

Bradford Core Strategy Partial Review



Economy and Jobs Workshop

Tuesday 17th September 2019



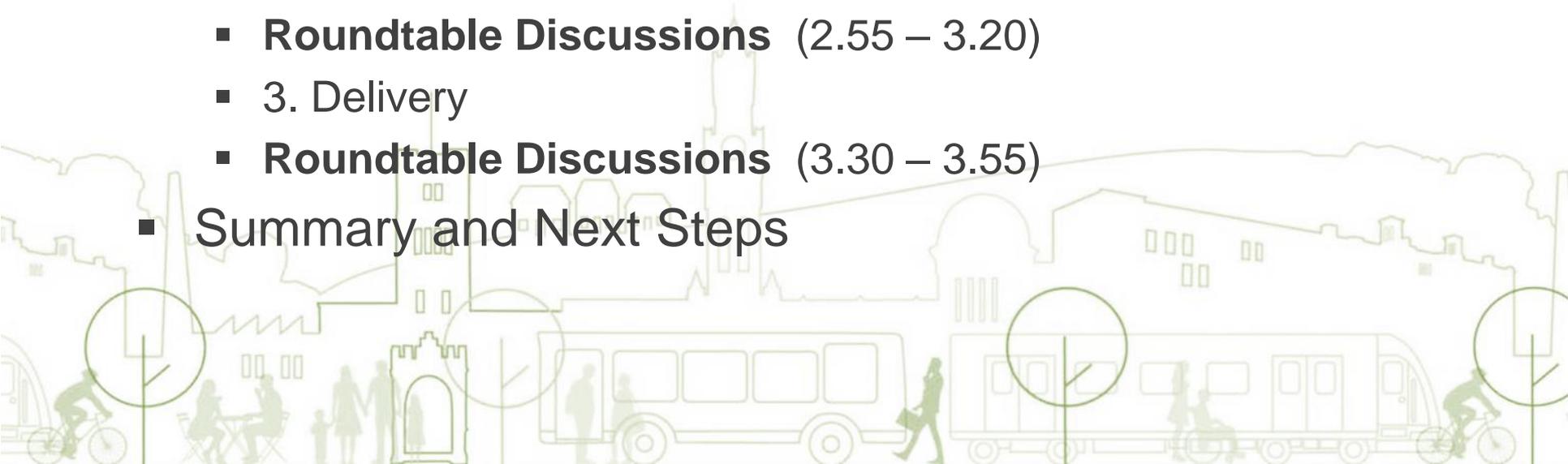
City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

Welcome

Housekeeping

Workshop Overview:

- Introduction
- Jobs and Skills: Our Approach and Priorities
 - Introduction – Plan Overview and Evidence Update
 - 1. Strategic Approach
 - **Roundtable Discussion 1** (2.20 – 2.45)
 - 2. Jobs and Land Requirement
 - **Roundtable Discussions** (2.55 – 3.20)
 - 3. Delivery
 - **Roundtable Discussions** (3.30 – 3.55)
- Summary and Next Steps



Introduction

1. Local Plan Overview

2. Evidence Update

3. Strategic Employment Policy Areas:

- Strategic Economic Growth
- Employment Land and Skills Requirement
- Delivery



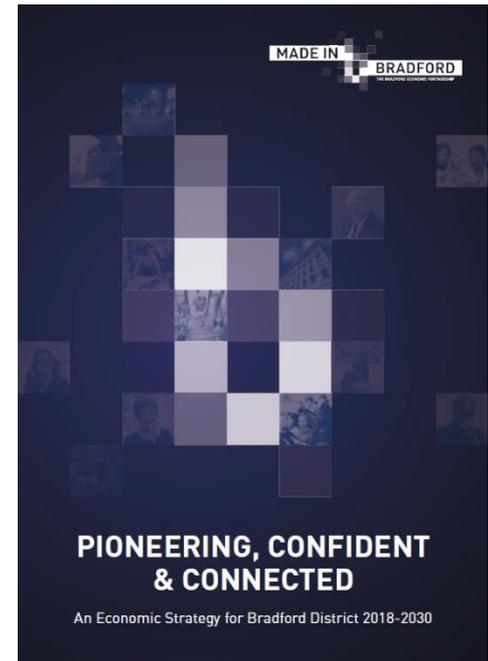
Economy and Jobs: Our Approach and Priorities

Stephen Hay



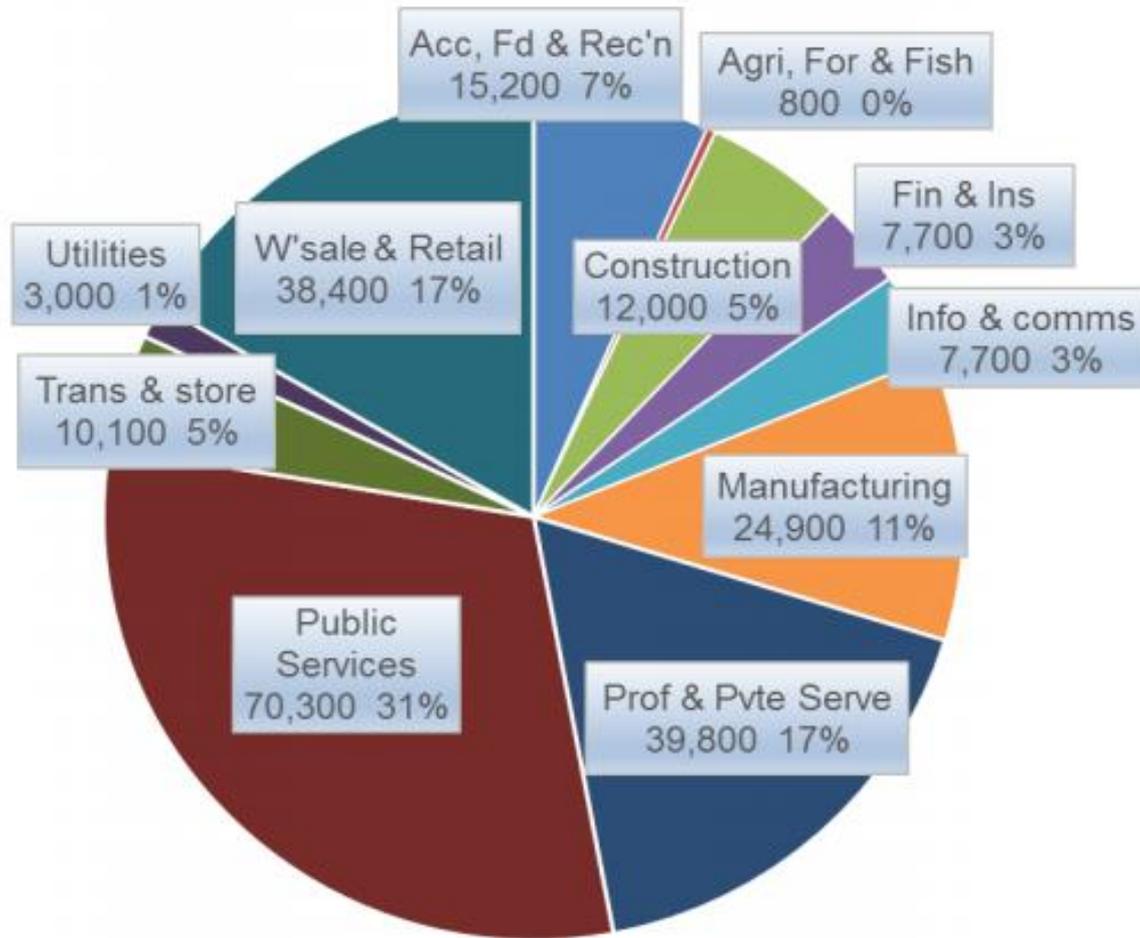
1. Strategic Economic Growth

- Closer alignment with the Bradford Economic Growth Strategy, based upon planning for:
 - **OUR YOUNG AND ENTERPRISING POPULATION**
 - **OUR DISTINCTIVE OFFER**
 - **OUR GROWTH POTENTIAL**
 - **OUR GLOBALLY CONNECTED DISTRICT**



Workforce Jobs

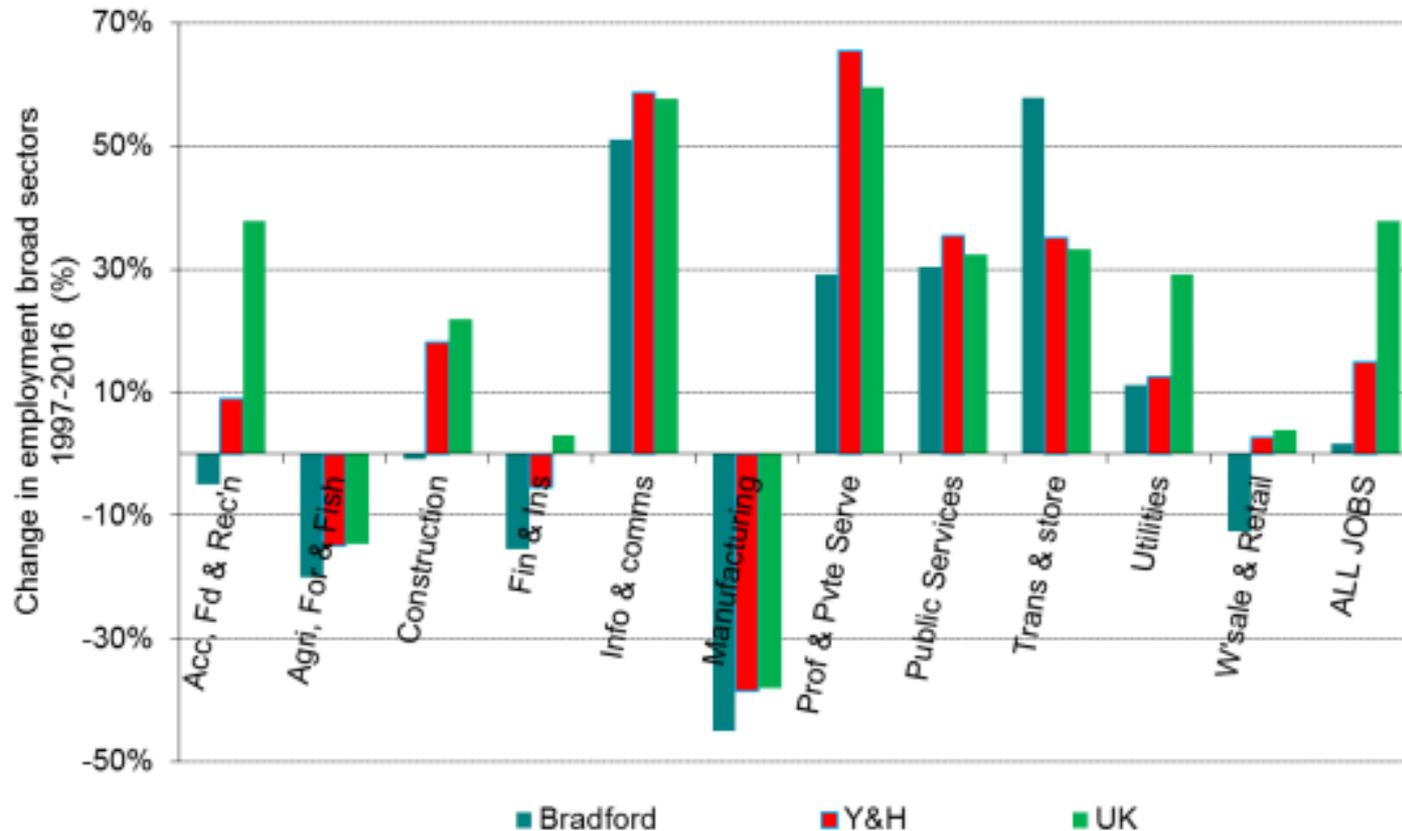
Figure 3.1 Bradford workforce jobs, 2016



Source: Experian (version: Dec 2018)

Changes in Economy

Figure 3.2 Change in whole economy employment – Bradford, region & UK - 1997- 2016

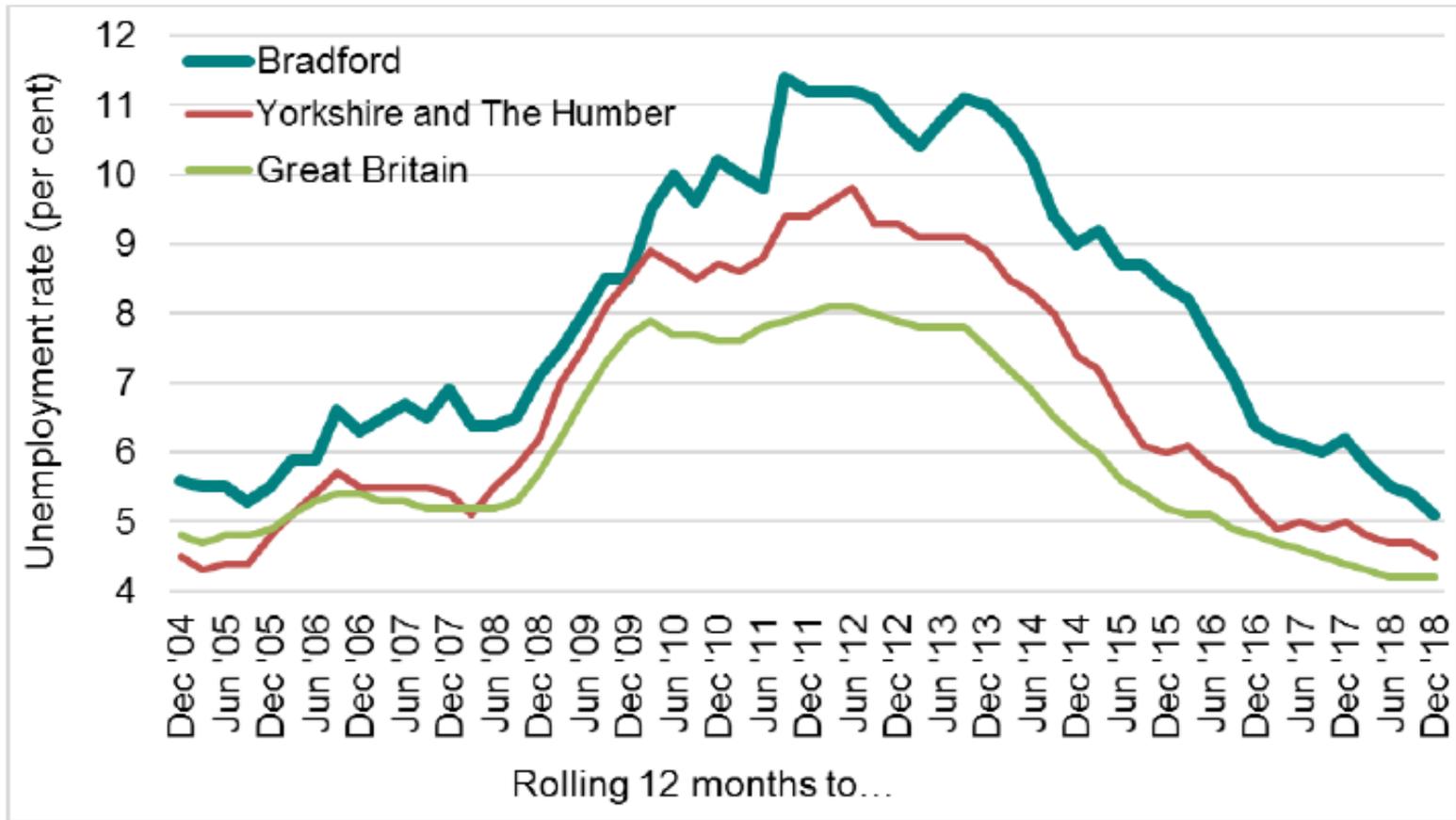


Targeted Sectors and Economic Priorities

- **Bradford** - Retail, Finance and Professional Services, Public Services, Food Production, and Creative & Cultural Industries including Media.
- **Bradford South** - Manufacturing, Distribution and Specialist Construction
- **Airedale** - Manufacturing, Logistics, Professional and Financial Services and Media
- **Wharfedale** - Health, Digital and Professional Services
- **Pennine Towns and Villages** - Health, Hotels/Restaurants and Agriculture

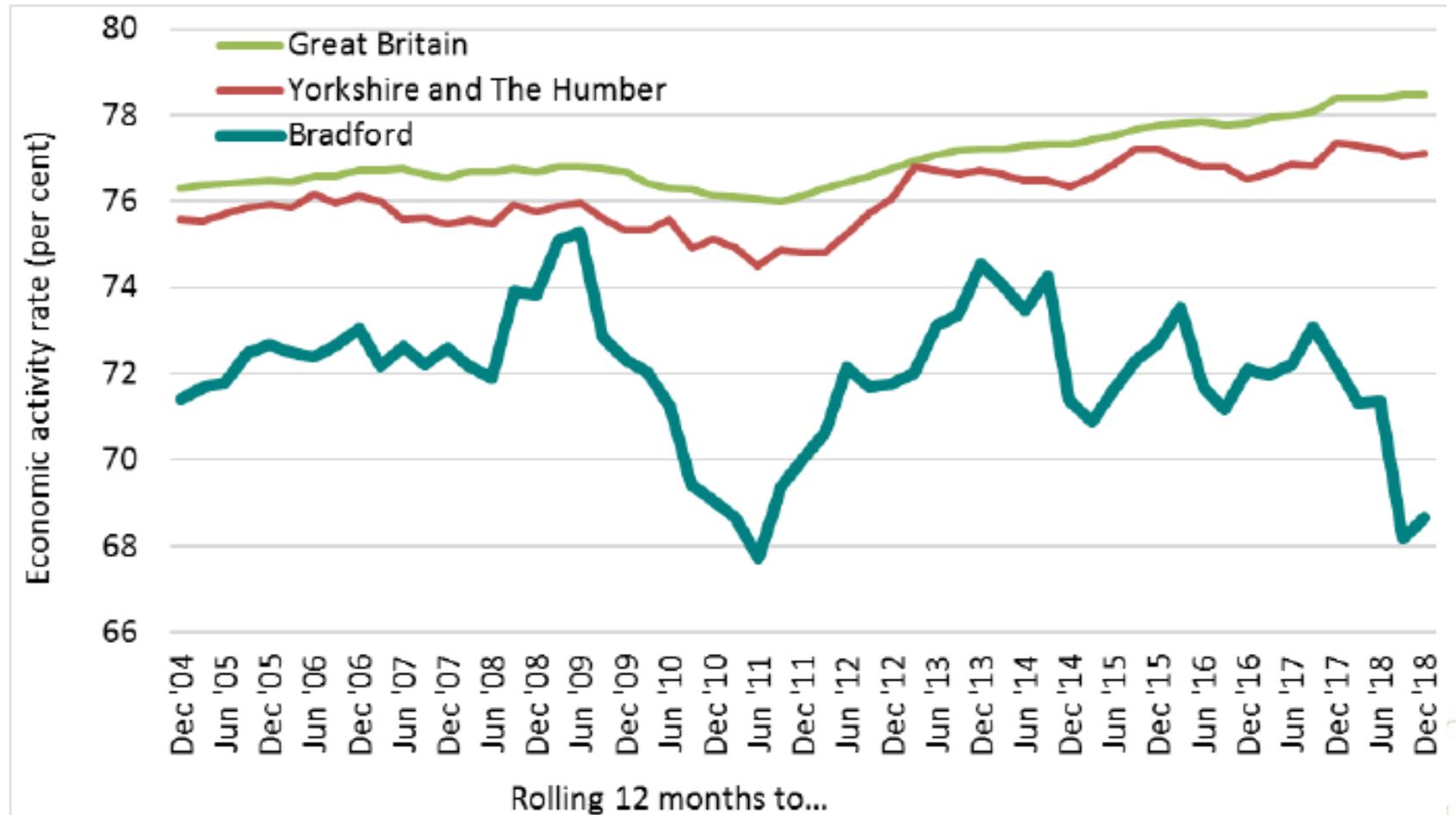


Skills and Training



Economic Activity

Figure 3.6 Economic activity



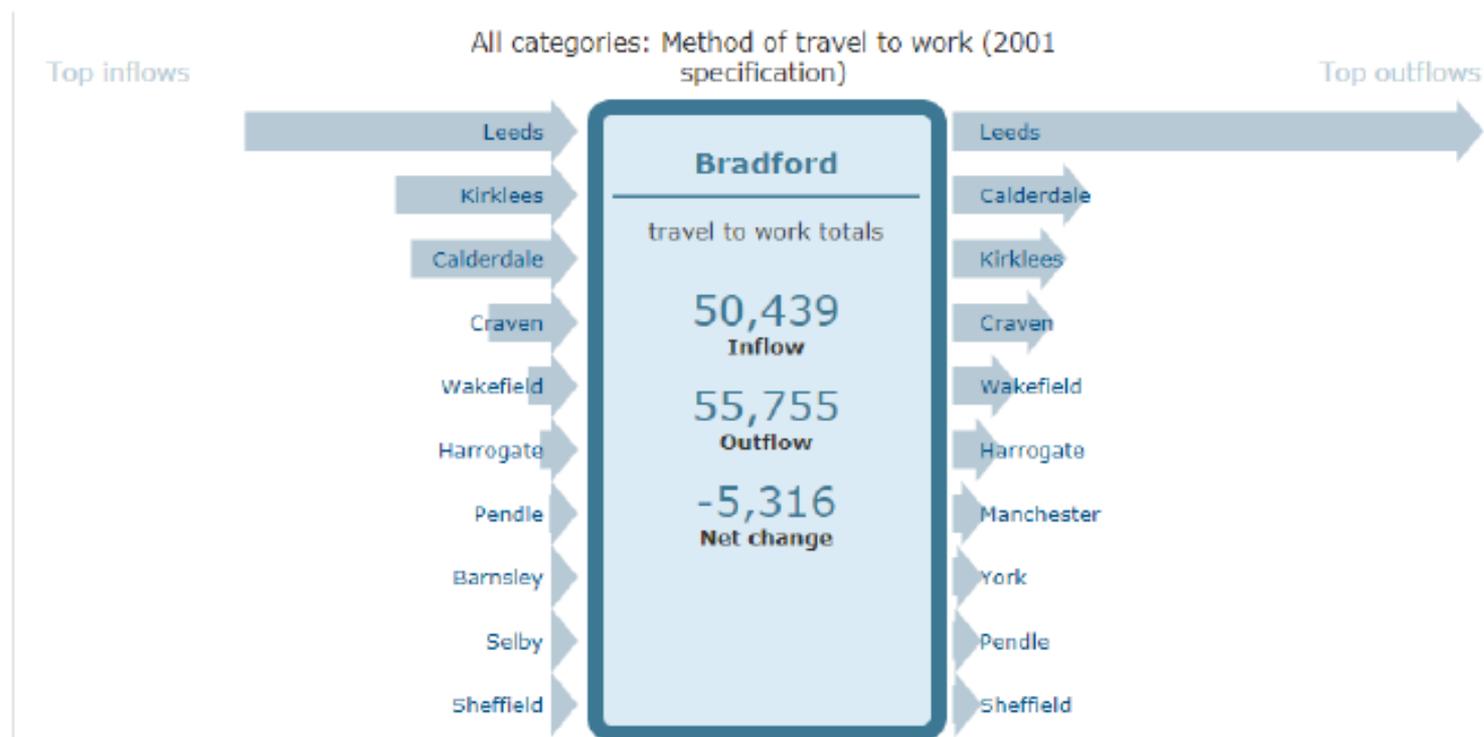
Skills and Training

- Approximately 14% of the working age population in the District have no formal qualifications – double the national average.
- NVQ 1,2,3 and 4 attainment levels for the District significantly lower than regional and national averages.
- Up-skilling residents to ensure they are able to take advantage of future job opportunities;
- Stronger links between jobs and skills;
- **New policy requirement for applicants to supply apprenticeships on all major development schemes;**



Commuting to / from Bradford

Figure 3.9 Commuting to / from Bradford



Commuting totals (all categories: method of travel to work (2001 specification)) for Bradford:

- Inflow: **50,439** person(s) commute into Bradford from other local authorities in the UK.
- Outflow: **55,755** person(s) commute out of Bradford to other local authorities in the UK or abroad.
- Net change: Overall, commuting results in a population decrease of **5,316** in Bradford.

Source: ONS 2011 Census table WU03UK Location of usual residence and place of work

SWOT Analysis

Table 4.1 – SWOT Analysis of Bradford District

Strengths	Opportunities
<ul style="list-style-type: none"> • 'Producer' economy with manufacturing producing a higher Gross Value Added per hour worked than many other sectors • New niche sectors emerging in terms of media and telecoms • Cluster of young wealth creators in Bradford City centre and Saltaire 	<ul style="list-style-type: none"> • Historical in-migration which contributed to a growing population but also provides an opportunity in terms of exporting products • Growing youthful population but need to retain young working-age adults, this will have positive economic impacts • Large pool of labour • To co-operate and work with the Leeds City Region (which has the largest employment base outside of London) rather than be a competitor
Weaknesses	Threats
<ul style="list-style-type: none"> • Slower recovery and growth post financial crisis • Below average qualifications and labour market participation • Poor transport infrastructure in terms of connectivity and capacity of road network which is an issue for both commuters and businesses (particularly in distribution / logistics) 	<ul style="list-style-type: none"> • Loss of younger people (18-20) and working age population (26-64) through out-migration, in particular to Leeds • Difficulty in attracting new talent for employment to the District



Roundtable Discussion 1

1. Strategic Economic Growth

What are your thoughts on the overarching approach to economic growth across the District over the plan period? Do you think the policies will provide the basis of creating a strong competitive local economy?



Jobs & Employment Land Requirement

Market Analysis:

- General lack of good quality office stock
- Strong market demand for industrial space generally
- Latent demand for 10,000-50,00sqft units
- Declining supply of industrial space – historic speculative development, losses to residential and more recently increased demand.
- All industry vacancy rate – 1.3%



2. Jobs & Employment Land Requirement

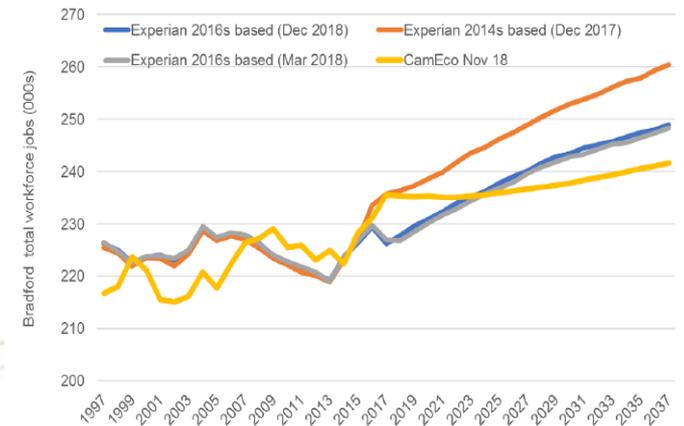
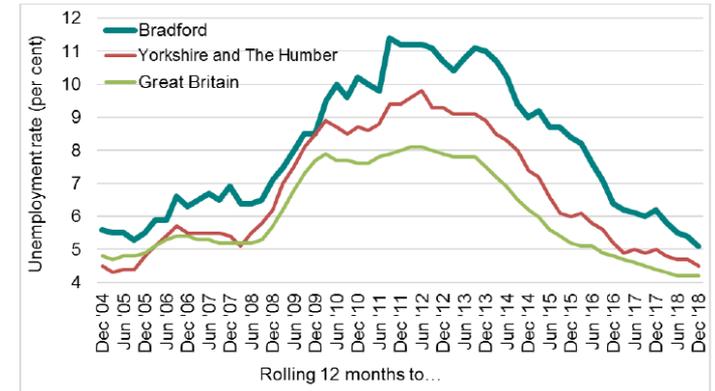
- Employment Floorspace Projections:
 1. Projection forward of past trends – monitoring data meets VOA data.
 2. Experian / REM Model – forecast (generally for 10 years)
 3. Cambridge Model – forecast

Experian is generally more positive than Cambridge. All models have their sector biases. Past trends significantly distorted by ‘big schemes’ such as M&S distribution.



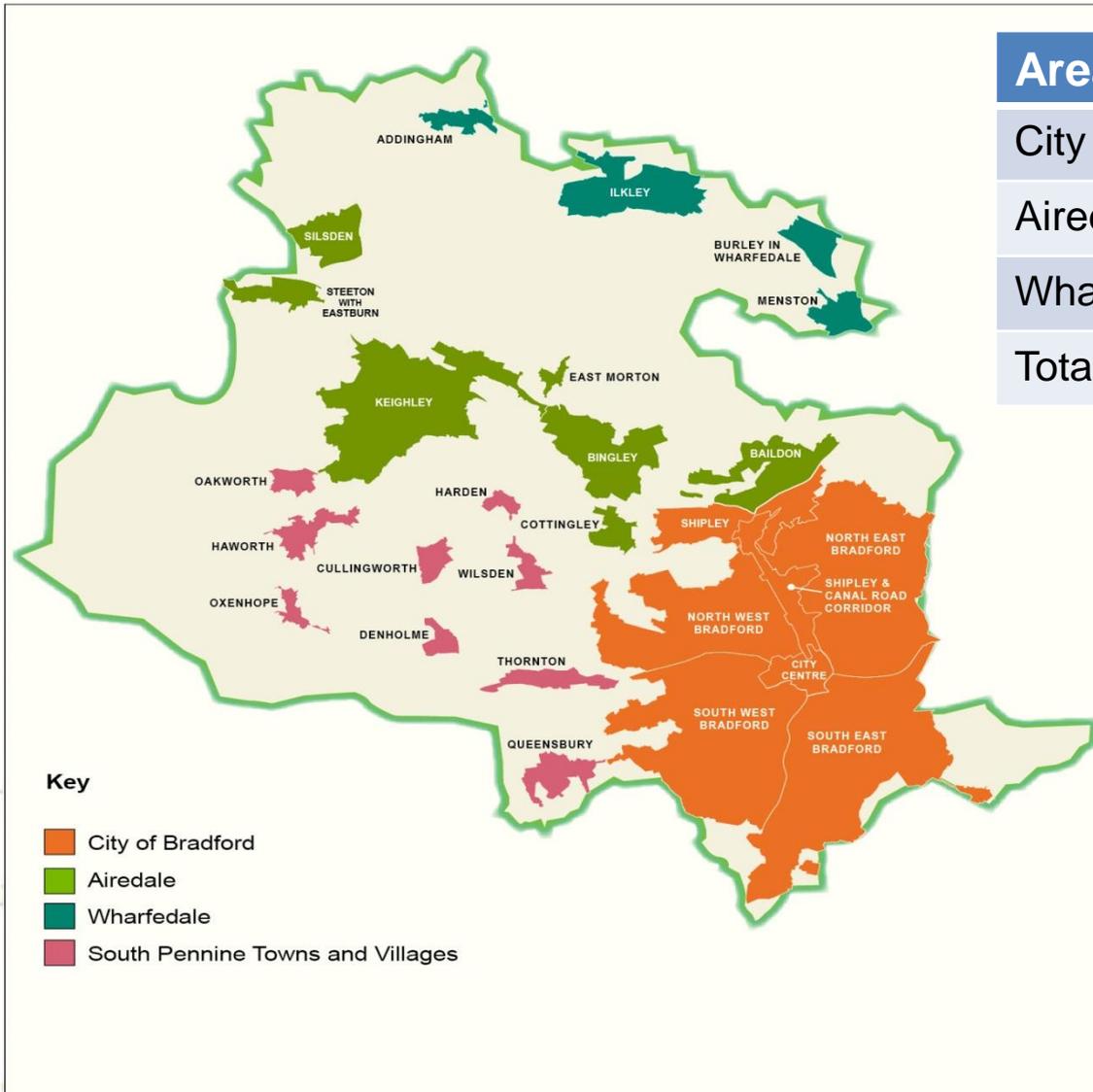
2. Jobs & Employment Land Requirement

- Employment Floorspace Projections:
- Determining the number of jobs and employment land required over the plan period:
 - **Creation of 1,600 job per annum (approximately 27,000 jobs by 2037)**
 - **Delivering a minimum of 60ha of employment land across the District....**

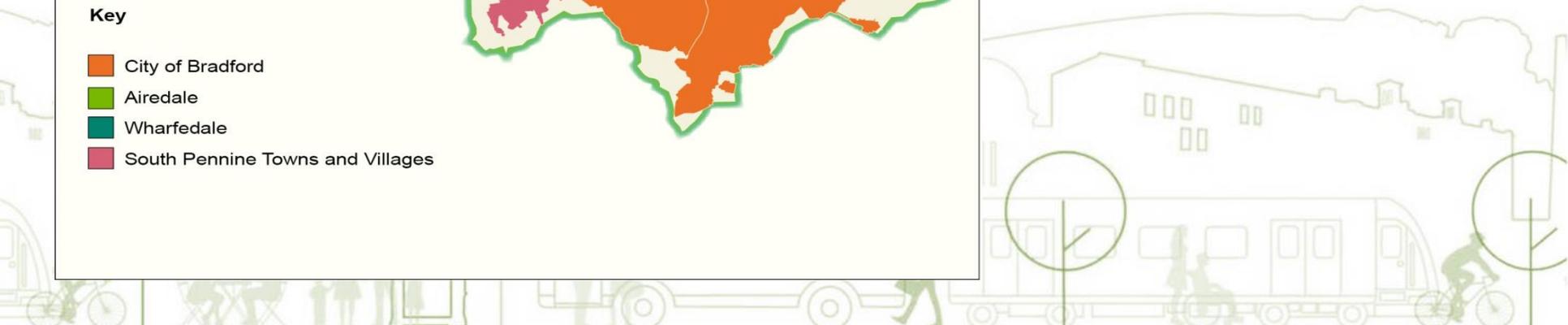


Employment Distribution

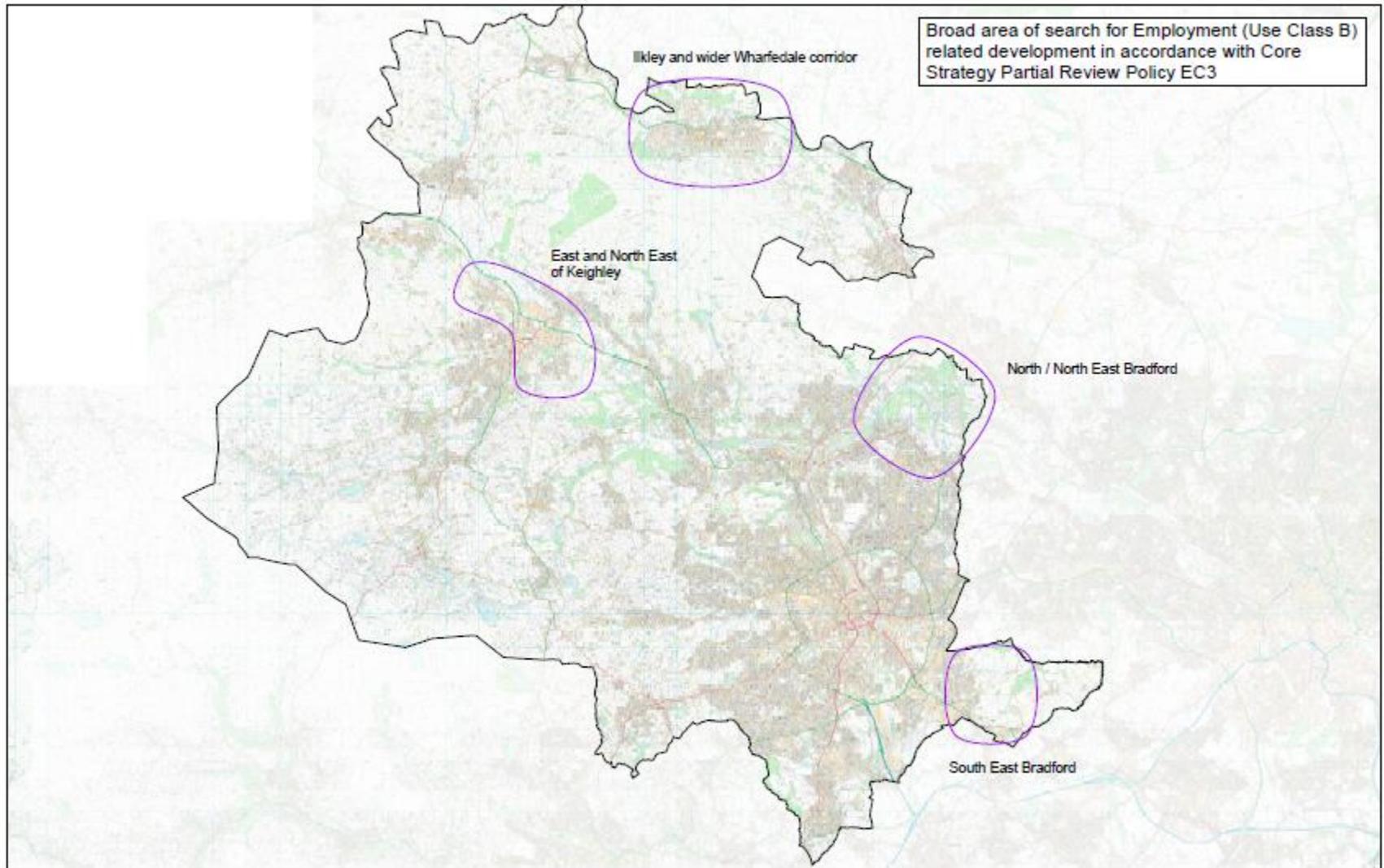
Figure SS2: The District Settlements



Area	Hectares
City of Bradford	40
Airedale	15
Wharfedale	5
Total	60



Targeted Areas of Search



Roundtable Discussion 2

2. Employment Land and Skills Requirement

What is your feedback on the broad levels jobs and employment land to meet our minimum economic growth needs?

What are your thoughts on the spatial distribution of employment land across the three sub-areas of the District (City of Bradford, Airedale, and Wharfedale)?



3. Delivery

- Creating a planning framework to deliver 1,600 per annum across all employment sectors;
- Supporting delivery and attracting new through corporate strategies (e.g. Business Development Zones, Enterprise Zone Initiative) and closer working with partner organisations;
- Alternative forms of delivery including joint venture companies, direct delivery, development partnerships;
- Working with existing business to ensure they have sufficient room to expand existing premises;



Roundtable Discussion3

3. Delivery

What are your views on how the Council will look to deliver the future jobs and employment land requirement over the plan period?

What sort of strategies do we need to put in place to help support economic growth within the City of Bradford, Airedale and Wharfedale? (i.e. Tackling barriers to growth).



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Thank you



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