

21ST OCTOBER 2021

THE SOFT POWER OF UK CORE CITIES

_BELFAST
_BIRMINGHAM
_BRISTOL
_CARDIFF
_GLASGOW
_LEEDS
_LIVERPOOL
_MANCHESTER
_NEWCASTLE
_NOTTINGHAM
_SHEFFIELD







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IN SUMMARY

INTRODUCTION

This paper provides an overview of the soft power assets of the UK Core Cities. It sets out the soft power strengths and assets of the 11 UK Core Cities and their city regions and how these assets have been used by the cities and regions to generate social, cultural and economic value for both the cities themselves and the UK as a whole. The UK Core Cities are Belfast, Birmingham, Bristol, Cardiff, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Nottingham, and Sheffield.

Soft power is concerned with the fostering of the networks, connections and trust that are so core to prosperity and influence. The concept itself is not new. The term was popularised by Harvard professor Joseph Nye in the 1990s but the practice of national and local governments to secure their strategic objectives through attraction rather than coercion dates back to the dawn of civilisation.

The Government's 2021 Integrated Review sets out its thinking on UK soft power: The UK's soft power is rooted in who we are as a country: our values and way of life, and the vibrancy and diversity of our Union. It is central to our international identity as an open, trustworthy, and innovative country. It helps to build positive perceptions of the UK, create strong people-to-people links and familiarity with our values through cultural exchange and tourism. It

also enhances our ability to attract international business, research collaboration and students – and, ultimately, to effect change in the world.

As the UK moves into a new era in its relations with the rest of the world, soft power, and particularly the soft power of the UK Core Cities, will be vital. Together, the UK Core Cities have a critical role in delivering the Government's ambitions for Global Britain. With a portfolio of highly attractive soft power assets – including internationally recognised universities, science, research and innovation facilities, sports clubs, and civic and cultural institutions, the UK Core Cities play a dynamic role at the heart of the UK's soft power. Yet there is considerable potential to build on these existing strengths, to the advantage of both the cities themselves and the UK as a whole.



The UK Core Cities offer scale, diversity, personality, global connections, and significant innovation and ambition. City hubs can play a key role in harnessing innovation and technological expertise and eco-systems such as in Belfast which is rapidly becoming a world-leading cyber security hub, and a top international investment location for cyber security.

Together the cities can play a transformational role for the UK as it seeks to establish a progressive international role based on exchange, trust, and mutually beneficial relations. The blend of civic leadership and brokerage, heritage assets, cultural vibrancy, dynamic creative economies, world leading universities, sporting beacons and increasingly diverse

talent, mean the UK Core Cities have a compelling offer to support the UK's efforts to step up on a global stage.

Harnessing the soft power assets of the UK Core Cities will also be essential if the UK is to build back better after the challenges of Covid-19. 'Levelling up' will only be possible through close partnership between Westminster and civic leaders from the four home nations of the UK to build upon the Core Cities strengths in the science, innovation, creative and knowledge sectors.

This paper draws on research commissioned by Core Cities UK and the British Council from the Tom Fleming Creative Consultancy that maps the 'soft power assets'

of the UK Core Cities. Core Cities UK and the British Council have come together to better understand and promote the role of the Core Cities in the UK's soft power. Core Cities UK work to champion the incredible economic and cultural capital of the UK Core Cities and to develop a strong partnership across the cities. The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education, and the English language. It supports the soft power of the whole of the UK, working in England, Northern Ireland, Scotland and Wales.



Together the cities can play a transformational role for the UK as it seeks to establish a progressive international role based on exchange, trust, and mutually beneficial relations.

SOFT POWER ASSETS OF THE UK CORE CITIES

The UK Core Cities display a diverse mixture of soft power assets. Some are unique, while others are often conditional or consequential of being a city with the critical mass to support globally important businesses and a thriving cultural scene.

There are also soft power assets that city regions have (including rural or suburban assets for which cities become the default focus). These include regional specialities in culture and cuisine, parks and landscapes (including national parks), historic properties and monuments, even transport infrastructure such as international airports.

THE BENEFITS OF SOFT POWER

Figure 2 provides an overview of the current measurable soft power assets of the UK Core Cities and their role. It is not designed to be comprehensive but rather to showcase the best data available arranged against some of the conventional categories of soft power assets. There are significant gaps in this data (e.g. not every city collects or has access to some data); it is not consistently up to date; and a more-wide-reaching set of data (beyond that on broad demographic and infrastructure) would greatly enhance knowledge on the soft power assets of the UK Core Cities.

These assets have significant, measurable, economic impacts both locally and nationally. For example, the Higher Education Policy Unit (HEPI) has calculated that:

FIGURE 1.

EXAMPLES OF SOFT POWER ASSETS

Asset Type	Characteristics and examples
Institutions	<ul style="list-style-type: none"> — City Councils: overall strategic leadership, civic brokerage, city-to-city diplomacy – providing a credible platform to enable city partners to mobilise quickly to capitalise on opportunities. — Universities: centres of knowledge, research, talent and beacons of culture. — Science, research and innovation facilities, in advanced manufacturing and biotech. — Cultural organisations and institutions – anchoring and driving the creative and visitor economy and enhancing the quality of place. — Businesses – with internationally reaching markets and brands. — Sports teams / clubs with stadia, fan bases and brands including 8 Premier League clubs; the Grand National at Aintree; World Championship Snooker at the Crucible; international stadiums such as Hampden Park, Windsor Park and the Principality Stadium; international cricket grounds such as Headingley, Old Trafford, Trent Bridge, Sophia Gardens.
Attractiveness factors	<ul style="list-style-type: none"> — Architecture, art, parks, natural and heritage landscapes. — Scenes (food, music, fashion etc). — Events (festivals, conferences, etc) including Birmingham's Mela. — Retail and leisure – scale, diversity and distinctiveness. — Cultural districts / quarters – an urban topography of distinctive places to visit and experience and often used as filming locations for TV and film.
People	<ul style="list-style-type: none"> — Identity, language, dialect. — Increasing diversity and youth – unparalleled outside London including Manchester's Gay Village around Canal St. — Diaspora communities offering global connections. — International students – tomorrow's global leaders. — Famous sons and daughters of the city – artists, sports people, politicians, innovators, entrepreneurs.
Values	<ul style="list-style-type: none"> — Political leaders/movements. — History and heritage including iconic buildings such as the Liver Building and the Tyne Bridge as well and icons such as Robin Hood. — Innovation and change.



“The contribution to the UK economy from the 2015/16 cohort of international students in Sheffield Central stands at approximately £226m, which is equivalent to £1,960 per member of the resident population. The other [Parliamentary] constituencies where international students make the greatest contribution to the UK economy (and to the resident population) include Newcastle upon Tyne East (£192m (£2,010)), Nottingham South (£183m (£1,680)), Oxford East (£179m (£1,480)) and Manchester Central (£179m (£1,330)).”¹

Soft power is an outcome, not something that you do and there are many more less easily/ directly quantifiable UK soft power impacts in addition to those set out above. International students, tourists and diaspora populations link the UK Core Cities to other countries around the world. These global connections and networks play a vital role in driving global perceptions which in turn drive decisions on investments, partnerships, and international cooperation.

¹ <https://www.hepi.ac.uk/wp-content/uploads/2018/01/Economic-benefits-of-international-students-by-constituency-Final-11-01-2018.pdf>

FIGURE 2.
MEASURABLE SOFT POWER ASSETS

Total	Metric	Role impact
310	Number of Arts Council England / Wales / Creative Scotland National Portfolio organisations (or equivalent) ²	Generating cultural capacity, quality and innovation of global significance.
269	Number of Grade 1 Listed Buildings (excludes Glasgow – categorisation is different in Scotland)	Providing a distinct heritage landscape for city life.
126,795	International Students	Seeding life-long relationships with a global talent base.
18.9M	Number of annual in-bound tourists ³	Visiting the UK Core Cities, spending money, building new perspectives.
87,938	Hotel capacity (rooms) (2016) ⁴ (excluding Glasgow)	Facilitating tourism and trade across the UK Core Cities.
247,684	Resident Populations – European Union Citizens	Inspiring cultural exchange and building connections.
617,327	Resident populations ⁵ – Middle East, East Asia and Africa:	Inspiring cultural exchange and building diasporic links.

² <https://www.artscouncil.org.uk/national-portfolio-2018-22/more-data-2018-22> and correspondence with contacts in W, S & NI

³ https://www.visitbritain.org/sites/default/files/vb-corporate/foresight_170_regional_spread_of_inbound_tourism.pdf and TFCC estimates from <https://www.ninis2.nisra.gov.uk/public/PivotGrid.aspx?ds=9139&lh=73&yn=2011-2017&sk=118&sn=Travel%20and%20Transport&yearfilter=> giving 3 year annual average

⁴ <https://www.visitbritain.org/accommodation-stock> and <https://www.nisra.gov.uk/publications/annual-hotel-occupancy-survey-publications> and correspondence with Cardiff (2017 fig)

⁵ From 2011 Census

HARNESSING SOFT POWER ASSETS

The UK Core Cities do not have a set of consistent definitions of soft power. In turn, soft power is not positioned as a clear standalone strategic agenda. Instead, elements of what might be termed soft power are most often integrated into wider strategies and plans – such as for the economy, regeneration, culture or within Corporate Plans.

These strategies and plans often have a strong focus on delivering outcomes that are dependent on the attractiveness of either existing or new soft power assets – for example the expected increase in inward investment, tourism and trade following the opening of a new cultural attraction.

Although not explicit in their strategies, each of the UK Core Cities have sought to leverage their cultural, educational and sport soft power assets. Investing in cultural infrastructure is often at the heart of regeneration schemes with well-known examples including the Albert Dock in Liverpool, the Royal Armouries in Leeds and the Millennium Galleries and Winter Garden in Sheffield.

Diaspora communities are valued by all the cities, and perhaps represent an under-used potential for harnessing soft power, for example through family and business connections, often linked to institutions like universities, historical and more modern migration patterns.

The UK Core Cities are also regular hosts of national and international cultural and sporting events. Liverpool (2008) and Glasgow (1990) have both worked hard to maximise their profile and reach through the scale, diversity and accolades provided as European Capitals of Culture.

These have proved instrumental in kick-starting regeneration programmes, attracting inward investment and building refreshed confidence and new narratives for the cities – both nationally and internationally.

Nottingham and Manchester are UNESCO Cities of Literature, Bristol is a UNESCO City of Film, and Liverpool and Glasgow are UNESCO Cities of Music. These cities are now part of a global network of UNESCO Creative Cities.

By hosting the Commonwealth Games, Glasgow, Manchester and Birmingham (forthcoming in 2022) have recognised the value of large-scale sporting and cultural events for boosting profile and attracting both tourism and investment. This is also evident in events such as the World Netball Championships (Liverpool 2019), The Tour of Yorkshire (cycling), and the World Snooker Championship (Sheffield annually).

By sharing evidence of what works in terms of investment and strategy across the UK Core Cities and by working with partners like the British Council to co-ordinate their international activities and thereby magnify their impact, the UK Core Cities can build on past successes and fully realise the potential of their soft power assets.



CASE STUDY 1 CARDIFF

GROWTH

One of the fastest growing of the core cities over the past decade and is projected to grow by a further 20% over the next 20 years.

ECONOMY

Cardiff accounts for 21% of Welsh GVA.

Cardiff has worked particularly hard to build its cultural and sporting infrastructure. The Principality Stadium, when the roof is closed, is the largest arena in Europe, and has played a vital role in positioning Cardiff and Wales as a centre for major sporting and cultural events, including the UEFA Champions League Final (2017) and major rugby internationals. In addition, Cardiff has seven theatres, a National Concert Hall, a Conservatoire, and an Opera House. Cardiff is home to the Royal

Welsh College of Music and Drama. The city is currently in the process of building a 15,000-capacity arena. Cardiff Council was one of the first local authorities in the UK to consider music infrastructure as a key element of soft power and economic development. The city has recently recruited a music board to help implement a comprehensive music strategy for all genres across the whole city.



CASE STUDY 2 BELFAST

POPULATION

43% of our 340,220 population under 30 years old.

TOURISM

Tourism supports over 18,000 jobs and generates over £328m spend.

In Belfast, where 43% of the city is under 30 years old, securing the One Young World Summit for 2023 will attract future young leaders to the city from over 190 countries. 2023 will mark the 25th anniversary of the Belfast/Good Friday Agreement and will provide an opportunity for the city and its people to demonstrate their resilience and the important role of young people in driving positive social change.

**TOURISM**

Recently rated as one of the top places to visit in the UK

ECONOMY

The Leeds City Region generates economic output of £55 billion

**CASE STUDY 3****LEEDS**

Hangzhou based tech company Dahua Technology cites the Leeds-Hangzhou partnership as the chief reason for their decision to open a new office in Leeds. The company, which employs 16,000 people globally and with a revenue of £2.9bn, has its global headquarters in Hangzhou, a city which has been a sister city of Leeds since 1988. A trade and investment mission from Leeds in March 2017 included a targeted visit to Dahua's Hangzhou HQ and led to the opening of a new Leeds office in September 2018.

Since the opening of Dahua's office, Leeds has continued to build on its Hangzhou-city partnership with civic and trade & investment missions taking place annually. Notable highlights include the 30th anniversary of the Leeds-Hangzhou partnership which was marked by a trade and investment mission, combined with a special performance of the Leeds based, Phoenix Dance Theatre. Civic and cultural leaders from Leeds and Hangzhou were joined by current and potential investors to experience the Phoenix Dance Theatre performance and to attend a celebratory reception where Leeds' cultural offer was presented.

The strength of the partnership has been reflected in Dahua's recent growth ambitions, with plans to triple the size of their office space and increase headcount in the next year, creating a new demo room and training centre in Leeds. Cooperation with other Hangzhou based companies is also on the rise, with tech and e-commerce giant Alibaba and IoT specialist Tuya Smart both participating at events in Leeds Digital Festival in 2020.

Hangzhou based tech company Dahua Technology cites the Leeds-Hangzhou partnership as the chief reason for their decision to open a new office in Leeds.

CASE STUDY 4

BRISTOL

GREEN

Bristol has a strong reputation for sustainability and the UK's first ever European Green Capital in 2015.

TOURISM

It has a visitor economy in excess of £1.3bn supporting both leisure and business tourism

Designated by UNESCO as a Creative City of Film in 2017, Bristol has chosen to use this permanent status and global network of creative cities to engage local, national and international partners in the long-term sustainable development of the film and TV industry. Bristol City Council has taken a leading role in connecting the city's diverse and dynamic grassroots talent base to tangible employment opportunities in TV and film, including a proactive campaign to secure Channel 4's regional hub to Bristol in 2019 by the city's Mayor, Marvin Rees. The Bristol UNESCO City of Film strategic approach builds on this by strengthening links to national and international broadcasters and investors in order to connect training and employment opportunities to Bristol's diverse talent base.

Examples include the expansion of Bristol's main production facility, The Bottle Yard Studios, with £11.8m regional investment that will support the growth of the High-End TV drama production

industry and see the delivery of a workforce development programme specifically targeted at people from Bristol's most deprived communities. 2020 saw the expansion of Bristol's BBC Natural History Unit to Los Angeles, following considerable growth of its US footprint. Similarly, Aardman Animations launched the Aardman Academy with bursaries for people from under-represented communities. The UNESCO City of Film status gives Bristol a platform to showcase Bristol's filmmaking talent as one of only 18 Cities of Film across the world, as well as a broader network comprised of 246 international Creative Cities.



John Lennon, photo by Terry Kearney





CASE STUDY 5 LIVERPOOL

ECONOMY

Liverpool is home to 13,800 businesses, employing 226,000 people

TOURISM

Liverpool benefited from significant investment and visitor spending during the city's Capital of Culture year (£1.6 billion) and is expected to grow further during the next decade.

Culture, music, science and major events are at the core of Liverpool's international brand profile. At a time when all cities are looking for a way to stand out from the crowd in terms of reach and online shareability, Liverpool has created an integrated approach to the way that it presents itself as both a visitor and investment destination.

With an extraordinary cultural heritage on which to build – the Beatles, the football clubs, Tate Liverpool – over the last 15 years, it has been major events and the spirit of congregation which has created the best international narrative for Liverpool.

This is perfectly captured by the recent Event Research Programme (ERP) in which Liverpool City Council were commissioned by central Government to manage and stage the first mass gatherings without social distancing since the start of the pandemic. A range of events – from a business festival to a music festival and with a warehouse party thrown in – created global reach. The presentation of Liverpool as a place integrated, open, confident and creatively ambitious enough to deliver these projects is a stand out piece of destination and brand positioning.

By bringing together the depth of local science talent, leading local artists and performers with a progressive local city authority, ERP turned a piece of Covid-19 research into a calling card for what Liverpool and its brand means on a global stage. Culture, creativity, commerce and innovation.



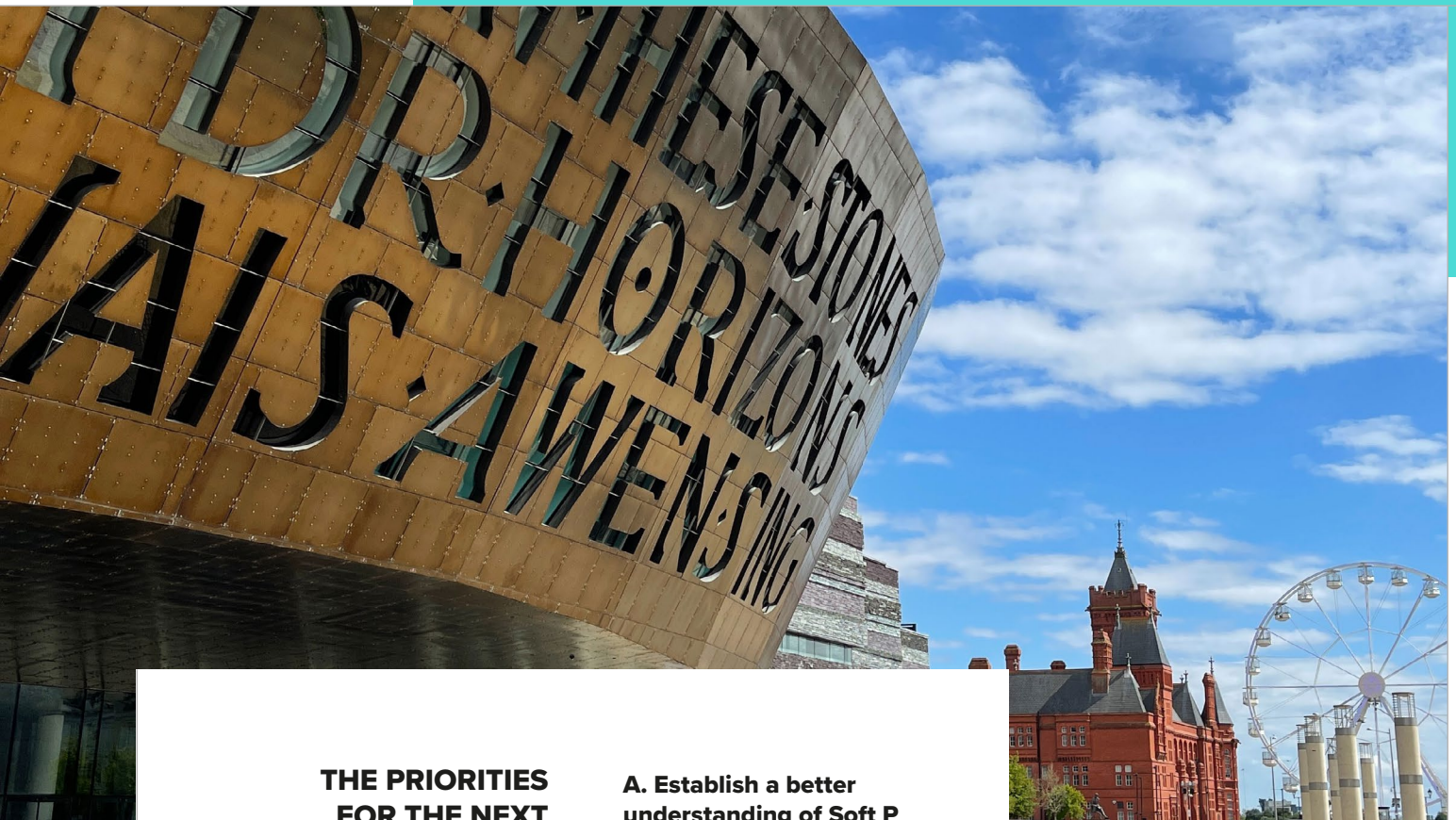
SOFT POWER PRIORITIES FOR THE NEXT 12 MONTHS

The research which has informed this Paper has identified a set of distinctive soft power assets across the UK Core Cities which both individually and collectively can play a much more pronounced role within a wider portfolio of soft power assets for the UK. In particular, they can be more effectively measured, coordinated and positioned to be impactful for trade, investment and cultural relations.

This role of cities is critical in addressing other major challenges faced here in the UK and globally, including: post Covid-19 recovery and renewal; reducing inequality; and tackling climate change. Although nations have a clear enabling role, these are complex issues that require place-based solutions and are increasingly solved by networks of cities working together nationally and internationally. As an example, Core Cities recently convened the first ever G7 U7 event, with city networks from each of the G7 nations, guest nations and international urban networks meeting in advance of the G7 proper. It was clear at this event that cities across very different nations faced very similar problems and that joint working across borders is a powerful way to address these, opening up new dialogues about trade and investment as a consequence.

Big cities in the UK have been hit hard by Covid-19, but are also the places capable of driving recovery and renewal, as part of interdependent economic networks with surrounding towns and cities. They will remain economically vital hubs in a post Covid-19

environment, but they will need to adapt, using their soft power assets to support this process, and bring additional investment into the UK to create jobs and growth. As an example, Core Cities have co-founded a UK Cities Climate Investment Commission, with London Councils and the Connected Places Catapult Centre. This Commission will set out the total cost of achieving Net Zero across our cities, alongside ways of attracting the global investment community to take a stake in this work, creating jobs, business growth and supporting a just low carbon transition. Initial work suggests an investment opportunity of up to £334billion. This work will be set out at COP26 in Glasgow, one of the Core Cities, and will be significantly supported by the deployment of soft power assets and links.



**THE PRIORITIES
FOR THE NEXT
12 MONTHS ARE
THREEFOLD:**

**A. Establish a better
understanding of Soft P
ower assets**

This will include a toolkit for the identification and measurement of assets, a shared methodology for measurement, and a coordinated approach to collection and to updating data. In summary, this will:

- establish a consistent data footprint on soft power assets
 - across the UK Core Cities, to include those introduced in Figure 2.
- provide a better bank of insight consistently developed across the UK Core Cities.
- provide some perception analysis on how the UK Core Cities are understood and valued in core markets internationally.
- identify which attributes UK Core Cities have that make them distinctive and exceptional rather than typical of cities in all countries.

This can be led by a UK Core Cities Soft Power sub-group facilitated by the British Council. It can operate as a one-year research programme with an appointed research provider.

**B. Establish regular dialogue
with UK Government and key
influencers**

The UK Core Cities have a crucial role to play in realising the UK Government's ambitions for Global Britain and the international ambitions of each of the four nations. Based on the above, the UK Core Cities will be able to deliver a more coordinated and evidence-based approach to describing and promoting their soft power assets. They will be able to identify individual and collective strengths; to develop tailored and tactical approaches; and they will be much better positioned to signal to UK Government how and where they can be most impactful as the UK seeks to recalibrate its international relationships and positioning as set out in the Integrated Review.

**Core Cities have
co-founded a UK
Cities Climate
Investment
Commission,
with London
Councils and the
Connected Places
Catapult Centre.**

A forward plan of engagement for the next 12 months can be agreed with UK Core Cities Cabinet and Chief Executives with at least 3 meetings focussed on soft power and international relations over the next 12 months.

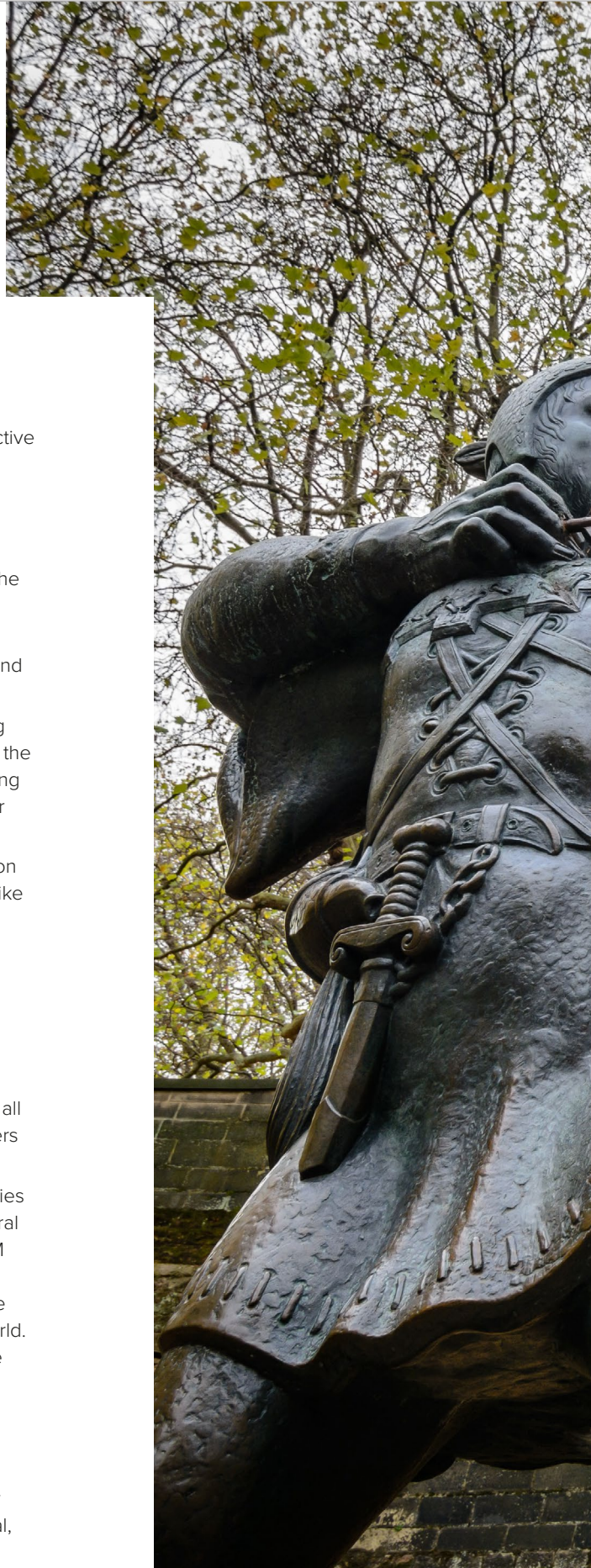
C. Establish shared approaches to leveraging relations, partnerships and programming

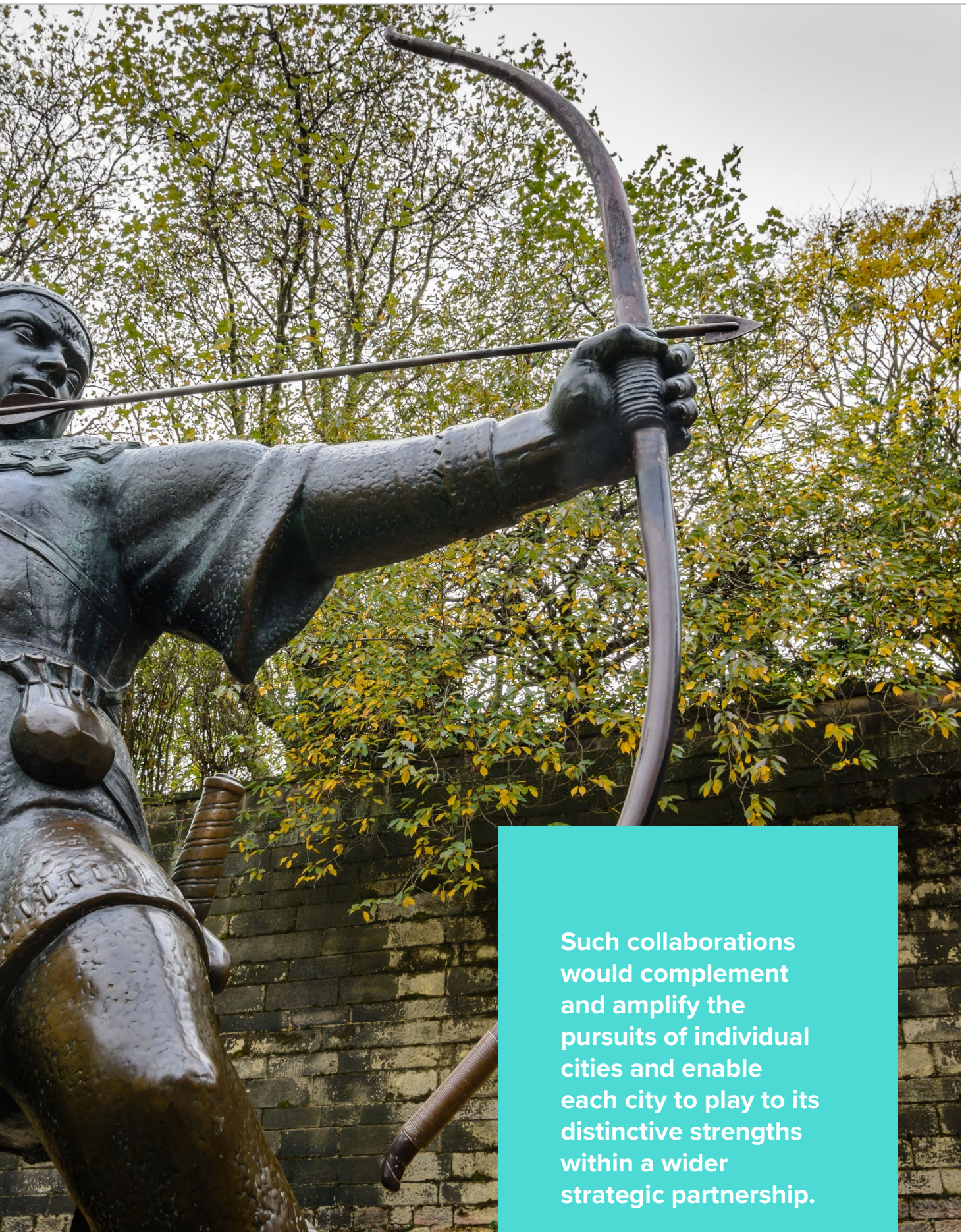
Based on the above identification of individual and collective strengths, the UK Core Cities can work together and with UK and Devolved Governments to agree on how best to deploy them. Unlocking the soft power potential of the UK Core Cities presents a unique opportunity to both enhance the UK's international reputation as a world leader in the creative, sport, knowledge and science sectors, but also to deliver the UK Government's levelling up agenda through strategic investment in the social and human capital of the UK Core Cities and City Regions.

Greater co-ordination and collaboration between the UK Core Cities, the UK and the Devolved Governments and organisations like the British Council could significantly increase the impact of major outward and inward missions (trade shows, symposia, events, tours), to increase flows of international students, tourists and foreign direct investment to communities across the four home nations. Such collaborations would complement and amplify the pursuits of individual cities and enable each city to play to its distinctive strengths within a wider strategic partnership. It will also help UK Government to harness the considerable assets within UK Core Cities to support their global trade and investment objectives.

This can become a shared pilot programme which:

- Identifies how to exploit collective strengths.
- Identifies a specific set of objectives relating to a target audience which align with individual city strategies and the objectives of the FCDO, BEIS, DCMS, DfE, MHCLG and DIT
- Help cities join up internally and collectively.
- Uses tools to avoid competing for attention between cities in the UK (and in sync with the existing international calendar of major events).
- Offers coordinated participation in international city networks like Eurocities, Global Parliament of Mayors, Global Migration Compact, Inclusive Growth Network of which cities are members but the benefits of membership can be more effectively utilised via a coordinated approach i.e. not all core cities need to be members of all networks.
- Offers coordinated opportunities for participation in major cultural and trade shows – from MIPIM to SXSW to Cannes; or from World Expos to more boutique industry events across the world. This does not need to replace regional representation.
- Holds an annual or biannual 'cities and soft power' summit – to explore how cities can make better use of their many assets across a range of social, environmental, cultural and economic agendas.





Such collaborations would complement and amplify the pursuits of individual cities and enable each city to play to its distinctive strengths within a wider strategic partnership.



IN SUMMARY

Research and consultation with the UK Core Cities have demonstrated a growing awareness of and commitment to soft power as a vital enabler for a set of economic, social and environmental agendas. Most pointedly, there is an appreciation of the role soft power can play in increasing trade and investment and in enhancing cultural relations (which in turn can be impactful for trade and investment).

Together, the UK Core Cities are ready to play a clear and high-profile role at the heart of the Integrated Review, any future UK Soft Power Strategy and future global trade and investment ambitions. Their soft power assets can make a valuable contribution to trade, investment and cultural relations as the UK builds global relationships after leaving the European Union and deals with the economic impacts of Covid-19.

But realising the full potential of the UK Core Cities will require new resources and a fresh approach to partnership and exchange.

It is recommended that the UK Core Cities, with the support of the UK and Devolved Governments and the British Council, work together to initiate the three-stage strategic process outlined in this Paper.

APPENDIX 1.

EXAMPLES OF DISTINCTIVE AND UNIQUE SOFT POWER ASSETS BY UK CORE CITIES

Types of Soft Power Assets to harness	Examples of contemporary soft power assets
BELFAST	
The people of the city, their resilience; the culture of the city, its range and scope; the physical assets of the city, its deep heritage.	Titanic Belfast: named world's leading tourist attraction
BIRMINGHAM	
The industrial heritage, the diversity and the global connections.	Birmingham Consulate General of India
BRISTOL	
The leadership of the city (from the mayor to cultural organisations), taking strong and outward-looking positions on sustainability, cohesion and tolerance. Vibrant street-art and festival scene, world's Natural History 'Green' Hollywood and UNESCO City of Film accompanying creative and technological innovation.	Global Parliament of Mayors: sign the Bristol Declaration
CARDIFF	
The people – one of the oldest multicultural populations in the world. A city rich in venues and cultural infrastructure (theatres, stadiums, etc).	Principality Stadium: "Simply the best rugby stadium in the world"
GLASGOW	
The people – their personality and identity; the architecture; and the role of culture across all areas of Glasgow Life.	Celtic Connections Festival
LEEDS	
A values-led approach to city governance, encompassing its many diverse communities.	Leeds-Hangzhou Partnership
LIVERPOOL	
Home to global sport brands including Liverpool FC and the Grand National horse race; home to global music icons The Beatles; the waterfront is part of the city's built heritage and attracting cruise ships; major events and titles – European Capital of Culture and UNESCO City of Music.	Covid-19 Recovery – Events Research Programme. Media Links below: Washington Post Article NY Post Article BBC Article
MANCHESTER	
Global recognition of two football teams, music acts like Oasis and others. Radical and industrial heritage adds another dimension. Ever-renewing vibrant cultural and creative scene.	Manchester International Festival
NEWCASTLE	
The river, its industry and architecture; the culture and personality of the people; the football team.	UNICEF Child-Friendly City
NOTTINGHAM	
A city of icons (Robin Hood, Brian Clough, Boots, etc.) these are calling cards and provide historical relationships with the city to be activated.	University of Nottingham: Ningbo campus, China
SHEFFIELD	
An attitude which is friendly form of DIY and a city surrounded by greenery (e.g. the Peak District). A city of creating and making – independent, with an attitude – e.g. Arctic Monkeys, Pulp, design and contemporary art.	World Snooker Championships





CORECITIESUK

Core Cities UK is an alliance of 11 cities - Belfast, Birmingham, Bristol, Cardiff, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield. Its mission is to unlock the full potential of our great city regions to create a stronger, fairer economy and society.



The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language.

We help young people to gain the skills, confidence and connections they are looking for to realise their potential and to participate in strong and inclusive communities. We support them to learn English, to get a high-quality education and to gain internationally recognised qualifications. Our work in arts and culture stimulates creative expression and exchange and nurtures creative enterprise.



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