

Application solicited from Bradford 2025 – City of Culture

Statement about The National Lottery Heritage Fund's solicitation process to support the City of Culture 2025 programme.

We have solicited Bradford 2025 to lead a project supporting heritage in the City of Culture programme in 2025.

We use our solicitation power only where it is clearly the most effective way of achieving one of our strategic objectives. In this case, soliciting applications was identified as the most effective way of achieving the following strategic objectives:

- to bring heritage into better condition
- to inspire people to value heritage more
- to ensure that heritage is inclusive
- demonstrate how heritage helps people and places to thrive
- support organisations to be robust, enterprising and forward looking
- grow the contribution that heritage makes to the UK economy

The solicitation process includes issuing a brief giving overall aims for the project. Over the course of the City of Culture programme – including build up to the 2025 programme and legacy following – it will include:

- The creation of a heritage-focused programme which builds, conserves and values the richness of heritage in Bradford City and the wider district (30 ward locations), creating a long-lasting legacy which will benefit the district for years to come.
- Regeneration of a diverse range of under-used historic buildings and locations, increasing people's connection with the heritage of Bradford.
- Supporting natural heritage and environmentally sustainable projects which help in nature's recovery and mitigate against the impact of climate change on Bradford's heritage.
- Programming which draws on the rich landscape of Bradford, telling the story of how its countryside, natural heritage, historic urban parks and green spaces, nature reserves and natural resources have shaped the city and its people. As well as how they still provide vital health, wellbeing, economic and environmental benefits to local people today.
- The utilisation of the rich cultural tapestry of Bradford, recognising and telling the untold heritage stories of Bradford's diverse population, which will encourage and open up heritage opportunities to a wide and diverse audience.
- Opportunities to use heritage as an economic driver and a tool for long-term resilience and capacity, creating jobs, enhancing skills, educating and connecting generations and partners, placing heritage at the centre of a wider visitor offer.
- The creation of a cross-cutting and well-communicated pool of heritage volunteers, volunteering at scale and moving away from the traditionalist

version of volunteering, using it as a way of connecting people, communities and enriching their lives.

The City of Culture programme will run in 2025 with event build-up from 2023 and a legacy following the programme. The project will utilise Bradford 2025's expertise and location in joining up efforts and communities across Bradford to deliver the programme.

As a result of this solicitation, the following grant was awarded: **£4,950,000**

Bradford 2025 – City of Culture

Brief project description: To develop and deliver a wide-ranging programme of activity to bring the diverse heritage of the Bradford district to the fore during the UK City of Culture 2025 year.

Grant awarded: £4,950,000