



## **The State of the District**

### **Bradford District's Intelligence & Evidence Base**

VERSION 1

17<sup>th</sup> September 2010

This is a high level summary of the evidence base that we will use to assist in the development of the SCS. It is a document that brings together a range of evidence from a variety of sources, and from more detailed reports which are referenced in the document. It does not and cannot contain everything but tries to highlight key issues and opportunities for the district in moving forward. We recognise that there may be gaps and alternative views on the emerging issues and we welcome debate and discussion on this.

Produced by  
The Partnership Service, Department of Performance and Commissioning,  
City of Bradford Metropolitan District Council.

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# 1. INTRODUCTION

In Bradford, our long term ambitions for the district are set out in the 2020 Vision, as a route map towards a transformed district. The Big Plan is our Sustainable Community Strategy and identifies issues to be addressed during each three year period within this.

The development of Big Plan II 2011-2014, the next three year leg, is underway and will be built on firm foundations, with account taken of the lessons learnt from Big Plan I 2008-2011.

This document has been produced to support that process, setting out a synthesis of the district's intelligence and knowledge to form the evidence base for Big Plan II.

The evidence base draws together and analyses existing data which has been collated from a number of sources:

- Local Futures were commissioned to produce a national comparative audit (The State of Bradford June 2010) along with technical annexes containing data on Bradford's 30 wards;
- data from sources such as the Bradford District Observatory, the Public Health Observatory, the Joint Strategic Needs Assessment, and the Local Economic Assessment;
- ten thematic Intelligence Briefings produced by the Council and our partners to form the basis of Evidence Workshops run through May and June 2010 to share better understanding of issues across organisations;
- the results of consultation activity across partners in the district in the last 24 months; and
- an evaluation of our achievements of the commitments in Big Plan I, including the first two years' delivery of the Local Area Agreement 2008-11.

All of the source documents will be available for detailed consideration, through the Bradford Observatory and BDP website.

The data used is as up to date as possible as at the end of 2009/10 (March 2010), although it must be noted that some data streams and National Indicator information has a time lag built into reporting requirements.

The document gives a story of Bradford district, its diverse places and people, under the headings Economic Profile, Social Profile and Environment & Quality of Life Profile, and identifies some of the emerging issues that the district faces in the middle of 2010.

It will be updated in autumn 2010, following the Comprehensive Spending Review due on 20<sup>th</sup> October 2010, and to incorporate the results of the recent Residents' Perception survey (the local Place Survey).

## 2. SUMMARY

**Bradford district has a large economy.** While it is the third largest economy in the region, it is weak in terms of overall competitiveness in the UK. The district remains a low pay area, and reliance on benefits is particularly high in deprived areas.

**At the beginning of 2010, the district was forecast to have the fastest rate of economic growth** in West Yorkshire over the next ten years. Unemployment and economic inactivity, and youth unemployment in particular, has increased during the recession.

**Bradford's growing labour market could provide a strong workforce** for the rest of Leeds City Region, with the right development of both skills and transport links.

**However, low skills impact on the district's economic growth prospects** - qualifications and skills levels need to be improved: Those with no or low qualification levels are particularly disadvantaged in Bradford and suffer from significantly higher levels of worklessness than the regional and national averages.

**Bradford has some competitive strengths** include medium-high technology manufacturing, and financial and business services – and the cultural and creative industries, and environmental technologies demonstrate opportunities for driving future economic growth.

**More graduate-level jobs are needed** to keep pace with the number of young people graduating from Bradford University and for Bradford Citizens who go to University elsewhere and want to return home, in order to grow higher level skills in the district.

**District Employment Growth in the public sector has been high in recent times.** This is threatened because the number of employment opportunities will be reduced as the Government's austerity measures are put into place from the autumn of 2010.

**There is massive variance between the District's 30 Wards,** in terms of a host of measures of economic and social wellbeing.

**With close to two out of three children in Bradford living in low income families,** Bradford has particularly high levels of child poverty. Poverty is a barrier to educational success in the district. With low or no qualifications, children are more likely to enter low skilled, low paid employment and remain in poverty as adults, and therefore continuing the cycling into the next generation.

**We need to increase our communities' aspirations for healthier lifestyles and reduce risky behaviour:** the need to eat more healthily and increase levels of physical activity; drug and alcohol misuse; smoking cessation.

**In the light of predicted population and household growth,** we need to increase the supply of housing. Planning and design of housing provision must create popular

neighbourhoods with high standards of quality, linked to good transport networks and with easy access to employment and amenities.

**Our cultural assets and natural amenities** have resulted in our visitor economy growing, are key in terms of attracting inward investment, of immense value to the citizens of the District and are strengths which could be exploited further.

## 3. ECONOMIC PROFILE

### 3.1 Bradford's Economy

**The district has a large economy.** It is worth around £7.5 billion as measured by Gross Value Added estimates, which makes it third largest in the region. More than 15,000 businesses provide 192,700 jobs<sup>1</sup>, and local residents hold about 78% of these.

Across a range of indicators, such as productivity, skills and business levels, Bradford ranks low in comparison to national figures.

**Employee productivity rates in the district on par with Yorkshire & Humber** productivity levels (£38, 526 per employee in 2007 for both the district and the regional averages).

However, the average GVA per employee masks the fact that GVA per adult across the district's population is low. At £15,249 per adult individual, it is lower than the regional GVA per capita of £16,670 and a UK figure of £20,430.<sup>2</sup>

**Approximately 25% of GVA in Bradford comes from the public sector.** The sector – which includes health, education and public administration – also accounts for 31% of the district's jobs, compared to 27% nationally. Bradford has the 46<sup>th</sup> highest proportion of public sector employment of all 380 unitary authorities in Great Britain<sup>3</sup>.

While there was an above *UK* average increase in earnings in Bradford district between 2006 and 2007, the rate of growth has slowed, and the gap in earnings between Bradford workers and those in the region widened. By April 2009, Bradford residents in full time employment earn on average £409.90 per week, compared to £452.40 regionally and £488.70 nationally.<sup>4</sup>

**Part-time earnings in Bradford are on average higher** than the regional and national averages, but there is a gender difference. Male part-time earnings are lower than female part-time earnings. This could be due to more women working part-time in the public sector: a higher proportion of jobs in the public sector are part-time compared to regionally and nationally; and the wages for women working part-time within the public sector tend to be better.

**The lower earning profile** of the district reflects high levels of worklessness, but also the low skilled jobs in the district. Within Yorkshire and Humber, only Kingston upon Hull has lower earnings than Bradford District. Manningham has the lowest average household income (£21,400). 35% of households in the ward have incomes of less than £15,000.<sup>5</sup>

Median Gross Weekly Earnings for Full-Time Workers (£) 2009			
Area	Residence-Based Earnings		
	Male	Female	Average
Bradford	454.6	357.2	409.9
Yorkshire & Humber	491.3	395.3	452.4
Great Britain	531.1	426.4	488.7
Area	Workplace-Based Earnings		
	Male	Female	Average
Bradford	462.6	365.9	423.3
Yorkshire & Humber	487.9	395.6	450.8
Great Britain	531.1	426.4	488.7

Source: Annual Survey of Hours & Earnings 2009 ([www.bradfordeconomy.com](http://www.bradfordeconomy.com))

**At the beginning of 2010, the district was forecast to have the fastest rate of economic growth** in West Yorkshire over the next ten years, with a projected 50,000 increase in the number of local jobs.<sup>6</sup>

Spring 2010 projections forecast employment growth in retail, health and business services, while there will be falls in employment in public administration and education as the Government's austerity measures come into effect.

**Enterprise culture is one of the district's drivers** of economic growth. Bradford has a high self-employment rate, and in recent years it has accounted for employment growth, rising by 10,800 in the five years to September 2009.<sup>7</sup> This is a 56% increase, compared to a regional rate of 12.5% and a national rate of 3.2% in the same five year period.<sup>8</sup>

**Current projections indicate that cultural and creative industries are resilient** in the face of recession – growth is back to pre-recession levels of nearly 5% (compared to negative growth across the UK in general), while forecasts to 2017 predict significant employment growth.<sup>9</sup> The creative industries have been identified as another sector that could drive future growth of Bradford's economy.

## National Comparative Data – Local Futures’ Audit

**Bradford has a very large economy** relative to rest of the country, scoring 281.30 on Local Futures’ economic scale ‘score’ (when Great Britain = 100). This is much greater than the regional average of 86.26 and higher than the West Yorkshire average of 185.20.

Bradford has a large sized employment base accounting for 0.74% of all employees in Great Britain. The share of national GVA is also very high by national standards at 0.64%.

**Bradford records below average levels of productivity**, ranking 259th out of 408 local areas in Great Britain by Local Futures.

Average weekly earnings in Bradford (at £421.1) are lagging behind that of the West Yorkshire subregion, and are also below the regional and national average. The same applies for GVA per head. The story is similar across districts within West Yorkshire as a whole, except for Leeds which has comparatively higher productivity, with a score of 108.26, above the national average.

**Bradford has experienced fairly low levels of economic growth** – measured by Local Futures by the percentage change in total employment between 2006 and 2008 – which stands at a 1.13% increase. This is lower than the national average but higher than the average growth seen in West Yorkshire and in the region as a whole.

Wakefield out performs Bradford and the other West Yorkshire districts with an economic change score of 264.25, ranking it 112th overall. Bradford is doing comparatively better than neighbouring Kirklees which has an economic change score of -151.61, ranking it 358th nationally

## Big Plan I Delivery – what have we achieved so far?

### Shaping quality places

Business start-up and survival rates are improving faster than national and regional averages. NI 171 measures business births per 10,000 adults. The latest audited data shows a start up rate of 45.4 against the LAA target of 43.4 for 2008. Data for NI 171 for 2009 will be available in November 2010, but statistics from the Business Bankers Association (BBA) show a significant increase during the first quarter of 2010.

Bradford Kickstart has helped 946 residents set up their own businesses or become self employed over the three years to March 2009, exceeding the target to get 750 people into sustained self employment.

Post recession, Kickstart is currently increasing its concentration on assisting growth capable businesses, and its focus has been redirected to assist existing business to increase survival rates in the face of the economic downturn.

## 3.2 Business & Enterprise

Bradford's economy is broad-based, although established strengths include medium high-technology manufacturing and communications, financial and business services, cultural, creative, health and environmental industries.

**Our visitor economy has grown**, year on year, to a value of £500m in 2007, and there are 22,700 jobs in the cultural sector, which represents 11.8% of all jobs in the district (and compares to 11.4% regionally).<sup>10</sup>

The district is home to a number of large businesses with recognised brands operating on a national and international scale such as Wm Morrison, Yorkshire Building Society, and Hallmark Cards.

In 2008 there were 25,400 jobs in the retail sector in the district, representing 13% of all employment. Bradford city alone has 17,100 retail sector jobs, with Airedale as the second largest retail location although it has seen a fall of 14% or 4,500 jobs in the sector in the five years to 2008<sup>11</sup>.

**Bradford ranks as the seventh largest manufacturing** location in Great Britain. While manufacturing employment fell by 35% between 1998 and 2008 (representing 15,000 jobs), the district still has a higher proportion of manufacturing jobs than the regional average, accounting for 13.4% of all employees in the district compared with 9.5% in Great Britain as a whole.<sup>12</sup>

The 2009 annual Bradford Chamber of Commerce survey saw **business profit expectations at the highest for two years – however manufacturing remains under pressure.**

The manufacturing sector is diverse, with engineering prominent. Only 4% of the sector's jobs are in high tech industries, such as pharmaceuticals and digital industries<sup>13</sup>. Environmental technologies continue to expand in Bradford, particularly the Energy from Waste Sector which is rapidly developing.

Bradford district has 15,600 business units employing 192,700 people. The majority of business units are small, with 83% of business employing ten or less employees.

The number of enterprises in the district grew between 2005 and 2009 by 3.7%, or 560 businesses. The one-year business survival rate is higher in Bradford than regional averages – the one-year rate improved from 93% in 2004 to 96% in 2008. However the three year survival rate is 62% compared to 65% nationally.<sup>14</sup>

## Big Plan I Delivery – what have we achieved so far?

### Shaping quality places

The Invest in Bradford (IIB) team has contacted over 1,000 companies each year to encourage business growth and investment and to assist indigenous companies and inward investors create higher value employment.

In 2009/10, 28 relocations, reinvestments and expansions were achieved, and 880 jobs were created from firms moving into or expanding in the district, against a target of 210 (the Asda project in Keighley was a significant contributor).

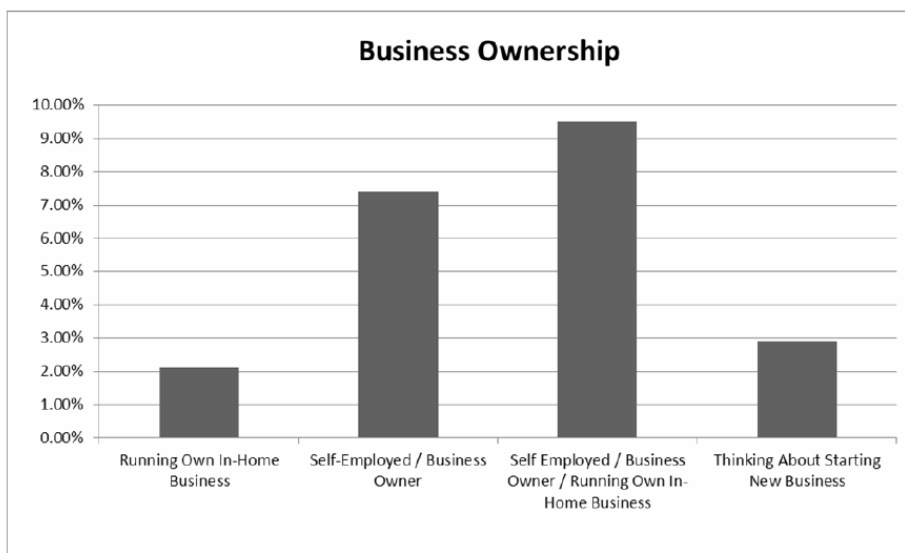
In the city centre, work is nearing completion on the Southgate scheme, which will provide 130,000 square feet of new office accommodation and a 200 bed hotel. Town centre improvements in Bingley included completion of the new 5Rise Shopping Centre.

### Regenerating the City Centre and Major Towns

The district attracted the largest inward investment scheme in Yorkshire in 2007 for the 1 million sq ft ProLogis Park Development near the M606 Staygate Roundabout, which will create 1,500 new jobs.

Eastbrook Hall & Gatehaus developments were completed, along with the £1.6m Heritage Streets improvements in Bradford city centre. Work on the £24.4m City Park has begun, and the Roberts Park refurbishment to enhance Saltaire World Heritage Site is complete.

**Bradford is an enterprising district**, where residents are more likely to aspire to start a business than people elsewhere in the region. The self-employment rate in Bradford, at 14.4% of the total number of people employed in the district, is the third highest within the Leeds City Region after Craven and Harrogate, and is higher than regional or national averages.<sup>15</sup>



Source: ACXIAM, 2009

Men are more likely to be self-employed. 24,100 working age men – 15% - were self-employed in September 2009, compared to 6,000 working age women, or 4%.

In April 2008, Bradford District had 15,712 Commercial premises as a combined factor inclusive of Commercial buildings in the Retail Sector, Office Buildings, Factories, Warehouses, and “Other Bulk Premises”.<sup>16</sup>

City Ward has the highest number of commercial premises (2,871 properties). This represents 18.3% of all commercial properties within the district. Heaton, Keighley West, and Wharfedale wards have the least commercial premises (each under 1% of the district total).

The city centre is behind national trends in office space take up. Office space take up in Bradford between 2002 and 2007 was 26% in the city centre, and 74% out of town. This compares to the national average ratio of 62:38 in favour of city centre take up.<sup>17</sup>

The 2009 annual Bradford Chamber of Commerce survey identified that **city centre regeneration should remain the most important priority.**

<b>Employment Growth Forecasts by Industry Sector</b>			
Highest Growth Sectors (Full Time Equivalents)	Number of Jobs		% change 2009-2019
	2009	2019	
Business Services	17,297	27,244	57.5%
Health	22,627	27,623	22.1%
Other Financial & Business Services	3,784	6,238	64.9%
Banking & Insurance	6,537	8,335	27.5%
Other (Mainly Public) Services	6,581	8,015	17.0%
Most Declining Sectors (Full Time Equivalents)	Number of Jobs		% change 2009-2019
	2009	2019	
Wholesaling	14,177	13,064	-7.9%
Education	14,481	13,377	-7.6%
Textiles & Clothing	1,294	371	-71.3%
Food, Drink & Tobacco	3,196	2,532	-20.8%
Hotels & Catering	5,998	5,369	-10.5%
<i>Source: Regional Econometrics Model, Yorkshire Forward/Experian, Summer 2009 model</i>			

The table above shows forecast growth in sectors in Bradford over the next 10 years. Employment is forecast to grow in several sectors over the next 10 years, particularly in the financial and health sectors.

Conversely, employment is forecast to fall in many sectors particularly the manufacturing sector. What is striking about the above table is that the sectors that are forecast to grow in the future are generally those where employees tend to be higher skilled, whereas the declining sectors, with the exception of education, mainly employ lower skilled workers. This further emphasises the need to up-skill the workforce of Bradford.<sup>18</sup>

## National Comparative Data – Local Futures’ Audit

The knowledge economy accounted for 20.53% of total employment within Bradford in 2008, (compared to 24.58% nationally, 20.68% in Yorkshire and Humber and 24.07% in West Yorkshire). Employment in knowledge-driven production is notably high at 5.36%, which compares with 3.51% in West Yorkshire, 3.11% in Yorkshire and Humber and 3.21% nationally.

The proportion employed in knowledge-driven services is around the national median, indicating that there is still a reliance on manufacturing over services.

**Bradford appears quite reliant on the public sector** as a source of local jobs - it records the highest level of public sector employment in the sub-region and has seen above average growth in this sector relative to the three benchmarks.

The business density in Bradford is very low by national standards, with 31.33 businesses per 1000 heads compared to a national average of 39.48. Average business size is greater than the national average, although slightly lower than the West Yorkshire average.

**There is a high rate of business ‘churn’ in the district.** Business formation rate in the district is high by national standards and at 12.06 is greater than all West Yorkshire districts. However, business survival rate is low.

Growth in business stock has been relatively good- an increase of 53.67% is above the national average (45.30%), albeit slightly below the West Yorkshire growth of 54.05%. Out of the subregional comparators, Wakefield presents the strongest profile in terms of growth in business stock and new business survival rate.

**Bradford has seen very low growth in commercial and industrial floorspace.** Between 1999 and 2008 commercial and industrial floorspace declined by -8.67%, compared to -1.7% in West Yorkshire and a growth of 9.5% nationally. Declines in both industrial and retail floorspace greater than the rate of decline seen in the subregion. Office floorspace has seen some growth but this is still smaller than the benchmark averages.

At sub-region level the same story occurs, the exception to this is Wakefield which has seen above average growth in industrial and commercial floorspace (19.82%).

### 3.3 Labour Market

The district has 2<sup>nd</sup> largest population of working age people in Leeds City Region (308,500 compared to 507,900 in Leeds).<sup>19</sup>

**Despite the recession, Bradford's labour market showed improvements** over the period to June 2009, with increases in both the number of people economically active and those employed.<sup>20</sup> Employment levels in the last five years rose at a speed of over twice the national average.<sup>21</sup>

**29% of business respondents currently have vacancies, and 72% of these are finding it difficult to find candidates with the right skills and/or experience.**

- 2010 Skills Survey

However, the latest data (June 2009) shows a small downturn in performance over the quarter and it is expected that the impact of the recession will further dampen progress made. And the geographical pattern of worklessness has not altered radically over the last decade.

#### Total Benefit Claimants for the District

Ward	Rate Feb 08	Rate Aug 09
Wharfedale Ward	4.8%	5.6%
Ilkley Ward	5.3%	6.4%
Craven Ward	8.0%	9.3%
Bingley Ward	8.7%	11.2%
Worth Valley Ward	9.3%	11.6%
Bingley Rural Ward	9.4%	11.8%
Queensbury Ward	9.5%	11.7%
Baildon Ward	10.2%	12.6%
Idle and Thackley Ward	11.1%	13.2%
Shipley Ward	13.7%	16.0%
Bolton and Undercliffe Ward	13.8%	17.4%
City Ward	14.6%	16.0%
Wibsey Ward	16.0%	19.7%
Wyke Ward	16.1%	18.9%
Keighley East Ward	16.3%	18.7%
Heaton Ward	16.7%	18.9%
Thornton and Allerton Ward	16.8%	19.4%
Windhill and Wrose Ward	16.9%	19.7%
Clayton and Fairweather Green Ward	17.4%	20.5%
Keighley West Ward	17.6%	20.4%
Royds Ward	18.2%	21.2%
Keighley Central Ward	19.2%	21.0%
Eccleshill Ward	20.0%	22.3%
Great Horton Ward	20.2%	24.5%
Toller Ward	21.2%	23.1%
Bradford Moor Ward	24.2%	26.0%
Little Horton Ward	26.2%	29.0%
Manningham Ward	26.7%	27.8%
Tong Ward	27.7%	30.8%
Bowling and Barkerend Ward	30.7%	34.2%
Bradford District	16.7%	19%
Leeds City Region	14%	16.2%
Yorkshire & Humber	14.6%	16.8%
Great Britain	14%	15.9%

Source: [http://www.bradfordobservatory.com/igLSOA/Dwp\\_Isoe-2009/atlas.html?indicator=i](http://www.bradfordobservatory.com/igLSOA/Dwp_Isoe-2009/atlas.html?indicator=i)

**Nearly 1 in 3 people of working age in Bradford are out of work<sup>22</sup>.** The unemployment rate in 2009 reached 8.9%, the highest rate since 1997. Female worklessness is particularly high. And the highest concentrations of unemployment occur in Bradford city and outlying estates such as Holmewood, Buttershaw, Allerton and Windhill.

**Bradford has a higher rate of Incapacity Benefit/Employment Support allowance claimants** compared to national and regional figures. And in May 2010, there were 15,137 people in Bradford claiming Job Seekers Allowance (JSA), a rate of 4.9% of the total working population in the District, compared to 4.6% for the Yorkshire & Humber Region.<sup>23</sup>

Worklessness rates vary by age but are higher within the younger population, with 42% of 16 to 24 year olds out of work. The worklessness rate for those aged 50 to retirement is 35%.<sup>24</sup>

**Businesses still feel that investment is being held back and that employment prospects are patchy**

. Bradford Chamber of Commerce survey 2009

Reliance on benefits is particularly high in deprived areas, and there are a lot of people living in those areas who do not expect to succeed: Bowling & Barkerend Ward has the highest rate of JSA claimants in the District (9.1%), followed by Manningham Ward (8.2%).<sup>25</sup>

People from black and ethnic minority communities, lone parents, people over 50, and people with disabilities or low qualifications are less likely to be employed.

### **National Comparative Data – Local Futures’ Audit**

**Bradford’s labour market is performing below the national average.** The unemployment rate in Bradford, based on the number of people claiming job seekers allowance, stood at 5.2% in March 2010 is the highest unemployment rates of the five West Yorkshire districts.

Breaking unemployment down into youth and long-term unemployment reveals a slightly different picture. Youth unemployment is higher for example in nearby Kirklees where 21.90% of 16-24 year olds are claiming unemployment benefits..

**The skills and qualifications profile of Bradford is weak.** At the top end of the scale, the proportion of working-age residents with ‘high skills’ (NVQ4 or above), is below average relative to regional and national levels. This is in line with a weak knowledge-economy in the district. The share of working-age residents in ‘skills poverty’ (below NVQ 2) and those qualified to NVQ 2 is above average by national standards, which suggests that the district faces a low skills challenge.

A close look at the subregion shows that Kirklees and Leeds have a slightly better skills and qualification profile- being the only two districts to have a skills and qualification score above the national average. Both of these districts have a proportion of working population with NVQ 4+ that is above the regional average.

**The current recession has seen youth unemployment grow rapidly.** As of April 2010, there were more than 9,500 young people aged 16-24 out of work, and youth claimant unemployment was 8.2%, just below the regional rate of 8.6% but higher than the national rate (7.7%).<sup>26</sup>

Most unemployed young people (4,310) are seeking work and are claiming Jobseekers Allowance, but some 1,980 young people are claiming lone parent benefits. A further 1,550 are out of work for ill health reasons.<sup>27</sup>

Youth unemployment tends to be highest in deprived areas: in Tony more than 1 in 4 16-24 year olds are claiming benefits. Similarly in Bowling, Undercliffe, Shipley East, Little Horton and Keighley South, more than 1 in 5 young people are on benefits.

**Skills levels are significantly lower than both regional and national averages.** Nearly 18% of Bradford's working age population do not have any qualifications, compared to 13% for Yorkshire and Humber, and 12% for England.<sup>28</sup>

The proportion of the population in Bradford District qualified only up to NVQ Level 2 is high. 62.6% of all households in the District has at least one adult without any qualifications. Two in every five households have adults with no qualifications at all.<sup>29</sup>

Qualification Attainment of Adult Population 2008								
Area	Adults qualified to at least NVQ level 4		Adults qualified to at least NVQ level 3		Adults qualified to at least NVQ level 2		Adults without an NVQ level 2 qualification	
	Number (000s)	%	Number (000s)	%	Number (000s)	%	Number (000s)	%
Bradford	66	22.9%	120	41.8%	180	62.5%	108	37.5%
Yorkshire & Humber	804	26.6%	1,422	47.1%	2,040	67.6%	979	32.4%
England	9,067	30.5%	14,713	49.5%	20,606	69.4%	9,090	30.6%

*Source: Annual Population Survey 2008, The Data Service<sup>30</sup>*

22.9% of adults aged 19 to retirement are classed as highly qualified (to at least NVQ level 4). While there have been significant increases in the number of people qualified to at least degree level, the table above shows these are well below national and regional averages.<sup>31</sup>

**Bradford University and Bradford College turn out around 1,600 and 1,000 graduates per year.** Retention of graduates is relatively high, and in 2007/08 around 53% of the student population in the district were from Bradford itself.<sup>32</sup>

**There were approximately 26,000 FE enrolments during the academic year 2009-2010** at Bradford College<sup>33</sup>, Shipley College<sup>34</sup> and Leeds City College, Keighley<sup>35</sup> campus.

**41,000 Bradfordians commute outside the district to work.** Of these, 21,300 work in Leeds – and as 15,300 Leeds residents commute to Bradford, it is clear that the two districts are strongly interdependent. In total almost 37,000 people commute between Bradford and Leeds, making it the largest inter-city flow in the region.<sup>36</sup>

Bradford has a net outflow of workers in transport & communications, and real estate and business activities industries, and has a net inflow of workers in manufacturing, retail, health and education. A higher proportion of people in higher level jobs travel outside their district of residence to work.

## Big Plan I Delivery – what have we achieved so far?

### Improving Educational Outcomes – creating a highly motivated and well-educated young workforce (14-19)

Progress has been made on developing curriculum pathways which provide additional routes for young people to achieve Level 2 qualifications. A wide range of diploma courses are being offered by secondary schools and the three colleges: 6 additional diplomas started in September 2009, with an additional 200 learners.

The Step-Up Enterprise project has engaged 7,053 young people to develop enterprise skills & prepare for working life.

*NI 79: Performance data for 2008/09 shows 71.4% achievement of Level 2 qualifications at age 19.*

*NI 80: National data shows a 3 percentage point increase from 2006/07 on Level 3 at age 19 up to 40% for 2007/08. In 2008/09 there was a further 1.5% increase to 41.9%*

*NI 117: 16-18 year olds not in education, employment or training (NEET)” for 2009/10 was 8.8% - the target was 8.6%, an achievement in the current economic climate.*

### Improving Educational Outcomes – reducing NEETs

NI 117 measures the percentage of 16-18 year olds who are NEET. In 2005/06, the measure was 11.6%. By 2009/10 the figure was 8.6%, against an LAA target of 8.8%. The recession has however had an impact on the numbers of young people classed as NEET, reflecting the lack of job opportunities for young people in the district.

### Improving Educational Outcomes - apprenticeships

The Partnership has invested £8.5 million in Level 2 and Level 3 Apprenticeships. The quality and quantity of apprenticeships continues to rise and are promoted alongside other learning routes through Personal Advisors and events for young people and their parents.

There are 2,292 employed apprentices with employers in Bradford with 52% being young people and 17.5% from an ethnic minority background.

### Improving skills at all levels – improving skills

NI 163: Proportion of working age population qualified to Level 2 or higher – latest figure for 2009/10 is 63.4% (against an LAA target of 66%).

NI 164: Proportion of working age population qualified to Level 3 or higher – latest figure for 2009/10 is 42.5% (against an LAA target of 42%)

## Big Plan I Delivery – what have we achieved so far?

### Improving Skills at all levels – securing employment

At the end of Big Plan year two the overall employment rate (NI 151) was 67.9% compared to the target of 68.8%.

Up to the end of January 2010 the range of activity commissioned under the Skills element of the WNF funding has engaged 752 beneficiaries, created 13 jobs and supported 109 people into jobs/self employment.

Over 580 Bradford employers have signed up to offer work opportunities for their most disadvantaged customers, through Local Employment Partnerships (run by Jobcentre Plus). The continued partnership with Job Centre plus and Children's Centres has included a Job Point at Canterbury Children's Centre in Little Horton, an area of the highest levels of unemployment.

The Jobs@ project has helped 264 more people into employment lasting more than 13 weeks.

The Local Impact Team - Links 2 was set up to link potential investors and developers with local people and suppliers. 18 Employment Advisors work from 7 bases located in the most deprived communities in the District.

The Enhanced Housing Options Trailblazer provided 323 additional people employment advice & 116 people accessed focused activity to end March 2010.

## Economic Profile – Summary of Emerging Issues

**Bradford's growing labour market could provide a strong workforce** for the rest of Leeds City Region, with the right development of both skills and transport links.

**An "enterprise culture" shown by high levels of self employment** in Bradford is a key opportunity for economic development.

**Bradford's resilient cultural and creative businesses sector** is a key driver for new employment and enterprise activity

**The ongoing City Centre improvements (including the Westfield site)** mean that the City will be in a good position as an attractive proposition for new retail business and for visitors.

**Bradford district's overall competitiveness in the UK is weak:** this reflects low skills, variable productivity levels across sectors, and low business densities.

**The district is constrained by a lack of quality premises** and employment sites, and particularly limited suitable retail and office space.

**The district remains a low pay area** – and reliance on benefits is particularly high in deprived areas. A lot of people in such areas do not expect to succeed.

**More graduate-level jobs are needed** to keep pace with the number of graduates in order to grow higher level skills in the district.

**Unemployment and economic inactivity is increasing:** people from Black and Minority Ethnic communities, lone parents, people over 50 and people with disabilities are less likely to be employed than the rest of Bradford's population. **Youth unemployment** has grown rapidly during the recession. **Generational unemployment** is a significant factor in deprived areas where high levels of worklessness persists.

**Low skills impact on the district's economic growth prospects:** high levels of worklessness and lower earnings for those in work reflect the low skills profile of Bradford.

**Qualification levels need to be improved:** Those with no or low qualification levels are particularly disadvantaged in Bradford and suffer from significantly higher levels of worklessness than the regional and national averages.

**District Employment Growth in the public sector has been high in recent times.** This is threatened because the number of employment opportunities will be reduced as the Government's austerity measures are put into place from the autumn of 2010.

**Reductions in public sector funding and benefits** is likely to have a much greater impact within the Wards already experiencing low levels of participation within the labour market.

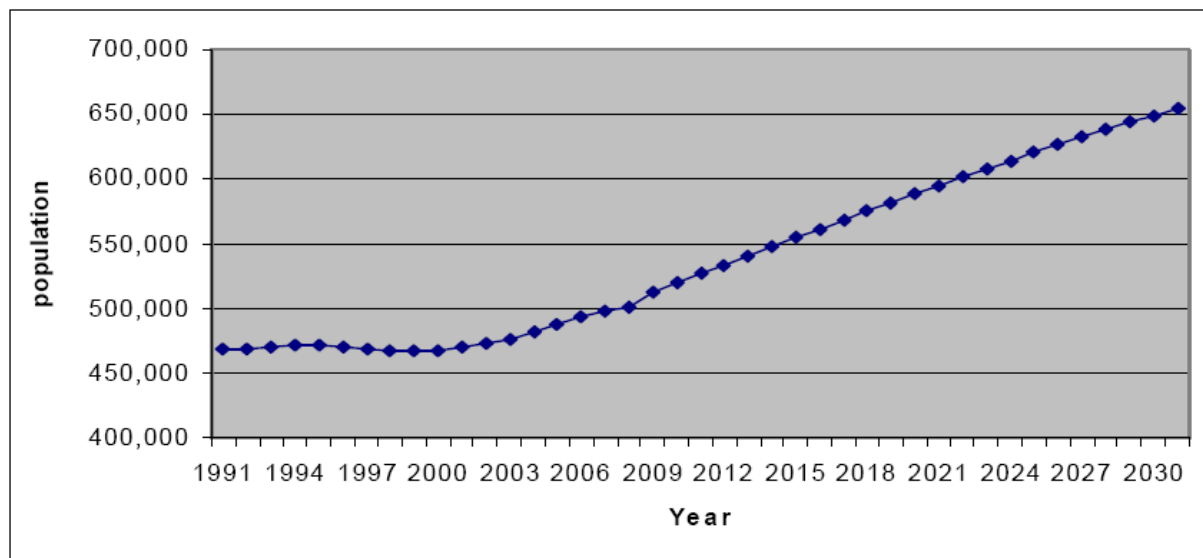
## 4. SOCIAL PROFILE

### 4.1 Demographics

**Bradford has a population of over half a million.** 501,700 people live in Bradford, making it the fourth largest district in England (Birmingham, Leeds and Sheffield are larger).<sup>37</sup>

Although there was a small decline in population in the late 1990s, Bradford has grown steadily since 2000 and is expected to continue growing for the foreseeable future with ONS forecasts to 2031 showing a further rise in the population to 655,100 by 2031, an increase of 27.8% since 2009.<sup>38</sup>

Bradford District Population Trends 1991-2031 (ONS)<sup>39</sup>



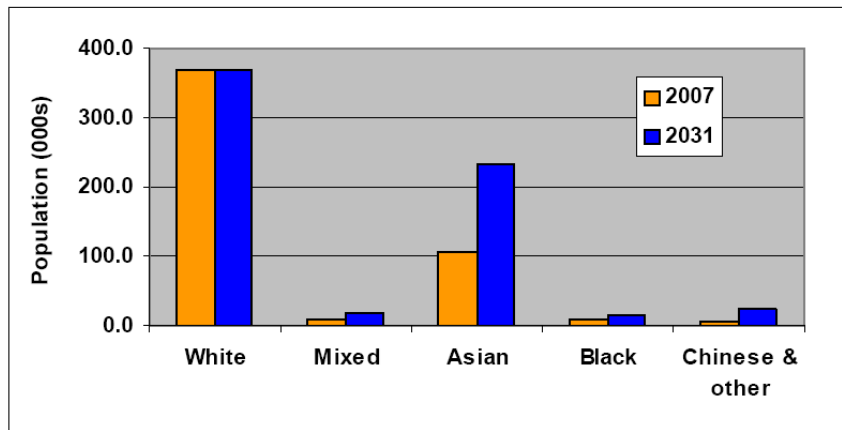
Over a quarter of the projected growth is in the 60-plus age group, in common with national trends which also show a shift to a greater proportion of older people in the population.

At the same time, over a quarter of the projected growth predicted will be amongst children and young people. This means that Bradford will continue to have a relatively young population and a growing number of working age people.

**A higher than national birth rate** will account for much of the districts predicted population growth. The highest birth rates tend to be in inner-city wards and in central Keighley. And with the trend for more people to move out of inner city areas than into them set to continue, natural growth (more births than deaths) means that the population of inner city areas will grow.

Bradford has the third largest proportion of Black and Minority Ethnic people outside of London boroughs (behind Manchester and Birmingham) and also has a relatively young population structure. The composition of the population varies considerably throughout Bradford district in terms of both age and ethnicity.

Population projections by ONS and Leeds University School of Geography suggest that between 2007 and 2031 the largest growth will be within the Asian population. However, with the White population expected to remain fairly static, it will continue to account for more than half the population in 2031.<sup>40</sup>



Over the year to mid-2008, Bradford district has a net gain of 3,900 people through international migration. It is expected that net inward international migration into the district will decrease significantly over future years, reflecting the national trend in decreasing economic migration.<sup>41</sup>

In the same time period, the district saw a net loss of 2,600 people through migration within the UK. This internal outward migration is expected to continue to increase.<sup>42</sup>

### National Comparative Data – Local Futures’ Audit

**The population in Bradford grew by 7%** between 1991 and 2008, which is on a par with the national average of 6.77%. The district has seen significant in-migration from outside of the UK, as measured by the 2001 Census, which is higher than both the regional and subregional average. In comparison, migration into Bradford from other parts of the UK is very low by national standards.

More recent data suggests in-migration continues to be high, with the number of new National Insurance number registrations from overseas nationals in 2009 above the national, regional and sub-regional average.

**Based on an average age of 36.44 years** (in 2001), Local Futures ranks Bradford 375 out of 408 districts in terms of average age score. When the population is broken down by age band, the young average age appears to be driven by a large share of residents aged 0 to 14. At 21.16% this is higher than the national average and the subregional and regional average. Bradford has a much higher than average birth rate.

Bradford has a high proportion of non-white residents at 25.89%, compared to an English average of 11.76%. Within Bradford’s ethnic minority population, the proportion of Asian or British Asian residents is 21.09%, which is significantly higher than the national average and twice as much as the West Yorkshire average.

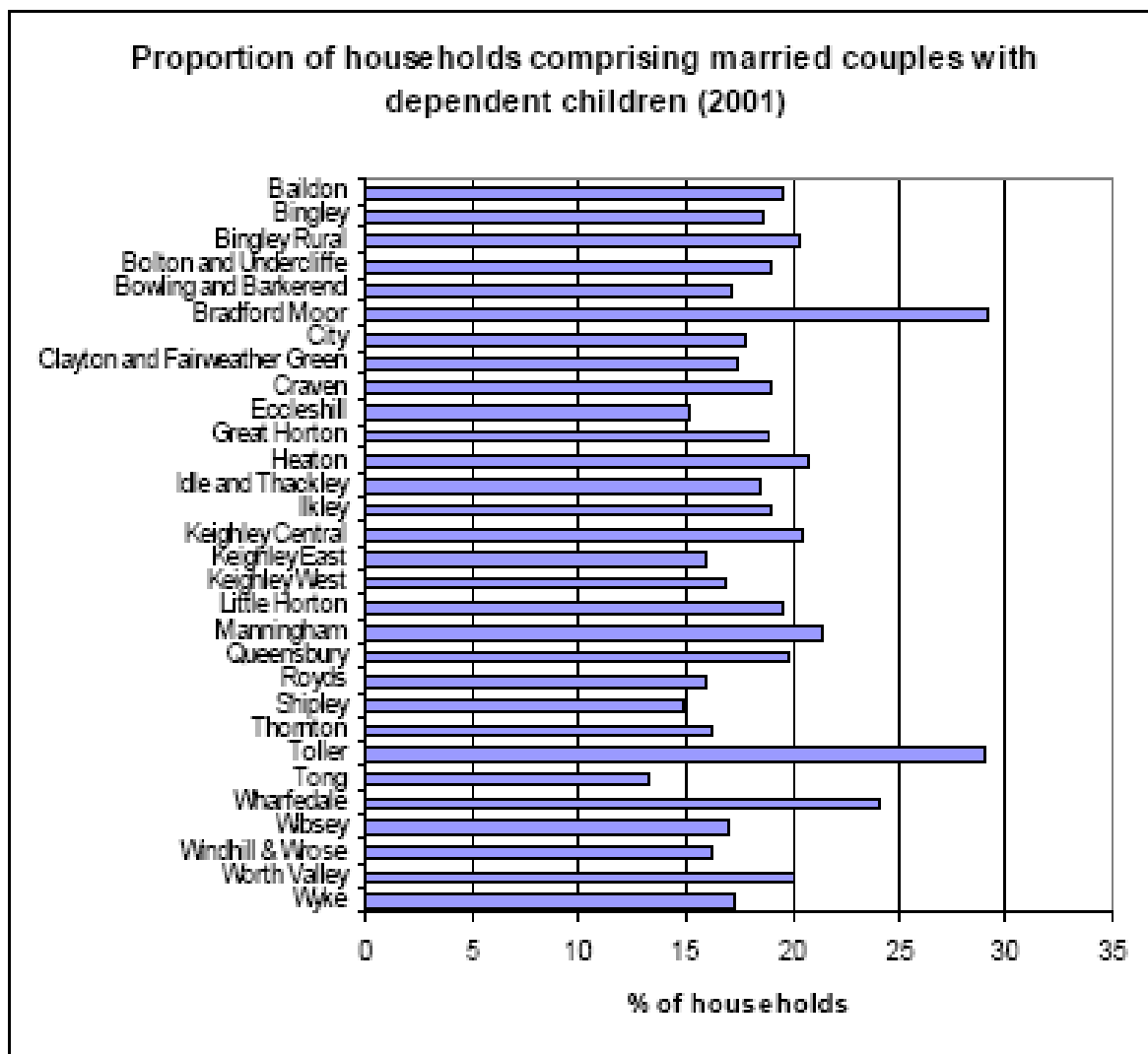
Local authority areas within West Yorkshire have fairly similar proportions of population classified as non-white, except for Wakefield which has a much lower proportion than the West Yorkshire average of 14.72%.

## 4.2 Household & Occupational Structure

**Household size varies across the district.** Toller, Bradford Moor and Manningham all have an average household size of approximately 3.5 people, and have the highest average household size. Shipley has the lowest household average at 2.23 people, and Craven and Bingley each have averages of 2.3 people.

Manningham, City and Shipley have the highest percentage of one-person households in the District (35.41%, 34.49% and 34.04% respectively)

The proportion of households comprising married couples with dependent children varies across the district. In 2001, Bradford Moor had the highest proportion (29.22) of population comprising married couples with dependent children, while at 13.28 Tong had the lowest



Source: 2001 Census

The occupational structure of an area can give a useful indication of the progress being made towards developing a diverse and prosperous place. Ilkley, Wharfedale, Bingley and Baildon have the highest proportion of residents who are employed as managers and professionals (42.93%, 40.29%, 32.12% and 31.1% respectively). Little Horton and Bradford Moor have the least number of residents employed at this level.

Correspondingly, Little Horton, and Bradford Moor are among the areas in the district that have the highest level of residents engaged in what are termed “elementary level” occupations, along with City ward.<sup>43</sup>

### **National Comparative Data – Local Futures’ Audit**

The average household size in Bradford was 2.59 people in 2001, higher than the national average of 2.41, and exceeding both the West Yorkshire (2.43) and regional (2.40) averages.

**Bradford comprises a large proportion of lone parent households** (9% of total households compared to 7.2% nationally). The proportion of households comprising of married couples with dependent children is also above the national average, and helps to explain the large average household size in Bradford.

In contrast, Leeds, Wakefield and Calderdale all have average household sizes below the national average. Leeds has very different household characteristics, with an average household size of 2.37 and a lower proportion of lone parent households.

**Bradford records a below average share of knowledge workers** by national standards in terms of occupational structure, Local Futures provides a “knowledge worker score” as a means of assessing progress towards a diverse and prosperous society. The district scores 80.62 on a GB = 100 index.

A closer look at the occupational breakdown reveals that the proportion of the working population who are in elementary occupations (level 1) is very high by national standards-14.20% compared to 11.33% nationally. In contrast, the ‘higher end’ occupations are underrepresented in the district with only 24.10% of the working population employed in managerial and occupational occupations, which is below all three benchmarks.

The neighbouring districts of Calderdale, Leeds and Kirklees record larger shares of resident knowledge workers compared to Bradford. Wakefield, on the other hand, performs less well with a knowledge worker score of 72.79.

### 4.3 Prosperity, Deprivation & Inequality

**Levels of wealth vary markedly across the district.** 16% of households in Bradford District have an average income of £50,000 or more. Wharfedale and Ilkley wards have the highest average household incomes of £44,700 and £42,300 respectively.<sup>44</sup>

A large number of households in the District (43.9% or 132,365 households) have a combined income of less than £20,000 per year. However, 42,994 households in the district have a total income of less than £10,000 per year. And such inequalities of wealth across the District appear to be increasing.<sup>45</sup>

The Indices of Multiple Deprivation (IMD 2007) are used to rank all 354 local authority areas in terms of deprivation across a seven domains (income: employment; health & disability; education, skills & training; housing; crime & disorder; and living environment).

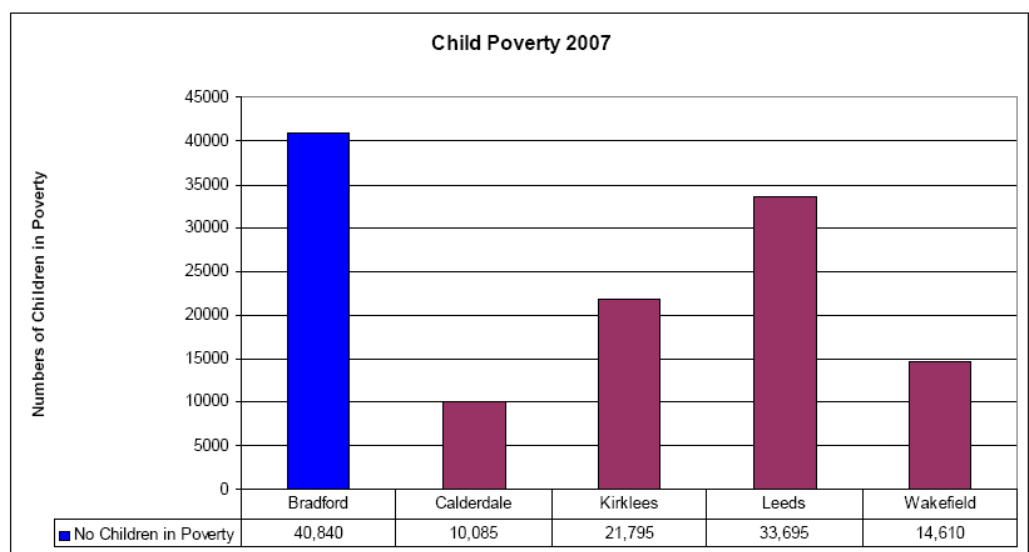
Of the 354 local authority areas ranked, Bradford district is the 32<sup>nd</sup> most deprived. This puts the district in the 10% most deprived local authority areas.<sup>46</sup> On one particularly measure – income deprivation – Bradford was ranked as 4<sup>th</sup> worst in the country.

**Two of Bradford’s 30 wards are ranked in the 15% least deprived** wards in the country (Wharfedale and Ilkley). Two wards - Bradford Moor and Manningham - fall within the 5% most deprived areas nationally, with Bowling & Barkerend and Little Horton wards falling within the 10% most deprived areas.

**The gap between the most and the least deprived areas in Bradford is the largest** in the country. 42% of the district’s population – or some 210,000 people - live in the 20% most deprived areas in the country. 5% of our population (25,085 people) live in the 1% most deprived areas.<sup>47</sup>

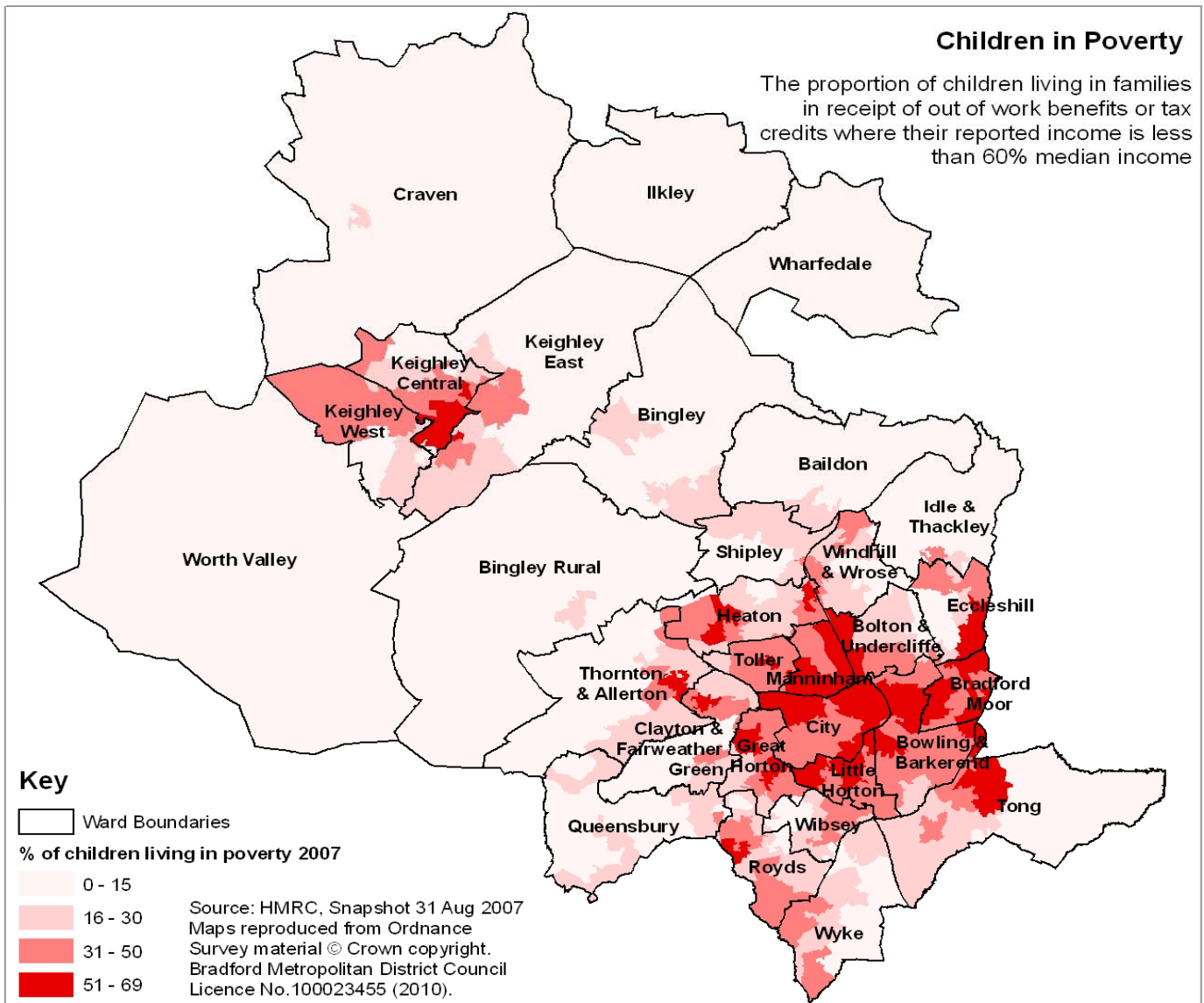
The Government defines child poverty as children living in a family with an income of less than 60% of the national average. On this measure in 2007, 40,840 (34.4%) of the District’s children were classed as living in poverty.

**Bradford district has the highest numbers of children living in poverty of all West Yorkshire local authority areas, and compares poorly with the regional (22.2%) and national average (21.6%).<sup>48</sup>**



Source: HMRC

The distribution of child poverty mirrors the clusters of deprivation within the district. Inner city urban areas and outlying social housing estates of both Bradford and Keighley have high concentrations of child poverty.



**Child poverty can also be strongly linked with particular groups.** High levels of child poverty are associated with: single parents; some ethnic minorities; families with a disabled adult; those renting their home; families with four or more children; mothers with educational levels below tertiary level and mothers aged under 20 years at the birth of their child.<sup>49</sup>

## National Comparative Data – Local Futures’ Audit

**Average income in Bradford is below the average** for all three benchmarks (Leeds, Kirklees and Calderdale). Bradford’s average annual income was £21,100 in 2006/07, below the national average of £25,362. None of the other subregional districts record an average income above this national figure.

Average annual incomes in Bradford have increased at a very low rate between 2000 and 2007. The growth of just 15.93% contrasts with Leeds (33.15%) and Wakefield. The latter, which has an average total income less than Bradford, has seen growth of 32.9% which is higher than the national and regional average.

Other proxy measures of wealth – such as households with more than one car, or large houses – reinforce Bradford’s below-average levels of prosperity

**Deprivation in Bradford is above the national average**, ranking the district 32<sup>nd</sup> out of 354 districts in England.

A breakdown of overall deprivation levels in Bradford shows that disadvantage from income, employment, health, skills and training, crime and the living environment are all above the national average. The only domain with a score below the national average is barriers to housing and services, which is also below the regional and subregional average.

## Big Plan I Delivery – what have we achieved so far?

### Children and Young People – stay safe

We have maintained good safeguarding arrangements for children and young people, with strong performance in Social Care Services on referral and assessment processes. This is an important indicator of how quickly services can respond when a child is thought to be at risk of serious harm. And as the assessments involve a range of local agencies, it also indicates that multi-agency working is well established in the district.

NI 59 measures the percentage of initial assessments for children’s social care carried out within 7 working days of referral. Our 08/09 target was 90% and we achieved 72.6%. For the 09/10 the outturn was 59.2% against a target of 84%.

The nationally acclaimed Looked After Children strategy has improved the life chances of LAC through collaborative arrangements for meeting health needs, ensuring increased stability in placements, reducing offending, scrutinising school absences, improving GCSE results for looked after children and increasing support to Care Leavers.

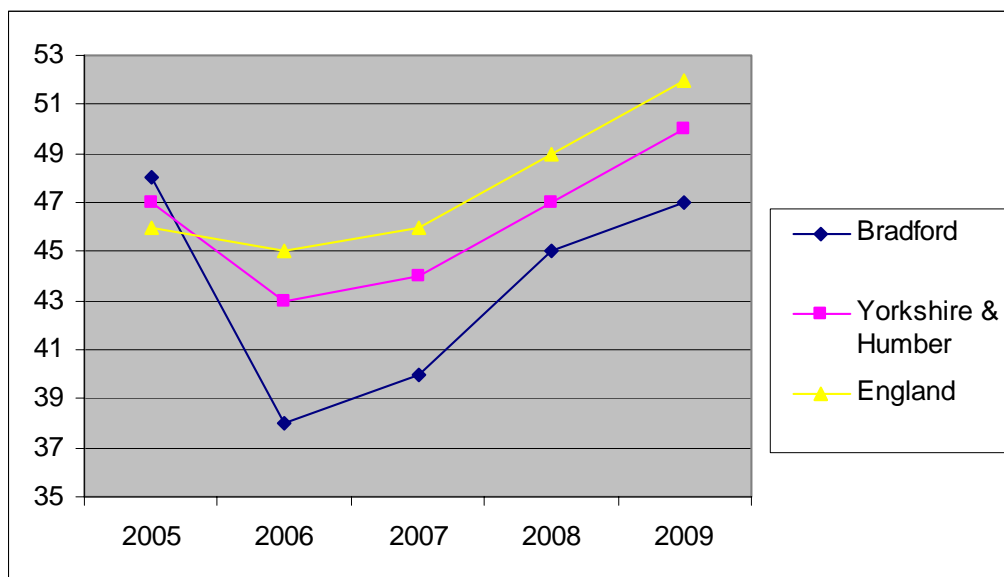
### Strong and Cohesive Communities – give people access to information, advise and services, everyone has an equal opportunity to succeed

The Council and Older People’s Partnership’s approach to the positive engagement of older people to support and promote greater independence and well-being in later life was recognised by the award of the prestigious Beacon status in 2009.

## 4.4 Educational Attainment & Qualifications

**Less than half of all children are reaching a good level of development at Foundation Stage.** While results since 2006 results have steadily increased, and the rate of progress in Bradford compares well with regional and national figures, 47% of children in the district at the end of reception year 2009 reached a good level of development. This compares with 50% of children in Yorkshire and Humberside and 52% of children in England overall.<sup>50</sup>

National Indicator 72: - Early Years Foundation Stage



Source: DSCF

How well children do by the end of the Foundation Stage varies between ethnic groups. Where datasets are large enough to be statistically robust, children scoring highest on the Foundation Stage Profile are those from an Indian or White British ethnic background, whilst children from a Bangladeshi background score the lowest.

Deprivation levels compound this picture. The ethnic groups with the highest levels of deprivation tend to achieve the lowest Foundation Stage Profile scores, and the groups with the lowest average levels of deprivation return the highest scores.

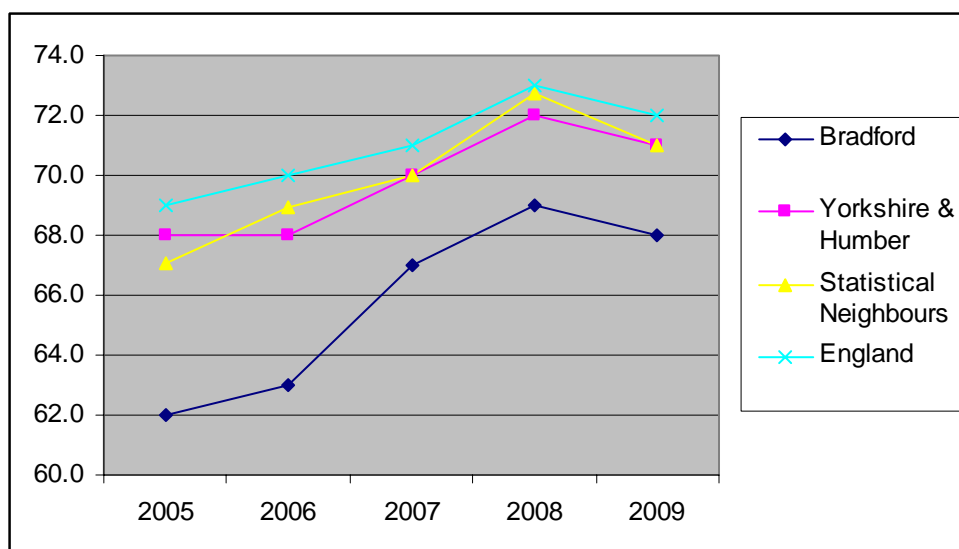
By 2031 the 0-19 population is projected to increase by 32%. Birth rates within the District are higher than the regional and national averages (81 births per 1,000 women compared to 62 and 64 respectively). There will be an increase in the proportion of births to mothers who themselves were born outside the UK indicating increasing numbers of children arriving at schools who do not have English as their first language

**Children in the District are making equal rates of progress between Key Stage 1 & Key Stage 2** compared to their peers nationally. Progression at Key Stage 2 is a strong predictor for expected performance at GCSEs, and also enables recognition to be given where pupils do not reach level 4 but still make exceptional progress.

In 2009 81% of pupils made two levels of progress between Keys Stage 1 and 2 in English compared with 82% nationally. And in the same year, 81% of children made two levels of progress in Maths, which is the same proportion as nationally.

**Fewer children are attaining Level 4 or above in Key Stage 2 in Maths and English** than nationally. In 2008/09 68% of children in Bradford district attained level 4 or above at Key Stage 2 in both English and Maths.

**National Indicator 73: % of pupils achieving Key Stage 2 Level 4+ English & Maths**



Source: DCSF

Since 2005 the proportion of children attaining this level has risen with a slight dip in 2008/09; this is reflected regionally, nationally and amongst our statistical neighbours.

Children from disadvantaged backgrounds, measured as the number of children eligible for free school meals (FSM) tend to have lower educational outcomes than their peers. In 2009 the attainment gap between children on Free School Meals and their peers in the District was 17.5 percentage points. The attainment gap between children from disadvantaged backgrounds and their peers has decreased over time and at a faster rate than nationally.

**The levels of attainment have risen in the District over time.** The proportion of young people achieving 5 or more GCSEs A\*-C including English and maths has increased at a faster rate than nationally and so the gap is closing.

In academic year 2008/09 in Bradford District, 41% of pupils achieved 5 or more A\*-C grades at GCSE including English and Maths compared to 50% nationally.

In 2009 45% of children attained 2 or more A\*-C grades in science GCSEs compared with 54% nationally.

In 2009 only 1 in 10 (9.8%) of looked after children attained 5 GCSEs A\*-C including Maths and English compared to 4 in 10 of their peers within the District. Nationally 9.8% of looked after children also attained the same level.

Children from disadvantaged backgrounds tend to have lower levels of achievement than their peers. In 2009 the attainment gap between those children who were eligible for Free School Meals and their peers was 21 percentage points.

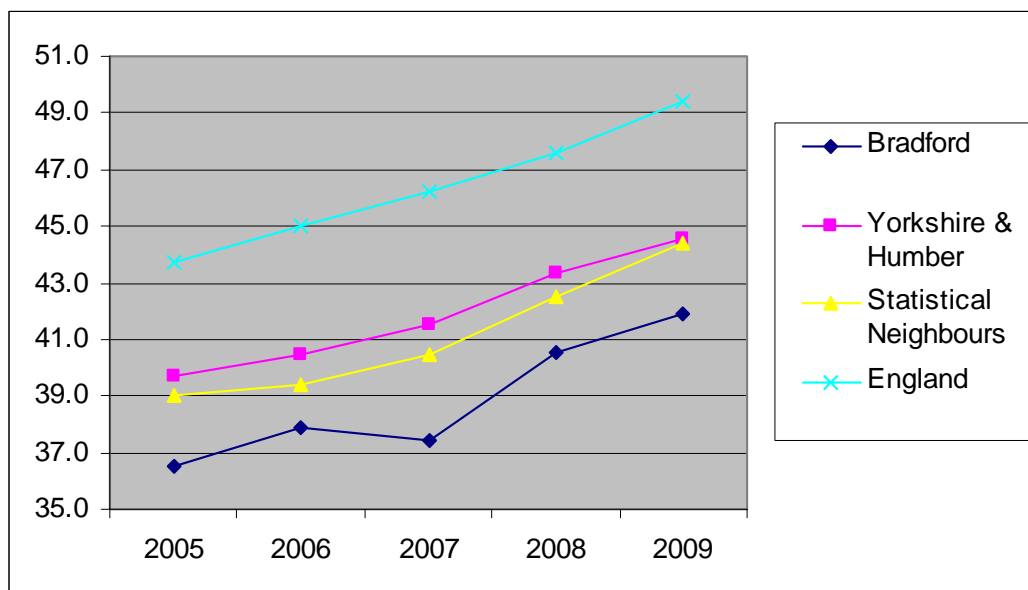
**Achieving Level 2 by the age of 19 represents an important platform for employability, further learning and adulthood.** In 2009 71% of young people had attained a full level 2 qualification by the age 19 in comparison to 75% nationally.

The rate of attainment has increased over time and has increased at a faster rate than nationally meaning that the gap between Bradford District and the England average is closing.

Achieving Level 3 by the age of 19 increases the skills levels of the economy and allows participation into Higher Education and higher skilled employment.

In 2009 less than half (42%) of all of young people had attained a full level 3 qualification by the age of 19 in comparison to 50% nationally.

National Indicator 80: Achievement of a Level 3 qualification by the age of 19



Source: DCSF

The rate of attainment has increased over time but it has not quite increased at the same rate as nationally; as a result the gap has slightly widened.

## Big Plan I Delivery – what have we achieved so far?

### Improving Educational Outcomes – raising attainment

The two national indicators for the Early Years Foundation Stage are the proportion of children who reach a 'good level of overall development' (NI72) and the percentage attainment 'gap' between the lowest achieving 20% of children and the rest of the cohort (NI92).

In Bradford in 2009 the attainment gap between the lowest 20% of achievers and the rest was 38.9% as compared with 33.9% England wide and 35.2% regionally.

The gap between the lowest achieving 20% and the rest has narrowed over time. However, the gap has decreased at a rate slower than it has regionally or throughout England.

Over time the proportion of looked after children within the District attaining level 4 or above in English has rapidly increased; this increase has been at a greater rate than nationally meaning that there is now very little difference between the attainment rates of Bradford District's looked after children and their peers nationally.

In 2009 one in two (54%) of looked after children attained level 4 or above in Maths compared to 78% of their peers in the District.

Children with Special Educational Needs (SEN) are also less likely to achieve the same levels as their peers. In 2009 the attainment gap between those with a SEN and their peers was 51 percentage points.

The Achievement/Attainment WNF project delivered 240 sessions to Special Educational Need and vulnerable pupils to promote reading & support transition to primary schooling.

NI 104 measures the attainment Gap between SEN/non SEN Key Stage 2 inc Eng and Maths. While the gap between children with SEN and their peers is vast it is lower than that across Yorkshire & Humber and the District's Statistical Neighbours and marginally higher than the National average due to an increase in the 2008/09 period.

NI 102: By the end of March 2010 the achievement gap between young people eligible for free school meals and their peers, regarding gaining A\*-C grades at GCSE was 21.2% (2009/10).

## 4.5 Active Citizenship & Community Relations

**There are 67 or more languages spoken within Bradford<sup>51</sup>.** Most of these languages (and therefore communities) are to be found in inner city areas.

There are many areas including the inner city in the District that are challenged with poor housing, lower educational attainment, and higher rates of unemployment and benefits uptake.

Many families in these areas have generations of worklessness and consequently have very low aspirations and expectations.

**A consequence of this poverty and structural inequality** is low sense of belonging, togetherness, and low cohesion. The results from the Autumn 2009 Place Survey highlight the relationship between satisfaction with services, participation in civic life and cohesion.

Those satisfied with the area as a place to live are more likely to say they feel a strong belonging (66%) compared to those who are unhappy with their area (28%). Indeed, it is those who are generally positive about issues such as social cohesion, community safety, or who are actively involved locally as well as those who are satisfied with the Council and with information provision who have the strongest sense of belonging.

Within the District a count of people involved in civic participation and local democracy in 2008 found that there were 1206 people undertaking these roles, covering:

- 90 BMDC Councillors
- 290 magistrates
- 450 school community governors
- 210 Parish Councillors
- 13 hospital trust reps
- 95 Special constables

NI 4: % of People who feel they can influence decisions in their locality	
<b>Gender</b>	
Male	37%
Female	21%
<b>Ethnicity</b>	
White	24%
BME	49%
<b>Area</b>	
Bradford North	38%
Bradford South	22%
Bradford West	34%
Keighley	19%
Shipley	27%
Source: IPSOS MORI 2008 Place Survey	

There are increasing numbers of people who want to get more involved in decisions that affect their area. People want to be able to be selective about what they get involved with (91% of respondents to the Place Survey 2008 want to be involved in this way)

The 2009 Interim Place Survey found that **people in social rented housing, people who are workless and people with a disability are less likely to think that people treat each other with respect and consideration.**

**The number of voluntary groups within an area is a widely recognised measure of high levels of social capital.** The district is widely recognised as having a strong voluntary and community sector and there is a high level of volunteering.

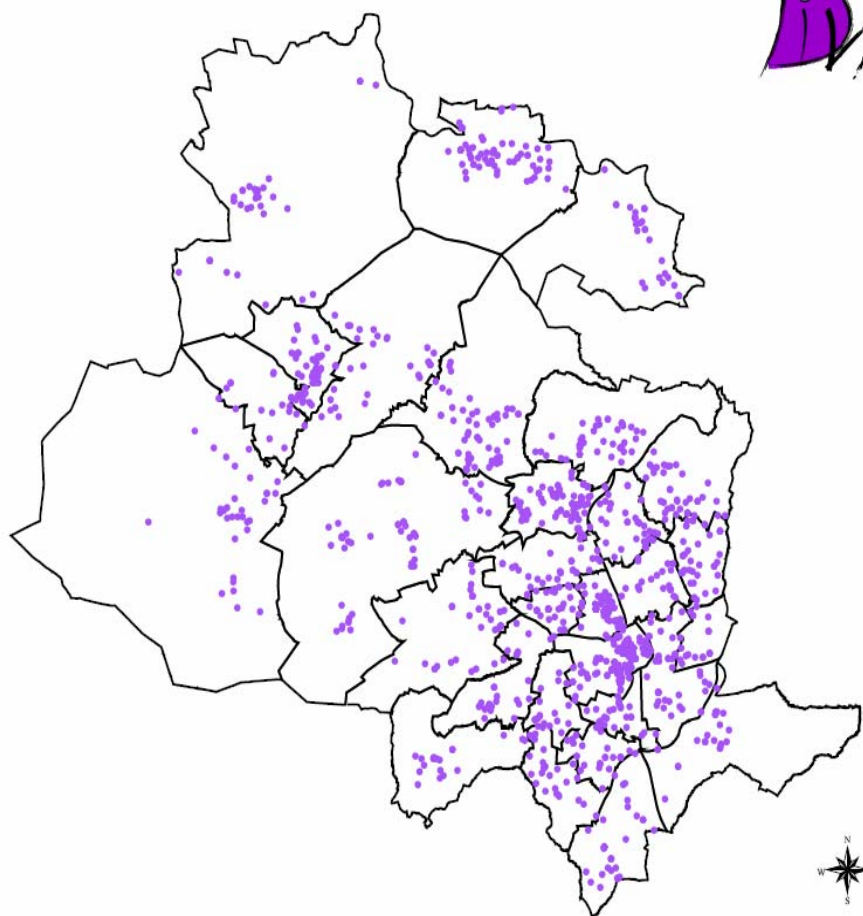
There is a strong asset base in the VCS in the District and a in depth experience in terms of managing and delivering public sector contracts

## DIVA Database - Voluntary Groups

By Ward



Ward	Total
BAILDON	43
BINGLEY	53
BINGLEY RURAL	58
BOLTON AND UNDERCLIFFE	23
BOWLING AND BARKEREND	45
BRADFORD MOOR	17
CITY	177
CLAYTON AND FAIRWEATHER GREEN	27
CRAVEN	34
ECCLESHILL	38
GREAT HORTON	16
HEATON	31
IDLE AND THACKLEY	38
ILKLEY	64
KEIGHLEY CENTRAL	71
KEIGHLEY EAST	30
KEIGHLEY WEST	19
LITTLE HORTON	26
MANNINGHAM	73
QUEENSBURY	18
ROYDS	30
SHIPLEY	82
THORNTON & ALLERTON	36
TOLLER	35
TONG	25
WHARFEDALE	29
WIBSEY	26
WINDHILL & WROSE	32
WORTH VALLEY	36
WYKE	32
Grand Total	1284



## Big Plan I Delivery – what have we achieved so far?

### Strong & Cohesive Communities - Support people from different backgrounds to get on well together

The district has hosted a number of events to promote good relations between people of different backgrounds and to encourage civic involvement, such as Black history, Holocaust Memorial Day, Pride, International Women's Day, Asylum and refugee week, Thorpe Edge festival, Filipino Barrio Festival, Gypsy and Traveller History month, Easier Access event. Support was offered to a group of disabled runners to assist them in running the Bradford Run.

Such activities help us work towards achieving National Indicators 1 and 2.

NI 1 measures the percentage of people who believe people from different backgrounds get on well together in their local area. From a survey in 2006, 68% of people reported positively that people do get on, but the Place Survey results in 2008 showed that only 64.6% people thought people from different backgrounds get on well together. The unitary average in 2008 was 73.8%. The interim Place Survey in 2009 now indicates a figure of 63%.

The Place Survey 2009 showed that for NI 2, 56.1% of people surveyed felt they belonged to their neighbourhood.

1,326 young people engaged in volunteering, with 357 receiving a national award in recognition of their contribution to strong civil life.

Participation in regular volunteering in the District is highest in Yorkshire – approx 95,000 people volunteered in 2009/10

## 4.6 Health

There is a strong correlation between life expectancy at birth and deprivation, with people residing in wealthier areas on average living longer than those from the most deprived areas. On average the life expectancy difference between males from the most and least deprived areas was 8 years. The difference in life expectancy between females from the most and least deprived areas is 5.3 years<sup>52</sup>.

It is significant that Bradford District is one of the Spearhead Group of local authorities that display the worst health and deprivation indicators in England. The wider determinants of health inequalities include economic, social and environmental factors that are expected to worsen in an economic recession.

**When neighbourhoods are consulted about their top health concerns, drug & alcohol misuse; mental health; obesity; health promotion are always the top four priorities**

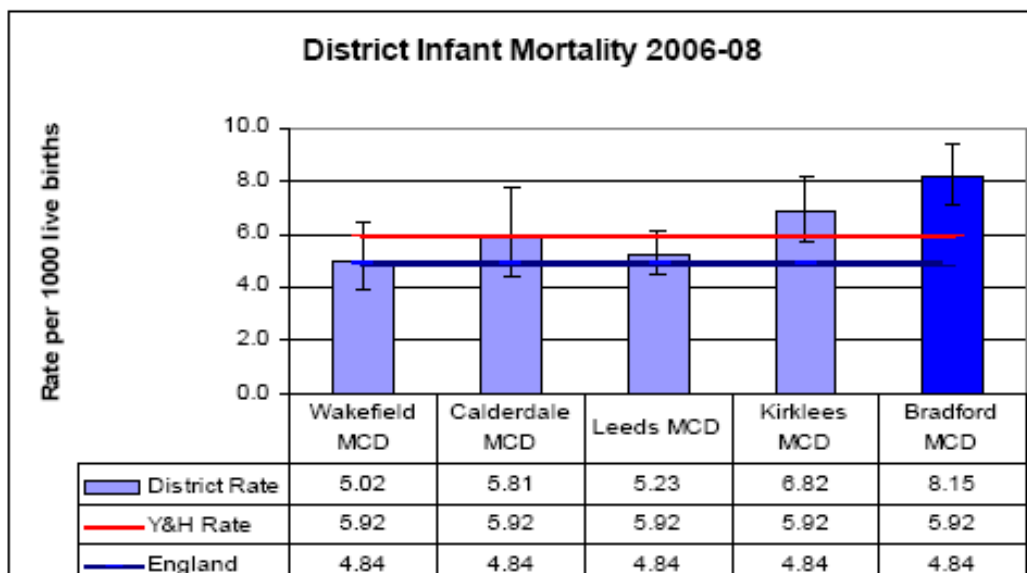
PCT's Community Development Team & the council's Neighbourhood Services

Bradford District Life Expectancy 2005-2007					
District		England		Region	
Males	Females	Female	Male	Male	Female
76	80	82	78	77	81

Source: Yorkshire Public Health Observatory

It is forecast that the district will have over 100,000 residents aged 65+ by 2020, compared to a figure of 68,600 today. Population growth will occur right through the age profile with the highest projected growth, 48% expected in the 65+ age group. There will be an expected 34,000 more residents over 65 and 8,500 more over 85 years by 2030, causing additional demand on health and social care services. **Social care support for a significantly growing number of people with dementia will be a key issue for the district.**

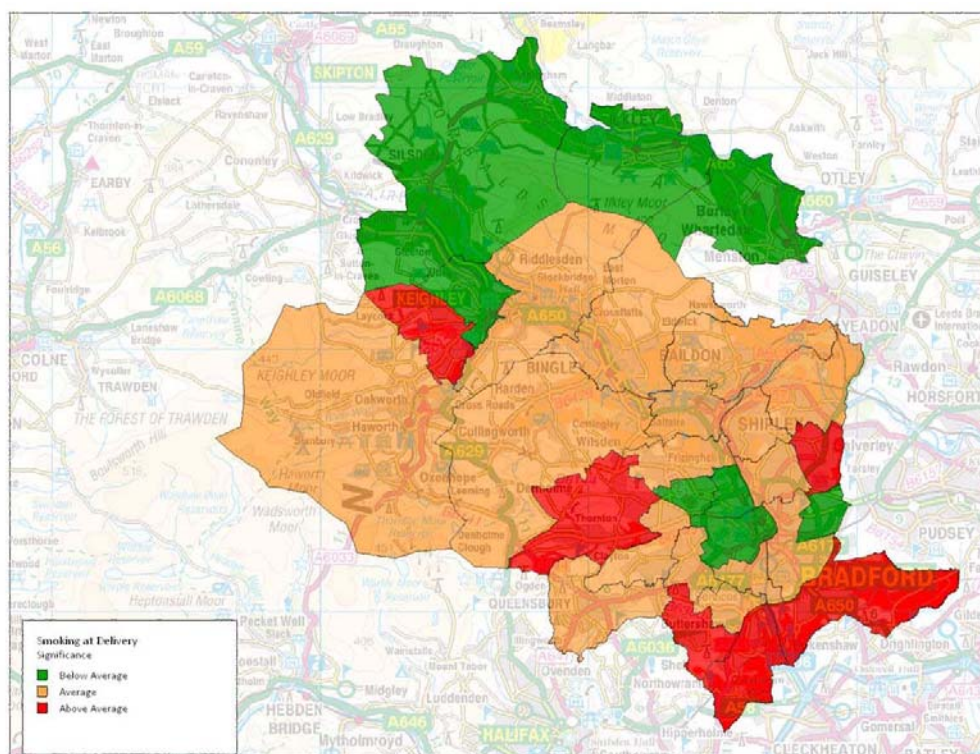
**Bradford has the highest infant mortality rate in England** (8.15 per 1000 live births compared to 4.84 for England and 5.92 for Yorkshire and Humber). Although the district infant mortality rate has declined from 9.1 in 1999-2003, 7.2 in 2004-2006 to 8.15 per 1000 in 2006-2008 it still remains one of the highest in England compared to areas with similar populations and deprivation levels.<sup>53</sup>



There is a significant inequality gap in infant mortality rates between the most and least deprived areas of the district, being 7.7 times higher among women residing in the most deprived areas when compared to those in the least deprived ones.<sup>54</sup>

**During 2008-2009, 15% of women reported that they were smoking at the time of delivery.** There are clear ethnic differences in the percentage of women smoking during pregnancy; with 28% of White women reported they smoked to only 1.9% of Asian and British Asian women.<sup>55</sup>

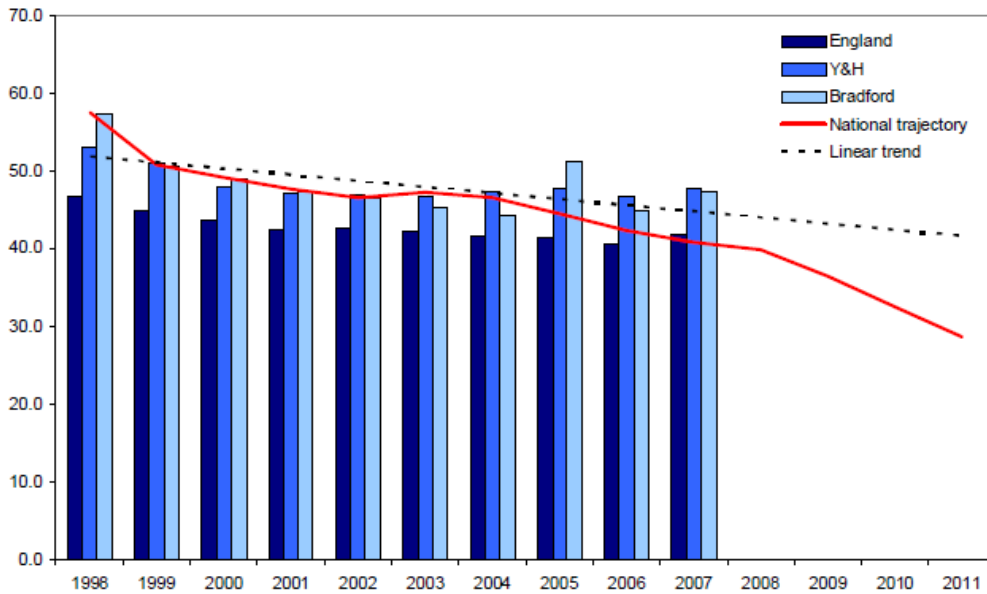
And there are also significant differences between different areas within the district. Eccleshill, Keighley West, Royds, Thornton and Allerton, Tong, and Wyke also . The following wards have significantly more women who smoked in pregnancy than elsewhere in Bradford:<sup>56</sup>



**Teenage pregnancy rates remain high for the district.** The latest published data (2007) shows a rate of 47 per 1000 conceptions in 15-17 year olds. Overall, there has been a 17.4% fall from the 1998 baseline. In order to meet the 2010 target, the total number of teenage pregnancies would need to be reduced from 491 in 2007, to 286 teenage pregnancies in 2010.<sup>57</sup>

Seven wards (Tong, Shipley East, Wyke, Eccleshill, Little Horton, Thornton, Keighley South) have teenage pregnancy rates significantly above Bradford average.

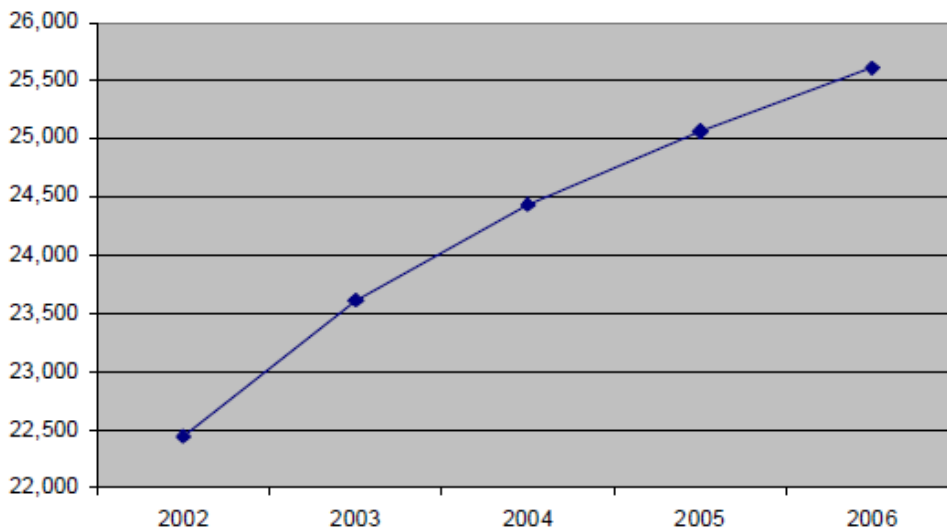
**Teenage Conception Rates 1998 – 2011**



Source: NHS Bradford and Airedale Performance Monitoring.

**The numbers of people of working age with a disability is increasing.** In the 2001 Census 86,486 people in the Bradford district, 18.5% of the population, considered that they had a long term limiting illness. The figure for the district is slightly higher than the UK national average figure of 18.2%. The table below illustrates the growth of numbers receiving Disability Living Allowance, which has increased by over 11% since 2002.<sup>58</sup>

**Numbers claiming Disability Living Allowance 2002 - 2006**



**There are high and disproportionate rates of disability among children.** “Bradford children are nearly two and a half times as likely to be deaf than the UK population as a whole” according to The Joint Strategic Needs Assessment 2009, “the prevalence of cerebral palsy is 3.87 per 1000 children in Bradford compared to 2.08 per 1000 in Europe and there are a disproportionate number of children with neurodegenerative

conditions<sup>4,5,6,7</sup>. There is also a significantly increased prevalence of other serious medical conditions which can also be categorised as conferring a disability.<sup>59</sup>

**The 2001 census estimates that there are 175,000 young carers nationally.** This means that there are in the region of 2000 young carers in the Bradford district. This is likely to be an underestimate due to the low representation in relation to parental substance misuse. Locally the proportions of young carers are fairly evenly divided, with 48% female and 52% male.

Similarly in the 2001 census 47,100 people or 10% of the Bradford district's population identified themselves as providing unpaid care to a family member, neighbour or friend. It is expected that with an increasingly aging population this number will also go up, along with additional pressures on social and health services.

<b>Ethnicity</b>	<b>Proportion of Young Carers</b>
White British	44%
White Irish	1%
White Other	1%
Asian Pakistani	16%
Asian Indian	1%
Dual Heritage	37%

**Bradford has the highest rate of coronary heart disease of all the West Yorkshire Local Authorities.** High mortality rates from this disease are related to the high levels of deprivation, with Manningham, Toller, Little Horton, Bowling & Barkerend and Bradford Moore wards having some of the highest rates.<sup>60</sup>

Obesity is recognised as the second most important preventable cause of ill health after smoking. Yorkshire and Humber has the highest regional percentage of males and females classed as obese, a trend which is predicted to grow. Within West Yorkshire, Bradford has the second highest prevalence of adult obesity. The estimated prevalence of obesity in 2008 amongst adults is 21.8%, which is just below the national average of 24%. A further 34% of adults in the district are overweight<sup>61</sup>.

**Childhood obesity is problematic in the district**, with 10.0% of the District's reception year pupils classed as being obese compared to 9.6% nationally and 9.8% regionally. And 19.9% of Year 6 children in the district are obese as opposed to 18.6% for Yorkshire and Humber.<sup>62</sup>

Keighley Central, Wyke, Toller, Manningham and Heaton wards in 07/08 had the highest rates of Child Obesity for Year 6 pupils. Obesity among reception year pupils was highest in Queensbury, Tong, Little Horton and Manningham.<sup>63</sup>

**Smoking prevalence amongst young people** in Bradford, estimated from the 2007/08 Lifestyle Survey, is slightly higher than the national average, with 41% of young men and

43% of young smokers starting to smoke under the age of 16 years, compared to 41% of men and 36% of women nationally. The Lifestyle Survey also revealed that:

- The average age at which Bradford residents start smoking regularly is 16.5 years, with 42% starting under 16 years of age.
- 41% of male smokers and 43% of female smokers start before the age of 16
- 27% start smoking by age 14.<sup>64</sup>

Alcohol Misuse and Binge Drinking: In Bradford district, the local Health and Lifestyle Survey asked men how often they consumed more than 10 units of alcohol on one occasion and women more than 7 units. 31% of men and 20% of women indicated that they exceeded these limits at least weekly.

**Greater partnership working is needed between Health, Education & the Council to support young people with complex needs, especially at transition to adults services**

Healthcare Priorities Consultation Day

**Drug users in the district are predominantly in the 25-44 age groups and are ageing.** Home Office data estimates for the prevalence of opiate use and / or crack cocaine use for the period 2006/07 showed that the estimated number of problem drug users in Bradford is 5,303; a rate of 16.5 per 1000 population aged 16-64.

**The Supporting People agenda has been a key priority for the District.** The client groups covered include people with mental health problems, people with learning difficulties, care leavers and offenders. Housing problems reported elsewhere in this report will have a significant impact on these client groups, as will other issues such as unemployment, health issues, etc.

**There are significant mental health issues faced by an increasing number of Bradford Citizens.** Figures for prevalence are based on the Psychiatric Morbidity Survey 2000<sup>1</sup> carried out by the Office for National Statistics. The incidence of probable psychotic, neurotic and personality disorders among the working age population are all expected to increase by 5 - 6% between 2006 and 2012, broadly in line with the projected general population increase.<sup>65</sup>

The estimated implications for Bradford and Airedale's working age population is summarised below, although it should be noted that not all of these individuals are likely to present for treatment.

*Forecasted Incidence of Mental Illness in Bradford district<sup>66</sup>*

	<b>2006</b>	<b>2009</b>	<b>2012</b>
Any Neurotic Disorder	59,897	61,974	63,525
Any Personality Disorder	14,137	14,655	14,982
Probable Psychotic Disorder	1,806	1,848	1,904
Eating Problems	1,405	1,435	1,464
Post Natal Psychiatric Problems	817	836	850

The only significant variation to general population growth figures relates to an anticipated increase in the incidence of some neurotic disorders amongst the South Asian population. National research suggests that people from South Asian ethnic origins are 42% more likely to have a depressive episode and 14% more likely to suffer from mixed anxiety and depressive episodes than the general population.<sup>67</sup>

The most significant difference was the rate for Obsessive Compulsive Disorders where the Psychiatric Morbidity Survey reported a prevalence of 40 cases per 1,000 in the South Asian population compared to 11 per 1,000 for the general population, which is a difference of 264%. However, there was a reported 5% lower prevalence of Generalised Anxiety Disorder in the South Asian population compared with the general population.<sup>68</sup>

**National Comparative Data – Local Futures’ Audit**

**Average life expectancy in Bradford is 77.88 years**, which is below the national average of 79.68 years, the regional average (79.03 years) and subregional average (78.74 years).

Infant mortality rates and mortality rate from circulatory diseases are particularly prevalent in Bradford.

**The district has an above average proportion of residents who smoke and who are obese**, relative to the national average. However, these levels are not as high as those seen elsewhere in the subregion- for example 27% of residents in Leeds smoke (compared to 23% in Bradford) and 26.9% of residents in Wakefield are obese (compared to 21.60%).

## **Big Plan I Delivery – what have we achieved so far?**

### **Reducing obesity and improve healthy eating, activity levels and lifestyles for children and older people**

*In 2009/10 obesity rates for reception age children (NI55a) were at 10% slightly above the national average (9.6%) and the statistical neighbour average (9.32%). However, for Year 6 children (NI 56a) 2008/09 obesity rates were 19.9% - slightly above the national average and statistical neighbour average (both of which were 18.33%).*

### **Reduce the damage to health caused by alcohol, tobacco and illegal drugs**

Over 10,000 people have quit smoking over the last three years. Four week quit rates in the District are consistently on target and the number of quitters is continuing to increase.

NI 115: Young people's self declared rates of substance misuse are in line with statistical neighbour averages, supported by effective screening for vulnerable young people and by enhanced drug education delivered in schools and other settings.

88% of problematic drug users in Bradford are in effective treatment: the highest in the region.

### **Reduce infant mortality**

A new Every Baby Matters Action Plan has been developed to address the Infant Mortality Commission's recommendations. Services have been commissioned to improve maternal nutrition, breastfeeding rates, genetic education, access to antenatal and maternity care, and reduce smoking in pregnancy. The latest Infant Mortality data for 2006-8 shows a slight downward trend from the previous 3 year rolling figures for 2005-7.

*Initiation rates of breastfeeding across the District during 2008/09 were 64.8% which was 2.3% higher than the previous year. Breast-feeding at 6-8 weeks for 2008/09 was 47.1%.*

*14.8% of women at the time of their delivery were smokers between April and December 2008.*

### **Help people maintain their independence and wellbeing at difficult times**

Reduced the use of emergency bed days and an excellent performance on delayed hospital discharge, and significantly reduced admissions to nursing and residential care for adults (down by 48% for people aged 18 – 64 and by 21% for people aged 65+ over the last 5 years).

NI 130: The percentage of Social Care clients in receipt of Self Directed Support (SDS) was above our 09/10 target with 14.2% people in receipt of SDS against a target of 12.5%

Currently over 13,000 people aged over 18 are supported to live at home, with an additional 3,000 people supported through grant funded schemes in the voluntary sector with numbers continuing to rise in line with target expectations.

NI 141: At the end of 09/10 over 74% of vulnerable people were being supported to achieve independent living exceeding the LAA target. The current trend is upwards against a baseline of 67.5% in 2006/07.

## 4.7 Crime

**Overall levels of crime in the district have reduced by 14% between 2007 and 2010<sup>69</sup>.** In this period almost 7300 fewer offences have been recorded.

High visibility patrols in the City Centre at peak times have had a dramatic effect on the violent crime figures since its inception, reducing violent crime by around 40%.

Six safer schools partnerships and all secondary schools in the district have an officer dedicated to reducing youth violence. Letters have been sent to all secondary school students and parents to raise awareness of carrying knives, and Knife Arches are now being deployed regularly at peak times and in significant locations, for example Bradford Interchange.

**Perceptions of anti social behaviour remains high in Bradford North**

Interim Place Survey 2009

### **National Comparative Data – Local Futures’ Audit**

In 2008/09 there were 60.94 offences per 1,000 residents in Bradford, compared to 61.85 in West Yorkshire, 56.87 in Yorkshire and Humber as whole, and 45.22 nationally.

Despite having slightly fewer offences than in West Yorkshire as a whole, Bradford’s breakdown of crime reveals above-average crime rates for vehicle crime, perceived anti-social behaviour and burglaries. Violent crimes are slightly below the sub-regional and regional average, but are still higher than the national average.

Nevertheless, the figures show that there was a decline in crime in Bradford during 2008/09 of 7.07%. This is slightly less than the rate of decline seen across England and Wales. In West Yorkshire, the greatest reduction in crime was in neighbouring Calderdale, at 13.84% whilst Kirklees saw an increase of 0.27%.

Specialist Domestic Violence Courts are now operating at Bradford and Bingley Magistrates Courts and Independent Domestic Violence Advisors are operating across the district including one specialist post to provide support to victims of forced marriage.

**Results from the Place Survey in 2008** showed that:

- 64.6% of people believe people from different backgrounds get on well together in their local area, compared to 68% in the 2006 BVPI survey. This is worse than the unitary average of 73.8%.
- NI5 - 71.2% of respondents were satisfied with the local area, compared to 66% in the 2006 BVPI Survey. This is worse than the Unitary Average of 77.5%.
- 29.5% of respondents felt that anti-social behaviour is a problem in their area, compared to 32% in the 2006 BVPI survey. This is significantly worse than the unitary average of 22.1%.
- NI21 - 22.5% of respondents felt that local concerns about crime and anti-social behaviour were being dealt with by the Police and Local Council, compared to the Unitary average of 25.2%

**Over 33,000 hours of high visibility Community Payback** were completed across the District between January and July 2009. The typical types of project include graffiti removal, street clean ups, rubbish removal, gardening and repair projects.

During 2009 the Anti-social behaviour management panel considered 615 ASB related cases, 452 yellow awareness letters and 195 red warning letters were issued. 33 Acceptable behaviour contracts and 3 Anti - social behaviour orders (ASBO's) were issued against named individuals.

Through the Youth Justice Plan, the Bradford District Youth Offending Team (YOT) was able to achieve reductions in its re-offending target and in the number of first time entrants into the criminal justice system; a 16% improvement in young offenders engaged in education, training and employment; and a low rate of young people sentenced to custody – 5.6% compared to 6.9% across Yorkshire and similar authorities.

**Reported incidents of hate crime to West Yorkshire Police have reduced** by 9.6% between 2007/08 and 2009/10.

The rate of re-offending of the 2008/09 cohort of prolific and priority offenders reduced by 25.2% in 2008/09. Adult re-offending rates for those under probation supervision have reduced by 14.33% between 1st October 2008 and 30th September 2009.

**In 2009 there were 211 individuals Killed or seriously injured in Road Traffic Accidents**, this is 63 fewer than in 2008. 41 of these were children, a decrease of 10 on 2008 figures.

Between April and September 2009, a dedicated team to tackle illegal drivers seized 723 vehicles, gave 331 motorists fixed penalty notices for not wearing seat belts, and 348 for using mobile phones, whilst driving 356 motorists were stopped for speeding. More than 50 local schools are now involved in pedestrian skills training.

## **Big Plan I Delivery – what have we achieved so far?**

### **Reduce anti-social behaviours and drug and alcohol misuse**

NI 7: Negative perceptions of anti-social behaviour regarding ASB amongst local residents who were surveyed improved from 50% in 2004 to 30% in 2007, which was sustained at 27% in 2009. This is amongst the most significant achieved amongst all CDRPs in England.

Bradford's drug treatment and harm reduction services are recognised by the Health Care Commission and the National Treatment Agency as being amongst the best in the country. In 2009 our Drug Intervention Programme achieved all 4 national performance targets with 5885 adults arrested for trigger offences tested for heroin or cocaine and 883 in drug treatment.

### **A cleaner district**

Streets Ahead partnerships were developed at neighbourhood level, in five of the most deprived areas of the district, to empower residents and local stakeholders to share ideas and deliver solutions aimed at reducing crime and the fear of crime, keeping neighbourhoods clean and tidy from refuse, and delivering more activities for young people.

### **Improve reporting levels for domestic abuse and hate crime**

The number of recorded incidents of domestic abuse decreased by 10% between 2004 and 2008. The repeat incident rate has consistently decreased over the past 2 years and at the end of 2008/09 stood at 45.6%, 1.4% lower than in 2006/07.

### **Reduce the levels of re-offending**

NI 30: In the financial year 2008/09, Bradford district achieved a 25% reduction in the number of crimes carried out by prolific and priority offenders.

Our District Integrated Offender Management Steering Group delivers a model of multi-agency offender management recognised regionally and nationally as leading best practice.

Bradford has reduced the number of first time entrants in the criminal justice system improving by 10.5% over the last 3 years.

### **Make our roads safer for adults and children**

In the first 6 months of 2009 there was a significant reduction in fatal and serious road injuries in the District of 26% on the previous year, falling to 90. This is a reduction of 42% since 2004 when the total number of fatal and serious road injuries was 154 from January to June.

The long term trend is downward for the number of children killed or seriously injured in road traffic accidents. There was a reduction from 58 in 2007 to 51 in 2008 and 41 in 2009 (NI 48).

## SOCIAL PROFILE – EMERGING ISSUES

**There is a strong, well developed and networked Voluntary and Community Sector in the District.** This reflects a strong element of cohesion and of active citizenship in the District which could be built on to tackle the challenges the District faces.

**Our growing and aging population** will have a disproportionate impact on demand for social care and health services, as a result of increases in long-term conditions; children's health; sexual health; and diseases of old age including dementia.

**Service providers will need to plan how to manage the needs of a growing and aging population.** Overall the trend in life expectancy is increasing slowly for both males and females in the District. People are beginning to live longer; this will pose significant challenges to key services.

**Our changing demographics and the altered policy landscape will have impacts on how communities relate to public services:** choice and control – citizen rights and involvement: Access to health and wellbeing services including its marketing and promotion; family dynamics, carers support: respite care; Mental health, particularly depression and isolation

**The gap between the most and the least deprived areas in Bradford is the largest** in the country. It is important to recognise that communities in the most deprived areas suffer disproportionately in relation to all the key health issues including infant mortality, Coronary Heart Disease, Obesity etc. Also People with disabilities and their carers who live in deprived areas have additional barriers to overcome.

**Levels of inequalities faced by localities** can and have led - in the past - to increased tensions and the weakening of relations between communities. Approaches to strengthening the capacity of communities need to focus on building strengths not only within neighbourhoods but also between them.

**There are very wide consequences of poverty and structural inequality** include: ill health; family stress; low levels of parental education and parental involvement in their children's education; low levels of cultural and social capital; low aspirations and poor community relations. These symptoms can variously be seen in the district's deprived areas.

**With close to two out of three children in Bradford living in low income families,** Bradford has particularly high levels of child poverty.

**Poverty is a barrier to educational success in the district.** With low or no qualifications, children are more likely to enter low skilled, low paid employment and remain in poverty as adults, and therefore continuing the cycling into the next generation.

**The educational needs of children must be considered as part of a broader context** of what they need in order to reach their potential throughout their lives.

**Cultural and social factors are implicated** in the association between deprivation and poor educational outcomes. For example, children from lower socio-economic groups may have different background knowledge, skills and interests which are not reflected in the school curriculum; and are less likely to have the kinds of social connections which offer inspiration and opportunities.

**Children from deprived families are at greater risk of low birthweight**, which influences their cognitive and physical development, and are more likely to suffer from ill health.

**We need to increase our communities' aspirations for healthier lifestyles and reduce risky behaviour:** the need to eat more healthily and increase levels of physical activity; drug and alcohol misuse; smoking cessation.

**An individual's health is affected by a very wide range of determinants all of which are at risk in the Bradford District:** Economic deprivation; poor housing and environment; low skills and aspirations; poor access to services, etc.

**Tackling Inequality, and Narrowing the Gaps that exist between communities therefore can be seen as the most important task facing the District.**



## 5. Environment & Quality of Life

### 5.1 Housing

**Bradford's housing stock is diverse<sup>lxx</sup>**, ranging from inner city back-to-backs to multi million pound mansions, and almost everything in-between. In many ways this unique housing offer is a strength, but it does present some challenges

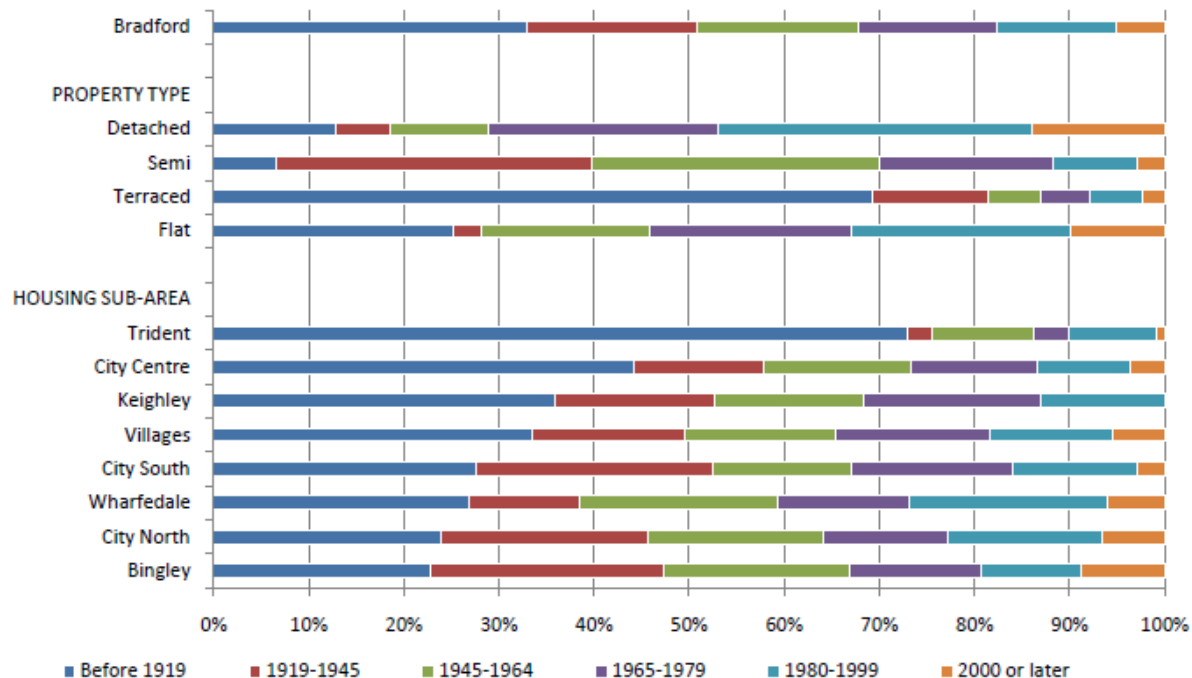
At 1st April 2009 there were 206,9691 self contained dwellings in the district

Semi-detached and terraced housing are the dominant housing forms in the district, each representing around 37% of the total stock. Sub-district the proportions vary, with the inner city have a higher proportion of terraced stock, while suburban areas have higher proportions of semi-detached and detached homes. Flats make up 13% of the total stock.

A mapping exercise conducted in 2008 counted a total of 10,587 back-to-back properties – a build form almost exclusive to West Yorkshire, where a property shares a party wall with another property to the rear as well as the sides. This property style was outlawed in 1909, and the majority were built before 1900.

**The age of the housing stock reflects the growth of the district**, with a third of stock being built before 1919.

Property Age by Property Type and Sub-area (Source: Bradford Household Survey 2007-08)



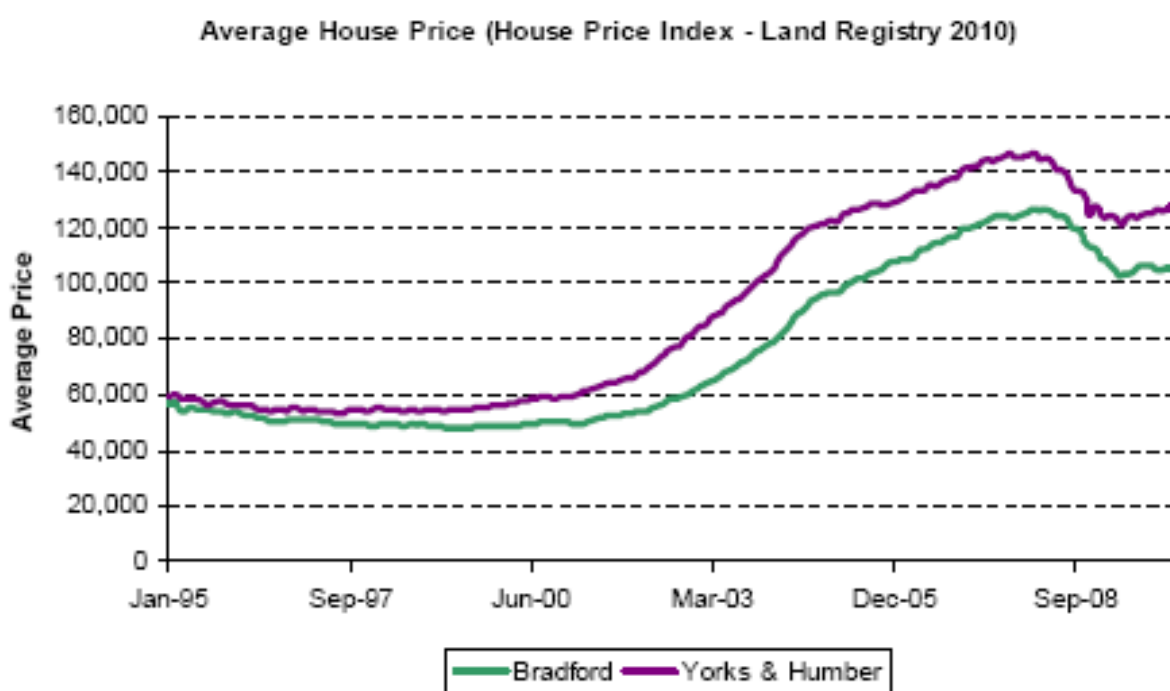
The ageing profile of our housing stock brings with it serious housing condition problems that continue to be a major challenge. Over 65,000 homes fail the Decent Homes standard (41% of private sector stock). The problem is worse in the private rented sector where 59% is non decent. The estimated cost of achieving the basic Decent Homes Standard in the private sector is £206m, an average of £3,164 per home.

94% of dwellings in the district are occupied, and the number of occupied properties continues to increase in spite of the economic downturn. At April 2010 there were an extra 4,123 occupied properties compared to April 2008

70% of all properties across the district are owner occupied, 15% is rented through Registered Social Landlords, and 14% is rented through private landlords

Household makeup is diverse and varies across the district, but in general single person households are more likely the older the occupier.

**The average house price in Bradford is £105,603** (March 2010), double what they were in 2000. House prices peaked in February 2008 after seeing month-on-month sustained growth in the previous eight years.



Prices are generally lower than Yorkshire & Humber as a whole but there are significant variations sub district with comparable properties being worth significantly more in Wharfedale than in the inner city.

House prices and private sector rents are often cheaper in Bradford than neighbouring areas, the district does experience lower household incomes, and so affordability remains an issue.

**Latest data shows there are 13,403 households currently waiting for social housing**, of which 6,967 households have reasonable preference. The biggest requirement is for 1 bedroom households, but the largest mismatch between supply and demand is for 2 and 3 bedroom houses.

Overcrowding impacts on the health, wellbeing and educational prospects of the people affected. Overall, a total of 8,286 households are currently living in technically overcrowded housing.

**The district has been successful in moving the emphasis from 'housing the homeless' to 'homeless prevention'.** Over the last decade people presenting themselves as homeless declined from over 3,000 in 97/98 to just over 2,000 in 07/08. Since then, applications have reduced to 654 in 09/10.

Bradford has an increasing number of older people and they have rising expectations of the quality of housing and the services they receive. Traditional forms of older person's housing provision – e.g. bedsits and poor quality flats/sheltered housing – no longer meet their expectations

Key findings in a Bradford Council commissioned research, states that 61% of all repeat homelessness across the District is experienced by people with drug or alcohol problems.<sup>lxxi</sup>

Related to this it is important that with regard to the planning and design of housing provision that the needs of older people and people with disabilities also takes account of their needs for accessible public transport provision.

## Big Plan I Delivery – what have we achieved so far?

### Sustainable and affordable housing

An £11 million national affordable housing programme (NAHP) grant was secured for 2008-11, one of the largest allocations in Yorkshire, as part of £40m total expenditure.

322 affordable homes were completed in 2009-10, against a target of 270.

Net additions to housing stock totalled 1005 in 2009/10. House building has slowed considerably since the peak in 2007/08.

3 new development sites for new affordable housing provision were created by clearing 61 obsolete homes, and a grant secured for 3 Registered Social Landlords to develop the sites.

246 empty properties were brought back into use in 2008-09, and 243 in 2009/10. Partners are taking a strategic approach in tackling the private rented sector, following successful schemes in the Trident and Gillingham areas.

100 under-occupied properties in the RSL sector were released via the Overcrowding programme.

The Bradford Community Warmth scheme (valued at £27million) was launched August 2008. By March 2010 a total of 14,984 energy efficiency measures have been carried out in 12,470 private sector homes across the District (above the targets of 8,500 measures in 6,500 homes). An estimated 85,000 properties were surveyed by March 2010.

Targeted improvement schemes tackle private sector stock conditions with assistance provided for 121 households in 2009/10 – 77 funded through equity loans used to address hazards to health and wellbeing of occupants.

## National Comparative Data – Local Futures' Audit

**Between Sept 2008 and Sept 2009 average house prices increased by 1.03%** which is small by national and regional standards. The district also has a large share of dwelling stock classified as unfit.

## 5.2 Transport & Connectivity

The topography of Bradford means most of the industrial and residential development is in the south of the district and along the valley bottoms, with the majority of the population living in the urban centres of Bradford, Shipley, Bingley, Keighley and Ilkley.

**Older people feel strongly about public transport provision - & would like to see the Free City Centre Bus and the Access Bus continue and expand.**

Older People's Focus Group

**Transport in Bradford's urban area is characterised by a radial pattern<sup>lxxii</sup>** of routes leading to the city centre, though there is an outer and an inner ring road. There is a well used local rail system serving the Airedale, Wharfedale and Caldervale corridors. There is also a high level of bus use throughout the urban area which is encouraged by a generally good quality and high frequency network.

There are 1900km of road in Bradford District which it is the responsibility of the Council to maintain.

The 2001 Census data indicates that approximately 149,700 people who live in Bradford District also work in Bradford District (77% of the total working population). 41,468 residents (23% of 16-74 population in work) commute to workplaces outside the district.

As noted elsewhere, there are significant variations in the level of wealth across the district, with the lowest household incomes found within the inner city areas and Keighley, following patterns of deprivation. These variations also reflect patterns of commuting, with a significant number of Bradford's higher earners commuting from Wharfedale and Ilkley to jobs outside the district, mainly in Leeds.

Between 1991 and 2001 the average distance travelled to work by people working in the district increased by 28% to 8.4km, below the West Yorkshire figure of a 39% increase to 9.9km. 23% of people who work in Bradford District travel less than 2km to work, of these half travel by car.

**The district has 100% travel plan coverage for Children's Centres & Secondary Schools and 98% coverage of primary schools.** Bradford has the third highest amount of schools in Yorkshire & The Humber (230) with North Yorkshire & Leeds having 415 & 281 respectively. Three of the four Academies in the district also have travel plans in place

## National Comparative Data – Local Futures’ Audit

On Local Futures’ composite measure, Bradford has an overall connectivity score of 30.65 which is lower than the national and West Yorkshire figure, but close to the regional score of 36.98.

**Bradford has a fairly high level of congestion** with 531.75 journeys per sq km compared to a national average of 155.82.

The proportion of people travelling to work by car and the proportion travelling by public transport is in both cases just above the national average and at a similar level to the rest of the sub-region. The exception to this is Leeds, which has a more developed public transport system and hence has a comparatively higher proportion of people using public transport.

The data suggesting that the district is a net exporter of labour. The borough records a low commuter ‘churn’ with a below-average share of jobs taken by non-residents relative to Great Britain and West Yorkshire as a whole, and a similarly low share of residents working elsewhere. This indicates that Bradford has a relatively self-contained labour market.

**Traffic monitoring data shows that total volumes of traffic** were much higher in 2009 than in 1979 in terms of both peak hours and 24 hour data sets. However, the majority of this growth occurred from 1979 to 1990, with slower growth from 1990 to 1999 and between 1999 and 2009 traffic flow levels actually fell.

**Air pollution relating to road traffic:** Bradford has four Air Quality Management Areas:

- Manchester Road / Mayo Avenue junction,
- Thornton Road near Princes Way,
- Manningham Lane / Queens Road junction,
- Shipley Airedale Road near Little Germany,

National legislative guidance indicates that an acceptable annual reading for NO<sub>2</sub> should be 40 µg/m<sup>3</sup> or lower.

Site ID	Annual mean concentrations (µg/m <sup>3</sup> )		
	2007	2008	2009
Shipley Airedale Rd	68	53	108*
Manningham Lane	43	49	46
Manchester Road	-	71	81
Thornton Road	25	19	18

\*Data provisional, possible technical problems

**Rail patronage in West Yorkshire has seen significant growth** over the past decade with a 40% increase in passenger numbers since 2003. Just under 13 million rail passenger journeys were made within Bradford District in 2008/2009, over 4 million of

which were to or from the city centre stations of Bradford Interchange (2.3 million journeys) and Bradford Forster Square (2.05 million journeys).

smallest proportion of rented accommodation in the sub-region The FreeCityBus, launched in September 2008 and operating on a 10 minute frequency, has carried over 1.1 million passengers (963,000 in 2009).

**30 major employers in Bradford District participate in the West Yorkshire Travel Plan Network.** There have yet to be really radical shifts in travel to work modes, and single occupancy car use has increased. However there has been significant growth in cycling as a travel to work choice.

The district has 100% travel plan coverage for Children's Centres and Secondary Schools and 98% coverage of primary schools. Three of the four academies in the district also have travel plans in place.

At 21.74% Little Horton has the highest proportion of residents using public transport to travel to work while at 9.98%, Bingley Rural has the lowest. By comparison the Yorkshire and Humber average is 9.73% and England and Wales is 10.30%

72.30% of people in Idle and Thackley travel to work by car; Shipley ward has the lowest proportion of people travelling to work by car, at 5.93%. By comparison the Yorkshire and Humberside average is 63.01% and the England & Wales average is 64.18%

## **Big Plan I Delivery – what have we achieved so far?**

### **Prosperity and Regeneration – enhancing transport and connectivity**

Major transport schemes completed through the WYLTP Partnership include the M606 Staygate roundabout in south Bradford; the Manchester Road guided bus scheme and the Connecting the City project in the city centre; improvements to the junction of Bolton Road / Queens Road have also been completed as part of the inner ring road development.

A package of transport proposals has been developed in support of the regeneration of the Airedale Corridor. Connect Airedale is a significant priority area in the Leeds City Region Development Programme. Enhanced Inter City services have been introduced on Airedale line.

The Free City Bus supported by Metro, the Council, the University of Bradford, Bradford College and Sovereign Health Care, has been an outstanding success in providing accessibility within the City centre.

### **Improving the environment – a more sustainable environment**

The introduction of a high occupancy vehicle lane on the M606 is an incentive to car share as it improves journey time for people car sharing.

## **Big Plan I Delivery – what have we achieved so far?**

### **Improving perceptions of the district, its neighbourhoods and cultural life**

NI 5: Overall / general satisfaction with the local area – from the 2009 Interim Place Survey, figures show that 74% of people are satisfied with their local area – up 3 percentage points from the last survey.

Bradford's visitor economy has grown significantly; the overall value of tourism is now over £500 million, with 8 million day trips a year made to and within the district. The sector supports over 13,500 full and part time jobs.

Indian International Film Association awards events were held in Bradford in 2008, and following our successful bid to UNESCO, Bradford has been named the world's first City of Film.

We have over 100,000 visitors to the Mela, which in 2009 celebrated its 21st birthday. Recent developments to our libraries include the refurbishment of Keighley Library and £2.5 million refurbishment of Manningham library.

In the Saltaire World Heritage site, the Roberts Park refurbishment has recently been completed and a new Tourist Information Centre opened.

### **A greener environment**

There are now 5 Green Flag parks in the district, Lister Park was recently voted Best Park in the country, and there are 15 "Friends of" park groups.

### **Provide people with greatest need easy-to-use health and social care services**

A multi-million pound programme of investment in new health and social care premises is creating more accessible surgeries for communities (e.g. Hillside Bridge).

### **Give people access to information, advice and services**

The annual Easier Access event has been instrumental in securing £3 million worth of improvements to Council buildings, a review of neighbourhood forums to increase accessibility, improvements to customer service access points (including a number of staff being trained in BSL levels 1 and 2) and an impact assessment of emergency planning arrangements.

Strategic access improvements have been made in the city and town centres and on the footways near St Luke's Hospital and Bradford Royal Infirmary to reduce barriers to movement for people with mobility and vision problems

## 5.3 Local Amenities & Natural Environment

### National Comparative Data – Local Futures' Audit

**The provision of cultural amenities** (such as cinemas, theatres and libraries, a café culture, and employment in hotels and restaurants) is good in Bradford.

Key cultural attractions include the National Media Museum and the Cartwright Hall which contains Bradford's main gallery. There are also an above average number of listed buildings per sq km, some of which provide relics of Bradford's famous textile manufacturing past.

Bradford performs below the national average on its natural environment score, according to Local Futures' Audit. **The air quality in the borough is slightly better than the subregional average** but still below the national average. Despite Bradford's close proximity to the Pennines it has a relatively low natural beauty score reflecting a lack of environmental designations such as Areas of Outstanding Natural Beauty, ancient woodland and national parks. This is quite typical for a relatively densely populated and former industrial area.

Calderdale performs marginally better as a result of its higher tranquillity score, improved air quality and more rural character.

### **CO2 emissions in the district have reduced by 2.4% overall between 2005-2007<sup>lxxiii</sup>.**

The industry and commercial sector emits the greatest percentage of emissions in the district.

The Yorkshire and Humber Climate Change Adaptation Study predicted weather changes in Bradford District are:

- Winter average temperatures will rise by 1.4 C
- Less extreme cold: winter temperatures rising by 1.7C, though remaining below 0C
- Hotter and drier summers, with average temperatures increasing by 2.4C and a 23% reduction in rainfall
- Snowfall days will reduce by 60%
- Winter average rainfall increasing by 15%

**Bradford reused, recycled and composted 29.6% of its household waste in 2009/10.** This is an increase of 6% since 2007/08, and means that the amount of waste being produced by households is decreasing overall.

Environmental technologies continue to expand in Bradford, particularly the Energy from Waste Sector which is rapidly developing. Bio Gen Power who are investing £107m into the Bradford 4 area to develop, build and operate an Energy Recovery Facility using advanced thermal treatment, diverting from landfill and processing 160,000 tonnes of residual waste each year and generating 83,300 MWe of electricity.

The Council is the biggest owner of woodlands in the District and is responsible for 61 woodland and 37 parks. However, there are significant areas of woodland and land suitable for tree cover owned by others. Over the last 11 years, the Forest of Bradford and Friends of groups have been active and planted an average of 30,000 trees in the District each year.

**96% of respondents considered that the provision of parks, open spaces, play areas and woodlands was very or fairly important.**  
Speakout Survey

Around 18% of Bradford's land [4295 ha] is recognised and designated for its biodiversity value. There are 150 designated sites for biodiversity in the District and the majority are in private ownership. A stewardship scheme is in place for each of these sites and year-on-year improvements are expected.

In terms of their ecology and geological value there are 37 regionally important sites (the Leeds-Liverpool canal corridor, Hirst Wood and sections of the River Wharfe).

## Street Cleanliness

### Streets Ahead and Environmental Task Force

In 2006 funding was awarded by the Council to address the needs of 3% most deprived communities across Bradford. The prime objective was to develop a Neighbourhood Management Programme across 5 neighbourhoods within the district to "Improve the quality of life for people in the most disadvantaged neighbourhoods, ensuring service providers are more responsive to neighbourhood needs and delivery is changed or improved accordingly."

The programme became known as Streets Ahead and Bradford Council's Executive Committee decided that the 5 areas to benefit from the funding were Little Horton, Allerton & Lower Grange, East Shipley, Holme Wood and Keighley. The population of each area was around 8,000 people. Each Streets Ahead programme was designed to address each neighbourhood's needs by working in partnership with residents, community groups, elected members, Council services, partner agencies, voluntary and private sectors.

2007	Key Indicators	2009	Percentage improvement
64%	% who agree that the neighbourhood is a good place to live	88%	24% ↑
71%	Overall satisfaction with area as a place to live	83%	12% ↑
39%	% residents satisfied with Council keeping public land clear of litter & refuse	77%	38% ↑
38%	% who feel quality of local environment is good	61%	23% ↑

26%	<b>% who feel they have some influence over decisions in their area</b>	48%	<b>22%</b> ↑
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Running parallel with the Streets Ahead initiative was another project known as the Environmental Task Force (ETF). The aim of the project was to improve the environmental quality and increase public satisfaction in 13 (10% most deprived) areas of Bradford. The project was a partnership between the Council and voluntary sector which collectively provided a combination of interventions to bring about these improvements. Improvements delivered are as follows:

How would you describe the cleanliness of the following?

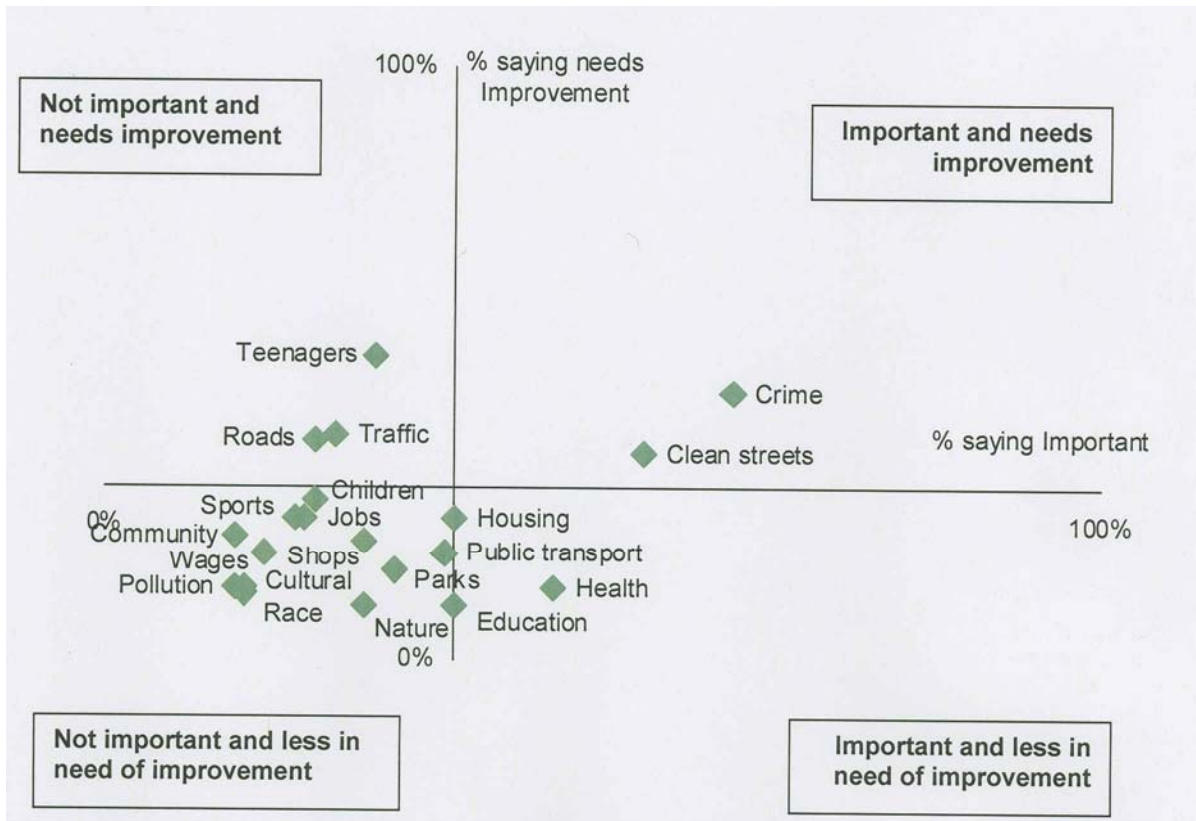
	<b>2006</b>	<b>2009</b>	<b>% Rate of improvement 2006-2009</b>
<b>The streets where you live</b>	<b>71%</b>	<b>76%</b>	<b>↑ 5%</b>
<b>The streets in your neighbourhood</b>	<b>54%</b>	<b>65%</b>	<b>↑ 11%</b>

Thinking about your neighbourhood as a whole, how would you rate it on a 10 point scale, where 1 = Dirty and Neglected and 10= Clean and Well Cared For?

	<b>Mean</b>
<b>2006</b>	<b>5.6</b>
<b>2009</b>	<b>5.9</b>
<b>Rate of Improvement</b>	<b>↑ 0.3%</b>

### **Place Survey Report 2008**

The figure below plots the questions "Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?" and "thinking about this local area, which of the things below, if any, do you think most need improving?" to enable understanding the key aspects which are both important to respondents, and what needs to be improved in the area.



The lines in the figure represent the mid-point in importance and performance scores for this Council. Looking at the relationship between importance and need for improvement shows that the majority of factors appear in the bottom left hand quadrant (considered less important and less in need of improvement). Clean Streets is the second most important factor and still in need of improvement.

### Air Quality

The primary reason to seek an improvement in air quality is based on protecting public health. Poor air quality is thought to result in more than 35,000 premature deaths in the UK each year and it is currently estimated that air pollution can cut 7-8 months from our annual life expectancy with an estimated equivalent health cost of up to £20 billion per annum. An improvement in air quality in Bradford will therefore improve the quality of life for all its inhabitants.

Management of local air quality is done by undertaking statutory reviews and assessments of local air quality, declaring Air Quality Management Areas (AQMAs) and developing Air Quality Action Plans (AQAPs). Annual air quality reports are produced and specific pollutants are monitored using a combination of passive samplers and automatic monitoring sites.

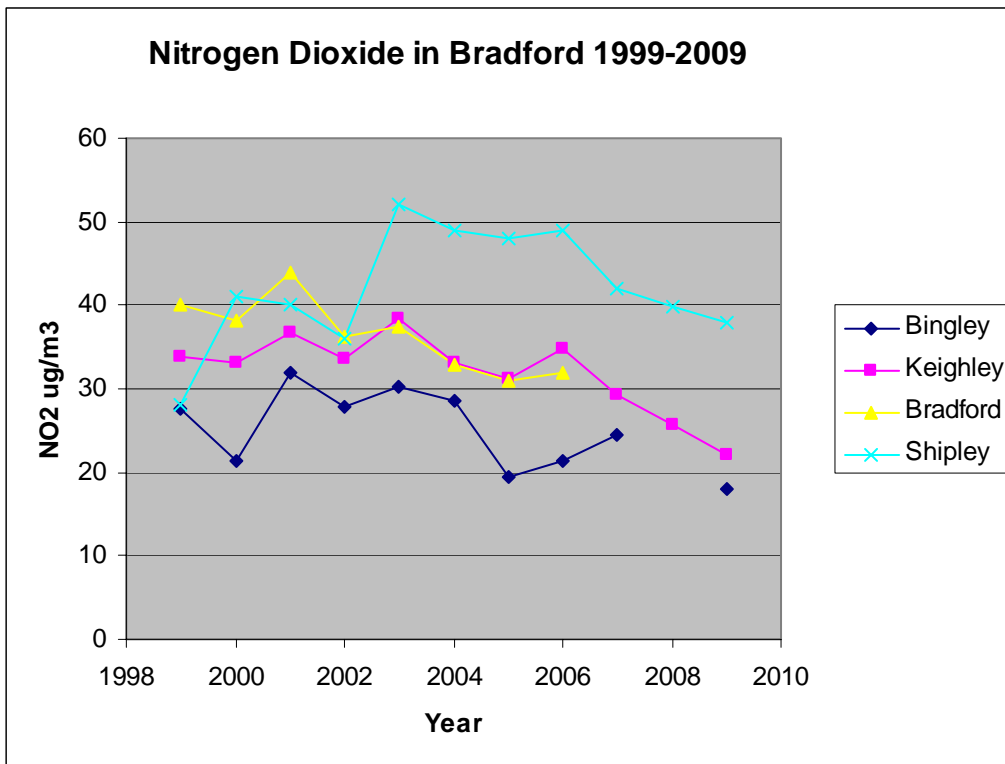
There are four air quality management areas (AQMAs) in the district which have been identified to have high levels of Nitrogen dioxide (NO<sub>2</sub>) and do not meet the Government's health based air quality objectives. The AQMAs were declared at the following locations;

- Mayo Avenue/ Manchester Road junction, Bradford
- Thornton Road, Bradford
- Manningham Lane/ Queens Road junction, Bradford
- Shipley Airedale Road/ Church Bank junction, Bradford

The AQMAs are mainly attributable to large volumes of traffic and congestion on the main routes into the city. However other sources such as domestic and industrial emissions will contribute to the problem. An action plan has been formulated which defines 'how the Local Authority will use its powers and work in conjunction with other agencies in pursuit of the air quality objectives'.

In line with national trends, monitoring of nitrogen dioxide in Bradford over the last ten years shows that the expected decreases in nitrogen dioxide due to national measures have not materialised.

*Trends in Annual Mean Nitrogen Dioxide Concentration Measured at Automatic Monitoring Sites in Bradford 1999-2009.*



### **Parks and green spaces**

The Bradford District has thirty six public parks, over one hundred recreation grounds, more than one hundred and forty play areas and large areas of woodland. There are five parks in the district with green flag status: Lister Park; St Ives Estate; Peel Park; Harold Park and Central Park at Haworth.

## Big Plan I Delivery – what have we achieved so far?

### A cleaner district

The Environmental Task Force (ETF) has focussed activity to improve environmental cleanliness and resident satisfaction in the 10% most deprived wards of the district. Residents from EFT areas have said they are more satisfied with the quality of their neighbourhood and environment as a result of the scheme.

The Streets Ahead project, won the Local Government Yorkshire and Humber, Making a Difference Awards 2008 in the Creating a Better Place to Live category.

A ward-based working approach has been introduced to improve street and environmental cleanliness. This includes the Clean Teams, Neighbourhood Wardens, enforcement and Days of Action campaigns.

WNF neighbourhood cleanliness projects have reduced requests for cleanliness services dramatically over the last 12 months, as neighbourhood wardens are able to deal with more cleanliness issues with residents face to face.

### A greener environment

Total household and municipal waste collected and sent to landfill sites has been reduced by 11.1% since 2005/06.

Whilst the district's recycling performance has traditionally been in the bottom quartile nationally, the combined recycling and composting rates increased from 18.5% in 2005/06 to 27% in 2008/09. For 2009/10 the outturn on NI 192 is likely to be between 29% and 31%.

### A more sustainable environment

The Environment Partnership and the broader BDP partners are working actively to reduce CO2 emissions, reduce energy use and costs, both at organisational and district-wide level.

**NI 186:** The per capita reduction in CO2 emissions in the LA area in 2007 was 4.2% (latest available data)

NHS Bradford and Airedale have been accepted onto the Carbon Trust's NHS Carbon Management Programme working with the other Trusts in the District.

Twenty five of the largest public and private employers in the district are creating green travel plans, as a consequence of promoting the Travel Plan Network.

## ENVIRONMENT & QUALITY OF LIFE PROFILE- EMERGING ISSUES

**In the light of predicted population and household growth**, we need to increase the supply of housing and around 30% of new homes will need to be affordable (i.e. offered below market rates).. The majority of the requirement will be for 2 and 3 bed accommodation.

**Planning and design of housing provision must create popular neighbourhoods** with high standards of quality, linked to good transport networks and with easy access to employment and amenities.

**The diversity of Bradford District's housing stock is a key strength.**

**Repossessions & homelessness are expected to rise:** The number of homes in Bradford being repossessed is believed to have risen and is expected to increase further as the effects of the recession continue to put pressure on households. Homelessness is also expected to rise.

**However the district has been successful** in moving the emphasis from 'housing the homeless' to 'homeless prevention'

**Housing and the home is particularly important for the vulnerable sections of our communities.** To ensure that vulnerable people are helped to maintain a home and achieve independent living, action needs to be taken to prevent homelessness, provide adaptations for those with a disability, tackle fuel poverty, increase the number of homes built to Lifetime Standards and provide more Extra Care.

**Road traffic:** One of the biggest challenges in the district is future road traffic growth related to housing and economic growth and the dominance of the car as the main mode of travel. And the links with national highway and rail networks are not as strong as they should be.

**An opportunity for development is the fact that there is a well used local rail system serving a high level of bus use** throughout the urban area which is encouraged by a generally good quality and high frequency network.

**30 major employers in Bradford District participate in the West Yorkshire Travel Plan Network.**

**The provision of cultural amenities** (such as cinemas, theatres and libraries, a café culture, and employment in hotels and restaurants) is good in Bradford.

**Bradford District has high quality rural areas, green spaces and heritage sites** which are of immense quality of life value to both citizens and visitors to the area.

**Tackling climate change** provides opportunities to reduce fuel bills, create new jobs in a low carbon economy, less congestion and improved quality of life.

**CO2 emissions in the district have reduced and domestic recycling increased in the last 5 years**

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