

REPORT TO: CITY DEVELOPMENT COMMITTEE - 25 APRIL 2011

REPORT ON: UNESCO CREATIVE CITY STATUS IN MEDIA ARTS

REPORT BY: DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 189-2011

1 PURPOSE OF REPORT

- 1.1 To seek agreement that the city should bid for UNESCO Creative City status in Media Arts.

2 RECOMMENDATION

- 2.1 It is recommended that the Committee agree that the City Development Department develops and submits a bid to UNESCO for Creative City status in Media Arts.

3 FINANCIAL IMPLICATIONS

- 3.1 There will be no financial implications related to the development and submission of the bid.

4 BACKGROUND

- 4.1 Recognising that cities play an increasingly important role in harnessing creativity for economic, social and cultural development and that culture can play an important role in urban renewal, UNESCO launched the Creative Cities Network in October 2004. The aim of the Creative Cities Network is to promote development by focusing on creativity and enabling cities to learn from the experiences and best practice of other cities in the network.
- 4.2 The Creative City network currently has 27 members around the world (and is growing rapidly) including both Edinburgh and Glasgow, across seven categories: literature; design; film; gastronomy; media arts; craft and folk arts; music. Design is the most popular category with nine recognised cities, whilst Media Arts currently only has one recognised city - Lyon, France.
- 4.3 Dundee is seeking to submit a bid to attain UNESCO Creative City status in Media Arts which focuses on the development of cultural and creative industries triggered by digital technology (eg the city's key role in computer games design); wider access to culture through digital technology development (creation of McManus as a 21st Century museum); and the growth of electronic art forms seeking the participation of civil society (games activity).
- 4.4 The benefits of membership for the city are numerous. These include: the use of a world recognised brand (UNESCO) in promoting the city - highlighting our cultural assets on a global platform; credibility in the chosen field and in the creative industries in general; supports positive PR for the city; enables the city to use the status in its own messaging; enables the city to tell its story; links the sector in the city more effectively; supports the establishment of a partnership forum focusing on the creative industries sector and builds credible momentum for the V&A at Dundee project and opportunities for engagement and learning from best practice implemented elsewhere.

- 4.5 All applications to UNESCO for Creative City status must be supported by the local mayor (or the person of equivalent local authority, in Dundee's case the Lord Provost) and the application process includes a number of key stages. The first stage is to submit a letter of intent to apply to UNESCO with a summary of the contents of the bid; a full application will then be submitted in the form of a bid document which is pulled together by a bid team, with a letter of support from the Lord Provost. Following the submission, UNESCO will appoint a team of independent experts to assess the bid and following recommendation, the Director-General of UNESCO will make the final decision. This process can take up to one year.
- 4.6 The City Development Department will take the lead in developing and submitting the bid. The Department has identified individuals from within the Creative Industries sector to support the development of this bid.
- 4.7 If the city were to be successful, annual reporting would be required on our continued support of the creative industries/cultural sector in the city. This would be undertaken by the City Development Department.

5 POLICY IMPLICATIONS

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

There are no major issues.

6 CONSULTATIONS

- 6.1 The Chief Executive, Depute Chief Executive (Support Services), Director of Finance and Assistant Chief Executive have been consulted and are in agreement with the contents of this report.

7 BACKGROUND PAPERS

- 7.1 None

Mike Galloway
Director of City Development

Stan Ure
Head of Economic Development

SU/DM/MM

28 March 2011

Dundee City Council
Tayside House
Dundee