Creative Cities and Urban Development: A study of Grahamstown

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The Creative City

- A city is considered to be a Creative City if creativity is streamlined as its main driver of development
- I.e. Cultural and creative activities of various sorts are an integral component of the city’s economic and social functioning
- The main focus of a creative city is to ensure sustainability and progress in development, through use of CCIs as the backbone
- They are characterised by high concentrations of creative employment, and therefore attract inward investments because of their well-established cultural areas and facilities
• This concept draws from the pivotal use of CCIs as tools for urban regeneration in the UK.

• This concept is also built on Florida’s theory of the creative class.

• The foundation of the concept is that of the European Capital of Culture (previously European City of Culture), established in 1985.

• UNESCO launched the UNESCO Creative Cities Network in 2004, with an aim of uniting the various creative cities around the world.
Characteristics of the Creative City

- The creative city is a place where people’s talents are developed and promoted.
- Essentially, this skill development acts as a catalyst towards attracting more talent (self-reinforcement cycle – virtuous circle of culture).
- Very liberal, and has several cultures which mix together and share their various experiences together.
- Also drives employment creation, a macroeconomic aim of government.
Creative City-Grahamstown

- Grahamstown, through the National Arts Festival (NAF) took on the pilot Creative City project in South Africa
- According to Lankester, “we wanted to put some momentum behind the creative sector—to give some structure and meaning to what we all instinctively know is a sector that can help bolster our local economy”
● In partnership with Makana Tourism, Makana Local Municipality, the Eastern Cape Government, as well as the European Union, the NAF took on the project

● The NAF is responsible for coordinating, operating, implementing, managing, and driving the Creative City Project
Aims of the Grahamstown Creative City project

- To realise, foster, develop and guide local talent
- To grow and drive the creative sector
- To boost the local economy
- THROUGH CREATIVITY
Grahamstown, the Creative City?

- National Arts Festival
- National Schools Festival
- Arts departments through Rhodes University
- National English Literary Museum (NELM)
- Library for the Blind
Projects of the NAF

- National Arts Festival

28 June - 8 July 2018
• Masicule Choral Concert

The National Arts Festival presents Masicule 2018
Celebrating the voices of Grahamstown

The Fifth edition!
Grahamstown's top choirs and over 1000 voices in a never-to-be-forgotten evening of great music.

Featuring special guest artist
Sibongile Khumalo

25 March (18:00) & 26 March (19:30)
Guy Butler Theatre, Monument

Book at www.tickethut.co.za
• Cinema Under the Stars
• The Gruffalo
• Visual Arts Sponsorship Project
• Fingo Festival

FINGO FESTIVAL
BE PART OF GREATNESS!!

MEASURING & VALUING SOUTH AFRICA’S CULTURAL & CREATIVE ECONOMY
• City Murals
Grahamstown – The Creative City

• Economic Impact of NAF (2016):
  – R94.4 million on Grahamstown
  – R370 million on Eastern Cape Province

• Non market benefits:
  – Audience Development and education
  – Social Cohesion and Community Development
  – Human capital building
The creative economy benefits the economy as a whole; benefits spiral into other supporting industries, and tourism, enabling the city to promote growth and development through culture.
The Creative City

• These short term projects and events are drivers towards a more sustainable creative city model.

• The creative city itself could be seen as a way to link the short term events to a more sustainable development model that promotes economic and cultural objectives of cultural policy.

• The creative city concept can then be seen to play a vital role in local economic development, and in promoting arts and cultural participation.
QUESTIONS?
That's all Folks!