

MEDIA INFORMATION

8 October 2021

Bradford named as one of eight longlisted places through to the next round of the UK City of Culture 2025 competition

Bradford is through to the next stage of the competition to host UK City of Culture in 2025.

The Secretary of State for the Department of Digital, Culture, Media and Sport (DCMS), Nadine Dorries, has announced that the district is one of eight longlisted places selected from a highly competitive and far-reaching field of 20 locations from across the UK.

Culture Secretary Nadine Dorries said: *"Culture is for everyone, regardless of their background and I'm delighted that the bids from our eight longlisted places will help areas across the UK level up by increasing access to culture."*

"I wish all our successful bids luck in the next phase of the competition. Bradford's bid showed huge promise and I look forward to seeing what they have in store."

This marks a major milestone for Bradford which has committed to embedding culture in the district's inclusive growth as part of a 10-year cultural strategy, 'Culture is Our Plan'.

Responding to the longlist announcement, presenter and artist **Shanaz Gulzar - Chair of Bradford 2025** said: *"We're thrilled to have made the longlist for UK City of Culture 2025. The competition is about to ramp up and we are completely focused on creating the best possible bid – a winning bid – with and for the district. Bradford district is changing fast and we want to use our rich cultural heritage, our storytellers, our innovators and our diverse young population to create a bid that is both recognisably Bradford and a new story written on our own terms. We're in this to win."*

Cllr Susan Hinchcliffe – Leader of Bradford Council said: *"Thousands of people across Bradford, Keighley, Ilkley, Shipley and Bingley have been involved in getting the district to*

this point. To be selected for the longlist of eight is a massive show of confidence in all that we've done together."

Winning the UK City of Culture title will be a game-changer for Bradford, putting the district firmly on the national and international stage. A City of Culture designation brings considerable long-term benefits including increased employment, new investment, enhanced skills, renewed pride, greater cultural capacity and more opportunities to participate in arts and cultural activities.

Preparations for Bradford 2025 to date already have generated a new confidence in the area's creative sector which has secured £2 million for The Leap, the city's Creative People and Places programme, and £1.5 million for Bradford Producing Hub – one of only two pilot projects in the UK receiving funds to develop local talent.

The district is also set to benefit from a number of major cultural capital projects currently underway including a new 4,000 capacity music venue, Bradford Live, due to open next year; the £23 million flagship Darley Street Market including a 750-capacity venue; the National Science and Media Museum's new galleries and the Transforming Cities £50 million public realm enhancement programme.

Beyond the cultural sector, Bradford 2025 already has created new partnerships between the public and private sectors, with more than 35 businesses across the district including The Broadway, Morrisons, Jinnah Group, Rushbond PLC and Yorkshire Building Society coming on board to champion the bid. The campaign also has seen new levels of collaboration between University of Bradford and Bradford Council.

David Potts, CEO of Morrisons said: *"People are increasingly aware of Bradford's potential and that's good for residents, good for businesses and good for visitors. Local people will benefit hugely from the opportunities, not to mention the incredible experiences, of a year-long City of Culture celebration. We are looking forward to supporting the bid over the coming months and creating awareness of the campaign amongst our thousands of customers as well as our colleagues across the district".*

Bradford 2025 Bid Director, Richard Shaw, said: *"Our focus now, alongside creating a winning bid, is to ensure that everyone - all local people from every corner of the district – joins us to make ours the most inclusive, most imaginative bid.*

Now that we're officially on our way to creating 'BD25' – an extraordinary and dynamic destination where great things can happen, we need the help of everyone in the district. We want to create a programme that is unique to Bradford, to build 'BD25', a new place and time

where difference is celebrated, where we relish diverse views, where creativity can flourish and thrive.”

The longlisted places must now submit their final bids in January 2022. Local people can get involved in shaping the themes and cultural activities for Bradford 2025's final bid submission and everyone is encouraged to attend one of the community events that are now taking place in every ward across the district.

The winner of the UK City of Culture 2025 competition will be announced in May 2022.

- Ends -

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Notes to Editors

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Bradford 2025 is the district'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.

In July 2021, Bradford district was officially named as one of 20 UK locations 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.

Eight longlisted locations were announced by the DCMS in October 2021 and include Armagh City, Banbridge and Craigavon, Bradford, Cornwall, County Durham, Derby, Southampton, Stirling and Wrexham County Borough.

Up to four places will be shortlisted in March 2022 ahead of the winning location being announced in spring 2022.

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

FOUNDING PARTNERS

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

BID CHAMPIONS

- ITC
- Platinum Partnership Solicitors
- Bombay Stores
- Regency Hall

BID PARTNERS

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