

## Report of the Strategic Director of Place to the meeting of the Executive to be held on 2<sup>nd</sup> March 2021

---

**Subject:**

**DO**

A new ten-year cultural strategy for the District

**Summary statement:**

Culture will make a significant and sustainable contribution to the future prosperity of our District as we recover and strive to level up.

In September 2019, the Executive supported a package of strategic investments in culture, one of which was to request that the independent Bradford Cultural Place Partnership lead on the creation of a new sector and community-led 10-year cultural strategy for the district.

This report brings the outcome of this work back to Bradford Council and recommends that the Executive approves the vision, ambitions and practice of **Culture is Our Plan** to replace its existing cultural strategy.

**EQUALITY & DIVERSITY:**

**Culture is our Plan** directly supports all four Bradford Council equality objectives. It sets demanding targets to improve diversity and representation across the district's cultural sector and in the Council's own cultural service provision. By 2031, 50% of Bradford District creative workforce, audiences and cultural leadership will be drawn from people currently underrepresented in Culture and Creative Industries sector. Support for these equality and diversity ambitions will be a condition of future CBMDC funding for arts, cultural and heritage projects

---

Jason Longhurst  
Strategic Director (Interim),  
Department of Place

**Portfolio: Place**

Report Contact: Nicola Greenan  
Principal Officer for Cultural Partnerships  
Phone: (01274) 431301  
E-mail: [nicola.greenan@bradford.gov.uk](mailto:nicola.greenan@bradford.gov.uk)

**Overview & Scrutiny Area:**  
**Regeneration and Environment**

## 1. SUMMARY

- 1.1 Culture will make a significant and sustainable contribution to the future prosperity of our District as we strive to level up. Culture will also make a significant contribution to our recovery from COVID 19 and to the growth of a cleaner future economy as one of four pillars of the district's new Economic Recovery Plan.
- 1.2 Bradford Council's existing cultural strategy, 'A Leading Cultural City' is not set to expire until 2024. However, it is clear that the landscape and opportunities have changed significantly for the whole District and the existing plan has been overtaken by events and needs.
- 1.3 The requirements of bidding for UK City of Culture demand an up-to- date cultural strategy. Both Arts Council England and National Lottery Heritage Fund have recently launched new ten-year strategies and the city needs a fresh cultural framework to take advantage of these and other emerging local, national and regional funding opportunities. The unprecedented events of 2020, the COVID Pandemic and the Black Lives Matter movement alongside the Climate Emergency also underline the need for a new plan.
- 1.4 In September 2019, the Executive supported a package of strategic investments in culture, one of which was to request that the independent Bradford Cultural Place Partnership lead on the creation of a new sector and community-led 10-year cultural strategy for the District. The strategy is entitled **Culture is Our Plan** and is funded by CBMDC and Arts Council England.

The first iteration of **Culture is Our Plan** is scheduled to be completed and launched by the Bradford Cultural Place Partnership in March 2021.

- 1.5 **Culture is Our Plan** has been co-created with and is owned by the cultural sector and the people of the District. It has been created through 6-months of listening and asking questions, through chats, artistic commissions, workshops and surveys with the ambition of connecting to people in every corner of our District and with the artists and creative organisations that make up our extraordinary cultural scene.
- 1.6 COVID 19 has made this process very challenging but we have also benefitted from and built upon an unprecedented amount of public and sector consultation on arts and culture undertaken across the district since 2019 and in particular with communities least engaged in traditional cultural activity.
- 1.7 The plan has also been developed in consultation with our stakeholders and in reference to their emerging new strategies.
- 1.8 It has also been created in step with other significant and relevant pieces of work in the district including:
  - Development of the bid for UK City of Culture 2025
  - Screen Strategy for Bradford District
  - Forward plan for CBMDC Museums and Galleries
  - Vision for District Library Service

1.9 **Culture is our Plan** offers a vision and set of overarching ambitions to help people of Bradford District set priorities and make future choices as we navigate and shape a journey of recovery, regeneration and clean growth across a decade.

1.10 It seeks to capitalise on the evidence and opportunity made clear through its development:

- The high value people place on culture in their lives
- People's wide definition of culture and the range of unconventional places where Bradford's culture is made and accessed
- The people of the District as our greatest creative asset and the opportunity for culture to celebrate and leverage our difference, diversity and creativity
- The need for a better distribution of cultural opportunity and resources across the geography of the District and especially into the District's poorest neighbourhoods
- The opportunity that culture offers to economic recovery and regeneration, to help the District to 'level-up' and to drive clean growth and more sustainable businesses and jobs
- The remarkable range of cultural assets we already have and the desire to see these assets amplified, shared and made best and most sustainable use of
- The clear gaps in our cultural offer and in investment by national partners and the circumstances to be bold and to support the creation of more cultural activity and more ambitious activity, supporting our own creatives but also by providing a fertile ground for national and international partnerships
- The need for more capacity, better networks and sharing of resources and skills to build our sector for growth
- The centrality of young people to the district's future success and the importance of acting collectively to provide opportunity in the cultural and creative industries of the future
- The role of culture in challenging inequity and encouraging community, pride, confidence and mental wellbeing
- The power of culture to drive change in the way Bradford District is seen by the people living here, by the rest of the city region and by the rest of the world
- The unique opportunity afforded by 'City and Research' and partnership with Bradford Institute of Health Research to use evidence and data to direct our efforts and to prove the benefits that art, culture and heritage has on all our lives

1.11 The Plan will be launched in late March 2021. To ensure that the principle of co-creation and co-ownership is maintained, the plan will be launched to the public with an exhibition of work made as part of its development, subject to COVID restrictions. The launch will itself be an opportunity to encourage further and ongoing public and sector consultation and comment.

1.12 Whilst providing vision and ambition, **Culture is Our Plan** aims to be agile in delivery and responsive enough to stay alive to the needs of the district across the ten-years of its life. The plan will be launched with an accompanying short-

medium- and long-term action plan. This action plan will be refreshed every two years through an annual gathering of the cultural sector, public events, exhibitions and roadshows, sharing a dashboard of progress made, listening to people's views to co-create future iterations of **Culture is Our Plan**.

- 1.13 Half way through the lifetime of the plan the District aims to become the UK City of Culture 2025. Winning this designation would put rocket fuel in our tank and accelerate us faster into a better future. But whether we win that accolade or not, **Culture is Our Plan** will stand, and should be a guide for the District into a better, more creative and more successful Bradford for everyone.
- 1.14 This report brings the outcome of this work back to Bradford Council and recommends that the Executive approves the vision, ambitions and practice of **Culture is Our Plan** to replace its existing cultural strategy.

## 2. BACKGROUND

- 2.1 The need for a new cultural strategy for the District was recognised and approved by Executive in September 2019 alongside a suite of other recommendations for strategic investment in new cultural activity.
- 2.2 This strategic investment of £1,435,000 has already levered £3,560,000 of new investment into Bradford District and led to considerable success, much of which will have strategic impact across the ten years of the plan, including:
  - Establishment of the Bradford Culture Company<sup>1</sup> and recruitment of Richard Shaw as its director and creation of a new team to lead on the bid to be UK City of Culture 2025
  - Successful bid won to establish THE LEAP, an Arts Council England Creative People and Places programme for the district which over 10 years will focus on the celebrating and growing cultural activity in the 12 most deprived ward areas of the District: Bradford Moor, Bowling and Barkerend, City, Eccleshill, Great Horton, Keighley Central, Keighley West, Little Horton, Manningham, Royds, Toller and Tong
  - Successful bid to win status as an Arts Council Producing Hub pilot to share resources and provide training, mentoring and business development for artists and small businesses in the performing arts
- 2.3 These successes are as a result of sector-led approaches and wide collaboration across the sector with Bradford Council supporting this work. This is a significant change in Bradford Council action which has seen CBMDC become an enabler of the sector rather than leading on bids and projects itself, which it had done previously and with little success.
- 2.4 The existing Bradford Council Cultural Strategy, 'A Leading Cultural City' is not set to expire until 2024. But it is clear that the landscape and opportunities have changed significantly for the whole District and the existing plan has been overtaken by events and needs.

---

<sup>1</sup> The Bradford Culture Company is currently working toward charitable status and is doing so in line with legal guidance in regard to the Council constitution and as noted to the Executive in February 2020

- 2.5 Both Arts Council England and National Lottery Heritage Fund have recently launched new ten-year strategies and the city needs a fresh cultural framework to take advantage of these and other emerging local, national and regional funding opportunities. The unprecedented events of 2020, the COVID Pandemic and the Black Lives Matter movement alongside the Climate Emergency also underline the need for a new plan.
- 2.6 Bradford District has a wealth of cultural assets. From Haworth to Ilkley to Manningham and the city centre the District has stunning landscapes, heritage buildings, great cultural organisations, entrepreneurs and venues. Bradford District is home to the UK's first UNESCO City of Film designation has a UNESCO World Heritage site at Saltaire and has its very own national museum in the National Science and Media Museum .
- 2.7 The prize for Bradford District through investing in and developing its cultural and creative sector is significant.

The 'cultural and creative industries sector' includes individuals and/or organisations which operate as creative businesses and/or deliver creative services. This includes but is not limited to:

- Advertising and marketing
- Gaming and computer services
- Architecture
- Museums, galleries and libraries
- Dance, Music, Theatre and cultural festivals
- Literature, Poetry and Publishing
- Design: product, graphic and fashion
- Visual arts and crafts
- Film, TV, video, radio and photography

UK's cultural and creative industries have been an international powerhouse and, prior to the coronavirus pandemic were the fastest growing sector of our economy. Government statistics published in February 2020 showed that in 2018 the UK's creative industries contributed more than £111 billion to the UK economy, equivalent to £306 million every day or £13 million every hour. That's more than the automotive, aerospace, life sciences and oil and gas industries combined. This was a 7.4 per cent increase on 2017, so growth in the creative industries was more than five times larger than growth across the UK economy as a whole.

Meanwhile statistics released in February 2020 show the creative industries have increased their combined contribution to Gross Value Added (GVA) by 43.2 per cent in current prices since 2010. More than 2 million people worked in the UK's creative industries and, before the COVID-19 crisis, the sector was projected to create another million jobs by 2030. Jobs in the creative economy also tend to be higher value, better paid and be more skilled than the average in the wider economy.

Digital technology features strongly across the cultural and creative industries sector, even more so during the pandemic. This offers the potential to contribute not just to growth, but to cleaner growth in Bradford in the future.

- 2.8 Thanks to the strategic investments made by Bradford Council in 2019 and the support of partners at Arts Council England and National Lottery Heritage Fund the district is beginning to benefit from growing national investment, but we have a long way to go to level up and realise our full potential.

Despite being the 5<sup>th</sup> largest local authority by population in England, Arts Council England investment is ranked only 78<sup>th</sup> out of 180 authorities per capita<sup>2</sup>. Whilst the District has eleven ACE National Portfolio Organisations (NPO's), these are relatively small in scale compared to our peers. For example, there is no major orchestra here, no producing theatre company on the scale of Sheffield Crucible or Leeds Playhouse, there is just one NPO in visual arts and one in dance.

National Lottery Heritage Fund investment in Yorkshire and Humber ranks 10<sup>th</sup> out of its 14 regions and nations whilst within Yorkshire, NLHF investment per capita places Bradford 13<sup>th</sup> out of 21 local authorities with a spend per capita of £17.88 compared to a region average of £35.20<sup>3</sup>.

Despite our UNESCO City of Film designation and the presence of our National Science and Media Museum, British Film Institute investment into Bradford district remains low. For comparison, The British Film Institute allocated only £1.2m to Bradford since 2012. This compares to £4.6m to Newcastle and Gateshead and £15.3m to Sheffield<sup>4</sup>.

- 2.9 Accordingly, the District's existing cultural provision remains lower than its peer authorities and the provision we do have is also not evenly distributed across our communities. This lack of opportunity contributes to low levels of engagement with traditional forms of subsidised cultural activity. Audience Agency data for Creative People and Places shows that 53% of the district population are in the lowest / least engaged Culture Segments compared to an England average of 33%. 80% of the people in the 12 most deprived wards of Bradford District are in these lowest engaged Culture Segments.
- 2.10 In contrast to this, our research shows high levels of interest and engagement with a diverse range of grass roots cultural activity much of it outside conventional western-normative definitions of culture and which tools like the Audience Agency data, based on box office records at conventional venues, cannot detect. The culture across the District is clearly different by nature and it is celebrating these differences which will be one of the keys to our future success.
- 2.11 The immediate success of CBMDC's new enabling role and the return on its recent strategic investments in leveraging substantial new funds to the district and creating new jobs and capacity in the sector shows the way forward. It makes a powerful case for increased national investment in Bradford District to enable us to level up further, realise the creative potential of our people and change perceptions of our District in the process.

---

<sup>2</sup> Arts Council England in Understanding Bradford District [Introduction | Understanding Bradford District](#)

<sup>3</sup> National Lottery Heritage Fund [360Giving GrantNav \(threesixtygiving.org\)](#)

<sup>4</sup> British Film Institute

## Culture Is Our Plan

- 2.12 The Bradford Cultural Place Partnership commissioned **Culture Is Our Plan** with funds from CBMDC and Arts Council England. The Bradford Cultural Place Partnership is chaired by the Leader of the Council and attended by Chief Executive and Portfolio Holder for Culture. The Place Partnership membership includes leaders of the major strategic cultural initiatives in the District: Bradford University and College, The Creative People and Places programme The Leap, led by Bradford Institute for Health Research, the Bradford Producing Hub, UNESCO City of Film and senior managers from key stakeholders including Arts Council England (ACE) and National Lottery Heritage Fund (NLHF). Representatives from the independent cultural sector nominated by the Cultural Voice Forum are also members.
- 2.13 The aim was to develop a strategy which is owned by and is reflective of the diverse communities and geographies of district and the cultural sector and its potential for growth. CBMDC lead officer for cultural partnerships has led a consultative and co-created process since June 2020, to place the cultural sector and the people of the District at the heart of this strategy development. COVID 19 has hampered these plans significantly, but despite this, the new strategy has engaged with 3,000 people across the district
- 2.14 It has worked extensively with the Bradford Cultural Voice Forum. The Cultural Voice Forum is a cultural sector network, chaired by sector representatives Alex Croft (Director of Kala Sangam) and Kirran Shah (freelance writer and journalist) and coordinated by Bradford based arts organisation Brick Box. The Cultural Voice brings together more than 250 artists and cultural organisations across the district to share sector knowledge, experience and opportunity. Together, we have conducted more than 15 hours of focus group work with 200+ leaders of cultural and heritage organisations and individual artists and freelancers to date.

This approach has been endorsed at senior level by both Arts Council England and National Lottery Heritage Fund.

- 2.15 This strategy development also sits in the context of an unprecedented level of sector and public consultation about culture in the District over the last two years, starting with work by Culture Creativity Place ltd to explore the feasibility of bidding to become UK City of Culture 2025.

It was therefore vital to avoid consultation fatigue and at the same time to ensure that the views of communities, artists and individuals collected through these processes were not lost and were considered as part of the development of **Culture Is Our Plan**. To do this we have:

- Collated a resource of existing data, consultation sessions and previous reporting on culture across the district within the last two years and revisited consultation sessions carried out by (amongst others):
  - Bradford 2025 Bid feasibility and the extensive consultations 121 and in focus groups as part of the current bid development work led by Richard Shaw
  - Creative People and Places consultation, bid and business plan

- (which focussed on the 12 most deprived ward areas of the District)
  - Bradford Producing Hub Bid, business plan and their Bradford District Joint Cultural Needs Analysis (JCNA) produced for Arts Council England
  - Bradford Local Cultural Education Partnership (LCEP) Action Plan
  - CBMDC Visitor Profile Research 2018 2019 (NGI Solutions)
  - Museums and Galleries / City Hall feasibility (Amion and Black Radley)
- Drawn on national and international data sources from ONS/NOMIS, Arts Council England and National Lottery Heritage Fund and British Film Institute including:
  - Audience Agency Area Profile Reporting 2019 (which includes Experian and Mosaic data on the district)
  - Active Lives Survey (Ipsos Mori) 2017
  - EU Cultural Creative Cities Monitor an online resource that ranks creative cities by comparing '3Cs': Cultural Vibrancy, Creative Economy and Enabling Environment of 168 cities across Europe
  - 20 Years of Lottery Funding of Heritage in Local Areas: Bradford (report by Britain Thinks 2015)
  - As well as local resources such as the excellent Understanding Bradford District intelligence bulletins by CBMDC.
- Included individual consultations with the district's Arts Council England National Portfolio Organisations: Kala Sangam, Freedom Studios, Ilkley Literature Festival, Bronte Parsonage, Common Wealth, Theatre in the Mill, Impressions Gallery, Artworks, Mind the Gap, Dance United Yorkshire, Bradford Literature Festival and other significant cultural partners such as National Science and Media Museum and NEC the incoming operators of Bradford Live.
- Individual arts organisations have generously shared relevant independent research that they have commissioned including the annual benchmarking studies for Bradford Theatres and the National Science and Media Museum.
- We have drawn on the learning of other relevant work in the district including:
  - Bradford Economic Strategy
  - Bradford Economic Recovery Plan
  - Extensive public consultation work undertaken by CBMDC Neighbourhoods team / Social Kinetic for the MHCLG Bradford for Everyone programme
  - Wellbeing board Integration and Better care fund Narrative Plan 2017-19
  - Bradford District destination management plan 2016
  - Public Health Joint Strategic Needs Assessment
  - CBMDC standard comparators: CIPFA Nearest Neighbours / Children's Services statistical neighbours / Police most similar groups / YOT statistical neighbours

The plan has also been formed in step with other major pieces of strategic work

currently underway including:

- Bradford Economic Recovery Plan
- Development of a new Local Cultural Education Partnership for the district (IVE)
- Screen Strategy for Bradford District (Under the Moon)
- Forward plan for CBMDC Museums and Galleries

Where specific gaps in knowledge and/or existing recent consultation existed (and to address specific DCMS City of Culture bid questions), we partnered with Bradford 2025 bid to cost-efficiently co-commission new independent pieces of work which include:

- Survey of Cultural Workforce and Governance (Anne Franks)
- Cultural asset mapping and economic impact and potential of cultural and creative industries 2020 (Burns Owen Partnership)
- Bradford City Night time economy (Sound Diplomacy)
- Audience Baseline and Audience Development (Indigo)
- Culture Tourism mapping and economic impact and potential of Visitor Economy (NGI Solutions)

All of these independent research programmes are overseen and peer reviewed by a research reference group led by Professor Marcus Rattray of Bradford University.

We have also sought to address gaps in specific community engagement and knowledge through a programme of artist-led consultation and engagement projects (see attachment) with 270 participants including with:

- Rural communities
- Participants in South Asian Heritage Month
- Learning disabled adults
- Communities in key District towns including Ilkley, Keighley and Shipley
- Young people not in employment, education or training
- Black artists in the district

Due to their size and capacity, very few of Bradford's arts organisations currently operate box office systems or have access to rich customer data. Therefore, to hear the views of existing arts attendees and participants we also ran an informal public opinion survey called CULTURE AND ME (see attachment)

We also used this survey to raise the profile of **Culture is our Plan** with the public and capture indications of wider public perceptions and engagement with culture across the District:

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

1700 responses were gained, and it offers useful perspectives which reinforce the issues and opportunities which have emerged elsewhere and consistently.

## CULTURE IS OUR PLAN

### 2.16 Vision

**Our plan will offer a new definition of art, culture and heritage that reimagines Bradford District as a place that is knowingly different and radically alternative. A place to realise new ideas, where creativity is celebrated in every home and where we can prove the positive impact of culture in our lives**

### 2.17 Ambitions

<p><b>Creativity thrives in every corner of the District</b></p>	<p>From Shipley to Little Germany, Manningham to Keighley, and Buttershaw to Ilkley we will celebrate the creative people in every street. Bradford’s culture will happen in our homes, our parks, our markets and our amazing outdoor spaces as well as our cultural venues</p>
<p><b>Making the most of what we have</b></p>	<p>We will build on our existing assets, revitalising historic buildings, re-energising our high streets, reimagining temporary spaces, our landscapes and cityscapes. Sustainability will be our goal, making reusing, upcycling and repurposing cornerstones of our creativity and building new cultural assets that will have positive impact on reaching our climate targets and protecting our future</p>
<p><b>Making the most of who we are</b></p>	<p>The people of Bradford District are our greatest creative asset. We are a cosmopolitan District, and it is in our differences and the influences they have on each other that we will find our richest culture. Our culture will offer something for everyone but not the same for everyone, it won’t be one size fits all and by 2031, 50% of the District’s creative workforce, audiences and cultural leadership will be drawn from people currently underrepresented in Culture and Creative Industries sector</p>
<p><b>Network capacity</b></p>	<p>We are more powerful, more effective and will be more sustainable when we work collaboratively and share resources. We will grow our sector networks; share equipment, knowledge, skills and data; and support, champion and mentor each other as a creative community. We will work collectively to develop talent, participation and audiences; to make our culture representative and relevant and to put it on every District agenda from health to planning, education to transport</p>
<p><b>Thinking big</b></p>	<p>We will be bold, we will be entrepreneurial, encouraging producers, co-producers, promoters and creative partners to make ambitious work</p>

	<p>across the District. We will create the right circumstances, support and opportunity for innovative and exciting culture to flourish and to create more work and jobs. The District will be a fertile ground for visionary projects and international collaborations</p>
<b>Having fun</b>	<p>We will grow a new calendar of exceptional festivals and events, celebrations and one-off moments across the district – from the hyper local to the global. We will show that Bradford District is ‘open for business’, building capacity, giving permissions, unlocking spaces, encouraging innovators and making all of Bradford a place to locate and a host of choice for national and international cultural events and partnerships</p>
<b>Creating an explosion of opportunity</b>	<p>Working with families, schools, careers service, FE and HE partners we will create a critical mass of coordinated training and employment pathways for young people. We will evidence and advocate the viability of creative careers to mobilise our generation of young, talented, digitally native people and ensure they take the lead in shaping the future success of the District</p>
<b>Bradford will know itself better</b>	<p>We will understand and proudly share our histories and our many cultural heritages. Our culture will speak honestly and openly, won't tolerate racism or discrimination and will have difficult conversations when needed – giving confidence to our communities, celebrating difference, bringing people together, boosting pride and promoting mental and physical wellbeing</p>
<b>We will write our own story</b>	<p>Our culture will take a lead in the recovery and sustainable regeneration of our District and it will redefine us in the eyes of regional and national neighbours. We will bid to be UK City of Culture 2025, we will leverage our global networks, become a regional, national and international cultural destination and we will tell the world new stories about the District's incredible people and distinctive places</p>
<b>Living life better</b>	<p>We will take our place as part of the Bradford “City of Research” and we will use the unique big data resources at Bradford Institute of Health Research to use evidence and data to help direct our efforts and to prove the positive impact culture has on the lives, aspirations and the life outcomes of all the people of the District</p>

### 3. OTHER CONSIDERATIONS

- 3.1 COVID-19 has had a devastating effect on the cultural and creative industries nationally and Bradford District has been no exception to this. Indeed, with a cultural workforce that is at least 50% made up of freelance workers, sole traders and small enterprises the impact of Covid is very dramatic and we have worked successfully alongside regional colleagues to ensure support for recovery of the sector is included in the WYCA recovery ask of central Government.

Recovery from COVID will continue to constrain and define much of the sector's work for the next 12-18 months. This will be reflected in the action plan which will be published alongside **Culture is our Plan** at the end of March 2021.

### 4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 As noted, strategic investment of £1,435,000 was approved and has already levered £3,560,000 of new investment into Bradford District and led to considerable success including:

- Establishment of the Bradford Culture Company and recruitment of Richard Shaw as director and creation of a new team to lead on the bid to be UK City of Culture 2025
- Successful bid won to establish THE LEAP an Arts Council England Creative People and Places programme for the District which over 10 years will focus on the celebrating and growing cultural activity in the 12 most deprived ward areas of the district<sup>5</sup>
- Successful bid to win status as an Arts Council Producing Hub pilot to share resources and provide training, mentoring and business development for artists and small businesses in the performing arts
- These successes are as result of sector lead approaches and wide collaboration across the sector with Bradford Council supporting this work. This is a significant change in Bradford Council action which has seen CBMDC become an enabler of the sector rather than leading on bids and projects which it had done previously and with little success.

- 4.2 Cost of development of the 10-year Cultural Plan was included in this investment and sees £20,000 of CBMDC funding matched by £20,000 of Arts Council England funds.

- 4.3 Council is to consider a commitment to the Culture budget for 2021-22 of £258k to drive forward strategic actions inspired by and in step with Culture is our Plan and to continue the increase in jobs and national funds leveraged into the district.

- 4.4 WYCA Gainshare funds will form part of a new Single Investment Fund with the Combined Authority. Recognising both an opportunity before the SIF process is up and running, and a unique year due to the impact of Covid-19 on funding, Leaders have been looking at how the year one Gainshare could be best deployed. Leaders have agreed in principle to allocate £5m to local authorities (on a per head of

---

<sup>5</sup> Bradford Moor, Bowling and Barkerend, City, Eccleshill, Great Horton, Keighley Central, Keighley West, Little Horton, Manningham, Royds, Toller and Tong

population basis) to deliver projects within local recovery plans (or directly related to COVID-19 recovery where plans have not been agreed).

Based per capita this would be an investment into Bradford District of £1,157,128. CBMDC has focused its request for funds on cultural and economic recovery activity which align strongly with the vision and ambitions of **Culture is our Plan** and the Bradford Economic Recovery Plan.

## 5. RISK MANAGEMENT AND GOVERNANCE ISSUES

No risk or governance issue arising

## 6. LEGAL APPRAISAL

Development of the cultural strategy may give rise to legal issues, legal support and guidance will be provided as required to support the strategy's development and implementation.

## 7. OTHER IMPLICATIONS

### 7.1 SUSTAINABILITY IMPLICATIONS

The council declared a climate emergency in 2019, agreed a Sustainable Development Action Plan and signed up to the City Region net zero carbon by 2038 target. The foregrounding of culture as part of Bradford's economic recovery is also important as a contributor to this future Clean Growth agenda.

The development of a thriving cultural sector across the District supports many the sustainable development goals, in particular, reducing inequalities, quality education, gender equality, decent work and economic growth, industry innovation and infrastructure. Research by Wavehill in 2019 showed that a "strong arts and cultural offer helps a broad range of employers across different sectors to attract workers" and "helps them to sell the benefits of moving to an area".

It also "plays an important role in attracting and retaining talent, in particular graduate companies in the digital and creative industries". This means delivering more sustainable and cleaner jobs in innovative digital businesses.

Wavehill also note that cultural activity 'supports efforts to maintain or enhance the attractiveness of retail centres as places to live, work and visit by offering unique experiences for visitors and/or shoppers.' This supports the critical role that cultural activity can play in the turn-around of the District's ailing high streets.

Consultation for **Culture is our Plan** highlighted the priority which the sector places on sustainability. Specific actions toward clean future growth and environmental sustainability sit within the ambition 'Making the most of what we have' which will make re-use, upcycling and repurposing cornerstones of the District's creativity'.

The Network capacity ambition foregrounds the need and desire to work more sustainably by sharing the valuable resources we have, emphasising the need for new and existing cultural infrastructure to become more sustainable through prioritisation of renewables, implementation of better technologies, including EV vehicles and action to reduce energy consumption and increase recycling of materials. This will include monitoring and managing achievement in collaboration with national partners such as Julie's Bicycle.

This is also inherent in the Thinking big and Having fun ambitions where our District will express itself through bolder outdoor or site-specific pieces of work, reimagining our landscapes and reusing existing buildings and spaces rather than a focus on creation of more permanent and resource-hungry infrastructure.

Sustainable action and clean growth, addressing Bradford Council and City Region green targets for 2038 will also be a condition of future CBMDC funding for arts, cultural and heritage projects.

### 7.3 COMMUNITY SAFETY IMPLICATIONS

The survey work that underpins the development of the plan showed that the majority of people in Bradford District (58%) want to see cultural activity that brings different communities together.

Research by Wavehill in 2019 showed that a strong arts and cultural offer:

- Makes people more content and more likely to stay within an area
- Helps people to feel part of their community and fosters a sense of shared identity

Cultural activity can have a positive impact on peoples feeling of safety, increasing sense of belonging, particularly where they bring different groups of people together, building tolerance and understanding.

Feelings of safety can act as a barrier to people's willingness to engage in those activities that bring people together at a neighbourhood level, which was a factor raised during the consultation work carried out in support of the local Stronger Communities Together strategy.

**Culture is our Plan** aligns some of its work with the Stronger Communities Partnership and vice versa. Stronger Communities ambassadors have input to the plan and will continue to do so in the future. Officers attend and support both of these strategies and the relationship between these two - and other major District partnerships - are key to the success of the overall plan.

### 7.4 HUMAN RIGHTS ACT

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

## 7.5 TRADE UNION

There are no staffing implications for CBMDC

## 7.6 WARD IMPLICATIONS

The plan seeks a more equitable distribution of cultural opportunity across the District and an ambition to celebrate the artists and creatives in every street and community. This will have a positive benefit for the whole District over the coming 10 years. The Leap our Creative People and Places programme will aim to provide more than 100,000 new cultural engagements across the District's 12 most deprived wards over its ten-year life. Increased District-wide reach and impact will also be a condition of future CBMDC funding for arts, cultural and heritage projects.

## 7.8 IMPLICATIONS FOR CORPORATE PARENTING

Children and young people are highlighted in the plan and are a priority for new joined up action across the District through the establishment of the Bradford Cultural Education Partnership and the research partnering with BIHR / Born in Bradford. The plan also seeks to support Bradford Council ambitions to become a UNICEF Child Friendly City. Vulnerable and disadvantaged children are a particular focus for inclusion through multiple opportunities including the ten-year Creative People and Places programme.

## 7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

No impact

## 8. NOT FOR PUBLICATION DOCUMENTS

N/A

## 9. OPTIONS

1. Approve **Culture is our Plan** to replace the existing Bradford Council cultural strategy

2. Reject the new plan and continue with the existing Bradford Council cultural strategy

9.1 Option 1 will give the District a dynamic and future-focussed cultural plan which has been co-created with the cultural sector and the community of the whole District. It is interwoven with a range of strategic plans and is reflective of current circumstance, the emerging new strategies of major national funders and is created in step and in support of the bid by the District to become UK City of Culture 2025.

9.2 Option 2 would maintain Bradford Council continuity with its existing document but would leave the District with cultural plan which is no longer fit for purpose, has a 'city' focus and does not reflect the current needs and future opportunities for the cultural sector in the District. The existing strategy is also unaligned to the bid to

become UK City of Culture 2025 and would therefore cause a risk to the bid process.

## **10. RECOMMENDATIONS**

- 10.1 Executive acknowledges the work of the Cultural Place Partnership and the cultural sector across the district in developing **Culture is our Plan**
- 10.2 Executive approves **Culture is our Plan** as the new ten-year cultural strategy for Bradford District and encourages its wider adoption by partners across the District.

## **11. APPENDICES**

- 1. Culture is our Plan Narrative, Vision and Ambitions
- 2. Culture is our Plan Examples of artist-led community consultations
- 3. Culture and Me opinion survey overview

## **12. BACKGROUND DOCUMENTS**

None