

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 2016 and 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. **Earlier Cabinet Resolutions**

11.1 None

12. **List of Appendices**

12.1 None.

13. **Background Papers**

13.1 None.