

Name of meeting: Cabinet

Date: 30th May 2017

Title of report: Leeds' bid to be European Capital of Culture in 2023

Purpose of report

To approve that Kirklees Council provides a letter of support for the Leeds' bid to be European Capital of Culture in 2023 which will form part of the submission in October 2017

Key Decision - Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	No
Key Decision - Is it in the Council's Forward Plan (key decisions and private reports?)	No
The Decision - Is it eligible for call in by Scrutiny?	Yes
Date signed off by <u>Strategic Director</u> & name	Give name and date for Cabinet reports Naz Parkar – 12 th May 2017
Is it also signed off by the Service Director for Finance IT and Transactional Services?	Give name and date for Cabinet reports Debbie Hogg – 19 th May 2017
Is it also signed off by the Service Director for Governance and Commissioning Support?	Give name and date for Cabinet reports Julie Muscroft – 15 th May 2017
Cabinet member portfolio	Cllr Graham Turner

Electoral wards affected: None

Ward councillors consulted: None

Public or private: Public

1. **Summary**

- 1.1 Leeds is bidding to host the title of European Capital of Culture in 2023.
- 1.2 Liverpool was the last UK city to host the title in 2008. Evaluation of the impact of the Liverpool bid provides evidence that a successful Leeds bid would be a major opportunity for the wider region to boost cultural, social and economic development. The bid will profile culture in a rich and varied way, develop and create more jobs and skills in the creative industries and promote well-being and pride. This in turn can foster better relationships and greater cohesion throughout communities.
- 1.3 Building on the spirit of collaboration among local authorities demonstrated by the Tour de France and the Yorkshire Festival and recent initiatives such as the Yorkshire Sculpture Triangle and Tour de Yorkshire, the Leeds' bid offers a further opportunity to show that, through culture, we can collectively showcase the success, talent and aptitude of Leeds and the wider region on a national and international stage.
- 1.4 It is a requirement of the competition for a city rather than a region to host the title; however the active support of the region is also vital to the success of any application and the benefits of winning would not stop at the Leeds boundary.
- 1.5 This report requests that Cabinet agrees to support the Leeds' bid and to provide a letter of support which will be included in the bid to be submitted by 27th October 2017.

2. **Information required to take a decision**

- 2.1 European Capital of Culture is a prestigious Europe-wide competition which celebrates the cultural offer of a city. Following the success of Glasgow 1990 and Liverpool 2008, a UK City will host the European Capital of Culture in 2023 along with a city from Hungary. The winner will follow the likes of Barcelona, Lille, Amsterdam and Istanbul in being recognised as a major centre of culture. Hull currently holds the title of UK City of Culture which is a different competition.
- 2.2 For Liverpool, hosting the title brought over £750 million to the economy in addition to major infrastructure development, a growth in tourism of 34% and transformations in overall perceptions of the city. Moreover, the year engaged 60% of Liverpool's residents and saw an increase in city pride.
- 2.3 Hull, the holder of the 2017 smaller UK City of Culture title has attracted over £32 million investment for its programme and major partnerships with the BBC, Tate and other national partners. Hull's media coverage has generated over £60 million media value and its economic value from increased tourism is estimated at £150 million over 4 years.
- 2.4 In 2015, the decision for Leeds to bid for the title in 2023 was approved by Leeds City Council's Executive Board following a city wide consultation. The Leeds' bid needs to have the whole city behind it – politicians, business, universities, cultural organisations and artists, the people and communities of Leeds.
- 2.5 On 16 December 2016, the Department of Culture, Media and Sport announced its decision to launch the competition for the 2023 European Capital of Culture. The timings and process for submitting bids have now been decided and the deadline for the first stage submission is 27 October 2017 with the UK winning city to be announced by the end of 2018.

- 2.6 The other cities known to be bidding for the title are Belfast/Derry, Dundee, Milton Keynes, Nottingham and Truro/Cornwall. The winning city is not based on size or current cultural offering but on which city can best tell the story of how it can transform itself through culture in a European context. It is worth noting that there is only one bid from Northern Ireland and one from Scotland, both of which have the advantage of being able to secure support from their respective devolved administrations and from the relevant national Arts Councils. The English cities do not have this advantage.
- 2.7 The bidding process itself requires investment and, in addition to Leeds City Council support, Leeds has drawn down sponsorship from both HE and FE, with the University of Leeds and Leeds Beckett University being its two Principal Partners. Leeds Trinity University, Leeds City College, Leeds College of Art, Leeds College of Building and the Northern School of Contemporary Dance have also come in as sponsors from the wider education sector. Moreover, Leeds has secured cash support from 11 private sponsors so far (including regional businesses such as Yorkshire Water, Yorkshire Building Society and Yorkshire Bank) as well as Leeds-based telecommunications company AQL and Leeds Bradford Airport. Leeds is not requesting investment from other local authorities for the bid phase.
- 2.8 Winning cities have five or six years to plan the full programme and to raise considerable investment. There will be a balance of local, regional, national and international investment into the programme. The proposed Leeds' delivery budget will be revealed when its application is published in October 2017.
- 2.9 Over the next nine months, Leeds will be strongly focused on writing its bid book, consisting of 52 in-depth questions on Leeds' vision and strategy. In the last few months, there has been a public call for programme ideas, with a number of responses received from the West Yorkshire area.
- 2.10 The timescale for the bid process is:
- Outline bid submitted: 27th October 2017
 - Shortlisting: November 2017
 - Final Application: April 2018
 - Decision: Autumn 2018.
- 2.11 West Yorkshire, outside of Leeds, is already a world-class leader in culture with organisations such as Huddersfield Contemporary Music Festival, the Hepworth, Yorkshire Sculpture Park, National Media Museum and a host of venues including the soon to re-open Piece Hall in Halifax and Lawrence Batley Theatre in Huddersfield. Within Leeds, world class organisations such as Opera North (with whom Kirklees Council collaborates to produce the Kirklees Orchestral Series), Northern Ballet, West Yorkshire Playhouse and the oldest West Indian Carnival in Europe find their home. However, culture is not just in these prestigious organisations but can also be found embedded throughout all the region's communities in a myriad of shapes and forms from community galas to dance classes and book clubs.
- 2.12 Furthermore, collaborations such as the Yorkshire Festival have highlighted the success of regional partnership. In 2014, the cultural festival generated close to £10 million for the county's economy.
- 2.13 Nevertheless, Leeds itself is still thought to 'punch below its weight' culturally in comparison to European cities of a similar scale. It is a city currently better known for retail and sport than it is for culture.

- 2.14 Leeds' bid in 2023 is just one response to this in terms of raising a collective aspiration. The Leeds' bid offers a further opportunity to show that through culture, it can collectively showcase the success, talent and aptitude of Leeds and the wider region on a national and international stage.
- 2.15 Regional support has been a defining factor in the success of other bids and is critical for Leeds as it moves forward. While events like the 2014 Tour de France and recent initiatives such as the Yorkshire Sculpture Triangle have started to build these connections, the new Leeds cultural identity developed through the bidding process will increasingly reference the regional and northern cultural offer.
- 2.16 Consultation work undertaken to date revealed a mix of identities for Leeds residents. Findings show citizens strongly identify with being from Yorkshire and being 'northern'. This highlights an important reason for engaging with the wider region in the bid as an articulation of the identity felt by many across West Yorkshire. The cultural vision adopted by Kirklees Cabinet on 3rd October 2016 includes the statement "*Cultural activities ... shape our places, tell our stories and enable Kirklees to be part of a world class cultural offer in the North of England.*" Supporting the Leeds' bid will help the council to achieve this.
- 2.17 With no other bidding cities in the North, Leeds would like its bid to be fully adopted as a 'Northern bid'. The ambition is to show the UK, Europe and the world that Leeds and the region is open for tourism, business and investment, bringing success to cultural organisations, artists and audiences across the north.
- 2.18 Leeds' decision to bid has been taken with enough lead in time to prepare a winning case and secure wide backing. Leeds was the first UK city to declare publicly its decision to bid and has already attracted additional publicity and press coverage both nationally and internationally.
- 2.19 There is already popular support in the city for a Leeds bid. This will be sustained if wider backing from the city region can be attracted and firm commitments from other partners who will share the initial risk and stand to share in the benefits which will accrue.
- 2.20 If the bid is successful, Kirklees' residents will be able to access high quality and diverse cultural activities in Leeds but there should also be opportunities for some of these activities to take place within Kirklees. For example, if a nationally renowned performance company visits Leeds, it may be possible for any associated outreach activities to take place in Kirklees' schools or community or cultural venues.
- 2.21 The Leeds' programme will offer numerous opportunities for regional artists including Kirklees' based artists. These will include access to employment and skills development plus the opportunity to experience work which inspires their creative practice.
- 2.22 Kirklees will hopefully benefit from any tourism initiatives such as the marketing of the region and demand for bed spaces. Kirklees should take advantage of the proximity of the City of Culture programme to market its own cultural and tourism activities and venues.
- 2.23 The Leeds bid provides an opportunity for regional bodies such as the LEP/WYCA to further develop strategies and plans for cultural investment across West Yorkshire, reflecting the potential link to tourism and the economic benefits listed in this report. Kirklees could then bid for regional investment for some of its proposed cultural projects such as a new museum and art gallery in Huddersfield town centre and the development of Oakwell Hall and Country Park as a key visitor attraction.

- 2.24 The risk for Kirklees is that if the bid is successful and requires significant levels of regional funds, this may reduce the levels of funds to which Kirklees can apply for programmes it wishes to advance.
- 2.25 There is a reputational risk to Leeds, and therefore Kirklees, should the bid not be shortlisted or not win the competition. However, a number of unsuccessful bids in the past have, despite this, led to positive benefits for the cities and regions involved.

3 Implications for the Council

3.1 Early Intervention and Prevention (EIP)

- 3.1.1 The Leeds' bid to become European City of Culture in 2023 supports Leeds City Council's ambition to be a compassionate city with a strong economy whilst tackling inequalities. The bid will seek to engage all the city's diverse communities. The bid has the potential to support the children and family agenda, address issues of learning and citizenship and promote community cohesion.
- 3.1.2 There are likely to be opportunities for Kirklees' residents to access and be involved with cultural activities which contribute to many of the outcomes listed above.

3.2 Economic Resilience (ER)

- 3.2.1 The title of European Capital of Culture has a significant effect on boosting a city's cultural, social and economic development. Many cities with a previously low (and, at times, even negative) profile have experienced an image renaissance, attracting considerable media attention and enhancing local, national and international perceptions. Cities such as Glasgow, Lille, Liverpool have been successful in repositioning themselves as cultural hubs and at a national and/or European level.
- 3.2.2 The evaluation of Liverpool showed that there were significant benefits to the wider Merseyside and Cheshire regions with more hotel beds sold outside the city than in Liverpool itself. The economic benefits of a successful Leeds' bid are likely to be spread across the whole of the Yorkshire region and hopefully, particularly in Kirklees given our close proximity and good transport links to Leeds.
- 3.2.3 Further benefits of winning include:
- The repositioning of Leeds and West Yorkshire's image in the UK and Europe
 - 6 years in the spotlight and the attraction of major national funding and events to the region
 - Development of jobs and skills in the creative industries
 - Provision of a step change in Tourism
 - Promotion of well-being and pride
 - Providing a catalyst for growth and development
 - Raising the profile of Leeds as a major European city capable of hosting major events and boosting Leeds and Leeds city region as cultural destinations with a great quality of life.

3.3 Improving Outcomes for Children

There will be no impact

3.4 Reducing demand of services

There will be no impact

3.5 Other (eg Legal/Financial or Human Resources)

There will be no impact

4. **Consultees and their opinions**

None have been consulted

5. **Next steps**

5.1 If approved, a letter of support, signed by the Leader of the Council, will be sent to the Leader of Leeds City Council in June 2017.

5.2 Leeds will submit their bid, including the Kirklees letter of support, by 27th October 2017.

6. **Officer recommendations and reasons**

6.1 To support Leeds' bid to be European Capital of Culture 2023 by providing a letter of support to be included in the bid. This is because the Leeds' bid presents a significant opportunity for Leeds and the wider region, including Kirklees, in terms of cultural, social and economic benefits.

6.2 To encourage the involvement of cultural organisations from Kirklees in the bid as they will benefit from employment and skills development opportunities and be able to access initiatives which raise their profile leading to further employment and sales opportunities. It will encourage collaboration between artists, cultural organisations and local authorities, hopefully leading to more joined up marketing of the cultural offer in the region.

6.3 To note the potential call on regional funds to invest in the delivery of the bid, should Leeds be successful.

7. **Cabinet portfolio holder's recommendations**

Cllr Graham Turner recommends that the Council:

7.1 Supports Leeds' bid to be European Capital of Culture 2023 and provides a letter of support to be included in the submission. This is because the Leeds' bid presents a significant opportunity for Leeds and the wider region, including Kirklees, in terms of cultural, social and economic benefits.

7.2 Encourages the involvement of cultural organisations from Kirklees in the bid. This bid provides an opportunity to develop a regional brand for the cultural offer and should stimulate more joined up ways of working between local authorities and cultural organisations across the region.

7.3 Notes the potential call on regional funds to invest in the delivery of the bid if it is successful.

8. **Contact officer**

Adele Poppleton, Head of Active and Creative Communities
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9. **Background Papers and History of Decisions**

None

10. **Service Director responsible**

Paul Kemp, Service Director for Economy, Regeneration and Culture