

NOVEMBER 2018

YORK UNESCO CITY OF MEDIA ARTS

MEMBERSHIP MONITORING REPORT



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York Minster

1

Executive Summary

Since 2014, the UNESCO designation has significantly strengthened the role of the creative and cultural sector in urban planning and audience reach in York. It is now at the centre of the policy debate about future strategic development of the City of York and its sustainability.

The first four years have been about moving from designation to reality. The next phase will be about real transformation in the lives of York's residents and visitors with a strong focus on technology, talent development and retention, and well-being.

The city plans to play an influential role in the new UK digital economy. It is already the UK's first Gigabit City. The UNESCO designation has increased ambition and the sense of new possibilities. New events have been created and existing partnerships have chosen York as their preferred venue because it is a UNESCO Creative City.

The creative sector is now a key partner in the new commitment to a city-wide cultural strategy. Already, York's statutory Local Plan requires developers to describe how their proposals contribute to the cultural well-being of York residents.

Through extensive consultation, there is now clear recognition that culture and creativity are key to the sustainability of the modern City of York and that they have a direct and positive role on the economy, well-being and place shaping.



The creative sector is now an essential partner in policy making around some of the most significant brownfield development sites in Europe, including York Central, Castle Gateway, the Guildhall and Bootham Park.

Since the UNESCO designation, new decision making structures have been put in place. Make It York, the city's public/private agency for culture, tourism and business development with the Cultural Leaders Group now offers a clear single policy voice for York's creative institutions. The Guild of Media Arts, the first new Guild in York for 700 years, offers a fresh voice for more than 200 creative industry members with a younger and gender balanced membership and is the first point of contact for UNESCO Creative City within the Network.

The work of the Digital Adventurers and the Cultural Education Partnership ensures that school children are provided with opportunities to experience digital arts and performances. The Cultural Strategy will ensure all children are guaranteed access to culture in the city.

The York Culture Awards have now become an important annual recognition of achievements in the city's creative sector. Media Arts is an established category drawing an increasing number of entries each year.

Major investments by York's universities are providing new civic spaces and centres of international impact and influence.

York St John University is planning a major capital build project of a creative arts centre inspired by the Lincoln Centre for Performing Arts in New York.

The Digital Creativity Lab at the University of York is already recognised as an international centre for digital storytelling and immersive gaming and broadcasting and will play a key role in the regional Creative Cluster of screen arts which has been newly awarded to the city-region. Film festivals have brought new audiences to York and international speakers and collaborations. The decision by Channel Four to open its regional headquarters in the city-region will provide new significant opportunities.

The new biennial York Mediale has immediately become the UK's leading festival of digital media arts. James Bridge, Secretary General of the UK National Commission for UNESCO has stated that the Mediale 'artists and members of the public present are playing their part in celebrating the UCCN and its international creativity.' 113 global and local artists took part in more than 70 events taking place across the city in ten days.

Ambitious plans and collaborations will take place across the next four year period. The Mediale will grow internationally working with colleague Creative Cities and sponsors and plans more inter-generational work whilst nurturing a significant growth in volunteers.

The city-wide Cultural Strategy will be developed, agreed and enacted resulting in a city where renowned heritage is combined with a cutting edge contemporary approach to creativity and is available to all as both makers and audience members. New spaces will be opened for creative practitioners and major capital builds such as the new Creative Arts Centre will open.

2

General Information

2.1 Name of the city

York

2.2 Country

United Kingdom

2.3 Creative field of designation

Media Arts

2.4 Date of designation

Dec 2014

2.5 Date of submission of current report

November 2018

2.6 Entity responsible for the report

Guild of Media Arts York

2.7 Previous reports submitted and dates

N/A

2.8 Focal points of contact

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3

Contribution to the Network's Global Management

3.1 Number of UCCN annual meetings attended in the last four years:

Four

3.2 Hosting of a UCCN annual meeting and dates:

N/A

3.3 Hosting of a working or co-ordination meeting addressed to one or more specific UCCN creative field representatives:

York actively participated in the UK Commission for UNESCO development of the 'Wider Value of UNESCO for the UK' assessment published in 2015.

York served as one of two case studies for a research project managed by the UK Commission for UNESCO on the Business Support Needs of UNESCO designations.

York participated in a national workshop convened by UK Commission for UNESCO on Media Literacy.

3.4 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):

The Guild of Media Arts in York is the Focal Point for York within the UNESCO Creative Cities Network and the UK Creative Cities.

Together with Make It York (the agency responsible for culture, business and tourism development) and City of York Council, the Guild supports the UNESCO Secretariat in-kind through reviewing and assessing of applications of new global cities to UCCN, hosting visiting city delegations and formal and informal mentoring of applicant cities.

The Guild developed a set of logos for use by stakeholders that are made freely available for use on websites and documentation. The logo has also been adopted for aspects of the Council's communications strategy.

Make It York commissioned consultancy to establish an action plan for the key elements of the designation.

We estimate that the Guild, Make It York and City of York Council have supported the UNESCO Secretariat to the sum of approximately £120k over the first four years of designation.

3.5 Membership of the Steering Group and period:

N/A

3.6 Participation in the evaluation of applications (number of applications evaluated per year):

York helped to coordinate evaluation of Creative City applications within the Media Arts Cluster, assessing applications from three candidate cities. Prior to that process, informal dialogue took place with a number of candidate cities.

York also evaluated the Four Year Monitoring Reports of two cities and proposals to host the 2020 UCCN Annual Meeting of four cities.



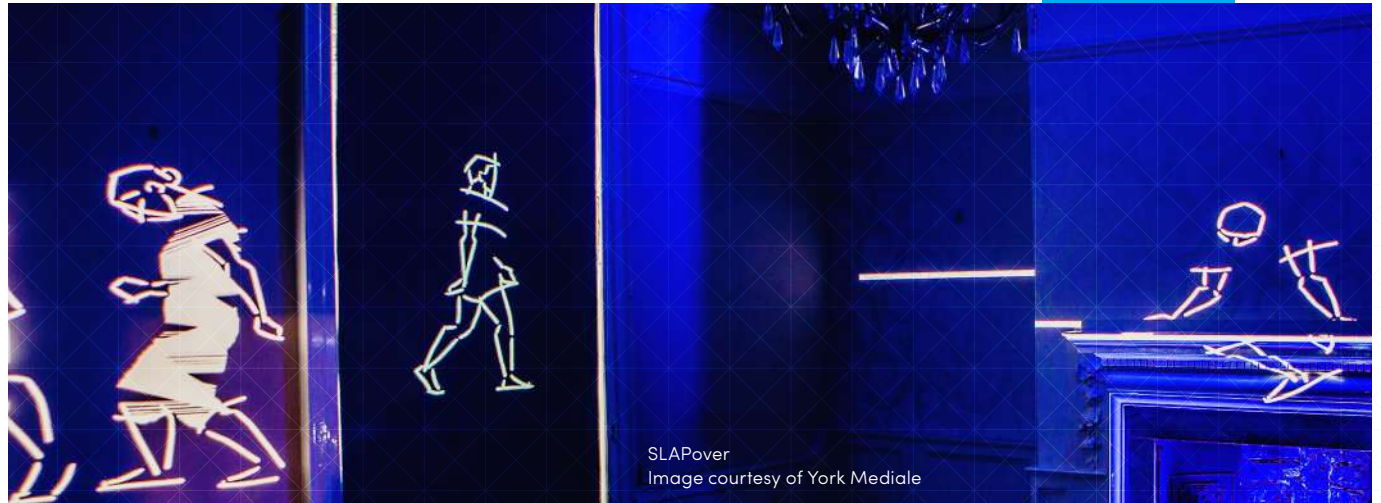
York's First Anniversary of UNESCO designation
Image courtesy of York Mediale

4

Major initiatives implemented at the local level to achieve the objectives of the UCCN

4.1 Guild of Media Arts

York formed the new Guild of Media Arts following its designation as a UNESCO City of Media Arts in Dec 2014. It reflects the rapid growth in creative and cultural industries in York and provides a new business and social network. This is the first completely new Guild in York in 700 years. It is also the most diverse, young and gender balanced of the Guilds with more than 200 paying members. It now acts as the focal point for managing the UCCN relationships and has generated new media arts initiatives and networking events.



This project helps to achieve the following UNESCO Creative Cities Network aims:

- Making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;
- Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy;
- Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalised or vulnerable groups and individuals, including women and youth'
- Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.

Contribution to the advancement of the following UNESCO Sustainable Development Goals: 4. Quality Education; 8. Decent Work and Economic Growth; 9. Industry, Innovation and Infrastructure; 10. Reduced Inequalities; 11. Sustainable Cities and Communities

4.2 Cultural Education – Digital Adventurers and Explore Labs

The Digital Adventurers initiative provides school children aged 9-12 with the opportunity to gain media literacy, digital, design and film making skills and introduces these into the school curriculum. Established creative professionals from York creative companies work with children to develop skills and open up new possibilities about working in the creative industries. Such talent development will be a key ingredient in York's new Cultural Strategy.

Digital Adventurer certificates are awarded to children and young people participating in Explore Labs media arts activities which include animation projects, Muse Hack digital making clubs and Hack Camps all delivered under the guidance of professional artists.

A Digital Maker Space was created at Explore Library in York to stimulate children's creativity through play with 3D printers, arduinos, circuit boards and wearables.

For example, professional animators from Glass Cannon independent animation company worked with children over three days at York Explore library in the summer holidays. This was part of a three year Arts Council funded project.

The children worked with archive collections, made clay models and created high quality animation films gaining skills in storyboarding, audio editing, stop frame animation and chroma key.

Explore Labs have worked with 6,800 people so far from under fives to older people and hard to reach groups (eg dementia, disabilities, mental health) and encouraging intergenerational groups.

The project has engaged over 50 artists from local to international talent and worked with more than 25 grassroots, national and international cultural organisations including the BBC, Channel Four, Associazione Premio Eleanor Worthington, Institute of Contemporary Arts and Accessible Arts and Media.



'Light //Moves', supported by the Guild of Media Arts, was created by York primary school children from Park Grove School working with local artists and practitioners. The production explored dance, coding, shadow and light through the creative minds of school children. The children created their own digital performance, from the first line of code to the final choreographed dance projections. The performance became part of the first York Mediale media arts festival programme.

This project brought the UNESCO Creative City designation to life for this group of young school children, provided ideas about original career options and built confidence in their own creative voices.

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4.3 Aesthetica Film Festival and Human Rights Film Festival

The Aesthetica Short Film Festival has taken place in York every year since UNESCO designation. It now has BAFTA Qualifying Status.

It brings together industry leaders from a range of disciplines to speak about their craft and offers a unique insight into areas such as animation, VFX, documentary production and camera operation. In 2018, the Festival hosted the BBC Writers Room, Aardman Animation, Industrial Light and Magic, Spring Films, the major film distributor StudioCanal and more.

British and international films compete for Best Screenplay, Best Film and Audience Awards. Panel sessions examine the challenges of diversity and access in the industry.

In 2018, the Festival hosted a Screen School Virtual Reality Lab to enable delegates to explore new dimensions and immersive experiences working with new technologies.

Delegates (including novice film-makers) are given the opportunity to meet industry leaders and connect with other UK and international festivals.

York is a Human Rights City and a City of Sanctuary. The Human Rights Film Festival this year marks the 70th anniversary of the Universal Declaration of Human Rights. The festival included live theatre, multimedia, art and panel discussions.

Four films (two from UK and two international) explore the right to education, freedom from discrimination and the right to marriage. York's nationally recognised Independent State School Partnership has collaborated with York Human Rights City on a series of workshops for young people where they recorded their reflections on human rights.





Rodrigo Lebrun Green Screen Dreams
Image courtesy of York Mediale

4.4 Shakespeare's Globe INTERFACE project and York creative companies

In 2015, Shakespeare's Globe INTERFACE initiative selected York as their venue of choice because the city had been designated the UK's UNESCO Creative City of Media Arts.

This was a unique opportunity for digital designers and developers and small creative start-ups in York and the surrounding areas to meet with some of the UK's leading London based cultural institutions and brands. These included Covent Garden Opera House, Albert Hall, Channel Four, BBC, Tate Gallery, Penguin Books and more. Each institution had a clearly defined commissioning requirement and declared budget. Over 20 small companies in York met with these institutions to match their skills, expertise and resources with the brief.

Prior to INTERFACE, the cultural partners indicated what areas of work they would be commissioning in the next year. The digital companies and suppliers completed an application indicating their specialisms. The two lists were used to create a bespoke appointment programme. The delegates all had curated meetings as well as access to a main networking space.

Partners had to meet two criteria. They needed commissioning budgets for digital and media work in the next year and they all sent a senior decision maker and budget holder. Every INTERFACE meeting was therefore a genuine business opportunity for York-based creative companies.

The event resulted in new business for young creative companies and ongoing relationships with leading cultural institutions in London which did not previously exist.

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4.5 Digital Creativity Laboratory

The University of York now attracts significant research funding and has made major investments in creativity since 2014 across the arts, sciences and humanities as reflected in the Digital Creativity Laboratory.

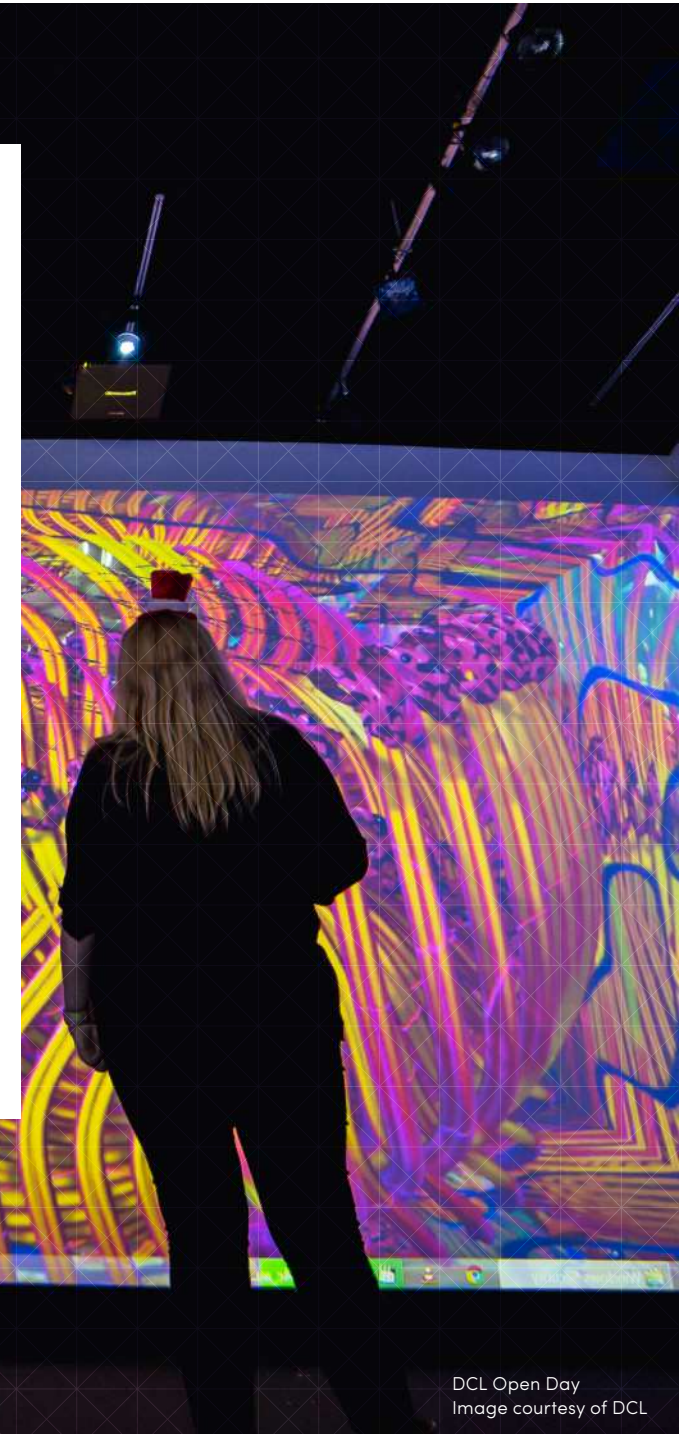
Founded following the UNESCO designation, the Digital Creativity Lab is an interdisciplinary laboratory and think tank focusing on research and innovation in games and interactive media. There is now an extensive pool of research expertise in digital and immersive storytelling from writing through media embodiment to the development of underpinning technologies.

Building on an £18m investment by three UK research bodies, the Labs bring together over 30 world-class researchers across creative and scientific disciplines. Partner organisations can gain access to high quality research benefiting from new ideas, collaborations and participation in a community of innovative thinkers. They enjoy opportunity to arrange visits, brainstorm and technology review sessions with preferential access to intellectual property.

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DCL Open Day
Image courtesy of DCL

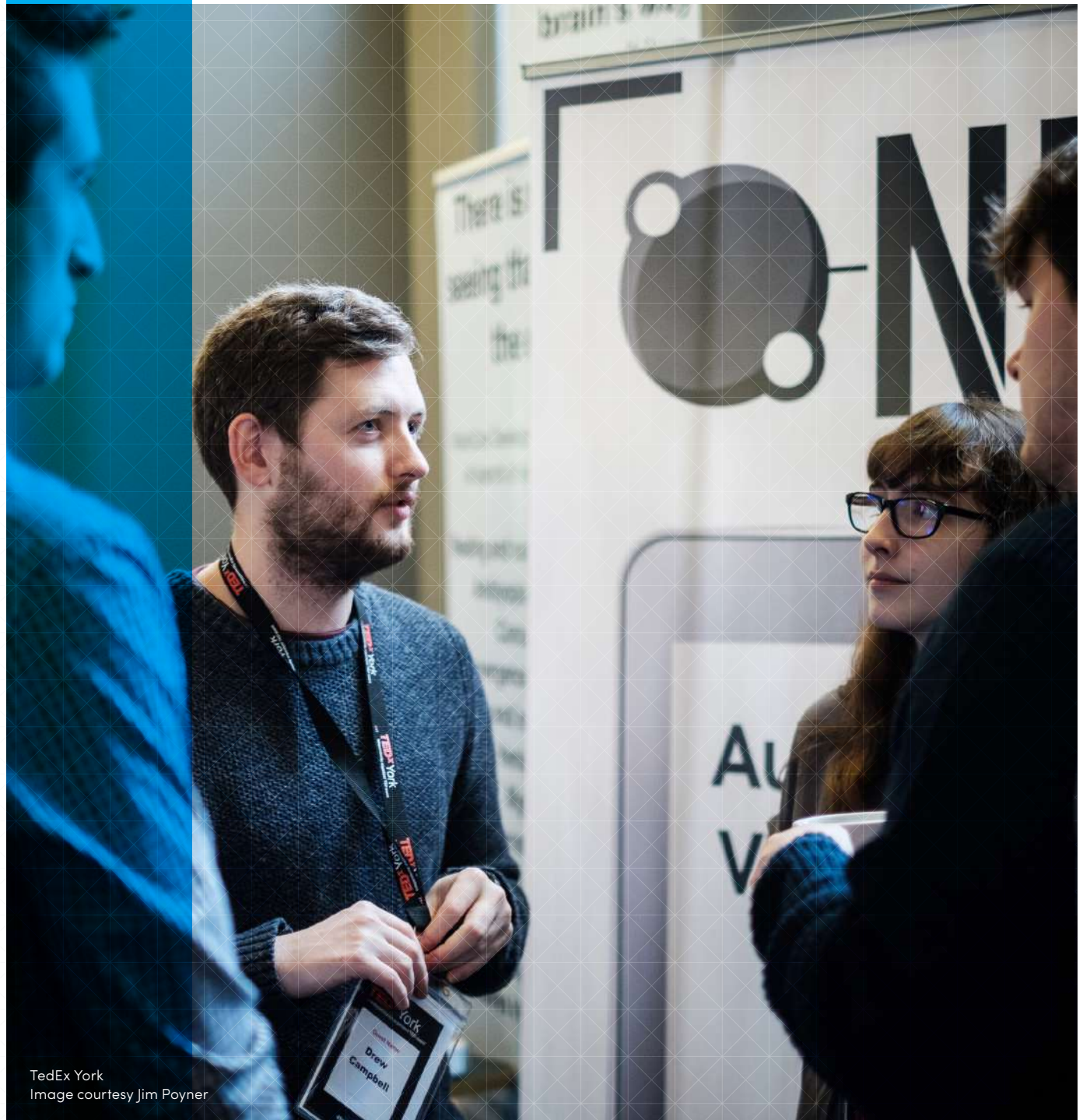
4.6 TEDx York

'Blurred Realities' was a city-wide business and cultural event in the spirit of the globally influential TED conference.

The York event explored how new developments in technology will inspire individuals and business leaders to change their work practices and look to the future. International speakers set out how technology, creativity and innovation can work with history and heritage and how immersive technologies can transform the interaction and understanding of the world around us.

With a blend of commercial and academic sponsors, the event provided delegates with opportunities to experience simulations (eg how optometrists are using VR to help people with brain trauma) and experience the latest in AI.

Speakers included Jervais Choo, Deputy Director of the National Museum of Singapore and Holocaust survivor, Martin Stern.



TedEx York
Image courtesy Jim Poyner

5

Major initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN



5.1 York Mediale

The first major UK media arts festival took place in York from 27 Sept-6 Oct 2018 as a direct result of the UNESCO Creative City designation.

Shaped by international partnerships developed through the Creative Cities Network and sourcing national and local fresh talent, the Mediale had a sharp focus on commissioning and curating new work by artists at turning points in their careers.

Because of the Mediale, the UCCN selected York as the venue for its meeting. Creative Cities represented were Austin, Braga, Enghien-les-Bains, Tel Aviv and Gwangju.

The British Council funded and supported an open call for international women artists resulting in installations and live performances inspired by US civil rights activist Maya Angelou and entitled 'Still We Rise.' The artists were Neo Musangi (Kenya), Ulungile Magubane (South Africa) and Brandon Covington (USA).

Performances and artworks ranged from choreographers presenting installations (Alexander Whitley's *Strange Stranger*), to architects building immersive participatory experiences (Loop.pH's *Pollinarium*), creative technologists building the future of broadcast media (Davy Smith's *Cutting Room*), talented young jazz musicians such as Moses Boyd and Kamaal Williams presented in a live AV show from *Just Jam*; challenging pioneering 3D printed public sculpture from Fluxaxis and international company Stage One based in York.



Token Homes
Image courtesy of York Mediale

Deep Lab's 'Can You Die If You Don't Exist?' was a world premier taking place in a public square across 11 hours addressing the global moral challenge of migration and survival. It demonstrated the power of a public art performance in York, the UK's first 'Human Rights City'.

The performance of 'Strange Stranger' by the Alexander Whitley Dance Company, Beatrice Dillon, Children of the Light and Luca Biada was one of the world premiers which began in York and went onto a world tour. It was located in one of York's oldest buildings, the Guildhall, and was an excellent example of why 'new art needs old buildings' with contemporary dance matched with technology and imaginative sound design.

The One Per Cent is an innovative digital arts project delivered by York-based community group Inspired Youth. Driven by the voices of local young people the result is a powerful film produced by the young care leavers themselves challenging stereotypes and replacing perceived limitations with expectations. The film has already helped to create new partnerships between charities and the council to support young people making the transition from care to independence and attracted national political attention.



Just Jam presents Moses Boyd
Image courtesy of York Mediale

The Mediale commissioned and scheduled major international conferences, demonstrations and peer to peer discussions. These included:

- 'Stories of Solitude: Performance, Technology and Digital Overload' with a speaker line-up including Maaïke Bleeker, Professor of Theatre Studies at Utrecht University, Natalie Kane, Curator of Digital Design at the Victoria and Albert Museum, London and interactive arts studio Invisible Flock.
- 'Continue: Video games and Culture' with video games designer and BAFTA award-winning creator of Her Story, Sam Barlow, Media Molecule's Cara Ellison, artist and writer Leila Johnston, Gob Squad collective's Sarah Thom, creative technologist Gorm Lai and York-based theatre company Pilot Theatre.

The York Mediale Steering Group consisted of a blend of private and public sector practitioners, activists and York City Council representatives to ensure the direction and purpose of Mediale was anchored in the city cultural strategy and the UNESCO designation.



SLAPover
Image courtesy of York Mediale

Some key facts and figures for York Mediale:

- _ 113 artists (global and local)
- _ 70+ diverse events
- _ 20+ venues across York
- _ 60+ volunteers contributing 900 volunteer hours
- _ 14 art forms
- _ 10 days of programming



Just Jam presents Moses Boyes
Image courtesy of York Mediale

[PLAY](#)

5.2 Inter-city creative collaboration

The UNESCO Creative Cities designation has created further momentum for the city's digital entrepreneurs, established and start-up companies to produce and showcase work for international audiences.

For example, York supported innovative heritage digital display company, Bright White, to take part in DataCities in Enghien-Les-Bains. Their 'Collider Case' project was seen by the Deputy Director of the National Museum of Singapore. This has resulted in mutual visits and exchanges. Jervais Choo, Deputy Director of the National Museum of Singapore has also taken part in TEDx in York.

York is making a collaborative Creative Europe bid with Enghien-Les-Bains, Kosice, Linz and Braga.

As the UK's first Gigabit city, York is collaborating with UNESCO Creative City Tel Aviv on its now well developed plan to become a Smart City.

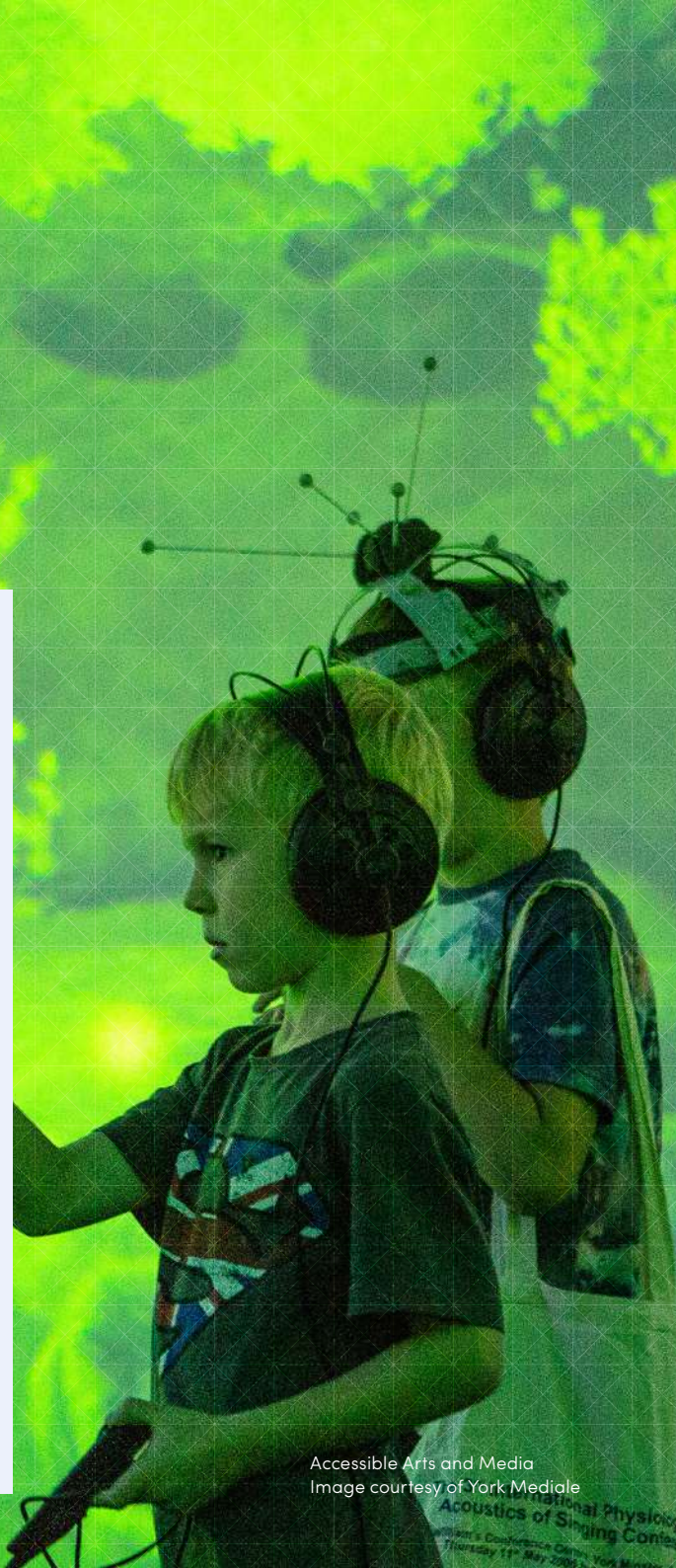
Further collaboration is continuing in innovative heritage management through work with UNESCO World Heritage city Suzhou in China which has included visits by York's Lord Mayor and City Archaeologist.

There are ongoing conversations with Changsa and Sapporo about collaborative creative work with York and engagement with the 2020 Mediale.

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Accessible Arts and Media
Image courtesy of York Mediale

6

Proposed action plan for the forthcoming mid term period of four years

6.1 Cultural Strategy

York will develop a city-wide cultural strategy in close consultation with the city's creative sector. This Cultural Strategy will be a priority within the York Economic Strategy 2016-2020.

Major new development sites now provide significant opportunities to embed culture and well-being into city-wide plans. York has the largest brownfield development site in Europe in 'York Central' but also has other significant opportunities in the next few years including Castle Gateway.

The UNESCO designation of York as a Creative City of Media Arts provides new momentum to city-wide strategic policy making and differentiates the city in the UK. The work on the Cultural Strategy provides new momentum and the opportunity to further realise the benefits of the designation.

A fresh and distinctive statement will also be made about the city through a contemporary cultural and visual identity.

Benefits of the strategy will include:

» **Ambition**

The Cultural Strategy will be central to the delivery of the York Economic Strategy 2016-2020. It will focus on big ideas, import and export culture and increase the city's national and international impact. It will articulate the way the cultural sector contributes to the life of the city and demonstrate the importance of the sector.

Cultural tourism will be welcomed and increased with residents acting as participants and key advocates.

» **Collaboration**

The city will seek to partner with others regionally, nationally and internationally (especially using the UNESCO Creative Cities Network) to deliver with others beyond city boundaries.

» **Informed choices**

The Cultural Strategy will map and benchmark infrastructure and activities and make the case for further development.

» **Engagement**

It will stimulate participation (makers and volunteers) as well as audience attendances. This includes York residents and visitors as well as national and international audiences.

The Strategy will include an education pledge so that every child in York gets to experience the full range of the city's cultural offer working through York's Creative Education Partnership.

» **Story**

It will make best use of York's unique cultural assets in telling the city's cultural story with a shared narrative.

» **Talent**

The Strategy will set out ways to develop, retain and attract creative talent to York as a priority.

The main outcomes of the Cultural Strategy will be:

- » Culture will become central to York's international image achieved through large scale international events, strategic investment and its designation as the UK's UNESCO Creative City of Media Arts.
- » York's cultural story will be contemporary, creative and ambitious, confident about its place in the world and about its future.
- » York residents will be active participants and strong advocates for culture. Visitors will choose to visit because of York's cultural offer.
- » Improved recruitment to cultural and creative industries for school leavers and graduates and retain creative businesses in York.
- » York will strengthen its evidence base to demonstrate cultural impact and excellence to inspire funders, policy makers and politicians to invest and engage with the city.
- » Culture will be central to place making in York.

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6.2 Creative Cluster

The UK government has now made York one of the nine Creative Clusters following competitive bids. This is part of an £80m initiative through the UK government's industrial strategy.

Creative Clusters are close collaborations between academic researchers, creative companies and other organisations to examine distinctive research and development challenges in specific areas of the creative industries.

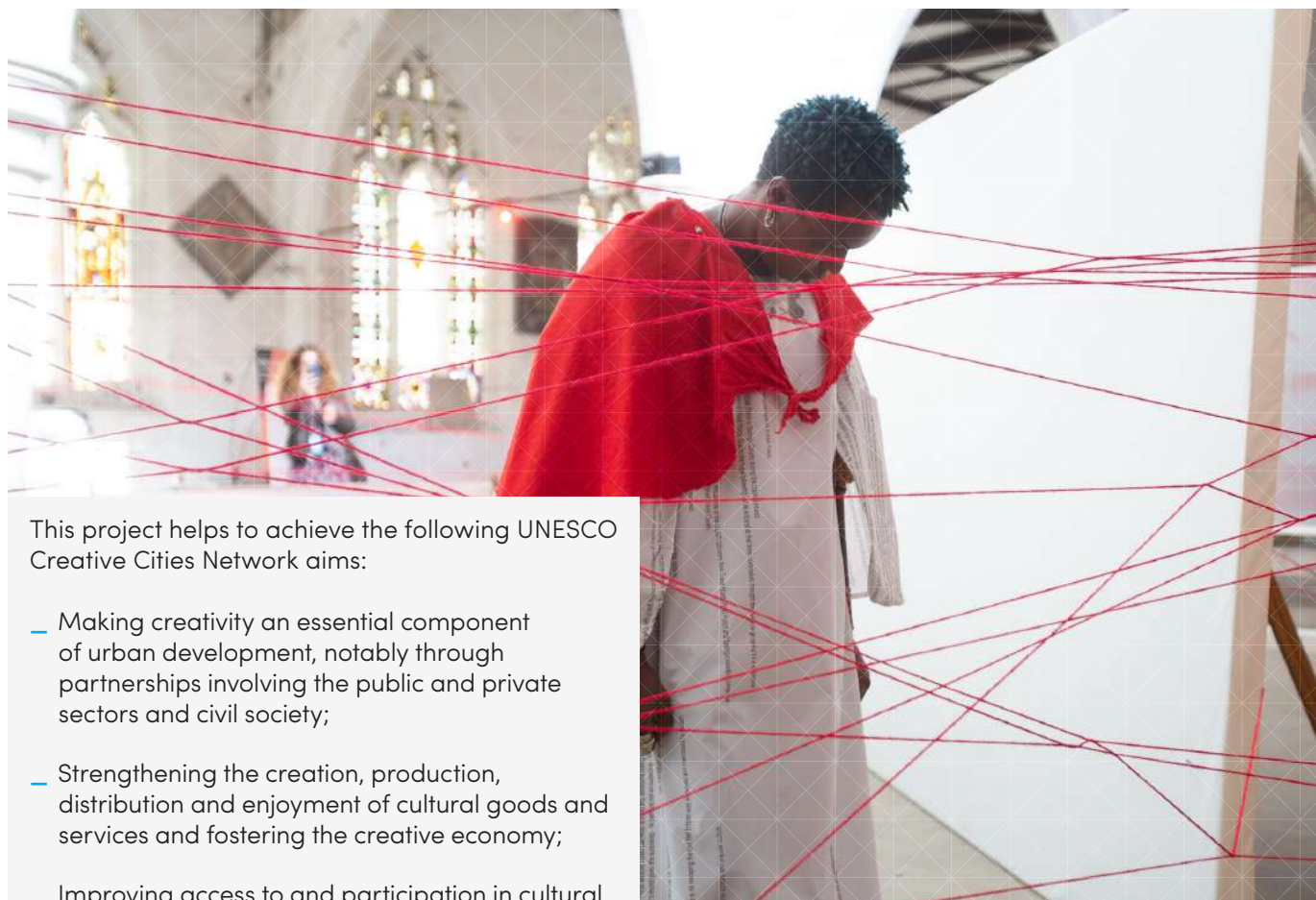
The Cluster centred on York – the Creative Media Labs – is a collaboration between the University of York, Screen Yorkshire, New Moon Studios, BT, Sony, the British Film Institute, Duck Soup, Warp Films, Game Republic and the BBC.

It will specifically work to establish the screen industries of Yorkshire and Humber as a centre of excellence in immersive and interactive storytelling.

The broader aim is to increase the use of digital technologies to improve the audience experience in the screen and performance industries, drive down production timescales and create more jobs.

Yorkshire and Humber region saw the fastest rate of screen industry growth in the UK between 2009 and 2015. The recent decision by major broadcaster Channel Four to establish its main regional headquarters in the city-region will accelerate this growth.

York's designation as the UK's UNESCO Creative City of Media Arts was written into the successful bid to secure Channel Four's new regional headquarters in Yorkshire.



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Still We Rise
Image courtesy of York Mediale

6.3 New Creative Arts Centre

York St John University will build a new £15m centrally located Creative Arts Centre in York.

Following a design competition won by architects Tate Harmer, this new 200 seat auditorium will include a large window facing on to York Minster offering spectacular views offering a unique portal for the performers. This new civic space will host a variety of original contemporary performances, including creative collaborations using new technologies.

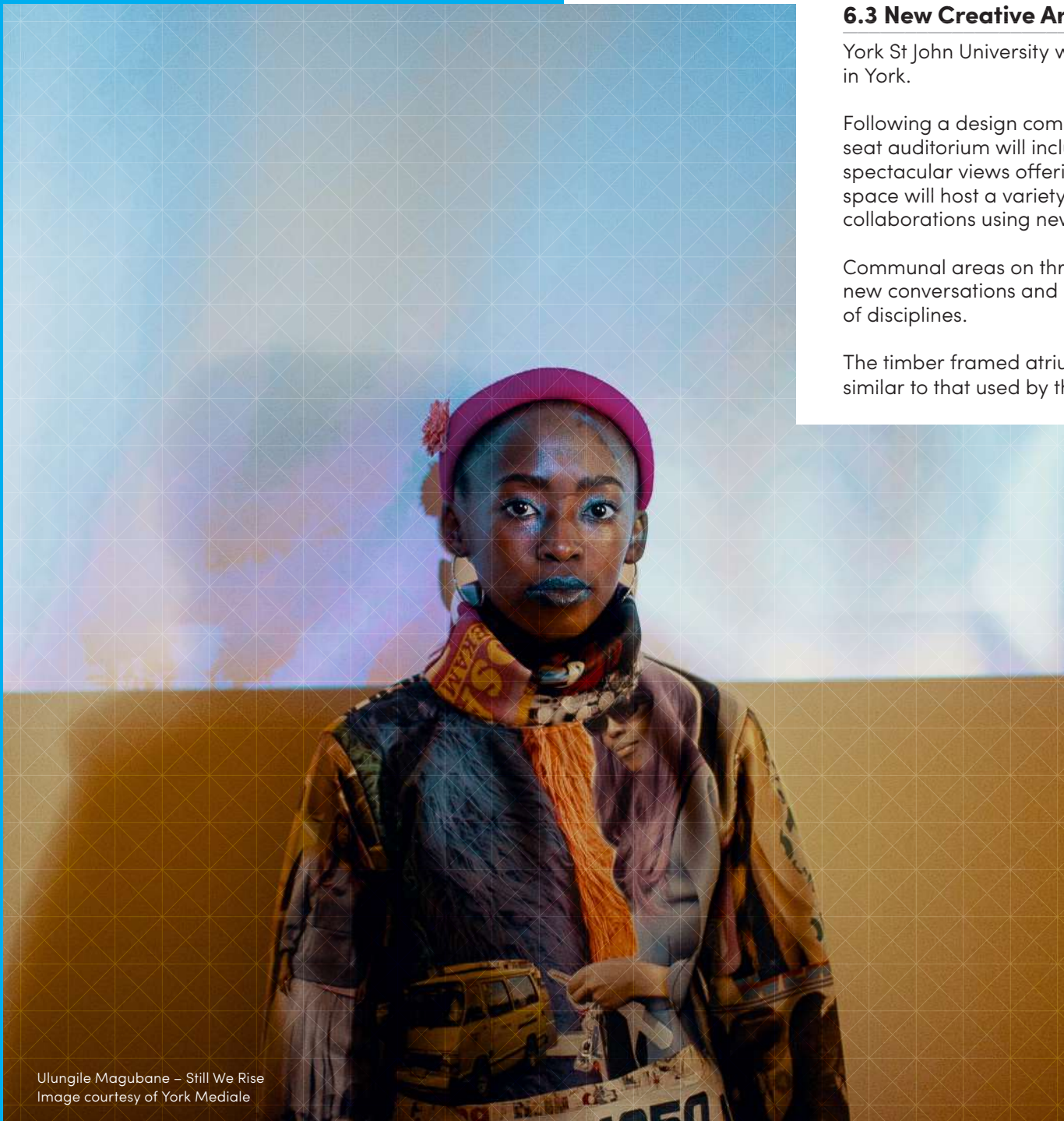
Communal areas on three levels will provide new teaching spaces and stimulate new conversations and ideas between students and lecturers from a variety of disciplines.

The timber framed atrium will be enclosed in environmentally friendly covering similar to that used by the Eden Project in Cornwall UK.

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Ulungile Magubane – Still We Rise
Image courtesy of York Mediale

6.4 York Mediale 2020 and 2022

James Bridge, Secretary-General of the UK National Commission for UNESCO has commented on the inaugural York Mediale: 'The York Mediale festival is already part of the national cultural calendar. York, the Mediale festival, the artists and members of the public present are playing their part in celebrating the UCCN and its international creativity.'

During the next four years, York Mediale will move into a new phase and establish a robust, scalable model for artistic, cultural and creative digital support in the city as well as embedding the UK's leading, largest media arts event.

For 2020 and 2022, York Mediale will continue to develop and foster the digital creative community in the city and beyond by developing and delivering the following:

- » City wide cultural volunteering, professional development and inter-generational network.
- » Touring the world premiere commissions developed in York around the world, especially to other UNESCO Creative Cities of Media Arts.
- » Developing a major programme of creative digital learning – breaking down barriers between science, language, creative arts, technology and movement.

The York Mediale team is developing a Creative Europe bid with several of the UNESCO Cities of Media Arts including Linz, Enghien-les-Bains, Braga and Kosice and is seeking to tour a commission to Austin in 2019.

This project helps to achieve the following UNESCO Creative Cities Network aims:

- Making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;
- Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy;
- Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalised or vulnerable groups and individuals, including women and youth'
- Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.

Contribution to the advancement of the following UNESCO Sustainable Development Goals:
4. Quality Education; 8. Decent Work and Economic Growth; 9. Industry, Innovation and Infrastructure; 10. Reduced Inequalities; 11. Sustainable Cities and Communities



6.5 Host a UNESCO Creative Cities Network annual meeting in York 2021

York will bid to host a UCCN annual meeting in partnership with Bradford Creative City of Film in 2021. The anticipated budget is c. £750k-£1.2m.

York will promote the development of practice and understanding within the Media Arts cluster and with other clusters by organising a series of policy meetings on agreed topics relevant to the Sustainable Goals and the Media Arts.

6.6 Estimated annual budget for implementing the proposed action plan

This estimated annual budget reflects two categories of activity: the core costs of maintaining the designation (Core) and the costs of delivering the projects for which another party is contracted (Programme).

Two typical years are shown to reflect the impact of the biennial Mediale. The costs of the projects that reflect and advance the objectives of the designation but are managed by other organisations are not included in this budget.

The delivery of projects is dependent on the continuing support of UNESCO partners and on successful fundraising from a large range of public bodies and sponsors including the universities, the local authority, regional bodies and Arts Council England.

York UNESCO City of Media Arts

Estimated annual budget 2019-2020

	2019		2020	
	Income	Expenditure	Income	Expenditure
Core				
Guild Partnership - 20 days @£500		£10,000.00		£10,000.00
York UNESCO Partnership - 20 days @£500		£10,000.00		£10,000.00
Overheads - 20 days @£1,000		£20,000.00		£20,000.00
	£-	£40,000.00	£-	£40,000.00
Programme				
Guild	£5,000.00	£10,000.00	£5,000.00	£10,000.00
Cultural Education	£20,000.00	£20,000.00	£20,000.00	£20,000.00
Mediale (biennial)	£150,000.00	£150,000.00	£1,000,000.00	£1,000,000.00
	£175,000.00	£180,000.00	£1,025,000.00	£1,030,000.00
Total	£175,000.00	£220,000.00	£1,025,000.00	£1,070,000.00
Total 2019 to 2022	£2,400,000.00	£2,580,000.00		

6.7 Plan for communications and awareness

York plans to strengthen communications of the city's designation as a UNESCO Creative City of Media Arts by sharpening its key messages addressed to audiences of stakeholders through a variety of channels.

This will take place within the City of York and with national and international partners (both colleague Creative Cities and other global potential partners).

Key messages will include:

- » UNESCO designation and the work that flows from it can have an important impact on technology development, talent development and wellbeing of citizens. The city will monitor and archive positive changes as they happen.
- » UNESCO designation differentiates York within the UK. This is an important place maker and can attract further cultural tourism, develop and retain creative talent, and draw significant inward investment.
- » UNESCO designation provides opportunities for re-branding the city through signage, design of public spaces and environments and through a range of logos to be used by the public and private sectors.
- » UNESCO designation can add momentum to the work of the Cultural Education Partnership in providing opportunities for children across the city to gain access to fresh cultural experiences beyond the school curriculum.

Audiences:

- » York residents and especially younger generation of York citizens.
- » Creative businesses and universities.
- » Politicians (local and national), arts policy makers and influencers.
- » Media (social media, print, broad and narrowcast etc).
- » Other UNESCO Creative Cities.

Channels:

- » Social media (Guild of Media Arts, Make It York, City of York Council websites, twitter feeds with stronger and consistent UNESCO Creative City branding).
- » Business and social networks, workshops, conferences.
- » Ensuring that the value of the UNESCO designation and its potential are embedded in city-wide strategies including, in particular, the emerging Cultural Strategy and the Economic Strategy, and demonstrating how they can lead to action and urban transformation.
- » Public realm re-branding of signage.



Skinny Pelembe
Image courtesy of York Mediale



United Nations
Educational, Scientific and
Cultural Organization



York UNESCO
City of Media Arts

Member of the
UNESCO Creative Cities
Network since 2014

Strange Stranger World Premiere
Image courtesy of York Mediate

Design by LazenbyBrown, York