

Report of the Strategic Director of Place to the meeting of the Regeneration and Economy Overview and Scrutiny to be held on 25 July 2017

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Subject:

Bradford District's Economic Growth Strategy

Summary statement:

This report provides a progress update on the development of the new Economic Growth Strategy for the Bradford District.

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Overview & Scrutiny Area:

Regeneration and Economy

1. SUMMARY

- 1.1 This report provides a progress update on the development of the new Economic Growth Strategy for Bradford District.

2. BACKGROUND

- 2.1 The purpose of the strategy is to help position Bradford's economy, particularly within the North of England, and provide a focus for joint activity across a range of partners. Its goal is supporting economic growth in a way that everyone can contribute to and benefit from.
- 2.2 This work builds on work last year on the District and Council Plan which outlined our shared outcome of creating better skills, more good jobs and a growing economy. More recently the District's response to the Government's Industrial Strategy green paper was made in April 2017 which articulated a need for national industrial strategy to address:
- Rebalancing investment
 - Infrastructure investment: a city centre stop for Northern Powerhouse Rail
 - Education
 - Employment and skills defragmentation
 - Diverse sectors and low pay sectors
 - Place based approach
- The Government's response is expected in the Autumn and the indication is that they will be supportive of place based industrial strategies.
- 2.3 The new economic growth strategy focuses clearly on the economy of the whole of the district, and will reflect the economic roles of all of the district's communities, and their connections into the wider Northern economy. Different places within the district have specific sectoral strengths – for example manufacturing in Keighley and the visitor economy in Haworth – and the new economic growth strategy will aim to provide a focus on interventions that will best build on these opportunities. The strategy also represents an evolution of the Producer City emphasis on the role of manufacturing within the district, recognising our on-going strengths but also considering the role of other sectors in building an economy that everyone can contribute to and benefit from, for example health and social care.
- 2.4 There have been significant global, national and local shifts in the economy since previous work in this area was produced. The district economy has improved steadily since 2011 following recession with unemployment falling and business numbers growing. However, a number of factors have created increased uncertainty in the outlook for the global economy that will impact on Bradford district going forward. These include continuing austerity, the UK voting to leave the European Union, the election of Donald Trump as US president and structural changes in the nature of employment driven by digital technologies and new business models.
- 2.5 Brexit places an increasing importance on growing export markets outside the EU which could play to Bradford's global connections. A weaker pound will make exports more competitive which could benefit the district's manufacturing sector in particular. The increasing use of robots and artificial intelligence in industry may well see around one third of existing jobs disappear over the next twenty years.

- 2.6 As well as a focus for work within the district and direct with government and other partners, developing an economic growth strategy now will give a clear focus for input into on-going input into city region level work on devolution. It will ensure that future work to incorporate inclusive growth more effectively into the Leeds City Region strategic economic plan reflects Bradford priorities. The alignment of timescales with work by Leeds city council on a new growth strategy also presents an opportunity to better maximise the economic potential of the two districts.

3. OTHER CONSIDERATIONS

- 3.1 The Producer City Board has oversight and ownership of the strategy and its development.

The Producer City Board is Bradford district's economic partnership. Its economic ambition for Bradford and district as a city that creates, makes and trades was set out in the Producer City Strategy of 2014. This was aligned to the Leeds City Region Strategic Economic Plan, government plans for achieving sustainable and balanced growth, and endorsed by Executive.

As part of the strategy it was agreed to establish a Producer City Board along with three delivery boards; Place Board – creating the conditions; People Board – making innovation and skills central to our economy; Prosperity Board – Trading on our Culture of Enterprise. Representatives are wide ranging and come from key business sectors, the public sector, educational establishments, the Chamber, the combined authority, the LEP. The current interim Chair of the Producer City Board is the CEO of Provident. A new Chair is in the process of being recruited.

Since formation the Boards have made good progress championing and supporting economic development across the district including leading the development of a new marketing and communications plan for the district and supporting development of the new Public Sector Hub.

Key priorities for the Board and its suite of sub boards include transport, post 16 skills provision and Industrial Centres of Excellence, the Digital Enterprise Zone, Bradford College Advanced technology Centre, delivery of the City Plan actions, identification of sector strengths and the encouragement of growth. It is on this work that the new Economic Growth Strategy is being built.

- 3.2 A project team including staff from Bradford Council, West and North Yorkshire Chamber of Commerce, the University of Bradford, West Yorkshire Combined Authority, and the voluntary and community sector is supporting the development of the strategy.

3.3 Evidence base

Metrodynamics have been commissioned to produce an intelligence base and emerging economic narrative and have made five draft observations:

1. Young population growth masks net outflows.
2. Bradford's workforce is self-contained with one exception.
3. Bradford's economy is developing a greater emphasis on new sectors.

4. There is a small and growing number of 'Young Wealth Creators' who should be encouraged.
5. Bradford's competitive property prices can be leveraged to create new work/live areas across the district.

This economic evidence has been used to underpin the draft strategy and the version shared at the workshop mentioned below is available on the Economic Growth Strategy website <http://bdp.bradford.gov.uk/economicgrowthstrategy>

3.4 Engagement programme

A programme of engagement is underway until the end of July, and includes discussion at existing business and partner networks and a programme of themed workshops

Networks attended and scheduled include the People and Innovation Board, Regeneration and Prosperity Forum, Bradford Breakthrough, Place Board, and Chamber networks including the Property Forum and Employment Land group.

A suite of themed workshops targeting key businesses and stakeholders were delivered during June. These have built interest in the strategy, buy in to the focused actions that will be at the heart of its delivery, and have been a critical opportunity for stakeholders to help shape that focus. The workshops explored:

- Bradford economy: what the evidence tells us
- Bradford District in the north
- Leeds and Bradford: growing together
- Bradford's young and future economy
- Our globally connected city and district
- Sector strengths and opportunities

Feedback from the workshops is being incorporated into the draft strategy and will be shared shortly on the Economic Growth Strategy website. The website is also currently hosting a citizen's survey on perceptions about the district's economy, and a draft framework for the strategy that brings together inputs from the above will also soon be posted there.

3.5 Draft strategy production timeline

The following timeline allows for the reflection of stakeholder input:

Early July	sharing of draft strategy
21 July	update to Producer City Board
31 July	draft strategy consultation closes
Early September	Further discussion at Producer City Board
3 October	Final strategy to Producer City Board
10 October	Final strategy to Executive

The draft framework for the strategy that brings together inputs from the evidence and engagement above is appended to this report.

The aim is to set out a coherent economic narrative, identify key opportunities that the district offers and outline areas of focus for us and partners to work together on to capitalise on those opportunities.

These points of focus will include the enablers of growth that are fundamental to economic success in any major Northern city, and the catalysts of growth that reflect specific opportunities for Bradford district.

Inclusive growth will be woven through the strategy, as our shared challenge is to ensure Bradford generates business growth that everyone can contribute to and benefit from. Links will be made to key issues like education, transport, the digital strategy currently being developed and emerging work on place marketing

4. FINANCIAL & RESOURCE APPRAISAL

Council support for development of the strategy has come from within existing resources in the Office of the Chief Executive and the Economy and Development Service.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

A project team has been established to oversee the delivery of the project to time and plan. The Producer City Board has oversight of its development.

6. LEGAL APPRAISAL

No statutory requirement for an economic strategy.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

Our goal is to achieve inclusive economic growth and this is being taken into account as the strategy develops. An Equalities Impact Assessment template is attached.

7.2 SUSTAINABILITY IMPLICATIONS

Our goal is to achieve sustainable and long term economic growth through investment in skills, infrastructure and innovation.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Our goal is to create inclusive economic growth which has a positive impact on the environment. Consideration is being given to how the strategy incorporates actions around the Clean Air Zone for Bradford.

7.4 COMMUNITY SAFETY IMPLICATIONS

None identified.

7.5 HUMAN RIGHTS ACT

No implications identified.

7.6 TRADE UNION

No implications identified.

7.7 WARD IMPLICATIONS

This is a District Economic Growth Strategy which focuses on understanding and supporting the economic role of all communities and wards within the District.

7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)

Not applicable.

8. NOT FOR PUBLICATION DOCUMENTS

None.

9. OPTIONS

That Members consider the draft strategy and progress made to date.

10. RECOMMENDATIONS

Members may wish to respond to the draft economic strategy.

Members may wish to identify elements they consider to be essential to the strategy, particularly in terms of opportunities and areas on which to focus action.

11. APPENDICES

Appendix 1 Draft Economic Growth Strategy framework

Appendix 2 Stakeholder workshop summary feedback

Appendix 3 Equalities Impact Assessment.

12. BACKGROUND DOCUMENTS

Link to Economic Growth Website <http://bdp.bradford.gov.uk/economicgrowthstrategy>