



United Nations
Educational, Scientific and
Cultural Organization

Creative Cities Network

CLT/CEI/CID/2009/PI/137 REV.
24/09/2009

Bradford

UNESCO City of Film

Fast facts

- With a population of just under half a million, Bradford is the fifth largest metropolitan district in the UK. It has an ethnically diverse population, with almost 20% being South Asian.
- Young people form a greater – and growing – proportion of the population than the national average, as a result of which Bradford has the fastest growing workforce of any major UK city outside London.
- Bradford is home to a strong group of new media companies and a growing number of start up enterprises in film, media, digital and other clusters.
- Bradford is also site of the Victorian industrial village of Saltaire which was awarded UNESCO World Heritage status in 2001.

Britain's National Media Museum Including Film

- The National Media Museum, first established in Bradford in 1983 as the National Museum of Photography, Film and Television, attracts around 700,000 visitors per year, making it one of the most visited museums outside London.
- The Museum is home to galleries, exhibitions, events and festivals. It includes Europe's first permanent giant-screen IMAX cinema and Pictureville – the only cinema in the world that regularly screens Cinerama using the original 3 projector system.



- It hosts an eclectic range of well-established annual film events: The Bradford International Film Festival, now in its 16th year, constantly attracts an array of screen stars and film makers as guests; Bite the Mango is a celebration of World Cinema and related international arts with a growing community focus; Bradford Animation Festival is one of the UK's longest running and most successful animation events, and Fantastic Films Weekend is the country's fastest growing mini-festival dedicated to horror, fantasy and sci-fi film and TV
- The Museum's extensive cinematography collection contains more than 13,000 film-related objects and artefacts, from the early days of cinema to today's digital technologies.

A history of film achievement

- With the city being home to some of the leading late 19th century developments in projection technology, such as Appleton's Cieroscope, Bradford entrepreneurs were at the forefront of bringing film to the masses.
- With nearly 6000 buildings "listed" for their architectural quality, film makers have long used buildings in the city, neighbouring towns and the surrounding moorland landscape as the backdrop for classic films such as Billy Liar, The Railway Children and Yanks.
- In recent years TV productions have similarly made considerable use of the city and its environs. For its size, Bradford "punches above its weight".
- Promoting film will further enhance Bradford as a tourist destination, helping to build on the present annual visitor economy of £500m.
- As Bollywood has become a global phenomenon reaching beyond the South Asian diaspora, so Bradford has developed a strong connection with the world's largest film industry in India.

Developing the next generation

- The School of Computing, Informatics and Media at Bradford University has been a pioneer in digital

media teaching and research since 1991, with a particular strength in animation. It is a Skillset Media Academy in recognition of its excellence in teaching and working with the industry to provide the next generation of industry professionals.

- Many of the new generation of digital industries are being established by graduates of the University and former employers of existing digital companies.
- From specialist training facilities aimed at young people to informal education and training opportunities, Bradford hosts a range of bodies such as the Wow Academy and Bradford Foyer providing film-related training across the age and social spectrum.
- There are growing opportunities for everyone in Bradford to become involved in various aspects of film – whether through joining the Bradford Film Network, taking part in community- and school-based competitions, setting up film societies or attending screenings at community events such as Europe's largest Mela held in Bradford.



Economic impact

- There are approximately 1,500 businesses in Bradford's wider creative sector, employing over 5,000 people. Within these, there is a healthy young cluster of dynamic small businesses creating high value jobs, many operating in the screen related areas of film, TV and new media.
- A key strength within Yorkshire's digital and creative cluster is games, with the games and film industries becoming so closely linked that there are many joint launches of film and game titles.
- Bradford will be linked to the new BBC production complex at Media City, Manchester as part of a forthcoming secure fibre network for high capacity data files. It is also part of the Airedale Digital Valley stretching north from the city.