Heritage & Culture

At a glance:

- The district has a strong cultural asset base, characterised by a high number of heritage buildings giving the district its unique feel. However, 11 of the 59 conservation areas in the district are assessed as being in 'a poor state and deteriorating'.
- Local Authority funding for culture is roughly mid-table compared with other Metropolitan District Councils. Arts Council National Portfolio Grant funding doubled in the most recent funding round but is still low for a city the size of Bradford (less than half the regional or national average for funding per head).
- Participation in culture is lower than the regional or national average. Visitor numbers have increased at some of our key visitor attractions reflecting recent investment. Visitor numbers are steadily falling at libraries outside the city centre.
- Bradford's visitor attractions are well liked and are ranked by visitors as being some of the best in the region.
- The number of children at age 5 achieving an expected level of expressive arts and design is lower than the regional and national average. Opportunities for higher education learning in creative arts courses are limited in Bradford; only 40 students enrolled in creative arts and design courses at Bradford University in 2016/17.
- A high proportion of new businesses are tourism related, but the majority are food services: pubs, restaurants and takeaways. There has been growth in the number of self-catering business units since 2015.
- The total value of tourism to the Bradford economy was £680 million in 2017, up by 4% in comparison to 2016.

Introduction

This Understanding Bradford District chapter looks at our heritage & cultural intelligence and assets within the district. Our definition of culture is embracing as culture often means different things to different people, from dancing to playing football, visiting a museum to practicing faith, eating food to attending a festival. The common connector is in how it makes us feel, and how it makes us what we are today. It creates a sense of belonging of people and place.

The first chapter will explain the district's heritage & cultural assets. We will then explore how culture is funded in the district, how people participate with it and how culture plays a part in education. Finally, we will explore the relationship of culture with our economy.

Contents

At a glance: 1
Introduction 1
Cultural & heritage assets 3
Our key assets 3
Parks 3
Heritage 4
Music and theatre 5
Libraries 5
Events programme 5
Public sector funding for culture 6
Local Authority funding 6
Arts Council funding 7
Heritage lottery fund 10
Participation in culture 12
Active Lives Survey 12
Attraction visitor numbers 13
Theatre Attendance 16
Library visitor numbers 16
Events attendance 17
Sporting events 18
Volunteering 18
What do people think of us 19
Trip Advisor 19
Cultural education 21
Expressive arts and design at age 5 21
Higher Education Students 21
Culture & tourism in the private sector 23
New business start-ups 23
Tourism related businesses 24
Employment relating to tourism 24
Value to the local economy 26
Visit England survey 26
Cambridge Tourism Economic Impact Model 27
Data sources and further information 28

Cultural & heritage assets

Our key assets

The Bradford District is proud to have two UNESCO designations; Saltaire is a UNESCO world heritage site just north of the city, and Bradford is also part of the UNESCO Creative Cities network, being the world's first City of Film. We are home to the Science Museum Group's National Science & Media Museum in addition to four council run museums and galleries, all of which have free admission. We have strong a literary heritage, being the birthplace of the Bronte sisters, and home to the Bronte Society and Parsonage Museum in Haworth. Our visitor attractions also include the Keighley and Worth Valley steam railway, famous for featuring in TV and film such as The Railway Children and Peaky Blinders. Bradford is officially Britain's Curry Capital, an accolade it has retained for the last six years!

Being two thirds rural, our district is home to breath-taking and inspirational landscapes including the rugged Bronte country and the famous Ilkley Moor.

Parks

The district has a total of 36 public parks; ten of the parks are on the English Heritage Register of Parks and Gardens of Special Historic Interest in England. Seven parks have achieved 'Green Flag Award' status in 2018, six managed by the council alongside the University campus.[1]

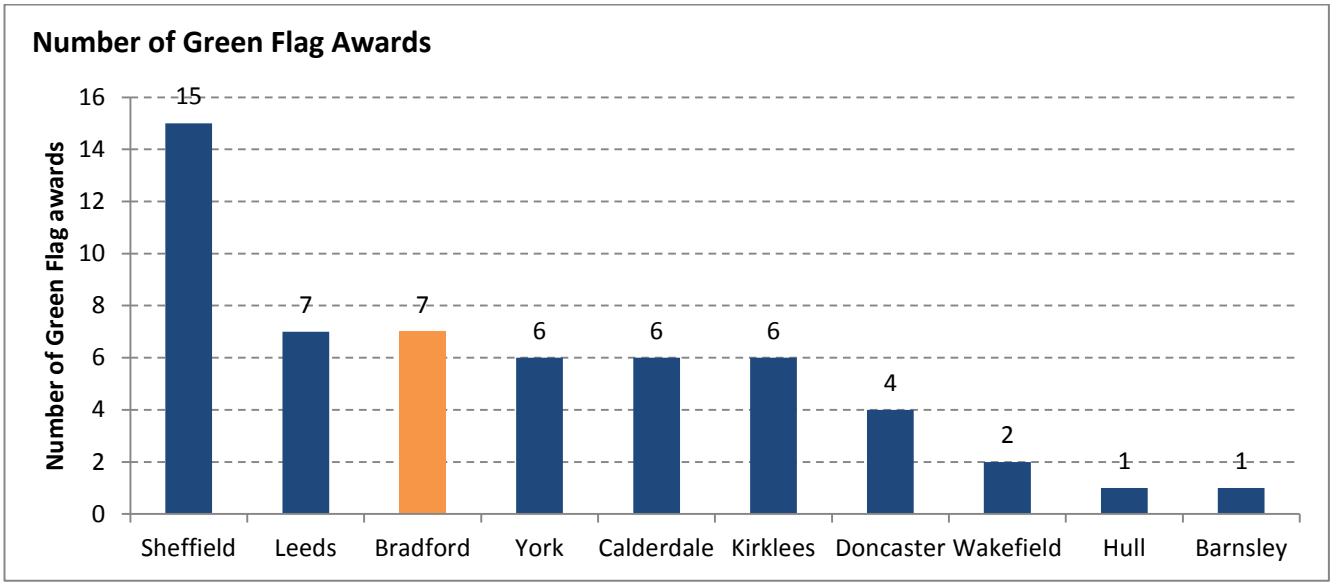


Figure 1 Number of Green Flag Awards in Yorkshire & Humber

[1] http://www.greenflagaward.org.uk/

Heritage

Bradford District is home to one of the highest number of Listed Buildings of any urban Local Authority in England (outside London). Historic England records Bradford District as having 2,287 listed buildings, behind neighbouring Kirklees and Leeds with 3,023 and 2,363 respectively.

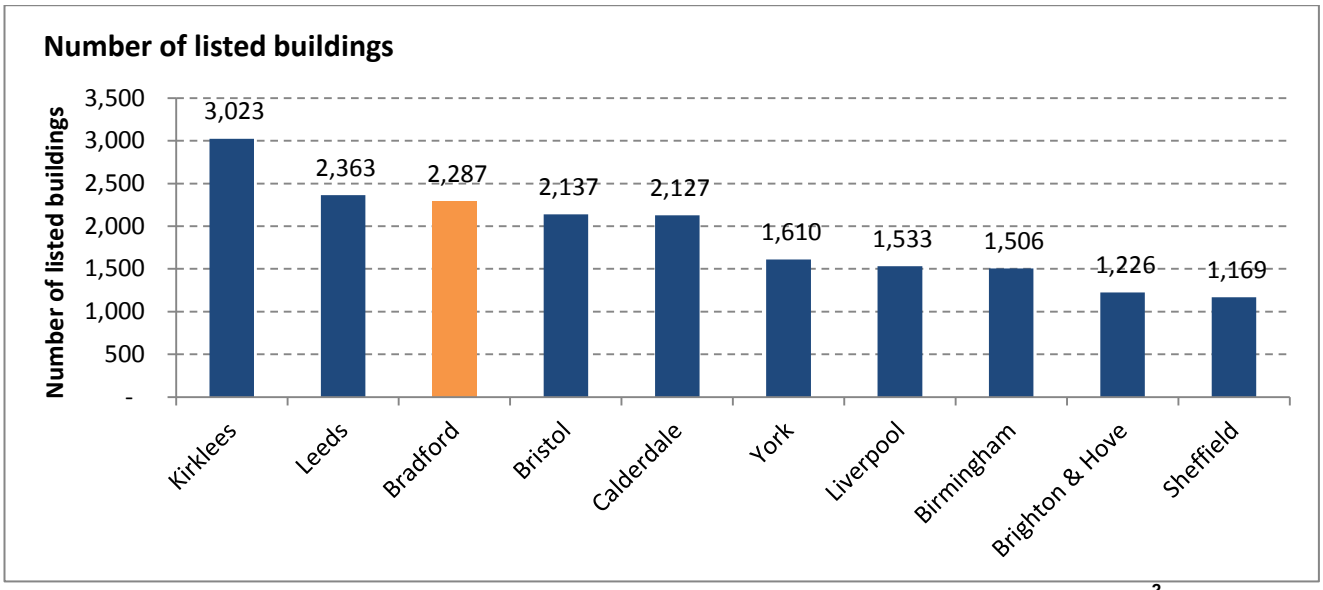


Figure 2 Top 10 English urban Local Authorities for listed buildings (outside London)[2]

Buildings such as Bradford City Hall, Bradford Cathedral, Saltaire Congregational Church, East Riddleston Hall, Bronte Parsonage, Bolling Hall and East Riddleston Hall (National Trust) make up the 23 most important Grade One listed buildings in the district.

Of the 2,287 listed buildings in Bradford District, 11 are included on Historic England's 'Heritage at Risk' register 2017.

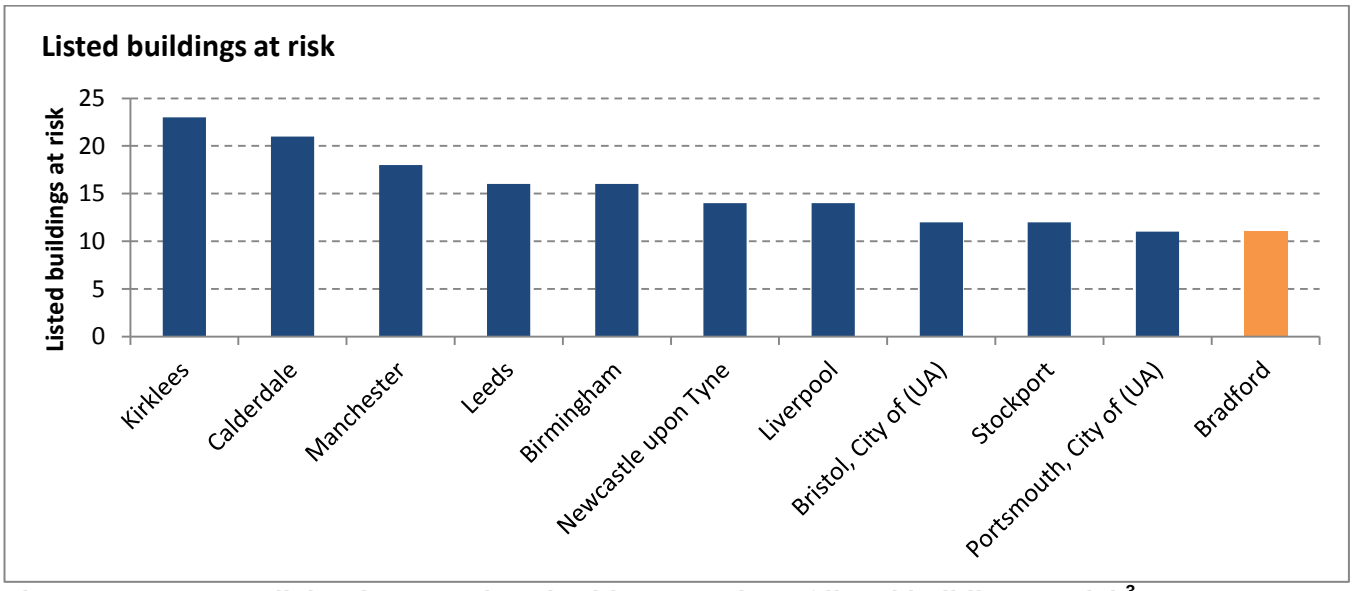


Figure 3 Top 11 English urban Local Authorities - Number of listed buildings at risk[3]

There are also 11 conservation areas in the district listed as at risk (out of a total of 59). This is the second highest number of conservation areas at risk of any Local Authority outside London (Nottingham has 14 at risk). All 11 conservation areas are categorised as deteriorating and are either in a 'poor' or 'very bad' condition.

[2] Historic England October 2018
[3] Historic England Heritage at Risk Register 2017

Music and theatre

Bradford Council operates four theatre venues; three are located in Bradford city centre (The Alhambra, St George's Hall and The Studio) and King's Hall in Ilkley. There are a number of other venues around the district, including Theatre in the Mill, Mind the Gap, the Bradford Playhouse, Bingley Arts Centre, Ilkley Playhouse and Keighley Playhouse.

Libraries

There are currently 10 council managed libraries in addition to 17 community or venue managed libraries and two 'hybrid' libraries (combination of staff and volunteers) operating in the district.

Events programme

The district has a thriving events calendar headlined by festivals such as the Bradford Literature Festival, Bradford Science Festival, Bingley Music Live, the Bradford Dragon Boat festival, and the Bradford Festival. The Tour de Yorkshire is also a regular visitor to the district.

Public sector funding for culture

Local Authority funding[4]

In 2018/19 Bradford Council revenue account spending on culture (not including recreation and sport) was £28.97 per head of population. Of this, £10.19 was spent on Culture & Heritage[5], £9.22 on Open Spaces[6] and £7.51 on Library Services.

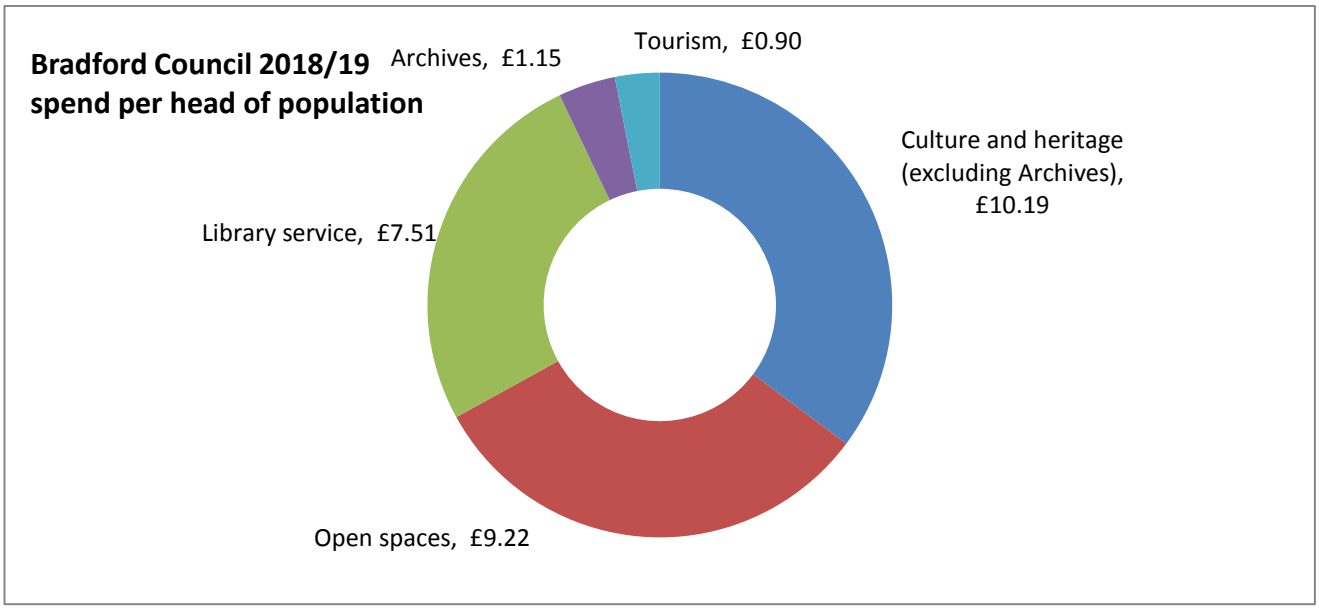


Figure 4 2018/19 Revenue Account Spending per head of population on Cultural & Related Services in Bradford

Spending per head on culture is roughly mid-table of all the Metropolitan District Councils in England, falling by 92p per head between 2016/17 and 2018/19.

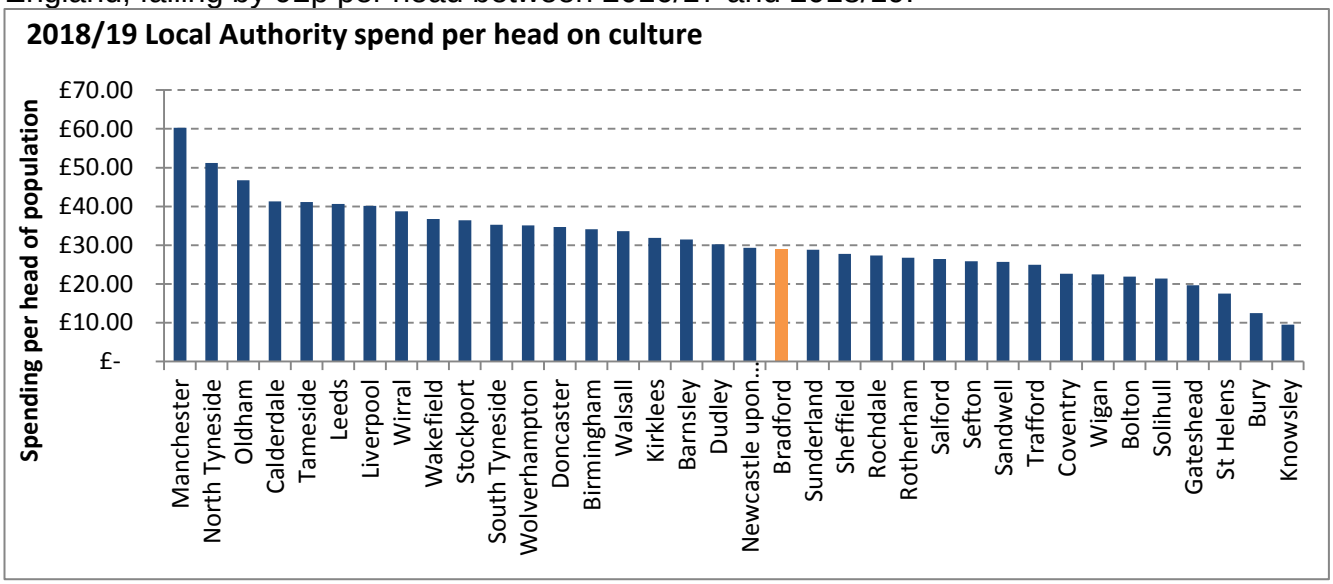


Figure 5 2018/19 Revenue Account spending per head of population on Cultural & Related Services by Metropolitan District Council (Archives, tourism, culture & heritage, open spaces and library services - not including sports & recreation)

There are stark differences to spending by different councils over the last three years; Knowsley, Gateshead and Bury all making big cuts putting them at the bottom of the spending

[4] https://www.gov.uk/government/collections/local-authority-revenue-expenditure-and-financing based on 2017 mid year population estimates

[5] This includes arts development & support, repair & maintenance of authorities historic buildings/monuments (not including conservation & listed building development control), museums & galleries, theatres & public entertainment

[6] This includes community parks and open spaces, countryside recreation and management, allotments.

table. Barnsley and Manchester have made significant increases in spending. Of those councils increasing spending, Barnsley, Doncaster, Sunderland, Wolverhampton and Leeds have all received increases in Arts Council National Portfolio Grant in the 2018-22 funding round (see next section for further information about Arts Council funding).

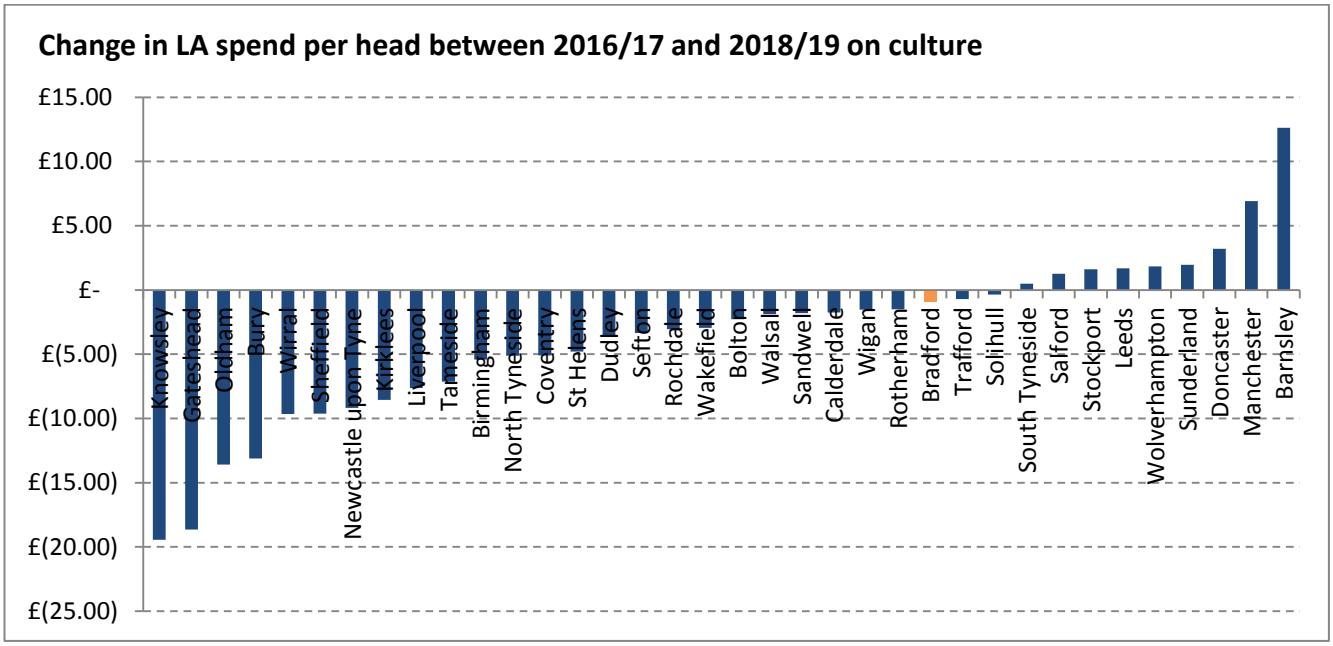


Figure 6 Change in Cultural & Related Services Revenue Account spending per head of population between 2016/17 and 2018/19 by Metropolitan District Council (excluding sports and recreation).

Arts Council funding

The Arts Council provides funding locally to organisations through its National Portfolio (NPO) grant. For the grant period 2018-22 organisations in the Bradford District were allocated £13.26 per head of population[7] (just over £7m in total), this is up from £5.47 per head for the previous grant period (2015-18). On the face of it this appears to be a significant increase, however NPO funding per head is still well below the regional and national average of £29 per head. Of the 180 funded local authorities, Bradford is ranked 78 for per head funding.

There are 11 funded organisations within the Bradford District. Bradford Council receives no direct funding through the Arts Council NPO Grant (but does receive funding through its other grant programmes (see later).

Applicant Name	Total grant 2018-22	Discipline
Culture Squared CIC (Bradford Literature Festival)	£1,200,000	Literature
Mind the Gap	£985,560	Theatre
The Bronte Society	£930,000	Museums
Impressions Gallery of Photography Limited	£809,124	Visual arts
Common Wealth	£580,000	Theatre
Freedom Studios	£563,796	Combined arts
Ilkley Literature Festival Ltd	£549,696	Literature
Theatre in the Mill	£480,684	Theatre
Kala Sangam - The Academy of South Asian Performing Arts	£400,000	Combined arts
Dance United Yorkshire	£360,000	Dance
Artworks Creative Communities	£229,984	Combined arts

Figure 7 Arts Council National Portfolio Grant 2018-22 by organisation in Bradford[8]

[7] This is National Portfolio Grant funding only, it does not include other funding or grants
[8] https://www.artscouncil.org.uk/national-portfolio-2018-22/more-data-2018-22

Bradford district's grant of £13.26 per head compares to the top 25 local authorities (outside London) as follows:

Rank	Local Authority	18/22 Grant per head	Number of organisations	Organisation receiving largest grant	% of local grant going to largest organisation
1	Stratford-on-Avon	£497.57	4	Royal Shakespeare	96%
2	Manchester	£173.23	33	Manchester International Festival	40%
3	Gateshead	£137.48	5	Sage Gateshead	50%
4	Newcastle upon Tyne	£125.03	18	Tyne & Wear Archives & Museums	36%
5	Leeds	£109.77	24	Opera North	48%
6	Norwich	£106.10	5	Norfolk Museums	44%
7	Cambridge	£99.37	7	University of Cambridge Museums	39%
8	Oxford	£85.37	7	University of Oxford Museums	40%
9	Poole	£85.04	3	Bournemouth Symphony Orchestra	79%
10	Ipswich	£83.14	7	New Wolsey Theatre	33%
11	Birmingham	£78.02	37	Birmingham Royal Ballet	36%
12	Waverley	£77.33	3	New Adventures (re:Bourne)	54%
13	Liverpool	£74.42	22	Royal Liverpool Philharmonic	24%
14	Brighton and Hove	£71.16	15	Brighton Festival	22%
15	Nottingham	£69.15	14	Nottingham Playhouse	24%
16	Chichester	£64.20	3	Chichester Festival Theatre	90%
17	Lewes	£63.70	1	Glyndebourne	100%
18	Leicester	£62.83	16	Leicester Theatre Trust	34%
19	Plymouth	£60.70	9	Theatre Royal Plymouth	30%
20	Bristol, City of	£59.97	20	Bristol Museums	19%
21	York	£55.94	6	York Museums	54%
22	Southampton	£54.42	7	Artswork	44%
23	Purbeck	£51.28	2	Diversecity	80%
24	Suffolk Coastal	£49.45	2	Snape Maltings	88%
25	Exeter	£47.06	7	Exeter Council Ram Museum	40%

Figure 8 Top 25 Local Authorities (excluding London) for Arts Council NPO grant per head 2018-22

Arts Council NPO funding for museums is particularly low in Bradford[9] in comparison to other large cities, ranking at 51 of 52 funded local authorities – The Bronte Society receiving £930,000. The chart below shows the total grant for museums by organisation with most other large city council museums or museum trusts receiving significant funding.

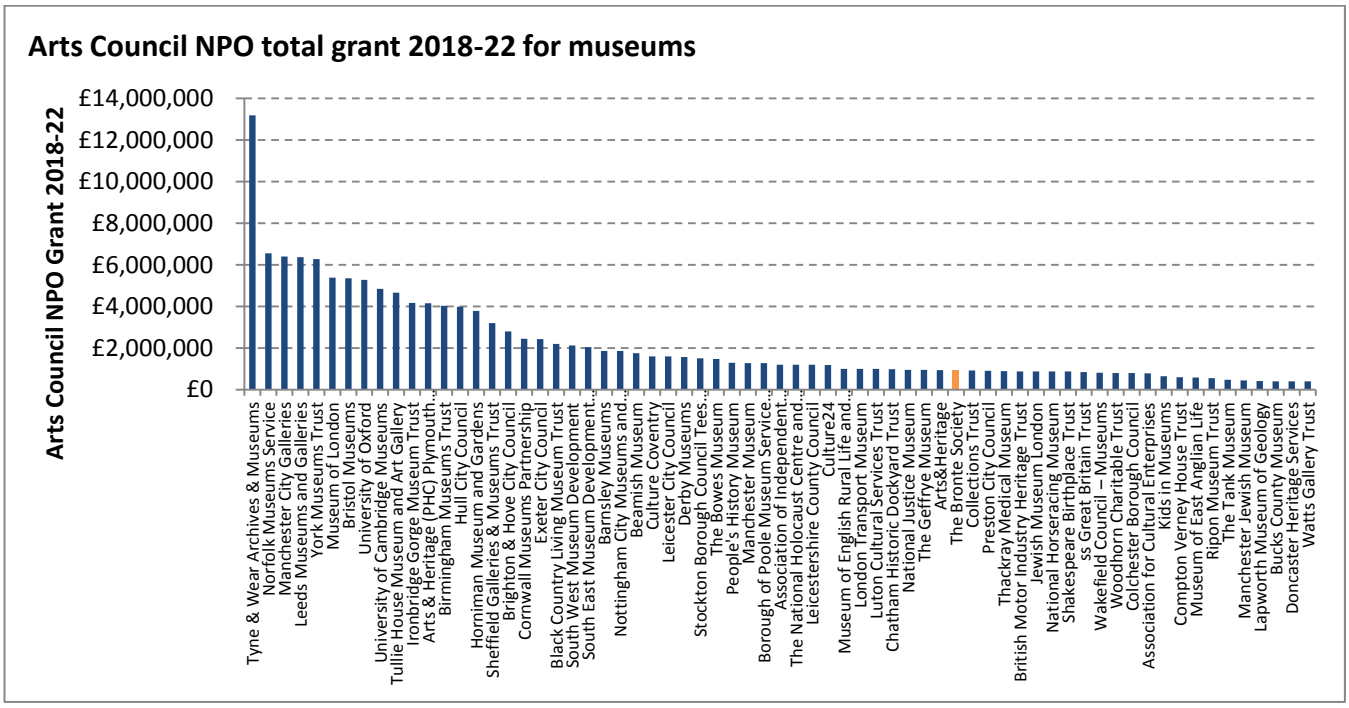


Figure 9 Arts Council NPO Grant 2018-22 for Museums

In addition to the NPO scheme, the Arts Council also has a funding programme that offers a range of grant support to cultural organisations. For 2017/18 32 organisations in Bradford received a total of £819,206. This equated to £1.53 per head of population placing Bradford 51st of 271 funded Local Authorities outside London. £1.53 per head was also achieved in 2016/17, up from 90p in 2015/16.

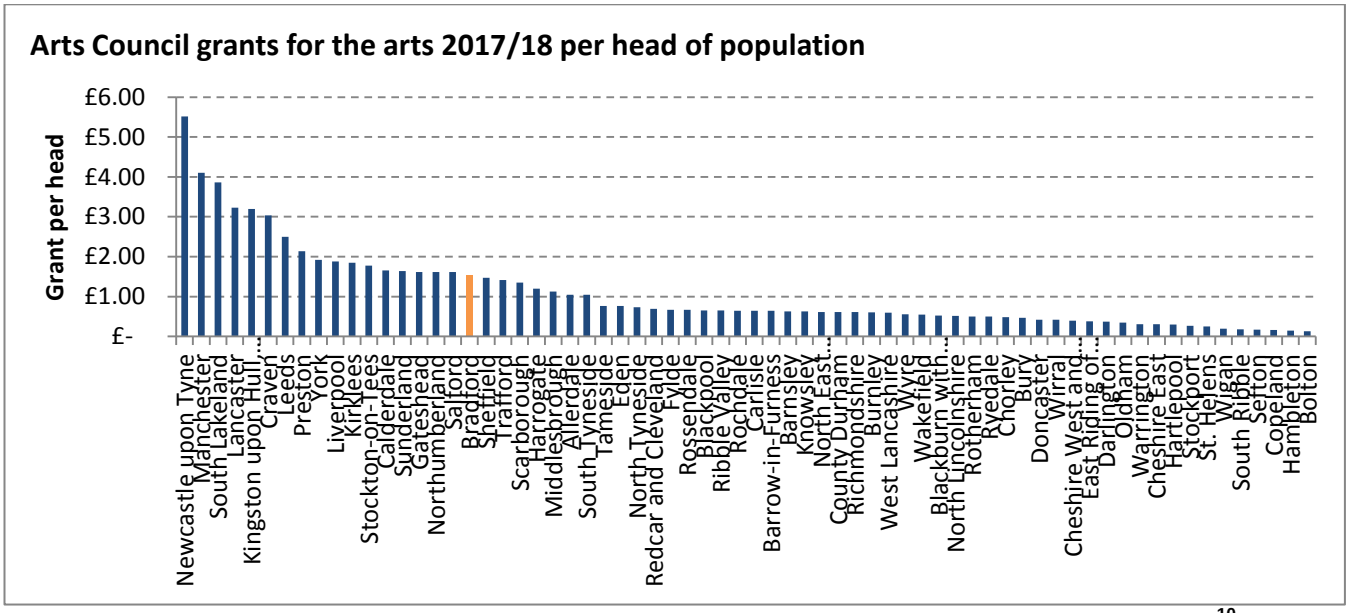


Figure 10 Arts Council Grants for the Arts per head 2017/18 for Northern Local Authorities[10]

[9] This does not include funding that goes to the National Science & Museums Group as this is funded directly by DCMS through the Science Museum Group.

[10] https://www.artscouncil.org.uk/grants-arts-0#section-1

Since April 2018 the Arts Council also awards National Lottery Project Grants to individual artists, community and cultural organisations. For the period April to September 2018, Bradford received 13 grants totalling £380,164. This equated to 71p per head of population placing Bradford 49th of 238 funded Local Authorities outside London.

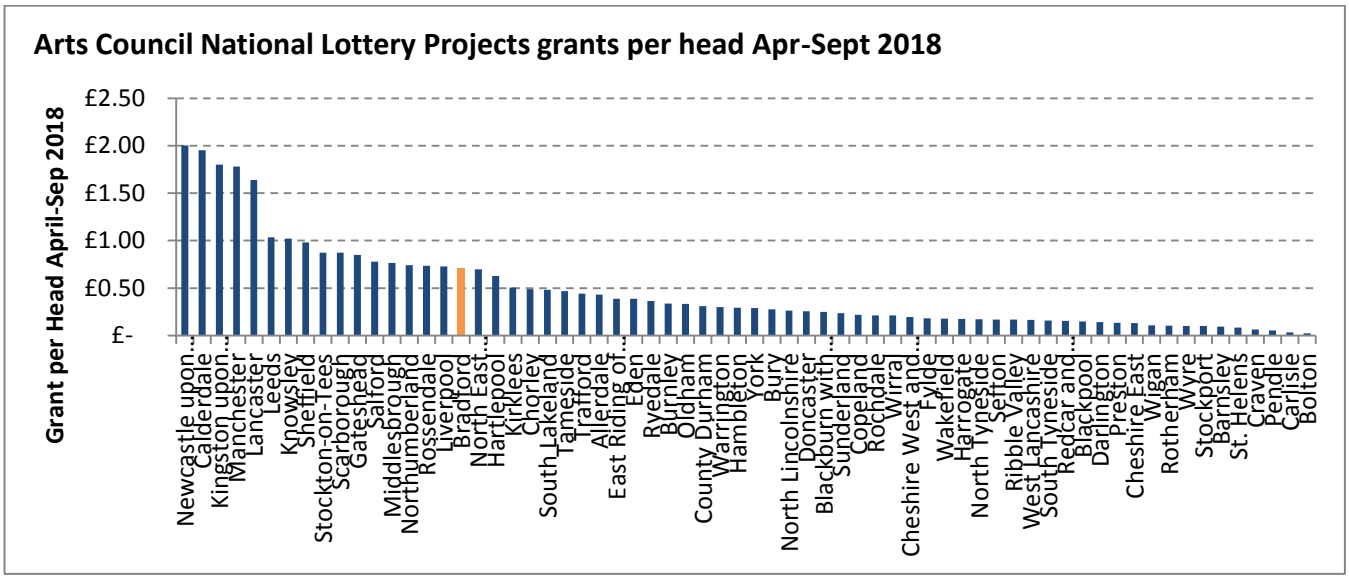


Figure 11 Arts Council National Lottery Projects Grants April-September 2018 per head of population by Local Authorities in the North[11]

Heritage lottery fund

The Heritage Lottery Fund distributes a share of National Lottery funding, supporting a wide range of heritage projects across the United Kingdom. Over the 10 year period from 2008 to 2018 the Heritage Lottery fund has made 106 awards to organisations in the district, totalling £15.6 million[12].

The largest grant over this period was £3.67m for Cliffe Castle Park in Keighley (Bradford Council), followed by £2.05m for Keighley Town Centre (Bradford Council Design & Conservation Team).

In recent years, Bradford has dropped down the table for funding in comparison to other English local authorities outside London.

- For 2017/18 we were ranked 193rd of 242 funded local authorities for grant per head (at 18 pence per head).
- For 2013-18 we were ranked 180th of 290 funded local authorities for grant per head (an average of £1.53 per head per year)
- For 2008-18 we were ranked 147th of 292 funded local authorities for grant per head (an average of £2.88 per head per year)

[11] https://www.artscouncil.org.uk/arts-council-national-lottery-project-grants/project-grants-data
[12] Heritage Lottery Fund FOI Request

Bradford is roughly mid-table in comparison to other northern urban local authorities for Heritage Lottery Funding over the last 10 years.

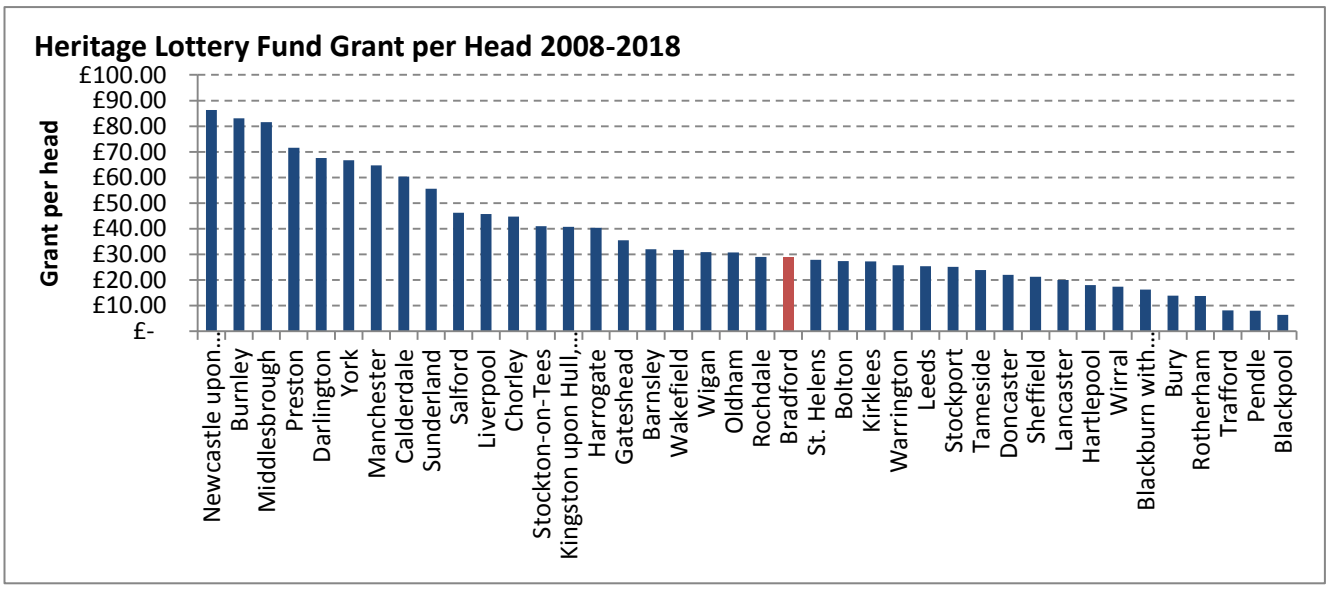
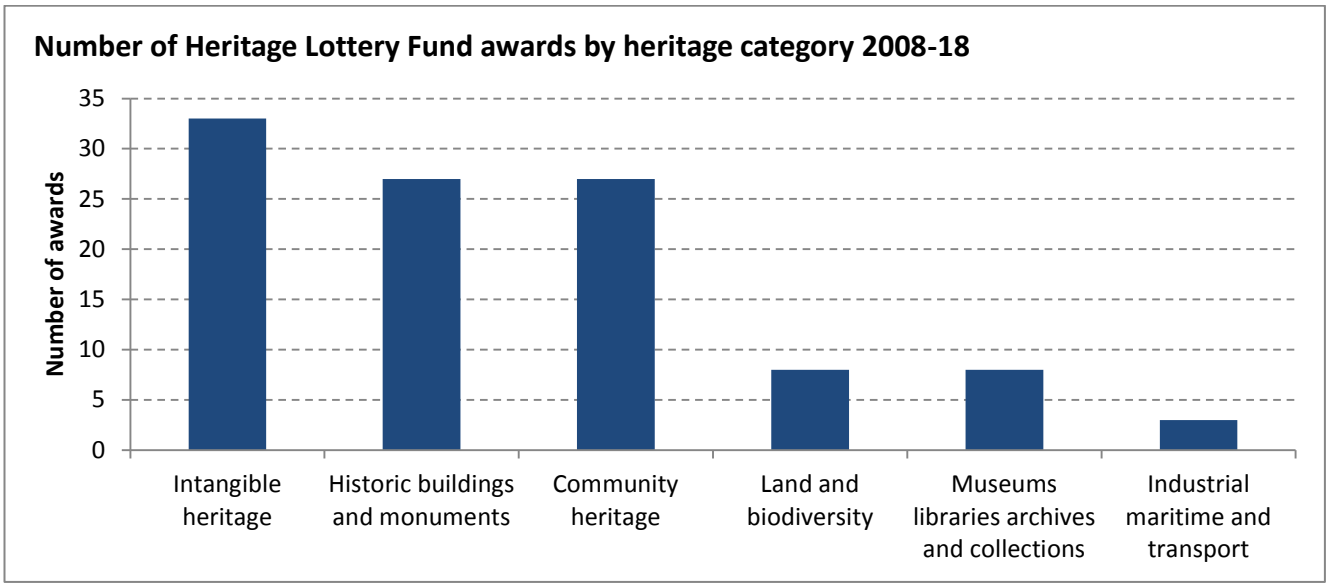


Figure 12 Heritage Lottery Fund grant per head 2008-2018 for selected northern urban local authorities

82% of the awards in the Bradford District were for the heritage categories of 'Intangible heritage', 'Historic buildings and monuments' and 'Community heritage'. This is broadly similar to England as a whole (excluding London) where 75% of all awards being in these categories.



Participation in culture

Active Lives Survey

The Active Lives Survey explores participation in leisure and recreational activities, including sport, physical activity and culture. The survey is led by Sport England in partnership with the Arts Council. The first data release in February 2018 (for surveys between November 2015–May 2017) measured:

- Arts participation (doing creative, artistic, theatrical or music activity or a craft)
- Arts attendance (attending an event, performance or festival involving creative, artistic, dance, theatrical or music activity)
- Museums and gallery attendance
- Use of a public library service
- Participation in dance activities

Participation in culture in Bradford was lower than the regional and national average for all activities except for use of a library service, where we are marginally above the regional average. For all activities we are in the lower quartile except for arts attendance at events/performances where we are in the bottom quartile of all English local authorities.

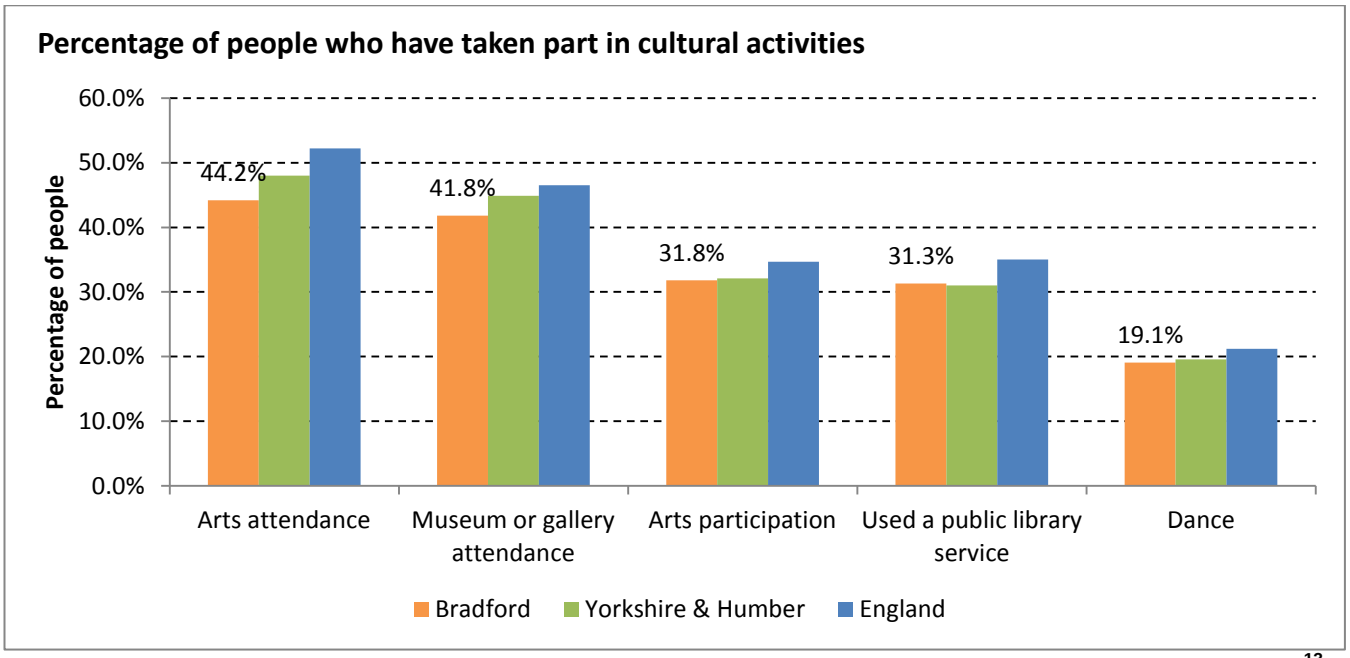


Figure 13 Percentage of people who have taken part in a cultural activity over the last 12 months[13]

[13] Active Lives Survey (Arts Council) data to March 2017

Attraction visitor numbers

The National Science and Media Museum received just over half a million visitors during 2017/18, up by nearly 100,000 on the previous year. This is the highest number of visits to the museum since 2009/10.

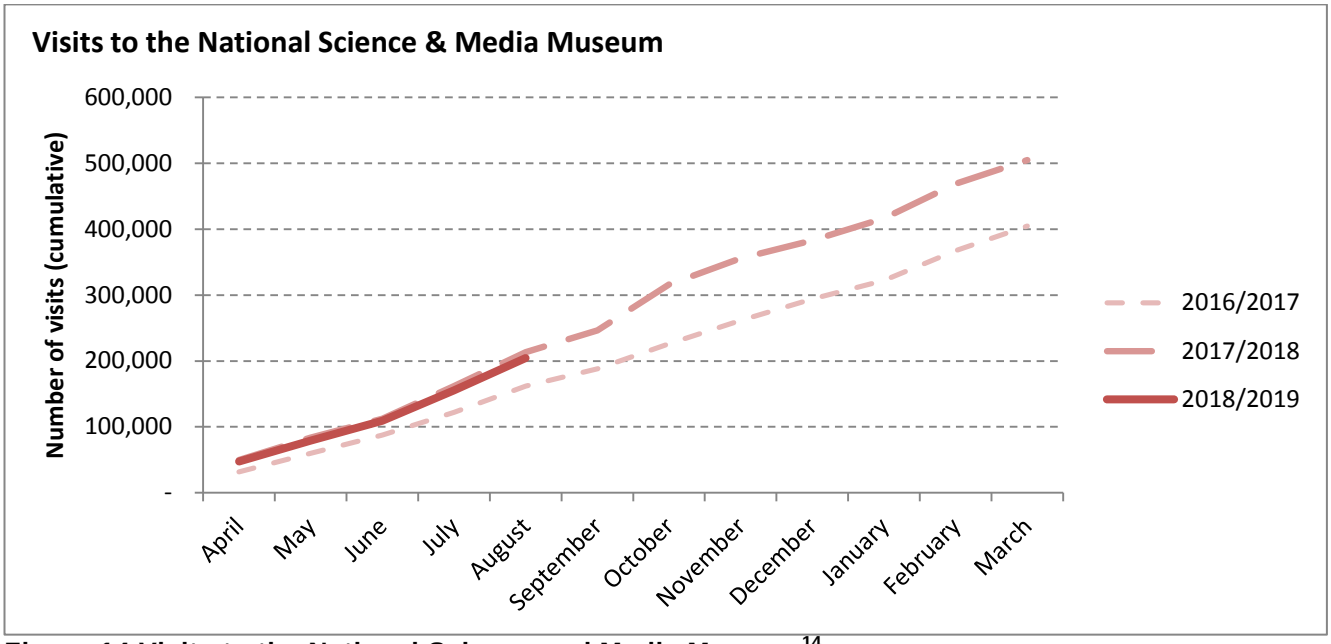


Figure 14 Visits to the National Science and Media Museum[14]

This places the National Science & Media Museum mid-table in relation to other nationally funded museums outside London.

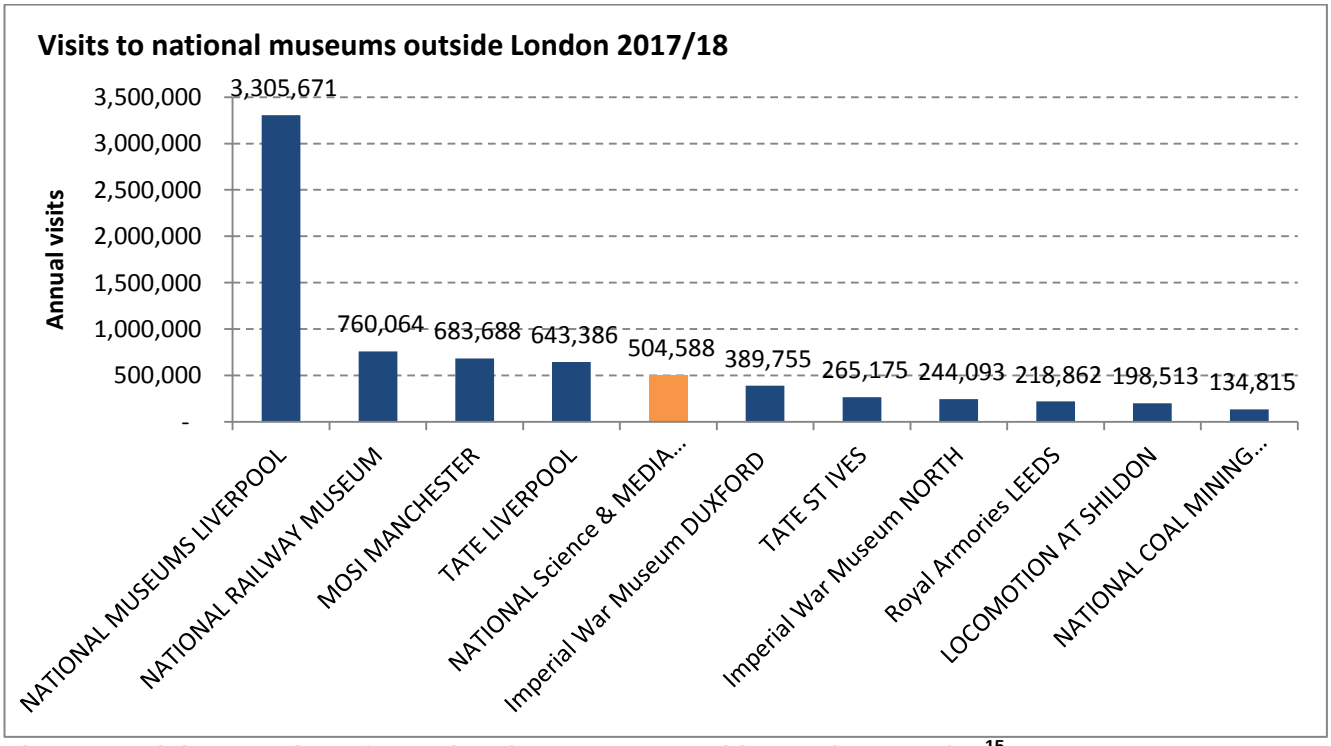


Figure 15 Visitor numbers for national museums outside London 2017/18[15]

In 2017 the National Science & Media Museum was joint first with the Yorkshire Sculpture Park when compared with the other West Yorkshire visitor attractions taking part in the Visit England Annual Survey of Visits to Visitor Attractions. Not all Bradford visitor attractions took

[14] Monthly museum visitor figures DCMS August 2018
[15] Monthly museum visitor figures DCMS August 2018

part in the survey (notably Salts Mill, Keighley & Worth Valley Railway, Cartwright Hall, Bolling Hall or the Bradford Industrial Museum), but of those that did the Bronte Parsonage was the next most Bradford popular museum with 87 thousand visits.

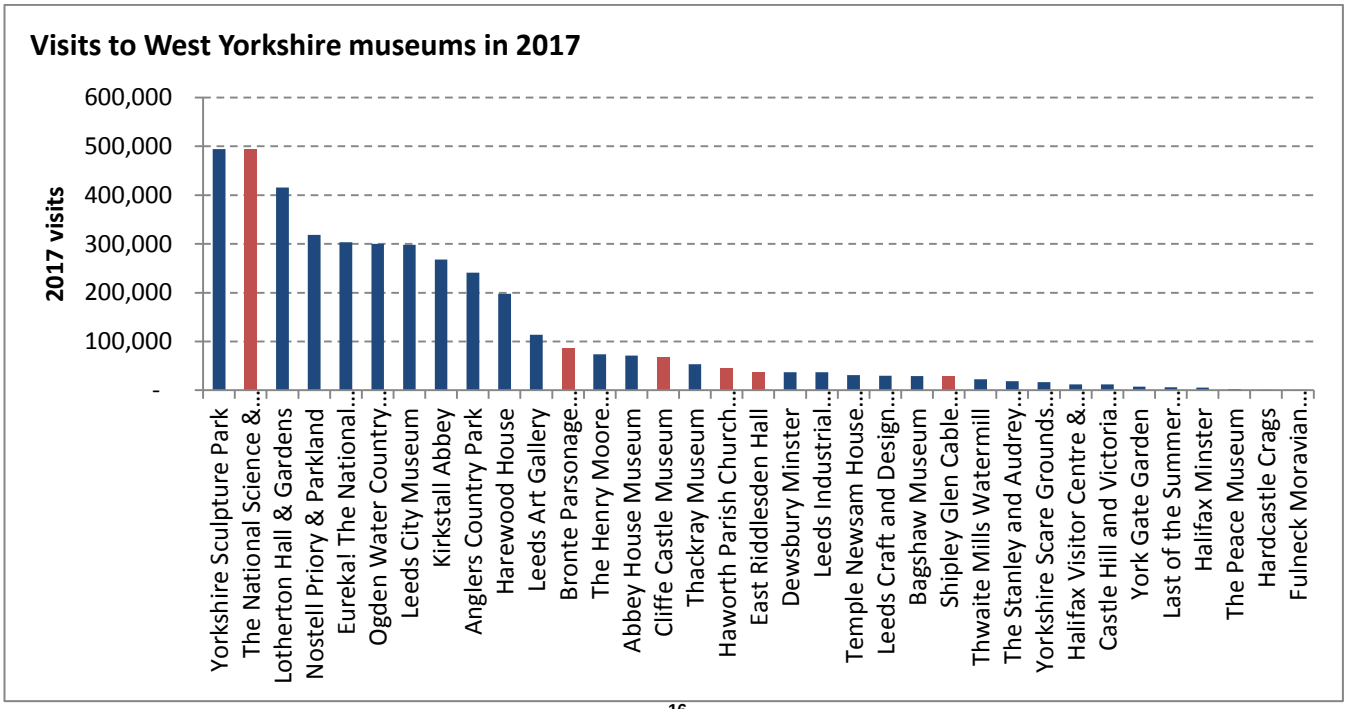
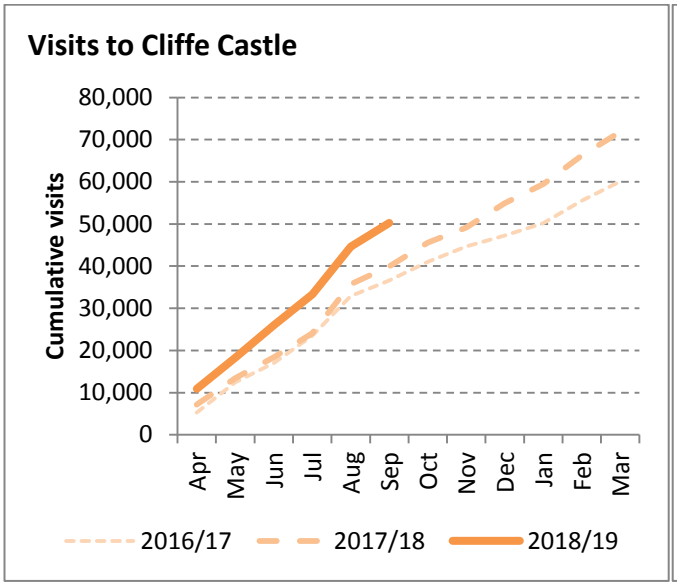
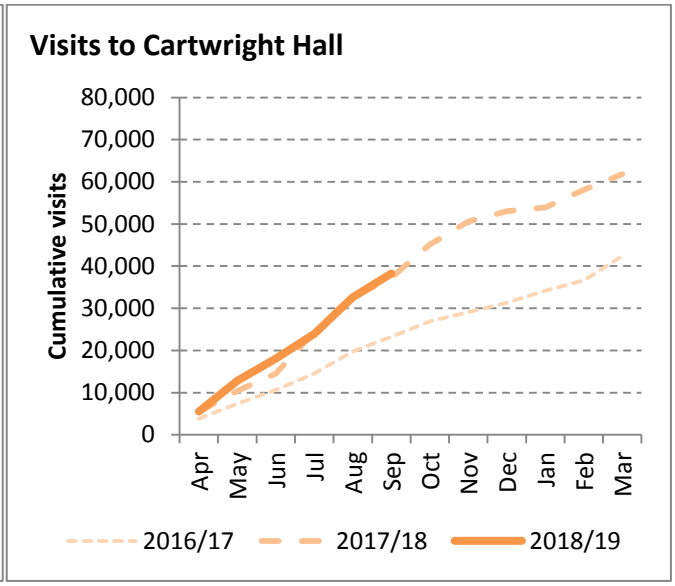


Figure 16 2017 visits to West Yorkshire Museums[16]

Visits to the council run museums and galleries were up 17,000 between 2016/17 and 2017/18 to 229,186. This was largely driven by the new Hockney Gallery at Cartwright Hall and investment at the park at Cliffe Castle. Visitor numbers are strong in comparison to similar 'out of town' attractions in the county. .





[16] https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results

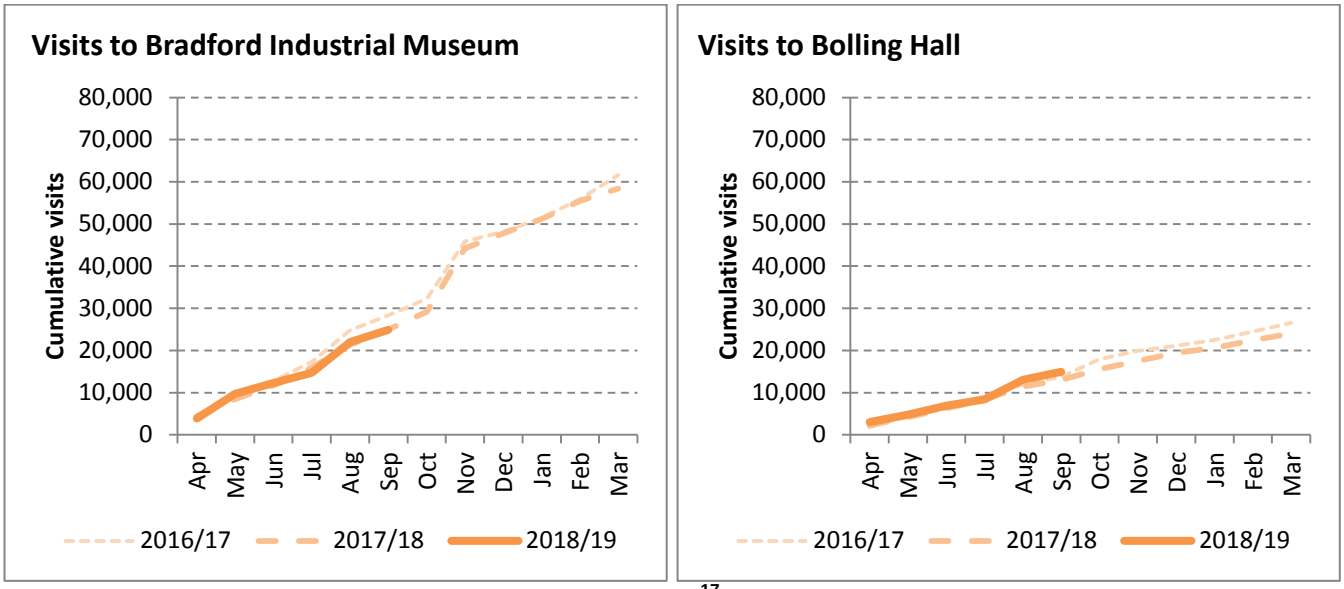


Figure 17 Visits to council run museums & galleries[17]

During the academic year 2017/18 Bradford Museum service through their school bookings had 20,470 school children attend their Learning Programme, up from 20,166 in 2016/17. The programme offers a range of curriculum based sessions to both primary and increasingly secondary schools.

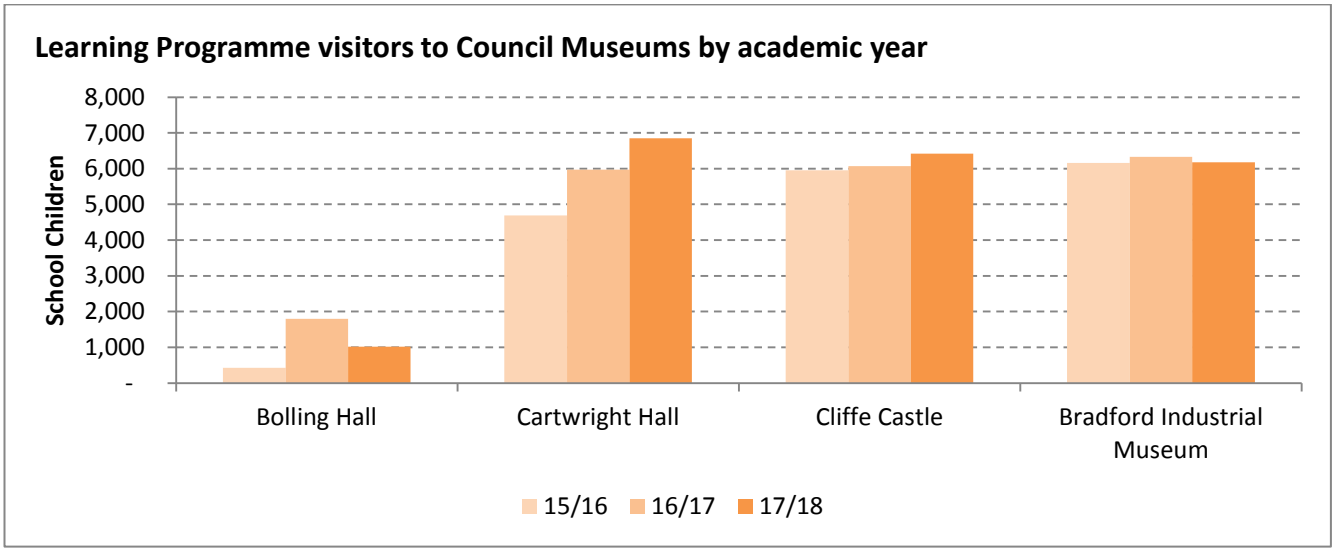


Figure 18 Learning Programme visitors to council museums by academic year

[17] Bradford Council

Theatre Attendance

Bradford Theatres (The Alhambra, St George's Hall, The Studio and King's Hall) sold 358,087 tickets in 2016/17, similar to the 358,887 in 2015/16.[18]

In comparison to other theatre organisations across the region, Bradford Theatres had the highest number of booking households during 2016/17 (based on organisations taking part in House Lights theatre benchmarking).

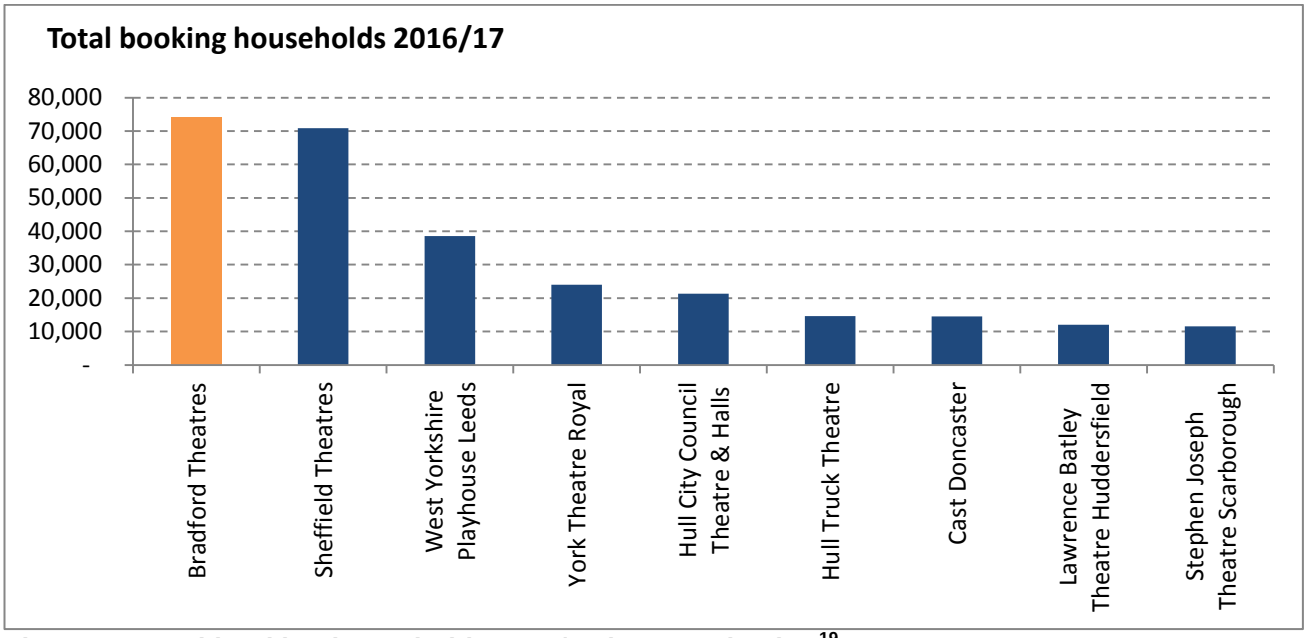


Figure 19 Total booking households 2016/17 by organisation[19]

Library visitor numbers

During 2017/18 there were 1.23 million visits to libraries in the Bradford District[20], down from 1.36 million in 2016/17. Figures for the first quarter of 2018/19 show a continued downward trend as the 17 relatively new community managed libraries become established within their communities.

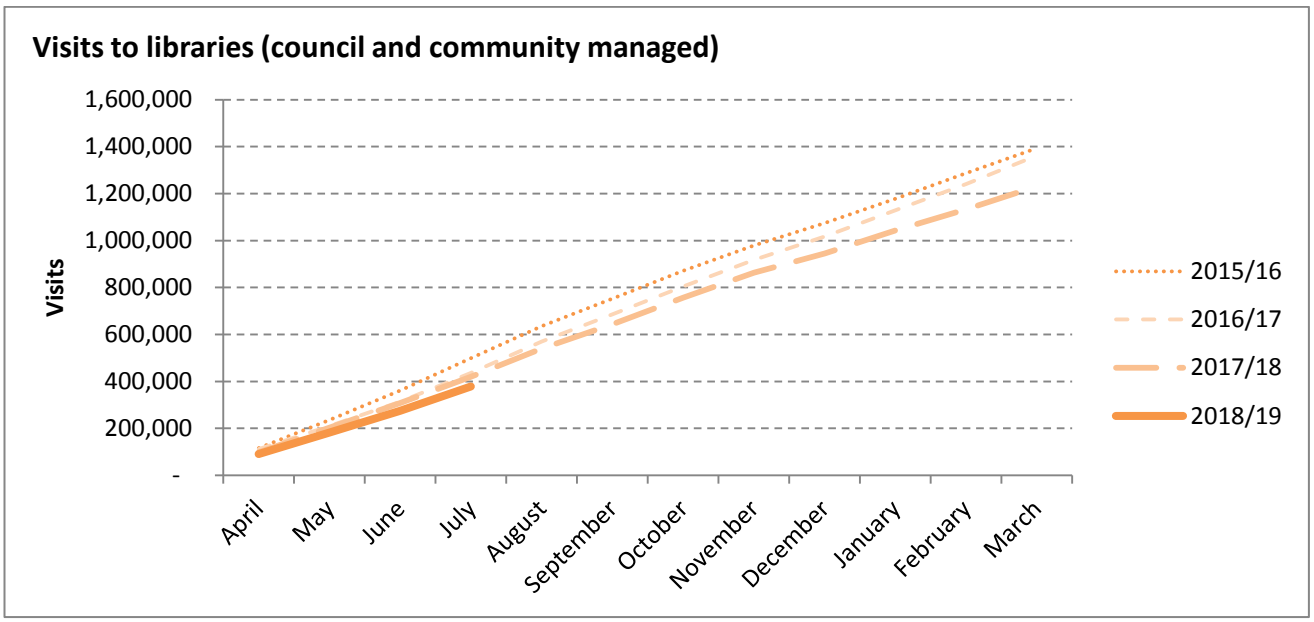


Figure 20 Visits to libraries (council and community managed)

[18] St George's Hall is currently closed for refurbishment, due to open early 2019.
[19] House Lights Joint Benchmarking Report 2017
[20] For both Council run and community managed libraries together

Visits to the City Centre library and Local Studies library (in the city centre) are broadly in line with previous years.

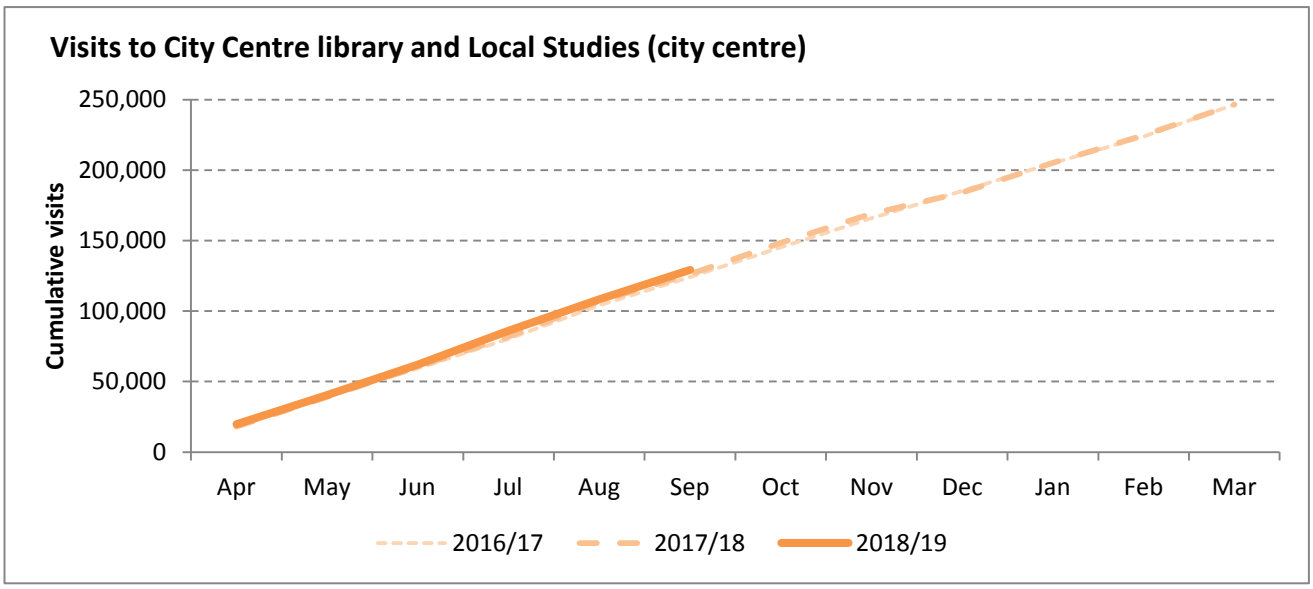


Figure 21 Visits to city centre libraries

Visits to the non-city centre libraries, on a like for like basis for libraries that are currently recording visitor numbers, are down on previous years. There has been a drop in visitor numbers at all non-city centre libraries with the exception of Burley where there has been a slight increase in the first half of 2018/19.

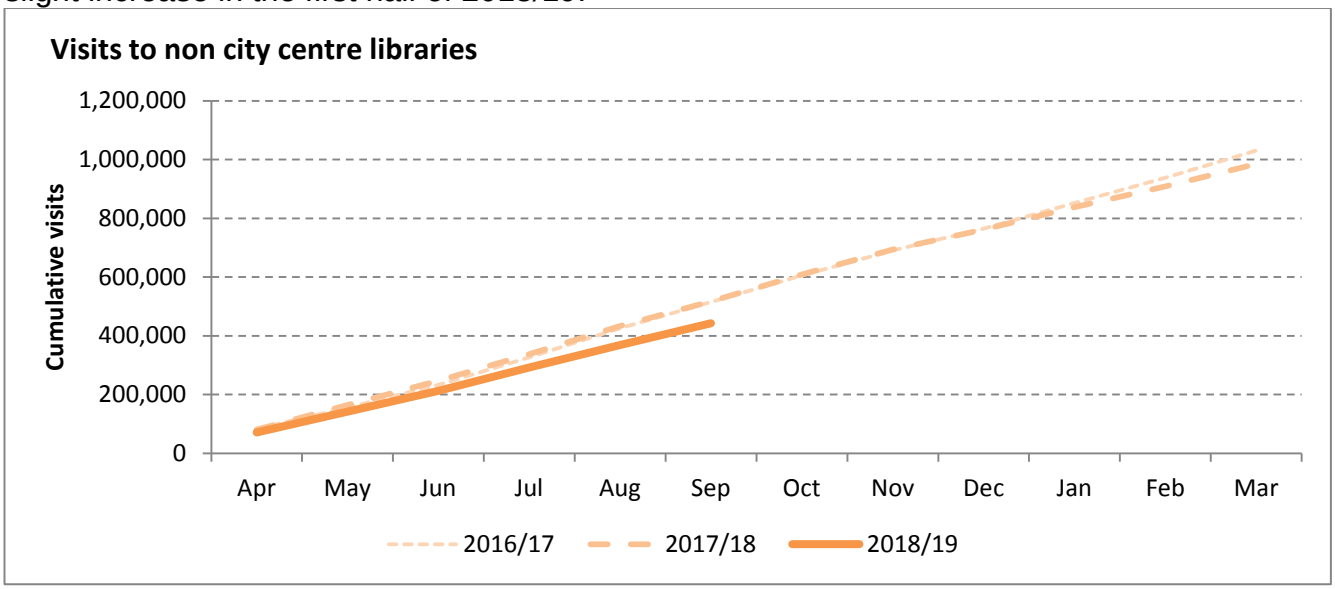


Figure 22 Visits to non-city centre museums (like for like: for libraries currently recording visitor numbers)[21]

Events attendance

In 2018 the Bradford Literature Festival attracted an audience of 70,349; a 40% increase on 2017. The schools programme more than doubled, growing to 30,676 attendees. 51% of attendees were from black, Asian or minority ethnic backgrounds. 28% of visitors reported an annual household income of under £20,000. Strong sponsorship enabled a local, national and international marketing campaign.[22]

In 2018 the Bradford Science Festival attracted an audience of 34,347.

[21] The non-city centre libraries currently recording visitor numbers are: Baildon, Bingley, Burley, Clayton, Eccleshill, Ilkley, Keighley, Laisterdyke, Manningham, Menston, Shipley, Wibsey and Wyke.
[22] Bradford Literature Festival Evaluation and Impact Report 2018

In 2017 Bingley Music Live sold over 18,500 tickets. The festival continues to develop with positive reviews and strong headline artists attracted to the event.

Sporting events

Bradford's annual City Runs were established in 2009 and regularly attract over a 1,000 runners of all abilities. Originally, the event was focused on the Half Marathon distance but has been developed to now include a one mile 'Kids' race, 5km race, 10km race and the Half Marathon. 2019 will see the introduction of a 10 mile race into the programme and a Veterans championship race.

Since hosting the Tour De France the district has regularly hosted the Tour De Yorkshire, including a stage start in 2017 and an iconic finish at the top of the Cow and Calf in Ilkley. The district will also play host to elements of both the women's and men's road race that form part of the 2019 UCI Road Cycling World Championships.

Bradford Council has worked with British Cycling and Sky since 2010 to deliver an annual, family friendly cycling event within the City Park. This regularly attracts over 5,000 participants.

In 1985 the Bradford City Football Club fire claimed the lives of 56 people. The Valley Parade Memorial Football Tournament was established in 1986 and the event is now in its 33rd year. The tournament allows young players aged 12 – 14 years to compete in a friendly environment and be made aware of the tragic events of 1985. Teams from across the district play against teams from Lincoln (Lincoln City were playing Bradford City on the day of the fire) and Bradford's twin town of Hamm, Germany. Over 12,000 young people have been given the opportunity to take part in the tournament since 1986.

Volunteering

The Bradford Museums service Volunteers Programme can now boast a cohort of over 100 active volunteers from diverse backgrounds, 30 young people (16-24) and 70 + between 25 – 88 years of age, working across a range of activities and venues.

There are 17 community managed libraries in the district with over 370 volunteers.

Additionally, many of the non-council arts organisations and events rely on volunteers, including the Keighley & Worth Valley Railway, Peace Museum, Theatre in the Mill, Dragon Boat Festival and Literature Festival.

What do people think of us

Trip Advisor

The following table lists the top 20 things to do in West Yorkshire according to Trip Advisor (based on attractions with over 300 reviews). Things to do in the Bradford District make up eight of the top 20.

Rank	Thing to do
1	National Coal Mining Museum for England
2	Snozone Castleford
3	Keighley & Worth Valley Railway
4	Bronte Parsonage
5	Cliffe Castle Museum
6	Roundhay Park
7	Top Withens
8	Royal Armouries
9	Heptonstall
10	Kirklees Light Railway
11	Alhambra Theatre
12	Shibden Hall
13	Bingley Five Rise Locks
14	Fairburn Ings
15	City Varieties Leeds
16	Saltaire Village
17	Abbey House Museum
18	Newmillerdam Country Park
19	Greenhead Park Huddersfield
20	Salts Mill

Figure 23 Top 20 ranking attractions in West Yorkshire (over 300 reviews) according to Trip Advisor[23]

It is clear that Bradford's visitor attractions are much liked by reviewers. The table below demonstrates what people are saying about our key visitor attractions, with all but two receiving over 90% 4 or 5 star reviews.

Thing to do	Latest review (these are not handpicked – they are the most recent reviews for each attraction)	Number of reviews	% of reviews 4 or 5 stars
Keighley & Worth Valley Railway	My grandfather used to work at the Keighley Railway Station after the Second World War so it was quite a nostalgic visit for me. The whole experience was wonderful as the steam engines were in fantastic condition as were the authentic stations. We got off at Haworth to do the Bronte experience - we just had a fabulous day in a historic part of Yorkshire.	1310	94%
Bolling Hall	Good source of history of historical Bradford families since 1100's , current building from 1400's onwards . Lots of artefacts to see including the famous ghost room & original stained glass. The museum is free & staff are friendly	133	94%

[23] Trip Advisor October 2018

Bronte Parsonage	I've not been to the parsonage for over 20 years and really looked forward to visiting again. The staff were really friendly and knew their stuff, I am a Brontë buff and there was lots of information that I'd never heard before. The rooms are carefully curated and I was surprised by how much of the furniture was original (pretty much all of it), it really brought the experience to life and it felt as though the Brontës had just popped out! There was lots to read and we were inside for two hours easily. I particularly liked to see their clothes and belongings. I'd definitely recommend.	1595	93%
Cliffe Castle Museum (Bradford Council)	Lovely visit to cliffe castle in the summer with my grandchildren age 3 & 10..The grounds are beautiful since the water fountain & pond we're restored also plenty of new seating area's.The kids play area has also been remodled plenty for both ages.New part is the animal enclosers near to the cafe.Many different animals to see from rabbits to birds guinea pigs,the children enjoyed a careful walk through the museum.Plenty of places for a picnic with the family a lovely free place to enjoy	304	92%
Alhambra Theatre (Bradford Council)	Such a beautiful theatre hall, even better than some of the London ones. Been attending since i was a child and it amazes me every time	1087	92%
Bradford Industrial Museum (Bradford Council)	I attended a steampunk market here and it was amazing, i would thoroughly recommend this exhibition so interesting and staff where so knowledgeable and approachable.	332	92%
Salts Mill	We usually go on a wet day. Indoor window shopping. Art & book shop - fabulously laid out. The kitchen shop is ultimate window shopping - great look but don't touch and the prices - OUCH!	1650	90%
Cartwright Hall (Bradford Council)	Fantastic gallery set in a lovely park. A must for anyone who loves David Hockney's work. Just don't go on a Monday!	138	88%
National Science & Media Museum	Killing time in Bradford and checked this out. It's fab had a great time. Great nostaglic exhibits of older tech History and TV from my past loved seeing Zippy and George, Thunderbirds, Morph, Wombles, Dalek, ZX spectrum nostalgic game history. Great exhibits for kids however none with me at the time but they would love it. Well worth a visit and its FREEEEEEEE	1348	87%

Figure 24 Trip Advisor Scores for key Bradford attractions[24]

[24] Trip Advisor October 2018

Cultural education

Expressive arts and design at age 5

Teachers assess children's development at the end of Early Years Foundation Stage (age 5). They are assessed against a number of themes including 'Expressive arts and design'. This looks at 'exploring and using media and materials' and 'being imaginative'.

In 2018 82.4% of children in Bradford were assessed as achieving at least the expected level in expressive arts and design at age 5, the same rate at 2017. This is lower than Yorkshire & Humber (86%) and England (87%). Following the national trend, girls perform better than boys.

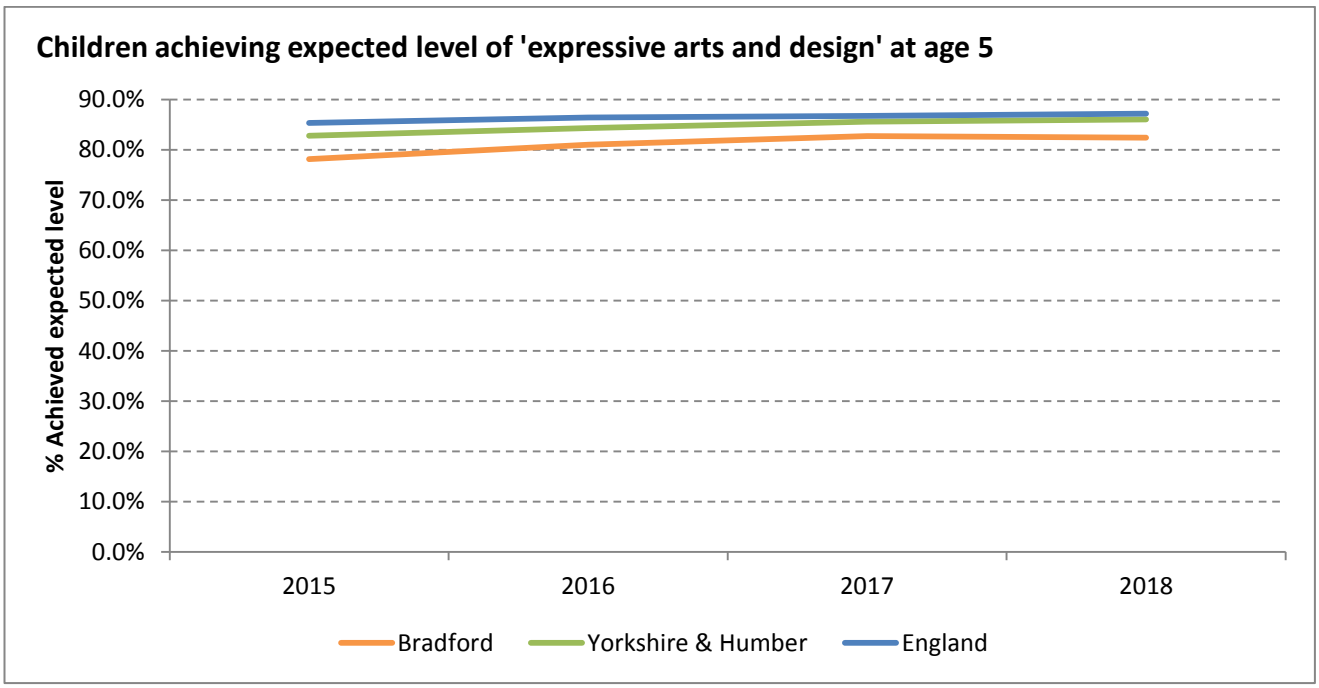


Figure 25 Percentage of children aged 5 achieving the expected level of 'Expressive arts and design'[25]

Higher Education Students

Higher Education courses are coded by subject. 'Creative arts and design' includes fine art, design studies, music, drama, dance, cinematics and photography, crafts, and imaginative writing.

Bradford College offers eight degree courses within creative arts and design. There are no figures available for the number of students studying these courses.

- Fashion
- Film
- Graphic design & illustration
- Interior design
- Media make-up with special effects
- Photography
- Textiles & surface design
- Visual arts

[25] https://www.gov.uk/government/statistics/early-years-foundation-stage-profile-results-2017-to-2018

Bradford University currently offers two degree courses in creative arts and design:

- Animation
- Film & television production

Just 40 students enrolled in creative arts and design courses in 2016/17 (latest available data) at the university. This compares with 2,455 at Huddersfield University and 5,115 across the four Leeds higher education providers. Bradford University is ranked 137 of 167 Higher Education providers for the number of students enrolling in creative arts and design.[26]

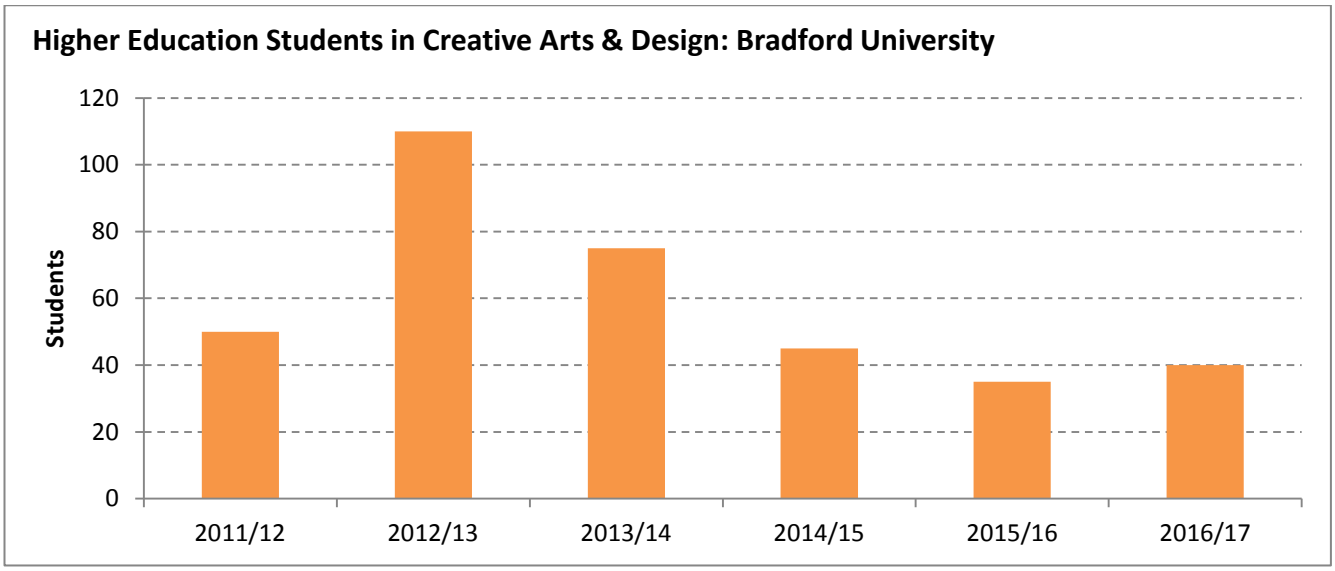


Figure 26 Higher Education Students studying 'Creative Arts & Design' courses at Bradford University[27]

[26] https://www.hesa.ac.uk/data-and-analysis/students/what-study#
[27] https://www.hesa.ac.uk/data-and-analysis/releases?field_data_streams_tid=All&field_year_tid=All&field_publication_tid=677&field_open_data_release__value=All&category=All&=Apply

Culture & tourism in the private sector

The ONS have defined the following Standard Industrial Classification Codes as being tourism related:

- Accommodation for visitors
- Air passenger transport
- Cultural activities
- Food and beverage serving activities
- Railway passenger transport
- Road passenger transport
- Sporting and recreational activities
- Transport equipment rental
- Travel agencies
- Water passenger transport

New business start-ups

During 2017/18, there were 585 new tourism business start-ups in the district. This equates to 14% of all new business start ups being tourism related. This is the highest percentage of all the Leeds City Region local authorities.

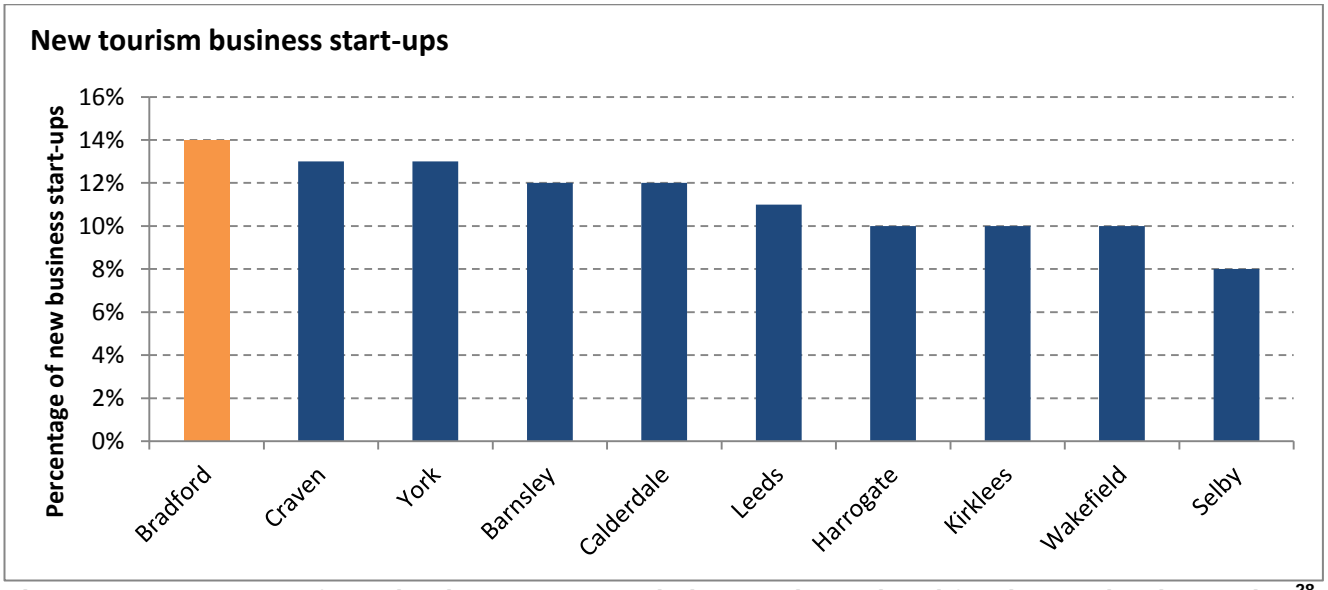


Figure 27 Percentage of new business start-ups being tourism related for the Leeds City Region[28]

64% of these new start ups in Bradford were in four specific industries:

- Public Houses and bars (170 start ups)
- Take away food shops and mobile food stands (98 start ups)
- Unlicensed restaurants and cafes (64 start ups)
- Licensed restaurants (44 start ups)

There were 24 accommodation related start-ups (roughly average for the Leeds City Region) and 28 start-ups relating to 'cultural activities' (the second lowest rate in the Leeds City Region).

[28] Banksearch

Tourism related businesses

Business Rates data for Bradford District gives us an insight into the number of business units in categories related to tourism. At October 2018 there were 481 live tourism business units (in the categories below), up from 416 in 2015; the biggest growth being in self-catering holiday premises.

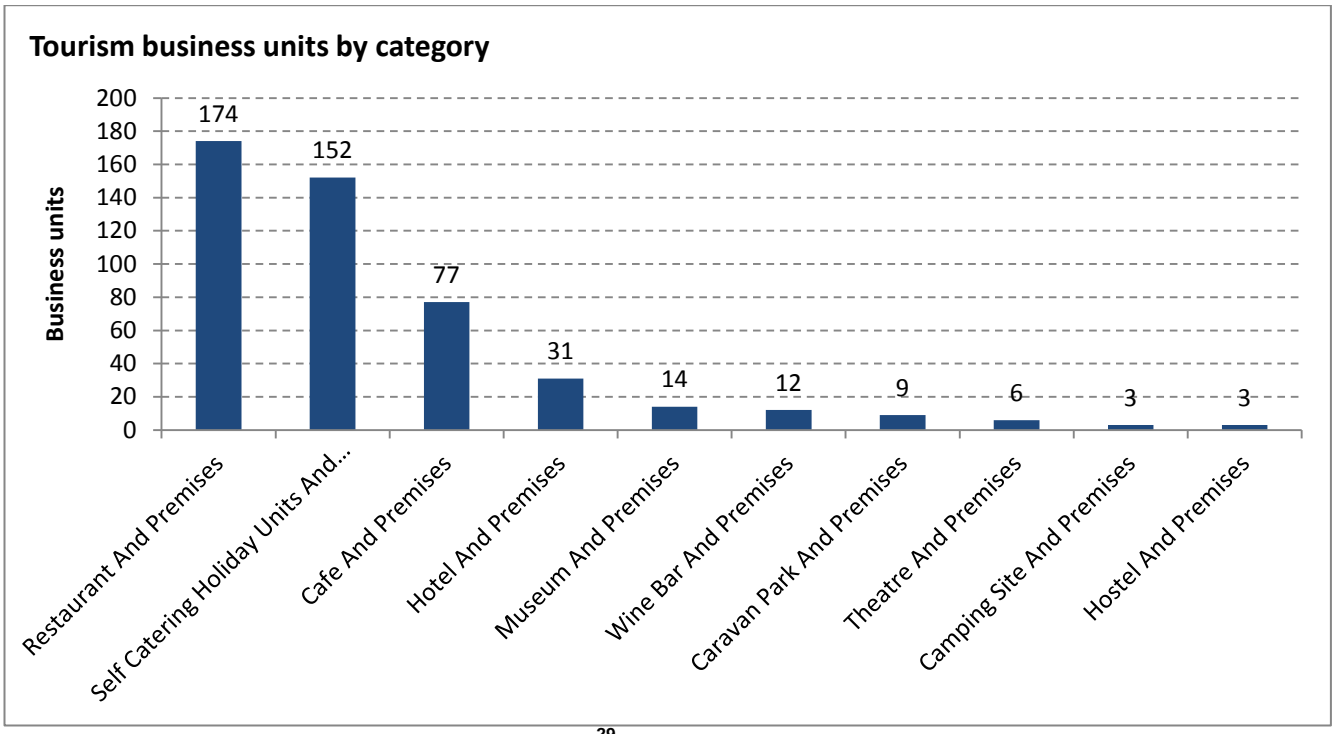


Figure 28 Business units in use by category[29]

Employment relating to tourism

The Business Register and Employment Survey (BRES) publish estimates of employment by Standard Industrial Classification Code.

In total, in 2017, there were 14,690 people working (full or part time) within tourism related industries in the Bradford District, up 540 since 2015. 70% of these roles were in the top 6 industries of:

- Public houses and bars
- Unlicensed restaurants and cafes
- Take away food shops and mobile food stands
- Hotels and similar accommodation
- Licensed restaurants
- Operation of sports facilities

There were 1,590 people working within accommodation services (up 270 since 2015), and 280 people working with 'Cultural Activities' (down 130 since 2015).

Bradford has a relatively low proportion of employment in tourism related industries as compared with other urban local authorities.

[29] Bradford Non-Domestic Rates Data Extract October 2018

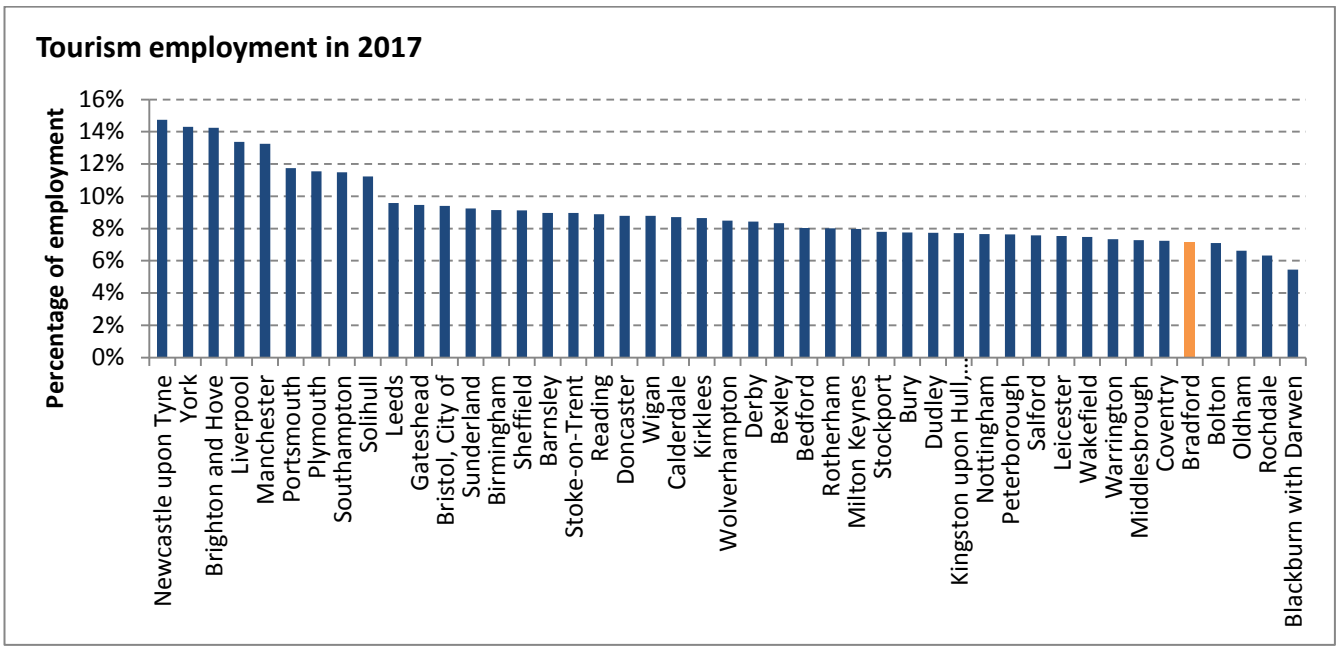


Figure 29 Percentage of employment within in tourism related jobs in 2017 by urban local authority (jobs based)[30]

[30] Business Register & Employment Survey

Value to the local economy

Visit England survey

Visit England undertakes the Great Britain Tourism Survey each year to inform an understanding of tourism at a national level. In September 2018 Visit England released a sub-national analysis of the data with information available at Local Authority level. As the information is survey based, the data is subject to errors caused by low sample sizes at Local Authority level, however this has been mitigated by publishing the data using rolling 'three year averages' –using three years worth of survey data and averaging that to produce an annual figure.

This data is less sophisticated than the Cambridge Model (see below); low sample sizes for Bradford means the information presented here is subject to a 20% margin of error, that is we can be 95% confident that the figures are within a +/-20% variance from the values quoted. Whilst this brings into question the value of the data, it is still useful for benchmarking Bradford with other local authorities on a like for like basis and for viewing long term trends. NB for local authorities with higher quoted trips numbers, the variance is reduced – for example, for Leeds the variance is reduced to +/-9%.

For the period 2014-16, the average number of domestic overnight tourism trips (including holiday trips, business trips, and trips to visit friends and relatives) to Bradford District was 346,000 per year (95% confident to the range of 277,000 to 415,000 trips). The trend since 2011 being downwards, although holiday trips have been broadly steady.

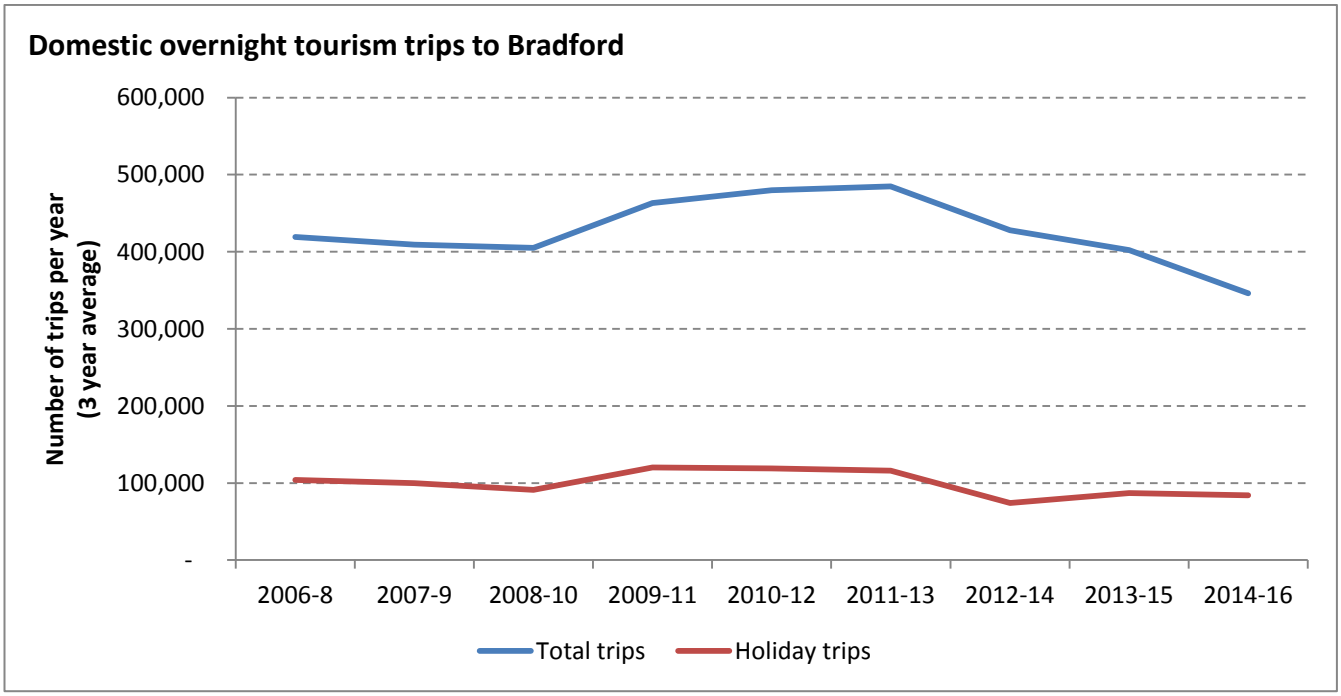


Figure 30 Number of domestic overnight tourism trips by residents of Great Britain to Bradford District - 3 year rolling average[31]

Bradford is ranked 25th of the 51 urban Local Authorities (outside London) for number of domestic overnight tourism trips. Bradford receives around a quarter of the trips to Leeds.

[31] Visit Britain Great Britain Tourism Survey analysis 2006-2016

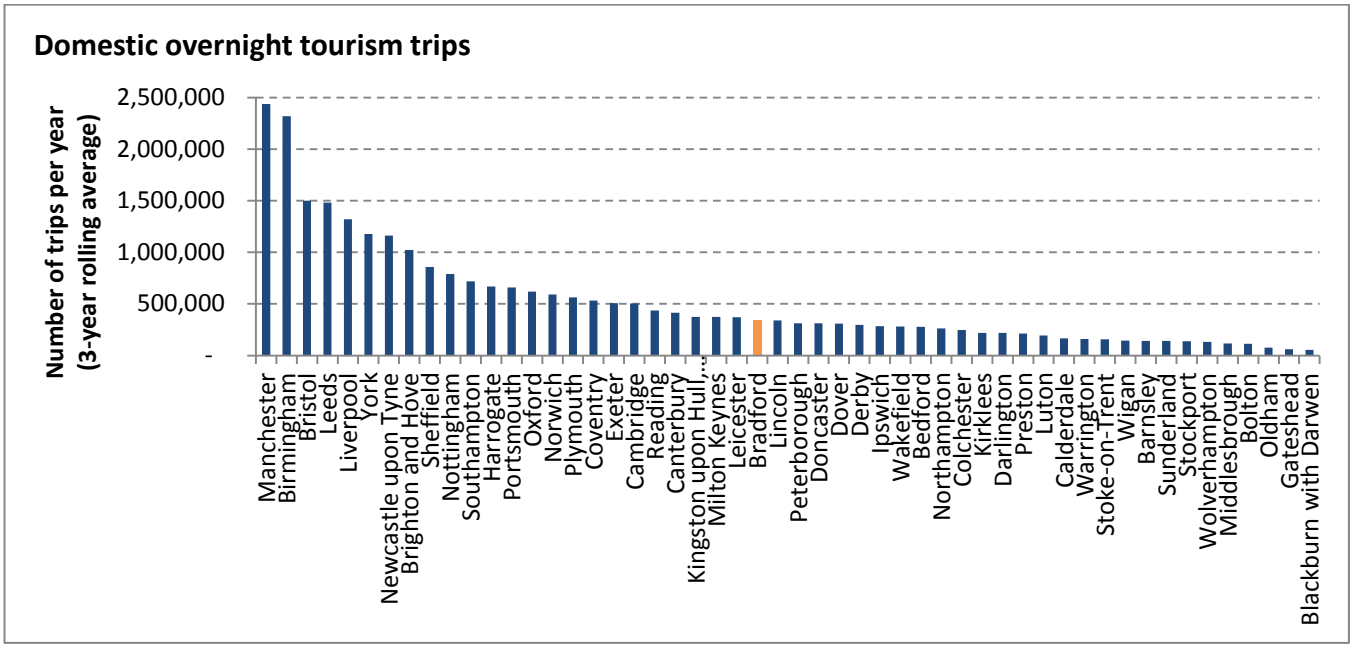


Figure 31 2014-16 Number of domestic overnight tourism trips by residents of Great Britain, by urban local authority (excluding London boroughs) (3-year rolling average)[32]

The Visit England survey values these trips to be worth approximately £50 million to the Bradford Economy.

Cambridge Tourism Economic Impact Model

The Cambridge Model is essentially a computer-based spreadsheet model that produces estimates from existing national and local information of the level of tourism activity within a given local area. The volume of these visits are translated into economic terms by estimating the amount of spending by visitors based on their average spend per trip.

The Cambridge model uses a range of local data including details of accommodation stock, local occupancy rates, population, employment and local wage rates. It applies this locally sourced information to regional estimates of tourism volume and expenditure derived from the following national surveys:

- Great Britain Tourism Survey (see previous section)
- International Passenger Survey
- Great Britain Day Visits Survey
- Census of Employment
- Census of Population
- Annual Survey of Hours and Earnings

It is therefore a more advanced model than the Great Britain Tourism Survey alone, and factors in retail, catering, attraction and travel spend. However we do not have access to equivalent data for other local authorities. Also because of methodology changes to the underlying overnight stays data and day visits data, there is no like-for-like year-on-year comparison available prior to 2016.

The model estimates, with multiplier effects, the total value of tourism to the Bradford economy was £680 million in 2017, up by 4% in comparison to 2016 (£656m).

[32] Visit Britain Great Britain Tourism Survey analysis 2006-2016

Data sources and further information

See footnotes for data sources used throughout this document.

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