

Bradford Cultural and Creative Sector Workforce Survey 2024

Section 1 Introduction

Hello!

Welcome to the Bradford Cultural and Creative Sector Workforce Survey, run by Bradford 2025 UK City of Culture working with Bradford Producing Hub.

We are looking for feedback from everyone and anyone who works in the Cultural, Creative Industries, Arts and Heritage sectors in Bradford District. You might be a freelancer or work for a creative industry sector business, or you might have an artistic or creative practice which provides a small part of your income. As long as you are aged 16 years or over and live or work in Bradford District, you are eligible to take part.

We know the importance of word of mouth so we would also like you to promote this survey as widely as you can to colleagues in the district. Thank you for your support in this.

This year, as a thank you for sharing your information with us, we'd like to offer you the chance to **enter a draw to win** one of **5x £100 microgrants** from Bradford Producing Hub to be put towards your creative practice or personal professional development - open to all Bradford-based creatives and creative sector small businesses completing the survey.

You can also choose to **enter a draw to win a Bradford 2025 goodie bag!**

Thanks again and good luck!

Data Protection

At the end of the survey we include some personal 'about you' questions. You do not have to respond to each of these questions if you do not feel comfortable doing so but it is in Bradford 2025's legitimate interests to understand whether we are engaging with diverse communities and people from different backgrounds.

Your answers will be treated in the strictest confidence and processed in accordance with our Privacy Policy. You won't be identified in any information we publish, and small numbers will be suppressed to avoid any risk of identification. Since we are unlikely to be able to identify you from the data in this form once you have submitted it to us, it is unlikely that we will be able to remove it from our database at a later date. For full details of our privacy policy please visit <https://bradford2025.co.uk/privacy-policy/>

The survey will be open until 15 September 2024, at which point the survey will be closed and the winner of the prize draw will be chosen at random from valid completed entries. The winner will be contacted by the Bradford 2025 and BPH team via the contact details provided in the survey. One entry is allowed per person - duplicate entries will be removed. Entry is limited to people working in the cultural and creative industries who live or work in Bradford District. If you have any questions, please contact evaluation@bradford2025.co.uk

1a. Which of the following best describes your work or that of the company you work in?

Please choose your **main** work role or activities from the list below. We will ask you more about your creative practice later.

- Artist
- Advertising and marketing
- Architecture
- Computer programming/ consultancy and publishing of computer games/ other software
- Crafts
- Cultural education
- Design and designer fashion
- Film, TV, video
- Library and archives
- Museums and galleries
- Music (performing, publishing, sound recording, manufacture of musical instruments)
- Operation of historical sites and similar visitor attractions
- Performing and visual arts (including artistic creation, support activities and operation of arts facilities)
- Photography
- Publishing (including translation/ interpretation activities)
- Radio
- None of the above

If none of the above go to 1b, ALL other answers to Section 2.

1b. We are sorry but you are not eligible to complete this survey if you don't work within the cultural sector or creative industries. If you are interested in a research project on the wider business sector in Bradford, please leave your contact email below. By doing so, you are consenting to us passing this on to our University of Bradford research partners.

First Name:

Last Name:

Email:

Section 2 About Bradford Producing Hub

In this section of the survey we will ask you about your experiences with Bradford Producing Hub (BPH)

2a. Have you heard of or been involved with Bradford Producing Hub (BPH)?

- Yes - involved with BPH in 2024 only
- Yes - involved with BPH in previous years only
- Yes - involved with BPH in 2024 and in previous years
- Heard of but not involved with [skip to section 3](#)
- Not heard of or involved with [skip to section 3](#)

2b. Have you attended any BPH events or training courses?

- Yes – in the last year
- Yes – more than a year ago
- No [skip to 2e](#)

2c. If yes, please give details

2d. What impact have these events or training courses had on your career or creative practice?

2e. Have you received any funding from BPH in the last year?

- No - I haven't applied for funding [skip to 2g](#)
- No - I applied but wasn't successful [skip to 2g](#)
- Yes - 'Spare Bob'
- Yes - 'Transforming Spaces'
- Yes - 'Explore'
- Yes - 'Creative Labs'
- Yes - Other

2f. What impact has the funding you received had on you or your creative practice?

2g. Have you had any mentoring or 1-2-1 support through BPH in the last year?

- Yes

No skip to 2j

Don't know skip to 2j

2h. If yes, please give details

2i. What impact has the mentoring or support you received had on you or your creative practice?

2j. Do you feel BPH has increased the number of creative opportunities in Bradford?

Yes

No

Don't know

2k. Please let us know if you have had any stand out experiences with BPH (leave blank if you haven't anything to share)

2l. In engaging with BPH, were your needs met?

Yes

No

Don't know

2m Please let us know if Bradford Producing Hub has done anything to help you address any barriers you face (leave blank if you haven't anything to share)

2n. Please add anything else you would like to share about your experience of working with BPH or what you may need in the future.

Section 3 – About Bradford 2025 UK City of Culture

In this section of the survey we will ask you about your experiences with Bradford 2025 UK City of Culture (Bradford 2025)

3a. Have you heard of or been involved with Bradford 2025?

Yes – been involved with

Heard of but not involved with skip to 3.1

Not heard of or involved with [skip to section 4](#)

3. Have you received any of the following funding grants from Bradford 2025 City of Culture?

- No - not applicable to me
- No - I haven't applied for funding
- No - I applied but wasn't successful
- Yes - Cultural Capital Fund
- Yes - Artist Led Grants
- Yes - Creative Communities Fund
- Yes - Micro-grants for Community & Volunteer Groups
- Yes - Other

3. 1 The next few questions ask you to rate how much you agree or disagree with a statement using the following scale:

1 = you strongly disagree

2 = you disagree

3 = you mildly disagree

4 = you neither agree nor disagree

5 = you mildly agree

6 = you agree

7 = you strongly agree

3c. Bradford 2025 has improved my perception of the city as a place to do business

3d. Bradford 2025 has improved my perception of the city as a place to visit

3e. Bradford 2025 has created business opportunities for my practice

Section 4 – About Your Work and Creative Practice

4a. Which of the following BEST describes your creative discipline? We know many of you work across more than one - if this applies to you, please only select a maximum of two.

Visual arts

Performing arts

Literature

Music

Film

Design

Crafts

Other

4b. If other, please describe

4c. We are interested in the different experiences of artists and people working in the arts and cultural sector and 'creative industries'.

Please select the statement(s) below which best describe how you work (Tick all those that apply)

I am an artist

I am a freelance creative

I work in the cultural sector [skip to 4f](#)

I work in the creative industries sector [skip to 4f](#)

4d. What percentage of your overall income/ turnover is from your creative practice?

0-20%

21-40%

41-60%

61-80%

81-100%

4e. Ideally, what would the percentage of your overall income/ turnover be from your creative practice?

0-20%

21-40%

41-60%

61-80%

81-100%

4f. Do you (or the company you work for) specialise in working with any specific groups or issues? Tick all that apply

Under 5s

Young people

Schools

Older people

Low income families

Global majority communities (sometimes described as Black, Asian and Minority Ethnic Communities)

LGBTQ+ people

Health issues

Deaf or disabled people

Mental health and wellbeing

Neurodiverse people

Faith groups

Gypsy, Roma and Traveller communities

Asylum seekers and refugees

Environmental or climate action

I work with everyone

Other

4g. If other, please describe

4h. Do you run a cultural or creative sector business which employs one or more people to work with you?

Yes

No skip to section 5

We would like to know more about how businesses in Bradford's creative sector are changing. Please answer these questions about your business/ organisation if you can.

4i. How many PAYE employees do you currently have?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4j. How many PAYE employees did you have 12 months ago?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4k. How many new PAYE employees have you employed in the last 12 months?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4l. What % of people employed by you within the last 12 months were previously out of work?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4m. What % of your workforce live in Bradford?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4n. What is the average wage within your business?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4o. How many freelancers do you employ per year on average?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4p. What is your average spend on freelancers per year?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4q. What is your average day rate for freelancers?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

4r. What is your business turnover in an average year?

This can be a rough estimation if you do not have exact numbers. Please enter your answer as a number without symbols.

If you do not know enter **DK**.

If you prefer not to say enter **PNS**.

Section 5 – How you feel about working in the creative sector and Bradford

5a. Do you currently work or make work in Bradford?

- Yes all of the time
- Yes most of the time
- Yes some of the time
- No

5b. Have you always worked in Bradford?

- Yes
- No

5c. What opportunities or challenges have you faced as a creative working in Bradford?

The next few questions ask you to rate how much you agree or disagree with a statement using the following scale:

1 = you strongly disagree

2 = you disagree

3 = you mildly disagree

4 = you neither agree nor disagree

5 = you mildly agree

6 = you agree

7 = you strongly agree

5d. The art being created in Bradford is representative of me and my community

5e. I feel I am an important part of my community as an artist

5f. I feel empowered to push boundaries with my work

5g. I feel connected to creative people, companies and venues in Bradford

5h. I feel connected to creative people, companies and venues elsewhere

5i. I feel confident I am able to do any monitoring my funders require (counting participants, collecting demographic information, keeping track of activities and events etc).

5j. I feel confident I can do the evaluation I need to develop my practice and fulfil funding requirements (seeing what worked and what didn't, finding out what people thought, etc)

5k. Do you need additional support with any aspects of monitoring or evaluation?

Yes

No

Don't know

5l. if yes, please give details

Section 6 – Personal Development and Resilience

This section is about your work life in the creative sector.

We want to understand how you feel about your work and the opportunities and challenges you may face.

6a. How long have you been working in the cultural or creative sector?

Less than 12 months

1-2 years

2-5 years

5-10 years

More than 10 years

6b. What creative training or development have you done in the LAST 2 years? Please select all that apply

None

Informal or on the job training

Apprenticeship or internship

Other specialist short courses and training

Higher education (BTEC, HND, Degree or similar)

Advanced level education (MA, Doctorate or similar)

Other

6c. If other, please specify

The next few questions ask you to rate how much you agree or disagree with a statement using the following scale:

1 = you strongly disagree

2 = you disagree

3 = you mildly disagree

4 = you neither agree nor disagree

5 = you mildly agree

6 = you agree

7 = you strongly agree

Please answer thinking about the **last 2 years**.

6d. I know how to develop my professional profile / company.

6e. I feel inspired to work towards new goals / ambitions.

6f. I am accessing new projects / funding to develop my work.

6g. My creative practice has developed.

6h. There have been more creative job opportunities for me in Bradford

6i. Covid-19 has continued to have a negative impact on my business or practice

Please answer the following questions using the same scale but thinking about how you feel **now**.

6j. Bradford is an attractive location for creative businesses

6k. When I have a setback at work, I have trouble recovering from it, moving on.

6l. I usually take stressful things at work in my stride.

6m. I feel I can handle many things at a time at work

6n. In the next 12 months I am planning to grow my creative practice, role or company

6o. I feel confident about my future in the creative sector

6p. I feel satisfied with the support and resources available to me in Bradford

6q. Thinking about the last two years, is there anything else that has impacted your creative practice or career opportunities in Bradford?

6r. Where do you usually look for new creative opportunities?

Section 7 – Volunteering, Heritage and Sustainability

We'd like to find out how you are engaging with volunteering, heritage and environmental sustainability so we can offer further support to the sector if needed.

7a. Does your business or organisation work with volunteers?

- Yes
- No skip to 7d
- Don't know

7b. What kind of volunteers does your business or organisation work with?

- Regular volunteers
- One-off volunteers
- Trustees
- Board members
- Corporate/ business volunteers
- Other

7c. What other kind of volunteers work with you?

7d. Do you feel that your business or organisation is making the most of your volunteers?

- Yes
- No
- Unsure

7e. What are the barriers to making the most of volunteering? Please suggest anything that might support you to do more.

7f. Approximately what percentage (%) of your work (if any) is in or linked to the heritage sector?

- 0-20%
- 21-39%
- 40-59%
- 60-89%
- 90-100%

7g. How confident do you feel working in the heritage sector?

7h. What opportunities or challenges are there to working in heritage?

7i. How highly does your business or organisation prioritise environmental sustainability?

- High priority
- Moderate priority
- Low priority
- Not a priority at all

7j. Which environmental sustainability practices or initiatives does your business or organisation currently have in place?

- Recycling
- Energy saving
- Low carbon travel and transport
- Water conservation
- Sustainable procurement
- Other

7k. If other, please specify

7l. How confident do you feel tackling or managing environmental issues and sustainability in your creative practice?

7m. What would help you to feel more confident in tackling or managing environmental issues and sustainability? Please be as specific as you can.

7n. What are the main barriers to improving your environmental sustainability ?

- Lack of financial resources
- Insufficient time
- Limited knowledge
- Uncertainty about where to find support
- Absence of peer learning opportunities
- No identified challenges
- Other

7o. If other, please specify

7p. Do you use 'Julie's Bicycle Creative Climate Tools' to help measure the environmental Impact of your work?

If you are registered or planning to register with Julie's Bicycle Creative Climate Tools or just curious and would be interested in working with Bradford 2025 on using these tools more effectively, please contact jamie.saye@bradford2025.co.uk

- Registered and actively using it
- Signed up but not managed to use it
- Heard of it but not signed up
- Never heard of it

Section 8 – Wellbeing

In this section we'd like to ask you a bit about your personal wellbeing.

If you feel that you need support with your mental or emotional health you may find the [MIND](#) website helpful.

8a. At this moment, how well do you feel you are getting along emotionally and psychologically?

- Very poorly; I can barely manage to deal with things

- Fairly poorly; life is pretty tough for me at times
- So-so; I manage to keep going with some effort
- Fairly well; I have my ups and downs
- Very well; I have no important complaints

The following 4 questions ask about your feelings on aspects of your life. These are nationally validated wellbeing measures used in many national surveys and also included in the local Household Survey and Volunteer Surveys undertaken by Bradford 2025.

For each of these questions please give an answer on a **scale of 0 to 10, where 0 is 'not at all' and 10 is 'completely'**. You have the option not to answer if you don't feel comfortable doing so.

8b. Overall, how satisfied are you with your life nowadays?

8c. Overall, to what extent do you feel that the things you do in your life are worthwhile?

8d. On a scale where 0 is 'not at all anxious' and 10 is 'completely anxious', overall, how anxious did you feel yesterday?

8e. Overall, how happy did you feel yesterday?

If you feel that you need support with your mental or emotional health you may find the [MIND](#) website helpful.

The University of Bradford (a strategic partner of Bradford 2025) is undertaking a research study on wellbeing in the creative sector. If you would like to participate in that study, please tick the appropriate consent box and provide your contact details at the end of the survey.

Thank you so much.

You've reached the final section: **About you.**

This information is collected to make sure we are reaching a broad range of people, to understand the diversity of Bradford's cultural and creative sector workforce and to help us get the information our funders need.

Like everything else, your answers will be anonymous.

Section 9 – About You

9a. What is your full postcode?

9b. What is your sex?

- Male
- Female
- None of the above
- Prefer not to say

9c. Is your gender the same as the sex you were assigned at birth?

- Yes
- No
- Prefer not to say

9d. How old are you?

- 16-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70-74
- 75+

9e. What is your Ethnicity?

- Arab
- Asian / Asian British - Bangladeshi

- Asian / Asian British - Chinese
- Asian / Asian British - Indian
- Asian / Asian British - Pakistani
- Asian / Asian British - Any other Asian background
- Black / Black British - African
- Black / Black British - Caribbean
- Black / Black British - Any other Black / African / Caribbean background
- Mixed - White and Asian
- Mixed - White and Black African
- Mixed - White and Black Caribbean
- Mixed, Any other mixed/ multiple ethnic background
- White - British
- White - Gypsy or Irish Traveller
- White - Irish
- White - Any other white background
- Other
- Prefer not to say

9f. How would you describe your sexual orientation?

- Bisexual
- Gay
- Straight
- Prefer to self-describe
- None of the above
- Prefer not to say

9g. If prefer to self-describe, please specify

9h. Do you have any caring responsibility?

- No
- I'm a parent to children
- I'm a parent to adults who still require my care
- I care for my grandchildren
- I care for my parents
- I care for my grandparents
- I care for my partner
- I am a foster carer
- Other

9i. If other, please specify

9j. Do you identify as any of the following?

- Deaf or hearing impaired
- Blind or visually impaired
- Disabled
- None of the above
- Prefer not to say

9k. Do you identify as neurodivergent? Being Neurodivergent could include Dyslexia, ADHD etc.

- Yes
- No
- Prefer not to say

9l. What (if any) are the barriers or issues you face being disabled or neurodivergent in the arts, culture and heritage sector?

9m. This question is asked in addition to previous questions about your work to help us understand people's socio-economic status.

What best describes your main current or most recent occupation?

- Managers, directors, senior officials and owners of small businesses
- Professional occupations e.g. lawyer, doctor, scientist, engineer, journalist, teacher, social worker, librarian
- Associate professional and technical occupations e.g. technicians, teaching assistants, police officers, up to sergeant, artists, musicians, authors
- Administrative and secretarial occupations e.g. bank clerk, personal assistant, admin officer
- Skilled trades occupations e.g. electrician, plumber, builder
- Caring, leisure and other service occupations e.g. careworker, childminder, hairdresser
- Sales and customer service occupations e.g. shopkeeper, sales assistant, call centre occupations
- Process, plant and machine operatives e.g. factory worker, miner, LGV driver, bus driver
- Elementary occupations e.g. cleaners, security guards, postal worker, bar staff, cafe workers
- Unemployed/ never worked
- Student
- Prefer not to say

9n. If you would like to say more about your current or most recent occupation please write below

9o. Which of the following best describes your highest educational qualification?

- Doctorate or Masters
- Degree & professional or vocational equivalents
- Other Higher Education below degree level
- Trade apprenticeships
- GCSE grade A*-C (5 or more)
- GCSE (less than 5 A*-C)
- Other qualification level
- No qualifications

Unknown

Prefer not to say

Thank you!

That's all our questions!

Thank you so much for completing this survey - we really appreciate your time and will share our findings as soon as possible via the BPH and Bradford 2025 websites.

As mentioned at the start, we'd like to offer you the chance to enter a draw to win one of 5x £100 microgrants from Bradford Producing Hub to be put towards your creative practice or personal professional development - open to all Bradford-based creatives and creative sector small businesses completing the survey.

You can also choose to enter a draw to win a Bradford 2025 goodie bag!

Good luck!

Thank you so much for taking the time to complete our survey!

10a. Please remember to tick the prize draw entry box below and provide your contact email if you want to enter the prize draw.

Bradford 2025, BPH and partners will be undertaking a number of other research studies and offering more opportunities for creatives across Bradford. Please indicate below if you would like us to contact you about these. By ticking the appropriate box and providing your contact details you are consenting to us sharing your contact details with the relevant organisation or research team so that they can contact you directly.

Prize draw entry

University of Bradford Management School - research on small businesses (SMEs) and creative enterprises in Bradford

University of Bradford wellbeing research group - research on creative sector wellbeing and health

Any University of Bradford research study

Bradford 2025 Evaluation Team (including evaluation partners) - Bradford 2025 impact evaluation and aligned research activities

Bradford Producing Hub Newsletter

10b. If yes to any of above, please provide your name and email