

Bradford District 2020 Vision Review. Summer 2019

In 1999, Bradford Council and its partners undertook the biggest consultation exercise in the history of Bradford District culminating in the publication of the 2020 Vision, a shared 20 year vision for the future providing a sense of direction for communities, businesses and services.

The 2020 Vision articulated an ambitious set of outcomes which the District would seek to achieve over the 20 years from 2000 to 2020. It envisaged a place where a diverse, high skill economy, integrated into that of the wider region, would provide appropriate jobs for all and increase the wealth of everyone. Resources would be used efficiently and effectively and digital technology would deliver improvements to people's lives and create business opportunities. Modern transport infrastructure would make all parts of the District easily accessible. People would be skilled, well educated and healthy. Difference would be respected and celebrated and people with disabilities would participate fully. The district would be clean, healthy and safe, have excellent public services and be a great place to live as well as being a major destination for tourists. Polarisation of communities would be addressed and people would be proud of where they live, learn, work and play.

A set of key indicators were selected to monitor progress towards the vision's goals and these are set out in the appendix. However a handful of indicators cannot come close to telling the whole story of the events and issues affecting our progress over 20 years. Conversely, it is not possible to mention here, every relevant event or each organisational or individual contribution. We can however attempt to provide an overview of our progress and achievements against what people set out to do and of the challenges, many of which were unforeseen, that the District has been faced with as it sought to make 2020 Vision a reality.

On almost all fronts positive progress has been made. The economy has grown with businesses delivering some of the UK's fastest jobs growth; educational outcomes have improved and our work and skills programmes have national recognition; cultural industries are flourishing and we are a destination for major sporting events; health and care partnership working is amongst the best and our voluntary and community sector is dynamic, innovative and enterprising. The District's reputation as a place to live and work, do business in and visit has been greatly enhanced. That progress however, has not always gone far enough or fast enough and much more remains to be done. Our economy is not yet punching its full weight, poverty and health inequalities persist, educational attainment still lags behind national and regional averages and we need a sea change in transport connectivity.

Much of what has been achieved has been done in the face of some challenging, often unanticipated, events and circumstances, war, recession and austerity to name but three. It has required tenacity and resilience, passion and ambition, confidence and belief to get to where we are and those are the qualities that will continue to be needed as we look ahead to 2040 and to making Bradford District an even greater place to live, learn work and play.

2020 Vision - Looking to the Future

In looking ahead, the Vision accurately predicted many of the demographic and economic characteristics to be found in the District as we approach 2020 and, although ambitions to be the home of e-commerce have not been realised, the District is home to strengths in digital technologies and enterprise.

- **Population will be half a million.** Current population estimates stand at 534,800
- **Compared to the UK the District will have more people aged under 30.** Bradford is the UK's youngest city with over a quarter of people under 18.
- **A greater proportion of the population will have family origins in Pakistan, India and Bangladesh**
The District has the highest proportion of people of Pakistani ethnic origin in England at 20% in 2011 compared to 14% in 2001 with overall numbers increasing by 56.8%. The numbers of people of Bangladeshi origin almost doubled over the same period while the numbers of people of Indian origin grew by 8.4%
- **The young, diverse population will be our greatest asset and the foundation of economic dynamism and innovation.** The economic strategy recognises our young and diverse population as a key opportunity and strategic asset – and access to it has helped to drive recent investment decisions by Channel 4 and PwC.
- **The shift from manufacturing to services will continue but manufacturing will still be important and prosperity will depend on jobs in both sectors.** Manufacturing accounts for 13% of Bradford's jobs compared to 11.5% regionally and 8.2% across GB.
- **We fully expect the District to become the home of e-commerce, revolutionising the service sector and providing opportunities and support to manufacturing.** Bradford has higher than average concentrations of high –value businesses including strengths in digital technologies.

Ambition

2020 vision articulated ambitions to achieve a challenging set of outcomes by 2020

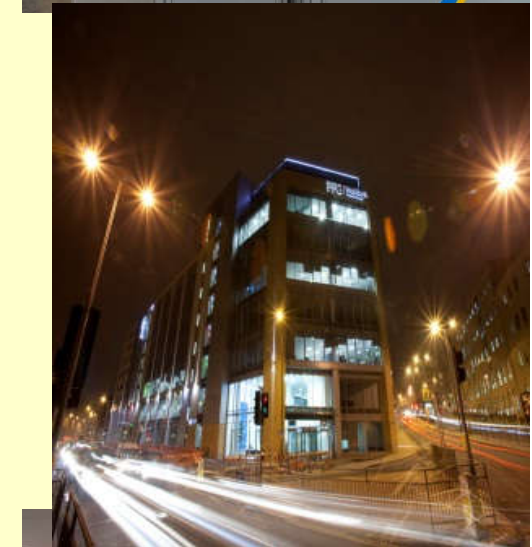
Ambition: High wage, high skill knowledge based economy with appropriate jobs for everyone and a wealthier population with greater spending power.

Progress: While gross weekly wages increased by 43% between 2002 and 2018 from £341 to £488.7 they continue to lag behind national (£571.1) and regional (£520.9) averages.. Nevertheless, the District saw wage growth of 7% between 2017-18 with the greatest gains coming among the lower paid. Higher than average proportions of people are in lower paid occupations and a lower than average proportion are managers or directors.

Skills gaps persist, 14% of the working age population has no qualifications compared to 85% nationally, unemployment continues to be above average and levels of economic inactivity are high.

Jobs density is low with 690 jobs per 1,000 working age population compared to 840 nationally. So, while we have productive businesses, we need to expand our business base to improve overall productivity. Key interventions and initiatives over the last 20 years include Get Bradford Working, the development of Industrial Centres of Excellence. and work to improve the engagement of Asian women in economic activity – economic activity among BME women is now at its highest ever level almost double that of 2010. The most recently available data points to rapid private sector jobs growth and the UK's 9th highest number of registrations of new companies; in 2017, Bradford was named as Barclays Bank's Best Place to start a business.

Economic growth has of course, been adversely affected by the downturn of 2008 and the on-going austerity ensuing from it. Widespread poverty persists and the District is 5th most income deprived in the country; around 27% of people live in the 10% most deprived areas nationally; some 22% of children live in poverty and over 20,000 households are in fuel poverty The impact of welfare reform, reductions in council tax support and the proliferation of zero hours contracts and gig economy working have served to compound the plight of our lowest income families and individuals.



2000



Odeon closes



£10m guided bus



**Bradford & Bingley
de-mutualised**



**Ofsted – Bradford
LEA “Very Poor”**

2001



Riots



**Ouseley:
“Bradford in
grip of fear “**



**Education to
Serco**



**Saltaire
World
Heritage
Site**



**School
Linking
Project**

Ambition: Diversified economy, able to compete in global markets with strengths in E-commerce and communications, financial services, cultural industries and integrated into the wider regional economy including a mature partnership with Leeds in which transport improvements have created a single market for business, employment, housing and leisure.

Progress: Bradford has a strong and diverse business sector in which manufacturing continues to play a significant role accounting for 13% of jobs compared to 8% in Great Britain. High value production businesses include food, engineering, chemicals, digital technology and utilities. Despite the global banking crisis of 2008, finance remains important with Santander absorbing Bradford and Bingley and Council support having made it possible for Provident to move into a new HQ at Southgate House.

The District's diversity is an asset in terms of connecting it to global markets and it has high export rates with the value of local exports estimated at £2bn a year. While transport connections have improved to some extent, game changing transformations have not yet been achieved.

Between 1998 and 2017, Bradford's productivity as measured by Gross Value Added per head rose from £11,983 to £18,756, but the rate of increase has been lower than national and regional averages.

A mature relationship with Leeds and the Leeds City Region (LCR), has been developed and is evidenced in the work around C4, LCR shared delegations to MIPIM and the LCR Business Rates Pool among others along with the role of Bradford Council's leader as Chair of the West Yorkshire Combined Authority. Bradford and Leeds share the biggest commuter flows between any UK cities at 45,000 but most of those journeys are made by car.



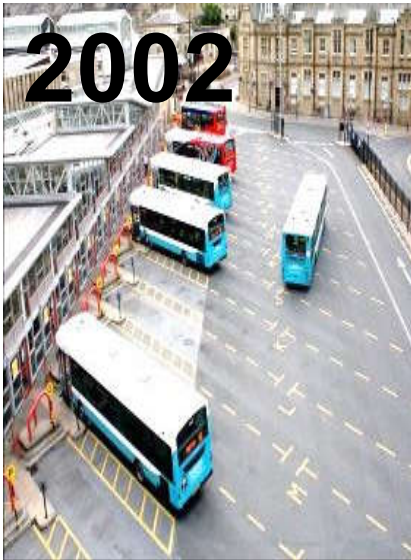
We create chemistry



advanced
digital
institute



2002



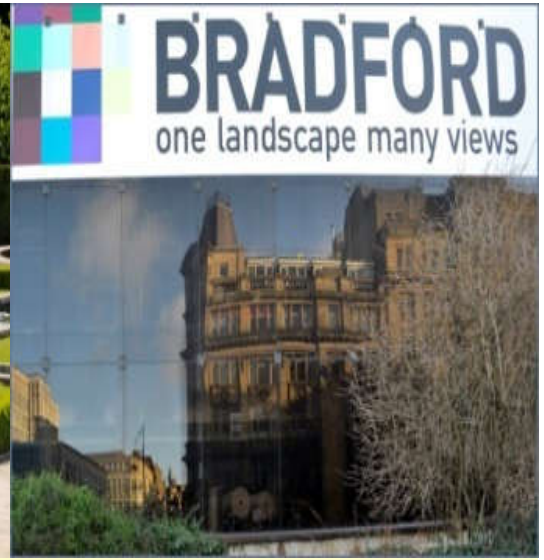
**New
Keighley
bus station**



**Ann Cryer
starts CSE
campaign**

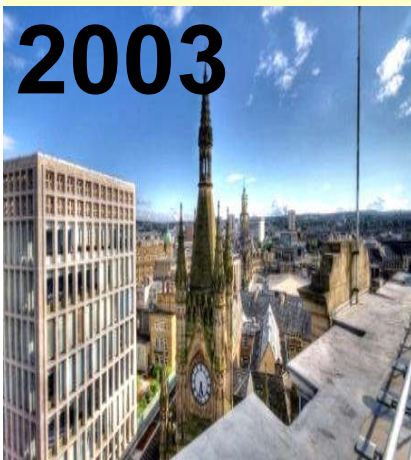


**Lister park
£5m
makeover**



**Capital of
Culture Bid**

2003



**City Centre
Regeneration
Company formed**



**Housing
stock
transfer**



**New
Bingley By
Pass**



**Alsopp
Masterplan**

Ambition: Connected District with modern transport infrastructure , where digital is improving lives and creating business opportunities.

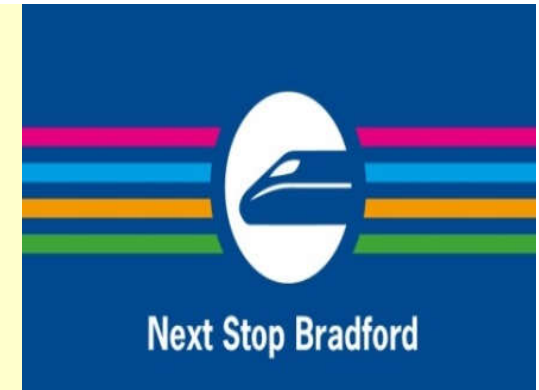
Progress: Improvements to the roads network for example, the Bingley by-pass and at Saltaire roundabout, have alleviated some of the pressure on our town centres but the District still experiences significant levels of traffic congestion. prompting improvement work at Hard Ings, Keighley and more recently, proposals to improve some of the city centre's worst junctions and develop a South Bradford link road.

Although improvements have been made to Forster Square and Bradford Interchange and new stations have opened at Low Moor and Apperley Bridge, Bradford continues to be the biggest UK city without a main line railway station which is why we have been campaigning for a Northern Powerhouse rail stop in the city centre which would add up to £15bn to the Northern economy.

Leeds Bradford airport continues to grow, handling 4.1m passengers in 2018. Key developments over the last 20 years include the arrival of low cost operator Jet2 in 2003 and the introduction of direct flights to Pakistan.

The Tour De France acted as a catalyst for a growth in cycling and in 2016 the Cycle Super Highway between Leeds and Bradford opened however we have still to see significant modal shift from cars to other forms of transport.

The West Yorkshire and York Broadband (WYYB) programme commenced in 2013 and is overseen by a Partnership Agreement between the West Yorkshire and York councils and the Combined Authority, its Superfast project will deliver broadband at >30mbps to 98% of west Yorkshire by 2021. Working with LCR partners Bradford is improving digital skills and digital business opportunities. The Advanced Digital Institute was established in 2006 and is a leading innovator in digital health while the University of Bradford supports the growth of health businesses through the Digital Health Enterprise Zone. The informatics Department at Bradford Teaching Hospitals NHS Foundation Trust are the current Digital Health Awards Team of the Year and Born in Bradford has been using data analytics to improve outcomes for children and families for over a decade.



2004



**Work starts
on Broadway**



**First accession
states
join EU**



**Bradford
Metropolitan Food
Bank established**



**Four BNP
Councillors elected
to Bradford Council**

2005



**500 acres of Ilkley
Moor ablaze**



**London
Bombings**



**Airedale
Masterplan**



**WPC Sharon
Beshenivsky
murdered**

Ambition: Well Educated District

Progress: In its 1999 inspection, published in 2000, Ofsted concluded that Bradford LEA served children “Very Poorly” prompting a direction from government to outsource its education services. SERCO, operating locally as Education Bradford, ran LEA services for ten years before they were brought back in house. Although educational attainment has improved, the District lags behind national and regional averages at NVQ3+ and KS2 and 65.6% of adults are qualified to level 2 compared to a national average of 74.4%; 14% of people have no qualifications at all although this represents an improving position – down from 19% in 2007. The number of people qualified to NVQ Level 4 has increased by 17,900 over the last ten years.

The Council pursued a strategy of increased annual investment in education for a number of years in the early 2000’s however significant national policy shifts towards forced academisation and Free Schools have reduced the role of local authorities in education.

The Council has continued to make education a top priority and Bradford has been a top performer in recent years in terms of progress made by pupils. Over the period, in addition to its mainstream investments the Council has built two new special schools, invested in teacher recruitment and retention and promoted the education covenant with the support of around 5,000 businesses.

Bradford secured Opportunity Area status in 2017 with a focus on school leadership and teaching, parents, access to careers and the use of evidence to improve outcomes.

The Building Schools for the Future programme was cancelled in 2010 following an initial phase that saw three new secondary schools built in Bradford. Since then other new schools have been built for example, at UAK and more recently Oakbank in Keighley.

Securing sufficient SEND places remains challenging and the need to ensure the support that SEND children and their families are entitled to is placing pressure on resources in the absence of Government support.



2006



**Lister's Mill
Re-developed**



**Bulls win 3rd
world title**



**Morrison's
open new
Bradford HQ**



**Junior Witter -
Bradford's first
world boxing
champion**

2007



**First recruits to Born in
Bradford**



Sale of LBIA



**New Impressions
gallery**



**New City Centre
Police Station**

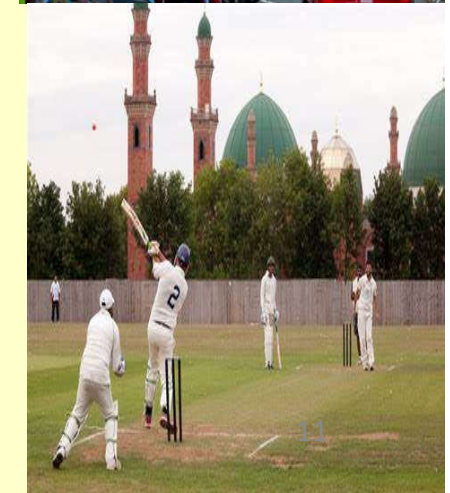
Ambition: A great place to live and a major destination for tourists - to include vibrant arts, diverse culture and world class sports and stadia

Progress: Bradford's reputation as a place to live, work and visit has been boosted through its designation in 2009 as the first UNESCO City of Film, the success of Bradford Literature Festival and more recently as the Luxury Travel Guide's Emerging Destination of the year. A growing visitor economy is now worth £680m and plans are well developed to restore the former Odeon Cinema which has lain empty since 2000 - this will provide an additional and significant economic boost. An estimated 4m people visited city park in 2013. A resurgence of interest in the District follows an extended period during which its reputation was damaged by riots and a lack of progress on city centre regeneration most notoriously the "hole in the ground" on Broadway, this at a time when city centre regeneration was outsourced to an Urban Regeneration Company.

Civic leadership and enterprise supported by investment in the City Centre Growth Zone, has helped Bradford get back on its feet as a visitor destination and in terms of its quality of life offer. The city centre has seen investments in major developments in recent years of over £370m. Investment in the award winning City Park and other public realm improvements, partnership with Bradford Live and persistence with Westfield have all paid dividends as has the Council's commitment to the National Science Museum which has secured its presence in the City and increased its focus on STEM.

Lister Park, Cliffe Castle and Roberts Park have all experienced significant investment and restoration since 2000. Saltaire has acquired UNESCO World Heritage Site status. Bradford Literature Festival has been described as the country's most diverse with audiences of over 70,000 half of whom are BME. Kala Sangam has secured status as an Arts Council national portfolio organisation as Bradford's arts council funding has grown and Bradford has won Curry Capital six years in a row. We have a burgeoning reputation as a location for film and TV shoots. A new Hockney Gallery opened in 2017 and long standing attractions in the Bronte Parsonage, Cartwright Hall, Cliffe Castle, the Industrial museum, Keighley and Worth Valley Railway, Salts Mill and our moors and landscapes have consistently pulled in the punters.

In sport, Bradford Bulls secured a third world club championship before relegation. Bradford City have also experienced fluctuating fortunes having opened a new 7,500 seat stand in 2000 as have Keighley Cougars. New investment is revitalising Bradford Park Avenue Cricket ground. The Tour De France in 2014 and subsequent Tour De Yorkshire showcased the District to the world helping to cement its reputation as a hotbed of cycling – further enhanced through hosting the 2019 UCI World Championships.



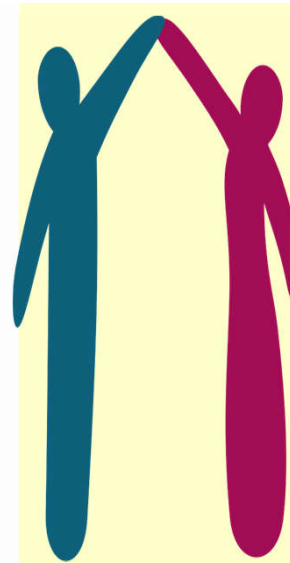
2008



Bradford's first BSF schools



Global Recession



City of Sanctuary Launch



Bradford & Bingley Nationalised

2009



Regeneration returns to Bradford Council



City of Film



Keighley's Simon Beaufoy bags an Oscar for Slumdog Millionaire

Ambition: Healthy, safe and clean District with excellent public services

Progress: Health. Overall life expectancy is improving, increasing from 74.9 years to 77.5 for males and 79.5 to 81.5 for females between 2002-4 and 2014-16. However the number of years a person can expect to live in good health is reducing for both males and females so while people live longer they spend more years in poor health. In 2015-17 healthy life expectancy at birth in males fell to 60.4 years in Bradford District. This is the lowest value recorded in recent years and remains below the average for England (63.4 years). There is an estimated 21 year difference in healthy life expectancy between the most affluent and the most deprived parts of the District.

The prevalence of diabetes in Bradford continues to rise and remains above the England average. In 2017/18 more than 38,500 (8.7%) people aged 17+ in Bradford District were diagnosed with diabetes – higher than the England average of 6.8%. The area covered by Bradford City CCG continues to have the highest prevalence of diabetes in the country.

Admissions to hospital for alcohol related harm have fallen in recent years but are far higher (727.3 per 10,000 population) than the England average (636.4).

The number of children who are overweight or obese when measured in Year 6 continues to increase; there have been year on year rises over the last decade. Some 38% of 10-11 year olds are overweight and for the first time, the number of children who are overweight or obese when measured in Reception is higher than the national average. Born in Bradford data shows that 77% of 5-11 year olds don't do the recommended levels of daily activity.

Infant mortality rates reduced from 7.9 per 1,000 births in 2002-04 to 5.8 in 2015-17 thanks in part to the pioneering work of Born in Bradford, but remain above the England average (3.9).

Dementia friendly wards have opened at Bradford Royal Infirmary and Lynfield Mount and the Dementia Friendly Keighley project is pioneering new approaches to living with dementia.



BRADFORD'S HEALTHY HEARTS



2010



EDL “Big One” flop



**£35m Keighley
College Campus**



**New
Provident HQ**



**M&S new super
warehouse**

2011



**Education returns to
Council**



Onset of austerity



**National free School &
Academies Programme**



**Sparrow opens
sparking North
Parade revival**

Progress. Safe:

Numbers of recorded crimes in the District went up from 74,647 in March 2003 to 76,009 by March 2019.

Crime rates per 1000 population in March 2019 were 142 in Bradford District compared to a regional average of 108 and England & Wales average of 89.5. On this measure, Bradford ranked 5th of all Local Authority Districts outside of London.

In term of public perceptions the West Yorkshire Police and Crime Commissioner's Survey of March 2019 showed that 72.7 % of people surveyed in Bradford District felt safe in their local area – the lowest in West Yorkshire (WY average 78.6%) and as low as 56.5% in City Neighbourhood Police team area..

Road safety and driving behaviour continue to be of significant public concern although at 34.9 per 100,000 people the rate of Killed and Seriously Injured casualties is lower than regional (45.7) and national (40.8) rates. Operation Steerside has had considerable success in identifying and prosecuting problem drivers.

Over the period from 2009 to 2019 the Police and partner agencies have had a number of significant issues to address including the Bradford riots of 2000 and their aftermath; the murder of WPC Sharon Beshenivsky; the threat of extremism, a series of high profile child sexual exploitation cases and growth in serious organised crime.

Ofsted's inadequate judgement on Children's Services included the conclusion that children were at risk of serious harm and significant resource is now being invested to address this situation.



2012



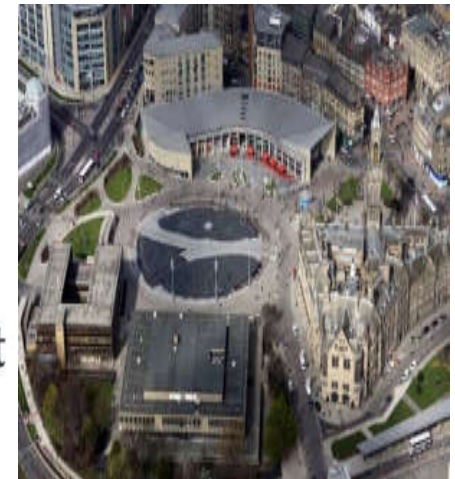
City Park Opens



**George Galloway
elected MP**



**Welfare Reform Act
2012**



**£35m City
Centre Growth
Zone**

2013



**Get Bradford
Working
Commences**



**Campaign keep
Media Museum in
Bradford**



**First ICE at
Shipley College**



**Carmen
Bollywood**



**Council buys
Odeon
for £1**

Progress: Clean

At March 2019 69% of residents participating in the WY Police and Crime Commissioner's "Your View" survey reported that rubbish was a problem in their local area – compared to a West Yorkshire average of 66.3% - the figure rose to over 80% in Bradford City and Bradford East NPT areas.

There were 9,954 reports of fly tipping in 2018-19 compared to 4,330 ten years earlier – a 130% increase. This large increase broadly reflects the national picture.

Over the term of the 2020 Vision the District experienced significant increases in the numbers of long term empty homes blighting the environment, peaking in 2009 at 7,302 and promoting significant council investment. Numbers fell to 4,090 in 2018 and for the last five years have consistently been around 4,000.

Air quality is a key public health issue. The key pollutants in Bradford are nitrogen oxide and particulate matter generated by traffic, industry and domestics sources.

It is estimated that emissions of man made fine particles caused 4.2% of the District's total mortality in 2015. Air quality is monitored at Manningham Lane, Thornton Road, Mayo Avenue and Shipley Airedale road with areas of concern at Bingley Road, Canal road, Killinghall and Tong Lane. Plans are in progress to establish a Clean Air Zone in the District.



2014



First Bradford Literature Festival

Tour De France

Trojan Horse controversy

New Hockney Building Bradford College

2015



First units at Baildon Business Park

Education Covenant

New Station at Apperley Bridge

Broadway Opening

Boxing day Floods

Progress: Public Service Excellence

We continue to see many examples of outstanding public service and partnership working. For example, the Care Quality Commission has praised Bradford's effective working across health and care systems and we have some of the lowest levels of bed blocking in the country as a result. Increasing numbers of people are receiving care in their own homes rather than in residential settings. Local health services have achieved national recognition for innovation across a range of disciplines including emergency and urgent care, midwifery and dementia care and digital. Bradford Institute for Health research is a leading centre for applied health research.

Outstanding partnership working on community safety includes the co-location of Council and Police services, award winning work on safeguarding, tackling child sexual exploitation and keeping the District safe and united in the face of extremists.

Excellence is present in many of our schools, Iqra Primary and Carlton Bolling College spring to mind as two examples, but there are many more and our work with business and education providers on Industrial Centres of Excellence and promotion of shared responsibility for learning through the Education Covenant are outstanding examples of partnership led innovation and excellence. Get Bradford Working outperforms national work programmes. Award winning City Park and the Southgate development are examples of successful civic enterprise creating first rate public realm and supporting business. Accolades secured by Bradford Council staff include national recognition for officers from librarians to social workers.

The onset of national austerity policies in 2011 has made achieving and sustaining excellence in public services extremely challenging particularly as costs and demand have continued to rise. All public services have felt the squeeze. Just looking at Council services the universal offer has been tightly squeezed with more and more services targeted at particular groups or areas. Significant reductions have been made in budgets for early help, cleansing, welfare advice, libraries and youth services although efforts have been made to do things differently to ensure that good outcomes are sustained such as a highly successful programme of Community Asset Transfers. Resources to support events and cultural activities have reduced and swimming pools have closed at Manningham and Queensbury. Organisational capacity to deliver transformation and change has been reduced making the task even more challenging; communities and businesses are being asked to do more to work with us to secure and sustain better outcomes.



2016

**BRADFORD
CURRY
CAPITAL**



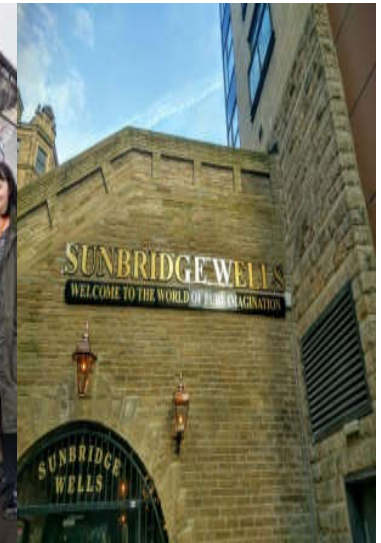
**Curry Capital 6 years
running**



EU Referendum



**Pioneering
teacher
recruitment**



**Sunbridge
Wells opens**

2017



**Low Moor
Station**



**Hockney
Gallery**



**Barclays
best place
to start a
business**



**NEC to partner
Bradford Live**



**Opportunity
Area**

Ambition: A place where people are proud of where they live, work and play

Progress: Public perception data gathered by the WY Police and Crime Commissioner in 2019 found that 66.9% of people surveyed were satisfied with the local area as a place to live, below the West Yorkshire average of 77.5% and as low as 52.55% in Bradford East NPT.

Nevertheless there is plenty of anecdotal and visible evidence that public realm improvements such as City Park, developments like Broadway and a revitalised North Parade and events like the literature festival, Dragon Boat festival and Tour De Yorkshire have sparked renewed pride and confidence after a period of relatively low self esteem. Over the duration of the 2020 Vision, Lister Park, Cliffe Castle and Roberts Park have all seen major investments and in total, the District now boasts five green flag parks.

Council housing transferred to Inn Communities in 2003 although the Council later built its first homes in 30 years. Poor housing conditions are now largely confined to the private sector, in particular private rented stock. The proportion of houses with category 1 hazards have fallen in all Council wards with some significant drops in Bowling, Bradford Moor, Manningham and Toller. Overall, housing is affordable on average compared to West Yorkshire and the wider Yorkshire and Humber region.

The district is home to around 1,000 voluntary organisations and 15,000 active citizens and a strong network of innovative and enterprising community anchor organisations. The People Can initiative is promoting volunteering and the achievements of local people and organisations are actively celebrated through a series of awards events such as community stars, business awards and active Bradford Sports Awards. Local communities are increasingly taking control of assets through an extensive programme of Community Asset Transfers.

2020 Vision anticipated the retention of strong community and geographical identities beyond that of the city itself and this has proven to be the case.



2018



**Cliffe Castle £4.5m
Refurbishment**



**Integration
Area**



**LBA
extension
approved**



**C4 to move
to Leeds
City Region**

2019



**Bradford High Speed
rail stop in TfN
Strategic Plan**



**Esholt Plans
unveiled**



**PwC open city
centre office**



**New Market
Plans**



**UCI World
Championships**

Ambition: Respect for and celebration of differences in sex, race, culture , religion and inclusion of people with disabilities

The District has seen some testing times since 2000 during which local events including the 2001 riots, the election of BNP councillors, provocation from the EDL, “Trojan Horse” allegations and high profile CSE cases. Alongside these events national and international issues such as 9/11, the Iraq War, tensions in the middle east , PREVENT, the arrival of migrants from East Europe, the emergence of Islamic extremism, the global recession and national austerity have all contributed in some shape or form to mutual misunderstandings between different communities, competition for resources and opportunities and, on occasions, tensions and intolerance.

We’ve worked hard to bring people together and have often led the way for others to follow – on schools linking, interfaith dialogue, tackling CSE, challenging extremism, busting myths and convening honest conversations. Public realm and associated events are bringing people together in shared spaces. In 2010, Bradford became a City of Sanctuary and in 2014 we were one of the first places to welcome Syrian refugees. We have built a reputation as a leader in community cohesion and continue to lead the way with Bradford Academy taking the Community and Collaboration prize at the prestigious TES Schools Awards 2019. While other cities succumbed to widespread rioting in 2011 Bradford remained calm and peaceful.

People with disabilities are playing an increasing part in the cultural and social fabric of the District’s life supported by organisations such as Mind the Gap, Bumble Bees Mixed ability Rugby Club and Bradford Disability Sport and Leisure. Public services are doing more to ensure that the voice of disabled people is heard and that reports are written in such a way that they can be understood by everyone.

It would be naïve however to believe that we do not continue to face challenges. According to the WYPCC survey in 2019 only 49.5% of people said that people get on well together in their local area – this is the lowest in West Yorkshire and is as low as 43.35% in some parts of the district. 58% of primary and 71% of secondary schools are classed as not being mixed or diverse. In the year to March 2019 there were 2029 hate incidents recorded by the Police of which 73.6% related to race. Recognising the challenges, the District is partnering with Government through our Stronger Communities Together strategy to strengthen our approaches to people getting on, getting along, getting involved and feeling safe.





Ambition: An economy which uses resources efficiently and effectively, minimises waste and utilises recycling and renewable energy sources

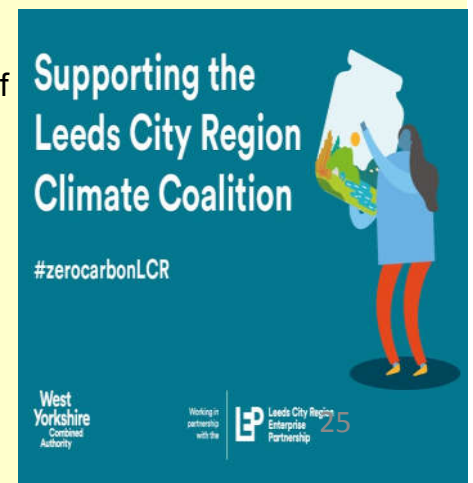
Progress: Bradford District has a relatively low levels of CO2 emissions – 4.2 tonnes per capita per year in 2015 compared to a Northern Powerhouse average of 6.8 tonnes and a UK average of 5.9 tonnes. The challenge will be maintaining low levels of emissions while securing economic growth which is why sustainability continues to underpin our economic strategy, looking to protect our environment and extract maximum value from resources.

Bradford University is providing international leadership on these agendas; its Centre for Sustainable Environments is pioneering interdisciplinary approaches to meeting environmental challenges facing civil engineering - reducing waste and developing more sustainable construction materials. The University offers the world's only MBA focussed on the circular economy, aiming to use resources and energy more effectively. The District is also home to some exemplar business practices for example Texpelt who manufacture underlay from recycled fibres and plastics. Yorkshire Water's plans at Esholt will create a model development of sustainable housing and industry.

Alternate weekly bin collections were introduced in 2017 and domestic waste recycling rates have increased over the years to 34.6% in 2017-18 but this is below the regional average of 42.4%. The Council and its partners have installed 50,000 energy efficiency measures in recent years from loft insulation to new boilers. We were one of the first local authorities in the UK to adopt a Low Emission Strategy and Greenhouse Gas Implications have been a required element in all Executive reports since 2011. Bradford has well established low emission planning and procurement policies and has shared these with partners across the region. Wind turbines have become commonplace however plans to develop a hydro power plant at Saltaire failed to materialise.

There has been significant local investment in retrofitting of service and school buses, development of a cycle superhighway and the opening of new railway stations to reduce the impact of vehicle emissions. The Council continues to reduce emissions from its own vehicle fleet and is encouraging private partners to match this through the West Yorkshire Eco-stars scheme and new initiatives to reduce taxi emissions. We are campaigning for a Northern Powerhouse Rail station in Bradford city centre. Some areas of Bradford have experienced slight improvements in air quality and it may soon be possible to revoke the AQMA at Thornton Road however, other areas continue to show little or no improvement and proposals are now being developed for a Clean Air Zone.

We have become part of the LCR climate coalition which will allow us to move further and faster.



Appendix: Monitoring Progress

The 2020 vision set out 8 Quality of Life Indicators measuring overall economic, social and environmental well-being against which progress toward achieving the ambitions set out in the vision would be assessed.

- 1 GDP per head (measures productivity)
- 2 Unemployment rate
- 3 No Households on income support (measures poverty)
- 4 No. expected years of healthy life.
- 5 % Housing meeting basic healthy homes standard
- 6 % 19 year olds with 5 or more A-C Grade GCSE's
- 7 No. recorded crimes
- 8 % People satisfied that the environment is clean and healthy.

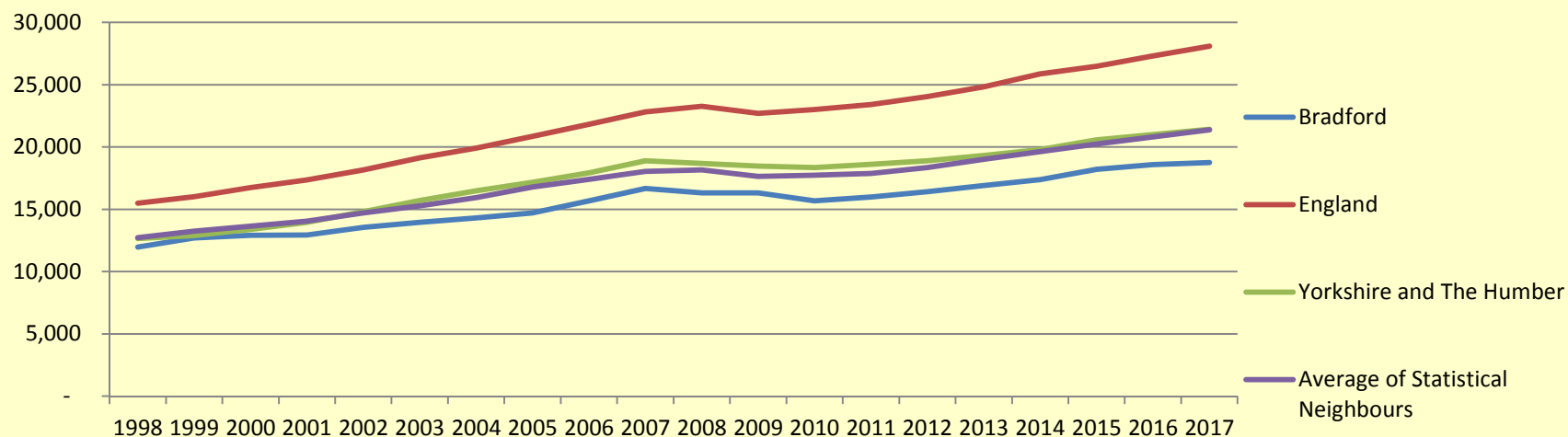
The vision also reflected concerns about polarisation and committed to monitoring variation between different parts of the District and different groups.

The following pages use available data to track progress against these indicators.

1 GDP per head (measures productivity)

N.B. We do not have this information (GDP), but we can show Gross Value Added (GVA).

GVA (Balanced) Per Head at Current Basic Prices

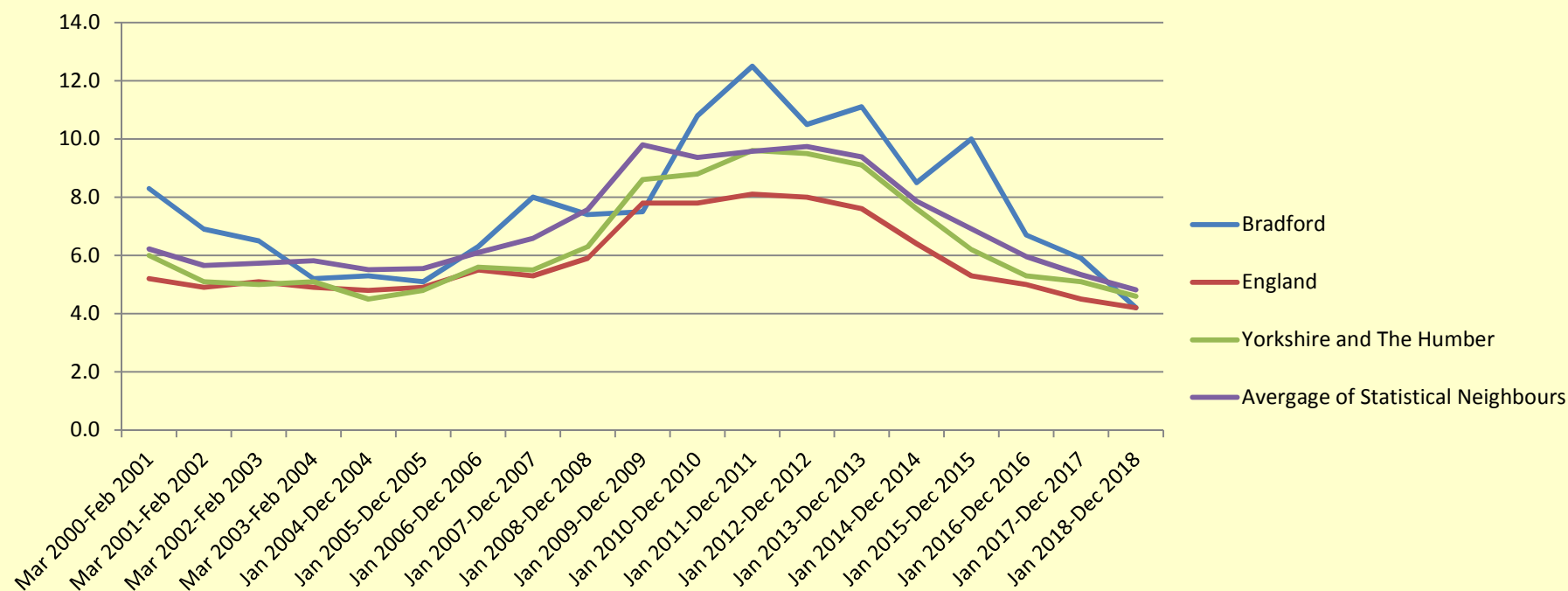


Over the 20 years between 1998 and 2017, Bradford's GVA per head rose from £11,983 to £18,756, an increase of 56%. However GVA and the rate at which it has increased over the period are significantly lower than the national and regional averages and those of Bradford's statistical neighbours. The gap between Bradford's GVA per capita and that of England, Yorkshire and Humber and statistical neighbours has increased since 1998 reflecting in part the imbalances in the national economy and infrastructure investment.

	GVA Per head							
	1998	2017	Change £	Change %	Gap in 1998 £	Gap in 1998 %	Gap in 2017 £	Gap in 2017 %
Bradford	£11,983	£18,756	£6,773	56.5				
Yorks & Humber	£12,568	£21,426	£8,858	70.5	- £585	-4.9	-£2,670	-14.2
England	£15,502	£28,096	£12,594	81.2	-£3,519	-29.4	-£9,340	-49.8
Statistical neighbours	£12,717	£21,380	£9,113	68.1	-£734	-6.1	-£2,624	-14.0

2 Unemployment rate

Unemployment rate - aged 16-64 / working age



Source: Annual population survey /Area Labour Force Survey*

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*** Notes**

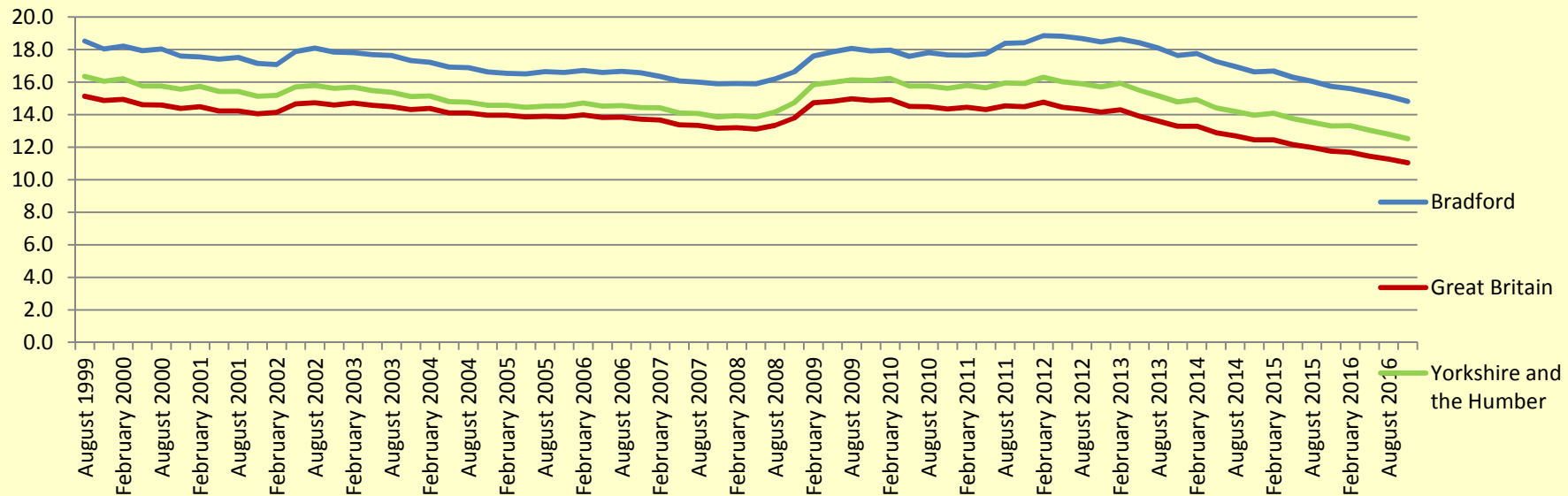
LFS data for Mar 2000-Feb2004 (used APS data available from Jan 2004)

The unemployment rate fell from 8,3% to 4.2% between the years March 2000- Feb 2001 and Jan-Dec 2018 by which time it was in line with the English average (4.2%) and below that of Yorkshire and Humber (4.6%) and Bradford's statistical neighbours (4.8%).

At the beginning of the period the rate in Bradford was 3.1% higher than that of England and for the period Jan-Dec 2011 that gap had increased to 4.4%, By 2015, although overall rates were falling the gap between Bradford and the England average was 4.7%.

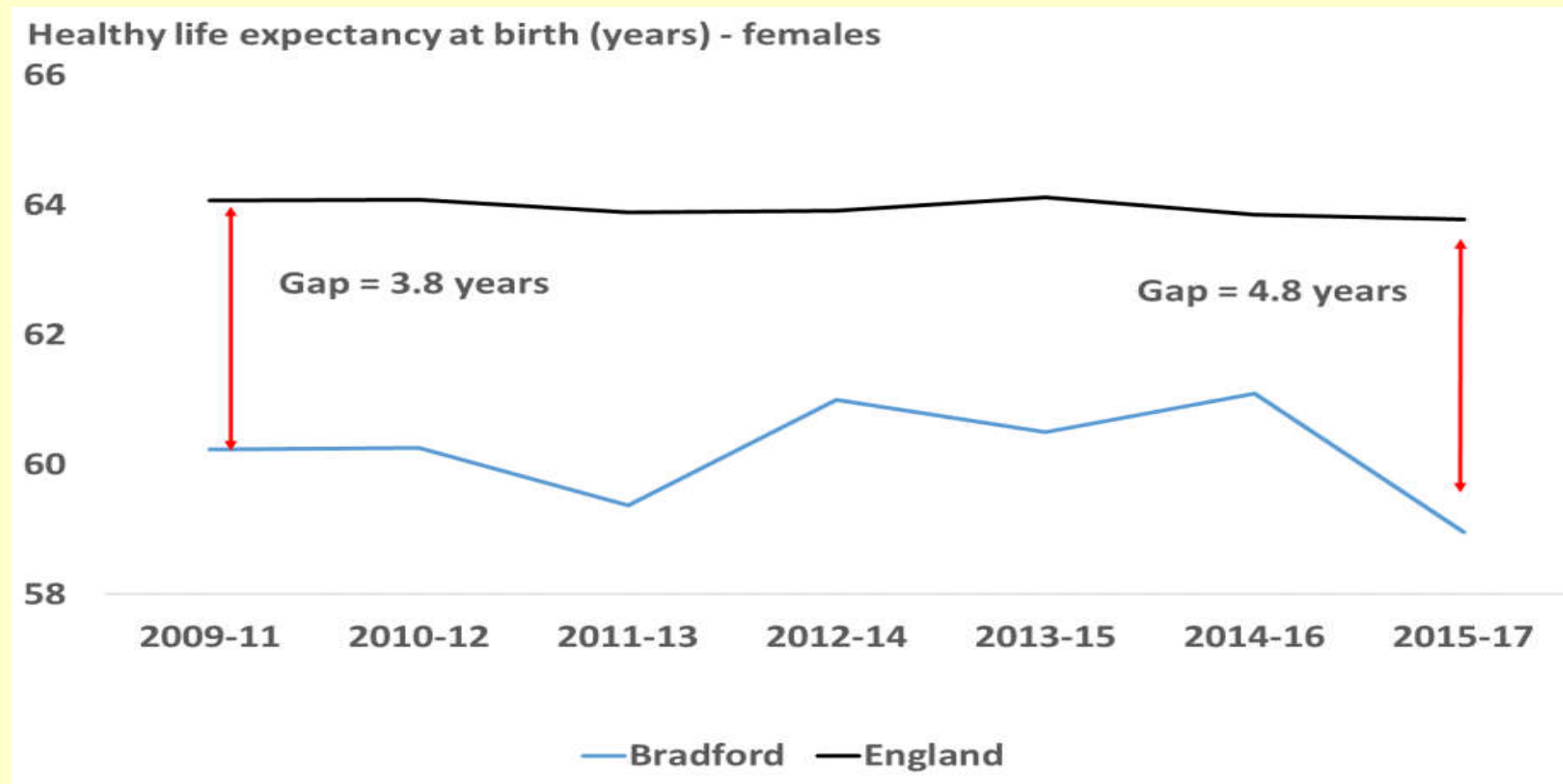
3

Proportion of Households on income support (measures poverty)



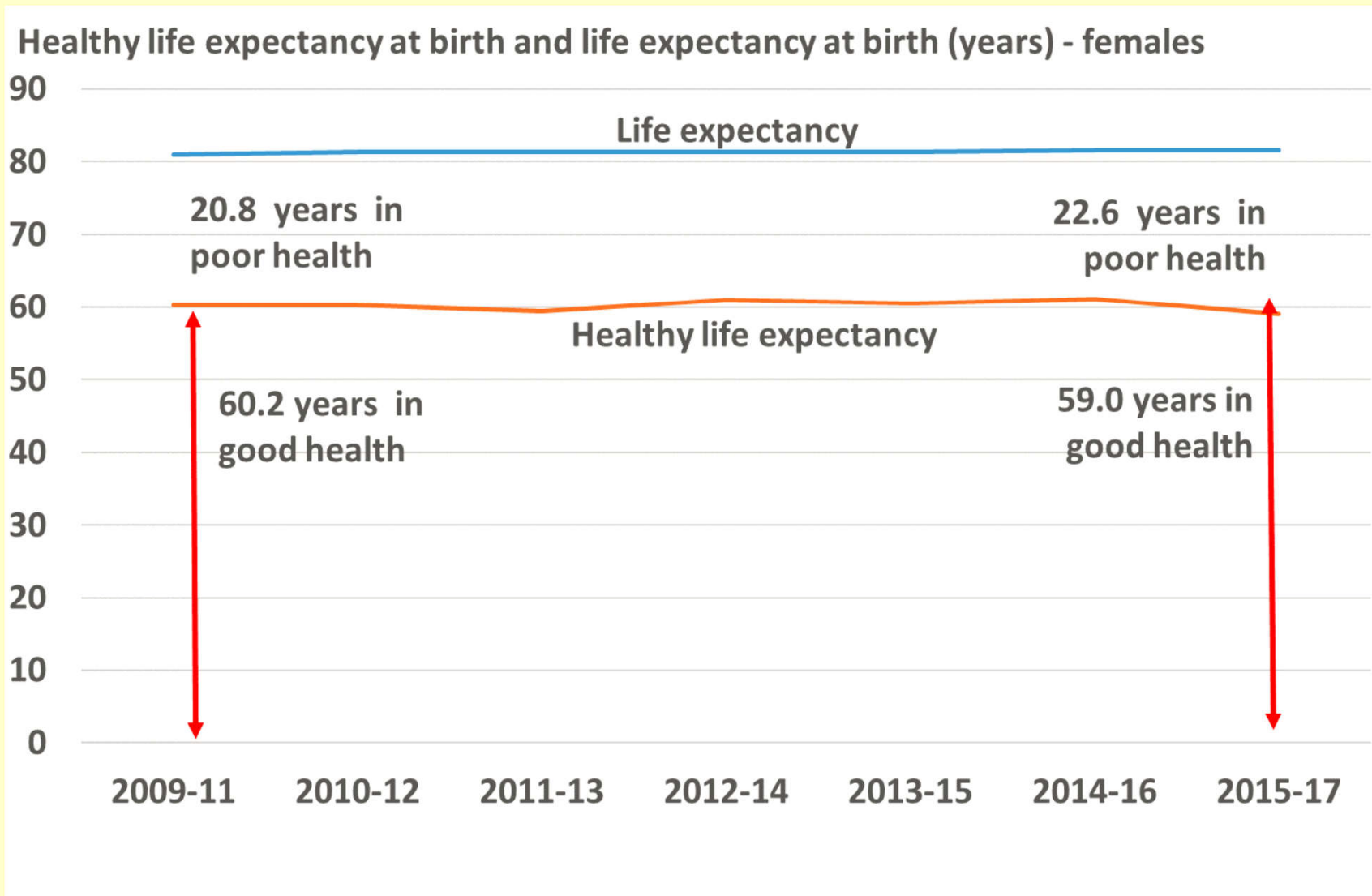
While the percentage of households of households in receipt of income support fell over the period 1999-2016 it remained above national and regional averages throughout the period and high levels of poverty persist. Bradford is 5th most income deprived local authority district in England; 27% of people live in the top 10% most deprived areas in England and 225 of children live in poverty. Fuel poverty at 14.3% is higher than national and regional averages. The numbers of food bags issued by Bradford Metropolitan Food Bank increased by over 2505 from 3,586 to 12,666 between 2013 and 2018.

4 Healthy Life Expectancy - Females



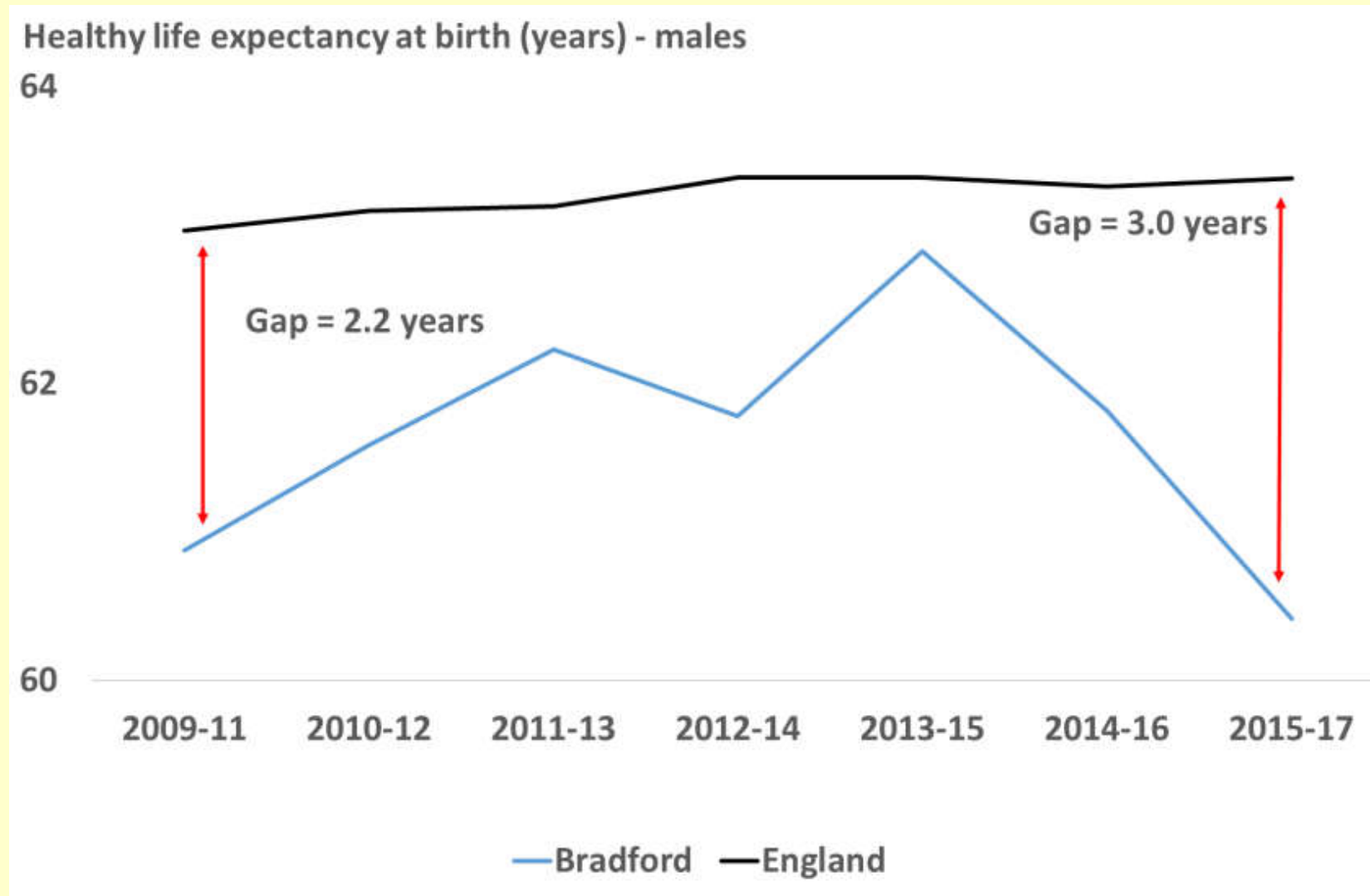
For females, healthy life expectancy at birth fell to 59.0 years over the period 2009-11 to 2015-17, the lowest value recorded , and remains below the average for England (63.8 years)

The gap between Bradford District and the England average has widened to 4.8 years



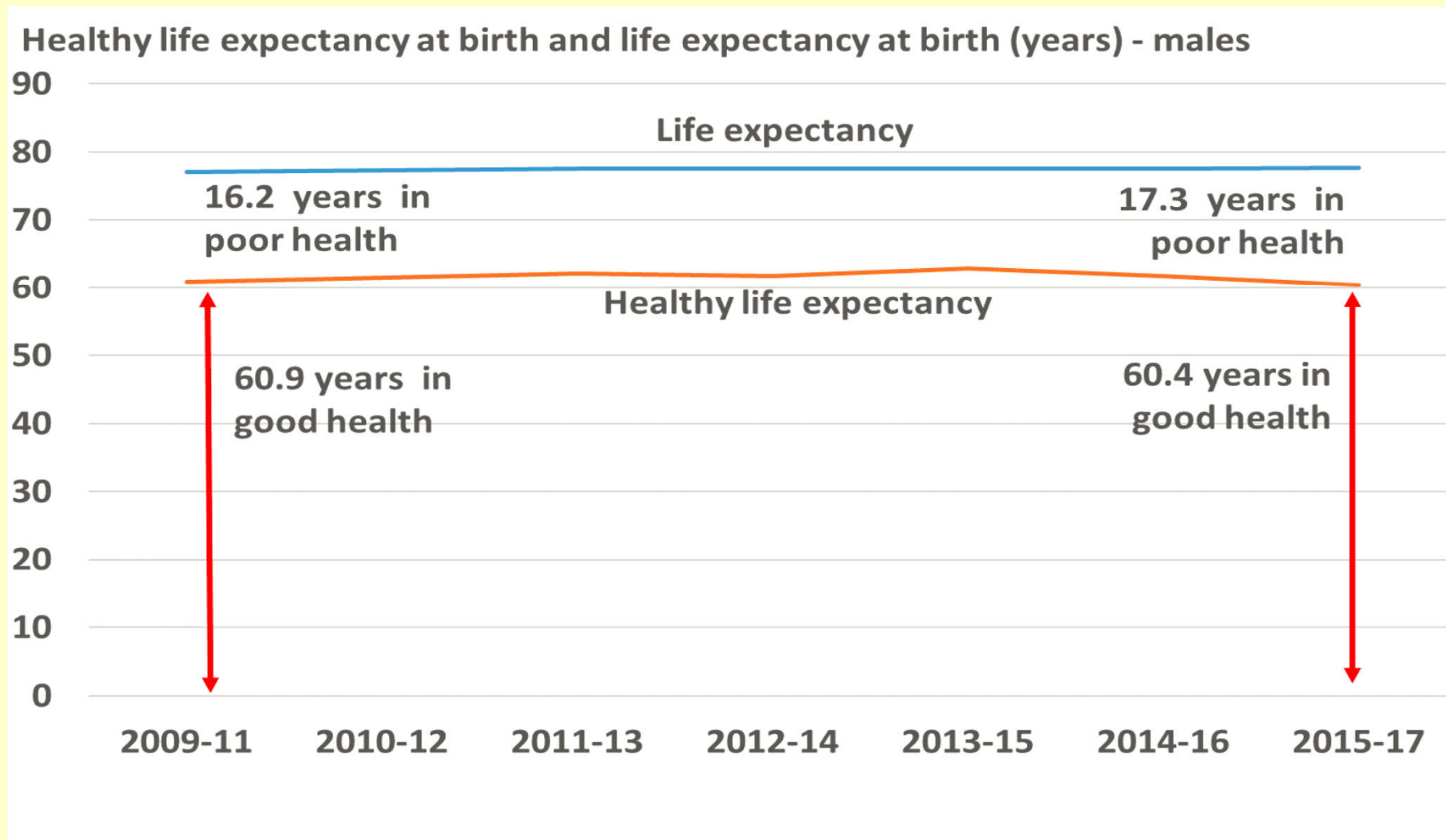
As healthy life expectancy has fallen and life expectancy has risen, females born in Bradford District can expect to live longer in 'poor health' – 22.6 years compared to 20.8 years in 2009-11

Healthy Life Expectancy - Males



In 2015-17 healthy life expectancy at birth for males was 60.4 years in Bradford District, this the lowest value recorded and is below the average for England (63.4 years).

The gap between Bradford District and the England average has increased to 3 years.



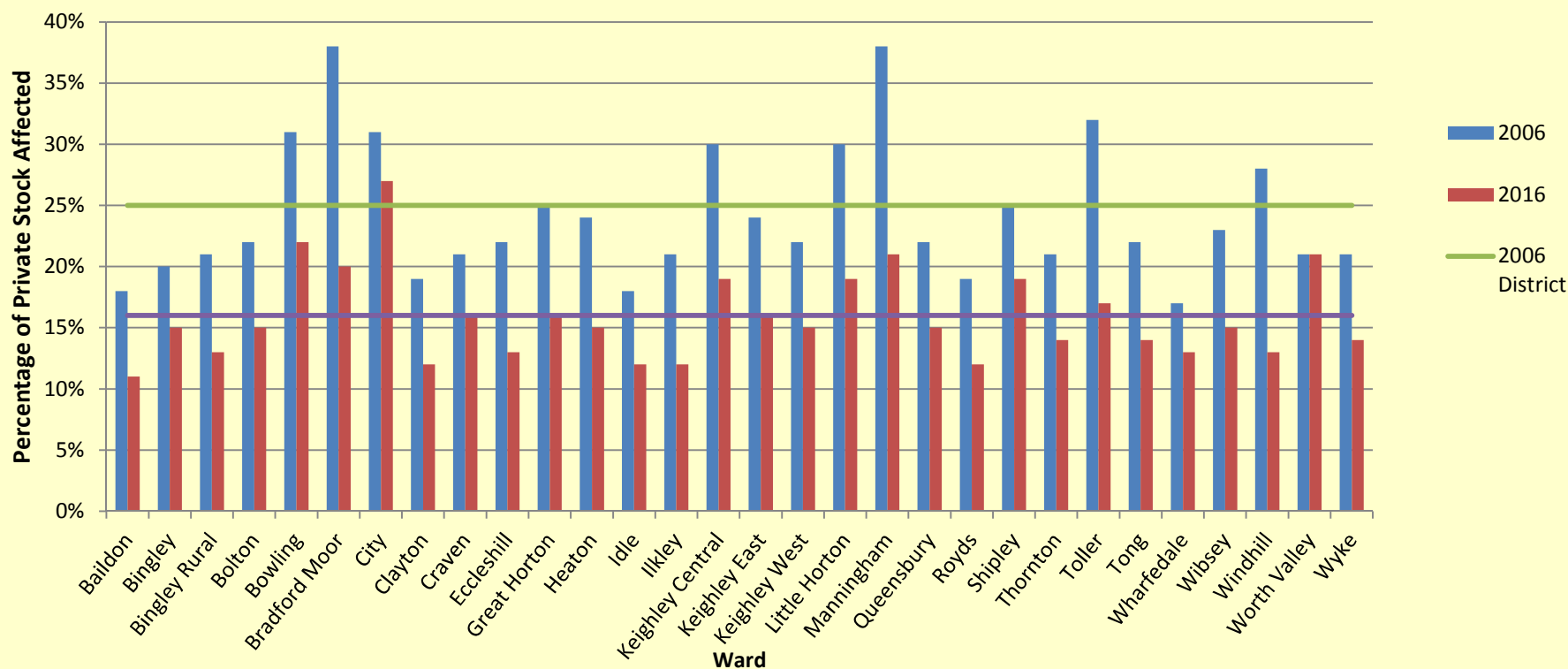
As healthy life expectancy has fallen and life expectancy has risen, a male born in Bradford District can expect to live longer in 'poor health'. In 2015-17, a male born in Bradford can now expect to live 17.3 years 'in poor health' compared to 16.2 years in 2009-11.

Overall there is a gap in healthy life expectancy of 21 years between the most affluent and the most deprived parts of the District.

5

% Housing meeting basic healthy homes standard

Chart Showing HHSRS Category 1 Hazards by Ward in 2006 & 2016

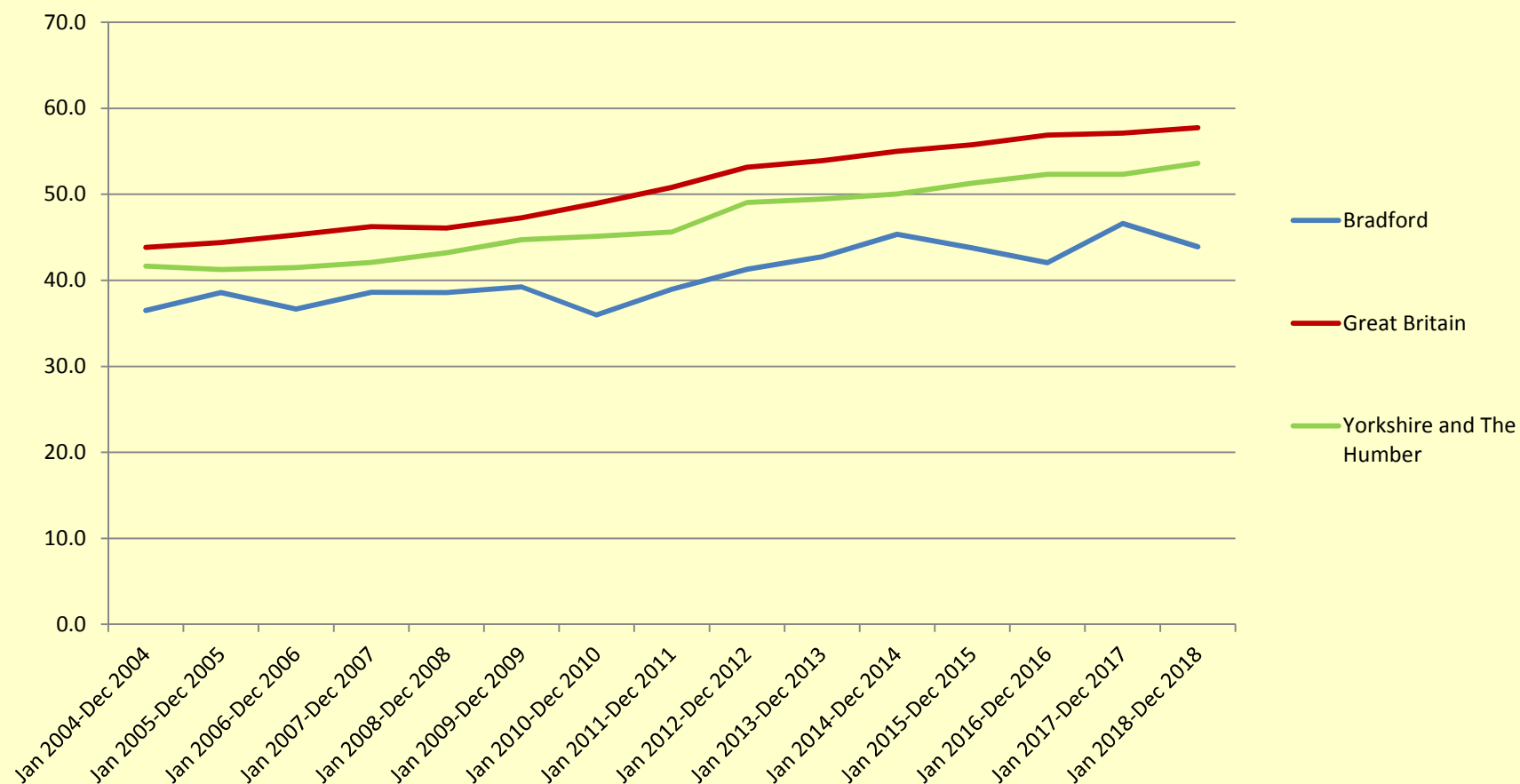


Data comes from 2 surveys commissioned by Housing Standards
 N.B. HHSRS = Housing Health and Safety Rating System

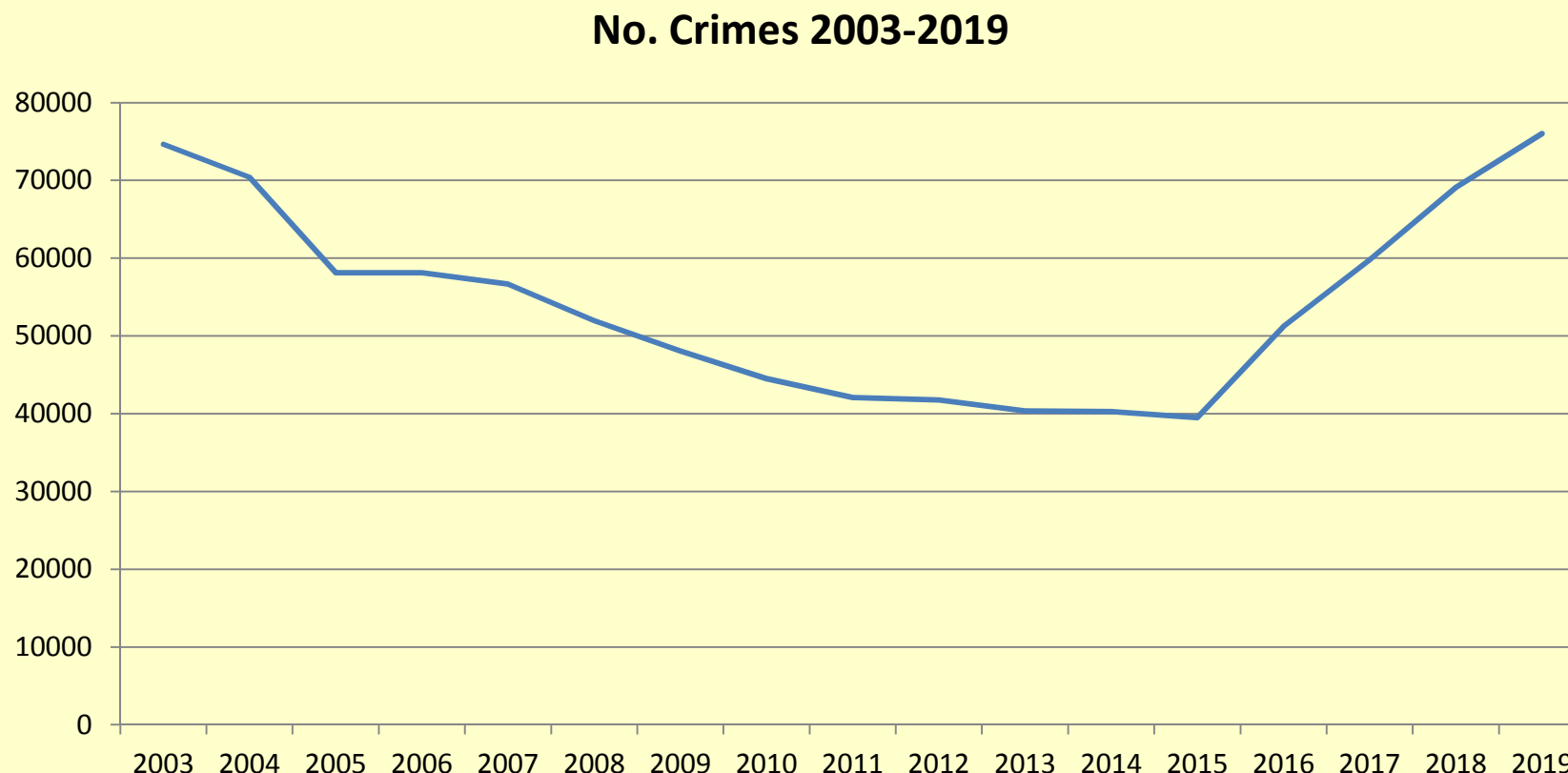
Poor housing conditions are now largely confined to the private sector, in particular private rented stock. The proportion of houses with category 1 hazards have fallen in all Council wards with some significant drops in Bowling, Bradford Moor, Manningham and Toller.

6 % 19 year olds with 5 or more A-C Grade GCSE's

% with NVQ3+ - aged 16-64

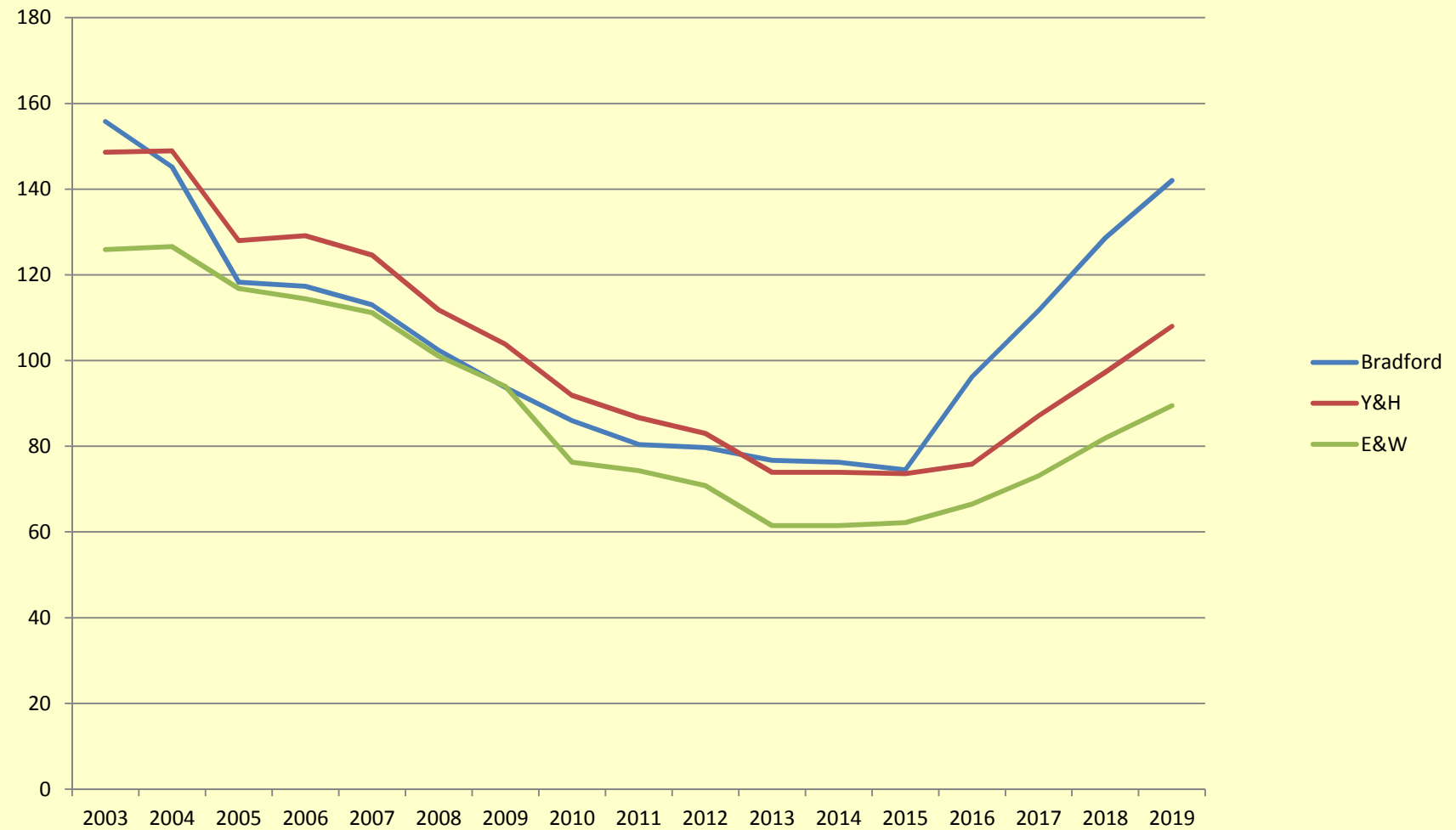


The proportion of 19 year olds with NVQ3+ qualifications (5 A-C & equivalent) increased between 2004 and 2018 from 36.5% to 43.9% but dropped after reaching 46.6% in 2017. It remains lower than the GB average was in 2004 and the gap between Bradford and the GB average has increased from 4.9% to 13.9%



Numbers of recorded crimes in the District went up from 74,647 in March 2003 to 76,009 by March 2019. Crime rates per 1000 population (see next page) in March 2019 were 142 in Bradford District compared to a regional average of 108 and England & Wales average of 89.5. On this measure Bradford ranked 5th of all Local Authority Districts outside of London. Significant fluctuations in crime numbers and rates over the period demonstrate the difficulties in using these measures to reliably track trends over time - recording methods change over time and increased numbers and rates of crime may well result from greater proactivity and increased reporting rather than increases per se.

Crime Rate 2003-2019 per 1000 population



Public Perception Data - Your Views Survey

% of respondents who think there is a problem in their local area with....

District	ASB	Burglary	Drugs	Hate	Parking	Driving	Violent	Rubbish	Cyber	Crime
Bradford	58.2 %	69.4 %	64.0 %	12.8 %	74.0 %	79.5 %	19.1 %	69.0 %	13.2 %	50.6 %
Calderdale	46.8 %	55.6 %	53.4 %	8.8 %	69.4 %	77.9 %	11.0 %	67.4 %	13.9 %	35.6 %
Kirklees	49.9 %	55.4 %	58.4 %	10.9 %	72.9 %	74.6 %	19.3 %	67.0 %	14.4 %	42.8 %
Leeds	47.5 %	60.2 %	47.0 %	9.1 %	71.1 %	71.9 %	12.1 %	60.8 %	12.2 %	37.4 %
Wakefield	54.1 %	49.4 %	54.8 %	10.8 %	72.6 %	72.4 %	15.3 %	72.8 %	13.4 %	41.3 %
Total	51.1 %	59.1 %	54.8 %	10.5 %	72.2 %	74.7 %	15.5 %	66.3 %	13.2 %	41.7 %

NPT	ASB	Burglary	Drugs	Hate	Parking	Driving	Violent	Rubbish	Cyber	Crime
Bradford City	65.2 %	36.4 %	68.2 %	30.0 %	59.1 %	73.9 %	25.0 %	82.6 %	0.0 %	47.6 %
Bradford East	72.4 %	73.0 %	71.6 %	17.3 %	76.2 %	88.0 %	27.5 %	82.5 %	13.3 %	62.6 %
Bradford South	65.5 %	75.4 %	73.2 %	18.2 %	75.0 %	83.3 %	28.5 %	76.5 %	16.9 %	62.2 %
Bradford West	60.2 %	63.9 %	72.5 %	14.4 %	77.0 %	83.7 %	20.7 %	77.6 %	10.3 %	55.4 %
Keighley	52.8 %	66.4 %	56.4 %	12.6 %	76.3 %	76.1 %	15.4 %	63.9 %	15.7 %	42.8 %
Shipley	48.3 %	69.7 %	55.3 %	5.8 %	68.9 %	72.7 %	10.6 %	55.0 %	10.3 %	39.9 %
Total	58.2 %	69.4 %	64.0 %	12.8 %	74.0 %	79.5 %	19.1 %	69.0 %	13.2 %	50.6 %

At March 2019 69% of residents participating in the WY Police and Crime Commissioner's "Your View" survey reported that rubbish was a problem in their local area – compared to a West Yorkshire average of 66.3% - the figure rose to over 80% in Bradford City and Bradford East NPT areas.