

Cabinet

9th February 2016

Name of Cabinet Member:

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

Director Approving Submission of the report:

Executive Director of Place

Ward(s) affected:

All Wards

Title:

Coventry's Bid for UK City of Culture 2021 – Progress Update (December 2015)

Is this a key decision?

No – although the matter involves all Wards of the City, this report is a progress update only

Executive Summary:

On 14 July 2015, Council approved that the Coventry City of Culture Steering Group lead development of a whole-city bid for the title of UK City of Culture 2021, in doing so putting together a realistic and credible bid budget and creating a special delivery vehicle to manage the bid process. Council further agreed that the Coventry City of Culture Steering Group would report back to Cabinet on progress in developing the bid in December 2015, June 2016 and December 2016.

The report outlines the progress reported by the Steering Group in December 2015. The report outlines progress in developing bid governance structures; formation of the Coventry City of Culture Trust; recruiting to the Coventry 2021 bid team; research; fundraising; marketing and communications; university support; workshops and open events. The report further updates on competing cities and outlines key milestones and priorities in the bid work programme for 2015, 2016 and 2017.

Recommendations:

Cabinet is recommended to:

- 1) Note and endorse progress reported by the Coventry City of Culture Steering Group in developing the city's bid for UK City of Culture 2021.
- 2) Raise any recommendations and points for consideration by the Steering Group in furthering development of the bid in preparation for the formal bidding process in 2017.

List of Appendices included:

Coventry 2021 Council Report – December 2015

Background papers:

None

Other useful documents:

In addition to the Coventry 2021 update report 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).
2. Coventry Bid for UK City of Culture 2021 – Cabinet Report (14 July 2015)
3. Appointments of the City Council: Coventry City of Culture Trust (14 July 2015)

Has it been or will it be considered by Scrutiny?

No

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?

No

Report title: Coventry's Bid for UK City of Culture 2021 – Progress Update (December 2015)

1. Context (or background)

- 1.1 The UK City of Culture 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 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.
- 1.2 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.
- 1.3 In July 2015, Council approved that the Coventry City of Culture Steering Group lead development of a whole-city bid for the title of UK City of Culture 2021, in doing so putting together a realistic and credible bid budget and creating a special delivery vehicle to manage the bid process. Council further agreed that the Coventry City of Culture Steering Group would report back to Cabinet on progress in developing the bid in December 2015, June 2016 and December 2016. The report outlines the progress reported by the Steering Group in December 2015.

2. Options considered and recommended proposal

- 2.1 The Coventry 2021 bid team have submitted an update report for Cabinet outlining progress in developing the city's bid for UK City of Culture 2021 (Appendix 1).
- 2.2 The report includes a summary of progress in developing bid governance structures; formation of the Coventry City of Culture Trust; recruiting to the Coventry 2021 bid team; research; fundraising; marketing and communications; university support; workshops and open events. The report further updates on competing cities and outlines key milestones and priorities in the bid work programme for 2015, 2016 and 2017.
- 2.3 It is recommended that Cabinet note and endorse progress reported by the Coventry City of Culture Steering Group in developing the city's bid for UK City of Culture 2021 (Appendix 1).

3. Results of consultation undertaken

- 3.1 In October 2015, Coventry City of Culture Trust hosted two public open events to explain 'What is City of Culture?'
- 3.2 The first of the two open events, held at Fargo Village, involved the Director of Derry/Londonderry 2013 City of Culture. The second open event, held at Broad Street Community Centre, attracted strong community input with an attendance of over 150 people.
- 3.3 Six workshop events have also been held in various settings across the city to shape and develop the narrative for the bid. These have included two workshops with young people hosted by Positive Youth Foundation and EGO Performance. The material gathered through these workshops will shape the headline narrative and story for the Coventry bid.

4. Timetable for implementing this decision

- 4.1 The Coventry City of Culture Steering Group have planned a bid campaign to take the city through to the end of the formal bidding process in 2017. The Steering Group and supporting structures will consult widely with the public, community leaders and the cultural sector across the period of preparing the bid.
- 4.2 In 2016, the focus of the Steering Group and Coventry City of Culture bid team will be preparing the outline bid; raising budgets; establishing partnerships and developing an illustrative programme for inclusion in the bid.
- 4.3 In 2017, the focus of the Steering Group and Coventry City of Culture bid team will be preparing the outline bid submission and if shortlisted, submitting 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 of Resources

5.1 Financial implications

In July 2015, Cabinet approved a total contribution of up to £250,000 to working up the bid and any further feasibility work required. This is 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 were identified from existing Corporate reserve balances reported as part of the Outturn Report to Cabinet on 17th June.

There are no further financial implications for the Council arising from the progress report outlined in Appendix 1.

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 museums and art galleries. The promotion of a UK City of Culture bid sits 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.

The Coventry City of Culture Trust – the Special Delivery Vehicle (SDV) for the bid – has now been formally incorporated with four founding directors. Councillor Abbott, Cabinet Member for Community Development, Co-Operatives and Social Enterprises is one of the four founding directors and was appointed to the Trust following approval from Council on 8 September 2015.

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)?

As previously reported to Cabinet and Council in July 2015, 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. 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 and 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 in this sector 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 Coventry City of Culture Steering Group is leading 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 are being drawn down from reserves in stages and (where applicable) transferred to the SDV, based on programme development and the overall budget profile of the bid.

A Bid Adviser has been contracted to support development of the bid and a Bid Coordinator (working under the Trust) has been appointed to manage the detailed monitoring and coordination of the project plan.

6.3 What is the impact on the organisation?

The Council is not be the lead agency for the bid, but is a key partner and plays an important leadership role. The Council commits Elected Member and officer support to the Steering Group and Executive Group.

The Council is also providing some communications support to the bid process, though additional dedicated support has further been contracted by the Trust from Advent PR. 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, though has not been required at this stage

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 from bidding has been identified for any specific group. However, capacity assessment work for the bid indicated 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. Open events and workshops in Coventry have therefore been focused on engagement with wide and diverse audiences, and an outcomes framework is being developed (underpinned by baseline data) through the work of the bid team, 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 process is already embracing and beginning to engage the whole professional cultural sector, local artists and amateur groups. The CW8 and Friday 13th cultural networks are a real strength for Coventry in developing and delivering a bid. The two universities are also already very actively supportive of the bid process and a fundraising group led by Bid Chairman David Burbidge has been developing the strategy for fundraising, with early support from the private sector, for both the bid itself and for delivery in 2021, should Coventry be awarded the title. 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: www.coventry.gov.uk/meetings

Coventry 2021 Council Report – December 2015

Background

In July 2015 Coventry City Council gave unanimous support for the city to bid for UK City of Culture 2021. Since then the Steering Group and Executive Group have been joined by a Fundraising Advisory Group, Marketing and Communications Group and Research Group to develop the work programmes that will be essential to a successful bid.

Team

Coventry City of Culture Trust has recruited a full-time Bid Coordinator, Laura McMillan, and formally contracted Andrew Dixon as Bid Adviser. The team has been strengthened by a series of part and full-time secondments from the Universities of Coventry and Warwick, including support for fundraising, research and education liaison. Advent PR have been contracted two days a month to advise on local press and media and Coventry City Council communications team have also provided support.

Research

Warwick University have provided support via Jonathan Neelands of Warwick Business School to develop baseline research to inform the step-changes for Coventry's bid. A small research group has been established. Coventry City of Culture Trust has been feeding into discussions with the LEP and Warwickshire over the need for more up to date tourism and visitor profile research. We will also be seeking the cooperation of various venues on audience data analysis.

Fundraising

A fundraising group led by Bid Chairman David Burbidge has been developing the strategy for fundraising for both the bid itself and the delivery of 2021. A sounding board event has already taken place with a number of local businesses to inform the approach to private sector engagement. There is already significant positive interest from local businesses in the Coventry bid. In the New Year we will be meeting with the Chamber of Commerce, Business Improvement District and other business groupings to seek their support for the bid.

Marketing and Communications

The bid now has a website, presence on social media and branding. Press coverage has been extremely positive with excellent support from the local newspapers and radio stations. The Open Events in November were featured extensively on television and with an hour phone in with BBC Coventry and Warwickshire. One of the benefits of bidding is that Coventry is featuring in the regional press of other competing cities.

University support

In addition to seconding staff the Universities have hosted meetings, workshops and events linked to the bid. A joint meeting of the two Vice Chancellors and Senior staff of the universities along with the City Council leaders took place in November.

Workshops

Coventry City of Culture Trust has now undertaken 6 workshops in various settings to develop the vision and narrative for the bid. These have included two workshops with young people hosted by the Positive Youth Foundation and EGO. The next step will be to develop material from the workshops into a headline story for Coventry's bid.

Open events

Coventry City of Culture Trust hosted two open events to explain 'What is City of Culture'. The first at Fargo Village involved the Director of Derry/Londonderry 2013 City of Culture, the second, at Broad Street Community Centre in Foleshill attracted strong community input with an attendance of over 150 people.

Governance

Coventry City of Culture Trust has been formally incorporated with four founding directors and is currently applying for Charitable status.

Competition

A number of cities have now declared their intention to bid including Sunderland, Paisley, Perth and Hereford. Others are expected to announce in the coming months.

Next steps and timetable

2015

- Vision and build the Coventry case
- Baseline data for step changes
- Research fundraising potential
- Identify weaknesses

2016

- Prepare outline bid
- Raise budgets
- Establish partnerships
- Develop illustrative programme

2017

- April - outline bid submission
- September- final bid submission
- November decision