



SUNDERLAND
CITY OF CULTURE
BID 2021

EXECUTIVE SUMMARY



SUNDERLAND – CANDIDATE CITY



VISION

SUNDERLAND 2021: OUR BEST DAYS

Over the next decade Sunderland will experience a programme of cultural regeneration on an astonishing scale. The investment in infrastructure has been matched by investment in leadership and governance. Now is the perfect time for Sunderland to bid to be UK City of Culture. We are confident we will deliver a locally transformational and nationally inspiring programme in 2021 which will leave a lasting and tangible legacy.



Sunderland is a city determined to regenerate and renew itself, with culture at the heart of this process

A NEW CREATIVE ERA

Sunderland City of Culture 2021 will be a catalyst for a great new creative era in the city, an exceptional era in reach and participation. Our bid is designed to reinforce the three pillars of any successful city - our culture, economy and society. Following a year-long conversation with thousands of people from communities across Sunderland and beyond we have a clear steer about the impact they want to see - on young people, on health, on social cohesion, on our creative economy and on the profile of the city. Our conversations have inspired three creative themes - Light, Inventiveness and Friendship. These themes connect our past and future and provide the stimulus for world class cultural activity throughout the year.

A CITY OF CULTURE FOR 1400 YEARS

The proudest moments in Sunderland's history have been determined by the city's culture and creativity; a city of pioneers, makers and engineers who have shaped this city and the world through their inventiveness - the first stained glass-making anywhere in the UK in 674; Joseph Swan's pioneering developments in light and photography in 1800s; the opening of the first civic museum outside London in 1846; the opening of the Sunderland Empire in 1907; the greatest ship building town in the world by the

middle of 20th century; the establishment of our City and University in 1992. Culture and creativity have given us inspiration, economic opportunity and united us as a community throughout time.

RE-IMAGINING OUR FUTURE THROUGH UK CITY OF CULTURE 2021

Over the past 30 years the city has faced significant challenges. As traditional industries declined, the economy faltered and the city centre waned. Many people lost confidence in the very creativity, inventiveness and ingenuity that had enabled the city to thrive. Wearsiders started to believe the city had seen its best days. Together, local partners and national agencies worked to halt this decline. Over £1.5bn will be invested in the city over the next seven years. We know, however, that regeneration will not be achieved solely through investment in bricks and mortar - it has also to be about hearts and minds: the capacity to imagine a better future and believe our best days are still to come. To succeed we need UK City of Culture because alongside economic and social strategies this is a challenge that only culture can solve.

FOR SUNDERLAND, THE UK, AND THE WORLD

Guided by our themes we will create a programme that shines a light on the creativity of our city and



Glass blowing at the National Glass Centre



'Edwardian masterpiece' Sunderland Empire attracts an audience of 300,000 each year

welcomes the most exciting artists to Sunderland. A global UK City of Culture. It will highlight the stories of our past, unlock the cultural, economic and social capital of the present day and enable us all to envision an exciting global, digital future for everyone in our city. In this sense, it is a programme that will speak not only to Sunderland but to cities like ours and beyond to a nation asking questions about its future.

THE NORTH EAST'S BID

Sunderland City Council, University of Sunderland and the business-led Sunderland Music, Arts and Culture (MAC) Trust began this process but the ambition has snowballed beyond the original partnership. Hundreds of businesses, charities, community groups across the North East, hungry for this opportunity not only to revitalise our city but to spur change across the region, have declared their support for Sunderland's bid.

THE SCENE IS SET

We have established strong foundations. We have built wide-ranging partnerships locally, nationally and internationally, levered £30m investment for our cultural infrastructure, developed a new city-wide cultural governance structure and brought together Team 21, a group of young people who will act as our guides in imagining our creative future. Between 2018 and 2020 we will undertake further work to prepare the city and our communities, ensuring a great year in 2021 and a lasting economic, social and cultural legacy for the city, the region and the nation.



Team 21 are ensuring that young people are central to the programme for 2021

THEMES

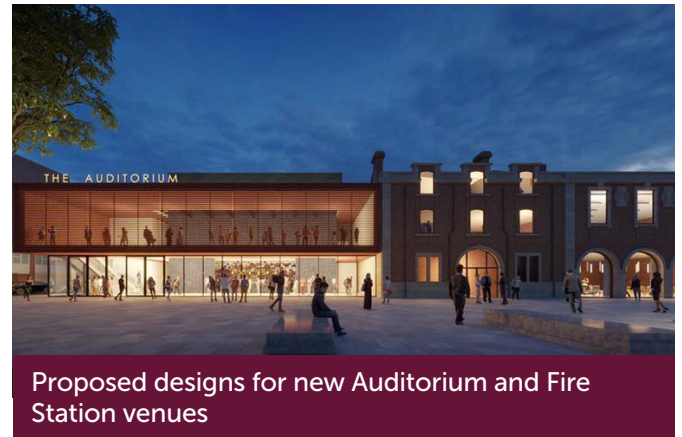
Light: The theme of light is a continuum throughout our history and a widely recognised metaphor for the power of culture: the first stained glass window at St Peter's, Swan's innovations in photography, the Clanny lamp, Roker Lighthouse, The Stadium of Light and National Glass Centre at the University of Sunderland.

Inventiveness: Sunderland is a city of innovators, pioneers, creative entrepreneurs and makers - from The Venerable Bede, to the International Advanced Manufacturing Park. Inventiveness is central to our economy, to employment and to the creative future of our city.

Friendship: People in Sunderland are extremely proud of the strong sense of community spirit and culture. Yet this theme will also explore the challenges of issues like loneliness and isolation. How does art and culture help us answer questions about how we should live together and support one another?

STEPPING STONES TO 2021

- 2016** - Sunderland Culture formed
- 2017** - Great Place project launched
- 2017** - Heritage Action Zone established
- 2017** - Team 21 established
- 2017** - The Fire Station Arts Hub opens
- 2017** - Restoration of Roker Pier and Lighthouse
- 2018** - The New River Wear Crossing
- 2018** - Redevelopment of Hylton Castle
- 2018** - Tall Ships Races Sunderland
- 2018** - Townscape Heritage scheme
- 2019** - The Canny Space redevelopment opens
- 2019** - The Fire Station Auditorium opens
- 2021** - Sunderland UK City of Culture 2021



KEY OUTCOMES

Sunderland's UK City of Culture programme will create a long lasting legacy with ambition for change across the city's culture, economy and society.

Culture	Economy	Society
<p>Increased external investment into Sunderland's cultural sector.</p> <p>Strengthened regional, national and international partnerships.</p> <p>A joined up approach to marketing the city's cultural offer.</p> <p>Embedded cultural leadership opportunities through programmes like Team 21.</p> <p>Major new cultural facilities and workspace in the city.</p> <p>Increase in diverse community led cultural events.</p> <p>Cultural participation rates above 50% city-wide.</p>	<p>Visitor economy growth to £500m p/a by 2024.</p> <p>50 cultural apprenticeships across the city, embedded within Sunderland Culture.</p> <p>120 new city centre creative businesses by 2024.</p> <p>2,000 new jobs in the digital sector.</p> <p>25% increase in resources to culturally diverse community groups.</p> <p>New City Centre Cultural Quarter.</p> <p>£32m in post-2021 capital investment.</p>	<p>Improved confidence, boosted health and wellbeing.</p> <p>Increased educational attainment across all age groups.</p> <p>Physical legacy of pavilions and spaces from Team 21.</p> <p>Cultural volunteering programme, embedded within Sunderland Culture.</p> <p>Strengthened leadership within culturally diverse community groups.</p> <p>25% increase in independent and amateur groups, with membership sustained beyond 2024.</p>

ESTIMATED BUDGET

Income	2018-2021	Post 2021 Legacy	Total
Investment in infrastructure	£31,000,000	£32,000,000	£63,000,000
Public funding, Core Partners, Trusts and Foundations	£27,000,000	£12,000,000	£39,000,000
Earned Income	£3,000,000	£3,000,000	£6,000,000
Total	£61,000,000	£47,000,000	£108,000,000

Expenditure	2018-2021	Post 2021 Legacy	Total
Infrastructure capital development	£31,000,000	£32,000,000	£63,000,000
2021 Programme	£12,000,000	£5,000,000	£17,000,000
2021 programme support, capacity building, and operations	£18,000,000	£10,000,000	£28,000,000
Total	£61,000,000	£47,000,000	108,000,000

Find out more at www.sunderland2021.com or @sunderland2021