



## Project Overview

Project Title	Bradford 2025 UK City of Culture
Main Funding Programme	Gainshare
Current Forecast Project cost	£42,407,000
Funding Applied for from the Combined Authority	£6,000,000
Other public sector funding amounts and sources	£36,407,000 total public and private sector contributions from a variety of sources.
Private sector funding amounts and sources	

## Scheme Description

Bradford City of Culture 2025 is the successful UK City of Culture bid for 2025. BD25 will be a year-long programme of cultural events, festivals and celebrations bringing both local and global audiences to the West Yorkshire region. As well as cultural impacts, the year will provide significant economic growth to the region and surrounding areas – all while showcasing West Yorkshire’s dynamic creative industries and heritage.

## Business Case Summary

### Strategic Case

Bradford City of Culture 2025 aligns to priorities IP1: Good Jobs and Resilient Businesses, IP2: Skills and Training for People and IP4: Tackling the Climate Emergency and Environmental Sustainability of the West Yorkshire Investment Strategy (WYIS).

The scheme also aligns to multiple Mayoral pledges, but with particular alignment to pledge 5 (Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy).

The scheme also has strategic alignment to the City of Bradford’s Metropolitan District Council’s Clean Growth plan and the West Yorkshire Combined Authority’s 2038 net zero target.

### Economic Case

The benefit cost ratio for the preferred option is 5.6:1 which is categorised as very high value for money.



### Commercial Case

Demand for the scheme is high and evidenced in Bradford being successfully awarded the UK City of Culture 2025 bid.

The 'preferred option' to bid for UK City of Culture 2025 was developed through extensive consultation with more than 7,000 people at 180 events. This was tested through board and community steering group workshops throughout 2021/22 and at full council meetings resulting in unanimous and cross-party support.

The scheme will be led by Bradford Culture Company Ltd – a registered charity, and not a public sector body. However, procurement processes and procedures are consistent with the framework provided by public sector guidelines and align to Bradford Council's processes and procedures.

### Financial Case

The total scheme costs are £42,407,000. The Combined Authority contributed £300,000 in development costs at Strategic Assessment. The remaining contribution of Combined Authority funding at full business case is £5,700,000.

Remaining costs are from public and private sector funding contributions.

### Management Case

The scheme will be delivered by Bradford Culture Company Ltd with oversight and collaboration from Bradford Council.

Bradford Council has appointed a Director of District Readiness and has created a district readiness structure to ensure the district is prepared for the increased media attention and footfall prior to and during the 2025 UK City of Culture. The Council's District Readiness Board (DRB) meets on a monthly basis and includes representation from BCC Ltd.