

# **BRADFORD A LEADING CULTURAL CITY**

**2014-2024**

**Vision:** A leading cultural city that people love and enjoy.

**Mission:** Every day we will celebrate, inspire and engage residents and visitors in a magnificent cultural experience.

## **Bradford District's Cultural Priorities**

The Cultural strategy framework is built on five strategic priorities that link to a range of actions.

**Priority 1: People & Participation** - A District where people can freely access, enjoy, create, engage in and contribute to Bradford's cultural offer.

**Priority 2: Building a resilient and sustainable sector** – Create an agile, enterprising, and entrepreneurial creative and cultural sector.

**Priority 3: Responsible and active Leadership** – A 'can-do' leadership position at all levels that engenders ownership, responsibility and ambition.

**Priority 4: A thriving cultural offer** – One that inspires our residents and visitors and delivers a magnificent cultural experience for all.

**Priority 5: A cultural destination – telling and selling our story** – Encouraging people to actively take part, watch, engage and experience Bradford as a leading cultural city locally, nationally and internationally.