

**REPORT TO: DUNDEE CITY COUNCIL POLICY AND RESOURCES COMMITTEE  
12 JANUARY 2015**

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

**REPORT ON: CREATIVE DUNDEE**

**REPORT NO.: 8-2015**

## **1. PURPOSE OF REPORT**

To recommend that a one-off grant of £40,000 be provided to enable Creative Dundee to secure a two year match funding Partnership Agreement with Creative Scotland for calendar years 2015 and 2016.

## **2. RECOMMENDATIONS**

It is recommended that the Committee:

- 2.1 Note the achievements of Creative Dundee over the past eighteen months since it became a constituted social enterprise.
- 2.2 Approve a one-off grant of £40,000 to enable it to consolidate its position and enter into a development partnership with Creative Scotland.

## **3. FINANCIAL IMPLICATIONS**

- 3.1 The projected running costs for Creative Dundee over the calendar year 2015 are £75,000.
- 3.2 Creative Dundee has secured £15,000 worth of guaranteed contracting income and is projecting membership income of £3,750 in year 1, increasing to £6,250 in year 2.
- 3.3 Creative Scotland have indicated their support for Creative Dundee and have invited an application. They have also indicated that they would expect Dundee City Council to match fund any contribution available from Creative Scotland. The financial implication for Dundee City Council of securing continuity for Creative Dundee and developing a two year funding package is £40,000.
- 3.4 The one-off grant of £40,000 can be contained within the Chief Executive's Department Revenue Budget for the current financial year 2014/15.

## **4. MAIN TEXT**

- 4.1 Dundee Cultural Strategy 2015-25 recognises the importance of securing continuity for Creative Dundee.
- 4.2 Creative Dundee started as an informal network but became constituted as a company limited by guarantee 18 months ago. It trades as a social enterprise and its mission is to **"ensure that Dundee is recognised as a world-leading hub for creative and cultural talent"**.
- 4.3 Creative Dundee amplifies the city's creative portfolio to external audiences, and develops the skills and capacity of the creative industries sector. It has ensured that the talent base in the city is supported and can grow, and can sustain their practice/business using Dundee as their base.
- 4.4 There are close links between the creative cultural sector and the opportunities presented by Dundee securing the designation UNESCO UK City of Design.

#### 4.5 Expected Outputs 2015-2016

- Provide digital and website support on behalf of the Dundee Partnership for the next two years to promote the UNESCO UK City of Design status and to engage the creative sector in embracing City of Design opportunities.
- Support the start-up, development and growth of creative and cultural industries with other support agencies – Dundee City Council, North East Enterprise Trust, Cultural Enterprise Office, Dundee and Angus Chambers of Commerce, Scottish Enterprise.
- Support delivery of a number of the city's strategic priorities identified within the Single Outcome Agreement; the new Cultural Strategy; the Local Development Plan; the Economic Strategy and Action Plan; and the Tourism Action Plan (Appendix 1).
- Deliver 36 events, reaching 3,600 creative industries students and professionals over the 2 years, including per annum:
  - Pecha Kucha Night x 4 events (reaching 1,000 people).
  - Creative/cultural industries development training and networking sessions x 8 (400 participants).
  - Cross-sector innovation events with other sectors - life science, food and drink, corporate events x 4 (300 participants).
  - International programme of events in Dundee x 2 (200 participants).
- Employ one freelance entry level producer on a full time basis to maintain and grow the online platform and support events.
- Grow their membership directory service to 325 paid members and, as a social enterprise, generate over 50% profit through trading – membership/contracts.
- Promote Dundee and its creative talent on an international platform through two regional projects and speak at international conferences about Dundee's creative scene.
- Deliver key partnership projects (including Festival of Architecture), contribute to other local cross-agency projects – Cultural Strategy Group and Cultural Agencies Network.
- Promote over 3,000 creative businesses/artists/opportunities and events through the website and reach a local, national and global audience as a digital window to the city and its creative scene (monitored through Google Analytics).
- Bring international best practice thinking and action to the city, to ensure Dundee is regarded as a leading creative city hub.
- Engage with other key sectors – life sciences, food and drink, tourism and hospitality, social enterprise, community development, education – to encourage and support understanding of the value of the creative industries, design and innovation (already underway).

#### 4.6 Creative City Networks Review

In January 2014 Creative Scotland commissioned the Ekos consultancy to carry out a review of the Creative City Networks in Edinburgh, Stirling and Dundee.

The Review highlighted the valuable benefits provided by these networks. The report cited Creative Dundee as an influential catalyst for the increase in the profile of Dundee, bridging the gap between the community and the public sector, playing a role in the retention of talent within the city – more people choosing to remain, or move to Dundee to access opportunities.

Over 400 individuals, organisations and events were promoted by Creative Dundee and through their website, [www.creativedundee.com](http://www.creativedundee.com). This site has attracted over 87,000 visits from 2,085 cities around the world.

Creative Dundee played a key role, through the We Dundee campaign, in attracting over 4,000 citizens into the debate about the city's cultural future through [www.wedundee.com](http://www.wedundee.com)

Creative Dundee also managed the open call for the designer who worked on the V&A Museum of Design, Dundee first public engagement campaign.

Full details of the evaluation undertaken by Ekos are available online at <http://www.creativescotland.com/explore/read/stories/creative-city-networks/2014/creative-city-networks-review> and a summary of Creative Dundee's history is available on the Creative Scotland website at <http://www.creativescotland.com/explore/read/stories/connecting/2014/creative-dundee-from-blogging-to-bridging-the-gap>

## **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. No major issues have been identified.
- 5.2 The recommendations fit with the Dundee Single Outcome Agreement 2012-17 and the Dundee Local Development Plan 2014, the Economic Strategy and Action Plan 2013-17, and the Tourism Action Plan 2013. (see Appendix 1)
- 5.3 The recommendations contained in this report are consistent with the Dundee Cultural Strategy and Action Plan.

## **6. CONSULTATION**

- 6.1 The Chief Executive, Director of Corporate Services and Head of Democratic and Legal Services have been consulted on this report.
- 6.2 This proposal has been discussed with Creative Scotland and with members of the City Council Management Team.
- 6.3 The Cultural Strategy Action Plan has been signed off by all the key cultural partners and the Dundee Partnership agencies and contained within this Action Plan is the recommendation that partners work to secure continuity for Creative Dundee.

## **7. BACKGROUND PAPERS**

Creative City Networks Review – Report by Ekos Consultancy commissioned by Creative Scotland and published in April 2014.

**Stewart Murdoch**  
**Director, Leisure and Communities**  
**16 December 2014**

CREATIVE DUNDEE – FIT WITH DUNDEE’S STRATEGIC PLANS

Fit with City’s Strategic Plans	Creative Dundee example activities
<p><b><u>Single Outcome Agreement 2012 – 2017</u></b></p> <p><b>Priorities:</b></p> <ul style="list-style-type: none"> <li>• Dundee will be an <b>internationally recognised city</b> at the heart of a vibrant region with more and better employment opportunities for our people.</li> <li>• Our people will be better <b>educated and skilled</b> within a city</li> <li>• Renowned for learning, research, innovation and culture.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>CreativeDundee.com</b> online platform redeveloped with focus on international reach (SEO and content). Directory of creatives open and highly visible.</li> <li>• <b>Work internationally</b> - continue to speak at national and international conferences and promote the value of locating and doing business with Dundee.</li> <li>• <b>Provide high-quality training</b> for creatives in business development, raising investment - working in partnership with other agencies.</li> </ul>
<p><b><u>Local Development Plan – 2014</u></b></p> <p><b>Priorities:</b> Targets which fit the National Planning Framework 2 are:</p> <ul style="list-style-type: none"> <li>• Being <b>well connected</b> to wider region, central belt, rest of world.</li> <li>• Create <b>opportunities for young people</b> to stay after Higher Education.</li> <li>• <b>Connectivity to important centres</b> - digital media campus, technology park, etc.</li> <li>• Dundee <b>recognised</b> for leisure and culture.</li> <li>• Sustainable <b>economic growth</b>.</li> <li>• Promote <b>high quality design</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Development of Creative Cities Networks</b> – working in partnership with other city networks to offer opportunities for our local creatives - Scotland-wide/internationally.</li> <li>• <b>Entry point</b> - <a href="http://creativedundee.com">creativedundee.com</a> acts as the entry point to the creative and cultural sectors in and around the city - aimed at students, graduates and others new to the city.</li> <li>• <b>Choreographed collision events</b> - networking events and joint projects between the creative and life sciences, food and drink, tourism and other sectors to encourage innovation and collaboration to occur.</li> <li>• <b>Digital network</b> - using this strong and active network we will connect and engage communities in the continuing discussion about the city.</li> </ul>

Fit with City's Strategic Plans	Creative Dundee example activities
<ul style="list-style-type: none"><li data-bbox="163 229 528 256">• Sustainable <b>communities</b>.</li></ul>	

Fit with City's Strategic Plans	Creative Dundee example activities
<p><b><u>Economic strategy and action plan – 2013 – 2017</u></b></p> <p><b>Priorities:</b></p> <ul style="list-style-type: none"> <li>• Grow <b>businesses and key sectors</b>, tackle employability and skills, place marketing and tourism.</li> <li>• <b>Maximise growth of the creative industries sector</b>, building upon existing strengths and the opportunities emerging through V&amp;A, Museum of Design, Dundee.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Creativity meets business events series</b> with Enterprise North East Trust and Chambers of Commerce, targeted at creatives and businesses to encourage business opportunities. (first event 11 November 2014).</li> <li>• <b>Run a peer mentoring programme</b> targeted at local creatives, to further develop the creative industries sector.</li> <li>• <b>Engage with the digital technology</b> sector to encourage innovation and growth in the sector.</li> </ul>
<p><b><u>Tourism Action Plan – 2013</u></b></p> <p><b>Priorities:</b></p> <ul style="list-style-type: none"> <li>• <b>Internationally recognised city</b> at heart of a vibrant region with more and better employment opportunities for our people.</li> <li>• Increased <b>business start ups</b>.</li> <li>• Improved image and <b>perception</b>.</li> <li>• Excellent <b>cultural choice and opportunity</b>.</li> <li>• <b>Positive reputation</b> and self image.</li> <li>• Better <b>awareness of events and better co-ordination</b> of city calendar.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Crowd sourced guide to city</b> - create an updated Incorporated guide, a locals' guide to the creative city - aimed at visitors.</li> <li>• <b>Lunch micro-lectures and professional development workshops</b> – for start-up and established businesses. Key themes – tendering, collaboration, investment, international trading, creative enterprise.</li> <li>• <b>Further develop Pecha Kucha Night</b>, take part in the global event in February, attend the Pecha Kucha Night Pow Wow in Japan in March.</li> <li>• <b>Provide an easy to access</b>, entry point to all cultural activity in the city, working with local partners to ensure everyone benefits from increased tourism.</li> </ul>