

Dundee Contemporary Arts - assessing the impact of the past ten years

Impact Study

DCA
Dundee Contemporary Arts

BOP
Consulting

tialt
THERE IS AN ALTERNATIVE

“With extraordinary attention to detail, the DCA team sets an exceptional example, demonstrating a commitment to creating inspiring experiences and enriching people’s lives.”

(Judges’ final citation, Art Fund Museum of the Year 2024)



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Foreword



Steve Grimmond
Chair, DCA

I am in the fortunate and unusual position of having both been heavily involved in the founding of Dundee Contemporary Arts (DCA) in 1999, and having held the position Chair of DCA for the past two years. From this unique vantage point I can state with confidence that since the day it opened its doors until the present, DCA has consistently outperformed the high expectations its founding partners had for all it could achieve.

As this report outlines, DCA came into being as a partnership between Dundee City Council and the University of Dundee, and through the merging of three separate arts groups in the city. Partnership working and a multi-arts perspective have been at the heart of what makes DCA work from the beginning and the overwhelming impact presented in this report demonstrates just how powerful that model continues to be.

DCA's impact over the last ten years has grown, despite a global pandemic, rising inflation and an arts funding crisis, all of which were unimaginable in 1999. Despite these challenges we can look back on the past decade and note the growth in DCA's national and international reputation, exemplified in our press coverage, major partnerships and our shortlisting for Art Fund Museum of the Year 2024. We can celebrate the organisation's connection with communities in every ward of the city, genuinely making a difference to people's lives; and we can take significant pride in our annual economic impact of £4m, supporting jobs and our city's economy while delivering our mission to enrich people's lives through art, culture and creativity every single day.

Foreword



Beth Bate,
Director, DCA

With a building that's open 361 days a year, four artistic programmes and a busy slate of commercial and fundraising activities, it's not often we have the opportunity at DCA to step back and really analyse our impact over a multi-year period. We see the audiences, artists and communities we interact with and make a difference for every day; we celebrate our successes, from our Art Fund Museum of the Year shortlisting, to groundbreaking and award-winning learning activities, to bringing Art Night to Dundee for its first iteration outside of London, and we monitor visitor spend, audience behaviour and feedback. But seeing our social, cultural and economic impact from the past decade presented so clearly, creates an opportunity to really take stock of what this organisation achieves for the city, for Scotland and for the UK.

I'm incredibly proud of the daily work of our staff, across every team here, to deliver the work contained in this report. There's an energy and a drive that comes from a team that's truly dedicated to fulfilling an organisation's mission, as I know our team is. We have achieved so much in the past ten years, and we have ambitions to achieve so much more. As we look to the future, we face both a challenge - working at the capacity of what our building can do - and an opportunity: to redevelop our lower two floors, allowing us to expand our cinema, learning, printmaking and commercial activity, all while increasing our already significant economic impact and offering audiences more of what they love about DCA. This report leaves me more convinced than ever that with expanded space for what we do so well, we can deliver even more impact in the decade to come.

DCA in numbers: the past 10 years

DCA provides a distinctive and multifaceted offer for a broad audience

“It is the combination of cultural attributes at DCA — Gallery, Cinema, Learning, Print Studio and hospitality which makes them so unique and important in the city — the whole works to create something really special and impactful.”

“It brings artists [and a high calibre programme] that we wouldn’t necessarily get in Dundee without it.”

“DCA is just a great central, social place!”

“DCA facilitates a whole set of network and community relationships, which is fundamental to a cultural ecology.”

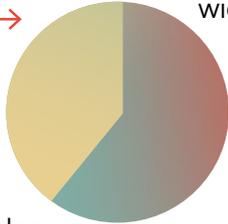
“It’s a wonderful resource for the town - you just know that it will have the best films from the world.”

38 → **21**
exhibitions showcased international artists

21,000
film screenings

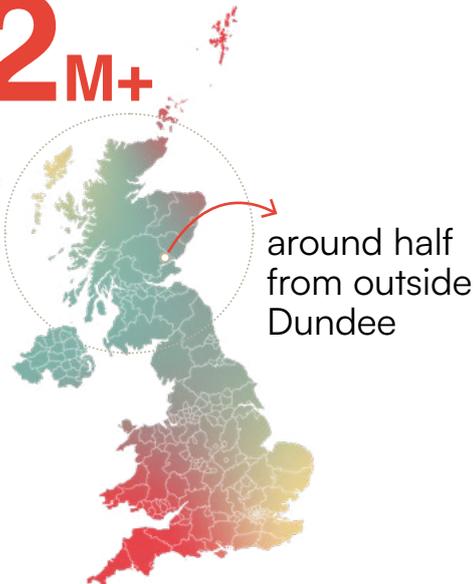
75,000
Learning programme participants

82 → organisational partnerships



60% in Scotland/wider UK
40% in Dundee

2.2M+
visits



around half from outside Dundee

220,000+
Gallery visitors

around **640**
Print Studio course attendees per year

72,500
Cinema admissions per year



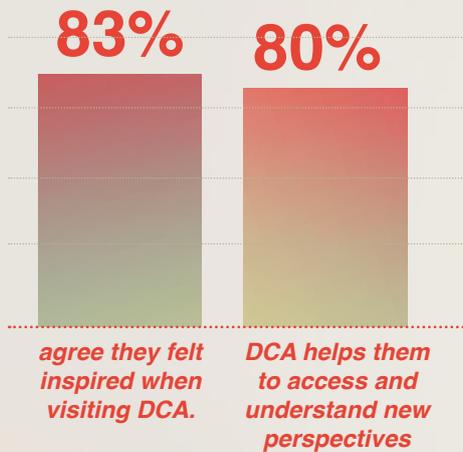
recognise DCA as offering a high-quality art and cultural experience



recognise that DCA offers a cultural experience not easily accessible elsewhere in the city

Through its offer, DCA impacts on the people it connects with

Visitors and audiences



Print makers



“Great variety of works on display. I [...] felt encouraged to interrogate and consider the works.”

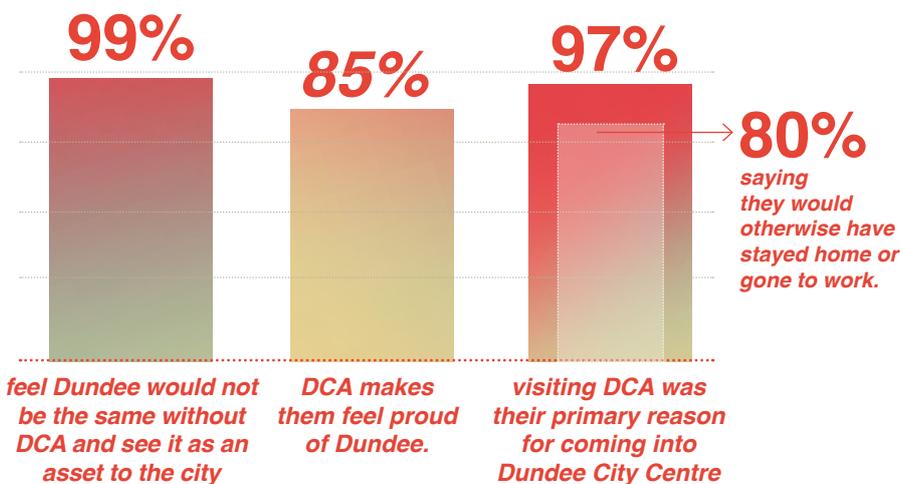
“Helping me to understand better how to analyse different types of art and the meaning and influences of them.”

49

artworks commissioned over the past five years

“Children are able to use their creative imagination and all materials are provided, removing [a] potential barrier. Families became aware of activities which can be replicated in the home environment.”

DCA has a wider impact on Dundee and its people



In 2024/2025 the net economic impact of DCA was

£5.1m

through visitor and organisational spend, equating to

£2.6m

in GVA and

121

FTE jobs in the wider local economy

“What it did for Dundee is almost immeasurable.”

“There’s nowhere else like it nearby -it’s a wonderful cultural asset for Dundee and the surrounding area.”

“DCA was the start of the cultural renaissance in Dundee - you might not have had the V&A if it wasn’t there.”

Summary



Exhibitions - Alberta Whittle - Ruth Clark

BOP and tialt were commissioned by DCA in June 2025 to look back over the past ten years to identify DCA's social, cultural and economic impact, analysing data and consulting with DCA's stakeholders, staff, artists and visitors through interviews and surveys.

Our research highlights three core ways in which DCA's offer is unique and impactful:

- the quality and multi-faceted, international nature of its programming;
- the welcoming, socially vibrant space it provides;
- its connecting role across the Scottish and UK cultural sector and Dundee's wider community.

Through this offer, DCA enables a breadth of opportunities and impacts - from career-changing opportunities for emerging artists to new experiences and perspectives for visitors, and creative development for all. Beyond this, DCA's offer and presence has a wider impact on Dundee's cultural and economic ecosystem, and on Scotland's creative reputation.

DCA's cultural programme is consistently described as **diverse and sector-leading** in Dundee and beyond, while remaining accessible; maintaining openness without compromising ambition. Across its cultural components - Galleries, Cinema and Print Studio - **DCA delivers high-quality programmes**. The cinema presents international and independent films alongside mainstream favourites, exhibitions showcase emerging artists alongside major names. The Print Studio is recognised for exceptional teaching and facilities, bringing first-time printmakers and established artists together in a welcoming environment.

Ambitious programming is aligned with **strong access principles**. DCA's Learning programme is considered **the gold standard**. While broadening opportunities at all ages, its programming for children and young people in particular is seen as enriching the educational offer in Dundee and wider Scotland. This impact is felt both on site and through city-wide activity in community settings. Stakeholders and visitors also value **DCA's affordability** - free gallery admission; inclusive festival ticketing; accessible cinema pricing and Print Studio membership.

DCA's space meanwhile creates a **welcoming, sociable environment**, with multiple spaces under one roof resulting in a lively civic hub in the heart of Dundee. People come not only to learn, be entertained or inspired, but also to relax and socialise; creating a sense of a “*home from home*”.

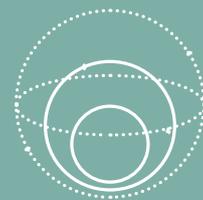
Further, DCA's **convening function**, across the Scottish and UK cultural ecosystem but also within the community, plays a key role in maintaining the health of the **local cultural and community ecosystem**, enabling partners to deliver work they could not achieve alone. Notable examples include coordinating local cultural organisations in bringing Art Night to Dundee (its first full iteration out of London), as well as long-standing partnership with NHS Tayside and local community organisations.



DCA's resulting impact on people is wide-ranging. For visitors and audiences, DCA's offer **supports personal development across ages**, with meaningful opportunities provided for everyone. It nurtures creative expression through exposure to high-quality work and its learning programming, and through fostering social connection, **enabling people to explore their creative potential throughout their lives**. Its diverse offer also opens pathways to **broadening horizons** and discovering new things to feel joyful about and inspired by. DCA also **provides practice-expanding opportunities and pathways for artists and creatives at all levels**, impacting individual practitioners across early, emerging and established stages of their career.

Beyond the people it engages with directly, DCA has a broader impact on Dundee and its people, as a key **contributor to Dundee's transformation** into a thriving cultural hub; and as a strong **actor in the city's cultural and economic ecosystem**, driving reputation, opportunities, visits and spend.

Through its offer and impact, **DCA has become embedded in the fabric of the city**; in its social, educational, entertainment, creative and economic ecologies; as well as building a strong reputation as one of Scotland's leading arts organisations. Looking forwards, stakeholders emphasise the importance of the health of cultural assets like DCA for Dundee's broader economic wellbeing and are keen to see DCA further build on its contributing role. This echoes DCA's own aspirations for growth. With plans to expand its offer and strengthen its financial sustainability within the next five years, it aims to continue playing a vital role for the city's cultural and economic ecosystem for years to come.



Background and Context

*A short introduction to the
impact study and to DCA*

A short introduction to the impact study

BOP and tialt were commissioned by DCA in June 2025 to lead an **impact study of the past ten years**. It sets out DCA's economic, cultural and social impact within Dundee, nationally and internationally. The impact narrative is constructed through the experiences of the organisations and places connected with DCA, and of the people who have made DCA part of their story.

BOP and tialt have looked back over ten years of data and consulted with DCA's stakeholders, staff, artists and visitors through interviews and surveys, to understand its current scale and reach, and to identify the key areas of DCA's impact.



Exhibitions - Claudia Martinez Garay - Erika Stevenson

A short introduction to DCA and its background

While this study looks back over the past decade, Dundee Contemporary Arts, or DCA, as it is known, first opened its doors sixteen years earlier, in 1999.

DCA began life as a partnership between Dundee City Council and the University of Dundee, and both remain key partners today. The founding vision for DCA was to create a visual arts centre which could bring together three existing arts venues in the city, Seagate Gallery, Dundee Printmakers' Workshop, and the Steps Theatre. This new space would deliver large-scale galleries to showcase high-quality contemporary art to a range of audiences, building on the work of the three venues to become a thriving arts hub, larger than the sum of its parts.

“The art centre becomes a place of shifting possibilities, an unpredictable meeting between all kinds of people and all kinds of art. In the deep space of ideas and feeling, memory and meaning, anything can happen.”

(Andrew Nairne, Founding Director of DCA)

DCA is located in the centre of Dundee, close to the train station, City Square and riverside, and in walking distance from other key cultural sites, including V&A Dundee, Dundee Rep Theatre, RRS Discovery and the McManus, Dundee's Art Gallery and Museum.

DCA comprises two large-scale gallery spaces focusing on contemporary visual arts, a two-screen independent cinema, a state-of-the-art Print Studio, creative learning spaces, as well as a thriving café-bar and shop. Across these spaces and across the city, it provides an award-winning Learning programme related to its cultural offer, community engagement activities, as well as opportunities for development for artists.

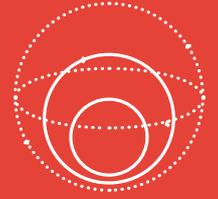
Having celebrated its 25-year anniversary in 2024, time has shown that DCA's early vision has been exceeded; it has long been considered one of Scotland's foremost contemporary art organisations; and an essential, accessible, public and cultural space.

“DCA is a beacon of creativity and innovation for Scotland. It provides not just a platform for world-class exhibitions but a space where people of all ages can explore their creativity through printmaking, film and digital art. It is a hub of learning, inspiration and connection that reminds us of the vital role that cultural institutions play in enriching our lives and strengthening our communities.”

(Maggie Chapman, MSP Greens, North East Scotland)

Building from over 25 years of engagement and influence, DCA is in prime position to grow and adapt to a new cultural context and set of needs. With capital redevelopment in the pipeline, DCA looks to welcome and inspire increasing numbers of residents and visitors to Dundee in the future, enhancing its impact even further.





Introducing DCA's interconnected impact areas

In-depth consultation with the many people that are connected to, and connect with, DCA identified a number of broad, interlinked areas in which DCA has delivered impact over the past 10 years – for visitors, communities and artists.

These impact areas in effect take an expanding circular shape, as visualised below:

01

At the centre sits the distinctive and multifaceted offer that DCA provides for a broad audience.

This takes the shape of DCA's unique, high-quality and accessible cultural programme; the open and welcoming civic space it creates; and the role it plays as connector and convenor with and between organisations, in particular in the cultural and community support sectors.

02

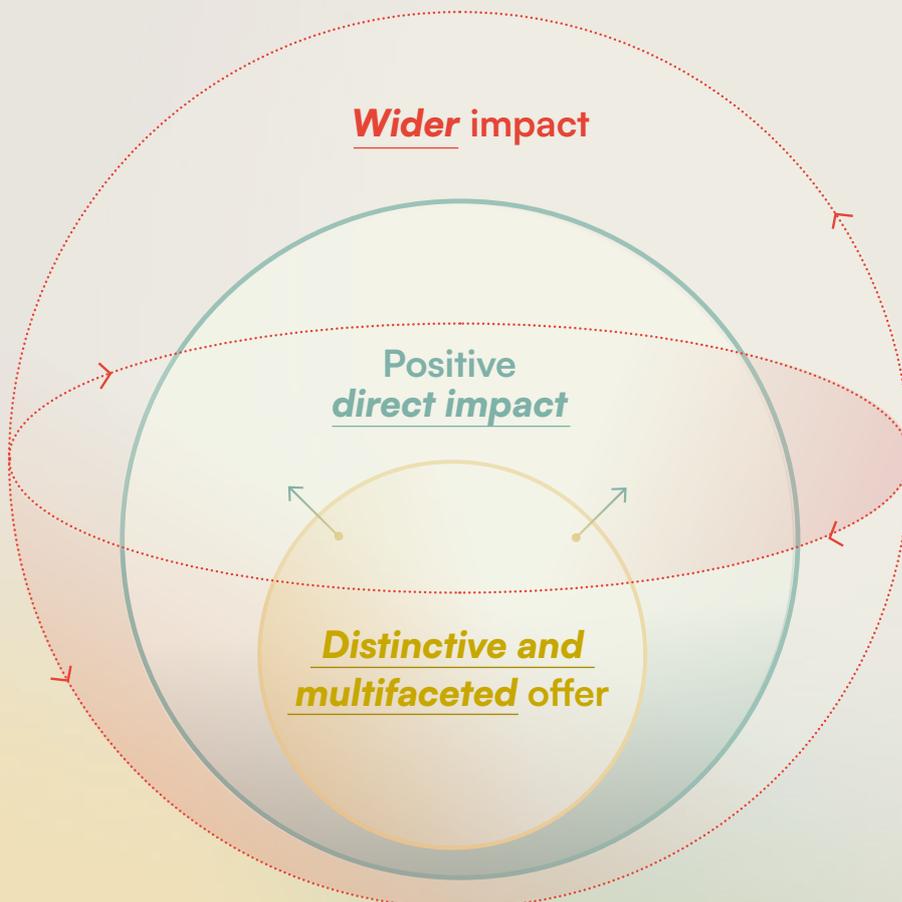
In the middle, this distinctive offer ripples out to a positive direct impact on the many different people it connects with.

For visitors, audiences and communities, DCA is recognised as nurturing and contributing to creative development, learning and a broadening of perspectives, for people from all walks of life. For creative practitioners and artists, it supports career development through providing practice-building pathways, impacting both individual practitioners as well as the wider creative sector.

03

Surrounding this, DCA is recognised as having a wider impact on Dundee and its people.

DCA contributes to the city's decades-long transformation and increasing recognition as a cultural destination, as well as playing an important role in its economic ecosystem.



Following this circular shape, the subsequent report sections provide more detail on each of these impact areas.



01

DCA provides a distinctive and multifaceted offer for a broad audience

Consultees highlight three key elements of DCA's offer as unique and impactful: its diverse, high-quality yet accessible cultural programme; its welcoming space; and DCA's role as connector between organisations.

***DCA provides a
diverse, high quality,
yet accessible cultural
programme that is
greater than the sum of
its parts.***



A multifaceted programme that is greater than the sum of its parts



Exhibitions - Acts of Creation - Erika Stevenson

The main components of DCA's offer on site are its galleries, two-screen cinema, print studio and creative learning and making spaces; alongside these sit a café-bar and shop. All are brought to life through an extensive learning and engagement programme on and off-site, supported by a wide range of cultural and community partnerships. **Through these multifaceted components, DCA provides a unique offer in Dundee and the Tayside region, which over the past 10 years has attracted more than 2.2 million visits.**



"It is the combination of cultural attributes at DCA — Gallery, Cinema, Learning, Print Studio and hospitality which makes them so unique and important in the city — the whole works to create something really special and impactful."

(Leonie Bell, V&A Dundee)

As a contemporary arts space, DCA successfully blends high quality programming across different artistic dimensions with high quality learning, and a vibrant welcoming local space. **The expansive character of DCA's programming moreover brings people in at different entry points,** creating much-valued vibrancy. It is not just the reserve of the established, international artists or blockbuster films; but equally a place to see emerging artists and arthouse cinema. A place to experience and learn about art, and one that provides opportunities for people at various levels of experience to 'have a go' themselves. This creates an environment that **provides special experiences for visitors as well as for artist communities.**



"The overlap is so important — that bleed-across — [there are] really interesting dimensions that they are able to bring through being a multi-arts venue."

(Katrina Brown, founding Director, The Common Guild)



"I attended the DCA to see a [film]. [...] I ended up buying a membership, purchasing from the shop, seeing a fabulous documentary and booking another ticket for next Friday. This was a hugely delightful experience due to the outstanding customer service and opening up a whole new world of local, fabulous, contemporary art for me. I can't wait for my next visit to try the restaurant as well."

(visitor)

The emerging picture is thus that of a "creative village", a **home for arts, creativity as well as enjoyment and socialising**— general in its appeal, but unique in the **strengths of its individual components and in the way that these are brought together.**



"I can have a whole day out at DCA — watch a film in the morning, have some lunch and then attend the breast-feeding workshop in the afternoon. It's really all I come into town for."

*(cinema audience member,
Bring a Baby screening)*

A diverse, high quality on-site cultural programme

Consultation highlights the distinctiveness of DCA's cultural programme across gallery, cinema and print studio: a high quality, international multi-arts offer; accessible to both locals and visitors.

Through its Exhibitions, Cinema and Print Studio, DCA offers an ambitious, **high quality contemporary programme that raises the bar locally and nationally and is not easily found elsewhere in the region.** Both these factors are recognised not only by stakeholders within the sector, but also by DCA's visitors, across all elements of DCA's programming.

A recent visitor survey saw 95% recognising DCA as offering a high-quality art and cultural experience; echoing a 2023 visitor survey, where 96% highly rated the quality of the programming.

The recent visitor survey showed 90% recognising that DCA offers a cultural experience they cannot access easily elsewhere in the city. 19 out of 21 surveyed printmakers agree that the Print Studio provides facilities they couldn't access elsewhere.





**DCA's
exhibitions**



**DCA's two-
screen cinema**



**DCA's Print
Studio**

DCA's exhibitions programme

DCA's exhibitions are considered among the best in Scotland: a key asset of Scotland's contemporary visual arts sector, which **over the past 10 years, have played host to over 38 exhibitions and have brought in more than 220,000 visitors.**

“DCA's gallery spaces are among the best in Scotland, if not the best in the Scotland.”

(Katrina Brown, founding Director, The Common Guild)

The gallery delivers a consistently **ambitious programme, combining breakthrough talent and local voices, with internationally celebrated artists.** This approach builds on a proven track record, with examples ranging from Turner Prize-winning artist Mark Wallinger's first major exhibition in Scotland in 2016; to *Hair and Body*, the first UK solo exhibition by New York based artist Rachel Eulena Williams; to curator Hettie Judah's acclaimed Hayward Touring exhibition, *Acts of Creation: On Art and Motherhood* and the first Scottish solo exhibition by Peruvian artist Claudia Martínez Garay in 2025. Of the 38 exhibitions held over the past ten years, **21 have showcased artists from outside the UK.**

Consultation with stakeholders shows strong appreciation for DCA's scale of ambition and success in attracting **“a stellar cast of artists to a small city”** — in particular noting the mix of Scottish and international, and established and emerging artists. Visitors highlight the relevance of exhibitions, and the way DCA does not shy away from challenging subjects. Such recognition goes well beyond Dundee and Scotland, culminating in DCA's nomination to the **shortlist for the prestigious Art Fund Museum of the Year** in April 2024.

“It brings artists [and a high calibre programme] that we wouldn't necessarily get in Dundee without it. It's really important that we have an ambitious, contemporary art programme.”

(Anita Taylor, Duncan of Jordanstone College of Art & Design)

“Great variety of works on display that convey a consistent and interesting narrative.”

(Gallery visitor)

“Frequently shows the most thoughtful, critical, ambitious exhibitions in Scotland”.

(Art Monthly, 2023)

DCA's two-screen cinema

DCA's two-screen cinema is considered as playing an essential role in Dundee's cultural landscape. As **the only cinema in the city centre, it maintains a rich programme** of arthouse, independent and international titles alongside Hollywood blockbusters and audience favourites, as well as running film clubs and talks. To provide this breadth, DCA collaborates with national and international partners, as well as providing a platform for emerging Scottish filmmakers. Across this offer, DCA has **shown over 21,000 film screenings over the past 10 years**, achieving an average 72,500 cinema admissions **each year**.

“It is very important in Dundee — you have mainstream cinema, but what DCA does is provide a broader, deeper programme than that. It is a crucible of film culture.”

(Screen Scotland)

“They show interesting & thought-provoking films that you don't see in the big chain cinemas.” / “It's a wonderful resource for the town - you just know it will have the best films from the world.”

(visitors)

Sector stakeholders highlight the **operational strength of DCA's Cinema**, noting a commitment to new and different cinematic experiences. This is supported by high-quality projection and acoustics; and an **in-house, bespoke approach to programming**, allowing it to engage and **align with their audiences in creating their film programme**.

“The way we [programme the Cinema] is bespoke, based on knowledge and relationship with audience.”

(David Nixon, Head of Cinema, DCA)

“It feels like it is really done with the community and audience in mind”.

(Cinema audience member)

DCA programmes and delivers two long-running film festivals. Family-focused international film festival **Discovery Film Festival is heading into its 23rd year** and has carved a space as a leading film festival in the UK. Showing **films from an average of 17 different countries each year across 40-50 screenings to 4,000-5,000 visitors**, it offers young audiences access to new languages and perspectives. Meanwhile, **horror festival Dundead, active since 2011, has a dedicated and growing audience**, with audiences for the 2025 festival representing a 27% increase on the previous year. This year's event enjoyed two UK premieres, four Scottish premieres and six retrospective titles.

“The festival is going from strength to strength and solidifying its place as Scotland's top destination for horror fans.”

(dundeeculture.com)

DCA's Print Studio

DCA's Print Studio is recognised as exemplary: with **state-of-the-art facilities, high levels of expertise among staff; and a stimulating environment** created by bringing together printmakers at all levels of experience. In addition to independent use, the studio runs a wide range of workshops and courses. In 2025 alone, it provided 105 printmaking courses on subjects such as Hardcover Bookbinding, Soft Ground Etching, Japanese Cloth Covered Bookbinding and Aquatint Etching. **Through such courses, the studio has attracted an average of 640 people each year over the past 10 years**.

Studio users highlight the strength of the relationships they build with staff, as well as the ability to interact and learn from peers. Alongside this, there are opportunities to showcase and sell their work through fairs and the shop. Many recognise that “*places like this are few and far between*”.

“What DCA offers through their studio is really unique.”

(Katrina Brown, founding Director, The Common Guild)

An accessible, audience-focused cultural programme

Stakeholders and visitors highlight the accessibility of DCA's cultural programme — grounded both in the easy access DCA provides to its on-site cultural offer, and in an outstanding Learning programme for visitors and communities both on and off-site.



Made in DCA Print Studio - Helen Macdonald

Since its foundation, **DCA has successfully reconciled its priorities around ambitious programming and access**, through a combination of free admission and inclusive pricing; its central location within the city and a spatial design that reduces threshold anxiety; and programming that engages a wide range of audiences.

Stakeholders highlight DCA's **affordable offers across Exhibitions, Cinema and Print Studio**, as well as the importance of providing a free offer to increase participation. This is likewise reflected by past visitor surveys, revealing positive reflections on value for money and resulting accessibility, across DCA's offers. Some moreover point to **the diversity of DCA's offer as enabling access**, in providing "something for everyone" — strongly reflected in visitors' diversity of use and motivation to access DCA, as revealed by visitor surveys.

- A 2023 visitor survey saw 95% positively rating the value for money of DCA's ticket prices
- A 2025 survey among teachers bringing children to the Discovery Film Festival showed 38% noting the fact that it was free (for the first time) as key motivating factor for attending; a similar proportion noted providing a first cinema visit for pupils as strong motivating factor.
- A recent survey amongst Print Studio members saw 20 out of 21 respondents agreeing that the Print Studio is good value for money.
- A 2023 visitor survey showed 45% of visitors visiting DCA "to be entertained", 25% to learn or be inspired; 10% visiting as "attending arts is an important part of who they are", and 16% visiting for reasons related to DCA's atmosphere and social surroundings.



“The building feels so welcoming, its draws you along to the galleries and down to the social and cinema spaces, it offers different things to different people. The overlap across visual art, film, learning, print and social space makes it feel like an easy space to be in”.

(Leonie Bell, Director, V&A Dundee)



"Affordable pricing for incredible services with a great range of cinema with regular accessible showings for a variety of people"

(Cinema visitor)



“Without free tickets, our group would not have been able to attend. [...] It's vital for us to access free activities, otherwise our young people would miss out.”

(teacher at Discovery Film Festival)

Visitor data from across the past 10 years moreover **consistently highlights DCA's geographic accessibility** beyond the city itself, with surveys in 2025 and 2023 showing roughly half of respondents as local and half as coming from elsewhere in Scotland/the UK.



“The boys loved it. Great to get access to games + also for them to be able to speak to the designers. We came from Largs as there is nothing like this there — [it's] 10/10.”

(Drop In and Play participant)

In addition, stakeholders highlighted **DCA's Learning programme** as forming **the bedrock of a cultural offer that can be accessed and enjoyed by as wide a range of audiences as possible**, including those who may not otherwise access, or be able to access, DCA's general cultural programme. **Opportunities run through all programme areas**, including for the general audience and those in education settings; as well as on- and off-site community engagement. The programme **enables people to find new ways to access, engage with and interpret DCA's cultural offer**, reaching around **75,000 participants over the past 10 years**.

For on-site audiences, the offer includes Print Studio and craft workshops, exhibition tours, post-screening talks, and more. The free, drop-in Create Space has for example been enjoyed by 12,600 people over the past five years, whilst Craft Sunday workshops have increased to meet demand.

Alongside this, DCA **engages the full breadth of Dundee's school communities**, reaching schools based across all ranks of Scotland's Indices of Multiple Deprivation, including **those in the most socio-economically deprived areas in Scotland**. Discovery Film Festival is an integral element of this work, providing screenings, resource packs and other activities for schools, many of which return year on year.

To ensure curriculum alignment, DCA works with teachers to create educational assets around films. Many teachers note use of these resource packs as valuable to their follow-on activity, whilst Screen Scotland sees the offer as a “strength”.

DCA has engaged schools from all eight wards of Dundee, alongside others from Angus, Perth and Fife. Around one fifth of schools engaged are located in neighbourhoods experiencing the highest incidence of deprivation (SIMD, top 10%).

Over the past five years, DCA’s school offer has **reached 3,162 school children per year on average.**

Between 30 and 60 schools have visited Discovery Film Festival each year over the past 10 years. A recent survey of 30 participating teachers found that for 75%, this was a return visit to the Festival. For some children, it is their first cinema experience. For all, they access international cinema linked to the curriculum. Since 2021, resource packs have been downloaded more than 1,100 times.

Here again, quality is seen as paramount and recognised by stakeholders. Feedback makes a strong case for **DCA as the gold standard for Learning programme provision** within Scotland, with some particularly **highlighting the offer DCA provides for young people.**

“There is something quite exemplary about how DCA does arts education. They give out engagement materials when they are working with schools and youth groups that enhance that material and the programme. The youth programme and outreach are a really important part of what they do. It’s one of their strengths.”

(Screen Scotland)

In addition to this on-site offer, DCA is involved in a **range of on- and off-site community engagement initiatives** based on organisational partnerships across Dundee and Tayside. Partners in particular highlight the **value of providing off-site offers** in surroundings familiar to community members, to ensure engagement. This is looked at in more detail further below.

“Offering activities in spaces which are familiar and comfortable increases engagement and builds confidence for families from disadvantaged communities to access DCA provision.”

(Neil Crutchley, Community worker with ScrapAntics)



Off-site activity - Helen Macdonald

Creating a special civic space

Alongside its cultural offer, a second key aspect of DCA's distinctive offer is its provision of a safe, welcoming and thriving civic space, where people can socialise, mingle and relax.



“It all goes back to DCA as this kind of hub — all the connections that happen in the space — that’s what makes it so special and fruitful”

(Print Studio member)

A mainstay of Dundee’s architectural landscape, DCA’s building is core to the value of its offer. With a design that reflects the central importance of people, it is not just what is offered in the space, but also **how the space is used and by whom, which makes DCA stand out**. With multiple different spaces under the same roof, these share a flow of curious minds; culture- and entertainment-seekers alike, thus creating an **all-round civic space in the heart of Dundee**.

Beyond an **openness that begins at the street level** - “**designed so that you can almost stumble into it**” — stakeholders identified strong **value in different offers sharing a physical space**, highlighting the benefit not only of DCA’s cultural spaces, but of its social spaces, in creating a **distinctive, vibrant space**. Central within the building, Jute Cafe Bar is open into the evening - it “*feels like the heart*

of the building.” With places to consume art, chat and create, the building is set up to nurture various possibilities for productive interaction, making DCA distinct within the visual arts ecosystem and within Dundee. An example of this are DCA’s Spring Holiday Pop-ups, which see the Learning team take over a gallery for a programme of free activities. Funding from the UK Shared Prosperity Fund enabled a bigger event than ever in 2024, reaching over 2,000 people.



“[It’s] a much more porous building — it achieves that welcome and embracing feeling.”

(Katrina Brown, founding Director, The Common Guild)

“It’s a point of convergence for the city — the cultural and social vision of DCA’s architecture is distinctive... it feels like a really vibrant cultural space from morning till late”

(Leonie Bell, Director, V&A Dundee)

For many, this results in a **strong link between their experience of DCA’s cultural programming and the physical space, both complementing each other**. Cinema-goers can stay to discuss the film they have just seen over a drink; moments few and far between in other cinemas. Artists and printmakers note the quality of DCA’s spaces in how they create a welcoming, social environment in which they can work alongside each other, making it easier to forge connections. Users thus remark on the importance of the Print Studio for bringing sociality into their practice; a recent survey showed 18 of 21 users respond that it makes them feel like they’re part of an artist community.

“We usually go for lunch afterwards... we’ve now got about six other people that come practically every week.”

(‘Senior Citizen Kane Club’ attendee)

“The social aspect of meeting other like-minded artists is invaluable in discussing exhibitions and opportunities.”

(Print Studio member)

Stakeholders and visitors moreover highlight the **warm and welcoming nature** of DCA’s space and staff. When Screen Scotland recently looked for a venue to launch a new education curriculum with children from across Scotland, they “deliberately picked DCA because it is so welcoming — [...] it was important that [we] chose a space [the children] would feel welcome in”. Likewise, a recent survey among Print Studio members saw 19 out of 21 positively responding that the Print Studio is a welcoming space.

“As soon as you walk in the staff are friendly and kind. An amazing venue, best staff, clean and comfortable cinema screens. Just the best there is to offer, always a joy to visit.”

(Cinema audience member)

DCA’s **welcoming nature**, and the **sense of community** that comes through that, is felt by the range of DCA’s users and visitors, with people remarking on DCA providing “**a home from home**” and a vibrant place to socialise and enjoy social connections: echoing the results of previous surveys, a recent visitor survey saw 77% of respondents recognising DCA is a great place to meet other people and socialise.

“There is a genuine sense of community and personality present within the DCA.”

(Cinema audience member)

“DCA is just a great central, social place!”

(Cinema audience member)

“It plays a huge role for staff and students - its central, flexible, you can have a coffee, a beer, go with groups, go on your own. It’s a great resource in the city in terms of that social element.”

(Anita Taylor, Duncan of Jordanstone College of Art and Design)

This is the **case for people of all ages and backgrounds**. Senior Citizen Kane — a weekly cinema screening programme specifically designed for people over 60 — club members note the value of DCA through the winter months, where an accessible and entertaining space away from home makes all the difference, while one stakeholder highlighted DCA’s role for local students. As such, the programming **enables a bringing together of people from all walks of life** - in turn contributing to the vibrancy of the space, as well as feeding into the organisation’s ability to nurture creative development and broaden horizons, as well as support social interaction.

“You could really feel that those three things — those different ages — were really active and alive in the building.”

(Katrina Brown, founding Director, The Common Guild)

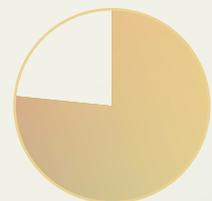
19 / 21

Print Studio members feel that the Print Studio is a welcoming space.



77%

recognised DCA is a great place to meet other people and socialise.



DCA as connector and convenor

A third element of DCA's varied offer is that of its role as connector and convenor between organisations across the UK cultural sector, as well as across many community organisations, in particular in Dundee.

Originating in its foundation, as a partnership between the University of Dundee and Dundee City Council, DCA sees working in partnership as at the heart of what it does. In the past ten years, **over 80 organisational partnerships** have supported its cultural offers and its ability to reach diverse audiences (50 cultural and 30 community partnerships; with 40% in Dundee and 60% in Scotland and the wider UK). Likewise, this role of DCA as an actor in building and amplifying connections and partnerships, resulting in outcomes that cannot be achieved by one organisation alone, is recognised by those partners.

“DCA facilitates a whole set of network and community relationships, which is fundamental to a cultural ecology.”

(Anita Taylor, Duncan of Jordanstone College of Art and Design)

Over the past ten years, **DCA has collaborated with a wide range of cultural partners.**

While some stretch back to DCA's foundation, others have developed since, testament to a **long-standing commitment to collaborative working.** These partnerships highlight both the **geographical spread** as well as the **breadth** of DCA's connections across the Scottish and UK visual arts and screen sectors; including sector networks, collectives, and charities; individual venues and festivals; and higher education. Amongst others, DCA has collaborated with organisations such as National Galleries Scotland, British Council, Government Art Collection and British Film Institute; and individual institutions, from South London Gallery to Watershed in Bristol and De La Warr Pavilion in Bexhill-on-Sea.

50

cultural partnerships

(since 2015)

17

Visual arts

22

Film and screen

11

Other



29

For the joint development of cultural offers

6

For joint sector development and training

Partnerships cover a range of activities, with a focus on the **development of cultural offers, which allow DCA to bring exhibitions and screenings of international importance to the city**; and to act as host for up-and-coming cultural producers. A recent example is a collaboration with London’s Hayward Gallery, for the *Acts of Creation* exhibition, following earlier collaboration in 2018. In the screen sector, DCA supports **reciprocal programming**; offering screen space for touring festivals such as the Japan Foundation touring programme and UK Green Film Festival; as well as acting as “*mini-distributor*” through the circulation of Discovery Film Festival short film packages to cinemas across the UK and Ireland.

Close to home, **DCA works with local cultural organisations**, including V&A Dundee, on whose board DCA Director Beth Bate currently sits, and Duncan of Jordanstone College of Art and Design. Partners highlight the value of this collaboration of cultural institutions in **contributing to Dundee’s role as a cultural centre for Scotland**, in the face of competition from Glasgow and Edinburgh. A **recent highlight was jointly bringing Art Night** — a free contemporary art festival presenting work in public spaces — to Dundee in 2023; its first full iteration outside London, which attracted around 15,000 visitors. Alongside DJCAD and V&A Dundee, who acknowledged **DCA’s strength as the project convenor**, this included partners from culture, local government and education.

“DCA was the convening partner for Art Night; the link at the centre. Working together to deliver high profile influential activities that couldn’t be delivered in any other way is part of their work.”

(Anita Taylor, Duncan of Jordanstone College of Art and Design)

More widely, Duncan of Jordanstone College of Art and Design **highlighted the mutual long-term commitment to their relationship with DCA**, referring to DCA as “*attracting students and feeding into our curriculum*”. The relationship includes an annual prize with mentoring, a collaborative doctoral award, presenting artist talks and lectures from DCA staff, and regular use of DCA to present research findings to the public, allowing HE students and staff across different career stages **to engage with a real-world visual arts organisation**.

DCA’s **role as connector is also central to its engagement with a wide range of diverse communities**. Over the past ten years, DCA has worked with over 30 organisations; in particular in Dundee, and with those providing mental health and local community support; forging **strong, ongoing collaborations** with several. DCA sees its role as “*not patronising top-down support, but equal and supporting existing [activity]*”. Reflecting the success of this, partners highlight the “**impressive [...] quality of relationships [and trust] across the city**”; the flexible nature of relationships, and the way collaborations lead to **greater joint outputs for underserved local communities**.

32
community partnerships



9	Local community space/group
8	Mental health and wellbeing organisation
7	Child and family services
5	Social inclusion initiative
3	Arts access initiative

Some partnerships, such as with Whitfield Community Early Years Team and community organisations in Stobswell and Coldside, focus specifically on **providing cultural offers to Dundee’s most deprived wards**, recognising the importance of going out into communities that may not come to DCA. Among others, this has included engagement in community events in Baxter Park, partnership activity with Dundee International Women’s Centre and Amina Muslim Women’s Resource Group, and the hugely successful Playful Gardens project. The work is supported by a close relationship with Dundee City Council’s Community Learning and Development team — for example in running annual school holiday family activity in Stobswell and Maryfield. As a testament, **Stobswell CLD successfully fundraised to allow for the continuation of DCA’s involvement.**

DCA has also emerged as a **strong local partner for NHS Tayside**, recognising the positive role creativity can play in supporting mental health and wellbeing. On-site, offers include the **ST/ART programme** of printmaking workshops for people with stroke and acquired brain injury, culminating in public displays at DCA. Run since 2004 in collaboration with NHS Tayside Healthcare Arts Trust (THAT), around 25 workshops see 45-55 adults engage each year. ST/ART’s latest project report found that 90% of participants considered their capability much better or better having participated in the sessions. Participants recorded benefits in mood (100%), social contact (100%), confidence (90%), communication (80%), and concentration (70%). Participant comments also highlighted the value of working in a welcoming, creative, and supportive group environment.

A three-year partnership with NHS Tayside Child and Adolescent Mental Health Service (CAMHS), Dundee Botanic Gardens, Barnardo’s and ScrapAntics resulted in the Playful Gardens project in the **Botanic Gardens**. Providing free, accessible play days including for families with children with neurodivergent conditions, the programme was shortlisted for the *Fantastic For Families Awards 2024*.

“It’s great to have work from the [ST/ART] spring school on display and have a reception in the DCA that celebrates the hard work of our participants and showcases the success of the partnership. [...] It lets [participants] invite family and friends to see what they have been creating.”

(Chris Kelly, THAT)

Community **partners highlighted the value of this work**, noting how it results in a “more diverse, exciting variety of opportunities”, reaches a wider audience, makes opportunities more accessible to communities who may otherwise face barriers to engagement, creates direct impact for those engaged, and can help raise awareness of pathways enabling people to engage with more local support organisations.

“[It] raises awareness of the opportunities each partner offers and means that visitors can experience creative learning in different contexts, increasing long-term impacts. Visitors are introduced to each organisation and encouraged to come to future events; delivering offsite and outdoors reduces potential barriers [...], supporting wider integration outcomes.”

(Neil Crutchley, Community Worker with ScrapAntics)



NHS Tayside Infant Mental Health service: jointly building new pathways for wellbeing

DCA has had a strong relationship with NHS Tayside Infant Mental Health service for a number of years. The service has a small clinical team and lead Dr Sean Nolan highlights the value of being able to maximise its impact through creative and innovative ways, including through this partnership. Following pilot trials with DCA and the University of Dundee, the partnership started with an art therapy group aimed at infants and their parents with concerns regarding bonding and emotional wellbeing, now hosted at DCA for several years. Nolan feels having this space has been central, offering a neutral and positive space, free of the stigma of mental health care and hospitals, that makes the group “more accessible to families who may not otherwise come”. Research shows it is leading to improvements in parent-infant relationships, as well as increasing people’s capacity to engage, be part of communities and reduce isolation.

“No one of these services would have been able to achieve this alone. Working together allows us to achieve things we wouldn’t be able to otherwise, to meet the needs of the most vulnerable population in the country. It’s fiscally responsible and achieves better outcomes.”

Building on DCA’s innovative approach of having an art therapist on staff, the partnership between DCA and NHS Tayside Infant Mental Health service created an honorary NHS contract for the DCA Art Therapist to enable the co-delivery of therapeutic group work. The success of this arrangement led to securing funds to create a permanent part-time Art Therapist post in NHS Tayside’s Infant Mental Health team.

“I don’t know of another art gallery who has an art therapist on staff. DCA is unique in this”.

Based on the success of this collaboration, NHS Tayside Infant Mental Health service, DCA, University of Dundee, and the local authority subsequently collaborated on the **development of a book to support those expecting a baby** in Dundee, *Hello in There, Wee One*. DCA acted as convenor, helping to bring together families, experts and artists to produce the book, and hosting a launch event with contributors, clinicians, elected members, senior health council representatives, and the young families themselves. Nolan highlights the **value of the creative angle that DCA brought** in creating a book that “presents ideas in a way that is attractive and accessible — creativity helps in being able to access things that are otherwise tricky to do”. The book has seen significant success, resulting in a national award and funds to roll it out in Tayside and potentially Scotland — as such, the collaboration “created something that is now standard maternity care for the whole area”. Going forward, the Infant Mental Health team hopes to build on their partnership with DCA and the success of its existing collaborations.



“My experience with DCA is that when good ideas come up, you see if you can develop them. Wouldn’t be surprised if other opportunities arise!”

Stobswell and Maryfield Community Learning and Development: being a trusted local presence

Val Kane is a Community Learning and Development Worker for Dundee City Council. She describes how the partnership between Stobswell and Maryfield communities and DCA has become one of the most impactful and reliable elements of their local family support.

Val's role is to co-create free or low-cost activities with volunteers, ensuring families have access to creative play, social connection and safe outdoor space. *"Some of our families wouldn't even have the bus fares to get into town..."*. In this context, bringing creative provision directly into local parks, playgrounds and school grounds is considered essential.

DCA began partnering with Val around six years ago, initially supported by modest community funding. Since then, the relationship has deepened, shaped by trust, continuity and responsiveness. Val describes the DCA team as ***"very prepared but also very spontaneous"***, able to adapt activities to children from babies to age 12, including many with additional needs. Their flexibility is a defining strength: ***"If they're doing one thing and a crowd of children want something else, there's always a staff member asking, 'What would you like to do?'"***

DCA's approach counters assumptions that art must be high-skill or specialist.



"People think you'll produce amazing art, and you do, but often with pasta or spaghetti, things people can get from home"

The impact is also emotional. Parents often tell Val: ***"It made me happy. I haven't smiled for days... I sat with my child, and we did what DCA were doing. I felt content."***

Children with behavioural or additional needs often flourish: ***"Some might say 'I can't paint,' and next you look over and they're fully involved... transformed in a space with DCA."***

The ripple effects extend beyond single sessions. One mother who first attended with her toddler now sits on a funding distribution panel, her confidence and community involvement built through years of participation. *"She wouldn't have kept coming if we didn't have these bigger, better activities... DCA have the expertise to keep building from what's come before."*

Val highlights the relationships as the heart of the impact. DCA staff know families personally, recognise their circumstances, and create welcoming spaces: *"They just roll their sleeves up and get involved... I can only say great things about the project."*

For Val and the families she supports, DCA is not a distant cultural institution, it is a presence in parks, playgrounds, school grounds and community centres, an essential partner in building confidence, joy, connection and resilience across the city.



02

DCA impacts on the people it connects with

Consultation identified strong impacts on the many people DCA engages and connects with: on the visitors and audiences who visit DCA and community participants, and on the emerging and established artists DCA works with and supports.



Discovery - Erika Stevenson

Nurturing people's development

DCA provides an impactful offer for those of all ages and walks of life.

Key to DCA's success in impacting people's whole-life development are the regular high-quality **offers in place for those of all ages and walks of life**; driven by an **aim to create opportunities for all**. This includes activities open to people of different ages: cinema screenings, exhibitions, print studio courses and workshops, and offers targeted at particular age groups.

For example, DCA provides a strong offer across all age groups: families with children (from Messy Play and Bring a Baby screenings to Discovery Film Festival), students (print studio courses, placements and research partnerships), older adults (Craft Sundays and group tours), and grandparents and seniors (family programmes and the Senior Citizen Kane cinema club). **This multi-age offer is repeatedly highlighted by staff, stakeholders, and beneficiaries.**

“The DCA runs programmes for a wide range of moviegoers including families, those with special needs, and the elderly.”

(audience member)

“When parents have multiple children, it is difficult to have activities which will be suitable for all ages, and DCA do.”

(Val Kane, CLD Community & Development worker, Stobswell and Maryfield DD4)

“[A] big emphasis on programming for young audiences, quite unique.”

(Screen Scotland)

This means that **people engage with DCA in different ways as they grow**, resulting in a strong bond with the organisation, which further extends to their own children.

“I have grown up with the DCA being here, it feels like I have a relationship with the space. It's part of the furniture of Dundee, and I appreciate it even more now that I'm a new mum and looking for ways to get out the house. I'm aware of the messy play and family-friendly activities that I will likely use when baby gets a bit older!”

(Cinema audience member attending a Bring a Baby screening)



Activity - Helen Macdonald

Providing lifelong impact



Nurturing creative expression

DCA's provision nurtures creative expression, through enabling people to engage with diverse, high quality cultural outputs; as well as through providing opportunities for people to explore their creative potential.



Print Studio - Erika Stevenson

Through encountering high quality cultural outputs at DCA — and being supported in this through DCA's interpretation offer - visitors highlight **engaging with and being encouraged to think about and interrogate the artworks before them in new ways**. Some also noted how seeing artworks **inspired them to try out new techniques** themselves.

Beyond this, **DCA** provides a wide range of activities **supporting people to be creative and 'have a go' themselves**, allowing people to **explore their creative potential** and providing them with **skills and ideas to use at home**.

“Helping me to understand better how to analyse different types of art and the meaning and influences of them.”

(pupil)

“I [...] felt encouraged to interrogate and consider the works.”

(Gallery visitor)

“Looking at artworks is expanding my view on techniques I might use next time.”

(pupil)

The Print Studio is open access and provides courses for those new to printmaking through to seasoned printmakers: **“anyone who wants to make a print can do so”**. A recent survey of studio members showed slightly under half identifying as established printmakers (10 out of 23), with the rest identifying as new to printmaking, printmaking for a while now, or art students. **18 out of 23 reported that their creative development had been impacted by the studio.** An annual exhibition showcases work created at the studio, open to all: *“it’s amazing how many people think they could never be part of this. We encourage people to submit, give them confidence.”* This approach is reflected in participant feedback, which highlights **inspiration and learning, as well as a sense of achievement and creative growth.** Printmakers are as likely to be working alongside complete beginners as renowned contemporary artists such as Anya Gallaccio, who recently created new work for the Government Art Collection in the studio.

“A great class, I learned a lot, and I can feel my confidence building in signwriting since the last class. [The teacher] is so knowledgeable and certainly keeps you entertained!

“It took me a long, long time to say to people ‘I’m an artist’ - I thought I didn’t qualify, but to heck, I do! Being a Print Studio member helped me to say that”

18 / 23



Printmakers reported that their creative development had been impacted by the studio.



Similar impact was noted by participants in other on-site classes, from Messy Play sessions to Discovery Film Festival workshops and Drop In and Play sessions, which bring local game developers in to showcase and test new games; to Craft Sundays, allowing people to learn new skills from a professional maker. Throughout, the **welcoming atmosphere, learning of new creative skills, and joy of being creative alongside others,** are highlighted.

“We proudly displayed the artwork in the nursery and children were keen to discuss this with other staff.”

(teacher, Discovery Film Festival)

“We loved the messy play session - such a great resource to introduce little ones to art and allow them to explore messy time.”

(Messy Play participant)

“Lovely chill day. Nice to learn new techniques that can be recreated at home.”

(Craft Sunday participant)

Beyond such on-site activity, DCA's teacher CPD is targeted at building teachers' experience to ensure that they have the necessary confidence and skills to bring creative art to their classrooms. Community partners meanwhile highlight the way their **collaborative activity with DCA provides various communities with the chance to be creative**, including those from lower socio-economic backgrounds, noting impacts of community and family bonding and enjoyment alongside impacts related to **providing new ideas for being creative, or creating a stepping stone that may encourage people to access DCA's offer on site.**

“Many of the families who come [...] cannot afford craft resources and certainly don't have the space to be creative. DCA allows families the time, resources, and space to create and learn.”

(Val Kane, Community Learning and Development Worker, Stobswell and Maryfield)

“Families became aware of activities which can be replicated [at home].”

(Neil Crutchley, Community worker with ScrapAntics)

“Families felt more relaxed and connected to the programme, making them more likely to engage with future events at the DCA”.

(Steph Dolan, Roundhouse Community Café, Whitfield)

Contributing to learning and the broadening of horizons

Consultation also revealed DCA's strong impact on supporting learning — in particular in providing enjoyable ways to learn about the wider world; contributing to a broadening of horizons.

DCA also supports people to broaden their horizons, based on the **variety** of its cultural programme which provides people with opportunities to engage in new cultural outputs and world views. These elements are repeatedly, and positively, highlighted by stakeholders and visitors alike, with consultation moreover pointing to the value of the **interpretation** offered through DCA's Learning programme. Moreover, there is a sense that this impact is supported by audiences finding something in DCA's programming which **resonates on a personal level.**

“The children engaged really well with the exhibition, thanks to [the Learning staff's] input and encouragement. [The staff member] gave the children confidence to put their ideas forward and the children's feedback was that they enjoyed looking more deeply at the exhibition and discussing the meaning and the clues.”

(teacher)

“What is excellent is the accompanying talks, events, and exhibitions organised, which are culturally, intellectually, and politically stimulating.”

(Cinema audience member)

“Seeing their sensory experiences represented on screen and seeing a character experiencing sensory issues being met with empathy and understanding, was a deeply powerful experience for them.”

(Teacher attending Discovery Film Festival with their school)

Visitor survey responses strongly reflect the impact that this offer has to encourage learning and broaden horizons. A recent survey saw **83% of respondents reporting that DCA left them feeling inspired**; and **80% agreeing that it helps them to access and understand new perspectives**.

“Sometimes you come out laughing, sometimes you come out thinking.”

(Cinema audience member)

Across the Cinema offer, people remarked on being able to **access films from other countries, gaining insight different languages as well as into new perspectives on a variety of subjects, they would not otherwise encounter**. Teachers at Discovery Film Festival noted this broad impact, using films as a springboard for further **learning about a variety of subjects**, from learning difficulties and bullying, to climate change and leadership. One for example followed their viewing of *Future Council* by creating their own Future Council at school, “making posters and thinking of ideas to promote what was shared in the movie”. Others meanwhile remarked on how DCA’s Cinema was broadening people’s **insight into the history of cinema**, providing an opportunity to experience old films. Screen Scotland here note the importance of DCA providing a space “where young people can come and explore their interest in film heritage.”

“Kids’ cinema is so dominated by the DreamWorks and the Disneys of this world, so bringing this kind of independent, arthouse cinema to kids is really valuable.”

(Screen Scotland)

“My daughter is attending screening of a Columbian film. No other art space is offering such cinematic experiences of world cinema. It links in with the cross-curriculum work. We don’t have another film house type cinema in Dundee.”

(community partner)

“I thought I would not like it because the films were in French, but the first film was OK and the second one was just brilliant!”

(pupil visiting Discovery Film Festival)

Likewise, **many gallery visitors highlighted how their visit opened their eyes to new topics or made them think about subjects in new ways** — be that insight into other countries, or into a variety of topics.

“I think that sharing the story of a life in Peru was an amazing idea. I enjoyed experiencing a new kind of lifestyle [...] and I learnt so much more about [the artists’] journey and her art.”

(pupil, gallery visit)

“Today we visited DCA to see the exhibition *Can't You See the Sea Changing?* [...] We thought about the rapidly changing coastlines as a result of climate change.”

(teacher)

“I came to see the *Motherhood* exhibition. It had some inspirational artwork and was very eye opening. Some of the videos, most likely by design, were very unsettling but grabbed my attention!”

(visitor)

“It’s a great exhibit and you learn a lot about Dundee’s history of slavery. This was very inspiring to us as art students and what an exhibition can be.”

(visitor)

Rhianne Connelly: discovering artistic growth through a breadth of opportunity

For designer and printmaker Rhianne Connelly, DCA has been a defining presence from her early teens into her current professional life. Her relationship with the organisation spans education programmes, film, printmaking, freelance work, and the wider creative community that DCA anchors in the city.

Rhianne first encountered DCA as a young person seeking creative encouragement beyond school. *“I was always very creative... and aside from art teachers, you weren’t really pushed into it. So DCA was always a place you could come and be encouraged to be creative”.*

A turning point came with the Discovery Young Ambassadors film initiative. At a time when she knew she wanted to pursue the arts, film was entirely new to her: *“The chance to do something film-related was really different... now that I’ve worked in film, I appreciate it more in hindsight”.*

The programme exposed her to behind-the-scenes roles, introducing films, programming, marketing, and gave her skills and confidence she still recognises today. DCA played a pivotal role in opening career pathways that Rhianne hadn’t previously imagined. When she later applied for a role at the British Film Institute, *“Discovery was a massive section I wrote about... if I hadn’t had the chance to be in Discovery, I don’t think I would have ended up in that job”.*

She spent seven years at the BFI before returning to Scotland, eventually reconnecting with DCA as a freelance designer. Those collaborations were grounded in relationships first formed through DCA’s youth cinema network: *“All the freelance work I do... I appreciate and value because I got so much out of what DCA did for me when I was younger”.*

For Rhianne, DCA is a creative catalyst and a reason to live and work in Dundee. The cinema, in particular, provides access to independent film that simply doesn’t exist elsewhere locally.

Reflecting on DCA’s wider civic impact, Rhianne notes its generational influence from her own experience as a teenager to friends now bringing their children.



“It’s not just the creative community. It’s broader than that within Dundee... a place that fosters things really naturally”.

For Rhianne, DCA has shaped her path, her practice, and her place in the city. It is the cornerstone in the artistic and social ecosystems which make Dundee feel like home.

Supporting creative careers and the sector

DCA provides practice-building opportunities and pathways for creatives at all levels, impacting both individual practitioners as well as the wider creative sector.

DCA provides a distinctive range of **development opportunities for artists and creatives, supported by its curatorial quality and team.** Stakeholders emphasise the “importance of the role of the curator and the curatorial team,” noting that there are “very few curatorial roles at that level in Scotland.” The presence of such roles not only supports individual career progression, but **actively strengthens the wider sector,** across programming areas. DCA’s curatorial ambition is recognised in reflections on Lauren Gault’s recent *bone stone voice alone* exhibition.

“The Lauren Gault exhibition is brilliant and a powerful statement by the artist and DCA”

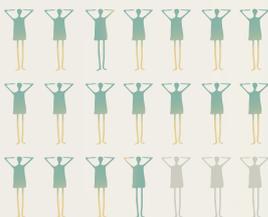
(Leonie Bell, Director, V&A Dundee)

“Gault’s practice is considered, collaborative, local and [...] certainly merits Turner Prize attention”.

(Sean Burns, *Frieze, Ten Best Shows in the UK and Ireland of 2025*)

In the Print Studio, **staff are recognised as “highly skilled” offering industry-leading technical expertise** that benefits artists and learners. By cultivating professional excellence, DCA offers **pathways for development that are unmatched locally and respected nationally.** This was for example noted by a stakeholder from DJCAD, highlighting the strong value of the studio’s presence and accessibility for students and graduates in developing their craft. Crucially, DCA’s model generates an environment where the **space is shared by those at different career stages and and working on different art forms.** Stakeholders highlight the **value of proximity to high-profile artistic activity, noting its motivating and inspiring effect.** Reflecting this, surveyed printmakers, including a significant proportion of established printmakers, are positive about the skills acquired at DCA.

18 / 21



reported discovering new ways of working or new techniques

17 / 21



reported improved skills through using the Print Studio

17 / 21



felt that being around others in the studio helped them learn.

“Learning by example, osmosis, witnessing how things are done in different ways, feeds students and graduates... to embrace a level of ambition.”

(Print Studio member)

“It’s amazing because there are artists whose work I like and then you realise they’re working in the same space... You get inspired [...] seeing real artists working alongside you.”

(Print Studio member)

DCA also plays a major role in **platforming emerging artists and filmmakers**, offering opportunities that can be transformative, for filmmakers as for visual artists. Interviewees noted that DCA “tends to give emerging artists a shot”, highlighting how **exhibiting at DCA can have meaningful impact on the artist’s trajectory**. DCA’s film programme is committed to showing first time and emerging Scottish filmmakers, supported by its in-house programming team. This also offer filmmakers the opportunity to do Q&As after screenings; providing meaningful connections with audiences.

Beyond supporting emerging artists, **DCA provides a distinctive offer to the visual artists it exhibits**. It does so, first, through supporting the creation of new art works: **49 artworks have been commissioned in the past five years**. Beyond this, DCA offers a **context in which artists can experiment across artistic disciplines**, enabled by the integration of Galleries, Cinema, Print Studio and Learning programme. This is **supported by programmes** such as DCA’s Editions programme, which encourages visual artists to create a print at the Print Studio, generating income for DCA; or a new production residency programme, which supports exhibiting artists to make work on-site for their exhibitions. This has led some, like Lauren Gault, to take on print as a new art form, at the same time as “**raising printmaking on the international level**, showing that it’s not just about the traditional craft, but can be experimental” (Marion Ferguson, DCA, Head of Print Studio).

For French artist Zineb Sedira, the Print Studio beckoned independently of her exhibition, and she returned to DCA to undertake a residency.

“Artists love doing this. More than we expected want to engage with the Print Studio.”

(Marion Ferguson, DCA, Head of Print Studio)

Across early, emerging and established stages, **DCA is a home for opportunities, creative encounters and new ideas**; achieved through curatorial vision and through sharing a multi-use space. The mix of disciplines and activity - exhibiting, teaching, learning, socialising - creates a ripple effect that enriches the wider creative ecology. Those at the **start of their careers gain exposure to high-level practice; emerging creatives benefit from platforms and visibility; and established artists are challenged and supported to expand their work** in new directions. This interconnectedness strengthens not just individual career pathways but the sector as a whole.



Print Studio - Erika Stevenson

Michelle Williams Gamaker: exploring ambitious scale and new possibilities

DCA marked a pivotal moment in the evolution of artist and filmmaker Michelle Williams Gamaker's practice, both in scale and in the depth of institutional care she experienced. Her major exhibition at DCA in 2023/24 was part of a tour which began at South London Gallery, but the Dundee presentation became something more expansive, ambitious and formative than she had expected.

DCA supported the production before they had even met her, something Michelle still recognises as a profound gesture of faith. *"This was a really large production for me... and DCA, ahead of really even knowing me, put down production money,"* she recalls.

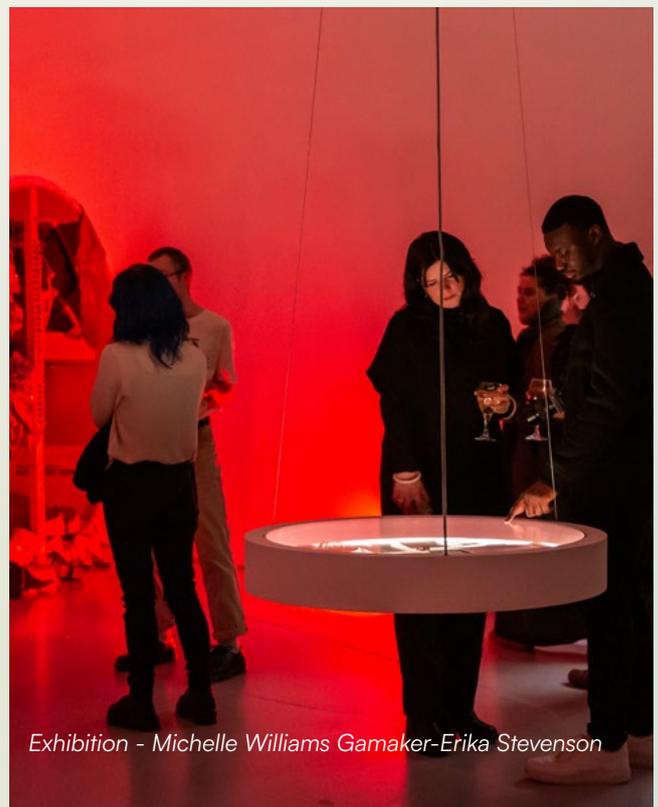
Arriving in Dundee, Michelle was struck by the scale and possibility of the galleries. DCA offered what she describes as *"a kind of marked upsizing"* from previous exhibitions, the chance to move beyond cinematic staging into a sculptural, multi-room environment. She found the DCA team *"continuously saying 'Yes, we can make that happen'"*, enabling new film environments, bespoke vitrines, sculptural seating, for an expanded presentation of her film *Thieves*.

The exhibition became, in her words, *"like a mini retrospective... after years of slog, to have the chance to really just open up my whole studio."* The DCA installation captured the cinematic, immersive quality she had long been working toward. It also connected deeply with audiences. Michelle remembers Dundee as *"a really friendly and engaged audience,"* with the Visitor Assistant team feeding back many positive reactions and conversations.

Beyond the galleries, DCA's wraparound model left a lasting impression. The organisation's Cinema enabled parallel programming with her moving-image work; the Print Studio supported three new editions; and the Learning team created imaginative family resources and films. *"It just felt like a hub for anyone who loves culture,"* Michelle reflects.

Her Dundee experience has directly shaped the ambition of her subsequent exhibitions in London, Liverpool and Belfast. *"Because we did it for DCA, I know I can pull it off elsewhere,"* she says. Ultimately, Michelle sees DCA as a vital cultural beacon, a place that nurtures artists, offers meaningful resources, and sustains long-term relationships.

"It just continuously kept giving me opportunity... They met me with such generosity of spirit".



Exhibition - Michelle Williams Gamaker-Erika Stevenson

Rae-Yen Song: discovering practice-expanding experiences

When DCA invited Glasgow-based artist Rae-Yen Song to develop a solo exhibition in early lockdown (2020), the gesture arrived at a precarious time: *“It was such a blessing... everyone globally just didn’t have work... but that invitation really allowed me to put a lot of thought and focus into something positive”*.

The exhibition became Rae-Yen’s first major presentation in Scotland, following a debut solo show in Manchester cut short by the pandemic. It provided a confidence boost and form of validation; *“just to be seen in that way and trusted in that way”*. The scale of DCA’s galleries provided exciting new opportunities for the artist; *“I really like making whole environments... it just felt exhilarating and something I totally wanted”*.

A defining element of Rae-Yen’s experience was the Print Studio, which became a site of discovery and expansion. *“I’d never printed before...but the print team were so open and excited by experimental approaches”*. Rae-Yen explored archival materials, techniques, and the physicality of print. This experimentation led them to woodblock printing, where the carved block itself became part of the sculptural installation. *“There was this nice echoing... the woodblock remained as a sculpture, and that fed back into the exhibition”* For Rae-Yen, this ecology, where printmaking, exhibition-making, and institutional support entwine, epitomises what makes DCA distinctive.

A particularly meaningful legacy emerged through the chapbook publication produced with DCA staff. *“I didn’t know then the power and legacy of a publication... it’s something I still cherish and still give to people”*. Distributed widely in bookshops, it extends the reach of the exhibition long beyond its run, *“a slow time that is still burning”*.

Reflecting on DCA’s wider value, Rae-Yen stresses the importance of public contemporary art spaces as places of cultural possibility and belonging. Their own first visit to DCA as a 17-year-old doing a foundation art course was revelatory, showing that *“you can be totally surrounded by an idea that changes you physically and emotionally”*. To later exhibit in that same space, now as an artist, completed a powerful circle. Since exhibiting at DCA, Rae-Yen has gone on to further success, from a solo show at Tramway in Glasgow to one of their DCA Editions being acquired by National Galleries Scotland.

For Rae-Yen, DCA represents belief, generosity, and the conditions needed for artists to grow.

“Lasting friendships were made... and I’m really happy to give back, in the hope that others get the same opportunities I was given”



Exhibition - Rae-Yen Song - Ruth Clark



03

DCA has a wider impact on Dundee and its people

Beyond the people it engages with directly, DCA has a broader impact on Dundee and its people – as a key contributor to Dundee’s transformation into a thriving cultural hub; and a strong actor in the city’s cultural and economic ecosystem, driving visits and spend.



Art Night - Erika Stevenson

An important actor in Dundee's transformation

DCA is recognised as having acted over the past 27 years as a **crucial catalyst in supporting Dundee's transformation** from post-industrial economic decline to a growing reputation as a cultural hub.

Robin Presswood, Executive Director of City Development at Dundee City Council highlighted, DCA had an *"incredible impact on the city"*, representing a key milestone in a *"series of landmarks"* that have *"transformed the city and its reputation"*. This sense was echoed by other stakeholders.

“What it did for Dundee is almost immeasurable. DCA shifted the shape of the **centrifugal force** - people had to start thinking about Dundee in terms of thinking about what artists want to do and where people want to go.”

(Katrina Brown, founding Director, The Common Guild)

Not least, DCA is seen as having had a **notable pull factor in terms of putting Dundee on the arts and culture map**. This set the city on a different path; one which laid the foundations for further developments to take shape, including **setting the scene for a new major cultural asset in the form of V&A Dundee**, and the attendant cultural and economic benefits that can flow from building a diverse profile of cultural assets.

“DCA is a cornerstone of Dundee's cultural growth, V&A Dundee exists because of the DCA and many more”

(Leonie Bell, Director, V&A Dundee)



Exhibitions - Michelle Williams Gamacker - Ruth Clark

A valuable contributor to the city's economic and cultural ecosystem

As a core element of this transformation, DCA has thus played a significant role in the economic and cultural story of the city and continues to do so today; recognised as contributing to **how people relate to Dundee, and to Dundee being seen as a place to go (and stay).**

DCA's audiences are broad, in terms of how they use the space, and in demographic terms, but the **recognition of DCA's importance is a unifying thread.** As one stakeholder noted, DCA **"holds a place in everybody's heart"**. Relatedly, others highlight its central significance for the people and networks through which Dundee's cultural life can sustain itself for a variety of communities, as seen in previous sections. Feedback such as *"I also love that is one of Dundee's only multigenerational spaces and is at the heart of the art community of Tayside, Fife, and East Scotland"* shows how **DCA and Dundee have become deeply entwined** with one another.

"The DCA is an essential venue in Dundee!"

(visitor)

"There's nowhere else like it nearby -it's a wonderful cultural asset for Dundee and the surrounding area."

(visitor)

The strength of value attributed to DCA is widespread, backed up by recent visitor survey data: **99% of respondents agreed the city would not be the same without DCA, recognising it as "an asset to the city"**.

For local people, there is a sense that people grew *"very proud of DCA quite quickly"* - a view that is still reflected today and is extended to the whole city: a recent visitor survey saw **85% of respondents say DCA makes them feel proud of Dundee.**

For those from outside, DCA acts as attractor, **drawing people in to live, study, work, and visit, creating an economic impact for Dundee.** As one City Council representative put it, it has played a role in shifting views from why go to Dundee, to *"putting it on people's travel list"*.

This story is strongly reflected in recent visitor survey data, which indicates **equal appeal of DCA for those who live locally and those from further afield:** 45% were from Dundee; 55% from elsewhere in Scotland. ¹

Significantly, 97% said visiting DCA was their primary reason for coming into Dundee city centre. This demonstrates the **organisation's role as a key driver of tourism, footfall, and associated spending within the city centre.**

¹ Across DCA's full visitor portfolio, the share of visitors from elsewhere in Scotland, as well as UK-wide and international visitors, is likely to be higher. This is because the survey primarily reflects Cinema audiences, while Gallery activity typically attracts a broader geographic mix of visitors.



This sustained visitor demand contributes substantially to DCA's overall economic impact². Analysis conducted **for the year 2024-25**, and modelled with data from a recent online visitor survey, shows that in summary, DCA generated **a gross economic impact of £7.1 million** and a **net economic impact of £5.1 million within Dundee**. This equates to **£2.6 million in Gross Value Added (GVA) and 121 Full-Time Equivalent (FTE) jobs** in the local economy.

This total **economic impact is realised through two channels**: The first is **visitor spending** in Dundee during trips to DCA — for example, on food and drink at Jute Café Bar — which accounts for **£2.3 million** of net impact. The second channel is **organisational spending** across the the Dundee supply chain, including procurement and wages, which accounts for **£2.8 million** of net impact.³

Visitor survey respondents were asked to estimate how much they spent in Dundee beyond DCA (but including Jute Café Bar).

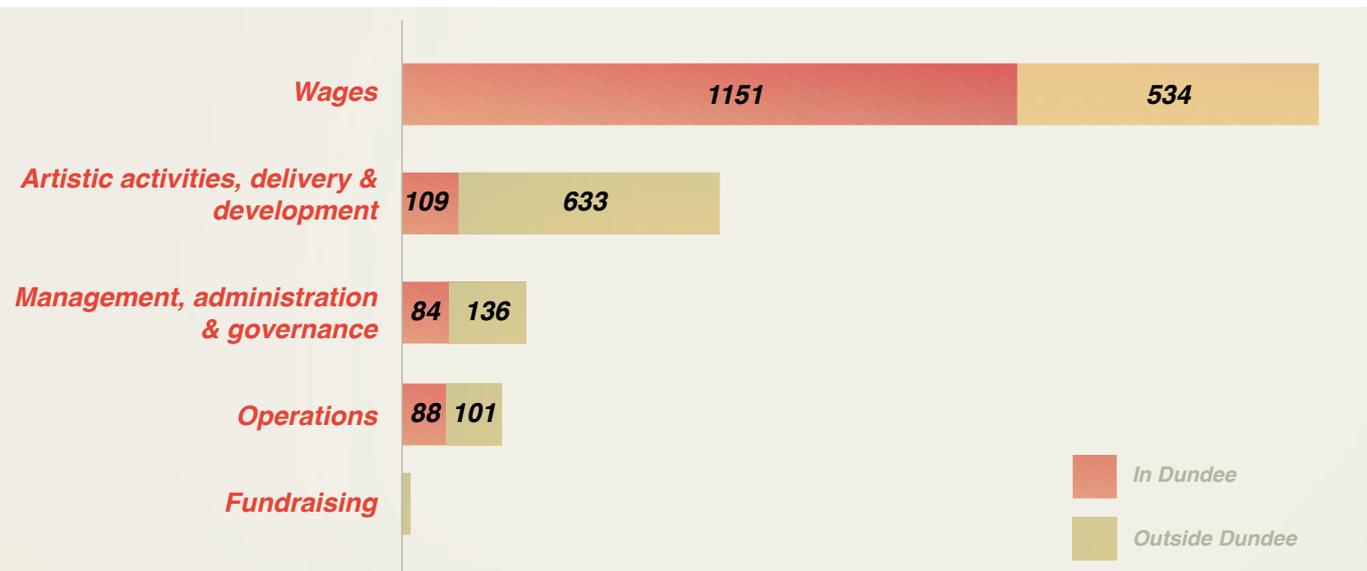
The analysis found that local visitors spent an average of **£22.0**, with **£12.4** of this at Jute, while non-local visitors spent an average of **£19.7**, including **£10.2** at Jute. When combined with DCA's attendance data, this equates to more than **£2.2 million** in gross visitor expenditure in 2024-25, of which **£1.2 million (54%)** was attributable to Jute. These findings highlight the significant contribution DCA makes to Dundee's visitor economy, and the particular success of integrating a quality food & beverage offer (Jute) within a thriving cultural hub.

On the organisational spending side, **more than 50% of DCA's organisational spending is retained within the local Dundee economy**.

Figure 1 illustrates the distribution of this spending across key categories. Wages are the largest expenditure, with most (£1.15m) spent in Dundee and a smaller share (£534k) outside the city. This investment supports 47.5 full-time equivalent jobs at DCA, including both staff and freelancers. Artistic activities follow, with £109k invested locally compared with £633k spent elsewhere (e.g. on engaging artists from beyond Dundee). Management, administration and governance, along with operational and fundraising costs, also retain a substantial share of spending within Dundee, further supporting the local economy.

2 see Appendix for full method

3 Individual figures presented are rounded to one decimal place. As a result, the component impacts (£1.3 million and £2.8 million) sum to £4.1 million, while the total net impact is reported as £4.0 million. The total is calculated using the unrounded underlying data, and the small difference is therefore a rounding effect rather than a discrepancy in the analysis.



DCA's organisational spending in 2024/25, by category and destination of spending (£000s) -

Source: BOP Consulting (2025). Numbers shown are raw spend figures

Beyond this quantifiable economic benefit, **stakeholders also identify a broader role for DCA in Dundee's economic ecosystem** through contributing to the health and vibrancy of the local cultural economy. Stakeholders highlighted DCA as **part of a "critical mix" of cultural organisations**, together providing not only an offer that attracts cultural visitors, but that **attracts people to study, live and work here.**

Indeed, this cultural vibrancy, and DCA's role within it, is **seen as crucial by Duncan of Jordanstone College of Art & Design**, noting not just DCA's contribution to its curriculum, but also to recruitment, student experience and talent retention. As one stakeholder explained, to attract students and researchers, "you have to show you have that vibrant cultural life - that's what DCA does."

“We are ranked as top in Scotland and 6th in the UK — so from our perspective it's important that DCA is there. It supports our curriculum, is part of the ecosystem.”

(Anita Taylor, Duncan of Jordanstone College of Art and Design)



Down the line, **DCA plays a role in creating pathways into employment**, helping graduates stay in Dundee by **providing job opportunities and professional development**, “[supporting] people who want to stay in the city post art school.” The availability of the low-cost Print Studio, and flexible and part-time roles at DCA, offer essential stepping-stones into the sector. This is “really important in the ecology”, **helping to stem the outflow of working-age, creative talent** — particularly meaningful for a city outside Scotland's central belt.

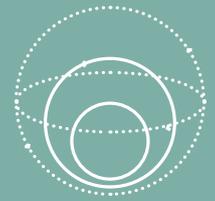
“Dundee's culture organisations are vital employers in the city and contribute to decisions many people are making about where to live and work. Creative employment and work is an important aspect of the city's changing economy. Together, Dundee's culture sector offers a critical mix of activity, experiences, and opportunities for work in the city.”

(Leonie Bell, Director, V&A Dundee)

Overall, DCA is a driver of economic resilience, contributing to Dundee's place-reputation, day visitors, student economy, talent pipelines and footfall within the city centre. All these factors together build an economic function in the city with a strong ripple-out effect that is hard to draw a clear line around.

“We can't underestimate the economic benefit, there's no doubt about that.”

(Mark Flynn, Leader of the Council, Dundee City Council)



Looking to the future

After nearly three decades of established social, cultural and economic impact, DCA now has exciting plans to redevelop its building to create even more opportunities for audiences, communities and artists.

With a track record of **creating impact for nearly three decades, DCA has become more than an arts centre; it is an essential component in Dundee’s cultural and economic success, and a UK-wide centre of creative excellence with an international reputation.**

The study shows that DCA has a wide-ranging impact on people at different stages of life, supporting personal development through provision of rich, meaningful and accessible opportunities across diverse audiences, enabling people to explore their creative potential while broadening horizons and finding joy. DCA also provides practice-expanding pathways for artists at early, emerging, and established career stages, offering a home for creative encounters and new ideas through a strong curatorial vision and shared, multi-use space. Beyond this, DCA is a significant contributor to the city’s cultural and economic ecosystem, driving reputation and visitation.

Through its offer and impact, DCA has thus become embedded in the fabric of the city, and in its social, educational, entertainment, creative and economic ecologies, to the point that stakeholders struggle to imagine Dundee without it. Stakeholders and visitors repeatedly note DCA as the place to go in the town centre, making a strong case for DCA’s role as a **cornerstone within Dundee’s civic, cultural and economic life and a major presence in Scotland’s cultural sector, with networks, reputation and impact felt far beyond that.**

“It’s difficult to imagine the city before it had access to the creative facilities and world-class art routinely provided by DCA”.

(The Skinny, 2019)

Looking forwards, stakeholders emphasise the importance of the **health of cultural assets like DCA for Dundee’s broader economic health.**

“Unless we continue to see that cultural sector mature and grow, it’s going to be quite challenging...to see the economies grow.”

(Mark Flynn, Leader of Dundee City Council)

Stakeholders are therefore keen to see DCA retain its contributing role within this ecosystem and build on what it has already achieved.

“A lot happening in Dundee. It is very important that DCA retains that position in that cohort. [It is an] important part of that constellation — important that it stays at that level.”

(Screen Scotland)

These views echo DCA’s own aspirations for growth within the next five years.

Exciting plans are underway to redevelop DCA, using the two floors previously occupied by the University of Dundee to significantly expand the organisation’s offer without extending its physical footprint. Changes would include creating a third cinema screen, allowing greater programme choice and opportunities for audience development; a relocated Print Studio with its own entrance; expanded Café Bar; new and expanded Learning, event and workshop spaces, and extended retail capacity.

Through this development, DCA **will expand its cultural offer and attract new audiences** — providing a positive impact for audiences, communities and creatives from in and outside Dundee. The project will also significantly increase DCA’s financial resilience by generating increased income, all while substantially reducing its carbon footprint, ensuring it can **continue to play a healthy, vital role for the city’s cultural and economic ecosystem** for years to come.

“If we want Dundee to continue its ascendancy [...] DCA should be at the centre of that. [It’ll] be exciting to see what happens next.”

(Anita Taylor, Duncan of Jordanstone College of Art and Design)



Appendix

Economic impact assessment method

Approach

The Economic Impact Assessment reports DCA's net economic impact, as well as the gross value added (GVA) and full-time equivalent (FTE) jobs supported by its activities.

- Net economic impact refers to the economic activity in Dundee that can be attributed directly to DCA. It is derived from the gross economic impact, which measures all economic activity associated with DCA. For example, visitor expenditure in Dundee contributes to the gross impact; however, if a visitor's primary reason for being in Dundee was to visit family rather than to attend DCA, their spending is excluded from the net impact attributed to DCA.
- GVA and FTE jobs are estimated by converting the net economic impact using sector-appropriate ratios from the ONS Annual Business Survey (ABS). This allows the assessment to quantify the contribution of DCA's activities to Dundee's economy in terms of value creation and employment supported.

Visitor survey and attendance

A visitor survey was conducted between September and December 2025, yielding 240 responses. A data-cleaning process was applied to exclude responses that were incomplete with respect to (1) place of residence, (2) the alternative activity to visiting DCA, or (3) reported zero off-site visitor spending, as these variables are essential for estimating economic impact. This resulted in an effective sample size of 141.

The estimate of unique visits was derived using the survey data in combination with DCA's internal attendance records. DCA recorded 137,907 attendances across all activities in 2024/25. Survey respondents reported attending an average of 2.32 activity types during their most recent visit. Dividing total attendances by this average yields an estimated 59,464 unique visits in 2024/25. Based on this effective sample size, the survey results carry a margin of error of approximately 7% at a 90% confidence level.

Two streams of expenditure

To quantify the gross economic impact of DCA's activities, data is gathered on two streams of expenditure:

- Organisational spend: goods and services bought by DCA from suppliers in the local economy and from their employees (in the form of wages). This came from DCA's internal accounts.
- Visitor spend: spending of DCA's audiences at other establishments in Dundee, e.g., food and drinks, shopping or other leisure activities; based on the visitor survey, as outlined above.¹

¹ The visitor survey asked respondents to identify which part of DCA was their primary reason for attending. Ideally, this information would allow average expenditure to be calculated for each visitor subgroup. However, because the number of responses within each subgroup was too small to generate reliable estimates, the modelling instead uses the overall average spending across the full survey sample

Additionality and multiplier effects

The economic impact is converted from gross to net terms through applying an additionality ratio and multipliers.

The additionality ratio is the share of economic activity that occurs because of an intervention or organisation, above and beyond what would have happened anyway. Following HM Treasury Green Book guidance, it is calculated using survey responses about visitors' place of residence and what they would have done had they not visited DCA. The decision matrix below shows how responses are classified.

This analysis yields that approximately 8% of spending by local visitors and 94% of spending by visitors from outside Dundee is additional.

Multipliers capture the wider ripple effects of this additional spending — for example, extra income for employees, increased purchases from local suppliers, and longer-term economic benefits. For this assessment, we use a Scotland-specific multiplier of 1.94, drawn from the 2023 ACE/CEBR report on the economic contribution of the arts and culture sector.²

Figure 2 *Additionality at level of Dundee*

² CEBR Main Report Contribution of the arts and culture industry to the UK economy_0.pdf

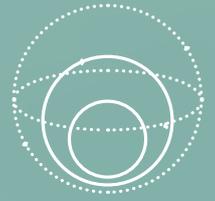
	Stayed at home or gone to work	Done something else in Dundee/visited Dundee anyway	I would have visited an area outside Dundee
Local	Not additional	Not additional	Additional
Non-local	Additional	Not additional	Additional

Converting economic output to GVA and FTE jobs

The final stage is to convert the net economic output figure into an assessment of the number of FTE jobs that DCA support in Dundee, and its contribution to the local economy's GVA. The number of FTE jobs supported are derived from:

- The net economic contribution of Dundee, grouped by relevant Standard Industrial Classification (SIC) codes.
- Standard figures for the average turnover required to support an employee in each SIC groupings, sourced from the Annual Business Survey (ABS). The number of jobs supported is equal to the net economic contribution divided by the average turnover per job for each sector.

The value of these jobs can also be expressed as Gross Value Added (GVA). GVA is one of the standard ways of measuring productivity: it denotes the difference between output and intermediate consumption for any given sector or industry. That is, the difference between the value of goods and services produced and the cost of raw materials and other inputs which are used up in production. This is calculated using standard figures for GVA contribution per job, again sourced from the ABS.



DCA 10-year Impact Study

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