



**URN:**

**Subject:** UK City of Culture 2025 Bid

**Report to:** Economic Development Committee – 13<sup>th</sup> September 2021

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## **SUBJECT MATTER**

This Report presents the proposal by the two lead partners; East Suffolk Council and Great Yarmouth Borough Council in developing and submitting an application to the Department for Culture, Media and Sport (DCMS), to become the named place for the UK City of Culture 2025.

The report seeks approval to allocate a £40,000 budget from the longlisting stage of the competition and establish a governance structure to help shape the Bid further.

## **RECOMMENDATIONS**

That Members:

- a) Consider, comment and approve the process to date in terms of the development of a UK City of Culture 2025 application and the formalisation of a governance structure as summarised in this report.
- b) Further to recommendation (a) approve the proposal for one elected Member to sit on the Shadow Board and to approve that member to be the Chair of Economic Development Committee.
- c) Approve the allocation of a £40,000 budget from the Special Projects Reserve at longlisting stage.
- d) Approve the proposal to establish a Community Interest Company with charitable trust status from April/May 2022 as a delivery body for the UK City of Culture 2025 programme.
- e) Recommend to Council via a future report the formation of said Trust subject to a successful outcome from the DCMS competition.

## **1. BACKGROUND**

- 1.1. The Government, led by the Department for Culture, Media, and Sport (DCMS), introduced a UK City of Culture process after Liverpool was awarded the title of European Capital of Culture in 2008. Since then, every four years a new city or place is awarded with the title of UK City of Culture via a UK-wide competition inviting places to set out their vision for culture-led regeneration. Derry/Londonderry took the inaugural honour of becoming the first official UK City of Culture in 2013 which was transformative for them. Between 2011 and 2017 Derry's overnight occupancy increased by 7%. In 2017 the title went to Hull and in Hull's year as UK City of Culture, the place welcomed an estimated 1.3 million more visitors than in 2013. Analysis also suggests that Hull's turn in 2017 added £300m to the city's economy. Presently in 2021 the title sits with Coventry which is experiencing a considerable positive impact on its visitor economy.
- 1.2. Ultimately, culture is increasingly recognised as a driver of economic growth and a key part of the UK Government's Levelling-up agenda. Great Yarmouth has been successful in attracting Town Deal, Heritage Action Zone and Future High Streets Funding for regeneration the 'place' and central to the capital investments and re-purposing of historic buildings planned is culture. Similarly, across the county border in East Suffolk, Lowestoft was awarded Town Deal and HAZ funding for culture and heritage-driven investments.

## **2. UK CITY OF CULTURE BID & PROCESS**

- 2.1. In response to DCMS's call for expression of interest to find the next UK City of Culture for 2025, Great Yarmouth Borough Council together with and East Suffolk Council submitted an expression of interest in July 2021 along with another nineteen places (20 Expression of Interests were submitted in total). The basis of the joint application is the shared opportunities and challenges which exist within the two Council areas, particularly the focus of both areas on pursuing ambitious cultural regeneration programmes to drive inclusive growth.
- 2.2. The towns of Great Yarmouth and Lowestoft have a shared heritage inextricably linked to the sea and both areas are now realising huge new opportunities through innovation in offshore energy. The UK City of Culture bid presents a natural progression from the Great Places scheme – '*Making Waves Together*' which was funded by the National Lottery Heritage Fund, Arts Council England, and Historic England which both Councils invested in and delivered.
- 2.3. The DCMS's competitive bidding process stages between July 2021 and May 2022 are summarised below:

- |   |                      |
|---|----------------------|
| • <i>Submission of Expression of Interest</i> | <i>19 July 2021</i>  |
| • 6 Longlisted places announced               | by 30 September 2021 |
| • Submission for full bid                     | 10 January 2022      |
| • 3 Shortlisted places announced              | March 2022           |
| • Visits to the 3 Shortlisted places          | March/April 2022     |
| • UK City of Culture 2025 awarded             | May 2022             |

- 2.4. In July 2021 ahead of the Expression of Interest submission, the two councils facilitated separate and joint cultural discussions, as well as one-to-one interviews and workshops with over 50 key partner organisations to scope the outline content of the proposed bid. This research provided an incredible inventory of existing cultural activities that were already taking place and helped to identify further the opportunities that exist to support a UK City of Culture application. Officers also attended a 2-day briefing seminar hosted by Coventry City Council to hear what the process entailed from DCMS officials and its independent advisory panel and how Coventry as a place prepared in the run-up to and is benefitting from the experience.
- 2.5. The content of the application for UK City of Culture and the type of cultural programming the place would deliver in its year of culture is informed by our wide range of key cultural, health, business leaders and community partners coming together to shape a programme of activities and investments that will provide a positive legacy of opportunity for our residents. We are clear that our people and their stories must be at the heart of our application. Appendix 1 sets out the beginnings of our narrative, the shape & content within five themes within our application.
- 2.6 To help shape the application the Councils have reached-out to their respective cultural and community partners. The borough's Culture and Tourism Board are involved together with East Suffolk's Cultural Leadership Group and additionally both place's Town Deal Boards. All partners are fully supportive of the ambition to bid and are excited by the proposition. At the Expression of Interest stage this was evidenced by over 120 separate letters of support from across the region.

### **3. LOCAL GOVERNANCE ARRANGEMENTS**

- 3.1. To prepare the Expression of Interest the two councils have initially established a UK City of Culture Project Steering Group made-up of officers led by the two Senior Responsible Officers (SROs) both Strategic Directors and technical officers including economic growth, regeneration, heritage, culture, design, marketing & communications. Both Norfolk and Suffolk County Council are also represented through their senior culture officers. The Steering Group is supported by DCA Associates which has a wealth of experience in City of Culture bidding rounds.
- 3.2. The basis of the partnership including 50:50 cost sharing is set-out in a Memorandum of Understanding (MoU) and runs up to April/May 2022 (Appendix 2). Thereafter Members may wish to support the formation a Community Interest Company/Charitable Trust with key representation from all four councils and their key partner organisations. Whilst the Trust Board would be independent and act under an agreed delegation agreed by each council, it will be important for councillors to be represented on this Board. The independence of such a Trust provides the right inclusive partnership conditions to secure external funding for the build-up to and the running of the cultural programming year.
- 3.3 Going forward, assuming Great Yarmouth & East Suffolk makes the longlist, it is imperative that the full application between September '21 and January 2022 is developed 'bottom up' with as many culture, tourism, arts, heritage, health, community & business stakeholders as possible.
- 3.4 Given the volume of partners likely to be involved, it is proposed that four 'Sector Advisory Panels' with geographic balance are formed and represented on a 'Shadow' Great Yarmouth &

East Suffolk City of Culture Board chaired by an unremunerated independent chairperson from the cultural sector. It is suggested that one Borough Council and one District Council member sit on the Shadow Board along with representatives from each of the Advisory Panels. As such, in line with the proposal from East Suffolk Council, it is recommended that the Chair of Economic Development is proposed to be the Great Yarmouth Member representation with the equivalent representation coming from East Suffolk.

### GY&ES City of Culture 'Shadow' Board

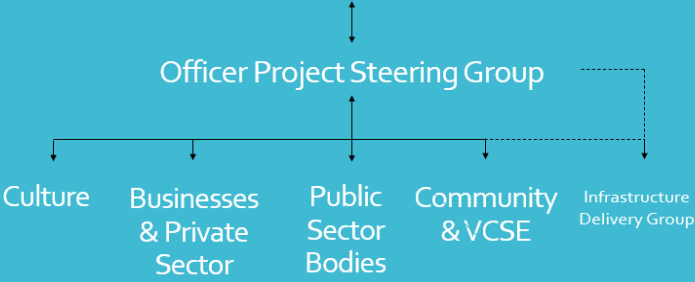
- Independent Chair
- 2 x District Council Member reps
- 2 x Director SROs
- NALEP rep
- New Anglia Culture Board rep
- 2 x County Council reps
- Sectoral Advisory Panels – 2 reps per Panel




Great Yarmouth  
& East Suffolk  
UK City of Culture Bid

### GY&ES City of Culture 'Shadow' Board

Officer Project Steering Group



**Sector Advisory Panels**



Great Yarmouth  
& East Suffolk  
UK City of Culture Bid

3.5 The four advisory groups proposed are shown in the table above: art & cultural organisations, public sector bodies, business/private sector partners and the VCSE/community organisations. The remit of 'infrastructure delivery group' will be to plan investment, logistics and operational delivery of performance spaces, venues, and transport including close liaison with each of Great Yarmouth & East Suffolk's Event Safety Advisory Groups (E-SAG) in the planning and preparatory stages running up to 2025.

**4. UPDATE ON CULTURAL PROGRAMMING**

4.1 What is clear is that across the two geographic council areas there is an abundance of talented creatives and existing culture-based projects underway that have huge potential to showcase the area and the heritage of our people and our places. Partner organisations across the two council areas are delivering a wealth of cultural programming and public and events.

4.2 For cultural programming, infrastructure, skills & training and public event activities within the borough of Great Yarmouth, members adopted the Culture, Heritage & Tourism Strategy (July 2020) and its ambitious delivery plan now drives investment and collaboration with partners' projects. Members of this Committee will be receiving an update on the Strategy and its Delivery Plan in the autumn 2021.

4.3 In advance of that, the summary information below exemplifies some of the cultural activities that are taking/have taken place to date:

- **Entertainment** – to support the Pathway to Recovery from the COVID-19 pandemic, the council is providing weekly cultural animations and entertainment around the borough's tourism areas funded by the ERDF's Welcome Back Fund through to March 2022. For example, a programme of walk-about characters and local musicians have featured as street entertainment. The Council has programmed musical accompaniments in the marketplace on market days which has created a buzzing atmosphere. Other locations of pop-up entertainment has included Anchor Gardens, The Jetty, Pleasure Beach Gardens, and the bandstand at Gorleston.
- **Pop up Markets** - specifically for arts and crafts have been provided in Gorleston around the Bandstand and have been well supported. Mostly from people that have found a hobby or a new skill during the pandemic lockdown period; some of which have now set-up small micro businesses as a result.
- **Banksy Street Art** - most notably the extremely well known and high-profile artist Banksy visited the Norfolk coast in July 2021, putting in place ten street artworks in Great Yarmouth, Lowestoft, and Cromer. The installations have drawn national and international interest. Banksy's curated 3-minute video entitled the '[\*A Great British Spraycation\*](#)' has been seen across the world by over 7 million people and has attracted over 27,000 positive comments on social media.

Given the profile of the artist, the quality of the pieces, and the reach the work has had, the Council has and will continue to encourage people to visit the area to celebrate the work and enjoy the rest of the cultural activities featured across the Great Yarmouth Borough and East Suffolk areas. In addition to facilitate and showcase other local street artists operating in the borough, the Council is exploring a project of commissioned local street art in conjunction with the Yare Gallery.

- **Out There Festival** – this weekend (17 to 19 September 2021) marks the start of the annual [Out There Festival](#), an international festival of circus and street art whose cultural programming is managed and delivered by Out There Arts. Over the years Out There has established an international reputation for its exceptional, innovative and diverse programme regularly attracting more than 60,000 people to Great Yarmouth each year. It includes breath-taking spectacles and quirky comedy combined in a festival woven with quality performances, and a family-friendly atmosphere. Aligned with the Out There Festival, Out There Arts also deliver a broad range of work spanning many disciplines and mediums including the visual arts, dance, music, poetry and collaborate with artists and creatives across the borough, UK and internationally. They are based at the Drill House which is also known as a national creation centre, dedicated to the development of circus and outdoor arts.

- **Fire on Water** – is a new cultural activity (21<sup>st</sup> October to 6<sup>th</sup> November 2021) in the form of an outdoor experiential walking trail around a route within The Waterways on Great Yarmouth sea front. Fire on Water is a new, and hoped to be annual, event for all ages and is fully accessible. It has been funded from Council’s Town Deal recovery funding and is designed to encourage greater footfall and visitors outside the traditional tourism season. Following a procurement process the Council commissioned Out There Arts to curate and deliver this 15-day pyrotechnic trail.
- **Theatre & Performance Venue Activities** – both St. George’s Theatre and the Gorleston Pavilion have been working tirelessly behind the scenes during the pandemic to ensure that their respective programming and cultural activities can bounce-back. In May 2021, St. George’s Theatre re-opened its doors and hosted a sell-out show called Captain Calamity followed by two in-house shows, *Ghosted* and *Two*. The Theatre is also showcasing local talent and touring productions including the *Museum of Human Kindness* in the Stage Door Café, *Macbeth* by tour cycling company *the Handlebards* and a live music busking festival each Saturday outside on the plaza.

Gorleston Pavilion re-opened in July 2021 which coincided with its 120th birthday. Whilst the pandemic made things difficult for the theatre, the Trust is planning to celebrate in style later this year with a special fundraising gala performance. The theatre is currently taking part in the Heritage Open Day guided tour events.

The Hippodrome has also weathered the storm of the pandemic and is currently running its ever-popular *Summer Spectacular* (7<sup>th</sup> July to 19<sup>th</sup> September 2021) and *Halloween Spooktacular* (22<sup>nd</sup> – 31<sup>st</sup> October).

- **Gallery Space** – in addition to Original Projects’ pop-up community arts space known as PrimeYarc located in Market Gates, chosen to display the National Gallery’s newest touring exhibition, *Jan van Huysum Visits* in June 2021, and the Skippings Fine Art Gallery on King’s Street, in May 2021 the Great Yarmouth Preservation Trust opened the doors on a new and prestigious gallery space. The Yare Gallery is housed in a Grade II listed 17th-century merchant’s house at the heart of Great Yarmouth’s historic South Quay which enjoys expansive views across the River Yare. Exhibitions are hosted across three floors, flooded with natural light from Norfolk’s big skies attracting a range of national and local professional artists.

## 5. FINANCIAL IMPLICATIONS

- 5.1. The bid development cost and officer time to date has been funded from existing budgets by both authorities with a 50:50% cost share between East Suffolk Council and Great Yarmouth Borough Council for advisor time and marketing collateral.
- 5.2. Assuming Great Yarmouth & East Suffolk is successfully longlisted later this month, an additional partnership budget of £200,000 is estimated to be required to ensure the high volume of partner engagement can be adequately supported and business planning can take place. The DCMS has indicated it will provide a grant of £40,000 to the six longlisted places. Great Yarmouth Borough Council is being asked to contribute £40,000 which can be funded from special projects reserves. The indicative outline budget is summarised below:

<b>Great Yarmouth &amp; East Suffolk City of Culture 2025 - Project Budget</b>	
<b><i>Proposed Income</i></b>	
DCMS Grant	£40,000
Great Yarmouth Borough Council contribution	£40,000
East Suffolk District Council contribution	£40,000
Other external partner contributions including NALEP & County Councils (tbc)	£80,000
	<b>£200,000</b>
<b><i>Proposed Expenditure</i></b>	
Exec. Director support	£30,000
Artistic Director role	£40,000
Commissioning budget	£15,000
Marketing & communications	£15,000
Project administration	£10,000
Advisor/Partner roles	£25,000
Commissioned research	£5,000
Fundraising Strategy	£12,500
Local grants to commission community & arts groups to develop ideas	£20,000
Contingency	£27,500
<b>Estimated Total =</b>	<b>£200,000</b>

5.3 In terms of UK City of Culture 2025 programme, the outline budget at this stage totals £36 million over six years including in the region of £13.6 million set aside for cultural events in 2025 ranging from major highlight events to extensive resources for community activity. Infrastructure investments already committed for the geographic area in-scope total at least £300m. Across the programme year including the 2022-2025 run-up preparations and 2026 and beyond afterglow, an estimated economic impact of over £140 million is predicted.

## 6. RISK IMPLICATIONS

6.1. At this stage the two greatest risk areas include reputational risk and abortive costs. It is universally acknowledged by those who have previously applied to become UK City of Culture and those successful (namely Coventry) that the process has considerable benefits that outweigh any long-term reputational damage. Indeed, the partnership between the two councils even at this early stage has been excellent, with positive dynamic discussions and great collaborative consultation. Should the bid be unsuccessful for 2025, a further application can be made for a future submission in 2029 and beyond.

## 7. LEGAL IMPLICATIONS

7.1. NP Law has been engaged throughout the process and advised on the recently agreed and signed MoU (Appendix 2). NPLaw have also been appraised of what is required following longlisting stage to develop the proposals. Costs for the formation of the CIC/Charitable Trust are included in the project budget and would be enacted via a recommendation from this Committee to Council. Members will be kept apprised of this in the interim.

## 8. CONCLUSION

- 8.1. This report presents an overview of the progress and thinking by the two lead partners; Great Yarmouth Borough Council and East Suffolk Council to develop and submit an Expression of Interest to the Department for Culture, Media and Sport (DCMS), for the UK City of Culture 2025 and successfully deliver UK City of Culture programming.
- 8.2. Within the geographic area there is a broader and deeper cultural offer linked to the high quality natural and built environments, world class performance arts and globally recognised innovation and technology. The bid presents a compelling proposition to deliver an ambitious and unique UK City of Culture programme that will directly address the levelling up agenda, innovation, and inclusivity.

Area for consideration	Comment
Monitoring Officer Consultation:	Legal advice provided throughout the development of the supporting governance documentation. Monitoring officer consultation provided throughout the process and is embedded win the paper.
Section 151 Officer Consultation:	Via ELT process
Existing Council Policies:	Corporate Plan and Annual Action Plan Great Yarmouth Economic Growth Strategy Culture, Heritage and Tourism Strategy
Financial Implications (including VAT and tax):	As outlined in the Report
Legal Implications (including human rights):	As outlined in the report and advised by NPLaw
Risk Implications:	As identified in report
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

### Background papers

Appendix 1 – CofC summary of Vision

Appendix 2 - MoU





## VISION

### 1. Introduction

Our Bid extends across East Suffolk and Great Yarmouth Council areas - 70 miles of spectacular coastline connected by ancient waterways to inland landscapes of haunting beauty, ecologically rich and diverse with the largest areas reserved for wildlife in the UK.

*As Dr Kathryn Ferry said “Over generations we’ve turned being by the sea into a cultural experience. This coast has all the archetypes of the great English seaside. From beach huts and wild landscapes of Suffolk and Norfolk coasts to seafront splendours of Great Yarmouth, it promises something for all ages and tastes”.*

Our bid focuses on our two great seaside towns, Great Yarmouth and Lowestoft and hinterlands. The area has a long heritage, millennia of connections with the sea and the world beyond - and proud identities as exemplars of the great British seaside – thriving destinations and diverse, innovative, modern places.

We offer a range and breadth of amazing places and attractions for all interests, the capacity to meet the dreams of many millions of new visitors and an unrivalled opportunity to connect our own communities, cultural organisations and businesses like never before.

Both towns are renewing themselves and their place in the world – in the renewable energy industry and as places of fertile creativity and cultural distinctiveness.

Both Councils are committed to unprecedented investment in our infrastructure and cultural sectors. The Government has awarded a total of more than £63m across the two areas by Towns Fund, Heritage Action Zones and Future High Streets funding alone.

We start from our strength in staging large scale cultural events, and welcoming visitors. Our major events and festivals, organised by our award-winning cultural organisations the First Light Festival and Out There Arts, inspire and entertain tens of thousands of people; our visitor economy welcomes more than 20 million visits a year – and more than 7 million staying nights.

Beyond the towns, we offer rich heritage and culture – natural and man-made; the Broads National Park and AONBs, but also great resources for STEAM business and innovation, for instance, BT’s global R&D HQ Adastral Park, home to digital start-ups and breakthroughs such as in optical fibre.

With our Bid area less than 90 minutes from London, our renewed train network (with its operator supporting our Bid) and with good access to a range of airports and sea routes, we are ready to attract millions of new people to explore and appreciate our culture in 2025.

### 2. Who is involved?

Great Yarmouth borough Council, East Suffolk Council, together with Norfolk County Council and Suffolk County Council are leading the Bid. Our stakeholder map spans 180

organisations already involved – and the range and depth of support can be seen in our letters of support for partner and supporting organisations across the business, community and voluntary sectors, our health sector, police, academia, transport sector and arts, culture and heritage sector.

We have enthusiastic support of New Anglia LEP, both County Councils, Suffolk & Norfolk Chambers of Commerce, Norfolk Community Foundation, Suffolk Community Action, our four MPs, Universities of East Anglia and Suffolk and many others. Key partners will range across our artists and cultural organisations and partners in environment, education, research, business and health and disability sectors.

Our Arts Council England NPOs; Preservation Trust and Heritage Action Zones; Creative People and Places (Freshly Greated); Cultural Education Partnerships (Lowestoft Rising and Enjoy); Norfolk Museums Service and libraries will be at the heart of the bid.

We've engaged with the Broads Authority and the Wildlife Trusts, who have extensive reserves, access, engagement, and education programmes in our area and with our own marine partners at the Centre for Environment, Fisheries and Aquaculture Science in Lowestoft.

A detailed Framework of Intent with UEA defines a key role, running major longitudinal programmes of evaluation, leading innovation and research programmes and joining with UK and international researchers and universities to explore ideas and challenges.

Some of our most enthusiastic development partners have been our health providers and community wellbeing organisations, including in public health, Norfolk and Waveney Clinical Commissioning Group and James Paget Hospitals. Third sector partners at the forefront of delivering wellbeing, economic and health outcome change in our communities, such as Access Community Trust, have been centrally involved.

We're planning with our partners in Highways, the Police, our rail operator and public transport colleagues, organisations such as RNLI who provide beach safety, colleagues in coastal protection, how we will move very large numbers of people into and around the area and plan major events, public safety and access.

### **3. Diversity of leadership, governance, and partnerships**

Locally, we have diverse communities in which people from many backgrounds have come to live and work, with significant Romanian, Slovakian, Lithuanian, Polish, Bulgarian and historic Greek Cypriots and Portuguese communities.

We also have significantly larger than national average numbers of people with disabilities or life-limiting conditions, and disparities of wealth and life chances.

Our City of Culture will set out to involve and give voice to people from all our communities, and from all backgrounds, and where people from identified groups are under-represented we will take action to increase their stake and involvement.

UK City of Culture gives us a unique opportunity to work with artists and participants, and to reach audiences, from all backgrounds, ensuring the full representation of all identities and voices in all our programmes, and all our audiences.

### **4. Why is UK City of Culture important to us?**

We have a unique place and culture to share with the people of the UK and far beyond, at the same time the UK City of Culture can transform the lives of our communities, addressing decades of disadvantage, with a legacy for the years ahead.

Increasingly, we are at the heart of national life. Our innovation in renewable energy is driving the national campaign for a sustainable future, our seas are once again busy with sustainable shipping and researched as solutions to ecological and sustainability challenges.

This innovation is fitting for the place where the sun rises first every morning on the UK, but it is also rooted in the heritage and identity of our place and people.

These are ancient communities – the first place that humans crossed Doggerland to set foot on what is now Britain - and centuries of living on sea and land, fishing, trading with the world, and then welcoming the world to enjoy our place, has fitted us for what is to come.

We have made huge strides in recent years, celebrating and sharing our vibrant cultures, but we have much more to do. City of Culture offers the chance to share all that our brilliant cultural organisations have achieved, and their visions and dreams, with everyone around the UK – and to secure the investment and momentum to continue our journey.

Our coast is much loved and visited - Great Yarmouth and East Suffolk welcome more than 20 million visits a year – attracted by our natural heritage, our culture, our sense of fun and our people. UK City of Culture will be a big but natural step in the development of this fantastic offer, building on the ground-breaking events and festivals of the last few years and planning many more and new events with partners locally, across the UK and internationally so that 2025 will be a celebration of our coast and of many other cultures across the world.

We have world class work in hand - from Great Yarmouth's spectacular Winter Gardens and its renewal in time for the celebrations (awarded £10m of Heritage Horizons funding by Heritage Fund), and Ice House Circus School development, to our National Trust partners at Sutton Hoo. Generations of artists have made their way here to live and work, UK City of Culture will renew and diversify this creativity for generations to come.

Ours will be a celebration at once rooted in our communities and heritage and reaching out to the world; fundamentally of its place and time, reflecting the cultures of the world with which we traded, those who came and continue to come here to make their lives - and timeless – stretching back into our history and surging forward to our sustainable future.

And that future is key to our vision – a legacy for our communities, for our young people in which opportunity is levelled up, talent nurtured and retained, health and life inequality ended through opportunity and activity; our diverse communities fulfilled and enriched, their culture squarely on the world stage.

## 5. Key Themes of our UK City of Culture 2025 Programme

We've just started this journey and themes should not be straitjackets - they should intrigue, entice, stimulate, and enable everyone to find a point of embarkation...

### ***The irresistible pull...***

The UK was formed by the sea – more so here than anywhere. It made us, connected us, carried our influence around the world. It brought, and brings, people, cultures, ideas and energies to this most innovative, bold and welcoming place. It brings challenges of coastal change. And it is the focus of our next reinvention, the UK's leader in clean energy. ***The sea: awe-inspiring, changeable - a uniting energy!***

### ***The silver darlings...***

So many of our stories are of migration: silver herring, people, birds... Great Yarmouth & Lowestoft were built on migrations of herring, and of **people**: the Scottish herring girls; the first humans crossing Doggerland; communities welcomed from all over the world, links with partners across the North Sea and beyond. These traces, **migrations and connections** resonate through our programmes as they do in the migrations of the sea and the birds across our reserves and landscapes.

### ***The blue space...***

We keep coming back to water and wellness. And the connections we make between them. Celebrations on water – at sea, in historic ports and tributaries that carried our forebears inland – to places like Sutton Hoo. Our Waterways longer than Venice or Amsterdam. Flotillas, regattas, community/artist boatbuilding; the sunrise before anywhere else in England; festivals of fire and light writ large.

But also, **the healing power of water and the capacity of our landscapes for quiet, reflection, recovery**. With our health partners we will focus on wellbeing and mental health - of our communities, our young people and volunteers, our artists, and visitors – the power of Blue Space.

### ***The landscape that ate my heart...***

The great beaches and inspirational landscapes of the UK will be the great glories of 2025 – our sweeping coastline, land and water, our wildlife, new opportunities to experience nature and culture as one. With Broads National Park, Suffolk Wildlife Trust and others, we will explore this landscape, unspoilt, rewilded, in a physically present and digitally resonant way, to be the galleries and halls for the work of contemporary artists, writers, composers, musicians, performers - haunting, playful, compelling. **A landscape of immediacy and a landscape of mind.**

### ***listen to your heart and celebrate...***

Our towns are some of the great places of **entertainment of the UK**. Our beaches great playgrounds, the splendours of the Great British Seaside. Great Yarmouth the home of circus and Lowestoft the spectacular celebration of First Light. Our programme will be a celebration and a release for all of the UK – of music, street performance, comedy, theatre – and our beaches will see events like no other in the UK for scale, audacity, and brilliance. Fitting the coast generating the UK's future energy!

## **6. Embedding environmental sustainability**

Great Yarmouth & East Suffolk have a unique position in this debate – we have a highly sensitive coastal environment, our coast, landscape, and main towns are particularly vulnerable to the cumulative effects of climate change - at risk from sea level rise and extreme weather, with great areas inland of delicate ecosystems of wetland, marsh and the most important breeding habitats for many species of invertebrate, bird, fish and animal.

In recognising the need to respond to these challenges – including decarbonisation of our economies and the requirement for physical adaptation - local carbon emissions have fallen, but much remains to be done. At the same time, our coastline is at the centre of the world's largest market for offshore wind, the staging of wind turbines forms a very visible part of our skylines and the sector has a key role in our evolving economy and the livelihoods of our

residents, with the potential to create real opportunities for local communities, address structural inequalities and meet societal expectations and ambitions around resource depletion, environmental quality, and climate change.

Our City of Culture programme will rise to these challenges and opportunities – with a practical focus. Wherever possible events will be planned to be net zero carbon and with managed environmental impacts. Special arrangements for waste management and remediation will be in place across the programme and we will identify and empower sustainability champions among our governance, staff, volunteers, artists/partners and communities who we will brief, support and enable to call the programme to account.

Risks and impacts will be mitigated through sustainable event planning, in which strategy is tested against a Sustainability Assessment System and appraised by our sustainability partners UEA (and their world-renowned Tyndall Centre for Climate Change Research) and Cambridge Institute of Sustainability Leadership so that our programme is a test and an exemplar for new approaches and the decarbonisation of the cultural sector.

We will focus not only on energy, but also on an end-to-end analysis of the environmental lifecycle of our events – travel to site of artists, kit and audiences, energy consumption, site impacts, audience wellbeing, air quality impact, light and impact on our dark skies, waste, recycling and reuse, remediation of event venues, behaviour change, sustainability legacy.

## **7. Investment Plan**

We have developed a comprehensive financial analysis which shows the cost of delivery to be in the region of £36m over six years. Infrastructure investments already committed for the geographic area in-scope total at least £300m and will be significantly higher by 2025. Our outline programme will see investment of £13.6m ranging from major highlight events to extensive resources for community activity. The programme itself will feature our range of venues, promoters and festival organisers - aligning their year-round programmes with our UK City of Culture 2025 Programme.

## **8. Impact**

Residents and communities are at the heart of our ambitions to realise a vibrant and inclusive coastal economy and our years as the holder of the UK City of Culture designation, our programmes and our planning and evaluation will mark a step change in our benefits for those communities.

Over recent years, and despite our huge progress, Great Yarmouth and Lowestoft share a number of complex, interrelated challenges with other seaside towns – connectivity/isolation, the quality of housing stock, population seasonality, transience and demographics, health/wellbeing outcomes and the availability/accessibility of funding, reflect in a persistent legacy of deprivation, depressed wages, land values and restricted social mobility, which exacerbates structural inequalities.

Skills, qualifications, aspirations, intergenerational life choices and a traditional reliance on certain forms of employment or specific industries are a limiting factor in residents' wealth and employment opportunities. Both the labour market and demand for public/health services are distorted by demographics - our age distribution is skewed towards older, less economically active individuals. GVA per head has failed to keep pace with other similar areas. This is the challenge which we aim to address in all our regeneration investments and strategy, but in which we aim to achieve a step-change by being UK City of Culture 2025.

The challenges our communities face are multiple and reinforce one another. Residents tend to work longer hours and earn less and are frequently employed on a casual/seasonal basis in lower-skilled positions.

If local people of all ages and backgrounds are to benefit from new opportunities and wider economic recovery, they need to be able to access the right jobs at the right level. If our place can successfully enhance its 'offer' to better meet the expectations of growth industries' employees in terms of culture, heritage and artistic provision, there is significant potential to attract and retain human capital and further investment – enabling a range of wider ambitions in relation, for example, to the high-growth clean energy sector.

Heritage, arts and culture is, therefore, an engine of local opportunity; capacity building in our key creative clusters will confer transferable, portable skills and create real opportunities for residents, bring new creatives and employers to be role models for our young people – and sustain the 'lifestyle' buzz so intrinsic to local distinctiveness and sense-of-place, attracting and retaining visitors and driving consumer footfall.

Culture is absolutely intrinsic to both sense-of-place, the vitality of the wider economy, further transformational renewal and the massive physical and social regeneration interventions already underway.

By 2025 and more especially, by the end of 2028, we will have taken a step change – for our creatives and our cultural sector, in the value to our wider economy and in pride, confidence and appreciation of the huge strengths we have as a place – a step change of real immediate benefit to people's lives, irreversible and sustainable, as we take our place as one of the UK's exemplars of the way we can level up our societies through partnership, patience, long term investment and care, but also by the step change that a celebration such as City of Culture can achieve.

## **9. Legacy**

It is central to our thinking that UK City of Culture should be about both the year itself but also be profoundly transformational for our culture, our economy, our communities and our environment – and for our region generally – for many years thereafter.

We are committed to an engaged and co-designed process with our communities as we develop our bid, through which we will enable and empower them to identify the legacy they most need and want to see from their City of Culture – but even at this stage, we can see from our conversations with our communities and cultural partners the aspirations and ambitions that are coming to life through the City of Culture process.

Our cultural sector identifies a legacy that takes growth and confidence into the decades beyond 2025. Our cultural organisations want to be better recognised and celebrated locally, nationally and internationally, to have better resources to make great work, with resilience and the ability to plan long-term. There should be new opportunities for our own talented creatives to stay and work here successfully, and particularly for our creative young people, but there is also an ambition that we should welcome many new creative businesses to come and be based here, or just to make work here, including in filming and multi-media production to strengthen the supply chain for local creative business.

Our venues and event promoters see a legacy of raised profile, improved infrastructure, market intelligence and position, combatting seasonality and increasing production capacity and audiences.

Our communities and residents demand sustained improvements in their lives – and there is excitement about a legacy of 2025 that touches the challenges we face – improving prosperity, creating new quality jobs, building confidence, resilience and health through engagement and improving our people's wellbeing. Through more people taking part, more

people exploring creativity and connecting with others from all backgrounds in their community, momentum will be achieved to sustain the change in all the years that follow.

We see a legacy for our environment – investment in and celebration of our journey to decarbonisation and sustainability, closer partnerships with our renewable energy sector to drive benefits to local organisations and people, increased sustainable tourism including to support the economic resilience of our environmental management organisations and profound potential to change behaviours among both residents and visitors.

We plan a legacy in which our towns are reimagined, better known, better understood and appreciated at home and beyond – preconceptions addressed and with a new pride and confidence in our future and that of our people; and we are focusing on that legacy from the very start of our bid process, through our theory of change, our engaged development process and delivery structure and through our commitment to long term resourcing and leadership beyond 2025.

#### **10. Contact Us**

Support the Great Yarmouth & East Suffolk UK City of Culture 2025 Bid on your social media platforms and website, in your communication bulletins and with your friends and contacts #CityofCulture2025

Get ready to participate when the real work starts – once we get shortlisted in September 2021!

To be kept up to date, take part in workshops and further discussions to shape our Bid please email [GY&ESCityofCulture@great-yarmouth.gov.uk](mailto:GY&ESCityofCulture@great-yarmouth.gov.uk)

**DATED**

**17<sup>th</sup> August**

**2021**

**GREAT YARMOUTH BOROUGH COUNCIL (“GYBC”)**

**AND**

**EAST SUFFOLK COUNCIL (“ESC”)**

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**MEMORANDUM OF UNDERSTANDING**

**REGARDING AN ENTRY TO THE COMPETITION TO BECOME UK CITY OF  
CULTURE 2025**

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nplaw

Norfolk County Council

County Hall

Martineau Lane

Norwich

NR1 2DH

**This MEMORANDUM OF UNDERSTANDING is dated 17th day of August 2021**



## Recitals

This memorandum of understanding (MoU) sets out the principal terms and conditions on and subject to which Great Yarmouth Borough Council (“GYBC”) and East Suffolk Council (“ESC”) are willing to enter into subject to the agreement and signing by the Parties of a detailed legally binding agreement (Formal Agreement).

This MoU is not exhaustive and is not intended to be legally binding between the Parties except where specifically stated.

1. The Parties are Great Yarmouth Borough Council (“GYBC”) and East Suffolk Council (“ESC”) who will take this Project forward.
2. The Parties are collaborating with a view to developing an application to the Department for Culture, Media & Sport (DCMS), which includes submission of an Expression of Interest (EOI), in respect of achieving UK City of Culture 2025 status (“the Project”).
3. The Project is intended to enable a successful bid for UK City of Culture 2025 status which is a 2-stage process commencing with an EOI to be submitted by 23.59hrs on 19 July 2021 to DCMS. The Parties will be informed of its success at the EOI stage during September 2021.
4. If successful, the Parties will enter the DCMS’ long list of places and have until January 2022 (date tbc) to make its full submission.
5. In the summer of 2022, the Parties will be informed if they have achieved UK City of Culture 2025 status and if so, the Parties will then engage in detailed planning and sign a Formal Agreement with DCMS.
6. GYBC and ESC will participate in the Project in order to promote their bid for UK City of Culture 2025.
7. The Parties will collaborate to ensure that the Project is discharged in accordance with the constitution, standing orders and any other internal regulations of both authorities and the requirements of its auditors.
8. GYBC and ESC agree to split the cost of applying for UK City of Culture 2025 status 50:50. GYBC will be the accountable body, leading the bid submission and procuring the services of consultant/advisor personnel as part of the bid team subject to joint agreement by both Parties. GYBC will then charge back to ESC their 50% share of all costs relating to both stages of the DCMS submission process.
9. Should the stage 2 submission be successful, the Parties’ intention is to form a community interest company with charitable trust status to oversee, manage and operate the Parties’ participation in the UK City of Culture 2025. Such a CIC/Trust will employ its own staff and business support including financial administrative systems for the grant funds. Representation on said body will be split 50:50 between the

Parties and its lead partner agencies.

10. The Parties acknowledge that the likely viability, certainty and delivery programme for the Project is subject to several factors not all yet determined including governance of this Project.
11. The Parties agree to share equally between them any costs and expenses arising in respect of the Project.
12. The Parties are entering into this Memorandum of Understanding (“MoU”) in order to:
  - ensure effective collaboration in the development of the Project.
  - provide open non-confidential information sharing between the Parties.
  - optimise planning and delivery timescales of this Project.
  - minimise all Parties’ losses in the event that one or more Parties decide not to proceed with the Project.
13. The Parties do not intend this MoU to be legally binding.

## **The Project**

14. The Parties are currently proceeding on the basis of contributing up to £5,000 each to support the submission of an EOI on 19 July 2021 and run a joint communications and engagement campaign between July and September 2021 in respect of building visibility and support for UK City of Culture 2025 status. The Project is subject to refinement and detailed changes as may be agreed during development of the Project, should the Parties be successful in their EOI.
15. The bidding cost of the Project has been provisionally estimated at £120,000, if the Parties are successful in their EOI application. It is understood that £40,000 will be provided to the Parties by DCMS in order to allow the Parties to prepare and submit a final bid which will be set out in detail in a Formal Agreement to this MOU. Both Parties will additionally contribute £40,000 to bid development. This cost estimate is based on outline information and is subject to adjustment during Project development.
16. The Parties agree that the Senior Responsible Officers within the Parties organisations are Paula Boyce (GYBC) and Andrew Jarvis (ESC).
17. All expenditure will be approved by the Project Steering Group in advance of costs being occurred.

## **Project Steering Group**

18. To oversee and lead this Project, the Parties agree to form an officer steering group made up of key officer representatives from each Party supplemented from time-time with support officers and specialist consultant personnel. Officer time will be provided in-kind in respect of the Project and time spent on work agreed at the Project Steering

Group. Terms of Reference for the Officer Steering Group are provided in Appendix 1 and form part of this Memorandum of Understanding.

### **Programme Phase 1**

19. The Parties are in agreement that all costs within stage 1; namely the EOI will be shared on a 50:50 basis.

### **Programme Phase 2**

20. The Parties are in agreement that all costs within stage 2; namely from long listing to full bid submission, will be shared on a 50:50 basis.

21. The Project Steering Group will develop and agree the bid development budget with the SROs ensuring funding and the budget is signed-off by both Parties.

### **Notice to withdraw**

22. Either Party may signify its intention to withdraw from the bidding process to the other Party and thereby terminate this MOU in writing giving 4 weeks' notice. At the point of withdrawal expenditure incurred will be settled in accordance with this MOU.

### **Confidentiality**

23. This paragraph is legally binding. Each Party undertakes that it shall not at any time after the date of this MoU disclose to any person any confidential information concerning the affairs of the other Party, this Project, clients or suppliers to which the other party belongs, except as permitted by clause 24.

24. Each Party may disclose the other Party's confidential information:

(a) to its employees, officers, representatives or advisers who need to know such information for the purposes of the evaluation of the Project and the negotiation of the Formal Agreement. Each party shall ensure that its employees, officers, representatives or advisers to whom it discloses the other Party's confidential information comply with this clause 24; and

(b) as may be required by law, a court of competent jurisdiction or any governmental or regulatory authority.

25. No party shall use the other party's confidential information for any purpose other than the evaluation of the Project, performance of the Project and the negotiation of the Formal Agreement.

### **Governing Law and Jurisdiction**

26. This paragraph is legally binding. This MoU shall be governed by and construed in accordance with English law and, each party agrees to submit to the exclusive jurisdiction of the courts of England and Wales.