



**creative cities**  
convention

A meeting place for creative media people across the UK

**CREATIVE CITIES CONVENTION**

Thursday 23<sup>rd</sup> & Friday 24<sup>th</sup> April 2020  
Royal Concert Hall, Glasgow

**2020 THEME: GOING GLOBAL**

**THE BIG CITY CHALLENGE**

**Leeds 2018, Cardiff 2019, Glasgow 2020...  
Will it be *your* city next year?**

**A briefing document for UK cities  
bidding to host the Creative Cities  
Convention 2021**

**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. For 2020 we also welcome a new partner, STV.

Each year the conference explores how the media industry outside London can build on current success and produce content that reaches its full creative and commercial potential as well as better representing UK audiences. Each year a top line-up of creatives, channel controllers, well-known TV faces, industry leaders and commentators will celebrate a thriving media sector and the growth of production across the UK, as we blend practical info with challenging polemics and lively debate with great video content.

In 2020 the theme is Going Global and the 2020 convention will take place at the Royal Concert Hall, Glasgow, on 23-24 April. For the third year running top broadcaster and Newsnight journalist Kirsty Wark will host, helped this year by Glasgow based comedian, writer and actor Sanjeev Kohli. We are also delighted to have TV property supremos Kirstie Allsopp and Phil Spencer opening the conference.

**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 2019 our three selected cities of Glasgow, Newcastle/Gateshead and Nottingham each made a compelling case using video presentations at the convention itself. Glasgow was the winner for 2020. *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 occasional celebrities. Importantly we always engage with local next-generation talent by offering bursaries for students to attend the convention and working in association with various partners in our host city to deliver high-level masterclasses for students 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 already 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 consider their existing networks and 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 to help deliver a cracking event.

We expect a modest financial contribution towards the convention from the host city, to include help with staging the conference as well as connecting us with local businesses and HE/FE colleges with a view to supplying bursary opportunities, a simple showcase of digital media activity in your area, introductions to potential sponsors or other options to be discussed. 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 four A4 pages**, briefly outlining:

- The shape and size of your local creative industry sector (including your further and higher education offering).
- If you are a city without a significant TV production sector currently - what difference would CCC coming make to your city.
- 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 2021 and how you would make the experience attractive for delegates and the success of the conference.
- The name of one or more local media production companies in your region with whom you could work to produce a very short (3') video to support your submission if you're shortlisted.
- A representative at the city council or LEP which is supporting the bid.
- An outline of suggested financial contribution and in-kind support for CCC 2021, should your city win the bid.
- Some briefly costed options for a proposed venue for hosting CCC 2021, for example outline hire, catering and technical costs. Wifi must be available.

## **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 (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 selection panel has an executive board, made up of all the main broadcasters and the producers' association Pact. 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/sponsors (the BBC, ITV, Channel 4, Channel 5 and Pact) along with one or more industry experts to change annually.

## **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 2021.

The video pitches will be screened on the main stage at the convention in Glasgow, 23-24 April 2020. 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 2021 within one month of the 2020 convention finishing.

## **8) TIMELINE**

- **Deadline for written proposal:** 31<sup>st</sup> January 2020
- Three shortlisted cities informed by: 7<sup>th</sup> February 2020
- Deadline for delivering 3min video pitch: 30<sup>th</sup> March 2020
- Creative Cities Convention 2020: 23<sup>rd</sup>-24<sup>th</sup> April 2020

- CCC 2021 host city informed by: 22<sup>nd</sup> May 2020
- CCC 2021 host announcement by: 29<sup>th</sup> May 2020
- Creative Cities Convention 2021: TBC April 2021

## **9) SUBMISSIONS NOW OPEN!**

\*\*\*[Please submit written bids here.](#)\*\*\*

For any further queries, please contact Josh Paterson:

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