

REPORT TO: POLICY AND RESOURCES COMMITTEE - 26 NOVEMBER 2012

REPORT ON: CITY OF CULTURE - BID

REPORT BY: DIRECTOR, LEISURE AND COMMUNITIES

REPORT NO: 112-2012

1.0 PURPOSE OF REPORT

- 1.1 This report provides the Committee with background information on the European Capital of Culture and the UK City of Culture and seeks approval from the City Council to begin the process of preparing to bid for City of Culture status for Dundee.

2.0 RECOMMENDATIONS

The Committee is asked to:

- 2.1 Note the background to the UK and European City of Culture bid process.
- 2.2 Note the benefits accrued in previous years, both from the bidding process and of securing this prestigious designation.
- 2.3 Approve the proposal that Dundee should bid for UK City of Culture status.
- 2.4 Instruct the Director, Leisure and Communities to invite senior representatives from Dundee Partnership agencies to form a Bid Development Group.
- 2.5 Appoint Creative Services Scotland to provide support for the co-ordination of Dundee's bid.

3.0 FINANCIAL IMPLICATIONS

- 3.1 Much has already been written as available on the internet in relation to the economic impact of European and UK City of Culture bids.
- 3.2 The economic and social impacts reported for both Glasgow and Liverpool as a result of achieving European Capital of Culture are dramatic.
- 3.3 The final outcome for Derry which has UK City of Culture status for 2013 has yet to be assessed but it has already yielded significant benefits which will continue to be built upon.
- 3.4 In practical terms, bid making at this level requires a time commitment at a senior level from the agencies who would form the bid preparation group.
- 3.5 The initial work in 'making the case', presenting the opportunity and aligning existing cultural and community provision will be done by the partners supported by Leisure & Culture Dundee and the City Council.
- 3.6 There will be a requirement for investment in consultancy support to co-ordinate the final bid preparation. The estimated costs for this are £15,000 spread over 2012/13 and 2013/14 financial years.
- 3.7 Implementation of a successful bid would require additional financial support for the year's programme 2016/17 and the City would look to the Scottish and UK Governments to support this, and to funders such as the National Lottery.
- 3.8 The City's financial commitment to cultural provision is already in place. It is contained within the base budgets of the City Council, its two universities, the FE College, and their cultural partners at a local and national level. It is this existing investment that places Dundee in a strong position to bid for City of Culture status.

4.0 BACKGROUND

4.1 Each year, cities chosen as European Capitals of Culture - in 2011 Tallinn and Turku - provide living proof of the richness and diversity of European cultures. Started in 1985, the initiative has become one of the most prestigious and high-profile cultural events in Europe.

More than 40 cities have been designated European Capitals of Culture so far, from Stockholm to Genoa, Athens to Glasgow, and Cracow to Porto.

4.2 The European Capitals of Culture initiative was set up to:

- highlight the richness and diversity of European cultures;
- celebrate the cultural ties that link Europeans together;
- bring people from different European countries into contact with each other's culture and promote mutual understanding;
- foster a feeling of European citizenship.

In addition, studies have shown that the event is a valuable opportunity to:

- regenerate cities;
- raise their international profile and enhance their image in the eyes of their own inhabitants;
- give new vitality to their cultural life;
- raise their international profile and enhance their image in the eyes of their own inhabitants.

4.3 From 2011, two cities - from two different EU countries - are European Capitals of Culture each year. The procedure for choosing a city starts around six years in advance - though the order of Member States entitled to host the event is fixed before then and is organised in two stages.

4.4 Following the success of the Liverpool European Capital of Culture 2008 the UK Government launched its own City of Culture Award which will take place for the first time in 2013.

4.5 The press announcement which accompanied the launch of the bidding process stated "The UK needs a step change in its cultural life and to engage with the whole country. The idea that we give up on arts and culture in the regions at this very point because of the economic downturn... I think the opposite is what we should be doing. The evidence shows that people want it and need it more." (Ben Bradshaw, the Culture Secretary).

4.6 The Department of Culture, Media and Sport stated ambition for the embryonic UK City of Culture programme was to encourage the use of culture as a catalyst of change with bidding areas required to clearly set out their own vision for how they would use the award of City of Culture status to mark a step change in their area.

The first competition, which closed in December 2009, was open to the whole of the UK, other than London. Cities bidding for UK City of Culture 2013 needed to demonstrate how they would propose to:

- Deliver a high quality cultural programme that builds and expands on local strengths and assets, reaches a wide variety of audiences over the course of the year and is a fitting follow-on from Liverpool Capital of Culture and the Cultural Olympiad.

- Deliver a programme that uses culture to lead to lasting social regeneration through engagement, widening participation and supporting cultural diversity and cohesion.
 - Lead to a demonstrable economic impact from the programme.
 - Maximise the legacy from being UK City of Culture.
- 4.7 It is argued that the tourism, economic, social and cultural benefits reach out across all parts of the UK and like a number of initiatives these should continue to be supported regardless of the outcome of any referendum on independence. This approach is consistent with Dundee's partnership with the V&A.
- 4.8 Dundee has already developed a strong reputation as a city which has invested in cultural-led urban renewal. Over the last decade its commitment to interagency cultural-led regeneration has been applauded at a national level. The City's Cultural Strategy "Creative Dundee 2009-2014" highlighted successes over the past decade and opportunities for the period ahead.
- 4.9 The City has developed a commitment to community engagement and participation in civic affairs which is second to none in Scotland, combined with support for a portfolio of cultural organisations underpinned by the City Council but which operate in partnership as strong independent players contributing both nationally and internationally within their own sectors.
- 4.10 DCA is viewed as the most successful contemporary art centre in Scotland, welcoming over 300,000 people each year to a diverse and challenging programme of visual art, cinema, workshops, education and research. DCA has been successful in profiling new and emerging talent in Scottish art and has helped to launch the careers of many Turner Prize winners and nominees. The centre has a very active production facility focused on traditional and digital printmaking offering both workshops for beginners alongside professional artists producing high quality editions. The building is the home of a number of academic research projects in art and design. DCA also runs Discovery - Scotland's International Film Festival for Young Audiences and in 2011 was the joint recipient of an international award for youth cinema given by the body responsible for promoting European cinema.
- 4.11 Dundee Rep is a leading Scottish cultural institution. Comprising Dundee Rep Ensemble, Scottish Dance Theatre and Rep Creative Learning, this diverse and award-winning company has earned an international reputation for the breadth and quality of its work. Dundee Rep Ensemble, now in its twelfth year, is Scotland's only permanent acting company, and creates a wide repertoire of work in Dundee as well as on tour.
- 4.12 The company has been nominated for and won more Critics Awards for Theatre in Scotland than any other Scottish theatre. Rep Creative Learning works with over 25,000 people every year both within the theatre and out in communities around the city. The Rep also presents a diverse programme of visiting works including drama, dance, music and comedy.
- 4.13 Scottish Dance Theatre is part of Dundee Rep and is Scotland's leading contemporary dance company. Over the last decade, SDT has evolved a leadership role for dance in Scotland, whilst continuing to develop and tour dance theatre of the highest quality, bring artists and audiences closer together, leading on equalities and investing in partnerships that build and strengthen the dance network. A growing overseas reputation is testimony to the quality of the company's work
- 4.14 Leisure & Culture Dundee brings together a portfolio of culture, heritage and library resources including gems such as:
- The Mills Observatory (one of the very few fulltime municipal observatories in the UK).

- Broughty Castle which is managed in partnership with Historic Scotland and which is an icon at the mouth of the Tay estuary.
 - The Caird Hall which for the last two years has hosted the finale of the BBC Scotland Proms is a popular venue for a very wide range of classical and contemporary concerts, conferences and other civic events.
 - The McManus: Dundee's Art Gallery and Museum which has recently gone through a major refurbishment and which has won a wide range of accolades for the sensitive representation of its collection and for the quality of the architectural work carried out in the refurbishment of this Grade A listed building. In 2008, both its Fine and Decorative Art and Whaling collections were designated as being of national importance. It's 2012 programme has been exceptional with exhibitions from The Scottish Colourist Series: FCB Cadell; Queen Elizabeth II Portraits by Cecil Beaton: A Diamond Jubilee Exhibition and Selling Dreams: One Hundred Years of Fashion Photography from V&A London; and Ten Drawings by Leonardo da Vinci: A Diamond Jubilee Celebration From The Royal Collection.
- 4.15 The University of Dundee has accredited museum collections showcased in an exciting programme of public exhibitions and in permanent facilities including the D'Arcy Thompson Zoology Museum and the Tayside Medical History Museum. The University also runs an award-winning Botanic Garden, stages an ambitious programme of music concerts, and hosts major public events, including the UK's longest running Saturday Evening Public Lecture Series and the Dundee Literary Festival.
- 4.16 Duncan of Jordanstone College of Art and Design, University of Dundee has established a reputation for being at the forefront of contemporary research in art and design. Research at DJCAD extends far beyond traditional strengths in art and design disciplines, encompassing a large portfolio of collaboratively driven, externally funded research.
- 4.17 This innovative capacity created the conditions for the establishment of the V&A at Dundee partnership, where the university has led the city's initiative, building complex relationships with the wider cultural infra-structure both within the UK and Europe; bringing together the partnership that has delivered the project for a transformational change in perception of the city and its cultural standing.
- 4.18 Duncan of Jordanstone covers a wide spectrum of creative practices from the traditional disciplines of Fine Art, to areas of interactive processes and services, including engagement with medicine, life sciences, philosophy, forensic identification, cell modelling, and knowledge exchange.
- 4.19 University of Abertay, Dundee has recently invested in the creation of the Hannah Maclure Centre to exhibit the work of artists and designers working with digital media and information in Innovative ways. Abertay University has developed an international reputation for its role in digital games and digital media, is the UK Centre for Excellence in Computer Games Education and is host of the acclaimed international computer games design and development competition "Dare to be Digital". Abertay University organises the annual ProtoPlay event that promotes new talent for the computer games industry to a public audience which attracted 9000 visitors in 2011.
- 4.20 Dundee Heritage Trust is responsible for the internationally famous Royal Research Ship *Discovery*, Discovery Point Antarctic Museum and Scotland's Jute Museum @ Verdant Works, an award-winning industrial museum. The Trust has achieved Accredited status for both museums and holds two Recognised Collections of National Significance.
- 4.21 The City itself boasts some of the finest parks in the country. It has been a medal winner in Britain in Bloom and Scotland in Bloom and the refurbishment of Baxter Park, which includes the parks centre and pavilion, has created an award-winning destination at the heart of the City.

- 4.22 The cultural riches of the City are enhanced by the local authority's commitment to the maintenance of high quality community based provision. It is one of the best networks of community libraries and community centres of any local authority in Britain. Its Central Library is the busiest public library in Scotland and it boasts some of the highest levels of participation per capita in the use of libraries in the UK.
- 4.23 As if this was not a strong enough portfolio in itself, the commitment to the Waterfront Project and to the V & A at Dundee single out Dundee for the way in which it has set itself distinctive, ambitious and stretching targets.
- 4.24 The City has a reputation for effective partnership working which is second to none and which is underpinned by its successful development of the proposal for the Waterfront Project and the V & A at Dundee which has been a defining feature of the cultural sector over the last decade.
- 4.25 This cultural sector is made up of organisations whose standard of artistic talent and professional expertise have been attested by peer review and popular acclaim.
- 4.26 The City's ability to reach out to non-traditional audiences and to under represented groups is something which Dundee can be rightly proud of and something which was expected of those organisations which were short listed for 2013.
- 4.27 There is no better period in the recent past and foreseeable future for Dundee to put forward a bid for City of Culture Status.
- 4.28 The last bidding UK round involved a two stage process. The long list announced by the Minister of Culture identified 14 cities which on the basis of their submissions met the criteria for success.
- 4.29 The second stage then involved four finalists which in the minds of the assessment panel explicitly guaranteed a lasting step change in their bid documentation.
- 4.30 The successful UK winner for 2013 was Derry and this was on the basis of:
- the quality of its cultural programme;
 - the genuine support from the wider business and residential communities;
 - the full endorsement and commitment from the political authorities to ensure that the title of UK City of Culture was embedded as part of a long-term strategy to shape and define the city as a place to live, work, invest and to visit.
- 4.31 The specific timetable and bid requirements for 2017 UK City of Culture have yet to be announced.

5.0 BID DEVELOPMENT

- 5.1 To put forward a strong bid for Dundee under the auspices of the Dundee Partnership will require a bid development team which brings together key leaders from the cultural sector, the community sector, the academic sector and the business community.
- 5.2 Each of the key partner agencies will need to commit unreservedly to support the bid development process and implementation of the progression should the bid succeed.
- 5.3 Initial discussions have suggested that a bid champions group be formed, with an invitation to leading figures globally who have an association with the City to give the proposal their endorsement.
- 5.4 In order that the strongest possible bid can be presented, additional consultancy support has been sought via Creative Services Scotland who have worked closely with cultural agencies in Dundee over a number of years.

5.5 Support will be provided by Dundee City Council and Leisure & Culture Dundee.

6.0 POLICY IMPLICATIONS

6.1 This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. No major issues have been identified.

6.2 An Equality Impact Assessment has been carried out and will be made available on the Council website <http://www.dundee.gov.uk/equanddiv/equimpact/> .

7.0 CONSULTATION

7.1 The Chief Executive, Director of Corporate Services and Head of Democratic and Legal Services have been consulted on this report.

7.2 The proposal to bid for City of Culture status has been discussed by the Cultural Agencies Network and Dundee Partnership, and is enthusiastically endorsed.

7.3 The formal support of Dundee University, University of Abertay Dundee, and Dundee College has been noted.

7.4 The proposal has also been discussed with community partners and they too have given the proposal their full backing.

7.5 Key private sector parties in the City – DC Thomson, Bright Solid, and Unicorn Properties – have indicated their full support for the proposal, and their willingness to contribute to the bid and its implementation. DC Thomson have indicated a willingness to act as media partner.

8.0 BACKGROUND PAPERS

8.1 <http://ec.europa.eu/culture/our-programmes-and-actions/>
<http://www.insights.org.uk/>
<http://www.culture.gov.uk/culture/index.aspx>
[http://www.culture.gov.uk/what we do/communities and local government/6015.aspx](http://www.culture.gov.uk/what_we_do/communities_and_local_government/6015.aspx)

8.2 Equality Impact Assessment.

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14 November 2012