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Appendix 3

Culture and Me in Bradford District

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Intention

- To support previous consultation and other research work by gathering the views of existing arts attenders and participants across Bradford district
- To raise the profile of Culture is our Plan with the general public and capture indications of wider public perceptions and engagement with culture in the district

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Methodology

- Simple light touch online survey developed – easy to complete and no personal data collected to ease distribution
- Distributed via various channels
- General public via Telegraph and Argus, BMDC and VCS email lists and Facebook, Twitter and Instagram
- Arts attenders via Cultural organisation email lists / social channels and Bradford 2025 Bid social and email
- Survey open for 30 days Oct 2020

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Responses and Caveats

- 1700 people gives a robust sample of the district population (with a 95% confidence level and margin of error <2.5%)
- The sample is skewed towards people on arts and cultural mailing lists and therefore has
  - *A lower % of BAME respondent (12%) compared with the local population (31%)*
  - *A lower % of respondents aged under 25 (16%) compared with the local population (23%)*
- 13% of respondents identify as D/deaf or disabled, compared with 17% in the local population

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Key Findings

1. Culture is **important** to residents in Bradford District – but culture means different things to different people
2. Bradford District residents are **engaged** in culture
3. Cultural activity is rich and diverse and goes beyond traditional definitions of 'Arts' and 'Culture'
4. Cultural activity is not necessarily happening in **cultural venues**
5. Bradford is **generous** (many volunteer in cultural activities)
6. BUT Culture in Bradford District has some **challenges**
7. There are some clear **signposts** for the future

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1. Culture is important

- High score on the importance of culture (**8/10**)
- Residents agree/agree strongly that culture
  - *makes Bradford District a better place to live (94%)*
  - *Improves their wellbeing (88%)*
  - *Should be accessible by all children (92%)*

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2. Bradford residents are engaged in culture

- 65% of people said they like to do **as much cultural activity as they can**, and deliberately search for activities
- Only 12% say they **hardly ever** or **do not take part** in cultural activities
- **66% have volunteered** with a cultural project or organisation 55% of under 25s vs 73% of 65+
- **80%** are active culturally **WITHIN Bradford District**
- Most who engage with culture elsewhere do so in **Leeds** (75%)
  - ***Under 25's*** *also go to* ***London*** *(51%) and* ***Manchester*** *(47%) more than other age groups*

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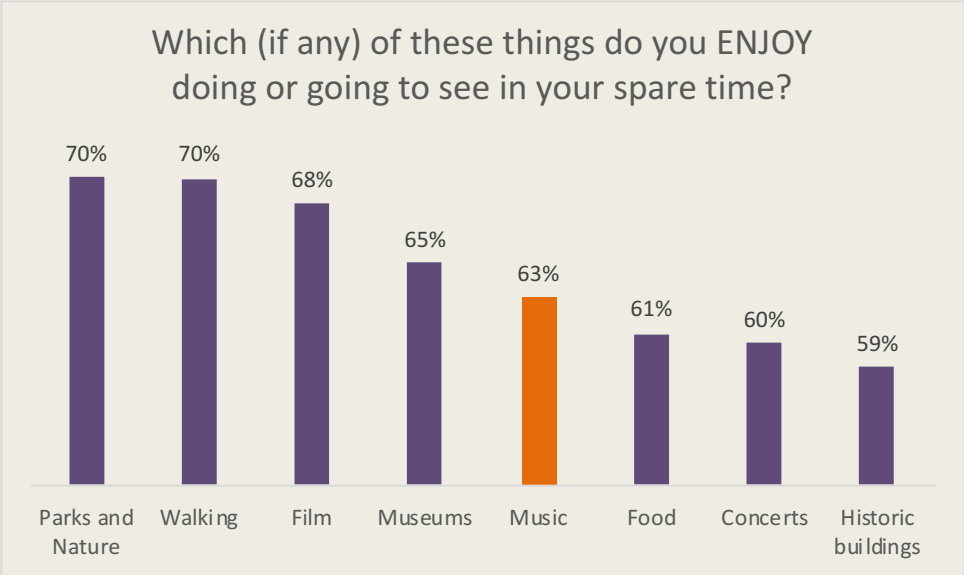
3. What Bradford residents most enjoy doing



Outdoors especially valued – this is echoed in other research about main reasons for visits to the district too

Music popular across all ages – favorites for Bradford include 80's pop and Qawaali!

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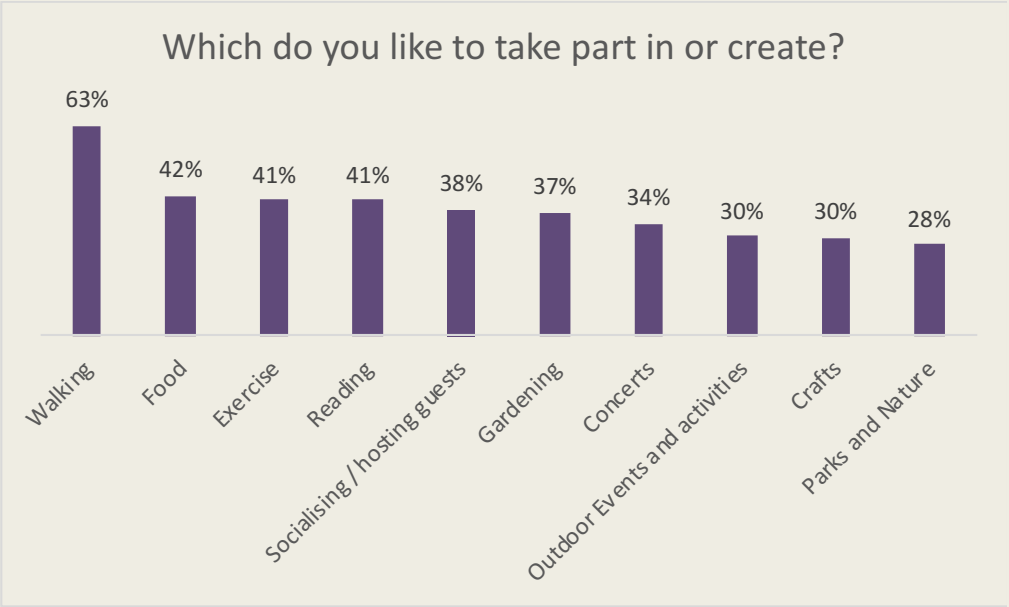
4. What they like to do themselves



Food, hospitality and socializing are important aspects of Bradford culture

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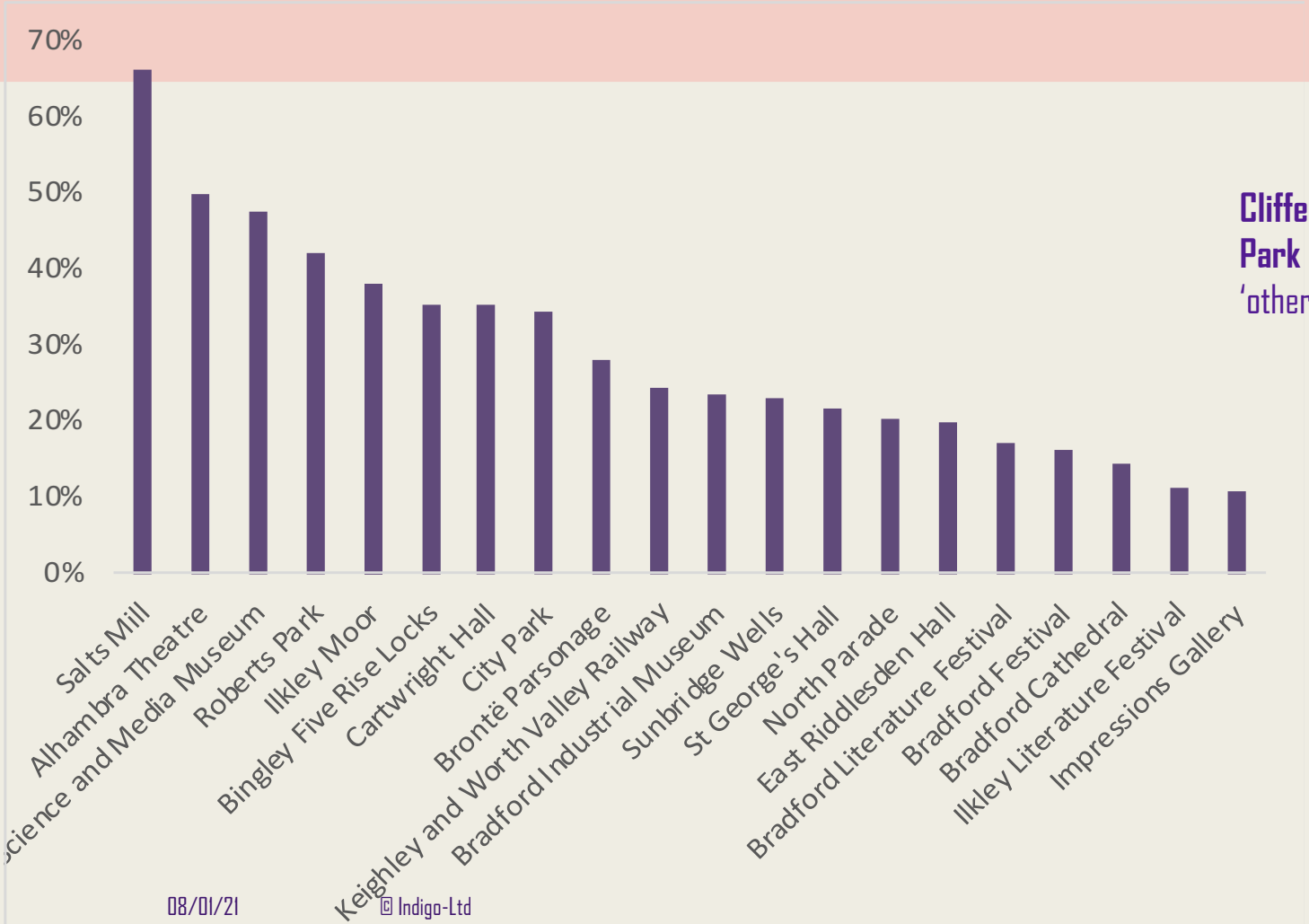
5. What they show to friends and family



Cliffe Castle Museum and Park also came up a lot in the 'other' category

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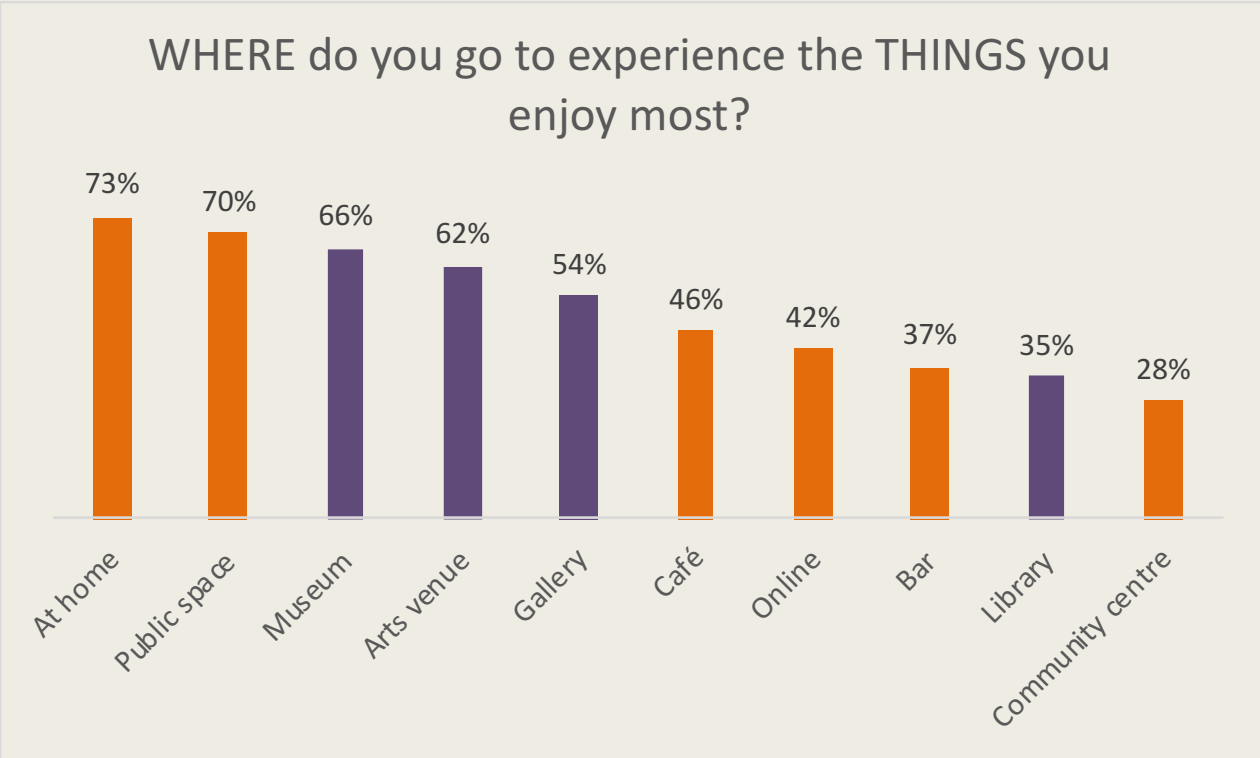
6. Cultural activity – where it's happening in Bradford – top 10



Cultural activity is happening in many places that are **outside** conventional cultural venues

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7. BUT There are some challenges…

- Only half (51%) of respondents agree that culture in Bradford 'represents me and my life'
  - *Much lower for **under 19s** (36%)*
- Less than half (45%) agree that they are **satisfied with the range of cultural activities** in the district and 42% near to where they live
  - *Much lower for **under 19s** (27% for Bradford and 21% for 'near where I live'*

7. BUT There are some challenges…

- This is especially true for people living in the poorest parts of the district
- This supports work carried out in developing The Leap, the Creative People and Places Programme for Bradford, which shows that the people in the poorest parts of the district have the least provision and least engagement with 'subsidised' Arts and Culture
- Only 12% say they **hardly ever** or **do not take part** in cultural activities
  - *BUT this increases to 23% of <25 year olds*
  - *and 33% of 15-19 year olds.*

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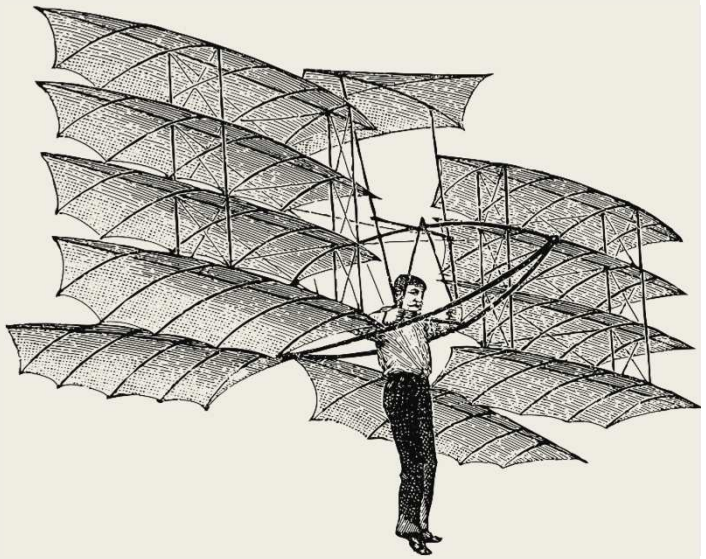
5. The future

- What people would most like to try
- What people would like to see more of
- How they'd like Bradford described
- Key Opportunities



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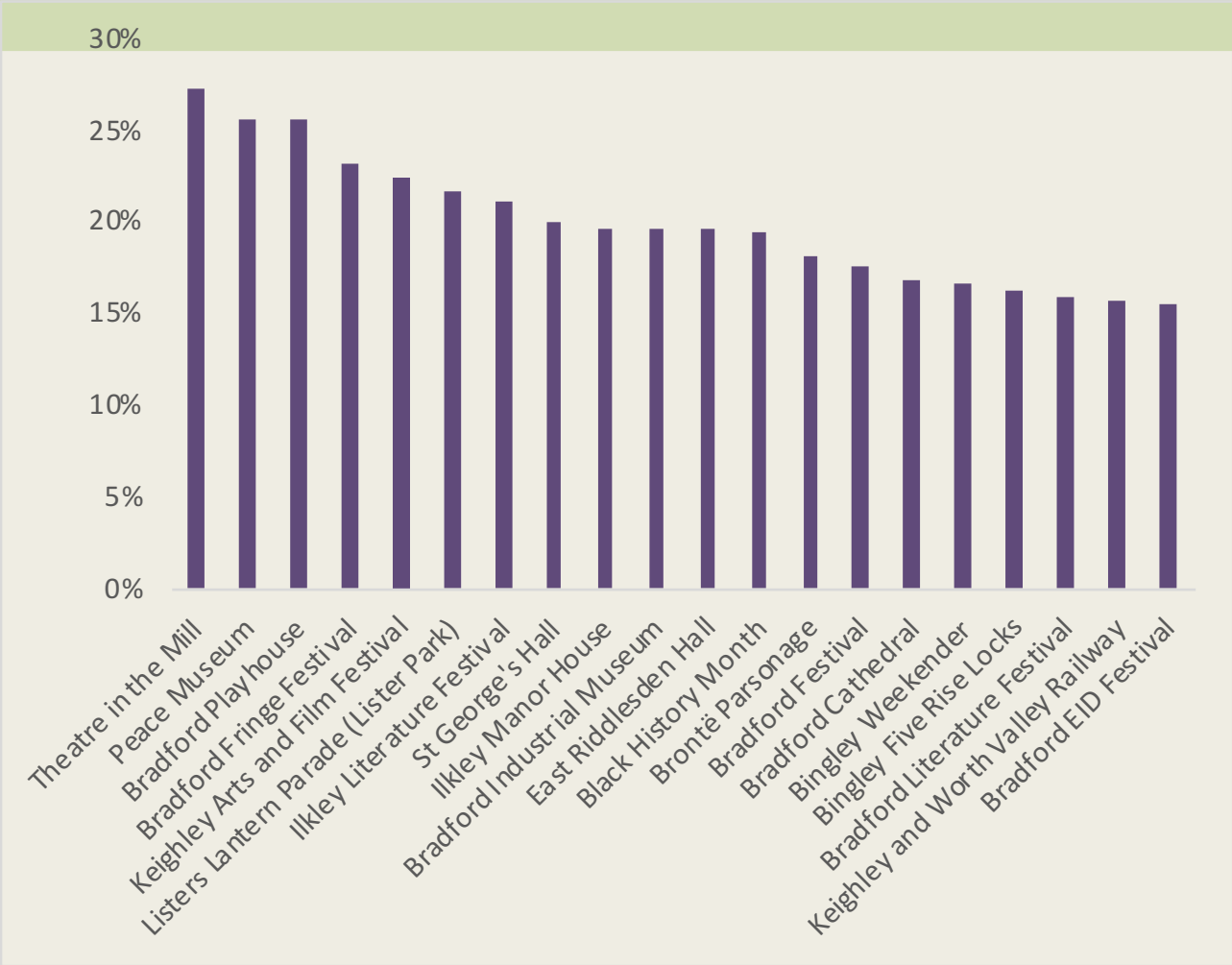
Things people would 'like to try'



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The most important things people would like to see MORE of in the district

ANSWER CHOICES		RESPONSES	
Activities that brings different communities together	BAME	58%	852
Use of our heritage buildings		53%	780
Opportunities to develop the talent in the district		41%	599
Outdoor events	< 25s	41%	598
Activities for young people	< 25s	39%	570
Cultural facilities and buildings		32%	462
Festivals	< 25s	30%	443
More artists living and working here		30%	440
Cultural activity online		7%	109
Activities for specific communities	BAME	6%	93
Total Respondents: 1,462			

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Q17 Which ONE word would you like people to use to describe CULTURE in Bradford District in 10 years time?

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Key Opportunities / Conclusions

- Residents have an appetite for culture, but it needs to
  - *have more **relevance** to their lived experience*
  - *be more available near to where they live*
- There is a strong desire to see activities that bring **different communities together**, and this is highest amongst BAME communities
- **Young people** are a key target group as
  - *The most ethnically diverse*
  - *Over-represented in the population*
  - *Committed (over ½ volunteer!)*

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Under 25s – the future?

- What ARE they engaging with now?
  - *Food, TV, Comedy, Photography, Sport, Singing, Painting, Design, Fashion, Gaming, Calligraphy*
- What do they WANT TO TRY?
  - *Festivals, Events, Music and Diverse culture scored highly e.g. Bingley Weekender, Black History Month, Bradford Festival, Bradford Madir, Bradford Pride, Drunken Film Festival, Illuminate, Keighley Arts and Film Festival, Lister Lantern Parade, Nightrain, North Parade, WOW Festival, Widescreen Weekend, Yorkshire Games Festival, Yorkshire Adabee Forum*