

Executive report to Scrutiny

Scrutiny commission:

Economic Development, Culture and Tourism

Date of scrutiny commission: 17 April 2013

UK City of Culture 2017

Lead executive decision maker: City Mayor

Lead director: Director of Culture and Neighbourhoods



Useful information

- Ward(s) affected: City wide
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1. Summary

The DCMS has launched a competition to select UK City of Culture (UKCOC) 2017. The City of Culture programme was developed by the UK government to build on the success of Liverpool as European Capital of Culture. Detailed bidding guidance was issued by Department of Culture, Media and Sport (DCMS) on 22 January and on 28 February Leicester City, through a bidding consortium chaired by the City Mayor, declared its intention to bid and submitted an expression of interest to DCMS. A list of consortium members is provided at Appendix A.

An initial bid is being developed by the Leicester UKCOC consortium to be submitted by 30 April 2013. Bids will be assessed by government in May/ June and in July further guidance on final bids will be issued to shortlisted locations. Final bids will need to be submitted by 30 September and an announcement will be made in November 2013.

This report will be accompanied by a presentation to the members of the Scrutiny Commission on progress to date in developing a Leicester submission for UKCOC 2017.

Recommendation

- 1.1 The Commission is asked to note the intention to bid for UK City of Culture 2017 and to provide comments on the intention, progress and approach.

2. Main report:

2.1 Background

In July 2009, following on from the success of Glasgow and Liverpool tenures as European City of Culture, government launched its UK wide competition to determine the first UK City of Culture (UKCoC) in 2013. The inaugural UK City of Culture 2013 is Derry/Londonderry. This is a four year programme and the next award will be for 2017. The overall aim of the UK City of Culture programme is to encourage the use of culture

and creativity as a catalyst for change, to promote the development of new

partnerships and to encourage ambition, innovation and inspiration in cultural and creative activity. Cities that bid for the title need to spell out their own vision for UK City of Culture and how they will use it in making a step change in their area and creating a lasting legacy.

The UKCoC is, at this time, a largely untested brand and there is no real benchmark or comparator for this initiative. The DCMS in all of the UKCoC literature refer to the European Capital of Culture and most notably Liverpool 08 as the benchmark / comparator in terms of defining the expected regeneration benefits and outcomes as a result of UKCoC designation and programme. The European Capital of Culture is a long established and 'trusted' brand.

The UKCoC competition does not include a financial prize or award, but it is expected that the title will generate commercial benefits and economic impact for the winning city. This is based on the Liverpool 08 experience, where the monetary value of media profile alone was judged to be in the region of £200m, resulting in analysis that for UKCOC this could be estimated at £100m. The economic impact of tourists to Liverpool 08 is believed to be £800 million while the year of events cost a total of £130m over four years. Obviously this is not a direct comparator as this is a much bigger profile and so both the benefits and costs are scaled down for UKCOC. The original feasibility for UKCOC suggests that around £10 million of public funding over and above an authority's baseline spend on culture would be needed to deliver a UKCOC programme. Derry/ London Derry is spending £20m over four years on the celebrations (which included construction of a new iconic bid) and including £12.6m from Northern Ireland's Department of Culture, Media and Sport.

Four cities were shortlisted for UKCOC 2013 (from a long-list of fourteen bids); Birmingham, Derry/Londonderry, Norwich and Sheffield. In June last year, research was published into the experience of the three shortlisted but unsuccessful cities for 2013 ("It's not the Winning..... Reconsidering the Cultural City"). All three (Birmingham, Norwich and Sheffield) were of the view that the bidding process helped to articulate a clear statement of their cultural identity and offer which in turn became a compelling and persuasive argument to present to stakeholders within and beyond the city. The two key strengths in the shortlisted bids were the theme of 'connecting communities' and their enhanced capacity for cohesive policy-making and collaborative action. The experience of bidding formed and strengthened partnerships and collaborations of great value to the cities.

The other places who have submitted an expression of interest for UKCoC in 2017 are:

Aberdeen	Chester	Dundee
East Kent	Hastings and Bexhill on Sea	Hull
Leicester	Plymouth	Portsmouth and Southampton
Southend on Sea	Swansea Bay	

2.2 Leicester's Bid

The bidding consortium is established and meeting weekly, chaired by the City Mayor. An initial communications plan is being implemented focusing on media coverage. In addition a webpage and twitter and facebook accounts have been set up and these can be found at [Facebook – Leicester - City of Culture](#). [Twitter - @Leicester2017](#), [web page http://www.leicester.gov.uk/cityofculture2017/](#). The communications campaign will be further developed after the initial bid is submitted.

The cost of bidding is estimated to be £100k, of which £50k is being sought as match funding from the business community and public sector partners. The remaining £50k has been provided from within the budget of the Culture and Neighbourhood Service Division of Leicester City Council. This cost will cover the procurement of an independent bid writer and initial marketing/ production costs. The estimated costs of hosting UKCOC, to the Council and the City, will be taken back to the Executive for consideration once the initial bid has been developed and properly costed.

A bid writing team (Inside Track) have been appointed until the end of April to assist with the first phase. They are an experienced team all previously closely involved with delivering Liverpool European Capital of Culture 2008.

While there is no 'blueprint' for the UKCoC there are three key factors that the successful city must guarantee:

- The quality of the cultural programme
- Genuine and demonstrable support from the cultural providers/sector and the wider business and residential communities
- A fully-endorsed commitment from the local authority to ensure that the title of UKCoC is embedded as part of a longer-term strategy to shape and define the city as a place to live, work, invest and visit

In 2012, the Culture Partnership Board launched the city's Cultural Ambition statement setting out an ambition for Leicester to build on our international connections, our originality and bring the city together. When the Culture Partnership Board presented a case to the City Mayor for a Leicester bid, they made the following points:

- Leicester is at a key moment in its history, not least the discovery of Richard III; we have some great assets and are soon to have even more
- Leicester needs to continue to drive up its cultural offer in terms of quality and excellence
- Leicester currently lacks a clear sense of identity/pride; it has many

identities. This may be due to the developing and emerging demographics of its residents over the past half a century. The process of developing a bid should help unite residents and develop a clear sense of identity

- The evidence is really clear: when other cities have bid, the process is what is valued, even for those who have not been successful. There is no alternative to working together, across sectors, to make a bid
- It is vitally important that a bid is not “business as usual”; but part of the continual transformation of Leicester and the role of culture across the city
- Culture has the capacity to be cross cutting and deliver on a range of different areas. Care must be taken to ensure any bid is not seen as a panacea for all the city’s challenges but the process can help deliver on education, crime and disorder, tourism, health and well-being and economic priorities

3. Details of Scrutiny

Scrutiny is requested to consider and comment on the intention to bid and progress to date prior to the submission of an initial bid at the end of April 2013.

4. Financial, legal and other implications

4.1 Financial implications

The preparation of the initial bid is expected to cost in the region of £100k, of which £50k is being sought as match funding from partners / the business community. The remaining £50k would be funded by the Council from within the budget of the Culture and Neighbourhood Services Division.

The original feasibility for UKCOC suggests that around £10 million of public funding over and above an authority’s baseline spend on culture would be needed to deliver a UKCOC programme. The more detailed estimated costs of hosting UKCOC, to the Council and the City more widely, will be brought back to the Executive for consideration once an initial bid has been developed and properly costed. If the City succeeds in progressing to the next stage, the Council and partners would be expected to commit in principle to underwrite the necessary funding before formally submitting a full bid. If the City is successful in progressing to the shortlist, further bid costs would be incurred.

The report also refers to benefits that could result from the bidding process, even if ultimately unsuccessful. If the City were to become the UK City of Culture, significant economic benefits would be expected, both during the four years from 2017 and over the longer term and the build-up period.

Colin Sharpe, Head of Finance, City Development and Neighbourhoods, ext 297390

4.2 Legal implications

The Council has power to take these steps under sections 144, 145 and 111 of the Local Government Act 1972.

As the bid process develops there are likely to be legal agreements required, for example as to branding, costs, events and hospitality and legal input will be required.

Joanna Bunting, Head of Commercial and Property Law, ext 296450

4.3 Climate Change and Carbon Reduction implications

Environmental leadership and innovation has formed a significant thread in Leicester's identity since the Environment City initiative of the 1990s. It could add to the strength of a Leicester bid to become UK City of Culture. Recent work that could be built upon include successful links with the Comedy Festival.

If Leicester were to make a successful bid, the main climate change implications are likely to be around the increased travel generated. There might be implications arising from venue requirements too. The city could minimise any negative effects, maximise the positive legacy for the city and strengthen any bid by demonstrating a clear intent from the outset to aim for environmental excellence: assessing the impacts, setting clear targets, actively involving partners and the public and reporting back on progress. Leicester's Climate Change Programme of Action provides a framework for this to take place.

Duncan Bell, Senior Environmental Consultant, Environment Team. Ext. 296775.

4.4 Equality Impact Assessment

An equality impact assessment will be undertaken alongside the development of a bid as the outline cultural programme is developed.

4.5 Other Implications (You will need to have considered other implications in preparing this report. Please indicate which ones apply?)

None.

5. Background information and other papers:

None.

6. Summary of appendices:

Appendix A - Bid Consortium Members, Appendix B - Bidding Guidance

Appendix A

Leicester UK City of Culture 2017 - Bid Consortium Members

Peter Soulsby	City Mayor
Fiona Allan	Chief Executive, Curve
Mandy Ashton	Pro-Vice Chancellor, De Montfort University
Piara Singh Clair	Assistant Mayor for Culture, Heritage, Leisure and Sport
Christine Fyfe	Pro-Vice Chancellor, University of Leicester
Charanpreet Singh Johal	Chief Executive, Kohinoor Radio
Mike Kapur	Director, Signum Corporate Communications
Lucy Phillips	Director, Leicester Print Workshop
Geoff Rowe	Chair, Culture Partnership Board and Chief Executive, Big Difference Co
David Simms	Chief Executive, Leicester Mercury
Martin Traynor	Group Chief Executive, Leicestershire Chamber of Commerce