

UK Town of Culture 2028 Competition
Expression of Interest (EOI)

West Bridgford, Nottinghamshire



West Bridgford's Grade II listed Bridgford Hall at the heart of the town centre

SECTION 1: BID INFORMATION

1.1 Contact Information

Please provide contact information for the single point of contact for your bidding team.
Name, Position, Team / Organisation, Telephone Number, Email Address.

Cllr Jonathan Wheeler
Cabinet Portfolio Holder for Transformation, Leisure & Wellbeing
Rushcliffe Borough Council
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1.2 The Bidder

Please provide information for the bidder. With reference to the definitions of the Accountable Body and Delivery Body in “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. You should include information on who the lead bidder is and who the key partners are.

Accountable body: Rushcliffe Borough Council supported by James Naish MP.

Deliverable body: Rushcliffe Borough Council in conjunction with community partners.

1.3 The Geographical Area

Please specify the geographical area that you are bidding for, with reference to the relevant geographical boundary designations. You may want to note the town categories set out in the “UK Town of Culture 2028 Expression of Interest: Guidance for bidders”. We will use your geographical area’s population size to categorise your bid.

West Bridgford has a population of approximately 40,000 and is classed as a medium town for the competition.

SECTION 2: YOUR STORY

2.1 Vision

West Bridgford is a town defined by the close and distinctive relationship between people, place, sport and everyday culture. Situated just south of Nottingham, lying along the banks of the River Trent, it blends the feel of a confident local community with the presence of internationally recognised sporting venues. This unique proximity between global sport and daily life has shaped the town's identity for generations, influencing how local people experience culture and how the town contributes to the national story.

Trent Bridge Cricket Ground and Nottingham Forest Football Club are central to this identity. Both have played significant roles in national sporting heritage while remaining deeply rooted in West Bridgford's residential streets, parks and businesses. Matchdays and major tournaments spill into the town's public spaces, generating rituals, traditions and shared moments that are cultural as well as sporting. These experiences create a sense of belonging and pride that forms part of West Bridgford's collective memory, demonstrating how sport can act as a cultural anchor and inspire the next Mary Earps, who grew up in the town. Rushcliffe Borough Council promotes a Sports Charter, joining up the sporting networks to aid economic growth, tourism and the more general visitor economy while celebrating and supporting grass roots through to professional sports.

Yet its character is shaped by much more than sport. Its green spaces, such as Bridgford Park and the croquet lawn, offer a rare blend of leisure, nature and social connection at the heart of the town centre. Independent cafés, restaurants and retailers animate the high street, supported by a proactive Council, West Bridgford Local Area Forum and Central West Bridgford Community Association, which strengthens local identity and celebrates community values. Together, these elements create a town where culture is lived every day - on the high street, in parks, across neighbourhoods and in the shared moments that knit people together.

Our UK Town of Culture 2028 programme will celebrate this rich story by creating a cultural year rooted in participation, pride and movement. It will bring to life themes of shared experience, wellbeing, food and hospitality, civic identity and the interplay between global events and local lives. It will also realise further social inclusion. Whilst West Bridgford has such strong connections and popularity, there are parts of the wider communities that engage less and this bid will reach out to them and many more people who may not normally participate in a wider cultural offer.

Town of Culture 2028 will raise the profile of West Bridgford by showcasing it as a place where culture is not confined to traditional venues but embedded across public space, sport and community life, boosted by Nottingham Forest's aspirations for a 50,000 capacity stadium planned to start later this year. It will improve understanding of the town's character, celebrate what local people value, and position West Bridgford as a national cultural destination. This sense of place and identity can also embrace and make an opportunity from the outcome of Local Government Reorganisation(LGR) later this year. It can utilise the Council's investment in grass roots sport, further place making and extensive and sustainable housing growth. This matched with positive relations with the Mayoral authority, local MP James Naish and regional priorities means it can heartbeat further into the national and international eyeline as a cultural centrepiece of the UK.

As one of West Bridgford's most famous sporting custodians Brian Clough might have said: "I wouldn't say this was the best bid in the competition, but it's in the top one."

2.2 Local Needs

West Bridgford is a prosperous and confident town, but like many places it faces challenges that a UK Town of Culture programme could help to address. One key challenge is ensuring that the town centre remains vibrant, resilient and relevant in the context of changing retail patterns, hybrid working and shifting visitor behaviours in line with any potential identity lost with LGR. While West Bridgford benefits from strong footfall linked to sport and events, there is a need to extend dwell time, encourage repeat visits and ensure that cultural activity supports independent businesses year-round and appeals to wider audiences.

The bid would build upon and extend a strong events programme driven by the Council and local partners. It would also seek opportunities to diversify the non-sporting offer of iconic stadia at the City Ground and Trent Bridge, building upon previous successful growth into live concerts and events.

Another priority is ensuring that cultural participation is inclusive and visible. Although West Bridgford hosts a range of successful events, participation can still be uneven, with some groups less likely to engage in traditional cultural activity. Young people, families with limited time or resources, and those who do not identify with formal arts provision may not always see culture as something that is for them. Sport provides an important gateway, but there is an opportunity to connect this more deliberately to creative activity. Therefore focus would include broadening existing community networks to listen and create new local events including with groups such as the West Bridgford Drama Society, Lady Bay Arts Festival Group, West Bridgford & District Local History Society and an array of wonderful community groups at the town centre's Lutterell Hall.

The town also faces the challenge of ensuring that growth and change do not dilute local identity. Consultation through the West Bridgford Commissioners' work highlighted a strong desire among residents to protect green spaces, maintain quality, and retain a sense of distinctiveness rooted in place. Culture has a key role to play in reinforcing this identity while allowing the town to evolve.

This bid aligns closely with existing local strategies which focuses on increasing footfall, strengthening place identity and supporting the high street through coordinated events and marketing and embracing the Lady Bay neighbourhood's new pedestrian and cycle route over the River Trent, Waterside Bridge.

The programme would target:

- Residents of all ages, with a particular focus on families and younger and older generations for the well-established benefits this creates in a community
- Independent businesses and traders, using culture to support economic vitality
- Visitors drawn to sport and events, encouraging deeper engagement with the town and how they can stay longer to visit local attractions or businesses linking with the Council's tourism campaigns.
- Community groups and volunteers, strengthening local capacity and leadership – not least with larger well-established groups such as West Bridgford Colts FC, the largest amateur football club in the UK with over 2,000 members and Hong Kong Notts, established in 2022 to support Nottinghamshire's growing Hong Konger community.

By embedding cultural activity into everyday places and moments, the programme would help address local needs around inclusion, economic resilience and pride of place, while supporting long-term social and economic wellbeing.

2.3 Empowerment

The ideas within this bid have been shaped by a strong tradition of local consultation, partnership working and community engagement in West Bridgford. The West Bridgford Commissioners' process and ongoing engagement with businesses, residents and community groups have all informed a master planning exercise furthering understanding of what matters locally and how it can support the town's culture.

While this Expression of Interest has been developed recently, it builds on years of dialogue with residents, traders, sporting partners and community organisations. The themes of local identity, green space, community life and the role of sport are well established and strongly supported locally.

Local MP James Naish and the Council's recent local engagement highlighted over 81% of respondents supported this bid. Residents and visitors alike value food market events and green spaces and outdoor attractions most highly, matched with high interest in sport and arts. There is clamour too for more outdoor festivals and promotion of existing events so Town of Culture could energise the town's offer to reach even greater audiences and groups.

It also showed the opportunity for the bid to improve connections between the town's culture, heritage and sport in a way not realised before. If shortlisted, the next stage of the bid would place community involvement at its core. Residents, businesses, creative practitioners, sports organisations and voluntary groups would be invited to co-design the programme through workshops, open calls and themed working groups. This approach ensures that the programme reflects lived experience and local aspiration, rather than being imposed by partners.

Community groups would be involved not only in shaping activity, but in delivering it. Opportunities for volunteering, commissioning, programming and stewardship of spaces would be built into the programme from the outset. Particular attention would be given to enabling participation from groups who may not traditionally engage with cultural planning processes.

Accountability would be embedded through clear governance arrangements, transparent decision-making and regular feedback loops with communities and partners. Existing partnership structures, including those linked to the West Bridgford Way, Rushcliffe Business Partnership and town centre management, would provide routes for dialogue and challenge.

UK Town of Culture 2028 would therefore be a shared endeavour for West Bridgford - one that empowers local people to shape how culture is experienced in their town, and leaves behind stronger relationships, confidence and capacity to continue this work beyond the programme's year.

Mindful of the changes that may take place around LGR, the Council and partners would ensure the project's legacy could then be taken forward by local partners already engaged in shaping its activity.

SECTION 3: CULTURE FOR EVERYONE

3.1 Quality and Innovation

West Bridgford's cultural infrastructure is defined not by a reliance on traditional venues but by the quality, adaptability and everyday presence of its public spaces. The town's parks, sports grounds, streets, cafés, library and community facilities already operate as informal cultural platforms, enabling activity that is visible, accessible and rooted in place. This provides a strong foundation for a UK Town of Culture programme that brings culture directly into daily life.

Key cultural assets include:

- Internationally recognised sporting venues, particularly Trent Bridge, the City Ground and the National Water Sports Centre, whose global profile offers a powerful springboard for cultural commissions, performances, and collaborative projects.
- High-quality green spaces in the heart of the town centre, well suited to outdoor performance, installations and mass-participation events and the backdrop of the Grade II listed Bridgford Hall in Bridgford Park.
- A thriving independent business and hospitality scene, ideal for food-led activity, creative takeovers, heritage trails and locally curated cultural experiences such as young markets and further platforms for creativity.
- Community organisations and local heritage partners, such as the West Bridgford & District Local History Society, Trent Bridge Community Trust, Nottingham Forest Community Trust and Friends of Bridgford Park who can animate narratives of place.

The Town of Culture designation would enable West Bridgford to scale up and connect its existing cultural fabric. This includes upgrading established events such as Proms in the Park, Lark in the Park, Film & Food Festival, Lunar New Year, Halloween and Christmas Lights Switch-On - all of which collectively attract more than 20,000 residents annually. It would also complement existing beer and family festivals at Trent Bridge Cricket Ground. For 2028 these would be transformed to host high-profile cultural acts, creating signature moments that attract national attention.

This could extend to include dance inspired by athletic movement, theatre based on local sporting heroes, visual arts collaborations linked to Nottingham Forest and Trent Bridge's global brands, and music-based explorations of fan culture featuring local community singing groups.

The town's food culture would inspire culinary showcases and artist-chef collaborations. Innovation would form a further strand, with opportunities for data-driven art, sports-tech showcases and digital commissions.

Where physical infrastructure is more limited, Town of Culture investment would be used to create temporary infrastructure and pop-up cultural zones, including outdoor stages, mobile exhibition units, creative lighting and digital showcases including an outdoor arts festival. These would not only support the 2028 programme but also help test new models of cultural delivery, informing future permanent improvements.

This approach combines the strength of existing assets with the agility of temporary interventions, allowing West Bridgford to develop a cultural offer that is ambitious, place-sensitive and sustainable beyond 2028.

Together, these interconnected strands would deliver a programme that feels authentically West Bridgford - distinctive, outward-looking, and grounded in the everyday spaces that define the town.

3.2 Opportunity

The programme would create opportunities for learning, skills development and participation that respond directly to local interests and needs. Sport provides a powerful entry point for engaging young people and families, creating opportunities to link creative skills, storytelling, performance and digital activity to subjects that already resonate. Opportunities would include creative skills development, volunteering, work placements and exposure to careers in culture, events and the creative industries. These opportunities would be designed with partners in education, sport and the voluntary sector to ensure relevance and accessibility.

The programme would also create opportunities for communities to come together across age, background and interest, strengthening social connections and shared identity. These social outcomes are particularly important in sustaining community wellbeing and pride of place.

The varied and popular local community groups in West Bridgford provide the perfect base through which to bolster even further opportunities, listening and learning to what has brought them together and what could inspire them to new cultural heights.

Every initiative would speak directly to the needs, hopes and lived experiences of residents - especially young people. This will be achieved through meaningful, continuous engagement rather than one-off consultation. The bid would include youth-led design workshops, school and college partnership forums, and focus groups with underrepresented communities. Creating these participatory platforms will allow aligned learning and skills-building opportunities and spaces to connect across different interests and backgrounds.

Working with the local library, youth groups, voluntary organisations, sports clubs, and cultural partners, it will embed co-production into our planning and this includes addressing barriers like cost, transport, and awareness. By involving local families, faith groups, schools, and resident associations in decision-making, it will ensure the programme reflects the full diversity of West Bridgford's communities, celebrating what makes each unique while strengthening what they share.

Using culture as a vehicle for connection and aspiration will help keep the town cohesive, confident, and future-focused. By grounding the Town of Culture programme in genuine understanding of community needs, it will create a legacy that lasts well beyond 2028 and a more connected, creative, resilient West Bridgford for all. All this in tandem with the using the reputation of Nottingham Forest, Trent Bridge cricket and Nottingham Rugby as a springboard to new heights as part of the Council's Sporting Charter.

Moreover, the bid could work well with the town's master planning work to date and aspirations to pedestrianise its main thoroughfare on Central Avenue with Council investment and potential EMCCA funding streams. This could enhance the physical environment to provide a platform for the events programme and leave a permanent legacy hundreds of thousands of people could benefit from after 2028.

3.3 Accessible

Accessibility would be embedded from the outset, both in how the programme is designed and where activity takes place across West Bridgford. By prioritising public spaces, parks

and familiar settings, the programme would seek to reduce physical, financial and psychological barriers to participation.

Activity would be free or low-cost wherever possible, family-friendly, and designed to accommodate different access needs. Clear information, varied formats and inclusive programming would help reach the widest possible audience, not least in the growing communities in the town who may not have the traditional links with the town centre or local landmarks.

Active co-design with local disability groups, neurodivergent individuals, carers, young people, older residents and community organisations would be vital to ensure that events, venues and communications reflect the needs of users.

The bid would approach accessibility in its broadest sense with equality, diversity and inclusion for individuals and families to ensure wide engagement with the sporting and cultural opportunities and seeing them reap the benefits.

All cultural experiences would follow universal design principles, including step-free access, clear signage, accessible toilets, quiet spaces, and consideration for sensory needs. Written and digital materials would be available in large print, Easy Read, high-contrast and dyslexia-friendly formats, while performances and talks would offer captioning. A fully accessible project micro website would meet WCAG 2.2 AA standards.

The programme would reach the widest possible audience through targeted outreach and neighbourhood-based delivery ensuring appeal across ages, interests and backgrounds.

The bid would centre on telling human stories through sport, pulling at the heart strings of the emotional narrative's communities have in celebrating sporting underdogs and heroes, community volunteers and locals who triumph over adversity.

It would spurn legacies from younger audiences to tell further stories on social media and digital channels, inspire podcasts, documentaries or exhibitions that could make the programme ever more accessible to a larger audience.

3.4 Communication

Among its focuses, the communication approach will celebrate the town's contribution to national life around its sporting legacies as motivation to create new chapters of history stakeholders can relate to, with cultural messaging integrated into matchday and event communications.

Crucially this will be based around two-way communication, not just informing but engaging and building on feedback. Utilising strong ties with partners including East Midlands Combined County Authority, local MPs, Nottingham Forest and Nottinghamshire County Cricket Club, it will ensure audiences - local residents, community groups, businesses, partners, and national stakeholders - are aware of, inspired by, and actively engaged in the programme.

To achieve this, the platforms will be developed to deliver a well-resourced, multi-channel communications plan built on clarity, accessibility, and meaningful participation, using a mix of digital platforms, strong connections with the local media such as West Bridgford Wire and national media, on-street promotion and partner channels.

Securing the bid will see engaging and mapping the audiences further and understanding their changing needs, motivations, and preferred communication channels. For local residents, this will include accessible, community-focused messaging delivered through trusted formats such as local press, neighbourhood newsletters, social media community groups, and in-person engagements. For younger audiences, it will prioritise digital content, short-form video, and interactive storytelling. For organisations and partners with national reach, it will produce professional assets, press materials, and targeted briefing packs that clearly articulate the programme's purpose and value.

A strong visual identity for the programme will ensure recognisability and cohesion across all materials. Key messages will be developed early to ensure consistency of tone and emphasis, while still allowing for customised messaging to suit different audiences and media formats.

It will implement a structured communications schedule that includes regular updates, themed campaigns, and milestone-based announcements. This will build momentum over time, celebrating the sporting and town's heritage, people, and achievements while maintaining strong public interest. Digital presence will include an accessible website, active social media channels, and email newsletters to keep stakeholders informed and provide clear calls to action for participation.

Partnership working will be central to extending our reach, collaborating with schools, cultural organisations, community leaders, faith groups, and local businesses to share messages across their existing networks. It will also engage regional and national media through well-crafted press releases, interviews, feature opportunities, and proactive pitching.

To measure effectiveness, it will set clear KPIs - such as audience reach, engagement rates, event participation, and sentiment analysis - and monitor progress throughout the programme. Insights and feedback will be used to refine communications activity to ensure that it remains aligned with audience needs and crucially encourage pride and participation, showcasing the town's contribution to national life.

The aim would be to ensure that cultural activity is highly visible, clearly signposted and easy to engage with, reinforcing West Bridgford's identity as a place where culture is part of everyday life.

SECTION 4: MAKING IT HAPPEN

4.1 Partnerships

Delivery would be underpinned by existing and new strong partnerships across sport, culture, business, education and the voluntary sector, providing a solid foundation, with scope to broaden representation and reach.

EMCCA's partnership agreement with Nottingham Forest FC and Nottinghamshire County Council for a Vision for Sport in Nottinghamshire complements Rushcliffe Borough Council's Sporting Charter. They can be the springboard from which UK Town of Culture projects can flourish, understanding the resources required, utilisation of local knowledge and engagement from local businesses, schools and charities.

The Council proudly sees Rushcliffe as the home of sport in Nottinghamshire and together with EMCCA's emerging Trent Sporting Quarter, it can further promote the visitor economy, encouraging visitors to stay longer for other activities in the town.

Partners would reflect the diversity of the town and play active roles in shaping and delivering the programme not least with local leaders the champions of projects and events that drive new audiences to the town.

Sport can again be the engine of social impact that can power these partnerships to new levels achieving inclusive and tangible benefits for different audiences. Not everyone is an athlete and the bid would seek to inspire people to try a new activity, bolstered by Nottingham Forest and Trent Bridge cricket's wide programmes of accessible entry points for sport. Neighbouring Nottingham Rugby and The National Watersports Centre are thriving hubs that could be utilised. This matched with Gresham Sports Park as a popular, high-quality multi-sport venue, used extensively by New Zealand and England Touch ahead of the Touch Rugby World Cup highlights the strength and breadth of partner opportunity.

It could include health and wellbeing programmes, youth engagement and diversionary activities, dedicated further women and girls in sport initiatives, disability sport and inclusive design and community volunteering and leadership pathways. This whilst identifying regeneration of underused spaces through active culture, turning under-utilised sites in the town into social missions to improve the local landscape.

Placemaking could also be pitched further into West Bridgford's heart through pop-up events on significant days, night-time economy events linked to sports, build on outdoor cinema screenings with sporting moments and further utilisation of existing and new walking trails including The Green Line to linking cultural and sporting heritage sites between central West Bridgford and Rushcliffe Spencer Academy.

Nationally, the partnerships can gain even more exposure through being a living, breathing cultural playground, supported by the adjacent Victoria Embankment, already home to national and regional events and grassroots sport.

Cultural stage opportunities could exist with events wrapped around match days, artist residencies embedded with the respective sports teams and exchange programmes with other successful UK Town of Culture winners.

4.2 Programme Management

The programme would be managed through clear governance, defined roles and experienced leadership, building on existing delivery structures for Rushcliffe Borough Council's successful annual events. Risks would be identified early, with mitigations built into planning and delivery.

The programme will be managed through a clear and structured governance model led by the Council, ensuring strong oversight, transparent decision-making and effective year-round delivery. Strategic leadership will be provided by a Programme Board, chaired by a senior Council officer with representation from Finance, Communications, Economic Growth, Community Development and key cultural partners. This Board will meet regularly to monitor progress, review risks, approve major decisions and ensure the programme remains aligned with Council priorities and Town of Culture 2028 objectives.

Operational delivery will be coordinated by experienced Borough Council Officers in the specialist fields of events, sport, health and economic growth overseen by an experienced Communities Manager. They will lead project planning, partnership development, artistic commissioning, budget management, marketing, community engagement and evaluation. A mixed delivery model will be adopted, combining existing Council expertise - including events management, comms, finance, and operations - with commissioned cultural practitioners, creative organisations, technical specialists and community groups. This approach will ensure flexibility, scalability and high-quality delivery across the full programme year.

Clear roles and responsibilities will be established through a detailed Programme Delivery Plan, supported by RACI matrices and individual work plans. Council officers will lead areas where internal capacity and experience already exist, while specialist skills - such as digital production, large-scale event design or sector-specific artistic commissions - will be procured through competitive processes to ensure value for money. Capacity will be strengthened by allocating dedicated officer time, using volunteers where appropriate, commissioning partners to lead elements of the programme, and providing training or upskilling for staff and collaborators. Established Council systems, including financial monitoring, project management tools and event delivery protocols, will support consistency and accountability.

Key risks will be identified along with mitigations. Budget pressures represent a medium risk, mitigated through monthly financial monitoring, early procurement and a dedicated contingency. Match-funding shortfalls are rated medium, with mitigations including early fundraising activity, diverse income sources and strong partnership engagement. Delivery delays also carry a medium rating, mitigated by clear project timelines, milestone tracking and regular Programme Board oversight. Community engagement risk is rated low due to the strong existing events infrastructure and the planned co-design approach. Supplier or contractor failure is medium mitigated through framework agreements, multiple supplier options and strong contract management. Health and safety risks are low, addressed through established event management processes and trained personnel and reputational risk is low, mitigated through proactive communications and stakeholder management. This structure ensures the programme is well-led, well-resourced and resilient throughout the year, delivering high-quality cultural outcomes for West Bridgford communities and visitors, contributing to its successful legacy.

4.3 Financial Management

If shortlisted, the £60,000 development grant would be used to deepen engagement with communities, cultural partners, and stakeholders to refine the programme's themes, commissioning approach and delivery model. The funding would support targeted consultation, co-creation activity, feasibility and scoping work, and early artist and partner development. It would also enable the Council to strengthen the programme design, sharpen its outcomes framework, finalise delivery plans, and secure essential match funding by leveraging the enhanced evidence base. This development phase would therefore ensure that the full application is strategically robust, community-led, financially sustainable, and capable of delivering meaningful legacy outcomes.

The full Town of Culture 2028 programme is expected to be delivered through a blended financial model drawing on public funding, sponsorship, cultural sector partnerships and in-kind contributions. While the precise final budget will be confirmed through the development phase, the Council's financial governance arrangements ensure that all expenditure is planned, monitored and recorded through established corporate systems. Dedicated budget codes, internal controls, and regular oversight by the Section 151 Officer will ensure that projected programme costs are realistic, deliverable and aligned to measurable outputs and outcomes. Quarterly reporting to Cabinet and the Corporate Overview Scrutiny Group will provide additional assurance that programme expenditure remains on track.

The Town of Culture programme will require additional funding beyond the development grant, to be secured through a combination of:

- Public funding bodies – including Arts Council England, UK Government programmes and regional cultural funds.
- Charitable trusts and foundations – supporting cultural participation, heritage, education and place-making.
- Business investment and sponsorship – creating opportunities for corporate partnerships and sector-specific sponsorship packages.
- Reallocated or existing Council budgets – where appropriate and aligned to agreed outcomes.
- Cultural partnership contributions – financial or joint-funding arrangements with local cultural organisations.
- In-kind support – venue hire, staffing time, marketing support and volunteer contributions.
- Community fundraising or crowdfunding – targeted campaigns linked to specific commissions or engagement activity.

All matched funding will be managed through rigorous procurement, transparent financial controls, and a complete audit trail of expenditure and outputs delivered.

4.4 Monitoring, Evaluation and Legacy

The UK Town of Culture 2028 programme in West Bridgford will deliver measurable cultural, social and economic outcomes that respond directly to identified local needs and the aims of the programme and propel the town further into the national conscious. Evaluation would focus on participation, economic impact, wellbeing and legacy outcomes. Existing monitoring approaches would be adapted to measure change over time, ensuring the project leaves a lasting positive impact on the town.

These outcomes will be monitored through a structured evaluation framework, building on the Council's established approach to assessing events and place-based programmes. Key outcomes include increased cultural participation, particularly among young people, families with limited resources, older generations and individuals who do not currently connect with traditional arts provision and participation across community groups. It would include strengthening of economic vitality, including increased town-centre footfall, extended dwell time, repeat visits and enhanced performance for independent businesses, especially during non-matchday periods. The programme will also track improvements in

community wellbeing and civic pride, demonstrated through increased volunteering, stronger social connections, and enhanced perceptions of West Bridgford's identity. Opportunities for skills development, creative learning and youth engagement particularly through sport-linked creative activity will form an additional measurable outcome. Finally, the programme will evaluate partnership development, including the depth and diversity of collaborations with sporting, cultural, business and education partners.

The Council will monitor impact across its major events using attendance counts, town-centre footfall data, participant surveys, business feedback channels, social media analytics, and established event evaluation processes. These methods provide a strong foundation for Town of Culture and will be adapted into a comprehensive year-round framework. Enhanced qualitative methods - such as community storytelling, youth-led reporting, interviews and digital feedback tools - will be introduced to capture wider social and emotional impact. A programme-wide outcomes dashboard will enable consistent data capture, supported by regular reporting to the Programme Board to maintain oversight, accountability and alignment with objectives.

A robust evidence base will be further developed to support baseline assessment. This includes attendance data from current annual events footfall and retail performance information from the town centre, engagement findings from the MP's and Council's engagement and participation data from local sports and community organisations.

Additional baselines include demographic and wellbeing data, existing volunteer engagement levels, and insight gathered through existing networks such as Rushcliffe Business Partnership with its many West Bridgford members. These baselines will enable clear comparison throughout 2028, ensuring the programme can demonstrate meaningful cultural, economic and social impact and build a robust project legacy for the town.

Town of Culture 2028 would further shine on a spotlight on how West Bridgford would take its unique blend of global sport, vibrant communities and green spaces to new heights, innovatively engaging its growing populations and inspiring fellow communities across the UK.