

Innovate Fund 26/28

Information Session

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'Innovation': A new direction or development in your practice, be it interdisciplinary work (co-design/co-production), a new audience engagement model or medium, a new avenue for community-based or commercial activity

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Guidelines

Introduction

Edinburgh is a world leading cultural capital, and home to an eclectic mix of diverse narratives, art forms, and creative practice.

This new cultural funding programme is an important action of the recently launched [Visitor Levy Scheme](#) which aims to sustain Edinburgh's status as one of the world's greatest cultural and heritage cities and to ensure that the impacts of a successful visitor economy are managed effectively and in support of the priorities as set out in the [Council's Business Plan](#). The scheme's main purpose is to **provide revenue grant funding to local cultural organisations to improve resilience, support programming innovation and enhance cultural output through short-to-medium term projects that deliver innovative approaches to supporting the city's cultural infrastructure.**

It also aligns with [Citywide Culture Strategy 2023-2030](#) highlighting the importance of joint collaboration across the Creative Industries with the aim of facilitating access to cultural activities and practice and delivering a significant contribution to the city's success as an exceptional and creative place to live and work.

Visitor Levy Scheme & Strategy

The objectives of the Scheme are to Sustain, Support and Develop:

- Public services, programmes and infrastructure that provide an enjoyable and safe visitor and resident experience.
- Edinburgh's culture, heritage and events provision to ensure it remains world-leading and competitively attractive to visitors as well as residents.
- The city's visitor economy, by fostering innovation in response to environmental and societal challenges, enhancing Edinburgh's global reputation while promoting responsible and sustainable tourism

Citywide Culture Strategy 2023-2030 Aims:

Aim 1

All Edinburgh residents can easily access cultural experiences that they find meaningful in their local area, and everyone has the opportunity to contribute to shaping local cultural provision.

Aim 2

Edinburgh is a welcoming and supportive city in which a broad spectrum of creative and cultural practitioners choose to develop their careers.

Aim 3

Edinburgh is a world leading cultural capital, an environmentally responsible host city where ideas are exchanged freely, and the diversity of its residents is celebrated.

Capital of Culture 2030



The Vision for Edinburgh 2030 is to deliver the following outcomes as a Capital of Culture:

- **a network of well run, ambitious and accessible local creative and cultural hubs throughout the city** where all residents can feel safe, welcomed, able to participate in, develop and influence cultural activities that have meaning for them. These hubs will be connected to the city centre venues and organisations as respected and equal partners enlivening their programming and enhancing audience development.
- **is internationally connected and a magnet for creative thinkers and practitioners** from across the world who choose to live, work, visit and study here.
- **has a range of accessible spaces** where creative practitioners can experiment, develop, rehearse and produce their work.

Capital of Culture 2030



The Vision for Edinburgh 2030 is to deliver the following outcomes as a Capital of Culture:

- **values culture and creativity** as an essential element of individual and collective wellbeing, embedding this principle in city, community, and public health planning.
- **facilitates opportunities for all young people** to experience a range of cultural and creative experiences and encourages and nurtures creative talent and enthusiasm.
- **ensures the diversity of the population is reflected** in the planning and delivery of cultural provision and the way we interpret and experience our heritage.
- **values creative workers and embeds the principles of fair work** and good practice in volunteering in all its planning and contracting.

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Project scope

Activity type

Project proposals should also align with the named purpose of the Visitor Levy Scheme and thus deliver activities which:

Support programming innovation by adopting new art forms, digital tools, and community-centred business models by introducing/furthering interdisciplinary collaboration, immersive digital engagement, and co-created public programming respectively

Enhance cultural output by diversifying programming, adopting digital tools, and fostering inclusive leadership ensuring greater equality of access to culture for lower socio-economic groups through large-scale public celebrations/installations outwith the city centre.

Improve resilience by adapting business models, introducing new governance models , diversifying income, and fostering workforce well-being. Key strategies include financial diversification, operational flexibility, and strong community engagement

KPIs

Focus on max 3

- the way we ensure Edinburgh's culture, heritage and events provision remain world-leading and competitively attractive to visitors as well as residents
- the way we foster innovation in response to environmental and societal challenges while promoting responsible and sustainable tourism
- the way we celebrate the 80th Anniversary of the Edinburgh Festivals the way we provide an enjoyable and safe visitor and resident experience
- the way we contribute to the wellbeing of individual residents through cultural provision
- the way we treasure our past and support creativity in learning and across disciplines the way we continue our international reputation as a world festival city
- the way we generate the number of tourists who visit the way we contribute to securing the monetary value the creative sector generates
- the way we contribute to the number of people employed in the sector
- the way we embrace and celebrate our diversity the way we collaborate across the city to maximise engagement and impact
- the way we engage with audiences and participants from different socio-economic backgrounds in cultural provision

Files

Grants Conditions: Please provide information regarding your company status, financial records, including specifying reserves; and current business plan as well as commitment to Equalities, Sustainability and Fair Work principles.

Please upload:

- the organisation's Articles of Association / Constitution
- the organisation's most recent annual independently examined/audited accounts
- your most recent Business Plan
- your most recent Diversity and Inclusion Policy/Action Plan
- your Fair Work policy or an outline of your commitment to Fair Work practices
- the organisation's Environmental Policy / outline of reducing environmental impacts

Please confirm the total value of projected reserves held by your organisation for financial year 2025/26. Please include both restricted and unrestricted reserves with supporting information on the purpose of restricted reserves.

FAQs

1. Budget – no award brackets for the total of £2.66m

- Recommended levels: £20-£100k
- Clear budget allocations for specific activities

2. Multiple applications by one organisation – permitted for distinct projects

3. Visitor experience – the activity must include consideration for the visitor experience of cultural activity in Edinburgh

4. Strategic Partners – allowed to apply, no duplicate activity or costs allocation

5. Management costs (capped) - any additional staffing costs permitted, not permanent posts

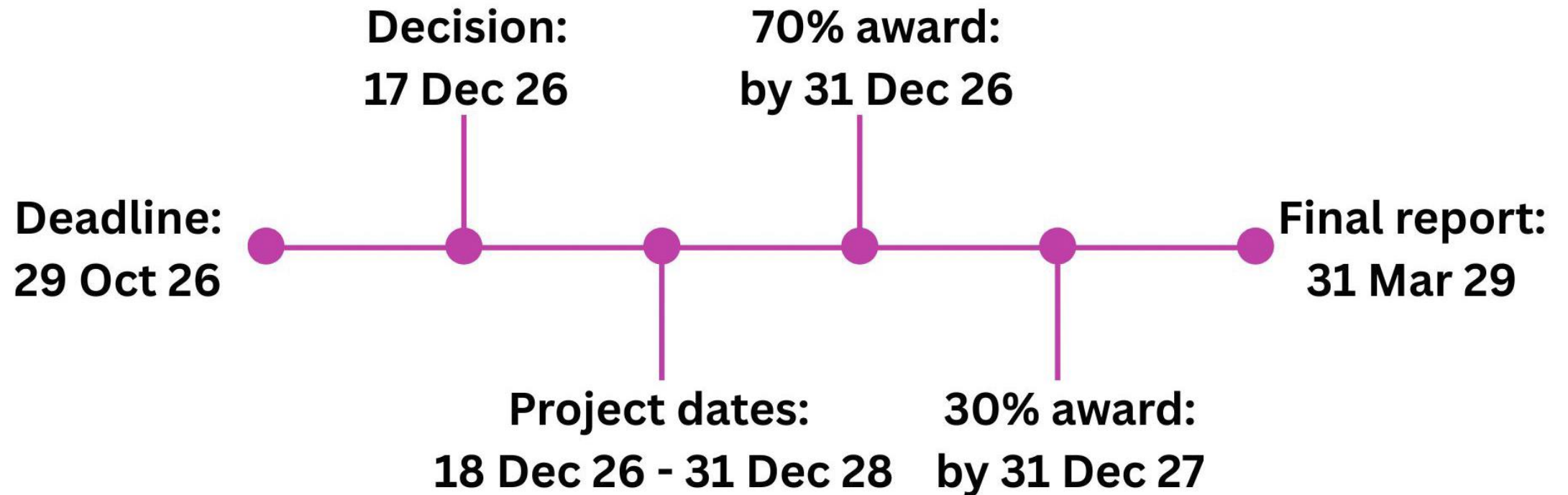
6. Ineligible applicants/activities

- pre-existing projects or those currently being delivered.
- projects currently or previously supported by the City of Edinburgh Council via Third Party Cultural Grant Funding.
- individuals / sole traders

7. Ineligible costs:

- General operations or 'core' business costs
- Any costs relating to the recovery of the Edinburgh Visitor Levy paid as part of an organisation's accommodation costs
- Capital projects or works

Timeline



Thank you