

Report of the Assistant Director Sport & Culture to the meeting of Bradford South Area Committee to be held on 30th September 2021

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Subject: Update Bradford 2025 UK City of Culture bid and other cultural partnership opportunities in Bradford South

Summary statement:

This report outlines the current progress of Bradford's bid for UK City of Culture 2025 and further information on the arts, culture and heritage programmes taking place across the South area.

Bradford has formally submitted an 'Expression of Interest' to be the UK City of Culture for 2025. This important submission marks an important part of the bid process, and has secured cross-party support at the meeting of Full Council in July.

Alongside Bradford's UK City of Culture bid, the Council has also adopted an ambitious 10-year cultural strategy, 'Culture Is Our Plan', which aims to instigate more cultural investment and engagement across every part of the Bradford District.

Both the UK City of Culture bid and the 10-year cultural strategy present compelling opportunities for an enhanced cultural offer across all six wards in Bradford South.

Portfolio: Healthy People and Places

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Overview & Scrutiny Area: Regeneration and Environment

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EQUALITY & DIVERSITY:

Culture is our Plan directly supports all four 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 BMDC funding for arts, cultural and heritage projects

City of Culture directly supports all four Bradford Council equality objectives. Given the exemplary work of Coventry in embracing equality and diversity Bradford will need to set demanding targets. The 10-year Cultural Plan aims to improve diversity and representation across the district's cultural sector and in the Council's own cultural service provision. The bid team and steering group have embraced diversity and equality from day

1. SUMMARY

□ 1.1 Bradford is bidding to be the UK City of Culture for 2025, a bid which includes all corners of the Bradford Metropolitan District and seeks to be one of the most inclusive ever submitted. The Bradford 2025 team submitted a formal 'Expression of Interest' to the Department for Digital, Culture, Media and Sport [DCMS] in July.

1.2 There have been 20 Expressions of Interest submitted across all four nations of the United Kingdom and Northern Ireland. The full list of bidders for UK City of Culture 2025 are: Armagh city, Banbridge and Craigavon; the city of Bangor and north-west Wales; the Borderlands region, comprising Dumfries and Galloway, Scottish borders, Northumberland, Cumbria and Carlisle city; **Bradford**; Conwy county; Cornwall; Derby; County Durham; Lancashire; Medway; the city of Newport; Powys; Southampton; Stirling; the Tay Cities region; Torbay and Exeter; Wakefield district; the city of Wolverhampton; Wrexham county borough; and Great Yarmouth and East Suffolk.

1.3 Bradford's bid secured cross-party support at the meeting of Full Council in July, with a supporting letter signed by the Leaders of the Council's three main political groups submitted as part of the Expression of Interest. The bid has secured the backing, including financial support, of a number of major organisations and employers around the Bradford District including University of Bradford, Morrisons, Bradford Bulls, and Expect Distribution.

1.4 The Bradford 2025 bid team is anticipating that the DMCS will announce a longlist of places to move through to the next round of the competition in late September 2021. Upon longlisting, the Bradford bid team will embark on an extensive public engagement programme across the whole Bradford District, with events planned for every ward in Bradford South. Ward Councillors will be contacted directly about these public engagement events in due course.

1.5 Alongside Bradford's UK City of Culture bid, the Council has also adopted an ambitious 10-year cultural strategy, 'Culture Is Our Plan', which aims to instigate more cultural investment and engagement across every part of the Bradford District. Ensuring we have a geographic and demographic spread of activity with ambitious targets around EDI

1.6 As part of Bradford 2025's comprehensive public engagement work to share information about the bid and hear suggestions from Bradford residents and other local groups, the team will be visiting all 6 wards in Bradford South between late October and February 2022. The team is currently finalising plans to be at Sandale Community Centre, Roys, for the first of these community events in late October.

1.7 Bradford South Activity in 2021:

Summer Unlocked

Summer Unlocked was a district wide programme that saw arts and culture take over the streets of Bradford and bring new life into the wonderful communities and surroundings that had become our sanctuary during the Covid-19 Pandemic. In line with GOV guidelines, we wanted to ensure that our programme was safe and encourage localised activities to celebrate our revitalised sense of community spirit and bring joy to a range of space and places across the district.

Throughout Bradford South we had a range of bespoke and uniquely Bradford Arts and Culture activities which included Poetry workshops and performances from Tong Residence, Mini's transformed into a cinema celebrating local stories in Queensbury, Calligraphy workshops and performances in Wibsey, Chalk Street dancing in Scholemoore and pop-up art galleries and workshops across Holmewood.

Number of Commissions	8
Number of Artists	13
Number of Events	30
Art forms	
Literature, Dance, Visual Art, Digital Art, Projection, Music, Knitting	
Estimated Audience reach	3000

The cultural programme engaged with a range of people and communities – including families, those attending local pubs, people aged between 12 - 50 from Holme wood experiencing live poetry for the first time whilst also writing and performing their own poetry. The cultural programme reached and connected with wide range of people across the communities including the HAF summer of Fun Parks programmes.

Feedback:

Chalk Dance



Mini-Cini-Magic

“Excellent idea” “it’s so cool!” “I have a pub - can you bring this there tomorrow?”

Waggon of Dreams

“I can't recommend this show enough! I was lucky to see it in Wibsey park and it is one of the most interesting, fun and entertaining story's I have seen.”

“If this show comes to your area I really recommend checking it out!”

Grants Programme

Through the Regular Funded Grants programme Dance United and Artworks have worked on a joint project called Who is 'they'? The Project delivered 4 sessions with graffiti artist Chris Watson at TFD and The Valley Project in Holme Wood.

Through the Large Grants programme The National Literacy Trust "The Bradford Stories Bus will work with children and their families that live in some of the most disadvantaged wards of Bradford. Events, led by local artists from underrepresented communities and will encourage and inspire children to explore their creativity whilst building their literacy skills, supporting the development of the next generation of creatives in the district. This project will include working in Tong and Wibsey.

Winter Programme

Our full winter programme is still TBC, due to an outstanding funding bid. However, we will be delivering a light festival that transforms the City ward on the 5th and 6th November but also reaches across the district throughout October and November with a series of commissions and community commissions taking place to light up our local parks, streets, houses, walking routes etc. This is a chance to bring light and joy to our local communities. There will be 10 local community commission opportunities of 2k each, which will be funded in early October to successful applicants and will reach across the district.

The Light event will take place in City Ward on the 5th & 6th November and will be free to all. This will feature newly created Light installations for Bradford. With the addition of new light creations that have never before been seen outside on London.

Once we have clarity on the further funding, we will be exploring additional activity which includes further events, experiences, installations and heritage projects across the district.

2. BACKGROUND

A significant amount of cultural activity has also been undertaken across Bradford since the pandemic. In previous years an events budget was utilised to offer two major events that took place in City Park in the summer and winter. As part of the engagement of Culture Is Our Plan it was abundantly clear we needed a refreshed approach to the way we deliver and facilitate events and activity across the district. Projects like Response and Summer Unlocked are the initial efforts of trying to address the need to work in a more agile, responsive and hyper local way

3. OTHER CONSIDERATIONS

- Identify any other directly or indirectly related matters.

4. FINANCIAL & RESOURCE APPRAISAL

There are no financial issues arising

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risks arising out of the implementation of the proposed recommendations

6. LEGAL APPRAISAL

There are no legal issues arising

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 notes 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 the Council and City Region green targets for 2038 will also be a condition of future BMDC funding for arts, cultural and heritage projects.

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

N/A

7.3 COMMUNITY SAFETY IMPLICATIONS

The survey work that underpins the development of Culture Is Our plan showed that the majority of people in Bradford (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 BMDC

7.6 WARD IMPLICATIONS

Culture Is Our Plan seeks a more equitable distribution of cultural opportunity across the district and celebration of 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 up to 200,000 new cultural engagements across the district's most deprived wards over its ten-year life (Tong ward is one of featured ward areas in the programme) . Increased district-wide reach and impact will also be a condition of future BMDC funding for arts, cultural and heritage projects.

7.7 AREA COMMITTEE ACTION PLAN IMPLICATIONS

7.8 IMPLICATIONS FOR CORPORATE PARENTING

Children and young people are highlighted in the plan and are a priority for 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 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

None

9. OPTIONS

The document is prepared and an update

10. RECOMMENDATIONS

The Cultural Policy & Events team would welcome any feedback and suggestion of future working

11. APPENDICES

www.cultureisourplan.co.uk

12. BACKGROUND DOCUMENTS

NONE