

Employment Skills & Prosperous Economy

Why is this important in Bradford District?

Employment is an important determinant of health. Accordingly, a **strong local economy** providing a sufficient quantity and quality of employment opportunities for the local population has a positive impact on health and wellbeing. On the whole, work is good for mental and physical health, whilst unemployment is bad for health. Unemployment is associated with an increased risk of mortality and morbidity, including cardiovascular disease, poor mental health, suicide and health damaging behaviours. In addition to the health benefits associated with an adequate wage, work can provide valuable social interactions, a place to develop and practice skills, and a sense of social participation and contribution to society.

Income and health are strongly associated. Many physical and mental health outcomes improve incrementally as income rises. Income is related to life expectancy, disability free life expectancy, self-reported health and a range of diseases and health conditions. Financial resources determine the extent to which a person can both invest in goods and services which improve health and purchase goods and services which are bad for health. Low incomes can also prevent active participation in social life and day to day activities, affecting feelings of self-worth and status.

Strategic Context

Bradford District is a great northern city and an economy of significant scale. It is a beautiful place, with a stunning architectural heritage, home to enterprising and creative people and strong and productive businesses. Bradford is the **youngest city** in the UK, and is at the centre of the Northern Powerhouse. It is also one of the most international cities in the UK, globally connected by businesses trading across the world. At the centre of the Northern Powerhouse and the UK, Bradford District's economic growth is critical to the wider economic success of the Leeds City Region and the UK.

Bradford District is working to reposition itself in the global economy. The **entrepreneurial spirit** which has propelled our products and innovations around the world still thrives. The next decade will be a crucial period for our economy. The District has great assets to draw upon, including our young and enterprising population, **innovative and productive businesses**, strong knowledge institutions, a tradition of private and public partnership, and increasing momentum provided by the regeneration of our city and town centres.

The [Economic Strategy for Bradford District 2018-2030](#) articulates an ambition to be the UK's fastest growing economy over the coming decade, increasing the value of our economy by £4 billion, getting 20,000 more people into work, and improving the skills of 48,000 residents. The

strategy prioritises actions that will unlock four key opportunities to deliver sustainable growth that everyone can contribute to and benefit from.

- ***Our young and enterprising population:*** ensuring all our people are equipped with the skills and confidence to succeed.
- ***Our distinctive offer:*** using our unique architecture, heritage and cultural assets to create compelling investment propositions and an environment for growth.
- ***Our growth potential:*** building on our business and sector strengths to drive innovation, increase productivity and create wealth.
- ***Our globally connected district:*** improving our transport infrastructure and digital connectivity to strengthen our global trading links and access new markets.

Bradford District has seen great progress in recent years through the creative and business-led regeneration of our city centre, the world-class standing of the University of Bradford, and the wider recognition of our cultural assets. But significant challenges remain: **weak jobs growth, low skills** and a legacy of **underinvestment** in infrastructure, transport and housing. There is also uncertainty around our future trading arrangements and relationship with the EU. Technological innovation, globalisation and environmental pressures are also changing the way we live and work.

Our goal is a high-value, high-skill economy driven by innovative and productive businesses that delivers growth, jobs and **opportunity for all**. A strong and sustainable economy will generate the wealth and prosperity to enable people to enjoy higher living standards and lead healthier lives. Creating more jobs and getting more people into good jobs is at the heart of strategies to increase prosperity in the district.

To do this, the **Bradford Economic Partnership** will direct collaborative actions to shape future growth. Closer partnership working within the Leeds City Region will bring new investment and greater local influence on how and where resources are spent. Working with Government we will seize the opportunities set out in the Industrial Strategy to boost productivity and contribute to the rebalancing of the national economy.

What do we know?

Bradford District is a £9.93 billion **economy**, the **ninth largest in England** and is home to a business community that is the most **productive** of any city in the North of England. We have a powerful culture of enterprise, with high levels of self-employment and business start-ups. Despite this however, a range of economic indicators show that Bradford District has lower than average employment levels and earnings, with higher than average levels of unemployment, workless households and poverty.

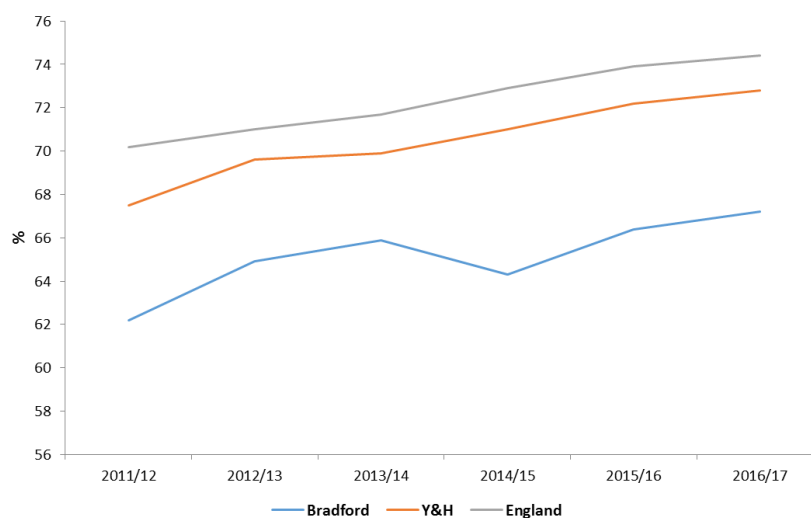
Employment: Bradford District has relatively low employment rates, and higher rates of unemployment than regional and national averages. Bradford District's employment rates have lagged behind the UK rate over the past decade. The average gap over the period equates to 20,000 people, with BME women making up three quarters of our **employment gap**. Bradford District's position within the Yorkshire and Humber region is relatively poor as it has the second lowest employment rate, the third highest economic inactivity rate and third highest unemployment rate of all 21 of Districts in the region.

Employment has risen as the economy has recovered from recession but has not yet reached pre-recession levels. Both unemployment and employment have risen as people who were previously

inactive have entered the labour market to look for work. Skills gaps persist at the top and bottom of the labour market. Bradford District has a high proportion of mid-skilled residents. Evidence suggests that jobs that require these mid-level skills will be most affected by globalisation, technological change and automation going forward.

Bradford District's **employment rate has been improving** and at March 2018, 226,900 of Bradford District's 329,300 residents aged 16-64 were in employment, giving an employment rate of 68.1%. Bradford District's employment rate has lagged the UK and Leeds City Region rate over the last decade but has improved steadily since 2011 when it stood at 61.2%.

Figure 1: Percentage of people aged 16-64 in employment, 2011-2017



Source: Public Health England

The **availability of jobs** in the economy is a key determinant of employment and unemployment rates. Job density (the number of jobs relative to the number of working age people) is low in Bradford District. Bradford District has 690 jobs per thousand work age population compared to 840 nationally. This number has increased slightly over the last four years, whilst the national figure has increased by a bigger margin. The strength of our business base means that per worker, our **productivity is the higher** than any city in the Northern Powerhouse, but our **low jobs density** means we need to expand our business base to create the jobs we need. According to [the Centre for Cities Outlook 2018 report](#), 24% of current jobs in Bradford District are in occupations that are likely to shrink by 2030. Only 10% of current jobs are in occupations that are likely to grow.

For people in work, **healthy workplaces** are essential for a healthy workforce. There were nearly 4,000 illnesses caused or made worse by work per 100,000 workers in England in financial year 2016/2017. This rate has remained broadly flat in recent years, with around 80% of these illnesses being musculoskeletal disorders, stress, depression or anxiety.

Resident based earnings are low with average weekly earnings standing at £476.20 in 2017 compared to a UK figure of £550.40.

Unemployment: Unemployed people are defined as those who are not working, but are looking for work. As of March 2018 there were 104,000 working age adults in the District not in work. Of

this total, 10,500 were classed as unemployed. This is the lowest figure in over 50 years and is equivalent to an **employment rate of 68.1%** and an **unemployment rate of 6.2%**. The unemployment rate is higher than the national and regional average, although is generally reducing year on year.

Figure 2: Percentage of people aged 16+ who are unemployed, 2013-2017

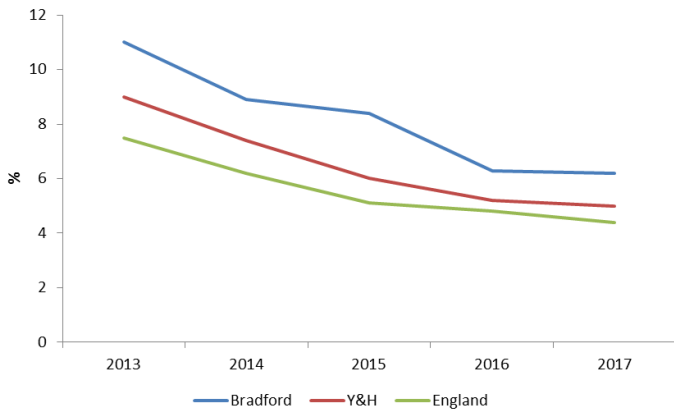
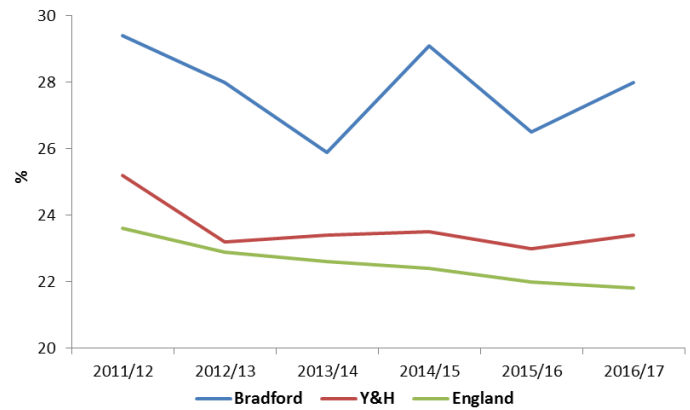


Figure 3: Percentage of population aged 16-64 who are economically inactive, 2011-2017



Source: Public Health England

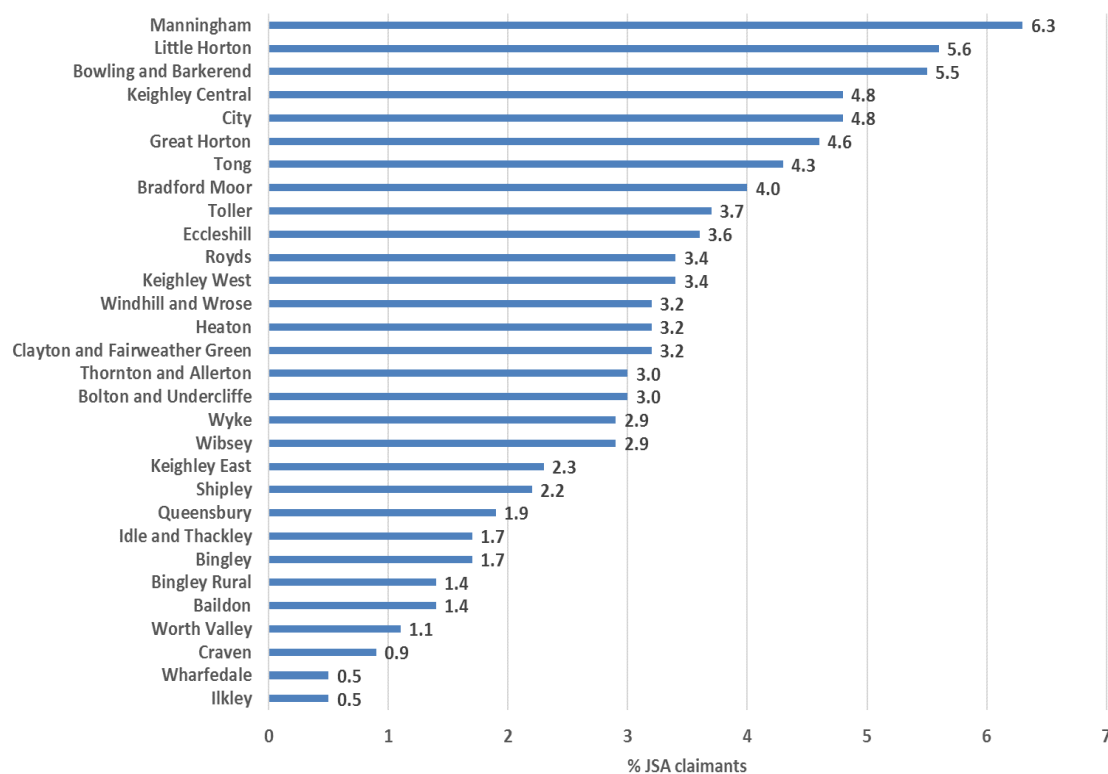
Economic inactivity: The unemployed and the economically inactive represent two distinct categories. Groups comprising the economically inactive include: the long-term sick or disabled, the temporary sick (with no employment), people looking after family/home, students, and retired people. The individual level interventions that may improve the health outcomes of economically inactive people, including helping people back to work where appropriate, are different to those for unemployed people.

As of March 2018 there were **93,500 economically inactive** people. This number has been on an upward trend in recent years. Economic inactivity is much higher in Bradford District than nationally. At March 2018, 28.7% of the working age population were economically inactive compared to 22.7% in the UK as a whole. Of the 93,500 economically inactive, 79,300 do not want a job, which is 84.8% of all inactive residents compared to 77.6% nationally.

According to the 2011 Census **32,398**, or 8.8% of Bradford District's residents aged 16-74 were classified as '**never worked**'. This was more than twice the national average (3.9%) and higher than the averages for West Yorkshire (5.4%) and Yorkshire & Humber (4.4%). More than three quarters of those classified as never worked are female.

Analysis of Census 2011 data shows the inequitable distribution of key labour market variables across the District. Inner city Bradford and Keighley central wards stand out as areas of great disadvantage in terms of high unemployment and economic inactivity rates, but analysis below ward level also shows some significant pockets of disadvantage outside of these areas. The data also highlights how little some areas are affected by unemployment such as Ilkley and Wharfedale wards, where the unemployment rates are well below the District average.

Figure 4: % Job seekers allowance claimants aged 16 and over, 2018



Source: NOMIS

Skills gaps: Skills gaps persist at the top and bottom of the labour market. **14% of our working age population have no qualifications** compared to a UK average of 8.3%. **25% of our working age population are qualified to degree level and above** compared to 37% nationally. Relatively high birth rates and international inward migration ensures the District’s population is growing. The challenge is to reduce the number of talented people leaving the District, providing strong social, economic and cultural reasons and **opportunities** for people to stay.

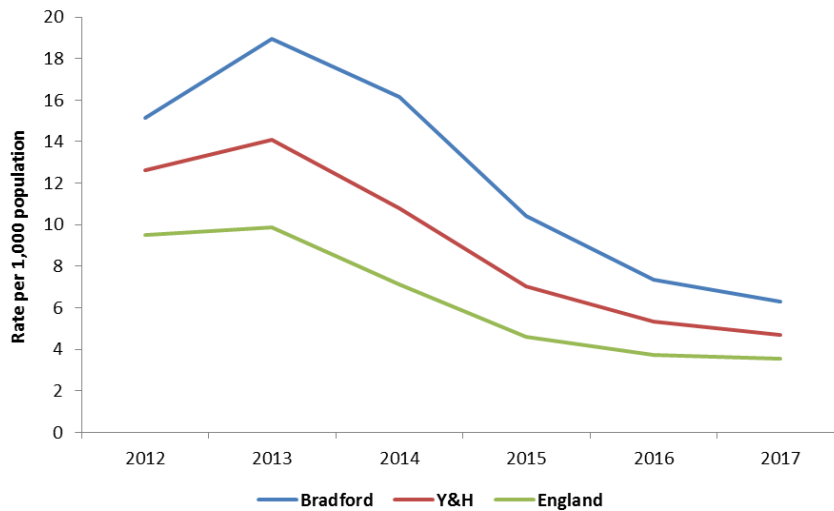
Approximately 46.6% of the working age population in Bradford District is qualified to NVQ level 3 and above. This is below the average for England and is lower than the District’s statistical neighbours. Over recent years the gap between Bradford District and the average for England has remained relatively static at around 10%, but has narrowed slightly in the last couple of years due, in part, to an improvement within the District and a relatively unchanged rate for England.

Out of work benefits: Benefit dependency in Bradford District is relatively high; in November 2016 48,790 working age people in the District were claiming a key out-of-work benefit. This is equivalent to 14.8% of the working age population, higher than the regional rate of 12.5% and national rate of 11.0%. The largest group of claimants are those claiming Employment Support Allowance (ESA) or Incapacity benefits, at 23,650 people. 49.6% of people claiming **Employment Support Allowance** have a primary condition of **mental and behavioural disorders**.

Bradford District has a higher than average number of people claiming **Lone Parent** benefits at 4,860, which is 50% higher than the national average. There are 9,260 people receiving **Carers Allowance** and 6,390 receiving Job Seekers Allowance.

Long term unemployment is associated with poor health outcomes. As of 2017 there were 2,069 long term JSA claimants, meaning that they have been claiming JSA for more than 12 months. This number has **reduced year on year** for the last five years, with the gap to England also closing over this time.

Figure 5: Rate per 1,000 population aged 16-64 claiming job seekers allowance for >12 months



Source: Public Health England

Young people and employment: Young people form 19.2% of the District's workforce aged 16 to 64 years; this is unsurprising given the young population structure of our District.

The economic activity profiles of young people vary considerably by both ethnic group and by gender. Differences in employment, unemployment and economic inactivity levels are greatest between young women. The proportion of young white British women in employment is 56.1%; this is more than double the employment level experienced by young Asian/Asian British women. Part of the reason that the employment rate for young Asian/Asian British women is low is that a relatively large proportion are students, remaining in education. Another factor is the larger proportion of young Asian/Asian British women who are economically inactive as they are looking after a home or family; 11.2% compared to young white British women (6.8%).

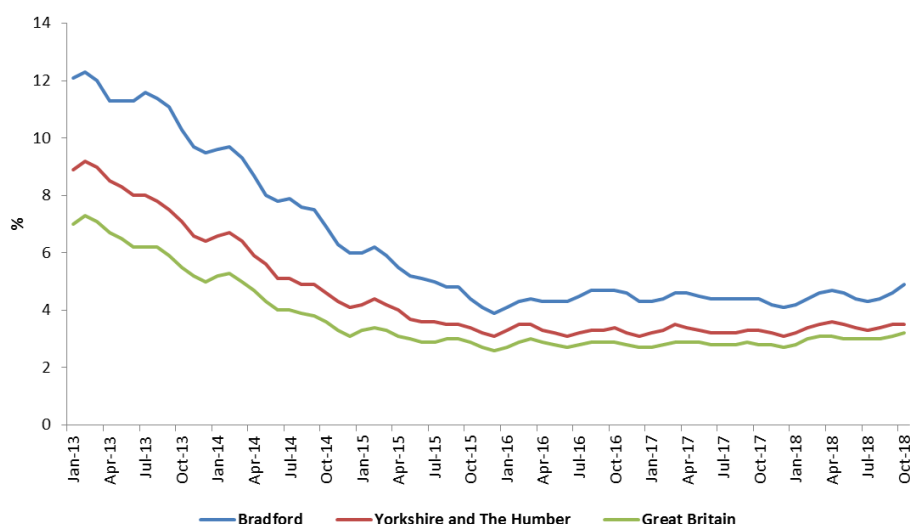
The local authority has specific responsibilities in relation to young people who are **not in employment, education or training** (NEET). Young people who are not in education, employment or training are at greater risk of a range of negative outcomes, including poor health, depression or early parenthood. It is recognised that increasing the participation of young people in learning and employment not only makes a lasting difference to individual lives, but is also central to improvements in social mobility and economic growth.

To support more young people to study and gain the skills and qualifications that lead to sustainable jobs, and reduce the risk of young people becoming NEET, legislation was introduced in 2013 to raise the participation age as contained within the Education and Skills Act 2008. This required that from 2013 all young people remain in some form of education or training until the end of the academic year in which they turn 17.

Over the last few years there has been a **significant drop** in the number and proportion of young people aged 16-17 who were **NEET** (Not in Education, Employment or Training). Latest available data for 2016 showed that there were 830 people not in education, employment or training, equivalent to 6% of 16-17 year olds.

Beyond 18, Bradford District has seen a sharp rise in young people out of work. In July 2014 there were 3,720 **young people aged 18-24 claiming job seekers allowance** (JSA) equivalent to 7.8%; this is almost double the national rate of 4.1%. The District's rate has fallen in recent years but not as quickly as nationally. Of particular concern is the rise in the number of long term claimants among the 18-24 age group. In 2008 there were around 30 young people who had been claiming for more than 12 months. By December 2013 there were 1,095. The biggest rise came after September 2011, and can be partly attributed to changes in Government funded training programmes, specifically the Future Jobs Fund which ended in March 2011. Long term claimants account for nearly a quarter of the total in this age group.

Figure 6: Percentage of population aged 18-24 claiming job seekers allowance



Source: Office of National Statistics

Over 50s and employment: As life expectancy has increased, so has the proportion of people's lives spent in poor health. This means that people may not be well enough to remain in employment, despite being too young to retire, or be in work and trying to manage long term health problems. Accordingly, we must as a District consider how we maximise opportunities to support healthy ageing, support older workers with health problems, and ensure that we have a healthy and happy workforce.

Research suggests that by 2020 1 in 3 British workers will be over the age of 50. Older people are more likely to experience longer periods of unemployment; even a **short period of unemployment for a person over 50 increases the risk of mortality and a heart attack as much as smoking** (Public health England). 42% of 50-64 years olds in employment nationally, 42% are living with a disability or health condition.

Although people in Bradford District spend fewer years of their life in good health compared to the England average, the employment rate in people aged 50-64 years (2016/17) is similar – 70.6% in Bradford District compared to 70.9% in England.

Employment by sector: Looking at employment by sector, **health is the biggest employer** in Bradford District with a total of 31,000 employees, or 16% of all employees. Other major employment sectors are manufacturing (23,000 or 12%), education (23,000 or 12.0%) and retail (19,200 or 10.0%).

Bradford District has a notably higher proportion of employees in manufacturing, education and health compared to England averages. Employment in construction, accommodation & food services, professional services, business services and arts and recreation is lower than England as a whole. The low representation of high value knowledge based industries such as professional and business services is a weakness in the local economy and addressing this is key to moving the District towards a higher wage economy.

Self-Employment: There are **34,300** Bradford District residents aged 16-64 who are in **self-employment** which equates to 10.5% of the working age population, and 14.8% of all those in employment. Self-employment rates are **higher than regional and UK rates**, in part reflecting the entrepreneurial culture of the District. The majority of self-employed workers are men: 24,800 men are self-employed compared to 9,500 women. This is most likely a reflection of the type of jobs that are likely to be done by those in self-employment, including construction, taxi driving and manual trades.

It is worth noting that self-employed workers on average earn roughly half the wages of those in employee jobs, and typically contribute less to a pension. The growth in self-employment has also been driven by more people over the age of 65 continuing to work. The self-employment rate among this group has doubled over the last five years.

Employment potential of people with a disability of health problems: It is estimated that 1 in 6 people of working age have a diagnosable mental health condition. The gap between the employment rate for people supported by secondary mental health services, and the employment rate overall is a good reflection on how well the local mental health system is enabling people with mental health conditions to achieve their employment potential.

The **gap in employment in Bradford District for those in contact with secondary mental health services and overall employment rate is 59.2%**. This is a decrease from 60.3% in 2015/16, but an increase of 3.7 percentage points overall since 2011/12. Bradford District has remained below the national average and Bradford District has the 10th lowest gap out of 150 local authorities in the country.

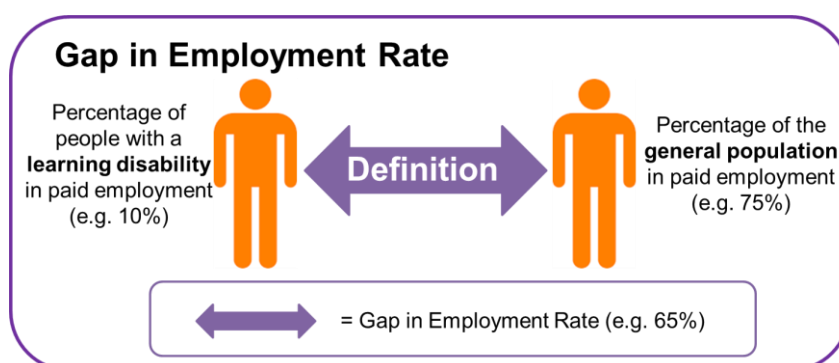
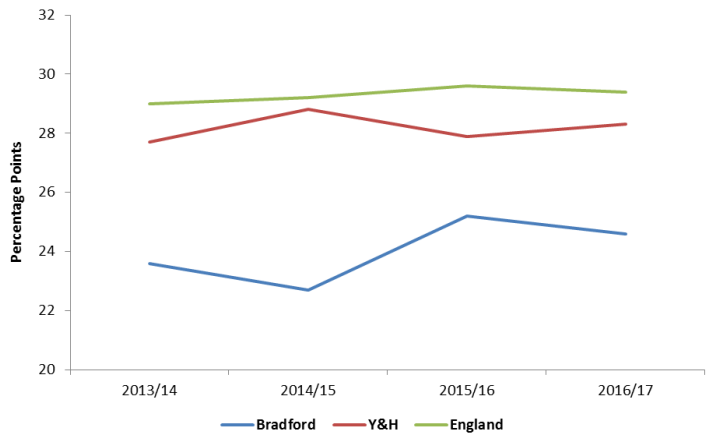
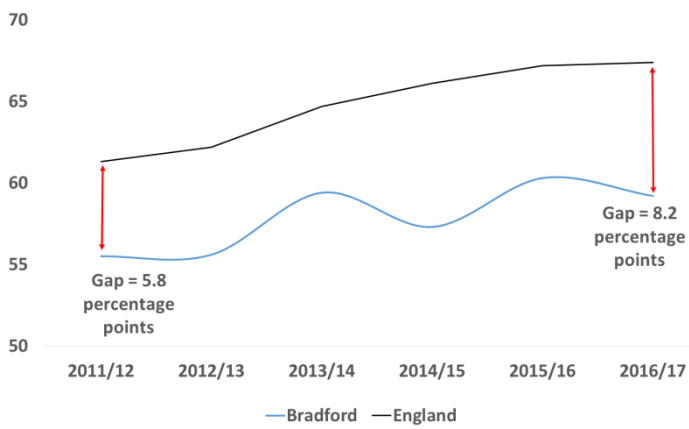


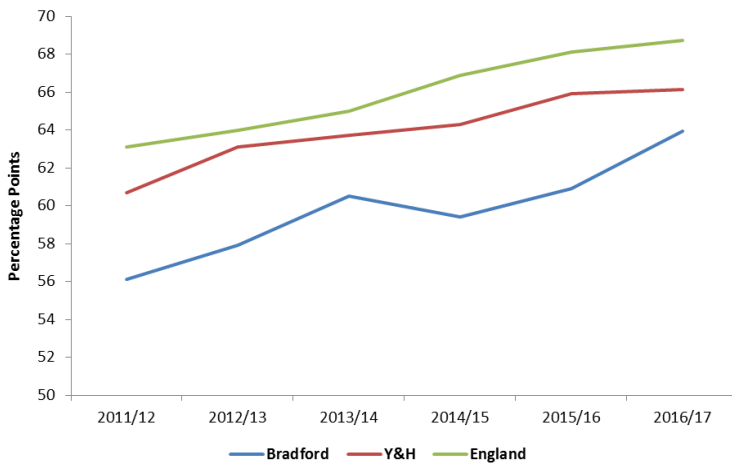
Figure 7: Gap in employment rate (%) for those in contact with secondary mental health services and the overall employment rate 2011- 2017

Figure 8: Gap in employment rate (%) for those with long term health conditions and the overall employment rate 2013-2017



Source: Public Health England

Figure 9: Gap in employment rate for those with a learning disability and the overall employment rate, 2011- 2017



Nationally, having a long term condition is associated with worklessness and unemployment. Unemployed people are more than twice as likely as employed people to report having a limiting long term condition.

The gap in employment rate for those with a long term condition or learning disability and the overall employment rate is a good reflection on how well the system is enabling people with long term conditions and disabilities to gain and remain in employment.

Source: Public Health England

The gap in employment in Bradford District for those with a learning disability and overall employment rate is 64%, whilst the gap in employment for those with a long term condition and the overall employment rate is 24.6%.

Infrastructure: Bradford District is two thirds rural. We have some of the most beautiful countryside in the UK with an abundance of **outdoor recreational activities** and offering a strong lifestyle offer. The District has a wealth of **heritage and historic buildings** that are highly **affordable** and provide a desirable offer for Distinct living and working spaces. We have many cultural assets including two UNESCO designations: Saltaire Village World Heritage Site and Bradford City of Film.

Bradford District attracts over ten million visitors a year with 784,000 visitors staying overnight. Visitor spends amounted to £430 million in 2015. Bradford District and Leeds have the highest level of commuting between any two cities in the UK with 44,000 workers travelling daily between the two cities. However, Bradford District has suffered from decades of under-investment in our built environment and there are too many underused or at risk buildings across the District. **Infrastructure capacity** and **connectivity** are a brake on growth and are affecting business location decisions, property values, and our ability to attract new jobs and higher skilled residents. Poor connectivity is holding back economic growth. Bradford District has the largest city in the UK not on a mainline rail network. While property prices have increased in parts of the District by up to 30% since 2011, this is not high in comparison to some parts of the country. Compared to many other parts of the UK the volume and value of commercial property transactions is low.

What assets do we have?

Our diverse population provides Bradford District with a unique asset. We are the **youngest city** in the UK and we want Bradford District's young people to have brilliant opportunities to connect with business and the world of work. We know their futures are shaped by what happens early in their lives and we are working to ensure all our children have the best start. Our **Further and Higher Education** institutions draw strongly from local catchment areas, so they have a clear role in ensuring the skills profile in the district meets and responds to employer needs.

The wealth and success of the District will depend on our ability to attract and retain **skilled and enterprising people**. We have a strong record of business start-up rates and organisations committed to supporting enterprise right across the district. We will channel this entrepreneurial spirit to create more productive businesses and generate more and better jobs.

Bradford District has 15,700 businesses employing 200,000 people. Bradford District's economy is worth £9.93 billion, and is the ninth largest city economy in England. Bradford District has been identified in Barclays Bank SME Growth Factor Index as the best place in the country to start up in business. Bradford District **productivity** per worker at £49,900 is the highest of any city in the Northern Powerhouse. Recent estimates value Bradford District's exports as worth £2bn per year, equating to £10,500 per job. The number of businesses has increased by 20 per cent over the last three years, rising faster than Leeds City Region and UK rates of growth. The strength of our business base means that per worker, our productivity is the higher than any city in the Northern Powerhouse, but our low jobs density means we need to expand our business base to be as productive as our UK and European peers per head of population.

The District has a number of large headquarters including the grocery giant Morrison's, Yorkshire Water, Yorkshire Building Society and Yorkshire's largest family-owned company JCT600. Bradford District based companies employ over 250,000 people across the UK with a combined turnover of over £30 billion.

In developing the District's Economic Strategy we have heard a clear message from partners and businesses that there is a need for a stronger and more effective approach to delivering economic growth for the District. To this end a new partnership, under private sector leadership, has been convened.

The **Bradford District's Economic Partnership** brings together a team of senior leaders from key organisations, local businesses, Bradford District Council, the University of Bradford, the City

Region LEP and the Chamber of Commerce, to oversee and drive delivery of our inclusive growth agenda. The Partnership will set the direction of future economic development and regeneration in Bradford District, and provides a credible and powerful voice for the city in regional, national and international forums.

Our Model for Growth is focussed on unlocking the growth of productive businesses to create wealth and more and better jobs. Growth has to be:

- **Inclusive** - ensuring everyone can contribute to and benefit from growth, building a fairer and more cohesive District.
- **Sustainable** - ensuring growth protects and enhances our physical and natural environments and meeting this generation's needs without compromising those of future generations.

We will enable growth by building on three strategic assets – our people, our businesses and our places.

- **People** - Our young, diverse and growing population provides Bradford District with a unique asset that can drive innovation and business growth.
- **Business** - Our strong and productive businesses provide the platform for growing our business base and creating more and better jobs.
- **Place** - Our diverse places and communities provide an attractive range of live, work and investment opportunities.

Gaps/Challenges/Opportunities

Bradford District is the sixth largest city authority in the UK with a population of 534,000 people, with a working age population of 331,000. The District's population is growing; by 2030 there will be 565,000 people living here. Bradford District is a youthful place with more than a quarter of the population under 18, making us the youngest city in the UK. Bradford District has a diverse population. Black and minority ethnic communities make up 36% of the total population, and 153 languages are spoken in schools in the District.

We also have a powerful culture of entrepreneurship. There are 32,500 self-employed people in the District. However, employment rates for the District have lagged behind the UK rate over the past decade. The average gap over the period equates to 20,000 people, with BME women making up three quarters of our employment gap.

What are we doing?

The new £11m **Opportunity Area** programme will improve education standards and promote social mobility for young people in Bradford District. Government funding will be used to support and strengthen school leadership, improve literacy in primary schools, broaden career aspirations and remove barriers to learning. The programme will help disadvantaged young people develop life skills that will be critical to accessing the jobs of the future.

We will continue to grow our [Industrial Centres of Excellence](#) (ICE), our education-industry partnerships which equip young people with the competencies, credentials and experiences necessary for work. We have ICEs in place for business, built environment and advanced manufacturing and engineering. These involve more than 300 businesses and 3,000 students.

Our ESIF funded [Community Led Local Development](#) programmes will respond to locally identified challenges and opportunities in Keighley and Manningham, Great Horton and City wards,

supporting local businesses to grow, and helping unemployed people find jobs and develop new skills.

Community anchors such as [Trident](#), [Carlisle Business Centre](#), [Royds](#) and [Inspired Neighbourhoods](#) have demonstrated that they play an important role in promoting local economic development, supporting people into work, and regenerating neighbourhoods.

[SkillsHouse](#) supports unemployed people in the District by providing them with skills and opportunities with local employers. It is delivered by a partnership including Bradford District Council, Jobcentre Plus, Aspire-Igen, Bradford College and Shipley College. As part of the wider Get Bradford Working initiative, SkillsHouse has helped to get over 2,500 unemployed people into work.

[Get Bradford Working](#) is Bradford District Council's employment and skills investment programme. Since 2012 the Council has invested £10.7 million, which has levered £3 million investment from partners. This has attracted national attention and GBW programmes have been recognised as models of good practice.

The single unified brand of GBW has now been established for over three years, and lends itself to a rolling investment programme for partners. We have helped to create new jobs, supported over **2,321** people to **find and retain jobs**, and have boosted the local economy.

[Routes into Work](#) (RIW) is a commissioned fund, aimed at supporting those furthest from the labour market, including people with disabilities, mental ill-health, lone parents, and older workers aged 50+. To date **506** individuals have found work through **RIW** programmes.

We will build on the success of [Bradford Pathways](#), our employer-led model designed to enable young people to meet employers' skills needs, and in so doing help education, business and industry partners to develop an inclusive economy.

We will encourage connections between schools, teachers and businesses, and give young people in every school access to positive business role models. Working in partnership with senior leaders in business and education, we will make better use of existing infrastructure for business engagement in educational provision, and via the [Bradford Covenant](#), promote Bradford District entrepreneurs and business leaders as local heroes to raise aspirations.

Bradford District will continue to benefit from existing economic support initiatives funded by the [Leeds City Region Enterprise Partnership](#) including grants of between £10,000 and £250,000 to small and medium-sized businesses for capital investment for the fit out and refurbishment of buildings, and machinery and equipment that results in job creation and support for SMEs to develop new products and processes.

As well as an ambitious goal of employing **500 apprentices** per year – above the 200-plus apprenticeship levy target - Bradford District Council will work with District partners to allow apprentices to rotate around big employers, provide apprentice placements to SMEs, and support the long-term unemployed back into work.

Getting more people into work and enterprise will take concerted action from a range of partners. We will deliver a programme of community enterprise coaching and support for people considering

starting a new business, providing access to coaching, finance, office space and business services and training. Support will be targeted on specific gaps and priority areas to help remove barriers to employment.

To fully deliver our growth ambition, the District requires significant investment in **education and skills**, and more local influence and control to meet our unique needs. Working with our city region partners we are seeking increased powers, devolved and additional funding to drive the improvement of careers and technical education. We also need to reshape and simplify local employment and skills provision to meet the needs of employers.

Community Integration Programme – promoting access to opportunities for all in education, work and play.

Credit Union – helping people without access to credit to build personal credit rating and access responsible loans and access financial capability/awareness sessions

Partnership working will underpin our plans and ambitions:

- Partnership working with organisations and partners such as social housing providers and community associations to deliver employment support, job clubs and literacy and numeracy programmes in community settings
- Partnership working with Skills House, RETAS (Refugee Education Training Advice Service) and others to assist those newly granted refugee status to access suitable employment.
- Supporting partners and other large employers to continue to support their staff to remain and/or return to work if illness and/or other factors affect them.
- Implementation of the multi-agency Anti-Poverty Strategy.
- Health and Social Care Education, Employment and Skills Partnership established.
- Enabling ‘Anchors’ – the big employers and spenders across Bradford District – using their purchasing power and networks to connect to local businesses and neighbourhoods, and big businesses and investors helping rebalance the economy, driving growth up in ways that drives poverty down.
- Department of Work and Pensions (DWP) employer engagement creating work experience opportunities and promoting disability confident.

Bradford District is characterised by a strong and broad-based business community. It is home to many successful manufacturing firms and a growing number of start-ups with good survival rates. Bradford District benefits from above average concentrations of high-value production businesses and employees across food manufacturing, engineering, chemicals, digital technologies, energy and utilities. Research shows that Bradford District is strong in most of the Northern Powerhouse prime economic capabilities which have been identified as the main drivers of growth and wealth for the North of England economy. Bradford District has strengths in digital, advanced manufacturing and health innovation.

There is growing evidence that a number of new **niche sectors** are beginning to develop, particularly in new media and telecoms. Many businesses in the District support sophisticated international supply chains in strategic sectors such as automotive and health. The specialist knowledge base in these industries creates a fertile environment for the commercial exploitation of

new ideas. We have strong innovation assets; including a University focused on maximizing its technical and research expertise, R+D heavy industries and light, agile SMEs. These assets are helping to position the district as a place to try new ideas and develop innovative approaches.

The [Advanced Digital Institute](#) was established in 2006 and is one of the UK's leading innovators in the field of digital health, with an outstanding track record of developing products and services.

As a technology university, the [University of Bradford](#) has expertise in advanced healthcare, innovative engineering and sustainable societies; the University builds relationships with business, the public sector and the community to further its mission of Making Knowledge Work.

The [National Science and Media Museum](#) is an essential part of the local economic landscape in Bradford District. The museum provides a huge opportunity to inspire people and business, support learning and help people grow and think differently.

Bradford District's trade and family connections go far beyond the European Union, which will become increasingly important after Britain's exit from the EU. We want to make more of our global connections to drive up productivity, and make the most of being at the centre of the Northern Powerhouse. Bradford District businesses have an international outlook and are active exporters of goods and services. Recent estimates value Bradford District's exports as worth £2 billion per year, and there is clear potential to grow exports still further. These exporters are excellent role models for domestic businesses and start-ups. We will improve our transport infrastructure and digital connectivity to strengthen our trading links and widen access to new markets.

[Northern Powerhouse Rail](#) is a crucial project for Bradford District. We are the largest city in the UK not to have a rail through route and connecting Bradford City Centre to NPR will deepen economic integration across the north and transform connectivity between Leeds and Bradford District, with two of the largest and fastest growing cities in the UK.

We are already:

- Supporting business growth through community led development, Invest in Bradford District, collaborating on inward investment across Leeds City Region, SME (Small and medium-sized enterprises) hub supporting businesses with growth ambitions, scope of Business Covenant agreed.
- City centre business support including Growth Zone, Priority Streets.
- City Centre development – including the Odeon, Bradford markets, Broadway Phase 2 nearing completion.
- Business support through WYCA/ESIF (West Yorkshire Combined Authority/ European Structural and Investment Funds) funded programmes, Northern Max and Enterprise Europe Network.
- Northern Powerhouse Rail (NPR) Bradford station on the map.
- Destination management plan to support tourism.
- Get Bradford Working and the ESIF STEP (Skills Training Employment Pathways) programmes.

What will help?

- Refocus employment support services to focus on delivering high employment and earnings rather than simply moving people off benefits.

- Co-locating Jobcentre Plus with appropriate community services and settings to create a single gateway to a range of statutory, voluntary and community sector services
- Work with WYCA colleagues to develop 'poverty standards' to ensure all residents across West Yorkshire have access to a range of support wherever they live.
- Collaborative working with a range of providers including Job Centre Plus, offering initial sign-posting for vulnerable clients.
- Continue to support the main welfare advice delivery agencies to review and redevelop their service offer making it easier to access through a range of different media
- Good quality, stable work offers a way out of poverty and will lead to overall health improvements. The way services are delivered makes a big difference to whether individuals are able to engage with them and get the support they need to move out of poverty. It is also important to consider the needs of vulnerable groups, such as refugees, asylum seekers and others who may be destitute, and what collaborative actions are needed to ensure they receive support they are entitled to – whichever bodies are responsible for providing this support.