



United Nations
Educational, Scientific and
Cultural Organization



BRADFORD
CITY OF FILM

Member of the UNESCO
Creative Cities Network
since 2009

UNESCO Creative Cities Network

Bradford Membership Monitoring Report

2016 - 2020

A dark silhouette of a city skyline against a bright orange and yellow background. The central focus is a tall, ornate tower with a spire, likely a cathedral or university building. Other buildings of varying heights and styles are visible in the foreground and background.

WWW.BRADFORD.FILM

1. EXECUTIVE SUMMARY

Upon receiving its designation in 2009, Bradford (UK) became the world's first UNESCO City of Film. This permanent title bestows international recognition on Bradford as a world centre for film, due to 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 and with film in formal and informal settings.

In 2019 Bradford celebrated 10 years as a UNESCO City of Film, and this designation continues to support the sustainable development of the Bradford district through a range of measures to encourage community and professional development. The Bradford Film Literacy programme, supported by the British Film Institute, has worked with over 40 primary schools across the district, and we have also assisted with the development of eight community cinemas and have plans to develop more alongside a diverse group of volunteers. The Bradford Film Office has supported many major film and TV productions, including *Peaky Blinders*, *Gentleman Jack*, *Ackley Bridge* and *Emmerdale*, as well as major Hollywood and Bollywood movies, in the past few years. We have also used the UNESCO designation to promote Bradford internationally and are very proud to be working in partnership with cities across the globe to support the sustainable development of cities through culture and creativity.



The 10th anniversary of the designation gave the city and key stakeholders a chance to reflect on what had been achieved so far and also start to plan for the next decade. Throughout the 10th anniversary year the team at Bradford UNESCO City of Film hosted more than 50 events – you can see the highlights [here](#).

Since the start of the Covid -19 pandemic the team at Bradford UNESCO City of Film have strived to ensure we continue to support the work of the network at local, national, and international levels. More details on activity undertaken during the pandemic can be found in section V11 of this report and on the online content section of our website [here](#).

2. GENERAL INFORMATION



2.1 - City: [Bradford](#)

2.2 - Country: [UK](#)

2.3 - Creative field of designation: [Film](#)

2.4 - Date of designation: [08 June 2009](#)

2.5 - Date of submission of current report: [December 2020](#)

2.6 - Entity Responsible for the report: [Bradford UNESCO City of Film](#)

2.7 - Previous reports submitted and dates: [2016](#)

2.8 - Focal points of contact: [Professor David Wilson](#)

[Email: david@bradford.film](mailto:david@bradford.film)

[Mob: +447896729618](tel:+447896729618)

[Address: Bradford City of Film Ltd, D01.18 Horton, University of Bradford, Bradford BD7 1DP United Kingdom](#)

3. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

- 3.1 Number of UCCN Annual Conferences attended in the last four years;**
2016 – Östersund
2017 – Enghien-les-Bains
2018 – Krakow and Katowice
2019 – Fabriano
2020 – Santos - (meeting postponed)
- 3.2 Hosting of a previous or future UCCN Annual Conference**
No
- 3.3 Hosting of working or coordination meeting(s) addressed to one or more UCCN creative field representatives (including sub-network meetings)**
UNESCO Film Cities online forum – Convenor
UK UNESCO Creative Cities forum – Convenor
- 3.4 Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Network**
Bradford International Film Summit 2015
International Film Education Symposium 2019
World Cities Day conference – UNESCO Paris – October 2019
'Urban Solutions : Learning from cities' responses to COVID-19' – June 2020
- 3.5 Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCN in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.)**
The focal point for Bradford, Professor David Wilson, played a key role in the establishment of the UCCN steering group which now includes representatives from each of the creative fields. The objective of this was to ensure that the network would continue to develop despite the large increase in participating cities. 2011 to date.
The focal point for Bradford supports the work of the UK Commission to UNESCO as an Expert Advisor on development of UNESCO Creative Cities; 2015 to date
Payment of travel and accommodation costs for China Film Association General Secretary and Chinese film producers to attend China Film Week in Bradford in April 2018. China Film Week was an initiative designed to bring UK and China film producers closer together and encourage more exchange of cultural content using our UNESCO designation as convening power.
Payment of travel and accommodation costs for UNESCO expert on Media Information Literacy to attend the International Film Education Symposium (2019) in Bradford.
Payment of travel and accommodation costs for UNESCO guests from South Korea to attend the International Film Education Symposium (2019) in Bradford.
In-kind consultancy support to a range of Cities wishing to apply to join the network (2011 to date).
- 3.6 Serving as cluster coordinator or deputy coordinator and period**
2012 – 2016 – Coordinator of Film Cities sub group
- 3.7 Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise)**
Bradford has participated in all previous evaluations since they commenced.

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

FILM AND MEDIA LITERACY

Education has always been a key driver for the City in the context of the UNESCO designation. From early years, through primary and secondary education, to Master and PhD study, Bradford has developed a wide range of education programmes and courses. Learning opportunities extend to lifelong learning and community learning through a range of interventions and within our community festivals and events programme.



The Bradford Film Literacy programme commenced in 2010 and was developed in partnership with the British Film Institute (BFI). The programme has been developed further and has now been adopted and implemented in other cities across the UK including Bristol and Belfast. Over 40 primary schools in Bradford have been involved in the Bradford Film Literacy programme, and evaluation conducted recently suggests that 70% of pupils who took part in the scheme showed a marked increase in attainment, especially in literacy (reading and writing). Boys of primary school age were seen to make the best improvements in this area. Teachers also reported that pupils were more attentive in other lessons.

Bradford UNESCO City of Film continues work with a range of partners in both formal and non-formal education settings to develop film and media literacy initiatives such as the Bradford Community Cinema Network, where we have deployed some of the methodology from the work we do in primary schools in a community setting. See case study on Sudanese community.

The team at Bradford City of Film also contribute to formal teaching at the University of Bradford on a range of degree courses from **TV Production** to **Degree Apprenticeship in Outside Broadcasting** and the **Masters Degree in Filmmaking**. The Director of Bradford UNESCO City of Film was appointed as Guest Professor at the Beijing Film Academy and Researcher for the work he has supported at the Beijing Film Academy Modern Creative Media College in Qingdao.

Bradford's work in the area of film education and media information literacy is well regarded across the world and often cited as good practice, with other cities adopting the same approach. This responds to a key objective of the UCCN Mission Statement to **strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development**.



COMMUNITY DEVELOPMENT - COMMUNITY CINEMA, FILM FESTIVALS AND EVENTS

Bradford UNESCO City of Film believe that sustainable development has to start at community level and cannot be achieved without community development. To this end we have supported a range of community cinemas across the Bradford district by providing advice on technical equipment, access to funding, training for volunteers, and advice on film licensing and marketing and promotion. There are now eight community cinemas active in Bradford, with others that were about to begin screenings but have postponed due to the pandemic. Bringing communities together through film can have many positive outcomes. The community cinema activity empowers individuals and communities to develop a fantastic local resource which can provide volunteer opportunities, address issues of loneliness and isolation, and encourage wider conversations within the community on many different subjects using film as a vehicle. We have clear evidence of this from feedback received from a number of volunteers who have gained news skills, developed confidence and some who have found employment as a result of engaging with the community cinema initiative.



Film Festivals and Events

Bradford UNESCO City of Film continue to develop and deliver a range of community-based film festivals which include many partner organisations across the city including the community cinema network.

The Bradford Family Film Festival takes place every August with free film on the Big Screen in the City Centre every Wednesday and subsidised screenings at commercial and community cinemas throughout the district. In addition to the screenings, we have introduced a number of workshops for families to enjoy, including stop motion, sound effects and film poster design.

In addition, Bradford also hosts the ***Small World Film Festival***, which focuses on short film content from around the world, and the ***Golden Years Film Festival***, which has a focus on older people and active ageing.

All of the above help to achieve the UCCN objectives.

UNITY & COMMUNITY CASE STUDY

As part of our community outreach programme we spent some time with the **Bradford Sudanese community**, which is made up of refugees from Sudan who have settled in Bradford in recent years.

We worked with the Sudanese community and a local filmmaker to apply for funding to make a short film about and with the **Sudanese Women's Group**. The film premiered at the Sudanese Community Centre as part of **International Women's Day** and went on to be screened at a number of film festivals around the world, including the Rivers Edge Film Festival in Paducah, Kentucky, as part of our ongoing partnership with Paducah UNESCO City of Craft and Folk Art. The film was called *Unity and Community* and gave a fresh perspective on the lives of Sudanese women now living in Bradford. You can watch the film here www.bradford-city-of-film.com/enjoy/neighbourhood/



All of the above contribute towards the mission of UNESCO Creative Cities by

- » improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality;
- » making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society;

We also consider the work we support under community development to contribute towards a number of the sustainable development goals.

The work undertaken in and with communities also responds to the UCCN mission statement to **improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals.**

As a result of these activities individuals and communities gain a stronger sense of civic pride, learn more about their neighbours and share a greater sense of togetherness. The work encourages participation in the cultural life of the city and also encourages gender equality.



PROFESSIONAL DEVELOPMENT

As part of Bradford's ongoing commitment to the mission of the UCCN we actively champion professional development within the creative industries as a whole and the screen sectors in particular. [The Bradford Film Office](#) has been successful in supporting a growing number of award winning productions in film and high end TV drama alongside regular daytime and factual TV shows.

The supply chain to film and TV is not to be underestimated and includes local employment not just on the production but also for local restaurants, hotels, and many other services. There are also additional benefits arising from screen tourism, and a number of recent studies indicate that many people make holiday choices based on what they have seen on screen.

In January 2020 global film star Dame Helen Mirren starred in a feature film partly made in Bradford and took to social media to talk about the magic of the city.



helenmirren



5,437 likes

helenmirren the one and only Bradford with its own magic

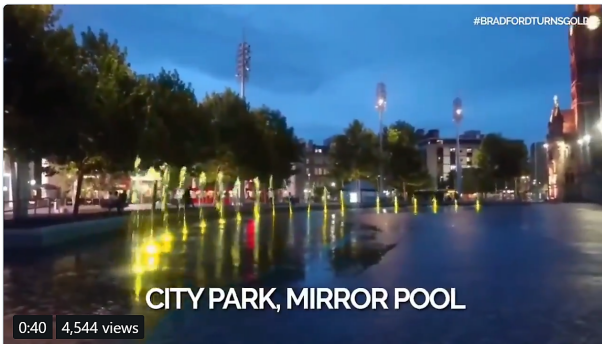
View all 66 comments

46 minutes ago



Akshay Kumar @akshaykumar · 44m

A major chunk of #Gold was shot in Bradford. Pleased to see @bfdcityoffilm extending their support in honour of India's first Gold medal and turning their city Gold yesterday. I had a great time filming there, thank you for making it a wonderful experience. #BradfordTurnsGold



CITY PARK, MIRROR POOL

0:40 4,544 views

74 285 1.4K



GOLD WITH AKSHAY KUMAR CASE STUDY

The Bollywood film GOLD, starring Akshay Kumar, was filmed throughout the North of England but chose to use Bradford as the base for production offices as well as a number of key locations, including Odsal Stadium and the Midland Hotel.

Throughout the three month production period in 2017, cast and crew spent **4000 hotel bed nights** at two hotels in the city centre. **2000 local people were recruited as extras** in the film and the star of the show, Bollywood legend Akshay Kumar, sent several tweets about the city to his **39.7M Twitter followers**.

Following the release of the film, Bradford City of Film also hosted a special screening for the **Consul General of India for the UK** and a number of his staff and their family members, who also had a guided tour of the local film locations.

Bradford City of film believe that the above interventions in relation to professional development are in keeping with the UCCN Mission Statement and in attempting to meet the following objectives:

- » stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
- » strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- » develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;

As a result of our approach to professional development we respond to the UCCN mission statement and deliver against the following objectives;

- » stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.
- » strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- » develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;

We also consider the work we support under professional development to contribute towards a number of the sustainable development goals

8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



CELEBRATING 10 YEARS AS A UNESCO CREATIVE CITY

Throughout 2019 Bradford celebrated 10 years as the world's first UNESCO City of Film with over 50 events hosted at a local level and with national and international guests and partners. The 10 anniversary provided a great platform to celebrate the success of the designation but also to reflect and plan for the future. The key events which took place throughout 2019 were in direct response to the objectives of the UCCN, and with a focus on contributing to the implementation of the 2030 Agenda for Sustainable Development and its 17 goals.

INTERNATIONAL FILM EDUCATION SYMPOSIUM

4 QUALITY EDUCATION



The International Film Education Symposium saw guests from across the UK and the UNESCO Creative Cities Network gather in Bradford to learn more about the power of film in education. With keynote speakers such as the BFI's Head of Education Mark Reid, the event included interactive workshops, panel discussions, and a host of opportunities to discover more about Bradford's Film Literacy programme, film education in a community setting and media information literacy.

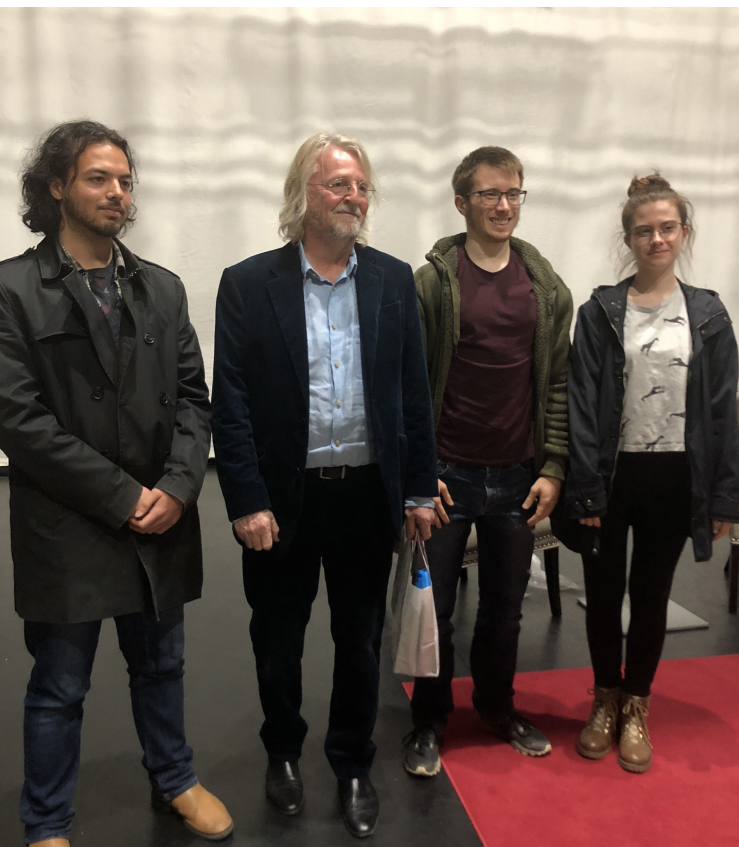
LIGHTS CAMERA EQUALITY!

10 REDUCED INEQUALITIES



As part of International Women's Day this event was hosted by Bradford UNESCO City of Film in partnership with BBC Radio Leeds. The discussion was recorded live for BBC Radio Leeds at the University of Bradford and was broadcast on Backstage, the station's arts and culture show, on Wednesday 6th March at 7pm, to mark International Women's Day. Chaired by the University of Bradford's lecturer in film and television studies, Dr Karen Thornton, panellists included screenwriter Lisa Holdsworth, documentary maker Jin Craven, and Bradford filmmaker Suman Hanif.

The event was well received and some of the attendees have gone on to work together and collaborate on projects



SCREEN TALK CASE STUDY

8 DECENT WORK AND ECONOMIC GROWTH



The Screen Talk event series was conducted throughout 2019 as part of the 10th anniversary programme. Hosted by Bradford UNESCO City of Film Director David Wilson, the events took the form of discussions with successful screen industry professionals about their role and career, aiming to broaden attendees' understanding of the industry and the roles available in it.

The series covered a wide range of roles, from location managers who worked on shows such as *Peaky Blinders*, *Gentleman Jack*, and *Downton Abbey*; to Michael Hirst, the writer and creator of global TV hit *Vikings*; and even an insight into the world of film finance with Anne Sheehan, who supported films such as *The King's Speech* and more recently the feature film *Official Secrets* starring Kiera Knightly.

The series also included a discussion with Bradford born actor Enzo Cilenti, who has played roles in productions such as *Game of Thrones* and *Guardians of the Galaxy*, and also played the villain in the most recent series of top TV drama *Luther*. Each talk was filmed by students at the University of Bradford, and they were later edited and made available to watch online as part of our response to Covid 19.

"I got the chance to speak with Michael at the end of the evening and he shared invaluable advice with me on how to write realistic characters. I left the event feeling extremely inspired. It was motivational to meet someone who has achieved many of the things I wish to achieve in my career. If he could reach such impossible heights, then maybe those heights aren't so impossible to reach in the first place and maybe I could reach them too – this was the sentiment I had after meeting with Michael Hurst."

Ahseem Yousuf - Second Year Film Student, University of Bradford

THE VALUE OF THE UNESCO DESIGNATION FOR BRADFORD AND BEYOND

As a UNESCO designation we continue to develop ways to capture the impact of our work in terms of both the economic and social impact.

We contribute to the National Value report created in partnership with the UK Commission to UNESCO. The report for 2020 can be found here.

<https://unesco.org.uk/national-value/>

The Bradford Film Office generates some income for the designation which covers the cost of running the office, employing a part time member of staff, and operating the websites.

The work of the film office is an additional source of wider added value, as it attracts film and TV productions that create employment and boost investment in the area through their use of local businesses. This includes hotel stays, local spend on hire of vehicles and equipment, etc.

Film and TV activity also generates many tourism opportunities, as visitors wish to see locations featured in their favourite films and television shows. One of the most popular titles that has filmed in Bradford is the hit BBC series *Peaky Blinders*, which has worldwide appeal.



The team at Bradford City of Film also ensure positive engagement with the press and have managed to maintain extensive press coverage relating to most areas of activity, including the Bradford Film Office and our work in education and community settings. This is referred to in more detail in the *plan for communication and awareness* section of this report.

SCREEN STRATEGY

Bradford City Council are about to revise the Cultural Strategy for the Bradford district for the period 2020 to 2030, and for the first time this will include a specific Screen Strategy. This will help Bradford UNESCO City of Film, as well as a wide range of partner organisations and individuals, to connect better to the Screen industries both in the UK and internationally, using the UCCN as a key tool.

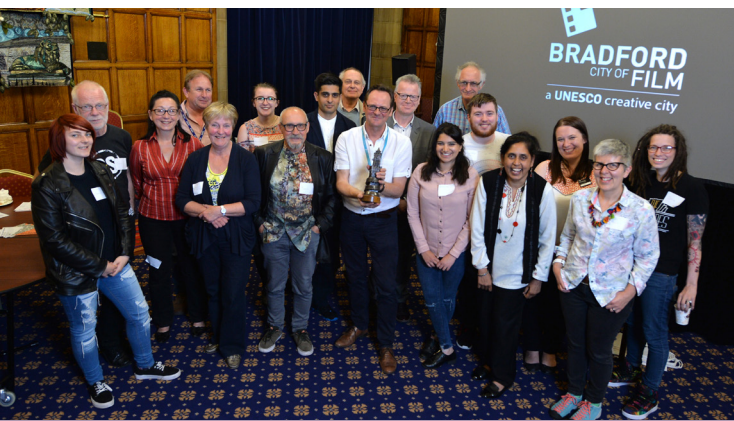
5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

RESEARCH & COLLABORATION

Bradford UNESCO City of Film have worked with a number of international partners to create the Blue Book of Film. This is intended as key research on the development of the global film industry and was originally developed by the Chinese Academy of Social Sciences in partnership with the Beijing Film Academy Modern Creative Media College in Qingdao, China.

The first publication was in 2018, with a further publication in 2019. In May 2019 Professor David Wilson was appointed as Chair of the International Expert Advisory Board of the Blue Book of Film, proposed a panel of experts from other UNESCO film cities to the main editorial committee as contributors to the 2020 publication. In 2020 the research was published in English by Routledge press. The publication can be accessed [here](#).

In November 2020 a dedicated research centre was officially opened at the Beijing Film Academy in Qingdao, and Professor David Wilson was appointed as one of the researchers. The research now collaborates with academics and screen sector professionals from across the world and also represents most of the UNESCO film cities



SMALL WORLD FILM FESTIVAL CASE STUDY

The Small World Film Festival focuses on short films from all over the world, which are screened on the Bradford Big Screen for a month, as well as at various events across Bradford and some of the other UNESCO film cities. Devised by the team at Bradford City of Film, the first two series of the festival also recruited a jury called the 'people's panel', giving members of the public the experience of being on a film festival jury.



The festival has always invited content from around the world, and in 2017 the theme was My City, with film submissions open exclusively to entries from other UNESCO creative cities across all creative fields and also helped to raise awareness of the network more generally.

A special screening was arranged at the Annual Meeting of UNESCO Creative Cities in Enghien-les-Bains, and the overall winner of the festival was a film from Afghanistan documenting life in the remarkable ancient city of Bamiyan, which was awarded the Bradford UNESCO City of Film award for excellence. The films were then screened later that year as part of the International Coffee Festival in Santos, Brazil.

www.bradford-city-of-film.com/enjoy/smallworldfilmfestival/



INTERNATIONAL FILM EDUCATION SYMPOSIUM (2019)



The power of film to capture imagination and communicate with people is like no other. In an era of fake news, misinformation, and an increased emphasis on how we access and interpret media information, the symposium discussed methods used across the world to empower and inspire learning via the moving image. Bradford UNESCO City of Film has a reputation as a world leader in film education and delivers its own film literacy programme in partnership with the British Film Institute (BFI).



Keynote speakers at the event included the BFI's Head of UK Learning Programmes, Mark Reid; Yongsun Lee of the Korean Film Council (KOFIC); and UNESCO's Alton Grizzle. Guests from the UK and across the UNESCO Creative Cities Network came together to learn more about the power of film in education. Sessions included interactive workshops, panel discussions, and a host of opportunities to discover more about Bradford's Film Literacy Programme, film education in a community setting, and media information literacy.

SUPPORT TO CANDIDATE CITIES

Bradford City of Film have continued to support the development of the network over the past four years, in particular (though not exclusively) to candidate cities wishing to join as Cities of Film. The city of Bradford and the Bradford City of Film team have hosted many visits from candidate cities across the world who have sought advice on developing a strategy and on the application process to join the UCCN.

In addition to this, the Director of Bradford UNESCO City of Film is an expert advisor to the UK Commission to UNESCO on the development of Creative Cities and is in regular contact with the commission.

UNESCO FILM CITIES ONLINE FORUM - MONTHLY MEETINGS ARRANGED BY

BRADFORD



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

THE FUTURE

In the past ten years we have learned a great deal about resilience and the value of the UNESCO designation for Bradford. From a global recession, digital innovation, and now a global pandemic affecting everyone's lives and livelihoods, the Bradford UNESCO City of Film team has had to adapt to a variety of challenges to ensure we continue to remain relevant and achieve progress towards the objectives of the UCCN.

As we contribute to the City's new 10-year cultural strategy for Bradford, we are confident that Bradford UNESCO City of Film will continue to play a key role in the sustainable development of the city but also in the further development of the UCCN. As part of the revised cultural strategy for the city Bradford City of Film and working with the local government to include a Screen Strategy.

The outcome of this will be communicated in the first months of 2021.

ACTION PLAN FOR 2020 – 2024 – THREE INITIATIVES

<p>Professional Development</p>	<p>We plan to continue to drive and support the professional development of creative talent from the Bradford district in order to ensure that Bradford can contribute more to the creative industries in the UK.</p> <p>A roundtable discussion is planned for January 2021 with representatives from UK Commission to UNESCO, British Film Institute, British Council and a number of other key partners to look at wider international opportunities in the coming years.</p>	<p>Bradford Film Office actively supports a wide variety of film and TV projects from major feature films (including Hollywood and Bollywood productions) to TV productions spanning genres from factual entertainment to high-end dramas such as <i>Peaky Blinders</i>.</p> <p>Filmmakers for 25 A new mentoring programme to match early-career filmmakers with professionals in film/ TV/post production etc.</p> <p>MAKE film 37 grants awarded this year for local filmmakers to produce short films across a wide range of subjects, all made in Bradford.</p> <p>Work placements We will continue to secure paid work experience in film and TV for graduates and undergraduates.</p> <p>Workshops and other training We provide a range of opportunities for people interested in careers in the screen industries to better connect with the industry. We have more events planned for the coming years.</p>
--	--	---

<p>Community Development</p>	<p>We have a solid track record in community development using film as a driver. We will endeavour to work with a wide range of communities, volunteers, organisations and individuals to ensure that everyone living or working in the Bradford district has an opportunity to be part of this journey. We know the benefits of our outreach in terms of education but also in terms of the health and well being of our citizens.</p>	<p>Community Cinema We currently support 8 community cinemas across the Bradford district and intend to increase that number in the coming months, providing additional support for groups seeking grant funding in addition to advising on training and licensing.</p> <p>Festivals and events We currently deliver a range of community film festivals as referred to in this report. We will continue to develop and build on previous success of these festivals, encouraging local and international talent to showcase their work, and developing a larger volunteer capacity by recruiting and training more volunteers to be part of our events.</p>
<p>International Development</p>	<p>Ever since our designation was granted, we have strived to work as a key member of the UCCN, and we want to continue to support the further development of the network while also looking to use our designation to drive future inward investment and greater educational and tourism opportunities.</p>	<p>Research Bradford has played a key role in supporting research into the future development of the global film industry and has contributed towards published research in this area. The Director of Bradford City of Film was recently appointed as researcher at a new research centre at the Beijing Film Academy Modern Creative Media College in Qingdao.</p> <p>International showcase Bradford continues to develop opportunities to showcase the work of member cities within the UCCN - highlighting some of the work underway in the area of film and media information literacy as well as continuing to support individual creators.</p> <p>Support to other cities Bradford has shown real leadership as a UNESCO City of Film, supporting many other cities as applicant cities but also providing support to the UK Commission to UNESCO on the future development of UK Creative Cities.</p>

Bradford UNESCO City of Film firmly believe that the key initiatives within the above plan directly respond to the mission statement of the UCCN and help towards achieving the Sustainable Development Goals. We remain committed to supporting the continued development of the network to achieve its aim of promoting the sustainable development of cities using culture and creativity as a key driver.

ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

The budget to implement our proposed plans is made up of a combination of sources, from support of the city government, to grant income, and income in kind from partner organisations such as the University of Bradford, who provide office space and equipment.

Here is breakdown of average annual income

In kind support	Bradford City Council	£60k
	University of Bradford	£20k
Commissions	Bradford City Council	£34k
Grants	National Lottery and others	£30k
Sponsorship	Depending on festival / event	£30k
Income from filming and events		£50k
Total		£224k

PLAN FOR COMMUNICATION AND AWARENESS

Bradford UNESCO City of Film have well-established social media platforms, including specific social media platforms popular in China, including official WeChat, Tik Tok, Weibo and Little Red Book accounts all operating in Chinese. We also have a long-standing relationship with local press and radio, and the Director of Bradford UNESCO City of Film is the dedicated film expert for BBC Radio Leeds.

In addition to this, our regular newsletter is disseminated to all our stakeholders and the many volunteers who support City of Film with its activities. Bradford City of Film also commit to a wide range of talks and presentations to community groups across the Bradford district, from film clubs to local history groups, and we attend a year-round calendar of events. We are constantly raising awareness of Bradford's status as a UNESCO Creative City and what that means to people at a local, national, and global level.

A simple Google search under 'NEWS' for Bradford UNESCO City of Film will give some indication as to the many and varied communications messages from the designation in the past few years.

Click [here](#) to see this



7. INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19 (OPTIONAL)



ONLINE CONTENT - #LEARNINGNEVERSTOPS

The team at Bradford UNESCO City of Film continued to work throughout the various stages of lockdown in the UK and quickly began to disseminate crucial information relating to the status of film and TV production in relation to the pandemic. The Bradford Film Office had a number of productions scheduled to make content in the district in the Spring of 2020, some of which have been able to proceed despite the pandemic. However, the process of filming under present conditions is much more complicated than usual, and has required a great deal of support from the Bradford Film Office to ensure that all productions and locations are Covid safe.

Bradford responded to the call from UNESCO's #LearningNeverStops initiative to increase our online content, creating a virtual walking tour of film and TV locations in the city. This was promoted across our social media and through the Bradford tourism office. You can see the virtual walking tour here: www.bradford-city-of-film.com/online-content/film-heritage-walk/

The team at Bradford City of Film also worked to edit and prepare film footage of the Screen Talk event series from the previous year, and, with the permission of the guest speakers, make these informative talks available for film students and the wider public to enjoy and learn from throughout the first UK national lockdown from March to June 2020.

'URBAN SOLUTIONS : LEARNING FROM CITIES' RESPONSES TO COVID-19' – JUNE 2020

Bradford took part in the online conference organised by UNESCO in Paris and convened one of the panel discussions.

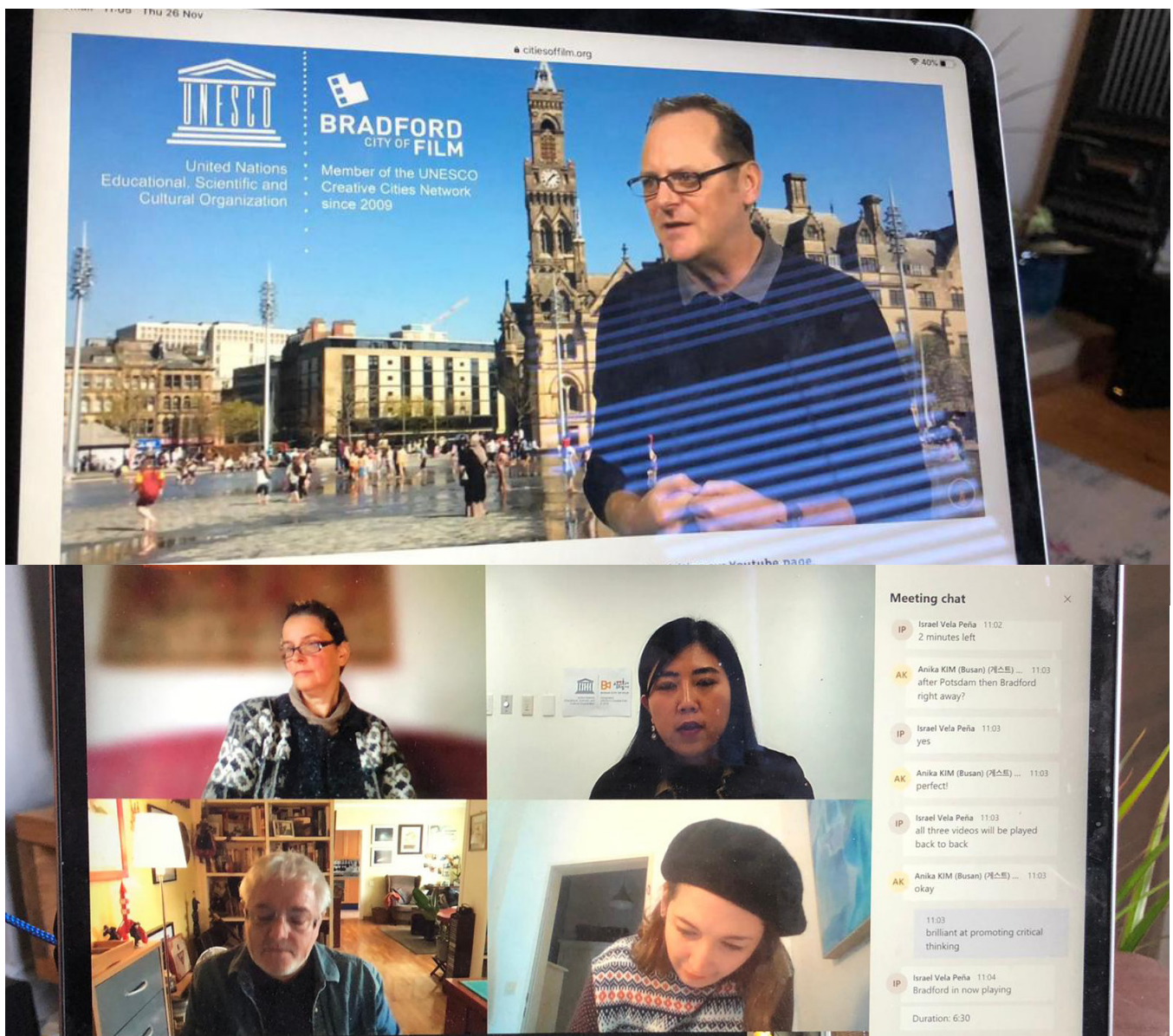
FILMMAKING GRANTS TO LOCAL FILMMAKERS

Bradford City of Film have been working closely with Bradford City Council to develop a grant for local filmmakers to create new content. The fund was launched in the summer of 2020 and awards were made in the Autumn. Filmmakers will be supported by the fund and we are expecting a wide range of content to be created in the next 12 months.

UK AND INTERNATIONAL ONLINE FORUMS

In the early stages of the pandemic, Bradford organised the first UK Creative Cities online forum, with the aim of exchanging ideas and knowledge regarding funding and other initiatives to support the creative sector through this difficult time. Further forums have since been arranged and have included the Secretary General of the UK Commission to UNESCO as guest speaker. The UK cities continue to support each other and the UK Commission, and have agreed to keep the regular forum going in the future.

Bradford also organised the UNESCO Film Cities online forum at the start of the pandemic and have since convened regular monthly meetings where all the film cities are invited to attend and participate. The forum has been welcomed by participants as a way to discuss the ongoing pandemic and its effect on our cities, and to offer help, advice, and solidarity to each other. It has also helped the film cities cluster to work more closely together on key issues such as film and media literacy and the effects of the pandemic on film and TV production.





www.bradford.film



info@bradford.film



@bfdcityoffilm



@bradfordcityoffilm



@bradford_unesco
@bradfordfilmoffice



United Nations
Educational, Scientific and
Cultural Organization



BRADFORD
CITY OF **FILM**

Member of the UNESCO
Creative Cities Network
since 2009