

Introduce your specific project

In the slideshow are two slides where it would be good to show films to illustrate what is envisaged. These can be downloaded online at:

<http://www.bradfordnewcity.com/default.asp?Page=50>  
or on youtube, type in Picture a City.

On this site there are also other films which may be of use to your project.



Do you need to start with the basics? Does everyone know where Bradford is?

What's Bradford famous for? Have any of you learnt in history about the Industrial Revolution? Well here in Bradford we were at the heart of it and our main trade was in wool. In fact Bradford was one of the richest cities in the UK.

The name Bradford actually means 'Broad-ford' – does anyone know what a ford is? –**noun** 1. a place where a river or other body of water is shallow enough to be crossed by wading.–**verb (used with object)** 2. to cross (a river, stream, etc.) at a ford.

Water was a really important reason why Bradford became so rich because of the wool trade and now again – water is becoming really important as we transform the city centre.

## Bradford city centre

- How often do you visit?
- What do you go for?  
National Media Museum  
Alhambra / St Georges  
Shopping

**What do you want?**



How often do you visit the Bradford city centre?

When you do go, what do you go for?

500,000 people live in Bradford District and should be using Bradford as their main city for shopping, eating out and enjoying themselves. At the moment, quite a few people go to Leeds or elsewhere instead.

So, what would you want in Bradford that would make you go there?

# Picture a City DVD



Well, there's not an immediate answer and we obviously have to make a city centre full of things everyone wants including attractions that appeal to people of all ages.

It's a pretty big job changing a city centre – knocking down buildings, changing roads and attracting investment.

Now we're going to watch a quick film which was made six years ago when people in Bradford started re-envisaging how we wanted the city centre to be.



So that film showed you the city centre masterplan. You must remember that's the big vision – in reality some of these projects can be taken forward and others can't. It's not going to happen overnight - this is a 20-year plan.

Since 2003, the city has been working with these ambitious plans to see how we can make them a reality. Bradford had to think big, to get big – to achieve what we all want for Bradford – a revitalised city.

Remember I told you that Bradford means 'Broad-ford' – well the city centre actually sits in a bowl and a beck runs right under the city. On the film and on the screen you can see a big lake around city hall – the starting point and over the years we have worked with this design to see how we can make it work in a modern UK city.



Here is another film – this one shows the City Park / Park at the Heart design back in 2007. *(Park at the Heart was the name of the scheme in 2007. It was changed to City Park to reflect our ambitions for the scheme as a destination)*

Along the journey from the masterplan image of a lake around city hall, the designs have changed after consulting to residents, businesses and potential investors.

Now in 2009, we're building this...(next slide)



City Park



Six years after the Bradford Masterplan questioned ‘Can we get rid of the concrete we don’t want and build a park?’ that vision is starting to become a reality.

This is the City Park – it’s a six-acre space right in the middle of Bradford which contains the mirror pool – the largest city centre water feature in the UK. It’s not like the lake we saw on the film – it’s really flexible and can be used full, or you can walk across the causeways or we can drain all the water out and hold concerts, markets and large events. There are over 100 fountains and really interesting light, sound and mist effects. The fountain in the middle is as tall as seven double-decker buses!

What a great place to sit and eat your lunch, bring visitors too or dip your toe in on a hot day.



Concerts, markets, theatre,  
sports...



Events like markets and concerts are a really important part of the City Park. Wouldn't it be great if you could come and see your favourite band in Bradford?

The park is being built to hold events – all the lights and sound cables are in and the paving is so strong you can drive big event wagons across it so they can set up stages etc. We can drain the mirror pool fully and hold up to 10,000 people in the space.

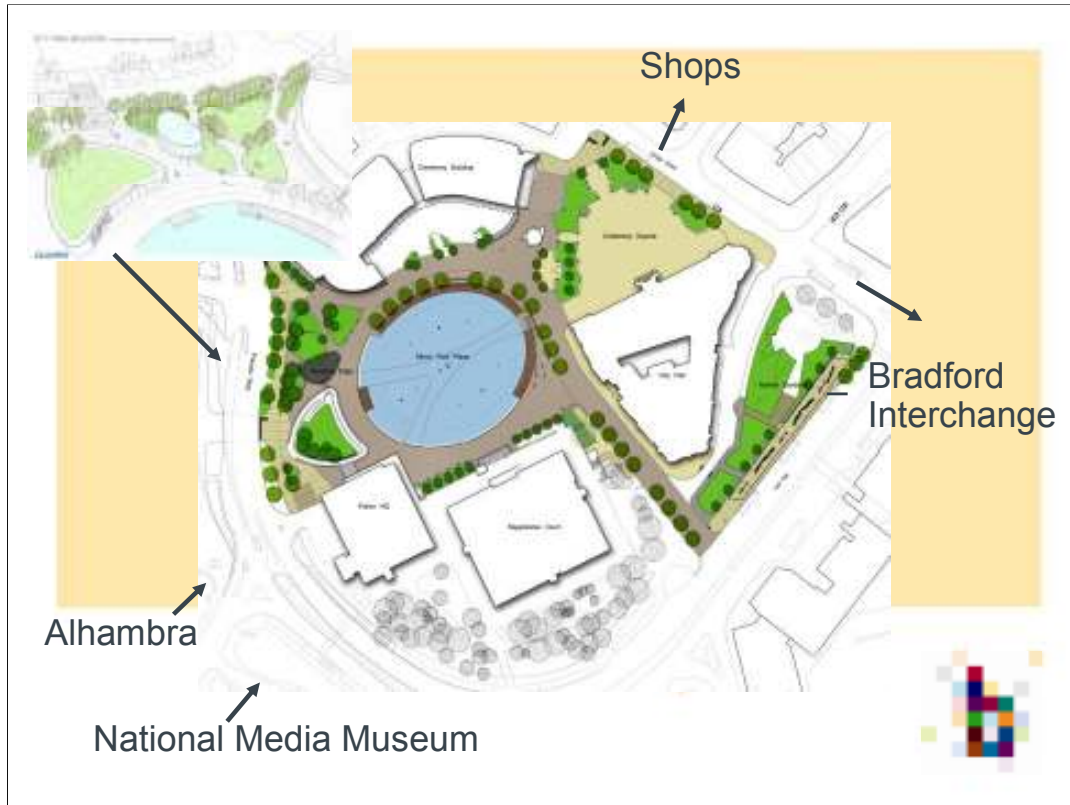
It's really important that we create an attractive city centre so people want to come there and the City Park is the start of many things changing in Bradford.



The other aspect of the City Park is that it will bring together all the changes happening in the city centre. You may have seen some building work happening on the shopping streets or up near the university and college.

Well, all of these projects come together under the big masterplan for Bradford City Centre and the City Park is at the heart of that – it's the glue that brings the city together.

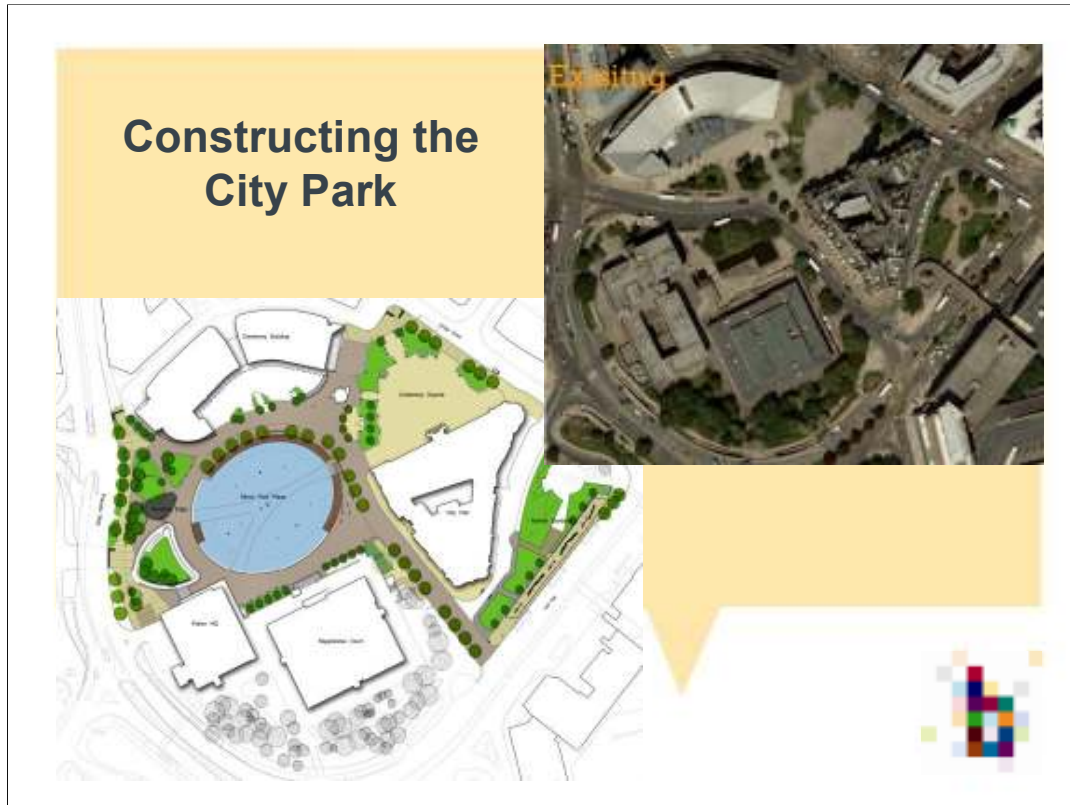
An important development is the planned business district around the edge of the park (where the former police station and current magistrates court are). This will bring in the businesses and investment that Bradford needs. The City Park will be their front garden and will be a great draw for businesses to come and locate in the city centre.



So this is what we are building – the plan view.

Take a moment to orientate yourself using the city's landmarks such as the Alhambra or the National Media Museum.

In the middle you can see the mirror pool – remember it's the largest city centre water feature in the UK. Other elements of the park are the two buildings in the park (shown in the image on the left top corner). Firstly the large building is called the pavillion and this houses the tanks for the mirror pool underneath, public toilets, wardens office etc. It's grass-roofed and at ground-level at the back so you can walk and sit on top of it and look over the park. The rather different-looking building up on stilts is the media pod which houses the events control room, CCTV and a dressing room for big stars that come to play in the park. This is accessed via a drawbridge onto the top of the pavillion. Other important elements are the trees, green spaces, art installations, street furniture and high quality paving.



To get from this to this (pointing to pictures) is a tricky job, whilst keeping the city centre active and usable. All this in 18 months.

(see separate downloadable presentation from Birse Civils Ltd which details the construction schedule, how they plan and the economic and environmental sustainability of the construction of the scheme)

### **Major stages of building the city park:**

- **Demolishing part of the police station** (only part of the building can be demolished as the cells for the Magistrates Court (next door building) are under the old police station. This is an important demonstration of the realities of translating the big vision into reality)
- **Closing Channing Way** – a major bus route – new bus stops have to be built across the city and junctions changed
- **All the utilities** such as gas, water and telecomms which run under the road have to be relocated around where the mirror pool will be (so the mirror pool doesn't have to be dug up if there is a problem)
- **Building the largest city centre water feature in the UK**, with 100 fountains, lighting, sound etc
- **Making sure everyone using the city centre can still get around whilst it's built!**

# Volunteers – Why are we building the park?



Ok, so you've heard about the big plans for Bradford and in particular the City Park. I'm sure you can all see that's it's an attractive park, but maybe aren't sure why we're building it.

Now I need **7 volunteers**:

- Builder – hard hat
- Investor – Cash
- Business person – folder
- Restauranteur – Chef's Hat
- Pop Star – Wig
- Shopper – Shopping Bag
- Student – Rucksack

(Use the regeneration journey sheet and props if possible. Introduce each person and how they fit into the journey and how it is all connected. Right now we are in the building phase, with some investors and businesses already here. Need to demonstrate that it's not a clear cut process)



So hopefully now you understand a little about what is happening in Bradford city centre, a little about the City Park and why it's vitally important for the city.

Tell your family and your friends, spread the word that Bradford's changing. All of this work is happening for **you (the students)** – so you can secure better jobs, enjoy shopping and visiting the city and once again seeing it be one of the richest cities in the UK. With your help and belief – we can make it happen!

Introduce your specific project. Enjoy!