

ITEM No ...3.....

REPORT TO: POLICY & RESOURCES COMMITTEE – 6 DECEMBER 2021

REPORT ON: DUNDEE’S UNESCO CITY OF DESIGN DESIGNATION

REPORT BY: DIRECTOR, LEISURE AND CULTURE

REPORT NO: 340-2021

1.0 PURPOSE OF REPORT

1.1 This report provides an update on Dundee’s designation as a UNESCO City of Design, provides a summary of progress for the period 2019 – 2021 and sets out renewed ambitions for its future.

2.0 RECOMMENDATIONS

It is recommended that the Committee:

- (a) Note the progress being made in developing Dundee’s designation as the UK’s first and only UNESCO City of Design over the last three years 2019 - 2012.
- (b) Agree support of £60,000 for 2022 / 2023 as year one of a further three-year commitment as Dundee City Council’s contribution to partnership funding to secure the future of the UNESCO designation and support its development.

3.0 FINANCIAL IMPLICATIONS

3.1 The annual core financial cost of the project is currently £140,000. This does not include the costs of governance and administration, which is shared between the partners V&A Dundee and Leisure & Culture Dundee.

3.2 Planning for April 2022 and beyond is taking place in consultation with existing partners and by identifying new partners and collaborators.

3.3 £105,000 of this budget will support staff. £35,000 is project specific spend.

3.4 Discussions are ongoing with existing partners; Abertay University, Leisure & Culture Dundee, Northwood Charitable Trust, V&A Dundee, and The University of Dundee. All have indicated that they wish to continue to support the implementation of Dundee’s UNESCO City of Design designation, subject to approval by Dundee City Council.

3.5 Figures below summarise the proposed financial support to be contributed by partners:

- Dundee City Council: £180,000 (£60,000 annually)
- Abertay University: £45,000 (£15,000 annually)
- University of Dundee: £60,000 (£20,000 annually)
- Northwood Charitable Trust: £90,000 (£30,000 annually)
- V&A Dundee: £45,000 (£15,000 annually)

Total £140,000 annually. £420,000 over three years.

3.6 Over the previous period, the team have shown their ability to lever significant additional funders. Including financial support from national bodies Creative Scotland, Visit Scotland, and EventScotland. In the period 2019 – 2021 additional project funding of £435,000 was secured.

3.7 In 2022 – 2025 the team have a fundraising target of additional project funding totalling £500,000.

3.8 Figures below summarise the expected in kind financial support to be contributed by partners and others:

Leisure & Culture Dundee: £30,000 (£10,000 annually in-kind admin support).
Creative Dundee: £9,000 (£3,000 annually in kind through steering group)
V&A Dundee: £21,000 (£7,000 annually in kind through staff line management and steering group)

- 3.9 The Council's financial contribution for future years of £60,000 will be reflected within the revenue budget.

4.0 BACKGROUND

- 4.1 In December 2014 Dundee was designated as the UK's first and only UNESCO City of Design and joined UNESCO's Creative Cities Network. In this, UNESCO acknowledged Dundee's recognition of creativity as a strategic factor of sustainable development as regards economic, social, cultural, and environmental aspects. It placed the city in a global network with cities including Montreal, Saint-Etienne, Bilbao, Singapore, Dubai, Detroit, and Helsinki.

- 4.2. By accepting the designation, member cities commit to the Mission Statement of the UNESCO Creative Cities Network. They are committed to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans.

https://en.unesco.org/creative-cities/sites/default/files/uccn_mission_statement_rev_nov_2017.pdf

Additionally, the local and international initiatives of member cities contribute to the UN's Sustainable Development Goals and achieving Agenda 2030.

- 4.3. Dundee has committed to this designation by including 'Develop Dundee's status as the UNESCO City of Design' as a Key Strategic Priority in the City Plan 2017-2022.
- 4.4. In 2015, partnership funding of £500,000 was secured for the period 2015 - 2018. Project partners were Abertay University, Creative Scotland, Dundee City Council, Leisure & Culture Dundee, and the University of Dundee. In the period the team secured an additional £304,000 in grants creating a total delivery budget of £804,000.
- 4.6. In 2018 partnership funding of £475,000 was secured for the period 2019 – 2021. Project partners were Abertay University, Dundee City Council, Leisure & Culture Dundee, Northwood Charitable Trust, and the University of Dundee. The project team continued to fundraise for project delivery and secured an additional £435,000 creating a total delivery budget of £910,000.
- 4.7. In June 2021, V&A Dundee and UNESCO City of Design began a new partnership that now means that V&A Dundee host the designation on behalf of partners. This ensures that resources, reach and ambitions for design and Dundee are brought together.
- 4.8. Dundee remains the UK's first and only UNESCO City of Design. In November 2021, UNESCO designated two new UK cities – Belfast City of Music and Perth City of Craft & Folk Arts. Perth is now the UK's only City of Craft & Folk Arts. The team will explore the opportunities to work together with these new cities.

5. ACHIEVEMENTS IN 2019 – 2021

- 5.1. Dundee has a rich design heritage, and exciting contemporary design sector to draw on when developing projects. The team believe in the power of design and the programmes they run celebrate and demonstrate the impact of design, embrace co-design, promote talent, and engage our communities to make Dundee a better place to live.

The work of the team is centred around bringing people together, building better connections within our local design community and networking with our UNESCO Design Cities. COVID-19 required the team to quickly rethink the programme to ensure the work with communities, audiences and networks remained as accessible and inclusive as possible.

Through the projects and initiatives in 2020, the team have been able to work in new ways, to use the power that design has to directly impact the lives of people here in Dundee, for the better.

- 5.2. Dundee Design Festival 2021 was a highlight of the programme. Requiring the team to respond to the challenges of COVID-19 and rethink what a design festival could be.

The festival moved to a multi-venue approach, located in communities across Dundee and took inspiration from the 20-minute neighbourhood movement. 'Design Houses' popped up in Hilltown Park, in an empty shop on Albert Street and in a decommissioned electrical sub-station in Finlathen Park. This approach highlighted that design surrounds us every day, and is everywhere. The festival provided accessible, free design activities for all ages.

- 5.3. Union Street Spaces for People is an excellent example of partnership working and the co-design process. The project is used by Sustrans as an example of good practice, and has featured in many conferences, webinars, and presentations about how to create positive change through a design project.

This project profiles Dundee on the national and international stage as a city which values design, co-design, and designers in making the city a better more successful place to live and have a business.

- 5.4. Below is a brief list of major projects and initiatives from the three-year period 2019 -2021

- Dundee Design Festival, May 2019 (7,000 visitors)
- Dundee Month of Design, May 2019
- Dundee Design Parade, May 2019 (500 participating young people)
- CODE Souvenir Vol 1 – a catalogue of Dundee made gifts and products.
- Bilbao Design Week, Nov 2019 – Dundee City as guest of honour, exhibiting work of Dundee designers.
- Redevelopment of UNESCO City of Design website – www.cityofdesigndundee.com
- Sunny Dundee Face Coverings
- Union Street Spaces for People Pedestrianisation
- District Centres Spaces for People – Stobswell Pocket Parks
- Dundee Design Festival 2021 (5,000 visitors + 3,000 online)
- Profiling Dundee designers internationally
- UNESCO Scotland Trail –The first of its kind in the world.
- Creative Communities, Design Tool Library

- 4.9. Below is a brief list of communities, organisations and partners that UNESCO City of Design Dundee have collaborated and worked with during the three-year period 2019 – 2021.

- | | |
|---|--------------------------------------|
| • The Keiller Centre | • East End Regeneration Forum |
| • Creative Dundee | • The Maxwell Centre |
| • InGAME | • Friends of the Hilltown Park |
| • DJCAD | • Coldside Community Forum |
| • Kaunas European Capital of Culture 2022 | • AMINA Muslim Women Resource Centre |
| • One City Many Discoveries | • Dundee Cycling Forum |
| • Bizkaia Bilbao | • Urban Foresight |
| • CLD East Youth Team | • Service Design Academy |
| • Design Core Detroit | • Sustrans |
| • Design Singapore | • Union Street Traders & Residents |

- Le Bureau du design de la Ville de Montréal
- Stobswell Forum

The team also support several city initiatives, programmes and events working collaboratively with other city partners and organisations. Over 150 designers and design studios have been part of the programme to date.

Details of many of these projects can be found at <https://cityofdesigndundee.com/view-projects/>

5. FUTURE DEVELOPMENT 2022 – 2025

- 5.1. In June 2021, V&A Dundee strengthened their role in supporting the UNESCO City of Design designation by hosting the team (2FTE) and through support of the Dundee Design Festival.

V&A Dundee will continue to support by: providing in kind support; financial support and the sharing of expertise, resources, and networks to establish Dundee as a centre of design excellence. This new partnership opens further strategic and ambitious opportunities for both organisations, Dundee, and Scotland.

V&A Dundee recognise the importance of the designation, and the value in developing a long-term partnership to benefit both V&A Dundee and the city. UNESCO City of Design Dundee specifically aligns with and supports the delivery of V&A Dundee's Priority of *'Become Scotland's design champion by advocating powerfully for design and designers as one of Scotland's greatest resources with local and global reach, establishing Dundee and Scotland as a centre of design excellence, nurturing ideas, innovation, and research.'*

5.2. Programme Delivery

The aims of UNESCO City of Design Dundee remain the same in the period.

- Celebrate and profile the role of design as a tool to improve lives by engaging citizens in design, the work of designers and opportunities for co-design.
- Champion Dundee's designers by promoting their talent, supporting their creative and commercial success, and involving them in decision making.
- Actively participate in the UNESCO Creative Cities Network by collaborating and sharing in developing projects and learnings from other UNESCO Cities of Design

Outlined below are the proposed initiatives within the programme. It is worth noting that the programme maintains a degree to flexibility to respond to opportunities.

5.2.1. Local Initiatives

At the heart of the programme is a commitment to use design as a tool to improve the lives of the people of Dundee. The 2022 – 2025 programme will deepen this and build on the delivery of community workshops, design skills, learning and engagement in design through:

- Dundee Design Festival
- Dundee Month of Design
- Dundee Design Parade
- Regular design workshops developed and delivered in partnership with communities
- Community co-design projects
- CODE Souvenir Vol 2.

5.2.2 National Initiatives

As the UK's and Scotland's only UNESCO City of Design, the project team represent Dundee at a national level in projects including:

- UNESCO Scotland Trail – the world's first national trail which brings together Scottish UNESCO designations to promote sustainable visitor experiences.
- Development of a Design Policy for Scotland
- Profiling Dundee's use of Service Design in public sector

5.2.3 Internationalisation

Dundee's holds a position on the global stage as an ambitious, forward facing, creative, sustainable city which uses design as a tool to improve lives.

In the upcoming period the UNESCO City of Design Dundee team will continue to work to ensure that this profile is maintained and grows by:

- Supporting designers to participate in international conferences and exhibitions.
- Profiling Dundee City and Dundee's projects on the international design stage
- Collaborating on projects, exchanging knowledge, and bringing representatives from UNESCO Creative Cities to Dundee.

5.2.4. Opportunities

The project will look for opportunities to champion the use of co-design principles in service delivery in Dundee. This proposal includes exploring co-design in participatory budgeting and collaborative prototype projects to improve services such as parking, refuse collection and recycling.

6.0 POLICY IMPLICATIONS

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

There are no major issues.

7.0 CONSULTATIONS

7.1. Consultations take place with key partners on a regular basis. Including national funding bodies and Scottish Government.

7.2. Regular reporting is required by partners and by UNESCO City of Design. The 2020 Annual report can be read here -

7.3. Consultations with partners, Abertay University, Northwood Charitable Trust, and the University of Dundee are ongoing.

7.4. The Council Management has been consulted on this report.

8. BACKGROUND PAPERS

8.1. UNESCO Monitoring Report 2014 – 2018
https://cityofdesigndundee.com/othuptuj/2020/09/UNESCO-CITY-OF-DESIGN-DUNDEE-MONITORING-REPORT-2014_18.pdf

8.2. UCCN Membership Monitoring Reports Evaluation Form. Scrutiny Committee 25/09/2019 as Report No 256-2019
<https://www.dundee.gov.uk/reports/reports/256-2019.pdf>

8.3. 2020 Annual Report - <https://cityofdesigndundee.com/othuptuj/2021/11/UNESCO-Annual-Report-2020.pdf>

**JUDY DOBBIE
MANAGING DIRECTOR
LEISURE AND CULTURE**

15/11/2021