

Culture is our plan



A cultural strategy for Bradford District 2021–2031

Easy read summary





This easy read summary is about the new ten year cultural strategy for Bradford District. You can see the full version here.. (add link)



A strategy is a plan. It sets out the things we will do to make our district a place where culture helps everyone to live better and happier lives. Culture is about people's way of life. They express their culture through things like art, music, dance, theatre and film.



Culture is important in everyone's lives. It can help to make a big difference to the success and happiness of everyone in the district because it can also create jobs and attract people to visit. This is especially important as we start to recover from Covid-19.



To help us make this plan we spoke to people in the district. Most of them said culture was important to them, it makes Bradford District a better place to live and it improves their wellbeing.



Bradford District is the fifth biggest local authority area in England. We already have lots of great art, culture and heritage, including the National Science and Media Museum, The Alhambra Theatre, Salts Mill and many others.



Lots of young people live here, from different backgrounds and cultures. Many of them are creative.

But, we don't have the same funding for arts, culture and heritage as other places as big as Bradford District.



This means we don't have enough artists, arts centres, theatres, music and dance venues for everyone to be able to take part. Our council is now working to put money into our arts, culture and heritage sector and to persuade the government to do the same.



They believe it will help everyone to live happier and healthier lives. We have also launched our bid to become the UK City of Culture in 2025. This will help our plan to succeed.



Our Vision – This is what we want to happen by 2031

Bradford District's people are different and our district will offer the country different, new and exciting art, culture and heritage.



Bradford District will be a place to make new artworks, a place where everybody is known for their creativity and a place which will use science and research to prove the benefit art, culture and heritage has for everybody



- People to live happier and healthier lives. They will have better mental health, skills and jobs. They will live for longer



- Successful and diverse cultural and creative businesses that will last. They will help to bring jobs, visitors and money into the District

- Bradford District will be a place where people choose to come for cultural activities. Artists will choose to come here from around the world to make exciting shows, exhibitions and concerts.

Our Ambitions – These are the things we want to do



Having fun

We will have new events, festivals and celebrations. We will show that Bradford District has great things to offer and is a great place to live. It will be a place where national and international cultural events happen.



Creativity will be everywhere

We will celebrate the creative people on every street in the district. Our culture will happen in our homes, our mills, streets, markets, moors, and community centres and not just in our art galleries and theatres.



Creating an explosion of opportunity

We will work with families, schools, careers services, universities and colleges to have better training and employment opportunities for young people. We will encourage people to choose creative careers.



Bradford will know itself better

We will share the history of our district and of the many different people who live here. We will bring communities together and celebrate differences. We will not accept racism or discrimination.

Making the most of what we have



We will build on the great things we already have in Bradford District, such as restoring old buildings, making our high streets better, and having new ideas for empty spaces and others.



Making the most of who we are

The people in Bradford District are what makes our district so special. Our culture will represent the differences and diversity we have here and offer something for everyone.



Network capacity

We will work together and share the things we have like equipment, skills, and information. We will support and mentor each other as a creative community.

We will make sure that art, culture and heritage is thought about in everything from health to planning, education to transport.



Live Life Better

We will work with the experts at 'Born in Bradford' to prove the positive benefit that art, culture and heritage can have in everyone's lives.



Thinking Big

We will think big and be brave. We will encourage people to make bigger plays, exhibitions, films, and concerts across the district. Bradford District will become a place where artists from all over the country and all over the world want to come.



We will tell our own story

We will use our art, culture and heritage to help tell the world new stories about our incredible people and places. This will help us make Bradford District a better place. Other places in the country will look at us differently.

We will bid to be the UK City of Culture 2025 and people from all over the world will want to visit.

Our targets – these will help us to make sure we are doing what we said we would



We will:

- Give all children the chance to learn about the District and its story when they are at primary school



- Increase arts, culture and heritage activity in the district to make more jobs and have more visitors



- Have new projects that use the district's cultural and heritage assets
- Have the same amount of national investment as other places in the country



- Use the UN Sustainable Development Goals to help us plan our work and see how well we are doing



- Involve many people in the district with arts, culture and heritage activities
- Involve people who live in the poorest areas of the district with arts, culture and heritage activities



- Make sure more people than before will be satisfied with the range of activities in the area where they live. More people will feel that culture in Bradford District 'represents me and my life'

- Involve more people in arts, culture and heritage from different backgrounds and cultures



- Create new events and festivals that will attract people from all over the country and from abroad.

Bradford District will be UK City of Culture 2025.

Our plan



This is our plan and we will update it every two years. We will do this by talking to as many people in the district as we can. We will find out what people are enjoying and what people want more of.



We will share how we are doing and check to make sure we are meeting our targets.



Now that you know about the plan, we'd love for you to share it. Head over to our website and use the share links to help us make culture part of everyone's plan.



You can also find versions of the plan as British Sign Language as well as audio versions in English, Punjabi, Urdu and Polish on our website.

cultureisourplan.co.uk



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