

BRADFORD DISTRICT 2035:

REGENERATION AND GROWTH PLAN



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A Message from Cllr Susan Hinchcliffe, Leader, Bradford Council

Bradford has never stood still. Once, our mills powered global trade. Now it's our ideas and innovations, advanced manufacturing, digital design, health tech, and culture, making their mark worldwide. Winning City of Culture 2025 proved the point, Bradford District doesn't wait for recognition, it earns it.

The world is moving fast. Markets shift, technology races ahead, the climate crisis grows sharper. Some see risk. We see opportunity. With one of the youngest, most diverse populations in Europe, thousands of ambitious small businesses, and space to grow, Bradford is built to adapt. We'll lead on clean growth, reimagine transport, and use new tech to improve lives and businesses alike.

This plan is about action. A roadmap for growth that reaches every neighbourhood. Built on people, productivity, and place, powered by big projects that will transform the district and delivered with transparency and accountability.

Our edge is our people. We'll invest in the skills that matter, green construction, fintech, robotics, health, and break down barriers that hold people back. Growth here means better jobs, fairer pay, and stronger communities.

The change has already begun. Regeneration is underway. We're bringing heritage together with AI, automation, and clean energy. We're building the infrastructure and confidence that attract investment that is putting Bradford District at the forefront of the transition to net zero.

What ties it together is belief. Belief that Bradford is ready. Belief that we can stand tall as a leader in Britain's future.

This is our time to build a fairer, greener, more competitive economy and show the world exactly what Bradford is made of.

4 Main Drivers

01

CULTURE

Culture-led regeneration will carry forward the impact of City of Culture 2025, embedding creativity into the city's identity, driving investment, and leaving a legacy of pride and opportunity.

02

TRANSPORT

Transport and connectivity will transform Bradford's position in the north. A new city-centre station and a modern tram system will make it easier to get around, open up jobs, and link us to opportunities right across the region.

03

SKILLS

Our people are the future. We're backing them with the skills that matter, digital, green, and advanced industries so Bradford can grow its own talent and stay competitive for years to come.

04

REGENERATION PIPELINE

Change is happening right now. From City Village to the Southern Gateway, new homes, workspaces, and public spaces are transforming Bradford into somewhere more people want to live, work, and build their future.

Bradford: A Growing, Young, Global City

Bradford is district of real scale. Home to more than half a million people, with a £12bn economy, driven by one of the youngest populations in the country. Bigger than Liverpool and twice the size of Newcastle, we have the potential to drive the next wave of national growth.

This Regeneration and Growth Plan is about unlocking that power. Not with empty promises or box-ticking but by backing the strengths we already have: our people, our creativity, our location, and our hunger to do more.

*West Yorkshire is the 21st largest urban region in Europe
(3,010,473, West Yorkshire, OECD, 2020)*

01


320,605
NEWCASTLE


563,600
BRADFORD


508,961
LIVERPOOL

Why Bradford Has the Edge

A third of Bradford's people are under 30. Walk into a classroom and you'll feel the energy of a district shaped by youth and diversity. This dynamic blend is what powers Bradford forward. It's what makes Bradford inventive, resilient, and globally connected. Our economy already stretches way beyond our borders, and that reach is only growing.

Look at what's happening here. Advanced manufacturing, digital, health innovation, finance, culture, all growing fast. Textiles, the industry that built Bradford's name, still ship worldwide.

And at the heart of it are more than 16,000 small and medium-sized businesses, grafting every day, creating jobs, testing ideas, and keeping growth real.

Momentum You Can See

Change is already here. Norfolk Gardens has created a vibrant green heart for the city. Darley Street Market is alive with food, culture, and events. Bradford Live has brought the old Odeon Cinema back to life as a venue that pulls crowds from across the North. These are the kinds of shifts that make people want to live here, visit here, invest here.

Big names are backing Bradford. PwC has opened a major office right in the city centre. Morrisons and the Yorkshire Building Society are staying firmly rooted. BASF and Nufarm are growing advanced manufacturing here. These prove that Bradford is on the rise.

Then there's culture. Landing UK City of Culture 2025 didn't hand us creativity, it showed the country what we've always known. From local makers to international festivals, culture is part of how Bradford works, part of how we grow.

The Higher Path to Growth

The plan is simple - play higher up the pitch. Bradford's future isn't about being the cheapest option, it's about being the smartest, the most creative, the most connected. Growth built on skills, innovation, and quality of life. Growth that sticks and spreads.

PEOPLE: Equipping communities with the skills for high-value, sustainable careers.

PRODUCTIVITY: Accelerating growth in transformative sectors such as advanced manufacturing, financial and professional services, and pioneering space technologies.

PLACE: Reimagining the district through smarter transport networks, revitalised urban centres, and inclusive, sustainable housing alongside green infrastructure.

The Big Game Changers

Seven major initiatives will anchor this transformation: the £2 billion Southern Gateway regeneration, a new city centre rail station, a mass transit system, and the rebuilding of Airedale Hospital. These are projects that change skylines and change lives. Thousands of jobs, thousands of homes, global investment flowing in, and quality of life lifted right across the district.

*Bradford is recognised as City of Sanctuary:
19% of Bradford's residents born outside UK.*

The Big 7 Game Changers

Maximising these opportunities will drive economic growth and improve the district's ability to attract and retain residents and businesses.

01

SOUTHERN GATEWAY

At 126 hectares, three times the size of Canary Wharf, the Southern Gateway is Bradford's biggest regeneration site. It will deliver 2,500 new homes in a green, sustainable urban landscape that celebrates heritage while setting the pace for modern city living.

02

MASS TRANSIT

The new £2 billion investment into a new tram system in Bradford will redefine the journey between Bradford city centre and Leeds city centre, ensuring more reliable access to essential destinations, enhancing public spaces, and driving economic growth, while linking key communities in between.

03

BRADFORD RAIL PROGRAMME

A new £2bn city-centre station is central to Bradford's ambition. As part of Southern Gateway, it will plug us into the northern rail network, link Leeds, Manchester, and beyond, and create up to 27,000 jobs.

04

CITY VILLAGE

In partnership with ECF, City Village will bring up to 1,000 homes into the historic heart of Bradford. Covering 25 hectares around 'Top of Town' and Darley Street, it will turn underused space into a thriving residential and cultural district.

05

TOWNS TRANSFORMATION PROGRAMME

Keighley, Shipley, Ilkley, and Bingley will be re-energised through heritage-led town centre renewal, new housing, greener transport, and digital upgrades, building stronger, more connected communities.

06

AIREDALE HOSPITAL REBUILD

Backed by £1bn from the UK's New Hospital Programme, Airedale Hospital will be rebuilt as a world-class healthcare and innovation hub. It will set the benchmark for sustainable design, digital tech, and patient-focused care.

07

HYBRADFORD

With £0.5bn in government backing, Bradford is set to become the UK's hydrogen hub. By 2027, a new 24MW green hydrogen facility at Birkshall will fuel up to 800 buses a day and power the shift to cleaner industry and transport.

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Built for Net Zero

Bradford is serious about sustainability. The goal is clear: carbon neutral by 2038. That means clean energy, climate-ready neighbourhoods, and transport that cuts emissions instead of adding to them. We're building a district that's not only resilient to the challenges ahead but ready to lead on the solutions.

All In, All Together

This is a dynamic that plan belongs to everyone. Businesses, schools, government, and communities are all pulling in the same direction. Bradford has the scale, the talent, and the confidence to lead. The transformation has started. The task now is to keep it moving and make sure it delivers for every part of the district.

West Yorkshire Growth Plan

West Yorkshire is one of the UK's strongest regional economies, and it's pushing ahead with a clear plan for the next stage of growth. The Local Growth Plan, led by the Mayor and the West Yorkshire Combined Authority, lays out five priorities:

- Grow high-value sectors
- Back SMEs
- Build a region of learning and creativity
- Deliver better transport,
- Create places that thrive.

Bradford is right at the heart of this. With one of the youngest, most diverse, and entrepreneurial populations in the country, we've got the talent, the innovation, and the location to deliver across all five priorities. From driving sector growth and supporting businesses to leading regeneration and transport projects, Bradford is helping define West Yorkshire's future.

Bradford: Driving Forward as a Core City

02

The global economy is being reshaped at speed. Geopolitical shocks, rapid advances in technology, and the push to net zero are changing how countries trade, invest, and work. Cities that thrive will be the ones with resilience, innovation, and influence.

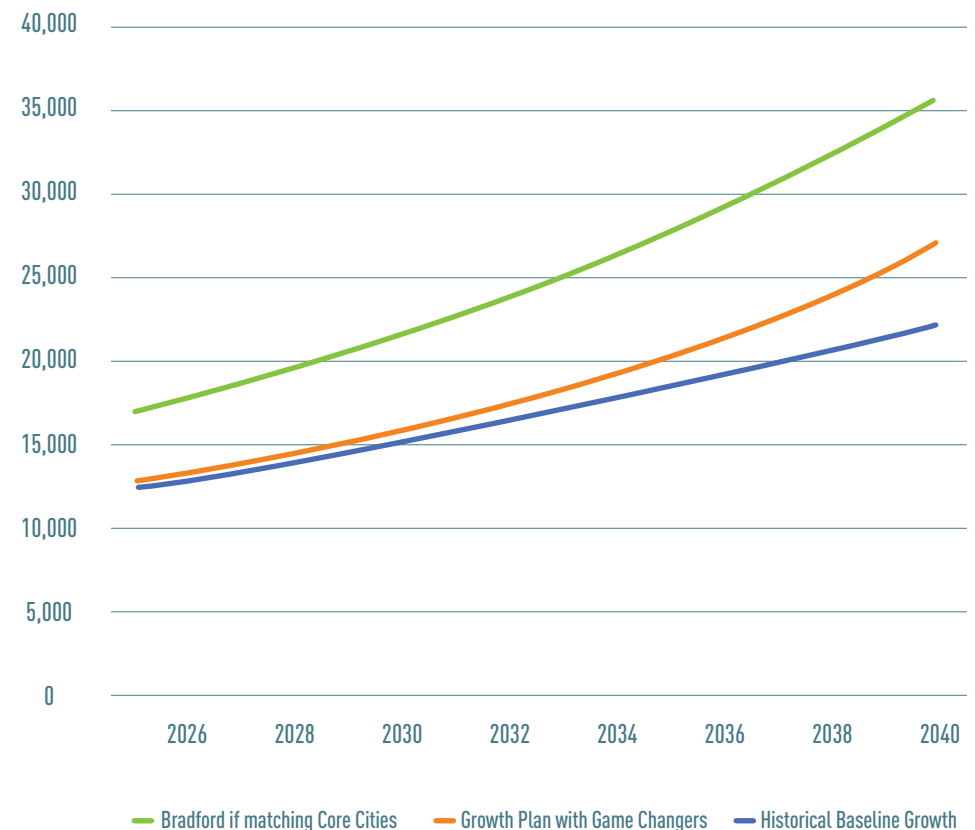
That's exactly where Bradford is heading. Over the next decade, we're laying the groundwork to become a Core City, a ten-year plan to build the foundations for long-term growth, investment, and recognition on the national stage.

This means big moves in culture-led regeneration, modern transport, and connectivity, alongside a high-skilled, adaptable workforce and a pipeline of district-defining projects. Together, these building blocks will turn the momentum of City of Culture 2025 into a decade of sustained, inclusive growth not just for Bradford, but for the whole region.

Our strength has always been our people, diverse, entrepreneurial, and ready to take on what's next. By helping businesses scale, closing the productivity gap, and backing our workforce with digital, green, and advanced industry skills, Bradford has the potential to grow into a £28 billion economy, adding billions more to the UK each year.

Core City status isn't the end goal, it's how we move faster and go further. It means a stronger voice in national decisions, more investor confidence, and the backing to keep momentum going long after 2025. With the right focus and ambition, Bradford will help reshape the North's economy and show what real, shared progress looks like.

Bradford GVA Growth Projections 2025-2040



Closing the Productivity Gap

Long-term prosperity depends on raising productivity. Right now, output per worker in Bradford sits below the national average, the result of decades of underinvestment in its talent and enterprise. Closing that gap would be the breakthrough Bradford needs: billions added to the UK economy, more room for businesses to grow, and higher wages across the district.

The route forward is clear, invest in people's skills, upgrade infrastructure, and push innovation so Bradford's potential is fully realised.

Scaling Innovation into Value

Bradford's innovation ecosystem is strong. Our university, colleges, creative industries, start-ups, and research hubs are all critical to driving innovation and growth. The challenge is scale. To turn more ideas into real economic impact, Bradford needs greater access to global markets, stronger industry anchors, and more risk capital. That's how we grow innovation into higher wages, stronger productivity, and businesses ready to export to the world.

LEVERAGING WORLD-CLASS ACADEMIC PARTNERSHIPS TO POWER GROWTH

Bradford's Business, Professional and Financial Services (BPFS) sector enjoys a unique competitive advantage: its close proximity to a cluster of globally recognised academic institutions. These anchor partners act as a pipeline for talent, research, and innovation, enabling inward investors to tap directly into bespoke talent programmes and technology transfer initiatives tailored to business needs:

- **The University of Bradford** - part of the elite group of 1% of business schools worldwide with Triple Crown accreditations and a leader in circular economy.
- **Leeds Institute of Data Analytics and the Alan Turing Institute** - specialising in data mining financial records, with open banking and PSD 2 regulations meaning customers can share their banking records with third parties, it is important to ensure we share data safely.
- **Quantum technologies at the University of York** - leading research and development into quantum technologies, future encryption methodologies and data integrity. The UK quantum communications hub is based nearby at the University of York.
- **University of Leeds** - Regularly the number one in the UK for accounting and finance, and ranked highly in the UK for economics.

Turbocharge Hot Sectors

Bradford is focusing on the sectors where it already has an edge and where demand is rising fast.

In tech, that means space, satellites, defence systems, and advanced electronics. In energy, our strengths in chemicals, hydrogen, and decarbonisation put us right in the middle of the green transition. In transport, the focus is on fleet conversion, rail, and component manufacturing. Food remains a signature strength, from specialist processing to hospitality shaped by Bradford’s global tastes. Materials

science and agronomy open doors to high-value niches, while health innovation spans therapeutics, wound care, skincare, and health data. And cutting across it all are anchor strengths in finance, advanced manufacturing, logistics, culture, and the creative economy.

This is about shutting other sectors out. It’s about sequencing investment and building strong clusters with the right mix of skills, infrastructure, and finance. Each sector will have a clear plan, breaking barriers, making the most of Bradford’s assets, and measuring success in simple terms: more firms scaling, exporting, innovating, and creating high-quality jobs.

Bradford has 1,200 manufacturing businesses employing 23,000 people, 12 per cent of all employment compared to just 8% nationally and the 5th highest of any city in the UK after London, Birmingham, Derby and Leeds.

SECTOR	SPECIALISMS & OPPORTUNITY AREAS
Information & Communication	Space • Satellite networks • Defence systems • RF & Microwave
Energy	Hydrogen • Industrial decarbonisation • Chemicals
Transport	Fleet conversion • Rail and public transport convergence • Key component manufacturing
Food	Production hubs • Halal meat • Agri-tech • Food hospitality
Materials	Agronomy & turf surfaces • Chemicals and materials technology
Health	Cancer therapeutics • Skincare and wound care • Longitudinal health • Data-driven healthcare innovation
Financial & Business Processing	Financial services • Back-office operations • Business outsourcing
Advanced Manufacturing (Tier 1 & Tier 2)	Aerospace • Sustainable textiles
Culture & Creativity	Short-form content development • Bradford – UNESCO City of Film
Logistics & Distribution	Chemicals logistics • Food logistics • Warehousing & supply chain operations

Powering Bradford's SMEs: Technology as the Catalyst

Bradford's growth won't come from big sectors alone. It will be built by businesses of every size, especially the 16,500 small and medium-sized enterprises (SMEs), that keep the district moving. Nearly nine in ten are micro-enterprises with fewer than ten staff, the backbone of our economy.

To unlock their potential, support has to fit their reality. That means giving small firms the tools to adopt new tech, innovate from where they are, and work smarter. Digital systems, data, and modern processes can boost efficiency, cut costs, and make businesses more competitive.

With the right skills, investment, and backing, Bradford's SMEs can power a faster, more resilient economy, strengthening supply chains and turning the district into a hub of agile, high-performing businesses.

Bradford has been identified as the best place in Britain to start a business, as ranked by Barclays Bank SME Growth Factors Index and we were listed as one of the top 20 cities for business growth by the Sunday Times.

Connecting Bradford: Infrastructure for Growth

Connectivity is key to Bradford's new future. A new city-centre through station on Northern Powerhouse Rail will cut journey times, open wider labour markets, and drive low-carbon growth. The first phase of mass transit will link Bradford and Leeds with fast, reliable trams, while road upgrades will prioritise safety, freight, and efficiency.

Digital is critical too. Full-fibre broadband and 5G will power advanced manufacturing, telehealth, and creative industries, making digital as essential as road or rail.

Air and sea links complete the picture. Leeds Bradford connects to Europe, Manchester Airport to the world, and east and west coast ports keep exporters plugged into global markets. Working with logistics partners, we'll streamline routes, cut emissions, and back SMEs to trade more efficiently.

This will place Bradford at the heart of a super-connected northern triangle of Leeds, Manchester, and Sheffield into a super-connected economic area of 6.6 million people, with Bradford at its centre.

Served by two international airports, Leeds Bradford Airport and Manchester Airport, with over 50 airlines operating non-stop or direct flights to over 56 countries and 190 destinations.

CASE STUDY

BRADFORD-LEEDS MASS TRANSIT

Bradford is getting a tram link to Leeds, a £2bn investment that will transform how people move between the two cities. Journey times will shrink, connections to jobs and education will open up, and businesses will have access to one of the UK's biggest combined labour markets.

This line will run fast, frequent, and clean. It will take pressure off the roads, cut emissions, and make everyday travel simpler. For workers, students, and families, it means choice.

Winning the Race for Talent

By 2035, Bradford will need thousands of skilled workers in its fastest-growing industries. SkillsHouse, our district-wide partnership, is aligning training with employer demand so every young person has a clear route into education, training, or work. From green construction to robotics, we'll grow the talent we need here and attract the best from elsewhere.

Bradford boasts a highly skilled workforce, with 41% of residents qualified to degree level or above, outperforming both the Yorkshire regional average (39%) and OECD benchmarks (40%).

CASE STUDY

SKILLSHOUSE: POWERING INCLUSIVE GROWTH THROUGH PARTNERSHIP

SkillsHouse is a flagship partnership embedded in Bradford's regeneration and growth plan, bringing together Bradford Council, the Department for Work and Pensions, the West Yorkshire Combined Authority, education providers, anchor institutions, and community organisations in a unified effort to unlock the district's potential. This collaborative model offers a seamless, all-age employment and skills service that supports residents at every stage, from school leavers and jobseekers to adults facing complex barriers.

Delivered through trusted community venues, SkillsHouse provides tailored pathways into work, including apprenticeships, vocational training, and lifelong learning. It's not just about finding jobs, it's about raising aspirations, building confidence, and creating lasting opportunities.

For employers, SkillsHouse is a strategic ally in workforce development. Its employer-led approach ensures training is responsive to real industry needs, helping businesses access skilled local talent while boosting productivity and resilience. Work experience and placement programmes connect young people with the world of work, strengthening the pipeline of future employees.

Through investing in people and fostering deep collaboration across sectors, SkillsHouse is delivering the plan's ambition for inclusive growth, economic renewal, and a fairer, more connected Bradford.

Green Growth: Leading the Low-Carbon Transition

The strongest cities of the future will be green, and Bradford is already excelling in this transition. With established strengths in advanced

manufacturing, clean energy, and sustainable design, we're well placed to lead. By reskilling workers in retrofit, EV infrastructure, and renewables, we'll capture our share of the billions being invested in decarbonisation.

CASE STUDY

HIGHER PATH TO GROWTH IN ACTION: GREEN GROWTH

Bradford is boldly embracing the higher path to growth, one that prioritises innovation, sustainability, and quality for long-term prosperity. From protecting our iconic moorlands as nature reserves to launching the UK's second-largest Clean Air Zone (CAZ), Bradford Council is leading with conviction, placing the district at the forefront of climate action both nationally and globally.

The Bradford Clean Air Zone (CAZ), introduced in 2022, has already delivered transformative results. Nationally recognised research shows over 700 fewer hospital visits per month for respiratory and cardiovascular conditions, proof that environmental action directly improves public health.

With over £40 million in funding, businesses are investing in cleaner fleets, including zero-emission vans, lorries, and buses. Bradford's taxi fleet, 6,000 electric and hybrid vehicles, is now among the greenest in the world.

As the first UK council to mandate EV charging in new developments, Bradford has installed over 10,000 charging points. A further £5 million investment, alongside private sector support, will expand public infrastructure and accelerate the shift to electric mobility.

Bradford is becoming a global hydrogen hub, backed by £0.5 billion in Government funding. The Bradford Low Carbon Hydrogen Programme will deliver 24MW of green hydrogen at Birkshall, home to the UK's largest fuel cell vehicle refuelling station. Operational by 2027, it will fuel up to 800 buses daily, with plans for fuel cell taxis.

As the UK's fourth-largest manufacturing centre, Bradford is pioneering industrial decarbonisation through the Manufacturing Futures programme. Its £1 billion investment prospectus outlines a pathway to create 1,000 jobs by 2040, proving that clean growth is competitive growth.

The £150 million Bradford Energy Network will decarbonise City Centre buildings, with City Hall becoming the first Grade I listed building in the UK connected to a heat network.

This is not just sustainability. It's growth with a purpose.

Own the Story

Reputation is currency. Bradford has to project a clear and confident identity: ambitious, enterprising, culturally dynamic, and welcoming. By combining a strong economy with a world-class cultural offer, vibrant public spaces, and high-quality amenities, we'll secure Bradford's place on the national and international stage.

Bradford–Leeds: A Powerful Economic Corridor

Bradford's partnership with Leeds creates real scale. Together, the two cities pull from a population of 1.3 million, on par with major European hubs like Milan or Madrid, and shape one of the UK's most dynamic urban economies. Thousands commute both ways every day, especially young, highly skilled workers, showing just how closely the two economies are tied.

CASE STUDY

FINANCIAL AND BUSINESS SERVICES: A SHARED GROWTH STORY

Society Belt", has historically been home to Bradford & Bingley, Yorkshire Building Society, Skipton Building Society, HML, and later UK Asset Resolution, has produced a workforce that manages billions in assets and delivers global-scale contracts.

That talent has proved its resilience, steering the wind-down of Bradford & Bingley and Northern Rock, running HM Treasury's Help to Buy, and now driving a fast-growing fintech ecosystem. Today, Bradford professionals are also strengthening the northern footprint of regulators like the Bank of England and Financial Conduct Authority.

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A STRATEGIC LOCATION FOR GROWTH

PwC has named Bradford one of its UK growth hubs. Combined with the BPFS cluster in Leeds, the corridor has the scale and expertise to act as a national growth engine. With unmatched talent and central connectivity, Bradford–Leeds is competing with major global centres.

Opportunity in Every Postcode

Bradford's regeneration won't be judged by how many cranes fill the skyline, but by how widely the benefits are felt. For too long, national underinvestment has held Bradford back and left too many neighbourhoods cut off from opportunity. That changes now. Bradford must not be overlooked, every community has to have a stake in what comes next.

Working with partners across Bradford and West Yorkshire, we'll tackle the big blockers: economic inactivity, limited opportunities, and low aspiration. The real engine of change will be our anchor employers and the foundational economy. Sectors like construction, health and social care, hospitality, early years, education, retail, and warehousing are the backbone of Bradford's labour market. By strengthening them, we will create more jobs, better jobs, and make sure people can access them more easily.

Raising pay, improving conditions, and building pathways to progression will help residents with few or no qualifications step confidently into work. And by working closely with the voluntary, community, and social enterprise sector, we'll make sure growth is shared across every community so transformation is truly district-wide.

Bradford is the eighth largest urban employment region in the UK, home to a large labour force with 241,900 people employed.

Neighbourhoods Built Around People

Bradford is heading into the biggest era of change in a generation. Over the next ten years, 19,000 new homes will be built, one of the largest housing drives anywhere in the country. This is growth on a scale that will reshape the district and set the standard for how modern, sustainable neighbourhoods should be built.

These new places will be designed around people. Streets lined with trees, green spaces at the heart of every community, and homes built to the highest environmental standards. Places where you know your neighbours, where families feel settled, and where the design itself encourages pride and connection.

Getting around will be easier and greener. Safe routes for walking and cycling, fast public transport, and smarter roads will make moving through the district simple, sustainable, and reliable.

This is about building communities that are enterprising, dynamic, future-ready, and full of life.

Over the last five years, the average house price in Bradford has risen by 38.6% compared to a UK increase of 26.3%.

A Core City for a Fairer, Greener Future

Bradford's future won't just arrive, we'll build it. With confidence as our compass and momentum as our engine, Bradford will secure its place as a driving force in the UK's renewal.

Over 270,000 trees (135 hectares) of new native woodland and hedgerows planted since 1998.

Our Plan

03

Bradford 2035 is a generational commitment. Over the next decade, we'll align investment, infrastructure, and inclusive growth around three priorities: **People, Productivity, and Place**.

The goal is simple: an innovation-driven economy where residents thrive, businesses compete globally, and visitors leave inspired.

At the centre are seven major initiatives, the Big 7, designed to modernise Bradford and accelerate change. Each one connects back to those three themes.

PEOPLE

Future-ready skills, fair access to opportunity, and a cultural offer that turns diversity into economic strength.

PRODUCTIVITY

Closer ties between business and universities, faster SME growth in high-value sectors, and a sharper global edge through exports and sustainable innovation.

PLACE

Bold regeneration of neighbourhoods, towns, and the city centre, powered by green energy, modern transport, and public spaces people want to use.

PEOPLE

BRADFORD: WHERE PEOPLE CHOOSE TO BE

Bradford's greatest strength is its people, one of the youngest, most diverse populations in the UK. That energy, creativity, and drive give us a real edge, and this plan is about turning it into a lasting opportunity.

We'll connect schools, colleges, universities, and employers so every young person has a clear route into work, training, or enterprise. SkillsHouse will be at the centre, matching talent with demand in advanced manufacturing, green construction, digital health, fintech, and other growth sectors.

Culture is another pillar of that strength. From the Alhambra and Salts Mill to the Bradford Arts Centre, grassroots festivals, and independent creators, Bradford's cultural life is part of who we are every day. Winning City of Culture 2025 gave us the platform to show the world what people here already knew: Bradford's creative scene is world-class, homegrown, and bursting with ambition.

We're backing that with a skills system designed for every stage of life, from early careers to lifelong learning. With the University of Bradford, strong colleges, forward-thinking employers, and community training providers pulling together, talent here won't just be developed, it will be connected to opportunity.

And we know skills alone aren't enough. Bradford's future will also be shaped by the people who dare to create and innovate. That means making sure the right conditions are in place, modern infrastructure, strong networks, accessible finance, and a global profile rooted in entrepreneurship, culture, and youthful ambition.

OUR PLAN FOR DELIVERY:

- MORE PEOPLE VISITING BRADFORD
- THE BEST PLACE TO BE CREATIVE
- A CLEAR PATH TO A GOOD JOB

The talent is already here. This plan makes sure the platforms are too so, Bradford's people can turn potential into prosperity and carry this district forward with confidence.

MORE PEOPLE VISITING BRADFORD

City of Culture 2025 raised Bradford's profile and showed the country, and the world, what the district can do. For a year, our cultural richness, industrial heritage, and diverse communities took centre stage, proving Bradford is creative, ambitious, and welcoming.

The momentum hasn't slowed. Bradford Live is back as a landmark venue for major music and events. Kala Sangam is evolving into a nationally significant intercultural Bradford Arts Centre. The National Science and Media Museum has been revitalised, reinforcing Bradford as a hub for digital culture and innovation.

Flagship festivals, Bradford Literature Festival, BD: Festival, Saltaire Festival, keep bringing people in, boosting businesses and civic pride. Culture is now part of our economic strategy, powering regeneration, tourism, and investment.

OUR PLAN:

- **City of Culture Legacy:** Deliver Bradford's City of Culture 2025 Legacy Plan by expanding the district's cultural offer, scaling up flagship festivals, and actively leveraging Bradford's elevated profile to drive visitor growth through coordinated marketing, targeted investment, and year-round cultural activation.
- **Invest in iconic attractions:** Back Brontë Country, Saltaire, and the National Media Museum with targeted support through culture support grants that empowers SMEs, drives creative enterprise, and links culture with real estate value.
- **A worldclass sense of arrival:** Transform key arrival points, North Parade, Darley Street Market, and Bradford Live, into vibrant cultural gateways. Explore the development of a dynamic 18-hour economy that attracts global visitors, supports local SMEs, and showcases Bradford's cultural and leisure strengths.
- **A New Era of Accommodation:** Develop a hotel and accommodation plan that offers quality, character-rich stays, raising Bradford's hospitality game and supporting independent SMEs.
- **Promote Bradford's unique experiences:** Create a unique place-based brand for Bradford by showcasing its vibrant city centre, family-friendly towns, and scenic villages. Through highlighting distinctive experiences across the Aire and Wharfe Valleys and the Leeds Road corridor, we will position Bradford as a diverse and welcoming destination, celebrated for its rich heritage, dynamic culture, and unforgettable visitor experiences.

THE BEST PLACE TO BE CREATIVE

Bradford's economic future is fuelled by culture. From the Alhambra to Impressions Gallery, Mind the Gap, Saltaire UNESCO World Heritage Site, and Keighley's Cliffe Castle, our institutions blend diversity, heritage, and imagination. As the world's first UNESCO City of Film, Bradford is redefining how culture and economy work together.

Creativity here is visible and accessible, with pop-up performances in public spaces, digital storytelling in historic buildings, and district-wide projects that give artists and entrepreneurs the freedom to experiment and grow. Darley Street Market and Bradford Live are set to anchor both cultural and economic life, while hubs like The Unit give makers and start-ups space to collaborate.

OUR PLAN:

- **Build on City of Culture 2025:** Deliver the 2025 Legacy Plan to retain its most impactful elements, secure funding, and harness community energy to cement Bradford as a nationally significant creative hub.
- **An inspiring cultural programme:** Develop a district-wide plan to grow and promote festivals, performances, and events by expanding programming, infrastructure, and partnerships across permanent venues, interim spaces, and waterways to engage diverse audiences at every scale.
- **Space to Create:** Explore the growth of hubs like The Unit and partnerships with Channel 4 to support freelancers and gig workers, giving them visibility, resources, and collaboration opportunities.
- **Manage the noise:** Elevate Bradford's national and international profile through a bold, long-term public relations plan that showcases the district's dynamic creativity and rich cultural assets with confidence and flair.

A CLEAR PATH TO A GOOD JOB

Bradford is building a world-class, data-driven skills and employment system designed to close gaps, boost mobility, and keep up with fast-changing employer needs. Anchored by its university, three colleges, independent training providers, and a strong voluntary sector, the district is preparing people from every background to thrive.

Two local strategies are scaling up: employer-led CTE Sector Partnerships that adapt training in real time, and the Career Pathways Framework, linking education to long-term careers with a universal curriculum, sector-specific programmes, and immersive work experience.

At the centre is SkillsHouse, Bradford's integrated hub for jobs, apprenticeships, and training. It connects residents directly to opportunities and gives employers fast access to a skilled, work-ready talent pool.

OUR PLAN:

- **Make SkillsHouse the premier support hub:** Position the SkillsHouse partnership as the central gateway for people and employers, delivering an inclusive, joined-up employment and skills services.
- **Leverage existing industry partnerships:** Use nine CTE partnerships to align training with live employer demand, expand apprenticeships, and nurture homegrown talent.
- **Deliver skills for the future of work:** The Automotive and Digital Engineering Future Technology Centre, Digital Health Future Technology Centre, the Manufacturing and Engineering Hub, and the Advanced Institute for Robotics and Engineering will spearhead state-of-the-art research and training facilities to deliver hands-on learning in priority emerging technologies, drive R&D, and equip our workforce with the skills of tomorrow.
- **Career Ready Young People:** Every young person and jobseeker has a clear path and line of sight to good jobs through 15 sector gateways that deliver structured learning, work experience, and employment routes leading to career progression.
- **Secure social value:** Expand the Building Bradford Supply Chains Partnership so anchor institutions use procurement and hiring to grow local jobs, innovation, and community wealth.

PRODUCTIVITY

BRADFORD: WHERE BUSINESSES CHOOSE TO BE

Bradford has the strength to power growth not just for West Yorkshire but for the whole UK. Bradford 2035 sets it out clearly, a knowledge-based, export-led economy built on innovation, talent, and enterprise.

We're backing the sectors where Bradford already shines. ICT, with space tech, defence, and advanced electronics. The energy transition, with chemicals, hydrogen, and decarbonisation. Transport, from fleet conversion to rail and components. Food, still one of Bradford's trademarks. Add fast-growing strengths in materials and health innovation, supported by finance, advanced manufacturing, logistics, and the creative industries, and you've got real depth.

This isn't built on hype, it's built on assets we already have. A young, diverse workforce. World-class research at the University of Bradford. Ambitious anchor institutions. Thousands of SMEs that keep the economy moving. By linking up research, skills, and investment, we'll create the conditions for businesses to scale and clusters to grow.

Connectivity is key. A new through station on Northern Powerhouse Rail and the West Yorkshire Mass Transit system will plug Bradford straight into high-speed networks. Leeds Bradford Airport will extend our international reach. Full-fibre broadband and 5G will put digital infrastructure on the same level as road and rail.

These steps will lift productivity, attract investment, and make everyday life better across the district. Bradford's shift to a knowledge-based, export-ready economy isn't a plan on paper. It's already happening.

OUR PLAN FOR DELIVERY:

- ACCELERATING BRADFORD'S HIGH-GROWTH SECTORS
- FOCUS ON THE INNOVATORS
- GLOBALLY LEAD ON SUSTAINABILITY
- INVEST IN BRADFORD
- BRADFORD: GLOBALLY CONNECTED, LOCALLY ROUTED

- Growth in high-value businesses and jobs
- A stronger pipeline from research to market
- Revitalised industrial areas and new employment land
- Increased inward investment and global trade
- A more diverse, shock-resilient economy
- Innovation tackling health, sustainability, and tech challenges
- Enhanced connectivity across rail, transit, and air

Bradford will lead with purpose, supporting high-growth businesses and sector strengths to power inclusive, sustainable growth across West Yorkshire and beyond.

Bradford businesses have a combined turnover of over £30 billion.

ACCELERATING BRADFORD'S HIGH-GROWTH SECTORS

Bradford 2035 lays out a clear direction: build a knowledge-based, export-led economy powered by innovation and enterprise. Our core sectors line up with the West Yorkshire Local Growth Plan and UK Industrial Strategy, putting Bradford in a prime position to drive regional and national renewal.

We'll focus on sectors where Bradford already has the edge: ICT (space tech, defence, advanced electronics), energy transition (chemicals, hydrogen, decarbonisation), transport (fleet conversion, rail, components), and food (production, processing, hospitality). Add in emerging strengths in materials and health innovation, and the picture is even stronger, all supported by anchor capabilities in finance, advanced manufacturing, logistics, and the creative industries.

To unlock this, we'll push cluster development, tighter collaboration between businesses, academia, and anchor institutions, stronger ecosystems, and policy frameworks that let high-growth firms scale. The University of Bradford will play a central role, especially in AI, data analytics, and applied research, driving innovation into real-world impact.

[visual showing linkage to WY clusters and Industrial strategy]

OUR PLAN:

- **Cluster-led sector growth:** Bradford will create local plans for key sectors using the West Yorkshire Combined Authority's cluster model, working closely with partners to build strong ecosystems, align goals, and shape policy and infrastructure that fuel innovation and growth.
- **The premier manufacturing hub:** Deliver a district-wide plan that locally activates WYCA Cluster and High Growth Action Plans to scale advanced manufacturing and smart production, spotlight innovation hubs like Renduchintala Space Centre, attract investment, boost exports, and position Bradford as a leader in future-focused industrial transformation.
- **Headquarters and estates-planning:** Develop a long-term growth plan with Bradford's FTSE companies and major organisations to strengthen and expand their footprint, attract high-value employers, and position the Southern Gateway as a prime location for future headquarters, innovation hubs, and investment-led regeneration.
- **Clearer routes to R&D hubs:** Explore the development sector-aligned research centres and connect to national and international networks.
- **Business Networks:** Develop approaches to grow collaboration through innovation spaces, spaces that not only bring people together but also encourage creativity, experimentation, and shared learning. By investing in capacity building and aligning collective ambition, we can create environments where ideas flourish, partnerships strengthen, and sustainable impact becomes possible.
- **Export support:** Deliver a unified export strategy for SMEs, linking firms to expertise, intelligence, and markets.
- **Business competitiveness and diversification:** Pursue a high-impact partnership with the University of Bradford Management School aimed at driving SME growth and productivity. This initiative would leverage tailored programmes, expert guidance, and collaborative research to embed academic insight into real-world business challenges and opportunities.

FOCUS ON THE INNOVATORS

Bradford's entrepreneurial drive is powering a new wave of growth. Named the UK's top city for start-ups, the district is building momentum in advanced manufacturing, digital services, medtech, and the creative industries. This is where ideas become businesses built to scale.

A strong ecosystem backs that growth. Anchored by the University of Bradford and its Management School, firms have access to research, leadership programmes, and investor networks that sharpen their edge. Research centres, labs, and start-up programmes accelerate ventures from concept to market, while the Bradford-Renduchintala Enterprise Ecosystem (BREE) links entrepreneurs with global expertise and funding.

We're making growth frictionless: capital, export support, and partnerships are within reach, with initiatives helping firms diversify, strengthen supply chains, and open new markets. Ultrafast broadband, smart mobility, and clean energy systems provide the infrastructure to compete globally.

From university spinouts to global scale-ups, Bradford has built an environment where ambition connects to opportunity and businesses grow with speed and impact.

Between 2019 and 2024, Bradford's business count increased by 725 to 16,510. This was an increase of 4.6% that was much higher than UK growth of just 0.1%.

OUR PLAN:

- **Build a sustainable start-up and scale-up ecosystem:** Bradford will create a vibrant start-up and scale-up ecosystem by expanding incubation hubs, co-working spaces, tailored growth programmes, nurturing sector-specific innovation clusters, facilitating knowledge-sharing and co-creation models, providing scalable infrastructure and funding to accelerate ventures.
- **Turbo-charge academic spinouts and SME innovation:** Bradford will cultivate robust business-university collaborations and targeted Knowledge Transfer Partnerships to embed research into industry, accelerate spin-out commercialisation through bespoke support in Digital Health and Healthtech zones, and enhance SME performance via tailored mentoring, specialist training, and resource networks.
- **Create a business-friendly environment for high-value growth:** Bradford will prioritise economic development through streamlined investment processes and targeted incentives, enhance comprehensive regional support for knowledge-based enterprises, and build robust export networks enabling more local companies to access global markets, driving long-term sustainable growth and regional competitiveness.
- **Position Bradford as a leading global innovation destination:** Bradford will establish district ambassadors to spotlight breakthroughs, execute precision-targeted marketing to attract entrepreneurs, investors, startups, and anchor companies, and showcase its competitive innovation clusters and research infrastructure globally.

GLOBALLY LEADING ON SUSTAINABILITY

The green economy is already worth £1.6 billion in Bradford, over 10% of the district's economy, and it's growing. With carbon neutrality by 2038 as the target, Bradford is building itself into a global hub for clean growth, where technology and sustainability go hand in hand.

Investment is flowing into renewable energy, hydrogen, biomethane, and heat networks. Retrofit programmes are improving homes, while developments like City Village and Southern Gateway will create new sustainable communities. The Clean Air Zone has already cut pollution, and partnerships with the University of Bradford are accelerating innovation in sustainable manufacturing and carbon-neutral production.

Beyond going green, it's about cutting costs, boosting resilience, and putting Bradford on the map as a leader in climate innovation.

OUR PLAN:

- **Lead global clean energy innovation:** Bradford Low Carbon Hydrogen Facility, biomethane production, and the Bradford Energy Network will lead the global know-how needed for sustainable and secure energy by pioneering and scaling world leading clean energy production technologies.
- **Climate friendly urban development:** Retrofit homes and deliver sustainable new districts like City Village and Southern Gateway.
- **Drive sustainable manufacturing innovation:** Cut emissions and showcase best practice through Bradford Manufacturing Futures.
- **Be a leader in sustainable transport solutions:** Through building on the Clean Air Zone, Local Electric Vehicle Infrastructure Programme, and Net Zero Transport programme, Bradford will be recognised as a leader in emerging technologies and solutions for sustainable travel, scale infrastructure, and urban and rural electrification.
- **Pioneer zero carbon production:** Work with the University of Bradford's Clean Future Innovation Exchange to trial new clean growth solutions.
- **National Nature Reserve:** Develop and implement robust management plans that leverage natural assets as economic drivers, delivering innovation and long-term value.

INVEST IN BRADFORD

Trade and foreign direct investment (FDI) are driving Bradford's shift to a high-value, knowledge-based economy. In 2024, the district helped fuel a 53% rise in FDI projects across Yorkshire and the Humber, defying national trends and pulling global capital into advanced engineering, chemicals, and financial services.

FDI isn't just cash on the table, it brings new technologies, global expertise, and access to wider markets. It makes local firms sharper, more productive, and more competitive. Bradford's growing profile shows how the UK's investment map is changing, with districts like ours offering real advantages outside London.

Trade is just as crucial. Expanding Bradford's export base will strengthen supply chains, diversify incomes, and lock in new partnerships. The US remains West Yorkshire's biggest investor, but opportunities are multiplying across Europe, Asia, and emerging markets. By tying trade and investment strategies together, Bradford can cement its position as a globally connected hub for research-driven industries and innovation-led growth.

In 2022, Bradford exported goods and services worth £3.5 billion. Exports to non-EU markets were worth £2.1 billion accounting for 60% of all exports.

OUR PLAN:

- **International Promotion:** Develop and deliver a targeted inward investment plan to position Bradford on the global stage as a prime location for corporate HQs, high-growth start-ups, and R&D. Campaigns will highlight strengths in advanced engineering, chemicals, financial services, and digital innovation.
- **Comprehensive Enterprise Support:** Working closely with WYCA, offer end-to-end support to incoming firms, site identification, planning and permitting, access to incentives, ensuring a smooth landing for investors.
- **Strategic Event Marketing:** Target flagship trade shows and conventions, pooling resources with universities, research institutions, and trade associations to showcase Bradford's sector strengths.
- **Global Champions Programme:** Explore a Bradford Global Champions programme to mobilise sector ambassadors to share detailed case studies, leverage targeted social media campaigns and PR initiatives, and execute a bespoke Diplomacy Plan that cultivates strategic international city partnerships and cluster alliances aligned with Bradford's sectoral growth priorities.
- **Integrated Trade Framework:** Deliver SME export support, run high-impact overseas trade missions with West Yorkshire Combined Authority, and present a joined-up regional trade and investment offer that secures and grows FDI in Bradford's core industries.

BRADFORD: GLOBALLY CONNECTED, LOCALLY ROUTED

Bradford is in the middle of a transport revolution, putting people, businesses, and communities at the centre of a smarter, greener network. That means better rail, trams, roads, air links, and even historic waterways, all designed to give residents and businesses world-class mobility.

The new landmark railway station will transform train travel, anchoring the Southern Gateway regeneration and plugging Bradford into national high-speed networks. Alongside this, a next-gen tram system will connect Bradford and Leeds across West Yorkshire's fastest-growing corridor, joining up centres of innovation, learning, finance, and industry.

Air links are part of the plan, too. Leeds Bradford Airport's Vision2030 programme will deliver a world-class gateway, while Manchester Airport continues to handle heavy global flows. Together, they'll expand routes, capacity, and choice, making Bradford an even more attractive place to live, work, and invest.

The endgame? A fully integrated, multimodal system, faster trains, reliable trams, cleaner buses, safer cycling, and smarter freight. A network that makes sustainable travel the easy choice, boosts trade, and connects Bradford directly to the world.

OUR PLAN:

- **A Revolution in rail:** Continue to promote the strategic case for relocating Bradford Interchange with a new through-station, unlocking direct HS2 and Northern Powerhouse Rail connections and anchoring the £3bn Southern Gateway regeneration.
- **A Revolution in Mass Transit:** Deliver Phase 1 of the West Yorkshire tram system linking Bradford and Leeds across West Yorkshire's fastest-growing corridor, connecting workers to jobs and students to colleges and universities.
- **Active Travel Network:** Through implementing the Bradford District Transport Strategy, build a world-class network of walking and cycling routes, linking new neighbourhoods like City Village to schools, workplaces, and cultural venues.
- **Supercharged Weaver Network:** Expand the bus network with faster, cleaner, and more reliable services across towns and villages, cutting travel times and boosting connectivity for residents, workers, and visitors.
- **Optimise Freight:** Develop a plan to upgrade road and rail logistics infrastructure to streamline freight movements, improve supply chain resilience, and give exporters faster, more reliable access to ports and airports.
- **Boost Airport Growth:** Back Leeds Bradford Airport's Vision2030 expansion to grow international routes, while improving rail and road access to airports across the North, giving Bradford global reach.

PLACE

BRADFORD: WHERE PEOPLE CHOOSE TO LIVE

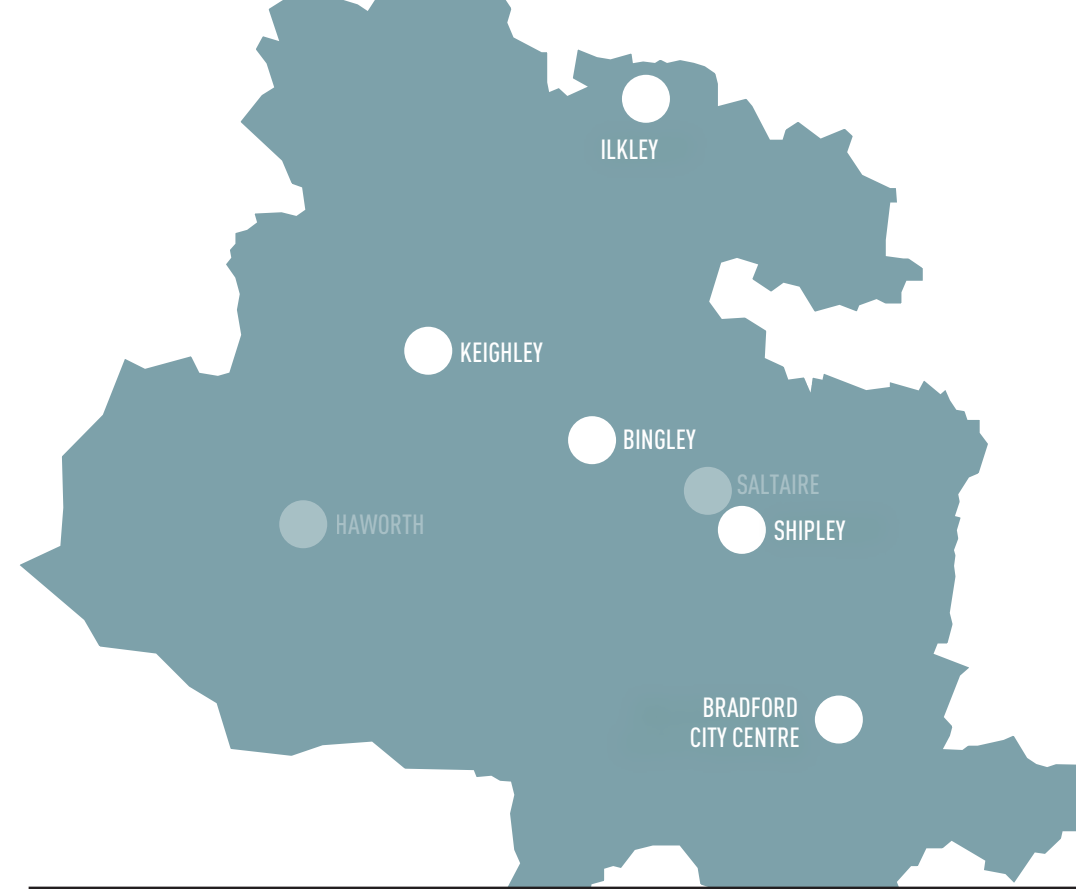
Bradford is setting a new standard for the cities and towns of tomorrow, rooted in evidence, shaped by creativity, and built around the lives of the people who live here.

Our city and town centres are being reimagined as engines of growth, lively, welcoming spaces that mix retail, hospitality, arts, entertainment, and housing. Areas that once sat underused are becoming thriving hubs of culture and commerce, animated by festivals and events that showcase Bradford's identity to the world.

The Born in Bradford research programme, which follows the lives of over 60,000 residents, gives us a unique window into what keeps families healthy and thriving. That evidence feeds directly into regeneration, influencing everything from neighbourhood design to community health, so change goes beyond the cosmetic, it improves how places work for people.

The future we're building is liveable and inclusive: lively streets, affordable homes, abundant green space, and opportunities close to home. Bradford is set to become one of the most attractive, connected districts to live, study, and work.

Over the last five years, the average house price in Bradford has risen by 39% compared to a UK increase of 26%.



OUR PLAN FOR DELIVERY:

- HOMES FOR ALL, COMMUNITIES FIRST
- REIMAGINING CITY CENTRE LIVING
- BINGLEY: THE BEST TOWN IN BRITAIN
- KEIGHLEY: THE MAKING TOWN
- SHIPLEY: A THRIVING COMMUTER TOWN
- ILKLEY: A VIBRANT, SUSTAINABLE DALES TOWN

HOMES FOR ALL, COMMUNITIES FIRST

Bradford is planning one of the boldest housing programmes in the UK: 19,000 new homes in the next decade, giving 56,000 people modern, sustainable places to live. Growth will be balanced with quality of life, mixing affordable and social housing with homes designed for changing needs.

Design comes first. The city centre has already seen one of the biggest transformations in Europe, and we're pushing further. New neighbourhoods will set a standard for liveable design: tree-lined streets, safe walking and cycling routes, accessible transport, and public spaces that bring people together.

Historic terraces and estates will be improved, while smarter, higher-density developments will create walkable, connected communities. Every home will sit within a neighbourhood that works – with schools, services, and hubs of activity close by.

The goal is clear: Bradford as one of the most liveable, connected, and future-ready districts anywhere, known for housing and neighbourhoods that work for everyone.

OUR PLAN:

- **Accelerate decent affordable homes:** Rapidly deliver through the Housing Transformation Programme 8,000 affordable, decent homes districtwide by collaborating with housing associations and developers, unlocking public land, streamlining planning approvals, and securing funding to serve communities.
- **Deliver liveable neighbourhoods:** Through delivering the Bradford Housing Strategy and Home and Neighbourhoods Design Guide, ensure the delivery of walkable, cycle-friendly neighbourhoods with tree cover, safe streets, accessible transport, and high-quality public spaces and places that are healthy, connected, and socially vibrant.
- **Community Wellness:** Through the Housing Transformation Programme, refurbish and diversify social housing, align supply with modern needs, and ensure new homes come with schools, services, and community facilities to keep neighbourhoods strong and inclusive.

REIMAGINING CITY CENTRE LIVING

Bradford is reshaping its city centre into a bold, sustainable destination where people don't just visit, they live, work, and belong.

Flagship projects are leading the way. City Village will bring 1,000 new homes into a green, walkable neighbourhood. Southern Gateway, one of the biggest regeneration opportunities in the region, will unlock space for housing, culture, and commerce.

Momentum is already visible. Darley Street Market is alive with food and events. Bradford Live will host world-class performances. Norfolk Gardens has been renewed, while cultural anchors like The Broadway, St George's Hall, and the National Science and Media Museum continue to strengthen the city centre.

OUR PLAN:

- **A new identity and blueprint for place shaping:** building on City Village, review and refreshing both the City Centre Area Action Plan and the Bradford Centre Regeneration Plan to define distinct city districts, set out clear identities, and create a cohesive framework for post-pandemic living, working, and leisure.
- **Modern city living - a home in the heart of the city:** Deliver 10,000 new city-centre homes through City Village (1,000 homes) and the Southern Gateway, combining housing with retail, culture, and green public realm.
- **A city driven by experiences:** As part of a Place Marketing Plan, promote Bradford as a vibrant place to be by speeding up regeneration and backing cultural attractions that show off the city's identity, bring in visitors, and create spaces where people, businesses, and creatives can thrive.
- **A modern office market:** Shape a future-facing office market blueprint by identifying strategic sites, defining growth ambitions, and aligning development with post-pandemic trends in workspace demand, flexibility, and innovation to attract investment and talent.
- **Bring upper floors back:** Explore a pilot with Homes England to bring upper floors back into use, unlocking space for housing or innovation. This will support regeneration, increase city centre vibrancy, and demonstrate scalable solutions for urban renewal.

KEIGHLEY

A PLACE TO CREATE AND MAKE

Keighley will build on its heritage as a making town, textiles, manufacturing, and engineering, while moving confidently into advanced technology and research.

Keighley's future will be shaped through the implementation of the Keighley Development Framework. The town centre will be reimagined with new leisure and health facilities, anchored by the rebuild of Airedale Hospital, the creation of a new Health and Wellbeing Hub, and the redevelopment of Keighley Market. Stronger links between industry, skills, and innovation will support growth and opportunity. Tourism will expand around the Keighley and Worth Valley Railway, connecting visitors to Brontë Country and the Worth Valley. Public squares, green spaces, and a new heritage trail will strengthen Keighley's sense of place and community pride

OUR PLAN:

- **Showcase Keighley's Heritage:** Promote the town's cultural assets, from Cliffe Castle and East Riddlesden Hall to the Keighley & Worth Valley Railway, to strengthen tourism and storytelling.
- **Bring the Town Centre Alive:** Building on the redevelopment of Keighley Market, create a vibrant town centre that is active both day and night by broadening the mix of uses in the town centre to include leisure, health, residential, cafes and restaurants.
- **Boost Manufacturing Talent:** Build on Providence Park and Keighley Manufacturing Centre with training, research, and stronger industry links to grow advanced manufacturing and engineering skills.
- **Improve Sustainable Transport:** Create safe walking and cycling routes, promote public transport, and reduce reliance on cars.
- **Build Inviting Community Spaces:** Develop new squares, green spaces, and public areas for socialising, making Keighley safer and more welcoming.

BINGLEY

THE BEST TOWN IN BRITAIN

Bingley's heritage and community spirit will anchor its growth as a modern, sustainable town. Through the implementation of the Bingley Development Framework, Market Square will be revitalised with cafés, family-friendly amenities, and cultural events. Walking and cycling routes will link Five Rise Locks, Myrtle Park, and the River Aire, making Bingley even more attractive to families, professionals, and visitors.

With strong transport links, Bingley has the potential to be one of Britain's most liveable towns, balancing jobs, homes, and leisure with access to stunning countryside.

OUR PLAN:

- **Showcase Bingley's Work-Life Harmony:** Market Bingley as a well-connected town with jobs, housing, and family-friendly leisure, ideal for professionals and families.
- **Unlock Brownfield Potential:** Repurpose brownfield land to add homes and businesses, maximising transport links and ensuring efficient, high-quality design.
- **Deliver Low-Carbon Solutions:** Embed clean growth principles in all new developments, align with Bradford's Clean Growth Agenda and promote sustainable travel.
- **Revitalise the Town Square:** Reimagine the market square as a flexible events space, building on Bingley's café culture and hospitality offer.
- **Unlock Wellness Potential:** Strengthen access to green and blue spaces like Five Rise Locks, Myrtle Park, and the River Aire, while boosting festivals.

SHIPLEY

GROWING TOGETHER: A FAMILY-FRIENDLY COMMUTER TOWN

Shipley will be revitalised as a family-focused commuter town, blending heritage with modern amenities, riverside living, and new public spaces. Through the implementation of the Shipley Development Framework and the Shipley and Canal Road Area Action Plan, industrial heritage sites will be reimagined as attractive waterside housing, while canals and rivers open up for leisure and community life.

Proximity to Saltaire gives Shipley global cultural weight. The town will keep its identity as a “making place,” leveraging its manufacturing base and creative industries to grow jobs and attract enterprise.

OUR PLAN:

- **Make Shipley Family-Friendly:** Redesign the town centre with play areas, diverse uses, and spaces that encourage families to live, shop, and spend time locally.
- **Connect Shipley Sustainably:** Strengthen links between the rail station and town centre, improve walking and cycling networks, and expand public transport to better connect with Saltaire and beyond.
- **A Place of Eco-Living:** Redevelop waterside housing, retrofit homes, and embed low-carbon principles across new builds, supporting Bradford’s Clean Growth agenda.
- **Revitalise Shipley’s Community Market:** Reinforce Shipley as a market town with inclusive events and affordable, locally produced food.
- **Innovate Shipley:** Build on its tech and media businesses to grow creative industries, encourage entrepreneurship, and create more opportunities for residents to work locally.

ILKLEY

A VIBRANT, SUSTAINABLE DALES TOWN

Framed by the River Wharfe and Ilkley Moor, this is a place built on landscape, heritage, and community pride. Ilkley's future growth will reflect that, a town that stays true to its character while embracing the best of modern, sustainable living.

The town centre will keep evolving with better public spaces, more diverse shops and services, and design that makes it welcoming and easy to get around.

Protecting what makes Ilkley special remains central, the moor, the river, the green spaces that define it. The town will promote low-carbon living, with new walking and cycling routes linking homes, schools, and the station, making sustainable travel the natural choice.

With direct links to Leeds and Bradford, Ilkley is perfectly placed to grow as one of Britain's most desirable towns, balancing homes, jobs, culture, and leisure with countryside on the doorstep.

OUR PLAN:

- **Grow Sustainably:** Back well-designed, zero-carbon homes in the right places, with a mix of affordable and community-led options.
- **Protect What Matters:** Keep Ilkley's heritage, facilities, and landscapes — including the Moor, the River Wharfe, and Green Belt — protected for future generations.
- **Enhance Green & Blue Spaces:** Improve parks, riverside paths, and cycle routes, while boosting biodiversity with new habitats and community gardens.
- **Cut Carbon, Improve Access:** Invest in charging points, safer streets, and 20mph zones, connecting homes, schools, and shops through walking and cycling.
- **Boost the Local Economy:** Support small businesses, creative industries, and tourism through high-quality design and a lively town centre.
- **Be Inclusive & Resilient:** Plan for all generations, adapt to climate challenges, and build a town ready for the future.

Delivery Mechanisms

04

Bradford's growth isn't happening in isolation. It's driven by a network of people and organisations pulling in the same direction, employers, developers, investors, BIDs, business groups, skills providers, and the voluntary and community sector. Together, they're creating jobs, bringing in investment, and making sure every community feels the benefit.

What We'll Do

We'll lead from the front and make the system work harder and faster for Bradford.

- **Planning with Purpose:** Every application will be taken seriously. We'll move quickly, stay transparent, and focus on getting the best outcomes for communities and the economy. Our Local Plan and Land Development Frameworks will protect employment land, keep affordable workspaces available, and guide development to the right places.
- **Unlocking Assets:** Council-owned land and buildings won't sit idle. We'll partner with the private sector to turn them into homes, workspaces, and community assets. Money from growth funding and development receipts will be reinvested into skills, infrastructure, and inclusive programmes.
- **Re-energising High Streets:** Vacant units will be brought back into use. Tools like High Street Rental Auctions will pull in new ideas and new activity, making town centres vibrant again.
- **Maximising Social Value:** Developments won't just go up, they'll leave something behind, community facilities, affordable spaces,

infrastructure that makes a difference day-to-day.

- **Promoting Bradford:** Targeted campaigns will push Bradford's strengths, talent, location, culture, and opportunity to global investors and entrepreneurs.
- **Sector-Specific Focus:** With smart policy, we'll give Bradford's core sectors the environment they need to scale, diversify, and compete globally.

How You Can Help

This isn't just our job. Partners have a big role to play:

- **Government:** Back us with targeted funding, powers and flexibility so we can close gaps and move faster.
- **Investment Bodies:** WYCA, DBT, UKTI keep opening doors for FDI and landing big strategic partners.
- **Regional Partnerships:** Collaborate across West Yorkshire and the Northern Powerhouse to deliver enabling programmes.
- **Developers:** Talk to communities early, build sustainably, and deliver quality.
- **BIDs and Business Forums:** Strengthen networks and support for the 99% of Bradford firms that are micro or small businesses.
- **Investors:** Back Bradford's growth sectors and the 7 Game Changers pipeline to build strong clusters.
- **Employers:** Plug into our skills and employment programmes, shape the pipeline, and open up opportunities for Bradford residents.

How We'll Know It's Working

We'll hold ourselves accountable. The Bradford Growth and Skills Board will oversee delivery with annual reports and KPIs that track real impact, not just projects signed off, but lives improved.

We will publish an annual progress report, tracking delivery against agreed milestones (see Appendix 1), providing transparency, and adapting where needed to remain agile and competitive. A rolling delivery plan will set out key milestones for the 7 Game Changers and the three Growth Themes, refreshed each year to reflect progress and emerging opportunities.

Most critically, we will know we have succeeded when we have:

- Bradford's recognition as a UK Core City confirms its status as a leading urban economy. Economic (GVA) performance reflects national levels, reinforcing the district's strategic importance and its role in driving growth across the North and for the UK.
- Secured £6 billion of income from new developments across the district, signalling investor confidence in Bradford and fuelling transformative projects that deliver long-term economic, social, and environmental value.
- The number of companies registered in Bradford District in growth sectors increased by 20% by 2035.
- Increased the proportion of residents qualified to Level 4 increases and is maintained in line with national averages by 2035.
- Delivered 19,000 new homes, with a strong focus on affordability, enabling more people and families to live well in Bradford, close to jobs, services, and vibrant communities.
- At the heart of this is one principle, growth has to mean something for the people who live here. If our high streets are alive, our young people are in good jobs, our communities feel included, and investors keep backing us, that's when we'll know Bradford 2035 is working.

APPENDIX 1:

REGENERATION AND GROWTH PLAN KEY INDICATORS (BY 2035)

THEME	KEY INDICATOR
PEOPLE	16–64 claimant rate reduces and remains below national average
	18–24 unemployment rate reduces and remains below national average
	NEET rate improves and remains below national average
	Residents qualified to Level 4+ increases and aligns with national average
	Proportion of higher occupational (SOC 1–3) jobs increases by 20%
	Satisfaction with local area aligns with national average
	Grow the number of jobs in the creative industry by 10%
	The number of jobs in construction increases by 20%
	The number of jobs in priority sectors increase by 20%
PRODUCTIVITY	Proportion of higher occupational (SOC 1-3) jobs increases by 20%
	Increase gross average salaries to align with or surpass the national average
	Total GVA has grows to £18 billion (in 2025 prices) to match UK growth levels
	Gross Value Added per head increases and is maintained in line with national averages
	The survival rate of Newly Born Enterprises at 1, 2 and 5 years increases and is maintained in line with national averages
	The number of companies registered in Bradford District in growth sectors increases by 20%
	Births of new enterprises increases and is in line with national averages
PLACE	Number of high growth enterprises increase by 20%
	19,000 new homes delivered
	All homes achieve EPC rating of C or better all tenure type
	Proportion of decent rental housing aligns with national average
	All major parks received the Green Flag award
	Cultural venue visits per 1,000 population increase by 10%

