



Bradford Data Review

Bradford Producing Hub and RMR Ltd

Dr David Lee with Dr Rebecca Ranson
and Dr Ruth Melville

July 2023



Supported using public funding by
**ARTS COUNCIL
ENGLAND**





Contents

Foreword	4	2. Cultural participation	32
Introduction.....	7	Overview	34
How to use this data.....	7	Cultural engagement and local variations	35
Why data matters.....	7	Cultural assets and funding	41
Why research matters.....	8	Gaps in the data	44
The purpose of this Review.....	8	Opportunities	45
What the Review provides	9	3. The Creative and Visitor Economy.....	46
1. The people of Bradford	10	Overview	48
Overview	12	Creative and cultural industries.....	49
Diversity.....	14	Visitor Economy.....	54
Skills, education and employment..	15	Gaps in the data	56
Health.....	24	Opportunities	58
Socio-economic deprivation	26	Appendices.....	60
Gaps in the data	29	Appendix 1: database of reports and evidence base.....	68
Opportunities	30	Appendix 2: Lists of cultural assets in Bradford	71
		Appendix 3: Recent ACE funding rounds awards	74

Foreword

In this Foreword, Dr David Lee outlines why the Bradford Data Review is an essential tool for the arts and cultural sector in the district.

Bradford is at a transformational moment, with culture set to play a central role in its regeneration and revitalisation.

The recent decision to make Bradford the UK City of Culture in 2025 (BD2025) will accelerate this process. For Bradford, being City of Culture will provide a wealth of opportunities including:

- **Improved cultural participation.**
- **Increased artistic and cultural production and dissemination.**
- **A showcase for Bradford's cultural offer regionally, nationally and internationally.**
- **The chance to raise the profile of the city and district.**

This transformational moment will take place in a unique city.

Bradford is:

- **One of the youngest places in Europe**, with more than 30% of the population under the age of 20.
- **One of the most ethnically diverse places in the UK** – with the second largest proportion of people of Pakistani ethnic origin in England.
- **The fifth largest metropolitan district in England by population** with over half a million residents.
- **A place with intense pockets of deprivation** with low cultural and physical engagement and participation.
- **A place where arts and culture play a key role in developing participation** and also in tackling deep seated social problems within the district's communities.
- **A place of international architectural significance**, with including two UNESCO listings and twice as many listed buildings per head as comparable cities.

Bradford is at a transformational moment, with culture set to play a central role in its regeneration and revitalisation.



Fortunately, there is an increasing amount of high-quality research and data about Bradford and the wider district. Much of this is directly relevant to cultural organisations, cultural producers and artists. It provides an invaluable resource for understanding the district – its population, social and economic deprivation, cultural participation and creative economy.

However, this data is disparate, disconnected and stored in different places, making it hard to find. The purpose of this Data Review is to remedy this and open up access.

We hope you find this Review useful and that it proves to be an effective tool in making the case for arts and cultural funding – and for fundamental social and cultural change in Bradford.

And please do feedback your thoughts and comments to hello@bdproducinghub.co.uk so we can improve the next edition.

Dr David Lee
Summer 2023





Introduction

How to use this data

Data and research are pivotal in establishing knowledge and a baseline for the process of cultural and social change. At this moment of change, data can help arts and cultural organisations make the case for both funding and fundamental change.

The Review is designed so that you can find the information you need easily and quickly understand an area or topic. The Review was created to provide artists and arts organisations with one place to find all the data and research that they might need - whether that's to:

- **Write a proposal**
- **Better understand audiences in the District, or**
- **Help support the local creative economy.**

You can download the Review as a PDF from the BPH website.

We present a summary of any information, then more details if you need it and signposts to the data sources.

If you are writing a proposal, feel free to copy and paste from the Report - or use the infographics. All we ask is that you credit us as a source or reference. That helps us demonstrate how useful the Review is.

Why data matters

Arts organisations can use data about a district's demographics, the creative economy and cultural participation to better understand the broader context in which they operate.

Such information can help them identify trends and patterns in the arts and culture sector, and in a district as a whole. This can provide insights into the types of programs and activities that are likely to be successful.

For example:

- **Data on cultural participation can help arts organisations understand the preferences and interests of their audience.** This helps them tailor their programming to better meet the needs and desires of their audience.
- **Data on the creative economy can provide information on the overall health of the sector.** This informs arts organisations in planning for the future and making informed decisions about their operations.

At this moment of change, data can help arts and cultural organisations make the case for both funding and fundamental change.

Why research matters

Research can contribute to social transformation by providing evidence-based insights and solutions to societal problems and challenges.

Through research, we can:

- Better understand the root causes of social issues.
- Identify potential interventions and strategies for addressing them.
- Evaluate the effectiveness of these interventions.

This information can then be used to inform policy decisions, guide the development of programs and initiatives and improve the overall wellbeing of individuals and communities.

The purpose of this Review

Our Review has five goals that we hope to achieve:

- 1 Make the data and research easier to access and utilise.
- 2 Help arts organisations understand what the existing data and research tells us.
- 3 Demonstrate how it could be useful for (strategic) planning, fundraising and evaluation.
- 4 Summarise key facts and provide them in a form that arts organisations can easily utilise in their bids and proposals etc.
- 5 Identify gaps in the research and data that communities and artists need to know about, and which could be filled through co-produced research activity.

What the Review provides

This edition covers three areas:

- **The People of Bradford**, looks at the demographic and other social and health data and what it tells us about diversity, skills and education, health and social inequalities in Bradford.
- **Cultural Participation** summarises data about the complex nature of Bradford's participation in arts and culture, sector assets and funding.
- **The Creative and Visitor economy**, reviews existing data on Bradford's creative economy, visitor economy and how they both impact on the District

Each contains:

- **Overview** – for example, an overview of the districts demographics.
- **Topics** related to the main section – so under **The People of Bradford**, you'll find a topic on **Health**.
- **Gaps in the data** for a specific area.
- **Opportunities** for cultural organisations to use the research to develop activities or programmes.
- **End notes** with links to resources and Appendices so you can find all the relevant data sources and research.

For each Topic, we provide some or all of the following:

- **Topic summary**
 - **Headline data**
 - **Key bullet points** – in some cases simply be the headline data as a bullet list.
- We also suggest how creatives and arts organisations can:
- Embed research data and research priorities into their work.
 - Think about working with researchers and public sector organisations to align with priorities around regeneration, community development and social impact.

These will both become increasingly important in the build-up and delivery of BD2025.

Please note that this review is based on existing research, and will in time require updating. Therefore, it should be seen as a 'living document' that we hope to be able to update as new information and research is undertaken.





This section looks at the demographic and other social and health data and what it tells us about diversity, education, health and social inequalities in Bradford.

Bradford has a unique and highly diverse profile. This is crucial to understand for arts organisations looking to generate social and cultural impact in the community. The data provided can be used by arts organisations to think about where and with whom they might want to work to make the biggest difference, and also to support funding bids and to align their organisational goals and impact plans.

This data has been collated from multiple sources and is presented in a user-friendly format. Data related to this area can be accessed via the reports in Appendix 1.

The People of Bradford

Bradford district has 546,400+ residents, making it England's fifth largest metropolitan authority by population. This reflects a 4.6% growth since 2011. The gender split is 49% male, 51% female. It ranks fifth in the UK for local government population, after Birmingham, Leeds, Sheffield, and Manchester.

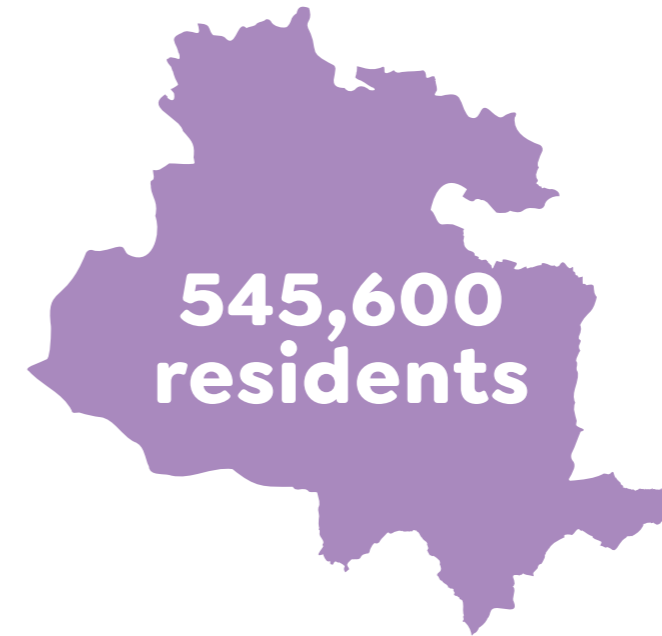
Much of the data in this section comes from the 2021 Census, carried out by the Office for National Statistics. Key headlines include:

- Life expectancy is 77.3 for men and 81.5 for women, considerably less than the current UK average of 87.3 years for males and 90.2 years for females.
- There are 199,296 households in the Bradford district. Most households own their own home (29.3% outright and 35.7% with a mortgage). The percentage of privately rented households is 18.1%. 29.6% of households were single person households.
- The district has an ethnically diverse population, with a large South Asian community, including people of Pakistani, Indian and Bangladeshi descent. Other ethnic groups in Bradford include White British, Black Caribbean, and Black African.
- The population of Bradford is young, with a median age of 36 years, compared with a median age of 40 years for England.
- The district has a higher than average proportion of people with disabilities, and a lower than average level of educational attainment compared to the rest of England.

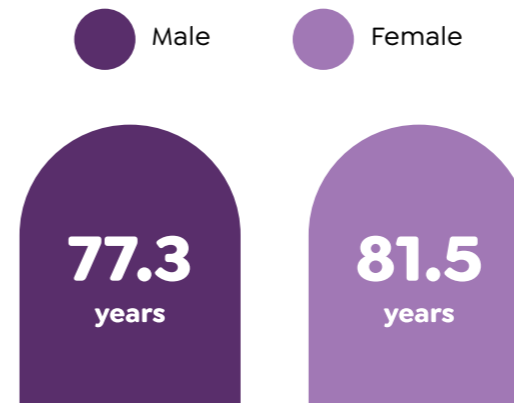
Overview

The People of Bradford

Bradford is the fifth largest metropolitan authority in England for population



Life Expectancy



Male/Female Distribution in Bradford



Types of Houses



Diversity

This section provides an overview of Bradford's diverse population and demographics, drawing on various key sources including the 2021 Census.

Key bullet points

Overall, Bradford is a highly diverse district, reflecting the unique ethnic, religious and socio-economic backgrounds of its residents. It has a balanced gender ratio, a diverse age structure, a slightly higher than average proportion of residents who identify as disabled, and a young population.

- **Ethnicity:** The largest proportion of the district's population currently identifies as White (67.4%). 26.8% identify as Asian/Asian British.
- **Since 2011, the population has increased by 4.5%.** The estimated population is expected to grow to approximately 552,300 by 2041 with an average annual growth of 800 people. However, the demographics of the district are expected to change, with the population of people aged 65 and over driving the population change. Over the next 25 years, the population of people aged 65 and over is expected to increase by nearly 40,000 people to 116,800 by 2041.
- **Religion:** The largest religious group in Bradford is Christian (33.4%) followed by Muslim (30.5%). 28.2% of the district's population stated that they have no religion.
- **Gender:** The gender balance in Bradford is roughly equal, with 50.5% of the population identifying as female and 49.5% identifying as male according to the 2011 Census.
- **Age structure:** The age structure in Bradford is diverse, with a relatively high proportion of young people and a mix of older residents. According to the 2021 Census, 22.4% of the population was aged under 16, while 15.2% was aged 65 and over.
- **Disability:** 19% of residents identify as disabled according to the 2021 Census, slightly higher than the average for both Yorkshire and The Humber and England.



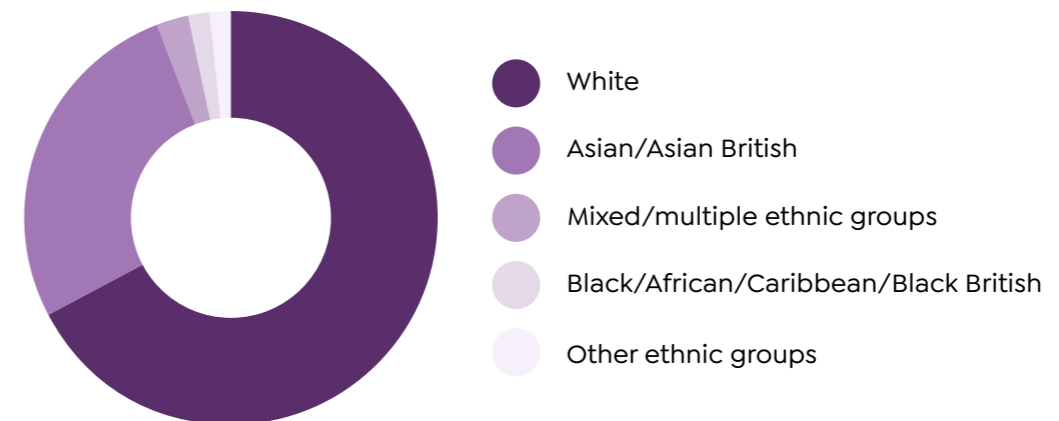
Headline data

Bradford is one of the most diverse places in the UK. It is a city district with a mix of different ethnicities, cultures and nationalities. It has a significant Muslim population and is home to a number of mosques, temples and other religious institutions. Additionally, Bradford has a diverse age structure, with a mix of young and older residents, and a relatively high proportion of people aged under 25.

Ethnicity

According to the 2021 Census, the largest proportion of the district's population identifies as White, making up 67.4% of the total population. The district also has a high percentage of Asian/Asian British, with 26.8% of the population identifying as such.

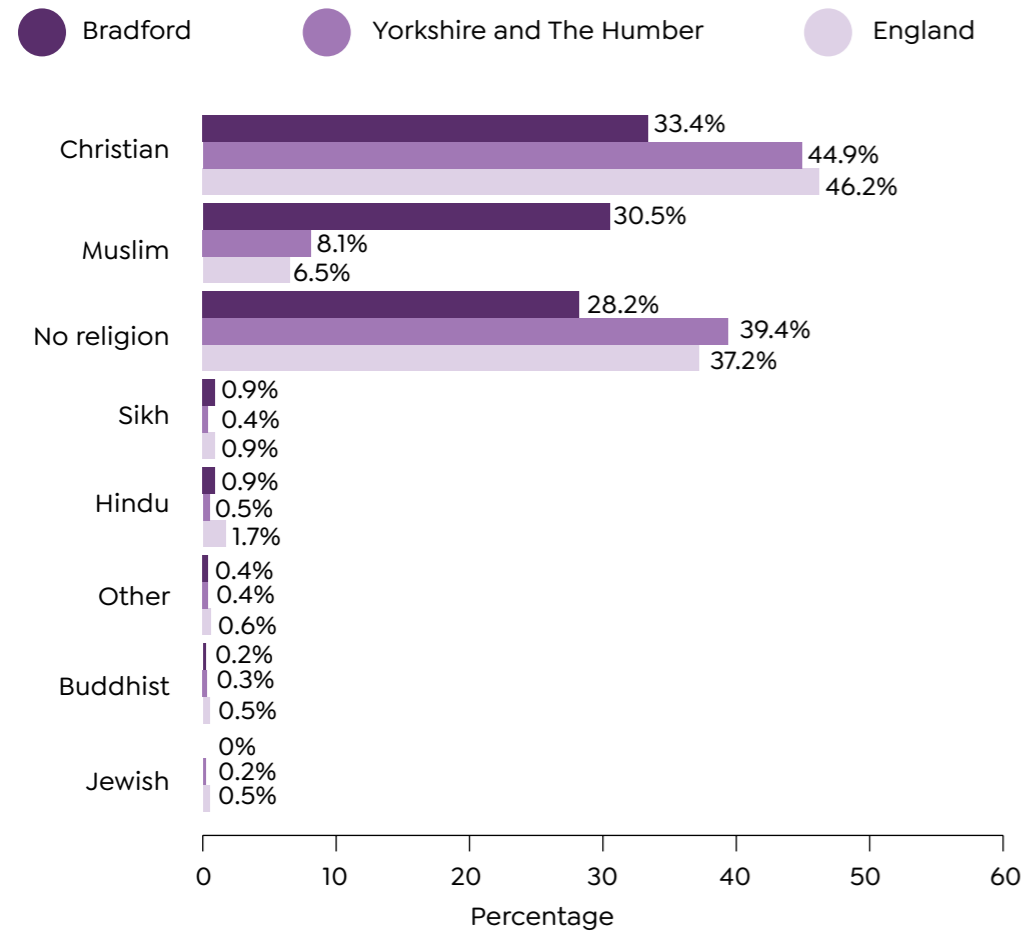
Ethnic group	Bradford district 2021	%
White	352,317	67.4%
Mixed/multiple ethnic groups	12,979	2.5%
Asian/Asian British	140,149	26.8%
Black/African/Caribbean/Black British	9,267	1.8%
Other ethnic group	7,740	1.5%



Religion

The largest religious group in Bradford is Christian, making up 33.4% of the population. This is followed closely by Muslims, who make up 30.5% of the population. There is also a significant number of people in Bradford who identify as having no religion, making up 28.2% of the total population.

Figure 2: Religion figures for Bradford, Yorkshire and The Humber and England



Source: 2021 Census data, ONS

The chart compares rates of religion for Bradford, Yorkshire and The Humber and England. Fewer people identify as Christian in Bradford than the comparator areas, down from 45.9% of Bradford identifying as Christian as of the 2011 census.

30.5% of the population identify as Muslim, up from 24.7% in 2011, much higher than for Yorkshire and the Humber and England.

Disability

Overall, 19.0% of Bradford residents identify as disabled. This is slightly higher than Yorkshire and The Humber at 18.9% and 17.7% in England.

Bradford has seen a slight decrease in the proportion of residents who identify as disabled and limited a little at 10.0% in the 2021 Census, compared with 10.7% in 2011. This represents the largest percentage-point fall in this category in the Yorkshire and The Humber region.

People that identify as disabled



Age profile and gender

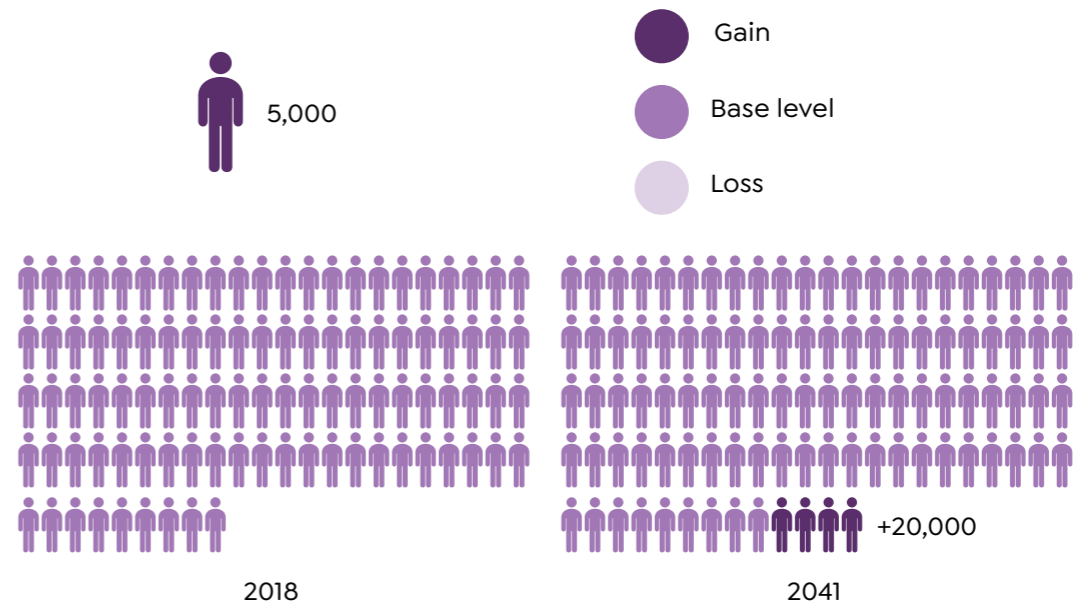
In terms of gender, Bradford has a relatively balanced population, with 50.5% of the population identifying as female and 49.5% identifying as male.

Bradford is one of the youngest metropolitan districts in the UK. The median average age in Bradford in 2021 was 36.7, with over 18s representing 78.7% of the population. The figure below shows the average age in each of Bradford's wards.

Bradford's population is changing. Between the last two censuses, the average (median) age of Bradford increased by two years, from 34 to 36 years of age. This area had the joint lowest average (median) age in Yorkshire and The Humber (alongside Kingston upon Hull and Leeds) and a lower average (median) age than England (40 years). The number of people aged 65 to 74 years rose by just over 11,000 (an increase of 1.7%) while the number of residents aged 4 years and under fell by around 5,100 (1.3% decrease).



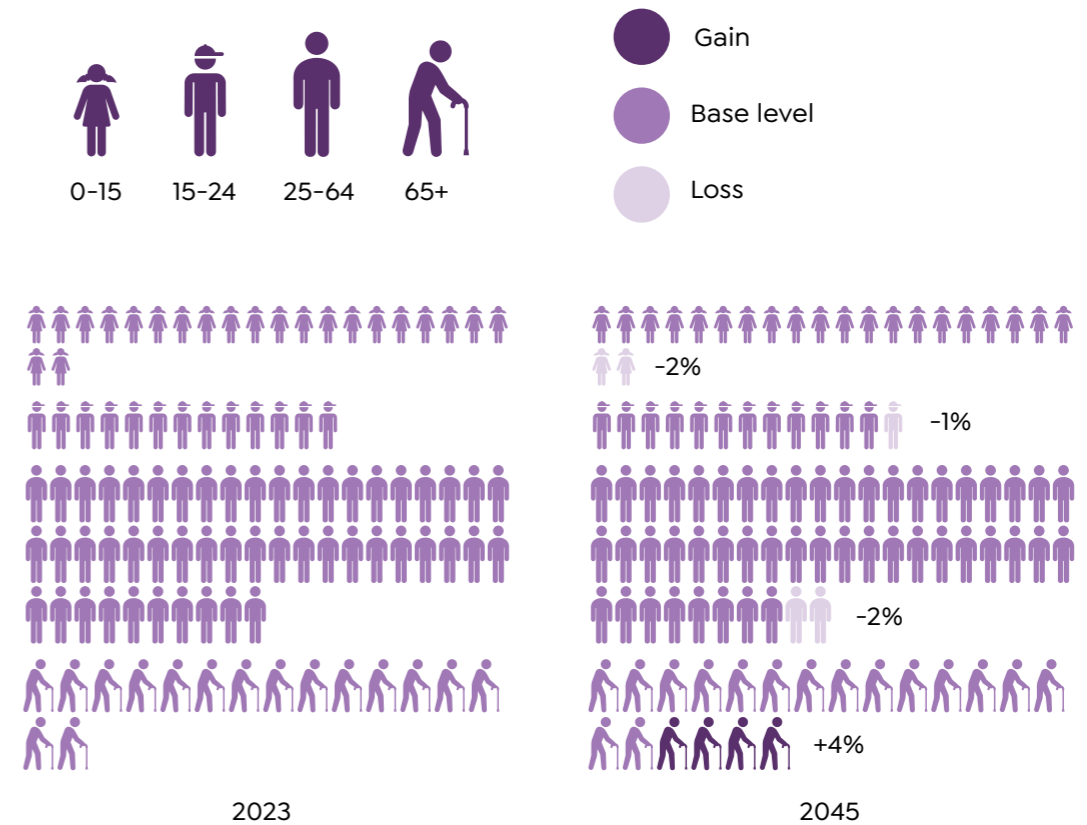
Figure 3: Projected population of Bradford District to 2041



Source: Office for National Statistics

Recent analysis looking ahead to 2041 projects significant growth in Bradford's population and a slight shift in age profile with an ageing older population and slight reduction in younger people. The chart below shows the predicted change in age groups in five year increments up to 2043.

Figure 4: Bradford's predicted age profile 2023-2043



Source: Based on ONS prediction data, <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/datasets/localauthoritiesinenglandtable2>

Skills, education and employment

This section provides data on skills levels and educational outcomes in Bradford. This draws on data from the 2021 Census, and other sources highlighted, such as comparators with Yorkshire and The Humber.

Key bullet points

- **Nearly a quarter of Bradford residents have no qualifications (24%),** more than the average for Yorkshire and The Humber (20.6%) or England (18.2%), although this has reduced from 27.7% since 2011.
- **Less residents have Level 2 qualifications,** but more have Level 4 qualifications since 2011.
- **Bradford has high levels of economic inactivity** (people not in employment or seeking work) compared to the national and regional average, and this has increased since 2011.

Headline data

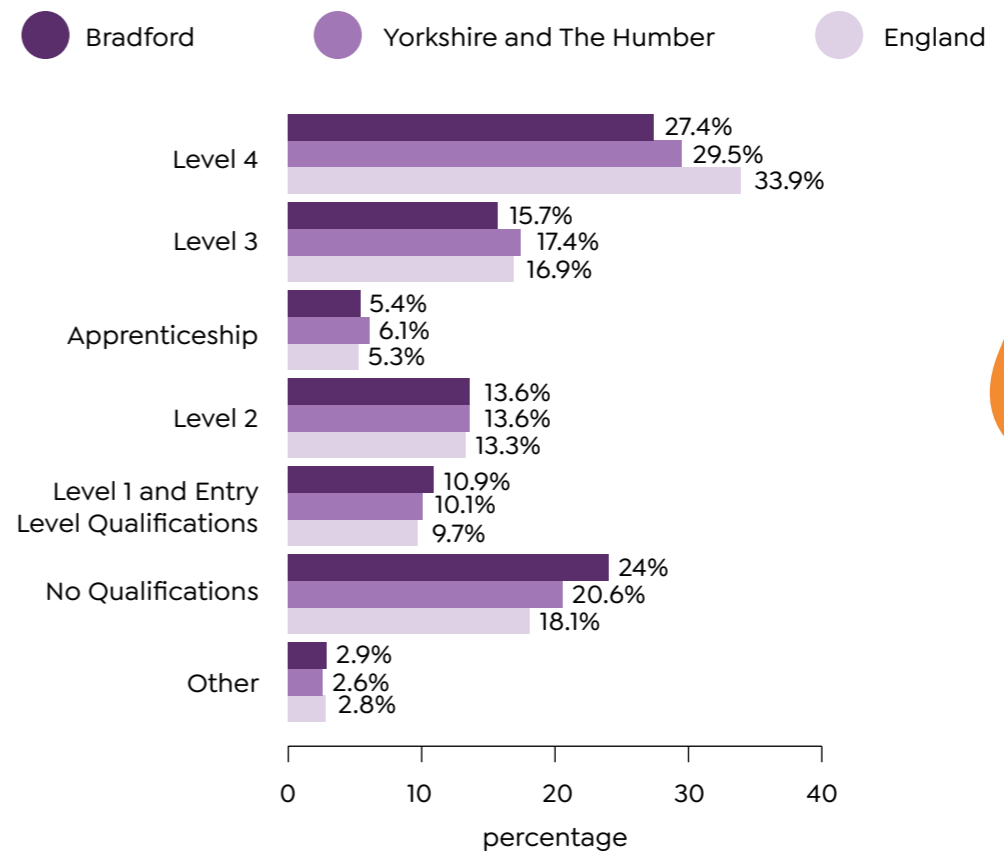
Bradford has faced challenges in terms of education and skills levels. According to the 2021 census, the level of higher education attainment in Bradford was lower than the national average for England and for the Yorkshire and The Humber region, with a lower proportion of residents having higher education degrees. Additionally, a higher proportion of Bradford residents had low levels of skills compared to Yorkshire and The Humber as well as England as a whole, with a larger percentage of residents having “no qualifications” or “Level 1 qualifications.” These disparities in education and skills levels can have implications for the economic development and prosperity of the district.

Education

According to data from the Office for National Statistics (ONS), in the 2021 census, 24% of the district’s residents reported having no qualifications, which is higher than the national average of 18.2%. In contrast, Bradford has the second highest percentage of residents with no qualifications in West Yorkshire, after Wakefield. On the other hand, the district has lower rates of residents with no qualifications compared to regional and national averages, and this has declined from 27.7% in 2011.

13.6% of the district’s residents aged 16 and over have Level 2 qualifications, which is lower than the 2011 figure of 14.8%. This is equivalent to achieving GCSE grades 9 to 4 or previously graded from A* to C. Meanwhile, 27.4% of residents have a Level 4 or higher qualification, which is higher than the 2011 figure of 21.8%. This is equivalent to having a degree. Although it is higher than the 2011 figure, the percentage is still lower than the regional and national averages, where 33.8% of people aged 16 and above have a Level 4 or higher qualification.

Table 2: Educational attainment profile comparison Bradford and neighbouring districts



Source: City of Bradford Metropolitan District Council, Intelligence Bulletin (10th Jan 2023), <https://ubd.bradford.gov.uk/media/1691/2021-highest-level-of-qualification.pdf>

However, some of these figures represent historic low levels of education. When looking at more recent generations, education levels of young people aged 16 or 17 not in education, employment or training (NEET) are the same in Bradford as for Yorkshire and The Humber (2.9%) and only slightly more than England as a whole (2.6%).

Likewise, results in 8 GCSE qualifications from the academic year ending 2021, known as ‘Attainment 8’, show Bradford has a score of 45.9, which although slightly lower than the average for Yorkshire and The Humber (49.1) and for England (50.9) are within the average range for the UK, given that scores range from 37.8 at their lowest to 62.0 at their highest.

Skills and employment

As of the 2021 census, 54.5% of the population aged 16 and over (excluding full-time students) were considered economically active. This means they are either employed (50.9%) or unemployed and seeking work (3.6%). However, Bradford's employment rate is lower than the national average (55.7%) and is the fourth lowest in the region.

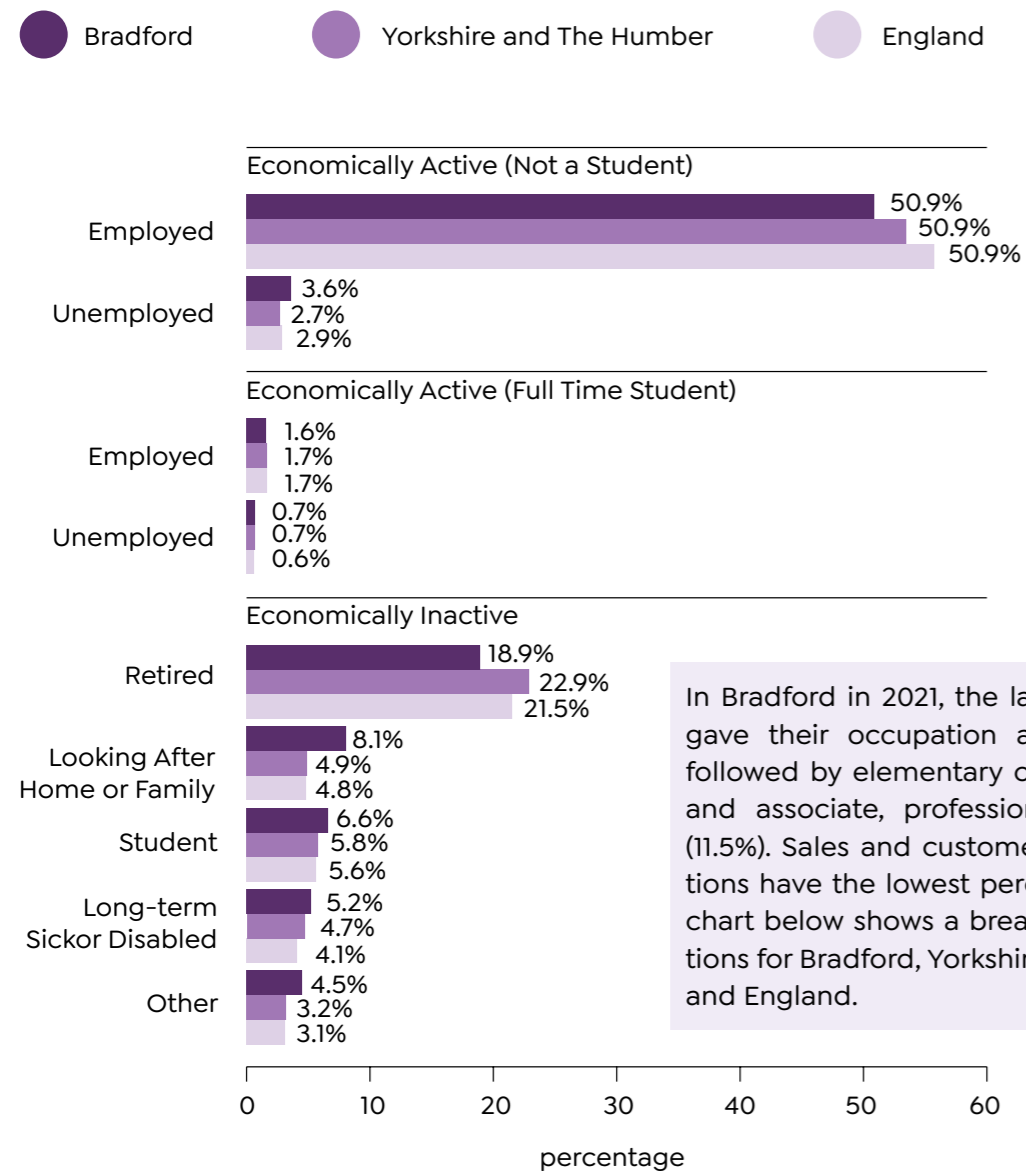
Moreover, 43.2% of the 16+ population are considered economically inactive (not in employment or seeking work), which is higher than the national average (39.1%) and

the third highest rate in the Yorkshire and The Humber region.

18.9% of the 16+ population are retired, which is lower than the national average of 21.5% and the second lowest rate in the region after Hull.

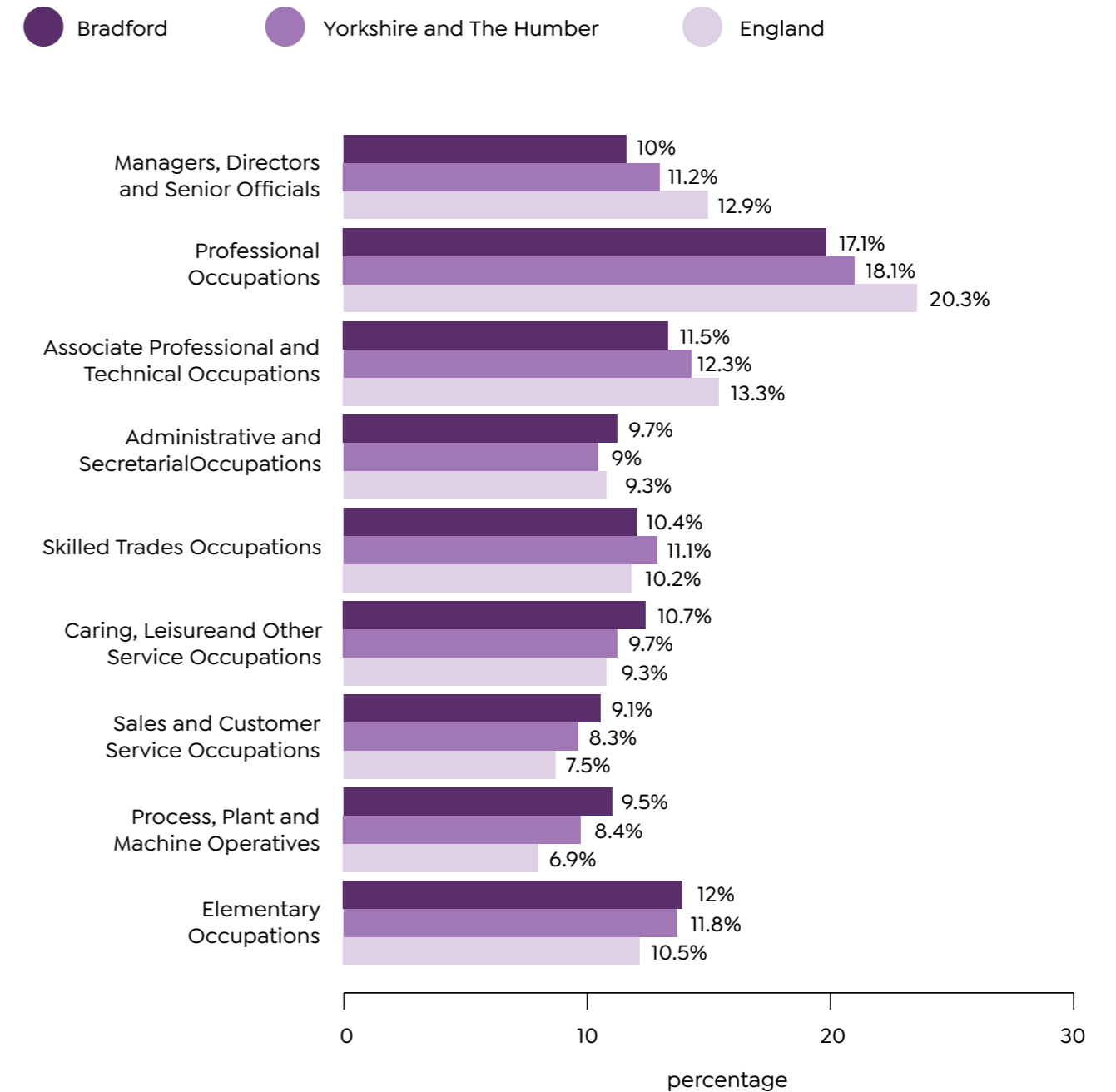
Bradford also has the highest percentage of people who are looking after their home or family (8.1%) in the Yorkshire and The Humber region, which is higher than the national average of 4.8%.

Figure 6: Percentage of residents by economic activity for Bradford, Yorkshire and The Humber and England



In Bradford in 2021, the largest group (17.1%) gave their occupation as a 'professional', followed by elementary occupations (12.0%) and associate, professional and technical (11.5%). Sales and customer service occupations have the lowest percentage (9.1%). The chart below shows a breakdown of occupations for Bradford, Yorkshire and The Humber and England.

Figure 7: Occupations in Bradford, Yorkshire and The Humber and England



Bradford has less senior, managerial and professional roles than regional or national averages, and more service, sales and manual roles. Bradford also has a higher percentage of people working in the manufacturing industry (9.2%) than England as a whole (7.3%).



Source: ONS 2021 Census data, https://www.nomisweb.co.uk/sources/census_2021/report?compare=E12000003#

Health

This section provides an overview of health data, addressing issues such as life expectancy, health outcomes, illness and wellbeing. Data in this section comes from the 2021 Census.

Key bullet points

- **Bradford residents fare worse than the UK average for many health and welfare indicators**, and have high levels of obesity and diabetes, and low levels of physical activity.
- **Many of the health issues in Bradford also tie into wider economic and social issues** such as access to health services and health literacy. When considering health, it is important to look to these 'wider determinants of health' to explain decreased life expectancy.

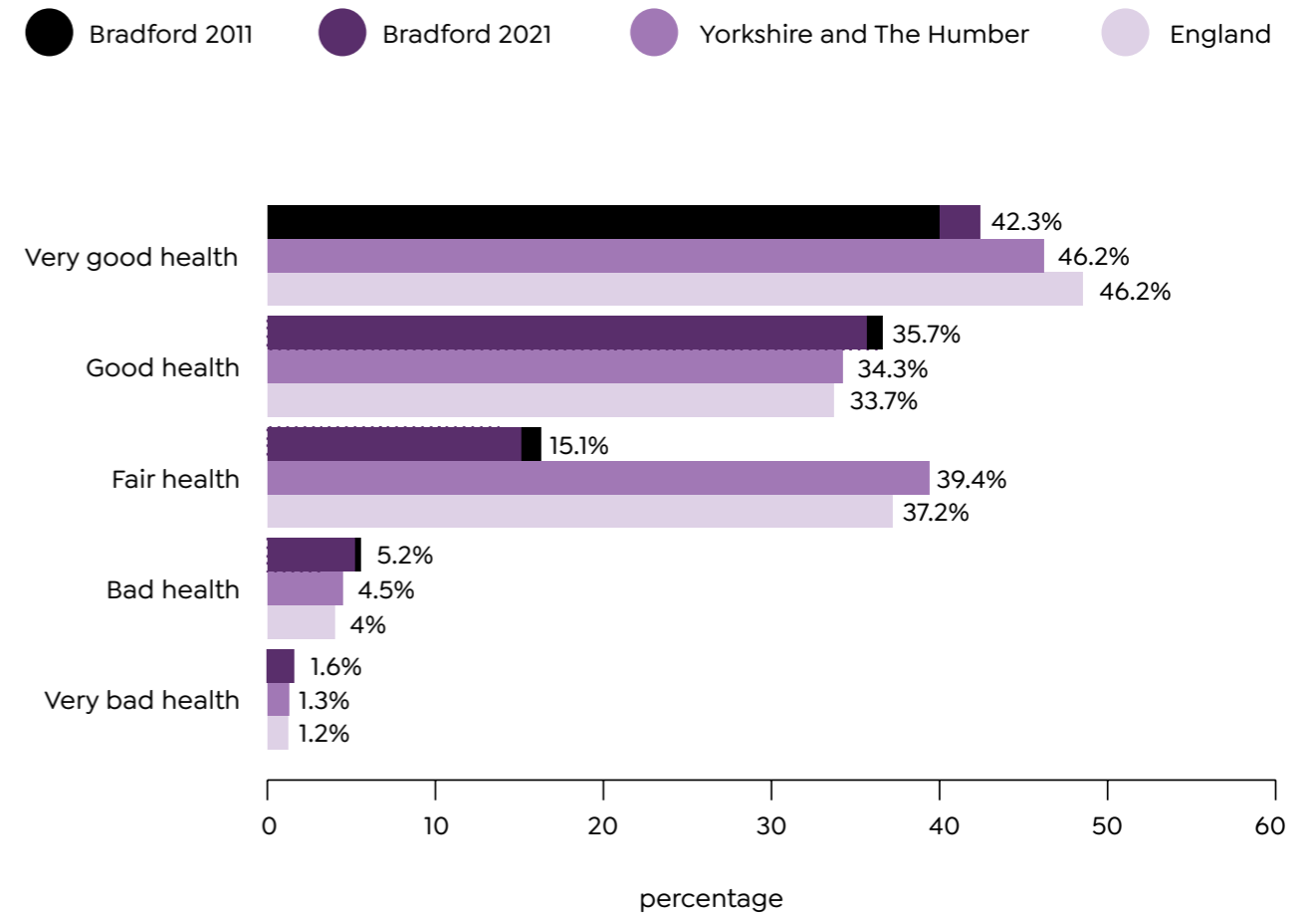
In 2021, 42.4% of Bradford residents described their health as "very good", increasing from 40.0% in 2011.

Headline data

Bradford is lower on a number of health and wellbeing indicators than the England and Yorkshire and The Humber average. Life expectancy in the most deprived areas of Bradford is on average 10 years less than the general English population, with wards such as Manningham, Bradford Moor, and Keighley Central most likely to have lower life expectancy.

According to the 2021 Census, residents of Bradford are more likely to live with chronic health problems such as diabetes, obesity and cardiovascular disease. Additionally, there are higher rates of infant mortality and child poverty in the district compared to the rest of the UK. Despite these challenges, 42.4% of Bradford residents described their health as "very good" in 2021, increasing from 40.0% in 2011.

Figure 8: Proportion of residents by self-reported health comparing Census data in Bradford for 2011 to 2021, and for Yorkshire and The Humber and England in 2021



Source Nomis, Yorkshire and The Humber Region and England Country, 2021 Census Area Profile, https://www.nomisweb.co.uk/sources/census_2021/report?compare=E12000003,E92000001#section_10

The chart compares self-reported health from Census data from 2011 with 2021 for Bradford, as well showing comparators for Yorkshire and The Humber and England. While Bradford has less people who self-report 'Very good health' than regional or national averages, the figure has grown 2.4% in the last decade



Socio-economic deprivation

This section provides an overview of socio-economic data in Bradford, addressing issues such as poverty, unemployment and deprivation. Data in this section comes from the 2021 Census.

Key bullet points

- **A third of families in Bradford are experiencing poverty**, with 17% experiencing more than one form.
- **Unemployment rates in Bradford are high (7.1%)** compared to England (3.8%), but there has been a reduction in the past year.
- **Some parts of Bradford have high levels of deprivation** while others are relatively prosperous, although the District overall is ranked as the 13th most deprived local authority and has worsened six places since 2015.

Headline data

Socio-economic deprivation refers to the lack or scarcity of resources and opportunities necessary for an individual or community to meet their basic needs and have a decent standard of living. In Bradford, like in many other local authorities in the UK, there are areas and communities that experience high levels of deprivation, leading to a range of social, economic and health problems. Some of the indicators of deprivation in Bradford include low income, poor-quality housing, high unemployment, low educational attainment and poor health outcomes. 17% of households in Bradford experience multiple forms of deprivation. These factors often intersect and reinforce each other, creating a cycle of poverty and disadvantage that is difficult to break.

35.6% and 28.9% of children in Bradford come from households living in absolute and relative poverty respectively (compared to 24.2% and 31.3% for Yorkshire and The Humber and 24.5% and 30.8% for England).

The Index of Multiple Deprivation (IMD) is the recognised means of measuring deprivation at the local scale. The latest edition of the IMD was published in September 2019 and shows that Bradford is the 13th most deprived local authority in England. Bradford's position has worsened by six places since the last IMD publication in 2015.

In total, 17% of households in Bradford experience multiple forms of deprivation. 22% of children are living below the poverty line, 15% of people are experiencing fuel poverty and the local authority district is ranked the 5th most deprived for income and 6th most deprived for employment in England. Rates of unemployment in Bradford are high – 7.1% compared to 3.8% for England. However, there are signs of improvement – there was a reduction of over 20% in levels of unemployment in the last year and self-employment in Bradford has grown 23% in the last 10 years.

Table 3: Indices of Multiple Deprivation in England 2019

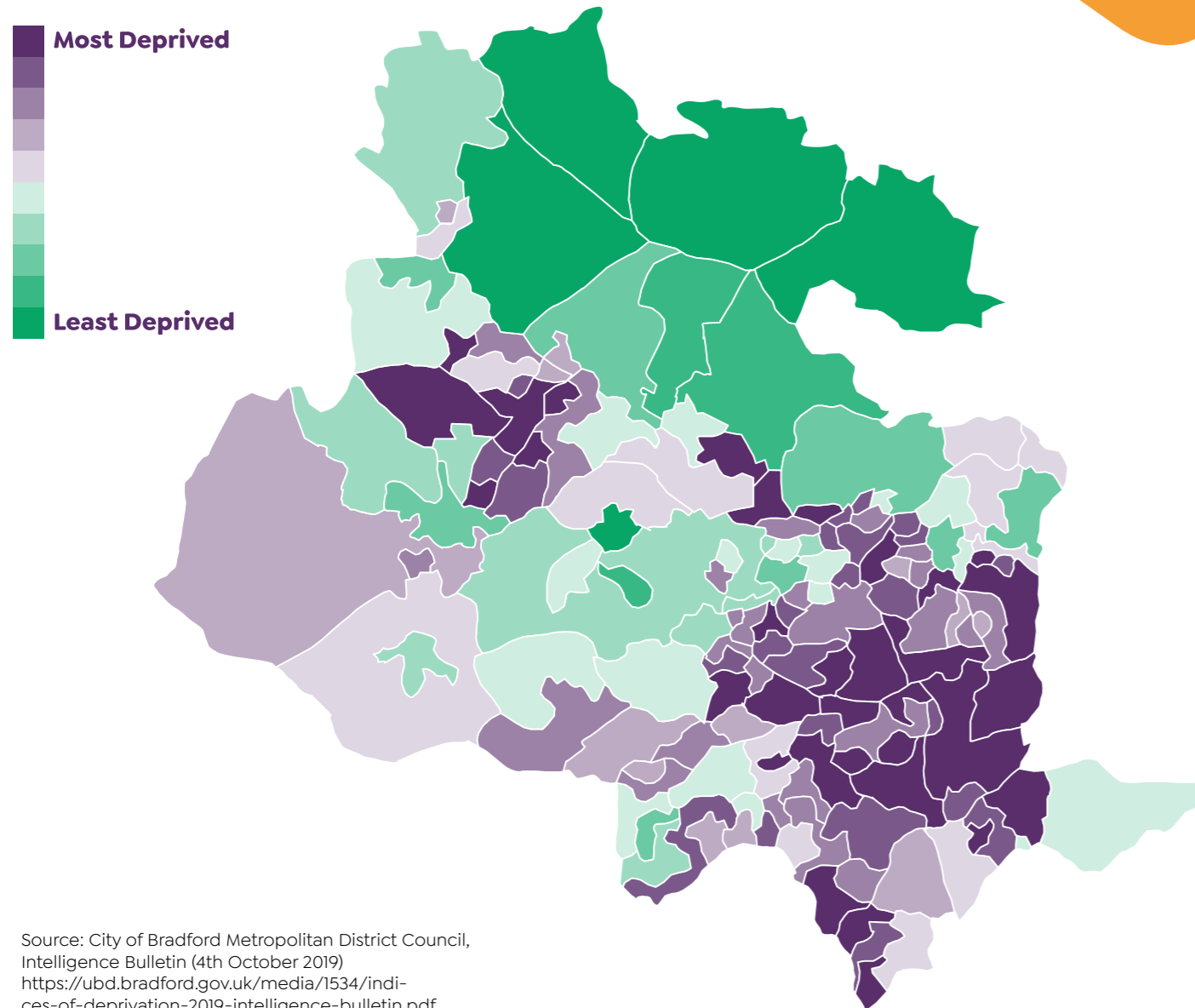
City	Decile 1 (highest 10%)	Decile 2-3	Total in highest 30%
Bradford	28%	26%	54%
England	10%	20%	30%
Sheffield	23%	17%	40%
Newcastle	28%	19%	47%
Gateshead	16%	36%	52%

Source: www.gov.uk/government/statistics and Indigo Consulting.

In comparison to other cities in England, Bradford has a larger percentage of LSOAs (Lower Super Output Areas) that suffer from high levels of income deprivation in the top 30% bracket. The Index of Multiple Deprivation (IMD) rankings were used to measure the percentage of localities in each city that fall into each decile (1-10) of deprivation, with decile 1 representing the 10% with the highest levels of deprivation in England.

Bradford is also in the lowest 20% of the country for median earnings, has fewer schools rated 'Outstanding' by Ofsted and has one of the 20% largest earnings gaps between the lowest and highest resident incomes, signifying reduced opportunity.

Figure 9: Indices of Multiple Deprivation map of Bradford 2019



There are significant local socio-economic variations within the Bradford area. The data above does not reflect the differences at the local level within the Bradford district. The least deprived areas are mostly in the north of the district in Ilkley, Burley in Wharfedale, Menston, Bingley and rural villages around. Areas suffering from the highest levels of deprivation, include the local areas in and around central Bradford such as Bradford Moor and Manningham and outlying Bradford housing estates - particularly Holme Wood, Ravenscliffe, Buttershaw and Allerton and in Keighley.

Gaps in the data

While there is much research on the demographics and diversity of Bradford district, there are gaps in the data of significance to arts organisations. These include:

Lack of knowledge of the lived experience of communities in the more deprived parts of the Bradford district.

By engaging with artists and arts organisations, we can gain a deeper understanding of the lived experiences within the more deprived parts of the Bradford district. Through collaborative partnerships, we can bridge the knowledge gap and empower communities to share their stories, thereby nurturing a sense of belonging and promoting social cohesion.

Limited published information on the causes of deprivation

While existing data provides statistics on the outcomes of deprivation, such as poverty and unemployment, there is a need to explore the underlying causes. By delving into factors such as the availability of affordable housing, improving public transportation, and enhancing access to education

and job opportunities, we can proactively address the challenges faced by communities.

Short-term focus

The data is focused on recent trends and does not provide information on the long-term impact of deprivation and poverty on individuals and communities, such as the effect on mental and physical health, intergenerational poverty or the broader social and economic implications. By examining the effects on mental and physical health, recognizing intergenerational poverty, and considering the broader social and economic implications, we can develop comprehensive strategies that lead to sustainable improvements in people's lives.

Geographical limitations

Although the existing data sheds light on deprivation at the district level, it fails to capture the variation in experiences and challenges faced by individuals living in different neighbourhoods or wards within Bradford. By zooming in on these geographical nuances, we can identify specific needs and tailor interventions that are responsive to the unique circumstances of each community.

Opportunities

Arts and community organisations in the district can utilise this data for designing programs and activities targeting entrenched, longstanding issues.

The demographics and deprivation in Bradford offer diverse opportunities for arts to create a meaningful impact. The high deprivation levels and diverse population provide a platform for artists and arts groups to tackle pressing social challenges.

For instance, the aging population's challenges, health and well-being concerns, and unifying cultural themes amidst diverse backgrounds can all be explored. Additionally, addressing the escalating problem of economic inactivity, accentuated by Covid-19, is of paramount importance.

Addressing research gaps

By conducting qualitative and data-rich projects that focus on the lived experience of Bradford residents, artists and arts organisations can contribute to a better understanding of the district and its people. This information can be used to address the gaps in existing research and provide a more comprehensive picture of life in Bradford.

Addressing the ageing population

Projects that focus on the needs and experiences of an ageing population can help to improve their quality of life and promote intergenerational understanding. For example, arts organisations can work with older adults to create art pieces that reflect their life experiences and perspectives.

Improving health and wellbeing

Given the higher rates of health concerns such as diabetes, alcohol abuse, cancer and infant mortality, arts organisations can play a role in promoting better health and well-being. For example, art therapy and creative workshops that focus on stress reduction and relaxation can be offered to individuals affected by these issues.

Addressing community cohesion

Given the diversity of the Bradford district, projects that address community cohesion and cultural integration can be impactful. Arts organisations can work with local communities to create cultural events and festivals that celebrate and promote cultural diversity, promoting a sense of unity and shared experience.

Addressing economic inactivity

Projects that address the growing issue of economic inactivity, especially important in the wake of the Covid-19 pandemic, can help to improve the job prospects of local residents. For example, arts organisations can offer job training programs in the arts and cultural sector, providing job skills and experiences that can be applied to other industries.



Cultural Participation



This section of the report focuses on cultural assets and funding in Bradford as well as details on public funding of culture.

Overview

Cultural Participation

Cultural participation in Bradford is diverse and vibrant, with a range of events and activities for people of all ages and backgrounds to enjoy. The district has a rich history and cultural heritage, with a strong emphasis on music, art and literature. Bradford has a bustling arts scene, with 54% of the visitor economy coming from arts and culture. In 2022 Bradford was chosen as City of Culture 2025, and this will see new investment in the arts ecology of the district with 1,000 new performances and events planned and 365 artist commissions.

Bradford is home to many cultural institutions and organisations, including the National Science and Media Museum, the Alhambra Theatre and the Bradford Literature Festival. There are also numerous community-based arts organisations and galleries that provide opportunities for local artists to showcase their work and engage with the community.

The district hosts a range of cultural events and festivals throughout the year, including BD: Festival, Eid Festival and Bradford Literature Festival.

There are two key topics covered in this section:

- **Cultural engagement** (drilling down to explore local variations in engagement) and
- **Cultural assets and funding for culture.**

Cultural engagement and local variations

This section explores what national data says about local variations in cultural engagement across the Bradford district, and also notes the challenges arising from the ways that these measures don't represent the 'everyday participation' in culture across communities in the district which challenge this picture.

Understanding the current measures, how they work, and what gaps they leave will be vital areas for arts organisations to work in so as to gather and share more accurate understanding of cultural engagement is really happening.

Key bullet points

- 88% of Bradford residents say they engage with culture often or occasionally and culture is highly valued in their lives.
- Despite this, official national metrics claim arts and culture engagement by residents in Bradford is considerably lower than the regional and national averages.
- Audience Spectrum data shows low levels of cultural engagement compared to other cities, with 53% of the district's population in what they classify as the 'least engaged Culture Segments'.
- However, a series of recent evaluations and research projects challenge this picture, showing that Bradfordians are highly engaged in activities not measured by traditional measures.
- This suggests traditional measures of arts and culture engagement do not work for Bradford as they fail to reflect its lively cultural scene and community engagement in



Headline data

National research on Bradford's levels of cultural engagement has tended to paint a rather negative picture, suggesting that engagement in arts and culture is lower than the regional and national averages. This data, compiled in the Audience Spectrum database, shows that 53% of the district's population are in the lowest/least engaged Culture Segments compared with 33% for England as a whole. According to this data, Bradford also has less than half the proportion of 'highly engaged' people compared with comparable cities.

However, these traditional measures of arts engagement tend to focus on traditionally defined artforms and engagement in subsidised activity. This by its nature significantly underrepresents the wealth of cultural activity which takes place in many of the communities of Bradford, whether in individual homes, or in collective spaces. Furthermore, Audience Spectrum data does not capture the reality of cultural engagement in a place like Bradford, which has many smaller cultural organisations who do not contribute their audience data, creating a limited representation of actual cultural participation. The measurement

problem is also affected by limited definitions of what counts as 'arts and culture' which define narrowly around traditionally Western definitions of the arts; this therefore excludes much of the cultural production and participation in a multi-cultural place like Bradford through a system in which public policies, institutional practices, cultural representations, and other norms work in various, often reinforcing ways to perpetuate racial group inequality. Thus, there's a need to use additional measures such as expressed interest in arts and culture and understanding of everyday creativity.

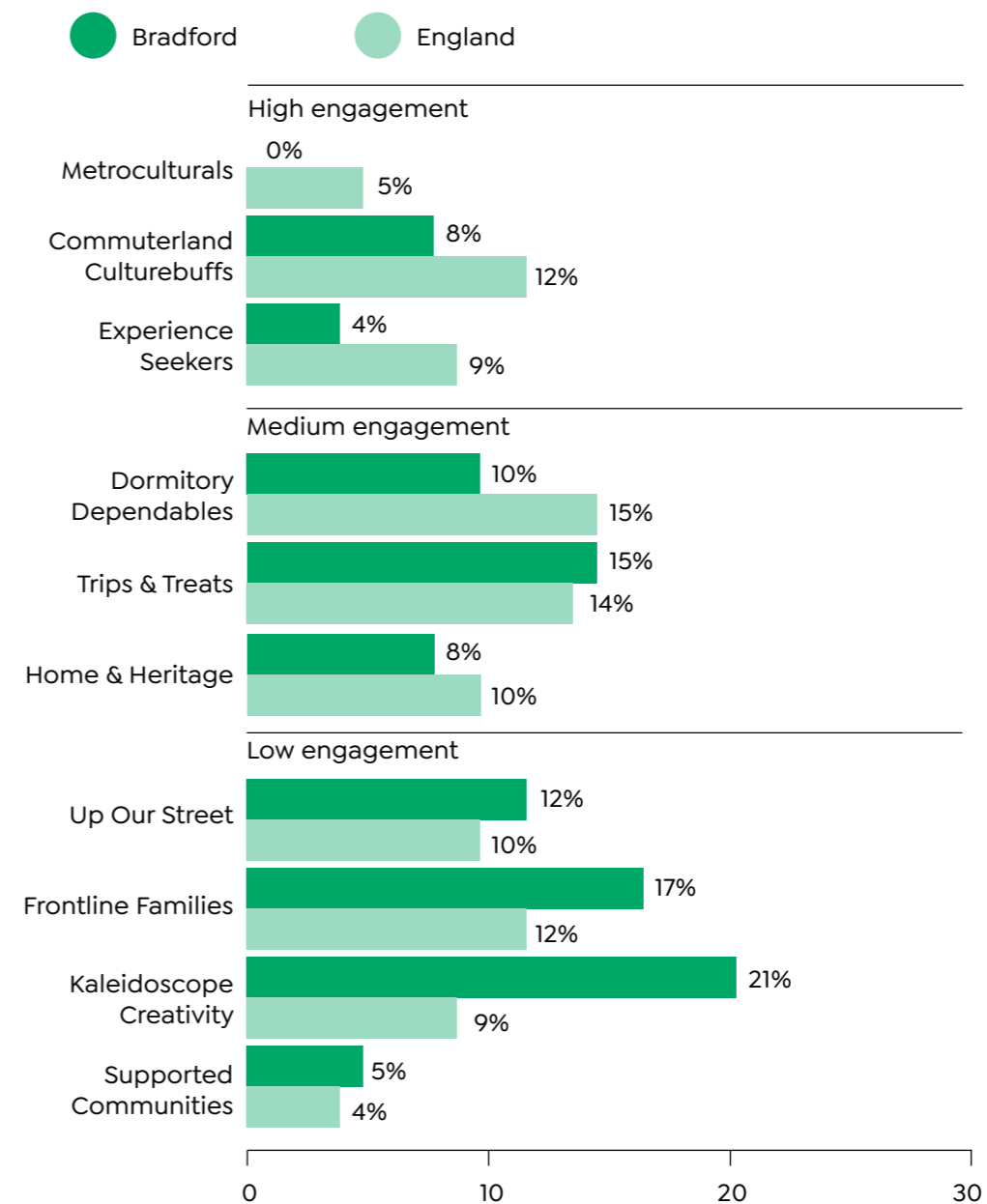
When cultural participation is understood more broadly, the picture is rather different. Culture is highly valued in the lives of Bradford's residents, with 88% saying they engage with culture often or occasionally. When work is put on that is of local relevance, audiences do attend. For example, the Leap CPP's latest report shows that 54% of their audiences came from those groups who are least likely to engage in culture – according to Audience Spectrum categories.

Audience Spectrum data

In 2020, Indigo Ltd analysed historic Audience Spectrum data to give a glimpse into the cultural participation in Bradford. The data segments the entire English population based on their likelihood to engage in different forms of cultural activity. It is generated by combining geo-demographic profiling (MOSAIC) with survey and booking data from arts organisations.

There are ten different Audience Spectrum profiles that can be utilised to classify the composition of a specific area in terms of audience engagement. These profiles break down the population by household and post-code levels, enabling comparison between segments in one region or city with those in another, or with the population of England as a whole. This analysis suggests a low level of cultural engagement in certain populations in Bradford.

Figure 10: Bradford's cultural engagement profile



Source: The Audience Agency

percentage

Table 4: 2016 Audience Spectrum Segments (Adults 15+), November 2020

City	High	Partial	Low
Bradford	12%	35%	53%
England	25%	41%	33%
Sheffield	28%	29%	44%
Newcastle & Gateshead	23%	27%	49%
Dundee	26%	24%	50%

According to this data, over half of the population in the Bradford district falls into the “low engagement” segment, above the national average of 33% for England as a whole. Bradford also has a lot fewer people who are ‘highly likely to engage’ than any of the comparator cities.

Source: The Audience Agency

Figure 11: Percentage of people who have taken part in a cultural activity over the last 12 months



Source: Active Lives Survey, 2018

Creative Place Partnership survey

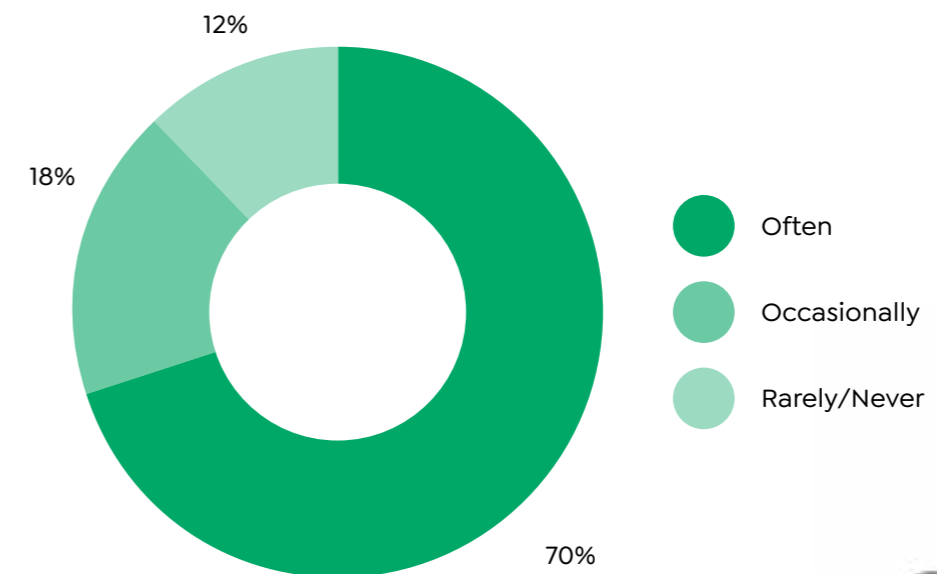
Other research challenges this negative picture. For example, the CPP Culture Is Me survey undertaken by Indigo Ltd shows that 88% of respondents in Bradford engage with culture often or occasionally. According to the survey results, culture is highly valued by the residents of Bradford district, receiving a score of 8 out of 10. A vast majority of the residents (94%) believe that culture makes Bradford a better place to live, 88% feel that it enhances their wellbeing and 92% agree that it should be accessible to all children.

The residents of Bradford district are actively involved in cultural activities, with only 12% reporting that they rarely or never participate in cultural events. Two-thirds of the people who responded to the survey volunteer for cultural projects, and 80% engage in cultural activities within the district. However, the cultural activities that they are most involved

in are not typically measured or estimated by existing tools. The most popular cultural activities are walking, food, parks/nature and film. It's noteworthy that this survey was conducted during and right after the Covid-19 lockdowns, implying that a considerable number of individuals had been restricted to visiting parks and walking for an extended period. Additionally, these activities tend to take place in non-traditional cultural establishments such as homes, public spaces, cafes, bars and community centres.

Interestingly, the cultural activities that residents would like to see in Bradford district do not necessarily involve traditional art forms in traditional spaces. The most desired activities include those that bring communities together, utilise heritage buildings, develop talent and offer outdoor events.

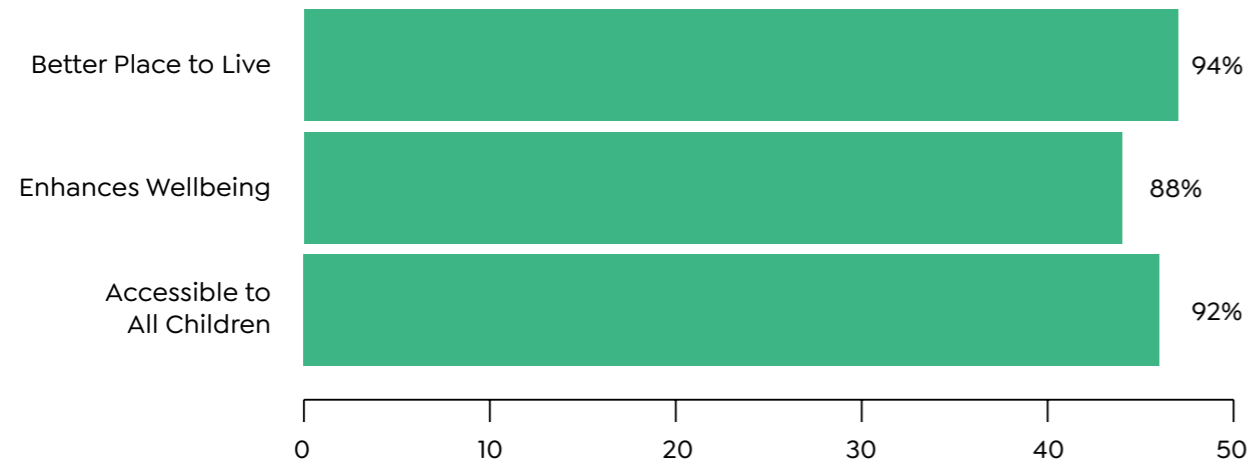
Figure 12: Cultural engagement in Bradford



Source: CPP Survey results



Figure 13: Perceived Value of Culture in Bradford



Source: CPP Survey results

Finally, data is available from Audience Finder, operated by The Audience Agency with funding from Arts Council England. This provides a profile of how engaged Bradford residents actually are with ticketed and live events. According to Audience Finder booker data for the 3 years between April 2016 and March 2019 Bradford residents:

- **Represented over 63,000 cultural bookers** (15% of Bradford population).
- **Bought over 600,000 tickets** (1.4 tickets per adult head of population).
- **Spent over £16m on tickets** to cultural events.

Almost half of the tickets purchased were for events happening outside Bradford district and 75% of the cultural visits that happen outside the district are in Leeds.



Cultural assets and funding

This section of the report focuses on cultural assets and funding in Bradford as well as details on public funding of culture.

Key bullet points

- **Bradford has 12 ACE National Portfolio Organisations (NPO)**
- **Bradford has a similar number of studio spaces** but fewer theatre seats, cinema screens, music venues and art galleries compared to Sheffield and Newcastle & Gateshead. The professional production capacity in Bradford's theatres is limited, with more community and amateur activity compared to other cities.
- **Bradford has a strong heritage sector** with a comparable number of museums and two UNESCO listings, and twice as many listed buildings per head as comparable cities.

Arts Council England and other investment in Bradford

Bradford's arts sector benefits from some investment by Arts Council England (ACE), but despite being the 5th largest metropolitan district by population in England, ACE investment is only ranked 78th out of 180 authorities. While the district has 12 ACE National Portfolio Organisations (NPO), there is no major orchestra in Bradford and no producing theatre on the scale of, for example, Sheffield Crucible or Leeds Playhouse. The district also has only one NPO in visual arts (Impressions Gallery).

However, positive changes are happening. The last 2 rounds of NPO awards included the additions of Bradford Literature Festival, Bronte Society, Common Wealth, Tranquil Productions, Bloomin' Buds Theatre Company, and Bradford Museum Galleries. However, the sector also saw the loss of NPO funding to Artworks and Freedom Studies, and Bradford still has no major producing theatre or music NPO. In 2019, Bradford also won major new investment from ACE to become one of its new Creative People and Places locations, as well as one of only two pilot producing hubs in England.

The Arts Council will invest over £10million between 2023-26 in Bradford, an increase of 89%. This includes a significant increase in funding for Bradford Literature Festival, now over £1m per year and Kala Sangam saw the largest percentage increase in ACE funding.

The table in Appendix 3 shows recent ACE funding rounds awards for Bradford District between 2023-26. Sites in Yorkshire and The Humber were supported with £124m, or 8.72% of the total. The total value for the Bradford recipients is £5,533,539.

Research identified Bradford's distinctive creative sector profile, and some unique cultural assets.



Cultural venues and spaces

In 2021, BOP Consulting undertook a comprehensive mapping of Bradford's cultural economy. This research mapped cultural provision and infrastructure in the district and compared it to other comparator cities with similar populations – Sheffield and Newcastle & Gateshead. See the appendix for an overview of cultural assets in Bradford. Headlines from this research show a relatively low level of public investment in culture compared to national averages and shows that NPO grants are below half of comparator cities. However, the research shows that local authority spending has maintained despite continued austerity.

This research identified Bradford's distinctive creative sector profile, and some unique cultural assets. But it also points out that cultural organisations tend to be smaller and have less production capacity than those in comparator cities such as Sheffield and Newcastle.

In terms of the theatre scene in Bradford, BOP identified that the district has a similar number of venues compared to other cities of its size. However, the number of seats in these venues is significantly lower. The professional production capacity in Bradford's theatres is limited, and there is a higher concentration of community and amateur activity compared to other similar cities. While this data is now somewhat historic, we have included the key datasets in the appendix as they reflect historic and long-standing patterns of cultural provision. We have updated some of the key data below (but not to the same depth as BOP).

Table 6: Cultural infrastructure in Bradford District

Category	Number
Cinemas	7
Theatres	13
Accredited museums	5
Visual art studios	2
Art Galleries	9
Music venues	10

Source: BOP Consulting 2020 and Bradford Council

Gaps in the data

As traditionally measured, cultural participation is low. Yet culture is highly valued in the lives of Bradford's residents, with 88% saying they engage with culture often or occasionally.

There is an urgent need for new measures of cultural engagement to be developed, and Bradford 2025 offers an opportunity for that process to be embedded within the impact plans and cultural strategy of the City over the short to medium term.

The data mentioned above provides an overview into cultural participation and cultural assets in Bradford. However, it does not provide a comprehensive picture of the cultural landscape in the district. Some of the gaps in our knowledge include:

- **The reasons behind the low levels of cultural engagement** compared to other cities and the reasons why traditional measures of arts engagement tend to focus on defined art forms and subsidised activity.
- **The extent to which cultural activity in Bradford communities is underrepresented** and the specific forms of cultural activity that are not being captured by typical measures, which reinforce stereotypical and power-laden notions of cultural activity.
- **The specific cultural assets that are highly valued** by the residents of Bradford and how they engage with these assets in their daily lives may not be currently represented in the cultural offer.



Opportunities

The gaps above indicate that there is an urgent need for further research and analysis to fill these gaps in knowledge and to gain a more comprehensive understanding of the cultural landscape in Bradford.

The gaps above indicate that there is an urgent need for further research and analysis to fill these gaps in knowledge and to gain a more comprehensive understanding of the cultural landscape in Bradford.

The lack of granular and nuanced knowledge about cultural participation and cultural assets in Bradford offers several opportunities for arts organisations and artists in the district. Firstly, it presents an opportunity to expand the definition of cultural engagement beyond typical measures and to include a wider range of cultural activities and experiences. This can build on research in this field, developing the concept of 'everyday participation' and 'everyday culture'. This could help to better understand and reflect the cultural practices of Bradford's diverse communities and bring to light the cultural richness that exists within these communities.

Additionally, this lack of knowledge offers an opportunity for arts organisations and artists to engage with residents in a more meaningful and inclusive way. By collaborating with community members and organisations, they can help to identify and prioritise the cultural needs and interests of Bradford residents and create culturally relevant programs and activities that reflect the diverse perspectives and experiences of the community.

Moreover, this lack of knowledge offers an opportunity for arts organisations and artists to help bridge the gap between cultural engagement and social outcomes. By working with local organisations and stakeholders, they can help to build stronger connections between cultural participation and issues such as education, health and wellbeing, and social cohesion, and demonstrate the significant impact that cultural engagement can have on communities and individuals.



This section reviews existing data on Bradford's creative economy, visitor economy and how they both impact on the District.

It includes key data on employment, size and economic impact for both sectors. It draws on data from the Office of National Statistics (ONS) as well as recent research by BOP Consulting (2021), NGI Solutions (2021) and Bradford Producing Hub (2020).

The Creative and Visitor Economy

Overview

The Creative and Visitor Economy

Bradford's creative economy has particular strengths and weaknesses. Research shows it has a similar profile to the rest of the UK, with a dominant IT, software and computer services subsector, and with a high number of micro-businesses operating in the Creative, Cultural, and Digital Industries (CCIs) of Bradford. However, employment is comparatively low in relation to similar UK cities (4,335 working in the CCIs) and there is a lack of dense CCI clusters in the local authority.

Bradford district is rich in cultural assets, both buildings and events, that attract a diverse range of visitors. The district attracts 12 million visitors annually, which generates 14,000 jobs and brings an estimated £696m to the local economy. Currently, 54% of visitors come for cultural purposes. However while employment in the cultural and creative industries has been growing at approximately 4% annually in the rest of the Yorkshire and The Humber region, it has remained stagnant in Bradford.

Matching or exceeding the local growth rate is a key aim for BD25 which aims to attract over 16 million visitors and bring a total value of £2.4bn to the local economy.

There are two key topics covered in this section:

- **Creative employment, creative clustering and the economic contribution** of the creative and cultural industries.
- **The shape and value of tourism** and the visitor economy.

Creative and cultural industries

This topic covers the creative economy in Bradford and draws on a range of sources which can be found in Appendix 1

Key bullet points

Summary of data on the Creative, Cultural, and Digital Industries (CCIs) in Bradford:

- **The employment rate of people in the Bradford district in CCIs is 1.8%**, lower than the national average of 7.3% and lower than in other cities such as Newcastle upon Tyne and Gateshead (5.3%), Dundee (4.2%) and Sheffield (3.4%).
- **Employment in the CCI sector in Bradford decreased by 29% between 2015 and 2019**, and 93% of CCI businesses in Bradford have 4 or fewer employees, higher than the national average of 90%.
- **An estimated 2,500 to 3,000 sole traders** in the field of cultural and creative practices in Bradford operate without registering for VAT or PAYE and are absent from current ONS data.
- **The largest subsectors by employment in Bradford are IT, Software, and Computer Services (40%)**, Music, Performing, and Visual Arts (12%), Advertising and Marketing (11%), and Film, TV, Video, Radio and Photography (11%).
- **The Gross Value Added (GVA) of the creative industries in Bradford was over £1bn in 2018**, with IT, Software, and Computer Services accounting for 39% of the sector's GVA, lower compared to other areas such as Dundee (42%), Sheffield (48%), and the Newcastle upon Tyne and Gateshead area (62%).



Employment in the Creative, Cultural and Digital Industries (CCIs)

Data analysed by BOP consulting shows that in 2019, the percentage of people in the Bradford district who are employed in one of the sub-sectors of the CCIs (Creative, Cultural and Digital Industries) was 1.8%, which is lower than the national average of 7.3%. This percentage was also lower than in other cities such as Newcastle upon Tyne and Gateshead (5.3%), Dundee (4.2%), and Sheffield (3.4%). This suggests that the CCI sector in Bradford is relatively underdeveloped compared to other cities.

Bradford has a significant number of small businesses operating within its CCI sector. 93% of these businesses have 4 or fewer employees, which is higher than the national average of 90% for CCI businesses and also higher than comparable cities.

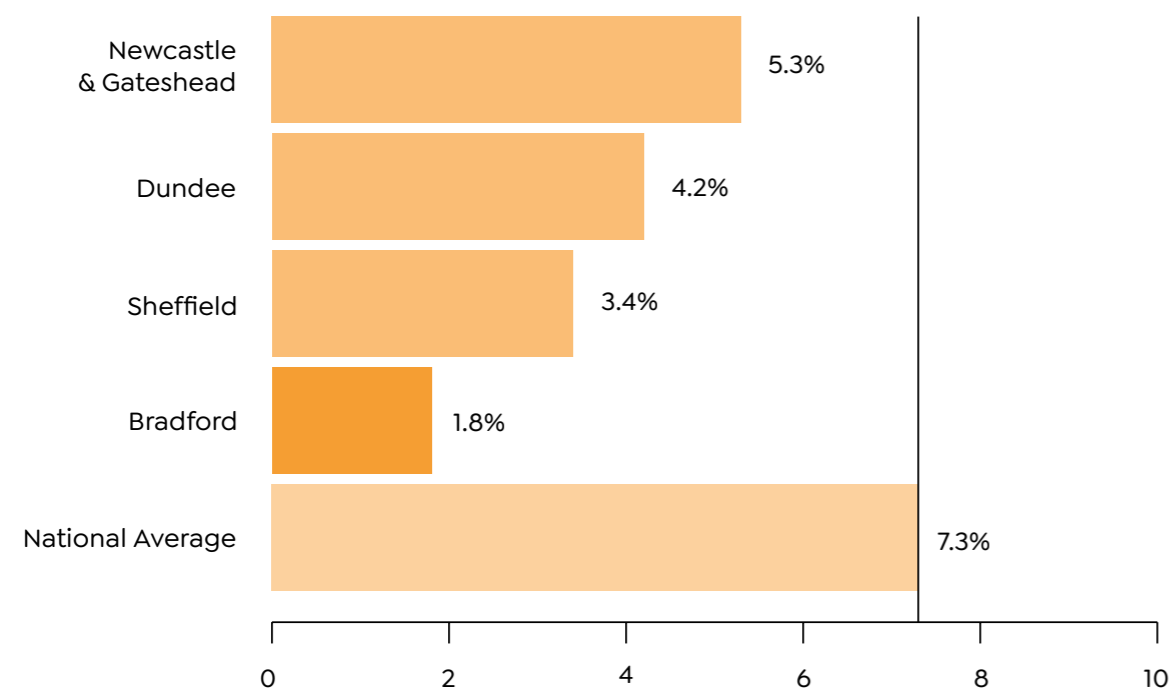
However, despite the presence of these small businesses, employment in Bradford's CCI sector decreased by 29% between 2015 and 2019, from 6,145 to 4,335, while Sheffield saw a 31% increase in CCI sector employment. This suggests that Bradford's CCI sector has not experienced the same level of growth as other cities.

According to research conducted by Bradford 2025, a significant portion of cultural and creative practitioners in the district remain uncaptured by official statistics. It is estimated that between 2,500 and 3,000 sole traders in the field operate without registering for VAT or PAYE, resulting in their absence from current ONS data. This estimate was reached in 2021 through a survey of 290 cultural and creative workers in Bradford, a review of data held by Bradford district and comparison with national Department for Culture, Media and Sport (DCMS) figures.



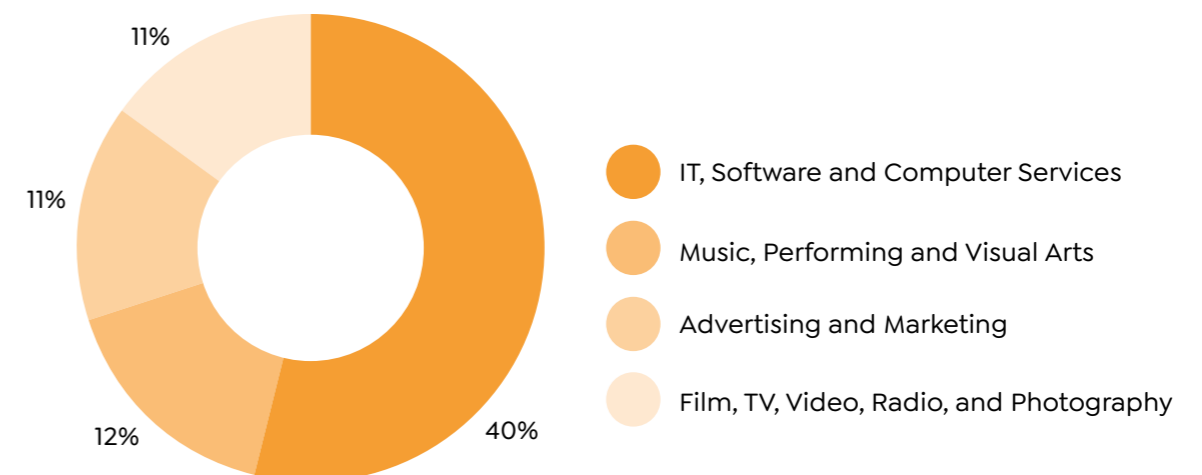
Bradford has a significant number of small businesses operating within its CCI sector.

Figure 14: Employment in the Creative, Cultural and Digital Industries in Bradford and other cities



Sector size and profile

The largest subsectors by employment are IT, Software and Computer Services (40%), Music, Performing and Visual Arts (12%), Advertising and Marketing (11%), and Film, TV, Video, Radio and Photography (11%). This breakdown is largely similar to the national profile of the sector.



Sector clustering

The creative industries in Bradford are based in a range of locations across the district. Many businesses and organisations in the sector are located in the city centre, near major transport hubs and cultural institutions. There are clusters of creative industries businesses in some of the district's more industrial areas, where they can benefit from access to shared facilities and resources.

Some of the key locations for the creative industries in Bradford include:

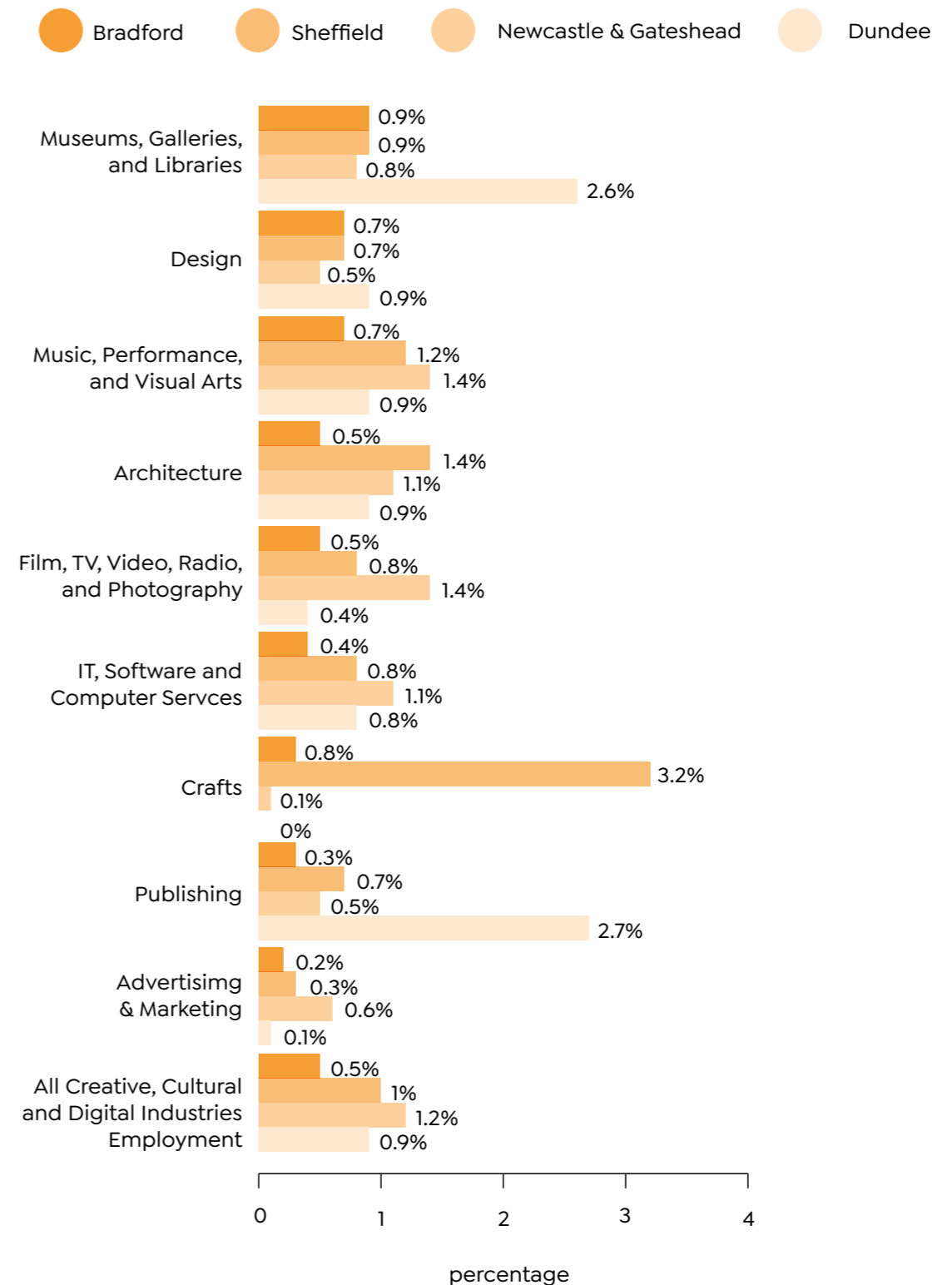
- **Little Germany:** This area of Bradford is home to a number of creative industries businesses, including design agencies and architecture firms.
- **Bradford City Park:** This large public park is home to the National Science and Media Museum, Impressions Gallery, Bradford Library, Alhambra Theatre and imminently the new Bradford Live music venue, cultural institutions which act as hubs for the creative industries in Bradford.
- **Thornton and Allerton:** These areas of Bradford are home to a number of manufacturing businesses, many of which are involved in the creative industries, such as printing and textiles.

The creative industries in Bradford are based in a range of locations across the city district, with a particular focus on the city centre and industrial areas. According to BOP's analysis, Bradford has no sub-sectoral strengths or clusters, and examining location quotient analysis suggests that Bradford district does not show particular strengths in any of the DCMS CIs subsectors.

In contrast, all comparator cities have clusters within them, such as Sheffield which has significant cluster in crafts, but also in Architecture and Music, Performing and Visual Arts. Clusters help to increase the productivity of the businesses within them as, for instance, businesses can more easily exchange knowledge and skills. They therefore support business growth, attraction, and retention.



Figure 15: Employment in Creative, Cultural and Digital Industries (Location Quotient), Bradford district and comparator areas, 2019.



Source: BOP Consulting; ONS Business Register and Employment Survey Any number above 1 indicate a sub-sector with an employment concentration above average.

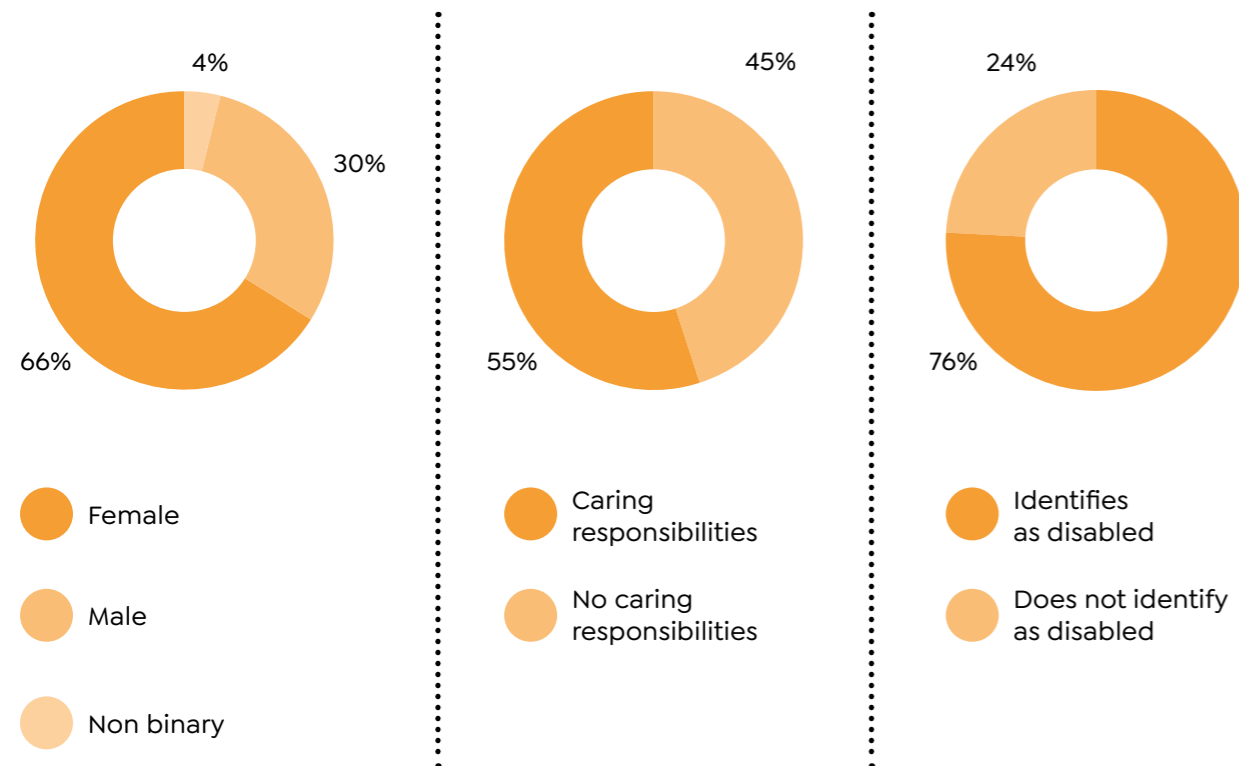
Bradford's artists and producers

Bradford is home to a wealth of creative talent. Bradford Producing Hub conducts an annual survey with artists and producers across the district, which provides key insights into who they are, the type of work they are doing and the barriers they face.

Who are they?

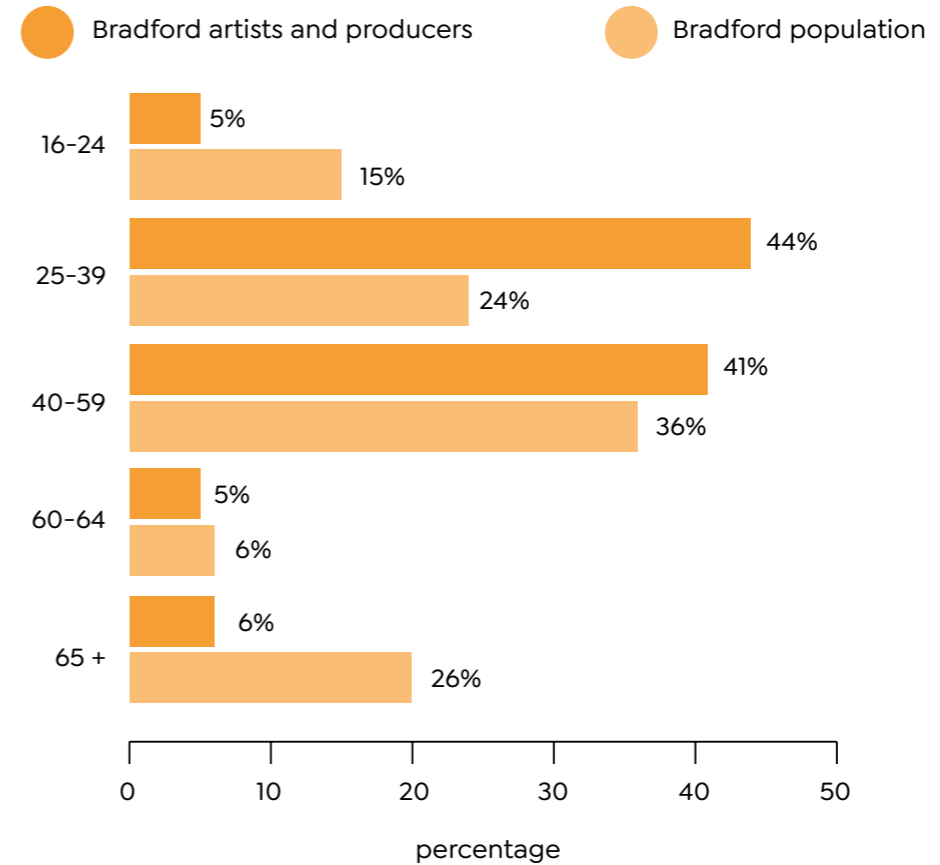
Artists and creatives in Bradford are most likely to be female (66%), aged between 25 and 39 (44%) and White (75%). They are likely to have caring responsibilities and nearly a quarter (24%) identify as disabled. There is a noticeable under-representation of artists and producers from Asian/Asian British communities compared to the Bradford population as a whole.

Demographics

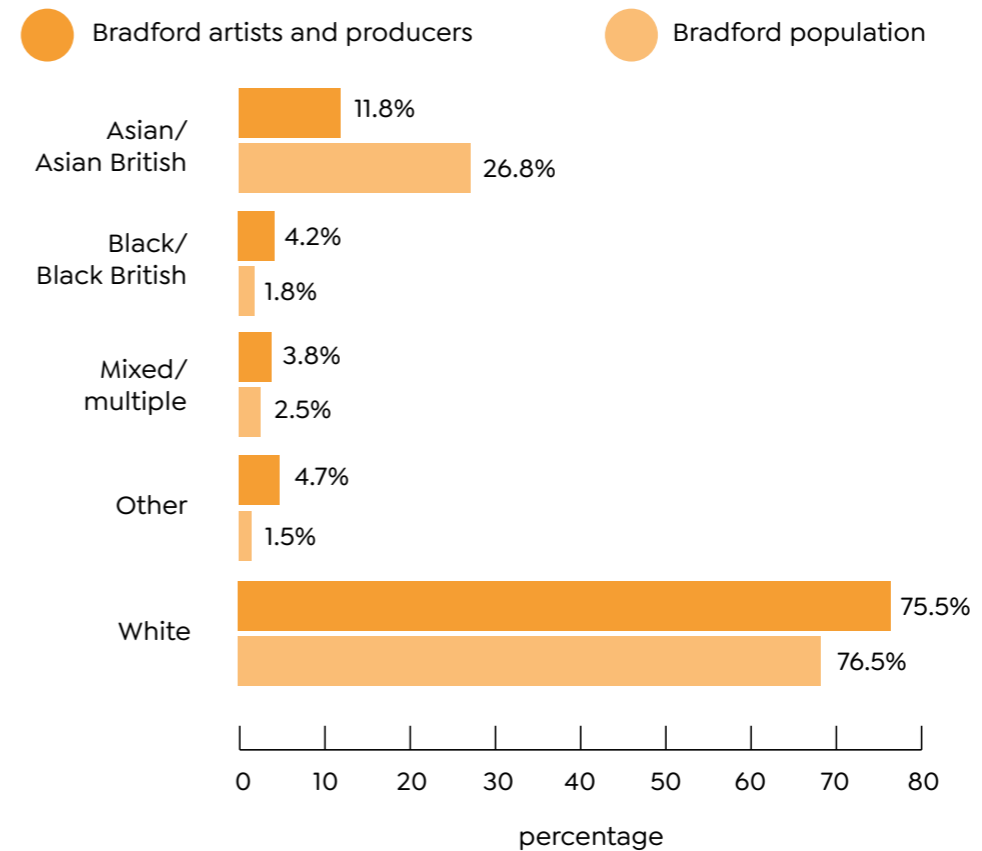


Data comes from 219 responses to BPH's annual artist and producer survey between 2021 and 2023. Results may be biased by the demographics of those most likely to fill in surveys

Age comparison



Ethnicity

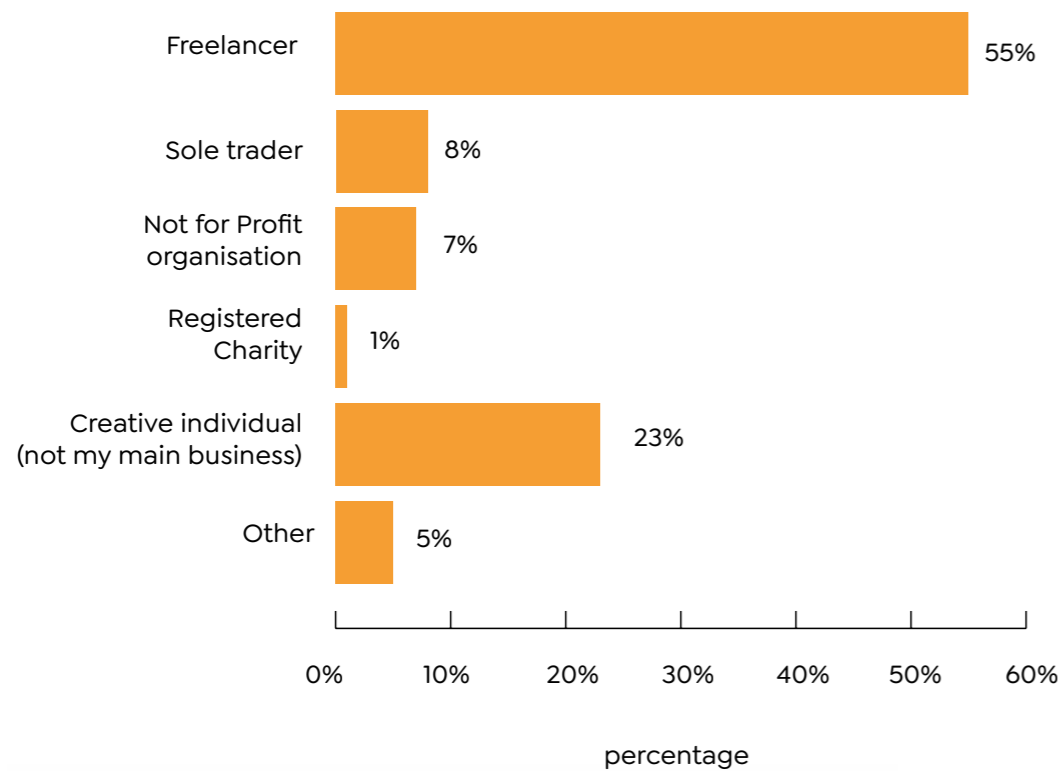


Their creative practice

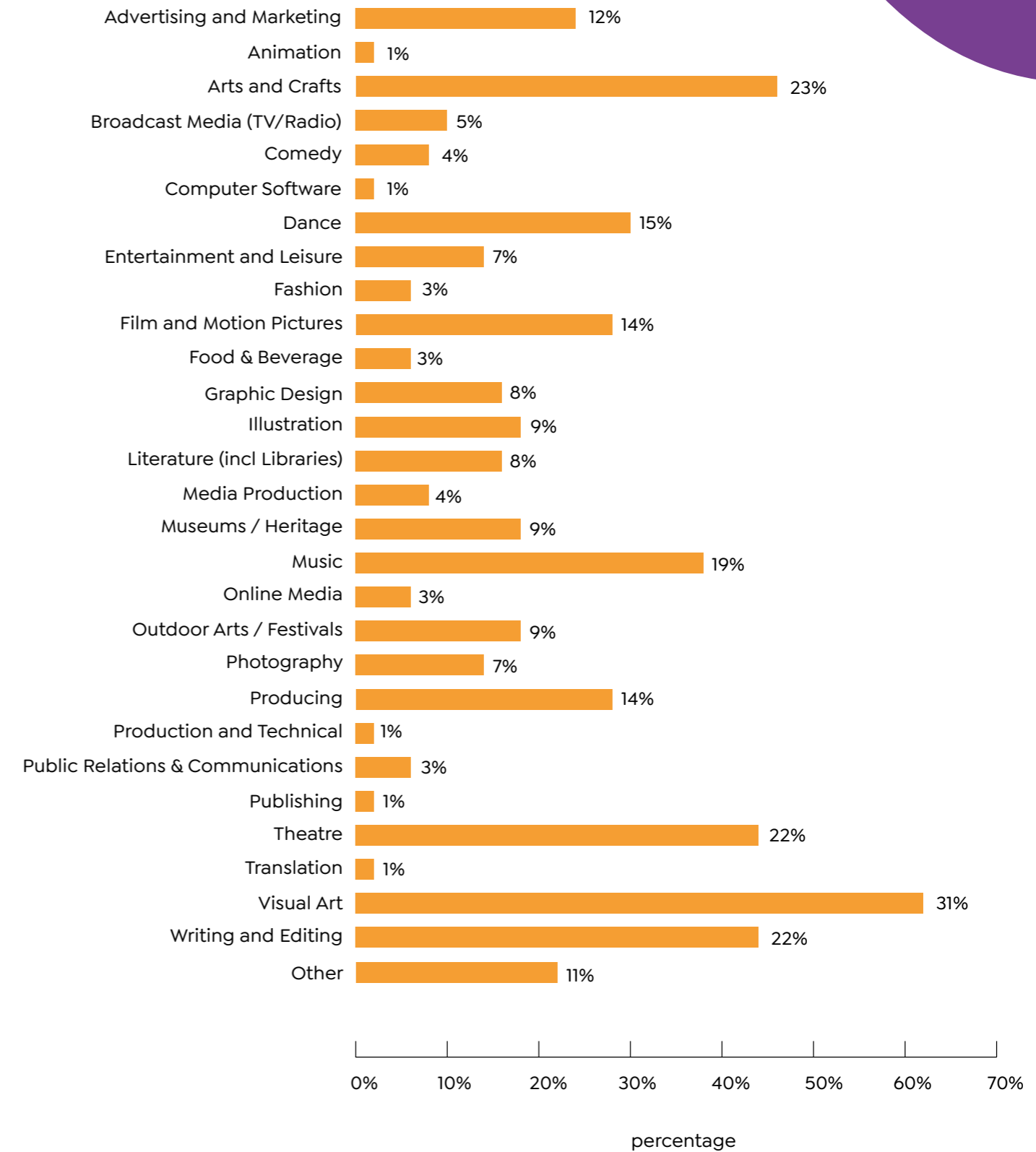
Most of Bradford's artists and creatives describe themselves as freelancers (55%)—and there are a significant number (23%) for whom their creative practice is “not my main job”. They work across many different disciplines—with the most popular being the Visual Arts (31%), Arts and Crafts (23%), Theatre, and Writing and Editing (both 22%). In terms of how long people have been

practicing, although 28% are in the first 5 years of their practice, there is a relatively even distribution across categories. Most do target “everyone” (62%) for their work—but as is shown by the responses, there are many who make work which targets a range of more specific audiences.

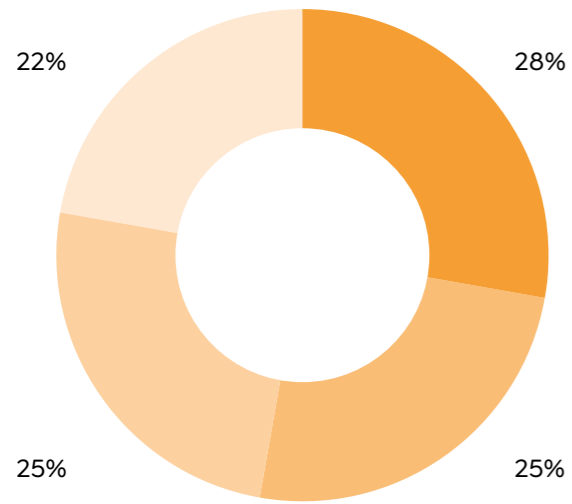
What best describes your creative practice?



What best describes your creative discipline?



Years in the creative sector

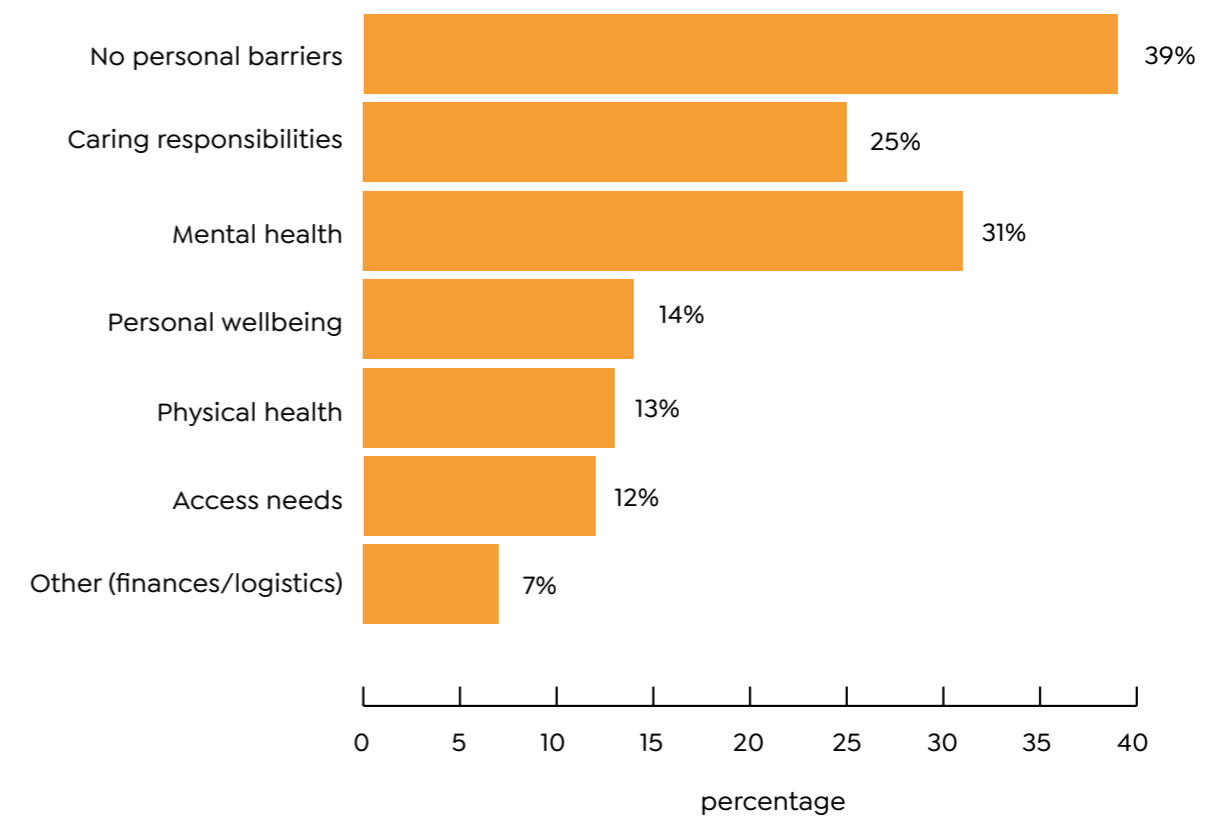


Less people report caring responsibilities being a barrier to their work than report having caring responsibilities in general, meaning that some people have these responsibilities but they do not impact their ability to work.

Barriers to being creative

61% of Bradford's artists and producers report facing at least one form of personal barrier to their work, with the most common being mental health concerns (31%) and caring responsibilities (25%).

Do you have any personal barriers to work?



Visitor Economy

Bradford district is rich in cultural assets that attract a diverse range of visitors. The National Science and Media Museum houses some of the world's most significant collections of photography, cinematography and television. The Bradford Industrial Museum showcases the city's industrial heritage through exhibits that cover textile manufacturing, printing, and engineering.

The Alhambra Theatre is a notable example of Edwardian architecture and has played a significant role in the city's cultural scene since opening in 1914. Bradford's designation as the UNESCO City of Film is testament to its cultural assets. As the first-ever designated UNESCO Creative City for film, Bradford has a long and illustrious history in film production and has played host to numerous film and television productions. The district also hosts several film festivals throughout the year, attracting both local and international audiences. Other key visitor attractions linked to the district's heritage include Saltaire and particularly Salts Mill with its link to David Hockney, and Haworth with the Bronte museum and other Bronte links.

Bradford district also boasts a vibrant and diverse arts scene, with galleries and creative spaces showcasing the work of local and international artists. For example, the Cartwright Hall Art Gallery hosts exhibitions that celebrate Bradford's diverse communities and cultural heritage. Meanwhile, Kala Sangam provides a platform for South Asian artists to showcase their work and engage with audiences. There are also many regular nationally significant events and festivals in Bradford that help boost Bradford's profile and visitor economy.

The last major piece of research on Bradford's visitor economy was conducted in 2016. This showed that the tourism industry in Bradford was worth an estimated £656m a year to the district's economy and supported over 13,500 jobs in 2016 (Bradford Council, 2018). The total spending by visitors was up by 10% and the number of tourism jobs was up by 4% from 2015. An estimated 2.25 million visitor nights were spent in the district in 2016 as well as approximately 11.6 million day trips. The report also revealed that Bradford saw an increase in visits from overseas tourists, especially from China, India and Pakistan.

Culture is an increasingly significant factor in Bradford district's visitor economy. The district attracts 12 million visitors annually, which generates 14,000 jobs and has an economic impact of £696m.



More recent data gathered for Bradford district Council shows that culture is an increasingly significant factor in Bradford district's visitor economy. The district attracts 12 million visitors annually, which generates 14,000 jobs and has an economic impact of £696m. Currently, 54% of visitors come for cultural purposes. Despite this, the visitor economy has remained static. The arts, culture, and heritage sectors have the potential to drive growth through investment and improved promotion.

The Covid-19 pandemic had a significant impact on the district's economy, particularly on sectors such as hospitality, leisure, culture and retail that heavily rely on tourism and visitors. The report estimates that the district's economy contracted by 9.9% in 2020, resulting in a loss of approximately £1.2 billion in output. The report also states that the number of people claiming unemployment benefits increased by 88% between March and December 2020, with the highest increases in areas with high concentrations of tourism-related businesses.

The impact of the pandemic on tourism in Bradford is not unique. According to data from the Office for National Statistics (ONS), parts of the UK that rely on tourism have been most affected by the Covid-19 jobs crisis, as many people who began claiming universal credit at the outset of the pandemic were still doing so six months later. The ONS also reports that turnover in travel and tourism businesses fell to its lowest level on record in May 2020, at 26.4% of February 2020 levels. The ONS also estimates that visits to the UK by overseas residents decreased by 73% in 2020 compared with 2019, while visits abroad by UK residents decreased by 76% over the same period.

Despite the recent challenging circumstances, there are signs of resilience and recovery in the tourism and visitor sector in Bradford. Looking ahead, Bradford's designation as City of Culture 2025 is expected to bring significant benefits to the district by 2030.



Gaps in the data

Current gaps in our knowledge about Bradford's visitor and creative economy include:

Uncaptured data

There is a significant portion of cultural and creative practitioners in the Bradford district who remain uncaptured by official statistics due to their absence from ONS data. These practitioners are estimated to number between 2,500 and 3,000 and operate as sole traders without registering for VAT or PAYE. It would be useful to know more about this group.

Limited knowledge of creative industries workforce diversity

While there is growing knowledge of this issue at the national level, it would be very useful to have this at the Bradford District level, especially to benchmark and track the impact of BD2025.

Limited sector growth

The employment in the Creative, Cultural, and Digital Industries (CCIs) in Bradford has decreased by 29% between 2015 and 2019, which suggests limited growth in this sector. Why is this the case?

Weak technology sector

Although IT, Software, and Computer Services make up 39% of the GVA of the creative industries in Bradford, the GVA for this sector remains lower than in comparable areas, partly due to a weaker technology sector. More knowledge of the reasons for this would be useful.

Business size

93% of businesses in the CCI sector in Bradford have 4 or fewer employees, which is higher than the national average of 90% for CCI businesses. The data does not provide information on the reasons for this higher percentage, or on the implications for the sector in Bradford.

Comparative data

Although the data provides information on the GVA of the creative industries in Bradford compared to other areas, it does not provide a complete picture of the sector's strengths, weaknesses, and potential for growth.

There is limited information on the effectiveness of the marketing and promotion of Bradford's cultural assets and events.

Visitor satisfaction

While we know that Bradford has a range of cultural assets and events, we do not have information on visitor satisfaction, in order to understand how satisfied visitors are with their experiences, what they liked and disliked, and what could be improved.

The impact of specific events on the visitor economy

While we have information on the major events that take place in Bradford, we do not know how much these events contribute to the visitor economy and how much spending and job creation they generate.

The potential impact of new developments

There is no information on how new developments, such as the Bradford Live music venue, could impact the visitor economy. It would be useful to understand the potential economic impact of such developments and how they could help to drive growth in the sector.



Opportunities

Arts organisations and artists can address gaps and weaknesses in Bradford's creative economy by developing programs and initiatives that support the growth and development of the arts and culture sector. For example, an arts organisation might develop incubator programs for emerging artists or small arts businesses, which can provide access to mentorship, training, and resources to support the growth of these organisations. Additionally, arts organisations can work with local stakeholders and decision-makers to develop policies and initiatives that support the arts and culture sector, such as tax incentives for arts organisations or public funding for arts education programmes.

In Bradford, the evidence base shows that there are particular skills gaps around digital production and a lack of a clear and distinct identity for cultural production in the district. Arts organisations and artists can play a vital role in developing programmes which help address gaps in digital production, for example, through focusing on creating a hub for entrepreneurs and young people to share ideas and exchange knowledge in this area.

More data is required on diverse experiences and routes into cultural and creative work and careers, and also on barriers to those routes.

Arts organisations can play an important role in supporting the creative industries by providing a range of services and opportunities for creative businesses, organisations, and individuals. Here are some ways that arts organisations can support the creative industries:

Providing networking and collaboration opportunities

Arts organisations can create platforms and opportunities for creative businesses, organisations, and individuals to connect, network and collaborate. This can help to foster a sense of community and support within the creative sector.

Offering business support and training

Arts organisations can provide training and support services to help creative businesses and entrepreneurs to develop their skills and knowledge, and to grow and sustain their businesses.

Providing access to funding and financing

Arts organisations can help creative businesses and individuals to access funding and financing opportunities, such as grants, loans and investment, to support the development and growth of their creative ventures.

Promoting and showcasing creative work

Arts organisations can help to promote and showcase the work of creative businesses, organisations and individuals, both locally and internationally. This can help to increase the visibility and recognition of the creative sector.

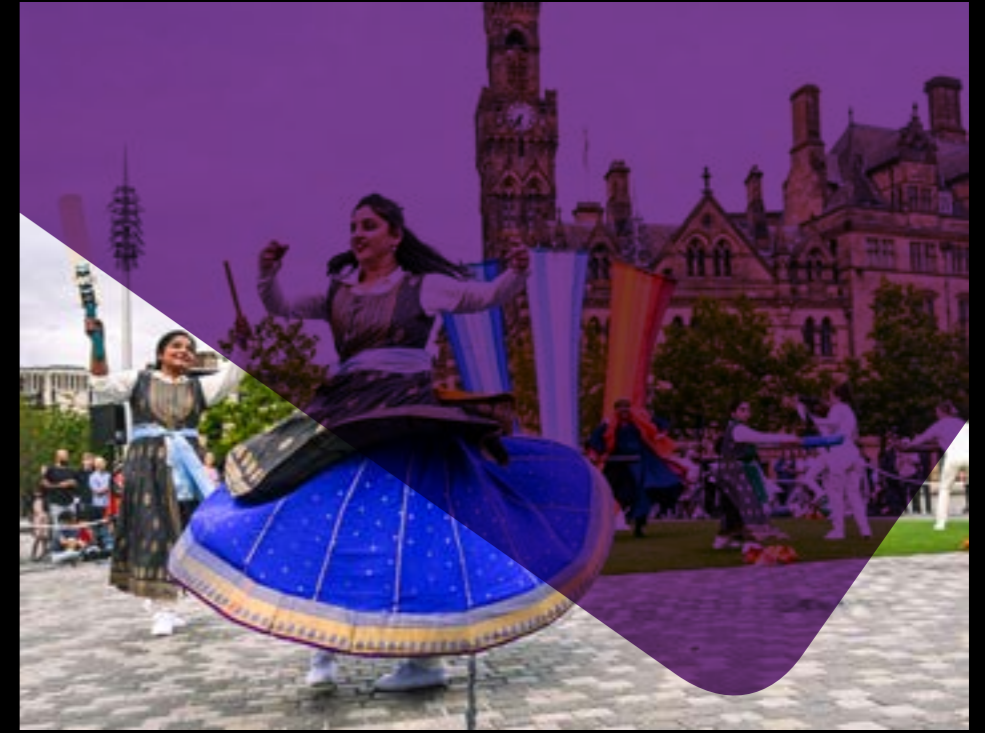
Researching – particularly using artist-led action research approaches

How local diverse heritage stories can contribute to widening the range of areas and events which can be promoted to visitors to the district. Particularly stories about the diverse heritage of the district beyond the areas typically included in the 'heritage journeys' eg the City Centre, Saltaire and Haworth.

The arts can help with other more systemic changes and behaviour changes in society which could help the creative economy.

Critically, arts organisations can work as intermediaries within communities to help develop cultural and social capital that is so vital to having the confidence and capacity to work in the creative industries and thus be part of challenging the systemic lack of diversity that plagues the cultural and creative industries.





Appendix



Appendix 1: Database of reports and evidence base

Demographics

Key reports and sources for reliable and up to date information on Bradford's changing demographic profile are summarised in the table below.

Research output	Publicly available	Content	Current	Accessibility
Various datasets on the bradford.gov.uk website referring to the demographics, and the cultural strategy	Yes	-	Yes	https://www.bradford.gov.uk/open-data/our-datasets/population https://ubd.bradford.gov.uk/about-us/health-and-life-expectancy/ https://ubd.bradford.gov.uk/about-us/poverty-in-bradford-district/ https://ubd.bradford.gov.uk/about-us/unemployment-in-bradford-district/ https://www.cultureisourplan.co.uk/
Bradford JSNA Demographics of Bradford district	Yes	District demographic data. Focus on inequalities and public health priorities	Yes	https://jsna.bradford.gov.uk/
All Bradford data sets - Northern Data Hub	Yes	Huge amount of open data relating to the district	Yes	https://datahub.bradford.gov.uk/ebase/datahubext.eb?ebd=0&ebp=10&ebz=5_1588087147020
Public Health Outcomes Framework	Yes	Health data inc life expectancy.	Yes	https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/1/ati/102/are/E08000032
European Cities Data Tool	Yes	Comparative data on European cities.	Yes	https://www.centreforcities.org/data-tool/dataset/european-cities/#graph=bar
All Bradford data - Northern Data Hub - Products - City Wards Explorer	Yes	City Wards Explorer - data visualisations by ward (hexagon graphics). Select "Products" from LH menu, then pick a city.	Yes	https://datahub.bradford.gov.uk/ebase/datahubext.eb?ebd=0&ebp=10&ebz=5_1588087147020
National Lottery Community Fund data	Yes	Grants data for 2019/2020	Yes	https://www.tnlcommunityfund.org.uk/data
NHS Digital	Yes	Births and deaths, demographics, GP registrations etc	Yes	https://digital.nhs.uk/data-and-information/data-tools-and-services/data-services
NOMIS	Yes	Labour market statistics	Yes	https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=100
Public Health Outcomes Framework	Yes	Health data inc life expectancy.	Yes	https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/1/ati/102/are/E08000032

Cultural Participation

Key reports and sources for reliable and up to date information on Bradford's cultural participation profile are summarised in the table below.

Report/data set	Public domain	Content	Current	Online link	Source
ACE Taking Part Survey 18-19	Yes	Statistics on adult engagement with arts and culture - %s and barriers. See also https://www.artscouncil.org.uk/taking-part-survey	No	https://www.gov.uk/government/statistics/taking-part-201819-statistical-release	ACE
Active Lives Survey dataset	Yes	Raw data e.g., % spent time doing a creative, artistic, theatrical or music activity or a craft. See local level data line 317 for Bradford figures.	Yes	https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables	ACE/ Sport England/ Ipsos Mori
Annual Survey of Visits to Visitor Attractions: Latest results	Yes	Annual survey, recording visitor numbers alongside key information like entrance fees and visitor profiles.	Yes	https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results	Visit Britain
BMDC Intelligence Bulletin - Heritage and Culture	Yes	Assets, funding, participation, value.	Yes	https://ubd.bradford.gov.uk/media/1453/ubd-heritage-culture-november-2018-v1-3.pdf	BMDC
Economic Update W Yorkshire culture performance (Report March 2022)	Yes	Update on the latest economic data relating to the sector.	Yes	https://drive.google.com/file/d/1BcU3XdgvEVM7sb-z9azUMIOm5NAwlb0/view	WYCA
Inbound nation, region, county data	Yes	Tourism data - International visitors	Yes	https://www.visitbritain.org/nation-region-county-data	Visit Britain
Bradford's Creative People and Places - community consultation for THE Leap April 2020 - notes	No	Qualitative data on perception of culture in the district.	Yes		The Leap/ Mark Dobson
Bradford Theatres 2018 - 2019 CONFIDENTIAL	No	Full report	Yes		
Bradford Theatres Audience Finder 2019-20 overview CONFIDENTIAL	No	Ticketing: Bradford Theatres: All (1 Apr '19 - 31 Mar '20) by postcode and audience spectrum profile	Yes	https://drive.google.com/file/d/1BcU3XdgvEVM7sb-z9azUMIOm5NAwlb0/view	
Audiences, Engagement and Participation Study for Bradford 2025. CONFIDENTIAL	No	Data on engagement and cultural participation in Bradford	Yes		Indigo Research (202x)
Creative Choice: An Audience Engagement Framework	No	Strategy for engaging with audiences	Yes		Indigo Ltd
Report of the Strategic Director of Place to the meeting of Regeneration and Economy Overview and Scrutiny Committee to be held on 19th January 2021				https://bradford.modern.gov.co.uk/documents/s32614/REGENV19JanDocP.pdf	

Appendix 1: database of reports and evidence base

Creative economy and cultural assets

Key reports and sources for reliable and up to date information on Bradford's creative economy and cultural assets are summarised in the table below.

Output	Publicly available	Details	Current	Accessibility	Source
APS Workplace Analysis	Yes	Number of people employed in Culture, Media and Sports Occupations (3200)	Yes	https://www.nomisweb.co.uk/datasets/apsw	NOMIS/ONS data
JCNA Bradford District Place Profile March 2020	Yes	Detailed report on workforce/emerging workforce perceptions.	Yes	https://bdproducinghub.co.uk/wp-content/uploads/2020/04/Bradford-District-JCNA-Report-FINAL-March-2020.pdf	BPH/Anna Franks Agency (Susan Ingham, Madeleine Irwin, Anna Franks)
Mapping the UK's creative industries	Yes	Creative industries mapping		https://www.arcgis.com/apps/View/index.html?appid=007e1de4a01a46b196ad2ccaed20eb3b	
Mapping and assessing the economic value, scope and impact of Bradford district's Cultural and Creative Assets		Mapping of cultural and creative industries and assets			BOP

Appendix 2: Lists of cultural assets in Bradford

BOP Consulting cultural assets datasets (2020)

In 2021, BOP Consulting undertook a comprehensive mapping of Bradford's cultural economy. This research mapped cultural provision and infrastructure in the district and compared it to other comparator cities with similar populations – Sheffield and Newcastle & Gateshead. While this data is now somewhat out of date, it remains very useful for identifying deeply entrenched patterns of investment and provision in the Bradford District. Headlines from this research show a relatively low level of public investment in culture compared to national averages and shows that NPO grants are below half of comparator cities. However, the research shows that local authority spending has maintained despite continued austerity.

This research identified Bradford's distinctive creative sector profile, and some unique cultural assets. But it also points out that cultural organisations tend to be smaller and have less production capacity than those in comparator cities such as Sheffield and Newcastle.

In terms of the theatre scene in Bradford, BOP identified that the district has a similar number of venues compared to other cities of its size. However, the number of seats in these venues is significantly lower. The professional production capacity in Bradford's theatres is limited, and there is a higher concentration of community and amateur activity compared to other similar cities.

City	No. theatres	No. of seats	Seats per 1,000
Bradford	10	3,550	60
Sheffield	10	4,043	69
Newcastle & Gateshead	10	4,724	94

Bradford has fewer cinema screens and slightly fewer music venues than comparable cities. Less of Bradford's cultural infrastructure is in specific clusters, and there are no distinct areas of cultural focus in planning policy. These characteristics are likely to limit the economic contribution made by the sector.

With regards to the visual arts, Bradford has a similar number of studio spaces to Newcastle and Gateshead, though significantly fewer than Sheffield; however, these are often found in small individual units and there are no large-scale, multi-site operators present. There are also significantly fewer art galleries per person.

BOP Consulting cultural assets datasets (2020)

Table 11: Visual arts studios and galleries

City	No. of studio spaces	No. of studio spaces per 1,000 population	No. of art galleries	No. of art galleries per 1,000 population
Bradford	10	0.19	15	0.28
Sheffield	19	0.32	28	0.48
Newcastle & Gateshead	8	0.16	19	0.38

Source: BOP Consulting, 2020

The capacity for professional theatre production in Bradford is limited, with only two producing theatres (Mind the Gap and Common Wealth). However, although work can be extremely high quality, these theatres are not as well established as in other comparable cities such as Sheffield and Newcastle, where larger production clusters bring in more income to the theatre sector and local economy. For instance, Sheffield Theatres produces around 13 new productions each year, with a mix of artistic, sector development and commercial goals. This includes co-productions with smaller theatres in Sheffield and other UK theatres, as well as commercial partnerships with receiving theatres that increase income. In 2018/19, Sheffield Theatres earned around £2.3 million from production income. In Newcastle, Northern Stage Theatrical Productions at the Playhouse has a procurement spend of around £1.1 million.

Table 9: Cultural assets in Bradford District

Name	Type	Name	Type
Cinemas	<ul style="list-style-type: none"> Cineworld Bradford Cubby Broccoli Cinema (at NSMM) Haworth Cinema IMAX Cinema (at NSMM), Bradford Pictureville Cinema (at NSMM), Bradford Picture House Keighley Ilkley Cinema 	Visual art studios	<ul style="list-style-type: none"> Cornmill Art Space Dockfield Road Creative Arts Hub
Theatres	<ul style="list-style-type: none"> Alhambra Theatre Bingley Little Theatre Bradford Playhouse Kala Sangam Ilkley Playhouse East Riddlesden Hall Idle and Thackley Little Theatre Mind the Gap Keighley Playhouse Theatre in the Mill The Delius Arts & Cultural Centre St George's Concert Hall Kings Hall and Winter Gardens, Ilkley 	Art Galleries	<ul style="list-style-type: none"> Cartwright Hall Art Gallery East Riddlesden Hall Impressions Gallery Kala Sangam Salts Mill (Hockney1853 Gallery) The Bingley Gallery South Square Centre Tinker Gallery, Ilkley The Studio, Bradford
Accredited museums	<ul style="list-style-type: none"> Bolling Hall Museum Bradford Industrial Museum Bronte Parsonage Museum Cliffe Castle Museum of Rail Travel 	Music venues	<ul style="list-style-type: none"> 1 in 12 Club BD Mills (multi use space within Shed Mill) Fuse Art Space Hawksbys Nightrain South Square Centre Studio 5 Live The Live Room The Railway Social Club The Light

Source: BOP Consulting, 2021

Heritage assets

Bradford has a strong heritage sector, with a comparable number of museums per head to other city districts and two UNESCO listings. According to BOP's research in 2020, it also has twice as many listed buildings per head as comparable cities.

Table 12: Museum and Heritage indicators

Museum and heritage indicators	Bradford	Sheffield	Newcastle & Gateshead
No. of museums	5	10	7
No. of museums per 10,000	0.19	0.12	0.16
UNESCO listings	2	0	0.14
No. of listed buildings	2,293	1,176	1,018
No. of listed buildings per 1,000 population	4.25	2.01	2.02



Appendix 3: Recent ACE funding rounds awards

The table below shows recent ACE funding rounds awards for Bradford District between 2023-2026.

Grant Type / Round	Organisation	Value	Genre	Constituency
CRF 1 Grants	Artworks Creative Communities	£50,707	Combined arts	Bradford West
CRF 1 Grants	BD Band	£76,080	Music	Bradford South
CRF 1 Grants	Bradford Museums & Galleries	£208,536	Museums	Bradford West
CRF 1 Grants	Bradford Theatres	£894,423	Theatre	Bradford West
CRF 1 Grants	Culture Squared CIC	£139,707	Literature	Bradford West
CRF 1 Grants	Fuse Art Space CIC	£66,250	Combined arts	Bradford West
CRF 1 Grants	Hive Bradford	£52,000	Visual arts	Shipley
CRF 1 Grants	Ilkley Playhouse	£60,454	Theatre	Keighley
CRF 1 Grants	Jam on Top	£60,147	Music	Keighley
CRF 1 Grants	Kala Sangam	£123,000	Combined arts	Bradford East
CRF 1 Grants	Mind the Gap	£150,000	Theatre	Bradford West
CRF 1 Grants	Nightrain Entertainment Ltd	£143,255	Music	Bradford West
CRF 1 Grants	Stage 84 Performing Arts Ltd	£50,000	Theatre	Bradford East
CRF 1 Grants	The Brick Box	£70,003	Combined arts	Bradford West
CRF 1 Grants	The Bronte Society	£119,200	Museums	Keighley
CRF 1 Grants	The Stage Management Company (UK) Ltd	£50,000	Not discipline specific	Bradford East
CRF 1 Grants	Thornton and Allerton Community Association	£52,592	Visual arts	Bradford West
CRF 1 Grants	Thought Bubble Festival	£51,000	Visual arts	Keighley
CRF 1 Grants	UK Tech-Fest	£45,529	Music	Shipley
CRF 1 Capital Kick-start	None			
CRF 1 Emergency Grassroots	None			
CRF 2 Grants	509ArtsLtd	£45,000	Theatre	Shipley

Grant Type / Round	Organisation	Value	Genre	Constituency
CRF 2 Grants	Actors Touring Company	£58,974	Theatre	Shipley
CRF 2 Grants	Bingley Little Theatre	£76,045	Theatre	Shipley
CRF 2 Grants	BD Band	£38,040	Music	Bradford South
CRF 2 Grants	Bradford Theatres	£445,000	Theatre	Bradford West
CRF 2 Grants	Culture Squared CIC	£552,246	Literature	Bradford West
CRF 2 Grants	Fuse Art Space CIC	£33,125	Combined arts	Bradford West
CRF 2 Grants	Ilkley Literature Festival Ltd	£27,000	Literature	Keighley
CRF 2 Grants	Kala Sangam	£61,500	Combined arts	Bradford East
CRF 2 Grants	Mind the Gap	£33,915	Theatre	Bradford West
CRF 2 Grants	Pro Audio Systems Limited	£263,697	Not discipline specific	Bradford West
CRF 2 Grants	The Beat-Herder LTD	£510,573	Music	Keighley
CRF 2 Grants	The Brick Box	£35,000	Combined arts	Bradford West
CRF 3 Continuity Support	509ArtsLtd	£41,000	Theatre	Shipley
CRF 3 Continuity Support	Culture Squared CIC	£732,559	Literature	Bradford West
CRF 3 Continuity Support	Fuse Art Space CIC	£39,735	Combined arts	Bradford West
CRF 3 Continuity Support	Ilkley Literature Festival Ltd	£27,000	Literature	Keighley
CRF 3 Continuity Support	Nightrain Entertainment Ltd	£25,247	Music	Bradford West
CRF 3 Continuity Support	Stage 84 Performing Arts Ltd	£25,000	Theatre	Bradford East
CRF 3 ERS Round 1	None			
CRF 3 ERS Round 2	None			



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

