

**ECTN INTERREG IIIC Project**

**Template for Contact details (as per Microsoft Outlook)**

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### Template for case studies

<b>Organisation (English)</b>	Visiting Arts
Organisation (in original language)	
<b>Contact details</b>	Yvette Vaughan Jones
Full Name	
Job title	Project Manager Cardiff 2005
Address details	Cardiff Council County Hall Cardiff Bay  Cardiff  CF10 4UW
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Web page address	www.cardiff.gov.uk
Legal Status of organisation	
Title of the Institution / Project in English	Case Study of Cardiff 2005 promoted as a Capital City
Title of the Institution / Project in Original Language	
Summary of Case study/project	Case Study of Cardiff 2005 promoted as a Capital City
Organisations Concerned	Wales Tourist Board, Cardiff Council
Case study/Project detailed description	<p><b><u>Background</u></b></p> <ul style="list-style-type: none"> <li>•To reposition Cardiff as a European Capital City</li> <li>•Bidding for European Capital of Culture 2008</li> <li>•UK Centre of Culture</li> <li>•Public consultation for “building our future”</li> </ul> <p><b><u>Potential Benefits</u></b></p> <ul style="list-style-type: none"> <li>•Direct business</li> <li>–increase in visitors from Wales, UK and beyond</li> </ul>

	<ul style="list-style-type: none"> <li>•Indirect –             <ul style="list-style-type: none"> <li>–increase in profile of the City</li> <li>–Increase in economic activity and wealth</li> <li>–Changed perceptions</li> <li>–Cardiff becomes one of the key venues for the future</li> </ul> </li> </ul> <p><b><u>The Programme</u></b></p> <ul style="list-style-type: none"> <li>•Iconic images and ‘grands projets’</li> <li>•Engagement with partners</li> <li>•People projects</li> <li>•Public celebration</li> <li>•The aspirations of people and communities</li> <li>•Cities -the fabric and the business –the perceptions</li> <li>•Capital of Wales–the service it provides, the UK, and International links</li> </ul> <p><b><u>Cities and their Spaces</u></b></p> <ul style="list-style-type: none"> <li>•Traditional cultural venues</li> <li>•Found and reclaimed spaces</li> <li>•Cultural quarters</li> <li>•New forms             <ul style="list-style-type: none"> <li>–The street and Public Art</li> <li>–Shops and hotels</li> <li>–The internet</li> <li>–Texting</li> </ul> </li> </ul> <p><b><u>Festivals and programmes</u></b></p> <ul style="list-style-type: none"> <li>•Annual festivals             <ul style="list-style-type: none"> <li>–International Food and Drink</li> <li>–World Port Festival</li> </ul> </li> <li>•Community projects             <ul style="list-style-type: none"> <li>–Creating Dhurga</li> </ul> </li> <li>•City wide new technologies             <ul style="list-style-type: none"> <li>–Cardiff Cacophony</li> </ul> </li> <li>•Month by month programme</li> </ul>
<p>Outputs</p>	<p><b><u>Legacy Projects</u></b></p> <ul style="list-style-type: none"> <li>•New institutions/ festivals –Cardiff Alive, Arts Biennale; Cardiff Games, New theatre Festival</li> <li>•New Cardiff books and collections</li> <li>•Regeneration of Parks through Parks Partnership</li> <li>•Films and animation projects about Cardiff</li> <li>•Architecture model of “future Cardiff”</li> <li>•Improved signage and information about the cultural assets of the City</li> <li>•Improved information about the sector through research project</li> <li>People -increase in well-being, tolerance and civic involvement</li> <li>•Communities -regenerated, embedding cultural</li> </ul>

	<p>festivals/practice in their planning</p> <ul style="list-style-type: none"><li>•Profile –increased Wales wide and UK profile and strengthened links with twin cities</li><li>•Economy –increase in cultural tourism, stimulus to the creative industries economy and steps taken to develop a creative industries strategy and cluster.</li></ul>
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