

**Bradford Big Screen**

**Summary of our programming and services**

Bradford UNESCO City of Film and Bradford Metropolitan District Council work together to provide a programme of events and content for the Big Screen in City Park. The priority is to make the screen a place for innovative and creative local content as well as celebrating national and international cultural events.

We work with public service broadcasters, the BBC, Channel 4 and ITV to provide high quality content including national and regional news, culture and arts, sport, entertainment and features. We also work with national and international partners through our UNESCO links to provide film festivals and screenings.

The screen – next to the Mirror Pool in City Park – is in the real hub of the city where more than 17,000 people pass through every day on their way to work, to shop, to attend Bradford University or Bradford College or just to stop for coffee and soak up the atmosphere at one of the many cafes. This makes it a great place to engage with people, whether it’s through a film screening, an event, a campaign or advertisement.

**Scheduling**

Our schedule is programmed dynamically and so that the same piece of content is not played in the same hour, unless specifically requested. This means we can keep the screen’s output exciting and vibrant, mixing national and local content with events, special screenings and some advertising.

**Screening a film or listing an event**

Should you wish to tell Bradford about an event you are hosting or get a film screened these are the options:

**What’s on** - This is our guide to events and activities happening in and around Bradford. We use a mixture of slides and short clips, played in rotation. (For more details see next section and for information on slide formats please see [Technical Specification Guide](http://bradford-city-of-film.com/big-screen/contact/). )

**Active** -This section features films and interviews on sport and physical activity in and around Bradford.

**Life** – This section features films and interviews on what’s happening culturally and creatively in and around Bradford. It covers everything from arts, theatre and fashion to community, health and the environment.

**Film** - This section features what’s happening in Bradford, the world’s first UNESCO City of Film. It includes films and information on new Bradford City of Film projects.

**Campaigns and advertising**

Bradford Big Screen is able to carry a limited amount of advertising and campaigns but the management reserve the right to reject requests if they do not fit our [editorial guidelines and ethos](http://bradford-city-of-film.com/big-screen/contact/). For example we do not take material which promotes alcohol, gambling or smoking.

With the new Broadway shopping centre buzzing with shoppers and the unique underground shopping experience Sunbridgewells now open with its entrance in City Park, the screen really is at the heart of the city.

With the offer of both sound and vision the team operating our giant screen ensure that the peak time advertising slots target the movement of commuters going to and from work, lunchtime in the square and early evening theatre times. We also have the city’s main library, the Impressions art gallery, City Hall and several cafes and bars in City Park so it really is at the heart of the city and a place where people linger so our dwell is good.

Below are the three options for utilizing the big screen:

* Slides or short films about cultural, sporting or social events to run in our What’s On listings guide. On average the slide should get play 6x a day for 30 seconds each time, between the hours of 9am and 11pm. The slide or film cannot contain ticket prices or sponsor logos. This is a free service but the timings are random with slides on rotation and so we cannot guarantee which part of the day the slide/film will be seen. Should you wish to target a specific audience this might not be a suitable service for your organisation.
* You can use our peak time promotional slots which run 7x day for £200.00 a month. (short films or a selection of slides are appropriate and you can display ticket prices/sponsor logos. Council departments receive a 50% reduction)
* If none of the above suits we can offer a more bespoke service specifically tailored to the client’s needs, whether it is to fit specific timings or dates.

**Hiring the screen**

Arrangements can be made to hire the screen for hosting film screenings, film festivals or for use as part of an event in City Park. Please note the council events team are responsible for the City Park space and so if you wish to use the screen as part of an event hosted in City Park you would need to clear the request first with the Council. For any enquiries contact Allyson Corney (allyson.corney@bradford.gov.uk)

***Please note content to be considered for the screen must be sent to us at least two weeks before the suggested schedule date. The more notice we have, particularly for events and advertising campaigns the better, as this helps us serve your needs more effectively.***

**For more information on the screen or any of the above please contact:**

Julie Gatenby, Big Screen Bradford Manager, Bradford UNESCO City of Film Julie@bradfordcityoffilm.com or go to our webpage <http://bigscreenbradford.com/>