

A skateboarder wearing a black cap with a white logo, a black t-shirt with a graphic, and colorful, multi-colored pants is captured mid-air, performing a trick on a wooden ramp. The skateboard is tilted and positioned below the skater. The background shows a city street with modern buildings, trees, and a clear sky.

BRISTOL+BATH

LOVE LIFE  
LOVE BRISTOL  
AND BATH

A guide for professionals  
and their families relocating  
to Bristol & Bath

If you are thinking of relocating to our region we can offer a variety of client services to suit your needs. Contact us to find out how we can help you:

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# WELCOME TO THE BRISTOL AND BATH REGION

The Bristol and Bath region is home to 1.1 million residents and comprises **Bristol, Bath and North East Somerset, North Somerset and South Gloucestershire.** It is a hugely diverse region where stimulating urban living sits comfortably alongside rolling countryside, spectacular coastlines and heritage stretching back thousands of years.

So many diverse places are accessible from here. You've got beautiful Bath, chic Bristol and coastal towns like Weston-super-Mare and Clevedon. If it's countryside you're after, head into the villages of South Gloucestershire and the Cotswolds for green spaces and historic market towns.



# CITY, COAST AND COUNTRY

## BEST FOR QUALITY OF LIFE

Home to the UK's top city in the 'quality of life' index



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## CULTURAL HOTSPOT

From harbourside gigs to heavenly choirs

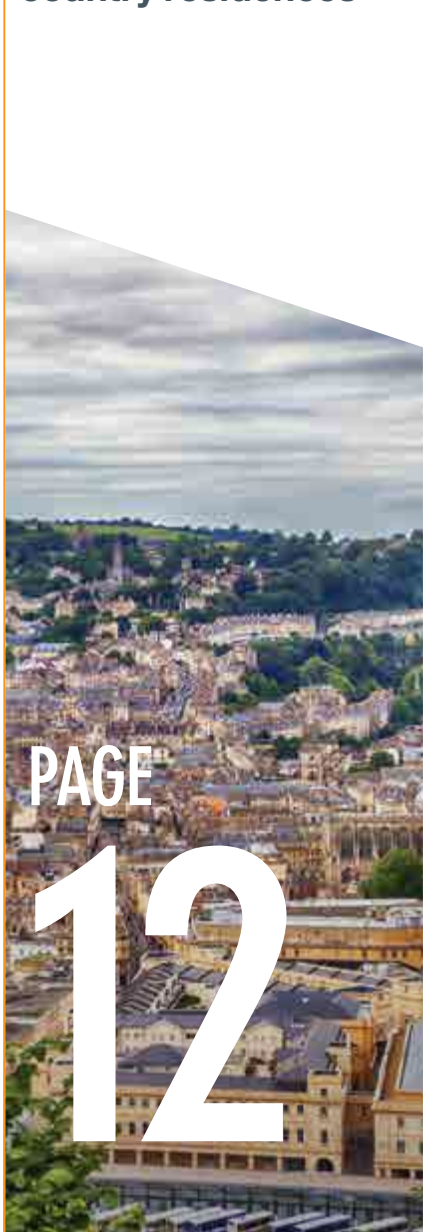


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## HOUSING: TOWN OR COUNTRYSIDE?

Designer waterside apartments, smart townhouses and country residences



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## A\* EDUCATION

Schools and employers are joining forces to secure jobs for all



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## GETTING THERE FASTER

Flights to 100+ destinations, bike lanes aplenty and a super-fast electrified rail line to London



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## EXQUISITE SHOPPING

Quirky independents mingle with major stores and street markets



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## COMMUNITIES

Diverse communities and support networks for all



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## DOING BUSINESS

A guide to our business sectors



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## QUALITY OF LIFE

# WEST IS BEST

The quality of life here is excellent. It's really only second to London for things to do but we don't have the crowds of the capital. There are lots of restaurants and cafés and for the children you can find free play ideas and interactive exhibitions at places such as MShed; Bristol Museum and Art Gallery and the many family friendly events in the area. We love Bath's Victoria Art Gallery and Holburne Museum and going for long family rambles across the spectacular country estate of Dyrham Park.

This area consistently tops the 'best quality of life' polls. Most recently voted "Best place to live" in the Sunday Times list (2017) it has also outstripped London with its "Smart City" credentials and economic growth (Huawei Report 2017). With houses across all price points, abundant job opportunities, quality schools and access to the countryside and coast, the region has clear advantages over other major UK city regions.

Heritage and entertainment are powerful draws: Bristol is well known for its trendy art spaces and interactive exhibitions and Bath for its packed festival calendar, independent shops and iconic attractions.

The natural environment is preserved with pride too: beyond the urban centres

are areas of outstanding natural beauty dotting the Severn Estuary, the Mendip Hills and along into the Cotswolds Area of Outstanding Natural Beauty.

Bristol and Bath have a growing foodie scene supported by an area that is home to award winning vineyards, cider makers, micro breweries, cheese makers, organic growers and producers.

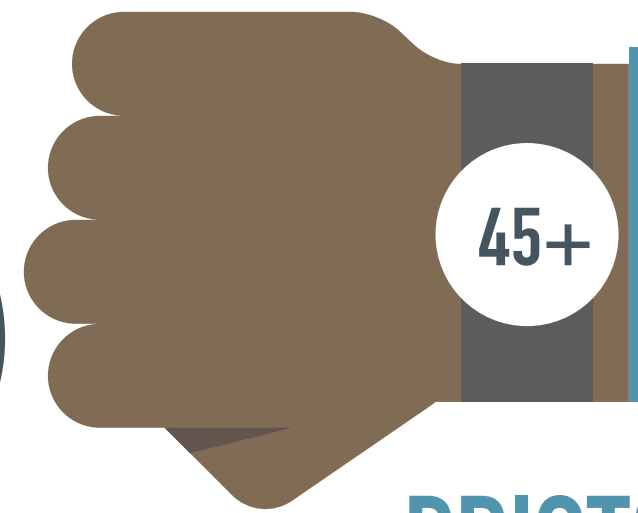
In both South Gloucestershire and North Somerset you will find outdoor pursuits, good walking, a plethora of parks and estates and beaches both large and small.

Wherever you go in the region our built environment is complemented by open spaces, cycle paths, waterways and woodland.



BRISTOL IS A TEST BED FOR 5G

TECH NATION 2017 MOST PRODUCTIVE CORE REGION



45+

WORK-LIFE BALANCE FEWER THAN ONE IN FOUR PEOPLE IN THE REGION WORK 45+ HRS A WEEK



BRISTOL UK'S LEADER IN SMART CITIES (HUAWEI 2017)

BRISTOL HAS SUSTAINED ECONOMIC GROWTH OUTSTRIPPING LONDON AND OTHER MAJOR CITIES AND EVEN HAS ITS OWN CURRENCY TO HELP BUILD A STRONGER LOCAL ECONOMY

BRISTOL - BEST PLACE TO LIVE (SUNDAY TIMES 2017)



UNESCO CITY BATH IS THE ONLY BRITISH CITY WITH UNESCO WORLD HERITAGE STATUS



UNESCO CITY OF CREATIVE FILM BRISTOL GAINED THIS ACCOLADE IN 2017

LOWER-COST HOUSING A HOUSE IN THE REGION COSTS LESS THAN HALF THAT OF A LONDON ABODE

COOLEST CITY: BRISTOL VOTED NO 1 BY ROUGH GUIDES (2017)

CYCLE HUB: WITH LINKS TO THE WIDER REGION, BRISTOL IS THE UK'S FIRST CYCLING CITY



[www.bbc.co.uk/news/uk-england-39320118](http://www.bbc.co.uk/news/uk-england-39320118)  
[www.roughguides.com/article/why-bristol-is-the-coolest-city-in-britain/](http://www.roughguides.com/article/why-bristol-is-the-coolest-city-in-britain/)  
[www.uswitch.com/place-to-live/bath-north-east-somerset-north-somerset-south-gloucestershire/](http://www.uswitch.com/place-to-live/bath-north-east-somerset-north-somerset-south-gloucestershire/)  
[www.zoopla.co.uk](http://www.zoopla.co.uk)  
[visitbristol.co.uk/things-to-do/sports-and-adventure/cycling](http://visitbristol.co.uk/things-to-do/sports-and-adventure/cycling)

# CULTURE CLUB

Offering everything from international music festivals to cutting-edge theatre, it's impossible to be idle in the West of England.

Arcadia Spectacular produced by Arcadia and Team Love and the photographer

Bristol boasts the region's most varied nightlife with tucked-away speakeasies such as Hausbar and Hyde & Co and the mega Motion nightclub, with live bands at O2 Academy Bristol. Bath also has a vibrant nightlife with entertainment to suit all tastes. Not only are there a number of independent bars, gig venues and nightclubs, the city's reputation as a foodie heaven is evident in the wealth of restaurants to be found nestled in the city's lanes and squares.

West End-quality productions regularly visit Theatre Royal Bath along with Bristol Old Vic and Bristol Hippodrome. More intimate experimental works come courtesy of Bristol's Tobacco Factory Theatre; Old Market Assembly; the harbourside Arnolfini centre and Komedia in Bath.

Those craving the fresh ocean air should head to Portishead Quays Marina — one of the South West's best equipped marinas — or zip down the coast for the beaches of Weston-super-Mare, Sand Bay or Brean. Alternatively, keep it inland, and explore the market towns of Thornbury and Chipping Sodbury, Thornbury Castle, the grand National Trust estate of Dyrham Park, Tyntesfield and the wild Leigh Woods.

A great day out is Slimbridge WWT situated in pleasant countryside and giving access to conservation and wildlife. The area has an abundance of cycle ways linking our cities, countryside and rich heritage — the Bristol to Bath cycle way, Colliers Way, Strawberry Line and Festival Way.

The region is perfect for those looking for an active lifestyle — climbing in the Mendip Hills, mountain biking in Leigh Woods, dingy sailing and windsurfing at Chew Valley Lake, sand yachting and kite surfing at Weston-super-Mare, gig rowing at Clevedon and Bristol Harbourside, cruising from Portishead, or walking in the ample countryside.

Nothing captures the region's spirit better than its numerous festivals, celebrating jazz and blues, film and animation, literature, food and folk, green living, nautical capers and its iconic hot-air balloons at the annual Bristol Balloon Fiesta.

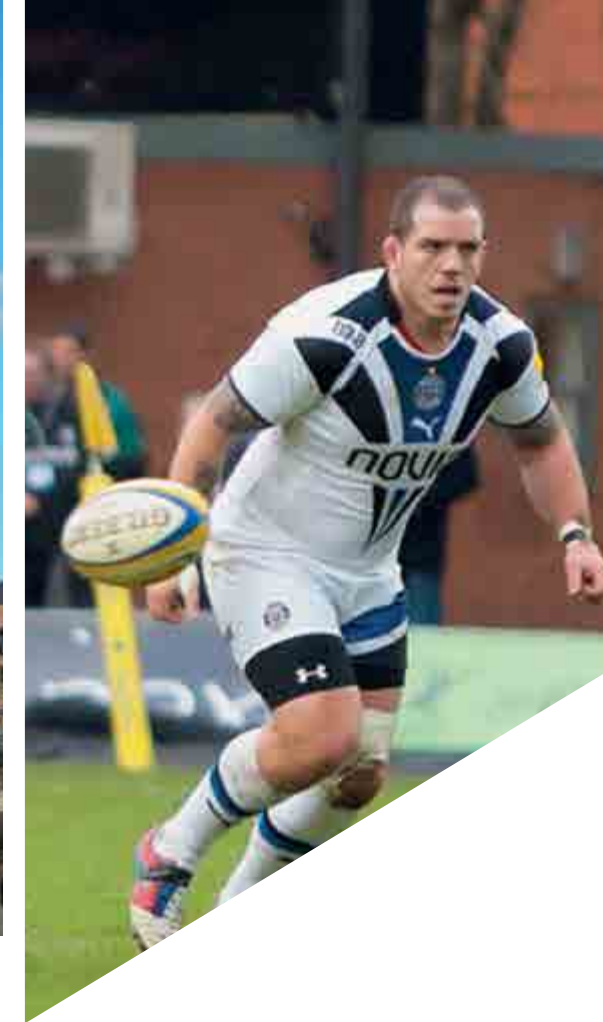
Quality of life is important to residents in Bristol and Bath and having a wide range of leisure centres, activity classes and outdoor pursuits will allow anyone who lives here the opportunity to live well and excel in life outside of the office.

On top of a thriving music, events and festivals programme, Bristol and Bath is home to a number of award winning restaurants, bars and independent coffee shops, from the UK Barista Champion at Colonna & Smalls in Bath, to the best flat white at Society Café.

Bristol is the birthplace of Pimminster with a number of locations across the region including The Raven in Bath (where you can't go wrong with a Beef & Raven Ale pie). If you fancy something a bit more artisan you'll find queues around the corner at Hart's Bakery for their daily sourdough and for a bit of history why not grab a Bath Bun at Sally Lunn's.

For dinner head to Wapping Wharf where you'll find a variety of pop-up eateries with offerings from Italy, Greece, the Caribbean and India. Special occasion? The region is home to four Michelin starred restaurants — Casamia, The Pony & Trap, Paco Tapas and Wilks, finally to cap off the evening you can head to Bristol's prohibition bar the Milk Thistle (if you can find it).

# CULTURE AND LEISURE



## FESTIVAL FUN



- > Bath Fringe
- > Bath Film Festival
- > Bath Festival (multi-arts)
- > Bristol Harbour Festival
- > Bristol International Balloon Fiesta
- > Bristol Jazz & Blues Festival
- > Children's Bath Literature Festival
- > Great Bath Feast
- > HazyDayz Music Festival
- > Made in North Somerset Festival
- > Royal Bath and West Show
- > The Downs Festival
- > Three Choirs Festival
- > Weston-super-Mare Sand Sculpture Festival

## ART AND INTERACTION

- > Arnolfini
- > Fashion Museum
- > Holburne Museum
- > Jane Austen Centre
- > MShed
- > Royal West of England Academy (RWA)
- > The Bristol Museum and Art Gallery
- > We The Curious



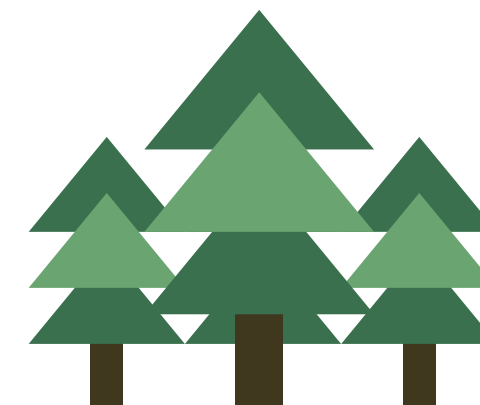
## SPECTACLES AND SHOWS

- > Bristol Hippodrome
- > Bristol Old Vic
- > Bristol Zoo
- > Bristol Aquarium
- > Colston Hall
- > Noah's Ark Farm Park
- > Puxton Park
- > Theatre Royal Bath
- > The Playhouse Theatre in Weston-Super-Mare
- > The Blakehay Theatre in Weston-Super-Mare
- > Various city farm parks
- > Wild Place & Camp Baboon



## THE GREAT OUTDOORS

- > Bath Skyline Walk
- > Cheddar Gorge
- > Chew Magna
- > Chew Valley lake
- > Clevedon Pier
- > Clifton Suspension Bridge
- > Leigh Woods
- > Mendip Hills and Cotswolds, AONBs
- > Mendip Snowsport Centre
- > Slimbridge Wildfowl & Wetlands Centre
- > Westonbirt Arboretum
- > Weston Bike Race
- > Weston-super-Mare's Grand Pier



## LIVING HISTORY

- > Aerospace Museum
- > Avon Valley Railway
- > Berkeley Castle
- > Brunel's SS Great Britain
- > Dyrham Park
- > Roman Baths
- > Royal Crescent and Circus
- > Thornbury Castle
- > Tyntesfield

## SPORTS AND LEISURE CENTRES

- > Ashton Gate Stadium
- > Badminton Horse Trials
- > Bath Racecourse
- > Bath Rugby Recreation Ground
- > Bloc Bristol
- > Bristol and Clifton Golf Club
- > Leisure Centres throughout the region
- > Memorial Stadium
- > Portishead Quays Marina
- > River Swimming Club, Farleigh Hungerford
- > Thermae Bath Spa
- > Undercover Rock





# BUZZY CITIES AND BLUE SKIES



**City or village? Countryside or coast? Suburban or central? Few regions offer such a wide choice of where to live, all within an easy commute to work.**



**Bristol is a big city with a huge amount going on but it's also small enough to be personal and accessible. Most people think about the city centre and Clifton when they think of Bristol but the outer suburbs are great too. There are leafy parks, independent shops and nice boutique restaurants and bars.**

Bath offers an unbeatable lifestyle combining cultural and sporting excellence, breath-taking architecture, health spas, independent shops, markets, bars and eateries all in a remarkable countryside setting.

To the west lies the vibrant metropolis of Bristol, with its bright lights, theatres and galleries, restaurants, bars and a packed calendar of festivals, gigs and celebrations. Choose this vibrant post-industrial Victorian city to find the zeitgeist.

If you're keen on beachside living with quick links to Bristol and Bath, then Weston-super-Mare is the North Somerset town for you. Tranquillity, fresh sea air, a plethora of cafes, restaurants and pubs, windsurfing and a family-friendly beach await.

Venture beyond the cities to find glorious open countryside, tucked-away villages and miles of stunning coastline ushering the River Severn down to Exmoor and the Devon coast.



WHERE TO LIVE



## BRISTOL

The West of England's largest city is a multicultural hub steeped in maritime history and home to a thriving contemporary music and arts scene. Amid the cafés, restaurants, nightclubs, galleries, museums, concert halls, theatres and sports stadiums, the city manages to retain a laid-back, friendly feel.



## BATH

Bath is such a unique and desirable place that it is the only city in the UK to be designated a UNESCO World Heritage Site. It is a wonderfully walkable and friendly place with all the trappings and facilities of a much larger city. Its wealth of culture, boutique shops, restaurants and sporting opportunities combined with excellent schools and great family neighbourhoods, makes Bath a prime location.



## NORTH SOMERSET

### WESTON-SUPER-MARE

If you're keen on beachside living with quick links to Bristol and Bath, then this North Somerset town is for you. Tranquillity, fresh sea air, a plethora of cafes, restaurants and pubs, windsurfing and a family-friendly beach await.

### PORTISHEAD

This coastal town overlooks the Severn estuary and is a magnet for the active and adventurous. At just under ten miles west of Bristol, it's home to a marina and sports complex and is surrounded by scenic hotspots, trails and coastal paths.



## SOUTH GLOUCESTERSHIRE

From the many market towns through to the historic buildings and the bountiful countryside, South Gloucestershire has plenty to offer its residents. Being ideally placed within a short distance, to Bath, Bristol and the Cotswolds people can reap the benefits of both country and city living.

# THERE'S A LITTLE SOMETHING FOR EVERYONE...

# WHERE TO LIVE

# HOW MUCH FOR A HOME?

-  HOUSES TO BUY (3 BED)
-  FLATS TO BUY (2 BED)
-  FLATS TO RENT (PM) (2 BED/FURNISHED)

## AVERAGE HOUSE PRICES

(Data from Rightmove 2018)

<b>LONDON</b> £730,736	<b>BRISTOL</b> £301,874
<b>BRIGHTON</b> £402,512	<b>EDINBURGH</b> £327,548
	<b>MANCHESTER</b> £208,214



EDUCATION

# TOP OF THE CLASS

This region offers some of the best schools, academies, colleges, universities and job prospects in the country. The range and quality of educational options in this region is excellent. The Bristol and Bath region has the country's highest proportion of good or outstanding schools outside London and the trend is more than ever for schools to connect with future employment opportunities.

Bristol became England's first UNESCO Learning City in March 2016, joining a global network of like-minded cities championing learning as a way to transform lives, communities, organisations and cities. Critically, educational establishments and employers are collaborating; creating plentiful employment opportunities for college leavers and graduates. The region also has an ambitious apprenticeship plan as part of the Government's Apprenticeship Vision 2020, to suit those who want a career led path straight from school.



90%

THE SOUTH WEST HAS THE COUNTRY'S HIGHEST PROPORTION OF GOOD OR OUTSTANDING SCHOOLS OUTSIDE LONDON

100%

OF PUPILS OBTAIN 5 A\*-C GCSES AT BRISTOL GRAMMAR SCHOOL WITH 57% OF WEST OF ENGLAND PUPILS ACHIEVING 5 A\*-C AT GCSE INCLUDING ENGLISH AND MATHS

1ST

WESTON COLLEGE RATED 'OUTSTANDING' BY OFSTED

TOP 100

4 NATIONALLY RECOGNISED INDEPENDENT SCHOOLS FOR THE BEST 2017 A LEVEL RESULTS WITHIN BRISTOL AND BATH



6

TEACHING EXCELLENCE FRAMEWORK AWARDS INCLUDE TWO GOLD AND FOUR SILVER AWARDS FOR THE HIGH QUALITY OF TEACHING ON OFFER AT OUR BRISTOL AND BATH UNIVERSITIES AND AT TWO OF OUR FURTHER EDUCATION COLLEGES WITHIN THE REGION



SGS COLLEGE WAS VOTED NATIONAL APPRENTICESHIP COLLEGE OF THE YEAR 2017

100% NORTH SOMERSET HAS ONLY GOOD OR OUTSTANDING SCHOOLS

TOP 100

OUR FOUR UNIVERSITIES ARE RANKED IN THE TOP 100 IN THE UK



UWE HAS THE HIGHEST GRADUATE RETENTION RATE

8850

APPRENTICESHIPS STARTED 2015/16 WITHIN THE REGION. 2292 APPRENTICESHIPS DELIVERED IN THE PROFESSIONAL SERVICES SECTOR WITH 50% AT ADVANCED AND HIGHER LEVEL

11TH

BATH UNIVERSITY RANKED 11TH IN THE UK



WINTER GARDENS LAW AND PROFESSIONAL SERVICES ACADEMY IN WESTON-SUPER-MARE

10

OF OUR PRIMARY SCHOOLS ARE RANKED AMONGST THE BEST IN ENGLAND, ALL IN THE TOP 500 OF THE SUNDAY TIMES LIST FOR 2017



95%

THE SOUTH WEST HAS THE COUNTRY'S HIGHEST PROPORTION OF GOOD OR OUTSTANDING EARLY YEARS PROVISION



# MAKING THE GRADE

Find out more about state and independent schools, colleges and universities across the region.



## PRIMARY SCHOOLS

### TOP STATE PRIMARY SCHOOLS\*

- > BISHOP ROAD PRIMARY SCHOOL
- > ELMLEA JUNIOR SCHOOL
- > HOLY TRINITY PRIMARY SCHOOL
- > MARSHFIELD C OF E VC PRIMARY SCHOOL
- > SANDFORD PRIMARY SCHOOL
- > SS PETER AND PAUL RC PRIMARY SCHOOL
- > VICTORIA PARK PRIMARY SCHOOL
- > WAYCROFT ACADEMY
- > WATERMORE PRIMARY SCHOOL

### PREP SCHOOLS

- > CLIFTON COLLEGE PREPARATORY SCHOOL\*
- > KINGSWOOD PREP
- > KING EDWARDS SCHOOL
- > THE ROYAL HIGH SCHOOL BATH
- > TOCKINGTON MANOR SCHOOL

\* As listed in the Sunday Times 2017

## SECONDARY SCHOOLS

### STATE / ACADEMY SECONDARY SCHOOLS

- > BEECHEN CLIFF SCHOOL
- > BRISTOL METROPOLITAN ACADEMY
- > BRISTOL TECHNOLOGY AND ENGINEERING ACADEMY
- > COLSTON'S GIRLS' SCHOOL
- > DIGITECH STUDIO SCHOOL
- > HAYESFIELD GIRLS
- > MANGOTSFIELD SCHOOL
- > NORTON HILL ACADEMY
- > RALPH ALLEN
- > REDLAND GREEN SCHOOL
- > ST MARY REDCLIFFE AND TEMPLE SCHOOL
- > THE CASTLE SCHOOL

### INDEPENDENT SCHOOLS

- > ASHWICKE HALL SCHOOL
- > BADMINTON SCHOOL
- > BRISTOL GRAMMAR SCHOOL
- > CLIFTON COLLEGE
- > IMMANUEL CHRISTIAN SCHOOL
- > KING EDWARD'S SCHOOL
- > MONKTON SENIOR SCHOOL
- > PRIOR PARK COLLEGE
- > REDMAIDS
- > TOCKINGTON MANOR SCHOOL



## FURTHER EDUCATION

### COLLEGES

- > BRIDGWATER COLLEGE
- > CITY OF BRISTOL COLLEGE
- > CITY OF BATH COLLEGE
- > SOUTH GLOUCESTERSHIRE AND STROUD COLLEGE
- > TRINITY COLLEGE BRISTOL
- > WESTON COLLEGE

### UNIVERSITIES

- > BATH SPA UNIVERSITY
- > UNIVERSITY OF BATH
- > UNIVERSITY OF BRISTOL
- > UNIVERSITY OF THE WEST OF ENGLAND

### INDEPENDENT SCHOOLS

- > ASHWICKE HALL SCHOOL
- > IMMANUEL CHRISTIAN SCHOOL
- > TOCKINGTON MANOR SCHOOL

### INDEPENDENT FURTHER EDUCATION

- > BATH STUDIO SCHOOL
- > BOOMSATSUMA
- > DEVELOP ME
- > DB MUSIC AND SOUND
- > DIGILOCAL
- > DIGITECH STUDIO SCHOOL
- > MAYDEN ACADEMY

# BETTER CONNECTED



**On transport, we're spoilt for choice. Buses crisscross the region and there are excellent rail connections between Weston-super-Mare, Taunton, Gloucester, Chippenham, Bristol, Bath and beyond. Bristol Airport allows you to connect to European hotspots for city breaks and leisurely beach holidays.**

Planes, boats, buses, trains and bikes — this region is home to an integrated web of transport options for city, town and country dwellers alike.

Bristol Airport now connects to more than 100 destinations, taking passengers throughout the UK, Europe, the US, Canada and Africa.

The region is also a busy rail hub, with fast connections to Manchester, Birmingham, Leeds, the South West and beyond. Electrification of the London line through Bath to Bristol Parkway and onto South Wales is slashing journey times by at least 15 minutes.

A brand new dedicated bus network is about to be launched across the city and region. MetroBus will connect suburban housing in the Greater Bristol area with the vibrant city centre, making sure there is plenty of opportunity for work/life balance. The system will also link to existing bus routes and to the rail networks.

Green options are plentiful too thanks to an expanding network of urban and rural cycleways, city ferry services and the ability to use the bus networks to travel across the whole of the West of England.

100+

flights per day and a growing list of destinations from Bristol Airport



4

motorways affording fast access to all UK regions



£2bn

investment in upgrading the rail-link to London



99 mins

Bristol-London by train with a 15 minutes service frequency



£230m

Greater Bristol MetroBus transport upgrade



## SHOPPING

# RETAIL PARADISE

There is great shopping here in the region. Bath is such a historic, beautiful and pedestrian-friendly city, it's a pleasure to shop there. Visit the fabulous department store, Jolly's, and the unique shops of Cheap Street for jewellery, children's clothes and gifts. In Bristol, it's easy to access Cabot Circus and Cribbs Causeway, vast shopping centres where you get everything under one roof. If you're looking for antiques, head into the Gloucestershire countryside for the pretty market towns of Tetbury, Stroud and Nailsworth.

With its stylish department stores, inspiring boutiques and eclectic street markets, this region can satisfy the pangs of the most dedicated shopper.

Bath is a showcase of independent retail: from high-end boutiques, to Walcot Street's artisan quarter and the city's Vintage and Antiques Market and farmers' markets. If you want to upcycle there are plenty of opportunities to do that too, with reclamation yards and furniture projects dotted throughout the region.

Bristol wheels out the big guns in the shape of Harvey Nichols, John Lewis and IKEA — all easily accessed by car — but also excels at markets: try St Nicholas for artisan cheese, textiles and vintage records and Corn St and Wine St for farmers' produce and handcrafted jewellery.

Gloucester Road and Park Street offer a range of independent boutiques and shopping experiences, through to Wapping Wharf, Bristol's newest district and a hub of independent businesses in shipping containers close to the harbour.

Head deep into the countryside to find modern craft, antiques, curios and farm shops selling fresh produce straight off the land. Alternatively potter in the market towns and villages for one-off purchases, the bijou and the boutique.



# SHOPPING HOTSPOTS



## ANTIQUES & VINTAGE

- 📍 19 ALEXANDRA ROAD
- 📍 LOOT VINTAGE
- 📍 LORFORDS
- 📍 VINTAGE TO VOGUE



## MAJOR MALLS

- 📍 CABOT CIRCUS
- 📍 SOUTHGATE BATH
- 📍 THE MALL — CRIBBS CAUSEWAY



## INDEPENDENT HUBS

- 📍 BATH ARTISAN QUARTER
- 📍 BATH CITY CENTRE
- 📍 CLIFTON VILLAGE
- 📍 GLOUCESTER ROAD AND STOKES CROFT — BRISTOL
- 📍 WAPPING WHARF



## MARKETS

- 📍 ARTISAN AND FOODIE FARMERS MARKETS
- 📍 BATH CHRISTMAS MARKET
- 📍 INDEPENDENT FARMERS MARKETS
- 📍 ST NICHOLAS MARKET



# A CELEBRATION OF DIVERSITY

Bristol and Bath is truly a multicultural city region, home to a number of communities and places of worship which cater for a wide variety of faiths and beliefs.

Diversity and inclusivity are at the heart of Bristol. The city is home to 92 languages; our vision is to make this diversity work for everyone, where no-one is left behind and where our cultural offer reflects this diversity and enriches the lives of all.

Bristol holds a unique event each year to celebrate our diverse culture: Diverse Doors Open Day. Organised by the Bristol Multi-Faith Forum, it gives communities the chance to experience each other's cultures and learn about each other's beliefs by opening a range of places of worship to discover the many faith communities that exist in Bristol.

TOP EMPLOYERS

# DOING BUSINESS

Bristol and Bath is one of the UK's most balanced and successful economies, with a population of 1.1 million people and a workforce of over 600,000. It contributes £33.2bn to the UK economy.

It has an advanced business infrastructure and a huge talent pool which is educated far above the national average with a significantly higher employment rate than any other major English city. It is the most productive of all the core cities. This highly skilled, diverse workforce contributes to a thriving and extensive connected business base of over 42,000 businesses.

## HIGH-TECH

A significant digital tech cluster combining international giants, such as Huawei and Oracle, with a fast growing cohort of start-ups and digital agencies, using new technologies to generate new platforms, new user experiences and new business models.

## FINANCIAL AND PROFESSIONAL SERVICES

With its sophisticated financial services ecosystem, proximity to London and international markets and highly skilled talent base, the Bristol and Bath city region has the edge. No surprise that big players such as Lloyds, Hargreaves Lansdown and NatWest have based themselves in the region.

## DIGITAL AND CREATIVE

A sector of scale and international reach, with 130 production companies offering award-winning quality and a substantial creative talent pool, spanning genres from animation to factual and natural history to entertainment.

## AEROSPACE AND ADVANCED MANUFACTURING

The South West region hosts one of the largest and most significant aerospace clusters in the world, comprising of a supply chain of 800 plus companies. Supporting 98,000 jobs, it contributes £3.2bn to the South West economy.



# BRISTOL+BATH

**WEST OF  
ENGLAND**  
Combined Authority



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Bath & North East  
Somerset Council

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