



Report sponsor: Rachel North, Deputy Chief Executive (Communities and Place)
Report author: Mike Brown, Deputy Bid Director for Derby City of Culture

Update on UK City of Culture 2025

Purpose

- 1.1 To provide updated information on the UK City of Culture 2025 competition and to note the next stages in the competition before the announcement of the winning city is made in May 2022.

Recommendation(s)

- 2.1 To endorse the Council's continued support for and work towards the ambition for Derby being named UK City of Culture in 2025.

Reason(s)

- 3.1 Continuing to participate in the competition demonstrates Derby's ambition to use culture to build a sense of place and local pride, and support sustained local inclusive growth. This will help deliver a vision that will transform our city and to make Derby a place that people want to live, work, visit and invest in.
- 3.2 Culture has been agreed as a key driver of the city's reinvention and ambition to create a vibrant and successful city. This is clearly articulated in the recently adopted Council Plan 2022- 2025 within the Vibrant Theme which recognises the importance of a vibrant city, reimagined with culture at its heart.

Supporting information

- 4.1 In July 2021 Derby submitted an Expression of Interest to be UK City of Culture in 2025. This is a competition run by the Department for Digital, Culture, Media, and Sport (DCMS) inviting places across the UK to set out their vision for culture-led regeneration.
- 4.2 The Expression of Interest was successful, and in September 2021 Derby was named alongside seven other locations who were asked to develop full applications for the City of Culture designation. The other shortlisted locations are Armagh, Bradford, Cornwall, County Durham, Southampton, Stirling, and Wrexham. This represented a significant achievement given the relatively short time and low level of resource the council has had to date to develop proposals. For example, some other cities within this shortlist have been working on their proposals for several years, Derby City has done the same in several months.

- 4.3 Building on themes developed in our Expression of Interest work has taken place from September to develop a detailed application and this was submitted on 2 February 2022. This set out an ambition for culture to drive positive economic and social outcomes, develop lasting local, national, and international partnerships, and develop Derby's cultural ecosystem. The ambition also aimed to strengthen communities, build a sense of place, and inspire local pride, celebrating and boosting local and grassroots arts and culture, whilst attracting new investment and tourism.
- 4.4 An Expert Advisory Panel will assess the applications and is expected to shortlist down to four locations. The Panel will then undertake research visits to each of the locations followed by final presentations to DCMS in London.
- 4.5 Key dates in 2022:
- Week commencing 21 March – announcement of shortlist
 - Weeks commencing 2 and 9 May – Expert Advisory Panel visits to shortlisted locations
 - Mid May – Final Expert Advisory Panel meeting and presentations
 - End of May – Announcement of winner

Public/stakeholder engagement

- 5.1 The Team Derby approach has been essential to the development of the final application with partners and stakeholders contributing their energy, advice, information, and ideas to all aspects of the Bid document. Over 100 letters were submitted alongside the EOI, and a wide range of organisations have been working alongside the 'team' within the city council to develop both the themes within the Bid, the potential programme of events and the opportunity for sponsorship.
- 5.2 A governance model has been established to oversee and advise on the development of the bid. A steering group has been created chaired by the Chief Executive of the city council to act as a sounding board, an advisory body and group of champions, alongside maximising the benefits of bidding for the city. Membership of the steering group is drawn from across public and private sectors and includes our major employers, education sector, cultural sector, voluntary sector, and individual artists. Governance also includes a Business Engagement Group, Programme Group and Marketing Group.
- 5.3 A 'Voices' group has been established with 80+ members that represent Derby and its communities. The group has been engaged with to ensure that our UK City of Culture ambition is shaped by and is relevant and meaningful to people and communities across our city.
- 5.4 A Culture Derby website has been developed to provide information about the bid and our ambition for UK City of Culture 2025. Social media has also been a key mechanism for engagement with the wider public. The Culture Derby twitter and Instagram accounts each have 1,200+ followers, with posts celebrating Derby's diverse and vibrant cultural offer. National and local media interest has been stimulated and several interviews and promotions of the city and its opportunities produced.

- 5.5 Cultural partners have been actively engaged in the development of the application. This has supported the creation of an overarching vision, themes, and programme. Adam Buss, in his interim role as Bid Director, has played an important role supporting stakeholder engagement through meetings with a range of public and private sector partners.
- 5.6 With each stage of the process, the bid team are refining the City's submission and developing the funding and governance arrangements; further reports will be brought to Cabinet as necessary to seek approval for those arrangements if the bid is successful at further stages in the process.

Other options

- 6.1 The city could choose to withdraw the application to become UK City of Culture in 2025. However, entering the competition is a clear indication to national stakeholders of our commitment to culture led regeneration to transform our city. Regardless of the outcome our ambition is strong, and this can support inward investment by building confidence in our city vision and our future.

Financial and value for money issues

- 7.1 Costs incurred to date to develop the expression of interest and full application are £113,000. This includes secondment costs for key staff to develop and write the application; appointment of expert advisors to provide robust data on expected economic impact, skills development, audience engagement; marketing activity and development of the Culture Derby website.
- 7.2 A grant of £40,000 has been secured from DCMS to support the costs of developing the application. This will contribute to the costs incurred, reducing the Council's financial contribution to date to £73,000.
- 7.3 If Derby is announced as one of the four shortlisted locations in late March, a full business case will be brought back to Cabinet.
- 7.4 A key part of the City of Culture process is secure both public and private sector investment to transform Cities through culture. Analysis of previous successful Cities has indicated the potential for £4 or £5 other funding (private and national funding) for every £1 that the Council invests. The original submission included illustrative financial projections that will need to be firmed up if our Bid was successful in moving to the next stage. This would require the Council to identify specific funds over the next 4 – 5 years as part of our contribution – this would be subject to a further Cabinet Report. If successful, the Council would become the Accountable Body and become a key financial guarantor for the City of Culture – subject to Cabinet approval.
- 7.5 Evaluation of Hull's year as UK City of Culture in 2017 showed at least £22m of gross value added to the local economy. Status as UK City of Culture was also shown to have supported £3.4bn of public and private investment into Hull from the time they were announced as winner of the title in 2013. Culture has been proven as a major driver of regeneration.

Legal implications

- 8.1 There are no legal implications from submitting the application.

Climate implications

- 9.1 Environmental sustainability is a key consideration within the application process. If successful we will work with our industry partners who are at the forefront of developing green technologies, and under the guidance of Derby's Climate Commission, to consider how their expertise can drive innovation within the delivery of a modern cultural programmes. Learning from this will have international application and will form legacy to Derby's year as UK City of Culture.

Other significant implications

- 10.1 Delivering a UK City of Culture that is representative of our diverse communities is a key ambition within the application. A full Equality Impact Assessment will be carried out if we progress to the next stage, including engagement with our equality, diversity and inclusion networks.

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal	Emily Feenan	17/02/2022
Finance	Alison Parkin	17/02/2022
Service Director(s)	Claire Davenport	15/02/2022
Report sponsor	Rachel North	17/02/2022
Other(s)		

Background papers:
List of appendices: