

REPORT TO: Scrutiny Committee – 25 September 2019

REPORT ON: UNESCO City of Design Dundee

REPORT BY: Director, Leisure & Culture

REPORT NO: 256-2019

1.0 PURPOSE OF REPORT

To present the Monitoring Report 2014-2018 on Dundee's UNESCO City of Design designation.

2.0 RECOMMENDATIONS

- (i) Review the Monitoring Report 2014/2018 appended as Appendix 1; and
- (ii) Note the grading by UNESCO appended as Appendix 2

3.0 FINANCIAL IMPLICATIONS

None

4.0 UNESCO CITY OF DESIGN DUNDEE MONITORING REPORT 2014 - 2018

- 4.1** Dundee is the UK's first and only UNESCO City of Design. The designation was awarded to Dundee in 2014 and is delivered through Dundee Partnership and by a team supported over the period by partners Creative Scotland, Leisure & Culture Dundee, Dundee City Council, Abertay University, University of Dundee and Northwood Charitable Trust.
- 4.2** UNESCO requires that a Monitoring Report is submitted every four years. It is peer evaluated by other members of the UNESCO City of Design Network and by UNESCO themselves.
- 4.3** Dundee's first monitoring report, covering the period 2014 – 2018 was submitted in December 2018 and was formally ratified at the AGM of the UNESCO Creative Cities Network in Fabriano, Italy on 14th June 2019.
- 4.4** The completed evaluation form was received on 1st June 2019 and is attached to this report as Appendix 1.
- 4.5** Dundee's report was marked overall as Very Satisfactory. The score matrix is 1 = Poor to 5 = Excellent:
 - 4.5.1** **5 Excellent** - For quality and quantity of the initiatives implemented at the local level to achieve the objectives of the UCCN.
 - 4.5.2** **4.5 Very good / Excellent** - For quality and quantity of the initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN.
 - 4.5.3** **4 Very good** - For the quality of the planned actions for the forthcoming period of four years.
- 4.6** The only weaknesses highlighted in the report reflect the fact that submission of the report happened prior to final funding agreements for the period 2019 – 2021 being signed off. The team have noted that we need to do more to communicate the impact and outputs of the work being done in Dundee.
- 5.0** A presentation on the currently active programme and future plans for Dundee's UNESCO City of Design designation will be delivered at the December Dundee Partnership meeting.

5.0 POLICY IMPLICATIONS

This report has been subject to an assessment of any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risk. There are no major issues.

6.0 CONSULTATIONS

The Board of Leisure & Culture Dundee, The Dundee Partnership Cultural Developments Group and the Council Management Team have been consulted in the preparation of this report.

7.0 BACKGROUND PAPERS

None

Stewart Murdoch, Director Leisure & Culture

DATE: 29/08/2019

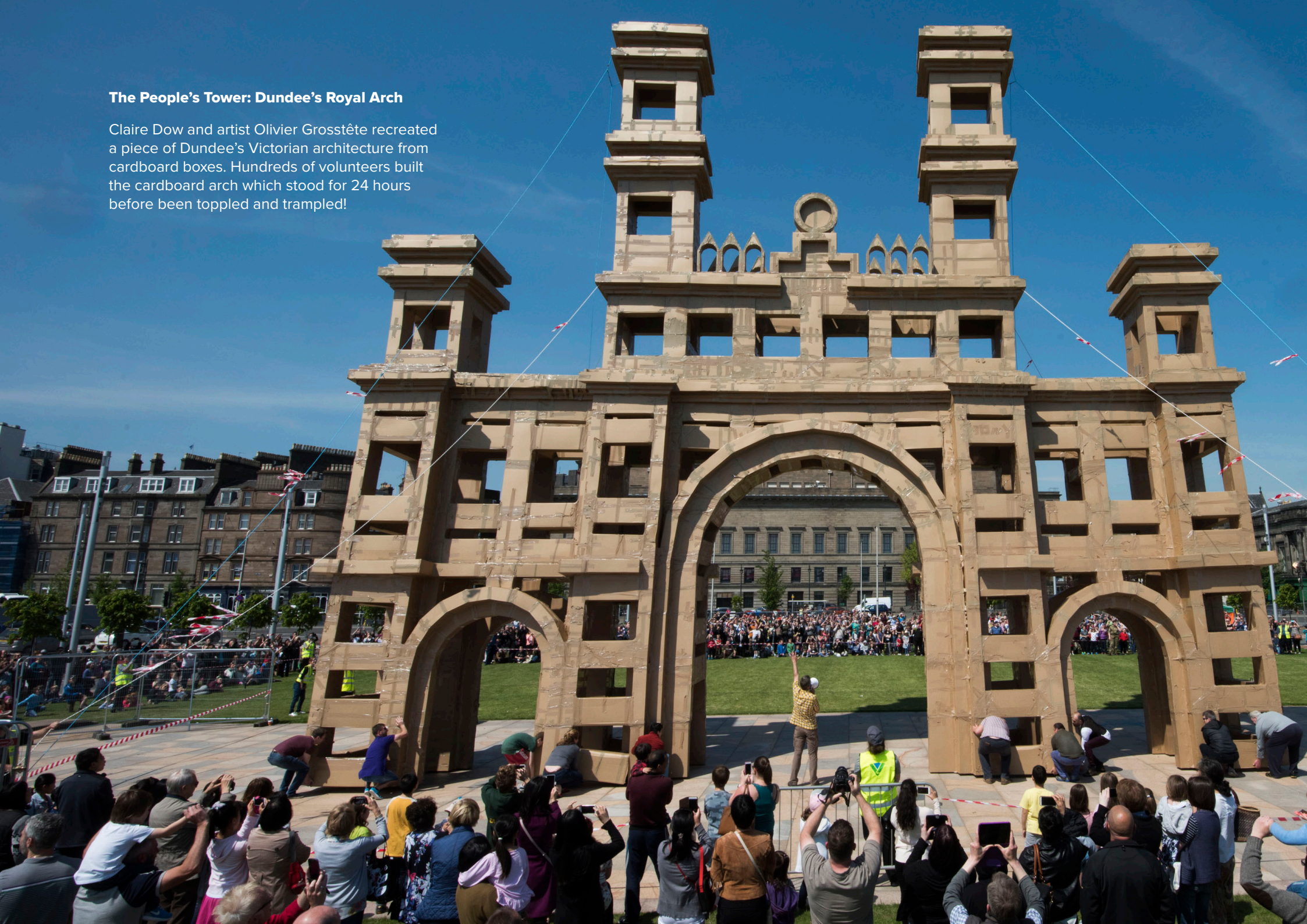


UNESCO CITY OF DESIGN **DUNDEE**

MONITORING REPORT **2014 - 18**

The People's Tower: Dundee's Royal Arch

Claire Dow and artist Olivier Grosstête recreated a piece of Dundee's Victorian architecture from cardboard boxes. Hundreds of volunteers built the cardboard arch which stood for 24 hours before being toppled and trampled!





EXECUTIVE SUMMARY

Dundee is a small, dynamic city with a strong cultural identity and a history of innovation and creativity. The city has time and time again re-invented itself, focusing on design and creativity to build and sustain economic growth. From rapid growth in the 19th century as a result of the jute industry, through post-war electrical and mechanical engineering, the city is now home to a cutting edge life sciences sector, a dynamic digital media industry, world-renowned higher education institutions and a vibrant design and creative industries sector.

Dundee became a UNESCO City of Design at the end of 2014. This report summarises the main areas of activity which have been delivered over the past four years.

The city's designation is linked to its Cultural Strategy. The strategy is based on a belief in the transformational power of culture to release and reveal the innate creativity of individuals and communities – a power which we believe can be harnessed to help people live better, fairer, happier lives.

Dundee has used its City of Design designation to pursue its cultural and social ambitions in a way which uses the cultural richness of the city to support engagement, ambition, achievement and the well-being of its citizens.

In the last four years, Dundee has:

- | Created a robust city-wide partnership that governs and directs the designation;
- | Secured joint funding arrangements between local government, the city's two universities, the city's cultural trust and the private sector.
- | Curated and promoted two major Dundee Design Festivals;
- | Established a city wide Dundee Design Month (May)
- | Built and opened Scotland's first and only Museum of Design – V&A Dundee;
- | Embedded social design as part of the local government's strategy for transforming the delivery of public services;
- | Played an active role in the UNESCO Creative Cities Network and a leading role in the Design Sub Network.

Scotland is a nation with a proud design heritage. Design has always been in the heart, mind and soul of Dundee. Today, the world recognises Dundee's place on the international design stage. Design is an integral part of what makes Dundee a liveable city. A place its citizens love.

GENERAL INFORMATION

INTRODUCTION

Dundee believes in the power of design to improve the lives of our citizens: to develop our communities, to deliver sustainable economic regeneration, to improve the lives of our people and, by sharing knowledge and experience, the lives of others.

The city's membership of the UNESCO Creative Cities Network supports the delivery of this belief.

Dundee is committed to the Mission Statement of the Creative Cities Network and in particular to pursuing the United Nations' 17 Sustainable Development Goals set out in Transforming Our World 2030: Agenda for Sustainable Development - described as the closest the world has come to a strategy to end extreme poverty, fight inequality and tackle climate change.

Scotland was among the first nations to sign up to the goals and Dundee has recently demonstrated its commitment by publishing examples of the actions it is taking to contribute towards each of the goals - see Appendix 4 for further details.

The Dundee Partnership will continue to lead Dundee's activities as a UNESCO City of Design

in the spirit of the UN Sustainable Development Goals. As an active partner in the Creative Cities Network, we will share experience, knowledge and resources with like-minded cities to promote the value of design, to share best practice and collaborate with other cities which have recognised creativity as a strategic factor of sustainable regeneration and development.

To further demonstrate its commitment to sustainable development, Dundee is also signed up to the Global Covenant of Mayors for Climate and Energy, the world's largest coalition of civic leaders promoting action to combat climate change, and to the OECD Champion Mayors Initiative, a global coalition of local authority leaders who have made tackling inequality and promoting inclusive growth a policy priority.

We believe in the transformative power of design to grow our city: in its ability to enhance our companies, provide better student opportunities, improve our architectural environment, develop our community services, refine our transport developments, bring imaginative solutions to our health provision - for design to influence every aspect of our city's life.

We are committed to ensuring design and designers are integrated with, and integral to, the way our city works.



NAME OF THE CITY: Dundee

COUNTRY: Scotland, United Kingdom of Great Britain & Northern Ireland

CREATIVE FIELD OF DESIGNATION: Design

DATE OF DESIGNATION: December 2014

DATE OF SUBMISSION OF THE CURRENT REPORT: December 2018

ENTITY RESPONSIBLE FOR THE REPORT: Dundee Partnership

PREVIOUS REPORT SUBMITTED AND DATES: UNESCO City of Design Dundee, 2015 - 2016 Report, March 2017

FOCAL POINT CONTACTS

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DELIVERY OF DUNDEE'S CITY OF DESIGN DESIGNATION 2014 - 2018

Dundee's activities as a member of the UNESCO City of Design network are carried out under the auspices of the Dundee Partnership. A city wide, community planning group, the Dundee Partnership includes senior decision makers from all sectors working together on strategies which deliver a shared vision for the city.

UNESCO City of Design Dundee is supported by a strategic group which meets every six weeks, bringing together a range of key stakeholders.

The designation is chaired by Stewart Murdoch, Managing Director of Leisure & Culture Dundee, and managed by Anna Day, University of Dundee. Anna is supported by a Project Coordinator, Annie Marrs, and Desk Officers, Poppy Jarratt and Kirsten Wallace.

The designation's day to day delivery is directly supported by a Core Group. Each of the following members has an important role to play in driving forward and delivering the designation.

Abertay University is preparing students for life and work in the modern world with strong links to industry, designers and academics. Abertay was the first University in the world to offer a computer games degree playing a fundamental role in the growth of the sector here and globally.

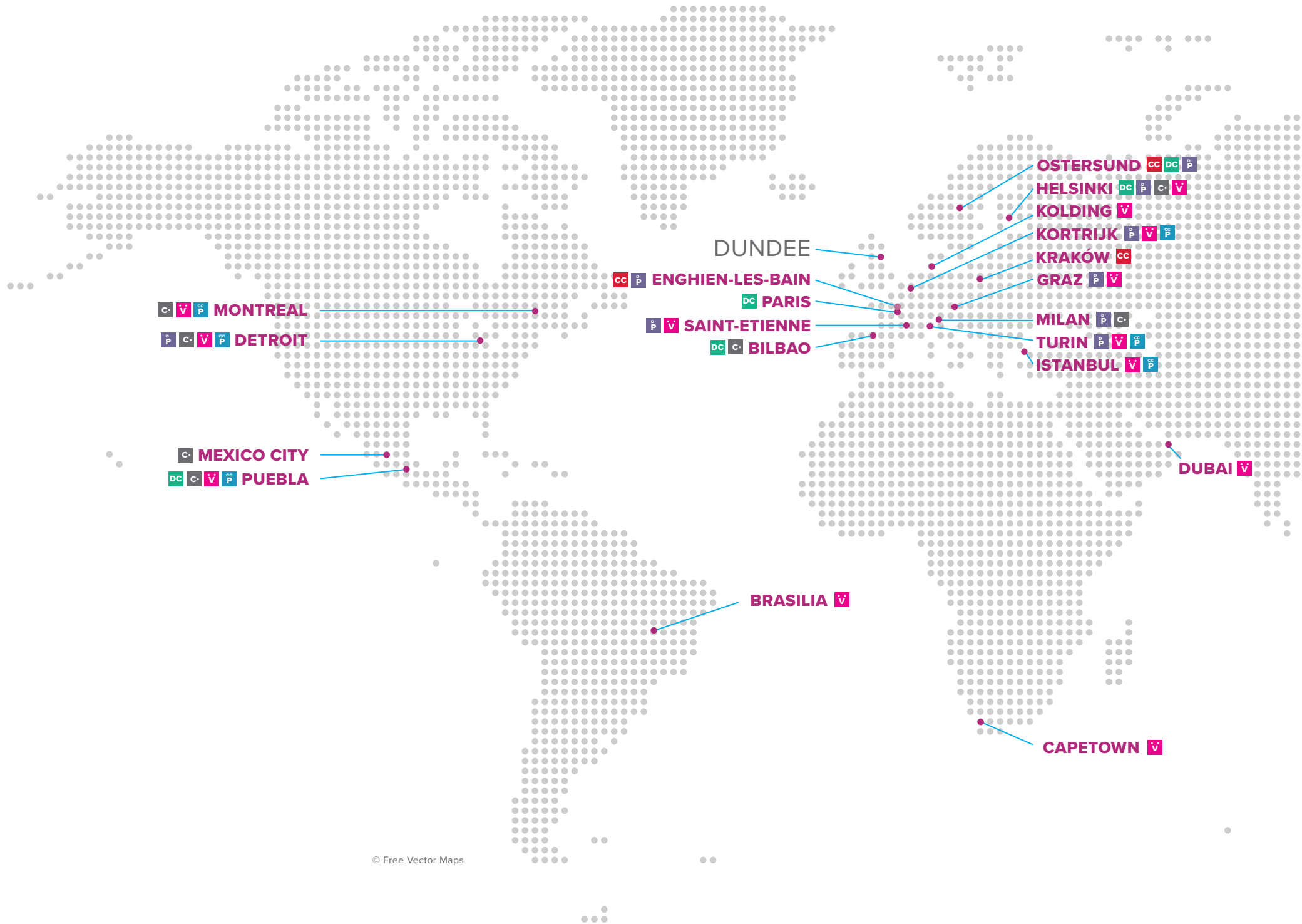
Creative Dundee amplify and connect the city's creativity to support creative talent to grow and sustain their practice. Creative Dundee lead collaborative projects which generate local, national and international opportunities and play an integral role in directing city wide design initiatives.

Dundee City Council delivers essential services to its 148,000 residents. Like many cities, Dundee faces challenges but is committed to using design to tackle poverty, increase opportunities, address inequalities and create strong, safe communities.

Leisure & Culture Dundee, a Scottish Charitable Incorporated Organisation, has been the host organisation of Dundee's UNESCO City of Design since its designation in 2014. Its Managing Director chairs the designation and the organisation provides administrative support for staff, budgets and project delivery.

The **University of Dundee's** mission is to transform lives, locally and globally, through the creation, sharing and application of knowledge. The University's Duncan of Jordanstone College of Art & Design is No 1 in Scotland for art and design.

V&A Dundee may have only opened their doors in September 2018, but their team have supported Dundee's design designation since 2014 by participating in, collaborating with and leading a variety of design projects locally and internationally.



CONTRIBUTION TO THE NETWORK

BEIJING   

SEOUL  

KANAZAWA  

NAGOYA  

KOBE  

SHANGHAI 

WUHAN  

JINGDEZHEN 

SHENZHEN    

SINGAPORE   

BANDUNG 

(CITY OF) GREATER GEELONG  



UNESCO Creative Cities Network Meetings



UNESCO Design Cities Subnetwork Meetings



Dundee Participation at UCCN member festivals, events and conferences



Collaborations, shared learnings and projects



Visitors welcomed to Dundee from UCCN member cities



UCCN Member Participation at Dundee festivals, events and conferences

Participation, contribution and collaboration within the UNESCO City of Design Network is highly valued by Dundee. The city recognises the positive impact and unique opportunities that learning from and sharing with each other provides. As an active member of the Creative Cities Network, Dundee has shared experience, knowledge and resources with other members to promote the values of design and to develop intercultural dialogue.

This active role has included participating in the activities organised by the network members and contributing to a variety of events, exhibitions, meetings, learnings and projects.

Participation in the Creative Cities Network's annual meetings

Over the past four years, Dundee has attended and participated in every Creative City Annual General Meeting. Attendance has been by members of Dundee's City of Design delivery team and political representatives when appropriate.

- 2015 Kanazawa (Japan), Crafts & Folk Art
- 2016 Ostersund (Sweden), Gastronomy
- 2017 Enghien-les-Bains (France), Media Art
- 2018 Kraków (Poland), Literature

Hosting of a Working or Coordination meeting

In addition to working sessions at each AGM, Dundee has participated in seven City of Design Sub-Network meetings and hosted in 2018. Attendance at Sub-Network meetings has been by members of Dundee's City of Design delivery team and political representatives when appropriate.

- 2015 Saint-Étienne (France), Helsinki (Finland)
- 2016 Paris (France), Ostersund (Sweden)
- 2017 Enghien-les-Bains (France), Puebla (Mexico)
- 2018 Dundee (United Kingdom of Great Britain & Northern Ireland)

Participation in the evaluation of applications

Dundee has been consulted on applications to join the network and has supported cities to prepare their applications to become UNESCO Creative Cities. This has included successful cities of design, Detroit, Greater Geelong, Singapore and Wuhan. It also currently includes the cities of Cubu (Philippines) and Aberdeen (United Kingdom of Great Britain & Northern Ireland) considering future applications to join the network.

Dundee has participated twice in the evaluation process for prospective cities of design, reviewing 6 applications in 2015 and 12 applications in 2017.



CONTRIBUTION TO THE NETWORK



DUNDEE

Sub-Network Meeting Dundee 2018

Dundee was delighted to be selected to host the half yearly Sub-Network Meeting in October 2018, welcoming 36 UNESCO Cities of Design delegates to the city.

Hosting this gathering was a brilliant opportunity

to showcase the city's design highlights, profile our designers and develop relationships. This was a hugely valuable and worthwhile activity, one which we are proud to have delivered.

It is of great importance to Dundee to ensure that Dundee's Design designation is visible to the people who live and work in the city. As part

of this meeting we hosted a Global UNESCO Design Cities Event, Powered by PechaKucha. Seven of the attending city representatives shared what makes their city special using the PechaKucha 20X20 format, raising awareness of the value of the network to the people in our city. Presentations are available online.

MAJOR INITIATIVES IMPLEMENTED AT LOCAL LEVEL

The UNESCO City of Design delivery team has been responsible for a variety of initiatives based in Dundee and benefiting the designers who work and live in the city alongside members of the general public.

Dundee's designation is delivered in partnership with national and local agencies, organisations, businesses and individuals. This partnership has delivered significant and ambitious design projects for Dundee.

DUNDEE DESIGN FESTIVAL

Delivering a major design festival was always an ambition of Dundee's. Securing the design designation provided momentum to that ambition and the team have delivered two major festivals, and one design month, in the period.

The inaugural Dundee Design Festival was held in May 2016 over four days in a former print factory, West Ward Works. The festival explored the potential of design to connect communities and improve everyday lives through its theme, 'Place. Work. Folk. Design.' Showcasing work by over 30 designers, the festival was visited by over 7000 people.

Such was the success of 2016's event that a

commitment was made to deliver another festival in 2017. Open for twice as long, the 2017 event returned to the now iconic West Ward Works and increased in scale, making use of the vast open spaces.

The 2017 theme of Factory Floor explored making in all its guises and the packed programme included Print City, a monumental, immersive city built from hundreds of hand printed blocks of cardboard; WRKSHP, a practical work base, makerspace and demonstration studio; Singer Machine Choir, a live participatory event; four new commissions; three residencies and the participation of over 50 designers and makers.

In 2018 it was agreed that Dundee Design Festival would move to a biannual model, returning in 2019. However the curatorial team delivered Dundee Design Festival presents Factory Shop, a city centre exhibition space in an empty retail unit presenting the results of the three residencies from the 2017 festival.

The public facing nature of Dundee Design Festival provides a platform on which to showcase the best in design from our city and explore themes relevant to designers across the world. Profiling and learning from the work of international designers at Dundee Design Festival remains of significant importance.



DUNDEE CREATES

Dundee was the first city in Scotland to develop a city wide strategy for the Creative Industries. Dundee's Creative Industries Strategy 2017 – 2021 was initiated by Creative Dundee on behalf of the Dundee Partnership. It was co-designed with those working and studying in the city's creative industries sector and the local and national agencies who support them.

Dundee has a strong creative ecology where culture and creativity are priorities for growth and development. However, there are still areas which need to be improved for the creative sector to thrive.

An Action Plan is being delivered and reported on by national agencies, cultural partners, industry professionals and local business. The full strategy is contained in Appendix 3.

BOOST BY DESIGN

BOOST by Design was a programme for 16 of Dundee's social enterprises keen to develop their understanding of service design, creative innovation and digital skills. Developed and led by Creative Dundee with support from Open Change, V&A Dundee and the UNESCO City of Design Team, the project included workshops, design and digital mentoring and a final celebration event.

CITY VALUES

One of the first initiatives implemented by Dundee's UNESCO City of Design team was to develop a 'City Values' agreement which would highlight Dundee's commitment to using Design to improve people's lives as part of the city's regeneration.

Companies, organisations and creative practitioners based in Dundee were invited to show their commitment by signing up to the City Values.

To date, the partners which have signed up to our City Values document include Dundee City Council, the health service, local businesses and the Scottish Fire & Rescue Service. The City Values are contained in Appendix 2.

EMBEDDING DESIGN IN SERVICE IMPROVEMENT

Since becoming a UNESCO City of Design, Dundee has championed using design principles and methods to transform the way services are delivered. Dundee City Council has embraced design to ensure that services are efficient and responsive to the needs of citizens.

The Council has trialled design methods through a number of projects and built partnerships and networks across Scotland, working with the Scottish Government, the Digital Office for Scotland, and other councils to better

understand how design methods fit into modern service transformation and to develop service design tools and methods accessible to all public sector organisations.

Design Thinking methods are now at the heart of the Council's 2018-2022 transformation programme. Dundee is the leading Scottish Council in the use of design techniques for service improvement trialing and developing a 'Scottish Approach to Service Design' with the Scottish Government - an ambitious aim to standardise service design approaches and encourage their use across all public sector organisations in Scotland.

D&A COLLEGE - GOOD TO GREAT PROGRAMME

Dundee & Angus College has embraced the philosophy and methods of service design to revolutionise the way it works and how it engages learners, staff and communities. Its service design strategy - 'From Good to Great' has led to improvements across a host of services including wellbeing and student support systems.

Inspired by its success the College helps others through their Service Design Academy and Professional Development Award in Service Design - the first accredited course in Service Design at this level (SCQF 7) in the UK.

PECHA KUCHA NIGHT – YOYP TAKEOVER

Pecha Kucha Nights are a big part of Dundee's cultural scene and a great way of hearing from people across the city and beyond. As part of Scotland's Year of Young People, Creative Dundee with Dundee Design Festival co-designed a very special PKN in May 2018.

Curated and delivered by local young people from Hot Chocolate Trust and V&A Young People's Collective, they had responsibility for; selecting the speakers, presenting, marketing, filming, hosting and social media. The largest PKN ever held in Dundee, the event worked to improve access to cultural activity for young people in Dundee, and supported young people collaborating with the city's wider cultural sector.

SHPEEL

Shpeel is a prototype tool that aims to tackle the city's growing mental health challenge. Delivered by Tilde Arts in partnership with Creative Dundee, the city's entry to London Design Biennale explored how gaming and virtual technology can be used as a tool, helping reticent young people to start talking about their mental health.

Called Shpeel (a misspelling of the word "spiel" meaning either "to speak" or "to play"), the installation created by Biome Collective, was a 360-degree immersive environment.

The tool supports young people in distress to communicate their feelings to professionals without having to use words. Instead they activate an abstract object and immediately transform the space they are in, visually describing the nuance of how they're feeling and sharing that emotion visually with others.

DUNDEE COMIC CREATIVE SPACE

Dundee Comics Creative Space is a social enterprise and studio project developed by The University of Dundee. The aim is to provide educational workshops and to encourage creative learning through comics.

They also house an incubator space for recent comic graduates, run workshops for young people, deliver talks and events and provide advice and guidance. The project promotes literacy through comics and works to reach young people from areas of multiple deprivation.

DUNDEE DESIGN MONTH

Dundee Design Month brings together design related activity delivered during the month of May. Cultural agencies, museums, schools, academic institutions, businesses, community groups, studio collectives and individual designers whose events meet four design criteria are included in the programme.

BASH STREET AT THE MCMENANCE

In the summer of 2018 The McManus Art Gallery & Museum worked in partnership with DC Thomson's Beano Studios and their much loved Bash Street Kids, who took over the museum and re-named it The McMenace! The exhibition celebrated Britain's longest running comic strip – the Beano, home to some of the most iconic characters in comic history.

It displayed original drawings, sketches and a selection of design items inspired by the characters. The exhibition was the most popular comic exhibition staged in the UK with over 80,000 visitors.

WEAVE BY ABERTAY

Weave is a creative outreach programme designed to share the talent and creativity of Abertay University students and staff connecting the wider community in Dundee and beyond. It creates off-campus opportunities for people to be inspired and collaborate with international high profile creative industry practitioners.

In 2018 Weave attracted over 10,000 people to a range of public events which included a talk by Pixar's Michael Frederickson, student-led creative workshops at the launch of V&A Dundee and showcasing game design projects to UNESCO Cities of Design through interactive play experiences.

MAJOR INITIATIVES IMPLEMENTED AT LOCAL LEVEL



SCHOOL'S OUT
BEANO'S IN

MENACE
FOR HIRE!

KEEP CALM AND
READ THE BEANO

I'M AN EXPERT IN
BEANOLOGY!



V&A DUNDEE

3D Festival

To mark the opening of V&A Dundee, a two-day celebration of design, music and performance - the 3D Festival, was held in Slessor Gardens. V&A Dundee's Young People's Collective co-designed a packed programme of music and performance alongside family activities,

hands-on design workshops and creative collaborations. Over 10,000 people enjoyed the festival's opening concert with Primal Scream and Dundee's own Be Charlotte before a unique, large scale sound and light composition marked V&A Dundee's opening moment. Produced by Dundee's Biome Collective, Hello World played with the building's form and connected

the audience to the structure, announcing V&A Dundee's arrival in an energetic burst of light and sound. Design studio Agency of None created the festival's visual identity and graphic experience taking inspiration from the building's impressive architecture.

V&A MUSEUM OF DESIGN DUNDEE

On 15 September 2018, V&A Dundee opened its doors to the world. The first ever dedicated design museum in Scotland and the only V&A museum anywhere in the world outside London, V&A Dundee provides a place of inspiration, discovery and learning through its mission to enrich lives through design. In its first eight weeks of opening over 250,000 people visited the building to experience the brilliance of Scottish creativity and the best of design from around the world.

The extraordinary building is a testament to the commitment of embedding great design in the city's regeneration plan. V&A Dundee was designed by renowned award-winning Japanese architects Kengo Kuma & Associates, following an international competition, and is Kuma's first building in the UK. Kuma's vision for V&A Dundee is that it will be a welcoming space for everyone to visit, enjoy and socialise in – a 'living room for the city' – and a way of reconnecting the city to its historic River Tay waterfront.

Alongside the museum's permanent galleries and vast temporary exhibition space, the museum is alive with a vibrant public programme designed to inspire people and provoke discussion. Visitors can engage in a variety of hands-on activities, learning programmes, workshops and events.

Beyond its curved walls, V&A Dundee is reconnecting the city with the beautiful and

historic River Tay. The museum is at the heart of a £1 billion waterfront transformation, an ambitious 30-year project that is propelling the city towards an improved future.

Scottish Design Galleries

For the first time, and in one place, V&A Dundee explores Scotland's design heritage – its past, present and future. Housing around 300 exhibits, the Scottish Design Galleries explore Scotland's design landscape, historically and today. Visitors can learn more about the everyday relevance of design and how it improves our lives, experience the processes that underpin design and discover little-known stories of Scottish design with international impact.

Ranging from architecture to fashion, healthcare to furniture, and engineering to video game design, the exhibits have been drawn from the V&A's world-famous collections of art, design and performance, as well as museums, private collections and designers across Scotland and the world.

Schools Design Challenge

The Schools Design Challenge was V&A Dundee's first schools project for S1 pupils enabling them to get involved in using design to change their everyday environment. The challenge encouraged over 1000 pupils to work in teams to develop exciting and creative solutions to real problems relevant to them, and in doing so, become agents of change.

2019 Exhibition Programme

V&A Dundee's major exhibition programme is a key part of how the city promotes the importance of design. In 2019 the museum will host **Videogames: Design/Play/Disrupt**, an exhibition celebrating one of the most important design fields of our time. Focusing on games developed since the mid-2000s visitors will gain a unique insight into the design process behind a selection of pioneering contemporary videogames.

Later in the year, **Hello, Robot. Design between Human and Machine** will examine the current boom in robotics in the ground-breaking exhibition by Vitra Design Museum, MAK Vienna and Design Museum Gent. Investigating the science and fiction of robots and how they are changing the world we live in, this exhibition will explore how popular culture has shaped our perception of robots and artificial humans, the impact this technology has had on industry and the increasing blurring of the boundaries between human and machine.

Community Garden Project

This project highlighted design's positive impact on wellbeing. Designed by people living with and recovering from a range of health and wellbeing issues, they were supported by professional designer Linsey McIntosh and design studio kennedytwaddle to realise their vision of a place where people can gather and socialise.

MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY CO-OPERATION

Since Dundee was designated a UNESCO Creative City, the designation's delivery team and city partners have actively pursued International collaborations and co-operation to take full advantage of Creative Cities opportunities.

UNESCO Cultural Contacts Database

Dundee is committed to exploring, strengthening and building relationships with UNESCO Creative Cities through the development of a UNESCO Cultural Contacts Database. This database allows cultural agencies within Dundee to map their cultural contacts across Global Creative Cities. Quickly and easily other partners can see where relationships already exist and seek those out to strengthen existing international cooperation and broaden opportunities.

UNESCO UCCN - Reference Library

The team in Dundee quickly became aware of the wealth of physical resources created and held by the Creative Cities. From publications profiling award winners to volumes of best practice in education, these resources are a valuable source of information on best practices.

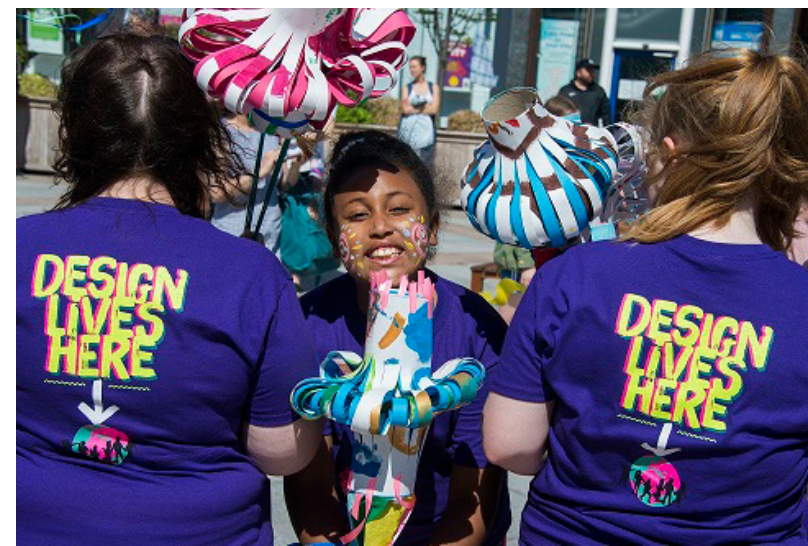
In partnership with the city's Library Service, all publications received by Dundee from fellow Creative Cities are catalogued and made available to students and the public.

Dundee Design Parade

2018 was Scotland's Year of Young People, celebrating young people and their unique viewpoint. In Dundee, UNESCO City of Design delivered two co-designed events, one of which was the Dundee Design Parade.

The parade matched youth groups in Dundee with one of our 31 UNESCO Cities of Design. Young People and designers connected with partners in their allocated city to draw inspiration for their parade creation. Cities sent items including fabric, ceramics, music, film, clothing and more to inspire the young people and tell the design stories of their city.

Over 500 young people took part in the parade with thousands watching. Such was the success that this will now become an annual event which will improve access to participation in the cultural life of the city. The parade also helps to profile and integrate world cultures and foster tolerance in children living in Dundee.



DETROIT

Detroit Design Festival 2017

Representatives from Dundee's UNESCO Core team and Abertay University enjoyed a programme which included visiting studios, galleries, museums, educational institutions and public spaces. The experience shared learnings with regards to improving participation in cultural activity, design outreach and design education.

Detroit Design Summit

Dundee was invited to participate and present at the Detroit Design Summit alongside fellow UNESCO Cities of Design, Kobe and Puebla. 200 delegates heard about and engaged in a panel discussion exploring Dundee's experience in using design and creativity as an essential component in urban redevelopment.

ThingThing - Dundee Design Festival 2017

Detroit design studio ThingThing were invited to exhibit at the Dundee Design Festival 2017. While in the city they shared their practice at Creative Dundee's PechaKucha Night, attended by over 400 people and participated in Dundee's city wide street art project Open/Close where they transformed a backdoor in an alley with a brilliant illustrative design.

SHENZHEN

Shenzhen Design Festival 2017

Representatives from Dundee's UNESCO Core group and Abertay University attended the Shenzhen Design Festival 2017 accompanied by Dundee Designer Kirsty Stevens. Kirsty Stevens' surface pattern design brand is inspired by the neurological condition Multiple Sclerosis. Her jewellery and textiles were selected to represent Dundee and to raise awareness of M.S. and provoke conversation around the disease which affects 100,000 people in Scotland.

Shenzhen Young Designers Award 2018

Final year student design team Tiernan Haugh, Jamie Spratt and Campbell Scanlan from the University of Dundee's Duncan of Jordanstone College of Art & Design were prize winners in the S-DAY 2018 Awards. Their Sociometer presented an analogue view of the data being consumed by mobile devices in a public space - on this occasion a traditional pub, to raise awareness of the amount of time people spend on their mobile devices.

SAINT-ETIENNE / ENGHIEEN-LES-BAINS

Are You Talking To Me: Uses and Applications of Connected Objects

Dundee's submission to the co-produced exhibition **Are You Talking To Me: Uses and Applications of Connected Objects** held in Enghien-Les-Bains was accepted. Designers from EEgeo (now WrlD3D) presented their dynamic 3D mapping platform for smart cities and buildings, gaming, AR/VR experiences, and more. The opportunity to profile Dundee's designers on the world stage is a significant benefit of the Creative Cities Network.

KRAKOW

Read PL!

This project, led by City of Literature Krakow is the largest campaign in Poland to promote reading and the first of its kind in the world. It uses digital technology to make Polish language books available outside of libraries and to Polish speakers around the world. In 2017, Dundee's Library Service joined the initiative on behalf of the city.

To access the initiative, one simply downloads the mobile application and scans the QR code relating to their selected book. Dundee has promoted the service in community libraries and throughout the city centre with a campaign of promotional posters.

PUEBLA

Cebraton

In 2017, Dundee was delighted to participate in Puebla's Cebraton. Through design interventions in urban development, Puebla addressed the issue of pedestrian safety, highlighting safe crossings, encouraging pedestrians to use the correct crossing and road users to respect it.

A crosswalk for every UNESCO City of Design was painted on streets surrounding a park. In Dundee, designer Louise Kirby created our illustration from her Dundee Delights collection which was inspired by the patterns of items that Dundee is well-known for such as the almonds on Dundee cake! A year later, young people in Dundee created their own crosswalk designs which were painted on a city centre street. Whilst only temporary, it is intended to repeat this project to create permanent colourful crossings.

DUNDEE

Dundee Soup

Soups are run all over the world. Their founder, Amy Kaherl of Detroit, describes them as, *'It's a little bit of funding, it's a lot more empowering and it's even more about connectivity'*. Inspired by Detroit, Dundee Soup is a social event generating funding and giving micro-grants to creative projects.

Over a simple supper, donations are made to projects which could benefit the Dundee community. Dundee Soup is a safe way to fund creative challenges and imperfect ideas, celebrating local community-based projects which improve people's lives. In a little over a year nearly £1500 has been gifted to a variety of projects.

Global Gov Jam

In 2017, Dundee hosted the world's biggest gathering for GovJam, a two day service design event which is held across the world. Designers and the public sector come together with energy and focus to design solutions to challenges faced by public services. In 2018, Dundee was the Global HQ for GovJam connecting with design cities Buenos Aires, Curitiba and other UCCN members Barcelona, Ghent, Leeds Lyon and Ljubljana.

GRAZ

COD 100 – Xchange Program

Dundee was delighted to be the first city to participate in the 100 Days programme led by the city of Graz. In this programme Graz based designers have the opportunity to work in a company located in another UNESCO City of Design for the duration of 100 Days.

Designer Sonja Schwaighofer began her residency in Dundee in September 2018 with Dundee based digital design company MTC. This programme broadens international opportunities for creative professionals in the design sector and builds relationships that strengthen international cooperation. As a result of this participation, Dundee is now preparing to secure a business partner to host a Dundee designer to work in Graz for 100 days.



 **DUNDEE**
City of Design
United Nations
Educational, Scientific and
Cultural Organisation
Designated
UNESCO Creative City
in 2016

SINGAPORE

PRESENTED BY
ST ANDREW'S R. C. PRIMARY SCHOOL - C

DUNDEE DESIGN PARADE



ACTION

PLAN 2019 - 2022

As the UK's first and only UNESCO City of Design, we uphold the values of UNESCO and publicly champion our commitment to placing creativity at the heart of our local development plan and to international cooperation.

Dundee is a city rich in design heritage, with thriving design industries and huge potential for the future. Our city is bold, ambitious and committed to using design to help solve the challenges we face.

We are committed to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening our citizens' participation in cultural life and integrating culture into our urban development.

2019 - 2022 Priorities

1. Celebrate and profile the role of design as a tool to improve lives by engaging citizens in design, the work of designers and opportunities for co-design.
2. Champion Dundee's designers by promoting their talent, supporting their creative and commercial success and involving them in decision making.
3. Actively participate in the UNESCO Creative Cities Network by collaborating and sharing in developing projects and learnings from other UNESCO Cities of Design.

INITIATIVES IN THE LOCAL PROGRAMME

Dundee Design Month (annually, May)

This collaborative month long programme profiles the wide range of design related activity delivered by partners across the city and accessible to the public.

The objective of Dundee Design Month is to strengthen the enjoyment of design with the citizens of Dundee through a variety of partner led events, activities, and exhibitions. Partners include the city's universities, visitor attractions, businesses and designers. In 2018, Dundee Design Month had 50 individual events, by 2022 the target is to have increased this to over 100 events.

Dundee Design Parade will be presented as part of the month. Young People from some of Dundee's most deprived and vulnerable communities come together to research and engage with cities in the network to inspire displays for the parade. Creativity is used in this context as a tool for learning and cooperation embedding designers within the community. With over 500 citizens participating, the parade celebrates Dundee's place in the UNESCO Creative Cities Network.

Dundee Made

City designers have highlighted the need for a trusted mark or brand which highlights Dundee designed products.

UNESCO City of Design Dundee will work with the creative sector to co-ordinate the development of a collective brand message for use by designers and retailers in the city. This will ensure that the benefits of increased tourism directly affect the local creative economy, supporting designers to run successful businesses producing quality design products.

Dundee's Creative Industry Strategy

UNESCO City of Design Dundee is an active partner in the delivery of this strategy's Action Plan with a particular focus on delivery actions against the themes of: Making Creativity Sustainable and Creating Big Collaborations In A Small City.

Dundee's Creative Industries Strategy cuts across the creative fields of, Music, Film, Design, Craft & Folk Art and Media Arts. The strategy brings together city partners whose role it is to improve the city's economic output and focuses on developing the city as a hub for creativity and innovation, growing opportunities for professionals in the cultural sector.

INITIATIVES IN THE INTERNATIONAL PROGRAMME

Dundee will continue to attend the UCCN Annual Meetings and Design Network meetings, participating in collaborative opportunities. As a city we will also continue to develop international initiatives for the UCCN to participate in and to engage our designers in opportunities across the network.

Dundee Design Festival

We will deliver the Biannual Dundee Design Festival in 2019 with the theme Liveable/Loveable Cities and in 2021 with a theme to be decided.

A significant project between the public, academic and private sectors, the festival attracts an audience of around 7,500. Dundee Design Festival is Scotland's design festival and aims to profile the work of local, national and international designers. To ensure as wide a range of people as possible can experience the festival entry will remain free.

More than simply a festival the programme includes prototyping projects and residencies presenting design interventions to make our city a better place to live, work and visit.

UCCN Online Resource

In collaboration with Dundee's City Library Service, all publications received by Dundee from fellow Creative Cities are catalogued and made available to the public.

Dundee believes that the wealth of information generated by the network should be as publicly accessible as possible. In the coming period we will explore how to make this resource more accessible, potentially through a digital searchable index and to promote it more widely.

UNESCO Scotland Trail

In 2018 Scotland's UNESCO designations (World Heritage Sites, Global Geoparks, Biosphere Reserves, Creative Cities) came together and agreed to take forward the development of a collaborative UNESCO Trail to profile these designations to an international visitor market.

Led by national agency VisitScotland and the UK National Commission for UNESCO this project with commitment from all 13 of Scotland's UNESCO designations, will progress in 2019 with a target of launching in 2020 for visitors planning their trips for the following year.

World Community Development Conference, July 2019

Dundee has been selected as the host city for this event in 2019 by the International Association for Community Development. This is a unique opportunity for practitioners, participants, academics, policy makers, funders and other stakeholders to share perspectives on current contexts and challenges for community work.

We will use this conference as an opportunity to profile the ways in which design is being used in Dundee as an essential component of urban development and how culture is being embedded as a tool for regeneration in community development across the UCCN.



ESTIMATED ANNUAL BUDGET

Dundee's UNESCO City of Design Designation is directed by Dundee Partnership through Leisure & Culture Dundee and is supported by three members of staff.

Funding for the period has been secured from founding partners Abertay University, Dundee City Council, Leisure & Culture Dundee and University of Dundee.

Day to day services for payroll, human resources, finance, office accommodation and other support are provided in-kind from Leisure & Culture Dundee.

National Agencies EventScotland and Creative Scotland continue to support the UNESCO City of Design events and activity on a project by project basis.

COMMUNICATION PLAN

Dundee's UNESCO City of Design team acknowledge the importance of continually raising awareness of our UNESCO Creative City Designation. This is for a local audience, a national audience and an international audience.

As a city we will build on our growing reputation to promote our design offering to visitors.

'one of the coolest, smartest, most cultured and confident cities Britain has.'

Conde Nast Traveller

'Design and creativity are in the DNA of this city.'

The Guardian

'A thriving hub of culture and design excellence.'

Lonely Planet

Social Media platforms continue to be an important and essential way to communicate with audiences. We will continue to nurture our platforms @designdundee on Twitter and Instagram alongside our City of Design Dundee Facebook page.

In 2019, the UNESCO City of Design Dundee website will undergo a complete re-development. The website will act as the portal to design related activity in Dundee, profiling organisations, business which champion design, signposting visitors to great design experiences, and promoting the city's designers and their products.

Our media campaigns will focus on the themes contained within our **2019 - 2022 Priorities**.





Jordan J. Dunn

Greg Herron

Equinox

Greg Herron,
Jordan Joshua Dunn

Equinox is a futuristic free for all battle game. Players have a choice of four characters, each with different offensive, defensive and maneuvering mechanics to help them become the victor.

The project's major focus is on character variety, and how it influences the way that every individual player of equinox, perceives and of course, what the characters can do. This project has been put forward for Dora, and it is hoped that development will continue afterward.

CREDITS

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CREDITS

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- 4 Pecha Kucha Night, West Ward Works 2017. Photograph Erika Stevenson
- 8 Design Cities at Annual General Meeting 2016.
Dundee, Kobe & Puebla at Detroit Design Summit 2017.
Design Cities at Annual General Meeting 2018.
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Dundee's Crosswalk Design Puebla 2017.
Dundee Design Parade 2018. Photograph Alan Richardson
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Publication Design by: Dolina Mechan, Creative Services, Leisure & Culture Dundee

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APPENDIX

1

INTERNATIONAL ACTIVITIES

Participation and promotion of Dundee at an International Scale

2015

Saint-Etienne, France (Design), Design Sub-Network Meeting. March 2015. Participation by Anna Day, Manager UNESCO City of Design Dundee and Gillian Easson, Creative Dundee.

Saint-Etienne, France (Design), Biennale Internationale Design Saint-Etienne 2015. March 2015. Participation by Anna Day, Manager UNESCO City of Design Dundee and Gillian Easson, Creative Dundee.

Kobe, Japan (Design), Interaction between Kenji Kondo, Design & Creative Centre and Gillian Easson, Creative Dundee.

Kanazawa, Japan (Crafts & Folk Arts), 9th Annual Meeting of UNESCO Creative Cities Network. May 2015. Participation by Stewart Murdoch, UNESCO City of Design Dundee Chair.

Helsinki, Finland (Design), Design Sub-Network Meeting. Sep 2015. Participation by Stewart Murdoch, UNESCO City of Design Dundee Chair and Anna Day, Manager UNESCO City of Design Dundee.

Helsinki, Finland (Design), Helsinki Design Week. Sep 2015. Participation by Anna Day, Manager UNESCO City of Design Dundee and Stewart Murdoch, UNESCO City of Design Dundee Chair.

Singapore, Singapore. Advising on application to join UCCN, Sep 2015. Participation Stewart Murdoch, UNESCO City of Design Dundee Chair.

Bilbao, Spain (Design), Bilbao Design Week. Nov 2015. Participation by Anna Day, Manager UNESCO City of Design Dundee.

2016

Graz, Austria (Design), Design Monat Graz. April 2016. Participation by Stewart Murdoch, UNESCO City of Design Dundee Chair.

Paris, France, Design Sub-Network Meeting. June 2016. Participation by Anna Day, Manager UNESCO City of Design Dundee.

Detroit, USA (Design), Detroit Design Festival. Sep 2016. Presentation by Jim Livesey, University of Dundee.

Ostersund, Sweden (Gastronomy), 10th Annual General Meeting of UNESCO Creative Cities Network. October 2016. Participation by Stewart Murdoch, UNESCO City of Design Dundee Chair and Annie Marrs, Coordinator UNESCO City of Design Dundee.

Beijing, China (Design), UNESCO Creative Cities Network Summit. June 2016. Presentation by Bryan Beattie, Creative Services Scotland.

Milan, Italy (Literature) XXI Milan Design Triennale Apr - Sep 2016. Exhibition celebrating Scotland's global contribution to architecture, design and engineering by V&A Dundee. Attended by Tara Wainwright, V&A Dundee.

2017

Saint-Etienne, France (Design) Biennale Internationale Design. March 2017. Participation by Claire Dufour, Creative Dundee.

Shenzhen, China (Design) Shenzhen Design Week. April 2017. Work by Charcot Studio exhibited. Participation by Kirsty Stevens, Charcot Studio and Clare Brennan, Abertay University.

Graz, Austria (Design), Design Monat Graz. April 2017. Participation by Billy Gartley, Leisure & Culture Dundee.

Bandung, Indonesia (Design) DesignAction.bdg Nov 2017. Participation by Claire Dufour, Creative Dundee and digital design company Biome Collective; Tom deMajo & Malath Abbas.

Enghien-Les-Bains, France (Media Arts) 11th Annual Meeting of UNESCO Creative Cities Network, June 2017. Participation by Stewart Murdoch, UNESCO City of Design Dundee Chair and Anna Day, Manager UNESCO City of Design Dundee.

Enghien-les-Bains, France (Media Arts) Are You Talking To Me: Uses and Applications of Connected Objects exhibition. June - July 2018. Work exhibited by design company eeGeo, participation by Piers Duplock and Mike McKenna.

Saint-Etienne, France (Design) Are You Talking To Me: Uses and Applications of Connected Objects exhibition. June - July 2018. Work exhibited by design company eeGeo, participation by Piers Duplock and Mike McKenna.

Detroit, USA (Design), Detroit Design Summit. Sep 2017. Participation and presentation by Annie Marrs, Coordinator UNESCO City of Design Dundee.

Detroit, USA (Design), Detroit Design Festival. Sep 2017. Participation by Claire Brennan Abertay University.

Helsinki, Finland (Design), Helsinki Design Week. Sep 2017. Participation by Sion Parkinson, Dundee Design Festival and Joanna Mawdsley, V&A Dundee.

Torino, Italy (Design), Torino Design of The City. Oct 2017. Participation by Steven Kyle, Dundee City Council.

Puebla, Mexico (Design) Design Sub-Network Meeting. Nov 2017. Participation by Annie Marrs, Coordinator UNESCO City of Design Dundee.

Puebla, Mexico (Design) Cebraton - Crosswalk Designs. Nov 2017. Design created by Louise Kirby, attendance by Annie Marrs, Coordinator UNESCO City of Design Dundee.

Wuhan, China (Design) 4th Wuhan Design Biennale. Nov 2017. Participation and address to the Wuhan Design Future Conference by Lorens Holm and Andrew Milligan, University of Dundee.

2018

Shenzhen, China (Design) Shenzhen Design Award for Young Talents. Jan 2018. Prize won by Sociometer Team, Tiernan Haugh, Jamie Spratt and Campbell Scanlan.

Shenzhen, China (Design) Shenzhen Design Award for Young Talents. Jan 2018. Award ceremony attended by prize winners Tiernan Haugh, Jamie Spratt and Campbell Scanlan with Andy Truscott, Desk Officer UNESCO City of Design Dundee.

Graz, Austria (Design), Design Monat Graz. April 2018. Participation by Billy Gartley, Leisure & Culture Dundee.

Krakow, Poland (Literature), 12th Annual Meeting of UNESCO Creative Cities Network, June 2018. Participation by Stewart Murdoch Chair UNESCO City of Design Dundee, Anna Day Manager UNESCO City of Design Dundee and Leader of Dundee City Council, Councillor John Alexander.

Kortrijk, Belgium (Design), Biennale Interieur, Oct 2018. Attendance by Fiona Stephen D&A College.

Kortrijk, Belgium (Design), Designregio Annual Creative Summit, Dec 2018. Presentation by Annie Marrs, Coordinator UNESCO City of Design Dundee.

Welcoming International designers and delegations to Dundee

2016

6 delegates from the city of Jingdezhen, China (Craft & Folk Arts) to participate in Dundee Design Festival 2016. [*Xiong Hao Vice Mayor of People's Government of Jingdezhen; Yao Ningsheng President of Jingdezhen Radio and TV station; Zheng Shenglin Direct General of Jingdezhen Sports Bureau; Pan Yiyi Vice Director General of Jingdezhen Municipal Bureau of Culture; Xu Xinying Subprefect of Fuliang County of Jingdezhen; Chen Long Staff of the Leading Panel Office of Jingdezhen's, Application for Creative Capital of the World*]

2 delegates from Helsinki, Finland (Design) to participate in Dundee Design Festival 2016. [*Robert Eriksson City of Helsinki, Anu Mänttari Development Manager, City of Helsinki*]

1 contributor from Helsinki, Finland (Design) to deliver a talk at Dundee Design Festival 2016. A Designers' Guide to Transforming Healthcare. [*Thomas Holm, Kauffman Helsinki*]

1 delegate from Budapest, Hungary (Design) to participate in Dundee Design Festival 2016. [*Vaskó Renáta, Knowledge Catalyst Brain Bar Budapest*]

1 delegate from Shenzhen, China (Design) to participate in Dundee Design Festival 2016 [*Ting Xu, Secretary-General, Shenzhen City of Design Promotion Association*]

1 delegate from Graz, Austria (Design) to participate in Dundee Design Festival 2016 [*Eberhard Schrempf, Managing Director, Creative Industries Styria*]

1 delegate from Saint-Etienne, France (Design) to participate in Dundee Design Festival 2016 [*Josayne Franc, Head of International Affairs, Cité du design*]

2017

6 people from the city of Wuhan, China, Design Industry Promotion Office to prepare application to UNESCO Creative Cities Network. [*Liao Minghui, Deputy Director; Key Projects Supervision Coordination Office of Wuhan Municipal People's Government; Peng Zhaohui, Deputy Chief; Wuhan Engineering Construction Law Enforcement Inspection Station; Hu Huaying, Deputy Director; Wuhan Construction Engineering Design Review Office; Hong Qi, Deputy Director; Wuhan Land Use and Urban Spatial Planning Research Center; Zhang Songming, Division Director; Division of Cultural Heritage Preservation of Wuhan Culture Bureau; Yu Xuesong, Division Director; Administrative Office of Housing Security Maintenance of Wuhan Housing Security and Management Bureau.*]

2 designers from Detroit, USA (Design) from design studio THING THING to exhibit and participate in Dundee Design Festival 2017 and associated programme of PechaKucha Night and Open/Close. [*Simon Anton and Rachel Mulder, THING THING*]

2018

3 people from City of Greater Geelong, Australia (Design) to learn from and explore Dundee's projects and designation. [*Dr Robert Treseder, May 2018 and Mayor Bruce Harwood with Tim Ellis Manager Economic Development & Events, June 2018.*]

4 people from Cebu, Philippines Considering application to UNESCO Creative Cities Design Network Nov 2018. [*Rhea Matute, Executive Director, Design Center of the Philippines; Asteria C. Caberte, Regional Director, Department of Trade and Industry Philippines; Esperanza (Hope) T.L. Melgar, Chief Trade & Industry Development Specialist, Department of Trade and Industry Philippines; Malaya del Rosario, Head of Arts and Creative Industries, British Council Philippines.*]

31 representatives from 20 UNESCO Cities of Design attended the 2018 Design Sub-Network Meeting in Dundee. [*Caetana Franarin, Focal Point of Creative City of Brasilia; Nicole Facuri, Creative City of Brasilia; Robin Jutzen, Enterprise and Investment Corporate Services, City of Cape Town; Ellie Schneider, Director, Advocacy and Operations, Design Core Detroit; Cezanne Charles, Creative Industries Manager Detroit; Huda AL Saffar, Manager Of Partnership Section, Dubai Municipality; Dr. Mohamed Hasan Al Assaf - Director of Strategy & Corporate Excellence Department Dubai Municipality; Fida Mohammed Alhammadi, Section Manager of Research and Building Systems, Dubai Municipality; Christine Silvestroni, Coordinator Economic Development, City of Greater Geelong; Angelika Meister, Project Coordinator, Coordination Office City of Design Graz; Barbara Nussmüller, Assistant Managing Director, Creative Industries Styria; Andreas Morianz, Economic Development, Municipality of Graz; Anu Mänttari Development Manager, City of Helsinki; Jaana Brink, Design Education, Helsinki; Muhammed Attila Sevim, Managing Director, Istanbul Design Bureau; Mr. Genco Demirel, Vice Intendant, UNESCO City of Design Istanbul; Ms Ryoko Yamamoto, Manager Creative City Kobe; Mr. Kenji Kondo, Design and Creative Centre Kobe; Trine Ellemose Zielke, Design & Innovation, Kolding Municipality; Stijn Debaillie, Coordinator, Designregio Kortrijk; Marie-Josée Lacroix, Design Commissionner, Head of Design Montréal, City of Montréal; Eriko Esaka, Program Director, Nagoya UNESCO City of Design; Luis A. González Arenal, Innovation & Design Commissioner of the State of Puebla; Ting Xu, Secretary General of Shenzhen City of Design Promotion Association; Ms Yeo Piah Choo Director, Special Projects & International Relations, DesignSingapore Council; Ms Juliet Lim Deputy Director, Communications and International Relations, DesignSingapore Council; Sang mook RHEE, International Relations, Seoul Design Foundation; Hyo won LEE, Seoul Design; Marco Ciari, Torino Creative City; Rong Xianguo, Wuhan Design Industry Promotion Office; Cindy LEE, Wuhan Design Industry Promotion Office.*]

APPENDIX

2

CITY VALUES

UNESCO - City of Design Dundee Values

We, the public partners in the City of Dundee, offer our commitment to the aims and values outlined below of UNESCO City of Design Dundee.

As the UK's first UNESCO City of Design, we believe Dundee has a duty to uphold the values of UNESCO and publicly champion our commitment to using design to improve the lives of our citizens and sustainably grow our economy.

Aims and values of UNESCO City of Design Dundee

Dundee is a city rich in design heritage, with thriving design industries and huge potential for the future. Our city is bold, ambitious and committed to using design to help solve the challenges we face.

Our **values** include:

- promoting social justice and inclusion;
- raising aspirations and opportunities across all of our communities;
- involving our communities in collaboratively designing services and solutions;
- championing high quality design, covering place, products and processes;
- learning from local, national and international designers;
- supporting the creative and commercial success of local designers;
- growing our economy through design-led business innovation.

Our **aims** include:

- using design to solve the social challenges faced by Dundee;

- developing local design talent through supportive commissioning and procurement (using community benefit clauses where appropriate);
- embracing design principles in our work, from designing new projects to redesigning existing approaches;
- building in regular evaluations of major activities and events, applying a design approach to ensure we always look for improvements, particularly in terms of social impact;
- using our resources to promote designers working with, or linked to, our organisation;
- working collaboratively with Dundee city partners across the public, private and third sectors to create international partnerships with the other UNESCO Cities of Design;
- sharing our existing partnerships and links to the UNESCO Cities of Design with city partners, always looking for opportunities to benefit the city more widely;
- reporting all links with organisations in the UNESCO Cities of Design to the UNESCO City of Design Dundee implementation group, for reporting purposes.

Creative Cities Network

Design is one of seven focus areas for the UNESCO Creative Cities Network, also including Crafts and Folk Art, Film, Gastronomy, Literature, Media Arts and Music.

The Creative Cities Network seeks to develop international cooperation among cities that have identified creativity as a strategic factor for sustainable development, in the framework of partnerships including the public and private sectors, professional organisations, communities, civil society, and cultural institutions in all regions of the world.

The Creative Cities Network facilitates the sharing of experience, knowledge and resources among the member cities as a means to promote the development of local creative industries and to foster worldwide cooperation for sustainable urban development.

History and values of UNESCO

UNESCO was founded in 1945 to respond to the firm belief of nations, forged by two world wars in less than a generation, that political and economic agreements are not enough to build a lasting peace. Peace must be established on the basis of humanity's moral and intellectual solidarity.

UNESCO strives to build networks among nations that enable this kind of solidarity, by:

- mobilising for education: so that every child, boy or girl, has access to quality education as a fundamental human right and as a prerequisite for human development;
- building intercultural understanding: through protection of heritage and support for cultural diversity. UNESCO created the idea of World Heritage to protect sites of outstanding universal value;
- pursuing scientific cooperation: such as early warning systems for tsunamis or trans-boundary water management agreements, to strengthen ties between nations and societies;
- protecting freedom of expression: an essential condition for democracy, development and human dignity.

This agency of the UN has more recently added a focus on sustainable development:

- In a globalized world with interconnected societies, intercultural dialogue is vital if we are to live together while acknowledging our diversity.
- In an uncertain world, the future of nations depends not only on their economic capital or natural resources, but on their collective ability to understand and anticipate changes in the environment – through education, scientific research and the sharing of knowledge.
- In an unstable world – marked by fledgling democratic movements, the emergence of new economic powers and societies weakened by multiple stress factors – the educational, scientific and cultural fabric of

societies – along with respect for fundamental rights – guarantees their resilience and stability.

- In a connected world – with the emergence of the creative economy and knowledge societies, along with the dominance of the Internet, the full participation of everyone in the new global public space is a prerequisite for peace and development.

The City Values were approved by the Dundee Partnership Management Group at its meeting on Thursday, 3 September 2015.

Dundee's Creative Industries Strategy

2017 – 2021

#DundeeCreates

dundeecreates.com

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Given the unique opportunities presented at this point in time for the city of Dundee and its economy, this strategy is crucial to further helping define the ‘Dundee approach’ to supporting its creative sector. This approach is significant, as a city which creates participative ways for its communities to shape and influence how Dundee and its creative sector is defined. Now is the right time to launch this strategy, building on the enthusiasm and energy felt across the city, which was designed to engage the city’s creative communities during the Scottish Government’s Year of Innovation, Architecture and Design 2016.

Dundee’s Creative Industries Strategy has been initiated by Creative Dundee on behalf of the Dundee Partnership. It has been co-designed with those working/studying in the city’s creative industries sector and the local and national agencies who support the creative industries.

Creative Dundee has driven, co-ordinated and produced this strategy through the valuable support of its funding partners, Creative Scotland and Dundee City Council.

Introduction

Dundee's creative scene is active, connected and ambitious. Citizens and organisations right across the creative industries and cultural sector are supportive of each other and keen to see others succeed. This can be witnessed when you feel the energy as you walk into many of the city's creative events, when you discover the strong partnerships that exist between individuals and cultural organisations of all scales, or when you explore the progressive approaches being used in Dundee to tackle societal issues here and beyond.

Dundee's Cultural Strategy holds the collective vision and actions for harnessing culture to support the engagement, ambition, achievement, and wellbeing of Dundee's citizens. This strategy, Dundee's first ever Creative Industries Strategy has been collaboratively designed to support those in the diverse creative industries¹ who underpin the city's vibrant cultural sector.

With a number of physical transformations underway in the city, including the waterfront redevelopment, and the V&A Museum of Design Dundee opening in 2018, the city will also build on its UNESCO City of Design accolade over the next few years. With increased visitors to the city, these developments have the potential to translate into more opportunities for the creative sector to build sustainable businesses, grow audiences and new markets, and collaborate in new and innovative ways.

The city has been described by many in Creative Dundee's network as the perfect size and location to base a creative business. Its scale offers the ability to walk across the city centre, making it easy to connect with other people; and its location means the city is in close proximity to Scotland's other cities, coast and countryside. With a strong cultural infrastructure including decades of cultural investment, the city is an ideal place for creative practitioners and businesses.

Dundee has a strong creative ecology. Creativity and culture are clear priorities and catalysts for continued development and growth of the city, but there are still areas which need to be improved for the creative sector to take full advantage of the opportunities ahead and thrive. Dundee has relatively low levels of business start-ups² despite its favourable living conditions, and this needs to be better understood in order to improve the situation and the prospects for sustainability and growth. Health and inequality issues are also prevalent across the city. These are challenges to which the creative sector can offer innovative new approaches and solutions.

¹We use the Scottish Government's definition of the creative industries throughout the strategy: 'Creative Industries are those which have their origin in individual creativity, skill and talent. They also include industries that have the potential to create wealth and jobs through the development, production or exploitation of intellectual property. The sector is made up of 13 distinct industries – advertising, architecture, art and antiques, crafts, design, designer fashion, film, interactive leisure software, music, performing arts, publishing, software and computer services and TV and radio.' <http://www.gov.scot/Topics/ArtsCultureSport/arts/Archive/creative-industries>

²Dundee fell 58th out of 64 in the Cities Outlook report for lowest start-up rates in UK cities. In 2013, the number of business start-ups per 10,000 population was 35% compared to Aberdeen – 64% and Brighton – 66%. Source – Centre for Cities: http://www.centreforcities.org/wp-content/uploads/2015/01/Cities_Outlook_2015.pdf

Over the next five years, this strategy aims to:

- Reflect the needs, challenges and opportunities ahead for the city's creative sector.
- Inspire and encourage practical action across the city.
- Explore the best methods of support for the creative sector in Dundee.
- Ultimately develop a healthy ecology base for creative practitioners and businesses.

Scotland's creative industries sector contributes £3.7 billion GVA³ to the economy annually and it is characterised by small businesses – 87% of them have fewer than 5 employees. The creative industries are one of the fastest growing industry sectors in the UK, and Dundee is increasingly being acknowledged as defining the strategy for other global cities in how it harnesses creativity and cultural resources to develop a better, more connected city. The city needs to ensure this perception is matched by the reality.

This strategy is a short document which aims to complement other relevant city strategies led by the Dundee Partnership and the local authority, such as Dundee Cultural Strategy 2015 – 2025, Economic Strategy And Action Plan 2013–2017, Dundee's Tourism Action Plan, Dundee's Music Strategy 2017–2019 and the Single Outcome Agreement for Dundee 2013–2017. It also aims to complement the strategies of the national agencies who support the creative industries, including Creative Scotland's Creative Industries Strategy, Scottish Government's Skills Investment Plan for Scotland's Creative Industries facilitated by Skills Development Scotland; and also those by Scottish Enterprise and Scottish Funding Council.

‘Dundee has a tremendous spirit for moving forwards ... We do, in general, all pull in one direction and that drive is pulling so much focus into Dundee as a creative hotbed. If we really do keep on strengthening these ties that bind us, then Dundee is absolutely on track to be the cultural capital of Scotland.’

– Artistic Director

³Scottish Government Growth Sector Statistics, October 2016.

The approach to the strategy

This strategy was initiated by Creative Dundee on behalf of the city and has been co-designed with those working/studying in the city's creative sector and the local and national agencies who support them. Creative Dundee has strong links to the creative sector and agencies and has previously initiated a number of projects which engage citizens in new ways of shaping their city and influencing how its story is shared.

Discussion for the strategy was facilitated through a project called Fabric Dundee, which comprised a series of workshops, one-to-one interviews with local creative businesses and a study visit which ran throughout 2016, all involving people from the city's diverse creative industries.

A series of themes emerged around spaces, skills, resources and connectivity, which helped inform the discussions and were valuable in showing how creative initiatives developed, matured and succeeded or failed. The group agreed that for the strategy to be adopted, the actions would have to be driven as much by people who are actively interested in the direction of the city, as by the agencies who support the creative sector.

A Creative Industries Dundee Stakeholder Group was formed and chaired by Creative Dundee, bringing together representatives from the local and national agencies who support the creative sector. This group has focused on the opportunities and challenges for the city's creative sector, through bi-monthly meetings since November 2015.

Prior to the development of this strategy, Creative Dundee has also led a number of meetings, workshops and public consultations about the needs and challenges of creative industries based in and around the city.

The opportunity

People – passionate, committed and ambitious – are our city’s most valuable assets. The energy found in the creative community is unique. It nurtures others and continues to generate opportunities for the sector and city to thrive.

‘I like Dundee’s size. It means you can be connected very quickly with a wide range of people, projects and communities. This enables all kinds of things to happen relatively quickly. There is a spirit in Dundee of mutual support which is very refreshing.’ – Designer

The feeling of connection and belonging is important, as is a strong social justice ethos – people are keen to include, collaborate and make an impact in their city. These values resonate with the Scottish Government’s economic strategy supporting the 4I’s in the economy of Investment, Innovation, Inclusive growth and Internationalism; and also with Creative Scotland’s Triple Bottom Line approach – understanding that creative businesses have a strong understanding of community interest as well as commercial ability, and have an impact on economic, social and cultural value.

Common values shared by those working in the creative sector include:

- **Working collaboratively**
Through peer sharing and learning.
- **Finding economies of scale**
Creating alternative, innovative ways of sharing resources – knowledge, spaces, and other assets.
- **Building social capital**
Harnessing the energy of individuals/communities to unlock resources and create opportunities.
- **Embracing play and experimentation**
Trying, failing, learning and trying again.
- **Ensuring equality and inclusive growth**
Enabling everyone to be part of the creative sector and connecting with the city’s diverse communities – to spread and share aspirations.
- **Being ambitious and remarkable**
The scale of the creative sector and the size of the city offer huge opportunities to be responsive and progressive.

The consultations revealed three key areas impacting those working within the creative sector, across disciplines and career stages. The following sections outline the current challenges, a summary of the identified needs, recommended actions and benefits.

1

MAKING
CREATIVITY
SUSTAINABLE.

**How can the city
develop a nurturing
environment that
ensures creative
practitioners and
businesses from
all backgrounds
can succeed?**

‘Dundee produces world class talent and then watches it disappear every summer. We need to step up our game. There’s an opportunity to create a much more nurturing environment for younger and emerging creatives. There are a lot of experienced creative professionals working in the city with a lot of knowledge that could be used to help those that are new to the sector.’ - **Fabric Dundee participant**

DEVELOPMENT NEEDS AND CHALLENGES

With a large creative student population in the city, a significant challenge for Dundee is encouraging its students from the local schools, universities and college to have the confidence to base their professional practice in Dundee upon completing their studies. Institutions and students are often disconnected from the local creative sector.

The research and consultation found that students themselves felt the city lacked sustainable local opportunities of meaningful scale which were attractive enough to encourage them to stay and be rooted in Dundee beyond graduation. Students often want to stay, but feel forced into leaving to find opportunities elsewhere. They are reluctant leavers.

The city’s institutions must encourage diverse routes into the local creative sector, supporting people either to create their own pathways towards establishing a creative business, or to find employment. Ensuring that students and those who support them are aware of the opportunities locally will equip graduates to make informed decisions on where to base their practice. Sharing sectoral perspectives from established creative businesses across key disciplines, such as games, fashion, music and design, are valuable for providing city-wide role models and mentors.

Some creative sector employers, particularly within the games industry, struggle to attract staff who have well-established lives elsewhere. Therefore, encouraging the development of sustainable creative businesses of scale – alongside building the perception of the city and its creative sector nationally and internationally – will be crucial for Dundee to be recognised as a potential base for creative businesses and employees.

If the city’s creative sector is to develop and match the expectations of a growing and rapidly changing city, support must be in place for creative practitioners, grass-roots organisations and businesses who are potentially undervaluing their products or services, or have not yet considered the opportunities associated with the city’s transformation.

Meeting these challenges require a city-wide rethink of the infrastructure, support and progression routes from education, through to gaining employment, or starting and growing a creative business.

SUMMARY OF IDENTIFIED NEEDS

- Strengthen the connection between students, academic institutions and the local creative sector.
- Support the development of sustainable creative businesses/practices.
- Maintain and develop networks to enable established creative businesses from different disciplines, including games, fashion, music, visual and performing arts and design, to share perspectives and to provide role models and mentors for young professionals.
- Explore current creative employment opportunities within the sector, so that career progression routes and pathways can be more clearly defined.
- Build awareness beyond the city of Dundee as a viable creative base.

RECOMMENDATION

Grow the opportunities and pathways for creative practitioners and businesses to base themselves in Dundee.

SUMMARY OF ACTIONS

- Develop city-wide mentoring, internships and shared apprenticeship programmes.
- Build awareness of Dundee as a thriving creative hub.
- Encourage equality and greater diversity in the creative sector.
- Raise awareness of creative sector opportunities within further and higher education.
- Grow understanding of skills required to start, run and grow a creative business.

BENEFITS

A thriving city which attracts, retains and exports innovative creative leaders; and an increased number of sustainable creative businesses.


‘I would say one challenge for Dundee's creative sector is being able to retain its young talent and expertise, with jobs and opportunities that provide clear paths to career development and not just jobs with limited parameters and pay scale. The creative sector of the city must grow to match the expectations and growing numbers of people wanting to live and work in this city. I have observed over a period of time how young graduates, although wanting to remain in the city, have after a spell of living and working in Dundee felt they must move on to further develop their careers.’ – **Printmaker**

‘While Dundee has a reputation as a tech hub, it isn't considered a “good” place to live or work. I felt this stigma first-hand before moving here. This can damage the chances of attracting talent. We also have the problem in our company of retaining talented people, often people seem to want to work in Edinburgh or Glasgow and move on from Dundee.’ – **Creative Technologist**

2

CREATING BIG
COLLABORATIONS
IN A SMALL CITY.

**The creative sector
has a lot to offer
society and the
economy, how does
the city develop the
conditions for these
collaborations
to emerge?**



‘Although we can’t predict the jobs of the future, we can create the conditions to ensure they have the potential to emerge.’ – **Fabric Dundee participant**

DEVELOPMENT NEEDS AND CHALLENGES

The city has significant strengths and expertise which should be harnessed to develop Dundee and its surrounding region, and be an international exemplar for other similar sized cities.

Of those recorded as working in Scotland’s creative sector, 87% are micro-businesses with fewer than 5 employees; many more are independent freelancers, sometimes working in isolation. Although Dundee has a strong and well-connected creative ecology, some people are keen to further develop opportunities to collaborate with others, combine skills and learn from each other.

Identifying sectors which could benefit from collaborations and partnerships with the creative sector will be valuable for exploring new and emerging practice. Within Dundee there are vibrant life sciences and healthcare sectors, a rapidly growing service sector, and a large number of public, charitable and third sectors who are all doing important work.

Over the next few years, the anticipated increased numbers of visitors to the area offers significant opportunities for cultural tourism, which is increasingly recognised as a vital tool for place based regeneration.

By combining the creative and tourism sectors’ expertise through targeted support, Dundee will provide high-quality, world-class visitor experiences. These cultural products and experiences with provenance to the local area have the potential to increase visitor spend and stays, and inspire the next generation of creative businesses. Finding ways to create authentic cultural tourism experiences will also be critical for the success of the city and the wider region’s offer.

The city has good national and international links, although these are not always visible. Therefore more awareness-raising is needed, along with encouragement of the value and benefits of working with external partners. Profiling the city’s creative sector at national and international events and making better use of global networks, such as the UNESCO Creative Cities Network, are critical.

As a recognised hub for digital technologies,⁴ Dundee should create the space for experimentation and new ideas to form in a wider context than educational institutions, and beyond the development of traditional digital products – thus building awareness of the city as an international creative technology hub.

Digital platforms offer innovative ways of the city connecting with practice internationally. These should be fully explored to share the city’s stories and ways of working with the world.

⁴The UK-wide Tech Nation 2017 Report highlighted that Dundee has the highest growth turnover in the UK of 171%. <http://technation.techcityuk.com>

SUMMARY OF IDENTIFIED NEEDS

- Identify key sectors such as healthcare and life sciences which would benefit from collaborative opportunities with the creative sector – map and understand where this is already happening well in the city.
- Increase the connections between the city's artists and designers and the third sector.
- Develop the city's cultural tourism offer as a city to visit, stay in and invest in.
- Build opportunities to ensure Dundee continues to be recognised as an important creative technology hub, nationally and internationally.

RECOMMENDATION

Build on the city's strengths and expertise to develop innovative new approaches to supporting the local economy and society.

SUMMARY OF ACTIONS

- Run an annual programme of events focused on building and maintaining effective connections between the city's creative community and other sectors.
- Encourage the development of high-quality cultural tourism products.
- Develop inclusive approaches to engage citizens in the city's creative sector activities.

BENEFITS

Changed perception of how Dundee's creative sector can impact the city locally, and is recognised on a global platform for its confidence, ambition and progressive approaches.

**Resources are tight
for everyone, so
how do we join
forces and find
economies of
scale to unlock
our potential
to achieve?**

“Our main challenge is actually bringing individuals closer together in order to truly pool resources in an increasingly challenging financial climate. That challenging environment is not simply a matter of funding, but of effective use of what we have, finding suitable 'in kind' partnerships to facilitate mutual growth and success for our varied projects.” - **Artistic Director**

DEVELOPMENT NEEDS AND CHALLENGES

Dundee’s creative economy is innovative and vital to the city, yet is still fragile. Like other cities it has limited access to available spaces to make, perform, show and sell work. However, despite this challenge, a recognised core strength of Dundee’s creative sector is the will and passion which is shared collectively to help others succeed. Creative practitioners are active in ensuring that the city functions well and that creativity and culture are at the heart of progress and development.

The creative sector has made great progress in bringing to life redundant spaces in the city (Fleet, Tin Roof, Generator Projects), but needs real effective partnerships with the public and private sector to continue this work. Fleet Collective is an important example in the city of a collaborative space initiated by a creative collective with a landlord which is working well – case studies like Fleet should be amplified to increase the understanding of the value of these partnerships for both creative communities and property developers.

There is a need in the city for both temporary suitable spaces (for making, performing, exhibiting and selling work) and mixed-purpose, alternative spaces (for experimentation and the development of new collaborations). Both the creative and property sectors could benefit from greater communication and understanding through regular meetings and events to develop new strategies which tackle common challenges of empty and under-used spaces.

The size of the city and the strength of connections between cultural organisations and individuals also creates a unique potential to work more closely together. This offers an interesting way to share and benefit from pooled and shared citywide resources – such as smaller emerging creative practitioners benefiting from working with larger established cultural organisations.

The creative sector has a culture of flexibility, collaboration and partnership working, so opening dialogue to develop partnerships that improve access to space and resources should be a priority.

The city’s technology sector requires access to affordable high-speed broadband which is not always available. This has been highlighted in the strategy consultation as an issue that needs to be addressed to ensure Dundee continues to be recognised as a renowned digital hub.

SUMMARY OF IDENTIFIED NEEDS

- Understand the challenges which are preventing creative practitioners from bringing redundant and under-used space into productive life, and build these into long-term property development plans.
- Develop a three-year plan and audit of under-used property with potential to support the creative industries to determine the best solutions of temporary use of space in the city.
- Create case studies of partnership projects which have used space and resources well in the city to highlight opportunities to other developers/property owners.
- Build initiatives which offer ways for the cultural sector, creative practitioners and creative businesses to share resources and benefit from collective working.

RECOMMENDATION

Access space and resources to develop innovative ways to open and share.

SUMMARY OF ACTIONS

- Enable better use of property space for creative use.
- Create a city-wide support scheme for skills/resource exchange.
- Ensure access to high-speed and affordable internet for creative businesses.

BENEFITS

Increased experimentation and trialling of initiatives for collective city-wide impact through developing new forms of collaborative working and shared spaces across the city.

‘It would be good if there were mixed venues which combine work space with exhibition/retail/social facilities. We need more routes for getting work in front of the public, not just showing to an audience of the like-minded.’

– Textile Designer

‘Resources are our greatest potential to achieve.’ – Fabric Dundee participant

Acknowledgements

Dundee is a city of strong partnerships, and the recommendations and outcomes detailed within this strategy will only be achieved through the collective action of organisations and individuals in the city and beyond.

Creative Dundee would like to thank everyone who contributed so enthusiastically in the Fabric Dundee sessions; also to those who shared their views in the online survey, or took part in any consultation events or interviews.

Thank you also to the Creative Industries Stakeholder group for their support in developing the strategy including: Creative Scotland, Dundee City Council, Leisure & Culture Dundee, UNESCO City of Design, Scottish Enterprise, University of Dundee, Abertay University, Dundee & Angus College, V&A Museum of Design Dundee, DCA, Dundee Rep, Scottish Dance Theatre Limited, Cultural Enterprise Office, Tayscreen, Wasps Studios, Elevator and Skills Development Scotland.

This strategy was endorsed by the Dundee Partnership Work and Enterprise Board on 23rd May 2017.

Strategy co-ordination and writing team: Creative Dundee – Gillian Easson, Claire Dufour and Sam Gonçalves.
Design and digital development: Fleet Collective.

Action plan

1

MAKING CREATIVITY SUSTAINABLE.

Objectives	Actions	Outcomes	Partners
Develop city-wide mentoring, internships and shared apprenticeship programmes which generate employment opportunities for young people and support creative sector growth.	<ul style="list-style-type: none"> Identify potential models for delivering internships and apprenticeships e.g. open badges, paid opportunities. Pilot approaches in the city. Seek potential funding for paid internship scheme. Support programmes of collaboration across creative disciplines. 	<ul style="list-style-type: none"> Increased number of young creatives staying in or returning to the city. Increased awareness of the diverse roles available in creative organisations. Increased co-working/collaborative outputs in the city. 	<p>Lead: Cultural Agencies, Developing Young Workforce Team.</p> <p>Supporting: Creative Scotland, University of Dundee, Abertay University, Dundee & Angus College, creative businesses.</p>
Build awareness nationally and internationally of Dundee as a thriving creative hub, with a strong, innovative identity. Use existing memberships such as UNESCO Creative City Network and digital platforms to enable greater international connections to share experience and success.	<ul style="list-style-type: none"> Analyse existing marketing/promotional activity, look at ways in which the creative sector can feature more often or add more. Identify key markets and messages. Engage with national and international networking opportunities e.g. Pecha Kucha, Design Jams, EU initiatives, academic conferences. Support designers to engage with the opportunities offered by UNESCO Creative Cities membership. Promote digital presence, use social media and live streaming effectively. Develop creative sector ambassadors for the city. 	<ul style="list-style-type: none"> Attracting new talent to the city. Retaining graduates and early-stage creative businesses. Enhanced profile of Dundee as a creative city – attracting visitors, students and investment. Increased number of ambassadors promoting the city – existing businesses and students; those who have moved on from the city. Existing promotional activity used more effectively, tailored messages for the creative sector. 	<p>Lead: Dundee City Council, Creative Dundee.</p> <p>Supporting: Cultural agencies, University of Dundee, Abertay University, creative businesses.</p>

Objectives	Actions	Outcomes	Partners
Greater understanding of the skills required to start, run and grow a creative business, including the development of new business models such as creative hubs, co-ops and collectives.	<ul style="list-style-type: none"> — Develop a programme of skills development at key stages of the creative business life cycle – start up, ramp up and growth. — Pilot new business models in the city. — Identify existing creative hubs, hot-desking, collectives and gather information on their experiences. 	<ul style="list-style-type: none"> — Increased number of creative start-ups in the city. — Increase in number of work spaces for the creative sector in the city. 	<p>Lead: Business Gateway, Dundee City Council, Cultural Enterprise Office, Creative Dundee</p> <p>Supporting: Creative businesses, academic intuitions.</p>
Collate data on the creative sector to support understanding of the sector, its needs and the opportunities it presents.	<ul style="list-style-type: none"> — Identify data held, data needed, how to collect it. — Establish a methodology for collecting data. — Liaise with other growth sectors. 	<ul style="list-style-type: none"> — Baseline data established to provide a starting point for monitoring outputs and achievements. — Data available with which to sell the sector. — Better understanding of the sector. 	<p>Lead: Dundee City Council.</p> <p>Supporting: Creative Dundee, Cultural Enterprise Office.</p>

Objectives	Actions	Outcomes	Partners
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2

CREATING BIG COLLABORATIONS IN A SMALL CITY.

Objectives	Actions	Outcomes	Partners
The creative sector to be better connected, with improved networking opportunities within the sector and with those in other sectors, creating new business opportunities for creative businesses, non-creative businesses, the third sector and the public sector.	<ul style="list-style-type: none"> Develop events which aim to engage the organisations within the creative sector and across sectors. Engage the third, public and private sectors in creative approaches (e.g. design-led) to development of new services/products. 	<ul style="list-style-type: none"> Increased cross-sectoral working in the city, creating more opportunities for the creative sector. Development of new products, processes and services through collaboration/convergence. Enhanced networking within the sector and across sectors – events etc. 	<p>Lead: Dundee City Council, Creative Dundee, V&A Dundee.</p> <p>Supporting: Local and national agencies.</p>
Dundee's creative sector provides high-quality cultural products, services, events and experiences as a key offer for visitors to the city.	<ul style="list-style-type: none"> Identify key selling opportunities for creative businesses. Raise awareness of cultural tourism and the cultural tourist and the future opportunities in the city for creative businesses. Support the development of products for cultural tourism. 	<ul style="list-style-type: none"> Visitors spending more money and time in the city as a result of an enhanced cultural tourism offer. More creative businesses engaging with cultural tourism. Increase in the number of cultural tourism products offering unique/authentic experiences for visitors. 	<p>Lead: Dundee City Council, Creative Dundee, creative businesses.</p> <p>Supporting: Scottish Enterprise, Cultural Enterprise Office.</p>
More people across the city are engaged in/with the creative sector through events, experiences, services and products.	<ul style="list-style-type: none"> Engage citizens with the European Capital of Culture bid. Ensure the Creative Industries Strategy and the city's Cultural Strategy are working together to deliver. 	<ul style="list-style-type: none"> Increase in the number of Dundee citizens participating in creative/cultural activities. Series of events/activities to engage local people developed. 	<p>Lead: Cultural organisations, creative businesses.</p> <p>Supporting: Communities officers, schools.</p>

Objectives	Actions	Outcomes	Partners
The city's identified UNESCO Design Values are recognised and adopted by organisations and companies to support the growth of the creative sector.	<ul style="list-style-type: none"> Work with the UNESCO team to develop awareness of and engagement with the values. Support local companies to engage with the design/creative sector through networking, awareness and opportunity. Support the development of V&A Dundee's Design for Business model. 	<ul style="list-style-type: none"> Local creative companies engaging more effectively with other companies – being commissioned and procured for creative services. 	<p>Lead: UNESCO City of Design Team, V&A Dundee.</p> <p>Supporting: : Businesses and organisations.</p>

3

DEVELOPING INNOVATIVE WAYS TO SHARE SPACE AND RESOURCES.

Objectives	Actions	Outcomes	Partners
Ensure that both the public and private sector are aware of the property needs of the creative sector and that the creative sector can access and manage appropriate, innovative property solutions to support their needs: working, selling and showing.	<ul style="list-style-type: none"> Identify the property needs for the creative sector at various stages of business – start up and growth – share with property owners. Engage the creative sector, planners and property owners in discussion about needs and opportunities. Provide the creative sector with an overview of the property sector – legal requirements, rates & rates relief, health & safety. Undertake research into the re-use/ temporary use of vacant spaces. Support the development of hot-desking, co-working spaces. Research opportunities for selling and showcasing products, services and events. 	<ul style="list-style-type: none"> More creative businesses are able to find appropriate and affordable property solutions. Creative sector establishes new working spaces in the city. New selling and showcasing spaces identified – pop-up and more permanent. 	Lead: Dundee City Council, Creative Dundee, creative businesses, property owners.
Create a city-wide ‘support scheme’ addressing skills exchange and/or resource sharing between cultural/creative organisations and individual practitioners.	<ul style="list-style-type: none"> Undertake an audit of resources in cultural organisations that can be shared – physical and skills – sharing directory. Pilot the sharing approach. Develop a protocol for sharing resources and skills – the sharing economy. 	<ul style="list-style-type: none"> Smaller cultural organisations and creative businesses accessing skills and resources from larger organisations to help them grow. 	Lead: Cultural organisations, Creative Dundee. Supporting: Creative Scotland, Dundee City Council.

Objectives	Actions	Outcomes	Partners
Ensure access to high-speed and affordable internet for creative businesses.	<ul style="list-style-type: none"> — Work together to identify needs of the creative sector and current/planned status of internet provision across the city. — Look at alternative models of provision. 	<ul style="list-style-type: none"> — Creative businesses are able to access affordable high-speed broadband. — More of the city is covered by high-speed broadband. 	Lead: Dundee City Council, creative businesses.

APPENDIX

4

Dundee's Commitment to the UN Sustainable Development Goals

As the UK's first UNESCO City of Design, we believe Dundee has a duty to uphold the values of UNESCO and publicly champion our commitment to using design to improve the lives of our citizens and sustainably grow our economy.

The City of Dundee has demonstrated its commitment to the United Nations' 17 Sustainable Development Goals translating this globally shared vision into local city development plans and strategies including the City Plan, Council Plan, Sustainable Dundee Report and Low Carbon Story.

The following Appendix details some of the actions that Dundee Partnership is taking to target across the city to achieve the goals.



Implement Dundee's Fairness Strategy and Action Plan.

Test a new model of advice on welfare benefits and budgeting to decrease the number of people affected by debt.

Increase the number of Dundee organisations and businesses signed up to the Scottish Living Wage and seek to have Dundee accredited as a 'Living Wage City'.



Support the delivery of a 'Fun and Food' programme giving families access to free meals and activities during school holidays.

Streamline procedures for applying for Free School Meals to maximise take-up.

Work with Greenspace Scotland to develop a Local Food Growing Strategy and expand the number of community growing projects and support them with skills training, materials and capacity building.



Reduce teenage pregnancy and implement a strategy on Pregnancy and Parenthood in Young People.

Improve identification and responses to children at risk of harm from parental substance misuse.

Work with NHS Tayside and Scottish Natural Heritage to develop a Green Health Partnership, linking health care and greenspace initiatives.



Deliver the Scottish Attainment Challenge and use Pupil Equity Funding to provide extra support to pupils with identified needs.

Develop new and refurbished school buildings that support learning.

Develop an 'Aspire and Achieve' project that supports young people from the most deprived areas to access and sustain college places.



Increase the % of employees in the top salary bands who are female.

Work with partners on initiatives to prevent domestic abuse, target perpetrators and support victims.

Improve a range of services that will, in practice, impact particularly on women eg expand provision of early years and childcare and improve support for carers.



Undertake Flood protection schemes between Camperdown Dock and Dundee Airport and in Broughty Ferry.

Work with Scottish Water to improve the city's water/sewage infrastructure.

Undertake coastal and watercourse inspections and organise repairs and maintenance as part of our Flood Risk Management plan.



Maximise the External Wall Insulation programme to reduce fuel bills and carbon emissions.

Increase the number of District Heating Schemes and develop a Low Carbon District Energy Hub at the Regional Performance Centre for Sport.

Instal photovoltaic panels on new buildings and major refurbishments (eg schools, sports centres, community buildings) where feasible.



Develop a programme to reach, engage and provide intensive early support to those most at risk of long term unemployment, including multi-agency community hubs delivering employability support in two areas of the city.

Develop a skills development pathway which will enable people to progress into better paid employment and tackle in-work poverty.

Develop facilities to promote skills development eg a regional hospitality and tourism centre.



Establish Dundee as a location for oil and gas decommissioning and renewables.

Develop incubation facilities and affordable workspace for the creative sector.

Develop and implement a revised Social Enterprise Action Plan for the city.



Develop a single Equality Plan to address discrimination due to disability, race, religion, gender, LGBT or age, and the duty of socio-economic inclusion.

Develop a single gateway to provide early support to those with a health condition or disability who are in work, off sick or recently unemployed.

Deliver a Breakthrough Mentoring Programme for Looked After Children and ensure all looked after children have access to advocacy support.



Build 1,000 new affordable homes over 5 years.

Continue to develop the city's electric vehicle charging infrastructure and the Council's own fleet of electric vehicles.

Improve neighbourhood bus services, develop a financially sustainable model of accessible transport and implement a range of 'active travel' projects which encourage people to walk, cycle or use public transport.



Complete the roll-out of a new household recycling service which meets the Charter for Recycling and Code of Practice.

Rationalise use of the Council's buildings, land and vehicles to achieve efficiencies and minimise our impact on the environment.

Reduce energy consumption in Council buildings through measures such as SMART metering, Building Energy Management systems and behavioural changes, and expand the use of LED streetlighting.



Publish a Strategic Energy and Climate Change Action Plan, designed to deliver sustained reduction in CO2 emissions, and undertake a Climate Change Risk and Vulnerability Assessment.

Deliver a range of projects promoting low carbon fuels, including expanding the % of electric vehicles in the city.

Implement the most appropriate option from the National Low Emission Framework to improve air quality.



Contribute to maintaining the water quality of the River Tay, which supports a wide range of internationally recognised habitats.

Continue to maintain the wildlife corridor of the Dighty Burn, which promotes habitat continuity and supports conservation.

Maintain the Beach Award for Broughty Ferry beach, working in partnership with the Community Council, SEPA, Port Authority, Scottish Water and Scottish Natural Heritage to manage the beach.



Prepare a new Bio-diversity Duty Plan, with actions on sites, habitats, species and people.

Encourage citizens to take personal and shared responsibility for the environment through the 'Take Pride In Your City' campaign.

Complete the regeneration of Dundee Law and continue to invest in improvements to our green spaces in partnership with community groups



Introduce a new Community Infrastructure Fund, using the "Dundee Decides" participatory budgeting process to give local people a say in spending on local infrastructure.

Deliver a more integrated health and social care service through Dundee Health and Social Care Partnership.

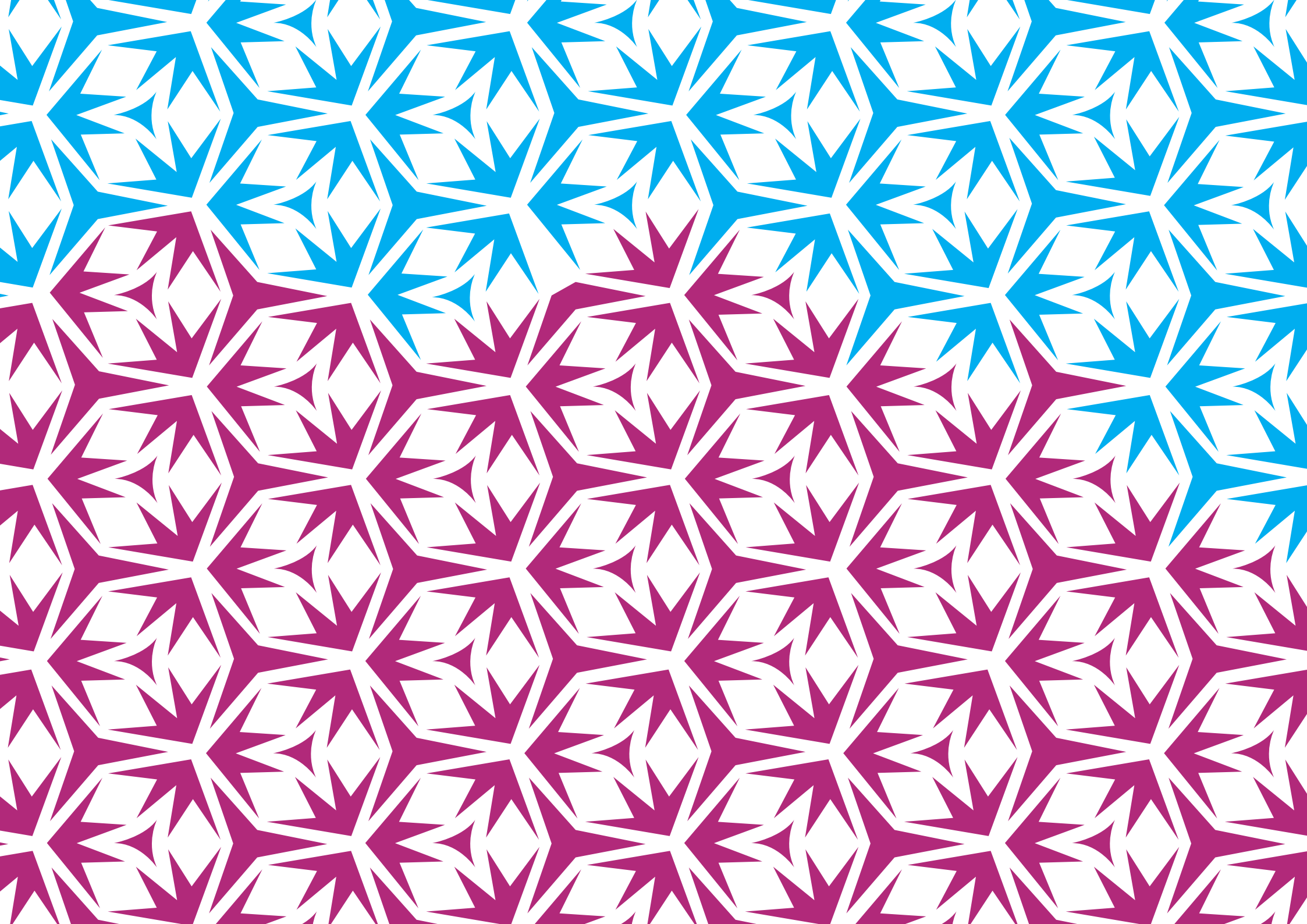
Support Dundee's Protecting People Framework, which co-ordinates multi-agency work on child protection, vulnerable adults, violence against women, alcohol and drug misuse and racist incidents.



Recognise Dundee Third Sector Interface - which supports social enterprises and the voluntary sector - as an equal partner in the delivery of the City Plan.

Deliver on the follow up to Dundee Fairness Commission, with people who have personal experience of poverty working with senior civic and business leaders to make proposals around key areas of anti-poverty work, and establish a Drugs Commission on a similar model.

Work with partners in the Tay Cities Region Joint Committee to manage the principal levers of economic growth across local government boundaries within Tayside.



UCCN Membership Monitoring Reports Evaluation Form

Membership Monitoring Report by	Dundee
Membership Monitoring Report evaluated by	Design Cities (Detroit, Kortijk, Capetown, Greater Geelong, Singapore)
Level of participation in the network's activities	High
Quality and quantity of the initiatives implemented at the local level to achieve the objectives of the UCCN	5 excellent
Quality and quantity of the initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN	4.5 very good/excellent
Quality of the planned actions for the forthcoming period of four years	4 – Very Good
Particularly interesting best practices of the City	<p>Embedding design into service strategy - Dundee is the leading Scottish Council in the use of design techniques for service improvement trialing and developing a 'Scottish Approach to Service Design' with the Scottish Government - an ambitious aim to standardise service design approaches and encourage their use across all public sector organisations in Scotland.</p> <p>Dundee Design Values are a comendable way to engage a wider network of stakeholders in designation. This was particularly inspirational to Detroit was particularly inspired by this effort and developed its own values through a participatory engagement process early on in the development of its strategy.</p> <p>UNESCO UCCN - Reference Library</p> <p>UNESCO Cultural Contacts Database,</p> <p>DUNDEE CREATES: Creative Industries Strategy 2017 – 2021</p> <p>Dundee City of Design demonstrates best practice in the way it forges strong partnerships within its community and further a-field. Dundee's strength has been its ability to foster productive relationships/partnerships with a range of organisations. This includes levels of Government, the community, education sector and cultural institutions all working together to foster design principles and practice. Securing Scotland's first design</p>

	<p>museum the V&A, would no-doubt be the result of firm community resolve and collaboration. The range of events associated to its opening very much speak to the importance of culture and design within the City. This grass-roots approach to involving the City's community and citizens has resulted in tangible and practical design led activities that have engaged a range of sectors such as young people, business, schools and creative industries. As a smaller city within the UCCN and Cities of Design Subnetwork, Dundee has demonstrated a very strong commitment to inter-city cooperation and shared learnings. They have participated-in and led many activities including hosting a highly successful subnetwork meeting in October 2018.</p>
Strengths	<p>Dundee has delivered a strong a program of initiatives stimulating design practices in various ways. 1. Focus on design: Design month and the introduction of a dedicated Design Festival for the city creates a focus for conversation, leadership and celebration of design. 2. Design Leadership: Challenging municipal leaders to use design principles and methods to change the way services are delivered locally and encouraging City Values, work to a longer term strategy of embedding design into all aspects of life. 3. Design Upskilling: Delivering training opportunities for smaller social enterprises supports innovative local businesses to be more resilient. The PechaKucha nights are also another form of learning. 4. The Dundee Story & local creatives: Activities that draw on a story from Dundee's past and combines it with creative industries (such as Bash Street at the McMenance, the People's Tour and Dundee Comic Creative Space) are wonderful inclusive community practices where design shines. The collective ownership and commitment of the members of the Dundee Partnership in contributing to the activities of the UNESCO City of Design Dundee. The fact they meet once in six weeks clearly shows strong support and engagement of the partners, not to mention that the visiting Cities of Design who attended the Sub-network meeting in October 2018 witnessed the actions and passions of these members first-hand.</p>
Weaknesses	<p>No explicit budget mentioned. Outputs and impact of the various programmes were not always clear.</p>
Quality of the report in terms of format (Does the report meet the guidelines? Is it too long or too short? Is it clearly written? Is it nicely presented?...)	<p>The Dundee Monitoring Report presents extremely well. The designers have blended Dundee's City of Design brand into the report which is well structured. The report is concise and easy to read. Activities are linked to the City's overall action plan. They have used imagery to bring to life many of the wonderful community events and activities.</p>
Overall evaluation	Very satisfactory
Comments/Recommendations	Dundee have presented a solid program of activities over the

to improve the impact in the future	<p>past four years. They have led a design based agenda within their community. The activities that have been delivered have strong local partnerships and collaborations. This helps to ensure ongoing involvement and commitment from a range of stakeholders and the community. Dundee has delivered a number of initiatives that bring an element of Dundee's history to life through creative design. These initiatives really drive inclusion and participation of a variety of audiences. Dundee have shown great interest and participation to the network and its objectives. For a city of its size (smaller city within the network) that is a real credit to them. Congratulations Dundee.</p>
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