

REPORT TO: CITY DEVELOPMENT COMMITTEE - 24 AUGUST 2009

REPORT ON: WINTER LIGHT NIGHT

REPORT BY: DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 404-2009

1 PURPOSE OF REPORT

- 1.1 To seek agreement to holding a winter light night event on Friday 27 November 2009 as part of the One City, Many Discoveries campaign, and as this years pre Christmas event.

2 RECOMMENDATION

- 2.1 It is recommended that the Committee agrees:
- a to holding a winter light night as this years pre Christmas event;
 - b to note that external funding has been applied for to augment this proposal; and
 - c that a report shall be submitted after the event which looks at its feasibility for future years.

3 FINANCIAL IMPLICATIONS

- 3.1 The event will cost a basic £50,000 allocated from the City Development Department's One City, Many Discoveries marketing campaign budget for 2009/2010. Any additional spend will be sourced externally.

4 BACKGROUND

- 4.1 As part of the communications strategy for the Dundee - One City, Many Discoveries new branding, an event celebrating the city was proposed as a key way of involving our community in the brand in a positive and enjoyable way. Given the language and the concepts behind the new brand it was felt that a Light Night would bring many of the key brand messages together.
- 4.2 For one night the city stays up so that its attractions and symbols are seen in a new light. The spectators get to see the unusual in a familiar environment, to "lose themselves" in the city, which is transformed into a stage for the night. Light Night's in other city's have demonstrated that they are a great showcase for gaining wide public interest and participation so that people "buy into" their city in a short amount of time. A key element of the programme in each city is that all events are FREE.
- 4.3 The idea of discovering the city in a new light and illuminating Dundee as a modern, creative city sits well with the brand. It is an ideal format to get the message out that Dundee is a dynamic city which offers enjoyment and enrichment in relation to its quality of life and the opportunities it affords, as well as excellence in its education and its innovative companies.
- 4.4 The Winter Light Night proposal is a celebration of heritage, culture, community and ambition for Dundee. The evening will offer exciting entertainment, both visual and aural, mixing light and music against a backdrop of street markets, performance and entertainment, street art, illuminations, a children's torchlight procession, heritage walks, story telling and late night shopping and extended late night opening of the city's central cultural assets. The event will take place across the city centre with 4 key nodes delivering programmed activity in order to encourage people to move around the city centre. The nodes include the following areas: Wellgate, City Square/Overgate, McManus/High School and the Cultural Quarter. Further areas throughout the city centre will be animated with famous Dundonian characters, street

theatre and children's activities and buildings and areas of the city will be lit up with projections and coloured lights. The Christmas lights will also be switched on for the first time for the event. The evening will culminate in a firework display to music.

- 4.5 The event will have a strong community focus and provide an opportunity for the city to really celebrate its status in Scotland and internationally as one of Scotland's most innovative cities.
- 4.6 Some of the world's major cities have light nights including Paris and Toronto. In the UK Liverpool, Leeds and Nottingham have all recently had successful Light Night events. There has not yet been one in Scotland. The event affords an ideal opportunity to combine our Christmas celebrations with a city celebration. A Light Night offers residents and visitors the opportunity to experience Dundee from a fresh perspective. It is a chance for everyone to come together and celebrate the city, focusing on our shared culture, history and identity.
- 4.7 A number of consultations have taken place with key stakeholders to encourage their views on such an event and the feedback so far has been positive about the event and combining it with Christmas celebrations.
- 4.8 The event will be marketed both locally and more widely to attract further visitors into the city and it is hoped that we can attract in the region of 25,000 people into the city centre during the event.

5 POLICY IMPLICATIONS

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

The major issues identified are in relation to the use of energy on the evening for lighting up buildings etc and we are working with relevant agencies to use renewable energy sources and create some demonstration of environmental lighting projects as well as ensuring that the event is as carbon neutral as can possibly be achieved.

6 CONSULTATIONS

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

7 BACKGROUND PAPERS

- 7.1 There are no background papers of relevance to this report.

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