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Airedale was identified in a strategic context through the Yorkshire and Humber Regional Economic Strategy, The West Yorkshire Action Plan and Bradford Metropolitan District Council’s Regeneration Strategy, as a location for key companies and clusters, for investment opportunities and employments sites as well as having an attractive environment with urban centres and recent road and public transport investment.

At the time of the establishment of the Urban Regeneration Company, the Council Executive asked for proposals that met the needs of the wider district to include urban centres, areas of brownfield and industrial development.

After major consultation between June and November 2002 The Airedale Partnership was established with a shadow board being formed in December 2002. The Board now fully constituted has 8 members 50% of which are private sector representatives with the remaining members representing Bradford Vision, The Learning Partnership and Bradford Council.

The Partnership aims to bring about the economic regeneration of Airedale by:

- Bringing key employment sites into use
- Stimulate the growth and development of key clusters such as Advanced Manufacturing and Digital
- Promote connectivity
- Support the renaissance of the urban centres
- Ensure appropriate skill development and connect local people to economic opportunities
- Develop initiatives for the rural economy
- Develop cross boundary initiatives with Leeds and Craven as a corridor for investment
Bradford’s 2020 Vision identifies Airedale as one of the keys to economic regeneration of the district. The Airedale Partnership has been established to act as a catalyst for the development of key employments sites, lead the renaissance of the town centres, co-ordinate business support, training and jobs match and develop cross boundary initiatives with Leeds and Craven in the joint promotion and development of the Aire corridor as a focus for the growth of knowledge rich industries, particularly in the digital and advanced manufacturing clusters.

The project has been developed in response to the recommendations of the Employment, Skills and Training Surveys undertaken by Evaluation Research and Strategies (ERS) and funded through Sub Regional Action Plan 1 funding.

The project aims to undertake a range of actions to address the skills and training needs of businesses identified by the research and connect local communities to economic activity and employment opportunities.
There has been much progress since publishing the last report, (January to March 2004). Most of the projects have now begun to develop their programmes and strategies leaving only two projects to start in September 2004.

The Partnership is looking to claim approximately £34K, 10% of this year's funding in this quarter with approximately £38K moving into the next quarter due to slippage in target dates.

This quarter will see claims submitted for funding from Wheels2Work, Brokerage/Business Network project, New Business start ups and the Construction Network whilst work to meet targets on the other projects will continue.

The Partnership also held its first major network event at the Ramada Bankfield Hotel on Friday June 18 at which over 120 delegates attended. At the event delegates were given an update on the progress of the Partnership since its inception two years ago as well as an insight into some of the intended future activities. The highlight of the event was the launch by Mike Osborne from Arup of the Strategy and Masterplan for Airedale.

Good progress has been made with the Skills, Training and Employment Projects. The Wheels2Work project has now purchased its 5 mopeds and appointed a project manager and also received several enquiries about the scheme. Keighley College has begun to make good progress in developing a construction network with many local construction companies expressing interest and support. The Connectivity Survey has completed the information gathering phase and has now began to look at the results in preparation of the interim report in July. Finally 8 new businesses have begun to take up available funds to support them through Keighley Local Enterprise Agency.
PROJECT DESCRIPTIONS

**Brokerage Co-ordinator** – to help facilitate links between businesses in Airedale and Yorkshire Forwards cluster and sector training brokers, review and monitor local delivery of cluster broker initiative and to produce case studies to inform future investments.

**Business Network** – to develop an Airedale Business Network with a web portal to support local businesses, linking them to services across the district.

**Connectivity Feasibility Study** – to undertake an ICT feasibility study to map the geographical spread of broadband connectivity in Airedale and to identify viable solutions to connect those businesses and communities not able to take up broadband.

**Construction Network** – working within the construction industry to connect communities to economic activity, to develop better connections to local construction companies, to improve education, learning and skills acquisition. Improve the skills of existing employees and encourage new business start-ups.

**Childcare Provision** – provide childcare support to learners.

**Learning Node** – to support the establishment of a learning node of Shipley College in Bingley.

**Wheels 2 Work** – to provide mopeds to help young people from rural areas access jobs and training.

**Community based ICT Broadband Connection** – to connect 3 community centres to broadband.

**ICT Apprentices** – This project aims to help build the capacity of community organisations through the recruitment of 10 ICT apprentices to work in the community centres.

**New Business Start-Ups** – Funding has been awarded to Keighley Local Enterprise Agency to support 30 new business start-ups.
All project managers, funding, milestones, outputs and outcomes for all the individual projects have been negotiated and agreed between Bradford Council (as the Accountable Body for Airedale Partnership) and the Learning and Skills Council and its sub contractors. Six projects have now started since March and they have progressed as follows:

**Connectivity Feasibility Study**
The project brief was to commission a consultancy based connectivity feasibility study that would:

- Identify the current state and availability of broadband in Airedale
- Provide a physical map plotting connected sites relating to major providers such as schools, colleges, libraries, UK Online Centres and identifying gaps
- Identify relevant target groups for accessing e-learning opportunities e.g. rural businesses in agriculture and tourism, disadvantaged communities in urban areas such as Keighley and Shipley East, other small and large businesses in a range of sectors
- Identify access to ICT and where possible and appropriate the training needs of these groups
- Identify and analyse appropriate, sustainable connectivity solutions, considering all reasonable options such as fixed connections wireless and satellite
- Develop a series of cost benefit models based on a range of current supplier prices
- Make recommendations as to a solution or series of options for connectivity that would contribute to a wider master plan for Airedale
- Examine how current government initiatives and funding streams could assist the recommended infrastructure developments

To achieve this the following work has been carried out:

- Over 150 contacts have been followed up including all key stakeholders in Airedale such as: Education Bradford, British Telecom. Telewest, Bradford Libraries, Bradford Council, Learning And Skills Council, Learn Direct Centres, Training Providers, local Colleges and Community Groups.

- Meetings of the steering group were held on 30 April and 7 June

- Existing and potential e-learning centres have been identified with existing connectivity.

- Connectivity has been mapped where there is sufficient information

- Some gaps have been identified based on available data
CONCLUSIONS SO FAR

1) Information received from Broadband Airedale and Wharfedale, plus some mapping of existing e-learning centres, has revealed some gaps in ADSL coverage. However, the gaps did not conform to expectations, rather than learning centres some distance from the exchanges being unable to receive Broadband, there seemed to be some gaps in central locations.

2) The unpredictable nature of coverage has meant that distance from the exchange is only a rough guide and of limited use when plotting overall coverage.

3) All schools and libraries have been contacted and coverage ascertained.

4) All Learn Direct Centres have been contacted and they provide a significant broadband resource and are focused on e-learning.

5) Not all the details from training providers has been gained due to delays in responses or difficulty in contacting them, however those that have been contacted so far have some form of ‘always on’ internet connection. Levels of support, accreditation, services and courses offered vary considerably.

ACHIEVEMENTS

MILESTONES

Tenders issued and consultants appointed ✔
Business Network/Brokerage Management

Business Network

An initial meeting was called between The Learning and Skills Council for West Yorkshire, the three Cluster Brokers, Advanced Engineering and Metals, Chemicals and Bioscene and Digital Industries, and the Airedale Partnership on 13 May 2004. The main aim of the meeting was to introduce the cluster managers and to enable the different clusters to begin to work together to develop the business network, good practice and partnership working. Discussions at the meeting covered the following topics:

- Tendering and Contracting
- Profiling
- Graduate Retention
- Innovation and Creativity

This allowed constructive dialogue between the cluster managers and some areas of common interest became apparent. As a result of that first meeting individual follow on meetings were arranged with the 3 cluster brokers to further develop links with the Airedale Partnership and establish a programme of events for the coming year, the dates for the meetings were agreed as follows:

- 25 June 2004 - Advanced Engineering and Metals
- 28 June 2004 – Chemicals and Bioscene
- 6 July 2004 – Digital Industries

Further discussions have also taken place between the Partnership and the Airedale and Bradford Manufacturing Alliance to strengthen links and develop joint network events within the manufacturing sector. The first event being targeted for September 2004

Airedale Partnership Network Event

June 18 2004 saw the first major network event since the launch of the Partnership two years ago, it was held at the Ramada Bankfield Hotel, Bingley between 12.00noon and 2.00pm.

For the agenda see Appendix 1
The aim of the event was to promote more widely the work of the Partnership, give an update on achievements over the first 18 months since the Board was fully constituted, to look at current projects being managed, to look at hopes, aspirations and work for the future, and finally the event gave the opportunity to launch the Masterplan and Strategy for Airedale.

The event exceeded expectations with 127 delegates attending from a range of organisations including 40% from the private sector. The chart below gives a breakdown of attendance by sectors.

Mike Osborne from the consultants Arup spent some time explaining the process and what would happen over the next 9 months in drawing up the Masterplan and Strategy for Airedale as well as explaining their initial thoughts on possible developments contained in their document ‘Digidale’ which can be accessed through their website at www.digidale.net
Following the formal proceedings of the event all the delegates were involved in a 'table top' exercise that asked the following questions:

1) What is the greatest problem Airedale has to overcome?
2) What will make the most difference in Airedale?
3) What is the greatest barrier to the implementation of the answer to Q2?

**Analysis of feedback received**
The response to the first question “What is the greatest problem Airedale has to overcome”, focussed principally on transport (32%). Although problems with the road infrastructure, congestion and links to the motorway network dominated this category of response, it also included concerns about cross-valley links, links to the Airport and the reliability of public transport. After the issue of transport, image and identity, education and training needs and social/community cohesion were identified as key issues. Those identifying image and identity emphasised the need to establish a positive Airedale identity and to differentiate it from Bradford’s poor image. Land availability or rather the lack of land availability was a further issue identified by participants.

![Bar Chart](image)
In response to the “Q2. What will make the biggest difference to Airedale?” transport was again the largest response although interestingly the solutions were more heavily focussed on improving public transport and connectivity rather than the road network. Again establishing a strong positive image for Airedale was identified by almost 20% of respondents and strengthening the local economy by 15%.
When responding to “**Q3 What is the greatest barrier to the implementation of Answer No 2?**” funding was the response of over a quarter of respondents. Next was the category ‘government policy/red tape’ which covered a range of responses that included the commitment of Bradford Council, planning problems and the inflexibility of funding regimes. Again image and identity was identified as a key issue.

**Next Steps**

It is imperative that the Partnership builds on the momentum created by the Networking Event. Therefore, letters will be sent to all those who attended the event thanking them for their attendance, outlining the results from the table top exercise and Arup’s plans for future consultation. Those who did not attend will also be written to with the results of the ‘table top’ exercise and future consultation details. They will also be given the opportunity to complete one of the ‘table top’ exercise sheets that will be added to the analysis.
Web Portal

Progress in designing and developing the Business Network Web Portal is under way working with the Virtual College, the basic design of the site has been agreed and it is expected that the site will be live by mid July. The site will be developed with the Airedale and Bradford Manufacturing Alliance site.

The web address will be www.airedalepartnership.org

The site will have the following contents and will be completed in the listed order:

- Overview and contacts
- Membership
- News
- Events
- Infolinks
- Members Forum
- Case studies

The site aims

- To act as single access point for businesses and other organisations to link into other beneficial and associated sites through the info links pages.
- To publicise up-to-date news and progress of the work of the Airedale Partnership
- To enable organisations to publicise events
- And to enable direct feedback to be received by the Partnership on its work and activities
- And to help develop a strong partnership approach to economic regeneration in Airedale

The e-mail address info@airedalepartnership.org will be available for feedback regarding the work of the Partnership.
Brokerage Co-ordinator

The recruitment process for the Co-ordinator post is well under way, it is expected that a member of staff will be in place in the next few weeks.

ACHIEVEMENTS

OUTPUTS
Production of quarterly progress and Management report March 2004
Production of quarterly progress and Management report June 200
Marketing/Publicity

The Airedale Partnership is currently working with Bradford Council’s Marketing and Communications Team to develop a marketing plan to promote and publicise the work of the Partnership over the coming year. Some initial work has been done to promote the Airedale Partnership with the creation of an A5 promotional leaflet that aims to outline the Vision for Airedale, how it aims to achieve the Vision and contact details. A portable display banner has also been produced for use at events and static displays (See Appendix 2 for details). Discussions have also taken place with the local newspapers to help promote and publicise the progress of the work of the Partnership particularly in the development of the Strategy and Masterplan for Airedale.

There have also been some initial press releases on the work that the Partnership is involved in.

Press releases

Villagers in pioneering scoot to work plan – Keighley News, 14 May 2004

Keep the Wheels 2 Work rolling in our rural areas – Keighley News, Opinion, 14 May 2004

Scooter plan is outlined – Telegraph & Argus, 7 May 2004

Cut off workers are given wheels – Telegraph & Argus, 5 May 2004

Vision for the future of valley is unveiled – Keighley News 18 June 2004

Rail link to airport essential for valley – Telegraph & Argus 19 June 2004

Airport rail link is vital – Keighley News 25 June 2004

Masterplan is achievable with clearer vision – Keighley News Opinion 25 June 2004
Learning Node

Work has progressed at speed over the last three months on the development of the Shipley College Learning Node on the main street in Bingley Town Centre: The premises has been completely refurbished with the installation of modern up to date furniture, equipment, décor and signage.

The learning node will become the Bingley Connection it is due to open to the public on Saturday July 10, where there will be information, advice and guidance sessions and the possibility of enrolling on to College courses. The official launch of the Care Centre of Vocational Excellence will be held at Shipley College on Monday July 12 with part of that opening being held at the Bingley Connection with the Official opening of the Connection in September or October 2004

Over the coming months a full training programme will be developed for the Bingley Connection including the achievement of learning opportunities for the project.

ACHIEVEMENTS

MILESTONES
Establishment of Shipley Learning Node in Bingley, premises secured
Wheels2Work

This exciting new project, a partnership between the Countryside Agency, The Airedale Partnership and Bingley Voluntary Action finally moved a step nearer reality during this quarter with the purchase of 5 mopeds and equipment. A Co-ordinator was appointed at the end of June with the official launch planned for July 2004.

This project initially starts in the Denholme area and gives the opportunity to young people aged between 16 and 25 who have difficulty in accessing transport to enable them to go to work, training or work placement.

After undergoing intensive training including Health and Safety and Computer Based Training and by paying £3.50 per week plus fuel costs they can use a moped for up to one year if they are a student or 9 months if they are at work or on a work placement.

This type of project has proved to be immensely successful in other parts of the country particularly North Yorkshire, it is hoped it will have similar success in Airedale, the project is expected to run at least for the next 2 years.

For further details contact John Seed on 01274 781222

ACHIEVEMENTS

MILESTONES

Appointment of project manager ✓

Provision of mopeds ✓
**Construction Network**

With the appointment of Phil Tedder and Yasmin Ali work has now begun at Keighley College on developing a Construction Network. Initially the Network aims to attract 12 companies in the short term and 25 in the longer term, a launch conference is planned for September 2004. The Construction Network, working within the construction industry aims to connect communities to economic activity, to develop better connections to local construction companies, to improve education, learning and skills acquisition. Improve the skills of existing employees and encourage new business start-ups.

**Progress to date:**
- Currently 20 local construction companies have been contacted
- 8 of which have received an initial visit
- All of the companies contacted have indicated that they are supportive of the formation of the network
- All of the 8 companies visited have said that they would be prepared to attend the launch later on in the year
- 1 company has already committed to training
- Follow up visits to all the other companies are being arranged

With the enthusiasm shown by local companies the staff are looking forward to making good progress in the formation of the network and the official launch over the coming weeks.

Companies involved so far:
E Harrisons  
Davric Construction  
W Brewster  
CD Construction  
Wooler Construction  
I Lee Construction  
JDP Construction  
Keighley Key Builders

**ACHIEVEMENTS**

**MILESTONES**

Appointment of Liaison Officer ✔
Appointment of Training Officer ✔
New Business Start-ups

During the last quarter there have been 8 new business start ups with most of the new businesses undergoing business planning training and one to one guidance. All the new businesses are sole traders operating in a variety of activities including, Bakery/Sandwich shop, Driving Instructor, Steel Erector, Market Research/Training, English Language Consultant, Electrical Contractor, Graphic Design and Computer Training. All the new businesses will be supported over the coming months and a track of their progress maintained.

ACHIEVEMENTS

OUTCOMES

New Business Start-ups  ✔
FUTURE DEVELOPMENTS

Over the next quarter July to September 2004 we look forward to achieving the following milestones, outputs and outcomes:

• Receiving the interim report from the connectivity feasibility study
• Further progress in developing the construction network
• The launch of Wheels2Work project in rural Airedale
• Further developments and launch of the web portal
• The establishment of the Business Network
• The opening of the Bingley Learning Node, The Bingley Connection
• Further support to business start up
• The development of a programme of events for the business network
• The appointment of the Brokerage Co-ordinator
• The launch of the Construction Network

Report submitted by Airedale Partnership
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Email: robert.brough@bradford.gov.uk

Airedale Partnership Board 08/10/2004
Appendix 1

12.00 Registration/Coffee

12.15 Background to the Airedale Partnership and progress to date.  Cllr Simon Cooke, Chair

12.25 A view from the private sector.  Bob Gomersal, Board member, Bradford Technology Group Ltd

12.35 Airedale Masterplan & Strategy.  Mike Osborne, Arup

13.00 Next steps and table top exercise.  Andy Taylor, Regeneration Manager, BMDC

13.30 Buffet lunch and networking

14.00 Close
A regeneration initiative supporting the growth and renaissance of the local economy...

A vision for Airedale

Regenerating urban industrial sites...

The Airedale Partnership
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Tel 01635 818035
airedalepartnership.org

City of Bradford MDC

Airedale Partnership
A vision for Airedale