

Dundee: Discover Our Future The Journey Continues

Diane Milne

Dundee City Council

V&A Museum of Design Dundee

Dundee's History

- City is over 800 years old
- Famous in the past for jute, jam and journalism
- Jute industry led to rapid growth in the city
- At it's height in late 19th century there were 60 mills and over 50,000 staff
- Population grew rapidly, then declined as the jute industry did
- Reinvention in the 1960s with heavy/electrical engineering – Timex, NCR, Veeder Root
- Collapse of the manufacturing sector in the UK led to further decline and need for reinvention

Dundee in the 19th century



Dundee: The City

- Scotland's 4th city
- Population 147,000
- Key sectors – life sciences, healthcare, creative industries, digital media, computer games
- £1B waterfront regeneration programme
- £80M V&A Museum of Design Dundee
- UNESCO City of Design

Overview

- Importance of Place
- Waterfront Regeneration in Dundee
- V&A at Dundee
- Development of the Tourism Market

Dundee Partnership Vision

Dundee will:

- Be a vibrant and attractive city with an excellent quality of life where people chose to live, learn, work and visit
- Have a strong and sustainable city economy that provides jobs for the people of Dundee, retain more of the city's graduates and make the city a magnet for new talent

DUNDEE WATERFRONT



“To transform the city of Dundee into a world leading waterfront destination for visitors and businesses through the enhancement of its physical, economic and cultural assets.”

Dundee's Waterfront

- Problems

- Disconnected waterfront
- Confusing entry to city
- Negative city image
- Under-utilised area
- Limited investment opportunities

- Opportunities

- Reconnect city to waterfront
- Utilise Dundee's best asset
- Next major project to drive forward development of the city
- Create new property opportunities
- V&A at Dundee
- Create civic space

Dundee's Waterfront Regeneration



All land in front of the white line has been reclaimed from the sea, the port, the railway station, civic space, Dundee airport, Seabraes Yards etc.



Wider Waterfront | The Areas

Dundee Waterfront

- £ 1 billion investment
- 9000 new jobs
- 240 hectares
- Scotland's first sustainable community

Waterfront development is 8km long covering 5 key areas – from left to right - Riverside Nature Park/Airport, Seabraes Yard, Central Waterfront, City Quay and Dundee Port.

Dundee's Waterfront

Key proposals

- Extension of city centre to the waterfront
- Creation of a new grid iron street pattern
- Creation of a pair of east to west tree-lined boulevards
- Improved provision for walking, cycling, buses
- Removal of Tay Bridge road ramps
- Provision of a variety of sites for mixed use
- Formation of major new civic space
- Provision of a new rail station and arrival square
- Development of V&A Museum of Design Dundee

Dundee, early 1970s



Dundee Central Waterfront Area – before the work starts



Dundee...a changing city – following demolition and realignment of bridge ramps



Dundee Central Waterfront in 2014





Central Waterfront | The Front

Focus	City centre businesses, financial sector and leisure
Investment	£513 million
Development Area	5.5 hectares
Job Creation	4800

New Civic Space – Slessor Gardens



Civic Blue Space



Unde City Quay and planned
Marina



Fox Lake Wake Boarding & Watersports Park in City Quay – now open







Central Waterfront approximately 2015



V&A Museum of Design
Dundee

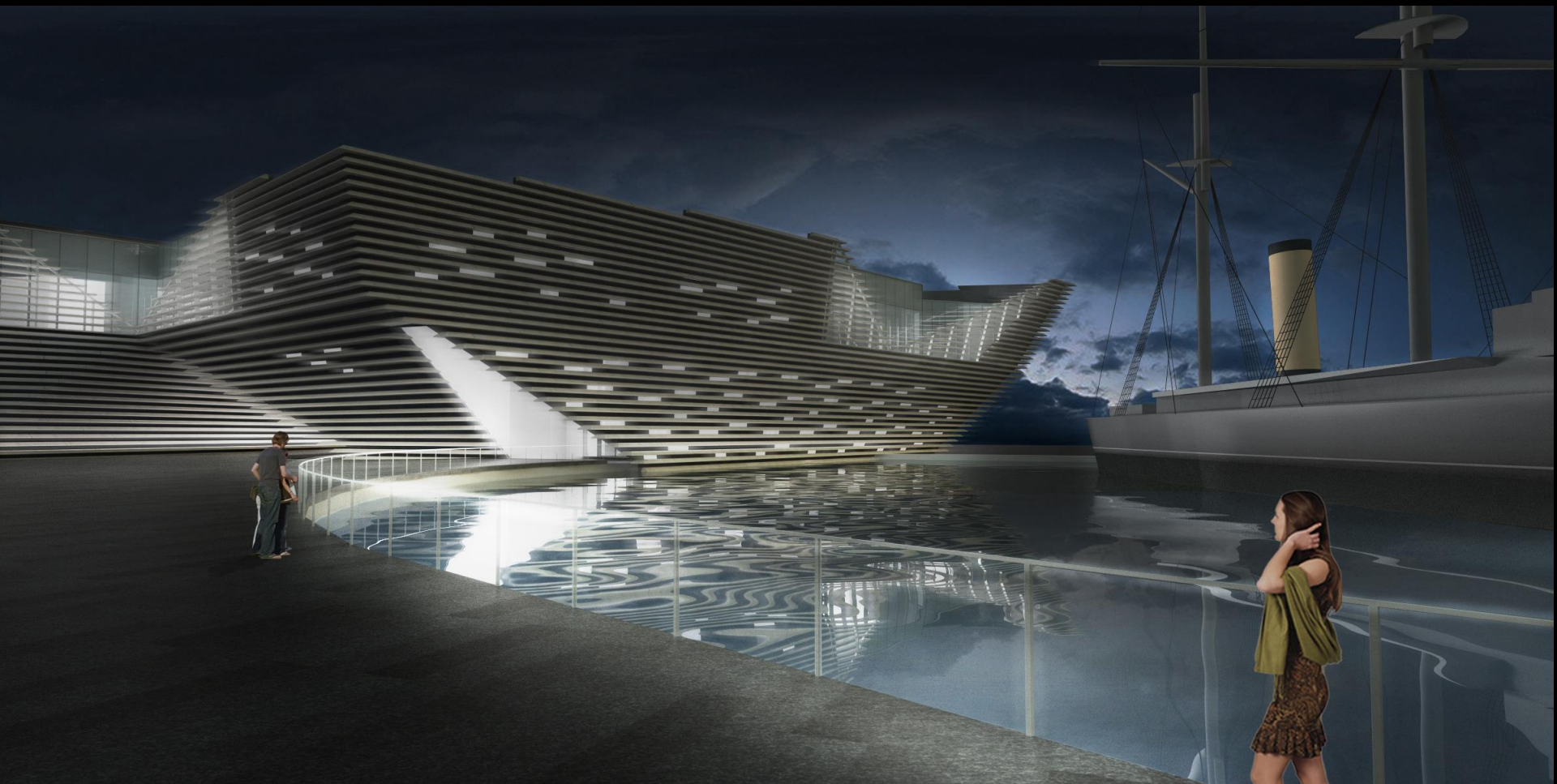
V&A



The
FIRST
DESIGN MUSEUM
ever to be built in the UK
outside London

V&A Museum of Design Dundee

- Act as a cornerstone of the waterfront regeneration
- Create jobs – direct, indirect and induced
- Enhance city image, raise awareness of Dundee
- Boost tourism, enhancing the offer
- Attract people to live, work and study in Dundee
- Learning & engagement opportunities for all
- Support business growth













V&A under construction, approximately, late 2015

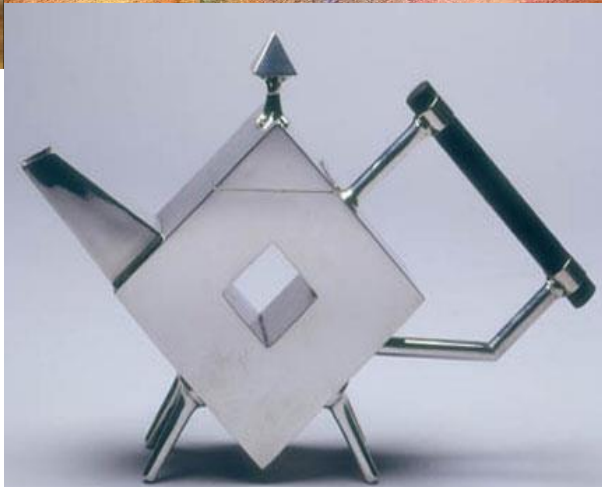
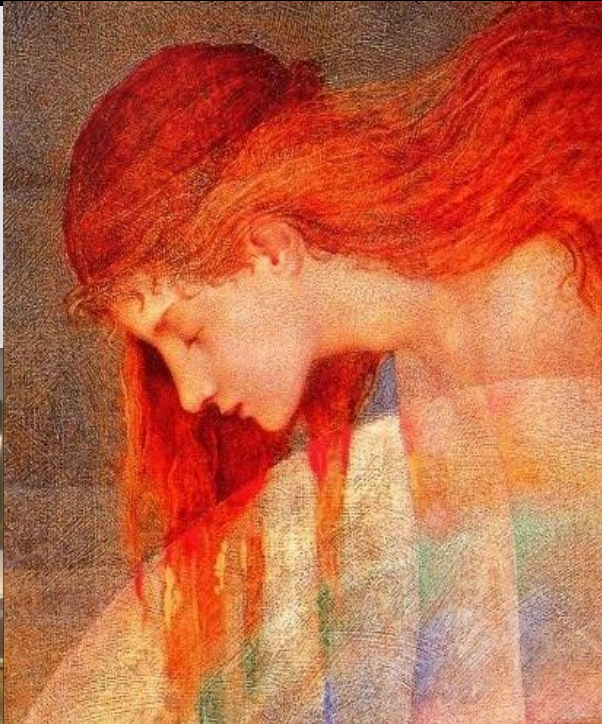
1 SCOTTISH DESIGN HERITAGE

2 CONTEMPORARY DESIGNERS

3 WORLD CLASS EXHIBITIONS

SCOTTISH DESIGN HERITAGE

SCOTLAND'S DESIGN HERITAGE



Court of Progress, Japan-British Exhibition



572

VALENTINE'S SERIES
COPYRIGHT

Postcards – Valentines of Dundee – one of the earliest producers



GLASGOW SCHOOL OF ART DESIGNED BY CHARLES RENNIE MACKINTOSH - SCOTTISH DESIGN HERITAGE



COVENTRY CATHEDRAL BY SIR BASIL SPENCE - SCOTTISH DESIGN HERITAGE



Shetland Museum

FAIR ISLE KNITTING - SCOTTISH DESIGN HERITAGE



PAISLEY PATTERN - SCOTTISH DESIGN HERITAGE



PLAY ▶

FROM HAWICK TO HOLLYWOOD THE WOMEN WHO WORE PRINGLE

PRINGLE OF SCOTLAND WAS FOUNDED IN



1815
VIEW ▶



1920S
VIEW ▶



1930S
VIEW ▶



By Appointment To
Her Majesty Queen Elizabeth
The Queen Mother
Manufacturers of Knitted Garments
Pringle of Scotland Ltd

1948
VIEW ▶



1953
VIEW ▶

HARVEY NICHOLS & CO. LTD.
KNITWEAR DEPT. LONDON, S.W.1.

CONTEMPORARY
DESIGNERS
SCOTLAND &
BEYOND



IAN CALLUM, LEAD DESIGNER, JAGUAR - SCOTLAND'S CONTEMPORARY DESIGNERS

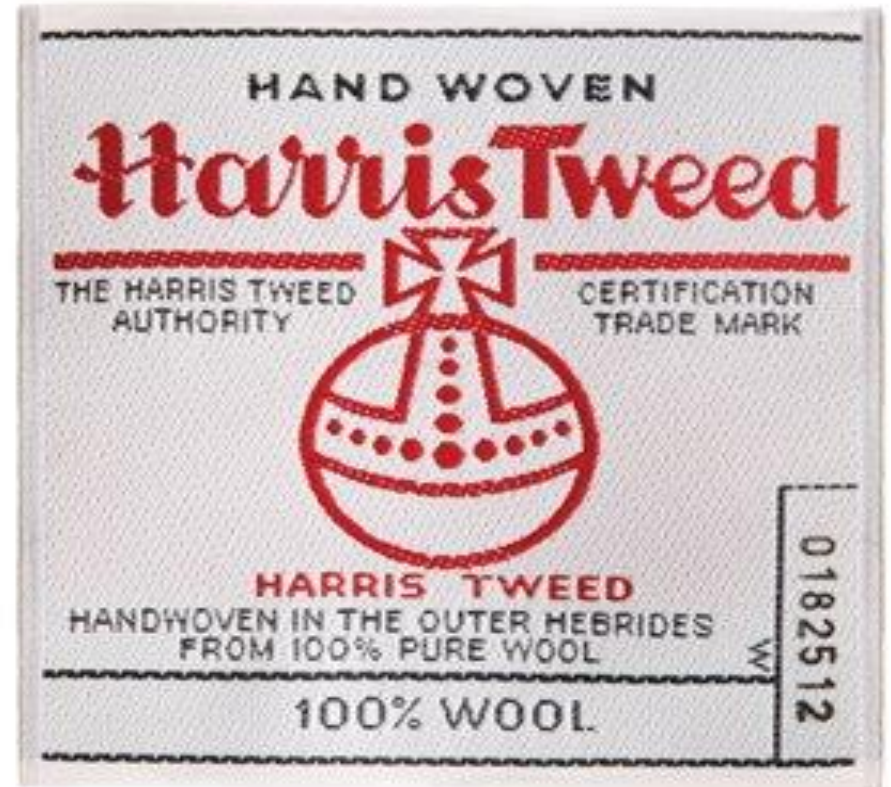


FALKIRK WHEEL, WORLD'S FIRST ROTATING BOAT LIFT - SCOTLAND'S CONTEMPORARY DESIGNERS



GAMES DESIGN, GRAND THEFT AUTO – DESIGNED IN DUNDEE, SCOTLAND'S CONTEMPORARY DESIGNERS

gtgames.nl



HARRIS TWEED – HERITAGE MEETS CONTEMPORARY - SCOTLAND'S CONTEMPORARY DESIGNERS

V&A at Dundee Activities

- Exhibitions from V&A and beyond
- Semi-permanent Scottish design galleries
- Learning opportunities for all
- Events
- Design Led Business Innovation
- Outreach activities in communities across Scotland
- National Reach



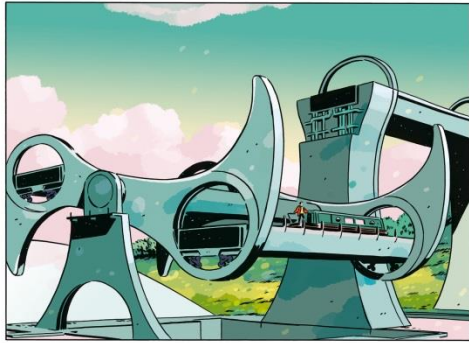
DUNDEE
City of Design
Designated UNESCO Creative City
in 2014

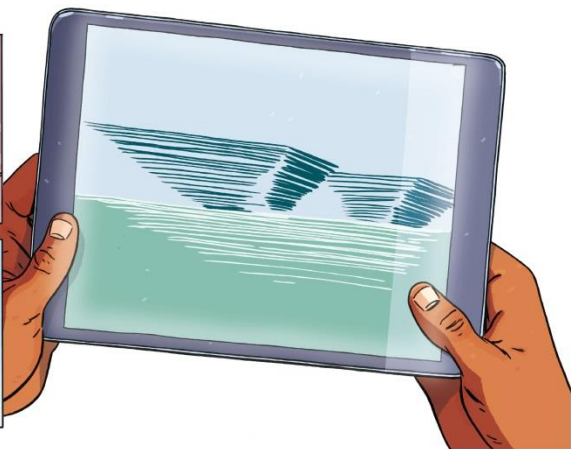
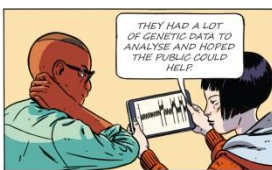


ONE CITY,
MANY DISCOVERIES.
WHERE DO I
FIND MINE?



UNESCO CREATIVE CITIES
DUNDEE CITY OF DESIGN





ECONOMIC BENEFITS

- Raising confidence
- Boosting tourism – locally and regionally
- Raising aspirations of local businesses
- Attracting talented students and retaining them in the region
- Emphasis on design-led business innovation with a focus on SMEs – design as a driver of economic change
- Making designers more strategic and business more creative
- Inward investment – hotels, professional services, property
- Job creation – direct and indirect
- Working with SMEs to develop their performance

TOURISM DEVELOPMENT

Tourism Strategies

- Developing a new Tourism Strategy for the city
 - Establishing the profile
 - Investing in the Experience
 - Managing the place for visitors
 - Enabling Business
- Working with other local authorities to develop the East Coast Tourism Action Plan
- Supporting people to access World Host™

Other Activities

- Other Infrastructure
- Develop & support the tourism sector
- Aim for WorldHost™ Destination Status for Dundee
- Growth of cafes & retail
- Continue to develop the Dundee Brand
- Way Finding
- Dundee App – download from the app store
- Dundee.com – website, ambassadors, portal

Dundee's new Railway Station and Hotel











Wayfinding – promoting the city, telling our stories, engaging visitors

Dundee – the Brand

One City, Many Discoveries

- Why Bother
 - Competition
- Create a brand experience for the city
 - Associated values/perceptions
 - Creating what comes to mind when people think about Dundee
 - Let others know Dundee exists
 - Bring together the city wide stakeholders
 - Sum of the parts greater than the whole

DUNDEE



ONE CITY, MANY DISCOVERIES

DUNDEE
ONE CITY, MANY DISCOVERIES

Types of promotion - Tactics

- Brand photography – high quality images of the city
- Paid advertising :various media:- print/tv/radio
Social Media/ Digital platforms
- Promotional competitions
- Public relations – endorsements/editorials
- Published itineraries
- Sponsorship
- FAM trips – journalists/tour operators/bloggers
- Events

Images – getting hi-end photography to promote the city



PR plays a key role in promoting the city, rather than expensive advertising campaigns

The ugly-duckling city comes of age

There are plenty of Dundonians who believe that the title Capital of Culture is perfect, Mike Wade writes

From the Beano Studios on the seventh floor of the DC Thomson building, Dundee's waterfront stretches away for miles.

To the east, the dockyard cranes loom over City Quay, where the latest development is a suite of 11 offices for high-tech businesses. To the south and west, far beyond "The Howf" — a crumbling, picturesque cemetery — the sharp lines of the emerging V&A design centre are just about visible.

Implausible as it seemed to some, last week Dundee placed itself in the frame to be European Capital of Culture, 2023. This city, Scotland's fourth largest at about 140,000, has for decades been the country's ugly duckling. It's not so long since film directors looking to recreate the horrors of the Soviet Union, but unable to penetrate the Iron Curtain, used Dundee's hideous 1960s cityscape as a more than adequate alternative.

Most of that ghastly architecture has been swept away now. Where council offices once stood, public gardens have been created. New, impressive buildings are rising from the scrub, roads have been reconfigured.

People love their city again. Others may scoff, but there are plenty of Dundonians who believe that the title Capital of Culture is perfect.

Michael Stirling, 43, is one of them.

'We are linking all that ambition and aspiration back to our community'

The editorial director of the *Beano* says an artistic ethic is woven into everyday life here.

Mr Stirling, part of an empire of comic, film and video production extending from *Tayside* to London, believes people live in silos in other cities, and never share creative experiences. But the silo mentality is strikingly absent on the banks of the Tay, where in a relatively small place there is an intermingling of effort.

Take a big-shot computer-gaming entrepreneur like Chris van der Kuyl, who brought *State of Emergency* into the world about 15 years ago. He should be as aloof as royalty, but isn't.

"It's really quite remarkable," Mr Stirling said. "You'll have someone like Chris giving you advice on this or that. There's no snobbery. There's an openness in Dundee, it allows the whole cultural thing to happen. The city is set up for that."

Murray Chalmers, 58, identifies a similar spirit, and is establishing a new public relations business in Dundee. For the best part of four decades he's been at the heart of London's music scene — his PR clients include Elton John, Robbie Williams, Coldplay and Kate Bush — but he has returned to his childhood home because of its creative pull.

"Something is happening here," he said. "There are people who can look after things for me in London, and if I can help move things along here, that's what I want to do. There's an



Mike Stirling of the *Beano*, above, believes the lack of snobbery allows Dundee's cultural life to flourish, while the new V&A museum, far left, and 2023 bid for City of Culture epitomise the city's ambition

- Two decades of creating a renaissance**
- 1997 Scottish School of Contemporary Dance (SSCD) established.
 - 2002 The Space, home of SSCD, opens.
 - 2005 Hannah MacLure Centre opens, gallery focusing on digital art.
 - 2008 Creative Dundee launches online.
 - 2010 McManus Galleries reopens after £12m revamp.
 - 2011 University of Dundee sets up Scottish Centre for Comics.
 - 2014 Dundee becomes Unesco City of Design.
 - 2015 High Mill at Verdant Works restoration completed.
 - 2016 First Dundee Design Festival opens.



opportunity to do something different and I want to contribute."

It's a renaissance that's been long in the making. The packed cafe bar at the DCA (Dundee Contemporary Arts) reveals that it is still a thriving community space, almost 20 years after the former car park it occupies was so elegantly refurbished by Richard Murphy architects.

The streets near by house some of the companies who have helped place Dundee at the forefront of the computer-gaming industry. Duncan

of Jordanstone College of Art and Design is arguably the best in the country, and the presence of artists of the calibre of Calum Colvin — his work displayed in an intelligent and beautiful new exhibition at the McManus Galleries — is a magnet for students from all the country.

The V&A, due to open next summer, is in the vanguard of the Capital of Culture bid. At £81 million it is 80 per cent over budget, and will finally welcome the public four years later than originally anticipated. But



its looming presence epitomises an unmistakable ambition.

This outpost of London's famous design museum inevitably brings to mind Bilbao, whose Guggenheim is said to have catalysed an economic revival in the Basque capital. Better comparisons might be found closer to home, in Manchester, Liverpool and Newcastle, once fading post-industrial cities now repositioned as vibrant and creative. The key to their success, said Stewart Murdoch, the director of Dundee's Capital of Culture bid, is to "keep banging the drum".

Mr Murdoch joined the old *Tayside* regional council 25 years ago, after working in Glasgow in 1990, its year as European Capital of Culture. "That year changed the life course of Glasgow," he said. "It was a great milestone."

Dundee, like others that preceded it, still has very visible signs of poverty. The Red Cross Centre on *Coverage*, "helping people in crisis", is less than 500m from comfortable City Quay, and in the streets between there's plenty of evidence that aid is required. Last week, a tabloid newspaper found estates still blighted by drugs and crime. That coverage

enraged John Alexander, 29, the leader of Dundee city council. Huge resources are piled into helping people in the poorest parts of the city, he said, but cultural provision remains a vital part of the mix, and can lift people up.

"Culture offers opportunity where sometimes none was there before," Mr Alexander said. "It is part and parcel of what the city is, whatever your background, whatever your economic position, we are linking all of that ambition and aspiration back to our community. Dundee 2023 (the bid deadline is October 27) is not some abstract concept: everything is linked into it."

Certainly, winning the right to be the UK Capital of Culture this year, has transformed the fortunes and reputation of Hull, the East Yorkshire city with a similar port history to Dundee.

It's a point re-iterated by Beth Bate, 43, the director of DCA, sitting in her crowded cafe bar. "Culture won't save a city in and of itself, but when its alongside social policy, education, health, it can have a huge impact. If it was all smoke and mirrors, we'd have been found out long ago."

Using City Ambassadors

Online and Social Media

The screenshot shows a news article on the Dundee Courier and Advertiser website. The page has a red header with the word 'NEWS' in white. Below the header is a navigation bar with links to Home, UK, World, Business, Politics, Tech, Science, Health, Education, Entertainment & Arts, Video & Audio, and More. The article is categorized under 'Scotland' and 'Tayside and Central Scotland'. The title of the article is 'Dandy new Dundee ambassador role for Danny Wallace'. The byline indicates it was published on 6 April 2017. The article features a photograph of Danny Wallace standing in front of a red brick wall. Below the photo, a caption reads: 'Danny Wallace said he was "very proud" to be from Dundee'. The main text of the article states: 'Dundee-born writer and broadcaster Danny Wallace has been announced as one of three new official ambassadors for the city. Fleur Darkin, artistic director of Scottish Dance Theatre, and Mike Stirling, head of Dundee City Council, have also been announced.' To the right of the article, there is a 'Top Stories' section with three items: 'High risk of "unprecedented" UK downpours', 'Blood found on sandal in Needham hunt', and 'More than 2,500 products "have shrunk"'. Below this is a 'Features' section with a photo of a group of people celebrating and the title 'From forgotten World Cup to front-page news'. The bottom of the screenshot shows a Windows taskbar with several open applications.

NEWS Find local news

Home UK World Business Politics Tech Science Health Education Entertainment & Arts Video & Audio More

Scotland Scotland Politics Scotland Business Edinburgh, Fife & East Glasgow & West Highlands & Islands More

Tayside and Central Scotland

Dandy new Dundee ambassador role for Danny Wallace

6 April 2017 | Tayside and Central Scotland

f t s e Share

SELA SHILONI

Danny Wallace said he was "very proud" to be from Dundee

Dundee-born writer and broadcaster Danny Wallace has been announced as one of three new official ambassadors for the city.

Fleur Darkin, artistic director of Scottish Dance Theatre, and Mike Stirling, head of Dundee City Council, have also been announced.

Top Stories

High risk of 'unprecedented' UK downpours
A new analysis suggests there's a greater chance of the heavy rain that led to extensive flooding in 2014.
1 hour ago

Blood found on sandal in Needham hunt
1 hour ago

More than 2,500 products 'have shrunk'
30 minutes ago

Features

From forgotten World Cup to front-page news

Marketing Materials

- Using out brand and the city's character
- Slightly tongue in cheek approach
- Low cost
- Working in partnership
- Developing digital approaches

Created a series of posters to tell Dundee's story – low cost approach

**THIS IS WHAT YOU
CALL MODERN ART.**
THE V&A IS COMING TO DUNDEE.

IGNITE YOUR WEEKEND
Go to dundee.com



DUNDEE
ONE CITY, MANY DISCOVERIES



THE TAY BRIDGE. ONE BIG, LONG WELCOME MAT.

IGNITE AN ADVENTURE
Go to dundee.com



Photograph by Ian Reid

DUNDEE
ONE CITY, MANY DISCOVERIES



WE'VE GOT CASTLES TOO. FIVE OF THEM.

IGNITE YOUR WEEKEND
Go to dundee.com



DUNDEE
ONE CITY, MANY DISCOVERIES

DUNDEE-SUR-MER.

Welcome to le Cote de Dundee, the city with more
sunshine hours* than any other city in Scotland.

IGNITE YOUR IMAGINATION
Go to dundee.com

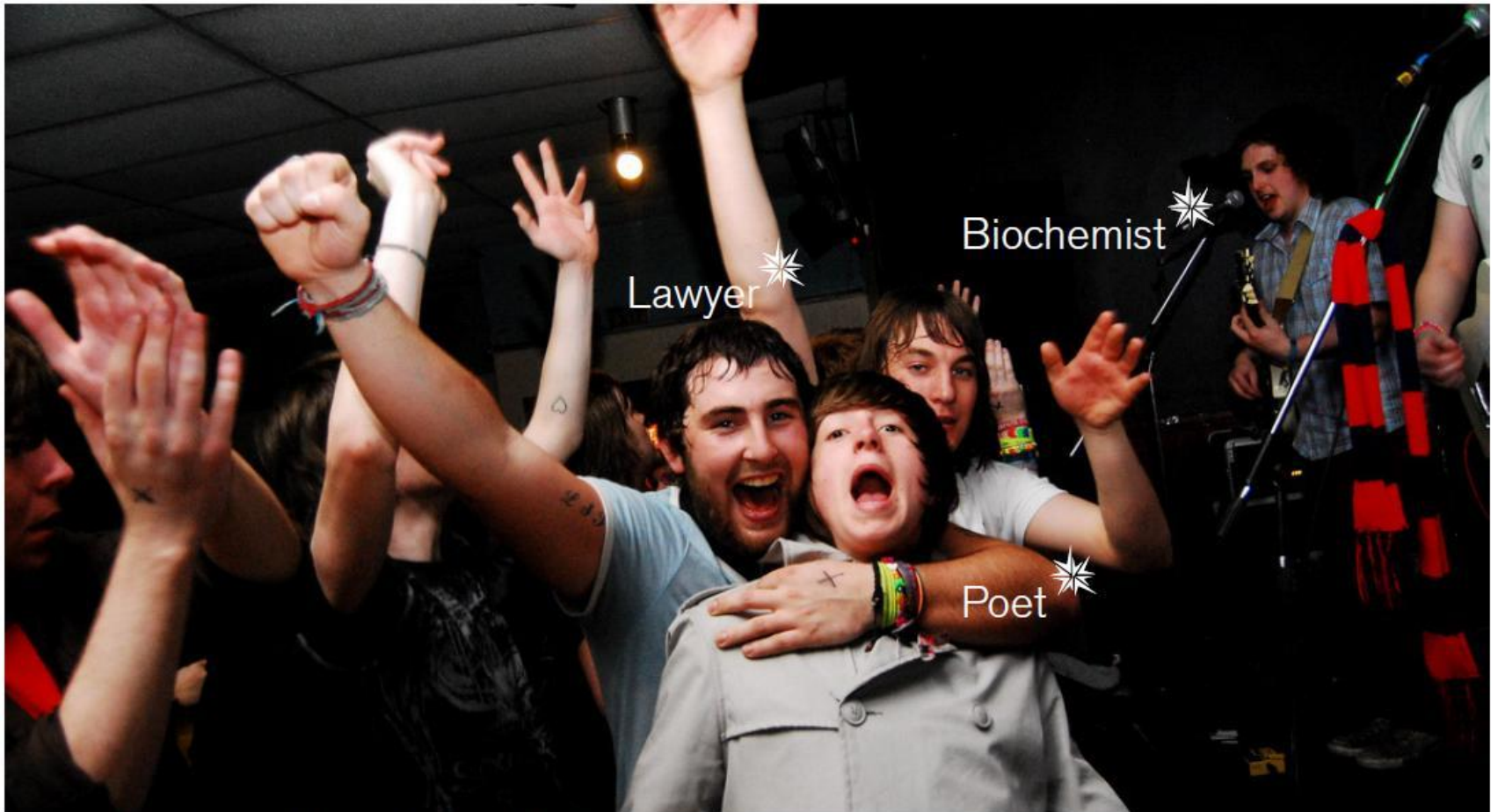


* Average 1523 hours of sunshine per year.

DUNDEE
ONE CITY, MANY DISCOVERIES



Dundee ignites a spark
in everyone



Dundee - OneCity, Many Discoveries brand guidelines Our visual and verbal identity

Selling our City's Strengths

- Not previously known as a “foodie” city
- Developing a good selection of local cafes and restaurants
- Worked with The List to produce the “Dundee Larder” guide
- Incorporating images, stories of the businesses and a list of places to visit
- Creative Dundee crowdsourced a visitor guide to the city – 99 things to see and do in Dundee

THE
LIST

DUNDEE
ONE CITY, MANY DISCOVERIES

Dundee **Larder**

THE GUIDE TO THE FOOD & DRINK OF THE CITY





Supporting Business

- In 2015 we hosted PopUp Dundee – a training programme for craft producers, designers, food businesses to enable them to develop pop up shops
- Animating the city scape with pop up markets and events



Pop Up Market in City Square



Creative activity

- Differentiation - UNESCO status, V&A Dundee, river setting, young population
- Distinctiveness – location, city + offer sunshine hours, independent food producers & restaurants
- Association - works for food loving culturalists and curious travellers
- Affiliation – create narratives/promotional actions that chime with them.



Scottish Dance Theatre, Scotland's Contemporary Dance Company based in Dundee



Participate in art and design workshops, trails and tours

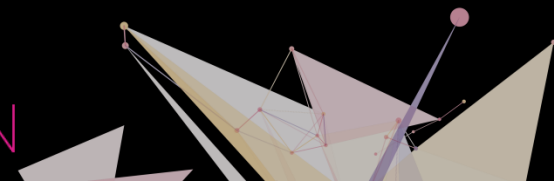
Discover an industrial textile
heritage in a 200 year old jute mill

High Mill @ Verdant
Works

UNESCO City of Design

- Dundee bid to join the UNESCO Creative Cities Network in 2014
- Became a member of the network in November 2014
- Cities include Beijing, Shanghai, Seoul, Montreal, Helsinki, Bilbao
- 2015 saw the city focus on its aims for the UNESCO status – with a potential focus on design for social use
- 2016 was the first full year of activity – with the inaugural Dundee Design Festival
- Participated in the Scottish Government's Year of Architecture Innovation and Design 2016

UNESCO CREATIVE CITIES
DUNDEE CITY OF DESIGN



DUNDEE
DIGITAL
ENGAGEMENT

Dare to be Digital

- University of Abertay first in the world degree in computer games design
- Dare to be Digital computer games design competition established in 2000
- 2010 - international students engaged
- Compete to BAFTA Ones to Watch award



Dare Protoplay

- Dare Protoplay – the largest indie games festival in the UK
- Games from Dare to be Digital and indy games companies showcased
- Attracted 13000 visitors over 4 days
- Allows young people to be junior judges

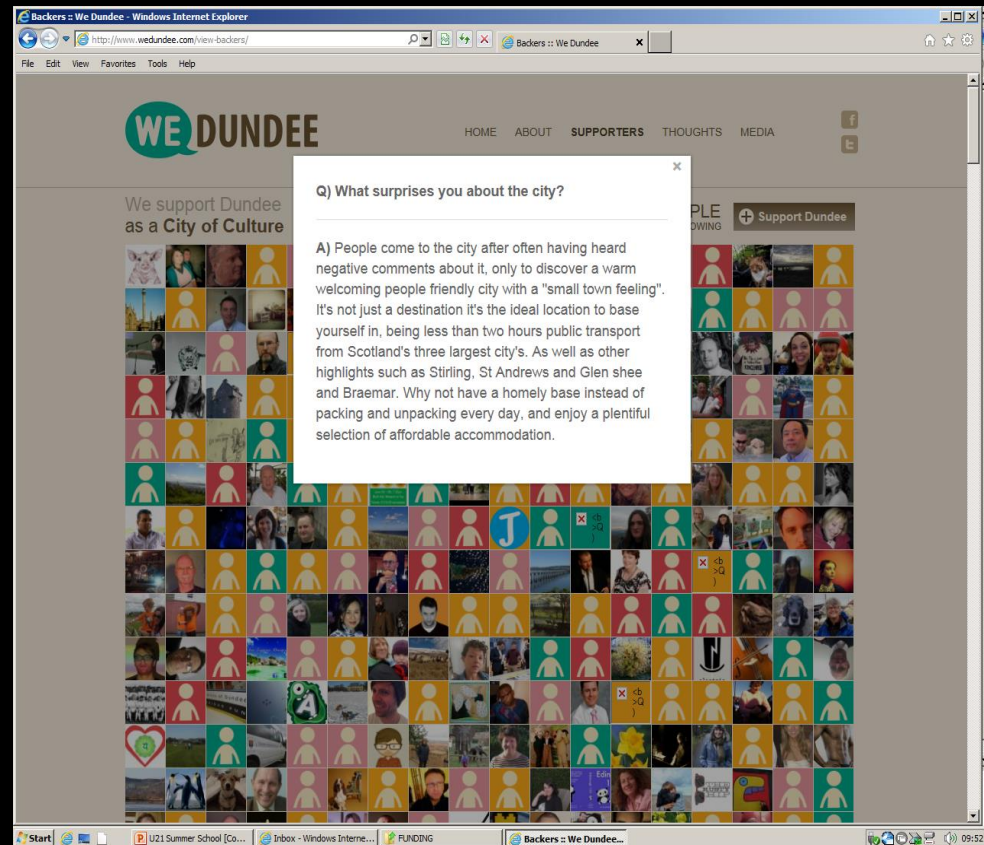


Comic School Dundee

- Based in Vision Building
- New project aimed at supporting recent graduates and disengaged young people
- Animation/graphics graduates get free desk space in a co-working environment for a year supported by a mentor
- In return they give 2 days a week to work with local young people engaging them in the world of comics

WeDundee

- Created to enable Dundee to “crowd source” content for its UK City of Culture 2017 bid
- Creating a platform for people to be actively involved in shaping the bid
- Over 3000 people contributed posting 1000 ideas
- 80,000 page views from 115 countries around the



UNESCO City of Design

- Dundee bid to join the UNESCO Creative Cities Network in 2014
- Became a member of the network in November 2014
- Cities include Shenzhen, Beijing and Shanghai
- 2015 sees the city focus on its aims for the UNESCO status – with a potential focus on design for social use
- 2016 will be the first full year of activity

