

## Project Overview

Project Title	Bradford Literature Festival
Date of Business Justification Submission	14 March 2022
Scheme Location/ Address	Bradford Literature Festival, University of Bradford, Richmond Road, Bradford, BD7 1DP
Applicant Organisation	Culture Squared CIC
Type of Organisation	Community Interest Company
Other Delivery Partners and Roles	N/A

Main Funding Programme	Gainshare Funding
Sub Funding Programme (if applicable)	Not applicable
Project cost stated at Activity 1	£1,901,340
Development cost allocated at Activity 1	£0
Project cost range estimated now	£1,901,340
Funding Applied from the Combined Authority now	£250,000
Other public sector funding amounts and sources	DCMS CRG3 - £732,559 Arts Council England NPO - £269,140 Arts Council NLPG - £50,598 Bradford Council - £30,000 Bradford University – £12,000
Private sector funding amounts and sources	Paul Hamlyn Foundation - £66,000 Peter Sowerby Foundation - £81,756 Esmee Fairbairn Foundation - £100,000 Amazon Literary Partnership - £20,000 Baillie Gifford - £10,000 Bank of England - £20,000 Pears Foundation - £25,000 Emerald Publishing - £10,000 British Council - £29,934 Restricted funding - £194,353

## Business Case Summary

### Scheme Description

This funding award will support both the main Bradford Literature Festival (BLF) 2022 event, and the wider work the organisation does within the community and sector. Wider activities include working with young people and schools to provide the opportunities to gain valuable creative workplace skills, and to raise awareness of the wide range of employment sectors within the creative industries.

In 2018 BLF established a Culture Sector Industry Day (CSID) bringing together regional and national artists and institutions, to share knowledge and best practice in the creative sector. In 2022 the focus will shift from Culture to the creative industries as a whole. BLF works with high profile partners including Creative UK, Channel 4 and the BBC bringing together creative organisations, artists, and industry specialists. The programme offers important positioning for the region and is a vehicle for developing the talent pipeline for the region.

This year the Creative Sector Industry Day will run alongside and in the same space as a Northern Economic Summit to place a clear emphasis on the role of the creative sector in leading the levelling up agenda. The day will start with a welcome from the Mayor, followed by a keynote from Sir Peter Bazelgette, co-Chair of Creative Industries Council, and will also feature Andy Haldane, Permanent Secretary for the Levelling Up Taskforce.

In addition, BLF works within communities to improve inclusion and opportunities, for example working with Creative Scene in Kirklees and projects such as the recent 'From Kirklees to Karachi', a British Council funded mini digital festival created and run by young women from both regions.

Bradford Literature Festival brings visitors to the region, both from the UK and internationally, showcasing the region and encouraging inward investment. It has established international partnerships across the globe in countries including America, Canada, UAE, Nigeria, Pakistan, India, Japan and South Korea which further attract visitors opening up opportunities for the region's businesses and industries.

BLF has a consistent track record in raising funds through sponsorship, trusts, and foundations. For the 2019 festival, BLF fundraised 76% of its costs of £1,300,000 through sponsorship, trusts and foundations. BLF is seeking funding of £250,000 to deliver the first full post-Covid festival.

The festival is also the most important literary hub in the North for independent and specialist publishers and has partnered with Edinburgh International Book Festival to focus on publishing in the "wider" North.

### Strategic Case

Bradford Literature Festival's programme of activities directly contribute to the delivery of the Mayor's manifesto pledge for a Creative New Deal by:

- Working with partners to refresh the cultural framework to develop and prioritise the regional programme on culture and heritage.

- Develop and approach and support festivals through the years of culture.

BLF fits with the Strategic Economic Priorities:

- Enabling inclusive growth through its work with young people and schools and its commitment to working in diverse communities.
- Boosting productivity by bringing visitors to the region and showcasing the region to professionals within the creative industries.

#### Economic Case

Value for money assessments for funding and activities of this nature are not considered appropriate as there is no known assessment methodology or comparators to base an assessment on. However, it is widely accepted that investing relatively small amounts of funding to support cultural events will bring further inward investment into the region, in addition to the social value to the area.

#### Commercial Case

There is demand for the programme of activities run by Bradford Literature Festival, and indications are that the festival will continue to expand.

#### Financial Case

The Combined Authority's contribution to this scheme will be funded from Gainshare Funding. The public sector organisations that are also providing funding are:

- DCMS CRG3 - £732,559
- Arts Council England NPO - £269,140
- Arts Council NLPG - £50,598
- Bradford Council - £30,000
- Bradford University – £12,000

The private sector is contributions are:

- Paul Hamlyn Foundation - £66,000
- Peter Sowerby Foundation - £81,756
- Esmée Fairbairn Foundation - £100,000
- Amazon Literary Partnership - £20,000
- Baillie Gifford - £10,000
- Bank of England - £20,000
- Pears Foundation - £25,000
- Emerald Publishing - £10,000
- British Council - £29,934
- Restricted Funding - £194,353

## Management Case

Bradford Literature Festival has an established management structure. The organisation is governed by a Management Board of Directors who meet a minimum of four times a year.

The CIC is supported by an Advisory Board, which collectively has extensive relevant skills and experience, including but not limited to strategy, fundraising and grant giving, communications, education, business, finance, arts and culture, and literature.

A Finance Group provides independent oversight of a BLF's systems of internal control, risk management and financial reporting, and thorough supervision of the quality, independence, and effectiveness of both the internal and external auditors.