

Tay Cities cultural Summit
Central Library, 5th April 2019

Bridget McConnell - CEO Glasgow Life
Key note speech

Gave overview and referenced why the funding of culture important for a more equal society. Highlighted that the development of Artificial Intelligence (AI) will replace jobs therefore creativity, compassion and love are of vital importance to nurture in young people as they will be the tasks that AI cannot deliver and therefore where the jobs will be.

Philip Long
V&A Dundee – Its impact and importance

£5 m of £15m donated by private individuals was raised locally.

Since V&A opened:

14% increase train travel

42% increase in visitors to Discovery

21% increase in visitors to Verdant works

8.68% increase in visitors to UK attractions but 19% increase to Scottish attractions in same period.

V&A are experiencing international attention - are other visitor attractions in the area ready for that?

How can cultural orgs across region support ea other and collaborate? How can they work more closely with national agencies?

Are we measuring the impact? Where is leadership best invested?

Caroline Warburton
Regional Leadership Director (East), Visit Scotland

Toposophy are creating the regional strategy, this is a partnership that has been running for many years between them and Visit Scotland

12% of businesses in the region are in the tourism sector.

Regional strategy will be a destination development strategy. Tayside is a natural gateway to Scotland as it is only 1 hour from Edinburgh airport where most visitors come into the country, it has a diversity of offer, the River Tay is the natural connector between the 4 regions and it contains a number of icons that stand out (home of golf, V&A, Glamis castle, some of Scotland's oldest & most well know distilleries - these aspects are internationally known). The aim of the Strategy is to grow the value and number of visitors to the area.

There are opportunities to pull together resources and seek out new opportunities (for example more cruise ships are coming into Tay & Forth ports & there is a new harbour at Aberdeen).

Opportunities to solve common challenges together (seasonality, productivity and creating reasons to stay longer).

Looking to improve the experience all round for visitors.

The strengths of the area are - outdoor adventures / food & drink / culture & creative industries

#GrowTaygether

Billy Gartley

Head of Cultural Services, Leisure & Culture Dundee

Gave overview of collaboration in programming across region by the Cultural trusts

Kirsty Hunter, CEO, Angus Alive

Increasing Income generation & Commercialisation

By 2025 80% of local authority's budgets will be spent on statutory services

Increase in cost pressures

Income - not just about selling but understanding what people want and give them more of it

Visitors looking for memorable / sellable experiences (take something away)

What do you charge for / what do you subsidise / what is free - establishing how much something costs puts a value on it to the public

Provide experiences not just traditional use. Open out with 'normal' times

Company tax breaks - new legislation

Training staff in income generation & commercialisation

Dame Seona Reid, Panel member of the Cultural Cities Enquiry

See Cultural cities enquiry for recommendations on creating Cultural City compacts that could make a real difference to cultural facilities in Cities - [Cultural Cities Enquiry](#)