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MEDIA INFORMATION FINAL

BRADFORD BUSINESSES JOIN FORCES TO BOOST UK CITY OF CULTURE BID

Businesses from every corner of Bradford district are coming together to back its UK City of Culture 2025 bid, with a further eight new corporate partners joining the campaign.

There are now more than 35 companies officially supporting the bid, covering a broad range of sectors from hospitality and retail to property and financial services.

Joining as Bid Champions is the UK's largest Asian department store, Bombay Stores and Platinum Partnership Solicitors, which offers specialist legal services for businesses and individuals throughout the UK.

The Bradford 2025 team has also welcomed a raft of new Bid Partners including leading international infrastructure group Balfour Beatty and integrated project and programme management consultancy Faithful+Gould. Representing the finance sector are independent firm of chartered accountants, Naylor Wintersgill and Sovereign Health Care, one of the UK's leading cash plan providers which has been based in Bradford for more than 148 years. New Premium Club Member, LCF Law, has offices in Bradford, Leeds, Harrogate and Ilkley.

Representatives from each organisation came together at the Great Victoria Hotel, which has also joined as a Bid Partner, to network and share their hopes for winning the City of Culture contest which could positively impact businesses across the district.

Commented Daniel Kirkham, General Manager of the Great Victoria Hotel: *"We were thrilled to host the new corporate partners and speak to like-minded companies who understand how the City of Culture title could offer major opportunities for the business community. We know the designation has attracted millions of tourists for previous host cities, and more visitors means more people spending money in the city and beyond which will be an economic boost for the whole district."*

Adds Saleem Kader, Managing Director of Bombay Stores: "We're proud to be from Bradford and any opportunity to put the city on the map and showcase just what makes the district so special can only

be good for business. As we head toward the next stage of the contest, we need to show that it's not just the cultural community that's backing the bid, the business sector is fully behind it too. It was great to meet some of the other partners and we look forward to working together to showcase just why Bradford deserves to be the next UK City of Culture."

In July 2021, Bradford district was officially named as one of 20 UK cities bidding for the title, the highest number of entries in the competition's history and a resounding show of confidence in the transformational impact the designation can afford. The longlist of cities through to the next round is expected to be announced at the end of September.

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

Facebook: [/bradford2025](https://www.facebook.com/bradford2025)

Website: www.bradford2025.co.uk

Bradford 2025 is the city's bid to be UK City of Culture 2025. 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 district's bid is backed by [Bradford Metropolitan District Council](#) with the [University of Bradford](#) as a strategic partner.

Bradford 2025 is driven by the Cultural Place Partnership which includes Bradford Council, University of Bradford and other representatives of the cultural sector and national funders. The bid forms part of [Culture is Our Plan](#) – Bradford Council's cultural strategy until 2031.

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Corporate partners for Bradford UK City of Culture 2025 bid include:

FOUNDING PARTNERS

- Emerald Group Publishing
- Telegraph and Argus (LOCALiQ)
- Rushbond
- Morrisons PLC
- Broadway
- Bradford Bulls
- Jinnah

BID CHAMPION

- ITC
- Platinum Partnership Solicitors
- Bombay Stores
- Regency

BID PARTNERS

- CityFibre
- Exa Networks
- Schofield Sweeney
- Bradford City Football Club
- My Lahore
- Muse Development
- Arup
- Bradford Bid
- Welcome Yorkshire
- Naylor Wintersgill
- Expect Distribution
- Great Victoria Hotel
- Yorkshire Building Society
- Balfour Beatty
- Faithful+Gould
- Sovereign Health Care