



A meeting place for creative media people across the UK

CREATIVE CITIES CONVENTION

Monday 1st & Tuesday 2nd April 2019
Royal Welsh College of Music and Drama, Cardiff

2019 THEME: LET'S BE FRIENDS

THE BIG CITY CHALLENGE

**Last year Leeds, this year Cardiff...
Will it be *your* city next year?**

**A briefing document for UK cities
bidding to host the Creative Cities
Convention 2020**

ENQUIRIES

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1) WHAT IS THE CREATIVE CITIES CONVENTION?

The Creative Cities Convention (CCC) is a media industry event, jointly funded by the BBC, ITV, Channel 4, Channel 5 and the producers' association Pact. It

provides a meeting place for anyone interested in creative content production and distribution across the UK. We aim to get media people and local government leaders working more closely together to build the creative industries of the future.

Each year the conference explores how the media industry can build on current success and produce content that reaches its full creative and commercial potential as well as better representing UK audiences. The 2019 convention will take place at the Royal Welsh College of Music and Drama, Cardiff, on 1st-2nd April. Hosted by journalist and broadcaster Kirsty Wark, it will have a celebratory theme of Let's Be Friends, focusing on the importance of working together in a rapidly changing marketplace.

In a unique twist on most media get-togethers, each year the Creative Cities Convention features an Olympic-style pitch from big cities seeking to hold the event the following year – providing a fantastic opportunity to showcase media activity and talent in different parts of the UK. In 2018 our three selected cities of Cardiff, Bristol and Glasgow each made a compelling case using video presentations at the convention itself. Cardiff was the winner for 2019. *Will it be your city next?*

2) WHAT COULD THE CONVENTION BRING TO YOUR CITY?

The CCC is a dynamic event that engages creative talent and speaks to anyone involved in the business of growing digital media production across the UK. This is a chance to present your region or city to an industry that is, by its very nature, designed to hold a mirror up to our society in all its diversity. It is an opportunity to publicise your local creative media sector, to tell other cities what you've got to offer and to attract talent to your area.

Our 300 delegates are producers, broadcasters, freelancers, leading speakers and commentators on media matters, politicians, investors and the occasional celebrity. We are also engaging with next-generation talent by offering bursaries for students to attend the convention. We are working in association with various partners to deliver high-level student masterclasses for undergraduates and apprentices.

Furthermore, the Creative Cities Convention is a terrific platform for showcasing your diverse audiences, unique locations and digital/technical/research facilities at a time when the focus of media attention is very clearly shifting away from London, both in terms of growing the sector and better representing UK audiences.

3) WHO SHOULD BID?

We are keen to hear from cities with significant media activity across the UK, who have ambitious plans for growing the digital, media and creative industries sector.

In order to fully engage with your city, we are looking for bidding cities to have public and private partnerships in place, for example between the council or LEP and locally-based production companies or TV/film/media schools. The key contact

could be from either sector initially and we'd advise bidding cities to develop these partnerships ahead of submitting a written proposal.

The proposal may be submitted by representatives from either the public or private sector and we would ask for an outline of the partnerships you have in place.

We expect a modest financial contribution towards the convention from the host city. This could be through in-kind contributions, hosting an event, supplying bursary opportunities or other ideas you might have. We will discuss and agree this with you, should your bid be short-listed.

4) HOW TO MAKE YOUR BID

In the first instance we ask for a **short written submission of no more than 2-3 A4 pages**, briefly outlining:

- The shape and size of your local creative industry sector (including your further and higher education offering).
- Any relevant plans you may have for growing the digital/media/creative industries sector overall.
- The reasons why you believe your city or region would be the ideal location to host CCC 2020.
- The name of one or more local media production companies in your region with whom you could work to produce a very short (3 minute) video to support your submission if you're shortlisted.
- The name of the representative at the city council or LEP which is supporting the bid.
- An outline of suggested financial contribution and in-kind support for CCC 2020, should your city win the bid.
- An initial proposal for hosting CCC 2020, for example potential venues, suppliers, receptions etc.

[Please submit your bid through the form here.](#)

5) SOME FURTHER GUIDANCE

We anticipate that most of the information we require for the initial submission is readily available to you, However, by way of guidance you may wish to include (but are not necessarily limited to) the following:

- Number of media industry jobs in your city/region (local indies, post-production facilities, digital technology companies, broadcasters etc)
- Relevant education info (courses, apprenticeships, specialisms etc)
- Local screen agencies or other funding bodies
- Any investment funds that may be available locally
- Demographic information – local population age, diversity etc
- Key locations for film, TV or other content
- Potential venues for the convention (maximum capacity approx 300-400)

- Local industry figures/celebrities who may help you make your case
- Information on how you will produce a very short promotional video (max 3') if shortlisted (ie working with a local company/freelance)
- Any other information or statistics you deem important

6) THE BIG CITY CHALLENGE SELECTION PANEL

The Creative Cities Convention has an executive board made up of all the main broadcasters as well as a range of independent producers from across the Nations and Regions. The Big City Challenge selection panel will be drawn from this executive board and will consist of one representative from each of our five stakeholders (the BBC, ITV, Channel 4, Channel 5 and Pact) along with key conference leaders.

7) SHORTLIST AND NEXT STEPS

Three cities will be shortlisted by the selection panel. These cities will be invited to produce a 3 minute promotional video pitch, showcasing the diverse and vibrant nature of their city and an outline plan for hosting CCC 2020.

The video pitches will be screened on the main stage at the convention in Cardiff, 1-2 April 2019. Representatives from the three shortlisted cities will also be invited to the convention and will produce a summary slide to be screened by way of introduction to their promotional video.

The winning city will be announced as hosts of the Creative Cities Convention 2020 within two weeks of the 2019 convention finishing.

8) TIMELINE

- **Deadline for written proposal:** 5pm, 31st January 2019
- Three shortlisted cities approached by: 7th February 2019
- Deadline for delivering 3min video pitch: 21st March 2019
- Creative Cities Convention 2019: 1st-2nd April 2019
- CCC 2020 host city announced: 2nd April 2019
- Creative Cities Convention 2020: TBC April 2020

9) SUBMISSIONS NOW OPEN!

[Please submit written bids here.](#)

For any further queries, please contact Olivia Rhodes:

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