# Setting the scene for Bradford City of Film

City of Film is rooted in the wider aspirations of Bradford, its regeneration and its tackling of long-standing social, cultural and economic challenges. The popularity and accessibility of film makes it particularly suitable for addressing issues relating to skills and learning, cultural and economic participation and for promoting understanding and tolerance within an ethnically diverse community.

Working with local and regional partners, City of Film will play an important role in implementing creative and cultural elements of the Regional Economic Strategy (RES), in delivering many of the cultural elements of the Bradford Economic Strategy and meeting the objectives of the Cultural Strategy.

It will be a focus for bringing communities together, for raising business aspirations and for delivering new and exciting cultural and heritage projects.

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On location with the film crew of *Brideshead Revisited* (2007)
My late parents escaped Nazi-occupied Austria and arrived in England in 1939. I consider myself incredibly fortunate that they chose to settle in the City of Bradford where I was born. It is a City with a wonderful heritage, the centre nestling in a valley and surrounded by breathtaking countryside. It is no coincidence that this extraordinary industrial town with its legacy of art galleries, museums and concert halls and connection with all aspects of the arts, was the birthplace to an extraordinary number of people who went on to make their mark in film, theatre, literature, arts and sciences on the world’s stage. From Frederick Delius and JB Priestley to the film maker Tony Richardson, theatre directors William Gaskill and Peter Dewis, the historian Alan Bullock, the genius David Hockney and with unashamed bias my own brother Peter Layton, one of the world’s leading glass artists. And many, many more. The common bond/denominator is the unique City of Bradford.”

George Layton, TV and Film Actor, Writer and City of Film Board Member

Yorkshire and Humber Regional Economic Strategy

The Yorkshire and Humbersides RES5 recognises the value of culture in building the prosperity of the region. The cultural sector is seen as a key driver of prosperity attracting knowledge workers, addressing social and health problems and attracting and retaining graduates in the region. By developing the cultural industries and offer, economic development agencies hope to stimulate vibrancy and growth, creating places where people choose to live and work.

The RES also identifies digital industries (including film and media related sub-sectors) as one of its seven priority clusters, capable of contributing to the continued economic growth of the region. Some of the most promising new businesses, including the region’s many digital and creative micro-businesses, are in the creative industries sector.

Bradford’s Economic Strategy

Bradford’s Economic Strategy6 builds on the premise that Bradford is a diverse, multi-cultural district, shaped by a tradition of inward migration. The Strategy focuses on people, business and place and highlights the following aspects:

- Bradford has a population of just under half a million. It is the sixth largest urban local authority area outside London and has the third largest youth (under 16) population7.
- Bradford has the sixth largest working age population (307,000), supplemented by 40,000 additional workers who commute into Bradford every day.
- Employment growth is forecast to be higher in Bradford than in any other city in Yorkshire and Humberside.
- Bradford has the fastest growing workforce of any metropolitan authority outside London due to its growing young population.
- The city has the lowest level of workforce skills in West Yorkshire and the lowest level of employment in the region.

Bradford sees City of Film as a tool to address some of the challenges identified in the Economic Strategy, in particular the challenges relating to generic and specific skills shortages, to the city’s low levels of participation in cultural activities and its struggle to attract and retain highly skilled and motivated young people.

Tackling Bradford’s challenges

City of Film is one of a range of initiatives in the field of physical regeneration; enterprise, cultural enhancement and community development that aim to address these deep seated problems.

The initiative is led by the Department of Regeneration at the Council, but with cross-departmental support from the Department of Culture, Tourism and Sport. This is recognition of a willingness at local authority level to invest in a holistic approach that uses cultural experiences to enhance the confidence and pride among the communities to work together and create a better environment for living and working.

City of Film contributes through its positive impact on the creative economy (ie a healthy creative industries cluster), its contribution to tourism through events, festivals and film heritage, its role in showcasing and celebrating local identity and distinctiveness and its use of the historic and natural environment in film locations. It also has an impact on the wider creative and cultural industries through the opportunities it brings for them to supply goods and services.

Bradford’s tourism

Bradford’s Tourism Strategy was published in May 2002. At that time, the city had hopes to become the Capital of Culture 2008. While the bid was not successful, the strategy offered an opportunity for greater focus and to build Bradford’s tourism offer. Two of the key objectives of the Tourism Strategy are of particular relevance to City of Film:

- to stimulate demand through improved image and targeted marketing;
- to enhance the appeal of the region through sustainable development based on the region’s environmental and cultural inheritance.

City of Film has a role to play in enhancing Bradford as a visitor destination, presenting an image of the city as a landmark for film, film heritage and for related events and learning opportunities. It has a role in encouraging longer visits and giving visitors reasons to return to the city, and bring their friends. Visitors will be attracted to Bradford’s existing film attractions, to its locations as depicted in film and to the opportunities presented through new film related activities.

The overall value of tourism in Bradford in 2004 was an estimated £465.2 million. Of this, around a third was from staying visitors and two thirds from day visitors. Bradford’s tourism offer...
tourism sector was estimated to employ over 8,200 full time equivalent employees. 38% could be attributed to the catering sector, 28% to the retail sector, 12% to the accommodation sector, 12% to the attraction/entertainment sector and 4% in transport (plus 5% from non-trip spend such as maintenance on second homes). Once part time and seasonal workers are added, the tourism sector in Bradford is estimated to support well over 11,000 jobs and is growing year on year.

Some of the main attractions for visitors to Bradford include:

• the UNESCO World Heritage Site of Saltaire, a purpose-built Victorian village positioned in the north of Bradford. The village itself was built in the nineteenth century by the Victorian philanthropist Sir Titus Salt, to provide self-contained living space for the workers at his woollen mills. Salts Mill was converted by the late Jonathan Silver into the ‘1853 Gallery’ which houses a collection of the works of Bradford-born artist David Hockney and home of Pace, Britain’s largest consumer electronics company, producing digital TV products for high definition and broadband. The conservation village was awarded UNESCO World Heritage Status in 2001

• Haworth Village and the Parsonage, home of the Brontë sisters and the setting for their famous literary works

• the Keighley and Worth Valley Railway, the preserved railway used as the setting for a number of classic films including The Railway Children and Yanks

• Ilkley Moor, a classic setting for a number of films and TV productions, including famously, Monty Python’s The Meaning of Life and Private Function

• the National Media Museum. The village itself was built in the nineteenth century by the Victorian philanthropist Sir Titus Salt, to provide self-contained living space for the workers at his woollen mills.

• Ilkley Moor, a classic setting for a number of classic films including The Railway Children and Yanks

The overall mission of Bradford’s Cultural Strategy, published in 2002, is to enable people in Bradford to access, develop and celebrate a variety of cultural activity throughout their lives. This is fully compatible with the vision for City of Film which also aims to enhance access to and participation in the city’s creative and cultural cluster, while celebrating and promoting its excellence in this area. A revised strategy is under development, integrating the City of Film as a key project for the district with a vital role to play in achieving a vision for Bradford in 2020 in which:

• the people of Bradford can lead rich, diverse and fulfilling cultural lives with a strong sense of community and a healthy lifestyle

• cultural and the creative industries make a substantial contribution to a thriving local and regional economy

• barriers to participation in cultural activity are removed

• Bradford is known nationally and internationally for the quality and diversity of its cultural product.

Addressing education and skills issues

Official figures show that qualification levels in Bradford lag behind both Yorkshire and Humber and the average for Great Britain: more than a fifth of the working population of the Bradford District had no formal qualifications at all in 2006. There are serious skills gaps, including even basic skills such as numeracy and literacy.

1.1: Qualifications January 2006 – December 2006

<table>
<thead>
<tr>
<th>Qualification Level</th>
<th>Bradford</th>
<th>Yorkshire and Humber</th>
<th>Great Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td>No qualifications</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>NVQ1 and above</td>
<td>30%</td>
<td>31%</td>
<td>40%</td>
</tr>
<tr>
<td>NVQ2 and above</td>
<td>27%</td>
<td>28%</td>
<td>50%</td>
</tr>
<tr>
<td>NVQ3 and above</td>
<td>14%</td>
<td>18%</td>
<td>60%</td>
</tr>
<tr>
<td>NVQ4 and above</td>
<td>9%</td>
<td>12%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Organisations such as Creative Partnerships (a partnership between the Arts Council of England, education departments and the not for profit sector) and the WOW Academy have pioneered initiatives that have successfully attracted young people to engage in education and learning through the use of film and media related approaches. City of Film has a role to play in engaging the citizens of Bradford in learning and thereby redressing the skills gaps.

Media literacy

The focus on media literacy is crucially important. Media literacy programmes have been shown to promote transferable skills such as time management, budgeting and communication, as well as raising aspiration and confidence, particularly in disadvantaged groups. We see the promotion of film literacy as core to City of Film’s aspirations.

“...It’swhat encouraging media literacy is all about: giving everyone the choice to communicate, create and participate fully in today’s fast moving world. This will help create a society in which everyone is enfranchised and articulate, whatever their economic, social or cultural background - and in which the UK’s creative and knowledge economies are able to draw upon the widest possible bank of consumers, creators and producers...”

UK Film Council’s submission to the Byron Review, 2007

Film can be used in the classroom to inform students about a particular topic. There is also a move towards encouraging students to analyse film material, either in terms of film criticism/appreciation or with respect to understanding intent, bias and point of view in filmed material generally. The final element involves students actually creating their own film material, an activity shown to be effective in

Film is an ideal medium for such education initiatives.
stimulating engagement and raising confidence in a broad range of students (including those that have been disengaged within schools).

All of these approaches address skills issues, encourage participation and help equip young people for a productive role in modern society.

Deprivation

The education and skills issues are part of a wider reaching set of problems relating to deprivation. The indices of deprivation for 2006 found Bradford to be the fifth most deprived local authority in England based on income deprivation and the sixth most deprived based on employment deprivation. It also found that 44% of the population of Bradford live in areas ranked in the 20% most deprived in England. Bradford faces serious challenges in improving its economic, social and cultural profile; Bradford City of Film can play a valuable role in addressing these.

Levels of economic activity in Bradford are poor with more than 25% of the population economically inactive in 2006. By promoting greater participation in cultural activities, raising skills levels and educational achievement and by encouraging community initiatives and volunteering, progress can be made.

The ways that film can help in addressing some of the challenges faced by Bradford are:

• by attracting economic benefit and wealth from film productions taking place in Bradford
• through the economic impact of increased visitors to film festivals, events and attractions
• through the growth of businesses in the creative and cultural sectors
• through improved educational participation and skills
• through the benefits associated with ‘placemaking’, developing the city in order to attract skilled people to live and work in Bradford and to encourage local pride.

Given the energy and enthusiasm that people have for film and film making, City of Film has a crucial role to play.

1.2: Summary of economic inactivity in Bradford, Yorkshire and Humber and Great Britain

<table>
<thead>
<tr>
<th>Bradford</th>
<th>Yorkshire and Humber</th>
<th>Great Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wanting a job</td>
<td>Not wanting a job</td>
<td>Total economically inactive</td>
</tr>
<tr>
<td>30%</td>
<td>25%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: Office of National Statistics Annual population survey 2006

Bradford City of Film today

This section paints a picture of City of Film as it stands at 2008, looking at some of Bradford’s main assets and initiatives specifically relating to film and media including:

• cultural assets
• educational opportunities
• film, media and related industries
• community initiatives.

Bradford operates as an important centre for film and media. The corridors of film in Bradford are organisations including the National Media Museum, the University of Bradford and the WOW Academy as well as the many businesses and practitioners themselves. Bradford also has strong links with the broader clusters within Yorkshire and Humber; Bradford companies, individuals and organisations play important roles within the wider aspirations of the region.
National Media Museum (NMMeM)

Without question, the most important film resource located in Bradford is the National Media Museum. The Museum, which is part of the National Museums of Science and Industry, attracts over 700,000 visitors per year and, as such, is Bradford’s premiere attraction. The NMMeM is a focus for diverse visitor groups, a venue for screenings and festivals and the catalyst for much of the additional film related activity in the city.

In the 1980s, there was a broad government policy of locating ‘national’ institutions in the regions where the majority of people live, following the success of the National Railway Museum in York. Bradford was chosen as the location for the NMMeM, due partly to its traditions in film and media technology and for its position, approximately in the centre of Britain and with around 14.5 million people living within a two hour journey.

As well as being a major national resource, the Museum also plays an important role locally and within the region. In recognition of its regional contribution, Screen Yorkshire provides funding to the Museum of £71,000 a year specifically for film related activities including film festivals, screenings, education and audience development.

The National Museum of Photography, Film & Television (as it was known until its re-branding in 2007) opened its doors to visitors on 16 June 1983. The remit of the Museum was the art and science of images and image making. Colin Ford, then Head of Museum, held the view that by understanding how images are made, you appreciate the ideas being expressed and the intentions and skills of the image makers. In terms of accessibility for audiences, a Yorkshire base for the National Museum of Photography, Film & Television was ideal.

“Twenty first century Britain needs a media museum. It needs something that reflects the importance in all our lives of TV, radio, film, photography and, of course, the internet, or new media. And if we’re going to have one in Britain, there’s only one place to have it and that’s in Bradford.”

Greg Dyke, Former BBC Director General
In 1989, the Museum launched an industry standard television studio, used by TV AM for outside broadcasts. It was here that the Museum was able to feature the first ever live broadcasting studio in a Museum. These facilities were later used by Nickelodeon, BSc students and, recently, for the outreach programme, Youth TV - a sponsored programme of workshops designed to introduce young people from inner-city Bradford to television programme making.

In 2003, the Museum opened a functioning BBC tri-media studio. For the first time, visitors could watch journalists producing material for the BBC West Yorkshire website, as well as gathering news items to be broadcast on local or national radio or TV. This studio also includes a television interview point with video editing equipment and radio studio.

The following are a selection of quotes, made at the time of the Museum’s re-branding in 11, that illustrate its importance on a UK national scale:

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Greg Dyke, Former BBC Director General

“We cannot hope to build a ‘knowledge economy’ on the foundations of a culture of ignorance. National Media Museum will continue to make an important contribution on a national scale to the public understanding of how images and information are capable of being used – not only to inform and enlighten, but equally effectively to manipulate and distort our view of the world”
Lord David Puttnam of Queensgate, Oscar winning film maker

“One of the most important revolutions in the early part of the 21st century has been the growth of our media across a range of platforms. All of us in this country are exposed to that. We need a National Media Museum to help the public understand that change, that growth, and help us remember where we’ve come from and where we’re going to. That’s why I think a National Media Museum is so important”
David Lammy MP, Minister for Culture, DCMS

“In 1983, the Museum opened the first IMAX cinema in the UK. Not only did this provide an exciting new film experience to audiences, but also acted as the venue for the Museum’s series of interviews with major figures from the film industry, most notably Martin Scorsese and Alan Bennett.

P Alexandra is the only public cinema in the world where Cinerama films are screened. In 1992, the Library Theatre, situated next to the Museum, was converted into a 306 seat cinema. This development enabled the Museum to extend its cinema programme, showing an eclectic mix of the history of cinema and contemporary work from across the world. In 1993, a Cinerama screen and projection system was installed. Dating back to 1952, Cinarama was the first widescreen film presentation process. It utilises three projectors and a deeply curved screen.

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Film at NMeM
The film department of the NMeM has a remit far wider than any other film museum. It includes the Cinematography Collection which is on permanent display. It also arranges temporary exhibitions, such as the Bond, James Bond exhibition curated in 2002. The film department also runs screenings at the Museum on-site cinemas, educational and training activities and film festivals.
Given its central role in film in Bradford, the NMeM tends to be the natural partner for a whole range of new activities and developments, the system was able to show a range of films from the traditional 2D large format features, to mainstream films such as 'Harry Potter and the Order of the Phoenix', digitally transferred to the 3D format. The British Film Institute’s Digital Screen Network. Pictureville Cinema is one of the finest cinemas in the UK and is generally regarded as having the best sound and technical precision available. It is the only cinema in the world that regularly screens CinemaScope using the original 3-projector system on a vast curved screen. There is one cinema in Los Angeles and another in Seattle, but these are rarely used. The author Bill Bryson visited in the 1990s and remarked in ‘Notes from a Small Island’ that it was “amongst the most enjoyable three hours of my life”, Cinerama is shown at 1.30pm on the first Saturday of each month. In 2008, digital projection was installed in the cinema, as part of the UK Film Council’s Digital Screen Network. Pictureville Cinema is the centre of the annual Bradford International Film Festival which always includes at least one three-strip presentation in its popular Widescreen Weekend. The weekend attracts fans and industry personnel from as far afield as Los Angeles and Sydney, in addition to many European countries.
Film Festivals

Bradford is proud to host more film festivals than any other city in the UK. It also offers the most diverse range of film festivals in the UK, covering a vast array of genres, new exhibition platforms, new and established film makers and nationalities.

Bradford International Film Festival

In 2008, the Bradford International Film Festival celebrated its 14th anniversary. Since the Festival began, the number of screenings and special guests has increased steadily. In 1995, Bradford was proud to welcome Alan Bennett when he accompanied the opening night screening of The Madness of King George. 12 years later he returned among a line-up of film makers and celebrities including Ken Loach, Michael Parkinson, Euan Lloyd, Trudie Styler, David Arnold, Denis Dercourt, Patrick Kieliler and Godfrey Reggio. In keeping with the tradition of presenting new and exciting talent, in 2007 the Festival unveiled ‘Uncharted States of America’, a strand dedicated to emerging talent from the American independent circuit, while CineFile presented a selection of documentaries about movies and film makers. Premieres and previews included This is England and My Best Friend.

Every year, an industry weekend of events and master classes provides an opportunity for film makers to expand and broaden their knowledge of different aspects of film making.

Crash Cinema, now in its 7th year, has become a feature of the Bradford International Film Festival, and is a showcase of the co-operation between the NMeM, the University of Bradford’s Electronic Imaging & Media Communications department and Bradford School of Art. The symposium acknowledges the importance of the study of film for students undertaking postgraduate studies in visual representation, especially of the cinematic arts, but also students of art and design, fine art, photography and media communication. Crash attracts contributions from a broad range of disciplines and a special feature of the symposium is that it encourages a wide variety of approaches to, and subject matter from, the world of film.

City of Film is tightly linked to the Bradford International Film Festival; Artistic Director Tony Earnshaw is a member of the project team.

Bite the Mango

Bite the Mango is also organised through the NMeM. It started in 1995 as a platform for Black and Asian film makers and film making and has grown over the years to become one of the leading festivals of world cinema. The Festival is held annually in September and lasts a week.

After several years of focusing on Bollywood and Asian film, Bite the Mango has returned to its roots as a World Cinema Festival, drawing influences from South Asia, Africa, the Far East and Central America.

Alongside film screenings, the programme includes events and debates on subjects such as Religion in Film, Censorship, Muslims in Media, Faith in Film, and Children of the World (jointly with Amnesty International). The Festival often features high profile directors, producers and actors. At the 2006 Festival the theme was the 60th anniversary of the partition of the Indian Subcontinent, and it was well attended by representatives of the Indian and Pakistani communities in Bradford.

Bite the Mango 2007 screened over 50 new titles from around the world. The festival provided an environment of support aimed at local and regional film makers and community representatives.

Director of Bite the Mango, Addy Rutter is a member of the City of Film project team.

Bradford Animation Festival

2008 marks the 15th year of Bradford Animation Festival (BAF), the UK’s longest-running and biggest animation festival. The annual event customarily presents an array of screen talks, workshops and special events led by some of the industry’s top names. The Festival culminates in the annual Bradford Animation Festival Awards which celebrate the very best in new animation from around the world.

Guests for 2006 included Oscar nominees Joanna Quinn, BAFTA winners Marc Craste and Chris Shepherd plus contemporary German animator Andreas Hykade and Dreamworks’ Dave Burgess. BAF also hosted a tribute to stop-frame animator Paul Berry, a 30 year birthday bash for Cosgrove Hall, preview screenings of the new Channel 4
A new and innovative element of the festival, introduced in 2006, BAF Game: The Art of Gaming, continued in its mission to explore the overlap between video games, animation, film and art. Hosted by Guardian journalist, Keith Stuart, BAF Game featured a series of talks by industry creatives from such renowned studios as Sony Interactive, Rare, Lionhead, Revolution Software and Introversion. Workshops focused on how motion capture techniques can be used to produce in-game animation and Ricardo Grass and Eric Call demonstrated how to utilise Machinima to create complex films in a matter of hours.

Fantastic Films Weekend

The focus of the Fantastic Films Weekend (FFW) is ‘films fantastiques’, with the programmer’s presenting a selection of new and classic movies in the sci-fi, horror and fantasy genres. In June 2007, the NMaM held its sixth annual Fantastic Films Weekend, an event which has been steadily growing in attendance numbers and films screened.

In 2006, FFW welcomed to Bradford sci-fi author Brian Aldiss (A.L.I.: Artificial Intelligence, Frankenstein Unbound) and filmmakers John Hough (Twins of Evil) and Lawrence Gordon Cooperative Young Film-Makers Festival

The Cooperative Young Film-Makers Festival, which was established in 1996, is hosted by the NMaM. It gives young people under 21 the opportunity to take part in a series of workshops and seminars on film and to make their own short films which are then screened during the Festival.

Over the two days of the Festival, there are over 100 short film screenings, over 20 film workshops and master classes and opportunities for young people to find out everything they want to know about the film industry with advice from film experts.

Community activities

As well as all the official cultural venues, activities and events, Bradford also has a vast range of activities organised by Bradfordians for Bradfordians. These range from amateur camerad and film making events to groups supporting particular ethnic minorities. Some community activities are well established and play a central role in the lives of local people.

Bradford Community Broadcasting (BCB) is Bradford’s community radio station, run by local people. The station broadcasts full time throughout Bradford and the Aire Valley on 106.6fm and via the internet on www.bcbradio.co.uk. BCB is committed to providing dedicated and accessible radio for Bradford, broadcasting a range of distinctive and entertaining programmes that appeal to people in Bradford. BCB is well connected to the different local communities and provides coverage of issues with a Bradford flavour. For example, BCB provided live coverage of the International Indian Film Awards (IIFAs) from Centenary Square. It is this kind of visible broadcasting that helps BCB bring communities together.

City of Film has links with BCB through our Board member, Mary Dowson and it is through this link that we have initiated a regular film slot on the channel.

Film and media industries in Bradford

“Bradford is experiencing growth in its creative and cultural industries including film, media, digital and other clusters. Links to Bradford University’s strength in the visual arts and media have enhanced cluster development and the plentiful supply of reasonably priced warehouse and other space has provided accommodation for a range of new businesses. Bradford is beginning to see a new generation of creative and digital industries, established by graduates of the University, by former employees of the larger companies (such as Pace plc or Filtronics) and by others with an entrepreneurial leaning. There are 20 such businesses housed within Velocity, the specialist digital industries incubation centre at Listerhills and several more at the Design Exchange in Little Germany.”

Above: Pace plc Headquarters, Saltaire Below: Bradford’s picturesque Little Germany, location for LA without a Map

Piers Temple, Film Producer and City of Film Board Member

“There is so much talent in Bradford and gaining UNESCO status will enable film makers and all those involved in the media to gain confidence and drive home that the city is competing on a global platform. The status will undoubtedly play a key role in Bradford’s future trajectory and we know it will deliver real benefits to the wider community - in my opinion Bradford is the natural choice to become UNESCO’s first ‘City of Film’”

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John Sanborn (Creative Director, eBay). The programme showed the effects of digital connectivity across the entire spectrum of the media industries both creatively and economically. B.TWEEN 06 also presented an interactive showcase of cutting edge content and technology that included two specially commissioned ‘social networking’ projects. B.TWEEN has brought together major buyers from the broadcasters, mobile network operators and content aggregators with content developers and technology companies. It also provided an exhibition space for innovative film and multi media content to be shown on diverse platforms including mobile phones, cinema screens, and the Big Screen in Centenary Square.

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Germany; others take advantage of the relative affordability of
much of Bradford’s post-industrial business accommodation.
Many of these small companies are already supporting the
next generation through their involvement with the new
Creative and Media Diploma for 14 to 19 year olds.

Bradford’s commitment to the knowledge economy is
demonstrated through its investment in the Advanced Digital
Institute (ADI), developed in conjunction with Yorkshire
Forward. The ADI is a hi-technology development and
innovation centre which helps SMEs and larger enterprises
to develop innovative, new, high value products and services.
It achieves this by stimulating creativity and innovation in
local companies through advice and specialist technical
support for product development.

A recent mapping study of the creative industries in Bradford
estimated that there are up to 1,500 businesses in Bradford’s
wider creative sector, employing over 5,000 people. A sizable
53% of the creative sector workforce is made up of women
and 19% are from ethnic minorities. This represents a
healthy young cluster, bringing high value jobs to a
redesigning city. Many of these businesses are operating in
screen related areas including film, TV and new media.

“Bradford will bring individuality to film projects”
Barry Hanson, Film Producer and City of Film Board Member

Another key strength within Yorkshire’s digital and creative
cluster is games. The region is home to 35 companies
working in the games industry at global level, including four
of the top 100 best performing studios in the UK. The games
and film industries are becoming so closely linked that there
are many joint launches of film and game titles.

This is an area that Bradford can develop further, stimulating
its games and interactive companies, supporting industry
events and continuing to deliver training and educational
opportunities at the Department of Informatics at University of
Bradford.

Propeller

Propeller TV is Yorkshire’s own digital satellite TV channel and
the first digital satellite channel in Europe to screen 100%
new and original programming. Propeller was launched on
the Sky platform in February 2006 and is supported by
Yorkshire Forward, the Learning & Skills Council, Higher
Education Funding Council and Skillset. Propeller is an
important resource for Yorkshire, given the challenges
faced when first entering the film and media industries.
The support Propeller gets through its funding partners
(£5.2 million initial investment was awarded to set up the
channel and to take it through to 2009) is indicative of the
region’s commitment to disseminating locally produced
film and media content.

The channel shows productions made by students, young
people, recent graduates and other emerging talent. Its
programming includes animation, drama, film, music and
comedy. For many young and emerging film makers in
Yorkshire, Propeller provides the first major outlet for
showing their work in public.

Many of Bradford’s young film makers have had their
titles screened on Propeller and we have already discussed
the possibility of a Bradford slot within the programme
schedule.

Film production

From animation to special effects, facilities and production,
there are many companies in and around Bradford involved
in the film making industry.

There is a range of facilities companies based in Bradford
itself and no shortage of crew and freelancers. In addition,
the city is well connected to Leeds where there is an
excellent range of film and sound studios.

Visiting production companies have easy access to studios
in the wider Yorkshire and Humber area including: Northern
Studios in Wakefield, Magna in Rotherham, Highfield Orange
in Selby and The Leeds Studio, CBF Media, Elite Television
Production, Transformer Studios and Vision all in nearby
Leeds.

Post production facilities are also available in nearby Leeds.
These include Darkhorse Graphics, Elite Television
Production Facilities, Film Lab North and Gearbox North.

Examples of production companies, studio provision and
post production facilities are given in the Annex to this
document.

Screen Yorkshire offers a range of services for production
companies wishing to film throughout Yorkshire and
especially in Bradford, including:

• locations database – this is a register of locations within
Yorkshire, beautifully photographed and categorised
according to the age and type of location. It is a searchable
online resource, with an accompanying service from
Screen Yorkshire’s film office staff. Prospective film
makers receive personal support in choosing and using
locations. The Bradford City of Film project team has
committed additional funding to ensure that the database
contains particularly comprehensive locations information
for Bradford. There will also be a link between City of
Film’s website and the appropriate section of the Screen
Yorkshire website database. This approach maximises
benefits to Bradford and avoids duplication

• a dedicated Production Locations Manager who
co-ordinates the team and ensures that everything runs
smoothly for the production, including liaising with police
and local councils and helping to organise
accommodation, facilities and crew. Again, there is a close
link with the Production Locations Manager to ensure that
Bradford is a key focus.

Screen Yorkshire is able to offer financial support for
productions either using Yorkshire talent or filmed in the
region. For example, it recently supported the feature film
This Is England to the tune of £105,000.

Over the last three years, Screen Yorkshire estimates that it
has attracted around £45.7m in inward investment to the
region. More than £2.8m of investment for the 2004–7 financial
year was recorded against organisations with
Bradford postcodes.
During these 3 years a variety of films and TV productions have been made in and around Bradford. One was the short film Private Life (2006) directed by Bradford born Abbi Robinson. Another example was Brideshead Revisited (2007). Further examples are found on page 13 of the History and Heritage document.

Despite Bradford having a strong tradition in film and media, many of its most prominent film makers have moved away to live and work in larger centres such as London or Los Angeles. However, many retain strong ties to their home city and in some cases have returned to make films or to help support the new raft of emerging talent. This is the case with some of our Bradford City of Film board members including Steve Abbott, Barry Hanson, Amanda Nevill and Pilie Tempert. We are proud that our veteran film makers retain strong links with their home city and continue to practice in and for the benefit of Bradford.

Education and media literacy

Bradford already offers many opportunities for a diverse range of people to access education or training in film and media related subjects and is committed to the promotion of media literacy. There are film and media options available within formal and informal education, and covering the full range from schools to further education, higher education and professional training. Partnership projects are also in evidence, with links being established between these providers and between schools and industry through Creative Partnerships projects.

The University of Bradford

The University of Bradford produces around 10,000 graduates per year, and its Department of Electronic Imaging and Media Communications (EIMC) in the School of Informatics has been a pioneer in the development of teaching and research in digital media since 1991, offering undergraduate and postgraduate courses in collaboration with the NMM. The EIMC department is renowned for its teaching in film and related studies. Courses on offer include:

- Computer Animation and Special Effects
- Computer Games & Interactive Media
- Media Studies
- Media Technology and Production
- Digital Cinema

The University of Bradford has recently opened a £400,000 digital arts facility within the wider setting of a £120m redevelopment of the University itself that is due for completion in 2009. As part of the redevelopment, there will be new learning and teaching facilities including production studios, production offices, IT facilities and classrooms.

Animation is a particular strength within the University of Bradford and the staff and students of the University are involved as partners in the Bradford Animation Festival. Former students have also been involved in the interactive media festival, B.TWEEN.

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It is estimated that around 50% of graphic and multi-media students remain to work or set up their own businesses in the region. This is a sizeable number to build on but the aim of Bradford City of Film is to increase retention still further.

Former students of the University of Bradford have worked on recent notable UK films including the James Bond and Harry Potter series, and on Batman Begins, Bridget Jones’s Diary, and Thunderbirds. Other students have gone on to set up their own successful media companies such as New Media Collective, C40 Media, Brand82, Vex Films, Shoot Productions and Studio 163. The founders of Freeserve, the UK’s biggest internet service provider until its take over by Orange, were also former students. City of Film has strong links with the University and is fortunate to have Ian Palmer, from the Department of Informatics, on the City of Film board.

Bradford College of Further Education has around 24,000 students. It has absorbed the Art School whose most famous alumnus is David Hockney.

Skillset Media Academy

A special partnership has been formed between the School of Informatics at Bradford University, East Coast Media at Grimsby Institute and the NMM. The joint facility provides:

- 3 TV studios
- 8 multimedia production rooms
- 10 digital video editing rooms
- motion capture suite
- 2 digital photography and imaging studios
- darkrooms
- 8 general purpose IT labs
- lecture theatres and cinemas
- newsroom
- bookable equipment for recording, production, portable editing and mobile content
- TV broadcast centre, broadcasting two channels to Sky and NTL.

The partnership’s activities are based on strong industry links and tackle diversity as one of its key priorities. The partner institutions have each fostered strong track records relating to student diversity of opportunity. The Academy status will help the University of Bradford to build both its reputation and its capacity with respect to film and media training and education.

Further education

There are also opportunities for film and media related studies in Bradford’s further education institutions. The West Yorkshire Training Access Point (WYTAP) funded by the Learning & Skills Council and Yorkshire Forward provides a directory of courses, training and learning opportunities in
Creative Partnerships

Creative Partnerships is a national programme, managed by the Arts Council. It cuts across the education, skills and culture agendas and is aimed at helping young people and teachers to develop their creativity in order to build the capacity of the creative industries.

Bradford is one of Creative Partnerships’ 36 regional bases. Decisions relating to the location of the offices were influenced by the perceived level of need, based on factors such as the deprivation index. However, the level of interest and commitment shown by the City of Bradford Metropolitan District Council was also a major factor in securing an office in the city. It has gone on to be one of the most active of the regional offices.

Creative Partnerships operates across art forms but has a strong interest in film related projects. In Bradford it is working with 23 core schools including primary, secondary and pupil referral units. The vision is to help raise the confidence and ambitions of Bradford’s school children by giving them the chance to encounter high quality creative and cultural opportunities. Film, with which children are already familiar through their exposure to cinema and DVDs, is recognised as particularly important in this approach to education and learning.

Other projects Creative Partnerships have run in the Bradford area include:

• Inspiring Creative Thought – years two, four and six at St Stephen’s CE Primary School in Bradford worked with Diversity Dance, Bradford Community Broadcasting and Studio 163 on a series of workshops in film, radio, new media and dance in order to raise confidence, maximise the use of ICT and encourage better partnerships in the school

• local filmmakers Studio 163 were involved in a multimedia residency at Hothfield Primary School, working with the children to use technology and filmmaking in new and creative ways

• Playground of the Imagination – this project focused on the work of Balraj Khanna and combined art forms including dance, music and visual art as well as digital media

• Our Lady of Victoria Radio Project – run in conjunction with

Schools and young people

Media literacy is one of the key concerns for City of Film’s future action plan. Within Bradford some schemes have already been piloted with schools and young people, through Creative Partnerships, the NMeM and other initiatives.

Some recent media literacy related activities in Bradford have included:

• Inspiring Creative Thought – students from St Stephen’s CE Primary School in Bradford recently visited the Houses of Parliament to interview Bradford MP Marsha Singh. The interview was broadcast live on Bradford Community Broadcasting

• students from Challenge College have been working on a multimedia exhibition using video and photography skills. They are also working on a project in school linked to the Bollywood Jane production that was shown at the Yorkshire Playhouse.
Community projects, these may also help to introduce new people to take a next step (either for themselves or their friends or children) to consider more formal educational routes.

Some of University of Bradford’s community projects include:

- **the Community Media Project**, using vans equipped with media facilitation to go out to communities. It has engaged over 2,000 individuals and 85 community groups. The project gained a national Beacon Award in recognition of its achievements relating to engagement with diverse groups.

- **through the Skillset Equal Project**, administered through Screen Yorkshire, the University of Bradford has been commissioned to run a scheme for BMEs and economically disadvantaged groups. The scheme, Global Stories, uses professional mentors coordinated by the School of Informatics. Films from the scheme were premiered during the IIFAs in June 2007.

- **the School of Informatics** has also obtained funding from the Joseph Rowntree Trust for a project called ‘Our Lives’ that aims to teach film production skills to women living in inner-city Bradford.

- **Youth TV** is a joint project with the NMeM that targets socially and educationally disadvantaged groups. Participants initially take part in half-day workshops before going on to more extensive media production sessions.

Informal learning plays a crucial role in areas such as Bradford where formal qualifications are less abundant. There are particular issues relating to minority groups (including women within these groups) who face exclusion due to their lack of basic skills.

Bradford Community Radio, there are plans to extend future phases of this project to include film as well as audio. Combining elements of the whole school curriculum, this initiative gave children basic recording, interviewing, reporting, editing and script-writing skills as well as an opportunity to express themselves to a wider audience.

- **Reaching for the Moon** – this involved years three and four from Guard House Primary School in Bradford working with digital media and film to investigate new ways to enhance the curriculum.

- **Creative Partnership and Artworks** - they collaborate on promoting creative careers to Bradford students, including TV, film and ways into Indian cinema.

These projects are good examples of children having the opportunities to get involved in the creation of film and media content, rather than just being passive viewers. They help build confidence, give children more rounded experiences of education and stimulate basic skills in general communication.

Informal learning

Informal learning plays a crucial role in areas such as Bradford where formal qualifications are less abundant. There are particular issues relating to minority groups (including women within these groups) who face exclusion due to their lack of basic skills. Community projects are important in raising confidence and for encouraging social participation as well as for developing communication, organisational and management skills. In some cases participants on community projects go on to more formal training routes for careers in film or media related areas. The main providers of community based film and media education in Bradford are the University of Bradford, the NMeM and the WOW Academy.

University of Bradford

As well as having a commitment to a diverse student intake at undergraduate level, the University also has close links to the local community through its informal learning offerings. It offers a variety of film and media projects with and for the local community. As well as the direct benefits of such community projects, these projects may also help to introduce new people to take a next step (either for themselves or their friends or children) to consider more formal educational routes.

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The NMeM

The NMeM also plays an important role in providing informal education. As well as the education programmes that run alongside the festivals, the Museum also offers an extensive series of informal short courses throughout the year that are open to all-comers.

The NMeM also offers courses under the title Film Extra. These draw attendance of around 40 for each event. Of these, 70% are from Bradford while others travel from as far afield as London. These have included events such as:

- **Robert Roselli Centenary Day School**

- **a Saturday day school on ‘Riding the Korean Wave’**
related to the media industries with the Bradford Foyer each week. The Centre works in conjunction with media training providers, production companies and broadcasters to offer young people the opportunity to use state of the art media production facilities and industry standard equipment. The Bradford Foyer Media Centre has also developed a number of local and national partnerships including the NMeM, BBC Leeds and Manchester, BT and bmmedia. Foyer Media Centre will be one of the key delivery partners for City of Film.

Bradford Film Network
Bradford Film Network provides support and encouragement to existing and emerging filmmakers and other creative practitioners working with film and video. It helps increase their awareness of and access to the film industry as well as exposing them to new ideas and opportunities. It does this by providing:

• networking opportunities
• seminars and presentations by industry figures
• opportunities to show new work and get feedback
• professional development and training
• access to collaborations and commissions

Bradford Film Network is run by Fabric, Bradford’s arts development organisation, in partnership with Bradford City of Film and the National Media Museum. Fabric also curates its own strand of short films on the Bradford Big Screen and commissions new work from Bradford based filmmakers and artists.

Joining it up at Lightwave
Lightwave is a planned future ‘creative works arena’ for the creative industries, the media and the arts. Lightwave will combine the facilities of the University, the NMeM and the Central Library with work space, showcasing galleries, live performance spaces, recording and broadcasting studios and webcast and broadcast channels. The initiative has the potential to become Bradford’s, and the region’s, window onto the digital future. Five partner organisations are leading the development of Lightwave: Bradford Metropolitan District Council, the NMeM, Bradford University, the Learning & Skills Council for West Yorkshire and Bradford Centre for Regeneration. Clearly, there is significant integration with City of Film.

Lightwave aims to:

• support new opportunities for education and learning, growing the skills base and providing a platform for employment in the creative industries sector
• provide a focus and act as a catalyst for the development of leading edge digital technologies
• provide a focus and a showcase for cultural and creative industries, one of the growth sectors of the UK economy
• enhance and develop the existing offer of the Lightwave partners and exploit synergies across the sectors

It will be one of the central elements of Bradford’s physical regeneration and contributes to the development of the creative industries cluster. Lightwave will provide a physical focus for many of the proposed City of Film activities, for the partners and potentially for the City of Film organisation itself.

Bradford City of Film
This volume has set out the strategic background to City of Film and the main partners, and described the current assets of the city. In the accompanying volume, City of Film – Vision On, we work from the present day and build a case for increased co-ordination and activity through the City of Film project.
Annex: examples of provision in and around Bradford

Studio provision in Yorkshire and Humberside

<table>
<thead>
<tr>
<th>STUDIO NAME</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>Northern Studios, Wakefield</td>
<td>Dimensions: 139 ft x 139 ft (42m x 42m) 12m (1.2m) of clearance to the lighting grid. Facilities include: removable stage, space is fully soundproof, facility is rented dark. Lift accessed walk-round lighting grid, large drive in bays with roller doors, rooftop-hanged.</td>
</tr>
<tr>
<td>The Leeds Studio, Leeds</td>
<td>Dimensions: 169 ft x 136 ft (50.37 m x 41.5 m) Grid at 36 ft (11.02 m) Height of ceiling 20 ft (6.10 m) Height of Cyc rail 22 ft (6.71 m) Facilities include: Rebuilt fully equipped, sound proofed studios, dressing rooms, green rooms, hair and make-up rooms, studios having lighting grid and viewing platforms, plus blue screen and roller doors.</td>
</tr>
<tr>
<td>Magna, Rotherham</td>
<td>Dimensions:</td>
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<tr>
<td>Studio one: 190 ft x 65 ft (57.90 m x 19.81 m)</td>
<td>120 ft x 39 ft (36.58 m x 11.91 m) Grid at 40 ft (12.19 m) Height of Cyc rail 22 ft 6 in (6.86 m) Height of Ceiling 20 ft 6 in (6.25 m) Facilities include: 2 studio spaces, roller doors, in-house AV team can supply audio, lighting and sound.</td>
</tr>
<tr>
<td>CBF Media, Leeds</td>
<td>Dimensions: 69 ft x 35 ft (20.96 m x 10.67 m) Height 22 ft (6.75 m) Facilities include: soundproof studio, can be dry hired or hired with equipment and crew as required.</td>
</tr>
<tr>
<td>Elite Television Production Facilities, Leeds</td>
<td>Dimensions: 289 ft x 139 ft (88.13 m x 42.42 m) Facilities include: studio sound stage with Cyc and cox, ready rigged Cyc lighting car, crew and camera equipment rental avoidal.</td>
</tr>
<tr>
<td>Transferhouse Studios, Leeds</td>
<td>Dimensions: Over 13,000 sq ft of studio space. Facilities include: High seven height of studio space, quiet location on a private industrial estate, car park can accommodate up to 140 vehicles, boardroom/director suite available on site.</td>
</tr>
<tr>
<td>Nightfield Grange, Selby</td>
<td>Dimensions: Set in approx. 2.8 hectares (7.1 acres) of land that were converted into the film and theatre school in the early 1990s. Facilities include: All the stage and studio suites, 6 edit suites, 220 seat theatre complex, voice and sprung floor dance studios, production offices and workshops, scenery stores, green room, film cutting room and library, video cinema, on site accommodation.</td>
</tr>
<tr>
<td>Vaux, Leeds</td>
<td>Dimensions: Studio height: 10 ft to 5 m x 3 m Facilities include: purpose built edit and studio facility in Leeds, facilities available on both wet and dry hire basis, edit suites - 4 studio to suit all, recording studio.</td>
</tr>
<tr>
<td>Stone Studios, South Yorkshire</td>
<td>Dimensions: 305 ft x 80 ft (93 m x 24 m) 300 ft x 80 ft (93 m x 24 m) (an extra 300 ft x 80 ft can be added by removing a moveable wall section), 180 ceilings. Facilities include: drive in doors (both ends of buildings), equipment hire (inc. lighting and digital capture).</td>
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Production facilities

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<tr>
<th>FACILITIES NAME</th>
<th>DESCRIPTION</th>
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<tr>
<td>Vix Films, Bradford</td>
<td>Description: Primarily a video production company, offering 3D stereoscopic animation and computer generated imagery in conjunction with video. Can produce videos in any format for any media, together with websites, touch screen systems, projection systems, plasma screens and Endos. Worked recently with such companies as the Bradford Bulls, Yorkshire Planetary and Innsmouth House.</td>
</tr>
<tr>
<td>Studio 163, Bradford</td>
<td>Description: A digital video, animation and audio production company. It encompasses a wide range of media production areas, from film and television through to commercial and educational commissions. Recently launched Acacia Educational to work with primary and secondary schools to introduce multimedia into the national curriculum, and provide student scholarships and work-related training.</td>
</tr>
<tr>
<td>Fincher Films, Bradford</td>
<td>Description: A film and video communications production company specializing in production of family films dealing with real issues and corporate educational videos is a broad range of sectors including public, private and charity. Helps corporate organisations solve problems and enhance organisational learning.</td>
</tr>
<tr>
<td>Clapham Productions, Bradford</td>
<td>Description: A small film production company aimed at producing films of social consequence and helping to give others a voice through film making. Primarily concerned with character-based documentary film making.</td>
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Post-production facilities

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<tr>
<td>Elite Television Production Facilities, Leeds</td>
<td>Facilities/Services include: Post-production one stop shop, Smoke HELS editing, Audio post with pre-tools, AudioVision and on site online, Computerised Video Balustrum Camera system, Machine room with most format VTRs, DVE encoding, authoring and duplication, 3D Studio Max graphics and combustion.</td>
</tr>
<tr>
<td>Film Lab North, Leeds</td>
<td>Facilities/Services include: Only 125 ft lab outside London to provide super 16 and 35mm development at a single location, Complete range of film processing and printing and negative transfer (including overnight rushes services).</td>
</tr>
<tr>
<td>Gearbox North, Leeds</td>
<td>Facilities/Services include: Hire and sales office (located within the VTR North Post Production facility in Leeds)</td>
</tr>
<tr>
<td>Mezzo, Leeds</td>
<td>Facilities/Services include: Offers a full range of in-house post production facilities including: Four on-line Avid edit suites, Motion graphics department equipped with Softimage XSI, After Effects, Compositing and finals.</td>
</tr>
<tr>
<td>MGS Facilities, Leeds</td>
<td>Facilities/Services include: Supplies camera equipment and crew in the UK. Computer graphics department is based around Paintbox Express, Silcon Graphics running Softimage 3D Extreme and Avid Mediator, Editbase is also available.</td>
</tr>
<tr>
<td>Matrix, Leeds</td>
<td>Facilities/Services include: Full HD edit suite running Final Cut Pro HD, Motion graphics suite with 2D and 3D animation running Softimage Kit and After Effects, Full Production service.</td>
</tr>
<tr>
<td>VTR North, Leeds</td>
<td>Facilities/Services include: Provides video, sound and 3D post, Offers full client package from pre-line to editing and graphic post graphics, Facility is SD/HD capable and includes Strike, Pro Tools HD, Wes, HD-25, Henry and Final Cut Pro edit suites.</td>
</tr>
</tbody>
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