

Bradford East Locality Plan 2022-25

Developed and delivered in partnership with local Councillors, partner agencies, voluntary, community and faith organisations and residents

Foreword

Bradford East Area Committee Chair – Cllr Zafar Iqbal and Area Co-ordinator – Louise Williams

- The Bradford East Locality Plan (2022-25) *has been developed* during a period of unprecedented challenge and uncertainty as we continue to work alongside residents, communities and local partners to tackle Covid-19 and its effects on our communities.
- The response and support by individuals, communities and local partners across the Bradford East constituency during the Pandemic has been phenomenal.
- The residents of Bradford East, and all the villages and towns that make up the constituency, have truly demonstrated that **People Can** make a difference, highlighting key strengths and further potential.
- We want the Bradford East Locality Plan to be ambitious and forward thinking. Our vision is to build safe, strong and active communities where local voices are heard and citizens are empowered to work alongside public agencies and partners to address the needs and issues of the locality. We will concentrate on **our strengths and assets** to enhance **community capacity** and **tackle inequalities**.
- It is important that we focus on **prevention** as well as **intervening early** when problems do emerge so that everyone can live a long, healthy, and full life.
- We understand that Bradford East forms an important part of wider **plans for the District**. This is why we have aligned our locality wide and ward specific priorities to the **District Priority Outcomes**: Better Skills, More Good Jobs and a Growing Economy, Decent Homes, Good Start, Great Schools, Better Health, Better Lives, Strong, Safe and Active Communities, and a Sustainable District.

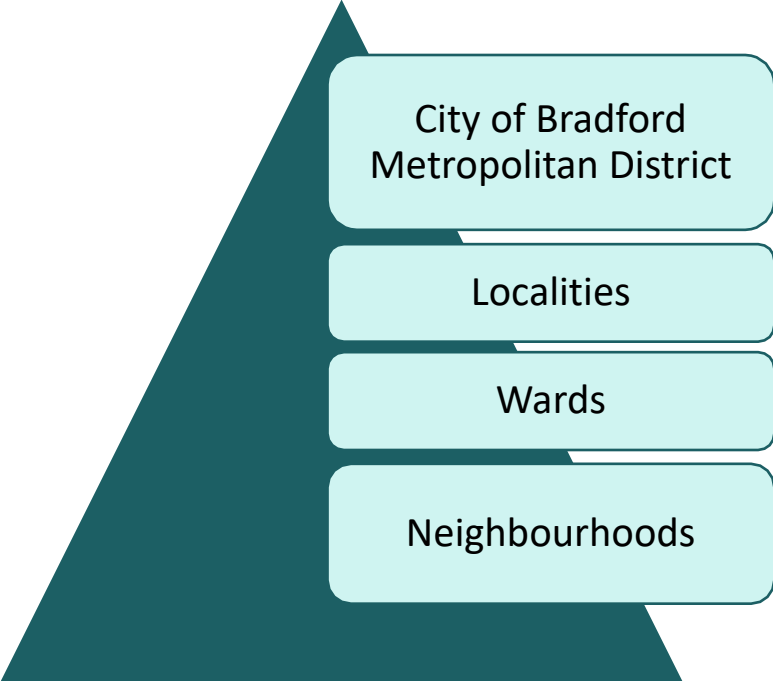


Cllr Zafar Iqbal
Chair of Bradford East Area Committee

This plan is everybody's business!
To make a significant positive difference in the
Bradford East Area, we need everybody to get
involved.

Louise Williams
Bradford East Area Coordinator

Definition of Terms



City of Bradford
Metropolitan District

Localities

Wards

Neighbourhoods

There are 3 important levels at which decisions are made across Bradford; District, Locality and Ward. Sub-ward level neighbourhoods exist through a more informal arrangement.

Locality:

The physical geographies in which locality working is delivered; primarily the 5 constituencies of Keighley, Shipley, Bradford West, Bradford East and Bradford South. Also known as an 'Area'.

Ward:

An administrative division of a locality that elects and is represented by 3 ward councillors. There are 6 wards per locality and 30 wards in total.

Neighbourhood:

At sub-ward level, residents may identify with a particular neighbourhood e.g. Braithwaite. This is a more informal local structure.

Prevention:

Preventing or delaying problems from arising in the first place so that everyone across the Bradford District – whatever locality they come from – can live a long, healthy, and full life.

Early Help:

Tackling problems head-on as soon as they emerge, intervening early before problems escalate.

About the Locality Plan

What is the plan?	Why have one?	How did we develop it?	How do we deliver it?	Who's involved?
<ul style="list-style-type: none">• A working document for what we want to achieve to create as good a quality of life as possible for the people living here.• It includes information about our strengths, needs and issues and informs our key local priorities.• Some priorities are relevant to the whole of Bradford East while others are ward specific.	<ul style="list-style-type: none">• It will focus our attention on the key strengths and challenges in Bradford East and help address them.• It focusses on prevention and early help, so that everyone can live a long, healthy and full life.• It makes sure that what we do locally is aligned to the bigger plans for the whole Bradford District.	<ul style="list-style-type: none">• We used the latest local data and intelligence.• We heard from a wide range of local voices including Cllrs, residents, colleagues in our partner agencies and in voluntary, community and faith organisations.• A public perception survey was used and the Plan has been agreed by the Area Committee.	<ul style="list-style-type: none">• Now we know our key priorities, we can develop a detailed action plan to help us deliver them. An action log will help us track positive impact and helps make sure everybody involved knows what else we need to do.• The Area Committee monitors the plan to make sure we're making progress.	<ul style="list-style-type: none">• Everybody living in Bradford East can make a difference!• Local services and organisations will all work together with local people and communities to address our key priorities.



What are the Bradford District Priority Outcomes (2021-25)?
Better Skills, More Good Jobs and a Growing Economy; Decent Homes, Good Start, Great Schools; Better Health, Better Lives; Strong, Safe and Active Communities; and a Sustainable District.

People Can make a difference

Bradford East Locality Today

The Bradford East Locality covers a diverse area, from Bradford city centre to Apperley Bridge.



Population Count as of
2020:
121,952

Age Distribution:
0-19 – 40,312
20-39 – 33,518
40-69 – 37,797
70 – 85+ - 9,018

Ethnic Breakdown:
White – 60,446
Asian/Asian British – 44,750
Mixed/Multiple ethnic group – 3526
Black/African/Caribbean/Black British
– 2794
Other ethnic group - 2304

Religious Breakdown:
Muslim – 36.94%
Christian – 36.82%
No Religion – 17.14%
Religion Not Stated – 5.79%
Sikh – 2.15%
Hindu – 0.74%
Other – 0.24%
Buddhist – 0.11%
Jewish – 0.03%

You can find out more about Bradford East locality here

- [Public Health Profile - JSNA](#)
- [Bradford Observatory](#)

Electoral Wards	Neighbourhoods within each ward
Bolton & Undercliffe	Bolton, Swain House, Undercliffe
Bowling & Barkerend	Barkerend, Cutler Heights, East Bowling, Laisterdyke, Swaine Green
Bradford Moor	Bradford Moor, Laisterdyke, Thornbury
Eccleshill	Eccleshill, Fagley, Thorpe Edge, Ravenscliffe
Idle & Thackley	Apperley Bridge, Greengates, Idle, Thackley
Little Horton	Canterbury, Little Horton, Marshfields, West Bowling

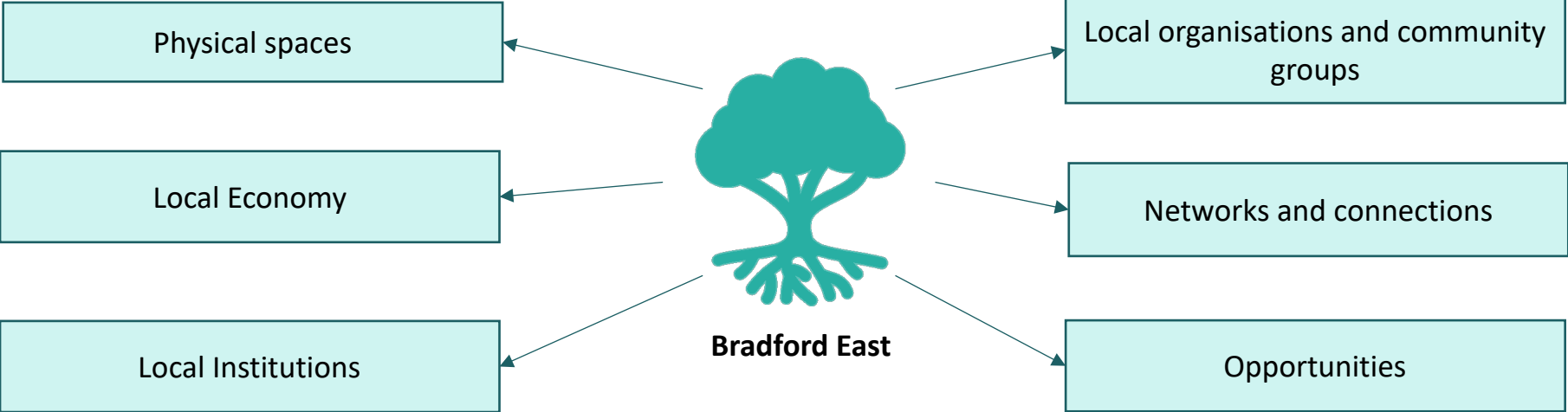
Bradford East Locality – Achievements and Investments

There is a strong sense of community in neighbourhoods in Bradford East. Although people are facing challenges, they stick together and support each other. This was evidenced during the Pandemic when faith-based organisations and voluntary groups mobilised with hundreds of volunteers to support people with food, shopping, befriending and much more. Through the priorities in this Plan, we are hoping to empower local people and businesses to work collaboratively with partners to strengthen community-led approaches.

Bradford Council is committed to continuing to invest in Bradford East. Projects delivered as part of the Active Travel Programme to encourage walking and cycling will be complemented by the conversion of Wakefield Road to a bus and cycle priority corridor. The City Connect Superhighway, segregated cycle route, links Bradford to Leeds and the multi-million pound junction improvement at Greengates has improved pedestrian facilities and reduced traffic congestion. The Council is working with Canal Road Urban Village Ltd to deliver over 1,200 properties and commercial units along the centre section of the Canal Road Corridor.

Significant improvements have been carried out in parks and following an extensive refurbishment of Bowing Pool in 2020, a new fitness facility opened at the site in early 2022. Better Start Bradford started delivery of a 10 year £50 million test and learn programme in 2015 working with pregnant women and children aged 0-3 and their families to improve child outcomes and school readiness in 3 wards in Bradford East.

Our Strengths



Your Local Neighbourhood Service Team and Councillors

Bradford East Locality

Area Committee Chair: Cllr Zafar Iqbal

Area Coordinator: Louise Williams

Bolton & Undercliffe



Councillor
Suhail Choudhry



Councillor
Simon
Cunningham



Councillor
Julie
Humphreys

Ward Officer: Jess Mallison

Assistant Ward Officer:

Bowling & Barkerend



Councillor
Imran Khan



Councillor
Rizwana Jamil



Councillor
Hassan Khan

Ward Officer: Nadia Hussain & Samina Ali

Assistant Ward Officer: Omar Ashraf

Bradford Moor



Councillor
Riaz Ahmed



Councillor
Zafar Iqbal



Councillor
Shafiq Ahmed

Ward Officer: Nadia Hussain & Samina Ali

Assistant Ward Officer: Omar Ashraf

Eccleshill



Councillor
Susan Knox



Councillor
Brendan Stubbs



Councillor
Christopher
Hayden

Ward Officer: Aiden Townsend

Assistant Ward Officer: Ibraheem Khan

Idle & Thackley



Councillor
Jeanette Sunderland



Councillor
Alun Griffiths



Councillor
Aislin Naylor

Ward Officer: Aiden Townsend

Assistant Ward Officer: Ibraheem Khan

Little Horton



Councillor
Taj Salam



Councillor
Talat Sajawal



Councillor
Noor Elahi

Ward Officer: Jess Mallison

Assistant Ward Officer:

For more information about your councillors including contact details and surgery times, please visit our [webpage](#).

Locality Priorities - summary

These priorities focus at a **whole locality level**. This could be because we see similar themes and trends across wards within a locality, so a more joined-up approach is beneficial, or it could be that a whole locality response will best serve these priorities.

Bradford District Priority Outcomes 2021-25	Bradford East Locality Wide Priorities 2022-25	Council Plan Key Performance Indicator	Lead Partner
Better Skills, More Good Jobs and a Growing Economy	<ul style="list-style-type: none"> • Improve the employment opportunities for young people, particularly those who need additional support to transition into the labour market. • Increase the rate of adult employment by reducing the barriers to work. • Improve the skills attainment levels of the working age population. 		
Decent Homes	<ul style="list-style-type: none"> • Improve and maintain the quality of private rented and social housing, and empower tenants to address issues. • Improve housing accessibility to enable more independent living for older people and people with disabilities. • Improve the energy efficiency of homes and support people to manage household budgets. 		
Good Start, Great Schools	<ul style="list-style-type: none"> • Enhance collaborative working between all agencies to deliver the early help agenda to improve resilience in families. • Raise the level of school attendance and reduce the number of children and young people at risk of exploitation. • Improve partnership working across schools, colleges and VCS organisations in order to develop more joined-up and additional services through integrated working and information-sharing opportunities. Ensure that opportunities are created to hear and act on the voices of children and young people. 		

Locality Priorities - summary

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Bradford District Priority Outcomes 2021-25	Bradford East Locality Wide Priorities 2022-25	Council Plan Key Performance Indicator	Lead Partner
Better Health, Better Lives	<ul style="list-style-type: none"> • Increase access to timely and inclusive support for healthy lifestyles choices. • Improve access to mental and physical health support. • Improve communications to ensure that people access health care services at the right place and right time. 		
Safe, Strong and Active Communities	<ul style="list-style-type: none"> • Reduce levels of anti-social behaviour and drug-related crime. • Promote greater interaction within and between neighbourhoods and communities in Bradford East, encouraging community engagement, participation and volunteering. • Improve the visual amenity of the area from individual gardens to public open spaces. 		
A Sustainable District	<ul style="list-style-type: none"> • Improve opportunities to adopt approaches that involve reducing, reusing and recycling waste. • Stimulate interest in community growing initiatives and create more biodiverse environments. • Work with local communities to promote more sustainable and environmentally friendly lifestyles, including increasing active travel and reducing the reliance on vehicles. 		

Better Skills, More Good Jobs and a Growing Economy



- Improve the employment opportunities for young people, particularly those who need additional support to transition into the labour market.
- Increase the rate of adult employment by reducing the barriers to work.
- Improve the skills attainment levels of the working age population.

Better Skills, More Good Jobs and a Growing Economy

Actions, Outcomes and Indicators



Actions

- Set up a network of partners involved in offering support around training and employment to ensure the needs and gaps in services are addressed and appropriately targeted.
- Provide employability and training services and support at neighbourhood-based hubs and centres to enable easy access.
- Develop and promote volunteering opportunities, work experience, apprenticeships and skills development to increase the confidence of young people to enter the labour market.
- Collaborate with partners to develop projects to raise aspirations, including using mentors/role models, to inspire young people and adults to achieve their potential.

Outcomes

- Increased understanding of provision and sharing of good practice.
- Individuals better prepared for the working environment, and working routines, with increased and varied skills.
- Adults and young people will have more choices in terms of education and work.
- Better skills for work.

Indicators

- Network set up.
- Increase in percentage of people with qualifications.
- Reduction in unemployment rates, including claimant rate 16-24 years.
- Increase in number of working households.
- Feedback, case studies and good news stories.

Decent Homes



- Improve and maintain the quality of private rented and social housing, and empower tenants to address issues.
- Improve housing accessibility to enable more independent living for older people and people with disabilities.
- Improve the energy efficiency of homes and support people to manage household budgets.

Decent Homes

Actions, Outcomes and Indicators



Actions

- Undertake neighbourhood-based projects with partners, including landlords, to tackle properties in a poor condition.
- Develop a landlords' and tenants' educational pack outlining rights and responsibilities.
- Work with Adult Services, VCS and other organisations to identify vulnerable adults with needs and work jointly to ensure the necessary support is in place.
- Identify those most in need of winter help and raise awareness of the support available.
- Develop local offers with partners and signpost to relevant support.

Outcomes

- Improved quality of living.
- Less transient communities
- Reduction in number of people moving into care facilities
- Increase in suitable housing options that meet the needs of the community.
- Better links between the Council and private and social housing landlords

Indicators

- Increase in number of private sector houses with improved housing standards.
- Landlords' and tenants' pack developed.
- Increase in number of energy efficient homes.
- Resident and landlord feedback and case studies.
- Increase in take-up of local services in terms of winter support.

Good Start, Great Schools



- Enhance collaborative working between all agencies to deliver the early help agenda to improve resilience in families.
- Raise the level of school attendance and reduce the number of children and young people at risk of exploitation.
- Improve partnership working across schools, colleges and VCS organisations in order to develop more joined-up and additional services through integrated working and information-sharing opportunities. Ensure that opportunities are created to hear and act on the voices of children and young people.

Good Start, Great Schools

Actions, Outcomes and Indicators



Actions

- Bring together relevant partners at an individual/family or neighbourhood level to agree the most effective support.
- Encourage take-up of the 2 year old offer.
- Identify and work with young people with poor school attendance and ensure they have access to positive education and/or training opportunities, including vocational pathways.
- Raise awareness of services and opportunities for early intervention and family support. Encourage families to become involved.
- Scope out the capacity of schools and the third sector for the provision of additional children's and young people's activities.

Outcomes

- Improved take-up of services and family resilience.
- Improved communication and partnership working between schools, colleges and partner organisations.
- Improved level of development at the early years stage.
- Young people feel much more part of their communities/neighbourhoods.
- Young people on more positive pathways.
- Families functioning better.

Indicators

- Reduction of NEET young people.
- Reduction of children and young people involved in serious and organised crime.
- Increase in activities for children and young people.
- Increase in the number of families supported through early help interventions.
- Feedback from partners.
- Focus groups, case studies and good news stories.

Better Health, Better Lives



- Increase access to timely and inclusive support for healthy lifestyles choices.
- Improve access to mental and physical health support.
- Improve communications to ensure that people access health care services at the right place and right time.

Better Health, Better Lives

Actions, Outcomes and Indicators



Actions

- Understand what projects/services are established in respect of the priority areas and connect people to these to reduce health inequalities.
- Identify existing projects/services to improve access to mental and physical health support, including social isolation, and improve take-up.
- Work with Community Partnerships to ensure priorities are linked to the system wide priorities, taking a prevention approach to reduce health inequalities.
- Ensure that services are accessible to people, applying the learning from Covid by bringing services to the community or reducing other barriers.

Outcomes

- Increase access to timely and inclusive support for lifestyle choices, including information, ensuring successful work is built on rather than duplicated.
- Ensure a system wide approach is undertaken to address health inequalities across the Locality to support service users to address their health and physical needs.
- Agree, implement and monitor an action plan for the Locality, ensuring service user engagement and co-production.

Indicators

- %/number of services users reporting a positive increase in accessing timely and inclusive support for healthy lifestyle choices.
- %/number of services users reporting a positive improvement in accessing mental and physical health support.
- %/number service users reporting back on their experience in accessing services and up to date information.

Safe, Strong and Active Communities



- Reduce levels of anti-social behaviour and drug-related crime.
- Promote greater interaction within and between neighbourhoods and communities in Bradford East, encouraging community engagement, participation and volunteering.
- Improve the visual amenity of the area from individual gardens to public open spaces.

Safe, Strong and Active Communities

Actions, Outcomes and Indicators



Actions

- Build relationships between communities and partners involved in reducing anti-social behaviour, such as the Police, Council and Fire Service, to ensure issues are highlighted and addressed early.
- Establish ward-based work which is asset/strengths based and which celebrates 'what's strong' in our neighbourhoods, rather than focussing on 'what's wrong'. Promote the District-wide 'Community Stars Awards'.
- Set up an area-based network and share learning and good practice from this across the Locality.
- Test new approaches to engaging residents, businesses and other stakeholders in creating cleaner and greener neighbourhoods.

Outcomes

- Residents are aware of the action that is being taken to address ASB and drug-related crime and feel more confident to report their concerns.
- Local communities benefit from more community-led action and initiatives which connect the assets within the community and lead to an increase in community pride and more sustainable positive improvements in those communities.
- Organisations are more connected.
- Cleaner and tidier neighbourhoods.

Indicators

- Crime and ASB incident data. Number of stories of positive action posted on social media. Number of reports of ASB and drug-related crime.
- Case stories and good news stories relating to community-led action and initiatives. Evidence of increased community pride.
- Evidence of the benefits to individuals and local communities from increased engagement and volunteering.

A Sustainable District



- Improve opportunities to adopt approaches that involve reducing, reusing and recycling waste.
- Stimulate interest in community growing initiatives and create more biodiverse environments.
- Work with local communities to promote more sustainable and environmentally friendly lifestyles, including increasing active travel and reducing the reliance on vehicles.

A Sustainable District

Actions, Outcomes and Indicators



Actions

- All of these priorities will be addressed by taking action at a ward level; trying different 'test and learn' approaches in different wards to identify the approaches that have the most impact and to better understand how to tailor our work with communities to help create the biggest impact.
- **Sustainable development** should be a cross-cutting priority and principle underpinning all of the action taken in regard to the previous five themes.

Outcomes

- Improved active travel infrastructure.
- More households reusing and recycling more items.
- More individuals and groups involved in growing food.
- More individuals and groups involved in developing areas, including gardens, to increase biodiversity.

Indicators

- Active Travel Networks and other infrastructure in place.
- Increase in Council kerbside recycling rates.
- Number of community-led food growing initiatives and number of people involved.
- Case studies and good news stories relating to gardens and areas developed to improve biodiversity.
- Evidence that sustainable development principles have been considered when developing projects and initiatives across all themes of the Locality Plan.

Let's keep the conversation going

Contact your Area Co-ordinator's Office for more information about this plan, and how to get involved in your community.

Area Co-ordinator: Louise Williams

Phone: 01274 431066

Email: bradfordeastinformation@bradford.gov.uk

Address:

Bradford East Area Co-ordinator's Office

Harris Street Depot

Harris Street

Bradford

BD1 5HU



Everybody in the Bradford East locality can make a difference!
Here are a few ideas....



Connect

- Meet your ward councillors (via email, phone, in person at their surgeries)
- Get to know your Area Co-ordinator's Office team and their Ward Officers and Assistant Ward Officers



Have your say

- Share your ideas through resident and community consultation
- Attend Area Committee, learn about key plans and ask questions
- Vote in local elections



Get involved

- Volunteer in your area (lots of opportunities can be found [here](#))
- Be neighbourly
- Choose sustainable, active travel options
- Community action e.g. Dementia friendly communities, litter picks

Find lots more ideas at www.peoplecanbradforddistrict.org.uk