

## ITEM No ...14.....

**REPORT TO:** POLICY & RESOURCES COMMITTEE – 4 JUNE 2018

**REPORT ON:** UNESCO CITY OF DESIGN AND CULTURAL STRATEGY IMPLEMENTATION

**REPORT BY:** DIRECTOR, LEISURE AND CULTURE

**REPORT NO:** 171-2018

### **1.0 PURPOSE OF REPORT**

- 1.1 This report provides a brief overview of proposals to secure the future of the staff team who deliver UNESCO City of Design Dundee and support for Cultural Strategy Implementation. It will also provide a summary of the progress to date of the designation, which has been running since 2014.

### **2.0 RECOMMENDATIONS**

It is recommended that the Committee:

- 2.1 Note the progress being made in developing Dundee's designation as the UK UNESCO City of Design over the last four years.
- 2.2 Agree an annual contribution of £60,000 as its contribution to partnership funding to secure the future of the UNESCO designation and cultural strategy implementation.

### **3.0 BACKGROUND**

- 3.1 In 2015, partnership funding for three years totalling £500,000 was secured for the posts and accompanying project delivery. (Article VI of the Minute of Meeting of this Committee of 12 January 2015, Report 7-2015 refers.)

The project has also enjoyed significant "in kind" support from partners. Throughout delivery the project team have continued to fundraise from various areas and to date have secured an additional £304,000 external grants creating a total delivery budget of £804,000 over 4 years.

- 3.2 Below is a brief list of highlight projects from the four year period that UNESCO City of Design and Place Partnership have been running, including current projects.

#### **3.2.1 UNESCO City of Design Dundee**

- Dundee Partnership adoption of City of Design Values 2015
- Created Dundee Design Festival 2016 and 2017 (15,000 visitors)
- UNESCO City of Design website
- UNESCO City of Design social media (Twitter 4,180, Facebook 2203, Instagram 2068)
- International engagement with UNESCO Creative Cities Network
- Delivery of International projects with UNESCO Creative Cities Network
- Contributing to international profile of the Dundee City brand
- Direct engagement, visits, projects, exchanges, etc. with 45 Creative Cities

#### **3.2.2 Place Partnership**

- Support for the Year of Innovation, Architecture and Design 2016
- Published the visitor guide to Dundee's Architectural Heritage
- Support for the Year of History, Heritage and Archaeology 2017
- Development of West Ward Works – events and facility management 2016-2018

- Supported first year of Dundee Creative Comics Space – 1,000 young people engaged
- Sound of Dundee CD Volumes 1, 2 and 3 – 12,000 copies distributed
- Ignite, Festival of Creativity 2016 and 2017
- Produce Dundee's first Music Strategy (620 responses to strategy consultation)
- Programmed and managed the music stage at the Flower and Food Festival 2017 – 20,000 festival visitors

The team also support a number of city initiatives and events. Full details on these can be read in the 2016 and 2017 Annual Reports submitted to Dundee Partnership and found here [Place Partnership Annual Report 2015-16](#) and [Place Partnership Annual Report 2016-2017](#)

### 3.3 **CURRENT:**

#### 3.3.1 **UNESCO City of Design Dundee**

- Dundee Design Month established – 54 events for 2018
- Dundee Design Festival 2018 – Factory Shop Reform Street
- International engagement with UNESCO Creative Cities Network – expanding network of high value contacts
- Delivery of International projects with UNESCO Creative Cities Network
- Dundee Design Parade, May 2018 – 500 participants, 3,000 attendance
- Design For Life – weekly Courier column (74 editions)

#### 3.3.2 **Place Partnership**

- Year of Young People 2018
- Public art catalogue project
- Deliver actions within Dundee Music Strategy
- Culture Connects – connecting communities and culture
- Support and strengthen Cultural Agencies Network
- Open Close – Doors Graffiti Art Project
- European Districts of Creativity Summit (on behalf of the Scottish Government)
- Dundee Design Festival 2019 – initial planning commenced

### 3.4 **FUTURE**

- 3.4.1 The impact of culture led regeneration on the city has been extensive. A population that is enriched by knowledge and culture will be more engaged, making the city a more vibrant and prosperous place to live.

The city of Dundee uses the UNESCO name and logo in literature from Estate Agent sites to Universities promotion, cultural institutions and throughout the public sector.

There are three main areas in which UNESCO City of Design Dundee will play a key role in the future of the city.

#### 3.4.2 **Tay Cities Deal**

UNESCO is a catalyst, supporting the collaboration and success of the creative sector. We bring together the leading attractions and tourism assets that support the wider development of the city and the region. By working with partners across Dundee and the Tay Cities area, we bring together makers and strategists to capitalise on the V&A Dundee opening. Through our major events and workshops, we are a main player in the development of the design sector in the city and will progress that in the forthcoming years.

### 3.4.3 Internationalisation

A key element of the city and region tourism plan for the future is bringing more tourists for overnight stays. The extensive work that UNESCO City of Design is already doing with our international partners, collaborating on projects, knowledge exchange and bringing representatives from the various Creative Cities to Dundee and the region, has given this objective a significant boost..

### 3.4.4 Major Events

The team are currently in discussion with Westminster and Scottish Governments about a major event that was originally a key part of the European 2023 bid. Dundee is bidding to produce and host the first UNESCO World Festival of Creative Cities - a unique gathering of the brightest and most exciting cities in the world. This would bring representation from all 180 cities in the Creative Cities Network to come to Dundee and be part of this new global event which is targeted at 2022.

## 4.0 FINANCIAL IMPLICATIONS

4.1 The annual financial cost of the team is currently £167,000 (£500,000 over three years). This does not include the costs of seconded staff, governance and administration, which is shared between the partners.

4.2 Current staff contracts expire on 31 December 2018. The team are focused on completing outstanding projects and reporting. Planning for post 2018 is taking place, but with no guarantee that contracts will be extended.

4.3 This budget has supported two full-time members of staff, as well as numerous projects. This proposal seeks to maintain the status quo while allowing the team the flexibility to respond to opportunities and programme demands (Appendix 1).

4.4 All current partners in the project – the University of Dundee, Abertay University and Creative Scotland – have indicated that they wish to continue to support the implementation of Dundee’s UNESCO City of Design designation and Cultural Strategy Implementation for a further three year period from 2019, subject to approval by Dundee City Council.

4.5 Figures below summarise the proposed financial support to be contributed by partners:

• Dundee City Council:	£180,000	(£60,000 annually)
• Leisure & Culture Dundee:	£60,000	(£20,000 annually)
• Abertay University:	£45,000	(£15,000 annually)
• University of Dundee:	£60,000	(£20,000 annually)
• Creative Scotland:	£155,000	(£52,000 annually)

4.6 The Council’s contribution of £15,000 in 2018/19 will be funded from the General Contingency provision included in the approved 2018/19 Revenue Budget. The financial contribution for future years of £60,000 will be reflected within the revenue budget.

## 5.0 POLICY IMPLICATIONS

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

There are no major issues.

## **6.0 CONSULTATIONS**

- 6.1 Consultation has taken place with key partners on a regular basis. Annual reports have been reported annually to the Dundee Partnership Management Group. Creative Scotland were also presented with an annual report and included Dundee as a case study of best practice by Creative Scotland.
- 6.2 University of Dundee, University of Abertay and Leisure & Culture Dundee have been consulted on the proposals contained in this report.
- 6.3 The Council Management has been consulted on this report.

## **7.0 BACKGROUND PAPERS**

- 7.1 [UNESCO City of Design Dundee Report 2015-16](#)

**STEWART MURDOCH**  
**DIRECTOR, LEISURE AND CULTURE**

**17 May 2018**

## STRUCTURE AND GOVERNANCE

### 1 Governance

The initiative has operated under the umbrella of the Dundee Partnership. It is proposed that this should continue.

The Partnership has a Strategic Cultural Development Group which is responsible for supporting implementation of the city's Cultural Strategy.

This group is chaired by the City Council's Director for Leisure and Culture, and brings together chief officers from each of the key cultural sector partners in the city.

The group is serviced by Leisure & Culture Dundee.

### 2 Delivery Team

With the experience of the previous three years, the project team believe that the following team structure presents the best value for money to achieve the aims and objectives of the UNESCO City of Design Designation and Cultural Strategy Action Plan.

- 1 x Manager – seconded from University of Dundee (0.6 FTE)
- 1 x Project Officer – Culture Connects (Cultural Strategy)
- 1 x Project Officer – UNESCO City of Design, Dundee
- 1 x Project Assistant – Shared UNESCO City of Design, Dundee & Cultural Strategy

### 3 Project Manager – UNESCO City of Design, Dundee This role is seconded 0.6 FTE as part of the University of Dundee's partner contribution to the project.

The UNESCO Project Manager has a strategic role in steering the direction of UNESCO City of Design Dundee to ensure that it responds to the aims and objectives of:

- the UNESCO Creative Cities Network
- Dundee Partnership
- UNESCO City of Design Dundee

They will lead on the partner cooperation in Dundee and fostering and developing international collaborations with UNESCO Creative Cities Network and maintain the University's position as a key member of the partnership.

### 4 Project Officer – Culture Connects – Full-Time

As part of the Place Partnership Programme we have done extensive research into the ways in which Dundee's cultural offer is reaching our communities. All feedback from Cultural Agencies, Community Officers and members of the communities points to issues around connecting the cultural offer and the communities that could benefit, ensuring that there are opportunities for all.

It is proposed that a member of staff would have a responsibility for working with Cultural Agencies and communities across Dundee to bridge gaps and support Community Officers and groups to improve access to cultural provision and ensure that everyone benefits from Dundee's cultural regeneration.

**5 Project Officer – UNESCO City of Design, Dundee**

Project Officer for UNESCO City of Design would have a focus on event planning and delivery including:

- Dundee Design Festival
- Dundee Design Month
- International Collaborations/Exhibitions

They will also be responsible for making external funding applications and budget management.

**6 Project Assistant – UNESCO City of Design, Dundee – Full Time**

This role supports the Project Officer and UNESCO team with the delivery and administration of projects and has a focus on the delivery of UNESCO City of Design's digital presence and raising the profile of design in Dundee.

The Project Assistant will assume responsibility for maintaining the international contacts database and for co-ordinating communications with the UNESCO Creative Cities Network.