



2020 VISION

Bradford district SUMMARY DOCUMENT

DEVELOPED FROM THE DISTRICT 5 YEAR COMMUNITY STRATEGY FOR BRADFORD 2000-2005



FOREWORD

In April 2000 Bradford Congress (now Bradford Vision, a developing local strategic partnership) launched '2020 Vision' - a long term plan for the social economic and environmental development of the Bradford District. (www.bradford2020.com)

Simultaneously a Draft Community Strategy 2000-2005 was developed to replace the Districts 1997-2000 Community Plan and to provide five year priorities for work on the achievement of the 2020 vision.

Given the requirements of the Local Government Act 2000 and the emergence of Bradford Vision as the Local Strategic Partnership the Draft Community Strategy is now intended to be an interim document which paves the way for the development of a new District Wide Community Strategy from September 2001 onwards.

This Summary therefore provides a bridge between the Draft Community Strategy and the 2020 Vision document, and identifies the key challenges which the District must tackle over the next five years in implementing the long term vision for the District.

The 2020 Vision is economically led, this Summary mirrors this approach by providing a range of indicators that address the required developments in the District over the next five years.

Each aspect of the Vision is detailed in the following pages together with a report on progress to date, our targets for 2005 and an indication of how we will measure progress.

In addition this Summary highlights the seven themes within the Draft Community Strategy including:-

- ★ The Economy and Jobs
- ★ Better Education for All
- ★ Health and Social Well Being
- ★ Environment and Homes
- ★ Community Safety
- ★ Leisure and Culture
- ★ Building Communities

Bradford Vision will be the Local Strategic Partnership for the District, providing the focus for all plans and strategies and informing the main partnership body recognised by government. As such Vision has commissioned Bradford Council to undertake the lead role in the development of the new Community Strategy for the District. This process is expected to be complete by April 2002 and will involve extensive consultation and participation with all communities of interest in the District.



A high wage, high skill, knowledge based economy - a diversified and integrated Bradford District

We will:

- ★ Focus on using and developing skills, ideas and energy to create wealth and employment opportunities.
- ★ Bring knowledge creation and management to bear in the public, private, voluntary and community sectors.
- ★ Promote innovation and encourage 'smarter not harder' approaches in the manufacturing and service sectors.
- ★ Take up the challenge of e-commerce, new technology, financial service provision and cultural industries, revitalising the established employment base.
- ★ Encourage Bradford District to be proactive in shaping its own future.

In Economy and Jobs the Draft Strategy refers to the need to promote economic measures that will directly support local businesses.

Our progress to date

- ★ Average hourly earnings rose from £7.51 (21 pence below the regional average) in 1996, to £8.38 (10 pence below the regional average) in 1999.
- ★ Manufacturing gross value-added per head increased from £25,400 in 1995 to £27,305 in 1999 (7% below the regional average).
- ★ Business 12 month survival rates rose from 85.9% in 1995 to 88.2% in 1997, and is now above the regional rate of 87.4%.
- ★ Total unemployment in the District has fallen by 4,761 between April 1997 and October 2000, and at 5.0% is the lowest rate for 20 years. Long term unemployment (claimants unemployed for 12 months or more) has decreased from 28.2% in October 1997 to 23.2% in October 2000.
- ★ Commissioned a Cultural Industries baseline study, statistical report in July 2001.

How we will measure our progress

- ★ Increases in Gross Domestic Product (GDP) and earnings will measure productivity and income growth.
- ★ Business survival rates will measure the strength of local businesses.
- ★ Reductions in unemployment will measure increasing economic inclusion.

Targets for 2005

- ★ Increase average hourly earnings to the regional average.
- ★ Increase GDP per head to within 2.5% of the regional average.
- ★ Further improve business survival rates to equal the regional average.
- ★ Reduce the overall unemployment rate to the national average and long term unemployment to the regional average.



Learning and Development - for all citizens of Bradford District

We will:

- ★ Encourage education and learning as vital to personal and career development.
- ★ Develop learning opportunities and resources from pre-school to retirement.
- ★ Make the links between learning skills, employment and business success - through quality, innovation and adding value.
- ★ Seek to enable people to play a full and positive part in making Bradford District a great place to live.

A Better Education for All identifies a top quality education system as being at the centre of the District's Strategy for achieving 2020 Vision.

Progress to date

- ★ More nursery places: 12,519 3 and 4 year olds now have a nursery place, 2,173 more than in 1996.
- ★ Progress in Primary Schools: 5,722 learners achieved level 2 or better at key stage 1 maths in 2000, compared to 4,934 in 1996.
- ★ Better GCSE results: 1,891 learners (33%) achieved 5 or more GCSE grades A to C in 2000, compared to 25% in 1996.
- ★ Less absenteeism: comparing 1999 with 1996, total non-attendance is down from 15% to 9.6% in secondary schools and from 8% to 6.2% in primary schools.
- ★ Progress on Adult and Continuing Education: 36% of 21 year olds had reached NVQ level 3 in 1999 compared to 24% in 1996.

How we will measure our progress

- ★ Improvements in Key Stage and GCSE results, and reductions in absenteeism, to measure the progress of our schools.
- ★ Progress for different groups of children will measure inclusion.
- ★ Increases in vocational qualifications will measure our skills base.
- ★ Number of enrolments on adult education courses funded by the local authority per 1000 of the adult population.

The Building Communities Strategy identified the importance of providing learning opportunities for individuals and community groups so that they can participate effectively in their own communities.

Targets for 2005

- ★ 85% of pupils to achieve level 4 or above in English, and 80% of pupils to achieve level 4 or above in Maths, at key-stage 2.
- ★ 46% of pupils to achieve 5 or more A-C grade GCSEs.
- ★ Reduce unauthorised absence in secondary schools to 0.8% and exclusions to 2 per 1,000 pupils.
- ★ Raise average attainment of boys in line with national average.
- ★ 43% of 21 year olds to reach NVQ level 3.
- ★ Number of enrolments on adult education courses funded by the local authority per 100 adult population to rise from 1999/00 baseline of 8.44 to 10.
- ★ Nursery places for all 3 year olds by 2004.

The Connected District - making communication easier to improve lifestyles and create business

We will:

- ★ Develop the communications technology and infrastructure across the District.
- ★ Take new opportunities to connect people and enable communication between citizens, within neighbourhoods and communities, between customers and service providers/business, and between businesses.
- ★ Develop opportunities to communicate with public service providers through digital technology and improved customer service.
- ★ Develop the processes and skills needed to make the most of these opportunities.

Progress to date

- ★ The District has a first-rate telecommunications infrastructure.
- ★ Innovative new community ICT projects, including Shipley's Communities-on-line and the Community Statistics Project.
- ★ The District is home of two of the world's leading electronic communications firms.
- ★ 13 of the District's 33 libraries provide free public access to the internet.
- ★ Nearly 4,000 of the District's 14,000 businesses are on-line.

How we will measure our progress

- ★ The number of Council and other public sector services provided on-line.
- ★ The level of business use of the internet.
- ★ The level of community access and use of the internet.

Targets for 2005

- ★ All available public services to be provided on-line.
- ★ 50% of the District's households to have home access to the internet.
- ★ Free access to the internet in all libraries and community centres.
- ★ All schools to be on-line and all schoolchildren to be proficient using the internet by the time they start secondary school.
- ★ Over 8,000 local businesses on-line.



Developing the transport infrastructure - enabling access

We will:

- ★ Make access by people who live, work and visit here a key priority.
- ★ Integrate private cars, taxis, public transport, walking and cycling to provide the best means of ensuring access to friends, family, learning, employment, shopping and recreation.
- ★ Improve our regional, national and international transport links to support the conduct of business and access for visitors.
- ★ Seek out ways of providing services and products which reduce the need to travel through technology.

Progress to date

- ★ Extensive bus priority measures and new buses have been introduced in Manningham Lane / Keighley Road and Thornton Road.
- ★ The inner ring road and other measures have reduced traffic levels in the city centre by 39% compared to forecast levels.
- ★ 9km of the Aire Valley Trunk Road has been improved.
- ★ Nearly 1.5m passengers used Leeds-Bradford airport last year - an increase of 80% in 5 years.

How we will measure our progress

- ★ Reduction in average journey times will measure our progress in reducing congestion.
- ★ Increases in use of public transport will measure progress in improving its quality.
- ★ We will report annual progress on implementing the Local Transport Plan.

Action Targets for 2005

- ★ Implement Manchester Road Quality Bus Initiative incorporating modern guideway technology and innovative high quality bus shelters by 2002.
- ★ Introduce new stations at Low Moor on the Calderdale Line and Apperley Bridge on the Wharfedale Line.
- ★ Reduce the number of fatal and serious pedestrian casualties in Bradford District by 15%.
- ★ Improve the condition of the strategic road links with Bradford District by 18%.
- ★ Deliver an integrated transport strategy for South Bradford incorporating strategic junction improvements at M606 Staygate and Mayo Avenue/Manchester Road, Park and Ride together with environmental, road safety and cycling improvements.
- ★ Ensure all pedestrian crossing facilities throughout Bradford District are suitable for use by people with disabilities.
- ★ Increase the number of car parks in Bradford City Centre with security guards to 60% and streets covered by CCTV to 50%.
- ★ Implement town centre transport improvements for Ilkley (2002) and Bingley (2004).



Demonstrating Equality of Opportunity and Diversity - enabling participation

We will:

- ★ Focus on social inclusion and the challenges facing those in most need, whether through poverty or ill-health.
- ★ Develop a tolerant and caring District.
- ★ Respect and celebrate our differences but also seek to build understanding between communities and enable a shared future within the District.
- ★ Develop a more sophisticated understanding of equality issues.
- ★ Develop opportunities to encourage all citizens of Bradford District to participate in living their lives to the full and contributing to the quality of life of the whole District.
- ★ Strengthen the systems which provide voluntary and community organisations the support to develop and have lasting impact.

Building Communities will help to build an inclusive multi-cultural District which values diversity and promotes equality of opportunity. It aims to increase the opportunities for communities to have a greater say in decision-making.

Progress to date

- ★ Bradford Vision is undertaking a comprehensive review of Race as one aspect of its commitment to equality of opportunity across the District.
- ★ Forty new community projects will be supported by the Council's Community Development Service this year.
- ★ A new system of community survey has been developed to identify the needs of community groups, with a handbook which will be published nationally in January 2002.
- ★ The Council is working jointly with voluntary organisations to produce an accessible guide to funding sources.

How we will measure our progress

- ★ Monitoring reductions in inequality of opportunity, including employment.
- ★ Monitoring access to, and the use of, facilities by different groups.
- ★ Monitoring the involvement of different groups in the governance of the District.
- ★ Number of community groups funded by the Council that have quality assurance systems.
- ★ Number of youth service contacts with young people.
- ★ Number of child care places created across the District.
- ★ Number of new projects supported by the Council's Community Development Service.

Targets for 2005

- ★ Completed system of monitoring employment patterns relating to people from the minority ethnic communities; people with a disability; women; lesbians and gay men.
- ★ All publicly owned cultural venues have implemented disabled access improvement programmes.
- ★ 4,000 new childcare places to be created across the District, starting in areas of disadvantage.
- ★ Young people to be represented on all the main strategic decision-making groups in the District.
- ★ A total of 100 funded groups with a quality assurance system in place.
- ★ Over five years a total of 1,090,000 contacts with young people.
- ★ Over five years a total of 210 new projects supported by the Council's Community Development Service.



Improving the quality of life - providing for a clean, healthy and safe environment

We will:

- ★ Promote healthy living, tackling ill-health and inequalities in health as a priority.
- ★ Ensure community safety by making the District a safe and enjoyable place to live, work and visit.
- ★ Meet the challenge of the efficient and effective use of resources and minimising pollution and waste at source through new processes and technologies.
- ★ Promote high environmental standards, good homes and neighbourhoods.

Environment and Homes looks to a local environment that is first class throughout the District, and identifies the need to take actions to tackle litter, dereliction and the inner urban environment.

Progress to date

- ★ Sports Development programmes operating in the regeneration areas of Manningham and Girdlington and Sport Action Zone status awarded in Little Horton/University Wards.
- ★ CCTV cameras installed in the centres of Bradford, Keighley, Bingley and Shipley through the Community Safety Strategy.
- ★ The KIC (Keep It Clean) Squad clean up litter and dumped rubbish on pockets of land.
- ★ District-wide healthy living programmes, including “Dance for Life”, “Exercise on Prescription” and a wide range of active recreation initiatives.

The Health and Social Well - being of the people who live and work in the District is vital to the achievement of the 2020 Vision - a competitive economy needs a healthy workforce. The Health Improvement Programme is the District's Plan for reducing health inequalities and improving health and social care services.

How we will measure our progress

- ★ By measuring deaths from diseases such as cancer and coronary heart disease.
- ★ By measuring the incidence of crimes that make people feel unsafe.
- ★ By regularly asking the public about their satisfaction with the cleanliness of the environment.

Action Targets for 2005

- ★ Further programmes to encourage healthy lifestyles. Develop Sport and Activity development programmes in SRB 6 area to ensure that initiatives operate throughout the city centre wards. Cut the proportion of adults that smoke from the current 40% to 35% by 2005 and 30% by 2010.
- ★ Reduce house and commercial burglary by 24%, using a combination of measures, including extending neighbourhood watch schemes and ensuring new properties are built to “secured by design” standards.
- ★ Target offenders with drug problems by developing a District wide arrest referral scheme.
- ★ Action on accident prevention to reduce the death rates from accidents by at least 10% and reduce the rate of serious injury from accidents by at least 5% by 2005.



Promoting excellence in public service - ensuring the customer first approach

We will:

- ★ Develop high-quality services that are responsive and appropriate to service users.
- ★ Effectively utilise public monies available in the District to meet current demands and future challenges.
- ★ Promote partnership working with business, voluntary and community organisations and other public bodies to make a real difference to people's lives.
- ★ Develop a reputation for service excellence.
- ★ Promote innovation, continuous improvement and radical changes in our services.
- ★ Place the long term well-being of the District at the heart of service planning.

One aspect of excellence will be the development of Leisure and Culture through a local Cultural Strategy addressing access, new technologies and the growth of cultural industries in the District.

Progress to date

- ★ Bradford Challenge Programme launched to improve the quality and efficiency of all Council services.
- ★ Public-private sector partnerships for key developments such as the schools reorganisation and city centre regeneration.
- ★ Partnerships with the private sector to set up a new City Centre company to regenerate every aspect of the City Centre.
- ★ The Council wants to improve all Council housing within five years. The Council adopted a policy on stock transfer as the most likely way of achieving this.
The Council has now approved the offer document to be sent to all tenants detailing the Council's proposals as a prelude to a ballot of all tenants in Spring 2002. Should the vote be 'yes' then the transfer will take place in Winter 2002, and work will commence on a five year £175 million investment programme.
- ★ The Cultural Strategy framework presented to Members in July 2001.

How we will measure our progress

- ★ By monitoring and reporting on Bradford's position on national Best Value league tables.
- ★ By using "Speak Out!" - Bradford's citizen's panel - and public opinion surveys to measure changing perceptions of the quality of services in Bradford.

Action Targets for 2005

- ★ Complete the first phase of the Bradford Challenge programme.
- ★ Complete Best Value reviews for all Council services by 2005.
- ★ Invest in computer technologies to put public services on-line.
- ★ Establish a district-wide network of One Stop Shops and Call Centres.



Innovation and Improvement - responding to new initiatives and demands

We will:

- ★ Acknowledge the challenges facing Bradford District in a diverse society.
- ★ Seek improvements and the potential for positive change.
- ★ Make the most of our current assets and seek new opportunities for a more sustainable District.
- ★ Experiment with new ideas and strive to anticipate change.
- ★ Link learning and knowledge of individuals and organisations with their contribution to the well-being of the District.

A safer community is essential to the development of the high wage/high skill economy described in 2020 Vision. Community Safety provides a focus for reducing crime in an innovatory and empowering way.

Progress to date

- ★ The Neighbourhood Renewal Fund will enable a locality based approach to deliver 2020 Vision in areas of disadvantage.
- ★ The District has been at the forefront in implementing new national programmes including the Single Regeneration Budget, New Deal for Communities and Action Zones programmes in Health, Education and Sport.
- ★ Bradford Council has well-established and innovative systems for consultation through the Speak Out! Scheme and Neighbourhood Forums, the latter with over 6,000 attendances per year.
- ★ The District has won Beacon Council status for its multi-agency approach to tackling crime and disorder.
- ★ Bradford Vision - already a nationally recognised model of good practice - is transforming itself to deliver on the 2020 Vision and implement the new Community Strategy.

How we will measure our progress

- ★ We will monitor the amount of Government and European Union funds obtained for new initiatives.
- ★ We will use public opinion surveys to ask local people for their views.
- ★ We will monitor attendances at Neighbourhood Forums.

Action Targets for 2005

- ★ **Community innovation** - The Council will review the current Local Area Management structure to give local communities a greater say in the way their neighbourhoods are run.
- ★ **Cultural innovation** - Our aim is for Bradford to be selected as the UK's 2008 European Capital of Culture.
- ★ **Electronic innovation** - The Council will consider "e-governance", using electronic communication to consult with and listen to the views of Bradford's citizens.
- ★ **Education innovation** - Encouraging schools to develop community links, as well as being centres of academic excellence.
- ★ **Environmental innovation** - Local communities involved in the use of resources to look after, and be responsible for, the environment of their neighbourhood.

Acknowledgements

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The Building Communities Strategy was jointly written by a Working Group consisting of representatives from a wide range of agencies, voluntary organisations, community groups and networks, working closely with the Council. The Building Communities Partnership has over 140 member organisations with an active Executive Committee.

Bradford Metropolitan District Council - www.bradford.gov.uk

Bradford Vision - www.bradfordvision.com

West Yorkshire Police - www.westyorkshire.police.uk

University of Bradford - www.brad.ac.uk/external/

Keighley College - www.keighley.ac.uk/

Shingley College - www.shingley.ac.uk/

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