

Culture is our Plan

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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.

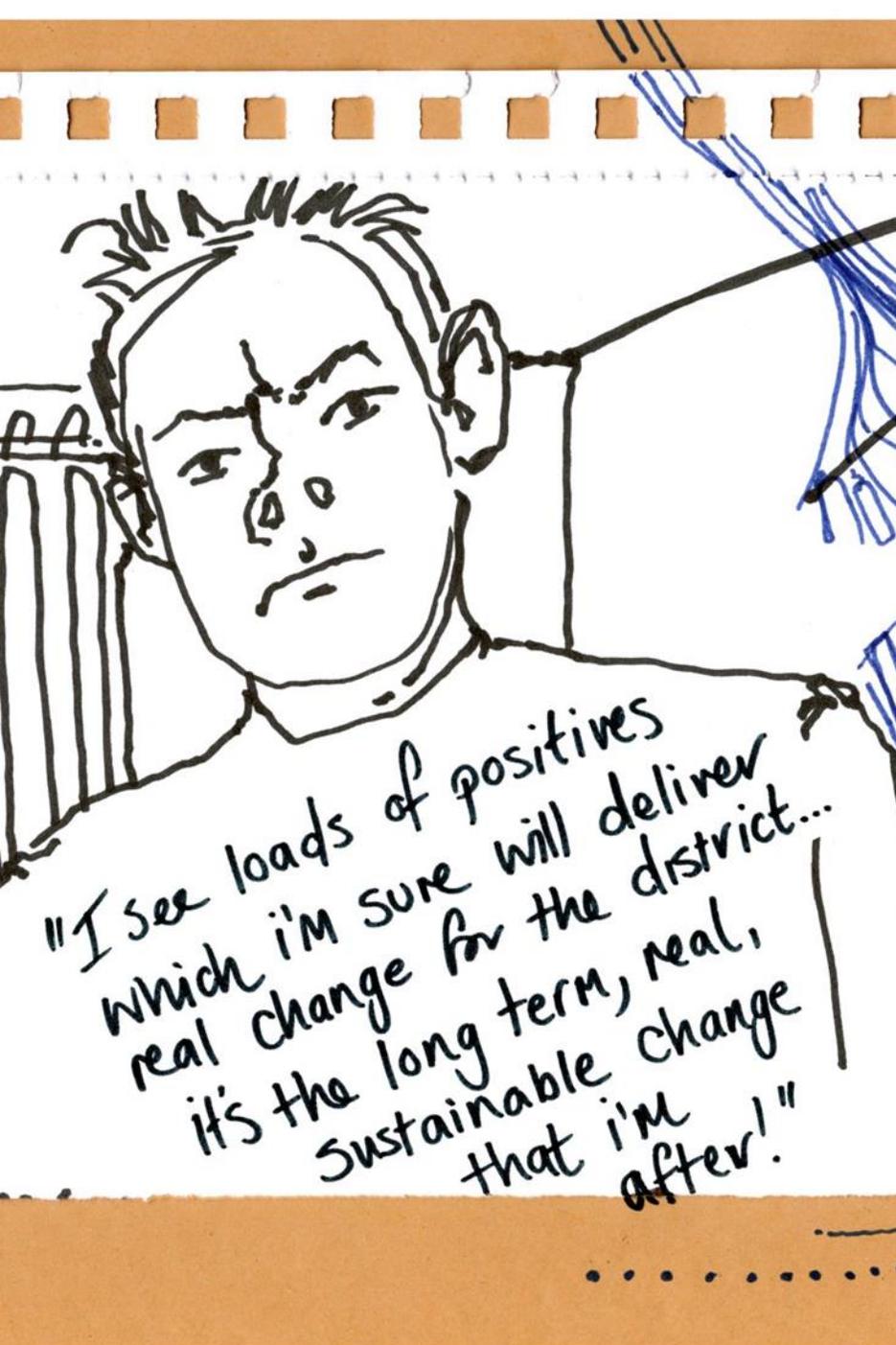
A place to realise new ideas, where creativity is celebrated in every home and where we can prove the positive impact of culture in our lives



Ambition 1

Creativity thrives in every corner of the district

From Shipley to Little Germany, Manningham to Keighley, and Buttershaw to Ilkley we will celebrate the creatives 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



Ambition 2

Making the most of what we have

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

Image Naseem Darbey, Keighley Creative CIOP project



Ambition 3

Making the most of who we are

The people of Bradford 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 Bradford's creative workforce, audiences and cultural leadership will be drawn from people currently underrepresented in Culture and Creative Industries sector

Image: Jennifer S, Karol Wyszynski CIOP project



Ambition 4

Network capacity

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

Image: Karol Wyszynski CIOP project



Ambition 5

Thinking big

We will be bold, we will be entrepreneurial, encouraging producers, co-producers, promoters and creative partners to make ambitious work 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. Bradford will be a fertile ground for visionary projects and international collaborations

Image: Rachel Shaw, Karol Wyszynski CIOP project



Ambition 6

Having fun

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 is ‘open for business’, building capacity, giving permissions, unlocking spaces, encouraging innovators and making Bradford a place to locate and a host of choice for national and international cultural events and partnerships



Ambition 7

Creating an explosion of opportunity

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 a generation of young, talented, digitally native Bradfordians and ensure they take the lead in shaping the future success of the district

Image: Saliha R, Karol Wyszynski CIOP project

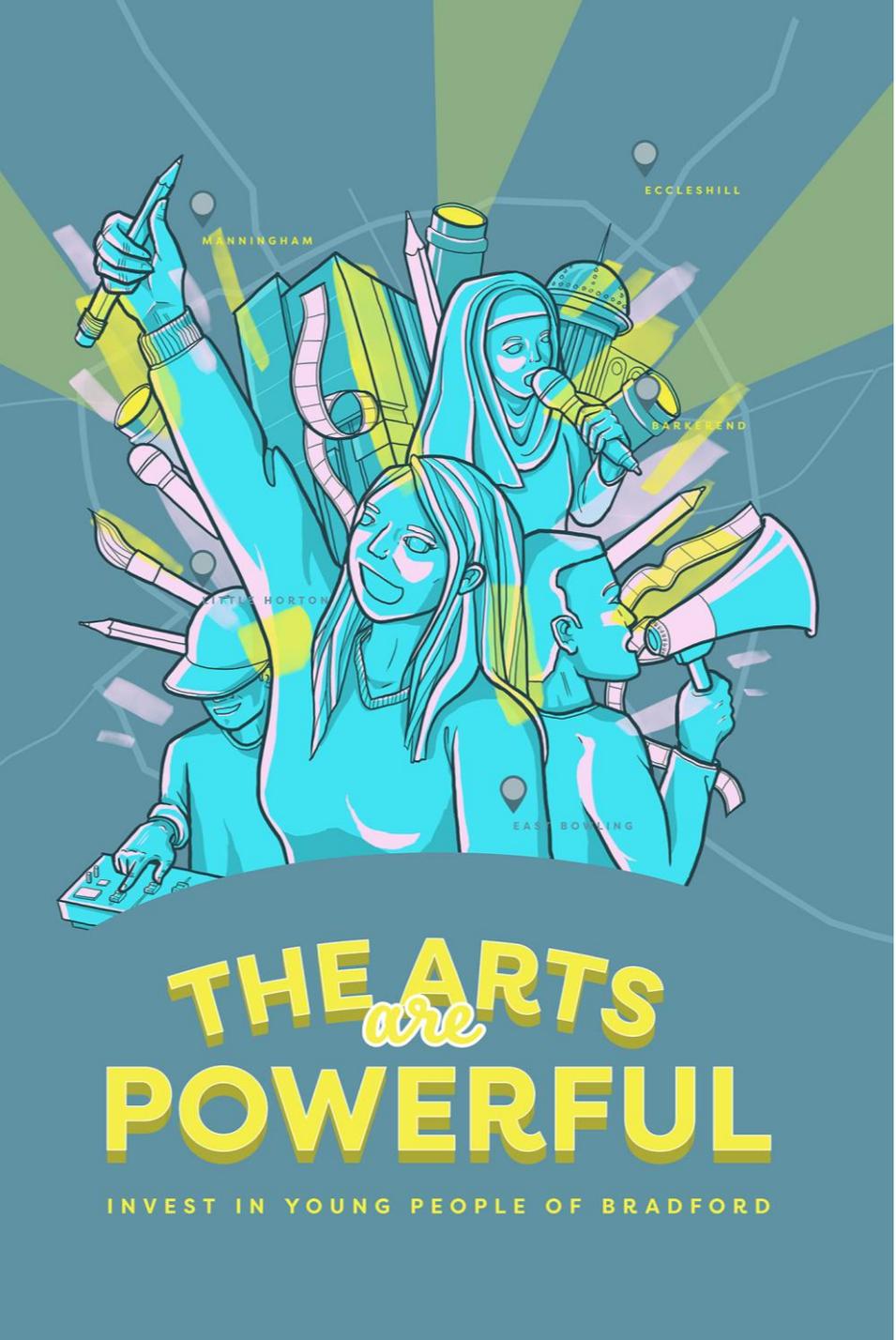


Ambition 8

Bradford will know itself better

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

Image: Laura A, Karol Wyszynski CIOP project



Ambition 9

We will write our own story

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

Image: Artworks CIOP project / Claudia Bowler

Ambition 10

Living life better

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

