

## Bristol 2050 – July/August Update

### Our “Offer”

We aim to produce a short pamphlet outlining the basis of the 2050 vision, our offer to government and our “asks” of government. This will be produced by end September so we can use it to promote the concept and idea of the book to potential sponsors and subscribers, as well as to our new MPs and politicians at a national level. The importance of the pamphlet is that it will provide an early representation of the key ideas, principles and our vision in a quality format that we can share more easily with others.

Alongside this pamphlet we will also be producing a short context setting “essay” outlining the philosophical context for the vision, our overall reasons for doing this, what is at the heart of the vision. This will draw out the social consequences of not taking action, why the business community should and does care about poverty, deprivation, and social unrest and what we can do to address these issues. This essay will sit at the front of the 2050 plan as an explanation for our involvement and desire to develop the vision.

### 100 Subscribers

The strategy to target 100 subscribers is to utilise both direct and indirect channels. To date our focus has been direct to Initiative members - selling the concept of Bristol 2050 to the targets who we know will be supportive. £11,000 has been invoiced so far.

We will continue to target our members but once we have the website live (mid August) and the pamphlet outlining the basis of the project, we will also be using in-direct channels to market via intermediaries and trade associations. By collaborative working with these organisations, and with their endorsement, we can get to the high number of businesses they each represent. By effectively ‘piggybacking’ on their marketing and events we can decrease the cost per target achieved.

In addition to this we have obtained 3 pro bono days per month from Grayling PR Agency worth £2250 per month. This will enable us to utilise social media effectively and to gain media coverage locally and nationally.

### Spatial Vision

We are continuing to develop the spatial vision, to illustrate on a series of plans where the growth will go, what the transport improvements will look like, and what the infrastructure demands are to accommodate growth. Alongside this strategic vision are a series of key projects that form an important part of bringing the vision to life:

- The linear park along the Avon, including an Avon Barrage
- High speed rail connection to London and Europe
- A new tram system linking housing to jobs
- A city region park, bringing the city closer to the country
- Improving access to our coastal towns and developing a Bristol/Sevenside “Riviera”

Alongside the spatial vision we are also developing some greater clarity about the non-spatial aspects of the vision that will pick up and focus on education, skills, jobs, regeneration, health and wellbeing. Issues discussed to date include:

- Apprenticeships and skills academies
- A new vision for education, with greater mobility and vocational learning, drawing in the concept of urban village schools, education unlimited and education hubs
- Workhubs and the changing needs of business/ employees

These spatial and non spatial elements of the vision are constantly developing and improving.

### Timescales

The project team have agreed the need to extend the timescale for the book production from October this year to a new launch date in March 2011. As the complexity and significance of the task has become clearer the project team and steering group believe this delay is necessary in order to provide the time needed to carry out the detailed research to enable us to give the appropriate level of information, facts and figures to provide credibility to our ideas and vision.

### Research & Information

There are a whole series of research based studies that members of the steering group have undertaken on our behalf to feed into the 2050 visioning work. These pieces of work form the basis of some of the assumptions upon which the vision is based and are key potential projects for the vision to encompass. Some of the key elements are outlined below:

### Population Forecasts

Work undertaken by the University of the West of England has projected a population increase in the city-region from 1,093,000 in 2010 to around 1,701,000 by 2050. This is an increase of 608,000 (36%) in total, 15,200 (1.2%) per year.

Historically, average annual net change in housing stock, 1997/98 to 2008/09 has run at 3914 per annum (1.1%). This has been projected on a straight line basis up to 2050. On this basis, total dwellings will increase by 157,000 between 2010 and 2050 (43%).

These are straight line projections of historic trends. RSS recommendations are considerably higher, suggesting total growth at 212,000 equivalent to an annual average requirement of 5,318. WESP (2005) estimates are midway between the two at around 4,700 per year, total growth of 188,000. These figures form the basis of the growth our 2050 vision will encapsulate and plan for.

### Carbon Reduction Targets

For our vision to be credible it needs to be built around sustainability principles as well as growth assumptions. To do this we need to be clear about the assumptions and approach needed from the start.

At the heart of the 2050 vision there has to be an understanding and acceptance of key sustainability issues. One of the main drivers for change over the next 40 years will be the commitment to reducing CO<sub>2</sub> emissions by 80% by 2050. This target is built into the very concept of the vision and is used as a check against the spatial vision and growth proposals.

Work is ongoing to determine current emissions and implications of growth, the cost of achieving 2050 reduction target and building a set of assumptions into the plan from the start to illustrate how we meet these challenging targets

### Workhubs

This research outlines the potential for developing a series of workhubs around Bristol to meet the needs of a growing number of micro/small businesses, home based workers and other big business that are looking at different ways of working to reduce commuting time and journeys.

Technology, transport costs and quality of life factors are fundamentally changing the way we work. Whilst the 'traditional' office space, hours of work and commuting continue to dominate our working practices, it is evident that growing numbers of people are pursuing a different approach to work – an approach that provides more freedom, greater choice and potentially greater benefits for communities, the environment and for economic performance. Workhubs across the country, although relatively few in number at present, continue to evolve and respond to growing demands from those that are taking a different approach to working; to the needs, specifically, of micro businesses and SMEs; and to the needs of home based businesses and the self-employed and the potential future demand from bigger business, responding to employee needs. That response centres on flexibility, of space and time, and collaboration between businesses.

### Worklessness

Pat Steward of RedC has produced a research paper that summarises the scale and cost of worklessness in the West of England. It also signposts some potential solutions, based on best practice from elsewhere in the UK. The ambition to be expressed in the Bristol 2050 Vision is to remove worklessness in the West of England.

As at May 2009 there were almost 90,000 benefit claimants. This represents almost 8.5% of the population of the West of England. The population in 2050 is estimated at 1,701,000. The number of claimants will rise to around 133,000, assuming the same proportion of claimants to population as at present. Based on a previous assessment of costs of worklessness we estimate that the current cost of worklessness in the West of England is around £255M. By 2026 the real cost of worklessness is likely to be around £420M and in 2050, the cost is likely be over £1 Billion.