

**REPORT TO: FAIR WORK, ECONOMIC GROWTH AND INFRASTRUCTURE COMMITTEE – 20 NOVEMBER 2023**

**REPORT ON: EVENTS STRATEGY 2023-2028**

**REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT**

**REPORT NO: 326-2023**

**1 PURPOSE OF REPORT**

1.1 The purpose of this report is to seek Council approval for the Events Strategy for the next five-year period and to highlight the impact of events on Dundee.

**2 RECOMMENDATION**

2.1 It is recommended that the Committee:

- a recognises the significant economic and social impact of events that have been delivered in the city in recent years;
- b approves the Events Strategy as set out in Appendix 1 to this report;
- c supports the emphasis on being a welcome host and working with others to create a vibrant calendar of events;
- d notes that a successful events calendar in Dundee will require collaboration between the Council and a range of external partners, both public and private, as well as our communities;
- e notes that the attraction of events of scale to Dundee may require additional resource and that any such proposals will be brought to the appropriate Committee for approval; and
- f notes that Officers are exploring options for a new event focused on food and sustainability and remits the Executive Director of City Development to bring a further report to Committee early in 2024 providing further information and identifying the resource implications.

**3 FINANCIAL IMPLICATIONS**

3.1 There are no direct financial implications arising from this report.

3.2 Provision is currently made within the City Development Revenue Budget to deliver the city centre Christmas events programme. Any new Council run or supported events that may be established in Dundee that require further revenue will be subject to separate Committee approval. In addition, where potential Headline and Feature events that are aligned with the Council's priorities may be attracted to Dundee, appropriate Committee approval will be sought for one-off financial support.

**4 BACKGROUND**

4.1 Events are important to the wellbeing of citizens, support the local economy and attract visitors. In recent years, the city has built a strong reputation for delivering and hosting events, including regular concerts in Slessor Gardens, the Summer (Bash) Streets Festival in 2022 and the hugely successful BBC Radio One Big Weekend in May 2023.

4.2 There is an ambition to build on this reputation and the Events Strategy set out in Appendix 1 of this report provides a strategic context and framework within which the Council and its

partners can work to support events and the external promotion of the city as a location for those who wish to take part in or promote festival and events.

- 4.3 The Strategy reflects upon what has been achieved to date in creating a vibrant events calendar for the city and sets out proposals to build on this in the future, taking cognisance of the changes in the post-pandemic events environment.
- 4.4 Most of the large scale and outdoor events in the city engage with the Council through the events application and licensing process or through the Safety Advisory Group. The Strategy recognises the need to support event providers in delivering safe and well managed events in Dundee.
- 4.5 During the pandemic events were absent for two years. The events sector was one of the hardest hit, and the supply chain provision for events reduced significantly with many providers going out of business. In addition, the cost of event infrastructure has increased, raising significant challenges for the industry. The Strategy outlines the nature of the resource requirements for delivery of safe, well-run, and impactful events.
- 4.6 The Strategy is for everyone within Dundee, recognising that many organisations and partners contribute to the city's events calendar. It acknowledges the importance of external commercial events using city spaces. In a regional context, events have impacts beyond administrative boundaries, for example the Open Golf Championship. The Strategy recognises the need to work both nationally and regionally to ensure major clashes can be avoided and that the economic impact is spread as far as it can be.
- 4.7 The Strategy outlines why we do events, what events we want, who is involved in events and our audiences. It also describes some of the spaces the city can use for events and importantly, how we will deliver events.
- 4.8 The Events Strategy will provide a robust basis to actively raise the profile of the city to event organisers. It will provide a proactive opportunity to capitalise on the existing strong relationships that have been established with a network of contacts within the sector across the UK. It will also be used in funding bids to organisations such as Events Scotland, and discussions with potential sponsors for specific events.
- 4.9 It highlights that being welcoming hosts and focusing on collaboration will be the two key underlying principles to ensure we become a destination of choice for event organisers. Working with partners in the city will enable us to maximise the benefits of events. Collaboration with local organisations and commercial partners with shared objectives will enable us to deliver new events for our citizens and visitors beyond the current events calendar. Working with key partners including Leisure and Culture Dundee, the city's many cultural and sporting organisations and key venues, we will promote the city and ensure we have a varied and lively annual events programme.

## **5 POLICY IMPLICATIONS**

- 5.1 This report has been subject to an Integrated Impact Assessment to identify impacts on Equality & Diversity, Fairness & Poverty, Environment and Corporate Risk. An impact, positive or negative, on one or more of these issues was identified. An appropriate senior manager has checked and agreed with this assessment. A copy of the Integrated Impact Assessment showing the impacts and accompanying benefits of/mitigating factors for them is included as an Appendix to this report.

## **6 CONSULTATIONS**

- 6.1 The Council Leadership Team were consulted in the preparation of this report.

**7 BACKGROUND PAPERS**

7.1 None.

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26 October 2023

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# Extraordinary Moments Shared

Events Strategy 2024-29

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# Foreword

I am pleased to present our ambitions for events in Dundee. These support our plans to make Dundee a vibrant and attractive city where citizens and visitors enjoy an excellent quality of life.

Events animate our city, so it feels lived in and loved. We want Dundee to be the best possible host for events, ensuring a lively, talked about programme that will have visitors and our communities celebrating all year round.

This Events Strategy outlines how we will work together to achieve our ambition of a contemporary and animated Dundee. It requires the Council, Leisure and Culture Dundee, community and cultural partners as well as commercial event organisers to contribute and work together when event opportunities present and ensure effective and safe delivery. It is heartening to see the generous input from the event sector across the city and region in the creation of the Strategy, and I encourage all of us to play our part in delivery – as audiences, volunteers, committees, organisers, funders, and promoters. Working together we can build on the strong partnerships that already exist across the public, private, education and third sectors to develop and attract events that boost the city and maintain our outward profile.

Through our joint efforts we will secure additional spend in the regional economy, boost local businesses, and produce memorable community, cultural and sporting events for us all to enjoy.

With something for everyone on our doorstep, I look forward to welcoming you to an event or festival soon.



Councillor John Alexander  
Leader of Dundee City Council

Events  
**animate**  
our city





# Introduction

The Events Strategy supports the development and delivery of a calendar of events that bring people together to share experiences, develop kinship and community, and to celebrate.

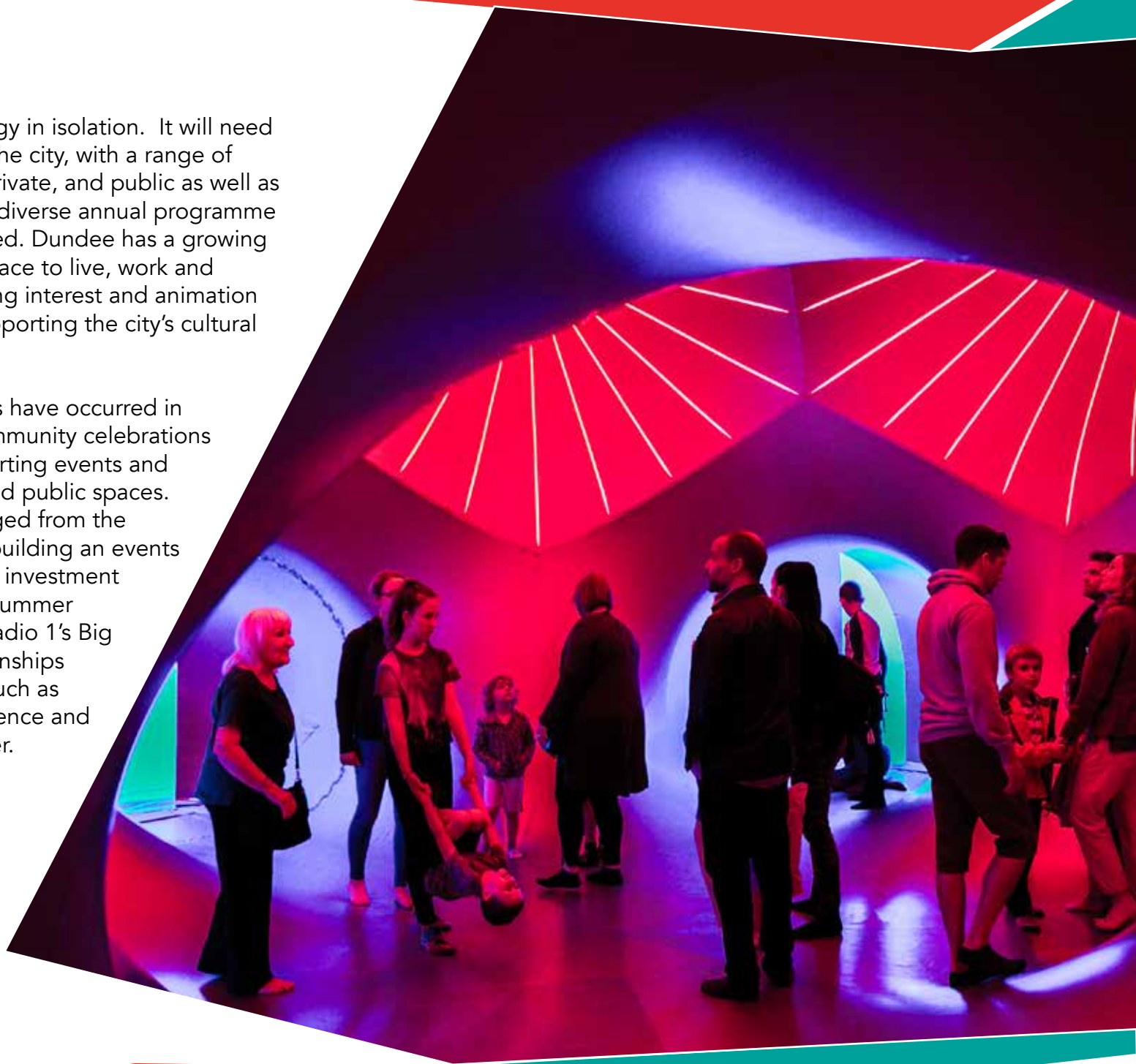
This Strategy seeks to support events activity in Dundee. It sets out the priority objectives for Dundee City Council and shows how we will continue to generate activity and to work in partnership with others to ensure that Dundee is alive with activity across genres, scales, and seasons, while making the most of our authentic assets. It will be reviewed regularly to ensure we are responding to changing needs of event organisers and to respond to feedback and iterations of our own event delivery. The Strategy is focused on outdoor events and events of scale which impact on the city's infrastructure, or which may require support from the city's Safety Advisory Group. It acknowledges that there will be crossover with large scale indoor events, particularly in the case of sporting events, which have a city-wide impact, require safety advisory support, and deliver on economic impact.

The Strategy recognises that events are important to the wellbeing of citizens, support the local economy and attract visitors.



The Council cannot deliver this Strategy in isolation. It will need support from across the Council and the city, with a range of partners both internal and external, private, and public as well as our communities if the ambition for a diverse annual programme of events and festivals is to be achieved. Dundee has a growing reputation as a vibrant and exciting place to live, work and study. Events contribute to this, adding interest and animation for residents and visitors alike and supporting the city's cultural scene.

Over the years, a rich variety of events have occurred in Dundee. These have ranged from community celebrations and gala days to cultural festivals, sporting events and commercial music gigs in our parks and public spaces. Despite challenges, as we have emerged from the pandemic, the city has focused on rebuilding an events programme through a combination of investment and mutual support. Events like the Summer (Bash) Streets Festival in 2022, BBC Radio 1's Big Weekend, the WUKF Karate Championships and the return of community events such as WestFest in 2023 show the city's resilience and what is possible when we pull together.



## Vision:

Support the development of a diverse programme of events, attracting events to Dundee and enabling events led by partners, throughout the year contributing to local pride and a city that is a thriving, vibrant, contemporary place to live, work, study and invest.

## Mission:

Use events to further enhance Dundee's positive reputation and foster opportunities for all, through a varied calendar of events across all seasons, contributing to economic, community and social prosperity.

## Values

Equality



Participation



Fairness



Environmental Sustainability



Social and Community Engagement



The Dundee way is one of **collaboration** and **inclusion** and **sharing opportunities** for all.



Underpinning the Strategy are two key principles:



Welcoming Hosts



Collaboration

Dundee will welcome locals and visitors to events, ensuring safe, well-run activities. The city will encourage event promoters to include Dundee in their plans, and host Headline and Feature events alongside the City and Community calendar. Where there is clear additional benefit for the city, DCC (Dundee City Council) will be active partners as well as hosts, involved in event planning and preparation to support external organisers to deliver events of scale.

## Aims

Dundee is recognised as a lively and dynamic place to live, work, study and invest, where local events are supported, and the city is a first port of call for event organisers looking for a host or place to generate their events.

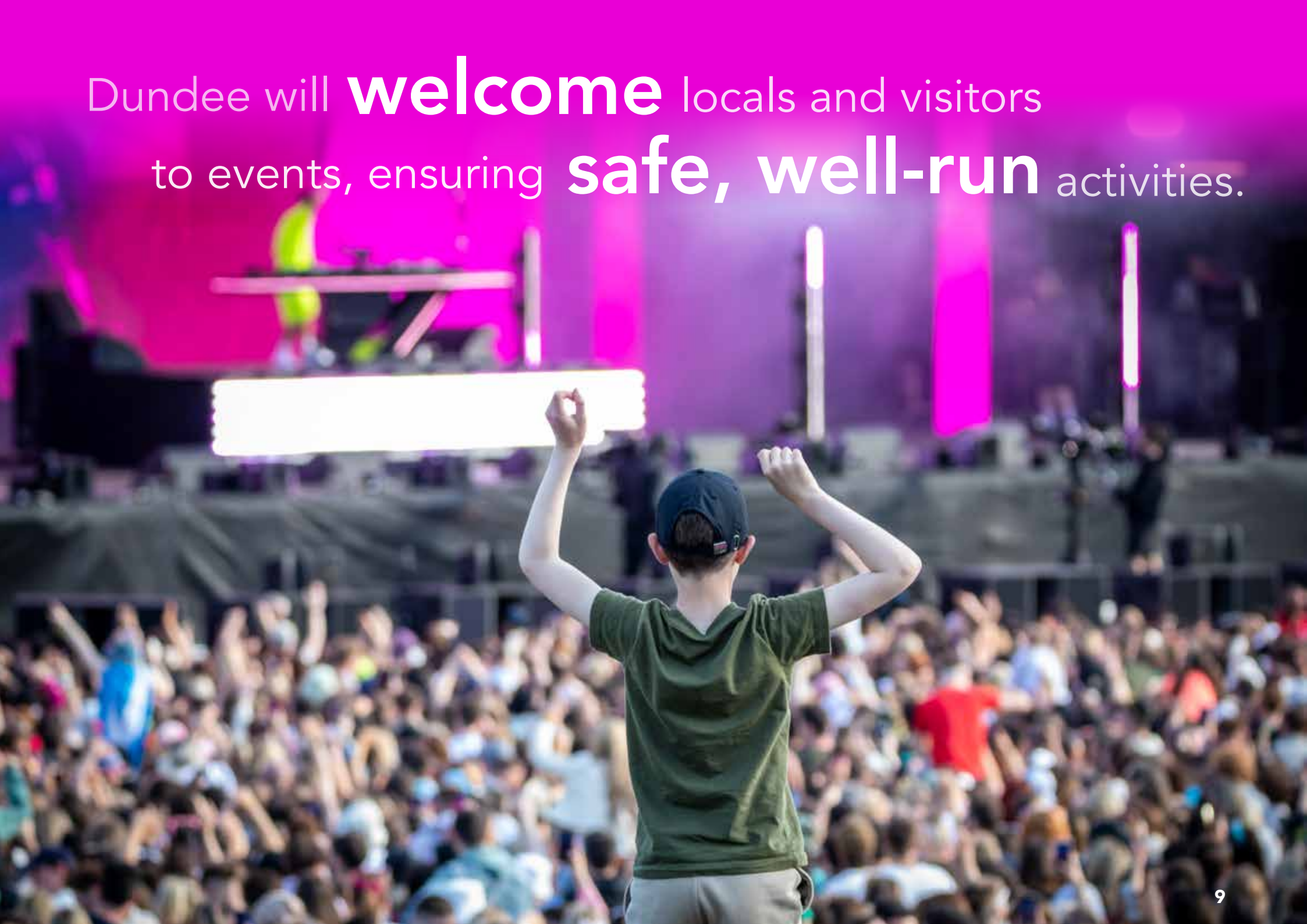
Dundee is open and fun, known as a safe place, to visit and to attend activity, with events a key part of creating and maintaining Dundee's vibrancy as a contemporary city. The profile of the city is raised, enhancing Dundee and Scotland's reputation. By attracting visitors and increasing bed nights, jobs are created and the city's economy benefits. Events are bolstered by skills development and knowledge sharing. Civic pride is increased through events and activity. Meanwhile any environmental impacts are recognised and best practice in waste reduction, public transport use and other sustainable event practices are adopted.

## Objectives

Realisation of this strategy will support events which:

- ✓ Positively raise the profile of Dundee.
- ✓ Create economic impact for Dundee businesses.
- ✓ Develop skills and sector resilience.
- ✓ Support the city centre.
- ✓ Encourage civic pride, community cohesion and wellness.
- ✓ Directly and indirectly create jobs.
- ✓ Respond to the climate emergency.

Dundee will **welcome** locals and visitors  
to events, ensuring **safe, well-run** activities.



# The role of events

Through events, we will generate economic impact, promote the city, help build community, and have fun.

This Events Strategy sets out Dundee City Council's priorities, supporting the vision that Dundee has a diverse programme of events throughout the year contributing to local pride and a city that is a thriving, vibrant, contemporary place to live, work, study and invest.

Recent years have seen Dundee branded as:

The Coolest Little City in the UK.

GQ Magazine

one of the top places to take a city break in the UK.

Conde Nast Traveller 2022

one of the best places to raise a family.

Scotsman 2022

Dundee City Council wishes to build on this growing reputation and capitalise on the opportunities it brings to attract events that further enhance Dundee's positive reputation.

This Strategy seeks to maximise the local economic impact from events. This includes encouraging events that attract visitors to Dundee, supporting accommodation and hospitality businesses.

In support of the commitment by Dundee City Council and the Dundee Partnership to Community Wealth Building, the Strategy encourages the use of local suppliers in the delivery of events, and supports fair work and volunteering opportunities. It supports Community Wealth Building through local jobs and procurement opportunities through events.

The city's vibrant culture and creative sector is one of Dundee's strengths, creating economic growth and enhancing quality of life for residents and visitors alike. Growing the city's programme of events is an important theme in enabling this sector to flourish. Similarly, opportunities for our athletes and sport are enhanced through hosting sporting and participatory events and to generate civic pride through competition.

Social impacts will be measured and achieved through the programme, reducing isolation and offering opportunities for participation and enjoyment.

Dundee sits at the heart of Tay Cities region which has many assets with the potential to attract events of scale. The British Open Golf Championships regularly return to St Andrews and Carnoustie. Large scale events have regional impact, from accommodation, transport, hospitality and supply chain opportunities. We will work with our neighbouring councils to ensure that regional opportunities are shared, and we collaborate across the region to maximise the impacts and create a vibrant and diverse calendar. reflecting our regional strengths.

In 2019 Dundee City Council declared a climate emergency and published a Climate Action Plan. This strategy has been prepared in this context. Event organisers will be required to minimise their environmental impacts and to explore and adopt best practice in event delivery. This will include measures to encourage good public behaviour through event infrastructure for example, water refill points, recycling, bike parking, public transport use etc. It also includes messages to promote and make best use of green spaces, and to highlight sustainable environmental practices as positive actions to the public.

## Priority Actions

- Support community wealth building objectives through local jobs and procurement opportunities.
- Evaluate social and economic impact of events.
- Work with neighbouring authorities on attracting big events and sharing costs and benefits.
- Work with organisers to minimise the environmental impact of events.





Events  
that bring people  
**together**



# Achieving our aims

Dundee will be a welcoming host for events and will work collaboratively to make good things happen.

Delivering this strategy is not without challenges. Events produced by Dundee City Council, as well as most locally led events activities are free or low cost to access, but costs to deliver safe, well organised events are rising significantly. The cost-of-living crisis is influencing commercial events, with audiences slow to return. There is a challenge of volunteering across community led activity, with fewer people giving their time to plan and deliver events.

Nationally the funding landscape is also challenging, with a reduction in budgets available to national funding bodies. Trusts and Foundations are focusing on food and poverty relief, and sponsorship is more difficult to secure. This is compounded by pressures on a workforce with limited time and capacity to pursue opportunities such as training and networking or to spend time on unsuccessful speculative funding bids which lie beyond immediate event delivery. This reduces ambition and diversity in new event delivery.

In recent years hard decisions have had to be made against reducing resources, higher costs, increased health and safety requirements and changing priorities. This Strategy acknowledges that we need to work differently, with a range of stakeholders and partners to attract and develop new events which address our priorities and ensure a varied events calendar. This will include the development of a new food/sustainability festival in the annual event calendar.

This Strategy is led by Dundee City Council. The Council is the first point of call for anyone who would like to hold their festival or event in the city. Officers will offer advice on timings and audiences, support requests to use the parks and open spaces and work with event organisers to ensure public safety at events through the Safety Advisory Group.

To achieve all this and maintain our calendar of events, this Strategy relies on the principles of Dundee being a welcoming host and building and developing strong collaboration and partnership across events activities.

## Welcome hosts

Dundee will welcome locals and visitors to events, ensuring safe, well-run activities. The city will actively encourage event promoters to include Dundee in their plans, and host Headline and Feature events alongside the City and Community calendar.

We will present a joined-up DCC approach to working with event organiser's and facilitate their presence in the city by acting as a point of entry. The Safety Advisory Group is a multi-agency forum which reviews event plans to ensure safe and well-run events. This expert resource is available to event organisers to ensure their plans are robust. The Council's events team is also available for further advice and support.



## Strong collaboration

Dundee's size and strong partnership ethos supports a collaborative approach towards the delivery of events. The city enjoys a non-competitive spirit and a desire to work together to support innovation and add value to activity as collaborations occur. This mutual support between organisations is an asset not commonly available elsewhere and we will work together to make things happen. We will also look to collaborate with the commercial events sector and other partner organisations to bring events of scale to the city for our citizens to enjoy. Some events of scale with potential for large impacts and positive outcomes will be delivered as active partnerships where Dundee City Council will play a more proactive role in supporting, planning and delivery.

Best practice sharing and networking events will take place regularly to encourage cooperation, advice on changing legislation and best practice which will help the city to meet challenges in a coordinated and consistent way, while supporting a thriving and safe events calendar.

Dundee will respond to all opportunities as they present to host visiting events as well as to respond to initiatives such as Scotland's Themed Years.

Community events will be supported through advice and practical help, and we will continue to target and attract national and regional events.



The city enjoys many volunteer-led groups with experience and capability to deliver quality events. However, post-Covid, community led activity is facing the challenge of fewer people able or willing to give their time. Consequently, Dundee has seen some reduction in activity at grassroots level. The Strategy seeks to respond to this by recognising that support through advice and guidance will be needed from the Council to encourage first-time and less experienced community event organisers to emerge and provide the events best suited to their communities.

Dundee will maintain an outward facing, open outlook and a reputation as good hosts and a safe place to attend events. It will require some strategic investment to attract events of scale and to maintain the development of local events by working collaboratively.

## Priority Actions

- Develop a mix of event types across the event calendar.
- Share information on planned events and look at how we support businesses with advance information so they can best support and benefit from these.
- Identify and attract larger events which can periodically occur to create big city moments.
- Support the development of capacity of volunteers to deliver community-based events.
- Establish sustainable practice criteria for the events sector and make responses to this a requirement of event planning process.





Dundee will maintain a  
**reputation**  
as a **good host..**

# Resourcing the Strategy

Dundee City Council plays a key role in both the attraction and delivery of events in the city. This requires financial support and resource input from all parts of the Council.

Dundee City Council is a producer of events at key points in the calendar. The Christmas offer has been expanded by the Council in recent years to extend the range of free activities in the City Square. The Council has produced the Summer Streets Festival to add vibrancy and free activity over the summer holiday period. This can be flexed depending on where the need and opportunities are within the calendar year, and depending on the available resources, including financial. The Summer Streets Festival has relied on events income, gained from the lease of Slessor Gardens, which can vary in availability, and sponsorship. The type of events we deliver will be prioritised based on the Strategy's objectives. The Council will explore further commercial partnerships, ensuring that some agreed provision is available which addresses low income /disadvantage families/individuals (i.e. off peak offers or availability of some free tickets for appropriate dispersal).

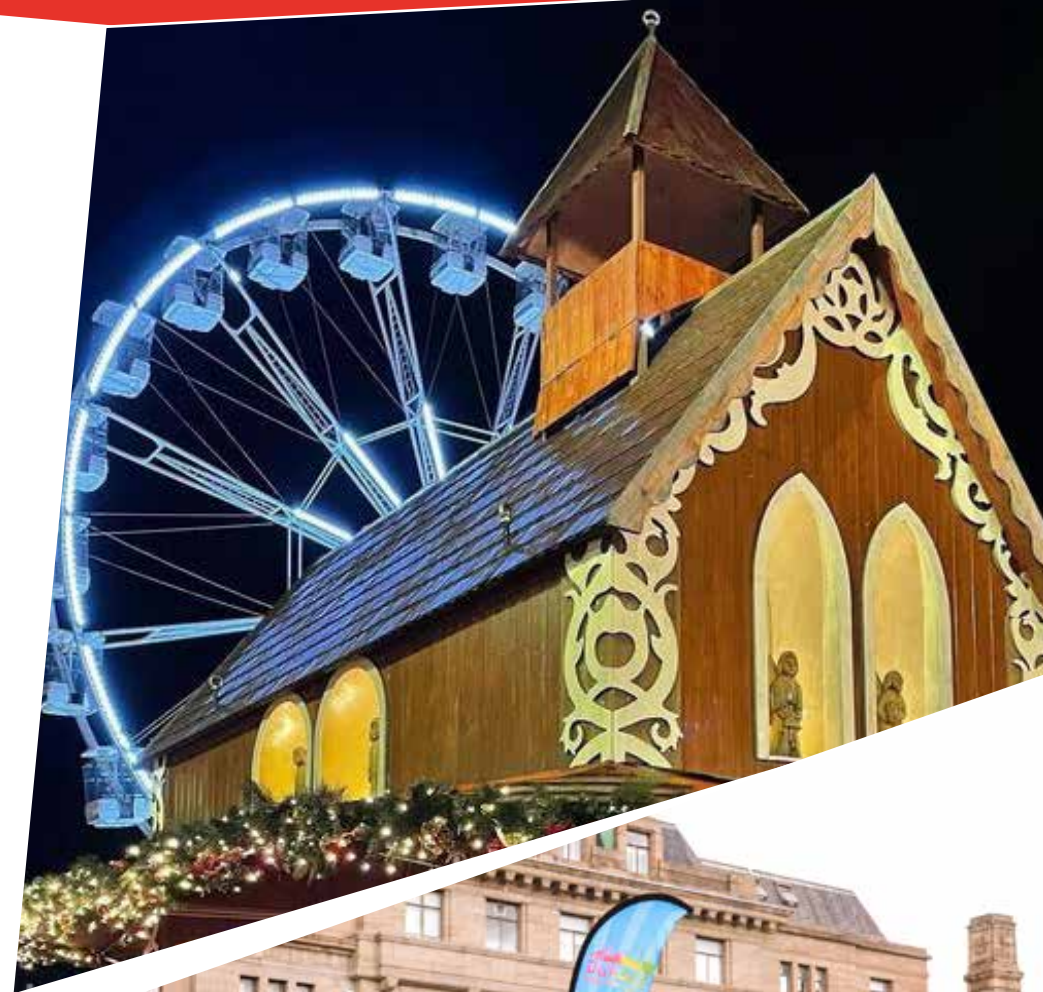


The Council also acts as a host for events that use Council land and assets. It promotes the use of spaces across the city and manages a booking system to ensure no major clashes of events or activities. The Council also has statutory duties in relation to events such as licensing, food safety, building standards and noise.

Finally, the Council provides support to event organisers by considering and advising on event plans. It chairs and organises the multi-agency Safety Advisory Group; provides advice and practical help; markets and promotes events; provides funding through various grants e.g. Festive Fund, UK Shared Prosperity Fund, Common Good Fund.

The attraction and delivery of safe, well run outdoor and large events requires a shared Team DCC response and resource. Depending on the type of event we may be acting as producer, host, or supporter, and all or any variation of these. This Team DCC approach is central to the success of this strategy going forward.

Complementing this Strategy is the work of the Council's Dundee City Region Convention Bureau which focusses on attracting national and international business and academic events the area. They target conferences, congresses, and large meetings. Proactively identifying opportunities and working with local academia and institutions, they have a pipeline of business events into future years. The convention function of the council works directly with venues, hotels and support services to deliver these types of events and works.



Activity	Role	Council Service
Christmas in Dundee, Summer Streets Festival Council produced events	Producer/supporter and host	City Promotion/City Development
Supporter of delivery of Community Events	Supporter and host	Communities/Neighbourhood Services
Granting licenses	Host	Licensing/Corporate Services
Leases space on which events can take place	Host	City Development, Neighbourhood Services, Leisure and Culture Dundee, Corporate Services
Statutory Check Infrastructure Noise levels, food H&S Traffic management Site management Risk assessments /emergency plans	Host	City Development: City Promotion, Building Standards, City Engineers, Planning, Sustainable Transport & Roads Network, Tay Road Bridge Neighbourhood Services: Trading Standards, Environment, Waste Management, Emergency Planning & Resilience, Health and Safety -
Chairing and secretariat for multi agency Safety Advisory Group, Attendance at SAG meetings	Supporter	City Promotion/City Development, Neighbourhood Services, Corporate Services
Promotion of events	Supporter	Leisure and Culture Dundee, City Promotion/City Development, Corporate Communications
Providing funding /advice	Supporter	Corporate Services, City Development, Procurement
Infrastructure	Host	Street Lighting, Parking, Property, Construction Services

To support events, we will seek to work with partners to access any funding opportunities including Event Scotland, commercial opportunities and sponsorship wherever possible. Signature events such as the Radio 1 Big Weekend and UCI Cycling World Championships require specific Council support and events of this nature will remain subject to Committee approval. The City Development events budget receives a small income from the commercial events sector achieved from charges for the use of Council land. The winter festivities and Christmas offer is supported by an annual revenue budget. Any new events, unless fully commercially run, will require resource input at varying levels from the Council.

Dundee is an  
**excellent**  
place to host events





# Look back at previous event successes

From big to small and everything in between, events in Dundee have brought friends and families together, bonded communities, created spectacles, showcased our city and our culture, and created enjoyment.

Alongside this they have brought people out into the city centre and event spaces and supported spend in the hospitality and wider business community. They have attracted visitors to stay in hotels and accommodation and benefited the city both from an economic and an image and perception perspective. They have created positive wellbeing outcomes, bringing community together and reducing loneliness and offering opportunities to participate and play.

These are just 4 highlights in recent times.



# Case Study 1

## BBC Radio 1's Big Weekend in Dundee

### Event Overview

Radio 1's Big Weekend is a renowned music festival featuring four stages and a diverse lineup of over 73 music acts. It was hosted in Dundee's Camperdown Country Park on 26th – 28th May 2023 and was a collaborative effort between Dundee City Council and the BBC.

The success of this extraordinary event was made possible by a corporate-level collaboration that extended across various teams from every department within the organisation. From the meticulous planning of events to the smooth operation of transportation services and the dedicated efforts of Neighbourhood Services, Finance, and Health and Safety teams, every department played an integral role in orchestrating this grand spectacle. Working cohesively as a corporate team was the linchpin of the achievement.

### Key Statistics

- 81,835 attendees.
- 33,652 unique visitors to Dundee.
- Economic Impact of £3.7 million.
- Over 100 volunteers.
- Industry jobs and internships created for local young people.
- 1.7 million viewers watched the live coverage on BBC 1.
- 82 million video views.



### Impact on Dundee

**Economic Boost:** The event had a substantial economic impact on Dundee, with local residents contributing significantly to the city's economy. This boost in economic activity positively affected local businesses, tourism, and job creation.

**Community Cohesion:** The event fostered a sense of pride and unity among local residents. It encouraged positive connections, engaged the community, and contributed to personal growth, as noted by the enthusiastic volunteers.

**Media Exposure:** Dundee received substantial national and international exposure through extensive media coverage, further enhancing its reputation as a vibrant and culturally rich city.

**Mental Health Awareness:** The pre-event mental health awareness initiatives added a valuable dimension to the event, contributing to the well-being of attendees and promoting mental health awareness in the community.

## Dundee Summer (Bash) Streets Festival

### Event Overview

The Dundee Summer (Bash) Streets Festival, an event by Dundee City Council in partnership with Beano Studios, DC Thomson, and Event Scotland's Year of Stories 2022, ran from July 14th to July 24th, spanning ten days across various Dundee venues. It featured workshops, talks, exhibitions, a free street festival, and a unique transformation of Dundee Law into 'Beantown,' with a Hollywood-style sign. The festival was supported by The McManus Museum and Galleries, V&A Dundee, DCA, Dundee Libraries, and the Overgate.

### Key Statistics

- 60 events.
- 45,000 participants.
- 10 days.
- Economic Impact of £217,523.
- Media reach of over 10 million people.

### Impact on Dundee

**Celebration of Dundee's Heritage:** The festival celebrated Dundee's rich cultural heritage and its contribution to the world of comics. The transformation into 'Beantown' was a creative nod to the city's iconic storytelling legacy.

**Diverse Programming:** With a wide range of events and activities, the festival ensured there was something for everyone, reinforcing Dundee's status as the comics capital.

**Economic Boost:** The event had a tangible economic impact, directly benefiting local businesses and contributing to the city's economy.

**Community Wellbeing:** The festival's positive impact on the health and well-being of attendees underscored its role as a community-building and well-being-enhancing initiative. Impressively, 96% of festival-goers reported that the event had a positive impact on their health and well-being, showcasing the festival's broader societal benefits.

**Media Impact:** The Dundee Summer (Bash) Streets Festival made a remarkable media impact, reaching over 10 million individuals through various channels. This extensive media coverage played a crucial role in promoting the festival and Dundee's cultural heritage.



## WestFest

### Event Overview

Dundee WestFest is an annual community-led festival that takes place on Magdalen Green in Dundee's West End. The event is free to attend and attracts locals as well as visitors from further afield. Appealing to a range of ages, this family-friendly festival features live music, funfair rides, exhibitors, and food and drink traders.

In 2023 the event took place on Sunday the 4th of June.

### Key Statistics

- The one-day festival attracted approximately 10,000 attendees.
- 56% of attendees spent money in local businesses.
- 54% of attendees walk to the event.
- The average spend per person at the event is £33.26.



### Impact on Dundee

**Celebrating Local Programming:** The festival gives a platform to local musicians and performers as well as helps support local businesses by hosting many local traders and stalls.

**Economic Boost:** The event had a tangible economic impact, directly benefiting local businesses and contributing to the city's economy. 56% of those who were surveyed at the 2023 edition of the festival reported that they spent money in local businesses including restaurants, cafes, bars and shops. Attendees spent an average of £33.26 per person while attending the festival.

**Involving young people:** The festival has set up a youth committee to involve young people in the organisation behind the festival. Not only will this help to bring fresh ideas to the table, but it will also foster a sense of ownership of the event amongst the local youth community. This will also contribute to legacy building and resilience by training new individuals with skills to be on the organising committee in future years.

**Inclusive and accessible:** The programming was praised by festival-goers as appealing to a wide range of people. The festival is family friendly with activities available for children and free to attend. The event is easy to access for those without a car with 54% of attendees walking to the event and 15% taking the bus.

**Supporting and promoting the local community:** The festival showcases local activities and community groups. The festival also manages to attract a variety of sponsors. The festival also contributes to civic pride with 82% of attendees saying that the event affects their impression of Dundee in a positive way (16% of attendees say their opinion of Dundee remains unchanged).

# Case Study 4

## The 11th WUKF World Karate Champions

### Event Overview

Hosted by Kanzen Karate and supported by Dundee City Council the WUKF World Karate Championships for all ages was hosted within the Dundee Ice Arena, Dundee, Scotland from 13 - 16 July 2023.

This was the second time the city has hosted this prestigious event.

### Key statistics

- 4470 athletes, officials, coaches and spectators.
- Participants from 32 countries, 5 continents.
- In the city over 5 days.



© Alan Richardson Photography

### Impact on Dundee

Celebration of sporting achievement.

The event fostered local pride as local organisation Kanzen Karate were the host organisation and many of them, their athletes and officials were directly involved gaining valuable experience at a world event in their home city.

Showcased the city's ability to host major sporting events.

Local hotels and hospitality gained from additional visitors to the city. Accommodation was full in Dundee and extended to other parts of the region.

Economic impact estimated at £9.6m in Direct Economic Benefit (DEB) and £3.8m in Gross Value Added (GVA).



...celebrates

the people of Dundee who are a

**brilliant** audience

# Events are for everyone

We will have a programme of events that caters for young and old, residents and visitors, with a mix of paid and free-to-enter.

The Strategy supports the delivery of a diverse programme of events that offers something for all audiences whether they are local or visitors to Dundee.

It is important that events create opportunities for everyone in the city, reflecting the work of the Dundee Fairness Commission. Through the Strategy we will deliver a mix of paid for and free events that provide opportunities for people to take part as audience, participants, volunteers, performers, as well as creating employment opportunities.

This Strategy seeks to continue to develop Dundee's reputation as a city where things happen. A city that is outward facing and international in approach to retain talent in the city and spread opportunities to all. It celebrates the people of Dundee who are a brilliant audience, keen to enjoy themselves and make the most of their city.

It is also for everyone within Dundee involved in delivering the city's events priorities. It recognises that event producers delivering their own activities and venues with programming support the city's offer.



Key partners across the city include the Universities and Colleges, the Dundee City Region Convention Bureau, UNESCO City of Design, the Creative Dundee network, Leisure and Culture Dundee, the city's cultural institutions, the sporting clubs, charities, community groups, venues and the many organisations delivering regular events. These elements contribute to a lively events network who meet regularly through the Festival and Events Coordinating Group. This helps the city accommodate approaches from event organisers to fill gaps in the calendar year and to develop a broader offer for residents and visitors.


External organisations, as well as regional and national event organisations who deliver events, are an important part of this strategy. This includes external commercial music promoters or events/entertainment companies looking to lease or use council owned assets and land. By engaging and partnering we can deliver the mix of events activities this strategy seeks. Examples of external collaboration in terms of active partnerships include BBC Radio1's Big Weekend, and the Cycling World Championships.

Community led activity is the backbone of the programme, bringing communities together to celebrate, developing skills in the delivery of events and building audiences. Community events balance the programme across the year with the local festivals and national festivals situated in Dundee; with headline visiting national and international events, and commercial promoters tapping into the Dundee market.

## Priority Actions

- Work proactively with key national partners such as Event Scotland to play a part in hosting large national and international events.
- Develop relationships and support potential promoters/commercial/private sector partners to deliver appropriate events in Dundee.
- Work with communities to support their events of scale, skills in event management and any share any funding opportunities.
- Increase audiences and diversity of audiences through the development of existing events and best practice sharing.
- Work through procurement channels to engage with local businesses.





a city where

things happen






# A Varied Events Programme

We will support a mix of events including sport, music, culture, art that are authentic to the city, vary in scale, and are sustainable.

This Strategy supports the delivery of a diverse range of events across the seasons and spaces of varying scales and interests. It also seeks to promote Dundee's strengths and distinctiveness through events that speak of Dundee – its geography, history, and place.



Events can be categorised as follows:

Type	Description	Examples
 Headline	National and/or international audience and media attention	BBC Radio One Big Weekend and Cycling World Championships, WUKF World Karate Championship
 Feature	Visitors from across Scotland and wide media coverage	Dundee Design Festival, Scottish Fashion Festival, Dundee Summer (Bash) Streets Festival
 City	Large, local/regional audience with local media coverage	Dundee Summer Streets Festival, Christmas in Dundee, Dundee Hooley.
 Community	Aimed at residents and hosted in parks or community centres	Gala and fun days.
 Commercial	For various audiences and scales. Costs covered by ticket fees	Grandslam Live Slessor Garden Concerts, Riverside Carnival, Circus, Winterfest

This Strategy supports a diversity of activity, with authenticity a key component to the success of events. Dundee's key assets, culture, history, and interests offer a rich spread of topics and themes to build authentic experiences on.

- a strong creative industries sector, gaming heritage and digital interest.
- a strong sporting ecology with many world class athletes and supporting clubs.
- active and world-renowned cultural organisations.
- local produce, food, and drink - 70% of Scotland's fresh produce is grown within a 30-mile radius of the city.
- the geographical assets of the city, with opportunities to use the Tay, the Law and spread out from City Centre.
- environmental sustainability and environmentally aware messaging.
- a strong music heritage.
- the UNESCO City of Design designation.
- Heritage interests including comics and publishing, local folklore and history.
- an appetite for mass participatory events.

## Priority Actions

- Further develop the key events produced by the Council based on audience feedback and impact. Explore partnership delivery model for events of scale which will have economic impact.
- Continue to improve the Safety Advisory Group (SAG) processes within the council to support events and encourage unique community-led events such as Eid, Pride, Westfest.
- Give priority to events which align with the city's characteristics and strengths to promote key messages and enhance perception of the city.



we will support a **mix** of events



# Great event places and spaces

We will support the delivery of events across the rich mix of public spaces and assets in Dundee.

Dundee is an excellent place to host events. It enjoys more sunshine hours than any other city in Scotland and is a compact city with good public transport links, and a commitment to environmentally sustainable practices.

Dundee is ideally situated with great train and air links and 90% of Scotland's population within 90 minutes travel time. Dundee's physical size makes the city easily walkable and its beautiful outdoor spaces, open outlook to the river, large parklands, beaches, and hills are all in easy reach.

Unlike permanent attractions that are in a building or venue, festivals and events can take place in a diverse range of locations. They provide opportunities for activities within communities, sparking social interaction and building a sense of place.

It is important to build an events programme that makes use of the city's rich mix of spaces, spreading activity, using the natural assets, and promoting inclusion. However, we recognise that certain events are better placed in city centre setting to maximise impact on the hospitality sector, create ease of access for visitors and support the City Centre Strategic Investment Plan.



There are pubs, small scale music venues and clubs; theatre spaces and the large performance space, the Caird Hall. Outdoors, the city enjoys a variety of parks and open spaces able to accommodate events with an audience of scale. These spaces host a wide range of events from Park Runs, gala days in each area, carnivals, concerts, and performances.

For larger scale music events or festivals, Camperdown Park is ideally placed, with large areas of open parkland at a reasonable distance from residential developments. Baxter Park and Lochee Park are both open spaces that a programme of smaller, contained commercial and community events could occur. The Central Waterfront's Slessor Gardens hosts high calibre events and is carefully programmed to balance public access and commercial event promoter requests. When making an approach, event organisers are encouraged to consider each of the wider city events spaces thereby encouraging the right location for individual events.

Meanwhile successful community led events across a range of scales take place in the many other parks and open spaces, notably Magdalen Green, Baxter Park, and Castle Green.

Many of Dundee's sporting facilities are maintained and managed by Leisure and Culture Dundee and include Dundee Ice Arena and the Regional Performance Centre which houses FIFA compliant football pitches and a refurbished velodrome, and which supports the development of competitive athletes in Dundee. Dundee enjoys two football stadia Dens Park and Tannadice Park, with the potential to host both sporting and other cultural events.

The existing city box office is staffed and available to the public in the heart of City Square and event promoters are encouraged to use whenever possible.

Dundee City Council is open to exploring new uses of parks and city spaces and will remain open to approaches and suggestions from event organisers for their use. A creative approach to the use of vacant space in the city centre for events will also be encouraged.

## Priority Actions

- Actively market spaces in city which can host events.
- Work closely with Leisure and Culture Dundee to promote Dundee as a host for events.
- Develop creative solutions around space for events and consider different uses working with partners as appropriate. I.e., sporting venues hosting music events.



# DUNDEE Event Spaces

There are many and varied locations and venues in the city which could facilitate a variety of events/festivals of different sizes/natures.

This audit highlights some of the main ones and provides an indication of the events they may be able to accommodate and other considerations.

Venue Location	Potential Capacity	Type of Event	Any Special Consideration	Operator
Riverside Park	n/a	Circuses/carnivals		DCC
Waterfront Place	n/a	Smaller events	Available. High profile location	DCC
City Square*	2000	Full range/Small concerts/Limited for sporting activity/Demonstrations /charitable events	Access and other activity happening in the city centre. High profile location	DCC
Slessor Gardens*	10,000	Full range/Medium sized music events	Very High profile. Disruption Potential if road closures required. Caird Hall activity	DCC
Tay Square	600	Small events	Rep Activity	DCC
Dens Park	11,850	Sport/music/entertainment	Football fixture dates	Private
Camperdown Park	30,000	Large music festivals – sporting events	Egress and ingress considerations if capacity crowd	DCC
Caird Park	n/a	Carnivals		DCC
Tannadice Park	14,223 seated	Sport/music /entertainment	Football fixture dates	Private
Baxter Park*	15,000	Sports /community/smaller scale music	Residential properties around/parking/traffic/access	DCC
Magdalen Green*	15,000	Larger scale community events	Residential properties around/parking/traffic/access	DCC
Dawson Park*	3,000	Sports events /community events/smaller scale music	Residential properties around/parking/traffic/access	DCC
Lochee Park	20,000	Sports /community/smaller scale music/entertainment	Residential properties around/parking/traffic/access	DCC
Castle Green*	2,000	Small scale events/gala days	Access	DCC
Botanic Gardens	n/a	Smaller scale / outdoor theatre	Sightlines	Uni of Dundee
Caird Hall	Seated 2000, Standing 2300	Music / entertainment	City Centre	LCD
Ice Arena	2400 seated, higher if ice covered	Music/entertainment/sport	Out of town	LCD
Regional Performance Centre, Caird Park		Multi sports		LCD

\*Capacity figures for these venues, where listed, are estimates and actual capacity will depend on the nature of the event



# DUNDEE Event Spaces Map





seasonal  
events  
throughout the year

# Events Calendar

A calendar of seasonal events throughout the year, balancing activity to support the city's economy.

It is important to manage events which attract visitors so that the city has capacity to host them well, and to spread major activity across the year where possible.

There is a fantastic calendar of festivals and events at either end of the summer months – with spring/ early summer events including – Dundee Women's Festival, graduation degree shows across DJCAD and Abertay, Dundee Dance Event, Dundee Month of Design, Dundee Pride, community gala days, Westfest, Broughty Ferry Gala Day, Eid, Dundee Summer Streets Festival and Slessor Gardens Concert series.

Meanwhile autumn/winter hosts – student fresher events, Discovery Film Festival, Dundee Fringe, Dundee Design Festival, Scottish Fashion Festival, Festival of the Future, Dundee Jazz Festival, Dundee Science Festival Festival, Dundee Hooley, Christmas in Dundee and the Dook.

Dundee's networks collaborate and communicate their event planning locally and nationally so that there is a calendar overview of events taking place and so that clashes in the main can be avoided. Through the Cultural Development Group, Cultural Agencies Network, Festival and Events Coordinating Group and the city's Safety Advisory Group, key events and festivals are connected in order to collaborate and coordinate their activity.



By blending the existing regular calendar with some key national and international events, Dundee will maintain its attraction, thrive, and prosper as a contemporary city and to offer something for everyone.

Seasonality and ensuring a spread of activity to encourage visitors and locals to celebrate throughout the year will be key to success. It is important to manage events which attract visitors so that the city has capacity to host them well, and to spread major activity across the year where possible.

## Priority Actions

- Identify the quieter periods in the city for the tourism and hospitality sector and seek events which could develop and enhance the offer during these periods.
- Work collaboratively across the city to create an events clash diary.
- Look for collaborative opportunities through the Festival and Events Coordinating Group, Cultural Partnership and others which if offered together can provide bigger city opportunities. This might include cross-programming or joint marketing.



attract

# new public events of scale



# Typical Annual Calendar (based on 2022)

Month	Event	Type of Event	Location	Organiser	Audience N° (PEL)
January	Dook	Sport / Charity	Broughty Ferry Harbour	YEAABA	4000
February	Teeny Weeny	Dance	City Square	Shaper Caper	30
March	Soapbox Science Dundee	Community / Science	Waterfront Place	Amy Cameron / University of Dundee	200
	Sprint Scotland	Sport	St Ninian's Primary School (start and finish)	Masterplan Adventure	200
April	Dundee ReCycles Festival	Community / Sport	Slessor Gardens	Angus Cycle Hub	200
	Sauventus Scottish Varsity Sevens	Sport	Gardyne Sports Centre	Sauventus	1000
	Open Water Festival	Sport	Broughty Ferry Harbour	YEAABA	150
	Daily Mile kids run	Sport	Baxter Park	TDM	500
May	DDE Park Place	Music	Park Place	DDE	500
	Sausage and Cider	Food	Slessor Gardens	Live Tours	5000
	Ibiza Orchestra	Music	Slessor Gardens	Live Tours	5000
	Coldside Pride	Community	Hilltown Community gardens	Dundee Pride	35



Month	Event	Type of Event	Location	Organiser	Audience N° (PEL)
June	Templeton Trail Race	Sport	Templeton Woods	Dundee Road Runners	200
	Dandelion	Horticulture	City Square	Dandelion	200
	Volunteer Celebration	Community	Kirkton Community Centre car park	Kirkton Community Centre	200
	Scottish Opera	Music	Slessor Gardens	Scottish Opera	900
	Colourama	Sport	Dawson Park	Dundee Active Schools	200
	Dundee Canine Club Open Show	Dog Show	Camperdown Park	Dundee Canine Club	900
	Dundee North West Fun Day	Community	Downfield Sports Pavillion and Playing Fields	Dundee North West Community Sports Club	1000
	Stereophonics	Music	Slessor Gardens	DF Concerts Ltd	11000
	Noel Gallagher	Music	Slessor Gardens	DF Concerts Ltd	11000
	Westfest	Gala Day	Magdalen Green	Westfest	4000
	Big Band Sundays	Music	Baxter Park, Magdalen Green, and Barnhill Rock Gardens	DCC	900
	Kidical Mass	Community / Sport	Green Circular	Dundee Cycling Forum	80
	Douglas Community Garden Opening	Community / Horticulture	Douglas Community Park	Douglas Community Spaces Group in partnership with Dundee City Council	200
	Rosemary Lee Projects	Dance Performance	Magdalen Green	Rosemary Lee Projects	200
	Race for Life	Sport / Charity	Camperdown	Cancer Research UK	800
	Circus	Circus	Riverside	Global Circus	1400
Tayside Orienteers Club Event	Sport	Camperdown Park	Tayside Orienteers	50	

Month	Event	Type of Event	Location	Organiser	Audience N° (PEL)
July	Broughty Ferry Gala Day	Gala Day	Broughty Ferry	Broughty Ferry Traders	1000
	Eid in the Park	Community Day / Gala	Camperdown Park	Eid	3000
	DRAM / Half DRAM	Sport	Camperdown Park and Barnhill Rock Gardens	Eventfull Management Limited	1500
	Charleston Peoplehood Launch	Community	Charleston	Blackwood Homes	200
	Simply Red Concert	Music	Slessor Gardens	Liz Hobbs Group	8000
	Paloma Faith	Music	Slessor Gardens	Liz Hobbs Group	8000
	Flyball Dog Show	Dog Show	Camperdown Park	Star Paws Flyball Team	250
	Scurry 5 Mile Event	Sport	Riverside	Scurry Events	300
August	Rugby 7s	Sport	Mayfield	Rugby 7s	1000
	St Mary's Community Fun Day	Community / Gala Day	St Mary's Community Centre	St Mary's Community Centre	160
	Drumgeith Family Fun Day	Community / Gala Day	Drumgeith Park	You're not Alone Dundee Community Support Group and Fairfield Community Sports Hub SCIO	500
	Kiltwalk	Sport / Charity	Castle Green	Kiltwalk	2500
	Picnic in the Park	Community	Magdalen Green	Gate Church International SCIO	500





Month	Event	Type of Event	Location	Organiser	Audience N° (PEL)
September	Dundee Cyclathon	Sport	Templeton Woods	Discovery Junior Cycling Club	400
	St Mary's Fun Day	Community Gala day	St Mary's Community Centre	St Mary's Community Centre	400
	Harvest Festival	Community	Fair Growing Green	University of Dundee	300
	Relay for Life	Sport /Charity	Forthill Sports Club	Relay for Life Dundee	800
	Race for Life	Sport /Charity	Camperdown Park	Cancer Research UK	800
October	Pedal in the Park	Sport	Dawson Park	Dundee Dragons Wheelchair Sports Club	20
	Camperdown Trail Race	Sport	Camperdown Park	Camperdown Trail Race	150
November	Templeton Road Race	Sport	Clatto Country Park	Dundee Road Runners	350
	Children in Need Parkrun	Sport / Charity	Camperdown Park	Parkrun	1000
	Scottish Cycling National Cyclo Cross Championships	Sport	Camperdown Park	Scottish Cycling National Cyclo Cross Championships	500
	Broughty Ferry Switch on	Community	Broughty Ferry	Broughty Ferry Traders	3000
	East League Country Match	Sport	Camperdown Park	Dundee Hawkhill Harriers	500
	WinterFest	Retail / attraction	Slessor Gardens	M&N events	80000
	Dundee Hooley	Music, Performance, Parade	City Centre	DCC Events Team	6000
	Christmas in Dundee	Music, Performance, Installation, Activity	City Centre	DCC Events Team	35100
	Menzieshill Light Night	Community	Menzieshill Parish Church	Menzieshill Parish Church	150

Month	Event	Type of Event	Location	Organiser	Audience N° (PEL)
December	Lochee Light Night	Community	Lochee High Street	Love Lochee	250
	West End Christmas Market	Community / Retail	Millers Wynd Car Park	Transition Dundee CIC	200
	Fintry Christmas Event	Community	Fintry Parish Church	Finmill Centre Local Management Group	350
	Santa Dash	Charity	City Centre	Santa Dash	1000
	Hilltown Light Trail	Community	Hilltown Park	Hilltown Light Trail	200
	Broughty Ferry Traders Festive Sunday	Community / Retail	Broughty Ferry	Broughty Ferry Traders	1000



offer  
**something** for **everyone**



# 2022 in Summary



**210,000**

Total participants



**£1.3m**

estimated direct economic impact  
(less accommodation)



**21**

Sporting



**7**

Other



**22**

Community



**3**

City



**10**

Commercial



**1**

Regional British  
Open Golf  
Championship

The Strategy has been informed with input from various stakeholders including the cultural sector, event's organisers and delivery partners, external promoters and through the feedback we get on events from audiences and participants. It guides organisers, funders, influencers, and stakeholders of all types to help understand the events landscape, the priorities of Dundee City Council and the ambitions for events in the city over the coming years.

It embraces the opportunity to promote Dundee and attract new public events of scale

while recognising that this will require pooled resources and strong collaborations.

The Strategy contributes to the existing Event Scotland's national events strategy – Scotland, The Perfect Stage. It is also aligned with the Cultural Strategy for Dundee, Dundee's Tourism Strategy, the Dundee Music Strategy, Music to our Ears, The Tay Cities Regional Tourism Strategy. It supports other key Council strategies including the City Plan, Council Plan, Tay Cities Regional Economic Strategy, and the City Centre Strategic Investment Plan.





[dundeecity.gov.uk](http://dundeecity.gov.uk)