



a vision for **BRISTOL**

George Ferguson, Mayor of Bristol



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foreword

In 1373, during the reign of Edward III, the entrepreneurs and business people of Bristol, deeply frustrated by the way the city was governed, petitioned the King for change.

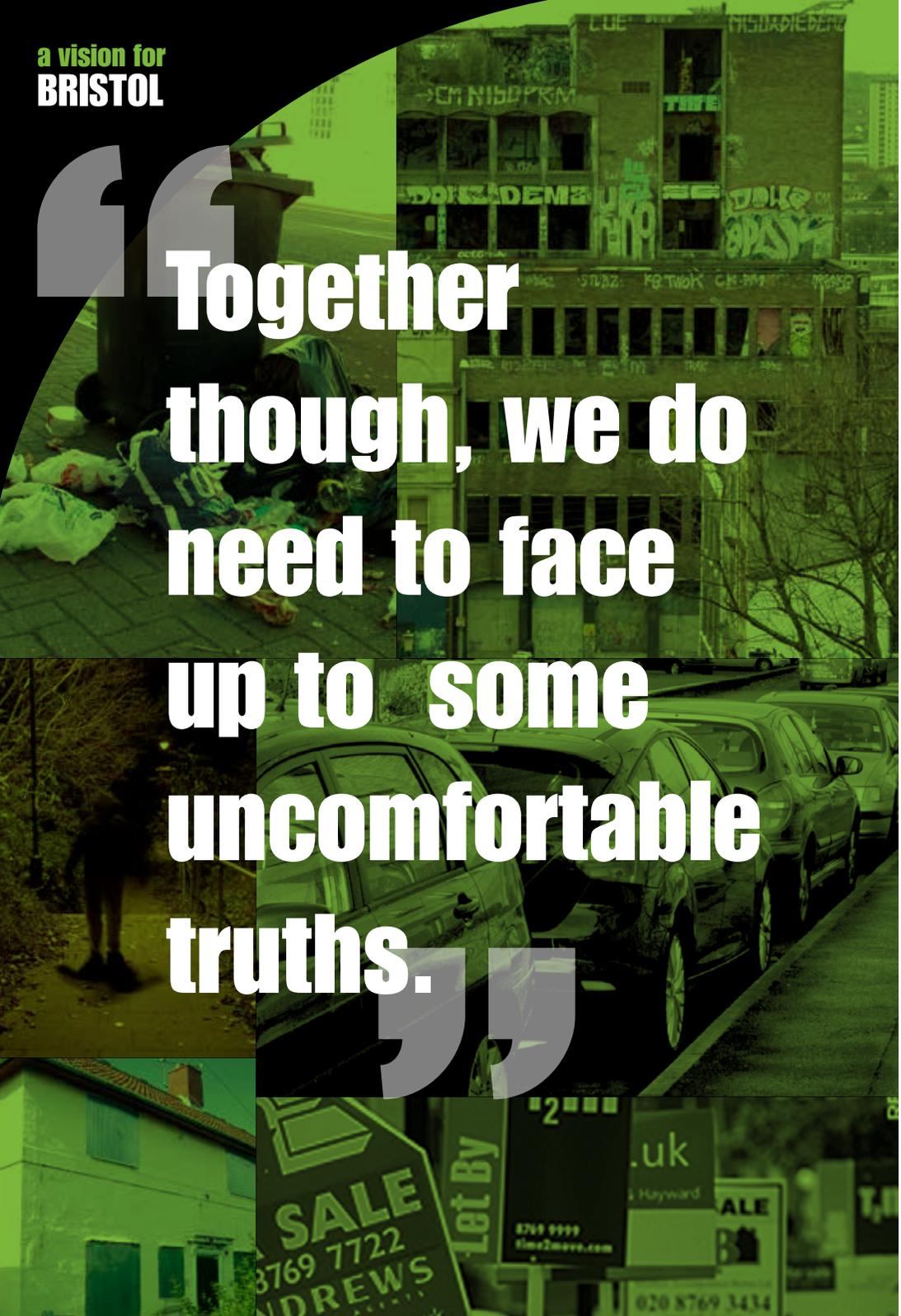
The citizens were tired of being half in Somerset, half in Gloucestershire, trapped in a system of government that was holding back the town from becoming the global centre of commerce they knew it could be. They decided to draw up what was for its time, a radical new proposal.

In response to a well-reasoned argument (and also perhaps something to do with the 100 marks they offered the King to help fund wars with the French) a charter was granted, marking Bristol's original City Deal. The charter made the town the first urban county outside London, bringing with it major new freedoms that helped Bristol become the most important port in Europe within a century.

Leap forward 640 years to 3rd May 2012, when the city again decided to buck the national trend and establish a directly elected mayor for the city. This time it didn't cost 100 marks. But it was driven by the same belief from people in this city that without a change to the way we were doing things, we would be unable to reach our true potential as the best city in England, and one of the more successful cities in the world.

Ambitious, unorthodox, strong-willed to the point of outright defiance, and passionate about the city we are proud to call home – these are the traits of the Bristolian and have been for nearly a thousand years. Whether it's 1373 or 2013 – the citizens of Bristol are not afraid to say *"we can do better"*, *"let's try something else"* or *"let's be different"*.

Over the past twelve months, I have visited people all over the city and seen these traits coursing through the lifeblood of communities everywhere I've looked. From the individuals – dedicated teachers, volunteers, entrepreneurs and community leaders, to the institutions – neighbourhood partnerships, community groups, businesses large and small. The one thing that unites so many of us is the deep-seated belief that this place is special.



Together though, we do need to face up to some uncomfortable truths.

Together though, we do need to face up to some uncomfortable truths.

- It is a fact, whilst we pride ourselves on being a green and pleasant place with a high quality of life, on average a resident of our wealthiest neighbourhood will live nearly ten years longer than someone living in the least well-off part of the city.
- It is a fact that we have a greater proportion of highly skilled people in our workforce than any other English Core City. Yet educational attainment in our schools has some way to go, with GCSE results historically lower than the national average – although now on an upward trajectory.
- It is a fact that due to an historic underinvestment in public transport and uniquely challenging hills and waterways, the city's streets become long thin car parks twice a day, contributing to poor air quality and losing our economy hundreds of millions of pounds.
- It is a fact that the difference between average earnings and average house prices is bigger here than nearly anywhere outside the South East of England, pushing the cost of living up to impossible heights for people in the city just starting out in life.

And it is a fact that the council and our partners face an unprecedented challenge today, with resources shrinking right across the public sector, just as demand increases for the services we provide. We must take a fresh approach to questions such as 'What is Local Government For?'¹, as we did in Bristol last year, if we are to find our way through challenging times.

¹ www.ideasfestival.co.uk/2013/events/bristol-ideas-forum/

As we prepare to take on the mantle of European Green Capital in 2015, my mission is to make sure the world sees a Bristol where every citizen is participating in our city's success; and not a Bristol held back by the price of inequality. The city must not succeed only for the benefit of the few, at the expense of the many.

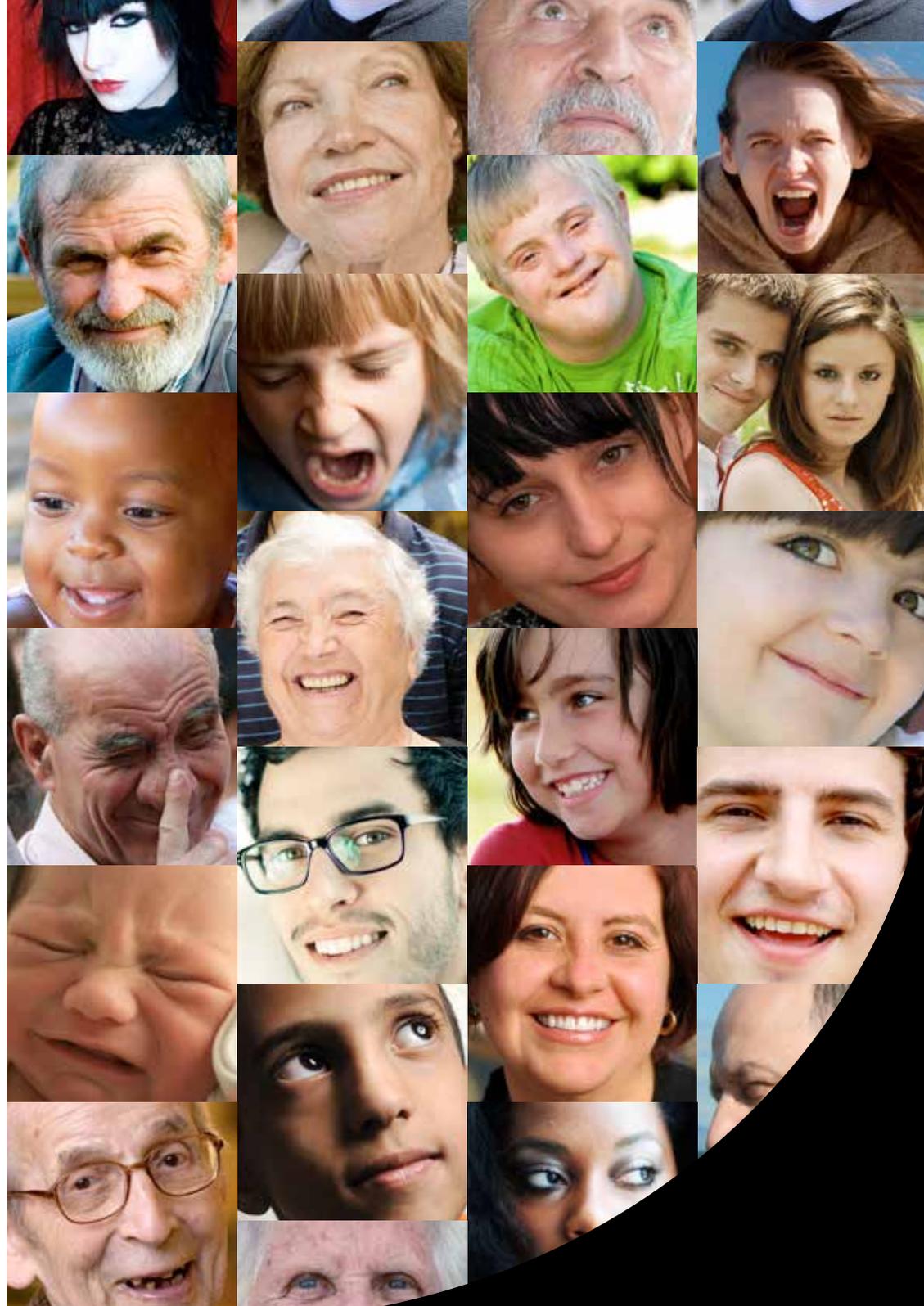
Tackling inequality in our city isn't purely a social cause; it's also about economic growth. As well as experiencing far greater levels of ill-health, public disorder, and other social challenges, evidence from around the world is becoming clearer that where societies experience a wide gap between the richest and poorest, levels of economic productivity – investment, jobs, growth - will suffer.

We are all passionate about this city, but because of that we can be incredibly critical of ourselves, sometimes allowing pessimism and cynicism to creep in where determination and enthusiasm are the drivers of success. 2015 will be Bristol's year, and what really excites me now as I look to the years ahead is the opportunity to channel so much energy, so much enthusiasm, so much belief, behind our shared vision to justify our position as England's greenest, most innovative and most vibrant city.

No one person or organisation can do this alone. This is my vision for the future of this city, informed by an exhilarating year in office, and I look forward to working with every one of you to make it a reality.



George Ferguson
Mayor of Bristol





A year of change and achievements

Bristol is a creative city that revels in doing things a little differently, and last year made the choice to be one of the few cities in the country to be run by a directly elected Mayor; independent George Ferguson.

The city is now benefitting from the renewed energy, direct decision making and higher national and international profile brought by the Mayoral system.

Bristol has enjoyed a great year of achievements including:

- Winning the title of European Green Capital for 2015, making Bristol one of Europe's most elite environmental performers and the only UK city to win the prestigious title. A huge programme of events is being prepared to attract visitors and investment from all over the world.
- Moving Bristol closer than ever to having its own long awaited 12,000 capacity arena, preparing a strong vision and business case and working hard to secure the full funding package for the project.
- Upgrading the proposed MetroBus scheme to ensure it will use the most modern low emission vehicles and follow an improved route via Temple Meads which does not impact on the city's historic harbourside.
- Tackling congestion, road safety and parking problems head-on by introducing Residents' Parking Schemes and a new 20mph limit for many city streets.
- Negotiating with First Bus to agree a review of their fares, resulting in lower cost travel for the majority of Bristol customers, including much lower fares for young people.
- Making great progress on the Temple Quarter Enterprise Zone, the area around Temple Meads which is benefiting from a 25 year partnership regeneration project aimed at attracting 17,000 new jobs, major industries and much needed new homes.
- Winning an £8m regional Cycling Ambition Grant from the government, with the majority allocated funds to improve links between the north and south of the city.
- Implementing new environmental initiatives including the UK's first council owned industrial size wind turbines, insulating and cladding council homes, commencing the first phase of a £47m investment in solar energy for council homes, all bringing positive economic and environmental benefit.
- Introducing 'Make Sundays Special' by freeing city centre streets of traffic once a month, allowing people to enjoy street markets, entertainment, games and sporting activities and attracting many more visitors to the city centre, while also dropping Sunday street parking charges throughout the city.
- Beginning the transformation of democratic processes to respond to the new mayoral model, including the alignment of all out, once every four year, elections from 2016.
- With his renewed vision for the city, the Mayor is confirming the steps he is taking to improve Bristol over the next three years and beyond.

a vision for
BRISTOL





introduction

This vision is based on six priorities organised by the three core themes of People, Place and Prosperity. Only by supporting every citizen to reach their potential and by creating successful places in which to live, work and play, can Bristol maintain its position and growing reputation as the most liveable city in the UK², and be truly prosperous in a global economy.

The vision is also underpinned by a seventh key principle of empowerment – the empowered city, and the active citizen. Cities are what drive economic growth, not countries, yet the UK system of government is over-centralised and has become a drag on local innovation. At the same time, cities often fail to support, nurture and value the contribution of citizens, communities and neighbourhoods. Only with truly empowered citizens will cities succeed, and only with truly empowered cities will nations succeed.

a vision for
BRISTOL



at a glance

a vision for people

Healthy and caring Bristol

Bristol to be a place where the cared for and the caring, young and old, are respected and valued members of our society; and where living healthy, happy and safe lives is the shared aspiration for every citizen.

Keep Bristol working and learning

Bristol to be a learning city where every citizen has access to the very best education and is able to acquire the skills they need to join Bristol's world class workforce.

a vision for place

Keep Bristol moving

Bristol to be a city where public transport provides an affordable quality alternative to the car, where streets are no longer clogged with traffic, our air is cleaner, and it is increasingly attractive to walk and cycle.

Building successful places

Bristol to be a city of well-connected neighbourhoods with a strong sense of identity and belonging, where a diverse mix of housing types and tenures ensure that homes are increasingly affordable.

a vision for prosperity

Global Green Capital

Bristol to harness the energy of everyone in the city to maximise the opportunity of our Green Capital year of 2015 as a platform for promoting the city on the world stage, to attract investment growth and jobs.

Vibrant Bristol

Bristol to be a place where the streets are alive with activity, and where every citizen and community participates in the cultural life of our city.

empowered city

Bristol to be a city more in control of its own future and where its governance is modernised to fit the mayoral model as part of the movement to free our great English cities from stifling central control.

active citizens

Bristol to be a place where we celebrate and champion the diversity of our population and every individual, organisation, business and community is encouraged to play an active role in the life of the city.

This vision draws on a diverse body of source material, however key facts, figures and statistical information can be found on the council's website, along with the annual 'State of the City' report, which presents data and information organised by the themes in this vision.

Visit: www.bristol.gov.uk/statistics

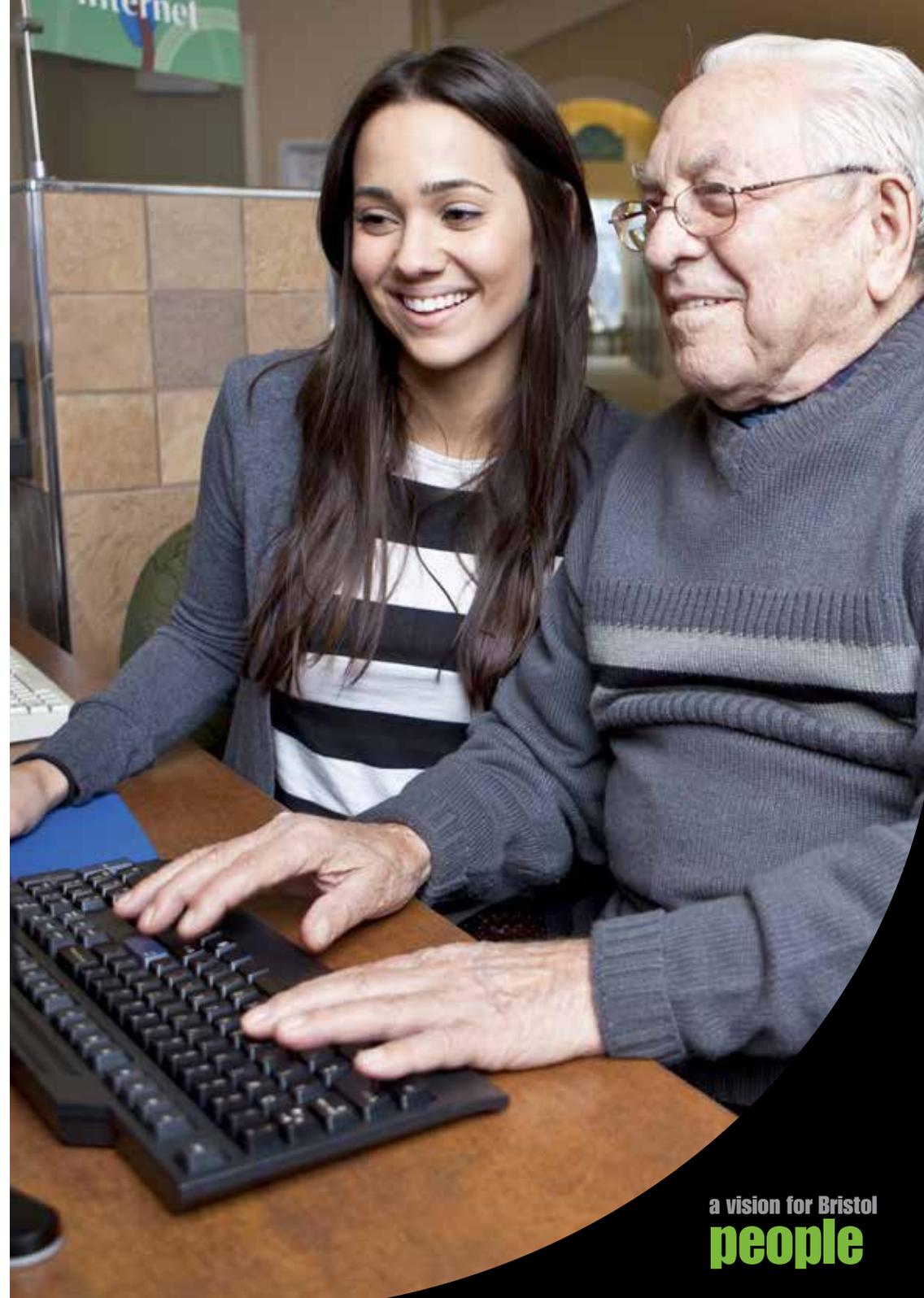
people



a vision for Bristol

people

Bristol is a prosperous city. Benefitting from a great location and environment, the city has a unique mix of growing industries and has not historically over-relied on any one firm or type of business. Whilst we have not emerged unscathed from the economic downturn over the past five years, our adaptable economy has stood up relatively well and is in a good position to return to significant economic growth.





Growth brings jobs, it brings investment, and it brings many other positives that make our city a great place to live, work and play. But economic growth alone does not make a happy city. It also brings rising house prices. It brings a growing population and increasing demands on services such as education, transport and social care.

Running through the core of this vision is the belief that we all want to live in a Bristol where fairness and equality of opportunity mean every citizen can participate in our success. We have a long journey ahead of us if we are to compete in what the Prime Minister has dubbed 'the global economic race.' We cannot afford to be complacent about our relative position. Only by ensuring that every citizen of Bristol can participate in our city's success can we really be all we aspire to be. It's time to face up to the fact that this city has some strong divisions, and we must act.

Many of the facts and figures in the pages that follow tell a tale of two cities where some can participate and succeed, and others cannot. Whilst there have been some recent successes, with educational attainment for example, we must recognise that the gap continues to get wider.

This vision is of a city where no citizen of Bristol is held back, and where everyone is equipped for success.

Inspiration for a fairer city: Fairness Commission

Population of Bristol

Bristol is the seventh largest city in England outside of London with an estimated population of 432,500 within the Bristol City local authority boundary. Following a period of population decline in the post war years, the population stabilised in the 1990s and increased substantially during the 2000s. Over the last decade there has been a period of unprecedented population growth both nationally and in Bristol. Since 2001 the population of Bristol is estimated to have increased by 42,400 people (11%). The growth includes an additional 10,000 students living in Bristol during term time. Bristol's population is projected to continue to grow.

Historic local authority boundaries do not reflect the real extent of the city. The urban conurbation stretches into neighbouring local authority areas, most significantly into South Gloucestershire. There are more than 600,000 people living in the urban area. Across the whole Bristol and Bath city region – the area covered by the West of England Local Enterprise Partnership – there is an estimated population well over million. The vast majority of people who work within the four local authorities of Bristol, Bath & North West Somerset, North Somerset and South Gloucestershire, also live in one of those authority areas, making collaboration within the city region critical to driving economic growth.

Chaired by Alison Garnham, Chief Executive of the Child Poverty Action Group, the Fairness Commission is one of four Mayoral Commissions³ established to bring in national and local experts on particular topics, to provide advice and guidance to Bristol. The objective of this commission is to examine issues of inequality in our city.

The commission will:

- Build the evidence base and understanding about the nature, extent, causes and impact of Bristol's inequalities.
- Review good practice and the findings of other Fairness Commissions around the UK, and innovative ideas other cities have adopted to challenge unfairness.

- Seek to implement policies that make fairness everyone's responsibility:
 - Building greater corporate and community awareness of, and responsibility for, fairness.
 - Putting fairness at the heart of more integrated public services.
 - Considering how Bristol can become a living wage city.
 - Considering steps to support citizens through better targeted services.

³ Mayoral Commission have been established on four themes: Fairness; Education & Skills; Homes, and; Sport. All the commissions will report early in 2014. Further information can be found at: www.bristol.gov.uk/page/mayor/mayoral-commissions



A healthy and caring Bristol

Bristol will be a place where the cared for and the caring, young and old, are respected and valued members of our society; and where living healthy, happy and safe lives is the shared aspiration for every citizen.

Many different factors contribute to our health and well-being: the food we eat, the buildings we live in, our levels of physical activity, the amount of alcohol we drink and whether or not we smoke or abuse drugs. The city can provide much of the infrastructure that can help us to all live healthier, happier lives; whether it's green spaces, improved air quality or more local fresh food sold on our high streets. Healthy living – or living well – is a prerequisite for Bristol to achieve its true potential.

A healthy and caring Bristol – the facts:

- We are a young city, with more children aged 0–15 than people aged 65 and over. The growth in the number of under-5s, which grew by 34% in the last decade compared to 18% nationally, is one of the highest in the country and has significant implications with regard to new school place provision and many other services within the health, care and education system⁴.
- One in four children in the city live in poverty compared to one in five nationally. Many of these children are growing up in households unable to afford, or have access to, a healthy diet. There has shockingly been a near doubling in the number of city food banks in the last 20 months.
- Despite the overall health of the city improving, there are significant health and wellbeing inequalities across the city. A persistent inequality in life expectancy

exists between the most and least deprived areas, with an estimated gap of up to 10 years for men and six years for women. These inequalities are longstanding, deep seated and have proved difficult to change. Bristol has distinct geographical concentrations in deprivation and affluence. In some part of the city these different neighbourhoods sit side by side, especially in north Bristol.

- Since 2001, the proportion of the population who are not 'white British' has nearly doubled, rising from 12% to 22%. The Black and Minority Ethnic (BME) population makes up 16% of Bristol's population, with large increases in migration from African nations, particularly Somalia. Most of the city's BME population is heavily concentrated within and to the east of the city centre. Bristol is a relatively segregated city, with some areas where there are up to 80% of citizens from a BME group, and others where the figure is less than 1.5%.
- Bristol's 57,000 older people aged 65 and over make up 13% of the total population. The proportion of older people is lower than in England and Wales as a whole where the figure is 17%. However there are now more than 9,000 people living in Bristol aged 85 and over, an increase of nearly a quarter since 2001. With longevity of course comes other challenges – with one in five people over the age of 85 likely to have dementia.
- There are over 40,000 unpaid carers in Bristol, including over 9,000 people who provide care for over 50 hours per week.
- Total recorded crime in Bristol has been steadily reducing for the past 12 years. A total of 40,672 crimes were recorded in 2012/13, a decrease of one sixth from 2011/2012. There has also been an improvement in the public perception of the threat of crime⁵.

⁴ For these figures and more detailed information and statistical analysis about Bristol's population, visit: www.bristol.gov.uk/page/council-and-democracy/population-bristol

⁵ For more valuable insights into life in Bristol, neighbourhood level statistics and public perception information, visit: www.bristol.gov.uk/page/council-and-democracy/quality-life-bristol



Bristol's objectives to improve the health of the city across a number of themes are encapsulated in the city's *Health & Wellbeing Strategy*⁶. Priority themes include our built environment, food, domestic violence, smoking, alcohol and drugs misuse, children, mental wellbeing and social isolation, dementia, maternity care, and integrated services. The strategy seeks to ensure that supporting healthy and active lifestyles underpins everything we do in the city. For example, promoting active transport choices is an effective means for improving peoples' health:

"...for most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving..." UK Chief Medical Officer

Getting people active brings huge health benefits but beyond that there are also wider benefits – tackling isolation, for example. For children it is proven that being well fed and active are key determinants of being able to thrive and achieve at school.

Our health is something that many of us take for granted. However, we all, at some point in our lives will require some form of care and support from our families and friends, our communities, or from dedicated health and care professionals. From our very earliest and most formative years, to our later lives, we are all entitled to the opportunity to live well.

Our earliest environment, even before we are born, has a profound effect on our later lives. Our health, educational attainment, personality and relationships are hugely influenced by what happens to us from the womb through to our first few years as small children. It is our collective responsibility through extended family networks, communities, and sometimes through professional support, to give

⁶ www.bristol.gov.uk/page/health-and-adult-care/health-and-wellbeing-strategy

Inspiration for a healthy city: Bristol's Food Policy Council

The Bristol Food Policy Council⁷ was launched in March 2011 at the Bristol Food Conference, acting on a recommendation from the 'Who Feeds Bristol' report. Bristol is the first city in the UK to have a Food Policy Council. The council brings together a wide range of stakeholders with an interest in food to examine how the city's 'food system' operates.

The Food Policy Council believes that good food is vital to the quality of people's lives, health and wellbeing in Bristol and also to that of the people who produce it. As well as being tasty, healthy and affordable, the food we eat should be good for nature, good for workers, good for local businesses and good for animal welfare.

The vision is that within the next five years Bristol will become known as a leading sustainable food city, widely celebrated for its:

- diversity of successful food businesses from which people can buy a wide range of fresh, seasonal, local and organic, regional and fairly traded, good food products;
- flagship wholesale market and other infrastructure supporting regional supply chains and helping to make fresh fruit, vegetables and regional staples widely available;
- 'cooking from scratch' healthy food culture and fun approaches to engaging residents in cooking, growing and city-wide food events;
- innovative network of urban food producers making effective use of a wide range of sites including the best value agricultural land in and around the city, and;
- highly efficient systems for redistributing surplus food and innovative approaches to capturing and re-using energy and nutrients from food waste recycling.



⁷ bristolfoodpolycouncil.org



everyone the best start in life possible. Sometimes this means that the council and other public sector partners will have to make tough decisions in the interests of safeguarding and protecting our children – at the moment the council is a corporate parent for around 700 of the city's most vulnerable children and young people. The admirable and dedicated work our care workers do is to be celebrated. These people are true champions, making heart-wrenching decisions every day in the interests of our children. They deserve our respect and support.

In our later lives, we are entitled to be treated with dignity and respect, and supported to play as active a role as is possible in society. As a city, we must seek to maximise the huge economic and social contribution that older people can make. Older people seldom want to spend their later years in retirement villages, cut off from their homes and their communities. Bristol will be a city where we support people to live in their own homes for as long as possible. When thinking about the future of our neighbourhoods, we will adopt a principle of achieving mixed communities, where young and old live side by side and where the different roles everyone has to play in society are valued.

It is the city's responsibility to build safe, resilient and caring communities, and it is everyone's responsibility to be a good neighbour. Social isolation can be debilitating. We must all play our part in looking out for those in our communities who are alone and at risk of becoming isolated. If public intervention is required, for example taking a citizen into care, or placing a child with a foster family, every effort must be made to ensure those individuals remain connected to their communities.

Many people in the city require care throughout their lives. As a city we must ensure that care is a relief, not a sentence. Families provide the majority of this support to their loved ones. It is the responsibility of public agencies, including the

council, to ensure carers are getting the support they need. This includes making sure they can take a break from the physically and emotionally exhausting job that caring for a loved one can be. Public agencies across the city must work together, communicating and working with families, and most importantly minimising the number of different professionals a family or individual must engage with to get the support they need.

Teachers, police officers, care workers, housing officers, doctors and nurses – all must work together regardless of organisational structures to make it as simple as possible for families to engage with systems of support, and ensure that above all, families and individuals at their most vulnerable can talk to a friendly face they can trust.

Healthy and caring Bristol – we will:

- Implement Bristol's *Health & Wellbeing Strategy*, ensuring that the principles of being healthy, happy and safe are embedded within all future plans for the city.
- Provide integrated social care and public health services to the citizens of Bristol, focusing not just on healthcare but on the prevention of ill-health, and on promoting healthy living.
- Focus on pre-natal and early years care and support for those families most in need, to give every child in Bristol the very best start in life possible.
- Enable older people to play an active and respected role within their communities, and to stay in their own homes wherever possible.
- Develop socially mixed communities and embrace every citizen's responsibility to be a good neighbour, promoting volunteering as a way to encourage greater levels of community participation.





Keep Bristol working and learning

Bristol will be a learning city where every citizen has access to the very best education and is able to acquire the skills they need to join Bristol's world class workforce.

Bristol is one of the greatest cities in England, with a rich past and a promising future. We are a young, vibrant city, with great future economic opportunities. However, this also brings with it great pressures on our education system. Whilst we have more degree-level skills in our workforce compared with many other parts of the country, the quality of our schools and colleges ranges from outstanding to inadequate. We must harness the expertise, knowledge, energy and determination of every school, college and university, business and public agency, to make sure we give our young people the best start in life possible.

Keep Bristol working and learning - the facts:

- Educational attainment for children and young people is rising steadily in Bristol and closing the gap between Bristol and the national average. 2013 provisional results show continued progress, and in Key Stage 2 (aged 11) results are in line with the national average for Maths, Reading and Writing. The percentage of young people attaining 5 good GCSEs (including English and Maths) is 52% (similar to 2012 and a rise of 12% since 2009), but remains below the national rate of 59%.
- If you live in one of our more affluent areas, you have a 99% chance of going to an Ofsted rated Good or Outstanding school. However, if you live in a less affluent area, the likelihood of attending a Good or Outstanding school is just 56%.

- Whilst the number of unemployed residents in Bristol is falling, the number of 16 to 24 year olds unemployed remains about 75% above pre-recession levels. The number of Bristol residents unemployed for more than two years has been growing continually for the last two years.
- Approximately 5% of children and young people in Bristol have a disabling condition and 7.5% suffer from chronic illness. Bristol has 10,000 children with Special Educational Needs – one-fifth of the total school population.
- In December 2012, 920 (7.9%) of Bristol's 16–18 year olds were not in employment, education or training (NEET), a drop of one percent below the same month in 2011. The position of vulnerable groups in this context continues to be of concern, with less than half of all 16–19 teenage mothers or 19 year old care leavers being known to be in education, employment or training.
- The drop in the level of apprenticeships is cause for concern in Bristol and nationally, particularly given Bristol's general shortage of lower and mid-level skills in the workforce. Between 2009/2010 and 2011/12 apprenticeships fell by 4% for under 19 year olds, yet in contrast there was a 27% increase for those aged 25–34 years. Organisations and partnerships such as the West of England Apprenticeship Hub⁸, and On Site Bristol⁹, are working hard to arrest this decline.
- Bristol has a large pool of highly talented people and the city ranks above the other Core Cities¹⁰ for 'talent', based on NVQ level 4 skills (degree level or above). Bristol residents are more highly qualified than all the other Core Cities, and the city has more graduates than Oxford and Cambridge combined.

Our employers say that along with key skills in literacy and numeracy, qualities they want to see in our young people are perseverance, resilience and confidence. Yet family cycles of underachievement and disadvantage are difficult to break. The key route is through learning, leading to skills and qualifications, employment and a living wage, being able to support a family and giving children choices in their lives. Our job across the city is to put together the networks and ladders of progression that help all our young people to clearly see how they can progress in learning, develop skills and qualifications, build self-confidence and get a sustainable job.

At the same time, we must work with the private sector across the city to ensure skills needs are recognised, and that the local labour market is providing the people they need to grow their businesses. Our local economy and labour market operates over an area much larger than just the Bristol council boundary, which is why we must work closely with the West of England Local Enterprise Partnership¹¹ on behalf of the whole Bristol-Bath city region.

It is vitally important that Bristol residents, especially from more disadvantaged communities, are equipped for and able to access the jobs created in Bristol's growing economy. Whilst we have not been hit with levels of youth unemployment comparable to Greece or Spain, we must not be complacent. We need to work hard to ensure that adults and young people are in employment or training, gaining skills, gaining confidence and ultimately raising family incomes through sustainable work. Our efforts will need to focus on areas of the city that currently have high concentrations of people out of work, and in some cases where many generations of the same family have not worked.

8 apprenticeship-hub.westofenglandlep.co.uk

9 www.onsitebristol.co.uk

10 The English Core Cities are the eight largest regional cities outside London: Birmingham, Bristol, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield. For more information visit: www.corecities.com

11 www.westofenglandlep.co.uk



Keep Bristol working and learning – we will:

- Work with education providers, businesses and public sector organisations to forge a new coalition of leaders in the city, tasked with developing a City of Learning action plan for 2020. This work will begin by mapping out how we raise our young people's attainment to be in the top 25% in England; how we raise every Bristol school to be rated Good or better; how we ensure every child gets a good start in life and leaves primary school able to read, write and use numbers; and how every young person leaves secondary school to go on to a place in education or employment.
- Through a targeted scheme in Bristol, every school and youth club will be invited and supported to partner with a business from their local area. Businesses will be supported to play a proactive role in the success of their local school and local community.
- Make the large capital investment in schools that will be needed to give our growing population of children and young people the learning environment they deserve.
- As part of the Strategic Economic Plan being put together by the Local Enterprise Partnership for the West of England, ensure that we fully understand the skills needs of every major business sector in the city, and have a city-region wide plan for ensuring that our education and skills system provides businesses with the skills they need.
- Implement relevant findings of the Mayor's Education and Skills Commission, including specific opportunities for a Temple Quarter Enterprise Zone focused project to link people to jobs.
- Introduce a city-wide programme of engaging all our citizens in learning. This will start immediately with a voluntary mentoring programme within the council but with plans to roll out to a variety of participating organisations, whose staff want to work with young people and adults. Activities will range from extracurricular reading with primary school children, to advice and guidance on careers for unemployed adults. We will encourage Bristol's parents and carers to do everything they can to support their child's education.

Inspiration for a skilled city: Mayoral Education & Skills Commission and Youth Skills & Employment project

The Education and Skills Commission is looking at how to strengthen the link between sustainable employment opportunities in our highly-skilled, knowledge economy; and the education and training our young people receive, whether at school, college or university.

The Commission's work will include looking in specific detail at how to link people to jobs created in the Bristol Temple Quarter Enterprise Zone. The intention is that learning will inform and shape practice and policy across Bristol and beyond.

The Commission intends to build on the work already being done by the Local Enterprise Partnership and other partners, and expects to explore a number of areas including how to most effectively support entrepreneurship, and to address the

barriers faced by specific groups of young people including young women and black and minority ethnic groups.

The Youth Skills & Employment Project sees Bristol City Council, working in partnership with neighbouring local authorities, the Local Enterprise Partnership, Business West, JobCentrePlus and providers from the Further Education and Voluntary and Community Sectors, taking a locally driven and controlled approach to tackling long-term unemployment amongst young people aged 18-24 across the Bristol and Bath city region. Over two years the project will deliver:

- A comprehensive method for reducing long-term youth unemployment which brings work ready unemployed young people together with employers from the key employment sectors to help them off benefits.

- An increase in the take up of the Youth Contract Wage Incentive¹² by employers.

This locally driven approach will be possible due to detailed knowledge of the long-term unemployed young people residing in the area, the local job market and economy, and the employability and skills training provision available to young people. The project will work with both unemployed young people and employers simultaneously. Overall, throughout its duration the project will engage with 1200 long-term unemployed young people with 600 gaining and sustaining employment for six months or more.



¹² Until April 2015 employers are able to take advantage of 160,000 wage incentives. These are worth up to £2,275 each where they employ an eligible 18 to 24 year old through Jobcentre Plus or from the Work Programme. In addition, a wage incentive scheme is available to employers who recruit a young disabled person from Work Choice in England, Scotland and Wales – a specialist disability employment programme that provides tailored support to help disabled people who have the most complex support needs.

place



a vision for Bristol place

Bristol is a beautiful city.

We owe a huge amount of our success to the quality of life on offer here. Green spaces, cultural attractions, beautiful streets – these are the things that attract the highly skilled workforce, and make this a great place to study, to start or relocate a business, or to raise a family.





We know what works. Successful communities provide everything a person could need day-to-day within walking or cycling distance. They offer plenty of parks and green spaces to enjoy, clean air to breathe and streets alive with the hustle and bustle of markets, entertainment and, put simply, neighbours enjoying one another's company. There is a reason why parts of our city attract high property prices. They are often the places that successfully combine all of these ingredients, enriching people's lives.

With high levels of population growth and limited land supply, many people do not enjoy such an idyll. House prices relative to earnings in Bristol price many people and families out of the housing market. A shortage of affordable homes is acting as a brake on economic growth. We must work to build real communities with affordable and good quality homes for families of every size, age and background. We must also invest in developing quality places for communities on the fringes, as well as finish the job of developing the centre into the beating heart of the city, alive with activity on every day of the week.

Transport is a major issue in Bristol that if not addressed will be a significant brake on the city's economic fortunes, but worse, further isolate whole communities cut off from job opportunities and education. Quicker, cheaper and healthier transport solutions for Bristol are amongst our most pressing priorities.

Keep Bristol moving

Bristol will be a city where public transport provides a quality, affordable alternative to the car, where streets are no longer clogged with traffic, our air is cleaner, and it is increasingly attractive to walk and cycle.

A highly performing transport network is essential for a fast growing city. Transport connects people to jobs and education, and businesses to their markets. If we are to hold true to our principles of fairness and participation, and believe every citizen should be able to participate in the life of the city, we urgently need to improve our transport networks.



a vision for
BRISTOL



Keep Bristol moving – the facts:

- It has been estimated that by 2016 traffic congestion could cost the local economy some £600 million a year.
- There are 25,000 more cars in Bristol than in 2001. However despite this, nearly a third of households do not have access to a car and must rely on public transport or other means.
- Bristol has the highest rate of commuting on foot and by bike of any Local Authority in England and Wales. More people cycle to work in Bristol than in Sheffield, Nottingham, Newcastle and Liverpool added together.
- Connectivity is now about much more than just transport. As one of the cities awarded a share of the Government's Urban Broadband Fund, 'Gigabit Bristol', a number of methods will be used to improve broadband speeds for up to 5,000 businesses, and will work to address digital exclusion, most significantly associated with the population aged 75 years and over.

Getting from A to B need not be a daily chore. Many of us spend a great deal of time travelling around the city – everyone would benefit if it was faster, cheaper, healthy and sociable. For many though, the daily commute can be slow, expensive, inactive and stressful.

In a city like Bristol, which is relatively compact, it should be easy to get around. But our medieval street layout has been dominated by the car and the road system is at breaking point. Not only that, but it is getting slower to travel by car as the number of cars increases. There is huge potential to continue to increase levels of cycling and walking for day-to-day local trips, and for the bus to meet the majority of our other routine travel needs. But these forms of transport must become more attractive if people are to use them. Improvements to safety, price, comfort and convenience are vital.

The city is over-dependent on the car, and investment in more roads and traffic improvements alone would not fix the problem and keep up with significant growth in demand. We need a better, cheaper and more effective public transport network in Bristol, not more room for cars to dominate the street scene, polluting the air, and denying many of routine exercise.

For many in the city, travelling by car is not even an option. Despite the rapid increase in the number of cars in Bristol, 29% of households do not have access to a car. An ineffective transport system isolates peripheral communities from their families and from all the great festivals and events our city hosts.

Poor and expensive transport prevents many citizens from participating in the life of our city. Poor transport is also a major barrier to accessing employment for many people. We must continue to work in partnership across the city to expand programmes to provide bicycle loans and training, taster bus tickets, and travel planning advice, for example. New investment in infrastructure must prioritise linking people to jobs, for example



putting in cycle routes and public transport from Lawrence Weston to Avonmouth, or investing in links between the Temple Quarter Enterprise Zone and areas with high levels of unemployment in the city.

Keep Bristol moving – we will:

- Promote active travel choices – walking and cycling – as safe and pleasant alternatives to the car.
- Support the ongoing and successful expansion in Bristol of cycling through investment in cycle lanes and other cycling infrastructure, and more cycle training for those who need it.
- Deliver improvements to both the price and quality of our public transport networks, making it quick, cost effective and easy to go by bus or by train.
- Reduce emissions in the city to help protect people from the harmful gases produced by streets clogged with traffic.
- Make road layout and other improvements in the city to open our streets to people, removing the blight of heavy traffic and improving flows for public transport and those who need to drive.

Inspiration for open streets: Opening the streets to pedestrians in New York City

In 2009, New York City's Department of Transportation embarked on an ambitious transformation of the city's most famous street. Concentrating on Times Square and other key locations along a 2-mile stretch of Broadway, a significant amount of this major thoroughfare was reclaimed from traffic for purely pedestrian use.

Removing vehicle traffic lanes, limiting turns, and closing the entire street to vehicles in places would provide much needed pedestrian infrastructure and actually reduced traffic gridlock and improved area-wide vehicle travel times. A 'suck it and see' approach was taken that began with temporary low-cost treatments, with permanent designs implemented once the benefits of the changes

had been confirmed. The project transformed many of the most iconic and highly frequented areas in the city. New public infrastructure included pedestrian plazas with street furniture at Times Square, as well as other major pedestrian hot-spots; bike lanes added that are in many places separated from vehicular traffic; and street conversions to one-way streets, with bike and pedestrian lanes added and separated from traffic by planters. Signal and turning regulation changes optimised traffic flow.

The results of the project speak for themselves:

- Point to point vehicular travel times improved on average by 7%.
- Motorist and passenger injuries decreased by 63%
- Pedestrian injuries decreased 35%

- Pedestrian volumes increased by 11% in Times Square
- Pedestrians entered traffic less, as the project provides sufficient sidewalk and plaza space.
- Bicycle volumes increased 16% on weekdays and 33% on weekends
- 74% of area survey respondents liked the new traffic configuration and 20% of business owners/managers thought that it had improved business, while none stated that it adversely affected their business.
- Similar improvements elsewhere in New York City have achieved a significant uplift in retail sales and reduction in shop vacancies.



Building successful places

Bristol will be a city of well-connected neighbourhoods with a strong sense of identity and belonging, where a diverse mix of housing types and tenures ensure that homes are increasingly affordable.

This city has a lot going for it. The built environment in Bristol is rich with historic buildings and green spaces. Great strides have been made in recent years, with notable progress made to improve and remodel the poorer quality post-war developments, particularly in the city centre, including the redevelopment of the Bristol's harbourside, the remodelling of Queen's Square and College Green as hugely popular city centre parks, and the development of Cabot Circus as the south west's première shopping destination.

There remains much more to do however, both in the central area, but also critically in neighbourhoods further from the centre – areas to the south, north and east of the city centre present significant opportunities for investment and regeneration.

Bristol is a city of neighbourhoods, and in all of our communities it is essential we adopt the very highest standards of design, both when rejuvenating existing areas and building new developments, to develop places that reflect the communities who live there. We must not build vast housing estates that have little identity of their own where the default and only realistic option is to get into the car to travel to work, to go shopping or to meet with friends and relatives.

Inspiration for homes in Bristol: Mayoral Homes Commission

Our ambition must be to create self-contained and well-designed neighbourhoods that have vibrant local centres, within walking and cycling distance, and where new development is appropriate and sympathetic to the identity, culture and history of the area.

However, above all else, if we are to build successful places across Bristol, we must address the stark and growing challenge of housing affordability in the city.

Building successful places – the facts:

- Affordability of home ownership has decreased in Bristol over the last 10 years, with homes being less affordable in Bristol than in any other English Core City. In 1997, the ratio between lowest quartile incomes and lowest quartile house prices was 3.19. By 2012, this had risen to 6.92.
- Bristol has 190,000 homes, and plans to increase this by around 13,000 by 2026. Currently 15% of the city's housing stock is owned by the city council, 6% by housing associations, 55% is owner occupied and 24% rented.
- More than 1,500 new affordable homes would be required each year to house existing and newly forming households who cannot afford to buy or rent in the market. The need is predominantly for rented homes, with a shortage of smaller homes and larger houses for families.
- The numbers of households at risk of homelessness approaching the council for help is increasing. Loss of private tenancy as an increasing cause of homelessness is a concerning trend.

The city is in the final stages of producing an Affordable Housing Delivery Framework to introduce a step change in the production of affordable housing.

To complement this work the Homes Commission will concentrate on undertaking a 'deep-dive' into specific sites and examining:

- Non-traditional and innovative models of housing funding (such as bonds, pension funds, community funding and use of our housing revenue account) to develop recommendations that will enable new units to be built.
- Ways to influence traditional models of land ownership to lock in housing land use and prevent affordable homes being lost to the market.





Bristol has developed an innovative plan to increase the number of houses built significantly in coming years, using a mix of different development models that together aim to increase the production of affordable homes to 750 new homes per year by 2017, and 900 by 2018. Key components of Bristol's Affordable Housing Delivery Framework include:

- A new definition of 'affordability' linked to the occupier's ability to pay their housing costs regardless of rental or ownership arrangements.
- Bringing forward development opportunities in the council's ownership and encouraging the release of other public sector development land.
- Using the planning system to best effect by aligning planning policy to delivery of affordable homes.
- Encouraging a range of different models of provision avoiding over-reliance on any one investment model.
- The council as direct developer of new homes, with the development of 1,000 new council-owned homes by 2028 (254 by 2017/18), and potentially more under certain conditions.

Inspiration for designing places: The Freiburg Charter for Sustainable Urbanism¹³

Building successful places – we will:

- Implement the Bristol Affordable Housing Delivery Framework to achieve a building rate, through a mix of different mechanisms, of 750 new homes a year by 2016-17 and 900 by 2017-18.
- Maintain citizen-centric designs principles for all new development and redevelopment of neighbourhoods across the city.
- Continue the rejuvenation of Bristol's historic centre, including the redevelopment of St Mary le Port to restore High Cross as the medieval centre of the city of Bristol.
- Support the regeneration of communities around the city, most notably south Bristol, with the redevelopment of Hengrove Park as a major new community in the city capable of supporting 1,000 new homes.
- Drive the development of the Temple Quarter Enterprise Zone to create a new and vibrant place around Temple Meads station by providing a sustainable mix of homes, businesses and leisure facilities.

The Freiburg Charter was developed in partnership with the City of Freiburg in recognition of winning the Academy of Urbanism's European City of the Year Award 2010. The city is an outstanding example of sustainable urbanism which this publication aims to distil through 12 principles, or things to consider when planning or developing a city's neighbourhoods:

- 1 Diversity, safety & tolerance**
- 2 City of neighbourhoods**
- 3 City of short distances**
- 4 Public transport and density**
- 5 Education, science & culture**
- 6 Industry & jobs**
- 7 Nature & environment**
- 8 Design quality**
- 9 Long-term vision**
- 10 Communication & participation**
- 11 Reliability, obligation & fairness**
- 12 Co-operation & partnership**

¹³www.academyofurbanism.org.uk/freiburg-charter

prosperity



a vision for Bristol

prosperity

Bristol is already a prosperous city with a strong tradition of innovation and exploration.

We have the highest levels of economic productivity of any English Core City, and due to our high quality of life and ability to attract a highly mobile, highly skilled workforce, we have been able to diversify our economy and adapt well to a global, post-industrial, knowledge economy.





Aerospace and advanced engineering, renewable energy and low carbon technologies and services, culture and creative industries including TV & film-making, microelectronics and silicon chip design, financial and professional services – these are the sectors in Bristol that are white hot with growth and will be for the foreseeable future.

Cities all around the globe are adopting economic development strategies focused heavily on innovation and research. They recognise that a core function of a city is as a place where entrepreneurs, financiers and academics come together to share their ideas and embark on grand projects to change the world. England partly owes its history as the nation where the industrial revolution began, to the public houses and tea rooms of London and the Midlands where Matthew Boulton, James Watt and other early industrialists got together to imagine the many applications of steam engines and other inventions. Innovation and ideas will mark out the most successful cities in the modern world, and Bristol is a city of ideas. We even have our own nationally renowned ‘Festival of Ideas’¹⁴.

The industrial revolution of our age will be green, and the European Green Capital Award is a magnificent opportunity for Bristol to set out our stall to the world. 'Green' is not just about reducing emissions, energy consumption and fending off climate change. Green is a massive economic opportunity. Bristol will position itself, as China embarks on the construction of over 100 brand new cities the size of Bristol, as an exemplar model for self-sustaining and green cities the world over. The opportunities are nearly endless for us to trade on the Green Capital label.

We will deliver a European Green Capital programme that will engage everyone in the city. There is no reason why this cannot be Bristol's Olympics, galvanising the city behind a common purpose. We will continue our efforts to bring the streets to life with activity, expanding on the huge success of 'Make Sunday Special'. We must show the world that we are a vibrant and happening place where people want to live, and where everyone is involved in the life of the city.



Global Green Capital

Bristol will involve everyone in the city to ensure our 2015 European Green Capital year is a platform for promoting the city on the world stage, driving investment, innovation and growth and improving quality of life.

Winning the European Green Capital Award for 2015 was a momentous achievement for Bristol. The only UK city to have ever won the award, the city has had its place confirmed as member of an exclusive club alongside Copenhagen, Hamburg and Stockholm. Unlikely to be awarded to a British city again for many years to come, 2015 is a golden opportunity for Bristol.

Our Green Capital year is also an important year for global efforts to combat climate change. With the next UN Climate Summit in Paris towards the end of 2015, the eyes of the whole world will be on Europe. We have the opportunity to turn our city out in style and show how Bristol is turning the challenge of climate change into an exciting opportunity to innovate and grow the green economy for UK plc.

Bristol is already an international byword for 'green city'. Whether it's the Bristol Pound or the Happy City Project – changing the way people think about what we consume and what we value in society over and above material wealth; or the economic opportunities provided by a potential multi-million pound investment into lagoon technology to harvest energy from the Severn Estuary – Bristol is a green innovator and a living laboratory for green ideas.

Global Green Capital – the facts:

- Impressive against a backdrop of recession, Bristol demonstrated 4.7% growth in the green economy in 2012.
- One third of Bristol is ‘green and blue’ open space (planted areas and waterways) and 87% of people live within 300 metres of a public green area. Bristol has put 98% of its newly built businesses and 95% of new homes onto brownfield sites, increasing ‘population density’ which helps make places more ‘walkable’, and reduces urban sprawl and the loss of green space to development.
- Waste produced by citizens has reduced by 27%, recycling and composting has increased enormously, and we now recover energy from waste instead of sending all waste to landfill.
- Improvements have been driven by city-wide weekly household food waste collection – the UK’s first major city to collect and process food waste – recycling collections, reduced size of bins for household residual waste, a new Mechanical Biological Treatment Plant at Avonmouth. There is now also a 70% recycling rate for materials taken to the two household waste recycling centres in the city, and the ‘waste economy’ in Bristol has created over 100 new local jobs.
- Water use in Bristol has reduced despite a 10% increase in population. In 1996 we used 160 litres per person per day and by 2011 this was 142 litres in 2011. This is thanks to better management of leaks, provision of water efficiency kits and audits, and awareness raising campaigns and water metering.



“...well if we’re going to save the planet can we have a good time while we are doing it?”

(Madonna, 2008)



- Over 50,000 residents each year are involved in green initiatives and groups and the number of community organised sustainability actions is too great even to document. To give just one example, thousands of Bristolians have participated in the community-organised 'Bristol Green Doors' which showcases real peoples' homes in Bristol where they have made energy efficiency improvements.
- Bristol is a national and international leader in a number of key business sectors, including professional and business services¹⁶. Major employers in this sector include Lloyds, Osborne Clark, Hargreaves Lansdown and Burges Salmon. These firms provide an important role within our knowledge economy, supporting high growth sectors such as low carbon technologies and services, microelectronics and creative industries. A solid foundation of high quality professional services is vital to support an innovative economy.
- Highly productive and rapidly growing sectors of the economy in Bristol include creative and cultural industries, environmental technologies and services, microelectronics and high tech manufacturing, and aerospace and advanced engineering. Major players within the city conurbation include the BBC, Endemol and Icon Films; Garrad Hassan, Marine Current Turbines and LIC Engineering; IBM, Toshiba Research, HP Labs and Nvidia; and Airbus, GKN and Rolls-Royce.
- With a clutch of world-class universities working hand in hand with innovative start-ups and major global firms, Bristol is a major centre for research and development. In 2011, Bristol registered an average of over six new patents per 100,000 people in the population, ranking us sixth out of 64 cities across the country¹⁷.

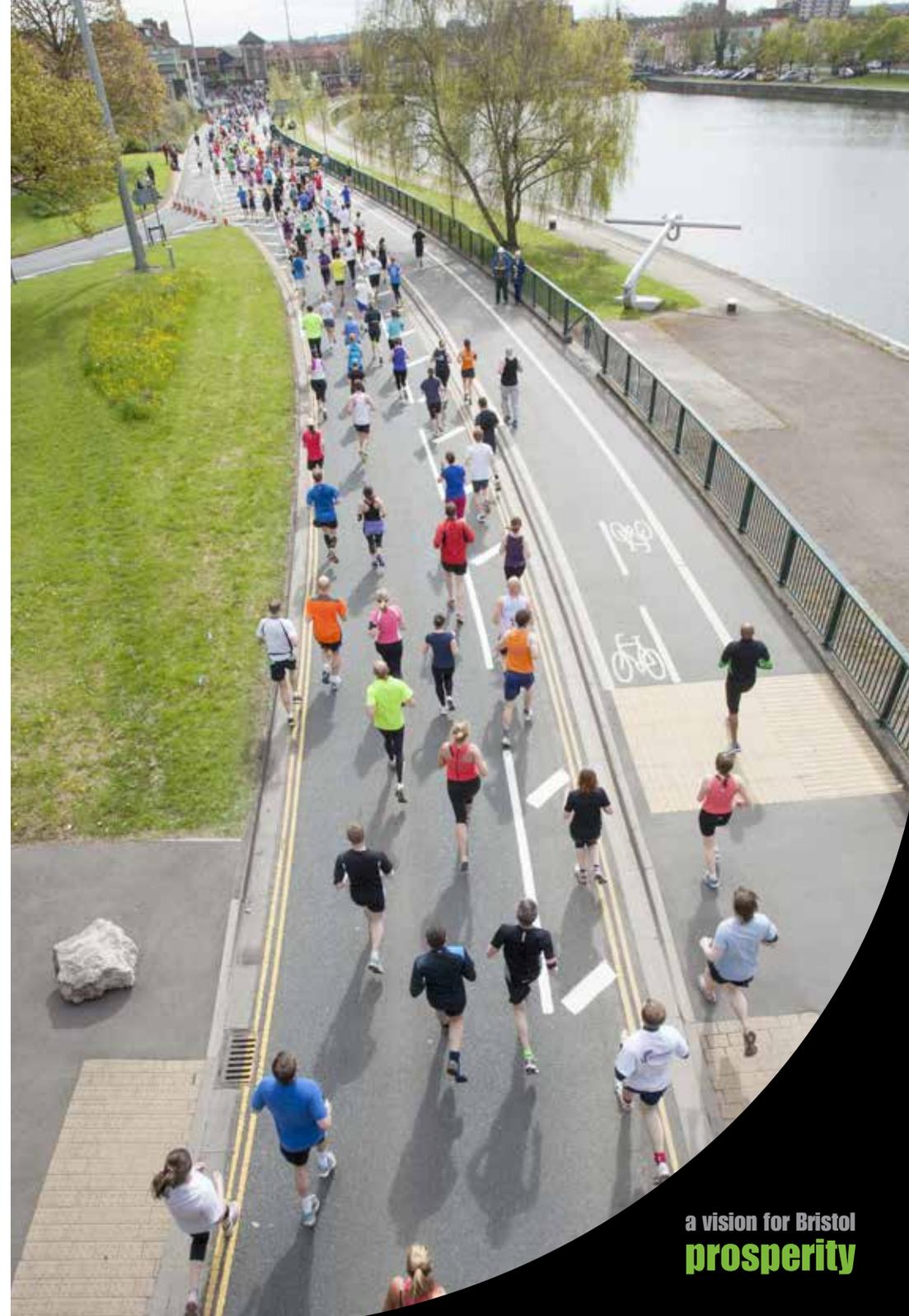
¹⁶ A broad definition including banking, private wealth management, legal, human resources, recruitment, ICT, architecture and various forms of consultancy.

¹⁷ Data sourced from Centre for Cities, Cities Outlook: www.citiesoutlook.org

Bristol's 2015 Green Capital year is a once-in-a-lifetime opportunity to show the whole world what makes Bristol great. Not only will we showcase our city across the globe, but everyone will have the opportunity to take part. The city will host a major programme of events, from the global – including a Green Cities Summit ahead of the UN Climate Summit in Paris – to the very local, with a cultural, education and events programmes ensuring that every citizen has the opportunity to take part.

Global Green Capital – we will:

- By 2017 build the Bristol Arena in the Temple Quarter Enterprise Zone, providing the large-scale events capacity a world-class city like Bristol sorely needs.
- Use European Green Capital a platform for promoting Bristol and showcasing our strengths across the world, working closely with the Local Enterprise Partnership and national Government.
- Develop a programme of activity for the 2015 year that engages and involves everyone in the city.
- Early in 2015, host a Global Green Cities Summit as a precursor to the UN Global Climate Summit in Paris that year.



Inspiration for green cities: Green cities across the world

By 2050, 70% of the world's population will live in urban areas. The largest migration of people in human history is taking place, from rural areas to cities, so cities must provide the solutions that will make us more resilient in the face of climate change and dwindling resources.

Bristol joins the roll-call of cities across the world working hard to find these solutions.

Portland, Oregon, USA – 'We Build Green Cities'

Many years ago in Portland, the business community took action and started working together to build better cities. Like most cities, Portland wasn't always so green and was once called "stumptown," a reminder that Portland sits in a valley once covered in lush, dense forest.

The city was blighted by polluted rivers and air, and quality of life suffered. Over the past 40 years, partners in the city have worked hard to go green.

Now Portland is one of the few cities in the world that has improved both its economy and environment, lowering carbon by 28% per capita. Over the last 20 years, the city grew jobs by 13%. People want to live in Portland as a result, and the city is growing. Today, they export their best ideas, products and services to other cities around the world aspiring to be green.

Adelaide, South Australia – ‘Green City’

Besides the 29 parks that make up the famous parklands, Adelaide is one of Australia’s most environmentally sustainable cities. For 10 years, public and private partners in the city have worked hard to make this happen, and now all major events, buildings and transport look after both citizens and the environment. The Hilton Hotel became Adelaide’s first “green” hotel, with energy and water saving. The city’s biggest music festival, WOMADelaide, is a “zero waste” event.

Promoting green motorsport, the Clipsal 500 Adelaide (V8 Supercars) and Santos Tour Down Under are carbon neutral races, and the Global Green Challenge (formerly the World

Solar Challenge) is for production and prototype eco-friendly vehicles racing in the “eco challenge”. Even earthworms are a big part of the scheme. The Adelaide Convention Centre employs 800,000 of them to turn food waste into plant food.

There are more than 500 bikes for free hire around Adelaide. The city has the world’s first solar powered bus – which is both air-conditioned and provides free wifi. Other “green” projects include the beautifully redeveloped Adelaide Zoo, and private homes, apartment blocks and student accommodation are all part of Adelaide’s “green living” options, involving every home in city in the ambition to be a green city.

Copenhagen, Denmark – ‘Green Capital 2014’

Copenhagen is the 2014 European Green Capital, and is Denmark’s capital and most populous city. In their bid to become Green Capital, Copenhagen placed public-private partnerships at the core of its approach to eco-innovation and sustainable employment.

The city works with companies, universities and organisations in dedicated forums to develop and implement green growth. Its North Harbour project, for example, will include a “Green laboratory” that will focus on eco-technologies, a model that can be transferred to other towns and cities. This example of green economic development tackling environmental, economic and social concerns has high potential for replication in the region around the city and beyond.

The city’s Green Capital bid as also heavily focused on green transport – they aim to become the world’s most practicable city for cyclists, with a goal of 50% of people cycling to their place of work or education by 2015. The headline objective is for the city to reach the ambitious goal of being CO₂ neutral by 2025.

As well as showcasing the city to the world, and engaging every citizen in our Green Capital year, we will also use the European Green Capital brand to attract inward investment and economic development right across the Bristol-Bath city-region, working closely with the Local Enterprise Partnership. In particular, we have bold ambitions for the Temple Quarter Enterprise Zone, not just to attract jobs and significant investment, but also to use the area to demonstrate how to deliver carbon neutral and energy efficient development.

Both in lead up to, and during 2015, we will use the Green Capital platform to show that Bristol is open for business.



Inspiration for growth: Temple Quarter Enterprise Zone

Bristol Temple Quarter is one of the largest urban regeneration projects in the UK, and is Bristol's flagship economic development project.

The 70 hectare area in the heart of Bristol with Temple Meads railway station at its centre was officially declared opened for business by Chancellor George Osborne in April 2012. Its targets are to create 4,000 jobs in the first five years and around 17,000 in the 25 year lifespan of the project.

350 businesses are already in the Zone, including prestigious Top 50 law firm Burges Salmon, who chose Temple Quarter for their new headquarters because of its great location and whose building has achieved a BREEAM¹⁸ 'Excellent' rating for its sustainability initiatives. Other well-known names include BT, IBM, Osborne Clarke, Canada Life and HSBC. New occupiers in the Zone include EMO, the Real Adventure Company and LICenergy UK, a Danish windfarm developer. There are also rapidly growing clusters of small and start-up businesses, particularly in the creative and digital sectors, moving into a number of locations in the zone.

Enterprise Zones have been set up by the government to drive local growth and create jobs. They offer a range of incentives to businesses including business rate relief, low rent incubator units and simplified planning procedures. They have been developed with businesses in mind, which means investors can look forward to superfast broadband, good transport links – to the major road networks, rail, air and so on – and the government is allocating funding for infrastructure improvements in and around the Zones.

With major investment in Temple Station and plans for a Bristol Arena at the heart of the Zone, TQEZ represents the city's biggest economic growth opportunity for years to come.

¹⁸ BREEAM is a recognised design and assessment method for sustainable buildings: www.breeam.org





Vibrant Bristol

Bristol will be a place where the streets are alive with activity, and where every citizen and community participates in the cultural life of our city.

Bristol is a city with a rich and diverse cultural landscape. It is home to outdoor street art galleries, a leading centre for the contemporary arts, the UK's oldest working theatre, Britain's foremost centre for new media and the South West's largest TV and film production space. With annual theatre, live art, galleries, festivals and events, location filming, museums, attractions, major sporting events and facilities, culture can be seen to have a vital role to play in Bristol being a vibrant, creative and prosperous city.

Vibrant Bristol – the facts:

- Bristol has 6 award-winning museums and other cultural attractions including: At-Bristol, M-Shed, the City Museum and Art Gallery; Bristol Zoo Gardens; and the SS Great Britain – which was rated in 2010 as one of the top ten museums in the world by ID magazine.
- The city Museum and Art Gallery won the 2010 Museums and Heritage Award for Excellence – Temporary Exhibition of the Year, for its famous Banksy exhibition. The exhibition attracted more than 300,000 visitors over three months, boosting the city's economy by an estimated £15 million, and made it into the top 30 of a list of global exhibition and museum attendance figures.
- Bristol has 4,500 acres of historic estates, parklands, woodlands, playgrounds and open space. With 450 parks and green spaces, the city has proportionately more parks and green spaces than any other UK city where over 25 million visits are made by 83% of our residents each year.
- Bristol is a proudly independent and entrepreneurial city. It is believed that around 70% of the city's shops, cafés, restaurants, bars, pubs and hairdressers etc are independent. These businesses are spread across a diverse network of 47 high streets and local centres, vital to sustainable communities and neighbourhood economies.



a vision for
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As is plain to see, Bristol is already a hugely vibrant place with culture and creativity right at its heart. A vibrant and active place where the streets teem with activity is important not just for our individual wellbeing, but because it attracts a talented workforce, which in turn attracts business, investment and ultimately leads to jobs.

Cultural assets such as museums or venues, and most festivals and events, are concentrated in the centre of the city, as the logical place where people are most likely to congregate. This can make it difficult for many citizens to participate in the cultural life of the city. Cultural events should be accessible to every citizen, and not be a privilege for the few living in, or better able to travel to, the centre of the city.

Cultural activity – events, exhibitions, performance – should reflect our shared identity as part of a city, as part of a community, and as individuals. Over the last decade Bristol's population has become increasingly diverse and some local communities have changed significantly. There are now at least 45 religions, at least 50 countries of birth represented and at least 91 main languages spoken by people living in Bristol. Bristol will be city where culture is accessible for everyone and fosters a sense of belonging and pride in place. We must work hard to ensure together we deliver a programme of cultural activity for the whole city that engages and reflects every community and neighbourhood.

The city itself is often the gallery, the performance space, the party venue – with our beautiful historic streets and buildings becoming the backdrop to festivities. Bristol is the 'street party capital of Britain'¹⁹ with over 6,000 residents thought to have taken part in street party in Summer 2013 – and some 35 street parties held in Easton alone. The city has formed the backdrop to hugely popular artistic and

cultural extravaganzas, including the 'See No Evil'²⁰ street art festival and more recently Gromit Unleashed²¹, which saw people descend on Bristol to track down the 80 Gromits placed around the city. An amazing 1.18 million people visited the Gromit Unleashed trail and exhibition, directly contributing more than £77 million to the Bristol economy, including money spent on accommodation, travel, gifts and refreshments. Incredibly, the wider knock-on effect of this public spending has given Bristol's economy a fantastic £123 million boost.

Also more recently, the Mayor's 'Make Sunday Special'²² programme has opened the streets to people to enjoy markets, street performers, food and whole host of other activities, inspired by projects in other cities such as New York and Bogota, where streets have been reclaimed from traffic and made safe spaces for people to enjoy.

If we are to continue to be a truly world class, vibrant city, we lack some major facilities, most notably a large events arena which is now planned for development as the flagship project for the Temple Quarter Enterprise Zone. As well as concerts the venue will be used for comedy gigs, trade shows, conferences, and popular TV events.

We also need to make much better use of the assets and facilities in our neighbourhoods, by taking major City Museum exhibitions 'on tour' to schools, community venues and public spaces right across the city. Engaging everyone in the city in culture will not just help boost the creative economy, which is booming in Bristol, but can also ensure that every part of our economy can benefit from a workforce energised by creative thinking.

¹⁹ www.bristol247.com/2012/05/28/diamond-jubilee-bristol-is-street-party-capital-of-britain-77847

²⁰ www.seenoevilbristol.co.uk

²¹ www.gromitunleashed.org.uk

²² visitbristol.co.uk/things-to-do/make-sundays-special-p1540473



Vibrant Bristol – we will:

- Ensure that our city-wide programme of cultural activity – festivals, events, exhibitions and performance – is accessible to every community in the city.
- Deliver a world-class programme of events in 2015 to celebrate Bristol's position as European Green Capital.
- Ensure that we deliver the skilled workforce the city needs to support a vibrant creative economy.
- Make the very best use of the city and community assets in the city – whether schools, community venues or open public spaces – to make sure that no neighbourhood is left out of the cultural life of the city and that we make better use of under-utilised buildings for cultural organisations in desperate need of space.
- Ensure that the council and other public agencies support and enable cultural activity to take place, not just focusing on rules and regulations but rather 'getting out of the way' and enabling activity to take place.

Inspiration for a vibrant city: Bristol – a city of festivals

Particularly during the summer months, it sometimes seems as if a week cannot go by without Bristol playing host to at least one festival or event. Some notable examples include:

- The **Bristol Harbour Festival** continues to be a flagship event for the city, attracting over 250,000 visitors annually and showcasing local artists, performers and the city's maritime attractions.
- The 35th **Bristol International Balloon Fiesta**, Europe's largest annual hot air balloon event, attracted crowds of 500,000 for a weekend of hot air balloon ascents and family fun.
- Theatre and live art festivals include **Mayfest** – a contemporary theatre festival, and **In Between Time**, a biennial live arts festival, not to mention the lesser known **Bristol Festival of Puppetry**;
- Urban art festivals include **Upfest**, which hosts 250 artists from across the globe for a weekend of live painting and music.
- Industry festivals highlight the city's economic strengths, and include the **Wildscreen Festival**, an internationally acclaimed wildlife and environmental filmmaking event; and **Encounters**, the leading short film and animation showcase event in the UK.
- Notable music festivals such as **Brisfest**; a large outdoor event offering a mix of DJs, artists, comedians, circus and cabaret performances; and the **Bristol International Jazz and Blues Festival** held at Colston Hall.

Popular smaller events that bolster Bristol's respected position on the music scene include **Loves Saves the Day**; **Dot to Dot**, and **Grillstock**.
- As a city of enthusiastic food-lovers, there are a range of food festivals such as **Eat Drink Bristol Fashion**, a two week pop up restaurant and music venue; and **Foodie Fest**, a national food and drink weekend festival.
- Events to celebrate our communities in the city include **St Pauls Carnival**, which annually attracts around 90,000 visitors for the masquerade procession and cultural event; and **Bristol Pride**, one of the largest Pride events in the UK.
- The **Festival of Nature** and **Big Green Week** celebrate Bristol's environmental strengths as well as educating and informing.



empowered City



empowered city

As Bristol celebrates our year as European Green Capital, well over half of the earth's population will live in cities.

Cities are arguably the most important unit of human organisation – they are where goods and services get traded, ideas get exchanged, and where people will increasingly live the majority of their lives.



a vision for
BRISTOL



The evidence is growing to support the argument that in order to drive growth, cities must have the freedoms and flexibilities to set their own agenda and focus on their strengths. A recent study found that where non-capital cities across Europe have greater local control of Government policy and finance, they tend to support much stronger national economies²³.

For nearly 20 years, the English Core Cities – the major cities outside London – have been arguing for greater autonomy. This is not a peculiarly English phenomenon. There is now a global movement underway, which is seeing cities across the world demonstrate they are able to find the pragmatic, non-partisan solutions to real problems in a way that national governments cannot. City leaders are closer to the citizens they represent, and the challenges they face tend to be more immediate and not well served by national politics.

As the Mayor of New York, Michael Bloomberg has remarked: “As a result of [the federal] leadership vacuum, cities around the country have had to tackle our economic problems largely on our own. Local elected officials are responsible for doing, not debating. For innovating, not arguing. For pragmatism, not partisanship. We have to deliver results at the local level.”

Cities are networks, not organisations, and leadership of a city like Bristol is not down to any one individual or institution – businesses, not-for-profits, public agencies, schools – all have a role to play.

England remains one of the most centralised governments in the western world – with cities controlling only about 5% of taxation raised in the city, with the rest

being returned to Government to be redistributed as they see fit. This approach to local government only reinforces a relationship where cities and local authorities are the children, and Westminster and national Government are the parents. Real success is rarely built on hierarchy and dependency, but on relationships and working together.

This is not an issue of power and control, but an issue of democracy and effective governance. In our current system many citizens are often unclear about why locally elected officials are directly responsible for some things and not others. This confusion weakens our democracy.

A strong analogy is to be found in the business world. The manager of a small business, say a restaurant, would have control over the rent they pay and therefore the premises they can afford to occupy; they would be able to hire the staff they need at an affordable price; they would be able to source produce from where they choose, and lay on a menu accordingly. However, running a city in England, it could be argued, is closer to running the local franchise of a fast-food chain. As long as a standard menu is offered, the same branding is used, the right furniture installed and the right number of staff hired at a centrally controlled rate, some discretion might be allowed over choice of napkin supplier...

Local democratic city leaders in the UK do not control the whole system. City leaders do not have control over the welfare system, and only parts of the skills and education systems in our cities, yet if these things are not working the resultant impact on unemployment levels, for example, becomes a burden cities must deal with. The reverse can also be true. If Bristol were to

²³ www.ljmu.ac.uk/EIUA/EIUA_Docs/Second_Tier_Cities.pdf



invest in the local economy to create jobs, we cannot recoup the savings against the welfare bill, or indeed the savings against the cost of dealing with ill-health, given the strong evidence that having a job is a major factor in preventing illness.

If we are going to unlock the burgeoning economic potential of our cities, we need to give those cities control over the whole city system, allowing entrepreneurship to take root in the way we manage all our public services to support the many and varied communities we serve.

Effective city leadership must also be blind to administrative local authority boundaries, especially when these were drawn on a map many moons ago and no longer bear any resemblance to the towns, villages or communities they were once designed to reflect. Partnership working across these invisible borders is essential. Bristol must work closely with our partners in North Somerset, South Gloucestershire and Bath & North East Somerset Councils, in the interests of the whole Bristol-Bath city-region. Housing, transport, economic development and skills are all issues that require everyone in the city-region to pull together.

We must continue to work to strengthen joint decision-making and partnership across the city-region. And we must also work with other cities, both in the UK and overseas, to form the strongest partnerships wherever we share mutual interests. Bristol's relationship with Cardiff and the promotion of a Severn region is critical if we are improve transport links or develop large-scale projects to generate energy from the estuary.

Empowered city – we will:

- Continue our work in partnership with the other English Core Cities, and London, to make the case for further fiscal devolution to our cities, in support of the recently launched Growth Commission with the RSA and Chaired by Jim O’Neill .
- Promote the distinctiveness of the Mayoral model of city leadership in England, and the role of a Mayor as leader of the city, not just the city council, as a platform for seeking greater freedoms, flexibilities and resources from national Government.
- Seek to strengthen partnership working and governance across the Bristol-Bath city-region, working with our neighbouring authorities and the West of England Local Enterprise Partnership.
- Resolve the issues of a new Mayoral system being overlaid on an old system of local government, reducing the bureaucracy and lengthy meetings many associate with the workings of the council to provide the citizens of Bristol with the responsive and accountable system of local democracy they deserve.



active citizens



active citizens

The sheer volume of community activism and local commitment in Bristol is inspiring.

Everywhere you turn you find someone else selflessly giving up their time to shape their neighbourhoods and improve lives.





As an organisation it's often important that the council removes barriers to community groups, neighbourhood partnerships and other organisations who want to deliver projects for the good of their area. The role of supporting organisations such as the council must be to enable, not regulate; and to empower, not control. The city must create an environment where people and communities thrive, and it ought not to be a battle to work for the good of your neighbours, your street, or your community.

A city is only as strong as its citizens. We all have a responsibility to deliver our shared vision for Bristol. The council cannot create a healthy, caring city, without the dedication of family carers and volunteers, just as schools and colleges cannot educate our young people without parents and guardians who help foster a culture of learning. It is everyone's responsibility to achieve these aims, and we must work together. As a city it's also vital that we pour our energies into supporting those parts of our city less able or willing to articulate their ambitions. We are one city, and we must develop stronger networks and support structures for communities in more precarious settings.

A clear vision for the city means that in turn the council can make a much clearer statement about what we can, and what we cannot, support. In a regime where there is no clear set of city-wide priorities, it's too easy for a funding model for the voluntary and community sector, for example, to reward those best able to articulate their project or fill out a form. We must implement a better system for supporting the voluntary and community sector in Bristol, with a re-shaped and coherent focus on our city-wide priorities and the impact of proposed projects.

Of course, active citizenship is not just about individuals, or the voluntary and community sector, it's also about business. We are fortunate in Bristol that the vast majority of our businesses are deeply passionate about the city. Many want to do more. We must make it far easier for businesses to engage with the civic life of Bristol, to work directly with community organisations or schools, to enrol their employees in volunteering programmes and to invest in the city.

Bristol is a diverse city. Different neighbourhoods have different priorities, different ambitions and different challenges. The way the city is governed must reflect and celebrate difference, and in the same way that empowered cities must have more freedom and flexibility to unlock their potential for the national good; neighbourhoods must have more freedom and flexibility to address their specific challenges for the good of the city. We must strive for a much stronger model of decision-making, engaging neighbourhoods in the design of services, working in partnership with local councillors as champions of their area. To achieve value for money, many services, such as waste collection for example, must continue to be specified and commissioned for the whole city. But beyond this core offer, we must give neighbourhoods as much local control to influence the development of their area as possible.

Active citizens – we will:

- Encourage every individual, organisation, business and community to play an active role in the life of the city.
- Develop a reshaped model for supporting and resourcing the work of voluntary and community organisations in the city that is centred on achieving the overarching objectives in this vision.
- Deliver a new city-wide framework for volunteering, that is again centred on city-wide objectives and which celebrates and rewards the impact of projects and programmes.
- Redesign the system of neighbourhood governance and decision-making in the city to ensure that citizens and communities can have real influence and control over what happens in their area.
- Develop neighbourhood deals with the council, which, beyond a core offer, will allow for greater devolution of power and resources where neighbourhoods can demonstrate a commitment to deliver priority outcomes for the city.



How you can help

A personal message from the Mayor

Much has happened in my first year, including many initiatives that were started by previous administrations to which I give thanks and full credit. There is however so much more to do.

I cannot make this vision a reality without your help.

Equally the council cannot afford to keep providing the same level of service with so much less in the way of funds at its disposal. There will be some inescapable pain in terms of loss of public jobs and some services, which I deeply regret.

It's an uncomfortable truth that reduced Government funding and increasing demand for council services means that I have to save around £90m over the next three years, which is over a quarter of the current budget. This is on top of the £90m that's been taken out over the past three years.

I need citizens, public bodies, businesses, voluntary organisations and others all over the city to help make this work. Whether it's through ideas, volunteering, pooling resources, sponsoring projects or reducing costs through joint working, we must do all we can to keep providing both essential and inspiring services and make sure we have a city to be proud of.

To find out how you can help, visit www.bristol.gov.uk/vision

www.bristol.gov.uk/vision

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If you would like this information in another language, Braille, audio tape, large print, easy English, BSL video or CD rom or plain text please contact: 0117 922 2483