

## A QUICK GUIDE



### WHAT IS UK CITY OF CULTURE?

UK City of Culture is a title given to a city in the United Kingdom whereby the city creates a national cultural event programme for one year. The initiative is administered and judged by the UK government's Department for Culture, Media and Sport. It is a hard fought competition that is entered by several cities in the UK. The title is awarded once every four years.

### WHY SUNDERLAND?

We're incredibly proud of our past, and want to create an equally as impressive future for the city. Sunderland is undergoing unprecedented change with around £1.2 billion already going into the city, through projects like the transformation of the Old Fire Station, the Vaux site and New Wear Crossing. Building on this momentum, as well as world class cultural assets like the Empire and the National Glass Centre, there's never been a better time for Sunderland to win.

### WHAT DO WE GET IF WE WIN?

The title brings a number of significant social and economic benefits to an area. Winning cities have a year-long cultural celebration with significant investments to get the infrastructure in place to support it. The UK City of Culture bid is an opportunity for Sunderland to establish itself as a national centre for arts, heritage and culture ensuring that the benefits would go beyond the initial year's programme.

### WHO IS COMPETING?



According to William Hill, Sunderland is currently second favourite to win at 4/1

### EXAMPLES OF PREVIOUS SUCCESS

**Liverpool European Capital of Culture 2008:** the city welcomes an extra 9.7 million visitors to the city during the year, a 35% increase.

**Londonderry/Derry UK City of Culture 2013:** hotel occupancy rates in and around the city peaked at around 92% with £47m added into its economy.

**Hull UK City of Culture 2017:** Conservative estimates are that the city will experience a £60 million economic boost in 2017. Hull was named alongside Vancouver, Reykjavik and Amsterdam in the Rough Guide of cities to visit in 2016.

### WHO IS WRITING THE BID?

The bid is being funded, managed and written in equal collaboration between 3 core partners: Sunderland City Council, University of Sunderland and MAC Trust.

### WHAT IS THE TIMELINE?

**January 2017** - Guidance published and competition opens

**Spring 2017** - First round bid submissions

**Summer 2017** - Shortlisted cities announced, judges visit the city & final bid guidance issued

**Autumn 2017** - Shortlisted cities submit final bid

**Winter 2017** - The winning city will be announced, and given 4 years to prepare the city for the title and put a cultural programme together.\*

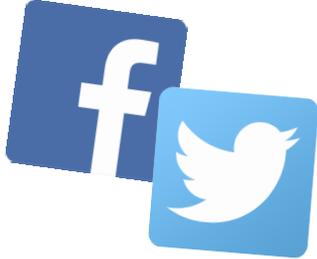
\*these are predicted times. Subject to change.



## GET INVOLVED

### STAY IN TOUCH:

To sign up to our newsletter and find out more about Sunderland's City of Culture Bid, visit [www.sunderland2021.com](http://www.sunderland2021.com)



Follow us on our social media platforms:

**Twitter:** @Sunderland2021  
**Facebook:** Sunderland 2021  
**Instagram:** Sunderland2021  
**YouTube:** Sunderland2021



### TELL THE WORLD:

Download our brand pack with all of our logos and advice on how best to use them

Get in touch if you'd like more materials like posters, postcards and badges

Tell your friends, family and colleagues about the bid and what it means for the city



### SHOW US YOUR SUPPORT:

Send us a supportive comments via email at [info@sunderland2021.com](mailto:info@sunderland2021.com) or using **#Sunderland2021** on social media.

We'd love you to write your own posts about why you'd love Sunderland to win, but if you need a starting point, here's a few that you can post straight away:

So excited to see all that's going on for **#Sunderland2021**! Get behind the bid and show the world how great our city is!



I love my city of Sunderland, which is why I'm backing **#Sunderland2021** to show the rest of the UK how great we really are **@Sunderland2021**



Loads of amazing **@Sunderland2021** events happening across **#Sunderland** - get behind **#Sunderland2021** and together we can win this!



Get the 2021 **Twibbon**! Get your very own Twitter-ribbon around your avatar to show your followers that you're backing the bid – you can get yours by visiting [www.twibbon.com/support/sunderland-2021](http://www.twibbon.com/support/sunderland-2021)



Together  
**WE CAN  
WIN THIS**