

# BD5

## MAGAZINE

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**This magazine is a product of Bradford Trident and it is published three times a year.  
If you would like to be featured in the next edition or have any suggestions or  
feedback, kindly send an Email to:  
[ruth@bradfordtrident.co.uk](mailto:ruth@bradfordtrident.co.uk).**

# Reducing Poverty Through Digital Inclusion

A 2024 study by WPI Economics, commissioned by the Trussell Trust and Good Things Foundation, examined the strong link between deep poverty and digital exclusion in the UK. The research, using various datasets and expert interviews, defined deep poverty as living 50% below the poverty line and digital exclusion based on affordability, access, skills, and motivation.

## What Did The Report Say?

Findings revealed a clear correlation between digital exclusion and income poverty, with low-income households significantly more likely to lack internet access and face increased risks of poverty.

Digital exclusion exacerbates poverty by limiting access to essential services, job opportunities, and financial support, often resulting in further social isolation and impacting education. This is especially pronounced amongst the young and elderly.

## How Can Bradford Trident Help?

- We have access to devices if you need to use one and offer free Wi-Fi for those that don't have access to data at our centres.
- We can also help with your digital education needs – if you are wanting to embrace the digital world but don't know how, we offer free registration and access to courses that are self-guided and have friendly, helpful staff that can advise and support.
- Are you young, in education, training, looking for work? Then come to one of our centres for help with internet access, free Wi-Fi and access to a device to help you on your journey.
- Are you struggling to afford data? We have sim cards from o2, Vodafone and 3 preloaded with data that can help you get access to the internet when you need it.

All the above is offered at the Park Lane Centre, Mayfield Centre and Parkside Sports Centre. Centre opening hours are weekdays from 8am to 6pm.



The full report on **Deep Poverty and Digital Exclusion in the UK** can be read at the following **Link**:

<https://www.goodthingsfoundation.org/policy-and-research/research-and-evidence/research-2024/deep-poverty-and-digital-exclusion>



# Bradford 2025: A Cultural Celebration



Bradford 2025, the UK's City of Culture, is a year-long celebration of the district's rich history, diverse communities, and creative talent. With over 1,000 events planned, it's an opportunity for BD5 residents to experience and contribute to a transformative cultural movement.

#### Get Involved: Volunteering Opportunities

Bradford 2025 is looking for over 3,500 volunteers to help deliver an incredible year of culture.

Volunteers will:

- Act as ambassadors for their communities
- Support events & exhibitions across the district
- Gain skills & experience in event management, arts, and hospitality
- Be part of something historic that will shape Bradford's future
- Who can apply? Anyone over 18, from any background, including those with disabilities.

#### HOW TO SIGN UP?

Visit Bradford 2025 Volunteers (<https://bradford2025.co.uk/take-part/>) for details. **BRADFORD 2025**

#### Bradford 2025 in Local Highlights

BD5 residents have exciting ways to engage with Bradford 2025, including:

- The Beacon Touring Venue (May – June 2025, Bowling Park, BD5)
- A mobile arts venue bringing performances, workshops, and cultural events to BD5's doorstep.
- Community-Led Projects
- Local artists, schools, and community groups can take part in various initiatives celebrating BD5's unique stories and cultures.
- Youth Engagement
- With over a quarter of Bradford's population under 20, there will be educational projects and artistic commissions to empower young voices.
- Business & Enterprise Involvement
- Local businesses can connect with cultural events to showcase their services and support the local economy.

## Upcoming Events in Bradford (April 2025 & Beyond)

Extraordinary Portraits with Bill Bailey

📅 April 1 – April 6, 2025

📍 Bradford City Centre

🎨 An exhibition of striking portraits, telling personal and historical stories.

Sing, Dance, Leap

📅 April 20, 2025

📍 St George's Hall

🎭 A showcase of dance and music from Bradford's vibrant communities.

The Dreams I Had: Andrea Dunbar

📅 May 12, 2025

📍 Bradford Playhouse

🎭 A tribute to Buttershaw's legendary playwright, exploring her influence on theatre and film.

The Beacon Touring Venue (Bowling Park, BD5)

📅 May – June 2025

📍 Bowling Park, BD5

🎪 A pop-up cultural space with performances, workshops, and family-friendly events.

Ramadan Festival 2025

📅 April – May 2025 (Dates TBA)

📍 Citywide

🌙 A celebration of community, faith, and cultural traditions during Ramadan.

### What's Next?

📅 June – December 2025

🌟 More announcements are coming soon! Stay updated via Bradford 2025's official website.

### Why Get Involved?

🎭 Celebrate Local Talent – BD5's rich history and cultural diversity will be showcased.

🤝 Connect with the Community – Strengthen relationships through arts and culture.

🗣️ Be Part of Bradford's Legacy – Shape a year that will leave a lasting impact.

For the latest updates, visit

[Bradford 2025](#) and sign up for the newsletter.



# What's On @Parkside Sport Centre January - July 2025

Day	Time	What's on	Where	For who?
Mon	9:15-10:15am	<u>Ladies Cricket</u> (£1)	Parkside Sports centre Parkside road BD5 8EH	Ladies Only
Mon	10:30-11:30am 1:30-2:30pm	<u>Ladies learn to Cycle</u> (FREE)	Am Hall Pm outside	Ladies Only
Tues	9:15-10:15am	<u>Ladies Netball</u> <u>Session (£1)</u>	Parkside Sports centre Parkside road BD5 8EH	Ladies Girls
	09:30 - 12:30pm	<u>Ladies Sewing Class</u> (£2)	Parkside Sports centre Parkside road BD5 8EH	Ladies only
	11:45am - 1:30pm	<u>Senior's lunch club</u>	Parkside Sports Centre, Parkside Rd, West Bowling.	Ages 65 and above
	6pm - 7pm	<u>Break Dance</u>	Parkside Sports centre Parkside road BD5 8EH	6-17 Year olds
Tues	6:30pm-8:30pm	<u>Girls</u> <u>Youth Group</u>	Youth room	11-19 Year olds
Weds	9:15 - 10:15am	<u>Ladies Badminton</u> (£1)	Parkside Sports centre Parkside road BD5 8EH	Ladies Only

# What's On @Parkside Sport Centre January - July 2025

Weds	11am - 1pm	<u>Chai &amp; Crafts Group</u>	Café	Ladies Only
Weds	12pm-2pm	<u>Job centre plus Drop-in session</u> <i>(help to find work)</i>	Grove	Open to All
Thurs	09:15 - 10:15am	<u>Ladies Multi Sports (£1)</u>	Parkside Sports centre Parkside road BD5 8EH	Ladies Only
Thurs	11:30am- 3pm	<u>Bradford Active Travel hub</u> <u>Maintenance, Bikeability, Learn To Ride &amp; Repair.</u>	Parkside Sports centre Parkside road BD5 8EH	Open to All
Thurs	7pm- 8pm	<u>Ladies Session Netball</u>	Parkside Sports centre Parkside road BD5 8EH	Ladies Only
Fri	5:30pm -6:30pm	<u>Maroons Basketball Youth Session</u>	Parkside Sports centre Parkside road BD5 8EH	Youth
Sat	11am - 12pm	<u>Kickboxing</u>	Parkside Sports centre Parkside road BD5 8EH	Open to All



# Supporting Local Business build your business

*The opinions, statements of Mohammed Boota may not necessarily be the views of Bradford Trident.*

**Tell us your story your journey as an entrepreneur and the experiences that have brought you to this role.**

"My name is Mohammed Boota and I'm a retired veteran with twenty-three years of service in the Royal Navy. I originally came to Bradford in the late sixties with my late father, Haji Taj Mohammed, and we settled in the Thornbury area. After completing my education at Fairfax Grammar School, I enrolled in the Navy at the age of seventeen. Since retiring in 1996, I've pursued my own interests, mainly working in the IT sector. However, I have been drawn towards complementary therapies after discovering the healing power of essential oils in treating my severe arthritis in both hands.

Aromatherapy is truly amazing and, unfortunately, is often overshadowed by "Big Pharma." However, as more research highlights the incredible healing properties of essential oils, more people are turning to this alternative therapy rather than relying on drug-based medicine".

**What are you finding interesting about Bradford as a place for startups and entrepreneurs.**

"Bradford is an exciting hub for start-ups and entrepreneurs due to its supportive ecosystem and vibrant community. The city's diverse and entrepreneurial spirit, combined with the university's strong research and innovation capabilities, creates an ideal environment for new businesses to thrive. Additionally, Bradford's strategic location and connections with top businesses in Yorkshire further enhance its appeal for budding entrepreneurs".

**What have been the biggest challenges and what advice could you share with others starting out.**

"Starting a new venture in aromatherapy oils has presented several challenges, which many entrepreneurs face. One of the biggest hurdles is establishing a unique brand identity in a saturated market.

Differentiating your products and creating a loyal customer base requires significant effort and creativity. Additionally, navigating regulations and ensuring compliance with safety standards can be complex and time-consuming.



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mystique™

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T: 07398 977750  
[www.aromystique.co.uk](http://www.aromystique.co.uk)

Building relationships with reliable suppliers and managing inventory effectively is another challenge, as it directly impacts product quality and availability".

**For those just starting out, my advice would be:**

- Research thoroughly: Understand your market, competitors, and target audience.
- Quality over quantity: Focus on creating high-quality products that stand out.
- Effective marketing: Utilize social media and online platforms to build your brand and reach a wider audience.
- Network: Connect with other entrepreneurs and industry professionals for support and collaboration.
- Resilience: Be prepared for setbacks and stay determined in your pursuit of success.

Starting a business is a journey filled with learning opportunities, so embrace the challenges and keep striving for excellence!

**How has Build Your Business helped develop your thinking and practice.**

"Build Your Business Coach has significantly transformed my approach to running Aromystique Aromatherapy. Through their expert guidance, I've learned to develop a strategic mindset, allowing me to set clear goals and create actionable plans to achieve them. They have also provided valuable insights on effective marketing techniques, customer engagement, and financial management, which have helped me streamline my operations and increase profitability. Moreover, their emphasis on personal growth and resilience has equipped me with the confidence and determination to overcome challenges and continually improve my business practices. Overall, the coaching has been instrumental in shaping a more holistic and sustainable approach to growing Aromystique Aromatherapy".



Local BD5 resident and entrepreneur Mohammed Boota

For further information on business support contact: [businesssupport@westyorks-ca.gov.uk](mailto:businesssupport@westyorks-ca.gov.uk)  
or [info@investinbradford.com](mailto:info@investinbradford.com)

# Fun-filled activities at Park Lane Nursery



1

## MESSY CORN FLOUR

Mark making is very important in early years because children are learning to write. Here our children enjoy using corn flour to make various marks using pencils. They are learning to hold writing material, making fine and gross motor skills to help with their physical development. Children making handprints, squiggly lines, circles and drawing faces.

2

## SHAVING FOAM WITH GLITTER

Enjoying messy play and exploring different textures with foam and glitter. Children are developing important social skills as they are talking about foam, how it looks like snow, warm to touch, shiny, fluffy, making links from home and saying daddy has this on his face.



3

## TALKING TOGETHER

It is very important for children to develop their language skills through play. During this activity our children were talking about animals, eating food and the sounds they make, going to the seaside and playing in the sand. Practitioners are asking children questions and giving them time to reply and talk about their interests.



4

## YOGA

We hold yoga sessions every Wednesday during nursery hours and parents are also invited. Children enjoy this session as lights are dim to help children to relax and wind down, projector lights are used to provide a visually stimulating experience, soft music playing in the background and yoga mats are provided for children and parents





Park Lane Centre, Park Lane, Bradford BD5 0LN  
Tel: 01274 768075

"Leaders and staff are committed to providing high-quality care and early years education to children and their families." Ofsted September 2024



"Language development is a key focus, and songs, stories and rhymes form part of the routine." Ofsted September 2024

15 hours FREE childcare for 2-4-year-olds

Morning Sessions: 8:25 - 11:25

Afternoon Sessions: 11:55 - 2:55



"The physical environment incorporates children's interests and is well planned to provide choice and challenge." Ofsted September 2024

Our staff have over 20 years of experience in Child Care, offering the best for your child.



Bradford Trident

<https://www.bradfordtrident.co.uk/family-community-services/park-lane-nursery/>



Park Lane Centre, Park Lane Nursery Bradford BD5 0LN  
Tel: 01274 768075  
Park Lane Centre Reception: 01274 768061

## Playgroup at Park Lane Centre Term Time Only

All parents are welcome to attend our play group.

Every Tuesday from 9:15am-10:15am.

In the main hall at Park Lane Centre.



## BRADFORD TRIDENT: Healthy Lifestyles WellBeing Cafe



Second  
Thursday of  
every month  
1:15pm to  
3.00pm.

Held at The  
Parkside Sports  
Centre Parkside  
Rd, West  
Bowling, BD5  
8EH.



The café is a regular meeting for older residents who want to make new friends or are feeling isolated or suffering with dementia.

Carers are also welcome to come along and enjoy the fun.  
Joanne,  
07960670732



## TEA 'N' TALK

### What is a Tea 'n' Talk?

It's a friendly group for anyone to pull up a seat, with a drink and have a natter with others.

### Who can join?

Anyone! Whether you're on your own, in a couple, with a friend, a carer with the person you care for, a parent with your baby, young or old, all are welcome.

### Held here - Woodroyd Medical Centre

Date 15th January: runs fortnightly on a Wednesday

Time 2.00pm till 4.00pm

# Resilient Bradford: Free Adversity Trauma Resilience Training for a Stronger, Trauma-Informed Community

## Resilient Bradford

### ADVERSITY TRAUMA RESILIENCE (ATR) TRAINING For a Trauma-informed Bradford District

#### Training Objectives:



#### Training Options:

**Individuals & Small Groups:** Online or in-person  
**Organisations:** Custom, on-site training for teams

#### CONTACT US

##### Email:

[atrproject@bradfordtrident.co.uk](mailto:atrproject@bradfordtrident.co.uk)

##### Website:

[https://bit.ly/resilient\\_bradford](https://bit.ly/resilient_bradford)

##### Social Media:

Bradford Trident

@BradfordTrident

@bradford\_trident

Bradford Trident

#### SCAN TO BOOK YOUR TRAINING



OR VISIT



SUPPORTED BY



Resilient Bradford's Adversity, Trauma & Resilience workforce training initiative has established itself at the forefront of local development opportunities. We at the ATR team, are thrilled to have received an extension of our funding for an additional two years, which underscores our unwavering commitment to continue supporting Bradford's workforce in adopting trauma-informed practices.

Over the past years, our training sessions have played a pivotal role in enhancing understanding of trauma-informed care. It's inspiring to witness an increasing number of individuals embracing this opportunity, recognizing the transformative impact it can have on our community.

With the extension of our funding, we are poised to expand our reach and provisions and continue offering valuable insights and practical strategies for implementing trauma-informed practices. Whether you're new to the concept or looking to deepen your understanding, our upcoming training sessions are designed to support your professional development journey.

To secure your spot and become a catalyst for positive change in our community, please visit

[https://bit.ly/resilient\\_bradford](https://bit.ly/resilient_bradford)

or contact us via email at

[atrproject@bradfordtrident.co.uk](mailto:atrproject@bradfordtrident.co.uk).

Let's continue to learn, grow, and support each other as we strive to create a more resilient and compassionate workforce in Bradford.



# Community Action Reaches Everyone!

If you live in inner Bradford, you're probably aware that some things in our city are not what we might like. Litter, antisocial driving, drug use and dealing sometimes feel like things we as individuals can't tackle on our own.

You may know that the more we report what we see happening in the community, the more we as community can support each other. So we really need to Say Something! What you might not know though, is that lots of issues can be reported to the council or other local authorities anonymously, and this helps build a picture of what's really going on in our community. Look out for our CARE fliers coming out soon, make a note of the phone numbers, or scan the QR code with your smartphone to report a problem when you see it.

**Together we can do so much more than we can on our own!**



Or scan this QR code for web links or to report online



red  
design



**Crimestoppers - 0800 555 111**  
**Report Litter or antisocial driving**  
**to Bradford Council - 01274 431000**