



BRADFORD 2025

UK City of Culture

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Requests for Proposals (RFP)

National PR tender

Deadline for submissions: Friday 27 September

Introduction

Bradford Culture Company (BCC) operating as Bradford 2025 (the Company) is seeking to appoint a suitably experienced and qualified PR agency (the Provider) to communicate the one of the most significant cultural events in the UK in 2025.

Context

- The Bradford 2025 UK City of Culture programme will run from January 2025 to December 2025 and is a celebration of Bradford city and district, taking place across its city, towns, villages and greenspaces. This is only the fourth UK City of Culture; Derry/Londonderry, Hull, Coventry.
- Bradford 2025 UK City of Culture will showcase the rich history of the district and spotlight its dynamic contemporary culture in all forms; dance and theatre, music and film, visual arts and crafts, food and faith.
- Bradford 2025 UK City of Culture is helping to make Bradford one of the most welcoming places in the UK for artists, producers and creative entrepreneurs to flourish, through international exchanges, development programmes and investment in new cultural hubs.
- Bradford 2025 UK City of Culture will have a lifelong impact through its reshaping of the local curriculum, skills and training programmes, investment in existing and new creative spaces, and open up opportunities for cultural participation.
- With 29% of the district's population under 20, youth culture runs throughout Bradford 2025 UK City of Culture, representing the ideas, fashion, music and culture of the UK's new generation and supporting them to develop new skills, begin new careers and to be inspired.
- Bradford 2025 UK City of Culture tells the story of Bradford people. Many of the events in the programme involve its residents in performances, profiles local theatre and dance companies, and has Bradford born artists at the centre.
- Bradford 2025 UK City of Culture uncovers the hidden gems of the district and reaffirms its history and heritage. From the beginnings of the Labour party to the first free school meals, a city of Sanctuary and home to the only Peace Museum in the UK, Bradford has always been at the centre of protest, rebellion and change.
- Bradford 2025 UK City of Culture will change perceptions about the area and reshape the narrative about Bradford.

- Words reign supreme in Bradford. It's the birthplace of the Brontës and JB Priestley, and the iconic working-class voices of John Braine and Andrea Dunbar. Home of two renowned literature festivals, and the set of AA Dhand's Virdee books, Bradford is inspiration to the new generation of wordsmiths, spoken word artists and poets.
- The UK City of Culture can drive positive economic and social outcomes, develop lasting local, national and international partnerships, and bring people together. It can also strengthen communities, build a sense of place and inspire local pride, celebrating and boosting local and grassroots arts and culture, and attract new investment and tourism.

Our aims are that:

- Culture is more available and accessible across the district
- Bradford is more dynamic and confident and is growing a new young generation of leaders and changemakers
- Our cultural and creative sector is bigger, more agile and contributes to the economic success and sustainability of the district
- Bradford has a strong identity as an attractive, thriving and unique cultural destination
- Bradford 2025 contributes to long-term improvement of population happiness, wellbeing, skills & opportunities and reduced inequalities

Our values are: **Welcoming, people-powered, ambitious and creative**

- Welcoming: inclusive, respectful and open to all
- People-powered: we're celebrating Bradford's greatest asset: the diversity and vitality of its people.
- Ambitious: we're building Bradford into the biggest, boldest and best UK City of Culture.
- Creative: and we're doing it our way - the Bradford way.

Scope of work

The contract will run from November 2024 to 31 January 2026.

The appointed agency will:

- Produce and deliver a big impact PR strategy for the 2025 UK City of Culture that delivers significant, timely and strategic media coverage and profile locally, nationally and internationally.
- Create a compelling narrative around the benefits and impact of the UK City of Culture to build a sense of excitement and anticipation amongst the public, media, and stakeholders.
- Generate creative ideas that reflect our ambition and communicate our values to support the opening, key event announcements, visual art programme/activities and legacy.
- Develop relationships and partnerships that will raise the profile of Bradford as an attractive, thriving and unique cultural destination.

The successful agency will be expected to collaborate closely with the Bradford 2025 team to implement all aspects of the roll-out, which will include but not be limited to the following:

- Preparing a communications plan, incorporating key messages, project timelines, media targets.

- Conducting extensive outreach to journalists, including distributing press announcements and invitations.
- Planning and managing media events and initiatives, including announcements, press trips, press previews.
- Liaising with the communications team, and attending regular virtual meetings, as necessary.
- Reporting on progress of media outreach and sharing of coverage as it appears, and support with end of project evaluation.

The project scope will involve working closely with the Bradford 2025 team, as well as key stakeholders such as Bradford Metropolitan District Council, West Yorkshire Combined Authority, Bradford Producing Hub, Arts Council England, Department for Culture Media and Sport and others.

BCC would like to invite interested providers to tender for this business.

Providers must meet BCCs procurement objectives:

- To ensure that procurement activities reflect BCC’s approach to transparency, sustainability, value for money and equality, diversity, and inclusion.
- To ensure BCC’s commitment to the communities of Bradford is reflected in the procurement process.
- To ensure BCC’s duty to its funders to deliver best value for money.
- To ensure compliance with relevant laws and regulations.

Criteria for Selection

- Previous experience of creating and delivering PR campaigns for large scale national events of significance.
- Experience of working on a UK City of Culture or similar type of long duration event.
- Be able to demonstrate how they would ensure the longevity of the UK City of Culture campaign throughout the year.
- Strong Visual Arts, national and international news and culture media contacts.
- Demonstrable experience of positioning and profiling new brands.
- Experience of working with high level stakeholders such as National Government.
- Alignment with BCC’s procurement objectives.
- Capacity to deliver within timescale.
- Value for money.

How to apply

The deadline for proposals is Friday 27 September. Please email proposals to procurement@bradford2025.co.uk

Please contact us by email at procurement@bradford2025.co.uk.