



BRADFORD 2025

UK City of Culture

Relevance is Everything



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Programme Director



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Why should anyone care?

Serious challenges of inequality and poverty

Low skill and low wage economy

Some of the lowest levels of cultural investment per capita

Low opportunity and low social mobility

Grossly misrepresented as a district



- **Consulted with 7000 people**
- **180 events and roundtables**
- **Youth ambassadors**
- **1700 resident surveys**
- **Invited ideas**









WELCOME

HOME

Sexy!

Programme Criteria

Audience: The work should demonstrate a strong understanding of the district's internal and external audiences, considering their needs, interests, and diverse backgrounds; actively seeking to engage, inspire and connect with them.

Representation: The work should demonstrate representation, including the diversity of the creative team, ideas explored, stories being told, and the audiences it seeks to engage.

Relevance: The work should be relevant to the district, communities, contemporary issues, and balance local and international outlooks to ensure relevance to the broader world.

Impact: Work should have the potential to demonstrate lasting impact on audiences, the creative sector and Bradford's reputation in the world beyond 2025.



The Beacon

Wibsey Park, Bowling Park,
Cliffe Castle Park and Lister Park

Community Connectors





Cinema for all



Meet Our Mothers

Deepa Mann-Kler

Nisbet Road Tailors Shop

Zain Ali





PLAY

ARCADE, The Herd, Woodland Tribe,
Play Bradford and The Linking Network



**New Focus:
Bradford Young Curators**



Digital Creatives



Penguin Books Partnership



Sing, Dance, Leap



Bradford Made



**Bradford 2025 Apprentices,
Young Creatives and Youth Panel**

Young people

Education, skills and training



Right/s

Common Wealth

A DJ is seen from behind, wearing a dark jacket and a beanie, standing at a DJ booth on a stage. The DJ booth is equipped with two turntables, a mixer, and various cables. In the background, a large, dense crowd of people is gathered, many with their arms raised. The scene is illuminated by bright, golden pyrotechnics that create a shower of sparks, and blue laser lights cut through the air. The overall atmosphere is that of a high-energy night festival.

Bassline Symphony

Jamie Duggan, DJ Q & TS7, Katie Chatburn,
Orchestra of Opera North and Tanya Vital



Big Brass Blowout

Black Dyke Band and special guests

RISE

Steven Frayne (formerly known as Dynamo)
and Kirsty Housley







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