

# **Bradford Council Plan 2021 - 2025**



**EasyRead Version**

The Council Plan is important.

It shows what we plan to do over the next 4 years.

The Council Plan looks at improving:

- Jobs, job skills and our economy
- Homes
- Schools and best start for the future
- People's safety, health and lives
- Communities
- How the Council works
- A sustainable District (a District that can continue to do well)

Our goals are similar to the previous Council plan.

Due to the coronavirus pandemic we need to look at how we can continue to meet our plan and do the things that we have said in the previous plan.



## Our District



Bradford Council works together with others to deliver services to the many people who live in the District.

Over 8,000 people work at the Council and most of them also live in the Bradford District.



It is made up of the city of Bradford, the large town of Keighley and lots of smaller towns and villages.

The Bradford District is the fifth largest Metropolitan Local Authority District in England.

Lots of people who live here are young and it is very diverse.



This means there are lots of people from different backgrounds and cultures.

Over 10 million people visit the District every year from other places in the country and world.



We are very proud that Bradford and District has been voted as the best place to start your own business in the UK.

Another study shows we were voted as the most improved city in 2019.



The district also has many successful businesses such as in food, engineering, chemicals, technology and things that we use everyday such as gas, electric and clean water.

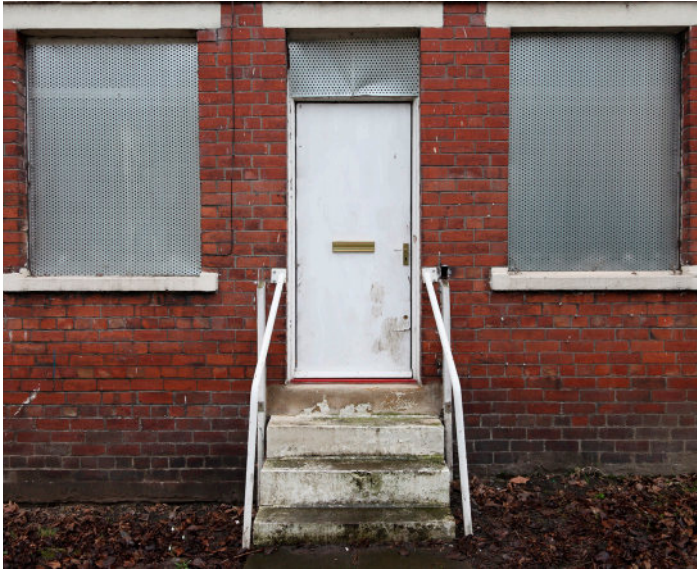


Public services and voluntary and community groups have always worked well to bring communities together.

We do however face some big challenges. Some of them are:



## Poverty



There are lots of people living in Bradford who have very low incomes.

There are some very poor areas and many children who live in poverty.



People who live in the richer areas live longer than people who live in the poorer areas.

People in poorer areas are not as healthy as people living in richer areas.



This means there is a lot of demand for public services for people who live in the poorer areas.

## Connectivity



We need to do more to connect Bradford, Shipley and Keighley to other places by good transport.



Bradford is the largest city in the UK not on a mainline rail station.

It takes too long to travel between all parts of the District and to travel further north.

## Education and Skills



The skills and qualifications that our children receive have got better but for older people they haven't.

This still needs improvement.

## Resources



It is hard for the Council to raise income locally.

This is because many households are on lower Council tax bands than in other parts of the country.



## Living with COVID-19 (Coronavirus)



Over the last few months the coronavirus pandemic has meant we have all had to deal with extra challenges and work in different ways.



It has affected many of the people who live in our District, including those who are already living in poverty and the elderly.



We are concerned about the young people who live in our District and their health.

We are also worried about any changes this may have made to their future chances of getting good jobs and life opportunities.



The way we deliver council services and the way we work has changed since lockdown.

A lot of our staff are now working from home. Instead of actual face to face meetings we are having live video meetings.

## Cross Cutting Principles



### **Equalities must be at the heart of all we do**

We want to include everyone, from all backgrounds and cultures and recognise all that they do in our communities.

We will do this with all our work. The Bradford Equality Objectives also talks about this.



### **Embedding prevention and early help across the system**

We will talk to all our communities about any problems they might have as quickly as possible.

This will help stop things getting worse and put less strain on services if communities work together. Strain means lots of demand on services.



### **Every pound counts**

We will invest our money wisely so that we get the best results.

We will work together with businesses and people who support communities to make sure that new ideas are listened to.





## **Working together**

We will work more in partnership with businesses and local voluntary and community organisations to make sure they are the best they can be.

By sharing ideas we can make services better for everyone.



## **Living Well**

The council will work with lots of different services including:

- Our NHS, doctors and hospitals
- Independent businesses
- Our local voluntary and community organisations



By doing this we will make it easy for people to live a healthier life.

This will help to improve the health and wellbeing for everyone in the district.



## **Safeguarding**

Bradford District will work with partners and communities.

We will do everything we can to make sure that children and adults who are at risk in the District are kept safe.



We will work with our safeguarding children's and adult's board to make sure this happens.

This will be part of everyone's job in the council, not just those who work in social care.



## **Bradford District Shared Values**

We will also use the Bradford District Shared Values.

These are the 4 things that are most important to our communities.

Over 1,400 people helped us to develop them.





**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

## Our plan



This Council Plan will help us to set our priorities.

Priorities are the things that we think are the most important things for us to work on.



It will also help us to set our budgets and decide where we most need to spend our money.



Our priorities cover 2 areas:

- How we support the people who live and work in our District during COVID-19 (Coronavirus)
- How we will work to make sure the District, its communities and businesses have a better long term future.





## Our Priorities

### Priority 1 - Better Skills, More Great Jobs and a Growing Economy

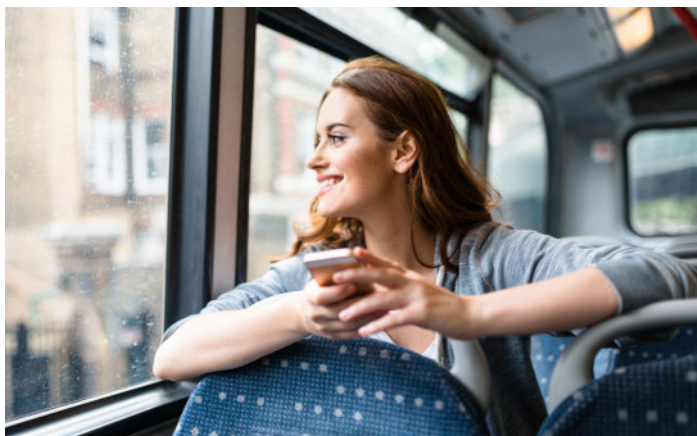
Our ambition – this is what we want to happen.

For our local economy to grow so everyone in the District can be involved and can benefit.



Some of the things we will do are:

- Get people working and give them the skills they need to succeed. This includes people with learning disabilities
- Make sure businesses have access to support to carry on working during COVID-19. This includes financial support
- Make sure people can travel easily to different parts of the District and to other places in the country



## Our Priorities

### Priority 2 - Decent homes



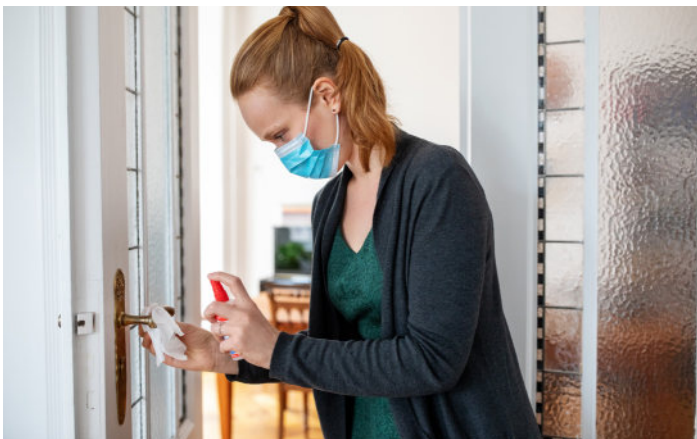
Our ambition – this is what we want to happen.

We want everyone in the District to have a place they can call home that meets their needs.



Some of the things we will do are:

- Have more homes of the right type and quality to meet the needs of people in the District. This includes accessible homes and houses for older people
- Set up and make sure social distancing and infection control guidelines are followed in social housing settings
- Make good use of land and buildings owned by the Council to make new homes for the District





## Our Priorities

### Priority 3 - Good Start, Great Schools



Our ambition – this is what we want to happen

We want all children and young people, from all backgrounds to have the best education they can.



Some of the things we will do are:

- Support schools so they can protect their staff, pupils and families from coronavirus
- Make sure children and young people have the support and equipment they need so they can learn from home if needed
- Make sure all children and young people get the skills and qualifications they need to do well in life



## Our Priorities

### Priority 4 - Better Health, Better Lives



Our ambition – this is what we want to happen  
We want all our people and communities to have happy and healthy lives. We want to improve health and wellbeing and make sure our support services are easy for everyone to access.



Some of the things we will do are:

- Make sure strong control measures are in place to keep coronavirus infection rates down and stop future outbreaks
- Make sure everyone has the same chance of having good health by giving support that meets their needs
- Work to improve air quality, cut down on obesity and get people more active





## Our Priorities

### Priority 5 - Safe, Strong and Active Communities



Our ambition – this is what we want to happen

We want to make Bradford a great place for everyone. We want people to feel proud to call Bradford their home.



Some of the things we will do are:

- Make sure everyone in the community has access to the support they need
- Work to encourage people from different backgrounds to connect with each other
- Tackle crime and fear of crime so everyone feels safe



## Our Priorities

### Priority 6 - Sustainable District



Our ambition – this is what we want to happen

We want to become one of the best councils in the country for our record on climate.



Some of the things we will do are:

- Encourage more people to recycle
- Support people to get funding so they can make their homes more energy efficient
- Make air quality better





## Our Priorities

### Priority 7 - Well Run Council



Our ambition – this is what we want to happen

We want to manage our resources better and make more accessible services for everyone.



Some of the things we will do are:

- We want to make sure our buildings are coronavirus safe for staff and members of the public



- We will work with partners to make sure we spend all our money in a joined up way



- We will provide great customer service to people in Bradford



For more accessible information please contact



11-12 Eldon Place  
Bradford BD1 3AZ  
Telephone: 01274 848150  
SMS / Text: 07535 120222  
E-mail: [enquiries@btm.org.uk](mailto:enquiries@btm.org.uk)

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