



**DUNDEE PARTNERSHIP FORUM**

**CITY OF CULTURE**

**WEDNESDAY 11<sup>th</sup> MARCH 2013**

**WEST PARK CENTRE, DUNDEE**

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## **Dundee Partnership Forum**

### **CITY OF CULTURE**

**Wednesday 11<sup>TH</sup> March 2013**

**West Park Centre, Dundee**

#### **WELCOME**

Lord Provost, Councillor Bob Duncan, welcomed delegates to the first Forum event of 2013. Twice a year the Partnership brings a diverse range of partners together to look ahead at a major issue which we face as a city. Past events have given consideration to and agreed key priorities for action on the transformation of the Waterfront and the potential for renewable manufacturing; the impact of poverty and welfare reform on our communities and the struggle to help people recover from substance misuse.

Councillor Duncan noted that today, participants have the chance to focus on one the city's great strengths and to look forward to a once in a generation chance to reinvent Dundee in the eyes of the rest of the UK and further afield. Participants were encouraged to add their experience, imagination, and maybe some fresh ideas, to the bid to become the UK City of Culture for 2017.

There has been widespread and positive reaction to a big idea like this. Almost from the outset the local press has been full of people from all walks of life extolling the virtues of Dundee as a major cultural location. Recognising that achieving the status will not be easy and the competition nationally will be strong, the city would not be taking this forward if we didn't think that we have what it takes. Bidding cities must be distinctive, ambitious, representative of their local area and demonstrate cultural excellence.

Finally, Councillor Duncan announced that three very special people have agreed to represent our bid as ambassadors for Dundee: Brian Cox, Lorraine Kelly and Sheena Wellington.

#### **BACKGROUND**

Eleven cities are bidding for UK City of Culture. Dundee and Aberdeen in Scotland, and nine others - Chester, East Kent, Hastings, Hull, Leicester, Swansea Bay, Plymouth, Portsmouth & Southampton, Southend on Sea.

## **THE DECISION TO BID**

### ***Stewart Murdoch, Director, Leisure & Communities, Dundee City Council***

The Dundee Partnership decided in November 2012 that it should bid. Linked to the Dundee SOA. Links to tourism, cultural strategy, economic development etc., links to the bid for V&A and link to local communities and citizens. Want the City to be seen as somewhere that leads with cultural regeneration, enhances quality of life, links with community areas. Has long valued creativity and innovation – just look at our cultural and industrial heritage.

### **What would we want to reveal to the rest of the world about Dundee? What are our cultural secrets?**

- Discovery Film Festival
- DCA
- The Rep Theatre and Scottish Dance Theatre: Community work; the Rep to take over Bonar Hall to establish a Creative Campus
- Leisure & Culture Dundee and all its facilities - only municipal observatory in UK
- Duncan of Jordanstone
- Creative Dundee
- Dare to be Digital\ Dare Schools Challenge
- V&A at Dundee
- University of Abertay, Computer Games
- Amateur theatre,
- Community creative activities
- Vanilla Ink
- WASPS Studios
- Festivals and events - literary festival
- WestFest
- The Space – home of the Scottish School of Contemporary Dance

### **The Challenges**

- How to strengthen the connections between the great cultural assets in the City and the community.
- How will we engage local people?
- How do we reach out to minority groups?
- How do we engage young people?
- How do we create a budget to match our aspirations?

### **The Bid**

- What will the step change be?
- What will Dundee contribute?
- What will Dundee gain from being City of Culture

## **STUDENT PRESENTATIONS: FIRST CUT**

Build creative networks, engage communities, quality of life will retain creative professionals, co-design of activities, co-creation workshops, reinvent community spaces, raise public engagement in culture.

## **DISCUSSION SESSION 1: WHAT ARE OUR STRENGTHS?**

### **What is our unique selling point?**

We need to find a selling point. Collaboration, city scale. Is the gain the legacy? Excellence is key but community engagement is also key. What is different? - not any town, any where. Bigger cities give a corporate experience whereas a city like Dundee gives a more personal experience. Rep tag is "world class local". Transformation is key at the university - student education, research transforming lives. Re-inventing ourselves. Winning the bid could help with this transformation.

### **Don't be shy about our history**

Bring it out. Use the young people effectively. Past and future linked together. Lots of narratives that can be built. Dundee High creating Centre for Performing Arts linked to The Rep's Bonar Hall project.

### **Rep co-production with The National Theatre**

"Let the Right One In" that will hopefully transfer to the West End taking Dundee's name to other places. Rep deaf theatre club. Working through the National Theatre.

Literary Salons linked to Literary Festival, Café Science and the Dundee Science Festival, Dundee Women's Festival.

Bring out the role of creative sector businesses too.

### **What difference would UK City of Culture Status make to Dundee?**

- Change the perceptions.
- Bring more people to Dundee.
- Create more local ambassadors.
- Recognition of the fact that we are already a city of culture.
- Digital literacy of the city.
- The future of culture.
- Mesh the past and future.
- Stop the brain drain.
- Use our fantastic location to our benefit?

## **REQUIREMENTS FOR BID**

### ***Bryan Beattie, Creative Services Scotland***

- What the bidding process will require.
- We are asking people what it is like to live in Dundee - encapsulate this in the bid.
- How do we retain the young people in the city, the creative people?
- What facilities, support and creativity do we need in the city to do this?
- What raises the quality of life in the city?
- See the people of the city as the asset?

Thirty page bid document to be submitted by the end of April to prove that we have the technical capacity to deliver City of Culture. Also has to show the big, bold step change that we anticipate, what we will bring and what we hope to achieve. Four or five cities will go forward to the second stage bidding process at the end of September. Judging panel will visit and meet each of the bidding cities and make a decision before the end of the year.

## **Geographic communities and communities of interest**

Dundee is a city made up of lots of communities. Our unique selling point is the way we can and do link these communities up. We need to keep working towards this goal.

### **Crowd sourcing a programme of activity.**

Can we crowd fund activity too? Look at Creative Dundee's crowd sourced tourist guide.

We need to engage some of the partner cities in URBACT on developing the bid? Particularly Genoa, Utrecht, Aarhus, Zaragoza. We also need to build on developing links with Oslo.

### **Questions for Derry**

- What about legacy?
- How did they connect their city's cultural activities to communities?
- What was the one thing that made their bid stand out?
- We might not want to replicate this but we will want something.

## **DERRY: CITY OF CULTURE**

### ***Oonagh McGillian, Derry City Council***

Director of Legacy for City of Culture. Derry regeneration company. Six to ten people involved in the bid process. Three organisations – the local authority, the Northern Ireland Office, and the new City of Culture Company.

### **Engaging the Community**

During bid process they used the Cultural Partnership Forum. Accessed the wider cultural community to develop the bid. Held awareness days, used Twitter, local media were key partners, really needed to understand what people wanted. Strong method statement on how to engage the cultural/creative community, and the local community. Always wanted to do more consultation but the timings of the bid process meant that this couldn't happen – just like us. Asked people what culture meant to them. Balance between neighbourhood activity and high end events for just 2013. Tight timescale has been discussed.

### **Single most important feature behind the success of the bid?**

Strong cultural product - economic and social inclusion, opportunistic, look at the challenges of the city and what are the ways of moving this forward. Culture was one of the city's eleven strategic activities. Strong partnership, support from Belfast City Council to be the one bid for Northern Ireland. Massive passion in the city for the bid and culture.

### **Created a gameplay**

What did they need to do from a governance point of view, raise sponsorship, develop programme, discuss legacy.

### **Budget - How much being spent this year and how is the budget formed?**

Overall budget is around £20m. This includes the offices and core team, etc. which have been about £4m. Other costs are programming - around £13m - £3.8m from Council. The rest is for marketing. Final budget was not agreed until June 2012 which put tremendous pressure on the programmers. Outline business case submitted six months after the bid was won. Commercial opportunities are key. Very important to overall budget. Arts council funding was also made available. Able to support cultural venues. Gives a strong legacy relationship. Don't under estimate the capital funding that can come with the bid or will be needed. Derry got £10m from regeneration. Public realm looks amazing now. Supported improvements to the rail network, got £12m for the science park. Engage with government departments to develop new infrastructure.

### **Economic benefit for the city – any measure yet?**

Number of people booking accommodation, local businesses have also benefited.

### **Temporary auditorium in the city centre - is it genuinely temporary and who funded it?**

Yes, it is a temporary structure. Wanted to look at a semi permanent structure through a design competition but it wasn't viable. So just went to the private sector. Seats 2,000 and can have 4,000 people standing. On-going running costs mean that it is too expensive. Dundee could rent the space if we like. It is costing £7,000 per week.

### **What should we really focus on in the bid process at this time?**

Step change in economic and cultural terms. Prove that you can achieve the step change,

have an end objective that City of Culture will help realise. Not just going for it for the sake of it but that we realise that there are key benefits to be had and realised.

## **STUDENT PRESENTATIONS: SECOND CUT**

Transform the city from within. Create a youthful revived city, use people to do it. Link the students with their city. Facilitate dialogue between students and locals.

## **DISCUSSION SESSION 2: CALL TO ACTION**

- **What further developments are planned in the City between now and 2017?**
- **What do we have to do to ensure that Dundee wins?**
- **What specifically can we do to achieve that?**
- V&A at Dundee - pre opening and post opening, ramp up the engagement programme, working with communities, based in Dundee but a national organisation with international reach. Work across Tayside.
- University of Dundee 50th Anniversary in 2017.
- Create a corridor of activities in the East Coast for a tourism perspective.
- Development of the Festivals and Events strategy.
- Development of Dare to be Digital. Make Dundee the digital city of Scotland. Develop the Indie festival for video games.
- Transnational partnerships not just local and national.
- Events in the run up to 2017 - Home-coming.
- Development of the Comics Festival.
- Food Culture - Dundee Cake.
- Development of the infrastructure - waterfront, new station, hotels, District 10.
- How do we reflect Dundee's music culture?
- Development of creative campus at the Bonar Hall, Dundee High School post office development.

### **What can we do to ensure Dundee wins?**

- We are already a city of culture.
- Scheme to support our local "ambassadors", e.g. taxi drivers, hoteliers, retailers.
- Communication plan - tag lines for everyone to use.
- Even more collaboration, use our contacts and networks.
- Develop key messages.
- Population buy in, belief and passion.
- Ask people what they want to do in 2017.
- Crowd sourcing of programme ideas.
- Proud Source instead of Crowd Source.
- Engage on Twitter.

## **PLENARY FEEDBACK: KEY POINTS FROM EACH GROUP**

- Need an enterprise culture, how do we encourage start-ups.
- How do we connect local people with visitors?
- Think about digital inclusion?
- Think about our international reach?
- Inclusive form of digital culture- we all need to play to our strengths, these are distinctive and unique.
- How do we engage communities more in cultural activity?



- How do we extend the reach of culture?
- Geographic and thematic communities.
- Cultural quarter, what about the other three quarters?
- People often surprised about the cultural offerings of Dundee - can we use this surprise factor to our advantage?
- Is it just Dundee or should it be Dundee and region, not defined by local authority boundaries.
- Be honest about the challenges in the City, its poverty, the lack of work.
- Engage young people, and unemployed people, and older people.
- Raise people's confidence and aspirations.
- How do we connect with the city e.g. Witch's Blood repeat the activity?
- Disperse the things that the city centre holds to the wider community and develop links between the centre and the periphery.
- Dundee is a big village, massive advantage that it brings.
- Wider communities be given the cultural centres to programme activities.
- Engagement needs to be inclusive of all ages.
- Existing collaboration increased in scale, which needs to start now.
- Use social media and Facebook now.
- New stage for city of culture in the regeneration of the waterfront- better and more positive relationship with the media.
- Create a unified, city wide event.
- Make sure the bid is intrinsically useful - even if we don't win.
- Make the effort worth it - we can already call ourselves a City of Culture
- Use local people to talk up the City.
- Potential for pure games, Protoplay, eject outwards, engage young people in their bedrooms, see games as culture.
- Use music to connect the communities, musical theatre, bands, use the music strategy to develop the cultural offering, connect people through music.
- City Programme - not competing, iSpace portal for Dundee, not compete, ensure all the organisations work together, not competing.
- Need to engage the City's businesses more fully.
- Good at getting cultural investment, we know the gaps, we know who we need to target, just keep building on our existing strengths.
- Take Dundee out to the world, stream out activity from Dundee using digital technology, a Dundee roadshow.
- Need to make a strong and valid business case, the economic case, the social case.
- Where do we get the money from, need to develop future plans for supporting this activity beyond the bid.
- Physical plans at all the various institutions in the city - focus on them, 150 years of McManus and 50 years of Dundee University, transport museum, Rep plans for the creative campus, Verdant Works plans.
- Communities engaged in the programming process.

## **SUMMARY AND NEXT STEPS**

### ***Bryan Beattie and Stewart Murdoch***

- Cultural ecology is there already, need to connect it and grow it.
- We need to get the games/digital sector engaged.
- We need to continue to link different aspects of culture and different communities.
- Vital aspects that we need to make the other stuff work e.g. Development of cafés, Creative Dundee, etc.
- We have established good links with neighbouring authorities and will partner and jointly programme where appropriate.

- Roles for people in the commercial sector, inter-linking of culture and things that wouldn't necessarily think of themselves as cultural, including sport.
- [www.wedundee.com](http://www.wedundee.com) and [www.dundeevoices.co.uk](http://www.dundeevoices.co.uk) - to submit ideas for City of Culture. Register support for the bid and put in a one liner about what you would like to see happen, will be online in the next week or so. Being done by Fleet Collective and Creative Dundee.
- DC Thomson have agreed to act as official media partners.

## **CLOSING REMARKS**

### ***Peter Allan, Community Planning Manager, Dundee City Council***

- Confident bid will reflect on the strengths of our partnership, small compact and friendly city, at the heart of a successful city region, Mike suggests that we adopt St Andrews for this purpose.
- Signing of the bid as a partnership, take it into each partner organisation to grow ownership.
- Step change - improve image of city even further, grow economic benefits, reduce inequalities, raise the confidence of people that live here.
- Authentic bid that reflects the real culture of Dundee. Dundee as an active contributor, a generator, a host and a consumer of cultural activity and opportunities.
- A great opportunity – one that we all need to get behind.

## **APPENDIX 1: FEEDBACK FROM GROUP DISCUSSIONS**

### **FEEDBACK FROM GROUP 1:**

#### **Discussion Session 1 – What are our strengths?**

- Connections to the widest breadth of Dundee's communities
- Strong legacy of partnership working in cultural development in schools, we must engage **all** children through a cultural network
- How do we make the idea of 'culture' palatable? Is it a switch off for many?
- Avoid danger of elitism – reflect all communities – embrace, life sciences, digital media, football, line dancing, amateur music, etc. – capture what the city is all about.
- DCA and V&A – accessible to all citizens.
- Great legacy from Dundee 800, Discovery campaign, Witches Blood – we need to recapture this.
- 30 years on – trace how participation in these events changed people's lives.
- Community culture is alive and kicking and self generating – see West fest, all amateur groups, book clubs, art societies etc – How do we capture all that is going on – one huge Culture Audit?
- 'Let the Right one in ' community engagement is a great idea as is the Whitfield collaboration
- Talk to people and find out what they want.
- Ambassadors –should we also have faces that the communities recognise? popular musicians, artists, local champions – Pete McGlone, Ged Grimes, Gary Clark, Chris Marra, AMWWF, the View ( seriously!)

#### **What difference would it make?**

- Use bid to change perceptions of the city both internally and externally
- Measure the economic impact of white light nights, festivals, Caird hall events, how can culture improve the lives of the citizens?
- Participation can be expensive in key cultural venues yet it is life affirming – how do we spread benefits and make culture affordable?

#### **Discussion Session 2 – Call to Action**

Transform the City from within – focus on a youth revival targeting students and disengaged youth.

- Abertay's Protoplay idea will grow and grow – 'Made in Scotland' highlighting strength of game development and gaming.
- Comic convention, NEON, Discovery Film Festival, DCA, Blue Sky project all collectively fantastic events.
- Engage young people into education and careers thro games and technology
- Leisure and Culture's role is to bring in international conferences and key events, influence public realm developments and improvements, make the city work.
- Involve local media and businesses as partners, NCR, Michelin, Tay, Wave, DC Thomson
- Use music – the popular music scene is vibrant and alive engaging across generations, involving hundreds of people every weekend – bring in a music residency to pull all this together into a coherent offer.
- We need a City programme to bring all cultural providers together to cross programme, avoid duplication and produce a coherent city wide offer to maximise audiences and audience development.

## **What do we have to do to achieve the outcome?**

- Work harder together to project outward the strengths we have
- Demonstrate the transformation of the City: DCA, Hotels, V&A, Rep, Gardyne, Waterfront – great physical developments.
- We are good at getting the investment – we know where the gaps in provision are and we want to address them, we learn lessons from our experience and collectively apply it to the new– be confident in what has already been achieved
- Promote nationally and internationally – can we stream work out of Dundee to London and the rest – can we physically take work out? Dundee hits the road!
- Build a programme up to 2017 – Young people’s festival in 2015, City of Creativity 2016 then on to City of Culture 2017.

## **FEEDBACK FROM GROUP 2:**

### **Discussion Session 1 – What are our strengths?**

- Partnership/collaboration/joined up work is Dundee's USP. Driven by the open and inclusive nature of our people.
- Lots of existing Festivals, including community-centred ones i.e. WestFest.
- Good record of 'institutional' culture that has significant outreach into the community: e.g. "Dare to be Digital" feeds into the "Dare Schools Challenge" or the Dundee Science Festival which is in connected into schools and community centres or the Literary Festival that spawns "Literary Salons" in local libraries (very high pensioner uptake).
- Innovative approach to using 'culture' for wider social ends - Dundee Rep collaborating with NHS Tayside to produce 'drama therapy' (unique in Scotland) or the Rep again with its "Deaf Theatre Club" (although this is not unique to Dundee, it is Dundee that is leading this national project).
- Dundee City Light Night - began with 'imported' talent but now all local and community based.
- What would be the "Step Change" for Dundee - more vibrant businesses to keep more people (especially graduates) here in the city? Also, enhance perceptions of Dundee - although this is seen as less of a problem today - it is more about getting proper recognition for the city's transformation.

### **Discussion Session 2 – Call to Action**

#### **What is planned between now and 2017?**

- Opening of V&A and University of Dundee's 50th 'birthday' will both shine the spotlight on Dundee because of their significance and the range of events/activities planned before and during them.
- Dundee City Council has a new Tourism Strategy - planning to engage with wider community on it - culture will be a key component of the Strategy.
- Further enhancements planned to Dundee's digital profile: University of Abertay planning to create an 'indie' games festival - a games equivalent of the "Sundance Festival".
- Current "Comic Festival" to be extended as part of a bigger "Literary Festival".
- Music is a bit of a blind spot/weak area for Dundee - but if you added Dundee and Angus (i.e. big festival in Montrose) - is a great package - so this is an area where collaboration/joint package between different local authorities would enhance our bid.
- Dundee Champions or ambassadors - especially target taxi drivers or hairdressers to sing the praises of the city. Dundee City Council and Dundee College working on the "Dundee Knowledge".
- District 10 and Bonar Hall/Rep "Campus" = great new infrastructure

## **What do we have to do to achieve this outcome?**

- Genuine all-inclusive engagement - don't neglect older people!
- Need well thought out media engagement plan - print and radio - and co-ordinated and consistent messaging from all the bid partners.
- Partners join together to take the message city-wide = shopping centres etc.
- Dundee App/Portal to highlight/showcase cultural life of the City
- Engagement must start now. The sooner we can engage, the sooner we can "excite" and hopefully capture that excitement in our initial bid - "Proud Source".

## **FEEDBACK FROM GROUP 3:**

### **Discussion Session 1 – What are our strengths?**

#### **What are our assets? / What can we celebrate?**

- People
  - the diversity
  - the willingness to move forward and embrace change
- Location and connectivity
  - strategic connections
  - sustainability
  - travel infrastructure
- Community assets
  - each community has its own strengths
- Sporting assets
  - football
  - hockey
  - velodrome
  - swimming etc
- Intellectual assets
  - learning centres
  - resources
  - digital/IT
  - medical research
- Green space
  - parks/facilities
  - green flag/blue flag awards
  - core paths network
  - green circular
- Architecture
  - range of styles
  - classic Edwardian buildings
  - quality of restorations (e.g. Verdant)
- Industrial heritage
  - jam/jute

#### **What difference would 'UK City of Culture' status bring?**

- Raise aspirations
- Improved socio-economic status
- Increase tourist levels
- Showcase creative/artistic dimension across the city (Meadow Mill ... etc.)
- Increase levels of community engagement and wellbeing through varied activities

- Raise the wider profile of the city (e.g. we are not only the V & A...)
- Enhance the city's status as a regional cultural and economic centre
- May attract additional inward investment

## **Discussion Session 2 – Call to Action**

### **What further developments are planned between now and 2017?**

- Transport/connectivity e.g. park/ride; Dundee rail station
- Hotel developments – new build/refurbishments
- Completion of the V & A
- Camperdown redevelopment
- National Performance Centre (bid outcome)
- Fairness strategy developed further
- \*Need to align workstreams to ensure that on-going developments impact on every community group across Dundee – equality and opportunity cannot be stressed highly enough

### **What do we have to do to ensure that Dundee wins?**

- Showcase all aspects of the city
- Exploit every opportunity to highlight success
- Be clear and focussed on the legacy
- Maximise media and marketing opportunities eg social communication
- \*In effect you cannot 'lose' – even if the bid is not successful the vision/implementation must continue
- Learn from the successful cities and the unsuccessful one (retrospective thoughts)
- Incumbent on us all to talk up the bid to colleagues etc.
- Need to prioritise the core aspects
- Ensure that the Dundee economy benefits from improvements by engaging the workforce (e.g. employed/unemployed)
- Maximise 'inclusion' within the bid – this is for all Dundee residents (this is crucial)
- Use social media to best effect – include community centres
- Influence the right people – be persuasive
- Raise awareness of the benefits for those who live around the Dundee boundaries (important to reinforce)
- How to engage the commercial/artistic private sector in the process

### **What do we have to do to achieve the outcomes?**

- Share your knowledge with others (workplace)
- Publicise the bid
- Challenge cynics
- Actively engage with the local press
- Be aware of the wider media (e.g. other bidders)

## **FEEDBACK FROM GROUP 4:**

### **Discussion Session 1 – What are our strengths?**

#### **What are our assets?**

- Our multi-cultural roots. We've had international trade links since the 11<sup>th</sup> and 12<sup>th</sup> century.
- The River Tay as a route and a destination is under-exploited as a place to enjoy ON the water plus the Artic/Whaling/Jute connections.
- Strong Irish heritage and the influential role of women.
- The growth in the communities discovering their own history as families and neighbours.
- A strong city region including St Andrews, golfing in Angus and the countryside in Perthshire
- Book Festival and Book Prize.
- A strong commitment to public art (although we were once leaders in this we could promote a resurgence).
- The Creative Learning Team and the Youth Action Team's connections to young people focusing on gaming, contemporary dance and theatre.
- The cultural, ethnic and religious diversity to be found in the large student population.
- Grass roots support organisations encouraging graduate retention (Artzine, etc.)
- Fantastic nature, bio-diversity and green spaces for a northern city.

#### **What difference would City of Culture status make to Dundee?**

- Step change in the confidence of the existing population.
- Improve the positive image of the city (including the west and central belt of Scotland).
- Extending the cultural offer.
- Creating a real evening economy.

### **Discussion Session 2 – Call to Action**

#### **Further developments planned between now and 2017**

- 50<sup>th</sup> anniversary of Dundee University.
- Centenary of *Growth and Form* - The book which inspires Architects and designers.
- Great War Dundee Festival.
- 150<sup>th</sup> anniversary of the birth of Stewart Carmichael.
- 150<sup>th</sup> anniversary of McManus Galleries.
- Bids in for arts events associated with the Commonwealth Games.
- 2014 word and image event.
- Summer festivals with arts focus for grass roots organisations.
- 150<sup>th</sup> anniversary of Baxter Park.
- Ninewells 40<sup>th</sup> anniversary.
- Potential opening of the Dundee museum of transport.

#### **What do we have to do to ensure that Dundee wins?**

- Take full advantage of the excellent stage created by the Central Waterfront new development.
- Form a better relationship with the media with more positive local stories and using their help to form opinions especially to target markets.
- Link Dundee strongly to the Commonwealth Games marketing.
- Support a pop-up culture and shopping and venues for art and performance.
- Ensure that the bid is intrinsically useful so that there are benefits to the city even if we

do not win.

- Try to identify demonstration projects -events we could hold in 2013 to impress the judges.

## **FEEDBACK FROM GROUP 5:**

### **Discussion Session 1 – What are our strengths?**

***What are our assets?***

***What can we celebrate?***

***What difference would UK City of Culture status make to Dundee?***

- Dundee's main assets are its people.
- Dundee's Cultural Pathfinder project Dundee helped to identify and stimulate participation in cultural activities within the communities in the west and north-west of the city (Ardler, Charleston, Lochee, Menzieshill).
- There is a vibrant artistic community in Dundee involved in art, music, etc.
- Examples of good community participation in cultural activity are:
  - Witches Blood in 1987 was performed by community groups from various parts of Dundee and remains a defining event in the city's cultural history.
  - The Miracle Play in the City Square in 1988 which stimulated excellent participation from Dundee's communities.
  - The Dundee Dance Walk in the city centre in 2012 brought together a great variety of people from various backgrounds.
- Dundee's bid for UK City of Culture status demonstrates the growing confidence in the city.

### **Discussion Session 2 – Call to Action**

***What developments are planned between now and 2017?***

***What do we have to do to make sure that Dundee wins?***

***What can you do to help to achieve that outcome?***

- There is plenty of cultural activity within the city but some communities are still not taking part. Need to encourage broader participation and secure the benefits of improved confidence, skills, social abilities, etc.
- Need to extend the Cultural Quarter and engage people from across the city in the remaining Cultural Three -Quarters. Make sure Dundee becomes a Cultural City.
- Adopt a strong neighbourhood focus and explain the benefits of getting involved. Need to get media involved in publicising cultural activities and increasing participation.
- People are often feel that Dundee is not an obvious visitor attraction and are surprised by Dundee's successful regeneration in recent years. Perhaps we should use this 'surprise element' to our advantage.
- Investment tends to be concentrated in the city centre and waterfront area but we need to spread investment into other parts of the city, i.e. the 'other three quarters'.
- Need to be aware that there is a Dundee city region. We shouldn't dilute the impact of City of Culture by spreading the geographical net too far but also we should remain aware that Dundee's cultural activity is not defined by local authority boundaries.
- Development s between now and 2017 include:
  - Westfest - a community led initiative in the West End of Dundee which celebrates the city by harnessing the talents, skills and enthusiasm of local people to create a memorable and enjoyable annual festival
  - Central Library exhibition in May 2013 supported by the Regeneration Fund, creative Scotland and DC Thomson
- Need to find ways to engage Dundee's communities in the cultural life of the city and to ensure that people who are unemployed, disadvantaged, etc. share the benefits of



cultural activity.

- Need to create an understanding that culture is for everyone, not just wealthy/influential people.
- Need to establish Dundee's credibility as a City of Culture. Early publicity is important in order to get communities behind the bid.
- It is important to engage and support young people in cultural activities in Dundee.
- The bid for City of Culture should have a clear focus and should be authentic, i.e. honest, forward looking but rooted in the city's heritage. Use the bid process to raise awareness both internally and external to the city.
- Must find ways to engage young people in the City of Culture process. Young people may ask 'what's in it for me?'. Need to understand how young people communicate, e.g. through social media.

## **FEEDBACK FROM GROUP 6:**

### **Discussion Session 1 – What are our strengths?**

#### **Non physical Assets:**

- All age groups involved in cultural activity
- Funky Feet programme of youth dance activity
- Major community events
- Weaving – 500<sup>th</sup> anniversary celebration (2012)
- Storytelling and reading
- Partnership/engagement – Dundee Partnership/Dundee Waterfront Partnership
- Commitment to regeneration
- Cultural Agencies Network in place
- Cultural Strategy in place
- Dundee already changing
- Schools programmes
- Schools Music Theatre shows – high quality productions (Dirty Dancing, Jungle Book)

#### **Physical Assets:**

- McManus
- Community Centres (facilities and events)
- Rep
- DCA
- Gardyne Theatre
- Discovery Point
- Verdant Works
- Mills Observatory
- Little Theatre
- Whitehall Theatre
- V&A Dundee
- Dundee College – Space
- Dundee University – College of Art
- Abertay University – Digital Media
- Dundee Waterfront
- International Centre for Creative Industries
- Scottish Dance Theatre
- Public art programme
- Good range of spaces/venues
- Dundee Science Centre

## **Discussion Session 2 – Call to Action**

### **Further developments planned between now and 2017**

- V&A complete
- Dundee central waterfront – infrastructure complete )civic space complete)
- City Square complete
- National Sports Academy for Scotland?
- The Rep – Creative Campus complete
- Dundee Transport Museum?

## **APPENDIX 2: AGENDA**

**DUNDEE PARTNERSHIP FORUM - CITY OF CULTURE  
MONDAY 11 MARCH 2013, SIDLAW SUITE, WEST PARK CENTRE**

### **Programme**

<b>8.45 am</b>	Tea/coffee and bacon rolls	
<b>9.15 am</b>	Welcome and Introduction	<i>Lord Provost Bob Duncan, Depute Leader of the Administration</i>
<b>9.25 am</b>	Dundee's Claim to City of Culture Status	<i>Stewart Murdoch, Director, Leisure and Communities</i>
<b>9.40 am</b>	Video Input – Duncan of Jordanstone Student Project	
<b>9.45 am</b>	Table Top Discussion - Dundee's Claim to City of Culture Status: <ul style="list-style-type: none"> <li>• What are our assets?</li> <li>• What can we celebrate?</li> <li>• What difference would UK City of Culture Status make to Dundee?</li> </ul>	
<b>10.15 am</b>	Requirements Set Out For 2017 UK City of Culture Bid	<i>Bryan Beattie, Creative Services Scotland</i>
<b>10.30 am</b>	Questions, Comments and Observations	
<b>10.40 am</b>	Coffee/Refreshment Break	
<b>11.00 am</b>	Derry: Short YouTube Presentation	
<b>11.10 am</b>	Why Did Derry Win in 2017?	<i>Oonagh McGillian, Management Team, Derry City Council</i>
<b>11.30 am</b>	Video Input – Duncan of Jordanstone Student Project	
<b>11.40 am</b>	Table Top Exercise – Call to Action <ul style="list-style-type: none"> <li>• What further developments are planned between now and 2017?</li> <li>• What do we have to do to ensure that Dundee wins?</li> <li>• What specifically can you do to achieve that outcome?</li> </ul>	
<b>12.30 pm</b>	Summary and Next Steps	<i>Stewart Murdoch</i>
<b>12.45 pm</b>	Closing Remarks	
<b>1.00 pm</b>	Networking Lunch	

## **APPENDIX 3: DELEGATE LIST**

### **DUNDEE PARTNERSHIP FORUM – 11<sup>th</sup> March 2013 - Delegate List**

Alan Dear	Gardyne Theatre Manager
Alan Mitchell	Dundee and Angus Chamber of Commerce
Alex Dalrymple	Scottish Enterprise
Alex Ioannou	Duncan of Jordanstone
Alexandra Forrest	Dundee Science Centre
Angela Doran	Leisure and Culture Dundee
Anna Day	Dundee University
Avon Bartlett	
Billy Gartley	Leisure and Culture Dundee
Brian Weir	Tayside Police
Bryan Beattie	Creative Services Scotland
Bryan Harris	Dundee City Council
Cheryl McDermid	
Clare Brennan	Abertay University
Clive Gillman	Dundee Contemporary Arts
Councillor Bob Duncan, Lord Provost	Dundee City Council
Councillor Fraser Macpherson	Dundee City Council
Danny McDonald	
David Lynch	NHS Tayside
Diane Milne	Dundee City Council
Deirdre Robertson	Craft Scotland
Donna Holford-Lovell	Fleet Collective
Dylan Drummond	
Elaine Russell	Dare to be Digital
Eric Guthrie	Tactran
Fiona Sinclair	Leisure and Culture Dundee
Fleur Darkin	Dundee Rep
Gill Poulter	Dundee Heritage Trust
Graham King	Dundee Rep
Grant Ritchie	Dundee College
Gregor White, Abertay	University of Abertay
Hazel White	Duncan of Jordanstone
Jaitao TaoBi	Duncan of Jordanstone
James Jameslee	Generator
Janet Richardson	DWP
Jennifer Caswell	Dundee City Council
Jim Pickett	Dundee and Angus Chamber of Commerce
Jimmy McDonell	Dundee Museum of Transport
Judith Barnard	University of Dundee
Karen Lyttle	Duncan of Jordanstone
Kenny Christie	Dundee City Council
Kenny Lindsay	Dundee City Council
Kevin Bazley	Scottish Enterprise
Laurie O'Donnell	
Linda Leuchars	Dundee Science Centre
Lorna Reith	Dundee College
Lucy Rennie	NHS Tayside
Margaret Sangster	JCP
Mark Munsie	Dundee Heritage Trust
Martin Tait	Tayside Fire and Rescue
Matthew Jarron	University of Dundee
Merrill Smith	Leisure, Culture and Communities
Michael Marra	Design in Action
Michael Wood	Dundee City Council
Mike Galloway	Dundee City Council
Mike Press	Duncan of Jordanstone
Nelly Trakidou	Duncan of Jordanstone
Nick Hamilton	University of Abertay

Nikki Mulholland, Environment Department  
Peter Allan, Dundee City Council  
Peter Noad,  
Philip Howard,  
Councillor Richard McCready  
Sandra Burke  
Sarah Mettleton  
Sheena Wellington  
Steve Carter  
Stewart Murdoch  
Susan Gillan  
Suzi Morrice  
Tara Wainwright

Dundee City Council  
Dundee City Council  
Scottish Enterprise  
Dundee Rep  
Dundee City Council

Duncan of Jordanstone

Dundee City Council  
Leisure and Culture Dundee  
Dundee Rep