

Sparkling Bradford

Call for Content for Sparkling Bradford Summer

Visit Bradford, Bradford BID, The Broadway Bradford, and Bradford Council, are currently working on the new **Sparkling Bradford website & Summer campaign**. This summer Sparkling Bradford will be changing from an events focus, to launch a dedicated website to showcase why Bradford still has its 'sparkle' and remind local people now is the time to enjoy their local area! The website will feature:

- The Great Outdoors
- Eat Local
- Shop Local
- Be Inspired (cultural experiences)
- Your Bradford.

How can you get involved and what do we want to know?

- It is FREE to join the Sparkling Bradford campaign.
- We will be featuring businesses on the Sparkling Bradford website and also through a social media and PR campaign.
- Please complete the attached form, tell us about your business, how your business has adapted during Covid and any new services you would like to promote.
- Has your business moved online? Have you designed a new take away menu or meal kits to be cooked at home?
- Are you offering click and collect or personal shopping? Do your customers need to book in advance? What can they expect when they visit?
- Can people still experience your attraction or event online? Can they join online classes or talks? Have you created blogs or videos to keep in touch with your followers?

Whatever you are doing we'd like to help you shout about it and let the whole Bradford district know there is still lots to sparkle about this summer!

Don't forget to use the hash tag #SparklingBradford on social media for your summer activities!

To be included in the launch, please complete the form below with as much detail as possible and send back to lisa.branks@bradford.gov.uk by **Friday 17th July 2020** ... if you need a bit longer it's never too late, we'll be updating our content throughout the summer.



SPARKLING BRADFORD SUMMER 2020

Name of Business	
Contact Name and Address	
Business Type	e.g. Retail / Food and drink / Attraction / Cultural Experience
Key Features / Activities to be promoted this summer	e.g. new ranges / opening hours / personal shop / click and collect / booking service / social media videos etc.
Website	
Phone number	
Email	
Social media	
Are you signed up for:	'We're Good to Go' Industry Standard: https://www.visitbritain.org/business-advice/were-good-go-industry-standard Yes/No

Please send high resolution pictures in jpg format (Maximum of 2 pictures) via we transfer.

In order for your event to be included in the Sparkling Bradford Summer launch, please email the completed form and pictures back to lisa.brankin@bradford.gov.uk by **Friday 17th July 2020**.