

November 2017

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# DUBLIN UNESCO CITY OF LITERATURE

## MEMBERSHIP MONITORING REPORT

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UNESCO  
Creative  
Cities Network

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**Image:** José Eduardo Agualusa wins the 2017 International  
Dublin Literary Award for *A General Theory of Oblivion*

# 1. EXECUTIVE SUMMARY

Literature is universal, taking us to different times, different places, different lives. The City of Literature network is a great way to share experiences and project ideas with each other. By tapping into the diversity of each city, the network enriches the projects which are happening in each individual city

**Dublin City Councillor and former Deputy Lord Mayor,  
Rebecca Moynihan**

# OUR VISION

That Dublin is recognised locally, nationally and internationally as a ‘City of Words’ where reading, writing and storytelling are experiences embedded in the cultural, social and economic life of the city, its citizens and its visitors.

# OUR MISSION

To support, animate and develop Dublin as a UNESCO City of Literature, reflecting a capital city where the literary ecosystem is creative, dynamic and sustainable – and positioning Dublin as a valued partner, actively contributing to the UNESCO Creative Cities Network

In July 2010, following an extensive and inclusive application supported by Dublin City Council, national government, and a wide range of literary-related stakeholders, together with academic, tourism, business and media organisations, Dublin was designated the fourth UNESCO City of Literature.

With four Nobel prize winners, a brace of universities of global distinction, over half a dozen books festivals, the internationally prestigious International Dublin Literary Award, a dynamic contemporary literary scene, and a world class new city library in the planning, it is without doubt that Ireland's capital has words in its blood.

Led by Dublin City Council's Public Library Service (DCPL), working with the Management Group and a Steering Committee representative of local and national interests, the process of achieving international recognition as a UNESCO City of Literature has served to bind together disparate groups and organisations with the common purpose of enhancing Dublin's reputation as a pre-eminent city of literary and cultural diversity.

Our office includes a director, librarian and clerical officer, all working within the framework of Dublin City Public Libraries, which provides a strong and broad infrastructure of buildings, services, contacts, professional expertise and many windows on the literary world of Dublin, all of which have contributed to the success of the office's work and made sure we are at the heart of the citizenry in all of our endeavours.

Because of the funds and support that continue to be provided to the office by our National Government via the Irish Department of Culture, Heritage and The Gaeltacht, and Local Government via Dublin City Council, programmes that were already in existence, and which helped towards achieving the designation, have grown since 2010 to now reach larger audiences. We have also devised an array of new programmes, partnerships and projects since the foundation of this office.

# 2. GENERAL INFORMATION

## 2.1. Name of the City

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Dublin

## 2.2. Country

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Ireland

## 2.3. Creative Field of Designation

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Literature

## 2.4. Date of Designation

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2010

## 2.5. Date of Submission of the Current Report

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November 2017

## 2.6. Entity Responsible for the Report

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Dublin UNESCO City of Literature, administered through Dublin City Public Libraries

## 2.7. Previous Reports Submitted and Dates

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Annual reports of Dublin UNESCO City of Literature 2010 to 2016

## 2.8. Focal Point of Contact:

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### Alison Lyons

Director Dublin UNESCO City of Literature, Dublin City Library & Archive, 138-144 Pearse St., Dublin 2, Ireland

### Councillor Vincent Jackson

Chair of Strategic Policy Committee on Arts & Culture, Dublin City Council

# 3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

**3.1. Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory)**

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Four

**3.2. Hosting of a UCCN annual meeting and dates**

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Cities of Literature annual conference hosted by Dublin Mon 23rd to Wed 25th May 2016 (See 5.4)

**3.3. Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives**

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Monthly Skype meetings with Chair of Cities of Literature sub-group and Literature working group heads in 2017

**3.4. Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network**

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No



## CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT (CONTINUED)

**3.5. Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):**

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No

**3.6. Membership of the Steering Group and period**

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Deputy Representative of Literature sub-network 2016 – 2018

**3.7. Participation in the evaluation of applications**

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The City of Literature management group evaluated and provided feedback on all submitted applications in 2014 (15), 2015 (12) and 2017 (13)

# 4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

## 4.1 Dublin: One City One Book

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Dublin: One City, One Book is an award-winning Dublin City Council initiative, led by Dublin City Public Libraries, which encourages everyone to read a particular book connected with the capital city during the month of April. The project is managed by the office of Dublin UNESCO City of Literature and has been in existence since 2006, growing in size every year since then. It has grown over the years to become a far reaching programme encompassing contributions from many partners over approximately sixty events, from literary walking tours, to readings to musical events and book club discussions. Sales of the book can reach to over 20,000 copies in some years, resulting in a great benefit to publishing and book shops in the city.

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

Selection of the chosen book each year involves wide consultation, including an invitation to the public to make submissions of their ideas. The final decision is made by Dublin City Public Libraries in consultation with the Dublin UNESCO City of Literature team and the Management Group.

2016 was a particularly special year in the life of this festival as, for the first time, Dublin: One City One Book collaborated with Libraries Northern Ireland for a **Two Cities One Book** initiative. The festival was a key component of the Ireland 2016 State Centenary Commemorations Programme.

Over seventy events took place in Dublin including readings, talks, spoken word, book crawls, author interviews and exhibitions.

Chair of Dublin UNESCO City of Literature Margaret Hayes spoke at the launch and met with members of the Board of Libraries Northern Ireland. Author Lia Mills gave a short reading from the featured book, *Fallen*. The festival included a legacy event, which was a book club twinning between Dublin City Libraries and Libraries Northern Ireland, which involved visits of both cities by groups of book clubs, with author events, guided tours and book discussion part of the programme. These visits will be organised again in future years as relationships have now been established with Libraries Northern Ireland.

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 4.2. Readers in Residence programme

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In the interests of our commitment to developing the role of the library as a centre for culture, with programmes and projects that meet individual and community needs, Dublin UNESCO City of Literature extended its Reader in Residence programme in 2016 to include three Readers who have been carefully chosen to lead book-based activities in libraries, youth clubs and primary and secondary schools of the north east inner city. Activities inspired by books are tailored by the Readers to suit different age groups and ability levels. Library visits are also a key part of the programme, with all groups being accompanied to their local library by their Reader.

The Reader-in Residence programme is an innovative and exciting way of providing opportunities for positive engagement with libraries and reading for children and their families, with experts in children's literature being employed to undertake these valuable roles. We currently employ three Readers, using funding from our partners in the North East Inner City Project (a government initiative to focus resources on this part of the city.) This part of Dublin has a history of educational disadvantage and unemployment and has suffered from social problems such as drug abuse and crime, which the North East Inner City Initiative seeks to address.

During 2017, our Readers visited more than **70** groups in **13** schools and clubs, and delivered the programme to approximately **1,400** children and young people.

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

Visits to the theatre and book launches were organised for the children, as well as literary events performed in public libraries within this area of the city, all of which bring literature into children's lives and enhance their education and experiences.

Many of the classes involved have also been invited to events with award winning Irish authors and illustrators such as Chris Haughton and PJ Lynch, Ireland's Children's Laureate. Many also attended high profile visits from internationally known authors Korky Paul and Jeff Kinney. All children who complete the programme receive a Certificate of Achievement to celebrate their reading achievement.

*"Many children who wouldn't have spoken about books or visited the library are now bringing books from the library into school to be read aloud to the group".*

**Teacher**

*"My favourite thing was that she made me change my mind about reading."*

**Pupil**

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

*“The Alliance Française is very proud to participate in Words on the Street since the beginning. This event brings literatures from different countries together and provides a very enjoyable event to the public, with a loyal audience increasing every year.”*

**Christine Weld of The Alliance Française Dublin**

### 4.3. Words on the Street, celebrating European literature in translation

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One of our aims has always been to encourage literary translation and the appreciation of translated works. This includes a desire to bring works in translation to the attention of the citizens of Dublin. Of course the International Dublin Literary Award does this very effectively (48 of the 150 books longlisted for the 2018 award are in translation) but we also wished to find new ways to expose readers to new reading experiences. As a result, ‘Words on the Street’ was conceived and first staged in May 2012 and has run every year since then, with audiences growing to approximately 1,500 each year.

Every year we partner with up to twelve cultural institutions and embassies, to devise the programme, which involves readings of the translated excerpts by actors and famous broadcasters in unusual and interesting buildings clustered in particular parts of the city.

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 4.4. Citywide reading for children campaign

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This campaign to encourage children to read for pleasure began in 2012. Debut Irish writer Alan Early's book *Arthur Quinn and the World Serpent* was the chosen book in that first year and, every year following, great care has been taken to choose a book and author to suit this programme.

Close to 10,000 school children have been involved in author events and readings during this two-month programme since its beginnings, with over 1,200 copies of the books disseminated throughout Dublin's libraries during each campaign. Every year the campaign culminates in an interactive fun family day out as part of the St. Patrick's Festival weekend, which is the major national holiday in Ireland linked to St. Patrick and a great centrepiece for this programme to attract children to reading.

### 4.5. Dublin Book Festival

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The Dublin Book Festival is one of Ireland's most successful and vibrant book festivals, running since June 2006. The annual public festival, which takes place in November each year, showcases, supports and develops Irish publishing by programming, publicising and selling Irish published books, their authors, editors and contributors – all in an entertaining, festive, friendly and accessible environment that reflects the creativity and personality of the Irish publishing sector and its authors.

Dublin UNESCO City of Literature has provided both strategic leadership via our Chair Margaret Hayes and administrative support via the City of Literature office. The City of Literature Director is also a member of the steering committee of the festival.

[dublinbookfestival.com](http://dublinbookfestival.com)

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 4.6. Dublin: A Year in Words

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Dublin: A Year in Words celebrates the breadth and diversity of our city's living poets through a year-long series of poetry videos filmed across 12 Dublin bookshops.

Like the city itself, the poets featured in the series are more than the sum of their parts. Collectively they tell of a Dublin full of light and shade, a city of contradictions, in constant flux. They show us that the story of Dublin is everybody's to tell. It is our poets perhaps more than anyone who have grappled with the task of laying our lifelines bare and bringing voice to the city. *Dublin A Year in Words* presents a cross-section of 12 poets who do just that, filmed in establishments that keep the city's essence alive.

[dublincityofliterature.ie/projects/dublin-year-words/](http://dublincityofliterature.ie/projects/dublin-year-words/)



## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 4.7. Dublin in the Coming Times

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Running from 2016 to 2017, this is a free, city wide programme of creative writing in which Dubliners, young and old, can create their own stories and poems as they look to the future of their city as it goes through another phase of evolution and renewal. This is a collaborative project between Dublin UNESCO City of Literature, Dublin City Public Libraries, Fighting Words, Dublin City Council Arts Office and the *Irish Times*.

Writers and artists were asked to contribute short stories reimagining the city. Their work was published in *The Irish Times* during 2016, along with the work of emerging and young writers from various groups associated with libraries, schools and other organisations.

Participants in the creative writing groups then met at an event in Dublin City Library & Archive on 7th June 2016. Established writers Jennifer Johnson, Christine Dwyer Hickey and Stephen James Smith talked about the craft of writing and offered advice. Some writers read from their work.

An evening reception for Dublin City Public Libraries' Fighting Words creative writing groups was held on Wednesday the 30th November 2016. Sixty-one participants from the creative writing groups of library branches attended, as well as volunteers from Fighting Words, who have been key partners in the project, to produce these collections. Dublin UNESCO City of Literature has contributed funds towards the production of the collections and has committed to doing so in 2017 also.

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 4.8. Inaugural Dublin Writer in Residence Programme 2017 – 2018

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In September 2017 the office of Dublin UNESCO City of Literature invited applications for a Writer in Residence, as part of its Culture & Creativity Plan under the Creative Ireland programme. The residency will run for a year from November 2017 and will be managed by the Director of Dublin UNESCO City of Literature, and be supported in-kind by Irish Writers Centre.

The residency is open to published writers who are based in Dublin and working in any genre of fiction for adults. The fee is €10,000 per annum, plus the use of private office space in Irish Writers Centre.

The residency is part-time, which will allow time for the writer's own work, in addition to engagement and interaction with both the general public and, more specifically, with groups attached to Dublin City Public Library branch libraries across the city. It is a requirement of the residency that the writer spend at least 4 hours per week working with writing groups based in Dublin City library branches. Our intention is to create opportunities for the writer to develop her/his own work and to encourage the imagination and creativity of emerging writers in the community, through contact hours with an experienced published writer.

In 2017 we were granted funding by Creative Ireland and the Dublin City Council Decade of Commemorations Programme, which made it possible to appoint two writers in our first year, Declan Burke and Elizabeth (E. M.) Reapy.

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 4.9. National Emerging Writers Programme

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This programme was launched in January 2013 in Dublin City Library & Archive by the then Minister for the Arts, Heritage and the Gaeltacht, Jimmy Deenihan. The programme, available as a DVD and online, aims to foster and encourage new writing talent by providing aspiring writers with expert advice from three successful Irish writers, Carlo Gébler, Declan Hughes and Sinéad Moriarty. A Dublin UNESCO City of Literature project, it was developed in association with writers' resource site [www.writing.ie](http://www.writing.ie) and was funded by the Department. DVDs and posters were sent to all public libraries in Ireland and the programme attracted wide coverage in regional newspapers. In 2013 the DVD was issued and renewed 524 times in total in Dublin City Libraries, with over 6,000 YouTube views.

**These programmes of activity demonstrate our commitment to the UCCN Mission Statement and respond to the goals to 'strengthen the creation, production, distribution and enjoyment of cultural goods and services at the local level' and to 'improve access to and participation in cultural life, as well as enjoyment of cultural goods.'**



Dublin: One City One Book 2015 -  
The Barrytown Trilogy by Roddy Doyle



# 5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

## MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 5.1. International Dublin Literary Award

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The Award has been in existence since 1996 and is truly democratic and inclusive in spirit, due to its unique nomination process using public libraries around the world. The Award is now fully sponsored by Dublin City Council, having formerly been funded by Impac, which demonstrates the city's commitment to continuing this valuable and outward-looking international prize, which honours works from a myriad of cultural traditions and translated from many languages. The award could not exist without the co-operation of librarians and library authorities all over the world, who work with us to provide the longlist every year. Our sister cities in the UCCN are a constant source of inspiration with new cities nominating books every year and adding to the richness of this award. The network has been an invaluable help to us in growing the award.

[dublinliteraryaward.ie](http://dublinliteraryaward.ie)

#### **Nomination Process**

Books are nominated for the Award by invited public libraries in cities throughout the world - making the Award unique in its coverage of international fiction. Titles are nominated on the basis of 'high literary merit' as determined by the nominating library.

#### **The Judges**

Each year a panel of distinguished international judges is put in place under a non-voting chair. They have the epic task of considering each book from the longlist (which can be up to 150 titles) and narrowing it down to a shortlist of up to 10 titles. They must then enter deliberations to come up with the final winner by June of each year.

## MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### The Prize

The Award is given annually. The prize of €100,000 is awarded to the author of the winning book. However, if the winning book is in English translation, €75,000 is awarded to the author and €25,000 to the translator.

Since 1996 the award has celebrated **2,915 novels** written by **2,005 authors** from **122 different countries**.

**725 novels translated** from **44 languages** by **397 translators** have featured on the longlists over the years.

**9 winners** have been in **translation** from Portuguese, Spanish, Norwegian, French, Turkish and German.

The books were nominated by **libraries** in **258 cities in 96 countries** and were submitted for the award by **561 publishers** worldwide.

The 23rd winner will be presented in June 2018.

## MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 5.2. Finnegans Wake

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#### **Project with Edinburgh, Iowa City, Krakow, Melbourne, Norwich and Reykjavik**

2014 was the 75th anniversary of the publication of James Joyce's *Finnegans Wake*. As a tribute to Joyce, one of our greatest Dubliners, the other seven UNESCO Cities of Literature each undertook one of the short 'stories' from the book and filmed them. The short films are available to view on our website, where we have showcased them. The films were shown in Dublin in 2014 at the Phoenix Park Visitors' Centre as part of the Phizzfest programme and at various festivals in each City of Literature.

### 5.3. Town Stitched by River

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#### **Project with Iowa City**

*Town Stitched By River* is a limited edition book with original contributions by Irish writers who have taken part in the International Writing program in Iowa. This was organised by Dublin publisher Alan Hayes of Arlen House Publishing, and made possible by contributions from Dublin UNESCO City of Literature and the University of Iowa City.

Irish writers Paddy Woodworth, Drucilla Wall, Stephen James Smith, Joe Woods, Siobhan Campbell, Eamonn Wall represented Dublin at the Iowa City Book Festival in October. Dublin has a close connection with Iowa through its years of supporting Irish writers as part of its International Writing Program.



## MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### 5.4. Icelandic Writer/Battle of Clontarf

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#### **Project with Reykjavik**

Icelandic writer Vilborg Vidarsdottir, who specialises in books about the Icelandic sagas for children, came to Dublin in early May 2014 as Writer in Residence for five weeks. She took part in the Dublin Writers Festival, a seminar in the Humanities Institute (UCD) and carried out events for children in six public library branches, which emphasised the links between Iceland, the Battle of Clontarf and the Vikings. She stayed in the International Writers Residence in the Red Stables in Clontarf.

### 5.5. Hosting of the Annual Cities of Literature Conference

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#### **Mon 23rd to Wed 25th May 2016, Dublin City Library & Archive**

The sub-network meeting brought together representatives of Barcelona (Spain), Dublin (Ireland), Edinburgh (Scotland), Granada (Spain), Heidelberg (Germany), Iowa City (United States), Krakow (Poland), Ljubljana (Slovenia), Lviv (Ukraine), Melbourne (Australia), Norwich (UK), Nottingham (UK), Obidos (Portugal), Prague (Czech Republic), Reykjavik (Iceland) Tartu (Estonia) and Ulyanovsk (Russia).

Participants shared their opinions on issues related to future developments of the Sub-network, shared best practices and discussed future partnerships. The meeting also included discussion of future organization, how to support new member cities and strategies nurturing freedom of expression within the Network. The representatives of the Network also enjoyed a special viewing of the Book of Kells, a bus tour of literary Dublin, and the opportunity to enjoy Irish culture and meet representatives of Dublin's literary organisations at a civic reception at the Lord Mayor's residence, the Mansion House.

## MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

### A selection of projects within the network :

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#### Edinburgh

In November **2012** Irish author Kevin Barry took part in *Storyhour: Stories at Teatime*, a celebration of the short story for Book Week Scotland, along with Scottish author Angela Jackson. Kevin's visit was supported by Dublin UNESCO City of Literature.

#### Melbourne

Two poets, Diane Fahey and Ali Cobby Eckermann, visited Dublin in **2013** as part of the Melbourne-based Australian Poetry's three-year Readings in Ireland programme. They gave readings in the Irish Writers Centre, Dublin City Library branches, the National Library and also in schools in the Dublin area.

#### Krakow

Poems by John Francis O'Donnell, Pádraig Pearse, Gerard Smyth, Jessica Traynor and Enda Wyley featured in the poetry projection project which celebrated poetry from the then seven UNESCO Cities of Literature and was run by Krakow City of Literature in **2014**. Poems from each City of Literature were projected on the corner of Bracka Street in the centre of Krakow for one week each month in both English and Polish.

#### Barcelona

In April **2015** the traditional St. George's Day Proclamation on Reading was given by noted Dublin author John Banville. This event marked the start of World Book Day, a civic occasion as part of St. George's Day which is of great cultural importance in Barcelona.

## MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN (CONTINUED)

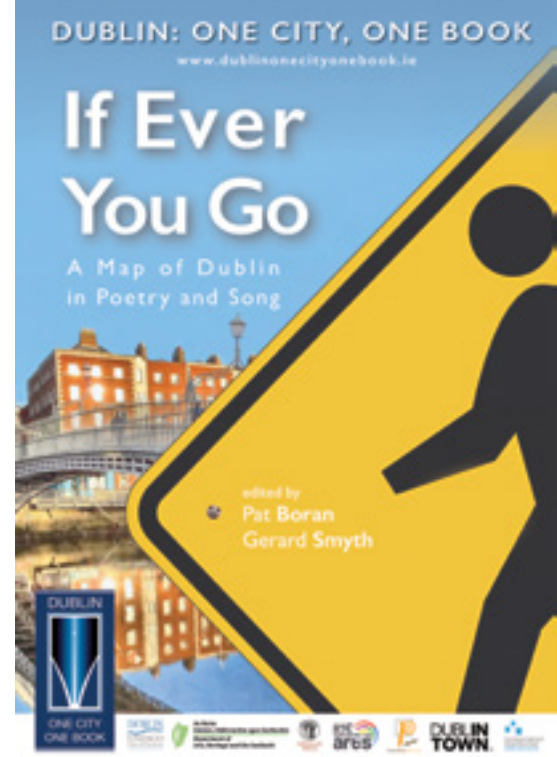
### **Prague**

Also in **2015** Czech writer Petra Hulova and Irish writer Louise O'Neill were in conversation at a public event in Dublin's Mansion House (home of the Lord Mayor). The event attracted a capacity audience and was part of the Prague Days in Dublin promotion by Prague City Council in association with the embassy of the Czech Republic.

### **Reykjavik**

Dublin participated in the Reykjavik Reads Festival exhibition, supplying words and images from the city, to be displayed in City Hall for three weeks in October **2016**

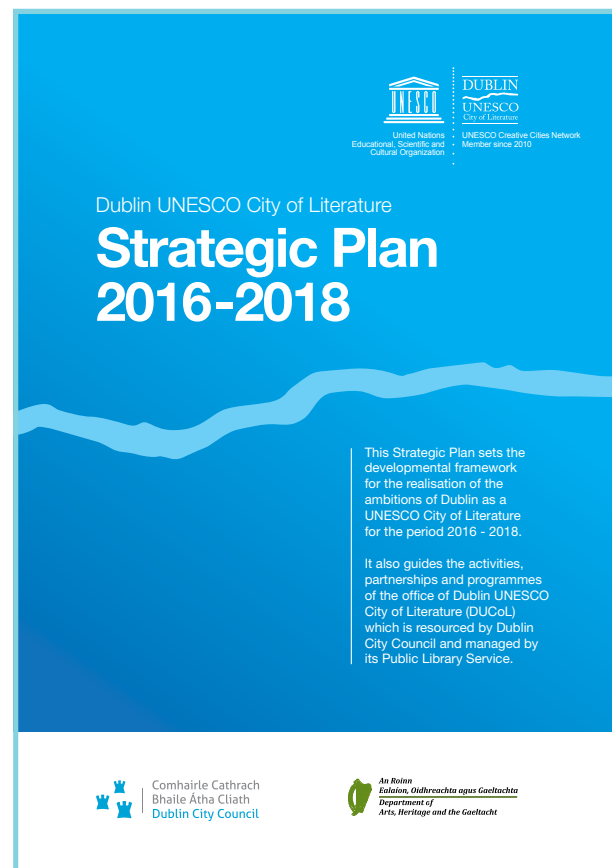
**These programmes of activity demonstrate our commitment to the UCCN Mission Statement and respond to the goals to 'strengthen international cooperation between cities that have recognised creativity as a strategic factor of their sustainable development'; 'strengthen the creation, production, distribution and enjoyment of cultural goods and services at the local level' and to 'improve access to and participation in cultural life, as well as enjoyment of cultural goods.'**



Dublin UNESCO City of Literature Reading Campaigns



# 6. PROPOSED ACTION PLAN FOR NEXT FOUR YEARS



Click here for the **Strategic Plan 2016 – 2018**

# PLANS 2019 – 2022

## 1. Theme 1: Identity, Advocacy and Promotion

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- To enshrine objectives of UCCN in all partnerships
- Develop a marketing and communications strategy in 2018
- Work on gender equality in the representation of literature in the city by supporting The Bold Girls Guide in partnership with Children’s Books Ireland and by promoting Irish Women writers during Dublin: One City, One Book 2018
- Work to treat writers fairly when engaging them for events and be an example to other institutions when assigning suitable fees for appearances, observing good practice recommended by Words Ireland
- Work on policy formation of ‘Right to Read’ campaign in partnership with Dublin City Public Libraries and other stakeholders. The Right to Read Campaign is a national initiative of Libraries Ireland, which looks to complement existing national strategy for literacy development and support. Right to Read is closely aligned with the Department of Education and Skills’ National Literacy and Numeracy Strategy, *Literacy and Numeracy for Learning and Life 2011-2020* and will also build on the strategy for public libraries 2013-2017, *Opportunities for All*

## PLANS 2019 – 2022 (CONTINUED)

### 2. Theme 2: The A-Z of Writing, Reading and Storytelling

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- **Dublin One City One Book future plans:**

- **2018** – The Long Gaze Back, An Anthology of Irish Women Writers. This book will bring a focus to Irish women writers and will link with women's suffrage centenary 2018

- **2020** - A project with Galway UNESCO City of Film to bring 'Dublin/ Galway, Book + Film' to both cities

- **2022** - Ulysses by James Joyce to form the centrepiece of the festival, as it will be 100 years since the book's publication. Dublin UNESCO city of Literature to partner with Joycean scholars and organisations in the city

- *Dublin in the Coming Times* to be promoted during 2018, following its publication in late 2017, with continued support of this project with Fighting Words
- Children's Citywide Reading Campaign to continue each Spring, with a full programme of school events to complement the book each year and a focus on literature for different age groups
- Continue to support The Bram Stoker Festival's literary strand
- Continue to work with a wide array of literary entities to give support to a broad range of projects across the city

## PLANS 2019 – 2022 (CONTINUED)

### 3. Theme 3: Building Relationships and Networks

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- Our partnership with Dublin City Council to be maintained and deepened
- Work with steering groups of festivals to continue, plus deepening of relationship with International Literature Festival Dublin
- Efforts with the Cities of Literature Working Group on Development and Integration to continue and expand; regular communication within the group to be maintained with new ideas presented and built upon
- Develop partnerships:  
Locally with Dublin institutions like the Ulysses Centre (to open in 2019); nationally with Irish Writers Centre ( as a partner with our Writer in Residence project), Poetry Ireland, Creative Ireland, and the many other institutions we work with; and internationally with the embassies and cultural Institutions based in Dublin, Dublin City Council's International Office, and the other cities of the UCCN
  - Work hard to help with the integration of the newly designated Cities of Literature
  - Commit to working on integration projects with the network
  - Host visiting delegations from other cities of literature or prospective cities seeking information and guidance on the process of application to UNESCO



## PLANS 2019 – 2022 (CONTINUED)

### 4. Theme 4: Storyhouse Planning

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- Planning towards the development of the new City Library for Dublin at Parnell Square, with strategies to be put in place for the role of Dublin UNESCO City of Literature within the project
- Develop Writer in Residence programme in preparation for the Storyhouse space in the new Central Library
- Work closely with Dublin City Public Libraries colleagues in the planning of this new space. [www.parnellsquare.ie](http://www.parnellsquare.ie)
- Work with Dublin City Public Libraries and Dublin City Council on the George Bernard Shaw House project

### 5. Theme 5: Leadership – Structures and Resources

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- Partnership with Dublin City Council to be maintained with continued regular communication
- Funding streams to be sustained and expanded
- Funding to be secured for marketing and communications resource
- Develop volunteer programme to assist with event staging
- Develop our steering group, adding international perspectives and inviting new participants
- Expand the Reader in Residence programme to other areas of the city, consulting with stakeholders regarding areas of priority

## PLANS 2019 – 2022 (CONTINUED)


### 6. Theme 6: Research and Evaluation

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- Partner with Dublin Culture Connects' Neighbourhood Programme and develop the One City, Many Books project to share world literature with citizens of the city and give migrant communities the opportunity to share their literature
- Audit of cultural facilities in the city – the mapping of Creative Dublin
- Work with researcher in devising sound and useful data collection methods to devise a toolkit of audience development and participation



Marketing Dublin  
UNESCO City of Literature



Dublin City Council and Poetry Ireland present  
**Celebrating**  
**SEAMUS HEANEY**

**THE NATIONAL CONCERT HALL, DUBLIN**  
Wednesday 23<sup>rd</sup> April, 2014



**Celebrating Dubliners**

**DUBLIN:  
ONE CITY  
ONE BOOK**

[www.dublinonecityonebook.ie](http://www.dublinonecityonebook.ie)



# BUDGET OVERVIEW 2017

Dublin City Public Libraries provides in-kind support to the office of Dublin UNESCO City of Literature in the form of office space and resources, a full-time Director's salary plus the salaries of a part-time librarian and full-time clerical officer.

## Funding for programmes / conference attendance

Source of income	Amount
Dublin City Council	€50,000
Department of Culture, Heritage & The Gaeltacht	€60,000
North East Inner City Project office, funds for specific projects in this area of the city of Dublin	€80,000

## Funding for staff salaries

	Amount
Clerical officer	€35,000
Librarian (part-time)	€24,000
Director	€58,000

## BUDGET OVERVIEW 2017 (CONTINUED)

Grants paid by Dublin UNESCO City of Literature to literary institutions / projects in 2017

	Amount
The Ark, A cultural Centre for children	€6,000
Speckintime – I am Daisy Bates play development and production	€1,000
Swan River Press	€4,500
Ghost Story Festival	€2,500
The Broken Spiral charity anthology for Rape Crisis Centre	€800
Children's Books Ireland Bold Girls Guide	€12,000
The New Theatre	€2,000
Fighting Words	€4,000
ISLA (Irish Spanish & Latin American) Literary Festival	€600
Bloomsday lecture by The James Joyce Centre	€1,000

# COMMUNI- CATIONS:

Since the inception of the Dublin UNESCO City of Literature office we have worked to integrate fully into the literary life of the city and the wider network, and connect to objectives of the literary ecosystem. Regular contact is maintained with the Management Group and Steering Group, with bi-monthly meetings held with the former and bi-annually with the latter. Director's reports are compiled and presented to the Management Group to keep them informed of all activities. Contact is also maintained with Dublin City Council's Strategic Policy Committee on Arts and Culture, with presentations being made at Dublin City Hall and reports being sent to the committee every month, detailing the work of the office.

The Chair and Director are closely involved as members of various steering groups and advisory groups of entities such as the Dublin Book Festival, Irish Spanish & Latin American Festival, Bram Stoker Festival and International Literature Festival Dublin. The City of Literature office operates an open door policy for meetings with members of the literary community who regularly visit to present ideas and discuss collaborations.

The Dublin City Council Press Office are our partners in organising the larger events on our calendar and they keep the media informed of press releases, launches, photo opportunities and events.

Irish tourism organisations Fáilte Ireland and Dublin Tourism have always been supportive and have facilitated briefings with travel journalist from across the world to spread the word of Dublin's designation, as well as partnering with City of Literature on marketing initiatives such as *City of Words*.

## COMMUNICATIONS (CONTINUED)

### Marketing materials

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Various marketing materials have been produced since the designation, covering generic Dublin UNESCO City of Literature products like bookmarks, flags, street banners, pull-ups and plaques, to promotional items like t-shirts, posters and brochures bearing our logo for the many activities of the office. Dublin UNESCO City of Literature plaques have been placed in positions of significant literary interest around the city, raising awareness of the designation and its permanence amongst the general public. Our logo features, not only on our website and on all promotional material produced but also on the material of any partner organisation we support, including books published by Little Island Books, Dedalus Press and Swan River Press, and events in the Irish Spanish and Latin American festival and the Bram Stoker Festival, to cite some examples.

We have run various advertising and marketing campaigns since designation, including a publicity campaign called 'Wait 'til I Tell You: Be Part of It' in 2012, which used large advertising poster sites to feature this uniquely Irish slogan. Posters were in Irish and English and highlighted the many literary festivals which are held in the city.

City of Words is a literary map of the city, devised in partnership with Fáilte Ireland, showing all of the sites of interest to visitors, including travel information and opening times etc.

## COMMUNICATIONS (CONTINUED)

### Postage Stamp

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A major marketing highlight over the last seven years was the creation in 2013 by the Irish postal service of new stamp to honour Dublin's designation as a UNESCO City of Literature. The president, Michael D. Higgins, launched the stamp, along with a specially produced first day pack containing information about the designation. The design of the stamp featured a short story of 224 words written by 17 year old *Fighting Words* student Eoin Moore.

### Social Media

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Dublin UNESCO City of Literature is very active on Twitter, Instagram, Facebook and YouTube, all of which we use to publicise events and activities of our office and the wider literary community of the city. We took part in the successful Thunder Clap to welcome the newly designated Cities of Literature to the network.

### Newsletters

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Our newsletter is sent to approximately 1,400 people every month, with a list of subscribers that's constantly increasing. This has proven to be an effective way to grow audiences for literary events and to spread our message. We aim to continue to grow this mailing list and increase the number of newsletters per year.





Poets Paula Meehan and Brendan Kennelly at the launch of *If Every You Go, A Map of Dublin in Poetry and Song*



L-R Marie Heaney, Seamus Heaney, President of Ireland Mary McAleese, Martin McAleese at Dublinswell in 2011



Bram Stoker Festival

THE NATIONAL CONCERT HALL

AN O'NEILL FOUNDATION



FRIDAY 13 APRIL 8PM

## Dublin: One City One Book 2012 Celebrating *Dubliners*

Tickets €20 and €25

[www.nch.ie](http://www.nch.ie) (no booking fees)

### The Dubliners

The logo for "City of Words" features the text "City of Words" in a white, serif font, set against a colorful, abstract background of watercolor splashes in shades of blue, green, yellow, and red. Below the logo, the text "DUBLIN UNESCO City of Literature" is displayed in a blue, sans-serif font. A quote from Tim McDonagh (1986) is included: "Dublin is a state of mind as much as a city." - 'My Green Age' by Tim McDonagh (1986). At the bottom, the website "www.dublincityofliterature.ie" and the logo for "Comhairle Cathrach (Dublin City Council)" are visible.

City of Words

# APPENDIX 1

## Management Group Members

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- Chair - Margaret Hayes, Dublin City Librarian
- Director - Alison Lyons
- Valerie Bistany, Director, Irish Writers Centre
- Sandra Collins, Director, National Library of Ireland
- Thérèse O'Connor, Assistant Principal Officer, Department of Culture, Heritage and The Gaeltacht
- Alan Hayes, Publisher/ Arts Programmer
- Maureen Kennelly, Director of Poetry Ireland

## Office of Dublin UNESCO City of Literature Staff

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- Alison Lyons
- Jackie Lynam
- Adrienne Delaney

## APPENDIX 1 (CONTINUED)

### Steering Group Members

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- The Abbey Theatre
- Booksellers' Association of Ireland
- Children's Books Ireland
- Clár na Leabhar Gaeilge
- Culture Ireland
- Dublin City Arts Office
- Fáilte Ireland
- Foras na Gaeilge
- Ireland Literature Exchange
- Irish Book Awards
- Irish Copyright Licensing Agency
- Irish Pen
- The Irish Times
- Irish Writers' Centre
- Publishing Ireland
- RTÉ
- The Stinging Fly
- Sunday Independent
- Trinity College Dublin
- University College Dublin
- Éilís Ní Dhuibhne (Writer)
- Colm Tóibín (Writer)

## APPENDIX 1 (CONTINUED)

### Strategic Plan - Main Themes

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Following the consultation process the priority areas identified above have been condensed into six themes each with local, national and international dimensions.

Themes	Key Strategic Aims
<b>1. IDENTITY, ADVOCACY AND PROMOTION</b>	To tell the story of Dublin at home and abroad as a city that values culture and creativity through its designation as a UNESCO City of Literature
<b>2. THE A-Z OF WRITING, READING AND STORYTELLING</b>	To support creativity and sustainability from writer to reader

### Key Actions

- Advocate strongly on the power of words and the role of reading, writing and storytelling
- Devise a campaign of strong brand and identity development
- Develop a marketing and communications plan to include the development of a new website
- Enshrine the literary city in tourism plans
- Engage in activities with tourism potential
- Nurture new and emerging writers
- Provide access to work by new and emerging writers
- Encourage translation and appreciation of translated works
- Support the creative industries in literature
- Foster the reading experience
- Encourage cultural participation
- Continue established activities such as *Dublin: One City, One Book*, *Children's Citywide Reading Campaign*, *Words on the Street – European Literature Night*

## APPENDIX 1 (CONTINUED)

Themes	Key Strategic Aims
<b>3. BUILDING RELATIONSHIPS AND NETWORKS</b>	To actively contribute to collaborative projects and programmes locally, nationally and internationally
<b>4. STORYHOUSE* – CREATING NEW PLACES FOR CULTURE</b> <small>*See Appendix 2</small>	To create new cultural opportunities for sustainable urban development for citizens and visitors

### Key Actions

- Strengthen the position of the designation within Dublin City Council and other Dublin authorities
- Affirm and nurture existing relationships with government departments and statutory agencies
- Grow and deepen existing partnerships, projects and programmes with the literature sector, the Dublin business and tourism community, academia and creative industries
- Engage with peer-learning processes and collaborative projects with other Cities of Literature
- Play active role in organisation of UCCN including the application process
- Co-operate with and share experiences and knowledge with the Creative Cities Network across themes and common cultural concerns
- Plan for opening of StoryHouse
- Prepare sustainable models for additionality in service delivery and development at the StoryHouse

## APPENDIX 1 (CONTINUED)

Themes	Key Strategic Aims
<b>5. LEADERSHIP - STRUCTURES AND RESOURCES</b>	To provide direction, engagement and funding to sustain and grow
<b>6. RESEARCH AND EVALUATION</b>	To examine performance, productivity and participation to inform future policies, programmes and partnerships



### Key Actions

- Revise management structure to include key stakeholder expertise
  - Secure existing resource commitments
  - Seek new sustainable funding opportunities
  - Secure and expand DUCoL office resources to deliver planned actions
- 
- Engage with research partners to identify and secure a programme of research projects
  - Design qualitative data capture and participation matrices
  - Contribute to UCCN policy and programme research activity

