

Culture, Tourism and Sport

Introduction

Culture covers a wide range of subjects, including arts, sport, theatre, libraries, museums and galleries. A thriving cultural scene is an important resource for learning, as well as being providing entertainment for residents and visitors and encouraging economic vitality.

Local and National Priorities

Bradford District's cultural strategy sets out, among its objectives:

- Developing the cultural sector
- Promoting and retaining creative and innovative people and their ideas in the district
- Developing skills for the new economy

The Government's Department of Culture, Media and Sport has five strategic priorities:

- To enhance access to culture and sport for children and give them the opportunity to develop their talents to the full and enjoy the benefits of participation.
- To increase and broaden the impact of culture and sport, to enrich individual lives, strengthen communities and improve the places where people live, now and for future generations.
- To maximise the contribution that the tourism, creative and leisure industries can make to the economy.
- To modernise delivery by ensuring our sponsored bodies are efficient and work with others to meet the cultural and sporting needs of individuals and communities
- To host an inspirational, safe and inclusive Olympic Games and Paralympic Games and leave a sustainable legacy for London and the UK.

Libraries

There is a statutory duty for local authorities to provide a public library service. Bradford has 31 public libraries, and a mobile library and provides other services, for example a library service to people who are housebound.

Although there has been a national trend of declining libraries visits, in 2005/6 the number of visits to libraries in the district (3,978 per 1,000 population) was slightly higher than the previous year. The number of young people aged 16 years or younger who are active users at any static library in the district increased by 60%, the number of new borrowers increased by 28%, and the number of PC/Internet users in public libraries increased by 49% in 2005/6.

Culture

The Government has estimated that the creative industries provide jobs for two million people, account for more than 8% of GDP and more than 4% of export income.

The creative and cultural industries are one of the fastest growing sectors of Bradford's economy. "Creative Yorkshire" (2002) found:

- 30% new businesses in this sector since 1990
- The cultural industries employ more than 6,000 people (2.7% of the workforce) and generate more than £150 million

Visiting historic sites and buildings is a major tourist draw to the Yorkshire and Humber region. Environmental and heritage tourism generates one-third of the region's tourism spend. Tourism and the cultural industries in Bradford generate over £500m per year.

Bradford is home to more than 20 museums and galleries including the Bronte Parsonage Museum and the National Media Museum, one of the most visited attractions in the region. The local authority is currently directly responsible for the management of six museums and galleries; apart from Cartwright hall, none of the sites are purpose built as museums.

In 2005/6 the number of visits to/usages of museums was similar to the previous year at 621 per 1,000 population. The number of pupils visiting museums and galleries in organised school groups was 4% less.

Tourism

Tourism accounts for over 12,000 jobs in the district and is worth nearly £407 million per annum (based on the Cambridge Economic Impact Model). Of this, more than £121 million was spent on overnight expenditure, and more than £256 million was spent on day visit expenditure. Apart from Leeds, Bradford District had the largest number of visitors making overnight trips and day visits in 2002. Main purposes for tourism are considered to be holidays, visiting friends and relatives and business.

Conservation Areas

The District has a large number of interesting and architecturally important buildings, mostly constructed from local stone. There are approximately 5,800 listed buildings and 61 conservation areas in the District. The model village of Saltaire has also been inscribed as a World Heritage Site.

Employment and output

The Government has estimated that, nationally, the creative industries account for more than eight per cent of GDP, more than four per cent of export income and provides jobs for two million people.

The cultural sector is recognised as a key growth sector for West Yorkshire, and is one of the few areas where jobs and value are forecast to grow in the next ten years. A study carried out for Yorkshire Forward forecast that employment in the cultural industries would grow by 21.2% between 2002 and 2015, (this is broadly in line with the expected growth of cultural industry employment across the whole region of 21.8%). The growth in output is expected to be higher than the growth in employment due to a number of factors such as digitalisation, demand for multi-media and software and increased leisure time.

The West Yorkshire Learning and Skills Council (LSC) have identified Culture/media and sport as one of four areas with the most significant potential for growth to 2012.

Participation in sport and active recreation

The Government's national strategy for sport "Game Plan" has set an aspirational target that by 2020, 70% of people in England will be physically fit enough to derive a health benefit. The strategy also identified that:

- Participation rates fall dramatically when young people leave school and continue to fall with age.
- The most socially and economically disadvantaged people are least likely to participate in physical activity and sport.
- Women are 19% less likely than men to take part in physical activity and sport.
- Young white men are most likely to participate in physical activity and sport

The Yorkshire Plan for Sport launched in 2004 set a target of getting 40,000 new participants each year. The Action Plan 2007 has two aims:

- To increase the number of people taking part in sports and recreation, especially amongst the hard to reach.
- To build clear pathways for people with sporting talent to achieve their full potential.

Sport generates £2.5 billion in annual turnover and £940 million in annual value – added to the Yorkshire and Humber region. Residents spend £1.2 billion annually on sport-related goods and services (around 3% of total household spending).

A survey carried out for Sport England in 2005/6 “Active People Survey” found that for the Yorkshire region:

- 20% of the adult population take part regularly in sport and active recreation (the national figure is 21%).
- 27% have built some sport or exercise into their lives.
- 53% of adults have not taken part in any moderate intensity sport and active recreation of at least 30 minutes duration in the last four weeks.
- Bradford is in the middle 50% of the Yorkshire region with regard to numbers of people regularly participating in any moderate intensity sport - 21% of respondents took part in three sessions lasting thirty minutes each week (Hambleton had the highest response rate – 26%, and Doncaster the lowest – 17%).
- Bradford is in the top 25% of the Yorkshire region with regard to volunteering – 6.5% of respondents spend at least one hour in a voluntary sporting capacity (the national figure was 4.7%, Craven has the highest response rate – 7.2%, and Barnsley and Rotherham had the lowest 3.3%).

In 2005/6 there were more than two million visits to Council-managed recreation facilities (an increase of 1% from 2004/5). 41,000 people over 50 attended targeted sessions at Council-run sports centres and swimming pools (an increase of 8% from 2004/5) 428,000 under 16s attended sessions at Council-run sports centres and swimming pools (2% less than in 2004/5) and 71% of school pupils achieved the National Curriculum Key Stage 2 in swimming.

More information

Arts in Bradford 2004 (<http://www.fabric-artsforum.org.uk>)

Bradford Theatres www.bradford-theatres.co.uk

Bradford Libraries and Information Service www.biskit.yorks.com

Bradford Museums www.bradfordmuseums.org

Sport England www.sportengland.org

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