



Why the Northern
Powerhouse needs
to be plugged in to
BRADFORD

CONTENTS

Executive Summary - Why Northern Powerhouse needs to be plugged into Bradford [page1](#)

The Transport Vision for the North [page3](#)

What is Northern Powerhouse Rail? [page5](#)

Why the Northern Powerhouse needs Bradford [page6](#)

Bradford's Current Connectivity [page10](#)

Where would the NPR station be in Bradford City Centre? [page14](#)

Contact information [page16](#)



Executive Summary – Why Northern Powerhouse needs to be plugged into Bradford

Northern Powerhouse Rail provides Bradford with a once in a life time opportunity to improve its rail connectivity and allow the city to operate at its full potential, contributing to economic growth across the north of England and supporting the Government’s objectives to reposition the UK economy away from London and the south east.

Bradford is energetic, enterprising and extraordinary. It’s a place of ideas and innovation with a unique, diverse culture. Bradford district is asset rich: a big £9.2 billion economy with globally successful businesses, a dynamic young population, a world-class cultural offer and stunning rural environments, a strong tradition of private and public partnership and a city centre undergoing the biggest transformation of any in the UK.

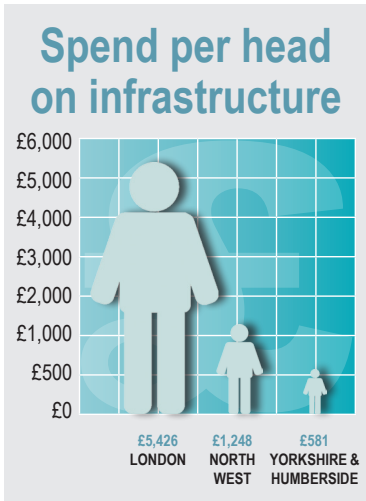
Bradford’s economy is big and growing, and so is our population, so we are now embarking on the ambitious challenge of creating a high-value, high-skill economy driven by innovative and productive businesses that delivers jobs, opportunity and higher living standards for all.

Action to create a vocationally-led, business-focused education and training offer is helping to deliver the district’s growth potential and contribute to the wider City Region economy. Greater connectivity through improved transport and digital infrastructure is also a key priority. Improving transport links with Leeds and other cities in the north and the UK will enhance our offer nationally and internationally.

The whole northern economy is constrained by poor rail connectivity. HM treasury analysis indicates that a re-balanced economy would be worth an additional £56 billion to the north of England.

Bradford is the fifth largest Local Authority in the UK with a population of 528,000 and an economy that ranks the 11th biggest in the UK. and fifth in





Despite this economic scale the city is poorly connected by rail to the wider UK economy. At present the city has no direct rail services to other northern cities such as Liverpool, Hull, Sheffield, and Newcastle, or the international gateway at Manchester Airport.

Even cities where Bradford does have a direct service via the Calder Valley line the average speeds are desperately slow. The average speed to Leeds is 33mph with Manchester only marginally better at 42mph.

Bradford has suffered from an historic under investment in its rail infrastructure which has been compounded by the lack of investment in rolling stock and services under the previous northern rail franchise. Yorkshire & Humberside spend per head on infrastructure equates to £581 per person as opposed to £5,426 in London. Provision of an NPR stop would be a step in the right direction to reduce this imbalance in infrastructure spending in Bradford.

Steer Davies Gleave in their recent report '*A strategic case for Investment in the Calder Valley line*' found that if Bradford was part of the NPR network then it would generate conventional benefits worth £1.3 billion. An uplift of this magnitude would support the creation of at least 10,000 new jobs.

Further evidence from a study commissioned by the West Yorkshire Combined Authority (WYCA) looking at the case for an additional NPR stop between Leeds and Manchester will be available shortly. It is understood from the initial findings that a Bradford City Centre NPR stop would provide significant economic benefits for the Leeds City Region.

The Government's commitment to improve rail connectivity across the north of England provides Bradford with a once in a life time opportunity to become part of a new Northern Powerhouse Rail (NPR) network.



The Transport Vision for the North

The importance of improving connectivity across the north of England has been recognised by the Government following a series of reports which have been published over the past couple of years.

In March 2014 Sir David Higgins published his report *HS2 Plus*. In it, he recognised the importance of improving connectivity particularly on the East-West axis across the north of England. As a result of this the north of England's six city regions responded by developing a paper '*One North: A proposition for an integrated North*' setting out how improved transport infrastructure could support economic development. Their report proposed the development of a polycentric economy across the North of England based on the experience of European regions such as the Rhine-Rhur and Randstad. The proposals were multi-modal, covering road, rail, air and waterways and applied to both passenger and freight.

In November 2014 Sir David Higgins published a second report titled '*Rebalancing Britain*' which proposed the creation of a new body called Transport for the North (TfN) which was to work with the city regions in the north of England and the Department for Transport to develop long term investment plans to secure improvements in economic performance.

The shared aim of TfN and the Government is to *"transform northern growth, rebalance the country's economy and establish the north as a global powerhouse"*. To deliver this requires *"A world class system that must better link up the individual cities and towns in the north, to allow them to function as a single economy and be stronger than the sum of their parts"*. According to HM Treasury a rebalanced UK economy would be worth £56bn in nominal terms or £44bn in real terms equivalent to £1,600 per individual.

TfN produced an interim report in March 2015 – '*One Agenda, One Economy, One North*' which set out a vision for rail services across the north focussing on radically improving journey times and frequencies between Liverpool, Manchester, Leeds, Newcastle, Sheffield, Hull and Manchester Airport.

This included the provision of a new high speed rail link known as Northern Powerhouse Rail (NPR).

"A world class system must better link up the individual cities and towns in the North, to allow them to function as a single economy"



TfN have commissioned a report titled '*Northern Powerhouse Independent Economic Review*' to look at why the north of England was under performing economically and how this can be addressed. The report finds that large numbers of people in the north are detached from the labour market and have become reliant on incapacity and employment support, this leads to long term unemployment, deterioration in skills and reduces the labour supply for many years. This results in a productivity gap characterised by low employment rates, low levels of enterprise, higher skills, innovation and investment.

The northern cities are too small to take advantage of the economies of scale (agglomeration) associated with the concentration of economic activities as its population is spread out across a number of cities. The report cites that:

'Better transport connectivity can help promote a higher employment rate, by improving the attractiveness of an area for investment, improving access to markets , increasing the pool of workers available to work in higher productivity urban locations and increasing the effective scale of cities and the associated benefits of agglomeration.'

According to the Independent Economic review the north has four prime capabilities in which it performs well on productivity and can compete at national and international levels. These are Advanced Manufacturing, Energy, Health, Innovation and Digital. These are supported by three enabling capabilities Financial services, Logistics and Education.

NPR will help Bradford realise these capabilities and contribute significantly to the north's development as a global powerhouse.

By supporting growth and development of the prime and enabling capabilities through substantial improvements in the skills base, innovation performance and transport connectivity the Independent Economic Review forecasts by 2050 that GVA (which is the measure of the value of goods and services produced in an area) will be 15% higher than business as usual, productivity will be 4% higher and an additional 850,000 jobs will have been created above business as usual projections.



Why the Northern Powerhouse needs Bradford

Bradford is the fifth largest Local Authority in Great Britain with a population of 528,100 (2011) and has one of the youngest populations of any city in the UK with 24% of the population under 16 years of age compared to 19% nationally. By 2024 the population is expected to increase to 565,000 and the working age population by 24,000 to 353,000. This growing population means a growing need for jobs and housing in the district. It is forecast that 26,000 new jobs will be needed by 2021 to match the national employment rate and 42,000 new dwellings by 2028.

Bradford's economy is valued at £9.2 billion which is the 11th largest in the UK and fifth largest in the Northern Powerhouse. There are 17,050 businesses in the district employing 195,000 people. These include a number of major companies which have their headquarters in the district including Morrisons, Yorkshire Building Society, Santander, Provident Financial, Arris and Hallmark cards.

Bradford is a Producer City with a diverse sectoral mix that includes a manufacturing base employing 24,600 people and a thriving digital sector which employs 4,600 people in leading businesses including: Arris, a world leader in technologies, products and services for PayTV and broadband; Radio Design, award winning leaders in wireless telecommunications product design and Virtual College, an industry leader in e-learning and online training. Bradford is home to major digital innovation initiatives including Digital Capital Centre Yorkshire, the Bradford University led Digital Health Enterprise Zone and the Advanced Digital Institute. Bradford is also a Gigabit City with business benefiting from 200km of pure fibre optic infrastructure making it one of the best digitally connected cities in the world.

The city centre remains the key location for employment in the district, particularly office based employment. There are 33,000 jobs located in Bradford city centre which is one in six of all jobs in Bradford district. There



are 10,000 jobs in financial and business services, 12,000 in the public sector, 3,500 in retail and 1,400 in accommodation and food based in the city centre.

Despite a challenging global economic climate, Bradford is delivering a steady stream of wealth creating projects and is a city centre that offers real potential for growth. The value of investment on site in 2015 amounted to estimated £725m of which £525m was in the city centre.

Significant public investment has focused on improving the quality of the public realm including the multi award winning City Park and Bradford Heritage Streets improvements.

The new Broadway shopping centre is predicted to attract an additional nine million shoppers each year and will increase Bradford's catchment spend potential by 78% to £969m ranking the city as the the third largest retail centre in Yorkshire and the Humber.

Bradford's City Centre Growth Zone, which is a £35m initiative set up to support new businesses and existing business growth continues to gather momentum with businesses signing up to the programme, creating jobs and occupying vacant units. To date more than 200 companies have been supported to create over 400 new jobs stimulating £15m of capital investment in the city and bringing nearly fifty vacant properties into use at the time of writing.

New events and festivals including Bradford Festival are generating significant economic benefits through increased visitor spend. Since 2012 City Park events have attracted over half a million visitors and generated over £7m of additional spend.

The Council has supported regeneration by relocating 2,000 of its staff into city centre offices and continues to do so through the refurbishment of the former central library and Mercury House offices.

The council continues to work on a number of inward investment propositions including:

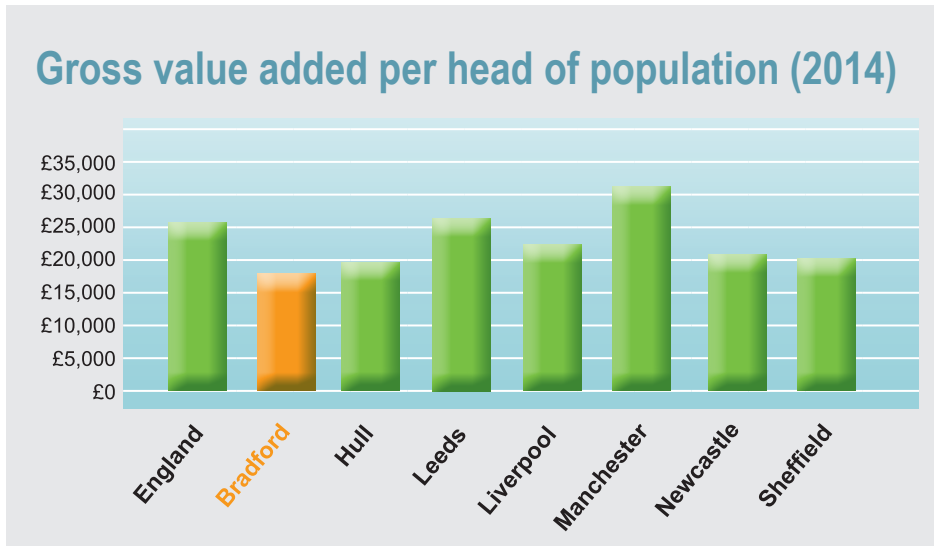
- **One City Park** - The former Tyrls police station has been demolished and the site marketed for Grade A office accommodation (early 2015), the ambition is to create 100,000 sq. ft. of built office space that will accommodate 800 jobs



- **Former Yorkshire Water Depot site** A 1.1 hectare site which is being marketed as a mixed use employment site that could accommodate 1,500 jobs
- **Exchange Court** An investment opportunity for a mixed use commercial and residential scheme with space for 400 office jobs
- **Jacobs Well** - The council has entered into a partnership with a consortium of property developers, funders and public sector programme managers, to create a public service hub building in Bradford. This will allow the existing Jacob's Well offices to be demolished, making way for a new state-of-the-art Grade A office accommodation on the same site that will provide accommodation for 1,500 jobs
- **Little Germany** - Various sites are available in the historic Little Germany area of Bradford offering potential for office based employment as part of mixed use developments that could host 250 jobs
- **Royal Mail Sorting Office site** - Planning approval granted for a leisure development that would create 350 jobs
- **Furniture City site** - This has potential for office and retail uses that would create around 800 jobs
- **Conditioning House** - This is a mixed used development opportunity that could host 700 office based jobs.

Together these sites and others including Joseph Brennan House, Well Street and Cathedral Point have the potential to deliver over 8,000 new jobs and a GVA uplift of around £350m for Bradford and the wider region.

Despite undoubted progress, market conditions remain challenging but there is clear potential for economic uplift and it is clear that significant investment in improving rail connectivity and including Bradford as part of the NPR network would be a catalyst to giving private and public investors the confidence to capitalise on the opportunities that Bradford offers.

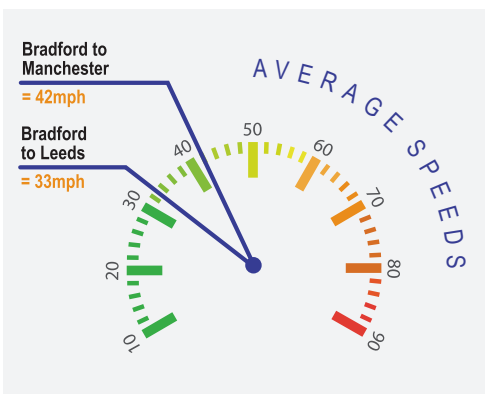


The graph above indicates that the average GVA per head of population in the UK is around £25,000 which is £8,000 higher than that for Bradford. Compared to other large northern cities Bradford has the lowest GVA per head which is partly as a result of its poor connectivity and why the district must be part of the NPR network. Whilst Manchester and Leeds both perform better than the national average for GVA this is not true for the wider economic regions in which they are situated. The average GVA for the north west is £21,000 and Yorkshire & Humber £19,900. The north's performance gap is 25% when compared to the rest of England and this has been widening post-recession. Bringing NPR to Bradford will do much more to narrow the GVA gap between north and south than only connecting Leeds and Manchester.

Bradford is delivering a steady stream of wealth creating projects and is a city centre that offers real potential for growth

Bradford's Current Connectivity

Despite Bradford's size in terms of population and economy its rail connectivity to the rest of the north of England does not reflect the scale of the city. If Bradford is to realise its economic potential it is crucial that this is improved.



The City is served by three rail lines; Airedale, Wharfedale and Calder Valley. The latter line which provides the city with connectivity to Manchester, Lancashire, Kirklees, Calderdale and Leeds has had little if any investment historically compared to other rail lines that cross the Pennines. As a result capacity, quality and speeds for services are poor compared to other rail lines and the Calder Valley line is not an attractive alternative to the congested M62 motorway. This has been exacerbated by the rail franchise in place between 2004 and 1st April 2016 which was let on a zero growth basis and did not invest in new rolling stock or services.

The table below sets out the current rail offer and what could be achieved if Bradford was part of the NPR network. Currently only Manchester and Leeds have direct services from Bradford. From 2019 Manchester Airport, Liverpool, Sheffield and Hull will have direct hourly services to and from Bradford resulting in a slightly reduced journey time to these destinations. Even cities where Bradford does have a direct service via the Calder Valley line the average speeds are pitifully slow. For example between Bradford and Leeds the average speeds are 33mph and Bradford and Manchester 42mph by train.

| Bradford Interchange to: | 2016 Journey time | NPR Journey time | Percentage improvement |
|--------------------------|-------------------|------------------|------------------------|
| Leeds | 19 mins | 10 mins | 47% |
| Manchester | 59 mins | 20 mins | 66% |
| Manchester Airport | 110 mins | 30 mins | 82% |
| Liverpool | 114 mins | 40 mins | 65% |
| Sheffield | 76 mins | 40 mins | 47% |
| Hull | 91 mins | 55 mins | 40% |
| Newcastle | 114 mins | 70 mins | 39% |



This is especially striking considering that 45,000 commute between Leeds and Bradford on a daily basis (2011 census data). This is the largest flow between any two cities in the UK. Despite the two city centres being only eight miles apart a significant proportion (74%) of the journeys are made by car rather than public transport.

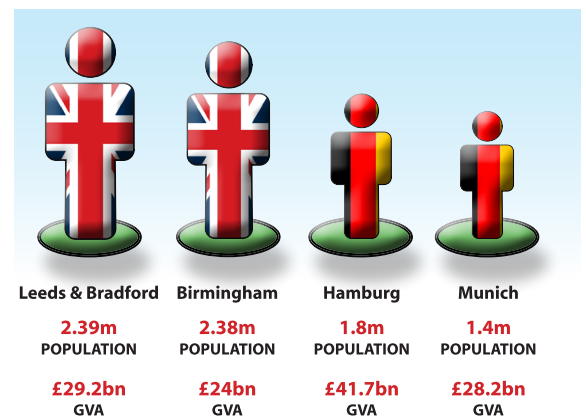
As the districts population grows it will place increasing pressure on the Bradford's congested road network. Current traffic growth forecasts are that the number of cars on the districts roads will increase by 31% over the next 25 years as opposed to 18% nationally. Reducing journey times by rail will provide an attractive public transport alternative to the car, lowering congestion, reducing greenhouse gas emissions and improving air quality.



The layout of Bradford Interchange, which is a terminus station, also constrains train movements in and out of the city. This reduces the potential for increased frequency of services along the Calder Valley line between Bradford, Leeds, Halifax and Manchester. This is only detrimental to Bradford's economy but has wider implications for neighbouring districts such as Calderdale, Rochdale and Leeds.

Being part of a NPR network would offer a journey time of 10 minutes or less between Leeds and Bradford allowing the cities to work much closer together and potentially providing significant agglomeration effects for the Leeds City region. The diagram indicates the size of the Leeds – Bradford conurbation if considered together in comparison to Birmingham and two of the largest cities in Germany, Hamburg and Munich. Both German cities despite having smaller population sizes generate a far larger GVA which reflect the scale of agglomeration which occurs in Europe as a result of excellent transport connections within their respective city regions.

Whilst Bradford is poorly connected by rail to other city regions in the north of England it does benefit from fast and frequent internal transport connections which NPR will be able to exploit. The north of the district has an excellent rail service via the Airedale and Wharfedale lines providing frequent services into Forster Square station in the centre of Bradford from Skipton, Keighley, Bingley and Ilkley. The station which is used by two million people a year will





soon benefit from a £15m upgrade transforming passenger facilities. A new station on the Airedale line at Apperley Bridge has proved to be an instant success with 440 passengers using the station daily and the car park already at 85% occupancy.

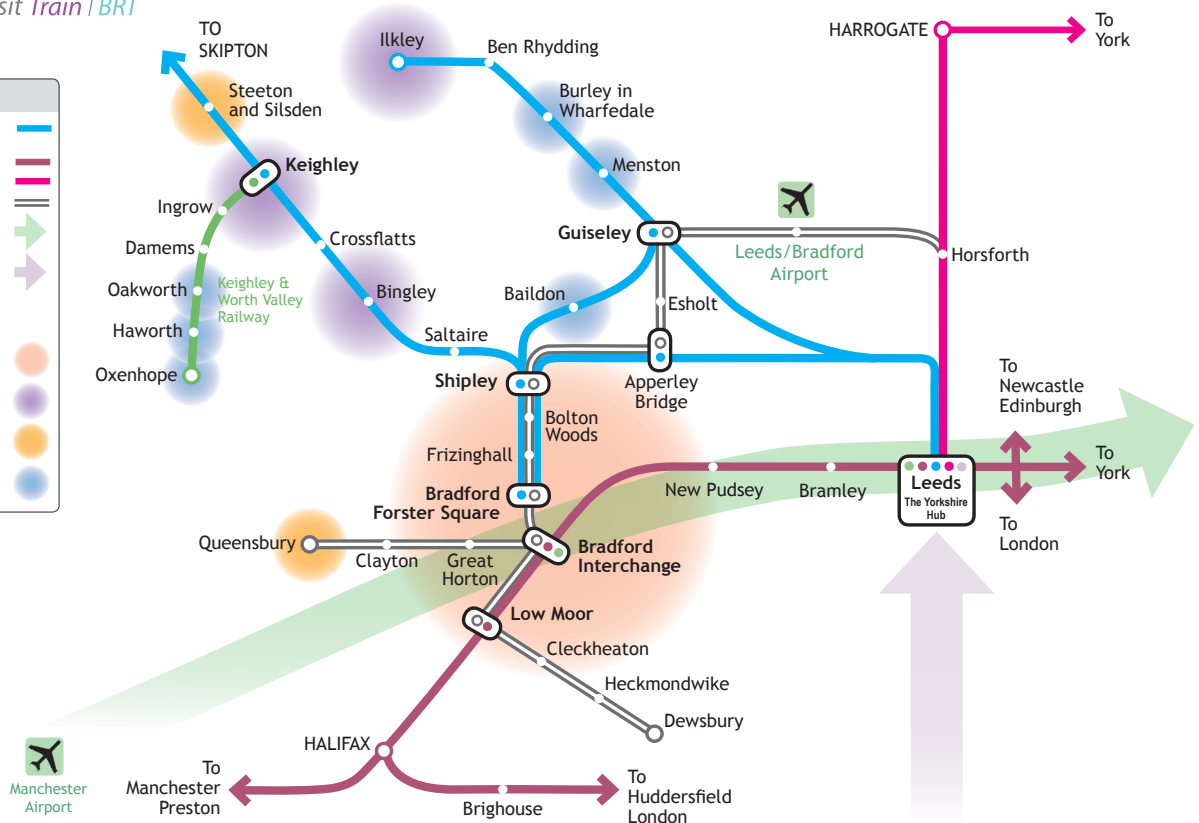
The south of the district is served by Bradford Interchange which is on the Calder Valley line linking Bradford to Halifax, Rochdale, Preston and Huddersfield. This rail station is used by three million passengers a year and is directly linked to the bus concourse which is used by six million passengers. A new station on the Calder Valley line at Low Moor is due to open in 2017.



Bradford Transit Train | BRT

Key:

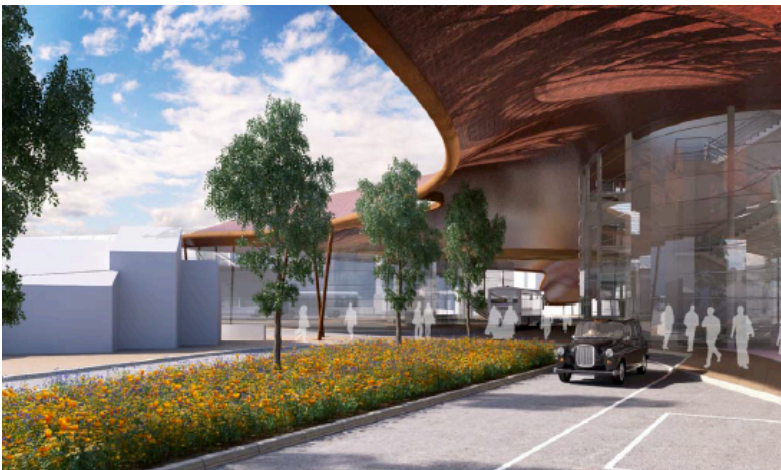
- Airedale/Wharfedale Line —
- Calder Valley Line —
- Harrogate Line —
- Bus Rapid Transit —
- HS3 →
- HS2 →
- Settlement Hierarchy Categories**
- Regional City Policy ●
- Principal Towns ●
- Local Growth Centres ●
- Local Service Centre ●





Where would the NPR station be in Bradford City Centre?

The preferred location for the Bradford NPR station would be at a location close to or part of the current Interchange site. It is envisaged that NPR will be underground as it runs through the city centre and therefore will require an underground station seamlessly connected into Bradford Interchange.



Artists impression of the proposed new Bradford Interchange

Masterplanning work is currently underway and is looking at Bradford Interchange and the surrounding area. This is to ensure that the station becomes a catalyst for development in this part of Bradford and creates a transport asset with a scale, presence, functionality and architectural impact. This is tied in with a number of other developments planned within this part of the city including a new city pool on the site of the current Britannia Mills, a public sector hub on the

site of the former Jacobs Well council offices, One City Park Grade A office development on the site of the former police station, the former Odeon site and the Exchange Court development site.

Bradford in conjunction with the West Yorkshire Combined Authority is looking at the technical feasibility of an underground station and how it relates to and could also benefit the existing Calder Valley line.





For further information contact:

Julian Jackson

Assistant Director

Planning, Transportation and Highways

Telephone: 01274 433766

Email: julian.jackson@bradford.gov.uk

Bradford District

