



To: The Communities and Neighbourhoods Scrutiny Board (4)

Date: 25th April 2018

Subject: Update on City of Culture 2021

1 Purpose of the Note

- 1.1 To update Members of the Board on Coventry's preparations to be UK City of Culture 2021

2 Recommendations

- 2.1 The Communities and Neighbourhoods Scrutiny Board (4) are recommended to:
- 1) Consider the contents of this Briefing Note, together with the presentation made at the meeting.
 - 2) Help promote opportunities for local people and partners to support preparations for Coventry 2021
 - 3) Identify any further recommendations for the appropriate Cabinet Member

3 Information/Background

- 3.1 On 7th December 2017, Coventry was awarded the title of UK City of Culture 2021.
- 3.2 Following Coventry being awarded the title, the Communities and Neighbourhoods Scrutiny Board (4) requested information on Coventry's preparations for hosting UK City of Culture.
- 3.3 The presentation will provide an update on a number of key work strands supporting Coventry's preparations, including the following:
- 3.4 Great Place Scheme and Cultural Destinations

In 2017, Coventry was awarded Great Place and Cultural Destinations funding from Arts Council England and the Heritage Lottery Fund. Partnership activity across these grant funded programmes is being coordinated by the Great Place Project Manager at the Coventry City of Culture Trust. This activity will support the city's build up programme and preparations from 2017 through to 2020.

Current work streams supported by Great Place and Cultural Destinations funding include the development of Coventry's Destination Management Plan; a city web audit; delivery of the Shop Front Festival (March 2018); Tale of Two Streets; Read All About It; the 2Tone Taxi; Workplace Projects, Medieval to Modern: Lost and Found; Coventry Cathedral Light & Sound Commission; One Hundred Lives; City Trails; Owning Place Conference/Talks Series; Coventry Brochure Holders in Hotels; Signage; Maps & Guides; British Tourism and Travel Show stand; and the recruitment of a Community Engagement Manager and Tourism Marketing Officer.

3.5 BBC

On Wednesday 14 March, Lord Tony Hall (Director General of the BBC) visited the city and spoke openly about the BBC's commitment to supporting City of Culture. He was accompanied by eight other BBC staff including Jonty Claypole – Director of BBC Arts and Ken McQuarrie - Director of Regions and Nations. The BBC are keen to look at the existing formats that can take place in Coventry and to collaborate with the city on new commissions.

3.6 British Council

An initial visit has been hosted with Kathy McArdle – Head of Regions and Cities for the British Council. The British Council wish to establish clear benchmarks for Coventry's international profile and have committed to funding a whole city audit which will be led by the two universities. There is real potential, with the support of the British Council, for Coventry to be the most international City of Culture yet. Further discussions will take place regarding future partnerships, learning from their evaluation of Hull 2017.

3.7 Arts Council England

The Coventry City of Culture Trust has met with the Area Director of Arts Council England (ACE) and started discussions around ACE's support for 2021. In Hull, the total ACE investment was £12m with the city seeing a 346% increase in successful ACE grants between 2013 and 2017. On 13 April 2018 the Lord Mayor of Coventry also hosted a visit of Sukhy Johal MBE – ACE Midlands Area Chair and Simon Fitch – Head of Capital Projects ACE West Midlands.

3.8 Heritage Lottery Fund

The Trust has met with the Heritage Lottery Fund (HLF) to discuss the £3m revenue commitment HLF made to the UK City of Culture programme before the announcement of the title. Now Coventry has been awarded the title, HLF are working with the city to review the current HLF funding landscape across Coventry.

3.9 Cultural Capital Plans

The Trust has supported the City Council in developing a brief for an overview of cultural capital plans, with a view to helping direct and prioritise bids to potential funders of capital schemes.

3.10 Media Value

The Coventry City of Culture media value achieved since commencing bidding for the title now stands at over £27.7million.

3.11 Recruitment

The Trust is currently recruiting for its two most senior posts in its delivery structure – the Executive Director and Creative Director. There were 44 applications for the Creative Director role and 30 applications for the Executive Director role. Interviews will be concluded and appointments anticipated in April 2018. Laura McMillan (previously Trust Manager) has now taken up the position of Director of Operations and Legacy at the Trust.

3.12 Public Meetings

The Trust, supported by City Council colleagues, is running four public meetings across Coventry - two in the City Centre, one in Canley and one in Stoke Heath. Over 350 people have already signed up to attend. The content of these meetings includes: what UK City of Culture is; the journey so far; what happens next; and how you can get involved. The events have been promoted through social media, through posters

in community venues, through a press release and through an appearance on BBC Coventry and Warwickshire. A public summary version of the bid has been published outlining the next steps in preparing for 2021. Copies will be available for Members at the Scrutiny Board meeting.

3.13 Visit of the Department for Digital, Culture, Media and Sport (DCMS) and Independent City of Culture Judging Panel

The DCMS and members of the independent judging panel for UK City of Culture will be visiting Coventry on 24 April 2018. For some panel members it will be their first visit to the city. The visit will check on progress and planning for Coventry 2021.

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