

Culture and Communities Committee

10.00am, Tuesday, 29 January 2019

Adelaide Cultural Co-operation Project

Item number	8.9
Report number	
Executive/routine	
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Executive Summary

This report provides details of an invitation to participate in a Cultural Co-operation project with the city of Adelaide, Australia. The Director of Culture will attend a 13 day programme of meetings with key festivals, events and cultural operators within Adelaide to share best practice and develop cultural exchanges between Edinburgh and Adelaide. The report asks the Committee to note acceptance of the invitation and to endorse the development of city to city cultural partnerships between Adelaide and Edinburgh.

Adelaide Cultural Co-operation Project

1. Recommendations

1.1 The Committee is asked to:

1.1.1 Note acceptance of the invitation by the Director of Culture, under the delegated authority of the Executive Director of Place, to visit Adelaide in February 2019;

1.1.2 Endorse the partnership between the Councils of the City of Adelaide and City of Edinburgh to promote cultural co-operation as set out in the draft Memorandum of Understanding (MoU) at Appendix 1; and

1.1.3 Note that a further report on the outcomes of the visit and next steps will be prepared for a future meeting of this Committee.

2. Background

2.1 In August 2015, Festivals Edinburgh instigated the first Festival City Network meeting. City representatives from Edinburgh, Barcelona, Krakow, Montreal, Berlin and Adelaide came together using the backdrop of Edinburgh's world-leading festival city for a focused two day programme of conversations, workshops, presentations and festival experiences.

2.2 The Network acknowledged that festivals are a growing cultural phenomenon and, for a number of cities across the globe, are fundamental to their cultural development, city identity and economic success. The representatives came together as an informal small-scale group recognising each other's cities as sharing these characteristics and supporting a thriving festivals ecosystem with relevant good practice to share.

2.3 As a result of this initial meeting, it was agreed that the group would develop a pilot with the purpose being to:

2.3.1 explore the potential for sharing knowledge and experience;

2.3.2 identify the positive and negative factors that inform the relationships between festivals and their host cities, and look at how to enhance or ameliorate them;

- 2.3.3 test collective problem solving across key cultural, social, economic and political issues that affect cities with a strong cultural festival presence or identity;
 - 2.3.4 identify trends that are likely to affect creative and business operations into the future; and
 - 2.3.5 identify leading practice.
- 2.4 The Festival City Network has met formally four times since the inaugural 2015 meeting – June 2016 in Krakow, March 2017 in Adelaide, August 2017 in Edinburgh and October 2018 in Montreal. Areas of discussion have included:
- 2.4.1 understanding the scope and scale of each city's festivals;
 - 2.4.2 their contribution to the creative economy, future growth and infrastructure needs;
 - 2.4.3 social engagement leverage;
 - 2.4.4 integration with local cultural communities, and
 - 2.4.5 innovation with respect to capturing and communicating impacts.
- 2.5 The next face to face meeting of the Festival City Network is scheduled to take place during 2019 and the location is due to be confirmed at the next planning meeting in February 2019.

3. Main report

- 3.1 As members of the Festival City Network both Edinburgh and Adelaide have a strong relationship through their city festivals. The Network recognises that festivals contribute to their host city's cultural activity and have a key role to play in the delivery of the city's wider cultural offering.
- 3.2 In recognition of this, the City of Adelaide has invited the City of Edinburgh Council to participate in a Cultural Co-operation Project. This will be a Council to Council relationship, as a relationship between the cities' respective festivals already exists.
- 3.3 Both cities are designated UNESCO Creative Cities and this will form a strategic strand for the project.
- 3.4 The purpose of the project is to build a cultural, city to city relationship that develops the following areas:
 - 3.4.1 Whole of City approaches to build and maintain world leading festival cities including:
 - 3.4.1.1 furthering support for the local arts industry between the cities to strategically develop and strengthen the cultural vitality of both cities;
 - 3.4.1.2 share knowledge and experience that informs and supports the relationships between festivals and their host cities;

- 3.4.1.3 City of Adelaide to facilitate a quarterly video conference to include staff from both cities aligned with specific operational agenda items such as: public space management solutions in a festival city context, transforming and creating new venues, the changing role of libraries and civic owned spaces, working with creative city makers in the arts, technology, events and sustainability to activate city spaces and build visitation and successful approaches to engaging respective local communities;
 - 3.4.1.4 sharing information including the City of Adelaide and City of Edinburgh multi-year event licencing program and multi-year event funding program and the outcomes achieved, and the work undertaken on the Sustainable Event Guidelines and associated initiatives;
 - 3.4.1.5 investigate opportunities to pedestrianise sections of Adelaide during festivals by learning from the City of Edinburgh's festival car free zone and the mechanisms that they put in place; and
 - 3.4.1.6 staff exchange during both cities' festival period to share knowledge and experience that informs the relationships between festivals, and their host cities.
- 3.4.2 Cultural Policy Advancement: to support international best practice in cultural policy through sharing and learning from both cities' cultural strategic planning and measurement tools.
- 3.4.3 UNESCO Creative Cities: Both cities will work together to identify and explore how to leverage and capitalise on UNESCO Creative City status, in particular, how each city supports and works with their creative and cultural communities to support sustainable development and growth year-round.
- 3.5 The programme for the Director's visit to Adelaide will include meetings with [Adelaide Fringe](#), [Adelaide Festival](#), [Adelaide 500](#), [WOMADelaide](#), representatives from the City's Museums and Galleries, and other key public and private sector organisations involved in the delivery of culture.
- 3.6 The project has been endorsed and approved by the Lord Mayor of the City of Adelaide, and the Chief Executives of both the City of Adelaide and the City of Edinburgh.

4. Measures of success

- 4.1 A feedback report on the visit will be provided to a future meeting of this Committee.

5. Financial impact

- 5.1 Costs for travel and accommodation will be met from within the existing budget for the Culture directorate. The costs of implementation of any project will be borne by each city and each city will be responsible for its own costs.

6. Risk, policy, compliance and governance impact

- 6.1 The actions and outputs described in this report adhere to the risk compliance policy and governance arrangements. In addition, the recommendations in the report do not impact on any existing policies of the Council.

7. Equalities impact

- 7.1 There are no direct equalities impacts arising from this report.

8. Sustainability impact

- 8.1 Travel arrangements will be made by the Council and will be in accordance with the Council's Sustainable Travel Plan. While there are adverse impacts on air quality and noise associated with air travel, overland travel is not considered to be practical given the distance and time implications.

9. Consultation and engagement

- 9.1 There is no consultation or engagement required for this report.

10. Background reading/external references

None.

Paul Lawrence

Executive Director of Place

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11. Appendices

Appendix 1 – Draft Memorandum of Understanding.

Memorandum of Understanding
Cultural Cooperation
between
The City of Adelaide
and
The City of Edinburgh Council (the Councils)

The commitment of the City of Adelaide and the City of Edinburgh Council to this Memorandum of Understanding (MoU) is intended to promote cultural cooperation between the City of Adelaide and the City of Edinburgh Council, hereafter named the Councils.

This MoU is not intended to be legally binding.

The two Councils will explore a cultural relationship, with a focus on areas of cooperation including:

1. **Whole of City approaches to build and maintain world leading festival cities including:**
 - 1.1 Furthering support for the local arts industry between the cities to strategically develop and strengthen the cultural vitality of both cities;
 - 1.2 Share knowledge and experience that informs and supports the relationships between festivals and their host cities;
 - 1.3 City of Adelaide to facilitate a quarterly video conference to include staff from both cities aligned with specific operational agenda items such as: public space management solutions in a festival city contest, transforming and creating new venues, the changing role of libraries and civic owned spaces, working with creative city makers in the arts, technology, events and sustainability to activate city spaces and build visitation and successful approaches to engaging respective local communities.
 - 1.4 Sharing information including the City of Adelaide and City of Edinburgh multi-year event licencing program and multi-year event funding program and the outcomes achieved, and the work undertaken on the Sustainable Event Guidelines and associated initiatives.
 - 1.5 Investigate opportunities to pedestrianise sections of Adelaide during festivals by learning from the City of Edinburgh's festival car free zone and the mechanisms that they put in place.
 - 1.4 Staff exchange during both cities' festival period to share knowledge and experience that informs the relationships between festivals and their host cities.
2. **Cultural Policy Advancement:** to support international best practice in cultural policy through sharing and learning from both cities' cultural strategic planning and measurement tools.
3. **UNESCO Creative Cities:** Both cities will work together to identify and explore how to leverage and capitalise on UNESCO Creative City status, in particular, how each city supports and works with their creative and cultural communities to support sustainable development and growth year-round.

The Councils shall bear their own costs resulting from this MoU and its operation.

This MoU will become effective upon signing by the Councils, for a term of three years. At its expiration and unless terminated by the Councils earlier, the cooperation will be evaluated and if applicable, renewed by means of a further MoU.

Signed in on the 2019

For the Corporation of the City of Adelaide

For the City of Edinburgh Council

Name:

Name:

Designation:

Designation:

DRAFT