



DEVELOPING
INCLUSIVE
AND SUSTAINABLE
CREATIVE ECONOMIES

REGIONAL CASE STUDY REPORT: DUNDEE, SCOTLAND, THE UNITED KINGDOM

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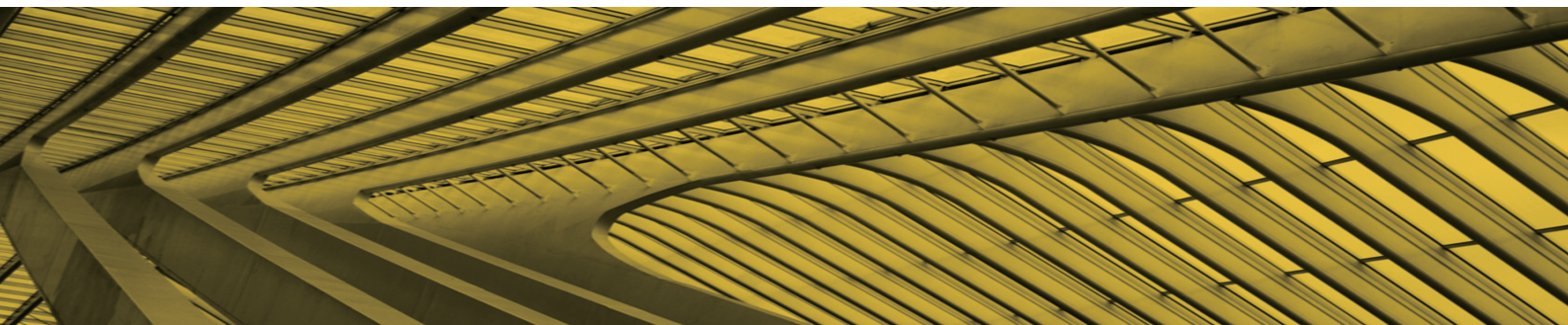
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1. Introduction

DISCE is a research project funded by the European Commission, via Horizon 2020. The overall research question that DISCE is seeking to answer is: What are inclusive and sustainable creative economies, and how can they be developed?

To answer this question, we conducted ten regional case studies across Europe. To select the case study locations, we established the following criteria as the primary basis: the locations had not been extensively studied and they were of comparable size, with population of approximately 150,000. Additionally, we sought locations that are diverse in terms of their creative economy profile and planning, ranging from cities with an established reputation for creative economy, to those for whom this is not the case.

In this document, we present a brief overview of one of our ten case study locations, the city of Dundee. We present key facts about the city, with a particular attention to how the 'creative economy' has previously been understood, based on a review of existing academic literature, publicly available data, and policy documents.

A key feature of the DISCE research project is that we are using 'creative economies' with a deliberately inclusive meaning, involving creative activity outside of paid employment, as well as within paid employment. This is reflected in the range of academic texts, publicly available data and policy documents we are concerned with: not only focusing narrowly on the cultural and creative industries (CCIs), but more broadly on areas such as cultural participation, and, in some cases, aspects of community development.

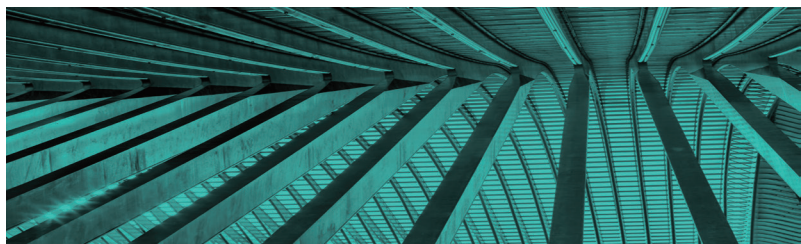
To read more about the distinctive DISCE approach to understanding and developing inclusive and sustainable 'creative economies', please see the publications on the project website: <https://disce.eu/>.



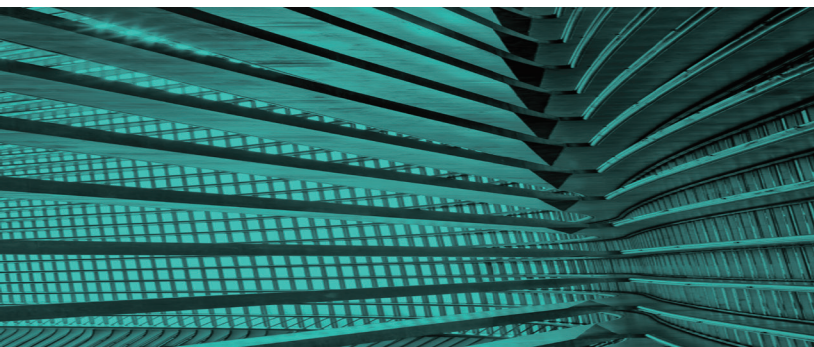
2. Facts and Figures

2.1. Overview of the City

Dundee is Scotland's fourth largest city and is situated on the North-East coast of the Tay Estuary. The Dundee City Council area covers 60 square kilometres and is, geographically, the smallest local authority area in Scotland. It is bordered by Perth and Kinross Council to the west and Angus Council to the north and east. It is approximately 60 miles from Scotland's capital city, Edinburgh and 80 miles from Scotland's largest city, Glasgow, with direct transport links to both cities. There is a local airport, Dundee Airport, part of the Highland and Islands Airports Limited (HIAL) Group with direct flights to London City Airport and Belfast City. Dundee continues to serve as the regional centre for this area and for North-East Fife, with an estimated catchment population of some 500,000 people. The most recent estimate of Dundee's population is 148,270 (National Records of Scotland 2016 mid-year population estimate).



Dundee has a sizeable student population. According to the Higher Education Statistical Authority (HESA) the student enrolment numbers for 2019-20 were 16,270 at the University of Dundee and 4280 at Abertay University which results in a total student population of 20,550 across the two Higher Education Institutions (HEI). Of that, 3605 are international students. In addition, Dundee has a Further Education institution, Dundee & Angus College with a further 25,000 enrolled students (see 8.3 for more information on Dundee's Higher Education portfolio). The University of Dundee includes a teaching hospital and covers key sectors such as life sciences, digital, creative industries and health care. Dundee has an established art school, the Duncan and Jordanstone College of Art and Design which was founded in 1909 following a bequeathment from James Duncan of Jordanstone and Drumfork to start a school of industrial art in the city. The College remained independent until 1994, when it became part of the University of Dundee.



Dundee is reported to have a thriving creative and cultural sector (Cult-Create INTERREG Europe 2021). A series of policy documents (see Appendix 1) recognize that the City Council has adopted a targeted cultural led approach to urban regeneration following industrial decline since the 1980s and this is reinforced in the academic literature.

Dundee's history of deindustrialisation is multiple and complex. In the 1980's, the decline of manufacturing enterprises and the departure of US multinational corporations such as Timex and NCR, led to a considerable rise in unemployment, particularly male unemployment and outward migration from the city (Tomlinson et al. 2019). The political turn to culture as a form of city 're-imaging' by the local council (McCarthy 2005) started in the early 1980s with the development of the Dundee Project in 1981 with a specific remit to save the city from cumulative social and economic decline by changing its image (Di Domenico and Di Domenico 2007).

The Dundee Project evolved in 1991 to The Dundee Partnership, an initiative still in operation that takes responsibility for city and community planning alongside the key agencies of the Dundee City Council, Scottish Enterprise Tayside, Tayside Police and NHS Tayside. A series of culturally led regeneration initiatives including the creation of the Discovery point and the establishment of the RRS Discovery ship was completed in 1993, the Dundee Centre for Contemporary Arts (DCA) was opened in 1999, the Overgate shopping centre opened in 2000, the Dundee Central Waterfront Development Masterplan was launched in 2001 and the development of a formally designated Cultural Quarter in the city's West End took place throughout the 1990s (McCarthy 2005). The impetus behind this approach can be partly related to the already established art college, DJCAD and a recognised local community of creative practitioners linked to visual arts. The Scottish-wide organisation Wasps (Workshop and Artists Studio Provision Scotland), a registered charity that provides affordable studios to artists and makers was initially established in Dundee in 1972 and is still in operation, hosting over 100 artists and creators (Wasps 2021) and provides one example of an established creative community within the city.

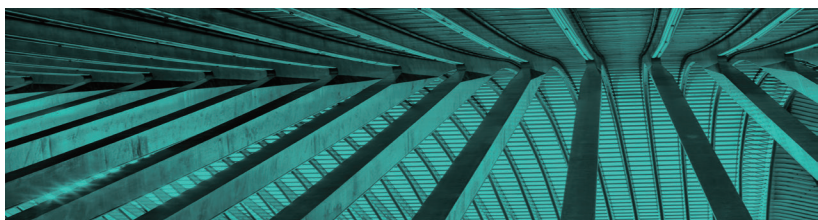
Dundee's commitment to re-imaging itself as a 'creative city' has continued over time. The Dundee Central Waterfront Development plan (2001) was set up by the Dundee Partnership in 1998 as a longitudinal plan to, 'realise the exceptional opportunity provided by the Central Waterfront and prepare a shared vision for the area that can create not only a distinctive identity and sense of place, but also provides a robust framework for investment and decision making' (2001, p.2). The opening of the V&A Dundee in 2018 has been enabled as part of that long-term approach to cultural regeneration.

The V&A Dundee is part of the Victoria and Albert (V&A) Design Museum and is the first major design museum in the UK outside of London.

The £80 million capital project was designed by Japanese architect Kengo Kuma and part of the longer term £1 billion waterfront development. Further capital projects linked to the Waterfront Development include the construction of a major esports arena and an environmental cultural attraction, the Eden Project Dundee, both due to open in 2024 (see below).

The legacy of visual art and design has additionally been complemented by the city's growing video games cluster which includes the studios that created global franchises such as Lemmings, Grand Theft Auto and Minecraft. In 1997, Abertay University was the first Higher Education institution to establish a degree programme in computer games. In 2017 the University of Dundee launched the Centre for Entrepreneurship in partnership with the innovation social enterprise Elevator as both a research institute and incubator hub to develop innovative productivity in the area. As mentioned above, in November 2021, plans to build a multi-purpose esports arena were confirmed.

The area will be constructed as part of the waterfront development, placed near the V&A Dundee site. The esports arena is a collaboration between economy, City Council, Abertay University, and the Dundee & Angus College. The planned arena will have a capacity of 4,000, an esports academy for further and higher education, alongside indoor sporting events, retail, hospitality, and workspace areas. The project developers, Northern Lights Arena Europe (NLAE) are working with the two local HEIs to develop research and de health courses related to the global esports job market, with the full project identified as a means to provide skills and job opportunities for the region (NLAE 2021). The esports arena is planned for opening in 2024. A further planned development that has evolved from the waterfront plan is the proposed Eden Project Dundee. The original Eden Project opening in Cornwall, England in 2000, a regeneration of a former clay pit into a major environmental tourist attraction which includes a series of horticulture exhibits, arts and culture programmes, community initiatives and education work. The Eden Project Dundee will be situated at Eastern part of the Waterfront and is a partnership between Dundee City Council, University of Dundee, The Northwood Charitable Trust, National Grid and SGN.



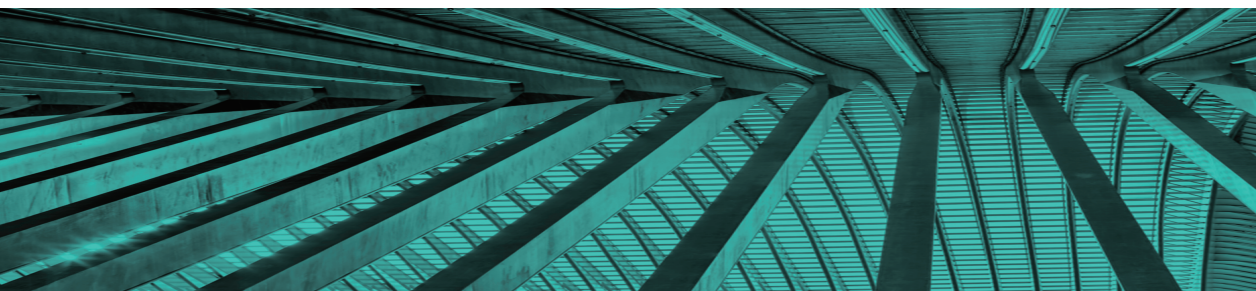
As stated, Dundee has a complicated history of industrial decline and regeneration. The Jute industry dominated Dundee's economy from the middle of the 19th until well into the 20th century, though the industry reached its peak employment before 1914, and shrank, unevenly, thereafter before its final demise in 1998.

The Jute factory buildings are a continued element of Dundee's cultural heritage with the Wasps artists' studios based in an old Jute factory called Meadow Mill. The Jute industry provide employment opportunities predominantly for women up until the mid-1960s when the impact of 'imperial globalisation' meant that the majority of cheap labour opportunities in the Jute sector were outsourced to Bengal (Tomlinson et al 2019, p.6).

Dundee earned the nickname 'She Town' in the 19th century, reflecting the female led working culture that dominated the city during this period (Hill 2016).

Another important industry associated with Dundee is publishing which developed in the late 19th early 20th century. The DC Thomson media company originated from the shipping industry when shipping industrialist William Thomson bought local newspaper the Dundee Courier in 1886. At that time there were two major publishing houses in Dundee, the other run by Sir John Leng, home of the Dundee Advertiser. In 1905 the Thomson and Leng firms merged under the leadership of William Thomson's son David Couper (D.C.) Thomson.

The Courier and Advertiser later became one title in 1926. During the 20th century, DC Thomson's became one of the UK's leading media businesses famous for the production of its comics including notable children's publications The Beano and The Dandy. Despite its longevity as a local industry there is little empirical evidence on employment trends within DC Thomson (according to MacKenzie (1986), the firm had a policy of not allowing scholars to examine its archives). That said, the company has evolved into a major media production outlet and continues to have a presence in Dundee's local economy. According to their most recent annual report and financial statement (March 2020 submission to the UK Government's Companies House), the organisation's listed business activities include the regional daily newspapers The Courier, The Evening Telegraph based in Dundee and The Press and Journal and Evening Express based in Aberdeen. Further newspaper publications include The Sunday Post and online title Energy Voice. Magazine publications include The Beano, The People's Friend, Commando, The Scot's Magazine and My Weekly. Radio stations include Kingdom, Original and Pure Radio Scotland.



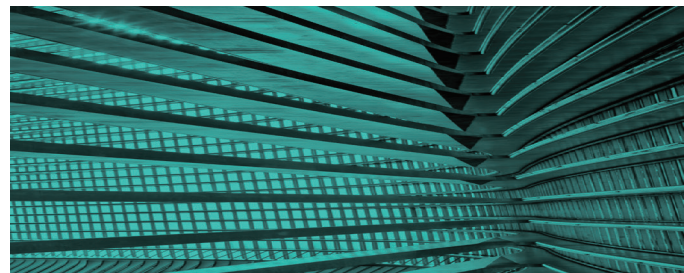
They also own the genealogy online site Findmypast and provide Data Hosting technological services for data centres in Dundee and Aberdeen alongside the acquisition of a number of other companies including Aceville and PSP Media. According to their 2020 financial accounts (see Appendix 1), the entire group employed 1811 people, 790 within the company (2020, p.38) although those figures don't represent the number of employees based in Dundee. The 2020 year-end balance was £65 million (2020 p.5). The Thomson family run the Northwood Charitable Trust which according to the end of year financial accounts donated £905,500 in response to the impact of COVID-19 on the local community – with direct support to the DCA, The Rep Theatre, the V&A Dundee, the Dundee Science Centre and the Dundee Heritage Trust, as well as the University of Dundee's Coronavirus Research Campaign, although there is no breakdown of how these funds were distributed (2020 p.14).

Another significant industry that has contributed to Dundee's industrial history was the introduction of a series of American Multinational Enterprises (MNEs) in the post-Second World War period. The Distribution of Industry Act of 1945 formed the basis of the regional policies that were used to attract international industries to UK cities. Timex, the US-owned mechanical watchmaker established a production site in Dundee in the 1950s, offering better paid employment opportunities which compensated for the decline in wages from the Jute industry (Tomlinson et al. 2019).

Another MNE opening in the city was the cash register and accounting machine company, National Cash Register Manufacturing (NCR). The decline of use for mechanical watches and the impact of decimalization led to the gradual decline of both MNEs, and in Dundee the final Timex plant was closed in 1993. From the 1990s, Dundee had record levels of unemployment and poverty (Tomlinson et al. 2019), and a growing reliance on public sector employment. The issues and concerns around employment opportunity and poverty are still prevalent today, with Dundee having high levels of poverty and deprivation measured using the Scottish Index of Multiple Deprivation. 28.6% of the Dundee population live within a data zone which is ranked within the 15% most deprived in Scotland.

Of those who live within these areas, 65% are of working age. 35% of children in Dundee live within one of the 15% most deprived data zones. There are also wide divisions in health and life expectancy between the richest and the poorest communities in the city, and Dundee has six of the city's eight local authority wards identified as community regeneration areas.

Dundee has been described as 'a tale of two cities' to signify the division between the celebration of culture-led growth around the Cultural Quarter and Waterfront development against the increasing levels of deprivation in the wider com-



munities on the periphery of the city. There have been multiple attempts to gain international recognition for its cultural offering, the city put in an unsuccessful bid to become UK City of Culture in 2013 but in 2014 became the UK's first (and still only) UNESCO City of Design and more recently, there was an unsuccessful bid that combined all the Tay Cities for the UK City of Culture 2025. There is a cognitive recognition in local policy discourse of the need to develop a more inclusive creative economy in order to address the wider social and economic issues for long term sustainable development however, capital regeneration has and continues to focus on the area surrounding the Waterfront and Cultural Quarter which creates physical and social barriers to many based on the periphery of the city.

2.2 Socio-Economic Profile

According to the UK's official labor market statistics, Nomis, the local population aged 16-64 is 98,800 representing 66% working age population.

Gross annual income for Dundee City in 2015 was £24,090 for full-time employees, compared to the Scottish national average £27,732 per annum (Dundee Economic Profile 2016).

As of September 2015, Dundee City had the fourth highest unemployment rate of any Scottish local authority, at 8.3 per cent. By February 2016, the Claimant Count head-line unemployment rate for Dundee was 3.2 per cent, the third highest in all of Scotland (Dundee City Economic Profile 2016).

According to the most recent (2020) Scottish Index of Multiple Deprivations (SIMD) an official tool for finding and measuring the most deprived areas in Scotland, 54,497 (36.6%) people in Dundee City live in a data zone within the 20% most deprived. This compares to 53,435 (36%) in SIMD 2016 (Dundee City SIMD2020 Briefing note).



2.3. Cultural and Creative Profile

The UK, including the Scottish Government, do not have a centralized reporting system for creative and cultural activity within cities. Employment data shared by the Department for Digital Culture, Media and Sports (DCMS) is available at the NUTS2 regional level but not at the city level. The following information is taken from several different policy documents including the Tay Cities Deal (2017), The Economic and Social Impact of Dundee's Cultural Strategy and Action Plan produced by the consultancy firm Ekosgen (2018) and the Creative Nation platform managed by the independent innovation agency Nesta.

- According to the Tay Cities Deal (2017), there are 1500 creative industry businesses in the wider Tay region employing over 8,500 people and generating GVA exceeding £120m (2017 p.43).
- The Economic and Social Impact of Dundee's Cultural Strategy and Action Plan (2018) states that 2,800 people were employed in Creative and Cultural industries (CCI) in Dundee City, accounting for almost 4% of total employment in Dundee City and 3% of all CCI employment in Scotland.
- According to Nesta, Dundee employs 2,610 people in the creative industries and has 340 creative business.
- Nesta estimates that Dundee's creative industries contribute £49.19 million to the local economy, 2.01% of the total GVA, with creative employment representing 3% of the local workforce, and creative businesses representing 5% of the business population.

The largest sectors/sub-sectors that have been identified in Dundee are:

- Writing (28.1% of total CCI employment)
- Software/electronic publishing (14.9% of total CCI employment)
- Computer Games (11.7% of total CCI employment)
- Performing arts 11.6% of total CCI employment)
- Design (7.6% of total CCI employment)
- Fashion and textiles (6.8% of total CCI employment)
- Architecture (5.3% of total CCI employment)
- Film and video (4.3% of total CCI employment)
- Libraries and archives (3.6% of total CCI employment)
- Radio and TV (1.6% of total CCI employment)
- Music (1.4% of total CCI employment)
- Advertising (1.2% of total CCI employment)

- Visual art (1.1% of total CCI employment)
- Crafts and Antiques (0.8% of total CCI employment)

(Source: BRES 2017 in Ekosgen 2018, p.6).

- There are 255 registered enterprises in the CCI sector in Dundee, accounting for 8% of all registered enterprises in the city. A high proportion are micro businesses employing less than 10 people (86%), and nearly half are sole traders (47%) (Ekosgen 2018).

- Dundee attracts almost 4 million tourism visits annually (Ekosgen 2018).

- The large majority of visits are accounted for by day trips, although the expenditure also is driven by domestic and inbound overnight visits (Ekosgen 2018).

- A high proportion of domestic overnight tourism visits (43%) are for visiting friends and relatives, and just under a third are for holiday purposes (Ekosgen 2018).

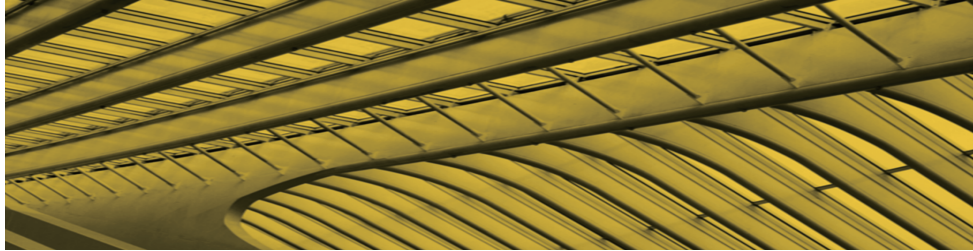
- History and culture are within the top five motivators for overnight visits to Dundee and Angus, reflecting the importance of these assets and the wider cultural sector to the visitor economy visits (Ekosgen 2018).

- Almost 4 out of five residents from Dundee typically engage in cultural activities and events visits (Ekosgen 2018).

- There is a recognized opportunity to increase cultural participation levels both from within the city and as part of its wider tourism strategy (Ekosgen 2018).

2.4 Inclusivity and Sustainability

Unfortunately, no official Eurostat statistics or data were available applicable to the domain of the cultural and creative sectors.

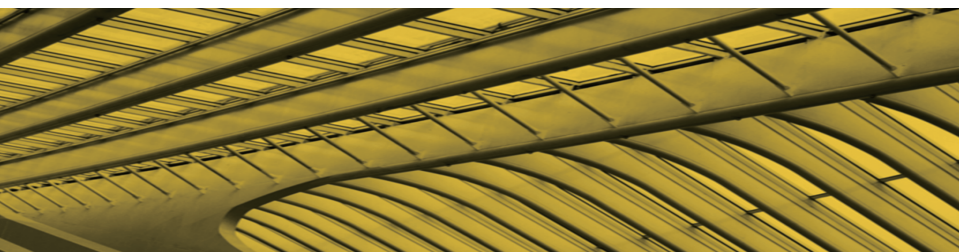


3. Creative Economies: Research and Public Policy

3.1. Overview of Academic Studies

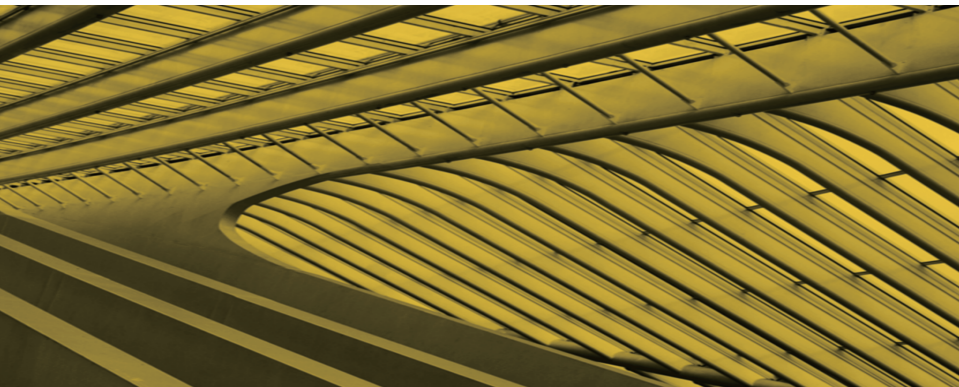
List of selected academic publication:

1. Di Domenico, C. & Di Domenico, M. (2007). Heritage and urban renewal in Dundee: Learning from the past when planning for the future of a post-industrial city. *Journal of Retail and Leisure Property* 6 (4) pp.327-339.
2. Illsley, B., & McCarthy, J. (1998) Community-led planning? The case of Dundee. *Scottish Geographical Magazine*, 114:2, 103-108,
3. McCarthy, J. (1998). Waterfront regeneration: Recent practice in Dundee. *European Planning Studies*, 6:6, 731-736.
4. McCarthy, J. (2005) Promoting Image and Identity in 'Cultural Quarters': the Case of Dundee. *Local Economy*, Vol. 20, No. 3, 280-293
5. McCarthy, J. (2006) The application of policy for cultural clustering: Current practice in Scotland. *European Planning Studies*, 14:3, 397-408.
6. Tomlinson, J., Phillips, J. & Wright, V. (2019): De-industrialization: a case study of Dundee, 1951-2001, and its broad implications, *Business History*.
7. Mullen, H., Barr, M and Mason, C. 2019. Data provision in the games industry in Scotland Final Report Produced for Creative Scotland.
8. MacKenzie, J., 1984. Propaganda and empire: the manipulation of British public opinion, 1880-1960 Manchester University Press.
9. Nevay. S., (2017) Social Connectedness: All Sewn Up? *The Design Journal*, 20:4, 511-519.
10. Simpson, M., & Macaulay, C., (2006) Not all Design is about problem solving. Creative of creation. Conference paper at the Engineering and Product Design Education Conference. 7-8 September 2006, Salzburg University of Applied Sciences, Salzburg, Austria.



The selected list of academic publications illustrates an empirical interest into the impact of Dundee's culture-led approach to urban regeneration. The legacy of de-industrialisation and its impact on the city's relative wealth and reputation is a consistent theme of the academic literature (Di Domenico & Di Domenico 2007; Illsley & McCarthy 1998; McCarthy 2005; Tomlinson et al 2019). There is a recognition of how industrial activity has influenced Dundee's cultural life but also contributed to its economic downturn, and this relationship between industry and Dundee's culture is intertwined within much of the cultural regeneration strategy.

Tomlinson et al's, (2019) article explores the effects of changing industrial structures on the labour market. The article explores the complicated use of the term 'de-industrialization' and the 'declinist' approach to economic and industrial change which can be associated with a 'national narrative' (2019 p.2). The association of declining industry with Dundee's national identity is discussed in Di Domenico & Di Domenico 2007's paper on the relationship between heritage and urban renewal. The article considers the shift in Dundee's industry base from the three J's, 'jute, journalism and jam' to the three T's of 'teaching, tourism and technology' within local government discourse as part of their strategy to re-brand the city (Di Domenico & Di Domenico 2007).

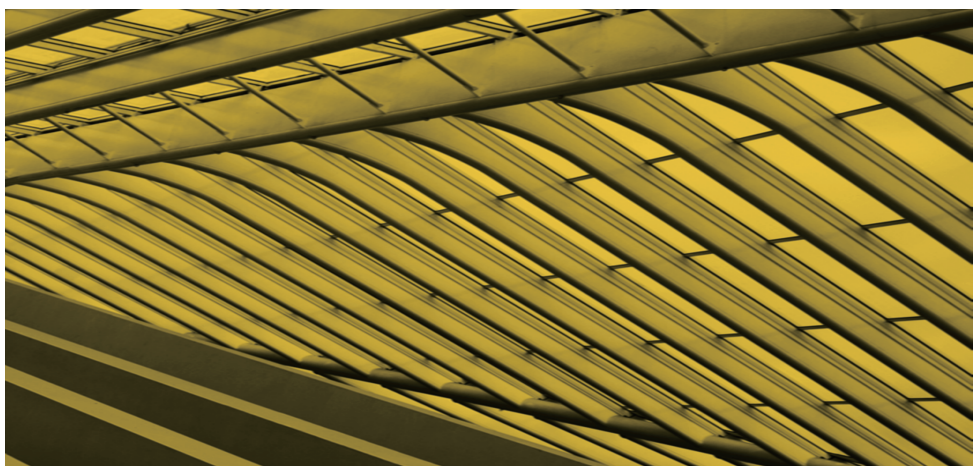


The impact of industrial decline had resulted in high unemployment and outward migration, and this led to the creation in 1981 of what was initially titled The Dundee Plan eventually morphing into

The Dundee Partnership. The council-led strategic plan that emerged in the 1980s following the urban degeneration associated with ongoing de-industrialization focused on both providing Dundee with a new external image, but also inspiring more confidence and hope from its local community (Di Domenico & Di Domenico 2007 p.335).

What we see from the academic publications is a recognition of long-term cultural regeneration as a driving element of local policy, alongside a recognised policy of community engagement. Illsley and McCarthy's (1998) paper on community-led planning considers evolving community-based engagement which they show has gone through a trial-and-error approach with varying degrees of success. At the time of its publication, the paper demonstrates that by the late 90s Dundee City Council and the Dundee Partnership had recognised the importance of giving local communities a role in strategic planning and developed an awareness of the time and resources required in order to engage local people (Illsley and McCarthy 1998, p.107).

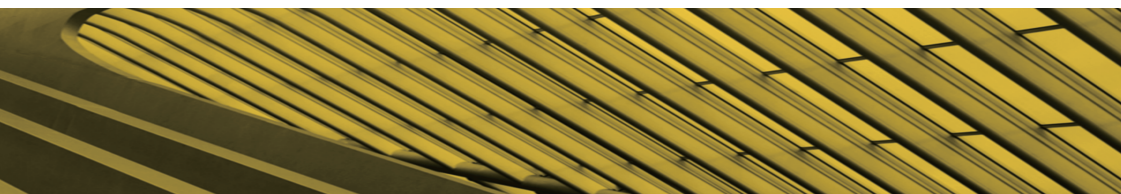
Further work by John McCarthy (1998, 2005, 2006) illustrates Dundee's strategic cultural planning through the local authority's creation of a designated cultural quarter in the area surrounding the Dundee Contemporary Arts Centre (DCA) and the Dundee Repertory Theatre, (The Rep). Interviews with local councillors and planning officers demon-



strate the decision to regenerate this, and the long-term Waterfront development as part of the city's 're-imaging' strategy and, as discussed in Di Domenico and Di Domenico, concentrate on developing Dundee as a leading tourist destination as well as technology hub. McCarthy's 2005 paper is critical of the extent to which the policy approach has embedded local identity within cultural regeneration, suggesting that despite a recognised policy of community-engagement in local planning, not all voices were engaged.

"in spite of the outreach work of DCA, many of the city's residents in more peripheral areas are largely unaware of the cultural quarter" (2005 p.290).

The wider academic literature provides much insight into the history of Dundee's strategic policy of cultural planning linked to a desire to 're-imagine' the city and develop its tourism potential as well as attract more talent to the area through its HEIs and growing technology cluster. There's a lag in up-to-date evidence on the development of this approach from the late 2000's and we have not been able to uncover any scholarly reflection on the impact of more recent development's including the UNESCO City of Design award in 2014 and the opening of the V&A Dundee in 2018. There is also, to our knowledge, little literature on the role that the two HEIs in Dundee play in local development. Both the University of Dundee which includes the Duncan of Jordanstone College of Art and Design (DJCAD), and Abertay University are recognised as significant institutions within local planning and included in much of the policy literature around Dundee's cultural development however we found little academic literature on this topic. The two papers included in this review (Nevay 2017; Simpson and Macaulay 2006) consider the impact of interdisciplinary design teaching methods access media and product design at the University of Dundee (Simpson and Macaulay 2006) and the impact of applying co-design techniques through textiles and crafts as a form of social connectivity (Nevay 2017) a doctoral project through DJCAD, however neither reflect on the relationship between the HEI and the creative economy of Dundee.



3.2. Overview of Public Policy Documentation

Existing ‘creative economy’ policy documentation is listed in table 1. See appendix 1 for the list of policy documents with bibliographical details and a summary of the key arguments.

Table 1 Existing ‘creative economy’ policy documents

Publication	What is this document about?	To what extent are creative economies discussed in the document?
Abertay Stem Strategy 2017-2020.	Feeds into the wider Scottish Government discourse on developing STEM (Science, Technology, Engineering and Mathematics) skills and capabilities for growth of the Scottish economy.	Creative economies discussed.
Action Plan for Dundee City Council. Cultural and Creative Industries (CCIs) contribution to Cultural and Creative Tourism (CCT) in Europe. Cult-Create INTERREG Europe. (2021).	This report reflects on the impact of COVID-19 on tourism and hospitality in Dundee and the need to rethink the cultural tourism strategy. Outlines the tourism targets post COVID-19.	Creative economies discussed.
Circle Squared – The Dundee Cultural Pathfinder Report (2008).	Report on the 2007 Cultural Pathfinder project conducted in local communities in Dundee wards to examine the notion and experiences of ‘culture’ and to promote and increase access to cultural opportunities through participatory research	Use language of cultural resources and cultural planning.
Creative Graduates and Innovation Report for Scottish Funding Council. October 2017.	Report produced by Ekos, Economic and Social Development Consultants, commissioned by the Scottish Government into the development of ‘creative courses’ at the HE, FE and Modern Apprenticeship level to support the development of the creative industries sector	Creative economies discussed.

Dundee City Plan 2017 – 2026.	Dundee's Local Outcome Improvement Plan, developed following city-wide community consultation through the 'Engage Dundee' programme. Document summarises the City Councils vision for sustainable growth and strategic priorities with actions and outcomes.	No specific discussion on 'creative economies' focus on 'cultural development'.
Dundee Cultural Strategy 2015-2025.	Dundee's latest cultural strategy (pre COVID-19), builds on the previous strategies (three since 1994) with a commitment to develop effective pathways that enable all citizens of Dundee to 'make the most of their abilities within the cultural and creative industries'.	Creative economies discussed.
Dundee Creative Industries Strategy 2017-2021.	The first specifically 'creative industries' strategy, led by the organization Creative Dundee based on a series of workshops and consultation with the city's wider creative sector. The report outlines three areas in relation to the creative industries that are related to questions of accessibility, wider collaborations and unlocking future potential.	Creative economies discussed.
Dundee Music Strategy 2017-2020.	The Dundee Music Strategy emerged following the Cultural Strategy 2015-2025 and prior to the Creative Industries Strategy 2017-2021. Funded by Leisure and Culture Dundee, the strategy is based on a survey and series of public consultation events concerning the issues around music venues and issues for live performers in the city.	Creative economies discussed.
Dundee Partnership's Culture Resilience and Recovery Plan 2020-2022.	Recovery plan reflects on the impact of COVID-19 on the 2015-25 Cultural Strategy. Report is designed around three aims: 1. Make the case for culture. 2. Enable sustainable recovery and 3. Drive audience return. The report summarizes some of the issues that have affected the business model of local creative/cultural institutions and businesses and the plans for recovery.	Creative economies discussed.
Economic and Social Impact of Dundee's Cultural Strategy and Action Plan Final Report. Ekosgen (2018).	Report that provides a profile on the Creative and Cultural sector in Dundee in relation to the strategy as outlined in Dundee's Cultural Strategy and Action Plan. The report is based on analysis from 14 organizations/cultural venues based in the city. Produces a series of indicators to track the impact of the strategy and action plan.	Creative economies discussed.

The Tay Cities Deal (2017).	Document outlines the proposed developments in the Tay area which includes Angus, Dundee, Perth & Kinross and North-East Fife. It outlines the proposed investment into local areas for economic growth, creative industries is a key part of the strategy as one of the main growth opportunities.	Creative economies discussed.
Deal Document. Tay Cities Region Deal (2020)	The signed agreement to the Tay Cities Deal. The Scottish Government and the UK Government agreed to each invest up to £150 million in the Tay Cities Region Deal. Projects that have been awarded funding within Dundee include: <ul style="list-style-type: none"> - The cyberQuarter - Just Tech - Studio Dundee - The Regional Culture & Tourism Investment Programme. 	Creative economies, visitor economy discussed.
Dundee Culture and Creative Business Opportunities Guide, Dundee City Council (2017).	Document that links the city's tourism strategy to creative economy as a driver of cultural tourism.	Creative economies discussed.
Engage Dundee: Local People Leading' Consultation Findings. June 2017.	Report summary of the 2016-17 'Engage Dundee' public consultation led by the Community Regeneration staff from the Dundee Partnership. The consultation was developed to inform the Local Community Plans and Local Outcome Improvement Plans across the various wards. Engaged over 6000 responses via a number of methods – postcards, online forms, focus groups, community events. The survey consisted of questions which cover both the physical and social elements of a "place." The results are shown in a simple diagram that shows at a glance the areas where a place is performing well and where there is room for improvement.	No discussion on creative economies
Dundee Culture and Creative Business Opportunities Guide, Dundee City Council (2017).	This document is designed for tourist and hospitality based businesses in Dundee as a tool to support business development through connecting with and basing their marketing strategy on 'cultural' and 'creative' tourism opportunities in the city.	Creative economies discussed.

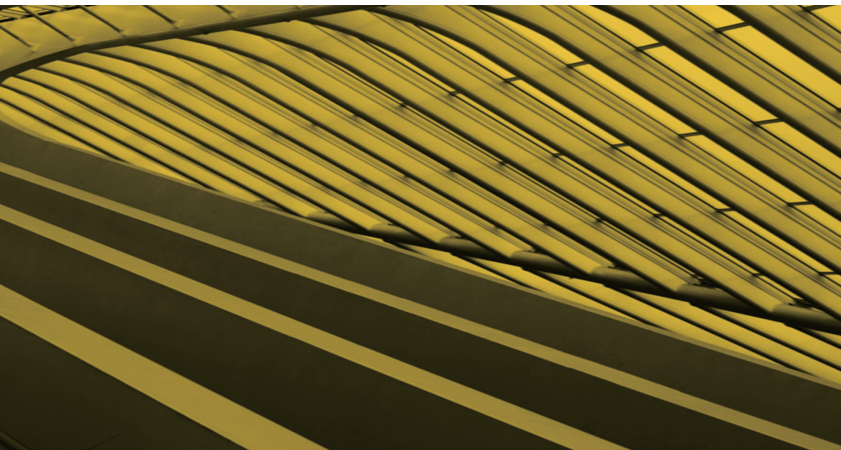
'V&A Dundee Economic Impact Assessment. Year 1 impacts for V&A Dundee' Report. Ekosgen (2020).	First impact assessment following the opening of the V&A Dundee as part of the Dundee Waterfront regeneration project. Measure its performance across four principle strategic objectives: <ol style="list-style-type: none"> 1. Showcasing design in a Scottish context 2. Providing design education and skills. 3. Creative a world-class attraction. Contributing to the culture-led regeneration of Dundee.	Creative economies discussed.
Dundee National Lottery Heritage Fund Final Evaluation Report. Design Dundee Limited and Dundee City Council (2019).	National Lottery evaluation document of the V&A design, construction and first 6 months of opening. Reflects on the collaborative approach to governance and developing the museum with information on community engagement and showcasing Scottish design.	Creative economies discussed.
Dundee Central Waterfront Development Masterplan 2001-2031. Dundee City Council (2000).	Outline of the Dundee Central Waterfront Development plan as introduced by the Dundee Partnership in 1998. Document summarizes the initial consultant's report published by EDAW in January 2000.	No mention of creative economies
Q2 City Innovation Brief. Future Cities Catapult and Urban Foresight (2017).	Quarterly publication by urban design innovation consultancy with a spotlight on Dundee for local innovation design solutions to the environmental and social issues faced by modern cities.	Creative economies mentioned.
Dundee Cultural Recovery. A policy report. England, L. (2021).	Report commissioned by Leisure and Culture Dundee to investigate the impact of C-19 on the organisations and individual cultural workers (specifically freelancers) who make up Dundee's cultural economy and the role of policy in supporting the city's cultural recovery.	Creative economies mentioned.
Covid-19 Recovery Plan. Dundee City Council (2020).	The city-wide Covid-19 recovery plan developed by Dundee City Council which includes reflections on and plans to support the recovery of the creative, cultural and tourism sector.	Creative economies mentioned.

Dundee has developed a sustained culture-led policy approach to its urban regeneration since the 1980s. The industrial decline, with rising unemployment, had led to a trend of 'out-migration' and an increasingly negative image of the city (McCarthy 2005).

It was during this period that the the Dundee Contemporary Arts Centre (DCA) was proposed for the city centre accompanied by a feasibility study for a formally designated cultural quarter (McCarthy 2005).

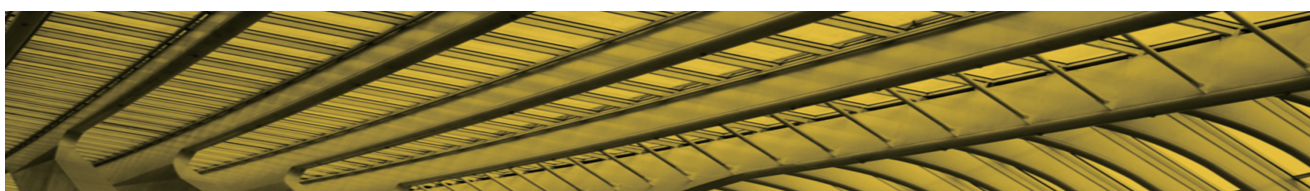
In 1997, Dundee City Council published its Arts Action Plan which highlighted the need for a new flagship contemporary arts centre. A report was commissioned from EDAW & Urban Cultures which highlighted the feasibility of developing a cultural quarter around the DCA and the Dundee Repertory Theatre, which geographically includes the University of Dundee campus, the Duncan and Jordanstone School of Art and Abertay University. The 2000 report summarises the strengths of both the city's cultural and digital media offerings, mentioning the growing computer gaming sector presence within the city linked to the development of gaming education at Abertay.

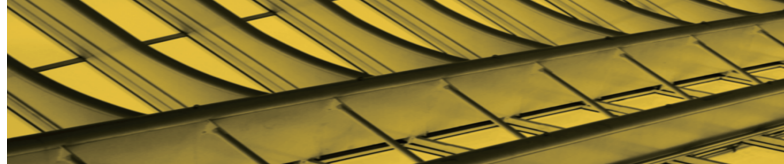
In 2001, the 'Dundee Central Waterfront Development Masterplan 2001-2031' was



published, a 30-year capital regeneration project led by the Dundee Partnership. The original rationale for the project was to re-integrate the Central Waterfront with the city and create opportunities for further investment through retail and property development. There is no direct mention of creative or cultural regeneration in the initial masterplan document (2001) other than a reference to 'new landmark features' (p.3) intended to enhance the visual aesthetic of the area.

In 2003, the Dundee Local Plan outlined the plans for the further development of "cultural and related leisure and business activities" (Dundee City Council 2003, p. 15) around the Cultural Quarter with specialty retailing encouraged with a clear aim to "enhance visitor attraction" to the city (ibid). The development of Dundee's Cultural Quarter has been understood as geared towards both production and consumption, as a means of generating further cultural clustering that benefits the wider city (McCarthy 2006). McCarthy in his work on the cultural driven generation in Dundee cites the personal commitment and vision of certain City Council officers in Dundee who were committed to the concept of cultural regeneration for the benefit of the wider city and their capability as "project champions" (2006, p.403) in driving this approach.





In addition, Dundee has a sustained history in community-led or participatory planning in relation to urban design and spatial value (Illsey and McCarthy 1998; Engage Dundee 2017).

This approach to inclusive policymaking is apparent, even in the wake of the COVID-19 pandemic where already existing platforms were utilized to engage the wider community in sharing information on the impact of the pandemic (We-Dundee).

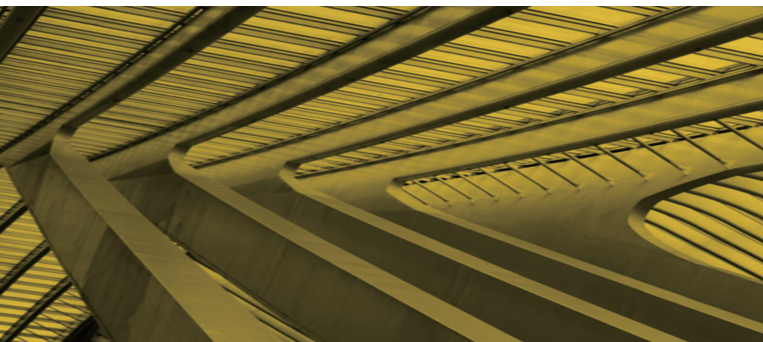
What policy documents that currently exist relate to DISCE?

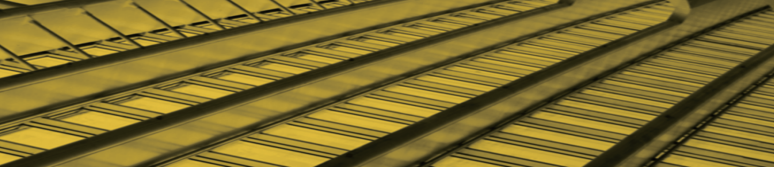
There are a number of local policy documents that relate to the DISCE research focus on inclusive and sustainable creative economies. The Tay Cities Deal (2017-27) published in 2016 outlines the proposed regional development plan of the Tay area which includes two cities, Dundee & Perth and three other regions including Angus, Perth and Kinross, and North-East Fife. The plan is driven by a commitment to 'inclusive growth' with the ambition 'for the Tay Cities economic region to have one of the most productive knowledge-led economies in Europe, ensuring that in becoming smarter, the region also becomes fairer.' (p.14).

As part of the 20-year strategy the 'creative economy' is a recognised growth area for the area with Dundee's candidacy for European Capital of Culture in 2023 stated as a rationale for the increased investment and development of the Waterfront (p.22). Tourism is identified as a growth industry along with the creative industries, the hospitality/food and drink sector, eco and digital innovation (p.42).

There is a commitment to implementing the region's strategy for creative industries growth and the term 'eco-system' is used to define 'the potential offered by business models ranging across commercialisation, cooperation and collaboration'. (p.43). The final deal document was signed in December 2020. This document outlines which project proposed in the deal have received funding commitment from both the UK and Scottish governments. They include some, not all of the proposed projects that relate to the creative economy in Dundee as outlined in the 2017 deal document.

In addition to the wider Tay Cities deal, the Dundee City Plan 2017-2026 reiterates the 'inclusive growth' framework and the desired development of 'knowledge-led economies' (p.17). The City Plan doesn't include a dedicated focus on creativity, culture, or the creative economy in its priority areas, but uses the language of 'cultural development' which is understood as providing an opportunity to grow the visitor economy and create employment opportunities in new and existing tourism related businesses. This falls under their focus on employability with targets linked to university spinouts, the Waterfront Development and occupancy levels,





and jobs in the tourist sector increasing employability in the area. These aims feed into development actions linked to the opening of the V&A Dundee, further investment in hospitality, hotel development, more leisure facilities, office suites and co-working spaces.

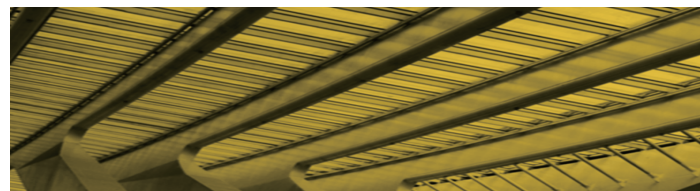
The local council had developed its Cultural Strategy from 2015-2025 with a five-year plan (2015-2020) which outlines the shared purpose to develop this City's cultural offering across three aims:

1. giving all children a creative education and a sense of cultural ambition;
2. supporting the City's professional and non-professional creative sectors;
3. ensuring the highest standards for the City's built and designed environment;
4. ensuring the City's cultural heritage has a place in its future; and,
5. promoting the culture of the city. (2015, p.4)

The strategy uses the term 'effective pathways' to ensure that all Dundee's citizens can 'make the most of their abilities within the cultural and creative industries' (p.5). There is an outlined desire to promote Dundee as a 'creative city' in order to enhance its international presence and support the transformation of the external image of the city through the development of the 'creative economy' to 'become one of the City's key economic drivers' (p.7).

The ambition to bid for the 2023 European City of Culture is also stated in the Cultural Strategy and the strategy identifies the benefits of the growth of creative networks in Dundee through Creative Dundee as creating a 'city-wide infrastructure for creativity' (p.10).

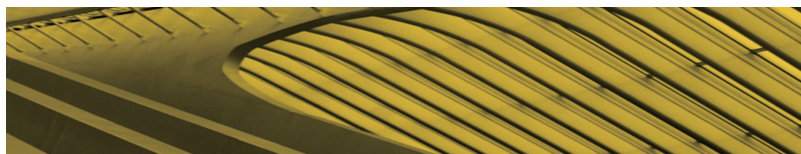
Another relevant creative economy policy document includes the 2017 Creative Industries Strategy (2017-2021) developed by the Creative Dundee network organisation signifying a recognised shift towards policy that distinguishes between 'cultural' and 'creative' industries. The rationale for the 2017 Creative Industries strategy is to develop, 'a healthy ecology base for creative practitioners and businesses' (p.4). The consultation process which informs the strategy is understood as supporting the definition of a 'Dundee approach' to cultural and creative regeneration. The strategy was co-designed with those working/studying in the city's creative sector and the local and national agencies who support them. A series of workshops, bi-monthly meetings with a Creative Industries Dundee Stakeholder Group led by Creative Dundee alongside public consultations informed three main questions that drive the strategy which are:



1. How can the city develop a nurturing environment that ensures creative practitioners and businesses from all backgrounds can succeed? (p.7).

2. The creative sector has a lot to offer society and the economy, how does the city develop the conditions for these collaborations to emerge? (p.11).
3. Resources are tight for everyone so how do we join forces and find economies of scale to unlock our potential to achieve? (p.14).

Each section outlines a series of development needs and challenge including the issue of student retention and available jobs and the cultural tourism offer. It talks of a connected 'creative ecology' (p.12) and the potential to connect with other sectors e.g., healthcare and life sciences.



In addition to both the Cultural and Creative Industries strategy, Leisure and Culture Dundee in collaboration with Dundee Place Partnership has delivered the Dundee Music Strategy 2017-2020. Sandwiched between these two other policy reports, the Music Strategy focuses specifically on the concerns of musicians, venue owners, management companies, producers, record labels, promoters, community groups, technicians, teachers, tutors, record stores, cultural organisations and public sector organisations related to the music provision and opportunities in the city. The 2017 strategy refers to a music audit that took place in 2007, which recommended the need to invest in infrastructure for live music events within the city through the development of suitable facilities and venues, yet, not only has that investment not manifested, many of the live music venues that had been operating in 2007 had subsequently closed down.

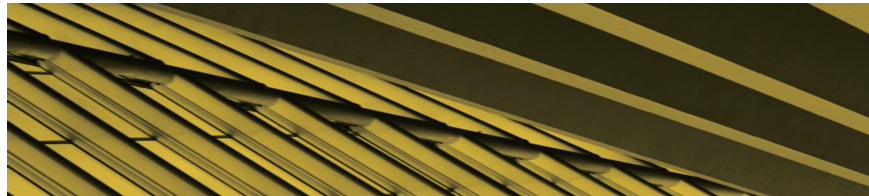
Based on a survey with over 600 respondents alongside two public consultations the strategy calls for a series of actions to ensure the development and sustainability of Dundee's music scene.

These include the creation of more music venues which are not driven by alcohol sales but where live music is the primary focus. There is a call for more outdoor events spaces and more large events.

There is a strong emphasis on developing music education and opportunities to learn music in local schools. The report mentions the inclusion of the Sistema music project to Dundee in 2017, an opportunity that has been supported by local charity Optimistic Sound which funded the establishment of Sistema Dundee in two local primary schools. There is also a reference to other council funded music education programmes including the ASPIRE music programme, intense holiday education programme Soundbase and the YMI programme at the Gardyne Theatre (p.7). Despite existing provision, the strategy calls for more youth engagement in music education and the need to develop accessible venues to foster pathways between school music education and playing in public.

The strategy also calls for a better management, communication, and promotion of the existing music scene in Dundee. One of the emergent findings from the survey was a perceived absence of live music venues in the city, despite an acknowledgement of a variety of spaces with a focus on programming live music including: The Caird Hall, Gardyne Theatre, Dundee Rep, Fat Sams, Beat Generator, the basement at Conroy's, Clarks, Duke's Corner and The Reading Rooms, along with a large number of pubs, cultural venues and museums, churches, schools and community spaces. The need for increased communication and promotion both between venues and across the city is articulated as an immediate necessity, with actions including the development of a venue database and city-wide promotion network stated as a means of transforming the lack of awareness of Dundee's music scene. There is a link to the connection between live music, tourism and the economy which aligns with the Cultural strategy 2015-25 and Tay City Deal in terms of the rationale for cultural regeneration as a means to develop the future tourism economy of Dundee.

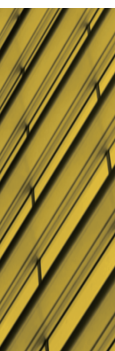
The focus on 're-imaging' the branding of Dundee as a city (McCarthy 2006) feeds into much of the policy documentation linked to the local creative



economy. The Dundee Tourism Partnership (DTP) outlines a series of documents including the 2016-2020 Tourism strategy, a series of marketing and branding resources and information for local businesses. DTP leads on the Dundee app and produced the Dundee Culture and Creative Business Opportunities Guide, (2017) which states in its opening line that, 'Tourism is key to the economic development of Dundee' and then goes on 'Culture is the beating heart of Dundee and has an important role to play in developing the city's appeal to visitors.' (p.2). The alignment therefore of cultural and creative development as a driver of economic growth is apparent through the continual cross referencing between these policy documents.

The opening of the V&A Dundee in September 2018 was part of the long-term Dundee Waterfront Development Masterplan (2001) and developing cultural tourism offer.

There are two policy reports that we have consulted that relate to the establishment and evaluation of the V&A Dundee, the 'Dundee National Lottery Heritage Fund Final Evaluation Report published by the National Lottery in 2019 and 'V&A Dundee Economic Impact Assessment. Year 1 impacts for V&A Dundee' report by the Ekosgen consultants published in 2020. The National Lottery Heritage Fund provided £12.5million of the overall £80 million capital spend and provides a detailed description of the development of the V&A. It cites the 'innovative partnership approach' between the V&A, Dundee City Council, the University of Dundee, Abertay University and Scottish Enterprise (p.3) as key to the successful completion of the V&A Dundee as part of the Dundee Waterfront plan.



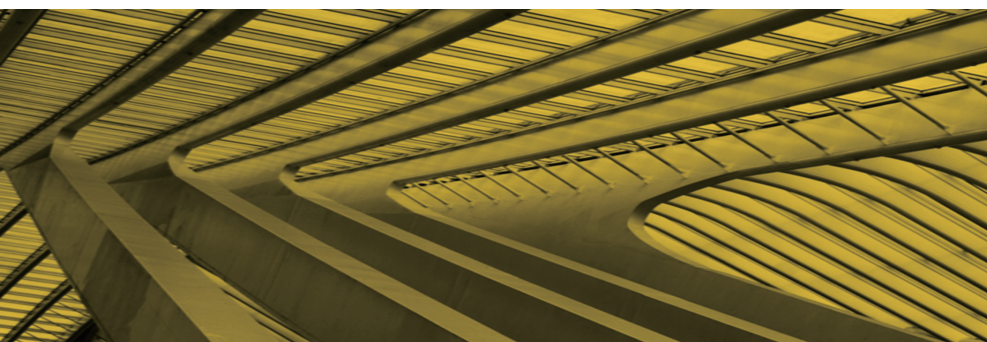
The idea to establish a V&A design museum in Dundee emerged from the University of Dundee in 2007, and the report describes the collaborative governance approach between the two universities, the city council, and the Scottish government as instrumental in its development.

The 2020 Ekosgen Economic Impact Assessment provides a breakdown of the number of jobs generated by the establishment of the V&A Dundee, both direct and indirect as well as the Gross Value Added (GVA) of the construction of the building and further profit driven by ticket sales and tourism attraction. Big claims are made that the construction of the building had generated £13.9 millions of income and £12.0 million of GVA (p.2). That it had created 696 FTE jobs, 138 within the V&A operation and 558 linked to the wider visitor economy in Dundee (2020 p.21). Visitor numbers in the first year of operation exceeded the forecast number attracting a total of 833,015 visitors from 15th September 2018 to 14th September 2019. In relation to creative placemaking the report states that:

'V&A Dundee has contributed significantly to placemaking in Dundee. The museum has been successful in attracting first-time visitors to the city. More than one in five (22%) visitors to V&A Dundee from outside Dundee had not visited the city before. It has also been successful in encouraging additional tourism to the city, with around four in 10 (39%) visitors stating that the museum was the sole reason for their trip to Dundee.' (2020 p.14)

In 2021, it was announced that the V&A Dundee would receive additional funding from the Scottish Government to develop a national remit as Scotland's centre for design. This enhanced role would place V&A Dundee as Scotland's centre for design, creating design led learning and development opportunities as well as ensuring the sustainability of the organisation through the additional funding. In relation to this, the Dundee UNESCO city of design team transferred its designation from Leisure and Culture Dundee to the V&A Dundee in June 2021 as part of the expanded position of the museum as both visitor attraction and centre for design.

As previously discussed, two further capital projects, a major esports centre and the Eden Centre, Dundee have both been approved for construction as part of the ongoing Waterfront Development plan with cultural tourism and increased opportunities in the creative economy driving development and regeneration policy.



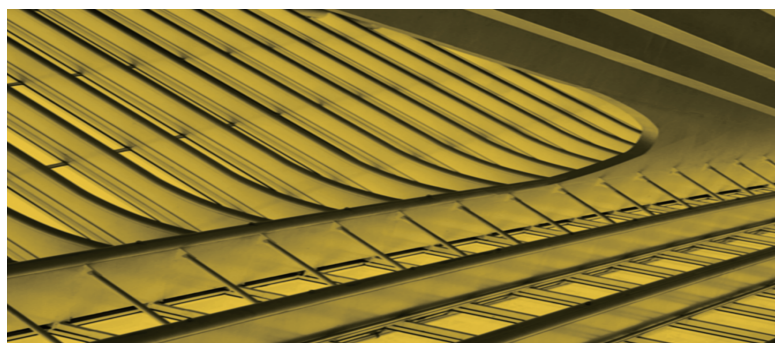


In addition to its culture-led regeneration approach, Dundee City Council has also adopted a smart city policy making the city a real-world test bed for smart technology. The Future Cities Catapult and Urban Foresight City Innovation Brief of 2017 includes a profile on Dundee's smart city policy including the establishment of The MILL – Mobile Innovation Living Lab in the city as a test-site for innovative technologies and business models related to smart mobility. Further actions highlighted in the report include the large-scale electrification of the council fleet taxis, a city-wide charging network for electric vehicles and three charging hubs with micro-renewables and energy storage.

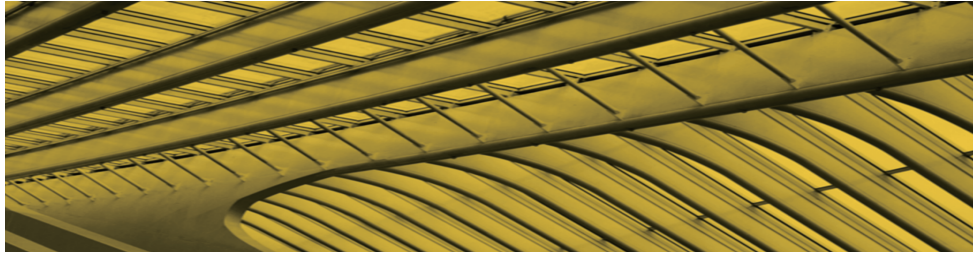
The development of Dundee's creative economy since the 1980s has meant that the impact of COVID-19 on Dundee's wider plan for inclusive growth related to cultural regeneration and tourism has been significant. Due to its established cross-agency communication, the Dundee Partnership produced a Cultural Resilience and Recovery Plan in 2020 which outlines proposed plans for recovery post COVID-19 which are identified across six areas:

1. Employment: we will collaborate on a cultural redeployment pool and develop skills sharing and cross-organisational volunteering programmes.
2. Economic disruption: we will work together at strategic and grassroots levels to reduce economic disruption by delivering authentic attractions, programmes and projects of quality.
3. Health and wellbeing: we will deliver programmes of work that support improved health and wellbeing through engagement with arts, culture and creativity.
4. Education: we will work with education providers and the city's education teams to ensure our programmes support curriculum engagement and development, building programmes in response to teacher and pupil need and challenges.
5. Financial sustainability: we will work together to make the case for funding across a diverse range of streams.
6. Poverty and inequality: we will focus our community engagement work on those by affected by COVID-19.

(2020, p.2).



A further report commissioned by Leisure and Culture Dundee in collaboration with the University of Dundee (England 2021) discusses the impact of C-19 on Dundee's creative economy. This report, which is based on a survey of 19 cultural organisations based in the city, a series of focus groups and follow up interviews that engaged 26 cultural sector stakeholders considers the economic status of the creative economy both in the year prior to and after C-19. There is an interesting inclusion on the gap between state support offered to the cultural and creative institutions and local cultural/creative workers, particularly those on freelance / self-employed contracts calling for a more ecological response to recovery, one that recognises the various elements of the cultural ecosystem.



Further post COVID-19 recovery plans include a brief recovery plan for tourism and a detailed city-wide COVID-19 recovery plan both produced by Dundee City Council.

3.3. Terminology and Stakeholders of Public Policy

What language / terms do these policy documents use?

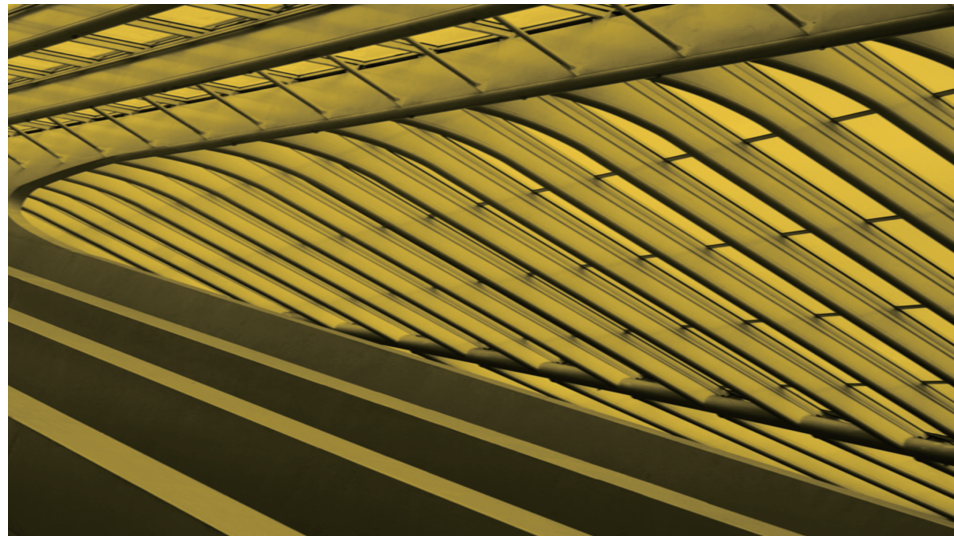
There is a shift in the policy language from the 'arts' to 'culture' to 'creative' that can be identified across the policy literature relating to cultural planning and regeneration in the city of Dundee. Dundee City Council's 1997 Arts Action Plan outlined the plan to develop a 'Cultural Quarter' in the city's West End (McCarthy 2005). In 2007, Dundee received funding through the Cultural Pathfinder Programme, a programme developed by the then Scottish Executive (now Scottish Government) as a way of supporting local authorities and their partners to explore ways of widening access to, and participation in, cultural activities across diverse communities. In the evaluation report of the Dundee program titled Circle Squared? The Dundee Cultural Pathfinder Project Report (2008) the term 'cultural planning' is used, adopting the concept of 'cultural resources' that are identified as those resources (see below) that exist with a specific place or community that can contribute to local development (2008 p.6). The report applies a concept of 'culture' derived from de Montford University as:

'Unlike traditional cultural policies – which are still mainly based on aesthetic definitions of 'culture' as 'art' – cultural planning adopts as its basis a broad definition of 'cultural resources', which consists of; arts and media activities and institutions, the cultures of youth, ethnic minorities and other communities or interest; the heritage, both tangible and intangible, local and external perceptions of a place, as expressed in jokes, songs, literature, myths, tourist guides, media coverage and conventional wisdom: the natural and built environment, including parks and other public open spaces sports, play and recreation, the diversity and quality of leisure, cultural eating and drinking and entertaining facilities and activities, the repertoire of local products and skills in the crafts, manufacturing and services.' (DMU 2007 in 2008 p.8).

More recent policy documentation such as the Tay Cities Deal (2017) refers to 'cultural development' in relation to inclusive employability across the region, indicating a shift from application of the concept in the 2008 Pathfinder document.

The 2015-2025 Cultural Strategy applies the term 'creative economy' as 'developing the creative economy to become one of the City's key economic drivers' and refers to 'integrating culture across the full range of public services to maximise the way it contributes towards developing our communities' (2015 p.7). In the 'action plan' attached to the strategy, terms used include 'cultural and creative communities', 'cultural practitioners' and 'culture-led employment initiatives', are deployed as opposed to creative economy.

The 2017 Creative Industries strategy refers directly to the 'creative industries' the 'creative sector', 'creative practitioners and businesses' and talks of the 'creative ecology' in terms of broader partnership opportunities with sectors outside the creative economy including the life sciences, health, and also local charities (p.12). Dundee's Music Strategy 2017-20 refers to the 'musicians, venue owners, management companies, producers, record labels, promoters, community groups, technicians, teachers, tutors, record stores, cultural organisations and public sector organisations' that are part of the city's music scene (2017, p.4). There is no direct reference to the creative economy, but the strategy talks of the music scene's connection with tourism and the local economy within Dundee.



Who is responsible for 'creative economy policy' in Dundee?

As discussed, Dundee City Council has demonstrated a commitment to culture led regeneration and community engagement since the late 1980s. Much of their interventions have been documented in policy reports and also discussed in academic literature. In 2011, the Director of Arts and Heritage at Dundee City Council created Leisure and Culture Dundee as an independent Scottish Charity with responsibility for the delivery of leisure, sports, library, information, and cultural services in Dundee City. The original purpose statement for Leisure and Culture Dundee outlines the range of responsibilities held by the organization alongside its management structure and relationship with the city council. Appendices 1a and 1b outline the organizational values which include commitments to 'service quality and excellence'; 'being empowered and accountable'; 'ensure equality and promote diversity' and 'to practice Corporate and Social Responsibility' (p.7). It also includes a statement of principles across their cultural services which are listed as:

- Provide high quality, consistent and customer focused access to cultural services and resources.
- Support, inspire and guide cultural services towards realizing their full potential.
- Recognize the talent, nurture and support staff and volunteers who work in cultural services.
- Provide and promote access to the cultural heritage of Dundee and Scotland.
- Provide information and venues to support and promote cultural and creative learning activities, improving people's quality of life.
- Work in partnership with other agencies, particularly Dundee City Council education, cultural service partners, voluntary and community groups, to offer cultural services to the public. (2011, p.8).

The principle to work in partnership with other agencies can be seen through Leisure and Culture's strategy of including local institutions such as the two HEIs and creative networks including Creative Dundee in their policy engagement and planning. As discussed, the establishment of the V&A Dundee in 2018 emerged from a collaboration between the

City Council, the two local HEIs and Scottish Enterprise. Creative Dundee was included in the 2014 bid for UK Capital of Culture and the 2016 bid to become the UK's first UNESCO city of design. As part of the UK Capital of Culture bid consultation process in 2013, Creative Dundee led on the development of an online platform 'WeDundee' which asked the question 'What's been surprising about your Dundee during these times?' In 2020, the platform was reopened with the question, 'Reimagine Dundee. What needs to happen next?' This public engagement

work carried out by Creative Dundee in partnership with Leisure and Culture Dundee has fed into the successful bid to become the UK's first UNESCO City of Design and also the 2020 Cultural Resilience document.

One of the strengths emphasized in the National Lottery Heritage Fund Final Evaluation Report of the V&A Dundee was the 'innovative partnership approach' and collaborative ethos between the key founding organisations: the V&A, Dundee City Council, the University of Dundee, Abertay University and Scottish Enterprise (2019, p.3). Thus, effective collaborations and partnerships between the local authority and wider city-based stakeholders is a recognised attribute of Dundee's cultural and creative policymaking.

How – and how much – 'creative economy' policy has been developed?

The local government and broader creative community of Dundee has demonstrated a historical commitment to developing creative economy policy in this city. This can be derived from an early approach of cultural regeneration in the late 1980s (McCarthy 1998) and a particular engagement in re-imaging the city's profile from key local councilors. The level of policy and evaluation documentation that relates to the creative economy illustrates how the discourse has evolved over the years and an invested interest in involving and engaging the wider community/communities in creative/cultural policy making processes. That said, Dundee's creative economy policy has, with some exceptions, been highly concentrated in the development of a Cultural Quarter in the 1990s and the long-term Waterfront development (McCarthy 1998, 2005). The opening of the V&A Dundee in 2018 signifies an example of 'successful' creative policy planning, in terms of the delivery and establishment of the institution and the successful first year of audience engagement. As discussed before, the construction of the V&A Dundee created a full time equivalent 696 jobs across construction, operations, and the wider visitor economy within the city (Eksogan Economic Impact Assessment 2020) attracting a total of 833,015 visitors in its first year. Despite the exceeding predicted visitor number and economic impact, it is still unclear how engaged the wider communities of Dundee are with the Waterfront development and how the impact of COVID-19 will affect the future cultural tourism strategy of Dundee's previous cultural and creative policies. The city-wide Covid-19 Recovery Plan discusses the significant financial impact of the pandemic on the local cultural and creative sector and specifically Leisure and Culture Dundee.

3.4. Thematic Review of Public Policy Documentation

3.4.1. Creative Economy Policy & Cultural Opportunity

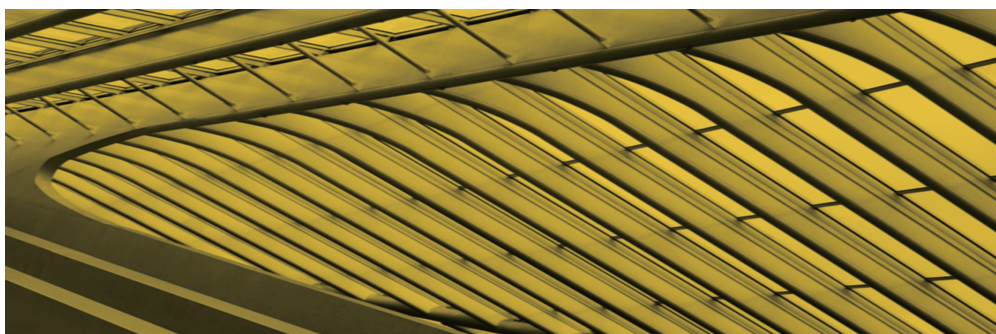
What are the aims of creative economy policy in Dundee? What does success look like?

As discussed in the review of both the available policy and academic literature, the Scottish City of Dundee has demonstrated a clear strategic commitment to culture-led regeneration. The term 'inclusive growth' is adopted to signify its commitment both to attracting talent to the city but also developing locally based residents in order to maintain its sustainability. The term 'creative economy' is not routinely adopted in this policy literature, in the broader regional development literature such as the Tay Cities Deal there is a focus on the 'knowledge economy' (2017, 2020) with the creative and cultural sector included alongside technology, eco-innovation, biomedical science, education and tourism as one of the growth sectors that can drive this policy. According to the Tay Cities Region Deal, success is built around this concept of 'inclusive growth' with three main goals for the region (p.10):

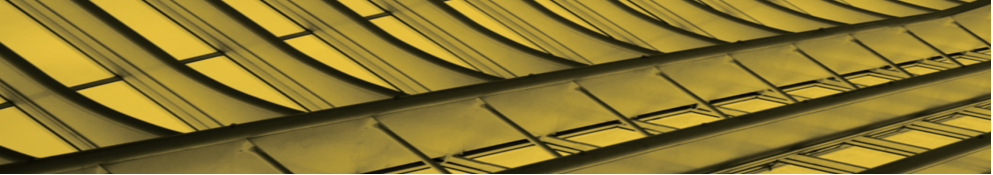
- Empower and promote inclusion - by ensuring that local people have the skills they need to succeed in the modern workplace and that growth is inclusive.
- Innovate and internationalize - by developing globally recognized clusters of academic and business excellence; and
- Connect - by improving physical and digital infrastructure.

What challenges and opportunities for creative economy in this location are identified?

The challenges and opportunities for the creative economy to develop in Dundee have been discussed throughout this document. As discussed earlier, Dundee has been commonly referred to as 'a tale of two cities' to indicate a gap between the culture-led



growth development around the Waterfront and the Cultural Quarter against the increasing levels of deprivation in the wider communities on the periphery of the city. Although the growth opportunities for the creative economy in Dundee have been identified and pursued by local government since the 1980s, there has been a noted failure to expand the benefits of this investment beyond the Waterfront and the West End.



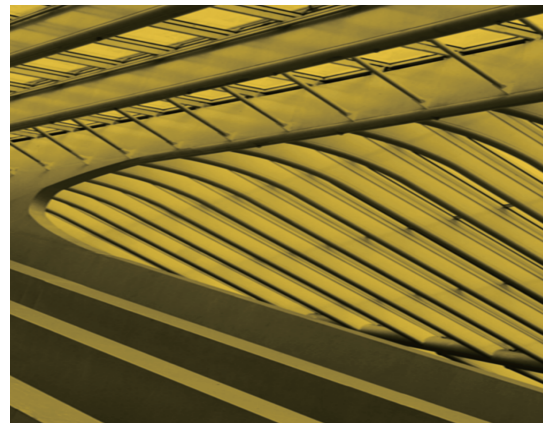
Research from the late 1990s/early 2000s (Illsley and McCarthy 1998, McCarthy 2005, 2006) demonstrates an interest in community engagement within local government urban planning however the strategy does not yet appear to have had a significant impact on the issues relating to multi-generational unemployment and high drug dependency within Dundee. The recent Tay Cities Region Deal (2020) includes a commitment to inclusive growth, but much of the investment within Dundee concentrates on institutions that are based in the West End and City Centre with little reflection on how this investment will create opportunities for those who have been hitherto excluded from cultural regeneration.

In addition, the increased focus on increasing tourism to the city as a means of economic development appears to be a precarious strategy following the impact of COVID-19 on Dundee's cultural and creative sector. As discussed in before, the Dundee Partnership developed the Cultural Resilience and Recovery Plan 2020-22 which summarized a series of interventions that the local Cultural sector would develop in response to the impact of COVID-19 on the city. These commitments were supported by the Cultural Agencies Network and Tourism Leadership Group. The framework sets out a series of proposed objectives and progress tracking linked to achieving these aims which include:

- comprehensive data collection and mapping of the sector's economic, environmental, educational, and wider social impact
- the development of a sector wide communication plan
- Publicly visible support for artists and creative practitioners.

There is a stated commitment to rebuilding audiences and continue to raise the profile of the city to achieve its tourist objectives.

One challenge that the report does not reflect upon is the direct impact of COVID-19 on creative and cultural practitioners, particularly those who are project-based, self-employed/freelance or part employed across a number of employment contracts. The Dundee Cultural Recovery report (England 2021) which examined the impact of the pandemic on both local institutions and the local freelance workforce found that Dundee-based Freelancers had been critically affected by the impact of the lockdown, with organizations cancelling contracts or postponing payment for work already agreed. The report states, "[w]hile this has severe consequences for individual freelancers, it also has a damaging effect on the wider sector and the workforce supply chain" (England 2021 p.6), which suggests that a key challenge for Dundee's creative economy post COVID-19 is the retention of local talent.



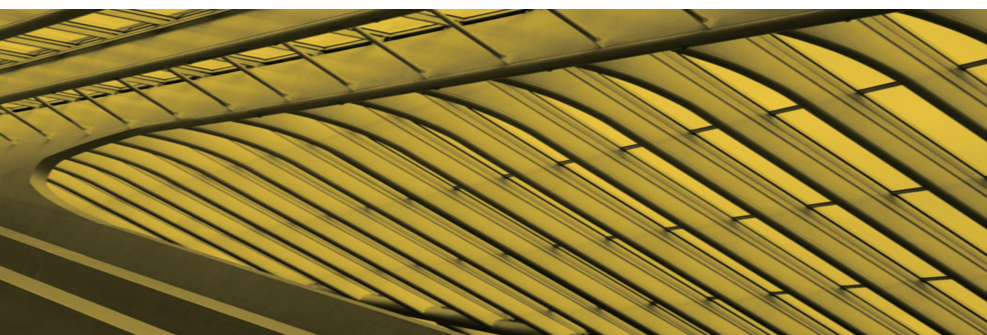
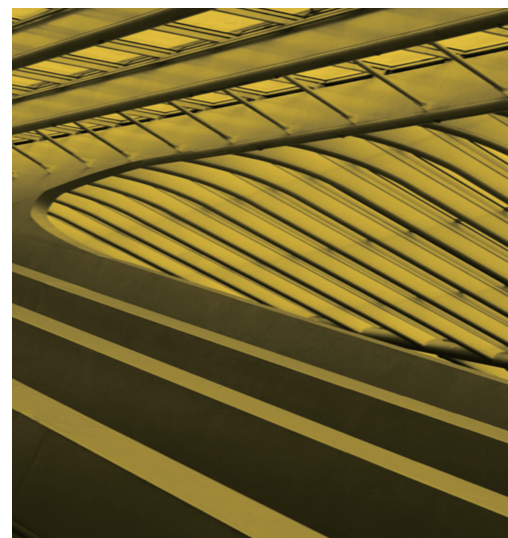
What opportunities for ‘aesthetic capability’ – opportunities to ‘participate’, to have cultural ‘experiences’, etc. – are identified within the documents and data?

The Cultural Strategy 2015-2025 states a vision of the city as a place where, ‘creativity and cultural richness supports the engagement, ambition, achievement, and wellbeing of its citizens’ (p.4).

Cultural participation in this document is identified as a right for citizens with a direct reflection on culture’s social value. There is a recognized desire to engage children and young people from across Dundee’s communities in cultural and creative activity. The report mentions the ASPIRE Dundee program as an excellent model that promotes greater access to high quality arts immersion activities for children and families in schools and communities across the city.

Who is involved in the creative economy? (What kinds of activities / projects, organizations, and people are understood as being involved in the creative economy?)

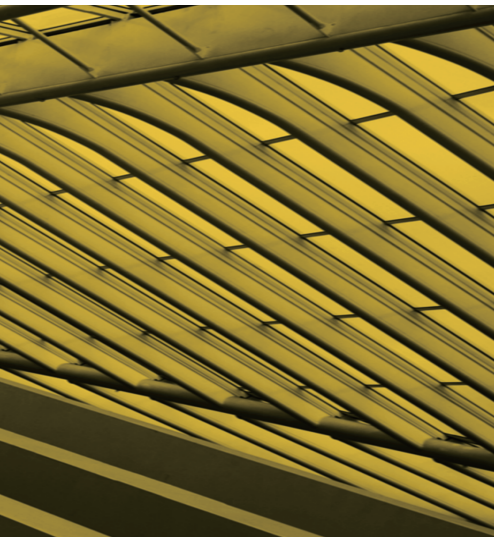
As previously discussed, Dundee has developed a sustained interest in local cultural development, culminating in the 30-year Waterfront development which included the development of the V&A Dundee, the designated Cultural Quarter, the successful bid to be UNESCO City of Design in 2014 and a series of unsuccessful bids to both the UK City of Culture 2013, 2025. There is an expansive focus in the Tay Cities Region Deal (2017, 2020) to include investment in the creative economy alongside wider regional investment in technology, data innovation, engineering, biomedical sciences, and eco-innovation. The link to the creative economy is intertwined with Dundee’s strategic plan to increase tourism. As mentioned, tourism and local tourist businesses within hospitality, including food and drink are included as a key part of the regional development strategy alongside finding employment opportunities to retain young talent that are attracted to the city via the two main HEIs. Within that, creative businesses are described across the portfolio of organizations, companies, institutions that make up the knowledge-based economies that are a major part of Dundee’s economic development strategy. There is mention of University Spinouts and SMEs, but little reference to specific sole traders or the self-employed freelance community that contribute to Dundee’s creative economy. There is very little reference to entrepreneurs other than a desire to attract more entrepreneurs to the city, with little clarification of what that term means.



Who is involved in creative economy policymaking? And what processes are in place for developing creative economy policy and data?

As discussed, Dundee City Council has demonstrated a commitment to culture-led regeneration and community engagement since the late 1980s. There is also a sustained commitment to involving local communities in policymaking, conducted via the Dundee Partnership.

Creative economy policy making is largely manifested through Leisure and Culture Dundee. Leisure and Culture Dundee has developed a relationship with the local network Creative Dundee who have developed a city-wide approach to engagement through their public events programme and the creation of the online platform 'WeDundee'. Creative Dundee initiated the 2017-2021 Creative Industries strategy on behalf of the Dundee Partnership and the organization is included in many of the regional policy documents including the Tay Cities Deal and the Local Tourism Development Group.



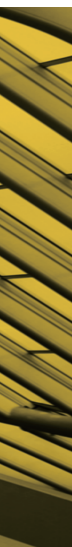
The city's Dundee's Cultural Agencies Network describes itself as a collaborative, openly accessible network for people working across the city's cultural sector (Dundee-CAN) and includes representatives from the major cultural and creative institutions based within the city. Dundee CAN have led on the COVID-19 Culture Resilience and Recovery Plan 2020-22 in collaboration with the Dundee Partnership.

Is there any indication of how local / municipal / regional creative economy policy in this location relates to national policy?

Dundee was the first local authority in Scotland to adopt a local cultural strategy following the publication of the National Cultural Strategy for Scotland (Scottish Executive, 2000 in McCarthy 2005, p.284). The recent Tay Cities Region Deal (2020) is part funded by both the Scottish and UK Government.

3.4.2. Creative Business Development & Entrepreneurship

Is there any strategy for creative businesses / entrepreneurship / self-employment for the city? Or is there a business / entrepreneurship development strategy for the city and any specific reference to creative business / entrepreneurship within it?

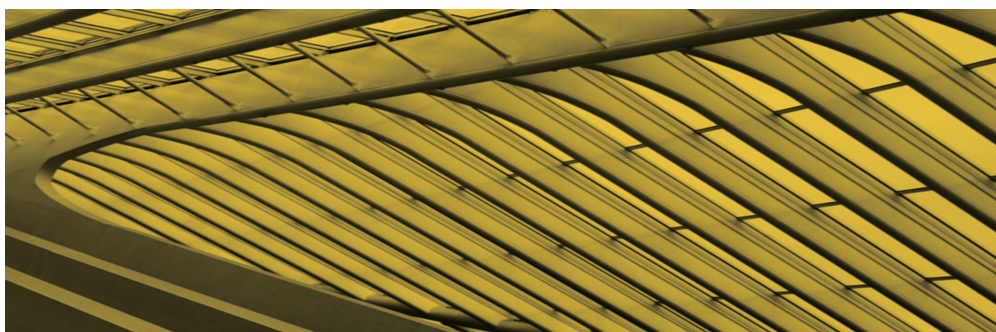


Much of the policy literature on the creative economy in Dundee points to the tourist sector and its interconnection with the cultural regeneration policy in relation to the wider plans for increased employment and business growth.

The Dundee City Plan (2017) refers to the 'benefits' associated with Dundee's respective bids to become the UK City of Culture, UNESCO City of Dundee and the planned bid to become European Capital of Culture in 2023 through the 'potential to grow the visitor economy and create employment opportunities in new and existing tourism related businesses' (p.21). The Waterfront development is mentioned as a key priority in relation to improving employability through the development of business including hotels, office suites, leisure facilities and co-working spaces.

A document produced by Dundee City Council in 2017, Dundee Culture and Creative Business Opportunities Guide, provides a clear outline for how local businesses in the hospitality and catering sector can capitalise on the opportunities to increase business revenue through the cultural regeneration of the city. The opening line of the document states that, 'Tourism is key to the economic development of Dundee'

(2017, p.2). The document outlines the value of the cultural and creative development in the city, describes concepts such as 'cultural tourism' and 'creative tourism' as drivers of growth and provides a series of practical interventions that businesses can deploy to



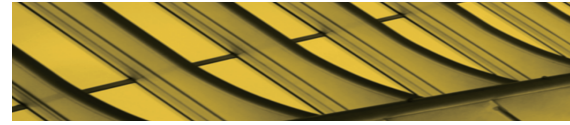
increase their business model, using data from the organisation Visit Scotland on tourist patterns and how they relate to the offer in Dundee. The document also introduces the 'Xplore Dundee App', a tool to help connect visitors and tourists to the city to the various cultural and creative activities.

There are further council led marketing initiatives, documents, branding information and tools that are available through the Dundee Tourism Partnership (D-TAG).

Are businesses / entrepreneurship included in policy discussions of the creative economy? If so, how?

Dundee has a Tourism Leadership Steering group that was established in 2019 supported by the City Council, responsible for driving the Tourism Strategy via the Dundee Tourism Partnership (D-TAG). The group comprises of representatives from Dundee Leisure and Culture, Dundee Heritage Trust, Cultural institutions including the V&A, the DCA, the Creative Dundee network and includes businesses including the Malmaison Hotel, Xplore Dundee, Visit Scotland, DD Tours, Henry's Tours and a local brewery, St. Andrews Brewing Company.

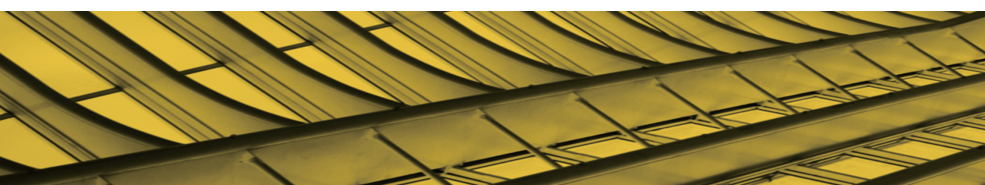
As previously discussed, Dundee has developed a strategic culture-led regeneration approach to urban development, a strategy that emerged following the creation of the Dundee Plan, later Dundee Partnership, in the 1980s (Di Domenico and Di Domenico 2007). The 30- year Waterfront development plan has been in development since the 1984 development brief was submitted by the then Scottish Development Agency (SDA) (McCarthy 1998). Dundee's entire regional development plan is based around the development of its knowledge-based economy as discussed in both the Dundee City Plan and the broader Tay Cities Deal. There are many references to encouraging business growth and increased international trade within both documents, with a specific focus on the following sectors (p.41):

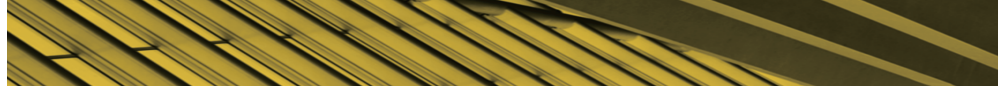


- Tourism
- Creative Industries
- Food & Drink
- Eco Innovation
- Digital Innovation
- BioMedical Innovation
- Health and Care
- Oil and Gas Decommissioning
- Engineering

In order to develop these sectors, the deal outlines a series of investments including:

- The development of 10 new tourist attractions across the region including the Dundee Marina.
- The Unicorn Centre, a 'multi use building' to house H.M. Frigate Unicorn (p.69).
- Discovery Point refurbishment.
- The Comic Centre.
- Studio Dundee (co-working space).
- Studiotel, described as 'a unique 140 bed stay-and-work, near-market, digital interactive content production studio with a blockchain enabled trust centre and a catalyser programme developing creative talent' (p.73).
- West Ward Works Creative Hub.
- The Scottish Games Centre.





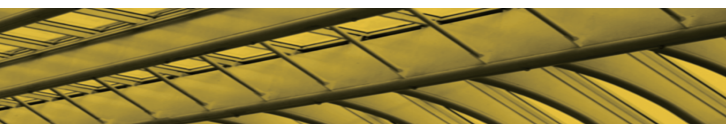
- The cyberQuarter for research in Cybersecurity (p.78).

Are there any discussions or recommendations for attracting creative businesses / entrepreneurship to the area?

As discussed, there is a clear commitment in the Tay Cities Deal to invest in providing workspaces and facilities to attract creative businesses and entrepreneurs to the area. The policy literature relates the growth opportunity to the two main HEIs the University of Dundee and Abertay University for the spinouts and accelerator programmes. There is also a stated commitment to developing local talent. This is re-iterated in the Cultural Strategy, ensuring that a series of interventions such as the ASPIRE programme, Comic School, Optimistic Sound, the creation of Youth Arts Hubs, and local programmes aimed especially at teenagers alongside Open Dundee events, and free exhibition spaces will minimize barriers to accessing cultural activity and ensure that an increased number of local Dundonians have access to and can develop within the creative economy (p.25).

Are there any challenges / opportunities in relation to creative businesses / entrepreneurship in general?

Dundee's Creative Industries strategy 2017-2021, a document that was developed by the network organisation Creative Dundee through a series of stakeholder events with local creative and cultural workers and students, refers to a series of challenges that relate to the local creative economy. The document refers to Dundee's strong national and international links, but that more awareness raising is needed, along with encouragement of the value and benefits of working with external partners to see increased benefit from these networks (p.12). Another challenge the document refers to is the lack of available space for creative and cultural work, across production, exhibition and sales. The report states:



“There is a need in the city for both temporary suitable spaces (for making, performing, exhibiting and selling work) and mixed purpose, alternative spaces (for experimentation and the development of new collaborations). Both the creative and property sectors could benefit from greater communication and understanding through regular meetings and events to develop new strategies which tackle common challenges of empty and under used spaces.” (p.15).

How are creative businesses / entrepreneurship described, imagined or referenced in these documents?

The available policy documents make a distinction between creative and cultural organizations' which tend to relate to the established institutions in the city such as the DCA, the Dundee Rep and the V&A and the creative industries which relates to the growing gaming and technology sector. As mentioned, tourism and local tourist businesses within hospitality, including food and drink are included as a key part of the city's development strategy alongside finding employment

opportunities to retain young talent that are attracted to the city via the two main HEIs. Within that, creative businesses are described across the portfolio of organizations, companies and institutions that make up the knowledge-based economies that are a major part of Dundee's economic development strategy. There is mention of university spinouts and SMEs, but little reference to specific sole traders or the self-employed freelance community that contribute to Dundee's creative economy. There is very little reference to entrepreneurs other than a desire to attract more entrepreneurs to the city, with little clarification of what that term means.

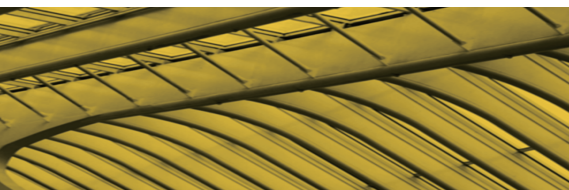
3.4.3. Higher Education & Creative Workers

Is there a creative Higher Education strategy for Dundee? Or is there a Higher Education strategy that includes any specific reference to creative Higher Education within it?

Dundee City Council does not have a specific HE strategy for the city, but Higher Education is factored into many of the wider regional policy documents. As stated, both the Tay Cities Deal (2017) and the Dundee City plan (2017), share the ambition to make the region 'one of the most productive knowledge-led economies in Europe' (p.17) following a policy of 'inclusive growth' which in this context refers to 'raising productivity, closing the jobs gap and reducing unemployment. As discussed, Dundee has higher than average levels of unemployment within Scotland and much of the city's cultural and creative policy documentation has referred to creating further employment opportunities through growth sectors in the creative, cultural and tourism sector:

"In the Tay Cities economic region there are over 1500 creative industry businesses employing over 8,500 people and generating GVA exceeding £120m. Full implementation of the region's strategy for creative industries would see a step change in the development of an eco-system maximising the potential offered by business models ranging across commercialisation, cooperation and collaboration." (Tay Cities Deal, 2017 p.43).

The reputation for expertise in digital media, entrepreneurship through Abertay University and the legacy of the Duncan and Jordanstone College of Art and Design, known as 'DJCAD' places HEIs as critical factors for attracting students to the area and each of the HEIs have produced their own strategy documents linked to inclusive recruitment through contextual offers for locally based students and wider engagement with local schools and cultural institutions (Abertay Stem Strategy 2017-20). University spinouts from centres such as the University of Dundee's Centre for Entrepreneurship are mentioned as important from devel-



oping future employment opportunities.

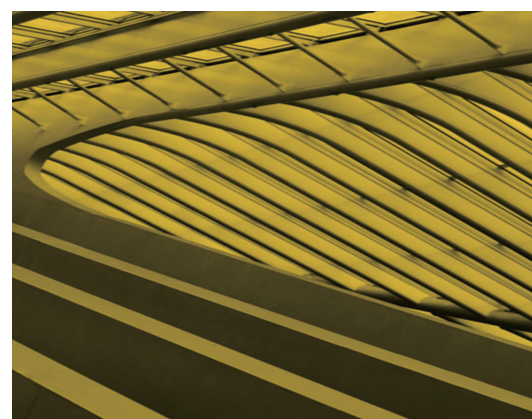
Are HEIs included in policy discussions of the creative economy? If so, how?

HEIs are recognized in the policy literature as a particular strength for the city, with a high student population across the two universities and the Further Education college. The particular draw of creative related subjects including computer games technology, and the visual arts offered at Abertay University and the University of Dundee respectively are referred to in a number of policy documents include the Tay cities Deal (2017), The Cultural Strategy 2015-25, the Creative Industries strategy (2017) and the Economic and Social Impact of Dundee's Cultural Strategy and Action Plan Final Report (2018). All three HEIs in Dundee are represented on the Joint Committee for the Tay Cities Deal and the university and college Principals from HEIs across the region (including Perth, Angus and North Fife) are part of a regional Higher and Further Education Forum.

The Cultural Strategy states a commitment to give, 'all children a creative education and a sense of cultural ambition' (p.4) as a one of its main commitments, and there is a focus on the cultural rights of children to enjoy and experience a range of cultural opportunities with an aim to engage with programmes that relate to younger children. Organizations including the ASPIRE programme, Comic School, Optimistic Sound, the creation of Youth Arts Hubs are mentioned in the strategy (p.25). The strategy discusses how the sustainability of the cultural sector can be strengthened by developing local young people into these roles and that alongside actions that work to attract talent to the area there is a focus on nurturing local creative producers and promoters that 'become the City's natural successors as its cultural leaders' (p.13).

The Creative Industries strategy (2017) refers to the 'fragility' of the creative economy in Dundee (p.15) and points to a lifelong multi-generational engagement approach in the action plan under the heading 'Making Creativity Sustainable'. The report illustrates the absence of a sustainable infrastructure for the creative economy through an absence of suitable spaces and jobs for student retention post-graduation.

This is reflected in the population data of Dundee which indicates a sudden drop in the population from the 30+ age demographic (Dundee City Economic Profile 2016). Part of the CI strategy objective relates to developing city-wide mentoring, internships, apprenticeships to be conducted in partnership with the three main HEIs.



Are there specific discussions or recommendations for attracting students to the area to study creative subjects?

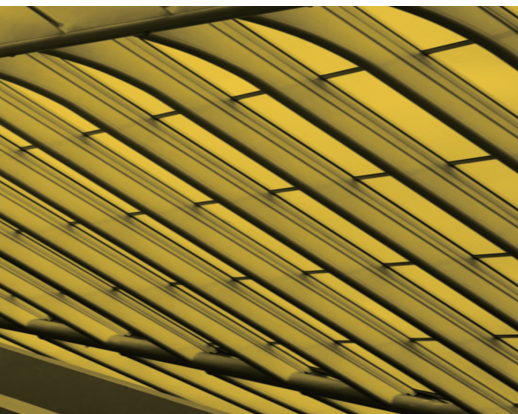
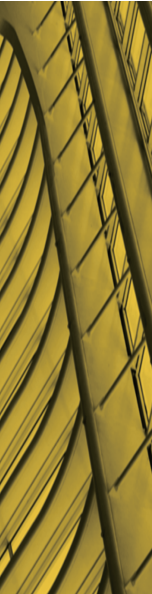
Dundee attracts a high number of students to the city. According to the Dundee City Economic profile (2016) Dundee accounts for 2.8 per cent of the Scottish population but 8.5 per cent of Scotland's University Students attend university in Dundee. Dundee has approximately the same student population as Aberdeen but is a much smaller city. As discussed, alongside a reputation for the life sciences and medicine, Dundee is known across Scotland for its creative Higher Education strengths. Abertay University was the first ever HEI to introduce a computer games degree programme in 1997 and the expertise in Visual Arts, Design, Printmaking, Entrepreneurship attract a high of number of students to the city across the two main universities.

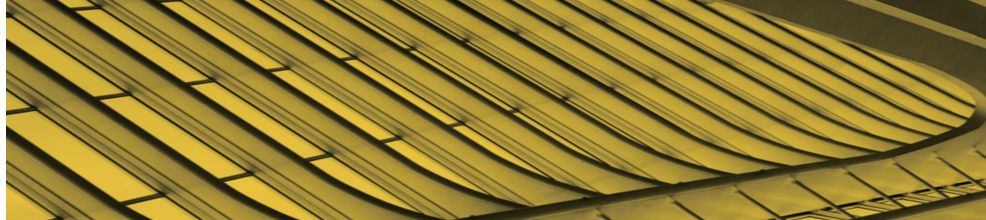
How are creative / cultural workers described, imagined, or referenced in these documents?

The policy literature draws on the language of 'creative community' and 'creative practitioners'. As discussed, the wider regional strategy has a specific objective to develop the 'knowledge-led' economy and the identification of the cultural and creative sector as an opportunity for 'inclusive growth' is a key aim for the Tay Cities deal (2017, 2021) and there is a specific mention of supporting 'designers' in relation to the opportunities enabled through the UNESCO City of Design award (Creative Industries 2017). A report by Mullen et al 2019 on the data measurements of the Games sector in Scotland includes a reflection on the absence of reliable data monitoring systems at the national level to adequately capture the number of Games jobs in the country with Dundee mentioned as one of two major Scottish games clusters alongside Edinburgh. There is one reference to freelancers in the National Lottery Heritage Fund Final Evaluation Report (2019) in relation to the impact of freelance designers including videogame designers, milliners, interior designers and architects on the promotion of design education and design-led thinking within the V&A Dundee. The report references that 20 freelancers work with the museum across the learning programme (2019, p.149) but this is the only mention of freelance/project-based labour and it is not clear if these 20 roles are included in the 696 jobs mentioned in the economic impact report (Ekosgen, 2020).

Despite having a focus on creating future jobs there is little about the quality of current jobs for creative/cultural workers in the region.

As discussed, despite a commitment to providing opportunities for increasing creative businesses and work in the city and the need to both nurture local talent through the inclusive growth strategy as well as attract international talent through increased cultural tourism and international students there is little discussion on the quality of work for creative practitioners and this remains an area for potential analysis.





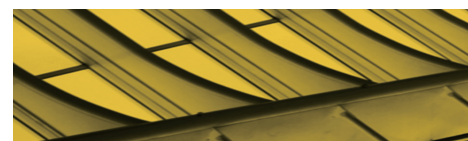
Do these policy documents include input from the creative/cultural workforce? If so, whose voices are included?

There is significant input from the main cultural and creative institutions within the local policy documents. The Economic and Social Impact of Dundee's Cultural Strategy and Action Plan Final Report (2018) lists the main cultural institutions based in Dundee that contributed to their analysis

- Leisure & Culture Dundee
- Dundee Contemporary Arts
- Dundee Heritage Trust
- Dundee Rep – Scottish Dance Theatre and the Dundee Repertory Theatre
- Place Partnership
- Creative Dundee
- UNESCO City of Dundee
- Dundee Science Centre
- The V&A Dundee
- Abertay University
- University of Dundee
- Dundee and Angus College

The Creative Industries Strategy (2017) was led by the creative network organisation Creative Dundee and developed following a series of stakeholder engagements with creative/cultural workers, students, businesses, and organisations based in the city. It involved local creative businesses through a project called 'Fabric Dundee' and Creative Dundee hosted a series of bi-monthly meetings from November 2015 alongside a series of public consultations on needs and challenges around the city. As previously mentioned, Dundee City Council has a history of community engagement and participation in its policy making and Creative Dundee as a connecting network has been included in a number of the public consultations from the 2013 UK City of Culture bid to the Cultural Strategy 2015-25 and the Cultural Resilience and Recovery Plan 2020-22 which included other institutions. One group that is not visible in policy literature is the self-employed/freelance workforce in Dundee. There is little employment data on the number of self-employed creative workers in the city and so hard to report on how much they contribute to the city. The recent Dundee Cultural Recovery (England 2021) included a discussion of the impact of lockdown on freelancers based in the city through their inclusion in the research project.

The findings illustrate that freelancers in Dundee city precariously employed prior to COVID-19, were not offered initial support from many of the organisations or businesses that they had previously been employed by and struggled to get sufficient support through national funding support models. As a result, many were either considering or had already left the sector, raising a concern over the sustainability of the future cultural ecosystem of Dundee (England 2021).



How is community engagement with creativity described, imagined, referenced? (Are community members referred to as constituents, audiences, creators, etc? Are there any specific groups that are mentioned or excluded?)

The Cultural Strategy 2015-2025 talks of a 'city-wide' infrastructure for creativity and the various creative networks that have evolved from grassroots collectives are celebrated as a particular asset that engages the wider communities across Dundee. The Creative Dundee Pecha Kucha nights are described in the Cultural Strategy as another method that engages a number of different organisations and communities across the city. In additions, the establishment of Leisure & Culture Dundee is recognised as playing a pivotal role in managing and providing cultural services in the city, while maintaining and servicing various networks in the City (p.10).

The Creative Industries (2017) strategy uses the language of an 'ecology' in relation to connecting with other sectors to support the sustainability of the sector.

The Economic and Social Impact of Dundee's Cultural Strategy and Action Plan Final Report, 2018 refers to volunteering opportunities created via the creative and cultural sectors as a means to engage with 'particular' groups.

Do these policy documents draw on a wide range of community voices in the process of policy planning? (e.g. through a formal process of consultation?)

As discussed, in terms of creative policy making, a consultation process was applied to the Creative Industries report (2017) with a wider engagement involved in the UK City of Culture and UNESCO City of Design bids through the WeDundee platform.

4. Conclusions

4.1. Headline Findings from the Preceding Analysis

Dundee is of interest to the DISCE project for a number of reasons, including the city's strategic engagement with cultural-led development and community wide engagement that has been discussed in this document. The sustained commitment to long-term culture-led regeneration makes the city a rich case study for DISCE's purposes, with the opportunity to examine the policy- interventions that have developed, as well as to investigate the wider cultural eco-system and how it has been influenced by those interventions.

The city has a broad and diverse range of 'assets' for the development of a creative economy, including an established art-school, two prominent academic institutions with a commitment to creative-based courses across the arts, culture, gaming, technology and design. The local network Creative Dundee is a particularly interesting asset for the development of creative economy in the city, deliberately supporting wider communication and relationship-building within Dundee's creative industries, and between the creative industries and other parts of the overall cultural ecosystem. The challenges that Dundee face include sustained limitations on how far all communities across Dundee have been part of strategic planning processes, including cultural planning process – and particularly those communities that live in areas of multiple deprivation., This raises questions about the extent to which Dundee's creative economy can currently be understood as 'inclusive' and 'sustainable'. The research conducted through the DISCE project – including our fieldwork interviews – is enabling a reflective investigation into these questions. Through this research it will be possible to further identify which aspects of Dundee's creative economy are inclusive and sustainable, and which aspects need to be developed further in order to be so.

These issues will be discussed further in future DISCE research outputs., To follow the DISCE project and keep up to date with our research outputs, please see out project website, <https://disce.eu/>, where you can sign up to our mailing list.

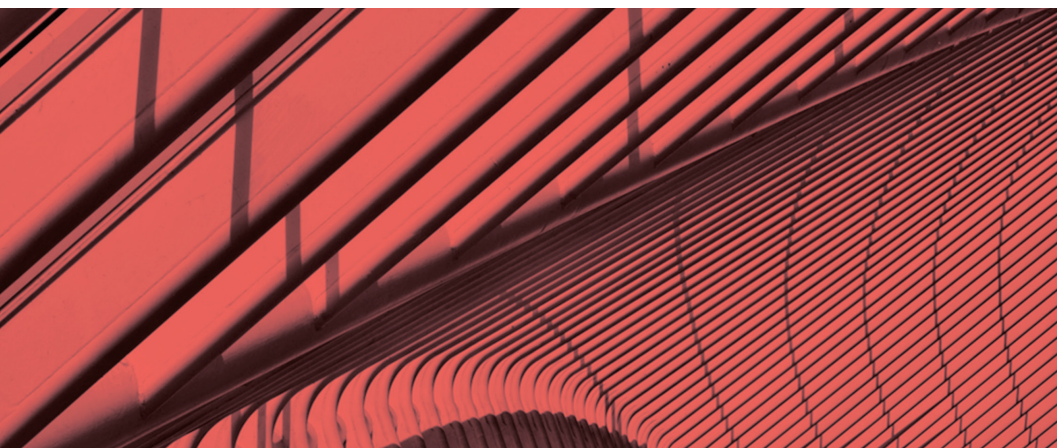
4.2 DISCE's Approach & Next Steps

The preceding review of existing studies, policy documentation and data provides an important analysis of how creative economy is currently imagined and managed / governed within this city.

DISCE's ecological case study research is generating new insights into the creative economy in this location, with detailed empirical findings, conceptual innovations, and policy recommendations to be published at the end of the project. Our approach deliberately challenges and expands prevailing accounts of creative economy, offering new approaches for supporting creative economies to develop inclusively and sustainably.

We have conducted 32 semi-structured interviews with a deliberately wide range of people involved in the creative economy in the city and an additional two focus groups with students from the University of Dundee and Abertay University. Participants range from representatives from the local government, local creative and cultural institutions, local creative businesses including a design studio, a gaming company, a local charity worker from a youth engagement programme, a local co-operative, a women's focused charity, a community organiser, educational practitioners, and a range of individual creative practitioners including visual artists, sculptors, and designers.

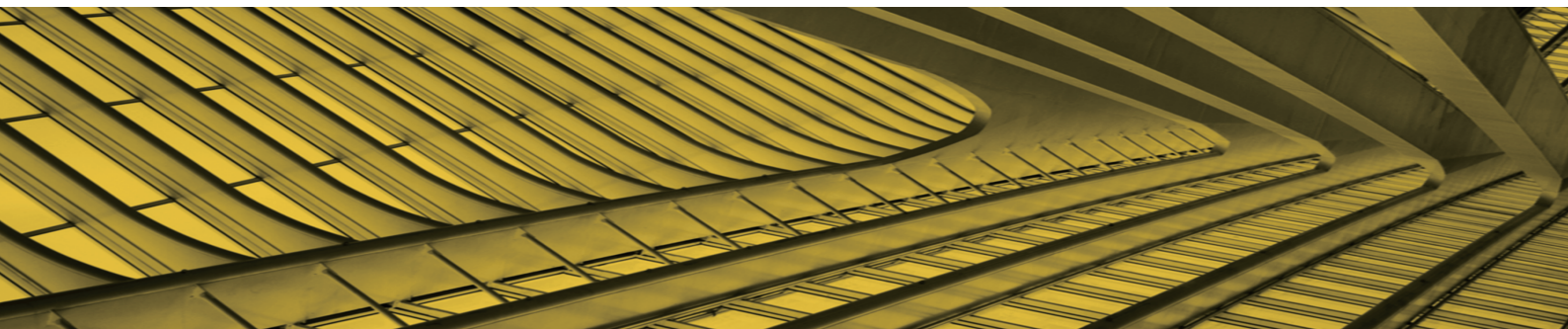
To read more on DISCE's ecological approach, please see DISCE publications including our case study framework (2019) and first policy briefing (2020).



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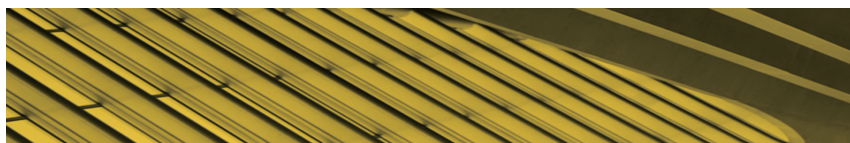
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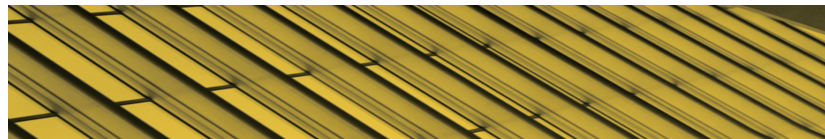
Appendices

Appendix 1 – List of policy documents with bibliographical details and key arguments

Publication	What the paper is about	Key arguments	DISCE keywords
White, N. (2017) Abertay Stem Strategy 2017-2020. Abertay University. Available at: https://www.abertay.ac.uk/media/6998/stem-strategy-2017-20.pdf [accessed 1st June 2021].	Feeds into the wider Scottish Government discourse on developing STEM (Science, Technology, Engineering and Mathematics) skills and capabilities for growth of the Scottish economy.	Abertay are developing their connections with local schools and wider cultural/creative organisations in the area as part of the drive to develop talent and relevant skills for the predicted demand for STEM related jobs in the area.	'creative industries'.
Cult-Create INTERREG Europe (2021) 'Action Plan for Dundee City Council. Cultural and Creative Industries (CCIs) contribution to Cultural and Creative Tourism (CCT) in Europe' Available at: https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1621076450.pdf [accessed 1st June 2021].	The Cult-CreaTE project deploys Cultural and Creative Industries (CCIs) for the development and promotion of Cultural and Creative Tourism (CCT) strategies. This report reflects on the impact of COVID-19 on tourism and hospitality in Dundee and the need to rethink the cultural tourism strategy. Outlines the tourism targets post COVID-19.	This document outlines how culture and the creative industries in Dundee are key 'connectors' for the regional tourism strategy. Tourism was a key factor of the cultural regeneration strategy and Regional Economic strategy and the document outlines the challenges for tourism in the area pre-pandemic and the need to address those challenges as part of the cultural recovery.	'culture and creative industries CCIs'; 'creative tourism'; 'cultural regeneration';
Ekosgen (2017) Creative Graduate and Innovation: Overview Report. Report for Scottish Funding Council October 2017. Available at: http://www.sfc.ac.uk/web/FILES/ReportsandPublications/Creative_Graduates_and_Innovation.pdf [accessed 1st June 2021].	Report produced by Ekosgen, Economic and Social Development Consultants, commissioned by the Scottish Government into the development of 'creative courses' at the HE, FE and Modern Apprenticeship level to support the development of the creative industries sector	Scotland wide with some data on Dundee HEIs. Argue for the need of more large scale longitudinal graduate surveys. Considered the decrease in funding at the FE level as a barrier to access.	'creative industries'; 'innovation'; 'entrepreneurship'; 'technological innovation'



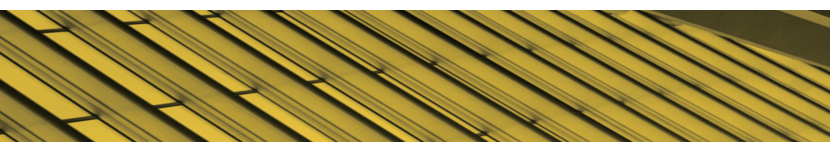
<p>Dundee City Council (2017) Dundee City Plan 2017 – 2026. Available at: City Plan for Dundee 2017-2026 Dundee City Council [accessed 1st June 2021].</p>	<p>Dundee's Local Outcome Improvement Plan, developed following city-wide community consultation through the 'Engage Dundee' programme. Document summarises the City Councils vision for sustainable growth and strategic priorities with actions and outcomes.</p>	<p>Strategic priorities - Fair Work and Enterprise; Children and Families; Health, Care and Wellbeing; Community Safety and Justice; and Building Strong and Empowered Communities. Aligns with wider Scottish Government creating inclusive growth and reducing inequalities priority. Cultural Development is understood in this document as opportunities to grow the visitor economy and create employment opportunities in new and existing tourism related businesses</p>	<p>'cultural development'.</p>
<p>Circle Squared – The Dundee Cultural Pathfinder Report, 2008. Available at: https://www.dundeecity.gov.uk/dundeecity/uploaded_publications/publication_1093.pdf [accessed 10 Jan 2020].</p>	<p>Action research study undertaken in 2007 by independent consultants into the notion of culture that exists in neighbourhoods in the West/North-West of Dundee City. Study also sought to work with range of cultural agencies to promote and increase access to cultural opportunities through participatory research.</p>	<p>The project aimed to establish a limited baseline of the current cultural trends in the target areas and understand the notion of culture that existed amongst area stakeholders. It also sought to raise awareness amongst stakeholders on the cultural opportunities available and record some of initial impacts of participation amongst those taking part.</p>	<p>Talk of 'culture'; 'cultural development'; 'cultural planning' which adopts the term 'cultural resources'.</p>

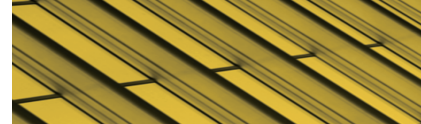


<p>Dundee City Council (2015) The Dundee Cultural Strategy and Action plan 2015-2025. Available at: http://www.leisureandculturedundee.com/sites/default/files/duncultstrat20152025.pdf [accessed 10 January 2020].</p>	<p>Dundee's latest cultural strategy, builds on the previous strategies (since 1994) with a commitment to develop effective pathways that enable all citizens of Dundee to 'make the most of their abilities within the cultural and creative industries'.</p>	<p>Built around priorities of:</p> <ul style="list-style-type: none"> - Providing all local children with a creative education and a sense of cultural ambition - supporting the City's professional and non-professional creative sectors - ensuring the highest standards for the City's built and designed environment - ensuring the City's cultural heritage has a place in its future - promoting the culture of City (p.4) <p>Includes an action plan with a list of aims, schedule main and supporting partners.</p>	<p>'creative economy', 'creative city', 'sustainable local ambition', 'cultural ecosystem', 'cultural and creative communities.'</p>
<p>Creative Dundee (2017) Dundee Creative Industries Strategy 2017-2021. Available at: https://dundeecreates.creativeundee.com/ [accessed 10 January 2020].</p>	<p>The first specifically 'creative industries' strategy, led by the organization Creative Dundee based on a series of workshops and consultation with the city's wider creative sector. The report outlines three areas in relation to the creative industries that are related to questions of accessibility, wider collaborations and unlocking future potential.</p>	<p>Strategy to ensure the development of the creative economy in the city by increasing support for existing local creative industries and broaden the ecology out to other sectors in the city. Also think about future sustainability of the economy and the link between education and skills. Also considers available spaces and finding ways to share space and resources.</p>	<p>'creative industries'; 'ecology'; 'creative ecology'; 'creative economy'.</p>
<p>Leisure and Culture Dundee (2017) Dundee Music Strategy 2017-2020. Available at: http://www.leisureandculturedundee.com/sites/default/files/DundeeMusicStrategy.pdf [accessed 1st November 2021].</p>	<p>The Dundee Music Strategy emerged following the Cultural Strategy 2015-2025 and prior to the Creative Industries Strategy 2017-2021. Funded by Leisure and Culture Dundee, the strategy is based on a survey and series of public consultation events concerning the issues around music venues and issues for live performers in the city.</p>	<p>Provides a series of recommendations to develop the opportunities for live music performers in the city.</p>	<p>'music scene'; 'culture'; 'cultural sector'.</p>

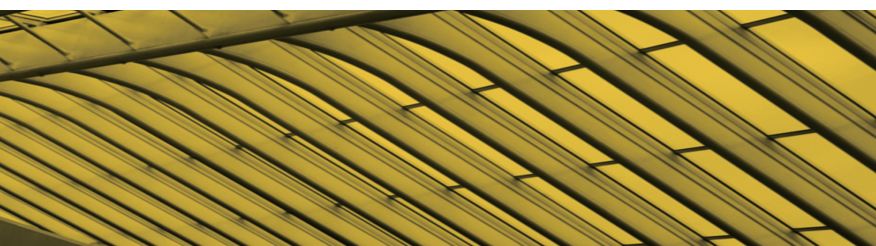


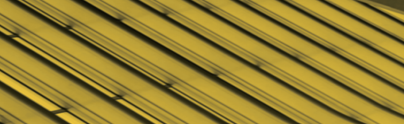
Dundee Partnership (2021) Dundee Partnership's Culture Resilience and Recovery Plan 2020-2022. Provided via personal communication	Recovery plan reflects on the impact of COVID-19 on the 2015-25 Cultural Strategy.	Report is designed around three aims: 1. Make the case for culture. 2. Enable sustainable recovery and 3. Drive audience return. The report summarizes some of the issues that have affected the business model of local creative/cultural institutions and businesses and the plans for recovery.	'creative industries'; 'cultural sector'; 'creative practitioners'; 'cultural sector'; 'entrepreneur'.
Ekosgen (2018) Economic and Social Impact of Dundee's Cultural Strategy and Action Plan Final Report. Available at: Economic and Social Impact of Dundee's Cultural Strategy and Action Plan Final Report'. Available at: https://www.evaluationsonline.org.uk/evaluations/Documents/do?action=download&id=886&ui=basic [Accessed 1 June 2021].	Impact assessment of the Dundee Cultural Strategy and Action Plan 2015-25 conducted in 2017 with 14 organisations that engaged in delivering cultural activity aligned to the Cultural Strategy and Action Plan. Provides details on employment in Dundee's creative and cultural sector, tourism, local cultural participation in the creative/cultural events and a break down of audience data on the 14 participating institutions.	The overall aim was to quantify the economic and social value of the Creative and Cultural sector in Dundee. Measures the economic and social impacts of cultural activity as well as the direct and indirect financial impact of Dundee's cultural organisations 2016/17.	'cultural organisations'; 'creative industries'; 'creative and cultural sector'; 'cultural participation'; 'visitor economy'; 'entrepreneurship'.
Mullen, H., Barr, M., and Mason, C, (2019) Data provision in the games industry in Scotland. Final Report Produced for Creative Scotland. The University of Glasgow. Available at: http://eprints.gla.ac.uk/191900/ [accessed 1 st June 2021].	Project initiated to explore data-related issues in Scotland's games industry, particularly issues on the accuracy, availability and relevance of data about the games industry in Scotland.	Calls for more robust mechanisms to measure both employment and value generated by the Scottish games sector. Provides a series of recommendations on how to redesign data gathering suggests developing, 'an industry ecosystem approach' (2019, p.38)	'creative industries'; 'innovation'; 'ecosystem'; 'ecology'.





<p>The Tay Cities Deal (2017) Available at: https://www.taycities.co.uk/sites/default/files/tay_cities_deal.pdf [accessed 1st June 2021].</p>	<p>Document outlines the proposed developments in the Tay area which includes Angus, Dundee, Perth & Kinross and North-East Fife. It outlines the proposed investment into local areas for economic growth, creative industries is a key part of the strategy as one of the main growth opportunities.</p>	<p>The deal is defined as a 'once in a generation opportunity to deliver transformational change for the people, businesses and future economic prosperity' of the Tay area. Base their vision of 'inclusive growth' around</p> <ul style="list-style-type: none"> • Inclusive Tay – ensuring fairer economic growth • Innovative Tay – ensuring smarter, more competitive growth • International Tay – growing trade and investment and developing our brand <p>Connected Tay – investing in supporting infrastructure to improve workforce mobility and business competitiveness (34)</p>	<p>'creative economy'; 'creative spaces'; 'inclusion'</p>
<p>Deal Document. Tay Cities Region Deal (2020) Available at tay_cities_deal_doc_feb_8.pdf [taycities.co.uk] [accessed 1st September 2021].</p>	<p>The signed agreement to the Tay Cities Deal. The Scottish Government and the UK Government agreed to each invest up to £150 million in the Tay Cities Region Deal. Projects that have been awarded funding within Dundee include:</p> <ul style="list-style-type: none"> - The cyberQuarter - Just Tech - Studio Dundee <p>The Regional Culture & Tourism Investment Programme.</p>	<p>See above.</p>	<p>'creative industries'; 'entrepreneurial'.</p>
<p>Dundee City Council (2017) Culture and Creative Business Opportunities Guide. Available at: cultureandcreativeguide.pdf (d-tag.co.uk) [accessed 1st June 2021].</p>	<p>Document developed by the Dundee Tourism Action Group (D-TAG) that links the city's tourism strategy to creative economy as a driver of cultural tourism.</p>	<p>Guide designed to help local businesses prepare for increased tourism as a result of the V&A Dundee.</p>	<p>'creative tourism'; 'cultural tourism'.</p>





Dundee City Council (2017) 'Engage Dundee: Local People Leading' Consultation Findings, Available at: engage.dundee.final.august.17.pdf (dundeecity.gov.uk) [accessed 1 st September 2021]	Report summary of the 2016-17 'Engage Dundee' public consultation led by the Community Regeneration staff from the Dundee Partnership. The consultation was developed to inform the Local Community Plans and Local Outcome Improvement Plans across the various wards. Engaged over 6000 responses via a number of methods – postcards, online forms, focus groups, community events.	The survey consisted of questions which cover both the physical and social elements of a "place." The results are shown in a simple diagram that shows at a glance the areas where a place is performing well and where there is room for improvement.	No mention of DISCE terminology
Ekosgen, 2020. 'V&A Dundee Economic Impact Assessment. Year 1 impacts for V&A Dundee' Report. Available at V&A Dundee - Reports & Policies (vam.ac.uk) [accessed 30 th November 2021]	First impact assessment following the opening of the V&A Dundee as part of the Dundee Waterfront regeneration project.	Measure its performance across four principle strategic objectives: 4. Showcasing design in a Scottish context 5. Providing design education and skills. 6. Creative a world-class attraction. Contributing to the culture-led regeneration of Dundee.	'design economy'; 'creative industries'; 'cultural heritage' cultural impact'
Design Dundee Limited and Dundee City Council (2019) Dundee National Lottery Heritage Fund Final Evaluation Report V&A Dundee - Reports & Policies (vam.ac.uk) [accessed 30 th November 2021]	National Lottery evaluation document of the V&A design, construction and first 6 months of opening. Reflects on the collaborative approach to governance and developing the museum with information on community engagement and showcasing Scottish design.	Report outlines the impact of the V&A Dundee highlighting the boost to the local economy.	'design economy'; 'creative industries'; 'cultural heritage' cultural impact'
Dundee City Council (2000) 'Dundee Central Waterfront Development Masterplan 2001-2031'. Available at: Dundee Central Waterfront Development Masterplan 2001-2031 (dundeewaterfront.com) [accessed 30 th November 2021].	Outline of the Dundee Central Waterfront Development plan as introduced by the Dundee Partnership in 1998. Document summarizes the initial consultant's report published by EDAW in January 2000.	30-year plan 'Masterplan' to regenerate the Central Waterfront and develop a better connection between the Waterfront and the City. Attract investment, create job opportunities, housing, improve environmental impact with better pedestrian accessibility and reduced road vehicle. Develop the railway station and a 'major new civic space and re-opened dock'.	No creative economies discussed.

Future Cities Catapult and Urban Foresight (2017) Q2 City Innovation Brief. Available at: City-Innovation-Brief-Autumn-2017_Q2.pdf (urbanforesight.org) [accessed 30 th November 2021].	Quarterly publication by urban design innovation consultancy with a spotlight on Dundee for local innovation design solutions to the environmental and social issues faced by modern cities.	Report includes a profile on Dundee based on insights provided by Alan Dobson, Business Development Officer, Dundee City Council with information on interventions they have put in place for urban innovation.	'design-thinking'; 'innovation'
England, L. (2021) Dundee Cultural Recovery. A policy report. Leisure and Culture Dundee. Available at: Dundee Cultural Recovery - A Policy Report (kcl.ac.uk) [accessed 30 th November 2021].	Report commissioned by Leisure and Culture Dundee to investigate the impact of C-19 on the organisations and individual cultural workers (specifically freelancers) who make up Dundee's cultural economy and the role of policy in supporting the city's cultural recovery.	Report looks at the state of the creative economy in Dundee both before and after the C-19 pandemic. Key findings are drawn from a survey of 19 cultural organisations in the city and focus groups and interviews with 26 cultural sector stakeholders. Includes input on the impact of C-19 on Freelancers based in the area.	'creative economy'; 'creative ecosystem'; 'cultural ecosystem'; 'creative industries'; 'inclusivity'; 'sustainability'.
Dundee City Council (2020) COVID-19 Recovery Plan. Available at: Council Recovery Plan 2020 (728KB PDF) Dundee City Council [accessed 30 th November 2021].	The city-wide Covid-19 recovery plan developed by Dundee City Council which includes reflections on and plans to support the recovery of the creative, cultural and tourism sector.	Report on the initial impact of COVID-19 on the city as understood by September 2020. Outlines the initial work on the development of a COVID-19 Recovery Plan for Dundee City Council Services and sets out proposals to develop a multi-agency response to recovery through the Dundee Partnership and the development of a refreshed City Plan. The recovery plan covers the period after the end of lockdown and recommencement of normal service delivery, and focuses on addressing the medium/long term social and economic impact of COVID-19.	'Creative and Cultural Industries (CCIs); cultural assets; cultural tourism; cultural sector; creative industries; creative services.

