

Contact
Anys Williams or Olivia Rhodes at Anita Morris Associates
Anys@anitamorrisassociates.co.uk / Olivia@anitamorrisassociates.co.uk / 01943 603311
18 February 2021

Bradford 2025 appoints Youth Ambassadors to spread the word to thousands of young people across the district as bid for UK City of Culture accelerates

Eight ambitious young people aged between 17-25 have been recruited by the team behind Bradford's bid to be UK City of Culture 2025 to rally more than 2,000 young people across the district behind the bid, to ensure that the creative and bold ideas of Bradford's youth are playing a pivotal role in the shaping of the bid programme. With 29% of its population is under 20 and nearly a quarter under 16, Bradford is the youngest city in Europe, and the support of young people will be vital for a successful bid.

The eight representatives were recruited late last year from the Covid Young Ambassador group who are currently working for Bradford Youth Service. They are:

- **Hannah**, a 16-year-old student at Hanson School, also working as a young COVID ambassador.
- **Laura**, an 18-year-old student.
- **Leon**, an 18-year-old COVID youth support worker who aims to become a full-time youth worker.
- **May**, an 18-year-old sixth form student with plans to study psychology at University.
- **Nikodi**, a 20-year-old COVID Ambassador for the Bradford Youth Service.
- **Ross**, a 25-year-old youth ambassador involved in A.W.A.R.E (Airedale and Wharfedale Autism Resource).
- **Sarah**, an 18-year-old youth worker.
- **Zuzana**, an 18-year-old youth support worker.

Through a series of activities, campaigns and workshops including social media quizzes, social media takeovers and a mural design competition to name just a few, the ambassadors will explore what young people across the district want to see and their hopes for 2025 and beyond.

May McQuade, one Bradford 2025's Programme and Community Co-ordinators who will be working closely with the young ambassadors, comments: "The restrictions in place due to Covid have hit our young people hard. With freedoms removed and many still trying to maintain their education from home, the youth of Bradford have had a tough year and

looking towards the future feels difficult at times. It's really important that young people across the district are heavily involved in the bidding process and that their ideas are heard. By working with the youth ambassadors, it helps us to make sure that every young person in Bradford feels confident that the bid is working FOR them and gives them a future in their home city that they can be excited about."

The young ambassadors will be advising the 2025 team and will be invited to take part in consultation sessions. At the end of the project in April, the group will find creative ways to share the work that they have done and will highlight their key suggestions and recommendations for next steps of the bid.

ENDS

For more information, images or interviews please contact Anys Williams or Olivia Rhodes at Anita Morris Associates on Anys@anitamorrisassociates.co.uk / 07909 151441 olivia@anitamorrisassociates.co.uk / 07970 591426

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/>