

## Report of the Strategic Director of Place to the meeting of the Executive to be held on 10 September 2019

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### Subject:

Backing Bradford's bid to be UK City of Culture in 2025

### Summary statement:

Culture makes a significant contribution to the prosperity of our District and is one of the fastest growing sectors of our Economy. Recent successful bids for investment in the Production Hub and the Creative People and Places fund will further strengthen cultural organisations and widen participation in the arts across the District.

This report welcomes the growing strength of the sector and recommends council support for a District wide bid to become UK City of Culture 2025.

There is a compelling case for this bid both for the culture sector and the wider economy of the District. Experience elsewhere, such as in Hull, has demonstrated that the City of Culture designation can bring considerable long term benefits in terms of increased employment, inward investment, civic pride and participation.

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### Portfolio:

Healthy People & Places

### Overview & Scrutiny Area:

Regeneration & Environment

## **1. SUMMARY**

1.1 As per summary statement.

## **2. BACKGROUND**

2.1 As Nick Serota the Chair of the Arts council said recently, “successful cities are those that create opportunities for people to earn their living, make friends, bring up families and engage in leisure and sport. Culture makes a vital contribution to these activities, and creative businesses are our fastest growing business sector”.

2.2 Bradford District has a wealth of cultural assets. The District has stunning landscapes, heritage buildings, great cultural organisations, entrepreneurs and venues. Bradford is home to the UK’s first UNESCO City of Film designation and the district is frequently used as a location in many TV and film productions.

2.3 The vibrant and diverse cultures of the world are reflected in the communities of the District. This vibrancy and diversity is increasingly being recognised by external organisations such as Channel 4 and Red Bull who have been drawn to invest in our district and the surrounding area.

2.4 Employment in the Cultural Sector is growing more quickly than the national average rate and the sector is increasingly producing nationally recognised work. However, it is widely recognised by some that the sector has more untapped potential and has, in the past, been held back by a lack of investment and supporting infrastructure.

2.5 Work has been underway over the last five years to address these gaps. This has resulted in increased Arts Council England funding for national producing organisations, hosting of major events such as the Tour de France/Tour de Yorkshire, major festivals like the Bradford Literature Festival and investment in venues e.g. the Odeon, St George’s Hall, Cliffe Castle. Most recently, successful bids were made to increase cultural production in the city and participation in culture and arts.

2.6 A Cultural Place Partnership has been created in the last year to provide strategic direction, focus and support for our work on culture, working with a new formal network of culture organisations, Bradford Cultural Voice. Both the Cultural Place Partnership and Cultural Voice were instrumental in securing £1.5m for the Production Hub and £2m for Creative People & Places. Funds drawn from the Leeds City Region Business pool have been used to support these bids. In both cases the initial local investment has led to a very significant return of external monies.

2.7 The Place Partnership has decided that an important next step is to bid for Bradford to become UK City of Culture 2025.

### **The experience of past City of Culture designations**

2.8. City of Culture status is awarded once every 4 years. In 2017 the designation was very successfully held by Kingston upon Hull. Key statistics tell an impressive story

about the impact of the year for the businesses and people of Hull:

### **Civic pride and participation in the arts and culture**

1. More than 9 in 10 Hull residents engaged in at least one cultural activity.
2. 71% of Hull residents would speak positively about Hull.
3. 2400 volunteers created 337,000 hours of volunteering.

### **Economic Growth**

1. 66% of UK population aware that Hull was City of Culture.
2. 5.3 million visits with a projected value of tourism of £300m during the City of Culture year.
3. £22m gross value added to the local economy.
4. 50% of businesses reported increased turnover due to City of Culture.

2.9 Hull also benefited from increased investment in both arts and cultural programming and capital investment in cultural venues. This includes:

- £28 million invested by external funders and sponsors in delivery of Hull 2017, alongside £4m of direct council funding for the year. In addition £16m secured for legacy work.
- £20m capital investment secured for cultural venues and museums.

2.10 More broadly, the City of Culture designation helped to unlock a number of game changing investments in Hull's city centre. Particularly the Fruit Market area which has transformed the visitor and resident experience of the city centre and has helped leverage further investment in housing and transport improvements to the A63 corridor in this area of the city.

2.11 The Bradford Cultural Place Partnership has taken the first steps to build a credible bid for City of Culture in 2025. The intention to launch a bid was announced on the 29th July and a formal launch will take place on the 26th September. There has been a very positive response to this announcement from media, business, health partners and the cultural sector. Recruitment is underway to appoint a bid Director. A City of Culture Trust is being created to run the Bid for a year if successful. The Chief Executive of Bradford Community Broadcasting, Mary Dowson BEM, has agreed to initially chair the Trust.

2.12 The competition to become UK City of Culture in 2025 is likely to involve an initial formal expression of interest. Following this, we are expected to submit a first stage bid in late 2020/early 2021 with full bids due by September 2021. Several other bidders have declared their intention to bid and this includes Luton (who will run a 'pilot year of culture' under the theme of People, Passion, Power), Medway Towns (who have launched with city dressing and banners on Rochester Centre) and Lancashire who are putting forward a rural culture proposal..

2.13 It is now the right moment for the Council to formally confirm its backing for a cross District Partnership bid for Bradford to be the UK's City of Culture in 2025.

- 2.14 As part of this commitment it is important that the Council identifies sufficient funds to leverage and secure the considerable additional funding and investment in cultural programming and venues that can be attracted through bidding for City of Culture status.

### **3. OTHER CONSIDERATIONS**

- 3.1 **Communications** - The Council will contribute to the development and delivery of the communication and engagement plan for the bid.
- 3.2 **HR** - The Council has started the recruitment for a post of Cultural Partnerships Manager to operate at a higher level with more strategic brief in support of this new way of working. The role will support the Cultural Place Partnership and lead the Council's engagement with the DCMS & ACE.

### **4. FINANCIAL & RESOURCE APPRAISAL**

- 4.1 The three-year investment requirement is £1,435,000 and is itemised in Appendix 3 of this report. The initial investment made utilising business rates pool monies has already leveraged significant external funding and this investment will enable further external funds to be secured.
- 4.2 In 2018 Bradford received funding for cultural activity from the West Yorkshire Business Rates Pool. These funds have been used to offset the initial costs of bidding for City of Culture and to support the delivery of the Producing Hub and Creative People and Places and to establish the Cultural Voice Network.
- 4.3 A paper has been developed (summarised in appendix 4) which explains further the City of Culture process, potential economic advantages, a bid budget based on previous experience which includes appointment of a bid director, support staff, expert advice, marketing and programme activity.
- 4.4 The recommended allocation of funds for the bid for City of Culture status is based on these examples of City of Culture elsewhere and commensurate with the size and ambition of Bradford is £575,000 over 3 years to cover staffing, external expertise, marketing and advanced events.
- 4.5 Creative People and Places requires a financial commitment over a five year period with £125K in 2022/23 and £125K in 2023/24 for the first phase of the project to October 2023. In appendix 2 the first three years has been detailed, and it is for Members to note that this project will need a commitment over a longer period. Budget allocation for the later years will be brought forward in budget reports at the appropriate time as the opportunity arises to bid for further Arts Council and other funding.
- 4.6 It is anticipated on the basis of the experience of other cities, that private and business sponsorship will make a significant investment in both the bidding process and delivery of the year of culture if successful. The Council will continue to bid for

other sources of external public funding e.g. through WYCA, LCR LEP, the North and West Yorkshire Business Rates Pool etc.

- 4.7 Whilst it is a requirement of any successful bid to have an independent delivery vehicle, the Council has an important part to play as an 'accountable body' supporting the bid and contracting with company to undertake delivery. It will also have roles to play in city readiness, health and safety and running its own events in Council venues. Hull saw a major increase in visitor numbers to its museums and galleries as a result of the successful bid.
- 4.8 The grant funds required are fulfilling bid commitments and leveraging new and significantly higher investment by others into the district. All commissioned services have been or will be subject to appropriate procurement processes to ensure value for money.

## **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

- 5.1 Each competition for UK City of Culture has had around 12 cities bidding, with 4 or 5 shortlisted and 1 winner. Competition is intense and success not guaranteed. However, many bidding cities have gone on to achieve significant development and long-term gain through the journey – examples include: Norwich, Sunderland, Dundee and Leicester.
- 5.2 It is intended that through an advanced programme of events, marketing of Bradford and cultural engagement with communities, we will also deliver benefits through the bidding process itself – regardless of the final outcome.
- 5.3 Coventry (who have the successful designation for the next City of Culture) attracted £13 million of media coverage from its bid alone, so the bidding process itself can have significant economic benefit to the city.
- 5.4 In 2016 our bid to host the Great Exhibition of the North resulted in significant media coverage and ultimately a £4m investment from the Great Exhibition legacy fund for the Bradford Odeon.

## **6. LEGAL APPRAISAL**

- 6.1 At the time of this report the Bradford Culture Trust has not been legally formed. The intention of the Bradford Culture Trust is to be a non profit organisation, which will be independent from the Council. Should the Council wish to become a member (at any point) of the company, it will need authorisation from the Chief Financial Officer and City Solicitor as set out in Part 3F of the Constitution (Financial Regulations), paragraph 11.
- 6.2 Should the company upon incorporation demonstrate charitable objectives, it may be possible to form as a charitable company; the company may need to seek independent legal advice on this point.

- 6.3 The Council will need to ensure it does not contravene any State Aid rules upon any award of funds. Each case of funding will be subject to State Aid rules and assessed on a case by case basis. The Council's internal legal commercial team will be able to advise further.
- 6.4 This report was not included on the published forward plan due to the very recent announcement of the intention to bid for City of Culture status and award of Creative People & Places status. Now that these have been announced there is a need to move quickly to support the cultural sector in their ambition while it has momentum. As it is impractical to defer the decision until it has been included in the published Forward Plan this report is submitted in accordance with paragraph 10 of the Executive Procedure Rules set out in the Council's Constitution.

## **7. OTHER IMPLICATIONS**

### **7.1 EQUALITY & DIVERSITY**

The development of the Cultural Sector aims to deliver the objectives of the Council's Organisational Equalities Culture by ensuring services are well run, fit for purpose, and fair and inclusive in their approach and our funding and support for projects outside of the Council will ensure this is supported by our partner organisations.

The development of a Bradford Cultural Strategy 2020 - 2030 will recognise and support equality of opportunity between different groups and organisations, through provision of relevant, diverse, accessible and in some cases bespoke services.

### **7.2 SUSTAINABILITY IMPLICATIONS**

There are no known sustainability implications at the current time

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

There are no known Greenhouse gas emission implications at the current time

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

Through the development of a Cultural Strategy, implementation of Creative People and Places, Producing Hub and supporting the City of Culture bid 2025 it is hoped that this activity will increase community activity which will have a positive effect on community engagement and collaboration to improve community relations.

### **7.5 HUMAN RIGHTS ACT**

There are no known Human Rights Implications arising from this report.

### **7.6 TRADE UNION**

There are no significant staffing implications arising from this report although the Trade Unions will be consulted as required through the Council's IR Framework.

## **7.7 WARD IMPLICATIONS**

The implementation of this activity will have implications for the whole district over the coming 3 – 5 years.

## **7.8 IMPLICATIONS FOR CORPORATE PARENTING**

It will be a priority to ensure that our most vulnerable and disadvantaged children receive multiple opportunities to benefit from the cultural offer through City of Culture.

## **7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT**

Implementation of the Cultural Sector Support and City of Culture 2025 bid will not affect the current and compliant processes in place to ensure privacy of personal data in accordance with the legislation in place.

## **8. NOT FOR PUBLICATION DOCUMENTS**

N/A

## **9. OPTIONS**

### **1. Do not support this plan**

Not supporting this plan will put at risk significant new investment available to the district, undermine the cultural sector and its ability and desire to work on behalf of the District and cause severe reputational damage with key stakeholders.

### **2. Support only the match funded obligations in the plan.**

Whilst meeting commitments and leveraging new investment in the short term, not supporting cultural strategy work, City of Culture Bid and Strategic Leverage funds will frustrate the momentum gathered by these successful bids and their potential to become milestones to a greater gain for the District.

### **3. Support the full investment in Culture**

This approach will evidence the Council commitment to change and to the importance of culture as a key part of the economic and social reinvention and repositioning of Bradford.

## **10. RECOMMENDATIONS**

10.1 Council backs the bid to become UK City of Culture 2025. The bid will be led by a Culture Trust and supported by the Cultural Place Partnership and Cultural Voice Network.

10.2 That Council be recommended to approve Section 9 - Option 3 of this report and allocate funding up to a maximum of £1,435,000 over 3 years, as detailed in appendix 3 and that this funding be made available to the accountable bodies concerned via existing Council annual grant application protocols or in the case of

contracts for services that are awarded through compliant procurement procedures. It is noted that this investment will be used to leverage much greater external investment in the cultural sector in the District.

## **11. APPENDICES**

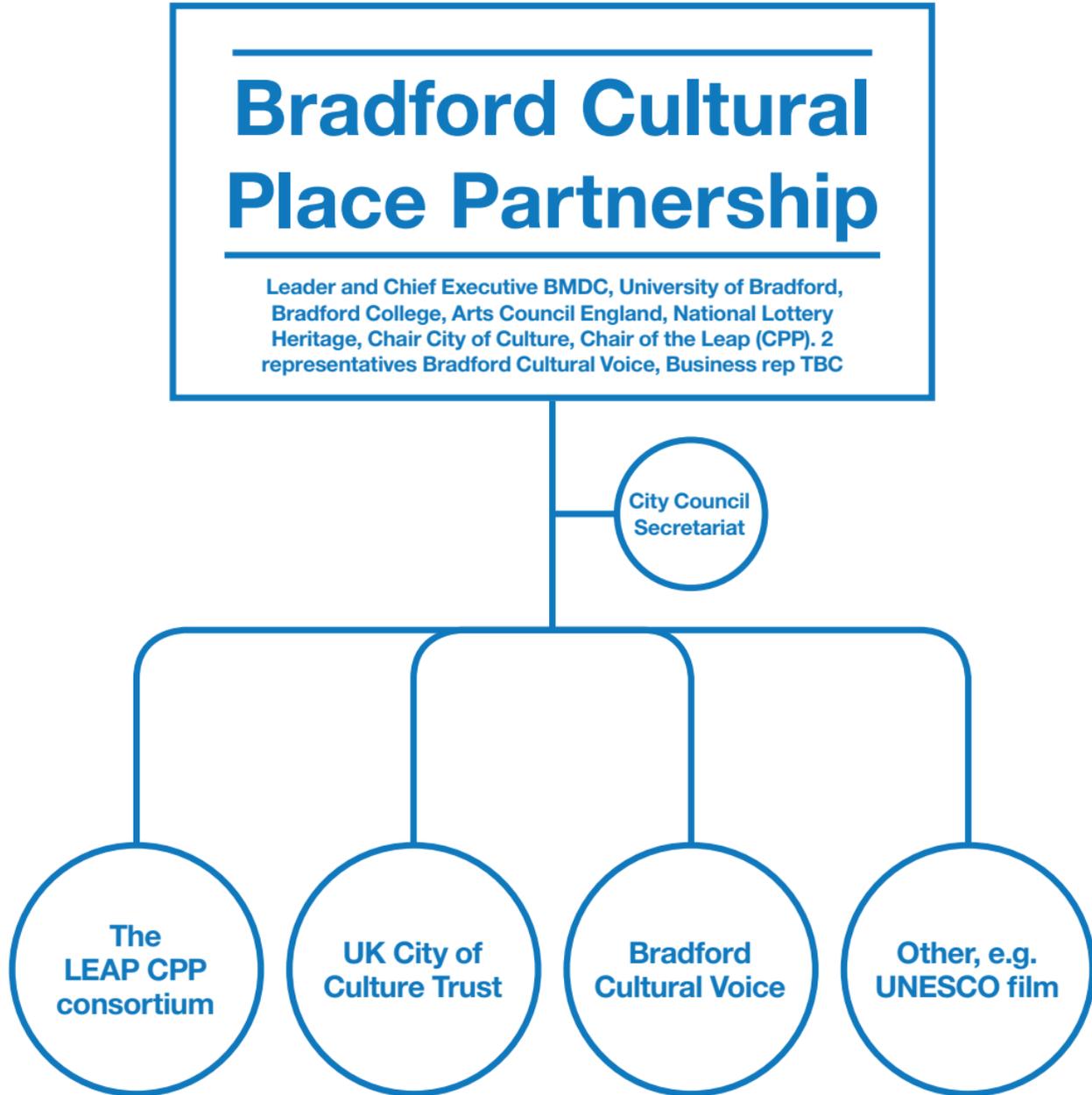
Appendix 1 Governance Structure  
Appendix 2 Strategic Investment Proposals  
Appendix 3 Budget  
Appendix 4 UK City of Culture 2025 briefing

## **12. BACKGROUND DOCUMENTS**

N/A

Appendix 1

CULTURAL GOVERNANCE



## Appendix 2

### STRATEGIC INVESTMENT PROPOSALS

#### 1. Cultural Place Partnership

This is now established and is soon to have its third meeting (see appendix 1). It is chaired by the Leader of the Council and currently involves representatives of Bradford University, Bradford College, 2 representatives from the cultural sector (nominated by the Bradford Cultural Voice), Council Chief Executive and senior figures from Arts Council England and National Lottery Heritage Fund. Leaders of accountable bodies of other key cultural initiatives will also be represented in due course, such as an interim chair of City of Culture bid Steering Group, Producing Hub and Creative People and Places.

#### 2. Cultural Voice Forum

Following a tender process, The Brick Box has been appointed to an initial 2-year contract to bring together the independent cultural sector in Bradford and organise a small number of capacity building events. A newsletter is being established and the first formal meeting of The Bradford Cultural Voice will take place on 12<sup>th</sup> September 2019. The Voice will elect 2 representatives to the Cultural Place Partnership. Year one 2019/20 is supported by £20,000 West Yorkshire Business Rates Pool funds. This funding will support this contract with fixed and capped funds of £20,000 per annum in 2020/21 – 2021/22, a total of £40,000.

#### 3. UK City of Culture 2025 Bid.

The plans to launch a bid for 2025 were announced on 29<sup>th</sup> July as the Bid Director advertisement went live.

An interim chair has been appointed and it is proposed that an initial steering group meeting takes place in September and they will then take ownership of the timeline going forward.

Mary Dowson has agreed to take the chair of the Cultural Trust and lead development of the bid on an interim basis.

It is proposed that an initial steering group meeting takes place in September and they will then take ownership of the timeline going forward.

A successful bid will also require the creation of an independent trust to run the bid and the year if successful. Groundwork for setting up this company limited by guarantee has been undertaken. The Bradford Culture Trust will be responsible for raising significant funds to deliver the City of Culture if successful. It will also be a vehicle that could be mandated by the Place Partnership to take forward other bids as has been the case in Coventry.

The Place Partnership on behalf of and in lieu of the Trust has commenced recruitment for a Bid Director, the critical appointment to drive forward the vision for Bradford. The post job description has been designed into a recruitment pack, which in itself starts to promote messages about Bradford.

<https://bradford2025.bid/downloads/candidate-information-pack.pdf>

Kala Sangam has agreed to provide a mechanism for 'pay and rations' until the company and Trust is set up and is able to take this on. The University has offered in principle to host the Bid Director – subject to a report to their exec in September.

The Bradford bid will formally launch on 26<sup>th</sup> September.

It is intended that through an advanced programme of events, marketing of Bradford and cultural engagement with communities, benefits will be delivered through the bidding process itself.

#### **4. Cultural Strategy 2020-2030**

The existing Bradford Cultural Strategy is set to expire soon, and the landscape and opportunities have changed significantly for the City. A new strategy is required to reflect and support our economic plan and to include the bid to be UK City of Culture and the longer-term plans for success or otherwise of the bid. A brief for expert consultancy will be taken to market in coming months with the aim for a new ten-year strategy to be completed by summer 2020. We have already gained support from Arts Council England of £20,000 and have made an application to the National Lottery Heritage Fund for a £10,000 contribution.

#### **5. Bradford Producing Hub**

Theatre in the Mill and a consortium of cultural organisations in Bradford were successful in being awarded £1.5 million as one of only 2 national pilots for Performing Arts Producing Hubs. The investment of £120,000 partnership match funding from BMDC was critically important. An inception meeting has taken place with Arts Council England. This is an important step forward in addressing capacity in the city and in repositioning Bradford as a leader in performing arts excellence nationally.

#### **6. Creative People and Places – The Leap**

An independent consortium led by Born in Bradford has been successful in a bid to Arts Council Creative People and Places programme on behalf of the district which will lever £2m of ACE funding and £1m of funds from others over a four year period 2019- October 2023 and create a sea-change in participation in culture in some of the district's most deprived and under-provided for communities. The investment will benefit all of the district, leading to new events and activities for everyone to participate in and enjoy, however it will focus its work on some of the most disadvantaged areas of Bradford where opportunities to engage with arts and culture are scarce and current levels of participation are low. In the first four years activity will concentrate in Manningham, Bradford Moor, Tong, City, Keighley West and Central. The award of the bid is dependent on leverage funds from BMDC and the business rates pool.

#### **7. South Square Arts Centre – Fit for the Future**

Plans for major capital refurbishment and 3-year arts & heritage programme of activity are well advanced. (Match funding is being provided by: Arts Council England, National Lottery Heritage Fund (NHLF) and Garfield Weston Foundation. Total project value is £916k of which £70K is being requested from BMDC (7% of

total cost). The bid to The NLHF will be submitted in early November 2019. Award is contingent on funds from BMDC and other partners. The project will deliver a BMDC's Community Asset Transfer and enhance SSC's role in BMDC's Hub & Spoke cultural infrastructure, boosting Bradford's Bronte story/tourism offer and contributing to the bid for UK City of Culture 2025.

#### **8. Strategic Leverage and Consultancy support for Cultural Sector**

Improved horizon scanning, use of external advisors to assist with bid writing and enabling independent organisations and new vehicles to lead bids with city support is already reaping rewards e.g. CPP, Producing Hub. Based on other City of Culture Bids it is also recommended the availability of a contingency resource to match future strategic fund applications and lever further new investment into Bradford for arts, culture, museums and libraries.

## Appendix 3

### Budget April 2019 - March 2022

<b><u>STRATEGIC INVESTEMENT IN CULTURE 2019 - 2022</u></b>							
	<b>Potential Funding Requirements from the Council</b>						
<b>Project Areas</b>	<b>2019/20</b>	<b>2020/21</b>	<b>2021/22</b>	<b>Total</b>	<b>Confirmed Lever Funding</b>	<b>Potential Future Lever Funding</b>	
Culture Sector Development	£40,000	£35,000	£35,000	£110,000	£20,000	£40,000	
Cultural Voice forum	£0	£20,000	£20,000	£40,000	£20,000	£40,000	
City of Culture 2025 Bid Period	£150,000	£275,000	£150,000	£575,000		£200,000	
Cultural Strategy 2020 - 2030	£10,000	£10,000	£0	£20,000	£20,000	£20,000	
Production Hub Partnership	£40,000	£40,000	£40,000	£120,000	£1,500,000	£40,000	
Creative People and Places	£50,000	£125,000	£125,000	£300,000	£2,000,000	£100,000	
South Square	£0	£40,000	£30,000	£70,000		£846,000	
Strategic Leverage Fund	£60,000	£70,000	£70,000	£200,000		£600,000	
<b>Total</b>	<b>£350,000</b>	<b>£615,000</b>	<b>£470,000</b>	<b>£1,435,000</b>	<b>£3,560,000</b>	<b>£1,886,000</b>	

Note:

1. The above figures have assumed that some of the WYBRP funding will be used in 2019/20 and this has been applied to the figures, future funding could be available from Business Rate Pool but this has not been confirmed, therefore it has been included as potential future funding and if confirmed it will reduce the Council contribution.
2. Expected grant funding from regional and national agencies has been discounted to leave a sum that relates to the Councils contributions only
3. Anticipated private sector support for the capital of culture Bid may reduce the demand on the Council Funds and/or enable the programme budget to be increased.
4. Creative People and Places is a five financial year programme with further funds of £250K required in the last 2 years of the programme as detailed in section 4.6.

## **Appendix 4**

### **UK CITY OF CULTURE 2025 BRIEFING**

#### **What is the UK City of Culture?**

Liverpool won the European Capital of Culture title in 2008. This was a Europe-wide competition to highlight one city based on its cultural offer.

This proved such a huge success for the city and the region that a UK-specific City of Culture initiative was launched in 2013 to give more cities in the UK a chance to hold a title that draws attention to their cultural offering and brings economic and cultural benefits into the winning city.

Every four years, a new UK City of Culture is chosen. Bradford will be entering a bid to become UK City of Culture in 2025 and feasibility work has been on-going since last September, sounding out several local and regional partners. There is strong support for the bid including from the key regional media. The T & A and BBC have come out very positively about Bradford.

#### **Key facts about UK City of Culture**

- UK City of Culture 2025 will be the 4th UK City of Culture Competition
- Previous winners were Derry/Londonderry in 2013, Hull in 2017 and Coventry for 2021
- The competition is run by the Government's Department of Digital, Culture Media and Sport
- There is an independent panel of judges chaired by Phil Redmond
- Bradford announced its intention to bid in July 2019 and will formally launch the bid in September 2019 supported by the newly formed Cultural Place Partnership
- The final bid will be submitted in 2021 with the winning city announced in December 2021

#### **Why is Bradford bidding?**

Bradford is the 6<sup>th</sup> largest city in the UK. It is a city of great architecture and rich cultural heritage, but some 60% of the population live in the poorest 20% of wards in England and Wales, with 32% of its children living in poverty. Its population will be more than 50% BME by 2025. The competition is about achieving step changes and tackling challenges in cities. We need to balance promotion about the excellent culture in the city with messages that Bradford needs the title.

Bradford has multiple challenges – not least in its urban renewal of a place built for the industry and population of a different century.

It is often misunderstood as a city and stereotyped by the media. It needs to change perceptions and to rekindle the pride of its people.

Winning UK City of Culture would accelerate regeneration and bring major social and economic benefits to the city. Just the act of bidding itself will help bring the city together as part of a longer-term cultural strategy.

Bradford district has very low levels of engagement in art in many of its wards. This is being tackled with other bids for Arts Council funding.

The city has a rich heritage and an increasingly youthful and diverse population. This approach will reposition the role of culture in promoting Bradford as a place to live, visit, work and study. A bid has the potential to engage our whole population to participate in the culture and heritage of the city and district.

### **Who makes the bid?**

In some cities the bid is made by a local authority. In the case of Coventry, the bid was made by a City of Culture Trust - an independent charitable trust set up to promote culture in Coventry and to lead the 2021 bid.

In Bradford the initial work has been led by the Council working with a newly formed Cultural Place Partnership and in consultation with others.

A new Bradford Culture Trust will be formed with a steering group. This will be an independent vehicle to drive the bid and attract funds. This will crucially involve the creative sector and community voices. The interim chair of the bid will work with others to identify the chair and team to make the bid on behalf of the city. We need to ensure we have a young and diverse team to reflect the demographics of the city.

### **What areas of Bradford are included in the bid?**

The bid will cover the whole of the Bradford District. Bradford is 4 times the size of Derry/Londonderry, twice the size of Hull and has a 50% higher population than Coventry.

It offers the potential to deliver benefits to the largest population so far and to work with our friends and population across West Yorkshire.

### **Who is our competition?**

The competition has not yet been announced but several places have publicly expressed interest in bidding including Tees Valley, Luton, Medway, Lancashire and Southampton.

Previous competitions have had up to 12 cities or places bidding and have been narrowed down to a shortlist of 4. The competition is assessed by an independent panel of judges.

### **What is the Council's involvement?**

The bid will need to identify local authority support. Bradford Metropolitan District Council and the West Yorkshire Business Rates Pool have supported work to date.

If Bradford is successful, the Council would be a principal partner and would also play a major role in city readiness, building on the work to date in hosting major events and regenerating capital facilities such as the former Odeon, St George's Hall and City Park.

### **Who paid for the previous winning bids and how much?**

To help understand what the UK City of Culture 2025 bid might look like for Bradford, we can look at the previous and current winners and how they secured their winning bids.

Derry/Londonderry secured a budget of £26 million for its 2013 win, and Hull secured a budget of £32 million from local and national sources for its 2017 success.

The budget is a mixture of local and national funding, sponsorship, philanthropy, Lottery funds and ticket income.

The largest funder in Hull was Arts Council England. Heritage Lottery provided £3 million. There was significant in-kind support from the BBC and significant local sponsorship from businesses.

In Bradford there will be opportunities for sponsorship and partnering the bid, and it is hope that businesses will become involved in the coming months. Bradford businesses have been involved in supporting major events such as the Tour De France and the Bradford Literature festival as well as the sporting ambitions of the city. Hull City of Culture attracted over £5 million sponsorship including Bradford-based Yorkshire Water.

**What does it mean for Bradford to win, and what are the benefits?**

Being UK City of Culture will be a real game-changer for Bradford. It will give the city a platform to tell the UK and the world what is on offer.

It will leave a lasting legacy of increased visitor numbers and a more vibrant, sustainable cultural sector.

And it will improve the quality of life and opportunities for local people, with increased opportunities to participate in culture, to gain experience as a volunteer and to access jobs in the tourism and cultural sectors.

We hope that our programme will also bring greater community engagement across the district and celebrate our diverse communities.