



**BRADFORD 2025**  
UK City of Culture

# Business Toolkit

Discover how you, your team  
and your customers can  
be part of Bradford 2025 UK  
City of Culture





# be bold be Bradford

## Contents

- What is Bradford 2025?
- What is the UK City of Culture?
- Impact for Bradford
- Introducing the Bradford 2025 brand
- Sharing stories
- How to get involved
- Links and contacts

# What is Bradford 2025?



Shanaz Gulzar, Creative Director Bradford 2025

**Bradford becomes the fourth UK City of Culture in January 2025. The district was selected from a record-breaking 20 bids by the UK Government in May 2022, and is now set to take on one of the most prestigious and transformative titles in UK culture.**

Bradford 2025 is created for, with and by the people of Bradford – and it has young people at its heart. With more than a quarter of its population aged under 20, Bradford is one of the UK's youngest cities. We're proudly reflecting this youth across all aspects of our programme, from education, skills and training projects to new artistic commissions centred on the lives, concerns and ambitions of young people today.

Bradford 2025 is set to spotlight Bradford's dynamic contemporary arts and culture, from dance and theatre to film, music and even food. At the same time, it will cement Bradford's reputation as one of the UK's most welcoming places for artists, producers and creative entrepreneurs, with international exchanges, development programmes and new cultural investment benefiting the entire district.

The impact of UK City of Culture will continue long after the end of 2025. The district's designation has already brought significant investment to the region, and Bradford 2025 is set to serve as a catalyst for development, regeneration and change – reshaping Bradford for the benefit of future generations.

“**The UK is invited to Bradford in 2025. Not only will audiences want to be celebrating everything that makes Bradford great, but they'll also be a part of the change for this vibrant city and district.**”

**Shanaz Gulzar**  
Creative Director, Bradford 2025 UK City of Culture

# What is the UK City of Culture?



Les Girafes in Hewenden Viaduct. © Andrew Bengue



UK CITY OF CULTURE

The UK City of Culture is a UK-wide programme run by the Department for Culture, Media and Sport (DCMS). The award is designed to recognise and celebrate the culture of cities, contributing to regeneration and cultural participation.

The title is awarded every four years, and has previously been given to Derry~Londonderry (2013), Hull (2017) and Coventry (2021). The award heralds a full 12-month programme of culture, creativity and the arts in the winning city – which in our case begins on 10 January 2025 with our opening event, RISE.

“UK City of Culture is a transformational moment in a place’s growth [...] The success of previous winners Derry~Londonderry, Hull and Coventry demonstrates how the programme 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.”

UK Government guidance for UK City of Culture bidders, 2021

# Impact for Bradford

**Bradford 2025 UK City of Culture will change perceptions about the area and reshape the narrative about Bradford.**

It's estimated that Bradford 2025 will attract...

**15.5m**

visitors to the district, and bring an additional visitor spend of...

**£136.9m**

into the local economy

**6,946**

new jobs are set to be created

**6,471**

skills and training opportunities for adults

**40,000**

cultural experiences for children



Bradford 2025 program launch. © Ant Robling

Bradford 2025 is set to be a game-changing year for Bradford District. We'll deliver more than 1,000 new performances and events, a series of major arts festivals, and national and international collaborations.

Our year as UK City of Culture will have a transformational impact on Bradford, securing millions of pounds of investment and acting as a catalyst for creative place-making and culture-led regeneration. We're encouraging businesses and communities to reach out to visitors, making sure you give them every reason to recommend Bradford – and return.

We're immensely grateful to our many funders, partners and supporters, whose generosity makes our work possible.

The support of our partners means that we're able to bring Bradford District a truly transformative 12 months of culture in 2025 – and a legacy that will continue for years and even decades to come.

If you're interested in becoming a Bradford 2025 partner, please download our sponsorship pack or get in touch at [development@bradford2025.co.uk](mailto:development@bradford2025.co.uk).

→→→ [Download our sponsorship pack](#)

# Introducing the Bradford 2025 brand

The Bradford 2025 brand reflects Bradford District as it really is: **diverse**, **unfiltered** and **exciting**.

It's inspired by the warmth, honesty, idiosyncratic character and sharp humour of Bradfordians, and celebrates both the youth and the vivid contrasts of our vast district.



**BRADFORD 2025**  
UK City of Culture

## Our logo

The logo is derived from an interlocking 'BD' for Bradford. Tilt the logo 45 degrees and you'll see the Bradford 2025 heart – a symbol of love and unity.

## Our colours

The logo is allied to our distinctive three-colour palette:

### GOLD

Inspired by the golden glow of sunlit sandstone in the city and the amber in the Bradford City AFC home kit

### GREEN

Inspired by everything from the district's rural landscapes to its domed mosques

### PINK

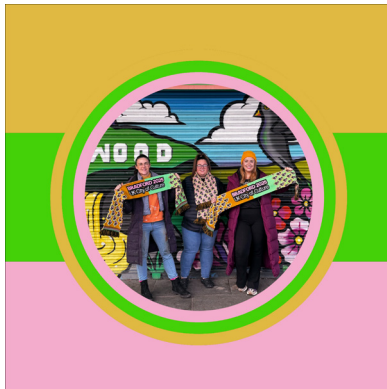
Inspired by Bradford's humour, playfulness and individuality

“ The team worked closely alongside youth and community groups to create something that perfectly represents Bradford. From billboards to T-shirts to stickers on people's phones, I can't wait to see it all over our district.”

## Shanaz Gulzar

Creative Director,  
Bradford 2025 UK City of Culture

## Introducing the Bradford 2025 brand



### How you can get involved

We've created the LOVE BRADFORD logo, which can be downloaded and used by anyone for free from our website.

→→→ [Download the LOVE BRADFORD logo](#) for free

### Looking for inspiration? You could...

- Post it in the window of your shop, business or vehicle
- Use it as wallpaper for your laptop or mobile
- Post it on social media
- Put it on your business stationery
- Use on your website

The possibilities are endless – the only limit is your imagination...

### Use our colours

You can be equally creative with our distinctive colour palette. Why not:

- Create a shop window display in gold, green and pink
- Plant your window boxes in our colours for spring
- Make (or sell!) a Bradford 2025 cupcake
- Paint your nails – or your face
- Make a Bradford 2025 cocktail in our colours

### Download our Bradford Glow app

We've created an app to help share the brand.

This clever little app helps you to apply a 'Bradford Glow' to your images or logos. Use it to show your support for Bradford 2025.

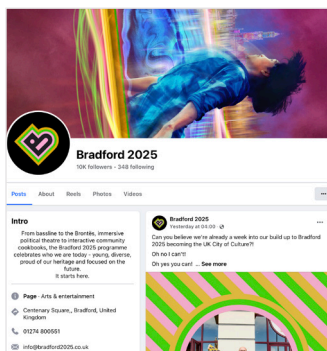
→→→ [glow.bradford2025.co.uk](http://glow.bradford2025.co.uk)

### Bradford 2025 bunting and flags

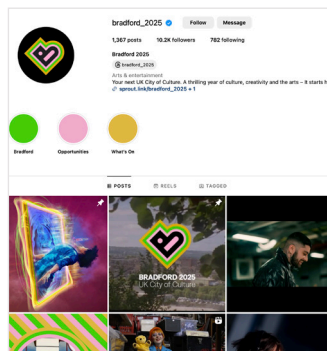
Coming soon! We're working with a local supplier to bring you the opportunity to purchase Bradford 2025 bunting and flags just in time for spring sunshine.

# Sharing stories

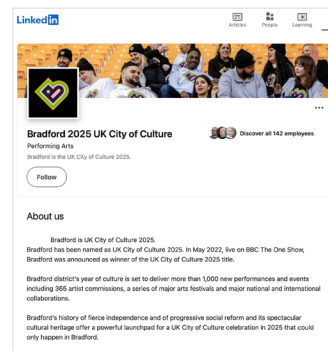
We'd love to hear about all your Bradford 2025-related stories. Please share and tag #Bradford2025 so we can reach as many people as possible, and be sure to connect with us on our social channels.



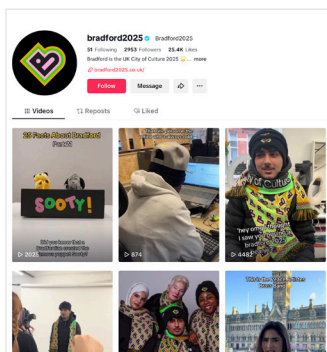
 [@bradford2025](https://www.facebook.com/bradford2025)



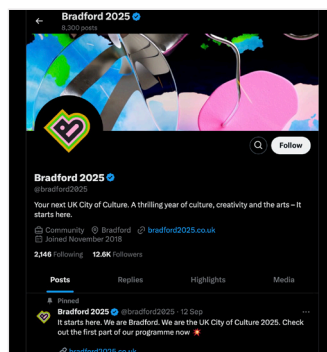
 [@bradford\\_2025](https://www.instagram.com/bradford_2025)



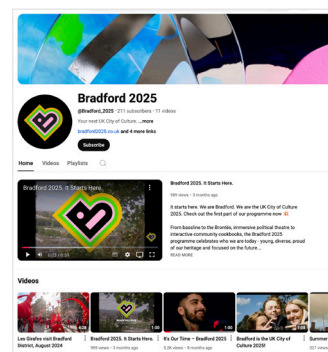
 [@bradford2025](https://www.linkedin.com/company/bradford2025)



 [@bradford2025](https://www.tiktok.com/@bradford2025)



 [@bradford2025](https://twitter.com/bradford2025)



 [@bradford\\_2025](https://www.youtube.com/channel/UC...)



# How to get involved

Here are some ways you can help us to make Bradford 2025 a huge success...

## Get your team involved

Collect official Bradford 2025 window stickers from the Bradford 2025 Tickets + Info Hub (1A Aldermanbury, Bradford BD1 1SD) to decorate your business or share with your customers or visitors.

- Share a link to this Toolkit with your team
- [Sign up to the Bradford 2025 newsletter](#) to find out what's happening, and:
  - share with your team
  - print a copy and put it on your staff noticeboard
- Put Bradford 2025 on the agendas for your team meetings so all your staff are aware what's happening
- Invite team members to volunteer for Bradford 2025 – or maybe volunteer yourself
- Nominate one team member to be a Bradford 2025 Champion, sharing information and keeping your team team up to date with everything that's happening

## Engage with your customers

Plan what you want to share with your customers and develop a list of key points for staff, which might include:

- Knowing where to signpost your customers and visitors for more information – it could be online at the [Bradford 2025 website](#), [VisitBradford.com](#) or [It's On In Bradford](#), or the [Bradford 2025 Tickets + Info Hub](#) in Centenary Square, Bradford
- Include information about Bradford 2025 in your e-shots, newsletters and social media
- Promote other things that visitors and customers can see and do in Bradford. If you're an accommodation provider, you may even be able to put together packages or themed offers around specific events
- Use what's on in your area to encourage previous customers or visitors to come back to you via e-shots and advertising
- Promote a special offer to encourage people to return after Bradford 2025
- Link to [bradford2025.co.uk](#) from your website so your visitors can access the most relevant and up-to-date information



SMOOSH! by Paraorchestra July 2024. © Patrycja Maziarz

## A Bradford welcome

Bradford is a diverse, inclusive and welcoming place – and with more than 150 languages thought to be spoken here, it's one of the most multicultural cities in the UK. Our city and district is known for the friendly and generous welcome it offers to guests, visitors and strangers alike – and we want to make sure that everyone who visits Bradford 2025 leaves with a positive impression and happy memories. Here's how you can help.

### Visitor experience – making everyone feel welcome

- We know you already offer amazing customer service, but we want to help you make it amazing and memorable for all the right reasons.
- Bradford 2025 offers an excellent opportunity to highlight your product or service to a large audience. Focusing on customer service and visitor experience will not only mean you delight people who buy from you – it also means they're more likely to recommend you to others, and to return and buy from you again in the future.
- Creative ways you can delight your customers might include:

#### - *Themed pop-up shops or cafés*

You could consider creating pop-up spaces inspired by Bradford's cultural heritage. For example, a coffee shop could be temporarily transformed into a space showcasing local music, art and food that ties into Bradford's diverse communities.

#### - *Cultural workshops*

Why not partner with local artists, musicians, or chefs to offer workshops or masterclasses that celebrate the city's culture? Arts, traditional crafts, music, cooking – the possibilities are endless. Such events could be ticketed or offered as loyalty rewards.

#### - *Cultural giveaways or competitions*

You could offer competitions – either on site or on social media – offering tickets to Bradford 2025 shows, concerts and special events.



Bradford 2025 volunteers

## How to get involved

- Working together in a group or a business collective can encourage everyone to aim for the same goal and yield far greater results. You can achieve real economies of scale by promoting your business in partnership with others – and your message will have stronger reach if other businesses are helping to promote it.
- Explore if there are complementary businesses or events nearby that could help you enhance your own offer to your customers. For example, you could introduce a local loyalty scheme. It doesn't necessarily have to offer discounts – it could be an incentive that could be unique to your business.
- Bradford 2025 will bring new visitors to the area, a lot of these first-time visitors – you can make it easy for people to plan their first trip here by working with other businesses to promote your city, town or village as a whole to them.



Tea time at John Street Market. © Tim Smith

We hope you find this toolkit useful.  
If you've got any queries or news  
to share, please get in touch at  
[info@bradford2025.co.uk](mailto:info@bradford2025.co.uk)  
and we'll direct your message  
to the relevant person or team.

# Links and contacts

## Key links

Visit our website

[bradford2025.co.uk](https://bradford2025.co.uk)

See what's on

[bradford2025.co.uk/whats-on](https://bradford2025.co.uk/whats-on)

Sign up to our newsletter

[bradford2025.co.uk/sign-up](https://bradford2025.co.uk/sign-up)

Take part in Bradford 2025

[bradford2025.co.uk/take-part](https://bradford2025.co.uk/take-part)

Become a volunteer

[bradford2025.co.uk/take-part/volunteer](https://bradford2025.co.uk/take-part/volunteer)

Sign up to our free Youth Pass

(Bradford residents aged 16–25)

[bradford2025.co.uk/youth-pass](https://bradford2025.co.uk/youth-pass)

Discover our learning programme

[bradford2025.co.uk/take-part/learn](https://bradford2025.co.uk/take-part/learn)

Meet our partners

[bradford2025.co.uk/about/partners](https://bradford2025.co.uk/about/partners)

Work with us

[bradford2025.co.uk/opportunities](https://bradford2025.co.uk/opportunities)

Explore Bradford District

[visitbradford.com](https://visitbradford.com)

## Social media

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

Instagram [@bradford\\_2025](https://www.instagram.com/bradford_2025)

LinkedIn [@bradford2025](https://www.linkedin.com/company/bradford2025)

TikTok [@bradford2025](https://www.tiktok.com/@bradford2025)

X [@bradford2025](https://twitter.com/bradford2025)

YouTube [@bradford\\_2025](https://www.youtube.com/channel/UCbradford_2025)

## Ticketing

Tickets for all Bradford 2025 events are available at [bradford2025.co.uk](https://bradford2025.co.uk).

For all enquiries relating to ticketing and event accessibility, contact our Ticketing team or visit the Bradford 2025 Tickets + Info Hub:

→ Telephone

01274 053100 (12–4pm Mon–Fri)

→ Email

[ticketing@bradford2025.co.uk](mailto:ticketing@bradford2025.co.uk)

→ In person:

Bradford 2025 Tickets + Info Hub,  
Centenary Square, 1A Aldermanbury,  
Bradford BD1 1SD

## Key contacts

Brand, digital and marketing

[audiences@bradford2025.co.uk](mailto:audiences@bradford2025.co.uk)

Development

[development@bradford2025.co.uk](mailto:development@bradford2025.co.uk)

Press

[press@bradford2025.co.uk](mailto:press@bradford2025.co.uk)

Volunteering

[volunteering@bradford2025.co.uk](mailto:volunteering@bradford2025.co.uk)

Recruitment

[recruitment@bradford2025.co.uk](mailto:recruitment@bradford2025.co.uk)

Sponsorship

[development@bradford2025.co.uk](mailto:development@bradford2025.co.uk)

# Our vision is supported by



Funded by  
UK Government



West Yorkshire  
Combined  
Authority | Tracy  
Erabin  
Mayor of  
West Yorkshire



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ENGLAND



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Charity number 1194599. Registered office address: Bradford Culture Company Ltd,  
Schofield Sweeney, Church Bank House, Church Bank, Bradford BD1 4DY.

[bradford2025.co.uk](http://bradford2025.co.uk)

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