

# Report of the Strategic Director Place to the meeting of Bradford South Area Committee to be held on 27<sup>th</sup> October 2022

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### Subject:

Bradford 2025 UK City of Culture update and other cultural partnership activities in Bradford South

### Summary statement:

To provide Bradford South Area Committee with an update regarding UK City of Culture 2025 and other work the council's Culture & Events Team are supporting across the Bradford South Constituency

### EQUALITY & DIVERSITY:

**Culture is our Plan** directly supports the Council's 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 Bradford Council's equality objectives. We will embrace equality and diversity and we 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 Bradford 2025 team and steering group have embraced diversity and equality from day one.

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### Portfolio:

**Healthy People & Places**

### Overview & Scrutiny Area:

**Regeneration & Environment**

## 1. SUMMARY

- 1.1 This report seeks to update Bradford South Area Committee regarding Bradford's designation as UK City of Culture 2025 and other work the council's Culture & Events Team fund and support across the Bradford South Constituency.

## 2. BACKGROUND

### UK City of Culture 2025

- 2.1 In early 2021 running alongside Bradford's UK City of Culture 2025 bid campaign, the Council 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.
- 2.2 On 2 February 2022 Bradford submitted its bid to be UK City of Culture 2025. Followed on 18 March 2022 by the announcement Bradford was through to the final stage of the competition being one of four places on the shortlist for UK City of Culture 2025, selected from eight long-listed locations, from across the UK.
- 2.3 On 10<sup>th</sup> May 2022 the UK City of Culture special advisory panel came to Bradford. The panel of judges, led by Sir Phil Redmond, took a guided tour of the district – meeting artists, young people, businesses and community leaders to hear why they thought Bradford should be UK City of Culture 2025.
- 2.4 On 31<sup>st</sup> May 2022 Bradford was revealed as the winner of the hotly contested competition live on BBC The One Show by Secretary of State for the Department of Digital, Culture, Media and Sport (DCMS), Nadine Dorries.
- 2.5 The landmark year is set to deliver more than 1000 new performances and events including 365 artist commissions, a series of major arts festivals as well as exciting national and international collaborations. Its themes will be rooted in the unique heritage and character of Bradford and will reveal the magic of the district that is held in its people, its ambition, and above all, its potential.
- 2.6 This prestigious title is anticipated to bring about the following benefits as part of Culture is our Plan, the district's 10 Year Cultural Strategy:

	<b>Legacy impacts by 2030</b>
New Jobs created	6,868
Total visitors to district	16,325,641
Visitors spend	£689m
Total jobs in CCI and VA sector	43,239
Total GVA	£2.44bn
Additional GVA	£365m
<b>Return on CBMDC Investment</b>	<b>£26 to £1</b>

- 2.7 In addition, the City of Culture bid has already generated unprecedented positive media coverage with 469 editorial pieces since 2019 generating an editorial value of £1,497,820 and a reach of more than 712 million views. Recent examples include a 12-minute promotional feature on BBC Radio 4 Front Row featuring a diverse range of voices from across the district. The Guardian continues to release positive stories on a regular basis.
- 2.8 Bradford 2025 operates as a Cultural Trust, working intrinsically with the council, in particularly its Culture & Events Team. Bradford 2025 led by Richard Shaw, previously Bid Director and currently Interim Director who following the designation immediately set about recruiting an executive team comprising Creative Director and Executive Director. The following appointments were subsequently announced with both parties anticipated to be fully in post before the end of 2022:
- Shanaz Gulzar, nationally-acclaimed artist, producer, presenter and former chair of Bradford 2025 – who played an instrumental role in the district’s winning bid campaign – has been appointed as Creative Director.
  - Dan Bates will take up the role of Executive Director from his previous role as Chief Executive of Sheffield Theatres – drawing on his expertise developing world-class programmes for major cultural institutions.
- 2.9 Recruitment exercises have also begun for a number of other essential roles such as an Interim Fundraiser and administrative support. Over the next two years the number of posts will increase and is expected to reach between 80 – 100 staff when the delivery team is at full complement for 2025. The new Bradford 2025 executive team are currently developing their staffing structure and programme.
- 2.10 In order for the council to be able to deliver and maximise on the title, consideration is now taking place about how we build an internal team with the right roles and responsibilities for the period leading up to and during 2025. We are looking and learning from the arrangements other successful UK Cities of Culture put in place in respect of city readiness, capital implementation and support for the council’s own direct contribution to programme. Consideration is also being given to how essential council services can work to best support both the lead up to and the year itself.
- 2.11 On 5<sup>th</sup> September the council held its first UK City of Culture 2025 Readiness Workshop at St Georges Hall for its Senior Leadership Team and key partners such as Health and Police. It will continue to hold regular workshops and operational meetings of this nature between now, throughout 2025 and beyond in terms of legacy.
- 2.12 We will need an aligned approach to culture, place marketing and investment to ensure we make the most of the opportunities UK City of Culture 2025 will bring to our district and the wider economy. At Executive on 7<sup>th</sup> June 2022 it resolved to support recommendations to invest in a Place and Investment Marketing Partnership for the district.
- 2.13 **BD25 Consultation in Bradford South Constituency**  
Much of the consultation in respect of the UK City of Culture 2025 Bid took place for a district-wide audience, for example the vision consultation in 2020, the work of the Young Ambassadors and programme round tables. Participation was recorded on a district wide basis and the team spoke to over 10,000 people about the bid and what they would like to see happen if we won the City of Culture title.

2.14 Six public engagement sessions took place in Bradford South between November 2021 and March 2022. Due to Covid restrictions three of these had to take place online. The sessions were advertised on BD25 social media channels with sponsored posts, and in the T&A. The Bid Team also held stalls at the Morrisons stores on Mayo Avenue and Cutler Heights and spoke to around 50 people at each.

2.15 Many conversations with individuals living or working in Bradford South about the bid took place, including with the following organisations:

- Black Dyke Band
- BorgWarner Ltd
- Bradford Bulls
- Bradford Curry Project
- Covid 19 United Art Project
- Expect Distribution
- Freight Train
- Hope Park Business Spaces Ltd
- Imaje Recruitment
- Mezzanine Arts Depot
- Queensbury Tunnel Society
- RPP Management Ltd (Rex Procter)
- Sandale Community Trust
- Scholemoor Beacon
- Solenis
- Swirl Education
- Tapestry Arts
- TL Dallas
- Topic Folk Club
- Yorkshire Water

2.16 **BMDC Culture & Events Team**

The council's Culture & Events Team is a small team, currently responsible for the following work streams in addition to its support and development work with Bradford BD25:

- Cultural Programme of Events & Festivals
- Cultural Grants Programme
- Cultural Partnerships

2.17 **Cultural Programme of Events & Festivals**

A new Festivals programme has been developed to support a range of festivals & events across the district whilst offering the opportunity to drive footfall into key locations across the district, increase economic growth and provide a range of free and affordable cultural activities.

2.18 This programme is partly delivered directly by BMDC Culture & Events Team and partly via cultural and community partners to develop a relevant and vibrant cultural offer for Bradford District. Our Festivals and Events that have been delivered available for the constituents of Bradford South includes:

**BD: Is LiT 2021**

A district wide Festival of Light. Bringing to life our streets, community centres, shops and bus stops using light installations. With a number of commissions taking place directly in Bradford South including Tapestry Arts light beacon, lighting up the icon mill tower. Estimated attendance 1000.

BD: Is LiT culminated in a festival across the city centre of free light art with 25,000 attendees from across the wards in the district attending.

**Art in't Park 2022**

A Free family arts event with workshops and performances taking place across parks in Bradford which has included an event in Harrold Park in July 2022. Estimated number of attendance 200.

**BD: Festival 2022**

A new free family festival using theatre, dance, poetry and art to bring to life the streets of the Bradford. Free for all the attend the Festival reached over 15,000 people across the district in August 2022.

2.19 **Cultural Programme**

Summary of grant funding support for Bradford South Constituency:

<b>3-year grant funding</b>		
	<b>No. of projects</b>	<b>Total Value</b>
2019 / 2020 – 2021 / 2022	3	£62,500
2022 / 2023 – 2024 / 2025	4	£65,000

<b>Other grant funding</b>		
	<b>No. of projects</b>	<b>Total Value</b>
2021 / 2022	10	£54,142*
2022 / 2023 (to 30-Sep-22)	6	£21,900

\* includes BD: Lit which is funded every two years. In 2021/2022 this equated to £18,900 for 4 separate projects in Bradford South Constituency.

2.20 Please see Appendix 1 for further details of funding of activities in Bradford South Constituency.

2.21 The above projects took place in/across wards: Tong, Great Horton, Royds, Wyke and Queensbury.

2.22 An example of a funded project in Bradford South Constituency is:

***'If's, But's and Two Coconuts'*** by K2 Media is a comedy documentary exploring what it means to belong to a culture. The budding film makers have been given the opportunity to produce their short film thanks to a film grant awarded by Channel 4 and Bradford Council in June 2022. Their film, which has worked with a Bradford based cast and crew, seeks to explore how young people from the South Asian community tackle being multiculturalism, taking inspiration from other travel documentaries such as Romesh Ranganathan's 'Asian Provocateur'. With a base on Great Horton, the

filmmakers hope that this film will propel their companies film related work and allow them to create other short content films to showcase Bradford and to tell its unique history and story.

### 2.23 Cultural Partnerships

A significant number of partnerships have been developed by the Culture & Events Team, many alongside Bradford 2025 and the wider cultural sector. These include:

- **Bradford Cultural Education Partnership (BCEP):** A working/collaborative group which aims to 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.
- **Cultural Voice Forum:** Bradford's Cultural Voice Forum is a facilitated network of over 300 people who work in the Bradford District's cultural sector. It is a member-led organisation that exists to share knowledge, resources, and opportunities, bringing together independent professionals, organisations, and volunteers to discuss key topics for the sector across Bradford.
- **Channel 4:** This collaboration is intended to help facilitate and further the vision of the Bradford Council Screen Strategy. Channel 4 and Bradford Council work together to ensure that there is a joined up approach to the local screen sector, to stimulate local screen production and to nurture local creative talent with extended partners and various stakeholders. This partnership has given rise to 'The Unit' (an open access workspace to support the network, learning and production of screen and gaming talent in the region), a short content filmmaking grant scheme and a filmmakers mentoring programme.
- **Digital Creatives:** Working in a new cross-sector partnership between NHS, Bradford 2025, Bradford Council, Born in Bradford, The National Science and Media Museum and Arts Council England, Digital Creatives will facilitate work between 1200 teenagers in Bradford, exceptional digital media artists and data scientists to co-create new work and evidence the impact of creativity on their lives through world-leading research.
- **British Council:** The Culture & Events Team is developing a partnership with the city of Roubaix in northern France in collaboration with the British Council.
- **Music Network** – A network of key partners including venues, artists, music promoters, BCB Radio, Music Leeds, artist management and Bradford College. The group has identified 3 key strands of work: supporting emerging music scene; building networks with venues, artists and music industry professionals and building the live sector.
- **Clean Slate Filmz** – International film production company Clean Slate has partnered with Bradford Council in support of its Screen Strategy to provide development opportunities for the regional screen talent through grant funding and internship placements.

### 2.24 The LEAP our Creative People and Places programme

The Leap are an Arts Council People and Places programme, funded by Bradford Council. The Leap aims 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 the featured ward areas in the programme). To date, through its programme it has

provided £345,126 funding, £500,126 to community-led arts and culture projects and £102,066 to artist-led projects.

2.25 One incredible example of work in Bradford South includes Holmewood Collective activities led by United Art Project. Over the course of the programme which takes in 2022/23 includes:

- Providing 3 unique arts sessions across the ward area including Picasso paint sessions during summer 2022.
- A pop-up Art Exhibition at Bradford Cathedral – (early September 2022) featuring art works from those who took part in sessions across the summer.
- Industry workshops (6th Oct 2022) – including set design and face painting taster session. Member of the Holmewood community in addition to others from wider afield i.e. Wyke target to attend this event.

2.26 The programme continues to provide unique opportunities for local people to engage and participate in art and art experiences. Growing confidence in its participants who have themselves gone on to apply for funding via the BMDC grant programmes and The Leap's programmes to develop new community led artistic projects.

### **3. OTHER CONSIDERATIONS**

There are no other considerations arising at this time.

### **4. FINANCIAL & RESOURCE APPRAISAL**

There are no financial or resource issues arising from this report

### **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

No risks arising now

### **6. LEGAL APPRAISAL**

There are no substantive legal issues arising from this report

### **7. OTHER IMPLICATIONS**

#### **7.1 SUSTAINABILITY IMPLICATIONS**

The District Plan, fundamentally supported by Culture is Our Plan, sets out the strategic partnership ambition for sustainable development, endorsing the Sustainable Development Goals and the ambitions to secure wellbeing, resilience and sustainable prosperity for residents, communities and organisations. It sets a medium to long-term agenda to 2025 and towards 2040 to enable and accelerate the transition to a more sustainable future. Members (October 2021) passed a

resolution taking forward the District as the UK's leading clean growth city district. This is a fundamental approach to creating a sustainable and inclusive economy that works for everyone. The transitioning, investment and practical delivery of more sustainable ways of living, working and doing business lies at the heart of reshaping the district for 2030 and beyond. These ambitions and benefits hold true in success and fail scenarios with the necessity and opportunities for creating a more viable, resilient and prosperous district being politically and organisationally mandated. The Cultural Strategy underpinning and unleashing the creative potential of people, places and communities lies at the heart of the district's long-term success for the benefit of present and future generations.

## **7.2 GREENHOUSE GAS EMISSIONS IMPACTS**

N/A

## **7.3 COMMUNITY SAFETY IMPLICATIONS**

### **Culture is our Plan**

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.

### **UK City of Culture 2025**

A significant growth in the cultural sector will attract much increased numbers of visitors, particularly in our urban centres - often during the darker evening hours. Partnership work to assess the actual safety and also the 'feeling' of safety in key locations in our urban centres and other key cultural sites to identify areas that may present a greater risk.

The programme should work alongside the Community Safety Partnership to assess the risk of certain crime types such as acquisitive crimes, particularly in



locations which may evolve with cultural development.

A full range of measures to improve safety should be considered – whether this be physical measures such as lighting or cutting back vegetation, greater enforcement measures or ‘re-claiming’ sites with ‘Environmental Visual Audits’, for example, making areas less attractive to criminals.

Partnership work with the Bradford City Centre Community Safety Partnership and Bradford BID to support the application for ‘Purple Flag’ status to make the City Centre a more attractive place for visitors will help achieve a greater recognition and increased confidence in Bradford as a safe place to be.

#### **7.4 HUMAN RIGHTS ACT**

There are no issues arising from this report.

#### **7.5 TRADE UNION**

There are no Trade Union issues arising from this report.

#### **7.6 WARD IMPLICATIONS**

The information in this report is relevant to wards in Bradford South Constituency.

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 the 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 (for reports to Area Committees only)**

None, the updates given in this report support the Area Committee Action Plan.

#### **7.8 IMPLICATIONS FOR CORPORATE PARENTING**

Children and young people are highlighted in the district’s cultural strategy 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**

There are no issues arising from this report.

## **8. NOT FOR PUBLICATION DOCUMENTS**

None

## **9. OPTIONS**

None, this report has been prepared to provide an update to Bradford South Area Committee.

## **10. RECOMMENDATIONS**

That the Area Committee note the content of this report. The Culture & Events Team welcome any feedback and suggestion of future working.

## **11. APPENDICES**

- Appendix 1 – BMDC Culture & Events Team funding of activities in Bradford South Constituency.

## 12. BACKGROUND DOCUMENTS

- Culture is our Plan – the cultural strategy for Bradford District 2021 – 2031  
[www.cultureisourplan.co.uk](http://www.cultureisourplan.co.uk)
- 'How do we maximise the legacy of UK City of Culture bid?' 7<sup>th</sup> June 2022  
Executive Report and appendix 'Proposal for Bradford Place Marketing and Investment Partnership'