



Derby City Council

CORPORATE SCRUTINY BOARD
09 March 2023

ITEM 6

Report sponsor: Deputy Chief Executive
Report author: Assistant Bid Director

How the bid for UK City of Culture has strengthened the cultural sector, the benefits of partnership working and sponsorship

Purpose

- 1.1 To provide an update on outcomes from the process of bidding for UK City of Culture and how this is supporting regeneration and placemaking priorities in Derby.

Recommendation(s)

- 2.1 To note the content of the report and the benefits of bidding for the UK City of Culture.

Reason(s)

- 3.1 Derby's bid for UK City of Culture 2025 was built on a belief in the value of being on the journey for the city, regardless of the ultimate outcome of the competition. That meant that all the steps taken on the journey aimed to improve perceptions around the importance of culture and its relevance to the ambitions and regeneration of the city.

Supporting information

- 4.1 Derby was successful in being shortlisted to the final eight cities in the competition. This was a great achievement for Derby especially given that our bid had been written in a much shorter timeframe than other shortlisted cities who had been working on their bids for over two years.

Feedback from the judging panel on our bid was very positive and they commented that they could feel the infectious pride for the city, they could see a clear need and step change that could be delivered through the title, and they liked the programme ideas that were put forward. They also highlighted that Derby would benefit from having governance and staffing in place that could act as the lead accountable body and delivery vehicle for UK City of Culture.

- 4.2 Following our engagement in the competition the focus has been on maintaining momentum in the ambition that was shown by partners and stakeholders across the city to ensure there is legacy from the bid process. Key activities that have strengthened the culture sector have been captured in the report.

- 4.3 Culture Derby – In November 2022, Cabinet approved the formation of Culture Derby as a cultural partnership for the city. This aims to create a step change in the sustainability of the cultural sector, connect to broader aspirations and priorities for Derby, and secure the partnerships with other sectors necessary to realise them. Importantly, the proposed model will not directly deliver cultural programme. Instead, it will help shape policy, drive innovation, lead funding bids and develop partnerships that bring additional resource to the whole creative and cultural community.

A chair for Culture Derby has recently been secured and a Board recruitment process will be launched in the coming weeks. It is intended that this will draw membership from across Derby's key sectors and be representative of the city's diversity. Once the Board is in place their priorities will be to agree the legal structure, governance, and operational model. The Board will then finalise priorities for delivery.

- 4.4 Culture Derby Manifesto – In the preparation of our bid for UK City of Culture several pieces of research were undertaken. This included a Cultural Masterplan for the city centre and a Cultural Compact Study that considered partnership working arrangements. These, alongside ambition within the bid and the Culture Strategy are informing the development of a culture manifesto for the city. This will set out vision and ambition for the Culture Derby partnership. A public launch of this is being planned for late Spring 2023.
- 4.5 Working in partnership through the Team Derby approach has enabled new initiatives that change the look of the city, making it feel a more creative and cultural place. Examples include the legal graffiti wall on Cathedral Green, artist designed canopy on Irongate and ambitions for the new Learning Theatre.
- 4.6 More broadly, bidding for UK City of Culture has helped to strengthen the sector by increasing understanding of the vital role culture can play in the future of the city. This has helped open conversations and build partnerships around key strategic priorities. An example includes the need for new creative studio and makerspace in the city. Solutions to this are being considered with University of Derby and Marketing Derby. Outcomes will not only provide workspace for creatives, but have potential to revitalise vacant property, supporting city centre regeneration.
- 4.7 However, the cost-of-living crisis is impacting heavily on the cultural sector. Building based organisations are seeing significant increases in their utility's costs and other overheads. This has resulted in redundancies and cutting back on programme ambition in some areas. It is therefore essential that partners and stakeholders continue to recognise the value of culture to the city and work to support the sectors longer-term sustainability.

Public/stakeholder engagement

- 5.1 Cultural and creative sector organisations have been consulted on the priorities and next steps. They are supportive of the ambition for the Culture Derby partnership and are contributing to delivery of strategic priorities.
- 5.2 Key stakeholders such as University of Derby, Marketing Derby and individual businesses that supported the UK City of Culture bid have been kept informed of plans and have had opportunity to input and shape ambition.

5.3 Derby Partnership Board received a presentation on planned next steps at their meeting on 17 Feb 2023. There was support for the ambition and recognition of the importance of culture to city regeneration.

Other options

6.1 None that are applicable to this report

Financial and value for money issues

7.1 None that are applicable to this report

Legal implications

8.1 None that are applicable to this report

Climate implications

9.1 None that are applicable to this report

Socio-Economic implications

10.1 None that are applicable to this report

Other significant implications

11.1 None that are applicable to this report

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal		
Finance		
Service Director(s)		
Report sponsor		
Other(s)		

Background papers: List of appendices:
