

Cabinet
Communities and Neighbourhoods Scrutiny Board (4)
Council

7 July 2015
8 July 2015
14 July 2015

Name of Cabinet Member:

Cabinet Member for Community Development, Co-Operatives and Social Enterprises –
Councillor Abbott

Director Approving Submission of the report:

Executive Director, Place

Ward(s) affected:

All Wards

Title:

Coventry Bid for UK City of Culture 2021

Is this a key decision?

Yes – if successful, the decision to support a bid from Coventry for the UK City of Culture 2021 will have a marked effect on communities living or working in all wards of the City and has the potential for significant financial implications.

Executive Summary:

Approval is sought for the development of a Coventry bid for the UK City of Culture 2021 title. The report outlines the anticipated bid process and timescales, the bid feasibility work undertaken in Coventry to date, and the expected commitments and benefits for the successful city being awarded (in 2017) the title of UK City of Culture 2021.

Recommendations:

Cabinet is recommended to:

1. Approve that the Coventry City of Culture Steering Group lead the whole-city bid for the title of UK City of Culture 2021, putting together a realistic and credible bid budget and creating a special delivery vehicle to manage the bid process.
2. Approve the Coventry City of Culture Bid Executive Group exploring potential mechanisms for funding the delivery of the City of Culture year.
3. Commit £1.1m of Corporate reserves for capacity building in the cultural sector, as announced in the Council's budget speech of February 2015.
4. Subject to approval of Recommendation 3, commit up to £250,000 from the £1.1m cultural capacity funding to support the City of Culture bid process and further feasibility work where required to support the bid.

5. Prioritise work with partners to accelerate a new cultural strategy for Coventry in support of the long term re-positioning of culture in the city.
6. Request that the Communities and Neighbourhoods Scrutiny Board (4) consider the outcomes of the Cabinet meeting concerning Coventry developing a whole-city bid for the title of UK City of Culture 2021 and to raise any recommendations and points for consideration by Council on 14 July 2015.
7. Request that the Coventry City of Culture Steering Group report back to Cabinet on progress in developing the bid in December 2015, June 2016 and December 2016.

The Cabinet is requested to recommend that Council:

1. Approve the development of a city bid for Coventry to be UK City of Culture in 2021.

Communities and Neighbourhoods Scrutiny Board (4) are requested to:

1. To consider the outcomes of the Cabinet meeting of 7 July 2015 concerning Coventry developing a whole-city bid for the title of UK City of Culture 2021 and to raise any recommendations and points for consideration by Council on 14 July 2015.

Council is requested:

1. To address recommendations and points for consideration raised by the Communities and Neighbourhoods Scrutiny Board (4) concerning Coventry developing a whole-city bid for the title of UK City of Culture 2021.
2. Approve the development of a bid from Coventry to be UK City of Culture in 2021.

List of Appendices included:

1. UK City of Culture Consultation Response (Department for Culture, Media and Sport, March 2015).
2. Coventry UK City of Culture Steering Group and Executive Group Membership.

Background papers:

None

Other useful documents:

In addition to the DCMS UK City of Culture Consultation Response paper incorporated within Appendix 1, the following papers are posted for reference on the Coventry City Council website (<http://www.coventry.gov.uk>):

1. UK City of Culture and European Capital of Culture – Briefing Note of the Executive Director of Place (Communities and Neighbourhoods Scrutiny Board (4), 14 January 2015)

Has it been or will it be considered by Scrutiny?

Yes – Communities and Neighbourhoods Scrutiny Board (4) - 8 July 2015.

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No.

Will this report go to Council?

Yes – 14 July 2015.

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Report title: Coventry Bid for UK City of Culture 2021

1. Context (or background)

- 1.1 The European Capitals of Culture (ECoC) programme was created in 1985 as an intergovernmental cultural initiative. Initially titled 'European Cities of Culture', the programme has evolved to a position where the ECoC programme is now considered by many to be the flagship cultural initiative of the European Union.
- 1.2 Glasgow was the first UK city to be awarded the ECoC title (for 1990) and was followed by Liverpool (for 2008). The next ECoC title that UK cities can apply for is 2023.
- 1.3 The UK City of Culture (UKCoC) programme was developed by the UK Government to build on the successes that Liverpool enjoyed as the UK's second European Capital of Culture in 2008, through giving more cities the opportunity to access the benefits derived from bidding for a prestigious cultural title and the opportunity to be centre stage nationally. The UK City of Culture (UKCoC) programme is focused on creating a national cultural event, spread over the course of a title year, concentrated in a particular city or area. Derry-Londonderry was the first city to be awarded the UK City of Culture title (for 2013) and Hull will be the second UK City of Culture in 2017.
- 1.4 In March 2015, the Department for Culture Media and Sport (DCMS) announced that the competition for title of UK City of Culture 2021 will be held in 2017, in Hull's UK City of Culture year.

2. Options considered and recommended proposal

Option 1 – Propose Coventry Bids to be European Capital of Culture in 2023 (Not Recommended)

- 2.1 In December 2013, Coventry City Council agreed a motion proposing the undertaking of a scoping exercise to set out plans for Coventry to make a bid for the UK City of Culture in 2021 and/or European Capital of Culture in 2023.
- 2.2 In June 2014, Councillor Abbott was appointed Cabinet Member for Community Development, Co-Operatives and Social Enterprises with portfolio responsibility for considering a Capital or City of Culture bid.
- 2.3 In December 2014, recruitment commenced for an independent Steering Group to advise on the feasibility of a Coventry bid, with David Burbidge DL OBE as Chair. Since its formation, the independent Steering Group has overseen the detailed investigation of Coventry's case to bid for either the UK or European title.
- 2.4 Bidding to be a European Capital of Culture requires a long-term vision and commitment to the bidding process, with implications for wider finance, cultural and tourism provision in the years preceding and (if successful), during and following the year of activity.
- 2.5 The Call for Submissions template and guide for cities preparing to bid for European Capitals of Culture between 2020 and 2033 (including UK cities wishing to bid for the 2023 title) were published in 2014 by the European Union. The formal call for bids from each scheduled nation is then to be made by the national government of the title nation, which usually occurs approximately six years before the title year. It is anticipated, therefore, that

UK cities intending to bid for the European Capital of Culture 2023 would need to register an intention to bid by 2016/17 and plan to submit their outline bid in 2017.

2.6 There are six assessment categories within the ECoC programme guidance:

- Contribution to the long-term cultural strategy
- Capacity to deliver
- Cultural and artistic content
- European dimension
- Outreach
- Management

Each of the six categories contains between two and four criteria.

2.7 The criteria specifically require a city to have a cultural strategy in operation, linked to its city development strategy. Plans must strengthen the capacity of the cultural and creative sectors, including developing long-term links between the cultural, economic and social sectors in the candidate city. The criteria require a significant engagement with the citizens of a city, and the private sector. The cultural and creative industries and partners across the wider business sector need to be engaged in both the planning and realisation of the programme.

2.8 Consideration has been given by the Steering Group as to whether Coventry should bid for the European Capital of Culture title in 2023. Whilst there are clearly merits in considering a European bid, it has been concluded by the Steering Group through the above assessment of capacity that the UK City of Culture process would currently be a better fit for the city - both in terms of the needs of the city and current positioning of Coventry. The European Union application process is regarded as generally more complex and expensive. It also requires a strong cultural focus on Europe, and the timing of UK City of Culture title in 2021 is considered to be better aligned to the city's development programmes.

Option 2 – Support a Coventry Bid to be UK City of Culture for 2021 (Recommended)

2.9 The Department of Culture Media and Sport (DCMS) manage the process for the UK City of Culture title. Following a recent consultation about the timetable, the DCMS has committed to inviting proposals for the 2021 title by early 2017, meaning the next UK City of Culture will be awarded the title for 2021 during Hull's title year.

2.10 If previous processes are followed, an outline bid will be required by April 2017, with around four cities shortlisted to produce final bids by September 2017. The nature of the bidding requires a city to be realising the full potential of its cultural assets as part of a longer journey. Much of the preparatory work will therefore precede the formal bidding process.

2.11 The shortlisting and final recommendation for a winning city is made by an independent panel of experts, reporting to the Secretary of State.

2.12 The overall aim of the UK City of Culture programme is to encourage the use of culture and creativity as a catalyst for change, to promote the development of new partnerships and to encourage ambition, innovation and inspiration in cultural and creative activity. Cities and areas that bid for the title will need to spell out their own vision for UK City of Culture and how they will use it to make a step change in their area and create a lasting legacy. The bids need to have a primary urban focus but can embrace a wider area.

- 2.13 Culture is generally taken to include the following areas: arts (including visual arts, literature, music, theatre and dance), architecture, crafts, creative industries, design, heritage, historic environment, museums and galleries, libraries, archives, film, broadcasting and media. In addition, cities may also choose to include sport and science, but these should not be major elements of the bid and programme.
- 2.14 Based on previous bidding guidance, it is anticipated that the successful candidate city for UK City of Culture 2021 will need to:
- Deliver a high quality cultural programme that builds and expands on local strengths and assets and reaches a wide variety of audiences over the course of the year;
 - Deliver a programme that uses culture and creativity to lead to lasting social regeneration through building engagement, widening participation, supporting cultural diversity and cohesion, contributing to the localism agenda and reaching out to sectors of the community who are disenfranchised and isolated;
 - Create a demonstrable economic impact from the programme, through investment and innovation in culture and creativity;
 - Demonstrate a clear approach to maximising the legacy and evaluating the impacts from being UK City of Culture;
 - Present realistic and credible plans for managing, funding and delivering the programme and its legacy.
- 2.15 The DCMS is likely therefore to seek bids that:
- Are distinctive and representative of the area – building on what the area has to offer and its existing assets;
 - Are ambitious and stretching, with the potential to create a lasting step change in the area;
 - Demonstrate cultural and artistic excellence and innovation;
 - Include and work with a broad range of local, national and international partners;
 - Engage a wide range of audiences and participants, especially children and young people and under-represented groups and communities;
 - Are realistic, affordable and deliverable.
- 2.16 The economic case for Coventry bidding for UK City of Culture is considered by the Steering Group to be strong. A successful bid is likely to bring significant national investment into the city from public and private sources; visitor spend; enhanced student numbers as well as the potential economic benefits of accelerated development. In Derry/Londonderry there were major infrastructure developments realised through the programme and Hull is already attracting investment in transport, public realm and retail on the back of their successful bid.
- 2.17 The initial estimated economic benefit for Hull from the programme was £60 million, anticipated to be generated through employment and attendance during the City of Culture year itself. This equates to around £4 for every £1 invested in modelled revenue. In reality this is now considered likely to be much higher, with additional benefits now expected including extra investment in capital and regeneration programmes. It is estimated that 1,200 new jobs will be created in Hull as a direct result of hosting the year. The city is further planning for an additional one million visitors to the city in 2017.
- 2.18 A further area of benefit is the city's profile and positioning. There is an opportunity for the bid to support the longer-term ambitions for Coventry to be a Top 10 City. A bid could help reveal the strengths of the city and its contribution to both the UK and internationally. A

successful campaign would attract people to look at the city with fresh eyes or to visit it for the first time.

- 2.19 The City of Culture process attracts significant media coverage, both locally and nationally. The bid process has the potential to bring multiple agencies together in the city and wider region.
- 2.20 A bid from Coventry would present an opportunity to promote the cultural offering of the city in a new way, on a national stage. A successful bid would therefore expect to see significant positive growth in leisure tourism and present an opportunity to build a more sustainable funding base for the cultural sector.
- 2.21 Such is the strength of the case for a Coventry bid, the Coventry City of Culture Steering Group recommended unanimously on 11 June 2015 that the city should bid in 2017 for the UK City of Culture 2021 title.

***Option 3 – Do Not Support a Coventry Bid to be UK City of Culture for 2021
(Not Recommended)***

- 2.22 The UK City of Culture title is offered to the successful city following a competitive process. Only one bidding city can win the title, but discussions with, and feedback from, previous cities that were not successful have still revealed significant and tangible benefits from bidding.
- 2.23 Through discussions held with previously unsuccessful cities whilst investigating the case for a Coventry bid, shortlisted cities in particular have highlighted the benefits of articulating and communicating their cultural narrative and city's offer through the medium of such a high-profile national competition. Many of these cities have continued to progress with key aspects of their cultural plans, with a number also securing high-profile cultural events and/or titles.
- 2.24 At the bidding stage, the costs of the UK processes are purposefully kept to a minimum by DCMS. The limited numbers of shortlisted cities that progress into the second, more detailed, phase of the competition also see increased benefits from doing so (e.g. greater national media profile). The much larger programme delivery costs are actually only incurred by the successful city who wins the title, but whom also realises the very significant economic benefits from doing so (the estimated economic benefit for Hull is in excess of £60 million).
- 2.25 Not bidding for the UK City of Culture title would mean Coventry missing a key opportunity to deliver a step-change in its cultural offer, at a significant time of change and development for the city. The benefits of winning (and indeed prior to this, of being shortlisted) are anticipated to be significant. The large programme costs, however, are only incurred if the city is successful in winning the title. For these reasons, and the case to bid highlighted though initial feasibility work, Option 3 (not bidding for UK City of Culture) is not recommended.

3. Results of consultation undertaken

- 3.1 In December 2013, Coventry City Council agreed a motion proposing the undertaking of a scoping exercise to set out plans for Coventry to make a bid for the UK City of Culture in 2021 and/or European Capital of Culture in 2023.
- 3.2 Following the debate in Council, consideration was given to the matter in January 2014 by the Cabinet Advisory Panel: Sports Vision and Strategy, Tourism and City Wide Events.

- 3.3 In June 2014, Councillor Abbott was appointed Cabinet Member for Community Development, Co-Operatives and Social Enterprises with portfolio responsibility for considering a Capital or City of Culture bid.
- 3.4 In December 2014, recruitment commenced for an independent Steering Group to advise on the feasibility of a Coventry bid, with David Burbidge DL OBE as Chair. This Steering Group now includes artists, cultural leaders, Council Members, leaders from the city's two universities, local businesses and community leaders and representation from the Local Enterprise Partnership.
- 3.5 Since its formation, the independent Steering Group has overseen the detailed investigation of Coventry's case to bid for either the UK or European title. This feasibility work, undertaken over the past six months, has engaged a wide range of stakeholders (both from within and outside the city).
- 3.6 An initial strategy document was prepared to explore the benefits of a bid and looked at how this would support collaboration with Warwickshire and the wider area.
- 3.7 Exploratory discussions have also taken place with a number of agencies and networks including:
- Economic Prosperity Board (Coventry and Warwickshire)
 - Local Enterprise Partnership Board
 - Business groups
 - Friday 13th cultural networks
 - CW8 cultural network
 - Coventry University and the University of Warwick
 - Coventry and Warwickshire Champions
 - Potential external partners locally, regionally and nationally
- 3.8 There have been two workshops undertaken with cultural partners, artists and local organisations to explore the strengths and gaps in Coventry and to look at the distinctive offer which the city might have in making a bid. In total over 100 people participated in these workshops.
- 3.9 The process has already generated a high level of engagement and support for the principle of making a bid, and an external assessment has highlighted that the city has all the characteristics to make a strong and compelling case.
- 3.10 Responses across press, media and social media to the announcement that the city was preparing for a bid for City of Culture in 2021 also largely demonstrated support for the prospect of a bid from the city.

4. Timetable for implementing this decision

- 4.1 The Coventry City of Culture Steering Group will meet to plan a bid campaign to take the city through to 2017. They will consult widely with the public, community leaders and the cultural sector across the nearly two-year period of preparing the bid.
- 4.2 In 2015, the Steering Group will establish the Special Delivery Vehicle (SDV) to develop and deliver the bid and will immediately recruit a Bid Coordinator to support the process.
- 4.3 It is anticipated that the Steering Group will then further develop the vision and build the Coventry case; carry out baseline research on the challenges facing the city; and further research fundraising potential. The Steering Group will report back to the Council on progress in developing the bid in December 2015.

- 4.4 In 2016, the Steering Group will consult on the bid process and develop illustrative content; prepare the outline bid; and raise budgets. The Steering Group report will report back to the Council on progress in developing the bid in June 2016 and December 2016.
- 4.5 In 2017, the Steering Group will submit the Coventry bid, and if shortlisted, submit a final, detailed bid proposal later in the year. It is anticipated that outcome of the competition will be known towards the end of 2017. If successful, Coventry would then have just over three years to prepare to deliver on its bid commitments as the UK City of Culture 2021.

5. Comments from Executive Director Resources

5.1 Financial implications

The Council would provide up to £250,000 to the SDV to work up the bid and any further feasibility work required. This would be one-off funding, drawn down in stages (from 2015/16 to 2017/18) from within the £1.1 million funding announced in the Council's budget speech in February 2015 to build capacity in the cultural sector. These resources have been identified from existing Corporate reserve balances reported as part of the Outturn Report to Cabinet on 17th June.

The Council's contribution to the bid costs will be held by the SDV, who will also receive and manage the financial contributions from wider bid partners and donors.

The Council's contribution will contribute to supporting costs of research, specialist advice, and consultation, producing the bid, marketing the city, commissioning special events and building local capacity.

The Steering Group will oversee the bid budget and manage its administration through the SDV. The bid budget already includes cash and in-kind support pledged from a range of sources.

The Council may be asked by the Steering Group to underwrite the bid by guaranteeing its delivery (if successful). The Steering Group and the lead Cabinet Member would, in these circumstances, sign off the bid for submission, but the governance around these arrangements would be the subject of a further Cabinet and/or Council, report as required.

It is not expected that the Council would be required to make additional financial contributions to the bid process, but if the city were to be successful when bidding, there would be an expectation that the Council would be a significant financial contributor to costs of the delivery programme in 2021. It would be expected that the Council's overall contribution to the City of Culture 2021 would then exceed £1 million, but this would be subject to further reporting and approvals as the indicative – then confirmed – bid programmes were assembled.

5.2 *Legal implications*

The Council has discretionary powers under the Local Government Act 1972 to promote the arts and the crafts that support those arts as well as providing entertainments, libraries museum and art galleries. The promotion of a UK City of Culture bid would sit within these powers. It also has powers to promote economic development in its area and the creation of jobs and business opportunities through making a bid fits with this power. Some work will be required to ensure that the SDV is fit for purpose and that expenditure in connection with development of the bid is properly controlled and monitored.

6. Other implications

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

A successful City of Culture bid from Coventry would make wide-ranging contributions to delivery of the Council's key objectives and corporate priorities. The following are only a selection of potential contributions the bid could make:

- ***A prosperous Coventry*** – The City of Culture title can bring significant economic benefit to a city and its surrounding area. Hull has already attracted major national investment towards its planned £18 million programme budget for 2017, with the Arts Council England, British Council and University already committed to the programme. The initial estimated economic benefit for Hull from the programme was £60 million, anticipated to be generated through employment and attendance during the City of Culture year itself. In reality this is now considered likely to be much higher, with additional benefits now expected including extra investment in capital and regeneration programmes. It is estimated that 1,200 new jobs will be created in Hull as a direct result of hosting the year. Derry/Londonderry reported more than 1 million visitors to the city in 2013 and an increase of 20% in bed and breakfast and hotel bookings. The city also attracted 30 business conferences to the city 40 new business starts were supported by the Business Opportunities Fund.
- ***Healthier, independent lives*** – Cultural services play a vital role in addressing social challenges, reducing isolation and improving outcomes for individuals and communities (Local Government Association). A review of medical literature undertaken in 2004 cited nearly 400 papers showing the beneficial impact of the arts on a wide range of health outcomes (Staricoff, 2004) – demonstrating involvement in or exposure to the arts positively impacting on diagnosed conditions as diverse as dementia, anxiety, depression and rheumatoid arthritis, whilst also contributing more generally to physical and mental wellbeing; reducing requirements for pain relief; shortening periods of recovery; and reducing levels of required medication. A well-conceived bid should therefore have a significant contribution to generating a range of positive health outcomes.
- ***Making Coventry an attractive and enjoyable place to be*** – Derry/Londonderry reported positive impacts on civic confidence and pride in its creative and cultural offer. The city further saw physical assets created or refurbished in the city, and Hull is already reporting the acceleration of significant regeneration schemes and projects since being awarded the title.
- ***Ensuring that children and young people achieve and make a positive contribution*** –The Warwick Commission on the Future of Cultural Value (2015) noted that “the extraordinary cultural and creative talents that we share contribute to the well-being of our society, our economic success, our national identity and to the UK's global influence.” The Commission noted that not enough was being done to realise the creative potential of individuals, despite the workforce growing over four-times faster than the UK's workforce as a whole. Were Coventry to be awarded the City of Culture title, the programme (and three year lead-in time) could generate a step-change in opportunities for young people and new graduates in the city across culture and the creative industries.
- ***Encouraging a creative, active and vibrant city*** – The process of developing a City of Culture bid will stimulate a new cultural narrative in the city. Workshop

participants have responded with enthusiasm to the opportunities the process is already presenting, and a successful bid from Coventry will open the city up to new artistic collaborations and investment. The opportunity to generate a step-change around cultural tourism is apparent from baseline data, along with a unique opportunity to stimulate a more diverse and vibrant cultural offering within the night-time economy of the city.

- ***Developing a more equal city with cohesive communities and neighbourhoods*** – A City of Culture bid can bring communities together and generate a greater sense of civic pride in the host city. Liverpool reported that over two thirds of the city’s residents participated in their Capital of Culture programme of events and 85% of residents said the city was a better place to live as a consequence of hosting the year. The Warwick Commission (2015) further calls for a strategic shift in addressing unrepresentative levels of diversity and participation in the arts and culture. A City of Culture programme could create a powerful platform for such a step change at a local level, where evidence suggests participation in the arts remains uneven across the city.

6.2 How is risk being managed?

The independent Steering Group will lead the Coventry bid, with direct input from Elected Members on the Steering Group and from the lead Cabinet Member and officers on the Executive Group.

The Council’s financial contribution to the bid costs will be drawn down in stages and transferred to the SDV, based on programme development and the overall budget profile of the bid.

A Bid Adviser will be contracted by the Steering Group to support development of the bid and a Bid Coordinator (working under the SDV) will be appointed to manage the detailed monitoring and coordination of the project plan.

6.3 What is the impact on the organisation?

The Council would not be the lead agency for the bid, but would be a key partner and would still play an important leadership role. The Council would continue to commit Elected Member and officer support to the Steering Group and Executive Group.

The Council would also need to provide communications support to the bid process, with additional expertise contracted by the SDV, as required, to maximise the promotional opportunity of bidding. The Council may further be asked to second key staff into the project bid team for specified periods, to support a particularly focused stage in the bid process. This would be negotiated with the Executive Director with responsibility for the service area if/as required.

The Council may also be asked by the Steering Group to underwrite the bid by guaranteeing its delivery (if successful). The Steering Group and the lead Cabinet Member would, in these circumstances, sign off the bid for submission, but the governance around these arrangements would be the subject of a further Cabinet report, as required.

6.4 Equalities / EIA

Previous City of Culture guidance has required cities to demonstrate a high quality cultural programme that reaches a wide variety of audiences and that uses culture and creativity to lead to lasting social regeneration through building engagement, widening participation,

supporting cultural diversity and cohesion, contributing to the localism agenda and reaching out to sectors of the community who are disenfranchised and isolated.

The DCMS has further explicitly required that bids engage a wide range of audiences and participants, especially children and young people and under-represented groups and communities.

No potential adverse impact has been identified for any specific group. However, initial capacity assessment work for the bid indicates that a successful bid from Coventry could significantly and positively deliver equalities outcomes for a range of protected groups including young people; vulnerable people (economically disadvantaged); disabled people; people of black, Asian and minority ethnicity; women and older people. An outcomes framework will be developed (underpinned by baseline data) through the work of the Executive Group, supported by the Council's Insight Team.

6.5 Implications for (or impact on) the environment

None.

6.6 Implications for partner organisations?

One of the most important parts of a UK City of Culture process is building strong partnerships to support delivery. The bid will need to embrace and engage the whole professional cultural sector, local artists and amateur groups. The existence of the CW8 and Friday 13th cultural networks is a real strength for Coventry in developing and delivering a bid. The universities are also already very actively supportive of the proposal to bid. They are major cultural assets with their venues, art collections, programming, research, volunteering, marketing expertise and audience base. Both universities have joined the Steering Group and they are central to other aspects of the bid process. Informal soundings of the private sector have also indicated support for bidding and there are three private sector partners represented on the Steering Group. Ultimately, a successful bid would be expected to have positive economic impact for all of the above sectors and partners.

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This report is published on the council's website:
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Department
for Culture
Media & Sport

Appendix 1

UK City of Culture
Consultation Response

March 2015

Introduction

1. The Department for Culture, Media and Sport runs the competition for the UK City of Culture. Derry-Londonderry was the first UK City of Culture 2013, following a competitive selection process in 2009/10. Hull was selected as UK City of Culture 2017, following a competitive selection process in 2013.
2. 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, the Government decided to review the timing of the next UK City of Culture competition.
3. A consultation was held to assess the appetite amongst potential candidate cities to bid for one or both titles, and the willingness and ability of finding organisations to support both the UK City of Culture and European Capital of Culture within a short timeframe.
4. The consultation also considered how the UK City of Culture competition works, and whether improvements or changes could be made to the model that is currently in place.
5. The consultation ran for 5 weeks, from 15 December 2014 to 23 January 2015. The consultation document was published on the GOV.UK website and sent directly to organisations, cities and bodies with an interest in the UK City of Culture competition.
6. The Government would like to thank all those who responded. In total, 22 responses were received. These included:

City councils	10 (one council sent 2 written responses)
Council partnerships/organisations delivering council cultural services	4
Individuals	3
Organisations within the culture and/or tourism sector	5

7. We also consulted the devolved administrations throughout this process.

Summary of responses, and Government response

1. The consultation contained two sections:

UK City of Culture 2021

Should DCMS run a UK City of Culture 2021 competition?

2. The first section of the consultation asked whether DCMS should run a UK City of Culture 2021 competition when the 2023 European Capital of Culture competition will also take place at the same time, in 2023.
3. It asked whether potential candidate cities would feel obliged to bid for only one title; whether stakeholders would realistically be able to support both competitions; and whether we should postpone UK City of Culture until 2025.
4. All respondents emphasised the importance of the UK City of Culture competition: particularly its ability to regenerate and transform cities and leave a lasting legacy. The majority (17 out of 22) felt that a competition **should** be held for 2021 to maintain the momentum and reputation of the programme, and build on its success. Some respondents felt that postponing the competition would devalue the programme, and make the title seem to be of secondary importance when compared to the European title.
5. One city has already started preparing bids for UK2021 and felt that postponing the competition would slow down the pace of their regeneration. Another respondent suggested that other cities have had 2021 as a key milestone in their regeneration strategies, and that postponing the 2021 competition could stifle their creativity.
6. Almost all respondents suggested that the UK City of Culture and European Capital of Culture programmes are completely separate competitions, different in scale and ambition, with different aims and criteria, but both of value. Some respondents suggested that cities are unlikely to want to bid for both.
7. Some respondents pointed out that we have hosted Olympics, Cultural Olympiad, WW1 centenary, Derry 2013 within a short timeframe. Two individuals, who had been involved with previous competitions, felt that we should capitalize on having 3 cities of culture in a 5-year timeframe. Similarly, two city councils felt we should celebrate having competitions in quick succession, given that culture is a catalyst for regeneration.
8. 4 respondents raised concerns about the impact that postponing the UK City of Culture 2021 could have on Hull as UK City of Culture 2017, suggesting that delaying the competition could affect the programme's

reputation, and therefore impact on Hull's negotiations with funders, the public, and stakeholders.

9. 4 respondents suggested postponing the UK City of Culture 2021 because of the difficulty that funding bodies would have in supporting both the UK and European competitions. 1 other respondent suggested either holding a Year of Culture 2023 or bringing the competition forward to 2019.

GOVERNMENT RESPONSE: DCMS will hold a UK City of Culture competition for 2021 to maintain the momentum of a programme which has wide-ranging benefits for cities across the UK.

When should the competition for the UK City of Culture 2021 take place?

10. The consultation also sought views on when the UK City of Culture 2021 competition should take place: whether it should take place at the start of 2016 (before the European Capital of Culture competition begins at the end of 2016) or whether the competitions should be run simultaneously in 2017.
11. Responses were mixed in relation to the timing of the UK2021 bidding process. Of those who stated a preference, 7 felt that the bidding process should take place in 2017, alongside the European competition, to give cities sufficient time to prepare their bids, and/or to allow for one city to hand over to another in the 2017 year.
12. One respondent suggested that if the bidding process was brought forward to 2016 then the announcements around the winning city would detract from Hull's communications the following year. The Welsh Government pointed out that there will be elections in the devolved administrations in 2016, meaning that cities in Wales, Scotland and Northern Ireland might be precluded from engaging effectively with their Governments.
13. 7 respondents felt the competition should be brought forward to 2016 to avoid confusion between the two processes (suggesting, for example, that announcements about the European competition could detract from the UK competition), and to allow the winning city more time to plan for and fund its cultural programme.

GOVERNMENT RESPONSE: The competitive process will run in 2017 to allow cities sufficient time to prepare bids, to enable the winning city to be announced in Hull 2017, and to avoid the competition clashing with elections in the devolved administrations.

Future of the UK City of Culture programme

14. The second section of the consultation asked questions around how future UK City of Culture competitions should be funded (for example: whether bidding cities could be asked to pay an 'entry fee', or whether the winning city could pay for the whole of the next competition through sponsorship

funds they might raise), as well as questions about what sort of organisation is required to support the UK City of Culture competition.

15. 11 respondents felt that the competition should continue to be managed by DCMS to ensure the programme has sufficient gravitas, to maintain neutrality and transparency, and to encourage cultural organisations to support the competition, and to ensure stability and continuity of the programme. Some suggested that DCMS should dedicate more resources to the programme, and be more proactive in managing it, particularly with regard to building links between partners and disseminating evidence on the impact of the programme.
16. 1 organisation stated that they would be prepared to manage the competition in collaboration with partners. However, other respondents felt that transferring the competition to another organisation would be tricky, due to organisational or geographical bias, and could pose risks over accountability and transparency.
17. While some respondents suggested that creating a new single purpose body could be costly, with issues over sustainability, independence, and accountability, 4 respondents felt that a separate organisation could do more to provide links with stakeholders, manage the transfer of knowledge, disseminate research into the impact of the programme, support cities throughout the process, build links between cities, and identify partners and sponsors.
18. Almost all respondents felt that an entry fee would act as a deterrent to bidding cities who already face substantial costs in preparing bid documents, and would undermine the principle of cities being able to enter the competition on a level playing field. 3 cities thought an entry fee would be acceptable, provided the fee wasn't too high.
19. 1 respondent supported the idea of exploring whether the winning city could fund the entirety of the next competition through sponsorship. Other respondents suggested that sponsorship is too volatile and dependent on external factors. 2 respondents pointed out that Derry-Londonderry didn't meet its sponsorship target. However, some respondents felt DCMS could do more to explore the idea of national sponsorship for the whole competition.

GOVERNMENT RESPONSE: DCMS will continue to manage the UK City of Culture competition. DCMS will now consider whether the department can do more to support the programme, particularly in terms of building on and disseminating research about the impact of the UK City of Culture.

Appendix 2

Steering Group

- David Burbidge OBE, DL (Chair)
- Councillor Faye Abbott (Coventry City Council)
- Sir Peter Rigby DL (Rigby Group Plc.)
- Catherine Mallyon (Coventry & Warwickshire LEP, Royal Shakespeare Company)
- The Very Reverend John Witcombe (Coventry Cathedral)
- Ken Sloan (University of Warwick)
- Ian Dunn (Coventry University)
- Dr Rakesh Sachdev (British Organisation for People of Asian Origin)
- Ian Harrabin (Historic Coventry/Complex Development Projects Ltd)
- Rotating Representation (Friday 13th Group)
- Gary Hall (Culture Coventry)
- Councillor Abdul Khan (Coventry City Council)
- Councillor Tony Skipper (Coventry City Council)
- Councillor Roger Bailey (Coventry City Council)

Executive group

- David Burbidge (Chair)
- Councillor Faye Abbott (Coventry City Council)
- David Nuttall (Coventry City Council)
- Alan Rivett (Warwick Arts Centre/University of Warwick)
- Geoff Wilcocks (Coventry University)
- Justine Themen (Belgrade Theatre)
- Fran Collingham (Coventry City Council)
- Sarah Ardin – (National Management Trainee on Placement at Coventry City Council)
- Bid Adviser(s)