



Study visit in Dundee - The local context and cultural policies

1. About the city

Number of inhabitants	147,900 (2012 Mid Year Estimates)
Area in Km ²	62.15sq.km
Annual budget of the city	Revenue - £352M/€476M Capital - £58M/€78M
Annual budget for culture	£9.2M/€12.4M – although this will in reality be higher given grants awarded from other sources during each year and with the construction of V&A Dundee.

The local/regional context

Dundee (Scotland's 4th city) has a population of 148,000 making its scale pertinent to 44% of European cities that have a population of between 100,000 and 250,000 (2012: Eurostat). As with many other small to medium-sized, post-industrial cities it is a city in transition, facing a range of economic and social issues, but for over 20 years it has been implementing strategic and innovative strategies for regeneration, many with a focus on culture/creative-led that could be integrated into the activities of both smaller and larger cities. The city is located on the east coast of Scotland 60 miles north of Edinburgh on the banks of the River Tay and is within 90 minutes drive time of 90% of Scotland's population.

Dundee is a post-industrial city which has reinvented itself on a number of occasions, where economic opportunity and economic disadvantage often sit side by side. The current economy is focused on public sector activities such as education and healthcare; and growth sectors such as digital/games development, life sciences and the creative industries. With two universities and a further education college Dundee has over 6% of its population engaged in further or higher education (over 20,000 students). Many of these students are studying within the creative/cultural sector.

The city is in the midst of a 30-year, £1B (€1.35B), 8km, 2.4sq.km. waterfront regeneration programme which will see the city transformed, reconnecting the city to an revitalised waterfront . The programme includes the realignment of main roads to create wide boulevards, the creation of a new civic space (both greenspace and bluespace), a new railway station, hotels, a range of development sites and the cornerstone of the regeneration programme, V&A Museum of Design Dundee. This ambitious project is attracting investors and businesses to Dundee, which is in turn helping to boost the local economy and create employment.

Specific competencies/governance system

Dundee is geographically the smallest of Scotland's 32 unitary local authorities, run by an elected council of 29 councillors who represent 8 multi-member wards. The local authority delivers a wide range of services to the people of Dundee through 4 directorates: Corporate Services, Neighbourhood Services, City Development and Children & Families Services; and 2 arms-length/partnership organisations: Leisure & Culture Dundee and the Integrated Health & Social Care Partnership. Services include: education, economic development, planning, environment, social care, housing, neighbourhood development....

Dundee has a strong history of successful partnership working delivering significant outcomes for the city, with key organisations in Dundee having been working collaboratively since the early 1990s through the Dundee Partnership. This partnership includes the City Council, Scottish Enterprise, the local health board, the universities, Dundee & Angus College, the police and fire services and third sector organisations. The Partnership co-ordinates the city's community planning partnership and the Single Outcome Agreement that outlines the strategic direction for the city through a community planning approach and how this contributes to the 15 national outcomes set by the Scottish Government.

Place-making – both physical and in terms of image and perception have also been key to the city's regeneration focus. Since the early 1990s Dundee has instigated a brand-led approach to image enhancement/perception shift, firstly through the Dundee City of Discovery Campaign and currently through the Dundee: One City, Many Discoveries brand. Physical place-making is also key to the city's regeneration and the waterfront regeneration/city have won a number of awards in recent years including in 2014: Royal Town Planning Institute – Scotland's Best Place; RICS Regeneration and Renewal Place Making Awards – Boosting Economic Growth and in 2015 Dundee is a finalist in the MIPIM Awards Regeneration Project of the Year category. Dundee was recently best city in the Britain in Bloom awards.

Key cultural indicators/facts

The city has a wide range of cultural infrastructure and organisations and has a growing creative industries sector. The city is home to the only full time repertory theatre company in Scotland, Dundee Rep Theatre, Scotland's contemporary dance company, Scottish Dance Theatre and Dundee & Angus College hosts the Scottish School of Contemporary Dance in "The Space" a purpose built educational/dance facility. Dundee City Council built the Dundee Contemporary Arts Centre in 1999 at a time when the economy was

In 2014 Dundee secured membership of the UNESCO Creative Cities Network, becoming the first UNESCO Design City in the UK and one of 16 across the globe and the city is building a strategy for ensuring design is key to the growth of the city and can be used to address a range of social issues affecting not just the people of Dundee but those of other cities around the world.

The University of Dundee is home to Duncan of Jordanstone College of Art & Design, with undergraduate and postgraduate courses in graphic design, product design, fine art, animation, interior environmental design, architecture, product design, forensic art, visual effects, textile design, jewellery & metal design, time-based art & digital film, digital interaction design and illustration. Their annual Degree Show attracts over 15000 visitors. The University of Abertay was the first in the world to deliver a degree programme in computer games design and remains at the

forefront of digital education, delivering programmes in Computer Arts, Computer Games Technology, Ethical Hacking, Games Design & Production Management, Creative Sound Production whilst also hosting their annual Dare to Be Digital competition and Dare Protoplay. <http://www.daretobedigital.com/>

There is a strong grass-roots approach to the growth of the creative sector in the city with a range of collectives, creative industries space, local festivals and the voice of the sector Creative Dundee.

Local cultural priorities

Dundee published its first cultural strategy in 1994 and for over 20 years Dundee has been pursuing a policy of culture-led regeneration which has led to the development of cultural infrastructure (Dundee Rep Theatre, Dundee Contemporary Arts, Scottish School of Contemporary Dance); the development of a festival and events programme (Dundee Literary Festival, Discovery International Film Festival, Blue Skies Festival etc.); support for skills development (schools, further and higher education); community engagement and creative industries growth.

Dundee also has ambitions for the future, with the development of V&A Museum of Design Dundee, the first design museum in the UK outside London and the first physical presence of London's renowned Victoria & Albert Museum outside London. The Museum will provide not only access to semi-permanent galleries outlining Scotland's considerable design heritage and contemporary design and temporary exhibitions from the V&A in London and beyond, but will also engage a wide range of audiences with design, delivering a significant learning and engagement programme both within the building and in outreach events across Scotland.

The city's latest strategy: Dundee Up: A Cultural Strategy for Dundee 2015-2025 was published earlier this year.

http://www.dundeepartnership.co.uk/sites/default/files/DUNDEE%20CULTURAL%20STRATEGY%202015-2025_0.pdf

Other key priorities include growing skills in the sector, developing the city's events strategy and festivals, building on the success of the UNESCO designation through events such as the Scottish Government's Year of Architecture, Innovation and Design in 2016 and engaging community.

Diane Milne, Senior Policy Officer, Dundee City Council

2. About the study visit

Main themes

Urban Regeneration through Creative and Cultural Industries in Small and Medium Sized Cities

Sub themes

- Establishing a sustainable creative sector, supporting local businesses and attracting and retaining talent
- Networking for the creative industries sector

Projects and policies to be presented / places to be visited

Session 1: Introduction to the Programme and Dundee

Creative Dundee	<p>Creative Dundee was established in 2008 by creative practitioner, Gillian Easson. In 2013 Gillian decided to devote her time, full-time, to develop Creative Dundee. Creative Dundee supports creative talent to base, grow and sustain their practice in and around Dundee, by connecting opportunities and amplifying the city's creative pulse through:</p> <ul style="list-style-type: none"> • Events which encourage cross sector collaboration and networking to develop the local creative and cultural sectors, such as the ever popular Pecha Kucha nights, which regularly attract close to 300 people. • Creative Dundee's Open Platform which showcases what is happening to increase awareness of the creative scene, within and outwith the city, providing people that don't have the budget or the skills to promote themselves with a voice • Partnership projects – acting both as a partner and broker to impact positively on communities, the city and the local economy. <p>Creative Dundee recently received funding from both Dundee City Council and Creative Scotland to enable it to continue to support and grow the sector.</p>
Invite	<i>Gillian Easson, Creative Dundee</i>
Link	www.creativedundee.com

Site visit:

Name	<p>Dundee Waterfront</p> 
Short description	<p>Dundee is in the midst of a 30-year, £1 billion waterfront regeneration programme which will transform 8k of the city's waterfront, reconnecting the city and its population to the waterfront, arguably one of the city's greatest assets. The Central Waterfront area will see the majority of the investment and has been transformed in recent years, with the demolition of a host of 1960/1970s architecture, the realignment of the road network and the newly started construction of V&A Dundee and a new railway station for the city.</p> <p>The Central Waterfront covers an area of 5.5 hectares and will include investment sites for retail, leisure, commercial and housing developments and a large new civic space (green and blue) and a host of new infrastructure.</p>

Invite	<i>Allan Watt, Waterfront Project Coordinator</i>
Link	https://www.dundeewaterfront.com/

Name	V&A Dundee Site Hoardings 
Short description	<p>V&A Dundee is the cornerstone of the waterfront regeneration programme, the creation of a new £80M museum, designed by Japanese architects Kengo Kuma & Associates. The museum will host a wide range of large scale exhibitions from the V&A in London, create 2 galleries which showcase Scotland’s considerable design heritage including the installation of one of Charles Rennie Mackintosh’s famous tea room interiors from Miss Cranston’s tearooms in Glasgow – the Oak Room, which hasn’t been seen for over 50 years.</p> <p>As the building is being developed the V&A Dundee team have turned the site hoardings into a giant, 150m long comic strip which was designed by comic illustrator Will Morris and graphic designer David Mackenzie. In line with V&A Dundee’s core aim to nurture and promote Scotland’s design industry, a shortlist of some of the most exciting emerging design talent was compiled and the designers asked to submit ideas for the hoardings graphics. Morris and Mackenzie’s response “Adventures in Design” tells the story of the everyday relevance of design, how it solves problems, improves lives and makes the world more beautiful and fun. The hoardings will remain in place until the building is complete.</p>
Invite	<i>Diane Milne, City development</i>
Link	http://www.vandadundee.org/news/191/Giant-comic-strip-sited-around-VA-Dundee.html

Name	District 10 
Short description	District 10 is a small, recently constructed office suite for creative businesses located in the Seabraes area of Dundee's waterfront regeneration area. Funded by Scottish Enterprise and the European Regional Development Fund, the building is constructed from 37 recycled shipping containers and contains 15 office units over 3 floors. The units provide 24 hour access to the companies and current residents include: LAT_56 a high quality luggage maker
Invite	<i>Paul Duthie, Scottish Enterprise</i>
Link	http://lat56.com/

Name	<p>Dundee Rep/Scottish Dance Theatre</p> 
Short description	<p>Starting Dundee's cultural renaissance in the 1980s, Dundee Rep Theatre was the first new cultural development in the city, opening in 1982. The theatre is home to Dundee Rep Ensemble, Scottish Dance Theatre and Rep Creative Learning.</p> <p>Dundee Rep Ensemble was established in 1999 and remains the only full time repertory theatre company in Scotland, with a company of 12 full-time actors who create award-winning productions.</p> <p>Rep Creative Learning works with an average of 27,000 people every year, engaging people of all ages and abilities. It delivers through 4 key strands: Education, Skills and Training; Community and Well-being; Participate and Dramatherapy. They work with their youth theatre groups, the Community Company and the Illuminate Ensemble (actors with learning disabilities).</p> <p>Scottish Dance Theatre is Scotland's national contemporary dance company and produces a range of daring and dramatic work that is toured all over the world.</p>
Invite	<i>Alison McDicken, Dundee Rep Theatre</i>
Links	<p>www.dundeerep.co.uk</p> <p>www.scottishdancetheatre.com</p>

Session 2 - Culture and Creative industries in Dundee

Site visit:

Name	Vision Building
------	------------------------

		
Short description	<p>Part of the Seabraes area of Dundee Waterfront, the Vision Building is a former jute mill that now houses high specification office space. Current tenants include Henderson Loggie Chartered Accountants, Outplay Entertainment, Creative Dundee and Dundee Maker's Space. The proposed Dundee Comic School will also be housed in the building.</p>	
Invite	<p><i>Gillian Easson, Creative Dundee</i></p>	
Link	<p>http://www.g-s.co.uk/uploads/1514.pdf www.creativedundee.com</p>	

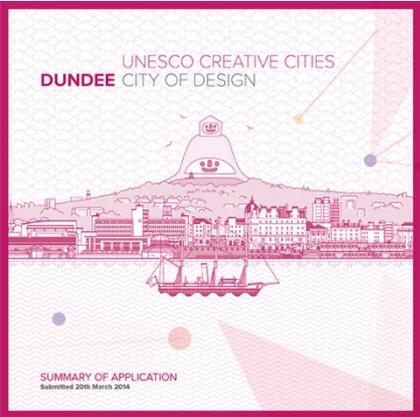
Name	<p>Dundee MakerSpace</p> 	
Short description	<p>Dundee MakerSpace is a social workspace for people interested in making, anything from electronics to furniture to software, which is 100% volunteer run. It is a community workshop that is part of the global drive to encourage everyone to be creative. The building and equipment is open to members at any time. The MakerSpace also hosts The Software Society on a fortnightly basis which delivers talks covering all sorts of technology and software; Web Workshop which is a monthly meet up of people interested in web development and web technologies and Monday Maker Meet Ups.</p>	
Invite	<p><i>Gillian Easson, Creative Dundee</i></p>	
Link	<p>https://dundeemakerspace.co.uk/</p>	

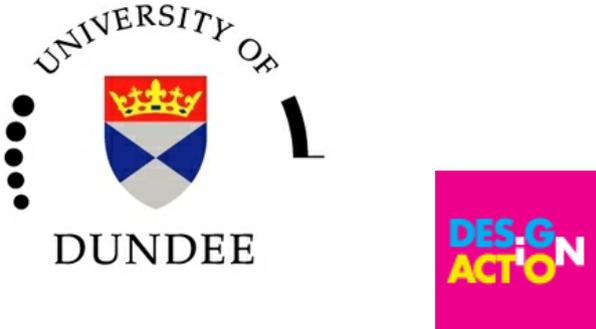
Name	<p>Dundee Make/Share</p>  <p>The poster features a blue and green geometric design with the text 'MAKE / SHARE' in large white letters. Below it, it says 'FOR PEOPLE WHO MAKE AND DO.' and '7 - 8.30PM, WED 12 AUG 2015, FREE. DUNDEE MAKERSPACE, VISION BUILDING, GREENMARKET.' Logos for 'DM' and 'CREATIVE DUNDEE' are at the bottom.</p>
Short description	<p>Creative Dundee and Dundee MakerSpace host monthly Make/Share events bringing together people who make things. This includes: artists, developers, scientists, designers, technologies, architects, musicians, individuals, organisations and companies. Make/Share events include a few short talks by people about the things they've made and opportunities to network with a range of creatives.</p>
Invite	<p><i>Gillian Easson, Creative Dundee</i></p>
Link	<p>http://creativedundee.com/makeshare-monthly</p>

Session 3: Design in Dundee

Name	<p>V&A Museum of Design Dundee</p>  <p>The image shows a modern architectural rendering of the V&A Museum of Design Dundee. The building has a distinctive facade of horizontal, slanted metallic panels. People are shown walking in the plaza in front of the building under a blue sky with clouds.</p>
Short description	<p>V&A Dundee will be the first design museum to be built in the UK outside London and an international centre for design for Scotland. It is the first collaboration with the Victoria & Albert Museum in London to create a permanent physical presence. V&A Dundee will showcase world-class touring exhibitions from the V&A and create the first dedicated galleries telling the story of Scotland's significant contribution to design heritage – past, present and future.</p> <p>Alongside the exhibitions, V&A Dundee will deliver a wide ranging learning programme to engage all audiences and to bring design knowledge and understanding to all.</p> <p>V&A Dundee will be based in a building designed by international architects, Kengo Kuma & Associates and is currently under construction on a prime waterfront site, forming the cornerstone of Dundee's waterfront regeneration</p>

	ambitions.
Invite	<i>Tara Wainwright, V&A Museum of Design Dundee</i>
Link	www.vandadundee.org

UNESCO City of Design Dundee	<p>In 2014 Dundee bid to become a member of UNESCO’s Creative Cities Network under the banner of design. The city was invited to become a member in November that year, the first UK City of Design. The Creative Cities Network now has 69 members from 32 countries including</p> <p>This session will provide an overview of Dundee’s bid process, success factors and the role the city wishes to play in the design network.</p>  <p>The poster features a stylized pink and white illustration of Dundee's skyline, including the Forth Bridge and a ship on the water. Text on the poster includes 'UNESCO CREATIVE CITIES DUNDEE CITY OF DESIGN' and 'SUMMARY OF APPLICATION Submitted 20th March 2014'.</p>
Invite	<i>Anna Day, Dundee City of Design Team</i>
Link	http://www.dundeecityofdesign.com/

Name	<p>University of Dundee</p>  <p>The image shows the University of Dundee crest, which is a shield with a crown on top, flanked by two lions. To the left of the crest are three black dots. Below the crest is the word 'DUNDEE'. To the right is a pink square logo with the words 'DESIGN ACTION' in white and yellow.</p>
Short description	<p>The University of Dundee provides a wide ranging education across sectors, including within the Creative Industries. Duncan of Jordanstone College of Art and Design (DJCAD) provides both undergraduate and post-graduate training in areas such as graphic design, product design, fine art, animation, interior environmental design, architecture, product design, forensic art, visual effects, textile design, jewellery & metal design, time-based art & digital film, digital interaction design</p>

	<p>and illustration. Their annual Degree Show attracts over 15000 visitors.</p> <p>The University is also the lead on a 5-year, £5M, partnership project funded by the UK's Arts & Humanities Research Council, called Design in Action. It is a Knowledge Exchange Hub for the Creative Economy. The Hub comprises a fully collaborative and transdisciplinary team made up of Doctoral students, Early Career Researchers and Co-Investigators from a variety of backgrounds including art and design, computer science, ethnography, entrepreneurship, digital humanities and technology. At its core is a central team that provides vital business, promotional, events and administrative support along with a senior Directorate.</p> <p>The focus of the project is to demonstrate design as a key strategy for economic growth and innovation within industry, focusing on the value of design-led innovation across business, technology and policy. Initially delivering across the following five sectors – food, sport, rural, ICT and wellbeing, all of which have been identified by the Scottish Executive as areas with high potential growth, the project has more recently widened its focus to include legal services, digital imaging and the circular economy as a result of externally commissioned partnerships and contracts.</p>
Invite	<i>Michael Marra</i>
Link	http://www.dundee.ac.uk/ http://www.designinaction.com/

Site visit:

Name	<p>Dundee Contemporary Art – Print Studio, Shop</p> 
Short description	<p>DCA opened in 1999 and was seen as an ambitious cultural project for a post-industrial city with a range of social and economic projects. However, the city has taken the DCA to its heart and it now acts as a social and cultural hub for the city. The venue includes 2 galleries showing a changing programme of contemporary art, 2 independent cinemas, a café/bar, activity room, print makers studio and shop. It also hosts the Visual Research Centre, part of the University of Dundee.</p>
Invite	<i>Sarah Derrick, Head of Community & Education, DCA</i>
Link	www.dca.org.uk

Session 4: Regional Approaches & CCI Education/Skills

Creative Scotland	Creative Scotland is the national development agency for the arts, screen and creative industries. The organisation has been developing a new strategy for supporting the creative industries and the Director of Creative Industries at Creative Scotland, Clive Gillman, will provide an overview of support and strategic direction for the sector.
Invite	<i>Clive Gillman, Director of Creative Industries, Creative Scotland</i>
Link	www.creativescotland.com

DCA Education Programme	<p>Dundee Contemporary Arts run a range of programmes aimed at engaging young people with the creative industries. Sarah Derrick, the Head of DCA's Community and Education Team will provide an overview of some of their innovative projects and activities aimed at encouraging young people to develop confidence and skills, creating clear routes for both education and informal learning. Examples of recent activity include: Code Club, Discovery Film Festival and the Creative Scotland funded Time to Shine project "UNRULY: exploring new possibilities in digital creating, making and sharing" – working with 9 to 11 year olds.</p> 
Invite	<i>Sarah Derrick, Head of Community & Education, DCA</i>
Link	www.dca.org.uk

Name	Dundee Comics Creative Space
Short description	<p>Dundee Comics Creative Space is a new project being developed in the city, funded with support from a national charitable trust. The Comic Creative Space draws on the city's long history in graphic art/comics and existing educational offerings in graphics, illustration, games design and animation. The project aims to develop the next generation of comic artists/writers in the city whilst offering opportunities to young people from disadvantaged communities in the city.</p> <p>The Dundee Comics Creative Space is a new social enterprise and studio project developed by the University of Dundee in collaboration with The Rank Foundation and the Dundee Place Partnership Scheme. The aim is to provide educational workshops and creative opportunities for various age groups and to encourage</p>

	<p>creative learning through comics.</p> <p>A comic incubator with social aims.</p> 
Invite	<i>Dr Chris Murray, University of Dundee</i>
Link	http://dundeecomicscreativespace.com/

Site visit:

Name	<p>University of Abertay, Dare to be Digital, Creative Sector Growth</p> 
Short description	<p>Abertay University Dundee was the first university in the world to offer a degree programme in computer games design and continues to provide world class education in the field. Dare to be Digital was established in 2000 by the university, Dundee City Council and Scottish Enterprise for students at the university. By 2002 it had opened its doors to students from any Scottish university and between 2002 and 2010 offered opportunities to international students too. Dare to be Digital brings together teams of 5 students from diverse game sectors such as artists, programmers and audio for 9 weeks during July and August to develop a prototype video game, receiving mentoring from academics and industry. The projects compete for financial prizes and the opportunity to be nominated for and attend the BAFTA Games Industry Awards and win the coveted "Ones to Watch" award. Games are also showcased at Dare Protoplay, the UK's biggest indie game festival which showcases over 40 games which can be played for free. In 2014, the event attracted over 13000 visitors over 4 days.</p> <p>The visit will also focus on the collaborative approaches that the university is developing between students on its digital courses, researchers in life sciences and local games companies and the support that it provides to business start up. This will involve a number of short presentations and the opportunity to interact with the presenters, staff at the university and play the games that have been developed.</p>
Invite	<i>Dr William Huber and Chris Wilson, University of Abertay Dundee</i>
Links	<p>http://www.abertay.ac.uk</p> <p>http://www.daretobedigital.com/</p> <p>http://www.daretobedigital.com/212_Dare-ProtoPlay-.html</p>

Name	Fleet Collective 
Short description	<p>Fleet Collective is a “creative playground full of talented people making awesome things, sometimes on their own and sometimes in a group”. Established by creative practitioners for creative practitioners in a previously disused space in the city centre, Fleet Collective offers access to office space through a rent a desk scheme. The Collective is a co-working space which is home to artists, designers and other highly skilled people with the flexibility to form partnerships and alliances of all kinds to provide clients from across the UK and overseas with instant access to a source of talent. Members include graphic designers, film producers, PR, web designers, architects, games designers and software developers.</p>
Invite	<i>Lyall Bruce</i>
Link	http://www.fleetcollective.com/

Name	NEoN Festival 
Short description	<p>The NEoN (North East of North) Digital Arts Festival is a hybrid mix of exhibitions, installations, audio and performance across the city. The Festival started in 2009 to promote digital media activity in the North East of Scotland. The Festival has, in the past, included the takeover of a multi-storey car park to host a multi-sensory extravaganza of live performance, DJs, projections and immersive installations; the city’s first Pecha Kucha event; a large scale outdoor LED dance performance on the city’s Law hill and a symposium on research in the production, collection and preservation of media art. This years event will be on the theme of Experimental Asia and this evening’s event includes the launch of a new feature work by Japanese artist Ei Wada in the DCA.</p>
Invite	<i>Donna Holford Lovell, Gillian Easson</i>

	<p>and narrative for the city – unique stories and inspirational photography.</p> <p>This has included the development of Dundee.com as a portal to the city, for visitors, residents, investors, students etc. and the use of a range of marketing tools, from advertising campaigns to social media campaigns.</p> <p>The focus in the city is now turning to support for existing and new independent businesses in retail, hospitality and food and drink. Making the most of the city's unique selling points and promoting a range of cultural/creative businesses.</p>
Invite	<i>Jennie Patterson/Jennifer Caswell</i>
Link	www.dundee.com

Name	<p>Small Society Lab</p> 
Short description	<p>Small Society Lab is a project which explores the development and understanding of the small city of the future. Now in its 5th year, 2015's event was a collaboration between DCA, the University of Dundee and Creative Dundee and saw the project take on an international dimension, working with Digital Futures UKMX (who were collaborating with the V&A in London, British Council and a number of organisations in Mexico City) to run a series of exchange and collaborative prototyping/making events around the themes of civic awareness, engagement, collaboration and innovation, "Small Society Lab: Dundee City x Mexico City – a digital city cultural exchange. Two seemingly unconnected cities will come together, running simultaneous events to share a crossing of cultures; Mexico City, a megalopolis of 22M people and Dundee a city of 149,000.</p> <p>Over 30 people joined Small Society Lab in Dundee to explore the city – the streets, design, food and culture – and connect with artists, designers and technologists on the other side of the world. Groups remixed aspects of both cultures to design collaborative, experimental and playful digital tools which considered issues relevant to city life; such as civic engagement, the environment, the high street and food production/waste.</p>
Invite	<i>Gillian Easson, Creative Dundee</i>
Link	http://creativedundee.com/2015/07/small-society-lab-diary/

Contacts in Dundee

Diane Milne - diane.milne@dundeecity.gov.uk , Tel: ++44 1382 434653

Gillian Easson - gillian@creativendee.com