#### **NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**

# EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE CABINET COMMITTEE

## 19th October2016

1. REPORT TITLE Stoke-on-Trent Bid for UK City of Culture 2021

**Submitted by:** Executive Director Operational Services, Dave Adams

<u>Portfolio</u>: Leisure Culture and Localism

Ward(s) affected: All

#### **Purpose of the Report**

The purpose of this report is to support a bid from Stoke-on-Trent for the UK City of Culture 2021

#### Recommendations

1. To support the Stoke-on-Trent Bid for the UK City of Culture 2021 title as a key partner through appropriate Borough Council Elected Member and officer involvement

#### Reasons

Approval is sought to support the development of Stoke-on Trent bid for the UK City of Culture 2021 title for the benefit of the North Staffordshire communities.

### 1. 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, which successfully placed culture at the heart of the city's regeneration, 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.

1.5 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. Issues

2.1 The City of Stoke on Trent is leading on the bid and the Council would be a key partner and would still play an important leadership role along with cultural providers in the Borough such as the Museum and Art Gallery, Keele University, The New Vic Theatre and the BID. Keele University and The New Vic Theatre have already pledged their support. The Council would commit Elected Member and officer support to the relevant theme groups

## 3. Proposal

3.1 To support the development of a Stoke-on Trent bid for the UK City of Culture 2021 title.

#### 4. Reasons for Preferred Solution

4.1 The process of developing a City of Culture bid will build on existing arts and cultural provision across the City and here in Newcastle, which draws on the cultural heritage of the area and includes The Homecoming, which celebrates the life of Phillip Astley, the Museum and Art Gallery, Midsummer Wakes, Lymelight Festival, Jazz and Blues Festival, Newcastle Lantern Parade, artworks in the subways and on the roundabouts, Keele University Arts Programme and The New Vic Theatre, which will stimulate a new cultural narrative in the city, borough and across North Staffordshire.

### 5. Links to Sustainable Community Strategy and Corporate Priorities

5.1 There is a clear strategy for partnership working and a growing understanding that culture has a significant part to play in addressing wider social and economic regeneration issues. The evidence base for this is provided in the Warwick Commission report 2015, DCMS Culture White Paper 2016and Arts Council England, Everyday Creativity report 2016.

#### 6. Legal and Statutory Implications

6.1 The Council has the power to directly provide culture services and also the power of community leadership, introduced by the Local Government Act 2000, to lead, influence and support partner organisations to work to common goals to meet the needs and aspirations of their communities.

#### 7. Equality Impact Assessment

7.1 To be successful the bid will need 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

### 8. Financial and Resource Implications

8.1 At this stage there are no financial implications as our support is being offered at a time of limited financial resources and forms part of our response to encourage excellence, whilst being driven by the need for austerity. However, it is expected that staff will attend meetings in order to contribute to the development of the bid

## 9. Major Risks

9.1 The approach seeks to manage the risks for the public, stakeholders and funders, in relation to the culture sector's ability to respond to the challenge.

## 10. **Key Decision Information**

10.1 This proposal has the potential to bring cultural investment into the Borough, which will support the regeneration of the town centres and builds further on the existing arts and cultural provision as detailed earlier

## 11. <u>Earlier Cabinet Resolutions</u>

- 11.1 None
- 12. List of Appendices
- 12.1 None.
- 13. **Background Papers**
- 13.1 None.