

## INCLUSIVITY

- We are building a stronger sense of community by investing in our region's high streets, digital and transport connections.
- By connecting communities with training, employment, affordable homes and assisted living technologies, we're giving all our residents a better quality of life.
- We're a multicultural region, with over 90 languages spoken and 45 religions celebrated.

## QUALITY

- We're home to four world class universities.
- Sustainable, inclusive communities are at the heart of what we do. That's why we're focussed on developing affordable new homes in our region.
- We're investing in new construction skill centres, developing the technology and skills to deliver new homes locally.

## INNOVATION AND THE CLIMATE EMERGENCY

- Our region aims to be carbon neutral by 2030, 20 years ahead of the UK target. We have already reduced emissions by 35% since 2005.
- Rapid expansion of 5G in the region is actively reducing digital inequality.
- Bristol is the UK's first cycling city and was awarded European Green Capital in 2015 and the UK's most environmentally friendly city for 2017.

### KEY AREAS

ICONIC LANDMARKS

ENTERPRISE ZONE/AREAS

CENTRES OF EXCELLENCE

### INVESTMENT OPPORTUNITIES

BRISTOL CITY COUNCIL

NORTH SOMERSET COUNCIL

SOUTH GLOUCESTERSHIRE COUNCIL

BATH & NORTH EAST SOMERSET COUNCIL



GLOUCESTER  
BIRMINGHAM

SWINDON  
LONDON

SALISBURY