



The Hereford bid for City of Culture 2021 is a unique bid because it encompasses the whole of Herefordshire, and is not just limited to the county capital. As a county we are inherently proud of what we have to offer and winning the bid would not just have a positive and fundamental impact on our culture and economy, and it would entice degree level students to the county. With NMiTE looking set to draw more people to the county from 2017 this is a very exciting time to get involved, and help to win the bid for City of Culture 2021.

The key messages for the bid are:

1. The Hereford Bid is being led by a dynamic coalition of cultural organisations and businesses that have come together in the belief culture is key to the growth and prosperity of the city and region. The bid is supported but not led by the council.
2. Hereford is an ancient compact city at the heart of a rural county full of cultural activity of many different kinds - from local music festivals and poetry to digital design and artist blacksmithing.
3. The City of Culture Bid will place Hereford at the heart of a county of culture and the county's network of market towns and villages will be fully engaged in developing and delivery.
4. Herefordshire faces major challenges: geographic, demographic and economic but the cultural community shows amazing resilience, resource and ambition.
5. The mix of cultural activity across the region is diverse and inclusive. The City of Culture Bid will build on highly effective schemes to promote well-being in young and older audiences through engagement with the arts. The bid will build on the commitment to inclusivity of cultural organisations. Participation for many of the existing audiences is about good living and well-being not going to an arts event. It will turn inside out to the world the incredible richness of arts activity already going on within cities, towns and scattered communities. It will build on a long tradition of cultural activity but also drive innovation and introduce new audiences to new work of exceptional ambition and experiment.
6. Herefordshire is already showing its appetite for ambition by the creation of the Rotherwas Enterprise Zone and coming behind plans for an extraordinary new University NMiTE focused on technology and engineering which should have its first cohort of students by 2021. Further developing the area's cultural offer is vital to the University's successful recruitment
7. We want to draw a modern mappa mundi with Herefordshire writ large!

Visit www.herefordcityofculture.org for more details