



## **Derby and Derbyshire Year of Culture**

### **SUMMARY**

- 1.1 During 2009, the Department for Culture, Media and Sport launched a competition for UK City of Culture.
- 1.2 Derby and Derbyshire stated their intention to bid for the 2017 competition and significant planning and research have been undertaken to prepare for this.
- 1.3 In the past month, the Department for Culture, Media and Sport has stated that it will only decide in 2014 whether or when a future City of Culture competition will be held.
- 1.4 This report reflects the significant progress made to date, its value regardless of whether there is a competition, and proposals for taking the work forward in the absence of the competition.

### **RECOMMENDATION**

- 2.1 To note progress made to date on preparations for a possible Derby/Derbyshire bid to UK City of Culture 2017.
- 2.2 To support the proposal to stage a Derby and Derbyshire year of culture during 2015 regardless of the future of the competition.
- 2.2 To approve that a one off sum of £42,000, to match the Derbyshire County Council contribution to the project development fund, be found from within Leisure and Culture Department budgets during 2010/11.

### **REASONS FOR RECOMMENDATION**

- 3.1 This area of work strengthens the significant role that culture plays in Derby and Derbyshire and the benefit of the county and city working together to deliver a more cohesive and higher profile offer.
- 3.2 The year of culture in 2015 will be the core of Derby's cultural strategy and so at the heart of our cultural ambitions. This is a cost effective and creative way to deliver some of our cultural ambitions while building on local strengths and more fully engaging local people.

### 4.1 **Background**

In July 2009, the Department for Culture, Media and Sport (DCMS) announced a competition for UK City of Culture starting in 2013 and to run every four years thereafter. Overall aims for the competition are to:

- deliver a high quality cultural programme that builds and expands on local strengths and provides a follow-on from Liverpool Capital of Culture and the Cultural Olympiad
- create a step change in the host city, particularly evidencing economic and social impact
- evidence realistic deliverability
- provide a lasting legacy to the area.

'Culture' was to be interpreted very broadly but the inclusion of sporting activity would revolve around quality, shared lifestyles rather than major sporting events. This is line with the guidance on sport for the Cultural Olympiad.

### 4.2 **Why a joint bid by Derby and Derbyshire?**

- Location – 6 million people within an hour's drive of Derby
- Friendly communities but need more confidence
- City in the country
- Home to 183 nationalities
- Home to the Derwent Valley Mills World Heritage Site
- A microcosm of the UK – country/city, wealth / deprivation
- Ability to provide variety of scale, location, local/international commissions

### 4.3 What step change and legacy could we create in Derby and Derbyshire?

- Changes in the perception and profile of the city and county – impacting on a wide range of national indicators as well as changing perceptions at regional, national and international level leading to increased economic and social impact.
- Clarity of vision – this would contribute to the sustainable community strategy and the cultural strategy from 2011 and lead to integration between the city and county’s strategies.
- Audience development and community engagement – increase take up of the wide range of cultural activities already existing in the city and county.
- Community cohesion, migration and faith community engagement – again fundamental to our Sustainable Community Strategy.
- Increased tourism – most visited national park and ‘not so visited’ city!
- Catalyst for investment and physical regeneration – while this could be general investment, there is still much investment needed in our cultural buildings as well as attraction of creative industries to the city.
- Increased confidence and aspiration for residents and those living in the region.
- Greater collaboration – although partnerships in the city are strong they are less so across the city and county.
- ‘Produced in Derby / Derbyshire’ – increased economic output and opportunity to influence the national and world stage with both our creative industries and our manufacturing supply chain.
- Embed culture into the delivery of our core activity for lasting impact – the health and well being of our economic and social life.
- Improved profile and respect for the civic leadership role.

### 4.4 Benefits and risks to Derby and Derbyshire

The work we are undertaking has real value regardless of our ability to apply for this competition and will inform the city and county’s shared priorities for the future, as reflected in our cultural strategy. In addition, it will provide us with sound data upon which to build the reputation and positioning of the contribution culture makes in Derby and Derbyshire.

The main benefits are identified above in 4.3 but additionally would include:

- huge opportunity to engage and inspire
- the ability to embed culture more fully into the delivery of those services which aim to tackle tough issues
- build confidence and credibility in our cultural credentials
- bring benefits, some of them financial, that spin off from the focus the project will create.

#### 4.5 **Costs of the project**

For the purposes of the competition, it was anticipated that a successful 'city' – or area – would need to invest around £10 million in the programme that it puts together for its year as UK City of Culture. As an example, Liverpool's investment as European Capital of Culture was returned 10 fold. At this level of return, it could be possible that Derby and Derbyshire might attract £100m economic benefit over the year. A level of this would continue after the year.

At whatever level we would invest in 2015, it would obviously be at a massively reduced rate than if we were UK City of Culture. This will mean investment in the forms of tourism, growth of local industries and increased physical development all leading to job creation, but it also means greater confidence leading to more jobs being taken up by local people and improved quality of life which in itself means less dependence on Council and other public services.

#### 4.6 **Progress to date**

Progress to date revolves around an ambitious outline programme that reflects a vision to build on local strengths and our existing distinctiveness with national and international input. This is outlined in 'Culture at the Heart of Derby and Derbyshire', attached at Appendix 2, a summary of the report produced to prepare Derby and Derbyshire for a possible bid.

Progress is further reflected in an ambition to hold a Derby and Derbyshire year of culture in 2015, in light of the uncertainty around the competition. This will rely on the significant stepping stone of a possible visit to Derby and Derbyshire of the London 2012 Torch Relay.

The programme itself will be focused on an explosion of ideas and a revolution in thinking that reflects the city and county's past and present, and thus places our World Heritage Site status at the heart of our thinking.

Further progress includes:

- unanimous support for the shared approach to creating a step change in our communities through culture, including significant commitments to supporting the work by all present at a visioning event in Spring 2010
- positive coverage of our ambitions by the media
- the start of a research project to establish firmer baselines especially around the economic and social impact of cultural activity
- the creation of a 'culture marque' with which all partners can identify as a way of gaining broad organisational and community buy in
- the production of our statement of position and a worked up ambition which gives much of the background information either to start a bid or to work more informally with the County on re-positioning our cultural activities and offer.

#### 4.7 Next Steps

DCMS has now announced that it will not make a decision when or whether to go ahead with the competition until after the City of Culture year held by Derry in 2013.

In the meantime, the local steering group has been meeting to keep planning on track. It is chaired by the Director for Leisure and Culture and attended by representatives from both City and County Councils as well as arts and sports organisations. Whether a competition bid is possible or not, the steering group now proposes to start implementing some of the ambitions and programmes in readiness for a year of culture in 2015 with the torch relay as a possible step along the way. Next steps therefore include:

- follow up meeting on 1 November of wide stakeholder group originally brought together in February to present update
- visit to Derby/Derbyshire by members of the bidding team for Birmingham to advise the steering group of benefits regardless of whether a bidding process takes place or not
- completion of the first stage research by the University of Derby
- launch of 'culture marque' at event in November
- identification of £75,000 commitments by Derby City Council and Derbyshire County Council to support the project. The County Council has already approved its £75,000 contribution. As £33,000 has already been committed by Derby City Council during 2009/10 to this project, it is proposed that we find £42,000 to match the County Council's contribution.

#### OTHER OPTIONS CONSIDERED

- 5.1 Do nothing – this would waste the valuable opportunity the City of Culture competition has presented to us to position our cultural offer more strongly both socially and economically. It also wastes the potential that a possible visit to Derby from the London 2012 Torch Relay would provide.

**This report has been approved by the following officers:**

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	Stuart Leslie Toni Heathcote Celia Dyson
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<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Name Helen Osler 01332 255955 e-mail helen.osler@derby.gov.uk None Appendix 1 – Implications Appendix 2 -
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## IMPLICATIONS

### Financial

- 1.1 Commitment of £42,000 from Leisure and Culture budgets to appoint a part time project manager and provide running costs for the next 12 – 18 months.
- 1.2 This could involve a future longer term commitment leading up to 2015. The production of a business case to determine this will be part of the role of the Project Manager in the coming months.

### Legal

- 2.1 At this stage there are no legal implications. If there is a competition and we bid, this could mean the setting up of a management company at arms length from the City and County Councils.

### Personnel

- 3.1 In order to realise this project, a part time project manager will be employed within an arts organisation.

### Equalities Impact

- 4.1 The project will have equalities and opportunities at its heart.

### Health and Safety

- 5.1 No implications at this stage.

### Carbon commitment

- 6.1 No implications at this stage.

### Value for money

- 7.1 The £150,000 funding for the project will lever in commitment from a wider range of stakeholders including the private sector.

### Corporate objectives and priorities for change

- 8.1 The fulfilment of this piece of work will contribute to all the Council's objectives and priorities for change.