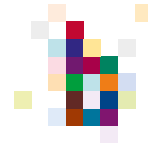




City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL



BRADFORD
working in partnership

OUR PLAN FOR BRADFORD DISTRICT

2021-2025



CONTENTS



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL



BRADFORD
working in partnership

The wording in this publication can be made available in other formats such as large print and Braille. Please call 01274 431000.

FOREWORD

Welcome to the Bradford District Plan. The past two years have been among the most challenging for the whole world. The Covid pandemic has ripped through communities and the impact will be felt for years to come. This is why as a District, we are reaffirming our commitment to the health and wellbeing of all of our residents and aligning our priorities to achieve better health outcomes.



This plan is owned and shaped by the Wellbeing Board. It is focused on our five shared priority outcomes that will drive our collective efforts. We focus on the key elements of wellbeing: from giving children the best start in life to ensuring that there is good work for everyone as well as we tackling future and current challenges around the climate emergency. The plan is also underpinned by the principles of tackling inequalities and giving everyone fair opportunities to achieve their potential.

“We focus on the key elements of wellbeing: from giving children the best start in life to ensuring that there is good work for everyone as well as we tackling future and current challenges around the climate emergency”

The potential of Bradford District is clear: we are the youngest city in the UK and have been named amongst the most affordable places to live and best places to start a business as well as being ranked as the UK's number one opportunity for levelling up through realisation of our ambitions for clean and inclusive growth.

With youth, energy and diversity on our side, a culture of hard work, innovation and enterprise and a wealth of natural assets, Bradford District has all the right ingredients to offer the perfect combination of factors needed to generate sustainable growth while reducing inequalities and increasing the quality of life and wellbeing of our residents. This Plan sets out how we will work together to deliver these ambitions.

**Dr Sohail Abbas and
Council Leader Councillor Susan Hinchliffe**

SUSTAINABLE DEVELOPMENT GOALS

The Wellbeing Board has adopted the United Nations Sustainable Development Goals. These are 17 social justice-based goals for people, places and the planet.

They focus us on caring for our environment, reducing inequalities, improving lives. Some goals relate clearly to one of the **five outcomes** of this plan or to the work of a particular partnership. Others such as 'No Poverty, Reduced Inequalities, Climate Action' are cross-cutting – everyone will need to contribute to these. Committing to these long-term goals will help us keep sight of the bigger picture as we work on local priorities.



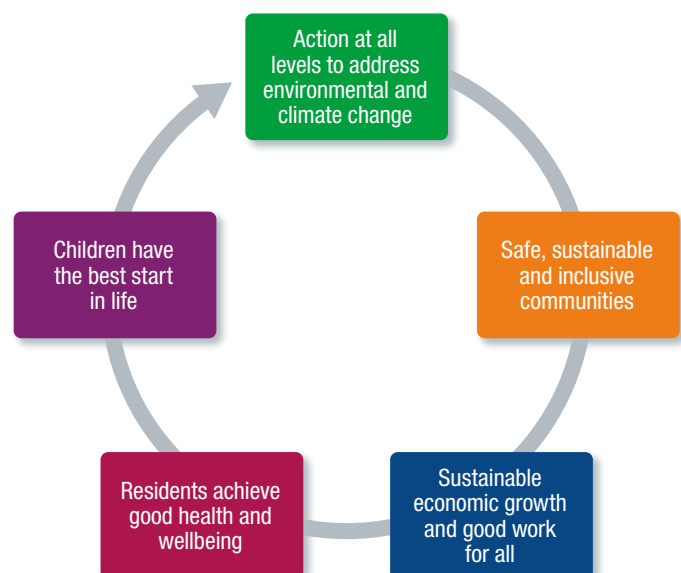
OUR PLAN FOR BRADFORD DISTRICT

This District Plan sets the direction for the family of partnerships that lead key areas of work for the District.



Our Wellbeing Board is the lead partnership and is responsible for making sure that the change programme outlined in this Plan is delivered, and that it is making a difference to people's social, economic and environmental wellbeing.

Together our partnerships will deliver significant change over the next five years. We are honest about our challenges, but also bold and positive about our District's future. We set ourselves a challenge to work together, to do more of what we do well and to embrace change. We are focused on five broad outcomes that will help us to address needs and reduce inequalities in our District. These are:



WHERE WE ARE STARTING FROM – TACKLING INEQUALITIES

The 2020-21 pandemic has changed the way we live and work, and may continue to do so for some time. Longstanding social, economic and health inequalities were made worse during the pandemic.

That so many people and organisations worked together in new ways leaves us with something to build on to create a fairer District and reshape our economy and institutions to be inclusive – to take everyone forward and bring good jobs that every community can access.

This will help us to address the social, economic and environmental inequalities that have driven poor wellbeing and shortened too many lives here for too long.

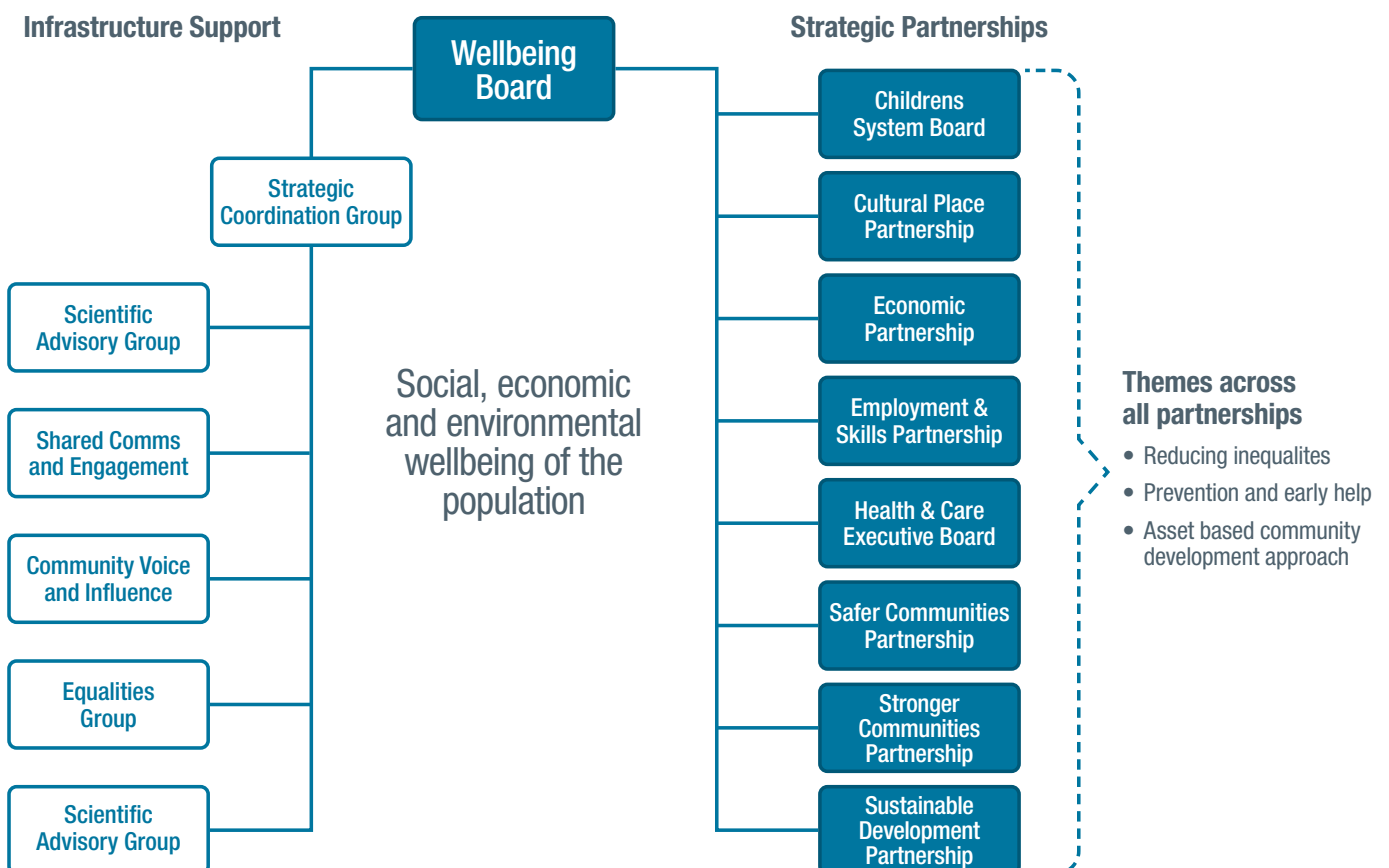
HOW WE WORK TOGETHER

Together our partnerships represent a wide range of public, private, community and faith organisations from across the District. When we work together across organisations, systems and communities we help to create shared values. Together we are more than the sum of our parts, and we can make faster progress on long-standing inequalities in health, prosperity and wellbeing and realise our shared ambitions.

Every partnership will work to be fully representative of the people of our District, building on the tremendous strength and capacity of local people, communities, organisations and businesses. We will bring improvement to all areas of the District, particularly the most disadvantaged.

Each Partnership will develop a detailed plan of action for its area of focus, contributing to our five outcomes. Each partnership will also work to:

- reduce inequalities
- prevent issues becoming problems and provide help as early as possible
- build on our assets and strengths





AERIAL VIEW – BRADFORD



Each Partnership will develop a detailed

PLAN OF ACTION



Our Economic Partnership will focus on bringing in and

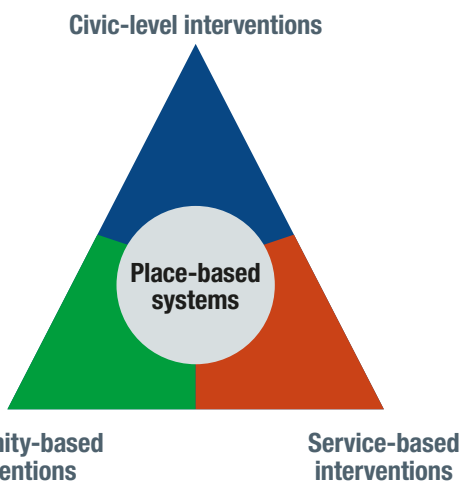
GROWING SECURE AND DECENT JOBS

We will work with and for **communities** to re-design and improve access to **services**, to support people and communities to get involved at a **civic-level** to improve neighbourhoods and the local built and natural environment through volunteering, voting, activism and community-led initiatives. Our Stronger Communities Partnership will lead this work.

OUR AMBITION FOR BRADFORD DISTRICT

We will build a better, fairer and more inclusive future for our District. As the UK’s youngest city we commit ourselves to rebuilding a bright future for our children and young people who have lost out on education, play, leisure and friendship during the pandemic. We will work to reduce the long-term impact of this last year on them and to become a Child and Young Person-Friendly District.

We aim to capitalise on Bradford’s place at the heart of the North. We will work hard to attract new employers and the transport infrastructure that we need, including a city centre Northern Powerhouse Rail station which will act as a catalyst for the unlocking of significant regeneration, growth and job creation. We will support those whose businesses and livelihoods have been damaged during the pandemic to recover. Our Economic Partnership will focus on delivering our economic recovery plan and bringing in and growing secure and decent jobs that pay at least the real living wage. We will create and support opportunities to innovate, to be creative and entrepreneurial. We will ensure we have safe, healthy workplaces where people feel valued and supported. →



Credit: PHE Public Health Data Science based on the original concept by Chris Bently

“We will work hard to attract new employers and the transport infrastructure that we need, including a city centre Northern Powerhouse Rail station which will act as a catalyst for the unlocking of significant regeneration, growth and job creation”



Our bid for City of Culture 2025 will be at the heart of this work, building participation in culture, civic pride and acting as a platform for the growth of creative and cultural industries

Older people and many people with health conditions have also had a very difficult year, having to take extra care to stay safe and well. We will support people to have safe social contact again, and to build back their mental and physical health and wellbeing. Our health and social care sector will work to open a new medical school and to invest in our hospitals.

Our Cultural offer will make a significant and sustainable contribution to our future prosperity and to our recovery, building on our past and recent heritage, showcasing the knowledge and talents of our diverse communities. Our bid for City of Culture 2025 will be at the heart of this work, building participation in culture, civic pride and acting as a platform for the growth of creative and cultural industries.

We will work across the District to support and renew our town centres in Keighley, Shipley, Bingley and Ilkley ensuring that we capitalise on the assets that they represent.

Work to develop a sustainable food supply system will increase the availability of affordable healthy food and help to reduce food insecurity. Investments in sustainable transport will help to improve air quality, alongside our Clean Air Zone.

OUR OUTCOMES

An outcome is a difference that we intend to make. We commit to making a positive and significant difference to these five crucial outcomes over the next five years.



Children have the best start in life



Residents achieve good health and wellbeing



Sustainable economic growth and decent work for all



Safe, sustainable and inclusive communities



Action at all levels to address climate and environmental change

Each one is a fundamental building block for a safe, successful District where children and young people, families, elders and whole communities can thrive.

For each outcome we identify why it is important, the ambition in this area, the priorities that we will address first, and the assets or strengths in the District that will help us to make a difference.





OUTCOME 1

CHILDREN HAVE THE BEST START IN LIFE



We will work together to support children and young people to



**GET ACTIVE AGAIN
AND TO RECOVER THEIR
MENTAL WELLBEING**



WHY IS THIS IMPORTANT?

Every child needs and deserves the chance to realise their full potential. Children thrive physically, intellectually and emotionally when strong, caring foundations are laid in early childhood. We aim to be a truly child and young person friendly District.

Enabling every child to have the best start in life is critical and our focus on that extends right through childhood into young adulthood. Our early years have lifelong effects – on health and wellbeing, on educational achievement and financial security. The best start in life means good wellbeing during pregnancy and in early life. It means high-quality education in every setting. It means having opportunities, access to creative and cultural activities and safe places to live, learn and play in all parts of the District.

The pandemic has had a profound impact on vulnerable children and young people in particular. Many children and young people have struggled to access remote learning, hindering their progress. 2020 shone a light on gaps in attainment, job prospects and life chances. We will work together to support children and young people to get active again and to recover their mental wellbeing. Ensuring that children and young people are at the absolute heart of our recovery is the key to becoming a fair and inclusive District.

“We will put children and young people, and their right to be heard, at the heart of our decision-making and all that we do”

OUR AMBITION

Our ambition is to be a great district for children and young people to grow up in. We are working to become a Child Friendly Community. We will put children and young people, and their right to be heard, at the heart of our decision-making and all that we do. We will support children to be healthy, safe and valued, and to thrive in our education settings, so that young people in any part of the District can achieve their goals. We will listen to how children and young people are doing in terms of their happiness, their health and wellbeing, their feelings about where they live, their educational achievement and skills, their hopes for adult life.



FIVE YEARS ON – WHAT DOES GOOD LOOK LIKE?

Every child starts out with the foundations for good health and wellbeing throughout their lives – families are supported to breastfeed, to provide a safe, warm home, nutritious food, a nurturing family; children have great early play and learning opportunities and an education that enables them to reach their full potential. Families enjoy nurturing and playing with their young children.

Older children and young people feel secure and supported. They enjoy learning, are ambitious, do well and know how to reach their aspirations. Children and young people tell us they love living here and see the District as a great place to grow up. Children and young people reach adulthood with a sense of belonging, purpose, wellbeing and the skills and resilience they need to succeed.

HOW WE WORK TOGETHER

The Children and Young People’s Executive Board leads the plan for children and young people, working with: Employment and Skills Board, Mental Health Partnership – Children’s sub-group, Improvement Board. Opportunity Area Board.

We have some amazing assets in the District to help the Board lead this outcome – the expertise of the Born in Bradford programme and their large community of BiB families, the University of Bradford is the number one UK University for social mobility; fantastic programmes such as Better Start Bradford and Join Us: Move Play target much of their work on reducing inequalities. We have a wide range of child and family-centred services. Children and young people are at the heart of our bid for City of Culture 2025.



UNIVERSITY OF BRADFORD

The University of Bradford is the
**NUMBER ONE UK
UNIVERSITY FOR
SOCIAL MOBILITY**

WE WILL FOCUS ON

Our Children and Young People Plan describes our priorities in greater detail:

- **Children start school ready to learn**
- **Faster progress on educational attainment and achievement**
- **Children and young people are ready for life and work**
- **Keeping the most vulnerable safe**
- **Providing early support to families**
- **Health and social inequalities reduce – child poverty, obesity, oral health**
- **Children and young people shape services and are active citizens**



BRADFORD COLLEGE



TITUS SALT SCHOOL

Related Plans and Strategies:

Council Plan, Children and Young People Plan, Child Friendly Communities Plan, Act Early Plan.

Key Partners:

Council; Clinical Commissioning Group, the Care Trust; the Hospital Trusts, The Institute for Health and Education Research; West Yorkshire Police schools, the University, the FE and 6th Form Colleges; the VCS and business sectors including early years and care providers.





OUTCOME 2

RESIDENTS ACHIEVE GOOD HEALTH AND WELLBEING



WHY IS THIS IMPORTANT?

A healthy population is generally a happy and productive population. Excellent healthcare and preventive health services are an important part of helping all of us to stay well throughout our lives. Our local health and care system is steered by a clinically led Integrated Care Partnership. We 'Act as One' system to develop excellent services and make continual improvements in what we do – helping us to think and act as one system for wellbeing.

What we do over a lifetime has significant impact on our wellbeing and the chance and timing of long-term illness. This link is stronger in areas of higher deprivation where smoking, obesity, lack of physical activity and unhealthy nutrition are more common and lead to early illness and people living shorter lives with fewer years in good health.



Wider factors also shape wellbeing – differences in housing quality; access to green spaces and parks to play, get active and meet friends; income, employment and skills; job security; travel options and workplace conditions all contribute to differences in wellbeing between people. The quality of our surroundings matter.

Over the next five years, we will work with communities and other parts of the public and voluntary sector, supporting people to keep people healthy and well, preventing and delaying much of the long-term illness that we see developing too early in people's lives.

OUR AMBITION

We recognise that we must take a bigger role in the prevention of ill health and in promoting good health. We will do this by providing the conditions in which people can be healthy – not just preventing disease but enjoying full and active lives.

Our co-produced approach will invest in wellbeing in early life, support families to have good wellbeing, have healthy school and work environments that support pupils, school staff and the wider workforce to have better learning and working environments. People at all stages of life to find it easier to be active, eat well, feel better, stay healthier.

Easily accessible services will respond to higher levels of need, providing the right interventions at the right time for better outcomes, responding to the needs of local communities. As a health and care system we will invest more in prevention and use our resources to make big differences for a whole population impact by building a new, socially dynamic partnership.

One where the connections between partners lifts our individual and collective effectiveness. This will require a determined rebalancing of power, enabling emergent communities, influencing changes in our society by focusing on our population as people, not just patients.

FIVE YEARS ON – WHAT DOES GOOD LOOK LIKE?

People and communities feel confident and in charge of their own wellbeing. We are as healthy and well as possible throughout our lives. We live well and age well. Children and young people have happy, healthy childhoods in families and homes that support their wellbeing. This sets them on course to reach adulthood with good mental wellbeing and in good health.

Adults stay healthy, well and active late into life, helping to prevent or delay ill-health. People can live longer in their own homes, with access to high-quality care at home or in care settings when needed.

We prioritise prevention and early intervention. When people need care and support it is proactive, joined up and designed around their needs. Access to services includes digital options.

Inequalities in access and quality of healthcare reduce. The health and care system is a safe, inclusive place to work, becomes environmentally sustainable, helps to reduce causes of inequality.



“We will work to enable everyone to look after their wellbeing and to access high quality integrated health and care services”



WE ACT AS ONE SYSTEM

to develop excellent services and make continual improvements in what we do



HOW WE WORK TOGETHER

Using our collective Living Well approach we will lead health improvement work as a system, the Integrated Care Partnership leads work to improve our health and care services and to ensure that health and social care work well together.

We will work together to identify and tackle the causes of health inequality. We will learn from good practice developed by communities and organisations during the pandemic. We will work to enable everyone to look after their wellbeing and to access high quality integrated health and care services.

We will support other partners and sectors to create healthy neighbourhoods, and address the wider factors that impact on our health and wellbeing.

WE WILL FOCUS ON...

Collaboration, which has become an essential part of a sustainable future. This will allow us to design how we will work as we move to acting as one integrated care partnership. This is reflected in our system philosophy where we 'Act as One' in our approach to planning, recovery and priority setting in our pursuit of improved health outcomes.

Creating **equitable access** for patients that delivers care and treatment quickly and, where possible, within a primary and community setting. Our Primary Care Networks and Community Partnerships are the footprint of service delivery. They will take responsibility for population health needs and lead the development of partnerships that meet local needs. We will make genuine transformation support available to enable partners to implement new integrated models of care, for local people where they live.

By working together as our organising principle, we can take a system approach to population strategy, monitoring finances, and performance and quality

Our **collective partnership resources** which are significant, but finite. By **working together** as our organising principle, we can take a system approach to population strategy, monitoring finances, and performance and quality. Measuring in the here and now how we are affecting the future health of our population. In agreeing priorities and taking difficult decisions together we have more opportunities to improve lives and life chances.

We want to **use the collective resources** of the NHS, local authorities, the voluntary sector and others to improve the health of local people. By securing and integrating our resources we can position them to focus on the greatest need, to deliver best outcomes. Through our public stewardship we can address issues that no one part of the system can address alone; ensuring value by using our resources in the right areas, on the right things.

Relevant Plans and Strategies:

Bradford District Joint Health and Wellbeing Strategy 2018 – 2023; 'Happy Healthy at Home' – a plan for the future of health and care in Bradford district and Craven (2017), 'Better Health and Wellbeing for Everyone' – our five-year plan (WY&H HCP) (2019); Living Well Plan.

Key Partners:

The NHS – the Hospital Trusts and the Care Trust, the Clinical Commissioning Group, the VCS, schools and businesses.





OUTCOME 3

**SUSTAINABLE
ECONOMIC GROWTH
AND DECENT WORK
FOR ALL**



Our economy is worth
£9.5 BILLION
A YEAR
and in a strong position to grow

WHY IS THIS IMPORTANT?

Like the rest of the UK, Covid-19 has had a severe adverse effect on our economic performance and the way the economy is working. Behind the headline statistics are personal hardships and tragedies. We have lost some good businesses, whilst others are struggling. We have some major challenges on skill levels, uncertainty about post-EU trade and the rising cost of living which we will need to work hard to address as part of the post-Covid recovery. Unemployment has risen sharply, particularly amongst younger people and those in our most disadvantaged communities.

Good work with fair pay, security, decent conditions and opportunities to progress is closely linked to the health and wellbeing of individuals and wider society. Likewise, good health and wellbeing support an innovative, productive and flourishing economy whilst unemployment, low pay and poor working conditions contribute to poor wellbeing. Creating the conditions that enable people to secure good work is therefore of critical importance to reducing inequality in income, housing and ultimately in wellbeing.

Our economy is worth £9.5 billion a year, and in a strong position to grow, with FTSE 100 businesses and strengths in manufacturing, distribution and logistics, digital, food and drink, financial services and health and social care. We have a strong foundation for entrepreneurship – voted a top 10 place to start a business and named in the 2nd highest level of entrepreneurship by PwC. Our strong local offer has attracted recent investment from NEC, Channel 4 and PwC. Our thriving cultural sector provides a world class offer.

Our successful Towns Fund bids for Shipley and Keighley mean that we will actively invest in capital and drive the development of our Towns.

During the pandemic, strong partnership work was conducted with the business community in the District, led by Professor Zahir Irani from Bradford University. This makes the case for a number of interventions to help promote a strong recovery for Bradford District's economy.

We will make the case for infrastructure investment in our transport network, particularly for better-connected rail and mass transport to support clean, green growth. Work to secure a city centre Northern Powerhouse Rail (NPR) stop is ongoing; city centre NPR will slash journey times, attract major inward investment and unleash productive potential helping to ensure that Bradford becomes a net contributor to UK economy.

We will attract and grow high value businesses in digital, health and green industries and support local people to develop the necessary skills and knowledge to access these jobs. We will create sustainable, inclusive economic growth through new investment and new types of business, plus growing and improving existing sectors such as health and care. Our procurement will support local supply chains, contributing to the WYCA Sustainable Growth Strategy. Further devolution of funding and powers will help our journey to an inclusive economy with a sense of local connection and ownership.



SALTS MILL

OUR AMBITION

The overall ambition of our current Economic Strategy – ‘Pioneering, Confident and Connected’ for 2018-30 remains unchanged. However, through the work of our economic recovery plan we have built upon and renewed our approach alongside the private sector in the District. We aim to grow skills, jobs, productivity and earnings so that Bradford is competitive in the UK economy, performing above the national average and closing the gap with the rest of the UK. This means:

- 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
- Improving the skills of residents to close the gap with UK skill levels
- Actively investing in the regeneration of our town centres

We will work with the West Yorkshire Mayoral office and with Whitehall to implement our ambitious Economic Recovery Plan which is focused on a better future for all residents and businesses. The value of good wellbeing for our economy is well understood. Our recovery plan and economic strategy focus on inclusive economic growth where everyone can contribute and benefit, to build a fairer, healthier and more cohesive District. We will work with businesses to support workforce wellbeing, improving quality of life, reducing sickness absence and helping to boost productivity.

Our priorities are targeted to provide support to the most disadvantaged groups including those living in poverty, people from Black, Asian and minority ethnic (BAME) communities, those with disabilities, women, and migrants, directing resources to help people into work and to develop the skills to succeed.

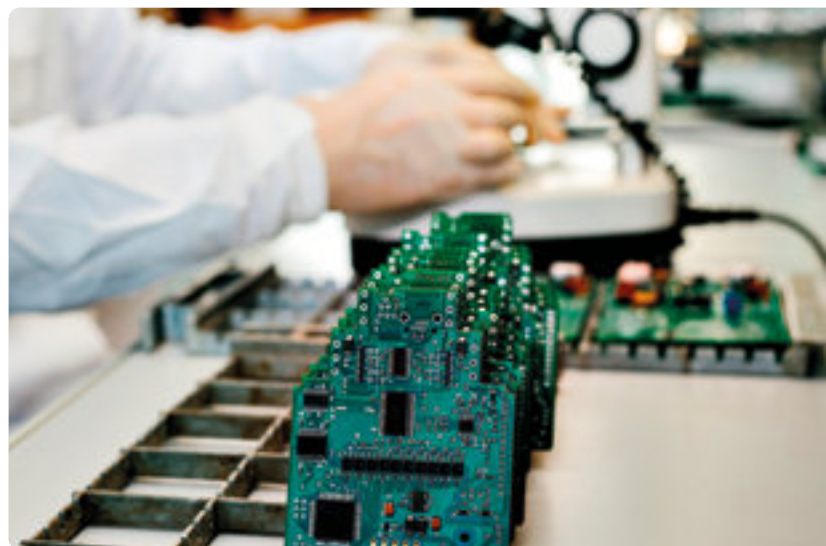
A flexible and agile skills service will provide retraining for people who lose jobs, or are entering the job market for the first time or considering self-employment. We will support people who are furthest from the labour market, including people with learning disabilities, to access work.

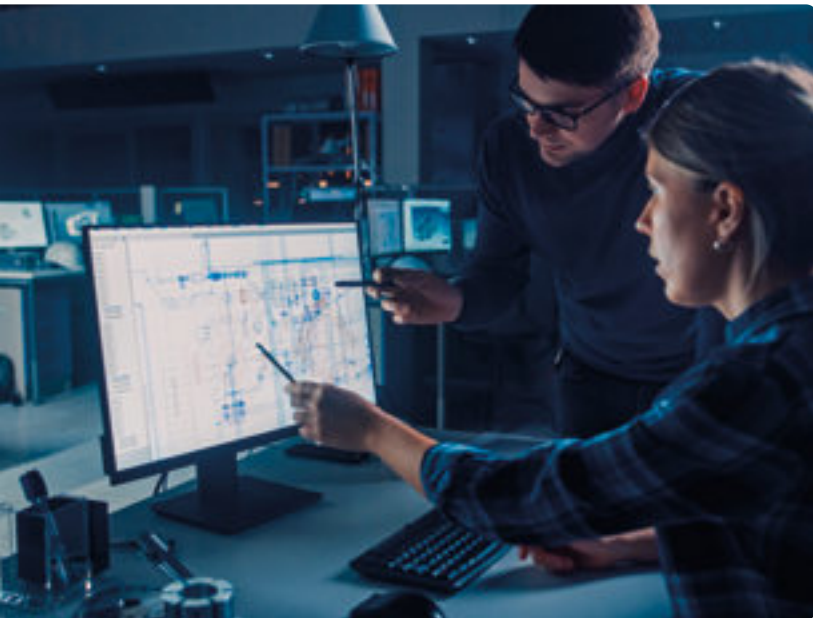
We will create and train for new employment opportunities, particularly in sectors such as health and social care where more staff are needed. Our Recovery Plan will provide a significant enhancement to health and social care training by improving the capacity of the Higher Education and Further Education sector to support a proposed new medical school.

Act Early North will learn from and build on ground-breaking local work by the Bradford Institute for Health Research and the Born in Bradford programme. This will provide policy makers with the evidence needed to develop cost-effective preventive health policy and early years interventions that will improve the health and happiness of families living in Bradford District.

The District’s bid for City of Culture 2025 will support skills, growth and investment in our creative and cultural industries and widen opportunity for employment in this sector.

“We aim to grow skills, jobs, productivity and earnings so that Bradford is competitive in the UK economy, performing above the national average”





Taken together, these actions have the potential to

**CREATE OVER
20,000 NEW JOBS**

HOW WE WORK TOGETHER

This outcome is owned by the Employment and Skills Board and the Bradford Economic Partnership, which sets the direction of economic development and regeneration in Bradford. A team of senior leaders from local businesses and key organisations oversee and drive delivery of our inclusive growth agenda. The partnership provides a credible and powerful voice for the city in regional, national and international forums. The Partnership will be sector-based and will reflect the full diversity of the District, to lead the new Economic Recovery Plan.

WE WILL FOCUS ON...

Five areas of opportunity relating to a 'new economy' based on developments in digital technology, commitments to decarbonisation and the growth of more purpose-driven businesses. These:

- Equip our young, diverse population with the skills and confidence they will need to succeed
- Support businesses to benefit from developments in technology
- Maximise the economic impact of Bradford's diverse cultural assets and distinctive places
- Create inclusive growth and good jobs by accelerating development and transition to a green, sustainable, resilient and connected economy
- Improve wellbeing by enabling people to lead long, happy and productive lives.

FIVE YEARS ON – WHAT DOES GOOD LOOK LIKE?

The District has positive, sustainable, inclusive growth. Entrepreneurs of all ages know where to find support to innovate, start and grow new ventures. These may be community and socially focused ventures as well as business-based. Enterprises start here or move here and choose to stay here. Growth brings good, fulfilling jobs in new, clean and green sectors and filled workforce shortages in key sectors. Inclusive growth has helped to reduce social and economic inequalities, supporting people to live fulfilling lives, enabling communities in all parts of the District to prosper and supporting all the outcomes of this Plan.

- More people in all communities have qualifications at NVQ Level 3+
- Local inequalities in skills reduce, we close the skills gap with the national average
- Employment increases, local disparities reduce, gap with national average trend closes
- Earnings increase, local disparities reduce, gap with national average trend closes
- Productivity of local businesses has increased, creating more and better jobs
- 1,000 new apprenticeships created
- Basic and higher skills improved for 53,000 residents
- 3 Future Technology Centres created.

Taken together these actions have the potential to create over 20,000 new jobs.

“Growth brings good, fulfilling jobs in new, clean and green sectors and filled workforce shortages in key sectors”

Related Plans and Strategies:

Economic Strategy/Recovery Plan, Skills Plan, Culture Strategy, Sustainability Strategy, Transport strategy including Northern Powerhouse Rail, City and Town Centre Improvement plans; City of Culture bid plan.

Key Partners:

Bradford Council, the University of Bradford, the City Region LEP, Chamber of Commerce, the Bradford, Keighley and Ilkley BIDs, Federation of Small Businesses, West Yorkshire Combined Authority FE and Sixth Form colleges.



OUTCOME 4

SAFE, SUSTAINABLE AND INCLUSIVE COMMUNITIES



WHY IS THIS IMPORTANT?

Building safe, thriving and strong communities is central to the work we do together to create an inclusive and sustainable District – a place where everyone can feel that they belong, feel safe, enjoy where they live and contribute to their area and community. Communities with strong social bonds, active community involvement through volunteering and networks, with shared values and common goals are more likely to enjoy lower crime, better health, higher educational attainment and better economic growth.

The work of the two partnerships is distinct but complementary and they share leadership of this outcome to create safer places communities need to thrive and where residents have a sense of belonging and pride in where they live.

The **Stronger Communities Partnership** has social justice, inclusion, diversity and equality of opportunity at the forefront, working in partnership with local people and organisations to create a place where everyone feels that they belong, are understood, feel safe and are able to fully participate in the opportunities the District offers. This enables more people to play an active part, to have a voice in what is being delivered and how – so our services are fit for purpose, helping to solve local needs and issues and accessing the support they need such as language classes and gaining employment and skills. This helps our residents to feel a sense of belonging and equality of opportunity for all.

The **Community Safety Partnership** ensures that neighbourhoods are safe, that hate crime is tackled: that people feel safe on their streets, in parks and green spaces, when driving or moving around; that people are safe at home – both from break-ins and assault, and from domestic abuse and sexual violence. This in turn supports the work to build stronger communities, because people who feel safe are able to take part fully in the life of their communities and neighbourhoods.



OUR AMBITION

The Stronger Communities Partnership brings different voices together from our system and community to bring about real change, where decision making is shared. Initiatives delivered and supported by the Partnership are informed by research, evidence and good practice, providing a person centred and intersectional approach to some of these issues and challenges, where our voluntary and community sector thrives. We recognise that diversity is our strength, and by building on what works and sharing this widely, we can ensure that no community is left behind.

Our Community Safety Partnership builds high levels of trust between the public sector and the public to engage with the range of community safety services and to feel confident that services are doing all they can. We develop solutions together with local communities, whilst also working at West Yorkshire level to tackle impacts of wider, organised crime in our District. Together we work to improve quality of life and engage with partners to support people away from criminality.



FIVE YEARS ON – WHAT DOES GOOD LOOK LIKE?

We see safer neighbourhoods for people to enjoy, particularly in the most disadvantaged areas. We see more settled communities where social capital – connections, co-operation, local organisations – have grown and are thriving. People take a pride in their neighbourhoods which are clean and welcoming, we see kind behaviour towards others – towards neighbours, new arrivals and communities, children and young people, people with a disability. More neighbourhoods have high levels of community involvement and activity, with more people getting involved. This helps people to have a sense of control over their lives, they feel involved and listened to, and this supports their mental and emotional wellbeing.

Signs of success will include:

- More people volunteering and taking part in community action and initiatives
- More people are using their vote
- People are choosing to live, stay and help to create a safe, happy neighbourhood
- Community assets and shops are returning
- More people take part in community-led initiatives such as People Can and Citizen Coin
- People are aware of and have confidence in the work of the Community Safety Partnership
- Violent crime, sexual violence and hate crime has reduced
- Domestic abuse has reduced
- Women and girls are safe and feel safe
- Repeat offending has reduced, fewer first time entrants to the Criminal Justice System
- Victim satisfaction ratings have improved
- Perceptions of crime and safety have improved.



“Building safe, thriving and strong communities is central to the work we do together to create an inclusive and sustainable District – a place where everyone can feel that they belong...”



HOW WE WORK TOGETHER

The two partnerships work together to improve life chances and quality of life for residents especially in places where multiple forms of disadvantage make it even more difficult for people to achieve their aspirations. The Stronger Communities Partnership is made up of leaders of neighbourhood-based services, strategic leaders and representatives of the voluntary, private and faith sectors and local people and communities.

The Community Safety Partnership also has communities and neighbourhoods representatives working alongside the police, the fire and rescue service, the probation service, housing providers and the council's housing and homelessness team. The work of the two partnerships together is cross-cutting, supporting the other partnerships and helping to deliver broad wellbeing priorities by addressing issues including:

- Poverty
- Childhood development and educational attainment
- Healthy lifestyle and mental health
- Neighbourliness, a sense of belonging and respect for others
- Access to decent accommodation.

“The work of the two partnerships together is cross-cutting, supporting the other partnerships and helping to deliver broad wellbeing priorities...”



WE WILL FOCUS ON

To build stronger communities we focus on:

- **Getting On** – by supporting economic participation and language skills.
- **Getting Along** – by promoting greater interaction, dialogue and understanding between people from different backgrounds; ensuring people fully understand their rights, freedoms and responsibilities.
- **Getting Involved** – generating and connecting people to opportunities to participate in community and civic life and strengthening leadership.
- **Feeling Safe** – tackling hate crime and the fear of hate crime so that everyone feels safe.

To build safer communities we focus on the issues that blight areas and reduce people's sense of safety.

To build safer communities we focus on:

- **Tackling serious and organised crime** – by targeting knife crime and gang-related crime, working locally and at West Yorkshire level, and Reducing reoffending.
- **Ensuring that women and girls are safe and feel safe** – through work to prevent and reduce domestic abuse and sexual violence, around 80% of which is directed at women and girls.
- **Preventing and tackling anti-social behaviour** – by focusing on common issues that cause neighbour disputes.
- **Reducing anti-social and dangerous driving** – through our Steerside Partnership.

Relevant Strategies and Plans:

Community Safety Strategy, Anti-Poverty Strategy, Housing and Homelessness Strategies, the Stronger Communities Strategy, and District Shared Values.

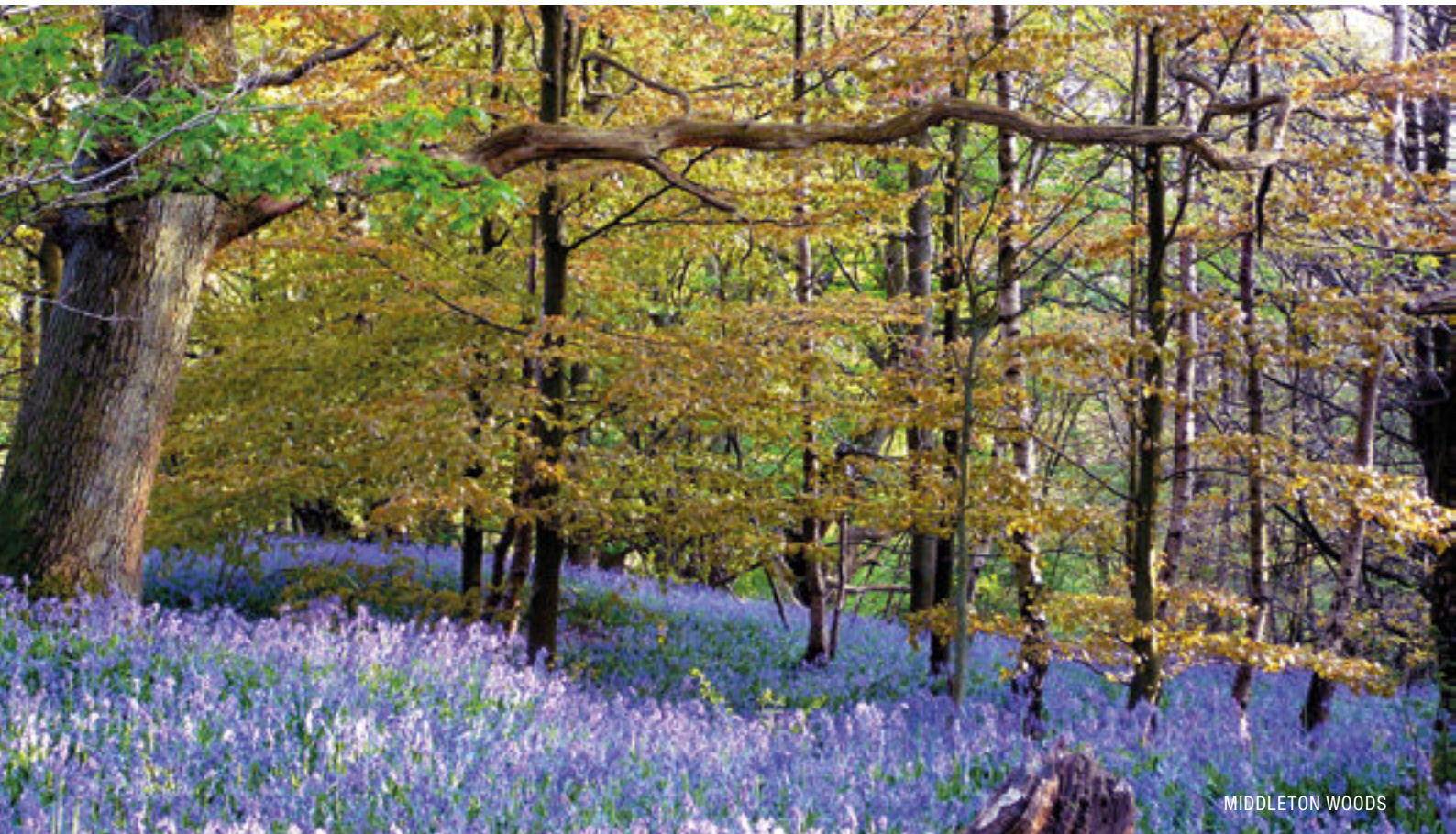
Key Partners:

VCS and Faith sector, People Can; CABAD, CNET, WY Police, WY Fire and Rescue Service.



OUTCOME 5

**ACTION AT ALL LEVELS
TO ADDRESS CLIMATE
AND ENVIRONMENTAL
CHANGE**



MIDDLETON WOODS



ESHOLT

Climate change will have the greatest negative impact in low-income areas and on the most vulnerable people, whose housing may be poorer quality, uninsulated, and unsuitable for extremes of temperature. Extremes of heat and cold impact on many aspects of wellbeing. Residents and business owners who are unable to get flood insurance may suffer stress and financial loss.

The Partnership will support, create and attract new and greener jobs in local businesses and bring improvements in our buildings, infrastructure, services and natural environment. Our plan for a green economy, green jobs and better lives will address fundamental challenges and support the equalities agenda, reducing health and social inequalities.

WHY IS THIS IMPORTANT?

Our District needs an ambitious, joined-up and investable approach to the economy that embeds a focus on protecting our natural environment in our economic thinking and planning. This brings many opportunities for new local community and business ventures and for residents to get involved in protecting and improving the natural environment.

The District must be ready to meet the challenges of the Climate Emergency, and global and local environmental imbalances. Covid-19 has exposed vulnerabilities and other shortfalls against the 17 UN Sustainable Development Goals adopted by the Wellbeing Board. Creating environmental sustainability ensures future generations will still have the natural resources needed for an equal, if not better, way of life to that of current generations.

“Our plan for a green economy, green jobs and better lives will address fundamental challenges and support the equalities agenda, reducing health and social inequalities”

OUR AMBITION

All citizens of Bradford District appreciate how a sustainable lifestyle supports their wellbeing. People from all walks of life, especially the most disadvantaged and vulnerable are participating in co-design and decision-making to shape initiatives and to benefit from them.

'Business as usual' is no longer enough. The University of Bradford is helping us shift the focus from economic growth at any cost, to a caring approach to the environment. We will minimise waste, reuse and recycle resources, reshape supply chains to reduce the need to move goods. Our partnerships better understand, plan and deliver on climate and environmental challenges and opportunities. Business and commercial initiatives underpin and unlock our ambition for clean growth and decent work for all. Many opportunities for improvement in the Sustainable Development Partnership (SDG) goals are in play. Robust business cases and investment propositions are leading to **delivery** of real-world and tangible business models, products, services and 'green economy' impacts. We understand the benefits of a sustainable approach as we live and work in an improving environment, enabled by a green economy that brings health benefits, cleaner air being the biggest example.



We will...
**RESHAPE SUPPLY
CHAINS TO REDUCE THE
NEED TO MOVE GOODS**



FIVE YEARS ON – WHAT DOES GOOD LOOK LIKE?

Our movement for greener jobs is supporting wellbeing and reducing inequalities. Businesses have reset their practices, more of them produce clean and safe products that are life-enhancing and support wellbeing in the home, community and working life. A cleaner, greener economy is helping to eliminate harmful materials and pollutants from the District.

The District is further on track to meet global climate and environmental targets and is becoming an exemplar sustainable place. We are improving biodiversity – increasing the amount and range of plant and animal life – and have increased the capacity of the land to absorb carbon, hold rainfall, slow the flow and hold back flood water.

Business members make the critical connections to early years, schools, colleges and other initiatives that progress a child-friendly district and enhance life-chances. Commercial opportunities in health and wellbeing demonstrate sustainable development credentials.





BRADFORD INDUSTRIAL MUSEUM



BINGLEY – FIVE RISE LOCKS



ILKLEY



Priorities include
**NEIGHBOURHOOD
 REGENERATION,
 TRAVEL, TRANSPORT
 AND INFRASTRUCTURE
 INVESTMENT**

HOW WE WILL WORK TOGETHER

The Sustainable Development Partnership (SDP) was established in 2019 to bring together leadership from across business, key organisations, the Council and the Combined Authority to help Bradford develop and realise its ambition of becoming a thriving, inclusive and sustainable District. It will support the delivery of the Sustainable Development Action Plan alongside all Partnerships and Partners.

All plans and strategies will address resilience to climate change, mitigating its impacts and protecting and maximising the benefits of our natural environment. Our Local Plan will ensure development does not add to excess heat in urban areas or worsen the risk of flooding. Our approach to new and existing housing will consider how homes and buildings can remain comfortable for residents in both heat and cold.

WE WILL FOCUS ON

Enabling the delivery of priorities across a number of strategies. Our partnership work will unlock opportunities and accelerate progress on a sustainable, inclusive economy to bring new opportunities to all Bradford District’s communities. Priorities include:

- Neighbourhood regeneration, travel, transport and infrastructure investment
- Sustainability of existing businesses and inclusion of sustainability in new businesses
- Five sustainable development initiatives under the banner of ‘green economy’
- Climate Action in response to Climate Emergency Declaration
- Improving Air Quality via the Bradford Clean Air Plan.

Relevant Strategies and Plans:

Council Plan, Economic Strategy and Economic Recovery Plan, Climate Emergency Declaration, Joint Health and Wellbeing Strategy, CYP & Families Plan, Community Safety Plan, Stronger Communities Strategy, Housing Strategy, District Workforce Development Plan, Clean Air Plan, Transport Strategy.

Key Partners:

A range of business partners, the VCS, Incommunities, University of Bradford, WYCA, Bradford College, Keighley College.

BRADFORD DISTRICT SHARED VALUES



WE PROTECT

each other and the world we share so that everybody can be happy, healthy and safe

WE SHARE

ideas, resources, knowledge and skills as well as our challenges and opportunities

WE RESPECT

ourselves, each other and our communities

WE CARE

for each other and treat each other with kindness









City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL



BRADFORD
working in partnership

The wording in this publication can be made available in other formats such as large print and Braille. Please call 01274 431000.