

**To: Council**

**On: 28 September 2017**

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**Report by: Chief Executive**

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**Heading: Paisley's Final Stage Bid for UK City of Culture 2021**

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**1. Summary**

- 1.1 The UK City of Culture title is a competition developed by the UK Government's Department for Culture, Media and Sport (DCMS) in consultation with the devolved administrations in Scotland, Wales and Northern Ireland. The competition to select the UK City of Culture is managed by the UK Government. Members first agreed to consider entering the competition for UK City of Culture 2021 in January 2014, when they approved the Paisley Town Centre Heritage Asset Strategy – "Paisley the Untold Story". Council subsequently agreed at the meeting on 25 June 2015 to give authority to the Chief Executive to put in place the necessary arrangements and resources to take forward a bid for Paisley to compete for UK City of Culture 2021.
- 1.2 The Paisley 2021 Partnership Board was formed in September 2015 to put in place a whole of town partnership to drive forward the development of the bid. The first stage bid was submitted on 28 April 2017, and we were advised that the Paisley bid had been successful in reaching the shortlist stage of the competition on 14 July 2017.
- 1.3 The deadline for the final stage bid is 29 September 2017. The Partnership Board at its meeting on 18 September 2017 endorsed the contents of the final stage bid, and this paper seeks the approval of Council, as lead partner, to submit the final bid on behalf of Paisley. Members will appreciate that the competitive nature of the bidding process means that confidentiality of the contents of the bid document itself is necessary. For that purpose, and also recognising the importance of members having the opportunity to access the bid before they are asked to consider it for approval, the document has been made available for review over a number of days in advance of the Council

meeting. In addition, Members will be aware that a private seminar for all councillors took place on Wednesday 27 September 2017 in the Council Chambers to provide an opportunity to hear a presentation of the bid, with time for members' questions to be answered.

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## **2. Recommendations**

### **2.1 It is recommended that:**

- i. Council approves the submission of the final stage bid on behalf of the partnership for Paisley to become UK City of Culture 2021.
- ii. Council notes the competitive nature of the bidding process and the requirement to maintain the confidentiality of the content of Paisley's bid, even after submission.
- iii. Council notes that the final outcome of the bid will be announced in December 2017 in Hull.
- iv. Council notes and welcomes the overwhelming level of support that has been received from across the community, local and national partners, and the business community during the bidding process.
- v. Council authorises the Chief Executive to take forward all necessary arrangements to prepare for the judges' visit to Paisley and for the final presentation of the town's bid to the judging panel.
- vi. Council agrees that if Paisley is successful in winning the competition that the Chief Executive is authorised to take forward all necessary arrangements to activate and implement the mobilisation plan contained in the Stage 2 bid submission.

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## **3. Background**

### **3.1 The UK City of Culture programme was developed by the UK Government to build on the success of Liverpool as European Capital of Culture 2008 and the Cultural Olympiad in 2012, by creating a national cultural event spread over a year, focused on a particular city or urban area. The UK City of Culture programme aims to:**

- encourage the use of culture and creativity as a catalyst for regeneration,
- promote the development of new partnerships, and
- encourage ambition, innovation and inspiration in cultural and creative activity,

Cities and areas who bid for the title need to spell out their vision for UK City of Culture and how they will use it, making a step change in their area and creating a lasting legacy.

- 3.2 Derry-Londonderry was the first UK City of Culture in 2013. A four year cycle for the programme has been established and Hull was selected as UK City of Culture 2017, and currently holds the title. Paisley is one of 5 places that have been shortlisted to the final stage of the UK City of Culture 2021 competition. The others are, Coventry, Sunderland, Stoke-on-Trent, and Swansea.
- 3.3 The UK City of Culture 2021 will need to:
- Deliver a **high quality cultural programme** that builds and expands on local strengths and assets and reaches a wide variety of audiences over the course of the year;
  - Deliver a programme that uses culture and creativity to lead to **lasting social regeneration** through building engagement, widening participation, supporting cultural diversity and cohesion, contributing to the localism agenda and reaching out to sectors of the community who are disenfranchised and isolated;
  - Create a **demonstrable economic impact** from the programme, through investment and innovation in culture and creativity;
  - Demonstrate a clear approach to **maximising the legacy and evaluating the impacts** from being UK City of Culture
  - Present **realistic and credible plans** for managing, funding and delivering the programme and its legacy.
- 3.4 Following the submission of the first stage bid, and the shortlisting decision, we received positive feedback about the strengths of the Paisley Bid, and a revised set of guidance for the final stage bid which clearly specifies the additional information required. The final stage bid, does not require repetition of the initial bid, rather it requires a recap or succinct summary of elements of the bid, with more specific and detailed information on the delivery of the bid, including management and governance arrangements, how legacy will be delivered and sustained, detailed information on budgets and funding commitments, and the status of agreements reached with cultural and business partners and sponsors, along with a detailed mobilisation plan to demonstrate capability for maintaining momentum and delivery immediately on being announced the winner.
- 3.5 The final stage bid document has been made available for members to view in the lead up to the Council meeting. The document summarises the vision, and themes of the bid, the step changes we plan to achieve, examples of the types of cultural events we plan to host, and the economic, social, and tourism impacts that winning the competition will deliver for Paisley and the wider area, together with the more detailed information specified in 3.4.
- 3.6 Members may also be aware that a number of the judges plan to visit Paisley to meet with the senior leadership team who are driving the bid from across the town's partnership, both to get to know Paisley better as a potential host for the competition, and to engage in a technical session with the bid team to examine the detail of our submission. Following this the team will present Paisley's bid to the full judging panel on 6/7 December in Hull. An announcement on the winning place is expected in December.

## Implications of the Report

1. **Financial** – Members' attention is drawn to pages 8 and 9 of the bid document, and Tables 6,7 and 8, which detail the outline budget and funding strategy for the bid. Any questions on this part of the bid can be directed to the Director of Finance & Resources.
2. **HR & Organisational Development** - Members' attention is drawn to pages 18 to 23 which outlines the proposed management and governance arrangements for the delivery of UK City of Culture 2021. Any questions on this can be directed to the Chief Executive.
3. **Community Planning** – Table 3 sets out the step changes that are envisaged to be delivered, and pages 4 to 6 set out a recap of the social, economic and tourism impacts, all of which will contribute to the delivery of community planning priorities.
4. **Legal** – the Paisley UK City of Culture 2021 Company is being registered with companies house and will be activated in the event of winning the competition.
5. **Property Assets** – A programme of investment in Council owned venues and public realm is an essential element of the bid and is necessary to ensure the town is ready and capable of hosting the year long programme, as outlined at item (a) of the agenda.
6. **Information Technology** – not applicable
7. **Equality & Human Rights** - Significant work has been undertaken to ensure that equalities groups and lesser heard citizens have been engaged in the development of the bid, and to ensure that equalities groups and disadvantaged communities are reflected in the programme itself, and engagement and participation is tracked and evaluated.
8. **Health & Safety** – not applicable
9. **Procurement** – not applicable
10. **Risk** – not applicable
11. **Privacy Impact** – not applicable
12. **COSLA Policy Position** – all Scottish local authorities formally backed Paisley's bid for UK City of Culture 2021 at the COSLA leaders meeting in August 2017.

## **List of Background Papers**

- (a) Background Paper 1
  - 29 January 2014 Economy & Jobs – Paisley Heritage Asset Strategy
  - 25 June 2015 Council – Paisley’s Bid for UK City of Culture 2021
  - 20 April 2017 Council - Paisley’s Bid for UK City of Culture 2021

The foregoing background papers will be retained within Development & Housing Services for inspection by the public for the prescribed period of four years from the date of the meeting. The contact officer within the service is Mary Crearie ext. 6256.

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