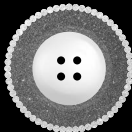
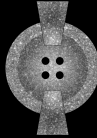


Heritage Action Plan

Bradford District
2021 – 2031





The Heritage Action Plan for Bradford District 2022–2031

Bradford District is experiencing a cultural renaissance and is facing the future with confidence, vigour and ambition, energised by our designation as UK City of Culture 2025.



Image @Visit Bradford

Culture plays a part in everyone's lives and the development of Culture is Our Plan, our ten year cultural strategy, showed how important heritage — the assets, buildings, parks and landscapes, stories, archives and artefacts passed down by previous generations — is to our experience of culture. We asked thousands of people across Bradford District about the culture they valued and they told us that heritage activities were amongst their favourite things with 70% enjoying parks and nature, 65% visiting museums and 59% exploring our historic buildings.

When we asked what people were proud of and what they showed off to their friends and family, heritage assets dominated the top ten: Salts Mill, National Science and Media Museum, Roberts Park, Ilkley Moor, Bingley Five Rise Locks, Cartwright Hall, Bradford Industrial Museum, Brontë Parsonage and Keighley and Worth Valley Railway.



Research into visitors to the District revealed that 57% of people visit for cultural reasons¹ and spontaneous awareness of heritage assets dominated.

55%

National Science and Media Museum

21%

Brontë Parsonage Museum

22%

Bradford Industrial Museum

21%

Saltaire Village

23%

Salts Mill

23%

Cartwright Hall



It seemed important to take a deeper dive into the heritage sector and to create a specific action plan for it. We are grateful to Heritage Lincolnshire (who were commissioned to engage with our stakeholders) and the many organisations and individuals who have given their time and opinion to help inform this plan.

¹“Visiting an attraction, attending cultural events and festivals, Parks and Gardens, Theatre, place of architectural interest”. Survey by NGI Solutions for Visit Bradford 2019

Our vision for the heritage in our District is the same as for all dimensions of our culture:

Bradford will offer a new definition of art, culture and heritage that reimagines our District as a place that is knowingly different and radically alternative.



Image ©The Brick Box

By 2031 we want to see:

→ **People living better and happier lives, having better mental health, skills and jobs and longer life expectancy.**

→ **A thriving, diverse and sustainable cultural and creative industries sector playing a leading role in the growing economic success of the District.**

→ **Our District as a destination of choice for people to experience exceptional cultural activity and to create exceptional work.**



Image ©Tim Smith

Heritage has a vital role to play in the realisation of our bold vision for culture and in the delivery of City of Culture 2025.

Bradford District has heritage attractions which bring visitors from all over the country and the world. The District's heritage buildings and landscapes act as a backdrop to an increasing number of television and film productions and Bradford is one of the few places in the world to have not one, but two UNESCO designations; alongside Saltaire UNESCO world heritage site, as the world's first City of Film we are part of the UNESCO Creative Cities network.

The potential for successful heritage regeneration can be seen in the refurbishment of St. Georges Hall. From 2016, this stunning Victorian Concert Hall underwent a three-year major refurbishment, with funding from Bradford Council and the National Lottery Heritage Fund. St George's Hall has a rich and fascinating past, and unique displays that weave along all four levels of the venue showcase key events from the official opening in 1853 to the big rock band concerts of the 1970s and 1980s.



Image ©Karol Wyszynski



I think that the heritage is really complex, very deep and ingrained in the culture of the place and is one of the greatest, if not the greatest, asset in setting out Bradford's uniqueness and distinctiveness as a place.



Affection for many of our landmark buildings, inspirational landscapes and many parks defy barriers of age, class and ethnicity—but we also know that we need to do much more to engage everyone.

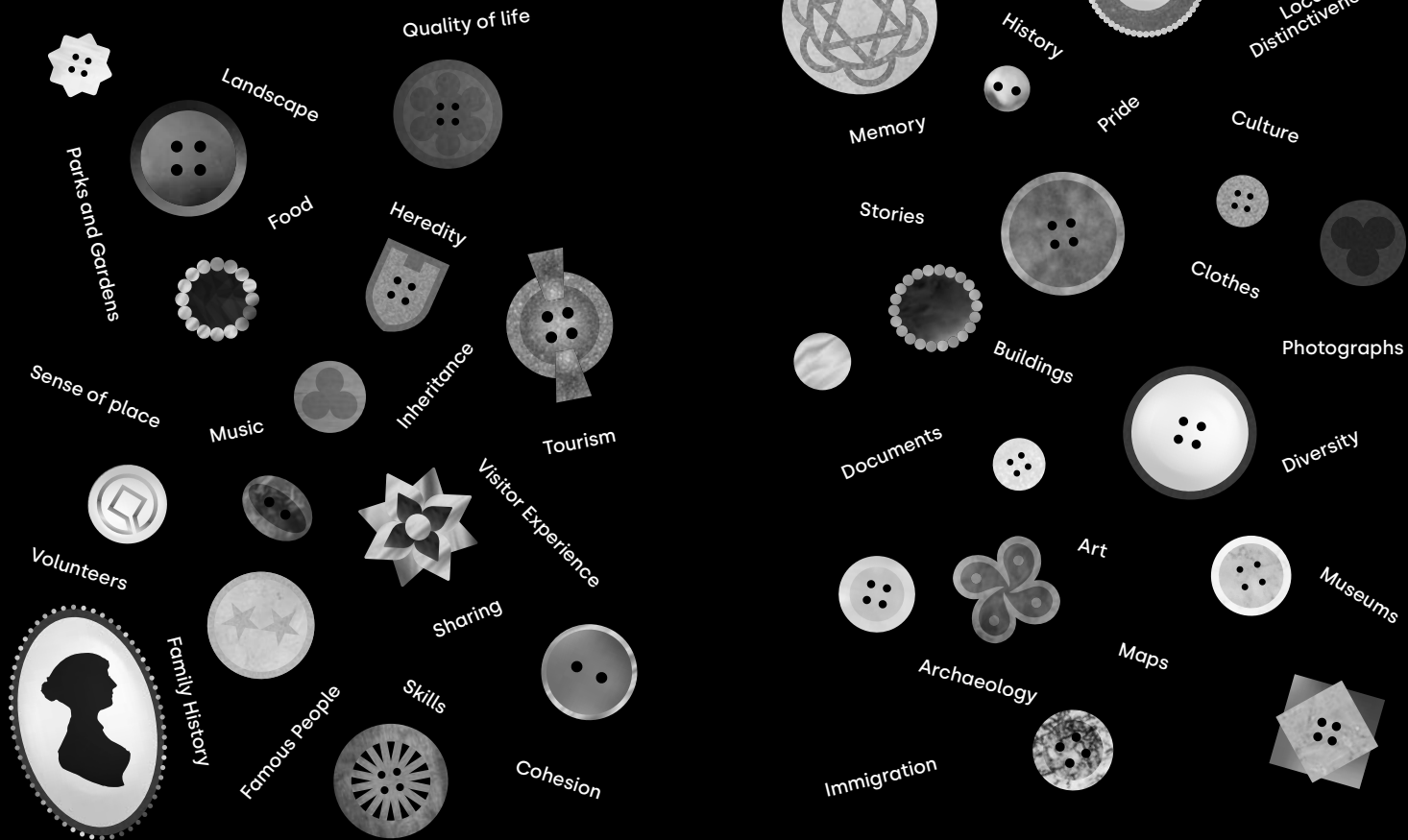
Bradford's built heritage is matched by its outstanding landscape heritage which is a source of much local pride. As well as famous moors, the District has significant woodland cover, pastoral land and riverine environments. We know that a significant number of visitors to the District come here to enjoy our magnificent landscapes—moors, rivers, canals—as well as the qualities that the city centre, our built heritage and our wider cultural life have to offer.

The District's greatest strength is its people. We're the youngest city in the UK and among its most diverse. Almost 23% of the population are aged 16 or under, over 150 languages are spoken here and at the 2021 census almost 44% were from non-white British backgrounds including people of South Asian, Eastern European, African, Caribbean or Arab heritage, amongst many others. The District represents a unique fusion of Yorkshire heritage and global influences and we are determined to harness the power of our youth and diversity.

Images ©Bradford Literature Festival



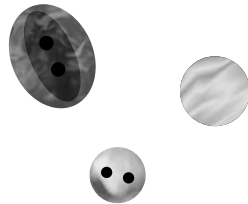
Heritage in Bradford means a lot of different things to many different people:



Culture is Our Plan — the District’s cultural strategy from 2021–2031 has been adopted by Bradford Council and has ten targets all of which this action plan will address and support.

Designation of Bradford as the UK City of Culture 2025 makes possible the realisation of bold ambitions for our heritage and heritage sector that would otherwise not happen. This includes the heritage right across our District—in every ward, and involving our museums, collections, historic buildings and infrastructure, people and their stories, and the way our stunning landscapes and natural environment have shaped our history.

West Yorkshire Combined Authority (spanning Bradford, Calderdale, Kirklees, Leeds and Wakefield) has produced a Culture, Heritage and Sport framework, following public consultation in autumn 2022. This is a plan to grow culture, heritage and sport in the region, founded on two beliefs: that culture, heritage and sport matter—they are threaded through our lives, give us reasons to live and work in a place, and foster local pride and coherence. The Heritage Fund has a very positive relationship with the District and recognises the need to work closely with us to develop better and bolder bids. It made two awards to Bradford District worth £16,800 in 2019. In the same 12 months Sheffield won eight awards worth £684,900, Liverpool 19 awards worth £893,000 and Leeds ten awards worth £341,100. Conversations are under way between Bradford



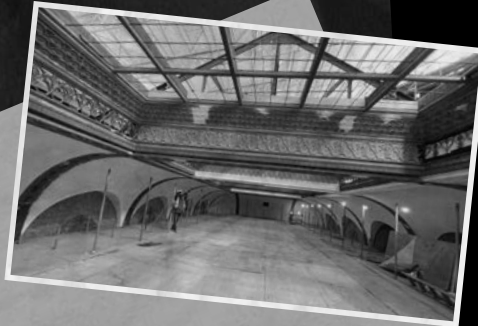
Council, BD25 and Historic England about support for the development of heritage in the District up to, during and beyond 2025. These conversations are focusing on how the city centre Conservation Areas and key landmark buildings such as City Hall can play their part in celebrating the heritage and enabling the city centre to thrive. The Kirkgate Townscape Heritage Scheme and the Bradford City Village developments can transform the historic heart of the city centre and provide a basis to better connect the city to the rest of the Bradford District.

Heritage can be anything from the past that you value and want to pass on to future generations.



We already invest in and support significant heritage development led by prominent Bradford organisations, including Bradford Live and the National Science and Media Museum's £6million Sound and Vision project.

Between now and 2031, we will focus on:



01 BD25



As we deliver this heritage action plan towards 2025 and beyond, people in underserved communities must be empowered to show how their personal and community stories have and can further shape our civic life, local pride and national and international image.

The artistic programme of BD2025 will contribute to the regeneration and reimagining of under-used historic buildings and locations, and to imaginative uses of our landscapes that will inspire Bradford people and visitors for years to come. We will partner with many organisations, including those who promote and manage our rural landscapes, such as the Canal and River Trust, to create stunning events for our programme and support the heritage development work of Bradford Council across the District, urban and rural.

We will ensure heritage is at heart of BD25. A City of Culture programme makes possible the realisation of our bold ambitions.

We will ensure that significant investment by National Lottery Heritage Fund and Historic England is made strategically to respond to this action plan, raise the profile of heritage in the District and build legacy for heritage across the District.

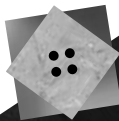
The programme will be people-focused, helping people make links between their lives, civic life and culture; be District-wide, and have place making at its heart.



02 Bradford Museums and Galleries

Bradford's Museums and Galleries service has created a new Strategy 2022–2023 with six core strategic priorities:

1. To build a distinctive sense of place in Bradford District, based on our diverse heritage and culture.
2. To promote physical and mental health and wellbeing among all our communities
3. To enable everyone to learn, develop skills, build confidence, and understand their place in the world.
4. To support Climate Emergency awareness, action and sustainable growth principles throughout everything we do.
5. To support a strong economy through Bradford District by developing people's skills, diversifying our workforce, working efficiently, and diversifying our income sources.
6. To work in partnership to ensure that everyone in Bradford District has access to ambitious, world class art, heritage and cultural experiences.



On the back of this work Bradford Museums and Galleries have secured £1,145,310 for 3 years (£381,770 per annum) of new Arts Council England investment and will become part of the Arts Council's National Portfolio from April 2023.

As the Museums deliver on their strategy, they will be key partners and venues for the heritage sector and for BD25 as we work to deliver Culture is our Plan and increase investment in heritage, create new activity, tell our stories and build heritage skills across the District.



03

Local Studies and Archives, Bradford's stories and City Hall

Our iconic Grade 1-listed City Hall is one of the most significant historic buildings in the District but most people seldom, if ever, go inside, or experience the wonderful architecture and collections it holds. Yet the glorious civic spaces around City Hall— Centenary Square and City Park— are gathering places for families, young people, who feel a significant ownership of these spaces. Our recent artist residencies in 2022 found a deep affection and respect for the building, and a yearning to be able to “get inside it more”.

We will deliver a significant engagement programme to develop a clear plan for the redevelopment of City Hall that leaves a legacy driven by the stories of the people of Bradford. It will inform the transformation of our City Hall into a heritage attraction in its own right, more accessible to the people of Bradford, more representative of them, and informative and attractive to visitors.

It could become the home of a project telling Bradford's stories in a People's Stories project, the central focus of which would be to capture and tell “untold” stories, share our history and the diversity of our cultural heritage with pride. To celebrate migration and diversity, to speak honestly and openly, to resist racism and challenge all forms of discrimination and to create a safe civic space in which to have difficult conversations when needed — giving confidence to our communities, celebrating difference, bringing people together, boosting pride and promoting mental and physical wellbeing.



Our stories should be told in visual, compelling and interactive ways using multimedia technology and drawing on extraordinary skills such as the digital archaeology team at Bradford University, and drawing on the rich collections in archives, museums and local studies collections across Bradford, as well as building on our involvement with the exciting national Story Trails project using AR and VR technologies to tell hidden local stories.

This could strengthen the connection between the Bradford's local studies and archive collections and the people of Bradford District. One possibility for further consideration is the relocation of the central library into the City Hall; another is the inclusion of all District libraries as local studies hubs where residents and visitors can learn about and even add to the stories of the District through digital technology.

People's Stories would take inspiration from the world's greatest museums of migration and will be dynamically set in a building where modern migrants come to officially have their citizenship recognised and celebrated.

A major future capital project centred on City Hall, arising from our engagement programme, to make City Hall more accessible to people from across the Bradford District and visitors should be co-created with them as part of BD25, and its delivery would be one of the year's most exciting legacies. It would also be a major contributor to the visitor economy.



04 Regeneration



Among the many regeneration opportunities the District is exploring, we will make celebrating our built heritage a theme in helping develop a vibrant future for our communities, and create a high-quality, attractive environment for people to live, work, and visit, which will benefit the District as a whole.

Building on the work already being delivered through the Bradford City Centre Townscape Heritage Scheme and in the new Darley Street Market Project, regeneration strategies such as City Village and Transforming Cities, will also recognise the buildings and places that helped shape our landscape and built environment, and find sustainable uses for these important assets.

Opportunities will be explored for how regeneration funding, such as Shipley and Keighley Towns Fund, can contribute to the conservation and restoration of historic buildings and streetscapes.

We will partner with the Henry Moore Institute to explore ways in which we may be able to celebrate the 20th century sculptor William Mitchell. Our District is home to several of his remarkable concrete sculptures including iconic murals in the Kirkgate Market Hall, in the former Bradford and Bingley HQ and the Grade II-listed "Story of Wool" mural in Ilkley.

05 Supporting the independent sector

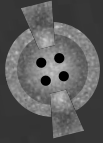
Our conversations with the heritage sector told us that the sector has many strengths, but it isn't well connected, some organisations are underpowered and underinvested in, and there's a hunger for opportunity for more skills development.

Following the creation of Culture is our Plan, Bradford Council has made the District's heritage organisations eligible for support through its cultural sector grants programmes for both multi-annual revenue and one-off project funding.

We will develop a robust programme to support skills development and facilitate better networking and peer-learning, both within the heritage sector, and between heritage and cultural sector individuals and organisations, now and into the future. The Bradford Cultural Voice Forum is a free-to-join representative network for culture in the District which many heritage professionals and organisations have joined. To help the sector to work better together and increase its capacity to play a full role in Bradford 2025 and beyond, Bradford Council will work with relevant partners, including BD25 and Cultural Voice Forum, to create, resource and locate a Heritage Development Officer role from 2023–2025.

The Officer will facilitate the delivery of this Heritage Action Plan through connecting the various elements of it, providing resources and steer for the development of heritage projects and developing capacity within the community for the delivery of heritage projects. This will empower the next generations to tell their stories, connect to their heritage and celebrate heritage in a contemporary context.



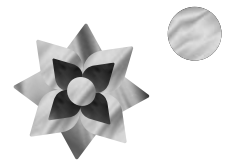


06 Grassroots heritage

We know that many people do not recognise the word “heritage” as something relevant to them even though a love of the past through family history or background is really important to them. Developing a radically different definition of heritage will mean encouraging people from all communities and corners of the District to engage and providing platforms and access to funds to enable them to celebrate their past and pass on to future generations.

By the end of June 2023 Bradford Council, the Heritage Fund and The Leap will complete and report on a District-wide pilot to do exactly this and we will follow-through on its learnings and recommendations. The Leap is Bradford’s Arts Council England Creative People and Places programme and its mission is to change the nature of arts and culture from top-down to community-led. Its purpose is to support people and artists in Bradford & Keighley to shape and lead the arts and cultural offer in our District.

Images © Roger Moody ©Kard Wyszynski



07 The Bradford curriculum

The Bradford Cultural Education Partnership brings the arts, culture, heritage, creative industries and education sectors together to offer a consistent and high-quality art and cultural education for all children and young people and will lead the co-creation process to develop The Bradford Curriculum.

The Bradford Curriculum will ensure children and young people across the District have the chance to learn about and understand Bradford's heritage. This will include digital storytelling initiatives where children and young people learn Bradford's stories and capture and share their own new narratives. It will support educators, families and young people to access information about the District's heritage offer and associated career development opportunities.

The work in primary schools builds on Historic England's Heritage Schools activity and the excellent work already undertaken at Feversham and Peel Park Primary.



08 Landmarks, people and places

Building on the report by the Bradford Monuments Review and drawing on the learning and stories emerging through other actions in this plan, we will collaborate with BD25 to lead a high-profile programme of new place-markers and monuments across the District. We will develop Local Lists to enable communities to have formal recognition of what they value from the past in their neighbourhoods through public nomination processes to recognise the contributions of all communities to the past and future success in a District-wide celebration across all wards.

A core part of this will be addressing the absence of Black and those of other global majority heritage in monuments and statues throughout the city, and celebrating the role of women, migrants, working class people, disabled people, and groups with other hidden histories such as travellers, the LGBT community, and the diverse faith groups, in shaping Bradford.



1.



Shared by
1. Imogen Sullivan
2. Pat Rhodes



2.



09 The mills

The regeneration of Salts Mill and Manningham Mills are great success stories for Bradford, with the Mills are Alive light show being a huge success in 2022.

Historic England confirms that we have 249 textile-manufacturing sites in the District with a total floor space of approximately 1,233,745 square metres. Activating these spaces sits at the heart of the emerging BD25 programme with ambition to reuse and reanimate our built industrial heritage with amazing cultural interventions. This will also serve to inspire the long-term regeneration of these extraordinary local assets, providing a sense of identity and belonging and making an important contribution to our collective health and wellbeing as well as to our climate emergency agenda.



Placemaking and visitor economy



Heritage is a vital part of our visitor economy offer and local distinctiveness will be placed at the centre of place making within Bradford District and will be a priority for Bradford Council's planning and master planning work with Historic England and others.

Our new Place Marketing Partnership brings together business leaders, key regional organisations and Bradford Council to set the vision and guide the marketing of the District as a place to work, live, invest, visit, study and play. It will oversee and support the work of the place marketing team and the delivery of the place marketing and investment plan, to promote investment in the District locally, regionally, nationally and internationally.

The Partnership is the Place Marketing and Investment Advisory Board in the District, governed by the Health and Wellbeing Board which leads the linked strategic partnerships through which we will deliver the five outcomes of the Bradford District Plan.

This work will include the feasibility for a co-creation with local communities of a network of sustainable heritage trails around the District for cycling and walking using old railway lines and route ways, and interpreted routes around urban neighbourhoods to highlight local history. This will improve understanding of our heritage, increase footfall to local businesses, improve health and well-being and give us a green-tourism advantage.



Culture is all our stories and how they are interpreted to help us understand each other. This pack of buttons was brought from Bombay Stores. To me it represents Bradford's textile heritage, our diversity and our distinctiveness.

Image and words ©Jennifer Sobol



Who we are

The Bradford Cultural Place Partnership commissioned the Heritage Action Plan with funds from Bradford Council and The Heritage Fund . The Partnership is chaired by Cllr Susan Hinchcliffe and membership includes leaders of the major strategic cultural initiatives in the District alongside representative of the independent arts, culture and heritage sector:

- University of Bradford
- Bradford College
- The Creative People and Places programme, The Leap, led by Bradford Institute for Health Research
- Bradford Producing Hub
- Bradford Cultural Education Partnership
- Arts Council England
- National Lottery Heritage Fund
- Historic England
- Screen Yorkshire
- National Lottery Community Fund
- Bradford 2025

Commissioned by City of Bradford Metropolitan District Council in association with the Bradford Cultural Place Partnership, with funds from Bradford Council and The Heritage Fund.



Thank you

We would like to express our thanks to the thousands of people who took part in the original development of Culture is our Plan and to those organisations and individuals who gave yet further time and energy to the development of this action plan:

Amal; Black Dyke Mills Heritage Venue; Bradford 2025 Bid; Bradford's African Caribbean Heritage Network; Bradford Antiquarian Society; Bradford Cathedral; Bradford Civic Society; Bradford Council Landscape, Design and Conservation Team; Bradford Council Libraries and Archives and Christine May; Bradford Cultural Voice Forum; Bradford Museums and Galleries and Rosie Crook, Elizabeth Llandres and James Steward; Bradford Playhouse; Bradford Police Museum; Bradford Producing Hub; Bradford South Asian History Month; Bradford Statues and Monuments Review; Bradford University; The Brick Box; Canal and River Trust; Charles Dacres; Harry Jelley; Historic England; Ilkley Manor House; Inspired Neighbourhoods; Kala Sangam; Keighley and Worth Valley Railway; Kitty Wright; The Leap and Zulf Ahmed; LGBT+ history month/Older and Wilders Equity Partnership; Mark Dobson; National Science and Media Museum; The Peace Museum; Rosie Freeman; Saltaire History Club; Saltaire World Heritage Association for the Saltaire Collection; Shiraz Ali; Si Cunningham; South Square Centre and Yvonne Carmichael; St George's Hall and Penny Green; Undercliffe Cemetery Charity; West Yorkshire Archive Service, Bradford; and Heritage Lincolnshire, with special thanks to Alice Ullathorne.

To find out more about *Heritage Action Plan* and *Culture is our Plan* head over to our website where you can read about each of our ambitions and use the share links to help us make culture part of everyone's plan.

cultureisourplan.co.uk

