



#LearningNeverStops in Bradford

Bradford (United Kingdom of Great Britain and Northern Ireland) a UNESCO Creative City of Film since 2009, is known for its rich film heritage, inspirational movie locations and many celebrations of the moving image through the city's film festivals. Amidst the lockdown measures due to COVID-19, the city has utilized its creative potential in supporting its inhabitants.

One of the major consequences of the pandemic has been the closure of schools and universities across the world. This has resulted in many school children, college and university students being away from formal study. To facilitate academic enrichments to all students from the safety of their homes, the city of Bradford launched the #LearningNeverStops initiative.

As a part of this project, the city also launched the Screen Talk series that gives an insight into the creative industries that have also taken a massive hit due to the pandemic. Filmed in 2019 for the 10th anniversary of Bradford's Creative City designation, the series helps to inform interested students about future choices of study in this area. The general audience as well as other Creative Cities around the world have welcomed the project and more content are foreseen to be produced in the future.

In the same line, Bradford has also created a virtual film heritage tour to encourage people to learn about the rich film heritage of the city, in spite of the closure of cultural institutions.

Beyond guaranteeing quality education and cultural access for residents in lockdown, the initiative seeks to make cities more sustainable in support of the implementation of the 2030 Agenda for Sustainable Development.

KEY WORDS:

- Access to and participation in culture
- Education and learning