

Leeds 2030

Our vision to be the best city in the UK
Vision for Leeds 2011 to 2030

the Leeds Initiative

The Leeds Initiative is the city's local strategic partnership. Founded in 1990, we bring together a wide range of people and organisations from the public, private and third sectors to work together to improve the city and overcome problems for the benefit of everyone.



Foreword

Leeds is a city still grappling with the effects of a worldwide financial crisis and significant cuts to public sector investment.

This is having a huge impact on standards of living and the opportunities available to people. Young people, in particular, are finding it harder than ever to find job opportunities and fulfill their potential. While addressing these short-term challenges, Leeds must continue to be a forward-looking city and have a clear plan for the future.

This Vision is ambitious, we are challenging ourselves to be the best city in the UK. That means being fair, sustainable and inclusive. The consultation exercise highlighted that people care about community and society as much as infrastructure and buildings. So this Vision sets out not only how we aim to achieve a 21st century transport system for the city, but also our ambitions to create a more cohesive city with stronger communities.

Leeds City Council will play its part by aiming to become the best council in the country, but it cannot achieve this Vision alone. We want to see all people, businesses and organisations get behind this collective effort.

The success of our city depends on all of us working together to make sure that our Vision and all our plans and strategies are robust and have been tested and challenged. We will make sure that we continue to work in partnership and with local communities to achieve the best for the people of Leeds.



A handwritten signature in black ink that reads "Keith Wakefield".

Councillor Keith Wakefield

**Chair, Leeds Initiative
Leader, Leeds City Council**

A Vision for all of Leeds

Leeds is the regional capital and the main economic driver for Yorkshire with major road, rail and air connections to neighbouring towns and cities and to national and international networks.

Leeds is a city of 798,800 people¹. In general, people are living longer and Leeds has as many people over 60 as under 16. There is a higher proportion of young people than the national average, including a large student population. Leeds is also a diverse city with many cultures, languages, races and faiths. 17.4 percent of our population is made up of people from black and ethnic-minority communities, 18 percent have a limiting long-term illness or disability² and six to ten percent are lesbian, gay and bisexual.

This Vision is for everyone who lives and works in the Leeds Metropolitan District, an area covering 217 square miles. Leeds is the second largest metropolitan authority in the country and the largest in the north of England. It is a rich and varied place, including a vibrant city centre - well known for its shopping and nightlife - with built-up areas surrounding it, some more rural areas, and several towns and villages. These stretch from Otley in the north-west, Wetherby in the north-east, the rural areas of Bramham and Aberford to the east, Rothwell, Allerton Bywater and Methley to the south and south-east, and Pudsey and Morley to the west and south-west. A unique and distinctive place, the city has a rich industrial heritage; two-thirds of the district is green belt and it is in easy reach of two national parks.

Known as the leading financial and legal centre in the UK outside London, the city is home to some of the largest financial institutions in the country. It has a diverse economy, excellent universities and world-class culture and sport.

Why a new Vision?

Despite becoming wealthier as a city over the last 20 years, Leeds still has too many deprived areas, where there is a poor quality of life, low educational performance, too much crime and anti-social behaviour, poor housing, poor health, and families where no one has worked for generations. We need to continue to tackle the multiple problems of poverty and to improve all parts of Leeds. Our partners need to find new ways to share resources and work with communities to achieve results.

We last published a long-term plan for the city in 2004 and since then much has changed both globally and locally. The city of Leeds is facing a series of major challenges.

Tackling climate change

In Leeds we have already seen how small changes can have a dramatic impact on our daily lives, such as flooding, which has caused havoc to our communities and businesses. We are also using up the planet's natural resources at an alarming speed – as early as 2020 our demand for oil could exceed supply. We need to plan for this and look at alternatives.

Responding to the global recession

Over the last ten years, Leeds has gained a national reputation as a city of economic growth, creating jobs in a range of industries and sectors. But the recession

¹ Office of National Statistics, 2010 mid year population estimate

² Office of National Statistics, 2009 mid year population estimate



has had a real impact on some of Leeds' key sectors, including construction, and business and financial services. We will need to find new ways to remain competitive.

Anticipating changes to our population

Leeds' population is forecast to grow. This will include:

- greater numbers of children and young people;
- more people aged 75 years and over; and
- more people from black, ethnic-minority and mixed race backgrounds.

We need to start planning now to make sure that the city can manage these predicted changes to our population.

These are just some of the reasons we must think ahead and plan for future success.

Developing our new Vision

Between September and December 2010, we asked the people who live and work in Leeds to tell us what they wanted Leeds to be like in 2030 and their ideas for how to make it happen.

We did this by:

- distributing a consultation document across the city in public buildings;
- publicising the consultation in the local media;
- setting up a website inviting people to get involved in a debate about the kind of city they want Leeds to be;
- using social media, including Facebook, Twitter and LinkedIn; and
- holding face-to-face discussions and events with over 400 groups, including 200 businesses across the city.

The responses we received during the consultation were analysed by an independent organisation.

The top priorities to emerge were:

- good quality, reliable public transport;
- a cleaner, greener city;
- new job opportunities;
- a sense of community spirit;
- good community relations;
- safety; and
- great culture and entertainment.

Our Vision for 2030

Our purpose is to improve life for the people of Leeds and make our city a better place. We have listened carefully to what local people, businesses and organisations have said.

Our Vision for 2030 is to be the best city in the UK

- **Leeds will be fair, open and welcoming**
- **Leeds' economy will be prosperous and sustainable**
- **All Leeds' communities will be successful**

Our aims

This Vision is about results. To become the best city we must work together to achieve our aims. Our partnership will regularly publish City Priority Plans, setting out how we will make progress and how we will achieve success.



By 2030, Leeds will be fair, open and welcoming

Leeds will be a place where everyone has an equal chance to live their life successfully and realise their potential. Leeds will embrace new ideas, involve local people, and welcome visitors and those who come here to live, work and learn.

To do this Leeds will be a city where:

- there is a strong community spirit and a shared sense of belonging, where people feel confident about doing things for themselves and others;
- people from different backgrounds and ages feel comfortable living together in communities;
- local people have the power to make decisions that affect them;
- people are active and involved in their local communities;
- people are treated with dignity and respect at all stages of their lives;
- there is a culture of responsibility, respect for each other and the environment;
- the causes of unfairness are understood and addressed;

- our services meet the diverse needs of our changing population;
- people can access support where and when it is needed; and
- everyone is proud to live and work.

By 2030, Leeds' economy will be prosperous and sustainable

We will create a prosperous and sustainable economy, using our resources effectively. Leeds will be successful and well-connected offering a good standard of living.

Leeds will be a city that has:

- a strong local economy driving sustainable economic growth;
- a skilled workforce to meet the needs of the local economy;
- a world-class cultural offer;
- built on its strengths in financial and business services, and manufacturing, and continued to grow its strong retail, leisure and tourism, health and medical sectors, and its cultural, digital and creative industries;

- developed new opportunities for green manufacturing and for growing other new industries;
- improved levels of enterprise through creativity and innovation;
- opportunities for work with secure, flexible employment and good wages;
- sufficient housing, including affordable housing, that meets the need of the community;
- high-quality, accessible, affordable and reliable public transport;
- increased investment in other forms of transport, such as walking and cycling routes, to meet everyone's needs;
- successfully achieved targets to make Leeds a lower carbon city;
- adapted to changing weather patterns;
- a commitment to find new ways to reuse and recycle;
- increased its use of alternative energy supplies and locally produced food; and
- buildings that meet high sustainability standards in the way they are built and run.

By 2030, all Leeds' communities will be successful

Our communities will thrive and people will be confident, skilled, enterprising, active and involved.

To do this Leeds will be a city where:

- people have the opportunity to get out of poverty;
- education and training helps more people to achieve their potential;
- communities are safe and people feel safe;
- all homes are of a decent standard and everyone can afford to stay warm;
- healthy life choices are easier to make;
- people are motivated to reuse and recycle;
- there are more community-led businesses that meet local needs;
- local services, including shops and healthcare, are easy to access and meet people's needs;
- local cultural and sporting activities are available to all; and
- there are high quality buildings, places and green spaces, which are clean, looked after, and respect the city's heritage, including buildings, parks and the history of our communities.

What do we mean by best city?

We have set our Vision to be the best city in the UK. Not the richest or the biggest, but the best for all who live and work in Leeds - our children, our communities and our businesses.

A place where everyone can enjoy a good quality of life and make choices. It applies to all our local communities, as well as our towns and villages, the city centre, the Yorkshire region, and nationally and internationally.

To become the best city in the UK we need to reduce the inequalities that exist and also compete

internationally. We will aspire to make Leeds a place where everyone has the same opportunity to enjoy good health and education, and a choice of where to live. We will embrace the opportunity to grow our city, creating sustainable new jobs for local people.

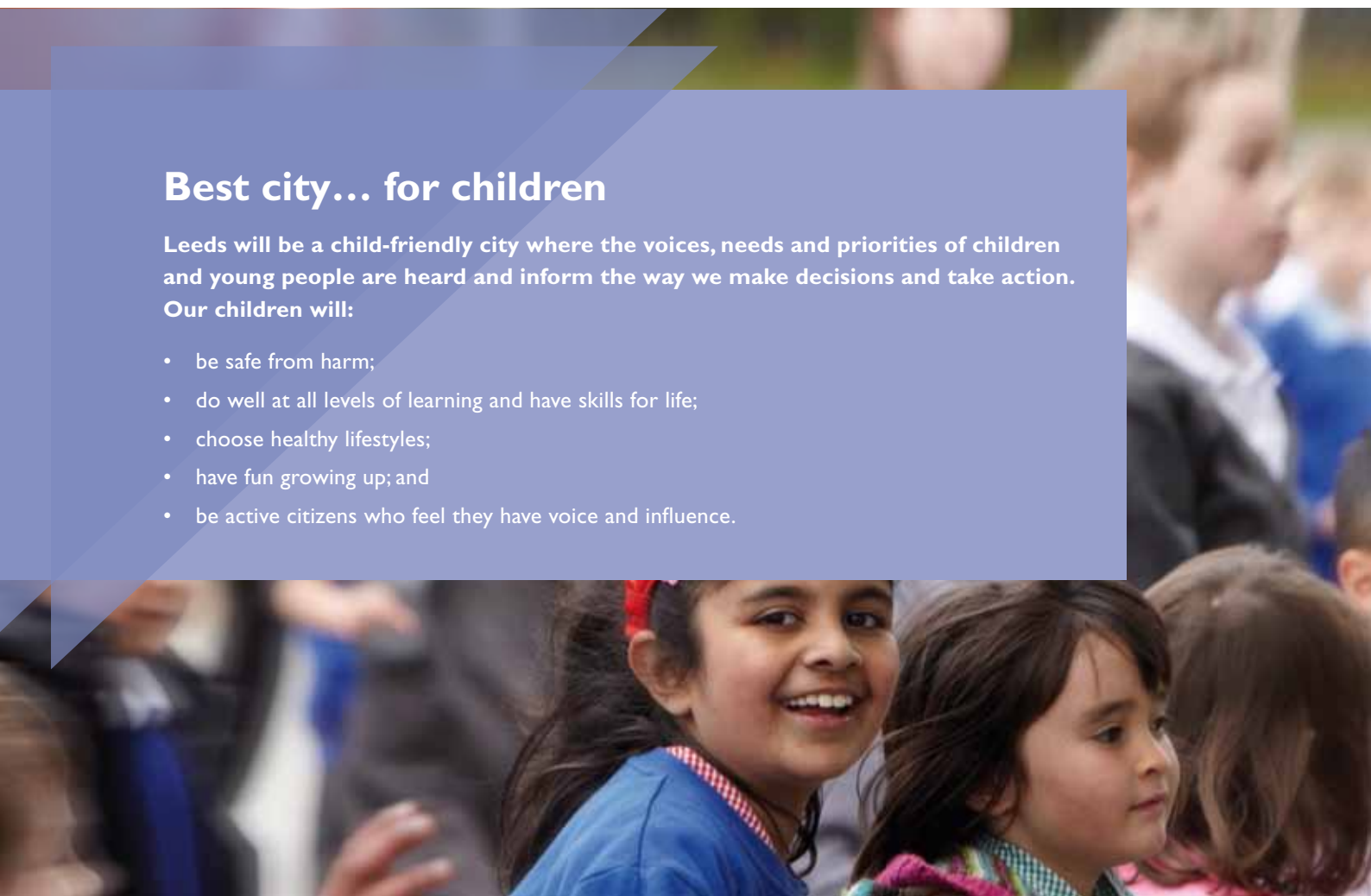
The following pages show some of the areas where we want the Vision to make a difference.

Best city... for children

Leeds will be a child-friendly city where the voices, needs and priorities of children and young people are heard and inform the way we make decisions and take action.

Our children will:

- be safe from harm;
- do well at all levels of learning and have skills for life;
- choose healthy lifestyles;
- have fun growing up; and
- be active citizens who feel they have voice and influence.



Best city... for business

Leeds will be a place, which encourages enterprise, competition and innovation in the knowledge economy. It will be a city where:

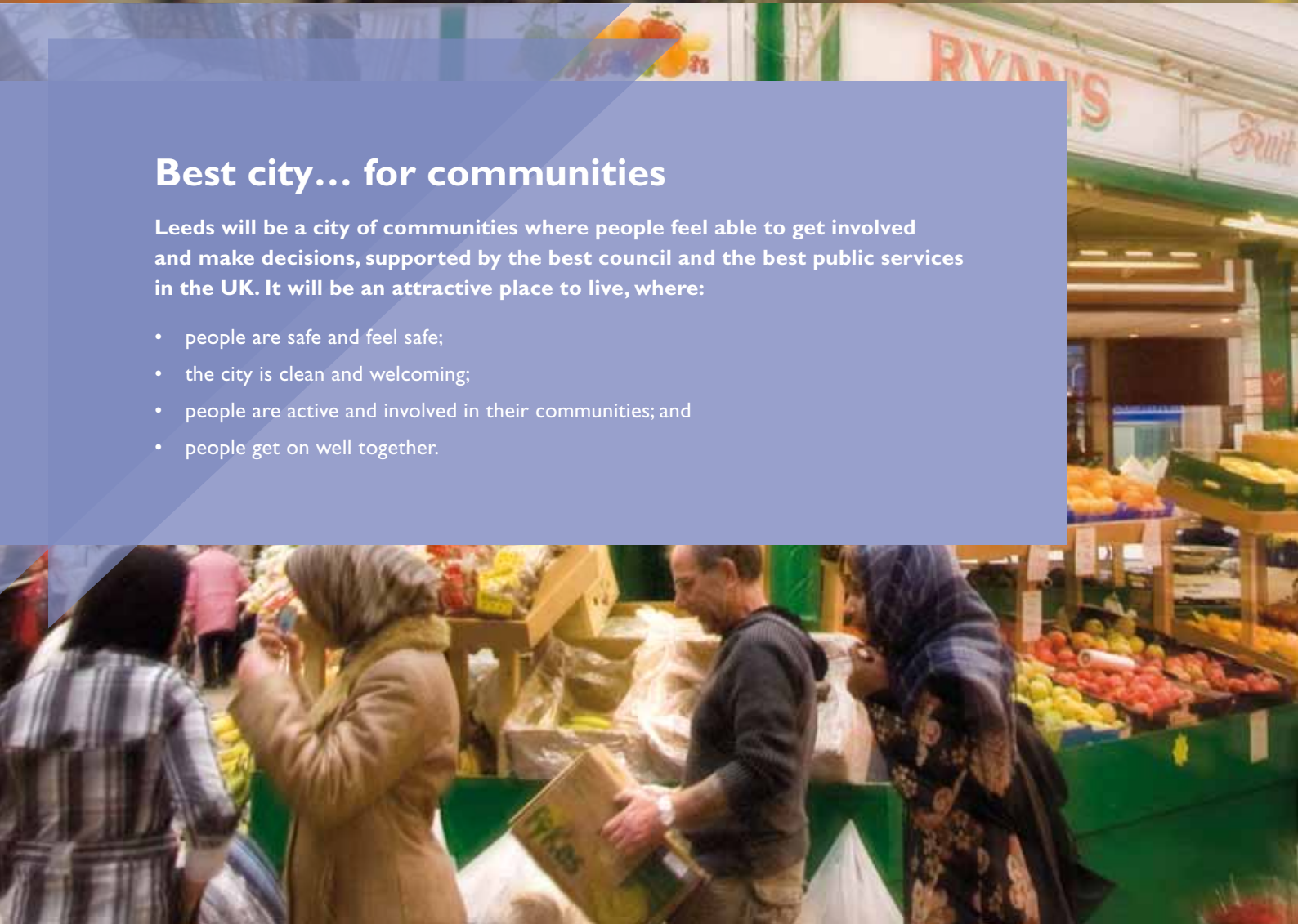
- significant new job opportunities are created;
- businesses are supported to start up, innovate, thrive and grow;
- people choose sustainable travel options; and
- we all benefit from a low carbon economy.



Best city... for communities

Leeds will be a city of communities where people feel able to get involved and make decisions, supported by the best council and the best public services in the UK. It will be an attractive place to live, where:

- people are safe and feel safe;
- the city is clean and welcoming;
- people are active and involved in their communities; and
- people get on well together.



Best city... for health and wellbeing

Leeds will be a healthy and caring city for all ages where:

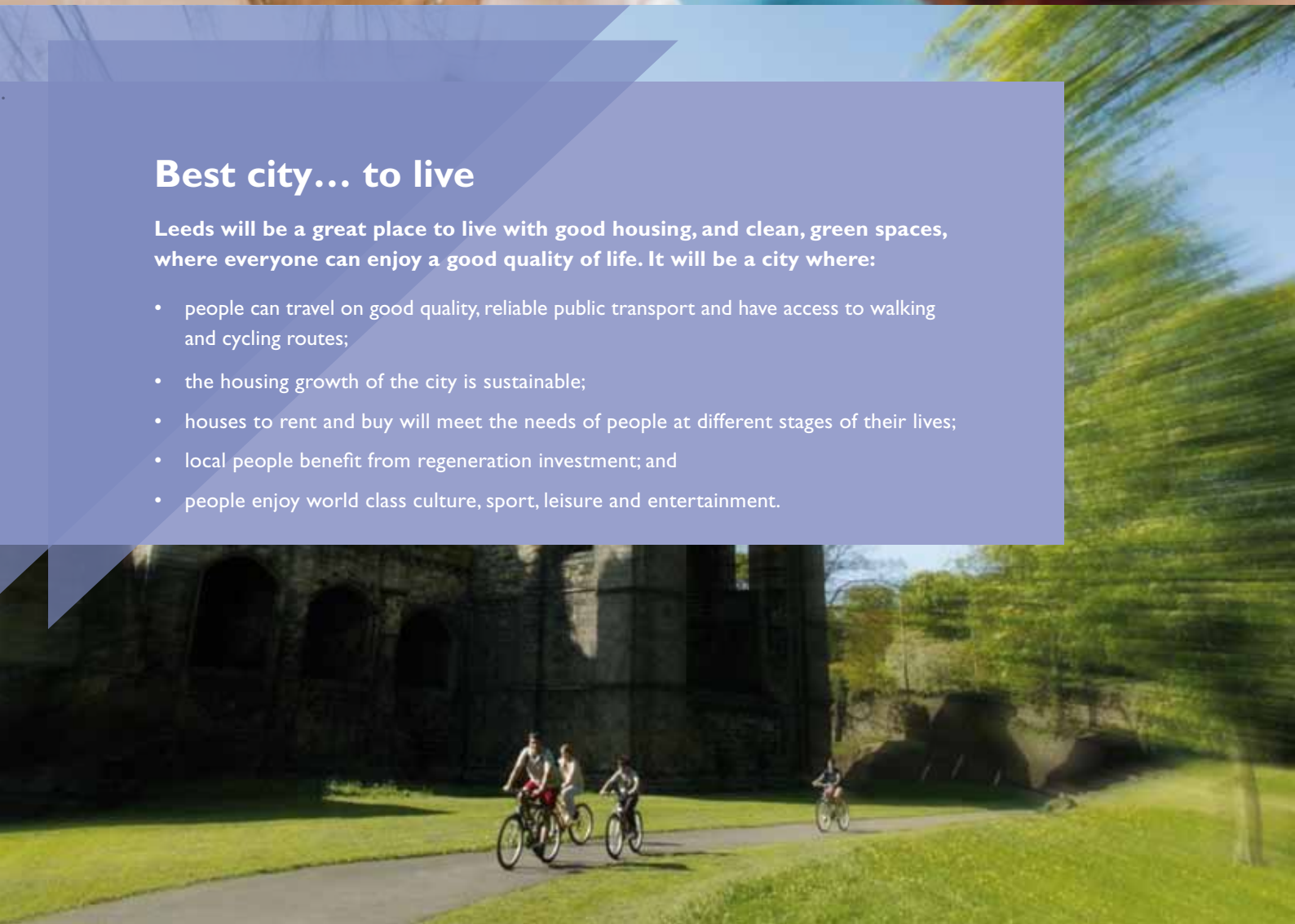
- people live longer and have healthier lives;
- people are supported by high quality services to live full, active and independent lives; and
- inequalities in health are reduced, for example, people will not have poorer health because of where they live, what group they belong to or how much money they have.



Best city... to live

Leeds will be a great place to live with good housing, and clean, green spaces, where everyone can enjoy a good quality of life. It will be a city where:

- people can travel on good quality, reliable public transport and have access to walking and cycling routes;
- the housing growth of the city is sustainable;
- houses to rent and buy will meet the needs of people at different stages of their lives;
- local people benefit from regeneration investment; and
- people enjoy world class culture, sport, leisure and entertainment.



Leeds and beyond

To make sure all this happens we need to engage beyond our boundaries.

Best City Region

The Leeds City Region³ is the wider economic area, whose economy is driven by Leeds, and upon whom Leeds relies for its economic success. For Leeds to be economically successful, its surrounding areas need to be successful too. People travel and companies recruit across this area and to be the best city the city region also has to be effective.

We have created a Local Enterprise Partnership, led by business and involving the local councils. Its priorities and programmes will help Leeds meet local priorities including:

- attracting investment to create new jobs;
- meeting the skills needs of firms;
- delivering the city region transport strategy;
- creating a wide range of housing choice and affordability through regeneration;
- creating a low carbon economy; and
- developing enterprise zones to encourage business growth.

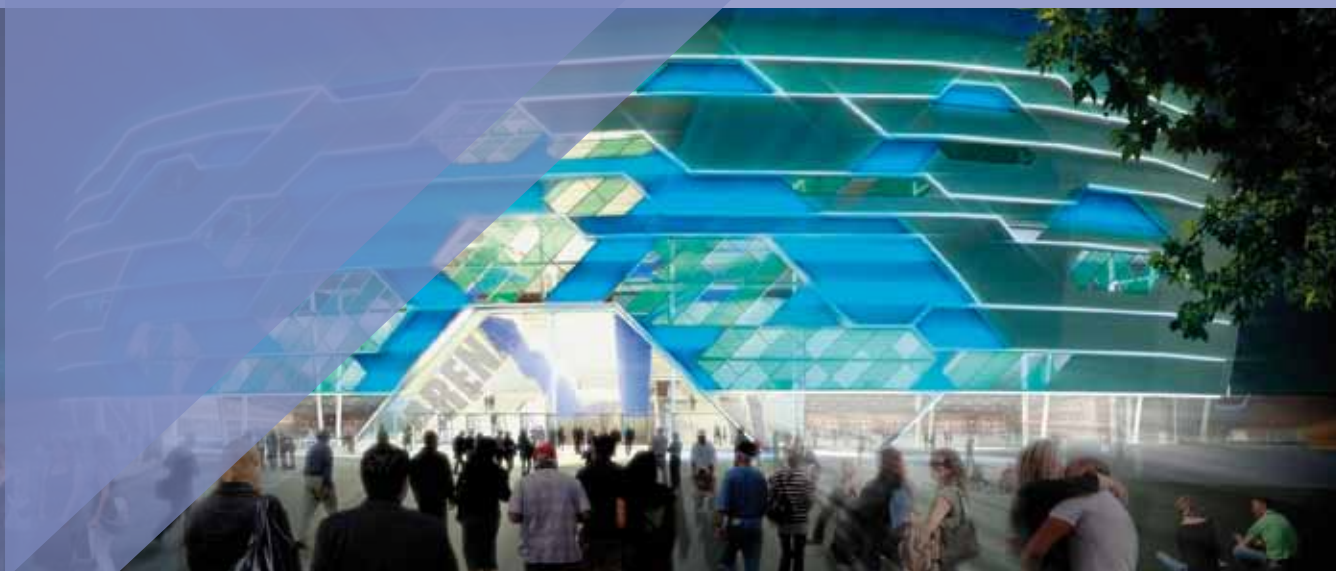
Strong nationally and internationally

Leeds will punch above its weight as the biggest city in the north, raising its profile to match, and making sure that decision makers and opinion formers understand the city and what it offers, its potential and the needs of its communities.

We will make sure that Leeds gets the investment and funding it needs for big national projects, such as high-speed rail. We will look for further changes, which enable us to make more decisions locally.

We will build on the excellent reputation and international profile of our universities, our cultural offer, our hospitals and health care excellence, our sporting facilities and teams and our businesses and their expertise to create a city that is a world-class destination for all in a global economy.

³ The Leeds City Region brings together the eleven local authorities of Barnsley, Bradford, Calderdale, Craven, Harrogate, Leeds, Kirklees, Selby, Wakefield, York and North Yorkshire County Council to work together on areas such as transport, skills, housing, planning and innovation.



Delivering the Vision for Leeds 2011 to 2030

This Vision will be the driver for the city's other strategies and action plans and for our continued partnership working over the next 20 years. However, we know that it is difficult to anticipate all the changes that will take place between now and 2030 and how those changes will affect the city and the lives of those who live and work here. But we do know that there are urgent issues that we need to address now. This is why, alongside this long-term Vision for Leeds, we are publishing five City Priority Plans to 2015, which set out the key outcomes and priorities to be delivered by the council, and its partners, over the next four years.

We have set up the Leeds Initiative Board and five strategic partnership boards, made up of organisations from the public, private and third sectors, to oversee the work and progress on the city priority plans and the Vision for Leeds.

These are:

- Children's Trust Board;
- Sustainable Economy and Culture Board;
- Safer and Stronger Communities Board;
- Health and Wellbeing Board; and
- Housing and Regeneration Board.

These boards will be responsible for measuring and tracking progress towards our Vision aims and taking action to tackle any problems. But it is not just these boards that will help us to become the best city in the UK. Our work is being supported by many hundreds of organisations throughout the city and it is up to all of us to do what we can to help make Leeds the best place to live.



All our documents, and the notes of all our meetings, are on our website at www.leedsinitiative.org

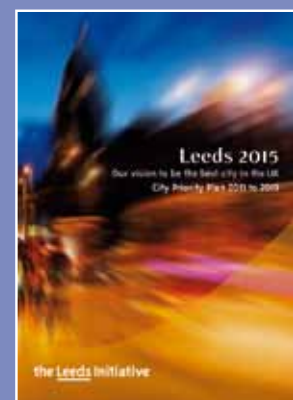
We can make this document available in Braille, large print and audio format on request.

In producing the Vision for Leeds we have paid due regard to equality issues and carried out an equality impact assessment. We have also undertaken a sustainability appraisal. These and other supporting documents relating to this Vision are available on our website.

They include:

- a report and analysis of the consultation;
- Understanding our city – a high-level summary of progress and setbacks since the last Vision for Leeds was published in 2004; and
- ‘Best City’ - a film.

www.leedsbestcity.org.uk



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