

<p>CABINET MEETING – 11 MARCH 2015</p> <p>EXECUTIVE SUMMARY SHEET – PART I</p>	
<p>Title of Report: DEVELOPMENT OF A UK CITY OF CULTURE 2021 BID</p>	
<p>Author(s): Deputy Chief Executive</p>	
<p>Purpose of Report: The purpose of this report is to seek Cabinet approval to progress with the development of Sunderland bid for the UK City of Culture 2021</p>	
<p>Description of Decision: Approve the development of a UK City of Culture bid for Sunderland.</p>	
<p>Is the decision consistent with the Budget/Policy Framework? *Yes</p>	
<p>If not, Council approval is required to change the Budget/Policy Framework</p>	
<p>Suggested reason(s) for Decision: A bid for Sunderland to be UK City of Culture would have major economic, social and cultural benefits for the city. Even if the bid is not successful, the evidence from other candidate cities in the past is that the activity would help to drive forward key outcomes relevant to Sunderland’s economic ambitions. The decision will support the development of a bid at the appropriate time (subject to the timetable confirmation from DCMS).</p>	
<p>Alternative options to be considered and recommended to be rejected: Do Nothing – not to proceed with the development of a bid would represent an opportunity for the City missed. The activity involved in competitive bidding can itself generate many positive outcomes (e.g. Durham’s bi-annual Lumiere Festival resulted from their failed bid, but attracted 175,000 visitors and an estimated £5.8m to local economy in 2013). Therefore, the alternative of not supporting a bid was rejected.</p>	
<p>Impacts analysed:</p> <p>Equality <input type="text" value="n/a"/> Privacy <input type="text" value="n/a"/> Sustainability <input type="text" value="n/a"/> Crime and Disorder <input type="text" value="n/a"/></p>	
<p>Is this a “Key Decision” as defined in the Constitution? Yes</p> <p>Is it included in the 28 day Notice of Decisions? No</p>	<p>Scrutiny Committee</p>

DEVELOPMENT OF A UK CITY OF CULTURE 2021 BID

REPORT OF THE DEPUTY CHIEF EXECUTIVE

1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to seek Cabinet approval to progress with the development of Sunderland bid for the UK City of Culture 2021.

2.0 DESCRIPTION OF DECISION

- 2.1 Approve the development of a UK City of Culture bid for Sunderland.

3.0 BACKGROUND

- 3.1 The UK City of Culture programme was developed by the UK Government to build on the success of Liverpool as European Capital of Culture 2008 and the Cultural Olympiad in 2012, by creating a national cultural event spread over a year, focused on a particular city or area.

- 3.2 The City of Culture programme aims to:
- encourage the use of culture and creativity as a catalyst for change,
 - promote the development of new partnerships
 - encourage ambition, innovation and inspiration in cultural and creative activity
 - align the cultural excellence of national arts organisations to support the year with cultural highlights that will attract media attention, encourage national tourism and change perceptions

- 3.3 Winning the title and hosting a year of cultural events helps cities to:
- attract more visitors
 - increase media interest in the city
 - bring community members together
 - increase levels of professional artistic collaboration

4.0 CURRENT POSITION

- 4.1 Sunderland Cultural Partnership (SCP) launched a new vision for culture at National Glass Centre in October 2014. The vision commits to creating a renewed sense of cultural confidence through the delivery of an ambitious but achievable action plan, and potentially capitalising on this by applying for the title of UK City of Culture for 2021.
- 4.2 In January 2014, members of the SCP Leadership Group attended a city visit to Hull, winners of UK City of Culture for 2017. The team which won the bid gave a compelling presentation outlining their process, the benefits they had already seen and expect to see in the coming years.

It was clear that regardless of winning the title, the process of bidding was a prize in itself; the resulting momentum of activity, confidence and demonstration of commitment to culture. For example, some of the anticipated impacts for Hull are:

- 1,200 jobs in tourism and culture
- 20% growth in creative industries
- Minimum £60m economic benefit
- 7 million visitors
- £184 million to local economy over 5 years
- £5m media value in the first 6 weeks following winning announcement
- The next big national event – putting in Hull in the national spotlight for the next 4 years!

4.3 At the last SCP Leadership Group meeting in December 2014, the group agreed that they would like to take progress with the development of a bid for 2021. The benefits of Sunderland bid are diverse, and include:

- The challenge would be a catalyst to move the cultural offer forward and be an accelerator for further development and growth across the city
- Raises Sunderland's national and international profile, and demonstrates the scale of the City's ambition
- Promotes Sunderland as a visitor destination; driving footfall within the centre and to key destinations across the city
- Increased engagement from residents – an improved sense of ownership and pride in the city's offer
- Connecting young people with culture is proven to raise aspirations and improve life chances
- Helps to galvanise communities through participation programmes
- Provides a positive focus for partners to work together delivering ambitious plans
- A clear opportunity to differentiate the city using its creative unique selling points including music, glass, photography and performance

4.4 Alongside the above social, economic and cultural benefits a number of risks have also to be considered to progress with a bid:

- While there is no specific cost attached to making a bid, anecdotal feedback from other bidding cities indicates it could cost £250-300,000. The majority of this will need to be raised externally, primarily via support from businesses, stakeholders and other sponsors.
- Hull and Sunderland are both East Coast ports with a similar economic and social profile and, while this should not be a judging criteria, it may affect the panel's decision-making given the similarities.
- Resources and capacity will need to be identified to support the development of a bid.

- The city will need to be prepared across all portfolios – not just culture – economic, skills, health and well-being.

- 4.5 Derry-Londonderry was the first UK City of Culture 2013, Hull was selected as UK City of Culture 2017, both following a competitive selection process. Continuing the four year cycle would result in the next UK City of Culture year being held in 2021. However, due to the fact that the UK is scheduled to host a European Capital of Culture in 2023, Department for Culture Media & Sport is currently reviewing the timing of the next UK City of Culture competition.
- 4.6 DCMS have recently consulted on the potential appetite from candidate cities to bid, which may result in a change to the current timescales for the next City of Culture competition. One outcome could be that the competition does run for 2021 but the bidding process is brought forward. Sunderland City Council and the Sunderland Cultural Partnership both responded recommending that the 2021 round should go ahead.
- 4.7 Other cities considering bidding for 2021 currently include Worcester, Coventry, Hereford, Cardiff, Paisley, Plymouth, Aberdeen, and Southend.
- 4.8 The newly launched Sunderland Cultural Strategy provides a strong basis from which to develop a bid.
- 4.9 The Sunderland Cultural Strategy Group report to the Sunderland Economic Leadership Board. As an advisory group to Cabinet, the Economic Leadership Board met on 27 January 2015 and recommended that Cabinet should consider bidding for UK City of Culture.

5.0 REASON FOR DECISION

- 5.1 A bid for Sunderland to be UK City of Culture would have major economic, social and cultural benefits for the city. Even if the bid is not successful, the evidence from other candidate cities in the past is that the activity would help to drive forward key outcomes relevant to Sunderland's economic ambitions. The decision will support the development of a bid at the appropriate time (subject to the timetable confirmation from DCMS).

6.0 ALTERNATIVE OPTIONS

- 6.1 Do Nothing – not to proceed with the development of a bid would represent an opportunity for the City missed. The activity involved in competitive bidding can itself generate many positive outcomes (e.g. Durham's bi-annual Lumiere Festival resulted from their failed bid, but attracted 175,000 visitors and an estimated £5.8m to local economy in 2013). Therefore, the alternative of not supporting a bid was rejected.

7.0 IMPACT ANALYSIS

7.1 A specific impact analysis will be undertaken as part of the bid preparation process.

8.0 RELEVANT CONSIDERATIONS AND CONSULTATIONS

8.1 Financial Implications

There are no direct financial implications arising from this report. Some costs may be incurred in the subsequent bid development stage, but these would be the responsibility of the Sunderland Cultural Partnership to agree.

8.2 Policy Implications

The Executive Director, people Directorate and the Head of Strategy and Performance have supported the City Council's Sunderland Cultural Partnership in the development of its strategy and consideration of an application.

9.0 BACKGROUND PAPERS

DCMS City Of Culture Consultation (December 2014)

<https://www.gov.uk/government/consultations/uk-city-of-culture-consultation>