



# What is UK City of Culture?

A DCMS competition

Following success of Liverpool  
2008

1st UK City of Culture Derry  
2013, then Hull 2017



# What is the Timeline?

**January 2017** - Competition opens

**Spring 2017** - Deadline for registration and first round will close

**Summer 2017** - Shortlisted cities informed, judges visit the city & final bid guidance issued

**Autumn 2017** - Shortlisted cities submit final bids

**Winter 2017** - The winning city will be announced, and given 4 years to prepare the city for the title

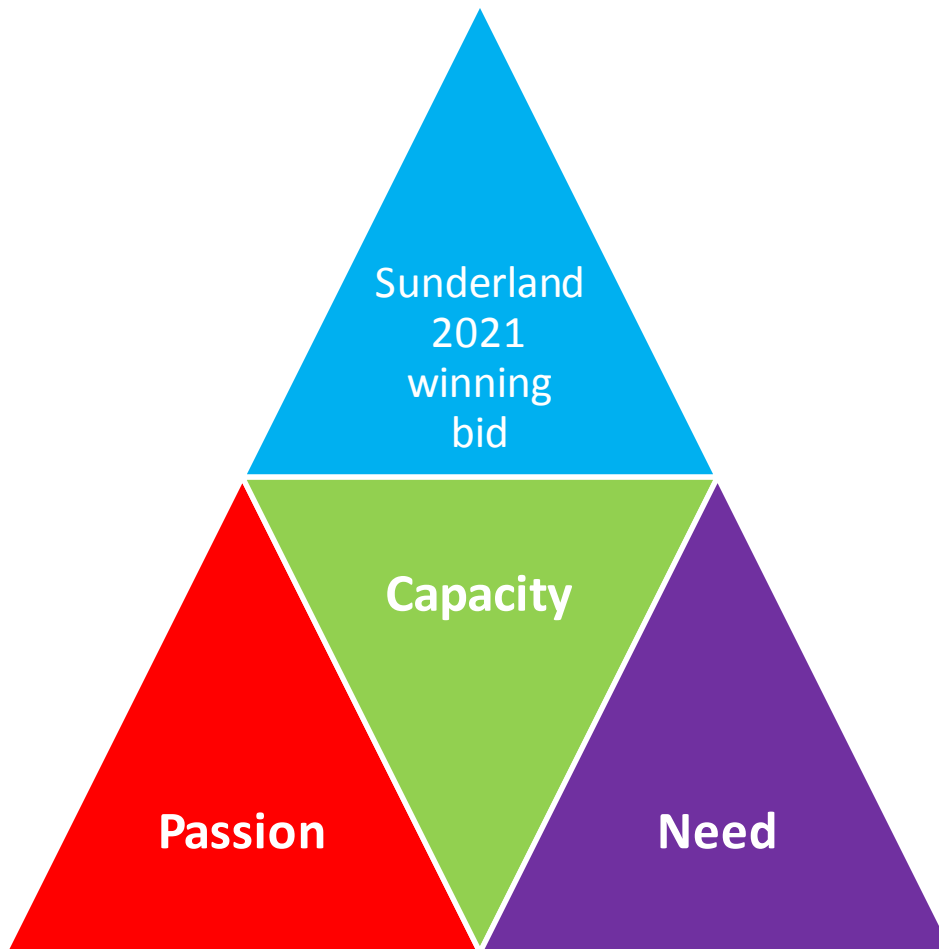


## WHO IS COMPETING?



According to William Hill, Sunderland is currently second favourite to win at 4/1

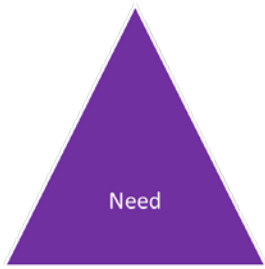
# Building Sunderland's Bid for 2021



# What are our cultural strengths?

- Centre of excellence for glass & photography
- Rich cultural & industrial heritage
- A centre of learning 1400 years
- Envable natural environment
- Independent music scene
- Digital software businesses
- Amateur, DIY & Popular Culture
- Sport
- The People

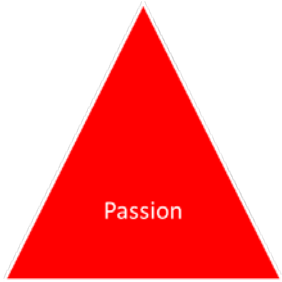




# What change do we want to make?

Profile & Reputation  
Creative Economy  
Young People  
Connectedness  
Health & Wellbeing





# How do we unleash the potential?

- Awareness
- Engagement
- Ownership of the vision
- The North East's Bid





# 2021 Financial Targets

DCMS	£1,000,000
ACE	£1,000,000
Other national trusts and funding bodies	£1,000,000

Core partners	£300,000
2021 Business partners	£450,000
Trusts and Foundations	£150,000
Individual Donors	£75,000
General public & earned income	£25,000

Cultural Quarter Development	£10,000,000
The Canny Space/ Heritage Quarter	£3,000,000
Hylton Castle	£1,500,000
Tall Ships Infrastructure Development	£3,000,000



**SUNDERLAND**  
**CITY OF CULTURE**  
BID 2021