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CITY OF CULTURE 2025

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Durham. No Ordinary County.

UK City of Culture Bid



UK CITY OF CULTURE
BIDDING CITY

Background to the bid

- Durham City initially made a bid for the 2013 UK City of Culture back 2009. Working on that bid brought a broad range of cultural organisations and individuals together, including arts, heritage, sport, tourism, the council, the university, and cathedral. The partnership has since gone from strength to strength and is the body responsible for the 2025 bid with principal partners Durham County Council and Durham University
- The UK City of Culture 2025 competition allows for wider geographies than a single city and the Durham bid is for the County as a whole, with the city at its heart
- An expression of interest was submitted at the end of July. A shortlist of 6 cities will be announced in September with final bids submitted in January 2022 and announcement of the winner in May 2022
- If we're shortlisted, the cultural partnership will establish a new governance structure and legal identity as a charity. Additional capacity will be established at DCC. Culture Durham Partnership will then manage the delivery of Durham 2025 and continue on to deliver legacy.

3 High level Themes

- **Congregate:** In the spirit of Durham's historic pilgrimage routes, Big Meets and radical democracy, we will bring people together from Durham and across the world. Congregate speaks to our need to gather, belong, identify and collectively define our future.
- **Innovate:** Durham was the cradle of the industrial revolution, and we will find new ways to explore the science and technology being developed in our world leading university. Cutting-edge learning and technological developments, resulting in astonishing creative outputs.
- **Illuminate:** From faith to industry to the worlds leading light festival. Light is part of our culture and will be a key part of the programme he enlightenment sought by our Cathedral's founders. Coals that fired the birth of industry. We are home to World leading light festival Lumiere -

Benefits & Outcomes

- Hull 2017 City of Culture programme was directly responsible for **at least £89.3m of investment** & contributed to a 9.7% increase in tourism that year. More than £32m was fundraised for the programme
- Currently only 8% of our visitors stay overnight. Doubling this figure to **16%** would bring an extra **£415m** into the county.
- Durham's programme would cover all elements of culture including sport, this will address the poor health indicators that we have in the county, particularly obesity and mental health.
- Both tourism and health improvements will support more and better jobs, one of the key areas of our county plan

Benefits & Outcomes

- In summary, City of Culture will help us to deliver the step changes Durham needs, resulting in:
- A more vibrant cultural, creative and visitor economy with Durham City at its heart.
- A more productive, resilient and better connected county with new opportunities in our industrial towns.
- Happier, healthier and wealthier residents and communities across Durham.

Artists & Creatives

- Talk about the bid and calls to action to colleagues, partners, networks
- Use the branding
- Share on socials & contribute comments
- #Durham2025
- www.durham2025.co.uk

Artists & Creatives

- Creative practitioner briefing & ideas session. 9 September 5.30-7 Durham University & zoom

[https://durham2025.eventbrite.co.uk.](https://durham2025.eventbrite.co.uk)

- Follow-ups in October
- Public call out – Big Ideas



Questions & Comments...