

Case Study: Bradford, Yorkshire

History:

- The majority of the economy was based on wool spinning and cloth weaving. Rapid growth in the industrial revolution meant that it became the 'wool' capital of the world
- However a decline in the wool industry in the 1950s meant that many jobs in Bradford were lost, and as a result people started to leave the area. As a result Bradford ended up in **spiral of deprivation**.

How has Bradford rebranded itself?

- The old woollen trade in Bradford has become the focus for rebranding in Bradford, and they used what is known as **heritage tourism** to rebrand themselves
- The Bradford district covers an area of around 150 square miles, in which 60% of this is open countryside and moorland. This means that people are not only attracted to learn about the history of Bradford, but also to enjoy the large areas of open countryside.

A range of activities have been opened in order to try and attract new visitors to the area, some of these are:

- Industrial Museum** - this museum has recreated what life would have been like in a 19th century woollen mill. In here shire horses illustrate how the factory would have worked, whilst mock cottages show the types of food and living conditions that workers would have had to stay in whilst working at the mill.
-
- The Alhambra Theatre** - this is one of the UK's best preserved Edwardian theatres. They have fully refurbished this building and still use it as a place to host musicals in the area.
-
- Saltwaite** - this is a Victorian village situated 3.5 miles north of Bradford, and was named after Sir Titus Salt who built the largest textile mill in the village in which large mill houses contain the largest collection of David Hockney's works. In 2001 the site was declared a UNESCO World Heritage site.

What was the success of the rebranding in Bradford?

- The success of the rebranding in Bradford has been down to the fact that it has been forward in exploiting its ethnic diversity as a tourist attraction, with a curry trail and spice market representing the other cultures and religions that are within Bradford. This was organised by those who manage the Eden Project, known as the Eden Project Group.

