

Cabinet

3rd January 2017

Name of Cabinet Member:

Cabinet Member for Community Development - Councillor Bigham

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 2016)

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 on 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 Coventry City of Culture Trust in December 2016. The report includes an outline of progress in establishing and recruiting to the Coventry City of Culture Trust; the establishment of a Bid Headquarters in Far Gosford Street; the alignment of the Bid to work on developing a new ten-year Coventry Cultural Strategy; the public launch of the Bid at the Coventry Godiva Festival 2016; fundraising and engagement with local and regional businesses; and the launch of the Advanced Events Programme. The report further updates on competing cities and outlines anticipated key milestones and priorities in the bid work programme for 2017.

The work on the Coventry City of Culture bid is progressing well at this critical time in the process. It is anticipated that as the bid guidance is released and competing cities enter into the bidding process itself in 2017, Coventry will experience an expected rise in media attention and the city will face more direct competition. Therefore, it is essential to ensure that the city has the timelines and the bidding delivery strategy agreed in order to continue the excellent progress of the bid to date.

Recommendations:

Cabinet is recommended to:

1. Note and endorse progress reported 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 bid submission in 2017.

List of Appendices included:

1. Coventry City of Culture Trust Council Report – December 2016

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://democraticservices.coventry.gov.uk/mgListCommittees.aspx?bcr=1>:

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 (8 September 2015)
4. Coventry's Bid for UK City of Culture 2021: Progress Update (December 2015) - Cabinet Report (9 February 2016)
5. Destination, Events and UK City of Culture - Business, Economy and Enterprise Scrutiny Board (3) (13 April 2016)
6. Coventry's Bid for UK City of Culture 2021: Progress Update (June 2016) – Cabinet Report (5 July 2016)

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 2016)

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 is 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 in December 2016.

2. Options considered and recommended proposal

- 2.1 The Coventry City of Culture Trust has 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 reported by the Coventry City of Culture Trust in December 2016. The report includes an outline of progress in establishing and recruiting to the Coventry City of Culture Trust; the establishment of a Bid Headquarters in Far Gosford Street; the alignment of the Bid to work on developing a new ten-year Coventry Cultural Strategy; the public launch of the Bid at the Coventry Godiva Festival 2016; fundraising and engagement with local and regional businesses; and the launch of the Advanced Events Programme. The report further updates on competing cities and outlines anticipated key milestones and priorities in the bid work programme for 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 The Trust continue to work closely with communities and have now consulted with a wide range of people across the city through over 20 hours of workshops and at public events such as the Bid launch at the Godiva Festival 2016. These communications have gone on to inform the narrative of the bid and conversations will continue through the bidding process across 2017.

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 are consulting widely with the public, community leaders and the cultural sector across the period of preparing the bid.
- 4.2 In 2017, the focus of the Steering Group and Coventry City of Culture Trust team will be to develop the illustrative programme, prepare the outline bid submission and prepare the final bid submission.
- 4.3 It is anticipated that the UK City of Culture 2021 competition will be launched in early 2017 with the outcome of the competition being 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 2014/15 Outturn Report.

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, in particular under section 145 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 - making a bid fits with this power.

The Coventry City of Culture Trust – the Special Delivery Vehicle (SDV) for the bid – has been formally incorporated as a company limited by guarantee and received charitable status. The Trust has six Directors. Councillor Bigham, Cabinet Member for Community Development has been appointed to the Trust as one of the six Directors and formally become a Director following attendance at her first Trustees meeting in November 2016.

6. Other implications

6.1 How will this contribute to achievement of the Council Plan?

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 attracted major national investment towards its planned programme budget for 2017, with the Arts Council England, Heritage Lottery Fund, Big Lottery (via Spirit of 2012), 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 through the confirmed 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. In the build-up to its City of Culture year in 2017, Hull has experienced the acceleration of significant regeneration schemes and projects. A public survey in the Hull Daily Mail identified that City of Culture was the single thing most people thought was putting Hull ‘on the map’.
- ***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 is already stimulating 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 Coventry City of Culture Trust is leading the Coventry bid, with direct input from partners and 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 transferred to the Trust, 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 Manager and Bid Assistant have been appointed to the Trust to manage the detailed monitoring and coordination of the project plan.

6.3 What is the impact on the organisation?

The Council is not the lead agency for the bid, but is a principal 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 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, though this has not been required to date. This would be negotiated with the Executive Director with responsibility for the service area if 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 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 engaging 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 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 confirmed 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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Councillor Linda Bigham	Cabinet Member for Community Development		06/12/16	06/12/16

This report is published on the council's website: www.coventry.gov.uk/meetings



Appendix 1

Coventry City of Culture Trust Council Report – December 2016

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, Community Engagement Group, Programme Group and Research Group to develop the work programmes that will be essential to a successful bid.

Team

The current team consists of Chairman David Burbidge CBE DL, Bid Adviser Andrew Dixon, Manager Laura McMillan and Bid Assistant Juliet Colley. The Trust has also now contracted Heather Parker as Freelance Community Engagement Coordinator, Emma Harrabin as Freelance Programme Coordinator and Lou Lomas as Senior Advanced Events Programme Producer.

Following a successful recruitment process the team has also employed a full-time Marketing Manager, Jen Marscheider, who started on 5 December 2016.

The team is also strengthened by a series of part and full-time secondments from the Universities of Coventry and Warwick and volunteers from across the arts and business sectors covering support for fundraising, marketing, research, programme and community engagement.

Bid HQ

The City of Culture Trust has now moved into its own premises on Far Gosford Street, consisting of an office space for the team to be based from and a meeting room. The team are very grateful to the City Council for housing the team prior to their move and will continue to work closely with the Culture, Tourism, Events and Marketing departments as the bid progresses.

Cultural Strategy

Coventry City of Culture Trust continues to work very closely with the team working on the Cultural Strategy and their objectives are absolutely aligned. The draft Cultural Strategy is now live and can be viewed here – www.covculture.com

Fundraising

A fundraising group led by Chairman David Burbidge and Fundraising Director Michael Mogan continue to work to secure funds for the bidding process and delivery year.

The bid is supported by Principal Partners Coventry City Council, the University of Warwick and Coventry University. The Bid Sponsor is Ricoh Arena. Also contributing are Bid

Development Sponsors Jaguar Land Rover, Friargate, CEF, Birmingham Airport, Coventry and Warwickshire Chamber of Commerce, Pertemps and Coventry Building Society.

Funding has also been received from Coventry and Warwickshire LEP and the Business Improvement District. There continues to be a significant and highly positive interest in the bid from local businesses and regional support is now being sought, beginning with a highly successful Birmingham Business launch to the West Midlands that took place on 21 November 2016 at Birmingham Hippodrome.

Advanced Events Programme

The bid publicly launched in spectacular fashion at the Coventry Godiva Festival on Sunday 3 July 2016. The City Council invited the Trust to programme the Rhythm Tent for the day, during which over 240 artists from 48 Coventry based organisations entertained over 12,000 people on the busiest Sunday at the Festival to date. Following the launch, the Trust have supported the Cathedral's sold out Mogwai event, commissioned an exhibition of the work of 94 year old Indian photographer Masterji and supported the Belgrade Theatre in telling the important story of Ira Aldridge – a free slave who managed the Coventry Theatre aged 20 in 1828.

Further City of Culture advanced events are planned in the lead-up to submission of the bid in 2017.

Marketing and Communications

The City of Culture Trust has launched a new website and has expanded its social media presence considerably. The Trust has now expanded their Marketing and Communications group with key influencers from across the city and plans are well underway to increase the City of Culture presence across the city as the bidding process is launched and extends across 2017.

Coventry, and the bid, recently received extensive national coverage with the *Masterji & Coventry* exhibition and Ira Aldridge event at the Belgrade Theatre with the Guardian, Observer and BBC national and world news all providing great coverage of the events.

The PR opportunities for the bid and the city will only grow as the competition continues including opportunities to be featured in the local press of other competing cities and nationally towards the announcement.

Governance

Coventry City of Culture Trust has been formally incorporated and now has six Trustees. The Trust has received charitable status, number 1165639.

Competition

Several cities have now declared their intention to bid for UK City of Culture 2021 including Sunderland, Paisley, Perth, Stoke, Sunderland and Hereford. Others are expected to announce as the process continues.

Next steps and timetable

2017

- Continue to establish and develop partnerships
- Develop illustrative programme
- January – expected competition launch
- April - expected outline bid submission
- September - expected final bid submission
- November – expected decision