

DECISION-MAKER:	Health and Wellbeing Board
SUBJECT:	Briefing on UK City of Culture Bid and formal backing
DATE OF DECISION:	15 December 2021
REPORT OF:	Cabinet Member for Health and Adult Social Care

<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY

Not applicable.

BRIEF SUMMARY

The UK City of Culture competition is a title given to a location in the UK every 4 years. The aim of the competition is to use culture as a means of growth, recovery and change, such as recovery from Covid19, positive social and economic outcomes and to build and strengthen communities.

Southampton is bidding to become UK City of Culture in 2025. The bid is being managed by Southampton 2025 Trust on behalf of the city and is overseen by Trustees from Southampton City Council, GO! Southampton, Solent University Southampton and Southampton University. The bid team are working in collaboration with partners from across the city and are informed by an extensive consultation process.

Following the successful submission of our Expression of Interest in July 2021 we have been longlisted to the final 8 locations and have been asked to submit a full bid application. Due to the competitive nature of the bid process, this report and appendices will cover publicly available information on the process and our bid.

The City of Culture Bid Team would like to brief the Health and Wellbeing Board on the UK City of Culture process and by referencing previous city's, highlight some of the potential benefits that Southampton could receive should we win. We would like to secure the support of the Health and Wellbeing board for Southampton's bid to become UK City of Culture 2025.

RECOMMENDATIONS:

	(i)	For the Health and Wellbeing board to formally support Southampton's bid to become UK City of Culture.
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REASONS FOR REPORT RECOMMENDATIONS

1.	UK City of Culture is an opportunity to secure long term benefits such as helping to address the social needs of our city; opportunities for young
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	people; economic benefits, regional, national and international profile raising for the City as well as using culture as a catalyst to bring the City together and drive change.
2.	During Hull's year of being the UK City of Culture in 2017, 9 out of 10 residents engaged with at least one cultural event and over 56,000 school children took part in activities, with 34% reporting improvements in their self-esteem. Throughout 2017, the value of tourism to the city of Hull, as a result of being awarded UK City of Culture status was £300M, with over 6 million visits to the city. One in four businesses within the city employed new staff and more than 800 new jobs were created in the cultural and visitor economy sector leading up to the year itself. Demonstrating the real value that being UK City of Culture can bring.
ALTERNATIVE OPTIONS CONSIDERED AND REJECTED	
3.	N/A
DETAIL (Including consultation carried out)	
4.	At the Southampton City Council (the Council) Annual General Meeting in May 2019, a joint motion was carried to support and progress a UK City of Culture 2025 bid ('the bid') for Southampton. It was agreed that Southampton should bid for UK City of Culture in a meaningful way, due to the economic benefits it can bring; opportunities for young people; putting Southampton on the map and its ability to help address the social needs of our city. The UK City of Culture process will also be an important element of the city's post Covid recovery.
5.	To date the bid team have undertaken significant consultation activity and received a large number of survey responses from the city and wider region. This has included stakeholder engagement sessions with: Artists, Cultural and Creative Sectors, Businesses, Residents, Councillors, statutory partners and key institutions in the city. Most importantly, the consultation focused reaching residents from across the City, encouraging participation from underrepresented groups to ensure that many city-wide voices are heard and contribute towards shaping Southampton's bid. The most recent City Survey showed that 82% of respondents supported Southampton's bid to become UK City of Culture.
6.	Social impact for previous winners During the 2013 Derry-Londonderry UK City of Culture, 83% of the most deprived parts of the city attended a UK City of Culture event. During 2017 Hull built on the experiences of Liverpool (European City of Culture) and Derry-Londonderry. During Hull's year of culture 9/10 residents engaged with at least one cultural activity. 100+ schools engaged in the "No Limits" learning programme which taught teachers how to use culture and creativity within their lessons to inspire, engage and innovate how students engaged with their studies. Throughout Hull's year of culture 56,000 young people took part in activities with 34% reporting improvements in self-esteem.
7.	Economic impact for previous winners

	<p>Derry-Londonderry with over 535,000 people visiting the city during its year of culture, with 40 new businesses opening in the city during this period.</p> <p>Hull reported a total of £300M+ value of tourism during 2017 with over 6M visits to the city. Since being awarded the 2017 title for UK City of Culture in 2013, over 800 new jobs were created in the cultural and visitor economy sector. Hotel occupancy in the city increased by +10.5% and 1 in 4 businesses employed new staff in 2017.</p>
8.	<p>Legacy potential</p> <p>While benefits during the year of culture itself are important, so are the long-term changes that come from winning the competition. Previous winners such as Hull and Derry-Londonderry have not managed to leverage the competition to deliver the longer term change possible. The legacy element of the competition is a vital part of any bid.</p>
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
9.	N/A
<u>Property/Other</u>	
10.	N/A
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
11.	N/A
<u>Other Legal Implications:</u>	
12.	None
RISK MANAGEMENT IMPLICATIONS	
13.	Risks are managed as part of our bid process and all key risks to the delivery of a winning bid are detailed in our submissions to DCMS.
POLICY FRAMEWORK IMPLICATIONS	
14.	<p>A successful City of Culture Bid will deliver positive impacts for the city in line with the Policy Framework, as set out at Article 4.01 of the Council's Constitution.</p> <p>The Bid will support the delivery of the Health and Wellbeing Strategy outcomes:</p> <ul style="list-style-type: none"> • Inequalities in health outcomes are reduced – helping reduce inequalities through access to culture • Southampton is a healthy place to live and work with strong, active communities – the Bid will bring communities together as part of the citywide activity <p>It will support the achievement of the following aspects of the Transport Vision in the Local Transport Strategy 2040 'Connected Southampton':</p>

	<ul style="list-style-type: none"> Improving the attractiveness of public spaces and streets to support growth, improve health and wellbeing and enable sustainable growth; <p>Tackling inequalities through improving accessibility and by designing transport improvements so that they meet the needs of everyone in society and that everyone can get around more safely and easily;</p>
15.	A successful Bid will also support the delivery of the Council Corporate Plan 2020 – 2025, and its commitment to delivering a greener, fairer and healthier city. The Bid will support the focus on communities, culture and homes, including the commitment to developing a cultural city.

KEY DECISION?	Yes/No
WARDS/COMMUNITIES AFFECTED:	
<u>SUPPORTING DOCUMENTATION</u>	
Appendices	
1.	Presentation to be given at board.

Documents In Members' Rooms

1.	None
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Equality Impact Assessment

Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.	Yes/No
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Data Protection Impact Assessment

Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out.	Yes/No
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Other Background Documents

Other Background documents available for inspection at:

Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None