

Annex 2 - Endorsements



Office of the Chief Executive

West Offices
Station Rise
York
YO1 6GA

Via e-mail

Wednesday 18th February 2014

kersten.England@york.gov.uk

01904 552000

To whom it may concern,

Re: City of York's bid to join the UNESCO Creative Cities network as a City of Media Arts

Throughout York's history, a strong sense of creativity and artistic appreciation has both characterised and driven forward our development. Our city's reputation is built upon social and industrial innovation, fairness and artistic flair – a city that constantly innovates, provokes, stimulates and informs.

Today, these vibrant exchanges and experiences are integrated into the fabric of everyday life in the city, acting as an inspiring canvas for creative pioneers.

The people of York fully recognise how lucky we are to have the cultural assets that we do. This is not down to chance, however. We have nurtured our creative sectors and are committed to doing so for the future – not as a tactic, as a strategy or a means to an end, but because it's part of what makes our city great.

The creative offer of York already provides a keystone to our visitor economy. We have seen an increase from 2.1 million visitors in 1987 to 7 million today and we intend to double their value to £1 billion over the next ten years, primarily through our cultural offering. Supporting and supported by this, creative industries represent York's fastest growing sector and add a new balance to our unrivalled heritage assets and identity. It is also an important means of creating new connections, with our highest profile exports, including Stage One, KMA, Pilot Theatre, and Revolution Games, commanding audiences

on the world stage. Increasingly, therefore, York and its creative products are known worldwide.

York's cultural offer does not, however, exist just for visitors. York has the highest rate of participation in the arts in Yorkshire with extensive youth programmes and open access media arts skills development. This provides further evidence that our media arts sector is fully integrated into the life of the city.

Our achievements to date are founded on strong cultural leadership, and this continues. Our universities and colleges have invested more than £100m in media arts facilities and resources in the last decade. The creation of York@Large, the city's cultural partnership, in 2003 has embedded our creative industries earlier into conversations about York's future and worked towards a vision of an internationally-renowned centre for cultural production and consumption.

As we look ahead, York's vision over the next 30 years, in our Local Plan, champions the creative industries throughout and we are investing significantly in media arts facilities and education, libraries and archives, and universal digital connectivity. As a UNESCO designated City of Media Arts we would raise our ambitions further to attract investment for new and existing businesses in the sector. Their growth, and the creation of new jobs, would offer new opportunities to our graduates and capture the imagination of a generation.

In achieving these ambitions, the impetus of creativity within the city would be enhanced and shared across the Creative Cities network. York's recent experience of sharing learning across worldwide networks through our involvement in Living Labs Global Awards and URBACT III, both focussed on our Genius! social innovation platform, has embedded these concepts within the Council's approach and the opportunity to work in a similar way with regards our creative offer is something which we can see significant benefit in.

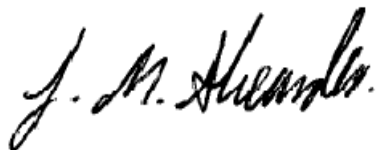
In 2011, I accepted the UNESCO invitation to attend the Creative Cities conference in Seoul with York's Chair of Creative York, Marcus Romer. As a candidate city, York made a presentation at that conference and had fruitful discussions with other cities in the UNESCO Creative Cities network. Then, unfortunately, applications were put on hold by UNESCO for reasons outside our control. Our enthusiasm to join the network has not waivered since that time.

The Lord Mayor, Cllr Alexander and I, as well as partners across the city, recognise the huge opportunity the Creative Cities network offers in making York's future at least as compelling and internationally recognised as its past. We commend this bid to you strongly, with optimism and anticipation of what it would mean for York.

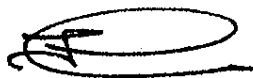
Yours faithfully,



Kersten England
Chief Executive



Cllr. James Alexander
Leader



Cllr. Julie Gunnell
The Rt Hon the Lord Mayor of York,

Creative Cities Network
Culture Sector
Museums and Creativity Section (CLT/DDD/MAC)
7 Place de Fontenoy
75352 Paris
France

17 March 2014

Subject: Application for the City of York as UNESCO City of Media Arts

Dear Sir/Madam

On behalf of the UK National Commission for UNESCO, I have pleasure in endorsing the City of York's bid to become UNESCO City of Media Arts within the framework of the Creative Cities Network.

York's digital, cultural and creative industries provide an attractive location for a new generation of artists, writers, games developers, filmmakers, musicians, publishers and archivists. The city is a hub of innovation providing services for the likes of BBC iPlayer, China United Television and AT&T Electronic Arts.

The bid has been assembled by a partnership from across all sectors in the fields of culture, arts, innovation, tourism, government, media and education.

Media Arts include the disciplines of video games, computer animation, digital and interactive art, sound art, film, television and theatre. In York, it is an activity partaken in by professional artists, designers, academics, researchers, and, not least, enthusiasts and the general public alike.

York is one of the UK's 'Super-Connected Cities', receiving government investment in ultrafast broadband, offering high-tech and digital companies the infrastructure they need.

We believe that York is well placed to become a strong addition to the Creative Cities Network and will make a valuable contribution to the existing Creative Cities of the UK, and globally.

Please accept my gratitude for your kind consideration of this nomination.

Yours sincerely,



Tim Williams
Chair, UK National Commission for UNESCO

Cc: H.E. Mr Matthew Sudders, Ambassador and Permanent Delegate



Ville d'Enghien les-Bains
VAL D'OISE
Cité Thermale

Enghien-les-Bains, February the 27th 2014

To whom it may concern

Re: Support for the application of York to the UNESCO Creative Cities Network

As a Creative Cities Network member, the municipality of Enghien-les-Bains, which I represent as Mayor, would like to express our support, for the application of York as a UNESCO Creative City of Media arts.

The assets of this city are:

1- the development of creative industries which represent the fastest growing sector of York's economy with a growth rate of 7%.

2- the great number of media arts facilities and resources to support this sector. York's historic centre Guildhall building is soon to be converted into a digital media arts centre with major city investment as a location for start-up creative companies and new performances.

3- the support to media artists who lead educational projects using new technologies. For example, Pilot Theatre, an award winning International Touring Theatre Company based at York Theatre Royal, offers a strong support network of educational resources, workshops and interactive opportunities.

4- the role played by media arts to enhance the city's heritage assets, interpret them in a new way and engage with civil society. For example, Illuminating York festival which takes place each year at the end of October, draws more than 50,000 people to the city to experience York in a new light. Cutting-edge technology creates a colourful celebration of York's unique heritage, from spectacular sites to hidden gems.

5- the existence of degrees in media arts offered by local art universities as the University of York's Department of Theatre, Film and Television that will launch in autumn 2014 a BSc in Interactive Media designed to encourage a flair for scientific understanding and a strong creative drive.

In light of these elements, we reiterate our full support for this initiative, in hope that admission of York to the Creative Cities Network will enable building joint capacity and strengthening our Network's effectiveness.

The designation of York as creative city would open up exciting cooperation projects. These activities may include for example:

- artist and policy-makers mutual exchanges in the frame of our festivals *Bains Numeriques* and *Illuminating York Festival*
- Participating in workshops, conferences and virtual platforms and taking part in the Digital Arts Network (RAN) initiated by the Centre of arts in Enghien-les-Bains in 2007 and which gathers more than 40 organisations from all over the world
- Making new connections and business opportunities for media arts start-up businesses
- Creating new relationships with media arts practitioners.

Sincerely yours,

The Maire,
Vice-President of the Department of the Val d'Oise



Philippe SUEUR ✠

GEORGES KEPENEKIAN

ADJOINT AU MAIRE
DÉLÉGUÉ À LA CULTURE, AU PATRIMOINE
ET AUX DROITS DES CITOYENS

***Mrs Janet HOPTON
Mayor of the City of YORK
United Kingdom***

Lyon, le 5 mars 2014.

Madame le Maire,

La Ville de YORK souhaite se porter candidate pour intégrer le réseau UNESCO des Villes Créatives dans le domaine « Media Art / Ville pour les arts numériques ».

Lyon, engagée dans ce programme depuis 2008, encourage l'adhésion de nouvelles villes pour faciliter l'innovation et les échanges entre acteurs au niveau mondial, grâce à la coopération avec l'UNESCO.

Suite à la lecture des différents documents que vous nous avez adressés j'ai le plaisir de vous confirmer le soutien de la Ville de Lyon pour votre candidature à ce réseau des Villes créatives.

Les nombreuses actions et les différents projets que vous avez déjà réalisés sont autant de pistes de partenariats productifs entre les différentes villes du groupe « Media Art / Ville pour les arts numériques » pour les années futures.

Je vous prie d'agréer, Madame le Maire, l'expression de mes respectueux hommages.

Georges KEPENEKIAN



February 18, 2014
City of Sapporo
Kita 1 Nishi 2, Chuo-ku
Sapporo 060-8611 JAPAN

To whom it may concern,

Support for York's Application for City of Media Arts in the UNESCO Creative Cities Network

As a member of the Creative Cities Network, the City of Sapporo, which I represent as mayor, would like to express its support for the application of the City of York to become a member of UNESCO Creative Cities Network as a City of Media Arts.

The City of York has made investments in media arts facilities and activities to promote public engagement to support the expansion of its creative business base with the aim of preserving the charms of its famous historical heritage developed over 2000 years and international reputation as well as opening up new opportunities for future initiatives. It is expected to become one of the leading international cities which place creative industries at the heart of their social, economic and cultural development. York will bring pleasurable collaboration and exchange opportunities to the UNESCO Creative Cities Network.

Below is a concise listing of what the City of York has to offer:

1. York is a growing source of creative talent with world-class learning institutions.
2. Creative industries represent the fastest growing sector of York's economy.
3. York's cultural experiences form an important part of everyday life with York labelled the "City of Festivals."
4. York's world class heritage continues to be the centerpiece of its cultural offer, attracting over seven million visitors per annum with media arts the engine of its future interpretation.
5. More than £100 million has been invested in media arts facilities and resources to support the sector by York's two universities.
6. York's historic city center Guildhall building is soon to be converted into a Digital Media Arts Center with major city investment as a location for start-up creative companies and new performance space.
7. York is as one of the UK's first Super-Connected Cities and aims to be the most digitally connected city in Europe by 2015.
8. Media Arts drives York's social innovation and is testament to the city's inclusivity and diversity.

In light of these factors, we reiterate our full support for this initiative in the hope that York's admission to the Creative Cities Network will enable us to build joint capacity and to strengthen our network's effectiveness.

Sincerely,



Fumio Ueda
Mayor of Sapporo



17 March 2014

Kersten England
Chief Executive
York City Council
West Offices
Station Rise
York
YO1 6GA

Dear Kersten England,

UNESCO City of Media Arts

I write on behalf of the Arts Council England to formally endorse the bid by City of York Council for York to be considered for UNESCO City of Media Arts status and to join the Creative Cities Network. The Arts Council has been pleased to work with Norwich in their role as a UNESCO City of Literature and support York in its endeavour to join the network. We feel that it has a lot to share and to gain from collaboration with other Creative Cities.

York is best known for its heritage and history but its contemporary arts and creative industries are a real strength and it has been trailblazing in certain areas of digital and media arts.

The Arts Council has supported the Shift Happens events and contracted Pilot Theatre to host a unique twin site national conference No Boundaries in 2014 as a live-streamed platform for national debate on the state of the arts.

The City has participated in the joint Arts Council BBC project 'The Space' with a hugely accessible multi-streamed film version of the York Mystery Plays.

York has huge hidden strengths in the creative industries and its Universities are major hubs of creative talent for the UK. The City is a base for the Arts Council funded National Centre for Early Music and has a vibrant programme of festivals in film, music and literature.

Arts Council England, 14 Great Peter Street, London SW1P 3NQ www.artscouncil.org.uk

Phone: 44 (0) 845 300 6200 Fax: 44 (0)20 7973 6590 Text Phone: 44 (0) 20 7973 6564

Email: enquiries@artscouncil.org.uk



As the national agency with responsibility for arts, museums and libraries we welcome the cross sector approach taken by York and the investment made in the museums and libraries as major centres of learning and education.

The Arts Council's Artsmark scheme rewards creativity in schools and York has one of the highest proportion of Artsmark schools in the UK reflecting the central importance placed on of creativity in the curriculum.

Whilst there may be other cities in the UK with larger film industries, I believe the unique offer of York's heritage and digital expertise in its interpretation offers the potential for a valuable addition to the Creative Cities network.

Yours sincerely


Alan Davey
Chief Executive



Office of the Chief Executive
West Offices
Station Rise
York
YO1 6GA

13 March 2014

To whom it may concern

Re. City of York, United Kingdom Candidate city to become a UNESCO City of Media Arts

I am pleased to support the City of York's candidature for a UNESCO City of Media Arts.

Creative & Cultural Skills is the licensed sector skills council for craft, cultural heritage, design, literature, music, performing arts and the visual arts. More broadly we work in a practical way with the wider creative industries to support people who work, or aspire to work, in the creative and cultural industries to access jobs, skills, progression and training.

Between 2004 and 2010 the UK creative sector grew by 11% and GVA contribution per head is more than 10% higher than the national average. It contributes £26 billion to the UK economy each year, and is forecast to grow by 2020, in comparison to the broader UK economy, where statistics are currently being revised down. Including craft, cultural heritage, design, literature, music, performing arts and visual arts, the creative sector has so far proven itself resilient and adaptable to change.

As a city York has a strong record of engagement with the wider creative industries and, as part of its programme to support the UNESCO City of Media Arts it is putting in place an even stronger infrastructure to support its creative businesses through commissions and investment. It intends to place cultural education at the heart of its programme: this is a priority area of work for Creative & Cultural Skills as we know that the most important issue for the sector going forward is to ensure a steady stream of talented young people joining as artists, managers and technical workers.

York's plan a new digital media centre and commitment to increase youth access to Media Arts is exactly the type of initiative that will help media arts grow and development.

- York will build an iconic new Digital Media Arts Centre (DMAC) for up to 250 micro/small creative businesses



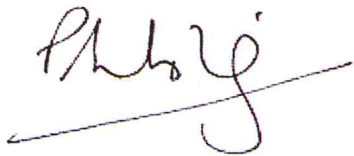
- York will increase youth access to Media Arts as a means of self-expression and skills-development
- York will expand its digital and social inclusion strategy, offering support to other cities within the Creative Cities Network with similar ambitions
- York will work with other Creative Cities to develop an international programme of cultural festivals showcasing Media Arts
- York will be promoted as a capital of media arts production and experiences, acting as a gateway for national and international connections and consumption

Increasingly the challenge for education institutions is how to equip young people for a fast-changing employment context where ingenuity and business acumen are part of a well-rounded cultural education. The creative and cultural sector needs recruits who are as willing to 'make a job' as 'take a job' as well as skilled 'technicians' who will come into the sector through apprenticeships. Some of the key arguments promoting this type of approach can be found in our recent publication, *Creativity, Money, Love* (<http://creative-blueprint.co.uk/thinkpieces/item/creativitymoneylove>).

Creative & Cultural Skills is highly supportive of a curriculum for post-14 year olds which puts a high value on a rounded cultural offer allowing young people of all backgrounds to develop their talent in creative subjects. The sector as a whole is generally characterised by a highly qualified workforce (over 60% qualified at L4 or above) but one in which employers still report difficulties in finding recruits with job ready skills. This has resulted in a chronic lack of diversity particularly in attracting recruits from BAME backgrounds and from lower social classes. We believe a strong emphasis on vocational entry routes through apprenticeships is key to achieving a balanced workforce.

I wish the City of York good luck with the next stage of the process.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Pauline Tambling', with a long horizontal line extending from the end of the signature.

Pauline Tambling
Joint CEO, Creative & Cultural Skills

Letter of Endorsement

York has become a phenomenally creative city in all sorts of ways, from history and heritage to film and software, higher education and social policy. It is undoubtedly one of Europe's most dynamic creative clusters, and part of a network of cities in the region that are mutually reinforcing as they continue their evolution from an industrial past to a combination of industrial and post-industrial activity in the present.

The plans set out here to deepen York's creative activity, and in particular to focus on digital media, are exciting and also achievable. Our experience in parallel fields - from digital R&D in the arts to new media - gives us grounds for confidence that the ambition set out in their proposals are realistic.

As the UK's leading innovation foundation we are delighted to be able to endorse York's bid.



Geoff Mulgan
Chief Executive
Nesta



Hull
City Council

Ms Kersten England
Chief Executive
York City Council
West Offices
Station Rise
YORK
YO1 6GA

Your Ref:
My Ref: PJ/LMc/UNESCO
Tel: 01482 614820
Email: jon.pywell@hullcc.gov.uk
Textphone: 01482 300 349
Date: 10 March 2014

Dear Kersten

York – UNESCO City of Media Arts Application

I write on behalf of Hull UK City of Culture 2017 to support York's application to join UNESCO Creative Cities Network.

Hull will be the UK City of Culture in 2017 with a 3 year build up programme and 3 year legacy programme. Although the focus of our bid was on Hull we made specific reference to working closely with authorities and cultural partners across the North of England and have specific connections with York.

Hull has to build capacity to deliver in 2017 and we recognize and value the fact that York has much expertise to share in the digital and media arts sector. We are already working with your film makers and Pilot Theatre and with the York based J Nights to deliver our jazz programmes. We enjoy close links between tourism agencies VHEY and Visit York and see Hull 2017 as an opportunity to attract visitors to both destinations building on Hull's position as port and gateway to Europe and York's international reputation as a destination and meeting place.

Hull participated in the innovative Arts Council No Boundaries conference which took place simultaneously in York and Bristol in March 2014. This offered a unique digital platform for us to consult with the cultural sector on plans for UK City of Culture. Through the conference we were able to network with a wide range of practitioners, broadcasters and partners as well as other cities who will feed into Hull 2017.

The designation of UNESCO status for York would bring regional and national benefits, especially given your expertise in the creative reinterpretation of heritage.

(Continued ...)



Room 11, Guildhall, Alfred Gelder Street, Hull, HU1 2AA

www.hullcc.gov.uk

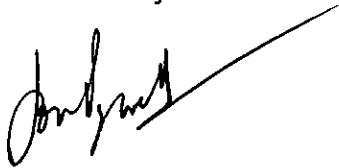
Tel: 01482 300 300

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We look forward to working with you through to UK City of Culture and hope that York can to play a role in plans for an international Freedom of the arts symposium in 2017.

Both Hull City Council and Hull City of Culture support your bid to be a UNESCO City of Media Arts.

Yours sincerely



Jon Pywell
Assistant Head of Service City Culture
City Lead UK City of Culture 2017

2017 Hull

TELL THE WORLD



HULL 2017
UK CITY OF CULTURE

Kersten England
Chief Executive
York City Council
West Offices
Station Rise
York
YO1 6GA

Tom Riordan
Chief Executive
3rd Floor
Civic Hall
Leeds LS1 1UR

Tel: 0113 247 4554
Minicom: 0113 247 4000
Fax: 0113 247 4870
tom.riordan@leeds.gov.uk

Our reference
Our reference: **let125/TR/KB**

19th March 2014



RE: YORK, UNESCO CITY OF MEDIA ARTS

As Chief Executive of Leeds City Council, I wish to put into writing our support of York's bid to become a UNESCO City of Media Arts.

York and Leeds share a special bond beyond their proximity, with a history of collaboration that now manifests itself as the Leeds City Region partnership. Together we aim to realise the City Region's vast economic potential by strengthening our global competitiveness, encouraging innovation and enterprise, and unlocking private sector growth.

Across the City Region, we see an increasingly attractive cultural offer, including Bradford as UNESCO City of Film and Yorkshire's standing as the unofficial Sculpture Capital of Europe. We are blessed with two UNESCO world heritage sites (Fountains Abbey and Saltaire), whilst the whole region is gearing up for our imminent 100-day cultural festival as part of the Tour de France 2014 Grand Depart in Yorkshire.

York's evident creativity and innovation, with the digital and creative industries representing the fastest growing sector of York's local economy, forms an intrinsic part of the region's cultural offer. The application for designation recognises York's strengths in digital storytelling to a worldwide audience, the role of its education infrastructure in delivering a pipeline of



talent, and the city's ability to work together to produce and progress new ideas and solutions to citywide issues.

Let us look forward to the initiatives detailed in your plans. We offer our support in relation to your objectives as active members of the Creative Cities Network and can see the opportunity to extend the implementation of certain initiatives across the City Region. York's achievements and future ambitions fully complement Leeds' strong asset base in Digital Media and our own cultural aspirations.

Tom,
TC

Tom Riordan
Chief Executive

