

Report sponsor: Rachel North, Deputy Chief Executive (Communities and Place)
Report author: Mike Brown, Arts Development Manager

UK City of Culture 2025 Expression of Interest

Purpose

- 1.1 To provide information on the UK City of Culture Competition and to note the intention to submit an Expression of Interest (EOI) for Derby to bid for the 2025 competition.

Recommendation(s)

- 2.1 To note the ambition for Derby to bid to become UK City of Culture in 2025 by submitting an EOI.
- 2.2 To note that if Derby is announced as being on the longlist in September 2021, a further report will be brought to Council Cabinet seeking approval to submit a final application prior to the deadline date in January 2022.

Reason(s)

- 3.1 Submitting an EOI will demonstrate Derby's ambition to use culture to build a sense of place and local pride, and support sustained local inclusive growth. This will help to make Derby a place people want to live, work, visit and invest in.
- 3.2 Culture has been agreed as a key component within the Derby Recovery Plan. This recognises the importance of a vibrant city centre, reimagined with culture at its heart. Work on this is underway through activity such as Derby Market Place, delivered in partnership with our cultural partners.
- 3.3 Ambition for UK City of Culture will build on recent high-profile events that have supported recovery and encouraged people to visit the city. These include opening of the Museum of Making, Derby Ram Trail, Derby Book Festival and Format International Photography Festival.

Supporting information

- 4.1 UK City of Culture is a competition run by the Department of Culture, Media and Sport inviting places across the UK to set out their vision for culture-led regeneration. It can strengthen communities, drive economic growth, inspire local pride, and attract new investment and tourism.

- 4.2 The EOI will set out our City of Culture vision and include the scope, key themes and components for a varied programme with broad appeal. Importantly the EOI will also set out the economic, social and cultural step changes that the UK City of Culture title will achieve for Derby.
- 4.3 Key dates
- EOI deadline: 19 July 2021
 - Longlist of six places announced: early September 2021
 - Longlist application deadline: January 2022
 - Winner announced: May 2022

Public/stakeholder engagement

- 5.1 Ambition to enter the competition for UK City of Culture 2025 has received support from the Derby Partnership Board, Derby Economic Recovery Group and Strategic Culture Group.
- 5.2 Cultural partners have been actively involved in the development of the EOI. This has supported the development of vision, themes and programme. Adam Buss, CEO from QUAD has played an important role supporting stakeholder engagement and coordination of the EOI process.
- 5.3 A workshop with stakeholders has been undertaken to support the development of the EOI. This included cross sectoral engagement from across the Derby Partnership structure.

Other options

- 6.1 The Council could choose not to submit an EOI 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. Regardless of the outcome this can support inward investment by building confidence in our city vision and ambition.

Financial and value for money issues

- 7.1 A small amount of resource has been allocated to support the EOI development (under £5k). If successful in progressing to the full application stage funding of £40k will be awarded to Derby to support bid development.

Legal implications

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

Climate implications

- 9.1 It is a requirement of the EOI to demonstrate that environmental sustainability is embedded within planned activities.

Other significant implications

- 10.1 None

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal	Emily Feenan, Director of Legal, Procurement and Democratic Services	23 June 2021
Finance	Amanda Fletcher, Head of Finance Communities and Place	23 June 2021
Service Director(s)	Claire Davenport, Director of Leisure, Culture and Tourism	23 June 2021
Report sponsor	Rachel North, Deputy Chief Executive (Communities and Place)	23 June 2021
Other(s)		

Background papers:
List of appendices: