

The Original Connected City

1 If one had to find a slogan to capture Bristol's identity, The Original Connected City would be a strong contender.

2 The evidence is all around, in place names like Broad Quay, in a thousand images of ships, railways and planes and in the world-beating digital technology companies that flourish here.

3 Isambard Kingdom Brunel encapsulates the Connected City. His vision of a link between London and Bristol by train and Bristol and New York by ship still has the power to inspire.

4 As an exceptionally well linked city, Bristol has become a melting pot of people, cultures and ideas.

5 But Bristol's connectedness has not been uniformly positive. The transatlantic slave trade brought great wealth to some but profound suffering to many.

6 And for many residents, belonging to Bristol remains a remote concept, other communities can still seem distant.

7 Past failures cannot be undone, but many organisations and individuals share a determination that all those who live here now should be part of Bristol's success.

8 Digital technology offers fresh and exciting ways to achieve social inclusion by opening up dialogue to an extent that has never been possible before.

9 Connecting Bristol is our proposal for bridging the gaps that mar individual lives, blight communities and hold the city back.

10 As winner of the Digital Challenge, Bristol's reputation as The Original Connected City will be revitalised – but this time the benefits it brings will be available to all.

11 The reality will be a Connected City that fulfils its extraordinary potential and serves as a beacon to others.

Bristol

