



Re:Born in Bradford @ The Loading Bay

Project Leads



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Also Involved



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Idea

Host a party during an apocalyptic event – Turning 18!!! An exhibition style event filled with activities, turning the Loading Bay basement into a bunker.

A dramatic, cathartic and fun send-off to childhood: Encouraging new exciting beginnings in adulthood.

Inviting young adolescents to respond to the key findings of Born in Bradford and what it means for their future.



Born in Bradford

Born in Bradford has dedicated the past 18 years studying the lives of young people in Bradford from birth to adulthood.

While the epidemiology focuses purely on observations, with their findings representing the general population, we're interested in engaging the opinions and experiences of individuals during our event.

Born in Bradford will be included in this event by using the key findings to form the basis for our activities and installation. Reflecting on and celebrating their research.



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BiB Key Finding Topics

- [Air Quality: Pollution and Health](#)
- [Diet, Nutrition and Obesity: A Growing Appetite for Change](#)
- [Families working lives and young people's mental health](#)
- [Genes and Health: Inheritance and Risk](#)
- [Green Space and Health: Evidence and Interventions](#)
- [Harmful Exposure: Chemicals and Health](#)
- [Improving the Evidence Base of What Works to Give Children the Best Start in Life](#)
- [Physical Activity and Sedentary Behaviour: Evidence and Interventions](#)



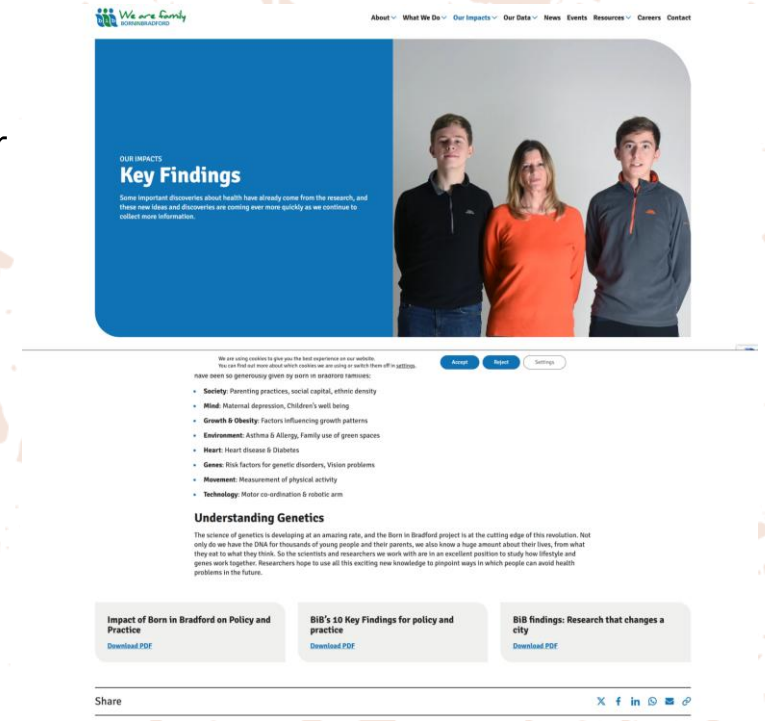
Activities

Activities will directly respond and include the key findings of BiB which will be finalised once we've met with BiB. We want the activities to feel immersive, engaging and educational for the attendees, whilst offering a wide variety to cater to as many needs and preferences as we can.

- Refreshments – Centring around the finding that we are exposed routinely to harmful chemicals, visualising this with ingredients such as tonic water which glows under UV light.
- Dancefloor - Centring around the finding that youth are less active
- Plant planting activity in response to the finding that the air quality in Bradford is poor, including indoor air.

Each activity will have its own designed poster with infographics/ interpretation display to explain how it responds to the BiB findings.

All activity ideas are in development and are not finalised



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Audience

16 – 25-year-olds. A focus on targeting participants of Born in Bradford to attend. We anticipate that the event will accommodate 100 people.

Will be also market to individuals who do not/ did not have the time, finances or may feel socially isolated to have their own "18th Party", to bring together those from all areas of Bradford.

We aim to ask young musicians and artists to perform at the event, where friends of theirs may attend too.



Why is it Important?

All young people will experience the transition to adulthood which can be a difficult time. This provides an entry level way of addressing this.

Access to big celebrations aren't always available in Bradford. This event gives the young generation of Bradford something powerful and homegrown.

It's a chance to celebrate their coming of age with an experience that's made for them, by them, right here in their own city which offers an inclusive, imaginative way to process that transition together, through a fun themed event.



What's the invitation to young people?

The event will be an opportunity to celebrate and acknowledge the inputs of young people that help benefit the Born in Bradford project.

The activities will be tailored to be fun, interactive and engaging while also paying homage to BiB key findings. Young artists and musicians will also be invited to perform during the event.

Attendees will also receive a gift at the start of the event, responding to one of the key findings. (Giving Children the Best Start in Life)



Vision / Moodboard / Mock ups

Apocalypse, Science, Bunker, Retro

'Fallout' vibes

Volunteer actors



Media Inspiration



Set Dressing
Environmental
Lighting



Staff
Costumes



Refreshments

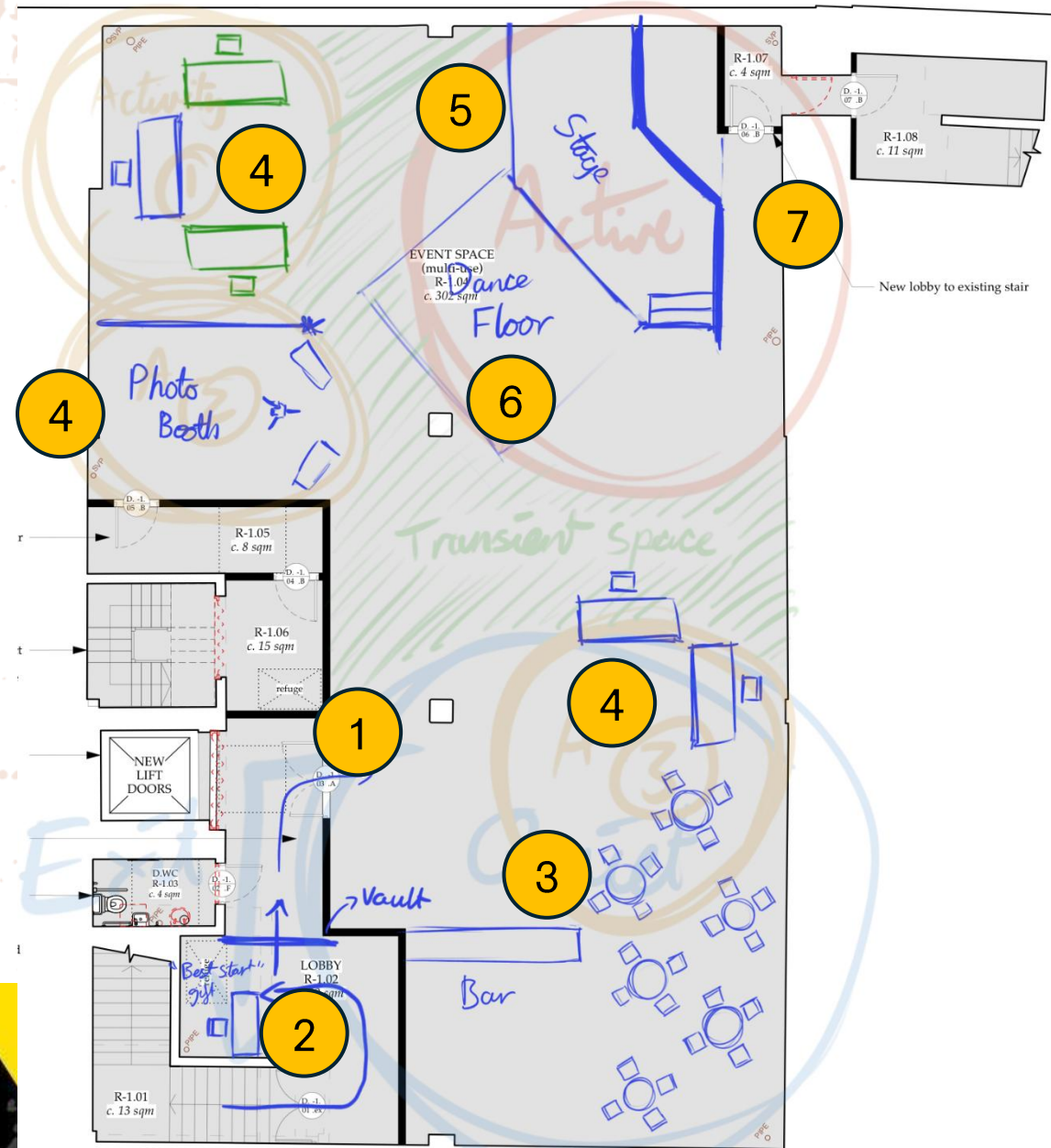


Food
Presentation
ideas



Sketch Plan

1. Entrance
2. "Best Start" Gift Table
3. Bar & Tables
4. Activities
5. Stage
6. Dancefloor
7. Emergency Exit





Production

Working with the theme of apocalypse, we will lean towards reclaimed and recycled materials, which would be cost effective. We will need to decide on a storage space and legacy plan for these items.

Source materials / props:

- SAIL Resource Hub <https://resourcehub.co.uk> - Old theatre sets and props
- Scrap Store – Sunny Bank Mills – Wide range of bits and bobs & unfinished paint tubes.
- Cardboard/ packaging from the office

Works with nostalgia, reclaiming old objects. The YC team will be involved in the making. Workshops before the event could be held to make the set and props



Timeline

Month	April	May	June	July	August																	
w/c	7/4/25	14/4/25	21/4/25	28/4/25	5/5/25	12/5/25	19/5/25	26/5/25	2/6/25	9/6/25	16/6/25	23/6/25	30/6/25	7/7/25	14/7/25	21/7/25	28/7/25	4/8/25	11/8/25	18/8/25	22/8/25	
Milestones	Who?																					
PHASE 1: CONCEPT & PRE-PRODUCTION																						
Creative development				✓																		
Team capacity scoped and roles defined				✓																		
Project lead establishes regular meetings				✓																		
Deligating roles					✓																	
Organise interviews with Born in Bradford																						
Theme / concept decided																						
PHASE 2: PLANNING & PRODUCTION																						
Scoping/ scouting artists and performers																						
Site Visit																						
tech meeting																						
sourcing materials																						
marketing and graphics																						
create an invite																						
music and activities																						
Artists and performers booked / contracted																						
Scoping for volunteers																						
Venue Technical and Set Design																						
create guest list																						
PHASE 3: DELIVERY																						
Installation																						
Rehearsals																						
soundcheck																						
invited test audience																						
PHASE 3: EVALUATION & WRAP UP																						

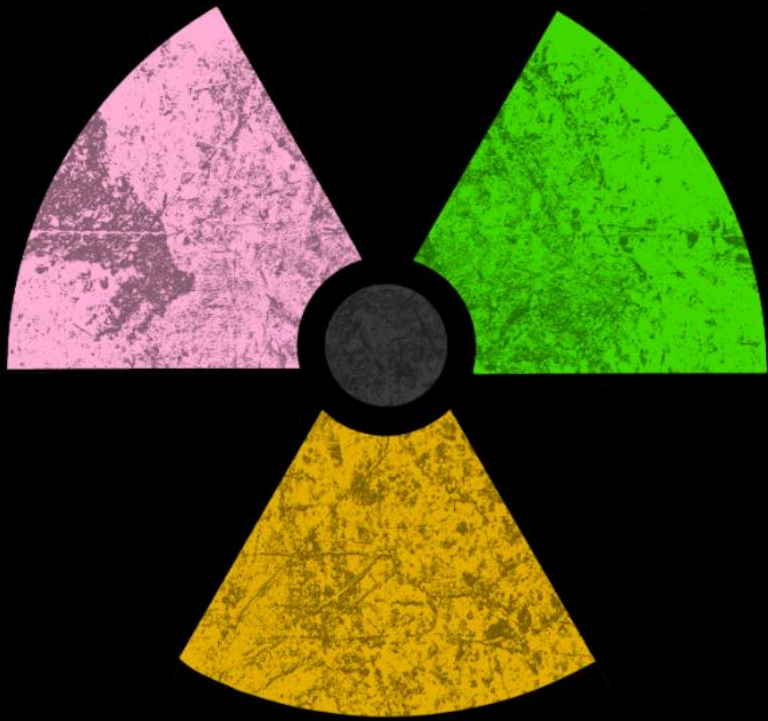


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Marketing & Socials

- Ensure all branding stays consistent (fonts, colours etc)
- TikTok Campaign - "Pack your survival kit" where we interview young people and ask what items they would save from their childhood
- Adverts could be in the form of warning/recruiting posters
- Sending Invite as a "Survival Pack"
- BD25/ BIB/ apocalyptic Snapchat Filter





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22nd August 2025

Date	Time	Activity			
	16:00				
	16:15				
	16:30	Event Set Up			
	16:45				
	17:00	Doors Open		Refreshments	
	17:15				
	17:30	Event Start: Opening Remarks		Refreshments	
	17:45	Opening Event	Activities Introduction		
	18:00	Activity 1(Short)	Activity 2 (Short)	Refreshments	
	18:15		Activity 3 (Short)		
	18:30	Performance 1			
	18:45	Performance 2		Refreshments	
	19:00				
	19:15	Activity 4 (long)	Activity 5 (long)		
	19:30		Activity 6 (long)	Refreshments	
	19:45				
	20:00	Performance 3			
	20:15	Performance 4		Refreshments	
	20:30	Activity 1(Short)	Activity 2 (Short)		
	20:45		Activity 3 (Short)		
	21:00	Closing act			Refreshments
	21:15	Closing Remarks	People free to leave		
	21:30	Performance 5			
	21:45	Performance 6		Refreshments	
	22:00	Event end & Clean up			

Itinerary

The inclusion of Professor John Wright who will open, close or give a Q&A at the event, will allow people to directly understand the BiB research project and give feedback directly to him.



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Outcomes / Measures of Success

More people attend: Tickets will be capped at 120 at most. If event sells out fast or demand is high, we will consider hosting another day.

Less people than expected: Increase marketing, push invites to youth pass holders.

We hope to inspire more youth curated events and that this event can benefit the BiB study.

Additional evaluation will be included, such as QR codes and exit surveys.



Closing Summary

- Title: Re:Born in Bradford (or BiB: After the End) “Keep Calm, Party On!”
- The apocalypse is a metaphor for the transitional stage of growing up. Through absurdity and catharsis, we hope to relate to people with this theme.
- Most of all, we want attendees to have fun!!

