



# Monitoring Report 2016



**BRADFORD**  
CITY OF **FILM**

a UNESCO creative city

# 1. EXECUTIVE SUMMARY

Bradford is the world's first UNESCO City of Film. This permanent title bestows international recognition on Bradford as a world centre for film because of the city's rich film heritage, its inspirational movie locations and its many celebrations of the moving image through the city's film festivals, filmed related events and unique approach to learning about film and learning with film.

Bradford has a long history associated with film and filmmaking dating back to the birth of cinema and has long been acknowledged by the film industry as a film-friendly city. Bradford is a key location for film and TV production. In addition to the city's film heritage credentials Bradford also boasts a number of key film festivals, film related events and masterclasses. Bradford UNESCO City of Film continues to develop more opportunities for people to enjoy film and celebrate the city's diversity through film.

Bradford lies at the heart of the stunning Yorkshire region, the United Kingdom's premier location for shooting movies and moving images. Bradford is located at the gateway to three scenic national parks, with mountains and moors, castles, stately homes and ancient villages. The city has its own rich architectural tradition including Saltaire, a preserved but functioning town dating back to the industrial revolution, which is now a UNESCO World Heritage Site.

Home to some of the earliest pioneers of cinema and the celebrated location of many classic films, Bradford can trace a proud and accomplished film heritage. Bradford's cinema history can be traced back to the 1890s. The first 'movies' were shown at the Kineoptosope Parlour in Town Hall Square in 1894 using single viewer machines, while the first projected film images onto a large screen followed in 1896 with the Lumière Show at the People's Palace Theatre, now the site of the UK's National Media Museum.

Bradford UNESCO City of Film has built a vision that draws on this history and acknowledges the vital role film plays in the social and cultural life of this ethnically diverse city and spectacular region. Focused on the four related themes of Enjoy Film, Visit Film, Learn about Film and Make Film, Bradford UNESCO City of Film is pioneering new approaches to experiencing, learning about and making film, whilst developing a world-leading community of talented film, TV and animation professionals. Bradford is a truly international City of Film, hosting films from all over the world, including pioneering the introduction of Bollywood (India's film industry) to Europe since the 1950s.

Bradford has used the UNESCO designation to develop much stronger links internationally to ensure that culture and creativity is a key driver for the sustainable development of cities. The organisation continues to work with a wide range of partners to strengthen the creation, production, distribution and dissemination of cultural activities, goods and services and strive to improve access to and participation in cultural life, especially for marginalized or vulnerable groups and individuals.



## 2. GENERAL INFORMATION:

- 2.1. Name of the city: BRADFORD
- 2.2. Country: UNITED KINGDOM
- 2.3. Creative field of designation: FILM
- 2.4. Date of designation: JUNE 2009
- 2.5. Date of submission of the current report: NOVEMBER 2016
- 2.6. Entity responsible for the report: Bradford UNESCO City of Film
- 2.7. Previous reports submitted and dates: N/A
- 2.8. Focal points of contact:

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## 3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

- 3.1. Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory): 1 It should be noted that both focal points are expected to work together on all activities related to the UCCN.

2012 – Montreal – attended by David Wilson  
2013 – Bologna – attended by David Wilson  
2013 – Beijing UNESCO Summit – attended by David Wilson  
2014 – Chengdu – attended by David Wilson  
2015 – Kanazawa – attended by David Wilson  
2016 – Beijing UNESCO Summit – attended by David Wilson and Mark Garratt  
2016 – Ostersund – attended by David Wilson

### 3.2. Hosting of a UCCN annual meeting and dates:

The City of Bradford hope to host a future annual meeting of the UNESCO Creative Cities Network.

### 3.3. Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

Bradford International Film Summit – March 2015 – Film Cities invited – Galway, Sofia, Yamagata, Jingdezhen and Shenzhen attended.

### 3.4. Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

The [Bradford International Film Summit 2015](#) aimed to share with the world the work Bradford has undertaken in the city since being awarded the prestigious United Nations' Education Social and Cultural Organisation's City of Film status. The Summit was an opportunity to show how the power of film can be used to help drive social and economic change. On the agenda was how to attract increased film and TV production to Yorkshire and capitalise on the business opportunities in film related industries and services; developing collaboration opportunities through international networks; sharing best practice on education and skills programmes and inspiring communities to enjoy and experience more film.

### 3.5. Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

Meeting at UNESCO HQ in Paris in 2012 to help establish the steering group (in kind)  
Founding member of UCCN Steering Group

### 3.6. Membership of the Steering Group and period:

2014 – 2016 Film – David Wilson

### 3.7. Participation in the evaluation of applications (number of applications evaluated per year):

2015 – Three



## 4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Bradford City of Film Ltd was established as an independent partnership organisation after the City received the UNESCO designation in 2009. Partners include Bradford Metropolitan District Council, The National Media Museum, the University of Bradford, Bradford Chamber of Commerce and Bradford College. The Board of Directors is chaired by film producer Steve Abbott who is also a member of the Academy of Motion Picture Arts and Sciences, BAFTA and the European Film Academy. In addition to the organisations listed above Bradford UNESCO City of Film continues to work with a range of partners and individuals to ensure that we continue to develop and deliver results in line with the mission statement of the UNESCO Creative Cities Network and within our four main areas of focus; ENJOY film, LEARN about and through film, MAKE film and VISIT because of film.



Bradford Metropolitan District Council acknowledge the importance of the designation in the city for driving regeneration and sustainable development and this is acknowledged in the City Plan for Bradford. In addition to providing financial support to Bradford UNESCO City of Film, the city council also provide a wide range of in kind and other types of support in terms of access to expertise in education (film literacy) and property and land (film/TV production locations). The organisation's recent relocation to the University of Bradford has made a significant contribution

to the student experience and to programme development, helping to bridge the gap between research, learning and the screen industries. Bradford UNESCO City of Film continues to play a key role in the cultural strategy and the tourism strategy for the city along with business innovation and inward investment plans.

All of the work that is undertaken by the organisation and partners is featured on the dedicated website [www.bradfordcityoffilm.com](http://www.bradfordcityoffilm.com)

### BRADFORD FILM LITERACY PROGRAMME

One of the key major achievements of Bradford UNESCO City of Film is the Bradford Film Literacy Programme.

The Bradford Film Literacy Programme aims to engage and inspire teachers and their students to use film and moving image to create, develop and enthuse young people's interest in literacy through the medium of film.

It is accepted that society has a responsibility to ensure that children learn to read and write in order to empower them to live their lives to the full as active citizens. In an age when children and young people receive much of their education, information and entertainment via moving images it is suggested that children and young people should similarly be enabled to be media literate too.

Film literacy enables children and young people to understand how the film and moving image texts that they consume make meaning, encourages them to watch films from a variety of sources and inspires them to create films of their own. In so doing they are empowered to be culturally literate – to be able to ‘read’ the films and moving image texts they see every day and ‘write’ their own for others to watch too.



In 2010 it was agreed that embedding the teaching of film literacy into Bradford primary schools would be a fitting legacy for the City of Film status. Bradford Children's Services funded this pilot year, with support from the British Film Institute who trained consultants to work alongside teachers to see if the use and study of short films in literacy lessons could improve boys' writing skills. The results were very positive and Bradford UNESCO City of Film continues to develop this programme. The methodology has also been shared and now adopted by a number of other cities including Galway UNESCO City of Film.



To date some 34 primary schools have been involved in the programme with teachers reporting a marked increase in attainment levels from those pupils involved.

Bradford UNESCO City of Film present a special film trophy to each school that participates in the programme at a special film screening event held in the local cinema each year.

To read more about the Bradford Film Literacy Programme please visit: [www.bradfordfilmliteracy.com](http://www.bradfordfilmliteracy.com)

Bradford UNESCO City of Film have continued to develop the initiative and aim to develop the Institute of Film and Visual Literacy throughout 2017.

## INSTITUTE OF FILM & VISUAL LITERACY

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The success of the Bradford Film Literacy Programme has encouraged Bradford UNESCO City of Film to develop the concept with a view to developing further research in this area which would then be shared across the network. The dedicated institute would act as a foundation for research, training and further development in this field. In addition to working with academics, schools and colleges the initiative would seek to work with broadcasters and filmmakers so that they also gain a greater understanding of visual literacy. The aim is then to share research findings and best practice on an international platform and learn from other areas of the world, which may be developing similar techniques.

## MEMORY BANK BRADFORD

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As part of the Bradford UNESCO City of Film's commitment to ensuring as many people from across the district experience and enjoy the extraordinary film heritage of the city, a partnership was developed with the Yorkshire Film Archive and Bradford Metropolitan District Council Adult and Community Services which resulted in the production of a special edition Memory Bank Bradford DVD reminiscence pack. The pack is made available free of charge to care homes and support services across the Bradford district. To date approximately 40 volunteers have been trained in how to use this resource to deliver Memory Bank reminiscence workshops with older peoples groups. This work is ongoing and was celebrated further at the Golden Years Film Festival held in Bradford in October 2016.



Memory Bank was developed by the Yorkshire Film Archive in conjunction with health-care professionals, carers and families, to provide a complete resource for reminiscence and life story work. It uses archive film footage of local people, places and events to connect the past with the present, to re-discover memories, share stories and simply sit back and enjoy the delights of the films themselves.

See here for more details <http://bradford-city-of-film.com/enjoy/memory-bank-bradford/>

## BRADFORD FILM HERITAGE - HLF

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To celebrate Bradford's rich film heritage the organisation partnered with Titus Salt Grammar School in 2013 to research and develop the Bradford Film Heritage App, a free interactive app which gives details of all film and TV locations across the Bradford district over the past 100 years. With funding from the Heritage Lottery Fund (National Lottery, UK) the app is now available for residents and visitors to explore Bradford's film heritage, giving a sense of heritage and civic pride. The app can be accessed here [www.bradfordfilmheritage.com](http://www.bradfordfilmheritage.com)

The young people involved in the research and development of the app were also assessed for Arts Council England's, Arts Award and three students received the gold award. The app will be updated every year to reflect the number of new productions made in the city.



## BRADFORD FILM OFFICE

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Bradford has a long history of supporting film production dating back to the advent of film and the movie industry. The reinstatement of the Bradford Film Office in 2011 was in response to a significant increase in film and TV location requests. There is an obvious added benefit to Bradford in terms of the economic impact of having such productions in the city. In addition to any form of locations fee, the production supply chain in filmmaking can have a significant positive economic impact with the need for hotel accommodation, catering, logistics and other local services.



Creative England, the national agency in the UK responsible for supporting and developing film, TV and the gaming industry outside of London reported that direct production spending from films and TV series reached £102m in the English regions in the last financial year (2016). Creative England has partnerships with 250 local authorities outside London and also with council-run regional film offices

including: the Bath Film Office, the Bradford Film Office, the Bristol Film Office, Film Birmingham, the Kent Film Office, the Liverpool Film Office, Northern Film & Media and the Surrey Film Office. This is a direct contribution to GDP, employment, cultural participation and public expenditure on culture and a testament to the impact of the designation at the local/ regional and national level.

The Bradford Film Office also has a dedicated website to deal with all professional enquiries. More details can be found here [www.bradfordfilmoffice.com](http://www.bradfordfilmoffice.com)

## FILM SURGERIES

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In addition to the support to professional, fully funded productions the Bradford Film Office provides, we also offer support to amateur filmmakers and start up organisations in the form of regular film surgeries. In these one to one sessions there are detailed discussions on creative ideas, skills, business models etc with a view to strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy. This also happens with the supply chain to film, TV and animation projects; writers, producers, directors, set designers, sound specialists. Many projects that are discussed as part of the film surgeries will be featured on the Bradford Big Screen and some are then recommended for film festivals.



## BRADFORD'S NEW AND EMERGING FILM FESTIVALS

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Bradford has a long history of hosting a range of successful film festivals and as existing, sometimes out-dated models are phased out, Bradford UNESCO City of Film has taken the lead in developing a new range of festivals with much more of a people focus. This new range of film festivals still contribute greatly to the cultural life of the city but rather than have a focus on celebrity, VIP, red carpet and elite, these events are designed for the people and in most cases by the people of the city. Film is also used to foster better understanding of different communities within the city and a broad range of issues affecting society e.g. active ageing, environmental issues, diversity and equality.

## SMALL WORLD FILM FESTIVAL

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The small world Film Festival is an international short film festival which brings together moving, heart-warming and humorous stories from across the globe to Bradford and runs throughout the month of June. 2016 was the second year of the festival and saw over 300 entries from all corners of the world. The festival particularly welcomes entries from other UNESCO Creative Cities and there is a desire to encourage this more in the coming years.



In 2016 the team at Bradford UNESCO City of Film made an open call to members of the public to join 'The People's Panel' to judge the overall winner in each category. More than 35 people passionate about film came together to form the 2016 People's Panel and attended a special screening of some of the top films in each category in the glorious surroundings of City Hall, Bradford. A number of participants from the People's Panel have since become regular volunteers at other film related events in the city. As part of the 2016 festival a special feature in partnership with Sydney UNESCO City of Film was screened which included a series of short films made by Australian filmmakers focusing on disability.



## BRADFORD FAMILY FILM FESTIVAL

The year, 2016 also saw the creation of the inaugural Bradford Family Film Festival. This event grew from a series of film screenings held previously on the Bradford Big Screen (see below). The new festival encouraged a number of additional community venues, museums and galleries to support family film screenings during the summer holidays. Running throughout the month of August, the Bradford Family Film Festival delivered a wide range of films and events for families to enjoy: from large-scale, free outdoor screenings in City Park to workshops and hands-on events in venues across the Bradford District. The festival enabled the development of a range of public / private partnerships to be developed. These included Bradford Library Service holding reading sessions for families on some of the film titles and Bollywood film distribution company, Yash Raj Films supporting the festival's first large scale outdoor Bollywood film screening. Yash Raj Films is committed to supporting a number of other events in the coming year.

The festival also attracted a range of sponsors and supporters including the Northern School of Creative Industries at Bradford College and Arriva Yorkshire (a regional transport provider). With over 3000 participants in 2016 Bradford aims to grow the festival in the coming years and introduce a filmmaking element in future years with links to on-going work in film literacy where possible. There is also scope for international collaboration with other creative cities.

<http://bradford-city-of-film.com/big-screen/family/>



## GOLDEN YEARS FILM FESTIVAL

Yorkshire's first three day film festival celebrating active ageing and life through film took place between 3rd and 5th October 2016 and proved to be a real hit with audiences of all ages. Hosted by Bradford UNESCO City of Film the festival delivered a diverse programme of screenings, discussions and workshops to entertain, inspire and get everyone talking film!



Alongside screenings of classic and modern films, visitors were invited to take a look into Bradford's hundred-year film history, and glimpse into the city's past through footage from Memory Bank Bradford. Festival-goers also had the chance to shoot, edit and share their own piece of film, with final results shown on the Big Screen in City Park. The festival also collaborated with the Legacy Film Festival, a San Francisco based organisation that aims to showcase the richness and diversity of later life experience. Working in partnership with the Legacy Film Festival, Bradford screened a range of beautifully crafted films that were emotionally moving, humorous and heart warming in equal measure. There were several animated discussions following the films and feedback received from participants was overwhelmingly positive. Plans are now in place to develop the festival in future years and continue with the main theme of active ageing. The festival will aim to encourage other creative cities to



submit relevant content in future years. <http://bradford-city-of-film.com/enjoy/golden-years-film-festival/>

## NEIGHBOURHOOD FILM PROJECT

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The Neighbourhood Film Project is a new initiative in development by Bradford UNESCO City of Film with a range of partners across the Bradford District. The aim is to bring neighbours together who have not engaged with each other previously through film and conversation. Working with a range of communities including English, African, East European, Arab and South Asian, the project will encourage these communities to work together and start conversations about culture, identity and faith through film presentations and weekly community coffee sessions to discuss future film titles and to get people to participate fully in the running of the project. The first screening in this new initiative will take place at the Bradford Sudanese Community Centre in December 2016 and feature the film Wadjda. The first feature film to be made in Saudi Arabia.

<http://bradford-city-of-film.com/enjoy/neighbourhood-film-project/>

## DRUNKEN FILM FESTIVAL

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Another new independent film festival took place in 2016 with support from Bradford UNESCO City of Film across a range of independent bars, cafes and venues in the City. The Drunken Film Festival encouraged people to get “drunk” on film. With an open submissions platform entries came in from across the world. All the venues involved are keen to be involved in future years as the event starts to grow. The programme included a number of key discussions on filmmaking and live music events.

[www.drunkenfilmfest.com](http://www.drunkenfilmfest.com)

## WIDE SCREEN WEEKEND

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Bradford UNESCO City of Film continues to support the Wide Screen Weekend film festival hosted by the National Media Museum. This annual festival is a unique mix of large-screen formats and new cinema technologies celebrating the past, present and future of film. The National Media Museum is one of the only venues in the world capable of screening films in such a wide variety of formats.

[www.nationalmediamuseum.org.uk/widescreen-weekend](http://www.nationalmediamuseum.org.uk/widescreen-weekend)

## INTO FILM FESTIVAL

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Bradford UNESCO City of Film also support the world’s largest youth film festival, the Into Film Festival.

Open to schools, colleges, home educators and youth leaders, the festival features a variety of film screenings and related events. A thought provoking programme offers a range of stories curated around six themes. Selected with educators in mind, the film titles – encompassing blockbusters, adaptations of novels and plays, British and classic films, documentaries, foreign language and world cinema – address the importance of diversity and encourage young people to empathise with others. Films exploring changes in circumstance, environment, bullying and transition offer the chance to debate current topics including immigration, loss and discrimination as well as individuals, movements and achievements that have changed the course of history or challenged our way of life.

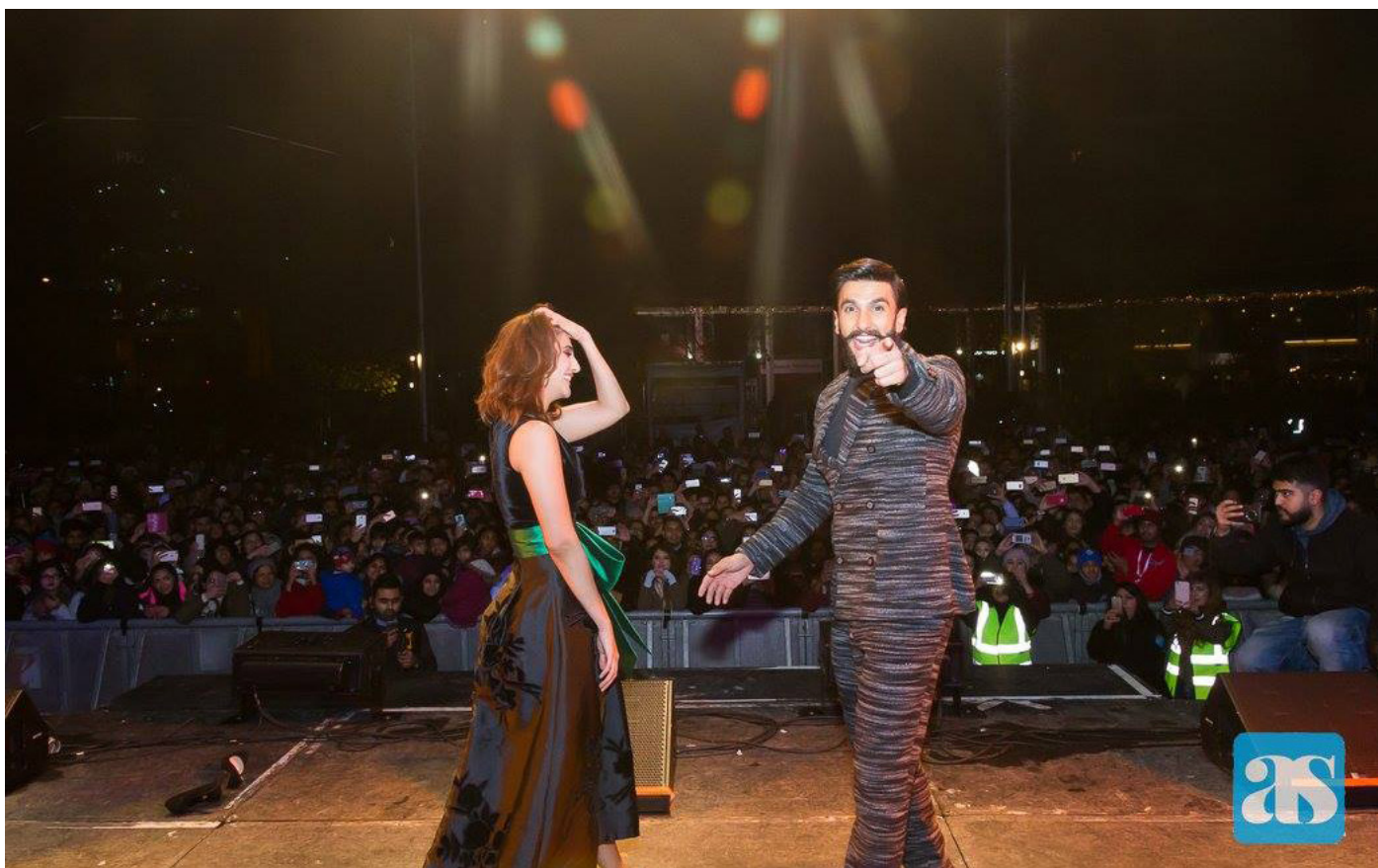
<http://bradford-city-of-film.com/into-film-festival-returns-to-bradford/>

## INDIVIDUAL TALKS, SEMINARS AND EVENTS ON A WIDE RANGE OF ISSUES

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In addition to the broad range of film festivals supported by Bradford UNESCO City of Film, the organisation also works throughout the year to host and co-host a wide range of events, talks and seminars on a broad range of topics relating not only to the screen industries but to society in more general terms.

In 2013 Bradford UNESCO City of Film worked in partnership with the BBC to host a one hour live broadcast of the opera Carmen, performed in a Bollywood style. The event which was live in City Park attracted TV audiences across the BBC network and repeat play on the BBC iplayer. Local people and partners were involved in pulling the production together. One of the legacies of the event was the creation of a new degree apprenticeship in TV Outside Broadcasting – the only one of its type in the UK.



- This year **Bradford UNESCO City of Film** collaborated with Bollywood distribution company Yash Raj films to bring leading talent, **Ranveer Singh** to Bradford to make his first UK appearance ahead of the December launch of the film Befikre. More than 3,000 attended the event in City Park.



The ambition to embed the UNESCO Creative City concept into the overall fabric of society continues to gather momentum as public private partnerships continue to develop. The City of Film team make regular presentations at seminars across the city for business, education and cultural conferences. The team are often called upon to facilitate discussions following film presentations at the National Media Museum and other venues across the region.

## BRADFORD BIG SCREEN

Since 2013 Bradford UNESCO City of Film has been commissioned by the city council to manage and curate the content on the large outdoor screen in City Park, the heart of the city. The development of curated content and opportunities for partnerships at a local, national and international level has grown significantly in recent years. There has been a rising demand to utilise the screen as part of district-wide festivals including the Bradford Literature Festival and the Bradford Family Film Festival - recognition of the screen's value in providing accessible culture and family entertainment in the heart of the city.

The team continue to collaborate in a flourishing UK screens network in order provide new and exciting opportunities for the Bradford. And with the new Broadway shopping complex helping to push footfall up to 500,000 a month, City Park with the Screen is attractive proposition for event managers and advertisers alike.

Content changes daily on the screen and a new operating system fitted this year will ensure that Bradford City of Film continues to bring varied and dynamic programming from 7am until 11pm every day. The addition of subtitling on several of channels now enables a wider reach and more diverse audiences.

Management of the Bradford Big Screen has also enabled the Bradford UNESCO City of Film team to undertake mentoring of local filmmakers and utilise the screen successfully to provide a launch pad for some who have gone on to reach beyond Bradford. Suman Hanif, a Bradford born filmmaker screened her film "Plates" about food waste which then was successfully put forward for the Busan Independent Filmmakers Festival in November 2016.

Other filmmakers from Bradford and the rest of the UK were also part of a partnership with Sky Arts TV channel and had their work shown throughout 2015 under the title 'Bradford Shorts'.

The screen is also used as a platform to work on projects where other art forms are combined with the moving image. This year we collaborated with Bradford Libraries and the Forward Arts Foundation to film thirty Bradford poets young and old reading their favourite verses. These readings were made into short films and shared with the city on the screen to celebrate the UK's National Poetry Day in October.

## 5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

### CREATIVE EXCHANGES

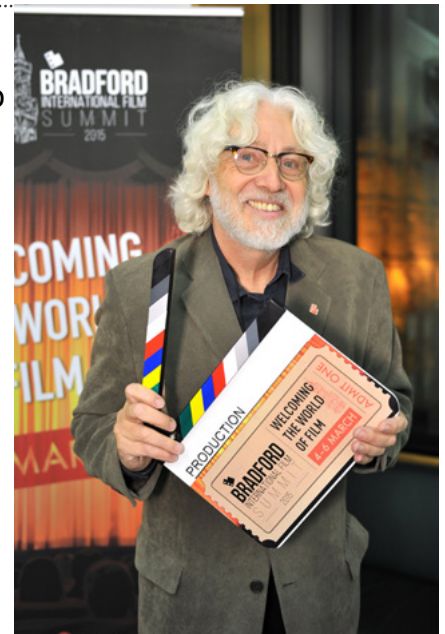
Bradford was keen to engage with Sydney UNESCO City of Film and see the distance and cost of travel as a barrier to working in partnership. The two film cities organised an exchange of film content at respective film festivals and have continued to share content and ideas via the web. A special feature on films focusing on disability was scheduled in the Small World Film Festival in 2016.

Bradford hosted guests from Kanazawa UNESCO City of Craft and Folk Art as part of the Creative Waltz project 2013 and 2014 and arranged a special itinerary of meetings with cultural leaders in Bradford. Bradford UNESCO City of Film board member, Mary Dowson attended a seminar in Kanazawa in 2015 and as a result gained a much deeper understanding of the power and potential of the network.

### THE BRADFORD INTERNATIONAL FILM SUMMIT 2015

The Bradford International Film Summit 2015 provided an opportunity for the city to truly celebrate what had been achieved to date with the designation with key national stakeholders and international partners. Launched in December 2014 in London at the home of the UK Government, Westminster, the organisation was able to engage with politicians, policy advisers, and key agencies. The summit took place in March 2015 and welcomed delegates from around the world. Though much of the content of the summit was film related it was also an opportunity to share ideas on the approach to fulfilling an obligation as a UNESCO Creative City more generally. In addition to representatives from Galway, Sofia, Yamagata and York, delegates also attended from Shenzhen and Jingdezhen. The summit allowed Bradford to showcase what had been achieved so far but also reflect and plan for the future.

<http://bradford-city-of-film.com/summit/programme/>



### INTERNATIONAL COLLABORATION

The Director of Bradford UNESCO City of Film attended the Rivers Edge Film Festival in Paducah UNESCO City of Craft and Folk Art as Juror to the festival. In addition to judging the film festival and learning more about Paducah's approach to functioning as a creative city, the Bradford representative also delivered a presentation at a local high school all about British culture.

Bradford has a long association with Galway as the cities have twin city status. This status was very much invigorated by Galway's decision to apply to join the network as a UNESCO City of Film. The team from Bradford hosted a visit from Galway at the initial application stage and offered advice on the application and subsequently visited the Galway Film Centre producers' event in November 2014.

Following the success of Galway joining the Network there are a number of collaborations underway between the two cities and future projects are in planning.

Bradford City of Film was represented at the Rome International Film Festival 2015 when Rome was still a candidate city and made a presentation to key stakeholders in the city about the work of UCCN and Bradford's approach to the designation. A representative from Bradford returned in 2016 to participate in a conference on making the most of the Rome UNESCO City of Film designation.

The Small World Film Festival 2015 worked with a number of creative cities including Fabriano, Sydney and Galway to highlight creativity and talent from those areas.

In 2015 and 2016 Bradford has contributed film and discussion content to the Fabriano Film Festival and hopes to continue and develop this collaboration in future years.

The programme Director for Bradford UNESCO City of Film deals with many enquiries about the city's status from candidate cities and other establishments who wish to engage with the work of the network. The Director has spoken at a number of international events to promote the work of the wider network including the Beijing UNESCO Summit and regularly presents the work of the organisation over Skype conference calls.

## 6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS:

A full strategic review in December 2015 resulted in an action plan which is outlined below. Bradford UNESCO City of Film and the Bradford Film Office also relocated onto the main campus at the University of Bradford. This move has proved to be really effective in maintaining the high profile of the designation within the city at the same time as increasing the international reach of the initiative.

### ACTION PLAN FOR THE NEXT FOUR YEARS

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Following a strategic review of the organisation in December 2015 involving key partners and a number of industry specialists it was agreed that the areas of focus for Bradford UNESCO City of Film would be as follows:

#### *ENJOY*

Grow the new range of film festivals and events and truly celebrate film across all communities. Implement the Neighbourhood Film Project with a view to more future integration into existing and developing film festivals. Empower communities and encourage greater confidence and social cohesion.

Continue to develop and expand opportunities to showcase work of filmmakers, writers and other creative on Bradford Big Screen and across social media and web platforms. Develop further collaborations through the UCCN to celebrate culture, creativity and life through the moving image.

Continue to develop the Bradford Big Screen output to ensure a diverse and meaningful contribution to the cultural life of the city.



## **LEARN**

Develop the Bradford Film Literacy Programme with further integration across schools in Bradford.

Launch the Institute of Film and Visual Literacy to undertake further research in this area and collaborate with other cities in the network and respective educational institutions.

Develop the range of training and skills development opportunities available across the city in relation to film and TV production.

Encourage appreciation of film and educational qualities through ongoing work with communities.

## **MAKE**

Continue to support professional film and TV production in the region.

Continue to support new talent and further develop showcase opportunities.

Encourage more film related businesses to settle in Bradford.

Continue to campaign for and support more diversity within the screen industries in the UK.

Develop existing filmmaking facilities and studio space within the district and the wider region.

Encourage international exchange of creative people and ideas.

## **VISIT**

Encourage more national and international visitors to the city for film related events.

Continue to contribute to current research on screen tourism.

Encourage further development of cultural tourism across UCCN members.

This approach also responds to the mission statement for the UNESCO Creative Cities. There is a desire to grow the organisation but at the same time to stay nimble and responsive.

- 6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally. Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network.

## Bradford Film Office

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Bradford UNESCO City of Film will continue to develop the role of the Bradford Film Office to ensure further support to the growing number of film and TV productions in the north of England. Bradford aims to build on its reputation as a truly film-friendly city and work to develop further public private partnerships to support this work. This in turn will lead to further job creation in the screen industries. Bradford UNESCO City of Film will continue to support and encourage a more diverse workforce within the screen industries in the UK by working closely with production companies, broadcasters and national key agencies in this area.

## Golden Years Film Festival

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Established as a pilot project in 2016 the team in Bradford would like to develop this initiative further and have the support of key agencies within the city. There are also a number of developing sponsorship opportunities to ensure the sustainability of the festival which focuses on active ageing.

- 6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

## Institute of Film & Visual Literacy

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One of Bradford UNESCO City of Film's central beliefs is the right of every individual to an education. The organisation has developed and implemented a simple methodology which has yielded results and which could be disseminated across the network and beyond. Bradford would like to invite other member of the UCCN to contribute to ongoing research and development in this area to ensure that all children and young people can benefit as a result. There are most obvious cross-cutting opportunities with the Cities of Literature and conversations are developing around this. The methodology may also be adapted by other creative fields and there is a desire to explore this also.

## Small World Film Festival

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Bradford UNESCO City of Film will continue to develop the Small World Film Festival using the UCCN mission statement to formulate the main themes for content. The city will endeavour to engage with all members of the UCCN and use the festival to provide a window into the cities involved and as an opportunity to celebrate life and creativity within those member cities. It is also hoped that a broadcaster with an international reach will also like to collaborate in the future. The festival will also be a way of connecting with new cities who wish to join the network.

### 6.3 Estimated annual budget for implementing the proposed action plan Budget information

Bradford City of Film Ltd is a small organisation which relies on partnership and collaboration. The organisation would like to acknowledge the support of Bradford Metropolitan District Council and the University of Bradford for support of staff and accommodation for the organisation. The majority of activity undertaken by the organisation is as a result of partnership support of grant funding through national lottery and sponsorship arrangements.

Festivals / Events	15,189
Freelance workers	5,533
Staff costs	48,000*
Consultancy and support costs	1,799
Travel and subsistence	3,524
Rent	3,400*
Insurance	435
Office expenses	7,401
Trade subscriptions	239
Advertising	3,503
Accountancy fees	1,800
Legal fees	1,380

\*Contributions in kind

**Total £92,203.00**

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During the past four years the organisation has had successful allocations of funding from Arts Council England, the British Film Institute and the Heritage Lottery Fund as well as sponsorship support from a wide and varied range of partners. The future four year strategy will continue to develop the current funding strategy and also investigate further how to re purpose existing budgets i.e. educational attainment. The company will also look to apply for research funding and also continue to build the volunteer base.

## 6.4 Plan for communication and awareness

Bradford UNESCO City of Film has a dedicated website [www.bradfordcityoffilm.com](http://www.bradfordcityoffilm.com) which is updated on a daily/weekly basis and is a comprehensive record of everything the organisation does. News of all events and opportunities for people to get involved are posted here and also archived in the news section. The social media presence is also very well organised and ensures maximum engagement.

The team also use a number of other established networks to regularly talk about the work of the organisations and more general issues affecting and relating to the screen industries.

The Director of Bradford UNESCO City of Film is the resident film expert for BBC Radio Leeds and appears every two weeks on the station. In addition to reviewing and previewing films, there are regular discussions on film culture and wider issues affecting society such as diversity, education and many other subjects which can be raised using film and the moving image as a starting point for debate.

The Director of Bradford UNESCO City of Film also contributes to a monthly column in the Telegraph & Argus newspaper where many of the above subjects are also discussed and appears as a regular presenter on cable TV channel Zing TV, The Film Show.

Bradford City of Film deliver a monthly show on the community radio station for Bradford BCB106.6fm where much of the work undertaken by the organisation is the discussed and guests are invited to contribute around film festivals and filmmaking discussions. The show is called The Cutting Room, and is then shared across the UNESCO Creative Cities Network via the monthly newsletter. <http://bradford-city-of-film.com/cutting-room-showcase-content/>

In addition to all of the above, members of the board of Bradford UNESCO City of Film and the team regularly speak at a range of events across the city and the wider UK.

