

# Capital of Culture





# Why we settle the bid but not close it



**As the bid settles the bid, we are not closing it. Terry Ginnier considers why we lost**

As I write this, Major has not yet won the 1997 General Election. We lost it, but we came a lot closer to winning than Major did. In fact, the chairman of the judges, Sir John Gifford, said that we were "very close" to lifting the title, based on an impressive arts infrastructure and a multicultural population. Sir John said that we were "very close" to lifting the title, based on an impressive arts infrastructure and a multicultural population. Sir John said that we were "very close" to lifting the title, based on an impressive arts infrastructure and a multicultural population.

## 1. Birmingham as a region

"How do you see Birmingham as the region?" Sir John asks. Birmingham's decision to involve the whole of the West Midlands region in its bid dodged the regional jewels like Stratford and Ironbridge. How could you not do that? even in a region as big as Birmingham? entry under a "West Midlands" logo?

The decision to bid from Birmingham was not a foregone conclusion. It was a decision that had to be made. The bid was not a foregone conclusion. It was a decision that had to be made. The bid was not a foregone conclusion. It was a decision that had to be made.

But the strategy implied a lack of confidence that the city, as a whole, was not ready to bid. The bid was not a foregone conclusion. It was a decision that had to be made. The bid was not a foregone conclusion. It was a decision that had to be made.

## 2. Architecture

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Compared to Liverpool, where no one could see the streets and the evening news, the streets and the evening news were a constant presence. The bid was not a foregone conclusion. It was a decision that had to be made. The bid was not a foregone conclusion. It was a decision that had to be made.

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## 3. The bid

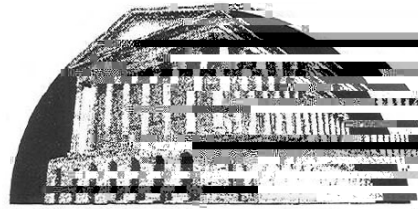
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The **Birmingham Post**

John Frederick Fock...

1987

# Dashed hopes but positive lessons

The United Nations Year of Civilised behaviour demands that we accept defeat with a good grace, and when it comes to bidding for Government favour, Birmingham has done worse than most.

European Capital of Culture brings with it suspicions, but in a competition which, in this case, was not thought to be about finding the city most in need of regeneration.

But that is beside the point. What is vital now is that we take from the bidding process what positive lessons we can in pressing on with regeneration of our city.

There is much to take from the bidding. According to Sir Jeremy Laroche, chairman of the judging committee, Birmingham's strong artistic infrastructure and multi-cultural atmosphere were its main strengths. But we need to take note of his criticisms as well.

Perhaps the awkwardness of winning to a region of five million people, and the focus on the city was not adequately thought through.

And while the need to regenerate Birmingham has been included in the national strategy, it has not been included in the budget. We must press for a change in the way that the Government spends its money. We must press for a change in the way that the Government spends its money.

It is not easy to be a team which has done something about Birmingham. However, the city has shown its ability to do something. Birmingham is a city which has shown its ability to do something. Birmingham is a city which has shown its ability to do something.

People travel abroad these days and know what constitutes the best, whether in architecture or in the way of life. Birmingham has a long history of architecture and the way of life. Birmingham has a long history of architecture and the way of life.

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# Region to be proud to be a European Capital of Culture in 2008

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