

Bristol City Council

Inclusive and Sustainable Economic Growth Strategy



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The strategy will be used to engage partners (including businesses, social enterprises, the third sector and community groups) across Bristol in development and delivery of the city's ambitions to deliver inclusive and sustainable economic growth.

Introduction

An inclusive and sustainable economic growth strategy

Bristol is one of the country's economic success stories. It has grown faster than any other UK Core City¹. Bristol's population has grown by 4.5% between 2011 and 2015, the fastest growth after the Greater London area¹, and between 2009 and 2014 the economy of Bristol grew by 19.2% (GVA), second only to London². It has many opportunities that, if grasped now, could deliver sustained economic benefits for residents and businesses both today and in the future. Alongside these opportunities are a set of particular challenges; principally to make sure that economic growth and prosperity is shared across all of the city.

While the market has served Bristol's economy well, there is evidence of market failure impacting negatively on some neighbourhoods and communities, producing inequality, economic inefficiency and brakes on further growth. The impact of market failure, which does include some government or policy failure, can be seen in poor housing, fuel poverty, unaffordable/inflexible childcare, inflexible/inefficient recruitment and training practices, lack of skills recognition or utilization, patchy broadband connectivity, public transport deficits, etc. This strategy aims to both support the market in delivering continued growth and to address areas of market failure in an inclusive and sustainable manner.

The Mayor is determined to see the glaring disparity between wealth and poverty in the city properly addressed and rebalanced. Through the One City Approach and this inclusive and sustainable economic growth strategy, the Mayor and the City Council have identified key themes and projects that will achieve quality outcomes for everyone. This strategy has been co-produced by the City Council and key stakeholders. It starts from a comprehensive evidence base and progresses to an action plan to deliver its objectives. There is a strong appetite from residents, business, social enterprise and the third sectors across the city for change and an acknowledgement that now is the time for action.

The strategy will be used to engage partners (including businesses, universities, social enterprises, the third sector and community groups) across Bristol in development and delivery of the city's ambitions to deliver inclusive and sustainable economic growth. This strategy will also be a tool to negotiate with regional and national Government on the City's approach to growth, demonstrating why the city should receive investment from agencies and partners by delivering positive return on investment in economic, social and environmental terms. Finally, this is a strategy that complements a range of local and regional strategies, plans and policies, including the Bristol Local Plan, the West of England Joint Spatial Plan and the Local Industrial Strategy, so that, taken together, major city projects and regeneration will deliver the best outcomes for residents and businesses in the city and the wider city region. This, in turn, will benefit UK plc, through increased productivity and tax receipts for re-investing in the country's prosperity.

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¹ Inclusive and Sustainable Economic Growth Strategy
¹ The UK Core Cities are Birmingham, Bristol, Cardiff, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield.

This is not a 'traditional' economic development plan. Rather it is a strategy that has examined all the drivers and challenges in Bristol for people from all backgrounds and all ages. It is led by the guiding principle that a successful Bristol will be one which understands how to achieve successful outcomes for both people and place that is inclusive and sustainable.

It uses data and evidence to understand trends in the city over the short, medium and longer term. It seeks to understand what sectors and jobs could be provided to achieve economic growth—placing emphasis on understanding jobs through the entire skills chain and opportunities to make sure that people have the right skills to get into quality work. It also references other studies, policies and strategies from across the City Council to make sure that there is a joined up approach. The work is rooted in the One City Approach, acting as the driving force and action plan for inclusive and sustainable growth in Bristol.

This strategy is intended to be a 'living' document that will pass through a number of iterations in its useful lifetime. Following the maxim that 'when the facts change, I change my mind' monitoring of local conditions and evaluation of actions implemented will lead to review and refresh of the strategy's themes and objectives.

What is inclusive and sustainable growth?

There are numerous ways to describe 'inclusive growth'. In the simplest sense it is about enabling everyone to contribute to and benefit from economic growth, delivering greater prosperity and equity across the city.

A variety of organisations and agencies have written papers and definitions on inclusive growth. It has been described as a concept, strategy, objective and model.

The World Economic Forum defines Inclusive Growth as a strategy to address the disparity between growth and equity in an economy. Reference is made to the doubling of GDP in the USA over a 30-year period, while median household income only grew 16%, indicating a lack of a 'trickle-down' effect³.

The Organisation for Economic Co-operation and Development (OECD) defines Inclusive Growth as the concept of creating opportunity for all segments of the population and 'distributing the dividends of increased prosperity, both in monetary and non-monetary terms, fairly across society'⁴.

The focus in Bristol is on productivity-driven growth together with the fair distribution of economic contributions and benefits. This is especially important for the Mayor who wants to make sure that those currently living in poverty and poor housing are not left behind in the wake of increasing wealth and development happening in the city. While business is a clear and key partner in promoting fair distribution, this strategy also considers that organised labour, through trade unions and the like, has an important role to play in this respect.

It is recognised that the environment and economic productivity are intrinsically linked, increasingly so with shocks and impacts of climate change events and the growth in environmental focussed industries to address and mitigate environmental impacts.

Growth should not come at the expense of the environmental and health standards the city wants to achieve for its citizens to maintain quality of place and life. This links to the focus on sustainability, which can be defined as ensuring the strategy has long term and ongoing gains and impact and does not simply deliver quick wins in the short term. Therefore, an inclusive and sustainable economic growth strategy is one that focuses on economic, social and environmental outcomes.

THE WORLD ECONOMIC FORUM DEFINES INCLUSIVE GROWTH AS A STRATEGY TO ADDRESS THE DISPARITY BETWEEN GROWTH AND EQUITY IN AN ECONOMY. THE FOCUS IN BRISTOL IS ON PRODUCTIVITY-DRIVEN GROWTH TOGETHER WITH THE FAIR DISTRIBUTION OF ECONOMIC CONTRIBUTIONS AND BENEFITS

Opportunities



One of the most productive cities in the country



Some of the best higher education in the country



Excellent green Credentials & expertise



Enterprise and business survival

Challenges



Underperformance in education and skills



Congestion & air quality



Housing demand & affordability



Growing earnings inequality

Bristol's opportunities and challenges

Bristol is known for innovation (ranking first out of the Core Cities for number of patent applications per capita⁸) high tech industries⁹, and the arts. Bristol has more than 2.5 times more jobs in visual arts (programming and broadcasting activities) than the English average¹⁰.

The city is also celebrated as one of the most liveable cities¹¹ in the country with excellent green credentials, access to open space and cultural amenity. Additionally, it offers some of the best higher education in the country through the University of Bristol and the University of West England. Contributing to its success is the retention of its higher education graduates and the number of graduates it attracts from other parts of the UK.

Bristol's highly skilled workforce contributes to innovation and is a driver of high productivity. The City has the most productive economy of the UK Core Cities. High productivity is linked to higher earnings, with Bristol's average weekly workplace earnings higher than most UK cities with the exception of London, Oxford and Cambridge⁷.

The SME community in Bristol is strong, and is expected to contribute around £7 billion to the UK economy by 2025¹². Between 2014 and 2016, more than 2,800 businesses have

been created in the city each year on average, and 44% survive to their fifth year (on par with the UK average)¹³. Supporting and nurturing SMEs and innovation is fundamental to Bristol's ongoing growth story.

The excellent assets and attributes—as described above—provide a very strong foundation to build an inclusive and sustainable city.

However, there are also a number of challenges to address, including persistent concentrations of deprivation¹⁴ and earnings inequalities, which are reflected in and reflect the city's relative underperformance in education and skills, together with other factors creating pay gaps. Poor access to employment for under-skilled residents, barriers to economic inclusion including access to affordable childcare, significant increases in house prices and a local transport system which needs improving (so it can effectively link residents to jobs and training) are also key issues.

This inclusive and sustainable economic growth strategy sets out how to deliver continued success whilst rising to the challenges. This will deliver the Mayor's ambition for all Bristolians to have the best possible life chances from the earliest start in life through to older years.

Sectors & the City Centre

A recent trend of reurbanisation of businesses—away from suburban office parks to city centres—is driven by regeneration of the urban core, improved public transport, better provision for active travel, and the social and cultural amenities of city life.

This has a profound effect on the local economy, giving rise to so-called agglomeration benefits which make the city more productive, including¹⁵:

- **Sharing**—the ability to share inputs, supply chains and infrastructure;
- **Matching**—access to a large pool of workers;
- **Learning**—the ability to exchange ideas and information, known as ‘knowledge spillovers’.

The parallel increase in city centre living means that city centre jobs are more accessible to more people. Bristol experienced more than 30% growth in city centre population between 2001 and 2011¹⁶.

Although city centres account for just 0.08 percent of land in the UK, they account for 15 percent of jobs and 32 percent of high-skilled jobs. The density and proximity of city centres create easy face-to-face access between individuals, thus communication and ultimately productivity is greatly enhanced¹⁷.

Research from the ONS found that productivity per worker was higher in denser cities and towns compared to sparser cities and towns, particularly in sectors such as information and communication; financial and insurance activities; and professional, scientific and technical activities²⁰. City centres offer attractive workstyles and connection for knowledge-intensive and creative firms.

The types of sectors in which Bristol specialises tend to prefer city centres. The highest specialisations in the following sectors all tend to prefer—and benefit from—city centre locations:

- Programming and broadcasting activities
- Insurance, reinsurance and pension funding
- Legal and accounting activities
- Financial services

Accordingly, the City Council should ensure that the city, and city centre in particular, retain employment space for these sectors to support their productive growth and ease of access for workers, particularly through public transport and active travel.

Joined up action

To deliver genuinely inclusive and sustainable economic growth, there will need to be a concerted and joined up effort from stakeholders and partners across the city, alongside the City Council and City Office.

Such partners will include businesses, third sector, trade unions, social enterprises or public agencies with a willingness and commitment to become Ambassadors for inclusive and sustainable economic growth. This will be a collective effort where partners will co-design and deliver projects and programmes side by side to ensure that opportunities that arise in the city lead to a fair distribution of good outcomes.

Improvements to education from early years to post 16, affordable childcare, access to skills, training and jobs, the built environment, estate renewal, the delivery of new homes and better transport were common themes being raised by stakeholders.

Feedback from the stakeholder engagement undertaken as part of the strategy development has demonstrated that there is a sense that the environment is integral to the DNA of the city and projects need to measure outcomes across society and the environment, as well as across the economy. As part of the work underway to develop the One City Approach, a local expression of the global Sustainable Development Goals is being developed. Future iterations of this strategy will include reference to these goals and the strategy’s contribution towards achieving them.

About this Vision

The vision for inclusive and sustainable economic growth includes a series of priorities – as set out below - which will be the guiding principles for the city's ongoing prosperity. The objectives have been co-produced by a range of organisations and agencies in the city. They are aligned with both the City Council's Corporate Strategy and the One City Approach.

Current and future projects will be measured against the priorities for their strategic fit and deliverability.

Each of the priorities have been developed with people at their heart so that the city can deliver projects which provide high quality place making and homes, with skills and jobs opportunities for those who need them most.

The priorities have also been developed to make the most of the city's strengths and build on these foundations including: a strong brand and reputation as a city abundant with opportunity for small, medium and large businesses; a city that has easy access to green and open space; a city with culture and creativity at its core; and, a city with major regeneration and development opportunities; a city which places good social and environmental outcomes at the core of project delivery.

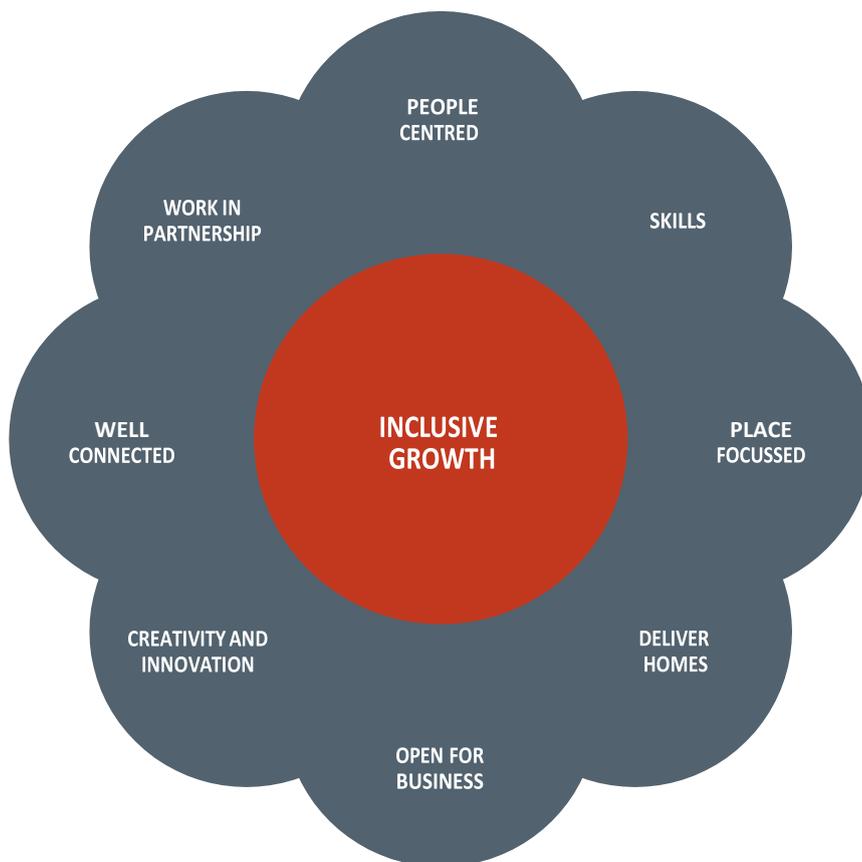
Vision

A vision towards 2040: To enable all the people of Bristol to create a sustainable, inclusive and growing economy from which all will benefit

Together, everyone in the city must make sure that all citizens can contribute and benefit from new opportunities and are best-protected from any challenges that stand in their way. This means that the Mayor, the Council and the City's key agencies will lead the way—working with community groups, businesses, universities and schools, and Government—to build the best city for all those who live in Bristol, encompassing young and old, native Bristolian and newcomer, family or single living, city-centred or in the suburbs.

A more inclusive Bristol will be shaped by eight key areas that should touch on every part of society. These key themes are depicted in the figure below.

This is what inclusive and sustainable economic growth means for Bristol



AS A DIVERSE CITY WITH THE FASTEST GROWING ECONOMY OUTSIDE OF LONDON, BRISTOL HAS A POSITIVE OUTLOOK FOR THE FUTURE WITH A LOT TO CONTRIBUTE TO NATIONAL ECONOMIC GROWTH.



PEOPLE CENTRED

Place people at the heart of investment; delivering education, employment and skills opportunities for all, promoting inclusive lifelong learning, health and wellbeing, **generating opportunities for sustainable prosperity.**



SKILLS

Develop and encourage a culture of life-long learning, ensuring that the people who live and work in Bristol are supported and encouraged to gain the skills they need to thrive in an inclusive economy.



CREATIVITY AND INNOVATION

Capitalise on the city's reputation for creativity and innovation providing good growth by generating diverse and productive ideas and services.



WELL CONNECTED

Deliver sustainable and accessible ways for people to engage with and benefit from the economy through transport and digital connectivity.



OPEN FOR BUSINESS

Provide an environment for business growth, creating the right conditions for increased people focused productivity and investment.



PLACE FOCUSED

Develop high quality places, communities and neighbourhoods to retain and attract a diverse mix of residents, workers and visitors.



DELIVER HOMES

Provide homes people can afford and meet the needs for existing and new communities covering a range of types, delivery models and tenures.



WORK IN PARTNERSHIP

Delivering good growth – enabling social mobility through strong partnerships across agencies and all sectors, at the local, regional and national level.

Themes and priorities

The priorities for this inclusive and sustainable economic growth strategy are meant to be interconnected, not independent. The robust evidence base has examined the city's underlying strengths and weaknesses, looking at long term trends and opportunities for major investment and economic growth.

The evidence base examined quantitative data, qualitative reports and policy documents across the following topics:

- Demographics (including age, nationality, family structure)
- Skills and education from early years schooling through to further and higher education
- Levels of deprivation
- Employment and wages
- Company size
- House prices
- Planned commercial development
- Planned residential development
- West of England Joint Spatial Plan and Bristol Local Plan
- Corporate Strategy
- One City Plan
- Connectivity including public transport network and accessibility
- **Bristol Transport Strategy**
- Digital connectivity
- Environment including air quality
- Infrastructure
- Cultural amenity

Wherever possible, the data has been disaggregated to identify disparities, spatially, across gender, ethnicity, age, disability or other characteristic.

A strong set of themes were identified through the baseline review which focus on people and place. These have been consulted on with the City Council, City Office and stakeholders.

People are at the heart of the strategy with a focus on making sure that the city can offer residents with productive jobs that suit their skills. This will allow people to provide for themselves and their families and live healthy happy lives.

People Centred

Place people at the heart of investment; delivering education, employment and skills opportunities for all, promoting inclusive life-long learning, health and well being, generating opportunities for sustainable prosperity.

An inclusive Bristol must have people-centred and people-driven projects, services and investment at its heart. It must also recognise the different needs of its diverse population in designing and delivering those projects, services and investments to ensure maximum impact, inclusion and sustainability.

The challenge

Employment

Employment figures demonstrate that Bristol is performing well overall. It has the highest employment rate of the ten Core Cities, and has performed well for the past ten years. The jobs in Bristol also tend to be productive jobs, with Bristol's Gross Value Added (GVA) per worker higher than the UK average. However, the 'overall' and 'tend' mask economic inequalities and exclusion for many residents.

Within the city there are clear spatial disparities, with many neighbourhoods experiencing significantly lower employment rates and earnings. There are other disparities between residents based on gender, ethnicity, etc. While enabling residents

of these neighbourhoods or groups to enter employment will be a feature of inclusive growth, addressing inequalities will require enabling these residents to secure higher quality jobs. As with many places in the UK, many Bristol residents are subject to in-work poverty and forms of employment that do little to improve their health and wellbeing. Bristol also faces some high costs of employment, contributing to in-work poverty, including transport and childcare costs.

Temporary contracts, zero-hours contracts, and the ‘gig economy’ can all provide much-needed work for those not currently in employment, but they also are often characterised by limited autonomy, lack of formal training or skills development and restricted job progression. The pitfalls of modern working practices were highlighted in the Taylor Report, Good Work in 2017, which called for “a fair balance of rights and responsibilities, everyone should have a baseline of protection and there should be routes to enable progression at work.” Improving terms and conditions of employment, as part of improving ‘jobs quality’ is often seen as a feature of the value that organised labour can bring to inclusive and sustainable economic growth.

Further and Higher Education

Bristol is successful at attracting students to its excellent Higher Education institutions; however, the participation rate in higher education is poor for the city as a whole. Within Bristol, there is disparity in higher education participation, with residents of neighbourhoods in the south, east and North West periphery less likely to attend college or university than those in the centre of the city²⁴. More local people could attend the universities in Bristol—as well as universities elsewhere and attaining degree-level skills in other settings. This starts with increasing the aspirations of students and instilling a culture of learning across all schools, families and communities, leading to improvements in educational attainment across schools and in post-16 further and tertiary education.

Part of this is about better investment in skills and training programmes to gain more efficient outcomes and impact. Bristol Learning City has established a Partnership Board which seeks to tackle learning challenges in the city. Members of this board include city leaders, education professionals and business advocates.

BRISTOL IS SUCCESSFUL AT ATTRACTING STUDENTS TO ITS EXCELLENT HIGHER EDUCATION INSTITUTIONS, HOWEVER, THE PARTICIPATION RATE IN HIGHER EDUCATION IS POOR FOR THE CITY AS A WHOLE.

Priorities for a people-centred approach	
<p>Priority PCA1 – giving people the best start in life</p>	<p>Simply targeting ‘economic growth’ does not necessarily contribute to improvements for all. Economic problems that start early can compound as they go unaddressed and therefore working with people early on in life is important. People-centred growth seeks to change the narrative from being simply about creating jobs and homes (by volume) to focusing on better outcomes for people through skills and education, wellbeing and the built environment where people live, work and play.</p> <p>This means:</p> <ul style="list-style-type: none"> • Designing a child-friendly city through spaces and places that encourage play and active learnings. • Creating places that are attractive and accessible to young people and their families. • Initiatives to improve the health and wellbeing of children in early years, supporting positive health choices and educational attainment. • Providing affordable childcare and nursery education, offering low income families and lone parents the opportunity to work • Improving school attendance and attainment, particularly for disadvantaged pupils and improving careers advice at school in preparation for ‘key transition points’ such as GCSE, post-16 learning, employment, and work progression.

<p>Priority PCA2 – Helping people progress into better jobs</p>	<p>Focussing on how the most productive jobs can be created (across all skills levels and sectors) and productivity can be increased in existing jobs to benefit all workers is central to the strategy. Whilst generating new jobs is a core component, it is crucial to ensure that there are the appropriate skills and training programmes in place, with employers actively willing to work with the Council and other partners including training providers. This also recognises the important role that employers play in investing in and utilising skills to innovate and raise productivity.</p> <p>This means:</p> <ul style="list-style-type: none"> • Working with lone parents and low-income families to ensure they can access affordable childcare to allow them to attend skills and training programmes and enter employment. • Increasing skills and productivity to grow wages and job quality, to eliminate in-work poverty and enhance wellbeing. • Developing a culture of lifelong learning, in which people are motivated to acquire and aspire to quality jobs in various settings, including schools and the workplace. • Improving apprenticeship starts, quality training and completions, including higher-level and graduate apprenticeship completions, with a particular focus on under-represented and minority groups. • Support for Union Learn and other organized labour initiatives to enhance job quality
<p>Priority PCA3 – enhancing health and wellbeing to support longer, healthier and more productive lives</p>	<p>Inclusive and sustainable economic growth has a symbiotic relationship with health and wellbeing. They are co-dependent, with employment bringing health benefits and employment prospects being enhanced by good health. Conversely, unemployment and economic exclusion can be both the result and cause of poor health. Some means of economic growth can have direct impacts on individual or public health, often the result of environmentally unsustainable practices.</p> <p>This means:</p> <ul style="list-style-type: none"> • Ensuring the streets and places are high quality and well connected encouraging people to dwell and interact and encouraging active travel, like walking and cycling • Working with social enterprises and the third sector on health and wellbeing community projects • Access to open space for quiet enjoyment, exercise and recreation • Working with employers and trade unions to ensure employees are able to ‘Thrive at Work’, with provision for occupational health and particular concern for mental health

Diversity

Between 2006 – 2016, the percentage of the working age population who are ethnic minorities rose from 9.1% to 14% (almost 18,000 people). Between 2006 – 2016, the ethnic minority population rose from 8.7% to 14.2%²².

Lone-parent households.

In 2011, 8% of all households in the city were lone-parent households with dependent children. In 48% of these, the parent was not in employment.

Employment

Bristol has the highest employment rate of the Core Cities, just above that of Leeds. The employment rate has been broadly increasing for the last 12 years, from 72% in 2004/05 to 77% in 2016/17.

Skills

Develop and encourage life-long learning, ensuring that the people who live and work in Bristol are supported and encouraged to gain the skills they need to thrive in an inclusive economy

Learning is a life-long process. From early-years through post-retirement, people can continue to learn and increase their skills to improve their employment opportunities and community engagement. For many people, their engagement in education throughout life is influenced by the culture towards learning within their communities— family, neighbourhood, workplace and so forth. Thus, developing cultures of life-long learning requires engaging with a wide range of stakeholders about opportunities and benefits of continuous education.

The challenge

Schools

Bristol schools perform well at both primary and secondary level in Ofsted ratings. However, there is a large gap in attainment levels for children from disadvantaged families and other children which is higher than the UK average. In 2015 the gap in attainment in Bristol was 30% whereas the England average was 27%. The gap has remained stubbornly above 30% for the past 7 years, peaking at 37% in 2012. Bristol schools are 150th out of 152 in the country for attendance. There is likely a link between poor attendance and poor attainment in schools, both of which point to the need for influencing a culture of learning and understanding the opportunities associated with increased education and training.

Apprenticeships and skills

Bristol has a lower rate of apprenticeship starts than Core Cities. Interestingly, almost half of all apprenticeships are taken up by those over the age of 25, with around a quarter of apprenticeships starts taken up by under 19s²⁵. Apprenticeships are important in supporting young people into the labour market and in helping adults to gain updated or new skills, but cannot exist without investment by employers.

74 percent of 16-17 year olds in the City of Bristol were Not in Education, Employment or Training (NEET) or their activity was not known. This compares to 6 percent in England as a whole and ranks it in 5th place out of the eight English Core Cities²⁶. This indicates a need for more, and more appropriate, education, training and employment opportunities for young people in the city, together with enhanced careers guidance.

There is evidence of a disconnect between skills provision in FE and demand in the local labour market, with underprovision of courses for skills in demand and over provision of some other skills. The business community could forge stronger links with education and training providers to make sure that the right skills are being provided in colleges and universities in the city so that students are 'job ready', with particular emphasis upon young people disadvantaged by gender, ethnicity or other characteristic.

Ongoing training and support

Ongoing education and training is important to adults to adapt to changing skills demands and for career progression.

Priorities for education and skills

<p>Priority ES1 – providing learner-centered focus in communities with lower educational attainment</p>	<p>Learner achievement is based on a wide range of personal, familial, school-based and other factors. The gap in achievement between students from disadvantaged and non-disadvantaged backgrounds is a warning sign for young people’s future. To combat this, Bristol will focus efforts within schools, community groups and families to support improvements in educational attendance and attainment alongside careers advice to improve aspiration and life chances.</p> <p>This means:</p> <ul style="list-style-type: none"> ▪ Making the most of community groups in combination with schools to provide students from disadvantaged backgrounds with additional academic and social support ▪ Better structured mentoring programmes between schools, businesses and the third sector, as well as work experience opportunities to help raise the aspirations of students ▪ Improved careers advice and support for parents and young people to understand what training and skills are required for high quality, local jobs
<p>Priority ES2 – building a locally responsive education and skills system</p>	<p>Bristol has strength in sectors as diverse as finance, professional services, programming and broadcasting activities. It also has large volumes of jobs in care, retail, hospitality and education. To enable residents to access opportunities in these sectors, Further Education and Higher Education will work together to provide courses that equip people with the right skills. This skills and training needs to be sustainable so it will also ensure that there are programmes for future changes in workplace jobs, automation and new industries.</p> <p>This means:</p> <ul style="list-style-type: none"> ▪ Bristol will seek to include a strong educational and training component in the Local Industrial Strategy. This will strengthen the link between educational success and economic success, recognising the role of research and skills aligned to local labour market need required to help deliver local inclusive growth.
<p>Priority ES3 – Learning as a life-long process and cultural aspiration</p>	<p>There are opportunities to learn throughout all stages of life. The hard skills and soft skills required to be successful change over time, and people need to be given the opportunity to continuously invest in learning. Early-age education has life-long impacts, and, thus, should be of particular focus in Bristol. But, the skills and training programmes of the City Office and partners such as the Learning City Partnership will also consider how to best provide the skills for school-age, support progression to further learning including university, work with business for on-the-job training and providing ongoing learning (and teaching) opportunities for older citizens.</p> <p>This means:</p> <ul style="list-style-type: none"> ▪ Bringing together the skills providers across Bristol to better understand their key needs and the ways to support the essential transitions from early years, to school, university, working and later-in-life. ▪ Using this shared understanding to inform strategic approaches to education and skills provision, especially in post-16, work-related learning ▪ Building on the strengths of the Learning City Partnership campaigns and the status as a UNESCO Learning City to support a cultural aspiration for life-long learning ▪ Support the role of Union Learn in workforce development

School performance

Overall, Bristol has seen an increase in primary and secondary school performance over the last five years.

Attainment gap

There is a gap in educational achievement between children from disadvantaged backgrounds and other children in Bristol. The gap in 5+A*-C (including English and Maths) between disadvantaged and non-disadvantaged pupils was higher in Bristol (33.9% in 2016) compared to England (28.0%) in 2016.

Squeezed middle skilled jobs

Compared to Great Britain, Bristol has a higher share of highly-skilled occupations (53 percent compared to 45 percent) in 2016. Since 2004, the proportion of jobs in middle-skilled occupations has been falling, particularly in Bristol compared to Britain.

Apprenticeships

Bristol has fewer apprenticeship starts per 10,000 residents than any other Core City.

The gap in educational achievement

Along with low apprenticeship participation rates indicates that there may be challenges to overcome in terms of the learning culture amongst some of Bristol's young people and careers advice and information services.

Higher education participation

There is great disparity across the city, with some areas having almost 100 percent participation in higher education from residents by the age of 19, while other areas have below 20 percent.

Creativity and Innovation

Capitalise on the city's reputation for creativity, talent and innovation providing good growth by generating diverse and productive ideas and services.

Creative and innovative cities need spaces where people and organisations can share ideas and express themselves.

The challenge

Bristol has a significant number of creative industries businesses and innovative companies and social enterprises. It is also a city known for cultural amenity, festivals, debates and ideas. This supports a strong tourism economy and contributes to an attractive quality of life; Bristol is the 8th most visited city in the UK.

It has major assets in its diversity of people, world-class universities and variety of businesses which can support an innovative and creative business environment. Alongside this, strong local government and community groups can work together to develop new and improved local services.

There should be greater focus on developing innovative and enterprising opportunities for young people, facilitating career opportunities in a wide range of sectors as alternatives to university as well as raising aspirations for university study.

There are real pressures on small fast-growing businesses to find the space to scale up that is also affordable and accessible. Incubators such as the Engine Shed, Filwood Green Business Park and Paintworks bring together small businesses, researchers and social enterprises to spaces suitable for start-ups, in an open and collaborative environment. What is needed is similar, suitable spaces for them to expand and thrive.

The diversity and cross-fertilisation of businesses and sectors is also important for innovation, and boosting trade and developing export opportunities in the wake of Brexit. Innovation can drive productivity, competitiveness and prosperity.

Looking forward, technological advancements – combined with globalisation and demographic shifts – will bring significant changes in the labour market, with big implications for the city.

As Nesta identifies in *The future of skills: employment in 2030*, a number of factors, including technological changes such as automation and artificial intelligence (AI), will change the demand for jobs and skills. Generally, those jobs that are made up of routine tasks are at a greater risk of replacement, whereas those occupations requiring interpersonal and cognitive skills are well placed to grow.

When thinking about future inclusivity and innovation, Bristolians will need more of these skills to thrive.

Priorities for a creative and innovative Bristol

<p>Priority CI1 – leveraging the city’s diversity to spark new ideas. Driving innovation and productivity gains</p>	<p>A key advantage in cities is that they bring people together with diverse backgrounds and ideas from a wide range of places. This creates a backdrop for innovation and creativity to solve economic, social and environmental problems.</p> <p>Similarly, businesses can generate opportunities for firms and workers to learn from one another, creating new solutions and products to support economic growth.</p> <p>This means:</p> <ul style="list-style-type: none"> • Businesses will embrace the cultural, ethnic, gender, social, sexual identity and other diverse characteristics of the city through inclusive work environments. They will understand the business case for embracing equality, diversity and inclusion in the workplace for supporting innovative, productive and engaged employees. • Networks of people and businesses will make a commitment to not only have diverse membership, but also represent diverse perspectives. • Networks for businesses and workers to meet, share ideas and innovate will be built on platforms of trust and common understanding. • Building on and maximising the benefits from existing sector based networks, which are often centred on places such as the Engine Shed and Watershed where individual businesses benefit from proximity to others. • Support a not-for-profit platform to connect creative/technology driven start-ups with pre-seed investors, mentors and angel investors.
<p>Priority CI2 – creating a culture of innovation and creativity for public services</p>	<p>Public services can provide the essential infrastructure for inclusive and sustainable economic growth—from transport to education and social services. The creative energy in Bristol should grow in the public sector as well. Given constrained public budgets, increasing public needs and Brexit round the corner, the public sector needs the freedom to innovate and explore ways of providing services more efficiently and effectively.</p> <p>This means:</p> <ul style="list-style-type: none"> • The public sector will be more creative and innovative in their approach to public services, particularly in approaching the multi-faceted nature of services. Agencies, organisations and departments will network with one another, trying to find common solutions to overlapping issues. <p>The public sector rewards employees who take risks to overcome public sector challenges. ‘Intrapreneurship’— when employees taken on entrepreneurial behaviours— will create new opportunities to improve public services, capitalising on the city’s creative potential. City leaders will be open and transparent that public sector innovation involves risk, and it is reasonable to fail on the journey towards doing things better.</p>
<p>Priority CI3 – develop places where people can meet and new ideas evolve</p>	<p>Places—both public and private—should be designed to create space for the diverse communities of Bristol to interact, express their creativity and innovate. Creating physical “common ground” can go a great way towards facilitating new ideas and entrepreneurialism, but it must also go hand-in-hand with feeling welcome, comfortable and safe in these spaces and networks.</p> <p>This means:</p>

	<ul style="list-style-type: none">• Imaginative re-engineering of the City Centre, to retain its place as the city's focal point for its citizens• Building on existing models such as Engine Shed. More affordable and flexible space with more choice for start-up businesses and community-based groups needs to be available.• Investing in SMEs by creating a fund to support businesses to access scale-up space. Mechanisms including grants and funding could support the provision of new incubation and accelerator workspace.• Promote and showcase the city's great, inclusive businesses, and highlight small and independent businesses which have the opportunity to scale up.
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Bristol is highly skilled

Between 2004 and 2016, Bristol's share of jobs in the most highly-skilled occupations grew from 44 percent to 53 percent, outpacing Great Britain which grew from 40 to 45 percent share over the same period.

Positive business start-up and survival rates.

Bristol has a higher business churn rate than the national average. High churn is often good, as it signals that new businesses are starting up, demonstrating innovation and a healthy business environment for new businesses.

Bristol innovates

The West of England generates almost 41 patents applications per 100,000 populations, much higher than the UK average of 17 patents per 100,000.

Well Connected

Deliver sustainable and accessible ways for people to engage with and benefit from the economy through transport and digital connectivity.

Travel is changing. In cities across the UK and internationally, there has been an increase in public transport and Bristol is planning to be at the forefront of this change. The Council has developed a new Bristol Transport Strategy and is active in working with regional partners to enhance transport infrastructure and provision.

The Council wants to shape the future of travel, including the use of electric and autonomous vehicles, rather than simply respond to or accommodate these new technologies and systems. The city also wants to make sure it is digitally super connected, allowing businesses and residents to thrive in this new digital era.

Bristol is a compact city and has a strong commitment to modal shift and encouraging active travel. The benefits are interconnected, easing congestion on the roads, leading to better air quality, lower carbon emissions and an active city delivering health and wellbeing outcomes.

Connecting people to jobs is paramount to inclusive and sustained growth and tackles the need to get Bristolians into the right productive jobs. A rapid mass transit system, which is affordable and accessible to all communities, is one of the longer term aspirations for the Mayor of Bristol.

There is also significant development underway in the city including Temple Quarter, where improvements at Temple Meads station will speed up connections between Bristol, London and other parts of the country. The Temple Quarter regeneration programme will attract major investment that will in turn deliver new productive jobs and new affordable homes.

The challenge

There are some particular challenges regarding local public transport connectivity and affordability. Spatially, areas that are particularly deprived in Bristol to the south east of the city, have poor local transport connectivity. The south of the city has some of the longest journey times via public transport to areas of high employment, and the cost of travel can be prohibitive.

BRISTOL WILL BE A CITY OF SUSTAINABLE COMMUNITIES THAT COMBINE HOUSING, EMPLOYMENT, RETAIL, EDUCATION, TRAINING AND LEISURE FUNCTIONS, ALL LINKED BY A STRONG PUBLIC TRANSPORT NETWORK. THE CITY ALSO WANTS TO MAKE SURE IT IS DIGITALLY SUPER CONNECTED, ALLOWING BUSINESSES AND RESIDENTS TO THRIVE IN THIS NEW DIGITAL ERA

Priorities for a well-connected Bristol

<p>Priority WCB1 – connecting people to jobs, especially in deprived neighbourhoods</p>	<p>Whilst Bristol is a compact city, there are improvements that could ensure people are able to easily access jobs through good, affordable local transport connections. Future investment in local transport infrastructure should focus on places where journey times are longer, and access to local transport is more difficult, but potential demand (and benefits) is high. There are also opportunities to prioritise modal shift so that people are less dependent on cars, which can deliver improvements to congestion, emissions and air quality.</p> <p>This means:</p> <ul style="list-style-type: none"> ▸ Developing a local transport strategy which specifically targets how to better link areas of deprivation to employment. ▸ Advising local residents and businesses on the public transport choices available to them, including promoting walking and cycling. ▸ Determining what a new mass transit system in Bristol could look like and the impacts it will deliver
<p>Priority WCB2 – looking at mechanisms to deliver affordable public transport options for residents, especially lone parents, those on low wages and part-time workers</p>	<p>Unemployed people, especially lone parents and low income families have to take choices on employment including their ability to pay for, and access, transport to work.</p> <p>This means:</p> <ul style="list-style-type: none"> ▸ Considering subsidised public transport costs in Bristol, especially for low income and part-time workers ▸ Working with transport operators on affordability measures including multi- and through-ticketing ▸ Informing families on different modes of transport including active transport and examine bike loan schemes, including 'wheel to work', to assist families with the cost of provision, including for school children²⁹
<p>Priority WCB3 – digital connectivity and take-up to ensure all Bristolians have functional access and businesses can develop their competitiveness</p>	<p>The provision of Wi-Fi and high-speed broadband is an enabler for productivity growth, as it creates an attractive environment for businesses to invest. Residents should also be afforded the ability to access superfast broadband, recognising that take up and realising benefits are driven by affordability, security and digital skills.</p> <p>This means:</p> <ul style="list-style-type: none"> ▸ Working with providers to ensure that all parts of the city have high-speed and reliable connections ▸ Working with local businesses to ensure that customers and visitors have free and secure access to the internet ▸ Develop universal basic digital skills in communities ▸ Ensure an inclusive approach to the roll out of 5G

Open for Business

Provide an environment for business growth, creating the right conditions for increased people driven productivity and investment.

Bristol is the most productive of the UK Core Cities, largely as a result of its skilled workforce and a diverse economic structure. The city also benefits from a long established spirit of creativity, innovation and enterprise. These are all important features of a successful city economy.

The challenge

There is a trade-off for highly productive cities. The access to knowledge and shared infrastructure can increase the cost of doing business, such as rents and wages. The diagram below demonstrates that city centres benefit most from people delivering innovation and higher productivity with one another in close proximity, but that creates demand for limited space—resulting in higher rents.

Bristol has strong and growing employment in high value-added sectors and growing investment in commercial business space. The links to the two major universities and investment in digital and high-tech sectors make the city particularly innovative. It is witnessing an increase in the commercialisation of its R&D, which is one of the pillars of the Government’s industrial strategy. Making sure that this burgeoning innovative ecosystem is inclusive and sustainable is a particular challenge when responding to the issues such as increased rents and the ‘squeezed middle and lower skilled jobs’.

Businesses within the Bristol city-region are already employing strategies to create their own inclusive and sustainable growth. This includes using public commitments to the triple bottom line³² to demonstrate how commercial businesses can deliver benefits beyond profits, as well as through adopting creative approaches to recruitment and retention to deliver an element of sustainability and inclusivity to their growth.

Bristol is working hard to support scale-up businesses (enterprises with average annual growth in employees or turnover greater than 20 percent over a three-year period, and with more than 10 employees at the beginning of the period³³). For small businesses to scale into larger ones they need access to physical office space, with flexible tenure terms, and affordable finance. Studies demonstrate that it is the lack of such space and infrastructure as key reasons for scale ups failing to transform into larger ones³⁴. Therefore, to ensure the city is open for business and supports the retention and growth of inclusive and sustainable businesses, it needs a variety of spaces with a range of flexible lease arrangements.

Bristol will need to balance the effects of success with being accessible and affordable, in the availability of commercial space as with residential. This will be expressed through an Employment Land Strategy. Other business-facing strategies will be developed by Bristol City Council in areas such as enterprise support and inward investment.

Priorities for being open for business

Priority OB1 – encourage businesses to provide high quality well paid jobs

Bristol has high rates of business start-ups and survival, demonstrating it has a confident business environment. Supporting and encouraging business growth will create a supply chain effect opening up the jobs market. It will also develop the city’s brand in being a city that welcomes inward investment and supports business.

This means:

- Work with businesses to ensure a Real Living Wage to support lower paid workers progress into better jobs
- Innovation in ‘bulk employment’ sectors to raise productivity and wages
- Attracting inward investment that creates inclusive and sustainable jobs and training opportunities, accessible to local workers
- Work with businesses to ensure that the right skills are

	<p>being provided and the apprenticeship opportunities are appropriate for the current and future jobs market</p> <ul style="list-style-type: none"> • Ensure schools careers advice and work experience programmes are effective and introduce young people to the many opportunities available to them in the city across sectors and businesses.
<p>Priority OB2 – maintain market intelligence that supports business investment and good economic development decision making</p>	<p>A good economic growth strategy relies on solid market intelligence. As an inclusive city, Bristol will use market intelligence and evidence-based policy to support economic growth and business.</p> <p>This means:</p> <ul style="list-style-type: none"> • The Mayor’s office and city agencies will work together to share intelligence (hard and soft data, plus analysis) which will support evidenced economic development strategies. • Inward investment and trade (exporting) strategies will be data-driven and supported by up-to-date information on property markets, skills, growing sectors and emerging local trends. This will give Bristol a voice in working with Department of International Trade and other inward investment agencies. • The city will monitor the economy, including the local labour market, and horizon scan for shocks and opportunities to be proactive and resilient to future change, intervening where practical and effective.
<p>Priority OB3 – procurement and access to publically owned space and property</p>	<p>The Council has a significant number of assets across the city and its purchasing power (alongside many other businesses, partners and agencies in the city) is large. There is an opportunity to support local business with opportunities in the city through access to space and contracts – without prohibiting competition and competitiveness from further afield. There is also an important opportunity to support inclusive economic growth through ensuring that social value is gained from public sector procurement. Social value calculations should always assess their opportunity cost – does it cost more to extract the social value than its real value?</p> <p>This means:</p> <ul style="list-style-type: none"> • Looking to examples including Compete For which are portals for local businesses to easily and readily access contracts in the local area • Undertaking an asset audit to see if Council assets such as buildings and space could be utilised for use by local entrepreneurs, social enterprises and the third sector. • Active participation and leadership in a collective approach to asset and social value based inclusive growth in the public sector.

	Working with major employers to develop a local supply chain for products and services.
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Productivity is high

GVA per worker, the main measure of productivity, is higher in Bristol than any of the other Core Cities. In 2016, GVA per worker in Bristol was £54,000, compared to £49,600 in Leeds or £47,700 in Manchester³¹.

Employment patterns are changing Employment in manufacturing has been falling over the past decade, and other sectors, like financial and insurance activities and education have been relatively stagnant. But, real estate; professional, scientific and technical activities; and administrative and support activities as a group have grown the most and represent the largest sector in Bristol.

A digital and tech leader

McKinsey & Co with the Centre for Cities found Bristol as having the only fast-growing, globally-significant technology cluster in the UK (outside London).

Continued investment in offices

City centre office supply is at its lowest levels since 2002 due to continued transformation of secondary stock to housing (especially student accommodation). Investment in offices surged in 2015 and 2016, with investment focused in the city centre.

Squeezed low- and middle-skilled jobs

Since 2004, there has been a noticeable decline in low- and middle-skilled jobs. This highlights the importance of up-skilling existing workers, attracting highly-skilled workers, supporting low and medium-skilled workers and employers.

Place focused

Develop high quality places, communities and neighbourhoods to retain and attract a diverse mix of residents, workers and visitors.

Bristol is a city of distinct and diverse districts and it is this diversity which makes it an attractive place to invest and live for the majority of residents. However, there are areas of the city of inequality in terms of access to housing, jobs or sustainable transport.

There are a number of major regeneration schemes and proposals in the city, in areas such as Temple Quarter, Lockleaze, Bedminster, Hengrove, Southmead, and Western Harbour, as well as in the city centre itself. These will deliver high quality exceptional and vibrant places with potential for both new productive jobs and new homes. Ensuring that new development is inclusive, sustainable and enhances quality of life is one of the core components of this objective.

Challenges

The quality of place can influence behaviour, investment and long term opportunities.

The built environment plays an important role in shaping people's health, behaviour and development. For example, cities can be challenging spaces for children, with busy roads and lack of play space. But, Bristolians have developed new ways to make public spaces child-friendly. In 2011, Bristol led with programmes for making streets safer for play. Now, the network—Playing Out—operates in cities across the country. A city designed with children in mind will tend to be suitable for all ages.

Quality public realm can change a community and bring economic benefits; working with developers to invest early in high quality public realm and meanwhile uses can have wide ranging long term impacts. This needs to be delivered alongside ensuring there is affordable business and incubator space.

'User experience' including locals and tourists can also drive local economic activity, but Bristol lags in tourism spend compared to other Core Cities. Pops up, meanwhile uses and curating public space can all impact local economic spend which is important for local centres and high streets.

This will also require ensuring that the key arrival and access points to the city work well (by rail and road). Addressing key bottlenecks and capacity issues will enhance the 'user experience'. As Bristol has demonstrated, effective wayfinding and quality connections can make sure that visitors experience wider parts of the city so that the focus is not all on the city centre. Building on the Bristol-developed and now internationally-known 'Bristol Legible City' initiative, signage in the city is due to be updated in 2018/19 and will be extended beyond the central districts, introducing public art and improving the public realm.

Priorities for delivering a place-focused approach

<p>Priority PF1 – creating safe, healthy public spaces for everyone</p>	<p>High quality public realm can encourage walking and cycling in the city, people to be active, reducing social isolation and increasing footfall on high streets and neighbourhood centres increasing local economic activity.</p> <p>This means:</p> <ul style="list-style-type: none"> • Ensuring that all citizens have access (location, use and time) to green spaces and local centres, community services and public amenities within accessible active travel distance. • Public spaces in local centres and the city centre should be well maintained. • Mitigating air pollution and noise from city streets that reduce the enjoyment, use and healthiness of public spaces. Parks, public realm and community spaces should be healthy places, protected from the negative effects of anti-social behaviours, traffic and industry.
<p>Priority PF2 – encouraging a thriving and successful city centre</p>	<p>A thriving city centre can increase tourism, local economic activity and inward investment. It can create jobs in retail, leisure and tourism through to highly skilled companies who want an urban city centre environment.</p> <p>This means:</p> <ul style="list-style-type: none"> • Encouraging knowledge-intensive jobs to cluster in the city centre, as they are the most accessible (particularly for people using sustainable transport), inclusive and sustainable locations for employment. Clustering encourages businesses to collaborate (with each other and the Universities) and workers to learn from one another. Accessible clusters create deep and wide job markets, which offer a wider range of opportunities to workers across sectors and skills levels. • Develop a local industrial strategy which sets out defining the contribution of Bristol City Centre as the economic powerhouse for the city region. City centres attract a type of highly-skilled jobs which have benefits including supporting more local service based jobs across a range of skills levels and being more future-proofed against automation. • Focus on creating quality, knowledge-intensive jobs in the city centre. Cities with higher proportions of knowledge-intensive sectors have experienced faster economic growth and higher economic resilience compared to those with higher concentrations of unskilled and labour-intensive jobs³⁵.
<p>Priority PF3 – improving local centres</p>	<p>Local centres are an important asset in a city. Not simply for retail uses, but as places for people to meet and</p>

	<p>socialise, reducing isolation especially in older people, and can be the heart of the community.</p> <p>This means:</p> <ul style="list-style-type: none">Local centres and high streets continue to serve their local residents and businesses but in new ways, reflecting the changing nature of retail. The city will re-think the way people use local centres. They will be about more than shopping but will be home to local services and enterprises for communities. This might include affordable workspace for scale ups and social enterprises, centres for mixed community uses and, places for children to play.Planning local centres that are well-connected for active travel, public transport and open space. Residents should have easy access to good public realm, sufficient pavements and cycle space (and parking) and good bus and rail or in the future other forms of mass transit. This could encourage the use of reimagined local centres by all populations from all ranges of income and ability who can use the services provided there.
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Deliver homes

Provide homes people can afford and to meet their needs for existing and new communities covering a range of types, delivery models and tenures.

Over 450,000 people call Bristol home. Bristol's status as a smart city, green capital and its reputation for excellent quality of life attract people to live here.

For Bristol to be inclusive, people must have an affordable, safe and secure place to live. Secure and good quality housing is important to achieving a good quality of life and can often act as a springboard to improving health, education and employment outcomes.

Challenges

Despite Bristol's strengths, there are inequalities within the city. These inequalities are frequently reinforced by poor quality homes and an increasingly severe shortage of affordable housing.

ONS data shows that in 2017 the average (median) house price is 10.9 times the average (median) residence-based salary³⁷. Bristol is ranked last in terms of affordability when compared to other Core Cities (making Bristol more affordable than London but less affordable than most of the UK's largest cities). Bristol has seen the largest increase in this ratio between 2011 and 2016 indicating that the impact of this affordability challenge will have been felt severely in recent years.

The need for new homes is set to continue, with the recent Strategic Housing Market Assessment for Wider Bristol identifying the need for 105,500 homes across the West of England over the 20 years from 2016 to 2036. It is noted that Bristol functional housing need is not expected to be met within Bristol's city boundary alone with people commuting to work and accessing amenities from outside areas.

The delivery of new homes needs to remain responsive to changes in the market, and market characteristics, for example, the private rented sector in Bristol is strong, potentially reflecting Bristol's young population profile. Whilst traditionally a large private rented sector consisting of a large number of landlords with single properties presents challenges, the presence of such a market could also present opportunities to larger providers to deliver quality homes at scale through harnessing investment from institutional and charitable investment.

The City Council plays a critical role in delivering homes to accommodate growth and has the potential—with investment—to provide affordable homes in the right configuration in the right places for residents. The Bristol Housing Strategy identifies the role for the Mayor, the Council and other agencies in meeting this challenge. **The emerging Employment Land Strategy Study will inform future employment land requirements and the review of the Local Plan will provide supporting policy to promote the correct balance between employment space and residential provision.** Other measures include:

- The Mayor has committed to deliver 2,000 homes per year, with BCC committing £200 million over the next 5 years to ensure 800 of these will be affordable.
- Proactively looking for opportunities for additional housing land and site assembly, making best use of land available (provided this can be balanced with the need to protect and enhance land required for industrial and commercial use).
- Creating value from brownfield land and sites and reviewing existing land and property assets.
- Considering a range of delivery options including direct delivery, partnerships with Registered Providers and Homes England as well as through encouraging new entrants into the sector.
- Ensuring that the skills and expertise required are available within the Council.
- Considering investment in modern methods of construction, to speed housing delivery

Priorities to deliver homes

<p>Priority DH1 – delivering homes that people can afford</p>	<p>For the City to thrive it is essential that all members of the community are able to afford safe and secure homes. The mix of homes must be appropriate to provide choice for all members of the community and to meet the needs of communities today and in the future.</p> <p>This means:</p> <ul style="list-style-type: none"> • Providing a mix of homes across a range of types and tenures, across a range of prices that people can genuinely afford. These homes must be appropriate to local communities providing good quality options and a choice of home particularly in areas where there is inadequate current provision and where demand is high. • Where appropriate enabling provision of quality homes by the private rented sector. These homes are likely to be provided where there are suitable development sites, but must be appropriate to local communities and avoid the worst excesses of gentrification and displacement. In appropriate locations, the private rented sector can deliver homes at a faster pace and larger scale than private for sale development³⁸. • The council will continue to monitor this trend and ensure it is appropriate for the city, and where it is, progress housing (of different tenures). The forthcoming Employment Land Strategy Study will assess commercial need and will make the case for ensuring there are still appropriate locations for commercial development. • Using strategic planning powers and local plans to ensure the right kind of housing is delivered at pace and scale to ensure supply can meet demand. In particular, through the review of the Bristol Local Plan. • Support innovative home building routes, including self and community build schemes supported by non-traditional funding initiatives and modern methods of construction.
<p>Priority DH2 – delivering homes that connect people with jobs</p>	<p>A safe and affordable secure home is fundamental to participate in employment undertake further study and achieve a good quality of life.</p> <p>This means:</p> <ul style="list-style-type: none"> • Planning new development around new and existing or planned transport corridors and centres, especially those with planned increased capacity for active travel and public transport access to employment centres. • Ensuring that homes for people on lower income are accessible to employment areas (especially in Bristol city centre and major town centres). “Accessibility”

	<p>includes the location, affordability, time of travel and timetable of public transport. Accessible public transport should ensure that the financial and logistical costs of travel—particularly for work—do not outweigh the opportunities employment provides.</p> <ul style="list-style-type: none"> • The public sector working with developers and Registered Providers to identify opportunities for employment and training on or close to new developments, and to identify ways in which they can work together to support tenants and residents to take advantage of opportunities. • Support the target for housing to cost no more than a third of total household income.
<p>Priority DH3 – improving existing neighbourhoods while shaping new ones</p>	<p>Bristol has established neighbourhoods, with distinct characteristics and community spirit. Supporting existing neighbourhoods and enabling them to flourish alongside new communities will be essential to delivering inclusive growth. However, communities should have the opportunity to interact and engage across the city offering new opportunities and experiences. Existing neighbourhoods with supporting community, social and physical infrastructure offer a sustainable place for new development, as well as an opportunity to attract investment that could deliver wider improvements.</p> <p>This means:</p> <ul style="list-style-type: none"> • Established communities are invested in and improved to ensure that residents can access the new amenities in Bristol. This may involve investment in existing homes (including retrofitting to meet energy targets to combat fuel poverty and enhance sustainability) as well as new homes, but also in ensuring access to transport and wider amenities. • Using development funding in ways that supports the wider regeneration of neighbourhoods rather than single sites. • Making the most of underutilised land and buildings within existing neighbourhoods. This will mean the public sector agencies, such as Homes England investment, working with partners on projects including the One Public Estate proposals, to identify opportunities on brownfield sites, under-utilised sites and buildings and taking the lead where appropriate to support increased densities within existing areas.

Need for new homes

The Bristol Local Plan review consultation document expects at least 33,500 new homes to be built between 2016 and 2036 consistent with the submitted West of England Joint Spatial Plan. This will require a sustained high level of delivery over this period.

Rising home prices

Growth in house prices in Bristol since 2012 has outstripped the UK and South West³⁶.

Less home ownership, more private renting Bristol has seen growth in private renting of housing and a decline in home ownership (either outright or with a mortgage), and a higher increase in private renting compared to England. 29% of city residents live in rented properties and affordability of rent relative to wage is an issue.

Affordability

The median house price was 10.9 times the median wage in Bristol in 2017, making it one of the most unaffordable cities for housing in the UK.

Work in partnership

Delivering good growth - enabling social mobility through strong partnerships across agencies and all sectors, at the local, regional and national level.

An inclusive city takes a joined up approach to complex issues to make the most of a wide range of expertise, capabilities and assets.

The Bristol One City Approach is a long term vision for Bristol led by the City Office which will provide a vehicle to help align strategic city stakeholders, strategies and plans towards a common set of goals and investments. Through improved alignment, the city will realise collective benefits under three themes all about reducing inequality, promoting quality of life and improving sustainability.

Bristol City Office is working in partnership with key stakeholders in the Bristol City region to lead the way in inclusive growth via a series of civic-led, business-focused Strategic City Funds, covering three proposed strands of activity: housing, 'no child goes hungry' and inclusive employment.

The Fund will receive applications and be managed by a city fund board and report to the City office. It will seek to fund holistic solutions which tackle root causes and insist that all solutions promote inclusive growth in the city.

In simple terms, all projects funded by the City Funds will look to grow, make money and make impact, and to do so including the communities in Bristol which are currently excluded from the economy.

While this strategy has its focus on the Bristol City Council area of responsibility, it is clear that this does not represent the area widely regarded as 'Bristol', nor does it represent a 'functional economic market area'. For these reasons, Bristol City Council recognizes the need to work in partnership with organisations, agencies and authorities working across a number of geographies. Bristol City Council was a founder and driving force for the establishment of the West of England Combined Authority, to bring greater efficiency and impact to regional economic development.

As the Combined Authority matures as an organisation, it is anticipated that it will recognise the rationale and objectives of this strategy, taking these into appropriate account in formulating collective strategies.

Priorities for working in partnership

<p>Priority WP1 – creating a culture of co-operation between the public, private and third sectors</p>	<p>Local government, businesses and community groups each have important roles to play in creating a more inclusive city. By working together, they can accomplish common goals using their different capabilities, powers, appetites for risk and overall responsibilities.</p> <p>This means:</p> <ul style="list-style-type: none"> ▸ Partnerships be used as a ‘call to action’ to businesses, in place of top-down ‘delegation’ by the Mayor, the Council and other city agencies. This will involve all partners listening to local people, their ideas and concerns. ▸ Working effectively across the City and city agencies as well as with partners in the wider region including Bristol Learning City, Business West, and the West of England Combined Authority. ▸ Contributing actively to the work of regional economic development agencies, such as the Combined Authority and Local Enterprise Partnership, to further the prospects for Inclusive Growth in Bristol and its surrounding city region. ▸ Making available and sharing data between agencies where appropriate and helpful to do so. ▸ Civic enterprise could play a greater role in delivering social value. This implies greater self-sufficiency within council services by creating income-generating ideas and encouraging a more entrepreneurial culture within the council.
<p>Priority WP2 – approaching problems with a holistic and total-place point of view</p>	<p>The economic, social and environmental challenges facing Bristol will not be solved in silos. Health problems are rarely just about health, as unemployment is not just about skills. The more we can understand the multi-faceted aspects of the city’s challenges, the better we can be at solving them.</p> <p>This means:</p> <ul style="list-style-type: none"> ▸ Businesses are not the only organisations who can foster economic inclusion. Third sector involvement, community-led businesses and addressing in-work poverty are key to ensuring a more inclusive business environment. ▸ Bristol will take a people-centred and place-focused approach to solving problems, working across silos within government and the business community. Learning lessons from the Troubled Families initiative will be an important launchpad for designing better public services and policies.
<p>Priority WP3 – creating virtuous cycles in which the city continues to benefit from investing in itself</p>	<p>Grants and one-off programmes play an important role in funding projects and programmes in Bristol. But more innovative solutions will be required to create sustainable funding sources for the city’s ongoing needs.</p> <p>This means:</p> <ul style="list-style-type: none"> ▸ Local financial retention and recycling should be

	<p>encouraged. Opportunities to source, recycle and retain benefits in the local area should be investigated.</p> <ul style="list-style-type: none"> ▸ Better use should be made of existing structures and community investments such as the Bristol Pound, and access to Big Lottery Fund. This could contribute to improved social infrastructure to create businesses and job opportunities to generate income. ▸ Existing local assets should be used, including local knowledge, community leaders and networks. Support for community groups should be provided via direct investment, and enabling them to access funding. <p>Peer-to-peer lending, crowd funding, credit unions and a more entrepreneurial role for the city council in investing in infrastructure and business growth. The Mayor, the Council and other city agencies should also attempt to connect start-ups and scale-ups with angel investors and investment funds.</p>
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Inequality is a challenge

Bristol has a mix of the most and least deprived neighbourhoods, showing pockets of long-standing deprivation and high wealth. 70,000 people in Bristol live in neighbourhoods that are classified as among the most deprived in England.

Economic and social challenges are often multifaceted

For example, 48 percent of disabled people in Bristol had no qualifications (compared to just 13 percent of those with no disability).

Business plays an important role in inclusion Partnerships like Bristol & Bath Regional Capital are supporting civic-led, commercially-focused and innovative investments. They connect local and external investors with commercial opportunities that provide financial and social returns.

Endnotes

¹ ONS 2016 population estimates

² ONS bulletin, 9 December 2015

³ World Economic Forum (2017), Inclusive Growth and Development Report, p.9

⁴ OECD (2015) The Governance of Inclusive Growth, p.10

⁵ When 'Bristol' is referred to in this report, the specific geography referred to is that of the City of Bristol Local Authority

⁶ Bristol is in the top quintile of the most productive UK cities in terms of GVA per worker in 2016 (10th out of 62 UK cities and towns). Centre for Cities from ONS, Regional Gross Value Added (Income Approach) NUTS3 Tables; NOMIS, Business Register and Employment Survey; NOMIS, Mid-year population estimates

⁷ ONS, Annual Survey of Hours and Earnings (ASHE), average gross weekly residence based earnings.

⁸ Centre for Cities from PATSTAT; Intellectual Property Office, Patent published by postcode, 2015 data. Note that Centre for Cities analysis of Core Cities considers Primary Urban Areas (PUA). The PUA for Bristol is defined as the City of Bristol and South Gloucestershire.

⁹ The Bristol and Bath Tech City supports 35,924 Digital jobs according to Tech City 2017. <https://technation.techcityuk.com/cluster/bristol-and-bath/>

¹⁰ Source: ONS Business Register and Employment Survey 2016

¹¹ In 2016, Bristol was ranked 1st for 'City Conditions' by the Happy City Index, incorporating work, health, education, place and community factors. It was also ranked 1st for sustainability. Source: Happy City Index 2016

¹² Hampshire Trust Bank and Centre for Economics and Business Research, 2017

¹³ Office for National Statistics, Business Demography, 2016. 5-year survival rate from business births in 2011.

¹⁴ 42 LSOAs in the city are in the most deprived 10% of England. That amounts to 16% of residents in Bristol, almost 70,000 people. Since the 2010 IMD, an additional 10 wards have fallen within the lowest decile. Source: Index of Multiple Deprivation 2015 (Source: DCLG, Indices of Deprivation Explorer)

¹⁵ Duranton, G. and Puga, D. (2004), "Micro-foundations of urban agglomeration economies", National Bureau of Economic Research working paper 9931

¹⁶ <http://www.jll.co.uk/united-kingdom/en-gb/Research/JLL%20Urban%20Tendency%20Report.pdf>

¹⁷ W Pan et al., Urban characteristics attributable to density-driven tie formation, Nature Communications 4 1961, (2003)

¹⁸ Suburban areas, on the other hand, tend to be relatively more attractive to goods-exporters (e.g., manufacturing), where this interaction is relatively less important. This area accounts for 44 per cent of the nation's goods-exporting businesses, compared to 35 per cent of all businesses.

¹⁹ Centre for Social Justice. 2018. Productivity, Place and Poverty Place based policies to reduce poverty and increase productivity

²⁰ ONS. 2017. Exploring labour productivity in rural and urban areas in Great Britain: 2014

²¹ <http://www.jll.co.uk/united-kingdom/en-gb/Research/JLL%20Urban%20Tendency%20Report.pdf>

²² ONS annual population survey

²³ Gross value added (GVA) is a measure of the increase in the value of the economy due to the production of goods and services. It is measured at current basic prices, which include the effect of inflation, excluding taxes (less subsidies) on products (for example, Value Added Tax). GVA plus taxes (less subsidies) on products is equivalent to gross domestic product (GDP). GVA per head relates the value added by production activity in a region to the resident population of that region.

²⁴ Bristol City Council, Economic Briefing. HEFCE data, POLAR 3 & 4

²⁵ Department for Education, 2017, Local Authority data on Apprenticeship Starts

²⁶ Department for Education, 2016, Proportion of 16-17 year olds recorded as not in education, employment or training (NEET) or whose activity is not known

²⁷ Location quotients measure a region's industrial specialism when compared to a larger geographic area, in this case England. Analysis is based on 2016 ONS Business Register and Employment Survey data. Here, the location quotient calculation is based on the number of employees in certain sectors.

²⁸ Bristol Legible City. <https://www.bristollegiblecity.info/fullpicture.html>

²⁹ Bristol City Council operates a scheme for loan bikes and subsidised bus tickets.

³⁰ Centre for Cities research

³¹ Calculated using Regional GVA (balanced) by local authority in the UK, ONS data and total employment data from BRES, NOMIS 2016 to reach total GVA per worker.

³² A framework designed to measure performance across three dimensions: social, environmental and financial, of "people, profit and planet"

³³ Coutu S., (2014), The Scale Up Report on UK Economic Growth

³⁴ *ibid*

³⁵ Ron Martin et al. Divergent cities in post-industrial Britain. Future of Cities: Working Paper. Foresight, Government Office for Science. 2016.

³⁶ Hometrack data, 2016

³⁷ Centre for Cities. Cities Outlook data tool: 2017 data. Accessed 2018.

³⁸ Larger scale PRS / Build to Rent supported say by institutional investment is typically faster to deliver because there is a strong incentive to build and secure income. <http://londonfirst.co.uk/wp-content/uploads/2017/09/Build-to-Rent.pdf>