

Report of the Chair of the Cultural and Place Partnership to the meeting of Wellbeing Board to be held on 17th August 2021

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Subject:

Cultural and Place Partnership

Summary statement:

The Cultural Place Partnership has just launched its new ten-year cultural strategy for the District. You can explore the full plan here: [Culture is Our Plan](#) There are many examples of the positive impact of culture on both the economy and the wellbeing of people.. The main body of this report is a digest of the plan including the rationale and need for cultural intervention and investments in the District and the vision, key outputs, targets and ambitions of the plan.

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Chair of the Cultural and Place
Partnership
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Overview & Scrutiny Area:

Regeneration and Environment

1. SUMMARY

Culture is our Plan

The ten-year cultural strategy for Bradford District 2021-2031

The Cultural Place Partnership has just launched its new ten-year cultural strategy for the District. You can explore the full plan here: [Culture is Our Plan](#) There are many examples of the impact of culture now and the potential benefits of increased impact in the future in the plan and made tangible through films and case studies on the website.

The main body of this report is a digest of the plan including the rationale and need for cultural intervention and investments in the District and the vision, key outputs, targets and ambitions of the plan.

We believe that all of the ambitions have a relevance, applicability and potential to address the concerns of the Wellbeing board and offer opportunities to partner in creative ways.

Two in particular may offer more direct linkages than others and we have presented the text of these ambitions here in full:

- Live life better on page 11
- Creating an explosion of opportunity on page 12

We are also aware of a growing, but inconsistent national application of the arts in social prescribing and an opportunity for Bradford District to take a lead in this field.

We would also draw your attention to the target to adopt the 17 UN Sustainable Development Goals [THE 17 GOALS | Sustainable Development \(un.org\)](#) as part of our cultural plan and would value your thoughts on how culture and wellbeing might work together to make a difference to the District in this regard.

We invite you to read this digest, explore the website and to consider how culture can be part of your plan. The Council culture team, our independent sector and our bid team for UK City of Culture 2025 are eager to collaborate in creative and transformational ways.

2. BACKGROUND

Something exciting is happening in Bradford District

We are experiencing a cultural renaissance and facing the future with new-found confidence and hope. Culture is important in everyone's lives. It can make a sustainable contribution to the prosperity and happiness of everyone in the District and it is vital as we recover from COVID-19 and strive to level up with the rest of the UK.

We are the fifth biggest local authority in England and, while we are proud of our many famous cultural attractions, we don't have the range of cultural activity a place this size demands. We have historically underperformed in attracting national investment and our existing arts, culture and heritage organisations lack the power to engage all our diverse communities. We are determined to use our resources to solve these problems and to work in partnership with national investors to level up the District.

With the support of our national partners and the City of Bradford Metropolitan District Council, we have a huge opportunity to mobilise our creative communities to drive our recovery. We can become an incubator for creativity, a globally renowned place with a diverse cultural workforce brimming with innovative ideas. We can attract more artists and help people realise their creative visions.

- Eight out of ten people rated culture as 'important to them'
- 94% said culture 'makes Bradford District a better place to live'
- 88% said it 'improves their wellbeing'

And we have a set of conditions that make us uniquely placed to succeed:

01. We're the youngest place in Europe

More than 30% of the District's population are currently under the age of 20. Young entrepreneurial populations create the technologies, businesses and jobs of the future and stimulate wider economic growth.

02. We are cosmopolitan

Bradford is the diverse face of modern Britain. By 2025 half our population will have South Asian, Eastern European, African, Caribbean or Arab heritage amongst many others. Diverse teams are more successful, and we are determined to harness the creative power

of our diversity.

03. We have an acclaimed cultural scene

From The Alhambra to The Brick Box, from Mind the Gap to Kala Sangam, from Cliffe Castle to Impressions Gallery, from Saltaire Industrial Village to the world's first City of Film, we have an extraordinary base to build from. 54% of our visitor economy is already triggered by culture.

04. We have a powerful culture of entrepreneurship

Self-employment here has grown by 23% in ten years and in 2017 Barclays bank named us the best place in the country to start up a business. Our creative sector is collegiate and has shown itself incredibly resilient in the face of COVID-19.

05. We have famous landscapes and many beautiful historic buildings

Our mills and hills extraordinary locations for cultural activity. Compared to other parts of the country, property prices are very affordable.

06. We are at the heart of the north

We are the core of the Northern Powerhouse. We were central to the relocation of Channel 4 to Leeds and our diverse young population is an asset for any business addressing younger, global audiences, particularly in film, TV and digital media.

07. We are bucking national trends

The City of Bradford Metropolitan District Council is investing in our independent arts, culture and heritage sector, convinced of the value it adds. This has already inspired major new investments by National Lottery Heritage Fund in St George's Hall and Bradford Live; and by Arts Council England in The Leap and Bradford Producing Hub.

We also have the unique opportunity afforded by the 'City of Research' and the 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.

Why Culture?

International evidence has shown the benefits of arts, culture and heritage

It supports our personal wellbeing and makes people feel more content. It helps people feel part of their community, fosters a sense of collective identity, creates space for interaction and shared experience and contributes towards people having a stronger attachment to a place. It increases satisfaction and plays an important role in attracting and retaining talent, in particular graduate companies in the digital and creative industries. It is important in putting places on the map and, where necessary, changing negative perceptions and media stereotypes of the attractiveness of areas as places to live, work and visit. There are also hard-nosed reasons why we need culture to be our plan. Arts, culture and heritage can be a big part of our recovery now and our long-term economic success in the future.

Prior to COVID-19, the UK's cultural and creative industries – architecture, dance, music, theatre, cultural festivals, product and graphic design, fashion, film, TV, video, radio, photography, gaming and computer services, literature, poetry and publishing, museums, galleries and libraries, visual arts and crafts, advertising and marketing – have been an international success story.

Our Challenge

We have historically underperformed in attracting national investment – something we are determined to reverse. Right now, we lag behind other places of similar size and that has led to stark inequalities in cultural access too.

These inequalities are reflected in other aspects of life. Our District has high levels of poverty, obesity and diabetes, low life expectancy and declining rates of mental wellbeing. Our city and town centres – like many across the north – are struggling in the face of the impact of austerity and the effects of COVID-19. We are ranked the fifth most income deprived local authority in England. We have low levels of educational attainment and many lack the skills businesses seek. We are determined to use our resources to solve these problems and to work in partnership with national investors to level up the District.

We are proud to have our 11 National Portfolio Organisations, but they are all relatively small in scale compared with our peers. Our 11 NPO's share £1.7m from Arts Council England. The 11 NPOs in Sheffield, meanwhile, are typically much larger companies with a share of £3.5m. National Lottery Heritage Fund made two awards to Bradford District worth £16,800 in 2019. In the same 12 months Sheffield won eight awards worth £684,900, Liverpool 19 awards worth £893,000 and Leeds ten awards worth £341,100. It is a similar story for our national partners at the British Film Institute. We know these national partners are eager to support us to grow the level of investment in the District, but we need strong projects and a coherent plan to help them to back Bradford more.

Before COVID-19, there were 5,640 workers in the cultural and creative industries sector here compared with 8,000 in Newcastle and 10,445 in Sheffield. We need to level up with the rest of the north before we can start to catch up with the south! These lower levels of investment mean less cultural opportunity too, so it's no surprise we also have fewer people able to engage with art, culture and heritage. Arts Council England data suggests that 55% of Bradfordians have 'low engagement' with the arts compared with 35% for England. These areas of lower engagement precisely match our poorest communities – and this includes some of the most diverse communities in the UK.

Our Opportunity

By contrast, as we have created this plan, we have heard from many people about how central culture and creativity are to their lives.

There is a wealth of creative practice in our District, from filmmakers to poets, photographers to musicians, writers to online influencers, and music promoters to community events organisers. Much of this is happening under the radar, but it forms a rich network of creativity, knitting together generations, communities and artists. We are beginning to win more national investment thanks to leadership and bold investments made by the City of Bradford Metropolitan District Council in 2019. And thanks to arts, culture and heritage organisations working together to make effective bids:

- The Leap, our Creative People and Places programme, has won £2m from Arts Council England
- Bradford Live has been supported by £4m from National Lottery Heritage Fund
- Cultural regeneration projects in Keighley and Shipley will be supported by up to £25m each from the UK government's Towns Fund

- Bradford Producing Hub has won over £1m from Arts Council England
- National Lottery Heritage Fund is investing more than £200,000 in development of an action plan for the district, inspired by the work of Culture Is Our Plan

Although we have more diversity in our cultural sector than many parts of the UK, we don't yet have a culture that properly represents the exciting diversity of our District. Jobs in the creative economy also tend to be higher value, better paid and more skilled than the average. The sector's focus on digital technologies also means that jobs in creative industries can be greener, providing for a more sustainable District in the future.

Culture already plays a major role in Bradford District's visitor economy. We have 12 million people visiting each year, which makes 14,000 jobs and an economic impact of £696m. 54% of these visitors already come for culture. But our visitor economy is static. With investment and better promotion arts, culture and heritage can drive growth. Employment in cultural and creative industries had been growing at around 4% per year in the rest of Yorkshire and Humber region, but we have stood still. Meeting this regional growth rate could mean 3,000 new jobs by 2031.

Our Recovery

Culture is important in everyone's lives. It has become even more so during COVID-19 and will be vital as we work to recover from the impact of the pandemic and look to the future.

Along with the new devolved authority for West Yorkshire, Bradford Council has put culture and place at the heart of our economic recovery plan. Ironically, the relatively small scale of many of Bradford's cultural organisations has left them less exposed to the impact of COVID-19 on box office and other earned income. Even so, they, like many others, have been grateful for the support of the Department for Digital, Culture, Media and Sport (DCMS) through the Cultural Recovery Fund.

Meanwhile, the majority of our creative community is freelance, a sector that has been severely affected. Bradford Council's fast-thinking #Response funds have not only supported some of those artists but galvanised them to deliver life-enhancing projects with communities online and in person. As COVID hopefully recedes, it is critical that we don't lose sight of the climate crisis. Our arts, culture and heritage sector must think about all of

our actions, individually and collectively. We need to consider the example we might set and what we will do to make Bradford District more resilient in the future. This is why this plan endorses the UN Sustainable Development Goals. These 17 goals go beyond the critical headlines of carbon reduction and challenge us also to consider our actions on equalities, decent jobs, education, wellbeing and poverty. We will use these global goals to shape our plans and measure our success.

Our vision

Bradford will offer a new definition of art, culture and heritage that reimagines our 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 on every street corner and where we will prove the positive impact of culture in everyone's lives.

By 2031 we want to see:

- People living better and happier lives, having better mental health, skills and jobs
- Our District as a destination of choice for people to experience exceptional cultural activity and for artists to create exceptional work
- A thriving, diverse and sustainable cultural and creative sector playing a leading role in growing economic success of the District

Our targets *We have ten targets to measure our progress over the next ten years*

1. Give every primary age child in the District the opportunity to learn the District's story through co-creation of a Bradford Curriculum
2. Increase the number, range, scale and ambition of arts, culture and heritage activity and partnerships, creating 3,000 jobs in the District and increasing visitor numbers and spend
3. Realise capital projects that will rehouse, reimagine and repurpose the District's cultural and heritage assets
4. Level up national investment per capita to match other major English cities
5. Adopt the 17 UN Sustainable Development Goals to measure our success not only in carbon reduction but also in equalities, decent jobs, good education, wellbeing and reducing poverty
6. Regularly engage 70% of people in the District in arts, culture and heritage activities
7. Give 250,000 people in the District's most deprived wards the opportunity to get involved with arts, culture and heritage activities

8. Ensure that 70% of people will be 'satisfied with the range of cultural activities in the District and near to where they live' (50% in 2021) and that 80% of people will feel culture in Bradford 'represents me and my life' (50% in 2021)
9. Draw 50% of Bradford's creative workforce, audiences and cultural leadership from people currently underrepresented in the culture and creative industries sector
10. Create a calendar of high-quality festivals and events with local, national and international significance, with a view to Bradford District being designated UK City of Culture 2025

Our ambitions

We have ten ambitions which will help us to realise our vision

Ambition: Creativity thrives in every corner of the district

From Shipley to Little Germany, Manningham to Keighley, and Buttershaw to Ilkley, we will celebrate the creative people in every street. Our culture will happen in our homes, our mills, hills, streets, markets, moors, community centres, libraries and parks as well as in our cultural venues.

What we'll do

The Leap is our new Creative People and Places programme funded by Arts Council England and will run for ten years from 2020. It will champion cultural activity in the most underserved communities in the District such as Bradford Moor, Bowling and Barkerend, City, Eccleshill, Great Horton, Keighley Central, Keighley West, Little Horton, Manningham, Royds, Toller and Tong.

The Leap isn't just about providing more cultural activity in these places; it aims to give ownership of arts and culture to the people living there, so they set the agenda and make the choices about what they want to see, make and enjoy. theleapbradford.co.uk

Ambition: 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 reuse, upcycling and repurposing the cornerstones of our creativity and ensuring new cultural assets make a positive impact on sustainable development too.

What we'll do

The Cultural Place Partnership will coordinate a cultural capital plan for the District.

Meanwhile, 'Springback' is an initiative by City of Bradford Metropolitan District Council supported by West Yorkshire Combined Authority, bringing together culture and economic development to support our high street recovery as we emerge from COVID-19 restrictions and work towards bidding for City of Culture 2025.

'Spring Back' will work with local businesses and our three Business Improvement Districts to put culture at the heart of recovery. The aim is to bring our streets, towns and neighbourhoods alive with everything from street art and festivals to window installations and pop-up markets.

Ambition: 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 that we find our richest culture. Our culture will represent our rich diversity and offer something for everyone but not the same for everyone – it won't be one size fits all.

What we'll do

In direct support of Culture Is Our Plan, City of Bradford Metropolitan District Council has increased its investment in arts, culture and heritage and designed three new grant programmes from May 2021.

The aim is for these new grants to be more accessible, especially to grassroots organisers. They are designed to reach all parts of the District, to champion individual artists as well as organisations and to challenge organisations to improve inclusion, reach and environmental sustainability. Award decisions will be balanced to spread opportunity across communities and the District. The increased investment by Bradford Council is also there to encourage entrepreneurialism and bold ideas, to support the growth of the sector and to assist organisations who are ready to grow, to scale up their activities and the jobs and opportunities that they might generate. This funding will also help the sector to leverage increased levels of national support into the District.

Ambition: **Network capacity**

We are at our most powerful, effective and sustainable when we work collaboratively. By sharing resources, we will build and diversify our sector networks. As a creative community, we will share equipment, knowledge and skills, supporting, championing and mentoring each other. We will work collectively to develop inclusion, talent, participation and audiences. We will ensure every District agenda, from health to planning, education to transport, keeps culture in mind.

What we'll do

Following its brilliant start in 2019, The Cultural Voice Forum will increase its membership and resources to enable it to play an enhanced role in communication and coordination for arts, culture and heritage. It will provide support services, data and information to the sector and will work closely with partners like the Bradford Producing Hub to maximise training and skills development opportunities. It will also help represent the District's voice in regional and national forums.

Ambition: **Thinking big**

We will be bold and entrepreneurial, encouraging our creative partners to make ambitious work across the District. We will create the right environment for culture to flourish, bringing with it more work and jobs. Bradford will be a fertile ground for visionary projects, partnerships and national and international collaborations.

What we'll do

Launch the new screen strategy for the District in 2021. As Seen on Screen offers the District a bold and ambitious vision for the future. Screen business is booming across the UK, but our screen sector is currently small and lagging behind the rest of our region, so there is real scope for Bradford to play a bigger part in this success story, becoming far more than a great film set. As Seen on Screen aims to stimulate local screen production with particular emphasis on short-form, TV, mobile, digital and games – and on the diverse young people and stories that make Bradford so attractive to broadcasters and media businesses such as Channel 4.

The strategy aims to level the playing field and establish a maturing, joined-up screen sector by 2025. It will be well connected to the wider screen sector but have its own distinctive style, giving a stronger voice to Bradford's people both on and off screen. It will:

- Reimagine our UNESCO City of Film as a dynamic, creative screen hub and production centre
- Provide a joined-up, lifelong screen education and skills pathway
- Build partnerships with broadcasters and content creators regionally and nationally
- Strengthen our relationships with national funders and supporters
- Connect local content creators to one another
- Show great content on screens across the District
- Create clean-growth screen-sector jobs
- Showcase the real Bradford to the world
- Give our people a stronger voice

Ambition: Live life better

Our arts, culture and heritage will become part of the District's City of Research. We will use the unique data from Born in Bradford and our partnership with Bradford Institute for Health Research to prove the positive benefit of art, culture and heritage on everyone's lives.

Having examined all of the data available on audiences across the District, we now know enough to know what we don't know!

We can see that the conventional tools to measure cultural engagement don't help us understand either the breadth of cultural activity in the District or people's level of engagement with it. Even within our professional National Portfolio Organisations, very few operate box-office systems. The picture they can paint is partial at best. Bradford needs to devise its own means of collecting and understanding data about cultural engagement. Fortunately, we have a unique asset to help us do this – and a great deal more besides. At the Bradford Institute for Health Research, Born in Bradford is a world-leading study that has been tracking the lives of 13,500 babies and their families – around 30,000 people in total – for more than a decade. It is helping unravel the reasons for ill health and using the evidence to save lives. On top of this, the Connected Bradford project holds anonymised data for approximately 700,000 citizens across the Bradford and

Airedale region.

An evidence summary by University College London (UCL) on the role of arts in improving health and wellbeing concluded that many of the benefits of arts and culture are scientifically proven. Published by the Department of Culture Media and Sport in September 2020, the summary said the arts had positive impacts on child development, social skills and social cohesion, including a reduction of loneliness and isolation, an increase in prosocial behaviours, a decline in aggression and discrimination, and an improvement in social consciousness. Bradford Council's COVID-19 #Response funds have helped people cope with isolation, fear and poor mental health and to find their own creative voice. You can find out more in the case study.

Professor John Wright, who leads this work, calls Bradford a 'City Co-laboratory' in which the key determinants of health can be measured and acted upon. These determinants include art and culture.

Not all of the benefits of arts and culture are yet proven beyond doubt. The UCL report concludes, for example, that *'evidence on the effects of the arts on social inequalities remains for future studies to explore'*.

Where better than Bradford to put this to the test?

What we'll do

The Bradford Cultural Place Partnership will co-commission a UK-first, ten-year study using the unique Born in Bradford data. Working with the team at Bradford Institute for Health Research, we will get a better understanding of people's engagement with culture. The study will give us evidence of the benefits of arts, culture and heritage to everyone's lives.

Ambition: Creating an explosion of opportunity

Working with families, schools, careers service, universities and college partners we will create a critical mass of coordinated training and employment pathways for young people. We will champion and evidence the viability of creative careers to mobilise a whole generation of young, talented, digitally native people and ensure they take the lead in shaping the future success of the District.

The young, diverse and enterprising population of Bradford District represents an extraordinary opportunity – socially, culturally and economically. It is cited as one of the reasons for Channel 4 locating to its new headquarters in Leeds City Region.

Young people are already at the heart of many exceptional cultural projects in the district:

- The New Focus group at Impressions Gallery was set up in 2012 and has worked with over 120 young people on 20 award-winning projects
- FilmMakers 25 matches young content producers and filmmakers from the District with an industry expert over six months. It addresses the screen industry's need for more diverse employees and helps local producers get a bigger slice of the media cake
- Impact Gamers turns young gamers into games makers, using art, maths and imagination to create fun social games of their own

Despite projects like these, there is little joined-up work between the cultural and educational sectors. Few young people take up or are even aware of the opportunities waiting for them in the cultural and creative industries. Born in Bradford study notes *that 'over half of our children will leave school without a low C in English or Maths... which starts to explain why we have some of the worst social mobility within the UK... with all of the long-term physical health and mental health problems that brings...'*

There is patchy provision of creative education across the District's schools. This leads to a poor understanding from a very early age of the cultural sector and routes to employment. The University of Bradford and Bradford College have low levels of students on cultural and creative courses compared with peers in the region. The cultural and creative sector itself has skills to share but is made up of small organisations that lack the capacity to run training and apprenticeship programmes alone. Meanwhile, a third of our businesses cite a lack of digital expertise as a major block to their growth. Almost a quarter of them say an enhanced local skills pool will help them unlock some of the multibillion-pound investment expected to accompany the West Yorkshire devolution deal.

'Arts and culture has enough opportunity that it becomes a mainstream option for young people'

We need to bring the District's cultural sector together with everyone working in education, skills and career pathways for the cultural and creative industries. Together, we will raise

awareness about the rewarding opportunities on offer to Bradford's young people.

What we'll do

Bradford Cultural Education Partnership will bring the District's independent cultural sector together with schools, with further and higher education and with the Careers and Technical Education Partnership. Working together, they will advocate for cultural and creative careers and maximise opportunities for young people across Bradford.

Bradford Cultural Education Partnership will focus on creative digital skills with two major strands:

1. Digital Creatives will introduce creative skills to secondary schools in support of Digital Makers, a programme to provide all young people in the District with digital skills. The initiative comes from Bradford Institute for Health Research, which is responsible for the Born in Bradford study of over 13,500 children born at Bradford Royal Infirmary
2. Digital Storytellers will give families and primary-age children the opportunity to tell stories about the place they live and co-create a Bradford Curriculum

Ambition: Having fun

We will build a calendar of exceptional festivals and events, celebrations and one-off moments across the District – from the hyperlocal to the global. We will show that Bradford is open for business, building capacity, giving permissions, unlocking spaces and encouraging innovators. We will make the District a great place to live and a host of choice for national and international cultural events and partnerships.

What we'll do

The City of Bradford Metropolitan District Council will move from directly delivering events and festivals to collaborating with partners. Working with Bradford 2025 City of Culture Bid, The Leap, Bradford Producing Hub and independent organisers and promoters, it will develop a new calendar of festivals and events that will:

- Make the most of existing grassroots activity, promote projects with the potential to grow and attract partnerships and media attention
- Be rooted in and relevant to the communities of the District
- Be of the highest artistic quality, prioritising original, distinctive work made here

- Build capacity in the District to mount future festivals and events

The Council will redeploy its festival funds as leverage to increase national investment, while streamlining the licensing process to make creating festivals and events easier for everyone.

Ambition: Bradford will know itself better

We will share the District's history and the diversity of our cultural heritage with pride. 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.

What we'll do

The City of Bradford Metropolitan District Council and The Leap will launch a new partnership with National Lottery Heritage Fund in 2021. This will develop a heritage action plan for the District and pilot new ways of distributing heritage funding direct to grassroots and hyperlocal projects and organisations. The Heritage Action Plan will build on the importance and potential of all types of heritage whether tangible – things like buildings, objects, landscapes – or intangible – our stories, sense of community and the contemporary heritage work that is shedding a light on important aspects of our modern lives.

In particular we aim to look at the role of heritage and sense of place in mental wellbeing and recovery. It will connect work already under way such as the Review of Statues and Monuments, the new vision for the District's Libraries review, the emerging plans for Bradford's Museums and Galleries. It will also connect to independent projects from the Keighley and Worth Valley Railway and Saltaire Collection to Windrush Generations and South Asian Heritage Month. It will embrace partners including the Canal & River Trust and both of the District's UNESCO designations.

Ambition: We will tell our own story

We will tell the world new stories about the District's incredible people and distinctive places. Culture will take a lead in our District's sustainable regeneration and will redefine

us in the eyes of regional and national neighbours. We will bid to be UK City of Culture 2025 and leverage our global networks to become a regional, national and international cultural destination.

What we'll do

Bradford 2025 UK City of Culture Bid, chaired by artist and broadcaster Shanaz Gulzar and led by Richard Shaw, will lead the District's bid to be UK City of Culture 2025. The UK City of Culture competition happens every four years and is designed to encourage the use of culture and creativity as a catalyst for change, promote the development of new partnerships, encourage ambition, innovation and inspiration in cultural and creative activity and create a lasting legacy for the winning city.

The initiative is administered by the Department for Digital, Culture, Media and Sport and was created originally to 'build on the success of Liverpool's year as European Capital of Culture 2008, which had significant social and economic benefits for the area'.

The inaugural holder of the award was Derry-Londonderry in 2013. In 2017, Kingston upon Hull took over the title. A report by the University of Hull in March 2018 found Hull's status as the UK City of Culture attracted more than 5 million people, £220m of investment and 800 new jobs. On 7 December 2017, it was declared that Coventry had been chosen to host in 2021. We anticipate that the competition for 2025 will be announced shortly after Coventry's year as UK City of Culture commences in May 2021, following a delay caused by the pandemic. It is traditional that the winner of the next designation is announced as the current holder's reign comes to a close, which will be May 2022.

3. OTHER CONSIDERATIONS

- None

4. FINANCIAL & RESOURCE APPRAISAL

- A Project Team is in place and has been responsible for the delivery of the District Plan.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

The Cultural and Place Partnership is one of the Strategic Delivery Partnerships that

report to the Wellbeing Board.

6. LEGAL APPRAISAL

➤ N/A

7. OTHER IMPLICATIONS

7.1 SUSTAINABILITY IMPLICATIONS

Sustainable and sustained economic growth are key priorities for the Wellbeing Board and the Cultural and Place Partnership would like to strengthen its links to locally based sustainability networks and Partnerships.

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

➤ None

7.3 COMMUNITY SAFETY IMPLICATIONS

None

7.4 HUMAN RIGHTS ACT

➤ None

7.5 TRADE UNION

➤ N/A.

7.6 WARD IMPLICATIONS

➤ This plan will be for every ward across the District.

7.7 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)

N/A

7.8 IMPLICATIONS FOR CORPORATE PARENTING

N/A

7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

None

8. NOT FOR PUBLICATION DOCUMENTS

- None

9. OPTIONS

- n/a

10. RECOMMENDATIONS

- Working with the Wellbeing Board to Identify expertise in the field of Climate Change to sit on the Cultural Place Partnership Board to help us ensure our programmes of work and put the SDG's into practice.
- Two of the major ambitions within Culture Is Our Plan is Live life better & Creating an explosion of opportunity, both of these ambitions are heavily connected to the Wellbeing agenda. We are seeking support mainly around these 2 ambitions and both of these ambition are connect to the Digital Makers Project

Live Life Better - The Bradford Cultural Place Partnership will co-commission a UK-first, ten-year study using the unique Born in Bradford data. Working with the team at Bradford Institute for Health Research, we will get a better understanding of people's engagement with culture. The study will give us evidence of the benefits of arts, culture and heritage to everyone's lives.

Creating an explosion of opportunity

Bradford Cultural Education Partnership will bring the District's independent cultural sector together with schools, with further and higher education and with the Careers and Technical Education Partnership. Working together, they will advocate for cultural and creative careers and maximise opportunities for young people across Bradford.

Bradford Cultural Education Partnership will focus on creative digital skills with two major strands:

1. Digital Creatives will introduce creative skills to secondary schools in support of Digital Makers, a programme to provide all young people in the District with digital skills. The initiative comes from Bradford Institute for Health Research, which is responsible for the Born in Bradford study of over 13,500 children born at Bradford Royal Infirmary
2. Digital Storytellers will give families and primary-age children the opportunity to tell stories about the place they live and co-create a Bradford Curriculum

We are looking to The Wellbeing Board to support both of these outcomes and discuss where the board can connect , add value and help champion this work

11. APPENDICES

www.cultureisourplan.co.uk

Appendix A-Background information on Digital Makers and Digital Creatives

Appendix B – Culture is our plan summary

Appendix C – The 17 Goals

12. BACKGROUND DOCUMENTS

None

<https://sdgs.un.org/goals> - 17 goals

Digital Makers and Digital Creatives

Background and Context

1. The Born in Bradford (BiB) is a world-leading study that has been tracking the lives of 13,500 babies and their families – around 30,000 people in total – for more than a decade. It is helping unravel the reasons for ill health and using the evidence to save lives.
2. BiB is entering a new phase of activity in September 2020 “the Age of Wonder” as its cohort of children start in high schools. This work is supported for seven years (to 2027) by Wellcome.
3. Adolescence and transition into adulthood are periods shaping life-long mental health, cardiometabolic risk, and inequalities. However, they are poorly studied and understood. By extending and expanding the Born in Bradford (BiB) cohort study through this period using innovative, co-produced approaches to collect and analyse data, we aim to understand better the interplay of factors that influence health and wellbeing and inform/evaluate interventions to improve them and reduce inequalities.
4. Age of Wonder will be the only large whole city cohort capable of capturing the contemporary lived experience amongst multi-ethnic adolescents progressing into young adulthood, linked to their earlier life. It will build on a world-leading birth cohort situated the 5th largest metropolitan district in England with high levels of deprivation, ethnic diversity, supported by a connected routine data infrastructure covering 600,000 citizens.
5. BiB has also developed an intervention called Digital Makers which will start in the Age of Wonder cohort and has brought together an international partnership chaired by Kersten England which includes C4, the BBC, the British Library as well as Lego, Raspberry Pi and Cisco. These partners are working to provide tech skills and training to every child in Bradford District.
6. Within Digital Makers is a creative proposition that this work will go beyond developing programming and coding skills and will create a new generation of digital creatives and storytellers in Bradford District.
7. This opportunity has fired the imagination of the Bradford cultural sector during the

creation of the District's cultural plan, screen strategy, Local Cultural Education Partnership and bid for City of Culture:

Culture is our Plan proposes an ambition that *“Our arts, culture and heritage will become part of the District's City of Research. We will use the unique data from Born in Bradford and our partnership with Bradford Institute for Health Research to prove the positive benefit of art, culture and heritage on everyone's lives”*.

Bradford 2025 identifies Digital Makers and the opportunity to evidence change and benefit to lives as USPs and competitive advantage to the Bradford bid. Legacy of City of Culture bids is an increasingly important aspect of assessment and Digital Makers not only offers a potential runway of activity up to the year and an explosion of opportunity in the year itself but also a sustained legacy after the year. The Bid plans to allocate a significant additional resource to amplify Digital Makers activity in 2025 – setting the target to actually engage EVERY child in the District.

Bradford Cultural Education Partnership (BCEP) aims to bring the District's independent cultural sector together with schools, with further and higher education and with the Careers and Technical Education Partnership. Working together, they will advocate for cultural and creative careers and maximise opportunities for young people across Bradford.

BCEP has also been inspired by Digital Makers and the development of Culture is our Plan and it now proposes to focus on creative digital skills within two major activity strands:

1. Digital Creatives would introduce creative skills to secondary schools in support of Digital Makers and the Culture is our Plan ambition to create an explosion of opportunity for young people in the District
2. Digital Storytellers would give families and primary-age children the opportunity to tell stories about the place they live and co-create a 'Bradford Curriculum' and connects strongly to the heritage and inclusion ambitions in Culture is our Plan

The District has commissioned a new Screen Strategy for Bradford which it intends to launch and action in 2021. “As Seen on Screen” has identified Digital Makers as a key potential partnership and means to develop the new voices of Bradford. It is likely that CMBDC & City Of Film will lead on this delivery and will do so in close collaboration with National Science and Media Museum (NS&MM)

Engagement with Arts Council England

ACE is excited to explore a significant bid for lottery funds in partnership with BIHR to deliver a longitudinal piece of research to evidence the impact of arts and culture.

The proposal is that this would be research the arts and creative intervention into Digital Makers across Bradford District from September 2022 through to 2030.

Partnership with scientists at BIHR and the focus on digital art and creativity in all forms also opens up the possibility of working at the incredibly dynamic interface between science, technology and art¹.

There is a great deal of work to do to shape and test a potential programme and bid but the opportunity feels significant to all concerned.

Timetable

- Programme proposal to Place Partnership autumn 2021
- Funding bids autumn / winter 2021
- Confirmation of resources spring 2022
- Mobilisation and recruitment summer 2022
- Work in schools commences September 2022

¹ [Ars Electronica](#)
[Atmospheric memory](#)
[ArtScience Museum - Exhibitions & School Programmes in Singapore \(marinabaysands.com\)](#)
[Transmediale for refusal](#)
[York Mediale - International Media Arts organisation in York](#)

