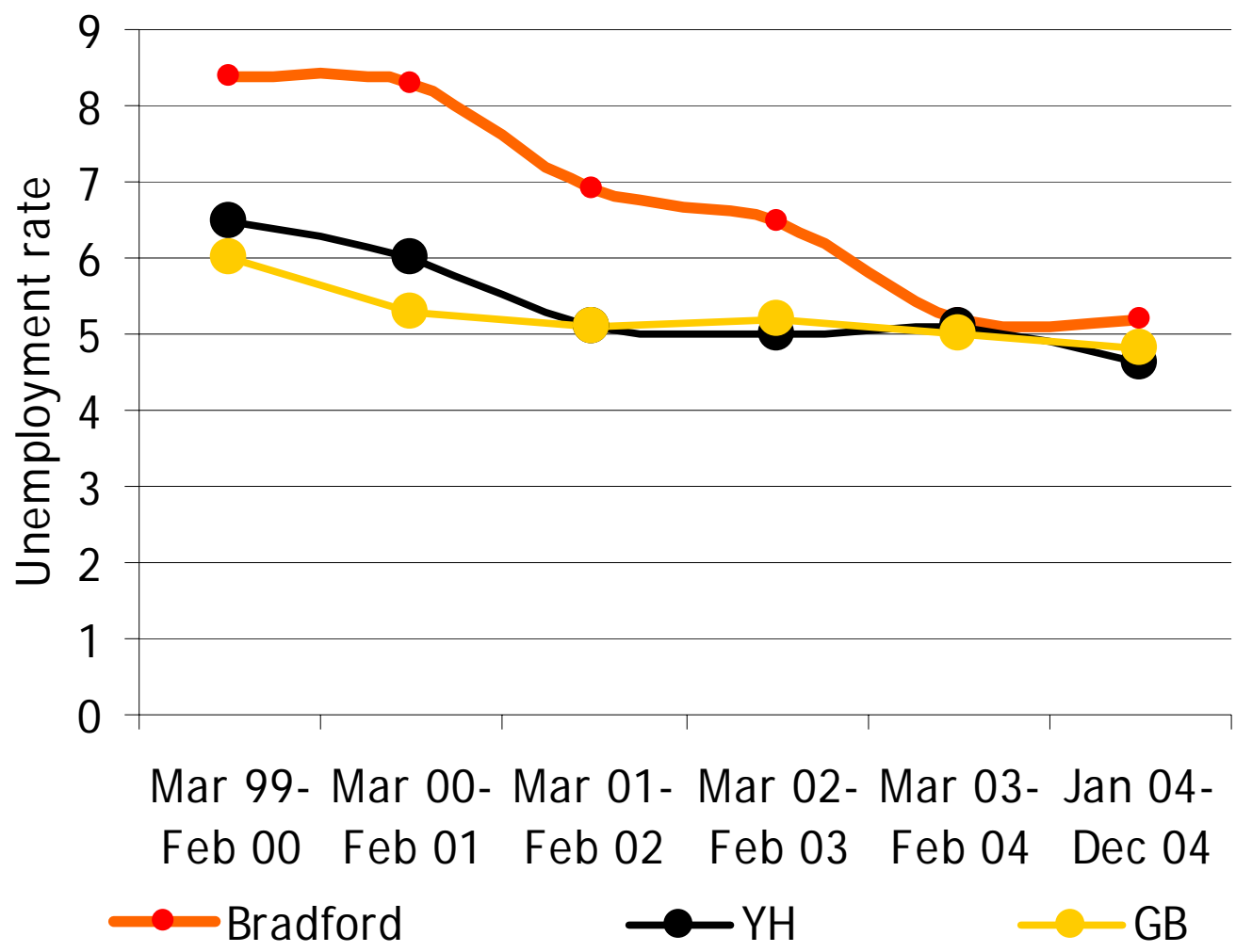


Bradford: its Unique Selling Points

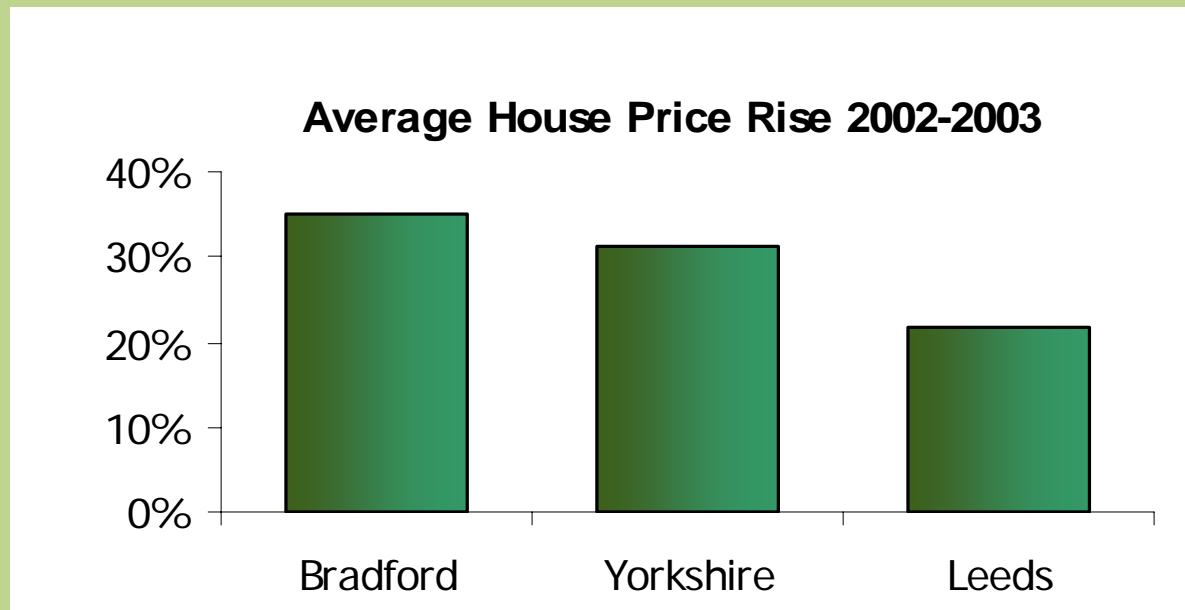
Stephen Nicol

- > No one killer USP – but a unique overall recipe:
 - > **Change:** recent direction of travel positive
 - > **Size:** sheer scale of the local authority
 - > **Breadth:** wide range of sectors and economic engines
 - > **Living:** City for living
 - > **Location:** twin city with Leeds
- > There are challenges as well..

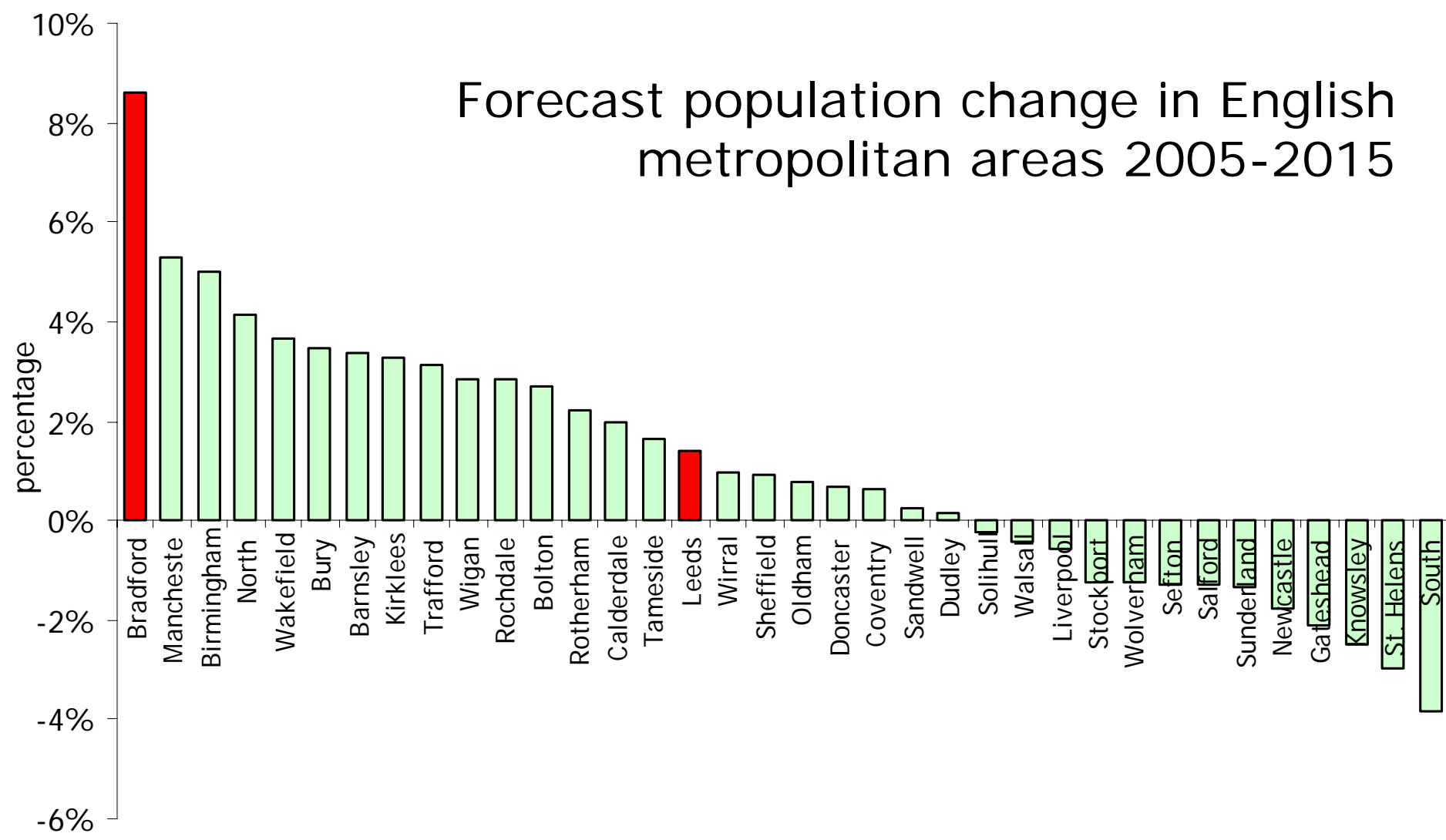


Unemployment rate fallen from 40% above to just 10% above the national average

- > Property changes – evidence of green shoots
 - > Office rental levels in City Centre increased by 17% (July 2002 to July 2005); fell by 5% in Leeds
 - > Average house prices rise outstripping region and Leeds
 - > Residential investment hotspot



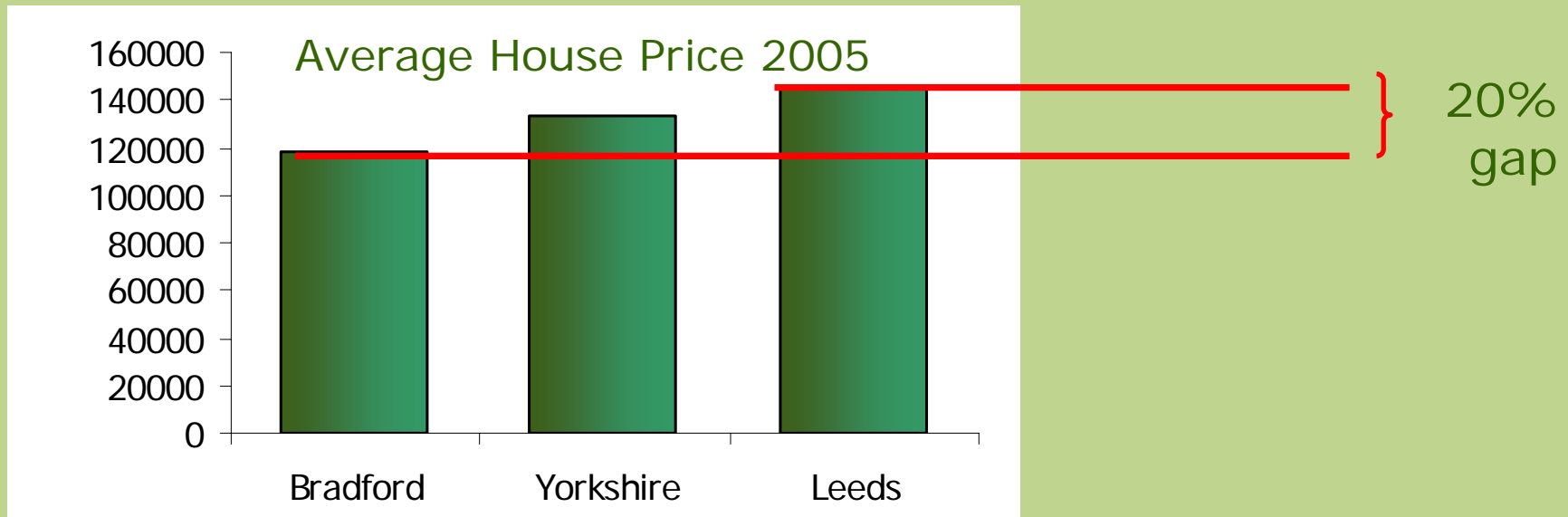
Forecast population change in English metropolitan areas 2005-2015



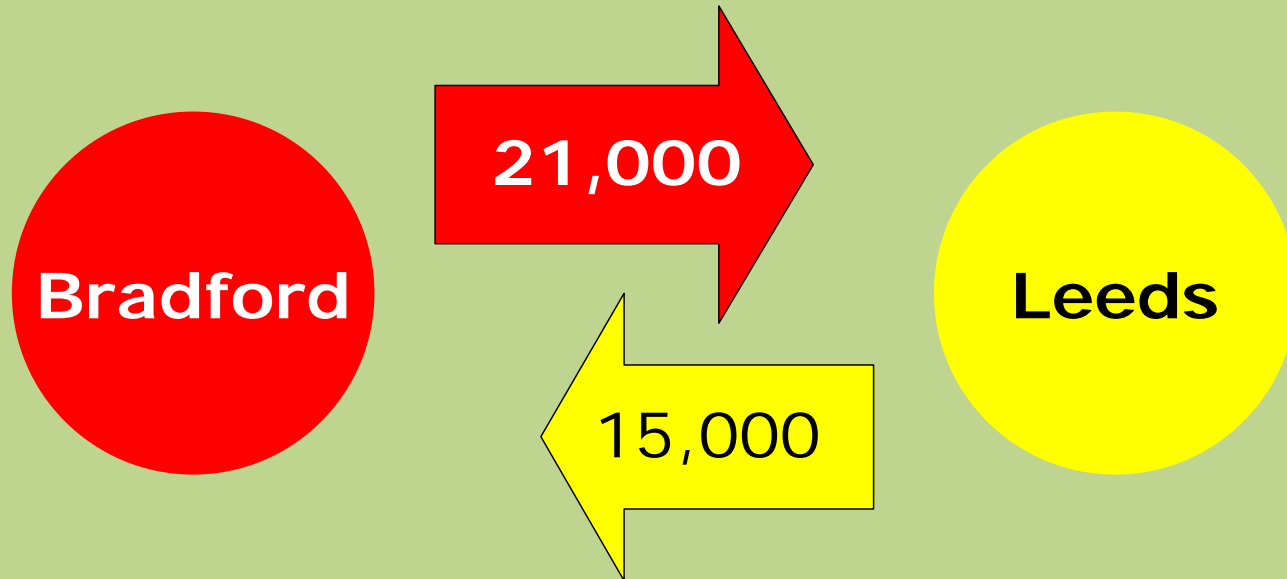
- > Voice and profile of Bradford does not reflect its size...
- > A population of 0.5 million and an economy of around £7bn (2005 est.)
 - > 6th largest working age population of any urban local authority area outside London
 - > Plus net importer of labour
 - > 3rd largest population under 15
 - > 8th largest number of business and 4th largest number of self-employed
- > Centred along M62 corridor at heart of Northern Way, between the growth centres of Leeds and Manchester

- > Still a making city – 3rd largest concentration of manufacturing employment in the UK
- > A wide range of specialisms (out of 200,000 jobs):
 - > Strong financial services (9,000 jobs)
 - > Centre for education (8,000 in HE and FE)
 - > Printing and publishing (7,000)
 - > Advanced production, innovation and technology (10,000+)
 - > Home/internet shopping (5,000)
 - > Logistics (12,000)
- > Several distinct business locations:
 - > City centre
 - > Airedale
 - > M62 corridor

- > Spectacular typography and diverse living opportunities (60% district area="rural")
- > Cosmopolitan city
- > Cultural offering:
 - > Built environment
 - > Nice visitor experiences
- > Excellent value for money and affordable housing



Large and two-way flows of people every day (2001)



Complementary business location
and retail/leisure locations....

...but compete as well

- > City of creativity
- > A growing city
- > City for enterprise

- > How to get there?