

Report of the Strategic Director –Place to the meeting of Regeneration and Environment Overview and Scrutiny Committee to be held on 15th November 2022

M

Subject: Economic Strategy Overview

Summary Statement:

This report updates Scrutiny Committee on the progress to deliver the Bradford District Economic Strategy 2018-2030 and the subsequent Bradford District Economic Recovery Plan 2021- 2023. It also provides an update on initial steps towards a new Economic Strategy and Implementation Plan delivering a sustainable and inclusive economy that works for everyone through an overarching approach focused on Clean Growth.

The report provides a brief update of the current economic conditions following the Covid - 19 Pandemic and reflecting current global economic turbulence, which set the context for the delivery of current strategy and plan.

EQUALITY & DIVERSITY:

There is a clear connection between shaping a vibrant, resilient economy and addressing poverty, disadvantage and exclusion. There is specific work progressing on inclusive economy, on anti-poverty and on supporting residents in their pathways and involvement in employment opportunities and livelihoods. There is also dedicated work to support businesses as inclusive employers to ensure fair, accessible and open work and life-chances across the District. Further equality impact assessments are to undertaken as the new strategy develops and connects to the Workforce Development Plan for the District and other aspects of delivery.

Angela Blake
Assistant Director -Economic
Development

Portfolio:
Leader, Regeneration

Report Contact: Sarah Carling
Head of Enablement and Growth

Overview & Scrutiny Area:
Regeneration & Environment

E-mail: cleangrowth@bradford.gov.uk

1. SUMMARY

The district and wider UK economy continues to be subject to considerable challenges and volatility. The District has seen a recovery in the labour market as the COVID-19 pandemic has receded but there is clear evidence that despite rising employment, living standards are now falling. The cost of living is increasing at its fastest rate in 40 years driven primarily by the rising prices of food and energy.

Since the launch of “Pioneering, Confident & Connected – An Economic Strategy for Bradford District 2018-2030”, the district has seen progress in delivering the ambitions and targets of the strategy which has seen employment, earnings and skills levels rising faster than the national average.

There has also been important progress in delivering key elements of the strategy including Bradford Live, Darley Street Market, Keighley and Shipley Town Fund bids, the Hard Ings Road scheme, One City Park, Skillshouse and the successful bid to become UK City of Culture in 2025.

The Covid pandemic has undermined the progress in delivering the economic strategy and has exposed and amplified many of Bradford’s longstanding challenges such as high youth unemployment and low social mobility.

Responding to the impact of the pandemic, the Council in collaboration with the University of Bradford formed the Bradford Economic Recovery Board to guide the development of the Bradford District’s Economic Recovery Plan which was published in early 2021.

There has been progress to deliver the actions outlined in the plan including investment into the SkillsHouse partnership, delivering one of the largest Kickstart programmes in the country, a Community Renewal Fund Retrofit Hub project in Manningham and the development of the Bradford Food Strategy.

As the district approaches 2023 and the end of the operational period of the current economic strategy and economic recovery plan, work has commenced on a revised and updated Economic Strategy and Implementation Plan. Building on the success and legacy of the current strategy, this new framework will take account of the current and evolving economic context, and the challenges and opportunities this presents.

The concept of Clean Growth will frame this work, investing in the longer-term future including addressing climate and environmental challenges, whilst accelerating a growing economy that delivers for all. Northern Powerhouse Rail and a through-station for Bradford remains a critical investment and the case continues to be made to Government.

The work will seek to position Bradford District at the heart of UK economic success and improved Northern connectivity. Working with our West Yorkshire partners in the Combined Authority the new strategy will provide a renewed framework for the District to fulfil its economic potential, harness its undoubted assets and create the conditions for sustainable and inclusive prosperity.

2. BACKGROUND

Regeneration and Environment Overview and Scrutiny Committee have had a number of reports related to key economic developments in the last few years, with the last update on the existing long-term Economic Strategy being presented to Committee on 3 March 2020 and a report on the short-term Covid-19 Economic Recovery Plan on 5 January 2021. In addition, there was a specific update on City Centre Regeneration in March 2022.

In addition, progress on the Council Plan 2021-2025 (2021-22) was presented to Executive 5th July (Full Year Performance Report) and included an update on the Better Skills, More Good Jobs and a Growing Economy priority Performance Indicators.

3. REPORT ISSUES

3.1 Current Economic Context

The district and wider UK economy continues to be subject to considerable challenges and volatility. This includes the after effect of the pandemic and related economic, social and health pressures, market volatility, inflationary pressures, workforce and supply chain challenges affecting many aspects of the economy.

There has been a recovery in the labour market as the COVID-19 pandemic has receded with a 18% fall in the Claimant Count over the year to September 2022 and an increase in vacancies with 5,298 online vacancies posted across Bradford District in September 2022 compared to 2,904 postings in September 2021.

The number of working age people (16-64) in employment has increased steadily despite the pandemic with the number of work age people in employment increasing to 234,100 in June 2022. This was an increase of 17,000 on the March 2020 figure which marked the beginning of the Covid lockdowns. The employment rate stands at 71.6% compared to the England rate of 75.4%. Bradford District employment remains high by historic standards and has risen by 6.1% over the last five years compared to a UK rise of 2.4%.

Productivity remains a key challenge for the District with GVA per hour standing at £27.60 per hour compared to a UK figure of £35.40. The impacts of the Covid pandemic meant that the value of the Bradford economy fell by 2.0% in 2020 compared to a UK fall of 4.4%. Latest Office for Budget Responsibility forecasts suggest it will be 2025 at least before GDP regains its pre-Covid Level.

Nationally there is evidence that despite rising employment, living standards are now falling. This is being driven by big rises in inflation, which hit a new 40-year high in September at 10.1%. The cost of living is increasing at its fastest rate in 40 years driven primarily by the rising prices of food and energy.

The price of food and non-alcoholic drinks rose by 14.6% in the year to September whilst research focusing on 30 everyday supermarket items showed increases in the price of pasta (60%), tea (46%) and vegetable oil (65%) in the 12 months to September.

European gas prices are now about 10 times higher than their average level over the past decade. In February 2021 UK gas was trading at 38p per therm and in August this year it

reached 537p per therm.

. The national economic plan and a full autumn statement is expected on 17 November and will be accompanied by an independent forecast on the impact of the statement on UK economic growth prospects by Office for Budget Responsibility.

3.2 Pioneering, Confident & Connected - Economic Strategy for Bradford District 2018- 2030- Setting the Scale of Bradford's Ambition.

“Pioneering, Confident & Connected – An Economic Strategy for Bradford District 2018-2030” was endorsed by Council Executive and launched in March 2018. This set out an ambitious vision for Bradford to become the UK’s fastest growing economy to 2030, which by increase the value of our economy by £4 billion, get 20,000 more people into work and improving the skills of 48,000 residents.

The strategy was organised around the 4 strategic opportunities set out below.

Our young and enterprising population with a focus on ensuring all the district’s young people are equipped with the skills and confidence to succeed. Key action areas were;

- Ensuring our people have the skills to succeed
- Supporting enterprising people across the district
- Ensuring everyone can contribute to and benefit from growth

Our distinctive offer which aimed to use Bradford’s unique architecture, heritage and cultural assets to create compelling investment propositions and an environment for growth. Key action areas were;

- Creating and promote compelling investment propositions
- Providing an environment for growth
- Using our cultural assets to drive growth and attract visitors, business and skilled workers

Our growth potential which aimed to build on Bradford’s business and sector strengths to drive innovation, increase productivity and create wealth. Key action areas were:

- Build on sector strengths to increase productivity and growth
- Encourage business growth and job creation across the district
- Build on our innovation assets to drive growth

Our globally connected district with a focus on improving the district’s transport infrastructure and digital connectivity to strengthen Bradford’s trading links and access to new markets. Key action areas were:

- Improve transport infrastructure
- World class digital connectivity
- Increase exporting and grow global trade links

The strategy set a number of ambitious targets to measure progress in delivering the strategy by 2030. These were to;

- Increase the value of our economy by £4 billion

- Get 20,000 more people into work
- Improve the skills of 48,000 residents
- Close the gap to UK average weekly earnings

The strategy also committed to tracking the level of carbon emissions against the rate of growth; Bradford district has comparatively low levels of CO2 emissions per capita, the key challenge for the district is to maintain emissions below national and northern levels as the economy grows.

In 2018 work began on the implementation and delivery of the strategy. Despite the difficult economic circumstances since the 2017 baselines, the district has seen good progress against targets set out in the strategy including.

- An increase of 10,900 working age people in employment since the 2017 baseline against a target of 20,000.
- An increase of 41,900 working age people qualified to NVQ Level 3 since the 2017 baseline against a target of 48,000 people.
- A 14.8 per cent increase in average weekly workplace earnings to £545 since the 2017 baseline compared to a UK increase of 11%

3.3 Bradford District Economic Recovery Plan 2021- 2023 – Delivering Bradford’s Ambition through the Pandemic and Post Pandemic.

The Coronavirus pandemic that started in 2020 created a major global shock, resulting in the loss of many lives and a significant downturn in the UK economy. In Bradford District, the initial period of the pandemic saw claimant count unemployment double, including a significant spike in youth unemployment, the district also saw reduced footfall and spend in our city and town centres.

The pandemic has also coincided with a period of real economic change for the UK related to both the challenges of climate change and the impacts of exiting the European Union. In 2020 UK GVA was expected to contract by approximately 11.3% in 2020 and, at 9.4%, the unemployment rate (as measured by the claimant count) in Bradford District in October 2020 was 4.3 percentage points higher than in March 2020, making it the fourth highest in the country.

These impacts undermined the progress towards the ambition for the district set out in the economic strategy and exposed and amplified many of Bradford’s longstanding challenges such as high youth unemployment and low social mobility.

Because of the potential scale of impact of the pandemic, the Council in collaboration with the University of Bradford formed the Bradford Economic Recovery Board. The Board brought together a diverse and inclusive group of Council and business leaders alongside partner organisations and key stakeholders to guide the development of the Bradford District’s Economic Recovery Plan which was brought to Committee and published in early 2021.

The plan was intended to cover a period of 2 years, with a tight focus on both immediate and aspirational interventions and actions and addressed key areas of opportunity:

- **Equipping our young, diverse population** with the skills and confidence they will

need to succeed in our evolving economic environment in sectors where Bradford has the best growth potential;

- **Supporting businesses to exploit developments in technology** by upskilling and encourage the use of new technologies to drive innovative growth;
- **Leveraging Bradford's diverse cultural assets and distinctive places** to drive economic growth;
- **Accelerating the development of Bradford's green economy** by transitioning to a sustainable, resilient and connected economy; and
- **Promoting and enabling better health & wellbeing** by enabling all people to lead long, happy & productive lives.

Immediate actions were:

- **Make Bradford a Learning City** - Leverage Bradford's Skills House to mobilise resources in every sector to promote inclusive learning, from basic to higher education and make Bradford a UNESCO Learning City.
- **Access to Work** - Support residents find job opportunities and develop their skills to make them more employable and the economy more resilient
- **Inspire, Reskill and Upskill** - The SkillsHouse partnership will inform the development of vocational provision, including higher level skills - with a cohesive offer for employers, the self-employed and the unemployed
- **Neighbourhood retrofit** - Building on existing plans in the District to retrofit individual homes and public buildings and developing the concept and strategy for creating '15-minute neighbourhoods' retrofitted to enable sustainable living
- **Communications** - Provide a unifying positive narrative and image for Bradford as a place to live, work and play through the District's business and community leaders to promote the many opportunities Bradford District offers
- **Bradford District Business House** - Provide an impartial central resource, support and guidance for entrepreneurs and new start-ups by establishing a single body of experts working under one banner to help businesses access business support
- **Implementation of 'Culture is Our Plan'** - Implementation of our 10-year cultural strategy for the District to attract investment and act as a lever for multiple District-wide interventions
- **Building an inclusive health and care economy** - development of a highly effective and compassionate integrated workforce based on a world class medical, health and care learning infrastructure
- **Act Early North** - Make the case for a new research centre in the north building on Bradford Institute of Health Research on preventative health policy and early years measures. This will help create research jobs and attract wider investment to the region
- **Northern Powerhouse Rail** - Secure commitment for the Bradford station to be on the new Northern Powerhouse Rail (NPR) line

The recovery also identified a number of aspirational asks. These were:

- **Creation of a sustainable food supply system** - Build on the District's existing assets and activity to develop a sustainable food supply system and build the District's reputation as a sustainable food hub
- **Development of the supply chain for hydrogen LGVs** - Position the District's automotive businesses to win opportunities in the fuel cell electric vehicles supply-chain through having a UK 'test-bed' fleet of hydrogen light goods vehicles

- **Construction of a circular economy demonstrator** - Encourage local businesses to invest in reprocessing of recycled or bi-product materials and positioning the District as an exemplar of the circular economy in the UK
- **Heritage Action Zone designation** - To support business needs of creative and cultural Industries workforce and improve the visitor and citizen experience

A fuller update is provided in the annexes to the report.

3.4 Progress since 2018

There has been important progress in a number of key programmes and actions reflecting the Economic Strategy's opportunity areas. A fuller update is provided in the annexes to the report. Key areas of progress are outlined below.

- **Bradford Live** – £22 million redevelopment of former Odeon cinema creating the biggest 'mid-size' venue in the country outside London with a capacity of 4,000. NEC have entered into lease agreement with Bradford Live to operate the venue. The project has secured a £959,500 grant from the National Lottery Heritage Fund and £4 million from the Government's Northern Cultural Regeneration Fund. Due to open in Autumn 2023.
- **One City Park**: a £30m state of the art business complex in Bradford City Centre overlooking the award-winning Mirror Pool is now on site and due to open in 2023. This key development has been supported with £7.5 million from the West Yorkshire Combined Authority Local Growth Fund, the national Getting Building Fund alongside private sector investment through national urban regenerator, Muse Developments.
- **Darley Street Market** – £23 million scheme to convert former Marks and Spencer store into a new City Market is on site and is expected to open in September 2023. Bradford's transformative new markets scheme has been designed to spearhead the city's green recovery by creating a modern new ecological retail space for the city's market traders.
- **Shipley Town Fund** - the Shipley Town Deal Board have successfully bid for £27.4m of Towns Fund grants. The funding will be spent on capital projects designed to improve connectivity, improving local land use, making the best use of economic and cultural assets and improving local skills and enterprise infrastructure. The Town Deal Boards are chaired by private sector business leaders and include representatives from local public, private and community sector organisations.
- **Keighley Town Fund** - the Keighley Town Deal Board have successfully bid for £34.7m of Towns Fund grants. The funding will be spent on capital projects designed to improve connectivity, improving local land use, making the best use of economic and cultural assets and improving local skills and enterprise infrastructure.
- **Squire Lane Leisure, Wellbeing and Enterprise Centre** - Bradford Council has successfully bid for £20 million from the Government's Levelling Up Fund to develop the new centre on a site close to the Bradford Royal Infirmary that will include a new swimming pool, health related facilities and activities to develop enterprise, skills and community engagement.
- The **Transforming Cities Fund** will see millions spent on schemes to improve transport in and around the city centre. In Bradford £80.7 million will be spent on four schemes.
 - Work to improve access to Bradford Interchange - including new access from Hall Ings, allocated £13.2m funding.

- Walking and cycling improvements - including the pedestrianisation of streets like Hall Ings and Market Street, £30m funding.
 - £17.5m funding would be allocated to improving Thornton Road - adding a new segregated cycle route from the city centre to the West of the District.
 - And a proposed park and ride, that would see motorists arriving into Bradford by the M606 able to park up and travel down Manchester Road by a new bus fleet, has been allocated £20m funding.
- The new **Sedburgh Leisure Centre** was a £17.5m investment supported by Sports England that opened 2019.
- £9.9 million highways project to improve the A650 **Hard Ings road** that has significantly reduced congestion and increased connectivity along the A650 and in Keighley Town centre making the town a more attractive business location. The scheme was designed and delivered by Bradford Council was receive funding through the West Yorkshire Plus Transport Fund as part of the Leeds City Region Enterprise Partnership Growth Deal.
- Another recent large transport scheme in the constituency is the £13.75m **Harrogate Road and New Line junction** improvement scheme that has received investment through the Leeds City Region Enterprise Partnership (LEP) Growth Deal
- **Gain Lane Enterprise Zone** delivering 29,404 sq m of B1/B2/B8 floor space on major employment site supported with £9,877,000 of City Region Growth Deal funding.
- **Bradford City Centre Townscape Heritage Scheme** has received £2 million from the National Lottery Heritage Fund
- **JU:MP** - refurbishment of existing spaces by creating active green spaces in inner city areas which will helps children aged 5 – 14 years and their families to be active has received £1.23 million of Sport England funding.
- **UK Community Renewal Fund** was secured for the employment and skills initiative 'Building our Future' (£535,500) and Buck Wood Community Woodland Masterplan (£197,880)
- A **Northern Powerhouse Rail** NPR station is central to Bradford's economic ambition and would transform Bradford as a place to invest. The status of Northern Powerhouse Rail is awaited under the new Prime Minister and Chancellor. It should be noted that The Council, WYCA, TfN and many other partners including W&NY Chamber are continuing to make the case to Government and the Council continues to work with partners to develop and promote the economic and business case for the station.
- **Southern Gateway** - Given the potential for strategic infrastructure investment through NPR the 126ha Southern Gateway area has been designated as a strategic 'broad location for growth' which will look to accommodate around 2,500 new homes, business, commercial and community uses together with supporting infrastructure. Joint delivery of NPR and Mass Transit to a through station are the catalysts for doubling the size of Bradford city centre, with a sustainable urban district putting Bradford at the forefront of the zero-carbon and mobility transitions.
- **Bradford Teaching Hospitals** - are working with the Council to relocate Bradford Royal Infirmary and St Lukes Hospital with a proposed £1.1bn investment for which a Strategic Outline Case submitted to Government recently.
- **Esholt** - A pioneering sustainable housing and industrial development on unused land

around Yorkshire Water's Esholt site, which will provide around 2,000 jobs, has moved a step closer after receiving approval from Bradford City Council. Keyland Developments Ltd, Yorkshire Water's sister company, has been granted permission to transform 180 acres of land on the site.

- **City Village and Development of the City Centre** - Bradford Council is leading an initiative to create a new 'City Village'. Following the relocation of the Oastler Market to a new £23 million City Market, the Council is proposing to revitalise the top of town area to create a vibrant, healthy and attractive neighbourhood supporting a mixed community with 1,000 new homes, a revitalised independent shopping offer and new business spaces. The Council's purchase of the Kirkgate Shopping Centre lays the foundations for the extension of urban living and sustainable development right in the heart of the City.
- The £68 million **UK Shared Prosperity Fund** for West Yorkshire will support business growth and skills development through regional programmes totalling £38 million and provide a Bradford District devolved fund of £7.5 million as part of the £30 million that has been devolved to Local Authorities in West Yorkshire. Bradford District's nominal share of the total SPF funding is around £17.5 million. Bradford allocation will be used to fund a number of important initiatives in the district, including support for the local voluntary and community sector.
- Following the successful round 1 bid for Bradford West, four further **Levelling Up Fund** bids have been submitted for Bradford East, Bradford South, Keighley and Bingley as part of the Shipley constituency. Government decisions on the bids are expected later this year.

The Covid-19 Economic Recovery plan ensured continuity on the Economic Strategy and recast key priorities for 2021-2023. Progress in delivering many of the actions outlined in the plan included:

- **Inspire, Reskill and Upskill** Council investment into SkillsHouse has enabled the partnership to locate our coaches in each of the job centres in the district, in each of our three FE colleges and the University. We also have community engagement workers based with 6 VCS organisations to support residents with multiple barriers to enter the labour market.
- **Access to Work** Since September 2020 the Skillshouse Partnership has supported: 20,720 adults have enrolled on education or training; 8,200 people have had careers support; 3,280 residents have been supported in or into work.
- This has also included one of the largest **Kickstart** programmes in the country with 813 participants either through our own employer gateway or with the Council as an employer. Presently around 60% of our Kickstart participants have entered a sustained employment destination upon completion of the programme (we still have people on placement).
- **Culture is Our Plan Bradford 2025** – Bradford has won the competition to be the UK City of Culture in 2025. Being the next UK City of Culture will transform Bradford district into a creative powerhouse – building on our existing cultural assets and heritage; attracting significant investment, jobs, and new opportunities for everyone who lives and works here. Bradford Council has projected it could see a £700m gross

value added (GVA) uplift from 2025 to 2030 and is also projected to bring in large scale investment, create 3,000 jobs and attract around 1.1m visitors.

- **Make Bradford a Learning City** Industrial Centres of Excellence are innovative education-industry partnerships that have been locally developed and the programme is clearly demonstrating success. 86 board members spanning nine sector boards offer strategic insight between schools and industry, designing relevant industry pathways through further and higher education and skills development opportunities for young people. Last academic year, even with restrictions in place, 13,577 pupils accessed career support and 3,028 engaged with sector specific activity through ICE.
- **The Community Renewal Fund Retrofit Hub** project which is focussed on the Manningham and Toller wards of Bradford has had a delivery extension approval to 31 October 2022. As part of the extension the number of whole house retrofit plans was increased to 150. To date, 122 whole house surveys have been completed, and 75 decarbonisation plans posted to the householders.

Economic Strategy and the subsequent recovery plan were approved, the council and its partners have maintained a focus on both key deliverable interventions that make a difference to the residents of the district and developing ambitious longer-term proposal that reflect the districts shared aspirations for its residents, businesses and visitors. The programme of activity has been supported by and linked to key partnerships including the Wellbeing Board, Sustainable Development Partnership, Economic Partnership and Cultural Partnership as well as critical anchor institutions across the district.

The work of the Council and partners also sit in the context of a range of other interventions by the council that supports the objective of the strategy and plan. For example, the adopted District Plan 2021-2025 led by the Wellbeing Board endorses and reinforces Sustainable Economic Growth and Decent Work for all.

3.5 Economic Strategy and Clean Growth Implementation Plan 2023-2030

As the district approaches 2023, the end of the operational period of economic recovery plan and the first five years of the Strategy itself, work has commenced on a revised and updated Economic Strategy and Clean Growth Implementation Plan. Building on the success and legacy of the current strategy, this new framework will take account of the current and evolving economic context, and the challenges and opportunities this presents. The concept of Clean Growth frames this work: to develop our district in an inclusive and sustainable way; critically shaping opportunities to respond proactively to climate and environmental challenges and accelerating investment in a growing economy that delivers for all.

Plans for a new Economic Strategy and Implementation Plan are being shaped to take a whole place perspective on investment and commercial opportunities required for a step change in economic performance and progress. As well as preparing for Bradford2025 and the focus on its long-term legacy, work has been work is underway to provide a clear direction for 'high growth' - enabling and accelerating the pace and scale of investment, delivery and impact required from the market, not-for-profit organisations, communities and the public sector.

Clean Growth provides the overarching framework for the District's direction of travel and

for investment promotion and profiling. Clean Growth goes beyond the Government's current definition that focuses on decarbonisation to also address climate and environmental challenges and social issues aligned to sustainable development.

The work will seek to position Bradford District at the heart of UK economic success and improved Northern connectivity. Working with our West Yorkshire partners in the Combined Authority the new strategy will provide a renewed framework for the District to fulfil its economic potential, harness its undoubted assets and create the conditions for sustainable and inclusive prosperity. This will be challenging given current economic conditions but is necessary to release long-term benefits for residents and business, while delivering a just transition to decarbonized and growing economy.

The Bradford Clean Growth framework will include a clean growth implementation plan is that will cover Bradford ambitious regeneration portfolio in addition to key revenue projects and initiatives that directly benefit Bradford residents, business and visitors. In addition to an Economic Strategy that will set the shared direction, principles and priority areas for long term sustainable economic transformation.

Specifically, shaping the UK's leading clean growth city district, will:

- Shape outcomes, investment and opportunities; enabling and accelerating a high growth ambition in the region of £5bn/year economic uplift for the next decade
- Reinforce the transport and connectivity ambitions including a Northern Powerhouse Rail through station for Bradford
- Boost the readiness, impact and legacy of Bradford2025 with a long-term agenda for the arts and creative industries, the cultural economy and sustainable development
- Support businesses, communities and citizens to connect, contribute and collaborate across all sectors, value chains and aspects of economic life
- Tackle climate and environmental challenges, including decarbonisation and climate resilience, and deliver a more inclusive and just transition
- Create the economic context for skills, employment, workforce development and talent across the District and wider region.
- Position and profile Bradford District for inward investment and commercial collaboration

In addition to the council is developing a spatially based Development Framework. The purpose of the Development Framework is to set the shared direction, principles and priority areas for long term sustainable economic transformation. This will help shape investment decisions, priorities and opportunities over the short, medium and longer term. It will be used to stimulate, influence and guide developments, promote regeneration and improve the physical environment The framework has been split into three geographical areas,

- 1) City of Bradford area, as defined by the Parliamentary Constituencies of Bradford South, East and West.
- 2) Keighley constituency (covering Keighley and Ilkley).
- 3) Shipley constituency (covering Shipley and Bingley).

In addition, work on the City of Bradford will include a Bradford Southern Gateway Masterplan and a Holme Wood Urban Design Framework.

Under its new chair the Economic Partnership will play a key role in shaping and driving forward the economic strategy and district Clean Growth ambition, working alongside other key committees and partnerships. The Partnership met for the first time in person in August 2022.

This District work is complemented by on-going political, strategy and operational delivery with Mayor Brabin, the West Yorkshire Combined Authority and the Local Economic Partnership LEP.

The views of the Committee will be welcomed as the Strategy & Plan develops over the coming months, further report will be brought to Committee in 2023 on this and related work.

4. FINANCIAL & RESOURCE APPRAISAL

The report covers schemes which are at different stages in terms of delivery. A number are at proposal stage and the remaining schemes are being actively delivered.

Schemes that are at proposal stage will be considered when funding from external partners/ Government is established.

If the initiatives are capital in nature, further approval will be required through PAG. The objectives of the project in terms of outcomes, products and deliverables would be required in addition to demonstrating value for money. Revenue implications will also be assessed at the same time.

This report provides an overview of schemes that are being developed and will require further approval when business cases are received.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

Working with the Economic Partnership, key environmental, social, and economic challenges and opportunities are being addressed and will be progressed through strategy, investment and delivery across all sectors and organisations.

6. LEGAL APPRAISAL

The council has a range of powers to enter into the contractual arrangements arising from the regeneration programme, including the general power of competence under Section 1 of the Localism Act 2011 to do anything that individuals can do subject to any specific restrictions contained in legislation. The council also has the power to acquire and dispose of land by agreement in accordance with Sections 120 and 123 of the Local Government Act 1972 subject to obtaining all appropriate consents and approvals and ensuring that any disposals of a freehold interest or leasehold interest for more than seven years are for a consideration that is the best that can reasonably be obtained (unless Secretary of State consent is obtained). All procurement activity of works and services must be carried out in compliance with the Public Contracts Regulations 2015 and Council Contract Procedure Rules..

7. OTHER IMPLICATIONS

7.1 SUSTAINABILITY IMPLICATIONS

Making clean growth the overarching ambition for the District and taking forward the new economic strategy and clean growth implementation plan will deliver sustainability at pace and scale. It will also extend beyond the 'green economy' to look at the opportunities and potential of all sectors, partners and supply chains to take forward sound environmental practices and stewardship including emissions reduction, resilience and air quality. Supporting the mainstreaming of sustainability with social inclusion extends the response to climate and environmental challenges into a more strategic approach based on futureproofing and resilience. This is critical to unlock business innovation, corporate responsibility and investment, especially in partnership with the private sector and investors.

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

The Clean Growth implementation plan will seek to embed sound environmental practices and outcomes across the District, working alongside other key mechanisms most notably the Local Plan and Local Infrastructure Plan over the next decade to proactively manage greenhouse gas emissions reductions in line with the 2038 net zero declaration. The Council is also working in partnership with WYCA to accelerate emissions reduction in transport, the built environment, industry, housing and land use.

The approach developing since 2018 is to support and enable effective environmental enhancement through the overall regeneration of the District, including mainstreaming environmental performance and stewardship into the heart of the design and workings of a modern, resilient and responsible economy. This is core to the new Economic Strategy and to moving to addressing pollution and harmful emissions upstream and away from remedial interventions. This transitioning to a cleaner, more inclusive and just economy is at the heart of the Clean Growth work.

7.3 COMMUNITY SAFETY IMPLICATIONS

The existing and emerging Economic Strategies aim to ensure a sustainable and inclusive economy that works for everyone. Further equality impact assessments are to undertaken as the new strategy develops and connects to the Workforce Development Plan for the District and other aspects of delivery.

7.4 HUMAN RIGHTS ACT

No direct Human Rights implications arising from this report.

7.5 TRADE UNION

No direct Trade Union implications arising from this report.

7.6 WARD IMPLICATIONS

This report touches on specific initiatives and investments across the whole District. Key spatial priority areas and locations for investment are embedded in the Local Plan. A

series of Development Framework for the District (covering Bradford South/East/West; Shipley and Keighley constituencies) is in development and this will provide more detailed geographical insights. This will be brought to Committee in due course.

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

N/A

7.8 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE

Maintaining progress on economic development and shaping a new economic strategy for the District is vital to ensure that present and future generations have the opportunities arising from high quality, well-paid employment and a dynamic mixed economy, across the private, public and not-for-profit sectors. This is vital to support families and communities as well as shape the longer-term prospects and aspirations of our children and young people.

7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

N/A

8. NOT FOR PUBLICATION DOCUMENTS

N/A

9. OPTIONS

The report sets out key background information for members and provides a stocktake of the current Economic Strategy and the Economic Recovery Plan. It signals that work is underway to replace these with a new Economic Strategy and Clean Growth ambition – to secure Bradford District as the UK's leading clean growth location.

10. RECOMMENDATIONS

That members note the contents of this update report, views of the Overview and Scrutiny Committee on the matters highlighted are requested.

11. APPENDICES

- Appendix 1: Economic Strategy 2018-2030 – Overview of progress (Cross reference District Plan/Council Plan 2021-2025).
- Appendix 2: Covid-19 Economic Recovery Plan 2021 – Overview
- Appendix 3: Bradford District Economic Profile – key statistics and information on the state of the economy

Appendix 1 – Economic Strategy 2018-2030 – Overview of progress

The previous Bradford Economic Partnership was formed in March 2018 to oversee the development and delivery of an economic strategy for Bradford District.

Chaired by David Baldwin, the Bradford Economic Partnership working alongside Bradford Council, Bradford Chamber of Commerce, the University of Bradford and West Yorkshire Combined Authority, conducted detailed economic analysis and discussions with business and other partners during 2017 to develop and produce the strategy document “Pioneering, Confident & Connected – An Economic Strategy for Bradford District 2018-2030”.

The Strategy was endorsed by Council Executive and launched in March 2018 and set out the ambition to be the UK’s fastest growing economy to 2030, increasing the value of our economy by £4 billion, getting 20,000 more people into work and improving the skills of 48,000 residents.

Headline Indicators

- An increase of 10,900 working age people in employment since the 2017 baseline.
- An increase of 41,900 working age people qualified to NVQ Level 3 since the 2017 baseline.
- A 14.8 per cent increase in average weekly workplace earnings to £545 since the 2017 baseline.

The Economic Strategy sought to deliver our economic ambitions by prioritising actions that unlocked four strategic opportunities. These were:

- **Our young and enterprising population:** ensure all our people are equipped with the skills and confidence to succeed.
- **Our distinctive offer:** use our unique architecture, heritage and cultural assets to create compelling investment propositions and an environment for growth.
- **Our growth potential:** build on our business and sector strengths to drive innovation, increase productivity and create wealth.
- **Our globally connected district:** Improve our transport infrastructure and digital connectivity to strengthen our trading links and access to new markets.

Since the launch of the economic strategy in March 2018, there has been progress in many areas.

Our young and enterprising population

<i>Priorities</i>	<i>How Are We Doing It?</i>
Ensure our people have the skills to succeed	Bradford District Workforce Development Plan Industrial Centres of Excellence Bradford Council Apprenticeships Sixth Form Colleges

Support enterprising people across the district	Community Enterprise Support Ad:venture Business Enterprise Fund Bradford Council Social Value Procurement Policy
Ensure everyone can contribute to and benefit from growth	Skillshouse Bradford District Health and Social Care Economic Partnership STEP programme Screen Industries Diversity Initiative

- Leading professional services firm PwC opened a new office in Bradford taking over 9000 sq ft of office space –
- People, Skills, Prosperity - Bradford District's Workforce Development Plan was launched in February 2020. The rolling five-year plan is aligned to the Economic Strategy and aims to get 8,000 more local people into employment and 20,000 more people in the workforce qualified to Level 3 by 2023.
- SkillsHouse has now supported over 3,500 residents into work.
- Bradford Council Apprenticeships. The Council have provided over 600 apprenticeships being undertaken in 44 different occupational areas ranging from Levels 2 to 6, including vehicle engineering, business administration, management, web and media, civil engineering, chartered surveyor and 8 new Social Worker degrees.
- The Health and Social Care Economic Partnership has been established as a collaboration of anchor organisations including Bradford Council, NHS partners and the University of Bradford that is aiming to secure greater integration in the planning, delivery and management of the health and social care workforce.

Our distinctive offer

Priorities	How Are We Doing It?
Create and promote compelling investment propositions	Towns Fund Investment Plans Levelling Up Fund Community Renewal Fund One City Park Shipley Canal Road Corridor Southern Gateway Housing Strategy City Region Housing Vision
Provide an environment for growth	Keighley, Bradford & Ilkley Business Improvement Districts (BID's) City Village City Centre Markets redevelopment Business Development Zones
Utilise our cultural assets to drive growth and attract visitors, business and skilled workers	City of Culture 2025 Bradford Live Sparkling Bradford Bradford Literature Festival Ilkley Literature Festival Bradford Science Festival Creative People and Place Programme

- **Bradford 2025** – Bradford has won the competition to be the UK City of Culture in

2025. Being the next UK City of Culture will transform Bradford district into a creative powerhouse – building on our existing cultural assets and heritage; attracting significant investment, jobs, and new opportunities for everyone who lives and works here. Bradford Council has projected it could see a £700m gross value added (GVA) uplift from 2025 to 2030 and is also projected to bring in large scale investment, create 3,000 jobs and attract around 1.1m visitors.

- **Shipley Town Fund** - the Shipley Town Deal Board have successfully bid for £27.4m of Towns Fund grants. The funding will be spent on capital projects designed to improve connectivity, improving local land use, making the best use of economic and cultural assets and improving local skills and enterprise infrastructure. The Town Deal Boards are chaired by private sector business leaders and include representatives from local public, private and community sector organisations. Projects set out in Shipley's bid include:
 - A fund to restore and repurpose buildings and redevelop sites for commercial and residential use.
 - Monies for town centre improvements - Shipley's Market Square and public spaces and connectivity to and around the town centre.
 - Supporting and developing skills for local employment and entrepreneurship
 - Supporting small businesses to grow, upgrading the exhibition space in Shipley Library to showcase local entrepreneurs, craftspeople, makers and small businesses including support, mentoring and training opportunities, networking events and workspace facilities.
 - Developing assets and infrastructure that promotes healthy habits and exercise and better value existing natural assets including:
- **Keighley Town Fund** - the Keighley Town Deal Board have successfully bid for £34.7m of Towns Fund grants. The funding will be spent on capital projects designed to improve connectivity, improving local land use, making the best use of economic and cultural assets and improving local skills and enterprise infrastructure. Projects set out in Keighley's bid include:
 - Town Centre Improvements with an improved public spaces and connectivity of the town centre.
 - A fund to restore and repurpose buildings and redevelop sites for commercial and residential use.
 - A space and facilities to support and develop skills for local employment and entrepreneurship including a Keighley skills hub and a new training hub specialising in manufacturing and engineering skills.
 - Supporting small businesses to grow through improving commercial space and strengthening their impact on the local economy and community.
 - A community arts hub creating a cultural destination in Keighley town centre and supporting the development of the Keighley Art and Film Festival and establishing a textile academy which will deliver a bespoke skills training package for local Black, Asian and Minority Ethnic (BAME) women to improve pathways into skilled and better work.
 - An integrated health and wellbeing centre in the heart of Keighley bringing

- together GP services including self-care and prevention, as well as community care, mental health, dental care services and a GP training hub.
- A project supporting active travel in the town including repairs to the cobbled setts on Keighley Twines
 - **One City Park** – work is underway on One City Park, a new state-of-the-art office building alongside the city centre’s award-winning City Park and the next step in the ongoing growth and regeneration of the district.
 - **City Centre Markets** –Re-development of the City’s markets, into Darley Street creating the newly named Darley Street Market - new market and public market square, commercial, leisure and community activity. Darley Street Market – £23 million scheme to convert former Marks and Spencer store into a new City Market. Bradford’s transformative new markets scheme has been designed to spearhead the city’s green recovery by creating a modern new ecological retail space for the city’s market traders. The project will create 400 new jobs including 157 jobs in construction, 16 work experience placements and 136 weeks of apprenticeships. Investment in the new market is expected to deliver an economic benefit of £32 million over a 10-year period. The market has been designed with some of the latest environmental innovations and to sympathetically showcase the area’s historic architecture. The new 4,000m2 facility has a range of integrated ecological features including a smart heating system designed to significantly reduce the market’s energy consumption. Almost 200 high quality efficient solar roof panels will provide enough power to run the lifts, escalators and some of the energy efficient lights during daylight hours.
 - **Squire Lane Leisure, Wellbeing and Enterprise Centre** - Bradford Council has successfully bid for £20 million from the Government’s Levelling Up Fund to develop the new centre on a site close to the Bradford Royal Infirmary that will include a new swimming pool, health related facilities and activities to develop enterprise, skills and community engagement.
 - The ‘**Sparkling Bradford**’ campaign has brought together a range of retailers and attractions to promote both winter and summer season’s activity across the whole district.
 - **Bradford Live** (Former Odeon) – Work is progressing and the venue is due to open 2023

Our growth potential

Priorities	How Are We Doing It?
Build on sector strengths to increase productivity and growth	Bradford Manufacturing Weeks Leeds City Region Business Growth Programme Ad:Venture Northern Max 2 Northern Powerhouse Investment Fund NorthInvest
Encourage business growth and job creation across the District	Business Development Zones Enterprise Zones Heritage Mills Invest in Bradford

Build on our innovation assets to drive growth	Advanced Digital Institute Access Innovation University of Bradford Knowledge Transfer Partnerships Digital Strategy
------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

- Bradford's diversity and creative skills offer was a crucial factor in the decision of **Channel 4** to relocate its head offices to Leeds
- Leading professional services firm **PwC** have opened an office in Bradford taking over 9000 sq ft of office space employing over 225 people.
- **Bradford Manufacturing Weeks** continues to be a great success. Delivered by Bradford Chamber of Commerce,
- The **Business Enterprise Fund** has invested £7m creating 175 new companies, creating or safeguarding 820 jobs, whilst adding £31m to our regional economy.
- Progress has been made on Bradford's three **Enterprise Zones**. Gain Lane is on site with a £9.3m WYCA grant approved. The Parry Lane site has had approval for the Outline Business Case with the Full Business Case to be submitted in summer 2020. Feasibility studies are ongoing for the Staithgate Lane site.

Our globally connected district

<i>Priorities</i>	<i>How Are We Doing It?</i>
Improve transport infrastructure	NPR Northern Connect Rail Station Masterplans Calder Valley Rail Line Upgrade Bradford-Shipley Route Improvement Hard Ings Road Scheme Harrogate New Line Junction Transforming Cities Fund
World class digital connectivity	Full fibre pilot Superfast West Yorkshire and York Broadband Programme 5G Rollout Digital Enterprise
Increase exporting and grow global trade links	Chamber International Enterprise Europe Network UK Export Finance Exporting for Growth Export Exchange

- £10.3 million **Hard Ings Road Improvement Scheme** in Keighley completed and has improved journey time, reduced congestion and improved air quality on this key route.
- The **Transforming Cities Fund** will see millions spent on schemes to improve transport in and around the city centre. In Bradford £80.7 million will be spent on four schemes.
 - a. Work to improve access to Bradford Interchange - including new access from Hall Ings, allocated £13.2m funding.

- b. Walking and cycling improvements - including the pedestrianisation of streets like Hall Ings and Market Street, £30m funding.
- c. Bradford Forster Square Station Gateway - Improvements to the Station building. New roof canopy, new lifts, new retail outlet, improvements to surrounding public realm.

Work has also focused on developing a pipeline of critical development projects including:

Northern Powerhouse Rail - A through station for Bradford - A Northern Powerhouse Rail station is central to Bradford's economic ambition and would transform Bradford as a place to invest. Transport for the North economic benefits projections suggest the station would result in annual GVA increase of £2.9 billion, create 27,000 new jobs and a 10% uplift in residential land values by 2060. The Integrated Rail Plan published in November 2021 scaled back investment in Northern Powerhouse Rail. Direction from the Government is awaited on NPR as it stands the Leeds and Manchester improvements may now be a combination of new track and enhancements to existing infrastructure. Regeneration is built on confidence and the investment in NPR station will act as a major catalyst for a wider programme of regeneration in the District and provide a signal to both private and public investors the opportunities that Bradford offers.

The **Integrated Rail Plan** does include electrification of the Bradford to Leeds section of the Calder Valley Line, but this is only 16km of the approximately 160km route. Furthermore, questions remain about how trains will transition between the electrified and non-electrified tracks. The Council and its partners have challenged the decision and are working further plans for a through rail station should the latest Government again endorse NPR and as a proactive case should the IRP decisions are upheld. The connection to Manchester and across the North is as critical for the District enhanced connectivity within the sub-region. Transport for the North are working on their next Transport Strategy and support the case made for Bradford investment.

Southern Gateway - Given the potential for strategic infrastructure investment through NPR the 126ha Southern Gateway area has been designated as a strategic 'broad location for growth' which will look to accommodate around 2,500 new homes, business, commercial and community uses together with supporting infrastructure. Joint delivery of NPR and Mass Transit to a through-hub station are the catalysts for doubling the size of Bradford city centre, with a sustainable urban district putting Bradford at the forefront of the zero-carbon and mobility transitions.

Northern Food Hub - The preferred location for the NPR station is currently occupied by Bradford's St James's Wholesale Market - the largest in the Yorkshire and North East region. The relocation of the market to accommodate the NPR station would enable plans for a northern food hub close to the M606.

Bradford Teaching Hospitals - are working with the Council to relocate Bradford Royal Infirmary and St Lukes Hospital into the Southern Gateway on 17ha with a proposed £1.1bn investment for which a Strategic Outline Case submitted to Government recently.

Esholt - A pioneering sustainable housing and industrial development on unused land around Yorkshire Water's Esholt site, which will provide around 2,000 jobs, has moved a step closer after receiving approval from Bradford City Council. Keyland Developments

Ltd, Yorkshire Water's sister company, has been granted permission to transform 180 acres of land on the site. An innovative employment element will see the delivery of up to 100,000m² of quality, sustainable workspaces to accommodate a mix of industry, with a particular focus on bio-tech businesses, vertical farms and industries that can make the most of heat, power and water generated by the treatment works to maximise sustainability. As part of the development, almost £2m will be spent to improve transport links and encourage alternative transport use, including upgrades to the A658/B6152 junction, the extension of local bus services, improvements to pedestrian and cycle links to the development and travel planning measures such as car clubs and car sharing initiatives for the employment site.

City Village - Bradford Council is leading an initiative to create a new 'City Village'. Following the relocation of the Oastler Market to a new £23 million City Market, the Council is proposing to revitalise the top of town area to create a vibrant, healthy and attractive neighbourhood supporting a mixed community with 1,000 new homes, a revitalised independent shopping offer and new business spaces.

TARGETS PERFORMANCE OVERVIEW

The Economic Strategy identified targets to be achieved by 2030 which addressed our ambition to raise productivity, increase employment, improve skills levels, raise earnings and ensure growth is environmentally sustainable. Current progress against the strategic targets is summarised below.

GVA Target: Increase GDP by £4 billion

Up until 2017, the value of Bradford's economy has increased year on year and has risen in line with regional and National GVA growth. The most recent year's data for 2020 shows a 2.0% fall which was compared to a national fall of 4.4%.

EMPLOYMENT Target: 20,000 increase in the number of work age people in employment

The latest Annual Population Survey figures show that the number of work age people (16-64) in employment at June 2022 rose by 10,800 to 234,100 compared to the Economic Strategy baseline of 223,400 at September 2017. This has gone more than half way to achieving the target of a 20,000 increase that was set by the Economic Strategy.

SKILLS Target: 48,000 increase in the number of work age people qualified to NVQ Level 3

From the Economic Strategy December 2016 baseline there are now 41,900 more working age residents qualified to Level 3 and above. This represents an increase of 30.8% which was more three times the UK increase of 9.8% and almost three times higher than the 11% increase for Yorkshire and the Humber region. This has gone a long way to achieving the target of a 48,000 increase that was set by the Economic Strategy.

EARNINGS Target: Close the gap to UK average weekly earnings

Median gross weekly earning for Bradford residents stood at £545 per week in 2021, an increase of £69.40 compared to 2017 baseline of £476. Full time average earnings are still low in comparison to regional and national averages but the gap is closing. Between 2017 and 2021 resident earnings increased by 14.6% compared to a UK increase of 11.0%. The gap to the UK average weekly earnings figure has fallen from £76 in 2017 to £68 in 2021.

CO2 EMISSIONS

CO2 emissions at 2020 were 3.8 tonnes per capita per year (BEIS, 2022 data release). These was a reduction compared to the 2015 Economic Strategy Baseline of 4.2 tonnes per year and significantly lower than the regional figure of 6.6 tonnes and a UK figure of 5.3 tonnes. The adoption of the Leeds City Region 2038 zero emissions target following the Council's climate emergency declaration means that the target has been revised to meet a zero emissions trajectory by 2038.

Appendix 2 – Covid-19 Economic Recovery Plan 2021

Presented to Committee – January 2021.

The Coronavirus pandemic created a major global shock. It resulted in the loss of many lives and the greatest economic downturn in recent history.

In Bradford District we saw claimant count unemployment double (including a significant spike in youth unemployment), the closure of a number of the District's businesses and a large reduction in footfall and spend in our city and town centres.

The pandemic also highlighted the issue of social inequality with a disproportionate impact on our most disadvantaged residents, including those living in poverty, people from BAME communities, those living with disabilities, women, migrants and the elderly. The pandemic has also occurred at a time of real economic change for the UK as we faced the challenge of climate change and the impacts of exiting the European Union.

Council leadership and resources played a critical role in the district's response to the Covid-19 emergency. This included ensuring that over £125 million of Small Business Grant Fund and Retail, Hospitality and Leisure Business Grant Fund was paid to over 11,000 businesses throughout the crisis. As the coronavirus pandemic evolved from a health crisis to an economic one – there was a clear need for a recovery plan to sit alongside our existing economic strategy to address the economic challenge facing the district which the Pandemic has amplified.

To this end the Council worked with the University of Bradford to form the Bradford Economic Recovery Board that brought together a diverse and inclusive group of Council and business leaders alongside partner organisations and key stakeholders to help direct the district's economic response to the impacts of the pandemic and support businesses and communities to respond to the on-going challenges and opportunities presented by the Covid-19 crisis.

The Board was responsible for directing and agreeing the production of a Bradford Economic Recovery Plan that outlined the actions we and our partners needed to take to accelerate our recovery from Covid-19 by sustaining employment and boosting productivity whilst continuing to build a more inclusive, sustainable and resilient economy for the subsequent period.

BRADFORD ECONOMIC RECOVERY PLAN FRAMEWORK

The Economic Recovery Plan was informed by what we already knew about the district economy including challenges, assets and unfulfilled potential and the impacts of Covid-19.

The Coronavirus pandemic created a major global shock. It has resulted in the loss of many lives and in the greatest economic downturn in recent history. In Bradford District we saw claimant count unemployment double, the closure of a number of the District's businesses and reduced footfall and spend in city and town centre.

The pandemic also highlighted the issue of social inequality with a disproportionate impact on our most disadvantaged residents, including those living in poverty, people from BAME communities, those living with disabilities, women, migrants and the elderly.

The Bradford Economic Recovery Board (BERB) was established in Summer 2020 to deliver an Economic Recovery Plan for the District. The Board was responsible for directing and agreeing the production of a Bradford Economic Recovery Plan that outlined the actions we and our partners needed to take to accelerate our recovery from Covid-19 by sustaining employment and boosting productivity whilst continuing to build a more inclusive, sustainable and resilient economy for the subsequent period.

The plan was aligned to the existing Economic Strategy and the District Plan and opportunities afforded through regional devolution through alignment with the priorities outlined in the wider West Yorkshire Economic Recovery plan.

Despite the unforeseen impact of Covid-19, our long-term ambition for Bradford's economy in 2030 remained unchanged. This required:

- Increasing the value of Bradford's economy faster than the UK average
- Getting more people into work to bring employment rates closer to UK rates; and
- Improving the skills of residents to close the gap to UK levels.

To achieve that, our Economic Recovery Plan needed to respond both to endemic local challenges and to emerging global “megatrends” as set out in the table below.

Key Megatrends	Key Local Challenges
<ul style="list-style-type: none"> • The effects of the sustained economic fallout from Covid-19; • The rise in inequalities that Covid-19 has provoked; • The increased pressure on public finances; • The UK's exit from the EU; • Faster growth of the digital economy; • The emergence of the green economy. 	<ul style="list-style-type: none"> • A rapid rise in unemployment amongst young people; • A sustained gap in skills; • Poor connectivity; and • Building our image and reputation.

The plan also identified five areas of opportunity for Bradford, some of which will be made possible by the acceleration of a ‘new economy’ based on developments in the application of digital technology, commitments to decarbonisation and the growth of more purpose-driven businesses. These areas of opportunity were:

- Equipping our **young, diverse population** with the skills and confidence they will need to succeed in our evolving economic environment in sectors where Bradford has the best growth potential;

- Supporting businesses to adapt to and exploit developments in **technology** by upskilling and supporting businesses to use new technologies and drive innovation;
- Leveraging Bradford's diverse **cultural assets and distinctive places** to drive economic growth;
- Accelerating the development of Bradford's **green economy** by transitioning to a sustainable, resilient and connected economy; and
- Promoting and enabling better **health & wellbeing** by enabling all people to lead long, happy & productive lives.

BRADFORD DISTRICT ECONOMIC RECOVERY PLAN DELIVERY

Key Interventions

Planned interventions fell into three broad categories:

- Those that we could undertake with the support of our partners across Bradford District;
- Those where we wanted to work with partners in the region, notably the West Yorkshire Combined Authority to pursue our mutual goals; and
- Those where we wanted to work with the Government to seize the immediate opportunities to boost skills, employment and productivity and so contribute to 'levelling up' the national economy as well as contributing to its other priorities, for example achievement of Net Zero.

Progress Against Intervention

Category	Intervention	Alignment to opportunity areas	Overview	Status / Progress - 2022
Immediate asks	Make Bradford a Learning City	Young, diverse population	Leverage Bradford's Skills House to mobilise resources in every sector to promote inclusive learning, from basic to higher education and make Bradford a UNESCO Learning City	<ul style="list-style-type: none"> Industrial Centres of Excellence are innovative education-industry partnerships that have been locally developed and the programme is clearly demonstrating success. 86 board members spanning nine sector boards offer strategic insight between schools and industry, designing relevant industry pathways through further and higher education and skills development opportunities for young people. Last academic year, even with restrictions in place, 13,577 pupils accessed career support and 3,028 engaged with sector specific activity through ICE. Bradford Manufacturing Weeks and Tech Week delivered through the partnership have also continued to be significant successes. Last year, the Manufacturing Weeks engaged 4,551 students and Tech Week reached 10,439 pupils.
Immediate asks	Access to Work	Young, diverse population	Support residents find job opportunities and develop their skills to make them more employable and the economy more resilient	<ul style="list-style-type: none"> Since September 2020 the Skillshouse Partnership has supported: 20,720 adults have enrolled on education or training; 8,200 people have had careers support; 3,280 residents have been supported in or into work. This has also included one of the largest Kickstart programmes in the country with 813 participants either through our own employer gateway or with the Council as an employer. Presently around 60% of our Kickstart participants have entered a sustained employment destination upon completion of the programme (we still have people on placement). Building Our Future - Bradford has secured £535,000 from the Community Renewal to deliver a set of interventions that all target some form of inequality in either the workforce or NEET rates for young people that builds on our existing strong partnerships across employment and skills, and culture. There are five strands: <ul style="list-style-type: none"> → A graduate placement scheme in VCS settings. → A grant scheme to support innovative methods of NEET engagement for 16-24 year olds. → Digital Cave Feasibility Study. We have secured some match funding from Channel 4 and the Science and Museum who will partners with us and the CRF in commissioning the study. → Resource development to enable more supported internships working with our three FE colleges and a small number of businesses. → Support for the Leaving Care Employment Pilot programme at Council to increase access to Kickstart. Future Boost is a programme specifically designed to tackle the current challenges around 16-24 unemployment and disengagement that have been

				amplified by the pandemic. Since June 2021 more than 2,000 interventions have supported over 1,100 young people
Immediate asks	Inspire, Reskill and Upskill	Young, diverse population	The SkillsHouse partnership will inform the development of vocational provision, including higher level skills - with a cohesive offer for employers, the self-employed and the unemployed	Council investment into SkillsHouse has enabled the partnership to locate our coaches in each of the job centres in the district, in each of our three FE colleges and the University. We also have community engagement workers based with 6 VCS organisations to support residents with multiple barriers to enter the labour market.
Immediate asks	Neighbourhood retrofit	Green economy	Building on existing plans in the District to retrofit individual homes and public buildings and developing the concept and strategy for creating '15-minute neighbourhoods' retrofitted to enable sustainable living	The Community Renewal Fund Retrofit Hub project which is focussed on the Manningham and Toller wards of Bradford has had a delivery extension approval to 31 October 2022. As part of the extension the number of whole house retrofit plans was increased to 150. To date, 122 whole house surveys have been completed, and 75 decarbonisation plans posted to the householders.
Immediate asks	Communications	Cross-cutting	Provide a unifying positive narrative and image for Bradford as a place to live, work and play through the District's business and community leaders to promote the many opportunities Bradford District offers	<p>Successful City of Culture has provided a key focus for promoting a positive image of the District including place marketing and investment promotion.</p> <p>Positioning Bradford District as the test bed and prime location for Clean Growth collaboration, investment and delivery was passed at Full Council in October 2021. This shapes a brand and identity to bring together a total place offer: of key opportunities and commercial developments, for case-making and showcasing delivery as 'the UK's leading clean growth city district'.</p> <p>Amongst other events, Bradford Council and Dr Manoj Joshi MBE attended UKREIIF 2022 one of the largest real estate and investment conferences in the UK (Leeds, May 2022).</p> <p>Work has also begun on developing a place marking and investment partnership, which will be responsible for overseeing proposal to market Bradford as a place to live, work and visit.</p>
Immediate asks	Bradford District Business House	Cross-cutting	Provide an impartial central resource, support and guidance for entrepreneurs and new start-ups by establishing a single body of experts working under one banner to help businesses access business support	<ul style="list-style-type: none"> Limited progress with ongoing dialogue with partners including the Chamber of Commerce, Federation of Small Businesses to develop the outline case but not clear if a physical resource is the best way forward. The Invest in Bradford Team remains the key service delivering access to business support across the district with experienced Business Advisors to support any business looking to start-up, relocate or expand in the district.
Immediate asks	Implementation of 'Culture is Our Plan'	Culture and place	Implementation of our 10-year cultural strategy for the District to attract investment and act as a lever for multiple District-wide interventions	<p>The Bradford Cultural Place Partnership commissioned the plan with support of BMDC and Arts Council England (ACE).</p> <ul style="list-style-type: none"> Bradford 2025 – Bradford has won the competition to be the UK City of Culture in 2025. Bradford Council has projected it could see a £700m gross value added (GVA) uplift from 2025 to 2030 and is also projected to bring in large scale investment, create 3,000 jobs and attract around 1.1m visitors.

				<ul style="list-style-type: none"> The Leap programme began operations in March 2020 and has provided £321,671 to community-led arts projects and £86,066 to artist-led projects. Has given work to 94 artists & creative professionals and actively involved 14,210 participants across Bradford & Keighley. Summer and Winter Unlocked programme developed to support the freelance cultural sector, providing engaging activity in neighbourhoods and encouraging footfall back into our city centre and towns. The programmes supported 55 new commissions, 100 days of delivery, reached 25 wards and engaged over 50,000 people across the district. Regular Funded Grants Programme 2022 – 2025 provides revenue funding to support ongoing delivery by key cultural partners. The new portfolio consists of 24 culture partners who will receive between £5,000 and £30,000 per year from a total fund of £335,000 per year. This investment is has used to match fund applications to Arts Council England and others to lever around £5 of ACE funds for every £1 of BMDC investment. Organisations supported include the National Science and Media Museum, Keighley Creative, The Peace Museum and the Bronte Society Channel 4's decision to locate its national HQ in Leeds was due in part to the access Bradford's proximity afforded the channel in terms of young and diverse new audiences as well as undeveloped creative talent and locations. Bradford is now working in partnership with Channel 4 to establish the first home for digital content makers: 'The Unit'. This launched in March 2022 in collaboration with The Impact Hub and Keighley Creative, delivering a 12-month programme of support to create the next generation of content makers. Cultural Place Partnerships has completed a first survey of district cultural capital projects and has developed a strong pipeline of 14 cultural capital projects in feasibility currently with a total value of c£28m which includes: <ul style="list-style-type: none"> A new Art Hotel at the historic Wool Exchange building, securing the long term future of a heritage asset A major redevelopment of Kala Sangam - the centre for interdisciplinary arts 2 new performance spaces located in some of our most deprived communities from Thornbury to Idle
Immediate asks	Building an inclusive health and care economy	Health and wellbeing	Build an inclusive health and care economy through the development of a highly effective and compassionate integrated workforce based on a world class medical, health and care learning infrastructure	<ul style="list-style-type: none"> The Health and Social Care Economic Partnership has been established as a collaboration of anchor organisations including Bradford Council, NHS partners and the University of Bradford that is aiming to secure greater integration in the planning, delivery and management of the health and social care workforce. Bradford Teaching Hospitals are working with the Council to relocate Bradford Royal Infirmary and St Lukes Hospital into the Southern Gateway on 17ha with a proposed £1.1bn investment for which a Strategic Outline Case submitted to Government recently.
Immediate asks	Act Early North	Health and wellbeing	Make the case for a new research centre in the north building on Bradford Institute of Health Research on preventative health policy and early years' measures. This will help	<ul style="list-style-type: none"> ActEarly is a UKPRP funded research consortium which focusses on upstream early life interventions to improve the health and opportunities for children living in two contrasting areas with high levels of child poverty: Bradford, Yorkshire and Tower Hamlets, London.

			create research jobs and attract wider investment to the region	<ul style="list-style-type: none"> Researchers working with policymakers have developed Bradford as a City of Research, building strong networks across health care providers and schools, connecting multiple systems and developing whole system information and analytic capacity. We have worked closely with our communities to promote a strong public voice in the focus and delivery of research and now have a population based, system wide research infrastructure with committed investment to support the delivery of interdisciplinary preventative interventions.
Immediate asks	Northern Powerhouse Rail	Cross-cutting	Secure commitment for the Bradford station to be on the new Northern Powerhouse Rail (NPR) line	<ul style="list-style-type: none"> A Northern Powerhouse Rail station remains central to Bradford's economic ambition and would transform Bradford as a place to invest. The Integrated Rail Plan published in November 2021 has scaled back investment in Northern Powerhouse Rail which ruled out a new Bradford station on a new line. Bradford and its partners including Transport for the North are continuing to develop the case for the decision to be reversed which has attracted significant political and economic support.
Aspirational	Creation of a sustainable food supply system	Green economy	Build on the District's existing assets and activity to develop a sustainable food supply system and build the District's reputation as a sustainable food hub	<p>Three feasibility studies were commissioned in 2020 through the Sustainable Development Partnership which looked at:</p> <ul style="list-style-type: none"> o Potential for creating a Vertical Farm within a Heritage Mill building o Halal Lamb Farm-to-Fork business case study o District Food Economy Mapping to provide high level view of food production and consumption in Bradford District <p>Work is also ongoing to develop a Bradford Food Strategy, led through Public Health, CBNDC and supported by partners like the Sustainable Development Partnership</p>
Aspirational	Development of the supply chain for hydrogen LGVs	Green economy	Position the District's automotive businesses to win opportunities in the fuel cell electric vehicles supply-chain through having a UK 'test-bed' fleet of hydrogen light goods vehicles	Bradford Council's Waste Collection Service have had the first eCollect electric refuse vehicle delivered in September 2022. This is a significant step forward in the council's plan to replace all of its HGVs with electric, gas or hydrogen variants. This initiative is a key part of Bradford Council's ambition to improve health and air quality in the District. It also complements Bradford's commitment to net zero carbon emissions by 2038
Aspirational	Construction of a circular economy demonstrator	Green economy	Encourage local businesses to invest in reprocessing of recycled or bi-product materials and positioning the District as an exemplar of the circular economy in the UK	A pioneering sustainable housing and industrial development on unused land around Yorkshire Water's Esholt site, which will provide around 2,000 jobs, has moved a step closer after receiving approval from Bradford City Council. Keyland Developments Ltd, Yorkshire Water's sister company, has been granted permission to transform 180 acres of land on the site. An innovative employment element will see the delivery of up to 100,000m2 of quality, sustainable workspaces to accommodate a mix of industry, with a particular focus on bio-tech businesses, vertical farms and industries that can make the most of heat, power and water generated by the treatment works to maximise sustainability.
Aspirational	Assessing the potential of Heritage Action Zone designation	Culture and place	To support business needs of Creative and Cultural industries cci workforce and improve the visitor and citizen experience	Council officers from the conservation team continue to assess Heritage Action Zone status alongside other routes to support key areas of heritage across the District. Enhancing and using key heritage and cultural assets is central to Culture is our Plan and Bradford 2025..

Appendix 3 – Bradford District Economic Overview

- Bradford is a big economy worth £11.3bn and is the eleventh largest city economy in England. It is the third largest economy in the Yorkshire and Humber region after Leeds and Sheffield
- Growth in the district's Gross Domestic Product between 2015 and 2020 was 8.6% compared to UK growth of 11.4%.
- Following the recent economic downturn during the Covid pandemic and ongoing global economic pressures it is projected that it will be 2025 at least before GDP regains its pre-Covid Level.
- Bradford is home to over 16,000 businesses employing around 250,000 people across the UK with a combined turnover of over £30 billion.
- In 2020 there were approximately 200,000 jobs within Bradford. The main areas of employment in Bradford are concentrated in four key sectors which account for nearly half of all jobs, Health (16.5%), Manufacturing (11.8%), Education (10.3%) and Retail (9.6%). Other notable sectors include Professional, scientific and technical (6.7%) and Business administration and support services (6.2%) sectors.
- The district has a number of large headquarters including the grocery giant Morrisons, Yorkshire Water, Hallmark Cards and Yorkshire Building Society.
- It has been identified as the best place in Britain to start a business, as ranked by Barclays Bank SME Growth Factors Index and we were listed as one of the top 20 cities for business growth by the Sunday Times in 2020.
- Sector strengths include advanced engineering, chemicals, automotive components and food manufacture alongside financial services and digital technologies.
- Bradford's business base is dominated by micro-businesses, with 89.0% of total businesses within the District having less than 10 employees. This is comparable to the national average (89.8%) ONS (2021)
- Bradford has 1,200 manufacturing businesses employing 27,000 people – 13 per cent of all employment compared to just 8% nationally and the 4th highest of any city in the UK after London, Birmingham and Leeds.
- There has been a recovery in the labour market as the COVID-19 pandemic has receded with a 18% fall in the Claimant Count over the year to September 2022.
- The number of working age people (16-64) in employment has increased steadily despite the pandemic with the number of work age people in employment increasing to 234,100 in June 2022. This was an increase of 17,000 on the March 2020 figure which marked the beginning of the Covid lockdowns.
- Bradford's employment rate is 71.6% compared to the England rate of 75.4%.
- Bradford District employment remains high by historic standards and has risen by 5.9% over the last five years.
- 5,298 online vacancies were posted across Bradford District in September 2022 compared to 2,904 postings in September 2021. The Employment rate stands at
- An estimated 9.2 million tourists visit the district each year.

Key Economic Indicators October 2022	Bradford	West Yorkshire	United Kingdom	Annual Change	Five Year Change
GDP Gross Domestic Product Source: ONS Period: 2020	£11.3bn	£63.7bn	£2,156bn	BD -2.0% WY -3.8% UK -4.4%	BD +8.6% WY +10.6% UK +11.4%
GVA per hour Gross Value Added per hour worked Source: ONS Period: 2019	£27.60	£30.40	£35.40	BD +0.3% WY +1.2% UK +1.0%	BD +4.8% WY +9.6% UK +9.9%
Work Age Employment Number of 16-64 who are in employment Source: Annual Population Survey Period: Jul 2021-Jun 2022	234,100	1,071,500	31,230,700	BD -1.0% WY -0.7% UK +1.0%	BD +6.1% WY +2.0% UK +2.4%
Employment rate % of 16-64 who are in employment Source: Annual Population Survey Period: Jul 2021-Jun 2022	71.8%	73.8%	75.4%	BD 0.0% WY -0.8% UK +1.5%	BD +5.9% WY +1.8% UK +1.6%
Self Employment Number of 16-64 who are self employed Source: Annual Population Survey Period: Jul 2021-Jun 2022	23,300	123,800	3,789,500	BD -29.6% WY +4.2% UK -2.7%	BD -29.2% WY -11.3% UK -13.3%
Self Employment rate % of employed who are self employed Source: Annual Population Survey Period: Jul 2021-Jun 2022	7.2%	8.5%	9.1%	BD -28.0% WY +3.7% UK -3.2%	BD -28.7% WY -11.5% UK -14.1%
Unemployment Number of 16-64 who are unemployed Source: Annual Population Survey Period: Jul 2021-Jun 2022	14,300	47,300	1,256,500	BD +1.4% WY -15.8% UK -23.6%	BD -1.4% WY -16.7% UK -16.3%
Unemployment rate % of 16-64 econ active unemployed Source: Annual Population Survey Period: Jul 2021-Jun 2022	5.8%	4.2%	3.9%	BD +3.6% WY -16.0% UK -23.5%	BD -6.5% WY -17.6% UK -17.0%
Economic activity Number of 16-64 economically active Source: Annual Population Survey Period: Jul 2021-Jun 2022	248,000	1,118,700	32,487,200	BD -0.9% WY -1.5% UK +0.3%	BD +5.6% WY +1.0% UK +1.5%
Economic activity rate % of 16-64 who are economically active Source: Annual Population Survey Period: Jul 2021-Jun 2022	76.2%	77.0%	78.4%	BD +0.1% WY -1.6% UK +0.1%	BD +5.5% WY +0.7% UK +0.6%
Claimant Count Number claiming work related benefits Source: Jobcentre Plus, Nomis Period:	22,300	69,545	1,554,483	BD -17.9% WY -21.1% UK -24.3%	BD +159.2% WY +113.6% UK +94.2%
Claimant Rate % of 16-64 claiming work related benefits Source: Jobcentre Plus, Nomis Period:	6.7%	4.7%	3.9%	BD -18.3% WY -21.7% UK -25.0%	BD +157.7% WY +113.6% UK +77.3%
Workless Households Number of Workless Households	21,053	106,996	2,970,506	BD -25.1% WY +8.2%	BD -21.1% WY -0.5%

Source: ONS Period: 2021				UK	+3.4%	UK	-3.1%
Workless Households % % of households that are workless Source: ONS Period: 2021	12.9%	14.2%	14.1%	BD	-23.2%	BD	-23.3%
				WY	+8.9%	WY	-2.6%
				UK	+3.2%	UK	-3.8%
NVQ3+ Qualifications % of 16-64 qualified to NVQ3+ Source: Annual Population Survey Period: Jul 2021-Jun 2022	54.4%	57.9%	61.4%	BD	+5.4%	BD	+29.5%
				WY	+0.2%	WY	+15.8%
				UK	+0.3%	UK	+8.3%
No Qualifications % of 16-64 with no qualifications Source: Annual Population Survey Period: Jul 2021-Jun 2022	12.3%	8.5%	6.8%	BD	+20.6%	BD	-11.5%
				WY	+13.3%	WY	-23.4%
				UK	+3.0%	UK	-18.0%
Employee Jobs Number of workplace employee jobs Source: ONS Period: 2021	206,000	1,085,000	30,381,000	BD	+6.2%	BD	+6.2%
				WY	+4.7%	WY	+6.0%
				GB	+3.0%	GB	+4.0%
Employment Density Jobs per work age residents Source: ONS Period: 2020	0.68	0.80	0.84	BD	-1.4%	BD	-2.9%
				WY	-4.8%	WY	-1.2%
				GB	-3.4%	GB	+1.2%
Business Counts Number of IDBR Enterprises Source: IDBR Period: 2022	16,605	80,580	2,689,750	BD	+1.7%	BD	+6.0%
				WY	-0.3%	WY	+5.6%
				GB	+0.1%	GB	+3.5%
Business Start Ups New Business Start Ups Source: Banksearch Period: Oct 2021-Sept 2022	3,335	13,439		BD	-7.7%	BD	+14.8%
				WY	-4.3%	WY	+6.4%
				UK		UK	