

Report of the Strategic Director of Regeneration to the meeting of Executive to be held on 20th September 2016

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Subject: Great Exhibition of the North

Summary statement:

The Department of Culture, Media and Sport (DCMS) launched a competition in mid April 2016 to find a venue to host the Great Exhibition of the North. The Exhibition should run for a minimum of two months in Summer 2018 to celebrate great art, design and culture of the North of England. Closely aligned to the Northern Powerhouse, the exhibition will also showcase excellence in industry, innovation, academic research and entrepreneurship. An Exhibition Board of eight members chaired by Sir Gary Verity will recommend a venue to a Ministerial Board which blends performing arts, culture, physical exhibits and interactive displays from across Yorkshire, the North East and North West.

Bradford Council has facilitated the preparation of a bid on behalf of the District which comprises an ambitious, innovative and compelling programme to draw visitors from around the country and overseas to participate in a once in a lifetime experience. Key partners are the National Media Museum and the University of Bradford.

Bradford's bid is one of four shortlisted bids, as such hosted a visit from DCMS and a member of the Exhibition Board in late August. The final stage is an interview on 9th September. The outcome will be known by the end of October.

Mike Cowlam
Strategic Director, Regeneration

Portfolio:
Councillor Susan Hinchcliffe, Leader

Report Contact: Shelagh O'Neill
Phone: (01274) 432076
E-mail: shelagh.oneill@bradford.gov.uk

Overview & Scrutiny Area:
Regeneration & Economy



1. SUMMARY

Facilitated by the Council, Bradford can put forward a highly credible bid for the District to host the Great Exhibition of the North, drawing on its arts and cultural assets, rich heritage, diversity and reputation for innovation, industry and entrepreneurship. The Great Exhibition offers the potential for significant national and international profile for Bradford to increase inward investment, civic pride and a reputational boost for the city.

There will be one winning venue in the North of England. Whichever town or city wins the competition will collaborate with other satellite venues across the North.

In summary the Exhibition:

- Is for the whole of the north
- Is inclusive and highly participative to involve many people
- Will showcase excellence in Science, Culture, Design, Innovation and Business for the whole of the North

Bradford is being presented as an enterprising, exciting and energetic global city in the heart of the North of England - the ideal venue to host the Great Exhibition of the North with cultural assets and strong transport links and the infrastructure to make it happen.

Bradford's Great Exhibition of the North (GXN) bid is called Futurescope - inspired by the bright and prosperous futures the District's young, creative and entrepreneurial population can forge for themselves and for the North.

Over a ten week period in summer 2018, participants will be invited to explore their imagined futures through great art, design and culture. Digital Technology will feature prominently across all of the themes to maximise involvement from many people across the North and wider.

The themes are influenced by the characteristics shared by Bradford and the North: the diversity formed by a history of new communities coming to the north over generations to build their fortunes and futures and the connections that still persist across the north and the world.

Schools and Universities, innovative businesses across the north will be invited to participate and showcase excellence in innovation, art, culture and research.

2. BACKGROUND

The Great Exhibition of the North is aligned to the Northern Powerhouse and contributes to the Government's objective of maximising the economic potential of the knowledge economy and creative sectors in the north.

£5 million will be made available by Government to the winning venue with a further £15 million fund for a legacy project. Hosts will be expected to assist with and attract additional investment from the private sector to increase the funding pot. DCMS and Sir Gary Verity



are also having discussions with funding organisations and Corporates with a view to attracting sponsorship.

The chosen town or city will build partnerships across the region and inspire and engage a wide audience. Primarily the audience will be a great day out for the family and will also include corporate events, school visits and attract potential investors from overseas. The Exhibition should be designed to be a day-long visit with tens of thousands attending the Exhibition on peak days. The event should be free of charge and accessible to all. Bradford is aiming to attract a million visitors over ten weeks.

Performances and activities will take place in a cluster of venues in the city centre principally the National Media Museum as the anchor, City Park, St Georges Hall and Alhambra together with the Impressions Gallery, Kala Sangam, the Cathedral, the University and Bradford College.

In May the Council convened workshops of creative digital artists to conceive the exhibition content and themes. Significant partnership engagement took place in developing the bid. Workshops were also held with local stakeholders to obtain their input on the broad themes.

Bradford's bid has received many strong letters of support from business, community organisations, local arts and culture organisations, educational institutions and national organisations.

Nine bids were submitted to DCMS on 30th June: Bradford, Halifax, Harrogate, Sheffield, Newcastle & Gateshead, St Helens, Blackpool, Whitehaven and Scunthorpe.

At the end of July, Bradford's bid was shortlisted along with Blackpool, Newcastle & Gateshead and Sheffield.

DCMS and one of the judges visited Bradford in late August to see the venues, the spaces and meet the people involved. They provided insight and advice on where Bradford could strengthen its bid in advance of an interview in Leeds on 9th September with the full Exhibition Board comprising eight experts from different disciplines.

Throughout the bidding process the Bradford team has actively sought to promote the City's aspirations to host the Great Exhibition. The high profile campaign has generated significant positive publicity and has attracted support from a range of organisations and public figures.

Post submission the team will continue to work on developing the cultural programme with a view to identifying those activities which can be taken forward even if we are not the selected venue to ensure that work undertaken by partners is included within Great Exhibition programme's satellite activity.

DCMS have organised a social media showcase to shine a spotlight on each of the four shortlisted towns and cities in turn each Friday in September. The focus will be on Bradford on Friday 16th September and we are working with partners to ensure that we maximise this opportunity.



3. OTHER CONSIDERATIONS

The timescales for development of the bid have been short and pressurised, moreover Government did not make available a timeline for the process and competition stages from the outset, consequently bidders have had to be reactive to each stage at short notice.

The Ministerial Board pre-Brexit Referendum was comprised of four Ministers chaired by George Osborne, the former Chancellor of the Exchequer. Post-Brexit, there are now three Ministers, two of whom are new to their positions: Matt Hancock, Minister of State for Digital Policy (DCMS); Andrew Percy, Minister of the Northern Powerhouse (DCLG); and Jo Johnson, Minister of State for Universities and Science.

If successful the Exhibition would dovetail with the National Media Museum's plans for £7.5m investment into the Museum.

The details of the programme and activities will be developed in more detail if the bid is successful. Communities, local and regional partners will be invited to be involved with contributing to the programme content.

The Great Exhibition of the North held in Bradford will bring the following benefits:

- Inspiring young people about their futures - exposing them to the breadth of career options and learning opportunities featured in the Exhibition.
- Inspiring civic pride
- Increasing inward investment opportunities
- Attracting students to study in the University of Bradford and local Colleges
- Attracting and retaining talent, particularly in the creative & design industry, growing the digital technology business community and increasing the number of retained graduates
- We believe that the transformational impact of the Great Exhibition in Bradford District will be substantial and greater than other bidding venues
- Strengthening and nurturing the network of creative and cultural organisations in Bradford and wider across the North
- Increase the capacity and capabilities of creative and cultural organisations to grow the local creative economy
- Challenge perceptions of Bradford held outside Bradford and in the Media
- Strengthening community cohesion - diverse communities will come together in Bradford to get involved and help make it happen.

4. FINANCIAL & RESOURCE APPRAISAL

External expertise has been commissioned from consultants with experience of bidding for national events, creative digital technology and communications.

The forecast costs to deliver the ambitious programme proposed by Bradford is up to £15.7m of which £5m will come from Government and the remaining from Corporate



Sponsorship and funding partners. The programme is designed to be modular and scalable to flex in response to the availability of funding. Three different funding scenarios have been developed to demonstrate what activity can be delivered within each budget envelope.

The Council is committed to making an in kind contribution to development and delivery of the exhibition by a range of services. We will identify other resources as required subject to more detailed planning and exploration of other funding streams. The Council will report on the progress of the bid, programme and finance at regular intervals.

A sponsorship and marketing strategy has been prepared for the interview in September. Predicted sources of income are: Arts Council, Discover England, LEP's, Heritage Lottery, regional sponsorship, national sponsorship, Corporate partners, merchandise, crowd-funding and in kind contributions from partners.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

The Great Exhibition of the North is associated with the Northern Powerhouse and could be subject to post Brexit referendum delays in Ministerial decisions.

It is proposed that the significant partnership engagement that took place in developing for this bid will place Bradford in a strong position to move quickly to mobilise the plans.

Key risks include:

- a) *Insufficient funds secured to cover the cost of the programme developed*
- b) *Audience numbers are too low and the Exhibition does not have the expected impact*
- c) *The City Centre Venue cannot cope with number of visitors*
- d) *Delays to the appointment of the Creative Director creates delays in implementing the plans for the Exhibition.*
- e) *Security risks from an increase in visitor numbers and mass participatory events.*

Mitigations include:

- a) *Solid and realistic fund raising plan in place, with the Exhibition designed in modular form so it can be scaled up and down, alongside early involvement and fundraising activity with the DCMS Exhibition Board.*
- b) *Compelling content plans for widespread engagement across the north in advance and leading up to the exhibition. Good well-funded marketing and PR plans to be put in place alongside strong media partners and utilizing networks and partnerships with organisations across the north. A Pre-Exhibition programme will be put in place in the run up to build public interest and momentum.*
- c) *Thorough plans with sufficient contingency measures will ensure that events are managed effectively. Easy to use booking systems will ensure a smooth and predictable flow of visitors. Detailed visitor and contingency plans will be*



developed with partners in the police, emergency planning, highways and West Yorkshire Combined Authority transport experts. Public Safety Liaison Group (PSLG) is being informed of the possibility of the event.

- d) *Expressions of Interest are being sought this summer from individuals of suitable high calibre and experience to lead on the creative aspects of the Exhibition to commence the recruitment process in October.*

A Special Purpose Vehicle is proposed to deliver the Exhibition overseen by a Board comprised of the key partners and Sir Gary Verity. The National Media Museum's existing Strategic Advisory Group will oversee the Exhibition elements within the Museum. If unsuccessful, Bradford will seek to secure Legacy funding from DCMS to implement elements of the bid.

6. LEGAL APPRAISAL

Within the current legislative framework and in particular with reference to enabling powers under the Localism Act 2011 there is no reason why the Council should not participate in the competition to become the host of the Great Exhibition of the North.

That said it is important that the Council firstly in doing so complies with its own constitutional governance and standing order requirements to ensure that best value for the investment of any public funds is demonstrable.

Further the Council needs to ensure that any potential appointment / procurement to be contemplated should be clearly made conditionally until success in the process is confirmed in writing.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

- The Exhibition will be free and accessible to all.
- One of the central themes of Bradford's bid is mass participation, so everything in the Exhibition will be conceived with the intention of the widest possible access. Content will be designed to have broad appeal to people from all ages and backgrounds.
- All our venues will be fully compliant with the Equalities Act 2010.

7.2 SUSTAINABILITY IMPLICATIONS

The Great Exhibition of the North will feature collaborative innovation workshops for communities, businesses, public sector, students and academics to come together to tackle some of the challenges facing the North of England such as transport, environment, health and sustainable societies.



Great Exhibition of the North aims to minimise its environmental impacts by:

- Developing a sustainable travel plan with delivery partners and offering sustainable travel options within the scope of the marketing strategy
 - Preferential terms for no car; car share; public transport options
- Developing a “Fair Trade” and ethical sourcing policy for event suppliers, exhibitors and customers; support local contractors/suppliers wherever feasible
- Seeking carbon foot-printing as part of supply chain documentation
- Ensuring that the event operates within the Reduce, Re-use, Recycle waste hierarchy
- Food offers at the events are consistent with the Council’s public health priorities

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Public transport options will be promoted to visitors over use of cars to visit Bradford to reduce vehicle emissions. A wayfinding mobile app will be created to assist visitors in navigating the city centre and public transport connections.

7.4 COMMUNITY SAFETY IMPLICATIONS

- Careful planning will be required to ensure the Exhibition can operate safely. External expertise will be brought in to advise regarding security and delivery.
- We will set up a multi-organisational Operational Steering Group as part of our governance structure, which includes representatives from the Police, Media Museum, the Council, and transport providers among others. Its job will be to oversee all operational aspects of the Exhibition.
- We will create a thorough Event Management Plan, overseen by our Operational Steering Group, which will cover all aspects of environmental and security controls, and ensure that all of our delivery partners adhere to appropriate policies and procedures.

7.5 HUMAN RIGHTS ACT

N/A

7.6 TRADE UNION

N/A

7.7 WARD IMPLICATIONS

Affects all wards

7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)

N/A



8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

None

10. RECOMMENDATIONS

Recommended -

That Bradford's bid to host the Great Exhibition of the North is endorsed by the Executive and if successful the Chief Executive can enter into a contract with DCMS in consultation with the Leader and the Director of Finance.

If unsuccessful, to enter into discussions with the winning place to host satellite events in Bradford as part of the Great Exhibition and to seek to secure legacy funds from DCMS to implement elements of our bid.

11. APPENDICES

None

12. BACKGROUND DOCUMENTS

Bradford's bid can be downloaded from the undernoted weblink:

<http://www.gxnbradford.com/>

