Stoke UK City of Culture Bid

Position Statement & Review
Findings Presentation
11th October 2016
AGENDA

• Introductions
• Purpose & Methodology
• Key Findings
• Early Actions
• Proposed New Engagement Structure
Introductions & Roles

Keith Blundell
- Destination Management
- Strategic Oversight & Lead
- Economic Impacts
  - Tourism
  - Creative Industries
- Marketing/Communications
- Management & Governance
- Finance
- Monitoring & Evaluation

Kirsty Connell
- Arts & Cultural Policy
- Cultural Lead
- Programme Development
- Stakeholder Liaison
- Challenge & Focus
- Narrative & Theme Development
- Social & Community Impacts
- Funding
Position Statement & Review

Purpose
• A ‘health check’ on Stoke’s bid prior to development
• Review Against Key Criteria
• Strengths & Weaknesses
• Prioritise work areas
• Set out the road map for the bid
• ‘Getting to know you’

Methodology
• Document Review
  • Supplied by Stoke
  • Sourced Independently
  • 2017 Feedback reports
• Face to Face meetings
• Other Consultation
• Conference Attendance
• Hull Learning Journey
• Preliminary Analysis & Discussion
The Key Criteria

1. Distinctiveness
2. Strong & Relevant Narrative/Vision
4. Local Engagement – National Ambition
5. Impacts – Local & National
6. Existing Cultural Base and Growth Plans
7. Pilot Activity – Capacity Building
8. High Level Political Commitment
9. Policy Continuum & Strategic Fit (incl. Legacy planning)
10. Evidence Base & Robust Forecasts
11. Recognition of Financial Implications and Plans to Meet Them
12. Strong (Cross)Sectoral Partnerships
13. Strong City/County/District Partnerships
14. Plan B
<table>
<thead>
<tr>
<th>Criteria</th>
<th>No</th>
<th>Urgency</th>
<th>Status</th>
<th>Importance</th>
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<td>Distinctiveness</td>
<td>1</td>
<td>Medium</td>
<td>Very Strong</td>
<td>High</td>
</tr>
<tr>
<td>Strong &amp; Relevant vision/theme</td>
<td>2</td>
<td>High</td>
<td>Strong</td>
<td>High</td>
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<tr>
<td>Step Changes / Impacts</td>
<td>3,5</td>
<td>Medium</td>
<td>3=Strong, 5=Mixed</td>
<td>High</td>
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<tr>
<td>Local Engagement &amp; National Ambition</td>
<td>4</td>
<td>High</td>
<td>Mixed</td>
<td>Medium</td>
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<tr>
<td>Culture Base &amp; Growth Plans</td>
<td>6</td>
<td>Low</td>
<td>Strong</td>
<td>High</td>
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<tr>
<td>Pilot Activity &amp; Capacity Building</td>
<td>7</td>
<td>Low</td>
<td>Strong</td>
<td>High</td>
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<tr>
<td>Policy Aspects</td>
<td>8,9</td>
<td>High</td>
<td>8=Very Strong, 9=Weak</td>
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<td>Evidence Base</td>
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<td>Medium</td>
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<td>Financials</td>
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<td>Partnerships</td>
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<td>12=Mixed, 13=Very Strong</td>
<td>Medium</td>
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Summary Assessment
Overall Findings

- Overall, Stoke on Trent is currently well placed to submit a strong & compelling bid to be UK City of Culture in 2021
- Strengths of the bid include momentum and stakeholder support with palpable enthusiasm for the bid set within the context of a city that is reinventing itself, building on the past but not living in it
- That support is led at the highest possible level within the city council
- Recent capacity building and audience development initiatives such as Appetite and ArtCity provide good evidence of the commitment (and potential) around arts & culture within the city
- There are exciting plans for capital investment and organisational development that will be real assets to the bid
- The potential exists for a distinctive and attractive vision for the bid, addressing a number of Stoke’s identified economic and social issues
Early Actions

• Public Engagement & Consultation – Underway and in Development
• Vision Development – Today!
• Cultural Strategy – Soon!
• Policy & Finance Review – Underway
• New Engagement Structure for the Bid – Soon!
Structure Requirements

• Inclusive
• Formal & Informal
• Responsive & Flexible
• ‘Bottom Up’ not ‘Top Down’
• Able to Make Decisions
• Vertically & Horizontally Integrated
• Representative at the appropriate level
• Action & Consultation
Who Should be Involved?

UK CITY OF CULTURE STAKEHOLDERS

- County/Regional Partners
- International Partners
- Business & Tourism Sectors
- Local public sector (police, transport, FE)
- National Government & Agencies
- Community & Voluntary Groups
- Community Volunteers
- Audiences (Existing & New)
- Academic Community
- Local Government Bodies
- Cultural & Creative Sector
- Artistic community
How should they be involved?

- Local Community
- Other Public & Private Stakeholders
- Arts & Cultural Organisations & Creative Sector
- Bid Leadership Team
The Vision - Needs

• Inspirational – to judges, stakeholders & community
• Distinctive & Unique
• Thematically Relevant
• Articulate the Aims & Step Changes
• Paint A Picture of Success
• Owned by the Whole City
<table>
<thead>
<tr>
<th>City</th>
<th>Vision</th>
<th>Theme</th>
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<tbody>
<tr>
<td>Hull</td>
<td>The story of a City finding its place in the UK, a City coming out of the shadows and re-establishing its position as a gateway that welcomes the world.</td>
<td>Tell the World</td>
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<tr>
<td></td>
<td></td>
<td>• Roots and Routes</td>
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<td></td>
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<td>• Made in Hull</td>
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<td></td>
<td></td>
<td>• Tell the World</td>
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<tr>
<td></td>
<td></td>
<td>• Quirky</td>
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<tr>
<td>Leicester</td>
<td>For Leicester to be a modern and cosmopolitan City - known nationally and internationally and serving as an example of a successful plural City</td>
<td>Illuminating Culture</td>
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<tr>
<td></td>
<td></td>
<td>• Dazzle</td>
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<td></td>
<td></td>
<td>• Radiate</td>
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<td></td>
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<td>• Shine</td>
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<td></td>
<td></td>
<td>• Transmit</td>
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<tr>
<td>Dundee</td>
<td>To encourage discovery, regeneration and transformation and show that Dundee is a City where creative people are supported, audiences are excited and our communities are involved</td>
<td>The Tipping Point</td>
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<tr>
<td></td>
<td></td>
<td>• Discovery</td>
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<td></td>
<td></td>
<td>• Regeneration</td>
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<td></td>
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<td>• Transformation</td>
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<td>Swansea</td>
<td>Start a Revolution</td>
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<tr>
<td></td>
<td></td>
<td>• Making better places</td>
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<tr>
<td></td>
<td></td>
<td>• Improving peoples lives</td>
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<td></td>
<td></td>
<td>• Raising prosperity</td>
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