

MEDIA INFORMATION

Bradford wins UK City of Culture 2025

The Bradford district has been named UK City of Culture 2025.

The winner of the hotly contested competition was announced live on BBC 1's The One Show today (**Tuesday 31st May**) by the Secretary of State for the Department of Digital, Culture, Media and Sport (DCMS), Nadine Dorries who said: *"Congratulations to Bradford, which is a worthy winner of UK City of Culture 2025. Art and culture should be accessible to everyone and this prestigious title will help Bradford deliver unforgettable events for communities on their doorstep. There was stiff competition and I thank County Durham, Southampton and Wrexham County Borough for their excellent bids. Coventry has shown us how powerful the UK City of Culture title is at boosting investment, attracting visitors and leaving a lasting legacy for local people."*

Bradford will now receive £275,000 in initial seed funding to make sure the city can hit the ground running and get the wheels in motion early as it develops its plans for 2025. This grant will help pave the way for a year of unforgettable cultural activities and events.

Responding to the announcement, **Shanaz Gulzar TV presenter, artist and Chair of Bradford 2025** said: *"This fantastic result is down to the ambition, belief and hard work of thousands of people across the district who were behind our bid. We are thrilled that Bradford district has been chosen as the next UK City of Culture. This is a huge opportunity to celebrate our extraordinary cultural heritage and for our young, diverse population – who have been so involved in shaping our bid – to become leaders and changemakers and begin a new chapter in our story. Bradford has been overlooked and underestimated for so long – it's now our time to shine."*

Bradford district's year of culture is set to deliver more than 1,000 new performances and events including 365 artist commissions, a series of major arts festivals and major national and international collaborations. Its themes will be rooted in the unique heritage and character of Bradford and will reveal the magic of the district that is held in its people, its ambition, and above all, its potential.

West Yorkshire Mayor, Tracy Brabin, said: *“I am absolutely delighted that the Bradford district will be the UK’s City of Culture in 2025. No city deserves this more. The entire year will be a fitting showcase for the incredible cultural and artistic talent in this amazing city. The City of Culture judging process has also helped us to highlight the breadth of talent and the vibrant cultural offer throughout West Yorkshire. There’s no doubt we have some of the finest creative and cultural talent, events, festivals, and destinations anywhere in the UK.”*

Cllr Susan Hinchcliffe – Leader of Bradford Council added: *“We’re delighted that our district has been recognised in this way. Being UK City of Culture brings with it so many opportunities for people not only in terms of creativity and culture, but also for employment, attracting inward investment, boosting the local economy and opening up opportunities for young people to enhance their skills. The way that people from across the district have got behind the bid and the confidence people are now starting to show, the Bradford district has started to come to life like never before.”*

Winning the UK City of Culture title is a game-changer for the Bradford district - which includes Bradford, Keighley, Ilkley, Haworth, Shipley and Bingley - putting it 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. It is estimated that the UK City of Culture 2025 title could bring an extra £700m into Bradford district, creating 3,000 jobs and attracting around 1.1m visitors by 2030.

The announcement of the winner is the culmination of a three-year long campaign for the Bradford district which announced its intention to bid for UK City of Culture status in the summer of 2019. Since then, Bradford 2025, in partnership with Bradford Council, has backed a series of ground-breaking projects which offer a glimpse into what its City of Culture year could look like. This includes a new public artwork programme; Bradford is LIT - a light festival visited by more than 20,000 people last November; The Mills Are Alive in Manningham, a large-scale projection show which illuminated the iconic chimney of Lister Mills, as well as Filmmakers 2025 and more.

Preparations for Bradford 2025 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. Earlier this year saw the launch of ‘The Unit’ in the city, a new resource for filmmakers, a partnership with Bradford Council backed by Channel 4 as part of its ongoing partnership and investment in the district. The facility is the first milestone in an ambitious 10-year vision for the screen sector in the district, as set out in Bradford Council’s ‘As Seen on Screen Strategy’.

Partners from every sector of the business community have come on board as official supporters of the bid including Bradford Bulls, Emerald Group Publishing, Group Alfa, Jinnah Group, Morrisons, Rushbond PLC, The Broadway and Yorkshire Building Society. The

campaign also has seen new levels of collaboration between University of Bradford and Bradford Council.

David Potts, CEO of Morrisons, said: *"We are thrilled that Bradford district has won the UK City of Culture title for 2025. Morrisons is rooted in Bradford and we are proud to have supported this bid from the outset. This win is wonderful for our colleagues and customers across the district. We look forward to playing our part to ensure 2025 is a memorable year for Bradford."*

A Bradford 2025 transition team will now kick-start a recruitment drive to appoint a Creative Director and a Managing Director to lead the delivery of the district's bid. The roles are set to be in place during 2022 with recruitment of a wider delivery team to follow.

- Ends -

Images: Download images which represent Bradford's cultural landscape here:

<https://www.dropbox.com/sh/cre38f10lfey68m/AAA5rzuvQbflLLqrkcMjOYSDa?dl=0>

Bradford reaction to win at City Park (Credit Karol Wyszynski

<https://www.dropbox.com/sh/j1oqcmh0hi93dw1/AAAf7wSbyAYZCpsvIHuqAvACa?dl=0>)

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Notes to Editors

Twitter: @Bradford2025

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

Website: www.bradford2025.co.uk

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.

Four shortlisted places were announced on Saturday 19th March including Bradford, County Durham, Southampton and Wrexham County Borough. Bradford was named the winner on 31st May 2022.

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

FOUNDING PARTNERS

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

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
- West and North Yorkshire Chamber of Commerce