

MEDIA INFORMATION

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Youth is on Bradford's side as new team set to drive bid for UK Capital of Culture 2025

Youth, cultural experience and Bradford roots are the hallmarks of the new recruits that are now part of the team that will power Bradford's bid to be UK City of Culture for 2025.

All current Bradford residents the new recruits to Bradford 2025 team are Si Cunningham, Hunnan Haider, Jack Lynch, May McQuade and Pakeezah Zahoor. They bring to the team wide experience from several of the district's most significant cultural organisations including Mind The Gap, Bradford Literature Festival and The Brick Box.

Each will play a vital role in working with communities across the district to engage local people in a conversation about Bradford 2025's ambitions and plans. They will be listening to ideas to understand what activities will bring people together in a unique celebration of the distinctiveness of the district for the 2025 bid for City of Culture which will be delivered to Government in 2021.

The youngest city in the UK* - 29% the population is under 20 and nearly a quarter are under 16 – Bradford is also one of the most diverse communities in the UK. The team will help to shine a light on the cultural life of the district, planning new work that reveals authentic and uniquely Bradford stories, developing regional, national and international collaborations, and amplifying a wide range of different contemporary voices from across the district.

May McQuade (30) and Pakeezah Zahoor (29) will work together as Programme and Community Co-ordinators across Bradford. Their roles are to ensure that local people's voices and ideas are deeply connected with and integrated into the Bradford 2025 bid. May will work part time, simultaneously continuing her role as Creative Engagement Coordinator at Mind The Gap. Pakeezah, who previously worked in a community engagement role at Bradford Literature Festival and for The Science Museum Group, joins Bradford 2025 in a full time role.

Si Cunningham (33), Communications & Bid Development Manager, has worked as a journalist for several national titles and has served as the Chair of Bradford Civic Society since 2017. Si is a Director of Bradford Business Improvement District as well as a member of Bradford Economic Recovery Board. In this new full-time role, Si will work with partners, stakeholders and organisations to devise and deliver a compelling bid, manage large scale research programmes and collaborate with a wide range of people and groups regionally and nationally.

Research Intern Hunnan Haider (28) joins the team full time in a fixed term role with support from the University of Bradford, strategic partner of the 2025 bid, where he studied Marketing, graduating earlier this year. Hunnan will lead on database compilation, undertaking research and analysis on a district-wide workforce study, the creative and cultural industries research programme, the impact of tourism and the visitor economy and audiences & participation research.

Marketing and Campaign Co-ordinator Jack Lynch (27) will work part time for Bradford 2025, in addition to his work for The Peace Museum and Compass Live Art. Part of the team that delivered the Southbank Centre's WOW festival in Bradford, Jack has been working in arts and cultural marketing for several years and has strong experience across digital engagement, marketing and communications and campaign delivery.

Bradford 2025 Bid Director Richard Shaw commented: "Following the recent announcement of the new Board directors and new Chair of the 2025 bid I'm delighted to welcome this astonishingly talented team to the Bradford City of Culture bid. I'm absolutely confident that we have in this team some of the next generation of cultural leaders of this district. And for the youngest city in Europe it's absolutely right that the future of the bid should be in the hands of these exceptionally talented young people - individually they each bring unique qualities to the bid, collectively they're a winning team, I couldn't be more proud to be working with them."

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For more information, images or interviews please contact Anys Williams at Anita Morris Associates on Anys@anitamorrisassociates.co.uk / 01943 603311 / @AnysAMA

NOTES TO EDITORS

Bradford 2025 is the city's bid to be UK City of Culture 2025, the bid will be submitted in 2021. Awarded every four years by Government the UK City of Culture title has had a transformational impact on previous host cities, securing millions of pounds of investment and acting as a catalyst for creative place-making and culture-led regeneration. Bradford joins a number of cities and areas competing for the title, with Lancashire, Medway, Gloucester and Southampton also having announced their intentions to bid.

<https://bradford2025.co.uk/>

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<https://www.bradford.gov.uk/media/3712/children-young-people-and-families-plan-2017-140317.pdf>