



# Economic Strategy

---

**2025–2035**

**Bristol's Economy of Tomorrow: Our Missions**

---

**A fair city economy**



# Bristol's Economy of Tomorrow: Our Missions

## A fair city economy



26,800 residents live in the 10% most deprived LSOAs in England.<sup>46</sup>



3 wards in South Bristol are in the 5 worst performing areas in the country for young people going into higher education.<sup>47</sup>



The median hourly wage for a resident in the 10th percentile in Bristol is £11.80 compared to £32.78 for someone in the 90th percentile.<sup>48</sup>



Between 2019-2021, there was a 125% increase in use of food banks for children.<sup>49</sup>

There are significant disparities in experience and outcomes across Bristol in terms of socioeconomic background, ethnicity, race, gender and disability. Clusters of deprivation exist around the Port, north & east of the city centre and along our southern border, interspersing the affluent neighbourhoods of Clifton, Redland and Westbury-on-Trym.<sup>50</sup> 41 of Bristol's Lower Super Output Areas (LSOAs) fall in the most deprived 10% in England, accounting for over 26,800 of our residents. With the greatest levels of deprivation experienced in Hartcliffe & Withywood, Filwood and Lawrence Hill.

This geography of inequality speaks to the existence of a two-tiered economy in Bristol.

14 Bristol wards have child poverty higher than the national average; 1 in every 2 children in Lawrence Hill ward is in poverty.<sup>51</sup> In 2022,

65% of under 5s in Bristol were assessed as having a good level of development at the end of the Early Years foundation stage, however attainment varies from 46% of children in Hartcliffe & Withywood to 86% in Redland.<sup>52</sup>

This trend continues at Key Stage 2; 50% of pupils living in our most deprived wards reach the expected level of reading, writing and maths compared to 82% of pupils living in the 10% least deprived areas and persists to A-level attainment and participation in Higher Education, which ranges from 9% in Hartcliffe to 78% in Westbury Park.<sup>53</sup>

46 Department for Levelling Up, Housing and Communities and Ministry of Housing, Communities & Local Government, English Indices of Multiple Deprivation (2019).

47 Bristol City Council, Bristol Employment, Skills, and Lifelong Learning Plan 2024-28 (2024).

48 ONS, Annual Survey of hours and earnings- resident and workplace analysis (2021).

49 Bristol City Council, Food Insecurity JSNA Health and Wellbeing Profile 2023/24 (2024).

50 Department for Levelling Up, Housing and Communities and Ministry of Housing, Communities & Local Government, English Indices of Multiple Deprivation (2019).

51 Department for Work and Pensions, Children in low income families: local area statistics (2022).

52 Bristol City Council, JSNA Health and Wellbeing Profile (2023).

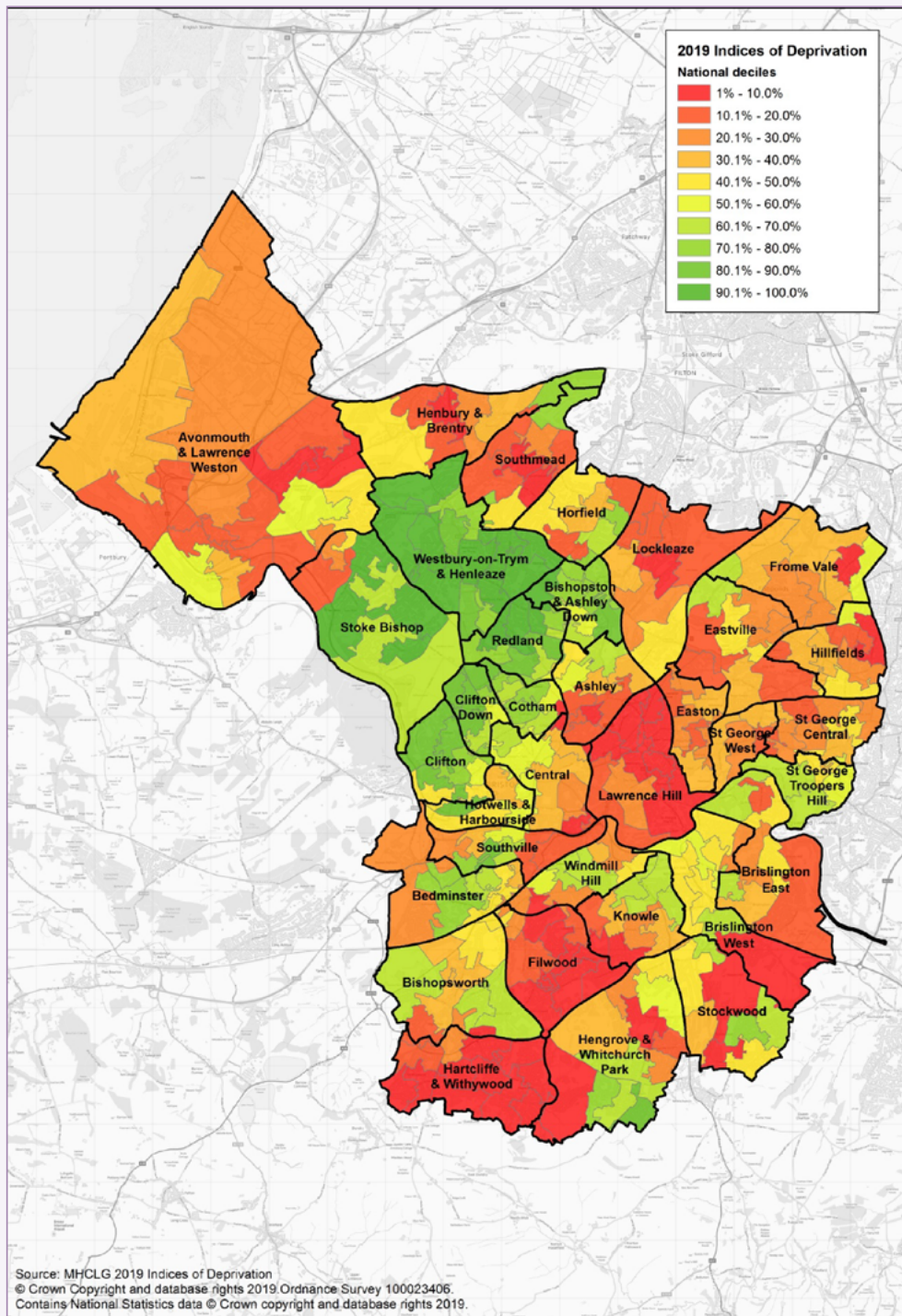
53 Bristol City Council, Bristol Employment, Skills, and Lifelong Learning Plan 2024-28 (2024).

## Figure 9. Map of Indices of Deprivation

There are also disparities in the experience and attainment levels within education and employment based on ethnicity, with an over-representation of minoritised communities in elementary occupations.

Nationally, the number of people reporting a long-term health condition or considered disabled under the Equalities Act continues to rise. Despite this, the employment rate for Disabled people

has yet to return to the positive trend observed before the pandemic, underscoring the urgent need for systemic changes to create inclusive and accessible workplaces. According to the 2021 Census<sup>54</sup>, less than half (45%) of Bristol’s Disabled population were in employment, compared to 72% of non-disabled people. Bristol City Council is committed to the social model of disability, which emphasizes that people are disabled by societal barriers rather than their impairments.



54 Bristol City Council has adopted the social model of disability, however the Office for National Statistics, who publishes the data used in this profile does not use the social model. The statistics and language are based on the question asked in the Census 2021 (not on whether people identify as a Disabled person) and so may not reflect the language normally used by the council.

There is a £69 pay gap between the average full-time weekly pay between men and women in Bristol.<sup>55</sup> There are gender disparities in terms of representation across different sectors and professions, as well as significant differences in the percentage of women who move to part-time working, particularly as they take on caring responsibilities. Many caregivers face career interruptions or reduced working hours, leading to slower career progression and lower lifetime earnings. We need comprehensive policies that support caregivers and promote flexible working arrangements to ensure care giving does not hinder progression or drive disparity.

People in the most deprived areas of Bristol live approximately 16 fewer years in good health when compared to the least deprived areas.<sup>56</sup> Improving health outcomes can boost economic growth, by enabling more people to move into and stay in work, which in turn supports better health and wellbeing.

A fair Bristol is one where partners and employers work together to build an equitable and resilient economy, ensuring communities and residents can access opportunities and share in the city’s success.

A city where investment is leveraged to tackle longstanding challenges around inequality and create a more level playing field for our communities. Where entrepreneurs and SMEs are supported to access the space, skills and resources needed to grow their business, create good jobs and vibrant local places. Where our employers and businesses are proactively engaged in addressing social mobility, from championing good work practices to reaching out into communities to promote opportunities and career pathways. And, where our skills provision is lined up with our jobs pipeline, and there are clear pathways to ensure local people can access and benefit from the opportunities available here.

## Our mission is to achieve economic equity for our residents and workforce.



### Our measures of success for a fair Bristol are:

- Increase in household income
- Reduction in the income gaps and between the least and most deprived areas of the city
- Reduction in deprivation
- Increase in jobs paying real Living Wage
- Reduction in pay gaps for women, disabled people, and residents from black and minoritised communities
- Reduction in unemployment and economic inactivity
- Increase in residents accessing jobs from inward investment
- Increase business startups and growth in areas of high deprivation
- Improve housing affordability ratio
- Reduction in Healthy Life Expectancy gap between the most and least deprived areas of the city

<sup>55</sup> ONS, Annual Survey of Hours and Earnings (2023).

<sup>56</sup> Bristol City Council, JSNA Health and Wellbeing Profile (2022).