

Report of the Strategic Director, Place to the meeting of the Regeneration and Environment Overview and Scrutiny Committee to be held on 22 March 2022

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Subject:

Culture is Our Plan

Summary statement:

This report provides a progress-so-far update on the first eight months of activity in regard to the new 10-year cultural strategy for the district.

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

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Portfolio:

Healthy People and Places

Overview & Scrutiny Area:

Regeneration and Environment

1. SUMMARY

A new cultural strategy for the district was highlighted to REOS in January 2021 and was launched in March 21.

A year on from sharing the draft this is an opportunity to share an interim update on progress against each of the 10 ambitions and actions that form the strategy in the eight months since the plan was adopted by the council executive and launched.

2. BACKGROUND

The Bradford Cultural Place Partnership commissioned the plan with support of BMDC and Arts Council England (ACE). BMDC head of cultural partnerships is now part way through a 2-year iterative process of delivering and measuring the impact of Culture is our Plan (CIOP). CIOP will have biannual year check-in point with the sector and public to be able to ensure that the plan is on track to deliver on its ambitions and targets.

3. PROGRESS REPORT

3.1 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

Progress to date

The Leap programme began operations in March 2020. Despite the limitations of COVID-19, the programme has made significant progress and is delivering on the ambitions of Culture is Our Plan, in particular amongst the District's most underserved communities. The Leap work and approach is being recognised nationally as having created innovative ways of empowering communities to lead and participate in arts and culture.

Key impacts to date include:

- Provided **£407,737 funding** - £321,671 to community-led arts projects and £86,066 to artist-led projects.
- Recruited and supporting **7 community-based partnerships**, delegating £175,000 in funds to enable communities to establish locally led arts and culture provision.

- Given work to **94 artists & creative professionals**
- Supported **106 people in our communities to lead** on cultural projects.
- Actively involved **14,210 participants** across Bradford & Keighley.
- **Reached 50,501** people as viewing audiences.
- Delivered **24 training sessions** to support people and their creative projects
- Provided **132** 1:1 support sessions to help projects start up and grow
- Supported **6 Community-Led Festivals**
- Facilitated **20 networking meetings**.

Delegating power

Community ownership of decision-making is at the heart of The Leap approach:

- There are **21** Members on its Creative Board providing strategic and policy advice.
- There are **46** Community Assessors who have been involved in deciding on grant allocations through **14 assessment panels**
- An Evaluation Steering Group helps steer programme evaluation

Resources

Levered match funding from ACE on Council investment, generating a total £1.4 million investment for community-led arts & culture, with additional funding secured of £1.3 million, extending guaranteed programme delivery by 1.5 years to March 2025.

Partnerships

52 partners spanning the public, private and VCS sectors are supporting The Leap delivery programme; creating a unique network of support for community led culture across Bradford District.

Diversity

- 17% of people supported and engaged are under 24
- 25% are aged 25-34
- 48% have White heritage
- 37% have Asian heritage
- 5% have Black heritage
- 5% have dual heritage
- 4% have a disability

3.2 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.

Progress to date

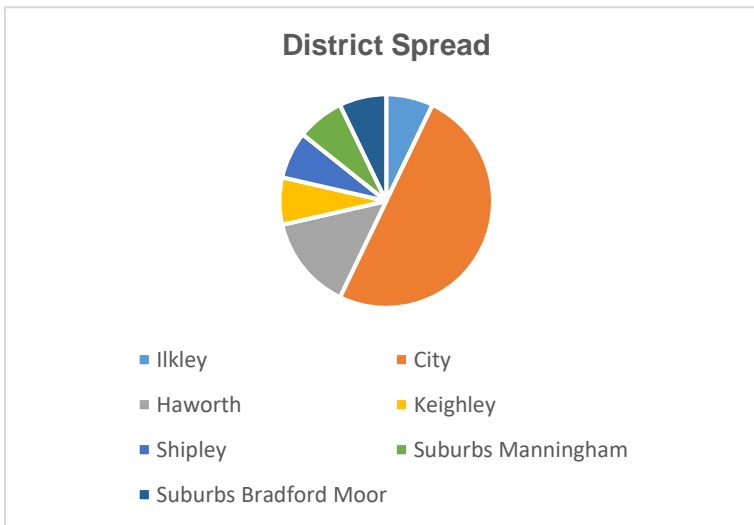
Cultural Place Partnerships has completed a first survey of district cultural capital projects. This shows:

- The district has a strong pipeline of relevant cultural capital projects.
- 14 projects are in feasibility currently with a total value of c£28m
- The projects cover a wide spectrum of cultural activity and representation

Activity	
Museum	4
Cross art form	3
Visual arts	2
Design	2
STEAM science , technology, engineering, arts & maths	1
Community	1
Dance	1

- Bradford Council is supporting 7 cultural feasibility studies to grow a pipeline of cultural assets across the District. One example is a maker's space in the basement of a mosque to develop the skills and confidence of young Asian men, using crafts and digital making as a tool for engagement. The availability of cultural capital to match local resources will help deliver these projects that include:
 - A new Art Hotel at the historic Wool Exchange building, securing the long term future of a heritage asset
 - A major redevelopment of Kala Sangam - the centre for interdisciplinary arts
 - 2 new performance spaces located in some of our most deprived communities from Thornbury to Idle

While there is a predominance of projects in Bradford city centre, there are credible



proposals for many other parts of the district

The potential projects offer a valuable range and scale of benefits

Outputs				
Jobs created	Artist days per annum	Performance days per annum	Exhibition days per annum	Education sessions
125	552	596	1985	3076

- Key capital developments that will address gaps and capacity in the district are already well advanced and timed to arrive prior to 2025. These include Bradford Live a new 4,000 seat music venue already on site and due to complete 2022, redevelopment of Kala Sangam arts centre at tender stage and due to complete 2023, creation of Keighley Creative arts hub has been awarded Towns Fund support and will complete in 2024 and National Science and Media Museum’s new galleries have confirmed National Lottery Heritage Fund (NLHF) funds and will complete in 2023. Both will address the district’s lack of contemporary visuals arts spaces in time for the year
- New partnerships with Channel 4 may well gather pace and deliver in time for 2025
- There are significant projects on the horizon which can form powerful capital legacy for 2025 too, such as Vintry House & City Hall.

The Place Partnership will provide oversight and coordination for cultural capital

projects development in the district. This survey will be updated regularly and reported back to Place Partnership every six months.

Ongoing responsibility for this work will be taken on by the culture team at CBMDC.

Place based investment and economic recovery

The Council awarded a £100k contact to a Bradford based collective to deliver a targeted, creative high street intervention on Oak Lane. Due to be completed in May/June 2022. People Make Place is a collective made up of Artists, designers and facilitators who have just entered the delivery phase of the Creative High Streets project on Oak Lane after a period of R+D and Consultation. The delivery is made up of a variety of interventions for Oak Lane High Street including murals, banners, site specific sculptures, and bringing Oak Lane in Bloom. All the activities and interventions have been designed after a period of engagement with local groups, residents and business owners to ensure the work is embedded.

Groups they are working with:

Milan Centre, Meridian Centre, Westbourne Primary, Cartwright Hall, Brick Box collective, Friends of Lister park, JUMP, Mi Chaii, Westbourne Community Hospital. Councillors they are working with Cllr Alex Ross-Shaw, Cllr Sarfraz Nazir, Cllr Sameena Akhta

Our nighttime economy needed investment even before the pandemic. It now needs even more innovative measures to stimulate cultural activity on our high streets. We have launched Nighttime Reps, a programme to recruit 5 x 18-30 - year-olds to work across the District to develop a nighttime economy manifesto for young people. This will be at the heart of a culture led nighttime economy working with the Business Improvement Districts and the town councils and support our ambition to be A UNICEF Child Friendly District putting young people at the heart of our decision making

3.3 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.

Progress to date

Small and Large Grants

Grant programmes were redesigned and relaunched are planned. 17 small grants and 17 large grants have been awarded since the launch in May 2021.

The projects we support now cover a wide range of cultural activity from festivals to photography exhibitions, film, theatre, music and heritage projects.

The programme also encourages individual artists to apply for funding and over the last 8 months we have supported 10 individual artists through our small grants programme. As part of both funding programme, we work to support diverse communities and are pleased to report that grant beneficiaries include South Asian Heritage Month, Black History Month, Windrush exhibition at Cartwright Hall, Intercultured Festival and Disability Month. In total 40% of awards have been made to diverse-led projects.

Regular Funded Grants

In August we launched our new Regular Funded Grants Programme 2022 – 2025. This provides revenue funding for three years to support ongoing delivery by key cultural partners. We were able to open this programme up to new applicants as well as established companies. Our new portfolio consists of 24 culture partners who will receive between £5,000 and £30,000 per year from a total fund of £335,000 per year. This investment is often used to match fund applications to Arts Council England and others and levers a significant return on investment into the district (previously £5 of ACE funds for every £1 of BMDC investment).

There are 10 organisations that are new to the portfolio. These include established key cultural assets like The Bronte Society and National Science and Media Museum (NS&MM) that the council now supports directly and a range of emerging and diverse cultural organisations that we are investing in to encourage activity across the district and their future growth and scaling up. This includes Keighley Creative, Bloomin Buds, People Powered Press and Tech Styles International. The geographical distribution of these new organisations is district wide:

Ward	Organisation
City	National Science and Media Museum
Heaton	Cecil Green Arts
Keighley central	Keighley Creative
City	Spin Arts
City / Saltaire	The Peace Museum
ShIPLEY	The People Powered Press CIC
ShIPLEY	509 Arts Ltd
Bowling and Barkerend	Tech Styles international
Worth Valley	The Bronte Society
Eccleshill	Bloomin Buds

Equitable leadership

BMDC has established an Equitable Leadership programme will provide financial investment and training to a number of key cultural organisations, festivals, events or networks in the district to support the development and diversity of leadership in our sector, providing opportunity and space for people who are currently underrepresented in the culture and creative industries. This investment will be the catalyst for change in the culture sector, with the ambition to raise investment into our diverse organisations from internal and external resources.

3.4 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.

Progress to date

Bradford's Cultural Voice Forum (CVF) is now a vibrant network of over 400 people who work in the Bradford District's cultural sector. The Forum is member led and exists to share knowledge, resources, and opportunities. It brings together independent professionals, organisations, and volunteers from across Bradford district at bi-monthly meetings to discuss key topics for arts and heritage.

CBMDC investment has supported a secretariat function to coordinate CVF and to deliver the ambition of the strategy will use the final year of current funding to secure the long term future of this critical network. This will be done through recruitment of a dedicated Co-ordinator who will:

- Sustain the delivery of regular CVF activity, organising and delivering a minimum of six full Forum meetings with the CVF Co-Chairs. These meetings should be a mix of in person and online events.
- Sustain regular communications with the forum membership and manage the forum website with support from Kala Sangam marketing staff.
- Consult with membership and stakeholders on future growth, role and remit of the forum.
- Develop and achieve agreement on a sustainable plan for the future to include:
 - Legal status
 - Governance arrangements and elections as required
 - Purpose, Mission and vision
 - Resource analysis

- Three-year activity plan and budget
- Devise a fundraising plan to ensure the sustainability of the Forum and secure funds for 2023/24 (at least). This may include establishing a membership model.
- Support recruitment of future staff or procurements of contractors as necessary.
- Oversee the election and induction of new co-chairs (and other governance structure as necessary).
- Represent and advocate on behalf of the CVF in the district, regionally and nationally and proactively seek out opportunity, regionally and nationally, to promote Bradford's cultural sector.

3.5 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*

Progress to date

Bradford's As Seen On Screen Strategy was released in 2021 with a view to helping the district claim a bigger proportion of the region's currently thriving screen sector, which is nationally now worth £6bn a year. Channel 4's decision to locate its national HQ in Leeds was due in part to the access Bradford's proximity afforded the channel in terms of young and diverse new audiences as well as undeveloped creative talent and locations. The screen strategy is designed to build on Bradford's UNESCO City of Film status but also to address the lack of investment in talent,

content and production from within Bradford. Bradford is more than a film set – and it has a diverse pool of young but raw talent.

Bradford is now working in partnership with Channel 4 to establish the first home for digital content makers: 'The Unit'. This will launch in March 2022 in collaboration with The Impact Hub and Keighley Creative, delivering a 12-month programme of support to create the next generation of content makers.

The Channel 4 partnership with Bradford will also provide a short form digital content fund to identify and support screen talent in the district, with creative input from the channel's commissioning team to help raise awareness of commercial and editorial practices. With an administrator and a programmer now in place, The Unit aims to connect people to the wider industry, nurture collaborative working practices and encourage screen content makers to share skills and co-develop their ideas.

Elsewhere the screen strategy is now being built upon at the National Science and Media Museum and the City of Film is also being reimagined. The associated FilmMakers25 mentoring programme (co-funded by ScreenSkills using BFI/Lottery Funds) now has 50 mentees, all matched with industry experts, and work is progressing to attract funds and incoming production companies to the district.

3.6 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.

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.

Progress to date

Funding from BMDC has levered in funds from Bradford Institute for Health Research and ACE to support a feasibility study into this unique project which has the working title of Digital Creatives. This project has been coordinated by Kathryn Penny from the NS&MM on secondment and has brought together national and district artists and researchers to work with teachers and young people to devise a proposal which can now be taken to ACE and other potential funders in 2022.

Rooted in the world-leading Born in Bradford longitudinal wellbeing study, Digital Creatives is a digital storytelling intervention for adolescent children (years 8, 9 and 10) in every secondary school in Bradford. Embedded in the curriculum, it will evidence the impact of engagement with arts and culture on improved health, wellbeing and life outcomes. Creative digital storytelling will enable young people to express all aspects of who they are, from their inner personal and home lives to

their wider cultural and ancestral lives, and allows them to understand, imagine and shape their futures as members of the local and global community.

At the heart of the project is an interdisciplinary 'Digital Creativity Studio' - a cohort of some of the UK's most exciting visual artists, creative technologists, theatre makers, poets, photographers, musicians, philosophers, coders, graphic designers, film makers, games designers, digital artists and writers. The Studio will work with Bradford Secondary schools and educators across the 7 year period to design and integrate a creative digital curriculum.

The myriad creative outcomes of this work will be brought together as Generate: A Festival of Digital Creativity in 2025, which will also include brand new commissions led by international artists, competitions, public art interventions and a programme of inspirational encounters with leading figures from the worlds of art and tech.

A team of researchers working across clinical medicine, social sciences and arts-evaluation will gather evidence for the impact of participation in the Digital Creatives project on adolescent mental health and wellbeing.

The project will be taken forward by Born in Bradford as part of their Age of Wonder work and applications for funding submitted to ACE and others with an anticipated start of work in district schools in January 2023, building up to a peak of activity in 2025.

3.7 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.

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.

Progress to date

Bradford Cultural Education Partnership (BCEP) has secured a new chair - Nathan Kelly, Dean of School of Art at Bradford College and revised its governance to reflect strands of activity in support of the strategy, securing new and expert chairs of working groups for each strand to form a leadership group alongside the chair.

BCEP is implementing plans to diversify and strengthen BCEP membership going forward including new partnerships with other district strategies including the CTE (Careers and Technical Education Partnership (CTE): Creative, Digital and Arts)

BCEP is now fundraising to create a new dedicated role of Partnership Coordinator to diversify our membership, secure new partnerships and deliver future funding to support each strand of our activity and to ensure the sustainability of the BCEP.

Support from BMDC of £15,000 aims to lever ACE funds of £40,000 and a contribution of £5000 from Bradford School of Art.

BCEP aims to:

- Work with city and regional partnerships to support independent strategic projects and to deliver three strands of activity (Cultural and CCI (?) advocacy, Digital Creatives, Digital Storytellers)
- Ensure that every child and young person in Bradford has the chance to create, compose, perform, visit, experience and participate in arts creative, cultural and digital work and to build future skills, understand and review the experiences they have had.
- Bring the arts, culture, heritage, creative industries, employers and education sectors together to offer a consistent and high-quality arts, creative and cultural education for all children and young people.

The Partnership will:

- Drive the creation of a joined-up local arts, creative, digital and cultural offer
- Promote the value of arts, creativity and culture particularly in and out of schools, with colleges, heritage venues, museums, employers and stakeholders
- Share resources where possible and use creative and digital arts to bring people, employers and communities together

Through the coordination of the core strands of activity BCEP will bring about a more coherent and visible delivery of creative, digital and cultural education across the district and through the partnership.

The core strands of activity have been shaped through the district-wide consultation and research. Informed by the development of Culture is our Plan, The Bradford Producing Hub, the Bradford Creative People and Places programme and the bid for UK City of Culture 2025, BCEP will work proactively to provide support and guidance to enable the development and delivery of:

1. Digital Creatives

A seven-year, creative skills intervention in secondary schools across the whole district as part of the district-wide, Wellcome-funded 'Age of Wonder' initiative at Bradford Institute of Health research and in partnership with City of Bradford Metropolitan District Council, Bradford Culture Company who are leading the bid for UK City of Culture 2025, Arts Council England and in support of the district's new screen strategy.

2. Digital Storytellers

Will be a creative skills intervention into primary schools and with families across the district developed in partnership with Historic England and others to enable children to learn about the place in which they live and to capture and share

their own stories of their Bradford as part of developing a new 'Bradford Creative Curriculum'

3. **Advocacy and visibility**
Proactive leadership with partners in primary, secondary, further and higher education and in the cultural and creative industries sector in the district to ensure that cultural and creative opportunities for young people are joined-up, pathways clearly signposted and role-models are highlighted to ensure children, young people and families know about the wealth of creative educational opportunity across the district and how to access them.

3.8 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.

Progress to date

Summer and Winter Unlocked was a programme developed to support the freelance cultural sector, providing engaging activity at a hyper-local level in our neighbourhoods and encouraging footfall back into our city centre and towns. The programmes supported 55 new commissions, 100 days of delivery, reached 25 wards and engaged more than 50,000 people across the district.

Examples of this excellent work are Front Room Poetry in ASDA Car, Kapaw's 'Mayflower' a water ballet in Kala Sangam car park, Jane Hair the Brontës re-imagined in a Bradford Hair Salon, Persian Paddle Boarding, Peaceartists street band on a narrow boat on Leeds & Liverpool Canal, Horse & Cart dance performance in Lister Park and Bowling Park, Bull and the Moon flamenco dance show for children in Lister Park and Bowling Park, a mosque transforming the garden into a community art gallery with art produced by local residents.

Bradford is LiT festival placed beautiful light installations across the whole district,

intriguing the public and gaining significant positive media attention for the district.

Highlights included:

- Presenting Dan Archers *Borealis* in City Park. The only chance to see this amazing northern lights-inspired installation in the UK were in Bradford and then in London. It attracted significant increased footfall to the city centre with 20,000 audience members visiting Bradford City over on Friday 5th & 6th November.
- Music and calligraphy and break dancing revitalised parks across the district.
- Holmewood & Manningham celebrated the wonderful local community with a range of art workshops and exhibitions in community spaces.
- Music took over a range of performance locations including bandstands, streets and pubs with our Buskival festival

3.9 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.

Progress to date

Bradford Council in partnership with The Leap has succeeded in gaining a strategic investment of £207,400 from National Lottery Heritage Fund to deliver a number of related project strands designed to explore new approaches to developing and funding community Heritage projects, stimulate conversations around heritage, and create a coherent action plan for supporting and developing the heritage sector and heritage activity across the District.

The funding was sought because the process of co-creating Bradford's 10-year

cultural strategy, Culture is our Plan, revealed that Bradford residents felt that heritage was very important to them, was a key element of what made Bradford special, and they wanted it valued and celebrated.

Devolved funding from NLHF to CBMDC's cultural grants programme and the Leap will help us reach into grass-roots communities to demystify heritage and surface the heritage that lives and thrives in those communities but is largely unrecognised as "heritage" within them and invisible outside them.

CBMDC have begun to assess projects under their ring-fenced small grants for Heritage pot (£50,000). Small grants range from £250 to £1,500. We have invested in community organisations Bradford Moor PASS and Windrush Generations to surface and develop new projects so that individuals and groups can make applications to Bradford Council's small grants programme. One aim of this work, apart from encouraging and celebrating the intrinsic value of this rich heritage, is to grow project development capacity at grassroots level and ultimately lead to more activity and more projects being developed to a level at which they can attract larger funding from a range of funders.

Socially engaged Artists-in-Residents, will animate conversations around the future of City Hall - what does it mean to Bradford's residents and what do they want from that major civic building? - have been contracted and start their project mid-March. They are Rosie Freeman and Harry Jelly, from Brick Box albeit acting as independent artists, and Shiraz Ali, designer and architect from Shiraz Ali Design, working together to bring their respective expertise to bear. They will be in residence in City Hall until Mid-July.

The Leap has launched their devolved grants programme (£60,000) and their community development workers have begun working to surface Heritage projects in their communities and helping groups send individuals to develop the projects ready for application to The Leap's assessment round in the Summer - projects to be delivered by December 31. They are working under the guidance of newly-appointed Heritage Development manager Aisha Khan.

Heritage Action Plan consultants from Heritage Lincolnshire are currently doing consultations and workshops with the heritage and related (e.g., library) sectors to develop a plan for bringing coherence to the wide range of heritage initiatives that exist in Bradford, identify synergies, and gaps, and make recommendations for appropriate structures, tools and resources to grow heritage activity in the District.

The consultants are currently completing a first draft which will go out for review by mid-Feb - aiming for a final draft by end April (to allow time to include emerging info from Artists-in- Residents in City Hall).

A key objective of the overall programme is to capture the learning that arises from these new ways of funding Heritage - and other key learning about the state of the heritage sector in Bradford, participation (and barriers to participation) in heritage activity across the District) and the extent to which we succeed - or are likely to succeed - in stimulating heritage activity and building resilience and new energy in the sector. Freelance evaluators Ruth Melville Research have begun work on building evaluation into the design and early implementation of all strands of the

project to ensure the ultimate summative evaluation gives us the learning we need.

3.10 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'.

Progress to date

In October 2021 Bradford became one of eight cities to be longlisted for the UK City of Culture 2025. The other places longlisted are Armagh, Cornwall, Derby, Durham, Southampton, Stirling and Wrexham.

Bradford's full bid for UK City of Culture led by Richard Shaw at Bradford Culture Company was subsequently submitted to the Department of Digital, Culture, Media and Sport (DCMS) on Wednesday 2nd February.

Regardless of the result the process of bidding for UK City of Culture has been a positive experience for Bradford, bringing the City together like never before. We have the need, commitment and capacity to deliver a successful UK City of Culture year in 2025 and believe that we would be the most impactful choice to address levelling up. There will be calls for it to go to Scotland, Wales or the South but we believe that the time is right for Bradford.

The City of Culture expert advisory panel and the DCMS will now be assessing the bids and the key dates going forward are:

- W/b 21st March 2022: Announcement of shortlist of up to 4 places
- W/b 2nd and 9th May 2022: Expert advisory panel city visits to shortlisted places
- Mid May 2022: Face-to-face presentation to the expert advisory panel in Coventry
- End of May 2022: Announcement of the next UK City of Culture for 2025

Over the coming weeks, there will be several high profile events taking place across the district:

- Meal One. A new family show from 509 Arts based on the children's book by Ivor Cutler and Helen Oxenbury. Touring the UK including 3 performances at the Alhambra Studio on
- Saturday 26th February.

- Following Threads. A new exhibition opens on 26th February at Bradford Industrial Museum
- showcasing the inspirational work of thirteen of Keighley Creative's resident artists on the theme of industrialisation and the environment, inspired by the museum collections and the environment of the district.
- The Mills Are Alive. An epic projection show by the Brick Box will illuminate Lister Mills' chimney on the evenings of 3rd, 4th and 5th March 2022.
- Bradford meets Coventry. On 5th - 6th March 100 young people from across the district will be travelling to Coventry to visit the current UK City of Culture, organised in partnership with Bradford Council Youth Service.

How can you help

Your support and advocacy for the bid is hugely important. We ask you to share your enthusiasm for the bid on your digital platforms and across your professional networks in the coming weeks. All eyes will be on the Bradford bid in the weeks and months ahead and, if you can, we ask you to please do tag in @bradford2025 and use the hashtags #Bradford2025 and #CityOfCulture2025 if you can.

Please don't hesitate to get in touch if you would like any further information from the Bradford 2025 team.

You can reach us on info@bradford2025.co.uk or 01274 800551.

4. FINANCIAL & RESOURCE APPRAISAL

There are no financial issues arising.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risks arising

6. LEGAL APPRAISAL

There no legal issues arising.

7. OTHER IMPLICATIONS

7.1 SUSTAINABILITY IMPLICATIONS

All projects will adopt the UN SDGs and work to further the council sustainability goals, training etc and work with Jamie S

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

- Assessment of the impact of all recommendations on the Council's own and the wider District's carbon footprint and emissions from other greenhouse gasses. Contact the Environment & Climate Change Manager on 07582 109030 for further guidance.

7.3 COMMUNITY SAFETY IMPLICATIONS

There are no community safety issues arising

7.4 HUMAN RIGHTS ACT

There are no human rights act issues arising

7.5 TRADE UNION

There are no trade union issues arising

7.6 WARD IMPLICATIONS

The plan aspires to improve the distribution of cultural opportunity and investment across the whole district and into every ward

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

N/A

7.8 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE

Providing opportunity for children and young people is at the heart of the plan

7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

There are no data protection issues arising

8. NOT FOR PUBLICATION DOCUMENTS

N/A

9. OPTIONS

Members may wish to comment on any aspect of the report

10. RECOMMENDATIONS

That Members comment on any aspect of the report

11. APPENDICES

N/A

12. BACKGROUND DOCUMENTS

[Culture is Our Plan](#)