

EXECUTIVE BOARD – 24 OCTOBER 2017

Subject:	Strategic Cultural Framework and Bid For European Capital of Culture 2023
Corporate Director(s)/Director(s):	Andy Vaughan, Corporate Director for Commercial and Operations
Portfolio Holder(s):	Councillor Dave Trimble, Portfolio Holder for Leisure and Culture
Report author and contact details:	Hugh White, Director of Sports and Culture 0115 8764980 hugh.white@nottinghamcity.gov.uk Nigel Hawkins, Head of Culture and Libraries 0115 8764969 nigel.hawkins@nottinghamcity.gov.uk
Subject to call-in:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Key Decision:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Criteria for Key Decision:	
(a) <input type="checkbox"/> Expenditure <input type="checkbox"/> Income <input type="checkbox"/> Savings of £1,000,000 or more taking account of the overall impact of the decision	
and/or	
(b) Significant impact on communities living or working in two or more wards in the City <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Type of expenditure:	<input type="checkbox"/> Revenue <input type="checkbox"/> Capital
Total value of the decision: Nil	
Wards affected: All	
Date of consultation with Portfolio Holder(s):	
Relevant Council Plan Key Theme:	
Strategic Regeneration and Development	<input type="checkbox"/>
Schools	<input type="checkbox"/>
Planning and Housing	<input type="checkbox"/>
Community Services	<input type="checkbox"/>
Energy, Sustainability and Customer	<input type="checkbox"/>
Jobs, Growth and Transport	<input type="checkbox"/>
Adults, Health and Community Sector	<input type="checkbox"/>
Children, Early Intervention and Early Years	<input type="checkbox"/>
Leisure and Culture	<input checked="" type="checkbox"/>
Resources and Neighbourhood Regeneration	<input type="checkbox"/>
Summary of issues (including benefits to citizens/service users):	
This report seeks approval and endorsement in respect of two key issues:	
(a) The adoption of the new Strategic Cultural Framework produced over the last eighteen months by the Strategic Cultural Partnership (SCP) through public consultation.	
<p>The Strategic Cultural Framework is a new policy and toolkit document developed by the city's SCP, seeking to provide a sector led approach to outlining a new vision around the role and opportunity that culture and creativity should play for the city over the next ten years. This document seeks to recognise the role that culture has been playing to date in the city and looks to improve upon the way in which access and opportunity to the creative arts can be used to better fuel the future economic, educational and the social prosperity of the city. Nottingham City Council, as one of the partners to the SCP is being asked to endorse this document along with all the other partners and, over the next few months participate in on-going action planning to progress the ambitions and turn these into deliverable actions and on-going activities.</p>	
(b) The approval to submit a pre-selection application to the Department of Digital, Culture, Media and Sport (DCMS) competitive process, to be considered as the designated UK European Capital of Culture (ECoC) for 2023.	

On 16 December 2016 DCMS announced the launch of the competition to select a UK City to be ECoC in 2023, with interested cities being required to make an initial pre selection application by 27 October 2017.

Bidding to be ECoC will provide Nottingham with a unique opportunity to tell its own story around our changing neighbourhoods and communities, our place in Europe today and desires for the future. Nottingham's ECoC 2023 bid will be about placing Nottingham as a smart, better connected city, confident and sure of its identity in the 21st century, defined by its commitment to equality and fairness and empowered by its commitment to a sustainable future for us all. Very much at the root of the 2023 bid will be our strong history as a place of positive disruption, pioneering new ways of thinking and doing with the submission building on the city's golden thread of empathy and activism.

In summary, Nottingham's 2023 bid presents opportunities to:

- regenerate the city - with investment in skills and infrastructure, growth of creative businesses;
- increased sense of civic pride, community cohesion and neighbourliness;
- give everyone across the city the opportunity to get involved, with a particular focus on our outlying estates. In doing so, help to rebalance access to culture, and as a result to reduce social inequalities more widely across the city;
- celebrate Nottingham's multi-culturalism and diversity;
- forge a new relationship with Europe, building lasting networks with cities across Europe;
- put Nottingham on the map internationally, building a positive new reputation for the city, showcasing our strengths and diversity;
- inward investment: attracting and retaining businesses, attracting and retaining students, attracting visitors;
- collectively the programme will touch and transform all areas of the city and help drive educational attainment.

Exemption from call-in:

The call-in procedure does not apply to this decision because the delay likely to be caused by the call-in process would seriously prejudice the Council's interests. Councillor Brian Parbutt, the Chair of the Overview and Scrutiny Committee has been consulted and agreed both that the decision proposed is reasonable in all circumstances and that it should be treated as a matter of urgency because of the deadline imposed to submit the pre-selection application.

Exempt information:

An appendix to the report is exempt from publication under paragraph 3 of Schedule 12A to the Local Government Act 1972 because it contains information relating to the financial or business affairs of any particular person (including the authority holding that information) and, having regard to all the circumstances, the public interest in maintaining the exemption outweighs the public interest in disclosing the information. It is not in the public interest to disclose this information because it could prejudice the European Capital of Culture competitive bidding process.

Recommendation(s):

- 1** To adopt the Strategic Cultural Framework (attached at Appendix 1).
- 2** To endorse Nottingham City submitting a pre-selection application to the DCMS to be UK European Capital Of Culture in 2023.
- 3** To delegate authority to the Chief Executive to sign the declaration of Honour for Nottingham City Council, as required as part of the pre-selection submission process.
- 4** To approve establishment of an earmarked reserve, as detailed in exempt Appendix 3, to hold resources for Nottingham's ECoC 2023 bid.

1 REASONS FOR RECOMMENDATIONS

- 1.1 The adoption of the Strategic Cultural Framework and the pre-application bid to become ECoC 2023 are both intended to be important milestones in shaping Nottingham's future cultural offer and to enhance the city's reputation internationally, nationally and regionally.
- 1.2 The development of the Strategic Cultural Framework marks a significant step change in the confidence of the city's leading cultural and creative organisations and networks around their willingness to play a role in helping contribute towards the future development of Nottingham. Alongside the production of this new strategy, the SCP have also led on the development of the pre-selection application for Nottingham in respect of European Capital of Culture status for 2023, brokering funding agreements and relationships between Nottingham Trent University, the University of Nottingham and Nottingham City Council to enable the submission of an application alongside the Cultural Framework to make such an application possible.
- 1.3 The ECoC pre-selection application offers a unique opportunity to shine a light on the city and will provide an important boost helping to deliver many of the ambitions stated in the Strategic Cultural Framework. It also provides a great opportunity to enable a new narrative for the city to be established championing our changing neighbourhoods and communities, highlighting the growth in the city's creative and digital industry sectors, whilst also cementing Nottingham's place as a connected European city.
- 1.4 Whilst the city has many positives, we also know that Nottingham still has many challenges to overcome, including a stark inequality between the richest and the poorest. It has above average levels of unemployment, and despite having two world class Universities, a below average level of educational attainment from many children in our inner city estates. In attempting to overcome some of these issues Nottingham is going through a period of significant change and through this transition is aiming to becoming a more confident and strong multicultural city, moving away from its previous manufacturing economy. This will lead to becoming a new service, creative and digital led economy that requires a variety of new skills and approaches to prosper.
- 1.5 Whilst the adoption of the proposed new Strategic Cultural Framework and endorsing a pre-application submission to become UK ECoC in 2023 will not solve all of the above issues, this work does look to focus culture as a key contributor towards addressing these challenges, alongside the work of Nottingham City Council and many of other public and private partners seeking to make positive impacts for the city.

2 BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)

- 2.1 Nottingham's cultural organisations have been meeting as a group since 2008 when they became the focal point for cross cultural working, taking a cross-cutting approach across the city and county.
- 2.2 In 2015 the group agreed new terms of reference with the vision to 'both sustain and enhance further growth in Nottingham's high quality unique cultural and creative offer as enjoyed by Nottingham's businesses, residents and visitors'. In order to achieve this vision the partnership agreed to develop a 10 year framework which is being adopted by all the organisations in the partnership.

2.3 As part of the process for developing the new Cultural Strategic Framework an extensive consultation process took place by the SCP which included holding numerous workshops and public meetings across the city, online surveys and debate sessions via social media alongside press, postcard and poster campaigns to help engage people.

2.4 The outcome of the consultation is the 10 year Strategic Cultural Framework, attached as Appendix 1, which includes the following shared cultural statement by the SCP that:

'Nottingham is a city of brilliant individuals and spirited communities who consistently make great things happen and we will work together cohesively to:

- develop cultural activity that is recognised locally, regionally, nationally and internationally for its quality and diversity;
- enable culturally-inspired lifelong learning opportunities for everyone in Nottingham;
- give a voice and empower our communities to help foster even greater civic pride;
- invest in Nottingham's creative and cultural industries enabling them to further thrive;
- enhance the health and wellbeing of all our residents;
- champion talent, revitalise neighbourhoods and elevate our stories to an international stage;
- lead and support culture to amplify its positive impact for the people of Nottingham.

2.5 In 2013 Nottingham City Council considered bidding to be the UK Capital of Culture on 2017. The outcome of this debate was a consensus to wait until the next opportunity of a UK European Capital of Culture was announced as it was felt that might be more appropriate for the city.

2.6 The only previous UK ECoC have been Liverpool in 2008 and Glasgow in 1990. Both of these cities used the ECoC designation to totally transform themselves. These cities provide the inspiration for how the accolade can be used to foster civic pride and attract investment into our city.

2.7 In 2018 Liverpool is commemorating the 10 year anniversary of Liverpool being ECoC in 2008 and they have announced a major programme of arts and cultural activity that builds on and celebrates the legacy of Liverpool 2008, which the city holds proud.

2.8 A short summary of the Liverpool UK ECoC 2008 benefits are attached as Appendix 2.

2.9 It is fully recognised that times have changed since Liverpool hosted ECoC in 2008 and the total expenditure will be very different for Nottingham. The key benefits we would be looking to target would be:

- we are in it together - a commitment to local programmes which will ensure that the whole city gets involved throughout the year from Bulwell through to Clifton and Bilborough across to Sneinton;
- creative business generation – we will ensure that we define a compelling narrative for the city and join up business support in order to deliver a significant increase in new creative business start-ups in the run up to, and within, the ECoC year itself in Nottingham, creating employment and assisting with graduate and talent retention in the city;

- inward investment – in Nottingham we expect to see a number of new businesses being attracted into the city. Hull (UK City of Culture) has already seen 43 new small and medium enterprise businesses starting up this year. Our target for Nottingham over the development period would be a minimum of 150 new businesses;
- visitor economy – it is estimated that being ECoC in 2023 would increase our visitor economy by 25% in 2023, adding a net worth to the local visitor economy of over £180 million. The bid programme will be an opportunity to take a strategic look at the city's offer to cultural tourists, to address gaps and build capacity to improve the quality as well as quantity of the visitor experience.
- retail and leisure – more visitors will generate significant footfall and related day visitor spending into the city's retail and leisure sectors. Our bid will engage with the retail sector creatively seeking to join up the cultural, retail and leisure offer under a single Nottingham narrative of quality for all;
- grant attraction – as a result of securing ECoC, the city would have a greater opportunity to seek grants from a wide range of sources, including the Big Lottery, Arts Council England, Heritage Lottery Fund and research funding, D2N2 and the Midlands Engine;
- reputation - the bidding process and particularly a successful bid will boost the reputation of the city both within the UK, Europe and wider. Profiling Nottingham as the pre-eminent city in the East Midlands and supporting Nottingham to be a balance to Birmingham in the West Midlands. The bid has the opportunity to raise the profile of the entire region as a European centre for the cultural and creative economy, with a vibrant but affordable quality of life, a commitment to fairness and equality, and a skilled and creative workforce;
- promoting creative and cultural participation in all city schools - ensuring all pupils have a chance to take part to help broaden their skills and opportunities and placing creativity at the centre of a fit-for-purpose modern curriculum;
- building wellbeing – looking to ensure that we are able to increase citizen activity through the ECoC initiative, by building into the initiative the five steps to wellbeing - Connect; Be Active; Take Notice; Keep Learning and Give;
- diversity – the Nottingham bid will uniquely place diversity at its core, celebrating how this approach can foster new consensus and positive social change.

2.10 The indicative timetable for the ECoC is:

Pre-application submission date - Friday 27 October 2017

DCMS panel interview between 28 – 30 November 2017 (actual date/time to be confirmed)

Expected announcement of shortlisted cities - late December

Shortlisted cities to work up final bids for submissions in 2018 – date to be confirmed

Expected final announcement of winning city - late December 2018

3 **OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS**

- 3.1 The 10 year Strategic Cultural Framework is a partnership document designed to be a call to action devised from the views and aspirations of Nottingham's citizens, artists and cultural organisations and it begins to identify collective approaches to working collaboratively to make a difference. It is not definitive document but a shared starting point which will be used as a pathway to the future co-creating around an ambitious 10 year delivery plan for Nottingham in which culture plays and enhanced role.

- 3.2 The pre-selection submission to be considered UK ECoC 2023 has both been identified in the Strategic Cultural Framework as a positive delivery tool for helping to deliver the vision, themes and objectives of the framework, as well as being an opportunity to help shape Nottingham's future cultural offer and to enhance the city's reputation internationally, nationally and regionally. This decision follows on from the considerations previously given to be the UK City of Culture for 2017 which in 2013 was not pursued on that occasion.

4 FINANCE COLLEAGUE COMMENTS (INCLUDING IMPLICATIONS AND VALUE FOR MONEY/VAT)

- 4.1 Recommendation 1 seeks approval to adopt the Strategic Cultural Framework as a partner of the Strategic Cultural Partnership. This document is a framework outlining a terms of reference to be used by partners and stakeholders to identify shared priorities, develop new partnerships and collaborative activity for the people of Nottingham.

European Capital of Culture – In the light that this is a competitive process all comments in relation to this are covered in the Exempt Appendix 3 report.

5 LEGAL AND PROCUREMENT COLLEAGUE COMMENTS (INCLUDING RISK MANAGEMENT ISSUES, AND LEGAL, CRIME AND DISORDER ACT AND PROCUREMENT IMPLICATIONS)

5.1 Legal Comments

1. The decisions recommended to the Executive Board within this report relate to the adoption of the new Strategic Cultural Framework as developed by the Strategic Cultural Partnership, the approval to submit a pre-selection (shortlisting) application to the Department of Media Sport and Culture for Nottingham City to become the UK European Capital of Culture ("ECOC 2023") and also to grant delegated authority to the Chief Executive to sign the Declaration of Honour as required within the selection criteria on behalf of the City Council.
2. In order to award the title of ECOC 2023, the Managing Authority on behalf of the UK must follow a stringent EU regulated selection procedure. The Department of Media Sport and Culture are the designated Managing Authority for ECOC 2023.
3. In the event of a successful final bid outcome Nottingham City would be designated the title of European Capital of Culture 2023 and in addition would be awarded a pecuniary prize of 1.5 million Euros in honour of Melina Mercouri. To that extent, the submission of an application is also a contest for the prize. The title and the prize are subject to the same assessment criteria and the payment of the prize occurs in the course of the title year and is conditioned and ruled by the requirements set out within the selection criteria.
4. The City's pre-selection application will be adjudicated upon by a Panel set up by the Managing Authority and a decision as to whether the City is able to proceed to the final selection stage will be provided in December 2017. At that stage the Panel will provide a report with recommendations to all the short listed cities. There is set criteria that the

Council and its Partners must address within the first stage bid application which are centred on the following:

- (i) Contribution to long term cultural strategy;
 - (ii) European dimension;
 - (iii) Cultural and artistic content;
 - (iv) Capacity to deliver (partner and political commitment);
 - (v) Outreach;
 - (vi) Management (financing and governance).
5. If successful at the pre-selection stage, the Council and its Partners are not legally bound to submit a bid to the final stage. Reasons may come to light during the detailed feasibility stage that give rise to discussions on withdrawing from the bid process. If this should happen, then the City Council together with its Founding Partners (Nottingham Trent University and Nottingham University) would want to come to a considered decision at that stage. By approving the pre-selection submission the City Council is providing a commitment to the strategic direction of the Bid Process.
6. If the City is selected to progress to the final bid stage for ECOC 2023, detailed legal input will be required during the next stage to plan for the set-up and incorporation of a proposed delivery vehicle for ECOC 2023, and legal input will be required on a range of anticipated agreements including, but not limited to, Partners, funding, sponsorship and merchandising.
7. Any final bid submission would require the approval of the Executive Board. However, the management and governance processes put in place for the detailed stage of the bid would need to involve extensive consultation with key stakeholders throughout the BID development.
8. The Strategic Cultural Framework document is not a requirement for the BID process but it is recognised as being a positive tool to use to deliver the future Nottingham cultural offer which in turn links closely to the criterion of evidencing the contribution to the long term cultural strategy that the designation could bring to the city.
9. A separate delegated decision was approved by the Portfolio Holder for Leisure and Culture on 11 August 2017 (DDM reference 2916), which supported a £50,000 contribution towards the development of the pre-selection bid submission and recognised that other Founding Partners were each submitting the same amount making a total funding contribution of £150,000 for this first stage application. The City Council is part of the Project Steering Board which will consider the bid content in full once developed, particularly in light of the current financial climate, with each Founding Partner able to determine whether a full bid should proceed. Should Nottingham be shortlisted a further £25,000 could be requested from each organisation, although other funding opportunities are being identified to contribute towards the final bid if submitted and the overall programme for the city.
10. Applicant Cities must sign a declaration on their honour certifying that they are not in one the situations referred to in Article 106(1) and Articles 107, 108 and 109 of the Financial Regulation of 25 October 2012

(Official journal L 298 of 26.10.2012) which is applicable to the general budget of the European Union. This involves certifying that a number of statements are accurate in relation to the Council's financial standing, conduct, conflicts of interest and accuracy of the BID submission. This report requests that delegated authority be granted to the Chief Executive of Nottingham City Council to sign the declaration on behalf of the City Council.

Connie Green
Solicitor
Contracts and Commercial Team
10 October 2017

6 STRATEGIC ASSETS & PROPERTY COLLEAGUE COMMENTS (FOR DECISIONS RELATING TO ALL PROPERTY ASSETS AND ASSOCIATED INFRASTRUCTURE)

6.1 N/A

7 SOCIAL VALUE CONSIDERATIONS

- 7.1 The Strategic Cultural Framework and consideration to submit a pre-selection application to be considered the UK European Capital of Culture in 2023, have both been led and developed in consultation with Nottingham citizens and have been about empowering opportunity. Both proposals very much place communities at their heart, seeking to ensure better life opportunities and chances for all. Throughout both proposals is an ambition for:
- increasing and re-balancing our 'cultural capital' – ensuring that everyone has the opportunity to participate and that cultural opportunity and output reflects the diversity of the city;
 - empowering ambition and building capacity – inspiring and supporting cultural organisations and creative businesses to work with partners extending the reach and depth of their work;
 - investing in creative leadership – ensuring that people are supported to thrive as thoughtful, critical and creative producers, makers, collaborators, change-makers and entrepreneurs.

8 REGARD TO THE NHS CONSTITUTION

- 8.1 This is a pre-application bid which is investigating future potential opportunities. If selected to compete at the 2nd stage, regard to the NHS constitution will be determined at this point. Projects with health & well-being outcomes will definitely be included at this part of the process.

9 EQUALITY IMPACT ASSESSMENT (EIA)

- 9.1 Has the equality impact of the proposals in this report been assessed?

No ✓

An EIA is not required because: This is a pre-application bid which currently looks at future potential opportunities. If selected to complete a 2nd stage bid an equalities impact assessment will be conducted as part of this process, helping to determine the projects and programmes which will be supported as part of the ECoC 2023.

Yes

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Attached as Appendix x, and due regard will be given to any implications identified in it.

10 LIST OF BACKGROUND PAPERS RELIED UPON IN WRITING THIS REPORT (NOT INCLUDING PUBLISHED DOCUMENTS OR CONFIDENTIAL OR EXEMPT INFORMATION)

10.1 None

11 PUBLISHED DOCUMENTS REFERRED TO IN THIS REPORT

11.1 Delegated Decision - DDM reference 2916.

11.2 CALL FOR SUBMISSION OF APPLICATIONS FOR THE UNION ACTION "EUROPEAN CAPITAL OF CULTURE" FOR THE YEAR 2023 IN THE UK
https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/capitals-culture-call-applications_en.pdf

11.3 European Capitals of Culture (ECoC) Guidelines for the cities' own evaluations of the results of each ECoC2020-2033
https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/library/capitals-culture-city-own-guide_en.pdf