**CULTURAL TOURISM FUND**

**Cultural Tourism**

A new Tourism Strategy for Dundee City region was launched in March 2015. At the heart of the strategy is the aim for Dundee to be recognised as the best up-and-coming city in the UK for cultural short breaks.

Cultural Tourism represents one of the largest and fastest growing sectors of tourism globally, and can be categorised into 3 distinct key pillars[[1]](#footnote-1):

* Built, natural and historical heritage (buildings, gardens, castles and stately homes)
* Cultural heritage (museums, galleries, traditional arts and culinary culture)
* Contemporary culture (music, film/TV, fashion and performing arts)

The opening of the V&A Museum of Design Dundee in 2018 brings an internationally recognised brand to Dundee, boosting the creative and cultural infrastructure of the city. A strong Cultural Tourism proposition, drawing on Dundee’s range of cultural assets, independent restaurants, vibrant creative sector, and strong events and festivals programme will be key to attracting visitors over the coming years. Dundee also became the UK’s first UNESCO City of Design in December 2014.

Cultural experiences are integral to the quality of visitors’ impressions of Dundee; they can provide unique and memorable experiences that delight visitors and help the city stand out against competitors. The cultural offer is central to what will make Dundee attractive and vibrant for tourists.

The Cultural Tourism Fund is intended to support the development of new products and experiences in the city. This could be a new festival, innovative approach to transport, new food and drink offerings or a new tourism trail.

The fund is collaborative, and applications should be submitted by at least **two** partners, with one identified as the lead.

The funding round will open on 9th December with the final closing date for applications the 31st January 2017. All applications will be evaluated by a panel comprising representatives from Scottish Enterprise and Dundee City Council.

Applicants will be notified of the decision by **Friday 17th February**.

**Objectives**

* To encourage local tourism businesses to collaborate to develop new cultural products and experiences
* To enhance Dundee’s Cultural Tourism proposition
* To attract more visitors to the city by enhancing the visitor offer through the development of new, innovative products and experiences

**What qualifies for funding?**

Key funding criteria:

* Projects must be new and delivered in Dundee
* Include at least two project partners
* The proposed products and experiences must be aimed at visitors to the city
* Applicants should take a creative, innovative approach and there should be clear evidence that the project demonstrates something new
* The project should demonstrate long term financial sustainability
* Applicants must demonstrate how they plan to measure success

Applications should be submitted by a minimum of **two** partners, and collaboration should be demonstrated throughout the submission.

Projects will be evaluated based on evidence of:

* Collaboration
* Innovation
* Long term sustainability
* Impact
* Ability to strengthen Dundee’s Cultural Tourism proposition

Any of the following are eligible to apply:

* A private business
* Individuals
* Micro businesses
* Non profit sector corporation, incorporated association or trust
* Charity
* Cooperative
* A local authority operating a museum or visitor attraction

Applications are welcome from businesses already working in the Tourism sector (including accommodation, events and festivals, food and drink, transport and visitor attractions) and from those currently outside the sector, but with a good idea to develop the city’s Cultural Tourism proposition.

*Scottish Enterprise may contact you once an application has been submitted, if there is insufficient detail in the form regarding both the proposed project and current business activities.*

**Available funding**

The Cultural Tourism Innovation Fund has an overall budget for this round of £15,000. There is no minimum funding request, but the maximum amount available is £5000.

SE will fund up to 80% of total project costs, with the remaining 20% cash costs to be funded by the project partners. In kind contributions cannot be included within the 20% partner contribution, and must be listed separately in the project budget.

Funding provided by SE cannot be used for marketing but it can be used for market research or the development of a marketing plan.

Funding will be paid in two instalments:

* 80% when partners are informed that their application has been successful
* The final 20% upon successful completion of the project

If you are successful, you will be asked to provide a short report to SE on completion of the project, giving evidence of impact, or expected future impact.

**Useful links**

Dundee.com [www.dundee.com](http://www.dundee.com)

Scottish Enterprise [www.scottish-enterprise.com](http://www.scottish-enterprise.com)

UNESCO City of Design [www.dundeecityofdesign.com](http://www.dundeecityofdesign.com)

V&A Museum of Design Dundee [www.vandadundee.org](http://www.vandadundee.org)

VisitScotland [www.visitscotland.com](http://www.visitscotland.com)

**APPLICATION FORM**

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| --- |
| **LEAD PARTNER** |
|  |
| **NAME OF BUSINESS** |
|  |
| **TYPE OF BUSINESS** |
|  |
| **CONTACT FIRST NAME** |  |
|  |  |
| **SURNAME** |  |
|  |  |
| **ADDRESS** |  |
|  |  |
| **POSTCODE** |  |
|  |  |
| **TELEPHONE NUMBER** |  |
|  |  |
| **EMAIL** |  |
|  |  |
| **WEBSITE** |  |

|  |  |  |
| --- | --- | --- |
| PROJECT PARTNER | TYPE OF BUSINESS | CONTACT ADDRESS |
|  |  |  |
|  |  |  |
|  |  |  |

|  |
| --- |
| **PROJECT TITLE** |
|  |
| **Short description of project (maximum 200 words)** |
|  |
| **Full description of proposed project including key milestones** |
|  |
| **Expected impact of project to local area (*For example increased length of stay, improved visitor experience, product enhancement*)** |
|  |
| **Please describe the current nature and scale of business activities of project partners** |
|  |
| **How will the proposed project enhance the current Cultural Tourism offer in Dundee?** |
|  |
| **How is the project innovative, and how does it address a gap in the current visitor offer?** |
|  |
| **Key target audience and evidence of demand.** |
|  |
| **How does the project demonstrate long term financial sustainability?** |
|  |
| **PROJECT COSTS** |
| Project Activity | Estimated Cost | Partner Contribution |
| Cash | In Kind |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total Costs |  |  |  |
| Amount of Cash Funding Required (80% max) |  |  |  |

By submitting this application, the applicant acknowledges that the information provided in this application may comprise company information and personal data (as defined in the Data Protection Act 1998). The applicant consents to the use of the information provided in this application by Scottish Enterprise, The Scottish Government, Highlands and Islands Enterprise, Dundee City Council and other associated bodies such as local delivery organisations, consultants and agents collectively referred to as ‘the Agencies’,  to assess its suitability for support. If the application is successful, the Agencies will use the information provided in this application form for administration and management purposes, including carrying out appropriate checks, audits and marketing. Some information may also be passed to auditors, the European Commission or its agents for administrative purposes.

The Agencies would also like to use this information to help identify services, new products and/or information on seminars that maybe of interest to you or the development of your business.

**Please confirm if you wish to receive such information:**Yes/No

The applicant confirms that any individual whose personal data is contained in this application has given their consent to the collection, use and storage of their personal data for the purposes of this application. Any personal data that is collected within the application is held in accordance with the Data Protection Act 1998 and our privacy statement, which can be found at [www.scottish-enterprise.com/help/privacy](http://www.scottish-enterprise.com/help/privacy) . Where personal data is held about an individual, that individual has the right to request a copy of the information that we hold about them. We may make a small charge for this. Individuals may also contact us to correct any inaccuracies in their information held by us. Should an individual wish their details to be removed from our database please contact **Scottish Enterprise, Atrium Court, 50 Waterloo St, Glasgow, G2 6HQ** in writing or by phone on **0845 607 8787 or 0300 013 3385**.

Completed applications should be sent to louise.tobin@scotent.co.uk and should be received

by **5pm** on **Friday 31 January 2017**

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1. Tourism Intelligence Scotland (2012) *Events, Festivals and Cultural Tourism in Scotland* [↑](#footnote-ref-1)