



UIC13 - What are the opportunities in Bristol?

How is Bristol changing?

- The population is becoming more ethnically diverse
- There are more people in under 16 than there are OAPs
- The population is growing rapidly
- Over 2 million people live within 50km of Bristol
- The electrification of the rail line to London will cut the journey to only 70 minutes
- Network of motorways, roads, airport and railways has made it more accessible

Social Opportunities:

<u>Leisure and recreation</u>	<u>Shopping</u>
<p>Bristol's youthful population means there is a vibrant underground music scene and nightlife in addition to the usual clubs and bars. Such as:</p> <ul style="list-style-type: none"> ➤ Colston Hall ➤ The Bristol Old Vic ➤ Bristol Hippodrome ➤ Tobacco Factory <p>Sport: Bristol has 2 professional football clubs in the English Football League, City and Rovers. They also have a rugby union team and are home to the Gloucestershire County Cricket headquarters.</p> <p>All these teams are developing new stadiums to provide a range of extra facilities such as leisure and conference suites.</p> <p>Bristol Rovers plans to move the old stadium to a proposed site on the outskirts of the city where they have room to expand.</p>	<p>Cabot Circus: A shopping Centre opened in September 2008 costing £500 million to build. As well as shops there are leisure facilities (gym, cinema) a hotel, offices and 250 apartments</p> <p>Bristol has seen massive changes to its shopping facilities. For example when the out-of-town shopping centre Cribbs Causeway opened it negatively affected the Broadmead shopping development in the city centre.</p> <p>They put money into improving shopping in the CBD by:</p> <ul style="list-style-type: none"> ➤ Pedestrianising the area and installing CCTV to improve safety ➤ New street furniture, floral displays and landscaping to make the CBD more attractive to shoppers. ➤ Improving public transport to centre e.g. park and ride ➤ The development of open street markets ➤ Promoting tourism to encourage spending



1. Describe how Bristol is changing

2. Suggest why this may create a demand for facilities such as leisure, recreation and shopping

3. Why does Bristol have a vibrant underground music scene?

4. How are Bristol Rovers planning on developing their stadium?

5. Explain how the CBD of Bristol was improved in order to encourage shoppers to come back.



UIC13 - What are the economic opportunities in Bristol?

Changes in industry:



Bristol first grew due to its industrial port, importing and exporting goods especially tobacco from the West Indies and sherry wine imported from Bordeaux. When the industry declined they were left with empty, derelict warehouses. Authorities have utilised these empty warehouses and some of them have been made into flats and apartments, some have been used for new industries.

There have been new developments in the tertiary (services) and the quaternary sectors (high-tech) and in 2015 Bristol's unemployment rate was below the UK average.

This has attracted global companies such as Aardman Animations, Hewlett-Packard and Toshiba, robotic forms and 3D printing, Chinese telecommunications giant Huawei has also invested in the city

High tech are attracted to Bristol because:

- Government grant of £100 million to become a Super-Connected City with broadband download speeds of 80Mbps
- Close links between the city council and the university
- Educated and skilled workforce
- Advance research at the university
- Different industries working collaboratively in research and development
- A clean and non-polluted environment

<u>Aardman Animations</u>	<u>Defence Procurement Agency (DPA)</u>	<u>Aerospace industry</u>
<p>This was set up in 1972, makers of Wallace and Gromit, after a series of short films in late 1990s it entered the computer animation market. It has won Oscars and other awards</p> 	<p>The company employs >10,000 people and was established on a Greenfield site in 1996. It supplies the army, air force and navy with everything they need from boots to aircrafts. As employment increased at the DPA Bristol needed more housing and has contributed to the urban sprawl. Bradley Stoke, population >21,000, was Europe's largest private housing development when building started in 1980s.</p>	<p>14/15 main global aircraft companies are found in Bristol (Rolls-Royce, Airbus and GKN Aerospace). They produce parts for aircraft and electronic systems such as those for communications and navigation. It is supported by world-class aerospace courses at local universities</p> 



1. Where did Bristol import goods from in the past?

2. Describe how old warehouses have been used now the industry has declined

3. Suggest reasons why high-tech industries are attracted to Bristol

4. Explain why universities in Bristol are important for the development of high-tech industries in Bristol

5. Outline the key facts about a high tech company which is based in Bristol
