



Funded by
UK Government



UK SHARED PROSPERITY FUND DUNDEE

COMMUNITIES AND PLACE

S5: Support for arts, cultural, heritage and creative activities, projects and facilities and institutions

Invitation to bid opens	12:00 on 12 February 2024
Invitation to bid closes	17:00 on 5 March 2024
Minimum application level	£10,000
Maximum application level	£50,000 Grants of up to £100,000 may be awarded in exceptional circumstances. If your projects costs are between £50,000 and £100,000, please contact DCC's funding team for an initial conversation – externalfunding@dundee.gov.uk
Match Funding	25% - this can be in-kind
Application process	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 Applications submitted late or via any other method will not be accepted. Please ensure you read the full guidance before submitting your application.

Intervention Specific Guidance for S5

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*

The impact of Covid-19 on the tourism sector and its direct effect on the local economy cannot be underestimated. Visitor numbers were down UK-wide between 58%-82% in 2020 compared to 2019. That impact has been long-lasting. International inbound forecasts to Scotland in 2022 are expected to be 55% of 2019 levels and 64% of spend. UK international arrivals and spend in Q3 2021 were 86% below 2019 levels (International Passenger Survey 2021) and organisations such as Visit Britain expect that it will take several years for visitor numbers to reach 2019 levels.

The Dundee Cultural Recovery Plan includes data from nineteen of the largest visitor attractions/cultural organisations in the city, which indicated that earned income for these organisations in 2020/21 was only 12.3% of the 2019/20 level and visitor numbers in 2020/21 were 91% below those in 2019/20.

Throughout 2020 and 2021, the city did what it could to attract domestic visitors to the city and to encourage people to focus on a staycation, encouraging our tourism businesses (accommodation, attractions, food & drink) to deliver the best experiences that they could given the restrictions – including social distancing and recruitment challenges. Visit Britain's 2021 tourism data indicates that inbound visits to the UK were down by 18% compared to 2019, with the forecast for 2022 showing that inbound visitor numbers would still be down by 52% on 2019 figures.

The expectations of visitors are also changing, with cities such as Dundee needing to work with their 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.

We would also like to continue to grow the creative tourism approach to the visitor economy, creating opportunities for visitors to engage directly with our creative practitioners in workshops, behind the scenes tours etc.

There is a need to support the sustainable recovery of the tourism/culture sectors in the city, and the ability of UK Shared Prosperity Fund to support the sector is of great importance.

Aims of the intervention

The intervention aims to support growth in the visitor/tourism economy by enabling key local organisations, visitor attractions, cultural and heritage-based organisations and events promoters in the sector to develop new products, new projects, visitor facilities and events that will help to grow their visitor base and to increase the attractiveness of the city to visitors and locals alike. Priority will be given to projects that bring visitors to the city.

There will also be the opportunity to pilot new approaches and activities and we are keen to support creative tourism approaches such as maker activity focused on workshops for visitors – including young people and families.

The fund is intended to have a focus on Dundee's creative and cultural economy building activities that are unique and authentic to the city, helping the local sector to grow, supporting additional activity to existing festivals and events, or brand-new ideas rather than to support activity that already takes place.

Eligible applicants

Any legally constituted body; partnerships led by an organisation or company/sole trader etc. can apply for funding, however, due diligence will be undertaken on each applicant to assess experience of delivery, financial status etc.

Examples of the types of organisations can apply include existing visitor attractions, existing or new events, partnerships keen to develop new products that will engage with visitors e.g. a creative practitioner and a hospitality venue, creative practitioners, sole traders/companies working together to deliver events/products.

Priority will be given to:

- Existing organisations who rely on attracting/engaging visitors
- Partnership approaches for pilot projects or enhancing existing activities
- Events that are looking to expand their offer, or new events that will attract people to the city
- Activities that take place in the city centre or offer a city-wide approach
- Cultural, heritage, creative and arts-based projects

Eligible costs

Any items that add to the additionality of the activity and could include such things as: Artists fees; venue hire; marketing; staffing/volunteer costs; exhibition costs; capital works.

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 the following intervention specific questions.

Explain how your project will deliver a unique experience for the tourism sector in Dundee and how will it succeed in bringing visitors to the city? (600 words max)

Consider the impact on the visitor economy - how will the project grow the visitor economy? What will be the increase in visitor numbers and how will the project activities be marketed and promoted? If your project is to extend existing events or activities, what are the new and unique elements?

How will the project support growth in the visitor/tourism economy? (600 words max)

Outline target audience and target markets; provide insight into future plans if a pilot initiative. What will be the estimated economic impact of the project?

Outputs and outcomes

S5 Outputs:

- Number of organisations receiving grants (numerical value)
- Number of amenities/facilities created or improved (numerical value)
- Number of local events or activities supported (numerical value)

S5 Outcomes:

- Increased visitor number (number of people)
- Increased users of facilities/amenities (number of users)
- Number of community-led arts, cultural, heritage and creative programmes as a result of support (number of programmes)
- Improved perception of events (number of people)

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](#)