

Kay Wright

From: Andrew Brunt
Sent: 12 January 2018 09:26
To: Emma Rodgers
Subject: Local media list

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STRICTLY EMBARGOED UNTIL 10.30pm Friday 14 July

Friday, July 14 2017



NEWS RELEASE

Stoke-on-Trent named as UK City of Culture 2021 finalist

Businesses, community groups and civic leaders are celebrating Stoke-on-Trent being named as a finalist for the UK City of Culture 2021 title.

The news today sees the city edge one step closer to scooping the coveted accolade, after an announcement by the Department for Digital, Culture, Media and Sport. There are just five cities left in the competition – Stoke-on-Trent, Coventry, Paisley, Sunderland and Swansea – after six others failed to make it through to the final round. The winner will be announced at the end of the year.

Hull holds the title of UK City of Culture for 2017, and the designation has seen 6,400 jobs created in the city in five years; a £3.3bn investment since 2013; and has repositioned the East Yorkshire city by strengthening its visitor economy.

A number of partners are already heavily involved in Stoke-on-Trent's bid which is being led by the city council – including The Sentinel, Staffordshire University, Keele University, Newcastle-under-Lyme Borough Council, the Local Enterprise Partnership, arts organisations across the city and a host of others. Residents and businesses are being encouraged now more than ever to get behind the bid.

Stoke-on-Trent City Council leader Dave Conway said: "This is fantastic news – everyone has worked so hard to get to this stage, it has really galvanised the city."

City council deputy leader Abi Brown, who is chair of the city's bid added: "We are absolutely delighted to be shortlisted to be UK City of Culture in 2021 and will now be working hard to make our final bid the very best it can be. Winning would be the start of a legacy with far-reaching impact that benefits the whole city – it will bring more jobs, more visitors, more top quality cultural activity, boost skills and capacity and increase collaboration, pride and self-confidence across Stoke-on-Trent and beyond. We now need to build on what we've done so far to achieve a strong, ambitious final bid that shows the UK exactly

what Stoke-on-Trent can do. We know that this is a unique, fantastic city and want to make sure everyone else knows it too.”

The announcement on the shortlisted cities follows a meeting of the UK City of Culture independent advisory panel.

John Glen, Minister for Arts, Heritage and Tourism said: “We have received strong bids from across the UK and now have a fantastic shortlist of five that reflect the diversity and cultural ambition of our towns and cities.

“I want to congratulate all eleven bids which offered brilliant examples of how to celebrate their own unique culture and heritage, and showed just how prestigious and coveted the UK City of Culture is.

“The strength of the competition showed us how valuable our cultural assets are to our towns, boosting tourism and jobs in local communities. I have seen first hand how Hull has embraced its status as City of Culture 2017, and how beneficial it has been for the area. I am looking forward to seeing what will come in 2021.”

Phil Redmond, Chair of the UK City of Culture panel said: "The quality, commitment and enthusiasm that came across from the eleven bidders made deciding a shortlist to recommend to Ministers as difficult as it was for the two previous UK City of Culture competitions. The appetite for using culture to bring about regeneration and to strengthen communities is clearly stronger than ever. Overall the panel thought that five cities' bids showed the potential to deliver a UK City of Culture 2021 programme. I want to thank all eleven bidders for all their work and look forward to final bids from Coventry, Paisley, Stoke-on-Trent, Sunderland and Swansea later this year."

Paul Williams, who is part of the bid team, said: “This is the best news. Winning is a wonderful opportunity for Stoke-on-Trent to change the way it is viewed within the UK and to accelerate the growth of the local economy. The bid for UK City of Culture 2021 is for the whole city and neighbouring areas and it shows what we can do collectively. We now call on everyone to really back the bid and believe that we can win and deliver an amazing transformational year for the city.”

Keele University pro vice-chancellor David Amigoni, who is chair of the bid’s cultural forum, said: “Stoke-on-Trent is a unique place, and has so much to be proud of. We are surrounded by culture and people don’t have to look far to experience it for themselves. There are so many interesting and exciting experiences taking place in the city and this is why we believe we should quite rightly be a strong contender for the UK City of Culture 2021 title.”

Susan Clarke is part of the bid team. She is Artistic Director for B arts, which last month was successfully awarded National Portfolio Organisation status by Arts Council England. Susan said: “Getting to this stage is the result of much hard work by many people coming together, all to benefit the city. It shows the special artistic quality in Stoke-on-Trent and it’s inspiring to see people

already being so much more ambitious than they ever would have been before. The bid is definitely bringing out the best of the city's creatives and we want to grow and nurture that for the final round and beyond. Go Stoke-on-Trent!"

A judging panel is expected to visit the city in September and a final bid will be submitted by the end of September. The bid team will also present to a panel in Hull and the winner will be decided and announced in Hull in late November or early December.

Stoke-on-Trent is already benefitting from investment linked to the bid, with Arts Council England committing to supporting more arts groups than it has ever done before in the city through its National Portfolio Organisations programme. The government body has given a total of £4m in funding over the next four years to B arts, the British Ceramics Biennial and the New Vic Theatre. Arts Council England has also awarded £300,000 through its Cultural Destinations programme – the joint highest award for the entire country – to enable arts and culture organisations to increase their reach by working with the tourism sector.

-Ends-

Stoke-on-Trent is bidding to become UK City of Culture 2021. Find out more information at: www.sot2021.com or follow @sot2021 for all the latest news.

For all media enquiries please contact Andrew Brunt in the Communications Department at Stoke-on-Trent City Council on 01782 232671.

stoke.gov.uk/news

Want to receive press releases, council news or job vacancies by email? Sign up for our online alerts at stoke.gov.uk/stayconnected.

Take a look at a summary of our first stage bid. <http://www.sot2021.com/the-bid/together-we-make-the-city>

Additional quotes are available below:

Councillor Anthony Munday, Stoke-on-Trent City Council cabinet member for greener city, development and leisure, said: "Great credit goes to everyone involved in getting us to this stage. Being shortlisted thrusts us even more prominently into the national limelight – where Stoke-on-Trent rightly belongs. It also means that it is more important than ever that we continue to build on this fantastic momentum and I urge everyone to come forward, pledge their support to the bid and shout about how winning the title will continue to tell our city's success story now and for the future."

Martin Tideswell, Editor-in-Chief Staffordshire Sentinel News and Media, said: "I'm absolutely delighted that Stoke-on-Trent has been shortlisted for the title UK City of Culture 2021. *The Sentinel* has been behind the bid since the very beginning and has supported it consistently with editorial, special publications, social media and films. Our hashtag is #localandproud because we are extremely proud of our city and its people and we feel we have a lot to shout about. This is a huge opportunity. Whatever happens now I sense that the local narrative has changed and I'm delighted *The Sentinel* is playing a part in that change. Positive, aspirational conversations are taking place, partnerships are being forged. There's a genuine appetite to talk Stoke-on-Trent up as a great place in which to live and work, to take pride in our cultural assets and host and stage spectacular events. This is a win-win for everyone. There is no cavalry to transform our fortunes. We are the cavalry."

Emma Bridgewater, British ceramics manufacturer, said: "Stoke-on-Trent is the place to make and create – so what better candidate for UK City of Culture 2021! I'm delighted to hear this most creative, resilient and cheerful of cities has been shortlisted as it absolutely deserves to be renowned for its tremendous cultural heritage and the wonderful opportunities available here."

Local historian Fred Hughes said: "As far as the bid document itself is concerned, it is a most considered and well put together submission. It demonstrates all the reasons why Stoke-on-Trent should be UK City of Culture 2021."

"If we go on to be successful in winning the bid, it will take Stoke-on-Trent to another era; something that will be so special for the city that everyone will want to take part and enjoy it."

"It still is important that people in Stoke-on-Trent embrace the bid. It is essential that we all take part in it. The idea of having a city of culture is that it takes in all aspects of our communities. Everyone should be willing and wanting to promote Stoke-on-Trent as a great city of culture."

Benedict Hugh McManus, 37, chief executive officer of Wavemaker, which supports makers, artists, entrepreneurs and businesses, said: "We are so proud but always knew this would be the case. Now it's time to make our future!"

Chris, a young digital maker who has worked with Wavemaker, said: "Being shortlisted is really exciting and I hope it means we get to share more great things about our city with everyone else."

Jonathan Bellamy, chair of the Stoke-on-Trent city centre partnership, said: "This announcement is of course great news! It is confirmation that the nation increasingly recognises our incredible cultural contribution and the passion with which we can champion it. We have a unique ceramic history at our core, but beyond that we boast today of a rapidly growing cultural expression that is starting to invigorate our Stoke-on-Trent economy. Artistry, animation, diversity and creativity are seen as vital assets to the future development of

our city and we are the perfect choice to showcase such vision, action and regeneration into the next decade.

“Having got through the qualifying round, perceptions of our city are now being changed and we should press on confidently into this final season of the competition. It’s time for Stoke-on-Trent to rise and be seen as the innovative place to invest into and be located in; to generate media headlines about our excellent industry, design, skills and talent pool; and to fire a renewed awareness and pride in our amazing heritage of innovation and creativity.”

John Young, Michelin Tyre managing director UK and north Europe, said: “The cultural heritage of Stoke-on-Trent is impressive, but I believe the city needs to be firmly focused on the future – which is why we are absolutely thrilled with this shortlisting. This takes us one stage closer to the very real business benefits that City of Culture status can bring, and we would urge residents, companies and politicians to get behind the next stage of the process. Michelin is investing in Stoke-on-Trent because we believe in the city and its people. We also believe that being named as UK City of Culture 2021 could be a fantastic springboard to a very bright future.”

Paul Francis, general manager at intu Potteries said: “We are delighted to hear the news that Stoke on Trent has been shortlisted for the UK City of Culture 2021. This will give a huge boost to the businesses and community in and around Stoke on Trent. intu Potteries is at the heart of the community and we will continue to support the city through into the next stage and into the final stage. The growth of intu Potteries is intertwined with the growth of the Stoke on Trent region; and this news will surely help put city on the map, bring new businesses to the area and attract new people to our wonderful and vibrant city.”

Sara Williams, Chief Executive at Staffordshire Chambers of Commerce said: “This is fantastic news for the city and the business community. This announcement shows that Stoke-on-Trent is prime for investment and demonstrates a real commitment to the unique culture and history of this prosperous and exciting city. We need to continue the momentum of building on the initial bid and to create an ambitious final bid to win the UK City of Culture 2021 accolade!”

Stoke-on-Trent’s first ever Member of the Youth Parliament Ash Moran, 12, said: “Stoke has always been a cultural place, with the Potteries, theatres and museums. Becoming the City of Culture would be a great way of renewing the culture and encouraging more visitors to the city, plus there would be many more opportunities for young people to get involved in cultural activities.”

Iain Cartwright, executive director, British Ceramics Biennial, said: “We welcome the chance to further demonstrate that Stoke-on-Trent is an exceptional city; exceptional in that it is founded on cultural endeavour and activity – the Potteries; exceptional in leading the ‘march of the makers’, a hotbed of innovation and creativity. British Ceramics Biennial (BCB) has always striven to showcase these attributes.

“Winning the UK City of Culture 2021 designation would be a further boost to the city’s fortunes as it faces the future with shared ambition and drive. This announcement will provide an impetus for BCB and its partners, an affirmation for the city, and galvanise it in continuing to work together in extraordinary ways to achieve the best possible result for residents and visitors alike.”

Gabriella Gay, who owns Valentine’s Curious Closet – a vintage shop in Stoke, and is Stoke’s Poet in Residence, said: “You can see how all arts organisations have come together and are putting forward all their amazing cultural activities; it’s very exciting.

“Businesses and a lot more people are finding out about culture, people are really taking an interest. This includes in my shop – a much larger and diverse range of people are coming through the door. We have a UK City of Culture placard in our window and people are asking about it. Initially people are sceptical, but when they stop and think, they recognise the cultural activities in the city and our heritage.

“More people are attending poetry readings and events, there are packed rooms in the library. This is very exciting, more people are open to it. The bid has really galvanised people and we’re all singing from the same hymn sheet now.”

Theresa Heskins, New Vic Theatre artistic director, said: “Visiting Hull earlier this year gave me an insight into what City Of Culture designation can do for a place. Just being part of the bidding process for 2021, I’ve already seen a transformation in our area. A new sense of self-belief in the way we talk about ourselves. A new excitement in the way the rest of the country talks about us. So what great news to hear that we’ve been shortlisted for the next stage in the UK City of Culture 2021 process. We know that creativity is central to who we are. This is a place with a vibrant cultural life – driven by local people, local artists and local organisations. The City of Culture bid is a brilliant opportunity for us to share this amazing place with friends old and new.”

Rachel Austin, Regional Station Director, Wireless Group GB (Signal 1 & 2) said: “Being shortlisted for City of Culture will have a positive impact on Stoke-on-Trent and will show the rest of the country what’s great about our area; its heritage, its people and its pioneering spirit. We’re proud to be supporting Stoke-on-Trent’s bid for UK City of Culture 2021.”

Anna Francis, artist, associate professor at Staffordshire University and director at AirSpace Gallery: “The secret’s out! Now everyone’s going to know what we knew already: that Stoke-on-Trent is a true city of culture. Being shortlisted is brilliant news for the city.”

Katie Leonard, member of the Stoke Cultural Education Partnership, lecturer at Staffordshire University and education programme manager at the British Ceramics Biennial, said: “This is a fantastic opportunity to showcase high quality arts and culture for every child to be inspired by, leading to creative

learning pathways for all children and young people in Stoke-on-Trent; the City of Makers.”

Deborah McAndrew, creative director, Claybodytheatre said: “Being shortlisted for UK City of Culture 2021 acknowledges Stoke-on-Trent's rich cultural heritage and points towards a really bright future. It's a very exciting time for this special city and I believe we would be a worthy winner.”

Emily Whitehead from Simply Staffordshire said: “For culture in Stoke-on-Trent to be recognised by being shortlisted for UK City of Culture 2021 is truly inspirational. Together we make this city and now our voice can be heard by all.”

Mel Sherratt, bestselling author, said: “I’m so pleased that Stoke-on-Trent has been shortlisted! I’ve seen the positive impact that City of Culture has had on Hull this year and I want that for my hometown. We have so much to offer - it’s a place steeped in culture and warmth and it’s that passion and heart that pours into my writing.”

Emma Bailey, ceramic designer at Emma Bailey Ceramics said: “It’s fantastic that the city has been shortlisted in the bid to be the next UK's City of Culture. It's time now to show that Stoke-on-Trent’s a strong contender, with a rich heritage and full of passionate creative people. This will put the city back on the map; where it belongs!”

Anita Harris, ceramic designer, at Anita Harris Art Pottery, said: “This is absolutely fantastic news and like many others I could not be more excited about being shortlisted. Stoke-on-Trent deserves this; we are a powerhouse of talent in so many areas and some recognition is long overdue.”

Dan Townley, actor and radio presenter on 6 Towns Radio said: “I’m delighted that Stoke-on-Trent has been shortlisted to be UK City of Culture 2021! To me, the city is the epitome of culture and it's incredible that people are realising (and embracing) this. Stoke-on-Trent really is the place to be and I couldn't be prouder of my home city.”

Lindsay Bainbridge, photographer and artist, said: “As a Stokie, I’m so proud of our heritage. I think we're experiencing a cultural renaissance in Stoke-on-Trent and City of Culture status can only accelerate this. Keeping our amazing history alive can only inspire greater things for our future. Being City of Culture would be an amazing platform for this.”

Kay Wright

From: Section 40 (personal information)
Sent: 29 November 2017 12:25
To: Section 40 (personal inform
Subject: FW: Christmas markets in the area

Not sure if you got these snippets for markets???

Section 40 (personal information)

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From: Section 40 (personal inform
Sent: 13 November 2017 18:42
To: Section 40 (personal information)
Cc: Section 40 (personal information)
Subject: Christmas markets in the area

Hi all,

I believe some of you were looking for information on what is happening around the city this Christmas. Below are the festive activities I am aware of which I hope helps.

Hanley Market have once again booked the real Santa for Thursday's, Friday's and Saturday's starting 1 December plus Sunday 17th. They will be open daily from 1 December (10am to 4pm Sunday's 3, 10, 17 and 24 December) Closed Christmas Day, Boxing Day, New year's Eve and New Year's Day. Am awaiting details as to whether or not they will have other festive activities.

Longton Market is opening for extra shopping days before Christmas. They will be open 19, 20, 21, 22 and 23 December plus on Christmas Eve they will open from 10am to 2pm. Normal Weds, Fri and Sat opening after Christmas. They have fun for children on Saturday's with Spiderman, The Troll's Polly, magic shows, face painting, balloon modelling and a Santa's Grotto (£1 to see Santa). Free prize draw to win market vouchers 1st prize £250, 2nd prize £150, 3rd prize £100. Festive £1500 giveaway – shoppers around Longton will be given vouchers to encourage them to visit the market.

Stoke Market will be open 20, 21, 22 and 23 December, After Christmas they will be open 29 and 30 December. Normal opening in the New Year. Santa and his elves will be in the grotto giving away wrapped gifts on 2, 9, 16, 21, 22 and 23 December from 10am to 2pm. A great hamper is to be given away which also includes vouchers to spend on the fresh food stalls, sponsored by the Sunday car boot sale. Traders will be giving away mince pies and mulled wine (punch and sweets for under 18's) during Christmas week. They are also handing out vouchers for money off Christmas lunches at the two market cafes. <https://www.facebook.com/events/1848580402121927/>

Tunstall Market Light switch on event 1 December with 6 Towns Radio, Stormtroopers, balloon modelling and children's disco. Each Saturday Santa's Grotto (free wrapped gifts). 2 December - Screen Play Stay props interactive Exhibition where children can dressed up, get creative and have selfies taken. 9 December – Belle from Beauty and

the Beast will be entertaining as will the Salvation Army Band. 16 December - favourite characters Anna and Kristoff and Boba Fett will be entertaining. 23 December Elsa and Rapunzel will be visiting. 13 December – Burnwood Primary School Choir will be singing carols. <https://www.facebook.com/events/128712244436871/>

King's Christmas Market We are operating the King's Christmas Market in the King's Hall on Sunday (19 November). This is a popular event which attracts a capacity crowd of shoppers. It is sold out to traders and there is a wide range of art, crafts, gifts, decorations, clothing, food and more to be sold (full list at bottom of email). Entertainment includes the real Santa and Mrs Claus giving away free wrapped gifts and festive chocolates to children, free face painting, a brass band playing carols and a vintage singer singing festive songs. £1 entry fee for those over 14 years. <https://www.facebook.com/events/241741949595470/>

All markets - There is also a free prize draw across all our markets where one lucky will win £500 towards their January bills. The outdoor markets (Fenton, Sunday and Bentilee) have bought wrapped gifts and mince pies to give away at the last market before Christmas.

I would also appreciate any and all help to spread the word about the market activities.

In addition to our activities there are the following local Christmas markets:

Spode Makers market – 26 November, I believe it just the artisans who have studios in there, so it is actually a sale of products made on site and they aren't recruiting traders so it is not a rival market we need to licence.

Stokie Christmas Charity Market takes place at Hanley fire station on 3 December.

Victoria Hall Christmas Market. We have licensed the Victoria Hall to hold a Christmas market on 10 December.

King's trader list:

2 Crafty Sew 'n' Sews	Crocheted Flowers, wreaths, amigurumi, head bands & Keyrings
All Boutique	Handbags and scarves
All Things Marbled	Handmade and decorated wooden Christmas decorations & decorated gifts
Al's Bakery	Homemade cakes, cupcakes, quiches, scones and a range of biscuits
Anita Knits Online	Home Knitted and crocheting
Aphrodite Designs	Handmade Jewellery and Gifts, Finger/hand puppets
Baskervilles Reclamation Ltd	Metal signs and unusual homeware
Betty Pie	Handmade origami Xmas Cards, Tea cup candles, Scrabble art work
Blue Jasmine	Handmade Soaps/BathBombs, bags and scarves
Boundary Bangers	Gourmet Burgers and Sausages
Crafty Magick	Laser engraving specialised, plaques, clocks, jewellery
Cutie Kitty	Personalised Hand stamped Keyrings & Jewellery
Dandelion	Handmade Cards, Gift tags, Toothfairy Bags, Scented Jar Candles
Daniel's Delights Promotions	Over 50 varieties of Chocolate bars from family factory in Fenton
Dear Doe	Quirky Cotton Critters
DMH Charity	Charity DMH lottery, any new members on the day receive a special lottery bear
Donna's Ark	Handmade Vintage home décor and bags made from original vintage patterns
Dottie Mixture	Nursery accessories
Durose Toys	Handmade dressed soft toys and Xmas decorations
Everything under the sun	Novelty watches, key-rings and Christmas gifts
FAB Designs	Unique gifts including handmade and decorated hats & fascinators
Fabcast Gifts & Crafts	Handmade crafts and vintage silver jewellery

Fay Dixon Designs	Handmade Polymer Clay Jewellery, Felt Decorations & Cards
Flying Teaspoons	Designs by Laura Clamp from Art to Cards to Cushions
Fringe Benefits	Machine embroidered personalised gifts
From Me to NICU	Sewn gifts, handmade jewellery and cards
Gilly's Emporium	Rustic Christmas Gifts and Decorations
Great Love Creations	Upcycled household items made with love
Greyhound GAP Charity	Handmade dog collars, bandanas and treats
Hannah Baker Jewellery Design	Rustic style Jewellery made from Sterling Silver and Cooper
Hedgeberry Artworks	Decorated Glassware
Helen Bourne	Unique framed artwork and terracotta gifts
Herb & Spice Co	Pure seasoning blends with no added sugar
Hobby Craft Supplies	Wool, Sewing, Crochet, Wool and Sewing accessories
Impish Odes	Mixed media work with Impish odes printed on
Imprint Products	Personalised gifts and luxury keepsakes
Ivy Bank Honey Bees	Handmade Beeswax gifts, polishes, lip balm, hand cream, body balms, Honey
Jakdaw Gems	Handmade wirework jewellery
Jen Jems crafts	Seasonal fun ranges of Jewellery all handmade and personalised
Joyera Jewellery	Silver, Bronze and Rose gold plated costume jewellery
Just Perfect Wines	Premium Prosecco Gift sets, Prosecco truffles, Prosecco Glasses
K.O. Jewellery	Semi-precious handmade jewellery
Katina Crafts	Homemade crafts and gifts including crochet toys and homeware
Katrina's Match Craft	Match stick kit box sets
Kerry Foster	Autobiography with book signing
KJ's Handmade Cards & Gifts	Handmade greetings cards and gifts
Knit1Purl1	Handmade knitted garments for premature-6yr old, also dolls clothes
Krafty Sew N Sew	Handmade Tote Bags, Cushions, Bunting and dog bandanas
L+S Glass	Hand Painted & Glittered Glassware
Living Room	Home furnishings, gifts and jewellery
Locket Story	Personalised photo lockets and charms
Loondy	Handmade Artwork, crotchets soft toys with a cute, quirky, pretty, nerdy theme
Louise Wilde Pottery	Hand Decorated Pottery
Mandi's Book Corner	Usborne childrens books aged 0-15yrs
Maralyn's Cards	Unique one-off handmade cards
Marshmallow & S'more	Gourmet Marshmallows and Butter Fudge in various flavours
Mills Kitchen	Vintage style tea Room
Mrs B's Candles	Handmade Candles, Melts and Oil burners
Noah's Ark Toys	Handmade soft toys and bags for children
Nonninas Pizza	Fresh baked clay oven wood fired Pizza
Norma Fricker	Bespoke wedding invitations, Xmas gifts, Baby Gifts
Options Jewellery	Enamelled & Handmade Jewellery, non-leather handbags
Pat Myatt	Acrylic high gloss Paintings, prints, collages, floral paintings framed or on Canvas
Peggy Long Legs	Wooden peg dolls, wooden plaques and fairy doors
Popcorn Kart	Popcorn, candy floss and lovely sweets
Potterinrownd	Pottery models of local pottery scenes

Powell's Petals	Paper flowers
Pretty Home Design	Handmade household gifts
Roughcotes Crafts	Hand knitted children's clothing, beaded jewellery, household gifts
Scruffy Little Herbert	Very popular gifts with 'Stokie' phrases designed by local professional designer
Staffordshire Wildlife Trust	The county's leading nature conversation charity
Susan Kirk & Sharon Taylor	Handmade gift boxes containing bath bombs, Yankie candles and lip balms
Swallow Furnishings	Mixture of new & preloved gifts & interior furnishings
Sweet Temptation	Sweet gift sets in Boxes, Bouquets, Jars, Hampers, Cones
Tabby Crafts	Christmas Decorations, Gifts, Cards and Wrapping
Tanalla Art	African Landscape & Abstract Art, wooden sculptures
The Little Taste Buds Company	Cookie Mix Jars, baking mixes, baking accessories, chocolate spoons
Theresa's Cards	Handmade Cards
Tibetan Blankets	100% pure yak wool Tibetan Shawls and Blankets
Tina's Christmas Treasures	Handmade Christmas Crafts & Gifts
Zombie	Tshirts, prints and other Zombie related gifts

Best wishes

Section 40

Section 40 (personal information)

Enforcement and Operations | Place, Growth and Prosperity

City of Stoke-on-Trent

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Click [here](#) for the latest market news on Facebook

Click [here](#) for the latest market news on Twitter

Click [here](#) for the latest venues news on Facebook including upcoming events

Let's keep our children safe within our city – stay off the yellow lines outside schools – see why [here](#)

Help save the environment; do not print this message unless you have to.

NEWS RELEASE

Shortlist announced for giant 'Face of Stoke-on-Trent' mosaic

Eight people have been shortlisted to become the 'Face of Stoke-on-Trent' after 3,550 images were submitted for a huge photo mosaic in the city.

Artist Helen Marshall and her team will begin installing the outdoor photo exhibition from Tuesday, November 21, including one iconic, overall face on the side of the electricity substation next to Hanley Town Hall. There will also be faces used across the former Harvey's building.

People will be able to see the artwork, measuring 172 square feet, taking shape during the week and the official announcement of the person who has become the 'face' is set to be made on Friday, November 24.

The People's Picture - run by award-winning artist Helen - was commissioned to create the artwork as part of Stoke-on-Trent's bid to become UK City of Culture 2021.

The shortlist, including the participants' stories, is available to view at faceofsot2021.com/stories.

- Reece Rushton, aged 13, of Tunstall, who wants to be a famous YouTube video creator;
- Nicole Williamson, aged 26, of Hanley, who is opening her own sandwich bar;
- Jozef Clark, aged 23, of Hanley, a shop and catering worker with links to Stoke-on-Trent's YMCA;
- Sarah Dawson, of Abbey Hulton, a social club volunteer and performer for the local Masque Theatre Company;
- Vikram Deo, aged 18, of Maybank, a college student who is studying business and enjoys travelling;
- Sania Maqbool, aged 17, of Burslem, an A-level student who is part of the Burslem Jubilee project and wants to study law at university;
- Dan Townley, aged 25, of Tunstall, who is involved in community radio station 6 Towns Radio;
- Tynisha Sheperd, aged 24, of Hanley, a mother-of-two who is studying a business degree.

A celebration event will be held outside the artwork from noon on Saturday, November 25. This will include a chance to meet the artist, photographers and shortlisted people. A booklet with the featured photos and their stories will be available.

The images were collected in just 29 days through an online campaign and a team of local photographers stationed across the city.

Every photo will be included in the exhibition and the booklet telling the stories behind the featured faces will also be available online.

The artwork has been printed and installed by local firm Stoke Signage. Western Power Distribution gave permission for the team to use the Lichfield Street electricity substation. The photo mosaic is expected to stay on show for five years.

People will also be able to visit faceofsot2021.com for a digital version of the image, with the chance to zoom in and spot people they know.

B Arts worked with the People's Picture team to create opportunities to take part in the Face of Stoke-on-Trent project by procuring local photographers, and the SOTogether Social Impacts Group met regularly with the team to discuss the final face for the artwork.

Some of the submitted photos have appeared in a pop-up exhibition in Stoke-on-Trent Railway Station and this display can still be viewed in the building's underground walkway until December 11.

Councillor Abi Brown, chair of the bid and deputy leader of Stoke-on-Trent City Council, said: "The response to the project has been fantastic and shows the excitement and enthusiasm which the UK City of Culture 2021 bid has generated across Stoke-on-Trent. I'd like to thank everyone who took part and made it the incredible success that it's been.

"This artwork will represent the whole of Stoke-on-Trent and show how we are an inspiring and forward-thinking city which is on the up and has so much potential to grow and succeed in the future."

Helen Marshall said: "I tasked myself with the impossible, to create one face to represent the city while representing the many. I took on board people's views not to look to the past or for it to be a famous or notable face.

"I can reveal that the face will be that of a young person, in the here and now, facing forward on their journey and with a quiet confidence much like the city itself. The final face generated the biggest conversation and I hope that will continue for years to come."

Editor's notes:

The <http://www.faceofsot2021.com/stories> web page can be accessed by media before the embargo is lifted using the password embargoedface. Please note the information on that web page and the details in this press release are under strict embargo until 00.01 on 14 November 2017 and will not be made public until then. The password protection will be removed from midnight.

For interviews with those shortlisted, please contact Rebecca Frankenberg of B Arts on rebecca.franxxxxxx@xxxxxx.xxx.xx or 07557 797695. For more information about the artwork, please contact Helen Marshall at xxxx@xxxxxxxxxxxxxx.xx.uk or call 07414 952863.

For all other media enquiries, please contact Andrew McCreddie in the Communications Department at the city council on 01782 233653.

-Ends-

Stoke-on-Trent has been shortlisted to become UK City of Culture 2021. The city is renowned worldwide for its history, heritage and culture. Culture is central to Stoke-on-Trent's current and future ambitions, and becoming UK City of Culture 2021 will significantly strengthen the city's profile and affirm its position as a successful visitor destination. Find out more information at: www.sot2021.com or follow @sot2021 for all the latest news.

stoke.gov.uk/news

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From:

Section 40 (personal information)

Sent:

13 November 2017 13:11

To:

Section 40 (personal information)



MEDIA OPPORTUNITY

Date: Thursday, November 16

Time: From 3.30pm

Where: Winter Wonderland, on the site of Birch Terrace car park, Hanley.

Event: Stoke-on-Trent Lord Mayor Ross Irving will be joined by local school children from Hanley St Luke's Primary School to officially launch Christmas festivities in the city centre. The Lord Mayor will arrive on site at 3.30pm, and will cut the ribbon to open Winter Wonderland at 4pm. He will be joined by 30 six-year-old pupils from the school to press the button and light up a giant laser as part of the launch at 4.30pm. This will then see Christmas lights across the city centre, and the giant Christmas Tree outside Hanley Town Hall all turned on. The children will then be the first in the city to try out some of the rides and attractions. There will be excellent opportunities for really colourful and striking photos and videos.

Winter Wonderland will feature: a full-size ice rink, Bavarian-style bar and swing grill and theme park-style rides including a roller coaster and one of the tallest sky rides in Europe – at over 100ft. There will be wooden chalets and hundreds of metres of wooden walkways lit by twinkling fairy lights. The pinnacle of the celebrations will be a free New Year's Eve firework spectacular and live entertainment. Winter Wonderland runs until January 2, and admission is free.

There will also be City of Culture-related activities across the city, to mark Stoke-on-Trent's bid to be the UK City of Culture in 2021, with a giant 30ft duck and will be touring the city and making guest appearances at switch-on events and festive activities in towns and communities. Smaller 6ft ducks are also appearing in parks across the city.

Councillor Anthony Munday, Stoke-on-Trent City Council cabinet member for greener city, development and leisure, said: "We're thrilled to see Winter Wonderland return to the city, it will be bringing festive cheer to thousands of residents and visitors and help ensure the city centre is a bustling, thriving place this Christmas time.

"We have never had a festival on this scale before, and organisers are expecting 200,000 visitors to join in the fun."

Councillor Daniel Jellyman, cabinet member for regeneration, transport and heritage, said: "We'll be supporting Christmas festivities in towns and communities across the city this year, and watch out for the debut of our giant City of Culture duck – he'll be making guest appearances at lots of events, in the build up

to the decision on who will win the UK City of Culture 2021 title – the winner will be announced in December.”

The 30ft duck will be appearing at the following locations, with more to be confirmed.

19 November – Christmas Fare, King’s Hall, Stoke.
29 November – Trentham Gardens Christmas lights event.
1 December – Burslem Christmas lights switch-on.
3 December – Hanley Fire Station Christmas market.
6 December – Fenton Christmas lights switch-on.
7 December – Bentilee Christmas lights switch-on.
8 December – Wedgwood Christmas market, Barlaston.
9 December – Gladstone Pottery Museum Christmas event, Longton
13 December – Sneyd Green community event.

The council is also supporting switch-on events and activities across the whole of the city. These include:

Tunstall: Friday, November 17 from 6pm. Celebrations, including a Robbie Williams tribute act, will start from 6pm.

Stoke: Saturday, November 25 from 3pm. A Santa’s grotto, craft market and 6 Towns Radio will entertain shoppers.

Longton: Friday, November 24 at 5.15pm on The Strand.

Burslem: Friday, December 1 from 5pm. There will be free refreshments for children and gifts for those who visit Santa in his grotto from 6.30pm.

Fenton: Wednesday, December 6. 5pm to 7.30pm on City Road car park, with additional stalls in the Town Hall.

Bentilee Neighbourhood Centre: Thursday, December 7 at 7pm.

Abbey Hulton: Festivities outside the Abbots Road shops, in Abbey Hulton, from 5pm on Friday, November 24. There will be entertainment and a Santa’s grotto.

Red House Community Trust and Lady Bennett Court: Wednesday, December 6 from 6pm.

Eaton Park: The Bellringer pub will host a Christmas lights switch-on and entertain from midday on Sunday, December 10.

Blurton: Rudolph the Reindeer and Father Christmas will visit from 5pm on Friday, December 15.

Section 40 (personal information)

Marketing and Communications | City Director

City of Stoke-on-Trent

Civic Centre Glebe Street Stoke-on-Trent ST4 1HH

Section 40 (personal information)

www.twitter.com/sotcitycouncil

www.facebook.com/sotcitycouncil

Kay Wright

From: Section 40 (personal information)
Sent: 02 November 2017 13:43
To: Section 40 (personal information)
Subject: RE: CoC list
Attachments: city of culture 2021 media contacts.xlsx; Media contacts email list.docx

Hi,

Here's the info...

The spreadsheet... it's basically split into people who've covered city of culture and people who could potentially cover it.

The word file - email addresses as a list.

Watch out for crossover cos some of the people on the list are on the normal press office distribution list.

Ta,

Section 40

Section 40 (personal information)

Communications

City of Stoke-on-Trent

Civic Centre Glebe Street Stoke-on-Trent ST4 1HH

Section 40 (personal information)

Section 40 (personal information)

stoke.gov.uk

From: Section 40 (personal information)
Sent: 02 November 2017 13:17
To: Section 40 (personal information)
Subject: CoC list

Hi mate,

Have you got a specific city of culture email distribution list? Section 40 (person seems to think you have...

Section 40 (personal information)

Marketing and Communications | City Director

City of Stoke-on-Trent

Civic Centre Glebe Street Stoke-on-Trent ST4 1HH

Section 40 (personal information)

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COVERED SOT2021

Section 40 (personal information)

Section 40 (personal information)

Kay Wright

From: Section 40 (personal information)
Sent: 09 October 2017 12:49
To: Section 40 (personal information)
Subject: FW: Stokes Music Hall of Fame

Thanks Section 40

Section 40 (personal information)

Section 40 (personal information)

Marketing and Communications
City Director's Office
Stoke-on-Trent City Council
Civic Centre, Glebe Street
Stoke-on-Trent
ST4 1HH

Section 40 (personal information)

From: Section 40 (personal information)
Sent: 06 October 2017 22:13
To: Section 40 (personal information)
Subject: Re: Stokes Music Hall of Fame

This message was received from outside the council

STOP. Were you expecting this email? Does it look genuine?

THINK. Before you **CLICK** on links or **OPEN** any attachments

Hi Section 40 (personal information)

Here is a general bio that you can pop on the website and share, thank you so much! Also I'll send the logo over too!

'The Stoke-On-Trent Music Hall of Fame is finally here.

Beginning on Sunday 8th October and continuing on every Sunday until the 12th November, six selected recording studios and music hubs in Stoke-On-Trent will be exhibiting a portrait of a different local music legend, for six weeks at a time, in order to celebrate the lives and legacies of these musicians, as well as honour these studios who help to make our music scene today so special.

The first inductees to the Stoke On Trent Hall of Fame are: Robbie Williams, Lemmy, Gertie Gitana, Colin Curtis, Slash and Terence Roberts.

The wonderful artist that has created spectacular portraits of these musicians, is Rich Adams.

The venues that will be holding these paintings will be VenomBase, JLM, Prism, YMCA Hanley, Lower Lane and UTC.

Once these next few weeks are over, the celebrations continue in 2018- where we will be hosting a month long exhibition at Bethesda Chapel, bringing all of these paintings together with a collection of local music memorabilia and live music, before they are moved to the Music Awards of Staffordshire and Cheshire.

How can you help? We are calling out for local music memorabilia to be displayed at our final exhibition in January. Ticket stubs, t-shirts, posters, anything and everything local music related! If you think you can rustle something up, let us know and we would love to make a copy of it, or use it temporarily on display before returning it to you. Contact

Section 40 (pers

@6towns.co.uk if you think you have something.'

Thank you so much,

Section 40 (persona

On 6 Oct 2017, at 11:32, **Section 40 (personal information)** @stoke.gov.uk> wrote:

Thanks Section 40 (p

It would be great if there was any original content that you wanted us to share from city of culture social media accounts.

Same on a blog going on the city of culture website.

Just helps from a reach point of view and also shows another reason why the city should win city of culture.

Good luck with it all.

Thanks

Section 40 (personal information)

Section 40 (personal information)

Marketing and Communications

City Director's Office

Stoke-on-Trent City Council

Civic Centre, Glebe Street

Stoke-on-Trent

ST4 1HH

Section 40 (personal information)

From: **Section 40 (personal information)**

Sent: 05 October 2017 10:03

What Makes for a Good Life in Stoke-on-Trent? A Workshop Report

July 2017



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1. Background

As part of our work within CUSP, the Centre for the Understanding of Sustainable Prosperity (www.cusp.ac.uk), we have been conducting research in Stoke-on-Trent. Our aim in this research is to explore visions of the 'good life' in diverse neighbourhoods and to discover how aspirations for the 'good life' and 'good work' are framed with a goal of understanding how to achieve sustainable and inclusive prosperity. Our overall aim is to understand the potential for people to live a good life, which is also sustainable socially and environmentally.

2. Our Approach

Our research in Stoke-on-Trent commenced with an in-depth case study of the city, comprising desk-based research. We also engaged with various social media platforms, and conducted interviews with representatives of a variety of local organisations and groups, including local community groups and charities, the local council and church representatives. Our aim in conducting the interviews was to gain an historical and contextually based understanding of the city, and to help in identifying the key issues which impact on local people.

We then conducted focus groups with a range of residents to elicit views on what it means to live well in the city and what might be improved. Within these focus groups we explored a variety of issues related to: perceptions of place, participation in the community; local culture; ability to be involved and influence local decisions; employment and education opportunities; change and stability in the area; and regeneration. Our focus groups comprised representatives from the following groups of residents who were drawn from all areas of the city:

- a. Men and women aged 50-60 years, on an annual income of less than £16,000
- b. Young men, aged between 18 and 25 who were not working, not employed and not in any form of training
- c. Men and women aged between 18 and 45 with children and an annual household income of greater than £30,000.

Following on from these focus groups, and the numerous conversations we have had with the people of Stoke-on-Trent, we decided to host a workshop with the following aims:

- a. to present the initial findings of our research in Stoke-on-Trent and draw on the local expertise and knowledge of a range of different stakeholders and residents of the city to obtain their perspectives on that work, and
- b. to consider how to make our own work most useful locally by initiating discussions and creating opportunities for networking.

The emphasis in the workshop was to encourage discussions that identify the existing assets within the city, and to consider what would make Stoke-on-Trent a better place to live. We invited to the workshop all the people we had already spoken to, including the focus group participants, as well as representatives from a range of local arts and culture groups, charity organisations, businesses, the City Council, and the Universities of Staffordshire and Keele.

The workshop was opened by Joan Walley who was MP for Stoke-on-Trent North for twenty-eight years before stepping down in 2015. In that time, she was shadow spokesperson for Environment, Food and Rural Affairs, and then for Transport. Throughout her time in office, Joan championed issues such as climate change, sustainable transport, alternative energy and responsible government procurement. Joan is now Chair of the Aldersgate Group, an alliance of leaders from business, politics and civil society that drives action for a sustainable economy. Joan spoke passionately about the rich heritage of Stoke-on-Trent and encouraged participants to think creatively about how local strengths can be built upon to create a positive sustainable future for the city.

Following Joan's presentation we presented some early findings from our own research in Stoke-on-Trent to provide context for the afternoon (see Appendix A), after which two discussion periods were held. In the first discussion period we asked people to work in groups to use their local knowledge to consider the research we had presented and to respond to it within a local context. The second discussion period focused on identifying the key assets of the city, and considering how best to make use of these assets, and the shared local knowledge of the city to make for a better life in Stoke-on-Trent. Each discussion period was followed by a general feedback session where groups presented a summary of what had been talked about. The workshop closed with a presentation by Councillor Randolph Conteh of Stoke-on-Trent City Council reflecting on how our work may be taken forward locally (see Appendix B). This report is a summary of the work that took place during the course of the workshop.

3. About this report

It is not our intention in writing this report to discuss our emerging research findings, but rather to present a summary of the views and perspectives of the people who attended our workshop. In order to capture these views each group of participants was assigned a facilitator and scribe from either members of CUSP or from the social enterprise organisation Innovation Unit (www.innovationunit.org). The role of the facilitator was to ensure that every topic was covered, and that each participant was able to contribute. The scribe took comprehensive notes of the discussions and of the group's feedback to the whole workshop and it is these notes which form the basis for this report. Thus what is reported here are views expressed during the workshop; no attempt has been made to evaluate or verify the observations made.

The report begins with a summary of the discussions that were a response to our presentation of the focus group findings, and can be broadly categorised under the three headings below:

1. Heritage and identity
2. Place and space
3. Generational distinctions

The report then continues with a summary of the second discussion where participants identified the existing assets of the city and how they can be used to improve life in Stoke-on-Trent for its residents. There is inevitably some overlap between the two.

4. Discussion period 1: Responding to our research

The following section summarises the comments that workshop participants made in response to the focus group data we presented (see Appendix A) and includes observations which drew on their own local knowledge and expertise.

4.1 Heritage and Identity: who are we, where are we from and where are we going?

Stoke-on-Trent's industrial heritage is central to local identity. While the city's traditional industries of mining and pottery production have declined, their legacy remains significant. There was much discussion about the diverse impacts which the loss of the industry has had on the city and its future.

Different generational viewpoints on the city's industrial heritage were evident. Older generations, with experience and memories of the pottery and mining industries identify strongly with the industrial past and with the city's identity as "The Potteries". Younger people, however, identify less with this heritage, but rather reflect on how the loss of the industries has led to decreasing job opportunities and eroded their sense of local security and belonging. While the traditional form of the pottery industry no longer exists there was a sense that its legacy should be kept alive. This might mean finding a way to maintain the creative skills that emanated from the potteries and to keep these skills current. Key to making this happen would be effective communication of the value of the potteries' heritage, such as found at the Middleport regeneration site. Middleport is an example

of how the skills to come out of the pottery industry have evolved from those required for a mass production industry to those needed for a niche market, and highlights how the pottery industry has not entirely disappeared, but is instead in the process of regeneration and revival. Similarly it was felt that there are many individual stories about the rich heritage of the city which should be retained as part of ensuring people remain connected to it. Whilst the pottery industry still has an important part to play in current Stoke-on-Trent, it was acknowledged that the mining industry has fared less well and its loss has impacted on the identity of the many ex-miners.

Counter to this were suggestions that focusing on the heritage of the pottery industry does not allow for productive forward thinking, and some argued that it is time to move on from being “The Potteries”. Accepting the loss of this identity may not necessarily be a bad thing as moving forward from that can lead to new aspirations and hope for the future. In one group the concept of lost identity was likened to a bereavement, which explains the emotional feelings that are attached to being part of “The Potteries”. It was suggested that using this analogy will help the city understand its loss, and that this could potentially be beneficial as it learns from the process of bereavement.

There are opportunities too to learn from other cities such as Sheffield, Nottingham, and Liverpool, as well as the Ruhr region of West Germany. These are all places that have experienced a similar collective bereavement process as their own identity shifted through the loss of industries that formed and shaped them; but in each there are examples of the development of new identities, jobs and enterprises that have built in different ways on the heritage of the older industrial culture.

The creation of new jobs in a variety of industries and forms of employment would, it was suggested, be key in recovering from this loss and in creating a new identity. Hull was given as an example of a city that has achieved this through working together to generate a sense of pride in the city. Local people are best placed to understand the area, and more recently there have been efforts to counter the frequent, negative portrayals of the city, as happened during the Brexit referendum. Campaigns have been run by local organisations such as 6 Towns Radio and The Sentinel to encourage local people to highlight the positive aspects of living in the city. It was felt that the people of the city need to recognise and share their strengths, such as being friendly, and resilient, both of which are traits that have developed through the long history and heritage of the pottery and mining industries.

4.2 Places and spaces

The previous section focused discussions around heritage and identity and how the past, present and future are linked in Stoke-on-Trent. This section extends this discussion by exploring the role which the city’s geographical features and location play in the attachment of “Stokies” to their city.

There was considerable debate about the polycentric nature of the city of Stoke-on-Trent and how that impacts on peoples’ identity (am I from Tunstall or Stoke-on-Trent, or both?). It was considered that the unique six-town structure of the city had positive and negative aspects. People are often very emotionally attached to their own town, over and above their attachment to the city as a whole, with many active residents’ associations in the towns run by volunteers. Whilst this leads to strong place attachment within the towns

some saw it as leading to a parochial and divisive attitude which hinders the sense of togetherness needed to shift the negative perceptions of the city.

It was also agreed that the towns are not economically viable on their own, and that operating as six separate towns is unsustainable as investment is spread too thinly across them, or given to the city's new town centre, Hanley, at the detriment of the other towns. People are, however, united in their sense of disconnection from Hanley, and concerned for the bearing this shift in town centre has had on their own town centres. This also potentially has a negative impact on Hanley and its retail outlets if people choose not to travel to the city centre.

Stoke-on-Trent is not only impacted by its industrial past, but also by its physical location, being situated between Birmingham, Manchester and Liverpool. This 'in between' position can mean that the city is overshadowed by its neighbours, however good transport links to these cities is a positive feature.

While Stoke on Trent was seen as a place which it is easy to travel to and from, transport around and within the city was seen as more problematic. The road network and public transport were described as inhibiting movement around the city with the consequence that networking between individuals and organisations in different areas is difficult. Key points made were that:

- in order to access the different towns it should not be necessary to always go through Hanley;
- the lack of buses means that many residents cannot easily travel across the city;
- this also impacts on how tourists travel to the city's attractions which are spread around the city;
- travel could be improved by joining up the different transport systems of canals, buses, trains and roads, possibly by introducing a Stoke-on-Trent version of the Oyster card.

Significant discussion took place about the value of green spaces within the city. It was agreed that attractive and well looked after green places are really important in contributing to peoples' attachment to place. However it was also agreed that a lot of work needs to be done to the parks to enhance their appeal, especially to younger people. There was concern that although there have been improvements to some parks, repeated damage suggests a lack of respect for these spaces. The loss of "parkies" or park rangers through cost cutting exercises was seen to have contributed to this. Yet any system run by volunteers would be difficult to maintain given the number of parks across the city.

Residents have mixed emotions about their city, they are pessimistic about its future, but also retain a sense of pride of being a "Stokie". Local people were seen to be strongly connected to their city and united by shared aspects of the city, not just in terms of the unique polycentric structure, but also by culturally distinctive aspects such as the potteries, local foods (oatcakes), the football clubs, famous residents, their own dialect and accent and pride in the extent and variety of their communal green spaces. Strong family ties keep people in Stoke-on-Trent, along with a deeply felt sense of place and of being valued by those in their community. This local attachment means that residents are keen to defend the city from others who are more negative about it. One participant likened the city to a family at Christmas who come together despite the tensions under the surface.

4.3 Generational distinctions

Throughout the discussions, consideration was given to particular issues faced by younger and older generations. There was a strong sense that more should be done to support the young people of the city. It was noted that many young people are moving away from the city for employment, particularly those who had attended University, and this will have a considerable impact on the future of the city. It was felt there should be more investment, not only financially in relation to retaining young people, but also in finding role models to work with young people and stop their out-migration.

Unlike the past, when many jobs were available for young people leaving school, there are now fewer opportunities, and it is no longer possible to leave school without any qualifications and expect to easily obtain employment. Part of the problem, it was felt, is because young people's parents and grandparents grew up at a time when there were still employment opportunities in the potteries or mines, and there was no need to consider anything else. As a result children are being brought up with low aspirations, and, because of fewer job opportunities, low expectations. More needs to be done now to help the younger generation, education needs to be improved, and opportunities for employment need to be created for them. It was suggested, however, that it is wrong to focus on simply getting a job. Young people want meaningful work and also to be involved in a place and community. More could be done to encourage and facilitate young peoples' involvement with cultural activities.

In terms of the older generation, there were hopes that Stoke-on-Trent would become an 'age-friendly city', like Manchester, but to date it was felt that there has been insufficient funding for this to happen. So although older people would like to be involved in a range of activities they often find participation hard because of the transport system and restricted number of buses. Older people were viewed as a valuable asset to the city, with large numbers of older volunteers who potentially could be galvanised city-wide if there were more resources, and better transport systems to facilitate that. In 7 years 25% of the population will be 60+, so there is potential for increasing the numbers of volunteers.

The city therefore might be viewed as midway, temporally between its past and the future, physically between three larger cities, and generationally between the young and older populations. There was agreement that there is a need and appetite now for the city to (re)define itself and build a new Stoke-on-Trent for everyone.

5. Discussion period 2: Towards a good life in Stoke-on-Trent

During the second group discussions, participants were asked to reflect on the city's existing assets, some of which have been touched upon above, and to consider how these could be utilised to make for a better life in Stoke-on-Trent. The wide ranging discussion can be summarised into two broad areas: connecting people and their knowledge, and making the most of what is already available.

5.1 People and knowledge: making connections

The people of the city, and their shared knowledge, were regarded as one of the key assets of the city, but it was felt that more could be done to make connections and draw on this



"What might a future, sustainable Stoke-on-Trent look like?" In January 2017 a team from CUSP held a creative workshop with a class of year 6 students at the Star Academy in Sandyford. The above is a selection of their thoughtful, imaginative, creative and mostly positive drawings we exhibited at the workshop.

knowledge. Various suggestions have been made about how this might be achieved:

- It is important to recognise that people already work across and between the different towns, so there should be a way to connect them through their interests, not just location. The Council could act as a unifying body.
- There are a number of innovative grassroots operations, SME's and artisans in the city offering hope and motivation for change and they need to be identified and supported through investment strategies. They could also be encouraged to work with younger people to get them engaged in making improvements in the city.
- Local people are not always confident in showcasing what they can do and what is good about the city, leading to low self-esteem and expectations. There needs to be a shift in perception about what they can achieve and a recognition that prosperity means opportunities for everyone. This could be achieved by bringing people from each of the towns together to promote Stoke-on-Trent as a city.
- Identifying potential funding sources to support community projects is difficult but knowledge sharing would benefit this. Bringing different groups together, such as young people and those with skills in the arts and social entrepreneurship could be a way to make this happen.
- The city would benefit from working with the knowledge of advanced manufacturing and engineering industries and with the universities to bring in more, and better quality sustainable employment, such as in the field of advanced ceramics. In order to achieve this new figureheads who can champion what Stoke-on-Trent has to offer could be appointed.
- Networking with businesses and local industries would help to identify what is needed to make investment in the city viable, and therefore mutually beneficial. For example, one participant suggested, businesses are currently looking to move out of Manchester, and Stoke-on-Trent could usefully capitalize on this. Or attempts could be made to attract large scale investment from outside the city. This would in turn attract more businesses and service industries, increasing local income. It was recognized, however, that this may not attract the right kinds of jobs to the city, or could lead to gentrification which might have adverse impacts on local residents. Alternatively, it was argued that local, grassroots, self-determined regenerative initiatives may work for the city better in the long run, utilizing the existing skills of local people and creating jobs

more suited to its residents.

- There could be opportunities for businesses to work with young people to enhance their entrepreneurial skills, offering them role models, and performing outreach at schools. Businesses could be given responsibility to employ and train a certain number of local young people in a meaningful way.
- More connections need to be made between businesses and the Universities.
- It would also be useful to identify community work being undertaken by local businesses to see what they are doing to help the city, and to ensure that social and environmental issues are included on their agendas.
- A network of change makers and volunteers could be set up to unite the city and engage in activities which improve the look of the city and which would be eligible to apply for Lottery funding. This could be extended to creating networks of smaller and larger communities, not just of individuals.

Ultimately it was considered that local people need to take ownership of their space and not simply rely on the Council or other bodies. They need to take collective and collaborative action to harness the good things taking place in the city. Networking and using the skills and knowledge of local people were seen as key to making all these potential actions work towards making Stoke-on-Trent a better place to live now and in the future.

5.2 Making more of what we have

After considering the city's assets, several practical improvements were identified:

- The people of Stoke-on-Trent already have a strong work ethic, and many want to do more to improve their communities. However, whilst they are keen to do specific, smaller scale work in their communities, they feel less able to make bigger changes across the city, such as improving the high street, and the Council could be key in facilitating this.
- There are many empty shops which could be utilized by the arts and culture movements, although it was acknowledged this would be placing a lot of emphasis and hope on the shoulders of those engaged in these movements.
- There is no need for complete regeneration; even small changes can make a big difference, such as adding flowers and plants at the train station to make it a more welcoming gateway into the city.
- Although there was earlier discussion that the geography of the city makes life more difficult these aspects can also be turned into positives. The city is between three larger cities, but is also close to several airports and motorways for access to various parts of the UK; more could be made of this.
- The city's strong heritage could make it an important tourist destination. This might be facilitated by making the attractions more affordable and accessible. It was recognized that everyone should have reasonable access to the available facilities.
- The existing heritage could be updated to give a 21st century appeal. At the same time, the non-pottery related heritage could also be explored in order to find out how to combine that with the traditions of the area. All of this would tell a more positive story of the city and help it to find a new identity that is not solely about the industries,

one that is more forward looking, but still retains elements of its former industrial heritage.

- The city's green spaces are good for health and wellbeing and offer a variety of activities. However, there needs to be investment in community gardens and all the green spaces across the city, not just a select few.
- The City of Culture bid provides an important opportunity to engage Ministers in an holistic discussion about benefits for the city, not only around arts and culture. One possible vision could be making Stoke-on-Trent the 'Greenest City'.
- There are many community spaces across the six towns, and it is important to hold onto these, especially in those communities where these spaces are threatened with closure or have already gone, such as in Cobridge.

6. Conclusions

Our intention in running this research dissemination and local consultation workshop was threefold:

- to share some initial findings from the work we have been undertaking in Stoke-on-Trent and receive feedback on it;
- to work with local residents and representatives from various local charities, businesses and the city council to develop ideas of what makes for a good life in Stoke-on-Trent; and
- to consider how to translate visions of a good life in Stoke-on-Trent into practice.

It was acknowledged that the city faced many challenges, not least a lack of appropriate investment resulting in reduced opportunities and low aspirations, and the legacy of industries which are no longer able to offer the same levels of security of employment as in the past. The most notable asset of Stoke-on-Trent was identified as the people and their shared knowledge, expertise and passion for the city. Therefore connecting the people, whether as individuals, communities, other groups and/or organisations, across the city so that they can share their knowledge, offers the potential for identifying where improvements to the city could be made and in making change happen.

We hope that these early discussions have initiated or strengthened collaborations and networks across the city between different groups and individuals to continue the work of understanding what makes for a good life in Stoke-on-Trent. We aim, over the next few months, to incorporate an analysis of our own research in Stoke-on-Trent into these workshop discussions and to publish a further, more comprehensive, report.

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11 July 2017

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11 July 2017

Acknowledgements

We would like to thank all those who attended the workshop and contributed to the discussions. In particular, we would like to thank Joan Walley for her thoughtful contribution throughout the workshop, Chloe Graham and Jonny Mallinson of the Innovation Unit for helping with facilitation and Councillor Randolph Conteh and his team for their advice and support. Finally, our thanks go to the many individuals and residents who gave their time to talk to us about their city.

This project took place within the Centre for the Understanding of Sustainable Prosperity (www.cusp.ac.uk) and is funded by the Economics and Social Research Council.

Organisations represented at the Workshop:

- 1000 lives
- Aldersgate Group
- Appetite
- B-Arts
- Beth Johnson Foundation
- Cobridge Community Group
- Church Action on Poverty
- Feral State
- Human-Nature Escapes
- Intu
- Keele University
- Letting in the Light
- Port Vale Foundation
- Saltbox
- Staffordshire University
- The Star Academy, Sandyford
- Stoke-on-Trent City Council
- Stoke-on-Trent Age Friendly City Board
- Stoke-on-Trent and Staffordshire LEP
- The Trussell Trust

Attending from CUSP:

- Kate Burningham
- Mark Ball
- Phil Catney
- Ian Christie
- Tim Jackson
- Alise Kirtley
- Catherine Koch
- Katt Skippon
- Carmen Smith
- Susan Venn
- Jon Ward

Appendix A:

Presentation: What makes for a good life in Stoke-on-Trent? Introducing our research and learning from you”— Dr Kate Burningham, Centre for the Understanding of Sustainable Prosperity, University of Surrey



What makes for a good life in Stoke-on-Trent?
Introducing our research and learning from you

8 May 2017
Stoke-on-Trent



Overview

- Situated understandings of the good life
- Current research in Stoke-On-Trent
- Emerging findings from focus groups
- Over to you...

Our project : 'situated understandings of the good life'

- An environmentally sustainable society has to enable people to live a decent or good life.
- What does this mean to ordinary people?
- How are understandings informed by aspects of locality and along existing lines of social difference?
- Focus on diversity and consensus within and between different places
- In depth case studies: Stoke-on-Trent; Hay-on-Wye and Woking

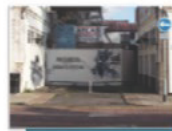


Current research in Stoke-on-Trent

- Desk based scoping
- Key informant interviews: learning from local knowledge; building networks
- Focus groups: understanding what it means to live well in Stoke-on-Trent
 - Older people
 - Young men NEET
 - Working families
- Stakeholder workshop : sharing insights, developing implications



Four men aged 19-22, not working, in education or training. Two living with their families, two temporarily housed in a local hostel.



Lost in Stoke-on-Trent

- Lack of opportunities
- Divided city
- Loss of motivation for change and reduced aspirations

"You either make it or you don't"

"It is who you know, not what you know"



Improving our place

- Help the homeless
- Reduce inequalities
- Re-introduce 'respect'

"That is how you are meant to be brought up with respect for people."

"Everybody deserves an equal chance."



Aspirations

- Low key
- For a 'normal' life
- To be heard

"Like get a job and money, have family, children, a house, car whatever and just get on with your life and sort my pension scheme out."

Eight men and women, aged 49 to 62. Unemployed, or working part-time. All but one longterm residents.



Reflecting on Loss

- Identity
- How city used to be and look
- Opportunities
- of motivation for change/reduced aspirations

"I walk around and look at all the shops, and I think it's sad to see them all closed because they look like lovely buildings, but just all boarded up."



Acknowledging strengths

- Heritage and culture
- Green spaces
- Friendliness
- Skills

"So there's loads of green areas, it's a great place to live, it's got fantastic potential. Partly, because of the history, we've got fantastic heritage."



Offering solutions

- Use existing resources to improve city for next generations
- Promote good things about the city

"It just needs to sell itself better. It needs someone with a big vision of something and say, 'Look, let's be positive about the city promote it a bit more.'"

Twelve men and women, aged 28-45. All worked full time and had families, majority worked outside the city.



A city in decline

- Reduced wages
- Visible sense of decline and underinvestment
- Places to go

"It's all down to money I think, a lot of retail sectors in the main towns aren't what they used to be. You can't buy a pair of shoes in the town where you live, but there are takeaways, pubs and charity shops"



Main strengths

- People and community
- Sense of humour
- There are nice places to go to

"Friendliness comes from the industry, you drink with the same people you work with, you live in the same street as people you work with, everybody knows everyone."
"People stay in the same town"



Change in the air

- Employment out of city, live in it
- Shifted identity
- Promote location, invest in it

"I have a strong identity, but it's a different one"
"I know lots of kids from deprived areas don't want to be like their mums and dads, my mum worked in a potbank but I want to be something better".

What makes for/would make for a good life here?

- Sufficiency
- Relationships and social life
- Opportunities
- Others seeing the city the way we do
- Respect

"Live within your means. Not to get into debt. Yes, if you can't afford them, either save up for the next month or go without."

"Just perhaps for the next generation. The future for, like I say, my children and my grandchildren."

"Get people to believe in Stoke-on-Trent".

"That is how you are meant to be brought up with respect for people, you know what I mean."

Over to you....



Breakout Session 1: Responding to our research

Reflecting on what we have presented, and the extracts from focus groups on your tables, consider:

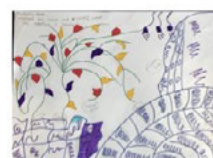
- How do our initial observations relate to your local knowledge and experience from living/working in Stoke-on-Trent?



Over to you....

Breakout Session 2 Towards a good life in Stoke-on-Trent

- What assets does Stoke-On-Trent already have?
- What improvements are possible to make Stoke-on-Trent a better place to live?



Appendix B:

Presentation: Implications of our work for Stoke-on-Trent, how messages from workshop can be taken forward locally – Councillor Randolph Conteh, Stoke-on-Trent City Council.



Presentation for Workshop
Quality Hotel, Monday, 8th May, 2017

Cllr Randy Conteh, Cabinet Member Housing,
Communities and Safer City

City Council Strategic Priorities

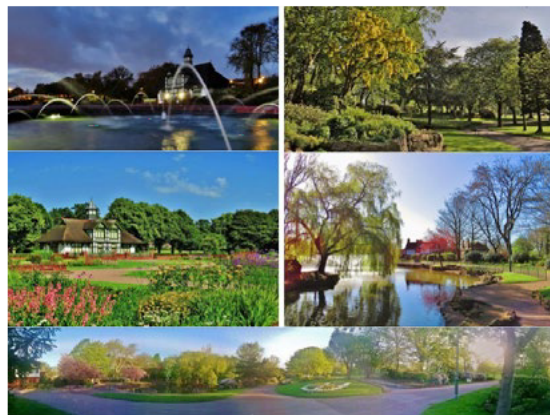


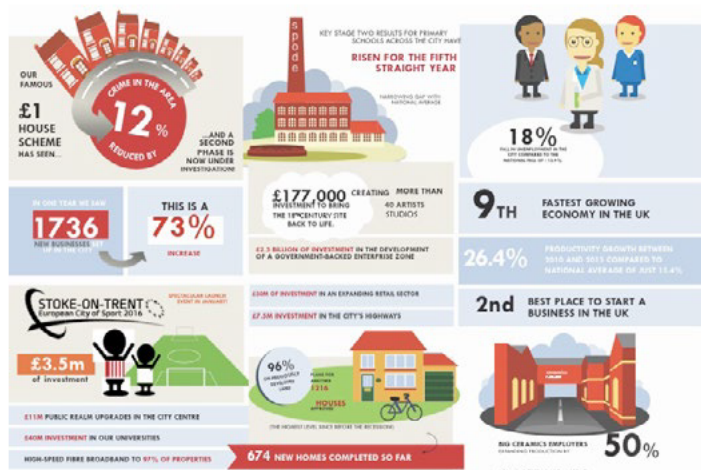
Parks and Greenspace

- The Volunteer Delivery Officer role currently helps to support/or developing the following:
 - Volunteers in parks and countryside sites
 - Traineeships, a placement for learners not yet ready for apprenticeship
 - Apprentices, NVQs
 - OCNs Horticulture
 - Machine training to an accredited standard.
- 5 Park Liaison Officers across the city apply for funding to help keep the parks sustainable, support user groups including Fishing clubs, bowlers, friends of groups, tennis leagues and ensure that events are well planned and safe.
- Allotment officer supports 25 self-managed sites and that the 55 council site plots are leased out and well maintained.
- 85 play areas in the city which we manage and maintain.

Parks and Greenspace

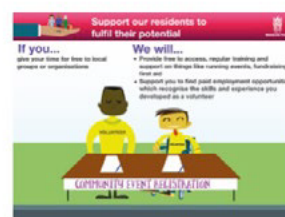
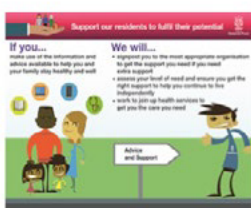
- A dedicated team keeping the 27 countryside sites to a safe accessible standard rich in biodiversity, with a events programme for schools and the public.
- Dedicated weed killing team who go out on quad bikes city wide keeping weeds to a minimum including Japanese knotweed weed
- There are 7 city parks with green flags including Park Hall Country Park, Fenton, Longton Park, Central Forest Park, Burslem, Whitfield Valley, Carmounside Cemetery.
- Streetcare and Greenspace also maintain 22 closed church yards.
- Maintain 13 bowls greens and cut and mark 23 football pitches.
- Have been successful in securing HLF funding for the restoration of Burslem and Hanley Park.





Data from October 2016

The Community Pledges



Community Investment Fund

The Community Investment Fund will offer one-off capital investments. Capital expenditure is defined as spend that results in the acquisition, construction or enhancement of long term assets. This includes tangible assets (such as buildings, plant or equipment) and intangible assets (such as computer software licences) that have a lasting value.

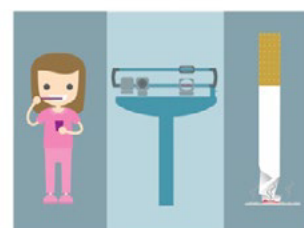
There will be two funding pots:

Fund objective	Minimum and maximum award	Maximum funding period
Small Ideas – develop a new idea to address our priority areas	£500 – £2,000 plus training and support from the Local Matters Team	1 year
Start-up – a local project that will lead to a lasting legacy in the community	£2,000-£10,000 plus training and support from the Local Matters Team	1 year
Big Ideas – a larger scale project which has the potential to deliver significant improvements in an area and reduce demand on council services	£10,000-£50,000	3 years

The fund will open in June 2017 with a launch event on Wednesday 28th June, 3-7pm, Kings Hall



Public Health





Oral Health

Number of children FREE from tooth decay at age 5 has increased from 57.7% in 2007/8 to 70.7% in 2014/15

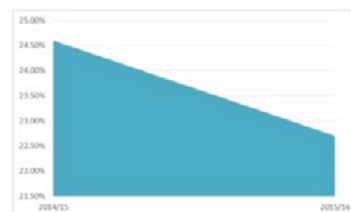


We give out a Brushing for Life pack to all new mums and babies in the city, ensuring that good oral health hygiene is practiced from birth



Obesity

Prevalence of obesity has fallen from 24.6% to 22.7% between 2014/15 and 2015/16

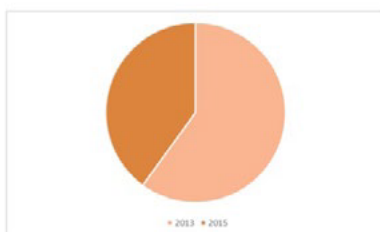


We commission the Food for Life programme in primary schools which takes a whole school approach to healthy eating. Staff and students grow, cook and eat their own produce, invite communities into the school for meals and learn about food through the curriculum



Smoking

The number of schoolchildren smoking has decreased, from 6% in 2013 to 4% in 2015



We use an evidence-based programme to train young people up as peer educators on the harm caused by smoking tobacco



Cooperative Working Celebrate our achievements

- We have supported 13,371 individuals to live their life well, including 7,438 aged under 18 years.
- Nine out of ten service users reported an improvement in their ability to live independently.
- Through JET, Cooperative Working has supported 702 service users with advice and training, resulting in 305 job starts.
- A significant number (44%) of Level 4a (safeguarding - children in need) cases saw a step down to Level 3 (early help) or below. 60% of Level 3 cases saw a step down to Level 2 or below.



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A prosperous society is concerned not only with income and financial wealth, but also with the health and wellbeing of its citizens, with their access to good quality education, and with their prospects for decent and rewarding work. Prosperity enables basic individual rights and freedoms. But it must also deliver the ability for people to participate meaningfully in common projects. Ultimately, prosperity must offer society a credible and inclusive vision of social progress. The over-arching goal of CUSP is to contribute to that essential task.

From: Andrew Brunt
Sent: 14 July 2017 12:50
To: Andrew Brunt
Subject: Strict embargo: Stoke-on-Trent named as UK City of Culture 2021 finalist

Please adhere to the strict embargo on this news release.

STRICTLY EMBARGOED UNTIL 10.30pm Friday 14 July

Friday, July 14 2017



NEWS RELEASE

Stoke-on-Trent named as UK City of Culture 2021 finalist

Businesses, community groups and civic leaders are celebrating Stoke-on-Trent being named as a finalist for the UK City of Culture 2021 title.

The news today sees the city edge one step closer to scooping the coveted accolade, after an announcement by the Department for Digital, Culture, Media and Sport. There are just five cities left in the competition – Stoke-on-Trent, Coventry, Paisley, Sunderland and Swansea – after six others failed to make it through to the final round. The winner will be announced at the end of the year.

Hull holds the title of UK City of Culture for 2017, and the designation has seen 6,400 jobs created in the city in five years; a £3.3bn investment since 2013; and has repositioned the East Yorkshire city by strengthening its visitor economy.

A number of partners are already heavily involved in Stoke-on-Trent's bid which is being led by the city council – including The Sentinel, Staffordshire University, Keele University, Newcastle-under-Lyme Borough Council, the Local Enterprise Partnership, arts organisations across the city and a host of others. Residents and businesses are being encouraged now more than ever to get behind the bid.

Stoke-on-Trent City Council leader Dave Conway said: "This is fantastic news – everyone has worked so hard to get to this stage, it has really galvanised the city."

City council deputy leader Abi Brown, who is chair of the city's bid added: "We are absolutely delighted to be shortlisted to be UK City of Culture in 2021 and will now be working hard to make our final bid the very best it can be. Winning would be the start of a legacy with far-reaching impact that benefits the whole city – it will bring more jobs, more visitors, more top quality cultural activity, boost skills and capacity and increase

collaboration, pride and self-confidence across Stoke-on-Trent and beyond. We now need to build on what we've done so far to achieve a strong, ambitious final bid that shows the UK exactly what Stoke-on-Trent can do. We know that this is a unique, fantastic city and want to make sure everyone else knows it too."

The announcement on the shortlisted cities follows a meeting of the UK City of Culture independent advisory panel.

John Glen, Minister for Arts, Heritage and Tourism said: "We have received strong bids from across the UK and now have a fantastic shortlist of five that reflect the diversity and cultural ambition of our towns and cities.

"I want to congratulate all eleven bids which offered brilliant examples of how to celebrate their own unique culture and heritage, and showed just how prestigious and coveted the UK City of Culture is.

"The strength of the competition showed us how valuable our cultural assets are to our towns, boosting tourism and jobs in local communities. I have seen first-hand how Hull has embraced its status as City of Culture 2017, and how beneficial it has been for the area. I am looking forward to seeing what will come in 2021."

Phil Redmond, Chair of the UK City of Culture panel said: "The quality, commitment and enthusiasm that came across from the eleven bidders made deciding a shortlist to recommend to Ministers as difficult as it was for the two previous UK City of Culture competitions. The appetite for using culture to bring about regeneration and to strengthen communities is clearly stronger than ever. Overall the panel thought that five cities' bids showed the potential to deliver a UK City of Culture 2021 programme. I want to thank all eleven bidders for all their work and look forward to final bids from Coventry, Paisley, Stoke-on-Trent, Sunderland and Swansea later this year."

Paul Williams, who is part of the bid team, said: "This is the best news. Winning is a wonderful opportunity for Stoke-on-Trent to change the way it is viewed within the UK and to accelerate the growth of the local economy. The bid for UK City of Culture 2021 is for the whole city and neighbouring areas and it shows what we can do collectively. We now call on everyone to really back the bid and believe that we can win and deliver an amazing transformational year for the city."

Keele University pro vice-chancellor David Amigoni, who is chair of the bid's cultural forum, said: "Stoke-on-Trent is a unique place, and has so much to be proud of. We are surrounded by culture and people don't have to look far to experience it for themselves. There are so many interesting and exciting experiences taking place in the city and this is why we believe we should quite rightly be a strong contender for the UK City of Culture 2021 title."

Susan Clarke is part of the bid team. She is Artistic Director for B arts, which last month was successfully awarded National Portfolio Organisation status by Arts Council England. Susan said: "Getting to this stage is the result of much hard work by many people coming together, all to benefit the city. It shows the special artistic quality in Stoke-on-Trent and it's inspiring to see people already being so much more ambitious than they ever would have been before. The bid is definitely bringing out the best of the city's creatives and we want to grow and nurture that for the final round and beyond. Go Stoke-on-Trent!"

A judging panel is expected to visit the city in September and a final bid will be submitted by the end of September. The bid team will also present to a panel in Hull and the winner will be decided and announced in Hull in late November or early December.

Stoke-on-Trent is already benefitting from investment linked to the bid, with Arts Council England committing to supporting more arts groups than it has ever done before in the city through its National Portfolio Organisations programme. The government body has given a total of £4m in funding over the next four years to B arts, the British Ceramics Biennial and the New Vic Theatre. Arts Council England has also awarded £300,000 through its Cultural Destinations programme – the joint highest award for the entire

country – to enable arts and culture organisations to increase their reach by working with the tourism sector.

-Ends-

Stoke-on-Trent is bidding to become UK City of Culture 2021. Find out more information at: www.sot2021.com or follow @sot2021 for all the latest news.

For all media enquiries please contact Section 40 (personal information) **the Communications Department at Stoke-on-Trent City Council on 01782 232671.**

stoke.gov.uk/news

Want to receive press releases, council news or job vacancies by email? Sign up for our online alerts at stoke.gov.uk/stayconnected.

Take a look at a summary of our first stage bid. <http://www.sot2021.com/the-bid/together-we-make-the-city>

Additional quotes are available below:

Councillor Anthony Munday, Stoke-on-Trent City Council cabinet member for greener city, development and leisure, said: “Great credit goes to everyone involved in getting us to this stage. Being shortlisted thrusts us even more prominently into the national limelight – where Stoke-on-Trent rightly belongs. It also means that it is more important than ever that we continue to build on this fantastic momentum and I urge everyone to come forward, pledge their support to the bid and shout about how winning the title will continue to tell our city’s success story now and for the future.”

Martin Tideswell, Editor-in-Chief Staffordshire Sentinel News and Media, said: “I’m absolutely delighted that Stoke-on-Trent has been shortlisted for the title UK City of Culture 2021. *The Sentinel* has been behind the bid since the very beginning and has supported it consistently with editorial, special publications, social media and films. Our hashtag is #localandproud because we are extremely proud of our city and its people and we feel we have a lot to shout about. This is a huge opportunity. Whatever happens now I sense that the local narrative has changed and I’m delighted *The Sentinel* is playing a part in that change. Positive, aspirational conversations are taking place, partnerships are being forged. There’s a genuine appetite to talk Stoke-on-Trent up as a great place in which to live and work, to take pride in our cultural assets and host and stage spectacular events. This is a win-win for everyone. There is no cavalry to transform our fortunes. We are the cavalry.”

Emma Bridgewater, British ceramics manufacturer, said: “Stoke-on-Trent is the place to make and create – so what better candidate for UK City of Culture 2021! I’m delighted to hear this most creative, resilient and cheerful of cities has been shortlisted as it absolutely deserves to be renowned for its tremendous cultural heritage and the wonderful opportunities available here.”

Local historian Fred Hughes said: “As far as the bid document itself is concerned, it is a most considered and well put together submission. It demonstrates all the reasons why Stoke-on-Trent should be UK City of Culture 2021.

“If we go on to be successful in winning the bid, it will take Stoke-on-Trent to another era; something that will be so special for the city that everyone will want to take part and enjoy it.

“It still is important that people in Stoke-on-Trent embrace the bid. It is essential that we all take part in it. The idea of having a city of culture is that it takes in all aspects of our communities. Everyone should be willing and wanting to promote Stoke-on-Trent as a great city of culture.”

Benedict Hugh McManus, 37, chief executive officer of Wavemaker, which supports makers, artists, entrepreneurs and businesses, said: “We are so proud but always knew this would be the case. Now it’s time to make our future!”

Chris, a young digital maker who has worked with Wavemaker, said: “Being shortlisted is really exciting and I hope it means we get to share more great things about our city with everyone else.”

Jonathan Bellamy, chair of the Stoke-on-Trent city centre partnership, said: “This announcement is of course great news! It is confirmation that the nation increasingly recognises our incredible cultural contribution and the passion with which we can champion it. We have a unique ceramic history at our core, but beyond that we boast today of a rapidly growing cultural expression that is starting to invigorate our Stoke-on-Trent economy. Artistry, animation, diversity and creativity are seen as vital assets to the future development of our city and we are the perfect choice to showcase such vision, action and regeneration into the next decade.

“Having got through the qualifying round, perceptions of our city are now being changed and we should press on confidently into this final season of the competition. It’s time for Stoke-on-Trent to rise and be seen as the innovative place to invest into and be located in; to generate media headlines about our excellent industry, design, skills and talent pool; and to fire a renewed awareness and pride in our amazing heritage of innovation and creativity.”

John Young, Michelin Tyre managing director UK and north Europe, said: “The cultural heritage of Stoke-on-Trent is impressive, but I believe the city needs to be firmly focused on the future – which is why we are absolutely thrilled with this shortlisting. This takes us one stage closer to the very real business benefits that City of Culture status can bring, and we would urge residents, companies and politicians to get behind the next stage of the process. Michelin is investing in Stoke-on-Trent because we believe in the city and its people. We also believe that being named as UK City of Culture 2021 could be a fantastic springboard to a very bright future.”

Paul Francis, general manager at intu Potteries said: “We are delighted to hear the news that Stoke on Trent has been shortlisted for the UK City of Culture 2021. This will give a huge boost to the businesses and community in and around Stoke on Trent. intu Potteries is at the heart of the community and we will continue to support the city through into the next stage and into the final stage. The growth of intu Potteries is intertwined with the growth of the Stoke on Trent region; and this news will surely help put city on the map, bring new businesses to the area and attract new people to our wonderful and vibrant city.”

Sara Williams, Chief Executive at Staffordshire Chambers of Commerce said: “This is fantastic news for the city and the business community. This announcement shows that Stoke-on-Trent is prime for investment and demonstrates a real commitment to the unique culture and history of this prosperous and exciting city. We need to continue the momentum of building on the initial bid and to create an ambitious final bid to win the UK City of Culture 2021 accolade!”

Stoke-on-Trent’s first ever Member of the Youth Parliament Ash Moran, 12, said: “Stoke has always been a cultural place, with the Potteries, theatres and museums. Becoming the City of Culture would be a great way of renewing the culture and encouraging more visitors to the city, plus there would be many more opportunities for young people to get involved in cultural activities.”

Iain Cartwright, executive director, British Ceramics Biennial, said: “We welcome the chance to further demonstrate that Stoke-on-Trent is an exceptional city; exceptional in that it is founded on cultural endeavour and activity – the Potteries; exceptional in leading the ‘march of the makers’, a hotbed of innovation and creativity. British Ceramics Biennial (BCB) has always striven to showcase these attributes.

“Winning the UK City of Culture 2021 designation would be a further boost to the city’s fortunes as it faces the future with shared ambition and drive. This announcement will provide an impetus for BCB and its partners, an affirmation for the city, and galvanise it in continuing to work together in extraordinary ways to achieve the best possible result for residents and visitors alike.”

Gabriella Gay, who owns Valentine’s Curious Closet – a vintage shop in Stoke, and is Stoke’s Poet in Residence, said: “You can see how all arts organisations have come together and are putting forward all their amazing cultural activities; it’s very exciting.

“Businesses and a lot more people are finding out about culture, people are really taking an interest. This includes in my shop – a much larger and diverse range of people are coming through the door. We have a UK City of Culture placard in our window and people are asking about it. Initially people are sceptical, but when they stop and think, they recognise the cultural activities in the city and our heritage.

“More people are attending poetry readings and events, there are packed rooms in the library. This is very exciting, more people are open to it. The bid has really galvanised people and we’re all singing from the same hymn sheet now.”

Theresa Heskins, New Vic Theatre artistic director, said: “Visiting Hull earlier this year gave me an insight into what City Of Culture designation can do for a place. Just being part of the bidding process for 2021, I’ve already seen a transformation in our area. A new sense of self-belief in the way we talk about ourselves. A new excitement in the way the rest of the country talks about us. So what great news to hear that we’ve been shortlisted for the next stage in the UK City of Culture 2021 process. We know that creativity is central to who we are. This is a place with a vibrant cultural life – driven by local people, local artists and local organisations. The City of Culture bid is a brilliant opportunity for us to share this amazing place with friends old and new.”

Rachel Austin, Regional Station Director, Wireless Group GB (Signal 1 & 2) said: “Being shortlisted for City of Culture will have a positive impact on Stoke-on-Trent and will show the rest of the country what’s great about our area; its heritage, its people and its pioneering spirit. We’re proud to be supporting Stoke-on-Trent’s bid for UK City of Culture 2021.”

Anna Francis, artist, associate professor at Staffordshire University and director at AirSpace Gallery: “The secret’s out! Now everyone’s going to know what we knew already: that Stoke-on-Trent is a true city of culture. Being shortlisted is brilliant news for the city.”

Katie Leonard, member of the Stoke Cultural Education Partnership, lecturer at Staffordshire University and education programme manager at the British Ceramics Biennial, said: “This is a fantastic opportunity to showcase high quality arts and culture for every child to be inspired by, leading to creative learning pathways for all children and young people in Stoke-on-Trent; the City of Makers.”

Deborah McAndrew, creative director, Claybodytheatre said: “Being shortlisted for UK City of Culture 2021 acknowledges Stoke-on-Trent’s rich cultural heritage and points towards a really bright future. It’s a very exciting time for this special city and I believe we would be a worthy winner.”

Emily Whitehead from Simply Staffordshire said: “For culture in Stoke-on-Trent to be recognised by being shortlisted for UK City of Culture 2021 is truly inspirational. Together we make this city and now our voice can be heard by all.”

Mel Sherratt, bestselling author, said: “I’m so pleased that Stoke-on-Trent has been shortlisted! I’ve seen the positive impact that City of Culture has had on Hull this year and I want that for my hometown. We have so much to offer - it’s a place steeped in culture and warmth and it’s that passion and heart that pours into my writing.”

Emma Bailey, ceramic designer at Emma Bailey Ceramics said: “It’s fantastic that the city has been shortlisted in the bid to be the next UK’s City of Culture. It’s time now to show that Stoke-on-Trent’s a strong contender, with a rich heritage and full of passionate creative people. This will put the city back on the map; where it belongs!”

Anita Harris, ceramic designer, at Anita Harris Art Pottery, said: “This is absolutely fantastic news and like many others I could not be more excited about being shortlisted. Stoke-on-Trent deserves this; we are a powerhouse of talent in so many areas and some recognition is long overdue.”

Dan Townley, actor and radio presenter on 6 Towns Radio said: “I’m delighted that Stoke-on-Trent has been shortlisted to be UK City of Culture 2021! To me, the city is the epitome of culture and it’s incredible that people are realising (and embracing) this. Stoke-on-Trent really is the place to be and I couldn’t be prouder of my home city.”

Lindsay Bainbridge, photographer and artist, said: "As a Stokie, I'm so proud of our heritage. I think we're experiencing a cultural renaissance in Stoke-on-Trent and City of Culture status can only accelerate this. Keeping our amazing history alive can only inspire greater things for our future. Being City of Culture would be an amazing platform for this."

Section 40 (personal information)

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Section 40 (personal information)

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www.stoke.gov.uk

From: Section 40 (personal information)
Sent: 19 June 2017 13:21
To: Section 40 (personal information)
Subject: Learning Disability Week to focus on employment

Monday, June 19, 2017



NEWS RELEASE

Learning Disability Week to focus on employment

Businesses are being encouraged to come forward to offer employment opportunities to people with a learning disability.

Placements are needed in workplace settings within Stoke-on-Trent to help to improve their employment chances.

The city council has arranged a number of events during Learning Disability Week – which starts today and runs until Friday – to break down barriers and challenge perceptions.

A new online radio show launched today (Monday) with 6 Towns Radio. The programme is hosted by adults with a learning disability to bring the community together and inform people about local activities and groups, as well as new opportunities available.

Listeners are invited to contribute to topics to be discussed – enabling the whole community to get involved.

Lord Mayor Ross Irving was joined by Stoke City FC legend Neil 'Nello' Baldwin to formally open the awareness week live on the show. They then travelled to Duke Street Day Service, in Heron Cross, to take part in a coffee morning with service users.

One service user is already benefiting from finding paid employment with the support of the city council.

Daniel Murphy, from Birches Head, started working at the home furnishing retailer Dunelm, in Stoke, on a voluntary placement in November 2016. He has now progressed to paid work since March this year.

The 31-year-old said: "I love working at Dunelm – the customers and staff are friendly. It's given me more confidence and I now work two days a week."

Councillor Ann James, the city council's cabinet member for health and social care, said: "Learning Disability Week is a fantastic opportunity to highlight the day-to-day issues faced by people with learning disabilities, as well as the successes of our service users.

"The week's programme aims to celebrate the work and activities available for people, and to understand any current gaps in the market. It is also a chance to signpost those with a learning disability into established community activities and to break down barriers and challenge perceptions.

"Daniel's story is a brilliant example of how people's confidence can thrive in the workplace, and I would encourage all businesses to think about how they could offer the same kind of opportunities."

-Ends-

Stoke-on-Trent is bidding to become UK City of Culture 2021. Find out more information at: www.sot2021.com or follow @sot2021 for all the latest news.

For all media enquiries please contact Section 40 (personal information) **in the Communications Department at Stoke-on-Trent City Council on 01782 232265.**

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