



2020
VISION



A 20 year Vision for the Bradford Metropolitan District Bradford Congress April 2000

Foreword

During the second half of 1999 the Bradford District undertook the biggest public consultation exercise in its history. The aim was to develop a shared long-term “vision” for the whole of the District and to provide a clear sense of direction for its businesses, agencies and communities.

The Vision is economy led. It does not attempt to describe every aspect of life in 2020. However, for it to be sustainable, economic regeneration must go hand-in-hand with environmental improvements and real progress on issues such as education, health, culture, citizenship and community safety.

The document also describes the broad principles of how we will achieve the Vision. The detail will be spelt out to the “District 5 Year Strategy,” which will be published shortly.

The Vision is deliberately ambitious. The scenario it paints is one of excellence not adequacy. Building upon the current level of financial, human and other resources available to the District it will be achieved.

Ian Greenwood

Chair - Bradford Congress





The Vision in outline

Our Vision for the District in 2020 is:

- ★ A high-wage, high-skill, knowledge-based economy, which will provide appropriate jobs for everyone, creating a wealthier population with greater spending power.
- ★ A diversified economy, with particular strengths in:
 - ◆ Cutting edge e-commerce and communications
 - ◆ Financial service provision that meets the needs of consumers
 - ◆ Cultural industries
- ★ An economy which:
 - ◆ uses resources efficiently and effectively
 - ◆ minimises waste and utilises recycling and renewable energy sources to make it cleaner and less dependent on scarce resources
- ★ An economy which is fully integrated into the wider economy of the Yorkshire and Humber region.
- ★ A place where people will be well educated, skilled, healthy and capable of providing business with the human resource to compete in highly competitive global markets.
- ★ A connected District, using e-commerce and digital technology to improve people's lifestyles and create business opportunities.
- ★ A District with a modern transport infrastructure which makes every part of it easily accessible to those who live within it and those who want to visit.
- ★ A District whose people respect and celebrate differences in sex, race, culture, and religion.
- ★ A place, which ensures people with disabilities, can participate in a better future for the District.
- ★ A District that is a great place to live and is universally accepted as a major destination for tourists from other parts of the region and beyond. Features of this will be a vibrant arts scene, diverse culture and world class sports events held within world class stadia.
- ★ A District which is clean, healthy, safe and has excellent public services.

Where people are justifiably proud of where they live, learn, work and play.



What do we know about 2020?

- ★ The population of the Bradford Metropolitan District will be half a million.
- ★ Compared with the UK the District will have more people aged under 30.
- ★ Although born in the District, a greater proportion of the population will have family origins in Pakistan, India and Bangladesh.

This young diverse population will be our greatest asset and the foundation of economic dynamism and innovation.

During the past 20 years Bradford has seen a substantial shift from jobs in manufacturing to the service sector. This trend will continue. Manufacturing will still be important and the prosperity of the District will still depend on its performance in both sectors.

History shows that economic trends are largely driven by technological developments. We fully expect the District to become the home of e-commerce, revolutionising the service sector as well as providing opportunities and support to manufacturing.





The Vision in detail

2020: The Yorkshire and Humber Region

Our vision for the Bradford District falls within the broader Regional Economic Strategy for Yorkshire and the Humber. By 2020 we will have a mature economic partnership with Leeds which will be equally beneficial to both cities. Bradford and Leeds are already linked in many ways, notably the sheer number of people who commute between the two cities. In addition there are closer links developing between the Universities, Health Sector and the Airport. Bradford and Leeds form one of the biggest sub regions outside London and will be pioneers in the fields of financial and customer services and communications technology. More specifically, improvements in the transport infrastructures will mean that in 2020 the Bradford-Leeds area will constitute a single market place in terms of business, employment, housing and leisure markets.

2020: Airedale

By 2020, the towns of Keighley, Bingley and Shipley will have developed a strong common identity as Airedale within the Bradford District. Airedale's economic structure will complement that of the City of Bradford, creating a powerful District economy set within the wider Yorkshire and Humber region.

Airedale will have an international reputation as a centre for research, development and production of high technology products, particularly in the field of e-commerce and e-leisure.

Airedale will continue to be the home of leading companies in high technology products resulting in its establishment as Europe's leading centre for digital communications. The economies of towns and villages in and around Airedale will be increasingly geared towards supporting this sector and providing services to the people who work in it.

A quality environment is a key factor in attracting and retaining the skilled knowledge workers that the area will need. The opportunities created by the completion of the Aire Valley trunk road will have brought about major environmental improvements in the valley towns and villages. The River Aire will improve to become one of the area's greatest assets, providing a habitat for an increasing variety of wildlife. These changes will not only make this area a beautiful place to live but a major attraction for tourists.

2020: Wharfedale

Ilkley and its surrounding villages will be world renowned as a place to visit and stay. The local economy will have benefited from the growth in tourism and Wharfedale will have established its reputation in Europe as one of the most desirable places to live and as a thriving community within the Bradford District.

2020: The City of Bradford

By 2020 e-commerce based financial services have grown significantly, and the city will have capitalised on its state-of-the-art telecommunications infrastructure. The Bradford-Leeds axis will be the UK's pre-eminent regional centre for financial services, and developed a significant international profile in this sector.

Bradford will not just be known for its commerce. It will be a great place to live. This will be driven by Bradford's unique and dynamic cultural life, based on the interaction between the city's many different cultures, for which it will be world-famous. Building on the world class reputation of the hugely successful Bradford Festival and the National Museum of Photography, Film and Television, the visual and performing arts will be particularly significant.

Bradford's world wide reputation will be enhanced by its clean, attractive safe city environment, which will be the bench-mark against which other cities are judged.

2020: Bradford City Centre

The city centre will be the natural focus of Bradford's cultural life, and its vibrant cultural scene and attractive environment will have seen it develop as a desirable place to live. The influx of spending power will have given a boost to city centre businesses, whose profitability will have attracted a new wave of city centre investment.

The city centre will offer a unique shopping and leisure experience, differentiated from that of Leeds by reflecting the city's cultural mix. Through its successful Asian and African-Caribbean businesses, the city centre will have a national reputation for providing high quality ethnic goods. The imaginative re-use of our architectural heritage will give the city a character that few others can match.

The city centre will not have any through traffic problems. As well as making the city more pleasant and safe this, together with park and ride schemes for city centre workers, will have created a significant increase in on street and off street car parking for shoppers, day-trippers and residents, boosting the centre's retail and leisure industries and encouraging city centre living.

The city centre's shops, cultural life and attractive environment will also make it a great place to visit, drawing in more tourists and adding further spending power.







How will we get there?

The detail of how, in partnership, we will work towards the vision will be spelt out in the “District 5 Year Strategy.” This section describes some of the broad principles, which will underpin it. In doing so it discusses how the work of a wide range of agencies and services can contribute towards the vision.

Economic policy

The vision is an economic-led one. But our main approach to regenerating the economy will not be through traditional business development measures such as grants and loans.

Where these are provided, they will be targeted at specific policy objectives, such as improving environmental performance.

Instead, we will use an integrated package of economic, social and environmental measures to create the right conditions for regeneration to occur. The emphasis will be on enabling: enabling new businesses to spring up without hindrance and enabling established businesses to thrive by creating the right conditions so that they can compete effectively in world markets. This means creating a world-class workforce and getting the infrastructure right.

Creating a world-class workforce

In 2020 competitive advantage will depend more on quality, innovation and added value than on low labour costs. This means that the District will stand or fall by the skills of its workforce. The foundation of these skills will be education and training.

The District will create excellence in education through a year-on-year programme of redirecting funding into schools, so that they become among the best resourced in the country. Schools will also form “Community Hubs,” encouraging lifelong learning outside as well as inside the formal education system. The emphasis will be on “learning to learn” equipping people with the broad skills they will need throughout life, and providing the potential to be trained into a world-class workforce.

The District’s Colleges will increasingly specialise in training to support the new knowledge-based economy, and will play a central role in the development of its cultural industries. The University, an important economic entity in itself, will continue to specialise and develop national centres of excellence, and will be a seed-bed for the generation of new knowledge-based firms.

A wide range of other services, including health services, housing, social services and community development will also play important roles in the creation of a world-class workforce by helping to ensure that everyone is able to meet their full potential.

Getting the infrastructure right

A world-class workforce will need to be complemented by a world-class economic infrastructure. A state-of-the-art telecommunications infrastructure will be particularly vital to the development of e-commerce based industries. Bradford already has a good lead in telecommunications; the challenge will be to develop this further.

With Road and Rail Transport there is more to do. The economy of 2020 will not be based on the bulk transportation of low-value, products, so the issue is not so much capacity as quality. This is particularly important to the development of Airedale, where our priority will be further improvements in rail links, the completion of the Aire Valley trunk road and the continued development of the airport for business-related services. In the City of Bradford, the priority will be to improve transport links east towards Leeds, so that the two cities can function effectively as a single economic entity.







Environmental and Social Policy

The Vision is primarily a vision for the economy, and so does not spell out all the District's priorities in environmental and social policy. These are contained in the "District 5 Year Strategy." However, many aspects of social and environmental policy, such as health, community safety and environmental conditions in the inner city are central to the achievement of the vision:

The most vital need is to reverse the increasing polarisation between the "have-not" areas - particularly the inner city - and the wealthier outer areas.

As well as being a fundamental issue of social justice, our economic future depends on it, because polarisation is damaging the economy in 2 ways:

- ★ Polarisation as created a circle of decay, where concerns about the run-down environment, poor educational standards, fear of crime lead to those who can afford to move, moving out of the city to the suburbs and beyond.
- ★ Consequently, much of the money earned in the city is spent elsewhere, often outside the District altogether. The city therefore suffers from a lack of consumer spending, property prices stagnate, investment (including the repair of houses) is rendered unprofitable, and jobs and incomes in the service sector are depressed.

These all lead to a worsening of the quality of life in the city, and the cycle is repeated.

The migration to the suburbs is leading to polarisation along racial lines. As well as creating racial tension, this is hindering positive relationships between the District's different cultures. Bradford's cultural mix will be a catalyst for economic and cultural dynamism if positive inter-action is nurtured.

To reverse this process we need to make the city more attractive, so that earners, including highly paid knowledge-workers, choose to live in the city and spend in it. This will make the city more attractive to tourists and visitors, bringing in more spending power.

A wide range of policies and services will tackle these issues:

- ★ Cleansing and environmental services will ensure the inner city has a clean and healthy environment.
- ★ Housing strategy will encourage investment in the city, including the imaginative conversion of buildings.
- ★ Health and social care services, working in partnership will deal with underlying problems of poor health and tackle specific problems such as drug addiction, as well as providing first class services.
- ★ Planning and transportation policies will create an attractive inner city environment.
- ★ Community safety activities will ensure that the city is safe.
- ★ Community development will help build a sense of community and pride.
- ★ Cultural strategy will encourage cultural inter-action.
- ★ Education will help create the right attitudes - from racial tolerance to pride in the local environment. The city's top quality schools will provide a strong incentive for families to stay and move into the area.

These measures to deal with geographical polarisation will be complemented by a drive to promote equal opportunities and ensure no groups are excluded from the benefits of economic regeneration.

The detail of all these policies is contained in the "District 5 Year Strategy".





First steps

Some things that need to be put in place immediately if we are to realise our vision for 2020 are:

Better Funded Schools

A well-educated skilled workforce is central to the achievement of our vision.

We know that it can take ten years for improvements in the education system to start producing results - so we need to start now, making the most of the opportunity afforded by schools re-organisation. The quality of education in the inner city is particularly crucial in the light of the need to reverse polarisation and reduce inequality.

Clean up the District

A clean, healthy and attractive environment is also central to the vision. To achieve this we must create pride in the environment, and the first step to bring this about must be a blitz on litter and rubbish. We will adopt a 3-fold approach to this - improved street cleaning, educating people not to dump rubbish, and a crackdown on those who do.

A Safe Inner City

Similarly, we need to tackle the problem of crime in the inner city. In the long run, increasing affluence in the inner city will help keep crime down, but unless we tackle crime now, economic regeneration will be stifled. Key priorities will be:

- ★ Zero-tolerance of racial violence and racial intimidation.
- ★ Tackling burglary and other crimes that deter people from living in the city.
- ★ A crackdown on so-called “petty-crimes” such as vandalism.

Tackle Drug Addiction

Drug addiction - particularly heroin addiction - is causing serious health and social problems, and is responsible for much of the District’s crime. This needs to be tackled through an integrated programme of treatment, education and enforcement.

A Long-term Transport Strategy

We need a long-term strategy for transport to support the development of the District’s economy. Priorities will include improving communications eastwards between Bradford and Leeds and within the Aire Valley, reducing through traffic in the city centre, and improving city centre parking for shoppers and residents.

Bid for “European Capital of Culture” Status

Making the most of the opportunities created by our ethnically diverse population.

A “Can-do” Attitude

Every individual, agency and business in the District will need to play a part in enabling this vision by developing a positive “can-do” attitude to developments that support it.



Measuring our progress

Every year we will report the progress we have made in moving towards the vision. This will include reporting on the following 8 “quality of life” indicators, based on those devised by the Government, which measures the overall economic, social and environmental well-being of the District:

- 1 - GDP per head (measures economic productivity).
- 2 - Unemployment rate.
- 3 - Number of households receiving income support (measures poverty).
- 4 - Number of expected years of healthy life.
- 5 - Percentage of housing meeting basic “healthy homes” standard.
- 6 - Percentage of 19 year olds with 5 or more A*-C grade GCSEs.
- 7 - Number of recorded crimes.
- 8 - Percentage of people satisfied that the environment is clean and healthy.

Because we are particularly concerned about polarisation, we will monitor the variation in these indicators between different parts of the District and between different groups, as well as looking at District averages.



