



BRADFORD
working in partnership

Bradford District Partnership Area Self-Evaluation 2009

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This is Bradford District

This section provides an introduction to the District and the Bradford District Partnership. It sets out our vision and priorities and the key challenges facing the Bradford District.

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The Bradford District is a vibrant and unique place full of contrast and diversity. It is the fourth largest metropolitan district in England and Wales, covering an area of 370sq.k and with a total population of half a million.

Our population reflects both our proud Yorkshire heritage and a rich diversity, renewed by generations of migrant enterprise. Our District has the fastest growing population of any area outside London, and one that is predicted to increase by 28% overall by 2030. Our economy is the third largest in the region, worth around £7 billion; around 15,000 businesses provide 195,500 jobs, 78% of which are held by local residents.

Whilst 77% of our population live in the urban areas of Bradford, Keighley and the Aire Valley, unlike many other metropolitan districts ours is two-thirds rural, with a range of extraordinary moorland and woodland landscapes that draw many visitors to enjoy our countryside. The District also enjoys a rich built heritage, including the World Heritage site of Saltaire, Little Germany and the redeveloped

Lister's Mill site, 57 conservation sites and a wealth of magnificent Victorian architecture.

The key challenges facing our District are set out in Section 1.3. A more detailed portrait of the District is laid out in the key document for the local partners and partnership: **The Big Plan for the Bradford District 2008-11**, our Sustainable Community Strategy.

Bradford District Partnership (BDP)

Bradford District Partnership is the Local Strategic Partnership for the Bradford District. It is the body that brings together the public, private, voluntary and community sectors, working together to improve the quality of life for the District's residents.

As the democratically elected body for the District, Bradford Council plays a central role within the Partnership both as overall community leader and provider of key services, whilst also holding the Partnership to account through its overview and scrutiny function.

However, as we show over the following pages, the BDP partners collectively are delivering community leadership and working together to implement the key improvements and outcomes needed to deliver the vision and priorities for the Bradford District.

This section sets out our District's vision and priorities. Further information on how these were identified is given in **Sections 2.2 - Our evidence base** and **2.3 – Engaging and involving communities**.

From the 2020 Vision to the Big Plan

Bradford District launched “**2020 Vision**” to respond to the Local Government Act 2000. The vision was drawn up following extensive public consultation, and specifically focussed on the priorities “creating a vibrant economy and an enterprising district”.

Delivery of the 2020 Vision was driven by the District's community strategy, which was a separate, albeit linked strategy document.

In response to the Local Government White Paper 2006, we took the opportunity to review the 2020 Vision and embed it within a new sustainable community strategy, to give one coherent “story of the place”.

The process to develop the **Big Plan 2008-11** – our sustainable community strategy – identified the priorities for the District, which then enabled us to identify some key areas for action over the next three years as steps towards the longer term vision, and to prepare for the local-national negotiations to produce the **Local Area Agreement 2008-2011**.

The activity involved in this significant piece of work contributed both to deepening the participation of the District's partners and communities in the development of the Big Plan, and to strengthening community leadership within the Partnership.

Having one combined approach to reviewing the District's vision, identifying the priorities in the Big Plan and the indicators for the LAA, has resulted in a much greater shared understanding of the District, its people, challenges and opportunities.



The District’s Vision

The Big Plan restates the District’s vision:

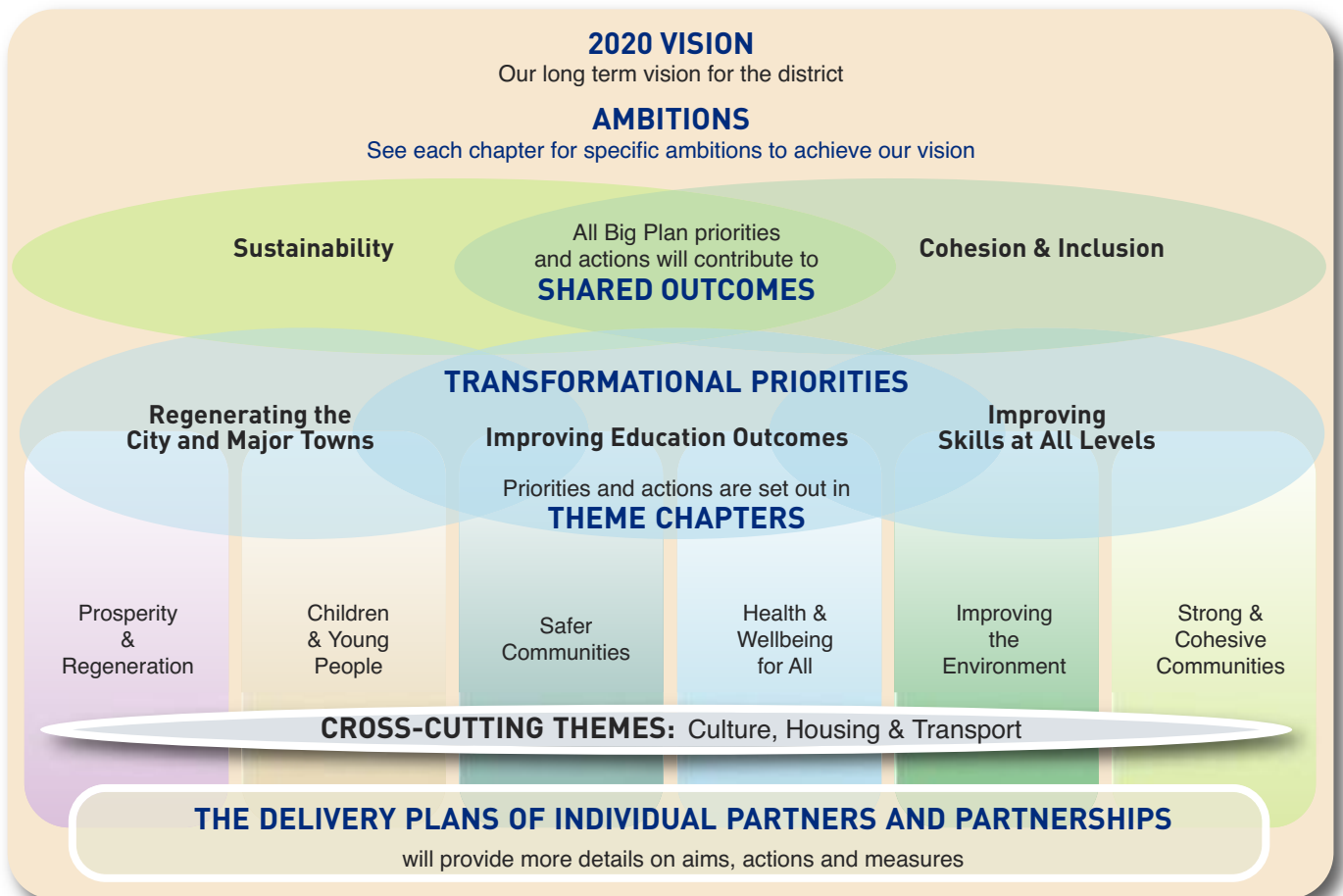
“By 2020 Bradford District will be a vibrant, prosperous, creative, peaceful, diverse, inclusive place where people are proud of their shared values and identity, and work together to secure this vision for future generations.” The Big Plan, p7

The ambitions articulated in The Big Plan aim *“to make the District great again, by realising the potential of its people and overcoming the barriers that many of our communities face, so that by 2020 Bradford will be recognised as the positive face of modern Britain”.*

The Big Plan, p7



Fig.1: Diagram from page 6 of the Big Plan, showing the interrelationship of the vision and priorities for the District



Our Transformational Priorities

At the heart of The Big Plan are three **transformational priorities** which are fundamental to transforming the District and achieving our vision. These are:

- **Regenerating the city** and major towns to create the opportunities and impetus for sustained economic growth
- **Improving education outcomes** to prepare people for an active and prosperous life
- **Improving skills** at all levels to meet the needs of business and build a knowledge economy.

“Our key challenge is to secure long-term prosperity which is shared across communities. This will only be achieved if we invest in regeneration, improve education and equip our growing, young population with the skills to compete in the global economy.”

The Big Plan, p4

More detail on how the transformational priorities were identified is given in **Sections 1.3 – Our Key Challenges**, and **2.2 – Our evidence base**.

Our Shared Outcomes

In coming to these priorities, the Council and its partners also expressed their commitment to shared outcomes to make the District more sustainable and our communities more cohesive and inclusive. These outcomes underpin and connect the ambitions and actions in The Big Plan.

“..Transformation must happen in sustainable ways which support the cohesion of our communities, helping us to secure wellbeing and improve everyone’s quality of life.”

The Big Plan, p7

Sustainability

In recent years, the Council and its partners have started to take action to address sustainability, but we acknowledge there is more to do. Partners have made a commitment in the Big Plan to work together to develop a clearer understanding of sustainability, and a more effective approach to planning and delivering services and wellbeing in sustainable ways – ways which meet our needs without prejudicing the needs of future generations.

“We must search for ways to secure long-term wellbeing and prosperity in ways which don’t waste limited resources, which respect the natural world locally and globally, and which address the long-term needs of the district and its people.”

The Big Plan, p9

Our work will be guided by the principles of sustainable development used to shape national policy:

- living within environmental limits – using natural resources wisely, and protecting the environment and its biodiversity
- ensuring a strong, healthy and just society – sustainable communities promote cohesion, meet the diverse needs of people, and create equal opportunities for all
- achieving a sustainable economy – where prosperity and opportunities are created in lasting ways, which conserve resources and energy, and which are shared widely
- promoting good governance – involving citizens in effective decision making and tapping into their creativity, energy and diversity
- using strong scientific evidence, public attitudes and values as the basis for our planning and action.

Cohesion & Inclusion

“The District will draw strength from its diversity – making full use of the skills, qualities and enterprise of its people – to create a vibrant community and cultural life for all.”

The Big Plan, p7

The District’s partners agreed that community cohesion and greater inclusion and equality of opportunity will grow out of:

- communities being strong and self-confident in their identity, and in being respectful, tolerant and at ease with people from different communities and with the neighbourhoods around them
- public places and services which are accessible to all and ensure equality of opportunity, with ways for all people to influence decisions which affect their lives
- a narrowing of the gap between the most disadvantaged and the rest by action to distribute the benefits of economic and social development more evenly across the District.

Elected councillors have an important role in identifying and delivering all the District’s priorities. However, they have a particular – a unique - role to play in securing these cohesion outcomes, in representing and understanding the needs and views of local people, and in working with them to help shape neighbourhoods and strengthen community life.

Thematic ambitions and priorities

Developing the District’s priorities through consultation with citizens and analysing the evidence we gathered about the future also helped us identify a number of ambitions, priorities and actions which are gathered in six theme chapters in the Big Plan.

- **Prosperity and Regeneration** - including actions to deliver the transformational priorities of regeneration and improving skills, to build on the District’s cultural sector and to improve housing and transport

- **Children and Young People** - including the transformational priority of improving education outcomes, and addressing the 5 Every Child Matters outcomes
- **Safer Communities** – building public confidence, trust and satisfaction, and increasing people’s feeling of safety and security in their homes and neighbourhoods
- **Health and Wellbeing for All** - working together to improve public health, prevent illness and extend productive, independent life, especially for the most vulnerable
- **Improving the Environment** – clean, attractive neighbourhoods, reducing and managing waste sustainably, managing natural resources and reducing our impact on climate change
- **Strong and Cohesive Communities** – working with citizens to help them become actively involved and self-confident, to make their communities stronger.

Important priorities and actions relating to the cross-cutting themes of culture (sport, the arts and heritage), housing and transport are included in the six theme chapters, as are actions to support specific vulnerable groups such as older people and disabled people.

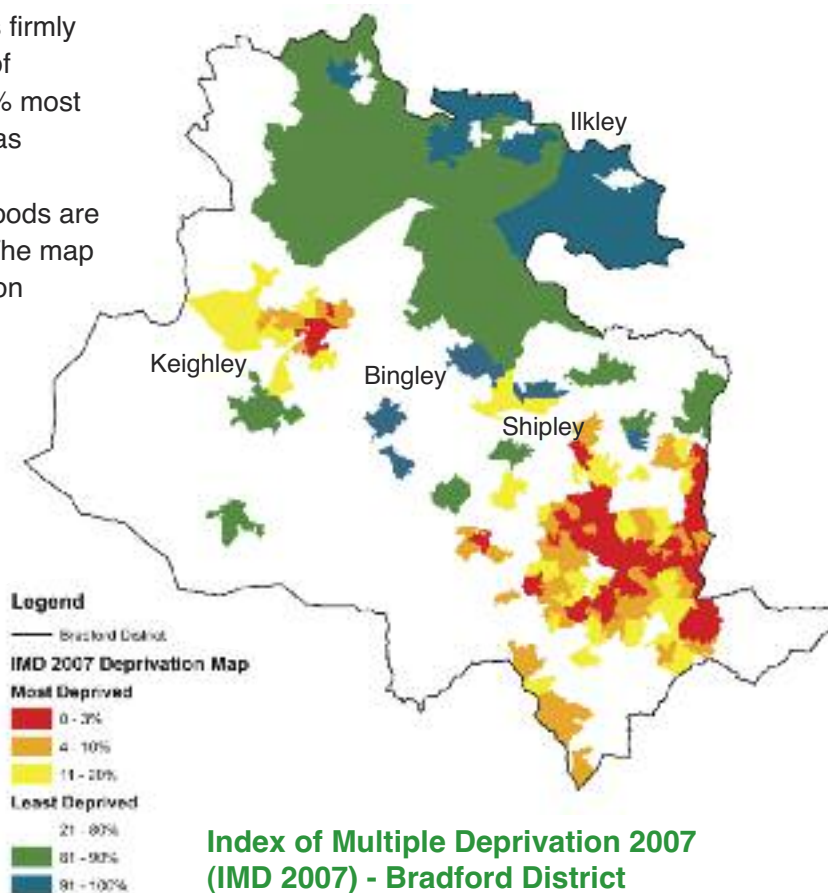
Progress on delivery of our District’s transformational priorities, shared outcomes and six Big Plan themes, and the actions needed to take these forward, are set out in **Parts 3 and 4** of the Area Self-Evaluation.

1.3

Our Key Challenges

As highlighted in the introduction, Bradford District is a place of many contrasts.

- The District ranks 32nd (out of 354) in the CLG Index of Multiple Deprivation, placing us firmly in the bottom 10% nationally with 42% of residents living in areas that are the 20% most deprived nationally and 5% living in areas amongst the 1% most deprived
- Some of our most deprived neighbourhoods are adjacent to much more affluent areas. The map below illustrates the pattern of deprivation across the District (2007).



Index of Multiple Deprivation 2007 (IMD 2007) - Bradford District

We recognise that we face a number of challenges to address the needs of the District and they include:

- An above-average proportion of young people: 23% against 19% nationally
- An increasing elderly population, greater numbers of single older people living alone with the incidence of dementia expected to increase
- A rich mix of ethnic groups with 23% of the population from BME groups compared to 13% nationally
- Economic activity rates in the District lower than the national average, average weekly earnings below the national average and a high proportion of people without qualifications
- The recent stock condition survey found 40% of our private sector stock below the Decency Standard. The 2001 Census showed 23% of residents had no central heating, many of them elderly.
- A high incidence of fuel poverty, affecting an estimated 16% of dwellings and a large shortfall in provision of supported housing for vulnerable groups.
- Life expectancy is just below the national average for both men and women, with men and women from the most deprived areas having a shorter life expectancy
- The mortality rate for all causes of death is substantially higher than the national average with higher mortality rates for Coronary Heart Disease, Cancer and Stroke

- Projected increases in the numbers with learning disability and a higher prevalence of learning disability in the South Asian population.
- A higher than average proportion of our working age population eligible for and claiming Carer's Allowance
- One of the highest infant mortality rates in the country and higher than other areas with similar levels of deprivation
- Educational attainment is significantly lower than the national average for 5 or more GCSEs at grade C or above and at Foundation stage, with particular problems among boys and Bangladeshi groups.
- Nutrition-related problems, including obesity, failure to thrive and poor oral health are widespread problems among children and young people. Obesity levels are higher than the national average with considerable variation in obesity by Ward. Only 60% of children under 18 across the District are registered with a dentist.
- The teenage conception rate is higher than the national average, and three-quarters of teenage pregnancies occur in deprived Wards with majority white populations.

A comprehensive profile of the District and its residents was compiled in March 2007, to provide the context for the preparation of the new sustainable community strategy. Based on that - **'Picture of the District'**, and the intelligence gathered during the Big Plan process in 2007, the local partners agreed that it was telling us that:

- **Our economy needs to be much stronger** in the face of growing global competition if it is going to provide lasting prosperity that is shared more widely.
- **Our population is changing quickly.** Like elsewhere in the UK, it is an ageing population, as people live for longer. But we also have more young people than most other places, and with new communities arriving. Our young, fast-growing and diverse population marks out the District as different to all other northern towns and cities. This presents challenges for our services but also huge opportunities and the potential to provide the skilled workforce needed to power our economy and play a vital role in driving regional economic growth.

- **We need to address the impacts of climate change and over-consumption.** We now recognise that the way we live is wasting resources, and damages our climate. Communities can work together to change the way we use energy and resources so that local action can have a global effect, but this will require us all to make difficult choices – as individuals, families, and organisations.
- **Exclusion, inequality, a lack of cohesion and apathy are threats to healthy communities.** The District has high levels of disadvantage and social exclusion, and diverse and changing communities. We need to build shared values, make services accessible to all, show that resources go to those most in need and treat people fairly. We also need to address the reasons why people don't get involved in local community and social activities and are sometimes not good neighbours – we will support people to be active, involved and responsible citizens.

These key challenges are recognised through the **transformational priorities**, the **shared outcomes** and the **thematic priorities** contained within the Big Plan.

The critical issues identified through the Big Plan process also informed the negotiation of the Local Area Agreement 2008-11.

The Partnership uses its evidence base (See **Section 2.2 – Our evidence base**), which it has been strengthening over a number of years, to maintain its knowledge and understanding of the key challenges, both at the District and local level, in order to refocus its actions where necessary, and to identify what we still need to do to deliver the vision and priorities for the District.

The evidence contained within the **Joint Strategic Needs Assessment (JSNA) 2008** confirmed and reinforced our existing strategic priorities, with regard to the key health and well-being challenges facing Bradford in the next 3 -5 years; evidence from localities and neighbourhoods with regard to crime hotspots informs service responses and locality planning on an ongoing basis.

The following websites give a further picture of the District:

- [Bradford Observatory](#) (under construction)
- [Bradford Observatory Public Health pages](#)
- [Bradford Economy website](#)

Response to the Economic Downturn

The impact of the global economic recession is now being felt by the District. The changing economic picture and its impact on the people and businesses of the District are being closely tracked by the Partnership. Our strategic priorities identified in The Big Plan and our Economic Strategy still stand as the basis for medium and long term prioritised action on the economy and these actions will be developed and refined to reflect current risks and opportunities.

However, we have also worked quickly and collectively to identify a number of short term actions to address the immediate impacts of the downturn.

Actions include:

- Agreeing a **Partners Pledge** to do all we can to help boost the local economy and protect jobs in the District during the downturn
- Initiating a new series of quarterly District **Regeneration Summits** from January 2009 with the first summit focussing on how the Partnership can address the economic downturn, including a range of support for local businesses
- Agreeing an **Economic Downturn Action Plan** with progress being overseen by the relevant elements of the Prosperity & Regeneration Partnership.
- Working in partnership with Yorkshire Forward to establish a regional group to lobby for support on the financial services industries.



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The information in this document can be made available in **LARGE PRINT** and other file formats. Please telephone 01274 432408 for further information