

Bradford district: Bradford UK City of Culture 2025

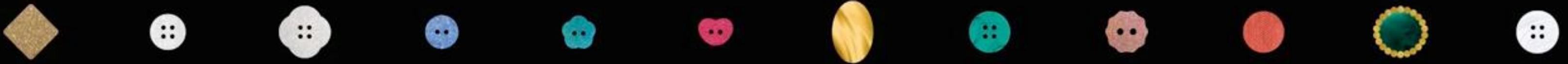
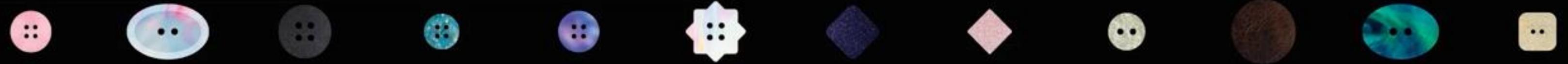
City of Bradford
Metropolitan District
Council (CBMDC)

Date
15 March
2023

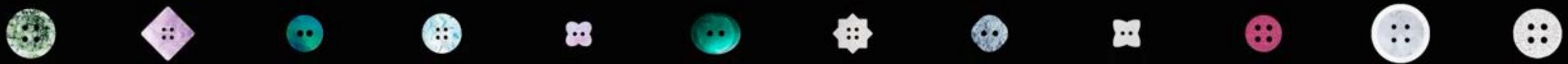
Joel McKay

Cultural Partnership Manager





We're Bradford, we're different, and we know who we are, do you?



We're Bradford, we're different, and we know who we are

**We're as
unique
as a jar of
buttons***



**Globally connected
through a longstanding
history of migration;
36% ethnic minority;
over 150 languages;
City, suburbs, towns
and villages; two
thirds rural.**

***from Bombay Stores**

**“We’ve history and savvy
and the know-how we
need – fix it with training
and a mind to succeed.”**

1

INSPIRE THE NEXT GENERATION TO USE THEIR VOICE FOR POSITIVE CHANGE

@rapforgooduk

Funded by: **THE LEAP**
In partnership with:
BRADFORD DISTRICT COUNCIL
BRADFORD METROPOLITAN DISTRICT COUNCIL
ARTS COUNCIL ENGLAND

Bradford Producing Hub

bdproducinghub.co.uk

Ignition

with **Rikki Beadle-Blair**

27th October 6pm - 8pm on Zoom



SOUTH SQUARE





Zara, by Mind the Gap

The story describes the life of a mother with learning disabilities and her fight to protect her baby, with the puppet standing at 22ft (6.7m).

Mind the Gap is England's leading learning disability performance and live arts company



The five driving principles of our bid for City of Culture 2025 were:

→ Our bid will be distinctively Bradford.

→ Our bid will be inclusive to all the people of Bradford District, reflecting the rich diversity of our communities.

→ Our bid will succeed by developing a range of collaborations and partnerships to encourage participation. In particular, it will reach young people and people who don't currently see arts and culture as something for them

→ Our bid will be of the highest quality and forge links with local, national and international partners.

→ Our bid will be an agent of real and lasting change far beyond 2025.

The award





1000 new performances and events including 365 artist commissions, a series of major arts festivals as well as exciting national and international collaborations.



	Legacy impacts by 2030
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
Return on CBMDC Investment	£26 to £1

What we are doing now



**Shanaz Gulzar – Creative
Director**

**Dan Bates – Executive
Director**



Bradford South Asian Festival



Vince Virr, dance artist and aerialist



District readiness

→ Ensuring the 'Cultural Capital' – key event locations – are ready for 2025

→ The preparation of a detailed project plan that will seek to ensure that the city is prepared and dressed in advance of 2025

→ Review of cleansing and waste across the district in order to be prepared for 2025 and ensure a high standard of cleanliness

→ Review of all proposed maintenance programmes to ensure they maximise the impact on appearance of the City Centre, key routes into and key locations across the district.

Legacy



The legacy of UK City of Culture and Culture is our Plan.

2.

→ Create an exceptional year-round programme of festivals and events

→ Children and young people

→ Place Marketing

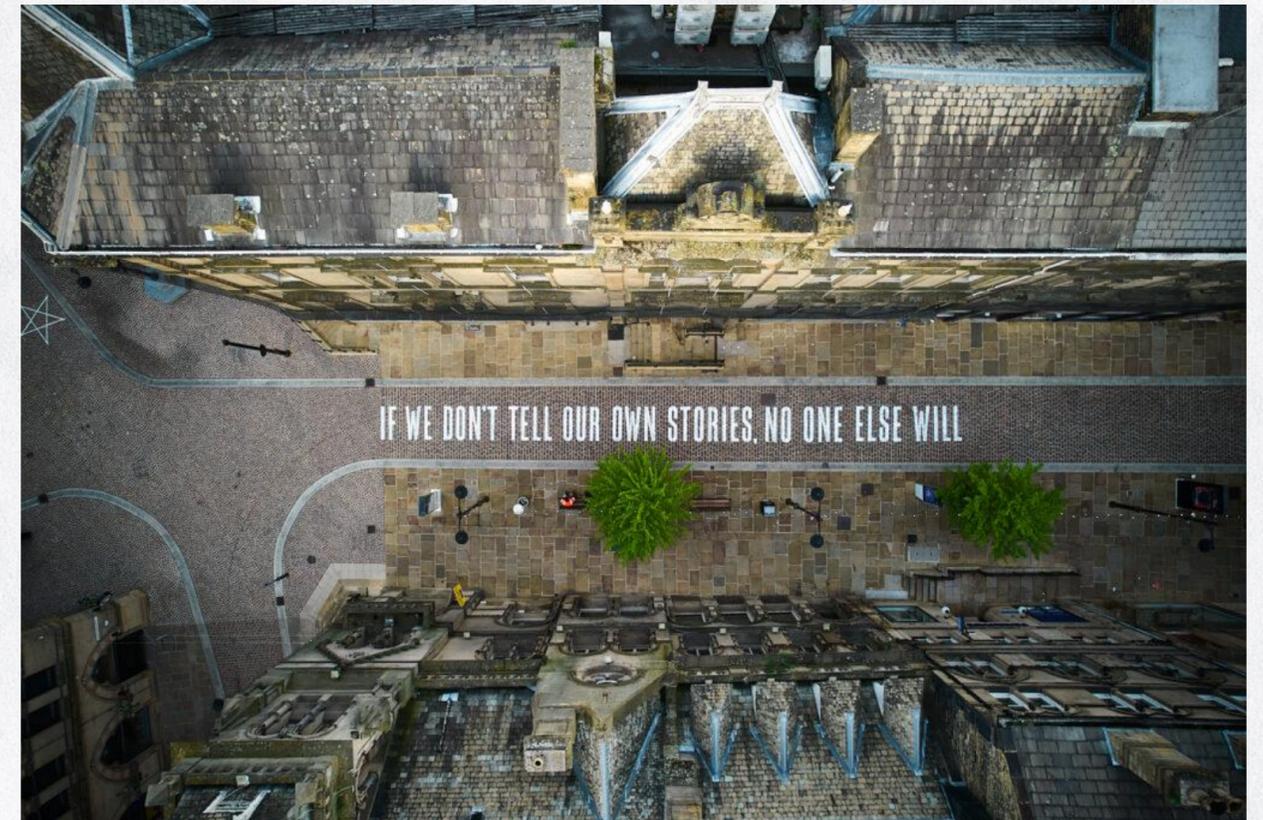
→ Investment in Sector support agencies

→ Community ownership

→ Direct Independent Sector support

→ Cultural capital projects and public realm improvements

→ CBMDC Culture team



Thank you

