

**EAST KENT**

**A CITY IMAGINED**

**UK CITY OF CULTURE 2017 BID**

# BACK THE BID PACK

**EAST KENT'S BID TO BECOME  
UK CITY OF CULTURE 2017**

**BACK  
THE BID**



# WHAT IS UK CITY OF CULTURE?

UK City of Culture is a nationwide competition organised by the Department for Culture, Media and Sport which aims to use creativity to transform communities and help grow artistic talent.

Winning cities host a year of cultural events that will help to attract more visitors, increase media interest, bring community members together and increase levels of professional artistic collaboration. Taking place every four years, the first city to be awarded the crown was Derry-Londonderry, who are hosts of the UK City of Culture 2013.



**BACK  
THE BID**

## THE BID

Our bid represents the five districts of Ashford, Canterbury, Dover, Shepway and Thanet – and will build upon the significant national and international reputation that has been achieved for East Kent in the past few years.

We may not be a city in the conventional sense. But through our bid we will subvert traditional notions of what a city is or is not, using creativity as a key to forging connections and unlocking growth in an area of booming cultural renaissance.

Following the submission of our initial expression of interest in late February, we have been invited to submit a first phase bid by April 30th 2013. If shortlisted, we will be invited to submit a full bid by the end of September – with the final winner being declared in Derry-Londonderry at the close of 2013.

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**FOR HUNDREDS OF YEARS THERE HAS BEEN MOVEMENT THROUGH EAST KENT. NOW THERE IS A MOVEMENT IN EAST KENT.**

# IMAGINE EAST KENT

Nestled between capital and coast, we are at the forefront of our island's connection with the outside world. Ours is a frontier land, a spiritual home for pioneers and pilgrims the world over, for whom our 'unreal city' – our buildings, our landscape and our people – has opened up new avenues for creative expression.

All have left their stake in the ground – their journeys punctuated by cultural milestones of enduring power and international significance.

Our coast has inspired artists as diverse as JMW Turner and Derek Jarman, Marcel Duchamp and Tracey Emin. Our towns have breathed life into the prose, poetry and drama of Geoffrey Chaucer and Christopher Marlowe, Charles Dickens and Ian Fleming, TS Eliot and HG Wells, Anthony Browne and Marcus Sedgwick. And our white cliffs remain central to the image and identity of the UK as a whole.

And yet, like many frontier lands, we are still yet to be fully explored. For hundreds of years there has been movement through East Kent. But now there is a movement in East Kent.

**Together we hold the key to a new city  
– a city imagined.**

And that key is culture. Through culture we aim to build on our pioneering heritage of innovation, uniting our diverse communities in a process of collaboration, consolidating and co-creating our shared identity. Culture is the common language with which we are weaving a new and modern tale of renewal and growth.

Our characters? The pilgrims of Chaucer's tales – the knights, millers, merchants, shipmen, wives and cooks – find their present-day equivalents in the cultural pioneers that together make up our dreamland. In our dancers and artists, directors and curators, entrepreneurs and inventors. In our teachers and students, mothers and fathers, grandmas, grandpas and grandkids.

This is their story, and this is their bid. They are the freemen of our city and they alone have the power to unlock the UK's historic gateway. To unlock its potential, unlock its creativity – unlock its growth.

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**WE WANT TO OPEN OUR DOOR  
AND INVITE THE WORLD TO SEE  
WHAT WE HAVE TO OFFER.**

# UNLOCKING GROWTH

So ours is a growth story. A story of:

## CULTURAL GROWTH »»

**in which we harness the artistic and creative power of our people and throw open our cultural institutions for collective ownership**

## ECONOMIC GROWTH »»

**in which our creative industries are leading the charge of recovery in an area of deprivation and social need, hit hard by recession**

## PERSONAL GROWTH »»

**in which individuals are given the confidence, inspiration and support they need to unleash their full potential**

## SOCIAL GROWTH »»

**in which culture joins diverse communities, young and old, rich and poor, and creates new and meaningful identities**

2017 will be a crucial milestone in our cultural journey – empowering our citizens, consolidating our identity and building our confidence. We want to open our door and invite the world to see what we have to offer – our history and our modernity, our contrasts and our creativity.

From the white cliffs and expansive coast that form our city walls, we will tell our story, lifting the lid on our unexplored, often surprising and always inspiring conceptual city: a city of the mind; a city of ideas; a city of ambition – **a city imagined.**

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**WE NEED YOUR SUPPORT.  
HELP US BECOME UK CITY OF CULTURE 2017.**

# GET INVOLVED...

**BACK  
THE BID**

There are lots of ways you can get involved and help us win the UK City of Culture title.

## TWITTER

Join the discussion on Twitter using the hashtag **#EKculture2017** – tweet us your support.

Be part of the campaign army and show your support by following the official Twitter account **@ekent2017**.

Tweet about the bid and encourage others to spread the word.

## FACEBOOK

Like the official Facebook page **East Kent 2017**.

Send us messages, images, ideas and ways in which you are backing the bid.

## EMAIL

Download the official email signature and help us spread the word.

## WEBSITE

Download our marketing toolkit and show your support by displaying a banner on your homepage.

## NEWSLETTER

Include details of the East Kent UK City of Culture bid in your next newsletter with links to the website **www.eastkent2017.co.uk**, Facebook page and Twitter feed.

## POSTER & BADGES

Show your support for the bid by displaying a poster or badge on your community noticeboard or in your window.

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## OUR SUPPORTERS

The East Kent bid is a joint effort by Kent County Council, Ashford Borough Council, Canterbury City Council, Dover District Council, Shepway District Council, Thanet District Council and major arts and cultural organisations in the region. This ever increasing list of supporters currently includes:

**BLAST THEORY**

**CANTERBURY CHRIST  
CHURCH UNIVERSITY**

**CANTERBURY FESTIVAL**

**CREATIVE FOUNDATION**

**D-MEDIA NETWORK**

**DOVER ARTS  
DEVELOPMENT**

**GULBENKIAN THEATRE**

**JASMIN VARDIMON  
COMPANY**

**KENT MUSIC**

**MARGATE ARTS  
CULTURE HERITAGE**

**MARLOWE THEATRE**

**PANEK**

**PEOPLE UNITED**

**SCREEN SOUTH**

**SOUTH EAST DANCE**

**STOUR VALLEY ARTS**

**STRANGE CARGO**

**UNIVERSITY OF KENT**

**TURNER CONTEMPORARY**

**UNIVERSITY OF THE  
CREATIVE ARTS**

**VISIT KENT**

**WHITSTABLE BIENNALE**

## GET IN TOUCH

For further information or for offers of support or event hosting please contact:

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