

SO25

**SOUTHAMPTON
UK CITY OF CULTURE
BID 2025**



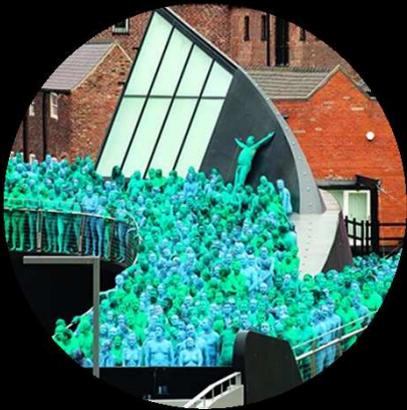
**UK CITY OF CULTURE
BIDDING CITY**

www.Southampton2025.co.uk | [@Southampton2025](https://twitter.com/Southampton2025) | [#SO25](https://twitter.com/Southampton2025)

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WHAT IS UK CITY OF CULTURE

- UK City of Culture is a designation given to an area in the United Kingdom for a period of one year, every four years.
- The competition is administered by the Department for Digital, Culture, Media and Sport and has a panel of independent judges.
- The designation of UK City of Culture brings tangible economic, social and cultural benefits leading up to, during and beyond the year that the city holds the status.
- Coventry is the holder for 2021.
- 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.
- Our bid is lead by Southampton 2025 Trust.
- We are bidding to become UK City of Culture 2025



IMPACT ON PREVIOUS WINNERS

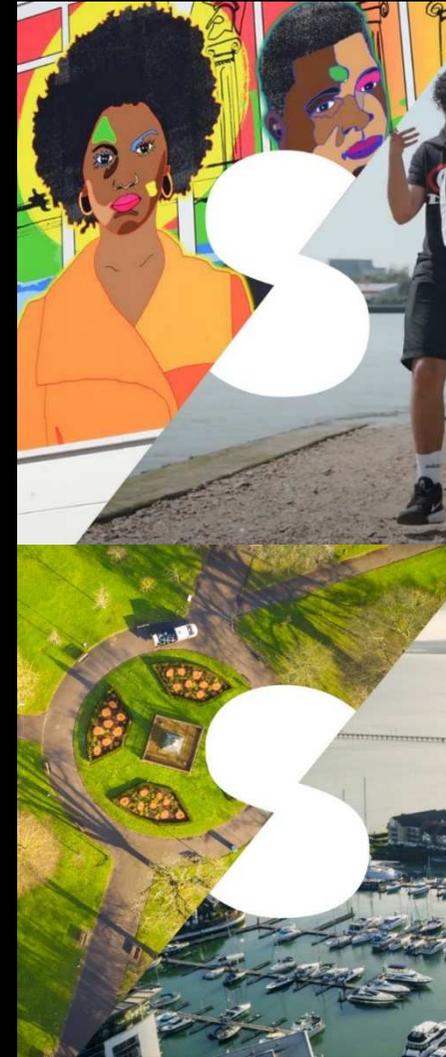
Social

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.



IMPACT ON PREVIOUS WINNERS

Economic

Derry-Londonderry reported over 500,000 people visiting the city during its year of culture, with 40 new businesses opening in the city during this period.

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.

Legacy potential

While benefits during the year of culture itself are important, so are the long-term changes that come from winning the competition. The legacy element of the competition is a vital part of any bid.



COMPETITION

City/town	Pop.	Notes
Armagh Banbridge and Craigavon	214,090	Northern Irish bid. Was a location that came forward at EO stage, hadn't been publicly announced prior.
Bradford	532,279	One of the early competitors.
Cornwall	565,968	Led by LEP, launched off the back of the G7 summit.
County Durham	527,000	Previous bid in 2014, wasn't shortlisted.
Derby	252,500	Local authority and partnership-led.
Girling	94,300	Scottish Bid.
Wrexham County Borough	136,000	Welsh Bid. Wrexham is bidding for city status in 2022.



JUDGES PANEL

Sir Phil Redmond (Chair)

Claire McColgan (Deputy Chair)

Lynne Best (representative for Northern Ireland)

Nick Capaldi (representative for Wales)

Roberta Doyle (representative for Scotland)

Martyn Henderson (representative for England)

Andrew Barnett (leads the Calouste Gulbenkian Foundation in the UK)

Rebecca Matthews (Managing Director of Glasmuseet Ebeltoft, Denmark's museum of contemporary international glass art)

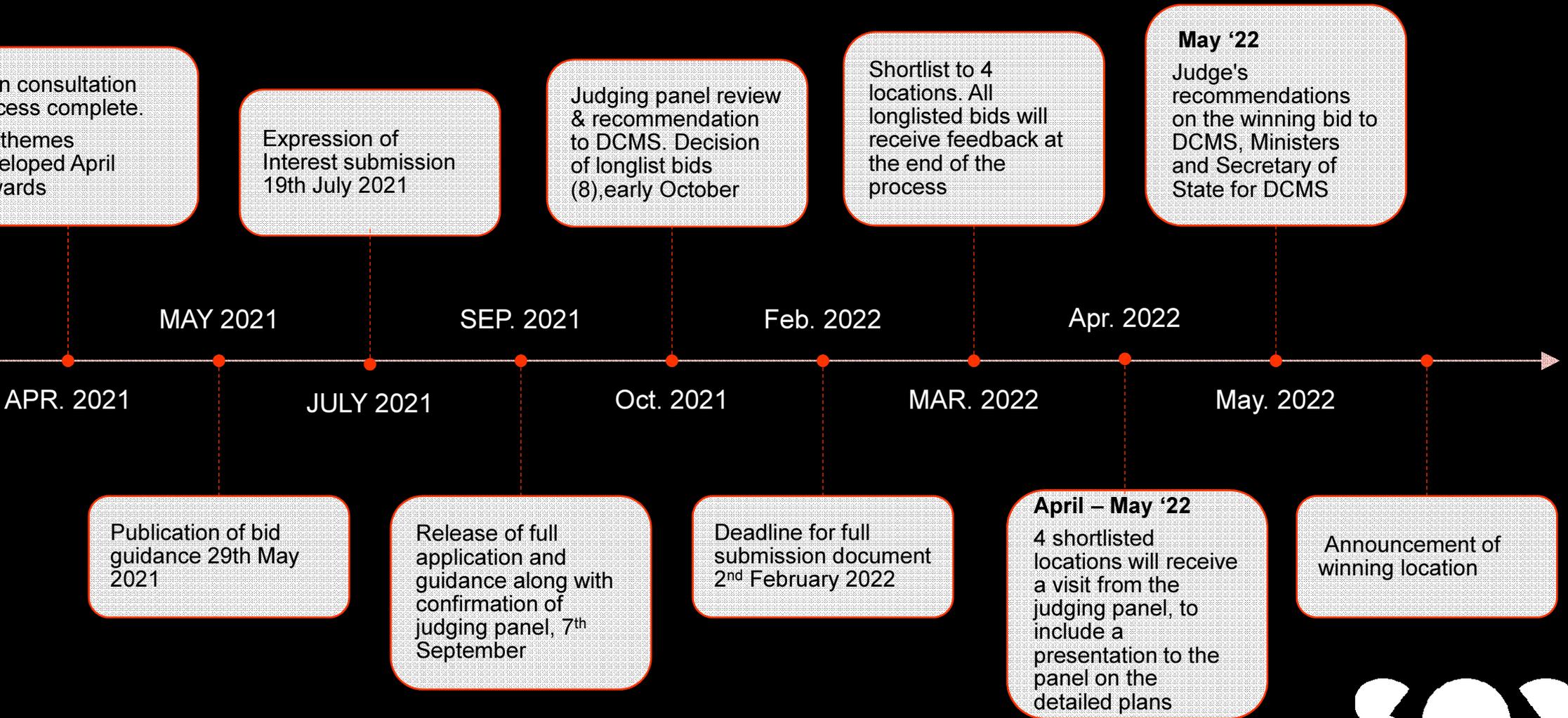
Aideen McGinley (DCMS advisory panel in previous two UK CoC competitions and CEO of Ilex urban regeneration company)

Tateo Nakajima (Arup Fellow and internationally recognized leader in design and planning of cultural venues and developments)

Jamie Njoku-Goodwin (Chief Executive of UK Music, the collective voice of the UK music industry)



TIMELINE





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THANK YOU
&
ANY QUESTIONS?



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