# Bradford District Local Economic Assessment

*Revised* December 2012


City of Bradford MDC
www.bradford.gov.uk

BRADFORD ECONOMY

# What is the Bradford District Economic Assessment?

## Key facts

Bradford district economic assessment comprises:

- 1 summary document
- 22 detailed thematic analytical reports
- 30 economic ward profiles
- Leeds city region assessment
- Base data

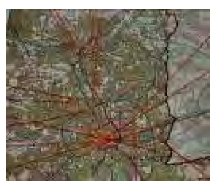
See back page for more detail and links to appendixes.

Quarterly updates will be produced which monitor progress and provide the opportunity to profile particular issues in more depth.

The economic assessment provides the evidence base for the Bradford district economic strategy.

## Our approach

The economic assessment has been developed by Bradford Council working closely with partners to support the detailed analytical work and shape and inform the key messages. This helps ensure that the final assessment is relevant and recognisable to Bradford.



Consultation mechanisms have included:

- Prosperity and Regeneration Chair's group and supporting partnerships, including the Employment and Skills Board
- Cross partnership workshops
- Regeneration and Economy improvement committee
- Bradford Breakthrough
- Bradford Chamber local affairs committee

## An evidence base for delivery

Bradford district's economy is part of a wider economy and it is important to make sure that our residents and businesses are well equipped to take up opportunities in the district and beyond.

For that reason I am pleased to be able to produce a full economic assessment of the area and its links to the wider regional economy in order to make sure our interventions are based on solid evidence.

This evidence base has directly supported the production of a revised economic strategy that sets out the district's priorities as we move from recession to recovery.

Cllr David Green

## Economic geography

Economic activity pays no heed to administrative boundaries. Consequently while the economic assessment for Bradford focuses on our district, it also considers:

- Functional economic areas within Bradford district.
- Functional economic areas that link Bradford with its neighbours.
- The district's role in Leeds city region.

## Sustainability

The economic assessment recognises the importance of growth and wealth to the economic success of the district.

However it does not confine its consideration of growth to measures of productivity alone but draws together an analysis to help inform an approach to the sustainable growth of the district. Equally the assessment considers wealth in terms of wellbeing as well as income.

## Core principles

The economic assessment has been produced at a critical point in time for the UK economy. Long term trends and shorter term impacts of the global recession have combined to create some serious challenges and some genuine opportunities. Bradford's economic assessment presents some deliberately hard reading – as the scale of opportunity and challenge is as significant as the scale of the district economy.

The urgent challenges facing Bradford economy go beyond responses to the recession and subsequent public sector funding cuts. These, and the distinctive assets of the district will be explored in more detail in the work to follow.

This document does not set out the district's priorities for the delivery of sustainable economic growth. The Bradford district economic strategy uses the evidence and analysis from the assessment to identify priorities for action.

The economic assessment focuses on three key lines of enquiry:

- Who is Bradford?
- How does Bradford earn its living?
- What is Bradford?

It encompasses a broad understanding of the elements that make up Bradford district's economy. This includes economic, social and environmental factors that impact on economic wellbeing and growth, such as population growth, health, participation and the challenges of climate change.

## Summary

A sound analysis and understanding of local economic conditions and the economic geography of Bradford is essential when developing and prioritising locally appropriate delivery that will have a real impact on the district, its businesses and people.

The Bradford district economic assessment provides a shared understanding of local economic conditions in order to act as an evidence base for future strategy and delivery. This summary document focuses on the key economic issues that are important for or distinctive to Bradford district.

December 2012

# Bradford economy – in summary

*Revised January 2013*

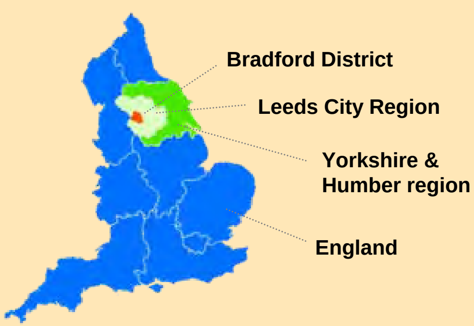
## Bradford is BIG

Bradford is a big city and district and an important economic player within the wider functional economy.

Bradford's population is big – at 523,100. And unlike most other places our population is growing – with the 4th largest projected growth of any city in England.

Bradford's economy is big too – it is the 3rd largest economy in the region producing nearly 10% of the region's total wealth, through 15,285 business units and 192,7200 employees.

Bradford is big spatially. Spanning 143 square miles and home to 204,900 dwellings the district is two thirds rural, with 664 miles of public rights of way, and 23 woodlands.


## Our strengths...

Large and fast growing working age population / youngest population of any major city in Great Britain / improvements in education attainment / strong further and higher education offer / language skills for global trading / volunteering / £8.3 billion economy / strong forecasts for economic growth / recognised brands and world class businesses / high business start up rates and self employment – an established enterprise culture / a diverse business base / significant cultural assets / distinctive architecture and an accessible and attractive natural environment / central UK location close to Leeds and Manchester / a variety of retail offers in places like Leeds Road, Saltaire and Ilkley

## ... and weaknesses

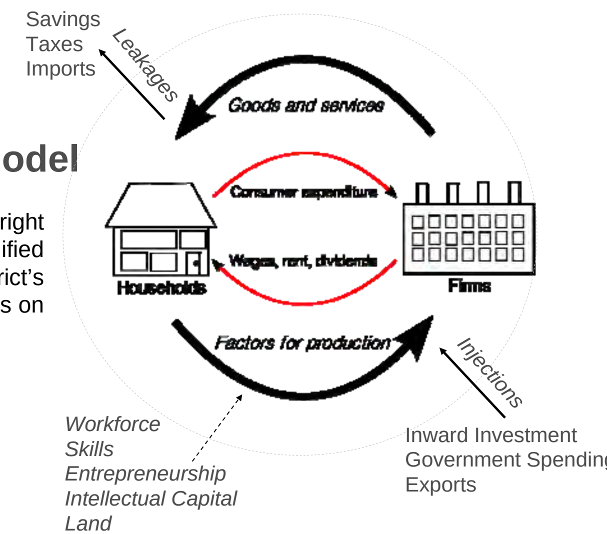
Low skills levels / high and growing numbers of people out of work / high levels of deprivation / income inequality / slow growth in productivity / private sector jobs growth not keeping pace / persistent low rates of pay / limited opportunities for work in the knowledge economy or other high quality and graduate jobs / poor local and external perceptions of the city / limited suitable retail and office space / inadequate transport links / weak city centre evening economy

## Key facts: Bradford District

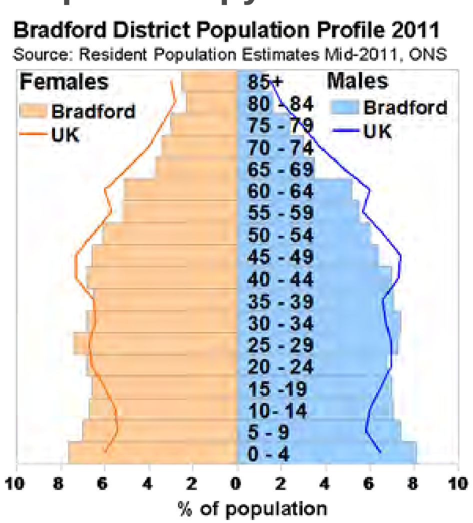
| | |
|---|---|
| 15,285 businesses | 523,100 people |
| 192,200 employees | 199,296 households |
| 27,500 self-employed | 208,900 in employment |
| £8.3 billion GVA | 29,000 unemployed |

## Economic model

The model to the right provides a simplified summary of the district's economy which focuses on the role of enterprise.

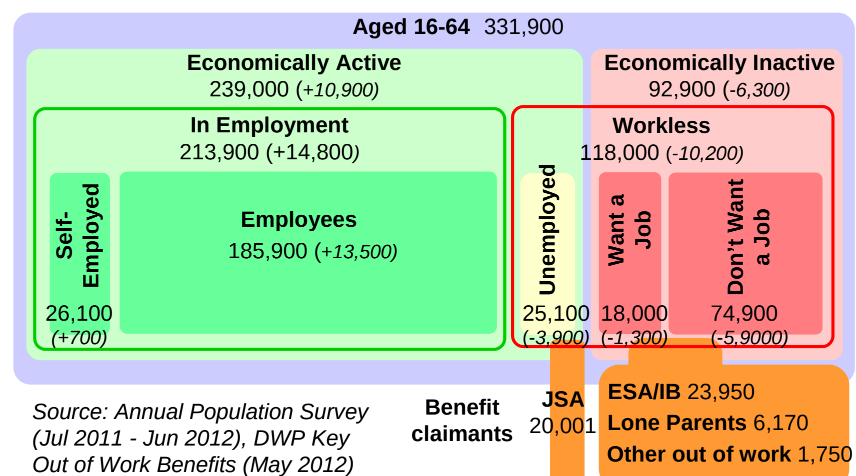



## Population pyramid




## Labour supply

Bradford Labour Supply – June 2012 *(annual change)*



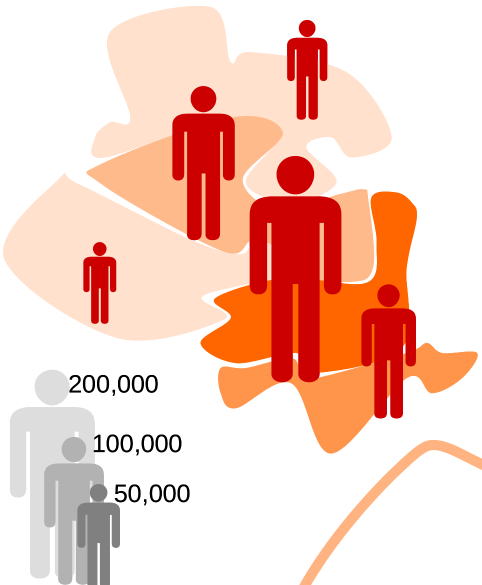

*Source: Annual Population Survey (Jul 2011 - Jun 2012), DWP Key Out of Work Benefits (May 2012)*

# Internal economic areas

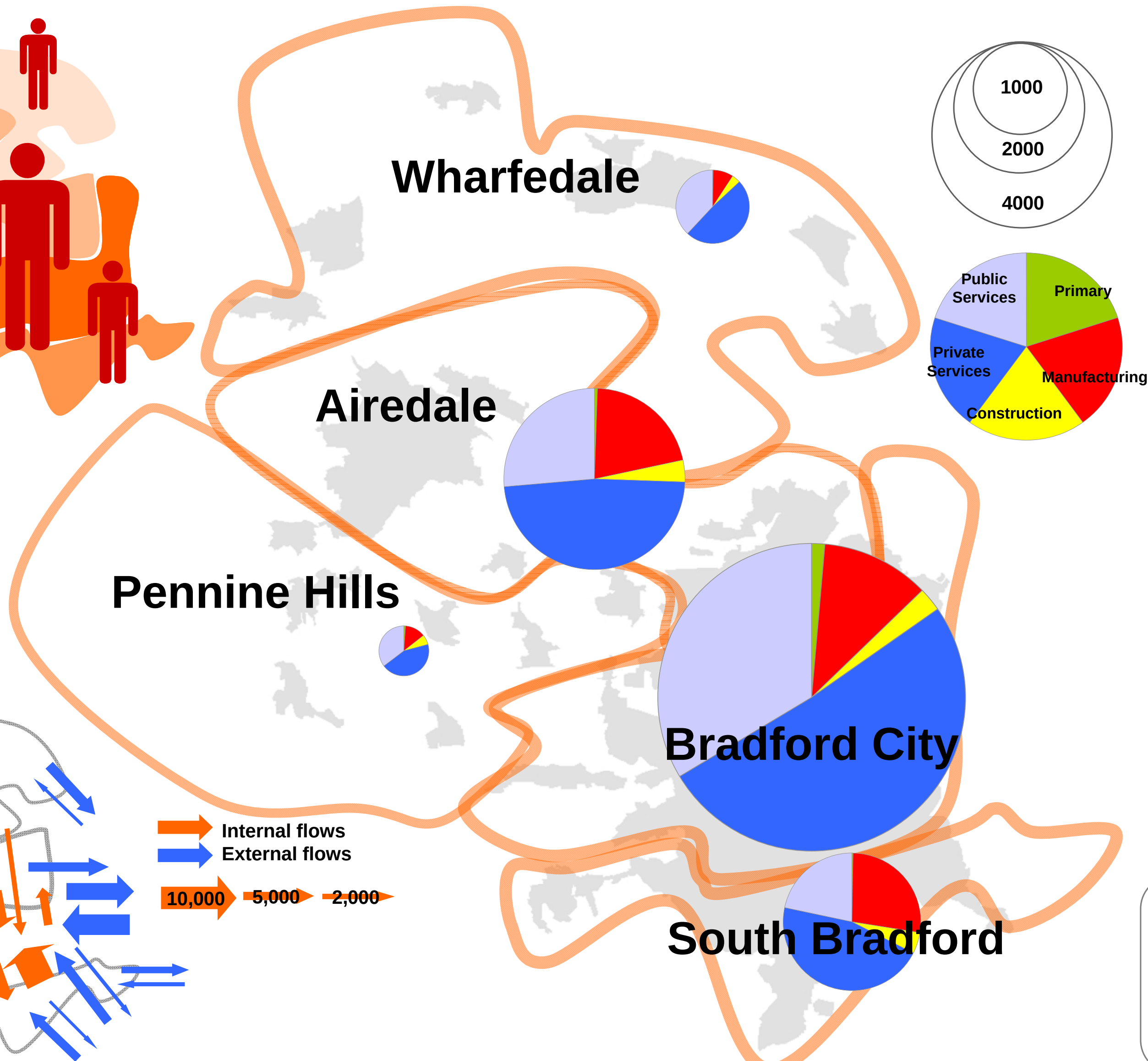
Based on an analysis of labour market flows and industry make-up, as well as work carried out for the Local Development Framework, five functional economic areas have been identified within Bradford district. Each of these areas makes up a distinctive economic space, with different characteristics, influences and flows. The information on this page draws together some of the key data to summarise these functional economic areas and they are used as a unit of reference throughout the economic assessment.

Wharfedale covers Ilkley, Burley and Menston. Airedale encompasses the towns of Keighley, Bingley and Shipley. Pennine Hills is largely rural and includes Haworth and Oakworth. South Bradford covers Queensbury, Wyke, Holme Wood and Tong. Bradford City is made up of the city centre and a large part of Bradford's urban area.

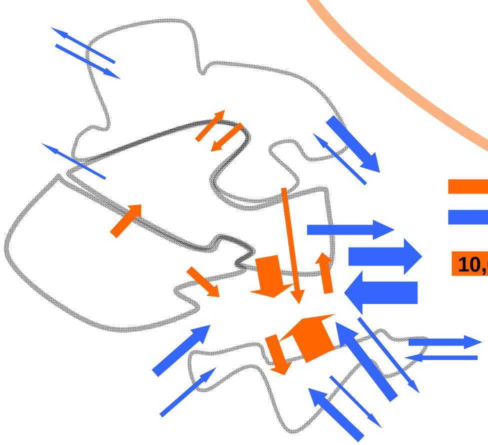
## Population

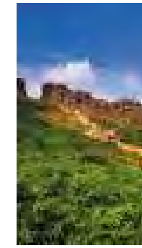



## Number of jobs by Sector

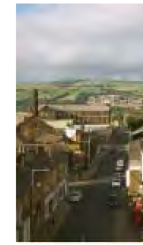



## Key Commuter flows



| Wharfedale | |
|---|---|
| Population | 45,700 |
| Unemployment claimant rate | 1.8% |
| Average household income | £42,800 |
| Housholds in deprived areas | 0 |
| Jobs | 16,000 |
| Businesses | 2,200 |
| Key Sectors: Health, Financial & Business Services | |



| Airedale | |
|---|---|
| Population | 108,700 |
| Unemployment claimant rate | 5.0% |
| Average household income | £32,600 |
| Housholds in deprived areas | 32% |
| Jobs | 38,200 |
| Businesses | 3,800 |
| Key Sectors: Manufacturing, Retail/Wholesale | |

| Bradford City | |
|---|---|
| Population | 233,900 |
| Unemployment claimant rate | 6.0% |
| Average household income | £29,400 |
| Housholds in deprived areas | 63% |
| Jobs | 110,200 |
| Businesses | 6,700 |
| Key Sectors: Retail, Financial & Business Services, Public | |

| Pennine Hills | |
|---|---|
| Population | 30,500 |
| Unemployment claimant rate | 2.7% |
| Average household income | £37,100 |
| Housholds in deprived areas | 0 |
| Jobs | 5,800 |
| Businesses | 1,000 |
| Key Sectors: Education, Hotels/Restaurants | |

| South Bradford | |
|---|---|
| Population | 82,900 |
| Unemployment claimant rate | 5.5% |
| Average household income | £31,700 |
| Housholds in deprived areas | 38% |
| Jobs | 22,400 |
| Businesses | 1,900 |
| Key Sectors: Manufacturing, Distribution | |

Data sources Population - Mid-2008 Population Estimates, ONS; Unemployment claimant rates - JSA claimant rates, May 2010, Jobcentre Plus; Household income - Mean gross household income, Paycheck 2009, CACI Ltd; Population in deprived areas - % of population living within the 20% most deprived SOAs, IMD 2007; Jobs, Businesses and Key Sectors - Annual Business Inquiry 2008. Commuter flows – 2001 Census.

# Key messages

The analysis completed in developing Bradford's economic assessment led to the identification of a series of key messages. These key messages provide an economic narrative on issues that are important or distinctive to Bradford district. They offer a summary and overview of the district economy.

The key messages presented in this document are structured and colour coded for ease of reference against the three key lines of enquiry. The in depth and comprehensive analysis can be found in a series of themed analytical reports that provide an annex to this document.

**Bradford's population is youthful, big and growing**

**Worklessness and economic inactivity remains an issue**

**Nearly 2 in 5 16-64 year olds are out of work**

**Youth unemployment has grown rapidly following the recession**

**Educational attainment is improving but Bradford has a low skilled legacy**

**66% of people with no qualifications are out of work**

**Child poverty reflects clusters of deprivation in the district**

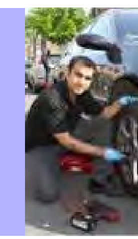
**Nearly 1 in 3 children live in low income families**

**Economic wellbeing goes beyond jobs and growth**

**Bradford's productivity lags behind national rates**

**Bradford's GVA per head is 74% of the UK average**

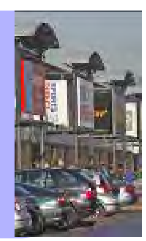
**Enterprise remains a strength**



**Manufacturing employment remained steady in the recession**

**1 in 7 Bradford employees works in manufact-uring**

**Forecast service sector growth will drive future employment opportunities**



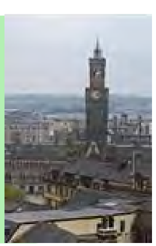
**Bradford city centre retains significant economic impact and potential**

**1 in 6 jobs in Bradford district are in the city centre**

**Bradford and Leeds' labour markets show strong interdependency**

**37,000 people travel between Leeds and Bradford daily**

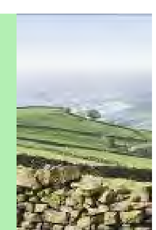
**Bradford is an essential ingredient in the success of Leeds city region**



**Bradford is constrained by a lack of quality premises and employment sites**

**Rateable value of businesses is £316m**

**Bradford is well placed to take advantage of emerging 'green' industries**



# Bradford's population is youthful, big and growing

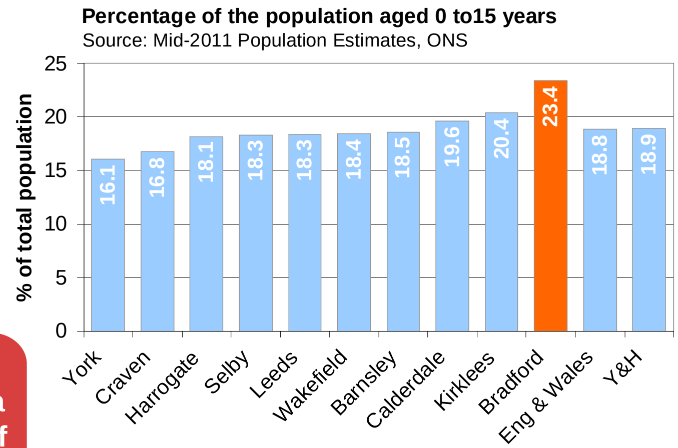
*Revised December 2012*

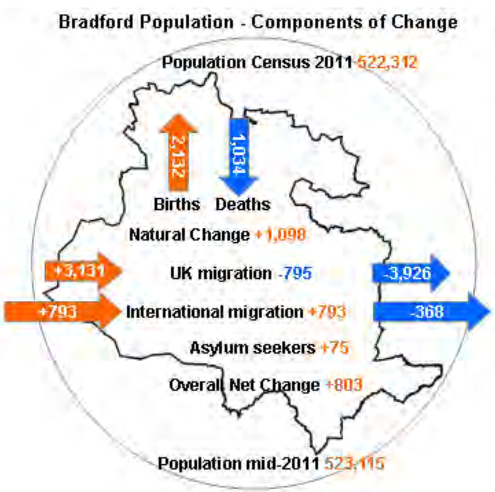
## Key facts

- The mid-2011 population estimate for Bradford is 523,100, making it the fourth largest district in England after Birmingham, Leeds and Sheffield.
- Bradford is the youngest city in the country with 23.4% (122,300) of the population aged 0 to15 years compared with 18.8% nationally.
- 63.3% of Bradford's population (331,000) are aged 16 to 64 years compared to 64.6% in England & Wales.
- 145,900 people (28.8% of Bradford's population) were from Black & Minority Ethnic communities in 2010 - the 2nd highest total and 5th highest proportion in any district outside of London
- Bradford's population is forecast to grow to 568,900 by mid 2021. A rise of 8.8% from mid-2011, faster than forecast national and Y&H regional growth rates.

**Bradford district has a population of 523,100**

## Bradford has the highest proportion of under 15 year olds of any city in England and Wales

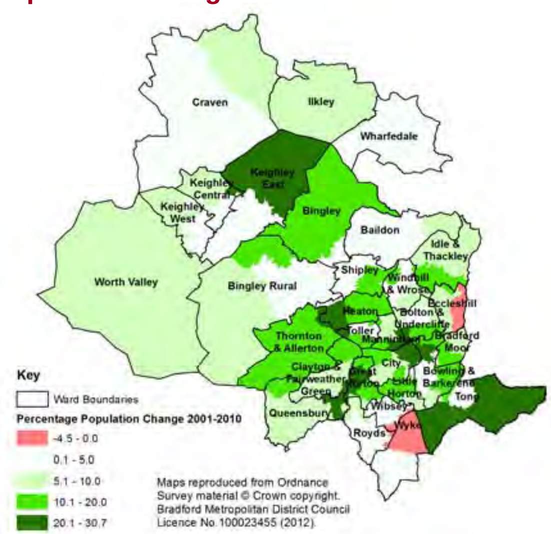



## Bradford's population growth is due to natural change and international migration

The diagram on the left presents a snapshot of on-going change in the district between the Census date 2011 and mid-2011 (full year figures are unavailable). Natural growth (more births than deaths) accounted for an additional 1,098 people in Bradford between the 2011 Census and mid-2011, international migration added a further 793 but there was a net loss of people (-795) through internal UK migration. In total Bradford's population increased by 803.

## Population change within Bradford District




## Spatial analysis

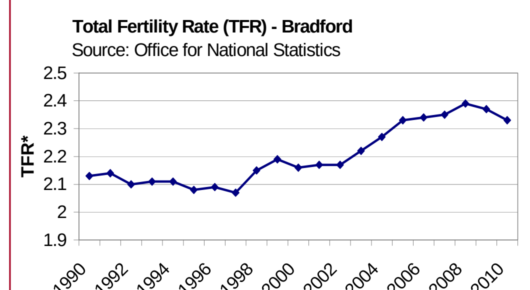
Bradford's population growth is not evenly distributed across the district. Data for mid-2009 to mid-2010 shows more people moving out than moving into **Bradford inner city** and **Keighley Central.** However, as fertility rates are relatively high here, natural growth (more births than deaths) outweighs the net outward movement to produce population growth in these inner areas.

Generally there are more people moving into than moving out of: **Wharfedale**, **Airedale** (with the exception of Keighley Central), Haworth and Oakworth in the **Pennine Hills.** Also parts of Shipley, Thackley, Fairweather Green, Lower Grange, Crossley Hall and Four Lane Ends. Parts of Wibsey, Wilsden and Cottingley and Allerton experienced net inflows of population.

A few parts of Bradford have experienced net losses in population over the longer term between 2001 and 2010 as shown in the map on the left. These are Fagley and Ravenscliffe and parts of Low Moor and Odsal.

## Fertility

The total fertility rate in the district has fallen for the second year, down from 2.39 children per woman in 2008 to 2.33 in 2010. The number of live births per 1,000 women aged 15 to 44 years also fell in 2010 to 80 down from 81 in 2009. However, the district's birth rate remains higher than the Yorkshire and Humber region average (62.1) and is still far higher than that of any other district in the region.




*TFR (Total Fertility Rate): the average number of children that a group of women would bear if they experienced the age specific fertility rates of the year in question throughout their childbearing lifespan.

## Summary

Bradford's population grew by 52,400 to 523,100, an 11.1% increase over the 10 years to 2011. As such it is the fastest growing district in Leeds City Region (LCR). Growth is expected to continue with the Office for National Statistics forecasting the population to reach 568,900 by 2021 with a growing proportion of older people in the population.

Although the birth rate fell slightly over the most recent year (2009 to 2010) as did the Total Fertility Rate there was still an increase in births in the district due to a higher number of women of childbearing age in the population. There remains a net gain to the district in numbers of international migrants and a net loss to the district in numbers of migrants moving within the UK.

The distribution of population growth and change in composition has implications for Bradford's economy, housing and infrastructure.

# Worklessness and economic inactivity remains an issue

*Revised December 2012*

## Key facts

- Bradford has 203,900 people aged 16-64 in employment, a rate of 62.2%. This is significantly below the Yorkshire & Humber (Y&H) and GB rates of 67.6% and 70.1% respectively.
- 28,700 people are unemployed in the district - a rate of 12.3% and therefore far higher than the Y&H (9.9%) and UK (8.2%) average rates.
- A further 95,200 people aged 16-64 are classed as economically inactive (29%). This brings Bradford's workless level to 123,900 people or 37.8% of those aged 16-64.
- The number of JSA claimants in the district stands at 20,056, representing a claimant rate of 6.1%.

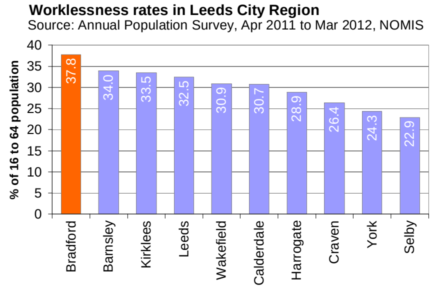
- 70.5% of people without qualifications are not in work.
- Those from Black and Minority Ethnic (BME) groups are less likely to be in work. 67% of those from white ethnic groups are in employment compared to only 48% from BME groups.

**Nearly**
**2 in 5**
**16-64 year olds are out of work**

## Inner city areas have seen the biggest rise in unemployment

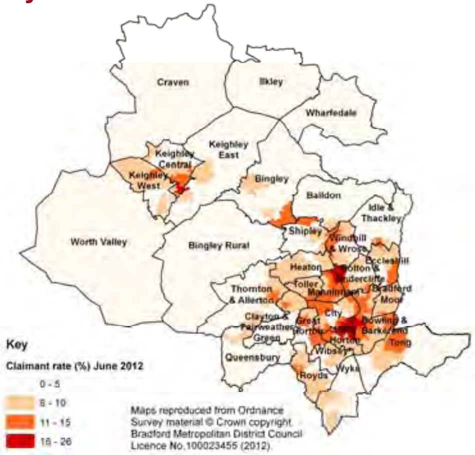
The highest rates of unemployment are concentrated in urban areas in and around the city centre, central Keighley and in the outlying estates. This pattern has not changed significantly. However, City Ward has seen the largest increase in the number of JSA claimants over the 12 months to July 2011 – a 36% increase compared to a 15% average increase across the district.

## Bradford's workless rate is higher than any district in the city region

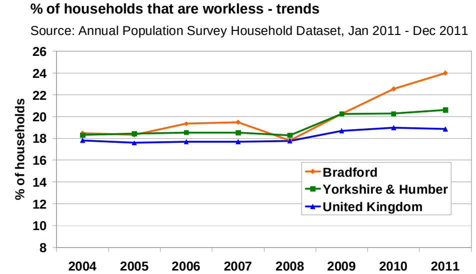



There are 123,900, or 37.8% of all working age people in Bradford, who do not have a job. This is a higher rate than that found in any other district in Leeds City Region (LCR). It also means that Bradford has the lowest employment rate of any LCR district at 62.2%.

## JSA claimant rates in Bradford by LSOA – June 2012

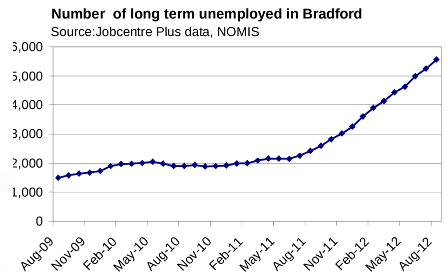



## Numbers of workless households have risen sharply in the past three years




There are 39,300 workless households in Bradford (where all households members aged 16-64 are out of work). This equates to 24% of all households in the district and as such is the highest level found in any district in Leeds City Region.

## Long term unemployment continues to rise

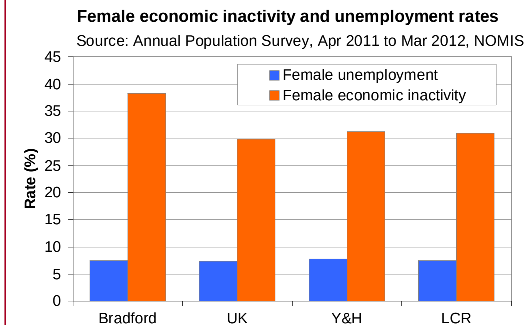



At August 2012, 5,570 people in Bradford were long term unemployed as they had been claiming JSA for over 1 year. This is more than double the number at the same point last year and represents over a quarter of all JSA claimants in the district.

## Female economic inactivity is high and female unemployment is growing

43% of all women aged 16-64 in Bradford do not have a job. This is significantly higher than the Y&H region and the UK averages. The majority of these (89%) are classified as economically inactive (ie are not looking for work or are unable to start work). The main reason for inactivity among women is that they are looking after a family or home (38% of all inactive women in Bradford).

Across the country, female unemployment (as measured by the Jobseekers Allowance claimant count) is rising faster than male unemployment. The rise in Bradford is particularly rapid – 19% increase in female claimants in the year to August 2012 compared to 2% rise in the UK – the second greatest rise in Leeds City Region was in Calderdale (8.9%).




## Out-of-work benefit claims are rising

The number of working age people in the district claiming an out-of-work benefit has risen by 3,220 (+6.6%) to 48,570 in the year to February 2012. The rise was due to the large increase (+22%) in the number claiming JSA. In contrast the number claiming Employment Support Allowance (ESA)/Incapacity Benefit (IB) remained largely unchanged while numbers claiming Lone Parent benefit fell. The reduction in the lone parents benefit figure is largely due to changes in eligibility to benefits for this group.

The rate of increase in out-of-work benefits in Bradford at 6.6% was far greater than the GB and Y&H averages at 1.6% and 2.9% respectively.

## Summary

The latest labour market data shows that Bradford has seen some positive improvements in the local labour market over the year to March 2012. Economic activity and employment rates have recently increased while unemployment (based on the International Labour Organisation definition which includes those seeking work and available to start work) and economic inactivity have fallen.

Despite these improvements Bradford still has the highest worklessness rate of any district in Leeds City Region (LCR) with particularly high levels found among women, young people, those without a qualification, disabled groups, ethnic minority people and within the most deprived areas of the district. Claimant count unemployment (restricted to those claiming Jobseekers Allowance) has continued to rise rapidly as have numbers claiming out-of-work benefits. Particularly worrying is the very big rise in numbers of women and young people in the claimant count and the growth in the number of claimants who are classified as long term unemployed (out of work for over one year).

# Youth unemployment has grown rapidly following the recession

*Revised October 2012*

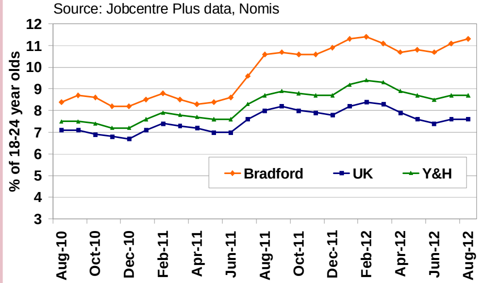
## Key facts

- 11.3% of young people aged 16-24 are claiming Jobseekers Allowance (JSA) in the district.
- Bradford has the second highest JSA claimant rate in Leeds City Region – behind Barnsley with 13.3%.
- Youth unemployment in Bradford has been rising at a faster rate than the national average. Bradford's rate is now 3.7 percentage points above the UK rate.
- 9,770 young people aged 16-24 were claiming a key out of work benefit in February 2012 – 14.5% of all young people in Bradford.
- In some parts of the district the out-of-work benefit claimant rate is as high as 40%.
- 1,111 16-18 year olds are NEET (not in employment, education or training) at an adjusted rate of 6.8%.

**1 in 9**
**young people are claiming Jobseekers Allowance**

## Youth JSA claimant rates are high and rising

**Youth JSA Claimant Rates - Aug 2010 to Aug 2012**
Source: Jobcentre Plus data, Nomis

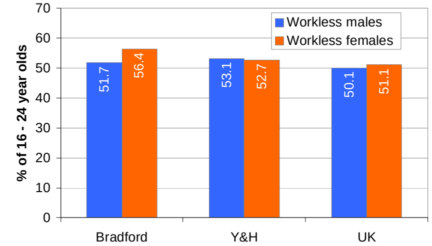



Bradford has a relatively high youth claimant rate - at 11.3% it is significantly higher than both the regional (8.7%) and national (7.6%) averages. In total in August 2012 6,040 people aged 18-24 in Bradford claimed Jobseekers Allowance.

The number of youth claimants in Bradford increased by 6.5% between August 2011 and 2012. This compares very unfavourably to decreases of -0.1% in the Y&H region and -5.5% in the UK.

## Workless is highest among young women

**Workless rates - 16 to 24 years**
Source: Annual Population Survey, Apr 2011 - Mar 2012




In addition to the unemployed there are a further 28,200 young people who are without a job and are classified as economically inactive. This means that the district has 36,400 16 to 24 year olds who are not in work. Of the economically inactive portion, a large number will be students but there will also be many who may be looking after a home or family.

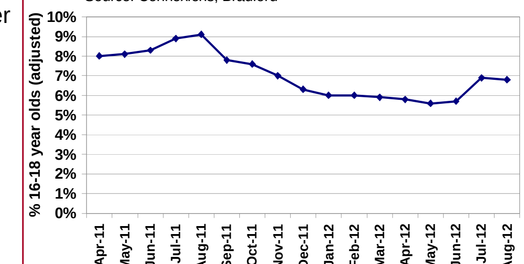
Bradford has a relatively high per cent of young women who are workless.

## NEETs

A young person is categorised as NEET if they are not in employment, education or training. At the end of August 2012, 1,111 young people aged 16-18 were NEET. This equates to an adjusted NEET rate of 6.8%. Over the last few years the numbers of those NEET have been steadily reducing. The rate has fallen by 2.3 percentage points from August 2011 when the rate stood at 9.1%. Figures for July 2012 show that Bradford's NEET rate was lower than those in Leeds, Wakefield, Kirklees and Calderdale.

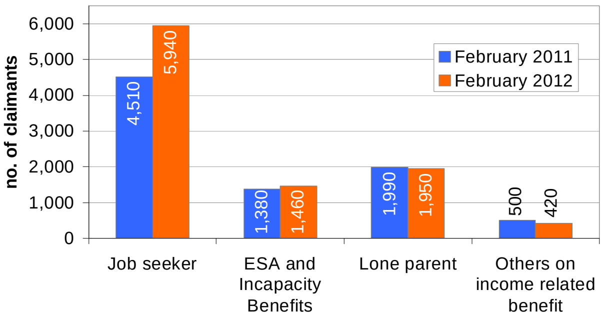
Connexions Bradford has identified various groups as being highly vulnerable to NEET post-compulsory education. The largest of these vulnerable groups is those with learning difficulties and disabilities (LDD).

**Proportion of 16-18 year olds who are NEETs - Bradford**
Source: Connexions, Bradford




## Significant numbers of young people are claiming out-of-work benefits

**Out-of-work benefit claimants (16 to 24 years)**
Source: DWP Working age client group, NOMIS




Although the majority of young unemployed people claiming benefits in the district are in receipt of JSA (5,940 in total) there are a further 1,460 claiming Employment Support Allowance (ESA)/Incapacity Benefit, 1,950 claiming Lone Parent benefit and 420 claiming other income related benefits. At February 2012 there were a total of 9,770 out-of-work benefit claimants in the district aged 16 to 24. This is a claimant rate of 14.5 % (around 1 in 7 young people) which is considerably higher than both the regional (12.6%) and national (11.6%) rates.

Over the year to February 2012 the number of out-of work benefit claimants increased by 1,390 in Bradford, although this increase wasn't consistent across all groups. The JSA total rose rapidly while the Lone Parent benefit and other income benefit numbers fell slightly and ESA/IB claimants increased by just 80.

## Youth unemployment is highest in deprived areas

Youth unemployment tends to be highest in areas with high overall unemployment, and therefore within the most deprived parts of the district.

Youth benefit claimant rates are highest in parts of Holme Wood, Little Horton, West Bowling and Tyresal, where more than 40% of 16-24 year olds are claiming benefits. Other areas where more than 1 in 3 young people are claimants are parts of central Keighley, Allerton, Clayton, Wapping, Buttershaw and Wrose.

Generational unemployment will be a significant factor in these areas where high levels of worklessness persists.

## Summary

The Jobseekers Allowance (JSA) claimant count is the most commonly quoted measure of unemployment but includes only the unemployed who are eligible to claim JSA. An extra 3,830 young unemployed people claim a different out-work-benefit in Bradford which produces an out-of-work benefit claimant rate of 14.5%, significantly higher than the JSA rate of 11.3%. In addition a number of young people are classed as economically inactive – this group together with those classified as unemployed form the much larger workless total of 54% of young people in the district.

Whichever measure is used, it is clear that youth unemployment is a significant issue in Bradford with levels continuing to rise and deprived areas continuing to experience far higher levels than the district average. Before the recession, JSA claimant rates for young people were around one percentage point above the national average, this gap has now widened to 3.7 percentage points.

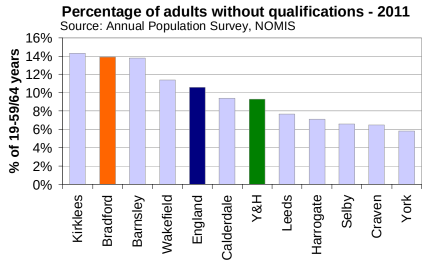
# Educational attainment is improving but Bradford has a low skilled legacy *Revised December 2012*

## Key facts

- 198,000 adults in Bradford aged 16 to 59/64 are qualified to at least NVQ level 2 (67.1%).
- 72,000 are qualified to at least NVQ level 4 (degree level or above) (24.4%).
- 41,000 are without any qualifications (13.9%).
- 46.6% of Bradford pupils achieved five A*-C grades including English and Maths in 2010/11.
- 77.9% of Year 11 pupils stayed on in full-time education, and 52.4% of Year 13 pupils moved into higher education in 2008.
- In 2010/2011 there were 17,800 learners in Bradford on Skills for Life courses. Of those studying English 28.5% were on entry level courses, of those studying maths 26% were on entry level courses. In addition 2,430 learners were studying ESOL.

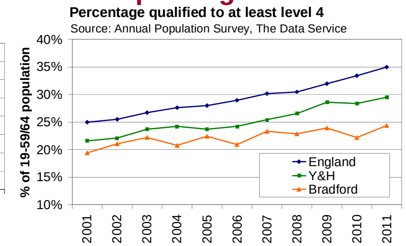
**66%** of working age adults without a qualification are not in employment

## Bradford's population is relatively low skilled



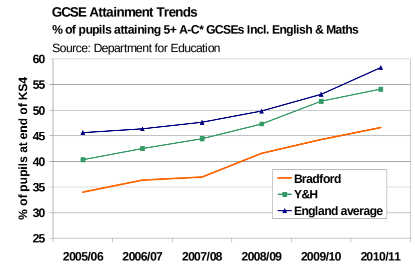

13.9% of Bradford's population aged 19-59/64 don't have any qualifications. This was a marked improvement from 16.8% in 2010 but still higher than the Yorkshire & Humber (10.6%) and England (9.3%) averages. Level 2 is considered the entry level for employment, and 97,000 adults in Bradford have not reached this level of qualification.

## Higher qualification levels are improving




Latest figures from the Data Service for 2011 showed an improvement in higher skill levels in Bradford with 24.4% of the population qualified to Level 4 or above compared to 22.2% in 2010. However, this rate remains below the Yorkshire & Humber regional average (29.5%) and the England average (35.0%).

## Education attainment levels are improving

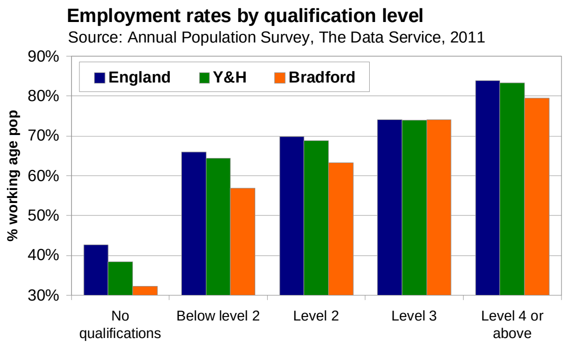



The proportion of Bradford pupils who achieved five A*-C grades including Maths and English at the end of Key Stage 4 in 2010/11 was 46.6%. This is up from 44.2% in 2009/10 but still far lower than the national average.

## Low qualifications are a significant barrier to employment

The employment rate for those qualified to at least Level 4 in Bradford is 79.4%, below the Y&H regional (83.3%) and national (83.9%) averages. The rate falls to 56.9% in the district for those with Level 2 qualifications,

However, for those adults without any qualifications, employment rates drop to 32.3% - far lower than the England average of 42.7%. This means that 67.7% of those without any qualifications in Bradford are not in employment.




## Graduate retention and employment

In 2010/11 around 58% of University of Bradford students were from an ethnic minority background. Over a third of students at the University were from Bradford. Almost two fifths (39%) of the 2010/11 leavers surveyed found employment in Bradford. 88% of the 2010/11 UK domiciled undergraduates were in work or further study 6 months after graduating (compared to 90% nationally).

Growth of graduate-level jobs both locally and within the Leeds city region needs to keep pace with the number of graduates in order to retain and grow higher level skills in the district.

## Ethnicity & language

The 2001 Census showed that around 30% of the working age population in Bradford had no qualifications, but this increased to around 50% for those of Pakistani and Bangladeshi origin.

Around 52% of Bradford's school pupils are from black and ethnic minority groups compared to 20% across the region and 25% for England. GCSE attainment levels vary slightly between ethnic groups, with 47.5% of all pupils gaining 5+ A*-Cs (including English & Maths) compared to 46.1% for those of Asian origin at 2010/11.

Bradford is ranked the third highest Local Authority in England for the number of pupils who have a first language other than English (29,296 pupils) behind Birmingham and Newham in Inner London.

44% of primary pupils and 31% at secondary schools in Bradford do not have English as their first language - more than three times the regional average. In Bradford, GCSE attainment for pupils whose first language is not English is 44.1%, compared to 48.6% for those whose first language is English.

## Deprivation

At the end of Key Stage 4, 31.2% of children in Bradford who were eligible to receive free school meals achieved five or more GCSEs grades A*-C including English and maths. This compared to 52.5% of children not eligible for free school meals. The gap has reduced over recent years.

## Summary


Recent years have seen significant improvements in Bradford in educational attainment among children and also in skill levels among adults. However, the proportion of Bradford's adults with the minimum qualifications deemed necessary for employment remains far lower than the national average.

Having low or no qualifications proves to be a significant barrier to employment. Around two thirds of people with no qualifications in Bradford do not have a job. Future job growth in the region is predicted to be most significant within high and medium skilled occupations, which will pose an increasing challenge for Bradford's workforce given its current low skill levels.

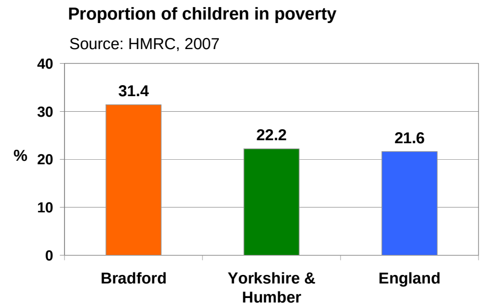

# Child poverty reflects clusters of deprivation in the district

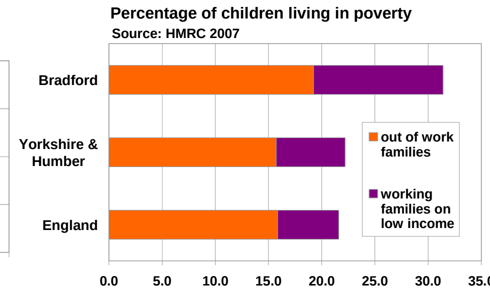
## Key facts

- Bradford is the 32nd most deprived local authority district in England (out of 354 districts).
- 40,840 children in Bradford live in poverty.
- This accounts for 31.4% of children in Bradford, compared to 22.2% in the region and 21.6% in England.
- 19% of children in Bradford live in families in receipt of an out of work benefit. A further 12% live in families who are working but have a low income (less than 60% of median income) and are in receipt of tax credits.
- Bradford has the 20th lowest level of child wellbeing out of 354 English local authorities in the CLG Child Wellbeing Index.

**Nearly 1 in 3 children in Bradford live in poverty**

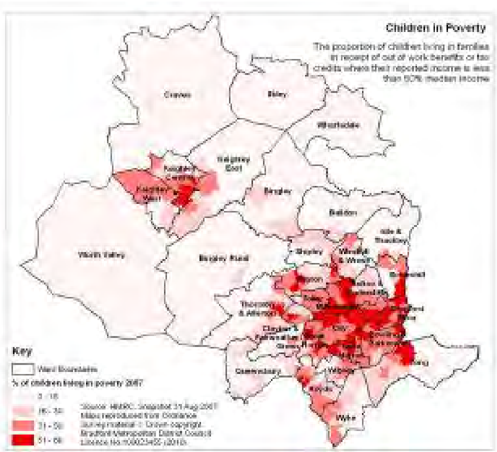
## Bradford has a high level of child poverty




At a local level child poverty is measured as the proportion of children living in families in receipt of out of work benefits, or working tax credits where reported income is less than 60% of median income.

Nearly a third of children in Bradford live in such low income families. This is significantly higher than the regional and national average and is the highest within the Leeds city region.

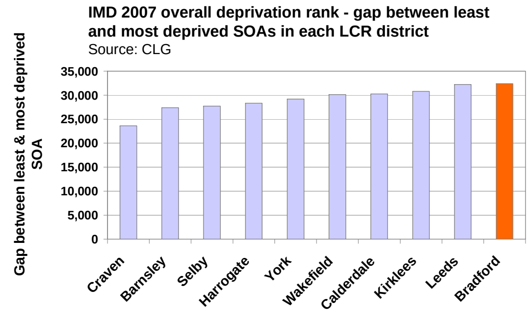



## Poverty is spatially concentrated

Child poverty is spatially concentrated in parts of Bradford City, in Airedale within Keighley's inner urban areas, and in outlying social housing estates such as Buttershaw and Holme Wood in South Bradford.

The map of child poverty reflects the pattern of other deprivation indicators.

## Bradford has the greatest level of inequality of all districts in England




According to the IMD 2007 overall ranking the gap between the most and least deprived areas in Bradford is the largest in the country. Such inequality has been shown to have significant impacts on economic wellbeing.

## Summary

With close to one in three children in Bradford living in low income families, Bradford has particularly high levels of poverty and child poverty. The district ranks 32nd in the country for overall deprivation. Employment lifts some families and children out of poverty but low skills and low income work means this is not a guarantee, and over half of children in low income families have at least one parent in employment.

The district has the greatest gap between the most deprived and most affluent areas of any local authority district in England. Recent research has shown that such inequality has impacts that go beyond economic wellbeing to affect levels of health, trust and happiness.

## Infant mortality rates are high

The district's infant mortality rate of 8.2 per 1,000 live births is one of the highest in the country and higher than other areas with similar levels of deprivation. Rates in the most deprived fifth of the district's population are three times higher than in the least deprived areas. Deprivation is one of the key factors associated with infant mortality (as well as low birth weight, and the age and ethnicity of the mother). A partnership approach to reducing infant mortality is being overseen by the Every Baby Matters implementation group.

## Child poverty is associated with particular population groups

Research at a national level shows 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.

## Children living in poverty are more likely to be poor as adults than children from more affluent homes.

Poverty is a barrier to educational success. National research has shown that by the age of three, children from poorer homes are typically about nine months behind children from more affluent backgrounds – a gap that widens throughout their schooling to around 5 terms at Key Stage 3.

With low or no qualifications, children are more likely to enter low skilled, low paid employment and remain in poverty as adults.

# Economic wellbeing goes beyond jobs and growth

## Key facts

- Bradford has a relatively high level of self-reported wellbeing and health.
- Volunteering and civic participation levels are high in Bradford compared to levels in similar districts.
- Around 100,000 Bradford residents are engaged in active citizenship such as volunteering, being part of a community group or undertaking civic roles.
- Bradford residents generally have worse health than England average levels.
- Mortality rates are high in the district.
- Men in Bradford's most deprived areas have nine years shorter life expectancy than in the least deprived areas.

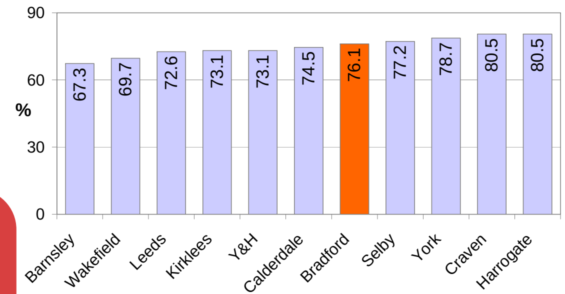
**76%**

**of residents report good or better health & wellbeing**

## Bradford residents report high levels of wellbeing

**% of Bradford residents reporting "very good" / "good" health & well-being**

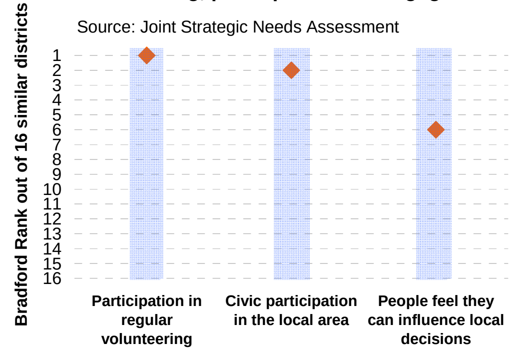
Source: CLG Place Survey 2008, Floor Targets Interactive




A subjective measure of wellbeing and health is provided by the CLG Place Survey which shows Bradford has relatively high levels of wellbeing and health - above the regional average.

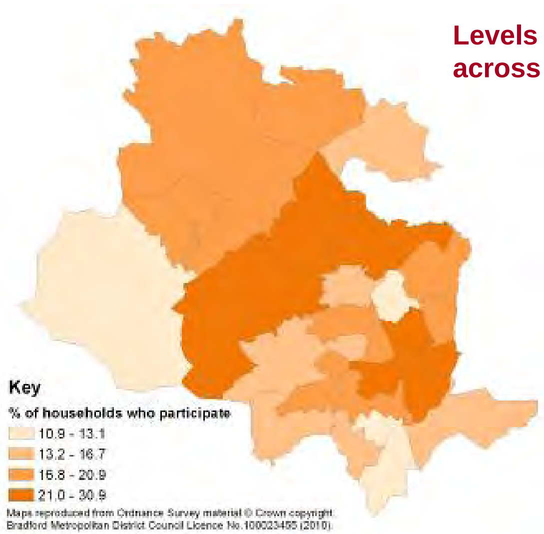
## Bradford has high levels of volunteering and civic participation

**Volunteering, participation and engagement**




Levels of engagement and volunteering have positive impacts on overall wellbeing as well as producing benefits which can support economic wellbeing, giving people a route into employment or providing services for which payment would otherwise be required.

Bradford ranked 1st out of a group of 16 similar districts for volunteering, 2nd for civic participation and 6th for "people who feel they can influence decisions in their locality".




## Levels of civic participation vary across the district

The map shows the percentage of households in each ward who say they regularly participate in community regeneration, charity or voluntary work, or improving their local environment.

Levels of participation are highest in the inner city wards and in Bingley and Idle. Participation is lowest in south Bradford, Windhill & Wrose ward and Worth Valley.

## Child wellbeing levels are low

The CLG Child Wellbeing Index 2009 looked at various factors relating to child wellbeing: housing; education; health and disability; material wellbeing; crime; environment; education; and children in need. Out of a total of 354 districts Bradford's overall wellbeing ranking was 335th, making it the lowest placed district in Leeds city region and signifying a low level of child wellbeing in the district. On material wellbeing Bradford is ranked 321st – the lowest in Leeds city region.

## Health, wellbeing & employment

Health problems may lead to worklessness. Within Bradford district 8% of the working age population (24,670 people) are claiming Incapacity Benefits (IB) or Employment Support Allowance (ESA); the national average rate is 7.1%. Of these claimants approaching half (44.2%) are not working due to mental or behavioural problems.

Getting more people into work is at the heart of local and national strategies to reduce poverty and improve economic performance. According to Bradford's Joint Needs Strategic Assessment there is strong evidence showing that work is generally good for physical and mental wellbeing.

However, the district may be faced with greater future health needs as the number of older people in the population is increasing and the number of children and young people is also growing - which will require successful interventions to address relatively high levels of infant mortality, childhood obesity and teenage pregnancy.

## Summary


Self-reported measures show that Bradford has relatively high levels of wellbeing with 76% of residents report "very good" or "good" health and wellbeing. This is in contrast to Bradford's relatively high levels of deprivation concentrated in certain parts of the district, and associated with poor health and shorter life expectancy.

The district has high levels of volunteering and civic participation, which have positive impacts on overall wellbeing as well as producing benefits which can support economic wellbeing, giving people a route into employment or a means of accessing services.


# Bradford's productivity lags behind national rates

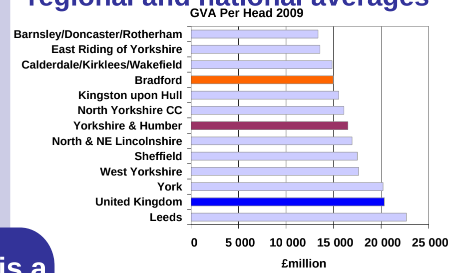
**Revised January 2012**

## Key facts

- Bradford's total GVA for 2009 was £7.58 billion.
- In 2009 GVA per head of population was £14,958, lower than the Yorkshire & Humber regional (£16,512) and UK (£20,341) averages.
- GVA has fallen during the recession but the rate of decline has been slower in Bradford than across the region and nationally.
- GVA per employee in Bradford was £39,462 in 2009.
- Productivity is highest in production industries (which includes manufacturing) and financial services.
- Public services contributes 23% towards total GVA in Bradford, but 33% of the total employment. GVA per public sector employee is less than half that for an employee in production.
- Production's share of total GVA has declined from 29% in 1997 to 22% in 2009.
- Average full-time weekly earnings for people working in Bradford were £430.60 in 2011.

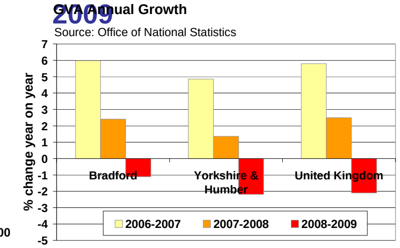
**Bradford is a £7.58 billion economy**

## GVA per head lags behind regional and national averages




At £14,958 GVA per head of population was lower in Bradford than the Yorkshire & Humber regional (£16,512) and UK (£20,341) averages. A measure of productivity is GVA per employee which was £39,430 in 2009 – again below the UK figure of £47,408.

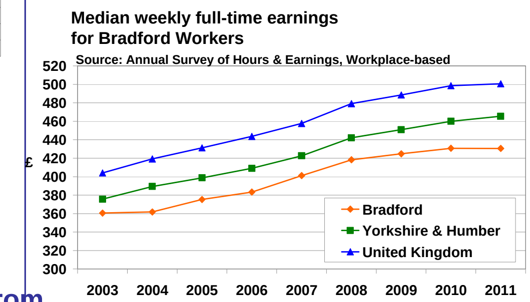
## The economy experienced negative growth 2008 to 2009



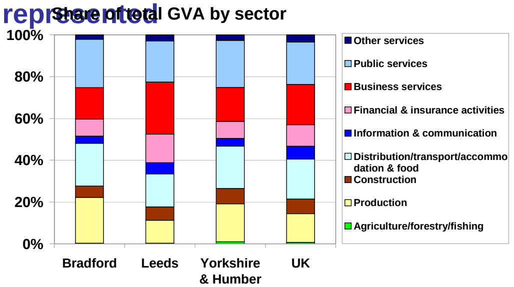

Between 2008 and 2009, the recession saw Bradford's GVA drop by 1.1%. But this compares to a decline 2.2% regionally and 2.1% nationally.

## The gap between Bradford's earnings and the national average is increasing.

Workplace earnings have not shown a significant increase between 2010 and 2011 despite a 1.2% increase across the Yorkshire & Humber region, and 0.4% increase nationally.

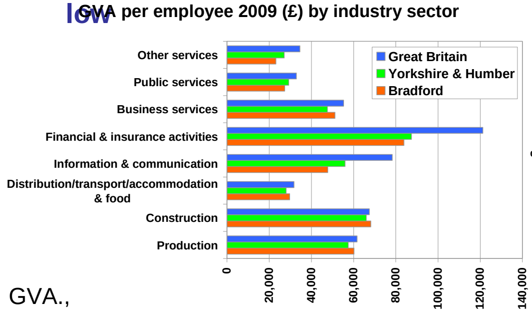



## Knowledge industries are under-represented



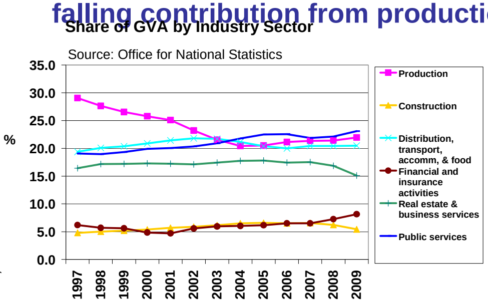

Public services contributes 23% to Bradford's GVA., due to Bradford having a large proportion of its total employment in public services (33%). Production also provides a high contribution towards GVA (22%). Bradford is under-represented in the knowledge intensive industries such as financial and business services which provide a higher contribution to GVA

## Productivity in public services is low




Productivity as measured by GVA per employee is highest within financial services, at a contribution of £83,865 per employee. Productivity is lowest in public and other services.

## The rising contribution to GVA from public services, has not negated the falling contribution from production




The sectors in Bradford providing the greatest employment, such as the public sector and distribution, provide lower contributions to GVA per employee.

## Bradford's economy is still forecast to grow fastest in the Leeds city region

Despite being revised downwards, the latest forecasts (November 2011) show output and employment to start gaining upwards momentum in 2013.

Between 2010 and 2020, the average output growth in Bradford is expected to be 1.9% a year. Weaker output growth in the near term is partly compensated by stronger growth expected after 2017 and Bradford's growth will be above the city region average.

## Summary

Total GVA for Bradford is £7.58 billion, the third highest in Yorkshire & Humber behind Leeds and Sheffield, and represents 8.7% of the regional total of £89,475 million. However, GVA per head is lower in Bradford compared to regional and national averages and between 1997 and 2009 the gap has widened.

Bradford's productivity gap can be explained in part by a number of factors; a shift in industrial structure (a declining industrial base and an increase in public services), a lower than average proportion of jobs in high value knowledge industries such as financial and business services, and a lower than average job density.

# Enterprise remains a strength

*Revised Jan 2012*

## Key facts

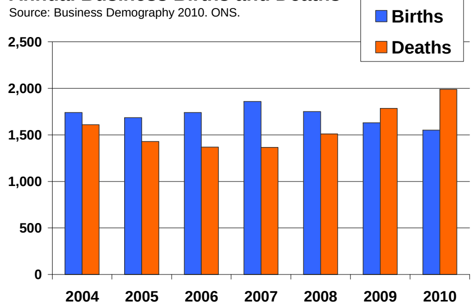
- There are 14,490 active enterprises in the District.
- This equates to 365 businesses per 10,000 adults compared to 454 nationally.
- There are 27,700 residents who are self employed across the District.
- Self employment accounts for 13.8% of residents in employment compared to a UK average of 13%.
- 92.9% of new businesses survive for one year compared to a UK rate of 92.0% and a regional rate of 90.7%.
- 4.3% of households are thinking of starting a business compared to 3.7% nationally.
- There were 1,550 business births in 2010 and 1,990 business deaths.
- Just over 1 in 7 businesses failed in 2010 .

**The number of businesses grew by 910 between 2005 and 2010**

## Business Births have fallen whilst business deaths have risen

**Annual Business Births and Deaths**

Source: Business Demography 2010. ONS.



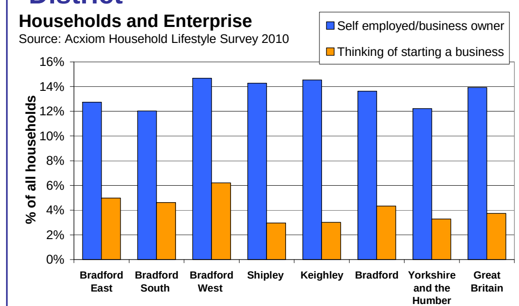

ONS Business Demography data shows that annual business births have fallen since 2007. There were 1,550 business births in 2010 compared to 1,860 in 2007. The 2010 figure equates to 39.1 births per 10,000 adults. This was higher than the regional rate of 38.4 but lower than the UK rate of 46.4.

Annual business deaths have risen from 1,365 in 2007 to 1,990 in 2010. Business deaths represented 13.7% of the total business stock in 2010 meaning that just of 1 in 7 businesses failed in 2010. This failure rate was slightly higher than the regional rate of 13.6% and higher than the UK rate of 12.9%. There were 14,490 active businesses across the district at the end of 2010. This equates to 365 businesses per 10,000 adults. This was lower than the regional figure of 377 and the UK figure of 454.

## Levels of enterprise vary across the District

**Households and Enterprise**

Source: Acxiom Household Lifestyle Survey 2010

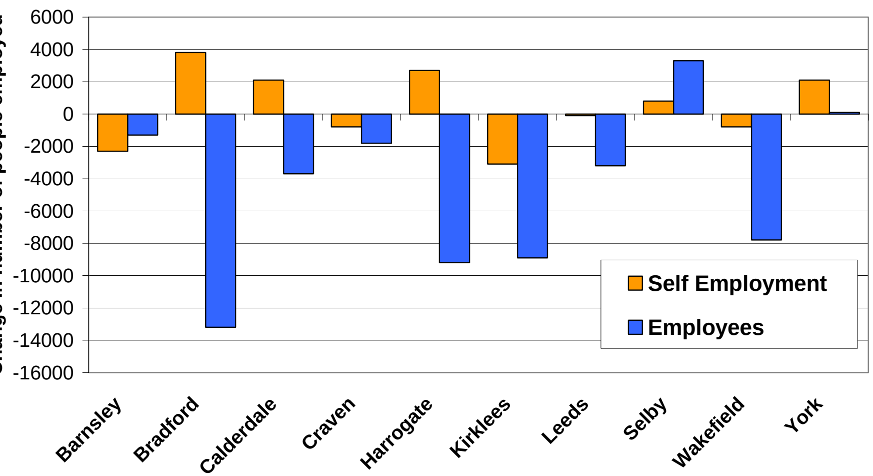



Acxiom Household Lifestyle Survey data estimates that 28,200 households were business owners or self employed in 2010. This was 13.6% of all households and compared to a Great Britain rate of 13.9%. 4.3% of households were thinking of starting a business compared to 3.7% nationally.

Self employment rates vary across the district with Bradford West, Shipley and Keighley constituencies having the highest rates. Self employment in Bradford Moor is 22.6%. Bradford South has the lowest rate of self employment.

**Self Employment and Employee Jobs Growth 2006-2011**

**Source: Annual Population Survey**




## Growth in self employment undermined by fall in number of employee jobs

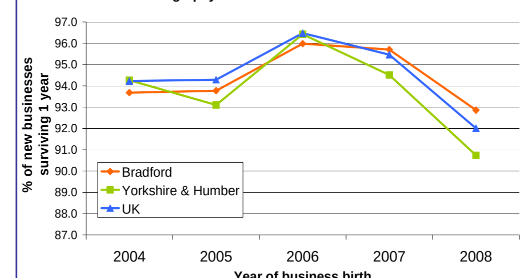
Over the five years from 2006 to 2011 self employment increased by 3,800 across the district. This was the highest absolute increase of any authority in the Leeds City Region. Self employment continued to rise through the onset of recession peaking at 28,700 in 2009. Since then the figure has fallen back and stood at 27,700 at June 2011 accounting for 13.8% of residents in employment compared to a UK average of 13%.

Set against the rise in self employment has been an ongoing shift in the labour market with self employment taking a larger share of overall employment whilst the number and share of people in employee jobs has fallen. Between 2006 and 2011 the district saw the loss of 13,200 resident employee jobs. This equates to a 7.1% fall that was higher than the 3.8% fall across the Leeds City Region and a UK fall of 0.5%.

## 1 year survival rates have fallen but are higher than national average

**Business Survival Rates: 1 Year**

**Source: Business Demography 2010. ONS.**




Business survival rates have fallen from a recent peak in 2006 which is likely to reflect the impact of recession. One year survival rates in 2009 were 92.9% compared to a UK rate of 92.0% and was higher than the regional rate of 90.7%.

## Summary

Bradford has a powerful culture of entrepreneurship. This is a distinctive asset for the district, and its outcomes can be seen in the appetite of people to start their own business, the number of business start ups and high rates of self employment. Household survey show Bradford residents are more likely to be thinking of starting up a business than the regional or national average.

Between 2006 and 2011 self employment increased by 3,800 - the highest absolute increase of any authority in the Leeds City Region. However business start ups, survival rates and self employment levels have fallen since 2007 reflecting the onset of the recession. It is also has to acknowledged that the growth in self employment has not been enough to offset the loss of resident employee jobs over the past five years.

# Manufacturing employment remained steady in the recession

Revised January 2012

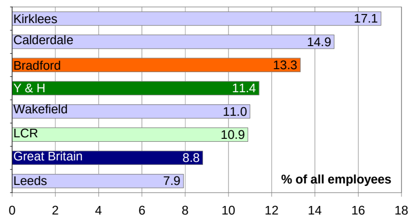
## Key facts

- There are 1,315 manufacturing business units employing 25,200 people in the district. Manufacturing accounts for 13.3% of all employees in Bradford compared to 8.8% in Great Britain as a whole.
- Employee numbers in Bradford fell from 45,600 in 1998 to 25,200 in 2008 but haven't declined any further to 2010.
- Engineering is Bradford's largest manufacturing sector (8,500 employees). It is dominated by traditional engineering but also includes 1,700 in electrical and electronic engineering.
- Other key sectors are: paper and printing (4,500 employees) and food and drink (4,200).
- Over the short term (to 2015) manufacturing employment is set to remain stable, but then may decline.
- The value of manufacturing output in the district increased between 2008 and 2009 to £1.66bn - 22% of Bradford's total GVA.

**1 in 7**
**of all employees in Bradford district work in manufacturing**

## Bradford's manufacturing sector is relatively large

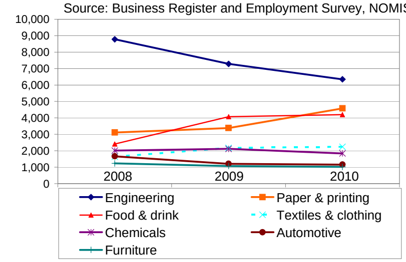
Manufacturing's share of total employees
Source: Business Register and Employment Survey 2010, NOMIS




Bradford's manufacturing sector is relatively large, employing 13.3% of all the district's employees - a greater proportion than found in LCR (10.9%), Y&H (11.4%) and GB (8.8%). Only Kirklees and Calderdale districts in LCR have proportionally larger manufacturing bases.

## Manufacturing's decline has slowed in recent years

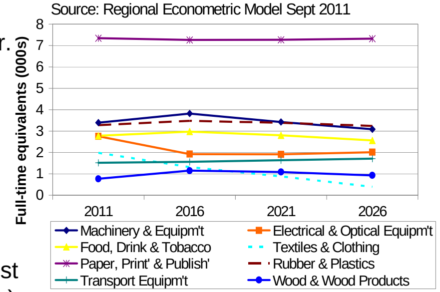
Manufacturing employees - Bradford
Source: Business Register and Employment Survey, NOMIS




Manufacturing employment declined quite quickly prior to 2008 across most industries. However, despite the recession, this decline slowed down or halted between 2008 and 2010 with the exception of engineering.

## Manufacturing employment is forecast to stabilise

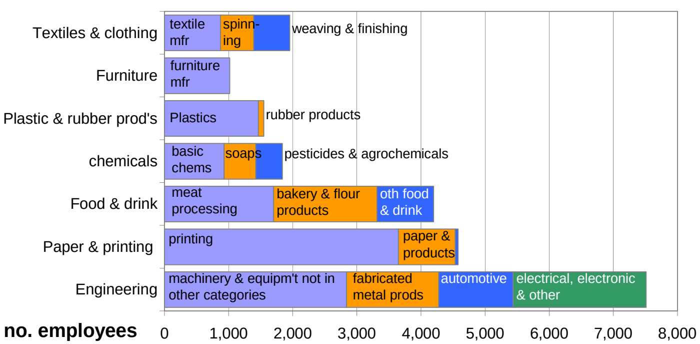
Forecast manufacuturing employment - Bradford
Source: Regional Econometric Model Sept 2011




The latest REM forecast for Bradford shows most manufacturing employment stabilising to around 2015-16. Textiles & clothing are the main exception to this trend.

## Bradford district has a diverse manufacturing sector with engineering prominent

Largest manufacturing sectors & industries in Bradford
Source: Business Register and Employment Survey 2010, NOMIS

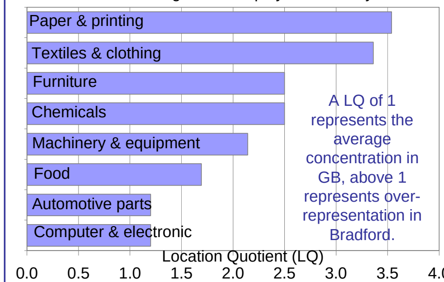



Engineering with 8,500 employees is Bradford's largest manufacturing sector. Although it is dominated by traditional engineering industries, it also has around 1,700 employees in electrical and electronic engineering. Printing accounts for 3,600 employees with a further 900 manufacturing paper and paper products.

Food and drink is Bradford's third largest manufacturing sector (4,200 employees) with meat processing and the manufacture of bakery and flour products accounting for the majority of employees in this sector.

## Concentration of industries

Location quotients selected industries - Bradford
Source: Business Register & Employment Survey 2010, NOMIS




The chart includes only those manufacturing industries with over 1,000 employees in Bradford. Bradford has several industries which are locally significant in terms of both numbers in employment and their relative concentration in the district.

## Sub-district picture

Manufacturing forms a relatively large share of total employees in both Bradford South (27.3% of the total) and Keighley (21%) these are far greater than the district's share of manufacturing employees at 13.3%. However, Bradford City contains the largest number of manufacturing employees of any area in Bradford with 10,500 employees or 41% of the district's manufacturing employment.

**Manufacturing employees at sub-district level**

| Area | 2008 | 2010 | % of jobs | Change 2008-10 | |
|---|---|---|---|---|---|
| | | | | Number | % |
| Bradford City | 9,500 | 10,500 | 9.8 | 1,000 | 10.5 |
| Airedale | 7,600 | 6,800 | 18.7 | -800 | -10.5 |
| Bingley Shipley | 4,200 | 3,400 | 16.9 | -800 | -19.0 |
| Keighley Wards | 3,400 | 3,400 | 21.0 | 0 | 0.0 |
| Bradford South | 6,000 | 6,200 | 27.3 | 200 | 3.3 |
| Wharfedale | 1,300 | 1,000 | 5.7 | -400 | -30.8 |
| Peninne Hills | 700 | 800 | 12.1 | 0 | 0.0 |
| Bradford District | 25,200 | 25,200 | 13.3 | 0 | 0.0 |

Source: Business Register and Employment Survey, NOMIS

Between 2008 and 2010 employment in manufacturing in Bradford remained stable. However, some parts of the district saw falls in manufacturing (the Bingley, Shipley area lost 800 manufacturing employees and Wharfedale 400) while Bradford City and Bradford South saw significant rises (+1,000 and +200 employees respectively).

## Summary

The importance of the manufacturing sector to Bradford's economy can be measured in terms of it's contribution to the district's output and employment - accounting for 22% of the district's GVA and 13% of the district's employees. Manufacturing has performed well in Bradford during the recent recession, with no loss in employee numbers (to 2010) and an increase in output between 2008 and 2009. Latest forecasts also show the sector should perform well in the short term.

Manufacturing is promoted in the district through such bodies as the Bradford and Airedale Manufacturing Alliance (BAMA) which helps manufacturers work together and encourages links with local businesses and the wider community. The BAMA activities include a major event in January 2012 that will be addressed by leading industry and university representatives to promote supply chain opportunities and ultimately bring more manufacturing to the district.

# Forecast service sector growth will drive future employment opportunities

*Revised Jan 2012*

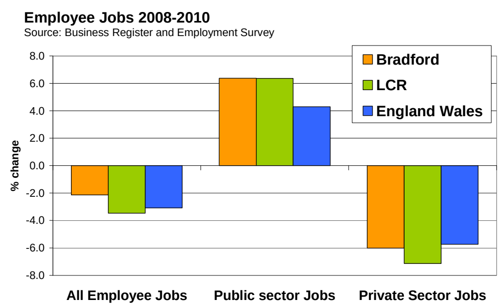
## Key facts

- The service sector employs 155,400 employees and accounts for 82% of all employees in the district.
- The majority of jobs (90,900) are in the private sector with retail (28,200) and business services (22,100) prominent.
- The public sector employs 64,500 people - 34% of all employees compared to 29% nationally. Health is largest sector with 31,500 employees
- Public sector jobs grew by 3,900 between 2008 and 2010.
- Private sector jobs fell by 8,000 between 2008 and 2010.

- Hardest hit sectors were retailing (-3,100), business services (-2,300) and hotels and restaurants (-1,300)
- For every three service sector employee jobs lost between 2008 and 2010 there was one additional self employed person in services.

**1 in 3 employees in Bradford district work in the public sector**

## Public sector jobs growth has not mitigated the decline in private sector jobs across the district




Between 2008 and 2010 the number of public sector jobs in the district increased by 3,900, an increase of 6.4%. This was higher than the national increase for England and Wales.

Growth in public sector jobs was bigger than city region and national increases.

During the same period private service sector jobs fell by 8,000, a fall of 6.0%. Retailing saw the loss of 3,100 jobs, business services shed 2,100 jobs and hotels and catering saw the loss of 1,300 jobs between 2008 and 2010. Private sector job losses were on a par with a fall nationally whilst Bradford saw a smaller decrease than the Leeds City region as a whole.

## City centre retail jobs have fallen

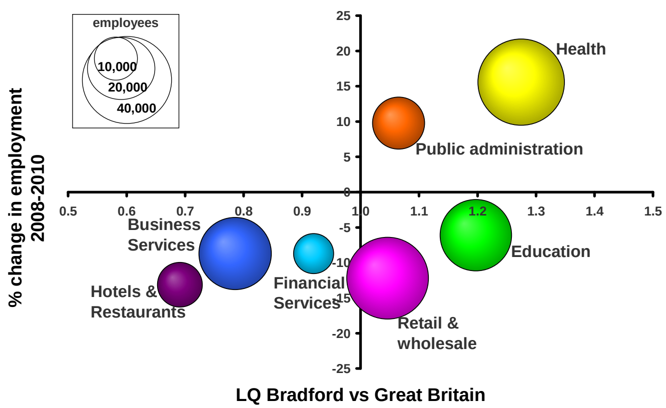
Bradford district has 18,700 retail sector employee jobs. 9,600 are located in Bradford City which is 52% of the district total. Retail jobs in Bradford city have fell steeply between 2008 and 2010 with the loss of 4,000 jobs. Airedale is the second largest retail location with 4,800 jobs and saw an increase of 400 jobs. Wharfedale saw the biggest increase in retail employment rising 26% to 2,100.

**Retail sector employee jobs by economic area**

| Area | Number | % | Change 2008-10 Number | Change 2008-10 % |
|---|---|---|---|---|
| Bradford City | 9,600 | 52 | -4,000 | -29 |
| Airedale | 4,800 | 26 | +400 | *+10* |
| *Bingley & Shipley* | *2,200* | *12* | *+100* | *+7* |
| *Keighley* | *2,600* | *14* | *+300* | *+12* |
| Bradford South | 1,700 | 9 | 0 | 0 |
| Wharfedale | 2,100 | 11 | +400 | *+26* |
| Pennine Hills | 400 | 2 | 0 | 0 |
| **Bradford District** | **18,700** | **100** | **-3,100** | **-14** |

Source: ONS Business Register and Employment Survey, 2010

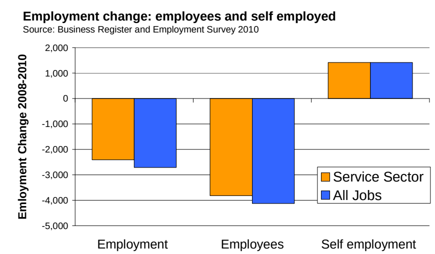
## Private sector jobs form the majority of service sector employment but the public sector is overrepresented




Private services sector jobs total 90,900 across the district. Retail and wholesale, with 28,200 employees, accounts for 14.2% of all employee jobs compared to 16% nationally. Business services with 22,200 jobs are a key sector but are under-represented compared to regional and national averages. Hotels and restaurants are the most under-represented sector. Financial services employs 6,800 people.

The public sector includes health, education and public administration, and employs 64,500 employees which 34% of all employees compared to 29% nationally.

## Employee jobs have fallen whilst self employment has risen

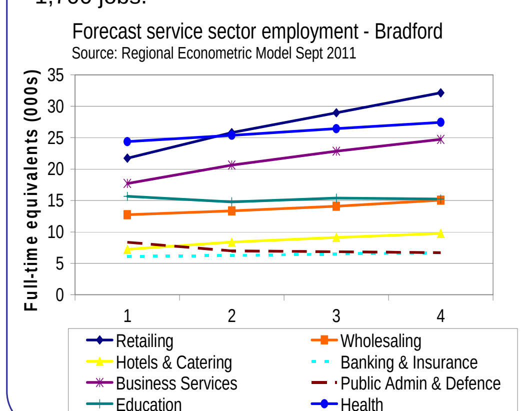



Between 2008 and 2010 the district saw an ongoing shift in the labour market with self employment taking a larger share of overall employment whilst the number and share of employee jobs has fallen.

## Retail and Business services set to drive employment growth

September 2011 projections from the Regional Econometric Model (REM) have forecast significant employment growth in retail and business services and a modest increase in health related and wholesaling jobs.

Overall service sector employment is forecast to rise by 22%, an increase of 29,900 full time equivalent jobs. Retail is forecast to see an additional 10,400 jobs. Public administration will see the loss of 1,700 jobs.




## Summary

The service sector is the largest part of the economy accounting for 82% of all employees. Bradford District is overly dependent on public sector employment and this increased between 2008 to 2010 as private sector jobs fell. Public sector employment will reduce over the coming year as continuing public sector spending cuts translate into job losses.

Retailing saw the loss of 3,100 jobs between 2008 and 2010 which due to the loss of 4000 retail jobs in Bradford City and growth of only 900 jobs across the rest of the District. The shift from employee jobs to self employment is a growing feature of employment and services account for the majority of this change. The most recent econometric forecasts predict significant service sector employment growth over the medium to long term.

# Bradford city centre retains significant economic impact and potential

*Revised Jan 2012*

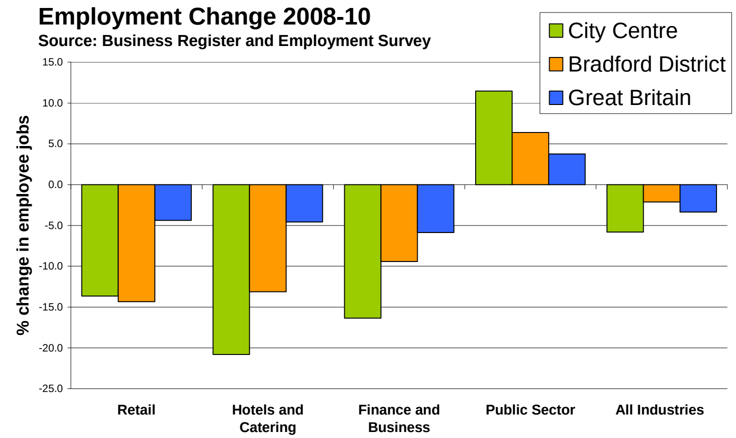
## Key facts

- There are 33,600 jobs located in Bradford city centre, 17.5% of the district total of 192,100 employee jobs.
- There are 9,900 jobs in financial and business services, 12,700 in the public sector, 3,900 in retail and 1,600 in hotels and catering.
- Between 2008 and 2010 2,060 jobs were lost in the city centre, a fall of 5.8% compared to a fall of 2.1% across the whole district.
- Retail expenditure in Bradford city centre was estimated at £440 million in 2011, eight highest in the region.
- Pedestrian footfall in Bradford city centre fell by 12.9% between 2009 and 2010. Since 1999 pedestrian footfall has fallen by 38%.
- There are 676 retail units in the city centre of which 120 are vacant giving a vacancy rate of 18.5%.
- There is 261,000m$^2$ of retail space in the city centre, 27% of the district total.
- The city centre resident population grew from 3,360 in 2003 to 8,175 in 2010.
- The average house price in the city centre was £98,900 over the year to July 2010.

**1 in 6**
**Jobs in Bradford district are in the city centre**

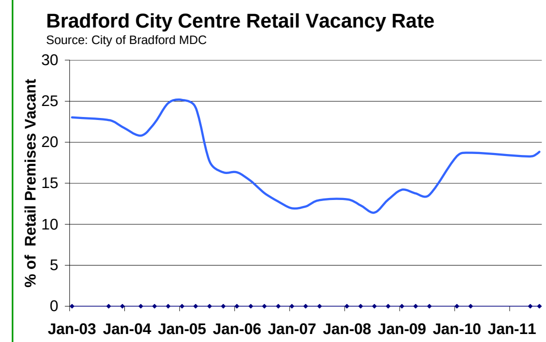
## City centre employment has declined

Employment in the city centre has fallen in recent years. Between 2008 and 2010 there was a loss of 2060 jobs, a fall of 5.8% compared to fall of 2.1% across the district as a whole and a 3.4% fall nationally. Public sector jobs growth of 1,300 masked the loss of 3,350 private sector jobs including 1,950 business and finance jobs.




## Retail Vacancies

Bradford Council figures suggest there are 120 vacant retail units out of a total stock of 600, a vacancy rate of 18.5%. Figure 5.6 shows how vacancy rates have changed since January 2003. Whilst vacancy rates have risen since the onset of recession in 2008/9, vacancy rates are not as high as in 2003-2005.




## Bradford city centre retail expenditure has risen the recession

| 2011 Rank | Retail Centre | Expenditure £m 2008 | Expenditure £m 2010 | Expenditure £m 2011 | Change 2008-11 £m | Change 2008-11 % |
|---|---|---|---|---|---|---|
| 1 | Leeds | £1,866 | £1,520 | £1,490 | -£376 | -20.2 |
| 2 | Meadowhall | £1,208 | £1,050 | £1,080 | -£128 | -10.6 |
| 3 | Sheffield | £825 | £970 | £910 | £85 | 10.3 |
| 4 | Hull | £752 | £640 | £640 | -£112 | -14.9 |
| 5 | York | £625 | £640 | £630 | £5 | 0.8 |
| 6 | Huddersfield | £447 | £470 | £470 | £23 | 5.1 |
| 7 | Doncaster | £461 | £450 | £450 | -£11 | -2.4 |
| **8** | **Bradford** | **£412** | **£470** | **£440** | **£28** | **6.8** |
| 9 | Grimsby | £358 | £390 | £370 | £12 | 3.4 |
| 10 | Harrogate | £357 | £370 | £370 | £13 | 3.6 |

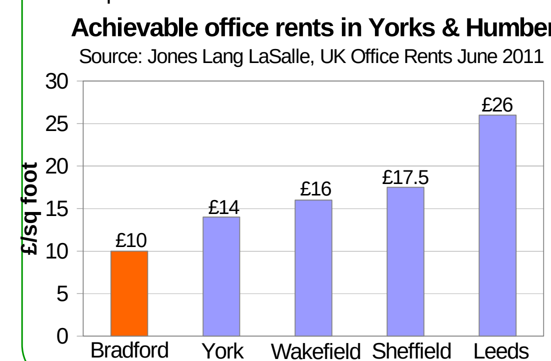
Bradford city centre ranks joint 8th highest in Yorkshire and the Humber by retail expenditure at £440 million according to CACI .

Expenditure rose by £28 million between 2008 and 2011, an increase of 6.8%. This was the second highest of the top ten retail centres across Yorkshire and the Humber in percentage terms and absolute numbers and suggests the city centre has been relatively resilient in the face of recession and a faltering upturn.

However expenditure fell by £30 million between 2010 and 2011, a fall of 6.4% that was the worst performance of the top ten retail centres in Yorkshire and the Humber.

## Commercial rents are low

Data from Jones Lang LaSalle shows average achievable office rents in Bradford at around £10 per sq ft. This is a relatively low figure compared to other cities in the region and much lower than Leeds (£26). Figures obtained by Bradford Council indicate that Grade A office rents in the district may be slightly higher at £12 / £12.50 with some out of town rents up to £16.50 per sq ft. The new headline city centre rent achieved in Bradford is £17.25 per sq ft by the new Southgate development.




## Summary

Bradford city centre is the key economic driver for the district. Its success is pivotal to the prosperity of the wider district and the Leeds city region. The city centre remains the key location for employment in the district, particularly office based employment. One in six jobs in Bradford district is based in the city centre. However the city centre has experienced job losses in retailing, catering, financial and business services over recent years that have only been partially mitigated by public sector jobs growth.

The successful bid for £17.6m of Regional Growth Fund investment will support new and existing businesses within the city centre and build in the positive impact of the newly completed City Park. Westfield forms part of the proposed city centre growth zone and is progressing with pre-lets following the granting of planning permission for a revised scheme.

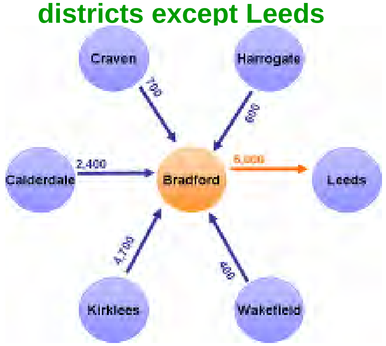
# Bradford and Leeds’ labour markets show strong interdependency

## Key facts

- 41,500 people commute out and 45,000 people commute into Bradford to work - a total of 86,500 commuter trips every day.
- 37,000 of these are made daily between Leeds and Bradford.
- 21,300 trips are from Bradford to Leeds and 15,300 are from Leeds to Bradford – a net outflow of around 6,000 commuters into Leeds.
- Average travel times between Bradford and Leeds are 19-25 minutes by train and 19 minutes by car.
- 63% of all trips to work made by Bradford’s residents are by car. Train travel is more important for commuter trips out of the district than into the district.

**37,000**
**people travel between Leeds and Bradford**

## Bradford receives a net inflow of commuters from all surrounding districts except Leeds

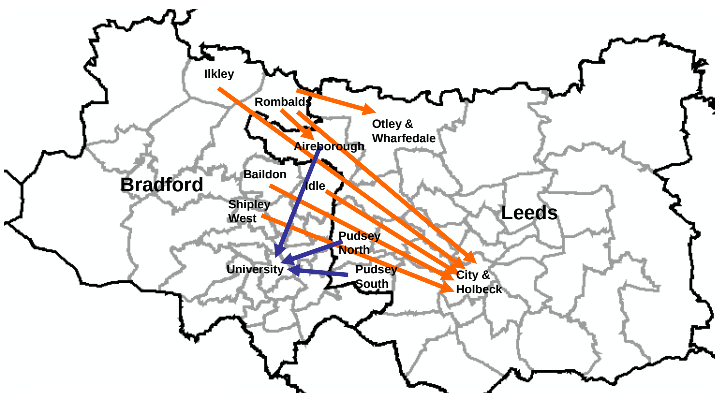



Bradford receives a significant net inflow of commuters from Kirklees, Calderdale and Craven, but 6,000 more people travel to Leeds from Bradford than in the other direction.

## Bradford and Leeds are interdependent


Research into city relationships within the Leeds city region was carried out by the Work Foundation in 2009. Bradford’s relationship with Leeds was defined as interdependent.

## Most commuters work in the city centres




The arrows on the map show the largest ward to ward trips made between Bradford and Leeds. The main destinations for commuters are the city centres, but significant numbers of commuters from Wharfedale work in north-west Leeds.

## Leeds Bradford International Airport is a spatial priority

The Leeds city region transport strategy identifies Leeds Bradford International Airport as an important spatial priority. The airport services 70 destinations in 30 countries and is a significant employer within the city region.

## Summary

37,000 people travel between Leeds and Bradford daily and with shared assets like Leeds Bradford International Airport the relationship between the two cities has been described as interdependent. Bradford provides a significant and growing supply of labour to Leeds, and Bradford residents may become more dependent on Leeds for employment opportunities in the future.

Over the past five years there has been a modal shift with a slight reduction in car and bus use and a corresponding increase in rail patronage. Rail routes between Bradford and Leeds are already affected by overcrowding at peak times.

## Commuting by industry and occupation

The majority of commuting trips in and out of the district are by workers in higher level occupations. Those people who are more highly skilled and working in higher level jobs are more likely to travel further for work. On balance, more high-level workers (managers and professionals) travel into Bradford to work than travel out. Additionally, there is a net export of lower level workers (semi-routine and routine workers) with more people in lower-level occupations travelling outside the district for work than travel in.

The flow of workers varies according to location of residence and destination. For example commuters from Wharfedale working in the centre of Leeds are more likely to work in managerial and professional occupations. Conversely, commuters making shorter journeys to work to and from wards close to the boundary are more likely to work in lower-skilled jobs.

The highest levels of commuting between Leeds and Bradford are by people working in manufacturing, retail, and business services.

There is a net flow from Bradford to Leeds of employees working in most industry sectors but particularly in business services, transport, retail and hotels & catering. The only sector which has a net flow into Bradford from Leeds is manufacturing.

## Traffic and transport

Traffic monitoring figures across Bradford indicate reduced traffic levels by around 2% in the morning over the past year. The latest information in relation to peak period traffic flows shows a decline of 2.3% since 2004.

Over the past five years there has been a modal shift with a slight reduction in car and bus use and a corresponding increase in rail patronage.

However, car journeys in Bradford are predicted to increase by up to 15% by 2020 and this will put pressure on road networks and especially key routes between Bradford and Leeds. Rail routes between Bradford and Leeds are already affected by overcrowding at peak times.

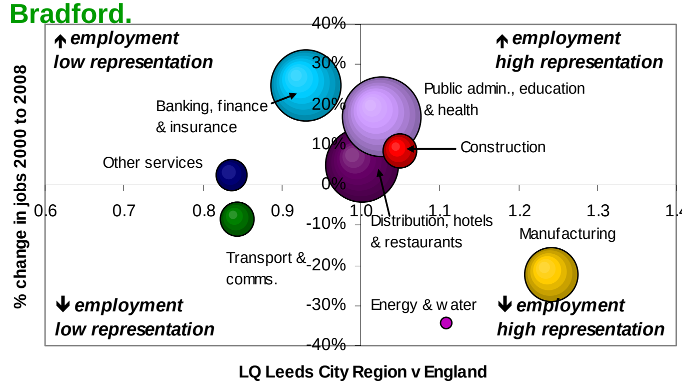
# Bradford is an essential ingredient in the success of Leeds City Region

## Key facts

- Leeds city region comprises the cities and districts of Bradford, Calderdale, Kirklees, Leeds, Wakefield, Barnsley, York, Craven, Harrogate and Selby and includes part of North Yorkshire.
- It is home to nearly 3 million people (1.9 million of working age) and a workforce of 1.5 million.
- The city region economy is worth £50.6bn per year and home to approximately 100,000 businesses generating 5% of the UK economy.
- 57% of all the businesses in Yorkshire and Humber are based within the city region.
- 28% of the Leeds city region's working age population held NVQ4 level qualifications or above (against a UK average of 30%)
- 41% of the city region population are engaged in high level occupations

**14.5%**
**of businesses in the city region are based in Bradford**

## The city region sector base reflects the economy of Bradford.




The sectoral make up of the city region is quite similar to that of Bradford. The city region has seen growth in several key areas including financial and business services and distribution, hotels and restaurants. However, since 2000 growth in GVA has not been as rapid as in other city regions.

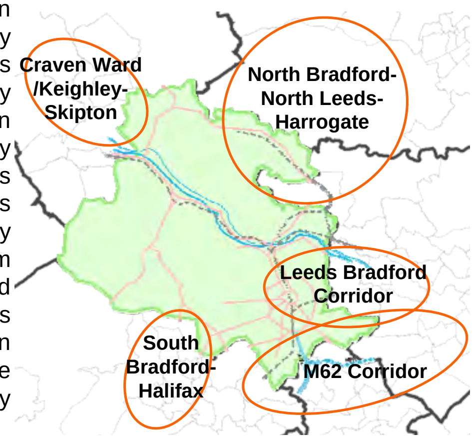
## Bradford is a key contributor to the city region e


Data in the above diagram is for the year 2007.

Bradford has the second highest GVA in the city region contributing 15% of the city region's economy.

## The city region is made up of a set of functional relationships

The Leeds City Region Transport Strategy (October 2009) notes the daily one-way journey flows between the local authority districts in the Leeds city Region. It shows the busiest journey flows are from Bradford, Kirklees and Wakefield to Leeds (with trips between Leeds and Bradford the single largest two-way flow




Using travel to work data, a number of spatial linkages between parts of Bradford and surrounding districts have been identified:

- The Leeds Bradford corridor links Leeds and Bradford city centres.
- The M62 Corridor links south Bradford, north Kirklees and south Leeds.
- South Bradford and north Calderdale have significant commuter flows.
- Skipton and South Craven have a travel to work relationship with Airedale.
- Wharfedale, Harrogate and North Leeds share a common functional area.

## Leeds city region economic inhibitors

The barriers to economic growth within the city region reflect those affecting Bradford district.

**Employment** - The Leeds city region has enjoyed relatively healthy rates of employment and low rates of unemployment, but there was a deterioration over the period 2000/01 to 2008/09, which worsened in the aftermath of the recession.

**Worklessness** - In 2009, the city region accounted for 56% of the total number of workless individuals residing in Yorkshire and Humber.

**Transport** - the city region has been under-invested in transport infrastructure, resulting in poor connectivity in some areas and increased journey times.

## Opportunities for Bradford in the city region

Bradford is the second city within the city region with a clear contribution to the overall growth of Leeds city region.

The district has several areas prioritised within city region work, including improved transport investment, the development of an urban eco-settlement and the Leeds Bradford corridor.

Our growing population, if appropriately skilled and mobile could provide the future workforce for the city region.

The city region growth sectors align to those prioritised by Bradford. Strategies to support city region business growth will benefit the district.

## Summary

Leeds city region is polycentric with a distinctive mix of urban and rural areas. It is a significant source of employment and output for the UK as a whole and the largest sub regional economy in Yorkshire and the Humber. Bradford has the second highest GVA in the city region, contributing 15% of the city region's economy and receiving a net inflow of commuters from all surrounding districts except Leeds.

With the right skills and transport links Bradford's growing population could provide a strong pool of labour for the other areas of the city region.

leeds city region
intelligence driving growth

# Bradford is constrained by a lack of quality premises and employment sites

*Revised December 2012*

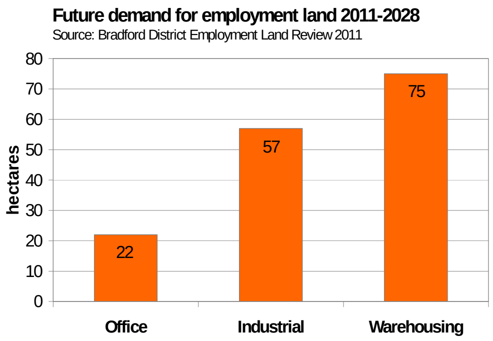
## Key facts

- In April 2012 111.4 hectares of allocated employment sites yet to be developed were identified, over a third of these sites (41.62hectares) are located in Bradford South.
- The majority of allocated employment land sites are small.
- The average rate of employment land take-up in Bradford over the last ten years was 13.75ha per annum but this fell to 5.32 ha over the most recent year.
- Forecast employment growth is expected to create demand for 154 hectares of additional employment land.
- There are 209,403 self contained dwellings in Bradford District.
- The average house price in the district stood at £139,782 in March 2012.
- 660 new homes were built in Bradford in the year to March 2011.

**Rateable value of businesses £316 m**

## Future jobs growth will increase demand for employment land

The Regional Econometric Model (March 2011) projected employment growth of around 16,000 to 2028 which leads to an estimated future demand for employment land of 154 hectares. When the existing supply of vacant land and industrial premises across the district is factored into the projection, the figure reduces to 146 hectares.



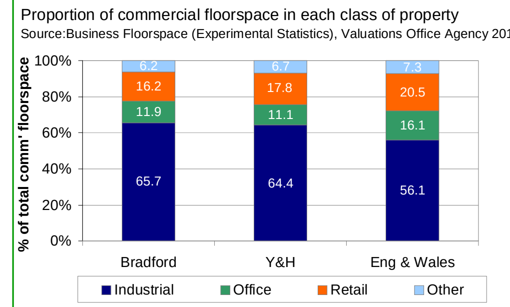

## Employment land availability

The average take-up rate of employment land across the district over the last ten years was 13.75 hectares per annum, but only 5.32 ha was developed between April 2011 and 2012.

Currently there are 111.41 ha of allocated employment land yet to be developed spread unevenly across the district – see chart below.

Most sites developed for employment are located in South Bradford urban area where there are strong links between Bradford city centre and the M606/M62 motorway network. Several commercial developments have been completed in the Shipley-Airedale corridor

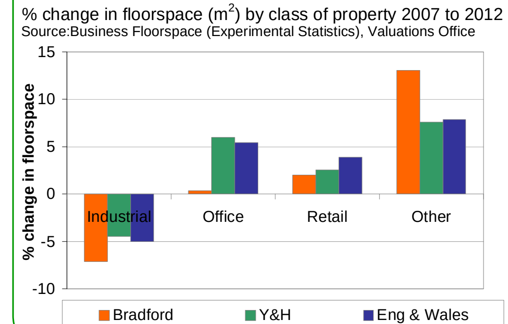

## Bradford has a relatively high proportion of industrial floorspace




Bradford has 4.3million m² of industrial floorspace, representing around two thirds of total commercial floorspace in the district. Retail accounts for a further million m², offices 779,000m² and other uses 406,000m². Compared to the national picture Bradford is under-represented in office and retail premises as can be seen in the chart above.

There has, however, been growth in office floorspace in Bradford over recent years and also in retail, which had declined between 2004 and 2005 due to the demolition of premises in Broadway. However, the growth wasn't sufficient to offset the fall in industrial floorspace leading to an overall decline of 11.2% in floorspace between 2001 and 2012.

The chart below shows the decline in industrial floorspace has been at a faster rate than across the Yorkshire and Humber region and England and Wales while growth in office and retail floorspace in Bradford has been well below that experienced in Y&H and England and Wales.

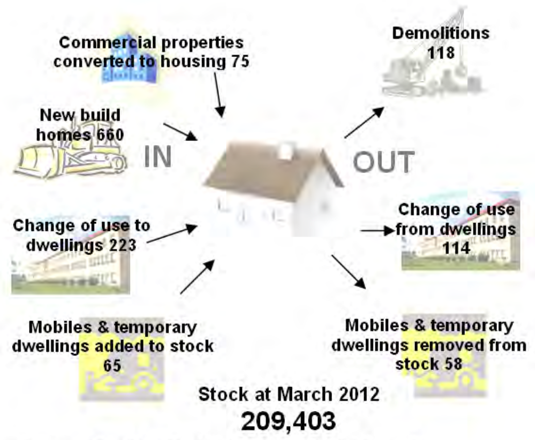



## Growth in housing stock is below population growth

Over the year to March 2012 the district's housing stock increased by 733 to 209,403. This compares with previous year totals of 696 homes in 2010/11 and 1,000 in 2009/10 as such it is below the level required to meet the expected growth in household numbers in Bradford.

660 new homes were built in Bradford in the year to March 2012, an additional 223 homes were created through change of use, 75 through conversion and 65 homes were created from mobiles and temporary dwellings.

## Components of housing stock change March 2011 to March 2012




Source: City of Bradford Metropolitan District Council

## Summary

Bradford has a golden Victorian legacy, with almost 5,800 listed buildings and has been highlighted by English Heritage as one of England's greatest stone cities. However, this legacy has left much of the district with: office stock that is largely outdated, a lack of variety of employment sites and a predominance of small sites under 5 ha with contamination and accessibility constraints. The recent Employment Land Review has now identified the need for 154 hectares of employment land to address the needs of forecast job growth in the district.

Although the district's housing stock increased over the most recent year this increase was not sufficient to meet expected growth in household numbers. The challenge posed by this at district level reflects the housing market challenges also faced at national level.

# Bradford is well placed to take advantage of emerging 'green' industries

*Revised Jan 2012*

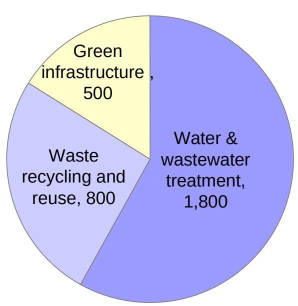
## Key facts

- Yorkshire Cities Group research shows Bradford has the largest number of primary green jobs of any Leeds City Region (LCR) district – a quarter of the LCR total.
- At 2010 there were 10,000 environmental sector, or green, jobs in Bradford of which 6,900 were secondary environmental sector jobs and 3,100 primary. (See definitions in summary below).
- Potential areas for green job growth in Bradford include waste recycling, biomass and low carbon retrofit.
- Bradford has potential to increase its present low carbon and renewable energy capacity of about 13MW to around 260MW in 2020.
- R&D activities are undertaken at the University of Bradford in environmental engineering, materials processing and water management.

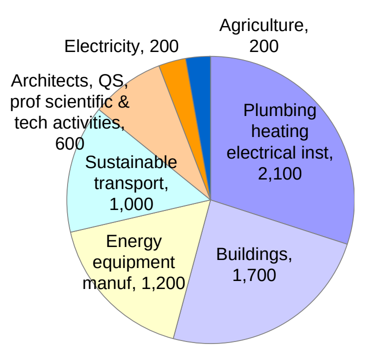
**10,000 people work in 'green' industries in the district**

## Employment and future prospects in Bradford

**Primary green jobs at 2010**

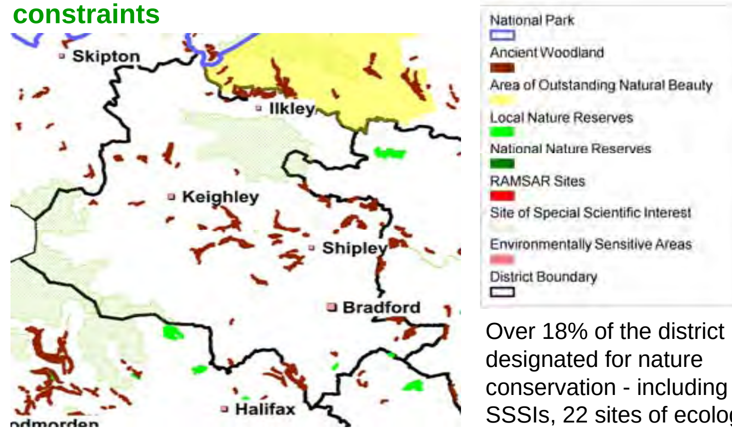



**Secondary green jobs at 2010**




Source: Business Register and Employment Survey, NOMIS

## Bradford's environmental assets are also economic constraints

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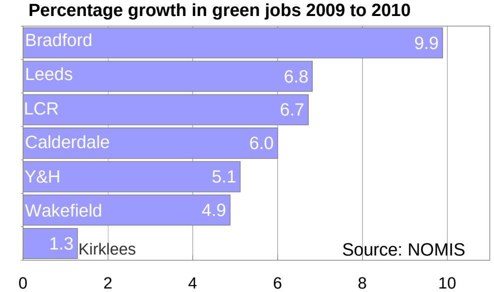
Over 18% of the district is designated for nature conservation - including 3 SSSIs, 22 sites of ecological or geological importance and 152 locally important wildlife sites.

Key industries in the primary green sector in Bradford are water and sewage services (given Yorkshire Water's HQ in the district), and waste recycling and reuse. In the secondary green sector plumbing, heating & electrical installation and buildings account for over 50% of total jobs. Increasingly the shift to environmentally sustainable ways of working is associated with new employment opportunities. The environmental / green sector is predicted to grow, due in part to government support, through initiatives such as the Green Bank.

## Green jobs growth

Bradford experienced relatively rapid growth in green jobs (+9.9%) compared to the LCR (6.7%) and Y&H (5.1%) regional averages. Jobs in Bradford grew from 9,100 in 2009 to 10,000 in 2010.

**Percentage growth in green jobs 2009 to 2010**

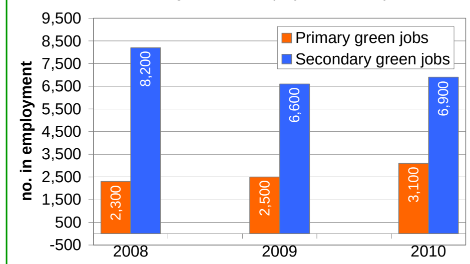



## Employment in environmental industries fell during the recession

Employment in the secondary environmental sector declined due to falls in demand for construction, plumbing and electrical installation work.

Primary and secondary green job trends - Bradford

Source: Business Register and Employment Survey,




## Rural economy

Two thirds of Bradford district is rural supporting around 800 agricultural workers in over 400 holdings.

These rural areas are also an attraction for businesses locating in the district. Rural areas have a higher proportion of sole traders and micro businesses than urban areas, with home-based working continuing to grow and in-migrants being important in starting up new business. The potential for new enterprise is relatively high in rural Bradford due to the close proximity of infrastructure, urban supply chains and markets. In addition, businesses utilising digital technology in the Worth Valley have been assisted by the introduction of superfast broadband.

## Sustainability index

Forum for the Future's Sustainable Cities Index tracks progress on sustainability in Britain's 20 largest cities using 13 indicators in three "baskets". Data for 2010 shows the district's overall ranking was 18th out of the 20 cities. In respect of quality of life Bradford was ranked 17th and on "future proofing" 18th. Bradford's ranking was highest in the environmental "basket" at 9th place.

## Summary

Bradford's environment is a great natural asset of significant value to both Bradford's residents and the local economy. Rural areas support not only traditional farming but also a growing number of enterprises and home-based working – sustained by developments in new technologies.

Over coming years Bradford's manufacturing sector should benefit from planned investments in large scale renewable and low carbon energy projects and be able to move into advanced manufacturing within the green economy.

**Definitions:** Primary environmental or green jobs are defined as those whose activities are wholly or mainly involved in the green economy and secondary green jobs those partially involved in the green economy.

# Glossary

## Acronyms and terms

As with most disciplines economists use language that is often opaque to other readers. This page provides a glossary of some of the more common terms and concepts used throughout the document.

## Acronyms

**ABI** – Annual Business Inquiry. An annual business survey to 2008 collecting data from a sample of businesses in order to generate estimates of businesses and employee jobs by industry and geography. The ABI has been replaced by the BRES (see below).
**BRES** – Business Register and Employment Survey. A survey of businesses producing employee and total employment data by industry and geography. Available for 2008 and 2009.
**CLG** – Department for Communities and Local Government. Responsible for regeneration, neighbourhoods, housing and local government.
**DWP** – Department for Work and Pensions. Responsible for welfare and employment issues.
**ESA** – Employment and Support Allowance. A replacement for Incapacity Benefit for new claimants from October 2008 onwards.
**ESOL** – English for Speakers of Other Languages. English courses for people whose main language is not English.
**GVA** – Gross Value Added. The sum of the differences between the value of goods and services produced and the cost of raw materials and other inputs involved and is used to indicate the value of business output in an area.
**IMD 2007** – Index of Multiple Deprivation 2007. Assesses deprivation by seven different ‘domains’ to capture the level of deprivation in an area.
**JSA** – Job Seekers’ Allowance. The main benefit for people of working age who are out of work or work less than 16 hours a week on average. It is only paid to adults actively seeking work - £51.85/ week for 16 to 24 year olds and £65.45 for 25 year olds and over.
**LCR** – Leeds City Region. A functional economic area made up of ten local authority areas (Leeds, Bradford, Wakefield, Kirklees, Calderdale, Barnsley, Selby, York, Craven and Harrogate).
**MSOA** – Middle layer Super Output Area. Bradford district is divided into 63 MSOAs which are built from groups of Lower Layer Super Output areas. MSOAs contain an average of 7,200 people
**PAYE** – Pay as You Earn. A method of paying income tax and national insurance contributions, and therefore businesses which employ staff are required to be PAYE registered.
**SOA** – Super Output Area. A geography designed for the collection and publication of small area statistics. Bradford district is divided into 307 SOAs, each one covering an average of 1,500 people.
**SSSI** – Site of Special Scientific Interest. Land protected under the Wildlife and Countryside Act 1981 (as amended) for its wildlife or geological importance.
**VAT** – Value Added Tax. Only businesses over £70k turnover need to register for VAT.

## Definitions

**Business units** (also referred to as “local units” in the ABI source data) - An individual site (for example a factory or shop) within an enterprise. Most enterprises consist of one business unit but around ten per cent have more than one business units.

**Child Wellbeing Index** – encompasses a range of indicators (housing; education; health and disability; material wellbeing; crime; environment; education; and children in need), published by Communities and Local Government.

**Children living in poverty** – CLG currently use the proportion of children who live in families in receipt of out of work benefits as a proxy for child poverty. The definition for child poverty will be updated at some point when data becomes available at local authority level in the annual Family Resources Survey. Out of work benefits include: Job Seekers Allowance, Incapacity Benefit/Employment Support Allowance and Income Support.

**Location Quotient (LQ)** – a measure of the concentration of industrial sectors in an area relative to the size of the sector across Great Britain. A LQ above 1 means that it accounts for a greater proportion of employment than in GB (and therefore is relatively more important to the local economy) and below 1 means that it accounts for a smaller proportion of employment than in GB (and therefore is relatively less important to the local economy). The LQ measures only the relative size of a sector. Therefore, a sector with a low LQ could employ many more people than one with a high LQ.

**Low income household** - The most commonly used threshold of low income is a household income that is 60% or less of the average (median) household income. The latest year for which household income data is available is 2007/08. In that year, the 60% threshold was worth: £195 per week for a single adult with two dependent children under 14; and £279 per week for a couple with two dependent children under 14. These sums of money are measured after housing costs have been deducted. They therefore represent what the household has available to spend on everything else it needs, from food and heating to travel and entertainment.

**NEET adjusted rate** – figures for young people not in education, employment and training are adjusted to reflect the fact that a number of people whose status is not known will be NEET.

**Skill levels** – Skills levels referred to here are broadly equivalent to the following:

| | |
|---|---|
| Level 1 = GCSEs grade D – G | Level 5 = Foundation degree |
| Level 2 = GCSEs grade A* - C | Level 6 = Batchelor degree |
| Level 3 = A Levels | Level 7 = Masters degree |
| Level 4 = Certificate of higher education | Level 8 = Doctorate |

**Yield** – is used to assess the comparative attractiveness of different centres with regard to property development. Low yields are associated with low levels of investment risk and indicate places more likely to attract investment than those with high yields.

# Updates and links

## Review and reporting

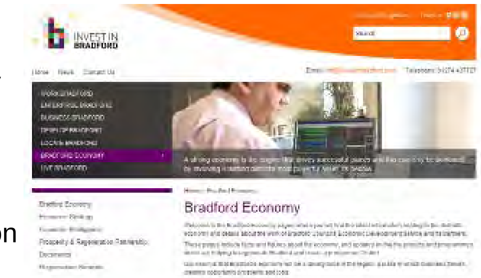
This economic assessment was originally produced using the latest data as at December 2010. A number of the pages have been revised to reflect new data published during 2011 and 2012. The pages that have been updated have been marked as *Revised*.

The evidence and information that informs the analysis on which this assessment is based will be reviewed on an annual basis and any significant shifts and trends reported. The overall economic assessment will be fully reviewed and updated in 2013.

The Council produces a quarterly economic update report which provide a regular update of the state of the district economy. As well as offering analysis of data that changes on a quarterly basis the report also provides more in depth analysis of particular issues and information on progress with delivery programmes and key projects. These are available via the Bradford Economy link on this page.

## Web links

**Bradford Economy**
The latest facts and figures on the district economy, economic strategy and details of regeneration summits
www.bradfordeconomy.com



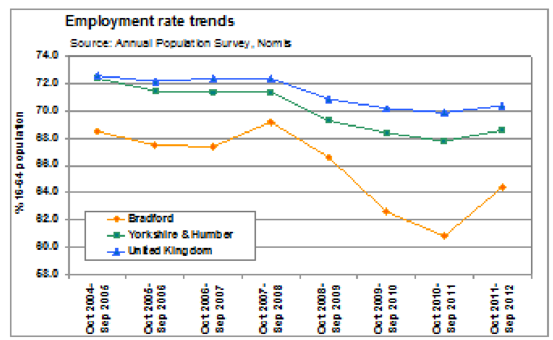

**Bradford Observatory**
One stop shop for District information and intelligence
http://www.westyorkshireobservatory.org/Bradford

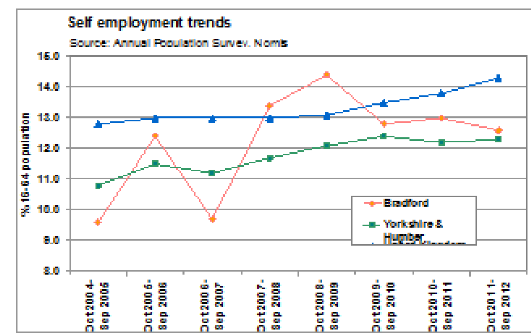
**Leeds City Region**
News, research and papers from the city region
www.leedscityregion.gov.uk

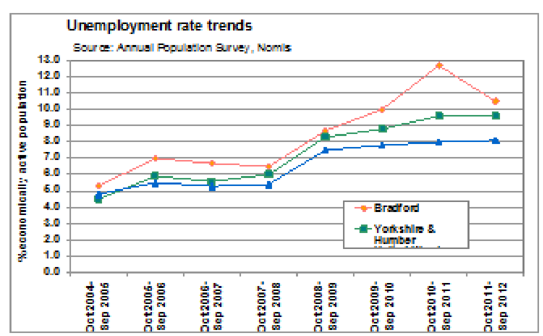
## Quarterly updates

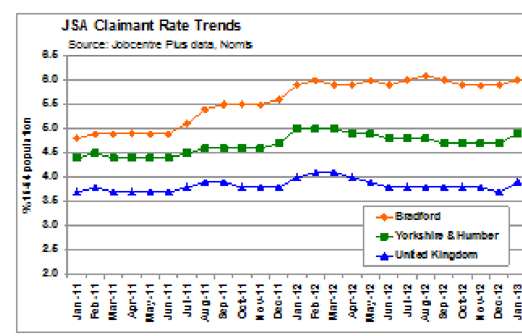
| Key Economic Indicators February 2013 | Bradford | Yorkshire & Humber | United Kingdom | Bradford - annual change in rate |
|---|---|---|---|---|
| **Employment rate**<br>% of 16-64 who are in employment<br>Source: Annual Population Survey<br>Period: Oct 2011-Sep 2012 | 64.4% | 68.6% | 70.4% | +3.6 |
| **Self employment rate**<br>% of employed who are self employed<br>Source: Annual Population Survey<br>Period: Oct 2011-Sep 2012 | 12.6% | 12.3% | 14.3% | -0.4 |
| **Unemployment rate**<br>% of economically active 16-64 who are unemployed<br>Source: Annual Population Survey<br>Period: Oct 2011-Sep 2012 | 10.5% | 9.6% | 8.1% | -2.2 |
| **Economic inactivity rate**<br>% of 16-64 who are economically inactive<br>Source: Annual Population Survey<br>Period: Oct 2011-Sep 2012 | 28% | 24.1% | 23.4% | -2.3 |
| **JSA claimant rate**<br>% of 16-64 claiming JSA<br>Source: Jobcentre Plus, Nomis<br>Period: January 2013 | 6.0% | 4.9% | 3.9% | +0.1 |
| **Out of work benefit claimant rate**<br>% of 16-64 claiming one or more out of work benefits<br>Source: DWP, Nomis<br>Period: May 2012 | 15.6% | 13.3% | 11.9% (Great Britain) | +0.9 |
| **NEET rate**<br>% of 16-18 year olds who are NEET<br>Source: Connexions<br>Period: January 2013 | 5.5% | - | - | -0.6 |

*The annual change in rate is measured by the difference between the current period and the same period for the previous year.*



Bradford district’s local economic assessment has been produced by the Strategic Support Service, Department of Business Support, City of Bradford Metropolitan District Council.

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BRADFORD ECONOMY