



# Bradford: waking the giant

Maud Marshall



# An Aide Memoire

## Why are we here today?

- More effective influence on regional policy
- Support District and Council
- Achieving economic and social objectives



# Overview

- The Sleeping Giant
- Why it all matters
- Tools of the Trade
- BCR's role



# The Sleeping Giant

Bradford and District = large area  
= great potential  
= breadth of economy  
= recent growth : forecast growth

Yet = low profile  
= sleeping giant

But = quietly transforming  
= time to shout about it

- Leeds Twin City –  
- Agree what Bradford's for! -



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# Why it all matters!

## Key players represented today .....

- Leadership and Governance
- Wealth Creation
- Connectivity and “Plugged In”
- Growth, Retention, Attraction of Talent
- Developing Neighbourhoods and Communities
- Managing and Maintaining the Realm
- Caring, Securing, Protecting
- Profile, Image and Reputation

- Getting our Act Together! –
- Making a Difference! –
- Achieving Competitiveness! -



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# Tools of the Trade

- Data and Evidence = Intelligence
  - Intellectual Firepower
  - Understand the Wider Policy Agenda
  - Know the Bigger Economic and Demographic Picture
  - Clear and Simple Strategy and Tactics
  - Secure Resources and Investment
  - Diplomacy and Advocacy
  - PR and Marketing
- Tail must not wag the dog! –
- Quality and Excellence! –
- Pan – District Approach! -



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# BCR's Role

## Data and Evidence Intelligence

- Land and property audit
- Infrastructure (utilities and roads)
- Hydrology
- Market analysis (housing, perceptions)
- Economy (core script)

## Intellectual Fire Power

- Expert support and consultancy
- Expert team
- Tapping into partner expertise

- City Centre as Engine Room –
- BCR is short life company –
- Regeneration is for the duration –



# BCR's Role (cont)

## Big Picture/Wider Agenda

- Scouting the policy landscape
- Networking/attending events
- Submitting views – eg. RES and RSS
- Wider areas – IIB, CCM, DB

- City Centre as Engine Room –
  - BCR is short life company –
  - Regeneration is for the duration –



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# BCR's Role (cont)

## Strategy and Tactics

- Masterplan
- Business Plans 1 and 2
- Investment Programme (37 projects)
- Neighbourhood Development Frameworks
- City Centre Design Guide

- City Centre as Engine Room –
  - BCR is short life company –
  - Regeneration is for the duration –



# BCR's Role (cont)

## Secure Resources and Investment

- Dowry from BMDC and YF (£50m)
- Grants from English Partnerships, others
- £1.9bn from Private Sector

## PR and Marketing

- Campaign – PR and Targetted marketing to key audiences
- Consultation Programme – internal audience
- Bradvocates Network

- City Centre as Engine Room –
  - BCR is short life company –
  - Regeneration is for the duration –



# Rallying Cry

- Assemble Ammunition and Firepower
- Get Strategic and Tactical
- Shout and Charge

