



AS SEEN ON SCREEN

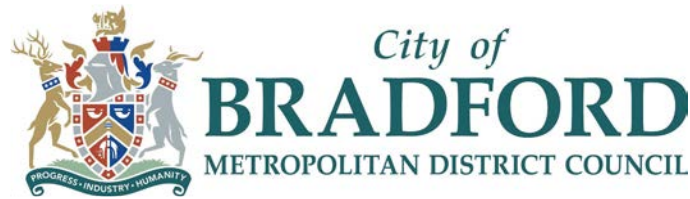
A SCREEN SECTOR STRATEGY FOR BRADFORD

PREPARED BY UNDER THE MOON LTD - UPDATED VERSION AUGUST 2021

This proposal has been developed in step with Bradford's Culture Is Our Plan strategy and, like the Bradford 2025 bid to become UK City of Culture, will help provide rocket fuel for the growth of the creative industries across the district.

Our vision supports the city's clean growth agenda and will provide sustainable jobs, contributing to a vibrant economy with creativity at its heart and encouraging people to see Bradford as a testbed for new ways of harnessing culture to underpin economic growth.

Our mission is to stimulate local screen production with an emphasis on film, short-form, TV, digital and games, so that by 2025 a maturing, joined-up screen sector is established that is well connected to the wider screen sector but has its own distinctive style, giving a stronger voice to Bradford's people both on and off screen.



As Seen On Screen

OUR VISION

Bradford's screen history

The National Museum of Photography, Film and Television opened in 1983. It's now the National Science and Media Museum and home to the world's first ever moving picture camera, used by Louis Le Prince in 1888. The museum boasts the first Imax in Europe and is one of only three places in the world that can show film in Cinerama format.

When the original film *The Railway Children* was shot in 1970 it used Keighley, The Worth Valley Railway and Oakworth Station as locations. Fifty years on the district provides a backdrop for dozens of prestigious productions from *Peaky Blinders* to *The Duke*, helped by the Bradford film office since 2000.

Bollywood is big in Bradford - the International Indian Film Awards were held in the city in 2007 and in 2015 the BBC staged an ambitious live Bollywood version of the Bizet opera *Carmen*.

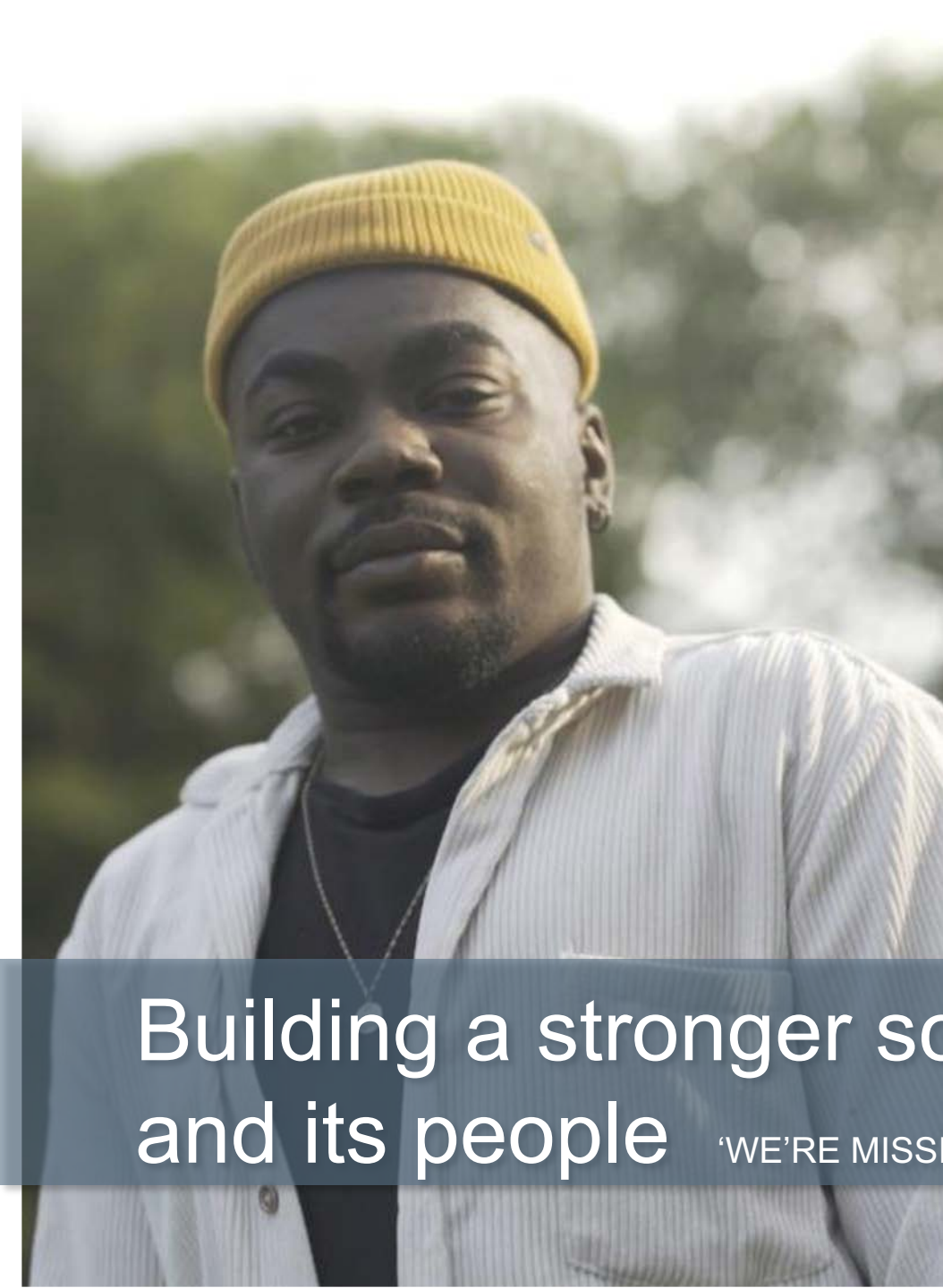
Famous big screen Bradfordians include the author, playwright and screenwriter J B Priestley and Andrea Dunbar, who wrote the 1987 coming of age movie *Rita Sue And Bob Too*. Bradford became the world's first UNESCO City of Film in 2009.

Bradford has a rich film heritage and some valuable screen assets. We will build on its traditions to grow a stronger screen sector

Where is the opportunity for growth?

DCMS Creative Industries sector employment 2017	Bradford	Leeds	Leeds City Region
Advertising and marketing	0.3	1.6	0.9
Design	1.0	1.1	1.2
Film and television	0.2	0.7	0.4
IT, software and computer services	0.4	1.3	0.8
Publishing	5.3	0.4	1.1
Music, performing and visual arts	0.3	0.6	0.4
<i>Source: BOP Connected Futures Consulting analysis of ONS data - October 2019 % of national average</i>			

Bradford has the history and the talent to build a sustainable screen sector, but film and television is currently lagging behind every other aspect of the region's creative industries



Screen business is booming across the UK and we believe Bradford can play a bigger part in that success story, becoming so much more than a great film set.

We can't build the local sector overnight but we have the back-story and now we are planning the future.

Building a stronger screen sector for Bradford and its people

'WE'RE MISSING OUT'

Why now?

- **Helping our post-COVID recovery**
- **Generating creative industries jobs**
- **Aligning with the clean growth agenda**
- **Supporting cultural regeneration**
- **Enhancing digital literacy**
- **Giving people the tools to tell their stories**
- **Entertaining and engaging communities**

- Diversity and social inclusion on screen is improving - presenting new opportunities for Bradford's young, diverse population to have a say on TV, on film and online.
- Digital literacy is a key objective in Bradford schools. Learning to tell stories on screen helps school-children harness the power of digital technologies for self-expression, creativity and wellbeing.
- Screen entertainment is changing. Social media, streaming services, 5G and immersive technologies are all game-changers that provide opportunities for Bradford.
- The pandemic has accelerated the shift to screen-based communication and Bradford's people must have an equal chance to acquire the creative tools needed to keep pace.

Bradford's screen sector is small at present but the tools for its growth are in reach and we believe these objectives are achievable by 2025

Our core proposals at a glance

- Reimagine our UNESCO City of Film as a dynamic, creative screen hub and production centre
- Provide a joined up, lifelong screen education and skills pathway
- Build partnerships with broadcasters and content creators regionally and nationally
- Strengthen our relationships with funders and supporters
- Connect local content creators to one another
- Show great content on screens across the district
- Create clean growth screen sector jobs
- Showcase the real Bradford to the world
- Give our people a stronger voice



A screen sector with attitude

LEVELLING THE SCREEN SECTOR PLAYING FIELD

Bradford doesn't do standard-issue content. Its creative screen output is from, with and for its own communities

- We want this screen strategy to be the loudspeaker that will give our local content creators a stronger voice.
- This is not just about professionals. The majority of Bradford's young people have a phone in their pocket and can shoot, edit and publish whenever, whatever and wherever they want. But not everyone has access to digital technology.
- That's why this strategy will sit alongside the Creative and Technical Education Partnership and the Digital Makers project in schools, helping provide creative storytelling skills so schoolchildren can make best use of digital technology.

A screen sector with attitude

We will level the screen sector playing field by:

- Help build digital screen skills
- Celebrate our cultural life on screen
- Know ourselves better
- Write our own story
- Create an explosion of opportunity
- Contribute to Bradford 2025 and capture its creative and cultural activities on screen

- Articulating issues of inequality on screen to increase awareness
- Building screen skills in schools and the community so more diverse voices in Bradford can tell their stories on screen
- Encouraging participation in screen literacy projects to bring fresh perspectives to more communities across the district
- Boosting employment by creating clean jobs in the creative industries - one of the UK economy's fastest growing sectors but yet to reach its full potential in Bradford
- Ensuring equality of opportunity at all levels of production, to give under-represented groups the career breaks and fair access to platforms that they need to distribute their work



Supporting Bradford's Clean Growth Agenda

Filming traditionally consumes a whole lot of energy. According to BAFTA (the British Academy of Film and Television Arts) a single hour of television made in the UK, whether factual or fiction, produces 13 metric tons of carbon dioxide. **But change is coming and the pandemic has speeded things up.**

New technologies, localism and a deeper understanding of climate change are gaining pace (enhanced by persuasive film and TV content), and many cultural and business leaders are questioning the concept of 'perpetual increase'.

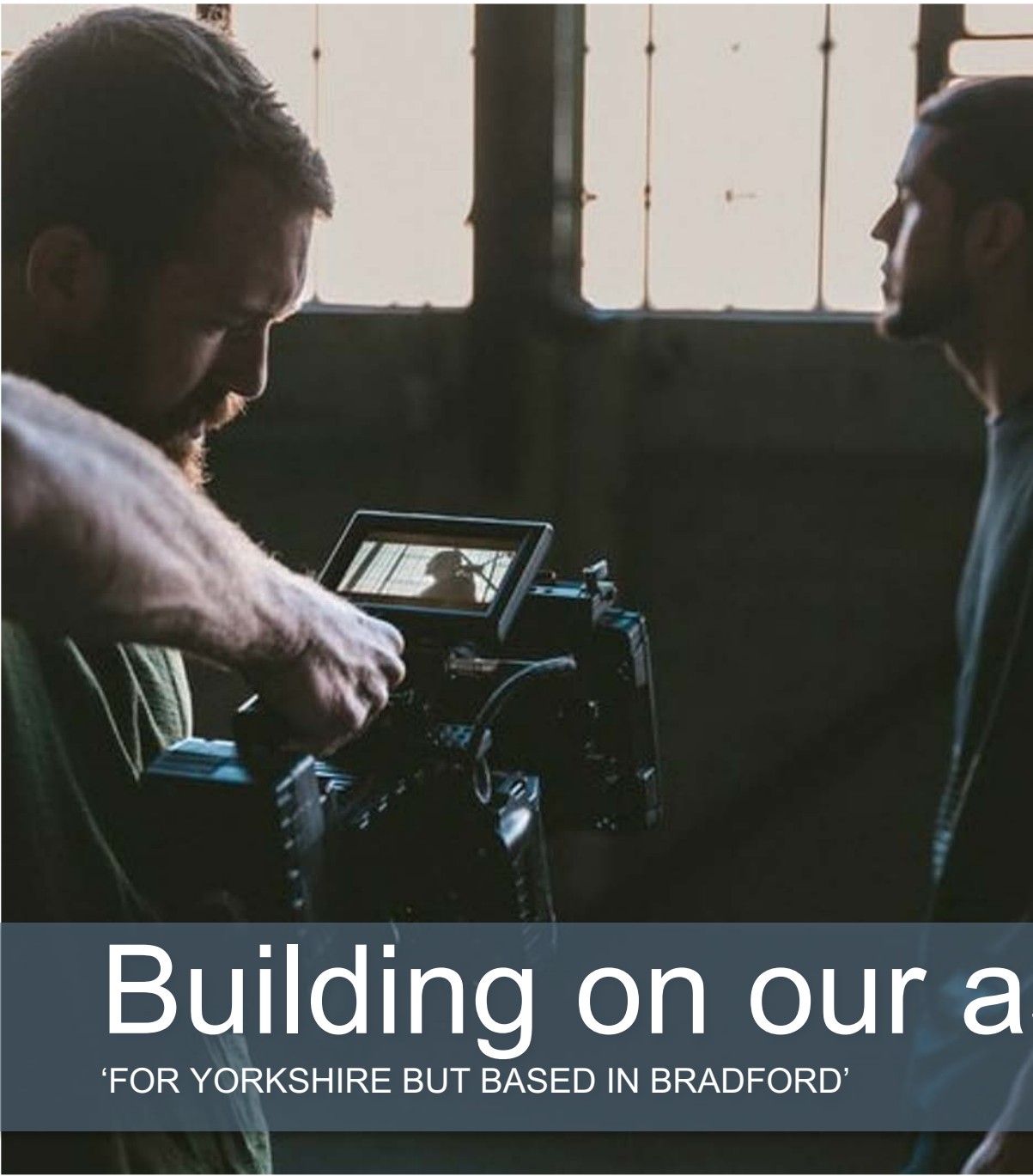
A stronger Bradford UNESCO City of Film will send a clear message to the world about our commitment to clean growth and environmentally sustainable urban development.

Screen activity and the environment
CHANGE IS COMING...

Environmental sustainability is a core requirement of Bradford's UNESCO City of Film status and must be baked into all our plans

- Global initiatives like the Sustainable Production Forum are bringing worldwide content producers together to talk, plan and change
- The ambitious Albert Sustainable Production movement, funded by the screen industry, is delivering big improvements in production methods, with the impact already felt across the industry
- Working locally contributes to slowing climate change - another argument for building an indigenous screen sector in Bradford
- We propose that all local producers we work with sign up to Albert as a condition of support, and also that our partners demonstrate they have undertaken carbon literacy training

Making Bradford's
screen sector a
clean sector



Despite the absence of a thriving contemporary film and TV production sector, Bradford has a strong track record in other areas such as screen heritage, gaming, exhibition, international relationships, digital content production (both corporate and short film production), digital innovation and screen literacy

Building on our assets

'FOR YORKSHIRE BUT BASED IN BRADFORD'

The challenge now is to take the best of what the city has to offer and transform it into a sustainable screen sector that really contributes to the local creative economy and has achievable goals, realistic expectations and a distinctive voice.

In the following pages we detail how we will build on the assets that already exist in Bradford, to create a more sustainable, economically viable screen sector:

1. UNESCO City of Film
2. Bradford Film Office
3. National Science and Media Museum
4. Games companies
5. An extensive HE/FE education and training offer
6. Digital Makers schools digital tech programme
7. Bradford's content creators - ie the screen talent that already exists across the city, particularly short-form, digital and games but also film
8. A network of cinemas and community screenings
9. A calendar year of festivals



1: A reimagined city of film

A new enhanced UNESCO CITY OF FILM becomes a hub for screen based activity and will have **two distinct divisions and functions:**

- **City of Film UK:** Creating a one-stop shop for content creators and partners, focusing on building relationships with producers, distributors, audiences and funders across the UK
- **City of Film International:** Building relationships with other Cities of Film and establishing broader economic and academic links with UNESCO's creative cities across the world



City of Film UK

A vibrant new hub for Bradford's screen growth

- Screen sector activity focused in one place
- Film office and production services
- Creative ideas exchange
- Education and skills training advice
- Fundraising activities and funding information
- Stronger partnerships with network broadcasters
- Formalised links with producers outside the district
- Expanded board of trustees with more industry focus
- Early symposium of partners to brainstorm options
- Simplified, clearer partnerships between the City of Film and the British Film Institute, the National Science and Media Museum and others



City of Film International

Connecting Bradford to the world through the university

- Develop new partnerships with producers in other global cities, especially China, where Bradford already has a base
- Capitalise on Bradford University's good academic record and motivate students from UNESCO creative cities to study here
- Support the Bradford University UNESCO Masters degree in Filmmaking, designed for students from other City of Film cities
- Focus on delivering UNESCO's requirements to use creativity as a strategic factor in sustainable urban development
- Use the status of 'world's first UNESCO City of Film' to help Bradford explore other new UNESCO cultural designations



2: Bradford Film Office

An enhanced service for visiting and local film and TV productions

- The film office will work in closer partnership with Screen Yorkshire to strategically develop the district as a magnet for incoming high-end film and television productions
- A proposed film and festivals manager post will support the growth of production services from an office based at the Bradford UNESCO City of Film UK hub
- More benefits will be extended to diverse screen talent in Bradford, which should be nurtured and promoted along with the district's landscapes and buildings
- The website will be updated with clearer signposting
- Explore options for a low-cost pop-up studio that complements and enhances the regional demand for studio space



3: National Science and Media Museum

A fantastic local and national resource for content creators interested in gaming, tech skills, immersive technologies and cinema

- Europe's first IMAX screen – at 60 feet still the biggest screen in West Yorkshire
- One of only three Cinerama screens in the world
- Home of the first ever moving picture camera, invented by Louis Le Prince in 1888
- A rich source of digital tech, animation and games knowledge

National Science and Media Museum

- Show how digital and immersive screen technologies can be applied to storytelling
- Provide a front-of-house creative meeting place for local gamers and gamesmakers
- Scale up the Yorkshire Games Festival as a global virtual and physical event, working with local HE/FE partners and the games industry
- Host an early symposium with senior BFI figures to brainstorm ways to raise the museum's cinema profile and create a stronger Yorkshire presence for the BFI
- Continue to collaborate with City of Film and Digital Makers to enhance digital tech skills and also find partners to provide online learning modules for gaming, streaming etc

We propose working with the museum to provide a hub for gamers, a focal point for games conferences and a refreshed magnet for cinemagoers



4: A place for gamers

The National Science and Media Museum becomes a magnet for local gamers and digital content creators

- Digital tech skills help tackle digital poverty and enhance equality of opportunity
- HE/FE gaming courses link fully to industry to kickstart games careers
- Gaming provides a powerful route into other digital skills
- Yorkshire Games festival goes global and links with Qingdao in China

Partners include: Yorkshire Games Festival, Impact Gamers, XR Stories, Games Republic, National Science and Media Museum, broadcasters, UNESCO cities etc.



5: A lifelong education and skills pipeline

Joining up the dots and building aspiration

Across the UK screen industry there are numerous training bodies, mentoring schemes, industry placements and online courses available. In Bradford over 500 students are studying courses directly related to media at college or university and a wide range of training and industry partners are operating across the district, from primary school to on-the job development.

We propose the creation of a training and education officer post and a further piece of work to join up this extensive offer, reduce duplication, encourage collaboration, foster partnerships, provide up to date career pathways, connect more closely to industry and improve digital storytelling skills.

A lifelong education and skills journey

- **HE/FE:** Bradford Uni, Bradford College, Shipley College, Keighley College
- **West Yorks Consortium Of Colleges/Connected Campus** – connecting students to industry
- **ScreenSkills** – entry level and advanced career options
- **Screen Yorkshire** – Beyond Bronte mentoring and others
- **BMDC** – supporting digital and screen skill/literacy, including Beyond Bronte mentor network with Screen Yorkshire
- **BFI & Film Hub North** – small grants for filmmakers, gamers, audience development/film exhibition
- **Channel 4, BBC, ITV** – range of online and paid training opportunities incl 4Skills, Production Trainee Schemes and BBC apprenticeships, ITV Creative Access mentoring
- **XR Stories** – York University/AHRC immersive tech skills
- **Creative England** – growing and investing in creative businesses
- **QED Foundation, The Grierson Trust, Women In Film and Television, Sign, Sharp Futures** etc – all helping improve access to opportunities

BRADFORD'S
TRAINING AND
EDUCATION
PARTNERS
ARE MANY AND
VARIED – and
they fall mainly into
these categories

A lifelong journey: the screen sector education/skills narrative

Schoolchildren of all ages learn how to tell stories in pictures	Digital tech skills improve children's digital literacy, sparking an interest in how screen content is made
Screen literacy in turn is shown to improve other skills	Reading, writing and wellbeing improve and help children towards screen based HE/FE careers, with teachers given up to date industry resources and information
Students emerge from a wide range of college and university courses with a range of skills, both vocational and academic	Talented people with qualifications (including gaming, artificial intelligence and immersive technologies) move into a regional jobs market to hone their skills on the job
A co-ordinated programme of on the job-training is available	Improved creative and business support for entrepreneurs helps grow the local sector across film, TV, digital and gaming
The chronic talent drain is reversed	Businesses and partnerships start to grow and the indigenous screen sector develops a skillset and voice that feels distinctly 'Bradford'
The representation of Bradford communities on screen improves	Improved local storytelling is a by-product of a successful local industry
Jobs are created in this rapidly growing sector of the creative industries	Role models emerge, self esteem grows, skills are competitive, employment and regeneration follow
A screenings and literacy programme exists in every postcode	Increased access to (and community participation in) screen activities stimulates interest among people of all ages and backgrounds

A lifelong training and skills journey

Across the district there are over 500 students studying courses directly linked to screen and games production at HE/FE level:

Bradford University

Film and Television Production	BA (Hons)	68
Film and Visual Effects Technology	BSc (Hons)	1
Filmmaking	MA	2
Animation	BSc (Hons)	11
Graphics for Games	BA (Hons)	26
Virtual and Augmented Reality	BSc (Hons)	4
Applied Artificial Intelligence	BSc (Hons)	New 21/22
Applied Artificial Intelligence and Data Analytics	MSc	2
Game Design and Development	BSc (Hons)	43
Outside Broadcasting Apprenticeship	P/G Diploma	1

Keighley College

Digital Games Production	BTEC Level 2	20
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ShIPLEY College

Creative Media Production	BTEC Level 3	16
Creative Digital Media Production	BTEC Level 2	27
Creative Digital Media Production (Games Design)	BTEC Level 3	27
Media	BTEC Level 1	15

Bradford College

Performance	UAL Level 2 Diploma	25
Performance	UAL Level 3 Diploma	30
Production Arts Pathway	UAL Level 3 Diploma	New 21/22
Performance	UAL Level 3 Diploma Extended	20
Creative Media Production	UAL Level 2 Diploma	30
Creative Media Production	UAL Level 3 Diploma	45
Creative Media Production	UAL Level 3 Diploma Extended	45
Film	A-Level	12
Media	A-Level	12
Make up with Special Effects for the Creative Industries	BA (Hons)	20
Games and Graphic Media Design	BA (Hons)	10
Technical and Production Arts for Film and Television	BA (Hons)	New 21/22
Film and Media Production for the Creative Industries	FdA Yr1	New 21/22
Performing Arts Yr1	FdA Yr1	18
Performing Arts Yr2	FdA Yr2	16
Performance	BA(Hons) top-up	12
Music for the Creative Industries	BA(Hons) top-up	12
Visual Arts	MA	17



6: Digital Makers

Schools and digital tech programme

Storytelling work to support the Digital Makers project will tackle digital poverty and reach every Bradford schoolchild

In September 2020 the Bradford Institute of Health Research and Leeds University launched Digital Makers, which already has the full support of Bradford Council. The aim is to improve the health, wellbeing and life chances of every child by tackling digital poverty and inspiring a new generation of young people to become digital leaders.

We propose a parallel workstream to give schoolchildren the creative storytelling skills they need to make best use of screen tech, including narrative and understanding fake news. To be carried out in close collaboration with Bradford's Creative and Technical Education Partnership, which is building creative and technical skills in schools, and linked to HE/FE courses.

DIGITAL MAKERS AMBITION: "that every child learn to create films, stories and sounds using digital technologies"



7: Bradford's content creators: the most precious asset of all

Bradford's screen content creators don't currently have a focal point for their extremely varied and diverse activities, which increasingly include live-streaming, immersive technologies and smartphone content.

We will tackle this by providing a creative hub that moves across the district, providing a place for our talented people to learn, grow, connect and flourish.

Supporting our content creators

A lack of local opportunity means many content creators leave Bradford to pursue careers elsewhere, but those who stay are producing an impressive range of material from short-form scripted drama, comedy and documentaries to corporate, music and charitable video and games. We can support them better.

The existing sector can't be accurately mapped because it has not been counted before, so this list is indicative only:

○ Freelances and casual/part-time	Possibly 100+
○ Commercial studio space	0
○ Commercial TV production companies	0
○ Corporate video producers	8
○ Music video directors	14
○ Music Studios	10
○ Games companies	5
○ Bradford influencers (over 5000 followers)	20+

Local producers currently share work via:

- The online space
- Community screens/pop-ups
- Social media
- Games consoles or platforms
- Companies and organisations

They need improved access to:

- Traditional film and TV outlets
- Global streaming services
- Immersive technologies

We will provide measurable targets for:

- Community benefit
- Growth in jobs
- Wider partnerships
- Commissioned work
- Production companies established

FILM MAKERS25

In autumn 2020, with support from ScreenSkills, Bradford 2025 and BMDC, a unique screen sector mentoring project was established in Bradford.

25 content creators were identified, trained and matched with experienced industry mentors.

FilmMakers25 has launched a second cohort of local talent in summer 2021, sowing the seeds of future screen production in Bradford.

Bradford FilmMakers25

Nurturing the next generation of local content creators

The project has already shown that it will:

- Provide mentors for local screen talent working across genres
- Offer skills and business support to those keen to develop further
- Provide a meeting place to co-develop ideas and work together
- Deliver masterclasses and learning experiences
- Help identify funding sources
- Build partnerships with broadcasters and producers
- Provide up to date training and job opportunities
- Encourage the group to produce videos that capture Bradford 2025 activities on screen

Writing, producing, directing, shooting, editing, coding, distributing and marketing – just some of the skills we need for a thriving local screen sector.

But most of all we need
IDEAS

A creative ideas exchange

We'll provide a physical space for Bradford's content creators to gather and discuss their work, ideas and futures

- Creative ideas shared for film, TV, games and digital projects
- Information and support available for funding applications
- A home for mentoring activities such as FilmMakers25
- Business growth support (including the Leeds Uni Sign project)
- Joined up education and skills information
- Swap-shop for ideas, equipment and resources
- Centre for deal-making
- Meeting place for national producers/broadcasters/streamers etc
- Gathering space for masterclasses and small events
- Film office base
- Up to date job opportunities

Short-form: the best training ground of all

Most work made in Bradford is short-form, ie 15' or less. Traditionally returns on investment are low but assumptions are changing and we support short-form in Bradford because:

- Short-form is the ideal way to hone storytelling skills and showcase work to creative decision-makers
- It's a specialism that Bradford can rightly claim, complementing other types of film and TV production elsewhere in the north
- Smartphone technology makes high-end content production cheap and accessible
- Social media video sharing sites are ubiquitous for younger audiences and rapidly growing in reach and influence
- Distributors (including broadcasters) are commissioning more stand-alone short-form content as they migrate to the online space
- Twitter and Facebook have a limitless appetite for short-form
- We can build a specialism in short-form immersive content (VR and AR etc)
- The imminent arrival of 5G will revolutionise how we receive and use video

SUPPORTING LOCAL CONTENT CREATORS 2021-2025:

We will offer:


- Opportunities to partner with more experienced content creators in the region and nationally
- Support from broadcasters to improve access and contacts
- Joined-up skills training on and off-the-job
- Business support to establish and grow production companies and create jobs

Broadcasters have re-evaluated the way they serve audiences outside London in recent years, both in terms of equality, diversity and social justice.

They want to hear what our content creators have got to say.

Partnering with broadcasters and producers

- People across Bradford district shouldn't just see their communities on screen when they're in the news. We can tell our own stories and have more say in shaping how other people see us. Now is the time to start
- The screen industry is still London-centric but the balance is shifting and major production centres for film and TV, digital content creation, gaming and marketing exist in Manchester, Glasgow, Cardiff, Belfast, Bristol and now Leeds, with the arrival of Channel 4's new national HQ
- There has been an explosion of growth in independent production across the UK and in nearby Leeds there are a number of major factual producers as well as one or two significant drama producers. We must build links with them and incentivise co-production partnerships
- By creating new channels of communication with broadcasters and producers we can increase opportunities for Bradford talent both on and off screen.



Channel 4 will be a lead partner in the Bradford Screen Strategy, providing funding and strategic input to support the strategy in the following ways:

- Help establish a creative screen hub
- Support the operational delivery of the screen strategy
- Develop and deliver a short-form content fund
- Support plans for a joined-up education and skills offer
- Provide support for the Bradford FilmMakers25 mentoring network
- Contribute to a steering group to evaluate and support progress and help direct the strategy

THE CHANNEL 4 PARTNERSHIP WITH BRADFORD: HOW IT WORKS

Screen Yorkshire

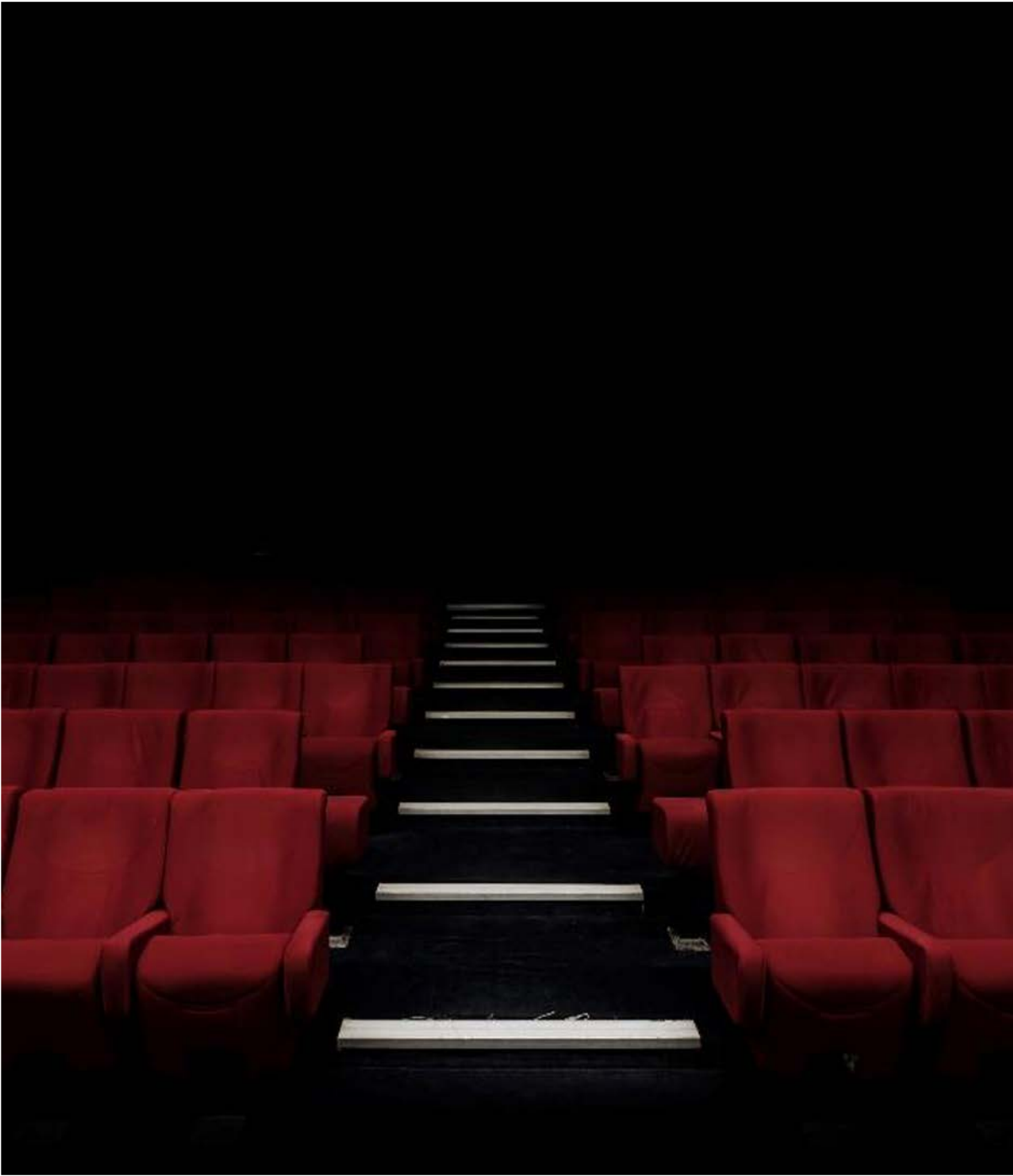
A regional agency to help grow local production and talent

At a time when network broadcasters and producers are seeking new voices on all platforms, Screen Yorkshire can use its considerable resources and power to nurture the Bradford screen sector in these ways:

- Partner with City of Film UK and the Bradford film office to promote Bradford as an integral part of a wider screen sector, headquartered in Leeds but with a Bradford base
- Advise on ways that Bradford can derive more benefit from regional and national funds and resources
- Place greater emphasis on nurturing Bradford talent in sustainable ways, including both scripted film, TV drama, immersive and factual content
- Support a proposed Production Partner Fund to encourage ideas development in Bradford
- Help Bradford producers make more successful funding applications to Screen Yorkshire
- Capitalise on the outstanding opportunity to strengthen the screen sector in Bradford and thereby diversify the profile of the sector regionally

'Don't compete, collaborate'

The regional screen sector is growing. Bradford can make a distinctive and significant contribution to this growth, complementing rather than competing with the extensive offer in Leeds and drawing more production to the region as its talent, skills, connections and facilities grow.



8: Seeing is believing

A network of cinemas and community screenings

Work is already underway at the museum and elsewhere to strengthen Bradford's big screen offer. These efforts will be super-charged by the district's Culture Is Our Plan strategy, which will provide real impetus for film exhibition both in the city centre and across the district.

Local filmmakers will also help capture on screen the events of our Bradford 2025 year of culture and show their work on local screens, enabling more people to share the 2025 experience as well as enjoying the wider social benefits of cinema, not just in the heart of the city but on every doorstep in the district.

BFI SPEND IN BRADFORD

2011/12 - £38,700

12/13 - £30,000

13/14 - £148,700

14/15 - £23,800

15/16 - £25,000

16/17 - £18,000

19/20 - £979,000 (feature film)

Working more closely with the British Film Institute

As well as holding one of the world's most important film and TV collections, the BFI (using National Lottery funds via a number of partners including Creative England, ScreenSkills, Film Hub North and Screen Yorkshire) invests in production, helps filmmakers build their careers, supports audience development and funds learning and training opportunities including projects like IntoFilm's recent Bradford Film Literacy schools programme and the Bradford Film Academy, which encourages young filmmakers.

Nevertheless the BFI currently has no base in the district and grants received locally are piecemeal, so streamlining the relationship locally would deliver mutual benefit to both Bradford and the BFI.

We have therefore agreed with the BFI to hold an early symposium of senior figures, to maximise opportunities for Bradford talent as well as the in-house National Science and Media Museum screens, audience development and training programmes.

Community cinema:
everyone should
have a chance
to enter the
wonderful world
of film

Community cinema

Bradford currently has ten community screens. We propose expanding this access to all Bradford postcodes by 2025, working with existing groups as well as exciting new ones such as Keighley Creative or Brick Box pop-ups. By offering free or low cost screenings we can widen horizons and bring communities together, strengthening cohesion and inspiring the next generation of content creators to tell their own stories and capture creativity on screen.

- Black Film Club
- Highfield Food Cooperative
- Greenmoor Community Cinema
- Thornton Community Cinema
- Ilkley Film Society
- Keighley Film Club
- Kala Sangam
- Addingham Memorial Hall Film Society
- Shipley Film Society
- Bradford Cathedral
- Clayton Community Cinema
- Bingley Community Cinema

BRADFORD'S BIGGER CINEMAS

- The Light, Broadway
- Odeon Luxe, Gallagher Leisure Park
- Pictureville, Cubby Broccoli and Imax at the museum
- Keighley Picture House
- Ilkley Cinema

Commercial and independent cinema

The pandemic has had a profound impact on all aspects of performance culture and cinemas have been as hard hit as any. In the Bradford district the independent cinemas in Keighley and Ilkley have received support from the BFI Cultural Recovery Fund for Independent Cinemas but it's still uncertain when mass gatherings will return to normal.

The three cinemas at the National Science and Media Museum are now being run in-house after a period of commercial management and as suggested above we recommend convening a symposium of film exhibition experts, including the BFI, to consider how this fantastic facility can become a higher profile part of the museum's screen sector offering.

Other new partnerships should be forged that enable digital literacy programmes such as Digital Makers, XR Stories and other tech-based screen activities including Games Republic to have a big screen outlet.



Bollywood

Bollywood is a popular genre across the district and has a strong history in Bradford, with the International Indian Film Awards held in 2007 and the BBC's participatory live Bollywood version of Bizet's Carmen in the city centre in 2015.

During the pandemic the biggest local commercial cinema screenings ended when the Cineworld multiplex closed and Bollywood movies are now most widely accessible on demand.

But the case for watching spectacular Bollywood productions on the big screen remains compelling, especially among younger muslims, who don't drink and often value cinema highly as a social activity. We recommend exploring new screening opportunities across the district and as part of a wider Bradford festivals offer.



9. A city of festivals

Bradford already has a rich mix of screen-based festivals

Partnering with a range of organisations including the BFI, Bradford Literature Festival and others (including possible Brick Box pop-ups), we will coordinate festivals small and large into a monthly programme that will span the district. To start...

- Widescreen Weekend
- Drunken Film Festival
- Yorkshire Games Festival
- Smartphone Festival
- Small World Festival
- Family Film Festival
- Golden Years Festival
- Bollywood Festival
- Bradford Literature Festival
- Keighley Arts and Film Festival (with Keighley Creative)
- Ilkley Film Festival
- Bradford Animation Festival

OUR UNDERTAKING

- A festival every month in the district
- Digital at the heart of what we do
- Pop up events in unexpected urban spaces
- Spaces for local content creators to show their work on big screens

A city of festivals: the plan

There will be at least one monthly screening event in every postcode by 2025, of all types and sizes, with competitions and events that encourage participants to move from one event to another.

Community groups, film clubs and societies will be encouraged to join, schedule, volunteer and support screen literacy programmes for all ages and backgrounds.

The new post of Film and Festivals Manager will work with the BFI, Live Cinema UK and community groups such as Keighley Asian Women's Centre, the Black Film Club in West Bowling, Clayton Community Centre, Keighley Creative and the Ilkley Manor House Trust, Brick Box pop-ups, Kala Sangam and many others, to help them secure funds, speakers, equipment and opportunities for Bradford's people to tell their own stories as well as watch films from a wide range of sources.

In a nutshell, we will:

- Nurture screen creativity
- Reimagine our UNESCO City of Film with UK and international divisions
- Create a physical space for content creators
- Provide joined up screen education and skills training
- Partner with broadcasters and content creators regionally and nationally
- Build better partnerships with funders and supporters
- Nurture and connect content creators to one another
- Show great content across the district
- Create screen sector jobs
- Support economic recovery through clean growth
- Show the real Bradford to the world
- Give our people a stronger voice

AS SEEN ON SCREEN: THE PROMISE

A footnote:

The Bradford district's As Seen On Screen strategy is based on over 100 conversations with a wide range of individuals and organisations. This document can also be obtained in summary form and forms the basis of a partnerships and investment strategy between 2021-2025.

Prepared by Under The Moon Ltd

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