



# BRADFORD 2025

## UK City of Culture

### **Creative Practitioner FAQs**

#### **What do you mean by 'Creative Practitioner'?**

You may be an artist, a performer, a creative writer, a director or producer. You may work creatively in a non-traditional way, as a curator, an activist, a baker or maker, a designer or stylist, playworker or entertainer. If you have learnt a particular skill at which you are adept and you creatively adapt what you do to meet the needs of individuals or individual projects, then you are probably a creative practitioner. If you're not sure, then get in touch and talk us through what you do.

#### **What is Socially Engaged Practice?**

Participatory Art is when a professional artist works in collaboration with people who are not professional artists.

Socially Engaged Practice is Participatory Art that sets out to have a positive impact in places, and with people, who don't usually take part in arts projects and who are generally underserved by government funding and services. Socially Engaged Practice is led by the needs, strengths, desires, and ideas of the people the artist is collaborating with, and by the places they live, throughout the process from concept to outcome.

#### **Do I need to live in Bradford to be eligible for this role?**

No, but it will help your application if you can demonstrate that you know Bradford personally or professionally and that you would be able to travel to and around one of the five constituency areas - Bradford East, Bradford South, Bradford West, Keighley or Shipley.

#### **Would I be able to work from home in this role?**

Occasionally – but this role is all about developing relationships and getting to know a place. You will need to get out and meet people face-to-face.

#### **Could this role be a job share? Do I have to work on particular days?**

If you would like to be considered for job-share just tell us in your application. This is a part-time role so you would need to apply as a job-share with someone with whom you already have a working relationship. Both you and your job-share partner would need to meet the essential criteria for the role.

This is a flexible role and the monthly hours can be split to accommodate other commitments. Please be aware that there will be times when you may need to work evenings or weekends in order to meet with particular community groups.

#### **Does this role come with a phone or laptop?**

We generally expect freelancers to use their own equipment.

### **What do the Community Connectors do?**

There is a Community Connector in each of Bradford's 5 constituency areas (Shipley; Keighley; Bradford East; Bradford South and Bradford West.) These are new, freelance roles and will be based at a host organisation, developing relationships with other community-based organisations across the 6 wards in their area. They will liaise between those organisations and the Creative Practitioners to support the delivery of creative activity across their area.

The Community Connectors get to know the Bradford 2025 programme and will help to make connections between people, organisations and creative activity in their area and the wider Bradford 2025 plans. Please note that this role is for 1.5 days a week from July to December 2024 and for 3 days a week throughout 2025.

### **What might 'creative activity' look like?**

We really don't know what ideas the Creative Practitioners and local people will come up with, but the kind of things they might like to do could include: setting up a creative hub in an empty shop unit; enriching a local event with a creative activity; collecting people's favourite recipes and sharing them in a local café; creating a hide-and-seek trail through an area; making an underused space more attractive...

The conversations and relationships that develop throughout the project are the most important thing. The Bradford 2025 Community Engagement Programme is all about people, rather than things. Where it's possible and appropriate, people and activity will be linked through to the main Bradford 2025 programme.

### **I'm already working on a Bradford 2025 project can I still be considered for this role as well?**

You can apply for this role even if you have a prior or current commission or contract with Bradford Culture Company (Bradford 2025.) You need to tell us about any prior, current or upcoming commitments to Bradford Culture Company in your application, and you must be sure that you can manage your time to fully deliver on any current or upcoming commitments.

### **Aims of the Bradford 2025 Community Engagement Programme:**

- To reduce barriers to participation in every ward across the district;
- To co-create vibrant, compelling, process-focused arts & cultural activity with local people;
- To provide opportunities for everyone to be engaged from light-touch to deep involvement;
- To animate the district, bringing surprise and 'a bit of magic' to the public realm;
- To improve the cultural sector's understanding of district-wide cultural engagement and heritage and what 'culture' means to different communities;
- To foster public interest in Bradford's arts & culture, building local pride and sense of ownership;
- To create opportunities to volunteer;
- To signpost and link to other BD25 opportunities, volunteering and events;
- To build relationships between community-based organisations and develop their appetite to work with creative practitioners;
- To upskill local artists through: peer learning; sessions with national & international artists from the main programme; training sessions delivered by relevant experts and Bradford Producing Hub;

- To gather data throughout the process and share the learning;
- To co-produce a legacy plan with everyone involved;

**By the end of the programme we expect there to be:**

- a shared understanding of what culture & creativity mean to people in Bradford – that can drive change in Bradford’s cultural sector leading to a more culturally diverse workforce and more relevant offer
- greater access to arts & culture at a local level, creating a lasting increase in participation across the whole district, impacting positively on wellbeing & pride of place
- accessible & active networks of cultural sector employees, artists, local people and organisations, enabled to work and learn together