

Tour De Yorkshire Animation and Activation

The Tour de Yorkshire returns on 28th to 30th April 2017, stage three start in Bradford departing from City Park. This is a very exciting time for the residents and businesses of the district. Whilst this is a free event detailed below are some activities that are at developmental stages which local communities can get involved in.

Trophy Tour

The Tour de Yorkshire Trophy is coming to Bradford district and is the precursor to the commencement of the tour. The provisional date is 4th April 2017. The trophy will be displayed at City Hall and all residents will be encouraged to come and view the trophy 10am to 8pm (provisional time).

Creative Streets Programme

From 11th March to 30th April top end of Bradford City Centre will be offering a vibrant Creative Street Arts programme.

- 23rd March – African drumming workshop by Moses Ekebuisi
- 1st April - Balle! Balle! Bhangera and Bollywood Dance by Punjabi Roots Academy.
- 1st April – ‘Top of Town’s Got Talent’ by Q20
- Free Events in the City centre which will include puppet parade (15th April) led by Cecil Green Arts, talent shows and live entertainment.
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- 11th April ‘in for a penny’ treasure hunt by Adept
- 15th April ‘The B3ats’ Punjabi Roots Academy
- The Brick Box based at the old M&S will be creating ‘Wild Woods in Bloom’ which will be colourful and interactive art pieces, live performances from local talent, workshops, fun and games for all the family and food stalls.

More updates to come on the creative streets programme.

Animation Programme

Using the concept of route and city centre animation, this will provide a perfect opportunity to promote the incredible landscapes, iconic buildings, beautiful towns and villages across Bradford district which will be turned into an array of blue and yellow bunting, flowers, bicycles, yellow jerseys on sculptures, artwork on trees, yarn-bombing, and much much more.

This will include Brand Bradford from the air. The Bradford Council 40 strong Future Leaders have been tasked with promoting brand Bradford, mainly through 5 to 7 large scale animation activities, land art that will be visible from the air and decorating key iconic locations along the route e.g. Love Bradford, big yellow jersey at Bradford City Football Club, land art on the Cow and Calf etc . This is very much about promoting our city using innovative mechanisms which will attract national and international media and press to include helicopter footage.

In addition the future Leaders have also been asked to develop a promotional video or footage of the TDY 2017 Bradford event based around a countdown clock to the TDY pre tour.

Parks Activation Programme

There will be a wide range of activities and entertainments for local residents and communities to get involved in at the following parks across the district organised by Sport and culture Service.

These will take place at

- City Park
- Lister Park
- Victoria Park Keighley

Grant Funding

Groups and organisations from across the district are being encouraged to help celebrate the Tour de Yorkshire coming to Bradford by holding events, activities or creating artwork along the route.

To help people to organise these events Bradford Council is offering one-off grants of up to £300 from Sport and Culture Service.

Groups and organisations in the Bradford districts can hold events and activities between Monday 17 and Sunday 30 April and the closing date for grants is 10 March.

Community Activation Programme

Early indication confirms that communities have been inspired to organise their own events and neighbourhoods are mobilising themselves. To date these include Queensbury, Burley in Wharfedale and Ilkley.