





Keighley and Worth Valley Railway, location for the classic films of *The Railway Children*, starring Jenny Agutter (1970) and *Yanks*, starring Richard Gere (1979)

Introduction

What is Bradford City of Film?

Bradford seeks to become the first City of Film in the UNESCO Creative Cities Network and join the growing network of cities from around the globe that apply to the Network to promote their local creative scene and share their interest in UNESCO's mission.

UNESCO's Creative Cities Network is designed to promote the social, economic and cultural development of cities in both the developed and the developing world.

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. Now, the city's film related stakeholders have devised 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. The aim is to put film at the core of Bradford's regeneration and it is this vision which is presented here.

City of Film will, with regional and national partners, foster an exciting film culture in Bradford by:

- enhancing opportunities for film viewing and participation in film related activities
- delivering projects of international standing including film festivals, film seasons and cultural events
- supporting local film makers and creating an environment that welcomes film makers in the city
- celebrating the city's film heritage from its technical pioneers to the classics shot locally
- putting film at the centre of Bradford's regeneration.

As well as its technical pioneers and classic locations, Bradford has other key links to the world of film. Before the advent of television, over 45 cinemas flourished in the city and it is now the home of the hugely popular National Media Museum. Bradford has been the birthplace of a whole range of international film talent and it plays host to four film festivals, including one of the most diverse film festival programmes in Europe. Bradford City of Film intends to build



A scene from *LA Without a Map* starring David Tennant (1998)



VeeEye Ltd on location in Haworth for Warner Bros, May 2008

“ For me, Bradford is already a City of Film. It has a great film tradition, it is film-friendly as a location and is the home of Film’s National Museum. Having UNESCO status will, however, underline this reality and increase Bradford’s recognition throughout the world ”

Steve Abbott, Film Producer and Chair of Bradford City of Film Partnership Board

on more than a century of achievement in film, ensuring that the city’s rich heritage is preserved and celebrated, while addressing its current economic, social and cultural challenges.

City of Film has brought together representatives from the public and private sectors, and community and film industry professionals to build a critical mass of ambition, influence and creativity. Through film festivals, the nurturing of new film talent and the launch of its first employer film club, it has already made a positive impact. By seeking to build on Bradford’s strengths in film and establish it as a strong and growing centre for film making, exhibition and community participation, our goal is that film will become one of the defining elements of life in the city.

Our overall vision is to draw on Bradford’s extensive film heritage, its achievements, infrastructure and ambition to deliver, through film related activity, economic, social and cultural benefits for the whole city.

Bradford City of Film aims

To fulfil this vision, City of Film will endeavour to:

- expand audiences and encourage participation in events, activities and cultural initiatives
- embed film into Bradford civic life and so build valuable links between the city’s diverse communities
- extend Bradford’s capacity in the film and media industries and strengthen its connections with industry and commerce
- enhance film and media literacy and promote cultural access
- establish international links and share knowledge on a global scale.

The main partners in City of Film are City of Bradford Metropolitan District Council (Bradford Council), the National Media Museum, the University of Bradford and the regional screen agency for Yorkshire and Humber, Screen Yorkshire. These key partners are joined at Board level by representatives from local industry (eg Pace plc), national film support (the British Film Institute, BFI) major practitioners working at the highest levels in the British film

industry (producers, actors and directors) and those involved in film education and the community sectors. The Board is chaired by Steve Abbott, one of the UK’s most eminent film producers.

Why is Bradford City of Film important?

“For me, Bradford is already a City of Film. It has a great film tradition, it is film-friendly as a location and is the home of Film’s National Museum. Having UNESCO status will, however, underline this reality and increase Bradford’s recognition throughout the world. I am proud to lead the bid.”

Steve Abbott, Film Producer and Chair of Bradford City of Film Partnership Board

The drivers for City of Film are aligned with some of the major economic and community strategies including the Regional Economic Strategy (RES), the Regional Cultural Strategy, and Bradford’s Community, Regeneration and Cultural Strategies.

City of Film will act as a gateway to the Yorkshire region. City of Film has ambitious aims to address the various drivers relating to regeneration and the economic, social and cultural aspects of life in Bradford. These are summarised in the next table.



Undercliffe Cemetery, Location for *LA Without a Map* (1998)

DRIVER	CITY OF FILM
There is a commitment to raise educational achievements in Bradford. City of Film will help by encouraging the use of innovative approaches to engage wider sections of the community.	<ul style="list-style-type: none"> • Support media literacy in Bradford's schools • Introduce young people to film and media
Local partners see City of Film as a way to get greater numbers of people involved in cultural and social activities – driving a culturally active and aware population.	<ul style="list-style-type: none"> • Introduce new audiences to film • Offer greater choice of screening opportunities • Empower people to make their own content
Bradford has a significant history and heritage relating to film and media which, along with the National Media Museum and key locations and attractions, makes a strong tourism offer.	<ul style="list-style-type: none"> • Wider marketing of Bradford's film history/heritage • Gain recognition of City of Film through the UNESCO designation • Encourage more visitors • Support networking and collaboration
The Cultural Olympiad has identified 'The Moving Body' as its theme within Yorkshire. This fits closely with animation and film making and could be an opportunity to involve local people in the Olympic celebrations.	<ul style="list-style-type: none"> • Ensure that Bradford benefits from the Cultural Olympiad • Take a strong lead for film within the Cultural Olympiad programme of events
Media convergence and new platforms are opening opportunities for user-generated or cost-effective production.	<ul style="list-style-type: none"> • Help match new platforms with content development • Support production
There is a growing cluster of creative industries businesses in Bradford, based in specialist business centres and elsewhere.	<ul style="list-style-type: none"> • Encourage collaboration and networking • International links and contacts
Bradford is fortunate to have a strong community of interest in film, committed to stimulating wider benefits across different groups.	<ul style="list-style-type: none"> • Use connections and experience to help the next generation of film and media professionals • Spread the word and develop Bradford's profile through international influence of key individuals
Bradford's film festivals are developing an international standing and attracting strong line-ups of industry figures and personalities.	<ul style="list-style-type: none"> • Ensure that new businesses benefit too • Exploit PR and profile opportunities • Attract wider audiences and visitors
Bradford has a number of established ethnic minority groups with an interest in film and media; new groups may integrate better with the help of cultural aids such as film societies.	<ul style="list-style-type: none"> • Aggregate demand for minority language screenings • Support community cohesion through film societies and other activities

Providing benefit to people, businesses and places

City of Film will provide benefits for individuals, businesses and organisations in Bradford, the Yorkshire and Humber region and to the UK as a whole:

- **for businesses working in the creative industries cluster** – City of Film will provide networking opportunities, greater awareness and profile and opportunities to meet and do business with people from around the world
- **for tourism and hospitality sector businesses** – City of Film will provide information and training to help attract film makers and media production companies using the city. It will also help to attract additional visitors and benefit from joint marketing and sales initiatives based around film and media
- **for citizens of Bradford** – City of Film will provide greater opportunities to learn, enjoy and get involved in film and media related screenings, exhibitions, festivals and activities. It will also help to build pride amongst Bradford's citizens based on the area's film and media heritage
- **for school children** – City of Film will offer opportunities to learn more about film, to watch a greater range of films and to understand the value of film and media to today's society. It will also support opportunities for children to engage in film making
- **for further education students** – City of Film will offer students the chance to enhance their media and film making skills and to gain additional opportunities for screening their work
- **for University students** – City of Film will support the existing opportunities offered at the University of Bradford, including through the Skillset Media Academy. It will help provide links between higher education and employment and with screening opportunities
- **for employers based in and around Bradford** – City of Film will help to market Bradford as an attractive, exciting and culturally stimulating place for people to live and work and offer film related benefits for their employees.



Brideshead Revisited on location in Keighley (2007)

City of Film will increase film and media related activity in Bradford today and for the future, while celebrating and preserving the city's considerable achievements of the past. City of Film will deliver a full programme of activities and initiatives for businesses, individuals and communities – contributing to Bradford's economic, social and cultural development.