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UK SHARED PROSPERITY FUND DUNDEE

COMMUNITIES AND PLACE

S11: Funding to support relevant feasibility studies

CHALLENGE FUND ROUND 4

Invitation to bid opens	12:00 on 12 February 2024
Invitation to bid closes	17:00 on 5 March 2024
Minimum application level	£5,000
Maximum application level	£25,000
Match funding	50%
Timing	Projects must be completed in the financial year 2024/25
Application process	<p>Apply via the online portal from 12 February: https://www.dundee.gov.uk/service-area/city-development/planning-and-economic-development/the-uk-shared-prosperity-fund-ukspf</p> <p>Applications submitted late or via any other method will not be accepted. Please ensure you read the full guidance before submitting your application.</p>

Intervention Specific Guidance for S11

Intervention overview

September 2019 saw the long-awaited opening of the UK’s first design museum outside London – V&A Dundee. The museum is the cornerstone of Dundee’s £30 billion waterfront regeneration programme and attracted over 1 million visitors in its first year. 2020 was the city’s year to capitalise on the enhanced perceptions and awareness of the city around the world as a result of V&A Dundee, with accolades such as:

- Best Place to Live in Scotland 2019 – *The Sunday Times*
- Dundee on the Cool List 2019 - *National Geographic Traveller*
- V&A Dundee one of the world’s 100 greatest places of 2019 - *TIME*
- One of the top ten ‘hot destinations’ for world travellers in 2018 - *Wall Street Journal*
- Best in Europe - 2018 Top Ten Hotlist – *Lonely Planet*

With the pre-pandemic increase in visitor numbers to the city there was a desire from key stakeholders across Dundee for other culture and leisure attractions to be given access to funding to assist them to make improvements to their offering to enable them to attract as many of those visitors as possible. This has become even more important in the context of Covid-19 and the ongoing recovery from the pandemic.

The expectations of visitors are also changing, creating more of a need to work with partners in the tourism sector to develop new, engaging opportunities that visitors are looking for. We need to ensure our visitor, culture and heritage attractions offer the best experiences possible for all audiences – locals and visitors, whilst enabling them to access the unique and authentic experiences so many are looking for.

The Tay Cities Region Deal has a £37 million capital budget for supporting the tourism/visitor attraction market, that will support capital investment in both new and existing attractions. However, there is no equivalent budget for revenue support and the UK Shared Prosperity Fund enables the city to provide some level of support to the sector, potentially funding enhanced marketing of the city and its attractions and also opportunities to develop new products, events and visitor offers.

This Challenge Fund is focused on intervention **S11: Funding to support relevant feasibility studies**. 50% match funding is required with each application.

Aims of the intervention

This intervention aims to support the development of existing and new visitor attractions, providing funding to support feasibility studies that help to develop business cases, design work, economic impact, consultation, strategic importance etc.

This intervention aims to support steps towards delivering new capital projects which in turn will enable local attractions to develop plans to enhance their offer.

Eligible applicants

Existing cultural/creative organisations in the city that are constituted and have existing premises/physical projects to develop.

Priority will be given to:

- Organisations with existing premises and/or project ideas
- Key cultural organisations in the city with the potential to make the biggest impact on visitor numbers/sustainability of the sector

Eligible costs

Eligible costs could include: Consultancy fees; architect fees; consultation events; business planning; Economic Impact Assessments.

Intervention specific questions

In addition to the information contained in the general application guidance on responding to the core questions you should also respond to these intervention specific questions:

What is the potential impact of your study?

Clearly outline the development proposals and the impact that they will have on visitor numbers, the ability to attract new visitors and encourage repeat visits, and the wider impact on the visitor economy of the city.

What plans are in place to secure the funding to deliver the project post feasibility stage?

It is anticipated that applicants will have considered the next steps in terms of the delivery of the project and can provide some insight into the work undertaken or on-going to enable delivery.

Outputs and outcomes

S11 Outputs:

- Number of feasibility studies developed as a result of support

S11 Outcomes:

- Increased number of projects arising from funded feasibility studies (number of projects)

Applicants must select which of the pre-determined outputs and outcomes the project will achieve. You must also provide a baseline figure in order that progress can be measured in achieving the outcomes and outputs.

Further Information

[UK Shared Prosperity Fund: overview \(1\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: outputs and outcomes definitions \(2\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: reporting and performance management \(3\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: monitoring and evaluation \(4\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: assurance and risk \(5\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: branding and publicity \(6\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: subsidy control \(7\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: procurement \(8\) - GOV.UK \(www.gov.uk\)](#)

[UK Shared Prosperity Fund: equalities \(9\) - GOV.UK \(www.gov.uk\)](#)

[UK Subsidy Control Statutory Guidance](#)