

**To:** Leadership Board

**On:** 30 November 2016

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**Report by:** Director of Development and Housing Services

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**Heading:** UK City of Culture 2021 Update

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## **1. Summary**

- 1.1 The purpose of this report is present a brief update on progress to develop Paisley's bid to become UK City of Culture 2021. Significant progress has been made to build a basis for the content of the Bid through a range of consultation and engagement programmes as well as new research and development work to inform why we should become UK City of Culture and how we will benefit as a place.
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## **2. Recommendation**

- 2.1 It is recommended that the Board note the progress on the development of the Bid for UK City of Culture 2021.
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## **3. Background**

- 3.1. Paisley's bid is being developed and being informed by a programme of conversations with communities and arts and cultural practitioners, projects and organisations. These conversations and the input of public sector partners across the town have underlined that Paisley's bid needs to present a case that through cultural development and the UK City of Culture title significant step changes can be made to tackle poverty, develop our communities, bring economic benefit and reset the reputation of Paisley at home and abroad.
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#### **4. Consultation and Engagement**

- 4.1. Over the course of 2016 a series of community conversations have taken place about the Bid in Paisley and across Renfrewshire. Led by Engage Renfrewshire on behalf of the bid partnership these have directly engaged with over 3000 members of the public allowing them to talk about their communities, what culture means to them and what they would like Paisley to become with the help of the title. In addition to this there has been a range of other engagement opportunities through Paisley 2021 weekends and presentations to a range of forums including community councils and local area committees and other organisations.
- 4.2. In the course of this work a number of local organisations have asked to become Bid 'Ambassadors' who will promote the Bid within their communities and act as contact and information points. These organisations are:
- Engage Renfrewshire
  - The Star Project
  - Reaching Older Adults in Renfrewshire
  - Paisley South Housing Association
  - Williamsburgh Housing Association
  - Linstone Housing Association
  - Bridgewater Housing Association
  - Renfrew Health and Social Work Centre
  - Johnstone Town Hall
  - Castle Semple Visitor Centre, Lochwinnoch
  - The Bridge, Bridge of Weir
  - Abbey Mill Business Centre
- 4.3. Furthermore specific engagement has been undertaken to bring arts and cultural practitioners, projects and organisations with a Paisley locus around the table as thoughts are drawn together about what a distinctive Paisley cultural programme will look like. Over 300 people have been involved in this way.
- 4.4. In terms of raising profile of Paisley through media, since the launch in November 2015 there has been 70,000,000 opportunities to see or hear about Paisley through earned media, not including social media. This compares to 15,000,000 in the previous 12 month period, and is reflective of the activity of the communications and marketing team. In relation to social media the Paisley 2021 campaign has the highest following of all the competing cities.
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#### **5. Paisley 2021 Partnership Board**

- 5.1. The Paisley 2021 Bid is being led by a Partnership drawn across public, private and third sector organisations. The original Board has recently been supplemented with new Bid partners from Police Scotland, NHS Greater Glasgow and Clyde, Glasgow School of Art and Young Scot. In addition national organisation Arts and Business Scotland have joined Creative

Scotland as observers on the Board. The full list of Board members is appended to this report.

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## 6. **Bid Guidance**

- 6.1. The competition to be UK City of Culture is run by the Department for Culture, Media and Sport (DCMS). In recent months DCMS has both a new Secretary of State for Culture in Karen Bradley MP and Minister for Digital Culture and Culture in Matt Hancock MP and has published a White Paper on Culture. Against this background it is widely anticipated that the competition guidance for the 2021 UK City of Culture will change from previous competitions. Initial indications from DCMS of publication of this guidance by the end of 2016 have now slipped into 2017.
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## 7. **Bid Development**

- 7.1 Good progress is being made in the development of the bid. A number of workstreams are being taken forward which include, community engagement, cultural capacity, infrastructure, social and economic impacts, cultural programme development, legacy and evaluation, and development of the funding strategy. In addition significant work has been undertaken in raising the profile of Paisley's bid, and developing support for the bid at a local and national level.
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## 8. **Next steps**

- 8.1. Although the DCMS has not yet published its guidance there is no indication that the timescales for Bidding will change from what has gone before. Work is therefore being timed to submit our first round bid at the end of April 2017. Announcement on shortlisted 'candidate' cities would be in June and final submissions required by the end of September.
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## **Implications of the Report**

1. **Financial** – All costs associated with the bid for UK City of Culture, are being met from existing resources.
2. **HR & Organisational Development** – None.
3. **Community Planning** –  
  
**Empowering our Communities** – Community engagement and building capacity through cultural programmes is a key element of the bidding process.

**Jobs and the Economy** – The UK City of Culture programme can act as a catalyst for increased visitors to the town, and provide opportunities for social and economic regeneration and job creation. The experience of other cities who have participated in the programme is of a positive economic impact.

4. **Legal** - None.
5. **Property/Assets** – none at this stage, although a successful bid will require venues that are suitable to host all scales of events and programmes. The extent of any property requirement will be scoped through the development of the bid.
6. **Information Technology** – None
7. **Equality & Human Rights** -  
The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.
8. **Health & Safety** – N/A
9. **Procurement** – None.
10. **Risk** – There is a risk that Paisley's bid for UK City of Culture may not be successful, however, the feedback from previous participants in the programme is that the process of bidding itself brings many positive benefits including raising of civic pride and aspiration, and assists in the development of strong engagement with the local community and partnership working.
11. **Privacy Impact** – N/A.

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## **List of Background Papers**

- (a) Report to Council 25 June 2015 – Paisley's Bid for UK City of Culture 2021

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## Appendix

### **Paisley City of Culture 2021 Partnership Board**

#### Members:

Cllr Mark Macmillan (Chair)	Renfrewshire Council
Cllr Michael Holmes	Renfrewshire Council
Cllr Brian Lawson	Renfrewshire Council
Cllr Eileen McCartin	Renfrewshire Council
Cllr Jim Harte	Renfrewshire Leisure
Prof. Craig Mahoney	University West of Scotland
Audrey Cumberland	West College Scotland
Ian Henderson	Paisley First
Amanda McMillan	Glasgow Airport
Emma Richardson	STAR Project
Sharon McAulay	STAR Project
Nick Shields	Scottish Enterprise
Emilia Crighton	NHS Greater Glasgow and Clyde
Louise MacDonald	Young Scot
Prof. Tom Inns	Glasgow School of Art
Chief Sup. Jim Downie	Police Scotland

#### Observers:

Philip Deverill	Creative Scotland
David Watt	Arts and Business Scotland