

## CONTACT

Anita Morris or Deborah Hastie at Anita Morris Associates  
[anita@anitamorrisassociates.co.uk](mailto:anita@anitamorrisassociates.co.uk) | [Deborah@anitamorrisassociates.co.uk](mailto:Deborah@anitamorrisassociates.co.uk) |

## MEDIA INFORMATION

June 2021

### **Momentum continues for Bradford 2025 as another major founding partner is announced**

Bradford 2025 is delighted to announce Emerald Group as its latest Founding Partner supporting the City of Culture bid for the 2025 title.

The new partnership with the Bingley-based global publishing giant is being supported through the Emerald Foundation, the charitable arm of Emerald Group. The Foundation was established in 2008 by Keith Howard OBE, who wished to support charities in West Yorkshire where the company was founded. The Foundation was created to cope with the enormous number of requests received from charities each year and aims to support four main areas: performing arts, sport, animal welfare and education.

Vicky Williams, Chief Executive at Emerald Publishing, commented: "As a business that was founded in Bradford over 50 years ago, we are very proud of our roots in a city that is creative, inclusive and rich with culture, as well as being unashamedly itself.

"Emerald was launched by a group of academics at the Bradford Management Centre back in 1967 with an ethos to change lives through

research and learning, and that ethos is still at our heart today. We are passionate about supporting education and employment in the city, with partnerships including the One in a Million Free School, CentrePoint and the University of Bradford.

"We are excited to see how the city is working to bring together the diverse voices of everyone who lives here, to show the rest of Europe what makes Bradford special and a real destination. As a local employer, we see first-hand the talent and potential in the city. Winning the bid would be a complete gamechanger for Bradford's future, and we are extremely proud to be a founding partner."

Mick Chandsoor, Head of Partnerships at Bradford 2025, added: "We are absolutely delighted to welcome the Emerald Group as a Founding Partners for the Bradford 2025 Bid. The Foundation's aims are very much aligned with so much of what we are trying to achieve across the District with culture, performing arts and education at the very heart of the Bid.

"We have an incredibly strong line up of Founding Partners emerging with a real depth and breadth of businesses from across the District supporting the bid. There is real momentum building now and the recent "Culture is Our Plan" launch for Bradford is huge and shows the city's cultural vision and ambitions for the next ten years, which we are very excited to be part of."

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](mailto:mick.chandsoor@bradford2025.co.uk).

## **Notes to Editors**

Twitter: @Bradford2025

Facebook: [/bradford2025](#)

Website: [www.bradford2025.co.uk](http://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/>

## **About Emerald: [www.emeraldpublishing.com](http://www.emeraldpublishing.com)**

Emerald Publishing provides a range of publishing services to help researchers tell their story in a meaningful and timely way, providing innovative tools and services to build confidence and capability in impactful research. As a proud signatory of DORA, Emerald is committed to establishing new pathways to impact, making research more accessible, and helping communities make decisions that change their world for the better. For over 50 years Emerald's core purpose has been to champion fresh thinkers and help them make a difference so that little by little those in academia or in practice can unite to bring positive change in the real world. Emerald Publishing is delighted to be named Independent Publisher of the Year and Academic and Professional Publisher of the Year in the Independent Publishers Guild 2020 Independent Publishing Awards.