TfN) could make. TfN has identified four prime economic capabilities where the North performs well – Advanced Manufacturing, Energy, Health and Innovation and Digital. Bradford has real strength in all four of these economic sectors, and, if better connected to the rest of the Northern Powerhouse, will contribute even more.

Bradford's economic potential doesn't just come from its businesses though – Bradford's strength comes from its rapidly growing population. Bradford is one of the fastest growing cities in the UK, with 24,000

extra residents of working age expected to be living in the city by 2024. Bradford's young, growing workforce will support not just the local economy, but potentially other city region economies in the North. For example, Greater Manchester will have an extra 180,000 jobs by 2040 – and Bradford has the potential to provide a significant number of this workforce.

As a combined economic area, Leeds-Bradford is part of the Leeds City Region which has a population of nearly three million. However when compared to European city regions of similar sizes, its economy lags behind. An NPR station in Bradford City Centre will lead to £1.3bn of economic benefits, a massive boost to the whole Northern Powerhouse economy.

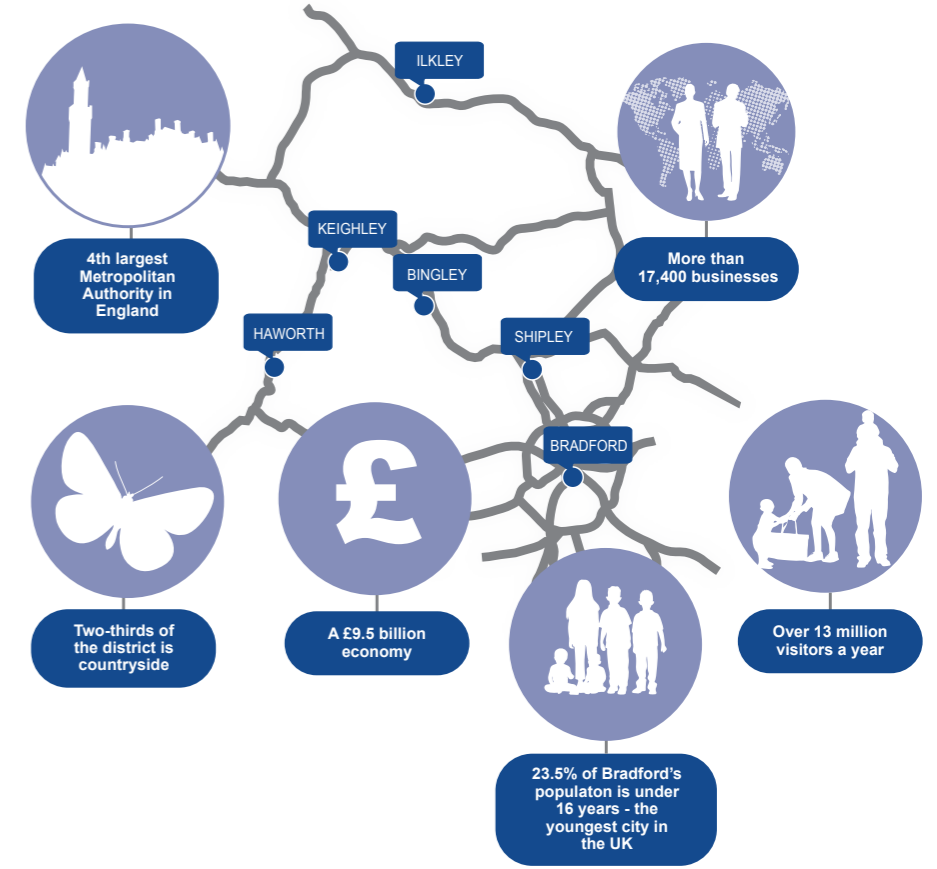
Bradford is home to over 17,000 businesses.

Bradford businesses have the highest rate of international trading in the UK.

Bradford has more FTSE 100 companies than any other city in the North of England.

£1.3bn

predicted economic benefits of including Bradford on the NPR network




Fulfilling the potential of the Leeds City Region

With its population of three million and a £60.5bn economy, Leeds City Region is the UK's largest economic area outside of London. At the centre, Leeds and Bradford have the largest daily commuter flows between two cities anywhere in the UK. The potential of these two cities to work more closely together to drive the future economic success of the Northern Powerhouse is huge.

Bradford and Leeds currently contribute a combined £29.2bn in GVA. Already, Leeds and Bradford combined are contributing a larger GVA than the UK's second largest

city, Birmingham. Connecting both Bradford and Leeds city centres to the NPR network will transform how the Leeds City Region performs. And with NPR, other conurbations in the City Region's North and West will enjoy faster, better connections across the NPR network and beyond.

With over 119,000 businesses, Leeds City Region is already helping to drive the Northern Powerhouse economy. Closely connecting the economies of Bradford and Leeds will help the City Region fulfil its huge potential.



“Linking Bradford and Leeds with Northern Powerhouse Rail will transform connectivity between two of the largest and fastest growing cities in the UK.”

**Councillor Judith Blake,
Leader of Leeds City Council**

The opportunity of improved connectivity

Bradford sits at the heart of the Northern Powerhouse, between the two biggest economies in the North – Manchester 28 miles to the west, Leeds nine miles to the east. The city is in a prime location and plays a leading role in the Northern Powerhouse economy.

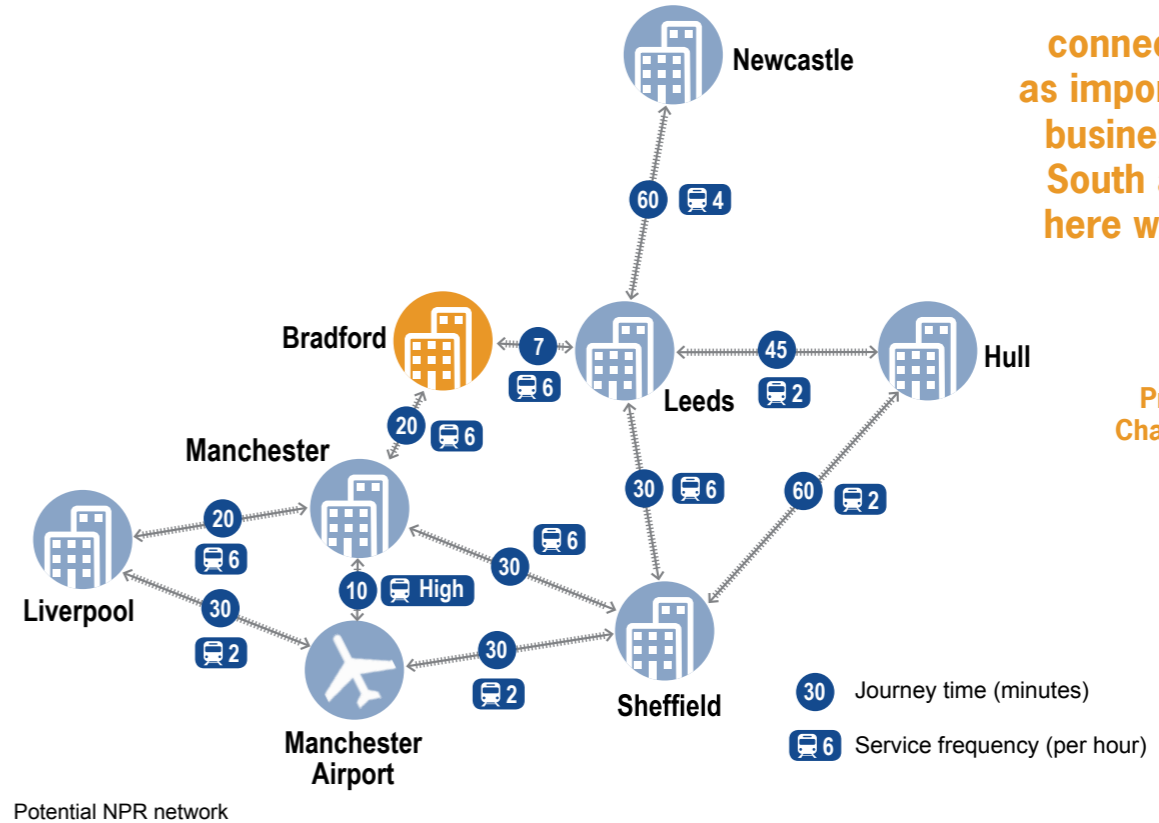
However Bradford faces its challenges. The M62 is congested and unpredictable. Trains to Leeds from Bradford are regularly overcrowded and rarely break 30mph. The thirty mile railway journey to central Manchester often takes over an hour. Only by improving its connectivity with cities east and west will Bradford fulfil its major economic potential.

Connecting Bradford to Northern Powerhouse Rail with a city centre station will transform the economic and cultural contribution of the city, amplifying the

effectiveness of the Northern Powerhouse and accelerating the growth of the North's economy.

45,000
commuters between Bradford and Leeds each day, the largest flow between any two cities in the UK

74%
daily commuters between Leeds and Bradford who choose to travel by car



“East-West connectivity remains as important for many businesses as North-South and a new line here would be widely welcomed.”

Andy Caton,
President of Bradford Chamber of Commerce

Transforming Bradford and the North

A Northern Powerhouse Rail station in Bradford City Centre isn't just about connectivity. A vision exists to truly transform Bradford, but to realise this transformational vision, Bradford needs to be better connected to the rest of the Northern Powerhouse.

A City Centre NPR station will help kick-start the regeneration of much of the city centre, coming on the back of the award winning £260m Broadway retail development. However these benefits, including the creation of thousands of jobs

and the multi-million pound investment in Bradford Interchange Railway Station, would be part of a wider city story.

This vision for Bradford requires real improvements in our transport system to connect its businesses, but also outstanding education to support our growing population and a world class city centre to welcome visitors from across the world. Northern Powerhouse Rail provides a unique opportunity for Bradford and the North, an opportunity that must not be missed.

A vision of an NPR station at Bradford Interchange



“Investing in Bradford’s transport system, through NPR, will help to transform the North’s economy. Making the right decision now will result in a more successful local economy and further business investment. This opportunity must not be missed.”

Sandy Needham Chief Executive,
West & North Yorkshire Chamber of Commerce

For further information, and to support Bradford's case, contact:

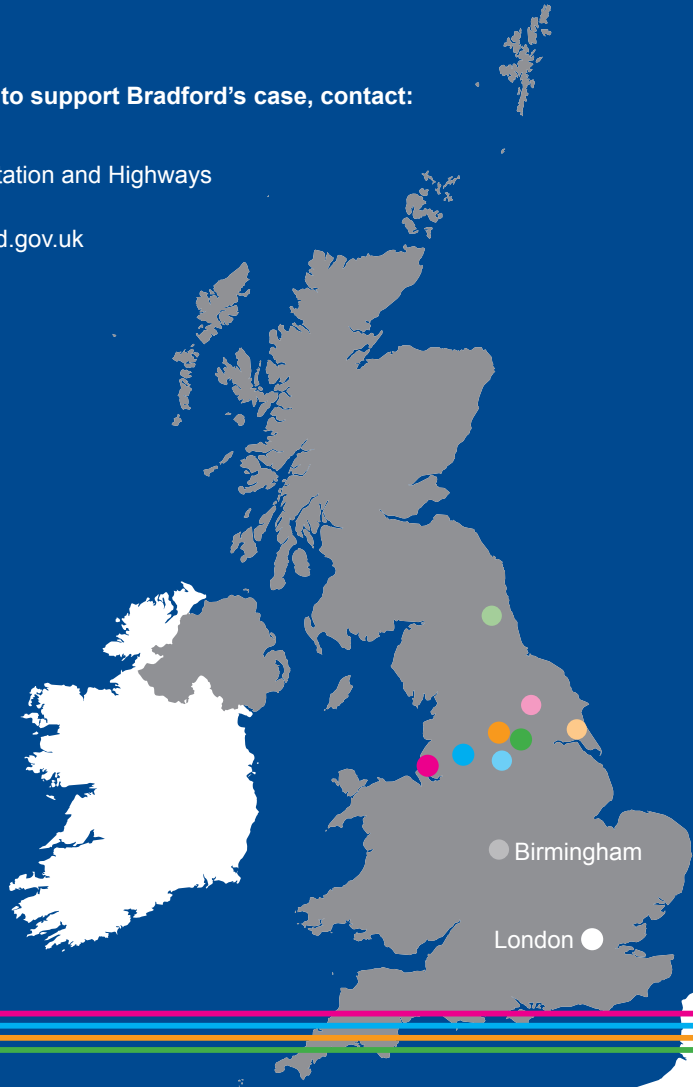
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Birmingham

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