

**REPORT FROM: CHIEF EXECUTIVE**

**TO: POLICY AND RESOURCES COMMITTEE**

**DATES: 28<sup>th</sup> OCTOBER 2020**

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**BID DEVELOPMENT: LANCASHIRE 2025 – UK CITY OF CULTURE  
REQUEST FOR FUNDING**

**PURPOSE OF REPORT**

1. To seek the Committee's view on a request for funding from the Council towards the cost of developing a Lancashire-wide bid to become UK City of Culture in 2025.

**RECOMMENDATIONS**

2. It is recommended that the Policy and Resources Committee consider the request for funding towards the cost of developing a Lancashire-wide bid for the UK City of Culture as set out in the report.

**REASONS FOR RECOMMENDATION**

3. To consider whether to make a financial commitment towards the development of a Lancashire-wide bid for the UK City of Culture.

**ISSUE**

**Background**

4. The UK City of Culture title was created following the success of Glasgow and Liverpool as European Capitals of Culture in 1990 and 2008 respectively. The title of UK City of Culture is an opportunity for a place to project itself onto the world stage, develop new relationships and present a world-class programme of creative and cultural content. For previous holders, the UK City of Culture title has acted as a powerful catalyst in galvanising cities to think more strategically about their cultural offer, identity and heritage within a national context and in comparison to other equivalent economic stimulus packages.
5. The first competition was won by Derry (2013) ahead of Sheffield, Norwich and Birmingham, and the second by Hull (2017) ahead of Dundee Leicester and Swansea. The most recent

winner was Coventry (2020), who were shortlisted with Stoke, Sunderland, Swansea and Paisley.

6. Previous holders of the UK City of Culture title have all benefitted from increased investment, enhanced infrastructure, job creation and more visitors compared to prior years. For example,
  - in 2017 Hull attracted 6m visitors, generated 800 new Jobs and boosted the local economy by £60m. Tourism in Hull for 2017 exceeded £300m.
  - Since the bids for European Capitals of Culture (2008), and UK City of Culture (2013) Norwich was named a United Nations Educational, Scientific and Cultural Organization (UNESCO) City of Literature, and has received £9.2m from National Lottery Heritage Fund for the renovation of Norwich Castle. Culture is worth £83.6m to the economy of Norfolk and Suffolk (excluding tourism). The sector employs 5,800 people across 1,000 cultural businesses and organisations
  - Stoke-on-Trent's achievements since bidding in the last round for UK City of Culture in 2017 include attracting new national brands including a New Hilton Hotel. The Making the City: cultural strategy for Stoke-on-Trent and the associated Cultural Forum built on work of UK City of Culture bid to unlock investment for £9m restoration of Middleport Pottery, resulting in significant job creation, and, research and development outcomes. Another key legacy is the development and growth of British Ceramics Biennial which attracts 250,000 extra visitors, generating £7.5m economic activity.
7. The increased investment over subsequent years that bidding cities gain from bodies including the Department for Culture Media and Sport , Arts Council, National Lottery Fund, BBC, plus attention from national press and media is regularly quoted as one of the main benefits of bidding for UK City of Culture and other cultural titles.

### **The Development of a Lancashire Bid**

8. In 2018 Marketing Lancashire in association with the Lancashire Enterprise Partnership commissioned a feasibility and independent consultation with major stakeholders to help assess the readiness to bid and deliver UK City of Culture in 2025 and to advise on the potential options for the geography and focus of a Lancashire bid. This concluded that Lancashire could and should bid to become UK City of Culture 2025.
9. In 2019, a Bid Director was appointed who conceived the vision for Lancashire's bid, which is set out at **Appendix A**. Lancashire 2025 expects to present the initial application to the Department of Digital, Culture, Media and Sport in April 2021. Lancashire 2025 will deliver the UK's first *Distributed City of Culture*, as a location based cultural experience, brought to life in an Interactive Digital World.
10. The bid forms part of a long-term strategic culture led regeneration programme. This is set out in a fully costed business outline for a 10 year, 3 phase plan from (2020-2030). Lancashire 2025 will regenerate communities, economies, and public / private partnerships through the power of long-term, focused and international standard cultural development.
11. To date, the bid development has been funded by the Lancashire Enterprise Partnership, Lancashire County Council, Creative Lancashire, Marketing Lancashire and the University of Central Lancashire (UCLan) (Total £240,000).

### **Initial Vision and Structure of the Lancashire Bid**

12. Lancashire 2025 exists to enhance the wellbeing of all people of the county and future generations, regardless of location, through a unique arts and culture eco-system. The aim is

to produce an ambitious and inclusive cultural programme at a county scale to integrate the urban, the coast and the countryside as a virtual city of 1.5 million inhabitants that connects the identities of Lancashire to reshape a better, creative and more sustainable way of living in the UK.

13. According to the Vision document, the bid will reinvent Lancashire's social, physical and cultural cartography, through the creation of four physical and virtual Neighbourhoods Uptown (Lancaster), The Valley (Pennine Lancashire), Downtown (Preston) and Light Coast (Blackpool), dissolving our real and imagined borders to build a truly representative view of Lancashire. Indeed, Lancashire 2025 will build on Lancashire Enterprise Partnership's emerging Cultural Investment Strategy, to deliver:

- ☐ Increased Connectivity
- ☐ Enhanced Capacity
- ☐ Improved Crossovers
- ☐ Bolder Commissioning and Innovative Infrastructure
- ☐ Compelling Cultural Narratives

## Business Outline

14. In order to successfully bid for UK City of Culture, Lancashire 2025 requires:
- ☐ Core Team and Independent Organisation to deliver Bid and Programme.
  - ☐ DCMS Bid Development & Submission.
  - ☐ Capacity Building and evidence Lancashire can manage a programme of this scale.
15. This is the proven model for successful City of Culture Bids of the past and the model followed by all comparable competitors in the 2025 competition.
16. Anecdotal feedback suggests that Lancashire's unique proposal puts it in a strong position. However it must be acknowledged that Lancashire, its cultural infrastructure and current investment levels, and its brand of place is not strong enough currently. The proposed Phase 1 programme is therefore modelled to ensure the team lead a successful bid and win the UK City of Culture 2025 title.
17. Lancashire 2025 Phase 1 plans are summarised in the Project Synopsis at **Appendix B**. The overall cost is estimated at £2,950,000 over 2 financial years. Expenditure is costed at 28% for Core Business Costs (developing the organisation and team to deliver a successful bid to the Department for Culture Media and Sport and manage the required partnerships and cultural capacity building). 72% expenditure is allocated against delivering the marketing, engagement, research & insight, cultural capacity building and cultural delivery required in order to deliver and win a successful bid.
18. In Phase 1, 85% of income is required from Public Sector sources with 15% coming from Private Sector, Trusts and Foundations. The request to Pendle (as it is for most other District Councils in Lancashire) is for a funding contribution of £50,000. According to the Local Authority Request for Commitment produced by Lancashire 2025, the return on this investment comprises the following outcomes and outputs:-
- **Enhanced Capacity: Strategic and Operational Infrastructure** as catalysts and mechanisms for cultural development and delivery at County scale, to ensure joint working, mutual benefit and maximised impact across all areas of the Country;
  - **Increased connectivity and compelling cultural narratives: Access to digital platforms** for the development, presentation and promotion of culture across Lancashire, supporting profile and research, commissioning artists and digital innovation, audience development and marketing

communications. These include a Lancashire 2025 website, 3D interactive map of the virtual city and the Lancashire 2025 Podcast Show as well as design products and toolkits;

- **Enhanced capacity: Access to the Lancashire 2025 Talent Development Programme** which will deliver a four-year programme of education, skills and training and international exchange for mid-career producers. At least 1 professional in each local authority area will access the programme.
- **Bolder commissioning and innovation infrastructure: Profile from two high impact commissions at county scale** which will exist in both the digital and physical realms. Marking the key moments in the year of selection and designation to general national profile, media attention and public engagement at county scale. These include Urban Hubs – a mobile city superstructure (flexible architecture and event space as urban hubs) and the Light Line – a digital/public artwork, online data visualization and physical installation/projection. Delivery will include structure engagement projects benefitting groups of all ages/demographics;
- **All 14 Local Authorities will benefit equally from the culture-led regeneration programme.** Lancashire 2025 will impact significantly across the whole of Lancashire with local authorities benefitting most through:

19. The Phase 2 Plans for Lancashire (April 2022 – March 2026) are broadly costed at £22m (see Lancashire 2025 Phase 1 Business Outline document). Funding from the Arts Council, Heritage Lottery, Community Fund and the Department for Culture Media and Sport alone potentially account for 85% of such a budget. The rewards of winning City of Culture are considered by Lancashire 2025 to be vast but the commitment locally has to be strong to get to that point and for the long-term.

## IMPLICATIONS

### Policy

20. There are no policy implications arising directly from the contents of this report.

### Financial

21. Lancashire 2025 have submitted a funding request for £50,000 from the Council towards the cost of the development of a Lancashire-wide bid for the County to become the UK City of Culture in 2025. The funding would be paid over two financial years.
22. There is no existing budget provision to meet this funding request; a decision to agree funding would necessitate budget growth which, in the context of the financial position outlined in a report elsewhere on the Agenda for this meeting, is not affordable.

### Legal

23. There are no legal implications arising from the contents of this report.

### Risk Management

24. There are no risk management implications arising directly from the contents of this report.

### Health and Safety:

25. There are no health and safety issues arising directly from the contents of this report.

### Sustainability:

26. There are no sustainability issues arising directly from the contents of this report.

**Community Safety:**

27. There are no community safety issues arising from this report.

**Equality and Diversity:**

28. There are no equality and diversity issues arising from this report.

**APPENDICES**

Appendix A – Vision for UK City of Culture - Lancashire 2025

Appendix B – Project Synopsis