

PERTH AND KINROSS COUNCIL

7 October 2015

UK City of Culture 2021**Report by Chief Executive****PURPOSE OF REPORT**

This report briefs Council on the process and timescale for bids to become UK City of Culture 2021. It recommends project resourcing, management and governance arrangements to support development of a bid for Perth.

1. BACKGROUND/MAIN ISSUES

- 1.1 The UK City of Culture programme was introduced by the UK Government following the success of Liverpool as European Capital of Culture 2008 and the Cultural Olympiad in 2012. The bidding process is managed by the UK Department for Culture, Media and Sport (DCMS). City of Culture delivers a national cultural programme over one year, focused on a particular city or area.
- 1.2 Objectives are to:
- encourage the use of culture and creativity as a catalyst for change;
 - develop new partnerships, including professional artistic collaborations and community-led partnerships;
 - encourage ambition, innovation and inspiration in cultural and creative activity; and
 - align the work of national cultural organisations within the programme for the year to support tourism growth and change perceptions about the city/area.
- 1.3 The first UK City of Culture was Derry-LondonDerry in 2013, attracting over 1 million additional tourism visits. The second is Hull (2017). City of Culture status is estimated to deliver £60M of additional economic impact benefits to the local economy in Hull.
- 1.4 The bidding process for 2023 European City of Culture (which started in 1985) is expected to start in 2016 and this will also be of interest to various UK cities.

- 1.5 The eligibility requirements to bid for UK City of Culture are:
- A clear urban focus (city, large town or neighbouring cities/towns). (London is excluded. Partnership bids between different cities/towns are eligible.)
 - Ability (infrastructure and skills capacity) to host events at scale.
 - A credible fundraising plan and viable, affordable event programme proposals, including ability to attract new funding.
 - Bids must be submitted by a partnership, including the relevant local authority as well as other local organisations. There must be a nominated lead organisation for communication purposes with DCMS.
- 1.6 Within these eligibility criteria, bidding cities/areas are expected to define their vision for UK City of Culture and how step change/long term legacy will be achieved by changing perceptions of the area through audience development, high quality artistic output, community cohesion, economic regeneration and development, etc. More detailed assessment criteria will be confirmed when the bidding process formally starts, which is expected to be in early 2017.
- 1.7 The selection process is managed by DCMS in consultation with the devolved administrations in Scotland, Wales and Northern Ireland. In Scotland, EventScotland co-ordinates the bidding process. DCMS is supported by a Working Group of UK cultural organisations which provides expert advice; and external assessors appointed by DCMS assess bids and make shortlisting recommendations to an Independent Advisory Panel. The Panel will make a final recommendation to the Secretary of State for Culture, Media and Sport.
- 1.8 The outline bid process and timescale is as follows:

What	When
Start of bidding process	Announced Jan 2017
First stage bids due	30 April 2017
Bid assessment and shortlisting	May-June 2017
Shortlist confirmed	End summer 2017
Final selection process	October 2017
Announcement of successful bid	End 2017

- 1.9 The opportunity which UK City of Culture presents for Perth fits well with the wider strategy which is being taken forward, as part of the City Plan, to develop the cultural offer. Report [15/293](#) approved by Council on 1 July 2015 sets out this wider strategy.
- 1.10 Bidding for UK City of Culture will require dedicated resource (time, money, advocacy, specialist expertise) from the Council and its partners to ensure the best possible case is made for Perth. There is no direct national funding offered to bidders to support bid preparation. To ensure transparency and neutrality, neither DCMS nor the devolved administrations offer detailed advice to bidders. The level of public and media scrutiny and interest in the bidding process will be high. Equally, the process of developing a bid will be hugely beneficial for consolidating our current strategic ambition for developing the cultural offer. The Council has a significant track record in hosting major national and international events, and this will be a key asset in presenting a compelling case for Perth. It also has a wealth of experience in managing high profile bid processes, via the achievement of City Status in 2012.

2. PROPOSALS

Bid preparation

- 2.1 Key workstreams required to prepare a bid are outlined below. Some are discrete to the bid requirements and some amalgamate existing planned/ current activity:

What	Why
Place (concept development)	This is about the USP of Perth and how its story would be brought to the UK/internationally in 2021. It will build on the core concept approved by Council in July 2015: <i>Ancient Roots, Modern Scots, Perthshire Pioneers</i> .
People (audiences, communities and diversity)	This is about engaging communities across Perth & Kinross in the development of the proposed 2017 Perth City of Culture Programme; and delivering a step change in participation by local people and communities in Culture, including the diversification of audiences.

Programme & Partnerships	<p>This is about developing specific 2017 Programme elements and the partnerships required to deliver including:</p> <ul style="list-style-type: none"> • Large scale events • Collaborations between national and local arts organisations and local communities • Commissioning new work of local and national significance • Digital participation
Infrastructure	<p>This is about delivery of the cultural infrastructure projects already proposed or underway: Perth Theatre, redevelopment of Perth Museum & Art Gallery and a new visual arts attraction. It is also about the wider infrastructure requirements (accommodation, transport etc).</p>
Business Planning & Development	<p>This is about preparing and implementing a credible funding plan, including securing major external funding partners and preparing the business plan for programme delivery.</p>
Communications	<p>This is about the marketing, communications, stakeholder management and advocacy requirements to support the bid. Communications, including a strong focus on community participation, would need to start in early 2016. Civic champions and advocates from the wider culture and creative industries sector will be key.</p>

Governance Arrangements

- 2.2 Whilst a significant project in its own right, the bid for UK City of Culture 2021 would form a discrete project within the wider programme of activity to position Perth as a major cultural city destination ('Big Move 7' in the City Plan). This wider programme includes current projects such as the Perth Theatre redevelopment and Mill Street regeneration; and proposed projects including the redevelopment of Perth Museum and Art Gallery and the development of a new cultural attraction, for which detailed business cases will be presented to Council for approval in February 2016.
- 2.3 Given the emerging scale of activity, it is proposed that a Programme Board is established to oversee all aspects of delivery, including a UK City of Culture bid. This will bring the expertise of key partners alongside that of the Council including that of Horsecross Arts, Pitlochry Festival Theatre, Perth Festival of the Arts; and the new Cultural Trust. A strong link with the wider City Development Board with its strategic and delivery remit for the City Plan will be essential.

Resource Requirements

- 2.4 The Council holds significant relevant skills and expertise in the areas required to support bid preparation. However, experience of other bidding cities demonstrates that additional resource and capacity will be required to present the strongest case. Fundraising/development and dedicated communications skills particular to the cultural sector are key. It will be necessary to procure external specialist advice on some aspects of the bid and this will be obtained in line with procurement policy and guidelines.
- 2.5 A non-recurring budget of £250,000 is proposed to resource requirements, in line with the experience of other bidders to date. This amount is requested from reserves.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 Work completed to date on the long term strategy to develop the cultural offer in Perth has positioned us strongly to submit a bid for UK City of Culture 2021. Within this wider strategy, UK City of Culture is a major opportunity to confirming Perth as a major city destination in Scotland and the UK.
- 3.2.1 It is recommended that the Council:
- Notes the bidding requirements, process and timescale for UK City of Culture 2021;
 - Instructs the Senior Depute Chief Executive (Equality, Community Planning and Public Service Reform) and Depute Chief Executive (Sustainability, Strategic and Entrepreneurial Development) to prepare a bid in collaboration with key partners for culture in Perth and Kinross and to provide an update report to Council in February 2017; and
 - Approves the recommended allocation of £250,000 from reserves to resource the bid preparation.

Author

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Approved

Name	Designation	Date
Bernadette Malone	Chief Executive	16 September 2015

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	Yes
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	None
Strategic Environmental Assessment	None
Sustainability (community, economic, environmental)	None
Legal and Governance	None
Risk	None
Consultation	
Internal	Yes
External	Yes
Communication	
Communications Plan	No

1. Strategic Implications

Community Plan / Single Outcome Agreement

1.1 This report relates to the delivery of the Perth and Kinross Community Plan / Single Outcome Agreement in terms of the following priorities:

- Promoting a prosperous, inclusive and sustainable economy
- Creating a safe and sustainable place for future generations

Corporate Plan

1.2 This report relates to the achievement of the Council's Corporate Plan Priorities:

- Promoting a prosperous, inclusive and sustainable economy;
- Creating a safe and sustainable place for future generations.

2. Resource Implications

Financial

2.1 There are financial implications relating to this report. Para 2.5 sets out a resource requirement of £250,000 to prepare the bid.

Workforce

- 2.2 There are workforce implications arising from this report. The Head of Culture and Community Services will be the designated lead officer responsible for overseeing preparation of the bid. Fixed term appointments will be required to provide the additional capacity and skills required to prepare the bid. These will be managed within the overall additional resource requested.

Asset Management (land, property, IT)

- 2.3 There are no asset management issues arising from this report.

3. Assessments

- 3.1 The proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

(i) Assessed as **not relevant** for the purposes of EqIA

Strategic Environmental Assessment

- 3.2 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals.

This section should reflect that the proposals have been considered under the Act and no action is required as the Act does not apply to the matters presented in this report. This is because the Committee are requested to note the contents of the report only and the Committee are not being requested to approve, adopt or agree to an action or to set the framework for future decisions.

Sustainability

- 3.3 None.

Legal and Governance

- 3.4 None.

Risk

- 3.5 A full risk profile for delivery of the 2021 UK City of Culture Programme will be prepared if the bid is successful. There are no immediate issues or risks arising from this report.

4. Consultation

Internal

4.1 The following have been consulted in the preparation of this report:

- Chief Executive, Perth and Kinross Council
- Head of Finance
- Head of Planning and Development
- Head of Democratic Services

External

4.2 The following have been consulted in the preparation of this report:

- Creative Scotland
- Eventscotland
- Chair, City Development Board
- Chairman, Horsecross Arts
- Chair in waiting, New Culture Trust

5. Communication

5.1 A Communications Plan will be prepared to announce Perth's intention to bid for UK City of Culture, for implementation from mid-2016 onwards

7. BACKGROUND PAPERS

None.

8. APPENDICES

None.

