

MEDIA INFORMATION**FINAL****June 2021****The Broadway, Bradford announced as Founding Partner for
2025 bid**

The Broadway, Bradford has been announced as the latest Founding Partner supporting the City of Culture bid as the race for the 2025 title ramps up.

The shopping centre has a strong track record of championing cultural activities in the city with a regular programme of events, exhibitions and art installations including a spectacular rainbow light installation last year to thank NHS and key workers for their efforts during the Coronavirus pandemic.

The Broadway has been a keen supporter of Bradford's 2025 ambitions since the city announced its intention to bid last year.

Ian Ward, General Manager at The Broadway, Bradford and Chair of Bradford Bid, commented: "The Broadway is delighted to be a Founding Partner in the Bradford 2025 Bid. A successful bid would showcase Bradford as the culturally diverse, exciting and youthful city it is, plus our flourishing arts scene and inspiring heritage sites would receive the recognition they deserve to in turn, drive visitors to the region.

"Winning the bid would be a huge boost to Bradford and the surrounding region; from significantly increasing the job market, to boosting the city's hospitality and

retail sector and supporting the wider economy's recovery following the pandemic."

The Broadway also plays a major role as a community hub and in 2020 scooped two coveted Purple Apple merit awards – which recognise effective retail destination marketing within the UK retail property sector – for campaigns that brought the local community together. These included its 'Eid Celebration Weekend' and the pioneering 'We are Bradford' initiative in collaboration with the BBC which aimed to change perceptions of the city by collecting 'real life' stories of people from across the district.

Pakeezah Zahoor, Programme & Community Co-ordinator at Bradford 2025 added: "We are thrilled to welcome The Broadway, Bradford as a Founding Partner for the Bradford 2025 Bid. The centre not only brings together people from Bradford and beyond, but through its cultural and charitable activities it celebrates what makes the district so distinctive and this chimes perfectly with our bid campaign. The Broadway joins us at an exciting time as we get ready to formally submit our intention to enter the City of Culture 2025 competition next month."

Cllr Si Cunningham, who is the Bid Development Manager for Bradford 2025 said: "The team at The Broadway share our vision for a rejuvenated city centre with a world-class cultural offer at its heart. A successful City of Culture bid promises to create the perfect conditions for retail, leisure and hospitality destinations such as The Broadway to thrive, and we are enormously grateful for their support."

Bradford will join other bidding cities from around the UK in submitting their official intention to bid on July 19th. Six longlisted cities will be announced in September 2021, and then a final shortlist of three cities will be revealed in March 2022 before the winning city is crowned in May 2022.

Businesses and organisations of any size and any location can get involved and help to support Bradford 2025 in a variety of ways including sponsorship and partnership packages. To find out more email mick.chandsoor@bradford2025.co.uk.

Notes to Editors

Twitter: @Bradford2025

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Website: www.bradford2025.co.uk

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/>