

Bradford City of Film

activities report

April 2009 to Sept 2010



BRADFORD

enjoy | learn | make | visit

think **bradford** | think **film**



BRADFORD
CITY OF **FILM**

a **UNESCO** creative city



www.bradfordcityoffilm.com



BRADFORD

CITY OF FILM

enjoy | learn | make | visit



The City of Film Strategy

You might expect the world's first UNESCO City of Film to be LA, London, Mumbai or Cannes. You'd be wrong.

Welcome to Bradford, home to a fabulous film heritage, world-class festivals, stunning locations and film's national museum at its heart. And since June 2009, the world's first official UNESCO City of Film

Bradford City of Film is all about a new mission for Bradford; to use our designation as UNESCO's first official City of Film to support the district's regeneration. We have an ambitious, exciting, but realistic vision:

By 2020 we want film to be at the heart of Bradford's development, identity and day to day life. There will be a buzz about film which touches all aspects of life in Bradford; local people, our institutions, employers, businesses, voluntary and community organisations and visitors. Famous nationally and internationally, no-one will live, work or visit Bradford without knowing they are in the world's first City of Film.

This is because Bradford will be a world-class place to:

● **Enjoy film**


ENJOY FILM IN BRADFORD



THE SHOW IS ABOUT TO BEGIN

● **Learn about and through film**

LEARN THROUGH FILM IN BRADFORD



BRING YOUR FUTURE TO LIFE

● **Make film**

MAKE FILM IN BRADFORD



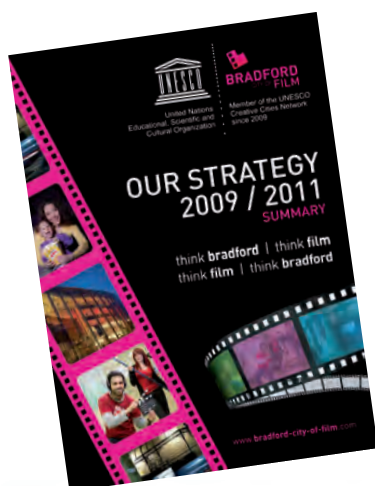
BE PART OF THE BIGGER PICTURE

● **Visit because of film**

VISIT BRADFORD BECAUSE OF FILM



TAKE YOUR TIME AND BE AMAZED



In Sept 2009 we published a strategy for how we would achieve this in the longer term, with a short term workplan up to March 2011. At the heart of the strategy is that our city buzzing on film is delivered by a range of bodies and individuals within the four City of Film themes - enjoying film, learning about and through film, making film and visiting because of film. We are all jointly responsible for working towards our fabulous, film filled future.

The message is clear – if you are part of Bradford or part of the film industry, you are part of City of Film.

This review outlines just some of the activities that have happened within the district towards making this reality. It's an amazing start with activity within all of the themes towards this long term vision.

Step into the spotlight Bradford.....





Who are “we”?

Our district buzzing on film is made real by a range of organisations, individuals, and businesses within Bradford and beyond. ‘We’ are many partners all working together to make the most of our film status, building on the fabulous things that won us the accolade of the world’s first City of Film, and developing new activities or initiatives, provided either by individual organisations or in partnership.



‘We’ include:

City of Film staff:

- City of Film Director, Peg Alexander.
- Since summer 2010, Support Officer Lisa Brook.

Founding Partners:

- **Bradford Council** – many departments are involved including Culture, Tourism and Sport, Regeneration, City Centre Management, Marketing, Libraries service and the City Park team.
- **National Media Museum** – from the International Film Festival and other film festivals, through to the Learning Team and film making staff.
- **Screen Yorkshire** – working with all the staff including the comms team and the production and locations team that support film makers.

Service Delivery Partner:

- City of Film has also worked very closely with our service delivery partner, Fabric, who has provided many of our services.

Partners:

- Other partners, and those who have helped to deliver a Bradford buzzing on film include the Airedale Partnership, BBC, BFI, Bradford Chamber of Commerce, Bradford College WOW Academy, Bradford Community Broadcasting, Bradford Foyer, Bradford schools music service, Bradford Young Chamber, Business Link, Cape UK, Destination Bradford Partnership, Education Bradford, Harewood House Estate, individual businesses in Bradford and beyond, individual schools, Invest in Bradford, Keighley and Worth Valley Railway, Kick Start project, Leeds Bradford Airport, The ‘b someone’ campaign, University of Bradford - School of Computing, Media and Informatics and business support, Welcome to Yorkshire, Yorkshire Film Archive, and many more.

Enormous thanks go to them all.

Who pays for Bradford City of Film?

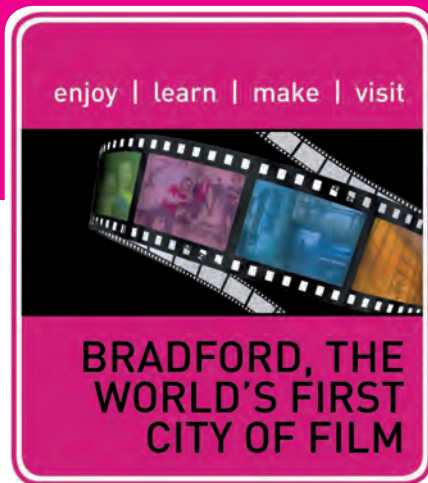
Most central City of Film activity has been enabled through Bradford Council’s Working Neighbourhoods Fund. Additional funding was secured from Yorkshire Forward to develop the website; Screen Yorkshire for a film making project; and Welcome to Yorkshire to develop tourism plans and for street dressing. Additional support has been made available for City of Film activity through the individual budgets of participating organisations including Bradford Council, the National Media Museum, University of Bradford and Education Bradford.

So what happened?

Read on to find out more about the activity that took place under each of the themes. You can also find out more about some individual activities in the ‘City of Film in Action’ case studies on www.bradford-city-of-film.com (click on ‘About’).



Communicating and Engaging



With a fabulous film heritage, world class festivals, stunning locations and film's national museum at its heart, Bradford is set for a fantastic film filled future. Across Bradford and beyond, major institutions, businesses, community organisations, voluntary groups and individuals come together to make sure we deliver this exciting new vision for Bradford.

Our ambitions for 2020

By 2020 we want film to be at the heart of Bradford's development, identity and day-to-day life. No one will live, work or visit Bradford without the knowledge that they are in the world's first City of Film. If you are part of Bradford or part of the film industry, you are already part of City of Film.

We did what we said we would... and more!

- We announced that Bradford had received the status to the world, receiving extensive national and international press coverage
- We held a City of Film Celebration Weekend to launch the initiative with a well promoted and high profile weekend of activity linked to the Bradford International Film Festival (18 - 22 March 2010). Over 28 different activities or events took place over a 4 day period.
- We audited Bradford's film offer to identify baselines.
- We developed a street promotional presence in Bradford City Centre. This included road signs on the main routes into the City Centre, lamppost banners, poster campaigns, a window display and promotion on the Big Screen.
- We developed and promoted the City of Film concept and brand, and its four themes; enjoy, learn, make, visit.
- We promoted film related activity in the District through our website, e-bulletin and networks.
- We re-developed the City of Film website.
- We promoted Bradford as a venue for national and regional film activity and events.
- We held an event to identify City of Film impacts on district strategies and will hold a 2nd annual networking event in 2010.
- We worked with organisations and companies to help them think about how City of Film can impact on their delivery and action plans.
- We developed an evaluation framework.
- We gave presentations to promote City of Film at many events, meetings and networks, both within Bradford and further afield.
- We asked businesses to support City of Film through the Bradford Chamber Business Pledge, and many did.
- We held a City of Film Camcorder Competition which was won by a local girl.
- We plan to support the making of a film 'A Portrait of Bradford'.



A world class place to enjoy film

We did what we said we would... and more!

In addition to the many existing ways to watch film, we made it even easier to enjoy film in Bradford.....

- We held a People's Premiere as part of the Bradford International Film Festival during the City of Film launch weekend. Local people won the chance to have the full red carpet experience and watch the premiere of 'Perrier's Bounty'.
- We ran a summer programme of screenings in 2010 – films were shown at festivals and events throughout the district.
- We provided support for local film societies to develop and run.
- We enabled community screenings through the use of City of Film screening and projection equipment.
- We took the Mobile Cinema (possibly the world's smallest purpose built cinema) out and about throughout the district, showing a range of films.
- We took the Bradford International Film Festival out to more venues.
- We developed a People's Cinema concept where we provided cinema space to show films made by local film makers.



There are many ways to enjoy film in Bradford – multiplexes, the IMAX big screen, festivals and film societies. Every week there are over 250,000 opportunities to enjoy film. You can watch Disney with popcorn with the kids, travel to Bollywood or back into film history, brush up on your French at the International Film Festival, make a film for the Big Screen and watch your favourite TV stars in TV Heaven or organise a community film screening.

Our ambitions for 2020

By 2020 we want even more people to watch films in even more cinemas, film clubs and other public venues. There will be more film festivals and more people will visit the National Media Museum.

A world class place to learn about and through film

LEARN THROUGH FILM IN BRADFORD



BRING YOUR FUTURE TO LIFE

Whatever your level of interest – from curious novice to professional practitioner – there is a film training course in Bradford for you. Five colleges provide 46 courses, from postgraduate degrees to introductory classes for beginners.

Our ambitions for 2020

By 2020 we want more young people in Bradford to have film making skills and training. We will all know more about film and be more film literate, and people in Bradford will use film as a media to express themselves.

We did what we said we would... and more!

In addition to Bradford's impressive ongoing track record of both formal and informal learning, we helped more people to learn through and about film.....

- We created a new 'Learn Task and Delivery Board' and developed a new Learn Action Plan.
- We commissioned local film makers to make a film as part of the 'b someone' campaign.
- We sponsored an award for young people in Bradford..
- We organised careers events and activities for young people interested in the film industry, including the successful Shooting Stars event.
- We supported and ensured a range of training courses and seminars for aspiring film makers.
- We supported a regular network and information exchange for people who want to learn about and learn through film.
- We held an 'Industry Weekend' as part of the launch weekend where people who are working or want to work in the film industry can learn more through seminars and master classes.
- We ran the 'Made in Bradford Schools and Learning' short film competition.
- We develop City of Film PhD Studentship at the University of Bradford.
- We created a new post graduate MA in Film Studies at the University of Bradford.
- We worked with schools to involve school children to use film to learn. **This included**

- My City, My Family, My Film. A film starring local school children.
- Five primary schools using philosophy to look at what it means to be growing up in the world's first City of Film.
- Three secondary schools working with film practitioners to further explore the film aspects of their Creative and Media diplomas.
- Training primary teachers about film and to help them to make films as part of the new primary curriculum.
- Support through Bradford Schools Music for film activity, and other activities in schools on an ongoing basis through Education Bradford.
- Discussions with Film Club UK about the potential to develop more film clubs in Bradford and a schools network of film champions.



A world class place to make film

We did what we said we would... and more!

To build on our reputation as a film friendly district and to enhance the support available to film makers and potential filmmakers.....

- We created a 'Make Task and Delivery Board' which is currently working on a plan to make Bradford an even more film friendly district.
- We supported individual film companies interested in filming in Bradford, through location and other practical support.
- We held a 48 Hour Film Challenge where people were encouraged to come to Bradford to make a film over a weekend. The challenge was preceded by skills workshops for new and burgeoning film makers, with an emphasis on encouraging women, film makers from BME communities and people with disabilities.
- We ensured work placements for local film makers/ develop volunteering or temporary short term employment.
- We enabled events for local film makers to showcase their work.
- We awarded 6 'Made in Bradford' bursaries for local film makers in 2009, and are holding the awards again in 2010.
- We supported film makers through access to film making equipment (cameras and edit facilities) which enable them to make films if they do not otherwise have access to the necessary equipment etc).
- We held an industry event looking at Strategies for Survival as part of the launch weekend in March 2010.
- We screened locally made films on the Bradford City Centre Big Screen.



If you would like to develop, make or share your films, Bradford has the resources and support to help you. Over 30 films have been made in Bradford in the last five years. There are fantastic locations for amazing movies, from inner city backdrops to rural and industrial landscapes, for contemporary or period pieces. We have crew and equipment available, including for local people and local film makers.

Our ambitions for 2020

By 2020 we want Bradford to be renowned as a venue for film industry events, as well as a great place for local and international film makers. We will better promote our offer to the film industry, and will have more opportunities for local film makers to be supported and showcased.



A world class place to **visit** because of film

We did what we said we would... **and more!**

We worked together to encourage even more people to visit Bradford on a film theme:

- We created a 'Visit Task and Delivery Board' and developed a longer term Destination Film action plan.
- We updated and re-produce the Bradford Movie Map and made it available to hotels and other tourist venues.
- We bought visitor attractions and hotels together to discuss potential to pilot coordinated activities to encourage people to come to Bradford for film.
- We worked with Welcome to Yorkshire on developing and promoting the movie trail, and we are looking at how the trail can be celebrated at the actual locations.
- We started a debate about the potential to create a piece of major public art by using BRADFORD letters in a permanent or moving location.
- We integrated film into the building of Bradford's new City Park through school children and through the 'Arts of Place' project which used film based temporary art commissions to engage people in the City Park.
- We bought national and regional film events to Bradford which would probably not otherwise be held here.



Land in destination film, follow the Bradford Movie Trail and enjoy a day, weekend or longer celebrating and relishing in film. Visit the National Media Museum, the only national museum dedicated to Film, TV and Media in the UK, visit our film locations and places of film history and relax by enjoying the many films on show.

Our ambitions for 2020

By 2020 we want Bradford to be known, nationally and internationally, as the destination to enjoy film related activities. There will be new businesses, new developments and new film based visitor activity to make your time here even better.



The Creative Cities International Network

We did what we said we would... **and more!**

- We took part in the UNESCO Creative Cities Network.
- We developed connections with our sister cities in Edinburgh and Glasgow.
- We worked with other cities around possible City of Film status or membership of the Creative Cities Network.
- We supported Sydney's bid to become the 2nd City of Film and hope to look forward to welcoming them to the network in the future.



United Nations Educational, Scientific and Cultural Organization

Member of the UNESCO Creative Cities Network since 2009

Our international ambitions for 2020

To be an active member of the UNESCO creative cities network





BRADFORD

CITY OF **FILM**

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Find out more about how City of Film has made a difference - check out the City of Film case studies on www.bradfordcityoffilm.com; go to 'About' and 'City of Film in Action'.

City of Film founding partners:



City of Film is brought to you in association with:

